How many are they and how much do they spend?

TOURISTS	2019	2020	2021	2022	2023
Tourist arrivals (FRONTUR) (*)	432	136	89	333	408
Tourist arrivals ≥ 16 years old (EGT) (*)	372	120	79	296	359
- book holiday package (*)	219	--	47	177	196
- do not book holiday package (*)	152	--	32	119	163
- % tourists who book holiday package	59.0%	--	59.1%	59.8%	54.5%
Children < 16 years old (FRONTUR - EGT) (*)	60	--	9	37	49
Expenditure per tourist (€)	1,363	--	1,590	1,760	1,886
- book holiday package	1,448	--	1,676	1,873	1,887
- holiday package	1,060	--	1,256	1,502	1,416
- others	388	--	420	371	472
- do not book holiday package	1,240	--	1,467	1,591	1,885
- flight	387	--	454	518	581
- accommodation	357	--	316	403	567
- others	496	--	697	670	737
Average lenght of stay	11.27	--	12.15	11.72	13.68
Average daily expenditure (€)	140.8	--	170.8	187.1	171.9
Average daily expenditure (without flight)	95.5	--	118.0	124.6	119.8
Average cost of the flight (€)	423.8	--	488.0	563.9	549.9
Total turnover (≥ 16 years old) (€m)	507	--	126	521	677

(*) Thousands of tourists

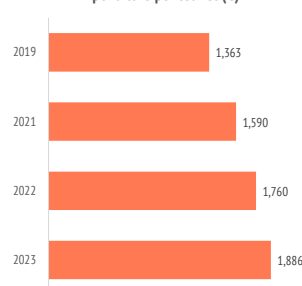% tourists who book holiday package
2019: 59.0%
2021: 59.1%
2022: 59.8%
2023: 54.5%
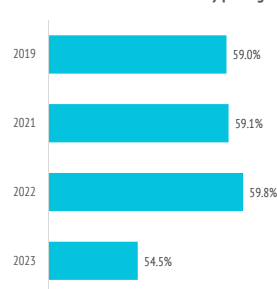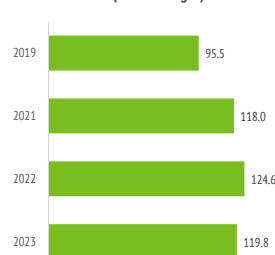
Average daily expenditure (€) (without flight)
2019: 95.5
2021: 118.0
2022: 124.6
2023: 119.8

Average lenght of stay
2019: 11.27
2021: 12.15
2022: 11.72
2023: 13.68

Expenditure per tourist (€)
2019: 1,363
2021: 1,590
2022: 1,760
2023: 1,886
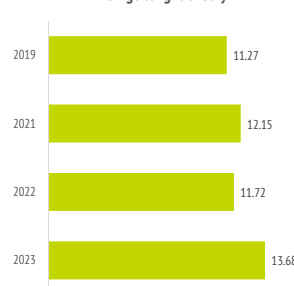
% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	80.5%	--	81.3%	80.6%	78.9%
- Additional accommodation expenses	4.1%	--	7.4%	4.8%	3.9%
Transport:					
- National/International Transport	96.5%	--	98.4%	96.7%	96.7%
- Flights between islands	3.1%	--	2.1%	2.6%	4.5%
- Taxi	53.8%	--	67.0%	63.0%	61.8%
- Car rental	16.6%	--	16.6%	13.4%	17.9%
- Public transport	10.2%	--	13.5%	11.5%	12.5%
Food and drink:					
- Food purchases at supermarkets	63.5%	--	68.8%	63.3%	67.5%
- Restaurants	73.9%	--	74.2%	72.8%	75.4%
Leisure:					
- Organized excursions	8.7%	--	8.1%	12.9%	13.7%
- Sport activities	2.9%	--	7.8%	5.7%	6.1%
- Cultural activities	1.1%	--	0.4%	1.5%	2.1%
- Museums	1.3%	--	2.2%	2.3%	1.3%
- Theme Parks	3.9%	--	6.2%	6.9%	7.3%
- Discos and pubs	6.9%	--	9.9%	7.3%	8.3%
- Wellness	5.5%	--	5.2%	9.1%	8.0%
Purchases of goods:					
- Souvenirs	30.0%	--	33.1%	32.1%	28.8%
- Real state	0.2%	--	0.4%	0.8%	0.6%
- Other expenses	0.3%	--	1.0%	1.2%	1.8%
Other:					
- Medical or pharmaceutical expenses	5.9%	--	8.2%	7.1%	8.0%
- Other expenses	6.1%	--	7.2%	5.7%	6.3%

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:	765	--	904	1,045	1,075
- Accommodation	598	--	653	809	883
- Additional accommodation expenses	167	--	251	236	192
Transport:	737	--	861	1,010	983
- National/International Transport	439	--	496	583	568
- Flights between islands	105	--	71	92	76
- Taxi	71	--	107	111	107
- Car rental	99	--	153	189	185
- Public transport	23	--	35	35	47
Food and drink:	439	--	477	452	548
- Food purchases at supermarkets	160	--	195	166	180
- Restaurants	279	--	282	286	368
Leisure:	563	--	691	650	568
- Organized excursions	104	--	88	100	86
- Sport activities	60	--	129	81	95
- Cultural activities	65	--	71	60	87
- Museums	33	--	34	36	46
- Theme Parks	113	--	62	125	75
- Discos and pubs	130	--	165	150	114
- Wellness	57	--	142	99	65
Purchases of goods:	2,929	--	583	1,356	3,758
- Souvenirs	137	--	139	152	133
- Real state	2,743	--	85	186	2,540
- Other expenses	48	--	358	1,017	1,084
Other:	138	--	128	121	151
- Medical or pharmaceutical expenses	80	--	55	53	88
- Other expenses	58	--	73	67	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?

	2019	2020	2021	2022	2023
Holiday, leisure	91.6%	--	94.3%	94.0%	92.5%
Visiting family or friends	5.3%	--	4.3%	3.0%	5.2%
Business and work	1.0%	--	0.6%	0.7%	0.5%
Education and training	0.1%	--	0.0%	0.1%	0.2%
Sports training	0.8%	--	0.3%	0.2%	0.1%
Health or medical care	0.4%	--	0.4%	0.6%	0.6%
Fairs and congresses	0.1%	--	0.0%	0.0%	0.0%
Others	0.7%	--	0.1%	1.3%	0.8%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	70.5%	--	72.4%	65.0%	63.7%
Enjoy family time	17.6%	--	17.0%	21.2%	22.6%
Have fun	2.7%	--	5.2%	5.9%	4.1%
Explore the destination	5.5%	--	1.8%	5.0%	5.0%
Practice their hobbies	2.5%	--	2.1%	1.4%	2.0%
Other reasons	1.2%	--	1.4%	1.6%	2.5%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	68.3%	59.0%	26.3%
Canary Islands	--	--	17.7%	21.2%	31.9%
Other destination	--	--	14.0%	19.7%	41.8%
Balearic Islands	--	--	0.3%	1.0%	1.5%
Rest of Spain	--	--	0.7%	3.2%	8.7%
Italy	--	--	0.5%	1.5%	4.6%
France	--	--	0.8%	1.3%	2.3%
Turkey	--	--	0.0%	0.7%	1.4%
Greece	--	--	1.3%	2.5%	8.1%
Portugal	--	--	0.1%	0.3%	0.9%
Croatia	--	--	1.0%	1.5%	2.0%
Egypt	--	--	0.3%	0.2%	0.7%
Tunisia	--	--	0.3%	0.2%	0.0%
Morocco	--	--	0.0%	0.0%	0.1%
Others	--	--	8.8%	7.4%	11.5%

* 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")	--	--	50.8%	50.2%	52.1%
Canary Islands (other island)	--	--	23.3%	23.8%	19.4%
Other destination	--	--	25.9%	26.0%	28.5%
Balearic Islands	--	--	0.4%	0.9%	1.1%
Rest of Spain	--	--	6.5%	6.3%	7.2%
Italy	--	--	3.2%	3.4%	3.3%
France	--	--	1.3%	0.8%	1.2%
Turkey	--	--	1.1%	1.7%	1.4%
Greece	--	--	4.5%	6.2%	6.4%
Portugal	--	--	2.7%	2.4%	1.4%
Croatia	--	--	2.0%	2.0%	2.3%
Egypt	--	--	1.9%	0.6%	1.6%
Others	--	--	2.3%	1.5%	2.6%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019	2020	2021	2022	2023
Climate	87.9%	--	87.7%	88.2%	84.2%
Sea	43.6%	--	44.7%	51.1%	42.7%
Safety	41.6%	--	45.1%	42.8%	41.5%
Beaches	40.8%	--	44.0%	47.5%	36.9%
Accommodation supply	37.1%	--	35.5%	41.7%	35.8%
Effortless trip	35.4%	--	39.4%	39.6%	34.6%
Tranquility	35.3%	--	33.9%	32.5%	33.7%
European belonging	27.6%	--	36.7%	34.9%	28.1%
Price	26.7%	--	28.2%	22.8%	24.1%
Environment	20.3%	--	22.3%	22.0%	21.6%
Gastronomy	17.5%	--	19.1%	24.9%	18.3%
Landscapes	14.9%	--	14.8%	17.8%	15.3%
Fun possibilities	12.1%	--	17.6%	20.6%	13.8%
Hiking trail network	14.6%	--	17.2%	12.0%	12.9%
Shopping	8.5%	--	9.7%	9.8%	8.9%
Authenticity	5.9%	--	11.2%	7.5%	6.9%
Nightlife	5.9%	--	11.8%	11.2%	6.5%
Exoticism	4.2%	--	7.8%	7.7%	4.8%
Culture	3.6%	--	7.6%	7.8%	3.9%
Historical heritage	4.1%	--	6.6%	3.6%	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?

	2019	2020	2021	2022	2023
The same day	0.8%	--	1.1%	1.3%	0.8%
Between 1 and 30 days	28.7%	--	32.9%	27.3%	26.0%
Between 1 and 2 months	23.7%	--	30.3%	20.5%	21.1%
Between 3 and 6 months	27.3%	--	21.8%	29.9%	32.6%
More than 6 months	19.6%	--	13.9%	21.0%	19.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2019	2021	2022	2023
19.6%	13.9%	21.0%	19.5%
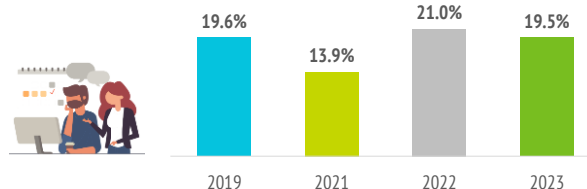
What channels did they use to get information about the trip?

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	63.7%	--	64.6%	61.1%	58.3%
Friends or relatives	23.5%	--	28.6%	27.6%	27.8%
Internet or social media	48.5%	--	41.5%	40.0%	41.6%
Mass Media	1.0%	--	1.3%	1.5%	1.5%
Travel guides and magazines	3.0%	--	2.1%	1.9%	1.9%
Travel Blogs or Forums	1.8%	--	0.7%	1.0%	1.3%
Travel TV Channels	0.2%	--	0.0%	0.4%	0.6%
Tour Operator or Travel Agency	24.3%	--	18.8%	24.0%	21.9%
Public administrations or similar	0.1%	--	0.9%	0.3%	0.1%
Others	2.2%	--	1.2%	3.0%	3.6%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	35.5%	--	38.4%	38.7%	42.5%
- Tour Operator or Travel Agency	64.5%	--	61.6%	61.3%	57.5%
Accommodation					
- Directly with the accommodation	25.1%	--	26.2%	29.3%	32.6%
- Tour Operator or Travel Agency	74.9%	--	73.8%	70.7%	67.4%

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

2019	2021	2022	2023
64%	62%	61%	57%
36%	38%	39%	43%

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

2019	2021	2022	2023
75%	74%	71%	67%
25%	26%	29%	33%
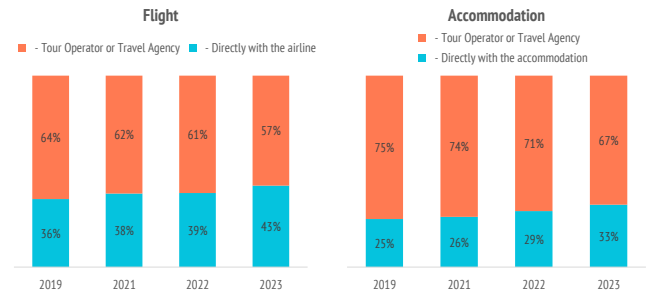
Where does the flight come from? 🌐

	2019	2020	2021	2022	2023
Norway	96.6%	--	95.3%	95.6%	94.5%
Denmark	1.0%	--	1.0%	1.9%	1.7%
Spanish Mainland	0.5%	--	1.0%	0.9%	1.2%
Germany	0.1%	--	0.5%	0.7%	1.1%
Sweden	0.7%	--	0.3%	0.3%	0.5%
United Kingdom	0.9%	--	0.4%	0.2%	0.4%
Poland	0.0%	--	0.0%	0.0%	0.2%
Belgium	0.0%	--	0.6%	0.0%	0.1%
Portugal	0.0%	--	0.1%	0.0%	0.1%
Switzerland	0.0%	--	0.3%	0.1%	0.1%
Others	0.2%	--	0.5%	0.3%	0.0%

Activities in the Canary Islands 🚶

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	2.6%	--	2.6%	3.2%	3.6%
1 - 2 hours	8.3%	--	8.0%	10.7%	11.6%
3 - 6 hours	34.2%	--	36.2%	38.0%	36.4%
7 - 12 hours	47.7%	--	44.8%	39.8%	42.3%
More than 12 hours	7.1%	--	8.3%	8.2%	6.1%
Outdoor time per day	7.5	--	7.3	6.8	6.9

- 0 hours - More than 1 hours - More than 3 hours - More than 7 hours - More than 12 hours

	2019	2021	2022	2023
More than 1 hours	97%	97%	97%	96%
More than 3 hours	89%	89%	86%	85%
More than 7 hours	55%	53%	48%	48%
More than 12 hours	7%	8%	8%	6%
0 hours	3%	3%	3%	4%
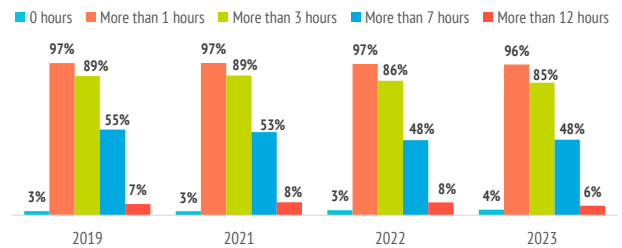
Where do they stay? 🛏

	2019	2020	2021	2022	2023
1-2-3* Hotel	15.5%	--	19.7%	18.3%	15.7%
4* Hotel	23.0%	--	28.6%	26.7%	26.0%
5* Hotel / 5* Luxury Hotel	5.0%	--	5.3%	8.6%	5.3%
Aparthotel / Tourist Villa	35.5%	--	20.3%	21.4%	24.6%
House/room rented in a private dwelling	6.9%	--	10.3%	5.9%	10.0%
Private accommodation (1)	8.8%	--	11.1%	10.5%	12.3%
Others (Cottage, cruise, camping,..)	5.3%	--	4.7%	8.6%	6.2%

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

- Hotels - Aparthotel / Tourist Villa - Others

	2019	2021	2022	2023
Hotels	43.6%	53.7%	53.6%	46.9%
Aparthotel / Tourist Villa	35.5%	20.3%	21.4%	24.6%
Others	20.9%	26.1%	25.0%	28.5%

Activities in the Canary Islands

Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	77.5%	--	78.2%	74.4%	75.2%
Beach	63.5%	--	65.7%	67.6%	65.3%
Swimming pool, hotel facilities	59.5%	--	56.9%	65.4%	62.9%
Hiking	--	--	38.5%	35.8%	34.7%
Explore the island on their own	37.1%	--	32.7%	31.9%	32.7%
Nightlife / concerts / shows	13.7%	--	16.0%	13.3%	14.9%
Wineries / markets / popular festivals	12.6%	--	6.5%	10.1%	10.3%
Theme parks	7.7%	--	9.0%	10.3%	9.6%
Running	--	--	10.0%	7.4%	9.4%
Beauty and health treatments	7.4%	--	8.0%	12.3%	9.3%
Organized excursions	7.8%	--	6.0%	9.2%	8.0%
Taste Canarian gastronomy	6.1%	--	4.9%	6.8%	6.5%
Swim	--	--	37.0%	13.4%	5.5%
Sea excursions / whale watching	4.7%	--	5.6%	5.7%	5.0%
Museums / exhibitions	4.7%	--	4.3%	4.8%	3.8%
Golf	--	--	4.7%	2.1%	3.7%
Other Nature Activities	--	--	3.2%	3.1%	2.6%
Cycling / Mountain bike	--	--	3.4%	2.1%	2.5%
Practice other sports	--	--	6.4%	4.3%	2.5%
Scuba Diving	--	--	1.9%	1.5%	1.7%
Surf	--	--	2.1%	1.9%	1.4%
Astronomical observation	1.7%	--	1.8%	1.7%	1.2%
Windsurf / Kitesurf	--	--	1.2%	0.8%	0.4%

* Multi-choise question

What do they book? 🍽

	2019	2020	2021	2022	2023
Room only	54.4%	--	47.0%	42.5%	51.3%
Bed and Breakfast	19.8%	--	26.2%	23.7%	19.7%
Half board	10.9%	--	7.4%	9.3%	8.8%
Full board	1.0%	--	1.6%	2.5%	2.6%
All inclusive	13.9%	--	17.9%	22.1%	17.6%

Tourist profile. Historical data (2019 - 2023)
NORWAY

Canary Islands LATITUDE OF LIFE

Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	15,947	--	396	7,206	9,941
Fuerteventura	6,479	--	271	3,853	7,973
Gran Canaria	273,849	--	68,930	231,208	279,257
Tenerife	74,793	--	9,516	53,654	61,124
La Palma	0	--	142	0	302

Share by islands	2019	2020	2021	2022	2023
Lanzarote	4.3%	--	0.5%	2.4%	2.8%
Fuerteventura	1.7%	--	0.3%	1.3%	2.2%
Gran Canaria	73.8%	--	87.0%	78.1%	77.9%
Tenerife	20.2%	--	12.0%	18.1%	17.0%
La Palma	0.0%	--	0.2%	0.0%	0.1%

	2019	2021	2022	2023
Tenerife	20%	12%	18%	17%
Gran Canaria	74%	87%	78%	78%

Lanzarote Fuerteventura Gran Canaria Tenerife La Palma

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	94.9%	--	97.0%	95.7%	94.0%
Two islands	4.8%	--	3.0%	4.2%	5.5%
Three or more islands	0.3%	--	0.0%	0.0%	0.6%

How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	85.4%	--	85.9%	82.7%	84.2%
At least 10 previous visits	36.1%	--	34.2%	35.5%	34.7%
Repeat tourists (last 5 years)	78.7%	--	78.3%	73.8%	74.5%
Repeat tourists (last 5 years)(5 or more visits)	36.0%	--	24.4%	18.5%	21.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.44	--	8.71	8.68	8.56

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	1.9%	--	3.3%	2.1%	1.6%
Lived up to expectations	68.7%	--	61.0%	59.7%	65.9%
Better or much better than expected	29.4%	--	35.6%	38.2%	32.5%

Who are they?

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.80	--	9.00	8.89	8.86
Recommend visiting the Canary Islands	8.74	--	8.91	8.91	8.84

	2019	2020	2021	2022	2023
Gender					
Men	51.5%	--	47.6%	51.2%	47.9%
Women	48.5%	--	52.4%	48.8%	52.1%
Age					
Average age	54.2	--	51.2	50.8	53.4
Standard deviation	15.4	--	16.9	17.6	16.9
Age range					
16 - 24 years old	4.4%	--	10.4%	10.3%	6.7%
25 - 30 years old	5.9%	--	4.8%	6.8%	6.5%
31 - 45 years old	17.7%	--	18.6%	21.6%	20.3%
46 - 60 years old	30.9%	--	29.6%	25.9%	25.0%
Over 60 years old	41.0%	--	36.5%	35.4%	41.5%
Occupation					
Salaried worker	48.1%	--	53.0%	52.4%	51.4%
Self-employed	8.5%	--	4.7%	5.9%	9.3%
Unemployed	0.7%	--	0.2%	1.4%	0.5%
Business owner	8.1%	--	11.2%	9.8%	7.2%
Student	1.8%	--	3.7%	2.7%	1.6%
Retired	31.1%	--	24.4%	24.5%	28.0%
Unpaid domestic work	0.1%	--	0.0%	0.2%	0.0%
Others	1.7%	--	2.9%	3.2%	2.0%
Annual household income level					
Less than €25,000	4.0%	--	4.6%	3.4%	2.6%
€25,000 - €49,999	21.7%	--	19.0%	13.0%	14.2%
€50,000 - €74,999	32.3%	--	25.4%	30.8%	27.2%
More than €74,999	42.0%	--	51.1%	52.8%	56.0%
Education level					
No studies	0.6%	--	0.3%	0.4%	0.9%
Primary education	4.0%	--	4.2%	2.8%	3.0%
Secondary education	31.0%	--	28.9%	25.6%	25.4%
Higher education	64.5%	--	66.7%	71.2%	70.7%

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	11.7%	--	14.4%	11.4%	10.0%
Only with partner	49.3%	--	48.3%	41.6%	47.5%
Only with children (< 13 years old)	2.5%	--	3.0%	4.3%	4.5%
Partner + children (< 13 years old)	3.8%	--	5.1%	6.2%	5.6%
Other relatives	8.3%	--	8.3%	11.0%	10.3%
Friends	7.0%	--	9.0%	6.8%	5.4%
Work colleagues	0.5%	--	0.0%	0.3%	0.1%
Organized trip	0.4%	--	0.3%	0.6%	0.0%
Other combinations (2)	16.5%	--	11.5%	17.8%	16.6%

(2) Combination of some of the groups previously analyzed

	2019	2020	2021	2022	2023
Tourists with children	11.5%	--	12.7%	19.0%	17.3%
- Between 0 and 2 years old	1.6%	--	0.0%	0.8%	1.4%
- Between 3 and 12 years old	9.0%	--	11.5%	16.9%	14.5%
- Between 0 -2 and 3-12 years old	0.8%	--	1.1%	1.2%	1.4%
Tourists without children	88.5%	--	87.3%	81.0%	82.7%
Group composition:					
- 1 person	15.5%	--	15.5%	14.5%	12.7%
- 2 people	58.6%	--	59.8%	50.3%	57.2%
- 3 people	8.6%	--	9.1%	10.9%	10.6%
- 4 or 5 people	13.7%	--	11.6%	18.0%	13.8%
- 6 or more people	3.7%	--	3.9%	6.2%	5.7%
Average group size:	2.43	--	2.43	2.80	2.60

*People who share the main expenses of the trip

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.