

# TOURIST PROFILE BY QUARTER OF TRIP (2022)

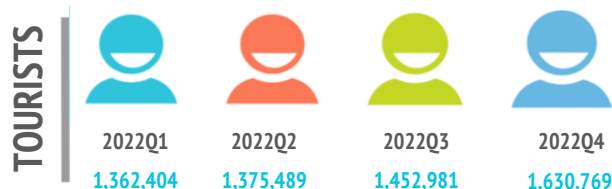
## TENERIFE

### How many are they and how much do they spend?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (*)	1.36	1.38	1.45	1.63	5.82
Tourist arrivals > 15 years old (EGT) (*)	1.22	1.21	1.21	1.44	5.08
- book holiday package (*)	0.50	0.53	0.55	0.64	2.23
- do not book holiday package (*)	0.72	0.68	0.66	0.80	2.86
- % tourists who book holiday package	41.1%	44.0%	45.4%	44.5%	43.8%

(\*) Million of tourists



#### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>Expenditure per tourist (€)</b>	<b>1,242</b>	<b>1,241</b>	<b>1,523</b>	<b>1,315</b>	<b>1,330</b>
- book holiday package	1,430	1,414	1,681	1,541	1,520
- holiday package	1,163	1,120	1,351	1,230	1,219
- others	267	294	330	310	302
- do not book holiday package	1,111	1,106	1,391	1,134	1,181
- flight	292	289	402	303	320
- accommodation	395	378	474	379	405
- others	423	439	515	453	456
<b>Average length of stay</b>	<b>9.53</b>	<b>8.69</b>	<b>9.33</b>	<b>8.85</b>	<b>9.09</b>
- book holiday package	8.28	7.91	8.24	8.04	8.11
- do not book holiday package	10.40	9.29	10.23	9.50	9.85
<b>Average daily expenditure (€)</b>	<b>151.3</b>	<b>160.6</b>	<b>183.4</b>	<b>169.5</b>	<b>166.3</b>
- book holiday package	182.4	186.7	211.9	202.4	196.5
- do not book holiday package	129.6	140.1	159.6	143.2	142.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,514</b>	<b>1,503</b>	<b>1,848</b>	<b>1,893</b>	<b>6,758</b>
- book holiday package	717	754	926	986	3,382
- do not book holiday package	798	750	921	907	3,376

### Where did they spend their main holiday last year?\*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	32.9%	37.0%	35.3%	24.3%	31.9%
Canary Islands	17.6%	17.5%	17.4%	22.1%	18.9%
Other destination	49.5%	45.5%	47.3%	53.6%	49.3%

### What other destinations do they consider for this trip?\*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	37.0%	28.9%	20.4%	32.7%	29.2%
Canary Islands (other island)	26.8%	22.3%	18.5%	23.8%	22.5%
Other destination	36.2%	48.8%	61.1%	43.6%	48.3%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

### Importance of each factor in the destination choice



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	81.6%	72.5%	64.5%	76.2%	73.8%
Safety	48.4%	50.1%	53.5%	48.3%	50.0%
Tranquility	42.1%	43.8%	44.8%	43.0%	43.4%
Accommodation supply	36.4%	42.5%	45.2%	39.7%	40.9%
Sea	41.8%	38.5%	40.2%	42.2%	40.8%
Landscapes	38.9%	39.5%	34.7%	37.1%	37.5%
Effortless trip	35.9%	36.3%	37.3%	34.8%	36.0%
Price	31.4%	36.7%	40.9%	34.9%	35.9%
Environment	36.8%	37.4%	34.6%	34.8%	35.8%
European belonging	39.3%	34.6%	32.7%	34.9%	35.3%
Beaches	30.4%	30.6%	33.9%	31.5%	31.6%
Gastronomy	26.5%	26.2%	26.6%	27.1%	26.6%
Fun possibilities	20.0%	24.2%	33.3%	23.1%	25.1%
Authenticity	21.1%	22.2%	23.8%	21.0%	22.0%
Exoticism	10.8%	12.2%	14.3%	11.9%	12.3%
Hiking trail network	14.0%	12.2%	7.9%	12.9%	11.8%
Shopping	7.2%	8.9%	11.1%	9.5%	9.2%
Culture	8.6%	8.6%	10.0%	9.1%	9.1%
Historical heritage	7.5%	8.9%	9.5%	8.5%	8.6%
Nightlife	5.9%	7.7%	10.3%	7.6%	7.9%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.



### What is the main motivation for their holidays?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	50.3%	49.2%	41.8%	47.8%	47.3%
Enjoy family time	15.5%	14.7%	20.8%	17.5%	17.2%
Have fun	7.9%	8.7%	11.8%	8.0%	9.0%
Explore the destination	21.3%	23.9%	23.3%	22.9%	22.9%
Practice their hobbies	2.5%	1.6%	0.8%	1.6%	1.7%
Other reasons	2.5%	1.8%	1.4%	2.2%	2.0%

### How far in advance do they book their trip?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	0.6%	0.7%	0.8%	0.5%	0.7%
Between 1 and 30 days	33.2%	24.6%	19.6%	23.1%	25.1%
Between 1 and 2 months	28.7%	27.4%	20.5%	26.5%	25.8%
Between 3 and 6 months	24.7%	30.8%	34.2%	30.8%	30.2%
More than 6 months	12.8%	16.4%	24.9%	19.2%	18.3%

#### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

# TOURIST PROFILE BY QUARTER OF TRIP (2022)

## TENERIFE



### What channels did they use to get information about the trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	52.0%	50.8%	44.3%	50.3%	<b>49.4%</b>
Friends or relatives	33.1%	33.0%	36.1%	34.5%	<b>34.2%</b>
Internet or social media	53.2%	54.2%	58.2%	52.3%	<b>54.4%</b>
Mass Media	1.8%	1.5%	3.1%	2.9%	<b>2.3%</b>
Travel guides and magazines	7.8%	8.3%	7.6%	6.7%	<b>7.6%</b>
Travel Blogs or Forums	8.3%	7.6%	8.4%	7.1%	<b>7.8%</b>
Travel TV Channels	0.7%	0.4%	0.8%	1.0%	<b>0.7%</b>
Tour Operator or Travel Agency	19.2%	20.5%	20.5%	19.3%	<b>19.8%</b>
Public administrations or similar	2.0%	1.5%	1.2%	1.5%	<b>1.6%</b>
Others	2.6%	3.3%	3.4%	4.5%	<b>3.5%</b>

\* Multi-choise question

### With whom did they book their flight and accommodation?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>Flight</b>					
- Directly with the airline	56.9%	54.0%	52.0%	51.2%	<b>53.4%</b>
- Tour Operator or Travel Agency	43.1%	46.0%	48.0%	48.8%	<b>46.6%</b>
<b>Accommodation</b>					
- Directly with the accommodation	41.8%	38.6%	38.7%	37.6%	<b>39.1%</b>
- Tour Operator or Travel Agency	58.2%	61.4%	61.3%	62.4%	<b>60.9%</b>

### Where do they stay?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	9.3%	7.9%	7.1%	8.4%	<b>8.2%</b>
4* Hotel	36.2%	40.4%	40.0%	36.9%	<b>38.3%</b>
5* Hotel / 5* Luxury Hotel	9.5%	14.0%	15.0%	12.3%	<b>12.7%</b>
Aparthotel / Tourist Villa	14.7%	15.4%	16.1%	15.0%	<b>15.3%</b>
House/room rented in a private dwelli	11.5%	6.8%	6.4%	8.2%	<b>8.2%</b>
Private accommodation <sup>(1)</sup>	10.8%	7.8%	9.0%	10.1%	<b>9.5%</b>
Others (Cottage, cruise, camping,...)	8.0%	7.7%	6.4%	9.1%	<b>7.9%</b>

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

### What do they book?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	33.7%	27.1%	24.5%	29.3%	<b>28.6%</b>
Bed and Breakfast	17.5%	17.7%	15.1%	18.0%	<b>17.1%</b>
Half board	21.5%	25.5%	22.1%	20.5%	<b>22.3%</b>
Full board	2.8%	3.7%	4.4%	3.3%	<b>3.5%</b>
All inclusive	24.6%	26.1%	33.9%	28.9%	<b>28.4%</b>

”  
28.6% of tourists book room only



33.7%  
2022Q1



24.5%  
2022Q3



27.1%  
2022Q2



29.3%  
2022Q4

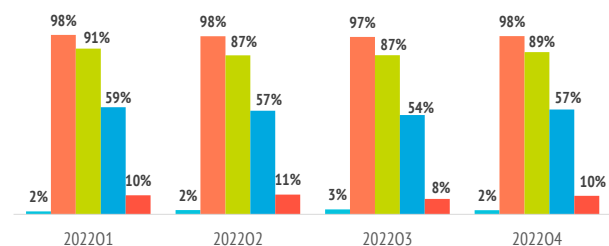
### Other expenses

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	72.4%	72.3%	68.4%	72.3%	<b>71.4%</b>
Supermarkets	56.2%	54.0%	59.6%	56.2%	<b>56.5%</b>
Car rental	37.1%	38.5%	38.0%	36.8%	<b>37.5%</b>
Organized excursions	23.1%	29.2%	36.7%	29.0%	<b>29.5%</b>
Taxi, transfer, chauffeur service	46.7%	51.5%	51.3%	50.9%	<b>50.2%</b>
Theme Parks	10.8%	19.0%	30.9%	17.5%	<b>19.4%</b>
Sport activities	6.7%	8.0%	11.1%	9.6%	<b>8.9%</b>
Museums	3.2%	3.4%	4.0%	3.8%	<b>3.6%</b>
Flights between islands	4.4%	4.7%	4.6%	4.2%	<b>4.4%</b>

### Activities in the Canary Islands

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	1.6%	2.4%	2.7%	2.3%	<b>2.3%</b>
1 - 2 hours	7.6%	10.5%	10.1%	8.8%	<b>9.2%</b>
3 - 6 hours	32.1%	30.4%	32.8%	31.5%	<b>31.7%</b>
7 - 12 hours	48.3%	45.9%	0.0%	47.3%	<b>46.9%</b>
More than 12 hours	10.4%	10.8%	8.5%	10.2%	<b>10.0%</b>

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Walk, wander	80.6%	79.0%	77.6%	79.8%	<b>79.3%</b>
Beach	63.9%	64.4%	74.7%	66.2%	<b>67.3%</b>
Swimming pool, hotel facilities	54.4%	63.8%	74.3%	63.1%	<b>63.8%</b>
Explore the island on their own	51.5%	49.1%	53.0%	50.7%	<b>51.0%</b>
Taste Canarian gastronomy	30.7%	30.0%	30.9%	29.4%	<b>30.2%</b>
Theme parks	14.8%	22.7%	36.8%	20.4%	<b>23.5%</b>
Organized excursions	15.9%	21.3%	28.0%	20.6%	<b>21.4%</b>
Hiking	24.6%	19.8%	17.5%	19.7%	<b>20.4%</b>
Sea excursions / whale watching	11.8%	17.3%	24.6%	16.3%	<b>17.5%</b>
Nightlife / concerts / shows	12.0%	15.8%	20.8%	17.5%	<b>16.6%</b>
Swim	14.4%	7.2%	10.4%	7.5%	<b>9.8%</b>
Other Nature Activities	8.6%	8.6%	9.5%	8.9%	<b>8.9%</b>
Wineries / markets / popular festi	6.8%	8.0%	10.5%	8.9%	<b>8.5%</b>
Museums / exhibitions	6.8%	6.5%	8.6%	8.4%	<b>7.6%</b>
Beauty and health treatments	5.3%	7.0%	7.0%	7.1%	<b>6.6%</b>
Running	6.2%	4.9%	4.5%	4.8%	<b>5.1%</b>
Practice other sports	4.4%	4.0%	5.3%	4.2%	<b>4.5%</b>
Astronomical observation	3.4%	3.7%	5.2%	4.7%	<b>4.3%</b>
Scuba Diving	2.0%	2.2%	5.2%	2.6%	<b>3.0%</b>
Golf	2.2%	2.0%	2.8%	2.9%	<b>2.5%</b>
Surf	2.8%	2.3%	2.6%	2.3%	<b>2.5%</b>
Cycling / Mountain bike	2.4%	2.0%	0.8%	1.5%	<b>1.7%</b>
Windsurf / Kitesurf	1.2%	0.6%	1.2%	0.8%	<b>0.9%</b>

\* Multi-choise question

## TOURIST PROFILE BY QUARTER OF TRIP (2022)

### TENERIFE



#### Which places do they visit in Lanzarote?

	I Trim	II Trim	III Trim	IV Trim	2022
Teide National Park	38.9%	43.8%	45.9%	43.8%	<b>43.1%</b>
Santa Cruz	33.2%	34.3%	37.5%	35.6%	<b>35.2%</b>
La Laguna	23.4%	23.4%	25.9%	23.6%	<b>24.0%</b>
Los Gigantes Cliffs	20.5%	23.9%	26.4%	22.0%	<b>23.1%</b>
Garachico	19.4%	22.4%	24.0%	20.7%	<b>21.6%</b>
La Orotava	18.3%	19.3%	19.1%	19.1%	<b>19.0%</b>
Icod de los Vinos	13.4%	14.1%	15.4%	14.2%	<b>14.3%</b>
Anaga rural park	14.5%	13.1%	12.7%	13.6%	<b>13.5%</b>
Barranco de Masca	13.1%	13.2%	12.2%	11.2%	<b>12.4%</b>
Teno / Buenavista	8.8%	6.7%	6.8%	6.7%	<b>7.2%</b>
Barranco del Infierno	3.4%	3.1%	3.2%	3.1%	<b>3.2%</b>

4 in 10 tourists in Tenerife visit  
Teide National Park



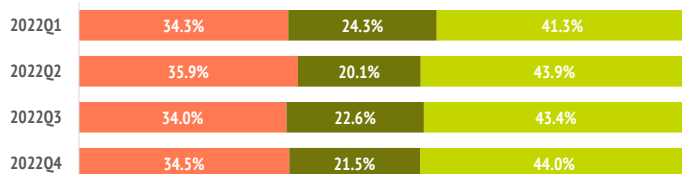
#### How many are loyal to the Canary Islands?

	I Trim	II Trim	III Trim	IV Trim	2022
Tenerife: Repeat tourists	65.6%	61.7%	56.5%	62.9%	61.8%
Tenerife: At least 10 previous visits	11.2%	10.0%	7.2%	10.1%	9.6%
Canary Islands: Repeat tourists	70.6%	67.0%	61.7%	67.8%	66.8%
Canary Islands: At least 10 previous vis	19.9%	16.2%	13.6%	17.5%	16.8%

#### Sustainable destination

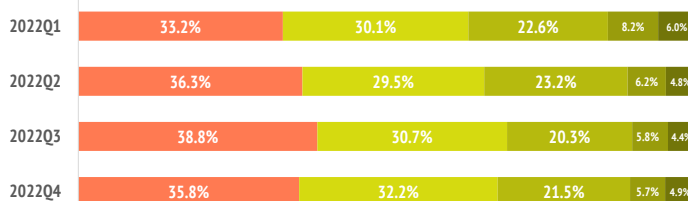
When booking a trip, do they tend to choose the most sustainable options?

■ No ■ Yes, even if it means some inconvenience (price, time, hassle, etc) ■ Yes, but only if it is not inconvenient



Would they be willing to spend more on travel to reduce their carbon footprint?

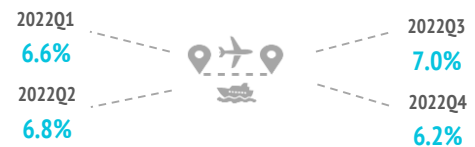
■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more



#### How many islands do they visit during their trip?

	I Trim	II Trim	III Trim	IV Trim	2022
One island	93.4%	93.2%	93.0%	93.8%	<b>93.4%</b>
Two islands	5.4%	5.9%	6.3%	5.2%	<b>5.7%</b>
Three or more islands	1.2%	0.9%	0.7%	1.0%	<b>0.9%</b>

#### % TOURISTS VISITING MORE THAN ONE ISLAND



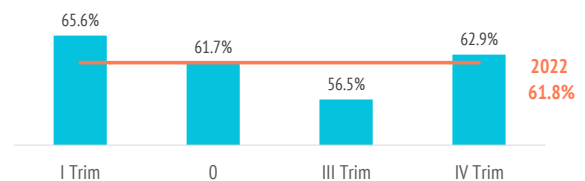
#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	I Trim	II Trim	III Trim	IV Trim	2022
Average rating	8.84	8.93	8.80	8.85	<b>8.86</b>

Experience in the Canary Islands	I Trim	II Trim	III Trim	IV Trim	2022
Worse or much worse than expected	2.8%	2.0%	3.6%	2.9%	<b>2.8%</b>
Lived up to expectations	51.9%	50.4%	51.9%	49.6%	<b>50.9%</b>
Better or much better than expected	45.4%	47.6%	44.5%	47.6%	<b>46.3%</b>

Future intentions (scale 1-10)	I Trim	II Trim	III Trim	IV Trim	2022
Return to the Canary Islands	8.90	8.91	8.64	8.83	<b>8.82</b>
Recommend visiting the Canary Islands	9.12	9.16	8.98	9.04	<b>9.07</b>

#### REPEAT TOURISTS



Rate your perception of the following sustainability measures during your stay in the Canary Islands

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	8.1	8.1	8.1	8.1	<b>8.1</b>
Tolerance towards tourism	8.5	8.6	8.6	8.5	<b>8.5</b>
Cleanliness of the island	8.3	8.4	8.2	8.3	<b>8.3</b>
Air quality	8.4	8.6	8.4	8.4	<b>8.4</b>
Rational water consumption	7.3	7.5	7.6	7.4	<b>7.5</b>
Energy saving	6.8	6.9	6.9	6.9	<b>6.9</b>
Use of renewable energy	6.9	6.9	6.9	6.9	<b>6.9</b>
Recycling	7.1	7.2	7.2	7.1	<b>7.1</b>
Easy to get around by public transport	7.4	7.3	7.5	7.4	<b>7.4</b>
Overcrowding in tourist areas	6.8	6.7	6.8	6.7	<b>6.7</b>
Supply of local products	7.1	7.2	7.3	7.2	<b>7.2</b>

\* Scale 0 - 10 (0 = Not important and 10 = Very important)

# TOURIST PROFILE BY QUARTER OF TRIP (2022)

## TENERIFE

### Where are they from?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
United Kingdom	35.1%	41.0%	41.1%	37.1%	<b>38.5%</b>
Spanish Mainland	10.6%	15.8%	18.5%	11.9%	<b>14.1%</b>
Germany	12.1%	9.9%	8.3%	12.9%	<b>10.9%</b>
France	5.9%	5.2%	5.1%	5.5%	<b>5.5%</b>
Italy	5.0%	5.2%	4.9%	4.9%	<b>5.0%</b>
Belgium	4.3%	3.7%	4.5%	4.0%	<b>4.1%</b>
Netherlands	4.1%	3.7%	3.7%	3.5%	<b>3.7%</b>
Ireland	3.2%	3.0%	3.3%	2.7%	<b>3.1%</b>
Poland	2.4%	1.9%	2.1%	1.4%	<b>1.9%</b>
Denmark	2.5%	1.5%	0.7%	2.5%	<b>1.8%</b>
Portugal	0.7%	1.0%	1.5%	1.2%	<b>1.1%</b>
Norway	1.8%	0.5%	0.0%	1.8%	<b>1.1%</b>
Sweden	1.9%	0.5%	0.0%	1.5%	<b>1.0%</b>
Switzerland	0.8%	1.2%	0.8%	1.2%	<b>1.0%</b>
Finland	1.3%	0.4%	0.0%	2.0%	<b>1.0%</b>
Austria	1.2%	0.7%	1.0%	0.7%	<b>0.9%</b>
Czech Republic	1.0%	0.8%	0.8%	0.9%	<b>0.9%</b>
Others	6.0%	4.0%	3.8%	4.2%	<b>4.5%</b>

### Who do they come with?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	8.7%	8.6%	6.8%	9.7%	<b>8.5%</b>
Only with partner	50.4%	48.9%	41.8%	48.0%	<b>47.3%</b>
Only with children (< 13 years old)	4.9%	4.1%	6.2%	3.2%	<b>4.5%</b>
Partner + children (< 13 years old)	6.4%	8.0%	12.4%	6.7%	<b>8.3%</b>
Other relatives	9.2%	8.8%	10.7%	11.2%	<b>10.0%</b>
Friends	7.9%	8.0%	5.8%	6.9%	<b>7.1%</b>
Work colleagues	0.5%	0.7%	0.4%	0.9%	<b>0.6%</b>
Organized trip	0.4%	0.3%	0.2%	0.5%	<b>0.4%</b>
Other combinations <sup>(1)</sup>	11.7%	12.6%	15.5%	12.9%	<b>13.1%</b>

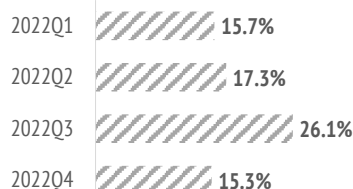
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>15.7%</b>	<b>17.3%</b>	<b>26.1%</b>	<b>15.3%</b>	<b>18.4%</b>
- Between 0 and 2 years old	1.3%	1.8%	1.2%	1.0%	1.3%
- Between 3 and 12 years old	13.6%	13.7%	23.2%	13.4%	15.8%
- Between 0-2 and 3-12 years	0.8%	1.8%	1.7%	1.0%	1.3%
<b>Tourists without children</b>	<b>84.3%</b>	<b>82.7%</b>	<b>73.9%</b>	<b>84.7%</b>	<b>81.6%</b>
<b>Group composition:</b>					
- 1 person	10.8%	11.4%	8.8%	12.0%	<b>10.8%</b>
- 2 people	59.0%	57.0%	47.8%	56.0%	<b>55.0%</b>
- 3 people	11.1%	11.0%	15.6%	12.4%	<b>12.5%</b>
- 4 or 5 people	15.6%	17.4%	23.4%	15.8%	<b>17.9%</b>
- 6 or more people	3.5%	3.2%	4.4%	3.7%	<b>3.7%</b>
<b>Average group size:</b>	<b>2.54</b>	<b>2.55</b>	<b>2.82</b>	<b>2.56</b>	<b>2.61</b>

\*People who share the main expenses of the trip



**18.4% of tourists travel with children.**



### Who are they?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>Gender</b>					
Men	44.6%	43.3%	45.3%	45.6%	<b>44.7%</b>
Women	55.4%	56.7%	54.7%	54.4%	<b>55.3%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	46.9	45.3	40.0	45.6	<b>44.5</b>
Standard deviation	15.8	15.9	14.4	16.0	<b>15.8</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	7.4%	9.1%	17.0%	9.7%	<b>10.7%</b>
25 - 30 years old	11.2%	13.1%	15.6%	11.7%	<b>12.9%</b>
31 - 45 years old	31.3%	30.9%	33.1%	30.8%	<b>31.5%</b>
46 - 60 years old	25.6%	26.1%	24.4%	26.1%	<b>25.6%</b>
Over 60 years old	24.5%	20.7%	9.9%	21.6%	<b>19.3%</b>
<b>Occupation</b>					
Salaried worker	54.3%	58.4%	64.3%	55.6%	<b>58.0%</b>
Self-employed	12.2%	11.1%	9.7%	11.4%	<b>11.1%</b>
Unemployed	1.4%	1.0%	1.1%	1.0%	<b>1.1%</b>
Business owner	9.0%	6.9%	0.0%	9.1%	<b>8.2%</b>
Student	3.1%	3.8%	8.6%	3.8%	<b>4.8%</b>
Retired	18.3%	16.9%	6.9%	18.0%	<b>15.2%</b>
Unpaid domestic work	0.7%	0.6%	0.8%	0.7%	<b>0.7%</b>
Others	1.0%	1.2%	0.8%	0.5%	<b>0.8%</b>
<b>Annual household income level</b>					
Less than €25,000	13.7%	16.0%	16.1%	14.9%	<b>15.2%</b>
€25,000 - €49,999	34.3%	35.8%	35.3%	34.5%	<b>35.0%</b>
€50,000 - €74,999	26.4%	21.5%	24.6%	25.1%	<b>24.4%</b>
More than €74,999	25.6%	26.8%	24.0%	25.4%	<b>25.5%</b>
<b>Education level</b>					
No studies	2.9%	4.5%	4.3%	3.7%	<b>3.9%</b>
Primary education	1.2%	1.2%	1.3%	2.1%	<b>1.5%</b>
Secondary education	18.1%	19.7%	18.6%	21.1%	<b>19.4%</b>
Higher education	77.7%	74.6%	75.8%	73.0%	<b>75.2%</b>



AVERAGE AGE  
(> 15 years old)

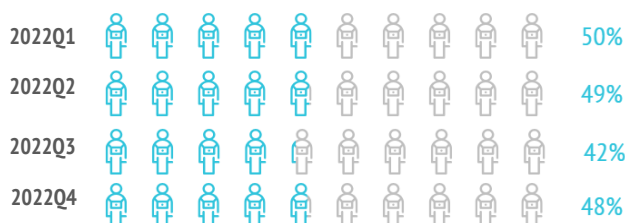


% TOURISTS WITH INCOMES  
OVER €74,999

2022Q1 2022Q2 2022Q3 2022Q4



% TOURIST TRAVEL ONLY WITH PARTNER



Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.