Tourist profile. Historical data (2019 - 2023)
AUSTRIA

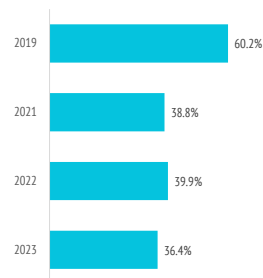*Canary Islands LATITUDE OF LIFE*

How many are they and how much do they spend?

	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	**82**	**35**	**39**	**122**	**125**
- book holiday package (*)	49	--	15	49	46
- do not book holiday package (*)	33	--	24	73	80
- % tourists who book holiday package	60.2%	--	38.8%	39.9%	36.4%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	--	n.d.	n.d.	n.d.
Expenditure per tourist (€)	**1,193**	**--**	**1,412**	**1,386**	**1,522**
- book holiday package	1,369	--	1,692	1,695	1,846
- holiday package	1,160	--	1,391	1,430	1,563
- others	209	--	301	265	283
- do not book holiday package	928	--	1,235	1,181	1,337
- flight	261	--	317	320	406
- accommodation	280	--	448	374	455
- others	387	--	470	486	477
Average lenght of stay	**10.11**	**--**	**11.13**	**11.46**	**11.64**
Average daily expenditure (€)	**138.3**	**--**	**151.4**	**145.2**	**152.0**
Average daily expenditure (without flight)	**94.9**	**--**	**108.9**	**105.7**	**104.2**
Average cost of the flight (€)	**371.4**	**--**	**380.7**	**376.9**	**466.1**
Total turnover (≥ 16 years old) (€m)	**98**	**--**	**55**	**169**	**190**

(*) Thousands of tourists

% tourists who book holiday package
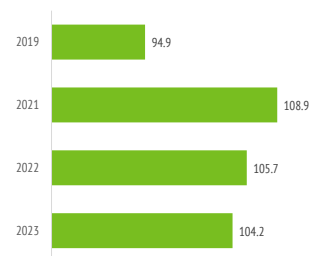
Year	Value
2019	60.2%
2021	38.8%
2022	39.9%
2023	36.4%

Average daily expenditure (€) (without flight)

Year	Value
2019	94.9
2021	108.9
2022	105.7
2023	104.2

Average lenght of stay

Year	Value
2019	10.11
2021	11.13
2022	11.46
2023	11.64

Expenditure per tourist (€)

Year	Value
2019	1,193
2021	1,412
2022	1,386
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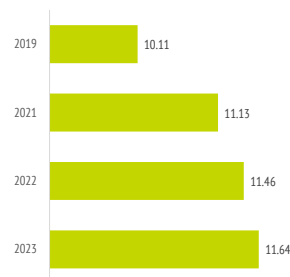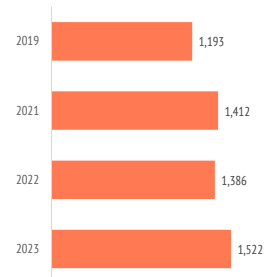
% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	84.2%	--	81.5%	80.1%	79.2%
- Additional accommodation expenses	7.3%	--	10.2%	6.3%	4.5%
Transport:					
- National/International Transport	94.1%	--	98.0%	95.4%	95.9%
- Flights between islands	5.8%	--	4.3%	6.0%	7.8%
- Taxi	51.8%	--	34.0%	41.5%	37.6%
- Car rental	32.2%	--	43.3%	43.1%	49.2%
- Public transport	8.4%	--	15.5%	16.1%	13.9%
Food and drink:					
- Food purchases at supermarkets	52.0%	--	61.9%	62.0%	64.4%
- Restaurants	56.1%	--	71.3%	65.7%	72.9%
Leisure:					
- Organized excursions	25.9%	--	23.2%	24.1%	22.7%
- Sport activities	7.7%	--	13.3%	11.0%	15.5%
- Cultural activities	1.5%	--	2.9%	4.9%	2.9%
- Museums	4.2%	--	4.8%	6.1%	4.6%
- Theme Parks	5.6%	--	8.7%	9.9%	7.9%
- Discos and pubs	3.0%	--	5.4%	6.8%	4.4%
- Wellness	4.7%	--	3.1%	4.6%	5.5%
Purchases of goods:					
- Souvenirs	45.9%	--	32.0%	34.7%	39.0%
- Real state	0.0%	--	0.0%	0.0%	0.7%
- Other expenses	0.7%	--	0.7%	1.5%	1.0%
Other:					
- Medical or pharmaceutical expenses	5.3%	--	12.2%	7.3%	6.7%
- Other expenses	5.2%	--	7.9%	4.4%	4.8%

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:	**727**	**--**	**853**	**1,002**	**888**
- Accommodation	590	--	719	717	777
- Additional accommodation expenses	138	--	134	285	110
Transport:	**640**	**--**	**749**	**737**	**837**
- National/International Transport	395	--	388	395	486
- Flights between islands	45	--	62	61	82
- Taxi	85	--	110	90	100
- Car rental	100	--	167	167	138
- Public transport	15	--	22	24	31
Food and drink:	**257**	**--**	**304**	**305**	**300**
- Food purchases at supermarkets	104	--	114	126	108
- Restaurants	153	--	189	179	192
Leisure:	**567**	**--**	**518**	**610**	**512**
- Organized excursions	87	--	100	83	100
- Sport activities	158	--	165	179	132
- Cultural activities	43	--	22	38	28
- Museums	24	--	15	26	22
- Theme Parks	50	--	58	61	77
- Discos and pubs	109	--	102	66	64
- Wellness	97	--	57	157	89
Purchases of goods:	**122**	**--**	**176**	**227**	**2,124**
- Souvenirs	87	--	113	92	81
- Real state	0	--	0	0	2,000
- Other expenses	35	--	63	135	42
Other:	**149**	**--**	**167**	**144**	**114**
- Medical or pharmaceutical expenses	62	--	47	99	26
- Other expenses	88	--	120	45	88

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	90.5%	--	90.2%	89.4%	87.0%
Visiting family or friends	2.8%	--	7.0%	7.2%	7.4%
Business and work	2.2%	--	1.2%	2.0%	0.2%
Education and training	0.5%	--	0.0%	0.0%	0.5%
Sports training	3.4%	--	1.1%	0.9%	3.9%
Health or medical care	0.5%	--	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	--	0.0%	0.0%	0.0%
Others	0.0%	--	0.6%	0.5%	1.0%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	44.9%	--	40.6%	35.1%	33.6%
Enjoy family time	8.7%	--	8.5%	11.0%	8.7%
Have fun	9.3%	--	4.2%	8.9%	6.8%
Explore the destination	30.7%	--	34.7%	37.5%	35.9%
Practice their hobbies	4.2%	--	11.1%	6.1%	10.5%
Other reasons	2.2%	--	1.0%	1.4%	4.5%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	36.9%	18.6%	13.3%
Canary Islands	--	--	19.6%	15.4%	19.0%
Other destination	--	--	43.5%	66.0%	67.7%
Balearic Islands	--	--	5.7%	2.7%	2.1%
Rest of Spain	--	--	4.0%	4.4%	7.1%
Italy	--	--	10.6%	15.3%	14.5%
France	--	--	1.6%	5.6%	5.1%
Turkey	--	--	0.6%	1.3%	1.4%
Greece	--	--	6.9%	9.7%	9.3%
Portugal	--	--	1.6%	2.8%	3.3%
Croatia	--	--	3.5%	11.0%	9.3%
Egypt	--	--	0.0%	0.6%	2.6%
Tunisia	--	--	0.0%	0.0%	0.5%
Morocco	--	--	0.0%	0.0%	0.4%
Others	--	--	9.1%	12.7%	12.1%

* 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")	--	--	34.3%	32.8%	35.3%
Canary Islands (other island)	--	--	28.0%	28.4%	28.7%
Other destination	--	--	37.7%	38.8%	36.1%
Balearic Islands	--	--	2.0%	3.4%	2.6%
Rest of Spain	--	--	4.2%	3.7%	4.8%
Italy	--	--	7.6%	6.1%	3.6%
France	--	--	0.3%	1.2%	0.9%
Turkey	--	--	0.6%	1.6%	2.0%
Greece	--	--	10.6%	6.8%	7.6%
Portugal	--	--	4.0%	4.4%	5.4%
Croatia	--	--	3.1%	2.1%	1.6%
Egypt	--	--	2.2%	3.2%	4.9%
Others	--	--	3.1%	6.4%	2.6%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019	2020	2021	2022	2023
Climate	72.3%	--	72.1%	69.2%	73.0%
Sea	63.1%	--	64.9%	62.4%	66.8%
Safety	60.4%	--	52.8%	55.6%	53.0%
Tranquility	47.1%	--	48.1%	44.4%	50.3%
Beaches	51.8%	--	50.5%	50.7%	48.8%
Landscapes	43.7%	--	50.6%	43.9%	46.4%
Effortless trip	42.1%	--	43.3%	48.0%	42.8%
European belonging	39.7%	--	41.9%	43.2%	41.2%
Environment	31.1%	--	34.9%	32.0%	31.4%
Gastronomy	29.0%	--	37.8%	30.2%	31.0%
Accommodation supply	40.6%	--	30.8%	34.7%	29.3%
Price	28.0%	--	27.1%	26.3%	29.3%
Fun possibilities	21.7%	--	21.5%	19.1%	25.5%
Authenticity	26.6%	--	25.7%	27.3%	24.1%
Hiking trail network	12.0%	--	22.0%	10.0%	20.1%
Shopping	11.8%	--	8.1%	10.2%	10.3%
Culture	7.5%	--	8.8%	6.7%	9.5%
Exoticism	11.4%	--	9.5%	11.1%	8.7%
Historical heritage	5.5%	--	9.7%	8.4%	8.5%
Nightlife	7.5%	--	7.3%	8.1%	4.3%

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	0.3%	--	1.4%	1.4%	0.4%
Between 1 and 30 days	22.4%	--	43.7%	33.9%	25.0%
Between 1 and 2 months	26.3%	--	30.7%	23.2%	22.9%
Between 3 and 6 months	35.2%	--	15.7%	33.4%	36.4%
More than 6 months	15.8%	--	8.4%	8.1%	15.3%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2019	2021	2022	2023
15.8%	8.4%	8.1%	15.3%
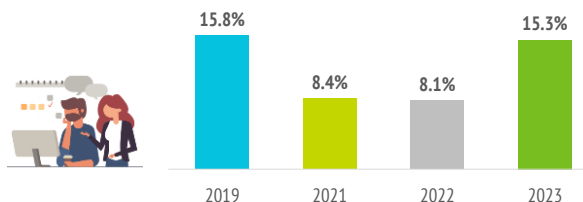
What channels did they use to get information about the trip?

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	41.5%	--	32.5%	38.4%	40.3%
Friends or relatives	23.5%	--	31.4%	30.0%	31.4%
Internet or social media	52.1%	--	48.8%	57.5%	55.3%
Mass Media	1.7%	--	2.4%	2.2%	3.3%
Travel guides and magazines	15.9%	--	10.2%	12.9%	15.6%
Travel Blogs or Forums	7.7%	--	12.3%	9.4%	12.1%
Travel TV Channels	0.4%	--	0.1%	1.3%	0.6%
Tour Operator or Travel Agency	28.6%	--	18.3%	16.4%	18.1%
Public administrations or similar	1.7%	--	0.4%	0.3%	1.1%
Others	1.7%	--	4.6%	3.3%	3.2%

* Multi-choise question

Canary Islands
LATITUDE OF LIFE

With whom did they book their flight and accommodation? 👁

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	31.0%	--	47.1%	55.4%	53.6%
- Tour Operator or Travel Agency	69.0%	--	52.9%	44.6%	46.4%
Accommodation					
- Directly with the accommodation	22.9%	--	37.2%	36.9%	45.3%
- Tour Operator or Travel Agency	77.1%	--	62.8%	63.1%	54.7%

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

2019	2021	2022	2023
69%	53%	45%	46%
31%	47%	55%	54%

Accommodation
- Tour Operator or Travel Agency
- Directly with the accommodation

2019	2021	2022	2023
77%	63%	63%	55%
23%	37%	37%	45%

Where does the flight come from? 🌐

	2019	2020	2021	2022	2023
Austria	56.8%	--	65.3%	66.1%	67.3%
Germany	21.3%	--	18.2%	16.8%	18.9%
Spanish Mainland	14.3%	--	8.1%	8.9%	7.7%
Switzerland	3.9%	--	5.1%	4.4%	3.1%
Italy	0.0%	--	0.0%	0.3%	1.5%
Portugal	0.0%	--	1.0%	1.1%	0.7%
Poland	0.4%	--	0.0%	0.0%	0.4%
Others	0.8%	--	0.3%	0.2%	0.2%
Netherlands	0.0%	--	0.0%	0.1%	0.1%
Belgium	0.8%	--	0.0%	0.0%	0.0%
Others	1.8%	--	1.9%	2.0%	0.2%

Activities in the Canary Islands 🧍🚶

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	1.5%	--	0.9%	0.8%	1.7%
1 - 2 hours	10.1%	--	4.7%	8.1%	6.2%
3 - 6 hours	29.2%	--	28.7%	29.9%	26.2%
7 - 12 hours	49.3%	--	46.0%	51.3%	57.6%
More than 12 hours	10.0%	--	19.6%	9.9%	8.3%
Outdoor time per day	7.6	--	9.1	8.0	8.2

- 0 hours
- More than 1 hours
- More than 3 hours
- More than 7 hours
- More than 12 hours

	2019	2021	2022	2023
More than 1 hours	98%	99%	99%	98%
More than 3 hours	88%	94%	91%	92%
More than 7 hours	59%	66%	61%	66%
More than 12 hours	10%	20%	10%	8%
0 hours	2%	1%	1%	2%

Where do they stay? 🛏

	2019	2020	2021	2022	2023
1-2-3* Hotel	10.5%	--	6.4%	9.9%	7.7%
4* Hotel	42.8%	--	38.3%	33.5%	33.1%
5* Hotel / 5* Luxury Hotel	9.2%	--	9.7%	9.5%	8.5%
Aparthotel / Tourist Villa	14.0%	--	16.8%	10.1%	11.0%
House/room rented in a private dwelling	6.2%	--	8.0%	14.3%	11.0%
Private accommodation (1)	10.8%	--	14.8%	13.7%	15.2%
Others (Cottage, cruise, camping,..)	6.6%	--	6.0%	9.1%	13.5%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.
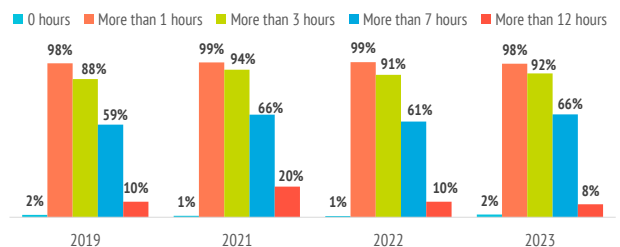
- Hotels
- Aparthotel / Tourist Villa
- Others

	2019	2021	2022	2023
Hotels	62.4%	54.5%	52.8%	49.3%
Aparthotel / Tourist Villa	14.0%	16.8%	10.1%	11.0%
Others	23.6%	28.8%	37.1%	39.7%
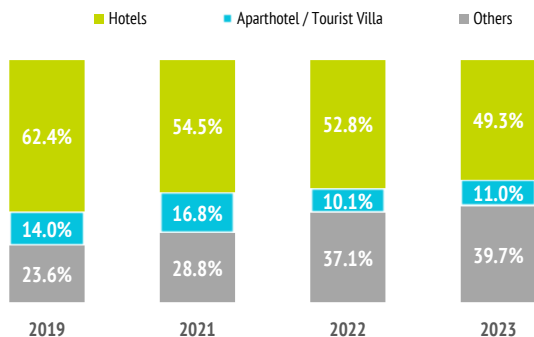
What do they book? 🍽

	2019	2020	2021	2022	2023
Room only	22.7%	--	26.8%	31.3%	34.8%
Bed and Breakfast	15.2%	--	21.3%	14.0%	13.6%
Half board	28.6%	--	25.8%	26.6%	28.1%
Full board	3.3%	--	4.3%	2.1%	2.6%
All inclusive	30.2%	--	21.9%	26.0%	20.9%

Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	78.7%	--	79.2%	81.0%	78.3%
Walk, wander	54.6%	--	62.7%	64.3%	59.7%
Explore the island on their own	48.2%	--	55.3%	58.3%	57.1%
Taste Canarian gastronomy	29.6%	--	33.7%	40.3%	36.0%
Swimming pool, hotel facilities	42.3%	--	39.5%	40.5%	35.9%
Hiking	--	--	29.2%	29.3%	27.5%
Other Nature Activities	--	--	13.0%	17.1%	17.0%
Sea excursions / whale watching	13.6%	--	13.6%	15.4%	14.6%
Organized excursions	17.9%	--	18.0%	12.8%	13.2%
Museums / exhibitions	8.6%	--	9.9%	14.2%	12.8%
Nightlife / concerts / shows	10.0%	--	6.4%	15.5%	11.7%
Theme parks	16.8%	--	11.6%	14.4%	11.0%
Wineries / markets / popular festivals	8.4%	--	8.7%	11.8%	10.2%
Practice other sports	--	--	6.9%	7.7%	9.7%
Surf	--	--	12.0%	9.0%	7.4%
Astronomical observation	4.5%	--	10.0%	5.0%	6.8%
Cycling / Mountain bike	--	--	5.6%	3.2%	5.7%
Scuba Diving	--	--	4.7%	5.1%	5.5%
Beauty and health treatments	4.2%	--	4.9%	5.5%	4.8%
Running	--	--	6.9%	4.5%	3.8%
Swim	--	--	49.9%	13.9%	3.6%
Golf	--	--	7.4%	1.5%	3.5%
Windsurf / Kitesurf	--	--	0.9%	1.1%	0.9%

* Multi-choise question

Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	5,346	--	1,567	13,812	9,406
Fuerteventura	16,637	--	2,456	19,917	24,882
Gran Canaria	24,835	--	11,624	40,906	40,581
Tenerife	29,916	--	21,521	44,773	45,808
La Palma	2,891	--	623	1,012	2,881

Share by islands	2019	2020	2021	2022	2023
Lanzarote	6.7%	--	4.1%	11.5%	7.6%
Fuerteventura	20.9%	--	6.5%	16.5%	20.1%
Gran Canaria	31.2%	--	30.8%	34.0%	32.8%
Tenerife	37.6%	--	56.9%	37.2%	37.1%
La Palma	3.6%	--	1.6%	0.8%	2.3%

Bar chart legend: Lanzarote, Fuerteventura, Gran Canaria, Tenerife, La Palma

2019: 38%, 31%, 21%, 7%
2021: 57%, 31%, 6%, 5%
2022: 37%, 34%, 17%, 11%
2023: 37%, 33%, 20%, 8%
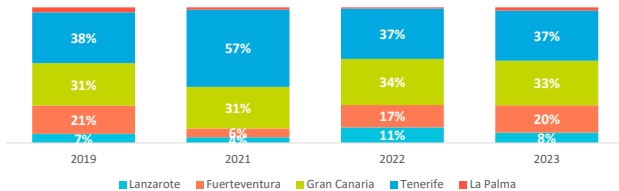
How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	60.6%	--	61.4%	56.2%	59.2%
At least 10 previous visits	14.4%	--	17.7%	14.4%	12.7%
Repeat tourists (last 5 years)	59.3%	--	58.2%	52.3%	54.1%
Repeat tourists (last 5 years)(5 or more visits)	17.8%	--	16.9%	7.9%	9.4%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	50.9%	--	51.5%	50.5%	50.0%
Women	49.1%	--	48.5%	49.5%	50.0%
Age					
Average age	45.4	--	42.0	41.4	43.8
Standard deviation	16.1	--	16.8	16.7	17.6
Age range					
16 - 24 years old	12.9%	--	14.6%	19.2%	16.3%
25 - 30 years old	9.7%	--	22.7%	15.4%	15.2%
31 - 45 years old	27.3%	--	24.0%	26.6%	23.7%
46 - 60 years old	29.1%	--	20.5%	21.2%	24.9%
Over 60 years old	21.0%	--	18.3%	17.6%	19.9%
Occupation					
Salaried worker	51.7%	--	53.2%	58.3%	51.4%
Self-employed	7.9%	--	10.8%	9.5%	12.4%
Unemployed	1.0%	--	0.0%	0.8%	0.4%
Business owner	16.0%	--	14.6%	4.9%	12.5%
Student	5.0%	--	6.7%	10.7%	7.8%
Retired	16.8%	--	11.0%	13.0%	15.2%
Unpaid domestic work	0.0%	--	1.3%	0.7%	0.2%
Others	1.7%	--	2.5%	2.1%	0.0%
Annual household income level					
Less than €25,000	19.3%	--	11.0%	20.0%	15.8%
€25,000 - €49,999	35.5%	--	48.7%	36.6%	33.3%
€50,000 - €74,999	26.6%	--	28.7%	30.3%	32.6%
More than €74,999	18.5%	--	11.5%	13.1%	18.3%
Education level					
No studies	0.8%	--	0.3%	0.0%	0.7%
Primary education	7.4%	--	4.0%	4.6%	4.0%
Secondary education	25.6%	--	20.6%	16.7%	15.5%
Higher education	66.3%	--	75.1%	78.7%	79.8%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	87.8%	--	91.8%	88.6%	89.5%
Two islands	8.6%	--	5.7%	9.0%	8.4%
Three or more islands	3.6%	--	2.6%	2.5%	2.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.77	--	8.84	8.97	8.93

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	1.1%	--	1.6%	1.4%	0.6%
Lived up to expectations	46.2%	--	48.8%	48.8%	47.6%
Better or much better than expected	52.7%	--	49.7%	49.9%	51.8%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.50	--	8.76	8.56	8.62
Recommend visiting the Canary Islands	8.92	--	9.15	9.10	9.08

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	10.7%	--	19.6%	13.5%	12.6%
Only with partner	49.7%	--	52.1%	52.8%	47.9%
Only with children (< 13 years old)	5.1%	--	0.7%	2.9%	5.4%
Partner + children (< 13 years old)	4.6%	--	1.9%	3.7%	4.1%
Other relatives	4.7%	--	4.9%	5.0%	5.7%
Friends	9.9%	--	13.8%	9.3%	9.0%
Work colleagues	0.5%	--	0.5%	0.0%	0.0%
Organized trip	0.3%	--	0.5%	0.2%	0.0%
Other combinations (2)	14.5%	--	6.1%	12.6%	15.3%

(2) Combination of some of the groups previously analyzed

	2019	2020	2021	2022	2023
Tourists with children	**12.9%**	**--**	**3.0%**	**8.1%**	**11.2%**
- Between 0 and 2 years old	0.0%	--	1.2%	1.4%	1.1%
- Between 3 and 12 years old	12.9%	--	1.8%	6.7%	9.3%
- Between 0 -2 and 3-12 years old	0.0%	--	0.0%	0.0%	0.8%
Tourists without children	**87.1%**	**--**	**97.0%**	**91.9%**	**88.8%**
Group composition:					
- 1 person	17.5%	--	23.3%	15.3%	15.6%
- 2 people	57.7%	--	64.2%	61.7%	59.0%
- 3 people	15.1%	--	5.7%	10.7%	11.7%
- 4 or 5 people	7.9%	--	4.7%	10.2%	12.6%
- 6 or more people	1.7%	--	2.0%	2.0%	1.1%
Average group size:	**2.29**	**--**	**2.01**	**2.26**	**2.29**

*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.