

Tourist profile. Historical data (2019 - 2023)

USA



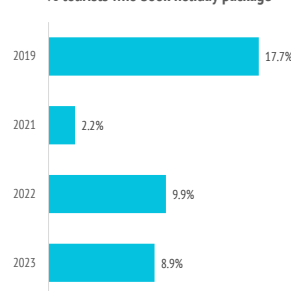
How many are they and how much do they spend?



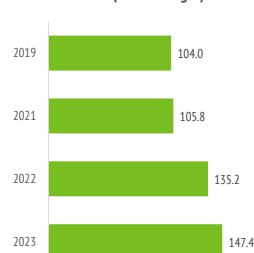
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	33	11	17	46	57
- book holiday package (*)	6	--	0	5	5
- do not book holiday package (*)	27	--	16	41	52
- % tourists who book holiday package	17.7%	--	2.2%	9.9%	8.9%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	--	n.d.	n.d.	n.d.
Expenditure per tourist (€)					
Expenditure per tourist (€)	1,191	--	1,726	1,689	1,618
- book holiday package	963	--	1,738	2,196	1,637
- holiday package	817	--	982	1,832	1,314
- others	146	--	756	363	323
- do not book holiday package	1,240	--	1,726	1,633	1,616
- flight	539	--	730	393	567
- accommodation	237	--	360	513	471
- others	464	--	636	727	579
Average length of stay	9.94	--	11.85	11.60	8.50
Average daily expenditure (€)	174.3	--	175.0	192.3	226.0
Average daily expenditure (without flight)	104.0	--	105.8	135.2	147.4
Average cost of the flight (€)	499.0	--	720.8	416.3	560.8
Total turnover (≥ 16 years old) (€m)	39	--	29	78	93

(*) Thousands of tourists

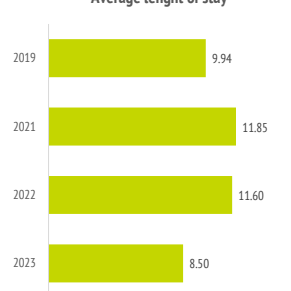
% tourists who book holiday package



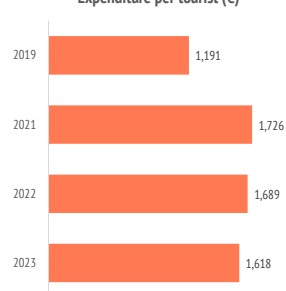
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	63.5%	--	57.3%	74.6%	68.9%
- Additional accommodation expenses	14.7%	--	8.0%	12.5%	14.6%
Transport:					
- National/International Transport	86.6%	--	87.7%	89.7%	89.8%
- Flights between islands	6.3%	--	8.6%	8.3%	14.7%
- Taxi	33.3%	--	26.5%	28.2%	29.4%
- Car rental	29.2%	--	32.7%	44.4%	46.2%
- Public transport	6.6%	--	20.7%	23.1%	8.6%
Food and drink:					
- Food purchases at supermarkets	51.8%	--	61.2%	50.6%	66.0%
- Restaurants	69.3%	--	86.1%	74.0%	84.3%
Leisure:					
- Organized excursions	21.2%	--	20.5%	25.1%	32.9%
- Sport activities	3.1%	--	15.6%	7.3%	3.9%
- Cultural activities	0.8%	--	2.6%	7.5%	0.2%
- Museums	9.0%	--	5.6%	5.7%	5.6%
- Theme Parks	3.6%	--	1.3%	9.5%	6.8%
- Discos and pubs	7.9%	--	5.6%	9.2%	7.6%
- Wellness	2.0%	--	3.8%	15.6%	6.3%
Purchases of goods:					
- Souvenirs	47.2%	--	43.9%	22.3%	44.7%
- Real state	0.0%	--	6.1%	0.0%	0.0%
- Other expenses	4.8%	--	6.1%	0.9%	1.0%
Other:					
- Medical or pharmaceutical expenses	9.3%	--	11.4%	5.9%	3.4%
- Other expenses	6.7%	--	9.8%	6.3%	6.1%

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:					
Accommodation:	730	--	917	925	953
- Accommodation	426	--	635	770	717
- Additional accommodation expenses	304	--	282	155	236
Transport:					
Transport:	768	--	1,288	1,044	1,024
- National/International Transport	576	--	822	464	624
- Flights between islands	27	--	153	104	152
- Taxi	70	--	54	81	79
- Car rental	78	--	228	131	149
- Public transport	16	--	32	264	21
Food and drink:					
Food and drink:	301	--	510	760	323
- Food purchases at supermarkets	152	--	229	585	94
- Restaurants	149	--	281	175	229
Leisure:					
Leisure:	505	--	534	539	1,197
- Organized excursions	92	--	77	74	138
- Sport activities	128	--	68	108	161
- Cultural activities	45	--	156	29	500
- Museums	13	--	34	21	72
- Theme Parks	27	--	21	73	45
- Discos and pubs	81	--	112	110	140
- Wellness	118	--	66	124	141
Purchases of goods:					
Purchases of goods:	693	--	428	143	228
- Souvenirs	101	--	128	92	136
- Real state	0	--	149	0	0
- Other expenses	592	--	150	51	92
Other:					
Other:	505	--	116	261	285
- Medical or pharmaceutical expenses	50	--	50	111	15
- Other expenses	455	--	67	151	270

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	64.7%	--	49.4%	72.5%	77.2%
Visiting family or friends	16.1%	--	42.9%	19.8%	17.9%
Business and work	13.2%	--	7.7%	5.0%	2.4%
Education and training	0.0%	--	0.0%	0.0%	0.0%
Sports training	1.1%	--	0.0%	0.0%	1.3%
Health or medical care	0.0%	--	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	--	0.0%	0.0%	0.2%
Others	4.9%	--	0.0%	2.7%	1.0%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	32.8%	--	24.4%	32.3%	27.5%
Enjoy family time	19.8%	--	41.7%	16.9%	18.6%
Have fun	15.3%	--	11.5%	17.3%	14.2%
Explore the destination	28.0%	--	20.7%	28.8%	34.2%
Practice their hobbies	3.2%	--	0.0%	1.5%	0.9%
Other reasons	0.9%	--	1.7%	3.1%	4.6%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	63.2%	50.3%	34.4%
Canary Islands	--	--	11.0%	12.0%	9.7%
Other destination	--	--	25.7%	37.7%	55.9%
Balearic Islands	--	--	0.0%	0.7%	0.4%
Rest of Spain	--	--	4.6%	4.7%	6.6%
Italy	--	--	3.2%	5.5%	9.9%
France	--	--	0.9%	2.4%	2.9%
Turkey	--	--	0.0%	0.5%	0.0%
Greece	--	--	2.4%	3.4%	3.6%
Portugal	--	--	2.1%	2.4%	4.2%
Croatia	--	--	0.0%	0.6%	0.0%
Egypt	--	--	0.0%	0.0%	0.0%
Tunisia	--	--	0.0%	0.0%	0.0%
Morocco	--	--	0.0%	0.7%	0.7%
Others	--	--	12.4%	16.8%	27.7%

* 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")	--	--	30.8%	26.9%	13.2%
Canary Islands (other island)	--	--	16.8%	18.4%	19.3%
Other destination	--	--	52.4%	54.7%	67.5%
Balearic Islands	--	--	0.5%	2.9%	1.3%
Rest of Spain	--	--	16.9%	15.9%	19.2%
Italy	--	--	7.4%	7.9%	8.8%
France	--	--	4.3%	4.3%	4.7%
Turkey	--	--	1.0%	1.1%	0.6%
Greece	--	--	6.8%	4.6%	6.0%
Portugal	--	--	9.3%	11.0%	15.5%
Croatia	--	--	3.7%	3.9%	3.5%
Egypt	--	--	0.4%	0.0%	1.2%
Others	--	--	2.1%	3.1%	6.5%

* Percentage of valid answers

Importance of each factor in the destination choice

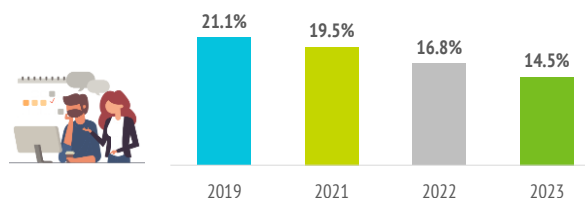
	2019	2020	2021	2022	2023
Climate	48.6%	--	58.0%	67.9%	53.8%
Environment	29.3%	--	39.2%	47.0%	51.3%
Landscapes	28.2%	--	35.9%	49.8%	48.7%
Safety	37.8%	--	29.8%	40.5%	47.5%
Sea	32.1%	--	44.8%	43.8%	46.6%
Tranquility	26.0%	--	34.3%	51.3%	45.4%
Beaches	30.7%	--	49.0%	45.5%	39.9%
Fun possibilities	22.8%	--	25.8%	35.3%	37.0%
Authenticity	19.3%	--	29.3%	30.9%	30.7%
Price	25.2%	--	13.4%	26.3%	30.4%
Gastronomy	12.3%	--	20.6%	25.5%	30.2%
Effortless trip	16.8%	--	23.2%	26.7%	27.1%
Hiking trail network	9.0%	--	25.8%	21.6%	25.5%
Accommodation supply	33.9%	--	18.5%	28.3%	23.5%
Culture	7.7%	--	15.0%	18.2%	19.0%
European belonging	18.3%	--	35.5%	25.4%	17.4%
Exoticism	13.8%	--	3.2%	15.2%	16.8%
Historical heritage	6.0%	--	19.3%	14.5%	13.1%
Nightlife	6.3%	--	9.3%	8.0%	11.8%
Shopping	5.4%	--	14.2%	7.5%	6.2%

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	0.9%	--	3.4%	1.0%	2.5%
Between 1 and 30 days	21.2%	--	23.9%	23.9%	18.0%
Between 1 and 2 months	17.1%	--	17.0%	27.3%	31.1%
Between 3 and 6 months	39.7%	--	36.1%	31.1%	33.9%
More than 6 months	21.1%	--	19.5%	16.8%	14.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



What channels did they use to get information about the trip?

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	24.3%	--	24.0%	14.7%	13.1%
Friends or relatives	36.6%	--	56.0%	54.3%	49.1%
Internet or social media	58.1%	--	52.4%	57.9%	65.2%
Mass Media	1.6%	--	1.1%	1.6%	2.3%
Travel guides and magazines	13.1%	--	0.3%	11.5%	9.4%
Travel Blogs or Forums	9.1%	--	5.6%	17.1%	15.6%
Travel TV Channels	0.0%	--	0.0%	0.6%	1.2%
Tour Operator or Travel Agency	14.0%	--	0.9%	4.9%	7.0%
Public administrations or similar	3.8%	--	2.2%	1.4%	0.4%
Others	6.3%	--	1.0%	6.5%	10.3%

* Multi-choice question

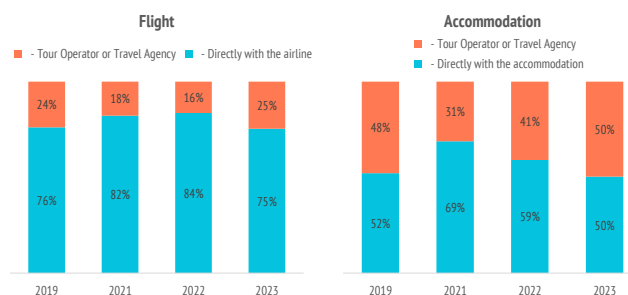
Tourist profile. Historical data (2019 - 2023)

USA



With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	76.1%	--	82.2%	83.6%	75.4%
- Tour Operator or Travel Agency	23.9%	--	17.8%	16.4%	24.6%
Accommodation					
- Directly with the accommodation	52.2%	--	68.8%	59.0%	50.3%
- Tour Operator or Travel Agency	47.8%	--	31.2%	41.0%	49.7%



Where does the flight come from?

	2019	2020	2021	2022	2023
Spanish Mainland	55.7%	--	61.4%	51.9%	40.1%
USA	0.0%	--	0.0%	4.9%	19.6%
Portugal	1.5%	--	11.3%	12.8%	15.3%
United Kingdom	20.1%	--	14.1%	10.0%	9.1%
Germany	2.1%	--	5.5%	3.0%	4.9%
Switzerland	1.6%	--	0.0%	0.0%	3.5%
Italy	0.8%	--	0.0%	1.8%	1.6%
Ireland	3.4%	--	0.6%	2.9%	1.5%
Iceland	0.0%	--	0.0%	0.0%	1.2%
Belgium	1.2%	--	0.0%	1.9%	0.8%
Others	13.5%	--	7.2%	10.9%	2.4%

Where do they stay?

	2019	2020	2021	2022	2023
1-2-3* Hotel	5.3%	--	2.4%	3.7%	1.6%
4* Hotel	16.8%	--	21.1%	14.7%	24.7%
5* Hotel / 5* Luxury Hotel	16.9%	--	9.4%	22.8%	15.8%
Aparthotel / Tourist Villa	18.3%	--	16.4%	8.6%	12.4%
House/room rented in a private dwelling	19.4%	--	13.2%	15.7%	20.2%
Private accommodation (1)	13.5%	--	32.1%	15.6%	16.5%
Others (Cottage, cruise, camping,...)	9.9%	--	5.5%	18.9%	8.8%

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

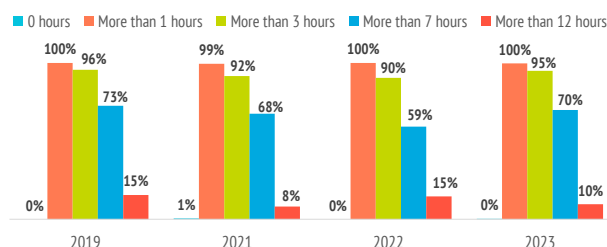


What do they book?

	2019	2020	2021	2022	2023
Room only	47.4%	--	56.9%	34.7%	60.2%
Bed and Breakfast	19.0%	--	22.2%	34.2%	13.6%
Half board	9.4%	--	16.9%	4.9%	9.5%
Full board	1.2%	--	0.0%	5.7%	2.7%
All inclusive	23.0%	--	4.0%	20.4%	14.0%

Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	0.0%	--	0.5%	0.0%	0.3%
1 - 2 hours	4.4%	--	7.9%	9.6%	4.8%
3 - 6 hours	23.0%	--	24.1%	31.2%	25.1%
7 - 12 hours	57.1%	--	59.4%	44.6%	60.3%
More than 12 hours	15.5%	--	8.1%	14.6%	9.6%
Outdoor time per day	9.0	--	8.1	8.3	8.6



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	73.7%	--	79.3%	83.5%	74.7%
Beach	63.2%	--	74.3%	80.1%	68.9%
Explore the island on their own	54.4%	--	64.5%	72.5%	62.5%
Taste Canarian gastronomy	41.7%	--	36.8%	36.3%	43.0%
Swimming pool, hotel facilities	32.4%	--	37.0%	45.5%	40.5%
Hiking	--	--	34.5%	36.7%	40.0%
Organized excursions	15.8%	--	14.5%	18.6%	26.5%
Sea excursions / whale watching	8.1%	--	18.1%	18.9%	22.4%
Other Nature Activities	--	--	17.2%	15.5%	20.7%
Wineries / markets / popular festivals	25.3%	--	11.0%	13.4%	20.6%
Swim	--	--	43.1%	10.2%	13.5%
Museums / exhibitions	26.9%	--	12.4%	16.1%	12.5%
Nightlife / concerts / shows	14.2%	--	10.9%	17.3%	12.3%
Running	--	--	10.1%	7.3%	11.3%
Theme parks	8.8%	--	7.1%	10.4%	9.4%
Astronomical observation	14.4%	--	5.5%	6.4%	6.9%
Surf	--	--	6.8%	7.4%	4.9%
Practice other sports	--	--	3.4%	2.0%	4.2%
Beauty and health treatments	4.0%	--	3.3%	12.5%	4.2%
Cycling / Mountain bike	--	--	8.4%	0.7%	2.9%
Windsurf / Kitesurf	--	--	1.3%	--	2.1%
Golf	--	--	0.6%	1.3%	1.7%
Scuba Diving	--	--	4.0%	4.1%	1.4%

* Multi-choise question

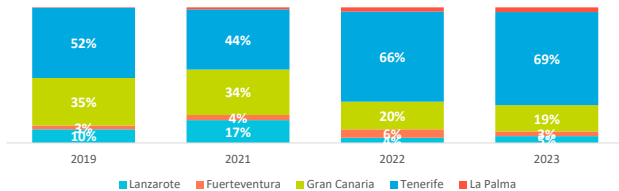
Tourist profile. Historical data (2019 - 2023)

USA



Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	3,260	--	2,777	1,726	2,861
Fuerteventura	920	--	618	2,896	1,950
Gran Canaria	11,346	--	5,526	9,357	11,039
Tenerife	16,801	--	7,307	30,543	39,009
La Palma	119	--	243	1,442	1,954



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	31.6%	--	36.6%	26.9%	32.5%
At least 10 previous visits	5.9%	--	11.3%	5.6%	6.6%
Repeat tourists (last 5 years)	29.1%	--	36.6%	25.3%	30.8%
Repeat tourists (last 5 years)(5 or more visits)	5.9%	--	10.8%	7.0%	7.1%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	58.7%	--	56.4%	44.7%	57.3%
Women	41.3%	--	43.6%	55.3%	42.7%
Age					
Average age	48.4	--	42.0	42.2	42.7
Standard deviation	15.2	--	15.9	17.9	16.7
Age range					
16 - 24 years old	7.0%	--	17.6%	23.7%	19.9%
25 - 30 years old	10.6%	--	10.8%	7.4%	12.5%
31 - 45 years old	23.1%	--	34.0%	28.9%	24.9%
46 - 60 years old	35.0%	--	22.2%	21.0%	25.6%
Over 60 years old	24.4%	--	15.3%	19.0%	17.1%
Occupation					
Salaried worker	50.7%	--	46.8%	50.7%	56.5%
Self-employed	7.9%	--	9.9%	12.4%	7.2%
Unemployed	1.1%	--	0.2%	2.9%	2.7%
Business owner	17.1%	--	23.9%	10.7%	10.5%
Student	5.0%	--	6.4%	10.0%	8.8%
Retired	15.1%	--	12.4%	10.9%	12.5%
Unpaid domestic work	1.0%	--	0.0%	1.2%	0.8%
Others	2.2%	--	0.4%	1.2%	0.9%
Annual household income level					
Less than €25,000	9.2%	--	8.4%	13.5%	11.2%
€25,000 - €49,999	13.0%	--	13.8%	13.4%	12.7%
€50,000 - €74,999	18.1%	--	23.3%	16.3%	13.6%
More than €74,999	59.7%	--	54.5%	56.8%	62.5%
Education level					
No studies	5.5%	--	0.0%	0.0%	0.0%
Primary education	4.0%	--	0.0%	0.0%	1.2%
Secondary education	7.4%	--	7.9%	6.8%	6.8%
Higher education	83.1%	--	92.1%	93.2%	92.1%

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.

Share by islands	2019	2020	2021	2022	2023
Lanzarote	10.0%	--	16.9%	3.8%	5.0%
Fuerteventura	2.8%	--	3.8%	6.3%	3.4%
Gran Canaria	35.0%	--	33.6%	20.4%	19.4%
Tenerife	51.8%	--	44.4%	66.5%	68.7%
La Palma	0.4%	--	1.5%	3.1%	3.4%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	83.2%	--	74.4%	87.2%	78.3%
Two islands	15.0%	--	22.2%	11.7%	16.8%
Three or more islands	1.8%	--	3.4%	1.1%	4.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.82	--	9.28	9.09	8.72

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	0.0%	--	0.3%	4.4%	2.9%
Lived up to expectations	47.2%	--	33.6%	31.3%	32.9%
Better or much better than expected	52.8%	--	66.1%	64.3%	64.1%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.32	--	8.74	7.94	8.53
Recommend visiting the Canary Islands	8.75	--	9.28	8.93	9.11

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	22.6%	--	23.9%	16.2%	23.1%
Only with partner	40.1%	--	41.5%	38.6%	29.2%
Only with children (< 13 years old)	0.0%	--	1.2%	1.3%	2.9%
Partner + children (< 13 years old)	1.4%	--	2.3%	1.8%	3.5%
Other relatives	12.1%	--	8.6%	4.4%	14.4%
Friends	9.7%	--	16.0%	17.8%	10.0%
Work colleagues	3.8%	--	3.0%	0.7%	1.8%
Organized trip	0.0%	--	0.0%	0.5%	1.3%
Other combinations (2)	10.3%	--	3.6%	18.6%	13.8%

(2) Combination of some of the groups previously analyzed

Tourists with children	2019	2020	2021	2022	2023
- Between 0 and 2 years old	0.0%	--	0.2%	0.7%	0.0%
- Between 3 and 12 years old	3.8%	--	6.5%	5.0%	9.0%
- Between 0 -2 and 3-12 years old	1.2%	--	0.0%	0.0%	0.0%
Tourists without children	95.0%	--	93.3%	94.3%	91.0%
Group composition:					
- 1 person	29.3%	--	30.1%	18.6%	27.9%
- 2 people	48.8%	--	42.6%	53.0%	39.3%
- 3 people	5.0%	--	9.0%	11.1%	14.6%
- 4 or 5 people	11.7%	--	14.7%	13.4%	14.4%
- 6 or more people	5.2%	--	3.5%	3.9%	3.9%
Average group size:	2.25	--	2.30	2.42	2.40

*People who share the main expenses of the trip