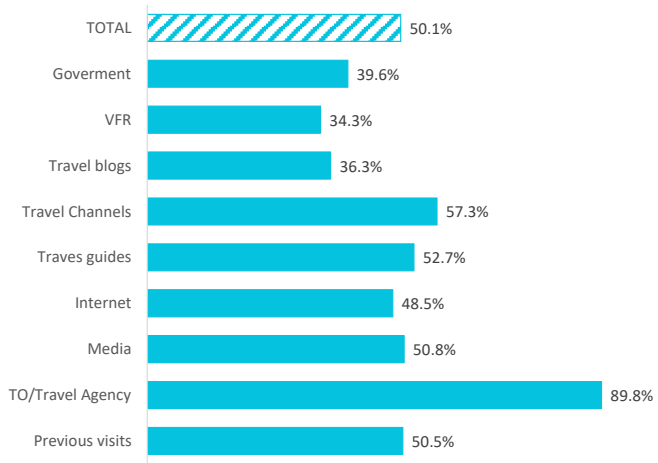
# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
# 2024

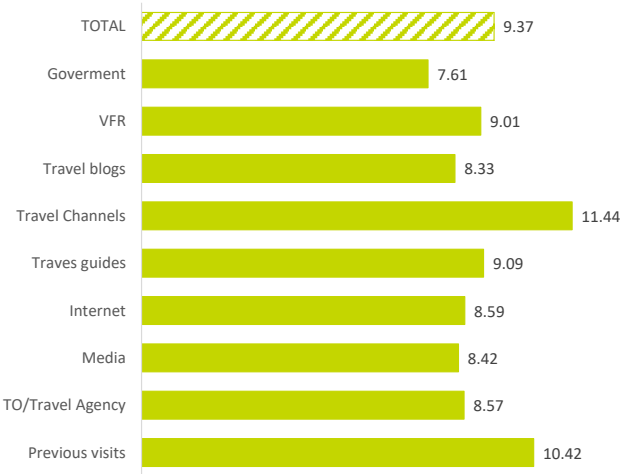
## TOURIST EXPENDITURE

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| **Tourist arrivals ≥ 16 years old (EGT)** | **15,484,736** | **83,336** | **4,605,985** | **972,426** | **124,156** | **1,000,757** | **7,960,408** | **291,426** | **3,122,434** | **7,501,500** |
| **% Tourists** | **100%** | 0.5% | 29.7% | 6.3% | 0.8% | 6.5% | 51.4% | 1.9% | 20.2% | 48.4% |
| - Lanzarote | **2,789,181** | 15,215 | 758,419 | 185,700 | 22,231 | 199,863 | 1,492,995 | 54,030 | 547,961 | 1,550,884 |
| - Fuerteventura | **2,186,254** | 14,214 | 526,346 | 128,782 | 13,514 | 112,248 | 1,143,337 | 26,600 | 539,444 | 986,740 |
| - Gran Canaria | **4,040,620** | 23,984 | 1,140,649 | 180,198 | 29,134 | 222,566 | 1,874,586 | 61,676 | 822,033 | 1,900,564 |
| - Tenerife | **6,277,692** | 27,550 | 2,126,764 | 458,694 | 55,868 | 433,565 | 3,342,893 | 141,327 | 1,171,415 | 2,985,863 |
| - La Palma | **155,114** | 2,060 | 42,891 | 14,881 | 2,634 | 28,874 | 88,215 | 6,663 | 33,399 | 62,933 |
| % tourists who book holiday package | **50.1%** | 39.6% | 34.3% | 36.3% | 57.3% | 52.7% | 48.5% | 50.8% | 89.8% | 50.5% |
| **Expenditure per tourist (€)** | **1,443** | **1,198** | **1,273** | **1,346** | **1,480** | **1,606** | **1,436** | **1,466** | **1,673** | **1,563** |
| - book holiday package | **1,656** | 1,392 | 1,589 | 1,613 | 1,680 | 1,694 | 1,605 | 1,678 | 1,729 | 1,749 |
| - holiday package | **1,378** | 1,118 | 1,291 | 1,301 | 1,369 | 1,407 | 1,329 | 1,353 | 1,464 | 1,444 |
| - others | **278** | 274 | 298 | 312 | 311 | 287 | 276 | 325 | 265 | 304 |
| - do not book holiday package | **1,230** | 1,071 | 1,108 | 1,194 | 1,214 | 1,508 | 1,278 | 1,248 | 1,180 | 1,374 |
| - flight | **328** | 322 | 325 | 300 | 290 | 333 | 326 | 308 | 283 | 350 |
| - accommodation | **409** | 364 | 303 | 435 | 453 | 488 | 473 | 464 | 467 | 462 |
| - others | **493** | 384 | 481 | 459 | 471 | 687 | 478 | 476 | 430 | 563 |
| **Average lenght of stay** | **9.37** | **7.61** | **9.01** | **8.33** | **11.44** | **9.09** | **8.59** | **8.42** | **8.57** | **10.42** |
| **Average daily expenditure (€)** | **176.9** | **165.9** | **162.2** | **174.3** | **172.3** | **188.5** | **184.3** | **192.1** | **207.8** | **176.3** |
| **Average daily expenditure without flight (€)** | **125.7** | **117.7** | **114.0** | **126.1** | **126.3** | **136.8** | **132.2** | **139.6** | **145.6** | **126.4** |
| **Average cost of the flight (€)** | **410.7** | **348.5** | **372.0** | **359.8** | **397.1** | **423.9** | **399.0** | **393.5** | **499.7** | **432.3** |
| **Total turnover (≥ 16 years old) (€m)** | **22,351** | **100** | **5,862** | **1,309** | **184** | **1,607** | **11,433** | **427** | **5,223** | **11,728** |
| **% Turnover** | **100%** | 0.4% | 26.2% | 5.9% | 0.8% | 7.2% | 51.2% | 1.9% | 23.4% | 52.5% |
| **Turnover without flight (≥ 16 years old) (€m)** | **15,991** | **71** | **4,149** | **959** | **135** | **1,183** | **8,257** | **313** | **3,663** | **8,485** |

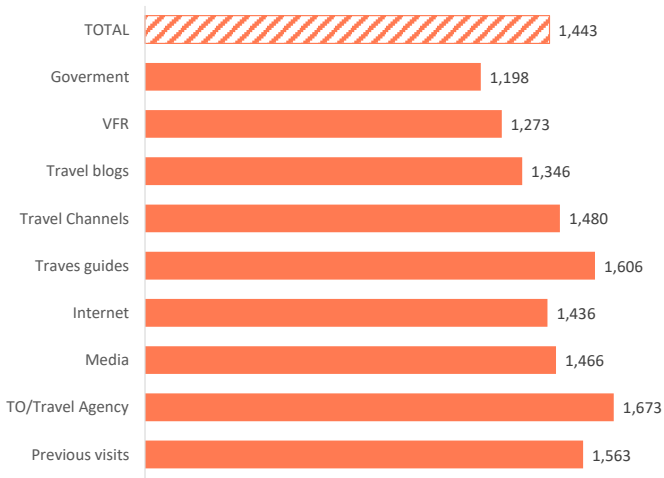
### TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



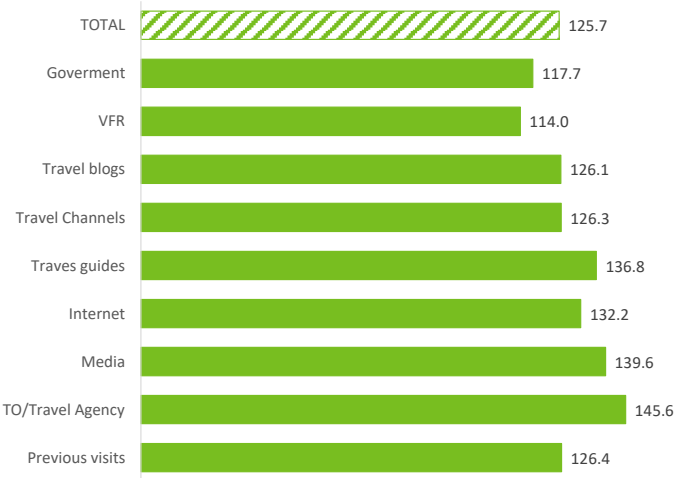

### AVERAGE LENGHT OF STAY




### EXPENDITURE PER TRIP (€)




### DAILY EXPENDITURE WITHOUT FLIGHT (€)




Government = Government bodies/associations or similar, VFR = friendas or relatives, Travel blogs = Travel blogs o forums, TV Channels = Travel TV Channels, Travel guides = Travel guides and magazines, Internet = Internet or social media, Media = Media: press/radio/television, TO/Travel Agency = Tour operador or travel agency , Previous visits = Previous visits to the Canary Islands

# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP

# 2024

## *% Tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| **Accommodation:** | | | | | | | | | | |
| - Accommodation | **84.5%** | 87.6% | 72.7% | 93.9% | 91.5% | 92.7% | 91.9% | 93.6% | 96.1% | 84.5% |
| - Additional accommodation expenses | **6.2%** | 8.7% | 6.1% | 8.3% | 9.4% | 8.1% | 7.0% | 10.1% | 5.4% | 6.1% |
| **Transport:** | | | | | | | | | | |
| - National/International Transport | **95.7%** | 93.8% | 95.2% | 97.1% | 96.4% | 96.5% | 96.9% | 96.5% | 96.7% | 96.6% |
| - Flights between islands | **4.5%** | 6.2% | 5.6% | 6.7% | 7.8% | 5.9% | 4.9% | 6.4% | 2.5% | 4.2% |
| - Taxi | **50.9%** | 41.2% | 42.5% | 37.3% | 56.5% | 46.0% | 50.1% | 51.1% | 72.7% | 54.0% |
| - Car rental | **31.6%** | 42.1% | 34.9% | 55.1% | 34.6% | 48.3% | 37.6% | 38.6% | 22.5% | 28.0% |
| - Public transport | **11.0%** | 13.2% | 12.0% | 13.4% | 11.2% | 12.9% | 11.8% | 12.5% | 8.8% | 10.7% |
| **Food and drink:** | | | | | | | | | | |
| - Food purchases at supermarkets | **58.0%** | 66.1% | 64.5% | 69.4% | 63.1% | 63.3% | 61.1% | 61.2% | 44.5% | 60.6% |
| - Restaurants | **66.6%** | 67.6% | 73.7% | 76.3% | 66.5% | 70.3% | 68.9% | 69.7% | 54.2% | 68.8% |
| **Leisure:** | | | | | | | | | | |
| - Organized excursions | **23.7%** | 30.3% | 23.5% | 33.5% | 30.8% | 33.2% | 26.7% | 30.8% | 29.3% | 19.6% |
| - Sport activities | **6.9%** | 13.4% | 8.8% | 10.5% | 7.0% | 7.1% | 8.1% | 7.5% | 5.4% | 6.8% |
| - Cultural activities | **2.8%** | 5.3% | 3.2% | 4.1% | 2.7% | 4.2% | 3.3% | 3.5% | 1.9% | 2.6% |
| - Museums | **5.4%** | 10.4% | 6.3% | 12.4% | 4.8% | 13.6% | 6.8% | 5.7% | 3.6% | 4.6% |
| - Theme Parks | **11.3%** | 9.9% | 13.8% | 16.4% | 12.0% | 13.8% | 13.4% | 16.6% | 11.3% | 10.3% |
| - Discos and pubs | **10.7%** | 9.6% | 14.8% | 9.6% | 12.0% | 7.2% | 11.2% | 19.4% | 7.3% | 11.8% |
| - Wellness | **4.5%** | 2.8% | 4.8% | 4.7% | 5.8% | 4.3% | 4.6% | 3.6% | 4.6% | 4.9% |
| **Purchases of goods:** | | | | | | | | | | |
| - Souvenirs | **41.2%** | 43.4% | 43.3% | 49.4% | 41.9% | 47.0% | 44.1% | 45.6% | 43.2% | 41.0% |
| - Real estate | **0.1%** | 0.0% | 0.1% | 0.0% | 0.6% | 0.2% | 0.1% | 0.0% | 0.0% | 0.1% |
| - Other purchases | **0.8%** | 1.1% | 1.1% | 1.0% | 0.4% | 0.7% | 0.9% | 1.5% | 0.6% | 0.7% |
| **Others:** | | | | | | | | | | |
| - Medical expenses | **6.7%** | 6.7% | 7.0% | 7.3% | 5.6% | 7.8% | 7.1% | 5.3% | 6.7% | 7.2% |
| - Other expenses | **4.8%** | 7.9% | 4.7% | 5.0% | 4.2% | 5.3% | 5.0% | 6.3% | 6.3% | 4.7% |

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

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| **Expenditure per tourist and trip (€)** | | | | | | | | | | |
| **Accommodation:** | **881** | **662** | **776** | **817** | **922** | **902** | **840** | **862** | **1,054** | **961** |
| - Accommodation | **719** | 542 | 629 | 584 | 715 | 713 | 673 | 673 | 847 | 783 |
| - Additional accommodation expenses | **162** | 120 | 148 | 233 | 206 | 189 | 167 | 189 | 207 | 178 |
| **Transport:** | **752** | **668** | **693** | **678** | **706** | **757** | **721** | **738** | **817** | **776** |
| - National/International Transport | **429** | 372 | 391 | 371 | 412 | 439 | 412 | 408 | 517 | 448 |
| - Flights between islands | **81** | 79 | 80 | 67 | 71 | 78 | 74 | 84 | 70 | 80 |
| - Taxi | **88** | 85 | 78 | 89 | 92 | 89 | 87 | 88 | 99 | 87 |
| - Car rental | **123** | 105 | 115 | 122 | 115 | 124 | 122 | 126 | 111 | 129 |
| - Public transport | **30** | 28 | 30 | 29 | 16 | 27 | 26 | 33 | 21 | 33 |
| **Food and drink:** | **324** | **247** | **308** | **274** | **307** | **276** | **293** | **298** | **279** | **364** |
| - Food purchases at supermarkets | **115** | 84 | 111 | 90 | 112 | 92 | 98 | 92 | 85 | 129 |
| - Restaurants | **209** | 164 | 198 | 184 | 195 | 184 | 195 | 207 | 194 | 235 |
| **Leisure:** | **553** | **456** | **532** | **488** | **499** | **472** | **511** | **524** | **575** | **583** |
| - Organized excursions | **95** | 86 | 91 | 87 | 92 | 91 | 90 | 109 | 104 | 96 |
| - Sport activities | **104** | 90 | 107 | 86 | 53 | 79 | 95 | 84 | 122 | 112 |
| - Cultural activities | **62** | 45 | 55 | 38 | 62 | 51 | 54 | 65 | 69 | 64 |
| - Museums | **37** | 37 | 36 | 36 | 34 | 32 | 36 | 33 | 33 | 35 |
| - Theme Parks | **76** | 39 | 73 | 70 | 74 | 75 | 73 | 66 | 77 | 78 |
| - Discos and pubs | **102** | 77 | 95 | 99 | 109 | 86 | 92 | 89 | 99 | 114 |
| - Wellness | **78** | 82 | 74 | 72 | 75 | 58 | 70 | 81 | 71 | 85 |
| **Purchases of goods:** | **21,536** | **240** | **21,116** | **1,174** | **461** | **68,076** | **25,455** | **144** | **445** | **24,375** |
| - Souvenirs | **89** | 95 | 81 | 64 | 82 | 73 | 75 | 77 | 88 | 97 |
| - Real estate | **21,287** | 0 | 20,923 | 1,000 | 348 | 67,918 | 25,295 | 0 | 252 | 24,027 |
| - Other purchases | **160** | 146 | 111 | 110 | 30 | 84 | 85 | 68 | 105 | 251 |
| **Others:** | **123** | **134** | **130** | **88** | **249** | **119** | **114** | **159** | **118** | **136** |
| - Medical expenses | **39** | 33 | 38 | 21 | 88 | 31 | 35 | 20 | 41 | 42 |
| - Other expenses | **84** | 101 | 92 | 66 | 161 | 88 | 79 | 139 | 77 | 93 |

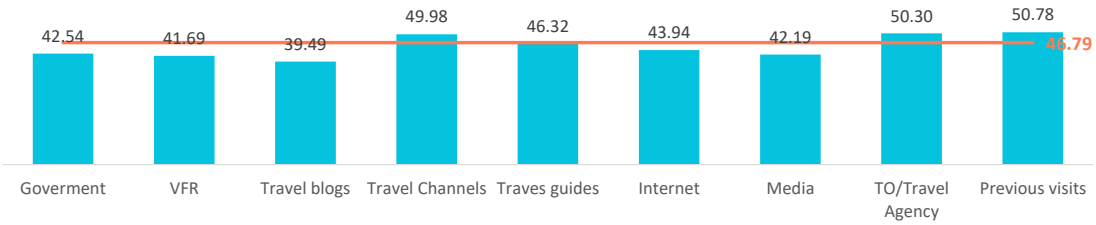
# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
# 2024

## TOURIST PROFILE

### *Who are they?*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| **Gender** | | | | | | | | | | |
| Percentage of men | **48.4%** | 53.0% | 47.1% | 45.1% | 44.9% | 51.1% | 48.3% | 47.6% | 45.6% | 49.4% |
| Percentage of women | **51.6%** | 47.0% | 52.9% | 54.9% | 55.1% | 48.9% | 51.7% | 52.4% | 54.4% | 50.6% |
| **Age** | | | | | | | | | | |
| Average age | **46.79** | 42.54 | 41.69 | 39.49 | 49.98 | 46.32 | 43.94 | 42.19 | 50.30 | 50.78 |
| Standard deviation | **16.8** | 16.1 | 16.0 | 13.4 | 17.3 | 16.4 | 15.9 | 16.9 | 16.8 | 16.5 |
| **Age range** | | | | | | | | | | |
| 16-24 years old | **10.5%** | 10.8% | 15.4% | 12.1% | 8.6% | 11.0% | 12.0% | 18.7% | 8.8% | 6.7% |
| 25-30 years old | **10.9%** | 19.8% | 15.5% | 18.4% | 10.1% | 9.9% | 12.8% | 13.4% | 6.7% | 7.2% |
| 31-45 years old | **28.9%** | 33.8% | 32.8% | 39.7% | 20.7% | 29.5% | 32.7% | 29.4% | 25.1% | 26.0% |
| 46-60 years old | **24.3%** | 15.2% | 20.3% | 21.3% | 31.9% | 26.4% | 23.8% | 19.6% | 26.7% | 27.1% |
| Over 60 years old | **25.5%** | 20.3% | 16.1% | 8.6% | 28.7% | 23.3% | 18.8% | 18.9% | 32.7% | 33.1% |
| **Occupation** | | | | | | | | | | |
| Salaried worker | **55.9%** | 55.4% | 59.8% | 67.5% | 49.7% | 58.5% | 61.0% | 60.3% | 54.1% | 51.9% |
| Self-employed | **10.8%** | 11.6% | 11.9% | 11.1% | 10.3% | 10.5% | 10.4% | 11.4% | 8.3% | 10.8% |
| Unemployed | **0.9%** | 1.3% | 1.2% | 0.8% | 1.8% | 0.7% | 0.9% | 1.0% | 0.5% | 0.6% |
| Business owner | **7.7%** | 8.1% | 7.0% | 6.4% | 8.2% | 7.0% | 7.5% | 6.1% | 7.2% | 7.3% |
| Student | **4.2%** | 7.5% | 6.4% | 5.5% | 2.8% | 4.8% | 4.5% | 6.0% | 3.3% | 2.8% |
| Retired | **19.2%** | 14.0% | 12.6% | 7.2% | 23.4% | 17.0% | 14.5% | 13.9% | 25.2% | 25.2% |
| Unpaid domestic work | **0.5%** | 1.0% | 0.5% | 0.8% | 1.5% | 0.4% | 0.5% | 0.5% | 0.5% | 0.5% |
| Others | **0.8%** | 1.1% | 0.7% | 0.6% | 2.4% | 1.0% | 0.6% | 0.7% | 1.0% | 0.9% |
| **Annual household income level** | | | | | | | | | | |
| Less than €25,000 | **12.6%** | 15.0% | 15.2% | 13.6% | 13.9% | 10.8% | 12.2% | 16.1% | 11.3% | 10.1% |
| €25,000 - €49,999 | **33.9%** | 41.1% | 34.4% | 35.5% | 33.9% | 33.0% | 33.0% | 34.4% | 34.4% | 32.2% |
| €50,000 - €74,999 | **25.5%** | 20.6% | 24.2% | 24.7% | 25.2% | 25.7% | 25.5% | 24.3% | 26.8% | 26.7% |
| More than €74,999 | **27.9%** | 23.3% | 26.3% | 26.2% | 27.0% | 30.4% | 29.4% | 25.2% | 27.6% | 31.1% |
| **Education level** | | | | | | | | | | |
| No studies | **4.0%** | 3.2% | 3.6% | 2.0% | 4.1% | 2.9% | 3.5% | 3.5% | 4.0% | 4.6% |
| Primary education | **1.9%** | 1.0% | 1.5% | 0.8% | 1.6% | 1.7% | 1.3% | 1.2% | 2.0% | 1.8% |
| Secondary education | **21.0%** | 12.0% | 18.4% | 13.0% | 18.1% | 17.4% | 18.2% | 16.0% | 24.6% | 21.3% |
| Higher education | **73.1%** | 83.7% | 76.5% | 84.2% | 76.2% | 78.0% | 77.1% | 79.3% | 69.3% | 72.3% |

**AVERAGE AGE**




### *Who do they come with?*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Unaccompanied | **10.3%** | 13.5% | 13.3% | 7.2% | 6.0% | 6.2% | 7.8% | 6.5% | 5.7% | 9.6% |
| Only with partner | **46.8%** | 35.3% | 37.4% | 48.1% | 47.3% | 49.6% | 47.9% | 47.6% | 51.7% | 49.3% |
| Only with children (< 13 years old) | **4.3%** | 2.7% | 3.6% | 3.5% | 1.7% | 4.1% | 4.3% | 3.7% | 4.6% | 3.7% |
| Partner + children (< 13 years old) | **6.8%** | 5.2% | 6.8% | 10.5% | 5.0% | 7.0% | 8.5% | 5.2% | 7.5% | 7.1% |
| Other relatives | **10.4%** | 15.2% | 11.8% | 8.2% | 14.7% | 11.6% | 9.6% | 13.3% | 10.6% | 10.2% |
| Friends | **7.2%** | 7.1% | 10.8% | 7.4% | 6.8% | 5.8% | 7.8% | 5.6% | 4.6% | 5.4% |
| Work colleagues | **0.5%** | 3.2% | 0.3% | 0.1% | 0.3% | 0.4% | 0.3% | 0.4% | 0.5% | 0.2% |
| Organized trip | **0.2%** | 1.3% | 0.1% | 0.1% | 0.0% | 0.1% | 0.1% | 0.0% | 0.3% | 0.0% |
| Other combinations [2] | **13.5%** | 16.3% | 16.0% | 14.8% | 18.2% | 15.3% | 13.9% | 17.6% | 14.5% | 14.5% |
| [2] *Different situations have been isolated* | | | | | | | | | | |
| **Tourists with children** | **17.0%** | **13.5%** | **17.7%** | **19.2%** | **14.3%** | **16.6%** | **18.6%** | **14.4%** | **18.6%** | **17.2%** |
| - Between 0 and 2 years old | **1.3%** | 0.7% | 1.7% | 1.8% | 1.6% | 1.4% | 1.5% | 1.1% | 1.0% | 1.3% |
| - Between 3 and 12 years old | **14.5%** | 12.9% | 14.5% | 16.3% | 12.4% | 14.3% | 15.9% | 12.7% | 16.6% | 14.7% |
| - Between 0 -2 and 3-12 years old | **1.2%** | 0.0% | 1.5% | 1.1% | 0.4% | 0.8% | 1.3% | 0.7% | 1.0% | 1.3% |
| **Tourists without children** | **83.0%** | **86.5%** | **82.3%** | **80.8%** | **85.7%** | **83.4%** | **81.4%** | **85.6%** | **81.4%** | **82.8%** |
| **Group composition:** | | | | | | | | | | |
| - 1 person | **12.5%** | 17.5% | 16.1% | 8.5% | 6.7% | 7.5% | 9.5% | 8.6% | 7.0% | 11.4% |
| - 2 people | **54.9%** | 44.5% | 47.4% | 56.1% | 62.0% | 56.6% | 56.0% | 56.6% | 60.1% | 55.9% |
| - 3 people | **11.9%** | 19.3% | 12.1% | 12.6% | 16.4% | 12.9% | 12.6% | 16.3% | 12.4% | 11.7% |
| - 4 or 5 people | **16.2%** | 13.4% | 18.3% | 19.2% | 11.0% | 18.8% | 17.4% | 14.1% | 16.1% | 16.2% |
| - 6 or more people | **4.5%** | 5.3% | 6.2% | 3.6% | 3.8% | 4.1% | 4.5% | 4.4% | 4.3% | 4.8% |
| **Average group size:** | **2.61** | 2.60 | 2.72 | 2.68 | 2.56 | 2.70 | 2.67 | 2.70 | 2.67 | 2.63 |

**People who share the main expenses of the trip*

# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
# 2024

## TRIP MOTIVATION AND DESTINATION CHOICE

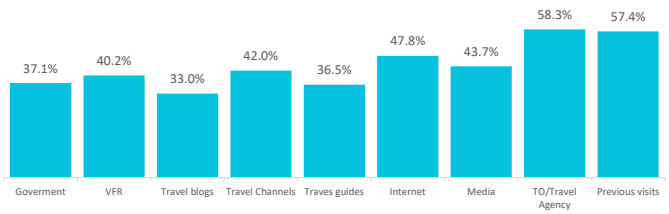
### *What is the main reason for visiting the Canary Islands?*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Holidays | **90.4%** | 88.4% | 81.3% | 95.9% | 94.0% | 96.4% | 94.3% | 95.0% | 97.9% | 92.3% |
| Family reasons | **6.9%** | 1.2% | 16.9% | 2.2% | 3.2% | 2.0% | 3.6% | 1.8% | 0.6% | 6.0% |
| Business | **1.3%** | 6.1% | 0.6% | 0.5% | 0.5% | 0.5% | 0.7% | 0.7% | 0.9% | 0.7% |
| Education and training | **0.2%** | 0.0% | 0.2% | 0.2% | 1.2% | 0.2% | 0.2% | 0.7% | 0.1% | 0.1% |
| Sports training | **0.5%** | 1.2% | 0.3% | 0.6% | 0.0% | 0.4% | 0.5% | 1.0% | 0.2% | 0.5% |
| Health | **0.2%** | 0.0% | 0.1% | 0.2% | 0.4% | 0.2% | 0.2% | 0.0% | 0.1% | 0.1% |
| Conventions and Exhibitions | **0.1%** | 2.9% | 0.1% | 0.1% | 0.0% | 0.2% | 0.1% | 0.4% | 0.1% | 0.0% |
| Others | **0.4%** | 0.2% | 0.5% | 0.2% | 0.7% | 0.1% | 0.4% | 0.4% | 0.1% | 0.3% |

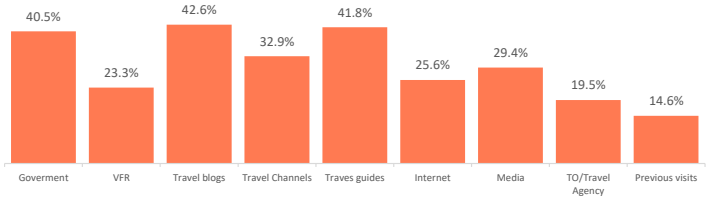
### *What is the main motivation for their holidays?*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Rest | **50.6%** | 37.1% | 40.2% | 33.0% | 42.0% | 36.5% | 47.8% | 43.7% | 58.3% | 57.4% |
| Enjoy family time | **15.9%** | 6.7% | 21.6% | 13.2% | 10.2% | 11.8% | 14.0% | 11.7% | 13.2% | 16.4% |
| Have fun | **9.0%** | 12.0% | 11.6% | 8.1% | 12.8% | 6.6% | 9.4% | 11.0% | 7.1% | 7.9% |
| Explore the destination | **21.2%** | 40.5% | 23.3% | 42.6% | 32.9% | 41.8% | 25.6% | 29.4% | 19.5% | 14.6% |
| Practice their hobbies | **1.9%** | 0.9% | 1.8% | 2.3% | 1.3% | 2.4% | 1.9% | 1.6% | 1.1% | 2.2% |
| Other reasons | **1.4%** | 2.8% | 1.6% | 0.9% | 0.7% | 0.9% | 1.3% | 2.6% | 0.9% | 1.5% |

**REST**




**EXPLORE THE DESTINATION**




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

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Climate | **75.6%** | 61.6% | 71.1% | 74.0% | 79.8% | 73.2% | 76.4% | 75.6% | 78.2% | 80.1% |
| Safety | **55.7%** | 53.9% | 53.0% | 52.1% | 59.7% | 50.6% | 55.2% | 60.1% | 60.7% | 59.0% |
| Tranquility | **49.3%** | 48.9% | 46.8% | 46.7% | 54.0% | 46.4% | 47.3% | 49.8% | 50.7% | 51.1% |
| Sea | **45.1%** | 39.8% | 44.4% | 44.9% | 46.5% | 44.5% | 44.9% | 50.9% | 42.7% | 43.8% |
| Accommodation supply | **43.5%** | 37.0% | 36.9% | 37.9% | 43.0% | 40.6% | 44.1% | 45.8% | 52.9% | 47.0% |
| Effortless trip | **39.2%** | 33.9% | 36.3% | 33.0% | 37.9% | 34.1% | 38.0% | 39.5% | 43.5% | 42.4% |
| Beaches | **38.8%** | 32.0% | 38.1% | 37.7% | 40.1% | 34.0% | 38.0% | 43.3% | 35.7% | 37.6% |
| Price | **37.9%** | 37.3% | 36.4% | 35.3% | 37.9% | 32.6% | 38.1% | 42.8% | 39.9% | 39.1% |
| European belonging | **37.2%** | 39.2% | 34.5% | 33.9% | 39.9% | 33.6% | 35.5% | 39.3% | 39.2% | 39.4% |
| Landscapes | **35.3%** | 40.6% | 37.4% | 49.4% | 42.9% | 47.5% | 36.1% | 44.6% | 28.7% | 31.6% |
| Environment | **34.5%** | 40.3% | 35.1% | 39.7% | 41.5% | 38.6% | 34.1% | 43.7% | 30.6% | 34.4% |
| Gastronomy | **27.0%** | 29.7% | 26.8% | 28.7% | 29.1% | 24.5% | 26.6% | 29.4% | 26.0% | 28.2% |
| Fun possibilities | **23.6%** | 24.7% | 27.0% | 23.1% | 23.3% | 21.8% | 23.3% | 29.7% | 21.3% | 22.3% |
| Authenticity | **23.3%** | 33.8% | 24.9% | 25.8% | 25.0% | 27.1% | 22.4% | 28.4% | 20.9% | 22.0% |
| Exoticism | **11.8%** | 13.0% | 13.5% | 12.8% | 15.0% | 12.2% | 11.3% | 18.8% | 10.2% | 9.7% |
| Hiking trail network | **10.8%** | 19.5% | 11.4% | 16.3% | 13.0% | 16.3% | 10.7% | 12.5% | 7.0% | 9.5% |
| Shopping | **10.1%** | 11.3% | 9.7% | 6.7% | 12.1% | 8.4% | 8.5% | 10.9% | 10.2% | 10.4% |
| Culture | **10.1%** | 16.6% | 10.9% | 13.2% | 14.3% | 13.7% | 9.3% | 16.2% | 8.5% | 9.2% |
| Historical heritage | **9.5%** | 17.9% | 10.0% | 11.1% | 16.3% | 12.2% | 8.5% | 13.9% | 8.3% | 8.6% |
| Nightlife | **8.3%** | 6.5% | 9.6% | 4.8% | 8.4% | 5.5% | 7.5% | 9.9% | 5.8% | 8.0% |

*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 | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Previous visits to the Canary Islands | **48.4%** | 39.8% | 38.8% | 38.0% | 52.5% | 41.3% | 42.2% | 40.9% | 42.5% | **100%** |
| Friends or relatives | **29.7%** | 32.7% | **100%** | 36.1% | 29.4% | 30.2% | 28.8% | 37.2% | 17.6% | 23.8% |
| Internet or social media | **51.4%** | 66.7% | 49.8% | 86.8% | 70.1% | 71.2% | **100%** | 79.2% | 41.7% | 44.8% |
| Mass Media | **1.9%** | 12.7% | 2.4% | 6.3% | 19.6% | 7.0% | 2.9% | **100%** | 2.0% | 1.6% |
| Travel guides and magazines | **6.5%** | 23.7% | 6.6% | 20.0% | 29.1% | **100%** | 8.9% | 24.0% | 9.2% | 5.5% |
| Travel Blogs or Forums | **6.3%** | 31.5% | 7.6% | **100%** | 23.0% | 19.4% | 10.6% | 21.1% | 5.2% | 4.9% |
| Travel TV Channels | **0.8%** | 3.7% | 0.8% | 2.9% | **100%** | 3.6% | 1.1% | 8.3% | 1.2% | 0.9% |
| Tour Operator or Travel Agency | **20.2%** | 21.3% | 12.0% | 16.7% | 29.9% | 28.7% | 16.4% | 21.1% | **100%** | 17.7% |
| Public administrations or similar | **0.5%** | **100%** | 0.6% | 2.7% | 2.5% | 2.0% | 0.7% | 3.6% | 0.6% | 0.4% |
| Others | **3.3%** | 6.1% | 1.7% | 2.4% | 3.6% | 2.9% | 1.6% | 5.2% | 0.9% | 1.7% |

** Multi-choise question*

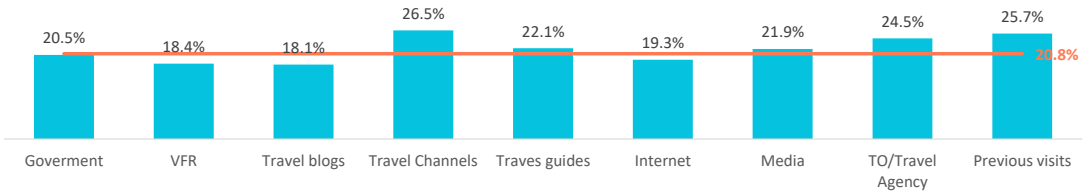
# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
# 2024

## TRIP BOOKING

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

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| The same day | **0.9%** | 1.1% | 0.9% | 0.4% | 0.2% | 0.4% | 0.6% | 0.3% | 0.5% | 0.5% |
| Between 1 and 30 days | **22.3%** | 24.9% | 23.1% | 20.9% | 23.6% | 16.7% | 22.0% | 18.1% | 19.0% | 18.9% |
| Between 1 and 2 months | **23.0%** | 26.3% | 24.3% | 25.8% | 18.1% | 22.8% | 23.8% | 23.0% | 21.0% | 21.4% |
| Between 3 and 6 months | **33.0%** | 27.3% | 33.3% | 34.8% | 31.7% | 37.9% | 34.2% | 36.6% | 34.9% | 33.6% |
| More than 6 months | **20.8%** | 20.5% | 18.4% | 18.1% | 26.5% | 22.1% | 19.3% | 21.9% | 24.5% | 25.7% |

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



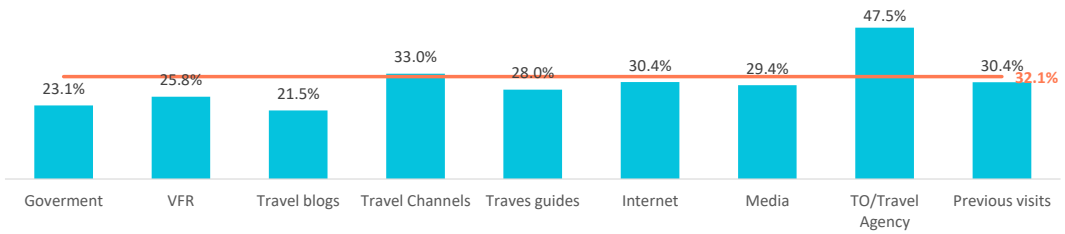

### *With whom did they book their flight and accommodation?*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| **Flight** | | | | | | | | | | |
| - Directly with the airline | **50.0%** | 60.5% | 63.6% | 63.9% | 44.6% | 47.8% | 52.6% | 50.6% | 10.4% | 51.6% |
| - Tour Operator or Travel Agency | **50.0%** | 39.5% | 36.4% | 36.1% | 55.4% | 52.2% | 47.4% | 49.4% | 89.6% | 48.4% |
| **Accommodation** | | | | | | | | | | |
| - Directly with the accommodation | **37.0%** | 48.7% | 46.9% | 49.0% | 33.6% | 36.0% | 41.1% | 36.8% | 8.0% | 38.2% |
| - Tour Operator or Travel Agency | **63.0%** | 51.3% | 53.1% | 51.0% | 66.4% | 64.0% | 58.9% | 63.2% | 92.0% | 61.8% |

### *What do they book?*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Room only | **33.3%** | 40.1% | 42.9% | 44.4% | 28.2% | 34.1% | 35.8% | 35.2% | 12.5% | 35.5% |
| Bed and Breakfast | **14.1%** | 14.2% | 14.6% | 16.5% | 14.4% | 14.5% | 14.8% | 15.9% | 11.9% | 13.5% |
| Half board | **17.4%** | 13.3% | 14.0% | 15.8% | 19.9% | 20.1% | 16.9% | 16.2% | 23.8% | 18.2% |
| Full board | **3.1%** | 9.4% | 2.7% | 1.8% | 4.5% | 3.2% | 2.0% | 3.3% | 4.3% | 2.3% |
| All inclusive | **32.1%** | 23.1% | 25.8% | 21.5% | 33.0% | 28.0% | 30.4% | 29.4% | 47.5% | 30.4% |

**% TOURISTS WHO BOOK ALL INCLUSIVE**

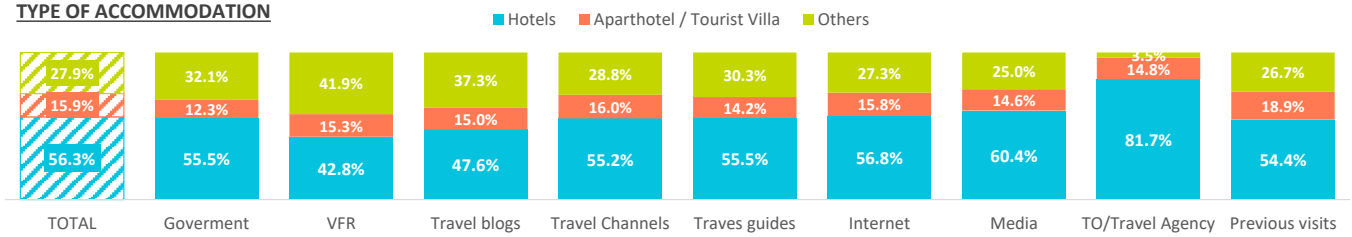



## ACCOMMODATION

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| 1-2-3* Hotel | **10.3%** | 15.7% | 8.5% | 9.5% | 6.8% | 9.6% | 10.4% | 10.4% | 12.4% | 9.8% |
| 4* Hotel | **37.0%** | 33.6% | 26.8% | 30.4% | 40.0% | 37.6% | 37.3% | 41.1% | 57.4% | 35.2% |
| 5* Hotel / 5* Luxury Hotel | **9.0%** | 6.2% | 7.6% | 7.8% | 8.5% | 8.3% | 9.1% | 8.9% | 11.9% | 9.4% |
| Aparthotel / Tourist Villa | **15.9%** | 12.3% | 15.3% | 15.0% | 16.0% | 14.2% | 15.8% | 14.6% | 14.8% | 18.9% |
| House/room rented in a private dwelling | **15.5%** | 22.6% | 19.5% | 27.8% | 19.3% | 21.7% | 19.7% | 18.1% | 2.3% | 14.7% |
| Private accommodation [1] | **9.3%** | 4.9% | 19.2% | 3.1% | 4.7% | 3.6% | 4.1% | 2.3% | 0.4% | 9.7% |
| Others (Cottage, cruise, camping,..) | **3.0%** | 4.7% | 3.3% | 6.5% | 4.8% | 5.0% | 3.5% | 4.6% | 0.8% | 2.3% |

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

**TYPE OF ACCOMMODATION**



# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
# 2024

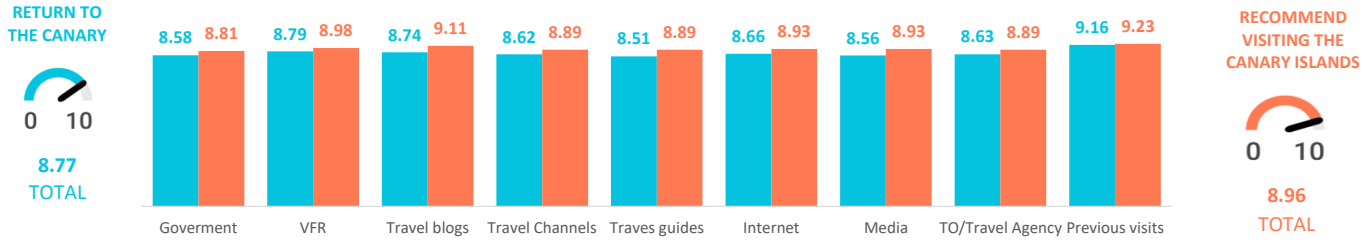
## SATISFACTION AND LOYALTY INDICATORS

### *Satisfaction*

| Satisfaction (scale 0-10) | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Average rating | **8.74** | 8.57 | 8.78 | 8.82 | 8.76 | 8.74 | 8.71 | 8.71 | 8.73 | 8.90 |

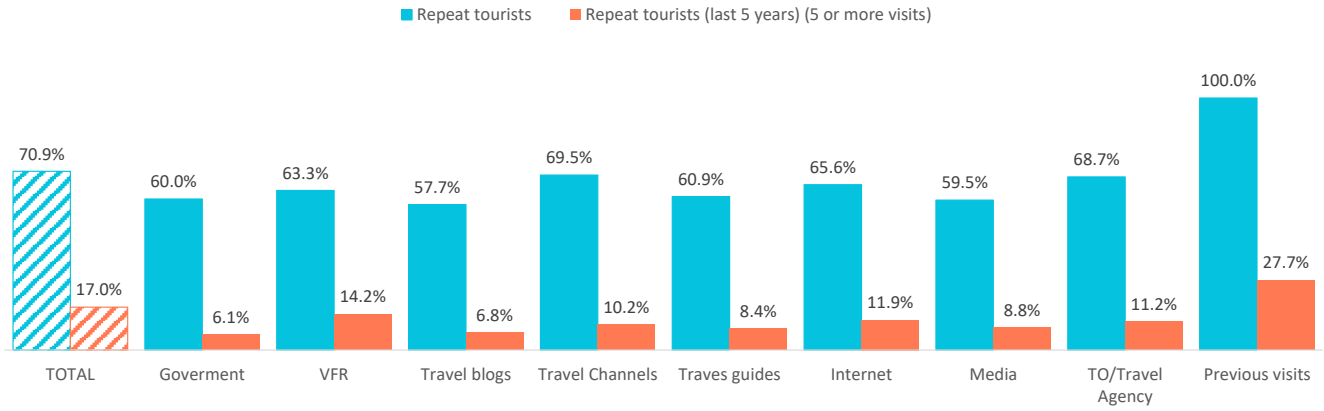
| Experience in the Canary Islands | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Worse or much worse than expected | **2.9%** | 3.6% | 2.8% | 3.0% | 2.6% | 2.5% | 2.8% | 3.8% | 2.6% | 1.9% |
| Lived up to expectations | **54.8%** | 43.6% | 48.7% | 45.5% | 47.8% | 47.3% | 52.3% | 46.0% | 55.5% | 61.9% |
| Better or much better than expected | **42.3%** | 52.8% | 48.5% | 51.6% | 49.6% | 50.2% | 44.8% | 50.2% | 41.9% | 36.2% |

| Future intentions (scale 1-10) | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Return to the Canary Islands | **8.77** | 8.58 | 8.79 | 8.74 | 8.62 | 8.51 | 8.66 | 8.56 | 8.63 | 9.16 |
| Recommend visiting the Canary Islands | **8.96** | 8.81 | 8.98 | 9.11 | 8.89 | 8.89 | 8.93 | 8.93 | 8.89 | 9.23 |




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

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Repeat tourists | **70.9%** | 60.0% | 63.3% | 57.7% | 69.5% | 60.9% | 65.6% | 59.5% | 68.7% | 100.0% |
| At least 10 previous visits | **19.9%** | 14.6% | 15.7% | 8.2% | 13.8% | 10.8% | 14.5% | 12.3% | 15.5% | 32.5% |
| Repeat tourists (last 5 years) | **63.8%** | 53.7% | 56.2% | 50.7% | 62.2% | 53.8% | 58.1% | 52.8% | 60.1% | 92.6% |
| Repeat tourists (last 5 years) (5 or more visits) | **17.0%** | 6.1% | 14.2% | 6.8% | 10.2% | 8.4% | 11.9% | 8.8% | 11.2% | 27.7% |




## ISLANDS

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

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| One island | **92.9%** | 88.0% | 92.0% | 90.5% | 88.9% | 90.1% | 92.9% | 90.1% | 94.4% | 93.4% |
| Two islands | **6.1%** | 10.3% | 7.1% | 7.5% | 8.6% | 7.9% | 6.1% | 8.1% | 4.7% | 5.7% |
| Three or more islands | **1.0%** | 1.7% | 0.9% | 1.9% | 2.5% | 2.0% | 1.0% | 1.8% | 0.9% | 0.8% |

### *Visited islands during their trip (with overnight staying)*

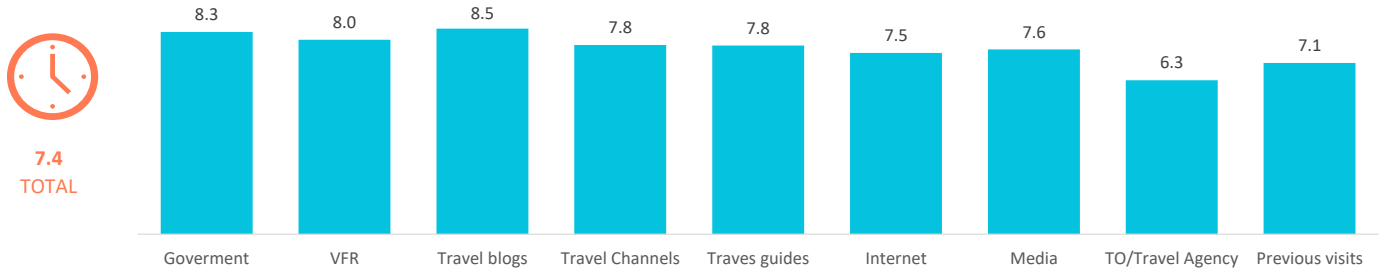
| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Lanzarote | **18.6%** | 18.5% | 17.1% | 20.1% | 18.6% | 20.9% | 19.4% | 19.4% | 17.8% | 21.2% |
| Fuerteventura | **14.6%** | 17.8% | 12.0% | 14.0% | 12.5% | 12.0% | 14.9% | 9.8% | 17.6% | 13.6% |
| Gran Canaria | **26.6%** | 29.4% | 25.4% | 19.5% | 24.3% | 23.4% | 24.1% | 22.1% | 26.7% | 25.8% |
| Tenerife | **41.4%** | 34.1% | 47.1% | 48.7% | 45.9% | 45.2% | 42.8% | 50.1% | 37.9% | 40.6% |
| La Gomera | **0.3%** | 0.6% | 0.5% | 1.1% | 0.5% | 0.6% | 0.4% | 0.4% | 0.2% | 0.3% |
| La Palma | **1.4%** | 4.4% | 1.5% | 2.5% | 2.1% | 3.6% | 1.5% | 2.8% | 1.3% | 1.2% |
| El Hierro | **0.1%** | 0.1% | 0.2% | 0.2% | 0.0% | 0.2% | 0.1% | 0.3% | 0.0% | 0.1% |
| Cruise | **0.2%** | 0.0% | 0.1% | 0.3% | 0.3% | 0.4% | 0.2% | 0.8% | 0.2% | 0.2% |

# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
# 2024

## ACTIVITIES IN THE CANARY ISLANDS

### *Outdoor time per day*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| 0 hours | **2.6%** | 0.0% | 1.7% | 1.4% | 1.7% | 1.7% | 2.4% | 0.6% | 3.4% | 2.9% |
| 1 - 2 hours | **9.6%** | 6.5% | 7.1% | 5.4% | 9.4% | 6.5% | 9.5% | 8.1% | 14.9% | 10.4% |
| 3 - 6 hours | **32.6%** | 29.6% | 28.9% | 24.8% | 29.1% | 31.2% | 31.8% | 33.3% | 39.2% | 35.4% |
| 7 - 12 hours | **46.6%** | 51.9% | 51.9% | 56.7% | 48.9% | 52.0% | 47.6% | 50.2% | 36.5% | 44.1% |
| More than 12 hours | **8.6%** | 12.0% | 10.5% | 11.6% | 10.8% | 8.5% | 8.7% | 7.8% | 6.0% | 7.2% |
| **Outdoor time per day** | **7.4** | 8.3 | 8.0 | 8.5 | 7.8 | 7.8 | 7.5 | 7.6 | 6.3 | 7.1 |




### *Activities in the Canary Islands*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Walk, wander | **73.6%** | 78.6% | 79.0% | 83.9% | 76.6% | 79.6% | 78.0% | 79.8% | 73.5% | 76.1% |
| Beach | **68.9%** | 70.6% | 74.9% | 81.0% | 69.2% | 72.5% | 73.6% | 73.0% | 65.6% | 66.3% |
| Swimming pool, hotel facilities | **57.7%** | 51.2% | 55.2% | 57.4% | 60.6% | 54.7% | 60.5% | 63.3% | 69.0% | 60.6% |
| Explore the island on their own | **48.8%** | 63.2% | 56.8% | 72.6% | 55.0% | 67.6% | 56.4% | 64.2% | 41.4% | 45.2% |
| Taste Canarian gastronomy | **27.3%** | 39.2% | 34.2% | 42.8% | 40.3% | 35.6% | 30.8% | 34.0% | 22.4% | 28.5% |
| Hiking | **18.8%** | 29.5% | 22.8% | 39.4% | 21.1% | 35.7% | 22.8% | 25.5% | 13.8% | 16.2% |
| Organized excursions | **16.2%** | 27.4% | 16.2% | 22.3% | 24.4% | 24.2% | 18.2% | 22.5% | 24.8% | 12.6% |
| Nightlife / concerts / shows | **15.4%** | 13.2% | 20.7% | 16.3% | 15.2% | 12.9% | 16.4% | 25.3% | 12.7% | 16.1% |
| Theme parks | **14.7%** | 15.9% | 18.2% | 22.0% | 18.8% | 17.1% | 17.5% | 24.4% | 14.9% | 13.1% |
| Sea excursions / whale watching | **12.0%** | 16.4% | 13.2% | 17.7% | 13.5% | 18.2% | 14.1% | 16.8% | 13.9% | 9.3% |
| Wineries / markets / popular festivals | **11.2%** | 20.9% | 14.6% | 19.3% | 17.5% | 20.1% | 12.7% | 17.0% | 9.7% | 10.8% |
| Museums / exhibitions | **10.8%** | 23.7% | 13.3% | 21.9% | 18.6% | 24.5% | 13.4% | 16.5% | 9.0% | 9.3% |
| Other Nature Activities | **8.4%** | 16.5% | 11.2% | 18.0% | 10.0% | 15.2% | 10.4% | 10.3% | 5.8% | 6.5% |
| Swim | **7.4%** | 9.8% | 8.6% | 8.3% | 11.5% | 9.9% | 8.2% | 14.0% | 6.9% | 7.8% |
| Running | **6.0%** | 12.0% | 6.9% | 8.1% | 4.9% | 7.3% | 6.4% | 7.5% | 4.9% | 6.0% |
| Beauty and health treatments | **5.2%** | 5.3% | 5.5% | 5.3% | 5.6% | 5.3% | 5.3% | 5.0% | 5.8% | 5.4% |
| Practice other sports | **4.3%** | 7.5% | 5.3% | 5.2% | 2.5% | 4.3% | 4.5% | 4.3% | 3.3% | 4.1% |
| Astronomical observation | **3.9%** | 13.0% | 5.1% | 6.3% | 5.7% | 6.2% | 4.5% | 4.7% | 3.7% | 3.4% |
| Surf | **2.8%** | 4.2% | 3.7% | 4.3% | 1.9% | 2.8% | 3.1% | 3.6% | 1.0% | 2.3% |
| Cycling / Mountain bike | **2.7%** | 1.8% | 2.7% | 3.2% | 4.1% | 2.8% | 3.0% | 2.6% | 2.1% | 3.0% |
| Golf | **2.5%** | 2.9% | 3.1% | 1.9% | 2.6% | 1.8% | 2.4% | 2.7% | 2.4% | 2.7% |
| Scuba Diving | **2.4%** | 4.6% | 3.0% | 4.1% | 2.8% | 3.0% | 2.8% | 4.2% | 1.7% | 1.9% |
| Windsurf / Kitesurf | **0.8%** | 0.3% | 0.9% | 0.9% | 0.5% | 0.6% | 0.8% | 1.1% | 0.5% | 0.8% |

## COUNTRY OF RESIDENCE

### *Where are they from?*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| United Kingdom | **34.6%** | 31.0% | 32.7% | 23.7% | 34.1% | 26.5% | 34.7% | 38.0% | 38.4% | 44.1% |
| Germany | **16.4%** | 7.6% | 13.4% | 14.5% | 24.5% | 23.1% | 16.8% | 18.0% | 21.2% | 15.2% |
| Spanish Mainland | **11.2%** | 21.8% | 14.7% | 15.6% | 5.4% | 5.2% | 10.7% | 7.7% | 6.0% | 7.8% |
| France | **5.2%** | 5.9% | 5.0% | 8.5% | 2.4% | 10.6% | 5.4% | 7.4% | 5.8% | 3.2% |
| Italy | **4.5%** | 5.2% | 5.8% | 6.0% | 3.3% | 3.8% | 4.6% | 2.7% | 2.7% | 2.8% |
| Ireland | **4.3%** | 2.2% | 4.6% | 4.5% | 5.8% | 2.6% | 4.1% | 4.4% | 2.9% | 5.3% |
| Netherlands | **4.2%** | 1.5% | 3.4% | 2.4% | 3.8% | 4.6% | 4.7% | 2.3% | 4.6% | 3.3% |
| Belgium | **2.8%** | 2.1% | 2.8% | 2.0% | 1.6% | 5.0% | 2.3% | 2.1% | 3.3% | 2.6% |
| Norway | **2.5%** | 3.5% | 2.4% | 0.3% | 2.7% | 0.7% | 1.9% | 1.4% | 2.4% | 3.0% |
| Sweden | **2.1%** | 3.7% | 1.5% | 0.8% | 2.0% | 1.6% | 1.8% | 1.4% | 1.7% | 2.4% |
| Poland | **1.9%** | 1.8% | 1.7% | 6.4% | 3.4% | 3.6% | 2.4% | 3.8% | 2.7% | 1.4% |
| Denmark | **1.6%** | 2.5% | 1.4% | 0.8% | 0.6% | 1.3% | 1.4% | 0.7% | 2.3% | 1.9% |
| Finland | **1.1%** | 0.5% | 1.2% | 1.5% | 1.1% | 0.7% | 1.3% | 0.9% | 1.5% | 1.3% |
| Switzerland | **1.1%** | 0.0% | 0.9% | 0.9% | 0.6% | 2.0% | 1.1% | 0.2% | 0.9% | 0.9% |
| Czech Republic | **1.0%** | 0.6% | 1.4% | 2.4% | 1.0% | 1.4% | 1.3% | 0.4% | 0.4% | 0.9% |
| Austria | **0.8%** | 0.3% | 0.9% | 1.8% | 2.0% | 1.8% | 0.9% | 1.6% | 0.6% | 0.6% |
| Others | **4.7%** | 9.7% | 6.3% | 7.9% | 5.7% | 5.6% | 4.7% | 7.0% | 2.6% | 3.3% |

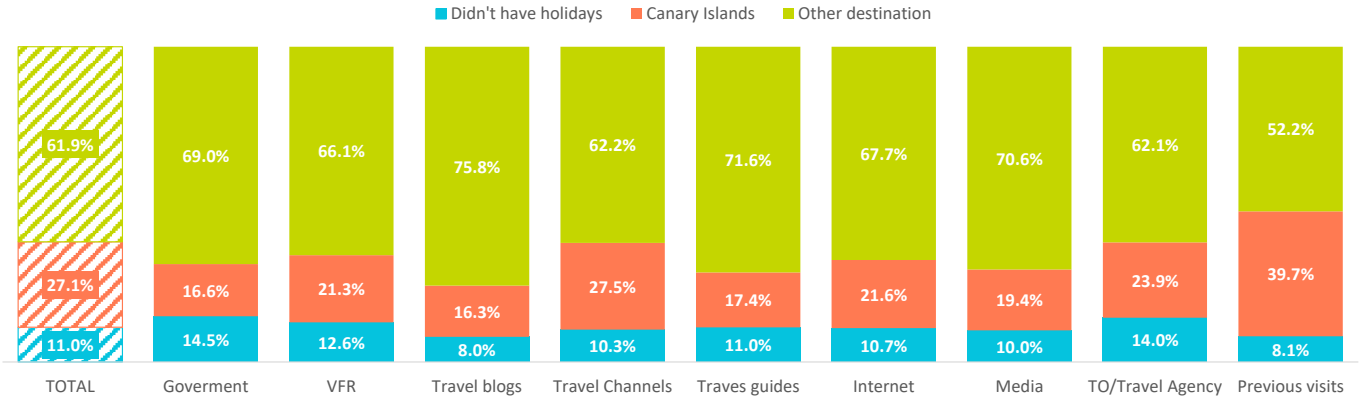
# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
# 2024

## COMPETITORS

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

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Didn't have holidays | **11.0%** | 14.5% | 12.6% | 8.0% | 10.3% | 11.0% | 10.7% | 10.0% | 14.0% | 8.1% |
| Canary Islands | **27.1%** | 16.6% | 21.3% | 16.3% | 27.5% | 17.4% | 21.6% | 19.4% | 23.9% | 39.7% |
| Other destination | **61.9%** | 69.0% | 66.1% | 75.8% | 62.2% | 71.6% | 67.7% | 70.6% | 62.1% | 52.2% |
| Balearic Islands | **4.5%** | 6.0% | 4.2% | 4.2% | 8.2% | 5.1% | 4.7% | 5.5% | 5.4% | 4.2% |
| Rest of Spain | **11.4%** | 13.5% | 13.4% | 13.8% | 7.7% | 9.5% | 12.1% | 13.2% | 9.0% | 9.6% |
| Italy | **7.2%** | 7.9% | 8.4% | 10.0% | 6.9% | 8.4% | 8.0% | 7.9% | 5.9% | 5.5% |
| France | **5.1%** | 5.5% | 5.7% | 7.7% | 3.5% | 9.0% | 5.8% | 5.9% | 5.0% | 3.9% |
| Turkey | **3.1%** | 3.3% | 2.9% | 2.7% | 4.3% | 2.9% | 3.4% | 3.5% | 3.8% | 2.8% |
| Greece | **7.2%** | 5.3% | 6.3% | 7.5% | 5.9% | 9.1% | 7.9% | 9.9% | 9.5% | 6.1% |
| Portugal | **4.1%** | 4.8% | 4.1% | 5.7% | 5.1% | 4.2% | 4.8% | 5.1% | 3.6% | 3.4% |
| Croatia | **2.0%** | 2.0% | 2.3% | 2.4% | 4.8% | 2.3% | 2.3% | 2.6% | 1.7% | 1.6% |
| Egypt | **1.5%** | 1.3% | 1.4% | 1.7% | 2.5% | 1.6% | 1.6% | 1.7% | 1.9% | 1.2% |
| Tunisia | **0.4%** | 0.3% | 0.5% | 0.5% | 0.2% | 0.5% | 0.4% | 0.4% | 0.5% | 0.3% |
| Morocco | **1.0%** | 1.6% | 1.2% | 2.0% | 0.6% | 1.1% | 1.1% | 0.8% | 0.7% | 0.7% |
| Others | **14.3%** | 17.6% | 15.7% | 17.4% | 12.5% | 18.0% | 15.4% | 14.1% | 15.1% | 12.8% |

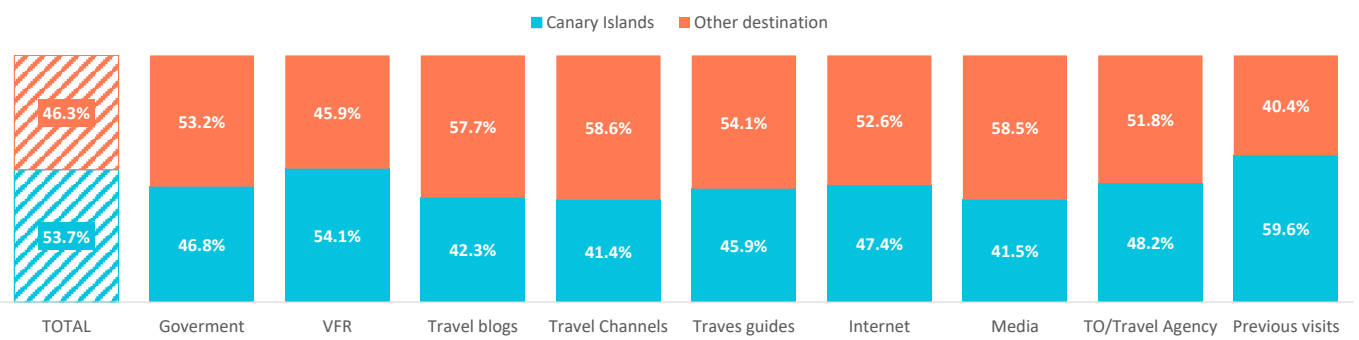
** Percentage of valid answers*




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

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| None (I was clear about "this Canary Island") | **28.3%** | 20.3% | 30.7% | 16.4% | 15.1% | 20.3% | 21.7% | 16.4% | 21.4% | 32.4% |
| Canary Islands (other island) | **25.4%** | 26.5% | 23.4% | 26.0% | 26.4% | 25.6% | 25.6% | 25.2% | 26.9% | 27.2% |
| Other destination | **46.3%** | 53.2% | 45.9% | 57.7% | 58.6% | 54.1% | 52.6% | 58.5% | 51.8% | 40.4% |
| Balearic Islands | **6.0%** | 6.1% | 5.5% | 7.4% | 6.4% | 6.9% | 6.9% | 7.3% | 7.0% | **5.9%** |
| Rest of Spain | **9.0%** | 10.3% | 9.2% | 10.5% | 10.7% | 9.2% | 9.8% | 11.6% | 8.5% | **8.1%** |
| Italy | **4.7%** | 4.4% | 5.0% | 6.4% | 7.5% | 5.6% | 5.4% | 7.4% | 4.5% | **3.8%** |
| France | **1.7%** | 1.4% | 1.9% | 2.1% | 3.2% | 2.4% | 1.8% | 2.7% | 1.6% | **1.4%** |
| Turkey | **3.4%** | 2.8% | 3.3% | 3.4% | 4.0% | 3.7% | 3.9% | 3.9% | 4.4% | **3.1%** |
| Greece | **8.2%** | 11.1% | 7.7% | 9.3% | 9.1% | 9.8% | 9.4% | 9.9% | 10.7% | **6.8%** |
| Portugal | **6.2%** | 9.4% | 6.4% | 8.4% | 8.7% | 7.1% | 7.1% | 7.0% | 6.6% | **5.5%** |
| Croatia | **2.4%** | 3.5% | 2.4% | 3.3% | 3.3% | 3.2% | 2.9% | 3.7% | 3.0% | **2.0%** |
| Egypt | **2.4%** | 1.6% | 2.2% | 3.2% | 2.8% | 2.7% | 2.8% | 2.4% | 3.1% | **1.8%** |
| Others | **2.3%** | 2.4% | 2.3% | 3.7% | 2.9% | 3.5% | 2.7% | 2.4% | 2.4% | **2.0%** |

** Percentage of valid answers*



# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
# 2024

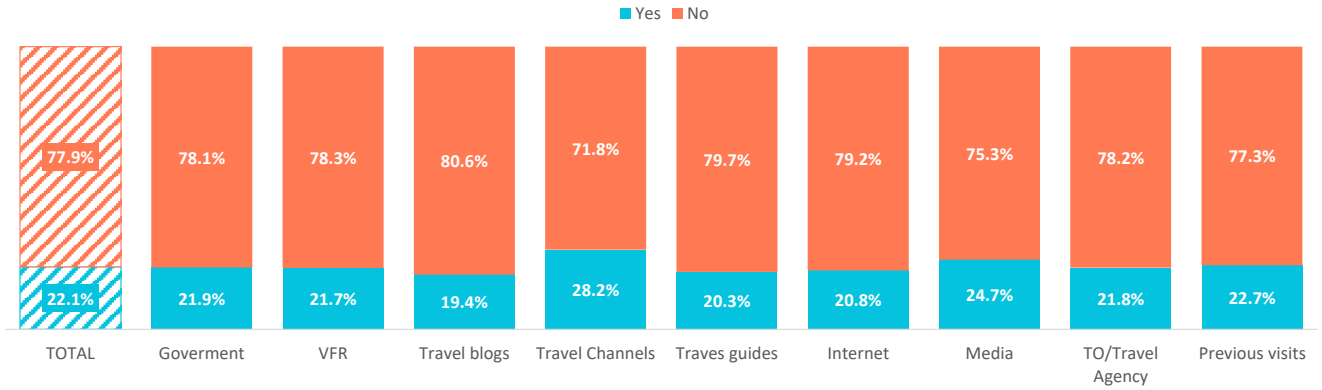
## TOURIST TAX (Data available from Q2 2024)

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

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Yes | **45.3%** | 50.3% | 45.0% | 56.4% | 45.8% | 51.5% | 49.5% | 46.5% | 46.1% | 45.5% |
| No | **34.4%** | 27.6% | 34.1% | 26.3% | 37.9% | 28.8% | 30.4% | 32.7% | 34.0% | 35.8% |
| Not remember | **20.4%** | 22.1% | 20.9% | 17.3% | 16.3% | 19.7% | 20.1% | 20.8% | 19.9% | 18.7% |

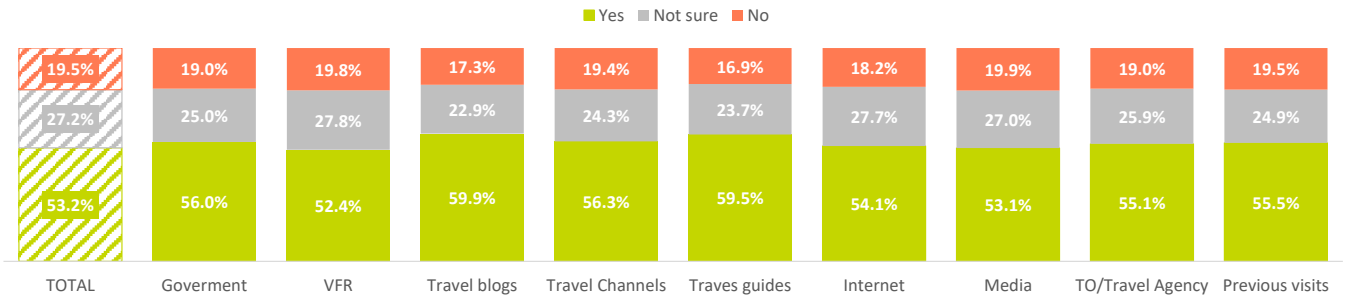
### *When choosing a travel destination, do they usually exclude those that charge a tourist tax?*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Yes | **22.1%** | 21.9% | 21.7% | 19.4% | 28.2% | 20.3% | 20.8% | 24.7% | 21.8% | 22.7% |
| No | **77.9%** | 78.1% | 78.3% | 80.6% | 71.8% | 79.7% | 79.2% | 75.3% | 78.2% | 77.3% |




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

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Yes | **53.2%** | 56.0% | 52.4% | 59.9% | 56.3% | 59.5% | 54.1% | 53.1% | 55.1% | 55.5% |
| - For any purpose | **11.3%** | 14.0% | 12.4% | 15.7% | 14.5% | 14.7% | 13.0% | 13.6% | 12.8% | 12.4% |
| - Improve living conditions | **9.2%** | 9.6% | 8.4% | 7.2% | 9.2% | 8.5% | 8.7% | 7.7% | 9.4% | 9.6% |
| - Improve economic development | **4.6%** | 3.4% | 5.0% | 4.1% | 8.1% | 3.9% | 4.2% | 4.7% | 5.0% | 5.1% |
| - Improve the environment | **17.5%** | 22.4% | 17.2% | 23.2% | 10.0% | 21.4% | 17.9% | 19.6% | 17.5% | 17.1% |
| - Improve the tourist environment | **4.4%** | 3.1% | 3.9% | 4.0% | 9.4% | 3.9% | 4.3% | 3.1% | 4.5% | 4.5% |
| - Other purposes | **6.2%** | 3.5% | 5.5% | 5.7% | 5.0% | 7.0% | 6.0% | 4.5% | 6.0% | 6.9% |
| Not sure | **27.2%** | 25.0% | 27.8% | 22.9% | 24.3% | 23.7% | 27.7% | 27.0% | 25.9% | 24.9% |
| No | **19.5%** | 19.0% | 19.8% | 17.3% | 19.4% | 16.9% | 18.2% | 19.9% | 19.0% | 19.5% |



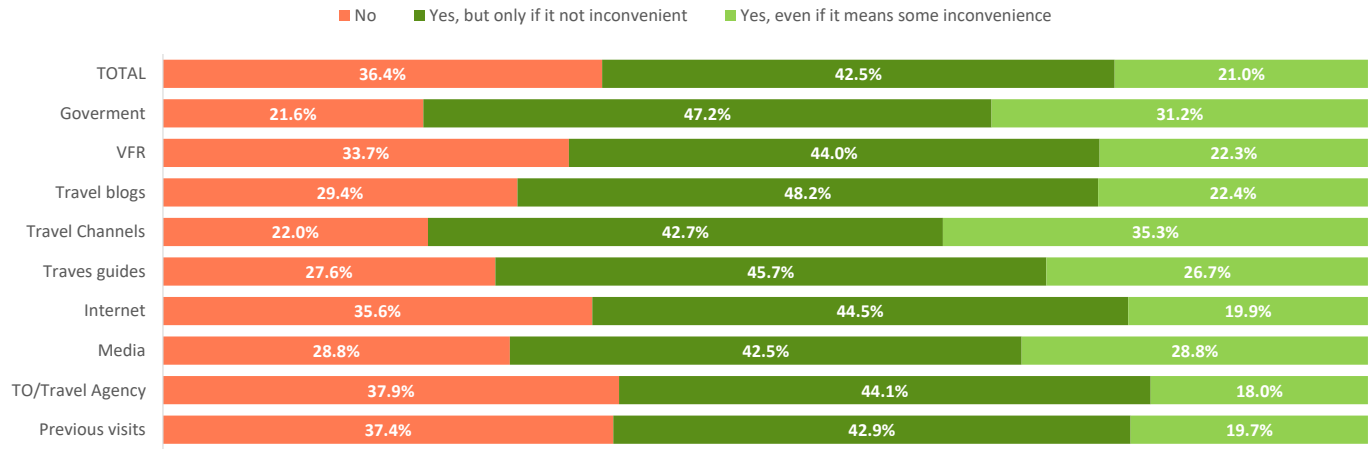

### *How much would they be willing to pay?*

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Up to 1 euro | **37.6%** | 27.8% | 35.5% | 34.3% | 35.1% | 35.0% | 36.6% | 28.0% | 36.0% | 35.9% |
| Up to 2 euros | **32.4%** | 36.1% | 33.6% | 34.9% | 32.2% | 33.1% | 33.4% | 28.3% | 34.7% | 32.7% |
| Up to 3 euros | **19.5%** | 18.1% | 20.1% | 21.5% | 17.3% | 19.3% | 20.1% | 27.0% | 20.1% | 20.1% |
| More than 3 euros | **10.4%** | 18.1% | 10.8% | 9.3% | 15.5% | 12.6% | 9.8% | 16.8% | 9.2% | 11.3% |

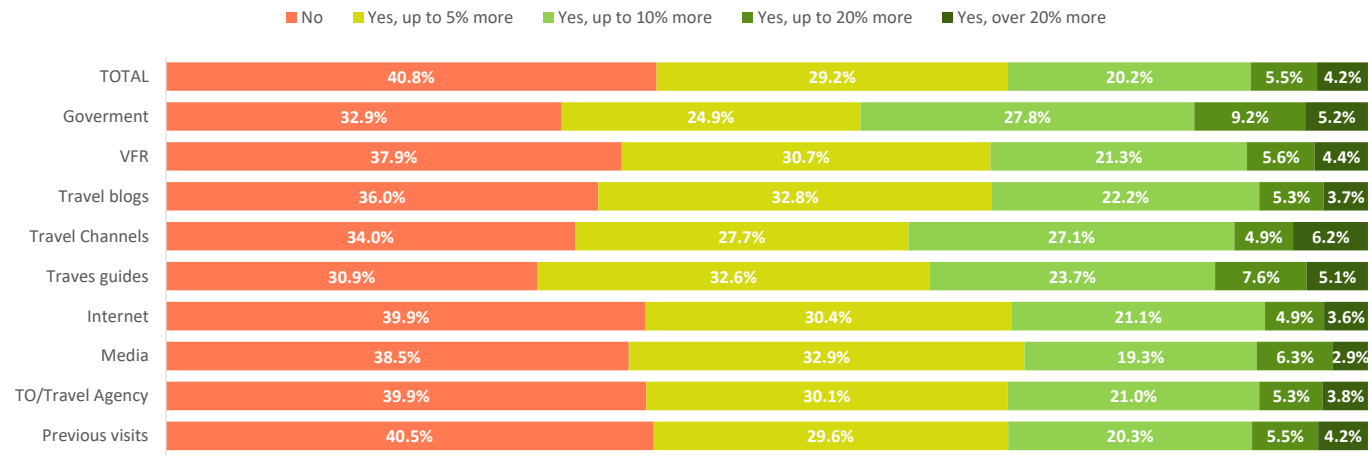
# PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
# 2024

## SUSTAINABLE DESTINATION (DATA = 2023)

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




### *Would they be willing to spend more on travel to reduce their carbon footprint?*




### *Percepcion of the following sustainability measures during their stay **

| | TOTAL | Goverment | VFR | Travel blogs | Travel Channels | Traves guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|---|---|---|---|---|---|---|---|---|---|
| Quality of life on the island | **8.0** | 8.2 | 8.1 | 8.0 | 8.4 | 8.0 | 8.0 | 8.2 | 7.9 | 8.1 |
| Tolerance towards tourism | **8.6** | 8.7 | 8.5 | 8.6 | 8.8 | 8.6 | 8.6 | 8.7 | 8.6 | 8.6 |
| Cleanliness of the island | **8.2** | 8.2 | 8.2 | 8.3 | 8.6 | 8.3 | 8.3 | 8.4 | 8.3 | 8.3 |
| Air quality | **8.5** | 8.6 | 8.4 | 8.5 | 8.8 | 8.5 | 8.5 | 8.5 | 8.5 | 8.5 |
| Rational water consumption | **7.6** | 7.9 | 7.6 | 7.6 | 7.9 | 7.6 | 7.6 | 7.8 | 7.6 | 7.6 |
| Energy saving | **7.1** | 7.4 | 7.0 | 7.0 | 7.5 | 7.0 | 7.0 | 7.2 | 7.1 | 7.1 |
| Use of renewable energy | **7.0** | 7.5 | 7.0 | 7.0 | 7.6 | 7.1 | 7.0 | 7.2 | 7.0 | 7.1 |
| Recycling | **7.1** | 7.2 | 7.0 | 6.9 | 7.7 | 7.0 | 7.0 | 7.2 | 7.2 | 7.2 |
| Easy to get around by public transport | **7.5** | 7.8 | 7.4 | 7.3 | 8.0 | 7.5 | 7.4 | 7.8 | 7.7 | 7.6 |
| Overcrowding in tourist areas | **6.6** | 7.0 | 6.6 | 6.5 | 7.0 | 6.4 | 6.6 | 6.9 | 6.6 | 6.5 |
| Supply of local products | **7.2** | 7.3 | 7.3 | 7.3 | 7.5 | 7.3 | 7.2 | 7.5 | 7.2 | 7.2 |

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

*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.*