

TOURIST PROFILE BY QUARTER OF TRIP (2022)

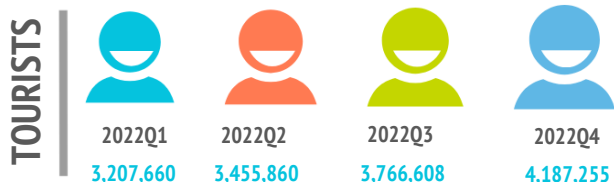
CANARY ISLANDS

How many are they and how much do they spend?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	3.21	3.46	3.77	4.19	14.62
Tourist arrivals > 15 years old (EGT) (*)	2.88	3.09	3.16	3.70	12.83
- book holiday package (*)	1.36	1.48	1.53	1.76	6.13
- do not book holiday package (*)	1.52	1.61	1.63	1.94	6.70
- % tourists who book holiday package	47.1%	47.9%	48.4%	47.6%	47.8%

(*) Million of tourists



% TOURISTS WHO BOOK HOLIDAY PACKAGE



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)	1,279	1,205	1,452	1,315	1,314
- book holiday package	1,459	1,351	1,623	1,521	1,492
- holiday package	1,207	1,126	1,346	1,255	1,236
- others	252	225	277	266	256
- do not book holiday package	1,119	1,070	1,292	1,128	1,152
- flight	279	284	369	309	311
- accommodation	407	372	453	390	405
- others	433	414	470	428	436
Average length of stay	9.71	8.91	9.43	8.98	9.24
- book holiday package	8.62	8.32	8.54	8.36	8.45
- do not book holiday package	10.67	9.45	10.27	9.55	9.96
Average daily expenditure (€)	152.9	152.2	171.0	164.4	160.5
- book holiday package	179.9	170.5	198.7	193.0	186.1
- do not book holiday package	129.0	135.4	145.0	138.5	137.1
Total turnover (> 15 years old) (€m)	3,684	3,716	4,593	4,870	16,863
- book holiday package	1,978	1,998	2,486	2,681	9,143
- do not book holiday package	1,705	1,719	2,107	2,189	7,720

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	33.3%	35.9%	34.5%	24.8%	31.7%
Canary Islands	17.7%	19.0%	19.1%	24.5%	20.4%
Other destination	49.0%	45.1%	46.4%	50.7%	48.0%

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None	36.3%	27.9%	19.8%	32.2%	28.3%
Canary Islands (other island)	28.5%	24.7%	20.3%	26.4%	24.6%
Other destination	35.1%	47.4%	59.9%	41.3%	47.1%

*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	81.2%	74.5%	65.8%	78.6%	75.0%
Safety	49.4%	52.4%	53.8%	49.8%	51.3%
Tranquility	43.7%	47.8%	47.6%	46.6%	46.5%
Sea	45.3%	45.4%	45.9%	47.0%	46.0%
Accommodation supply	37.7%	43.9%	45.3%	40.4%	41.8%
Beaches	37.5%	39.4%	41.3%	39.1%	39.3%
Effortless trip	37.0%	38.1%	38.3%	36.9%	37.5%
European belonging	39.9%	36.9%	33.1%	36.4%	36.5%
Price	31.3%	36.8%	40.2%	34.8%	35.8%
Landscapes	35.2%	35.3%	32.3%	33.6%	34.1%
Environment	33.6%	34.1%	32.7%	32.8%	33.3%
Gastronomy	25.9%	26.9%	26.2%	27.2%	26.6%
Fun possibilities	20.6%	22.4%	29.9%	20.5%	23.3%
Authenticity	20.7%	23.0%	24.1%	21.4%	22.3%
Exoticism	10.7%	12.1%	13.6%	11.1%	11.8%
Hiking trail network	12.4%	10.5%	7.2%	10.3%	10.1%
Shopping	7.6%	8.8%	11.0%	9.0%	9.1%
Culture	8.6%	9.1%	9.5%	8.8%	9.0%
Historical heritage	7.7%	8.8%	8.7%	8.3%	8.4%
Nightlife	7.5%	7.5%	9.4%	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.

% TOURISTS WHO CHOOSE PRICE



What is the main motivation for their holidays?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	53.0%	52.5%	47.2%	51.7%	51.1%
Enjoy family time	13.9%	14.7%	18.7%	16.5%	16.1%
Have fun	7.4%	7.7%	11.2%	7.9%	8.5%
Explore the destination	20.4%	21.3%	19.9%	19.7%	20.3%
Practice their hobbies	2.6%	1.8%	1.4%	1.8%	1.9%
Other reasons	2.6%	2.0%	1.6%	2.3%	2.1%

How far in advance do they book their trip?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	0.8%	0.7%	0.7%	0.8%	0.7%
Between 1 and 30 days	36.6%	27.4%	21.7%	26.6%	27.8%
Between 1 and 2 months	27.0%	27.5%	21.5%	25.3%	25.3%
Between 3 and 6 months	23.5%	28.8%	33.1%	29.2%	28.8%
More than 6 months	12.1%	15.6%	23.0%	18.2%	17.4%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

TOURIST PROFILE BY QUARTER OF TRIP (2022)

CANARY ISLANDS



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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	52.3%	50.3%	44.8%	51.6%	49.8%
Friends or relatives	31.0%	28.8%	31.7%	30.0%	30.4%
Internet or social media	53.7%	54.2%	57.5%	51.8%	54.2%
Mass Media	1.9%	1.6%	2.4%	2.1%	2.0%
Travel guides and magazines	7.5%	7.3%	7.0%	6.4%	7.0%
Travel Blogs or Forums	6.8%	6.9%	7.7%	6.3%	6.9%
Travel TV Channels	0.9%	0.6%	0.8%	0.8%	0.8%
Tour Operator or Travel Agency	19.8%	21.2%	21.7%	20.2%	20.7%
Public administrations or similar	1.7%	1.3%	1.2%	1.1%	1.3%
Others	2.8%	2.7%	3.6%	3.5%	3.2%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	52.4%	50.7%	47.6%	49.7%	50.0%
- Tour Operator or Travel Agency	47.6%	49.3%	52.4%	50.3%	50.0%
Accommodation					
- Directly with the accommodation	39.0%	36.6%	35.1%	36.1%	36.6%
- Tour Operator or Travel Agency	61.0%	63.4%	64.9%	63.9%	63.4%

Where do they stay? 🏠

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	12.5%	10.6%	10.2%	10.3%	10.9%
4* Hotel	37.6%	41.0%	40.7%	37.0%	39.0%
5* Hotel / 5* Luxury Hotel	9.3%	10.8%	11.4%	10.4%	10.5%
Aparthotel / Tourist Villa	16.2%	15.4%	15.5%	15.6%	15.6%
House/room rented in a private dwelli	8.3%	6.4%	6.3%	7.6%	7.2%
Private accommodation ⁽¹⁾	8.5%	7.7%	8.4%	10.0%	8.7%
Others (Cottage, cruise, camping,...)	7.5%	8.0%	7.4%	9.2%	8.1%

(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	31.1%	26.9%	25.4%	30.4%	28.5%
Bed and Breakfast	15.7%	14.0%	11.4%	14.7%	13.9%
Half board	18.5%	20.7%	19.5%	18.1%	19.1%
Full board	2.8%	4.0%	3.8%	3.5%	3.5%
All inclusive	31.9%	34.4%	40.0%	33.3%	34.9%

34.9% of tourists book all inclusive.



31.9%
2022Q1



40.0%
2022Q3



34.4%
2022Q2



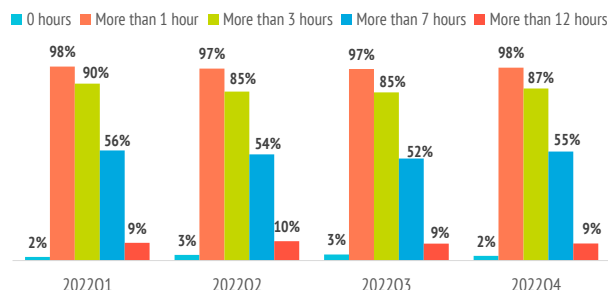
33.3%
2022Q4

Other expenses 📍

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	67.8%	66.0%	64.4%	67.4%	66.4%
Supermarkets	54.7%	53.5%	59.0%	56.3%	55.9%
Car rental	31.2%	32.3%	33.1%	31.5%	32.0%
Organized excursions	18.5%	22.8%	30.2%	22.7%	23.6%
Taxi, transfer, chauffeur service	50.8%	52.3%	52.5%	51.4%	51.8%
Theme Parks	6.6%	10.3%	16.9%	9.6%	10.9%
Sport activities	6.5%	6.7%	9.8%	8.3%	7.9%
Museums	4.3%	5.2%	5.8%	5.5%	5.2%
Flights between islands	5.3%	5.0%	5.9%	4.0%	5.0%

Activities in the Canary Islands 🚶

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	1.9%	2.8%	3.0%	2.4%	2.5%
1 - 2 hours	8.6%	11.7%	11.8%	10.5%	10.7%
3 - 6 hours	33.8%	31.7%	33.5%	31.9%	32.7%
7 - 12 hours	46.7%	44.0%	43.1%	46.5%	45.1%
More than 12 hours	9.0%	9.8%	8.6%	8.7%	9.0%



Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Walk, wander	75.7%	73.5%	72.5%	73.6%	73.8%
Beach	68.0%	68.9%	78.1%	70.1%	71.3%
Swimming pool, hotel facilities	54.3%	61.6%	70.1%	58.3%	61.1%
Explore the island on their own	49.2%	47.5%	50.2%	48.0%	48.7%
Taste Canarian gastronomy	27.7%	26.5%	28.0%	26.1%	27.0%
Hiking	22.1%	18.0%	15.7%	18.6%	18.5%
Organized excursions	13.5%	16.4%	23.7%	15.7%	17.4%
Nightlife / concerts / shows	12.8%	14.3%	18.6%	15.1%	15.3%
Theme parks	10.0%	13.5%	22.1%	11.9%	14.4%
Sea excursions / whale watching	8.9%	12.2%	18.1%	11.4%	12.7%
Wineries / markets / popular festiv	8.7%	10.1%	12.6%	10.6%	10.6%
Swim	16.2%	7.2%	10.2%	7.5%	10.1%
Museums / exhibitions	8.7%	9.0%	11.3%	10.6%	10.0%
Other Nature Activities	8.1%	7.7%	8.5%	8.1%	8.1%
Running	6.8%	5.5%	6.1%	5.5%	5.9%
Beauty and health treatments	5.2%	5.7%	6.7%	6.0%	5.9%
Practice other sports	4.5%	4.2%	5.7%	4.5%	4.7%
Astronomical observation	3.3%	2.9%	4.3%	4.1%	3.7%
Cycling / Mountain bike	4.4%	3.0%	2.6%	3.1%	3.3%
Surf	3.3%	2.8%	3.5%	3.1%	3.1%
Scuba Diving	2.0%	2.3%	5.0%	2.7%	3.0%
Golf	1.9%	1.9%	2.2%	2.3%	2.1%
Windsurf / Kitesurf	1.1%	1.0%	1.5%	1.1%	1.2%

* Multi-choise question

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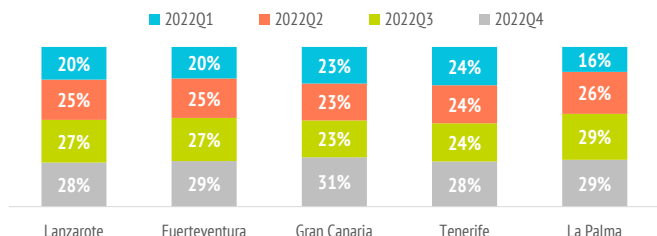
CANARY ISLANDS



Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	484,920	600,147	635,812	656,646	2,377,525
Fuerteventura	359,040	451,111	491,738	520,812	1,822,701
Gran Canaria	767,138	774,095	774,460	1,037,127	3,352,820
Tenerife	1,219,220	1,211,287	1,213,338	1,439,237	5,083,082
La Palma	20,528	34,813	37,915	38,784	132,040

% TOURISTS BY ISLAND AND QUARTER OF TRIP



How many islands do they visit during their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	91.9%	92.9%	92.2%	93.1%	92.6%
Two islands	6.5%	6.1%	7.0%	5.9%	6.3%
Three or more islands	1.6%	1.0%	0.8%	1.0%	1.1%

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

	2022Q1	2022Q2	2022Q3	2022Q4
2022Q1	35.9%	23.3%	40.8%	
2022Q2	36.4%	20.6%	43.0%	
2022Q3	36.0%	21.7%	42.3%	
2022Q4	36.2%	20.6%	43.3%	

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

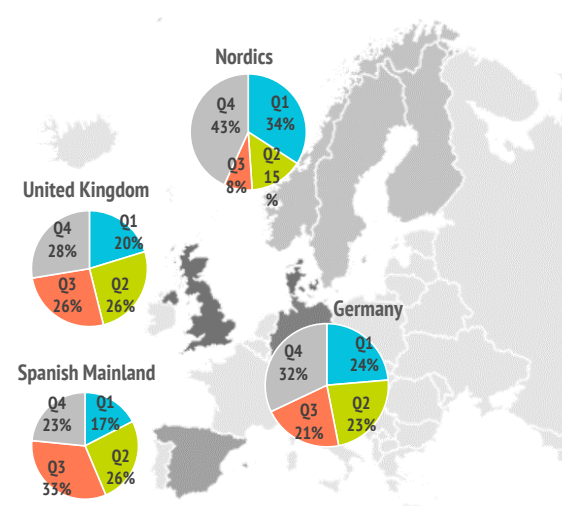
	2022Q1	2022Q2	2022Q3	2022Q4
2022Q1	32.1%	30.0%	24.3%	8.0%
2022Q2	34.6%	29.8%	23.9%	6.7%
2022Q3	37.9%	31.2%	20.6%	6.0%
2022Q4	36.1%	30.9%	22.5%	6.1%

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	8.1	8.2	8.0	8.1	8.1
Tolerance towards tourism	8.5	8.7	8.6	8.5	8.6
Cleanliness of the island	8.3	8.4	8.2	8.3	8.3
Air quality	8.4	8.7	8.4	8.4	8.5
Rational water consumption	7.3	7.5	7.5	7.4	7.5
Energy saving	6.9	7.0	6.9	6.9	6.9
Use of renewable energy	7.0	7.1	7.0	7.1	7.0
Recycling	7.1	7.2	7.2	7.1	7.1
Easy to get around by public transport	7.3	7.3	7.4	7.4	7.4
Overcrowding in tourist areas	6.7	6.7	6.7	6.6	6.7
Supply of local products	7.1	7.2	7.2	7.1	7.1

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

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	17.0%	19.5%	20.2%	17.8%	18.6%
Fuerteventura	12.6%	14.7%	15.6%	14.1%	14.3%
Gran Canaria	26.9%	25.2%	24.6%	28.1%	26.3%
Tenerife	42.8%	39.4%	38.5%	39.0%	39.8%
La Palma	0.7%	1.1%	1.2%	1.1%	1.0%

MAIN MARKETS:



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.83	8.92	8.78	8.85	8.85

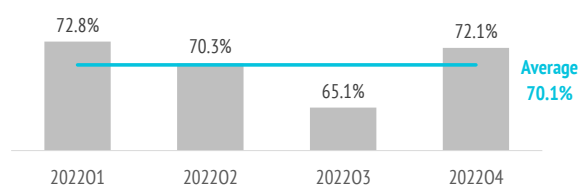
Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	2.6%	2.3%	3.7%	2.6%	2.8%
Lived up to expectations	53.1%	52.6%	53.8%	54.2%	53.5%
Better or much better than expected	44.3%	45.1%	42.5%	43.1%	43.7%

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	8.90	8.89	8.61	8.89	8.82
Recommend visiting the Canary Islands	9.10	9.12	8.95	9.08	9.06

How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	72.8%	70.3%	65.1%	72.1%	70.1%
Repeat tourists (last 5 years)	66.1%	61.7%	56.5%	66.1%	62.7%
Repeat tourists (last 5 years)(5 or more visits)	14.4%	12.8%	10.4%	15.0%	13.2%
At least 10 previous visits	20.7%	19.2%	15.5%	20.9%	19.1%

REPEAT TOURISTS



TOURIST PROFILE BY QUARTER OF TRIP (2022)

CANARY ISLANDS

Where are they from?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
United Kingdom	30.1%	35.9%	35.6%	32.0%	33.4%
Germany	16.9%	15.5%	13.7%	17.8%	16.0%
Spanish Mainland	10.4%	14.5%	17.8%	10.8%	13.3%
France	5.6%	5.3%	5.4%	5.3%	5.4%
Netherlands	4.9%	4.5%	4.4%	4.2%	4.5%
Italy	3.9%	4.5%	4.6%	4.1%	4.3%
Ireland	3.6%	3.9%	4.2%	3.5%	3.8%
Belgium	3.0%	2.6%	3.2%	2.8%	2.9%
Norway	3.2%	1.3%	0.9%	3.7%	2.3%
Denmark	3.5%	1.6%	1.1%	2.8%	2.3%
Sweden	3.3%	1.3%	0.5%	3.2%	2.1%
Poland	2.2%	2.1%	2.1%	1.5%	1.9%
Finland	1.9%	0.6%	0.0%	2.0%	1.1%
Switzerland	0.9%	1.1%	1.0%	1.3%	1.1%
Austria	1.4%	0.8%	0.9%	0.8%	1.0%
Czech Republic	0.8%	0.8%	0.8%	0.8%	0.8%
Portugal	0.4%	0.8%	1.1%	0.7%	0.8%
Others	4.1%	3.0%	2.7%	2.8%	3.1%

Who do they come with?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	11.2%	10.0%	7.6%	11.2%	10.0%
Only with partner	48.9%	48.0%	40.0%	47.6%	46.1%
Only with children (< 13 years old)	4.9%	4.6%	6.7%	3.6%	4.9%
Partner + children (< 13 years old)	5.5%	7.2%	10.3%	6.1%	7.3%
Other relatives	9.1%	8.7%	11.3%	10.4%	9.9%
Friends	8.3%	7.7%	6.7%	6.5%	7.3%
Work colleagues	0.4%	0.6%	0.4%	0.7%	0.6%
Organized trip	0.3%	0.3%	0.1%	0.4%	0.3%
Other combinations ⁽¹⁾	11.3%	12.8%	16.8%	13.5%	13.7%

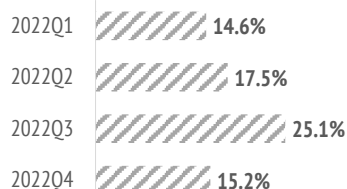
(1) Different situations have been isolated

Tourists with children	14.6%	17.5%	25.1%	15.2%	18.0%
- Between 0 and 2 years old	1.2%	1.6%	1.3%	1.2%	1.3%
- Between 3 and 12 years old	12.6%	14.5%	22.3%	12.8%	15.5%
- Between 0-2 and 3-12 years	0.8%	1.4%	1.5%	1.2%	1.2%
Tourists without children	85.4%	82.5%	74.9%	84.8%	82.0%
Group composition:					
- 1 person	14.1%	12.4%	9.7%	14.1%	12.6%
- 2 people	57.5%	56.0%	46.9%	55.2%	53.9%
- 3 people	10.5%	11.3%	15.5%	11.1%	12.1%
- 4 or 5 people	14.5%	16.8%	22.7%	15.5%	17.3%
- 6 or more people	3.4%	3.6%	5.3%	4.1%	4.1%
Average group size:	2.46	2.55	2.84	2.55	2.60

*People who share the main expenses of the trip



18% of tourists travel with children.



Who are they?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	48.7%	48.1%	47.6%	49.2%	48.4%
Women	51.3%	51.9%	52.4%	50.8%	51.6%
Age					
Average age (tourist > 15 years old)	47.1	46.7	41.6	47.4	45.7
Standard deviation	16.1	16.1	15.1	16.1	16.0
Age range (> 15 years old)					
16 - 24 years old	9.2%	8.8%	15.5%	8.4%	10.4%
25 - 30 years old	10.1%	11.6%	13.9%	10.5%	11.5%
31 - 45 years old	28.7%	28.7%	31.8%	28.4%	29.4%
46 - 60 years old	27.0%	27.4%	25.7%	28.3%	27.2%
Over 60 years old	25.0%	23.4%	13.1%	24.4%	21.5%
Occupation					
Salaried worker	53.1%	57.0%	63.5%	55.8%	57.4%
Self-employed	12.2%	10.4%	9.7%	11.0%	10.8%
Unemployed	1.1%	1.0%	0.9%	0.8%	1.0%
Business owner	9.5%	7.1%	7.9%	8.6%	8.3%
Student	3.9%	3.9%	7.6%	3.3%	4.6%
Retired	18.6%	19.1%	9.0%	19.2%	16.5%
Unpaid domestic work	0.6%	0.5%	0.8%	0.5%	0.6%
Others	1.0%	0.9%	0.6%	0.7%	0.8%
Annual household income level					
Less than €25,000	13.1%	15.6%	15.4%	13.3%	14.3%
€25,000 - €49,999	33.0%	35.9%	34.8%	33.5%	34.3%
€50,000 - €74,999	26.6%	22.0%	26.3%	26.6%	25.4%
More than €74,999	27.3%	26.5%	23.6%	26.7%	26.0%
Education level					
No studies	2.6%	4.2%	4.2%	3.3%	3.6%
Primary education	1.8%	1.7%	1.3%	2.1%	1.7%
Secondary education	18.8%	20.9%	18.9%	21.9%	20.2%
Higher education	76.8%	73.3%	75.5%	72.7%	74.5%



AVERAGE AGE
(> 15 years old)



% TOURISTS WITH INCOMES
OVER €74,999

2022Q1 2022Q2 2022Q3 2022Q4



% RETIRED TOURISTS



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.