PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION 2023
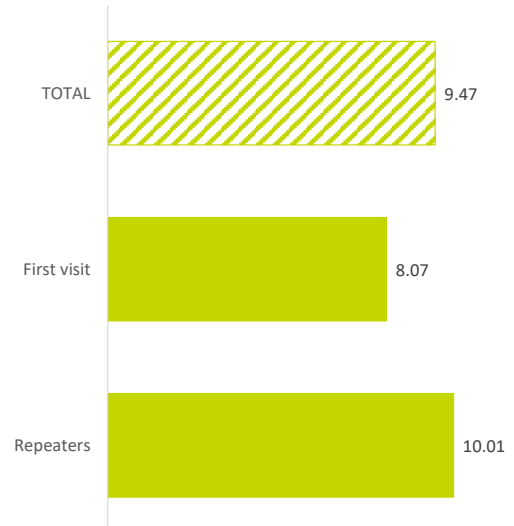
TOURIST EXPENDITURE

	TOTAL	First visit	Repeaters
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	3,886,841	10,221,559
% Tourists	100%	27.5%	72.5%
- Lanzarote	2,601,667	566,553	2,035,114
- Fuerteventura	1,984,658	584,725	1,399,933
- Gran Canaria	3,737,159	1,006,051	2,731,109
- Tenerife	5,601,943	1,685,153	3,916,791
- La Palma	133,951	29,939	104,012
% tourists who book holiday package	47.7%	46.6%	48.1%
Expenditure per tourist (€)	1,387	1,245	1,441
- book holiday package	1,596	1,456	1,648
- holiday package	1,319	1,211	1,359
- others	277	245	289
- do not book holiday package	1,196	1,062	1,248
- flight	328	303	337
- accommodation	420	371	439
- others	448	387	472
Average lenght of stay	9.47	8.07	10.01
Average daily expenditure (€)	167.8	170.6	166.7
Average daily expenditure without flight (€)	120.2	121.5	119.7
Average cost of the flight (€)	387.4	355.2	399.7
Total turnover (≥ 16 years old) (€m)	19,565	4,841	14,725
% Turnover	100%	24.7%	75.3%

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)

TOTAL — 47.7%
First visit — 46.6%
Repeaters — 48.1%

AVERAGE LENGHT OF STAY

TOTAL — 9.47
First visit — 8.07
Repeaters — 10.01

EXPENDITURE PER TOURIST (€)

TOTAL — 1,387
First visit — 1,245
Repeaters — 1,441

DAILY EXPENDITURE WITHOUT FLIGHT (€)

TOTAL — 387.4
First visit — 355.2
Repeaters — 399.7

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

	TOTAL	First visit	Repeaters
Accommodation:			
- Accommodation	**83.7%**	87.3%	82.3%
- Additional accommodation expenses	**7.1%**	7.6%	6.9%
Transport:			
- National/International Transport	**94.9%**	94.3%	95.1%
- Flights between islands	**5.6%**	6.4%	5.2%
- Taxi	**52.6%**	48.2%	54.3%
- Car rental	**32.4%**	39.2%	29.8%
- Public transport	**11.2%**	11.5%	11.1%
Food and drink:			
- Food purchases at supermarkets	**58.8%**	57.5%	59.3%
- Restaurants	**66.5%**	64.1%	67.4%
Leisure:			
- Organized excursions	**24.7%**	33.1%	21.5%
- Sport activities	**8.1%**	8.7%	7.9%
- Cultural activities	**2.8%**	3.0%	2.7%
- Museums	**5.5%**	7.2%	4.9%
- Theme Parks	**10.9%**	13.2%	10.1%
- Discos and pubs	**10.7%**	9.7%	11.1%
- Wellness	**5.3%**	4.5%	5.7%
Purchases of goods:			
- Souvenirs	**41.5%**	42.6%	41.1%
- Real state	**0.2%**	0.1%	0.2%
- Other expenses	**0.8%**	0.7%	0.8%
Other:			
- Medical or pharmaceutical expenses	**7.7%**	6.4%	8.1%
- Other expenses	**5.4%**	5.4%	5.4%

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

	TOTAL	First visit	Repeaters
Expenditure per tourist and trip (€)			
Accommodation:	**866**	**748**	**913**
- Accommodation	709	604	751
- Additional accommodation expenses	157	144	162
Transport:	**733**	**683**	**754**
- National/International Transport	408	377	420
- Flights between islands	84	70	91
- Taxi	89	94	87
- Car rental	122	110	129
- Public transport	29	33	27
Food and drink:	**306**	**248**	**328**
- Food purchases at supermarkets	108	87	115
- Restaurants	199	160	213
Leisure:	**535**	**490**	**553**
- Organized excursions	95	92	97
- Sport activities	99	88	103
- Cultural activities	58	50	61
- Museums	39	38	40
- Theme Parks	71	68	72
- Discos and pubs	99	84	104
- Wellness	74	71	76
Purchases of goods:	**1,242**	**194**	**1,529**
- Souvenirs	87	74	92
- Real state	934	66	1,162
- Other expenses	221	54	275
Other:	**138**	**128**	**141**
- Medical or pharmaceutical expenses	47	34	51
- Other expenses	91	93	90

TOURIST PROFILE

Who are they?

		TOTAL	First visit	Repeaters
Gender				
Percentage of men		**48.2%**	48.4%	48.1%
Percentage of women		**51.8%**	51.6%	51.9%
Age				
Average age		**46.37**	39.31	49.05
Standard deviation		**16.8**	15.3	16.5
Age range				
16-24 years old		**11.1%**	18.5%	8.3%
25-30 years old		**10.8%**	17.5%	8.2%
31-45 years old		**28.7%**	33.3%	27.0%
46-60 years old		**25.2%**	18.9%	27.5%
Over 60 years old		**24.2%**	11.8%	29.0%
Occupation				
Salaried worker		**55.7%**	63.0%	52.9%
Self-employed		**10.8%**	10.6%	10.9%
Unemployed		**0.9%**	1.1%	0.8%
Business owner		**8.1%**	7.6%	8.2%
Student		**4.2%**	6.4%	3.4%
Retired		**18.9%**	10.0%	22.3%
Unpaid domestic work		**0.6%**	0.5%	0.6%
Others		**0.9%**	0.8%	0.9%
Annual household income level				
Less than €25,000		**13.1%**	16.5%	11.8%
€25,000 - €49,999		**34.9%**	35.8%	34.5%
€50,000 - €74,999		**24.4%**	23.6%	24.7%
More than €74,999		**27.7%**	24.2%	29.0%
Education level				
No studies		**4.0%**	2.6%	4.6%
Primary education		**1.9%**	1.8%	1.9%
Secondary education		**20.1%**	17.9%	21.0%
Higher education		**73.9%**	77.7%	72.5%

Who do they come with?

		TOTAL	First visit	Repeaters
Unaccompanied		**10.1%**	9.5%	10.3%
Only with partner		**47.5%**	45.5%	48.3%
Only with children (< 13 years old)		**4.4%**	4.8%	4.3%
Partner + children (< 13 years old)		**6.8%**	7.0%	6.8%
Other relatives		**10.0%**	9.5%	10.1%
Friends		**7.1%**	9.9%	6.0%
Work colleagues		**0.6%**	1.0%	0.4%
Organized trip		**0.2%**	0.3%	0.2%
Other combinations [(2)]		**13.3%**	12.5%	13.6%
[(2)] Different situations have been isolated				
Tourists with children		**16.9%**	**16.8%**	**16.9%**
- Between 0 and 2 years old		**1.5%**	2.0%	1.3%
- Between 3 and 12 years old		**14.1%**	13.9%	14.2%
- Between 0 -2 and 3-12 years old		**1.3%**	1.0%	1.4%
Tourists without children		**83.1%**	**83.2%**	**83.1%**
Group composition:				
- 1 person		**12.6%**	12.6%	12.5%
- 2 people		**55.3%**	55.3%	55.3%
- 3 people		**12.1%**	12.9%	11.8%
- 4 or 5 people		**16.0%**	15.8%	16.1%
- 6 or more people		**4.0%**	3.4%	4.2%
Average group size:		**2.57**	2.54	2.58

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

45.5% 48.3% 47.5%

Primera visita   Repetidores
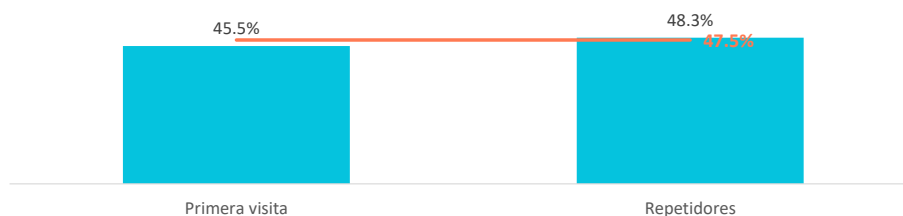
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	First visit	Repeaters
Holidays	90.0%	91.5%	89.5%
Family reasons	6.9%	5.0%	7.6%
Business	1.6%	1.7%	1.5%
Education and training	0.2%	0.3%	0.2%
Sports training	0.5%	0.6%	0.5%
Health	0.1%	0.1%	0.1%
Conventions and Exhibitions	0.2%	0.4%	0.1%
Others	0.5%	0.5%	0.5%

What is the main motivation for their holidays?

	TOTAL	First visit	Repeaters
Rest	50.9%	41.1%	54.6%
Enjoy family time	15.6%	11.7%	17.1%
Have fun	9.2%	10.7%	8.6%
Explore the destination	20.7%	33.3%	15.9%
Practice their hobbies	2.0%	1.7%	2.1%
Other reasons	1.7%	1.5%	1.7%

REST

First visit	Repeaters
41.1%	54.6%

EXPLORE THE DESTINATION
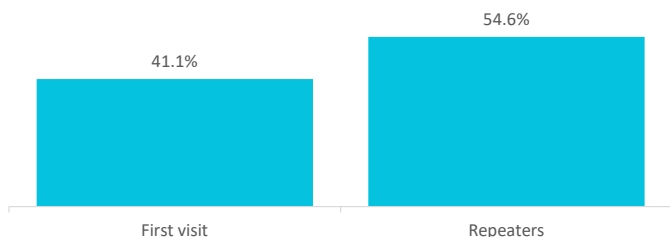
First visit	Repeaters
33.3%	15.9%
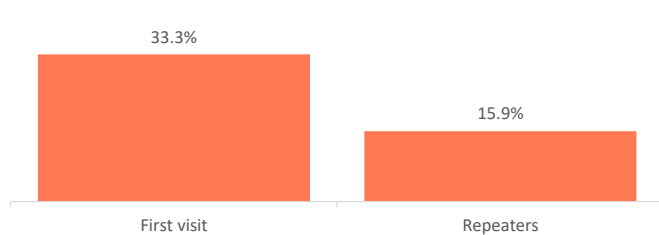
Importance of each factor in the destination choice

	TOTAL	First visit	Repeaters
Climate	75.1%	69.6%	77.2%
Safety	54.6%	50.7%	56.1%
Tranquility	47.9%	45.5%	48.8%
Sea	45.4%	46.7%	44.9%
Accommodation supply	42.9%	38.7%	44.4%
Beaches	38.8%	40.3%	38.2%
Effortless trip	38.3%	34.2%	39.8%
Price	37.3%	36.6%	37.5%
European belonging	35.3%	32.3%	36.4%
Landscapes	35.0%	42.2%	32.3%
Environment	34.6%	36.8%	33.8%
Gastronomy	26.9%	24.9%	27.7%
Fun possibilities	24.0%	25.9%	23.2%
Authenticity	22.6%	24.8%	21.8%
Exoticism	12.0%	15.9%	10.6%
Hiking trail network	10.4%	12.3%	9.7%
Shopping	9.6%	9.2%	9.8%
Culture	9.5%	11.1%	8.9%
Historical heritage	9.1%	10.5%	8.6%
Nightlife	8.4%	9.0%	8.2%

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 channels did they use to get information about the trip?

	TOTAL	First visit	Repeaters
Previous visits to the Canary Islands	49.0%	0.0%	67.7%
Friends or relatives	29.6%	37.6%	26.5%
Internet or social media	53.0%	62.2%	49.5%
Mass Media	2.1%	2.6%	1.9%
Travel guides and magazines	7.0%	9.4%	6.0%
Travel Blogs or Forums	6.7%	10.7%	5.2%
Travel TV Channels	0.8%	0.6%	0.9%
Tour Operator or Travel Agency	20.4%	21.3%	20.1%
Public administrations or similar	0.7%	0.8%	0.6%
Others	3.2%	3.8%	3.0%

*Multi-choise question*

PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION 2023

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	First visit	Repeaters
The same day	0.7%	1.0%	0.6%
Between 1 and 30 days	23.5%	27.0%	22.2%
Between 1 and 2 months	24.6%	28.0%	23.4%
Between 3 and 6 months	32.4%	31.9%	32.6%
More than 6 months	18.8%	12.0%	21.3%

**% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS**

21.3%

12.0%   18.8%

First visit   Repeaters
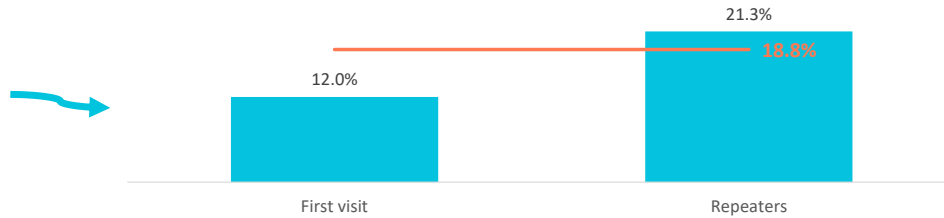
With whom did they book their flight and accommodation?

	TOTAL	First visit	Repeaters
Flight			
- Directly with the airline	49.6%	48.2%	50.1%
- Tour Operator or Travel Agency	50.4%	51.8%	49.9%
Accommodation			
- Directly with the accommodation	36.7%	36.6%	36.7%
- Tour Operator or Travel Agency	63.3%	63.4%	63.3%

What do they book?

	TOTAL	First visit	Repeaters
Room only	29.1%	28.7%	29.2%
Bed and Breakfast	14.3%	15.0%	14.1%
Half board	20.1%	18.1%	20.9%
Full board	3.3%	3.8%	3.1%
All inclusive	33.2%	34.4%	32.8%

% TOURISTS WHO BOOK ALL INCLUSIVE

34.4%   33.2%
                   32.8%

First visit   Repeaters
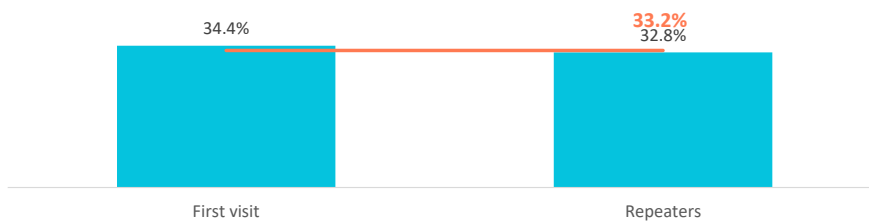
ACCOMMODATION

	TOTAL	First visit	Repeaters
1-2-3* Hotel	10.7%	11.2%	10.5%
4* Hotel	38.6%	39.5%	38.3%
5* Hotel / 5* Luxury Hotel	9.9%	9.4%	10.1%
Aparthotel / Tourist Villa	15.8%	13.7%	16.6%
House/room rented in a private dwelling	7.8%	10.4%	6.7%
Private accommodation [1]	9.0%	6.0%	10.2%
Others (Cottage, cruise, camping,..)	8.2%	9.8%	7.6%

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

### TYPE OF ACCOMMODATION

Hotels   Aparthotel / Tourist Villa   Others
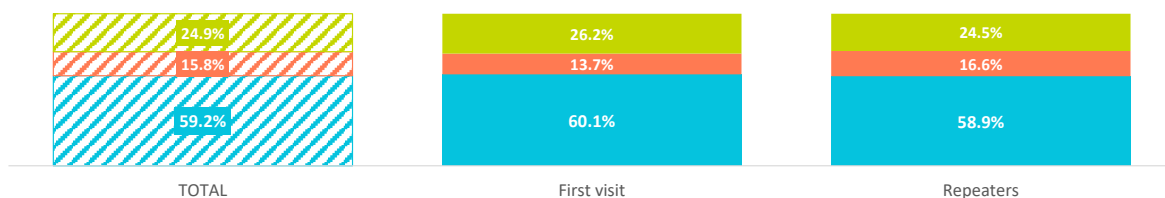
TOTAL	First visit	Repeaters
24.9%	26.2%	24.5%
15.8%	13.7%	16.6%
59.2%	60.1%	58.9%

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	First visit	Repeaters
Average rating	**8.82**	8.68	8.87

Experience in the Canary Islands	TOTAL	First visit	Repeaters
Worse or much worse than expected	**2.5%**	3.5%	2.1%
Lived up to expectations	**54.0%**	41.5%	58.7%
Better or much better than expected	**43.5%**	54.9%	39.2%

■ Worse or much worse than expected   ■ Lived up to expectations   ■ Better or much better than expected

TOTAL | 2.5% | 54.0% | 43.5%
First visit | 3.5% | 41.5% | 54.9%
Repeaters | 2.1% | 58.7% | 39.2%
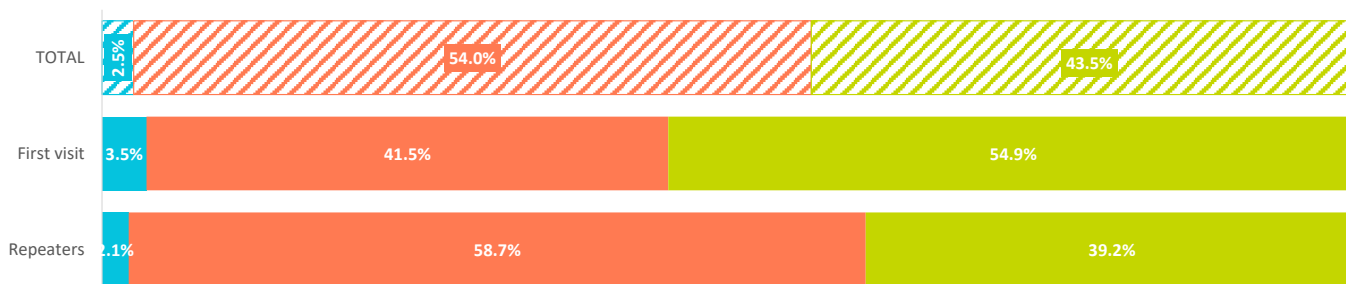
Future intentions (scale 1-10)	TOTAL	First visit	Repeaters
Return to the Canary Islands	**8.83**	8.24	9.05
Recommend visiting the Canary Islands	**9.04**	8.72	9.16

RETURN TO THE CANARY ISLANDS
0 10
8.83 TOTAL

First visit: 8.24 | 8.72
Repeaters: 9.05 | 9.16
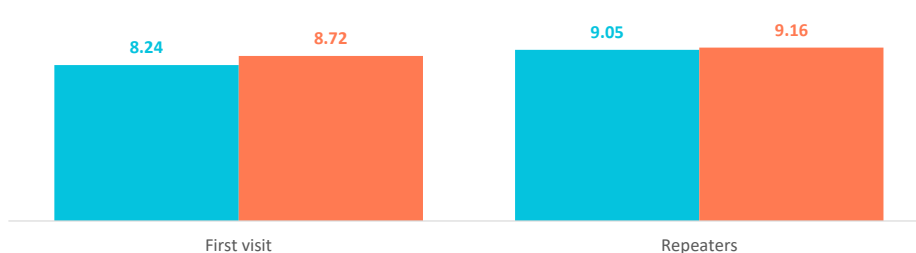
RECOMMEND VISITING THE CANARY ISLANDS
0 10
9.04 TOTAL

How many are loyal to the Canary Islands?

	TOTAL	First visit	Repeaters
Repeat tourists	**72.5%**	--	100.0%
At least 10 previous visits	**19.6%**	--	27.0%
Repeat tourists (last 5 years)	**65.0%**	--	89.7%
Repeat tourists (last 5 years) (5 or more visits)	**15.6%**	--	21.6%

ISLANDS

How many islands do they visit during their trip?

	TOTAL	First visit	Repeaters
One island	**92.1%**	91.0%	92.5%
Two islands	**6.7%**	7.7%	6.3%
Three or more islands	**1.2%**	1.3%	1.2%

Visited islands during their trip (with overnight staying)

	TOTAL	First visit	Repeaters
Lanzarote	**19.0%**	15.1%	20.5%
Fuerteventura	**14.8%**	15.9%	14.4%
Gran Canaria	**27.2%**	26.7%	27.3%
Tenerife	**40.5%**	44.1%	39.2%
La Gomera	**0.5%**	0.6%	0.5%
La Palma	**1.4%**	1.3%	1.4%
El Hierro	**0.2%**	0.2%	0.2%
Cruise	**0.2%**	0.3%	0.2%

PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION 2023

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	First visit	Repeaters
0 hours	2.3%	2.2%	2.4%
1 - 2 hours	10.6%	8.7%	11.3%
3 - 6 hours	33.3%	28.5%	35.1%
7 - 12 hours	45.2%	49.9%	43.5%
More than 12 hours	8.6%	10.7%	7.8%
Outdoor time per day	7.3	7.9	7.1

7.3 TOTAL

First visit: 7.9
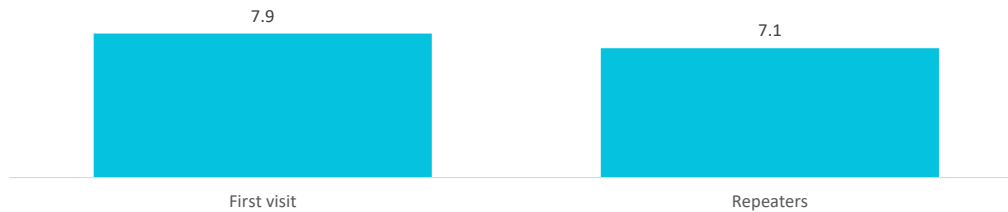
Repeaters: 7.1

Activities in the Canary Islands

	TOTAL	First visit	Repeaters
Walk, wander	73.1%	69.4%	74.6%
Beach	69.4%	73.1%	68.0%
Swimming pool, hotel facilities	59.3%	55.6%	60.7%
Explore the island on their own	48.0%	55.5%	45.2%
Taste Canarian gastronomy	26.5%	25.7%	26.7%
Hiking	18.5%	22.5%	17.0%
Organized excursions	16.8%	23.4%	14.3%
Nightlife / concerts / shows	15.9%	15.4%	16.1%
Theme parks	14.1%	17.2%	13.0%
Sea excursions / whale watching	12.4%	18.0%	10.3%
Wineries / markets / popular festivals	11.4%	12.2%	11.1%
Museums / exhibitions	10.5%	13.7%	9.3%
Other Nature Activities	8.1%	11.0%	6.9%
Swim	7.8%	7.3%	8.0%
Beauty and health treatments	6.1%	5.1%	6.5%
Running	5.7%	4.9%	6.0%
Practice other sports	4.5%	4.5%	4.5%
Astronomical observation	4.0%	4.8%	3.7%
Cycling / Mountain bike	3.0%	2.6%	3.2%
Surf	2.9%	3.7%	2.5%
Scuba Diving	2.9%	3.7%	2.5%
Golf	2.5%	1.9%	2.7%
Windsurf / Kitesurf	0.9%	0.9%	0.9%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	First visit	Repeaters
United Kingdom	34.1%	23.1%	38.3%
Germany	16.3%	17.0%	16.0%
Spanish Mainland	12.1%	12.4%	12.0%
France	5.3%	10.6%	3.3%
Ireland	4.3%	2.6%	4.9%
Italy	4.2%	6.7%	3.2%
Netherlands	4.2%	4.8%	3.9%
Belgium	2.7%	2.8%	2.7%
Norway	2.5%	1.5%	3.0%
Sweden	2.3%	1.3%	2.6%
Denmark	1.8%	1.5%	1.9%
Poland	1.8%	3.1%	1.3%
Finland	1.3%	0.9%	1.4%
Switzerland	1.2%	1.5%	1.1%
Czech Republic	0.9%	1.3%	0.7%
Austria	0.9%	1.3%	0.7%
Others	4.2%	7.5%	2.9%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	First visit	Repeaters
Didn't have holidays	13.7%	20.6%	11.3%
Canary Islands	25.8%	3.3%	33.7%
Other destination	60.5%	76.1%	55.0%
Balearic Islands	4.5%	4.9%	4.4%
Rest of Spain	11.4%	13.6%	10.6%
Italy	7.4%	10.1%	6.5%
France	5.3%	7.9%	4.3%
Turkey	2.8%	3.0%	2.7%
Greece	6.9%	8.9%	6.2%
Portugal	4.1%	5.1%	3.8%
Croatia	2.3%	3.5%	1.8%
Egypt	1.1%	1.3%	1.1%
Tunisia	0.3%	0.4%	0.2%
Morocco	0.8%	1.2%	0.6%
Others	13.7%	16.1%	12.8%

* Percentage of valid answers
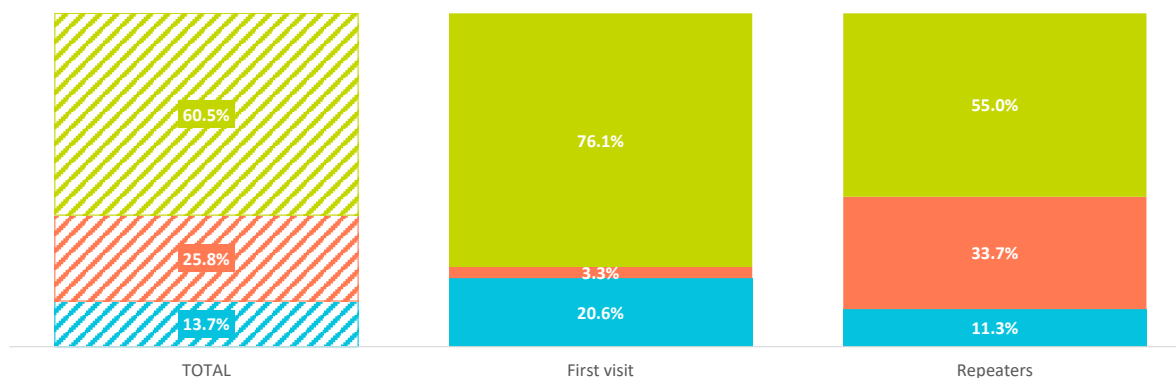
What other destinations did they consider for this trip? *

	TOTAL	First visit	Repeaters
None (I was clear about "this Canary Island")	28.5%	21.4%	31.5%
Canary Islands (other island)	25.1%	22.3%	26.3%
Other destination	46.3%	56.3%	42.2%
Balearic Islands	6.1%	6.1%	6.1%
Rest of Spain	8.6%	10.3%	8.0%
Italy	4.8%	6.4%	4.1%
France	1.6%	1.9%	1.4%
Turkey	3.4%	4.1%	3.1%
Greece	8.1%	10.4%	7.2%
Portugal	6.3%	7.5%	5.8%
Croatia	2.5%	3.0%	2.2%
Egypt	2.5%	3.3%	2.1%
Others	2.5%	3.4%	2.1%

* Percentage of valid answers
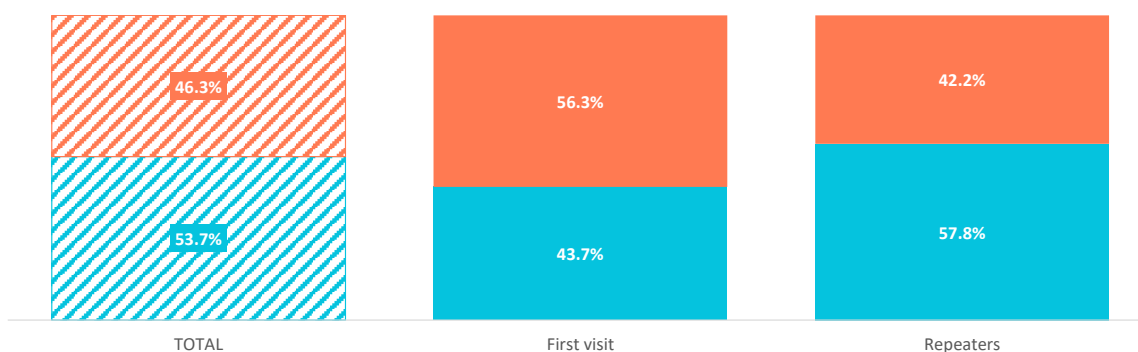
SUSTAINABLE DESTINATION

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

- No
- Yes, but only if it not inconvenient
- Yes, even if it means some inconvenience

	No	Yes, but only if it not inconvenient	Yes, even if it means some inconvenience
TOTAL	36.4%	42.5%	21.0%
First visit	34.4%	42.4%	23.2%
Repeaters	37.2%	42.6%	20.2%
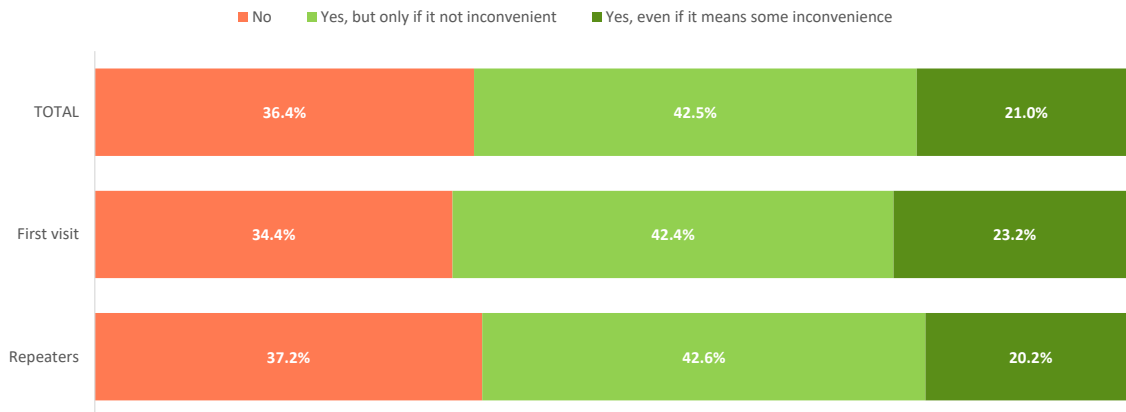
Would they be willing to spend more on travel to reduce their carbon footprint?

- No
- Yes, up to 5% more
- Yes, up to 10% more
- Yes, up to 20% more
- Yes, over 20% more

	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
TOTAL	40.8%	29.2%	20.2%	5.5%	4.2%
First visit	40.5%	29.3%	20.4%	5.3%	4.5%
Repeaters	40.9%	29.2%	20.1%	5.6%	4.1%
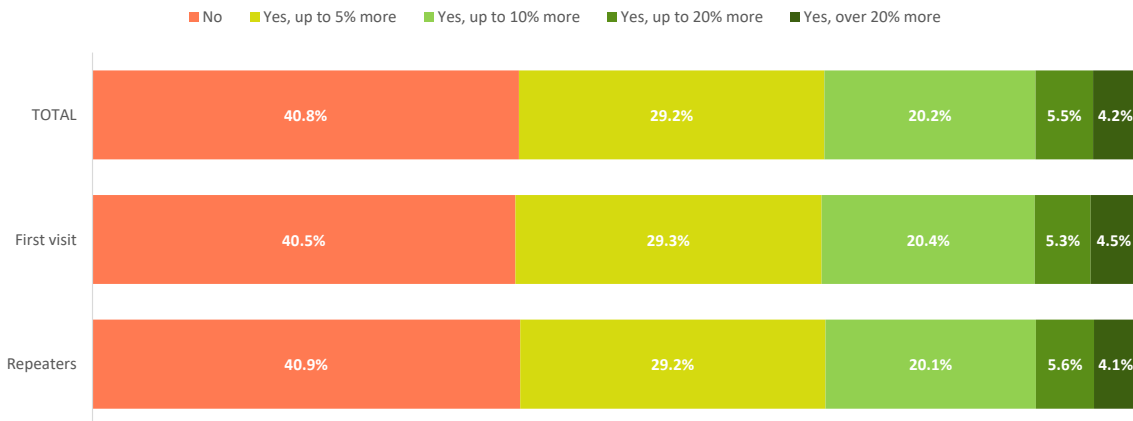
Percepcion of the following sustainability measures during their stay *

	TOTAL	First visit	Repeaters
Quality of life on the island	8.0	8.0	8.1
Tolerance towards tourism	8.6	8.6	8.6
Cleanliness of the island	8.2	8.2	8.3
Air quality	8.5	8.4	8.5
Rational water consumption	7.6	7.5	7.6
Energy saving	7.1	7.0	7.1
Use of renewable energy	7.0	7.0	7.0
Recycling	7.1	7.0	7.1
Easy to get around by public transport	7.5	7.4	7.5
Overcrowding in tourist areas	6.6	6.6	6.6
Supply of local products	7.2	7.2	7.2

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