

Tourist profile. Historical data (2019 - 2023)

UNITED KINGDOM



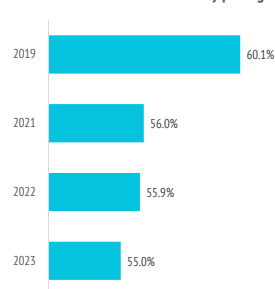
How many are they and how much do they spend?



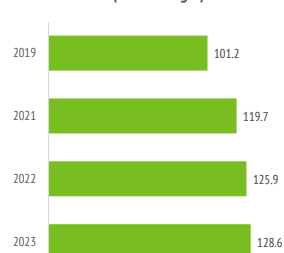
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	4,939	1,175	1,289	4,955	5,612
Tourist arrivals ≥ 16 years old (EGT) (*)	4,307	1,045	1,085	4,287	4,811
- book holiday package (*)	2,588	--	608	2,395	2,648
- do not book holiday package (*)	1,720	--	477	1,893	2,163
- % tourists who book holiday package	60.1%	--	56.0%	55.9%	55.0%
Children < 16 years old (FRONTUR - EGT) (*)	632	--	204	668	802
Expenditure per tourist (€)					
- book holiday package	1,244	--	1,367	1,455	1,528
- holiday package	1,008	--	1,080	1,195	1,258
- others	236	--	287	260	270
- do not book holiday package	892	--	1,081	1,187	1,208
- flight	236	--	228	304	316
- accommodation	299	--	410	447	460
- others	357	--	443	436	432
Average length of stay	8.52	--	9.00	8.62	8.85
Average daily expenditure (€)	141.0	--	151.4	170.2	176.2
Average daily expenditure (without flight)	101.2	--	119.7	125.9	128.6
Average cost of the flight (€)	310.2	--	259.8	346.5	369.9
Total turnover (≥ 16 years old) (€m)	4,752	--	1,346	5,731	6,657

(*) Thousands of tourists

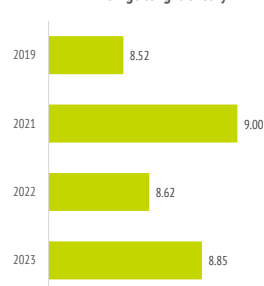
% tourists who book holiday package



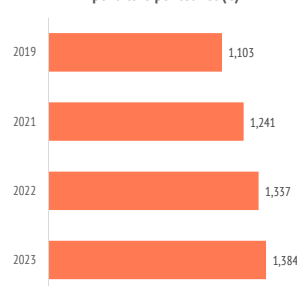
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	85.5%	--	84.6%	86.3%	85.5%
- Additional accommodation expenses	8.7%	--	8.3%	6.7%	6.4%
Transport:					
- National/International Transport	95.3%	--	97.7%	96.6%	95.3%
- Flights between islands	3.6%	--	3.3%	3.6%	3.6%
- Taxi	58.2%	--	62.9%	65.7%	66.1%
- Car rental	12.6%	--	18.1%	16.3%	16.7%
- Public transport	6.5%	--	7.9%	7.3%	8.8%
Food and drink:					
- Food purchases at supermarkets	51.0%	--	54.0%	55.2%	58.3%
- Restaurants	58.3%	--	66.5%	67.4%	67.3%
Leisure:					
- Organized excursions	15.8%	--	17.2%	19.4%	18.6%
- Sport activities	5.6%	--	9.3%	8.6%	7.8%
- Cultural activities	1.8%	--	2.3%	2.2%	2.2%
- Museums	2.7%	--	2.1%	2.6%	3.3%
- Theme Parks	6.8%	--	9.2%	11.8%	11.3%
- Discos and pubs	11.4%	--	14.0%	14.3%	15.1%
- Wellness	3.3%	--	5.4%	5.8%	5.7%
Purchases of goods:					
- Souvenirs	44.5%	--	37.6%	39.7%	41.2%
- Real state	0.2%	--	0.2%	0.1%	0.1%
- Other expenses	0.5%	--	0.6%	0.7%	0.7%
Other:					
- Medical or pharmaceutical expenses	5.5%	--	13.9%	7.2%	7.0%
- Other expenses	5.2%	--	7.9%	5.1%	5.2%

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.

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:					
Accommodation:	784	--	884	857	901
- Accommodation	566	--	696	713	741
- Additional accommodation expenses	217	--	188	144	160
Transport:					
Transport:	537	--	590	646	680
- National/International Transport	325	--	266	359	388
- Flights between islands	53	--	75	65	73
- Taxi	53	--	75	74	75
- Car rental	82	--	140	126	115
- Public transport	24	--	35	22	28
Food and drink:					
Food and drink:	277	--	315	305	310
- Food purchases at supermarkets	99	--	97	95	102
- Restaurants	178	--	217	210	208
Leisure:					
Leisure:	512	--	536	550	529
- Organized excursions	90	--	91	98	90
- Sport activities	87	--	97	97	94
- Cultural activities	63	--	54	54	55
- Museums	38	--	37	38	41
- Theme Parks	70	--	70	74	73
- Discos and pubs	100	--	115	109	106
- Wellness	63	--	70	80	70
Purchases of goods:					
Purchases of goods:	403	--	752	930	405
- Souvenirs	96	--	89	78	80
- Real state	191	--	485	694	204
- Other expenses	116	--	178	158	121
Other:					
Other:	140	--	131	117	122
- Medical or pharmaceutical expenses	43	--	48	39	39
- Other expenses	98	--	83	78	83

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	94.7%	--	92.0%	94.5%	94.8%
Visiting family or friends	3.9%	--	6.5%	4.4%	4.1%
Business and work	0.6%	--	0.4%	0.4%	0.4%
Education and training	0.1%	--	0.0%	0.1%	0.1%
Sports training	0.3%	--	0.3%	0.2%	0.2%
Health or medical care	0.1%	--	0.1%	0.1%	0.1%
Fairs and congresses	0.0%	--	0.0%	0.0%	0.0%
Others	0.4%	--	0.7%	0.5%	0.4%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	67.1%	--	69.6%	65.6%	65.9%
Enjoy family time	13.8%	--	12.6%	16.2%	15.0%
Have fun	10.8%	--	8.9%	10.1%	9.8%
Explore the destination	6.2%	--	6.2%	6.2%	6.8%
Practice their hobbies	1.0%	--	1.2%	1.0%	1.2%
Other reasons	1.1%	--	1.4%	1.0%	1.3%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	50.4%	44.7%	13.0%
Canary Islands	--	--	20.8%	22.0%	31.2%
Other destination	--	--	28.8%	33.4%	55.7%
Balearic Islands	--	--	2.0%	3.4%	5.0%
Rest of Spain	--	--	2.8%	5.0%	8.4%
Italy	--	--	2.5%	2.1%	4.3%
France	--	--	1.5%	2.3%	3.5%
Turkey	--	--	3.3%	1.6%	4.0%
Greece	--	--	5.1%	4.7%	7.7%
Portugal	--	--	2.0%	2.8%	4.2%
Croatia	--	--	0.8%	0.7%	1.4%
Egypt	--	--	0.3%	0.4%	0.8%
Tunisia	--	--	0.0%	0.1%	0.2%
Morocco	--	--	0.2%	0.3%	0.6%
Others	--	--	8.3%	9.9%	15.5%

* 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")	--	--	29.2%	25.8%	25.4%
Canary Islands (other island)	--	--	24.7%	23.9%	24.3%
Other destination	--	--	46.0%	50.2%	50.4%
Balearic Islands	--	--	8.0%	7.7%	7.8%
Rest of Spain	--	--	7.2%	9.4%	9.5%
Italy	--	--	2.9%	4.0%	4.3%
France	--	--	1.2%	1.5%	1.4%
Turkey	--	--	4.1%	4.6%	4.8%
Greece	--	--	9.0%	9.8%	9.1%
Portugal	--	--	6.7%	7.0%	7.1%
Croatia	--	--	2.7%	2.3%	2.9%
Egypt	--	--	1.6%	2.0%	1.9%
Others	--	--	2.7%	2.0%	1.5%

* Percentage of valid answers

Importance of each factor in the destination choice

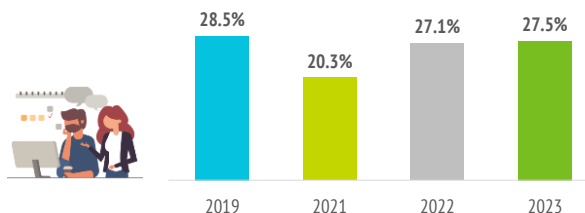
	2019	2020	2021	2022	2023
Climate	81.8%	--	82.8%	78.7%	78.7%
Safety	62.0%	--	61.8%	61.6%	64.6%
Accommodation supply	55.3%	--	52.6%	53.8%	55.4%
Effortless trip	42.7%	--	48.7%	46.9%	47.9%
Price	50.3%	--	43.5%	45.4%	47.5%
Tranquility	46.8%	--	48.5%	45.5%	46.9%
Environment	35.1%	--	35.3%	32.5%	35.1%
Sea	33.3%	--	41.7%	35.4%	35.0%
Beaches	30.9%	--	37.6%	32.7%	31.7%
European belonging	33.3%	--	32.5%	31.8%	31.4%
Gastronomy	24.0%	--	29.9%	27.8%	27.9%
Fun possibilities	24.5%	--	26.4%	26.3%	25.7%
Landscapes	22.3%	--	24.3%	21.1%	21.4%
Authenticity	18.8%	--	19.7%	19.1%	19.9%
Nightlife	11.1%	--	11.3%	9.5%	9.9%
Shopping	10.8%	--	9.6%	9.5%	9.7%
Culture	8.2%	--	9.4%	8.7%	8.7%
Exoticism	8.7%	--	8.7%	7.9%	7.9%
Historical heritage	6.9%	--	6.6%	6.3%	6.8%
Hiking trail network	4.1%	--	5.2%	3.8%	4.4%

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	0.4%	--	0.7%	0.3%	0.2%
Between 1 and 30 days	18.7%	--	35.6%	22.5%	18.7%
Between 1 and 2 months	19.7%	--	24.2%	21.3%	21.2%
Between 3 and 6 months	32.7%	--	19.2%	28.8%	32.3%
More than 6 months	28.5%	--	20.3%	27.1%	27.5%

% 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	61.9%	--	65.3%	62.7%	62.6%
Friends or relatives	28.1%	--	29.0%	30.7%	28.7%
Internet or social media	58.0%	--	52.8%	56.2%	55.8%
Mass Media	1.5%	--	1.7%	2.3%	2.5%
Travel guides and magazines	6.7%	--	5.3%	5.4%	6.0%
Travel Blogs or Forums	4.4%	--	4.8%	4.8%	4.7%
Travel TV Channels	0.8%	--	0.6%	0.8%	0.7%
Tour Operator or Travel Agency	21.8%	--	23.1%	23.3%	21.8%
Public administrations or similar	0.3%	--	4.5%	2.2%	0.6%
Others	2.6%	--	2.4%	3.2%	2.7%

* Multi-choice question

Tourist profile. Historical data (2019 - 2023)

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With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	44.7%	--	53.1%	49.1%	49.6%
- Tour Operator or Travel Agency	55.3%	--	46.9%	50.9%	50.4%
Accommodation					
- Directly with the accommodation	31.0%	--	38.7%	34.9%	36.7%
- Tour Operator or Travel Agency	69.0%	--	61.3%	65.1%	63.3%

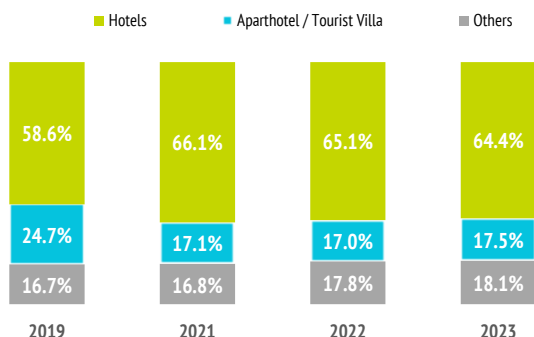
Where does the flight come from?

	2019	2020	2021	2022	2023
United Kingdom	98.3%	--	97.6%	98.1%	98.3%
Spanish Mainland	0.8%	--	0.8%	0.8%	0.6%
Ireland	0.4%	--	0.9%	0.6%	0.5%
Portugal	0.0%	--	0.1%	0.2%	0.1%
Switzerland	0.0%	--	0.0%	0.0%	0.1%
Netherlands	0.0%	--	0.1%	0.0%	0.1%
Germany	0.2%	--	0.2%	0.1%	0.1%
Austria	0.0%	--	0.0%	0.0%	0.0%
Romania	0.0%	--	0.0%	0.0%	0.0%
Norway	0.1%	--	0.0%	0.0%	0.0%
Others	0.2%	--	0.2%	0.1%	0.1%

Where do they stay?

	2019	2020	2021	2022	2023
1-2-3* Hotel	9.8%	--	9.8%	9.4%	9.8%
4* Hotel	38.2%	--	41.2%	41.2%	41.1%
5* Hotel / 5* Luxury Hotel	10.6%	--	15.0%	14.6%	13.5%
Aparthotel / Tourist Villa	24.7%	--	17.1%	17.0%	17.5%
House/room rented in a private dwelling	4.8%	--	3.4%	4.3%	4.8%
Private accommodation (1)	5.6%	--	7.6%	6.2%	6.5%
Others (Cottage, cruise, camping,...)	6.3%	--	5.9%	7.4%	6.9%

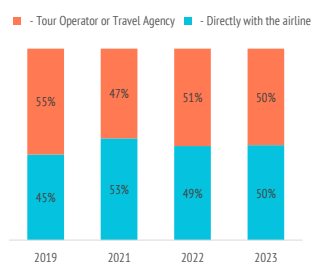
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



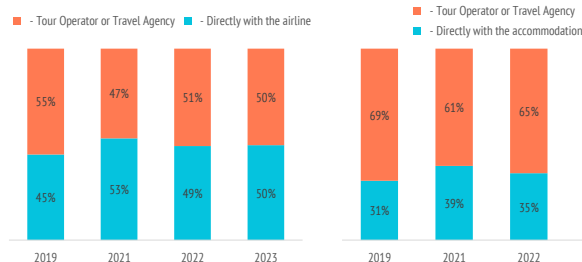
What do they book?

	2019	2020	2021	2022	2023
Room only	28.1%	--	23.6%	26.0%	25.5%
Bed and Breakfast	10.8%	--	14.3%	13.5%	14.0%
Half board	17.9%	--	18.0%	17.4%	18.8%
Full board	2.0%	--	1.5%	2.4%	1.9%
All inclusive	41.2%	--	42.6%	40.7%	39.7%

Flight

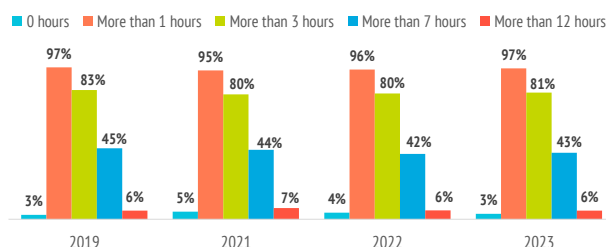


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	2.8%	--	4.8%	4.2%	3.5%
1 - 2 hours	14.6%	--	15.3%	15.3%	15.5%
3 - 6 hours	37.2%	--	35.4%	38.7%	38.5%
7 - 12 hours	39.9%	--	37.3%	36.1%	37.0%
More than 12 hours	5.5%	--	7.2%	5.7%	5.5%
Outdoor time per day	6.5	--	6.4	6.3	6.3



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	75.7%	--	78.8%	79.9%	79.1%
Swimming pool, hotel facilities	70.3%	--	73.5%	75.1%	72.2%
Beach	58.0%	--	65.7%	63.4%	60.6%
Explore the island on their own	33.3%	--	34.4%	34.9%	35.0%
Taste Canarian gastronomy	20.7%	--	24.7%	23.1%	22.7%
Nightlife / concerts / shows	21.3%	--	20.1%	20.4%	19.9%
Organized excursions	15.8%	--	14.5%	17.1%	14.9%
Theme parks	14.0%	--	12.1%	14.7%	13.9%
Sea excursions / whale watching	11.0%	--	12.1%	12.1%	11.0%
Swim	--	--	39.9%	12.3%	10.7%
Wineries / markets / popular festivals	9.4%	--	7.4%	8.0%	8.4%
Hiking	--	--	8.2%	6.5%	7.1%
Museums / exhibitions	6.7%	--	5.7%	5.5%	6.7%
Beauty and health treatments	5.6%	--	6.7%	6.1%	6.3%
Running	--	--	6.1%	4.9%	4.7%
Other Nature Activities	--	--	3.5%	3.2%	3.6%
Practice other sports	--	--	3.8%	3.3%	3.1%
Golf	--	--	3.1%	3.1%	3.1%
Cycling / Mountain bike	--	--	4.0%	3.0%	2.8%
Astronomical observation	2.0%	--	1.8%	2.0%	2.5%
Scuba Diving	--	--	2.1%	2.0%	2.0%
Surf	--	--	3.1%	1.7%	1.3%
Windsurf / Kitesurf	--	--	0.9%	0.9%	0.6%

* Multi-choice question

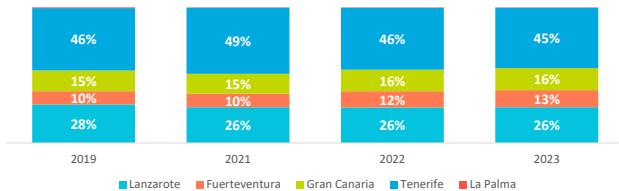
Tourist profile. Historical data (2019 - 2023)

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Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	1,215,906	--	284,634	1,121,461	1,265,031
Fuerteventura	419,136	--	108,647	510,180	605,719
Gran Canaria	658,499	--	157,403	678,992	779,522
Tenerife	1,970,270	--	527,673	1,956,935	2,144,205
La Palma	23,894	--	2,198	10,668	10,655



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	78.9%	--	81.0%	78.2%	81.3%
At least 10 previous visits	20.9%	--	25.0%	22.5%	24.4%
Repeat tourists (last 5 years)	71.7%	--	73.4%	68.4%	72.1%
Repeat tourists (last 5 years)(5 or more visits)	22.0%	--	18.7%	13.9%	18.5%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	42.8%	--	44.7%	44.3%	44.2%
Women	57.2%	--	55.3%	55.7%	55.8%
Age					
Average age	48.3	--	46.8	48.1	49.0
Standard deviation	15.8	--	15.9	15.9	16.7
Age range					
16 - 24 years old	7.2%	--	9.3%	8.2%	8.7%
25 - 30 years old	10.1%	--	11.7%	9.1%	8.1%
31 - 45 years old	25.2%	--	25.9%	27.8%	27.4%
46 - 60 years old	32.2%	--	29.9%	28.8%	26.4%
Over 60 years old	25.2%	--	23.2%	26.1%	29.3%
Occupation					
Salaried worker	56.2%	--	60.8%	59.5%	55.6%
Self-employed	11.6%	--	9.8%	10.1%	10.3%
Unemployed	0.9%	--	0.8%	0.4%	0.4%
Business owner	4.9%	--	4.7%	4.3%	5.3%
Student	2.4%	--	3.3%	2.8%	2.0%
Retired	22.5%	--	19.0%	21.6%	24.9%
Unpaid domestic work	0.8%	--	1.2%	0.8%	0.8%
Others	0.6%	--	0.5%	0.6%	0.7%
Annual household income level					
Less than €25,000	18.9%	--	11.1%	10.6%	10.8%
€25,000 - €49,999	36.9%	--	34.4%	32.6%	33.5%
€50,000 - €74,999	21.0%	--	23.6%	25.9%	24.2%
More than €74,999	23.2%	--	30.8%	30.8%	31.4%
Education level					
No studies	13.4%	--	8.7%	9.4%	10.1%
Primary education	0.9%	--	0.9%	0.5%	0.6%
Secondary education	19.0%	--	18.5%	16.3%	16.9%
Higher education	66.7%	--	71.9%	73.8%	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	2019	2020	2021	2022	2023
Lanzarote	28.4%	--	26.3%	26.2%	26.3%
Fuerteventura	9.8%	--	10.1%	11.9%	12.6%
Gran Canaria	15.4%	--	14.6%	15.9%	16.2%
Tenerife	46.0%	--	48.8%	45.7%	44.6%
La Palma	0.6%	--	0.2%	0.2%	0.2%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	94.3%	--	95.5%	96.0%	95.4%
Two islands	5.2%	--	3.9%	3.7%	4.2%
Three or more islands	0.5%	--	0.6%	0.3%	0.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.87	--	9.12	9.00	8.97

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	2.2%	--	2.0%	2.7%	2.3%
Lived up to expectations	53.9%	--	49.5%	52.3%	54.2%
Better or much better than expected	43.9%	--	48.5%	45.0%	43.5%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.96	--	9.20	9.02	9.05
Recommend visiting the Canary Islands	9.10	--	9.31	9.17	9.18

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	6.6%	--	11.0%	7.3%	6.9%
Only with partner	50.3%	--	53.6%	48.8%	50.4%
Only with children (< 13 years old)	4.7%	--	3.4%	4.1%	3.8%
Partner + children (< 13 years old)	6.5%	--	5.1%	8.0%	7.5%
Other relatives	12.4%	--	10.3%	12.1%	12.3%
Friends	6.4%	--	6.9%	6.4%	6.2%
Work colleagues	0.1%	--	0.0%	0.2%	0.2%
Organized trip	0.2%	--	0.1%	0.2%	0.1%
Other combinations (2)	12.9%	--	9.4%	12.9%	12.6%

(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%	1.2%	1.4%
- Between 3 and 12 years old	15.6%	--	10.8%	17.7%	16.0%
- Between 0 -2 and 3-12 years old	1.8%	--	1.3%	1.5%	1.8%
Tourists without children	81.1%	--	86.6%	79.6%	80.8%
Group composition:					
- 1 person	9.9%	--	13.3%	9.4%	8.9%
- 2 people	56.4%	--	60.5%	55.0%	56.6%
- 3 people	11.2%	--	9.3%	11.2%	11.6%
- 4 or 5 people	17.7%	--	14.1%	19.1%	17.7%
- 6 or more people	4.8%	--	2.8%	5.3%	5.1%
Average group size:	2.65	--	2.41	2.72	2.70

*People who share the main expenses of the trip