Tourist profile. Historical data (2019 - 2023)
GERMANY
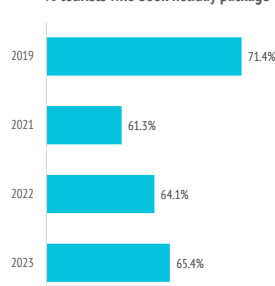
How many are they and how much do they spend?
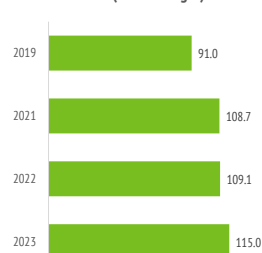
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**2,651**	**894**	**1,298**	**2,275**	**2,552**
Tourist arrivals ≥ 16 years old (EGT) (*)	**2,394**	**811**	**1,153**	**2,055**	**2,294**
- book holiday package (*)	1,710	--	707	1,317	1,500
- do not book holiday package (*)	684	--	446	738	794
- % tourists who book holiday package	71.4%	--	61.3%	64.1%	65.4%
Children < 16 years old (FRONTUR - EGT) (*)	**257**	**--**	**145**	**220**	**257**
Expenditure per tourist (€)	**1,254**	**--**	**1,450**	**1,489**	**1,584**
- book holiday package	1,347	--	1,547	1,561	1,711
- holiday package	1,145	--	1,308	1,339	1,468
- others	202	--	239	222	243
- do not book holiday package	1,022	--	1,297	1,361	1,346
- flight	303	--	321	379	394
- accommodation	340	--	489	478	470
- others	379	--	487	504	481
Average lenght of stay	**10.72**	**--**	**11.30**	**11.17**	**10.96**
Average daily expenditure (€)	**130.2**	**--**	**148.3**	**153.4**	**163.5**
Average daily expenditure (without flight)	**91.0**	**--**	**108.7**	**109.1**	**115.0**
Average cost of the flight (€)	**376.0**	**--**	**376.3**	**420.1**	**465.1**
Total turnover (≥ 16 years old) (€m)	**3,002**	**--**	**1,672**	**3,059**	**3,635**

(*) Thousands of tourists

% tourists who book holiday package

2019 71.4%
2021 61.3%
2022 64.1%
2023 65.4%

Average daily expenditure (€) (without flight)

2019 91.0
2021 108.7
2022 109.1
2023 115.0

Average lenght of stay

2019 10.72
2021 11.30
2022 11.17
2023 10.96

Expenditure per tourist (€)

2019 1,254
2021 1,450
2022 1,489
2023 1,584
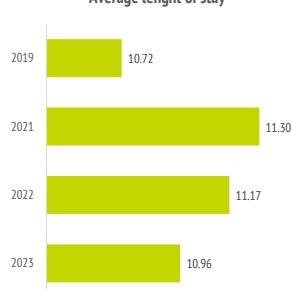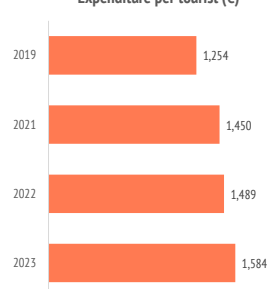
% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	89.4%	--	88.2%	88.8%	89.2%
- Additional accommodation expenses	5.9%	--	7.7%	5.5%	5.8%
Transport:					
- National/International Transport	96.9%	--	96.7%	97.8%	97.0%
- Flights between islands	3.3%	--	4.7%	4.0%	5.3%
- Taxi	55.7%	--	56.1%	56.0%	57.6%
- Car rental	32.6%	--	36.8%	35.9%	37.2%
- Public transport	11.2%	--	11.1%	11.4%	15.0%
Food and drink:					
- Food purchases at supermarkets	50.3%	--	53.7%	54.4%	58.0%
- Restaurants	50.1%	--	56.5%	55.7%	56.5%
Leisure:					
- Organized excursions	24.5%	--	22.7%	26.5%	28.8%
- Sport activities	6.5%	--	10.8%	7.8%	8.7%
- Cultural activities	2.8%	--	2.6%	2.3%	3.1%
- Museums	5.6%	--	4.4%	5.2%	6.4%
- Theme Parks	5.8%	--	7.2%	8.2%	8.6%
- Discos and pubs	3.9%	--	3.6%	4.7%	4.4%
- Wellness	3.5%	--	5.3%	4.8%	4.9%
Purchases of goods:					
- Souvenirs	40.8%	--	36.7%	37.2%	39.3%
- Real state	0.1%	--	0.1%	0.1%	0.0%
- Other expenses	1.0%	--	1.0%	0.8%	0.9%
Other:					
- Medical or pharmaceutical expenses	6.6%	--	13.8%	7.9%	7.6%
- Other expenses	5.2%	--	7.2%	5.4%	5.0%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:	**782**	**--**	**921**	**882**	**976**
- Accommodation	651	--	769	762	822
- Additional accommodation expenses	131	--	152	120	154
Transport:	**653**	**--**	**758**	**832**	**829**
- National/International Transport	388	--	389	429	480
- Flights between islands	66	--	79	96	79
- Taxi	73	--	109	121	105
- Car rental	100	--	151	156	139
- Public transport	25	--	30	30	27
Food and drink:	**239**	**--**	**280**	**286**	**282**
- Food purchases at supermarkets	100	--	109	107	107
- Restaurants	139	--	171	180	175
Leisure:	**487**	**--**	**542**	**552**	**525**
- Organized excursions	90	--	95	100	98
- Sport activities	132	--	125	124	106
- Cultural activities	42	--	43	43	63
- Museums	28	--	33	32	33
- Theme Parks	51	--	59	63	61
- Discos and pubs	75	--	105	102	81
- Wellness	68	--	81	87	83
Purchases of goods:	**1,014**	**--**	**9,963**	**629**	**18,021**
- Souvenirs	95	--	85	93	81
- Real state	658	--	9,521	423	17,747
- Other expenses	261	--	356	113	193
Other:	**118**	**--**	**133**	**122**	**126**
- Medical or pharmaceutical expenses	50	--	55	43	47
- Other expenses	68	--	79	79	79

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?

	2019	2020	2021	2022	2023
Holiday, leisure	94.1%	--	92.9%	92.9%	92.0%
Visiting family or friends	3.8%	--	5.0%	4.9%	5.5%
Business and work	0.8%	--	1.0%	0.8%	1.0%
Education and training	0.1%	--	0.1%	0.2%	0.2%
Sports training	0.6%	--	0.4%	0.5%	0.5%
Health or medical care	0.1%	--	0.1%	0.1%	0.1%
Fairs and congresses	0.0%	--	0.0%	0.1%	0.1%
Others	0.4%	--	0.4%	0.5%	0.6%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	49.3%	--	52.4%	46.8%	45.1%
Enjoy family time	9.5%	--	11.1%	10.9%	10.0%
Have fun	7.1%	--	6.7%	8.0%	8.7%
Explore the destination	28.5%	--	24.5%	29.0%	30.6%
Practice their hobbies	3.8%	--	3.9%	3.1%	3.3%
Other reasons	1.8%	--	1.5%	2.2%	2.2%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	33.3%	25.7%	15.1%
Canary Islands	--	--	19.2%	22.4%	24.3%
Other destination	--	--	47.5%	52.0%	60.6%
Balearic Islands	--	--	4.2%	5.5%	5.4%
Rest of Spain	--	--	3.1%	4.1%	5.5%
Italy	--	--	7.7%	9.3%	9.1%
France	--	--	3.0%	3.5%	4.1%
Turkey	--	--	1.6%	2.9%	3.7%
Greece	--	--	6.8%	7.0%	8.2%
Portugal	--	--	2.1%	2.2%	3.4%
Croatia	--	--	2.6%	3.8%	3.9%
Egypt	--	--	1.0%	1.2%	1.8%
Tunisia	--	--	0.1%	0.1%	0.3%
Morocco	--	--	0.2%	0.3%	0.4%
Others	--	--	15.0%	12.3%	15.0%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	28.7%	28.0%	28.8%
Canary Islands (other island)	--	--	27.6%	27.1%	28.4%
Other destination	--	--	43.7%	44.9%	42.7%
Balearic Islands	--	--	6.6%	7.1%	5.4%
Rest of Spain	--	--	4.0%	5.5%	5.7%
Italy	--	--	4.5%	4.1%	4.0%
France	--	--	1.3%	1.2%	1.0%
Turkey	--	--	2.9%	3.2%	3.2%
Greece	--	--	10.7%	9.8%	8.5%
Portugal	--	--	5.4%	5.2%	5.8%
Croatia	--	--	2.2%	2.0%	2.2%
Egypt	--	--	2.9%	3.9%	3.9%
Others	--	--	3.2%	2.8%	2.9%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019	2020	2021	2022	2023
Climate	78.2%	--	78.6%	74.6%	74.9%
Sea	61.3%	--	66.8%	63.8%	61.5%
Safety	55.9%	--	54.2%	53.0%	54.8%
Tranquility	51.6%	--	51.3%	50.5%	49.9%
Beaches	47.9%	--	54.3%	50.4%	48.5%
Effortless trip	45.0%	--	46.7%	46.6%	45.3%
Accommodation supply	41.3%	--	41.3%	39.4%	40.4%
European belonging	41.7%	--	43.3%	42.0%	39.3%
Landscapes	38.0%	--	34.6%	35.8%	38.0%
Price	27.7%	--	25.8%	28.0%	28.6%
Gastronomy	23.4%	--	28.5%	27.0%	26.0%
Environment	27.4%	--	24.3%	24.9%	23.8%
Fun possibilities	15.8%	--	19.2%	18.0%	18.6%
Authenticity	18.6%	--	19.2%	19.2%	18.6%
Hiking trail network	12.5%	--	11.7%	12.1%	10.3%
Shopping	9.2%	--	8.5%	9.8%	8.9%
Culture	7.4%	--	7.0%	7.6%	8.6%
Exoticism	7.2%	--	7.0%	7.3%	7.4%
Historical heritage	7.9%	--	6.6%	6.4%	7.1%
Nightlife	4.3%	--	5.5%	4.6%	5.0%

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?

	2019	2020	2021	2022	2023
The same day	0.6%	--	0.7%	0.7%	0.8%
Between 1 and 30 days	21.0%	--	43.7%	28.5%	23.5%
Between 1 and 2 months	21.1%	--	23.9%	23.6%	24.0%
Between 3 and 6 months	35.9%	--	19.8%	31.1%	34.1%
More than 6 months	21.4%	--	11.9%	16.0%	17.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2019	2021	2022	2023
21.4%	11.9%	16.0%	17.6%
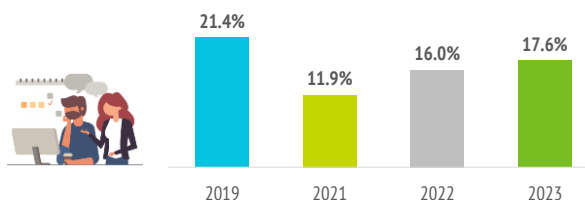
What channels did they use to get information about the trip?

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	51.9%	--	47.0%	46.9%	44.4%
Friends or relatives	22.8%	--	24.1%	25.5%	24.3%
Internet or social media	52.7%	--	55.5%	53.1%	53.2%
Mass Media	2.3%	--	2.9%	2.6%	2.3%
Travel guides and magazines	13.8%	--	9.4%	10.2%	10.0%
Travel Blogs or Forums	5.0%	--	6.0%	5.6%	5.8%
Travel TV Channels	1.4%	--	0.8%	1.3%	1.1%
Tour Operator or Travel Agency	31.0%	--	25.9%	26.1%	28.1%
Public administrations or similar	0.3%	--	0.4%	0.5%	0.6%
Others	2.2%	--	1.7%	2.5%	2.6%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	27.9%	--	35.2%	32.8%	31.2%
- Tour Operator or Travel Agency	72.1%	--	64.8%	67.2%	68.8%
Accommodation					
- Directly with the accommodation	18.8%	--	25.3%	22.4%	21.8%
- Tour Operator or Travel Agency	81.2%	--	74.7%	77.6%	78.2%

Flight
- Tour Operator or Travel Agency
- Directly with the airline

Accommodation
- Tour Operator or Travel Agency
- Directly with the accommodation
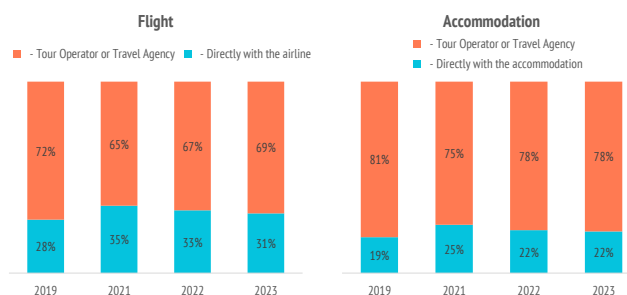
Where does the flight come from? 🌐

	2019	2020	2021	2022	2023
Germany	92.8%	--	94.0%	91.2%	91.8%
Switzerland	2.1%	--	1.3%	3.1%	2.4%
Spanish Mainland	2.9%	--	2.4%	2.5%	2.4%
Luxembourg	0.4%	--	0.5%	1.1%	1.3%
Portugal	0.5%	--	0.7%	0.9%	1.0%
Netherlands	0.4%	--	0.1%	0.3%	0.2%
Austria	0.3%	--	0.2%	0.2%	0.2%
Belgium	0.2%	--	0.1%	0.1%	0.1%
Czech Republic	0.0%	--	0.0%	0.1%	0.1%
France	0.0%	--	0.0%	0.0%	0.1%
Others	0.5%	--	0.8%	0.6%	0.4%

Where do they stay? 🛏

	2019	2020	2021	2022	2023
1-2-3* Hotel	13.5%	--	14.0%	11.9%	12.0%
4* Hotel	45.6%	--	45.0%	45.3%	46.3%
5* Hotel / 5* Luxury Hotel	7.5%	--	10.6%	9.0%	8.6%
Aparthotel / Tourist Villa	13.9%	--	10.1%	9.8%	8.8%
House/room rented in a private dwelling	6.5%	--	7.4%	9.2%	9.3%
Private accommodation (1)	6.4%	--	7.3%	7.7%	7.2%
Others (Cottage, cruise, camping,..)	6.7%	--	5.6%	7.0%	7.7%

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

Hotels ■ Aparthotel / Tourist Villa ■ Others
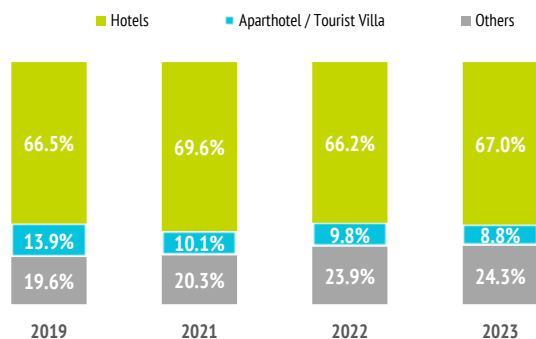
What do they book? 🍽

	2019	2020	2021	2022	2023
Room only	17.4%	--	19.3%	20.5%	19.7%
Bed and Breakfast	7.7%	--	9.1%	7.4%	8.5%
Half board	30.7%	--	24.7%	25.5%	29.3%
Full board	3.9%	--	3.6%	3.4%	2.6%
All inclusive	40.4%	--	43.3%	43.3%	39.8%

Activities in the Canary Islands 🚶🧍

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	1.9%	--	3.4%	2.4%	2.3%
1 - 2 hours	9.7%	--	13.8%	11.5%	12.2%
3 - 6 hours	38.0%	--	36.9%	37.7%	38.2%
7 - 12 hours	46.0%	--	40.6%	43.1%	41.8%
More than 12 hours	4.4%	--	5.4%	5.2%	5.4%
Outdoor time per day	6.9	--	6.5	6.7	6.7

■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours
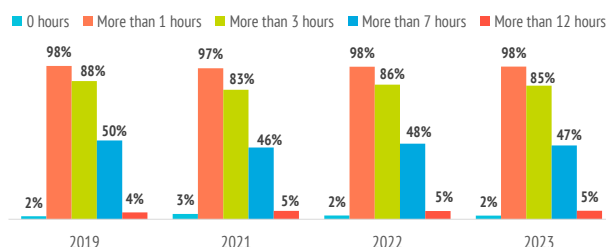
Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	77.8%	--	84.2%	81.3%	79.6%
Walk, wander	53.2%	--	55.5%	55.4%	56.8%
Explore the island on their own	51.4%	--	51.7%	52.6%	52.6%
Swimming pool, hotel facilities	39.8%	--	43.3%	42.4%	41.9%
Taste Canarian gastronomy	29.0%	--	34.2%	32.4%	33.0%
Hiking	--	--	20.4%	19.6%	21.6%
Organized excursions	19.2%	--	13.5%	17.4%	17.6%
Sea excursions / whale watching	12.2%	--	13.1%	14.3%	14.4%
Other Nature Activities	--	--	10.1%	11.4%	11.8%
Theme parks	12.6%	--	10.8%	11.5%	11.5%
Wineries / markets / popular festivals	12.4%	--	8.1%	10.2%	11.4%
Museums / exhibitions	10.7%	--	8.6%	10.0%	11.2%
Nightlife / concerts / shows	9.1%	--	8.1%	9.4%	9.8%
Astronomical observation	5.4%	--	6.3%	5.8%	5.7%
Practice other sports	--	--	7.4%	5.6%	5.4%
Beauty and health treatments	4.3%	--	4.7%	5.0%	5.1%
Surf	--	--	5.1%	3.9%	4.0%
Cycling / Mountain bike	--	--	5.1%	4.2%	4.0%
Swim	--	--	50.1%	7.2%	3.6%
Scuba Diving	--	--	5.8%	3.9%	3.4%
Running	--	--	3.6%	2.4%	2.2%
Golf	--	--	2.1%	1.6%	1.8%
Windsurf / Kitesurf	--	--	2.0%	1.6%	1.3%

* Multi-choise question

Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	274,617	--	107,543	203,250	225,420
Fuerteventura	607,724	--	333,335	599,054	636,891
Gran Canaria	778,717	--	361,424	635,157	721,805
Tenerife	578,542	--	303,546	553,807	649,008
La Palma	93,070	--	17,024	35,724	41,652

Share by islands	2019	2020	2021	2022	2023
Lanzarote	11.8%	--	9.6%	10.0%	9.9%
Fuerteventura	26.1%	--	29.7%	29.6%	28.0%
Gran Canaria	33.4%	--	32.2%	31.3%	31.7%
Tenerife	24.8%	--	27.0%	27.3%	28.5%
La Palma	4.0%	--	1.5%	1.8%	1.8%

	2019	2021	2022	2023
Tenerife	25%	27%	27%	29%
Gran Canaria	33%	32%	31%	32%
Fuerteventura	26%	30%	30%	28%
Lanzarote	12%	10%	10%	10%

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

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	90.8%	--	92.4%	92.5%	91.5%
Two islands	6.1%	--	5.7%	5.6%	6.6%
Three or more islands	3.0%	--	1.9%	1.9%	1.9%

How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	73.3%	--	70.9%	70.3%	71.1%
At least 10 previous visits	19.7%	--	19.4%	18.8%	17.0%
Repeat tourists (last 5 years)	69.2%	--	65.6%	64.9%	65.4%
Repeat tourists (last 5 years)(5 or more visits)	19.5%	--	14.5%	13.2%	12.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.64	--	8.82	8.75	8.68

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	1.3%	--	1.3%	1.8%	1.8%
Lived up to expectations	55.6%	--	54.1%	54.7%	54.9%
Better or much better than expected	43.0%	--	44.6%	43.5%	43.3%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.70	--	8.83	8.71	8.63
Recommend visiting the Canary Islands	8.95	--	9.07	8.99	8.91

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	52.4%	--	51.9%	50.5%	51.5%
Women	47.6%	--	48.1%	49.5%	48.5%
Age					
Average age	48.2	--	44.8	46.4	47.4
Standard deviation	15.7	--	16.1	16.6	17.4
Age range					
16 - 24 years old	7.2%	--	11.6%	11.0%	11.0%
25 - 30 years old	10.7%	--	12.4%	11.1%	11.6%
31 - 45 years old	24.1%	--	28.4%	27.4%	25.4%
46 - 60 years old	34.5%	--	28.5%	27.4%	24.6%
Over 60 years old	23.5%	--	19.1%	23.1%	27.4%
Occupation					
Salaried worker	57.1%	--	58.7%	58.2%	55.2%
Self-employed	10.2%	--	8.2%	7.3%	8.6%
Unemployed	0.4%	--	0.7%	0.3%	0.6%
Business owner	11.6%	--	11.7%	11.3%	10.1%
Student	3.5%	--	6.2%	4.7%	4.2%
Retired	15.6%	--	12.9%	16.8%	20.0%
Unpaid domestic work	0.5%	--	0.3%	0.5%	0.3%
Others	1.1%	--	1.2%	0.9%	0.9%
Annual household income level					
Less than €25,000	11.1%	--	11.8%	11.7%	9.4%
€25,000 - €49,999	37.8%	--	32.8%	32.2%	31.4%
€50,000 - €74,999	26.7%	--	27.4%	30.1%	28.6%
More than €74,999	24.4%	--	28.0%	26.0%	30.6%
Education level					
No studies	0.6%	--	0.3%	0.3%	0.5%
Primary education	3.8%	--	2.5%	3.2%	3.4%
Secondary education	26.0%	--	18.6%	23.4%	23.5%
Higher education	69.6%	--	78.7%	73.1%	72.6%

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	10.6%	--	12.6%	11.4%	12.1%
Only with partner	52.7%	--	50.3%	49.9%	52.9%
Only with children (< 13 years old)	5.2%	--	5.0%	5.4%	3.9%
Partner + children (< 13 years old)	5.2%	--	5.0%	5.5%	5.5%
Other relatives	5.6%	--	6.0%	6.4%	6.2%
Friends	5.9%	--	7.5%	7.0%	7.1%
Work colleagues	0.3%	--	0.5%	0.3%	0.3%
Organized trip	0.4%	--	0.3%	0.2%	0.2%
Other combinations (2)	14.2%	--	12.8%	13.9%	11.7%

(2) Combination of some of the groups previously analyzed

	2019	2020	2021	2022	2023
Tourists with children	**13.0%**	**--**	**12.9%**	**13.7%**	**11.9%**
- Between 0 and 2 years old	1.3%	--	1.0%	1.0%	1.6%
- Between 3 and 12 years old	10.7%	--	10.9%	12.0%	9.7%
- Between 0 -2 and 3-12 years old	1.0%	--	1.0%	0.7%	0.7%
Tourists without children	**87.0%**	**--**	**87.1%**	**86.3%**	**88.1%**
Group composition:					
- 1 person	13.5%	--	14.8%	13.4%	13.9%
- 2 people	61.2%	--	59.4%	59.3%	62.1%
- 3 people	11.9%	--	11.1%	12.0%	11.8%
- 4 or 5 people	11.8%	--	12.8%	13.3%	10.3%
- 6 or more people	1.6%	--	1.9%	2.0%	1.9%
Average group size:	**2.32**	**--**	**2.33**	**2.38**	**2.30**

*People who share the main expenses of the trip

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.