

## Tourist profile. Historical data (2019 - 2023)

### SPANISH MAINLAND



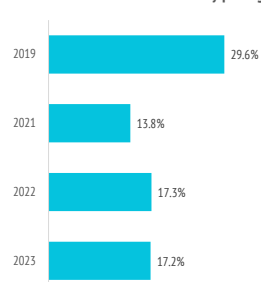
#### How many are they and how much do they spend?



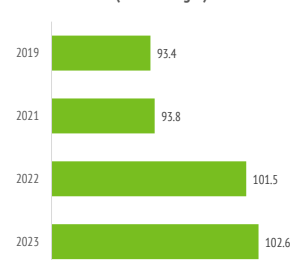
	2019	2020	2021	2022	2023
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>1,968</b>	<b>813</b>	<b>1,418</b>	<b>1,923</b>	<b>1,944</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>1,767</b>	<b>722</b>	<b>1,255</b>	<b>1,713</b>	<b>1,711</b>
- book holiday package (*)	523	--	173	297	294
- do not book holiday package (*)	1,244	--	1,082	1,416	1,417
- % tourists who book holiday package	29.6%	--	13.8%	17.3%	17.2%
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>201</b>	<b>--</b>	<b>163</b>	<b>210</b>	<b>234</b>
<b>Expenditure per tourist (€)</b>					
<b>Expenditure per tourist (€)</b>	<b>799</b>	<b>--</b>	<b>797</b>	<b>860</b>	<b>848</b>
- book holiday package	1,055	--	1,038	1,110	1,135
- holiday package	816	--	781	857	874
- others	239	--	257	254	261
- do not book holiday package	691	--	759	807	789
- flight	193	--	174	210	205
- accommodation	218	--	273	286	270
- others	280	--	311	311	314
<b>Average length of stay</b>	<b>6.99</b>	<b>--</b>	<b>7.57</b>	<b>7.01</b>	<b>6.93</b>
<b>Average daily expenditure (€)</b>	<b>130.8</b>	<b>--</b>	<b>123.3</b>	<b>139.1</b>	<b>140.9</b>
<b>Average daily expenditure (without flight)</b>	<b>93.4</b>	<b>--</b>	<b>93.8</b>	<b>101.5</b>	<b>102.6</b>
<b>Average cost of the flight (€)</b>	<b>221.1</b>	<b>--</b>	<b>182.9</b>	<b>222.9</b>	<b>221.3</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>1,411</b>	<b>--</b>	<b>1,001</b>	<b>1,473</b>	<b>1,451</b>

(\*) Thousands of tourists

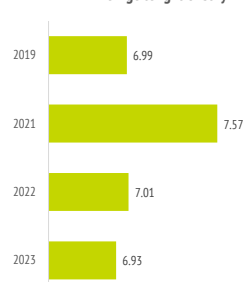
% tourists who book holiday package



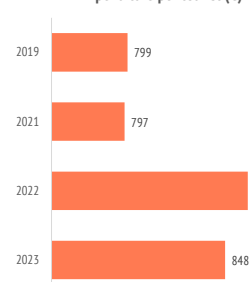
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2019	2020	2021	2022	2023
<b>Accommodation:</b>					
- Accommodation	72.3%	--	73.0%	74.9%	73.5%
- Additional accommodation expenses	9.3%	--	11.0%	8.9%	8.5%
<b>Transport:</b>					
- National/International Transport	91.0%	--	90.0%	91.9%	91.5%
- Flights between islands	6.9%	--	10.2%	7.7%	7.5%
- Taxi	24.5%	--	20.3%	21.0%	19.1%
- Car rental	48.6%	--	52.6%	54.5%	55.5%
- Public transport	9.9%	--	11.8%	11.0%	12.2%
<b>Food and drink:</b>					
- Food purchases at supermarkets	48.7%	--	53.9%	51.8%	55.0%
- Restaurants	71.7%	--	76.1%	74.7%	73.9%
<b>Leisure:</b>					
- Organized excursions	24.1%	--	26.8%	27.2%	27.6%
- Sport activities	4.4%	--	7.0%	4.9%	5.2%
- Cultural activities	3.0%	--	2.4%	2.9%	3.6%
- Museums	7.5%	--	7.3%	8.6%	8.5%
- Theme Parks	11.5%	--	8.5%	12.0%	12.6%
- Discos and pubs	9.0%	--	7.1%	9.9%	10.6%
- Wellness	3.4%	--	2.7%	3.4%	3.1%
<b>Purchases of goods:</b>					
- Souvenirs	48.0%	--	45.4%	42.6%	42.7%
- Real state	0.2%	--	0.2%	0.2%	0.1%
- Other expenses	0.5%	--	1.0%	0.7%	0.6%
<b>Other:</b>					
- Medical or pharmaceutical expenses	6.5%	--	8.6%	7.2%	7.4%
- Other expenses	5.5%	--	6.8%	5.2%	5.1%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
<b>Accommodation:</b>					
<b>Accommodation:</b>	<b>515</b>	<b>--</b>	<b>520</b>	<b>551</b>	<b>536</b>
- Accommodation	406	--	412	433	424
- Additional accommodation expenses	109	--	108	118	112
<b>Transport:</b>					
<b>Transport:</b>	<b>468</b>	<b>--</b>	<b>464</b>	<b>519</b>	<b>493</b>
- National/International Transport	243	--	203	243	242
- Flights between islands	65	--	69	77	71
- Taxi	55	--	56	60	56
- Car rental	83	--	109	111	102
- Public transport	23	--	27	28	23
<b>Food and drink:</b>					
<b>Food and drink:</b>	<b>201</b>	<b>--</b>	<b>209</b>	<b>211</b>	<b>218</b>
- Food purchases at supermarkets	76	--	76	75	77
- Restaurants	125	--	134	136	141
<b>Leisure:</b>					
<b>Leisure:</b>	<b>413</b>	<b>--</b>	<b>423</b>	<b>428</b>	<b>429</b>
- Organized excursions	78	--	65	77	76
- Sport activities	77	--	74	84	79
- Cultural activities	53	--	45	61	54
- Museums	31	--	30	31	33
- Theme Parks	59	--	61	63	67
- Discos and pubs	63	--	79	59	58
- Wellness	53	--	70	54	62
<b>Purchases of goods:</b>					
<b>Purchases of goods:</b>	<b>1,800</b>	<b>--</b>	<b>464</b>	<b>368</b>	<b>641</b>
- Souvenirs	76	--	66	65	66
- Real state	1,529	--	194	145	495
- Other expenses	194	--	204	159	79
<b>Other:</b>					
<b>Other:</b>	<b>84</b>	<b>--</b>	<b>132</b>	<b>109</b>	<b>145</b>
- Medical or pharmaceutical expenses	20	--	35	25	27
- Other expenses	64	--	96	84	118

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	71.9%	--	70.3%	74.8%	72.9%
Visiting family or friends	16.6%	--	16.6%	16.0%	17.3%
Business and work	9.5%	--	9.9%	6.2%	6.8%
Education and training	0.3%	--	0.7%	0.5%	0.6%
Sports training	0.5%	--	0.5%	0.8%	0.6%
Health or medical care	0.1%	--	0.3%	0.2%	0.1%
Fairs and congresses	0.6%	--	0.3%	0.7%	0.8%
Others	0.6%	--	1.3%	0.9%	0.8%

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

	2019	2020	2021	2022	2023
Rest	34.1%	--	30.8%	28.7%	26.7%
Enjoy family time	23.0%	--	20.9%	22.2%	22.3%
Have fun	8.7%	--	7.0%	8.4%	10.5%
Explore the destination	30.9%	--	37.6%	37.3%	37.4%
Practice their hobbies	2.0%	--	1.9%	1.9%	1.5%
Other reasons	1.2%	--	1.7%	1.5%	1.6%

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

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	19.5%	10.7%	6.0%
Canary Islands	--	--	18.9%	19.0%	20.6%
Other destination	--	--	61.6%	70.3%	73.3%
Balearic Islands	--	--	8.0%	8.4%	7.2%
Rest of Spain	--	--	40.8%	42.9%	34.1%
Italy	--	--	2.2%	3.9%	6.4%
France	--	--	1.7%	2.4%	4.4%
Turkey	--	--	0.2%	0.5%	0.9%
Greece	--	--	0.6%	1.1%	1.6%
Portugal	--	--	3.4%	4.1%	5.6%
Croatia	--	--	0.3%	0.5%	0.5%
Egypt	--	--	0.2%	0.4%	1.0%
Tunisia	--	--	0.0%	0.1%	0.1%
Morocco	--	--	0.4%	0.5%	1.3%
Others	--	--	3.8%	5.6%	10.1%

\* 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")	--	--	36.0%	35.9%	36.9%
Canary Islands (other island)	--	--	23.8%	22.7%	24.1%
Other destination	--	--	40.2%	41.3%	39.0%
Balearic Islands	--	--	11.7%	9.8%	8.7%
Rest of Spain	--	--	12.2%	11.3%	9.3%
Italy	--	--	4.1%	4.8%	4.7%
France	--	--	1.1%	1.7%	1.7%
Turkey	--	--	0.6%	1.0%	0.9%
Greece	--	--	2.7%	3.3%	3.4%
Portugal	--	--	3.9%	3.9%	4.1%
Croatia	--	--	1.0%	1.4%	1.5%
Egypt	--	--	0.7%	1.5%	1.7%
Others	--	--	2.2%	2.7%	3.1%

\* Percentage of valid answers

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

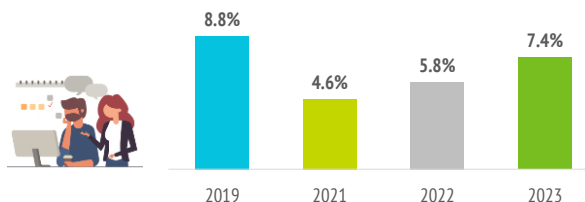
	2019	2020	2021	2022	2023
Climate	64.9%	--	63.2%	62.0%	63.2%
Landscapes	48.4%	--	53.2%	51.5%	53.5%
Tranquility	49.2%	--	52.8%	50.9%	51.3%
Sea	42.9%	--	49.3%	44.5%	46.5%
Environment	40.1%	--	43.5%	42.4%	43.3%
Beaches	38.4%	--	45.1%	40.6%	42.5%
Safety	33.1%	--	40.3%	38.1%	40.9%
European belonging	34.8%	--	42.2%	37.6%	38.7%
Authenticity	28.1%	--	33.9%	32.2%	34.1%
Gastronomy	24.8%	--	30.1%	28.9%	32.0%
Price	27.0%	--	29.9%	29.3%	31.3%
Effortless trip	24.3%	--	27.0%	26.4%	28.9%
Fun possibilities	22.3%	--	24.1%	24.1%	27.7%
Accommodation supply	23.7%	--	25.7%	26.4%	25.2%
Exoticism	15.4%	--	19.4%	17.3%	19.2%
Historical heritage	14.4%	--	14.8%	15.6%	16.7%
Hiking trail network	13.4%	--	15.5%	14.0%	16.3%
Culture	11.0%	--	11.3%	11.7%	13.1%
Nightlife	8.4%	--	8.8%	8.0%	10.4%
Shopping	7.4%	--	7.4%	6.9%	8.4%

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	1.3%	--	1.4%	1.1%	1.3%
Between 1 and 30 days	31.4%	--	44.3%	34.1%	31.6%
Between 1 and 2 months	29.9%	--	31.1%	33.3%	31.1%
Between 3 and 6 months	28.6%	--	18.6%	25.7%	28.7%
More than 6 months	8.8%	--	4.6%	5.8%	7.4%

**% 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	37.0%	--	34.3%	34.4%	35.0%
Friends or relatives	34.5%	--	40.5%	37.9%	38.7%
Internet or social media	48.9%	--	52.1%	52.5%	49.1%
Mass Media	1.0%	--	2.3%	1.0%	1.2%
Travel guides and magazines	4.1%	--	4.3%	3.7%	3.3%
Travel Blogs or Forums	8.3%	--	11.7%	10.9%	9.5%
Travel TV Channels	0.3%	--	0.4%	0.5%	0.5%
Tour Operator or Travel Agency	15.7%	--	8.8%	10.5%	10.3%
Public administrations or similar	1.2%	--	1.7%	1.3%	1.1%
Others	3.3%	--	4.9%	4.6%	5.0%

\* Multi-choice question

## Tourist profile. Historical data (2019 - 2023)

### SPANISH MAINLAND



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

	2019	2020	2021	2022	2023
<b>Flight</b>					
- Directly with the airline	59.6%	--	73.2%	69.0%	70.2%
- Tour Operator or Travel Agency	40.4%	--	26.8%	31.0%	29.8%
<b>Accommodation</b>					
- Directly with the accommodation	44.8%	--	58.6%	52.7%	53.5%
- Tour Operator or Travel Agency	55.2%	--	41.4%	47.3%	46.5%

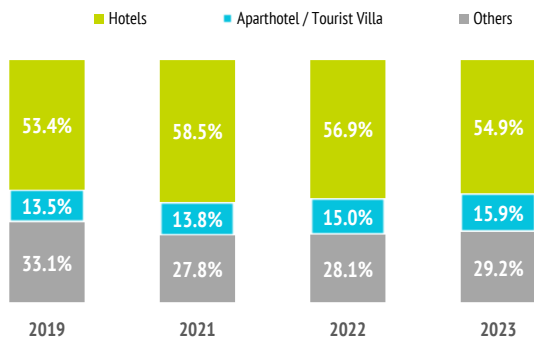
#### Where does the flight come from?

	2019	2020	2021	2022	2023
Spanish Mainland	99.4%	--	99.1%	99.6%	99.7%
United Kingdom	0.1%	--	0.2%	0.0%	0.1%
Germany	0.1%	--	0.1%	0.0%	0.0%
Switzerland	0.0%	--	0.0%	0.0%	0.0%
Portugal	0.0%	--	0.3%	0.1%	0.0%
Belgium	0.0%	--	0.0%	0.1%	0.0%
#N/D	0.0%	--	0.0%	0.0%	0.0%
France	0.0%	--	0.0%	0.1%	0.0%
Austria	0.0%	--	0.0%	0.0%	0.0%
Netherlands	0.0%	--	0.0%	0.0%	0.0%
Others	0.3%	--	0.2%	0.1%	0.1%

#### Where do they stay?

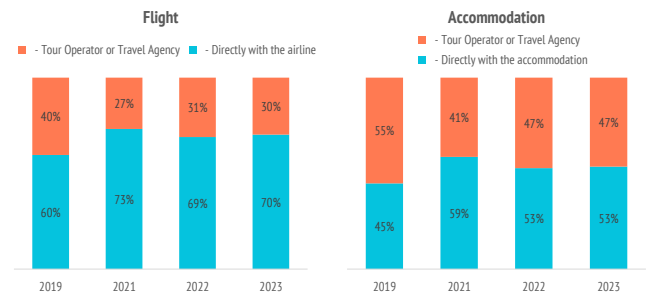
	2019	2020	2021	2022	2023
1-2-3* Hotel	10.3%	--	10.0%	10.8%	11.5%
4* Hotel	34.4%	--	37.9%	37.4%	35.7%
5* Hotel / 5* Luxury Hotel	8.7%	--	10.6%	8.7%	7.7%
Aparthotel / Tourist Villa	13.5%	--	13.8%	15.0%	15.9%
House/room rented in a private dwelling	8.2%	--	7.2%	6.9%	7.8%
Private accommodation (1)	18.9%	--	17.0%	16.8%	17.3%
Others (Cottage, cruise, camping,...)	6.0%	--	3.6%	4.5%	4.1%

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



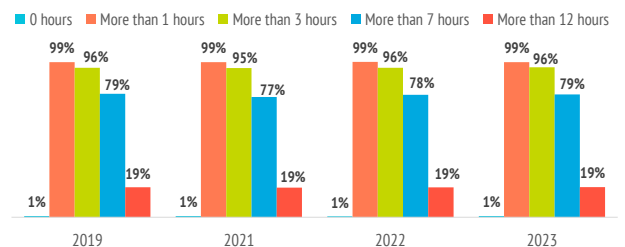
#### What do they book?

	2019	2020	2021	2022	2023
Room only	30.0%	--	34.7%	32.2%	35.2%
Bed and Breakfast	17.1%	--	21.3%	19.1%	18.6%
Half board	23.5%	--	20.9%	22.1%	21.8%
Full board	6.8%	--	3.4%	4.8%	4.5%
All inclusive	22.7%	--	19.7%	21.8%	19.8%



#### Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	0.8%	--	0.7%	0.6%	0.8%
1 - 2 hours	3.6%	--	3.8%	3.8%	3.3%
3 - 6 hours	16.6%	--	18.6%	17.3%	17.4%
7 - 12 hours	59.8%	--	58.0%	59.2%	59.3%
More than 12 hours	19.2%	--	19.0%	19.1%	19.3%
Outdoor time per day	9.7	--	9.6	9.6	9.8



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	72.4%	--	76.2%	77.3%	75.4%
Beach	65.9%	--	75.1%	73.3%	72.6%
Explore the island on their own	58.6%	--	65.5%	65.4%	65.3%
Swimming pool, hotel facilities	44.3%	--	48.8%	49.2%	46.5%
Taste Canarian gastronomy	39.1%	--	45.6%	43.8%	43.6%
Hiking	--	--	27.9%	24.2%	23.5%
Wineries / markets / popular festivals	15.9%	--	15.8%	17.0%	18.2%
Museums / exhibitions	15.9%	--	16.9%	17.2%	17.8%
Nightlife / concerts / shows	15.2%	--	11.5%	15.1%	17.5%
Theme parks	16.5%	--	12.8%	15.7%	16.2%
Organized excursions	14.0%	--	16.1%	16.0%	15.3%
Other Nature Activities	--	--	13.8%	12.8%	13.2%
Sea excursions / whale watching	9.8%	--	12.1%	10.7%	10.5%
Practice other sports	--	--	6.3%	5.5%	5.5%
Running	--	--	7.4%	5.4%	5.4%
Astronomical observation	4.1%	--	5.0%	4.7%	4.8%
Beauty and health treatments	4.7%	--	3.8%	4.2%	4.0%
Surf	--	--	4.9%	2.8%	3.1%
Scuba Diving	--	--	4.4%	3.2%	3.0%
Swim	--	--	26.2%	3.6%	2.2%
Cycling / Mountain bike	--	--	2.5%	2.0%	1.7%
Golf	--	--	1.1%	0.8%	1.1%
Windsurf / Kitesurf	--	--	0.9%	0.5%	0.8%

\* Multi-choice question

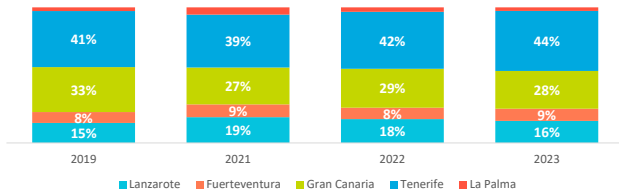
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### SPANISH MAINLAND



#### Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	259,531	--	237,618	299,451	276,075
Fuerteventura	140,184	--	117,343	142,565	152,378
Gran Canaria	582,637	--	339,140	488,286	472,843
Tenerife	728,233	--	486,868	715,863	752,050
La Palma	47,384	--	67,151	56,196	45,391



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

	2019	2020	2021	2022	2023
Repeat tourists	70.6%	--	69.0%	69.3%	71.8%
At least 10 previous visits	18.5%	--	18.7%	17.0%	18.4%
Repeat tourists (last 5 years)	64.0%	--	62.1%	60.6%	64.8%
Repeat tourists (last 5 years)(5 or more visits)	19.7%	--	17.7%	15.4%	17.1%

#### Who are they?

	2019	2020	2021	2022	2023
<b>Gender</b>					
Men	53.8%	--	51.3%	52.6%	50.9%
Women	46.2%	--	48.7%	47.4%	49.1%
<b>Age</b>					
Average age	42.3	--	39.4	40.6	40.0
Standard deviation	13.1	--	13.3	13.8	13.9
<b>Age range</b>					
16 - 24 years old	7.2%	--	13.1%	12.2%	13.8%
25 - 30 years old	14.6%	--	18.5%	16.7%	17.1%
31 - 45 years old	39.9%	--	36.3%	36.4%	36.8%
46 - 60 years old	28.0%	--	24.4%	24.5%	22.6%
Over 60 years old	10.2%	--	7.7%	10.1%	9.8%
<b>Occupation</b>					
Salaried worker	61.0%	--	61.1%	63.0%	64.1%
Self-employed	12.6%	--	12.2%	11.0%	10.7%
Unemployed	2.5%	--	3.7%	2.7%	2.2%
Business owner	9.5%	--	9.0%	8.1%	8.5%
Student	4.8%	--	7.3%	6.9%	6.3%
Retired	8.3%	--	5.7%	7.1%	7.2%
Unpaid domestic work	0.7%	--	0.3%	0.4%	0.4%
Others	0.7%	--	0.6%	0.7%	0.8%
<b>Annual household income level</b>					
Less than €25,000	26.7%	--	24.3%	24.7%	22.5%
€25,000 - €49,999	45.3%	--	45.2%	45.3%	46.8%
€50,000 - €74,999	17.0%	--	19.2%	18.5%	18.9%
More than €74,999	11.0%	--	11.4%	11.6%	11.8%
<b>Education level</b>					
No studies	0.3%	--	0.5%	0.3%	0.4%
Primary education	4.0%	--	2.8%	2.2%	2.4%
Secondary education	20.3%	--	15.1%	17.2%	15.9%
Higher education	75.5%	--	81.5%	80.4%	81.3%

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	14.8%	--	19.0%	17.6%	16.3%
Fuerteventura	8.0%	--	9.4%	8.4%	9.0%
Gran Canaria	33.1%	--	27.2%	28.7%	27.8%
Tenerife	41.4%	--	39.0%	42.1%	44.3%
La Palma	2.7%	--	5.4%	3.3%	2.7%

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

	2019	2020	2021	2022	2023
One island	87.3%	--	86.0%	89.0%	88.9%
Two islands	11.3%	--	12.3%	9.4%	9.5%
Three or more islands	1.4%	--	1.7%	1.6%	1.6%

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

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.61	--	8.82	8.81	8.83

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	3.3%	--	3.4%	3.4%	3.3%
Lived up to expectations	52.9%	--	48.1%	51.5%	49.4%
Better or much better than expected	43.8%	--	48.5%	45.1%	47.3%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.84	--	9.11	9.06	9.09
Recommend visiting the Canary Islands	9.01	--	9.25	9.22	9.23

#### Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	19.1%	--	19.8%	15.9%	16.3%
Only with partner	38.2%	--	41.5%	40.3%	39.7%
Only with children (< 13 years old)	6.5%	--	3.5%	4.5%	4.3%
Partner + children (< 13 years old)	8.9%	--	5.4%	8.7%	7.9%
Other relatives	6.6%	--	7.2%	8.0%	8.3%
Friends	7.7%	--	9.1%	8.5%	9.1%
Work colleagues	2.0%	--	2.7%	2.4%	2.3%
Organized trip	0.2%	--	0.3%	0.4%	0.2%
Other combinations (2)	10.9%	--	10.6%	11.4%	11.8%

(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%	--	1.3%	1.9%	1.5%
- Between 3 and 12 years old	16.2%	--	9.3%	14.4%	13.3%
- Between 0 -2 and 3-12 years old	1.3%	--	0.8%	1.1%	1.2%
<b>Tourists without children</b>	<b>80.8%</b>	--	<b>88.6%</b>	<b>82.7%</b>	<b>83.9%</b>
<b>Group composition:</b>					
- 1 person	22.5%	--	23.8%	19.1%	19.8%
- 2 people	44.9%	--	48.9%	47.4%	47.6%
- 3 people	13.2%	--	11.0%	13.7%	12.4%
- 4 or 5 people	16.4%	--	13.7%	16.3%	16.2%
- 6 or more people	3.0%	--	2.5%	3.4%	4.0%
<b>Average group size:</b>	<b>2.44</b>	--	<b>2.31</b>	<b>2.50</b>	<b>2.50</b>

\*People who share the main expenses of the trip