Canary Islands — LATITUDE OF LIFE

How many are they and how much do they spend?

👤€

TOURISTS	2023Q1	2023Q2	2023Q3	2023Q4	2023
Tourist arrivals (FRONTUR) (*)	**4.2**	**3.6**	**3.9**	**4.5**	**16.2**
Tourist arrivals ≥ 16 years old (EGT) (*)	**3.7**	**3.1**	**3.2**	**4.1**	**14.1**
- book holiday package (*)	1.7	1.5	1.6	2.0	**6.7**
- do not book holiday package (*)	2.0	1.6	1.7	2.1	**7.4**
- % tourists who book holiday package	46.7%	48.1%	47.9%	48.3%	**47.7%**
Children < 16 years old (FRONTUR - EGT) *(*)*	0.5	0.6	0.6	0.4	**2.1**
(*) million of tourists					
Expenditure per tourist (€)	**1,432**	**1,215**	**1,500**	**1,385**	**1,387**
- book holiday package	334	304	333	339	**329**
- holiday package	276	247	276	283	**272**
- others	58	57	57	56	**57**
- do not book holiday package	298	277	299	266	**285**
- flight	81	70	87	73	**78**
- accommodation	107	96	103	93	**100**
- others	109	111	109	100	**107**
Average lenght of stay	**10.13**	**8.97**	**9.50**	**9.24**	**9.47**
Average daily expenditure (€)	**168.5**	**155.4**	**177.6**	**168.7**	**167.8**
Average daily expenditure (without flight)	**120.5**	**113.9**	**124.2**	**121.6**	**120.2**
Average cost of the flight (€)	**88.7**	**76.4**	**93.8**	**83.4**	**85.9**
Total turnover (≥ 16 years old) (€m)	**5,353**	**3,742**	**4,859**	**5,612**	**19,565**

% tourists who book holiday package
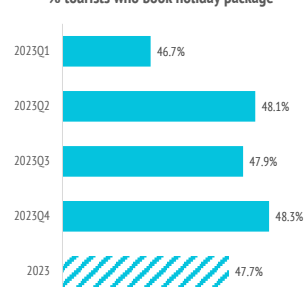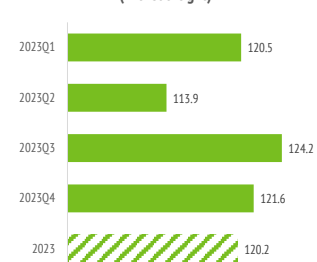
2023Q1	46.7%
2023Q2	48.1%
2023Q3	47.9%
2023Q4	48.3%
2023	47.7%

Average daily expenditure (€) (without flight)

2023Q1	120.5
2023Q2	113.9
2023Q3	124.2
2023Q4	121.6
2023	120.2

Average lenght of stay

2023Q1	10.13
2023Q2	8.97
2023Q3	9.50
2023Q4	9.24
2023	9.47

Expenditure per tourist (€)

2023Q1	1,432
2023Q2	1,215
2023Q3	1,500
2023Q4	1,385
2023	1,387
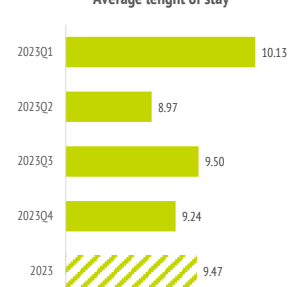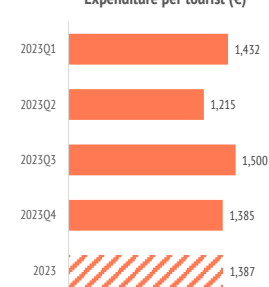
% Tourists whose spending has been greater than €0 in each item

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Accommodation:					
- Accommodation	83.3%	84.3%	82.9%	84.2%	**83.7%**
- Additional accommodation expenses	6.8%	7.2%	7.9%	6.7%	**7.1%**
Transport:					
- National/International Transport	95.2%	94.6%	93.6%	95.8%	**94.9%**
- Flights between islands	5.4%	5.1%	6.3%	5.5%	**5.6%**
- Taxi	51.1%	53.4%	54.7%	51.6%	**52.6%**
- Car rental	33.8%	33.0%	32.1%	30.9%	**32.4%**
- Public transport	13.0%	11.4%	9.0%	11.2%	**11.2%**
Food and drink:					
- Food purchases at supermarkets	58.5%	58.1%	59.9%	58.8%	**58.8%**
- Restaurants	70.5%	66.3%	64.5%	64.6%	**66.5%**
Leisure:					
- Organized excursions	21.7%	24.9%	29.6%	23.5%	**24.7%**
- Sport activities	8.4%	7.3%	9.6%	7.2%	**8.1%**
- Cultural activities	2.9%	2.6%	3.0%	2.5%	**2.8%**
- Museums	6.2%	4.9%	5.6%	5.4%	**5.5%**
- Theme Parks	8.6%	10.3%	16.5%	9.2%	**10.9%**
- Discos and pubs	10.6%	10.8%	12.4%	9.6%	**10.7%**
- Wellness	5.7%	5.6%	5.4%	4.8%	**5.3%**
Purchases of goods:					
- Souvenirs	38.7%	42.2%	44.8%	40.9%	**41.5%**
- Real state	0.2%	0.3%	0.1%	0.1%	**0.2%**
- Other expenses	0.6%	0.7%	1.0%	0.9%	**0.8%**
Other:					
- Medical or pharmaceutical expenses	7.8%	7.2%	8.0%	7.6%	**7.7%**
- Other expenses	5.5%	6.1%	5.5%	4.8%	**5.4%**

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:	**893**	**753**	**912**	**891**	**866**
- Accommodation	735	611	750	727	**709**
- Additional accommodation expenses	158	142	162	164	**157**
Transport:	**753**	**639**	**809**	**724**	**733**
- National/International Transport	422	337	475	398	**408**
- Flights between islands	83	82	83	89	**84**
- Taxi	90	79	97	88	**89**
- Car rental	131	113	128	118	**122**
- Public transport	28	28	27	32	**29**
Food and drink:	**319**	**282**	**317**	**304**	**306**
- Food purchases at supermarkets	114	99	109	106	**108**
- Restaurants	205	182	207	198	**199**
Leisure:	**515**	**549**	**542**	**535**	**535**
- Organized excursions	94	86	106	93	**95**
- Sport activities	102	112	91	92	**99**
- Cultural activities	50	63	63	57	**58**
- Museums	38	41	40	37	**39**
- Theme Parks	68	67	74	71	**71**
- Discos and pubs	94	102	93	107	**99**
- Wellness	69	77	75	78	**74**
Purchases of goods:	**1,024**	**1,816**	**820**	**751**	**1,242**
- Souvenirs	86	84	86	90	**87**
- Real state	592	1,468	571	494	**934**
- Other expenses	346	265	163	167	**221**
Other:	**139**	**126**	**128**	**156**	**138**
- Medical or pharmaceutical expenses	48	46	41	53	**47**
- Other expenses	90	80	88	104	**91**

What is the main purpose of their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Holiday, leisure	89.1%	90.7%	91.3%	89.3%	**90.0%**
Visiting family or friends	7.8%	5.8%	6.0%	7.5%	**6.9%**
Business and work	1.3%	1.7%	1.7%	1.5%	**1.6%**
Education and training	0.1%	0.4%	0.2%	0.2%	**0.2%**
Sports training	0.9%	0.5%	0.2%	0.4%	**0.5%**
Health or medical care	0.1%	0.1%	0.0%	0.1%	**0.1%**
Fairs and congresses	0.0%	0.3%	0.2%	0.3%	**0.2%**
Others	0.5%	0.5%	0.4%	0.6%	**0.5%**

What is the main motivation for their holidays?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Rest	50.4%	52.7%	47.0%	53.0%	**50.9%**
Enjoy family time	15.9%	12.4%	19.1%	14.9%	**15.6%**
Have fun	8.0%	9.6%	11.8%	7.8%	**9.2%**
Explore the destination	20.7%	21.7%	20.1%	20.4%	**20.7%**
Practice their hobbies	3.1%	1.7%	0.9%	2.1%	**2.0%**
Other reasons	1.8%	1.8%	1.1%	1.8%	**1.7%**

Where did they spend their main holiday last year? *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Didn't have holidays	13.6%	14.7%	13.7%	13.0%	**13.7%**
Canary Islands	23.7%	25.9%	27.9%	25.0%	**25.8%**
Other destination	62.7%	59.3%	58.4%	62.1%	**60.5%**
Balearic Islands	4.9%	5.1%	4.2%	4.0%	**4.5%**
Rest of Spain	12.3%	12.5%	10.4%	10.8%	**11.4%**
Italy	7.7%	5.7%	7.0%	9.1%	**7.4%**
France	5.2%	4.6%	5.3%	5.9%	**5.3%**
Turkey	2.8%	3.4%	2.4%	2.6%	**2.8%**
Greece	7.4%	7.2%	6.7%	6.5%	**6.9%**
Portugal	4.4%	4.1%	3.8%	4.2%	**4.1%**
Croatia	2.2%	2.0%	2.2%	2.7%	**2.3%**
Egypt	1.3%	1.2%	1.0%	1.1%	**1.1%**
Tunisia	0.3%	0.4%	0.2%	0.2%	**0.3%**
Morocco	0.7%	1.0%	0.8%	0.7%	**0.8%**
Others	13.4%	12.1%	14.4%	14.5%	**13.7%**

* 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")	37.1%	25.1%	20.5%	32.3%	**28.5%**
Canary Islands (other island)	29.2%	24.2%	20.7%	27.0%	**25.1%**
Other destination	33.7%	50.7%	58.8%	40.7%	**46.3%**
Balearic Islands	3.4%	6.9%	9.0%	4.8%	**6.1%**
Rest of Spain	6.8%	9.6%	10.2%	7.8%	**8.6%**
Italy	3.3%	5.3%	6.3%	4.0%	**4.8%**
France	1.3%	1.6%	2.0%	1.3%	**1.6%**
Turkey	1.8%	3.7%	4.7%	3.1%	**3.4%**
Greece	3.9%	9.1%	11.9%	7.1%	**8.1%**
Portugal	5.2%	7.1%	7.2%	5.5%	**6.3%**
Croatia	1.3%	2.8%	3.8%	1.9%	**2.5%**
Egypt	3.3%	2.4%	1.8%	2.5%	**2.5%**
Others	3.4%	2.2%	1.9%	2.7%	**2.5%**

* Percentage of valid answers

Importance of each factor in the destination choice

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Climate	79.5%	75.6%	67.7%	76.6%	**75.1%**
Safety	52.3%	55.6%	58.0%	53.4%	**54.6%**
Tranquility	45.9%	48.4%	49.1%	48.4%	**47.9%**
Sea	43.9%	45.6%	45.6%	46.4%	**45.4%**
Accommodation supply	38.8%	43.6%	47.5%	42.3%	**42.9%**
Beaches	34.6%	39.7%	41.8%	39.5%	**38.8%**
Effortless trip	36.5%	39.6%	38.5%	38.7%	**38.3%**
Price	32.6%	40.1%	41.1%	36.4%	**37.3%**
European belonging	35.1%	36.0%	33.5%	36.3%	**35.3%**
Landscapes	36.8%	34.6%	34.2%	34.4%	**35.0%**
Environment	34.7%	35.0%	34.7%	34.1%	**34.6%**
Gastronomy	27.2%	26.7%	27.4%	26.5%	**26.9%**
Fun possibilities	21.6%	23.7%	30.3%	21.2%	**24.0%**
Authenticity	21.2%	22.6%	24.6%	22.2%	**22.6%**
Exoticism	10.0%	12.5%	13.7%	12.2%	**12.0%**
Hiking trail network	13.2%	9.8%	8.0%	10.3%	**10.4%**
Shopping	7.8%	9.6%	11.3%	10.1%	**9.6%**
Culture	9.5%	9.8%	10.1%	8.9%	**9.5%**
Historical heritage	9.1%	9.0%	9.7%	8.8%	**9.1%**
Nightlife	7.7%	8.1%	10.2%	7.9%	**8.4%**

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.

How far in advance do they book their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
The same day	0.7%	0.8%	0.7%	0.8%	**0.7%**
Between 1 and 30 days	25.8%	23.3%	21.1%	23.4%	**23.5%**
Between 1 and 2 months	28.8%	27.8%	18.9%	22.9%	**24.6%**
Between 3 and 6 months	29.2%	34.0%	35.0%	31.9%	**32.4%**
More than 6 months	15.5%	14.0%	24.3%	21.0%	**18.8%**

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2023Q1	2023Q2	2023Q3	2023Q4	2023
15.5%	14.0%	24.3%	21.0%	18.8%
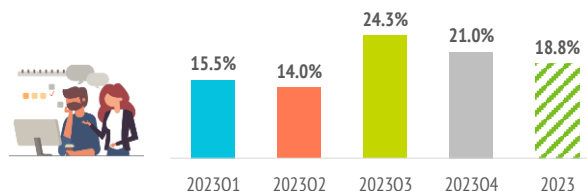
What channels did they use to get information about the trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Previous visits to the Canary Islands	53.9%	47.9%	43.0%	50.2%	**49.0%**
Friends or relatives	29.8%	29.7%	30.9%	28.3%	**29.6%**
Internet or social media	50.8%	55.4%	54.9%	51.6%	**53.0%**
Mass Media	2.1%	2.0%	2.6%	1.7%	**2.1%**
Travel guides and magazines	7.7%	6.7%	6.7%	6.6%	**7.0%**
Travel Blogs or Forums	6.2%	7.4%	6.9%	6.4%	**6.7%**
Travel TV Channels	0.8%	0.7%	0.8%	0.8%	**0.8%**
Tour Operator or Travel Agency	19.2%	19.5%	22.8%	20.2%	**20.4%**
Public administrations or similar	0.6%	0.7%	0.6%	0.7%	**0.7%**
Others	2.8%	3.7%	3.7%	2.8%	**3.2%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Flight					
- Directly with the airline	51.0%	50.3%	48.4%	48.8%	**49.6%**
- Tour Operator or Travel Agency	49.0%	49.7%	51.6%	51.2%	**50.4%**
Accommodation					
- Directly with the accommodation	37.8%	37.5%	35.1%	36.3%	**36.7%**
- Tour Operator or Travel Agency	62.2%	62.5%	64.9%	63.7%	**63.3%**

Where are they from? 🌐

	2023Q1	2023Q2	2023Q3	2023Q4	2023
United Kingdom	30.6%	36.7%	37.0%	33.0%	**34.1%**
Germany	17.8%	15.5%	12.9%	18.1%	**16.3%**
Spanish Mainland	10.0%	13.9%	16.6%	9.2%	**12.1%**
France	5.3%	5.5%	5.5%	5.1%	**5.3%**
Ireland	3.8%	4.6%	4.7%	4.2%	**4.3%**
Italy	3.9%	4.3%	4.3%	4.3%	**4.2%**
Others	28.6%	19.6%	19.0%	26.1%	**23.7%**

Where do they stay? 🛏

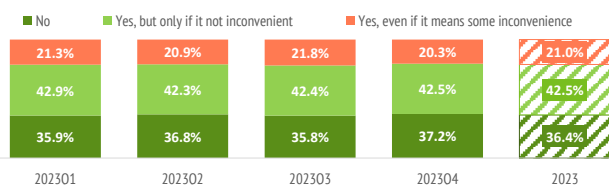|	2023Q1	2023Q2	2023Q3	2023Q4	2023
1-2-3* Hotel	11.1%	10.8%	10.8%	10.2%	**10.7%**
4* Hotel	36.0%	41.1%	40.4%	37.8%	**38.6%**
5* Hotel / 5* Luxury Hotel	9.8%	10.7%	10.8%	8.8%	**9.9%**
Aparthotel / Tourist Villa	15.3%	16.0%	16.3%	15.8%	**15.8%**
House/room rented in a private dwelling	8.6%	7.0%	6.0%	9.0%	**7.8%**
Private accommodation (1)	10.7%	8.0%	8.3%	8.8%	**9.0%**
Others (Cottage, cruise, camping,..)	8.6%	6.5%	7.4%	9.6%	**8.2%**

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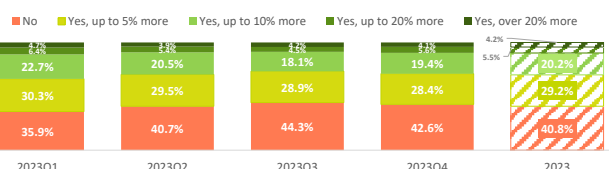
What do they book? 🍽

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Room only	32.4%	27.0%	25.7%	30.3%	**29.1%**
Bed and Breakfast	15.2%	14.8%	13.3%	14.0%	**14.3%**
Half board	20.9%	20.5%	19.1%	19.9%	**20.1%**
Full board	3.3%	3.3%	2.9%	3.6%	**3.3%**
All inclusive	28.2%	34.5%	38.9%	32.3%	**33.2%**

Activities in the Canary Islands 🚶

Outdoor time per day	2023Q1	2023Q2	2023Q3	2023Q4	2023
0 hours	2.1%	2.1%	2.6%	2.4%	**2.3%**
1 - 2 hours	8.1%	10.9%	12.9%	10.8%	**10.6%**
3 - 6 hours	32.7%	33.8%	34.0%	32.8%	**33.3%**
7 - 12 hours	48.6%	43.9%	41.8%	46.0%	**45.2%**
More than 12 hours	8.4%	9.4%	8.7%	8.1%	**8.6%**
Outdoor time per day	7.5	7.3	7.0	7.3	**7.3**

Activities in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Walk, wander	75.6%	73.2%	72.1%	71.7%	**73.1%**
Beach	64.6%	69.6%	74.9%	69.3%	**69.4%**
Swimming pool, hotel facilities	51.3%	62.1%	69.7%	56.1%	**59.3%**
Explore the island on their own	49.3%	47.9%	49.3%	45.9%	**48.0%**
Taste Canarian gastronomy	27.4%	26.2%	26.5%	25.8%	**26.5%**
Hiking	21.8%	17.0%	15.0%	19.4%	**18.5%**
Organized excursions	14.1%	17.2%	21.2%	15.7%	**16.8%**
Nightlife / concerts / shows	15.3%	15.7%	18.6%	14.3%	**15.9%**
Theme parks	10.3%	13.5%	21.5%	12.2%	**14.1%**
Sea excursions / whale watching	8.5%	13.0%	18.0%	11.2%	**12.4%**
Wineries / markets / popular festivals	12.6%	10.9%	11.6%	10.5%	**11.4%**
Museums / exhibitions	10.7%	10.0%	11.4%	10.1%	**10.5%**
Other Nature Activities	8.9%	8.0%	7.8%	7.6%	**8.1%**
Swim	6.3%	7.6%	10.1%	7.5%	**7.8%**
Beauty and health treatments	6.3%	6.0%	6.2%	5.8%	**6.1%**
Running	6.4%	4.8%	5.7%	5.8%	**5.7%**
Practice other sports	5.1%	4.1%	5.2%	3.7%	**4.5%**
Astronomical observation	4.0%	3.7%	3.9%	4.2%	**4.0%**
Cycling / Mountain bike	4.0%	2.8%	2.1%	3.0%	**3.0%**
Surf	3.0%	2.6%	2.9%	2.8%	**2.9%**
Scuba Diving	1.7%	2.7%	4.5%	2.7%	**2.9%**
Golf	3.0%	2.1%	2.7%	2.1%	**2.5%**
Windsurf / Kitesurf	0.7%	0.9%	1.2%	0.9%	**0.9%**

* Multi-choise question

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?

Percepcion of the following sustainability measures during their stay *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Quality of life on the island	8.1	8.1	8.0	8.0	**8.0**
Tolerance towards tourism	8.5	8.6	8.6	8.6	**8.6**
Cleanliness of the island	8.4	8.5	8.1	8.1	**8.2**
Air quality	8.4	8.6	8.4	8.4	**8.5**
Rational water consumption	7.5	7.7	7.6	7.6	**7.6**
Energy saving	7.0	7.2	7.1	7.1	**7.1**
Use of renewable energy	7.0	7.1	7.0	7.0	**7.0**
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	6.5	6.7	6.7	6.4	**6.6**
Supply of local products	7.1	7.2	7.3	7.2	**7.2**

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

Which island do they choose?

Tourists (≥ 16 year old)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Lanzarote	647,332	594,818	646,671	712,846	2,601,667
Fuerteventura	498,038	450,909	473,282	562,429	1,984,658
Gran Canaria	1,063,491	758,474	791,490	1,123,704	3,737,159
Tenerife	1,477,121	1,241,475	1,285,201	1,598,146	5,601,943
La Palma	35,215	24,042	31,273	43,420	133,951

Share by islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Lanzarote	17.4%	19.4%	20.0%	17.6%	18.5%
Fuerteventura	13.4%	14.7%	14.7%	13.9%	14.1%
Gran Canaria	28.6%	24.7%	24.5%	27.8%	26.6%
Tenerife	39.7%	40.4%	39.8%	39.6%	39.8%
La Palma	0.9%	0.8%	1.0%	1.1%	1.0%

Legend: Lanzarote, Fuerteventura, Gran Canaria, Tenerife, La Palma

How many islands do they visit during their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
One island	92.2%	93.0%	91.5%	91.9%	92.1%
Two islands	6.6%	5.9%	7.4%	6.8%	6.7%
Three or more islands	1.2%	1.1%	1.1%	1.3%	1.2%

How many are loyal to the Canary Islands?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Repeat tourists	75.9%	67.8%	72.7%	72.6%	72.5%
At least 10 previous visits	21.8%	19.5%	15.6%	20.8%	19.6%
Repeat tourists (last 5 years)	69.3%	60.2%	63.9%	65.5%	65.0%
Repeat tourists (last 5 years)(5 or more visits)	17.2%	14.7%	12.7%	17.3%	15.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Average rating	8.80	8.90	8.78	8.79	8.82

Experience in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Worse or much worse than expected	2.2%	2.1%	3.3%	2.5%	2.5%
Lived up to expectations	54.7%	51.4%	53.1%	55.9%	54.0%
Better or much better than expected	43.2%	46.5%	43.6%	41.5%	43.5%

Future intentions (scale 1-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Return to the Canary Islands	8.92	8.87	8.65	8.85	8.83
Recommend visiting the Canary Islands	9.08	9.10	8.94	9.04	9.04

Who are they?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Gender					
Men	47.8%	47.7%	48.0%	49.0%	48.2%
Women	52.2%	52.3%	52.0%	51.0%	51.8%
Age					
Average age	49.2	45.3	41.5	48.5	46.4
Standard deviation	16.6	16.7	15.7	16.8	16.8
Age range					
16 - 24 years old	8.1%	11.6%	18.1%	8.0%	11.1%
25 - 30 years old	8.8%	12.8%	12.2%	9.9%	10.8%
31 - 45 years old	26.2%	29.5%	31.6%	28.0%	28.7%
46 - 60 years old	27.4%	23.2%	24.0%	25.5%	25.2%
Over 60 years old	29.5%	22.9%	14.0%	28.5%	24.2%
Occupation					
Salaried worker	49.0%	56.9%	63.9%	54.3%	55.7%
Self-employed	10.8%	10.6%	10.7%	11.1%	10.8%
Unemployed	0.8%	0.8%	1.2%	0.9%	0.9%
Business owner	8.9%	7.0%	8.5%	7.8%	8.1%
Student	4.3%	4.2%	5.8%	2.8%	4.2%
Retired	24.9%	18.9%	8.8%	21.5%	18.9%
Unpaid domestic work	0.3%	0.9%	0.5%	0.6%	0.6%
Others	0.9%	0.9%	0.6%	1.0%	0.9%
Annual household income level					
Less than €25,000	12.3%	13.3%	15.6%	11.6%	13.1%
€25,000 - €49,999	33.5%	38.2%	34.0%	34.3%	34.9%
€50,000 - €74,999	23.9%	23.7%	24.2%	25.4%	24.4%
More than €74,999	30.3%	24.9%	26.2%	28.7%	27.7%
Education level					
No studies	3.3%	4.1%	4.9%	3.9%	4.0%
Primary education	2.0%	1.6%	1.6%	2.3%	1.9%
Secondary education	19.2%	20.2%	19.7%	21.2%	20.1%
Higher education	75.5%	74.1%	73.8%	72.5%	73.9%

Who do they come with?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Unaccompanied	10.8%	10.1%	7.4%	11.6%	10.1%
Only with partner	48.8%	52.1%	39.4%	49.4%	47.5%
Only with children (< 13 years old)	4.0%	3.5%	6.5%	3.9%	4.4%
Partner + children (< 13 years old)	6.1%	6.9%	10.1%	4.9%	6.8%
Other relatives	8.9%	8.4%	12.6%	10.0%	10.0%
Friends	7.4%	7.9%	6.1%	6.9%	7.1%
Work colleagues	0.3%	0.7%	0.7%	0.7%	0.6%
Organized trip	0.1%	0.2%	0.2%	0.2%	0.2%
Other combinations (2)	13.6%	10.1%	17.0%	12.5%	13.3%

(2) Combination of some of the groups previously analyzed

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Tourists with children	**15.5%**	**14.7%**	**24.7%**	**13.7%**	**16.9%**
- Between 0 and 2 years old	1.3%	1.9%	1.3%	1.4%	1.5%
- Between 3 and 12 years old	13.1%	11.3%	21.8%	11.1%	14.1%
- Between 0 -2 and 3-12 years old	1.1%	1.4%	1.6%	1.1%	1.3%
Tourists without children	**84.5%**	**85.3%**	**75.3%**	**86.3%**	**83.1%**
Group composition:					
- 1 person	13.6%	12.8%	9.2%	14.2%	12.6%
- 2 people	56.0%	60.4%	47.1%	57.4%	55.3%
- 3 people	11.0%	10.9%	16.5%	10.4%	12.1%
- 4 or 5 people	15.5%	13.0%	21.8%	14.2%	16.0%
- 6 or more people	3.9%	3.0%	5.4%	3.8%	4.0%
Average group size:	**2.54**	**2.43**	**2.85**	**2.48**	**2.57**

*People who share the main expenses of the trip