Tourist profile by quarter of trip (2023)
TENERIFE
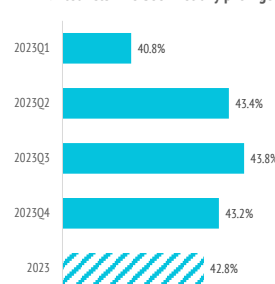
Canary Islands — LATITUDE OF LIFE

How many are they and how much do they spend?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1.7**	**1.5**	**1.5**	**1.8**	**6.4**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1.5**	**1.2**	**1.3**	**1.6**	**5.6**
- book holiday package (*)	0.6	0.5	0.6	0.7	**2.4**
- do not book holiday package (*)	0.9	0.7	0.7	0.9	**3.2**
- % tourists who book holiday package	40.8%	43.4%	43.8%	43.2%	**42.8%**
Children < 16 years old (FRONTUR - EGT) *(*)*	0.2	0.2	0.2	0.2	**0.8**
(*) million of tourists					
Expenditure per tourist (€)	**1,397**	**1,207**	**1,484**	**1,329**	**1,355**
- book holiday package	339	313	346	336	**334**
- holiday package	273	249	275	271	**268**
- others	66	65	70	64	**66**
- do not book holiday package	291	283	303	265	**285**
- flight	74	71	89	69	**76**
- accommodation	109	94	98	91	**98**
- others	108	118	116	105	**111**
Average lenght of stay	**10.05**	**8.83**	**9.40**	**8.95**	**9.32**
Average daily expenditure (€)	**167.2**	**160.4**	**180.1**	**168.1**	**168.9**
Average daily expenditure (without flight)	**124.1**	**118.9**	**126.3**	**124.1**	**123.4**
Average cost of the flight (€)	**79.5**	**75.5**	**94.5**	**76.9**	**81.5**
Total turnover (≥ 16 years old) (€m)	**2,063**	**1,499**	**1,907**	**2,125**	**7,593**

% tourists who book holiday package
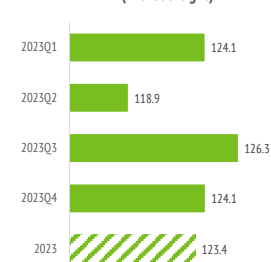
Quarter	%
2023Q1	40.8%
2023Q2	43.4%
2023Q3	43.8%
2023Q4	43.2%
2023	42.8%

Average daily expenditure (€) (without flight)

Quarter	€
2023Q1	124.1
2023Q2	118.9
2023Q3	126.3
2023Q4	124.1
2023	123.4

Average lenght of stay

Quarter	Days
2023Q1	10.05
2023Q2	8.83
2023Q3	9.40
2023Q4	8.95
2023	9.32

Expenditure per tourist (€)

Quarter	€
2023Q1	1,397
2023Q2	1,207
2023Q3	1,484
2023Q4	1,329
2023	1,355
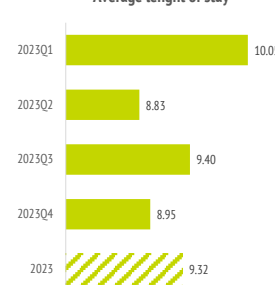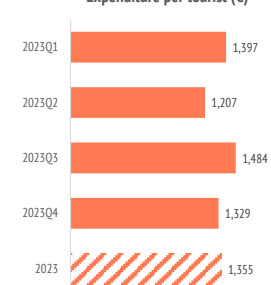
% Tourists whose spending has been greater than €0 in each item

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Accommodation:					
- Accommodation	80.4%	80.8%	79.2%	82.4%	**80.8%**
- Additional accommodation expenses	6.5%	7.1%	8.4%	7.0%	**7.2%**
Transport:					
- National/International Transport	93.6%	92.8%	91.1%	94.8%	**93.2%**
- Flights between islands	4.8%	4.2%	5.8%	5.5%	**5.1%**
- Taxi	47.8%	50.6%	51.8%	49.7%	**49.9%**
- Car rental	41.0%	39.7%	35.2%	34.8%	**37.6%**
- Public transport	12.3%	10.3%	8.8%	11.1%	**10.7%**
Food and drink:					
- Food purchases at supermarkets	57.6%	56.5%	58.3%	60.0%	**58.2%**
- Restaurants	77.1%	72.2%	70.6%	69.3%	**72.3%**
Leisure:					
- Organized excursions	27.1%	30.7%	34.0%	29.8%	**30.3%**
- Sport activities	9.3%	7.7%	10.5%	7.7%	**8.8%**
- Cultural activities	3.1%	3.6%	3.4%	3.0%	**3.2%**
- Museums	3.7%	3.2%	3.9%	3.4%	**3.5%**
- Theme Parks	15.8%	19.2%	28.8%	16.7%	**19.8%**
- Discos and pubs	13.2%	11.8%	15.5%	11.7%	**13.0%**
- Wellness	7.2%	6.5%	6.7%	6.3%	**6.7%**
Purchases of goods:					
- Souvenirs	39.1%	42.0%	45.4%	39.6%	**41.3%**
- Real state	0.2%	0.4%	0.2%	0.1%	**0.2%**
- Other expenses	0.5%	0.6%	1.1%	1.1%	**0.9%**
Other:					
- Medical or pharmaceutical expenses	7.6%	7.8%	8.0%	7.8%	**7.8%**
- Other expenses	5.8%	5.9%	5.9%	5.4%	**5.7%**

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:	**859**	**724**	**871**	**848**	**829**
- Accommodation	753	605	723	678	**692**
- Additional accommodation expenses	106	119	148	171	**138**
Transport:	**697**	**640**	**834**	**707**	**718**
- National/International Transport	380	330	476	362	**385**
- Flights between islands	73	88	92	92	**87**
- Taxi	91	83	101	102	**95**
- Car rental	127	114	134	122	**124**
- Public transport	26	25	31	30	**28**
Food and drink:	**309**	**282**	**322**	**303**	**304**
- Food purchases at supermarkets	103	94	103	99	**100**
- Restaurants	206	189	218	203	**204**
Leisure:	**507**	**542**	**568**	**541**	**539**
- Organized excursions	93	91	111	97	**98**
- Sport activities	112	109	94	92	**102**
- Cultural activities	54	59	65	57	**59**
- Museums	28	40	37	36	**35**
- Theme Parks	67	71	79	73	**73**
- Discos and pubs	83	93	92	113	**95**
- Wellness	68	80	90	73	**77**
Purchases of goods:	**1,237**	**2,091**	**359**	**290**	**1,272**
- Souvenirs	82	82	82	89	**84**
- Real state	818	1,849	72	78	**1,000**
- Other expenses	338	159	205	123	**188**
Other:	**130**	**137**	**137**	**135**	**135**
- Medical or pharmaceutical expenses	42	51	44	41	**44**
- Other expenses	89	86	93	94	**90**

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.

What is the main purpose of their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Holiday, leisure	88.0%	89.4%	89.8%	88.3%	**88.8%**
Visiting family or friends	9.2%	7.1%	7.5%	8.5%	**8.1%**
Business and work	1.0%	1.7%	1.7%	1.6%	**1.5%**
Education and training	0.1%	0.5%	0.2%	0.3%	**0.3%**
Sports training	1.0%	0.5%	0.2%	0.4%	**0.5%**
Health or medical care	0.2%	0.1%	0.0%	0.1%	**0.1%**
Fairs and congresses	0.0%	0.2%	0.2%	0.4%	**0.2%**
Others	0.5%	0.6%	0.3%	0.5%	**0.5%**

What is the main motivation for their holidays?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Rest	48.4%	49.7%	42.4%	51.2%	**48.1%**
Enjoy family time	16.8%	13.6%	20.0%	15.0%	**16.3%**
Have fun	8.3%	9.5%	13.1%	7.5%	**9.4%**
Explore the destination	21.6%	24.3%	22.6%	22.8%	**22.8%**
Practice their hobbies	3.2%	1.3%	0.5%	1.6%	**1.7%**
Other reasons	1.7%	1.6%	1.3%	1.9%	**1.7%**

Where did they spend their main holiday last year? *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Didn't have holidays	13.2%	14.5%	13.1%	11.6%	**13.0%**
Canary Islands	22.8%	24.7%	25.4%	24.0%	**24.3%**
Other destination	64.1%	60.8%	61.5%	64.4%	**62.7%**
Balearic Islands	4.9%	5.1%	4.6%	3.8%	**4.6%**
Rest of Spain	13.3%	13.5%	11.7%	11.0%	**12.3%**
Italy	7.6%	5.8%	7.7%	9.5%	**7.8%**
France	5.1%	4.8%	5.0%	6.2%	**5.3%**
Turkey	2.7%	3.0%	2.6%	2.7%	**2.7%**
Greece	6.5%	6.8%	6.3%	5.8%	**6.3%**
Portugal	4.7%	4.2%	3.8%	4.5%	**4.3%**
Croatia	2.3%	2.0%	1.9%	3.0%	**2.3%**
Egypt	1.2%	1.2%	1.1%	0.7%	**1.0%**
Tunisia	0.3%	0.2%	0.2%	0.2%	**0.2%**
Morocco	0.6%	0.9%	0.7%	0.6%	**0.7%**
Others	14.9%	13.1%	15.9%	16.5%	**15.2%**

* 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")	40.1%	25.3%	21.1%	30.7%	**29.0%**
Canary Islands (other island)	26.4%	22.2%	19.6%	25.4%	**23.3%**
Other destination	33.5%	52.5%	59.3%	43.9%	**47.7%**
Balearic Islands	3.3%	6.9%	8.4%	5.3%	**6.0%**
Rest of Spain	7.3%	9.5%	10.9%	8.8%	**9.2%**
Italy	3.4%	5.9%	6.4%	4.5%	**5.1%**
France	1.3%	2.1%	2.6%	1.4%	**1.8%**
Turkey	2.1%	3.5%	4.5%	3.2%	**3.4%**
Greece	3.6%	8.7%	11.7%	7.4%	**8.0%**
Portugal	5.1%	7.7%	7.3%	6.2%	**6.6%**
Croatia	1.2%	3.3%	3.7%	2.0%	**2.6%**
Egypt	3.0%	2.4%	1.6%	2.5%	**2.3%**
Others	3.3%	2.4%	2.1%	2.6%	**2.6%**

* Percentage of valid answers

Importance of each factor in the destination choice

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Climate	79.9%	75.5%	65.8%	75.5%	**74.5%**
Safety	53.5%	55.0%	56.9%	52.1%	**54.2%**
Tranquility	43.1%	45.0%	47.0%	44.6%	**44.8%**
Accommodation supply	38.9%	43.3%	46.2%	39.9%	**41.8%**
Sea	40.0%	41.2%	39.5%	41.1%	**40.5%**
Landscapes	40.8%	39.0%	36.7%	38.1%	**38.7%**
Price	34.3%	41.3%	41.0%	36.8%	**38.1%**
Environment	38.4%	37.5%	36.2%	36.2%	**37.0%**
Effortless trip	35.2%	38.7%	36.8%	36.0%	**36.6%**
European belonging	35.0%	36.1%	31.9%	34.9%	**34.5%**
Beaches	28.0%	32.3%	34.2%	32.1%	**31.5%**
Gastronomy	29.1%	27.5%	28.3%	25.6%	**27.6%**
Fun possibilities	22.9%	26.1%	33.7%	23.6%	**26.3%**
Authenticity	23.5%	23.3%	24.4%	22.1%	**23.3%**
Exoticism	12.1%	13.6%	14.7%	11.9%	**13.0%**
Hiking trail network	15.7%	11.1%	8.8%	11.9%	**12.0%**
Shopping	8.7%	9.4%	12.2%	10.3%	**10.1%**
Culture	9.9%	9.8%	9.8%	8.8%	**9.5%**
Nightlife	8.9%	7.9%	11.2%	8.7%	**9.2%**
Historical heritage	9.7%	9.3%	8.9%	8.4%	**9.1%**

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	0.7%	0.7%	0.6%	0.8%	**0.7%**
Between 1 and 30 days	23.7%	22.6%	21.4%	24.8%	**23.2%**
Between 1 and 2 months	28.8%	27.0%	18.6%	22.7%	**24.3%**
Between 3 and 6 months	30.4%	34.2%	35.7%	30.9%	**32.6%**
More than 6 months	16.4%	15.5%	23.7%	20.8%	**19.1%**

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2023Q1	2023Q2	2023Q3	2023Q4	2023
16.4%	15.5%	23.7%	20.8%	19.1%
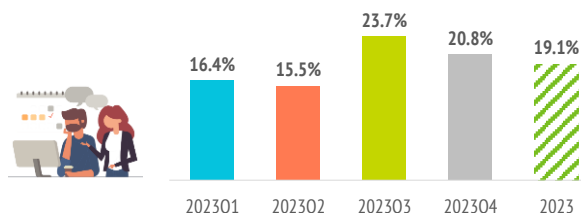
What channels did they use to get information about the trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Previous visits to the Canary Islands	54.7%	47.2%	44.1%	48.2%	**48.7%**
Friends or relatives	33.6%	33.7%	35.3%	32.3%	**33.6%**
Internet or social media	51.9%	56.6%	55.3%	52.4%	**53.8%**
Mass Media	2.3%	2.5%	2.6%	1.9%	**2.3%**
Travel guides and magazines	7.7%	7.3%	6.2%	6.5%	**6.9%**
Travel Blogs or Forums	7.3%	8.4%	7.1%	7.5%	**7.5%**
Travel TV Channels	0.8%	0.5%	0.8%	0.6%	**0.7%**
Tour Operator or Travel Agency	18.4%	17.7%	20.3%	18.4%	**18.7%**
Public administrations or similar	0.7%	1.0%	0.5%	0.8%	**0.7%**
Others	2.8%	3.9%	3.4%	2.7%	**3.2%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Flight					
- Directly with the airline	56.2%	54.8%	51.6%	52.3%	**53.7%**
- Tour Operator or Travel Agency	43.8%	45.2%	48.4%	47.7%	**46.3%**
Accommodation					
- Directly with the accommodation	41.5%	39.9%	37.6%	38.5%	**39.4%**
- Tour Operator or Travel Agency	58.5%	60.1%	62.4%	61.5%	**60.6%**

Where are they from? 🌐

	2023Q1	2023Q2	2023Q3	2023Q4	2023
United Kingdom	34.4%	40.2%	41.2%	38.0%	**38.3%**
Spanish Mainland	11.5%	15.4%	17.7%	10.2%	**13.4%**
Germany	13.6%	10.5%	8.3%	13.2%	**11.6%**
France	5.4%	5.3%	5.2%	5.2%	**5.3%**
Italy	4.8%	4.9%	5.0%	5.4%	**5.0%**
Belgium	3.6%	3.8%	3.6%	4.0%	**3.8%**
Others	26.8%	19.9%	18.9%	23.9%	**22.6%**

Where do they stay? 🛏

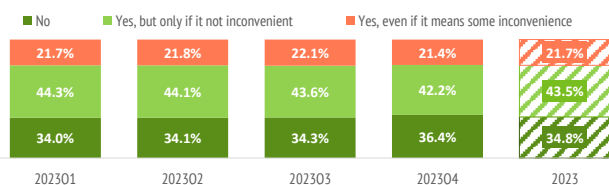|	2023Q1	2023Q2	2023Q3	2023Q4	2023
1-2-3* Hotel	9.5%	8.2%	8.4%	8.7%	**8.7%**
4* Hotel	34.8%	40.2%	38.9%	37.5%	**37.7%**
5* Hotel / 5* Luxury Hotel	11.5%	12.7%	13.1%	9.6%	**11.6%**
Aparthotel / Tourist Villa	15.1%	16.3%	16.3%	15.2%	**15.7%**
House/room rented in a private dwelling	8.4%	7.2%	6.4%	8.7%	**7.8%**
Private accommodation (1)	12.4%	9.1%	9.4%	9.8%	**10.2%**
Others (Cottage, cruise, camping,..)	8.3%	6.3%	7.6%	10.4%	**8.3%**

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.
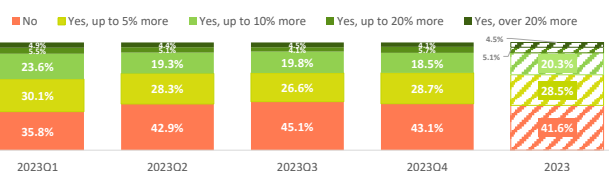
What do they book? 🍽

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Room only	33.2%	26.6%	25.5%	30.7%	**29.2%**
Bed and Breakfast	18.0%	17.6%	17.4%	16.9%	**17.5%**
Half board	23.4%	23.9%	23.4%	23.2%	**23.5%**
Full board	4.1%	3.7%	3.0%	3.6%	**3.6%**
All inclusive	21.4%	28.1%	30.8%	25.6%	**26.3%**

Activities in the Canary Islands 🚶

Outdoor time per day	2023Q1	2023Q2	2023Q3	2023Q4	2023
0 hours	1.8%	2.1%	2.0%	2.1%	**2.0%**
1 - 2 hours	6.9%	9.0%	11.0%	9.5%	**9.0%**
3 - 6 hours	31.1%	30.9%	32.2%	30.9%	**31.3%**
7 - 12 hours	50.6%	48.5%	45.3%	48.0%	**48.2%**
More than 12 hours	9.6%	9.6%	9.5%	9.3%	**9.5%**
Outdoor time per day	7.8	7.6	7.4	7.6	**7.6**

Legend: ■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

	2023Q1	2023Q2	2023Q3	2023Q4	2023
98%					
91%	98% 89%	98% 87%	98% 88%	98% 89%	
60%	58%	55%	57%	58%	
2% 10%	2% 10%	2% 9%	2% 9%	2% 9%	

Activities in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Walk, wander	80.5%	78.0%	77.1%	77.1%	**78.2%**
Beach	62.0%	65.8%	72.8%	66.1%	**66.5%**
Swimming pool, hotel facilities	54.2%	64.4%	71.1%	60.0%	**62.0%**
Explore the island on their own	52.4%	51.2%	51.7%	48.5%	**50.9%**
Taste Canarian gastronomy	31.4%	30.2%	29.5%	28.5%	**29.9%**
Theme parks	16.8%	22.2%	34.8%	21.1%	**23.3%**
Hiking	24.1%	20.0%	16.0%	21.5%	**20.6%**
Organized excursions	18.0%	20.4%	23.7%	19.6%	**20.3%**
Nightlife / concerts / shows	17.5%	16.2%	22.1%	16.0%	**17.9%**
Sea excursions / whale watching	12.0%	18.1%	24.5%	15.8%	**17.3%**
Wineries / markets / popular festivals	12.2%	9.9%	8.6%	8.3%	**9.8%**
Other Nature Activities	10.3%	9.8%	8.8%	9.4%	**9.6%**
Swim	6.4%	8.2%	10.2%	7.9%	**8.1%**
Museums / exhibitions	7.3%	7.7%	7.6%	7.1%	**7.4%**
Beauty and health treatments	7.3%	7.1%	7.1%	6.6%	**7.0%**
Running	6.0%	4.9%	5.5%	5.4%	**5.5%**
Astronomical observation	4.5%	5.3%	4.7%	6.0%	**5.1%**
Practice other sports	5.9%	4.5%	5.0%	3.5%	**4.7%**
Scuba Diving	2.1%	3.1%	4.6%	3.3%	**3.2%**
Golf	3.7%	2.6%	3.3%	2.2%	**2.9%**
Surf	2.2%	2.6%	2.5%	2.2%	**2.4%**
Cycling / Mountain bike	2.3%	1.8%	1.2%	2.0%	**1.9%**
Windsurf / Kitesurf	0.8%	0.8%	0.9%	0.7%	**0.8%**

* Multi-choise question

Sustainable Destination

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

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Yes, even if it means some inconvenience	21.7%	21.8%	22.1%	21.4%	21.7%
Yes, but only if it not inconvenient	44.3%	44.1%	43.6%	42.2%	43.5%
No	34.0%	34.1%	34.3%	36.4%	34.8%

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

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

Percepcion of the following sustainability measures during their stay *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Quality of life on the island	8.1	8.1	8.1	8.0	**8.1**
Tolerance towards tourism	8.4	8.6	8.5	8.5	**8.5**
Cleanliness of the island	8.4	8.4	8.1	8.0	**8.2**
Air quality	8.4	8.6	8.2	8.3	**8.4**
Rational water consumption	7.4	7.8	7.6	7.6	**7.6**
Energy saving	6.9	7.1	7.1	7.0	**7.0**
Use of renewable energy	6.9	7.0	6.9	6.8	**6.9**
Recycling	7.1	7.3	7.1	6.9	**7.1**
Easy to get around by public transport	7.4	7.5	7.6	7.5	**7.5**
Overcrowding in tourist areas	6.7	6.8	6.7	6.4	**6.6**
Supply of local products	7.2	7.2	7.4	7.2	**7.2**

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

¿Qué lugares visitan?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Teide National Park	40.9%	41.7%	28.9%	39.4%	37.9%
Santa Cruz	39.4%	33.1%	34.5%	29.1%	34.0%
La Laguna	26.3%	21.8%	20.7%	19.2%	22.0%
Los Gigantes Cliffs	20.9%	19.2%	19.7%	14.8%	18.5%
Garachico	20.2%	17.3%	19.2%	14.5%	17.7%
La Orotava	21.0%	17.8%	15.4%	14.3%	17.1%
Icod de los Vinos	15.6%	14.5%	15.3%	12.0%	14.3%
Anaga rural park	14.7%	14.2%	11.6%	12.7%	13.3%
Barranco de Masca	12.7%	11.5%	11.9%	11.0%	11.7%
Teno / Buenavista	7.6%	7.2%	7.3%	6.4%	7.1%
Barranco del Infierno	4.0%	2.8%	3.6%	3.2%	3.4%

How many are loyal to the Canary Islands?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Tenerife: Repeat tourists	68.1%	61.2%	64.0%	61.2%	63.6%
Tenerife: At least 10 previous visits	11.3%	9.7%	8.8%	10.1%	10.0%
Canary Islands: Repeat tourists	73.7%	66.5%	70.9%	68.3%	69.9%
Canary Islands: At least 10 previous visi	20.0%	17.1%	14.0%	18.2%	17.5%

Who are they?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Gender					
Men	46.1%	47.0%	48.1%	49.7%	47.8%
Women	53.9%	53.0%	51.9%	50.3%	52.2%
Age					
Average age	47.8	44.4	40.5	46.3	45.0
Standard deviation	16.8	16.8	15.5	16.8	16.7
Age range					
16 - 24 years old	9.6%	12.8%	19.2%	9.3%	12.4%
25 - 30 years old	10.0%	12.7%	13.8%	12.3%	12.1%
31 - 45 years old	26.8%	32.3%	32.4%	30.5%	30.4%
46 - 60 years old	26.5%	20.3%	21.8%	23.5%	23.2%
Over 60 years old	27.1%	21.9%	12.7%	24.4%	21.9%
Occupation					
Salaried worker	49.4%	56.9%	63.7%	55.4%	56.1%
Self-employed	10.8%	10.1%	11.1%	10.8%	10.7%
Unemployed	0.9%	0.8%	1.1%	1.1%	1.0%
Business owner	8.7%	7.8%	8.9%	7.8%	8.3%
Student	4.8%	4.6%	6.1%	3.4%	4.7%
Retired	23.9%	17.9%	7.8%	19.9%	17.7%
Unpaid domestic work	0.4%	1.0%	0.6%	0.6%	0.6%
Others	0.9%	0.8%	0.7%	1.0%	0.9%
Annual household income level					
Less than €25,000	13.7%	14.6%	17.1%	13.0%	14.5%
€25,000 - €49,999	34.9%	38.4%	34.4%	34.5%	35.4%
€50,000 - €74,999	22.0%	22.4%	22.4%	25.1%	23.1%
More than €74,999	29.5%	24.7%	26.1%	27.4%	27.0%
Education level					
No studies	3.2%	4.9%	5.5%	4.6%	4.5%
Primary education	2.0%	1.6%	1.2%	2.1%	1.8%
Secondary education	17.5%	18.4%	18.8%	20.6%	18.9%
Higher education	77.2%	75.1%	74.5%	72.7%	74.8%

How many islands do they visit during their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
One island	92.3%	93.7%	91.5%	91.6%	92.2%
Two islands	6.8%	5.3%	7.3%	7.2%	6.7%
Three or more islands	0.9%	1.1%	1.3%	1.2%	1.1%

% TOURISTS WHO VISIT MORE THAN ONE ISLANDS

	2023Q1	2023Q2	2023Q3	2023Q4	2023
	7.7%	6.3%	8.5%	8.4%	7.8%
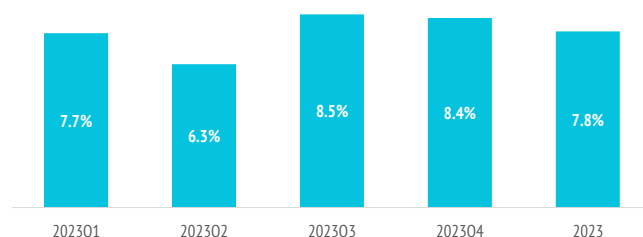
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Average rating	8.82	8.90	8.76	8.78	8.81

Experience in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Worse or much worse than expected	2.2%	2.0%	3.7%	2.8%	2.7%
Lived up to expectations	52.5%	48.7%	50.9%	53.3%	51.5%
Better or much better than expected	45.3%	49.3%	45.4%	43.9%	45.8%

Future intentions (scale 1-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Return to the Canary Islands	8.91	8.86	8.68	8.81	8.82
Recommend visiting the Canary Islands	9.11	9.12	8.94	9.02	9.05

Who do they come with?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Unaccompanied	9.2%	8.5%	6.3%	10.7%	8.8%
Only with partner	48.7%	52.9%	41.0%	50.5%	48.4%
Only with children (< 13 years old)	3.0%	3.2%	6.2%	4.1%	4.1%
Partner + children (< 13 years old)	6.2%	8.1%	10.4%	5.2%	7.3%
Other relatives	9.4%	8.1%	12.6%	9.5%	9.9%
Friends	8.3%	7.8%	6.3%	6.8%	7.3%
Work colleagues	0.2%	0.8%	0.7%	0.8%	0.7%
Organized trip	0.1%	0.2%	0.2%	0.2%	0.2%
Other combinations (2)	14.7%	10.3%	16.3%	12.1%	13.4%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**15.1%**	**16.1%**	**23.9%**	**14.6%**	**17.2%**
- Between 0 and 2 years old	1.2%	1.8%	1.2%	1.7%	1.5%
- Between 3 and 12 years old	12.9%	12.7%	21.3%	11.6%	14.4%
- Between 0 -2 and 3-12 years old	1.0%	1.6%	1.3%	1.3%	1.3%
Tourists without children	**84.9%**	**83.9%**	**76.1%**	**85.4%**	**82.8%**
Group composition:					
- 1 person	11.5%	10.5%	8.0%	12.9%	10.9%
- 2 people	57.3%	60.9%	48.7%	58.2%	56.4%
- 3 people	11.2%	11.1%	17.2%	10.0%	12.2%
- 4 or 5 people	15.7%	14.4%	20.7%	15.0%	16.3%
- 6 or more people	4.3%	3.0%	5.4%	4.0%	4.2%
Average group size:	**2.60**	**2.49**	**2.84**	**2.51**	**2.60**

*People who share the main expenses of the trip