How many are they and how much do they spend?

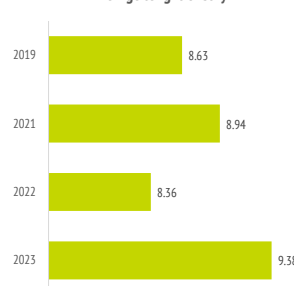|	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	**290**	**96**	**215**	**249**	**254**
- book holiday package (*)	202	--	137	156	163
- do not book holiday package (*)	88	--	78	94	91
- % tourists who book holiday package	69.7%	--	63.8%	62.5%	64.2%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	--	n.d.	n.d.	n.d.
Expenditure per tourist (€)	**1,048**	**--**	**1,157**	**1,171**	**1,414**
- book holiday package	1,159	--	1,183	1,296	1,555
- holiday package	963	--	963	1,080	1,304
- others	196	--	220	217	251
- do not book holiday package	793	--	1,112	963	1,163
- flight	215	--	268	272	335
- accommodation	221	--	374	317	343
- others	357	--	470	374	485
Average lenght of stay	**8.63**	**--**	**8.94**	**8.36**	**9.38**
Average daily expenditure (€)	**127.6**	**--**	**140.9**	**148.9**	**172.2**
Average daily expenditure (without flight)	**88.9**	**--**	**104.0**	**106.7**	**118.6**
Average cost of the flight (€)	**323.2**	**--**	**301.2**	**327.1**	**431.8**
Total turnover (≥ 16 years old) (€m)	**304**	**--**	**248**	**292**	**359**

(*) Thousands of tourists
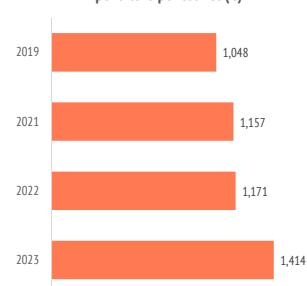

% tourists who book holiday package
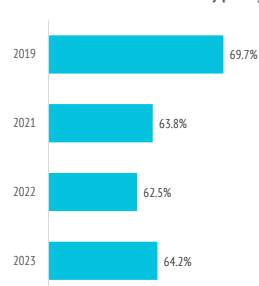
Average daily expenditure (€) (without flight)
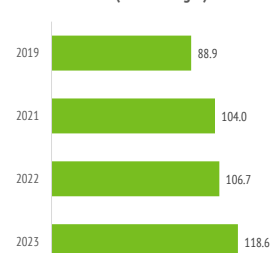
Average lenght of stay

Expenditure per tourist (€)

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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	89.2%	--	91.7%	88.4%	87.6%
- Additional accommodation expenses	7.2%	--	8.8%	4.8%	6.0%
Transport:					
- National/International Transport	94.0%	--	96.7%	95.5%	95.9%
- Flights between islands	7.0%	--	8.5%	7.5%	9.5%
- Taxi	57.6%	--	53.2%	58.1%	56.9%
- Car rental	31.2%	--	43.8%	42.9%	39.5%
- Public transport	8.9%	--	12.7%	9.8%	12.3%
Food and drink:					
- Food purchases at supermarkets	44.7%	--	55.4%	54.6%	53.6%
- Restaurants	41.5%	--	50.8%	51.7%	49.2%
Leisure:					
- Organized excursions	35.9%	--	38.3%	36.0%	38.1%
- Sport activities	3.6%	--	6.9%	6.0%	4.9%
- Cultural activities	3.4%	--	2.8%	2.7%	3.7%
- Museums	3.8%	--	4.4%	5.9%	4.2%
- Theme Parks	13.2%	--	12.9%	14.4%	14.8%
- Discos and pubs	6.2%	--	4.7%	3.7%	4.0%
- Wellness	0.7%	--	1.9%	1.0%	1.6%
Purchases of goods:					
- Souvenirs	58.1%	--	54.6%	51.5%	49.4%
- Real state	0.3%	--	0.4%	0.4%	0.3%
- Other expenses	0.7%	--	1.3%	0.6%	1.1%
Other:					
- Medical or pharmaceutical expenses	3.7%	--	5.4%	4.1%	4.2%
- Other expenses	7.2%	--	8.9%	5.2%	7.0%

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:	**643**	**--**	**719**	**738**	**791**
- Accommodation	481	--	523	572	659
- Additional accommodation expenses	162	--	196	166	132
Transport:	**597**	**--**	**637**	**635**	**807**
- National/International Transport	344	--	312	343	450
- Flights between islands	78	--	64	67	94
- Taxi	82	--	112	97	110
- Car rental	78	--	127	112	120
- Public transport	16	--	22	16	33
Food and drink:	**196**	**--**	**229**	**224**	**259**
- Food purchases at supermarkets	81	--	94	89	113
- Restaurants	114	--	135	136	146
Leisure:	**462**	**--**	**448**	**420**	**578**
- Organized excursions	103	--	102	112	132
- Sport activities	98	--	78	85	134
- Cultural activities	45	--	56	55	45
- Museums	26	--	59	28	45
- Theme Parks	67	--	56	62	81
- Discos and pubs	59	--	46	53	60
- Wellness	65	--	49	27	82
Purchases of goods:	**365**	**--**	**681**	**192**	**183**
- Souvenirs	102	--	80	69	108
- Real state	94	--	563	25	13
- Other expenses	169	--	37	97	62
Other:	**100**	**--**	**118**	**101**	**182**
- Medical or pharmaceutical expenses	43	--	45	41	50
- Other expenses	57	--	73	61	132

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	95.9%	--	94.6%	93.7%	91.8%
Visiting family or friends	2.1%	--	2.6%	4.5%	5.1%
Business and work	0.9%	--	1.6%	1.1%	1.6%
Education and training	0.6%	--	0.1%	0.0%	0.1%
Sports training	0.5%	--	0.6%	0.3%	0.3%
Health or medical care	0.0%	--	0.0%	0.0%	0.0%
Fairs and congresses	0.1%	--	0.1%	0.0%	0.2%
Others	0.0%	--	0.4%	0.4%	0.8%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	55.8%	--	61.4%	50.6%	49.6%
Enjoy family time	7.4%	--	4.8%	6.3%	7.7%
Have fun	3.7%	--	2.4%	2.1%	2.6%
Explore the destination	31.0%	--	29.8%	39.2%	37.9%
Practice their hobbies	1.6%	--	1.4%	1.0%	1.4%
Other reasons	0.4%	--	0.3%	0.8%	0.8%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	35.3%	18.1%	16.6%
Canary Islands	--	--	13.4%	15.9%	16.3%
Other destination	--	--	51.3%	65.9%	67.1%
Balearic Islands	--	--	1.9%	3.2%	2.9%
Rest of Spain	--	--	3.1%	5.5%	5.8%
Italy	--	--	6.3%	7.3%	9.3%
France	--	--	0.8%	1.4%	2.1%
Turkey	--	--	2.6%	7.0%	7.5%
Greece	--	--	12.1%	13.7%	12.3%
Portugal	--	--	3.1%	4.5%	1.7%
Croatia	--	--	4.8%	6.5%	6.1%
Egypt	--	--	1.7%	2.0%	2.7%
Tunisia	--	--	0.3%	0.7%	0.8%
Morocco	--	--	0.3%	0.5%	0.3%
Others	--	--	14.4%	13.5%	15.6%

* 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")	--	--	8.6%	7.7%	8.0%
Canary Islands (other island)	--	--	23.5%	24.0%	21.5%
Other destination	--	--	67.9%	68.2%	70.4%
Balearic Islands	--	--	4.4%	4.9%	4.1%
Rest of Spain	--	--	9.6%	11.1%	11.5%
Italy	--	--	9.4%	8.7%	11.0%
France	--	--	1.6%	2.0%	2.5%
Turkey	--	--	5.1%	6.3%	6.5%
Greece	--	--	14.2%	12.4%	11.8%
Portugal	--	--	9.0%	9.4%	8.8%
Croatia	--	--	5.7%	6.1%	5.4%
Egypt	--	--	4.4%	4.1%	5.4%
Others	--	--	4.6%	3.2%	3.3%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019	2020	2021	2022	2023
Climate	83.0%	--	80.5%	75.7%	75.8%
Safety	69.7%	--	60.0%	62.4%	66.4%
Landscapes	63.5%	--	61.5%	63.5%	64.3%
Sea	60.4%	--	62.1%	57.9%	57.7%
Tranquility	57.8%	--	49.7%	53.2%	55.3%
Environment	47.9%	--	47.4%	48.8%	49.4%
European belonging	52.9%	--	51.4%	51.4%	49.4%
Beaches	50.1%	--	51.0%	50.7%	48.4%
Accommodation supply	43.2%	--	41.5%	42.9%	39.7%
Authenticity	39.2%	--	36.9%	40.1%	35.4%
Gastronomy	31.4%	--	35.2%	34.2%	33.9%
Price	38.5%	--	34.3%	37.0%	33.1%
Effortless trip	35.2%	--	31.3%	33.4%	31.6%
Exoticism	31.9%	--	30.3%	30.8%	30.2%
Hiking trail network	11.2%	--	12.6%	17.6%	16.6%
Fun possibilities	15.9%	--	11.9%	14.4%	12.9%
Culture	9.7%	--	9.5%	8.2%	8.7%
Historical heritage	7.8%	--	8.7%	7.9%	7.9%
Nightlife	6.1%	--	6.8%	6.3%	5.6%
Shopping	6.5%	--	4.6%	5.8%	5.2%

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	1.1%	--	1.1%	0.4%	1.3%
Between 1 and 30 days	39.0%	--	54.7%	40.8%	34.0%
Between 1 and 2 months	21.5%	--	24.4%	28.5%	28.7%
Between 3 and 6 months	25.3%	--	11.0%	19.6%	24.4%
More than 6 months	13.0%	--	8.9%	10.6%	11.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2019	2021	2022	2023
13.0%	8.9%	10.6%	11.6%
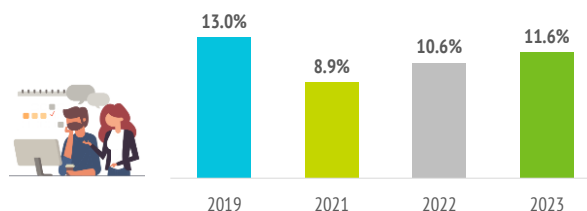
What channels did they use to get information about the trip?

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	39.7%	--	38.3%	37.9%	35.2%
Friends or relatives	29.6%	--	30.3%	25.8%	27.7%
Internet or social media	63.1%	--	68.2%	65.3%	64.9%
Mass Media	3.6%	--	3.1%	3.4%	3.4%
Travel guides and magazines	12.6%	--	12.3%	13.1%	10.9%
Travel Blogs or Forums	17.3%	--	23.6%	19.6%	19.2%
Travel TV Channels	1.1%	--	1.3%	2.3%	1.2%
Tour Operator or Travel Agency	32.5%	--	34.3%	31.0%	33.9%
Public administrations or similar	0.1%	--	1.4%	0.7%	0.3%
Others	1.7%	--	2.1%	2.6%	3.1%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	27.3%	--	33.2%	30.4%	32.8%
- Tour Operator or Travel Agency	72.7%	--	66.8%	69.6%	67.2%
Accommodation					
- Directly with the accommodation	18.2%	--	25.0%	21.4%	19.6%
- Tour Operator or Travel Agency	81.8%	--	75.0%	78.6%	80.4%

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

2019	2021	2022	2023
73%	67%	70%	67%
27%	33%	30%	33%

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

2019	2021	2022	2023
82%	75%	79%	80%
18%	25%	21%	20%
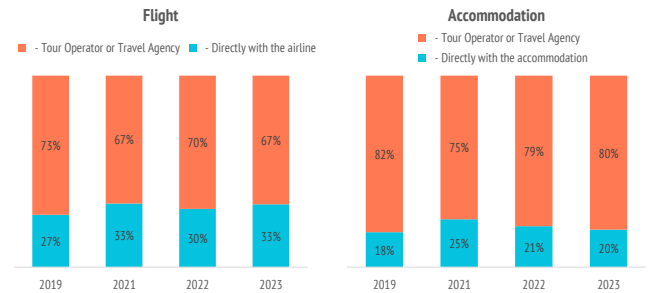
Where does the flight come from? 🌐

	2019	2020	2021	2022	2023
Poland	86.1%	--	93.5%	89.8%	84.4%
Germany	7.3%	--	3.3%	3.3%	6.2%
United Kingdom	1.9%	--	1.2%	1.2%	5.2%
Spanish Mainland	1.7%	--	0.8%	2.8%	2.3%
Switzerland	0.2%	--	0.1%	0.2%	0.5%
Austria	0.1%	--	0.0%	0.6%	0.2%
Hungary	0.0%	--	0.0%	0.1%	0.2%
Portugal	0.0%	--	0.0%	0.4%	0.1%
Norway	0.3%	--	0.0%	0.0%	0.1%
Netherlands	0.8%	--	0.8%	0.0%	0.1%
Others	1.8%	--	0.2%	1.5%	0.6%

Activities in the Canary Islands 🚶

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	1.0%	--	0.5%	1.6%	0.5%
1 - 2 hours	5.1%	--	7.2%	6.6%	8.1%
3 - 6 hours	36.0%	--	33.7%	29.9%	30.4%
7 - 12 hours	49.9%	--	50.1%	53.4%	50.9%
More than 12 hours	8.0%	--	8.5%	8.5%	10.1%
Outdoor time per day	7.7	--	7.9	7.9	7.9

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

	2019	2021	2022	2023
	99%	100%	98%	100%
	94%	92%	92%	91%
	58%	59%	62%	61%
	1%	0%	2%	0%
	8%	9%	9%	10%

Where do they stay? 🛏

	2019	2020	2021	2022	2023
1-2-3* Hotel	14.6%	--	15.0%	16.0%	10.1%
4* Hotel	47.7%	--	50.9%	48.8%	54.0%
5* Hotel / 5* Luxury Hotel	2.3%	--	4.0%	4.1%	4.6%
Aparthotel / Tourist Villa	14.8%	--	9.6%	9.6%	8.6%
House/room rented in a private dwelling	7.6%	--	8.5%	5.9%	8.2%
Private accommodation (1)	3.9%	--	3.4%	5.5%	6.1%
Others (Cottage, cruise, camping,..)	9.1%	--	8.6%	10.1%	8.4%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.
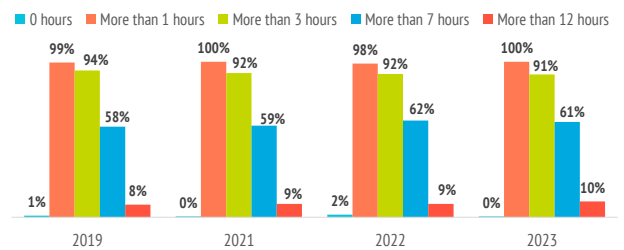
- Hotels
- Aparthotel / Tourist Villa
- Others

	2019	2021	2022	2023
Hotels	64.6%	69.9%	68.9%	68.6%
Aparthotel / Tourist Villa	14.8%	9.6%	9.6%	8.6%
Others	20.6%	20.5%	21.4%	22.7%

Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	79.5%	--	88.3%	87.3%	80.9%
Walk, wander	74.0%	--	79.8%	81.9%	77.9%
Explore the island on their own	63.5%	--	69.0%	68.8%	66.1%
Swimming pool, hotel facilities	57.1%	--	62.5%	58.9%	58.7%
Hiking	--	--	29.8%	34.8%	31.8%
Organized excursions	34.7%	--	30.5%	32.5%	30.4%
Taste Canarian gastronomy	22.7%	--	29.7%	31.6%	26.2%
Theme parks	25.6%	--	18.4%	20.4%	21.7%
Sea excursions / whale watching	17.5%	--	21.5%	14.2%	17.8%
Wineries / markets / popular festivals	9.8%	--	10.1%	11.8%	13.0%
Swim	--	--	40.6%	14.2%	11.6%
Museums / exhibitions	11.7%	--	9.4%	11.5%	10.4%
Nightlife / concerts / shows	9.0%	--	5.6%	8.1%	7.0%
Running	--	--	8.1%	8.4%	6.3%
Other Nature Activities	--	--	5.9%	8.1%	5.9%
Scuba Diving	--	--	7.0%	3.2%	5.2%
Practice other sports	--	--	5.4%	6.7%	4.3%
Astronomical observation	4.0%	--	4.2%	3.5%	3.0%
Surf	--	--	4.0%	2.6%	2.7%
Cycling / Mountain bike	--	--	5.3%	3.3%	2.4%
Beauty and health treatments	1.8%	--	1.8%	0.9%	1.7%
Golf	--	--	0.8%	0.7%	1.3%
Windsurf / Kitesurf	--	--	1.6%	1.0%	0.9%

* Multi-choise question

What do they book? 🍽

	2019	2020	2021	2022	2023
Room only	17.8%	--	19.6%	20.5%	18.8%
Bed and Breakfast	5.7%	--	7.1%	5.6%	7.2%
Half board	12.4%	--	14.7%	13.5%	11.8%
Full board	2.0%	--	0.7%	1.7%	1.1%
All inclusive	62.2%	--	57.9%	58.8%	61.0%

Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	30,636	--	9,143	15,266	17,513
Fuerteventura	65,103	--	54,834	75,239	66,146
Gran Canaria	74,386	--	40,362	58,857	60,018
Tenerife	113,606	--	106,919	97,849	107,182
La Palma	5,552	--	3,237	967	3,106

Share by islands	2019	2020	2021	2022	2023
Lanzarote	10.6%	--	4.3%	6.2%	6.9%
Fuerteventura	22.5%	--	25.6%	30.3%	26.0%
Gran Canaria	25.7%	--	18.8%	23.7%	23.6%
Tenerife	39.3%	--	49.8%	39.4%	42.2%
La Palma	1.9%	--	1.5%	0.4%	1.2%

Stacked bar chart legend: Lanzarote, Fuerteventura, Gran Canaria, Tenerife, La Palma

Year	Tenerife	Gran Canaria	Fuerteventura	Lanzarote
2019	39%	26%	23%	11%
2021	50%	19%	26%	4%
2022	39%	24%	30%	6%
2023	42%	24%	26%	7%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	84.5%	--	85.3%	84.7%	83.1%
Two islands	13.3%	--	13.6%	13.4%	15.1%
Three or more islands	2.2%	--	1.1%	1.9%	1.9%

How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	53.0%	--	52.6%	53.2%	53.0%
At least 10 previous visits	1.9%	--	3.5%	5.7%	6.1%
Repeat tourists (last 5 years)	49.7%	--	48.3%	50.2%	48.5%
Repeat tourists (last 5 years)(5 or more visits)	7.5%	--	6.0%	6.3%	8.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	9.02	--	9.09	9.27	9.07

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	2.0%	--	3.4%	3.0%	3.2%
Lived up to expectations	54.0%	--	51.0%	48.2%	51.0%
Better or much better than expected	44.0%	--	45.6%	48.7%	45.8%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.67	--	8.63	8.78	8.82
Recommend visiting the Canary Islands	9.25	--	9.20	9.31	9.21

Who are they?

Gender	2019	2020	2021	2022	2023
Men	51.7%	--	49.3%	49.9%	49.3%
Women	48.3%	--	50.7%	50.1%	50.7%
Age					
Average age	39.2	--	38.1	39.2	37.8
Standard deviation	12.7	--	12.0	12.7	12.8
Age range					
16 - 24 years old	8.9%	--	9.8%	10.4%	17.5%
25 - 30 years old	20.7%	--	22.4%	18.2%	15.6%
31 - 45 years old	43.6%	--	44.5%	44.5%	44.1%
46 - 60 years old	18.5%	--	17.7%	18.4%	15.8%
Over 60 years old	8.2%	--	5.6%	8.5%	7.0%
Occupation					
Salaried worker	40.3%	--	43.6%	41.2%	48.2%
Self-employed	21.1%	--	27.5%	28.4%	22.3%
Unemployed	4.9%	--	2.7%	1.6%	1.6%
Business owner	22.2%	--	18.8%	18.0%	17.9%
Student	5.5%	--	4.1%	4.8%	5.0%
Retired	5.2%	--	2.8%	5.5%	4.3%
Unpaid domestic work	0.5%	--	0.5%	0.2%	0.4%
Others	0.3%	--	0.1%	0.3%	0.4%
Annual household income level					
Less than €25,000	34.9%	--	32.1%	32.9%	26.7%
€25,000 - €49,999	48.0%	--	41.5%	37.4%	40.8%
€50,000 - €74,999	10.9%	--	15.5%	19.2%	19.7%
More than €74,999	6.1%	--	10.9%	10.5%	12.8%
Education level					
No studies	1.4%	--	0.1%	0.4%	0.1%
Primary education	1.2%	--	0.4%	1.3%	1.1%
Secondary education	19.4%	--	13.1%	17.0%	18.5%
Higher education	77.9%	--	86.4%	81.3%	80.2%

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	5.5%	--	6.2%	5.5%	5.6%
Only with partner	45.2%	--	48.0%	45.9%	40.3%
Only with children (< 13 years old)	5.6%	--	5.1%	6.0%	4.9%
Partner + children (< 13 years old)	10.4%	--	6.1%	8.9%	9.8%
Other relatives	12.2%	--	11.6%	11.4%	14.7%
Friends	5.4%	--	6.6%	6.2%	7.5%
Work colleagues	0.2%	--	0.7%	0.6%	1.0%
Organized trip	0.2%	--	0.4%	0.7%	0.2%
Other combinations (2)	15.3%	--	15.2%	14.9%	16.0%

(2) Combination of some of the groups previously analyzed

	2019	2020	2021	2022	2023
Tourists with children	**26.0%**	**--**	**20.1%**	**23.3%**	**24.3%**
- Between 0 and 2 years old	2.6%	--	1.5%	2.0%	1.1%
- Between 3 and 12 years old	21.8%	--	17.1%	20.4%	22.1%
- Between 0 -2 and 3-12 years old	1.6%	--	1.5%	0.9%	1.1%
Tourists without children	**74.0%**	**--**	**79.9%**	**76.7%**	**75.7%**
Group composition:					
- 1 person	10.0%	--	9.4%	8.2%	7.5%
- 2 people	48.4%	--	56.1%	51.4%	51.6%
- 3 people	18.1%	--	14.6%	16.4%	19.1%
- 4 or 5 people	20.0%	--	18.3%	19.5%	18.4%
- 6 or more people	3.6%	--	1.6%	4.6%	3.4%
Average group size:	**2.70**	**--**	**2.54**	**2.73**	**2.72**

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.