Tourist profile. Historical data (2019 - 2023)
PORTUGAL

Canary Islands
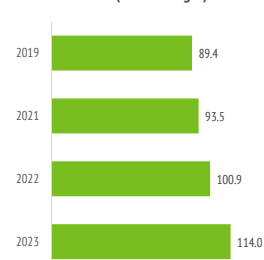*LATITUDE OF LIFE*

How many are they and how much do they spend?

TOURISTS	2019	2020	2021	2022	2023
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	66	12	39	99	99
- book holiday package (*)	35	--	14	44	45
- do not book holiday package (*)	31	--	24	55	55
- % tourists who book holiday package	52.7%	--	37.4%	44.6%	45.1%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	--	n.d.	n.d.	n.d.
Expenditure per tourist (€)	911	--	945	946	1,029
- book holiday package	1,037	--	1,057	1,119	1,209
- holiday package	882	--	839	929	998
- others	155	--	217	191	212
- do not book holiday package	771	--	879	806	881
- flight	270	--	225	198	254
- accommodation	273	--	298	322	314
- others	228	--	355	287	313
Average lenght of stay	7.37	--	8.82	7.17	7.01
Average daily expenditure (€)	131.7	--	127.4	140.2	162.9
Average daily expenditure (without flight)	89.4	--	93.5	100.9	114.0
Average cost of the flight (€)	308.1	--	249.0	255.6	306.3
Total turnover (≥ 16 years old) (€m)	60	--	36	93	102

(*) Thousands of tourists
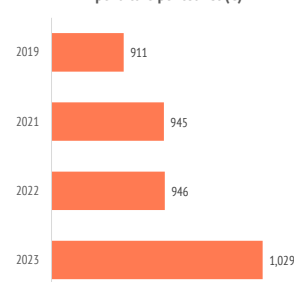
% tourists who book holiday package
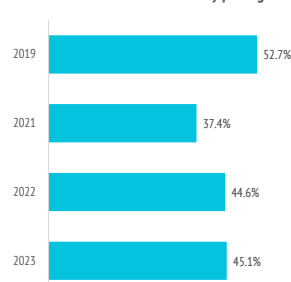
Year	%
2019	52.7%
2021	37.4%
2022	44.6%
2023	45.1%

Average daily expenditure (€) (without flight)

Year	€
2019	89.4
2021	93.5
2022	100.9
2023	114.0

Average lenght of stay

Year	Days
2019	7.37
2021	8.82
2022	7.17
2023	7.01

Expenditure per tourist (€)

Year	€
2019	911
2021	945
2022	946
2023	1,029
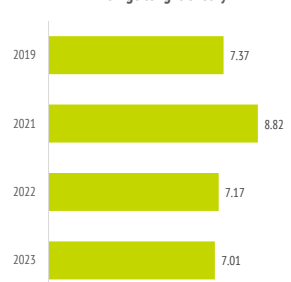
% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	88.4%	--	77.0%	85.3%	89.3%
- Additional accommodation expenses	6.8%	--	8.1%	5.9%	8.3%
Transport:					
- National/International Transport	92.3%	--	94.1%	94.4%	97.5%
- Flights between islands	3.2%	--	7.2%	4.1%	5.5%
- Taxi	45.7%	--	39.3%	37.7%	43.5%
- Car rental	40.8%	--	37.6%	42.3%	44.5%
- Public transport	11.7%	--	9.3%	6.4%	8.5%
Food and drink:					
- Food purchases at supermarkets	44.6%	--	44.3%	46.0%	45.8%
- Restaurants	46.9%	--	59.4%	51.3%	57.1%
Leisure:					
- Organized excursions	15.2%	--	15.7%	20.6%	20.7%
- Sport activities	3.1%	--	4.4%	6.0%	5.5%
- Cultural activities	1.9%	--	1.5%	1.2%	4.1%
- Museums	3.7%	--	9.2%	5.8%	5.0%
- Theme Parks	14.5%	--	6.8%	16.3%	17.0%
- Discos and pubs	4.1%	--	2.9%	8.4%	8.2%
- Wellness	2.0%	--	3.7%	3.0%	2.9%
Purchases of goods:					
- Souvenirs	55.6%	--	49.6%	47.7%	45.0%
- Real state	0.0%	--	0.7%	0.3%	0.0%
- Other expenses	0.0%	--	0.5%	2.2%	1.5%
Other:					
- Medical or pharmaceutical expenses	9.1%	--	12.3%	8.3%	4.5%
- Other expenses	4.7%	--	5.8%	2.8%	4.1%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:	510	--	670	585	724
- Accommodation	420	--	470	475	459
- Additional accommodation expenses	90	--	200	110	265
Transport:	592	--	588	559	668
- National/International Transport	334	--	265	271	314
- Flights between islands	41	--	86	55	136
- Taxi	91	--	90	101	100
- Car rental	79	--	122	106	91
- Public transport	47	--	25	26	28
Food and drink:	164	--	233	208	213
- Food purchases at supermarkets	60	--	85	72	91
- Restaurants	104	--	148	135	122
Leisure:	395	--	415	489	477
- Organized excursions	67	--	83	90	105
- Sport activities	68	--	80	64	48
- Cultural activities	37	--	34	154	39
- Museums	27	--	23	29	23
- Theme Parks	53	--	54	63	48
- Discos and pubs	64	--	66	53	52
- Wellness	79	--	76	36	162
Purchases of goods:	71	--	695	629	240
- Souvenirs	71	--	108	71	76
- Real state	0	--	469	130	0
- Other expenses	0	--	118	428	163
Other:	67	--	260	92	100
- Medical or pharmaceutical expenses	16	--	41	20	24
- Other expenses	51	--	219	72	77

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	84.5%	--	72.7%	88.6%	86.1%
Visiting family or friends	6.6%	--	17.6%	8.0%	7.2%
Business and work	6.9%	--	7.3%	0.3%	3.8%
Education and training	0.0%	--	0.0%	0.0%	0.0%
Sports training	1.5%	--	0.2%	0.0%	0.0%
Health or medical care	0.0%	--	0.0%	0.0%	0.2%
Fairs and congresses	0.6%	--	1.8%	2.8%	2.6%
Others	0.0%	--	0.4%	0.3%	0.2%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	47.1%	--	40.0%	41.1%	35.7%
Enjoy family time	23.2%	--	25.4%	21.8%	17.1%
Have fun	5.8%	--	5.7%	8.1%	10.3%
Explore the destination	22.9%	--	23.7%	27.4%	31.4%
Practice their hobbies	0.9%	--	5.2%	0.9%	3.0%
Other reasons	0.0%	--	0.0%	0.8%	2.4%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	40.7%	27.5%	18.9%
Canary Islands	--	--	11.8%	8.3%	12.7%
Other destination	--	--	47.5%	64.3%	68.3%
Balearic Islands	--	--	2.4%	4.8%	6.3%
Rest of Spain	--	--	3.1%	9.9%	13.3%
Italy	--	--	1.4%	2.4%	4.0%
France	--	--	1.0%	3.7%	4.3%
Turkey	--	--	0.0%	0.2%	0.1%
Greece	--	--	0.0%	0.8%	1.6%
Portugal	--	--	32.8%	34.9%	25.2%
Croatia	--	--	0.0%	0.4%	0.4%
Egypt	--	--	0.0%	0.0%	0.9%
Tunisia	--	--	0.0%	0.7%	0.7%
Morocco	--	--	0.8%	0.3%	2.1%
Others	--	--	5.9%	6.4%	9.7%

* 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")	--	--	38.4%	20.1%	23.6%
Canary Islands (other island)	--	--	23.5%	22.4%	21.9%
Other destination	--	--	38.0%	57.5%	54.5%
Balearic Islands	--	--	10.9%	15.1%	13.3%
Rest of Spain	--	--	2.6%	4.5%	8.5%
Italy	--	--	5.1%	7.6%	6.3%
France	--	--	2.0%	2.7%	1.1%
Turkey	--	--	0.5%	3.0%	2.1%
Greece	--	--	5.3%	7.2%	6.7%
Portugal	--	--	5.5%	9.3%	7.0%
Croatia	--	--	2.8%	2.7%	1.8%
Egypt	--	--	0.9%	1.2%	2.3%
Others	--	--	2.5%	4.1%	5.4%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019	2020	2021	2022	2023
Climate	66.5%	--	59.7%	58.5%	61.9%
Beaches	42.0%	--	45.9%	46.2%	50.8%
Safety	39.5%	--	49.7%	40.3%	47.3%
European belonging	40.0%	--	55.9%	44.2%	46.4%
Tranquility	44.3%	--	56.8%	44.5%	46.3%
Sea	39.9%	--	49.3%	46.4%	45.5%
Price	32.4%	--	36.3%	30.3%	38.3%
Landscapes	30.9%	--	38.5%	32.1%	37.0%
Fun possibilities	20.8%	--	14.6%	22.6%	27.1%
Environment	27.6%	--	29.2%	24.5%	26.3%
Accommodation supply	36.8%	--	26.2%	28.8%	26.3%
Effortless trip	17.0%	--	27.1%	28.2%	21.6%
Authenticity	17.4%	--	26.1%	19.6%	18.5%
Nightlife	9.6%	--	6.7%	9.9%	14.8%
Shopping	11.3%	--	7.8%	9.5%	14.6%
Exoticism	8.8%	--	22.1%	12.4%	12.7%
Gastronomy	15.4%	--	14.0%	17.4%	12.1%
Historical heritage	8.5%	--	10.3%	9.1%	11.8%
Culture	7.2%	--	7.9%	8.1%	11.3%
Hiking trail network	8.6%	--	6.8%	10.5%	9.1%

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	1.0%	--	0.5%	0.3%	0.3%
Between 1 and 30 days	23.9%	--	39.5%	37.4%	24.1%
Between 1 and 2 months	23.7%	--	33.9%	32.2%	26.9%
Between 3 and 6 months	38.9%	--	17.3%	25.7%	35.2%
More than 6 months	12.5%	--	8.7%	4.4%	13.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

12.5% 2019
8.7% 2021
4.4% 2022
13.5% 2023
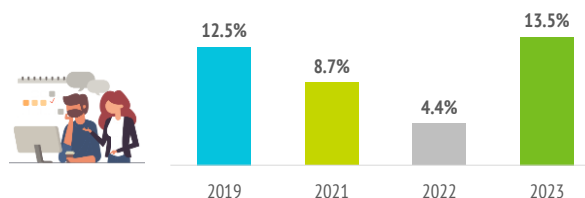
What channels did they use to get information about the trip?

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	26.5%	--	41.1%	22.7%	23.4%
Friends or relatives	23.9%	--	26.6%	25.8%	24.4%
Internet or social media	60.6%	--	49.7%	58.2%	53.0%
Mass Media	1.5%	--	1.9%	1.6%	3.9%
Travel guides and magazines	7.1%	--	2.4%	5.4%	7.7%
Travel Blogs or Forums	9.3%	--	7.8%	9.5%	8.9%
Travel TV Channels	0.0%	--	0.2%	0.0%	0.0%
Tour Operator or Travel Agency	26.2%	--	19.5%	25.3%	26.7%
Public administrations or similar	0.0%	--	0.6%	1.0%	1.5%
Others	2.5%	--	3.5%	3.6%	3.6%

* Multi-choise question

Canary Islands
LATITUDE OF LIFE

With whom did they book their flight and accommodation? 👁

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	42.5%	--	55.1%	46.2%	44.1%
- Tour Operator or Travel Agency	57.5%	--	44.9%	53.8%	55.9%
Accommodation					
- Directly with the accommodation	29.8%	--	41.8%	36.9%	30.3%
- Tour Operator or Travel Agency	70.2%	--	58.2%	63.1%	69.7%

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

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

2019	2021	2022	2023	2019	2021	2022	2023
58%	45%	54%	56%	70%	58%	63%	70%
42%	55%	46%	44%	30%	42%	37%	30%

Where does the flight come from? 🌐

	2019	2020	2021	2022	2023
Portugal	74.4%	--	77.0%	77.6%	74.0%
Spanish Mainland	22.5%	--	21.7%	20.8%	24.2%
Netherlands	0.0%	--	0.0%	0.5%	0.6%
France	0.6%	--	0.0%	0.6%	0.4%
Germany	0.5%	--	0.0%	0.2%	0.4%
Belgium	0.5%	--	0.0%	0.0%	0.0%
United Kingdom	1.6%	--	0.4%	0.0%	0.0%
Sweden	0.0%	--	0.9%	0.3%	0.0%

Activities in the Canary Islands 🚶🎯

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	0.7%	--	0.9%	1.2%	2.3%
1 - 2 hours	9.9%	--	9.4%	8.4%	4.2%
3 - 6 hours	36.3%	--	27.9%	28.6%	31.3%
7 - 12 hours	42.1%	--	47.7%	51.4%	50.4%
More than 12 hours	11.0%	--	14.2%	10.4%	11.9%
Outdoor time per day	7.4	--	8.2	8.2	8.1

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

	2019	2021	2022	2023
0 hours	1%	1%	1%	2%
More than 1 hours	99%	99%	99%	98%
More than 3 hours	89%	90%	90%	94%
More than 7 hours	53%	62%	62%	62%
More than 12 hours	11%	14%	10%	12%

Where do they stay? 🛏

	2019	2020	2021	2022	2023
1-2-3* Hotel	18.7%	--	10.8%	13.9%	21.4%
4* Hotel	44.1%	--	41.5%	47.6%	38.5%
5* Hotel / 5* Luxury Hotel	9.0%	--	7.3%	8.9%	8.4%
Aparthotel / Tourist Villa	14.3%	--	13.3%	10.8%	7.0%
House/room rented in a private dwelling	4.8%	--	6.8%	5.1%	9.5%
Private accommodation (1)	5.2%	--	15.2%	9.2%	8.1%
Others (Cottage, cruise, camping,..)	4.0%	--	5.1%	4.5%	7.1%

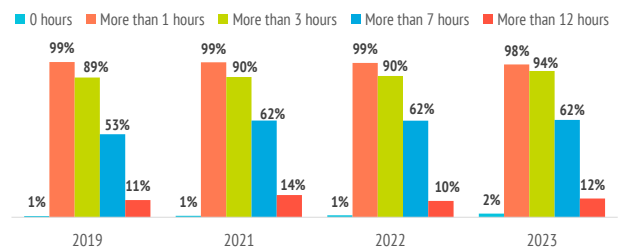(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.

- Hotels
- Aparthotel / Tourist Villa
- Others

	2019	2021	2022	2023
Hotels	71.8%	59.6%	70.4%	68.2%
Aparthotel / Tourist Villa	14.3%	13.3%	10.8%	7.0%
Others	13.9%	27.1%	18.8%	24.7%
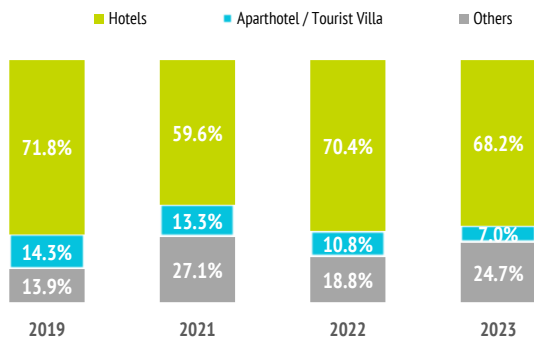
What do they book? 🍽

	2019	2020	2021	2022	2023
Room only	16.2%	--	23.8%	15.4%	19.4%
Bed and Breakfast	12.6%	--	18.2%	10.6%	16.3%
Half board	19.6%	--	12.8%	22.5%	21.7%
Full board	3.9%	--	11.4%	7.3%	4.4%
All inclusive	47.7%	--	33.8%	44.2%	38.2%

Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	76.3%	--	75.6%	80.8%	78.1%
Walk, wander	68.9%	--	76.9%	71.3%	71.0%
Swimming pool, hotel facilities	69.6%	--	51.2%	65.8%	61.7%
Explore the island on their own	58.9%	--	54.0%	58.8%	59.7%
Hiking	--	--	23.2%	30.2%	30.9%
Taste Canarian gastronomy	23.3%	--	20.5%	26.6%	27.8%
Theme parks	22.1%	--	13.6%	25.5%	22.8%
Nightlife / concerts / shows	15.9%	--	11.9%	17.4%	19.8%
Organized excursions	10.3%	--	13.6%	12.8%	13.9%
Museums / exhibitions	15.1%	--	13.4%	13.3%	13.8%
Wineries / markets / popular festivals	12.6%	--	6.6%	11.2%	10.6%
Other Nature Activities	--	--	9.8%	11.3%	9.3%
Sea excursions / whale watching	5.2%	--	5.4%	9.2%	8.0%
Running	--	--	6.0%	4.1%	5.9%
Scuba Diving	--	--	1.6%	2.7%	5.6%
Astronomical observation	2.8%	--	0.4%	3.3%	4.5%
Swim	--	--	32.8%	5.3%	3.2%
Surf	--	--	1.5%	2.9%	3.1%
Beauty and health treatments	4.3%	--	2.9%	3.0%	2.9%
Practice other sports	--	--	3.2%	2.1%	2.4%
Windsurf / Kitesurf	--	--	0.4%	--	1.4%
Cycling / Mountain bike	--	--	3.7%	1.2%	1.1%
Golf	--	--	0.9%	1.1%	0.8%

* Multi-choise question

Tourist profile. Historical data (2019 - 2023)
PORTUGAL

Canary Islands LATITUDE OF LIFE

Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	4,763	--	7,119	5,852	5,684
Fuerteventura	6,830	--	2,387	13,851	9,498
Gran Canaria	21,700	--	13,544	23,522	35,087
Tenerife	32,007	--	14,602	55,318	47,590
La Palma	212	--	347	0	1,475

Share by islands	2019	2020	2021	2022	2023
Lanzarote	7.3%	--	18.7%	5.9%	5.7%
Fuerteventura	10.4%	--	6.3%	14.1%	9.6%
Gran Canaria	33.1%	--	35.6%	23.9%	35.3%
Tenerife	48.9%	--	38.4%	56.1%	47.9%
La Palma	0.3%	--	0.9%	0.0%	1.5%

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

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	90.6%	--	87.0%	91.0%	91.1%
Two islands	8.1%	--	11.6%	8.5%	7.1%
Three or more islands	1.3%	--	1.5%	0.5%	1.8%

How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	41.9%	--	63.8%	41.4%	41.3%
At least 10 previous visits	3.3%	--	9.5%	3.5%	9.6%
Repeat tourists (last 5 years)	34.6%	--	59.1%	34.1%	35.7%
Repeat tourists (last 5 years)(5 or more visits)	4.9%	--	9.5%	2.7%	6.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.20	--	8.56	8.43	8.48

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	5.4%	--	2.5%	7.4%	5.0%
Lived up to expectations	51.9%	--	52.8%	46.8%	45.4%
Better or much better than expected	42.7%	--	44.7%	45.8%	49.5%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	7.76	--	8.46	8.03	8.06
Recommend visiting the Canary Islands	8.29	--	8.82	8.42	8.42

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	53.6%	--	53.5%	53.6%	51.1%
Women	46.4%	--	46.5%	46.4%	48.9%
Age					
Average age	39.8	--	45.1	38.9	40.0
Standard deviation	11.6	--	15.8	12.3	14.2
Age range					
16 - 24 years old	7.8%	--	7.1%	10.0%	14.1%
25 - 30 years old	16.0%	--	12.8%	20.0%	16.4%
31 - 45 years old	46.5%	--	36.9%	44.5%	40.8%
46 - 60 years old	24.2%	--	19.6%	17.1%	19.0%
Over 60 years old	5.5%	--	23.6%	8.5%	9.7%
Occupation					
Salaried worker	52.9%	--	53.9%	49.7%	49.7%
Self-employed	23.5%	--	12.3%	20.7%	20.0%
Unemployed	1.5%	--	1.0%	1.0%	0.9%
Business owner	14.7%	--	12.5%	18.9%	19.4%
Student	6.1%	--	5.1%	2.5%	3.5%
Retired	0.9%	--	15.1%	4.8%	6.5%
Unpaid domestic work	0.0%	--	0.0%	0.2%	0.0%
Others	0.4%	--	0.0%	2.2%	0.0%
Annual household income level					
Less than €25,000	44.8%	--	36.3%	32.6%	35.1%
€25,000 - €49,999	34.6%	--	39.9%	42.2%	43.2%
€50,000 - €74,999	11.7%	--	15.2%	15.7%	16.0%
More than €74,999	8.9%	--	8.7%	9.5%	5.7%
Education level					
No studies	0.0%	--	0.4%	1.1%	0.3%
Primary education	0.8%	--	0.6%	0.5%	0.4%
Secondary education	27.2%	--	26.5%	27.2%	22.9%
Higher education	72.0%	--	72.5%	71.2%	76.3%

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	6.8%	--	18.6%	8.0%	9.0%
Only with partner	35.4%	--	39.0%	44.2%	37.7%
Only with children (< 13 years old)	13.1%	--	4.2%	8.0%	4.5%
Partner + children (< 13 years old)	7.1%	--	6.7%	9.3%	12.9%
Other relatives	11.3%	--	5.0%	8.0%	8.6%
Friends	2.9%	--	13.2%	8.0%	8.8%
Work colleagues	4.1%	--	1.6%	0.5%	2.1%
Organized trip	0.4%	--	0.1%	0.0%	0.0%
Other combinations (2)	18.8%	--	11.5%	14.1%	16.4%

(2) Combination of some of the groups previously analyzed

	2019	2020	2021	2022	2023
Tourists with children	**29.9%**	**--**	**15.1%**	**23.7%**	**23.9%**
- Between 0 and 2 years old	5.0%	--	2.1%	1.4%	5.3%
- Between 3 and 12 years old	22.9%	--	11.7%	20.0%	17.0%
- Between 0 -2 and 3-12 years old	1.9%	--	1.3%	2.3%	1.6%
Tourists without children	**70.1%**	**--**	**84.9%**	**76.3%**	**76.1%**
Group composition:					
- 1 person	12.0%	--	24.7%	11.7%	12.1%
- 2 people	44.2%	--	48.3%	46.8%	46.3%
- 3 people	17.1%	--	9.4%	18.3%	18.5%
- 4 or 5 people	19.1%	--	13.9%	19.9%	19.5%
- 6 or more people	7.6%	--	3.7%	3.4%	3.5%
Average group size:	**2.87**	**--**	**2.32**	**2.71**	**2.69**

*People who share the main expenses of the trip