

## Tourist profile by quarter of trip (2024)

### LANZAROTE



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>835.0</b>	<b>743.8</b>	<b>804.5</b>	<b>854.7</b>	<b>3,238</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>736.1</b>	<b>622.3</b>	<b>652.4</b>	<b>778.4</b>	<b>2,789</b>
- book holiday package (*)	343.8	313.7	323.0	424.8	<b>1,405</b>
- do not book holiday package (*)	392.4	308.6	329.4	353.6	<b>1,384</b>
- % tourists who book holiday package	46.7%	50.4%	49.5%	54.6%	<b>50.4%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>98.9</b>	<b>121.6</b>	<b>152.1</b>	<b>76.3</b>	<b>449</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	329	301	327	336	<b>324</b>
- holiday package	273	249	273	281	<b>270</b>
- others	56	52	54	55	<b>54</b>
- do not book holiday package	249	233	250	207	<b>234</b>
- flight	59	61	68	55	<b>61</b>
- accommodation	96	84	96	80	<b>89</b>
- others	94	88	86	73	<b>85</b>
<b>Average lenght of stay</b>	<b>9.02</b>	<b>8.63</b>	<b>8.87</b>	<b>8.61</b>	<b>8.78</b>
<b>Average daily expenditure (€)</b>	<b>174.6</b>	<b>166.9</b>	<b>192.2</b>	<b>177.9</b>	<b>177.9</b>
<b>Average daily expenditure (without flight)</b>	<b>130.4</b>	<b>117.7</b>	<b>135.5</b>	<b>127.1</b>	<b>127.8</b>
<b>Average cost of the flight (€)</b>	<b>72.1</b>	<b>77.6</b>	<b>84.2</b>	<b>76.8</b>	<b>77.7</b>
<b>Total turnover ( ≥ 16 years old) (€m)</b>	<b>1,030</b>	<b>826</b>	<b>1,041</b>	<b>1,087</b>	<b>3,983</b>
<b>Turnover without flight ( ≥ 16 years old) (€m)</b>	<b>771</b>	<b>585</b>	<b>735</b>	<b>777</b>	<b>2,868</b>

(\*) Thousands of tourists

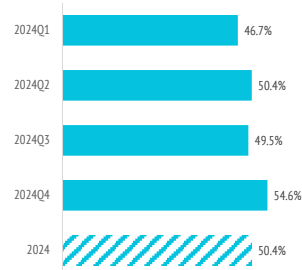
#### % Tourists whose spending has been greater than €0 in each item

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	89.1%	90.0%	91.0%	92.7%	<b>90.7%</b>
- Additional accommodation expenses	5.9%	4.5%	4.6%	3.2%	<b>4.6%</b>
<b>Transport:</b>					
- National/International Transport	96.4%	97.4%	98.2%	98.5%	<b>97.6%</b>
- Flights between islands	5.8%	6.0%	6.8%	4.5%	<b>5.7%</b>
- Taxi	44.4%	48.3%	47.3%	51.5%	<b>47.9%</b>
- Car rental	38.3%	34.1%	30.9%	27.4%	<b>32.6%</b>
- Public transport	8.5%	6.6%	7.6%	6.8%	<b>7.4%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	60.7%	60.0%	60.7%	57.5%	<b>59.7%</b>
- Restaurants	71.7%	69.5%	66.0%	64.8%	<b>68.0%</b>
<b>Leisure:</b>					
- Organized excursions	20.3%	23.8%	25.3%	22.6%	<b>22.9%</b>
- Sport activities	7.1%	5.6%	8.0%	5.3%	<b>6.5%</b>
- Cultural activities	3.7%	5.0%	3.8%	3.2%	<b>3.8%</b>
- Museums	15.5%	12.8%	12.4%	8.5%	<b>12.2%</b>
- Theme Parks	4.5%	6.7%	9.4%	4.2%	<b>6.1%</b>
- Discos and pubs	10.7%	11.4%	11.3%	9.3%	<b>10.6%</b>
- Wellness	3.7%	3.2%	3.3%	3.3%	<b>3.4%</b>
<b>Purchases of goods:</b>					
- Souvenirs	44.3%	44.0%	47.7%	38.3%	<b>43.4%</b>
- Real state	0.1%	0.1%	0.0%	0.0%	<b>0.1%</b>
- Other expenses	0.8%	1.0%	0.4%	0.7%	<b>0.7%</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	6.8%	6.3%	7.2%	6.8%	<b>6.8%</b>
- Other expenses	4.8%	5.7%	5.3%	2.7%	<b>4.5%</b>

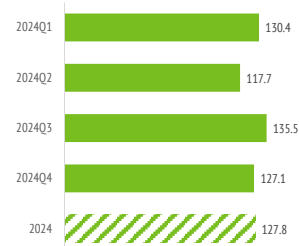
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

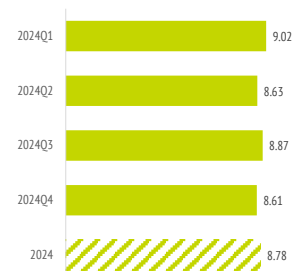
#### % tourists who book holiday package



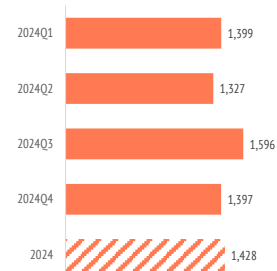
#### Average daily expenditure (€) (without flight)



#### 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	846	719	903	828	<b>824</b>
- Additional accommodation expenses	122	97	134	148	<b>125</b>
<b>Transport:</b>					
- National/International Transport	364	397	478	405	<b>410</b>
- Flights between islands	61	55	55	66	<b>59</b>
- Taxi	91	72	72	73	<b>77</b>
- Car rental	126	96	112	100	<b>110</b>
- Public transport	31	16	22	31	<b>26</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	103	108	119	120	<b>113</b>
- Restaurants	211	212	232	221	<b>219</b>
<b>Leisure:</b>					
- Organized excursions	87	80	108	76	<b>88</b>
- Sport activities	81	86	102	105	<b>94</b>
- Cultural activities	43	66	52	66	<b>57</b>
- Museums	48	47	56	46	<b>49</b>
- Theme Parks	52	59	84	66	<b>68</b>
- Discos and pubs	100	102	107	93	<b>101</b>
- Wellness	60	79	70	59	<b>66</b>
<b>Purchases of goods:</b>					
- Souvenirs	70	73	98	85	<b>82</b>
- Real state	416	200	0	0	<b>354</b>
- Other expenses	137	224	101	154	<b>165</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	32	27	54	39	<b>38</b>
- Other expenses	82	71	80	78	<b>78</b>

## Tourist profile by quarter of trip (2024)

### LANZAROTE



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	94.0%	96.2%	96.0%	95.0%	<b>95.2%</b>
Visiting family or friends	4.4%	2.6%	3.1%	3.2%	<b>3.4%</b>
Business and work	0.2%	0.4%	0.1%	0.4%	<b>0.3%</b>
Education and training	0.3%	0.1%	0.1%	0.0%	<b>0.1%</b>
Sports training	0.8%	0.4%	0.4%	0.6%	<b>0.6%</b>
Health or medical care	0.2%	0.1%	0.0%	0.1%	<b>0.1%</b>
Fairs and congresses	0.0%	0.0%	0.1%	0.2%	<b>0.1%</b>
Others	0.1%	0.2%	0.2%	0.4%	<b>0.2%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	56.8%	56.5%	49.1%	60.2%	<b>55.8%</b>
Enjoy family time	11.3%	12.4%	19.6%	11.9%	<b>13.7%</b>
Have fun	7.1%	6.9%	8.7%	5.8%	<b>7.1%</b>
Explore the destination	21.0%	22.0%	20.8%	19.2%	<b>20.7%</b>
Practice their hobbies	2.7%	1.4%	1.4%	1.7%	<b>1.8%</b>
Other reasons	1.1%	0.8%	0.4%	1.2%	<b>0.9%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	8.8%	10.2%	10.0%	9.4%	<b>9.6%</b>
Canary Islands	31.3%	31.1%	31.3%	27.2%	<b>30.1%</b>
Other destination	59.9%	58.7%	58.8%	63.4%	<b>60.2%</b>
- Balearic Islands	4.3%	5.5%	4.7%	4.2%	<b>4.6%</b>
- Rest of Spain	11.1%	11.5%	10.3%	10.3%	<b>10.7%</b>
- Italy	4.9%	4.8%	6.1%	7.3%	<b>5.8%</b>
- France	5.2%	5.0%	6.3%	6.5%	<b>5.8%</b>
- Turkey	2.7%	2.9%	2.7%	2.6%	<b>2.7%</b>
- Greece	7.3%	7.2%	6.8%	6.5%	<b>6.9%</b>
- Portugal	4.6%	5.5%	3.7%	5.0%	<b>4.6%</b>
- Croatia	1.6%	1.2%	2.2%	1.5%	<b>1.6%</b>
- Egypt	1.5%	1.1%	1.4%	1.4%	<b>1.4%</b>
- Tunisia	0.4%	0.5%	0.4%	0.3%	<b>0.4%</b>
- Morocco	0.9%	0.7%	0.9%	1.0%	<b>0.9%</b>
- Others	15.4%	12.8%	13.4%	16.8%	<b>14.6%</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")	31.5%	29.0%	22.5%	34.5%	<b>29.3%</b>
Canary Islands (other island)	31.9%	24.4%	20.9%	27.4%	<b>26.1%</b>
Other destination	36.5%	46.6%	56.6%	38.1%	<b>44.7%</b>
- Balearic Islands	4.3%	7.3%	10.2%	4.7%	<b>6.7%</b>
- Rest of Spain	7.0%	8.8%	10.9%	6.8%	<b>8.4%</b>
- Italy	3.8%	4.2%	5.3%	3.3%	<b>4.2%</b>
- France	1.6%	1.0%	1.6%	1.5%	<b>1.5%</b>
- Turkey	2.7%	3.0%	3.9%	3.2%	<b>3.2%</b>
- Greece	4.4%	9.2%	10.5%	6.2%	<b>7.6%</b>
- Portugal	5.7%	8.0%	7.7%	5.0%	<b>6.6%</b>
- Croatia	1.6%	2.5%	3.5%	2.1%	<b>2.5%</b>
- Egypt	2.6%	1.3%	1.3%	2.5%	<b>1.9%</b>
- Others	2.9%	1.3%	1.7%	2.8%	<b>2.2%</b>

\* Percentage of valid answers

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	78.1%	72.2%	70.3%	78.4%	<b>75.0%</b>
Safety	57.9%	60.9%	61.0%	61.0%	<b>60.2%</b>
Tranquility	52.7%	53.7%	52.2%	53.2%	<b>53.0%</b>
Accommodation supply	44.9%	50.6%	52.1%	47.7%	<b>48.6%</b>
Effortless trip	40.0%	42.2%	41.4%	44.1%	<b>42.0%</b>
Price	38.3%	43.0%	47.1%	38.4%	<b>41.4%</b>
Sea	42.6%	41.3%	41.6%	39.9%	<b>41.3%</b>
Environment	37.7%	37.2%	37.7%	37.7%	<b>37.6%</b>
European belonging	40.1%	35.4%	34.9%	37.9%	<b>37.2%</b>
Beaches	34.4%	35.8%	36.1%	32.3%	<b>34.5%</b>
Landscapes	36.8%	32.9%	32.9%	34.1%	<b>34.3%</b>
Gastronomy	28.1%	26.7%	26.7%	27.2%	<b>27.2%</b>
Authenticity	26.8%	24.9%	25.1%	25.0%	<b>25.4%</b>
Fun possibilities	18.7%	18.9%	22.7%	18.6%	<b>19.7%</b>
Culture	11.8%	11.9%	12.8%	10.4%	<b>11.7%</b>
Historical heritage	11.4%	12.1%	10.1%	10.3%	<b>11.0%</b>
Exoticism	11.3%	8.7%	11.7%	8.8%	<b>10.1%</b>
Shopping	7.2%	8.3%	9.8%	7.9%	<b>8.2%</b>
Hiking trail network	10.1%	6.3%	4.8%	9.3%	<b>7.8%</b>
Nightlife	4.9%	5.1%	7.1%	6.4%	<b>5.9%</b>

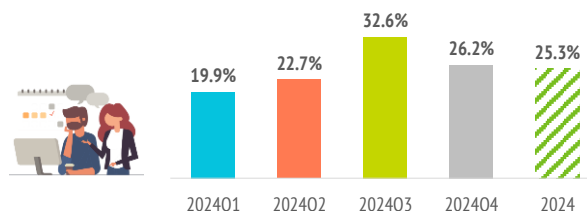
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	0.4%	0.8%	0.3%	0.5%	<b>0.5%</b>
Between 1 and 30 days	22.7%	18.0%	17.7%	17.8%	<b>19.1%</b>
Between 1 and 2 months	24.9%	20.5%	15.2%	20.6%	<b>20.4%</b>
Between 3 and 6 months	32.2%	38.0%	34.1%	34.9%	<b>34.7%</b>
More than 6 months	19.9%	22.7%	32.6%	26.2%	<b>25.3%</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	58.4%	53.9%	50.9%	58.2%	<b>55.6%</b>
Friends or relatives	29.2%	29.8%	27.0%	23.4%	<b>27.2%</b>
Internet or social media	55.0%	54.6%	56.9%	48.5%	<b>53.5%</b>
Mass Media	2.0%	2.1%	2.3%	1.5%	<b>1.9%</b>
Travel guides and magazines	7.9%	7.6%	7.0%	6.3%	<b>7.2%</b>
Travel Blogs or Forums	7.7%	6.9%	7.5%	4.8%	<b>6.7%</b>
Travel TV Channels	1.5%	0.3%	0.8%	0.5%	<b>0.8%</b>
Tour Operator or Travel Agency	17.7%	20.0%	20.9%	20.1%	<b>19.6%</b>
Public administrations or similar	0.4%	0.2%	0.8%	0.7%	<b>0.5%</b>
Others	2.9%	1.7%	3.4%	2.8%	<b>2.7%</b>

\* Multi-choice question

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### LANZAROTE



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Flight</b>					
- Directly with the airline	58.0%	53.1%	55.2%	50.2%	<b>54.1%</b>
- Tour Operator or Travel Agency	42.0%	46.9%	44.8%	49.8%	<b>45.9%</b>
<b>Accommodation</b>					
- Directly with the accommodation	44.6%	42.3%	42.3%	38.7%	<b>41.9%</b>
- Tour Operator or Travel Agency	55.4%	57.7%	57.7%	61.3%	<b>58.1%</b>

#### Where are they from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
United Kingdom	48.5%	53.4%	53.4%	51.4%	<b>51.6%</b>
Ireland	10.2%	10.8%	11.3%	9.5%	<b>10.4%</b>
Spanish Mainland	7.0%	9.5%	11.6%	8.2%	<b>9.0%</b>
Germany	11.1%	6.8%	5.4%	10.3%	<b>8.6%</b>
France	7.1%	8.1%	7.2%	6.9%	<b>7.3%</b>
Netherlands	3.4%	2.5%	2.5%	3.0%	<b>2.9%</b>
Others	12.7%	8.8%	8.7%	10.7%	<b>10.3%</b>

#### Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	7.7%	10.6%	9.6%	8.5%	<b>9.0%</b>
4* Hotel	34.9%	33.9%	32.6%	31.4%	<b>33.2%</b>
5* Hotel / 5* Luxury Hotel	9.2%	9.7%	10.7%	10.6%	<b>10.0%</b>
Aparthotel / Tourist Villa	19.4%	21.9%	21.6%	20.3%	<b>20.7%</b>
House/room rented in a private dwelling	17.7%	17.8%	19.3%	22.6%	<b>19.4%</b>
Private accommodation (1)	8.0%	4.3%	4.2%	4.3%	<b>5.3%</b>
Others (Cottage, cruise, camping,...)	3.1%	1.8%	1.9%	2.4%	<b>2.3%</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	36.2%	36.4%	36.5%	38.6%	<b>37.0%</b>
Bed and Breakfast	13.7%	12.4%	9.8%	11.6%	<b>11.9%</b>
Half board	17.5%	13.6%	14.1%	16.2%	<b>15.5%</b>
Full board	2.4%	2.8%	2.7%	3.0%	<b>2.7%</b>
All inclusive	30.1%	34.8%	36.9%	30.5%	<b>32.9%</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	--	43.8%	45.5%	46.3%	<b>45.3%</b>
No	--	36.5%	36.3%	36.1%	<b>36.3%</b>
Not remember	--	19.6%	18.2%	17.6%	<b>18.4%</b>

Do they exclude destinations with tourist tax?

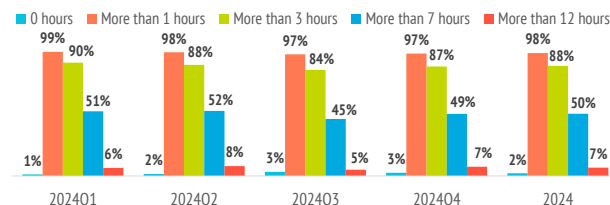
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	23.0%	21.7%	23.3%	<b>22.7%</b>
No	--	77.0%	78.3%	76.7%	<b>77.3%</b>

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	34.7%	36.7%	37.4%	<b>36.4%</b>
Up to 2 euros	--	34.0%	32.2%	33.8%	<b>33.4%</b>
Up to 3 euros	--	20.3%	21.1%	16.2%	<b>19.0%</b>
More than 3 euros	--	11.0%	10.0%	12.6%	<b>11.3%</b>

#### Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Outdoor time per day					
0 hours	1.3%	1.6%	3.3%	2.6%	<b>2.2%</b>
1 - 2 hours	8.5%	10.0%	12.3%	10.3%	<b>10.2%</b>
3 - 6 hours	38.8%	36.6%	39.2%	37.7%	<b>38.1%</b>
7 - 12 hours	45.0%	43.9%	40.4%	42.0%	<b>42.8%</b>
More than 12 hours	6.4%	7.9%	5.0%	7.4%	<b>6.7%</b>
Outdoor time per day	7.2	7.2	6.6	7.1	<b>7.0</b>



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Activities in the Canary Islands					
Walk, wander	78.3%	78.3%	78.0%	75.1%	<b>77.3%</b>
Beach	65.0%	65.5%	73.4%	62.1%	<b>66.2%</b>
Swimming pool, hotel facilities	52.3%	62.8%	71.3%	55.4%	<b>59.9%</b>
Explore the island on their own	55.3%	48.4%	48.6%	45.0%	<b>49.3%</b>
Taste Canarian gastronomy	28.6%	27.6%	29.3%	25.0%	<b>27.5%</b>
Museums / exhibitions	22.8%	20.1%	19.0%	17.2%	<b>19.7%</b>
Wineries / markets / popular festivals	16.9%	17.7%	19.5%	15.8%	<b>17.4%</b>
Organized excursions	14.2%	17.5%	21.4%	15.0%	<b>16.8%</b>
Hiking	18.9%	14.9%	12.2%	14.0%	<b>15.1%</b>
Nightlife / concerts / shows	12.2%	13.0%	15.1%	10.2%	<b>12.5%</b>
Theme parks	4.4%	8.2%	13.9%	7.6%	<b>8.3%</b>
Swim	7.9%	8.1%	10.0%	6.9%	<b>8.2%</b>
Other Nature Activities	8.3%	7.7%	8.1%	6.9%	<b>7.7%</b>
Sea excursions / whale watching	6.1%	6.9%	10.3%	5.0%	<b>6.9%</b>
Running	5.8%	6.3%	7.4%	6.0%	<b>6.3%</b>
Cycling / Mountain bike	8.0%	4.8%	7.1%	4.9%	<b>6.2%</b>
Beauty and health treatments	4.5%	3.2%	5.1%	4.3%	<b>4.3%</b>
Practice other sports	3.8%	2.7%	3.6%	3.1%	<b>3.3%</b>
Scuba Diving	2.3%	1.7%	3.5%	3.2%	<b>2.7%</b>
Surf	3.7%	1.7%	1.9%	1.7%	<b>2.3%</b>
Golf	2.0%	1.0%	2.7%	1.3%	<b>1.8%</b>
Astronomical observation	1.7%	1.4%	1.3%	1.8%	<b>1.6%</b>
Windsurf / Kitesurf	1.1%	0.6%	1.3%	0.6%	<b>0.9%</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	--	55.2%	49.9%	55.5%	<b>39.5%</b>
- For any purpose	--	13.1%	9.8%	11.9%	<b>8.5%</b>
- Improve living conditions	--	9.7%	8.0%	7.6%	<b>6.1%</b>
- Improve economic development	--	5.2%	4.2%	4.5%	<b>3.4%</b>
- Improve the environment	--	19.1%	16.0%	18.5%	<b>13.2%</b>
- Improve the tourist environment	--	2.9%	4.4%	5.4%	<b>3.2%</b>
- Other purposes	--	5.2%	7.6%	7.6%	<b>5.1%</b>
Not sure	--	26.9%	28.7%	24.8%	<b>19.6%</b>
No	--	17.8%	21.4%	19.7%	<b>14.5%</b>

## Tourist profile by quarter of trip (2024)

### LANZAROTE



#### ¿Qué lugares visitan?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Arrecife	34.6%	30.7%	31.1%	29.0%	31.4%
Montaña del Fuego	30.1%	32.1%	30.1%	25.0%	29.1%
Jameos del agua	24.3%	28.1%	25.7%	21.0%	24.5%
Mirador del Río Viewpoint	23.7%	22.6%	19.3%	18.1%	20.9%
Teguise Market	19.4%	19.8%	20.6%	18.5%	19.5%
Cueva de los Verdes	17.8%	20.2%	18.9%	15.6%	18.0%
Cactus Garden	17.4%	19.0%	16.3%	16.3%	17.2%
César Manrique Foundation	18.4%	15.6%	11.7%	13.5%	14.8%
La Graciosa	7.6%	5.6%	9.0%	7.8%	7.6%
Monumento al Campesino	8.8%	6.9%	5.9%	7.1%	7.2%
San José Castle	3.7%	2.3%	2.0%	2.7%	2.7%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote: Repeat tourists	71.2%	67.5%	65.7%	70.0%	68.7%
Lanzarote: At least 10 previous visits	10.3%	14.1%	10.2%	12.8%	11.8%
Canary Islands: Repeat tourists	79.0%	74.4%	74.2%	78.5%	76.7%
Canary Islands: At least 10 previous visi	24.2%	23.8%	18.6%	26.2%	23.4%

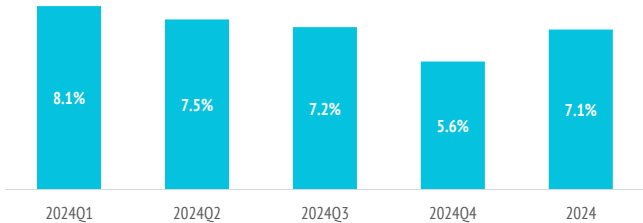
#### Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Gender</b>					
Men	47.0%	47.4%	46.5%	49.0%	47.5%
Women	53.0%	52.6%	53.5%	51.0%	52.5%
<b>Age</b>					
Average age	51.6	49.7	47.6	53.7	50.8
Standard deviation	16.7	16.0	15.6	16.4	16.4
<b>Age range</b>					
16 - 24 years old	5.4%	6.8%	8.9%	5.4%	6.5%
25 - 30 years old	8.7%	7.6%	8.7%	5.0%	7.4%
31 - 45 years old	24.5%	27.2%	28.3%	21.8%	25.2%
46 - 60 years old	23.8%	28.6%	30.3%	28.0%	27.6%
Over 60 years old	37.6%	29.9%	23.9%	39.8%	33.3%
<b>Occupation</b>					
Salaried worker	47.6%	57.5%	61.7%	49.2%	53.6%
Self-employed	11.7%	8.0%	10.4%	11.0%	10.3%
Unemployed	1.0%	0.6%	0.3%	0.8%	0.7%
Business owner	7.3%	5.6%	5.8%	5.9%	6.2%
Student	2.6%	3.0%	3.4%	2.4%	2.8%
Retired	28.3%	24.1%	17.3%	29.9%	25.3%
Unpaid domestic work	0.4%	0.6%	0.5%	0.4%	0.5%
Others	1.0%	0.7%	0.6%	0.4%	0.7%
<b>Annual household income level</b>					
Less than €25,000	9.7%	12.1%	12.6%	11.2%	11.4%
€25,000 - €49,999	33.8%	33.9%	30.4%	33.2%	32.9%
€50,000 - €74,999	25.4%	24.6%	25.6%	26.3%	25.5%
More than €74,999	31.0%	29.4%	31.4%	29.2%	30.3%
<b>Education level</b>					
No studies	4.4%	6.1%	5.2%	6.0%	5.4%
Primary education	1.3%	0.7%	1.1%	2.1%	1.3%
Secondary education	18.7%	23.1%	18.6%	19.2%	19.8%
Higher education	75.6%	70.1%	75.1%	72.7%	73.4%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	91.9%	92.5%	92.8%	94.4%	92.9%
Two islands	7.0%	7.0%	6.1%	5.0%	6.2%
Three or more islands	1.1%	0.5%	1.0%	0.6%	0.8%

#### % 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	9.00	8.94	8.84	8.81	8.90

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	1.8%	1.5%	2.3%	2.4%	2.0%
Lived up to expectations	51.8%	57.5%	55.3%	57.8%	55.6%
Better or much better than expected	46.4%	41.1%	42.3%	39.7%	42.4%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	9.10	9.00	8.78	8.88	8.94
Recommend visiting the Canary Islands	9.24	9.15	9.00	9.07	9.12

#### Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	6.3%	5.3%	4.3%	6.2%	5.6%
Only with partner	54.0%	49.7%	40.3%	51.6%	49.2%
Only with children (< 13 years old)	4.2%	4.5%	5.6%	4.2%	4.6%
Partner + children (< 13 years old)	5.8%	5.9%	10.2%	6.4%	7.0%
Other relatives	8.1%	12.7%	15.6%	12.6%	12.1%
Friends	7.7%	6.8%	4.1%	4.8%	5.8%
Work colleagues	0.2%	0.1%	0.0%	0.2%	0.2%
Organized trip	0.1%	0.1%	0.0%	0.2%	0.1%
Other combinations (2)	13.6%	14.8%	19.9%	13.7%	15.4%

(2) Combination of some of the groups previously analyzed

Tourists with children	16.2%	18.1%	26.3%	16.1%	19.0%
- Between 0 and 2 years old	1.5%	1.3%	1.0%	1.3%	1.3%
- Between 3 and 12 years old	13.6%	15.1%	23.7%	13.6%	16.3%
- Between 0 -2 and 3-12 years old	1.0%	1.8%	1.6%	1.2%	1.4%

Tourists without children	83.8%	81.9%	73.7%	83.9%	81.0%
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Group composition:					
- 1 person	9.1%	7.8%	5.9%	8.2%	7.8%
- 2 people	59.7%	57.1%	46.1%	58.3%	55.5%
- 3 people	10.8%	10.8%	14.1%	11.4%	11.7%
- 4 or 5 people	15.0%	17.8%	26.4%	16.9%	18.8%
- 6 or more people	5.4%	6.6%	7.5%	5.3%	6.1%

Average group size:	2.64	2.78	3.07	2.70	2.79
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\*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.