How many are they and how much do they spend?

	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR)	n.a.	n.a.	n.a.	n.a.	n.a.
Tourist arrivals > 15 years old (EGT)	**21,292**	**41,109**	**8,519**	**20,777**	**39,904**
- book holiday package	10,054	15,305	1,059	3,678	6,244
- do not book holiday package	11,237	25,804	7,459	17,099	33,660
- % tourists who book holiday package	47.2%	37.2%	12.4%	17.7%	15.6%

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

Legend: Lanzarote, Fuerteventura, Gran Canaria, Tenerife
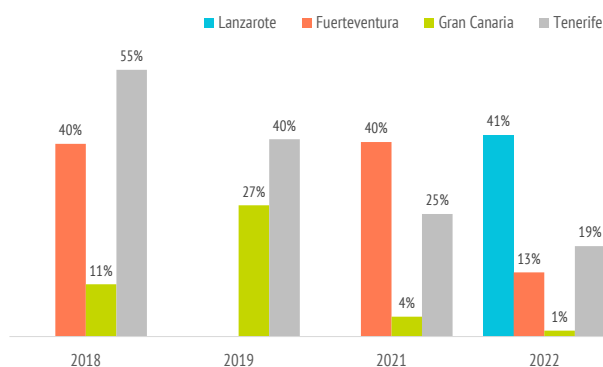
	2018	2019	2020	2021	2022
Expenditure per tourist (€)	--	1,101	--	1,183	1,283
- book holiday package	--	1,483	--	1,208	1,854
- holiday package	--	1,167	--	813	1,272
- others	--	316	--	394	583
- do not book holiday package	--	874	--	1,178	1,177
- flight	--	231	--	282	355
- accommodation	--	309	--	386	347
- others	--	334	--	510	475
Average lenght of stay	--	7.75	--	9.01	8.33
- book holiday package	--	7.01	--	7.75	7.46
- do not book holiday package	--	8.18	--	9.28	8.49
Average daily expenditure (€)	--	153.7	--	136.0	169.6
- book holiday package	--	213.1	--	168.6	241.1
- do not book holiday package	--	118.5	--	129.0	156.4
Total turnover (> 15 years old) (€m)	--	45	--	25	51
- book holiday package	--	23	--	4	12
- do not book holiday package	--	23	--	20	40

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	--	89.4%	--	89.8%	93.3%
Visiting family or friends	--	3.7%	--	5.1%	4.2%
Business and work	--	4.4%	--	3.5%	1.4%
Education and training	--	0.0%	--	0.0%	0.0%
Sports training	--	1.7%	--	0.0%	0.0%
Health or medical care	--	0.0%	--	0.0%	0.0%
Fairs and congresses	--	0.0%	--	0.4%	0.0%
Others	--	0.8%	--	1.2%	1.1%

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

Aspectos más relevantes en la elección de Canarias

	2018	2019	2020	2021	2022
Climate	--	67.2%	--	78.0%	83.0%
Landscapes	--	56.7%	--	67.2%	66.0%
Safety	--	58.7%	--	51.7%	65.3%
Beaches	--	54.8%	--	50.3%	63.5%
Sea	--	68.2%	--	51.9%	61.8%
Environment	--	35.7%	--	39.8%	52.2%
Tranquility	--	44.9%	--	36.2%	49.0%
European belonging	--	42.9%	--	44.9%	45.2%
Accommodation supply	--	30.2%	--	32.8%	44.7%
Exoticism	--	28.2%	--	33.6%	43.2%
Authenticity	--	42.0%	--	44.1%	42.7%
Fun possibilities	--	34.8%	--	32.3%	40.9%
Price	--	39.7%	--	26.7%	40.6%
Gastronomy	--	28.1%	--	28.3%	35.6%
Effortless trip	--	22.1%	--	15.4%	23.5%
Culture	--	17.1%	--	11.1%	14.6%
Historical heritage	--	19.0%	--	12.9%	12.6%
Shopping	--	16.8%	--	16.0%	9.1%
Hiking trail network	--	12.5%	--	15.3%	8.0%
Nightlife	--	11.9%	--	16.2%	6.4%

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.

What is the main motivation for their holidays?

	2018	2019	2020	2021	2022
Rest	--	51.2%	--	47.8%	43.8%
Enjoy family time	--	7.2%	--	7.3%	14.0%
Have fun	--	12.4%	--	6.7%	8.0%
Explore the destination	--	28.7%	--	36.3%	30.0%
Practice their hobbies	--	0.4%	--	0.4%	2.8%
Other reasons	--	0.0%	--	1.6%	1.5%

How far in advance do they book their trip?

	2018	2019	2020	2021	2022
The same day	--	1.4%	--	1.3%	1.9%
Between 1 and 30 days	--	37.0%	--	46.4%	35.9%
Between 1 and 2 months	--	15.5%	--	25.3%	30.0%
Between 3 and 6 months	--	31.6%	--	20.8%	26.5%
More than 6 months	--	14.6%	--	6.2%	5.7%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	--	21.3%	--	37.5%	37.9%
Friends or relatives	--	34.9%	--	35.5%	43.1%
Internet or social media	--	56.0%	--	63.1%	61.6%
Mass Media	--	6.1%	--	4.0%	2.3%
Travel guides and magazines	--	9.8%	--	8.2%	5.7%
Travel Blogs or Forums	--	6.8%	--	14.0%	16.7%
Travel TV Channels	--	3.4%	--	1.5%	0.0%
Tour Operator or Travel Agency	--	19.2%	--	7.5%	11.3%
Public administrations or similar	--	0.0%	--	0.0%	0.0%
Others	--	5.4%	--	6.6%	2.6%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	--	56.3%	--	68.0%	80.8%
- Tour Operator or Travel Agency	--	43.7%	--	32.0%	19.2%
Accommodation					
- Directly with the accommodation	--	39.8%	--	64.5%	64.0%
- Tour Operator or Travel Agency	--	60.2%	--	35.5%	36.0%

Where does the flight come from? 🌐

	2018	2019	2020	2021	2022
Mainland Spain	--	11.2%	--	35.8%	15.7%
Hungary	--	8.8%	--	4.7%	12.7%
United Kingdom	--	5.1%	--	3.5%	3.6%
Italy	--	0.5%	--	10.4%	3.4%
Netherlands	--	1.5%	--	0.0%	1.5%
Austria	--	0.0%	--	2.1%	1.4%
Others	--	73.0%	--	43.5%	61.7%

Where do they stay? 🛏

	2018	2019	2020	2021	2022
1-2-3* Hotel	--	10.5%	--	19.4%	2.4%
4* Hotel	--	25.8%	--	28.7%	30.8%
5* Hotel / 5* Luxury Hotel	--	12.1%	--	8.0%	9.6%
Aparthotel / Tourist Villa	--	21.6%	--	14.9%	15.5%
House/room rented in a private dwelling	--	9.8%	19.0%	6.7%	13.6%
Private accommodation (1)	--	7.3%	19.1%	7.3%	6.5%
Others (Cottage, cruise, camping,..)	--	12.8%	13.3%	15.0%	21.6%

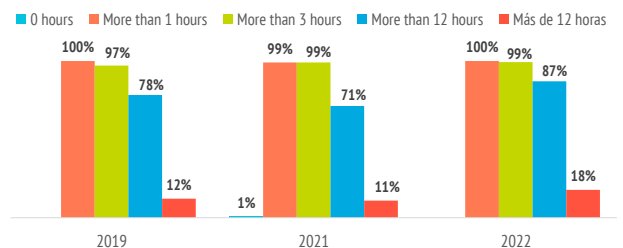*(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.*

Legend: Hotels · Aparthotel / Tourist Villa · Others

	2019	2021	2022
Hotels	48.4%	56.1%	42.8%
Aparthotel / Tourist Villa	21.6%	14.9%	15.5%
Others	30.0%	29.0%	41.7%
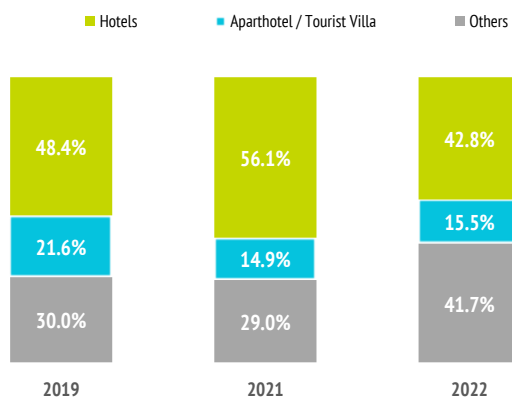
What do they book? 🍽

	2018	2019	2020	2021	2022
Room only	--	26.9%	--	43.7%	37.9%
Bed and Breakfast	--	24.2%	--	19.0%	20.2%
Half board	--	26.5%	--	17.0%	27.6%
Full board	--	1.0%	--	5.1%	0.0%
All inclusive	--	21.3%	--	15.2%	14.2%

Other expenses 📍

	2018	2019	2020	2021	2022
Restaurants or cafes	--	60.8%	--	79.8%	70.6%
Supermarkets	--	49.9%	--	55.4%	67.3%
Car rental	--	23.2%	--	57.6%	58.8%
Organized excursions	--	21.3%	--	33.4%	31.4%
Taxi, transfer, chauffeur service	--	36.9%	--	25.3%	28.7%
Theme Parks	--	11.4%	--	16.3%	27.6%
Sport activities	--	7.4%	--	11.9%	11.6%
Museums	--	8.0%	--	2.2%	8.8%
Flights between islands	--	7.4%	--	9.1%	10.1%

Activities in the Canary Islands 🏃

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	--	0.0%	--	0.9%	0.0%
1 - 2 hours	--	2.9%	--	0.0%	0.7%
3 - 6 hours	--	18.8%	--	27.8%	12.3%
7 - 12 hours	--	66.1%	--	60.4%	69.3%
More than 12 hours	--	12.2%	--	10.9%	17.7%

Legend: 0 hours · More than 1 hours · More than 3 hours · More than 12 hours · Más de 12 horas

	2019	2021	2022
More than 1 hours	100%	99%	100%
More than 3 hours	97%	99%	99%
More than 12 hours	78%	71%	87%
0 hours		1%	
Más de 12 horas	12%	11%	18%

Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	--	84.8%	--	87.7%	89.2%
Explore the island on their own	--	62.9%	--	74.9%	77.7%
Walk, wander	--	62.3%	--	79.0%	75.1%
Swimming pool, hotel facilities	--	56.6%	--	53.7%	54.6%
Theme parks	--	29.5%	--	22.7%	41.4%
Hiking	--	--	--	14.7%	29.1%
Taste Canarian gastronomy	--	15.3%	--	16.8%	26.5%
Organized excursions	--	30.5%	--	24.8%	26.4%
Sea excursions / whale watching	--	24.7%	--	28.2%	23.0%
Museums / exhibitions	--	13.8%	--	16.9%	22.6%
Other Nature Activities	--	--	--	17.2%	15.7%
Swim	--	--	--	44.9%	15.1%
Wineries / markets / popular festivals	--	11.9%	--	11.6%	12.5%
Nightlife / concerts / shows	--	15.7%	--	30.6%	10.6%
Astronomical observation	--	1.9%	--	9.7%	6.1%
Scuba Diving	--	--	--	5.3%	6.0%
Running	--	--	--	19.5%	5.9%
Surf	--	--	--	7.0%	5.6%
Beauty and health treatments	--	3.9%	--	1.9%	5.5%
Cycling / Mountain bike	--	--	--	5.0%	4.7%
Practice other sports	--	--	--	5.6%	3.4%
Windsurf / Kitesurf	--	--	--	2.8%	1.2%
Golf	--	--	--	3.6%	0.7%

* Multi-choise question

Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	--	846	--	2,838	1,413
Fuerteventura	--	812	--	761	2,851
Gran Canaria	--	4,596	--	4,422	7,664
Tenerife	--	34,749	--	12,707	27,976
La Palma	--	108	--	0	0

Share by islands	2018	2019	2020	2021	2022
Lanzarote	--	2.1%	--	13.7%	3.5%
Fuerteventura	--	2.0%	--	3.7%	7.1%
Gran Canaria	--	11.2%	--	21.3%	19.2%
Tenerife	--	84.5%	--	61.3%	70.1%
La Palma	--	0.3%	--	0.0%	0.0%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	--	85.8%	--	76.7%	87.3%
Two islands	--	13.6%	--	18.7%	12.2%
Three or more islands	--	0.7%	--	4.6%	0.6%

% TOURISTS BY ISLANDS

LZ FV GC TF LP
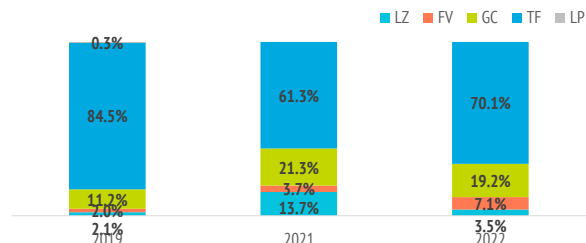
How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	--	41.8%	--	46.5%	45.6%
At least 10 previous visits	--	7.0%	--	1.7%	2.6%
Repeat tourists (last 5 years)	--	33.0%	--	41.3%	43.1%
Repeat tourists (last 5 years) (5 or more)	--	4.5%	--	3.1%	5.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	--	9.01	--	9.23	9.25

Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	--	1.9%	--	0.2%	4.5%
Lived up to expectations	--	34.1%	--	25.0%	31.0%
Better or much better than expected	--	64.1%	--	74.8%	64.5%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	--	8.77	--	9.05	8.89
Recommend visiting the Canary Islands	--	9.26	--	9.57	9.20

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	--	57.2%	--	47.3%	58.1%
Women	--	42.8%	--	52.7%	41.9%
Age					
Average age (tourist > 15 years old)	--	37.0	--	33.6	36.4
Standard deviation	--	9.7	--	10.8	9.1
Age range (> 15 years old)					
16 - 24 years old	--	4.0%	--	22.9%	6.9%
25 - 30 years old	--	23.4%	--	15.1%	14.0%
31 - 45 years old	--	54.5%	--	49.2%	64.7%
46 - 60 years old	--	16.3%	--	10.8%	13.6%
Over 60 years old	--	1.7%	--	2.0%	0.8%
Occupation					
Salaried worker	--	61.8%	--	52.1%	70.2%
Self-employed	--	10.9%	--	20.3%	14.9%
Unemployed	--	2.1%	--	0.0%	0.0%
Business owner	--	18.8%	--	11.3%	10.1%
Student	--	3.0%	--	15.0%	3.7%
Retired	--	2.7%	--	1.3%	0.8%
Unpaid domestic work	--	0.0%	--	0.0%	0.3%
Others	--	0.7%	--	0.0%	0.0%
Annual household income level					
Less than €25,000	--	48.2%	--	41.9%	29.9%
€25,000 - €49,999	--	25.3%	--	40.7%	44.0%
€50,000 - €74,999	--	17.4%	--	8.2%	15.3%
More than €74,999	--	9.1%	--	9.2%	10.8%
Education level					
No studies	--	1.1%	--	0.4%	2.2%
Primary education	--	1.0%	--	0.2%	0.6%
Secondary education	--	3.3%	--	1.9%	6.1%
Higher education	--	94.7%	--	97.6%	91.1%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	--	7.6%	--	7.5%	8.1%
Only with partner	--	49.2%	--	47.8%	41.9%
Only with children (< 13 years old)	--	8.6%	--	4.0%	10.5%
Partner + children (< 13 years old)	--	4.2%	--	4.0%	8.3%
Other relatives	--	12.2%	--	20.9%	12.4%
Friends	--	10.0%	--	5.6%	4.9%
Work colleagues	--	0.0%	--	0.0%	1.2%
Organized trip	--	0.0%	--	0.0%	0.0%
Other combinations (1)	--	8.2%	--	10.2%	12.7%

(2) Combinación de algunos de los grupos anteriormente analizados

	2018	2019	2020	2021	2022
Tourists with children	--	18.9%	--	13.7%	32.4%
- Between 0 and 2 years old	--	2.3%	--	0.4%	5.6%
- Between 3 and 12 years old	--	16.5%	--	12.5%	23.0%
- Between 0 -2 and 3-12 years old	--	0.0%	--	0.7%	3.8%
Tourists without children	--	81.1%	--	86.3%	67.6%
Group composition:					
- 1 person	--	10.7%	--	9.2%	13.9%
- 2 people	--	50.8%	--	52.6%	44.3%
- 3 people	--	16.2%	--	22.6%	21.1%
- 4 or 5 people	--	17.0%	--	13.2%	16.6%
- 6 or more people	--	5.2%	--	2.4%	4.1%
Average group size:	--	2.66	--	2.58	2.64

*People who share the main expenses of the trip