

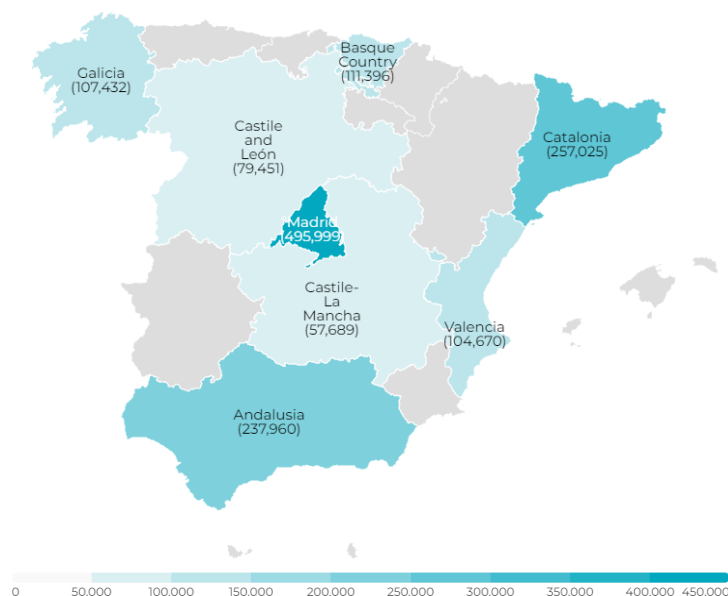
# Profile of the Spanish tourist according to region of residence (2023)



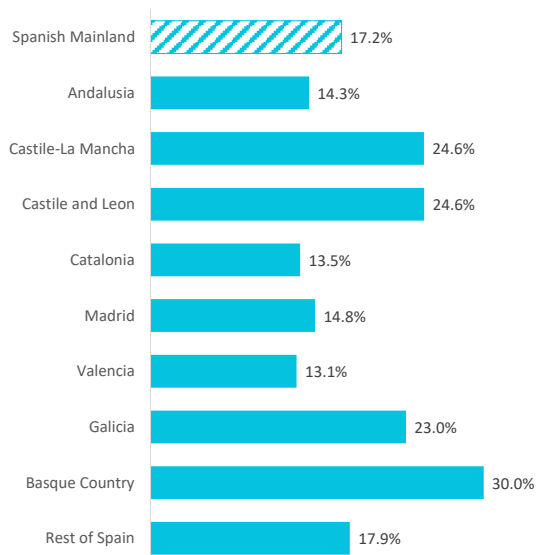
## INBOUND TOURISM AND TOURIST EXPENDITURE

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>1,710,796</b>	<b>237,960</b>	<b>57,689</b>	<b>79,451</b>	<b>257,025</b>	<b>495,999</b>	<b>104,670</b>	<b>107,432</b>	<b>111,396</b>	<b>259,174</b>
<b>% Tourists</b>	<b>100%</b>	13.9%	3.4%	4.6%	15.0%	29.0%	6.1%	6.3%	6.5%	15.1%
- Lanzarote	276,075	33,533	7,294	6,984	54,432	62,997	15,105	24,297	27,584	43,850
- Fuerteventura	152,378	39,020	5,217	3,701	31,449	38,304	2,231	3,796	4,774	23,886
- Gran Canaria	472,843	56,481	14,410	23,239	68,097	152,430	24,727	29,847	33,960	69,653
- Tenerife	752,050	103,624	29,998	40,769	91,742	224,406	61,097	46,820	40,795	112,800
- La Palma	45,391	3,659	554	4,139	8,981	14,975	1,232	2,321	3,633	5,900
<b>% tourists who book holiday package</b>	<b>17.2%</b>	14.3%	24.6%	24.6%	13.5%	14.8%	13.1%	23.0%	30.0%	17.9%
<b>Expenditure per tourist (€)</b>	<b>848</b>	<b>788</b>	<b>794</b>	<b>873</b>	<b>845</b>	<b>789</b>	<b>833</b>	<b>882</b>	<b>1,046</b>	<b>933</b>
- book holiday package	1,135	1,057	1,070	1,155	1,170	1,075	1,153	1,104	1,203	1,233
- holiday package	874	802	827	876	882	833	831	869	938	966
- others	261	255	243	278	288	242	322	235	266	267
- do not book holiday package	789	744	704	781	794	739	785	816	978	867
- flight	205	196	192	207	219	199	205	187	231	213
- accommodation	270	235	227	260	272	246	270	302	395	303
- others	314	313	286	314	303	295	311	327	352	350
<b>Average length of stay</b>	<b>6.93</b>	<b>6.81</b>	<b>6.16</b>	<b>7.00</b>	<b>6.58</b>	<b>6.72</b>	<b>6.86</b>	<b>7.01</b>	<b>8.39</b>	<b>7.28</b>
<b>Average daily expenditure (€)</b>	<b>140.9</b>	<b>135.6</b>	<b>139.8</b>	<b>140.4</b>	<b>145.3</b>	<b>139.6</b>	<b>144.8</b>	<b>142.1</b>	<b>142.5</b>	<b>141.3</b>
<b>Average daily expenditure without flight (€)</b>	<b>102.6</b>	<b>99.4</b>	<b>101.5</b>	<b>100.5</b>	<b>104.1</b>	<b>100.0</b>	<b>106.4</b>	<b>107.3</b>	<b>106.5</b>	<b>104.5</b>
<b>Average cost of the flight (€)</b>	<b>221.3</b>	<b>206.5</b>	<b>215.4</b>	<b>233.4</b>	<b>228.8</b>	<b>211.7</b>	<b>216.5</b>	<b>212.2</b>	<b>255.9</b>	<b>234.1</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>1,451</b>	<b>188</b>	<b>46</b>	<b>69</b>	<b>217</b>	<b>391</b>	<b>87</b>	<b>95</b>	<b>117</b>	<b>242</b>
<b>% Tourists</b>	<b>100%</b>	12.9%	3.2%	4.8%	15.0%	27.0%	6.0%	6.5%	8.0%	16.7%

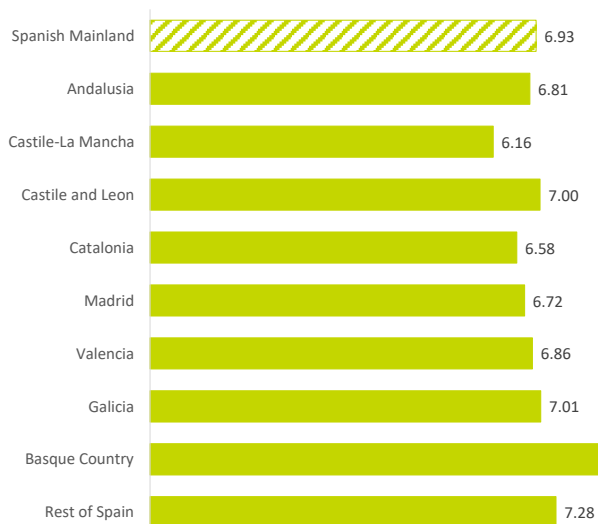
### TOURISTS (≥ 16 YEARS OLD)



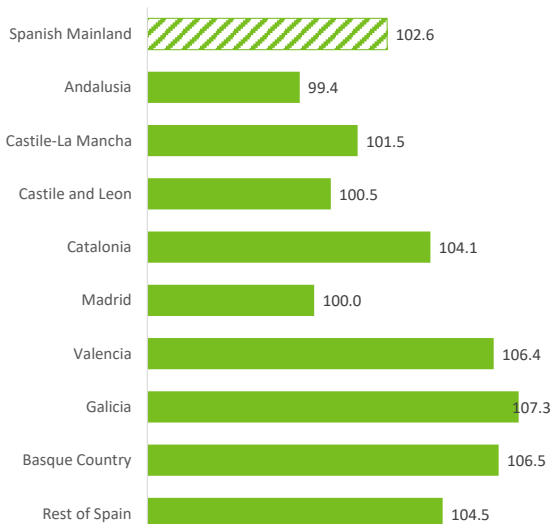
### TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



### AVERAGE LENGTH OF STAY



### EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



# Profile of the Spanish tourist according to region of residence (2023)



## % Tourists whose spending has been greater than €0 in each item

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Accommodation:</b>										
- Accommodation	73.5%	72.9%	80.1%	78.9%	73.6%	67.8%	74.9%	78.6%	83.3%	74.7%
- Additional accommodation expenses	8.5%	9.9%	10.1%	8.3%	7.9%	8.2%	9.3%	8.6%	7.8%	8.4%
<b>Transport:</b>										
- National/International Transport	91.5%	91.0%	92.3%	93.7%	91.5%	90.3%	92.6%	91.5%	93.9%	92.1%
- Flights between islands	7.5%	9.4%	5.3%	4.0%	8.2%	7.4%	6.4%	7.1%	7.5%	7.8%
- Taxi	19.1%	17.8%	11.6%	23.3%	14.6%	19.5%	18.3%	23.3%	26.3%	19.8%
- Car rental	55.5%	53.6%	67.5%	53.5%	60.9%	51.7%	55.7%	54.8%	53.2%	58.2%
- Public transport	12.2%	12.8%	7.9%	22.0%	10.4%	11.6%	14.7%	11.2%	13.6%	11.2%
<b>Food and drink:</b>										
- Food purchases at supermarkets	55.0%	58.0%	49.5%	52.6%	58.8%	53.5%	54.6%	55.3%	49.3%	56.0%
- Restaurants	73.9%	75.9%	71.4%	70.3%	75.3%	75.0%	78.2%	68.5%	68.6%	73.2%
<b>Leisure:</b>										
- Organized excursions	27.6%	27.3%	31.8%	32.8%	28.8%	23.8%	30.3%	30.1%	26.4%	30.0%
- Sport activities	5.2%	4.0%	3.2%	7.2%	6.2%	5.4%	3.9%	3.3%	5.9%	6.1%
- Cultural activities	3.6%	3.5%	2.4%	3.2%	3.6%	3.2%	4.2%	5.1%	4.5%	3.8%
- Museums	8.5%	8.7%	11.1%	7.2%	11.4%	6.7%	8.4%	8.9%	5.9%	9.8%
- Theme Parks	12.6%	16.0%	14.8%	18.3%	8.6%	8.8%	16.7%	17.8%	10.3%	15.4%
- Discos and pubs	10.6%	13.9%	11.1%	17.8%	8.8%	10.3%	8.4%	9.9%	8.1%	9.9%
- Wellness	3.1%	2.4%	1.9%	2.5%	3.4%	2.9%	3.0%	3.6%	4.5%	3.2%
<b>Purchases of goods:</b>										
- Souvenirs	42.7%	42.6%	45.0%	49.5%	40.8%	41.1%	42.0%	46.5%	45.5%	42.9%
- Real estate	0.1%	0.2%	0.3%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.1%
- Other purchases	0.6%	0.6%	1.6%	0.8%	0.7%	0.6%	0.8%	0.7%	0.4%	0.5%
<b>Others:</b>										
- Medical expenses	7.4%	8.3%	5.3%	6.8%	6.4%	6.9%	6.3%	11.2%	9.7%	6.9%
- Other expenses	5.1%	5.7%	1.9%	6.1%	5.1%	5.3%	5.1%	3.9%	6.0%	4.6%

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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Expenditure per tourist and trip (€)</b>										
<b>Accommodation:</b>										
	<b>536</b>	<b>485</b>	<b>479</b>	<b>512</b>	<b>541</b>	<b>523</b>	<b>489</b>	<b>531</b>	<b>656</b>	<b>586</b>
- Accommodation	424	367	361	405	416	415	395	444	535	471
- Additional accommodation expenses	112	117	118	107	126	108	94	87	121	115
<b>Transport:</b>										
	<b>493</b>	<b>492</b>	<b>509</b>	<b>482</b>	<b>493</b>	<b>470</b>	<b>478</b>	<b>464</b>	<b>549</b>	<b>531</b>
- National/International Transport	242	227	233	249	250	234	234	232	272	254
- Flights between islands	71	67	98	58	73	62	65	61	76	90
- Taxi	56	78	53	53	42	52	58	49	63	55
- Car rental	102	93	101	101	102	100	99	103	114	108
- Public transport	23	27	24	21	26	21	22	19	23	23
<b>Food and drink:</b>										
	<b>218</b>	<b>215</b>	<b>190</b>	<b>212</b>	<b>214</b>	<b>209</b>	<b>218</b>	<b>236</b>	<b>253</b>	<b>230</b>
- Food purchases at supermarkets	77	89	56	72	75	67	79	93	83	82
- Restaurants	141	126	134	140	139	142	138	142	169	148
<b>Leisure:</b>										
	<b>429</b>	<b>433</b>	<b>430</b>	<b>459</b>	<b>412</b>	<b>385</b>	<b>478</b>	<b>393</b>	<b>422</b>	<b>500</b>
- Organized excursions	76	83	70	83	68	69	82	69	80	87
- Sport activities	79	67	98	62	71	76	77	43	60	122
- Cultural activities	54	70	50	58	51	43	85	57	57	43
- Museums	33	31	39	24	40	27	25	33	33	37
- Theme Parks	67	66	61	55	59	59	71	79	77	74
- Discos and pubs	58	46	51	50	52	59	74	62	71	72
- Wellness	62	71	61	126	70	52	64	50	45	64
<b>Purchases of goods:</b>										
	<b>641</b>	<b>292</b>	<b>137</b>	<b>285</b>	<b>166</b>	<b>544</b>	<b>82</b>	<b>291</b>	<b>140,097</b>	<b>125</b>
- Souvenirs	66	61	53	77	62	63	63	63	75	79
- Real estate	495	144	65	0	0	400	0	95	140,000	10
- Other purchases	79	88	19	207	105	81	19	134	22	36
<b>Others:</b>										
	<b>145</b>	<b>134</b>	<b>53</b>	<b>67</b>	<b>102</b>	<b>226</b>	<b>134</b>	<b>198</b>	<b>100</b>	<b>125</b>
- Medical expenses	27	38	7	17	27	22	77	29	21	17
- Other expenses	118	96	46	49	75	203	57	169	79	108

# Profile of the Spanish tourist according to region of residence (2023)

## TOURIST PROFILE

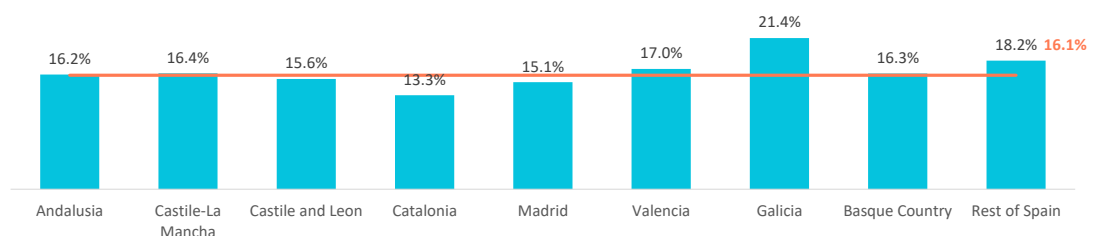
### Who are they?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Gender</b>										
Percentage of men	50.9%	52.7%	54.5%	46.9%	49.9%	52.6%	50.8%	41.2%	44.2%	54.2%
Percentage of women	49.1%	47.3%	45.5%	53.1%	50.1%	47.4%	49.2%	58.8%	55.8%	45.8%
<b>Age</b>										
Average age (tourists above 16 years old)	39.97	37.62	39.68	40.80	39.65	39.95	39.00	39.76	44.78	40.71
Standard deviation	13.9	13.1	14.2	14.3	14.0	13.7	12.7	13.2	15.2	14.6
<b>Age range</b>										
16-24 years old	13.8%	16.2%	12.4%	11.6%	16.4%	13.0%	13.8%	13.8%	7.8%	14.1%
25-30 years old	17.1%	21.8%	21.4%	19.2%	14.9%	17.0%	13.7%	12.9%	14.4%	17.7%
31-45 years old	36.8%	35.9%	37.8%	34.4%	36.9%	37.6%	44.4%	42.7%	31.1%	33.4%
46-60 years old	22.6%	20.1%	17.0%	21.5%	22.8%	23.2%	20.2%	23.2%	28.7%	22.9%
Over 60 years old	9.8%	6.0%	11.3%	13.3%	9.0%	9.2%	7.8%	7.4%	18.0%	11.9%
<b>Occupation</b>										
Salaried worker	64.1%	61.1%	63.8%	63.5%	64.2%	68.0%	61.8%	62.1%	62.3%	62.1%
Self-employed	10.7%	12.2%	9.2%	11.0%	13.3%	8.9%	11.9%	10.6%	8.8%	10.9%
Unemployed	2.2%	2.7%	4.3%	3.2%	2.2%	1.7%	2.6%	2.3%	1.0%	2.0%
Business owner	8.5%	8.5%	7.9%	5.8%	8.6%	8.5%	8.9%	10.4%	9.4%	7.9%
Student	6.3%	8.8%	4.8%	6.2%	4.8%	5.7%	8.7%	6.9%	4.2%	6.3%
Retired	7.2%	5.8%	9.2%	8.7%	6.3%	6.1%	5.2%	7.0%	12.6%	8.9%
Unpaid domestic work	0.4%	0.5%	0.5%	0.6%	0.1%	0.2%	0.2%	0.2%	0.9%	0.5%
Others	0.8%	0.4%	0.3%	1.0%	0.5%	0.9%	0.7%	0.3%	0.8%	1.3%
<b>Annual household income level</b>										
Less than €25,000	22.5%	28.3%	25.0%	32.2%	20.7%	18.8%	27.4%	23.4%	16.7%	22.6%
€25,000 - €49,999	46.8%	45.5%	51.9%	47.1%	46.0%	46.6%	45.1%	51.2%	45.6%	47.6%
€50,000 - €74,999	18.9%	16.3%	16.1%	15.2%	20.3%	19.6%	16.2%	14.9%	25.6%	19.8%
More than €74,999	11.8%	9.8%	7.0%	5.6%	13.0%	15.0%	11.4%	10.5%	12.2%	10.0%
<b>Education level</b>										
No studies	0.4%	0.3%	3.0%	1.1%	0.1%	0.1%	1.0%	0.8%	0.2%	0.4%
Primary education	2.4%	1.8%	6.1%	2.5%	2.0%	1.9%	3.4%	3.0%	2.6%	2.6%
Secondary education	15.9%	15.1%	21.7%	19.8%	15.8%	13.6%	15.6%	17.7%	18.2%	16.8%
Higher education	81.3%	82.9%	69.2%	76.6%	82.1%	84.4%	80.0%	78.4%	79.0%	80.2%

### Who do they come with?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Unaccompanied	16.3%	15.2%	8.2%	15.8%	16.8%	20.2%	17.9%	10.7%	10.3%	15.7%
Only with partner	39.7%	39.5%	47.6%	39.4%	42.0%	36.4%	36.4%	39.6%	44.6%	41.5%
Only with children (< 13 years old)	4.3%	4.2%	4.8%	3.4%	3.8%	3.7%	4.0%	7.4%	4.9%	4.8%
Partner + children (< 13 years old)	7.9%	7.9%	9.5%	9.6%	7.1%	7.5%	9.7%	10.0%	5.9%	8.0%
Other relatives	8.3%	8.5%	9.0%	6.8%	7.4%	8.3%	7.1%	8.3%	10.7%	8.5%
Friends	9.1%	9.4%	6.3%	13.7%	8.9%	8.6%	8.7%	8.6%	9.2%	9.8%
Work colleagues	2.3%	3.3%	1.4%	0.2%	2.0%	3.0%	4.2%	0.8%	0.4%	1.7%
Organized trip	0.2%	0.4%	0.3%	0.2%	0.0%	0.2%	0.3%	0.3%	0.2%	0.1%
Other combinations <sup>(2)</sup>	11.8%	11.5%	13.0%	10.9%	11.9%	12.0%	11.9%	14.3%	14.0%	9.9%
<sup>(2)</sup> Different situations have been isolated										
<b>Tourists with children</b>	<b>16.1%</b>	<b>16.2%</b>	<b>16.4%</b>	<b>15.6%</b>	<b>13.3%</b>	<b>15.1%</b>	<b>17.0%</b>	<b>21.4%</b>	<b>16.3%</b>	<b>18.2%</b>
- Between 0 and 2 years old	1.5%	1.3%	1.4%	2.8%	1.0%	1.8%	2.1%	2.8%	1.1%	1.0%
- Between 3 and 12 years old	13.3%	14.0%	14.0%	12.5%	11.3%	12.1%	13.3%	16.6%	13.6%	16.0%
- Between 0-2 and 3-12 years old	1.2%	0.9%	1.0%	0.3%	1.0%	1.3%	1.6%	2.0%	1.7%	1.2%
<b>Tourists without children</b>	<b>83.9%</b>	<b>83.8%</b>	<b>83.6%</b>	<b>84.4%</b>	<b>86.7%</b>	<b>84.9%</b>	<b>83.0%</b>	<b>78.6%</b>	<b>83.7%</b>	<b>81.8%</b>
<b>Group composition:</b>										
- 1 person	19.8%	19.8%	10.2%	18.1%	20.3%	23.7%	22.4%	13.2%	13.0%	18.8%
- 2 people	47.6%	46.4%	53.8%	47.8%	50.9%	44.8%	44.9%	46.3%	54.9%	48.1%
- 3 people	12.4%	10.7%	10.6%	15.2%	11.5%	11.1%	14.6%	19.4%	11.6%	13.3%
- 4 or 5 people	16.2%	17.1%	22.7%	15.1%	14.1%	16.5%	15.3%	18.8%	15.4%	15.7%
- 6 or more people	4.0%	6.0%	2.7%	3.9%	3.1%	4.0%	2.8%	2.3%	5.1%	4.1%
<b>Average group size:</b>	<b>2.50</b>	2.60	2.64	2.54	2.39	2.46	2.43	2.63	2.63	2.50

\*People who share the main expenses of the trip



# Profile of the Spanish tourist according to region of residence (2023)

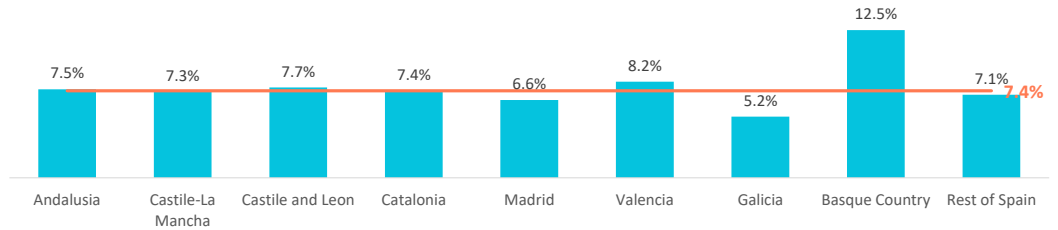


## TRIP BOOKING

How far in advance do they book their trip?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
The same day	1.3%	1.4%	2.0%	1.1%	1.8%	1.1%	0.5%	2.3%	0.5%	1.2%
Between 1 and 30 days	31.6%	30.6%	29.9%	32.0%	29.6%	33.9%	35.7%	30.9%	29.5%	30.0%
Between 1 and 2 months	31.1%	32.8%	34.6%	30.8%	29.1%	31.0%	27.4%	33.5%	25.0%	33.9%
Between 3 and 6 months	28.7%	27.7%	26.2%	28.3%	32.1%	27.4%	28.3%	28.2%	32.5%	27.8%
More than 6 months	7.4%	7.5%	7.3%	7.7%	7.4%	6.6%	8.2%	5.2%	12.5%	7.1%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



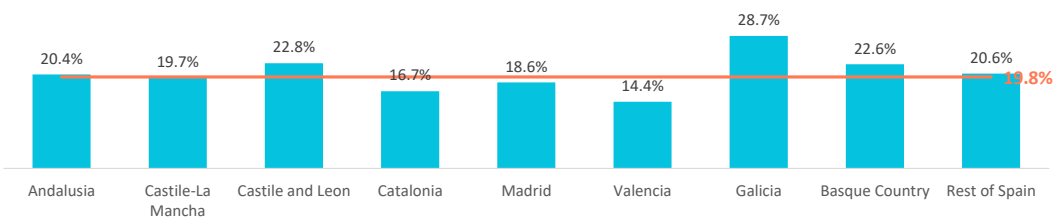
With whom did they book their flight and accommodation?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Flight</b>										
- Directly with the airline	70.2%	68.4%	63.7%	64.2%	74.9%	73.0%	71.6%	63.7%	62.8%	70.5%
- Tour Operator or Travel Agency	29.8%	31.6%	36.3%	35.8%	25.1%	27.0%	28.4%	36.3%	37.2%	29.5%
<b>Accommodation</b>										
- Directly with the accommodation	53.5%	52.8%	39.0%	47.6%	57.8%	55.2%	55.4%	51.0%	53.3%	52.5%
- Tour Operator or Travel Agency	46.5%	47.2%	61.0%	52.4%	42.2%	44.8%	44.6%	49.0%	46.7%	47.5%

What do they book?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Room only	35.2%	40.6%	33.9%	31.2%	39.5%	33.5%	43.6%	30.9%	28.4%	32.5%
Bed and Breakfast	18.6%	15.4%	20.7%	14.2%	19.1%	22.9%	18.6%	15.2%	12.5%	19.0%
Half board	21.8%	19.4%	20.8%	24.0%	21.9%	20.0%	20.0%	20.9%	31.6%	23.3%
Full board	4.5%	4.3%	4.8%	7.8%	2.9%	5.1%	3.3%	4.3%	5.0%	4.6%
All inclusive	19.8%	20.4%	19.7%	22.8%	16.7%	18.6%	14.4%	28.7%	22.6%	20.6%

% TOURISTS WHO BOOK ALL INCLUSIVE



## ACCOMMODATION

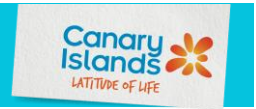
	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
1-2-3* Hotel	11.5%	11.6%	17.3%	14.5%	9.4%	11.9%	11.4%	12.5%	11.8%	10.3%
4* Hotel	35.7%	33.9%	34.7%	43.4%	34.0%	34.5%	31.3%	38.8%	39.8%	37.8%
5* Hotel / 5* Luxury Hotel	7.7%	6.5%	5.7%	2.9%	8.0%	7.7%	8.0%	7.5%	11.9%	8.5%
Aparthotel / Tourist Villa	15.9%	16.9%	18.5%	15.4%	15.7%	13.5%	18.9%	19.0%	17.4%	16.1%
House/room rented in a private dwelling	7.8%	9.1%	7.1%	4.9%	10.1%	6.9%	9.8%	6.3%	6.0%	7.8%
Private accommodation <sup>(1)</sup>	17.3%	17.0%	11.7%	15.8%	17.8%	21.8%	16.2%	12.1%	9.7%	15.9%
Others (Cottage, cruise, camping,...)	4.1%	4.9%	5.0%	3.0%	5.1%	3.7%	4.4%	3.8%	3.5%	3.6%

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

### TYPE OF ACCOMMODATION



# Profile of the Spanish tourist according to region of residence (2023)



## TRIP MOTIVATION AND DESTINATION CHOICE

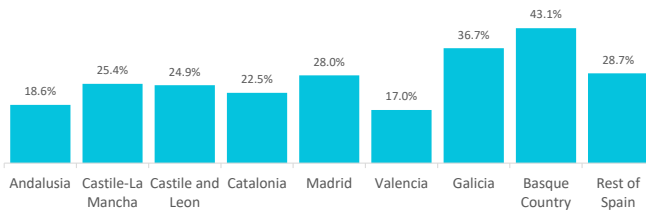
### What is the main reason for visiting the Canary Islands?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Holidays	72.9%	69.1%	78.7%	82.9%	73.2%	67.2%	66.5%	80.6%	87.8%	75.5%
Family reasons	17.3%	19.1%	14.1%	11.8%	18.5%	20.9%	18.9%	10.7%	9.3%	15.6%
Business	6.8%	7.2%	4.7%	2.4%	6.0%	9.0%	9.7%	6.6%	2.0%	5.8%
Education and training	0.6%	1.8%	0.9%	1.1%	0.2%	0.4%	0.5%	0.8%	0.2%	0.6%
Sports training	0.6%	0.4%	0.7%	0.9%	0.7%	0.6%	0.2%	0.6%	0.2%	1.0%
Health	0.1%	0.3%	0.0%	0.0%	0.0%	0.1%	0.4%	0.0%	0.1%	0.0%
Conventions and Exhibitions	0.8%	1.3%	0.9%	0.2%	0.5%	0.7%	2.8%	0.0%	0.2%	0.6%
Others	0.8%	0.8%	0.0%	0.7%	0.8%	1.1%	1.1%	0.8%	0.1%	0.9%

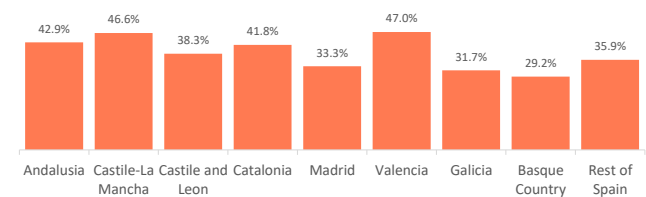
### What is the main motivation for their holidays?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Rest	26.7%	18.6%	25.4%	24.9%	22.5%	28.0%	17.0%	36.7%	43.1%	28.7%
Enjoy family time	22.3%	22.7%	17.9%	20.4%	21.8%	25.6%	23.2%	19.4%	16.0%	21.7%
Have fun	10.5%	12.8%	7.6%	12.8%	10.3%	10.1%	9.1%	9.6%	8.6%	10.8%
Explore the destination	37.4%	42.9%	46.6%	38.3%	41.8%	33.3%	47.0%	31.7%	29.2%	35.9%
Practice their hobbies	1.5%	0.9%	1.0%	1.7%	1.8%	1.5%	1.6%	1.0%	1.9%	1.5%
Other reasons	1.6%	2.1%	1.6%	1.8%	1.8%	1.4%	2.2%	1.7%	1.2%	1.3%

#### REST



#### EXPLORE THE DESTINATION



### Importance of each factor in the destination choice

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Climate	63.2%	54.9%	60.6%	68.2%	66.6%	62.4%	56.0%	71.4%	75.9%	61.3%
Landscapes	53.5%	56.0%	60.9%	51.1%	58.8%	54.2%	57.7%	39.7%	44.0%	52.3%
Tranquility	51.3%	49.5%	46.4%	48.2%	55.7%	51.9%	43.5%	54.5%	53.2%	50.3%
Sea	46.5%	44.1%	45.6%	49.2%	49.4%	49.5%	39.3%	47.7%	46.5%	41.9%
Environment	43.3%	45.1%	52.0%	43.8%	47.5%	44.2%	41.8%	33.0%	34.6%	42.3%
Beaches	42.5%	43.6%	41.4%	46.6%	46.1%	44.5%	35.2%	40.1%	41.9%	36.9%
Safety	40.9%	42.3%	37.7%	44.7%	44.0%	40.9%	36.6%	42.8%	35.7%	39.4%
European belonging	38.7%	42.7%	46.0%	40.8%	39.8%	37.5%	35.0%	42.7%	32.7%	36.1%
Authenticity	34.1%	33.6%	37.1%	34.5%	41.4%	34.2%	35.9%	27.9%	24.2%	32.5%
Gastronomy	32.0%	35.8%	32.8%	28.6%	36.5%	33.4%	33.0%	24.3%	21.4%	30.0%
Price	31.3%	33.5%	33.3%	32.4%	33.6%	30.8%	31.0%	30.8%	27.2%	29.5%
Effortless trip	28.9%	33.1%	26.0%	29.6%	28.8%	29.3%	28.2%	29.0%	26.2%	26.0%
Fun possibilities	27.7%	34.2%	27.6%	30.7%	25.7%	26.2%	24.8%	32.6%	21.1%	27.5%
Accommodation supply	25.2%	23.0%	22.1%	28.8%	26.5%	23.8%	20.0%	31.3%	30.3%	24.9%
Exoticism	19.2%	22.6%	25.1%	18.2%	22.3%	18.2%	19.5%	16.8%	10.9%	18.7%
Historical heritage	16.7%	15.4%	18.8%	17.3%	19.0%	18.1%	15.9%	14.6%	14.3%	14.5%
Hiking trail network	16.3%	16.3%	18.7%	18.9%	16.5%	15.7%	18.1%	13.2%	15.4%	17.2%
Culture	13.1%	12.8%	18.9%	12.5%	12.9%	14.9%	12.3%	11.3%	7.9%	12.4%
Nightlife	10.4%	12.8%	9.1%	15.4%	9.0%	10.4%	7.9%	12.3%	7.6%	9.6%
Shopping	8.4%	8.4%	7.4%	11.4%	7.9%	8.2%	6.0%	8.4%	7.5%	9.4%

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?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Previous visits to the Canary Islands	35.0%	25.8%	25.5%	34.0%	35.5%	38.9%	27.6%	40.1%	44.8%	34.9%
Friends or relatives	38.7%	39.1%	37.2%	36.1%	39.5%	41.4%	38.8%	34.6%	26.4%	40.8%
Internet or social media	49.1%	49.0%	48.8%	49.8%	52.9%	47.0%	51.3%	50.7%	47.3%	48.5%
Mass Media	1.2%	1.5%	0.8%	1.3%	1.1%	0.9%	2.5%	1.1%	1.2%	1.0%
Travel guides and magazines	3.3%	2.6%	5.1%	0.8%	4.5%	3.7%	4.5%	1.8%	1.5%	3.4%
Travel Blogs or Forums	9.5%	9.8%	9.8%	9.9%	12.1%	8.0%	9.7%	10.6%	6.2%	9.9%
Travel TV Channels	0.5%	0.7%	0.4%	0.6%	0.3%	0.2%	1.9%	0.4%	0.3%	0.5%
Tour Operator or Travel Agency	10.3%	11.4%	17.0%	16.4%	6.5%	8.9%	8.8%	13.7%	14.3%	10.2%
Public administrations or similar	1.1%	0.9%	0.0%	2.3%	0.5%	1.5%	0.9%	1.1%	0.7%	1.2%
Others	5.0%	5.5%	5.7%	3.7%	5.7%	5.1%	5.0%	3.8%	3.0%	5.1%

\* Multi-choice question

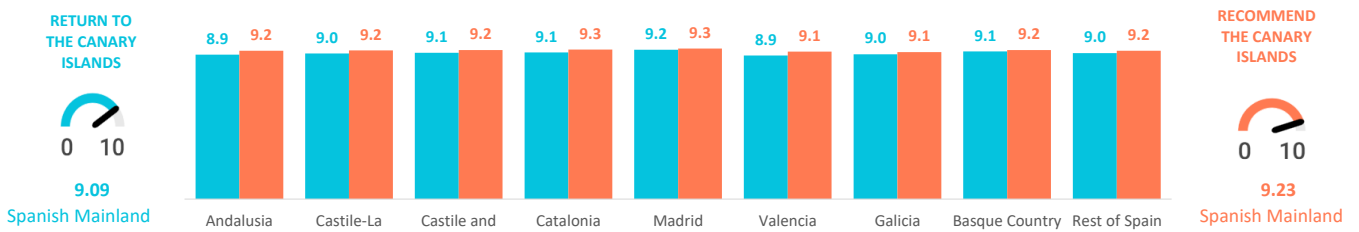
# Profile of the Spanish tourist according to region of residence (2023)



## SATISFACTION AND LOYALTY INDICATORS

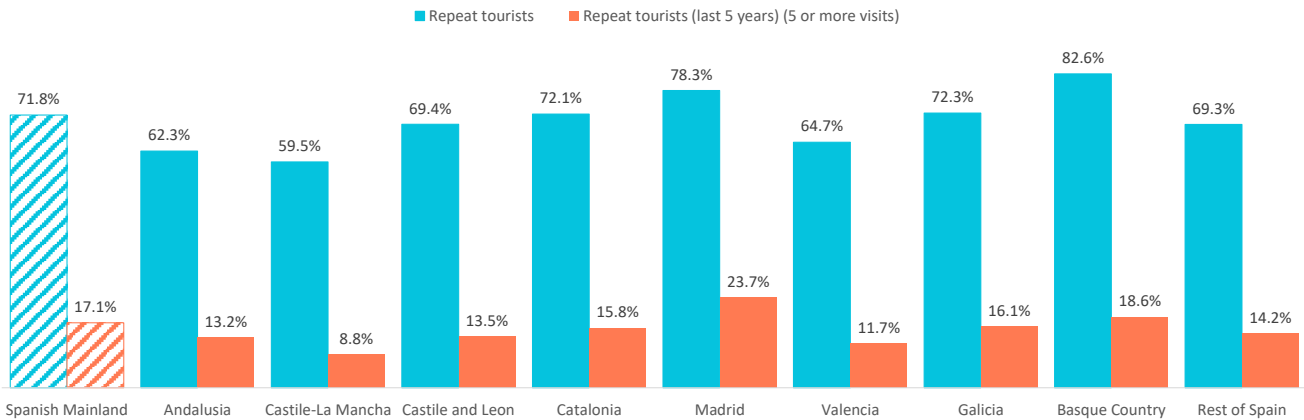
### Satisfaction

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Satisfaction (scale 0-10)</b>										
Average rating	<b>8.83</b>	8.79	8.76	8.82	8.89	8.88	8.75	8.70	8.82	8.82
<b>Experience in the Canary Islands</b>										
Worse or much worse than expected	<b>3.3%</b>	4.6%	2.9%	2.6%	2.6%	3.2%	3.3%	3.8%	2.6%	3.6%
Lived up to expectations	<b>49.4%</b>	44.8%	48.4%	50.4%	47.3%	50.8%	44.5%	54.9%	56.2%	49.7%
Better or much better than expected	<b>47.3%</b>	50.6%	48.7%	47.0%	50.1%	46.0%	52.1%	41.3%	41.2%	46.7%
<b>Future intentions (scale 1-10)</b>										
Return to the Canary Islands	<b>9.09</b>	8.95	9.02	9.06	9.08	9.25	8.89	8.97	9.15	9.04
Recommend visiting the Canary Islands	<b>9.23</b>	9.19	9.20	9.23	9.26	9.33	9.13	9.10	9.23	9.18



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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Repeat tourists</b>	<b>71.8%</b>	62.3%	59.5%	69.4%	72.1%	78.3%	64.7%	72.3%	82.6%	69.3%
At least 10 previous visits	<b>18.4%</b>	13.7%	11.0%	14.8%	17.0%	24.4%	13.4%	18.9%	21.4%	15.8%
Repeat tourists (last 5 years)	<b>64.8%</b>	55.7%	51.4%	60.6%	66.2%	70.8%	56.6%	65.9%	75.3%	63.0%
Repeat tourists (last 5 years) (5 or more visits)	<b>17.1%</b>	13.2%	8.8%	13.5%	15.8%	23.7%	11.7%	16.1%	18.6%	14.2%



## ISLANDS

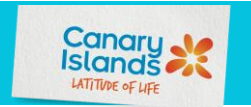
### How many islands do they visit during their trip?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>One island</b>	<b>88.9%</b>	88.8%	94.7%	89.7%	88.5%	89.4%	87.7%	89.5%	89.4%	87.1%
Two islands	<b>9.5%</b>	9.3%	4.1%	9.2%	9.7%	9.3%	10.9%	9.7%	9.1%	10.8%
Three or more islands	<b>1.6%</b>	1.9%	1.2%	1.0%	1.8%	1.3%	1.4%	0.9%	1.5%	2.2%

### Visited islands during their trip (with overnight staying)

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Lanzarote</b>	<b>17.2%</b>	15.7%	13.5%	9.3%	22.6%	13.8%	15.2%	23.8%	25.4%	17.7%
Fuerteventura	<b>10.0%</b>	18.2%	9.2%	5.1%	13.9%	8.6%	2.9%	4.2%	5.2%	10.7%
Gran Canaria	<b>28.7%</b>	25.7%	25.8%	29.3%	27.4%	31.7%	24.1%	28.9%	31.9%	28.0%
Tenerife	<b>45.5%</b>	45.1%	52.7%	53.5%	37.5%	47.3%	60.0%	44.8%	38.0%	44.4%
La Gomera	<b>0.8%</b>	0.7%	0.4%	0.6%	0.4%	1.0%	1.1%	0.0%	0.7%	1.0%
La Palma	<b>3.3%</b>	2.4%	1.0%	6.0%	4.2%	3.8%	1.4%	2.5%	3.7%	3.0%
El Hierro	<b>0.6%</b>	0.3%	0.2%	0.5%	0.5%	0.6%	0.4%	1.2%	0.4%	0.9%
Cruise	<b>0.1%</b>	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%

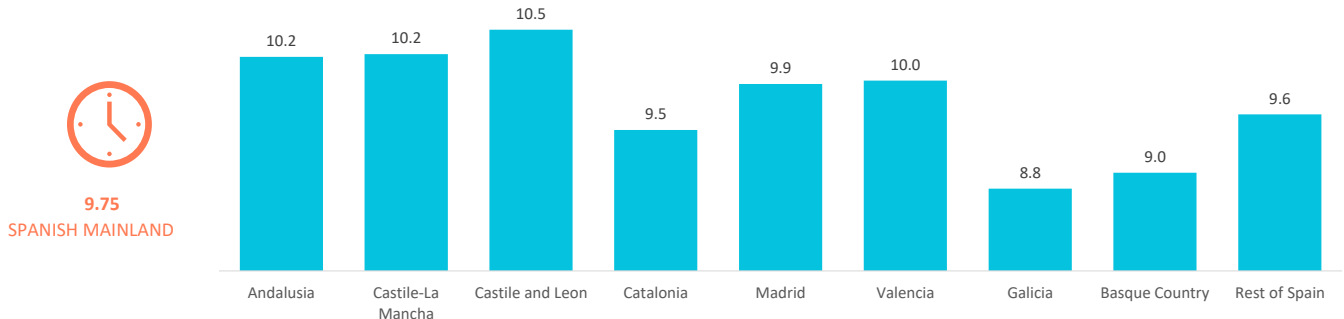
# Profile of the Spanish tourist according to region of residence (2023)



## ACTIVITIES IN THE CANARY ISLANDS

### Outdoor time per day

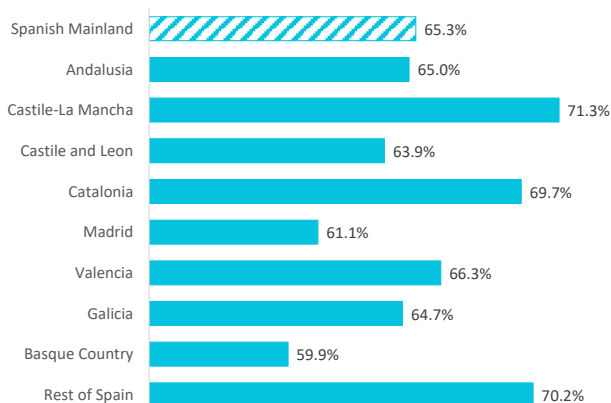
	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
0 hours	0.8%	0.8%	0.3%	0.4%	0.8%	0.9%	1.2%	1.1%	0.4%	0.5%
1 - 2 hours	3.3%	2.0%	1.7%	2.8%	2.4%	3.0%	2.8%	7.0%	5.1%	4.4%
3 - 6 hours	17.4%	15.5%	12.6%	13.7%	19.5%	16.6%	14.4%	24.1%	23.6%	16.4%
7 - 12 hours	59.3%	58.8%	66.0%	58.2%	61.1%	59.3%	61.2%	51.1%	55.2%	61.1%
More than 12 hours	19.3%	22.9%	19.4%	24.8%	16.2%	20.2%	20.3%	16.8%	15.7%	17.6%
<b>Outdoor time per day</b>	<b>9.8</b>	<b>10.2</b>	<b>10.2</b>	<b>10.5</b>	<b>9.5</b>	<b>9.9</b>	<b>10.0</b>	<b>8.8</b>	<b>9.0</b>	<b>9.6</b>



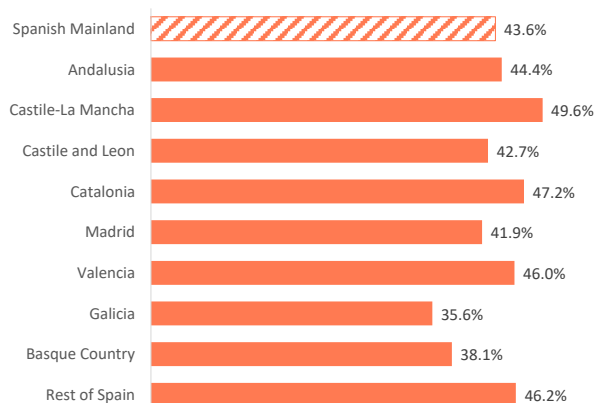
### Activities in the Canary Islands

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Walk, wander	75.4%	73.3%	76.5%	78.6%	74.4%	72.8%	75.8%	79.9%	82.9%	76.9%
Beach	72.6%	68.8%	80.5%	75.9%	72.4%	74.4%	66.6%	71.6%	73.5%	72.5%
Explore the island on their own	65.3%	65.0%	71.3%	63.9%	69.7%	61.1%	66.3%	64.7%	59.9%	70.2%
Swimming pool, hotel facilities	46.5%	38.8%	45.5%	54.0%	44.7%	42.8%	41.3%	59.6%	63.1%	49.6%
Taste Canarian gastronomy	43.6%	44.4%	49.6%	42.7%	47.2%	41.9%	46.0%	35.6%	38.1%	46.2%
Hiking	23.5%	22.2%	28.9%	22.7%	26.6%	22.1%	23.2%	16.6%	25.2%	25.4%
Wineries / markets / popular festivals	18.2%	17.4%	21.7%	17.5%	21.7%	15.8%	15.7%	19.8%	17.7%	19.9%
Museums / exhibitions	17.8%	17.4%	21.5%	16.0%	22.3%	14.8%	18.6%	19.6%	16.1%	18.7%
Nightlife / concerts / shows	17.5%	18.5%	15.0%	24.6%	14.5%	18.3%	15.8%	18.8%	11.9%	19.0%
Theme parks	16.2%	21.0%	20.0%	23.3%	12.7%	11.8%	18.1%	22.1%	13.7%	18.3%
Organized excursions	15.3%	16.9%	17.7%	20.4%	17.6%	12.1%	16.5%	13.6%	13.3%	16.5%
Other Nature Activities	13.2%	14.5%	15.1%	12.8%	16.2%	12.0%	14.8%	11.2%	9.3%	12.8%
Sea excursions / whale watching	10.5%	10.0%	10.5%	13.0%	11.1%	9.2%	13.5%	7.0%	8.1%	13.4%
Practice other sports	5.5%	4.9%	6.2%	7.0%	4.1%	6.2%	4.6%	3.8%	7.7%	5.6%
Running	5.4%	3.7%	5.9%	6.5%	5.6%	5.6%	5.2%	3.7%	6.7%	5.8%
Astronomical observation	4.8%	3.7%	6.1%	4.7%	5.4%	5.4%	6.4%	1.8%	3.6%	4.8%
Beauty and health treatments	4.0%	3.2%	4.8%	3.6%	4.4%	3.4%	4.5%	3.3%	6.2%	4.3%
Surf	3.1%	3.5%	1.9%	1.5%	5.0%	2.6%	2.1%	2.1%	2.8%	3.3%
Scuba Diving	3.0%	3.7%	3.0%	3.6%	3.0%	3.3%	2.4%	1.4%	2.5%	2.6%
Swim	2.2%	2.4%	1.9%	3.3%	2.4%	1.9%	2.6%	1.6%	2.2%	2.4%
Cycling / Mountain bike	1.7%	1.3%	1.0%	0.9%	1.9%	1.6%	1.3%	1.0%	2.4%	2.3%
Golf	1.1%	1.3%	0.8%	0.2%	0.5%	1.3%	1.2%	0.7%	1.4%	1.6%
Windsurf / Kitesurf	0.8%	0.7%	0.4%	0.4%	1.3%	0.7%	0.8%	0.4%	0.0%	1.1%

#### Explore the island on their own



#### Taste Canarian gastronomy



# Profile of the Spanish tourist according to region of residence (2023)

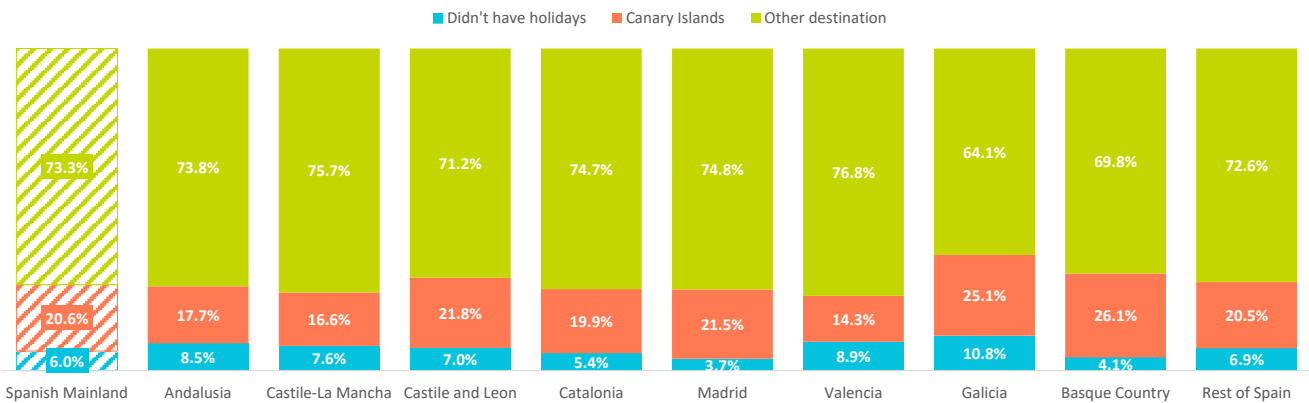


## COMPETITORS

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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Didn't have holidays	6.0%	8.5%	7.6%	7.0%	5.4%	3.7%	8.9%	10.8%	4.1%	6.9%
Canary Islands	20.6%	17.7%	16.6%	21.8%	19.9%	21.5%	14.3%	25.1%	26.1%	20.5%
Other destination	73.3%	73.8%	75.7%	71.2%	74.7%	74.8%	76.8%	64.1%	69.8%	72.6%
Balearic Islands	7.2%	7.3%	5.9%	5.4%	9.7%	5.2%	8.7%	5.4%	9.9%	8.4%
Rest of Spain	34.1%	34.7%	44.1%	35.5%	28.5%	38.3%	36.2%	26.9%	30.7%	31.9%
Italy	6.4%	6.3%	5.4%	4.9%	8.5%	6.0%	8.1%	5.1%	6.3%	5.3%
France	4.4%	4.8%	5.7%	3.4%	5.4%	3.7%	5.7%	2.9%	4.0%	5.1%
Turkey	0.9%	0.8%	0.1%	1.3%	0.7%	1.4%	0.1%	0.2%	0.9%	1.1%
Greece	1.6%	1.6%	1.5%	1.5%	1.7%	1.8%	1.0%	1.5%	2.1%	1.3%
Portugal	5.6%	7.0%	3.2%	5.2%	3.9%	5.9%	3.5%	10.9%	5.3%	5.1%
Croatia	0.5%	0.2%	0.8%	0.5%	0.9%	0.7%	0.2%	0.6%	0.4%	0.2%
Egypt	1.0%	1.0%	0.3%	0.7%	1.1%	0.8%	1.1%	1.0%	0.9%	1.8%
Tunisia	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Morocco	1.3%	1.4%	0.6%	0.3%	1.9%	1.2%	1.9%	0.7%	1.5%	1.4%
Others	10.1%	8.7%	8.1%	12.5%	12.2%	9.7%	10.2%	9.0%	7.9%	10.9%

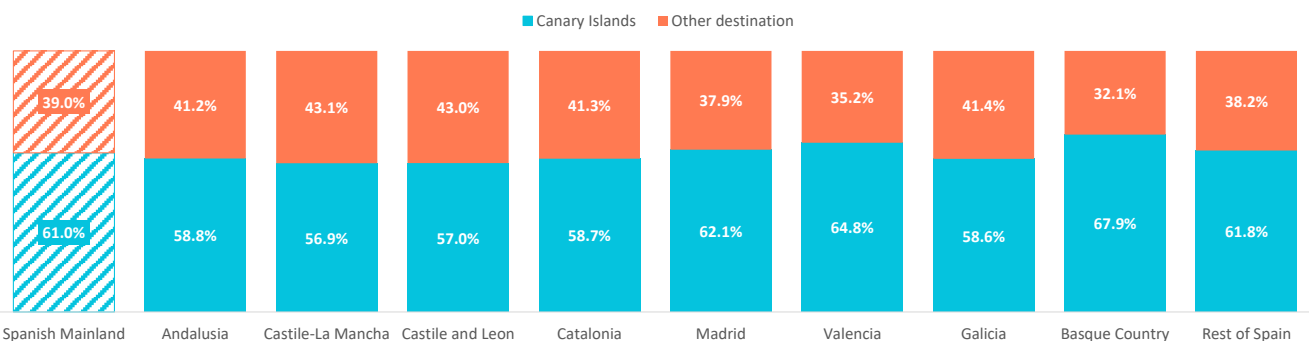
\* Percentage of valid answers



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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
None (I was clear about "this Canary Island")	36.9%	36.4%	34.8%	34.8%	33.5%	38.5%	44.5%	33.5%	39.0%	36.4%
Canary Islands (other island)	24.1%	22.4%	22.1%	22.2%	25.2%	23.6%	20.4%	25.1%	28.9%	25.4%
Other destination	39.0%	41.2%	43.1%	43.0%	41.3%	37.9%	35.2%	41.4%	32.1%	38.2%
Balearic Islands	8.7%	9.1%	10.7%	10.5%	9.1%	7.5%	6.9%	11.6%	7.9%	8.8%
Rest of Spain	9.3%	9.9%	10.7%	10.8%	8.1%	9.4%	8.7%	11.2%	7.2%	9.1%
Italy	4.7%	4.9%	7.1%	4.5%	5.0%	4.7%	4.2%	4.6%	3.3%	4.6%
France	1.7%	2.3%	2.2%	2.0%	1.3%	1.7%	1.4%	1.5%	1.6%	1.4%
Turkey	0.9%	0.8%	0.4%	0.9%	0.8%	1.0%	0.6%	0.3%	1.3%	1.1%
Greece	3.4%	3.1%	3.7%	2.8%	5.0%	3.1%	3.6%	2.7%	2.2%	3.6%
Portugal	4.1%	4.8%	3.2%	3.6%	5.1%	4.2%	2.6%	5.7%	2.7%	3.3%
Croatia	1.5%	1.4%	1.3%	1.5%	1.7%	2.1%	0.8%	1.0%	1.4%	0.8%
Egypt	1.7%	1.6%	1.2%	2.2%	1.8%	1.5%	1.8%	0.7%	1.7%	2.3%
Others	3.1%	3.2%	2.7%	4.1%	3.3%	2.6%	4.6%	2.1%	2.9%	3.1%

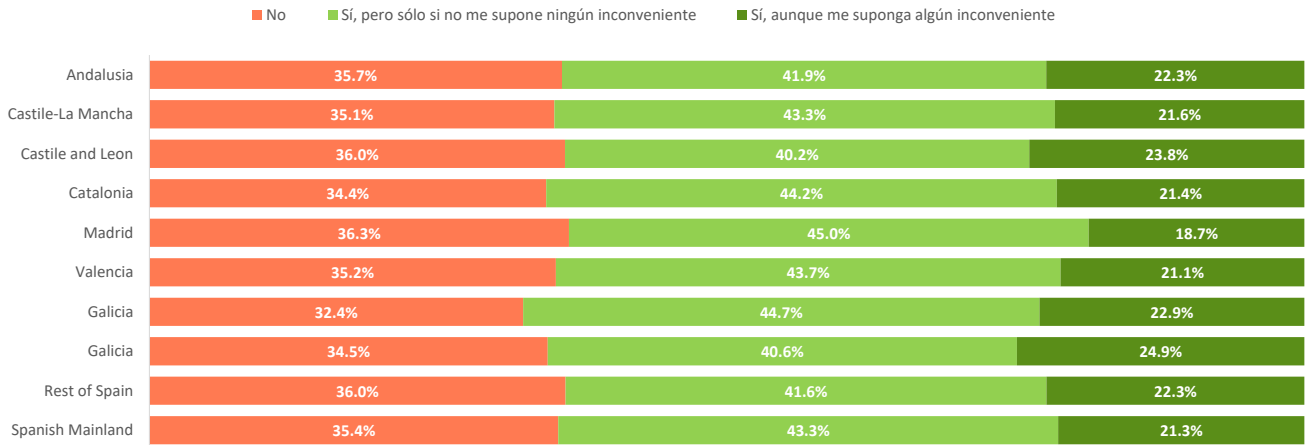
\* Percentage of valid answers



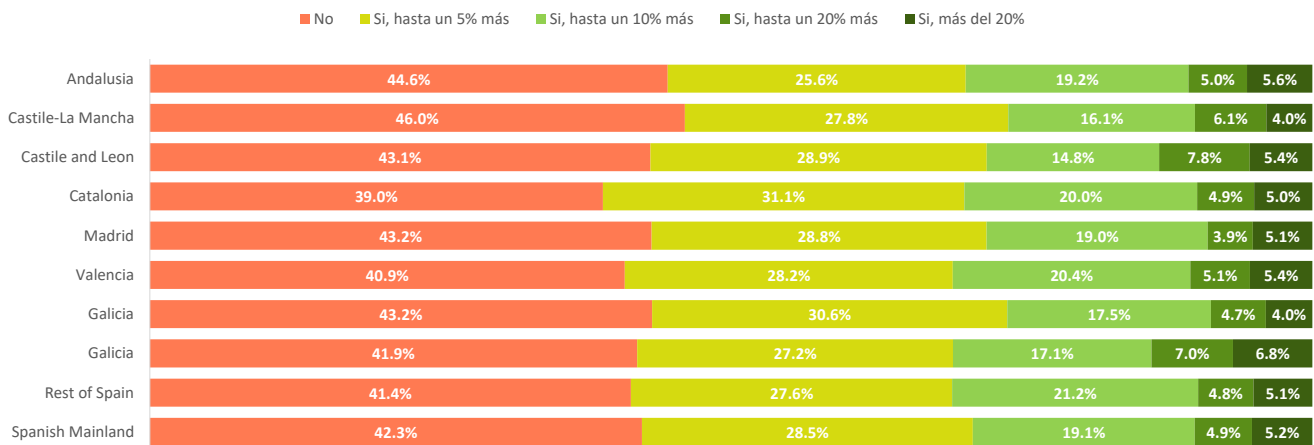


## SUSTAINABLE DESTINATION

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



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



Perception of the following sustainability measures during their stay \*

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Quality of life on the island	8.3	8.4	8.5	8.1	8.3	8.4	8.3	8.0	7.8	8.2
Tolerance towards tourism	8.7	8.7	8.8	8.8	8.7	8.7	8.8	8.7	8.6	8.7
Cleanliness of the island	8.2	8.4	8.3	7.9	8.2	8.2	8.3	8.0	7.8	8.1
Air quality	8.5	8.6	8.8	8.4	8.6	8.6	8.5	8.2	8.3	8.4
Rational water consumption	7.6	7.7	7.8	7.5	7.6	7.6	7.7	7.5	7.3	7.6
Energy saving	7.1	7.3	7.3	7.1	7.1	7.1	7.2	7.1	6.8	7.2
Use of renewable energy	7.1	7.3	7.1	7.1	7.2	7.1	7.1	6.9	6.8	7.1
Recycling	6.9	7.1	7.1	6.8	6.9	6.9	7.1	7.0	6.6	7.0
Easy to get around by public transport	6.9	7.1	7.1	7.5	6.7	6.6	7.1	7.2	7.0	7.0
Overcrowding in tourist areas	7.0	7.1	7.2	7.2	7.0	7.0	7.1	7.1	6.9	6.9
Supply of local products	7.6	7.6	7.9	7.7	7.4	7.6	7.7	7.4	7.2	7.6

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