Tourist profile. Historical data (2019 - 2023)
CZECH REPUBLIC
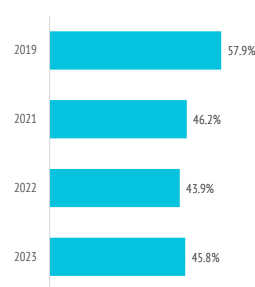
Canary Islands
LATITUDE OF LIFE

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) (*)	66	24	57	103	126
- book holiday package (*)	38	--	26	45	58
- do not book holiday package (*)	28	--	31	58	69
- % tourists who book holiday package	57.9%	--	46.2%	43.9%	45.8%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	--	n.d.	n.d.	n.d.
Expenditure per tourist (€)	963	--	1,303	1,168	1,409
- book holiday package	1,068	--	1,388	1,248	1,450
- holiday package	896	--	1,142	1,064	1,247
- others	172	--	247	184	203
- do not book holiday package	818	--	1,229	1,104	1,374
- flight	226	--	313	321	389
- accommodation	216	--	431	296	434
- others	376	--	485	488	551
Average lenght of stay	9.10	--	10.66	9.74	10.83
Average daily expenditure (€)	116.7	--	139.0	133.8	152.3
Average daily expenditure (without flight)	81.0	--	103.4	96.4	104.4
Average cost of the flight (€)	288.0	--	338.6	334.2	417.3
Total turnover (≥ 16 years old) (€m)	63	--	75	120	178

(*) Thousands of tourists

% tourists who book holiday package
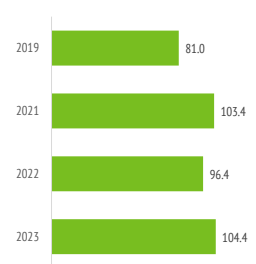
- 2019: 57.9%
- 2021: 46.2%
- 2022: 43.9%
- 2023: 45.8%

Average daily expenditure (€) (without flight)

- 2019: 81.0
- 2021: 103.4
- 2022: 96.4
- 2023: 104.4

Average lenght of stay

- 2019: 9.10
- 2021: 10.66
- 2022: 9.74
- 2023: 10.83

Expenditure per tourist (€)

- 2019: 963
- 2021: 1,303
- 2022: 1,168
- 2023: 1,409
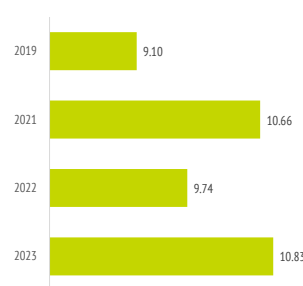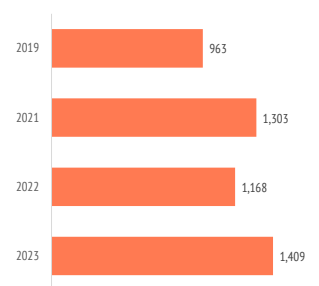
% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	85.5%	--	83.2%	80.1%	80.9%
- Additional accommodation expenses	5.9%	--	7.1%	9.2%	4.5%
Transport:					
- National/International Transport	96.2%	--	90.9%	95.2%	94.1%
- Flights between islands	5.0%	--	4.6%	3.7%	3.7%
- Taxi	42.7%	--	41.1%	44.9%	42.2%
- Car rental	26.8%	--	58.4%	47.8%	48.6%
- Public transport	10.0%	--	11.4%	11.9%	12.8%
Food and drink:					
- Food purchases at supermarkets	54.1%	--	60.9%	63.9%	57.0%
- Restaurants	43.6%	--	57.7%	60.8%	56.3%
Leisure:					
- Organized excursions	29.8%	--	29.3%	28.0%	39.8%
- Sport activities	4.1%	--	9.2%	10.0%	8.1%
- Cultural activities	4.3%	--	2.6%	3.5%	3.2%
- Museums	4.5%	--	3.1%	8.8%	6.3%
- Theme Parks	5.0%	--	14.5%	13.9%	12.2%
- Discos and pubs	3.4%	--	5.7%	3.6%	7.4%
- Wellness	2.3%	--	1.6%	0.5%	3.1%
Purchases of goods:					
- Souvenirs	44.9%	--	48.6%	47.0%	47.4%
- Real state	0.0%	--	0.3%	0.6%	0.0%
- Other expenses	0.0%	--	0.6%	0.5%	0.7%
Other:					
- Medical or pharmaceutical expenses	2.9%	--	14.6%	3.8%	7.4%
- Other expenses	4.8%	--	8.3%	4.9%	6.0%

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:	568	--	875	662	847
- Accommodation	439	--	656	548	682
- Additional accommodation expenses	129	--	219	114	165
Transport:	565	--	685	682	859
- National/International Transport	299	--	372	351	444
- Flights between islands	88	--	66	66	97
- Taxi	78	--	101	103	103
- Car rental	83	--	125	128	128
- Public transport	17	--	21	34	86
Food and drink:	310	--	290	278	323
- Food purchases at supermarkets	171	--	122	116	145
- Restaurants	139	--	169	162	178
Leisure:	381	--	472	372	676
- Organized excursions	90	--	111	79	99
- Sport activities	114	--	125	65	155
- Cultural activities	50	--	46	59	94
- Museums	17	--	18	30	51
- Theme Parks	38	--	47	58	88
- Discos and pubs	40	--	50	52	67
- Wellness	33	--	75	29	122
Purchases of goods:	77	--	198	880	183
- Souvenirs	77	--	79	95	93
- Real state	0	--	27	730	0
- Other expenses	0	--	91	55	90
Other:	91	--	142	108	111
- Medical or pharmaceutical expenses	9	--	61	33	36
- Other expenses	82	--	81	74	75

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. Historical data (2019 - 2023)
REPÚBLICA CHECA

Canary Islands
LATITUDE OF LIFE

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	93.1%	--	93.7%	93.1%	93.2%
Visiting family or friends	4.5%	--	2.2%	5.6%	4.0%
Business and work	1.3%	--	2.0%	0.2%	0.3%
Education and training	0.0%	--	0.3%	0.4%	1.2%
Sports training	0.5%	--	0.9%	0.3%	0.7%
Health or medical care	0.4%	--	0.0%	0.0%	0.3%
Fairs and congresses	0.0%	--	0.0%	0.0%	0.0%
Others	0.2%	--	1.0%	0.4%	0.3%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	48.0%	--	42.5%	37.0%	42.4%
Enjoy family time	13.7%	--	12.6%	16.8%	10.4%
Have fun	3.3%	--	4.4%	3.0%	3.7%
Explore the destination	32.0%	--	38.0%	39.1%	39.4%
Practice their hobbies	2.7%	--	1.5%	3.9%	1.6%
Other reasons	0.3%	--	1.0%	0.2%	2.5%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	28.9%	24.1%	11.8%
Canary Islands	--	--	10.6%	15.6%	20.1%
Other destination	--	--	60.5%	60.3%	68.1%
Balearic Islands	--	--	1.3%	4.5%	4.2%
Rest of Spain	--	--	3.6%	3.3%	6.0%
Italy	--	--	8.8%	10.5%	14.0%
France	--	--	1.5%	2.8%	1.4%
Turkey	--	--	0.9%	1.9%	1.5%
Greece	--	--	7.5%	7.0%	10.7%
Portugal	--	--	3.2%	3.1%	2.9%
Croatia	--	--	12.1%	11.9%	11.2%
Egypt	--	--	1.3%	2.5%	3.1%
Tunisia	--	--	0.8%	0.2%	1.0%
Morocco	--	--	1.0%	0.0%	0.2%
Others	--	--	18.6%	12.6%	11.9%

* 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")	--	--	20.0%	20.8%	20.1%
Canary Islands (other island)	--	--	30.4%	28.3%	28.9%
Other destination	--	--	49.6%	50.9%	51.0%
Balearic Islands	--	--	5.2%	2.9%	4.6%
Rest of Spain	--	--	6.7%	8.4%	10.1%
Italy	--	--	7.1%	7.9%	6.3%
France	--	--	1.6%	1.9%	1.6%
Turkey	--	--	1.7%	2.4%	2.3%
Greece	--	--	9.9%	7.9%	9.7%
Portugal	--	--	6.5%	7.6%	8.0%
Croatia	--	--	1.2%	1.8%	1.7%
Egypt	--	--	3.5%	4.9%	3.4%
Others	--	--	6.2%	5.3%	3.2%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019	2020	2021	2022	2023
Climate	62.9%	--	60.4%	63.8%	69.2%
Safety	55.0%	--	53.2%	47.0%	56.5%
Landscapes	40.4%	--	50.4%	47.0%	50.1%
Sea	48.7%	--	50.9%	51.6%	49.1%
European belonging	46.3%	--	47.0%	50.7%	46.7%
Tranquility	50.0%	--	34.6%	34.4%	44.9%
Beaches	44.2%	--	41.3%	42.0%	43.8%
Accommodation supply	35.9%	--	29.4%	30.4%	35.9%
Effortless trip	31.9%	--	32.5%	32.9%	33.5%
Environment	33.6%	--	28.9%	32.2%	33.2%
Gastronomy	34.1%	--	28.6%	27.4%	32.8%
Authenticity	34.9%	--	29.6%	26.1%	29.4%
Price	28.4%	--	18.0%	23.9%	23.9%
Exoticism	20.0%	--	19.9%	19.3%	19.5%
Hiking trail network	19.9%	--	12.3%	15.8%	17.3%
Fun possibilities	20.6%	--	14.2%	12.7%	15.4%
Culture	18.3%	--	8.9%	7.1%	11.9%
Historical heritage	12.4%	--	10.8%	9.5%	11.3%
Nightlife	14.3%	--	7.0%	4.7%	8.2%
Shopping	13.5%	--	4.2%	3.9%	5.7%

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	0.8%	--	1.7%	0.5%	0.6%
Between 1 and 30 days	36.2%	--	60.3%	43.0%	28.5%
Between 1 and 2 months	18.7%	--	24.1%	31.8%	24.6%
Between 3 and 6 months	30.0%	--	7.9%	19.1%	35.9%
More than 6 months	14.3%	--	6.0%	5.6%	10.4%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2019	2021	2022	2023
14.3%	6.0%	5.6%	10.4%
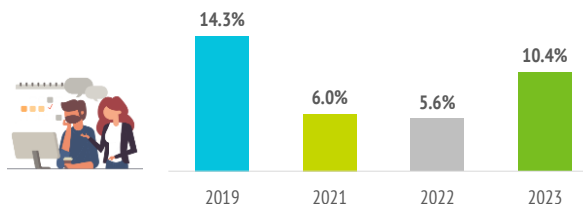
What channels did they use to get information about the trip?

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	40.6%	--	33.3%	38.2%	39.4%
Friends or relatives	26.1%	--	35.2%	34.4%	35.4%
Internet or social media	61.0%	--	62.8%	64.8%	60.1%
Mass Media	3.8%	--	2.6%	1.5%	2.1%
Travel guides and magazines	13.9%	--	12.1%	15.1%	12.0%
Travel Blogs or Forums	7.9%	--	14.3%	15.5%	14.0%
Travel TV Channels	0.0%	--	0.0%	0.8%	1.9%
Tour Operator or Travel Agency	12.0%	--	11.2%	9.6%	12.0%
Public administrations or similar	0.0%	--	0.9%	0.9%	2.3%
Others	1.5%	--	3.8%	3.5%	3.3%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	35.9%	--	44.7%	47.4%	49.7%
- Tour Operator or Travel Agency	64.1%	--	55.3%	52.6%	50.3%
Accommodation					
- Directly with the accommodation	26.7%	--	36.9%	41.1%	38.4%
- Tour Operator or Travel Agency	73.3%	--	63.1%	58.9%	61.6%

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

Accommodation
- Tour Operator or Travel Agency
- Directly with the accommodation
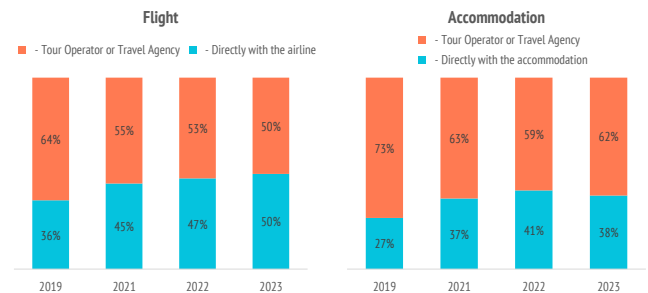
Where does the flight come from? 🌐

	2019	2020	2021	2022	2023
Czech Republic	69.7%	--	77.9%	70.4%	78.1%
Austria	3.3%	--	7.8%	13.1%	13.1%
Spanish Mainland	3.6%	--	5.9%	5.7%	2.0%
Germany	14.5%	--	3.3%	2.6%	1.7%
United Kingdom	6.4%	--	1.5%	0.0%	1.7%
Switzerland	0.7%	--	0.4%	0.3%	0.9%
Poland	1.1%	--	2.1%	3.2%	0.7%
France	0.0%	--	0.0%	0.0%	0.5%
Italy	0.0%	--	0.0%	0.7%	0.5%
Portugal	0.8%	--	0.8%	0.3%	0.3%
Others	0.0%	--	0.3%	3.7%	0.4%

Activities in the Canary Islands 🚶

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	3.0%	--	0.1%	1.3%	1.9%
1 - 2 hours	5.8%	--	2.2%	5.7%	2.1%
3 - 6 hours	20.6%	--	22.8%	17.7%	26.3%
7 - 12 hours	61.1%	--	63.1%	66.0%	58.0%
More than 12 hours	9.5%	--	11.8%	9.2%	11.7%
Outdoor time per day	8.3	--	8.9	8.8	8.7

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

Where do they stay? 🛏

	2019	2020	2021	2022	2023
1-2-3* Hotel	14.4%	--	9.6%	13.4%	10.0%
4* Hotel	39.0%	--	49.8%	36.6%	45.7%
5* Hotel / 5* Luxury Hotel	2.3%	--	8.7%	3.3%	3.6%
Aparthotel / Tourist Villa	15.1%	--	14.6%	14.7%	11.9%
House/room rented in a private dwelling	11.7%	--	6.3%	10.9%	14.5%
Private accommodation (1)	6.4%	--	4.6%	8.5%	9.3%
Others (Cottage, cruise, camping,..)	11.1%	--	6.3%	12.5%	4.9%

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

- Hotels
- Aparthotel / Tourist Villa
- Others
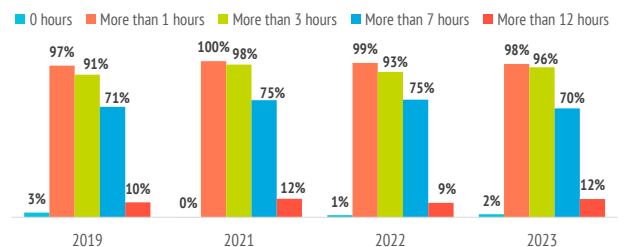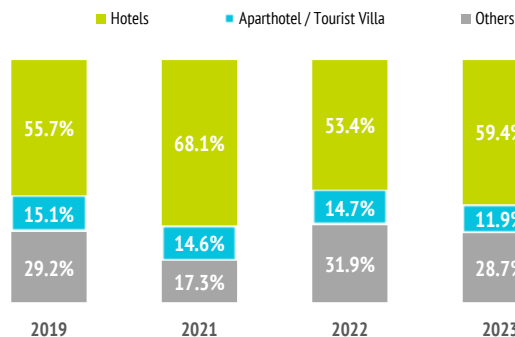
Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	82.9%	--	86.6%	87.5%	85.3%
Walk, wander	79.5%	--	75.4%	79.7%	75.8%
Explore the island on their own	60.9%	--	67.0%	68.9%	62.8%
Swimming pool, hotel facilities	54.2%	--	58.8%	61.6%	55.2%
Hiking	--	--	43.9%	46.3%	43.6%
Taste Canarian gastronomy	23.7%	--	28.3%	34.6%	30.9%
Organized excursions	26.1%	--	19.5%	18.3%	27.0%
Theme parks	13.5%	--	22.5%	21.8%	23.9%
Other Nature Activities	--	--	20.0%	17.7%	17.4%
Swim	--	--	54.7%	14.7%	15.5%
Nightlife / concerts / shows	12.3%	--	9.4%	7.9%	15.5%
Sea excursions / whale watching	14.6%	--	21.6%	12.8%	14.5%
Museums / exhibitions	11.0%	--	10.1%	13.4%	11.6%
Wineries / markets / popular festivals	10.5%	--	5.0%	7.2%	8.3%
Running	--	--	14.0%	8.7%	6.3%
Astronomical observation	2.0%	--	4.7%	5.5%	5.3%
Practice other sports	--	--	3.8%	5.1%	4.9%
Surf	--	--	7.2%	6.6%	4.8%
Scuba Diving	--	--	7.5%	3.2%	4.6%
Beauty and health treatments	0.6%	--	3.1%	1.4%	4.1%
Golf	--	--	4.2%	2.6%	2.3%
Cycling / Mountain bike	--	--	3.8%	4.0%	2.1%
Windsurf / Kitesurf	--	--	1.3%	0.7%	1.3%

* Multi-choise question

What do they book? 🍽

	2019	2020	2021	2022	2023
Room only	30.1%	--	27.2%	31.1%	32.2%
Bed and Breakfast	6.8%	--	9.4%	7.0%	6.9%
Half board	12.2%	--	15.3%	20.0%	17.1%
Full board	0.6%	--	2.6%	2.9%	1.9%
All inclusive	50.4%	--	45.5%	39.1%	41.9%

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	8,575	--	679	8,231	14,780
Fuerteventura	18,436	--	7,333	25,965	28,721
Gran Canaria	16,657	--	17,154	22,933	29,221
Tenerife	20,327	--	31,430	44,419	52,642
La Palma	258	--	0	919	736

Share by islands	2019	2020	2021	2022	2023
Lanzarote	13.3%	--	1.2%	8.0%	11.7%
Fuerteventura	28.7%	--	13.0%	25.3%	22.8%
Gran Canaria	25.9%	--	30.3%	22.4%	23.2%
Tenerife	31.6%	--	55.5%	43.3%	41.7%
La Palma	0.4%	--	0.0%	0.9%	0.6%

Chart:
	2019	2021	2022	2023
Tenerife	32%	56%	43%	42%
Gran Canaria	26%	30%	22%	23%
Fuerteventura	29%	13%	25%	23%
Lanzarote	13%	13%	8%	12%

Legend: Lanzarote, Fuerteventura, Gran Canaria, Tenerife, La Palma
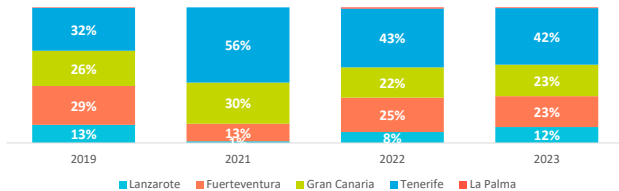
How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	54.3%	--	47.6%	54.0%	58.9%
At least 10 previous visits	7.8%	--	6.3%	7.2%	7.4%
Repeat tourists (last 5 years)	50.9%	--	43.3%	50.6%	52.1%
Repeat tourists (last 5 years)(5 or more visits)	11.7%	--	5.2%	5.7%	9.2%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	36.0%	--	47.9%	52.7%	48.8%
Women	64.0%	--	52.1%	47.3%	51.2%
Age					
Average age	42.2	--	37.3	39.7	40.6
Standard deviation	15.2	--	12.9	14.0	15.2
Age range					
16 - 24 years old	12.3%	--	14.8%	12.5%	16.5%
25 - 30 years old	18.4%	--	21.2%	19.5%	14.3%
31 - 45 years old	30.6%	--	38.1%	37.8%	37.0%
46 - 60 years old	22.4%	--	19.1%	19.0%	18.2%
Over 60 years old	16.3%	--	6.7%	11.2%	14.0%
Occupation					
Salaried worker	46.5%	--	50.3%	49.5%	53.7%
Self-employed	18.9%	--	20.1%	19.1%	17.6%
Unemployed	1.1%	--	0.2%	0.0%	3.2%
Business owner	12.6%	--	15.4%	13.3%	10.1%
Student	9.5%	--	9.9%	6.0%	5.8%
Retired	10.9%	--	3.5%	10.0%	8.5%
Unpaid domestic work	0.5%	--	0.4%	2.1%	0.5%
Others	0.0%	--	0.3%	0.0%	0.6%
Annual household income level					
Less than €25,000	31.8%	--	22.1%	28.7%	19.6%
€25,000 - €49,999	50.0%	--	47.0%	49.8%	43.6%
€50,000 - €74,999	10.0%	--	17.8%	14.5%	17.4%
More than €74,999	8.1%	--	13.0%	6.9%	19.4%
Education level					
No studies	1.2%	--	1.4%	0.1%	1.6%
Primary education	2.5%	--	1.3%	2.3%	2.5%
Secondary education	34.8%	--	24.0%	35.5%	30.6%
Higher education	61.5%	--	73.3%	62.0%	65.2%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	83.3%	--	90.8%	89.4%	88.0%
Two islands	13.0%	--	8.8%	9.0%	9.1%
Three or more islands	3.7%	--	0.5%	1.6%	2.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.95	--	9.08	9.14	8.98

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	2.2%	--	2.0%	1.4%	1.6%
Lived up to expectations	43.9%	--	45.4%	40.1%	41.5%
Better or much better than expected	53.8%	--	52.6%	58.5%	56.8%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.70	--	8.43	8.72	8.70
Recommend visiting the Canary Islands	9.33	--	9.28	9.45	9.22

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	7.0%	--	7.3%	9.8%	14.0%
Only with partner	31.1%	--	47.5%	36.3%	36.8%
Only with children (< 13 years old)	8.4%	--	4.7%	6.0%	2.9%
Partner + children (< 13 years old)	4.5%	--	3.8%	6.0%	5.7%
Other relatives	32.0%	--	16.2%	20.1%	17.7%
Friends	5.7%	--	8.7%	9.5%	6.7%
Work colleagues	0.0%	--	1.0%	0.0%	0.3%
Organized trip	1.3%	--	0.0%	0.0%	0.0%
Other combinations (2)	9.9%	--	10.8%	12.2%	15.9%

(2) Combination of some of the groups previously analyzed

	2019	2020	2021	2022	2023
Tourists with children	24.0%	--	15.6%	17.2%	15.4%
- Between 0 and 2 years old	1.5%	--	1.6%	2.2%	1.1%
- Between 3 and 12 years old	20.8%	--	12.2%	13.3%	13.1%
- Between 0 -2 and 3-12 years old	1.7%	--	1.9%	1.7%	1.3%
Tourists without children	76.0%	--	84.4%	82.8%	84.6%
Group composition:					
- 1 person	13.8%	--	10.8%	13.1%	15.9%
- 2 people	50.3%	--	58.7%	52.2%	52.0%
- 3 people	16.3%	--	12.0%	13.6%	13.3%
- 4 or 5 people	17.1%	--	16.5%	19.4%	15.0%
- 6 or more people	2.5%	--	2.0%	1.7%	3.9%
Average group size:	2.52	--	2.46	2.49	2.49

*People who share the main expenses of the trip