Tourist Expenditure Survey
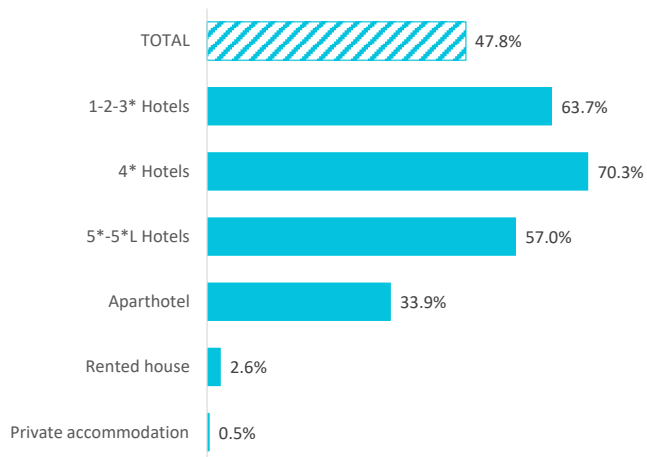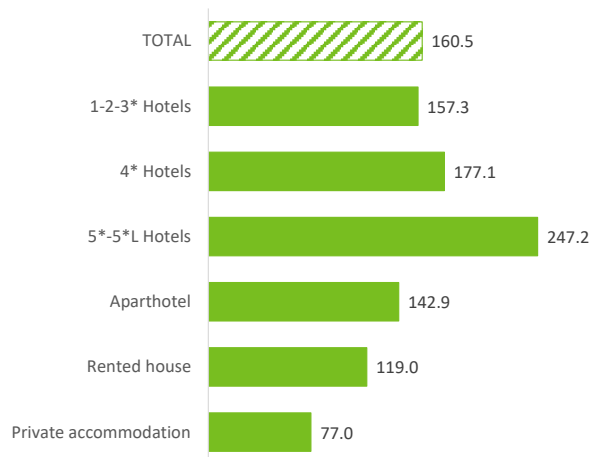# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2022)

INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Tourist arrivals > 15 years old (EGT)	12,832,078	1,394,120	5,005,785	1,346,910	2,007,784	922,142	1,119,095
% Tourists	100%	10.9%	39.0%	10.5%	15.6%	7.2%	8.7%
- Lanzarote	2,377,525	220,896	822,445	297,385	520,269	184,893	149,255
- Fuerteventura	1,822,701	270,572	968,502	85,232	162,573	108,607	113,414
- Gran Canaria	3,352,820	479,933	1,183,056	319,606	502,852	198,407	363,076
- Tenerife	5,083,082	415,493	1,947,044	644,686	777,533	417,332	481,636
- La Palma	132,040	4,048	77,191	0	30,356	5,663	7,808
% tourists who book holiday package	47.8%	63.7%	70.3%	57.0%	33.9%	2.6%	0.5%
Expenditure per tourist (€)	1,314	1,234	1,358	1,873	1,251	1,232	827
- book holiday package	1,492	1,352	1,442	1,978	1,417	1,472	1,705
- holiday package	1,236	1,096	1,223	1,682	1,026	1,026	1,281
- others	256	257	219	296	391	446	424
- do not book holiday package	1,152	1,028	1,160	1,734	1,166	1,226	823
- flight	311	263	285	380	304	300	342
- accommodation	405	385	549	958	384	416	13
- others	436	380	326	397	478	510	468
Average lenght of stay	9.24	8.33	8.03	7.79	9.78	12.60	12.87
- book holiday package	8.45	8.62	8.31	8.08	9.14	11.68	10.57
- do not book holiday package	9.96	7.81	7.35	7.41	10.10	12.62	12.89
Average daily expenditure (€)	160.5	157.3	177.1	247.2	142.9	119.0	77.0
- book holiday package	186.1	165.1	182.1	252.1	166.6	142.4	168.7
- do not book holiday package	137.1	143.8	165.3	240.7	130.7	118.3	76.6
Total turnover (> 15 years old) (€m)	16,863	1,721	6,800	2,523	2,512	1,136	926
- book holiday package	9,143	1,200	5,078	1,519	964	35	9
- do not book holiday package	7,720	521	1,722	1,005	1,548	1,102	916

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)
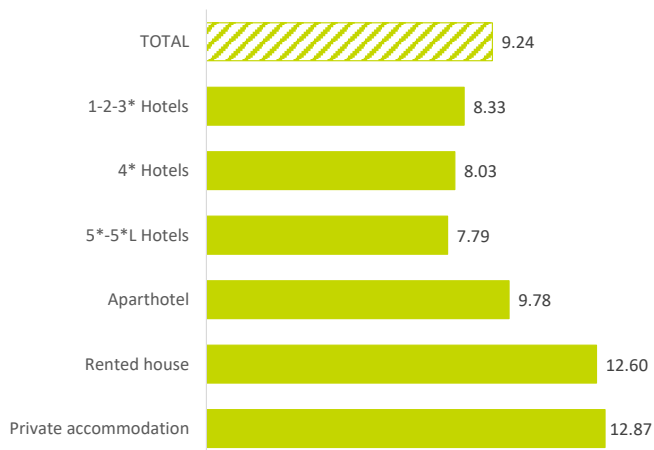
TOTAL	47.8%
1-2-3* Hotels	63.7%
4* Hotels	70.3%
5*-5*L Hotels	57.0%
Aparthotel	33.9%
Rented house	2.6%
Private accommodation	0.5%

AVERAGE DAILY EXPENDITURE (€)

TOTAL	160.5
1-2-3* Hotels	157.3
4* Hotels	177.1
5*-5*L Hotels	247.2
Aparthotel	142.9
Rented house	119.0
Private accommodation	77.0

AVERAGE LENGHT OF STAY

TOTAL	9.24
1-2-3* Hotels	8.33
4* Hotels	8.03
5*-5*L Hotels	7.79
Aparthotel	9.78
Rented house	12.60
Private accommodation	12.87

EXPENDITURE PER TOURIST (€)

TOTAL	1,314
1-2-3* Hotels	1,234
4* Hotels	1,358
5*-5*L Hotels	1,873
Aparthotel	1,251
Rented house	1,232
Private accommodation	827

Tourist Expenditure Survey
PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2022)
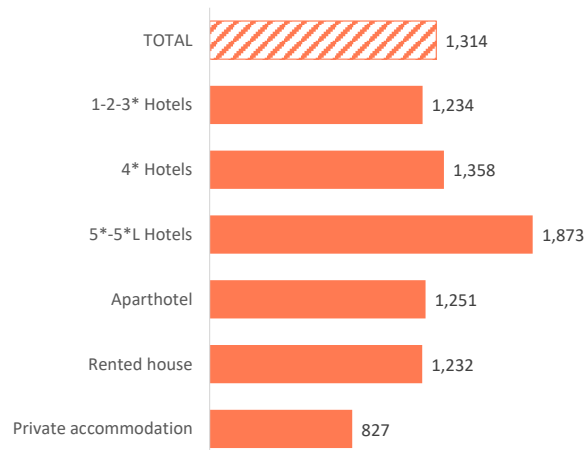
% Tourists whose spending has been greater than €0 in each item

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Accommodation:							
- Accommodation	**84.4%**	95.2%	95.7%	94.0%	89.8%	89.4%	3.3%
- Additional accommodation expenses	**7.1%**	6.7%	7.0%	9.6%	7.7%	8.1%	1.3%
Transport:							
- National/International Transport	**95.8%**	96.5%	96.2%	94.6%	96.4%	95.8%	94.2%
- Flights between islands	**5.0%**	4.7%	4.0%	4.3%	6.3%	7.6%	4.4%
- Taxi	**51.8%**	61.5%	64.9%	61.5%	45.2%	19.4%	17.3%
- Car rental	**32.0%**	27.7%	26.8%	25.7%	38.5%	60.0%	27.1%
- Public transport	**9.6%**	11.3%	7.6%	4.0%	11.3%	13.7%	14.2%
Food and drink:							
- Food purchases at supermarkets	**55.9%**	51.1%	41.7%	36.8%	76.7%	87.2%	72.6%
- Restaurants	**66.4%**	61.4%	53.6%	63.3%	81.3%	86.0%	82.2%
Leisure:							
- Organized excursions	**23.6%**	24.3%	27.3%	21.9%	24.0%	22.2%	9.7%
- Sport activities	**7.9%**	7.8%	6.4%	7.5%	9.5%	11.2%	6.5%
- Cultural activities	**2.5%**	2.4%	2.2%	2.0%	2.9%	3.1%	3.1%
- Museums	**5.2%**	4.3%	4.0%	3.8%	6.2%	10.5%	5.9%
- Theme Parks	**10.9%**	10.4%	11.4%	10.7%	13.4%	10.9%	7.5%
- Discos and pubs	**9.9%**	11.1%	8.5%	6.5%	14.0%	8.9%	12.6%
- Wellness	**5.2%**	4.0%	5.7%	8.9%	3.7%	3.4%	5.3%
Purchases of goods:							
- Souvenirs	**40.0%**	40.7%	41.8%	35.5%	41.3%	38.3%	35.8%
- Real state	**0.2%**	0.1%	0.2%	0.2%	0.2%	0.1%	0.3%
- Other expenses	**0.7%**	0.8%	0.7%	0.7%	0.5%	0.4%	1.4%
Other:							
- Medical or pharmaceutical expenses	**7.6%**	7.6%	6.9%	6.5%	8.8%	8.1%	8.9%
- Other expenses	**5.4%**	6.1%	6.2%	4.6%	4.5%	4.5%	4.9%

Average expenditure of tourists whose spending has been greater than €0 in each item

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Expenditure per tourist and trip (€)							
Accommodation:	**810**	**697**	**816**	**1,266**	**652**	**662**	**542**
- Accommodation	665	576	702	1,062	509	470	488
- Additional accommodation expenses	145	122	115	204	144	192	53
Transport:	**711**	**1,184**	**1,145**	**1,458**	**1,316**	**1,306**	**1,479**
- National/International Transport	377	339	387	520	332	314	364
- Flights between islands	79	77	72	72	73	85	130
- Taxi	90	102	98	85	78	51	44
- Car rental	134	123	120	126	131	158	140
- Public transport	32	25	22	27	29	40	53
Food and drink:	**297**	**259**	**223**	**314**	**336**	**329**	**374**
- Food purchases at supermarkets	104	85	65	80	113	138	169
- Restaurants	193	174	159	234	223	191	205
Leisure:	**530**	**525**	**491**	**574**	**535**	**525**	**569**
- Organized excursions	94	94	98	97	87	76	95
- Sport activities	100	84	85	111	104	112	82
- Cultural activities	55	48	53	67	54	49	70
- Museums	35	46	31	38	37	30	33
- Theme Parks	70	62	71	77	70	61	78
- Discos and pubs	99	120	91	98	111	80	94
- Wellness	78	70	63	86	72	116	118
Purchases of goods:	**666**	**436**	**269**	**410**	**393**	**4,227**	**1,770**
- Souvenirs	85	80	79	98	72	77	139
- Real state	360	186	96	26	204	4,002	971
- Other expenses	221	170	94	287	116	148	660
Other:	**124**	**124**	**105**	**99**	**133**	**149**	**212**
- Medical or pharmaceutical expenses	42	46	40	35	47	37	62
- Other expenses	81	78	66	64	87	112	151

TOURIST PROFILE

Who are they?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Gender							
Percentage of men	**48.4%**	49.4%	47.3%	49.4%	48.6%	51.8%	50.5%
Percentage of women	**51.6%**	50.6%	52.7%	50.6%	51.4%	48.2%	49.5%
Age							
Average age (tourists above 16 years old)	**45.73**	44.84	46.43	47.16	46.28	42.60	43.43
Standard deviation	**16.0**	16.0	15.8	15.2	15.9	15.4	16.8
Age range							
16-24 years old	**10.4%**	11.9%	9.3%	6.9%	10.5%	11.6%	15.1%
25-30 years old	**11.5%**	11.7%	10.8%	8.8%	10.0%	15.5%	14.2%
31-45 years old	**29.4%**	30.6%	29.1%	32.5%	28.2%	33.6%	28.7%
46-60 years old	**27.2%**	26.6%	28.5%	30.5%	29.0%	23.1%	21.3%
Over 60 years old	**21.5%**	19.3%	22.3%	21.3%	22.2%	16.1%	20.7%
Occupation							
Salaried worker	**57.4%**	59.8%	59.0%	56.2%	58.8%	58.1%	50.9%
Self-employed	**10.8%**	10.5%	9.5%	11.3%	11.4%	12.7%	12.9%
Unemployed	**1.0%**	0.9%	0.7%	0.5%	1.1%	1.3%	1.8%
Business owner	**8.3%**	8.2%	8.4%	12.1%	6.5%	7.5%	7.5%
Student	**4.6%**	4.5%	3.6%	2.5%	4.2%	7.0%	9.2%
Retired	**16.5%**	14.8%	17.4%	15.7%	16.6%	12.3%	16.1%
Unpaid domestic work	**0.6%**	0.6%	0.6%	0.9%	0.4%	0.6%	0.4%
Others	**0.8%**	0.7%	0.8%	0.7%	0.9%	0.5%	1.1%
Annual household income level							
Less than €25,000	**14.3%**	16.0%	12.2%	7.5%	15.3%	16.4%	24.1%
€25,000 - €49,999	**34.3%**	36.3%	34.1%	25.1%	35.6%	35.4%	37.3%
€50,000 - €74,999	**25.4%**	24.9%	28.1%	25.7%	24.2%	24.1%	19.4%
More than €74,999	**26.0%**	22.8%	25.5%	41.8%	24.9%	24.1%	19.1%
Education level							
No studies	**3.6%**	3.8%	3.6%	4.6%	4.3%	1.2%	2.8%
Primary education	**1.7%**	2.0%	1.8%	1.3%	1.7%	1.3%	2.2%
Secondary education	**20.2%**	22.7%	22.0%	16.4%	20.6%	14.3%	16.0%
Higher education	**74.5%**	71.5%	72.6%	77.7%	73.5%	83.2%	79.1%

Who do they come with?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Unaccompanied	**10.0%**	9.8%	6.3%	4.9%	7.1%	12.0%	35.9%
Only with partner	**46.1%**	43.3%	50.7%	49.5%	43.9%	45.2%	30.7%
Only with children (< 13 years old)	**4.9%**	5.5%	5.6%	5.8%	4.3%	3.5%	3.7%
Partner + children (< 13 years old)	**7.3%**	7.4%	7.7%	10.0%	7.4%	6.5%	4.7%
Other relatives	**9.9%**	9.1%	9.9%	10.7%	11.1%	9.0%	8.4%
Friends	**7.3%**	9.0%	5.5%	4.5%	9.7%	9.8%	7.1%
Work colleagues	**0.6%**	0.7%	0.6%	0.9%	0.3%	0.3%	0.4%
Organized trip	**0.3%**	0.3%	0.4%	0.3%	0.1%	0.1%	0.0%
Other combinations [2]	**13.7%**	14.8%	13.2%	13.5%	16.1%	13.5%	9.1%

[2] Different situations have been isolated

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Tourists with children	**18.0%**	**18.1%**	**19.6%**	**23.1%**	**18.4%**	**14.5%**	**10.9%**
- Between 0 and 2 years old	**1.3%**	1.3%	1.4%	1.7%	1.1%	0.9%	1.0%
- Between 3 and 12 years old	**15.5%**	15.7%	16.9%	19.6%	16.0%	12.7%	9.3%
- Between 0 -2 and 3-12 years old	**1.2%**	1.1%	1.4%	1.8%	1.3%	0.9%	0.6%
Tourists without children	**82.0%**	**81.9%**	**80.4%**	**76.9%**	**81.6%**	**85.5%**	**89.1%**
Group composition:							
- 1 person	**12.6%**	12.4%	8.2%	7.3%	10.0%	14.8%	40.7%
- 2 people	**53.9%**	54.2%	58.1%	54.7%	52.0%	51.9%	38.5%
- 3 people	**12.1%**	11.5%	12.8%	12.8%	11.9%	11.0%	9.4%
- 4 or 5 people	**17.3%**	17.6%	16.6%	20.7%	20.9%	18.9%	10.1%
- 6 or more people	**4.1%**	4.2%	4.2%	4.4%	5.3%	3.4%	1.3%
Average group size:	**2.60**	2.61	2.64	2.77	2.77	2.55	1.96

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH CHILDREN

1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
18.1%	19.6%	23.1%	18.4%	14.5%	10.9%

18.0%

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2022)

Canary Islands
LATITUDE OF LIFE
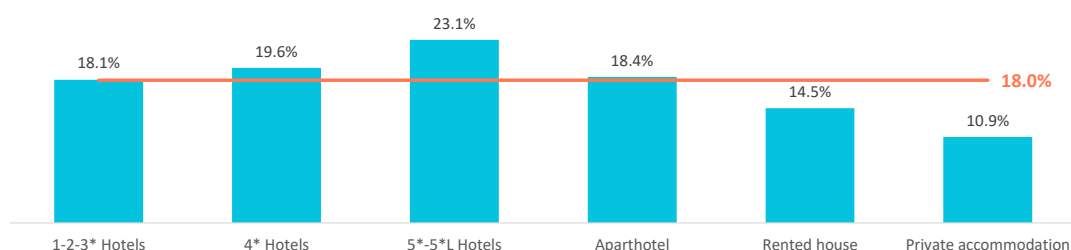
TRIP BOOKING

How far in advance do they book their trip?

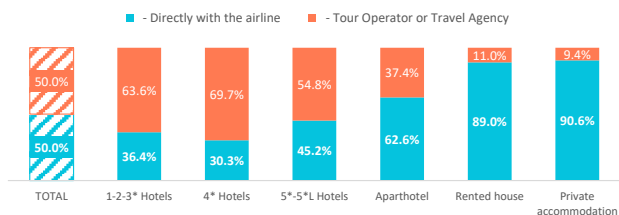|	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
The same day	0.7%	0.8%	0.7%	0.6%	0.5%	0.6%	1.4%
Between 1 and 30 days	27.8%	29.8%	28.6%	24.1%	24.1%	26.8%	34.9%
Between 1 and 2 months	25.3%	25.5%	24.7%	23.7%	24.4%	28.0%	30.6%
Between 3 and 6 months	28.8%	28.0%	29.2%	31.0%	29.8%	29.8%	24.2%
More than 6 months	17.4%	15.9%	16.8%	20.6%	21.2%	14.8%	9.0%

**% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS**
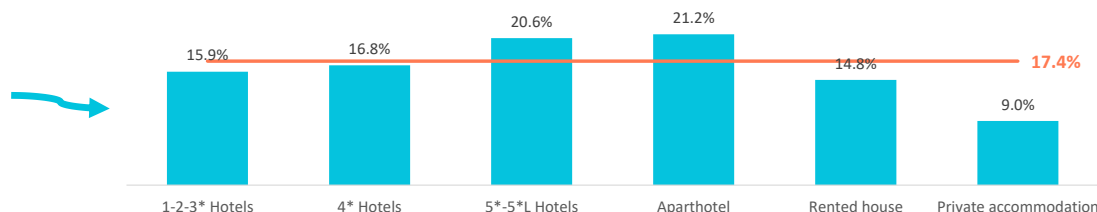
With whom did they book their flight and accommodation?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Flight							
- Directly with the airline	50.0%	36.4%	30.3%	45.2%	62.6%	89.0%	90.6%
- Tour Operator or Travel Agency	50.0%	63.6%	69.7%	54.8%	37.4%	11.0%	9.4%
Accommodation							
- Directly with the accommodation	36.6%	27.9%	24.3%	38.5%	47.9%	77.9%	63.9%
- Tour Operator or Travel Agency	63.4%	72.1%	75.7%	61.5%	52.1%	22.1%	36.1%

FLIGHT

ACCOMMODATION
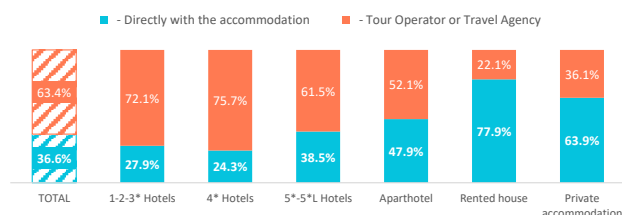
What do they book?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Room only	28.5%	24.1%	5.0%	3.2%	69.6%	98.0%	96.4%
Bed and Breakfast	13.9%	16.5%	12.8%	28.2%	10.7%	2.0%	3.6%
Half board	19.1%	13.9%	26.5%	32.9%	6.7%	0.0%	0.0%
Full board	3.5%	4.0%	4.4%	4.1%	1.3%	0.0%	0.0%
All inclusive	34.9%	41.4%	51.3%	31.5%	11.7%	0.0%	0.0%

% TOURISTS WHO BOOK BED & BREAKFAST
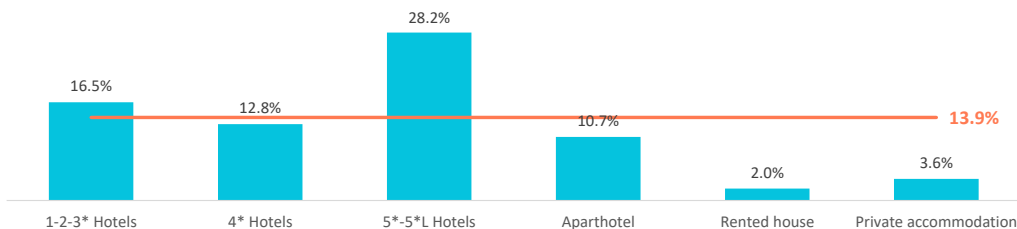
ACCOMMODATION

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
1-2-3* Hotel	10.9%	100%	--	--	--	--	--
4* Hotel	39.0%	--	100%	--	--	--	--
5* Hotel / 5* Luxury Hotel	10.5%	--	--	100%	--	--	--
Aparthotel / Tourist Villa	15.6%	--	--	--	100%	--	--
House/room rented in a private dwelling	7.2%	--	--	--	--	100%	--
Private accommodation [1]	8.7%	--	--	--	--	--	100%
Others (Cottage, cruise, camping,..)	8.1%	--	--	--	--	--	--

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.
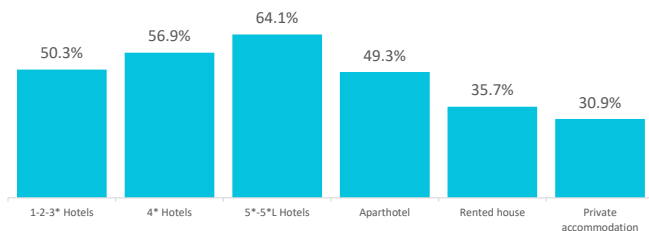
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

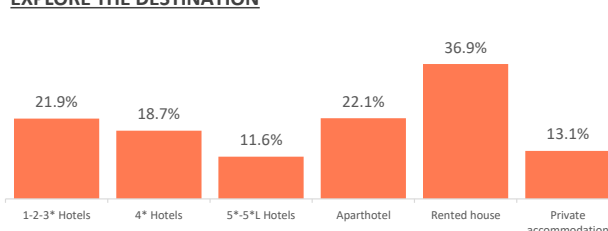|	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Holidays	90.2%	94.7%	96.4%	95.2%	94.5%	89.6%	41.6%
Family reasons	6.7%	1.9%	1.0%	1.5%	3.5%	6.1%	53.7%
Business	1.4%	1.7%	1.5%	1.9%	0.5%	1.6%	1.7%
Education and training	0.2%	0.1%	0.2%	0.0%	0.2%	0.4%	0.4%
Sports training	0.4%	0.8%	0.3%	0.1%	0.5%	0.8%	0.5%
Health	0.1%	0.0%	0.1%	0.0%	0.2%	0.3%	0.3%
Conventions and Exhibitions	0.2%	0.3%	0.2%	0.5%	0.0%	0.1%	0.0%
Others	0.7%	0.4%	0.4%	0.8%	0.5%	1.2%	1.8%

What is the main motivation for their holidays?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Rest	51.1%	50.3%	56.9%	64.1%	49.3%	35.7%	30.9%
Enjoy family time	16.1%	13.6%	13.2%	15.9%	14.8%	10.7%	42.0%
Have fun	8.5%	10.4%	8.5%	6.1%	10.0%	7.9%	7.8%
Explore the destination	20.3%	21.9%	18.7%	11.6%	22.1%	36.9%	13.1%
Practice their hobbies	1.9%	2.2%	1.1%	0.9%	1.9%	4.5%	1.7%
Other reasons	2.1%	1.6%	1.6%	1.5%	1.9%	4.2%	4.4%

REST

EXPLORE THE DESTINATION

	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
REST	50.3%	56.9%	64.1%	49.3%	35.7%	30.9%
EXPLORE THE DESTINATION	21.9%	18.7%	11.6%	22.1%	36.9%	13.1%

Importance of each factor in the destination choice

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Climate	75.0%	76.6%	76.6%	79.9%	75.7%	73.4%	63.5%
Safety	51.3%	50.8%	54.3%	57.9%	49.6%	42.2%	44.5%
Tranquility	46.5%	41.8%	47.4%	53.2%	44.5%	43.8%	48.2%
Sea	46.0%	47.2%	44.9%	42.8%	44.6%	54.1%	47.9%
Accommodation supply	41.8%	40.1%	48.1%	60.3%	39.7%	26.3%	15.8%
Beaches	39.3%	42.3%	39.5%	34.2%	39.6%	40.7%	42.3%
Effortless trip	37.5%	36.1%	39.0%	45.2%	37.1%	31.4%	34.3%
European belonging	36.5%	35.1%	37.5%	38.3%	35.4%	33.3%	36.0%
Price	35.8%	38.1%	37.3%	32.5%	38.7%	33.0%	30.1%
Landscapes	34.1%	32.7%	30.1%	27.0%	34.1%	48.8%	42.9%
Environment	33.3%	32.7%	30.1%	32.1%	34.1%	40.3%	38.4%
Gastronomy	26.6%	23.3%	24.2%	33.3%	26.9%	26.2%	34.0%
Fun possibilities	23.3%	25.5%	23.5%	22.1%	24.6%	19.5%	23.2%
Authenticity	22.3%	20.6%	20.3%	21.4%	22.8%	24.4%	28.8%
Exoticism	11.8%	11.3%	11.4%	10.4%	11.2%	13.3%	13.9%
Hiking trail network	10.1%	8.5%	7.4%	6.0%	11.1%	19.4%	15.2%
Shopping	9.1%	8.8%	8.8%	8.6%	10.4%	7.3%	9.9%
Culture	9.0%	8.8%	8.1%	8.9%	9.0%	9.9%	12.2%
Historical heritage	8.4%	7.9%	7.5%	7.8%	7.7%	9.3%	13.2%
Nightlife	7.9%	9.8%	6.8%	5.6%	10.5%	6.2%	10.2%

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 channels did they use to get information about the trip?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Previous visits to the Canary Islands	49.8%	47.6%	48.4%	51.4%	55.3%	43.1%	52.5%
Friends or relatives	30.4%	26.1%	23.2%	24.4%	32.1%	40.2%	60.9%
Internet or social media	54.2%	55.8%	56.9%	56.1%	58.1%	62.2%	28.4%
Mass Media	2.0%	2.3%	2.1%	2.0%	2.1%	2.7%	0.8%
Travel guides and magazines	7.0%	6.4%	7.1%	7.7%	7.0%	11.1%	2.1%
Travel Blogs or Forums	6.9%	6.9%	6.4%	5.1%	8.4%	13.4%	2.0%
Travel TV Channels	0.8%	0.8%	0.9%	0.6%	0.7%	0.8%	0.2%
Tour Operator or Travel Agency	20.7%	24.6%	30.9%	25.8%	12.8%	2.1%	1.7%
Public administrations or similar	1.3%	1.0%	1.1%	1.5%	1.4%	1.9%	1.2%
Others	3.2%	2.7%	2.7%	2.8%	2.7%	3.4%	4.3%

* Multi-choise question

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2022)

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Average rating	8.85	8.72	8.79	8.96	8.88	8.79	9.05

Experience in the Canary Islands	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Worse or much worse than expected	2.8%	3.8%	3.1%	1.8%	2.5%	3.0%	1.8%
Lived up to expectations	53.5%	53.6%	53.6%	51.1%	54.2%	52.7%	54.0%
Better or much better than expected	43.7%	42.6%	43.3%	47.0%	43.3%	44.4%	44.2%

Future intentions (scale 1-10)	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Return to the Canary Islands	8.82	8.69	8.72	8.85	8.88	8.67	9.48
Recommend visiting the Canary Islands	9.06	8.97	8.97	9.08	9.12	9.04	9.43

RETURN TO THE CANARY

0 10

8.82 TOTAL

| | 8.69 | 8.97 | 8.72 | 8.97 | 8.85 | 9.08 | 8.88 | 9.12 | 8.67 | 9.04 | 9.48 | 9.43 |

1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation

RECOMMEND VISITING THE CANARY ISLANDS

0 10

9.6 TOTAL

How many are loyal to the Canary Islands?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Repeat tourists	70.1%	67.9%	68.7%	71.0%	73.3%	63.2%	80.2%
At least 10 previous visits	19.1%	15.4%	14.4%	14.9%	22.5%	14.1%	43.7%
Repeat tourists (last 5 years)	62.7%	60.2%	59.9%	61.6%	66.2%	57.9%	77.9%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	9.7%	8.5%	9.9%	16.3%	10.6%	38.7%

■ Repeat tourists   ■ Repeat tourists (last 5 years) (5 or more visits)

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Repeat tourists	70.1%	67.9%	68.7%	71.0%	73.3%	63.2%	80.2%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	9.7%	8.5%	9.9%	16.3%	10.6%	38.7%
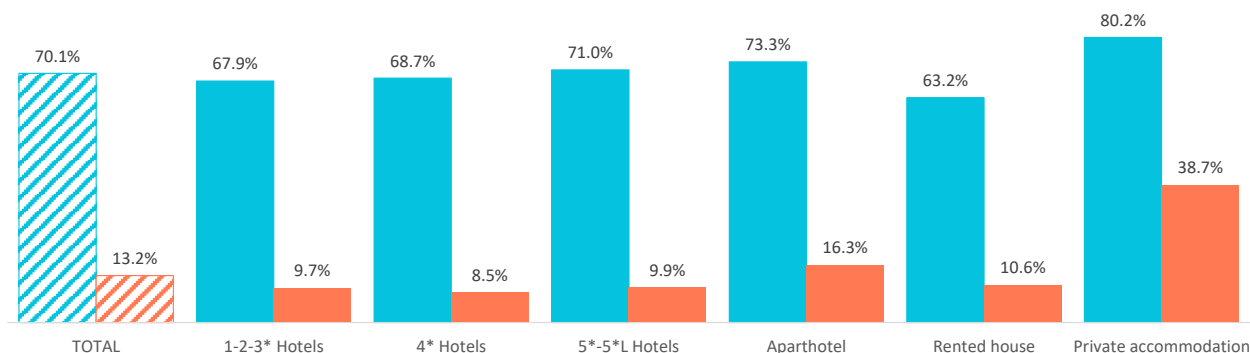
ISLANDS

How many islands do they visit during their trip?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
One island	92.6%	93.0%	93.9%	94.0%	92.2%	89.8%	90.9%
Two islands	6.3%	6.1%	5.3%	5.4%	7.0%	8.5%	7.7%
Three or more islands	1.1%	0.9%	0.7%	0.6%	0.8%	1.7%	1.4%

Visited islands during their trip (with overnight staying)

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Lanzarote	19.3%	16.4%	16.9%	22.5%	26.5%	21.6%	14.7%
Fuerteventura	15.0%	19.8%	19.8%	6.8%	9.0%	14.1%	11.1%
Gran Canaria	26.8%	35.3%	24.1%	24.1%	25.5%	22.9%	33.7%
Tenerife	40.5%	30.6%	39.5%	48.5%	39.9%	46.8%	43.7%
La Gomera	0.6%	0.4%	0.4%	0.1%	1.1%	1.1%	0.6%
La Palma	1.5%	0.8%	1.8%	0.3%	2.0%	1.4%	1.2%
El Hierro	0.2%	0.1%	0.1%	0.0%	0.4%	0.7%	0.3%
Cruise	0.2%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2022)

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
0 hours	**2.5%**	2.8%	3.6%	5.3%	0.7%	0.2%	0.2%
1 - 2 hours	**10.7%**	10.8%	15.4%	20.8%	3.9%	1.5%	2.0%
3 - 6 hours	**32.7%**	29.8%	36.9%	38.5%	28.1%	22.2%	29.8%
7 - 12 hours	**45.1%**	45.1%	37.6%	30.2%	55.3%	63.3%	56.5%
More than 12 hours	**9.0%**	11.5%	6.6%	5.3%	12.0%	12.8%	11.5%
Outdoor time per day	**7.3**	7.7	6.5	5.6	8.6	9.1	8.6

7.3 TOTAL

1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
7.7	6.5	5.6	8.6	9.1	8.6

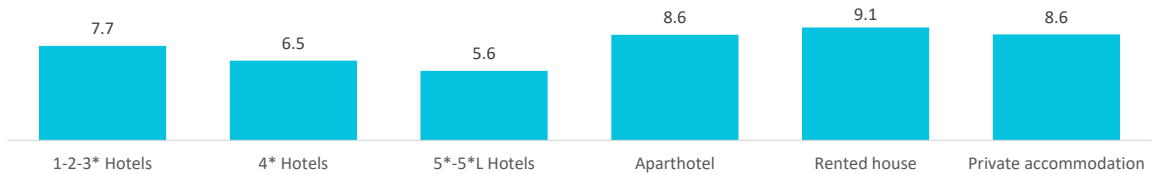### *Activities in the Canary Islands*

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Walk, wander	**73.8%**	71.2%	73.0%	70.1%	78.2%	76.8%	73.5%
Beach	**71.3%**	74.4%	70.3%	61.6%	74.6%	80.1%	72.5%
Swimming pool, hotel facilities	**61.1%**	62.2%	71.8%	78.3%	60.7%	27.6%	23.3%
Explore the island on their own	**48.7%**	47.3%	43.7%	37.5%	53.9%	69.5%	52.7%
Taste Canarian gastronomy	**27.0%**	24.2%	21.1%	20.9%	32.5%	40.3%	41.4%
Hiking	**18.5%**	17.8%	13.8%	10.0%	21.8%	38.3%	23.2%
Organized excursions	**17.4%**	17.9%	21.6%	16.6%	16.6%	11.1%	5.6%
Nightlife / concerts / shows	**15.3%**	17.9%	13.7%	11.6%	19.3%	13.5%	18.1%
Theme parks	**14.4%**	14.2%	15.1%	12.9%	16.5%	14.1%	11.3%
Sea excursions / whale watching	**12.7%**	12.9%	14.0%	11.2%	12.8%	14.3%	6.2%
Wineries / markets / popular festivals	**10.6%**	9.0%	8.0%	7.3%	12.8%	18.2%	14.7%
Swim	**10.1%**	11.6%	9.2%	9.2%	11.0%	10.0%	10.0%
Museums / exhibitions	**10.0%**	9.7%	8.0%	6.3%	11.0%	19.0%	11.6%
Other Nature Activities	**8.1%**	7.6%	6.0%	4.8%	8.6%	17.2%	11.0%
Running	**5.9%**	6.1%	5.0%	6.4%	5.9%	6.9%	7.0%
Beauty and health treatments	**5.9%**	4.7%	6.2%	9.4%	4.7%	4.2%	5.2%
Practice other sports	**4.7%**	5.8%	3.9%	4.8%	3.9%	5.8%	6.2%
Astronomical observation	**3.7%**	3.6%	3.2%	2.1%	3.9%	5.7%	4.4%
Cycling / Mountain bike	**3.3%**	3.6%	2.7%	2.7%	3.6%	4.8%	3.8%
Surf	**3.1%**	2.6%	1.5%	1.6%	3.1%	7.8%	6.1%
Scuba Diving	**3.0%**	3.7%	2.2%	2.3%	2.9%	6.1%	3.3%
Golf	**2.1%**	2.2%	1.7%	3.3%	2.5%	1.7%	1.5%
Windsurf / Kitesurf	**1.2%**	1.8%	0.7%	0.6%	1.1%	2.5%	1.5%

COMPETITORS

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

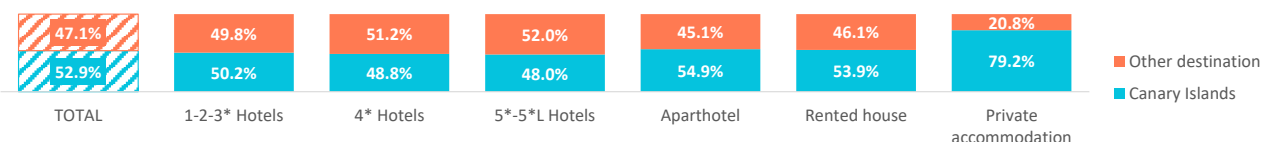|	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Didn't have holidays	**31.7%**	33.9%	36.1%	33.7%	31.7%	23.8%	18.3%
Canary Islands	**20.4%**	17.1%	16.3%	16.3%	23.3%	18.9%	41.8%
Other destination	**48.0%**	49.0%	47.7%	50.0%	45.0%	57.4%	39.9%

* Percentage of valid answers

*What other destinations did they consider for this trip? ***

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
None (I was clear about "this Canary Island")	**28.3%**	24.2%	22.7%	25.3%	30.5%	31.2%	61.5%
Canary Islands (other island)	**24.6%**	26.0%	26.1%	22.8%	24.4%	22.7%	17.7%
Other destination	**47.1%**	49.8%	51.2%	52.0%	45.1%	46.1%	20.8%

* Percentage of valid answers

CONSIDERED DESTINATIONS

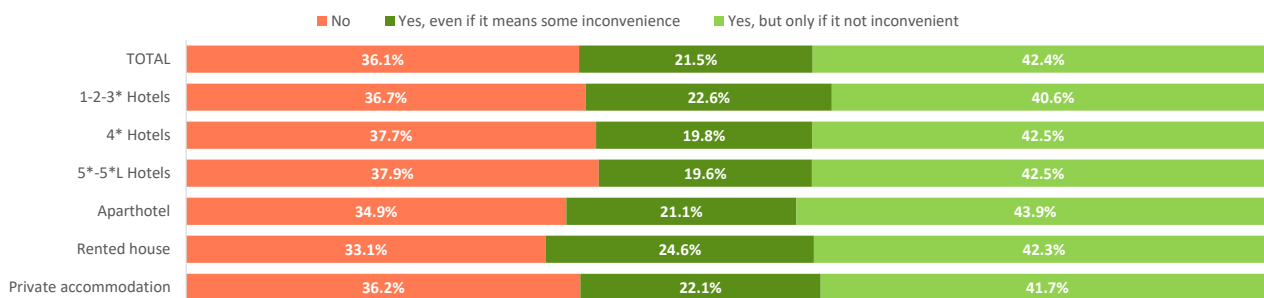|	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Other destination	47.1%	49.8%	51.2%	52.0%	45.1%	46.1%	20.8%
Canary Islands	52.9%	50.2%	48.8%	48.0%	54.9%	53.9%	79.2%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
United Kingdom	33.4%	28.8%	35.3%	46.4%	36.4%	20.0%	23.7%
Germany	16.0%	17.6%	18.6%	13.8%	10.1%	20.6%	14.1%
Spanish Mainland	13.3%	13.3%	12.8%	11.1%	12.8%	12.8%	25.7%
Netherlands	4.5%	5.0%	4.7%	3.2%	5.6%	3.7%	2.4%
Denmark	2.3%	4.8%	2.5%	1.0%	2.4%	0.9%	1.0%
France	5.4%	4.4%	5.3%	4.1%	3.8%	11.8%	3.8%
Italy	4.3%	4.2%	2.4%	1.6%	5.4%	8.3%	8.7%
Norway	2.3%	3.9%	1.6%	1.9%	3.2%	1.9%	2.8%
Ireland	3.8%	3.8%	3.3%	3.9%	7.0%	2.6%	2.6%
Sweden	2.1%	3.0%	2.1%	1.6%	3.0%	0.8%	1.6%
Poland	1.9%	2.9%	2.4%	0.8%	1.2%	1.6%	1.2%
Belgium	2.9%	1.7%	2.8%	3.7%	2.5%	2.9%	3.0%
Finland	1.1%	1.4%	0.9%	0.6%	1.2%	0.2%	0.5%
Czech Republic	0.8%	1.0%	0.8%	0.3%	0.8%	1.2%	0.8%
Portugal	0.8%	1.0%	0.9%	0.7%	0.5%	0.5%	0.8%
Austria	1.0%	0.9%	0.8%	0.9%	0.6%	1.9%	1.5%
Others	4.2%	2.4%	2.9%	4.7%	3.6%	8.3%	5.9%

SUSTAINABLE DESTINATION

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

Legend: ■ No ■ Yes, even if it means some inconvenience ■ Yes, but only if it not inconvenient

	No	Yes, even if it means some inconvenience	Yes, but only if it not inconvenient
TOTAL	36.1%	21.5%	42.4%
1-2-3* Hotels	36.7%	22.6%	40.6%
4* Hotels	37.7%	19.8%	42.5%
5*-5*L Hotels	37.9%	19.6%	42.5%
Aparthotel	34.9%	21.1%	43.9%
Rented house	33.1%	24.6%	42.3%
Private accommodation	36.2%	22.1%	41.7%

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

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

	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
TOTAL	35.3%	30.5%	22.8%	6.7%	4.8%
1-2-3* Hotels	37.9%	30.7%	20.1%	6.9%	4.5%
4* Hotels	36.0%	31.8%	21.9%	5.9%	4.3%
5*-5*L Hotels	34.4%	30.6%	24.0%	6.8%	4.3%
Aparthotel	35.5%	30.8%	23.2%	6.2%	4.4%
Rented house	31.1%	27.6%	26.8%	8.2%	6.3%
Private accommodation	35.0%	28.0%	22.7%	7.9%	6.4%
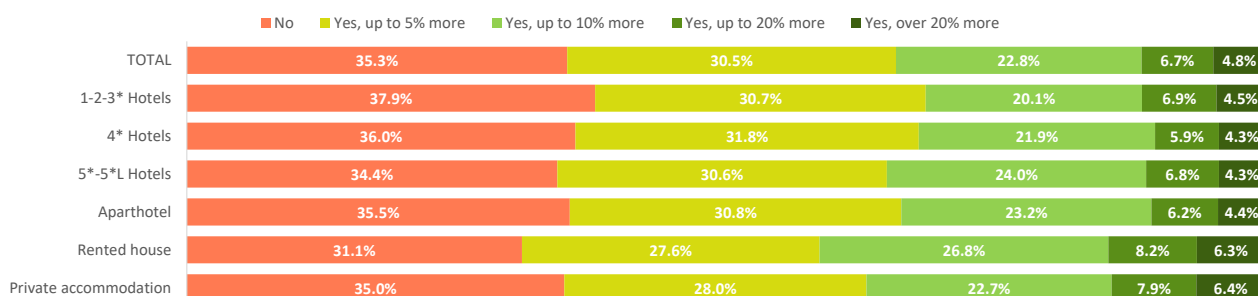
Percepcion of the following sustainability measures during their stay *

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation
Quality of life on the island	8.1	8.0	8.0	8.1	8.1	8.1	8.4
Tolerance towards tourism	8.6	8.5	8.6	8.7	8.6	8.5	8.5
Cleanliness of the island	8.3	8.3	8.4	8.5	8.3	8.0	7.9
Air quality	8.5	8.5	8.5	8.5	8.5	8.4	8.4
Rational water consumption	7.5	7.4	7.5	7.5	7.5	7.3	7.3
Energy saving	6.9	6.9	7.0	6.9	6.9	6.7	6.8
Use of renewable energy	7.0	7.0	7.0	7.0	7.0	6.9	7.0
Recycling	7.1	7.1	7.3	7.3	7.0	6.7	6.9
Easy to get around by public transport	7.4	7.5	7.4	7.2	7.5	7.0	7.1
Overcrowding in tourist areas	6.7	6.6	6.7	6.7	6.7	6.5	6.7
Supply of local products	7.1	7.1	7.1	7.0	7.2	7.2	7.5

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

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.