

## Tourist profile by quarter of trip (2023)

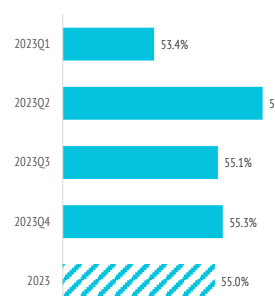
### UNITED KINGDOM

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

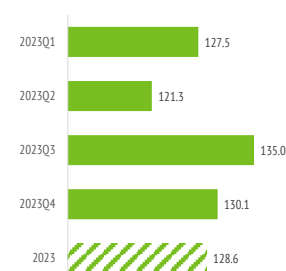


	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>1.3</b>	<b>1.4</b>	<b>1.4</b>	<b>1.5</b>	<b>5.6</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>1.1</b>	<b>1.1</b>	<b>1.2</b>	<b>1.3</b>	<b>4.8</b>
- book holiday package (*)	0.6	0.6	0.7	0.7	2.6
- do not book holiday package (*)	0.5	0.5	0.5	0.6	2.2
- % tourists who book holiday package	53.4%	56.3%	55.1%	55.3%	<b>55.0%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.8</b>
<i>(*) million of tourists</i>					
<b>Expenditure per tourist (€)</b>					
- book holiday package	259	327	399	370	<b>336</b>
- holiday package	213	260	331	310	276
- others	46	67	68	60	59
- do not book holiday package	241	291	362	276	<b>287</b>
- flight	62	65	106	73	75
- accommodation	97	110	131	105	109
- others	83	116	124	98	103
<b>Average length of stay</b>	<b>9.14</b>	<b>8.71</b>	<b>9.03</b>	<b>8.54</b>	<b>8.85</b>
<b>Average daily expenditure (€)</b>	<b>176.0</b>	<b>158.0</b>	<b>192.3</b>	<b>177.3</b>	<b>176.2</b>
<b>Average daily expenditure (without flight)</b>	<b>127.5</b>	<b>121.3</b>	<b>135.0</b>	<b>130.1</b>	<b>128.6</b>
<b>Average cost of the flight (€)</b>	<b>68.0</b>	<b>71.4</b>	<b>113.5</b>	<b>86.5</b>	<b>84.1</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>1,570</b>	<b>1,362</b>	<b>1,869</b>	<b>1,856</b>	<b>6,657</b>

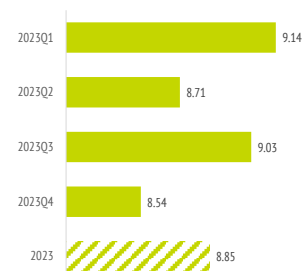
#### % tourists who book holiday package



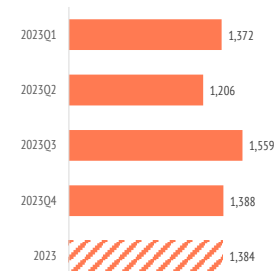
#### Average daily expenditure (€) (without flight)



#### Average length of stay



#### Expenditure per tourist (€)



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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>Accommodation:</b>					
- Accommodation	86.2%	85.5%	84.3%	86.1%	85.5%
- Additional accommodation expenses	5.6%	6.5%	7.1%	6.3%	6.4%
<b>Transport:</b>					
- National/International Transport	95.8%	94.8%	94.3%	96.3%	95.3%
- Flights between islands	3.3%	3.3%	3.9%	3.7%	3.6%
- Taxi	63.7%	67.5%	68.7%	64.5%	66.1%
- Car rental	19.1%	16.1%	14.7%	17.1%	16.7%
- Public transport	11.5%	9.6%	5.9%	8.4%	8.8%
<b>Food and drink:</b>					
- Food purchases at supermarkets	57.0%	58.1%	60.4%	57.6%	58.3%
- Restaurants	72.4%	69.3%	64.9%	63.2%	67.3%
<b>Leisure:</b>					
- Organized excursions	18.1%	18.6%	20.7%	17.2%	18.6%
- Sport activities	8.7%	6.4%	10.1%	6.0%	7.8%
- Cultural activities	2.7%	1.8%	2.4%	2.1%	2.2%
- Museums	4.9%	2.7%	2.7%	3.1%	3.3%
- Theme Parks	8.5%	10.4%	17.5%	8.7%	11.3%
- Discos and pubs	15.4%	16.1%	16.1%	13.1%	15.1%
- Wellness	5.8%	6.1%	6.3%	4.7%	5.7%
<b>Purchases of goods:</b>					
- Souvenirs	39.0%	41.6%	44.2%	39.9%	41.2%
- Real state	0.2%	0.2%	0.2%	0.0%	0.1%
- Other expenses	0.5%	0.5%	1.0%	0.7%	0.7%
<b>Other:</b>					
- Medical or pharmaceutical expenses	7.6%	6.3%	7.6%	6.7%	7.0%
- Other expenses	5.5%	5.7%	5.2%	4.5%	5.2%

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

Expenditure per tourist and trip (€)	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>Accommodation:</b>					
- Accommodation	849	811	996	932	901
- Additional accommodation expenses	126	157	177	170	160
<b>Transport:</b>					
- National/International Transport	660	586	793	679	680
- Flights between islands	389	290	489	380	388
- Taxi	63	76	77	76	73
- Car rental	71	71	77	82	75
- Public transport	113	124	122	106	115
<b>Food and drink:</b>					
- Food purchases at supermarkets	312	293	335	300	310
- Restaurants	100	100	109	98	102
<b>Leisure:</b>					
- Organized excursions	212	193	226	203	208
- Sport activities	498	552	526	540	529
- Cultural activities	91	84	97	89	90
- Museums	92	117	86	88	94
- Theme Parks	60	52	54	52	55
- Discos and pubs	43	50	39	33	41
- Wellness	56	72	79	77	73
<b>Purchases of goods:</b>					
- Souvenirs	98	99	100	128	106
- Real state	59	77	71	74	70
- Other expenses	350	509	358	172	405
- Other expenses	69	83	77	90	80
<b>Other:</b>					
- Medical or pharmaceutical expenses	236	254	113	0	204
- Other expenses	45	172	168	82	121
- Other expenses	135	116	98	137	122
- Medical or pharmaceutical expenses	40	38	31	47	39
- Other expenses	95	78	67	90	83

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.

## Tourist profile by quarter of trip (2023)

### UNITED KINGDOM

#### What is the main purpose of their trip?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Holiday, leisure	94.1%	95.4%	94.9%	94.7%	<b>94.8%</b>
Visiting family or friends	5.0%	3.3%	4.0%	4.1%	<b>4.1%</b>
Business and work	0.1%	0.5%	0.5%	0.5%	<b>0.4%</b>
Education and training	0.0%	0.2%	0.0%	0.1%	<b>0.1%</b>
Sports training	0.5%	0.2%	0.1%	0.1%	<b>0.2%</b>
Health or medical care	0.1%	0.0%	0.0%	0.1%	<b>0.1%</b>
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Others	0.2%	0.4%	0.5%	0.4%	<b>0.4%</b>

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Rest	68.2%	68.7%	57.3%	69.3%	<b>65.9%</b>
Enjoy family time	12.1%	10.4%	24.5%	13.0%	<b>15.0%</b>
Have fun	8.7%	11.1%	12.4%	7.4%	<b>9.8%</b>
Explore the destination	7.8%	7.2%	4.4%	7.7%	<b>6.8%</b>
Practice their hobbies	1.8%	1.3%	0.5%	1.0%	<b>1.2%</b>
Other reasons	1.4%	1.2%	0.9%	1.6%	<b>1.3%</b>

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Didn't have holidays	13.4%	15.6%	12.3%	10.9%	<b>13.0%</b>
Canary Islands	29.1%	33.6%	33.3%	28.6%	<b>31.2%</b>
Other destination	57.4%	50.8%	54.4%	60.5%	<b>55.7%</b>
Balearic Islands	4.9%	4.9%	4.9%	5.4%	5.0%
Rest of Spain	9.1%	7.1%	8.9%	8.6%	8.4%
Italy	4.2%	2.4%	4.5%	6.1%	4.3%
France	2.8%	3.3%	3.9%	3.8%	3.5%
Turkey	4.3%	4.8%	3.2%	3.8%	4.0%
Greece	8.6%	7.2%	6.8%	8.5%	7.7%
Portugal	4.6%	3.9%	3.9%	4.6%	4.2%
Croatia	1.7%	1.1%	1.3%	1.5%	1.4%
Egypt	0.8%	0.9%	0.6%	0.9%	0.8%
Tunisia	0.3%	0.3%	0.0%	0.2%	0.2%
Morocco	0.3%	0.7%	0.7%	0.8%	0.6%
Others	15.9%	14.1%	15.8%	16.3%	15.5%

\* 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")	36.1%	22.2%	17.2%	30.5%	<b>25.4%</b>
Canary Islands (other island)	29.6%	23.0%	20.0%	26.8%	<b>24.3%</b>
Other destination	34.3%	54.8%	62.8%	42.8%	<b>50.4%</b>
Balearic Islands	4.3%	8.2%	10.7%	6.2%	7.8%
Rest of Spain	7.6%	10.5%	10.8%	8.3%	9.5%
Italy	3.2%	4.9%	5.2%	3.5%	4.3%
France	0.8%	1.5%	1.8%	1.2%	1.4%
Turkey	2.6%	4.8%	6.8%	4.1%	4.8%
Greece	4.5%	10.3%	12.2%	7.8%	9.1%
Portugal	5.2%	8.4%	8.5%	5.7%	7.1%
Croatia	1.3%	3.4%	4.1%	2.2%	2.9%
Egypt	2.5%	1.4%	1.6%	2.2%	1.9%
Others	2.3%	1.5%	1.0%	1.8%	1.5%

\* Percentage of valid answers

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Climate	79.5%	79.4%	77.0%	79.0%	<b>78.7%</b>
Safety	63.7%	63.4%	68.6%	63.0%	<b>64.6%</b>
Accommodation supply	51.5%	55.3%	60.4%	54.2%	<b>55.4%</b>
Effortless trip	45.7%	49.1%	48.0%	48.8%	<b>47.9%</b>
Price	43.3%	50.0%	50.0%	46.7%	<b>47.5%</b>
Tranquility	45.1%	45.7%	46.4%	50.0%	<b>46.9%</b>
Environment	35.8%	35.9%	33.3%	35.5%	<b>35.1%</b>
Sea	32.9%	36.5%	35.8%	34.8%	<b>35.0%</b>
Beaches	27.7%	33.4%	34.8%	30.7%	<b>31.7%</b>
European belonging	29.9%	30.3%	30.4%	34.4%	<b>31.4%</b>
Gastronomy	30.4%	26.8%	27.2%	27.3%	<b>27.9%</b>
Fun possibilities	22.1%	25.8%	31.8%	23.3%	<b>25.7%</b>
Landscapes	22.0%	21.0%	20.6%	22.1%	<b>21.4%</b>
Authenticity	18.3%	19.2%	21.3%	20.5%	<b>19.9%</b>
Nightlife	9.0%	10.7%	10.3%	9.7%	<b>9.9%</b>
Shopping	7.7%	10.0%	10.2%	10.7%	<b>9.7%</b>
Culture	8.9%	9.2%	7.6%	9.1%	<b>8.7%</b>
Exoticism	6.6%	7.6%	8.0%	9.2%	<b>7.9%</b>
Historical heritage	6.9%	5.9%	6.0%	8.1%	<b>6.8%</b>
Hiking trail network	5.3%	3.9%	3.1%	5.1%	<b>4.4%</b>

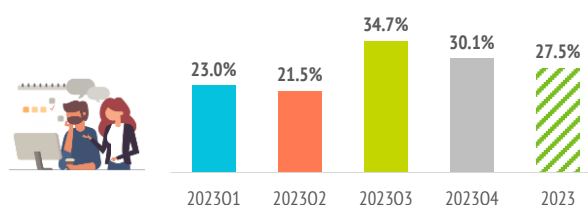
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% 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	0.4%	0.4%	0.1%	0.1%	<b>0.2%</b>
Between 1 and 30 days	20.0%	19.3%	18.7%	17.0%	<b>18.7%</b>
Between 1 and 2 months	26.8%	23.8%	15.3%	19.5%	<b>21.2%</b>
Between 3 and 6 months	29.8%	35.0%	31.2%	33.3%	<b>32.3%</b>
More than 6 months	23.0%	21.5%	34.7%	30.1%	<b>27.5%</b>

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Previous visits to the Canary Islands	65.6%	62.5%	57.7%	64.4%	<b>62.6%</b>
Friends or relatives	29.9%	28.6%	30.4%	26.1%	<b>28.7%</b>
Internet or social media	54.9%	57.4%	57.4%	53.9%	<b>55.8%</b>
Mass Media	2.9%	2.2%	3.1%	1.9%	<b>2.5%</b>
Travel guides and magazines	7.0%	5.3%	6.1%	5.5%	<b>6.0%</b>
Travel Blogs or Forums	4.4%	4.3%	4.6%	5.4%	<b>4.7%</b>
Travel TV Channels	0.9%	0.6%	0.7%	0.8%	<b>0.7%</b>
Tour Operator or Travel Agency	21.9%	21.7%	21.5%	22.0%	<b>21.8%</b>
Public administrations or similar	0.7%	0.7%	0.6%	0.4%	<b>0.6%</b>
Others	2.3%	3.2%	3.2%	2.3%	<b>2.7%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2023)

### UNITED KINGDOM

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>Flight</b>					
- Directly with the airline	51.8%	49.6%	50.1%	47.1%	<b>49.6%</b>
- Tour Operator or Travel Agency	48.2%	50.4%	49.9%	52.9%	<b>50.4%</b>
<b>Accommodation</b>					
- Directly with the accommodation	38.1%	36.9%	36.2%	35.7%	<b>36.7%</b>
- Tour Operator or Travel Agency	61.9%	63.1%	63.8%	64.3%	<b>63.3%</b>

#### Where does the flight come from?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
United Kingdom	98.3%	99.0%	98.3%	97.9%	<b>98.3%</b>
Spanish Mainland	0.5%	0.5%	0.4%	0.9%	<b>0.6%</b>
Ireland	0.6%	0.3%	0.8%	0.3%	<b>0.5%</b>
Portugal	0.3%	0.0%	0.0%	0.2%	<b>0.1%</b>
Switzerland	0.0%	0.0%	0.1%	0.3%	<b>0.1%</b>
Netherlands	0.0%	0.0%	0.2%	0.1%	<b>0.1%</b>
Others	0.2%	0.3%	0.2%	0.4%	<b>0.3%</b>

#### Where do they stay?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
1-2-3* Hotel	10.8%	9.6%	9.9%	8.9%	<b>9.8%</b>
4* Hotel	39.3%	42.1%	41.1%	41.7%	<b>41.1%</b>
5* Hotel / 5* Luxury Hotel	14.6%	14.0%	13.8%	12.0%	<b>13.5%</b>
Aparthotel / Tourist Villa	17.2%	17.7%	18.3%	16.7%	<b>17.5%</b>
House/room rented in a private dwelling	4.7%	4.6%	3.1%	6.4%	<b>4.8%</b>
Private accommodation (1)	7.4%	5.8%	6.5%	6.2%	<b>6.5%</b>
Others (Cottage, cruise, camping,...)	6.0%	6.2%	7.2%	8.0%	<b>6.9%</b>

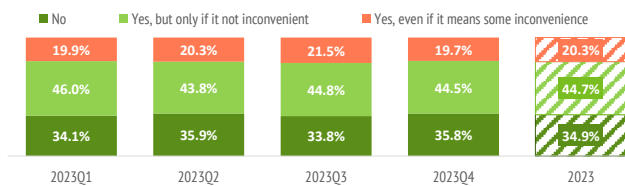
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

#### What do they book?

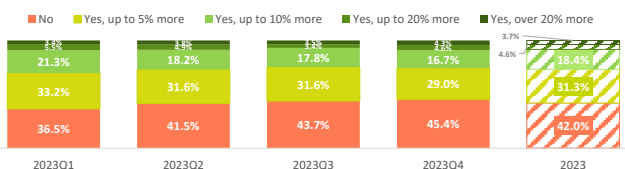
	2023Q1	2023Q2	2023Q3	2023Q4	2023
Room only	26.6%	24.1%	24.3%	26.9%	<b>25.5%</b>
Bed and Breakfast	16.5%	15.0%	12.5%	12.5%	<b>14.0%</b>
Half board	21.7%	18.8%	16.3%	18.7%	<b>18.8%</b>
Full board	1.5%	1.9%	1.5%	2.6%	<b>1.9%</b>
All inclusive	33.7%	40.3%	45.3%	39.2%	<b>39.7%</b>

#### Sustainable Destination

##### When booking a trip, do they tend to choose the most sustainable options?

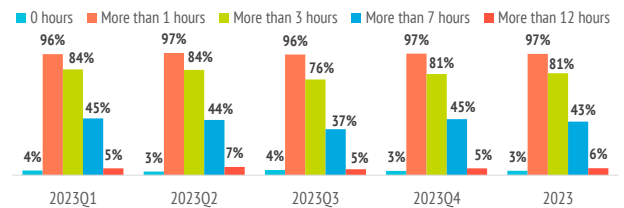


##### Would they be willing to spend more on travel to reduce their carbon footprint?



#### Activities in the Canary Islands

Outdoor time per day	2023Q1	2023Q2	2023Q3	2023Q4	2023
0 hours	3.7%	2.9%	4.0%	3.3%	<b>3.5%</b>
1 - 2 hours	12.2%	13.4%	19.8%	16.1%	<b>15.5%</b>
3 - 6 hours	39.0%	39.8%	39.6%	36.0%	<b>38.5%</b>
7 - 12 hours	39.7%	37.4%	31.8%	39.1%	<b>37.0%</b>
More than 12 hours	5.4%	6.5%	4.7%	5.4%	<b>5.5%</b>
Outdoor time per day	6.5	6.5	5.8	6.4	<b>6.3</b>



Activities in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Walk, wander	82.8%	78.7%	78.0%	77.4%	<b>79.1%</b>
Swimming pool, hotel facilities	64.7%	74.2%	81.2%	68.8%	<b>72.2%</b>
Beach	56.5%	60.0%	66.0%	59.8%	<b>60.6%</b>
Explore the island on their own	37.3%	36.8%	33.8%	32.6%	<b>35.0%</b>
Taste Canarian gastronomy	25.5%	22.5%	20.4%	22.6%	<b>22.7%</b>
Nightlife / concerts / shows	18.9%	21.1%	22.7%	17.1%	<b>19.9%</b>
Organized excursions	12.7%	14.9%	18.1%	13.9%	<b>14.9%</b>
Theme parks	8.9%	12.9%	22.4%	11.3%	<b>13.9%</b>
Sea excursions / whale watching	7.3%	11.7%	15.4%	9.6%	<b>11.0%</b>
Swim	8.8%	10.2%	13.2%	10.5%	<b>10.7%</b>
Wineries / markets / popular festivals	10.1%	8.8%	7.9%	7.1%	<b>8.4%</b>
Hiking	9.8%	5.7%	4.7%	8.1%	<b>7.1%</b>
Museums / exhibitions	8.1%	5.8%	5.2%	7.7%	<b>6.7%</b>
Beauty and health treatments	6.1%	6.8%	6.7%	5.7%	<b>6.3%</b>
Running	5.6%	4.1%	4.2%	4.8%	<b>4.7%</b>
Other Nature Activities	4.2%	3.7%	3.1%	3.4%	<b>3.6%</b>
Practice other sports	4.0%	3.1%	3.3%	2.2%	<b>3.1%</b>
Golf	3.6%	2.7%	3.7%	2.3%	<b>3.1%</b>
Cycling / Mountain bike	3.6%	2.9%	2.1%	2.5%	<b>2.8%</b>
Astronomical observation	2.2%	2.5%	2.4%	2.7%	<b>2.5%</b>
Scuba Diving	1.5%	2.0%	2.6%	1.7%	<b>2.0%</b>
Surf	1.4%	1.2%	1.6%	1.1%	<b>1.3%</b>
Windsurf / Kitesurf	0.5%	0.6%	0.8%	0.7%	<b>0.6%</b>

\* Multi-choice question

##### Perception of the following sustainability measures during their stay \*

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Quality of life on the island	8.0	8.1	8.1	8.1	<b>8.1</b>
Tolerance towards tourism	8.6	8.6	8.5	8.6	<b>8.6</b>
Cleanliness of the island	8.7	8.8	8.4	8.5	<b>8.6</b>
Air quality	8.5	8.6	8.4	8.6	<b>8.5</b>
Rational water consumption	7.7	8.0	7.9	8.0	<b>7.9</b>
Energy saving	7.3	7.4	7.4	7.4	<b>7.3</b>
Use of renewable energy	7.2	7.2	7.2	7.2	<b>7.2</b>
Recycling	7.6	7.7	7.5	7.5	<b>7.6</b>
Easy to get around by public transport	7.8	8.0	7.8	7.8	<b>7.9</b>
Overcrowding in tourist areas	6.8	6.7	6.8	6.7	<b>6.8</b>
Supply of local products	7.2	7.2	7.3	7.3	<b>7.3</b>

\* Scale 0 - 10 (0 = Not important and 10 = Very important)

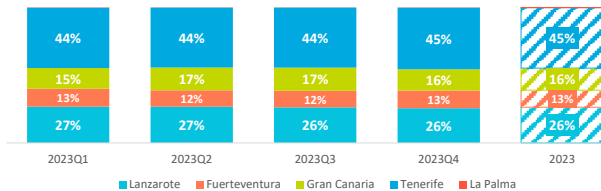
## Tourist profile by quarter of trip (2023)

### UNITED KINGDOM



#### Which island do they choose?

Tourists (≥ 16 year old)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Lanzarote	305,949	302,001	314,806	342,275	1,265,031
Fuerteventura	150,042	136,061	145,071	174,545	605,719
Gran Canaria	175,398	189,945	205,133	209,046	779,522
Tenerife	507,517	498,893	529,935	607,860	2,144,205
La Palma	3,443	2,134	2,023	3,055	10,655



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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Repeat tourists	82.7%	77.9%	82.4%	82.1%	81.3%
At least 10 previous visits	25.2%	25.4%	20.3%	26.4%	24.4%
Repeat tourists (last 5 years)	73.6%	67.9%	71.6%	74.7%	72.1%
Repeat tourists (last 5 years) (5 or more)	19.1%	17.8%	16.0%	20.7%	18.5%

#### Who are they?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
<b>Gender</b>					
Men	42.0%	44.7%	43.2%	46.4%	44.2%
Women	58.0%	55.3%	56.8%	53.6%	55.8%
<b>Age</b>					
Average age	52.0	47.8	44.5	51.5	49.0
Standard deviation	16.0	17.4	16.0	16.3	16.7
<b>Age range</b>					
16 - 24 years old	5.5%	10.7%	14.1%	4.9%	8.7%
25 - 30 years old	6.3%	10.5%	8.2%	7.6%	8.1%
31 - 45 years old	23.8%	26.4%	33.6%	25.9%	27.4%
46 - 60 years old	29.5%	23.6%	24.9%	27.6%	26.4%
Over 60 years old	34.9%	28.8%	19.2%	34.1%	29.3%
<b>Occupation</b>					
Salaried worker	47.6%	55.5%	65.4%	53.7%	55.6%
Self-employed	9.9%	9.7%	10.8%	10.8%	10.3%
Unemployed	0.3%	0.4%	0.6%	0.2%	0.4%
Business owner	5.1%	4.4%	5.9%	5.7%	5.3%
Student	1.7%	3.3%	2.7%	0.7%	2.0%
Retired	33.8%	25.0%	13.3%	27.5%	24.9%
Unpaid domestic work	0.4%	0.9%	0.8%	0.9%	0.8%
Others	1.2%	0.8%	0.5%	0.4%	0.7%
<b>Annual household income level</b>					
Less than €25,000	11.9%	11.2%	10.7%	9.7%	10.8%
€25,000 - €49,999	34.7%	37.2%	29.3%	33.1%	33.5%
€50,000 - €74,999	22.6%	23.2%	26.2%	24.7%	24.2%
More than €74,999	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Education level</b>					
No studies	9.1%	9.6%	11.9%	9.7%	10.1%
Primary education	0.7%	0.5%	0.4%	0.7%	0.6%
Secondary education	17.3%	17.9%	15.8%	16.8%	16.9%
Higher education	72.8%	71.9%	71.9%	72.9%	72.4%

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	2023Q1	2023Q2	2023Q3	2023Q4	2023
Lanzarote	26.8%	26.7%	26.3%	25.6%	26.3%
Fuerteventura	13.1%	12.1%	12.1%	13.1%	12.6%
Gran Canaria	15.4%	16.8%	17.1%	15.6%	16.2%
Tenerife	44.4%	44.2%	44.3%	45.5%	44.6%
La Palma	0.3%	0.2%	0.2%	0.2%	0.2%

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

	2023Q1	2023Q2	2023Q3	2023Q4	2023
One island	95.4%	95.5%	95.8%	95.0%	95.4%
Two islands	4.2%	4.1%	3.8%	4.5%	4.2%
Three or more islands	0.4%	0.3%	0.5%	0.5%	0.4%

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

Satisfaction (scale 0-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Average rating	8.93	9.06	8.94	8.97	8.97

Experience in the Canary Islands	2023Q1	2023Q2	2023Q3	2023Q4	2023
Worse or much worse than expected	2.3%	2.1%	2.6%	2.3%	2.3%
Lived up to expectations	53.8%	52.8%	53.7%	56.0%	54.2%
Better or much better than expected	43.9%	45.1%	43.8%	41.7%	43.5%

Future intentions (scale 1-10)	2023Q1	2023Q2	2023Q3	2023Q4	2023
Return to the Canary Islands	9.11	9.10	8.88	9.13	9.05
Recommend visiting the Canary Islands	9.22	9.22	9.07	9.22	9.18

#### Who do they come with?

	2023Q1	2023Q2	2023Q3	2023Q4	2023
Unaccompanied	7.6%	6.8%	5.5%	7.7%	6.9%
Only with partner	54.8%	58.7%	35.4%	53.0%	50.4%
Only with children (< 13 years old)	2.3%	3.2%	6.4%	3.4%	3.8%
Partner + children (< 13 years old)	6.3%	6.0%	12.1%	5.6%	7.5%
Other relatives	10.7%	8.9%	17.2%	12.0%	12.3%
Friends	6.3%	8.0%	5.0%	5.8%	6.2%
Work colleagues	0.1%	0.4%	0.0%	0.4%	0.2%
Organized trip	0.1%	0.1%	0.1%	0.1%	0.1%
Other combinations (2)	11.8%	7.9%	18.4%	12.0%	12.6%

(2) Combination of some of the groups previously analyzed

Tourists with children	15.0%	13.8%	32.0%	15.7%	19.2%
- Between 0 and 2 years old	1.2%	1.8%	1.4%	1.4%	1.4%
- Between 3 and 12 years old	12.3%	10.4%	28.1%	13.0%	16.0%
- Between 0 -2 and 3-12 years old	1.6%	1.7%	2.6%	1.3%	1.8%
<b>Tourists without children</b>	<b>85.0%</b>	<b>86.2%</b>	<b>68.0%</b>	<b>84.3%</b>	<b>80.8%</b>
<b>Group composition:</b>					
- 1 person	10.6%	9.2%	6.7%	9.3%	8.9%
- 2 people	60.8%	64.9%	41.2%	59.6%	56.6%
- 3 people	9.6%	10.5%	16.5%	10.0%	11.6%
- 4 or 5 people	15.2%	12.5%	26.8%	16.2%	17.7%
- 6 or more people	3.9%	2.9%	8.8%	4.9%	5.1%
<b>Average group size:</b>	<b>2.56</b>	<b>2.43</b>	<b>3.19</b>	<b>2.60</b>	<b>2.70</b>

\*People who share the main expenses of the trip