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How many are they and how much do they spend?



	2023Q1	2023Q2	2023Q3	2023Q4	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	98	11	2	102	213
Tourist arrivals ≥ 16 years old (EGT) (*)	84	9	1	87	182
- book holiday package (*)	49	4	0	51	106
- do not book holiday package (*)	34	5	1	36	76
- % tourists who book holiday package	59.2%			59.0%	58.3%
Children < 16 years old (FRONTUR - EGT) (*) (*) Thousand of tourists	14	2	0	15	32
Expenditure per tourist (€)	2,162			1,606	1,865
- book holiday package	284			327	295
- holiday package	231			272	243
- others	52			54	52
- do not book holiday package	549			408	479
- flight	155			124	137
- accommodation	233			132	179
- others	162			153	163
Average lenght of stay	13.78			11.83	12.88
Average daily expenditure (€)	214.1			182.9	196.3
Average daily expenditure (without flight)	145.5	-		124.4	133.1
Average cost of the flight (€)	104.9	-		108.5	104.8
Total turnover (≥ 16 years old) (€m)	181			140	339



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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Accommodation:					
- Accommodation	93.4%			89.7%	90.9%
- Additional accommodation expenses	3.6%			2.1%	3.3%
Transport:					
- National/International Transport	97.2%			96.0%	96.6%
- Flights between islands	2.8%			2.3%	2.9%
- Taxi	65.3%			63.1%	62.5%
- Car rental	32.8%			30.7%	31.6%
- Public transport	17.2%			16.3%	17.1%
Food and drink:					
- Food purchases at supermarkets	69.7%			68.3%	68.9%
- Restaurants	73.6%			76.4%	74.8%
Leisure:					
- Organized excursions	23.2%			18.9%	20.9%
- Sport activities	8.3%			7.0%	7.9%
- Cultural activities	2.2%			2.5%	2.2%
- Museums	8.1%			7.4%	8.0%
- Theme Parks	13.3%			8.5%	10.7%
- Discos and pubs	10.0%			9.8%	10.5%
- Wellness	6.1%			9.8%	8.0%
Purchases of goods:					
- Souvenirs	46.5%			39.0%	42.1%
- Real state	0.3%			0.0%	0.2%
- Other expenses	1.6%			0.0%	0.7%
Other:					
- Medical or pharmaceutical expenses	8.7%			5.5%	7.0%
- Other expenses	9.4%			5.5%	7.8%

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:	1,290		-	852	1,045
- Accommodation	1,038			741	880
- Additional accommodation expenses	253			111	166
Transport:	1,024			832	919
- National/International Transport	658			515	580
- Flights between islands	56			33	43
- Taxi	138			129	131
- Car rental	148			132	141
- Public transport	25			23	24
Food and drink:	360	-	-	321	343
- Food purchases at supermarkets	138			127	133
- Restaurants	221			194	210
Leisure:	613			502	535
- Organized excursions	98			100	97
- Sport activities	110			89	96
- Cultural activities	43			24	32
- Museums	27			31	29
- Theme Parks	105			82	94
- Discos and pubs	76			116	88
- Wellness	154			62	98
Purchases of goods:	284			63	252
- Souvenirs	131			63	99
- Real state	100			0	100
- Other expenses	53			0	53
Other:	136			98	252
- Medical or pharmaceutical expenses	51			18	171
- Other expenses	85			80	81

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	94.8%			89.0%	90.9%
Visiting family or friends	1.7%			4.8%	3.7%
Business and work	0.2%			2.0%	1.3%
Education and training	0.0%			0.0%	0.0%
Sports training	1.6%			0.8%	1.6%
Health or medical care	1.5%			2.3%	1.8%
Fairs and congresses	0.0%			0.0%	0.0%
Others	0.2%			1.1%	0.7%

What is the main motivation for their holidays?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Rest	58.6%			64.3%	61.5%
Enjoy family time	28.0%			15.4%	21.2%
Have fun	1.5%			3.7%	3.0%
Explore the destination	6.6%			10.1%	8.4%
Practice their hobbies	3.8%			4.5%	4.2%
Other reasons	1.5%			2.0%	1.6%

Where did they spend their main holiday last year? *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Didn't have holidays	17.0%	-		21.3%	21.8%
Canary Islands	23.0%			26.0%	27.9%
Other destination	60.0%			52.7%	50.3%
Balearic Islands	0.0%			1.3%	0.8%
Rest of Spain	1.3%			12.2%	9.5%
Italy	10.0%			7.6%	6.7%
France	0.0%			3.6%	3.4%
Turkey	0.0%			0.9%	0.9%
Greece	20.8%			9.5%	9.4%
Portugal	1.7%			1.8%	2.4%
Croatia	1.3%			2.5%	2.8%
Egypt	0.0%			0.2%	0.4%
Tunisia	0.0%			0.0%	0.0%
Morocco	0.0%			0.0%	0.0%
Others	24.8%			13.2%	14.1%

^{*} 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")	31.9%			19.6%	25.4%
Canary Islands (other island)	25.5%			20.4%	22.6%
Other destination	42.5%			60.0%	52.0%
Balearic Islands	0.8%			1.3%	1.0%
Rest of Spain	9.2%			13.5%	11.5%
Italy	4.5%			5.7%	5.2%
France	2.1%			3.8%	3.0%
Turkey	0.7%			3.1%	1.9%
Greece	6.7%			13.5%	10.4%
Portugal	7.9%			8.2%	8.1%
Croatia	2.7%			4.7%	3.9%
Egypt	3.0%			1.3%	1.9%
Others	5.0%			5.0%	4.9%

^{*} Percentage of valid answers

Importance of each factor in the destination choice

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Climate	85.9%			79.6%	82.1%
Sea	50.2%			53.9%	52.9%
Safety	46.5%			47.0%	47.7%
Landscapes	40.4%			40.7%	40.0%
Accommodation supply	34.4%			39.8%	36.4%
Environment	34.7%			33.7%	34.6%
European belonging	33.0%			34.7%	34.6%
Tranquility	28.1%			36.9%	33.8%
Beaches	29.0%			35.4%	33.4%
Price	21.1%			26.5%	23.8%
Hiking trail network	24.8%			17.2%	20.7%
Gastronomy	19.7%			14.6%	17.5%
Effortless trip	9.4%			15.0%	12.6%
Fun possibilities	12.8%			8.3%	11.1%
Authenticity	7.4%			7.8%	8.2%
Exoticism	5.3%			10.9%	8.2%
Shopping	10.1%			5.4%	7.7%
Historical heritage	7.3%			5.5%	6.6%
Culture	5.8%			3.8%	5.2%
Nightlife	2.5%			5.9%	4.6%

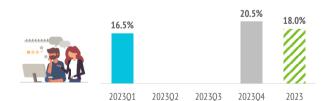
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important

% 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%			0.5%	0.2%
Between 1 and 30 days	19.5%			23.5%	21.5%
Between 1 and 2 months	27.6%			16.1%	23.2%
Between 3 and 6 months	36.4%			39.4%	37.1%
More than 6 months	16.5%			20.5%	18.0%

% 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	63.7%			56.9%	60.9%
Friends or relatives	22.4%			25.2%	24.2%
Internet or social media	61.4%			58.5%	59.2%
Mass Media	1.4%			2.1%	1.9%
Travel guides and magazines	3.5%			6.2%	4.6%
Travel Blogs or Forums	9.1%			9.6%	9.0%
Travel TV Channels	0.0%			1.7%	0.8%
Tour Operator or Travel Agency	27.1%			28.7%	27.4%
Public administrations or similar	0.0%			2.4%	1.1%
Others	1.5%			1.4%	1.7%

^{*} Multi-choise question

Tourist profile by quarter of trip (2023)

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With whom did they book their flight and accommodation? •

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Flight					
- Directly with the airline	28.4%			37.0%	33.6%
- Tour Operator or Travel Agency	71.6%			63.0%	66.4%
Accommodation					
- Directly with the accommodation	30.4%			29.0%	30.7%
- Tour Operator or Travel Agency	69.6%			71.0%	69.3%

Where does the flight come from?



	2023Q1	2023Q2	2023Q3	2023Q4	2023
Finland	94.0%			94.6%	91.7%
Sweden	2.1%			0.8%	1.4%
Portugal	0.0%			2.1%	1.3%
Germany	0.6%			0.8%	1.1%
Spanish Mainland	0.0%			0.0%	0.9%
Norway	1.3%			0.0%	0.8%
Others	2.0%			1.6%	2.7%

Where do they stay?



	2023Q1	2023Q2	2023Q3	2023Q4	2023
1-2-3* Hotel	10.6%			7.6%	8.8%
4* Hotel	27.6%			26.0%	26.2%
5* Hotel / 5* Luxury Hotel	8.0%			6.8%	7.7%
Aparthotel / Tourist Villa	15.8%			17.8%	17.2%
House/room rented in a private dwelling	4.1%			6.0%	5.1%
Private accommodation (1)	4.9%			2.6%	4.1%
Others (Cottage, cruise, camping,)	29.0%			33.1%	30.9%

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

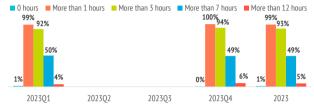
What do they book?



	2023Q1	2023Q2	2023Q3	2023Q4	2023
Room only	31.7%			37.6%	34.9%
Bed and Breakfast	26.0%			26.7%	26.4%
Half board	15.3%			13.5%	14.0%
Full board	12.8%			9.4%	11.1%
All inclusive	14.2%			12.8%	13.7%

Activities in the Canary Islands

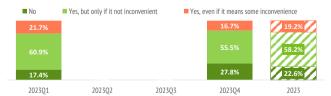
Outdoor time per day	2023Q1	2023Q2	2023Q3	2023Q4	2023
0 hours	1.2%			0.5%	1.0%
1 - 2 hours	7.1%			5.8%	6.5%
3 - 6 hours	42.0%			44.8%	43.6%
7 - 12 hours	45.7%			43.2%	43.6%
More than 12 hours	4.0%			5.7%	5.3%
Outdoor time per day	6.9			7.2	7.1



202301 202302	202303		102301	2023	
Activities in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Walk, wander	81.7%			86.3%	84.8%
Swimming pool, hotel facilities	71.4%			66.8%	69.9%
Beach	62.3%			65.7%	64.9%
Explore the island on their own	56.4%			49.8%	52.7%
Astronomical observation	22.8%			21.8%	22.2%
Taste Canarian gastronomy	18.7%			21.9%	20.4%
Theme parks	19.8%			20.8%	19.6%
Nightlife / concerts / shows	16.7%			19.4%	17.6%
Swim	15.8%			16.1%	16.2%
Hiking	15.3%			15.6%	14.7%
Organized excursions	15.0%			12.1%	13.5%
Museums / exhibitions	11.0%			12.2%	11.8%
Other Nature Activities	11.4%			11.2%	11.0%
Sea excursions / whale watching	10.8%			10.2%	10.8%
Beauty and health treatments	10.6%			10.8%	10.6%
Running	10.8%			9.7%	10.1%
Wineries / markets / popular festivals	9.3%			8.3%	9.6%
Practice other sports	5.0%			4.7%	5.5%
Golf	5.0%			3.1%	4.4%
Cycling / Mountain bike	3.6%			3.9%	3.6%
Scuba Diving	0.9%			1.2%	1.0%
Surf	1.1%			0.3%	0.9%
Windsurf / Kitesurf	0.9%			0.1%	0.9%
* Multi-chaica quartian					

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	8.5			8.1	8.3
Tolerance towards tourism	8.6			8.5	8.5
Cleanliness of the island	8.8			7.8	8.3
Air quality	8.9			8.3	8.6
Rational water consumption	8.1			8.0	8.1
Energy saving	7.8			7.5	7.6
Use of renewable energy	8.0			7.3	7.7
Recycling	8.1			6.8	7.4
Easy to get around by public transport	7.8			7.8	7.8
Overcrowding in tourist areas	7.5			6.5	7.0
Supply of local products	7.7			7.4	7.6

^{*} 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?

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Tourists (≥ 16 year old)	2023Q1	2023Q2	2023Q3	2023Q4	2023	Share by islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Lanzarote	4,739			2,490	7,780	Lanzarote	5.7%			2.9%	4.3%
Fuerteventura	3,334			3,696	8,973	Fuerteventura	4.0%			4.2%	4.9%
Gran Canaria	38,315			46,925	90,478	Gran Canaria	45.8%			53.9%	49.9%
Tenerife	37,219			33,600	73,889	Tenerife	44.5%			38.6%	40.7%
La Palma	0			349	349	La Palma	0.0%			0.4%	0.2%



How many islands do they visit during their trip?



	2023Q1	2023Q2	2023Q3	2023Q4	2023
One island	96.7%			96.5%	96.6%
Two islands	3.3%			3.5%	3.4%
Three or more islands	0.0%			0.0%	0.0%

How many are loyal to the Canary Islands?

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	2023Q1	2023Q2	2023Q3	2023Q4	2023
Repeat tourists	81.7%			79.3%	80.2%
At least 10 previous visits	22.3%			31.6%	27.0%
Repeat tourists (last 5 years)	78.9%			75.0%	76.7%
Repeat tourists (last 5 years) (5 or more	11.6%			18.9%	15.0%

$\label{thm:lower} \textit{How do they rate the Canary Islands?}$

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Satisfaction (scale 0-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Average rating	8.60			8.63	8.63
Experience in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Worse or much worse than expected	2.3%			2.6%	2.3%
Lived up to expectations	64.4%			68.3%	65.2%
Better or much better than expected	33.3%			29.1%	32.5%
Future intentions (scale 1-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Return to the Canary Islands	8.45			8.45	8.45
Recommend visiting the Canary Islands	8.73			8.74	8.73

Who are they?



	2023Q1	2023Q2	2023Q3	2023Q4	2023
Gender					
Men	45.1%			49.7%	46.3%
Women	54.9%			50.3%	53.7%
Age					
Average age	48.6			49.8	48.8
Standard deviation	15.7			18.4	17.3
Age range					
16 - 24 years old	9.2%			13.0%	12.1%
25 - 30 years old	6.2%			6.9%	6.2%
31 - 45 years old	27.8%			21.5%	24.9%
46 - 60 years old	31.1%			23.8%	27.1%
Over 60 years old	25.7%			34.8%	29.6%
Occupation					
Salaried worker	56.0%			48.2%	52.2%
Self-employed	5.3%			9.6%	7.1%
Unemployed	0.2%			0.5%	0.3%
Business owner	8.1%			5.2%	7.0%
Student	8.4%			6.8%	7.8%
Retired	21.3%			29.1%	24.9%
Unpaid domestic work	0.3%			0.4%	0.3%
Others	0.4%			0.2%	0.3%
Annual household income level					
Less than €25,000	7.2%			10.0%	8.6%
€25,000 - €49,999	26.4%			33.5%	30.4%
€50,000 - €74,999	22.2%			31.7%	26.6%
More than €74,999	0.0%			0.0%	0.0%
Education level					
No studies	0.2%			0.5%	0.3%
Primary education	6.7%			5.2%	6.1%
Secondary education	22.9%			41.8%	32.5%
Higher education	70.2%			52.6%	61.1%

Who do they come with?					抓
	2023Q1	2023Q2	2023Q3	2023Q4	2023
Unaccompanied	5.1%			15.8%	10.6%
Only with partner	40.7%			47.9%	43.1%
Only with children (< 13 years old)	12.0%			4.6%	8.1%
Partner + children (< 13 years old)	6.6%			1.7%	4.0%
Other relatives	7.5%			6.9%	8.0%
Friends	4.8%			6.9%	5.8%
Work colleagues	0.0%			0.4%	0.2%
Organized trip	0.3%			0.0%	0.5%
Other combinations (2) (2) Combination of some of the groups previously of	23.0% analyzed			15.8%	19.8%
Tourists with children	25.7%			11.4%	17.8%
- Between 0 and 2 years old	2.1%			0.0%	1.0%
- Between 3 and 12 years old	22.5%			10.3%	15.7%
- Between 0 -2 and 3-12 years old	1.0%			1.1%	1.1%
Tourists without children	74.3%			88.6%	82.2%
Group composition:					
- 1 person	7.0%			17.4%	13.0%
- 2 people	47.5%			56.2%	50.9%
- 3 people	14.7%			9.8%	12.7%
	27.6%			13.4%	20.1%
- 4 or 5 people					
- 4 or 5 people - 6 or more people	3.1%			3.2%	3.3%