TOURIST EXPENDITURE

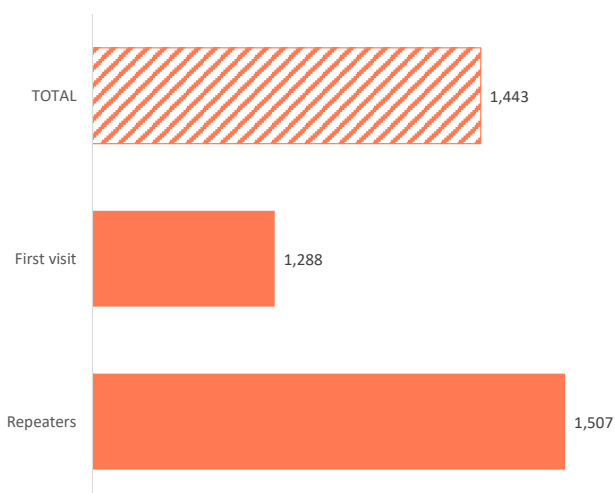|	TOTAL	First visit	Repeaters
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	4,499,739	10,984,997
% Tourists	100%	29.1%	70.9%
- Lanzarote	2,789,181	649,619	2,139,562
- Fuerteventura	2,186,254	670,530	1,515,724
- Gran Canaria	4,040,620	1,134,259	2,906,361
- Tenerife	6,277,692	1,992,525	4,285,167
- La Palma	155,114	42,729	112,385
% tourists who book holiday package	50.1%	49.5%	50.3%
Expenditure per tourist (€)	1,443	1,288	1,507
- book holiday package	1,656	1,510	1,715
- holiday package	1,378	1,271	1,422
- others	278	239	293
- do not book holiday package	1,230	1,069	1,297
- flight	328	305	338
- accommodation	409	358	430
- others	493	406	529
Average lenght of stay	9.37	7.89	9.98
Average daily expenditure (€)	176.9	178.2	176.3
Average daily expenditure without flight (€)	125.7	125.4	125.8
Average cost of the flight (€)	410.7	382.0	422.5
Total turnover (≥ 16 years old) (€m)	22,351	5,794	16,556
% Turnover	100%	25.9%	74.1%
Turnover without flight (≥ 16 years old) (€m)	15,991	4,076	11,915

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)
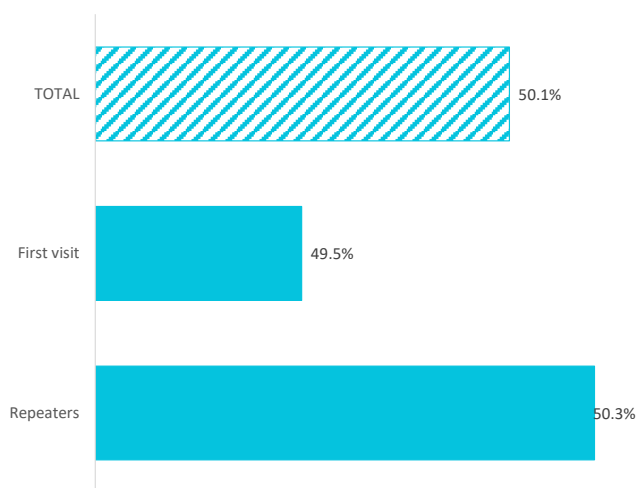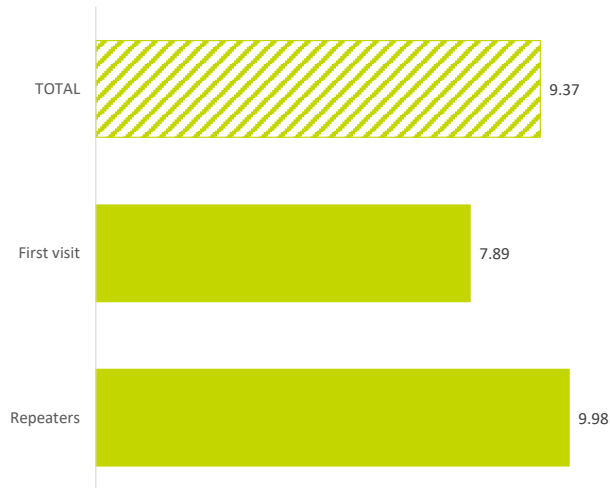
- TOTAL: 50.1%
- First visit: 49.5%
- Repeaters: 50.3%

AVERAGE LENGHT OF STAY

- TOTAL: 9.37
- First visit: 7.89
- Repeaters: 9.98

EXPENDITURE PER TRIP (€)

- TOTAL: 1,443
- First visit: 1,288
- Repeaters: 1,507

DAILY EXPENDITURE WITHOUT FLIGHT (€)

- TOTAL: 125.7
- First visit: 125.4
- Repeaters: 125.8
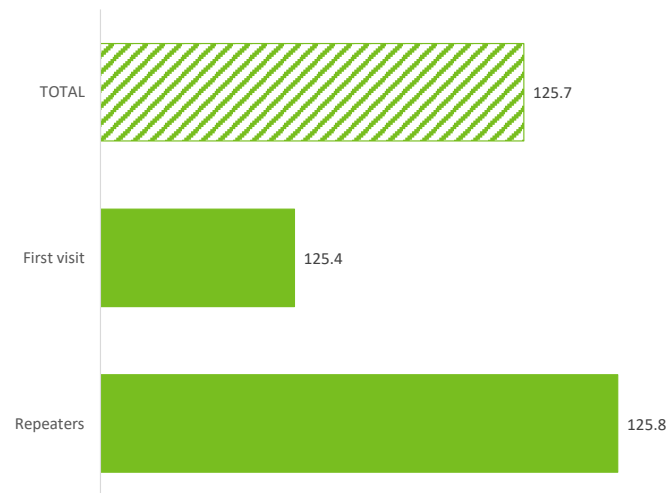
% Tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	TOTAL	First visit	Repeaters
Accommodation:			
- Accommodation	84.5%	86.9%	83.5%
- Additional accommodation expenses	6.2%	6.3%	6.2%
Transport:			
- National/International Transport	95.7%	94.5%	96.1%
- Flights between islands	4.5%	5.1%	4.3%
- Taxi	50.9%	47.1%	52.4%
- Car rental	31.6%	37.3%	29.3%
- Public transport	11.0%	11.7%	10.6%
Food and drink:			
- Food purchases at supermarkets	58.0%	54.9%	59.2%
- Restaurants	66.6%	64.2%	67.6%
Leisure:			
- Organized excursions	23.7%	30.9%	20.7%
- Sport activities	6.9%	7.5%	6.6%
- Cultural activities	2.8%	3.3%	2.6%
- Museums	5.4%	6.5%	4.9%
- Theme Parks	11.3%	13.6%	10.4%
- Discos and pubs	10.7%	9.5%	11.3%
- Wellness	4.5%	4.1%	4.7%
Purchases of goods:			
- Souvenirs	41.2%	42.4%	40.8%
- Real estate	0.1%	0.1%	0.1%
- Other purchases	0.8%	0.8%	0.8%
Others:			
- Medical expenses	6.7%	5.9%	7.0%
- Other expenses	4.8%	5.2%	4.6%

Average expenditure of tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

Expenditure per tourist and trip (€)	TOTAL	First visit	Repeaters
Accommodation:	881	765	931
- Accommodation	719	620	762
- Additional accommodation expenses	162	145	169
Transport:	752	715	768
- National/International Transport	429	404	439
- Flights between islands	81	76	84
- Taxi	88	92	87
- Car rental	123	119	125
- Public transport	30	24	33
Food and drink:	324	269	346
- Food purchases at supermarkets	115	95	123
- Restaurants	209	173	223
Leisure:	553	502	574
- Organized excursions	95	94	95
- Sport activities	104	85	112
- Cultural activities	62	60	64
- Museums	37	38	36
- Theme Parks	76	72	78
- Discos and pubs	102	82	109
- Wellness	78	70	80
Purchases of goods:	21,536	1,441	25,973
- Souvenirs	89	78	93
- Real estate	21,287	1,287	25,686
- Other purchases	160	76	194
Others:	123	103	132
- Medical expenses	39	29	43
- Other expenses	84	74	89

TOURIST PROFILE

Who are they?

	TOTAL	First visit	Repeaters
Gender			
Percentage of men	**48.4%**	48.7%	48.3%
Percentage of women	**51.6%**	51.3%	51.7%
Age			
Average age	**46.79**	40.10	49.53
Standard deviation	**16.8**	15.7	16.5
Age range			
16-24 years old	**10.5%**	17.6%	7.5%
25-30 years old	**10.9%**	16.8%	8.4%
31-45 years old	**28.9%**	33.3%	27.0%
46-60 years old	**24.3%**	18.8%	26.6%
Over 60 years old	**25.5%**	13.4%	30.4%
Occupation			
Salaried worker	**55.9%**	62.2%	53.4%
Self-employed	**10.8%**	11.0%	10.7%
Unemployed	**0.9%**	1.4%	0.7%
Business owner	**7.7%**	8.0%	7.6%
Student	**4.2%**	6.6%	3.2%
Retired	**19.2%**	9.6%	23.1%
Unpaid domestic work	**0.5%**	0.6%	0.5%
Others	**0.8%**	0.7%	0.9%
Annual household income level			
Less than €25,000	**12.6%**	16.6%	11.0%
€25,000 - €49,999	**33.9%**	35.9%	33.1%
€50,000 - €74,999	**25.5%**	23.5%	26.4%
More than €74,999	**27.9%**	24.0%	29.6%
Education level			
No studies	**4.0%**	3.1%	4.3%
Primary education	**1.9%**	1.8%	1.9%
Secondary education	**21.0%**	19.7%	21.5%
Higher education	**73.1%**	75.3%	72.2%

Who do they come with?

	TOTAL	First visit	Repeaters
Unaccompanied	**10.3%**	9.4%	10.7%
Only with partner	**46.8%**	44.5%	47.8%
Only with children (< 13 years old)	**4.3%**	4.7%	4.1%
Partner + children (< 13 years old)	**6.8%**	6.7%	6.8%
Other relatives	**10.4%**	11.3%	10.0%
Friends	**7.2%**	9.7%	6.2%
Work colleagues	**0.5%**	0.8%	0.4%
Organized trip	**0.2%**	0.4%	0.1%
Other combinations [2]	**13.5%**	12.6%	13.9%
[2] Different situations have been isolated			
Tourists with children	**17.0%**	**17.1%**	**17.0%**
- Between 0 and 2 years old	**1.3%**	1.6%	1.3%
- Between 3 and 12 years old	**14.5%**	14.3%	14.5%
- Between 0 -2 and 3-12 years old	**1.2%**	1.2%	1.3%
Tourists without children	**83.0%**	**82.9%**	**83.0%**
Group composition:			
- 1 person	**12.5%**	11.9%	12.7%
- 2 people	**54.9%**	54.9%	54.9%
- 3 people	**11.9%**	12.1%	11.8%
- 4 or 5 people	**16.2%**	16.8%	16.0%
- 6 or more people	**4.5%**	4.3%	4.6%
Average group size:	**2.61**	2.62	2.60

People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

First visit: 44.5% • **46.8%** • Repeaters: 47.8%
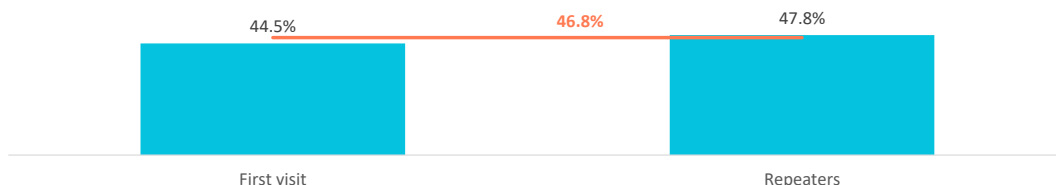
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	First visit	Repeaters
Holidays	90.4%	90.9%	90.2%
Family reasons	6.9%	5.7%	7.4%
Business	1.3%	1.8%	1.2%
Education and training	0.2%	0.3%	0.1%
Sports training	0.5%	0.5%	0.5%
Health	0.2%	0.1%	0.2%
Conventions and Exhibitions	0.1%	0.3%	0.1%
Others	0.4%	0.5%	0.3%

What is the main motivation for their holidays?

	TOTAL	First visit	Repeaters
Rest	50.6%	41.0%	54.5%
Enjoy family time	15.9%	13.0%	17.1%
Have fun	9.0%	10.6%	8.4%
Explore the destination	21.2%	32.5%	16.6%
Practice their hobbies	1.9%	1.6%	2.0%
Other reasons	1.4%	1.3%	1.5%

REST

First visit	Repeaters
41.0%	54.5%

EXPLORE THE DESTINATION
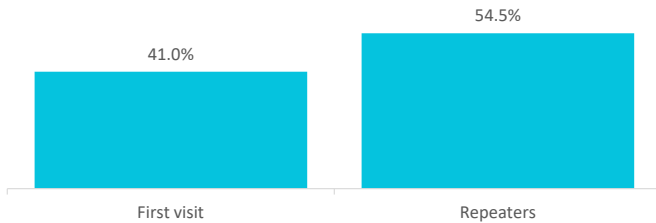
First visit	Repeaters
32.5%	16.6%
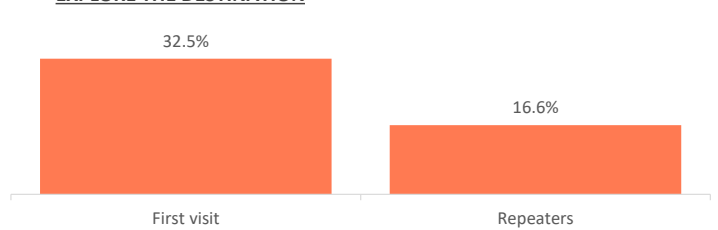
Importance of each factor in the destination choice

	TOTAL	First visit	Repeaters
Climate	75.6%	69.5%	78.1%
Safety	55.7%	51.5%	57.4%
Tranquility	49.3%	46.5%	50.4%
Sea	45.1%	46.1%	44.7%
Accommodation supply	43.5%	39.1%	45.2%
Effortless trip	39.2%	34.5%	41.1%
Beaches	38.8%	40.4%	38.2%
Price	37.9%	36.7%	38.4%
European belonging	37.2%	34.0%	38.5%
Landscapes	35.3%	42.1%	32.6%
Environment	34.5%	35.9%	34.0%
Gastronomy	27.0%	24.4%	28.1%
Fun possibilities	23.6%	26.0%	22.7%
Authenticity	23.3%	25.3%	22.5%
Exoticism	11.8%	15.1%	10.5%
Hiking trail network	10.8%	13.0%	9.9%
Shopping	10.1%	9.4%	10.4%
Culture	10.1%	11.2%	9.6%
Historical heritage	9.5%	10.7%	9.1%
Nightlife	8.3%	8.6%	8.1%

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.

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

	TOTAL	First visit	Repeaters
Previous visits to the Canary Islands	48.4%	0.0%	68.3%
Friends or relatives	29.7%	37.6%	26.5%
Internet or social media	51.4%	60.8%	47.6%
Mass Media	1.9%	2.6%	1.6%
Travel guides and magazines	6.5%	8.7%	5.5%
Travel Blogs or Forums	6.3%	9.1%	5.1%
Travel TV Channels	0.8%	0.8%	0.8%
Tour Operator or Travel Agency	20.2%	21.7%	19.5%
Public administrations or similar	0.5%	0.7%	0.5%
Others	3.3%	4.6%	2.7%

* Multi-choise question

PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2024

Canary Islands — LATITUDE of LIFE

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	First visit	Repeaters
The same day	0.9%	1.1%	0.8%
Between 1 and 30 days	22.3%	26.3%	20.7%
Between 1 and 2 months	23.0%	25.1%	22.1%
Between 3 and 6 months	33.0%	33.1%	33.0%
More than 6 months	20.8%	14.5%	23.3%

**% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS** →

- First visit: 14.5%
- 20.8%
- Repeaters: 23.3%
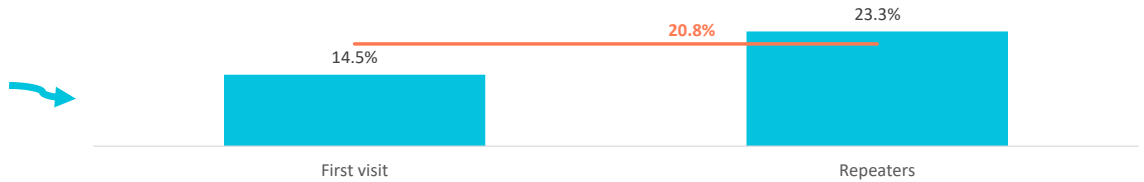
With whom did they book their flight and accommodation?

	TOTAL	First visit	Repeaters
Flight			
- Directly with the airline	50.0%	48.4%	50.6%
- Tour Operator or Travel Agency	50.0%	51.6%	49.4%
Accommodation			
- Directly with the accommodation	37.0%	36.9%	37.0%
- Tour Operator or Travel Agency	63.0%	63.1%	63.0%

What do they book?

	TOTAL	First visit	Repeaters
Room only	33.3%	31.9%	33.9%
Bed and Breakfast	14.1%	14.7%	13.8%
Half board	17.4%	15.5%	18.2%
Full board	3.1%	4.0%	2.7%
All inclusive	32.1%	33.8%	31.4%

% TOURISTS WHO BOOK ROOM ONLY

- First visit: 31.9%
- 33.3%
- Repeaters: 33.9%
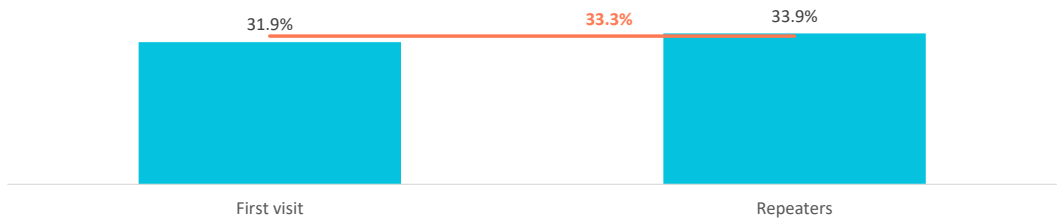
ACCOMMODATION

	TOTAL	First visit	Repeaters
1-2-3* Hotel	10.3%	10.8%	10.2%
4* Hotel	37.0%	39.0%	36.1%
5* Hotel / 5* Luxury Hotel	9.0%	8.2%	9.3%
Aparthotel / Tourist Villa	15.9%	12.7%	17.2%
House/room rented in a private dwelling	15.5%	18.7%	14.3%
Private accommodation [1]	9.3%	6.5%	10.4%
Others (Cottage, cruise, camping,..)	3.0%	4.2%	2.6%

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

TYPE OF ACCOMMODATION

Hotels ■ Aparthotel / Tourist Villa ■ Others ■
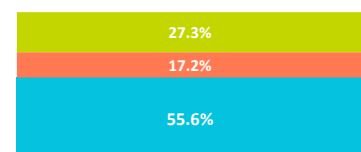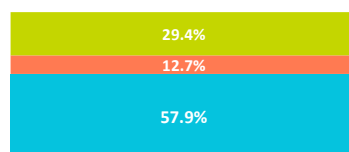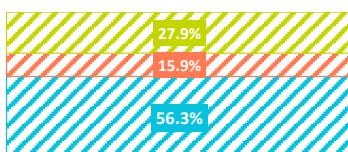
TOTAL
- 27.9%
- 15.9%
- 56.3%

First visit
- 29.4%
- 12.7%
- 57.9%

Repeaters
- 27.3%
- 17.2%
- 55.6%

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	First visit	Repeaters
Average rating	8.74	8.57	8.82

Experience in the Canary Islands	TOTAL	First visit	Repeaters
Worse or much worse than expected	2.9%	4.3%	2.3%
Lived up to expectations	54.8%	43.5%	59.4%
Better or much better than expected	42.3%	52.2%	38.3%

■ Worse or much worse than expected ■ Lived up to expectations ■ Better or much better than expected

TOTAL	2.9% / 54.8%	42.3%
First visit	4.3% / 43.5%	52.2%
Repeaters	2.3% / 59.4%	38.3%

Future intentions (scale 1-10)	TOTAL	First visit	Repeaters
Return to the Canary Islands	8.77	8.14	9.02
Recommend visiting the Canary Islands	8.96	8.60	9.11

RETURN TO THE CANARY ISLANDS 8.77 TOTAL

First visit: 8.14 / 8.60 Repeaters: 9.02 / 9.11

RECOMMEND VISITING THE CANARY ISLANDS 8.96 TOTAL
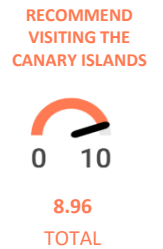
How many are loyal to the Canary Islands?

	TOTAL	First visit	Repeaters
Repeat tourists	70.9%	--	100.0%
At least 10 previous visits	19.9%	--	28.1%
Repeat tourists (last 5 years)	63.8%	--	90.0%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	--	24.0%

ISLANDS

How many islands do they visit during their trip?

	TOTAL	First visit	Repeaters
One island	92.9%	92.4%	93.1%
Two islands	6.1%	6.7%	5.9%
Three or more islands	1.0%	1.0%	1.0%

Visited islands during their trip (with overnight staying)

	TOTAL	First visit	Repeaters
Lanzarote	18.6%	15.1%	20.0%
Fuerteventura	14.6%	15.4%	14.3%
Gran Canaria	26.6%	25.8%	27.0%
Tenerife	41.4%	45.0%	39.9%
La Gomera	0.3%	0.3%	0.4%
La Palma	1.4%	1.4%	1.4%
El Hierro	0.1%	0.1%	0.2%
Cruise	0.2%	0.2%	0.2%

PROFILE OF TOURIST BY LOYALITY TO THE DESTINATION
2024

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	First visit	Repeaters
0 hours	2.6%	2.1%	2.8%
1 - 2 hours	9.6%	7.9%	10.3%
3 - 6 hours	32.6%	28.3%	34.4%
7 - 12 hours	46.6%	51.3%	44.7%
More than 12 hours	8.6%	10.4%	7.9%
Outdoor time per day	7.4	7.9	7.2

7.4 TOTAL — First visit 7.9 — Repeaters 7.2
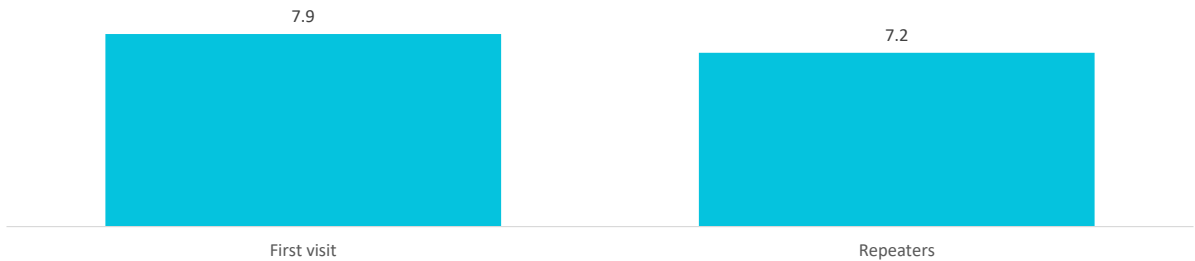
Activities in the Canary Islands

	TOTAL	First visit	Repeaters
Walk, wander	73.6%	69.3%	75.4%
Beach	68.9%	71.5%	67.9%
Swimming pool, hotel facilities	57.7%	54.0%	59.2%
Explore the island on their own	48.8%	54.0%	46.7%
Taste Canarian gastronomy	27.3%	25.1%	28.2%
Hiking	18.8%	22.5%	17.3%
Organized excursions	16.2%	21.8%	13.9%
Nightlife / concerts / shows	15.4%	14.5%	15.8%
Theme parks	14.7%	17.7%	13.5%
Sea excursions / whale watching	12.0%	16.7%	10.0%
Wineries / markets / popular festivals	11.2%	11.3%	11.1%
Museums / exhibitions	10.8%	12.8%	10.0%
Other Nature Activities	8.4%	11.0%	7.3%
Swim	7.4%	7.5%	7.4%
Running	6.0%	5.9%	6.1%
Beauty and health treatments	5.2%	4.7%	5.5%
Practice other sports	4.3%	4.6%	4.1%
Astronomical observation	3.9%	4.9%	3.5%
Surf	2.8%	3.3%	2.5%
Cycling / Mountain bike	2.7%	2.3%	2.9%
Golf	2.5%	2.1%	2.6%
Scuba Diving	2.4%	3.2%	2.0%
Windsurf / Kitesurf	0.8%	0.8%	0.8%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	First visit	Repeaters
United Kingdom	34.6%	23.7%	39.1%
Germany	16.4%	16.5%	16.4%
Spanish Mainland	11.2%	11.9%	10.9%
France	5.2%	9.6%	3.4%
Italy	4.5%	7.5%	3.3%
Ireland	4.3%	2.7%	4.9%
Netherlands	4.2%	5.2%	3.8%
Belgium	2.8%	2.9%	2.7%
Norway	2.5%	1.6%	2.8%
Sweden	2.1%	1.4%	2.3%
Poland	1.9%	3.2%	1.4%
Denmark	1.6%	1.2%	1.8%
Finland	1.1%	0.8%	1.3%
Switzerland	1.1%	1.4%	1.0%
Czech Republic	1.0%	1.5%	0.8%
Austria	0.8%	1.1%	0.7%
Others	4.7%	7.8%	3.4%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	First visit	Repeaters
Didn't have holidays	11.0%	17.5%	8.5%
Canary Islands	27.1%	5.9%	35.2%
Other destination	61.9%	76.5%	56.3%
Balearic Islands	4.5%	4.4%	4.5%
Rest of Spain	11.4%	13.1%	10.8%
Italy	7.2%	10.4%	6.1%
France	5.1%	7.6%	4.2%
Turkey	3.1%	3.8%	2.8%
Greece	7.2%	8.9%	6.6%
Portugal	4.1%	5.3%	3.6%
Croatia	2.0%	2.7%	1.8%
Egypt	1.5%	1.9%	1.3%
Tunisia	0.4%	0.6%	0.3%
Morocco	1.0%	1.5%	0.8%
Others	14.3%	16.5%	13.4%

* Percentage of valid answers

■ Didn't have holidays ■ Canary Islands ■ Other destination
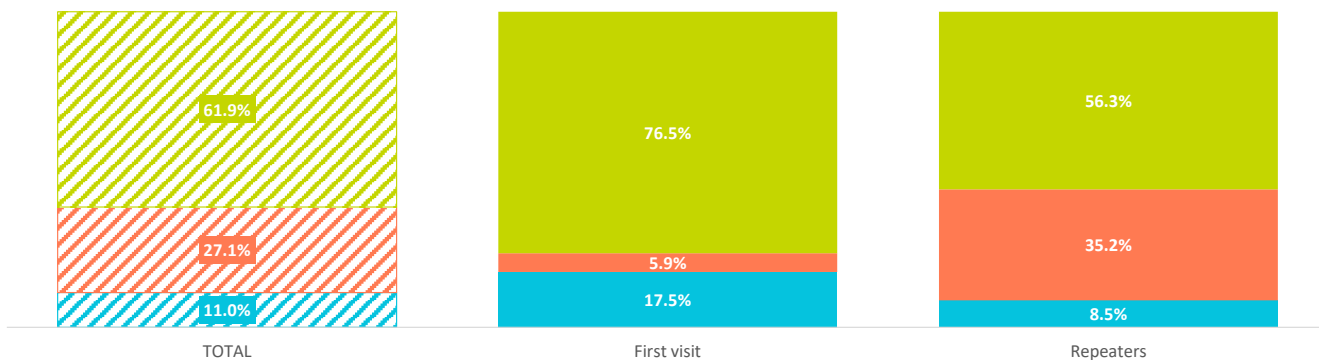
What other destinations did they consider for this trip? *

	TOTAL	First visit	Repeaters
None (I was clear about "this Canary Island")	28.3%	22.2%	31.1%
Canary Islands (other island)	25.4%	22.6%	26.6%
Other destination	46.3%	55.2%	42.4%
Balearic Islands	6.0%	6.0%	6.0%
Rest of Spain	9.0%	10.4%	8.3%
Italy	4.7%	6.2%	4.0%
France	1.7%	2.0%	1.5%
Turkey	3.4%	4.0%	3.2%
Greece	8.2%	10.4%	7.2%
Portugal	6.2%	7.3%	5.7%
Croatia	2.4%	3.0%	2.2%
Egypt	2.4%	3.1%	2.2%
Others	2.3%	2.8%	2.1%

* Percentage of valid answers

■ Canary Islands ■ Other destination
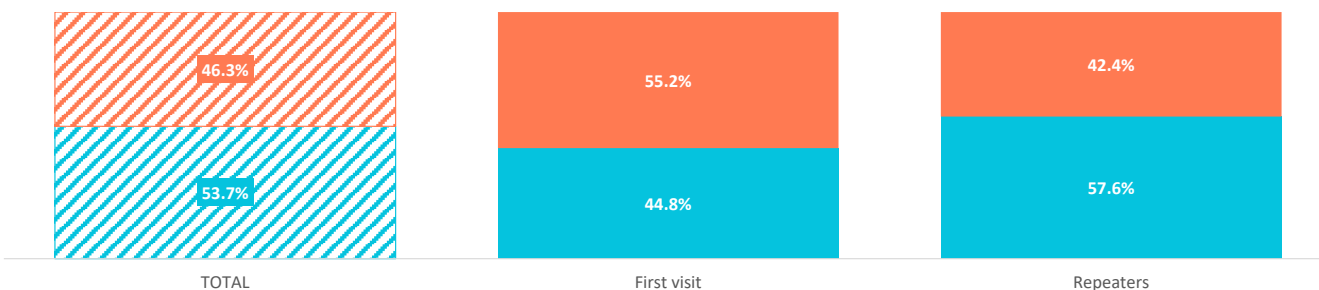
TOURIST TAX (Data available from Q2 2024)

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

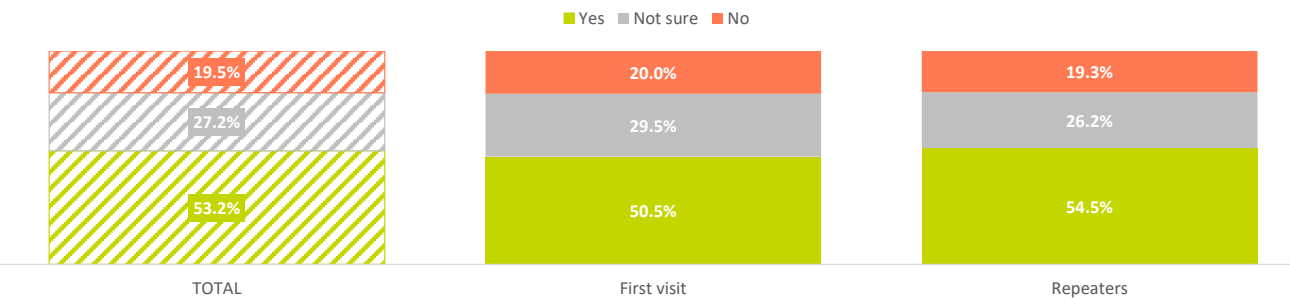|	TOTAL	First visit	Repeaters
Yes	**45.3%**	43.3%	46.1%
No	**34.4%**	33.6%	34.7%
Not remember	**20.4%**	23.1%	19.2%

When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	First visit	Repeaters
Yes	**22.1%**	21.3%	22.5%
No	**77.9%**	78.7%	77.5%

Yes ■ No ■

	TOTAL	First visit	Repeaters
No	77.9%	78.7%	77.5%
Yes	22.1%	21.3%	22.5%
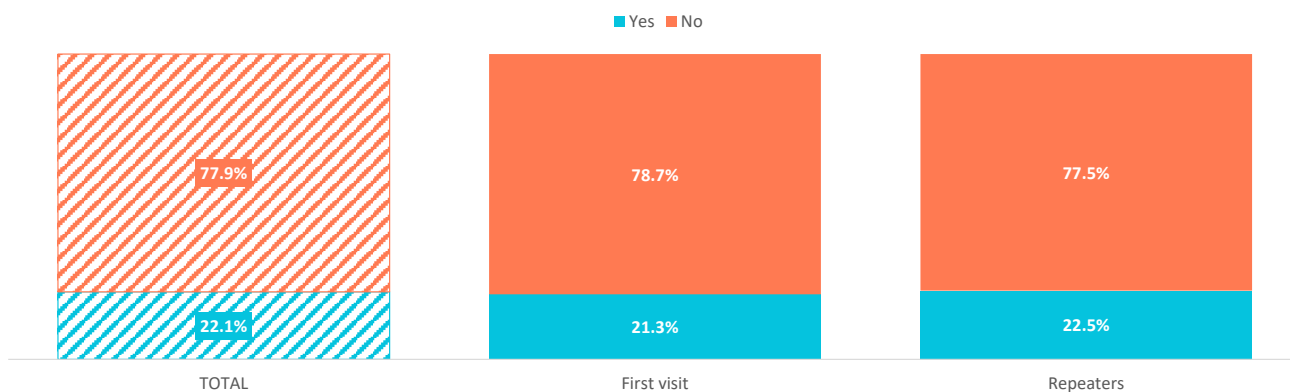
Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	TOTAL	First visit	Repeaters
Yes	**53.2%**	50.5%	54.5%
- For any purpose	**11.3%**	10.5%	11.7%
- Improve living conditions	**9.2%**	8.5%	9.4%
- Improve economic development	**4.6%**	3.9%	4.9%
- Improve the environment	**17.5%**	17.9%	17.4%
- Improve the tourist environment	**4.4%**	4.5%	4.4%
- Other purposes	**6.2%**	5.1%	6.6%
Not sure	**27.2%**	29.5%	26.2%
No	**19.5%**	20.0%	19.3%

Yes ■ Not sure ■ No ■

	TOTAL	First visit	Repeaters
No	19.5%	20.0%	19.3%
Not sure	27.2%	29.5%	26.2%
Yes	53.2%	50.5%	54.5%

How much would they be willing to pay?

	TOTAL	First visit	Repeaters
Up to 1 euro	**37.6%**	39.0%	37.0%
Up to 2 euros	**32.4%**	31.7%	32.7%
Up to 3 euros	**19.5%**	19.9%	19.4%
More than 3 euros	**10.4%**	9.3%	10.9%

Canary Islands
LATITUDE OF LIFE

SUSTAINABLE DESTINATION (DATA = 2023)

When booking a trip, do they tend to choose the most sustainable options?

■ No   ■ Yes, but only if it not inconvenient   ■ Yes, even if it means some inconvenience

	No	Yes, but only if it not inconvenient	Yes, even if it means some inconvenience
TOTAL	36.4%	42.5%	21.0%
First visit	34.4%	42.4%	23.2%
Repeaters	37.2%	42.6%	20.2%
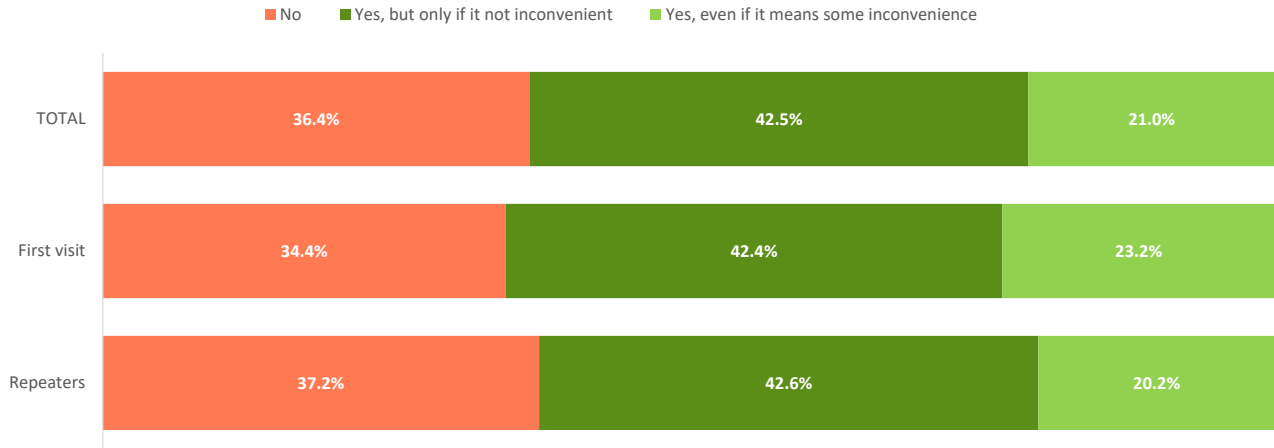
Would they be willing to spend more on travel to reduce their carbon footprint?

■ No   ■ Yes, up to 5% more   ■ Yes, up to 10% more   ■ Yes, up to 20% more   ■ Yes, over 20% more

	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
TOTAL	40.8%	29.2%	20.2%	5.5%	4.2%
First visit	40.5%	29.3%	20.4%	5.3%	4.5%
Repeaters	40.9%	29.2%	20.1%	5.6%	4.1%
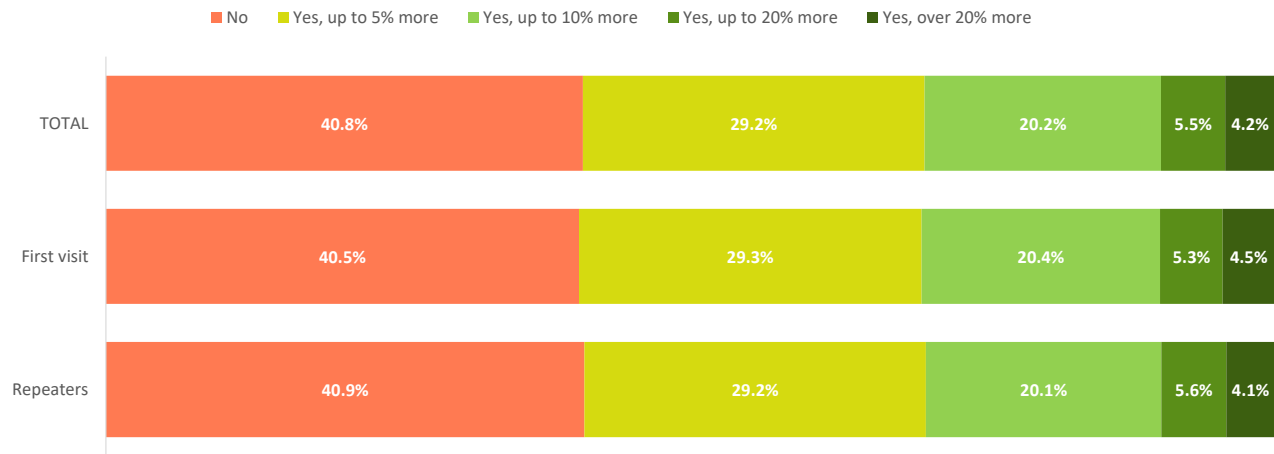
Percepcion of the following sustainability measures during their stay *

	TOTAL	First visit	Repeaters
Quality of life on the island	8.0	8.0	8.1
Tolerance towards tourism	8.6	8.6	8.6
Cleanliness of the island	8.2	8.2	8.3
Air quality	8.5	8.4	8.5
Rational water consumption	7.6	7.5	7.6
Energy saving	7.1	7.0	7.1
Use of renewable energy	7.0	7.0	7.0
Recycling	7.1	7.0	7.1
Easy to get around by public transport	7.5	7.4	7.5
Overcrowding in tourist areas	6.6	6.6	6.6
Supply of local products	7.2	7.2	7.2

* Scale 0 - 10 (0 = Not important and 10 = Very important)