

# Tourist profile. Historical data (2019 - 2024)

## TENERIFE

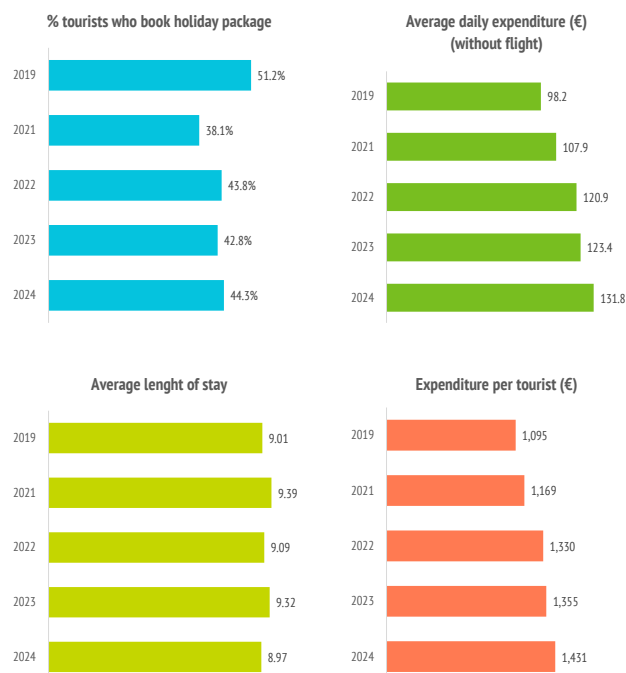


### How many are they and how much do they spend?



	2019	2021	2022	2023	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>5,729</b>	<b>2,675</b>	<b>5,822</b>	<b>6,449</b>	<b>7,238</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>5,041</b>	<b>2,320</b>	<b>5,083</b>	<b>5,602</b>	<b>6,278</b>
- book holiday package (*)	2,581	884	2,225	2,396	2,783
- do not book holiday package (*)	2,459	1,437	2,858	3,206	3,495
- % tourists who book holiday package	51.2%	38.1%	43.8%	42.8%	44.3%
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>689</b>	<b>355</b>	<b>739</b>	<b>847</b>	<b>960</b>
<b>Expenditure per tourist (€)</b>					
<b>- book holiday package</b>	<b>1,266</b>	<b>1,360</b>	<b>1,520</b>	<b>1,598</b>	<b>1,680</b>
- holiday package	1,005	1,064	1,219	1,280	1,362
- others	261	296	302	317	317
<b>- do not book holiday package</b>	<b>915</b>	<b>1,052</b>	<b>1,181</b>	<b>1,175</b>	<b>1,233</b>
- flight	255	255	320	312	323
- accommodation	280	362	405	405	383
- others	380	435	456	458	526
<b>Average lenght of stay</b>	<b>9.01</b>	<b>9.39</b>	<b>9.09</b>	<b>9.32</b>	<b>8.97</b>
<b>Average daily expenditure (€)</b>	<b>138.0</b>	<b>143.5</b>	<b>166.3</b>	<b>168.9</b>	<b>183.1</b>
<b>Average daily expenditure (without flight)</b>	<b>98.2</b>	<b>107.9</b>	<b>120.9</b>	<b>123.4</b>	<b>131.8</b>
<b>Average cost of the flight (€)</b>	<b>313.4</b>	<b>285.5</b>	<b>359.1</b>	<b>359.1</b>	<b>393.3</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>5,520</b>	<b>2,713</b>	<b>6,758</b>	<b>7,593</b>	<b>8,982</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>3,940</b>	<b>2,050</b>	<b>4,933</b>	<b>5,581</b>	<b>6,513</b>

(\*) Thousands of tourists



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

	2019	2021	2022	2023	2024
<b>Accommodation:</b>					
- Accommodation	79.7%	81.0%	83.2%	80.8%	81.6%
- Additional accommodation expenses	9.7%	9.2%	7.0%	7.2%	7.0%
<b>Transport:</b>					
- National/International Transport	91.7%	95.6%	95.8%	93.2%	94.5%
- Flights between islands	3.8%	5.6%	4.4%	5.1%	4.1%
- Taxi	42.9%	42.4%	50.2%	49.9%	50.2%
- Car rental	24.4%	44.4%	37.5%	37.6%	36.7%
- Public transport	5.9%	9.9%	8.8%	10.7%	10.4%
<b>Food and drink:</b>					
- Food purchases at supermarkets	48.5%	56.4%	56.5%	58.2%	57.6%
- Restaurants	59.1%	71.7%	71.4%	72.3%	73.2%
<b>Leisure:</b>					
- Organized excursions	20.1%	27.9%	29.5%	30.3%	29.9%
- Sport activities	4.6%	9.2%	8.9%	8.8%	7.6%
- Cultural activities	2.0%	2.9%	3.1%	3.2%	2.8%
- Museums	2.3%	3.1%	3.6%	3.5%	3.5%
- Theme Parks	11.3%	15.8%	19.4%	19.8%	20.5%
- Discos and pubs	7.7%	7.4%	11.7%	13.0%	13.7%
- Wellness	2.9%	5.5%	6.6%	6.7%	6.0%
<b>Purchases of goods:</b>					
- Souvenirs	44.4%	43.0%	39.4%	41.3%	40.8%
- Real state	0.3%	0.3%	0.1%	0.2%	0.1%
- Other expenses	0.6%	0.8%	0.8%	0.9%	1.0%
<b>Other:</b>					
- Medical or pharmaceutical expenses	5.6%	13.6%	8.0%	7.8%	7.1%
- Other expenses	5.0%	7.3%	5.8%	5.7%	4.9%

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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
<b>Accommodation:</b>					
<b>Accommodation:</b>	<b>765</b>	<b>725</b>	<b>782</b>	<b>829</b>	<b>821</b>
- Accommodation	548	574	650	692	693
- Additional accommodation expenses	217	150	131	138	128
<b>Transport:</b>					
<b>Transport:</b>	<b>598</b>	<b>641</b>	<b>742</b>	<b>718</b>	<b>755</b>
- National/International Transport	342	299	375	385	416
- Flights between islands	73	82	98	87	95
- Taxi	64	94	94	95	91
- Car rental	92	133	140	124	126
- Public transport	27	33	34	28	27
<b>Food and drink:</b>					
<b>Food and drink:</b>	<b>298</b>	<b>283</b>	<b>302</b>	<b>304</b>	<b>320</b>
- Food purchases at supermarkets	117	98	99	100	105
- Restaurants	180	184	204	204	216
<b>Leisure:</b>					
<b>Leisure:</b>	<b>514</b>	<b>493</b>	<b>536</b>	<b>539</b>	<b>549</b>
- Organized excursions	100	89	97	98	94
- Sport activities	103	106	97	102	99
- Cultural activities	60	51	55	59	64
- Museums	26	26	34	35	27
- Theme Parks	68	60	73	73	79
- Discos and pubs	97	87	96	95	101
- Wellness	60	74	84	77	86
<b>Purchases of goods:</b>					
<b>Purchases of goods:</b>	<b>814</b>	<b>672</b>	<b>989</b>	<b>1,272</b>	<b>31,151</b>
- Souvenirs	115	81	78	84	81
- Real state	477	332	741	1,000	30,860
- Other expenses	222	259	171	188	211
<b>Other:</b>					
<b>Other:</b>	<b>162</b>	<b>157</b>	<b>119</b>	<b>135</b>	<b>131</b>
- Medical or pharmaceutical expenses	43	66	42	44	36
- Other expenses	118	91	78	90	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?

	2019	2021	2022	2023	2024
Holiday, leisure	90.1%	85.4%	89.4%	88.8%	90.1%
Visiting family or friends	6.4%	9.8%	7.7%	8.1%	7.5%
Business and work	2.0%	3.0%	1.2%	1.5%	1.1%
Education and training	0.2%	0.3%	0.3%	0.3%	0.2%
Sports training	0.4%	0.5%	0.4%	0.5%	0.4%
Health or medical care	0.1%	0.2%	0.1%	0.1%	0.2%
Fairs and congresses	0.2%	0.2%	0.2%	0.2%	0.1%
Others	0.6%	0.6%	0.6%	0.5%	0.4%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	51.3%	46.6%	47.3%	48.1%	44.9%
Enjoy family time	15.7%	16.0%	17.4%	16.3%	16.8%
Have fun	12.2%	7.6%	9.1%	9.4%	10.2%
Explore the destination	18.2%	26.0%	22.9%	22.8%	25.1%
Practice their hobbies	1.3%	2.3%	1.8%	1.7%	1.5%
Other reasons	1.3%	1.5%	1.5%	1.7%	1.5%

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

	2019	2021	2022	2023	2024
Didn't have holidays	--	35.5%	31.9%	13.0%	10.6%
Canary Islands	--	15.8%	18.9%	24.3%	25.0%
Other destination	--	48.7%	49.3%	62.7%	64.4%
Balearic Islands	--	3.5%	3.8%	4.6%	4.7%
Rest of Spain	--	12.1%	11.4%	12.3%	12.8%
Italy	--	6.4%	6.5%	7.8%	7.8%
France	--	5.5%	4.7%	5.3%	5.3%
Turkey	--	1.4%	1.7%	2.7%	3.0%
Greece	--	4.2%	5.1%	6.3%	6.8%
Portugal	--	2.8%	3.3%	4.3%	4.3%
Croatia	--	1.7%	1.9%	2.3%	2.1%
Egypt	--	0.4%	0.5%	1.0%	1.4%
Tunisia	--	0.1%	0.1%	0.2%	0.3%
Morocco	--	0.4%	0.4%	0.7%	1.1%
Others	--	10.1%	9.6%	15.2%	14.8%

\* 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")	--	29.0%	29.2%	29.0%	28.4%
Canary Islands (other island)	--	23.9%	22.5%	23.3%	23.4%
Other destination	--	47.1%	48.3%	47.7%	48.2%
Balearic Islands	--	7.0%	6.5%	6.0%	6.2%
Rest of Spain	--	8.5%	9.5%	9.2%	9.9%
Italy	--	4.9%	5.3%	5.1%	5.2%
France	--	1.6%	1.9%	1.8%	1.8%
Turkey	--	2.7%	3.2%	3.4%	3.4%
Greece	--	8.2%	8.6%	8.0%	8.1%
Portugal	--	6.2%	6.5%	6.6%	6.6%
Croatia	--	2.5%	2.3%	2.6%	2.4%
Egypt	--	2.0%	2.0%	2.3%	2.3%
Others	--	3.6%	2.7%	2.6%	2.3%

\* Percentage of valid answers

Importance of each factor in the destination choice

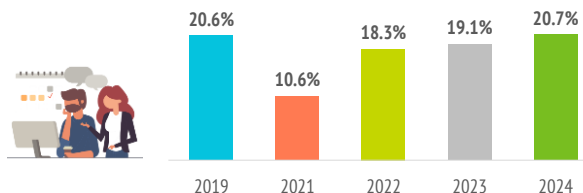
	2019	2021	2022	2023	2024
Climate	76.9%	75.8%	73.8%	74.5%	75.3%
Safety	51.7%	47.7%	50.0%	54.2%	54.7%
Tranquility	45.1%	45.7%	43.4%	44.8%	47.0%
Accommodation supply	41.4%	35.6%	40.9%	41.8%	41.8%
Sea	39.3%	46.9%	40.8%	40.5%	40.1%
Landscapes	36.5%	43.5%	37.5%	38.7%	39.0%
Effortless trip	34.2%	33.2%	36.0%	36.6%	38.1%
Price	38.7%	33.0%	35.9%	38.1%	37.5%
Environment	36.0%	37.4%	35.8%	37.0%	37.0%
European belonging	35.4%	39.0%	35.3%	34.5%	36.6%
Beaches	30.7%	37.1%	31.6%	31.5%	32.1%
Gastronomy	24.0%	29.2%	26.6%	27.6%	27.1%
Fun possibilities	25.4%	23.1%	25.1%	26.3%	25.8%
Authenticity	21.3%	24.5%	22.0%	23.3%	22.9%
Hiking trail network	10.9%	14.1%	11.8%	12.0%	12.5%
Exoticism	13.3%	15.6%	12.3%	13.0%	12.4%
Shopping	11.1%	8.9%	9.2%	10.1%	10.3%
Culture	8.8%	9.2%	9.1%	9.5%	10.1%
Historical heritage	9.3%	9.2%	8.6%	9.1%	9.7%
Nightlife	10.0%	7.4%	7.9%	9.2%	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?

	2019	2021	2022	2023	2024
The same day	0.7%	0.9%	0.7%	0.7%	0.9%
Between 1 and 30 days	23.5%	42.7%	25.1%	23.2%	21.8%
Between 1 and 2 months	22.7%	27.7%	25.8%	24.3%	23.7%
Between 3 and 6 months	32.5%	18.1%	30.2%	32.6%	32.9%
More than 6 months	20.6%	10.6%	18.3%	19.1%	20.7%

% 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	48.4%	43.9%	49.4%	48.7%	47.6%
Friends or relatives	30.7%	35.8%	34.2%	33.6%	33.9%
Internet or social media	53.2%	53.9%	54.4%	53.8%	53.3%
Mass Media	1.7%	2.5%	2.3%	2.3%	2.3%
Travel guides and magazines	7.4%	7.3%	7.6%	6.9%	6.9%
Travel Blogs or Forums	6.0%	9.7%	7.8%	7.5%	7.3%
Travel TV Channels	0.8%	0.5%	0.7%	0.7%	0.9%
Tour Operator or Travel Agency	20.0%	17.6%	19.8%	18.7%	18.7%
Public administrations or similar	0.4%	2.3%	1.6%	0.7%	0.4%
Others	2.9%	2.9%	3.5%	3.2%	3.4%

\* Multi-choice question

## Tourist profile. Historical data (2019 - 2024)

### TENERIFE



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

	2019	2021	2022	2023	2024
<b>Flight</b>					
- Directly with the airline	47.7%	58.6%	53.4%	53.7%	54.4%
- Tour Operator or Travel Agency	52.3%	41.4%	46.6%	46.3%	45.6%
<b>Accommodation</b>					
- Directly with the accommodation	34.3%	43.9%	39.1%	39.4%	40.2%
- Tour Operator or Travel Agency	65.7%	56.1%	60.9%	60.6%	59.8%

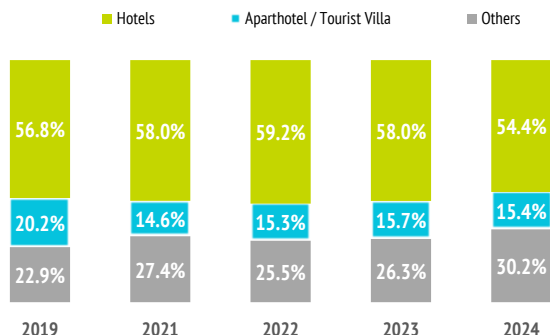
#### Where are they from?

	2019	2021	2022	2023	2024
United Kingdom	39.1%	22.7%	38.5%	38.3%	37.5%
Spanish Mainland	14.4%	21.0%	14.1%	13.4%	12.7%
Germany	11.5%	13.1%	10.9%	11.6%	11.9%
Italy	3.7%	5.4%	5.0%	5.0%	6.0%
France	3.8%	7.5%	5.5%	5.3%	5.3%
Belgium	3.9%	5.8%	4.1%	3.8%	3.7%
Netherlands	3.2%	4.4%	3.7%	3.8%	3.5%
Ireland	2.7%	2.3%	3.1%	3.1%	3.4%
Poland	2.3%	4.6%	1.9%	1.9%	2.0%
Others	2.0%	1.7%	2.0%	1.9%	2.0%
Others	13.4%	11.5%	11.2%	11.9%	12.0%

#### Where do they stay?

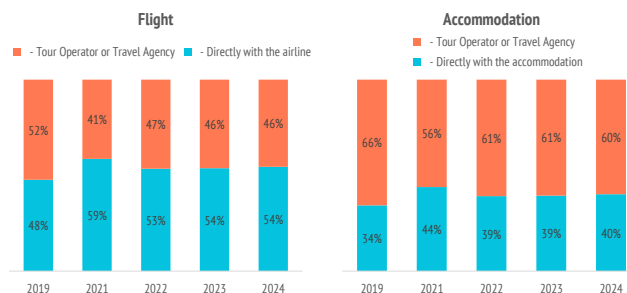
	2019	2021	2022	2023	2024
1-2-3* Hotel	10.0%	8.2%	8.2%	8.7%	8.3%
4* Hotel	35.8%	36.9%	38.3%	37.7%	35.7%
5* Hotel / 5* Luxury Hotel	11.0%	12.9%	12.7%	11.6%	10.3%
Aparthotel / Tourist Villa	20.2%	14.6%	15.3%	15.7%	15.4%
House/room rented in a private dwelling	7.0%	8.8%	8.2%	7.8%	16.2%
Private accommodation (1)	9.2%	11.7%	9.5%	10.2%	10.9%
Others (Cottage, cruise, camping,...)	6.7%	7.0%	7.9%	8.3%	3.1%

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



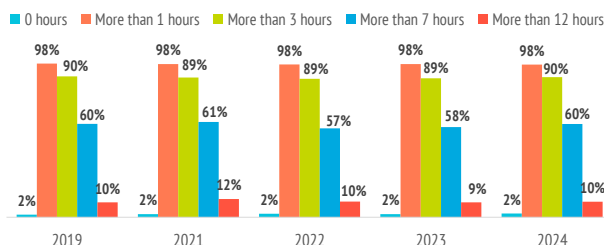
#### What do they book?

	2019	2021	2022	2023	2024
Room only	28.5%	29.4%	28.6%	29.2%	34.4%
Bed and Breakfast	15.2%	19.5%	17.1%	17.5%	17.6%
Half board	23.1%	22.0%	22.3%	23.5%	19.9%
Full board	3.4%	3.1%	3.5%	3.6%	3.0%
All inclusive	29.7%	26.0%	28.4%	26.3%	25.0%



#### Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	1.6%	2.0%	2.3%	2.0%	2.4%
1 - 2 hours	8.2%	8.6%	9.2%	9.0%	8.0%
3 - 6 hours	30.4%	28.4%	31.7%	31.3%	30.0%
7 - 12 hours	50.3%	49.3%	46.9%	48.2%	49.7%
More than 12 hours	9.5%	11.7%	10.0%	9.5%	10.0%
Outdoor time per day	7.8	8.0	7.6	7.6	7.8



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	71.7%	77.7%	79.3%	78.2%	78.4%
Beach	60.5%	72.2%	67.3%	66.5%	65.7%
Swimming pool, hotel facilities	59.0%	61.1%	63.8%	62.0%	61.0%
Explore the island on their own	45.5%	55.4%	51.0%	50.9%	51.5%
Taste Canarian gastronomy	25.2%	33.1%	30.2%	29.9%	30.6%
Theme parks	23.1%	20.0%	23.5%	23.3%	24.0%
Hiking	--	25.6%	20.4%	20.6%	20.9%
Organized excursions	18.9%	18.5%	21.4%	20.3%	18.9%
Nightlife / concerts / shows	17.8%	11.6%	16.6%	17.9%	17.5%
Sea excursions / whale watching	14.8%	19.2%	17.5%	17.3%	16.1%
Other Nature Activities	--	11.1%	8.9%	9.6%	9.7%
Wineries / markets / popular festivals	9.4%	7.6%	8.5%	9.8%	9.5%
Museums / exhibitions	7.5%	7.8%	7.6%	7.4%	8.0%
Swim	--	38.5%	9.8%	8.1%	7.7%
Beauty and health treatments	5.6%	6.6%	6.6%	7.0%	6.1%
Running	--	7.0%	5.1%	5.5%	5.6%
Astronomical observation	4.4%	4.8%	4.3%	5.1%	4.9%
Practice other sports	--	5.2%	4.5%	4.7%	4.1%
Golf	--	2.8%	2.5%	2.9%	2.8%
Scuba Diving	--	4.1%	3.0%	3.2%	2.5%
Surf	--	4.0%	2.5%	2.4%	2.3%
Cycling / Mountain bike	--	2.5%	1.7%	1.9%	1.6%
Windsurf / Kitesurf	--	1.1%	0.9%	0.8%	0.6%

\* Multi-choice question

## Tourist profile. Historical data (2019 - 2024)

### TENERIFE



#### What places do they visit?

	2019	2021	2022	2023	2024
Teide National Park	37.3%	47.0%	43.1%	37.9%	37.9%
Santa Cruz	28.7%	39.2%	35.2%	34.0%	31.3%
La Laguna	18.3%	28.7%	24.0%	22.0%	19.7%
Los Gigantes Cliffs	16.6%	26.3%	23.1%	18.5%	17.6%
Garachico	15.0%	24.1%	21.6%	17.7%	17.0%
La Orotava	15.6%	22.4%	19.0%	17.1%	15.9%
Icod de los Vinos	14.6%	17.3%	14.3%	14.3%	14.3%
Anaga rural park	10.6%	17.3%	13.5%	13.3%	13.3%
Barranco de Masca	11.8%	15.0%	12.4%	11.7%	12.1%
Teno / Buenavista	7.1%	10.2%	7.2%	7.1%	7.6%
Barranco del Infierno	3.7%	3.9%	3.2%	3.4%	3.4%

#### ¿Cuántos son fieles al destino?

	2019	2021	2022	2023	2024
Tenerife: Repeat tourists	62.3%	58.2%	61.8%	63.6%	62.9%
Tenerife: At least 10 previous visits	9.2%	9.8%	9.6%	10.0%	10.3%
Canary Islands: Repeat tourists	68.0%	63.1%	66.8%	69.9%	68.3%
Canary Islands: At least 10 previous visits	15.9%	16.0%	16.8%	17.5%	17.9%

#### Who are they?

	2019	2021	2022	2023	2024
<b>Gender</b>					
Men	47.2%	46.3%	44.7%	47.8%	47.8%
Women	52.8%	53.7%	55.3%	52.2%	52.2%
<b>Age</b>					
Average age	44.94	41.60	44.53	44.96	44.83
Standard deviation	15.2	15.3	15.8	16.7	16.4
<b>Age range</b>					
16 - 24 years old	8.4%	13.4%	10.7%	12.4%	11.3%
25 - 30 years old	13.7%	17.1%	12.9%	12.1%	12.6%
31 - 45 years old	30.3%	32.0%	31.5%	30.4%	32.4%
46 - 60 years old	29.8%	23.5%	25.6%	23.2%	22.1%
Over 60 years old	17.9%	14.1%	19.3%	21.9%	21.6%
<b>Occupation</b>					
Salaried worker	56.9%	59.3%	58.0%	56.1%	57.0%
Self-employed	11.9%	11.5%	11.1%	10.7%	11.5%
Unemployed	1.5%	1.7%	1.1%	1.0%	1.0%
Business owner	9.1%	9.9%	8.2%	8.3%	7.8%
Student	3.7%	6.0%	4.8%	4.7%	4.6%
Retired	15.3%	10.3%	15.2%	17.7%	16.9%
Unpaid domestic work	0.8%	0.5%	0.7%	0.6%	0.6%
Others	0.8%	0.8%	0.8%	0.9%	0.7%
<b>Annual household income level</b>					
Less than €25,000	20.7%	17.1%	15.2%	14.5%	13.5%
€25,000 - €49,999	37.8%	37.2%	35.0%	35.4%	34.5%
€50,000 - €74,999	21.2%	22.6%	24.4%	23.1%	24.9%
More than €74,999	20.3%	23.0%	25.5%	27.0%	27.2%
<b>Education level</b>					
No studies	6.2%	2.6%	3.9%	4.5%	4.4%
Primary education	2.3%	1.7%	1.5%	1.8%	1.6%
Secondary education	22.9%	17.4%	19.4%	18.9%	19.6%
Higher education	68.7%	78.3%	75.2%	74.8%	74.4%

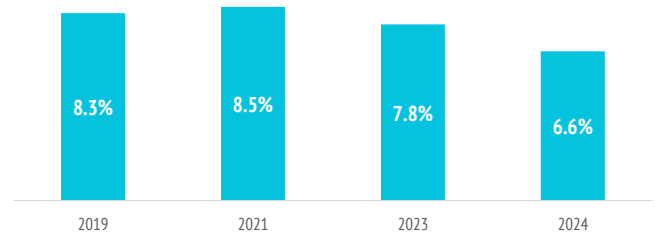
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

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

	2019	2021	2022	2023	2024
One island	91.7%	91.5%	93.4%	92.2%	93.4%
Two islands	7.4%	7.6%	5.7%	6.7%	5.8%
Three or more islands	0.9%	0.9%	0.9%	1.1%	0.8%

#### % TOURISTS VISITING MORE THAN ONE ISLAND



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

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.66	8.86	8.86	8.81	8.73

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	2.9%	2.5%	2.8%	2.7%	3.1%
Lived up to expectations	53.9%	48.6%	50.9%	51.5%	52.7%
Better or much better than expected	43.3%	48.9%	46.3%	45.8%	44.2%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.68	8.81	8.82	8.82	8.74
Recommend visiting the Canary Islands	8.92	9.10	9.07	9.05	8.96

#### Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	9.2%	11.3%	8.5%	8.8%	8.7%
Only with partner	47.4%	49.3%	47.3%	48.4%	47.0%
Only with children (< 13 years old)	6.2%	4.0%	4.5%	4.1%	3.9%
Partner + children (< 13 years old)	6.7%	5.4%	8.3%	7.3%	8.2%
Other relatives	9.5%	8.9%	10.0%	9.9%	10.6%
Friends	6.6%	8.9%	7.1%	7.3%	7.5%
Work colleagues	0.6%	0.8%	0.6%	0.7%	0.5%
Organized trip	0.3%	0.2%	0.4%	0.2%	0.2%
Other combinations (2)	13.5%	11.2%	13.1%	13.4%	13.5%

(2) Combination of some of the groups previously analyzed

Tourists with children	18.6%	13.4%	18.4%	17.2%	18.7%
- Between 0 and 2 years old	1.9%	1.2%	1.3%	1.5%	1.5%
- Between 3 and 12 years old	15.0%	11.0%	15.8%	14.4%	15.9%
- Between 0 -2 and 3-12 years old	1.7%	1.2%	1.3%	1.3%	1.2%
<b>Tourists without children</b>	<b>81.4%</b>	<b>86.6%</b>	<b>81.6%</b>	<b>82.8%</b>	<b>81.3%</b>
<b>Group composition:</b>					
- 1 person	14.0%	13.3%	10.8%	10.9%	10.4%
- 2 people	54.0%	58.6%	55.0%	56.4%	54.9%
- 3 people	11.9%	10.8%	12.5%	12.2%	12.3%
- 4 or 5 people	16.5%	14.6%	17.9%	16.3%	17.6%
- 6 or more people	3.6%	2.8%	3.7%	4.2%	4.8%
<b>Average group size:</b>	<b>2.53</b>	<b>2.44</b>	<b>2.61</b>	<b>2.60</b>	<b>2.68</b>

\*People who share the main expenses of the trip