

# Tourist profile by quarter of trip (2023)

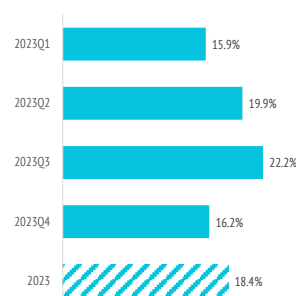
## ITALY

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

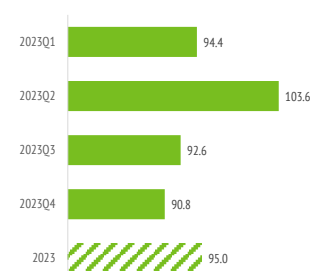


	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>163</b>	<b>148</b>	<b>155</b>	<b>189</b>	<b>655</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>146</b>	<b>131</b>	<b>138</b>	<b>175</b>	<b>590</b>
- book holiday package (*)	23	26	31	28	108
- do not book holiday package (*)	123	105	108	146	482
- % tourists who book holiday package	15.9%	19.9%	22.2%	16.2%	18.4%
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>16</b>	<b>17</b>	<b>17</b>	<b>14</b>	<b>64</b>
<i>(*) Thousand of tourists</i>					
<b>Expenditure per tourist (€)</b>					
- book holiday package	243	288	273	303	276
- holiday package	206	243	218	262	231
- others	38	45	55	41	45
- do not book holiday package	231	271	287	247	256
- flight	65	63	82	75	71
- accommodation	71	77	97	74	79
- others	95	131	108	98	106
<b>Average length of stay</b>	<b>12.14</b>	<b>8.73</b>	<b>10.86</b>	<b>8.79</b>	<b>10.09</b>
<b>Average daily expenditure (€)</b>	<b>135.8</b>	<b>139.6</b>	<b>134.8</b>	<b>131.2</b>	<b>135.1</b>
<b>Average daily expenditure (without flight)</b>	<b>94.4</b>	<b>103.6</b>	<b>92.6</b>	<b>90.8</b>	<b>95.0</b>
<b>Average cost of the flight (€)</b>	<b>66.9</b>	<b>68.7</b>	<b>82.8</b>	<b>79.7</b>	<b>74.5</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>180</b>	<b>137</b>	<b>177</b>	<b>173</b>	<b>667</b>

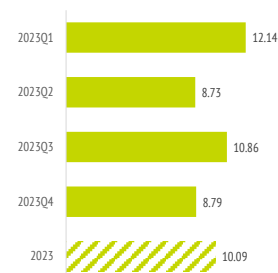
% tourists who book holiday package



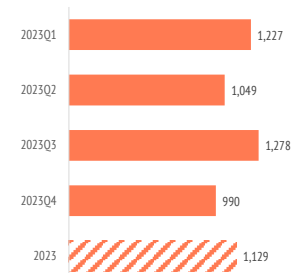
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>Accommodation:</b>					
- Accommodation	72.1%	75.2%	80.5%	74.9%	75.6%
- Additional accommodation expenses	6.5%	8.2%	10.9%	6.6%	7.9%
<b>Transport:</b>					
- National/International Transport	95.0%	94.8%	94.6%	96.0%	95.2%
- Flights between islands	8.3%	8.8%	12.6%	11.7%	10.4%
- Taxi	24.6%	31.6%	35.0%	24.6%	28.6%
- Car rental	51.2%	52.4%	53.5%	43.7%	49.8%
- Public transport	12.0%	12.7%	7.5%	14.1%	11.7%
<b>Food and drink:</b>					
- Food purchases at supermarkets	63.3%	60.1%	68.0%	63.5%	63.7%
- Restaurants	69.9%	73.4%	71.5%	67.3%	70.3%
<b>Leisure:</b>					
- Organized excursions	24.0%	31.5%	37.8%	39.4%	33.5%
- Sport activities	9.8%	9.4%	7.5%	7.5%	8.5%
- Cultural activities	3.2%	3.3%	2.5%	1.1%	2.4%
- Museums	6.1%	7.8%	7.5%	9.8%	7.9%
- Theme Parks	10.3%	10.6%	12.6%	14.3%	12.1%
- Discos and pubs	12.1%	16.8%	14.8%	13.4%	14.1%
- Wellness	3.6%	4.3%	3.6%	3.5%	3.7%
<b>Purchases of goods:</b>					
- Souvenirs	38.1%	41.0%	49.8%	43.9%	43.2%
- Real state	0.0%	0.8%	0.5%	0.5%	0.4%
- Other expenses	0.0%	0.3%	1.1%	1.6%	0.8%
<b>Other:</b>					
- Medical or pharmaceutical expenses	8.6%	7.7%	9.8%	6.8%	8.2%
- Other expenses	3.4%	5.3%	4.8%	4.6%	4.5%

### Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>Accommodation:</b>					
- Accommodation	788	588	700	529	646
- Additional accommodation expenses	212	123	135	83	135
<b>Transport:</b>					
- National/International Transport	825	578	722	606	678
- Flights between islands	370	276	395	319	340
- Flights between islands	186	79	74	64	94
- Taxi	58	78	86	85	78
- Car rental	145	110	137	103	124
- Public transport	66	34	30	36	42
<b>Food and drink:</b>					
- Food purchases at supermarkets	357	267	294	262	294
- Food purchases at supermarkets	163	98	99	104	116
- Restaurants	193	169	195	159	178
<b>Leisure:</b>					
- Organized excursions	512	510	504	378	475
- Organized excursions	100	77	95	87	89
- Sport activities	100	85	101	77	90
- Cultural activities	41	54	54	23	46
- Museums	37	52	56	32	43
- Theme Parks	56	57	55	61	58
- Discos and pubs	102	86	74	67	81
- Wellness	77	99	68	33	68
<b>Purchases of goods:</b>					
- Souvenirs	84	7,119	487	144	3,034
- Souvenirs	84	67	59	60	66
- Real state	0	7,021	387	37	2,923
- Other expenses	0	30	41	47	44
<b>Other:</b>					
- Medical or pharmaceutical expenses	94	98	200	82	120
- Medical or pharmaceutical expenses	35	34	51	18	35
- Other expenses	58	65	149	63	84

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.

## Tourist profile by quarter of trip (2023)

### ITALY



#### What is the main purpose of their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Holiday, leisure	79.8%	81.3%	87.1%	76.1%	<b>80.7%</b>
Visiting family or friends	14.4%	13.5%	11.4%	18.5%	<b>14.7%</b>
Business and work	2.1%	2.0%	0.6%	2.0%	<b>1.7%</b>
Education and training	0.0%	0.3%	0.0%	0.9%	<b>0.3%</b>
Sports training	2.4%	1.2%	0.7%	0.7%	<b>1.2%</b>
Health or medical care	0.0%	0.3%	0.0%	0.0%	<b>0.1%</b>
Fairs and congresses	0.5%	0.4%	0.1%	1.1%	<b>0.6%</b>
Others	0.8%	1.0%	0.1%	0.6%	<b>0.6%</b>

#### What is the main motivation for their holidays?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Rest	46.4%	42.4%	40.9%	40.4%	<b>42.4%</b>
Enjoy family time	13.8%	13.0%	13.4%	18.0%	<b>14.8%</b>
Have fun	10.6%	8.0%	10.6%	7.8%	<b>9.2%</b>
Explore the destination	24.4%	32.6%	32.9%	30.3%	<b>30.0%</b>
Practice their hobbies	4.2%	2.2%	0.8%	1.3%	<b>2.1%</b>
Other reasons	0.5%	1.8%	1.4%	2.2%	<b>1.5%</b>

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Didn't have holidays	12.1%	14.6%	15.7%	9.7%	<b>13.1%</b>
Canary Islands	19.1%	20.6%	22.6%	24.7%	<b>21.9%</b>
Other destination	68.8%	64.7%	61.8%	65.6%	<b>65.1%</b>
Balearic Islands	3.5%	5.5%	3.6%	1.3%	3.4%
Rest of Spain	8.6%	7.4%	10.1%	8.8%	8.8%
Italy	29.0%	23.2%	20.3%	28.0%	25.0%
France	5.8%	4.5%	2.6%	5.4%	4.5%
Turkey	0.8%	0.1%	0.4%	0.6%	0.5%
Greece	6.9%	8.3%	6.3%	3.3%	6.1%
Portugal	1.6%	2.2%	1.3%	3.2%	2.1%
Croatia	3.2%	4.5%	4.3%	5.2%	4.3%
Egypt	1.8%	2.0%	3.2%	1.2%	2.1%
Tunisia	0.0%	0.0%	0.5%	0.0%	0.1%
Morocco	1.5%	0.1%	0.3%	0.4%	0.5%
Others	6.4%	6.8%	8.9%	8.0%	7.6%

\* 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")	35.4%	30.0%	29.3%	37.7%	<b>33.3%</b>
Canary Islands (other island)	32.2%	30.2%	26.6%	33.5%	<b>30.7%</b>
Other destination	32.4%	39.9%	44.1%	28.8%	<b>36.0%</b>
Balearic Islands	3.3%	7.1%	7.0%	3.2%	5.1%
Rest of Spain	8.5%	9.2%	6.3%	5.0%	7.1%
Italy	3.4%	2.6%	6.0%	4.1%	4.1%
France	0.7%	0.5%	0.7%	0.3%	0.5%
Turkey	1.1%	3.6%	1.8%	1.6%	2.0%
Greece	2.0%	5.3%	12.0%	4.7%	6.0%
Portugal	6.3%	4.6%	4.4%	3.6%	4.7%
Croatia	1.5%	1.3%	1.2%	0.4%	1.0%
Egypt	3.7%	4.9%	2.6%	4.8%	4.0%
Others	1.9%	0.8%	2.1%	1.1%	1.5%

\* Percentage of valid answers

#### Importance of each factor in the destination choice

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Climate	78.5%	80.7%	69.2%	77.6%	<b>76.5%</b>
Landscapes	62.7%	62.9%	60.0%	62.3%	<b>62.0%</b>
Environment	65.3%	60.5%	53.8%	59.6%	<b>59.8%</b>
Sea	47.5%	55.6%	57.6%	53.5%	<b>53.5%</b>
Tranquility	52.1%	58.7%	51.2%	50.5%	<b>52.9%</b>
Beaches	41.2%	56.0%	56.0%	54.2%	<b>51.8%</b>
Safety	40.3%	44.6%	41.5%	41.4%	<b>41.9%</b>
European belonging	41.8%	41.3%	32.9%	33.4%	<b>37.1%</b>
Effortless trip	30.7%	33.8%	37.6%	29.8%	<b>32.8%</b>
Price	30.1%	34.9%	34.3%	28.7%	<b>31.8%</b>
Authenticity	25.1%	31.2%	30.0%	25.9%	<b>27.9%</b>
Accommodation supply	23.2%	30.6%	30.1%	23.9%	<b>26.7%</b>
Hiking trail network	28.9%	24.5%	19.6%	28.3%	<b>25.5%</b>
Fun possibilities	20.2%	24.6%	25.4%	21.2%	<b>22.7%</b>
Gastronomy	13.7%	22.1%	25.4%	20.3%	<b>20.3%</b>
Nightlife	9.6%	12.9%	17.8%	14.5%	<b>13.7%</b>
Exoticism	11.5%	12.7%	13.6%	14.8%	<b>13.3%</b>
Shopping	11.1%	12.0%	18.4%	11.0%	<b>13.0%</b>
Historical heritage	12.0%	13.3%	13.1%	9.8%	<b>11.9%</b>
Culture	9.4%	11.0%	12.3%	9.8%	<b>10.6%</b>

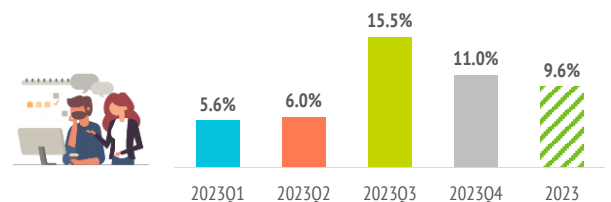
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% 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	0.4%	2.3%	1.0%	0.3%	<b>1.0%</b>
Between 1 and 30 days	30.4%	21.1%	17.4%	24.5%	<b>23.5%</b>
Between 1 and 2 months	37.5%	39.8%	23.0%	35.8%	<b>34.1%</b>
Between 3 and 6 months	26.0%	30.8%	43.1%	28.3%	<b>31.8%</b>
More than 6 months	5.6%	6.0%	15.5%	11.0%	<b>9.6%</b>

#### % 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	41.3%	29.2%	26.3%	28.6%	<b>31.4%</b>
Friends or relatives	38.8%	38.9%	33.1%	45.6%	<b>39.5%</b>
Internet or social media	40.7%	43.5%	58.4%	47.7%	<b>47.6%</b>
Mass Media	1.0%	2.3%	0.6%	0.5%	<b>1.1%</b>
Travel guides and magazines	3.5%	8.9%	6.4%	6.3%	<b>6.2%</b>
Travel Blogs or Forums	7.4%	9.0%	10.9%	7.1%	<b>8.5%</b>
Travel TV Channels	0.2%	1.0%	0.4%	0.8%	<b>0.6%</b>
Tour Operator or Travel Agency	9.6%	13.4%	15.9%	13.8%	<b>13.2%</b>
Public administrations or similar	0.0%	0.5%	0.3%	1.0%	<b>0.5%</b>
Others	2.1%	3.5%	2.7%	2.1%	<b>2.5%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2023)

### ITALY

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>Flight</b>					
- Directly with the airline	72.6%	68.5%	63.8%	69.9%	<b>68.8%</b>
- Tour Operator or Travel Agency	27.4%	31.5%	36.2%	30.1%	<b>31.2%</b>
<b>Accommodation</b>					
- Directly with the accommodation	54.6%	50.6%	45.0%	52.2%	<b>50.6%</b>
- Tour Operator or Travel Agency	45.4%	49.4%	55.0%	47.8%	<b>49.4%</b>

#### Where does the flight come from?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Italy	78.1%	86.3%	83.0%	83.1%	<b>82.5%</b>
Spanish Mainland	18.4%	13.2%	12.9%	13.6%	<b>14.6%</b>
Portugal	1.2%	0.3%	0.0%	1.7%	<b>0.9%</b>
United Kingdom	1.2%	0.0%	0.8%	0.7%	<b>0.7%</b>
Switzerland	0.0%	0.1%	1.4%	0.3%	<b>0.4%</b>
France	0.4%	0.0%	0.6%	0.0%	<b>0.2%</b>
Others	0.7%	0.1%	1.3%	0.6%	<b>0.7%</b>

#### Where do they stay?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
1-2-3* Hotel	8.4%	8.8%	12.2%	6.2%	<b>8.7%</b>
4* Hotel	22.7%	28.5%	24.5%	21.9%	<b>24.2%</b>
5* Hotel / 5* Luxury Hotel	4.7%	4.1%	3.4%	3.1%	<b>3.8%</b>
Aparthotel / Tourist Villa	15.9%	15.7%	21.6%	18.6%	<b>18.0%</b>
House/room rented in a private dwelling	14.8%	14.4%	14.4%	18.3%	<b>15.7%</b>
Private accommodation (1)	21.6%	18.0%	12.9%	17.0%	<b>17.4%</b>
Others (Cottage, cruise, camping,...)	11.9%	10.4%	11.0%	14.9%	<b>12.2%</b>

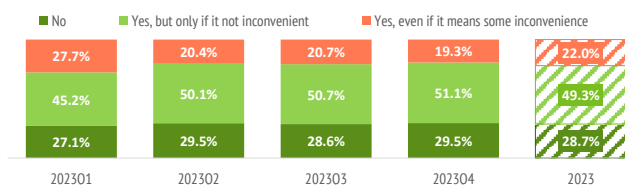
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

#### What do they book?

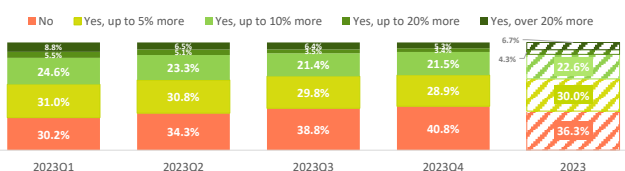
	2023Q1	2023Q2	2023Q3	2023Q4	2023
Room only	54.7%	45.6%	48.3%	56.7%	<b>51.5%</b>
Bed and Breakfast	12.1%	11.9%	11.3%	7.5%	<b>10.6%</b>
Half board	12.0%	15.2%	16.2%	11.8%	<b>13.8%</b>
Full board	6.4%	8.0%	5.6%	5.1%	<b>6.2%</b>
All inclusive	14.7%	19.3%	18.4%	18.9%	<b>17.9%</b>

## Sustainable Destination

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

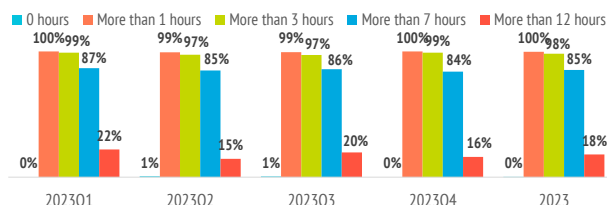


#### Would they be willing to spend more on travel to reduce their carbon footprint?



#### Activities in the Canary Islands

Outdoor time per day	2023Q1	2023Q2	2023Q3	2023Q4	2023
0 hours	0.0%	0.6%	0.5%	0.0%	<b>0.3%</b>
1 - 2 hours	0.9%	2.0%	2.3%	0.9%	<b>1.5%</b>
3 - 6 hours	12.3%	12.5%	11.3%	15.1%	<b>12.9%</b>
7 - 12 hours	64.7%	70.3%	66.3%	67.9%	<b>67.2%</b>
More than 12 hours	22.0%	14.6%	19.6%	16.1%	<b>18.1%</b>
Outdoor time per day	10.4	9.8	10.1	10.1	<b>10.1</b>



Activities in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Beach	77.2%	84.0%	88.4%	82.3%	<b>82.8%</b>
Walk, wander	73.7%	73.5%	72.6%	75.0%	<b>73.8%</b>
Explore the island on their own	61.5%	61.5%	64.0%	61.1%	<b>62.0%</b>
Swimming pool, hotel facilities	28.0%	45.7%	52.6%	36.7%	<b>40.3%</b>
Taste Canarian gastronomy	25.7%	31.2%	30.3%	23.9%	<b>27.5%</b>
Organized excursions	10.3%	22.7%	27.4%	25.3%	<b>21.5%</b>
Theme parks	12.9%	15.8%	18.4%	19.5%	<b>16.8%</b>
Hiking	18.9%	14.3%	12.8%	18.9%	<b>16.5%</b>
Nightlife / concerts / shows	13.3%	17.4%	18.9%	15.6%	<b>16.2%</b>
Wineries / markets / popular festivals	17.6%	14.5%	15.7%	13.8%	<b>15.4%</b>
Museums / exhibitions	14.5%	10.3%	16.7%	14.3%	<b>14.1%</b>
Other Nature Activities	13.1%	12.5%	14.1%	12.8%	<b>13.1%</b>
Sea excursions / whale watching	4.3%	15.0%	16.9%	12.4%	<b>12.0%</b>
Surf	9.1%	9.3%	5.9%	9.4%	<b>8.5%</b>
Beauty and health treatments	5.9%	5.5%	6.5%	5.6%	<b>5.8%</b>
Running	4.2%	4.9%	5.5%	6.8%	<b>5.4%</b>
Practice other sports	5.5%	3.2%	3.9%	4.0%	<b>4.1%</b>
Swim	2.3%	5.5%	4.5%	3.6%	<b>3.9%</b>
Scuba Diving	1.6%	4.8%	4.0%	4.6%	<b>3.8%</b>
Astronomical observation	2.3%	5.1%	2.5%	4.9%	<b>3.7%</b>
Cycling / Mountain bike	4.7%	2.6%	3.5%	1.4%	<b>3.0%</b>
Golf	2.0%	2.8%	1.7%	0.6%	<b>1.7%</b>
Windsurf / Kitesurf	0.4%	2.4%	1.7%	1.7%	<b>1.5%</b>

\* Multi-choise question

#### Perception of the following sustainability measures during their stay \*

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Quality of life on the island	8.2	8.5	8.3	8.2	<b>8.3</b>
Tolerance towards tourism	8.5	8.7	8.7	8.6	<b>8.6</b>
Cleanliness of the island	8.5	8.4	8.1	7.9	<b>8.2</b>
Air quality	8.8	8.9	8.8	8.6	<b>8.8</b>
Rational water consumption	7.8	7.9	7.8	7.6	<b>7.7</b>
Energy saving	7.3	7.7	7.6	7.4	<b>7.5</b>
Use of renewable energy	7.7	7.9	7.7	7.3	<b>7.6</b>
Recycling	7.1	7.0	7.1	6.9	<b>7.0</b>
Easy to get around by public transport	7.3	7.4	7.6	7.6	<b>7.5</b>
Overcrowding in tourist areas	7.1	7.2	6.9	7.0	<b>7.0</b>
Supply of local products	7.3	7.5	7.5	7.6	<b>7.5</b>

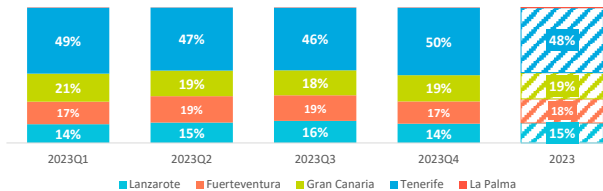
\* Scale 0 - 10 (0 = Not important and 10 = Very important)

## Tourist profile by quarter of trip (2023)

### ITALY

#### Which island do they choose?

Tourists (≥ 16 year old)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Lanzarote	20,254	19,740	22,528	24,666	87,188
Fuerteventura	24,281	25,433	26,039	28,836	104,589
Gran Canaria	30,187	24,683	25,435	33,781	114,086
Tenerife	71,201	60,926	63,797	86,749	282,673
La Palma	365	170	397	500	1,432



#### How many are loyal to the Canary Islands?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Repeat tourists	62.1%	51.6%	62.6%	48.4%	55.8%
At least 10 previous visits	15.2%	13.7%	13.5%	6.7%	11.9%
Repeat tourists (last 5 years)	59.3%	44.5%	52.5%	43.4%	49.7%
Repeat tourists (last 5 years) (5 or more)	20.0%	10.3%	11.3%	8.4%	12.4%

#### Who are they?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>Gender</b>					
Men	50.3%	50.5%	50.1%	48.8%	49.9%
Women	49.7%	49.5%	49.9%	51.2%	50.1%
<b>Age</b>					
Average age	44.8	43.1	39.0	40.0	41.6
Standard deviation	17.0	15.7	16.6	15.9	16.5
<b>Age range</b>					
16 - 24 years old	13.6%	11.0%	26.3%	20.7%	18.1%
25 - 30 years old	15.5%	17.4%	15.9%	12.0%	15.0%
31 - 45 years old	23.5%	31.5%	26.1%	32.3%	28.5%
46 - 60 years old	24.6%	21.6%	17.6%	22.3%	21.6%
Over 60 years old	22.9%	18.4%	14.1%	12.7%	16.8%
<b>Occupation</b>					
Salaried worker	40.3%	44.4%	47.0%	41.9%	43.2%
Self-employed	20.1%	25.7%	22.4%	21.5%	22.3%
Unemployed	1.6%	4.3%	2.5%	5.2%	3.5%
Business owner	10.6%	3.2%	5.5%	7.7%	6.9%
Student	9.5%	6.2%	13.8%	13.4%	10.9%
Retired	17.1%	12.6%	7.9%	7.3%	11.1%
Unpaid domestic work	0.5%	1.0%	0.8%	2.0%	1.1%
Others	0.5%	2.6%	0.2%	1.0%	1.0%
<b>Annual household income level</b>					
Less than €25,000	22.0%	25.3%	30.9%	23.9%	25.3%
€25,000 - €49,999	40.6%	51.0%	43.5%	47.5%	45.6%
€50,000 - €74,999	20.4%	14.7%	16.3%	14.1%	16.3%
More than €74,999	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Education level</b>					
No studies	0.2%	0.2%	0.6%	1.4%	0.6%
Primary education	2.6%	2.1%	0.4%	2.0%	1.8%
Secondary education	16.9%	13.8%	15.4%	13.9%	15.0%
Higher education	80.3%	83.9%	83.6%	82.7%	82.6%

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	2023Q1	2023Q2	2023Q3	2023Q4	2023
Lanzarote	13.8%	15.1%	16.3%	14.1%	14.8%
Fuerteventura	16.6%	19.4%	18.8%	16.5%	17.7%
Gran Canaria	20.6%	18.8%	18.4%	19.4%	19.3%
Tenerife	48.7%	46.5%	46.2%	49.7%	47.9%
La Palma	0.2%	0.1%	0.3%	0.3%	0.2%

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
One island	90.9%	88.1%	87.9%	88.1%	88.7%
Two islands	8.2%	10.0%	10.6%	10.3%	9.8%
Three or more islands	1.0%	1.9%	1.5%	1.6%	1.5%

#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Average rating	8.74	8.80	8.63	8.72	8.72

Experience in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Worse or much worse than expected	1.8%	4.1%	3.7%	2.6%	3.0%
Lived up to expectations	53.6%	42.7%	53.8%	52.7%	51.0%
Better or much better than expected	44.6%	53.2%	42.5%	44.7%	46.1%

Future intentions (scale 1-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Return to the Canary Islands	8.97	8.86	8.72	8.80	8.84
Recommend visiting the Canary Islands	9.02	8.95	8.94	8.95	8.97

#### Who do they come with?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Unaccompanied	18.3%	17.9%	7.7%	11.9%	13.8%
Only with partner	45.1%	46.1%	48.8%	35.0%	43.2%
Only with children (< 13 years old)	3.2%	5.3%	4.1%	6.4%	4.8%
Partner + children (< 13 years old)	3.5%	5.6%	4.1%	3.1%	4.0%
Other relatives	7.6%	2.0%	8.8%	11.8%	7.9%
Friends	11.5%	9.8%	13.9%	15.7%	12.9%
Work colleagues	0.7%	0.9%	0.1%	1.9%	1.0%
Organized trip	0.0%	1.0%	0.2%	0.0%	0.3%
Other combinations (2)	10.1%	11.4%	12.2%	14.1%	12.1%

(2) Combination of some of the groups previously analyzed

Tourists with children	9.9%	13.2%	10.9%	12.3%	11.6%
- Between 0 and 2 years old	0.1%	0.6%	0.4%	1.1%	0.6%
- Between 3 and 12 years old	9.5%	12.0%	10.5%	10.5%	10.6%
- Between 0 -2 and 3-12 years old	0.3%	0.5%	0.0%	0.7%	0.4%
<b>Tourists without children</b>	<b>90.1%</b>	<b>86.8%</b>	<b>89.1%</b>	<b>87.7%</b>	<b>88.4%</b>
<b>Group composition:</b>					
- 1 person	23.6%	21.5%	10.2%	17.5%	18.2%
- 2 people	50.5%	54.8%	55.8%	47.5%	51.8%
- 3 people	11.6%	12.3%	12.9%	17.7%	13.9%
- 4 or 5 people	10.8%	9.3%	18.3%	12.2%	12.6%
- 6 or more people	3.5%	2.1%	2.8%	5.1%	3.5%
<b>Average group size:</b>	<b>2.34</b>	<b>2.24</b>	<b>2.55</b>	<b>2.53</b>	<b>2.42</b>

\*People who share the main expenses of the trip