Tourist profile by quarter of trip (2024)
TENERIFE

How many are they and how much do they spend?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1.9**	**1.6**	**1.7**	**1.9**	**7.2**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1.7**	**1.4**	**1.4**	**1.8**	**6.3**
- book holiday package (*)	0.7	0.6	0.7	0.8	**2.8**
- do not book holiday package (*)	1.0	0.8	0.8	1.0	**3.5**
- % tourists who book holiday package	42.2%	44.9%	45.6%	44.8%	**44.3%**
Children < 16 years old (FRONTUR - EGT) *(*)*	0.2	0.3	0.3	0.2	**1.0**
Expenditure per tourist (€)	**1,516**	**1,258**	**1,599**	**1,345**	**1,431**
- book holiday package	355	308	339	310	**328**
- holiday package	295	245	271	252	**266**
- others	60	63	68	57	**62**
- do not book holiday package	273	235	294	229	**258**
- flight	71	62	77	61	**68**
- accommodation	84	77	86	74	**80**
- others	119	96	131	94	**110**
Average lenght of stay	**9.84**	**8.34**	**9.03**	**8.56**	**8.97**
Average daily expenditure (€)	**185.1**	**173.4**	**194.1**	**179.6**	**183.1**
Average daily expenditure (without flight)	**133.8**	**125.8**	**138.7**	**128.9**	**131.8**
Average cost of the flight (€)	**83.7**	**73.7**	**87.2**	**74.3**	**79.8**
Total turnover (≥ 16 years old) (€m)	**2,567**	**1,727**	**2,317**	**2,371**	**8,982**
Turnover without flight (≥ 16 years old) (€m)	**1,872**	**1,255**	**1,676**	**1,709**	**6,513**

(*) Thousands of tourists

% tourists who book holiday package
2024Q1 42.2%
2024Q2 44.9%
2024Q3 45.6%
2024Q4 44.8%
2024 44.3%

Average daily expenditure (€) (without flight)
2024Q1 133.8
2024Q2 125.8
2024Q3 138.7
2024Q4 128.9
2024 131.8

Average lenght of stay
2024Q1 9.84
2024Q2 8.34
2024Q3 9.03
2024Q4 8.56
2024 8.97

Expenditure per tourist (€)
2024Q1 1,516
2024Q2 1,258
2024Q3 1,599
2024Q4 1,345
2024 1,431

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	78.0%	82.6%	83.1%	83.0%	**81.6%**
- Additional accommodation expenses	6.9%	6.4%	7.5%	7.1%	**7.0%**
Transport:					
- National/International Transport	94.3%	93.4%	94.6%	95.4%	**94.5%**
- Flights between islands	4.4%	3.0%	3.8%	4.7%	**4.1%**
- Taxi	49.1%	49.6%	51.1%	51.1%	**50.2%**
- Car rental	33.9%	38.3%	38.4%	36.6%	**36.7%**
- Public transport	11.4%	9.6%	9.6%	10.7%	**10.4%**
Food and drink:					
- Food purchases at supermarkets	58.2%	55.5%	57.0%	59.1%	**57.6%**
- Restaurants	73.9%	73.5%	72.6%	72.7%	**73.2%**
Leisure:					
- Organized excursions	24.0%	32.3%	36.3%	28.5%	**29.9%**
- Sport activities	7.2%	8.0%	7.4%	7.7%	**7.6%**
- Cultural activities	2.3%	2.4%	2.5%	3.8%	**2.8%**
- Museums	2.9%	3.2%	3.9%	4.0%	**3.5%**
- Theme Parks	15.2%	21.0%	30.4%	17.2%	**20.5%**
- Discos and pubs	12.0%	14.9%	15.1%	13.1%	**13.7%**
- Wellness	5.8%	6.5%	5.7%	6.2%	**6.0%**
Purchases of goods:					
- Souvenirs	36.1%	41.1%	44.9%	41.9%	**40.8%**
- Real state	0.1%	0.2%	0.2%	0.0%	**0.1%**
- Other expenses	1.1%	1.2%	0.9%	0.7%	**1.0%**
Other:					
- Medical or pharmaceutical expenses	7.8%	6.8%	7.2%	6.5%	**7.1%**
- Other expenses	4.7%	4.9%	5.2%	4.8%	**4.9%**

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

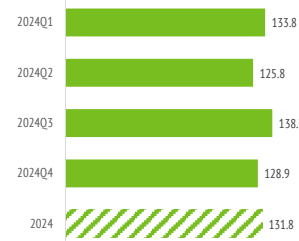| Expenditure per tourist and trip (€)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:	**971**	**688**	**815**	**791**	**821**
- Accommodation	793	610	710	653	**693**
- Additional accommodation expenses	178	78	105	138	**128**
Transport:	**773**	**663**	**841**	**735**	**755**
- National/International Transport	435	368	467	393	**416**
- Flights between islands	84	80	99	108	**95**
- Taxi	85	82	113	86	**91**
- Car rental	144	106	135	119	**126**
- Public transport	24	27	26	29	**27**
Food and drink:	**339**	**296**	**336**	**308**	**320**
- Food purchases at supermarkets	116	94	108	99	**105**
- Restaurants	224	202	228	208	**216**
Leisure:	**526**	**549**	**587**	**532**	**549**
- Organized excursions	89	91	105	89	**94**
- Sport activities	91	112	109	89	**99**
- Cultural activities	60	57	75	63	**64**
- Museums	27	25	28	26	**27**
- Theme Parks	70	76	86	78	**79**
- Discos and pubs	107	101	96	100	**101**
- Wellness	82	87	88	88	**86**
Purchases of goods:	**76,255**	**1,091**	**44,554**	**8,921**	**31,151**
- Souvenirs	84	76	78	83	**81**
- Real state	75,835	868	44,246	8,750	**30,860**
- Other expenses	336	147	229	88	**211**
Other:	**115**	**123**	**169**	**118**	**131**
- Medical or pharmaceutical expenses	35	37	36	38	**36**
- Other expenses	80	87	133	81	**95**

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.
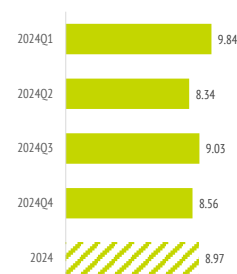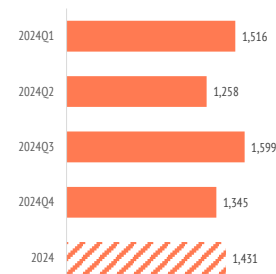
What is the main purpose of their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	87.2%	90.9%	92.6%	90.1%	**90.1%**
Visiting family or friends	10.6%	6.1%	5.5%	7.5%	**7.5%**
Business and work	1.0%	1.8%	0.9%	0.9%	**1.1%**
Education and training	0.1%	0.2%	0.2%	0.2%	**0.2%**
Sports training	0.5%	0.6%	0.2%	0.4%	**0.4%**
Health or medical care	0.2%	0.1%	0.2%	0.2%	**0.2%**
Fairs and congresses	0.1%	0.1%	0.1%	0.3%	**0.1%**
Others	0.4%	0.3%	0.3%	0.5%	**0.4%**

What is the main motivation for their holidays?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	46.1%	45.1%	41.7%	46.3%	**44.9%**
Enjoy family time	18.0%	14.8%	18.3%	16.0%	**16.8%**
Have fun	9.6%	11.1%	11.5%	9.0%	**10.2%**
Explore the destination	22.4%	26.1%	26.9%	25.5%	**25.1%**
Practice their hobbies	2.1%	1.5%	0.3%	1.7%	**1.5%**
Other reasons	1.8%	1.4%	1.3%	1.5%	**1.5%**

Where did they spend their main holiday last year? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	9.5%	12.3%	10.8%	10.2%	**10.6%**
Canary Islands	24.4%	24.7%	26.9%	23.8%	**25.0%**
Other destination	66.1%	63.1%	62.4%	66.1%	**64.4%**
- Balearic Islands	4.9%	5.0%	4.4%	4.6%	**4.7%**
- Rest of Spain	13.8%	15.6%	11.0%	11.6%	**12.8%**
- Italy	7.5%	7.8%	7.6%	8.3%	**7.8%**
- France	5.7%	4.7%	5.4%	5.5%	**5.3%**
- Turkey	3.2%	3.0%	2.8%	3.1%	**3.0%**
- Greece	6.9%	6.7%	6.3%	7.4%	**6.8%**
- Portugal	4.4%	4.2%	4.3%	4.3%	**4.3%**
- Croatia	1.8%	1.6%	2.5%	2.3%	**2.1%**
- Egypt	2.0%	1.3%	1.2%	1.2%	**1.4%**
- Tunisia	0.4%	0.3%	0.2%	0.2%	**0.3%**
- Morocco	1.3%	1.0%	1.1%	0.9%	**1.1%**
- Others	14.3%	11.8%	15.7%	16.6%	**14.8%**

* 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")	36.1%	24.5%	20.1%	33.2%	**28.4%**
Canary Islands (other island)	26.5%	23.1%	19.3%	24.9%	**23.4%**
Other destination	37.4%	52.4%	60.6%	41.9%	**48.2%**
- Balearic Islands	4.6%	7.1%	8.3%	4.7%	**6.2%**
- Rest of Spain	8.1%	10.4%	12.4%	8.4%	**9.9%**
- Italy	4.4%	5.9%	6.4%	4.0%	**5.2%**
- France	1.8%	2.0%	2.2%	1.4%	**1.8%**
- Turkey	2.4%	4.1%	4.0%	3.1%	**3.4%**
- Greece	4.5%	8.9%	11.9%	7.0%	**8.1%**
- Portugal	5.2%	7.2%	7.8%	6.1%	**6.6%**
- Croatia	1.4%	2.4%	4.1%	1.8%	**2.4%**
- Egypt	2.4%	2.2%	1.7%	2.8%	**2.3%**
- Others	2.6%	2.4%	1.7%	2.7%	**2.3%**

* Percentage of valid answers

Importance of each factor in the destination choice

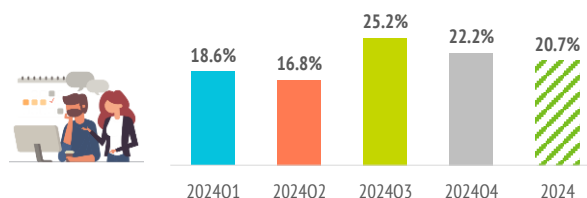|	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	80.5%	73.0%	66.8%	79.1%	**75.3%**
Safety	51.5%	56.9%	57.7%	53.7%	**54.7%**
Tranquility	44.7%	48.9%	47.5%	47.3%	**47.0%**
Accommodation supply	38.6%	44.3%	43.2%	41.5%	**41.8%**
Sea	42.6%	39.2%	38.0%	40.2%	**40.1%**
Landscapes	38.4%	39.1%	37.5%	40.8%	**39.0%**
Effortless trip	36.3%	39.4%	38.9%	38.0%	**38.1%**
Price	33.1%	40.9%	41.3%	36.0%	**37.5%**
Environment	36.5%	37.4%	36.4%	37.6%	**37.0%**
European belonging	38.4%	37.8%	34.6%	35.6%	**36.6%**
Beaches	32.0%	33.4%	32.8%	30.4%	**32.1%**
Gastronomy	27.9%	28.3%	26.6%	25.9%	**27.1%**
Fun possibilities	22.5%	27.2%	32.1%	22.7%	**25.8%**
Authenticity	21.2%	25.1%	24.7%	21.5%	**22.9%**
Hiking trail network	13.7%	11.1%	9.1%	15.3%	**12.5%**
Exoticism	11.5%	13.1%	14.2%	11.1%	**12.4%**
Shopping	9.7%	10.3%	12.4%	9.3%	**10.3%**
Culture	9.9%	10.5%	10.6%	9.7%	**10.1%**
Historical heritage	9.5%	9.7%	9.5%	10.0%	**9.7%**
Nightlife	9.2%	8.8%	10.1%	6.8%	**8.7%**

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	0.9%	0.8%	1.1%	0.8%	**0.9%**
Between 1 and 30 days	24.8%	21.7%	19.4%	20.9%	**21.8%**
Between 1 and 2 months	24.6%	25.2%	19.8%	24.8%	**23.7%**
Between 3 and 6 months	31.1%	35.4%	34.6%	31.2%	**32.9%**
More than 6 months	18.6%	16.8%	25.2%	22.2%	**20.7%**

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2024Q1	2024Q2	2024Q3	2024Q4	2024
18.6%	16.8%	25.2%	22.2%	20.7%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	53.2%	44.6%	42.4%	48.7%	**47.6%**
Friends or relatives	34.7%	33.2%	35.9%	31.9%	**33.9%**
Internet or social media	51.2%	54.4%	55.6%	52.4%	**53.3%**
Mass Media	1.9%	2.4%	2.6%	2.2%	**2.3%**
Travel guides and magazines	6.9%	6.9%	6.5%	7.3%	**6.9%**
Travel Blogs or Forums	6.3%	8.1%	7.6%	7.5%	**7.3%**
Travel TV Channels	1.1%	0.6%	1.0%	0.8%	**0.9%**
Tour Operator or Travel Agency	17.5%	19.1%	19.4%	18.9%	**18.7%**
Public administrations or similar	0.4%	0.5%	0.3%	0.5%	**0.4%**
Others	2.5%	3.3%	4.1%	3.6%	**3.4%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Flight					
- Directly with the airline	55.6%	53.2%	52.1%	56.2%	**54.4%**
- Tour Operator or Travel Agency	44.4%	46.8%	47.9%	43.8%	**45.6%**
Accommodation					
- Directly with the accommodation	40.2%	40.3%	38.7%	41.2%	**40.2%**
- Tour Operator or Travel Agency	59.8%	59.7%	61.3%	58.8%	**59.8%**

Where are they from? 🌐

	2024Q1	2024Q2	2024Q3	2024Q4	2024
United Kingdom	35.1%	40.2%	39.3%	36.3%	**37.5%**
Spanish Mainland	10.3%	14.6%	17.0%	9.8%	**12.7%**
Germany	14.0%	10.0%	8.3%	14.2%	**11.9%**
Italy	5.5%	5.7%	6.5%	6.2%	**6.0%**
France	5.0%	5.6%	5.6%	5.2%	**5.3%**
Belgium	3.6%	3.4%	3.8%	4.1%	**3.7%**
Others	26.6%	20.4%	19.4%	24.2%	**22.9%**

Where do they stay? 🛏

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	7.8%	8.4%	8.3%	8.8%	**8.3%**
4* Hotel	34.7%	37.6%	37.0%	34.1%	**35.7%**
5* Hotel / 5* Luxury Hotel	9.7%	12.0%	11.2%	9.0%	**10.3%**
Aparthotel / Tourist Villa	14.6%	16.4%	16.1%	14.8%	**15.4%**
House/room rented in a private dwelling	14.3%	15.0%	16.0%	19.2%	**16.2%**
Private accommodation (1)	15.3%	8.1%	9.6%	10.0%	**10.9%**
Others (Cottage, cruise, camping,..)	3.7%	2.4%	1.8%	4.1%	**3.1%**

(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	33.9%	32.3%	33.6%	37.3%	**34.4%**
Bed and Breakfast	18.4%	19.4%	15.8%	17.0%	**17.6%**
Half board	21.4%	20.3%	19.7%	18.5%	**19.9%**
Full board	3.3%	2.7%	2.9%	3.2%	**3.0%**
All inclusive	22.9%	25.3%	28.0%	24.0%	**25.0%**

Activities in the Canary Islands 🚶🎏

Outdoor time per day	2024Q1	2024Q2	2024Q3	2024Q4	2024
0 hours	2.2%	2.6%	2.4%	2.3%	**2.4%**
1 - 2 hours	7.3%	8.5%	8.8%	7.6%	**8.0%**
3 - 6 hours	29.7%	28.0%	31.3%	30.6%	**30.0%**
7 - 12 hours	52.1%	48.7%	46.9%	50.5%	**49.7%**
More than 12 hours	8.7%	12.1%	10.6%	9.0%	**10.0%**
Outdoor time per day	7.8	8.0	7.7	7.7	**7.8**

Legend: ■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

2024Q1	2024Q2	2024Q3	2024Q4	2024
2% 98% 91% 61% 9%	3% 97% 89% 61% 12%	2% 98% 89% 58% 11%	2% 98% 90% 59% 9%	2% 98% 90% 60% 10%
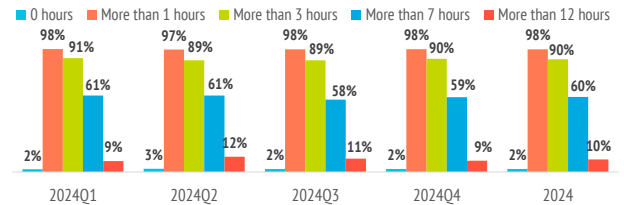
Activities in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Walk, wander	78.4%	78.2%	78.3%	78.5%	**78.4%**
Beach	63.1%	68.0%	70.9%	62.2%	**65.7%**
Swimming pool, hotel facilities	52.8%	66.1%	70.5%	56.9%	**61.0%**
Explore the island on their own	52.1%	51.3%	53.2%	49.6%	**51.5%**
Taste Canarian gastronomy	30.4%	31.1%	31.0%	30.2%	**30.6%**
Theme parks	18.4%	23.7%	35.9%	19.9%	**24.0%**
Hiking	22.6%	19.3%	17.8%	23.0%	**20.9%**
Organized excursions	13.7%	20.2%	25.9%	17.1%	**18.9%**
Nightlife / concerts / shows	17.5%	18.9%	19.2%	14.9%	**17.5%**
Sea excursions / whale watching	10.5%	15.7%	22.3%	16.5%	**16.1%**
Other Nature Activities	9.7%	8.8%	10.0%	10.1%	**9.7%**
Wineries / markets / popular festivals	10.2%	6.8%	11.2%	9.6%	**9.5%**
Museums / exhibitions	6.5%	7.7%	9.6%	8.3%	**8.0%**
Swim	7.0%	7.6%	8.9%	7.3%	**7.7%**
Beauty and health treatments	6.1%	5.7%	6.4%	6.1%	**6.1%**
Running	6.5%	4.9%	5.4%	5.4%	**5.6%**
Astronomical observation	4.3%	4.4%	5.0%	5.8%	**4.9%**
Practice other sports	4.5%	3.8%	4.9%	3.3%	**4.1%**
Golf	3.0%	2.8%	2.7%	2.6%	**2.8%**
Scuba Diving	2.6%	2.7%	3.0%	2.0%	**2.5%**
Surf	2.6%	2.6%	1.7%	2.1%	**2.3%**
Cycling / Mountain bike	2.3%	1.6%	1.0%	1.6%	**1.6%**
Windsurf / Kitesurf	0.7%	0.7%	0.7%	0.4%	**0.6%**

* Multi-choise question

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	--	46.7%	44.4%	49.2%	**47.0%**
No	--	33.5%	34.7%	32.3%	**33.4%**
Not remember	--	19.7%	20.8%	18.5%	**19.6%**

Do they exclude destinations with tourist tax?	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	22.7%	21.8%	20.2%	**21.5%**
No	--	77.3%	78.2%	79.8%	**78.5%**

How much would they be willing to pay?	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	37.2%	36.7%	36.9%	**36.9%**
Up to 2 euros	--	31.3%	33.1%	31.6%	**32.0%**
Up to 3 euros	--	20.8%	21.1%	18.9%	**20.1%**
More than 3 euros	--	10.8%	9.1%	12.6%	**11.0%**

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	54.0%	49.9%	56.9%	**39.3%**
- For any purpose	--	11.2%	10.2%	11.6%	**8.1%**
- Improve living conditions	--	9.8%	8.3%	8.7%	**6.5%**
- Improve economic development	--	4.8%	5.0%	3.9%	**3.3%**
- Improve the environment	--	17.1%	17.3%	20.9%	**13.6%**
- Improve the tourist environment	--	5.2%	3.7%	5.0%	**3.4%**
- Other purposes	--	5.9%	5.3%	6.8%	**4.4%**
Not sure	--	26.7%	29.3%	24.9%	**19.6%**
No	--	19.3%	20.8%	18.2%	**14.1%**

¿Qué lugares visitan?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Teide National Park	36.2%	37.9%	40.7%	37.1%	37.9%
Santa Cruz	33.2%	29.4%	33.3%	29.5%	31.3%
La Laguna	20.8%	18.4%	20.6%	18.9%	19.7%
Los Gigantes Cliffs	14.7%	17.7%	20.6%	17.7%	17.6%
Garachico	16.0%	17.2%	18.5%	16.8%	17.0%
La Orotava	15.3%	15.3%	17.1%	16.0%	15.9%
Icod de los Vinos	12.9%	14.8%	15.0%	14.8%	14.3%
Anaga rural park	13.3%	13.2%	12.7%	14.0%	13.3%
Barranco de Masca	11.2%	12.3%	12.3%	12.6%	12.1%
Teno / Buenavista	8.0%	7.8%	7.3%	7.4%	7.6%
Barranco del Infierno	2.7%	3.6%	3.9%	3.5%	3.4%

How many are loyal to the Canary Islands?

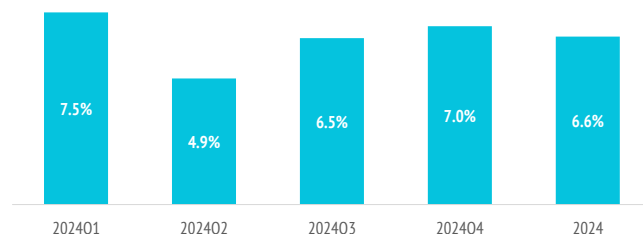|	2024Q1	2024Q2	2024Q3	2024Q4	2024
Tenerife: Repeat tourists	67.3%	59.6%	59.1%	64.5%	62.9%
Tenerife: At least 10 previous visits	11.0%	9.6%	8.5%	11.7%	10.3%
Canary Islands: Repeat tourists	73.7%	65.1%	63.5%	69.5%	68.3%
Canary Islands: At least 10 previous visi	20.2%	17.0%	13.3%	20.0%	17.9%

Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Gender					
Men	48.3%	46.9%	46.7%	49.0%	47.8%
Women	51.7%	53.1%	53.3%	51.0%	52.2%
Age					
Average age	47.3	42.9	40.5	47.5	44.8
Standard deviation	16.6	16.1	15.2	16.5	16.4
Age range					
16 - 24 years old	8.4%	13.2%	17.6%	7.5%	11.3%
25 - 30 years old	9.9%	14.9%	14.0%	12.2%	12.6%
31 - 45 years old	32.1%	33.9%	35.3%	29.1%	32.4%
46 - 60 years old	23.3%	19.3%	20.5%	24.3%	22.1%
Over 60 years old	26.3%	18.7%	12.6%	26.9%	21.6%
Occupation					
Salaried worker	50.5%	58.9%	64.4%	55.6%	57.0%
Self-employed	12.9%	11.3%	10.5%	11.2%	11.5%
Unemployed	0.9%	0.9%	0.9%	1.1%	1.0%
Business owner	8.2%	7.6%	7.6%	7.9%	7.8%
Student	4.8%	4.4%	6.3%	3.1%	4.6%
Retired	21.9%	15.4%	8.9%	19.8%	16.9%
Unpaid domestic work	0.4%	0.7%	0.6%	0.7%	0.6%
Others	0.6%	0.9%	0.8%	0.7%	0.7%
Annual household income level					
Less than €25,000	11.6%	13.4%	16.2%	13.1%	13.5%
€25,000 - €49,999	33.0%	36.9%	37.3%	31.7%	34.5%
€50,000 - €74,999	26.4%	24.3%	23.5%	24.9%	24.9%
More than €74,999	29.0%	25.4%	23.0%	30.3%	27.2%
Education level					
No studies	3.7%	4.4%	5.1%	4.6%	4.4%
Primary education	1.3%	1.5%	1.7%	1.8%	1.6%
Secondary education	18.9%	21.3%	19.8%	18.9%	19.6%
Higher education	76.2%	72.8%	73.4%	74.7%	74.4%

How many islands do they visit during their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	92.5%	95.1%	93.5%	93.0%	93.4%
Two islands	6.8%	4.3%	5.6%	6.1%	5.8%
Three or more islands	0.7%	0.6%	0.9%	0.9%	0.8%

% TOURISTS WHO VISIT MORE THAN ONE ISLANDS

2024Q1	2024Q2	2024Q3	2024Q4	2024
7.5%	4.9%	6.5%	7.0%	6.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.75	8.76	8.67	8.74	8.73

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	2.9%	2.9%	3.8%	2.9%	3.1%
Lived up to expectations	53.9%	51.2%	52.5%	52.7%	52.7%
Better or much better than expected	43.2%	45.8%	43.7%	44.3%	44.2%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.84	8.77	8.50	8.80	8.74
Recommend visiting the Canary Islands	9.00	8.99	8.83	9.00	8.96

Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	11.0%	7.9%	6.1%	9.1%	8.7%
Only with partner	47.7%	47.5%	42.1%	49.9%	47.0%
Only with children (< 13 years old)	4.4%	3.5%	4.8%	3.0%	3.9%
Partner + children (< 13 years old)	6.6%	8.6%	11.6%	6.6%	8.2%
Other relatives	9.2%	10.7%	12.4%	10.5%	10.6%
Friends	7.9%	8.6%	7.0%	6.6%	7.5%
Work colleagues	0.4%	0.8%	0.3%	0.3%	0.5%
Organized trip	0.2%	0.2%	0.2%	0.1%	0.2%
Other combinations (2)	12.6%	12.3%	15.5%	13.7%	13.5%

(2) Combination of some of the groups previously analyzed

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Tourists with children	**16.7%**	**17.9%**	**25.5%**	**15.5%**	**18.7%**
- Between 0 and 2 years old	1.5%	1.6%	1.3%	1.6%	1.5%
- Between 3 and 12 years old	14.2%	15.0%	22.6%	12.8%	15.9%
- Between 0 -2 and 3-12 years old	1.0%	1.3%	1.6%	1.2%	1.2%
Tourists without children	**83.3%**	**82.1%**	**74.5%**	**84.5%**	**81.3%**
Group composition:					
- 1 person	13.0%	9.8%	7.2%	11.0%	10.4%
- 2 people	55.4%	57.1%	49.8%	56.9%	54.9%
- 3 people	10.4%	12.9%	14.8%	11.6%	12.3%
- 4 or 5 people	16.3%	15.8%	22.9%	15.8%	17.6%
- 6 or more people	4.9%	4.4%	5.3%	4.7%	4.8%
Average group size:	**2.63**	**2.63**	**2.86**	**2.63**	**2.68**

*People who share the main expenses of the trip