

Tourist profile. Historical data: 2018 - 2022

TENERIFE



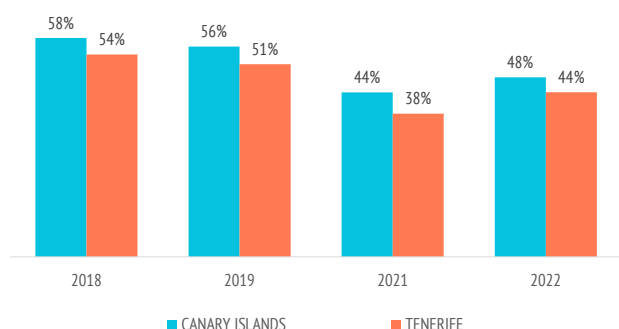
How many are they and how much do they spend?



	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	5,759	5,729	1,857	2,675	5,822
Tourist arrivals > 15 years old (EGT) (*)	4,992	5,041	1,645	2,320	5,083
- book holiday package (*)	2,686	2,581	677	884	2,225
- do not book holiday package (*)	2,306	2,459	968	1,437	2,858
- % tourists who book holiday package	53.8%	51.2%	41.2%	38.1%	43.8%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,180	1,095	--	1,169	1,330
- book holiday package	1,338	1,266	--	1,360	1,520
- holiday package	1,063	1,005	--	1,064	1,219
- others	274	261	--	296	302
- do not book holiday package	996	915	--	1,052	1,181
- flight	291	255	--	255	320
- accommodation	313	280	--	362	405
- others	391	380	--	435	456
Average lenght of stay	9.02	9.01	--	9.39	9.09
- book holiday package	8.29	8.24	--	8.04	8.11
- do not book holiday package	9.87	9.82	--	10.23	9.85
Average daily expenditure (€)	146.9	138.0	--	143.5	166.3
- book holiday package	170.4	162.0	--	175.9	196.5
- do not book holiday package	119.4	112.8	--	123.5	142.9
Total turnover (> 15 years old) (€m)	5,888	5,520	--	2,713	6,758
- book holiday package	3,593	3,269	--	1,202	3,382
- do not book holiday package	2,295	2,251	--	1,511	3,376

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	90.7%	90.1%	--	85.4%	89.4%
Visiting family or friends	6.4%	6.3%	--	9.8%	7.7%
Business and work	1.5%	1.9%	--	2.9%	1.2%
Education and training	0.2%	0.1%	--	0.3%	0.3%
Sports training	0.3%	0.4%	--	0.5%	0.4%
Health or medical care	0.2%	0.1%	--	0.2%	0.1%
Fairs and congresses	0.2%	0.2%	--	0.2%	0.2%
Others	0.5%	0.8%	--	0.7%	0.7%

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"

Importance of each factor in the destination choice



	2018	2019	2020	2021	2022
Climate	76.6%	76.9%	--	75.8%	73.8%
Safety	50.8%	51.7%	--	47.7%	50.0%
Tranquility	42.8%	45.1%	--	45.7%	43.4%
Accommodation supply	40.1%	41.4%	--	35.6%	40.9%
Sea	38.4%	39.3%	--	46.9%	40.8%
Landscapes	35.4%	36.5%	--	43.5%	37.5%
Effortless trip	33.9%	34.2%	--	33.2%	36.0%
Price	38.2%	38.7%	--	33.0%	35.9%
Environment	33.3%	36.0%	--	37.4%	35.8%
European belonging	35.0%	35.4%	--	39.0%	35.3%
Beaches	30.7%	30.7%	--	37.1%	31.6%
Gastronomy	23.5%	24.0%	--	29.2%	26.6%
Fun possibilities	25.1%	25.4%	--	23.1%	25.1%
Authenticity	19.7%	21.3%	--	24.5%	22.0%
Exoticism	11.8%	13.3%	--	15.6%	12.3%
Hiking trail network	10.7%	10.9%	--	14.1%	11.8%
Shopping	11.2%	11.1%	--	8.9%	9.2%
Culture	8.1%	8.8%	--	9.2%	9.1%
Historical heritage	7.7%	9.3%	--	9.2%	8.6%
Nightlife	9.2%	10.0%	--	7.4%	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?



	2018	2019	2020	2021	2022
Rest	51.7%	51.3%	--	46.6%	47.3%
Enjoy family time	15.4%	15.4%	--	15.7%	17.2%
Have fun	10.5%	12.1%	--	7.6%	9.0%
Explore the destination	19.1%	18.1%	--	25.8%	22.9%
Practice their hobbies	1.1%	1.2%	--	2.2%	1.7%
Other reasons	2.2%	1.9%	--	2.1%	2.0%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.9%	0.7%	--	0.9%	0.7%
Between 1 and 30 days	23.3%	23.5%	--	42.7%	25.1%
Between 1 and 2 months	21.9%	22.7%	--	27.7%	25.8%
Between 3 and 6 months	32.5%	32.5%	--	18.1%	30.2%
More than 6 months	21.4%	20.6%	--	10.6%	18.3%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	47.6%	48.4%	--	43.9%	49.4%
Friends or relatives	31.2%	30.7%	--	35.8%	34.2%
Internet or social media	54.0%	53.2%	--	53.9%	54.4%
Mass Media	1.7%	1.7%	--	2.5%	2.3%
Travel guides and magazines	9.3%	7.4%	--	7.3%	7.6%
Travel Blogs or Forums	5.7%	6.0%	--	9.7%	7.8%
Travel TV Channels	0.6%	0.8%	--	0.5%	0.7%
Tour Operator or Travel Agency	22.3%	20.0%	--	17.6%	19.8%
Public administrations or similar	0.6%	0.4%	--	2.3%	1.6%
Others	2.8%	2.9%	--	2.9%	3.5%

* Multi-choice question

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TENERIFE



With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	44.2%	47.7%	--	58.6%	53.4%
- Tour Operator or Travel Agency	55.8%	52.3%	--	41.4%	46.6%
Accommodation					
- Directly with the accommodation	32.6%	34.3%	--	43.9%	39.1%
- Tour Operator or Travel Agency	67.4%	65.7%	--	56.1%	60.9%

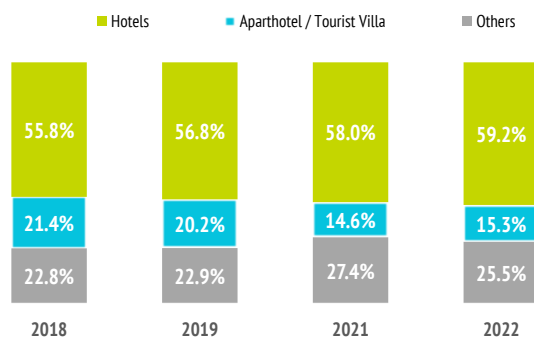
Where are they from?

	2018	2019	2020	2021	2022
United Kingdom	38.4%	39.1%	--	22.7%	38.5%
Mainland Spain	13.2%	14.4%	--	21.0%	14.1%
Germany	13.6%	11.5%	--	13.1%	10.9%
France	3.5%	3.8%	--	7.5%	5.5%
Italy	3.9%	3.7%	--	5.4%	5.0%
Belgium	3.8%	3.9%	--	5.8%	4.1%
Netherlands	3.2%	3.2%	--	4.4%	3.7%
Ireland	2.5%	2.7%	--	2.3%	3.1%
Poland	2.4%	2.3%	--	4.6%	1.9%
Denmark	1.5%	1.5%	--	1.5%	1.8%
Others	14.1%	14.0%	--	11.7%	11.4%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	10.2%	10.0%	--	8.2%	8.2%
4* Hotel	36.5%	35.8%	--	36.9%	38.3%
5* Hotel / 5* Luxury Hotel	9.1%	11.0%	--	12.9%	12.7%
Aparthotel / Tourist Villa	21.4%	20.2%	--	14.6%	15.3%
House/room rented in a private dwelling	6.6%	7.0%	--	8.8%	8.2%
Private accommodation (1)	8.6%	9.2%	--	11.7%	9.5%
Others (Cottage, cruise, camping,...)	7.6%	6.7%	--	7.0%	7.9%

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



What do they book?

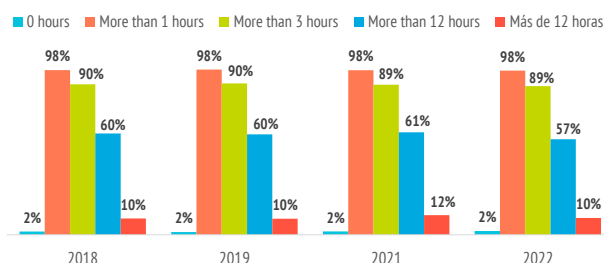
	2018	2019	2020	2021	2022
Room only	30.0%	28.5%	--	29.4%	28.6%
Bed and Breakfast	14.3%	15.2%	--	19.5%	17.1%
Half board	24.1%	23.1%	--	22.0%	22.3%
Full board	3.4%	3.4%	--	3.1%	3.5%
All inclusive	28.2%	29.7%	--	26.0%	28.4%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	63.0%	59.1%	--	71.7%	71.4%
Supermarkets	54.2%	48.5%	--	56.4%	56.5%
Car rental	25.4%	24.4%	--	44.4%	37.5%
Organized excursions	22.9%	20.1%	--	27.9%	29.5%
Taxi, transfer, chauffeur service	46.1%	42.9%	--	42.4%	50.2%
Theme Parks	13.7%	11.3%	--	15.8%	19.4%
Sport activities	5.4%	4.6%	--	9.2%	8.9%
Museums	2.2%	2.3%	--	3.1%	3.6%
Flights between islands	4.4%	3.8%	--	5.6%	4.4%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	1.9%	1.6%	--	2.0%	2.3%
1 - 2 hours	0.0%	0.0%	--	0.0%	0.0%
3 - 6 hours	29.2%	30.4%	--	28.4%	31.7%
7 - 12 hours	50.6%	50.3%	--	49.3%	46.9%
More than 12 hours	9.7%	9.5%	--	11.7%	10.0%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	72.6%	71.7%	--	77.7%	79.3%
Beach	62.2%	60.5%	--	72.2%	67.3%
Swimming pool, hotel facilities	59.2%	59.0%	--	61.1%	63.8%
Explore the island on their own	46.6%	45.5%	--	55.4%	51.0%
Taste Canarian gastronomy	25.3%	25.2%	--	33.1%	30.2%
Theme parks	25.3%	23.1%	--	20.0%	23.5%
Organized excursions	20.4%	18.9%	--	18.5%	21.4%
Hiking	--	--	--	25.6%	20.4%
Sea excursions / whale watching	15.4%	14.8%	--	19.2%	17.5%
Nightlife / concerts / shows	17.1%	17.8%	--	11.6%	16.6%
Swim	--	--	--	38.5%	9.8%
Other Nature Activities	--	--	--	11.1%	8.9%
Wineries / markets / popular festivals	9.4%	9.4%	--	7.6%	8.5%
Museums / exhibitions	6.8%	7.5%	--	7.8%	7.6%
Beauty and health treatments	5.8%	5.6%	--	6.6%	6.6%
Running	--	--	--	7.0%	5.1%
Practice other sports	--	--	--	5.2%	4.5%
Astronomical observation	4.3%	4.4%	--	4.8%	4.3%
Scuba Diving	--	--	--	4.1%	3.0%
Golf	--	--	--	2.8%	2.5%
Surf	--	--	--	4.0%	2.5%
Cycling / Mountain bike	--	--	--	2.5%	1.7%
Windsurf / Kitesurf	--	--	--	1.1%	0.9%

* Multi-choice question

What places do they visit?

	2018	2019	2020	2021	2022
Teide National Park	37.8%	37.3%	--	47.0%	43.1%
Santa Cruz	27.8%	28.7%	--	39.2%	35.2%
La Laguna	18.1%	18.3%	--	28.7%	24.0%
Los Gigantes Cliffs	17.4%	16.6%	--	26.3%	23.1%
Garachico	15.7%	15.0%	--	24.1%	21.6%
La Orotava	15.4%	15.6%	--	22.4%	19.0%
Icod de los Vinos	14.9%	14.6%	--	17.3%	14.3%
Anaga rural park	9.6%	10.6%	--	17.3%	13.5%
Barranco de Masca	12.0%	11.8%	--	15.0%	12.4%
Teno / Buenavista	7.5%	7.1%	--	10.2%	7.2%
Barranco del Infierno	3.2%	3.7%	--	3.9%	3.2%

How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Tenerife: Repeat tourists	61.6%	62.3%	--	58.2%	61.8%
Tenerife: At least 10 previous visits	8.6%	9.2%	--	9.8%	9.6%
Canary Islands: Repeat tourists	66.7%	68.0%	--	63.1%	66.8%
Canary Islands: At least 10 previous visi	15.3%	15.9%	--	16.0%	16.8%

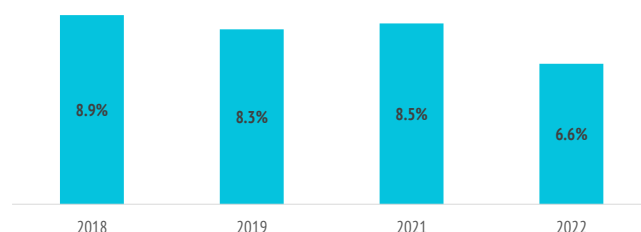
Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	46.1%	47.2%	--	46.3%	44.7%
Women	53.9%	52.8%	--	53.7%	55.3%
Age					
Average age (tourist > 15 years old)	44.4	44.9	--	41.6	44.5
Standard deviation	14.9	15.2	--	15.3	15.8
Age range (> 15 years old)					
16 - 24 years old	9.0%	8.4%	--	13.4%	10.7%
25 - 30 years old	13.0%	13.7%	--	17.1%	12.9%
31 - 45 years old	31.4%	30.3%	--	32.0%	31.5%
46 - 60 years old	30.2%	29.8%	--	23.5%	25.6%
Over 60 years old	16.4%	17.9%	--	14.1%	19.3%
Occupation					
Salaried worker	57.9%	56.9%	--	59.3%	58.0%
Self-employed	11.5%	11.9%	--	11.5%	11.1%
Unemployed	1.3%	1.5%	--	1.7%	1.1%
Business owner	9.3%	9.1%	--	9.9%	8.2%
Student	4.4%	3.7%	--	6.0%	4.8%
Retired	13.8%	15.3%	--	10.3%	15.2%
Unpaid domestic work	1.1%	0.8%	--	0.5%	0.7%
Others	0.8%	0.8%	--	0.8%	0.8%
Annual household income level					
Less than €25,000	19.4%	20.7%	--	17.1%	15.2%
€25,000 - €49,999	37.5%	37.8%	--	37.2%	35.0%
€50,000 - €74,999	23.1%	21.2%	--	22.6%	24.4%
More than €74,999	20.1%	20.3%	--	23.0%	25.5%
Education level					
No studies	6.2%	6.2%	--	2.6%	3.9%
Primary education	2.6%	2.3%	--	1.7%	1.5%
Secondary education	22.0%	22.9%	--	17.4%	19.4%
Higher education	69.2%	68.7%	--	78.3%	75.2%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	91.1%	91.7%	--	91.5%	93.4%
Two islands	8.0%	7.4%	--	7.6%	5.7%
Three or more islands	0.9%	0.9%	--	0.9%	0.9%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

	2018	2019	2020	2021	2022
Satisfaction (scale 0-10)					
Average rating	8.58	8.66	--	8.86	8.86

	2018	2019	2020	2021	2022
Experience in the Canary Islands					
Worse or much worse than expected	3.2%	2.9%	--	2.5%	2.8%
Lived up to expectations	55.5%	53.9%	--	48.6%	50.9%
Better or much better than expected	41.3%	43.3%	--	48.9%	46.3%

	2018	2019	2020	2021	2022
Future intentions (scale 1-10)					
Return to the Canary Islands	8.58	8.68	--	8.81	8.82
Recommend visiting the Canary Islands	8.86	8.92	--	9.10	9.07

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	8.4%	9.2%	--	11.3%	8.5%
Only with partner	45.5%	47.4%	--	49.3%	47.3%
Only with children (< 13 years old)	6.7%	6.2%	--	4.0%	4.5%
Partner + children (< 13 years old)	7.6%	6.7%	--	5.4%	8.3%
Other relatives	9.9%	9.5%	--	8.9%	10.0%
Friends	6.3%	6.6%	--	8.9%	7.1%
Work colleagues	0.5%	0.6%	--	0.8%	0.6%
Organized trip	0.2%	0.3%	--	0.2%	0.4%
Other combinations (1)	14.8%	13.5%	--	11.2%	13.1%

(2) Combinación de algunos de los grupos anteriormente analizados

	2018	2019	2020	2021	2022
Tourists with children	21.1%	18.6%	--	13.4%	18.4%
- Between 0 and 2 years old	2.1%	1.9%	--	1.2%	1.3%
- Between 3 and 12 years old	16.9%	15.0%	--	11.0%	15.8%
- Between 0 - 2 and 3-12 years old	2.0%	1.7%	--	1.2%	1.3%
Tourists without children	78.9%	81.4%	--	86.6%	81.6%
Group composition:					
- 1 person	13.1%	14.0%	--	13.3%	10.8%
- 2 people	51.5%	54.0%	--	58.6%	55.0%
- 3 people	13.6%	11.9%	--	10.8%	12.5%
- 4 or 5 people	17.6%	16.5%	--	14.6%	17.9%
- 6 or more people	4.2%	3.6%	--	2.8%	3.7%
Average group size:	2.61	2.53	--	2.44	2.61

*People who share the main expenses of the trip