

## Tourist profile by quarter of trip (2024)

### GRAN CANARIA



#### How many are they and how much do they spend?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>1.4</b>	<b>0.9</b>	<b>1.0</b>	<b>1.3</b>	<b>4.6</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>1.2</b>	<b>0.8</b>	<b>0.8</b>	<b>1.2</b>	<b>4.0</b>
- book holiday package (*)	0.6	0.4	0.4	0.6	<b>2.1</b>
- do not book holiday package (*)	0.6	0.4	0.4	0.6	<b>1.9</b>
- % tourists who book holiday package	50.6%	51.3%	54.5%	52.1%	<b>52.0%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>0.1</b>	<b>0.1</b>	<b>0.2</b>	<b>0.1</b>	<b>0.5</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	373	291	284	318	<b>321</b>
- holiday package	305	244	243	262	<b>267</b>
- others	67	47	41	56	<b>54</b>
- do not book holiday package	284	222	214	224	<b>239</b>
- flight	78	57	63	62	<b>66</b>
- accommodation	89	80	65	74	<b>78</b>
- others	116	85	87	87	<b>95</b>
<b>Average lenght of stay</b>	<b>12.62</b>	<b>9.44</b>	<b>9.36</b>	<b>9.78</b>	<b>10.48</b>
<b>Average daily expenditure (€)</b>	<b>169.1</b>	<b>162.8</b>	<b>175.8</b>	<b>174.7</b>	<b>170.9</b>
<b>Average daily expenditure (without flight)</b>	<b>121.7</b>	<b>114.1</b>	<b>119.5</b>	<b>123.2</b>	<b>120.2</b>
<b>Average cost of the flight (€)</b>	<b>87.9</b>	<b>74.2</b>	<b>79.7</b>	<b>80.1</b>	<b>81.2</b>
<b>Total turnover ( ≥ 16 years old) (€m)</b>	<b>2,031</b>	<b>1,047</b>	<b>1,180</b>	<b>1,777</b>	<b>6,035</b>
<b>Turnover without flight ( ≥ 16 years old) (€m)</b>	<b>1,490</b>	<b>746</b>	<b>807</b>	<b>1,258</b>	<b>4,301</b>

(\*) Thousands of tourists

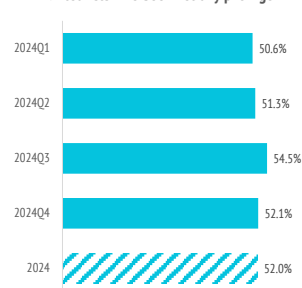
#### % Tourists whose spending has been greater than €0 in each item

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	78.9%	83.3%	81.5%	83.0%	<b>81.5%</b>
- Additional accommodation expenses	5.2%	5.3%	6.1%	5.8%	<b>5.6%</b>
<b>Transport:</b>					
- National/International Transport	96.8%	93.4%	93.3%	95.5%	<b>95.0%</b>
- Flights between islands	3.4%	3.5%	3.5%	3.2%	<b>3.4%</b>
- Taxi	52.5%	52.1%	53.6%	56.0%	<b>53.7%</b>
- Car rental	23.6%	22.2%	23.5%	21.8%	<b>22.7%</b>
- Public transport	18.2%	13.4%	14.6%	16.4%	<b>16.0%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	60.0%	55.3%	57.5%	60.4%	<b>58.7%</b>
- Restaurants	67.2%	62.4%	59.1%	65.6%	<b>64.2%</b>
<b>Leisure:</b>					
- Organized excursions	14.6%	15.5%	21.0%	15.9%	<b>16.5%</b>
- Sport activities	5.3%	4.4%	6.9%	5.5%	<b>5.5%</b>
- Cultural activities	3.2%	2.7%	3.0%	3.2%	<b>3.1%</b>
- Museums	4.9%	3.9%	5.0%	4.7%	<b>4.7%</b>
- Theme Parks	4.1%	5.1%	6.5%	4.5%	<b>4.9%</b>
- Discos and pubs	8.4%	7.9%	11.6%	9.5%	<b>9.3%</b>
- Wellness	3.9%	3.7%	4.0%	3.2%	<b>3.7%</b>
<b>Purchases of goods:</b>					
- Souvenirs	37.3%	40.2%	44.1%	40.1%	<b>40.1%</b>
- Real state	0.3%	0.1%	0.0%	0.0%	<b>0.1%</b>
- Other expenses	0.6%	0.9%	0.7%	1.0%	<b>0.8%</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	6.5%	5.7%	6.6%	6.3%	<b>6.3%</b>
- Other expenses	4.6%	4.3%	3.6%	4.1%	<b>4.2%</b>

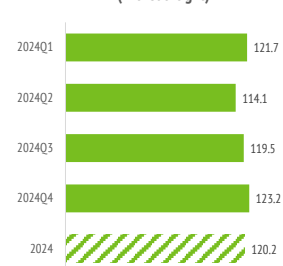
Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

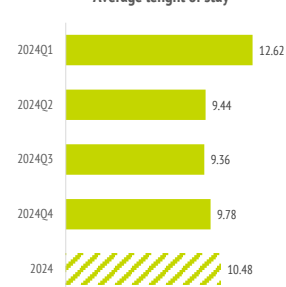
#### % tourists who book holiday package



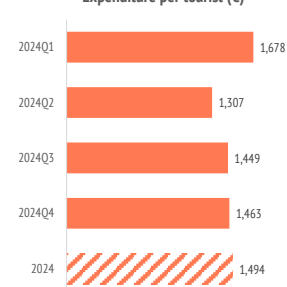
#### Average daily expenditure (€) (without flight)



#### Average lenght of stay



#### Expenditure per tourist (€)



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

Expenditure per tourist and trip (€)	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	1,247	861	880	996	<b>1,017</b>
- Additional accommodation expenses	927	687	700	754	<b>780</b>
- Additional accommodation expenses	320	173	179	242	<b>237</b>
<b>Transport:</b>					
- National/International Transport	842	697	833	780	<b>793</b>
- National/International Transport	462	402	490	447	<b>451</b>
- Flights between islands	98	88	96	106	<b>98</b>
- Taxi	91	80	83	78	<b>83</b>
- Car rental	148	96	122	120	<b>125</b>
- Public transport	42	30	41	28	<b>36</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	396	334	341	364	<b>364</b>
- Food purchases at supermarkets	175	131	126	129	<b>143</b>
- Restaurants	221	203	215	235	<b>221</b>
<b>Leisure:</b>					
- Organized excursions	531	526	667	520	<b>561</b>
- Organized excursions	105	87	107	94	<b>99</b>
- Sport activities	99	95	182	84	<b>115</b>
- Cultural activities	65	73	55	70	<b>66</b>
- Museums	27	36	32	35	<b>32</b>
- Theme Parks	71	79	71	64	<b>71</b>
- Discos and pubs	106	89	146	99	<b>111</b>
- Wellness	58	66	74	73	<b>67</b>
<b>Purchases of goods:</b>					
- Souvenirs	17,156	350	200	229	<b>12,477</b>
- Souvenirs	124	96	132	104	<b>114</b>
- Real state	16,958	110	0	0	<b>12,254</b>
- Other expenses	74	144	69	125	<b>108</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	120	124	135	87	<b>114</b>
- Medical or pharmaceutical expenses	38	61	64	34	<b>46</b>
- Other expenses	81	64	71	53	<b>68</b>

## Tourist profile by quarter of trip (2024)

### GRAN CANARIA



#### What is the main purpose of their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	83.4%	85.6%	88.2%	87.2%	<b>85.9%</b>
Visiting family or friends	12.9%	6.7%	8.5%	8.2%	<b>9.4%</b>
Business and work	1.7%	5.3%	2.1%	2.7%	<b>2.8%</b>
Education and training	0.2%	0.2%	0.4%	0.5%	<b>0.3%</b>
Sports training	0.6%	0.7%	0.3%	0.5%	<b>0.5%</b>
Health or medical care	0.4%	0.3%	0.1%	0.2%	<b>0.3%</b>
Fairs and congresses	0.0%	0.8%	0.1%	0.2%	<b>0.2%</b>
Others	0.8%	0.5%	0.4%	0.5%	<b>0.6%</b>

#### What is the main motivation for their holidays?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	54.0%	56.8%	51.6%	55.4%	<b>54.5%</b>
Enjoy family time	19.4%	13.4%	18.3%	17.9%	<b>17.6%</b>
Have fun	7.3%	10.3%	11.9%	8.3%	<b>9.1%</b>
Explore the destination	15.3%	17.2%	16.2%	14.5%	<b>15.6%</b>
Practice their hobbies	1.7%	1.0%	1.3%	1.7%	<b>1.5%</b>
Other reasons	2.2%	1.4%	0.8%	2.1%	<b>1.7%</b>

#### Where did they spend their main holiday last year? \*

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	10.2%	14.0%	13.3%	11.4%	<b>12.2%</b>
Canary Islands	29.2%	26.1%	31.8%	29.7%	<b>29.6%</b>
Other destination	60.6%	59.9%	54.9%	58.9%	<b>58.2%</b>
- Balearic Islands	4.3%	5.1%	3.1%	3.5%	<b>3.8%</b>
- Rest of Spain	11.1%	12.3%	10.4%	10.3%	<b>10.8%</b>
- Italy	6.8%	6.3%	6.3%	7.6%	<b>6.8%</b>
- France	4.9%	3.6%	4.0%	5.2%	<b>4.5%</b>
- Turkey	3.5%	3.7%	2.5%	3.2%	<b>3.1%</b>
- Greece	8.2%	8.0%	7.9%	5.8%	<b>7.3%</b>
- Portugal	3.1%	4.3%	3.0%	3.3%	<b>3.4%</b>
- Croatia	1.7%	1.7%	2.1%	2.5%	<b>2.1%</b>
- Egypt	1.9%	1.4%	1.1%	1.1%	<b>1.3%</b>
- Tunisia	0.8%	0.5%	0.6%	0.3%	<b>0.5%</b>
- Morocco	1.2%	1.2%	1.3%	0.7%	<b>1.1%</b>
- Others	13.1%	11.8%	12.7%	15.3%	<b>13.4%</b>

\* Percentage of valid answers

#### What other destinations did they consider for this trip? \*

	2024Q1	2024Q2	2024Q3	2024Q4	2024
None (I was clear about "this Canary Island")	38.6%	24.9%	18.2%	33.7%	<b>29.5%</b>
Canary Islands (other island)	28.9%	27.8%	23.3%	27.0%	<b>26.8%</b>
Other destination	32.5%	47.3%	58.4%	39.3%	<b>43.8%</b>
- Balearic Islands	2.9%	6.7%	8.4%	3.9%	<b>5.3%</b>
- Rest of Spain	7.0%	9.1%	11.3%	8.4%	<b>8.9%</b>
- Italy	3.0%	4.4%	5.7%	3.8%	<b>4.2%</b>
- France	1.7%	1.6%	1.5%	1.3%	<b>1.5%</b>
- Turkey	2.3%	4.2%	4.3%	2.9%	<b>3.4%</b>
- Greece	4.5%	8.2%	12.3%	7.0%	<b>7.9%</b>
- Portugal	3.9%	5.9%	7.2%	4.8%	<b>5.4%</b>
- Croatia	1.4%	2.4%	3.9%	1.8%	<b>2.3%</b>
- Egypt	3.0%	2.3%	2.2%	3.2%	<b>2.7%</b>
- Others	2.8%	2.4%	1.6%	2.3%	<b>2.3%</b>

\* Percentage of valid answers

#### Importance of each factor in the destination choice



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	80.2%	74.5%	67.9%	80.5%	<b>76.7%</b>
Safety	51.4%	55.6%	56.1%	51.4%	<b>53.2%</b>
Sea	46.3%	47.8%	48.6%	51.5%	<b>48.6%</b>
Tranquility	44.9%	50.8%	50.5%	47.4%	<b>47.9%</b>
Beaches	41.0%	44.9%	46.2%	45.2%	<b>44.1%</b>
Accommodation supply	37.0%	48.6%	47.6%	41.8%	<b>42.8%</b>
European belonging	36.6%	39.4%	36.5%	41.0%	<b>38.4%</b>
Effortless trip	36.3%	39.6%	39.4%	36.9%	<b>37.7%</b>
Price	30.5%	39.4%	42.9%	34.7%	<b>36.0%</b>
Landscapes	32.1%	32.5%	32.1%	31.8%	<b>32.1%</b>
Environment	30.7%	32.7%	31.1%	28.4%	<b>30.5%</b>
Gastronomy	27.3%	30.9%	28.7%	26.1%	<b>27.9%</b>
Fun possibilities	21.8%	26.8%	32.3%	22.5%	<b>25.1%</b>
Authenticity	20.3%	24.8%	26.1%	20.6%	<b>22.4%</b>
Exoticism	10.9%	14.0%	16.4%	11.5%	<b>12.8%</b>
Shopping	10.1%	13.0%	14.7%	11.3%	<b>12.0%</b>
Nightlife	10.8%	10.5%	13.4%	10.7%	<b>11.2%</b>
Hiking trail network	12.8%	10.1%	9.5%	10.2%	<b>10.8%</b>
Culture	9.8%	11.4%	11.7%	10.3%	<b>10.6%</b>
Historical heritage	8.6%	10.2%	10.7%	9.8%	<b>9.7%</b>

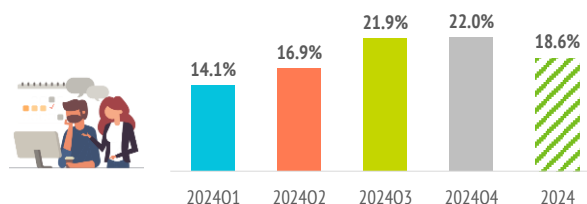
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

#### How far in advance do they book their trip?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	1.2%	1.1%	1.5%	1.1%	<b>1.2%</b>
Between 1 and 30 days	27.2%	25.7%	24.6%	24.8%	<b>25.7%</b>
Between 1 and 2 months	25.6%	23.5%	19.2%	20.9%	<b>22.5%</b>
Between 3 and 6 months	31.8%	32.8%	32.8%	31.2%	<b>32.0%</b>
More than 6 months	14.1%	16.9%	21.9%	22.0%	<b>18.6%</b>

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	50.9%	44.2%	38.3%	50.9%	<b>47.0%</b>
Friends or relatives	29.4%	26.1%	28.9%	28.0%	<b>28.2%</b>
Internet or social media	46.7%	47.0%	50.1%	43.2%	<b>46.4%</b>
Mass Media	1.4%	1.4%	2.0%	1.4%	<b>1.5%</b>
Travel guides and magazines	5.8%	5.8%	6.1%	4.6%	<b>5.5%</b>
Travel Blogs or Forums	4.2%	4.5%	5.0%	4.4%	<b>4.5%</b>
Travel TV Channels	0.8%	0.7%	0.4%	0.9%	<b>0.7%</b>
Tour Operator or Travel Agency	18.6%	21.8%	22.0%	20.0%	<b>20.3%</b>
Public administrations or similar	0.6%	0.6%	0.4%	0.7%	<b>0.6%</b>
Others	3.1%	5.3%	4.5%	3.4%	<b>3.9%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2024)

### GRAN CANARIA



#### With whom did they book their flight and accommodation?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Flight</b>					
- Directly with the airline	48.1%	45.9%	44.0%	46.1%	<b>46.2%</b>
- Tour Operator or Travel Agency	51.9%	54.1%	56.0%	53.9%	<b>53.8%</b>
<b>Accommodation</b>					
- Directly with the accommodation	33.3%	33.3%	31.3%	34.4%	<b>33.2%</b>
- Tour Operator or Travel Agency	66.7%	66.7%	68.7%	65.6%	<b>66.8%</b>

#### Where are they from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
United Kingdom	17.2%	27.7%	27.3%	18.4%	<b>21.7%</b>
Germany	20.4%	18.0%	15.5%	22.1%	<b>19.4%</b>
Spanish Mainland	9.9%	15.6%	16.6%	8.7%	<b>12.0%</b>
Norway	10.8%	3.2%	3.3%	9.0%	<b>7.2%</b>
Netherlands	5.6%	7.4%	8.4%	6.3%	<b>6.7%</b>
Sweden	8.4%	2.5%	1.7%	7.1%	<b>5.5%</b>
Others	27.7%	25.5%	27.4%	28.3%	<b>27.4%</b>

#### Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	13.9%	14.1%	15.2%	12.1%	<b>13.7%</b>
4* Hotel	30.7%	35.6%	37.0%	31.1%	<b>33.1%</b>
5* Hotel / 5* Luxury Hotel	7.5%	11.3%	10.3%	8.7%	<b>9.2%</b>
Aparthotel / Tourist Villa	16.3%	17.2%	17.8%	17.6%	<b>17.2%</b>
House/room rented in a private dwelling	11.7%	11.0%	8.5%	15.9%	<b>12.2%</b>
Private accommodation (1)	16.9%	8.5%	9.2%	10.2%	<b>11.7%</b>
Others (Cottage, cruise, camping,...)	2.9%	2.4%	2.0%	4.3%	<b>3.0%</b>

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

#### What do they book?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Room only	37.3%	32.1%	29.6%	39.7%	<b>35.4%</b>
Bed and Breakfast	14.4%	16.1%	12.8%	15.8%	<b>14.9%</b>
Half board	16.0%	16.3%	16.1%	14.6%	<b>15.7%</b>
Full board	2.3%	2.3%	3.2%	3.2%	<b>2.7%</b>
All inclusive	30.0%	33.2%	38.4%	26.7%	<b>31.4%</b>

#### Tourist tax (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	42.5%	42.0%	42.1%	<b>42.2%</b>
No	--	36.4%	35.7%	34.6%	<b>35.4%</b>
Not remember	--	21.1%	22.3%	23.3%	<b>22.4%</b>

Do they exclude destinations with tourist tax?

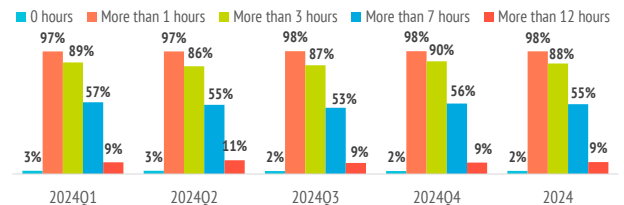
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	23.9%	24.4%	21.1%	<b>22.9%</b>
No	--	76.1%	75.6%	78.9%	<b>77.1%</b>

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	40.7%	37.0%	40.0%	<b>39.4%</b>
Up to 2 euros	--	31.8%	30.4%	31.3%	<b>31.2%</b>
Up to 3 euros	--	17.9%	23.0%	17.6%	<b>19.2%</b>
More than 3 euros	--	9.6%	9.6%	11.2%	<b>10.3%</b>

#### Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Outdoor time per day</b>					
0 hours	2.5%	2.5%	2.3%	2.3%	<b>2.4%</b>
1 - 2 hours	8.8%	11.8%	11.2%	8.0%	<b>9.6%</b>
3 - 6 hours	31.6%	30.6%	33.9%	33.6%	<b>32.5%</b>
7 - 12 hours	47.8%	44.1%	43.8%	46.9%	<b>46.0%</b>
More than 12 hours	9.3%	11.0%	8.8%	9.1%	<b>9.5%</b>
<b>Outdoor time per day</b>	<b>7.6</b>	<b>7.4</b>	<b>7.3</b>	<b>7.5</b>	<b>7.5</b>



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Activities in the Canary Islands</b>					
Beach	69.7%	67.4%	74.7%	69.2%	<b>70.1%</b>
Walk, wander	70.2%	65.6%	68.5%	66.5%	<b>67.9%</b>
Swimming pool, hotel facilities	47.5%	56.6%	67.2%	49.7%	<b>53.9%</b>
Explore the island on their own	46.6%	43.4%	44.9%	44.6%	<b>45.0%</b>
Taste Canarian gastronomy	24.2%	23.3%	25.9%	25.5%	<b>24.8%</b>
Hiking	21.6%	15.6%	15.1%	18.6%	<b>18.2%</b>
Nightlife / concerts / shows	16.2%	19.0%	21.1%	16.3%	<b>17.8%</b>
Organized excursions	9.2%	14.7%	17.5%	10.3%	<b>12.3%</b>
Museums / exhibitions	11.9%	9.8%	12.3%	12.3%	<b>11.7%</b>
Wineries / markets / popular festivals	12.9%	8.6%	12.4%	10.7%	<b>11.3%</b>
Sea excursions / whale watching	7.1%	12.0%	15.8%	8.7%	<b>10.3%</b>
Theme parks	7.6%	9.4%	14.9%	8.5%	<b>9.7%</b>
Swim	5.7%	7.7%	9.6%	6.2%	<b>7.0%</b>
Other Nature Activities	7.0%	6.6%	8.0%	5.9%	<b>6.8%</b>
Running	6.7%	6.8%	6.9%	6.6%	<b>6.7%</b>
Beauty and health treatments	5.9%	5.1%	6.1%	4.8%	<b>5.5%</b>
Practice other sports	4.3%	5.2%	4.8%	4.4%	<b>4.6%</b>
Astronomical observation	3.6%	2.5%	3.5%	4.2%	<b>3.6%</b>
Golf	2.5%	1.8%	4.5%	2.1%	<b>2.6%</b>
Surf	2.7%	2.0%	2.7%	2.1%	<b>2.4%</b>
Cycling / Mountain bike	2.4%	2.3%	1.7%	1.8%	<b>2.1%</b>
Scuba Diving	1.3%	1.6%	3.0%	1.8%	<b>1.9%</b>
Windsurf / Kitesurf	0.4%	0.5%	0.6%	0.4%	<b>0.5%</b>

\* Multi-choice question

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	51.2%	45.7%	55.4%	<b>36.0%</b>
- For any purpose	--	11.7%	10.8%	12.7%	<b>8.3%</b>
- Improve living conditions	--	10.0%	9.6%	11.1%	<b>7.2%</b>
- Improve economic development	--	5.0%	4.0%	4.5%	<b>3.2%</b>
- Improve the environment	--	14.4%	11.9%	15.9%	<b>10.0%</b>
- Improve the tourist environment	--	3.9%	4.5%	4.5%	<b>3.0%</b>
- Other purposes	--	6.1%	4.9%	6.7%	<b>4.2%</b>
Not sure	--	28.7%	31.7%	26.9%	<b>20.2%</b>
No	--	20.1%	22.6%	17.7%	<b>13.9%</b>

## Tourist profile by quarter of trip (2024)

### GRAN CANARIA



#### ¿Qué lugares visitan?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Maspalomas dunes	46.9%	50.4%	52.0%	48.1%	49.0%
Las Palmas de Gran Canaria	47.6%	46.2%	52.3%	46.5%	47.9%
Puerto de Mogán	38.8%	40.4%	46.0%	40.1%	41.0%
The north	22.0%	18.8%	23.1%	19.1%	20.7%
The interior (mountains)	22.2%	19.5%	18.7%	19.4%	20.1%
Agate	15.3%	13.2%	14.0%	13.9%	14.2%
Teror	14.9%	12.4%	15.6%	13.2%	14.0%
Roque Nublo	14.5%	12.7%	11.8%	13.4%	13.3%
Guayadeque ravine	7.6%	7.4%	7.2%	6.8%	7.2%

#### How many are loyal to the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Gran Canaria: Repeat tourists	70.5%	61.1%	55.0%	68.1%	64.8%
Gran Canaria: At least 10 previous visits	16.0%	12.4%	11.1%	14.6%	13.9%
Canary Islands: Repeat tourists	77.2%	69.0%	61.1%	75.8%	71.9%
Canary Islands: At least 10 previous visi	25.0%	20.9%	15.8%	24.7%	22.2%

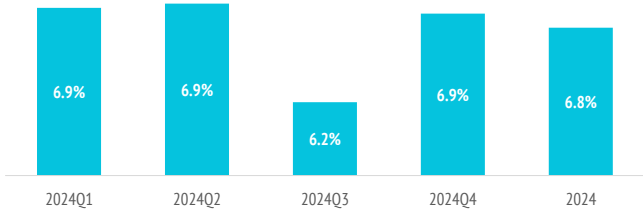
#### Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Gender</b>					
Men	49.0%	51.5%	52.1%	51.1%	50.7%
Women	51.0%	48.5%	47.9%	48.9%	49.3%
<b>Age</b>					
Average age	49.0	45.5	40.5	49.1	46.6
Standard deviation	17.5	17.4	15.9	17.1	17.4
<b>Age range</b>					
16 - 24 years old	9.4%	13.3%	20.5%	8.8%	12.2%
25 - 30 years old	10.5%	11.9%	12.9%	9.3%	10.9%
31 - 45 years old	24.3%	28.5%	30.8%	25.9%	26.9%
46 - 60 years old	24.6%	21.7%	22.3%	25.6%	23.8%
Over 60 years old	31.2%	24.5%	13.5%	30.4%	26.1%
<b>Occupation</b>					
Salaried worker	50.6%	57.9%	62.1%	53.8%	55.3%
Self-employed	10.7%	9.8%	10.4%	9.4%	10.1%
Unemployed	0.7%	1.4%	1.0%	0.9%	1.0%
Business owner	8.6%	7.5%	7.9%	9.6%	8.5%
Student	4.6%	3.4%	8.5%	3.5%	4.8%
Retired	23.2%	18.4%	8.6%	21.4%	18.8%
Unpaid domestic work	0.3%	0.4%	0.3%	0.5%	0.4%
Others	1.2%	1.2%	1.2%	1.0%	1.1%
<b>Annual household income level</b>					
Less than €25,000	11.2%	12.9%	15.2%	10.8%	12.2%
€25,000 - €49,999	32.0%	35.1%	36.8%	30.3%	33.1%
€50,000 - €74,999	26.9%	26.9%	24.0%	27.8%	26.6%
More than €74,999	29.8%	25.2%	24.0%	31.1%	28.1%
<b>Education level</b>					
No studies	2.1%	3.6%	3.5%	2.8%	2.9%
Primary education	3.1%	2.1%	2.4%	2.6%	2.6%
Secondary education	22.6%	25.3%	21.9%	23.7%	23.4%
Higher education	72.2%	68.9%	72.2%	70.9%	71.1%

#### How many islands do they visit during their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	93.1%	93.1%	93.8%	93.1%	93.2%
Two islands	5.6%	5.9%	5.8%	5.4%	5.6%
Three or more islands	1.3%	1.0%	0.4%	1.5%	1.1%

#### % TOURISTS WHO VISIT MORE THAN ONE ISLANDS



#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.73	8.73	8.63	8.65	8.69

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	2.7%	2.3%	4.5%	2.8%	3.0%
Lived up to expectations	57.9%	55.1%	54.1%	57.9%	56.6%
Better or much better than expected	39.4%	42.6%	41.4%	39.3%	40.4%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.85	8.73	8.42	8.77	8.72
Recommend visiting the Canary Islands	8.97	8.92	8.74	8.89	8.89

#### Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	16.8%	17.6%	12.0%	14.9%	15.4%
Only with partner	47.1%	43.1%	40.7%	46.3%	44.8%
Only with children (< 13 years old)	4.1%	2.9%	5.6%	4.8%	4.4%
Partner + children (< 13 years old)	4.1%	5.7%	6.2%	3.8%	4.8%
Other relatives	7.3%	9.5%	12.6%	9.2%	9.4%
Friends	8.4%	8.9%	7.2%	8.6%	8.3%
Work colleagues	0.4%	1.8%	0.6%	1.0%	0.9%
Organized trip	0.0%	0.5%	0.2%	0.2%	0.2%
Other combinations (2)	11.8%	10.0%	14.8%	11.3%	11.9%

(2) Combination of some of the groups previously analyzed

Tourists with children	12.5%	13.2%	16.9%	13.1%	13.7%
- Between 0 and 2 years old	1.7%	1.4%	1.1%	0.9%	1.3%
- Between 3 and 12 years old	9.7%	10.8%	14.8%	10.7%	11.2%
- Between 0 -2 and 3-12 years old	1.1%	1.0%	0.9%	1.4%	1.2%
Tourists without children	87.5%	86.8%	83.1%	86.9%	86.3%
<b>Group composition:</b>					
- 1 person	19.7%	20.2%	14.5%	17.6%	18.1%
- 2 people	54.6%	54.4%	49.8%	54.8%	53.7%
- 3 people	10.2%	9.7%	15.9%	9.8%	11.1%
- 4 or 5 people	12.5%	12.8%	16.2%	13.4%	13.6%
- 6 or more people	3.0%	2.9%	3.6%	4.3%	3.5%
Average group size:	2.36	2.34	2.56	2.48	2.43

\*People who share the main expenses of the trip

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.