

Profile of the British tourist according to region of residence (2023)



INBOUND TOURISM AND TOURIST EXPENDITURE

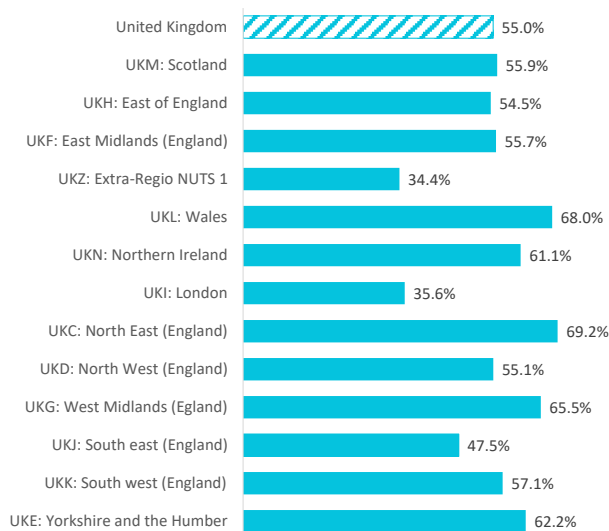
	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Tourist arrivals ≥ 16 years old (EGT)	4,810,709	498,445	445,899	349,593	30,691	295,038	148,560	514,210	196,408	549,881	356,935	631,711	381,061	412,276
% Tourists	100%	10.4%	9.3%	7.3%	0.6%	6.1%	3.1%	10.7%	4.1%	11.4%	7.4%	13.1%	7.9%	8.6%
- Lanzarote	1,265,031	91,338	126,799	121,985	2,721	79,638	30,179	124,692	50,831	142,345	129,649	150,555	98,431	115,868
- Fuerteventura	605,719	38,041	84,690	35,498	562	22,455	8,087	80,353	15,741	47,973	54,703	110,317	43,450	63,850
- Gran Canaria	779,522	109,149	69,592	68,316	3,065	27,202	31,824	97,210	39,692	79,323	64,662	83,616	52,994	52,878
- Tenerife	2,144,205	259,430	162,741	122,219	24,310	165,263	78,435	209,848	89,716	278,854	106,844	282,986	184,767	178,792
- La Palma	10,655	0	1,826	1,057	33	122	0	1,635	71	721	522	3,282	637	748
% tourists who book holiday package	55.0%	55.9%	54.5%	55.7%	34.4%	68.0%	61.1%	35.6%	69.2%	55.1%	65.5%	47.5%	57.1%	62.2%
Expenditure per tourist (€)	1,384	1,333	1,467	1,320	2,140	1,396	1,527	1,298	1,439	1,385	1,426	1,354	1,335	1,425
- book holiday package	1,528	1,479	1,516	1,482	1,898	1,508	1,672	1,486	1,477	1,556	1,571	1,525	1,497	1,589
- holiday package	1,258	1,168	1,291	1,222	1,626	1,256	1,291	1,225	1,220	1,239	1,325	1,268	1,264	1,313
- others	270	311	225	261	272	252	381	261	257	317	246	256	233	276
- do not book holiday package	1,208	1,149	1,410	1,117	2,267	1,159	1,298	1,194	1,351	1,176	1,151	1,200	1,120	1,155
- flight	316	277	471	317	586	307	357	300	295	293	318	309	269	264
- accommodation	460	406	551	414	1,021	440	497	474	468	430	392	502	411	422
- others	432	466	388	386	660	412	444	421	588	452	441	389	440	469
Average length of stay	8.85	9.41	8.80	8.86	13.56	8.45	8.11	8.78	8.83	8.94	8.55	8.55	8.71	9.20
Average daily expenditure (€)	176.2	166.1	185.9	168.4	233.8	178.4	202.6	175.5	175.8	172.4	179.6	178.7	172.2	172.4
Average daily expenditure without flight (€)	128.6	124.2	130.1	121.0	171.3	130.6	146.9	129.4	131.0	126.5	127.2	130.9	126.5	128.0
Average cost of the flight (€)	369.9	333.0	445.3	371.7	559.3	374.7	410.5	337.8	362.4	359.0	408.2	357.0	347.7	365.0
Total turnover (≥ 16 years old) (€m)	6,657	665	654	462	66	412	227	667	283	762	509	855	509	587
% Tourists	100%	10.0%	9.8%	6.9%	1.0%	6.2%	3.4%	10.0%	4.2%	11.4%	7.6%	12.9%	7.6%	8.8%

UKM: Scotland **UKH:** East of England **UKF:** East Midlands (England) **UKZ:** Extra-Regio NUTS 1 (includes Gibraltar, Channel Islands and Island of Man). **UKL:** Wales **UKN:** Northern Ireland **UKI:** London **UKC:** North East (England) **UKD:** North West (England) **UKG:** West Midlands (England) **UKJ:** South east (England) **UKK:** South west (England) **UKE:** Yorkshire and the Humber

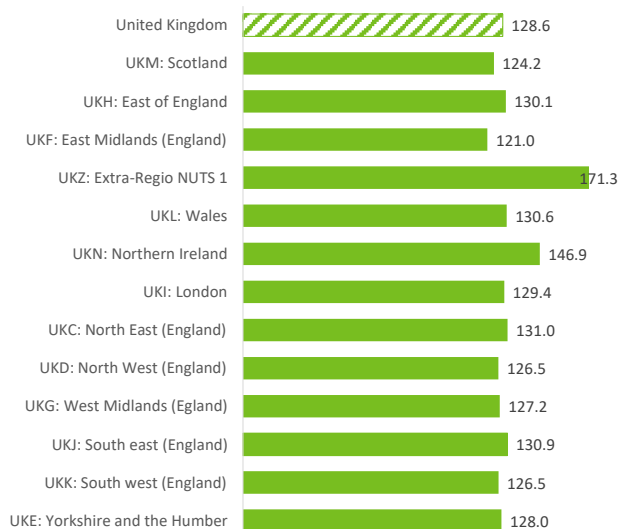
TOURISTS (≥ 16 YEARS OLD)



TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Accommodation:														
- Accommodation	85.5%	87.1%	86.1%	84.8%	80.4%	90.2%	91.9%	80.4%	90.6%	82.8%	88.3%	83.5%	85.9%	86.5%
- Additional accommodation expenses	6.4%	6.4%	6.6%	4.2%	11.8%	4.7%	12.9%	8.8%	5.7%	6.9%	4.2%	6.3%	6.8%	4.6%
Transport:														
- National/International Transport	95.3%	95.3%	94.6%	96.2%	97.3%	96.6%	99.0%	94.6%	96.1%	95.5%	96.2%	95.3%	93.8%	94.3%
- Flights between islands	3.6%	3.2%	2.6%	5.0%	4.8%	2.2%	6.0%	5.4%	3.4%	3.1%	1.9%	3.2%	4.0%	3.8%
- Taxi	66.1%	68.9%	64.1%	70.0%	53.7%	70.7%	68.7%	53.6%	72.5%	68.6%	70.0%	60.9%	65.5%	72.3%
- Car rental	16.7%	15.0%	16.8%	14.7%	24.0%	15.3%	15.9%	23.0%	11.5%	14.4%	16.0%	19.7%	18.4%	13.6%
- Public transport	8.8%	9.5%	7.9%	7.7%	10.9%	7.9%	11.1%	9.2%	8.2%	8.4%	8.5%	9.0%	9.7%	9.1%
Food and drink:														
- Food purchases at supermarkets	58.3%	64.6%	54.7%	58.9%	61.3%	54.0%	60.2%	63.9%	53.3%	57.1%	58.1%	57.2%	56.1%	57.0%
- Restaurants	67.3%	72.4%	61.0%	66.9%	70.7%	63.5%	71.4%	69.6%	62.9%	71.2%	65.3%	66.1%	66.8%	66.9%
Leisure:														
- Organized excursions	18.6%	17.5%	19.5%	18.7%	28.1%	16.2%	21.1%	20.0%	21.1%	19.5%	17.0%	17.7%	19.8%	16.8%
- Sport activities	7.8%	7.2%	7.2%	9.4%	10.1%	7.5%	12.8%	7.8%	7.6%	7.8%	7.0%	7.8%	7.8%	6.5%
- Cultural activities	2.2%	2.3%	1.7%	2.3%	1.5%	3.8%	2.8%	4.0%	1.1%	1.6%	1.3%	2.6%	1.5%	1.6%
- Museums	3.3%	2.7%	2.5%	3.5%	2.2%	3.9%	4.4%	5.6%	2.2%	2.5%	2.7%	3.4%	4.2%	2.7%
- Theme Parks	11.3%	9.8%	9.8%	11.8%	7.7%	16.3%	16.1%	11.6%	10.5%	10.9%	11.1%	11.0%	11.7%	9.5%
- Discos and pubs	15.1%	21.6%	12.6%	15.5%	13.4%	14.4%	22.7%	11.4%	22.0%	19.5%	14.0%	10.4%	9.6%	16.5%
- Wellness	5.7%	5.0%	6.1%	4.0%	3.1%	6.1%	8.6%	7.3%	4.0%	5.0%	6.5%	7.4%	5.1%	3.4%
Purchases of goods:														
- Souvenirs	41.2%	41.6%	39.0%	44.1%	44.2%	40.8%	44.8%	37.7%	39.3%	39.7%	45.4%	41.1%	43.2%	40.8%
- Real estate	0.1%	0.2%	0.2%	0.0%	0.0%	0.2%	0.2%	0.1%	0.2%	0.3%	0.0%	0.1%	0.0%	0.2%
- Other purchases	0.7%	0.7%	0.3%	1.0%	0.0%	0.3%	1.2%	0.2%	0.7%	0.5%	1.7%	0.6%	1.5%	0.5%
Others:														
- Medical expenses	7.0%	6.3%	7.9%	5.6%	7.0%	6.3%	5.8%	8.0%	6.3%	8.5%	6.3%	7.4%	6.7%	6.7%
- Other expenses	5.2%	4.2%	5.0%	3.8%	5.4%	5.3%	3.0%	6.4%	5.0%	5.5%	5.1%	6.0%	4.6%	6.2%

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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Expenditure per tourist and trip (€)														
Accommodation:	901	765	934	832	1,808	876	885	886	920	982	908	938	848	867
- Accommodation	741	671	800	700	1,286	744	728	712	740	735	749	766	728	774
- Additional accommodation expenses	160	93	134	132	522	132	157	174	180	247	159	172	120	93
Transport:	680	622	744	656	1,254	689	734	636	755	676	666	644	651	736
- National/International Transport	388	349	471	386	575	388	414	357	377	376	424	375	371	387
- Flights between islands	73	59	62	69	398	79	60	75	68	71	53	58	63	114
- Taxi	75	78	72	72	70	82	78	68	80	76	76	71	82	76
- Car rental	115	112	116	108	185	112	139	112	137	127	91	115	107	130
- Public transport	28	23	23	20	26	29	42	24	94	26	21	25	28	29
Food and drink:	310	331	290	287	380	274	309	316	314	329	294	305	295	338
- Food purchases at supermarkets	102	103	105	98	133	85	96	109	115	109	95	94	96	111
- Restaurants	208	228	186	189	247	190	213	207	199	221	200	212	198	227
Leisure:	529	529	525	494	562	587	535	517	613	558	478	499	507	550
- Organized excursions	90	77	85	101	143	88	96	85	102	98	88	91	86	93
- Sport activities	94	89	109	75	65	118	63	109	106	104	82	86	84	104
- Cultural activities	55	51	43	67	45	74	34	41	56	50	44	59	65	80
- Museums	41	52	42	40	21	52	44	41	42	53	32	26	45	34
- Theme Parks	73	68	77	66	57	78	83	74	66	74	78	71	73	72
- Discos and pubs	106	114	94	78	196	108	135	93	122	114	110	99	80	109
- Wellness	70	79	76	67	35	69	80	74	119	65	43	68	75	58
Purchases of goods:	405	440	214	283	85	204	138	450	605	208	161	1,191	191	574
- Souvenirs	80	92	73	83	85	73	102	72	112	85	82	65	80	76
- Real estate	204	65	75	0	0	109	15	350	100	53	0	1,078	0	436
- Other purchases	121	283	66	200	0	22	22	27	393	69	79	48	111	61
Others:	122	118	101	89	116	156	118	121	155	146	104	118	119	124
- Medical expenses	39	36	31	21	67	43	34	47	59	43	34	35	38	47
- Other expenses	83	82	69	68	49	114	84	74	96	103	70	83	81	77

Profile of the British tourist according to region of residence (2023)

TOURIST PROFILE

Who are they?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Gender														
Percentage of men	44.2%	42.8%	44.6%	48.5%	42.5%	43.0%	47.6%	47.2%	38.7%	42.0%	45.2%	43.9%	44.4%	42.5%
Percentage of women	55.8%	57.2%	55.4%	51.5%	57.5%	57.0%	52.4%	52.8%	61.3%	58.0%	54.8%	56.1%	55.6%	57.5%
Age														
Average age (tourists above 16 years old)	49.00	50.59	49.98	48.04	54.19	50.11	47.42	43.70	49.57	49.84	49.69	49.29	49.14	50.32
Standard deviation	16.7	16.6	17.0	16.3	15.5	16.8	15.6	15.8	15.9	17.6	16.6	16.5	16.9	16.4
Age range														
16-24 years old	8.7%	8.1%	8.4%	9.8%	1.2%	9.2%	10.9%	8.4%	7.8%	9.9%	7.8%	8.2%	10.4%	7.5%
25-30 years old	8.1%	6.8%	7.4%	7.0%	4.7%	8.1%	6.5%	15.5%	7.3%	8.9%	7.4%	6.4%	5.7%	7.6%
31-45 years old	27.4%	24.3%	27.6%	28.2%	26.9%	24.7%	28.4%	37.5%	25.7%	23.0%	26.7%	29.0%	27.2%	24.6%
46-60 years old	26.4%	28.3%	24.3%	28.5%	27.5%	24.5%	31.8%	21.1%	30.8%	25.8%	26.3%	26.2%	26.7%	29.9%
Over 60 years old	29.3%	32.6%	32.2%	26.4%	39.7%	33.5%	22.4%	17.5%	28.5%	32.4%	31.7%	30.2%	30.0%	30.5%
Occupation														
Salaried worker	55.6%	54.5%	55.7%	56.9%	46.0%	52.3%	56.7%	62.0%	58.9%	54.5%	53.5%	53.2%	56.8%	54.8%
Self-employed	10.3%	9.2%	10.4%	10.0%	14.5%	9.5%	11.2%	12.5%	9.0%	8.9%	8.5%	11.8%	9.5%	11.8%
Unemployed	0.4%	0.6%	0.2%	0.8%	0.0%	0.8%	0.3%	0.4%	0.6%	0.1%	0.3%	0.3%	0.0%	0.5%
Business owner	5.3%	4.7%	5.4%	5.4%	9.8%	4.3%	3.2%	6.5%	5.6%	5.2%	5.5%	6.2%	5.3%	4.0%
Student	2.0%	1.5%	2.8%	2.1%	4.2%	1.8%	3.1%	2.3%	0.5%	1.7%	2.5%	2.0%	2.5%	1.5%
Retired	24.9%	28.4%	23.6%	22.8%	25.6%	30.1%	24.9%	15.1%	24.1%	27.9%	28.0%	25.4%	24.6%	25.4%
Unpaid domestic work	0.8%	0.6%	0.9%	0.9%	0.0%	0.7%	0.3%	0.5%	0.8%	0.8%	0.8%	0.7%	0.8%	1.1%
Others	0.7%	0.5%	1.1%	1.1%	0.0%	0.7%	0.2%	0.6%	0.4%	0.9%	0.9%	0.5%	0.6%	0.9%
Annual household income level														
Less than €25,000	10.8%	10.5%	10.3%	11.8%	11.3%	10.2%	12.1%	7.7%	12.0%	13.3%	10.9%	10.6%	12.2%	9.8%
€25,000 - €49,999	33.5%	37.6%	28.1%	33.8%	27.0%	35.9%	34.0%	28.3%	38.0%	36.0%	32.4%	30.0%	35.4%	38.3%
€50,000 - €74,999	24.2%	21.9%	26.9%	24.2%	18.2%	26.9%	27.0%	25.9%	19.4%	22.6%	26.9%	24.2%	22.1%	23.9%
More than €74,999	31.4%	30.0%	34.8%	30.2%	43.5%	27.0%	26.8%	38.1%	30.6%	28.0%	29.9%	35.2%	30.3%	28.1%
Education level														
No studies	10.1%	11.1%	10.1%	8.0%	2.3%	12.2%	12.2%	7.0%	12.5%	11.0%	10.6%	8.8%	10.6%	11.6%
Primary education	0.6%	0.4%	0.8%	0.6%	3.3%	0.1%	0.2%	0.4%	0.3%	0.3%	0.9%	1.2%	0.3%	0.9%
Secondary education	16.9%	14.1%	21.5%	20.1%	14.0%	18.0%	18.7%	13.4%	14.7%	19.7%	16.2%	16.5%	16.1%	15.5%
Higher education	72.4%	74.4%	67.6%	71.4%	80.5%	69.7%	68.9%	79.2%	72.5%	69.1%	72.3%	73.6%	73.0%	72.1%

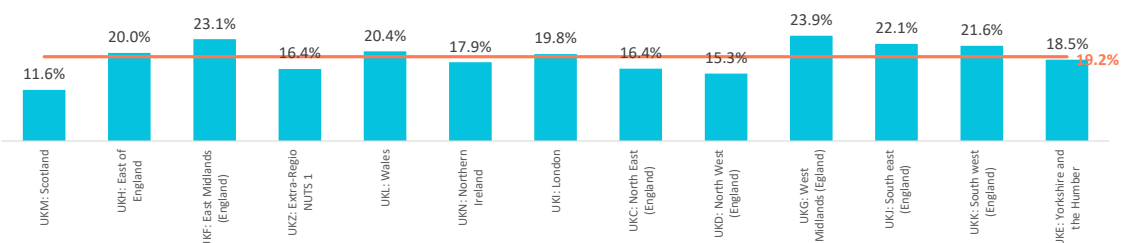
Who do they come with?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Unaccompanied	6.9%	8.0%	5.8%	7.0%	6.9%	4.0%	6.3%	10.9%	5.1%	7.3%	5.4%	7.3%	6.8%	5.0%
Only with partner	50.4%	57.4%	49.2%	48.6%	57.5%	52.7%	58.5%	40.6%	57.7%	53.7%	47.8%	46.4%	48.4%	54.0%
Only with children (< 13 years old)	3.8%	1.7%	4.1%	3.8%	1.5%	4.1%	3.6%	3.4%	2.8%	3.3%	4.1%	4.9%	5.0%	4.8%
Partner + children (< 13 years old)	7.5%	5.0%	7.3%	10.2%	5.8%	7.1%	8.0%	8.7%	7.7%	6.8%	9.3%	7.2%	8.0%	5.9%
Other relatives	12.3%	10.4%	13.5%	11.2%	14.3%	14.2%	11.9%	14.5%	9.1%	10.3%	11.9%	13.6%	12.6%	12.2%
Friends	6.2%	6.4%	6.6%	6.3%	6.0%	5.0%	3.3%	9.2%	6.3%	5.8%	6.3%	4.9%	6.7%	5.6%
Work colleagues	0.2%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%	0.4%	0.0%	0.2%	0.2%	0.5%	0.0%	0.2%
Organized trip	0.1%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.1%	0.0%	0.0%	0.2%
Other combinations ⁽²⁾	12.6%	10.8%	12.6%	12.9%	8.0%	12.8%	8.3%	12.3%	11.0%	12.4%	14.8%	15.1%	12.5%	12.0%
<i>(2) Different situations have been isolated</i>														
Tourists with children	19.2%	11.6%	20.0%	23.1%	16.4%	20.4%	17.9%	19.8%	16.4%	15.3%	23.9%	22.1%	21.6%	18.5%
- Between 0 and 2 years old	1.4%	0.8%	1.0%	1.8%	0.0%	1.6%	0.7%	2.6%	1.4%	1.2%	1.0%	2.3%	0.7%	1.2%
- Between 3 and 12 years old	16.0%	8.9%	17.7%	19.5%	14.7%	17.3%	15.2%	14.6%	13.8%	12.7%	20.9%	17.0%	20.3%	16.2%
- Between 0 -2 and 3-12 years old	1.8%	1.9%	1.3%	1.8%	1.7%	1.5%	2.1%	2.7%	1.2%	1.5%	2.0%	2.8%	0.6%	1.1%
Tourists without children	80.8%	88.4%	80.0%	76.9%	83.6%	79.6%	82.1%	80.2%	83.6%	84.7%	76.1%	77.9%	78.4%	81.5%
Group composition:														
- 1 person	8.9%	9.6%	7.0%	8.9%	6.9%	6.6%	8.7%	14.1%	6.7%	9.7%	7.9%	9.3%	8.3%	6.9%
- 2 people	56.6%	63.6%	55.6%	53.3%	66.0%	58.0%	61.1%	49.4%	63.0%	59.4%	53.5%	52.8%	55.8%	59.5%
- 3 people	11.6%	9.2%	11.8%	14.0%	8.6%	12.3%	8.4%	13.4%	11.5%	10.9%	11.4%	13.0%	11.5%	10.4%
- 4 or 5 people	17.7%	14.3%	20.6%	18.5%	13.6%	17.7%	15.9%	18.3%	14.6%	15.8%	19.8%	18.8%	19.4%	17.3%
- 6 or more people	5.1%	3.2%	5.0%	5.3%	5.0%	5.4%	5.9%	4.9%	4.1%	4.1%	7.4%	6.2%	5.1%	5.8%
Average group size:	2.70	2.49	2.80	2.74	2.57	2.74	2.69	2.68	2.59	2.60	2.84	2.80	2.72	2.71

*People who share the main expenses of the trip



% TOURISTS WHO TRAVEL WITH CHILDREN



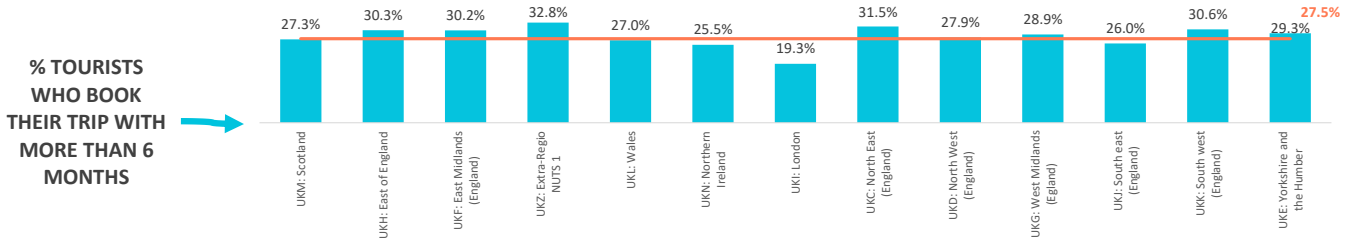
Profile of the British tourist according to region of residence (2023)



TRIP BOOKING

How far in advance do they book their trip?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
The same day	0.2%	0.0%	0.2%	0.1%	0.0%	0.2%	0.0%	0.3%	0.2%	0.1%	0.0%	0.4%	0.1%	1.0%
Between 1 and 30 days	18.7%	18.7%	16.2%	17.7%	11.3%	18.3%	14.5%	25.2%	19.2%	19.2%	17.9%	17.5%	17.4%	19.0%
Between 1 and 2 months	21.2%	21.6%	20.4%	20.9%	19.7%	21.7%	27.1%	23.4%	20.2%	20.1%	20.8%	21.1%	21.7%	18.8%
Between 3 and 6 months	32.3%	32.3%	32.8%	31.0%	36.2%	32.8%	32.9%	31.7%	28.8%	32.6%	32.4%	35.0%	30.3%	31.9%
More than 6 months	27.5%	27.3%	30.3%	30.2%	32.8%	27.0%	25.5%	19.3%	31.5%	27.9%	28.9%	26.0%	30.6%	29.3%



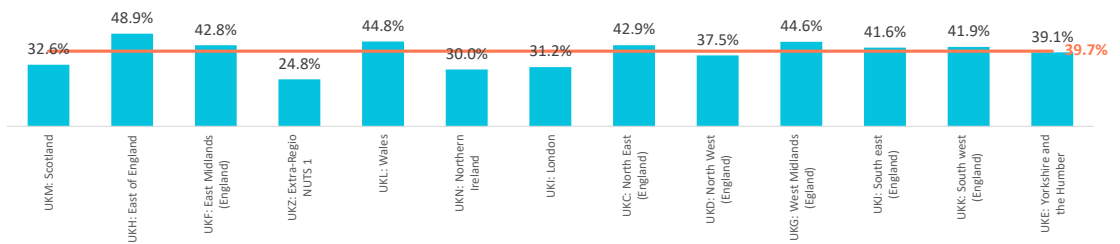
With whom did they book their flight and accommodation?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Flight														
- Directly with the airline	49.6%	48.8%	50.0%	46.5%	73.6%	36.3%	45.5%	66.0%	37.0%	49.3%	39.0%	58.9%	44.8%	47.0%
- Tour Operator or Travel Agency	50.4%	51.2%	50.0%	53.5%	26.4%	63.7%	54.5%	34.0%	63.0%	50.7%	61.0%	41.1%	55.2%	53.0%
Accommodation														
- Directly with the accommodation	36.7%	38.6%	37.0%	34.6%	64.1%	27.5%	37.8%	48.4%	29.6%	38.5%	25.5%	41.6%	31.9%	34.2%
- Tour Operator or Travel Agency	63.3%	61.4%	63.0%	65.4%	35.9%	72.5%	62.2%	51.6%	70.4%	61.5%	74.5%	58.4%	68.1%	65.8%

What do they book?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Room only	25.5%	32.8%	19.3%	26.8%	17.9%	17.9%	21.1%	34.0%	23.1%	28.4%	23.3%	22.6%	22.1%	26.7%
Bed and Breakfast	14.0%	14.2%	13.6%	11.0%	34.0%	11.9%	21.5%	17.6%	10.5%	13.6%	11.8%	16.1%	12.2%	13.1%
Half board	18.8%	19.1%	16.3%	17.8%	23.3%	21.7%	25.0%	15.7%	21.9%	19.4%	17.8%	16.6%	22.4%	19.7%
Full board	1.9%	1.3%	2.0%	1.6%	0.0%	3.8%	2.4%	1.4%	1.6%	1.2%	2.4%	3.2%	1.4%	1.3%
All inclusive	39.7%	32.6%	48.9%	42.8%	24.8%	44.8%	30.0%	31.2%	42.9%	37.5%	44.6%	41.6%	41.9%	39.1%

% TOURISTS WHO BOOK ALL INCLUSIVE

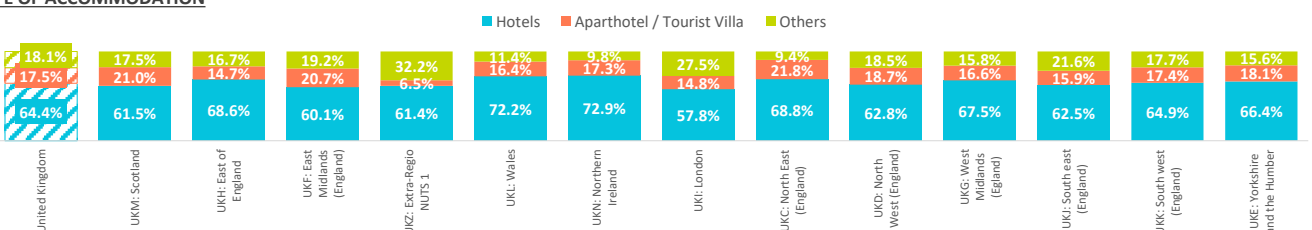


ACCOMMODATION

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
1-2-3* Hotel	9.8%	12.5%	8.4%	9.2%	4.5%	10.0%	8.9%	8.7%	11.7%	9.0%	10.6%	8.2%	9.6%	12.4%
4* Hotel	41.1%	38.7%	43.9%	43.1%	37.5%	49.1%	42.0%	30.9%	46.5%	43.5%	43.6%	36.0%	44.8%	42.4%
5* Hotel / 5* Luxury Hotel	13.5%	10.3%	16.3%	7.7%	19.4%	13.2%	22.0%	18.2%	10.7%	10.3%	13.3%	18.3%	10.5%	11.6%
Aparthotel / Tourist Villa	17.5%	21.0%	14.7%	20.7%	6.5%	16.4%	17.3%	14.8%	21.8%	18.7%	16.6%	15.9%	17.4%	18.1%
House/room rented in a private dwelling	4.8%	4.2%	3.2%	3.2%	12.5%	2.3%	3.2%	9.1%	2.4%	3.6%	5.4%	6.6%	5.4%	3.7%
Private accommodation ⁽¹⁾	6.5%	5.0%	5.9%	6.5%	10.9%	4.0%	4.8%	9.7%	1.8%	8.0%	4.6%	8.1%	7.0%	5.4%
Others (Cottage, cruise, camping,...)	6.9%	8.3%	7.6%	9.6%	8.8%	5.0%	1.8%	8.7%	5.1%	6.9%	5.9%	6.9%	5.3%	6.4%

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

TYPE OF ACCOMMODATION



TRIP MOTIVATION AND DESTINATION CHOICE

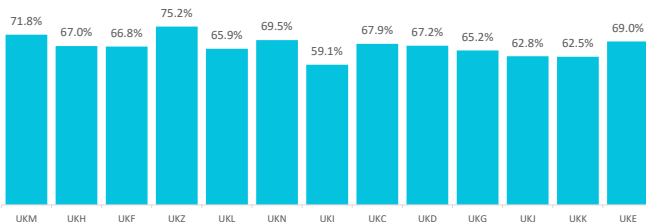
What is the main reason for visiting the Canary Islands?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Holidays	94.8%	95.5%	95.2%	94.9%	88.3%	98.3%	96.0%	91.7%	95.6%	94.6%	95.9%	93.2%	94.8%	95.6%
Family reasons	4.1%	2.5%	3.2%	3.9%	11.7%	1.1%	3.7%	7.0%	3.7%	4.7%	3.1%	5.7%	4.7%	2.6%
Business	0.4%	0.5%	0.6%	0.2%	0.0%	0.2%	0.2%	0.8%	0.2%	0.1%	0.5%	0.5%	0.0%	0.8%
Education and training	0.1%	0.0%	0.0%	0.5%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.2%	0.5%	0.3%	0.4%	0.0%	0.1%	0.0%	0.1%	0.0%	0.4%	0.0%	0.1%	0.3%	0.0%
Health	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Conventions and Exhibitions	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.7%	0.6%	0.0%	0.0%	0.0%	0.2%	0.4%	0.4%	0.2%	0.4%	0.4%	0.1%	1.0%

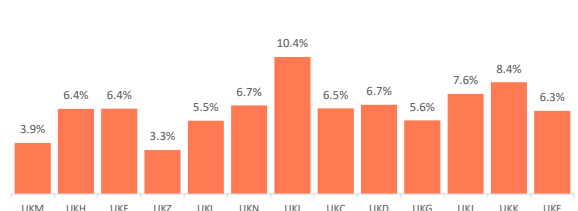
What is the main motivation for their holidays?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Rest	65.9%	71.8%	67.0%	66.8%	75.2%	65.9%	69.5%	59.1%	67.9%	67.2%	65.2%	62.8%	62.5%	69.0%
Enjoy family time	15.0%	10.0%	15.7%	15.6%	14.5%	17.1%	11.9%	16.1%	12.6%	14.2%	14.7%	18.3%	16.9%	14.0%
Have fun	9.8%	11.9%	8.5%	9.0%	5.5%	9.5%	10.1%	9.5%	12.0%	10.4%	12.0%	8.6%	9.1%	9.3%
Explore the destination	6.8%	3.9%	6.4%	6.4%	3.3%	5.5%	6.7%	10.4%	6.5%	6.7%	5.6%	7.6%	8.4%	6.3%
Practice their hobbies	1.2%	1.2%	1.2%	0.5%	0.0%	1.5%	1.0%	2.8%	0.5%	0.3%	0.9%	1.7%	0.9%	0.7%
Other reasons	1.3%	1.2%	1.2%	1.5%	1.5%	0.5%	0.7%	2.1%	0.4%	1.1%	1.6%	1.0%	2.2%	0.9%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Climate	78.7%	79.8%	77.9%	79.4%	86.6%	79.8%	79.7%	80.6%	79.1%	77.3%	79.5%	78.1%	76.2%	77.9%
Safety	64.6%	64.6%	65.6%	65.5%	53.3%	68.6%	68.2%	59.2%	67.1%	64.6%	65.6%	63.1%	63.8%	67.7%
Accommodation supply	55.4%	53.6%	57.6%	57.1%	42.2%	58.6%	53.7%	51.1%	58.7%	58.1%	57.9%	52.8%	55.2%	54.8%
Effortless trip	47.9%	50.0%	51.4%	47.0%	46.0%	47.8%	51.9%	44.4%	49.7%	46.6%	48.5%	46.5%	46.5%	49.7%
Price	47.5%	46.6%	47.3%	47.4%	41.4%	50.8%	47.3%	42.5%	51.3%	48.1%	49.2%	48.8%	46.2%	48.3%
Tranquility	46.9%	47.2%	51.0%	45.7%	37.9%	48.2%	53.9%	46.4%	44.0%	47.0%	47.1%	45.6%	44.2%	46.8%
Environment	35.1%	36.8%	32.4%	34.2%	26.6%	39.2%	35.5%	37.2%	34.0%	34.3%	36.2%	34.9%	33.4%	34.4%
Sea	35.0%	31.7%	34.5%	33.9%	41.8%	32.6%	32.7%	43.4%	26.6%	32.1%	37.7%	39.5%	37.6%	28.2%
Beaches	31.7%	28.3%	34.6%	32.8%	33.2%	28.2%	28.2%	40.7%	27.0%	27.4%	33.4%	33.8%	32.2%	26.5%
European belonging	31.4%	35.1%	29.4%	33.3%	32.6%	31.4%	31.0%	31.1%	27.3%	33.5%	30.0%	32.7%	29.5%	27.9%
Gastronomy	27.9%	26.9%	27.8%	29.0%	34.0%	26.6%	30.9%	32.5%	26.4%	29.9%	25.2%	27.9%	24.3%	25.7%
Fun possibilities	25.7%	26.8%	25.3%	26.3%	23.1%	24.1%	30.9%	27.2%	26.9%	24.3%	24.7%	25.1%	25.9%	24.9%
Landscapes	21.4%	18.7%	20.9%	19.1%	16.5%	21.2%	22.4%	28.4%	20.0%	18.0%	20.0%	24.5%	21.8%	20.2%
Authenticity	19.9%	19.9%	19.4%	20.3%	13.2%	18.6%	22.2%	23.3%	17.4%	20.2%	18.3%	19.9%	20.1%	18.1%
Nightlife	9.9%	15.7%	8.9%	6.9%	6.5%	7.0%	11.6%	10.8%	11.9%	9.8%	11.3%	8.5%	7.4%	9.9%
Shopping	9.7%	14.1%	9.8%	8.8%	12.8%	9.6%	12.8%	7.5%	13.8%	9.8%	7.7%	8.3%	9.1%	9.0%
Culture	8.7%	7.5%	8.1%	9.0%	7.0%	10.1%	11.2%	11.6%	6.3%	7.7%	8.9%	7.5%	9.4%	8.8%
Exoticism	7.9%	7.9%	6.0%	7.3%	5.3%	6.9%	8.6%	10.8%	9.7%	7.2%	8.3%	7.9%	7.7%	7.7%
Historical heritage	6.8%	5.0%	6.6%	7.9%	7.0%	8.0%	4.9%	10.1%	4.2%	5.3%	6.5%	7.0%	7.0%	6.7%
Hiking trail network	4.4%	3.8%	3.3%	3.3%	1.8%	3.9%	2.7%	7.6%	2.5%	2.7%	4.5%	5.7%	6.1%	3.7%

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?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Previous visits to the Canary Islands	62.6%	70.9%	59.7%	63.5%	68.6%	59.4%	63.1%	53.0%	64.4%	66.3%	64.3%	59.8%	60.8%	67.1%
Friends or relatives	28.7%	28.0%	25.7%	27.7%	23.1%	27.7%	30.0%	30.9%	28.6%	31.5%	26.7%	28.4%	30.8%	27.9%
Internet or social media	55.8%	54.1%	56.0%	59.8%	54.4%	55.3%	58.9%	59.4%	51.6%	50.2%	56.1%	57.5%	57.0%	54.8%
Mass Media	2.5%	1.5%	2.7%	2.5%	0.0%	3.7%	3.9%	3.4%	2.9%	2.5%	1.5%	2.4%	1.9%	2.5%
Travel guides and magazines	6.0%	5.7%	5.5%	5.9%	0.0%	7.3%	7.5%	6.6%	6.6%	3.9%	5.5%	6.3%	7.6%	5.7%
Travel Blogs or Forums	4.7%	5.4%	4.8%	7.0%	3.3%	3.1%	4.1%	5.8%	3.8%	2.9%	3.9%	5.3%	5.0%	4.3%
Travel TV Channels	0.7%	0.6%	1.0%	0.7%	0.0%	1.4%	1.5%	0.9%	1.0%	1.0%	0.5%	0.5%	0.3%	0.3%
Tour Operator or Travel Agency	21.8%	21.8%	21.6%	20.7%	9.9%	26.6%	22.3%	12.5%	24.7%	23.1%	24.8%	19.3%	24.1%	27.5%
Public administrations or similar	0.6%	0.6%	0.4%	0.9%	0.0%	0.9%	0.0%	0.9%	0.2%	0.5%	1.0%	0.6%	0.4%	0.6%
Others	2.7%	2.8%	4.2%	2.6%	0.0%	2.1%	3.7%	3.2%	1.1%	2.2%	2.8%	3.1%	2.0%	2.6%

* Multi-choice question

Profile of the British tourist according to region of residence (2023)



SATISFACTION AND LOYALTY INDICATORS

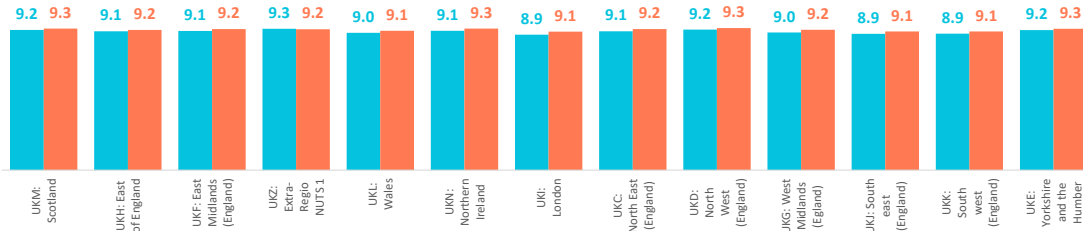
Satisfaction

Satisfaction (scale 0-10)	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Average rating	8.97	9.09	8.96	9.03	8.99	8.93	8.98	8.92	8.95	9.00	9.03	8.92	8.88	8.96
Experience in the Canary Islands	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Worse or much worse than expected	2.3%	1.6%	1.4%	2.1%	0.1%	3.1%	3.1%	2.1%	3.6%	2.3%	1.6%	2.5%	2.8%	2.9%
Lived up to expectations	54.2%	58.8%	55.7%	55.5%	54.5%	51.1%	53.3%	47.2%	56.1%	56.0%	55.2%	53.3%	51.8%	56.3%
Better or much better than expected	43.5%	39.6%	42.8%	42.4%	45.3%	45.8%	43.6%	50.7%	40.2%	41.7%	43.2%	44.2%	45.3%	40.8%
Future intentions (scale 1-10)	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Return to the Canary Islands	9.05	9.18	9.09	9.11	9.26	9.00	9.12	8.87	9.09	9.21	9.01	8.93	8.94	9.17
Recommend visiting the Canary Islands	9.18	9.27	9.18	9.24	9.23	9.13	9.27	9.07	9.24	9.30	9.19	9.08	9.08	9.25

RETURN TO THE CANARY ISLANDS



9.05
UK



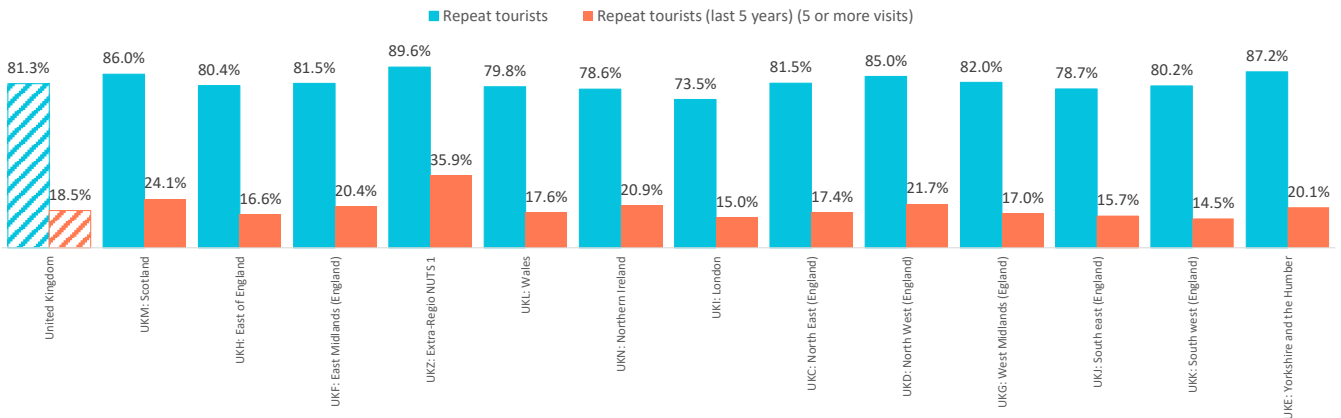
RECOMMEND THE CANARY ISLANDS



9.18
UK

How many are loyal to the Canary Islands?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Repeat tourists	81.3%	86.0%	80.4%	81.5%	89.6%	79.8%	78.6%	73.5%	81.5%	85.0%	82.0%	78.7%	80.2%	87.2%
At least 10 previous visits	24.4%	32.2%	24.1%	26.8%	26.5%	22.7%	20.8%	17.1%	24.4%	28.4%	25.6%	20.7%	20.6%	27.4%
Repeat tourists (last 5 years)	72.1%	77.7%	69.7%	74.5%	87.9%	71.0%	71.8%	63.6%	73.8%	77.0%	72.6%	68.7%	67.6%	77.2%
Repeat tourists (last 5 years) (5 or more visits)	18.5%	24.1%	16.6%	20.4%	35.9%	17.6%	20.9%	15.0%	17.4%	21.7%	17.0%	15.7%	14.5%	20.1%



ISLANDS

How many islands do they visit during their trip?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
One island	95.4%	95.9%	96.2%	95.8%	89.6%	95.8%	92.0%	93.6%	95.5%	96.3%	97.0%	95.6%	94.3%	95.4%
Two islands	4.2%	3.7%	3.4%	4.1%	8.1%	3.3%	6.3%	6.2%	3.8%	3.2%	2.8%	4.0%	5.0%	4.6%
Three or more islands	0.4%	0.4%	0.3%	0.1%	2.3%	0.9%	1.7%	0.2%	0.6%	0.5%	0.2%	0.4%	0.6%	0.0%

Visited islands during their trip (with overnight staying)

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Lanzarote	26.5%	18.6%	28.5%	35.4%	8.9%	27.2%	21.2%	24.4%	26.1%	25.9%	36.4%	24.1%	25.9%	28.2%
Fuerteventura	12.8%	7.9%	19.1%	11.0%	1.8%	8.3%	6.3%	15.6%	8.0%	9.1%	15.5%	17.6%	11.5%	15.5%
Gran Canaria	16.5%	22.0%	15.9%	19.7%	10.0%	9.6%	21.4%	19.7%	20.3%	14.7%	18.1%	13.6%	13.9%	13.2%
Tenerife	44.8%	52.2%	36.6%	35.0%	79.2%	56.3%	53.6%	41.4%	45.7%	50.7%	29.9%	44.8%	48.6%	43.8%
La Gomera	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%
La Palma	0.1%	0.1%	0.6%	0.3%	0.1%	0.2%	1.3%	0.6%	0.2%	0.4%	0.1%	0.5%	0.4%	0.4%
El Hierro	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Cruise	0.2%	0.3%	0.0%	0.1%	0.0%	0.5%	0.0%	0.0%	0.5%	0.3%	0.1%	0.1%	0.3%	0.0%

Profile of the British tourist according to region of residence (2023)

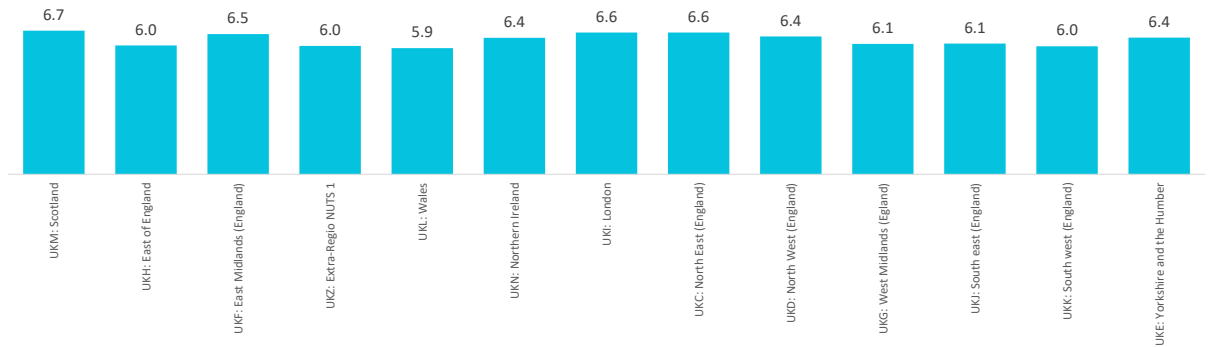
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
0 hours	3.5%	1.8%	4.1%	2.4%	4.1%	4.0%	4.0%	4.4%	2.2%	2.5%	4.6%	5.0%	3.5%	2.7%
1 - 2 hours	15.5%	11.8%	17.8%	14.4%	11.9%	17.6%	15.0%	15.0%	13.8%	14.0%	17.0%	18.0%	16.9%	13.8%
3 - 6 hours	38.5%	40.9%	38.4%	40.6%	33.6%	41.9%	39.2%	31.2%	38.4%	40.2%	37.9%	37.1%	40.2%	39.8%
7 - 12 hours	37.0%	39.4%	34.1%	35.2%	49.6%	31.7%	36.5%	43.9%	39.7%	37.6%	35.8%	33.7%	35.9%	38.7%
More than 12 hours	5.5%	6.1%	5.5%	7.5%	0.8%	4.8%	5.4%	5.5%	5.8%	5.7%	4.8%	6.3%	3.5%	5.0%
Outdoor time per day	6.3	6.7	6.0	6.5	6.0	5.9	6.4	6.6	6.6	6.4	6.1	6.1	6.0	6.4



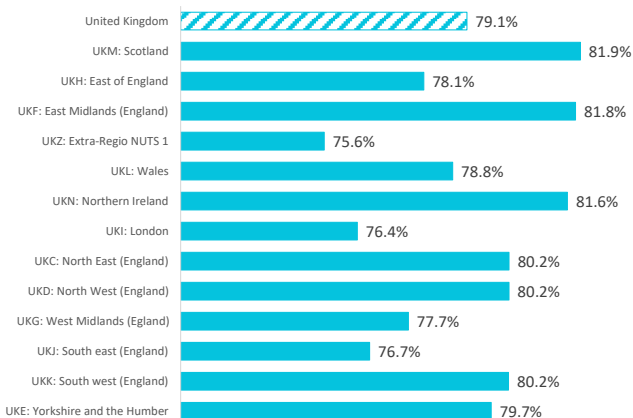
6.3
UK



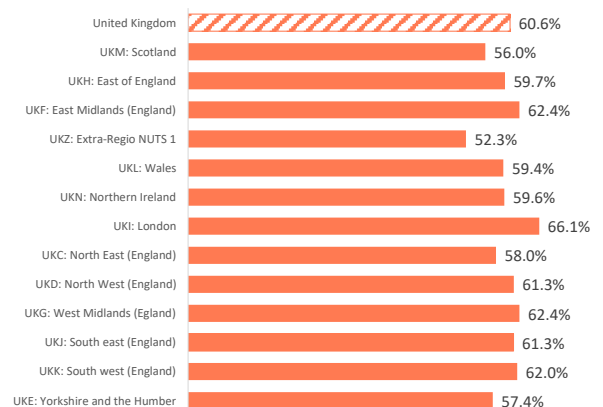
Activities in the Canary Islands

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Walk, wander	79.1%	81.9%	78.1%	81.8%	75.6%	78.8%	81.6%	76.4%	80.2%	80.2%	77.7%	76.7%	80.2%	79.7%
Swimming pool, hotel facilities	72.2%	69.4%	74.6%	74.1%	67.4%	76.0%	73.7%	67.4%	74.3%	73.2%	75.1%	72.4%	72.6%	68.7%
Beach	60.6%	56.0%	59.7%	62.4%	52.3%	59.4%	59.6%	66.1%	58.0%	61.3%	62.4%	61.3%	62.0%	57.4%
Explore the island on their own	35.0%	35.5%	33.8%	35.9%	19.1%	30.9%	34.3%	42.0%	35.5%	34.0%	33.5%	33.9%	36.5%	33.2%
Taste Canarian gastronomy	19.9%	28.1%	15.4%	21.6%	8.2%	16.9%	20.7%	17.9%	29.0%	24.8%	19.2%	14.5%	15.8%	20.1%
Nightlife / concerts / shows	22.7%	25.5%	21.1%	23.5%	23.3%	22.2%	24.3%	25.3%	23.0%	23.2%	19.5%	20.6%	19.7%	25.3%
Organized excursions	13.9%	13.1%	10.8%	13.9%	20.7%	16.5%	15.2%	14.4%	14.4%	14.3%	13.9%	13.9%	15.5%	12.1%
Theme parks	14.9%	12.3%	16.3%	16.2%	18.7%	14.6%	13.8%	14.2%	18.6%	14.6%	15.9%	15.8%	14.4%	13.4%
Sea excursions / whale watching	10.7%	10.2%	10.8%	13.7%	11.8%	11.4%	10.2%	13.0%	9.5%	8.5%	9.8%	10.9%	11.7%	8.5%
Swim	11.0%	8.0%	12.9%	11.7%	20.0%	11.7%	9.5%	10.6%	8.3%	11.8%	9.6%	12.8%	13.1%	8.8%
Wineries / markets / popular festivals	8.4%	7.7%	9.2%	9.1%	11.1%	9.2%	4.7%	11.4%	7.9%	7.6%	7.0%	6.8%	8.3%	9.7%
Hiking	6.3%	6.1%	7.2%	4.1%	6.4%	7.8%	7.1%	8.1%	4.4%	5.9%	6.4%	6.8%	6.3%	4.4%
Museums / exhibitions	7.1%	6.0%	6.0%	5.8%	2.2%	6.2%	4.0%	12.2%	5.8%	5.9%	6.3%	8.6%	8.3%	5.8%
Beauty and health treatments	6.7%	5.4%	5.4%	6.4%	10.5%	8.1%	4.3%	12.1%	6.0%	5.3%	5.4%	6.9%	7.3%	5.5%
Running	4.7%	4.1%	4.8%	4.7%	3.3%	4.0%	6.0%	7.0%	3.6%	3.1%	4.7%	5.3%	3.9%	5.0%
Other Nature Activities	3.1%	3.3%	3.7%	2.0%	3.2%	3.3%	6.6%	2.9%	3.9%	2.2%	1.4%	3.5%	2.8%	3.5%
Practice other sports	3.1%	2.8%	3.3%	3.6%	2.2%	2.4%	4.4%	3.8%	2.3%	2.8%	2.8%	3.2%	3.5%	2.5%
Golf	3.6%	2.5%	4.0%	3.0%	5.9%	2.8%	3.1%	6.2%	2.4%	2.7%	2.1%	4.5%	4.3%	3.3%
Cycling / Mountain bike	2.8%	2.3%	2.6%	2.6%	1.4%	3.8%	4.2%	3.9%	1.2%	2.4%	3.0%	2.5%	3.4%	2.0%
Astronomical observation	2.0%	2.0%	2.4%	2.2%	2.3%	2.1%	2.1%	2.2%	1.0%	1.6%	1.2%	2.3%	1.8%	2.0%
Scuba Diving	2.5%	1.8%	3.1%	1.9%	0.0%	1.9%	1.3%	3.4%	1.5%	2.3%	2.7%	2.8%	2.7%	2.7%
Surf	1.3%	1.1%	1.1%	0.6%	1.4%	1.6%	3.4%	1.9%	1.1%	0.4%	0.5%	1.7%	2.9%	0.6%
Windsurf / Kitesurf	0.6%	0.2%	0.6%	0.6%	0.0%	0.4%	1.0%	2.0%	0.4%	0.5%	0.5%	0.4%	1.0%	0.4%

Walk, wander



Beach



Profile of the British tourist according to region of residence (2023)

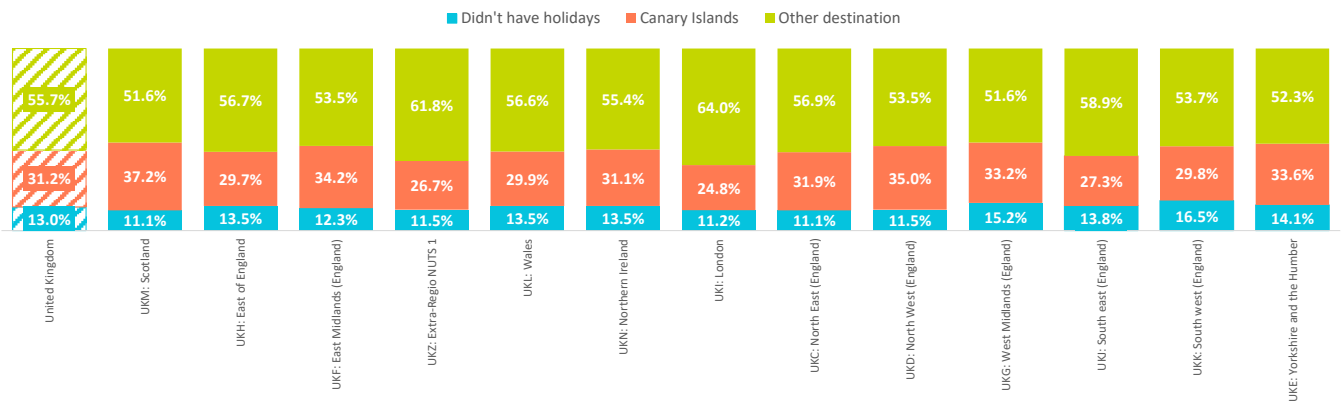


COMPETITORS

Where did they spend their main holiday last year? *

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Didn't have holidays	13.0%	11.1%	13.5%	12.3%	11.5%	13.5%	13.5%	11.2%	11.1%	11.5%	15.2%	13.8%	16.5%	14.1%
Canary Islands	31.2%	37.2%	29.7%	34.2%	26.7%	29.9%	31.1%	24.8%	31.9%	35.0%	33.2%	27.3%	29.8%	33.6%
Other destination	55.7%	51.6%	56.7%	53.5%	61.8%	56.6%	55.4%	64.0%	56.9%	53.5%	51.6%	58.9%	53.7%	52.3%
Balearic Islands	5.0%	4.4%	5.9%	4.8%	3.4%	6.7%	6.4%	4.1%	7.3%	4.9%	5.3%	3.9%	4.9%	5.3%
Rest of Spain	8.4%	10.0%	7.0%	7.3%	1.2%	10.3%	11.8%	9.8%	8.6%	7.6%	6.6%	8.0%	8.0%	9.0%
Italy	4.3%	3.8%	3.3%	3.2%	8.6%	4.9%	3.3%	7.4%	1.9%	4.7%	2.5%	5.3%	4.5%	2.9%
France	3.5%	1.5%	3.4%	2.4%	4.7%	3.1%	3.6%	4.6%	3.4%	3.1%	3.2%	4.7%	4.8%	2.9%
Turkey	4.0%	5.6%	4.0%	3.9%	1.3%	4.7%	2.7%	4.0%	5.5%	3.2%	3.5%	4.3%	2.6%	3.7%
Greece	7.7%	5.5%	8.7%	7.8%	6.6%	8.5%	4.2%	8.0%	5.3%	8.4%	8.4%	8.4%	7.8%	8.1%
Portugal	4.2%	4.9%	4.1%	3.4%	2.2%	3.0%	7.8%	5.2%	5.7%	4.0%	2.8%	3.7%	4.3%	4.4%
Croatia	1.4%	1.2%	2.0%	1.8%	0.0%	1.0%	2.4%	1.9%	1.3%	1.3%	1.1%	1.4%	0.8%	1.1%
Egypt	0.8%	0.2%	0.8%	0.6%	0.0%	0.4%	0.0%	1.6%	0.3%	0.6%	0.9%	1.0%	1.0%	0.8%
Tunisia	0.2%	0.3%	0.1%	0.1%	0.0%	0.2%	0.0%	0.1%	0.4%	0.3%	0.0%	0.3%	0.1%	0.3%
Morocco	0.6%	0.5%	1.2%	0.3%	0.0%	0.3%	0.3%	1.1%	0.2%	0.4%	1.0%	0.9%	0.3%	0.4%
Others	15.5%	13.6%	16.1%	17.8%	33.8%	13.4%	12.9%	16.4%	17.1%	15.0%	16.3%	17.0%	14.6%	13.3%

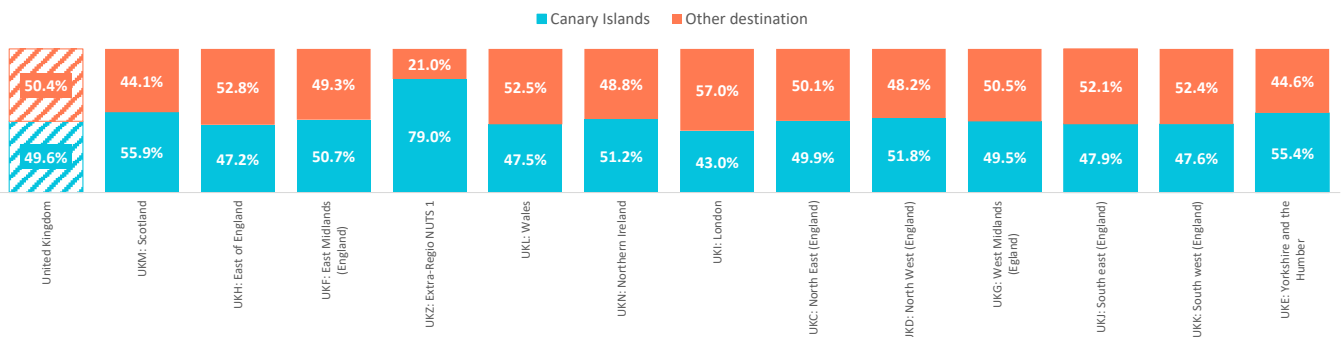
* Percentage of valid answers



What other destinations did they consider for this trip? *

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
None (I was clear about "this Canary Island")	25.4%	30.1%	24.2%	25.1%	57.6%	21.3%	29.7%	21.9%	24.2%	25.6%	23.6%	24.7%	24.3%	30.3%
Canary Islands (other island)	24.3%	25.7%	23.0%	25.6%	21.5%	26.1%	21.5%	21.1%	25.7%	26.2%	25.9%	23.2%	23.3%	25.1%
Other destination	50.4%	44.1%	52.8%	49.3%	21.0%	52.5%	48.8%	57.0%	50.1%	48.2%	50.5%	52.1%	52.4%	44.6%
Balearic Islands	7.8%	8.3%	9.0%	9.1%	5.2%	8.6%	7.3%	5.7%	9.6%	7.6%	8.2%	7.2%	7.9%	6.8%
Rest of Spain	9.5%	9.9%	8.8%	9.1%	5.0%	10.7%	12.2%	10.9%	10.3%	8.8%	9.9%	9.1%	8.4%	8.1%
Italy	4.3%	3.5%	4.5%	3.0%	5.2%	4.2%	4.0%	6.2%	3.0%	4.6%	3.6%	4.9%	4.0%	3.7%
France	1.4%	1.2%	1.3%	0.8%	2.0%	0.5%	1.9%	1.8%	1.6%	1.5%	1.5%	1.6%	1.7%	0.8%
Turkey	4.8%	4.2%	5.2%	5.2%	1.7%	4.5%	4.4%	4.9%	5.5%	4.5%	4.3%	5.4%	5.1%	4.7%
Greece	9.1%	6.5%	9.7%	9.6%	0.0%	11.1%	5.4%	10.3%	8.1%	9.0%	9.3%	9.9%	9.2%	8.9%
Portugal	7.1%	6.5%	7.7%	7.5%	0.0%	6.6%	9.6%	7.9%	6.9%	6.5%	7.0%	7.4%	7.4%	6.1%
Croatia	2.9%	1.9%	3.0%	2.2%	0.1%	2.8%	1.8%	3.9%	2.5%	2.7%	3.3%	3.2%	4.1%	2.2%
Egypt	1.9%	0.4%	2.0%	1.5%	1.7%	2.0%	1.3%	2.8%	1.6%	1.8%	2.0%	2.0%	2.5%	2.0%
Others	1.5%	1.5%	1.4%	1.4%	0.0%	1.5%	0.8%	2.5%	1.2%	1.3%	1.3%	1.4%	2.1%	1.4%

* Percentage of valid answers

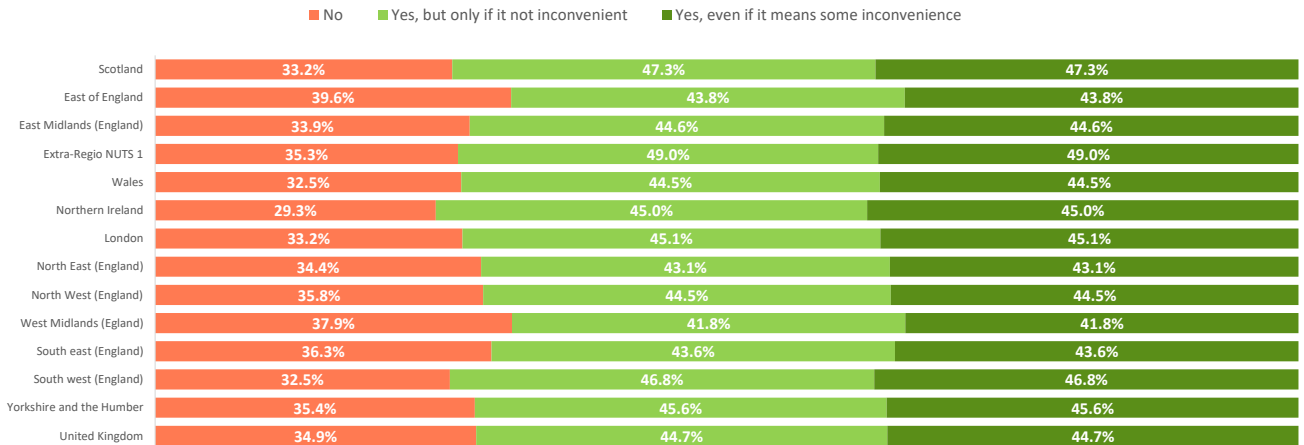


Profile of the British tourist according to region of residence (2023)

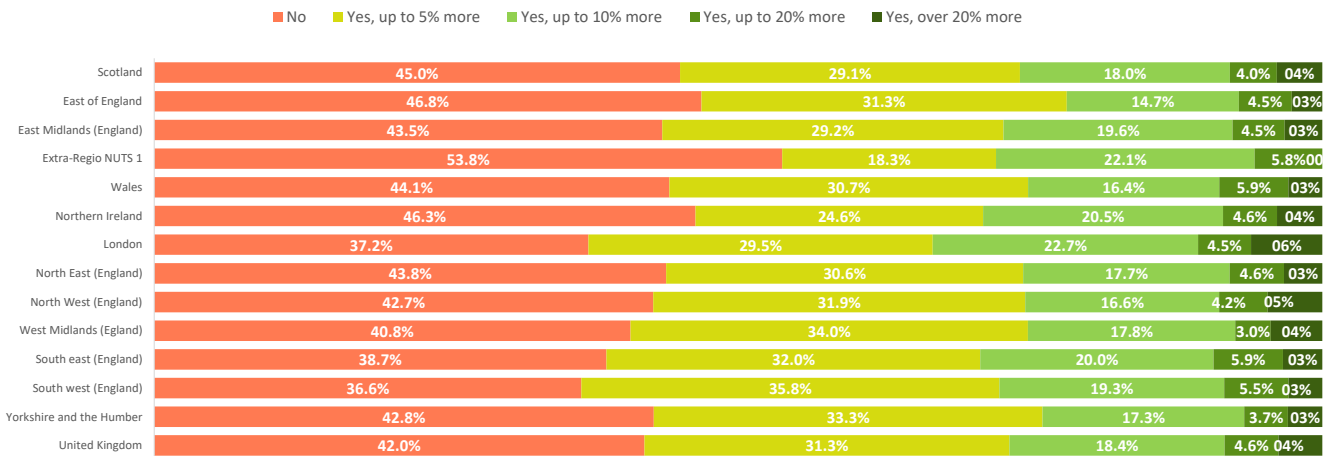


SUSTAINABLE DESTINATION

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 *

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Quality of life on the island	8.6	8.7	8.6	8.5	8.3	8.7	8.5	8.6	8.7	8.7	8.6	8.5	8.4	8.5
Tolerance towards tourism	8.6	8.7	8.6	8.6	8.3	8.6	8.5	8.6	8.7	8.6	8.6	8.5	8.5	8.4
Cleanliness of the island	8.5	8.6	8.6	8.5	8.6	8.6	8.6	8.4	8.6	8.5	8.6	8.5	8.4	8.4
Air quality	8.1	8.2	8.2	8.1	7.8	8.2	8.0	8.0	8.3	8.2	8.0	7.9	8.0	8.0
Rational water consumption	7.9	8.1	7.7	7.9	7.6	8.0	8.0	7.4	8.1	8.2	8.0	7.6	7.8	7.9
Energy saving	7.9	8.0	8.1	7.9	6.9	8.0	7.7	7.9	8.0	8.1	8.0	7.8	7.7	7.9
Use of renewable energy	7.6	7.7	7.6	7.5	6.9	7.9	7.5	7.3	7.7	7.7	7.8	7.4	7.5	7.7
Recycling	7.3	7.4	7.5	7.3	6.3	7.5	7.2	7.2	7.4	7.5	7.5	7.1	7.2	7.5
Easy to get around by public transport	7.3	7.3	7.3	7.3	7.0	7.4	7.3	7.2	7.3	7.4	7.4	7.1	7.1	7.2
Overcrowding in tourist areas	7.2	7.3	7.4	7.3	6.1	7.3	7.2	7.1	7.1	7.3	7.4	7.1	7.1	7.1
Supply of local products	6.8	6.7	6.8	6.7	6.2	7.0	6.8	6.7	6.6	6.9	6.8	6.8	6.6	6.7

* 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.