

Tourist profile. Historical data (2019 - 2023)

HUNGARY



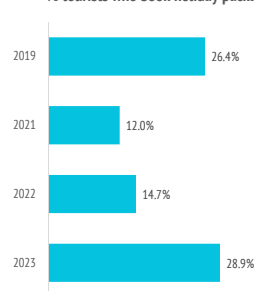
How many are they and how much do they spend?



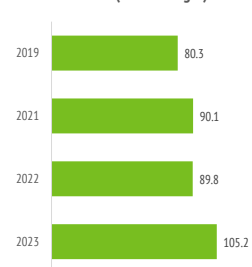
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	49	11	17	37	23
- book holiday package (*)	13	--	2	5	7
- do not book holiday package (*)	36	--	15	32	17
- % tourists who book holiday package	26.4%	--	12.0%	14.7%	28.9%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	--	n.d.	n.d.	n.d.
Expenditure per tourist (€)					
- book holiday package	1,237	--	1,505	1,306	1,301
- holiday package	1,005	--	879	1,103	1,086
- others	232	--	627	204	215
- do not book holiday package	846	--	1,059	1,140	1,138
- flight	233	--	260	304	332
- accommodation	263	--	341	412	373
- others	349	--	457	424	433
Average length of stay	8.96	--	10.85	10.81	8.19
Average daily expenditure (€)	113.9	--	118.5	125.5	150.7
Average daily expenditure (without flight)	80.3	--	90.1	89.8	105.2
Average cost of the flight (€)	272.8	--	265.4	312.4	349.8
Total turnover (≥ 16 years old) (€m)	47	--	19	43	28

(*) Thousands of tourists

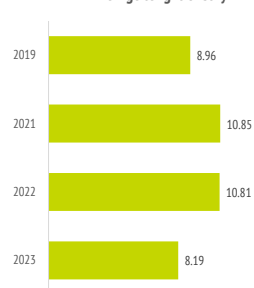
% tourists who book holiday package



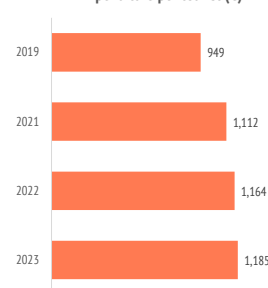
Average daily expenditure (€) (without flight)



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	72.0%	--	71.7%	78.0%	79.8%
- Additional accommodation expenses	11.7%	--	8.4%	10.8%	5.8%
Transport:					
- National/International Transport	88.4%	--	91.3%	91.2%	85.0%
- Flights between islands	3.8%	--	4.6%	7.6%	8.1%
- Taxi	20.8%	--	20.9%	21.8%	27.6%
- Car rental	45.5%	--	55.9%	46.7%	57.7%
- Public transport	6.7%	--	22.3%	16.4%	12.1%
Food and drink:					
- Food purchases at supermarkets	61.6%	--	82.8%	72.5%	74.9%
- Restaurants	60.2%	--	71.8%	62.5%	72.1%
Leisure:					
- Organized excursions	21.0%	--	24.8%	23.4%	38.1%
- Sport activities	7.0%	--	15.0%	7.6%	14.7%
- Cultural activities	5.1%	--	4.0%	5.4%	7.9%
- Museums	5.8%	--	11.5%	9.0%	8.7%
- Theme Parks	15.4%	--	12.9%	18.0%	19.6%
- Discos and pubs	5.9%	--	2.0%	4.0%	8.9%
- Wellness	1.2%	--	1.7%	1.4%	4.3%
Purchases of goods:					
- Souvenirs	48.5%	--	30.2%	40.7%	52.2%
- Real state	0.0%	--	0.0%	0.5%	4.8%
- Other expenses	0.6%	--	1.1%	0.7%	4.1%
Other:					
- Medical or pharmaceutical expenses	3.4%	--	9.0%	5.1%	11.7%
- Other expenses	3.5%	--	3.3%	2.8%	5.8%

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:	794	--	859	679	648
- Accommodation	474	--	500	572	553
- Additional accommodation expenses	320	--	359	107	96
Transport:					
Transport:	572	--	645	688	647
- National/International Transport	309	--	291	342	412
- Flights between islands	66	--	92	75	47
- Taxi	65	--	87	97	76
- Car rental	92	--	151	137	90
- Public transport	40	--	25	37	23
Food and drink:					
Food and drink:	262	--	325	308	254
- Food purchases at supermarkets	105	--	164	149	113
- Restaurants	157	--	161	159	141
Leisure:					
Leisure:	364	--	612	497	482
- Organized excursions	66	--	78	95	88
- Sport activities	65	--	224	75	88
- Cultural activities	50	--	124	50	29
- Museums	29	--	21	26	28
- Theme Parks	49	--	57	63	66
- Discos and pubs	57	--	93	45	99
- Wellness	48	--	14	142	83
Purchases of goods:					
Purchases of goods:	160	--	183	154	178
- Souvenirs	85	--	60	86	65
- Real state	0	--	0	35	33
- Other expenses	75	--	123	33	79
Other:					
Other:	49	--	102	214	88
- Medical or pharmaceutical expenses	16	--	32	28	39
- Other expenses	33	--	70	186	49

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	93.1%	--	88.4%	89.9%	98.1%
Visiting family or friends	5.3%	--	7.2%	2.7%	0.0%
Business and work	0.0%	--	0.8%	3.1%	0.8%
Education and training	0.0%	--	0.0%	3.4%	0.0%
Sports training	1.6%	--	0.9%	0.9%	0.0%
Health or medical care	0.0%	--	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	--	0.0%	0.0%	0.0%
Others	0.0%	--	2.7%	0.0%	1.1%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	44.8%	--	33.2%	41.5%	35.9%
Enjoy family time	9.3%	--	14.0%	5.6%	14.3%
Have fun	15.2%	--	13.2%	14.4%	12.1%
Explore the destination	30.7%	--	34.9%	35.0%	35.9%
Practice their hobbies	0.0%	--	3.9%	0.5%	0.0%
Other reasons	0.0%	--	0.7%	3.0%	1.9%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	44.0%	21.2%	11.4%
Canary Islands	--	--	18.8%	14.9%	12.8%
Other destination	--	--	37.3%	63.9%	75.8%
Balearic Islands	--	--	0.4%	3.1%	2.3%
Rest of Spain	--	--	1.3%	6.1%	2.9%
Italy	--	--	6.9%	10.6%	11.5%
France	--	--	1.2%	2.2%	4.3%
Turkey	--	--	1.3%	0.3%	4.9%
Greece	--	--	3.2%	13.8%	8.6%
Portugal	--	--	4.5%	2.8%	2.4%
Croatia	--	--	8.7%	12.5%	17.8%
Egypt	--	--	0.0%	0.0%	2.7%
Tunisia	--	--	0.0%	0.0%	0.0%
Morocco	--	--	0.0%	0.0%	0.0%
Others	--	--	9.6%	12.6%	18.3%

* 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")	--	--	29.8%	20.7%	35.5%
Canary Islands (other island)	--	--	33.0%	31.0%	31.8%
Other destination	--	--	37.2%	48.3%	32.7%
Balearic Islands	--	--	1.0%	2.7%	4.5%
Rest of Spain	--	--	11.3%	8.0%	7.9%
Italy	--	--	5.2%	9.1%	4.4%
France	--	--	0.8%	2.7%	0.0%
Turkey	--	--	0.8%	0.3%	1.0%
Greece	--	--	4.6%	7.3%	4.5%
Portugal	--	--	5.1%	8.6%	6.3%
Croatia	--	--	4.6%	2.7%	2.3%
Egypt	--	--	0.8%	1.9%	0.0%
Others	--	--	3.0%	5.0%	1.8%

* Percentage of valid answers

Importance of each factor in the destination choice

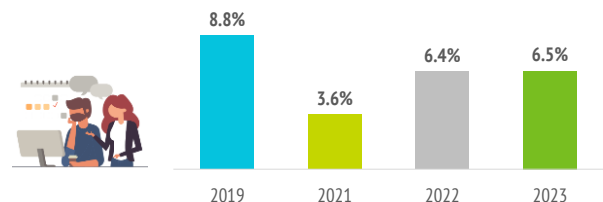
	2019	2020	2021	2022	2023
Safety	47.8%	--	50.5%	53.0%	65.8%
Climate	68.1%	--	75.7%	65.0%	64.6%
Beaches	46.2%	--	55.7%	49.8%	58.7%
Sea	52.7%	--	62.2%	57.6%	55.8%
Price	32.1%	--	33.4%	30.2%	46.3%
Landscapes	45.1%	--	52.8%	57.0%	46.0%
Accommodation supply	25.2%	--	37.0%	30.7%	38.0%
Environment	38.7%	--	28.5%	43.6%	36.6%
Gastronomy	26.5%	--	42.9%	37.9%	32.8%
Fun possibilities	27.5%	--	27.1%	34.8%	30.0%
European belonging	27.3%	--	33.7%	36.2%	28.1%
Effortless trip	19.2%	--	26.5%	20.1%	27.9%
Tranquility	31.2%	--	27.4%	28.9%	25.4%
Exoticism	26.0%	--	31.7%	27.3%	19.0%
Authenticity	24.9%	--	30.4%	23.9%	15.1%
Hiking trail network	10.5%	--	11.7%	16.5%	12.6%
Culture	12.5%	--	12.7%	23.2%	11.9%
Nightlife	9.4%	--	10.9%	11.7%	11.1%
Shopping	12.2%	--	12.6%	8.6%	8.9%
Historical heritage	15.1%	--	13.9%	15.3%	4.3%

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%	0.0%	0.0%
Between 1 and 30 days	42.1%	--	52.8%	38.2%	44.0%
Between 1 and 2 months	23.1%	--	28.1%	33.0%	21.8%
Between 3 and 6 months	24.9%	--	14.0%	22.4%	27.7%
More than 6 months	8.8%	--	3.6%	6.4%	6.5%

% 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	31.9%	--	39.5%	29.9%	21.0%
Friends or relatives	31.4%	--	45.5%	40.1%	36.0%
Internet or social media	57.3%	--	59.4%	71.8%	75.0%
Mass Media	2.4%	--	0.9%	4.5%	8.8%
Travel guides and magazines	9.5%	--	18.4%	13.9%	11.4%
Travel Blogs or Forums	13.7%	--	25.4%	16.0%	20.5%
Travel TV Channels	1.4%	--	0.3%	0.0%	6.0%
Tour Operator or Travel Agency	10.5%	--	5.4%	8.5%	18.6%
Public administrations or similar	1.3%	--	3.5%	2.4%	3.6%
Others	3.9%	--	6.2%	4.7%	0.0%

* Multi-choice question

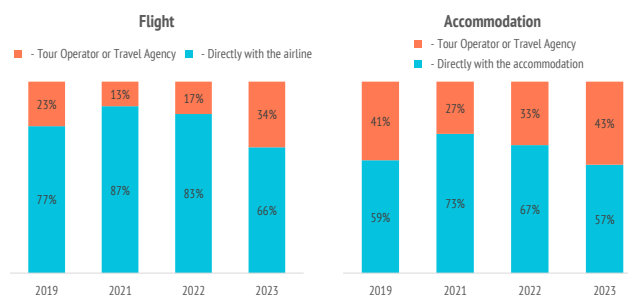
Tourist profile. Historical data (2019 - 2023)

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With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	76.7%	--	87.2%	83.1%	65.6%
- Tour Operator or Travel Agency	23.3%	--	12.8%	16.9%	34.4%
Accommodation					
- Directly with the accommodation	58.9%	--	72.7%	66.8%	56.6%
- Tour Operator or Travel Agency	41.1%	--	27.3%	33.2%	43.4%



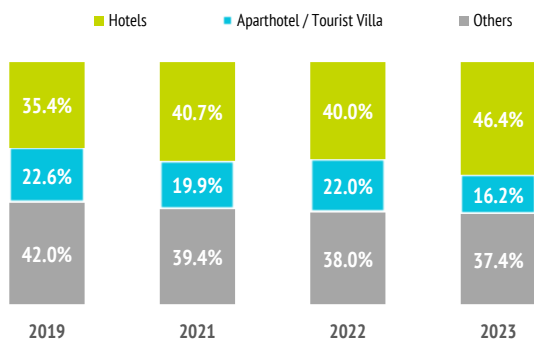
Where does the flight come from?

	2019	2020	2021	2022	2023
Hungary	76.0%	--	83.6%	68.4%	56.2%
Austria	10.1%	--	4.7%	17.6%	27.3%
Spanish Mainland	5.9%	--	2.7%	8.8%	7.3%
Germany	1.4%	--	7.9%	2.7%	3.0%
United Kingdom	1.8%	--	0.0%	2.1%	2.8%
Italy	1.0%	--	0.0%	0.5%	2.0%
Norway	0.0%	--	0.0%	0.0%	1.4%
Belgium	0.0%	--	0.2%	0.0%	0.0%
Ireland	0.0%	--	0.0%	0.0%	0.0%
Portugal	0.0%	--	0.3%	0.0%	0.0%
Others	3.7%	--	0.7%	0.0%	0.0%

Where do they stay?

	2019	2020	2021	2022	2023
1-2-3* Hotel	10.7%	--	8.1%	6.1%	16.6%
4* Hotel	21.0%	--	25.8%	32.3%	23.4%
5* Hotel / 5* Luxury Hotel	3.7%	--	6.8%	1.6%	6.5%
Aparthotel / Tourist Villa	22.6%	--	19.9%	22.0%	16.2%
House/room rented in a private dwelling	11.2%	--	19.8%	14.2%	5.7%
Private accommodation (1)	11.2%	--	12.5%	9.5%	5.8%
Others (Cottage, cruise, camping,...)	19.6%	--	7.1%	14.3%	25.9%

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

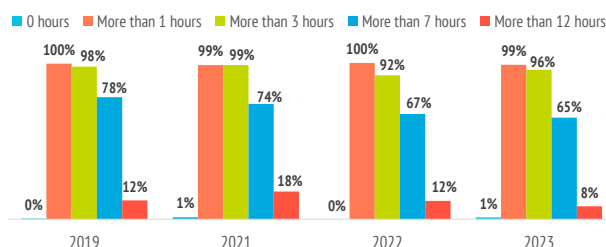


What do they book?

	2019	2020	2021	2022	2023
Room only	35.7%	--	42.6%	43.0%	31.3%
Bed and Breakfast	15.4%	--	21.1%	17.1%	4.5%
Half board	30.1%	--	24.2%	25.4%	34.3%
Full board	2.5%	--	0.3%	2.1%	0.0%
All inclusive	16.4%	--	11.9%	12.4%	29.9%

Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	0.5%	--	1.3%	0.0%	1.2%
1 - 2 hours	1.9%	--	0.0%	7.9%	3.2%
3 - 6 hours	19.6%	--	24.9%	24.7%	30.7%
7 - 12 hours	66.0%	--	56.0%	55.6%	56.7%
More than 12 hours	12.1%	--	17.7%	11.8%	8.3%
Outdoor time per day	9.3	--	9.2	8.6	8.0



Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	81.2%	--	88.9%	74.0%	85.7%
Walk, wander	58.6%	--	81.1%	66.9%	65.8%
Explore the island on their own	51.7%	--	78.2%	61.0%	64.5%
Swimming pool, hotel facilities	42.6%	--	37.5%	41.3%	60.3%
Sea excursions / whale watching	25.9%	--	25.7%	17.5%	33.9%
Hiking	--	--	36.8%	37.0%	25.2%
Organized excursions	11.1%	--	14.8%	19.0%	25.0%
Taste Canarian gastronomy	14.7%	--	27.9%	21.1%	24.8%
Swim	--	--	56.0%	15.9%	23.4%
Museums / exhibitions	14.4%	--	22.2%	18.0%	18.9%
Other Nature Activities	--	--	18.7%	18.2%	18.3%
Theme parks	19.1%	--	24.4%	20.0%	15.3%
Nightlife / concerts / shows	9.1%	--	12.4%	13.5%	15.3%
Wineries / markets / popular festivals	8.2%	--	16.1%	10.2%	14.5%
Running	--	--	14.8%	12.6%	9.3%
Surf	--	--	10.1%	1.8%	8.3%
Practice other sports	--	--	3.9%	7.4%	7.7%
Beauty and health treatments	4.4%	--	3.3%	2.4%	6.8%
Scuba Diving	--	--	2.2%	4.8%	6.2%
Cycling / Mountain bike	--	--	1.9%	4.6%	2.4%
Golf	--	--	3.5%	0.7%	2.1%
Astronomical observation	2.6%	--	4.3%	4.2%	2.0%
Windsurf / Kitesurf	--	--	4.2%	1.7%	0.7%

* Multi-choice question

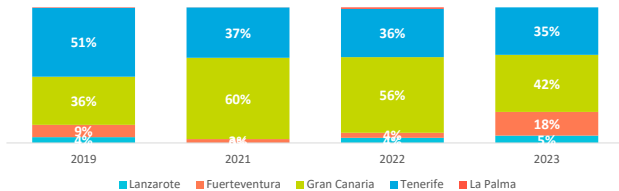
Tourist profile. Historical data (2019 - 2023)

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Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	2,099	--	0	1,406	1,250
Fuerteventura	4,480	--	483	1,351	4,093
Gran Canaria	17,515	--	10,246	20,558	9,836
Tenerife	25,064	--	6,327	13,115	8,184
La Palma	176	--	16	409	0



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	50.1%	--	53.1%	40.2%	36.9%
At least 10 previous visits	3.4%	--	9.4%	4.3%	0.7%
Repeat tourists (last 5 years)	46.6%	--	44.2%	37.2%	25.8%
Repeat tourists (last 5 years)(5 or more visits)	6.8%	--	13.8%	2.5%	0.7%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	51.6%	--	43.3%	57.1%	62.5%
Women	48.4%	--	56.7%	42.9%	37.5%
Age					
Average age	39.1	--	33.4	34.3	35.5
Standard deviation	12.7	--	10.1	11.5	12.5
Age range					
16 - 24 years old	8.7%	--	22.2%	18.5%	21.9%
25 - 30 years old	18.7%	--	26.5%	28.5%	18.4%
31 - 45 years old	49.6%	--	39.8%	32.9%	43.1%
46 - 60 years old	14.9%	--	11.6%	17.0%	13.5%
Over 60 years old	8.1%	--	0.0%	3.2%	3.0%
Occupation					
Salaried worker	51.7%	--	49.4%	39.0%	53.5%
Self-employed	16.8%	--	12.6%	20.3%	18.5%
Unemployed	1.5%	--	4.3%	2.5%	0.0%
Business owner	18.7%	--	12.9%	23.3%	15.7%
Student	2.7%	--	18.2%	11.3%	7.7%
Retired	4.7%	--	1.4%	1.9%	1.5%
Unpaid domestic work	1.4%	--	0.0%	0.0%	2.0%
Others	2.4%	--	1.3%	1.5%	1.1%
Annual household income level					
Less than €25,000	39.2%	--	41.4%	34.4%	12.7%
€25,000 - €49,999	38.4%	--	34.5%	27.8%	57.9%
€50,000 - €74,999	17.1%	--	15.1%	17.6%	16.5%
More than €74,999	5.2%	--	9.0%	20.2%	12.9%
Education level					
No studies	5.8%	--	0.2%	0.5%	2.1%
Primary education	2.4%	--	2.4%	4.2%	10.3%
Secondary education	13.7%	--	9.0%	21.7%	10.7%
Higher education	78.1%	--	88.4%	73.7%	76.8%

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	4.3%	--	0.0%	3.8%	5.3%
Fuerteventura	9.1%	--	2.8%	3.7%	17.5%
Gran Canaria	35.5%	--	60.0%	55.8%	42.1%
Tenerife	50.8%	--	37.1%	35.6%	35.0%
La Palma	0.4%	--	0.1%	1.1%	0.0%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	86.7%	--	94.5%	87.3%	92.5%
Two islands	10.7%	--	4.8%	10.3%	7.5%
Three or more islands	2.6%	--	0.7%	2.3%	0.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	9.18	--	9.27	9.03	9.22

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	3.0%	--	2.0%	2.8%	1.3%
Lived up to expectations	40.1%	--	45.6%	41.2%	30.6%
Better or much better than expected	56.9%	--	52.3%	56.0%	68.1%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.96	--	8.93	8.69	9.02
Recommend visiting the Canary Islands	9.25	--	9.21	9.10	9.33

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	11.0%	--	11.4%	12.1%	4.0%
Only with partner	40.0%	--	55.0%	40.9%	41.6%
Only with children (< 13 years old)	7.6%	--	8.2%	8.5%	7.2%
Partner + children (< 13 years old)	2.0%	--	3.4%	1.4%	9.4%
Other relatives	14.8%	--	3.0%	13.1%	24.2%
Friends	5.7%	--	4.8%	11.4%	6.9%
Work colleagues	0.0%	--	1.2%	0.0%	0.8%
Organized trip	0.0%	--	0.0%	0.3%	0.0%
Other combinations (2)	18.8%	--	13.0%	12.2%	6.0%

(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%	--	0.0%	1.2%	1.4%
- Between 3 and 12 years old	16.2%	--	10.0%	12.3%	25.6%
- Between 0 -2 and 3-12 years old	2.3%	--	2.3%	3.0%	0.0%
Tourists without children	79.9%	--	87.6%	83.4%	72.9%
Group composition:					
- 1 person	18.0%	--	15.3%	14.9%	6.6%
- 2 people	38.2%	--	61.3%	47.5%	44.6%
- 3 people	17.4%	--	2.9%	9.2%	6.6%
- 4 or 5 people	20.0%	--	16.0%	23.5%	37.0%
- 6 or more people	6.3%	--	4.6%	5.0%	5.2%
Average group size:	2.78	--	2.41	2.79	3.06

*People who share the main expenses of the trip