How many are they and how much do they spend?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**152**	**44**	**50**	**161**	**408**
Tourist arrivals ≥ 16 years old (EGT) (*)	**140**	**35**	**39**	**144**	**359**
- book holiday package (*)	85	13	16	82	**196**
- do not book holiday package (*)	56	22	23	63	**163**
- % tourists who book holiday package	60.3%	--	--	56.6%	**54.5%**
Children < 16 years old (FRONTUR - EGT) *(*)*	12	9	11	17	**49**
(*) Thousand of tourists					
Expenditure per tourist (€)	**2,010**	**--**	**--**	**1,850**	**1,886**
- book holiday package	319	--	--	422	**361**
- holiday package	252	--	--	301	**271**
- others	67	--	--	121	**90**
- do not book holiday package	350	--	--	425	**405**
- flight	118	--	--	113	**125**
- accommodation	111	--	--	125	**122**
- others	121	--	--	187	**159**
Average lenght of stay	**14.33**	**--**	**--**	**13.25**	**13.68**
Average daily expenditure (€)	**187.7**	**--**	**--**	**168.8**	**171.9**
Average daily expenditure (without flight)	**129.7**	**--**	**--**	**120.0**	**119.8**
Average cost of the flight (€)	**101.8**	**--**	**--**	**112.8**	**110.7**
Total turnover (≥ 16 years old) (€m)	**282**	**--**	**--**	**267**	**677**

% tourists who book holiday package
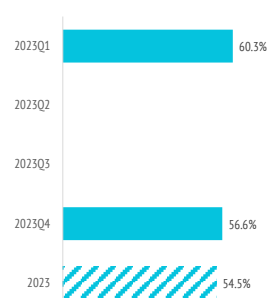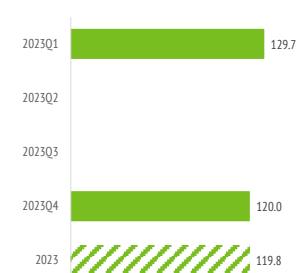
- 2023Q1: 60.3%
- 2023Q4: 56.6%
- 2023: 54.5%

Average daily expenditure (€) (without flight)

- 2023Q1: 129.7
- 2023Q4: 120.0
- 2023: 119.8

Average lenght of stay

- 2023Q1: 14.33
- 2023Q4: 13.25
- 2023: 13.68

Expenditure per tourist (€)
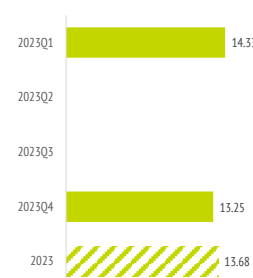
- 2023Q1: 2,010
- 2023Q4: 1,850
- 2023: 1,886
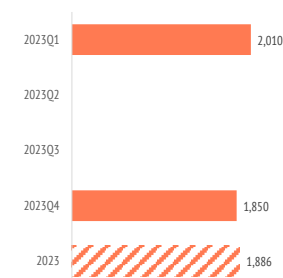
% Tourists whose spending has been greater than €0 in each item

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Accommodation:					
- Accommodation	79.4%	--	--	80.5%	**78.9%**
- Additional accommodation expenses	3.8%	--	--	3.7%	**3.9%**
Transport:					
- National/International Transport	95.2%	--	--	98.0%	**96.7%**
- Flights between islands	3.1%	--	--	5.4%	**4.5%**
- Taxi	61.0%	--	--	64.3%	**61.8%**
- Car rental	16.7%	--	--	16.8%	**17.9%**
- Public transport	12.5%	--	--	14.1%	**12.5%**
Food and drink:					
- Food purchases at supermarkets	66.3%	--	--	68.0%	**67.5%**
- Restaurants	77.2%	--	--	72.2%	**75.4%**
Leisure:					
- Organized excursions	14.3%	--	--	12.3%	**13.7%**
- Sport activities	8.9%	--	--	3.1%	**6.1%**
- Cultural activities	1.9%	--	--	1.7%	**2.1%**
- Museums	1.4%	--	--	1.2%	**1.3%**
- Theme Parks	6.6%	--	--	7.9%	**7.3%**
- Discos and pubs	8.4%	--	--	8.7%	**8.3%**
- Wellness	8.1%	--	--	7.9%	**8.0%**
Purchases of goods:					
- Souvenirs	26.3%	--	--	29.5%	**28.8%**
- Real state	0.6%	--	--	0.3%	**0.6%**
- Other expenses	0.9%	--	--	2.8%	**1.8%**
Other:					
- Medical or pharmaceutical expenses	8.3%	--	--	8.0%	**8.0%**
- Other expenses	7.7%	--	--	4.7%	**6.3%**

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:	**1,128**	**--**	**--**	**1,115**	**1,075**
- Accommodation	1,009	--	--	836	**883**
- Additional accommodation expenses	120	--	--	279	**192**
Transport:	**1,089**	**--**	**--**	**901**	**983**
- National/International Transport	648	--	--	503	**568**
- Flights between islands	105	--	--	75	**76**
- Taxi	112	--	--	105	**107**
- Car rental	174	--	--	169	**185**
- Public transport	51	--	--	48	**47**
Food and drink:	**493**	**--**	**--**	**634**	**548**
- Food purchases at supermarkets	187	--	--	190	**180**
- Restaurants	306	--	--	443	**368**
Leisure:	**609**	**--**	**--**	**601**	**568**
- Organized excursions	106	--	--	75	**86**
- Sport activities	97	--	--	110	**95**
- Cultural activities	130	--	--	78	**87**
- Museums	60	--	--	28	**46**
- Theme Parks	73	--	--	78	**75**
- Discos and pubs	90	--	--	152	**114**
- Wellness	52	--	--	81	**65**
Purchases of goods:	**4,112**	**--**	**--**	**2,213**	**3,758**
- Souvenirs	124	--	--	132	**133**
- Real state	565	--	--	1,500	**2,540**
- Other expenses	3,423	--	--	581	**1,084**
Other:	**109**	**--**	**--**	**258**	**151**
- Medical or pharmaceutical expenses	47	--	--	159	**88**
- Other expenses	62	--	--	99	**64**

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	92.8%	--	--	91.9%	**92.5%**
Visiting family or friends	5.0%	--	--	6.2%	**5.2%**
Business and work	0.8%	--	--	0.5%	**0.5%**
Education and training	0.0%	--	--	0.5%	**0.2%**
Sports training	0.3%	--	--	0.0%	**0.1%**
Health or medical care	0.2%	--	--	0.9%	**0.6%**
Fairs and congresses	0.0%	--	--	0.0%	**0.0%**
Others	0.9%	--	--	0.0%	**0.8%**

What is the main motivation for their holidays?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Rest	62.5%	--	--	64.4%	**63.7%**
Enjoy family time	20.7%	--	--	23.1%	**22.6%**
Have fun	6.3%	--	--	2.8%	**4.1%**
Explore the destination	6.1%	--	--	5.4%	**5.0%**
Practice their hobbies	2.3%	--	--	2.9%	**2.0%**
Other reasons	2.1%	--	--	1.5%	**2.5%**

Where did they spend their main holiday last year? *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Didn't have holidays	29.6%	--	--	26.5%	**26.3%**
Canary Islands	37.9%	--	--	29.3%	**31.9%**
Other destination	32.5%	--	--	44.3%	**41.8%**
Balearic Islands	0.0%	--	--	1.9%	**1.5%**
Rest of Spain	8.3%	--	--	7.6%	**8.7%**
Italy	3.8%	--	--	5.6%	**4.6%**
France	1.6%	--	--	3.3%	**2.3%**
Turkey	0.8%	--	--	2.0%	**1.4%**
Greece	6.1%	--	--	7.2%	**8.1%**
Portugal	0.0%	--	--	1.8%	**0.9%**
Croatia	0.7%	--	--	1.9%	**2.0%**
Egypt	1.0%	--	--	0.8%	**0.7%**
Tunisia	0.0%	--	--	0.0%	**0.0%**
Morocco	0.0%	--	--	0.2%	**0.1%**
Others	10.2%	--	--	11.9%	**11.5%**

* 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")	60.5%	--	--	48.6%	**52.1%**
Canary Islands (other island)	21.5%	--	--	21.4%	**19.4%**
Other destination	18.0%	--	--	30.0%	**28.5%**
Balearic Islands	0.6%	--	--	1.3%	**1.1%**
Rest of Spain	3.8%	--	--	8.6%	**7.2%**
Italy	2.2%	--	--	3.5%	**3.3%**
France	0.7%	--	--	0.5%	**1.2%**
Turkey	1.1%	--	--	1.9%	**1.4%**
Greece	2.4%	--	--	7.8%	**6.4%**
Portugal	1.7%	--	--	0.7%	**1.4%**
Croatia	1.1%	--	--	2.2%	**2.3%**
Egypt	1.9%	--	--	0.8%	**1.6%**
Others	2.5%	--	--	2.8%	**2.6%**

* Percentage of valid answers

Importance of each factor in the destination choice

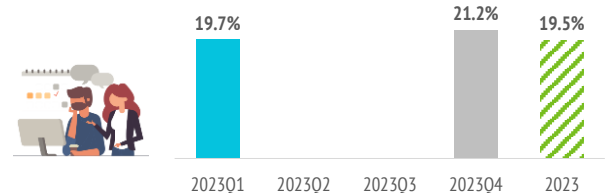|	2023Q1	2023Q2	2023Q3	2023Q4	2023
Climate	87.1%	--	--	84.0%	**84.2%**
Sea	36.7%	--	--	49.1%	**42.7%**
Safety	39.2%	--	--	42.5%	**41.5%**
Beaches	32.3%	--	--	40.7%	**36.9%**
Accommodation supply	34.4%	--	--	36.9%	**35.8%**
Effortless trip	36.2%	--	--	31.6%	**34.6%**
Tranquility	32.9%	--	--	34.0%	**33.7%**
European belonging	31.1%	--	--	26.1%	**28.1%**
Price	19.1%	--	--	27.0%	**24.1%**
Environment	16.1%	--	--	22.1%	**21.6%**
Gastronomy	20.1%	--	--	20.8%	**18.3%**
Landscapes	11.8%	--	--	17.8%	**15.3%**
Fun possibilities	12.4%	--	--	13.7%	**13.8%**
Hiking trail network	16.9%	--	--	8.7%	**12.9%**
Shopping	7.8%	--	--	9.3%	**8.9%**
Authenticity	6.7%	--	--	7.5%	**6.9%**
Nightlife	6.5%	--	--	6.4%	**6.5%**
Exoticism	3.6%	--	--	4.8%	**4.8%**
Culture	2.5%	--	--	5.1%	**3.9%**
Historical heritage	2.4%	--	--	4.0%	**3.4%**

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	0.2%	--	--	1.4%	**0.8%**
Between 1 and 30 days	23.0%	--	--	32.3%	**26.0%**
Between 1 and 2 months	22.2%	--	--	16.7%	**21.1%**
Between 3 and 6 months	34.9%	--	--	28.4%	**32.6%**
More than 6 months	19.7%	--	--	21.2%	**19.5%**

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

	2023Q1	2023Q2	2023Q3	2023Q4	2023
	19.7%			21.2%	19.5%

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Previous visits to the Canary Islands	60.2%	--	--	53.8%	**58.3%**
Friends or relatives	26.1%	--	--	29.5%	**27.8%**
Internet or social media	39.3%	--	--	41.5%	**41.6%**
Mass Media	2.1%	--	--	1.6%	**1.5%**
Travel guides and magazines	1.4%	--	--	2.5%	**1.9%**
Travel Blogs or Forums	1.7%	--	--	0.8%	**1.3%**
Travel TV Channels	0.3%	--	--	1.3%	**0.6%**
Tour Operator or Travel Agency	26.2%	--	--	19.5%	**21.9%**
Public administrations or similar	0.2%	--	--	0.1%	**0.1%**
Others	3.0%	--	--	2.7%	**3.6%**

* Multi-choise question

Canary Islands
LATITUDE OF LIFE

With whom did they book their flight and accommodation? 👁

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Flight					
- Directly with the airline	35.8%	--	--	39.4%	**42.5%**
- Tour Operator or Travel Agency	64.2%	--	--	60.6%	**57.5%**
Accommodation					
- Directly with the accommodation	27.0%	--	--	32.8%	**32.6%**
- Tour Operator or Travel Agency	73.0%	--	--	67.2%	**67.4%**

Where does the flight come from? 🌐

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Norway	91.5%	--	--	98.7%	**94.5%**
Denmark	4.0%	--	--	0.0%	**1.7%**
Spanish Mainland	0.6%	--	--	0.7%	**1.2%**
Germany	2.4%	--	--	0.0%	**1.1%**
Sweden	0.8%	--	--	0.4%	**0.5%**
United Kingdom	0.4%	--	--	0.0%	**0.4%**
Others	0.3%	--	--	0.1%	**0.5%**

Where do they stay? 🛏

	2023Q1	2023Q2	2023Q3	2023Q4	2023
1-2-3* Hotel	14.6%	--	--	15.4%	**15.7%**
4* Hotel	26.3%	--	--	27.5%	**26.0%**
5* Hotel / 5* Luxury Hotel	4.8%	--	--	4.0%	**5.3%**
Aparthotel / Tourist Villa	25.6%	--	--	24.7%	**24.6%**
House/room rented in a private dwelling	10.1%	--	--	11.7%	**10.0%**
Private accommodation (1)	12.3%	--	--	11.7%	**12.3%**
Others (Cottage, cruise, camping,..)	6.4%	--	--	4.9%	**6.2%**

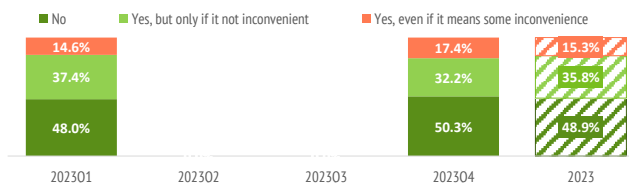*(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.*
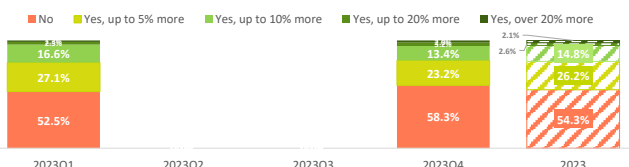
What do they book? 🍽

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Room only	51.8%	--	--	52.4%	**51.3%**
Bed and Breakfast	18.1%	--	--	19.2%	**19.7%**
Half board	8.1%	--	--	7.9%	**8.8%**
Full board	3.0%	--	--	2.5%	**2.6%**
All inclusive	19.0%	--	--	17.9%	**17.6%**

Activities in the Canary Islands 🚶

Outdoor time per day	2023Q1	2023Q2	2023Q3	2023Q4	2023
0 hours	4.8%	--	--	3.1%	**3.6%**
1 - 2 hours	8.3%	--	--	10.1%	**11.6%**
3 - 6 hours	33.3%	--	--	37.0%	**36.4%**
7 - 12 hours	49.4%	--	--	42.4%	**42.3%**
More than 12 hours	4.2%	--	--	7.4%	**6.1%**
Outdoor time per day	7.1	--	--	7.2	**6.9**

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

2023Q1: 95% 87% 54% 5% 4%
2023Q4: 97% 87% 50% 3% 7%
2023: 96% 85% 48% 4% 6%

Activities in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Walk, wander	75.8%	--	--	73.7%	**75.2%**
Beach	58.8%	--	--	71.5%	**65.3%**
Swimming pool, hotel facilities	63.0%	--	--	60.4%	**62.9%**
Hiking	33.1%	--	--	34.4%	**34.7%**
Explore the island on their own	30.9%	--	--	33.0%	**32.7%**
Nightlife / concerts / shows	13.1%	--	--	16.9%	**14.9%**
Wineries / markets / popular festivals	9.5%	--	--	9.2%	**10.3%**
Theme parks	7.5%	--	--	9.5%	**9.6%**
Running	9.5%	--	--	7.3%	**9.4%**
Beauty and health treatments	9.9%	--	--	7.5%	**9.3%**
Organized excursions	7.6%	--	--	8.2%	**8.0%**
Taste Canarian gastronomy	6.7%	--	--	5.9%	**6.5%**
Swim	4.8%	--	--	5.6%	**5.5%**
Sea excursions / whale watching	6.6%	--	--	3.8%	**5.0%**
Museums / exhibitions	4.5%	--	--	2.7%	**3.8%**
Golf	4.7%	--	--	3.1%	**3.7%**
Other Nature Activities	3.0%	--	--	2.6%	**2.6%**
Cycling / Mountain bike	4.2%	--	--	1.3%	**2.5%**
Practice other sports	2.3%	--	--	2.3%	**2.5%**
Scuba Diving	1.9%	--	--	0.6%	**1.7%**
Surf	1.6%	--	--	1.8%	**1.4%**
Astronomical observation	0.9%	--	--	1.8%	**1.2%**
Windsurf / Kitesurf	0.6%	--	--	0.4%	**0.4%**

* 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: 14.6% / 37.4% / 48.0%
2023Q4: 17.4% / 32.2% / 50.3%
2023: 15.3% / 35.8% / 48.9%

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

2023Q1: 16.6% / 27.1% / 52.5%
2023Q4: 2.6% / 13.4% / 23.2% / 58.3%
2023: 2.1% / 14.8% / 26.2% / 54.3%

Percepcion of the following sustainability measures during their stay *

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Quality of life on the island	7.4	--	--	7.5	**7.5**
Tolerance towards tourism	8.4	--	--	8.4	**8.4**
Cleanliness of the island	7.5	--	--	7.4	**7.5**
Air quality	7.8	--	--	7.8	**7.9**
Rational water consumption	7.1	--	--	7.2	**7.2**
Energy saving	6.6	--	--	6.7	**6.7**
Use of renewable energy	6.7	--	--	6.6	**6.6**
Recycling	6.3	--	--	5.9	**6.1**
Easy to get around by public transport	7.5	--	--	7.4	**7.4**
Overcrowding in tourist areas	6.6	--	--	6.1	**6.3**
Supply of local products	6.4	--	--	6.3	**6.5**

* 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	4,505	--	--	4,436	9,941
Fuerteventura	2,696	--	--	5,137	7,973
Gran Canaria	112,437	--	--	104,283	279,257
Tenerife	20,481	--	--	30,022	61,124
La Palma	0	--	--	202	302

Share by islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Lanzarote	3.2%	--	--	3.1%	2.8%
Fuerteventura	1.9%	--	--	3.6%	2.2%
Gran Canaria	80.2%	--	--	72.4%	77.9%
Tenerife	14.6%	--	--	20.8%	17.0%
La Palma	0.0%	--	--	0.1%	0.1%

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

	2023Q1	2023Q4	2023
Tenerife	15%	21%	17%
Gran Canaria	80%	72%	78%
Fuerteventura		4%	2%

How many islands do they visit during their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
One island	96.1%	--	--	92.6%	94.0%
Two islands	3.4%	--	--	6.4%	5.5%
Three or more islands	0.5%	--	--	1.0%	0.6%

How many are loyal to the Canary Islands?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Repeat tourists	85.3%	--	--	81.9%	84.2%
At least 10 previous visits	38.8%	--	--	33.8%	34.7%
Repeat tourists (last 5 years)	78.4%	--	--	70.6%	74.5%
Repeat tourists (last 5 years) (5 or more	20.3%	--	--	24.7%	21.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Average rating	8.47	--	--	8.51	8.56

Experience in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Worse or much worse than expected	1.3%	--	--	0.9%	1.6%
Lived up to expectations	64.0%	--	--	68.3%	65.9%
Better or much better than expected	34.7%	--	--	30.8%	32.5%

Future intentions (scale 1-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Return to the Canary Islands	8.96	--	--	8.72	8.86
Recommend visiting the Canary Islands	8.87	--	--	8.71	8.84

Who are they?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Gender					
Men	49.7%	--	--	48.0%	47.9%
Women	50.3%	--	--	52.0%	52.1%
Age					
Average age	55.8	--	--	53.0	53.4
Standard deviation	16.7	--	--	16.4	16.9
Age range					
16 - 24 years old	5.3%	--	--	5.7%	6.7%
25 - 30 years old	3.8%	--	--	7.2%	6.5%
31 - 45 years old	18.3%	--	--	22.5%	20.3%
46 - 60 years old	27.2%	--	--	23.9%	25.0%
Over 60 years old	45.4%	--	--	40.7%	41.5%
Occupation					
Salaried worker	46.6%	--	--	56.5%	51.4%
Self-employed	9.3%	--	--	8.9%	9.3%
Unemployed	0.5%	--	--	0.0%	0.5%
Business owner	8.9%	--	--	6.1%	7.2%
Student	1.5%	--	--	1.2%	1.6%
Retired	32.4%	--	--	24.4%	28.0%
Unpaid domestic work	0.0%	--	--	0.0%	0.0%
Others	0.8%	--	--	3.1%	2.0%
Annual household income level					
Less than €25,000	3.3%	--	--	1.5%	2.6%
€25,000 - €49,999	10.1%	--	--	15.7%	14.2%
€50,000 - €74,999	25.8%	--	--	25.5%	27.2%
More than €74,999	0.0%	--	--	0.0%	0.0%
Education level					
No studies	0.4%	--	--	1.1%	0.9%
Primary education	2.4%	--	--	2.9%	3.0%
Secondary education	24.1%	--	--	28.2%	25.4%
Higher education	73.1%	--	--	67.9%	70.7%

Who do they come with?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Unaccompanied	9.7%	--	--	10.0%	10.0%
Only with partner	47.3%	--	--	46.8%	47.5%
Only with children (< 13 years old)	4.1%	--	--	5.3%	4.5%
Partner + children (< 13 years old)	6.9%	--	--	3.6%	5.6%
Other relatives	10.1%	--	--	10.3%	10.3%
Friends	3.1%	--	--	8.4%	5.4%
Work colleagues	0.2%	--	--	0.0%	0.1%
Organized trip	0.0%	--	--	0.0%	0.0%
Other combinations (2)	18.6%	--	--	15.5%	16.6%

(2) Combination of some of the groups previously analyzed

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Tourists with children	18.3%	--	--	15.6%	17.3%
- Between 0 and 2 years old	1.7%	--	--	1.4%	1.4%
- Between 3 and 12 years old	15.8%	--	--	13.1%	14.5%
- Between 0 -2 and 3-12 years old	0.9%	--	--	1.2%	1.4%
Tourists without children	81.7%	--	--	84.4%	82.7%
Group composition:					
- 1 person	13.7%	--	--	12.9%	12.7%
- 2 people	54.8%	--	--	60.2%	57.2%
- 3 people	9.6%	--	--	12.7%	10.6%
- 4 or 5 people	15.8%	--	--	10.8%	13.8%
- 6 or more people	6.1%	--	--	3.4%	5.7%
Average group size:	2.61	--	--	2.44	2.60

*People who share the main expenses of the trip