# Tourist profile by quarter of trip (2023)
# NETHERLANDS

## How many are they and how much do they spend?

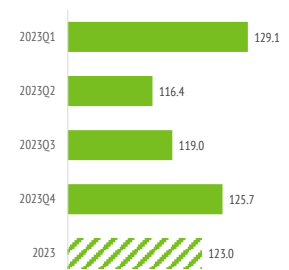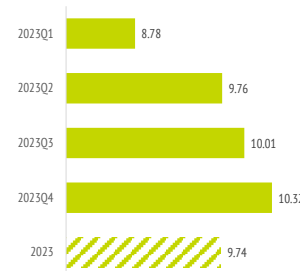| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| **TOURISTS** | | | | | |
| **Tourist arrivals (FRONTUR) (*)** | **156** | **141** | **174** | **188** | **658** |
| **Tourist arrivals ≥ 16 years old (EGT) (*)** | **145** | **122** | **145** | **175** | **587** |
| - book holiday package (*) | 69 | 82 | 98 | 98 | **348** |
| - do not book holiday package (*) | 76 | 40 | 47 | 77 | **240** |
| - % tourists who book holiday package | 47.5% | 67.6% | 67.5% | 56.2% | **59.2%** |
| **Children < 16 years old** (FRONTUR - EGT) (*) | 11 | 19 | 29 | 12 | **71** |
| (*) Thousand of tourists | | | | | |
| | | | | | |
| **Expenditure per tourist (€)** | **1,375** | **1,486** | **1,518** | **1,493** | **1,469** |
| - book holiday package | 220 | 355 | 336 | 342 | **309** |
| - holiday package | 180 | 292 | 273 | 281 | **253** |
| - others | 40 | 63 | 63 | 61 | **56** |
| - do not book holiday package | 249 | 331 | 299 | 338 | **298** |
| - flight | 63 | 113 | 89 | 75 | **80** |
| - accommodation | 94 | 97 | 98 | 125 | **104** |
| - others | 92 | 121 | 112 | 138 | **114** |
| **Average lenght of stay** | **8.78** | **9.76** | **10.01** | **10.32** | **9.74** |
| **Average daily expenditure (€)** | **177.7** | **176.5** | **169.0** | **166.1** | **171.8** |
| **Average daily expenditure (without flight)** | **129.1** | **116.4** | **119.0** | **125.7** | **123.0** |
| **Average cost of the flight (€)** | **61.4** | **120.9** | **96.7** | **80.2** | **85.9** |
| **Total turnover ( ≥ 16 years old) (€m)** | **200** | **181** | **220** | **262** | **863** |

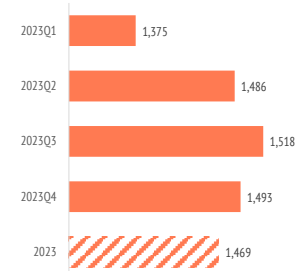### % tourists who book holiday package
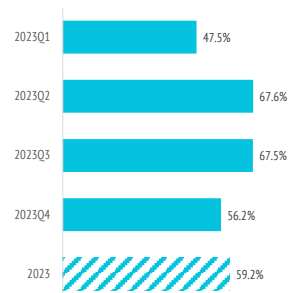


### Average daily expenditure (€) (without flight)



### Average lenght of stay



### Expenditure per tourist (€)



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

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| **Accommodation:** | | | | | |
| - Accommodation | 85.9% | 89.4% | 87.2% | 85.0% | **86.7%** |
| - Additional accommodation expenses | 9.4% | 10.5% | 9.6% | 7.9% | **9.2%** |
| **Transport:** | | | | | |
| - National/International Transport | 94.3% | 92.9% | 91.9% | 93.8% | **93.3%** |
| - Flights between islands | 5.2% | 3.1% | 6.3% | 2.0% | **4.1%** |
| - Taxi | 46.8% | 61.7% | 69.6% | 58.3% | **58.9%** |
| - Car rental | 48.2% | 38.6% | 31.6% | 34.9% | **38.1%** |
| - Public transport | 9.8% | 11.2% | 13.0% | 10.1% | **11.0%** |
| **Food and drink:** | | | | | |
| - Food purchases at supermarkets | 68.3% | 61.9% | 61.6% | 55.9% | **61.6%** |
| - Restaurants | 72.3% | 59.3% | 64.0% | 62.0% | **64.5%** |
| **Leisure:** | | | | | |
| - Organized excursions | 22.0% | 25.4% | 36.9% | 20.1% | **25.8%** |
| - Sport activities | 9.1% | 10.7% | 14.2% | 10.9% | **11.2%** |
| - Cultural activities | 4.7% | 2.7% | 3.9% | 3.0% | **3.6%** |
| - Museums | 10.4% | 4.2% | 5.7% | 6.6% | **6.9%** |
| - Theme Parks | 6.8% | 12.7% | 19.2% | 6.5% | **11.0%** |
| - Discos and pubs | 8.1% | 3.7% | 11.4% | 6.2% | **7.5%** |
| - Wellness | 4.8% | 6.6% | 2.5% | 5.0% | **4.7%** |
| **Purchases of goods:** | | | | | |
| - Souvenirs | 38.8% | 46.1% | 45.8% | 41.5% | **42.8%** |
| - Real state | 0.0% | 0.4% | 0.4% | 0.0% | **0.2%** |
| - Other expenses | 0.8% | 0.4% | 1.3% | 1.1% | **0.9%** |
| **Other:** | | | | | |
| - Medical or pharmaceutical expenses | 8.4% | 10.0% | 7.6% | 12.5% | **9.7%** |
| - Other expenses | 4.2% | 9.6% | 5.1% | 3.4% | **5.3%** |

## 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:** | **846** | **720** | **756** | **1,062** | **855** |
| - Accommodation | 682 | 625 | 684 | 818 | **710** |
| - Additional accommodation expenses | 164 | 95 | 72 | 244 | **145** |
| **Transport:** | **726** | **972** | **888** | **713** | **808** |
| - National/International Transport | 386 | 557 | 490 | 375 | **443** |
| - Flights between islands | 41 | 173 | 90 | 87 | **87** |
| - Taxi | 121 | 95 | 159 | 100 | **120** |
| - Car rental | 147 | 123 | 129 | 128 | **133** |
| - Public transport | 31 | 24 | 20 | 23 | **24** |
| **Food and drink:** | **277** | **295** | **268** | **298** | **285** |
| - Food purchases at supermarkets | 82 | 97 | 81 | 82 | **85** |
| - Restaurants | 196 | 197 | 187 | 216 | **200** |
| **Leisure:** | **427** | **642** | **560** | **557** | **541** |
| - Organized excursions | 72 | 95 | 116 | 116 | **103** |
| - Sport activities | 91 | 108 | 79 | 92 | **91** |
| - Cultural activities | 37 | 205 | 91 | 45 | **80** |
| - Museums | 28 | 27 | 47 | 23 | **31** |
| - Theme Parks | 59 | 73 | 58 | 41 | **59** |
| - Discos and pubs | 86 | 56 | 90 | 114 | **91** |
| - Wellness | 53 | 77 | 79 | 126 | **87** |
| **Purchases of goods:** | **163** | **130** | **240** | **237** | **238** |
| - Souvenirs | 72 | 83 | 70 | 151 | **97** |
| - Real state | 10 | 35 | 116 | 0 | **74** |
| - Other expenses | 81 | 13 | 54 | 86 | **67** |
| **Other:** | **152** | **113** | **301** | **238** | **208** |
| - Medical or pharmaceutical expenses | 73 | 45 | 139 | 163 | **114** |
| - Other expenses | 79 | 68 | 162 | 74 | **94** |

*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?

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Holiday, leisure | 91.0% | 96.1% | 94.8% | 90.3% | **92.8%** |
| Visiting family or friends | 4.2% | 1.3% | 3.8% | 8.1% | **4.7%** |
| Business and work | 1.8% | 0.8% | 1.0% | 0.8% | **1.1%** |
| Education and training | 1.2% | 0.0% | 0.0% | 0.4% | **0.4%** |
| Sports training | 0.5% | 0.7% | 0.4% | 0.2% | **0.4%** |
| Health or medical care | 0.0% | 0.0% | 0.0% | 0.0% | **0.0%** |
| Fairs and congresses | 0.0% | 0.4% | 0.0% | 0.0% | **0.1%** |
| Others | 1.2% | 0.7% | 0.0% | 0.3% | **0.5%** |

## What is the main motivation for their holidays?

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Rest | 43.7% | 47.5% | 43.2% | 54.7% | **47.7%** |
| Enjoy family time | 13.7% | 17.5% | 12.4% | 8.1% | **12.5%** |
| Have fun | 13.9% | 14.0% | 27.3% | 17.3% | **18.3%** |
| Explore the destination | 22.3% | 15.9% | 14.9% | 14.4% | **16.8%** |
| Practice their hobbies | 3.8% | 1.0% | 0.4% | 1.0% | **1.6%** |
| Other reasons | 2.6% | 4.1% | 1.7% | 4.5% | **3.2%** |

## Where did they spend their main holiday last year? *

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Didn't have holidays | 15.7% | 16.0% | 14.4% | 11.5% | **14.3%** |
| Canary Islands | 17.8% | 19.9% | 26.9% | 19.5% | **21.5%** |
| Other destination | 66.5% | 64.1% | 58.7% | 69.0% | **64.2%** |
| Balearic Islands | 1.6% | 2.0% | 1.8% | 1.6% | **1.8%** |
| Rest of Spain | 10.4% | 10.8% | 10.5% | 11.5% | **10.8%** |
| Italy | 8.7% | 4.5% | 6.1% | 10.1% | **7.3%** |
| France | 9.6% | 6.7% | 7.1% | 11.7% | **8.7%** |
| Turkey | 2.5% | 4.1% | 1.3% | 1.2% | **2.2%** |
| Greece | 9.2% | 12.6% | 7.5% | 5.4% | **8.5%** |
| Portugal | 4.5% | 2.5% | 4.3% | 2.5% | **3.4%** |
| Croatia | 0.9% | 3.0% | 0.8% | 3.0% | **1.9%** |
| Egypt | 0.8% | 1.6% | 1.7% | 1.3% | **1.4%** |
| Tunisia | 0.0% | 0.5% | 0.0% | 0.0% | **0.1%** |
| Morocco | 0.3% | 1.2% | 0.7% | 1.6% | **1.0%** |
| Others | 18.1% | 14.7% | 17.0% | 19.0% | **17.2%** |

* 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") | 27.3% | 22.5% | 17.4% | 23.4% | **22.4%** |
| Canary Islands (other island) | 34.6% | 24.1% | 17.9% | 28.1% | **25.8%** |
| Other destination | 38.1% | 53.3% | 64.7% | 48.4% | **51.8%** |
| Balearic Islands | 2.3% | 3.2% | 4.7% | 2.6% | **3.2%** |
| Rest of Spain | 7.3% | 9.7% | 11.0% | 10.9% | **9.9%** |
| Italy | 3.7% | 5.0% | 9.7% | 3.8% | **5.6%** |
| France | 1.9% | 2.2% | 2.1% | 2.3% | **2.1%** |
| Turkey | 2.0% | 4.2% | 5.3% | 3.7% | **3.9%** |
| Greece | 4.1% | 12.7% | 19.0% | 8.9% | **11.5%** |
| Portugal | 6.0% | 6.6% | 4.7% | 7.2% | **6.1%** |
| Croatia | 0.9% | 2.7% | 4.0% | 2.3% | **2.6%** |
| Egypt | 3.2% | 3.2% | 1.8% | 3.5% | **2.9%** |
| Others | 6.8% | 3.8% | 2.5% | 3.2% | **3.9%** |

* Percentage of valid answers

## Importance of each factor in the destination choice

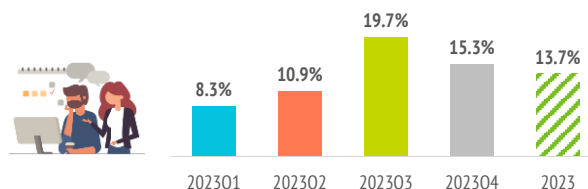| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Climate | 76.3% | 74.0% | 59.1% | 72.7% | **70.5%** |
| Tranquility | 38.1% | 41.9% | 43.0% | 49.0% | **43.4%** |
| Fun possibilities | 29.6% | 41.0% | 47.2% | 36.0% | **38.2%** |
| Sea | 35.3% | 37.1% | 37.7% | 39.7% | **37.6%** |
| Accommodation supply | 30.6% | 41.4% | 40.5% | 33.9% | **36.3%** |
| Beaches | 31.7% | 28.9% | 31.3% | 35.4% | **32.2%** |
| Safety | 25.2% | 28.9% | 34.7% | 28.2% | **29.2%** |
| European belonging | 22.6% | 24.7% | 24.9% | 34.8% | **27.3%** |
| Landscapes | 25.6% | 23.8% | 25.6% | 23.0% | **24.5%** |
| Price | 20.1% | 24.2% | 27.5% | 23.2% | **23.7%** |
| Gastronomy | 18.2% | 14.5% | 18.7% | 14.5% | **16.4%** |
| Exoticism | 10.4% | 13.9% | 19.4% | 19.0% | **15.9%** |
| Authenticity | 14.4% | 12.2% | 13.0% | 14.6% | **13.7%** |
| Effortless trip | 14.3% | 9.6% | 15.3% | 13.6% | **13.4%** |
| Environment | 8.9% | 12.6% | 12.7% | 10.2% | **11.0%** |
| Hiking trail network | 13.2% | 6.8% | 6.4% | 10.7% | **9.4%** |
| Culture | 4.6% | 5.7% | 9.5% | 5.6% | **6.3%** |
| Historical heritage | 4.6% | 4.5% | 7.3% | 6.8% | **5.9%** |
| Nightlife | 5.8% | 3.6% | 8.9% | 4.8% | **5.8%** |
| Shopping | 3.5% | 4.1% | 6.8% | 5.7% | **5.1%** |

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 | 1.2% | 1.2% | 2.3% | 1.6% | **1.6%** |
| Between 1 and 30 days | 33.6% | 25.4% | 19.9% | 29.3% | **27.3%** |
| Between 1 and 2 months | 31.8% | 23.4% | 18.6% | 25.3% | **24.9%** |
| Between 3 and 6 months | 25.1% | 39.1% | 39.4% | 28.6% | **32.5%** |
| More than 6 months | 8.3% | 10.9% | 19.7% | 15.3% | **13.7%** |

### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



| 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|
| 8.3% | 10.9% | 19.7% | 15.3% | 13.7% |

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

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Previous visits to the Canary Islands | 39.8% | 40.0% | 35.2% | 39.6% | **38.7%** |
| Friends or relatives | 27.6% | 22.3% | 27.0% | 25.2% | **25.6%** |
| Internet or social media | 56.8% | 61.3% | 61.1% | 52.1% | **57.4%** |
| Mass Media | 0.5% | 2.7% | 1.8% | 0.3% | **1.2%** |
| Travel guides and magazines | 8.2% | 8.2% | 6.8% | 4.8% | **6.8%** |
| Travel Blogs or Forums | 6.6% | 4.9% | 5.8% | 3.6% | **5.2%** |
| Travel TV Channels | 0.6% | 0.5% | 1.8% | 0.0% | **0.7%** |
| Tour Operator or Travel Agency | 16.0% | 21.4% | 27.4% | 18.4% | **20.6%** |
| Public administrations or similar | 0.1% | 0.9% | 0.9% | 0.1% | **0.5%** |
| Others | 4.4% | 4.2% | 3.1% | 3.7% | **3.8%** |

* Multi-choise question

# Tourist profile by quarter of trip (2023)
# NETHERLANDS

## With whom did they book their flight and accommodation? 👁

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| **Flight** | | | | | |
| - Directly with the airline | 49.2% | 30.7% | 29.7% | 42.8% | **38.7%** |
| - Tour Operator or Travel Agency | 50.8% | 69.3% | 70.3% | 57.2% | **61.3%** |
| **Accommodation** | | | | | |
| - Directly with the accommodation | 38.5% | 23.7% | 22.5% | 30.7% | **29.0%** |
| - Tour Operator or Travel Agency | 61.5% | 76.3% | 77.5% | 69.3% | **71.0%** |

## Where does the flight come from? 🌐

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Netherlands | 80.9% | 71.9% | 79.9% | 82.4% | **79.2%** |
| Germany | 10.8% | 18.6% | 12.6% | 10.6% | **12.8%** |
| Belgium | 2.4% | 3.1% | 2.6% | 3.1% | **2.8%** |
| Spanish Mainland | 2.8% | 3.6% | 3.4% | 1.1% | **2.6%** |
| United Kingdom | 1.5% | 1.4% | 0.8% | 1.2% | **1.2%** |
| Portugal | 0.9% | 1.0% | 0.6% | 0.8% | **0.8%** |
| Others | 0.7% | 0.6% | 0.1% | 0.9% | **0.6%** |

## Where do they stay? 🛏

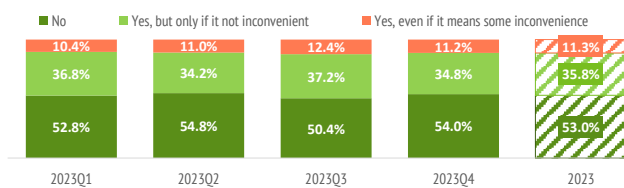| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| 1-2-3* Hotel | 10.4% | 13.7% | 12.1% | 11.4% | **11.8%** |
| 4* Hotel | 34.1% | 42.6% | 40.0% | 34.8% | **37.6%** |
| 5* Hotel / 5* Luxury Hotel | 5.1% | 9.1% | 7.8% | 6.1% | **6.9%** |
| Aparthotel / Tourist Villa | 18.0% | 22.0% | 21.8% | 18.1% | **19.8%** |
| House/room rented in a private dwelling | 9.8% | 1.8% | 4.4% | 5.0% | **5.4%** |
| Private accommodation (1) | 7.3% | 3.0% | 3.1% | 6.7% | **5.2%** |
| Others (Cottage, cruise, camping,..) | 15.2% | 7.8% | 10.7% | 17.7% | **13.3%** |

*(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.*
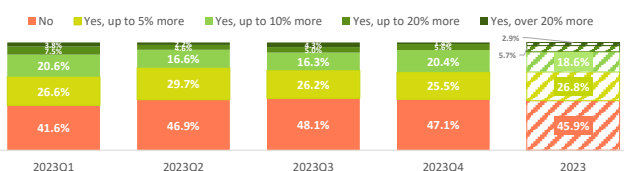
## What do they book? 🍽

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Room only | 37.6% | 20.4% | 20.6% | 26.1% | **26.2%** |
| Bed and Breakfast | 13.1% | 15.2% | 17.4% | 18.3% | **16.2%** |
| Half board | 15.9% | 19.0% | 15.8% | 17.3% | **17.0%** |
| Full board | 2.1% | 1.8% | 3.6% | 1.3% | **2.2%** |
| All inclusive | 31.3% | 43.6% | 42.6% | 36.9% | **38.5%** |

## Activities in the Canary Islands 🚶

| Outdoor time per day | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| 0 hours | 0.8% | 3.8% | 3.3% | 2.4% | **2.5%** |
| 1 - 2 hours | 9.2% | 20.5% | 10.1% | 11.3% | **12.4%** |
| 3 - 6 hours | 39.1% | 36.3% | 41.5% | 38.8% | **39.0%** |
| 7 - 12 hours | 42.2% | 32.6% | 36.8% | 42.0% | **38.8%** |
| More than 12 hours | 8.7% | 6.8% | 8.3% | 5.4% | **7.2%** |
| Outdoor time per day | 7.2 | 6.0 | 7.0 | 7.0 | **6.8** |



Legend: ■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

| Activities in the Canary Islands | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Walk, wander | 73.4% | 67.4% | 66.1% | 62.9% | **67.2%** |
| Beach | 63.1% | 67.0% | 68.5% | 64.1% | **65.5%** |
| Swimming pool, hotel facilities | 57.7% | 74.6% | 75.1% | 52.5% | **63.9%** |
| Explore the island on their own | 55.3% | 48.3% | 50.8% | 44.3% | **49.5%** |
| Hiking | 41.0% | 28.6% | 32.4% | 37.5% | **35.3%** |
| Organized excursions | 17.9% | 18.7% | 25.1% | 16.3% | **19.4%** |
| Taste Canarian gastronomy | 22.1% | 16.6% | 16.6% | 20.4% | **19.1%** |
| Running | 19.4% | 14.6% | 22.8% | 16.2% | **18.3%** |
| Swim | 12.2% | 15.2% | 28.4% | 15.2% | **17.7%** |
| Sea excursions / whale watching | 10.2% | 15.0% | 25.0% | 14.1% | **16.0%** |
| Theme parks | 10.8% | 17.4% | 23.0% | 8.2% | **14.4%** |
| Nightlife / concerts / shows | 10.8% | 8.0% | 19.7% | 7.1% | **11.3%** |
| Other Nature Activities | 14.4% | 7.0% | 9.3% | 7.8% | **9.6%** |
| Museums / exhibitions | 12.4% | 6.6% | 7.7% | 9.0% | **9.0%** |
| Astronomical observation | 8.3% | 3.5% | 7.3% | 7.9% | **6.9%** |
| Wineries / markets / popular festivals | 9.5% | 3.9% | 8.7% | 2.0% | **5.9%** |
| Beauty and health treatments | 4.2% | 5.9% | 3.3% | 5.6% | **4.7%** |
| Practice other sports | 5.6% | 2.9% | 4.9% | 1.9% | **3.8%** |
| Scuba Diving | 1.1% | 4.6% | 6.2% | 3.4% | **3.8%** |
| Cycling / Mountain bike | 2.8% | 2.1% | 0.6% | 4.7% | **2.7%** |
| Surf | 1.4% | 3.5% | 3.4% | 1.9% | **2.5%** |
| Golf | 3.7% | 1.2% | 3.1% | 1.5% | **2.4%** |
| Windsurf / Kitesurf | 1.2% | 1.2% | 2.1% | 1.4% | **1.5%** |

*\* Multi-choise question*

## Sustainable Destination

**When booking a trip, do they tend to choose the most sustainable options?**

Legend: ■ No ■ Yes, but only if it not inconvenient ■ Yes, even if it means some inconvenience



| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| | 10.4% | 11.0% | 12.4% | 11.2% | 11.3% |
| | 36.8% | 34.2% | 37.2% | 34.8% | 35.8% |
| | 52.8% | 54.8% | 50.4% | 54.0% | 53.0% |

**Would they be willing to spend more on travel to reduce their carbon footprint?**

Legend: ■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more



**Percepcion of the following sustainability measures during their stay \***

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Quality of life on the island | 7.9 | 7.8 | 7.7 | 7.7 | **7.8** |
| Tolerance towards tourism | 8.1 | 8.0 | 8.2 | 8.3 | **8.1** |
| Cleanliness of the island | 7.9 | 8.0 | 7.7 | 7.7 | **7.8** |
| Air quality | 8.1 | 8.1 | 7.7 | 8.0 | **8.0** |
| Rational water consumption | 7.3 | 7.4 | 7.3 | 7.5 | **7.4** |
| Energy saving | 7.0 | 6.9 | 6.9 | 6.9 | **6.9** |
| Use of renewable energy | 6.9 | 7.0 | 6.7 | 6.6 | **6.8** |
| Recycling | 7.1 | 7.1 | 6.8 | 6.6 | **6.9** |
| Easy to get around by public transport | 7.4 | 7.4 | 7.7 | 7.3 | **7.5** |
| Overcrowding in tourist areas | 6.7 | 6.9 | 6.9 | 6.6 | **6.7** |
| Supply of local products | 7.0 | 7.0 | 7.2 | 7.3 | **7.1** |

*\* Scale 0 - 10 ( 0 = Not important and 10 = Very important)*

## Which island do they choose?

| Tourists (≥ 16 year old) | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Lanzarote | 23,149 | 13,720 | 14,026 | 19,230 | 70,125 |
| Fuerteventura | 15,036 | 11,586 | 11,911 | 16,695 | 55,228 |
| Gran Canaria | 58,698 | 49,406 | 62,483 | 72,359 | 242,946 |
| Tenerife | 45,859 | 45,644 | 55,010 | 64,465 | 210,978 |
| La Palma | 2,319 | 1,388 | 1,379 | 2,144 | 7,230 |

| Share by islands | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Lanzarote | 16.0% | 11.3% | 9.7% | 11.0% | 12.0% |
| Fuerteventura | 10.4% | 9.5% | 8.2% | 9.5% | 9.4% |
| Gran Canaria | 40.5% | 40.6% | 43.1% | 41.4% | 41.4% |
| Tenerife | 31.6% | 37.5% | 38.0% | 36.9% | 36.0% |
| La Palma | 1.6% | 1.1% | 1.0% | 1.2% | 1.2% |

Chart (Lanzarote, Fuerteventura, Gran Canaria, Tenerife, La Palma):
| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Tenerife | 32% | 37% | 38% | 37% | 36% |
| Gran Canaria | 40% | 41% | 43% | 41% | 41% |
| Fuerteventura | 10% | 10% | 8% | 10% | 9% |
| Lanzarote | 16% | 11% | 10% | 11% | 12% |

Legend: Lanzarote, Fuerteventura, Gran Canaria, Tenerife, La Palma

## How many islands do they visit during their trip?

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| One island | 93.8% | 95.5% | 91.6% | 95.5% | 94.1% |
| Two islands | 4.2% | 3.5% | 7.9% | 2.4% | 4.4% |
| Three or more islands | 2.0% | 1.0% | 0.5% | 2.1% | 1.5% |

## How many are loyal to the Canary Islands?

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Repeat tourists | 69.7% | 65.0% | 67.8% | 68.9% | 68.0% |
| At least 10 previous visits | 18.6% | 10.0% | 8.2% | 18.7% | 14.3% |
| Repeat tourists (last 5 years) | 62.8% | 54.9% | 60.5% | 60.0% | 59.8% |
| Repeat tourists (last 5 years) (5 or more | 16.8% | 7.1% | 5.4% | 14.4% | 11.3% |

## How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Average rating | 8.38 | 8.48 | 8.38 | 8.46 | 8.42 |

| Experience in the Canary Islands | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Worse or much worse than expected | 3.0% | 3.0% | 2.7% | 1.3% | 2.4% |
| Lived up to expectations | 58.5% | 55.8% | 53.1% | 60.0% | 57.1% |
| Better or much better than expected | 38.5% | 41.2% | 44.2% | 38.7% | 40.5% |

| Future intentions (scale 1-10) | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Return to the Canary Islands | 8.22 | 8.07 | 7.74 | 8.37 | 8.12 |
| Recommend visiting the Canary Islands | 8.57 | 8.48 | 8.36 | 8.57 | 8.50 |

## Who are they?

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| *Gender* | | | | | |
| Men | 50.5% | 44.5% | 53.9% | 51.5% | 50.4% |
| Women | 49.5% | 55.5% | 46.1% | 48.5% | 49.6% |
| *Age* | | | | | |
| Average age | 46.0 | 45.4 | 36.6 | 50.1 | 44.8 |
| Standard deviation | 16.9 | 15.7 | 15.1 | 16.7 | 16.9 |
| *Age range* | | | | | |
| 16 - 24 years old | 13.4% | 12.5% | 32.4% | 7.1% | 16.0% |
| 25 - 30 years old | 10.7% | 9.7% | 12.3% | 9.9% | 10.6% |
| 31 - 45 years old | 24.2% | 30.4% | 24.9% | 21.4% | 24.8% |
| 46 - 60 years old | 26.2% | 25.9% | 22.9% | 28.3% | 26.0% |
| Over 60 years old | 25.5% | 21.4% | 7.6% | 33.3% | 22.6% |
| *Occupation* | | | | | |
| Salaried worker | 51.7% | 60.5% | 64.3% | 48.8% | 55.8% |
| Self-employed | 8.8% | 11.1% | 8.3% | 12.2% | 10.2% |
| Unemployed | 0.4% | 0.0% | 2.3% | 0.5% | 0.8% |
| Business owner | 15.4% | 8.7% | 7.7% | 9.4% | 10.3% |
| Student | 7.5% | 3.0% | 13.0% | 2.7% | 6.5% |
| Retired | 15.3% | 15.7% | 2.6% | 23.5% | 14.7% |
| Unpaid domestic work | 0.1% | 0.5% | 0.1% | 0.2% | 0.2% |
| Others | 0.9% | 0.5% | 1.6% | 2.7% | 1.5% |
| *Annual household income level* | | | | | |
| Less than €25,000 | 11.3% | 7.1% | 16.8% | 6.1% | 10.2% |
| €25,000 - €49,999 | 31.4% | 34.0% | 36.1% | 27.4% | 31.9% |
| €50,000 - €74,999 | 26.5% | 31.4% | 25.8% | 37.2% | 30.5% |
| More than €74,999 | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| *Education level* | | | | | |
| No studies | 1.2% | 0.0% | 1.2% | 1.3% | 1.0% |
| Primary education | 0.8% | 1.2% | 1.6% | 2.0% | 1.4% |
| Secondary education | 35.3% | 43.0% | 39.3% | 42.6% | 40.1% |
| Higher education | 62.6% | 55.9% | 58.0% | 54.2% | 57.5% |

## Who do they come with?

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| Unaccompanied | 11.3% | 5.2% | 3.6% | 14.4% | 9.1% |
| Only with partner | 42.7% | 42.6% | 46.8% | 59.9% | 48.8% |
| Only with children (< 13 years old) | 5.4% | 4.6% | 6.9% | 2.1% | 4.6% |
| Partner + children (< 13 years old) | 7.5% | 13.0% | 8.7% | 3.6% | 7.8% |
| Other relatives | 8.3% | 10.0% | 9.2% | 6.3% | 8.3% |
| Friends | 6.4% | 4.4% | 9.4% | 5.3% | 6.4% |
| Work colleagues | 0.0% | 0.0% | 0.6% | 0.0% | 0.1% |
| Organized trip | 0.2% | 0.0% | 0.0% | 0.0% | 0.0% |
| Other combinations (2) | 18.2% | 20.0% | 15.0% | 8.5% | 14.9% |

*(2) Combination of some of the groups previously analyzed*

| | 2023Q1 | 2023Q2 | 2023Q3 | 2023Q4 | 2023 |
|---|---|---|---|---|---|
| **Tourists with children** | **18.2%** | **25.2%** | **17.8%** | **6.9%** | **16.2%** |
| - Between 0 and 2 years old | 1.5% | 2.4% | 0.9% | 3.5% | 2.1% |
| - Between 3 and 12 years old | 15.0% | 21.4% | 15.4% | 2.8% | 12.8% |
| - Between 0 -2 and 3-12 years old | 1.7% | 1.5% | 1.4% | 0.6% | 1.2% |
| **Tourists without children** | **81.8%** | **74.8%** | **82.2%** | **93.1%** | **83.8%** |
| **Group composition:** | | | | | |
| - 1 person | 12.7% | 6.5% | 5.5% | 16.9% | 10.9% |
| - 2 people | 49.5% | 52.7% | 58.3% | 65.3% | 57.0% |
| - 3 people | 12.9% | 11.7% | 16.9% | 8.8% | 12.4% |
| - 4 or 5 people | 19.6% | 22.4% | 15.8% | 7.0% | 15.5% |
| - 6 or more people | 5.3% | 6.7% | 3.5% | 1.9% | 4.1% |
| **Average group size:** | **2.77** | **2.94** | **2.61** | **2.16** | **2.59** |

*\*People who share the main expenses of the trip*