

Tourist profile. Historical data (2019 - 2023)

FRANCE



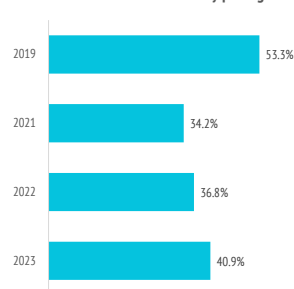
How many are they and how much do they spend?



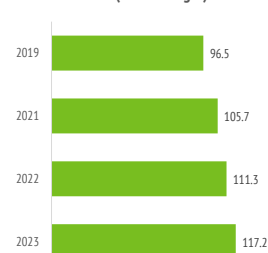
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	583	205	460	775	841
Tourist arrivals ≥ 16 years old (EGT) (*)	513	180	400	691	753
- book holiday package (*)	273	--	137	254	308
- do not book holiday package (*)	239	--	264	437	445
- % tourists who book holiday package	53.3%	--	34.2%	36.8%	40.9%
Children < 16 years old (FRONTUR - EGT) (*)	71	--	60	84	88
Expenditure per tourist (€)					
- book holiday package	1,087	--	1,154	1,228	1,343
- holiday package	981	--	1,046	1,144	1,313
- others	186	--	220	212	233
- do not book holiday package	996	--	1,096	1,153	1,203
- flight	275	--	253	297	322
- accommodation	372	--	421	424	436
- others	349	--	423	432	445
Average length of stay	8.53	--	9.11	8.80	9.23
Average daily expenditure (€)	136.3	--	140.8	154.5	163.8
Average daily expenditure (without flight)	96.5	--	105.7	111.3	117.2
Average cost of the flight (€)	309.5	--	277.8	335.4	375.6
Total turnover (≥ 16 years old) (€m)	557	--	462	848	1,011

(*) Thousands of tourists

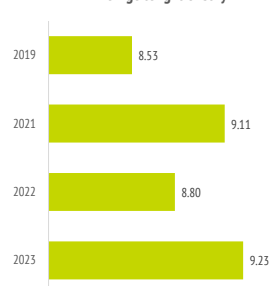
% tourists who book holiday package



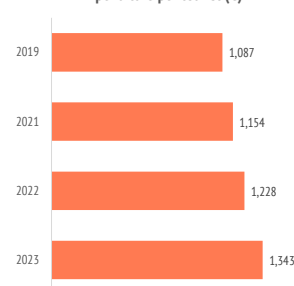
Average daily expenditure (€) (without flight)



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	87.7%	--	89.0%	89.6%	86.9%
- Additional accommodation expenses	9.5%	--	11.5%	8.8%	10.0%
Transport:					
- National/International Transport	95.9%	--	96.4%	96.2%	94.0%
- Flights between islands	6.4%	--	9.5%	9.3%	9.9%
- Taxi	45.9%	--	36.5%	38.0%	39.6%
- Car rental	43.5%	--	52.6%	51.3%	52.0%
- Public transport	6.7%	--	9.1%	9.9%	8.9%
Food and drink:					
- Food purchases at supermarkets	42.7%	--	53.7%	50.9%	52.3%
- Restaurants	52.6%	--	64.7%	62.9%	59.4%
Leisure:					
- Organized excursions	31.8%	--	36.1%	37.0%	41.2%
- Sport activities	7.6%	--	10.6%	8.3%	8.5%
- Cultural activities	2.5%	--	2.5%	3.3%	2.6%
- Museums	11.9%	--	10.1%	12.2%	11.4%
- Theme Parks	6.8%	--	7.2%	11.0%	11.6%
- Discos and pubs	4.4%	--	4.8%	6.3%	6.0%
- Wellness	4.9%	--	6.0%	7.2%	6.4%
Purchases of goods:					
- Souvenirs	48.8%	--	43.6%	41.8%	43.7%
- Real state	0.1%	--	0.1%	0.1%	0.0%
- Other expenses	0.3%	--	0.4%	0.6%	0.4%
Other:					
- Medical or pharmaceutical expenses	4.4%	--	16.1%	6.6%	5.5%
- Other expenses	6.1%	--	6.9%	5.0%	5.9%

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.

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:	692	--	718	749	785
- Accommodation	545	--	545	559	649
- Additional accommodation expenses	147	--	173	190	137
Transport:					
Transport:	566	--	619	692	732
- National/International Transport	323	--	288	349	400
- Flights between islands	57	--	74	88	75
- Taxi	70	--	98	98	112
- Car rental	89	--	130	131	121
- Public transport	27	--	28	26	24
Food and drink:					
Food and drink:	227	--	236	250	274
- Food purchases at supermarkets	101	--	85	89	108
- Restaurants	126	--	151	160	165
Leisure:					
Leisure:	419	--	525	514	516
- Organized excursions	90	--	82	103	103
- Sport activities	90	--	122	106	100
- Cultural activities	46	--	73	62	49
- Museums	34	--	38	34	42
- Theme Parks	54	--	66	70	67
- Discos and pubs	57	--	78	74	92
- Wellness	48	--	66	65	64
Purchases of goods:					
Purchases of goods:	1,510	--	834	743	432
- Souvenirs	86	--	80	81	83
- Real state	1,362	--	471	519	0
- Other expenses	63	--	283	143	349
Other:					
Other:	127	--	143	139	119
- Medical or pharmaceutical expenses	29	--	73	49	28
- Other expenses	97	--	70	90	91

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	94.9%	--	92.5%	91.8%	93.5%
Visiting family or friends	3.2%	--	5.6%	6.3%	4.9%
Business and work	0.9%	--	1.0%	0.8%	0.8%
Education and training	0.1%	--	0.1%	0.2%	0.2%
Sports training	0.3%	--	0.3%	0.5%	0.3%
Health or medical care	0.0%	--	0.1%	0.0%	0.0%
Fairs and congresses	0.2%	--	0.1%	0.2%	0.1%
Others	0.4%	--	0.3%	0.2%	0.2%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	38.1%	--	35.2%	30.5%	29.5%
Enjoy family time	10.3%	--	8.1%	11.4%	11.0%
Have fun	5.0%	--	6.1%	4.1%	5.2%
Explore the destination	43.5%	--	45.2%	49.2%	51.1%
Practice their hobbies	1.8%	--	4.3%	3.2%	2.2%
Other reasons	1.3%	--	1.1%	1.6%	1.1%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	28.2%	24.6%	16.4%
Canary Islands	--	--	9.6%	11.9%	12.2%
Other destination	--	--	62.2%	63.5%	71.4%
Balearic Islands	--	--	2.3%	3.6%	4.2%
Rest of Spain	--	--	6.1%	7.2%	9.1%
Italy	--	--	5.8%	6.5%	7.9%
France	--	--	30.8%	25.2%	21.4%
Turkey	--	--	0.6%	0.7%	0.6%
Greece	--	--	5.8%	5.9%	7.0%
Portugal	--	--	2.3%	4.5%	5.0%
Croatia	--	--	0.7%	1.1%	1.7%
Egypt	--	--	0.3%	0.5%	1.2%
Tunisia	--	--	0.7%	0.6%	1.4%
Morocco	--	--	0.9%	1.5%	2.5%
Others	--	--	5.9%	6.3%	9.7%

* 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")	--	--	25.3%	27.6%	27.2%
Canary Islands (other island)	--	--	25.4%	24.4%	26.2%
Other destination	--	--	49.4%	48.0%	46.6%
Balearic Islands	--	--	7.6%	8.1%	7.3%
Rest of Spain	--	--	6.2%	5.0%	5.8%
Italy	--	--	5.2%	6.0%	5.8%
France	--	--	4.4%	3.4%	3.0%
Turkey	--	--	1.2%	1.8%	1.7%
Greece	--	--	9.3%	9.7%	8.9%
Portugal	--	--	5.5%	5.1%	5.6%
Croatia	--	--	3.3%	3.9%	2.7%
Egypt	--	--	2.4%	1.5%	2.1%
Others	--	--	4.3%	3.4%	3.7%

* Percentage of valid answers

Importance of each factor in the destination choice

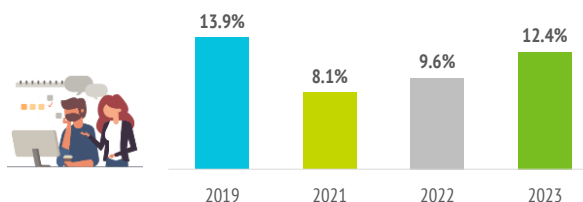
	2019	2020	2021	2022	2023
Climate	77.8%	--	79.9%	74.2%	74.3%
Landscapes	55.4%	--	59.7%	58.4%	60.6%
Tranquility	50.7%	--	49.2%	49.3%	53.3%
Safety	45.2%	--	45.9%	45.1%	50.4%
Sea	47.9%	--	57.2%	49.7%	48.0%
Environment	42.6%	--	44.9%	43.3%	45.8%
Price	44.1%	--	38.7%	40.0%	44.8%
Accommodation supply	42.0%	--	36.9%	36.9%	42.0%
Beaches	36.4%	--	44.5%	37.0%	37.9%
Authenticity	31.3%	--	34.9%	34.1%	36.0%
European belonging	35.4%	--	41.6%	37.8%	34.8%
Effortless trip	23.8%	--	24.8%	27.1%	27.6%
Exoticism	22.8%	--	26.1%	23.9%	25.4%
Gastronomy	18.7%	--	26.3%	21.9%	23.6%
Historical heritage	15.5%	--	14.7%	15.5%	19.5%
Fun possibilities	16.1%	--	17.5%	17.3%	18.6%
Hiking trail network	15.8%	--	19.5%	16.9%	17.1%
Culture	11.4%	--	11.9%	12.7%	15.6%
Shopping	11.2%	--	12.9%	10.4%	11.3%
Nightlife	7.2%	--	9.1%	7.6%	7.2%

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	1.0%	--	1.5%	1.1%	0.9%
Between 1 and 30 days	22.5%	--	46.3%	28.5%	24.4%
Between 1 and 2 months	25.5%	--	26.8%	28.1%	26.3%
Between 3 and 6 months	37.1%	--	17.4%	32.7%	36.0%
More than 6 months	13.9%	--	8.1%	9.6%	12.4%

% 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	31.5%	--	27.3%	30.1%	25.7%
Friends or relatives	25.0%	--	28.2%	27.2%	28.9%
Internet or social media	56.1%	--	58.0%	58.7%	54.9%
Mass Media	1.2%	--	3.7%	2.1%	2.9%
Travel guides and magazines	16.8%	--	13.9%	15.9%	15.6%
Travel Blogs or Forums	9.1%	--	15.8%	12.2%	11.5%
Travel TV Channels	0.8%	--	0.2%	0.2%	0.4%
Tour Operator or Travel Agency	28.5%	--	18.6%	19.3%	21.7%
Public administrations or similar	0.4%	--	1.1%	0.5%	0.6%
Others	2.0%	--	2.7%	2.9%	3.2%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	43.7%	--	58.7%	58.1%	52.4%
- Tour Operator or Travel Agency	56.3%	--	41.3%	41.9%	47.6%
Accommodation					
- Directly with the accommodation	34.6%	--	45.9%	44.4%	40.0%
- Tour Operator or Travel Agency	65.4%	--	54.1%	55.6%	60.0%

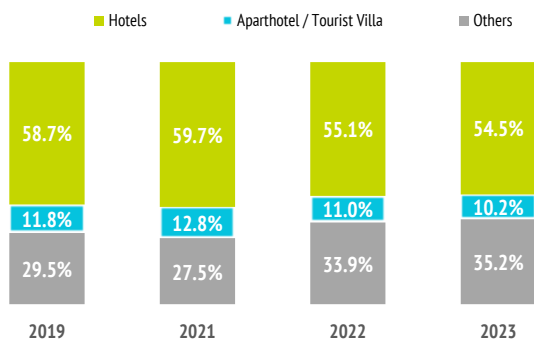
Where does the flight come from?

	2019	2020	2021	2022	2023
France	55.6%	--	64.5%	64.1%	65.2%
Spanish Mainland	26.3%	--	17.5%	19.7%	19.6%
Luxembourg	2.7%	--	3.7%	3.1%	4.5%
Switzerland	5.5%	--	5.7%	5.6%	3.0%
Belgium	5.5%	--	4.4%	3.4%	2.3%
Germany	1.7%	--	1.4%	0.9%	2.2%
Portugal	1.4%	--	2.1%	2.0%	1.8%
United Kingdom	0.7%	--	0.4%	0.3%	0.4%
Netherlands	0.1%	--	0.2%	0.2%	0.2%
Italy	0.5%	--	0.0%	0.3%	0.2%
Others	0.1%	--	0.1%	0.5%	0.7%

Where do they stay?

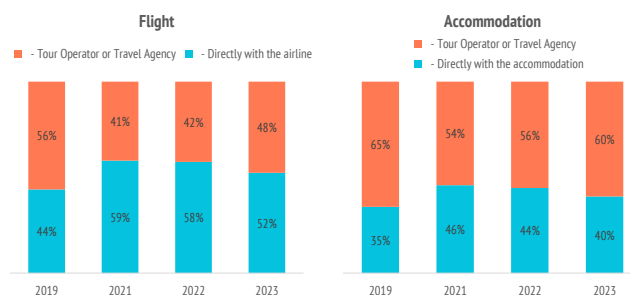
	2019	2020	2021	2022	2023
1-2-3* Hotel	9.2%	--	10.7%	9.0%	7.8%
4* Hotel	40.8%	--	36.8%	38.3%	38.6%
5* Hotel / 5* Luxury Hotel	8.6%	--	12.3%	7.9%	8.1%
Aparthotel / Tourist Villa	11.8%	--	12.8%	11.0%	10.2%
House/room rented in a private dwelling	11.7%	--	11.0%	15.8%	15.6%
Private accommodation (1)	6.7%	--	6.5%	6.2%	6.0%
Others (Cottage, cruise, camping,...)	11.1%	--	10.0%	11.9%	13.6%

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



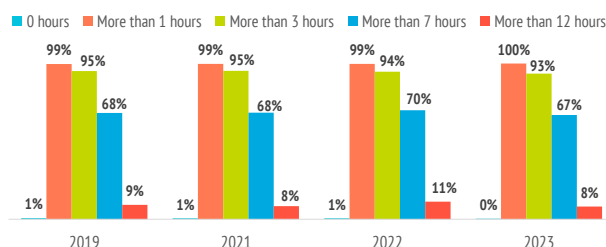
What do they book?

	2019	2020	2021	2022	2023
Room only	25.0%	--	31.5%	32.8%	31.3%
Bed and Breakfast	7.9%	--	16.8%	10.3%	10.4%
Half board	17.8%	--	15.3%	15.3%	14.6%
Full board	9.0%	--	6.3%	7.9%	9.5%
All inclusive	40.3%	--	30.1%	33.6%	34.1%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	0.7%	--	0.6%	0.6%	0.4%
1 - 2 hours	4.5%	--	4.4%	5.0%	6.4%
3 - 6 hours	26.8%	--	26.8%	24.7%	26.5%
7 - 12 hours	58.8%	--	59.7%	58.5%	58.5%
More than 12 hours	9.2%	--	8.4%	11.2%	8.2%
Outdoor time per day	8.2	--	8.2	8.4	8.1



Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	70.7%	--	80.7%	75.6%	77.0%
Walk, wander	73.9%	--	74.7%	73.6%	75.4%
Explore the island on their own	57.9%	--	62.2%	65.2%	64.9%
Swimming pool, hotel facilities	64.2%	--	63.9%	59.7%	62.8%
Hiking	--	--	35.4%	35.0%	33.4%
Organized excursions	24.9%	--	21.7%	24.3%	26.0%
Museums / exhibitions	21.8%	--	18.2%	19.7%	21.0%
Sea excursions / whale watching	14.5%	--	19.6%	20.4%	20.7%
Wineries / markets / popular festivals	15.8%	--	12.4%	14.6%	16.9%
Taste Canarian gastronomy	14.2%	--	14.3%	13.7%	16.0%
Theme parks	13.2%	--	11.0%	14.3%	14.3%
Nightlife / concerts / shows	9.3%	--	11.0%	11.8%	12.5%
Other Nature Activities	--	--	11.6%	12.4%	10.5%
Running	--	--	8.6%	7.7%	7.8%
Beauty and health treatments	7.0%	--	8.9%	9.1%	7.8%
Scuba Diving	--	--	6.2%	6.4%	5.4%
Surf	--	--	8.1%	5.4%	5.3%
Practice other sports	--	--	6.4%	5.1%	5.3%
Swim	--	--	38.5%	5.1%	3.7%
Cycling / Mountain bike	--	--	3.7%	2.2%	3.1%
Astronomical observation	2.7%	--	3.1%	2.9%	2.4%
Golf	--	--	2.5%	1.0%	2.1%
Windsurf / Kitesurf	--	--	2.8%	1.9%	1.4%

* Multi-choice question

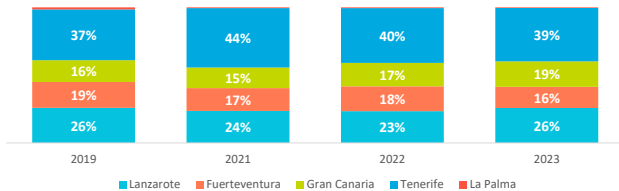
Tourist profile. Historical data (2019 - 2023)

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Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	131,768	--	94,145	160,700	193,377
Fuerteventura	97,545	--	66,526	126,025	117,298
Gran Canaria	81,909	--	60,838	119,126	140,952
Tenerife	190,802	--	174,045	277,591	295,662
La Palma	7,686	--	2,294	3,677	3,204



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	45.9%	--	42.9%	45.2%	45.3%
At least 10 previous visits	5.6%	--	6.6%	6.8%	5.3%
Repeat tourists (last 5 years)	43.3%	--	40.4%	40.2%	41.3%
Repeat tourists (last 5 years)(5 or more visits)	9.7%	--	6.8%	6.5%	6.9%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	52.2%	--	51.2%	49.5%	48.5%
Women	47.8%	--	48.8%	50.5%	51.5%
Age					
Average age	46.4	--	41.9	43.2	43.8
Standard deviation	15.1	--	15.0	15.3	15.4
Age range					
16 - 24 years old	6.9%	--	11.7%	11.6%	12.0%
25 - 30 years old	12.7%	--	18.6%	14.5%	11.6%
31 - 45 years old	28.0%	--	30.0%	31.5%	33.0%
46 - 60 years old	33.3%	--	26.7%	27.4%	27.3%
Over 60 years old	19.1%	--	13.0%	15.0%	16.1%
Occupation					
Salaried worker	61.4%	--	65.1%	61.3%	65.1%
Self-employed	8.7%	--	9.6%	9.3%	9.9%
Unemployed	0.9%	--	1.1%	0.7%	0.9%
Business owner	7.1%	--	7.3%	9.0%	5.4%
Student	3.7%	--	5.1%	6.1%	4.0%
Retired	16.8%	--	10.4%	12.5%	13.4%
Unpaid domestic work	0.4%	--	0.4%	0.1%	0.3%
Others	0.9%	--	1.0%	1.0%	1.1%
Annual household income level					
Less than €25,000	14.0%	--	14.8%	12.8%	13.4%
€25,000 - €49,999	46.9%	--	42.1%	39.2%	40.3%
€50,000 - €74,999	22.4%	--	22.4%	26.7%	26.0%
More than €74,999	16.7%	--	20.7%	21.3%	20.3%
Education level					
No studies	0.8%	--	0.9%	0.5%	0.9%
Primary education	2.2%	--	2.4%	1.3%	1.9%
Secondary education	23.4%	--	16.8%	17.1%	18.1%
Higher education	73.5%	--	80.0%	81.1%	79.1%

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	25.9%	--	23.7%	23.4%	25.8%
Fuerteventura	19.1%	--	16.7%	18.3%	15.6%
Gran Canaria	16.1%	--	15.3%	17.3%	18.8%
Tenerife	37.4%	--	43.7%	40.4%	39.4%
La Palma	1.5%	--	0.6%	0.5%	0.4%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	88.9%	--	87.0%	85.8%	86.0%
Two islands	9.5%	--	10.7%	11.7%	11.6%
Three or more islands	1.6%	--	2.3%	2.4%	2.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.47	--	8.67	8.62	8.65

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	4.7%	--	6.1%	5.1%	5.3%
Lived up to expectations	63.6%	--	55.8%	61.0%	58.0%
Better or much better than expected	31.7%	--	38.0%	34.0%	36.7%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.11	--	8.15	8.16	8.26
Recommend visiting the Canary Islands	8.59	--	8.68	8.74	8.74

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	5.7%	--	10.4%	7.5%	7.8%
Only with partner	48.8%	--	49.4%	43.2%	44.2%
Only with children (< 13 years old)	7.9%	--	4.3%	8.2%	8.0%
Partner + children (< 13 years old)	6.6%	--	4.0%	7.0%	8.6%
Other relatives	7.2%	--	8.8%	8.4%	7.8%
Friends	5.3%	--	10.5%	7.0%	7.4%
Work colleagues	0.2%	--	0.3%	0.5%	0.3%
Organized trip	0.5%	--	0.2%	0.8%	0.9%
Other combinations (2)	17.9%	--	12.1%	17.4%	15.0%

(2) Combination of some of the groups previously analyzed

Tourists with children	2019	2020	2021	2022	2023
- Between 0 and 2 years old	1.6%	--	1.7%	1.5%	1.7%
- Between 3 and 12 years old	16.9%	--	9.4%	17.5%	17.7%
- Between 0 -2 and 3-12 years old	1.3%	--	0.9%	1.3%	1.4%
Tourists without children	80.1%	--	87.9%	79.7%	79.2%
Group composition:					
- 1 person	8.0%	--	13.1%	10.3%	9.6%
- 2 people	55.2%	--	59.2%	52.1%	52.5%
- 3 people	14.2%	--	10.6%	13.0%	13.6%
- 4 or 5 people	19.5%	--	14.7%	21.1%	22.0%
- 6 or more people	3.0%	--	2.3%	3.4%	2.3%
Average group size:	2.65	--	2.43	2.68	2.66

*People who share the main expenses of the trip