

## Tourist profile by quarter of trip (2024)

### BELGIUM



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>124</b>	<b>104</b>	<b>123</b>	<b>129</b>	<b>481</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>114</b>	<b>88</b>	<b>104</b>	<b>123</b>	<b>429</b>
- book holiday package (*)	55	52	59	53	220
- do not book holiday package (*)	59	36	44	70	209
- % tourists who book holiday package	48.4%	59.4%	57.3%	43.0%	51.3%
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>9</b>	<b>16</b>	<b>20</b>	<b>7</b>	<b>52</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	510	397	243	317	356
- holiday package	438	338	291	278	331
- others	73	59	-48	39	25
- do not book holiday package	223	199	628	219	309
- flight	71	53	70	65	65
- accommodation	59	58	62	60	60
- others	93	87	496	94	184
<b>Average lenght of stay</b>	<b>10.35</b>	<b>10.38</b>	<b>9.93</b>	<b>9.75</b>	<b>10.08</b>
<b>Average daily expenditure (€)</b>	<b>184.9</b>	<b>181.9</b>	<b>235.9</b>	<b>172.8</b>	<b>193.2</b>
<b>Average daily expenditure (without flight)</b>	<b>118.4</b>	<b>124.1</b>	<b>186.7</b>	<b>115.8</b>	<b>135.3</b>
<b>Average cost of the flight (€)</b>	<b>124.8</b>	<b>90.2</b>	<b>77.4</b>	<b>83.5</b>	<b>93.1</b>
<b>Total turnover ( ≥ 16 years old) (€m)</b>	<b>192</b>	<b>138</b>	<b>245</b>	<b>174</b>	<b>749</b>
<b>Turnover without flight ( ≥ 16 years old) (€m)</b>	<b>125</b>	<b>96</b>	<b>199</b>	<b>119</b>	<b>539</b>

(\*) Thousand of tourists

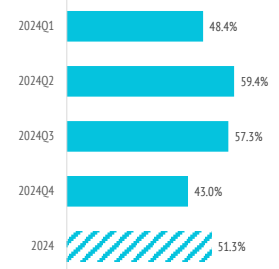
#### % Tourists whose spending has been greater than €0 in each item

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	80.6%	83.4%	64.8%	76.6%	76.2%
- Additional accommodation expenses	6.4%	5.5%	4.0%	5.3%	5.4%
<b>Transport:</b>					
- National/International Transport	96.5%	96.8%	79.7%	93.2%	91.5%
- Flights between islands	5.4%	3.0%	7.9%	5.4%	5.5%
- Taxi	47.7%	61.8%	35.7%	50.0%	48.4%
- Car rental	35.9%	29.1%	32.9%	38.5%	34.5%
- Public transport	13.0%	12.4%	10.5%	12.8%	12.2%
<b>Food and drink:</b>					
- Food purchases at supermarkets	59.7%	53.7%	47.9%	62.4%	56.4%
- Restaurants	68.3%	68.7%	53.4%	68.0%	64.7%
<b>Leisure:</b>					
- Organized excursions	28.4%	29.7%	30.7%	23.0%	27.7%
- Sport activities	14.5%	6.8%	10.9%	8.5%	10.3%
- Cultural activities	1.8%	3.7%	5.6%	1.8%	3.1%
- Museums	7.5%	6.2%	7.3%	4.1%	6.2%
- Theme Parks	11.1%	10.5%	11.9%	5.1%	9.5%
- Discos and pubs	7.7%	4.2%	4.4%	4.3%	5.2%
- Wellness	4.1%	9.0%	4.5%	5.0%	5.5%
<b>Purchases of goods:</b>					
- Souvenirs	33.1%	43.0%	37.0%	40.8%	38.3%
- Real state	0.0%	0.0%	0.8%	0.0%	0.2%
- Other expenses	4.1%	2.3%	0.0%	0.8%	1.8%
<b>Other:</b>					
- Medical or pharmaceutical expenses	9.5%	6.8%	6.1%	4.4%	6.7%
- Other expenses	5.8%	0.2%	4.5%	3.5%	3.7%

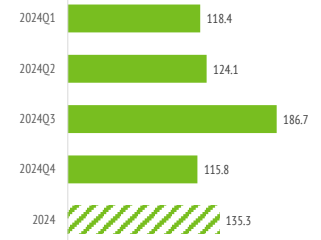
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

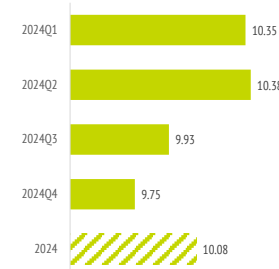
#### % tourists who book holiday package



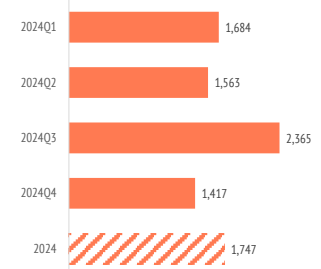
#### Average daily expenditure (€) (without flight)



#### Average lenght of stay



#### Expenditure per tourist (€)



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

Expenditure per tourist and trip (€)	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	887	884	889	842	873
- Additional accommodation expenses	829	802	800	711	783
- Additional accommodation expenses	58	82	89	132	90
<b>Transport:</b>					
- National/International Transport	903	835	879	846	863
- National/International Transport	611	488	554	485	535
- Flights between islands	64	99	63	112	81
- Taxi	69	90	98	93	87
- Car rental	125	111	133	129	126
- Public transport	34	46	31	27	34
<b>Food and drink:</b>					
- Food purchases at supermarkets	365	347	323	323	339
- Food purchases at supermarkets	157	137	125	104	130
- Restaurants	209	210	198	219	210
<b>Leisure:</b>					
- Organized excursions	649	522	603	524	572
- Organized excursions	82	84	103	74	86
- Sport activities	112	114	141	108	119
- Cultural activities	171	41	81	63	82
- Museums	38	42	63	29	44
- Theme Parks	53	69	83	84	71
- Discos and pubs	106	93	43	71	83
- Wellness	86	79	89	95	87
<b>Purchases of goods:</b>					
- Souvenirs	126	247	125,116	141	125,173
- Souvenirs	83	95	116	112	102
- Real state	0	0	125,000	0	125,000
- Other expenses	43	153	0	28	70
<b>Other:</b>					
- Medical or pharmaceutical expenses	101	162	191	192	147
- Medical or pharmaceutical expenses	52	44	70	89	61
- Other expenses	49	118	122	103	86

## Tourist profile by quarter of trip (2024)

### BELGIUM



#### What is the main purpose of their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	88.5%	95.0%	92.3%	93.5%	<b>92.2%</b>
Visiting family or friends	11.0%	3.4%	5.9%	4.8%	<b>6.4%</b>
Business and work	0.0%	0.4%	0.0%	0.3%	<b>0.2%</b>
Education and training	0.1%	0.0%	0.0%	0.0%	<b>0.0%</b>
Sports training	0.3%	1.0%	0.9%	1.0%	<b>0.8%</b>
Health or medical care	0.2%	0.2%	0.0%	0.0%	<b>0.1%</b>
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Others	0.0%	0.0%	0.9%	0.5%	<b>0.4%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	48.8%	46.2%	43.4%	45.8%	<b>46.1%</b>
Enjoy family time	9.8%	14.3%	13.5%	13.5%	<b>12.7%</b>
Have fun	9.3%	9.1%	12.7%	7.1%	<b>9.4%</b>
Explore the destination	25.0%	25.9%	29.3%	27.2%	<b>26.8%</b>
Practice their hobbies	5.2%	1.9%	1.1%	4.4%	<b>3.3%</b>
Other reasons	1.8%	2.6%	0.0%	2.1%	<b>1.6%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	6.9%	10.8%	5.5%	8.8%	<b>7.9%</b>
Canary Islands	31.2%	30.3%	36.8%	22.3%	<b>30.2%</b>
Other destination	61.8%	58.9%	57.7%	68.9%	<b>61.9%</b>
- Balearic Islands	1.7%	2.7%	1.5%	0.8%	<b>1.6%</b>
- Rest of Spain	10.1%	8.3%	10.6%	13.5%	<b>10.8%</b>
- Italy	7.7%	6.5%	5.1%	8.0%	<b>6.7%</b>
- France	13.7%	9.8%	14.1%	9.3%	<b>11.7%</b>
- Turkey	2.3%	2.0%	1.9%	3.2%	<b>2.4%</b>
- Greece	7.2%	9.0%	5.5%	5.4%	<b>6.6%</b>
- Portugal	1.9%	2.2%	2.5%	3.0%	<b>2.5%</b>
- Croatia	3.0%	2.4%	1.5%	1.4%	<b>2.0%</b>
- Egypt	2.3%	2.8%	0.6%	1.3%	<b>1.6%</b>
- Tunisia	1.0%	1.2%	0.8%	1.5%	<b>1.1%</b>
- Morocco	1.3%	0.8%	1.9%	1.5%	<b>1.4%</b>
- Others	9.6%	11.2%	11.6%	19.8%	<b>13.4%</b>

\* 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")	32.5%	22.3%	21.3%	41.7%	<b>29.5%</b>
Canary Islands (other island)	22.6%	26.1%	20.1%	23.2%	<b>22.8%</b>
Other destination	44.9%	51.6%	58.7%	35.1%	<b>47.6%</b>
- Balearic Islands	5.3%	4.4%	4.1%	1.9%	<b>3.9%</b>
- Rest of Spain	9.6%	9.9%	12.8%	8.3%	<b>10.2%</b>
- Italy	3.9%	5.3%	6.3%	5.6%	<b>5.3%</b>
- France	3.0%	4.3%	5.0%	2.6%	<b>3.7%</b>
- Turkey	3.2%	3.5%	3.6%	2.7%	<b>3.2%</b>
- Greece	5.1%	8.9%	12.7%	3.7%	<b>7.7%</b>
- Portugal	3.9%	6.6%	6.3%	3.8%	<b>5.1%</b>
- Croatia	2.4%	2.1%	3.7%	1.5%	<b>2.5%</b>
- Egypt	5.0%	4.4%	2.7%	3.8%	<b>3.9%</b>
- Others	3.4%	2.2%	1.4%	1.2%	<b>2.0%</b>

\* Percentage of valid answers

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	79.2%	78.5%	64.5%	82.2%	<b>76.4%</b>
Tranquility	54.2%	58.5%	54.5%	51.2%	<b>54.3%</b>
European belonging	39.3%	42.5%	37.1%	41.7%	<b>40.1%</b>
Sea	45.9%	36.0%	38.3%	38.8%	<b>40.0%</b>
Safety	35.8%	38.6%	44.9%	40.3%	<b>39.9%</b>
Landscapes	35.0%	38.0%	34.1%	41.6%	<b>37.3%</b>
Accommodation supply	34.3%	37.9%	38.4%	35.1%	<b>36.3%</b>
Price	22.8%	26.6%	39.8%	35.5%	<b>31.3%</b>
Beaches	23.1%	25.3%	35.8%	25.9%	<b>27.4%</b>
Gastronomy	22.5%	28.8%	27.0%	24.8%	<b>25.5%</b>
Environment	22.8%	17.4%	19.3%	33.7%	<b>24.0%</b>
Fun possibilities	22.3%	22.0%	28.7%	21.7%	<b>23.6%</b>
Effortless trip	23.3%	18.2%	28.2%	23.6%	<b>23.5%</b>
Authenticity	22.5%	16.9%	21.7%	24.3%	<b>21.7%</b>
Exoticism	13.3%	13.3%	18.4%	19.7%	<b>16.4%</b>
Hiking trail network	14.7%	14.4%	12.2%	20.7%	<b>15.8%</b>
Shopping	10.5%	5.8%	15.6%	11.1%	<b>10.9%</b>
Historical heritage	10.6%	5.1%	9.0%	9.4%	<b>8.7%</b>
Culture	6.1%	4.5%	7.4%	6.0%	<b>6.0%</b>
Nightlife	6.8%	3.5%	8.7%	2.6%	<b>5.4%</b>

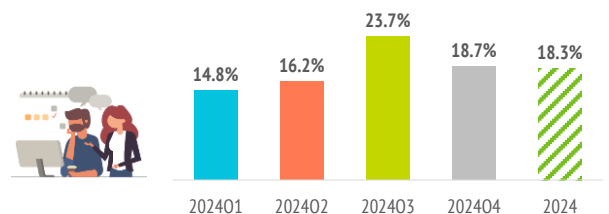
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	1.8%	2.2%	3.0%	0.5%	<b>1.8%</b>
Between 1 and 30 days	34.7%	26.8%	26.3%	28.2%	<b>29.2%</b>
Between 1 and 2 months	19.8%	22.4%	21.4%	20.8%	<b>21.0%</b>
Between 3 and 6 months	29.0%	32.4%	25.7%	31.9%	<b>29.7%</b>
More than 6 months	14.8%	16.2%	23.7%	18.7%	<b>18.3%</b>

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	45.8%	45.3%	42.2%	46.2%	<b>45.0%</b>
Friends or relatives	31.5%	24.8%	26.8%	34.1%	<b>29.7%</b>
Internet or social media	45.3%	36.5%	45.6%	41.4%	<b>42.5%</b>
Mass Media	1.5%	1.1%	1.6%	1.4%	<b>1.4%</b>
Travel guides and magazines	13.9%	10.0%	9.1%	13.1%	<b>11.7%</b>
Travel Blogs or Forums	4.4%	4.5%	3.2%	5.9%	<b>4.6%</b>
Travel TV Channels	0.5%	0.0%	0.9%	0.5%	<b>0.5%</b>
Tour Operator or Travel Agency	21.7%	31.2%	27.7%	18.7%	<b>24.2%</b>
Public administrations or similar	0.0%	0.0%	0.7%	0.8%	<b>0.4%</b>
Others	3.3%	2.2%	4.2%	2.8%	<b>3.1%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2024)

### BELGIUM



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Flight</b>					
- Directly with the airline	52.4%	38.4%	45.0%	54.3%	<b>48.3%</b>
- Tour Operator or Travel Agency	47.6%	61.6%	55.0%	45.7%	<b>51.7%</b>
<b>Accommodation</b>					
- Directly with the accommodation	37.7%	27.3%	31.9%	42.4%	<b>35.3%</b>
- Tour Operator or Travel Agency	62.3%	72.7%	68.1%	57.6%	<b>64.7%</b>

#### Where does the flight come from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Belgium	78.7%	64.8%	80.8%	79.1%	<b>76.5%</b>
Netherlands	7.3%	13.9%	7.5%	5.3%	<b>8.1%</b>
Germany	3.9%	10.3%	2.7%	8.9%	<b>6.4%</b>
Luxembourg	4.6%	3.1%	4.2%	2.2%	<b>3.5%</b>
Spanish Mainland	3.5%	4.8%	2.1%	2.9%	<b>3.3%</b>
France	0.6%	1.4%	1.5%	0.6%	<b>1.0%</b>
Others	1.4%	1.7%	1.1%	1.0%	<b>1.3%</b>

#### Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	7.8%	7.2%	6.9%	8.7%	<b>7.7%</b>
4* Hotel	29.6%	46.6%	46.4%	30.9%	<b>37.5%</b>
5* Hotel / 5* Luxury Hotel	13.2%	10.7%	12.1%	11.0%	<b>11.8%</b>
Aparthotel / Tourist Villa	11.1%	10.3%	7.8%	9.4%	<b>9.7%</b>
House/room rented in a private dwelling	19.1%	14.4%	10.7%	21.2%	<b>16.7%</b>
Private accommodation (1)	13.3%	7.8%	12.8%	14.4%	<b>12.3%</b>
Others (Cottage, cruise, camping,...)	5.9%	3.1%	3.3%	4.5%	<b>4.3%</b>

(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	32.8%	24.2%	18.9%	37.5%	<b>29.0%</b>
Bed and Breakfast	9.4%	9.3%	6.8%	10.7%	<b>9.1%</b>
Half board	25.8%	27.0%	28.3%	17.5%	<b>24.3%</b>
Full board	2.4%	3.3%	4.3%	3.6%	<b>3.4%</b>
All inclusive	29.5%	36.2%	41.7%	30.8%	<b>34.2%</b>

#### 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	--	49.9%	38.9%	53.7%	<b>47.8%</b>
No	--	32.8%	35.6%	29.9%	<b>32.6%</b>
Not remember	--	17.3%	25.5%	16.5%	<b>19.7%</b>

Do they exclude destinations with tourist tax?

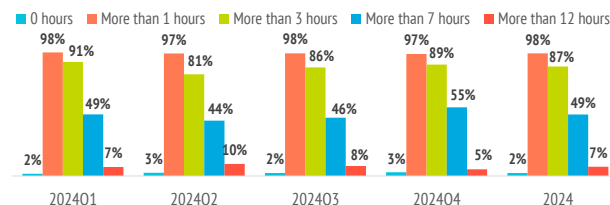
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	11.0%	19.8%	15.1%	<b>15.5%</b>
No	--	89.0%	80.2%	84.9%	<b>84.5%</b>

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	48.2%	48.8%	37.5%	<b>44.4%</b>
Up to 2 euros	--	29.5%	24.5%	33.3%	<b>29.3%</b>
Up to 3 euros	--	14.3%	17.9%	21.2%	<b>18.1%</b>
More than 3 euros	--	8.1%	8.7%	8.0%	<b>8.3%</b>

#### Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Outdoor time per day</b>					
0 hours	1.7%	2.5%	2.4%	2.9%	<b>2.4%</b>
1 - 2 hours	7.5%	16.6%	11.2%	8.4%	<b>10.5%</b>
3 - 6 hours	41.8%	36.9%	40.1%	34.0%	<b>38.2%</b>
7 - 12 hours	41.9%	34.4%	38.4%	49.3%	<b>41.6%</b>
More than 12 hours	7.2%	9.6%	7.9%	5.4%	<b>7.3%</b>
<b>Outdoor time per day</b>	<b>7.1</b>	<b>6.6</b>	<b>6.8</b>	<b>7.1</b>	<b>6.9</b>



Activities in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Walk, wander	76.8%	79.4%	81.1%	77.0%	<b>78.4%</b>
Swimming pool, hotel facilities	54.8%	67.5%	73.2%	52.4%	<b>61.2%</b>
Beach	60.5%	53.9%	69.7%	51.6%	<b>58.8%</b>
Explore the island on their own	52.8%	46.1%	53.0%	49.3%	<b>50.4%</b>
Hiking	38.3%	39.7%	38.9%	40.8%	<b>39.4%</b>
Taste Canarian gastronomy	22.9%	18.8%	19.8%	23.8%	<b>21.6%</b>
Organized excursions	18.0%	18.1%	23.8%	16.0%	<b>18.8%</b>
Sea excursions / whale watching	11.9%	14.7%	19.0%	8.2%	<b>13.1%</b>
Theme parks	10.8%	9.9%	15.9%	8.4%	<b>11.2%</b>
Museums / exhibitions	12.9%	8.7%	12.9%	9.8%	<b>11.1%</b>
Swim	7.6%	10.1%	17.2%	7.8%	<b>10.5%</b>
Beauty and health treatments	7.6%	6.9%	13.5%	7.3%	<b>8.8%</b>
Nightlife / concerts / shows	8.6%	3.6%	10.6%	7.7%	<b>7.8%</b>
Wineries / markets / popular festivals	8.1%	5.6%	8.1%	6.3%	<b>7.1%</b>
Running	8.6%	6.6%	7.3%	4.2%	<b>6.6%</b>
Other Nature Activities	5.6%	8.4%	7.1%	5.9%	<b>6.6%</b>
Practice other sports	7.8%	3.5%	7.0%	2.9%	<b>5.3%</b>
Astronomical observation	6.5%	3.0%	4.1%	5.3%	<b>4.8%</b>
Cycling / Mountain bike	2.9%	6.4%	3.3%	4.0%	<b>4.0%</b>
Scuba Diving	5.1%	2.1%	4.1%	2.1%	<b>3.4%</b>
Surf	4.9%	0.5%	3.2%	2.7%	<b>3.0%</b>
Golf	3.3%	1.0%	2.8%	2.1%	<b>2.4%</b>
Windsurf / Kitesurf	0.2%	0.2%	2.0%	0.3%	<b>0.7%</b>

\* Multi-choice question

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	60.0%	46.8%	54.3%	<b>39.2%</b>
- For any purpose	--	14.9%	9.6%	12.4%	<b>8.9%</b>
- Improve living conditions	--	18.9%	14.3%	8.7%	<b>9.8%</b>
- Improve economic development	--	4.4%	2.3%	3.6%	<b>2.5%</b>
- Improve the environment	--	12.8%	12.0%	13.4%	<b>9.4%</b>
- Improve the tourist environment	--	5.4%	3.0%	3.9%	<b>3.0%</b>
- Other purposes	--	3.5%	5.5%	12.3%	<b>5.6%</b>
Not sure	--	26.2%	32.6%	25.7%	<b>20.6%</b>
No	--	13.8%	20.6%	20.0%	<b>13.5%</b>

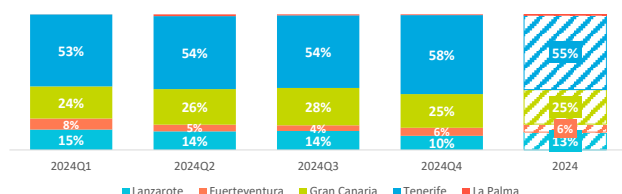
## Tourist profile by quarter of trip (2024)

### BELGIUM



#### Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	17,088	12,036	14,474	12,731	56,329
Fuerteventura	9,254	4,308	4,311	7,333	25,206
Gran Canaria	26,986	23,070	28,520	30,402	108,978
Tenerife	60,492	47,303	55,440	71,474	234,709
La Palma	118	1,153	745	718	2,734



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	71.1%	70.1%	63.6%	71.9%	69.3%
At least 10 previous visits	18.8%	24.1%	15.0%	18.4%	18.9%
Repeat tourists (last 5 years)	66.1%	60.8%	58.1%	67.6%	63.5%
Repeat tourists (last 5 years) (5 or more)	22.3%	19.3%	13.1%	22.3%	19.5%

#### Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Gender</b>					
Men	51.5%	47.8%	46.4%	55.5%	50.7%
Women	48.5%	52.2%	53.6%	44.5%	49.3%
<b>Age</b>					
Average age	50.2	51.2	44.3	53.2	49.9
Standard deviation	17.1	15.4	15.8	16.7	16.7
<b>Age range</b>					
16 - 24 years old	7.7%	5.6%	14.9%	4.1%	8.0%
25 - 30 years old	9.0%	7.4%	9.7%	7.4%	8.4%
31 - 45 years old	24.8%	22.3%	29.0%	22.3%	24.6%
46 - 60 years old	27.6%	33.2%	26.8%	26.1%	28.1%
Over 60 years old	30.9%	31.5%	19.7%	40.1%	30.9%
<b>Occupation</b>					
Salaried worker	45.5%	52.6%	52.7%	35.0%	45.7%
Self-employed	13.8%	7.6%	10.5%	11.1%	11.0%
Unemployed	0.0%	0.9%	0.7%	0.8%	0.6%
Business owner	12.8%	7.2%	9.3%	8.7%	9.6%
Student	3.0%	2.2%	8.1%	3.1%	4.1%
Retired	24.0%	28.5%	17.6%	37.9%	27.4%
Unpaid domestic work	0.6%	0.2%	0.2%	1.3%	0.6%
Others	0.3%	0.9%	1.0%	2.0%	1.1%
<b>Annual household income level</b>					
Less than €25,000	9.1%	9.8%	11.7%	12.7%	10.9%
€25,000 - €49,999	37.4%	39.7%	38.5%	41.9%	39.4%
€50,000 - €74,999	35.4%	35.6%	27.3%	29.9%	31.9%
More than €74,999	18.1%	14.9%	22.6%	15.5%	17.8%
<b>Education level</b>					
No studies	0.0%	0.6%	1.0%	2.0%	1.0%
Primary education	3.1%	1.5%	1.7%	1.5%	2.0%
Secondary education	26.8%	34.8%	37.4%	27.2%	31.1%
Higher education	70.0%	63.1%	59.9%	69.3%	66.0%

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	15.0%	13.7%	14.0%	10.4%	13.2%
Fuerteventura	8.1%	4.9%	4.2%	6.0%	5.9%
Gran Canaria	23.7%	26.3%	27.6%	24.8%	25.5%
Tenerife	53.1%	53.8%	53.6%	58.3%	54.8%
La Palma	0.1%	1.3%	0.7%	0.6%	0.6%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	90.4%	92.4%	88.6%	92.5%	91.0%
Two islands	8.9%	7.0%	8.9%	6.0%	7.7%
Three or more islands	0.7%	0.6%	2.5%	1.5%	1.3%

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

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.36	8.75	8.66	8.66	8.60

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	4.4%	1.2%	4.2%	1.7%	2.9%
Lived up to expectations	51.1%	62.6%	55.4%	60.8%	57.3%
Better or much better than expected	44.5%	36.2%	40.4%	37.5%	39.8%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.50	8.58	8.16	8.75	8.50
Recommend visiting the Canary Islands	8.62	8.91	8.57	8.90	8.75

#### Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	11.8%	7.9%	9.4%	10.9%	10.2%
Only with partner	53.2%	52.6%	47.1%	56.3%	52.5%
Only with children (< 13 years old)	2.3%	4.2%	5.1%	3.6%	3.7%
Partner + children (< 13 years old)	4.2%	9.3%	11.8%	3.7%	6.9%
Other relatives	8.0%	5.8%	7.1%	10.0%	7.9%
Friends	5.8%	5.3%	3.9%	2.6%	4.3%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.2%	0.2%	0.0%	0.9%	0.4%
Other combinations (2)	14.4%	14.7%	15.7%	12.0%	14.1%

(2) Combination of some of the groups previously analyzed

Tourists with children	13.3%	17.8%	21.5%	12.9%	16.1%
- Between 0 and 2 years old	0.4%	1.5%	1.2%	0.7%	0.9%
- Between 3 and 12 years old	10.9%	15.6%	19.7%	10.6%	13.9%
- Between 0 -2 and 3-12 years old	1.9%	0.7%	0.6%	1.5%	1.2%
Tourists without children	86.7%	82.2%	78.5%	87.1%	83.9%
<b>Group composition:</b>					
- 1 person	12.6%	9.3%	10.9%	11.1%	11.1%
- 2 people	61.7%	60.7%	56.6%	65.3%	61.3%
- 3 people	6.7%	13.7%	16.6%	4.9%	10.0%
- 4 or 5 people	15.5%	12.9%	12.2%	14.9%	14.0%
- 6 or more people	3.6%	3.4%	3.6%	3.8%	3.6%
Average group size:	2.49	2.52	2.49	2.45	2.49

\*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.