

Tourist profile by quarter of trip (2023)

LA PALMA

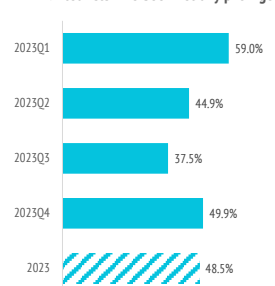


How many are they and how much do they spend?

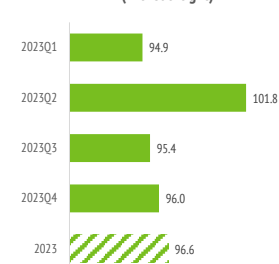


	2023Q1	2023Q2	2023Q3	2023Q4	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	38.2	27.4	36.4	46.8	148.7
Tourist arrivals ≥ 16 years old (EGT) (*)	35.2	24.0	31.3	43.4	134.0
- book holiday package (*)	20.8	10.8	11.7	21.7	65.0
- do not book holiday package (*)	14.4	13.2	19.6	21.7	69.0
- % tourists who book holiday package	59.0%	44.9%	37.5%	49.9%	48.5%
Children < 16 years old (FRONTUR - EGT) (*)	3.0	3.3	5.1	3.4	14.8
<i>(*) thousand of tourists</i>					
Expenditure per tourist (€)					
- book holiday package	195	154	185	250	200
- holiday package	166	121	149	225	170
- others	29	33	35	26	30
- do not book holiday package	117	166	175	184	161
- flight	36	42	55	53	47
- accommodation	38	77	58	61	57
- others	42	47	62	70	56
Average length of stay	9.41	8.71	10.27	10.11	9.71
Average daily expenditure (€)	138.4	141.6	145.3	139.1	140.8
Average daily expenditure (without flight)	94.9	101.8	95.4	96.0	96.6
Average cost of the flight (€)	49.7	40.5	58.8	62.3	53.7
Total turnover (≥ 16 years old) (€m)	41	29	42	54	166

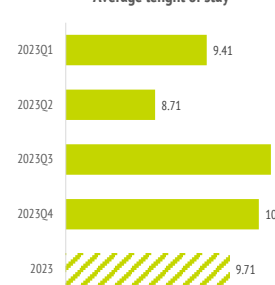
% tourists who book holiday package



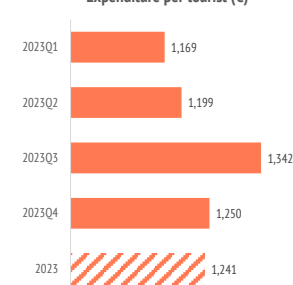
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Accommodation:					
- Accommodation	89.9%	92.8%	92.8%	85.8%	89.8%
- Additional accommodation expenses	7.2%	8.4%	8.5%	4.0%	6.7%
Transport:					
- National/International Transport	96.8%	98.3%	99.2%	92.5%	96.2%
- Flights between islands	5.3%	7.8%	5.7%	9.2%	7.1%
- Taxi	39.6%	29.5%	25.7%	30.5%	31.6%
- Car rental	68.2%	67.2%	74.5%	60.6%	67.0%
- Public transport	9.0%	9.1%	11.9%	16.0%	12.0%
Food and drink:					
- Food purchases at supermarkets	62.5%	69.5%	76.5%	61.1%	66.6%
- Restaurants	70.9%	74.2%	83.2%	73.1%	75.1%
Leisure:					
- Organized excursions	24.3%	31.1%	38.4%	36.1%	32.6%
- Sport activities	4.2%	4.5%	7.3%	4.7%	5.2%
- Cultural activities	4.2%	0.9%	1.5%	2.0%	2.3%
- Museums	9.5%	15.5%	13.6%	8.5%	11.2%
- Theme Parks	0.5%	1.4%	2.7%	0.5%	1.2%
- Discos and pubs	1.3%	3.5%	0.9%	1.7%	1.7%
- Wellness	3.3%	3.2%	1.6%	2.7%	2.7%
Purchases of goods:					
- Souvenirs	34.2%	39.5%	42.9%	39.6%	38.9%
- Real state	0.1%	0.0%	0.0%	0.0%	0.0%
- Other expenses	0.8%	0.8%	1.4%	0.6%	0.9%
Other:					
- Medical or pharmaceutical expenses	5.7%	8.9%	8.9%	9.4%	8.2%
- Other expenses	11.5%	4.5%	10.7%	4.4%	7.7%

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

Expenditure per tourist and trip (€)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Accommodation:					
- Accommodation	611	596	569	661	613
- Additional accommodation expenses	100	34	61	68	67
Transport:					
- National/International Transport	775	780	916	748	799
- Flights between islands	382	307	445	394	387
- Flights between islands	98	110	193	111	124
- Taxi	131	177	119	88	123
- Car rental	141	168	144	128	143
- Public transport	24	17	14	27	22
Food and drink:					
- Food purchases at supermarkets	171	193	219	263	216
- Food purchases at supermarkets	65	85	89	99	86
- Restaurants	106	108	130	163	131
Leisure:					
- Organized excursions	432	405	465	311	399
- Organized excursions	103	71	103	97	95
- Sport activities	113	151	107	82	108
- Cultural activities	78	20	66	23	57
- Museums	16	18	24	15	19
- Theme Parks	10	65	27	23	33
- Discos and pubs	56	12	56	21	29
- Wellness	54	68	83	49	60
Purchases of goods:					
- Souvenirs	142	47	144	228	153
- Souvenirs	46	43	67	66	58
- Real state	10	0	0	0	10
- Other expenses	86	4	77	162	85
Other:					
- Medical or pharmaceutical expenses	85	85	122	98	99
- Medical or pharmaceutical expenses	21	18	13	20	18
- Other expenses	64	67	108	79	81

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.

Tourist profile by quarter of trip (2023)

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What is the main purpose of their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Holiday, leisure	89.7%	86.6%	92.9%	91.4%	90.4%
Visiting family or friends	4.3%	3.7%	4.7%	5.5%	4.7%
Business and work	5.3%	2.7%	1.4%	2.0%	2.9%
Education and training	0.0%	0.0%	0.8%	0.6%	0.4%
Sports training	0.1%	1.8%	0.0%	0.0%	0.4%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	4.7%	0.0%	0.3%	0.9%
Others	0.6%	0.5%	0.2%	0.1%	0.3%

What is the main motivation for their holidays?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Rest	27.0%	26.9%	22.3%	26.3%	25.6%
Enjoy family time	9.2%	6.6%	10.1%	8.6%	8.8%
Have fun	11.2%	12.4%	4.2%	3.1%	7.0%
Explore the destination	45.7%	49.2%	60.4%	53.7%	52.5%
Practice their hobbies	5.3%	3.9%	1.3%	2.5%	3.2%
Other reasons	1.6%	0.9%	1.8%	5.8%	2.9%

Where did they spend their main holiday last year? *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Didn't have holidays	11.0%	6.3%	11.8%	8.1%	9.5%
Canary Islands	14.6%	23.0%	24.1%	27.4%	22.9%
Other destination	74.4%	70.7%	64.0%	64.5%	67.6%
Balearic Islands	4.8%	7.6%	3.0%	2.2%	4.2%
Rest of Spain	9.3%	25.6%	14.9%	9.1%	14.7%
Italy	10.7%	4.5%	7.1%	10.0%	8.0%
France	8.9%	6.0%	4.6%	7.4%	6.5%
Turkey	2.8%	1.3%	1.8%	0.7%	1.6%
Greece	8.0%	3.7%	9.1%	9.2%	7.7%
Portugal	10.7%	6.9%	3.3%	6.1%	6.3%
Croatia	3.1%	1.9%	1.0%	1.7%	1.8%
Egypt	3.4%	1.7%	1.8%	0.4%	1.7%
Tunisia	0.6%	0.1%	0.1%	0.1%	0.2%
Morocco	0.1%	0.0%	0.3%	0.4%	0.2%
Others	11.9%	11.2%	17.1%	17.1%	14.8%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
None (I was clear about "this Canary Island")	42.4%	34.1%	23.4%	32.8%	32.8%
Canary Islands (other island)	30.1%	23.0%	22.0%	28.7%	26.3%
Other destination	27.5%	42.9%	54.6%	38.5%	40.9%
Balearic Islands	2.4%	4.3%	7.3%	3.9%	4.5%
Rest of Spain	5.7%	7.4%	7.0%	5.4%	6.3%
Italy	3.0%	5.0%	7.9%	5.7%	5.5%
France	0.2%	1.3%	3.5%	2.0%	1.8%
Turkey	0.5%	2.1%	3.3%	2.2%	2.1%
Greece	3.7%	5.4%	11.9%	6.1%	6.9%
Portugal	4.9%	9.9%	5.5%	6.4%	6.4%
Croatia	1.4%	2.3%	2.6%	1.1%	1.8%
Egypt	2.1%	2.7%	2.3%	2.2%	2.3%
Others	3.5%	2.7%	3.3%	3.5%	3.3%

* Percentage of valid answers

Importance of each factor in the destination choice

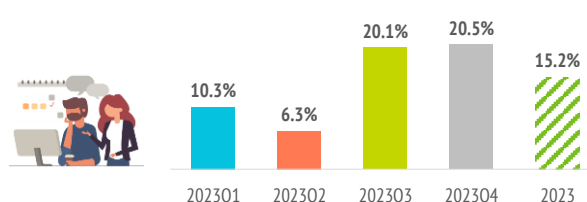
	2023Q1	2023Q2	2023Q3	2023Q4	2023
Landscapes	64.2%	66.5%	73.5%	66.5%	67.6%
Climate	71.3%	62.6%	51.3%	65.2%	63.0%
Environment	47.5%	51.4%	59.8%	51.2%	52.3%
Tranquility	44.9%	54.5%	56.5%	48.1%	50.4%
Safety	43.7%	46.5%	43.3%	39.1%	42.6%
Sea	37.5%	40.3%	32.6%	42.7%	38.5%
Hiking trail network	36.9%	41.3%	40.9%	34.6%	37.9%
Authenticity	34.2%	37.3%	37.6%	31.3%	34.6%
European belonging	31.5%	25.4%	34.6%	30.0%	30.7%
Effortless trip	28.9%	22.8%	27.8%	27.8%	27.2%
Gastronomy	27.0%	25.6%	25.3%	26.7%	26.3%
Accommodation supply	23.7%	19.4%	31.9%	25.4%	25.5%
Price	20.3%	25.1%	31.3%	21.8%	24.2%
Beaches	20.2%	18.4%	20.1%	24.5%	21.3%
Exoticism	14.2%	22.4%	21.8%	16.2%	18.1%
Fun possibilities	16.2%	18.3%	18.3%	14.9%	16.7%
Historical heritage	8.9%	19.4%	15.2%	13.4%	13.7%
Culture	8.1%	11.9%	10.2%	12.2%	10.6%
Shopping	6.2%	3.4%	6.7%	8.9%	6.8%
Nightlife	4.8%	4.0%	4.9%	4.7%	4.7%

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.

How far in advance do they book their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
The same day	0.0%	0.0%	0.6%	0.1%	0.2%
Between 1 and 30 days	19.1%	16.7%	23.5%	15.3%	18.5%
Between 1 and 2 months	36.7%	29.7%	17.4%	28.8%	28.4%
Between 3 and 6 months	33.9%	47.2%	38.4%	35.3%	37.8%
More than 6 months	10.3%	6.3%	20.1%	20.5%	15.2%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Previous visits to the Canary Islands	50.2%	39.9%	45.6%	44.2%	45.3%
Friends or relatives	24.8%	28.1%	24.5%	20.5%	23.9%
Internet or social media	44.2%	60.2%	60.8%	58.0%	55.4%
Mass Media	0.8%	1.0%	5.5%	6.7%	3.9%
Travel guides and magazines	18.6%	18.8%	22.1%	19.6%	19.8%
Travel Blogs or Forums	7.0%	8.2%	13.0%	5.5%	8.1%
Travel TV Channels	1.3%	0.8%	1.1%	0.9%	1.0%
Tour Operator or Travel Agency	27.3%	29.0%	14.9%	15.5%	20.9%
Public administrations or similar	0.2%	1.3%	3.2%	4.9%	2.7%
Others	4.2%	7.7%	4.4%	4.2%	4.9%

* Multi-choice question

Tourist profile by quarter of trip (2023)

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With whom did they book their flight and accommodation?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Flight					
- Directly with the airline	38.8%	49.0%	55.7%	49.7%	48.1%
- Tour Operator or Travel Agency	61.2%	51.0%	44.3%	50.3%	51.9%
Accommodation					
- Directly with the accommodation	28.7%	42.4%	45.4%	40.3%	38.8%
- Tour Operator or Travel Agency	71.3%	57.6%	54.6%	59.7%	61.2%

Where are they from?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Spanish Mainland	21.7%	38.5%	54.3%	26.6%	33.9%
Germany	36.9%	22.7%	14.6%	42.9%	31.1%
United Kingdom	9.8%	8.9%	6.5%	7.0%	8.0%
Netherlands	6.6%	5.8%	4.4%	4.9%	5.4%
Denmark	7.8%	3.4%	0.0%	3.5%	3.8%
France	3.4%	3.0%	2.1%	1.5%	2.4%
Others	13.8%	17.8%	18.1%	13.6%	15.5%

Where do they stay?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
1-2-3* Hotel	6.7%	4.7%	4.2%	5.1%	5.3%
4* Hotel	57.3%	69.5%	57.2%	57.5%	59.5%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	17.2%	15.5%	19.2%	18.4%	17.7%
House/room rented in a private dwelling	7.3%	5.2%	5.1%	7.1%	6.4%
Private accommodation (1)	6.6%	2.0%	5.8%	5.9%	5.3%
Others (Cottage, cruise, camping,...)	4.9%	3.1%	8.5%	6.0%	5.8%

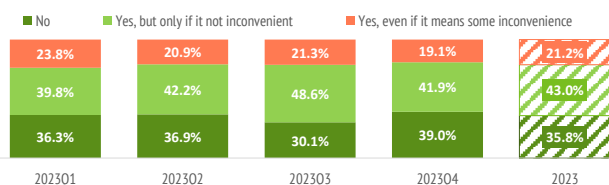
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

What do they book?

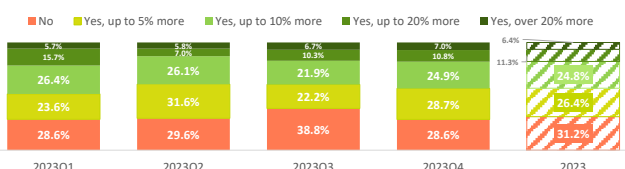
	2023Q1	2023Q2	2023Q3	2023Q4	2023
Room only	26.1%	25.4%	26.0%	26.1%	25.9%
Bed and Breakfast	18.2%	21.0%	16.5%	12.2%	16.4%
Half board	31.2%	34.3%	33.5%	26.8%	30.9%
Full board	4.6%	0.0%	1.3%	7.9%	4.0%
All inclusive	19.9%	19.3%	22.7%	27.1%	22.8%

Sustainable Destination

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

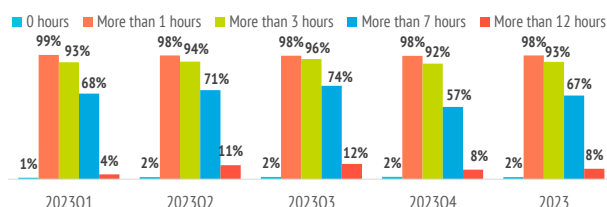


Would they be willing to spend more on travel to reduce their carbon footprint?



Activities in the Canary Islands

Outdoor time per day	2023Q1	2023Q2	2023Q3	2023Q4	2023
0 hours	1.2%	1.6%	1.8%	1.9%	1.6%
1 - 2 hours	5.8%	4.8%	2.7%	6.2%	5.0%
3 - 6 hours	25.0%	22.8%	21.3%	34.4%	26.8%
7 - 12 hours	64.3%	59.7%	62.1%	49.9%	58.3%
More than 12 hours	3.8%	11.1%	12.1%	7.6%	8.3%
Outdoor time per day	7.7	8.6	9.0	7.7	8.2



Activities in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Walk, wander	81.2%	76.9%	79.9%	80.2%	79.8%
Explore the island on their own	71.5%	72.8%	82.2%	73.9%	75.0%
Beach	54.2%	60.2%	73.5%	70.9%	65.2%
Hiking	49.7%	49.3%	56.3%	52.0%	51.9%
Swimming pool, hotel facilities	36.3%	47.4%	55.4%	48.3%	46.6%
Taste Canarian gastronomy	28.0%	42.8%	44.4%	50.2%	41.7%
Organized excursions	17.3%	29.1%	28.5%	29.7%	26.0%
Museums / exhibitions	18.3%	26.8%	25.9%	22.0%	22.8%
Wineries / markets / popular festivals	17.1%	23.7%	18.2%	18.5%	19.0%
Other Nature Activities	16.7%	12.5%	15.4%	19.7%	16.6%
Astronomical observation	8.3%	12.8%	22.3%	18.7%	15.8%
Sea excursions / whale watching	13.4%	18.5%	16.9%	12.6%	14.9%
Nightlife / concerts / shows	6.0%	3.4%	7.5%	8.8%	6.8%
Running	5.7%	3.5%	7.3%	7.8%	6.4%
Swim	2.7%	2.0%	5.9%	4.7%	4.0%
Beauty and health treatments	3.4%	2.7%	3.2%	5.0%	3.7%
Scuba Diving	1.3%	0.1%	3.0%	4.1%	2.4%
Practice other sports	1.6%	3.2%	2.0%	1.8%	2.0%
Cycling / Mountain bike	3.0%	1.0%	0.7%	1.8%	1.7%
Theme parks	0.8%	0.5%	3.2%	1.2%	1.4%
Surf	0.1%	0.0%	1.2%	0.6%	0.5%
Golf	0.0%	0.2%	0.0%	0.0%	0.0%
Windsurf / Kitesurf	0.1%	0.0%	0.0%	0.0%	0.0%

* Multi-choise question

Perception of the following sustainability measures during their stay *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Quality of life on the island	8.1	8.4	8.3	8.1	8.2
Tolerance towards tourism	8.5	8.7	8.7	8.7	8.6
Cleanliness of the island	8.5	8.6	8.7	8.5	8.6
Air quality	8.8	8.8	9.1	8.8	8.9
Rational water consumption	7.6	7.4	8.0	7.5	7.6
Energy saving	7.0	7.1	7.5	7.0	7.1
Use of renewable energy	6.9	6.8	6.7	6.7	6.8
Recycling	6.8	6.8	6.8	6.4	6.7
Easy to get around by public transport	7.1	7.1	7.3	7.3	7.2
Overcrowding in tourist areas	5.7	6.8	7.4	6.7	6.6
Supply of local products	7.3	7.7	7.7	7.6	7.5

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

Tourist profile by quarter of trip (2023)

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¿Qué lugares visitan?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Santa Cruz de La Palma	71.9%	71.0%	84.8%	81.2%	78.1%
Tazacorte Harbour	60.3%	54.2%	67.2%	64.6%	62.5%
Los Llanos de Aridane	62.1%	56.9%	61.1%	60.1%	60.4%
Nuevo Volcán en Cumbre Vieja	46.5%	48.0%	64.1%	55.2%	54.0%
Caldera de Taburiente National Pa	46.1%	46.2%	57.9%	60.6%	53.9%
Ruta de los Volcanes	49.4%	45.9%	53.0%	56.6%	52.1%
Roque de Los Muchachos Observa	36.8%	39.1%	57.5%	54.4%	48.2%
Los Tilos Forest	36.0%	36.7%	61.6%	47.7%	46.4%

How many are loyal to the Canary Islands?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
La Palma: Repeat tourists	63.2%	55.9%	66.5%	66.1%	63.6%
La Palma: At least 10 previous visits	4.6%	2.1%	4.0%	4.9%	4.1%
Canary Islands: Repeat tourists	79.4%	66.9%	84.4%	77.3%	77.6%
Canary Islands: At least 10 previous visi	18.8%	15.7%	17.2%	13.9%	16.3%

Who are they?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Gender					
Men	43.2%	46.0%	43.1%	43.9%	43.9%
Women	56.8%	54.0%	56.9%	56.1%	56.1%
Age					
Average age	53.4	46.0	44.4	47.5	48.1
Standard deviation	14.2	14.8	14.7	15.5	15.2
Age range					
16 - 24 years old	1.1%	9.0%	10.6%	10.3%	7.7%
25 - 30 years old	6.8%	11.8%	9.7%	6.6%	8.3%
31 - 45 years old	23.0%	23.9%	34.5%	26.5%	27.0%
46 - 60 years old	31.5%	35.6%	28.6%	31.8%	31.6%
Over 60 years old	37.6%	19.7%	16.7%	24.8%	25.4%
Occupation					
Salaried worker	48.9%	67.2%	62.3%	62.4%	59.7%
Self-employed	9.9%	8.9%	5.7%	8.2%	8.2%
Unemployed	0.1%	0.0%	2.6%	1.2%	1.0%
Business owner	9.1%	6.0%	11.2%	9.3%	9.1%
Student	1.4%	3.8%	5.8%	1.9%	3.0%
Retired	29.6%	12.6%	10.6%	16.5%	17.9%
Unpaid domestic work	0.0%	0.0%	0.1%	0.0%	0.0%
Others	1.1%	1.4%	1.4%	0.5%	1.0%
Annual household income level					
Less than €25,000	13.2%	7.1%	13.6%	10.1%	11.2%
€25,000 - €49,999	35.2%	40.1%	40.5%	35.9%	37.6%
€50,000 - €74,999	25.0%	23.3%	25.5%	22.4%	24.0%
More than €74,999	26.6%	29.5%	20.4%	31.6%	27.3%
Education level					
No studies	1.4%	2.6%	0.7%	0.3%	1.1%
Primary education	1.7%	0.9%	3.0%	3.6%	2.5%
Secondary education	13.4%	18.9%	13.0%	26.3%	18.5%
Higher education	83.5%	77.6%	83.3%	69.7%	77.9%

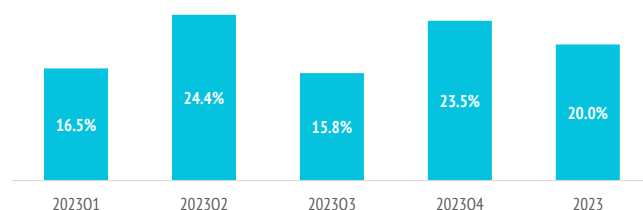
Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

How many islands do they visit during their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
One island	83.5%	75.6%	84.2%	76.5%	80.0%
Two islands	14.6%	22.0%	9.3%	20.2%	16.5%
Three or more islands	1.9%	2.4%	6.5%	3.3%	3.5%

% TOURISTS WHO VISIT MORE THAN ONE ISLANDS



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Average rating	8.80	9.17	9.05	9.06	9.01

Experience in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Worse or much worse than expected	3.3%	1.2%	2.9%	1.1%	2.1%
Lived up to expectations	54.7%	50.6%	45.7%	44.9%	48.7%
Better or much better than expected	42.1%	48.2%	51.4%	54.1%	49.2%

Future intentions (scale 1-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Return to the Canary Islands	8.86	9.10	9.22	9.12	9.07
Recommend visiting the Canary Islands	9.16	9.50	9.40	9.47	9.38

Who do they come with?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Unaccompanied	6.3%	7.5%	3.4%	10.7%	7.3%
Only with partner	53.8%	60.9%	46.8%	57.6%	54.7%
Only with children (< 13 years old)	3.7%	1.4%	7.1%	0.9%	3.2%
Partner + children (< 13 years old)	3.6%	4.5%	8.2%	5.5%	5.5%
Other relatives	8.1%	8.9%	9.6%	7.8%	8.5%
Friends	6.4%	3.0%	5.1%	6.1%	5.4%
Work colleagues	4.7%	1.3%	0.1%	1.7%	2.0%
Organized trip	1.0%	0.0%	0.0%	1.0%	0.6%
Other combinations (2)	12.3%	12.4%	19.7%	8.7%	12.9%

(2) Combination of some of the groups previously analyzed

Tourists with children	11.1%	8.0%	18.7%	8.7%	11.5%
- Between 0 and 2 years old	0.5%	0.7%	0.2%	0.7%	0.5%
- Between 3 and 12 years old	9.4%	7.2%	17.4%	7.4%	10.2%
- Between 0 -2 and 3-12 years old	1.1%	0.1%	1.1%	0.6%	0.8%
Tourists without children	88.9%	92.0%	81.3%	91.3%	88.5%
Group composition:					
- 1 person	7.7%	8.7%	5.1%	13.9%	9.3%
- 2 people	63.5%	69.5%	56.1%	65.2%	63.4%
- 3 people	12.2%	9.9%	15.6%	6.8%	10.8%
- 4 or 5 people	14.3%	10.4%	20.6%	11.4%	14.1%
- 6 or more people	2.4%	1.5%	2.6%	2.7%	2.4%
Average group size:	2.49	2.30	2.67	2.35	2.45

*People who share the main expenses of the trip