Tourist profile. Historical data (2019 - 2024)

FRANCE

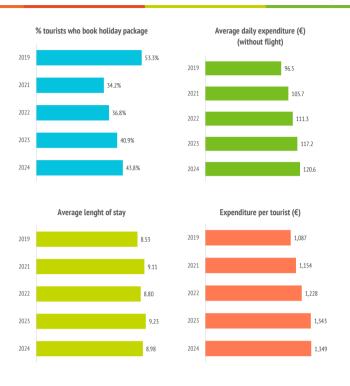


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How many are they and how much do they spend?



	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	583	460	775	841	916
Tourist arrivals ≥ 16 years old (EGT) (*)	513	400	691	753	805
- book holiday package (*)	273	137	254	308	352
- do not book holiday package (*)	239	264	437	445	453
- % tourists who book holiday package	53.3%	34.2%	36.8%	40.9%	43.8%
Children < 16 years old (FRONTUR - EGT) (*)	71	60	84	88	110
Expenditure per tourist (€)	1,087	1,154	1,228	1,343	1,349
- book holiday package	1,167	1,266	1,356	1,546	1,575
- holiday package	981	1,046	1,144	1,313	1,359
- others	186	220	212	233	216
- do not book holiday package	996	1,096	1,153	1,203	1,173
- flight	275	253	297	322	306
- accommodation	372	421	424	436	415
- others	349	423	432	445	452
Average lenght of stay	8.53	9.11	8.80	9.23	8.98
Average daily expenditure (€)	136.3	140.8	154.5	163.8	170.9
Average daily expenditure (without flight)	96.5	105.7	111.3	117.2	120.6
Average cost of the flight (€)	309.5	277.8	335.4	375.6	391.3
Total turnover (≥ 16 years old) (€m)	557	462	848	1,011	1,086
Turnover without flight (≥ 16 years old) (€m) (*) Thousands of tourists	399	351	617	728	771



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

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

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	87.7%	89.0%	89.6%	86.9%	88.8%
- Additional accommodation expenses	9.5%	11.5%	8.8%	10.0%	8.8%
Transport:					
- National/International Transport	95.9%	96.4%	96.2%	94.0%	96.3%
- Flights between islands	6.4%	9.5%	9.3%	9.9%	8.9%
- Taxi	45.9%	36.5%	38.0%	39.6%	37.0%
- Car rental	43.5%	52.6%	51.3%	52.0%	50.9%
- Public transport	6.7%	9.1%	9.9%	8.9%	9.2%
Food and drink:					
- Food purchases at supermarkets	42.7%	53.7%	50.9%	52.3%	51.9%
- Restaurants	52.6%	64.7%	62.9%	59.4%	59.7%
Leisure:					
- Organized excursions	31.8%	36.1%	37.0%	41.2%	39.5%
- Sport activities	7.6%	10.6%	8.3%	8.5%	6.6%
- Cultural activities	2.5%	2.5%	3.3%	2.6%	3.1%
- Museums	11.9%	10.1%	12.2%	11.4%	11.4%
- Theme Parks	6.8%	7.2%	11.0%	11.6%	9.6%
- Discos and pubs	4.4%	4.8%	6.3%	6.0%	5.7%
- Wellness	4.9%	6.0%	7.2%	6.4%	4.9%
Purchases of goods:					
- Souvenirs	48.8%	43.6%	41.8%	43.7%	44.4%
- Real state	0.1%	0.1%	0.1%	0.0%	0.0%
- Other expenses	0.3%	0.4%	0.6%	0.4%	0.4%
Other:					
- Medical or pharmaceutical expenses	4.4%	16.1%	6.6%	5.5%	5.6%
- Other expenses	6.1%	6.9%	5.0%	5.9%	4.4%

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:	692	718	749	785	812
- Accommodation	545	545	559	649	639
- Additional accommodation expenses	147	173	190	137	173
Transport:	566	619	692	732	737
- National/International Transport	323	288	349	400	406
- Flights between islands	57	74	88	75	77
- Taxi	70	98	98	112	98
- Car rental	89	130	131	121	119
- Public transport	27	28	26	24	36
Food and drink:	227	236	250	274	278
- Food purchases at supermarkets	101	85	89	108	105
- Restaurants	126	151	160	165	173
Leisure:	419	525	514	516	547
- Organized excursions	90	82	103	103	104
- Sport activities	90	122	106	100	113
- Cultural activities	46	73	62	49	59
- Museums	34	38	34	42	45
- Theme Parks	54	66	70	67	75
- Discos and pubs	57	78	74	92	80
- Wellness	48	66	65	64	71
Purchases of goods:	1,510	834	743	432	558
- Souvenirs	86	80	81	83	77
- Real state	1,362	471	519	0	333
- Other expenses	63	283	143	349	148
Other:	127	143	139	119	85
- Medical or pharmaceutical expenses	29	73	49	28	29
- Other expenses	97	70	90	91	57

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	94.9%	92.5%	91.8%	93.5%	93.5%
Visiting family or friends	3.2%	5.6%	6.3%	4.9%	4.4%
Business and work	0.9%	1.0%	0.8%	0.8%	0.6%
Education and training	0.1%	0.1%	0.2%	0.2%	0.2%
Sports training	0.3%	0.3%	0.5%	0.3%	0.5%
Health or medical care	0.0%	0.1%	0.0%	0.0%	0.4%
Fairs and congresses	0.2%	0.1%	0.2%	0.1%	0.0%
Others	0.4%	0.3%	0.2%	0.2%	0.3%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	38.1%	35.2%	30.5%	29.5%	29.2%
Enjoy family time	10.3%	8.1%	11.4%	11.0%	8.6%
Have fun	5.0%	6.1%	4.1%	5.2%	5.6%
Explore the destination	43.5%	45.2%	49.2%	51.1%	53.2%
Practice their hobbies	1.8%	4.3%	3.2%	2.2%	2.1%
Other reasons	1.3%	1.1%	1.6%	1.1%	1.3%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays		28.2%	24.6%	16.4%	13.5%
Canary Islands		9.6%	11.9%	12.2%	14.0%
Other destination		62.2%	63.5%	71.4%	72.5%
Balearic Islands		2.3%	3.6%	4.2%	4.1%
Rest of Spain		6.1%	7.2%	9.1%	7.9%
Italy		5.8%	6.5%	7.9%	7.1%
France		30.8%	25.2%	21.4%	22.5%
Turkey		0.6%	0.7%	0.6%	1.0%
Greece		5.8%	5.9%	7.0%	5.7%
Portugal		2.3%	4.5%	5.0%	4.5%
Croatia		0.7%	1.1%	1.7%	1.8%
Egypt		0.3%	0.5%	1.2%	1.1%
Tunisia		0.7%	0.6%	1.4%	1.4%
Morocco		0.9%	1.5%	2.5%	2.7%
Others		5.9%	6.3%	9.7%	12.6%

^{*} Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")		25.3%	27.6%	27.2%	29.6%
Canary Islands (other island)		25.4%	24.4%	26.2%	26.1%
Other destination		49.4%	48.0%	46.6%	44.3%
Balearic Islands		7.6%	8.1%	7.3%	7.2%
Rest of Spain		6.2%	5.0%	5.8%	5.1%
Italy		5.2%	6.0%	5.8%	5.0%
France		4.4%	3.4%	3.0%	3.2%
Turkey		1.2%	1.8%	1.7%	1.7%
Greece		9.3%	9.7%	8.9%	8.1%
Portugal		5.5%	5.1%	5.6%	5.3%
Croatia		3.3%	3.9%	2.7%	3.5%
Egypt		2.4%	1.5%	2.1%	2.1%
Others		4.3%	3.4%	3.7%	3.2%

^{*} Percentage of valid answers

Importance of each factor in the destination choice

	2019	2021	2022	2023	2024
Climate	77.8%	79.9%	74.2%	74.3%	75.8%
Landscapes	55.4%	59.7%	58.4%	60.6%	61.8%
Tranquility	50.7%	49.2%	49.3%	53.3%	53.8%
Safety	45.2%	45.9%	45.1%	50.4%	50.7%
Sea	47.9%	57.2%	49.7%	48.0%	50.7%
Price	44.1%	38.7%	40.0%	44.8%	44.8%
Environment	42.6%	44.9%	43.3%	45.8%	44.6%
Accommodation supply	42.0%	36.9%	36.9%	42.0%	41.2%
Beaches	36.4%	44.5%	37.0%	37.9%	41.2%
European belonging	35.4%	41.6%	37.8%	34.8%	38.3%
Authenticity	31.3%	34.9%	34.1%	36.0%	36.9%
Effortless trip	23.8%	24.8%	27.1%	27.6%	27.7%
Gastronomy	18.7%	26.3%	21.9%	23.6%	23.4%
Exoticism	22.8%	26.1%	23.9%	25.4%	23.3%
Hiking trail network	15.8%	19.5%	16.9%	17.1%	19.7%
Fun possibilities	16.1%	17.5%	17.3%	18.6%	18.1%
Historical heritage	15.5%	14.7%	15.5%	19.5%	17.9%
Culture	11.4%	11.9%	12.7%	15.6%	15.1%
Shopping	11.2%	12.9%	10.4%	11.3%	12.3%
Nightlife	7.2%	9.1%	7.6%	7.2%	7.6%

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?

2023	2024
0.9%	1.0%
24.4%	21.6%
26.3%	23.4%
36.0%	39.2%
12.4%	14.8%
	0.9% 24.4% 26.3% 36.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	31.5%	27.3%	30.1%	25.7%	30.0%
Friends or relatives	25.0%	28.2%	27.2%	28.9%	28.4%
Internet or social media	56.1%	58.0%	58.7%	54.9%	53.7%
Mass Media	1.2%	3.7%	2.1%	2.9%	2.7%
Travel guides and magazines	16.8%	13.9%	15.9%	15.6%	13.1%
Travel Blogs or Forums	9.1%	15.8%	12.2%	11.5%	10.2%
Travel TV Channels	0.8%	0.2%	0.2%	0.4%	0.4%
Tour Operator or Travel Agency	28.5%	18.6%	19.3%	21.7%	22.5%
Public administrations or similar	0.4%	1.1%	0.5%	0.6%	0.6%
Others	2.0%	2.7%	2.9%	3.2%	3.7%

^{*} Multi-choise question

Tourist profile. Historical data (2019 - 2024)

FRANCE



With whom did they book their flight and accommodation?

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	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	43.7%	58.7%	58.1%	52.4%	52.8%
- Tour Operator or Travel Agency	56.3%	41.3%	41.9%	47.6%	47.2%
Accommodation					
- Directly with the accommodation	34.6%	45.9%	44.4%	40.0%	40.8%
- Tour Operator or Travel Agency	65.4%	54.1%	55.6%	60.0%	59.2%

Where does the flight come from?

- Tour	Operator or Trav	Flight rel Agency	- Directly	with the airline		- Tour (ommodat Operator or Tr ly with the ac		
56%	41%	42%	48%	47%	65%	54%	56%	60%	59%
44%	59%	58%	52%	53%	35%	46%	44%	40%	41%
2019	2021	2022	2023	2024	2019	2021	2022	2023	2024

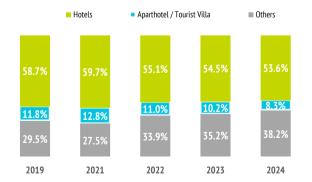
	2019	2021	2022	2023	2024
France	55.6%	64.5%	64.1%	65.2%	68.7%
Spanish Mainland	26.3%	17.5%	19.7%	19.6%	15.6%
Luxembourg	2.7%	3.7%	3.1%	4.5%	4.2%
Switzerland	5.5%	5.7%	5.6%	3.0%	3.6%
Belgium	5.5%	4.4%	3.4%	2.3%	3.3%
Germany	1.7%	1.4%	0.9%	2.2%	1.3%
Portugal	1.4%	2.1%	2.0%	1.8%	1.3%
United Kingdom	0.7%	0.4%	0.3%	0.4%	0.5%
Italy	0.5%	0.0%	0.3%	0.2%	0.2%
Norway	0.0%	0.0%	0.0%	0.1%	0.1%
Others	0.1%	0.2%	0.7%	0.8%	1.1%

Where do they stay?

Germany	1.7%	1.4%	0.9%	2.2%	1.3%
Portugal	1.4%	2.1%	2.0%	1.8%	1.3%
United Kingdom	0.7%	0.4%	0.3%	0.4%	0.5%
Italy	0.5%	0.0%	0.3%	0.2%	0.2%
Norway	0.0%	0.0%	0.0%	0.1%	0.1%
Others	0.1%	0.2%	0.7%	0.8%	1.1%

	2019	2021	2022	2023	2024
1-2-3* Hotel	9.2%	10.7%	9.0%	7.8%	7.6%
4* Hotel	40.8%	36.8%	38.3%	38.6%	39.3%
5* Hotel / 5* Luxury Hotel	8.6%	12.3%	7.9%	8.1%	6.7%
Aparthotel / Tourist Villa	11.8%	12.8%	11.0%	10.2%	8.3%
House/room rented in a private dwelling	11.7%	11.0%	15.8%	15.6%	25.5%
Private accommodation (1)	6.7%	6.5%	6.2%	6.0%	6.2%
Others (Cottage, cruise, camping,)	11.1%	10.0%	11.9%	13.6%	6.4%

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



What do they book?

	2019	2021	2022	2023	2024
Room only	25.0%	31.5%	32.8%	31.3%	38.3%
Bed and Breakfast	7.9%	16.8%	10.3%	10.4%	7.5%
Half board	17.8%	15.3%	15.3%	14.6%	14.1%
Full board	9.0%	6.3%	7.9%	9.5%	9.1%
All inclusive	40.3%	30.1%	33.6%	34.1%	30.9%

Activities in the Canary Islands



Outdoor time per day	2019	2021	2022	2023	2024
0 hours	0.7%	0.6%	0.6%	0.4%	0.5%
1 - 2 hours	4.5%	4.4%	5.0%	6.4%	3.2%
3 - 6 hours	26.8%	26.8%	24.7%	26.5%	26.6%
7 - 12 hours	58.8%	59.7%	58.5%	58.5%	61.8%
More than 12 hours	9.2%	8.4%	11.2%	8.2%	7.8%
Outdoor time per day	8.2	8.2	8.4	8.1	8.3



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	73.9%	74.7%	73.6%	75.4%	76.6%
Beach	70.7%	80.7%	75.6%	77.0%	75.4%
Explore the island on their own	57.9%	62.2%	65.2%	64.9%	65.1%
Swimming pool, hotel facilities	64.2%	63.9%	59.7%	62.8%	57.4%
Hiking		35.4%	35.0%	33.4%	35.1%
Organized excursions	24.9%	21.7%	24.3%	26.0%	26.3%
Museums / exhibitions	21.8%	18.2%	19.7%	21.0%	22.9%
Sea excursions / whale watching	14.5%	19.6%	20.4%	20.7%	19.8%
Wineries / markets / popular festivals	15.8%	12.4%	14.6%	16.9%	15.2%
Taste Canarian gastronomy	14.2%	14.3%	13.7%	16.0%	15.1%
Theme parks	13.2%	11.0%	14.3%	14.3%	14.4%
Other Nature Activities		11.6%	12.4%	10.5%	11.6%
Nightlife / concerts / shows	9.3%	11.0%	11.8%	12.5%	11.0%
Running		8.6%	7.7%	7.8%	7.6%
Beauty and health treatments	7.0%	8.9%	9.1%	7.8%	6.5%
Scuba Diving		6.2%	6.4%	5.4%	4.4%
Practice other sports		6.4%	5.1%	5.3%	4.0%
Surf		8.1%	5.4%	5.3%	4.0%
Swim		38.5%	5.1%	3.7%	3.5%
Cycling / Mountain bike		3.7%	2.2%	3.1%	3.2%
Astronomical observation	2.7%	3.1%	2.9%	2.4%	2.4%
Windsurf / Kitesurf		2.8%	1.9%	1.4%	1.4%
Golf		2.5%	1.0%	2.1%	1.4%

^{*} Multi-choise question

Tourist profile. Historical data (2019 - 2024)

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Which island do they choo	se?										
Tourists (≥ 16 year old)	2019	2021	2022	2023	2024	Share by islands	2019	2021	2022	2023	20
anzarote	131,768	94,145	160,700	193,377	203,132	Lanzarote	25.9%	23.7%	23.4%	25.8%	25.
uerteventura	97,545	66,526	126,025	117,298	117,342	Fuerteventura	19.1%	16.7%	18.3%	15.6%	14.
Gran Canaria	81,909	60,838	119,126	140,952	145,376	Gran Canaria	16.1%	15.3%	17.3%	18.8%	18.
Tenerife	190,802	174,045	277,591	295,662	333,721	Tenerife	37.4%	43.7%	40.4%	39.4%	41.
La Palma	7,686	2,294	3,677	3,204	4,478	La Palma	1.5%	0.6%	0.5%	0.4%	0.
37% 44% 16% 15% 19% 17%	409 179 189	6	39% 19% 16%	42% 18% 15%		How many islands do they	visit du	ring the	rir trip?		,
26% 24%	239		26%	25%			2019	2021	2022	2023	20
2019 2021	202	2	2023	2024	1	One island	88.9%	87.0%	85.8%	86.0%	86.
■ Lanzarote ■ Fuert	eventura Gra	an Canaria	Tenerife La l	Palma		Two islands	9.5%	10.7%	11.7%	11.6%	11.
How many are loyal to the	Canary	Islands	?		å	Three or more islands	1.6%	2.3%	2.4%	2.4%	2.
	2019	2021	2022	2023	2024	How do they rate the Cana	ırv İslan	ds?			1 4
Repeat tourists	45.9%	42.9%	45.2%	45.3%	46.4%	Tross do they rate the cana	iry isiani	u3.			
At least 10 previous visits	5.6%	6.6%	6.8%	5.3%	7.8%	Satisfaction (scale 0-10)	2019	2021	2022	2023	20
Repeat tourists (last 5 years)	43.3%	40.4%	40.2%	41.3%	42.6%	Average rating	8.47	8.67	8.62	8.65	8
Repeat tourists (last 5 years)(5 or more visits)	9.7%	6.8%	6.5%	6.9%	8.6%						
						Experience in the Canary Islands	2019	2021	2022	2023	2
Who are they?					ů	Worse or much worse than expected	4.7%	6.1%	5.1%	5.3%	5.
						Lived up to expectations	63.6%	55.8%	61.0%	58.0%	62.
	2019	2021	2022	2023	2024	Better or much better than expected	31.7%	38.0%	34.0%	36.7%	31.
<u>Gender</u>											
Men	52.2%	51.2%	49.5%	48.5%	47.0%	Future intentions (scale 1-10)	2019	2021	2022	2023	20
Women	47.8%	48.8%	50.5%	51.5%	53.0%	Return to the Canary Islands	8.11	8.15	8.16	8.26	8
Age						Recommend visiting the Canary Islands	8.59	8.68	8.74	8.74	8
Average age	46.4	41.9	43.2	43.8	45.2						
Standard deviation	15.1	15.0	15.3	15.4	16.8	Who do they come with?					1
Age range											
16 - 24 years old	6.9%	11.7%	11.6%	12.0%	13.2%		2019	2021	2022	2023	20
25 - 30 years old	12.7%	18.6%	14.5%	11.6%	12.4%	Unaccompanied	5.7%	10.4%	7.5%	7.8%	8
31 - 45 years old	28.0%	30.0%	31.5%	33.0%	26.2%	Only with partner	48.8%	49.4%	43.2%	44.2%	45
46 - 60 years old	33.3%	26.7%	27.4%	27.3%	26.2%	Only with children (< 13 years old)	7.9%	4.3%	8.2%	8.0%	5.
Over 60 years old	19.1%	13.0%	15.0%	16.1%	21.9%	Partner + children (< 13 years old)	6.6%	4.0%	7.0%	8.6%	5
<u>Occupation</u>						Other relatives	7.2%	8.8%	8.4%	7.8%	10
Salaried worker	61.4%	65.1%	61.3%	65.1%	58.2%	Friends	5.3%	10.5%	7.0%	7.4%	7
Self-employed	8.7%	9.6%	9.3%	9.9%	8.4%	Work colleagues	0.2%	0.3%	0.5%	0.3%	0
Unemployed	0.9%	1.1%	0.7%	0.9%	1.1%	Organized trip	0.5%	0.2%	0.8%	0.9%	0
Business owner	7.1%	7.3%	9.0%	5.4%	9.1%	Other combinations (2)	17.9%	12.1%	17.4%	15.0%	15
Student	3.7%	5.1%	6.1%	4.0%	5.0%	(2) Combination of some of the groups previously and	lyzed				
Retired	16.8%	10.4%	12.5%	13.4%	17.3%	Tourists with children	19.9%	12.1%	20.3%	20.8%	14
Unpaid domestic work	0.4%	0.4%	0.1%	0.3%	0.0%	- Between 0 and 2 years old	1.6%	1.7%	1.5%	1.7%	1
Others	0.9%	1.0%	1.0%	1.1%	0.9%	- Between 3 and 12 years old	16.9%	9.4%	17.5%	17.7%	11
Annual household income level						- Between 0 -2 and 3-12 years old	1.3%	0.9%	1.3%	1.4%	1
Less than €25,000	14.0%	14.8%	12.8%	13.4%	15.2%	Tourists without children	80.1%	87.9%	79.7%	79.2%	85
€25,000 - €49,999	46.9%	42.1%	39.2%	40.3%	40.8%	Group composition:					
€50,000 - €74,999	22.4%	22.4%	26.7%	26.0%	23.5%	- 1 person	8.0%	13.1%	10.3%	9.6%	10
More than €74,999	16.7%	20.7%	21.3%	20.3%	20.5%	- 2 people	55.2%	59.2%	52.1%	52.5%	55
Education level						- 3 people	14.2%	10.6%	13.0%	13.6%	11
No studies	0.8%	0.9%	0.5%	0.9%	0.7%	- 4 or 5 people	19.5%	14.7%	21.1%	22.0%	18
Primary education	2.2%	2.4%	1.3%	1.9%	1.7%	- 6 or more people	3.0%	2.3%	3.4%	2.3%	3.
Secondary education	23.4%	16.8%	17.1%	18.1%	23.3%	Average group size:	2.65	2.43	2.68	2.66	2

Higher education

80.0%

81.1% 79.1% 74.3%