Canary Islands LATITUDE OF LIFE

How many are they and how much do they spend?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**860**	**563**	**517**	**880**	**2,820**
Tourist arrivals ≥ 16 years old (EGT) (*)	**789**	**481**	**439**	**834**	**2,542**
- book holiday package (*)	495	312	303	551	1,661
- do not book holiday package (*)	293	169	135	283	881
- % tourists who book holiday package	62.8%	64.9%	69.2%	66.0%	65.3%
Children < 16 years old (FRONTUR - EGT) *(*)*	72	82	78	46	**278**
Expenditure per tourist (€)	**1,775**	**1,498**	**1,728**	**1,552**	**1,641**
- book holiday package	381	266	268	326	**316**
- holiday package	327	229	236	283	**274**
- others	54	37	32	43	**42**
- do not book holiday package	288	267	267	226	**260**
- flight	84	76	89	69	**78**
- accommodation	96	83	81	72	**83**
- others	108	107	97	84	**98**
Average lenght of stay	**11.99**	**11.81**	**10.18**	**10.48**	**11.15**
Average daily expenditure (€)	**177.8**	**153.2**	**182.2**	**167.9**	**170.7**
Average daily expenditure (without flight)	**125.8**	**107.9**	**118.7**	**114.3**	**117.4**
Average cost of the flight (€)	**99.1**	**77.6**	**92.2**	**92.5**	**91.5**
Total turnover (≥ 16 years old) (€m)	**1,400**	**720**	**758**	**1,295**	**4,173**
Turnover without flight (≥ 16 years old) (€m)	**1,001**	**510**	**497**	**884**	**2,893**

(*) Thousand of tourists

% tourists who book holiday package

- 2024Q1: 62.8%
- 2024Q2: 64.9%
- 2024Q3: 69.2%
- 2024Q4: 66.0%
- 2024: 65.3%

Average daily expenditure (€) (without flight)

- 2024Q1: 125.8
- 2024Q2: 107.9
- 2024Q3: 118.7
- 2024Q4: 114.3
- 2024: 117.4

Average lenght of stay

- 2024Q1: 11.99
- 2024Q2: 11.81
- 2024Q3: 10.18
- 2024Q4: 10.48
- 2024: 11.15

Expenditure per tourist (€)

- 2024Q1: 1,775
- 2024Q2: 1,498
- 2024Q3: 1,728
- 2024Q4: 1,552
- 2024: 1,641

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	89.3%	86.4%	87.4%	88.5%	**88.2%**
- Additional accommodation expenses	5.4%	3.6%	4.9%	7.1%	**5.5%**
Transport:					
- National/International Transport	98.1%	96.7%	97.6%	97.9%	**97.7%**
- Flights between islands	3.9%	2.6%	1.7%	2.7%	**2.9%**
- Taxi	51.7%	55.6%	61.3%	54.7%	**55.1%**
- Car rental	40.5%	35.4%	35.5%	36.4%	**37.3%**
- Public transport	16.3%	13.4%	12.1%	13.0%	**14.0%**
Food and drink:					
- Food purchases at supermarkets	58.0%	54.0%	54.1%	58.5%	**56.7%**
- Restaurants	60.4%	55.0%	49.8%	56.4%	**56.2%**
Leisure:					
- Organized excursions	22.6%	26.5%	34.3%	23.4%	**25.6%**
- Sport activities	7.5%	6.8%	8.0%	7.8%	**7.5%**
- Cultural activities	3.6%	2.8%	2.5%	3.3%	**3.1%**
- Museums	7.6%	4.4%	4.9%	5.6%	**5.9%**
- Theme Parks	7.2%	9.2%	11.4%	7.2%	**8.3%**
- Discos and pubs	3.9%	3.8%	4.5%	4.3%	**4.1%**
- Wellness	5.0%	4.8%	4.3%	3.2%	**4.2%**
Purchases of goods:					
- Souvenirs	37.0%	41.5%	42.0%	37.1%	**38.8%**
- Real state	0.1%	0.1%	0.0%	0.0%	**0.0%**
- Other expenses	0.8%	0.9%	0.8%	0.5%	**0.7%**
Other:					
- Medical or pharmaceutical expenses	8.7%	6.3%	7.0%	6.6%	**7.3%**
- Other expenses	4.1%	5.7%	4.4%	5.3%	**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:	**1,118**	**908**	**954**	**924**	**987**
- Accommodation	940	773	838	792	**843**
- Additional accommodation expenses	178	136	116	132	**144**
Transport:	**898**	**801**	**1,001**	**856**	**883**
- National/International Transport	515	452	609	502	**515**
- Flights between islands	66	75	82	92	**77**
- Taxi	118	115	131	102	**115**
- Car rental	162	128	142	135	**144**
- Public transport	37	31	36	24	**32**
Food and drink:	**317**	**316**	**277**	**282**	**299**
- Food purchases at supermarkets	130	129	104	107	**118**
- Restaurants	187	187	174	175	**181**
Leisure:	**520**	**543**	**594**	**489**	**529**
- Organized excursions	92	97	115	91	**98**
- Sport activities	129	120	109	104	**115**
- Cultural activities	57	66	40	42	**51**
- Museums	28	33	27	32	**30**
- Theme Parks	64	82	80	63	**71**
- Discos and pubs	85	72	110	77	**85**
- Wellness	66	73	115	80	**80**
Purchases of goods:	**5,319**	**495**	**440**	**31,167**	**3,783**
- Souvenirs	101	91	85	78	**89**
- Real state	5,142	150	0	31,000	**3,517**
- Other expenses	77	254	355	88	**178**
Other:	**147**	**150**	**141**	**88**	**125**
- Medical or pharmaceutical expenses	43	63	67	30	**46**
- Other expenses	104	87	73	57	**79**

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	91.3%	92.0%	93.7%	92.5%	**92.3%**
Visiting family or friends	6.5%	6.1%	4.9%	5.8%	**5.9%**
Business and work	0.4%	0.4%	0.4%	0.5%	**0.5%**
Education and training	0.1%	0.1%	0.1%	0.4%	**0.2%**
Sports training	1.0%	0.7%	0.1%	0.5%	**0.6%**
Health or medical care	0.3%	0.2%	0.4%	0.1%	**0.2%**
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	**0.0%**
Others	0.3%	0.6%	0.2%	0.2%	**0.3%**

What is the main motivation for their holidays?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	41.4%	45.6%	44.6%	46.0%	**44.3%**
Enjoy family time	11.1%	11.3%	16.7%	11.2%	**12.1%**
Have fun	6.8%	8.1%	11.8%	7.6%	**8.2%**
Explore the destination	33.4%	30.2%	23.8%	29.8%	**30.0%**
Practice their hobbies	4.8%	3.2%	2.3%	3.0%	**3.5%**
Other reasons	2.4%	1.7%	0.9%	2.3%	**2.0%**

Where did they spend their main holiday last year? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	12.5%	14.3%	12.0%	11.3%	**12.3%**
Canary Islands	28.3%	23.7%	30.0%	22.6%	**26.3%**
Other destination	59.1%	62.0%	58.0%	66.0%	**61.4%**
- Balearic Islands	5.3%	6.5%	4.8%	4.9%	**5.2%**
- Rest of Spain	4.2%	6.0%	5.6%	6.6%	**5.7%**
- Italy	7.1%	8.2%	8.6%	10.5%	**8.8%**
- France	3.0%	3.0%	3.9%	5.3%	**4.1%**
- Turkey	4.2%	4.3%	3.3%	3.7%	**3.8%**
- Greece	9.9%	8.3%	8.0%	7.1%	**8.1%**
- Portugal	3.4%	3.4%	3.9%	3.8%	**3.7%**
- Croatia	2.6%	3.3%	2.5%	3.8%	**3.0%**
- Egypt	4.0%	2.8%	1.5%	2.1%	**2.4%**
- Tunisia	1.3%	0.3%	0.6%	0.2%	**0.6%**
- Morocco	0.4%	0.9%	0.6%	0.3%	**0.5%**
- Others	13.7%	15.0%	14.7%	17.7%	**15.5%**

* 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")	34.6%	27.8%	18.9%	32.5%	**29.3%**
Canary Islands (other island)	32.2%	28.4%	23.6%	28.9%	**28.6%**
Other destination	33.2%	43.8%	57.5%	38.6%	**42.1%**
- Balearic Islands	4.0%	7.0%	9.3%	4.2%	**5.8%**
- Rest of Spain	4.2%	6.8%	7.3%	4.9%	**5.6%**
- Italy	3.5%	3.7%	7.6%	3.1%	**4.3%**
- France	1.2%	1.2%	2.1%	1.0%	**1.3%**
- Turkey	2.1%	3.3%	2.7%	3.3%	**2.8%**
- Greece	4.9%	9.6%	12.8%	8.2%	**8.5%**
- Portugal	4.6%	5.3%	7.1%	5.9%	**5.7%**
- Croatia	1.7%	1.8%	4.4%	1.4%	**2.2%**
- Egypt	4.1%	3.0%	2.4%	4.0%	**3.5%**
- Others	2.8%	2.1%	1.7%	2.6%	**2.4%**

* Percentage of valid answers

Importance of each factor in the destination choice

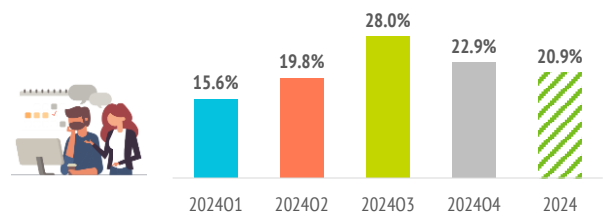|	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	80.5%	71.5%	60.0%	78.9%	**74.7%**
Sea	60.7%	59.6%	63.6%	61.2%	**61.2%**
Safety	55.9%	59.6%	57.5%	58.0%	**57.5%**
Tranquility	49.3%	51.4%	48.3%	53.5%	**50.9%**
Beaches	44.9%	49.7%	53.5%	47.7%	**48.2%**
Effortless trip	47.1%	47.8%	48.7%	46.8%	**47.4%**
European belonging	41.9%	42.8%	35.6%	42.0%	**41.0%**
Accommodation supply	35.5%	42.3%	41.1%	41.2%	**39.6%**
Landscapes	43.6%	37.3%	29.2%	41.9%	**39.4%**
Price	23.1%	32.0%	34.0%	30.6%	**29.1%**
Environment	31.7%	26.5%	20.4%	27.4%	**27.3%**
Gastronomy	28.0%	30.7%	23.5%	26.1%	**27.1%**
Authenticity	22.3%	20.7%	20.2%	21.8%	**21.5%**
Fun possibilities	19.3%	18.1%	17.6%	15.4%	**17.5%**
Hiking trail network	16.2%	11.3%	9.1%	15.5%	**13.8%**
Shopping	10.2%	12.2%	10.7%	10.3%	**10.7%**
Culture	7.8%	7.8%	7.9%	9.5%	**8.4%**
Historical heritage	7.9%	9.0%	5.8%	8.6%	**8.0%**
Exoticism	8.1%	7.4%	7.6%	7.9%	**7.8%**
Nightlife	5.7%	3.5%	4.9%	4.1%	**4.6%**

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%	0.2%	0.8%	1.1%	**0.8%**
Between 1 and 30 days	25.4%	18.9%	20.1%	18.9%	**21.1%**
Between 1 and 2 months	22.6%	20.4%	17.5%	24.9%	**22.1%**
Between 3 and 6 months	35.4%	40.7%	33.6%	32.3%	**35.1%**
More than 6 months	15.6%	19.8%	28.0%	22.9%	**20.9%**

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2024Q1	2024Q2	2024Q3	2024Q4	2024
15.6%	19.8%	28.0%	22.9%	20.9%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	47.9%	42.9%	39.5%	45.5%	**44.7%**
Friends or relatives	25.6%	24.6%	26.0%	21.9%	**24.3%**
Internet or social media	54.3%	50.4%	56.2%	50.3%	**52.6%**
Mass Media	2.1%	2.9%	2.1%	1.5%	**2.1%**
Travel guides and magazines	10.0%	8.7%	9.3%	8.5%	**9.1%**
Travel Blogs or Forums	5.6%	6.5%	5.7%	4.9%	**5.5%**
Travel TV Channels	1.7%	1.2%	1.0%	0.8%	**1.2%**
Tour Operator or Travel Agency	24.3%	26.7%	30.2%	25.0%	**26.0%**
Public administrations or similar	0.2%	0.3%	0.3%	0.2%	**0.2%**
Others	1.3%	2.6%	3.6%	2.3%	**2.3%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Flight					
- Directly with the airline	37.0%	33.3%	26.9%	32.1%	**32.9%**
- Tour Operator or Travel Agency	63.0%	66.7%	73.1%	67.9%	**67.1%**
Accommodation					
- Directly with the accommodation	24.8%	22.3%	17.4%	22.3%	**22.2%**
- Tour Operator or Travel Agency	75.2%	77.7%	82.6%	77.7%	**77.8%**

Where does the flight come from? 🌐

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Germany	92.5%	93.8%	93.0%	92.5%	**92.8%**
Spanish Mainland	1.7%	3.5%	1.4%	2.1%	**2.1%**
Switzerland	2.5%	1.0%	3.0%	1.3%	**1.9%**
Luxembourg	1.5%	0.4%	0.4%	1.7%	**1.2%**
Portugal	0.8%	0.3%	0.1%	1.5%	**0.8%**
Austria	0.1%	0.2%	0.5%	0.1%	**0.2%**
Others	0.8%	0.8%	1.6%	0.8%	**0.9%**

Where do they stay? 🛏

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	10.2%	12.8%	14.1%	11.1%	**11.7%**
4* Hotel	40.7%	43.0%	45.6%	42.1%	**42.4%**
5* Hotel / 5* Luxury Hotel	8.3%	9.7%	9.6%	8.2%	**8.8%**
Aparthotel / Tourist Villa	9.3%	8.5%	9.6%	9.8%	**9.3%**
House/room rented in a private dwelling	16.3%	14.8%	11.4%	16.7%	**15.3%**
Private accommodation (1)	9.0%	8.6%	8.5%	8.4%	**8.6%**
Others (Cottage, cruise, camping,..)	6.2%	2.7%	1.2%	3.7%	**3.9%**

(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	26.4%	21.9%	17.0%	24.2%	**23.2%**
Bed and Breakfast	9.7%	7.3%	5.7%	10.3%	**8.7%**
Half board	25.7%	27.4%	26.7%	28.4%	**27.1%**
Full board	3.0%	2.8%	3.0%	2.4%	**2.7%**
All inclusive	35.3%	40.6%	47.6%	34.7%	**38.2%**

Activities in the Canary Islands 🚶🧍

Outdoor time per day	2024Q1	2024Q2	2024Q3	2024Q4	2024
0 hours	2.1%	1.9%	3.2%	2.4%	**2.3%**
1 - 2 hours	9.4%	11.9%	14.4%	9.4%	**10.7%**
3 - 6 hours	35.7%	35.8%	39.3%	36.1%	**36.5%**
7 - 12 hours	48.1%	43.2%	38.6%	47.0%	**45.2%**
More than 12 hours	4.7%	7.3%	4.5%	5.2%	**5.3%**
Outdoor time per day	7.0	7.0	6.2	7.0	**6.8**
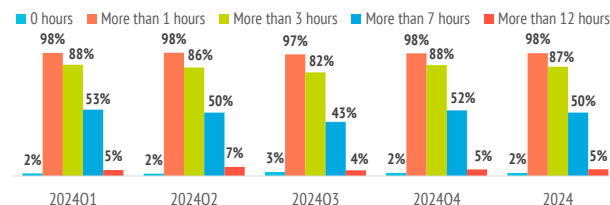
Activities in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Beach	77.5%	78.7%	86.8%	76.5%	**79.0%**
Walk, wander	62.5%	55.3%	49.9%	57.5%	**57.3%**
Explore the island on their own	58.1%	52.4%	53.5%	52.9%	**54.5%**
Swimming pool, hotel facilities	35.8%	44.2%	51.1%	35.7%	**40.0%**
Taste Canarian gastronomy	35.9%	31.9%	29.3%	31.5%	**32.6%**
Hiking	26.4%	20.6%	15.9%	24.0%	**22.7%**
Organized excursions	13.3%	16.9%	22.3%	14.1%	**15.8%**
Other Nature Activities	14.2%	11.7%	11.5%	11.2%	**12.3%**
Sea excursions / whale watching	7.8%	12.8%	20.8%	11.5%	**12.2%**
Museums / exhibitions	12.5%	10.5%	11.1%	11.5%	**11.6%**
Theme parks	10.2%	11.5%	17.6%	8.8%	**11.3%**
Wineries / markets / popular festivals	11.5%	10.0%	14.0%	9.2%	**10.9%**
Nightlife / concerts / shows	10.3%	9.1%	10.5%	7.6%	**9.2%**
Astronomical observation	5.8%	5.4%	7.5%	6.9%	**6.4%**
Practice other sports	4.5%	5.0%	6.9%	3.2%	**4.6%**
Beauty and health treatments	4.5%	4.8%	4.8%	3.7%	**4.3%**
Surf	4.4%	3.4%	4.2%	2.9%	**3.7%**
Scuba Diving	3.5%	3.5%	5.3%	1.9%	**3.3%**
Cycling / Mountain bike	4.8%	2.8%	2.0%	2.3%	**3.1%**
Swim	2.6%	3.4%	3.7%	2.8%	**3.0%**
Running	2.9%	2.3%	2.8%	1.5%	**2.3%**
Golf	2.2%	1.9%	2.7%	1.4%	**2.0%**
Windsurf / Kitesurf	1.2%	1.1%	1.2%	0.7%	**1.0%**

* 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	--	39.4%	36.1%	42.6%	**40.1%**
No	--	35.7%	37.0%	32.5%	**34.5%**
Not remember	--	24.9%	26.9%	24.9%	**25.4%**

Do they exclude destinations with tourist tax?	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	22.5%	19.1%	19.4%	**20.2%**
No	--	77.5%	80.9%	80.6%	**79.8%**

How much would they be willing to pay?	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	30.8%	27.9%	32.9%	**31.1%**
Up to 2 euros	--	40.5%	41.1%	39.3%	**40.1%**
Up to 3 euros	--	21.0%	23.0%	18.1%	**20.1%**
More than 3 euros	--	7.7%	7.9%	9.7%	**8.7%**

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	67.5%	59.6%	68.6%	**45.6%**
- For any purpose	--	15.3%	13.2%	15.1%	**10.1%**
- Improve living conditions	--	15.9%	12.4%	12.9%	**9.4%**
- Improve economic development	--	4.8%	3.5%	4.6%	**3.0%**
- Improve the environment	--	24.0%	22.3%	27.9%	**17.5%**
- Improve the tourist environment	--	2.4%	2.0%	3.4%	**1.9%**
- Other purposes	--	5.1%	6.2%	4.8%	**3.6%**
Not sure	--	20.0%	27.3%	19.6%	**14.9%**
No	--	12.5%	13.0%	11.8%	**8.5%**

Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	81,460	42,412	35,507	80,387	239,766
Fuerteventura	190,754	143,686	147,695	207,642	689,777
Gran Canaria	247,259	144,531	125,844	268,201	785,835
Tenerife	236,509	137,410	120,393	249,985	744,297
La Palma	26,077	9,701	6,750	24,215	66,743

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	10.4%	8.9%	8.1%	9.7%	9.5%
Fuerteventura	24.4%	30.1%	33.9%	25.0%	27.3%
Gran Canaria	31.6%	30.3%	28.9%	32.3%	31.1%
Tenerife	30.2%	28.8%	27.6%	30.1%	29.5%
La Palma	3.3%	2.0%	1.5%	2.9%	2.6%

Lanzarote · Fuerteventura · Gran Canaria · Tenerife · La Palma
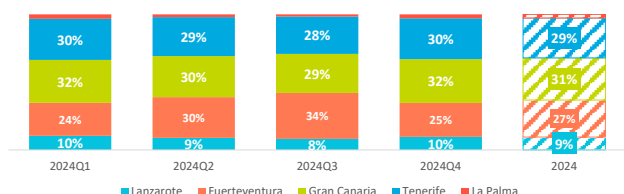
How many are loyal to the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	74.9%	69.2%	62.3%	72.2%	70.8%
At least 10 previous visits	18.9%	24.4%	12.9%	22.7%	20.1%
Repeat tourists (last 5 years)	69.6%	61.6%	56.2%	67.7%	65.1%
Repeat tourists (last 5 years) (5 or more	16.0%	16.6%	10.9%	18.4%	16.0%

How many islands do they visit during their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	91.2%	94.4%	94.9%	93.5%	93.2%
Two islands	6.4%	4.6%	4.5%	4.7%	5.2%
Three or more islands	2.4%	1.0%	0.6%	1.8%	1.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.66	8.66	8.59	8.54	8.61

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	1.9%	1.7%	2.6%	2.8%	2.3%
Lived up to expectations	54.7%	54.6%	55.9%	57.2%	55.7%
Better or much better than expected	43.4%	43.7%	41.5%	40.0%	42.0%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.72	8.76	8.31	8.60	8.62
Recommend visiting the Canary Islands	8.87	8.95	8.71	8.87	8.86

Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Gender					
Men	52.7%	51.4%	51.5%	52.2%	52.1%
Women	47.3%	48.6%	48.5%	47.8%	47.9%
Age					
Average age	49.9	47.9	41.0	50.0	48.0
Standard deviation	16.6	17.6	16.0	17.0	17.1
Age range					
16 - 24 years old	6.2%	10.2%	20.1%	6.2%	9.3%
25 - 30 years old	9.3%	11.8%	12.4%	11.1%	10.9%
31 - 45 years old	26.6%	25.2%	30.7%	25.4%	26.6%
46 - 60 years old	26.4%	23.4%	22.9%	25.0%	24.8%
Over 60 years old	31.5%	29.4%	14.0%	32.3%	28.3%
Occupation					
Salaried worker	52.0%	57.7%	67.9%	56.7%	57.4%
Self-employed	10.7%	7.5%	6.1%	7.1%	8.1%
Unemployed	0.4%	0.5%	0.4%	0.4%	0.4%
Business owner	9.0%	8.5%	8.1%	8.1%	8.5%
Student	3.8%	4.1%	7.7%	3.3%	4.4%
Retired	22.3%	20.3%	8.8%	23.5%	20.0%
Unpaid domestic work	0.5%	0.4%	0.4%	0.4%	0.4%
Others	1.4%	1.0%	0.8%	0.6%	0.9%
Annual household income level					
Less than €25,000	9.1%	8.5%	13.0%	9.3%	9.7%
€25,000 - €49,999	32.7%	35.4%	29.3%	32.4%	32.5%
€50,000 - €74,999	30.3%	30.1%	30.6%	31.9%	30.8%
More than €74,999	28.0%	26.0%	27.1%	26.4%	26.9%
Education level					
No studies	0.1%	0.5%	0.5%	0.5%	0.4%
Primary education	3.0%	3.7%	2.8%	3.1%	3.1%
Secondary education	18.5%	27.8%	26.3%	23.2%	23.1%
Higher education	78.4%	68.0%	70.5%	73.1%	73.3%

Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	11.7%	13.5%	9.1%	12.9%	12.0%
Only with partner	49.3%	52.8%	41.6%	55.1%	50.5%
Only with children (< 13 years old)	5.2%	3.5%	7.9%	3.8%	4.9%
Partner + children (< 13 years old)	5.9%	6.0%	10.3%	2.9%	5.7%
Other relatives	4.6%	6.7%	6.4%	7.2%	6.2%
Friends	8.8%	5.9%	5.6%	7.3%	7.2%
Work colleagues	0.1%	0.2%	0.0%	0.2%	0.1%
Organized trip	0.1%	0.0%	0.1%	0.1%	0.1%
Other combinations (2)	14.4%	11.5%	19.0%	10.5%	13.4%

(2) Combination of some of the groups previously analyzed

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Tourists with children	**14.4%**	**12.4%**	**23.0%**	**8.6%**	**13.6%**
- Between 0 and 2 years old	1.0%	0.7%	0.7%	0.7%	0.8%
- Between 3 and 12 years old	12.4%	10.6%	21.9%	7.0%	11.9%
- Between 0 -2 and 3-12 years old	1.0%	1.0%	0.4%	0.9%	0.9%
Tourists without children	**85.6%**	**87.6%**	**77.0%**	**91.4%**	**86.4%**
Group composition:					
- 1 person	13.0%	15.5%	10.5%	14.5%	13.5%
- 2 people	60.4%	62.6%	50.3%	65.5%	60.7%
- 3 people	12.1%	9.4%	16.3%	9.1%	11.3%
- 4 or 5 people	12.4%	11.0%	20.3%	9.4%	12.5%
- 6 or more people	2.0%	1.6%	2.5%	1.4%	1.8%
Average group size:	**2.37**	**2.25**	**2.68**	**2.23**	**2.35**

People who share the main expenses of the trip

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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