Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**584**	**175**	**315**	**656**	**658**
Tourist arrivals ≥ 16 years old (EGT) (*)	**521**	**159**	**277**	**577**	**587**
- book holiday package (*)	358	--	192	355	348
- do not book holiday package (*)	163	--	85	222	240
- % tourists who book holiday package	68.8%	--	69.2%	61.5%	59.2%
Children < 16 years old (FRONTUR - EGT) (*)	63	--	38	80	71
Expenditure per tourist (€)	**1,121**	**--**	**1,222**	**1,429**	**1,469**
- book holiday package	1,212	--	1,266	1,536	1,618
- holiday package	957	--	1,007	1,255	1,325
- others	255	--	260	282	293
- do not book holiday package	922	--	1,123	1,257	1,252
- flight	245	--	273	356	335
- accommodation	293	--	390	450	439
- others	384	--	461	451	478
Average lenght of stay	**9.31**	**--**	**8.97**	**9.37**	**9.74**
Average daily expenditure (€)	**131.7**	**--**	**147.2**	**168.6**	**171.8**
Average daily expenditure (without flight)	**93.3**	**--**	**107.7**	**119.7**	**123.0**
Average cost of the flight (€)	**325.0**	**--**	**321.4**	**408.6**	**413.4**
Total turnover (≥ 16 years old) (€m)	**584**	**--**	**338**	**824**	**863**

(*) Thousands of tourists

% tourists who book holiday package
- 2019: 68.8%
- 2021: 69.2%
- 2022: 61.5%
- 2023: 59.2%

Average daily expenditure (€) (without flight)
- 2019: 93.3
- 2021: 107.7
- 2022: 119.7
- 2023: 123.0

Average lenght of stay
- 2019: 9.31
- 2021: 8.97
- 2022: 9.37
- 2023: 9.74

Expenditure per tourist (€)
- 2019: 1,121
- 2021: 1,222
- 2022: 1,429
- 2023: 1,469
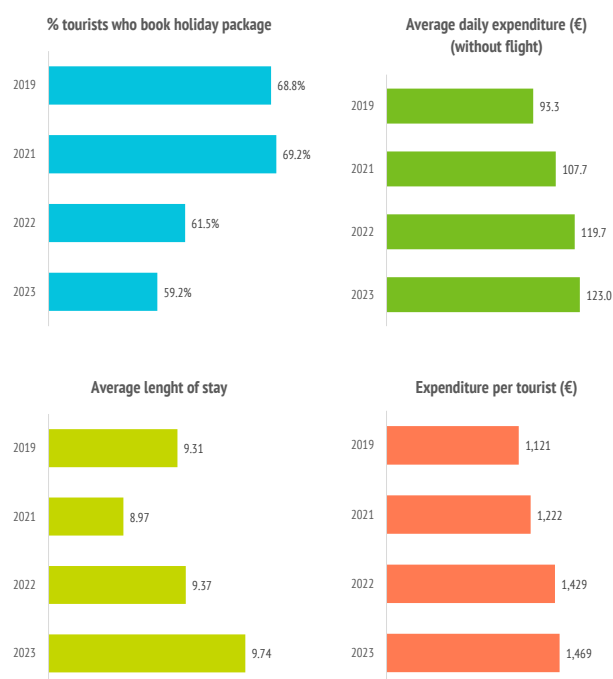
% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	88.7%	--	91.6%	88.4%	86.7%
- Additional accommodation expenses	10.7%	--	12.0%	9.6%	9.2%
Transport:					
- National/International Transport	93.8%	--	98.1%	94.7%	93.3%
- Flights between islands	4.0%	--	5.0%	4.7%	4.1%
- Taxi	56.1%	--	62.6%	57.3%	58.9%
- Car rental	30.3%	--	32.4%	37.4%	38.1%
- Public transport	9.0%	--	10.4%	9.2%	11.0%
Food and drink:					
- Food purchases at supermarkets	61.9%	--	61.3%	60.7%	61.6%
- Restaurants	61.3%	--	69.4%	65.9%	64.5%
Leisure:					
- Organized excursions	24.0%	--	26.6%	26.7%	25.8%
- Sport activities	6.4%	--	10.0%	9.1%	11.2%
- Cultural activities	3.0%	--	3.2%	3.4%	3.6%
- Museums	5.7%	--	3.5%	4.7%	6.9%
- Theme Parks	8.0%	--	11.6%	12.4%	11.0%
- Discos and pubs	4.9%	--	7.9%	7.0%	7.5%
- Wellness	2.7%	--	3.6%	5.2%	4.7%
Purchases of goods:					
- Souvenirs	45.7%	--	41.6%	39.9%	42.8%
- Real state	1.0%	--	0.8%	1.1%	0.2%
- Other expenses	0.7%	--	0.7%	0.5%	0.9%
Other:					
- Medical or pharmaceutical expenses	6.2%	--	8.5%	8.9%	9.7%
- Other expenses	6.4%	--	6.6%	5.8%	5.3%

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:	**626**	**--**	**688**	**832**	**855**
- Accommodation	512	--	570	694	710
- Additional accommodation expenses	114	--	118	137	145
Transport:	**624**	**--**	**620**	**750**	**808**
- National/International Transport	347	--	328	431	443
- Flights between islands	83	--	64	59	87
- Taxi	78	--	94	104	120
- Car rental	88	--	113	136	133
- Public transport	28	--	21	20	24
Food and drink:	**261**	**--**	**255**	**272**	**285**
- Food purchases at supermarkets	91	--	76	84	85
- Restaurants	170	--	179	187	200
Leisure:	**483**	**--**	**497**	**497**	**541**
- Organized excursions	93	--	87	90	103
- Sport activities	75	--	86	87	91
- Cultural activities	45	--	53	69	80
- Museums	34	--	28	29	31
- Theme Parks	59	--	48	64	59
- Discos and pubs	132	--	112	99	91
- Wellness	46	--	83	59	87
Purchases of goods:	**421**	**--**	**394**	**1,130**	**238**
- Souvenirs	86	--	77	85	97
- Real state	190	--	60	75	74
- Other expenses	146	--	258	970	67
Other:	**126**	**--**	**99**	**148**	**208**
- Medical or pharmaceutical expenses	52	--	32	59	114
- Other expenses	75	--	67	89	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?

	2019	2020	2021	2022	2023
Holiday, leisure	95.1%	--	96.1%	94.5%	92.8%
Visiting family or friends	3.3%	--	2.7%	3.9%	4.7%
Business and work	0.5%	--	0.6%	0.8%	1.1%
Education and training	0.1%	--	0.0%	0.1%	0.4%
Sports training	0.6%	--	0.1%	0.3%	0.4%
Health or medical care	0.0%	--	0.0%	0.1%	0.0%
Fairs and congresses	0.1%	--	0.0%	0.0%	0.1%
Others	0.1%	--	0.5%	0.4%	0.5%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	54.9%	--	56.8%	47.3%	47.7%
Enjoy family time	9.8%	--	9.2%	13.7%	12.5%
Have fun	15.9%	--	15.0%	16.4%	18.3%
Explore the destination	15.4%	--	15.6%	16.9%	16.8%
Practice their hobbies	1.2%	--	1.9%	2.3%	1.6%
Other reasons	2.7%	--	1.5%	3.4%	3.2%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	46.8%	29.6%	14.3%
Canary Islands	--	--	9.8%	17.1%	21.5%
Other destination	--	--	43.4%	53.3%	64.2%
Balearic Islands	--	--	1.0%	1.9%	1.8%
Rest of Spain	--	--	4.8%	8.5%	10.8%
Italy	--	--	7.5%	6.6%	7.3%
France	--	--	6.6%	7.5%	8.7%
Turkey	--	--	0.6%	1.3%	2.2%
Greece	--	--	3.9%	7.4%	8.5%
Portugal	--	--	2.0%	2.9%	3.4%
Croatia	--	--	1.5%	1.3%	1.9%
Egypt	--	--	0.4%	0.4%	1.4%
Tunisia	--	--	0.0%	0.1%	0.1%
Morocco	--	--	0.3%	0.5%	1.0%
Others	--	--	14.9%	15.0%	17.2%

* 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")	--	--	23.4%	23.7%	22.4%
Canary Islands (other island)	--	--	25.7%	25.7%	25.8%
Other destination	--	--	50.9%	50.6%	51.8%
Balearic Islands	--	--	4.9%	3.6%	3.2%
Rest of Spain	--	--	8.4%	9.8%	9.9%
Italy	--	--	4.8%	4.9%	5.6%
France	--	--	1.0%	1.7%	2.1%
Turkey	--	--	2.4%	4.1%	3.9%
Greece	--	--	13.1%	11.3%	11.5%
Portugal	--	--	6.7%	6.7%	6.1%
Croatia	--	--	1.8%	1.9%	2.6%
Egypt	--	--	2.3%	2.6%	2.9%
Others	--	--	5.4%	4.0%	3.9%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019	2020	2021	2022	2023
Climate	76.0%	--	76.6%	74.5%	70.5%
Tranquility	39.7%	--	40.1%	36.9%	43.4%
Fun possibilities	30.9%	--	37.7%	33.9%	38.2%
Sea	38.5%	--	41.8%	37.8%	37.6%
Accommodation supply	34.0%	--	33.1%	34.7%	36.3%
Beaches	32.5%	--	34.6%	31.4%	32.2%
Safety	26.8%	--	27.3%	29.4%	29.2%
European belonging	26.2%	--	34.2%	30.7%	27.3%
Landscapes	24.1%	--	20.6%	23.6%	24.5%
Price	24.5%	--	22.5%	23.4%	23.7%
Gastronomy	14.6%	--	17.5%	16.3%	16.4%
Exoticism	16.3%	--	15.3%	15.6%	15.9%
Authenticity	12.8%	--	10.1%	13.7%	13.7%
Effortless trip	12.4%	--	14.5%	13.7%	13.4%
Environment	10.0%	--	11.6%	11.3%	11.0%
Hiking trail network	8.8%	--	7.7%	9.3%	9.4%
Culture	3.6%	--	3.5%	5.1%	6.3%
Historical heritage	3.1%	--	3.9%	4.2%	5.9%
Nightlife	4.0%	--	5.2%	5.9%	5.8%
Shopping	3.9%	--	5.3%	5.2%	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?

	2019	2020	2021	2022	2023
The same day	1.4%	--	1.0%	1.6%	1.6%
Between 1 and 30 days	31.9%	--	49.3%	35.0%	27.3%
Between 1 and 2 months	22.7%	--	25.6%	24.5%	24.9%
Between 3 and 6 months	32.2%	--	17.3%	27.5%	32.5%
More than 6 months	11.8%	--	6.8%	11.5%	13.7%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2019: 11.8% | 2021: 6.8% | 2022: 11.5% | 2023: 13.7%
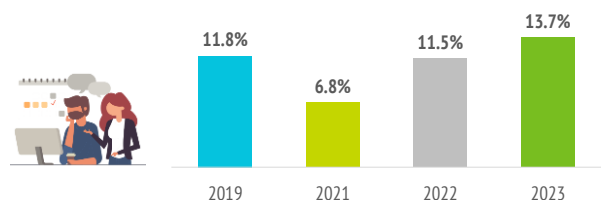
What channels did they use to get information about the trip?

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	45.6%	--	41.2%	40.4%	38.7%
Friends or relatives	24.8%	--	24.4%	24.0%	25.6%
Internet or social media	60.0%	--	61.5%	58.8%	57.4%
Mass Media	1.0%	--	1.6%	1.4%	1.2%
Travel guides and magazines	10.9%	--	6.7%	8.0%	6.8%
Travel Blogs or Forums	4.2%	--	5.1%	4.1%	5.2%
Travel TV Channels	0.6%	--	0.4%	0.4%	0.7%
Tour Operator or Travel Agency	22.6%	--	22.9%	20.7%	20.6%
Public administrations or similar	0.1%	--	3.0%	0.5%	0.5%
Others	2.3%	--	3.4%	3.5%	3.8%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	31.1%	--	31.7%	35.2%	38.7%
- Tour Operator or Travel Agency	68.9%	--	68.3%	64.8%	61.3%
Accommodation					
- Directly with the accommodation	25.4%	--	22.2%	28.1%	29.0%
- Tour Operator or Travel Agency	74.6%	--	77.8%	71.9%	71.0%

Flight
- Tour Operator or Travel Agency
- Directly with the airline

Accommodation
- Tour Operator or Travel Agency
- Directly with the accommodation

Where does the flight come from? 🌐

	2019	2020	2021	2022	2023
Netherlands	85.5%	--	81.4%	81.0%	79.2%
Germany	9.1%	--	8.0%	10.1%	12.8%
Belgium	2.4%	--	3.5%	3.4%	2.8%
Spanish Mainland	1.8%	--	2.5%	2.5%	2.6%
United Kingdom	0.3%	--	1.6%	0.5%	1.2%
Portugal	0.0%	--	1.5%	1.3%	0.8%
Switzerland	0.0%	--	0.8%	0.1%	0.1%
Italy	0.0%	--	0.0%	0.3%	0.1%
Hungary	0.0%	--	0.0%	0.0%	0.1%
Czech Republic	0.0%	--	0.0%	0.0%	0.1%
Others	0.8%	--	0.8%	0.8%	0.2%

Where do they stay? 🛏

	2019	2020	2021	2022	2023
1-2-3* Hotel	14.0%	--	14.5%	12.0%	11.8%
4* Hotel	34.2%	--	41.9%	40.8%	37.6%
5* Hotel / 5* Luxury Hotel	5.1%	--	6.9%	7.5%	6.9%
Aparthotel / Tourist Villa	28.8%	--	18.1%	19.3%	19.8%
House/room rented in a private dwelling	4.4%	--	4.9%	5.9%	5.4%
Private accommodation (1)	4.0%	--	3.4%	4.7%	5.2%
Others (Cottage, cruise, camping,..)	9.5%	--	10.2%	9.8%	13.3%

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

Hotels / Aparthotel / Tourist Villa / Others
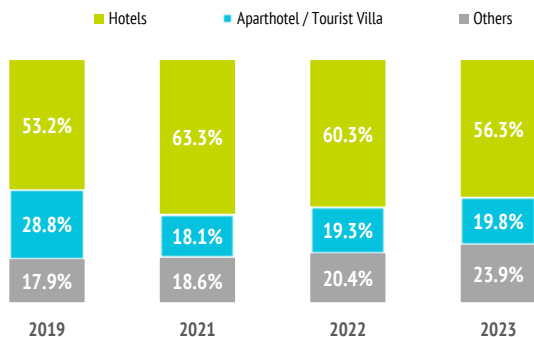
What do they book? 🍽

	2019	2020	2021	2022	2023
Room only	28.7%	--	24.9%	26.0%	26.2%
Bed and Breakfast	15.1%	--	15.1%	15.0%	16.2%
Half board	20.0%	--	17.2%	17.3%	17.0%
Full board	1.9%	--	1.6%	1.3%	2.2%
All inclusive	34.4%	--	41.2%	40.4%	38.5%
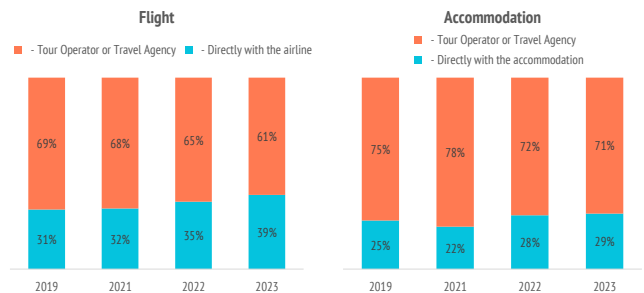
Activities in the Canary Islands 🚶🧍

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	3.2%	--	1.2%	2.1%	2.5%
1 - 2 hours	9.0%	--	16.4%	12.4%	12.4%
3 - 6 hours	36.8%	--	34.7%	36.6%	39.0%
7 - 12 hours	43.6%	--	37.8%	39.8%	38.8%
More than 12 hours	7.4%	--	9.8%	9.2%	7.2%
Outdoor time per day	7.0	--	6.9	7.1	6.8

0 hours / More than 1 hours / More than 3 hours / More than 7 hours / More than 12 hours
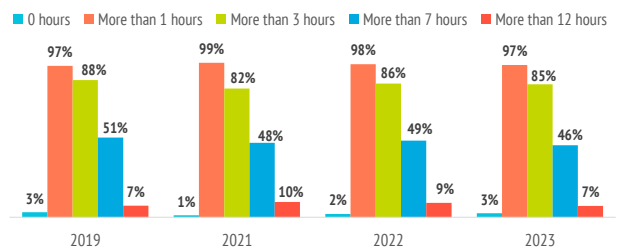
Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	69.4%	--	71.8%	69.1%	67.2%
Beach	64.6%	--	70.6%	71.4%	65.5%
Swimming pool, hotel facilities	61.2%	--	68.7%	65.8%	63.9%
Explore the island on their own	44.6%	--	48.9%	50.4%	49.5%
Hiking	--	--	30.5%	34.2%	35.3%
Organized excursions	21.4%	--	19.6%	19.9%	19.4%
Taste Canarian gastronomy	15.8%	--	16.9%	19.3%	19.1%
Running	--	--	20.3%	17.2%	18.3%
Swim	--	--	49.8%	16.3%	17.7%
Sea excursions / whale watching	12.4%	--	18.5%	14.3%	16.0%
Theme parks	15.4%	--	15.2%	15.2%	14.4%
Nightlife / concerts / shows	12.2%	--	11.6%	12.2%	11.3%
Other Nature Activities	--	--	7.6%	6.8%	9.6%
Museums / exhibitions	10.3%	--	7.8%	9.3%	9.0%
Astronomical observation	4.7%	--	4.6%	4.6%	6.9%
Wineries / markets / popular festivals	7.2%	--	6.7%	6.3%	5.9%
Beauty and health treatments	3.7%	--	4.0%	4.9%	4.7%
Practice other sports	--	--	3.7%	3.7%	3.8%
Scuba Diving	--	--	4.2%	3.8%	3.8%
Cycling / Mountain bike	--	--	3.9%	2.7%	2.7%
Surf	--	--	3.1%	3.6%	2.5%
Golf	--	--	1.3%	1.6%	2.4%
Windsurf / Kitesurf	--	--	1.0%	1.7%	1.5%

* Multi-choise question

Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	84,038	--	35,892	80,774	70,125
Fuerteventura	42,561	--	24,393	56,992	55,228
Gran Canaria	208,898	--	110,668	239,499	242,946
Tenerife	162,182	--	102,053	189,940	210,978
La Palma	20,090	--	2,093	7,328	7,230

Share by islands	2019	2020	2021	2022	2023
Lanzarote	16.2%	--	13.0%	14.1%	12.0%
Fuerteventura	8.2%	--	8.9%	9.9%	9.4%
Gran Canaria	40.3%	--	40.2%	41.7%	41.4%
Tenerife	31.3%	--	37.1%	33.1%	36.0%
La Palma	3.9%	--	0.8%	1.3%	1.2%

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

	2019	2021	2022	2023
Tenerife	31%	37%	33%	36%
Gran Canaria	40%	40%	42%	41%
Fuerteventura	8%	9%	10%	9%
Lanzarote	16%	13%	14%	12%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	92.2%	--	94.5%	93.4%	94.1%
Two islands	7.1%	--	5.2%	5.5%	4.4%
Three or more islands	0.7%	--	0.4%	1.0%	1.5%

How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	67.7%	--	61.6%	63.4%	68.0%
At least 10 previous visits	14.8%	--	13.0%	13.8%	14.3%
Repeat tourists (last 5 years)	62.9%	--	52.3%	56.6%	59.8%
Repeat tourists (last 5 years)(5 or more visits)	12.4%	--	9.4%	9.4%	11.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.33	--	8.51	8.47	8.42

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	2.9%	--	2.9%	3.1%	2.4%
Lived up to expectations	59.1%	--	54.5%	55.0%	57.1%
Better or much better than expected	38.0%	--	42.6%	41.9%	40.5%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	7.99	--	8.01	8.12	8.12
Recommend visiting the Canary Islands	8.37	--	8.55	8.54	8.50

Who are they?

Gender	2019	2020	2021	2022	2023
Men	49.8%	--	46.5%	50.8%	50.4%
Women	50.2%	--	53.5%	49.2%	49.6%
Age					
Average age	48.0	--	43.1	45.8	44.8
Standard deviation	16.0	--	16.7	16.1	16.9
Age range					
16 - 24 years old	9.4%	--	15.0%	12.1%	16.0%
25 - 30 years old	10.3%	--	17.5%	10.2%	10.6%
31 - 45 years old	20.2%	--	22.8%	27.3%	24.8%
46 - 60 years old	35.5%	--	25.8%	28.5%	26.0%
Over 60 years old	24.5%	--	18.8%	21.8%	22.6%
Occupation					
Salaried worker	56.4%	--	62.2%	56.4%	55.8%
Self-employed	10.4%	--	6.9%	12.5%	10.2%
Unemployed	0.6%	--	1.0%	0.3%	0.8%
Business owner	10.2%	--	10.9%	10.3%	10.3%
Student	4.4%	--	5.6%	3.9%	6.5%
Retired	15.2%	--	11.1%	14.4%	14.7%
Unpaid domestic work	1.6%	--	0.2%	1.0%	0.2%
Others	1.2%	--	2.2%	1.0%	1.5%
Annual household income level					
Less than €25,000	15.9%	--	10.7%	10.0%	10.2%
€25,000 - €49,999	39.4%	--	31.7%	29.3%	31.9%
€50,000 - €74,999	25.1%	--	30.8%	32.1%	30.5%
More than €74,999	19.6%	--	26.8%	28.7%	27.3%
Education level					
No studies	0.5%	--	0.7%	0.8%	1.0%
Primary education	0.9%	--	1.2%	0.8%	1.4%
Secondary education	47.1%	--	39.9%	42.0%	40.1%
Higher education	51.5%	--	58.2%	56.4%	57.5%

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	6.9%	--	8.9%	7.8%	9.1%
Only with partner	53.4%	--	54.6%	46.0%	48.8%
Only with children (< 13 years old)	4.2%	--	3.1%	5.5%	4.6%
Partner + children (< 13 years old)	6.6%	--	5.0%	9.1%	7.8%
Other relatives	8.6%	--	7.4%	8.9%	8.3%
Friends	6.3%	--	9.0%	8.9%	6.4%
Work colleagues	0.5%	--	0.2%	0.1%	0.1%
Organized trip	0.4%	--	0.0%	0.0%	0.0%
Other combinations (2)	13.1%	--	11.6%	13.7%	14.9%

(2) Combination of some of the groups previously analyzed

	2019	2020	2021	2022	2023
Tourists with children	**14.4%**	**--**	**9.9%**	**19.4%**	**16.2%**
- Between 0 and 2 years old	1.8%	--	1.3%	1.9%	2.1%
- Between 3 and 12 years old	11.5%	--	7.8%	15.9%	12.8%
- Between 0 -2 and 3-12 years old	1.1%	--	0.9%	1.7%	1.2%
Tourists without children	**85.6%**	**--**	**90.1%**	**80.6%**	**83.8%**
Group composition:					
- 1 person	9.5%	--	11.0%	9.7%	10.9%
- 2 people	61.2%	--	67.3%	56.5%	57.0%
- 3 people	11.1%	--	9.0%	11.0%	12.4%
- 4 or 5 people	14.4%	--	11.3%	18.4%	15.5%
- 6 or more people	3.7%	--	1.4%	4.5%	4.1%
Average group size:	**2.53**	**--**	**2.29**	**2.66**	**2.59**

*People who share the main expenses of the trip