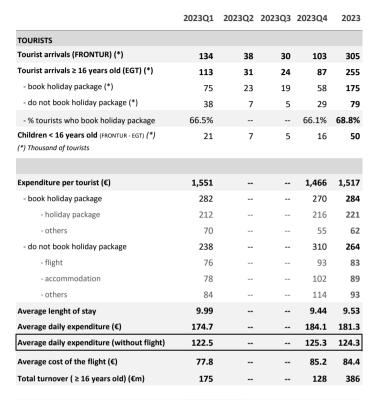


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How many are they and how much do they spend?







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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Accommodation:					
- Accommodation	86.8%			90.1%	89.4%
- Additional accommodation expenses	3.6%			7.6%	4.9%
Transport:					
- National/International Transport	95.8%			95.5%	95.9%
- Flights between islands	4.2%			2.4%	3.2%
- Taxi	51.3%			60.3%	57.4%
- Car rental	30.9%			27.5%	27.1%
- Public transport	7.3%			9.7%	8.3%
Food and drink:					
- Food purchases at supermarkets	53.1%			59.7%	56.1%
- Restaurants	66.5%			70.8%	66.9%
Leisure:					
- Organized excursions	15.3%			24.4%	18.5%
- Sport activities	6.0%			5.8%	6.6%
- Cultural activities	1.0%			1.3%	1.4%
- Museums	3.0%			1.0%	2.3%
- Theme Parks	4.3%			3.3%	4.1%
- Discos and pubs	7.7%			6.6%	6.4%
- Wellness	4.7%			3.9%	4.3%
Purchases of goods:					
- Souvenirs	32.3%			40.8%	34.4%
- Real state	0.0%			0.0%	0.0%
- Other expenses	0.6%			1.0%	0.6%
Other:					
- Medical or pharmaceutical expenses	8.5%			9.6%	8.4%
- Other expenses	6.2%			8.6%	8.0%

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:	956	-	-	876	908
- Accommodation	720			668	688
- Additional accommodation expenses	236			208	220
Transport:	863			739	832
- National/International Transport	466			466	479
- Flights between islands	117			55	92
- Taxi	120			95	113
- Car rental	127			109	120
- Public transport	32			15	27
Food and drink:	447			327	381
- Food purchases at supermarkets	123			100	114
- Restaurants	324			227	267
Leisure:	472			527	503
- Organized excursions	99			124	108
- Sport activities	110			32	80
- Cultural activities	62			47	60
- Museums	12			62	42
- Theme Parks	55			60	61
- Discos and pubs	81			143	100
- Wellness	54			59	52
Purchases of goods:	307	-		132	216
- Souvenirs	93			93	99
- Real state	0			0	0
- Other expenses	214			39	117
Other:	237	-		91	166
- Medical or pharmaceutical expenses	116			37	71
- Other expenses	121			55	96

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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What is the main purpose of their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Holiday, leisure	93.5%			90.9%	92.8%
Visiting family or friends	4.2%			5.6%	4.3%
Business and work	0.6%			0.8%	0.7%
Education and training	0.0%			0.0%	0.1%
Sports training	1.3%			1.1%	1.4%
Health or medical care	0.0%			0.0%	0.0%
Fairs and congresses	0.0%			0.0%	0.0%
Others	0.3%			1.6%	0.7%

What is the main motivation for their holidays?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Rest	56.1%			51.7%	54.3%
Enjoy family time	24.1%			24.6%	24.6%
Have fun	4.6%			6.4%	6.2%
Explore the destination	11.5%			9.6%	9.7%
Practice their hobbies	2.0%			6.9%	4.1%
Other reasons	1.7%			0.7%	1.1%

Where did they spend their main holiday last year? *

2023Q1	2023Q2	2023Q3	2023Q4	2023
16.3%			10.7%	12.3%
30.2%			29.9%	29.5%
53.5%			59.4%	58.1%
3.2%			2.6%	2.2%
5.7%			7.9%	7.9%
5.7%			9.6%	7.5%
4.2%			4.3%	4.0%
2.8%			2.1%	3.6%
14.8%			9.2%	11.5%
3.7%			2.4%	2.6%
3.1%			2.1%	1.4%
1.1%			0.2%	0.5%
0.0%			0.0%	0.1%
0.0%			0.5%	0.4%
9.2%			18.4%	16.4%
	16.3% 30.2% 53.5% 3.2% 5.7% 4.2% 2.8% 14.8% 3.7% 3.1% 0.0%	16.3% 30.2% 53.5% 3.2% 5.7% 4.2% 2.8% 14.8% 3.7% 3.1% 1.1% 0.0% 0.0%	16.3% 30.2% 53.5% 3.2% 5.7% 5.7% 4.2% 2.8% 14.8% 3.7% 3.1% 1.1% 0.0%	16.3% 10.7% 30.2% 29.9% 53.5% 59.4% 3.2% 2.6% 5.7% 7.9% 5.7% 9.6% 4.2% 4.3% 2.8% 2.1% 14.8% 2.4% 3.7% 2.4% 3.1% 2.1% 1.1% 0.0% 0.0% 0.0% 0.0% 0.5%

^{*} 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")	42.6%			35.1%	34.6%
Canary Islands (other island)	32.3%			28.3%	27.9%
Other destination	25.2%			36.6%	37.5%
Balearic Islands	0.8%			2.6%	2.0%
Rest of Spain	4.2%			5.9%	6.2%
Italy	2.0%			2.2%	4.2%
France	0.1%			1.5%	1.2%
Turkey	1.5%			3.6%	3.0%
Greece	5.3%			8.1%	8.0%
Portugal	2.4%			4.9%	4.2%
Croatia	0.2%			2.4%	1.7%
Egypt	4.5%			3.6%	4.2%
Others	4.3%			1.7%	2.7%

^{*} Percentage of valid answers

Importance of each factor in the destination choice

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Climate	78.3%			73.6%	74.5%
Safety	31.5%			38.8%	35.2%
Sea	33.4%			39.0%	34.4%
Accommodation supply	33.5%			34.4%	34.3%
Tranquility	32.2%			36.7%	34.0%
European belonging	28.6%			31.8%	31.3%
Environment	30.6%			26.1%	28.3%
Price	22.5%			26.0%	25.4%
Beaches	25.4%			21.5%	25.3%
Landscapes	23.6%			20.3%	21.7%
Fun possibilities	19.8%			19.8%	21.5%
Exoticism	8.5%			17.9%	14.9%
Gastronomy	13.2%			16.5%	14.7%
Authenticity	11.9%			16.7%	14.7%
Hiking trail network	14.6%			12.5%	12.6%
Shopping	6.0%			7.6%	7.8%
Effortless trip	5.2%			7.5%	6.6%
Historical heritage	5.9%			1.3%	4.8%
Culture	2.0%			2.2%	3.3%
Nightlife	2.3%			3.6%	2.9%

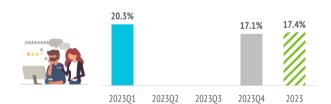
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important

% 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%			1.1%	0.5%
Between 1 and 30 days	24.4%			20.6%	23.0%
Between 1 and 2 months	27.7%			26.7%	26.6%
Between 3 and 6 months	27.6%			34.5%	32.4%
More than 6 months	20.3%			17.1%	17.4%

% 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	60.6%			54.4%	55.2%
Friends or relatives	19.9%			22.1%	20.7%
Internet or social media	47.9%			46.8%	47.6%
Mass Media	0.6%			1.6%	1.0%
Travel guides and magazines	5.1%			3.3%	4.0%
Travel Blogs or Forums	5.9%			4.0%	4.3%
Travel TV Channels	0.0%			0.0%	0.0%
Tour Operator or Travel Agency	24.9%			27.0%	25.7%
Public administrations or similar	0.0%			0.4%	0.2%
Others	1.1%			1.9%	1.7%

^{*} Multi-choise question

Tourist profile by quarter of trip (2023)

DENMARK

- Directly with the airline

Accommodation

Denmark

Germany

Sweden

Others

1-2-3* Hotel

Switzerland

United Kingdom

Where do they stay?

Spanish Mainland

- Tour Operator or Travel Agency

- Directly with the accommodation

- Tour Operator or Travel Agency

Where does the flight come from?

Flight



With whom did they book their flight and accommodation? •

28.1%

71.9%

23.3%

76.7%

2023Q1

2.6%

1.3%

1.7%

0.0%

0.3%

0.5%

2023Q1 2023Q2 2023Q3 2023Q4

2023Q2 2023Q3 2023Q4

2023Q1 2023Q2 2023Q3 2023Q4

2023

26.7%

73.3%

23.5%

76.5%

2023

93.4%

2.4%

1.6%

1.2%

0.5%

0.4%

0.5%

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2023

27.4%

72.6%

24.2%

75.8%

94.8%

1.7%

1.7%

0.4%

1.1%

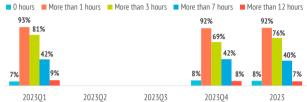
0.0%

0.4%

Activities in the Canary Islands



Outdoor time per day	2023Q1	2023Q2	2023Q3	2023Q4	2023
0 hours	6.8%			8.5%	7.9%
1 - 2 hours	12.3%			22.0%	16.1%
3 - 6 hours	39.0%			27.3%	36.2%
7 - 12 hours	33.1%			34.6%	32.8%
More than 12 hours	8.8%			7.6%	7.1%
Outdoor time per day	6.4			6.1	6.0



2023Q1	2023Q2	2023Q3	Ĩ	2023Q4	2023	
Activities in the Ca	nary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Walk, wander		65.1%			72.2%	67.5%
Swimming pool, hote	l facilities	53.8%			62.0%	60.1%
Explore the island on	their own	52.0%			57.6%	54.5%
Beach		51.5%			57.1%	53.9%
Hiking		25.0%			24.0%	22.3%
Taste Canarian gastro	nomy	17.5%			18.6%	18.5%
Organized excursions	i	16.7%			13.2%	14.0%
Running		5.9%			10.7%	8.2%
Theme parks		7.1%			7.1%	8.1%
Nightlife / concerts /	shows	5.5%			10.2%	8.0%
Beauty and health tre	eatments	8.6%			6.5%	7.7%
Other Nature Activitie	es	5.9%			10.2%	7.5%
Sea excursions / wha	le watching	6.3%			6.1%	7.3%
Practice other sports		5.7%			6.1%	6.9%
Wineries / markets /	popular festivals	5.2%			7.1%	6.3%
Museums / exhibition	าร	4.2%			6.6%	5.9%
Cycling / Mountain bi	ike	3.1%			8.9%	5.4%
Astronomical observa	ation	4.6%			3.2%	3.6%
Swim		1.5%			3.8%	3.2%
Golf		5.2%			0.7%	3.1%
Scuba Diving		0.6%			2.4%	1.7%
Surf		0.5%			2.9%	1.7%
Windsurf / Kitesurf					0.7%	0.4%

4* Hotel	33.9%	 	30.6%	36.3%
5* Hotel / 5* Luxury Hotel	4.2%	 	8.1%	5.8%
Aparthotel / Tourist Villa	20.6%	 	24.8%	21.6%
House/room rented in a private dwelling	5.1%	 	3.9%	4.2%
Private accommodation (1)	6.0%	 	4.4%	4.5%
Others (Cottage cruise camping)	5.0%	 	11%	5.0%

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

What do they book?

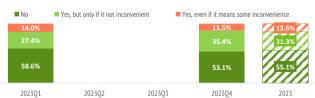


* Multi-choise question

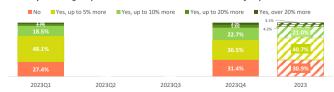
	2023Q1	2023Q2	2023Q3	2023Q4	2023
Room only	38.1%			35.5%	34.3%
Bed and Breakfast	15.3%			17.6%	17.2%
Half board	13.7%			17.1%	15.5%
Full board	2.0%			4.1%	3.9%
All inclusive	30.9%			25.7%	29.2%

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	7.7			7.5	7.7
Tolerance towards tourism	8.5			8.4	8.4
Cleanliness of the island	8.7			7.3	8.1
Air quality	8.6			7.9	8.3
Rational water consumption	7.5			7.4	7.5
Energy saving	6.5			6.9	6.8
Use of renewable energy	6.9			6.9	7.0
Recycling	6.7			6.1	6.5
Easy to get around by public transport	6.8			7.3	7.0
Overcrowding in tourist areas	6.4			6.3	6.5
Supply of local products	6.6			6.9	6.8

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

Tourist profile by quarter of trip (2023)

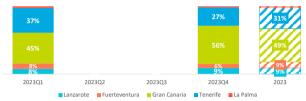
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Which island do they choose?



					2023Q1	2023Q2	2023Q3	2023Q4	2023
		7,735	22,993	Lanzarote	7.7%			8.9%	9.1%
		5,433	22,658	Fuerteventura	8.1%			6.3%	8.9%
		48,787	124,806	Gran Canaria	45.2%			56.1%	49.1%
		23,449	78,484	Tenerife	36.6%			27.0%	30.9%
		1,516	5,086	La Palma	2.5%			1.7%	2.0%
,	·		48,787 23,449	7 48,787 124,806 4 23,449 78,484	48,787 124,806 Gran Canaria 23,449 78,484 Tenerife	7 48,787 124,806 Gran Canaria 45.2% 4 23,449 78,484 Tenerife 36.6%	48,787 124,806 Gran Canaria 45.2% 23,449 78,484 Tenerife 36.6%	48,787 124,806 Gran Canaria 45.2% 23,449 78,484 Tenerife 36.6%	48,787 124,806 Gran Canaria 45.2% 56.1% 23,449 78,484 Tenerife 36.6% 27.0%



How many islands do they visit during their trip?



	2023Q1	2023Q2	2023Q3	2023Q4	2023
One island	96.1%			94.6%	95.4%
Two islands	3.5%			5.4%	4.4%
Three or more islands	0.5%			0.0%	0.2%

How many are loyal to the Canary Islands?

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	2023Q1	2023Q2	2023Q3	2023Q4	2023
Repeat tourists	81.3%			74.6%	77.7%
At least 10 previous visits	24.2%			25.0%	24.4%
Repeat tourists (last 5 years)	72.0%			64.8%	68.6%
Repeat tourists (last 5 years) (5 or more	19.8%			18.5%	18.7%

How do they rate the Canary Islands?

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Satisfaction (scale 0-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Average rating	8.85			8.58	8.71
Experience in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Worse or much worse than expected	0.6%			2.9%	1.8%
Lived up to expectations	66.5%			62.3%	63.8%
Better or much better than expected	32.9%			34.7%	34.5%
Future intentions (scale 1-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Return to the Canary Islands	8.92			8.64	8.76
Recommend visiting the Canary Islands	9.07			8.53	8.82

Who are they?



	2023Q1	2023Q2	2023Q3	2023Q4	2023
Gender					
Men	50.8%			44.8%	49.3%
Women	49.2%			55.2%	50.7%
Age					
Average age	53.7			51.5	51.5
Standard deviation	16.7			17.2	17.4
Age range					
16 - 24 years old	8.2%			8.1%	8.7%
25 - 30 years old	3.6%			8.5%	8.2%
31 - 45 years old	15.7%			19.4%	18.2%
46 - 60 years old	31.6%			27.0%	28.1%
Over 60 years old	41.0%			37.0%	36.8%
Occupation					
Salaried worker	50.0%			53.8%	53.6%
Self-employed	9.5%			6.2%	7.6%
Unemployed	0.0%			0.3%	0.1%
Business owner	5.4%			9.2%	7.3%
Student	4.6%			3.1%	4.5%
Retired	30.5%			27.4%	26.5%
Unpaid domestic work	0.0%			0.0%	0.1%
Others	0.0%			0.0%	0.3%
Annual household income level					
Less than €25,000	5.3%			6.7%	6.0%
€25,000 - €49,999	22.9%			22.7%	22.3%
€50,000 - €74,999	32.1%			27.2%	28.9%
More than €74,999	0.0%			0.0%	0.0%
Education level					
No studies	0.2%			3.0%	2.4%
Primary education	3.9%			3.1%	4.0%
Secondary education	13.7%			14.6%	13.6%
Higher education	82.2%			79.3%	80.0%

Recommend visiting the Canary Islands	9.07			8.53	8.82
Who do they come with?					ൎൎ淅
	2023Q1	2023Q2	2023Q3	2023Q4	2023
Unaccompanied	5.9%			5.9%	6.4%
Only with partner	59.9%			49.3%	53.7%
Only with children (< 13 years old)	2.8%			2.6%	3.5%
Partner + children (< 13 years old)	5.5%			3.8%	6.0%
Other relatives	6.3%			15.0%	9.6%
Friends	4.3%			5.6%	4.8%
Work colleagues	0.0%			0.0%	0.1%
Organized trip	0.0%			1.3%	0.4%
Other combinations (2) (2) Combination of some of the groups previously and	15.3%			16.5%	15.4%
Tourists with children	13.2%	-	-	13.3%	14.6%
- Between 0 and 2 years old	1.1%			0.2%	1.0%
- Between 3 and 12 years old	10.6%			10.3%	11.9%
- Between 0 -2 and 3-12 years old	1.5%			2.7%	1.7%
Tourists without children	86.8%			86.7%	85.4%
Group composition:					
- 1 person	8.1%			9.3%	8.8%
- 2 people	65.5%			57.6%	61.6%
- 3 people	7.6%			12.0%	10.5%
- 4 or 5 people	15.7%			18.1%	16.4%
- 6 or more people	3.1%			3.1%	2.8%
Average group size:	2.55			2.62	2.56
*People who share the main expenses of the trip					