

## Tourist profile by quarter of trip (2024)

### NETHERLANDS



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>192</b>	<b>174</b>	<b>178</b>	<b>193</b>	<b>737</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>170</b>	<b>146</b>	<b>149</b>	<b>182</b>	<b>646</b>
- book holiday package (*)	97	99	111	115	<b>422</b>
- do not book holiday package (*)	73	47	38	66	<b>224</b>
- % tourists who book holiday package	57.1%	68.0%	74.3%	63.5%	<b>65.3%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>23</b>	<b>28</b>	<b>29</b>	<b>11</b>	<b>91</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	302	351	323	292	<b>316</b>
- holiday package	249	284	254	242	<b>256</b>
- others	53	67	68	50	<b>60</b>
- do not book holiday package	276	251	246	265	<b>262</b>
- flight	73	80	83	64	<b>74</b>
- accommodation	107	85	80	79	<b>89</b>
- others	96	86	84	121	<b>99</b>
<b>Average lenght of stay</b>	<b>10.25</b>	<b>8.41</b>	<b>9.70</b>	<b>9.73</b>	<b>9.56</b>
<b>Average daily expenditure (€)</b>	<b>161.2</b>	<b>183.7</b>	<b>187.3</b>	<b>175.4</b>	<b>176.3</b>
<b>Average daily expenditure (without flight)</b>	<b>118.3</b>	<b>116.5</b>	<b>127.7</b>	<b>121.8</b>	<b>121.1</b>
<b>Average cost of the flight (€)</b>	<b>75.7</b>	<b>114.3</b>	<b>94.8</b>	<b>80.9</b>	<b>89.8</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>250</b>	<b>213</b>	<b>248</b>	<b>268</b>	<b>980</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>185</b>	<b>137</b>	<b>170</b>	<b>191</b>	<b>683</b>

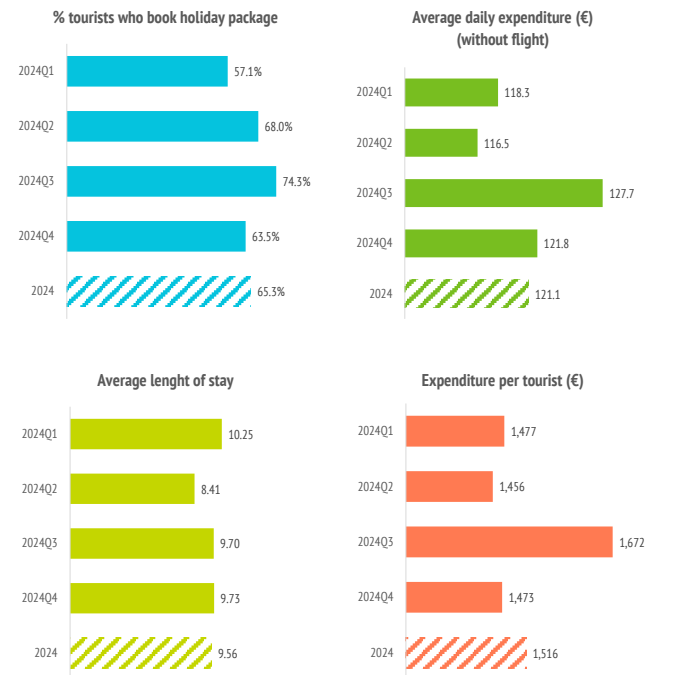
(\*) Thousand of tourists

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	83.5%	92.6%	92.3%	89.3%	<b>89.2%</b>
- Additional accommodation expenses	9.3%	10.7%	9.0%	5.9%	<b>8.6%</b>
<b>Transport:</b>					
- National/International Transport	95.0%	95.8%	96.8%	94.1%	<b>95.4%</b>
- Flights between islands	3.7%	4.2%	5.1%	0.8%	<b>3.3%</b>
- Taxi	53.4%	28.1%	49.8%	57.2%	<b>47.9%</b>
- Car rental	34.6%	43.6%	32.4%	39.2%	<b>37.5%</b>
- Public transport	11.4%	10.2%	9.2%	8.1%	<b>9.7%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	66.7%	65.1%	61.1%	60.7%	<b>63.3%</b>
- Restaurants	68.2%	69.1%	62.2%	67.8%	<b>66.9%</b>
<b>Leisure:</b>					
- Organized excursions	19.4%	27.7%	33.0%	25.6%	<b>26.1%</b>
- Sport activities	5.9%	6.8%	7.8%	8.0%	<b>7.1%</b>
- Cultural activities	3.8%	4.5%	4.2%	3.6%	<b>4.0%</b>
- Museums	4.7%	5.7%	4.6%	6.2%	<b>5.3%</b>
- Theme Parks	8.1%	9.9%	12.7%	8.2%	<b>9.6%</b>
- Discos and pubs	6.1%	6.7%	8.2%	4.7%	<b>6.3%</b>
- Wellness	5.4%	4.0%	6.1%	3.8%	<b>4.8%</b>
<b>Purchases of goods:</b>					
- Souvenirs	44.0%	44.9%	49.1%	37.8%	<b>43.6%</b>
- Real state	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
- Other expenses	0.8%	1.8%	1.1%	0.5%	<b>1.0%</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	8.2%	6.6%	7.4%	8.0%	<b>7.6%</b>
- Other expenses	2.3%	6.5%	6.2%	4.7%	<b>4.8%</b>

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.



#### 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	1,017	754	829	797	<b>849</b>
- Additional accommodation expenses	820	626	730	652	<b>705</b>
- Additional accommodation expenses	197	128	99	145	<b>144</b>
<b>Transport:</b>					
- National/International Transport	692	787	898	852	<b>797</b>
- National/International Transport	404	545	543	449	<b>481</b>
- Flights between islands	42	64	62	125	<b>61</b>
- Taxi	97	57	136	117	<b>108</b>
- Car rental	120	105	136	130	<b>122</b>
- Public transport	28	17	22	31	<b>25</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	328	271	317	393	<b>330</b>
- Food purchases at supermarkets	99	66	98	132	<b>100</b>
- Restaurants	228	205	218	261	<b>230</b>
<b>Leisure:</b>					
- Organized excursions	424	486	842	502	<b>564</b>
- Organized excursions	81	83	106	89	<b>91</b>
- Sport activities	54	98	455	78	<b>173</b>
- Cultural activities	40	46	44	55	<b>46</b>
- Museums	27	21	30	30	<b>27</b>
- Theme Parks	70	75	85	74	<b>77</b>
- Discos and pubs	86	94	59	108	<b>84</b>
- Wellness	66	70	63	68	<b>66</b>
<b>Purchases of goods:</b>					
- Souvenirs	195	161	139	241	<b>173</b>
- Souvenirs	63	73	90	74	<b>75</b>
- Real state	0	0	0	0	<b>0</b>
- Other expenses	132	87	49	167	<b>97</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	110	97	192	82	<b>122</b>
- Medical or pharmaceutical expenses	49	15	92	22	<b>44</b>
- Other expenses	61	82	100	60	<b>78</b>

## Tourist profile by quarter of trip (2024)

### NETHERLANDS



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	88.1%	95.1%	95.9%	93.1%	<b>92.9%</b>
Visiting family or friends	9.0%	2.1%	4.0%	5.2%	<b>5.2%</b>
Business and work	0.8%	1.1%	0.0%	0.5%	<b>0.6%</b>
Education and training	0.2%	0.1%	0.0%	0.1%	<b>0.1%</b>
Sports training	0.1%	1.2%	0.0%	0.0%	<b>0.3%</b>
Health or medical care	0.9%	0.4%	0.0%	0.0%	<b>0.3%</b>
Fairs and congresses	0.0%	0.0%	0.1%	0.0%	<b>0.0%</b>
Others	0.9%	0.0%	0.0%	1.0%	<b>0.5%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	49.7%	48.1%	45.7%	47.6%	<b>47.8%</b>
Enjoy family time	12.7%	14.9%	11.4%	12.9%	<b>13.0%</b>
Have fun	11.7%	15.3%	19.3%	14.6%	<b>15.1%</b>
Explore the destination	19.0%	18.1%	20.8%	20.2%	<b>19.5%</b>
Practice their hobbies	1.8%	1.1%	1.6%	3.0%	<b>1.9%</b>
Other reasons	5.1%	2.5%	1.2%	1.7%	<b>2.6%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	11.0%	10.6%	10.3%	6.7%	<b>9.5%</b>
Canary Islands	20.7%	20.9%	24.1%	21.5%	<b>21.9%</b>
Other destination	68.3%	68.5%	65.6%	71.8%	<b>68.6%</b>
- Balearic Islands	2.4%	3.7%	1.7%	0.5%	<b>2.0%</b>
- Rest of Spain	7.7%	10.3%	12.0%	10.5%	<b>10.2%</b>
- Italy	8.5%	5.6%	7.4%	10.5%	<b>8.1%</b>
- France	10.5%	5.6%	7.8%	10.0%	<b>8.5%</b>
- Turkey	2.8%	4.6%	1.5%	1.5%	<b>2.5%</b>
- Greece	9.2%	12.6%	10.1%	9.4%	<b>10.3%</b>
- Portugal	3.7%	3.0%	2.6%	1.7%	<b>2.7%</b>
- Croatia	3.1%	2.0%	2.8%	1.8%	<b>2.4%</b>
- Egypt	1.2%	1.2%	0.7%	2.6%	<b>1.5%</b>
- Tunisia	0.0%	0.7%	0.0%	0.0%	<b>0.2%</b>
- Morocco	1.0%	0.8%	1.0%	0.9%	<b>1.0%</b>
- Others	18.3%	18.5%	18.1%	22.4%	<b>19.4%</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")	34.4%	25.3%	13.0%	30.1%	<b>24.9%</b>
Canary Islands (other island)	27.1%	22.3%	17.9%	28.9%	<b>23.7%</b>
Other destination	38.5%	52.4%	69.1%	41.0%	<b>51.3%</b>
- Balearic Islands	1.6%	2.8%	5.7%	2.9%	<b>3.4%</b>
- Rest of Spain	9.6%	9.0%	13.5%	9.7%	<b>10.6%</b>
- Italy	3.8%	6.2%	8.8%	3.0%	<b>5.6%</b>
- France	2.5%	2.2%	2.5%	1.6%	<b>2.2%</b>
- Turkey	2.9%	4.7%	5.1%	2.4%	<b>3.8%</b>
- Greece	4.8%	12.7%	17.1%	9.2%	<b>11.4%</b>
- Portugal	4.6%	6.4%	7.0%	5.8%	<b>6.0%</b>
- Croatia	0.6%	2.4%	4.8%	0.5%	<b>2.2%</b>
- Egypt	5.2%	2.5%	2.1%	2.4%	<b>3.0%</b>
- Others	2.8%	3.5%	2.3%	3.4%	<b>3.0%</b>

\* Percentage of valid answers

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	80.8%	69.1%	58.5%	75.1%	<b>71.4%</b>
Tranquility	39.7%	50.8%	46.6%	39.2%	<b>43.7%</b>
Sea	37.8%	36.7%	37.6%	39.8%	<b>38.1%</b>
Accommodation supply	34.3%	38.3%	38.8%	35.7%	<b>36.6%</b>
Fun possibilities	26.9%	43.5%	42.4%	33.6%	<b>36.1%</b>
Beaches	32.4%	29.9%	28.1%	32.2%	<b>30.8%</b>
Safety	29.4%	29.1%	36.4%	28.3%	<b>30.6%</b>
European belonging	30.8%	29.5%	24.5%	25.5%	<b>27.5%</b>
Price	25.0%	22.2%	25.7%	21.7%	<b>23.6%</b>
Landscapes	23.6%	20.2%	19.8%	25.8%	<b>22.6%</b>
Gastronomy	21.9%	15.4%	13.8%	16.7%	<b>17.1%</b>
Effortless trip	17.1%	13.3%	18.1%	11.7%	<b>14.9%</b>
Exoticism	11.3%	15.8%	20.4%	12.3%	<b>14.7%</b>
Environment	21.5%	9.8%	8.5%	10.4%	<b>12.7%</b>
Authenticity	12.7%	11.8%	14.6%	9.1%	<b>11.9%</b>
Hiking trail network	12.3%	8.3%	6.6%	13.5%	<b>10.4%</b>
Shopping	5.2%	7.7%	4.8%	5.4%	<b>5.7%</b>
Culture	6.2%	6.8%	4.3%	3.5%	<b>5.1%</b>
Historical heritage	7.8%	6.6%	3.1%	2.4%	<b>4.9%</b>
Nightlife	6.4%	2.2%	5.3%	4.5%	<b>4.7%</b>

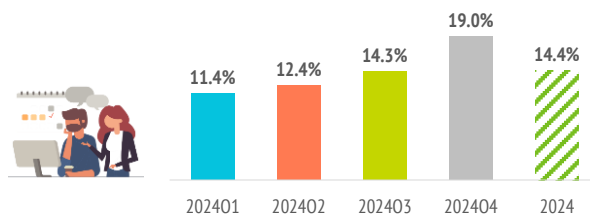
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	0.6%	1.8%	0.9%	0.7%	<b>1.0%</b>
Between 1 and 30 days	25.2%	24.0%	32.7%	24.1%	<b>26.3%</b>
Between 1 and 2 months	30.4%	23.1%	18.7%	21.0%	<b>23.4%</b>
Between 3 and 6 months	32.4%	38.8%	33.4%	35.3%	<b>34.9%</b>
More than 6 months	11.4%	12.4%	14.3%	19.0%	<b>14.4%</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	40.3%	37.5%	32.9%	42.2%	<b>38.5%</b>
Friends or relatives	23.6%	27.7%	26.3%	20.8%	<b>24.4%</b>
Internet or social media	58.8%	56.2%	58.3%	56.3%	<b>57.4%</b>
Mass Media	0.6%	0.7%	1.4%	1.4%	<b>1.0%</b>
Travel guides and magazines	6.8%	10.8%	5.7%	5.8%	<b>7.2%</b>
Travel Blogs or Forums	3.8%	4.1%	3.4%	3.3%	<b>3.6%</b>
Travel TV Channels	0.4%	0.3%	0.5%	1.6%	<b>0.7%</b>
Tour Operator or Travel Agency	16.8%	29.2%	25.2%	19.5%	<b>22.3%</b>
Public administrations or similar	0.3%	0.5%	0.0%	0.0%	<b>0.2%</b>
Others	3.8%	3.3%	2.9%	2.7%	<b>3.2%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2024)

### NETHERLANDS



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Flight</b>					
- Directly with the airline	40.6%	27.8%	31.5%	36.0%	<b>34.3%</b>
- Tour Operator or Travel Agency	59.4%	72.2%	68.5%	64.0%	<b>65.7%</b>
<b>Accommodation</b>					
- Directly with the accommodation	28.1%	19.7%	23.4%	23.4%	<b>23.7%</b>
- Tour Operator or Travel Agency	71.9%	80.3%	76.6%	76.6%	<b>76.3%</b>

#### Where does the flight come from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Netherlands	80.3%	79.5%	83.9%	81.8%	<b>81.4%</b>
Germany	11.3%	14.1%	9.0%	14.0%	<b>12.2%</b>
Belgium	5.2%	2.3%	3.3%	2.3%	<b>3.3%</b>
Spanish Mainland	1.1%	2.6%	2.0%	1.0%	<b>1.6%</b>
Portugal	0.0%	0.7%	0.4%	0.2%	<b>0.3%</b>
United Kingdom	0.3%	0.7%	0.1%	0.2%	<b>0.3%</b>
Others	1.8%	0.2%	1.2%	0.5%	<b>0.9%</b>

#### Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	17.1%	10.3%	11.6%	9.5%	<b>12.2%</b>
4* Hotel	34.3%	34.7%	43.5%	36.2%	<b>37.0%</b>
5* Hotel / 5* Luxury Hotel	4.7%	12.4%	7.6%	5.5%	<b>7.3%</b>
Aparthotel / Tourist Villa	18.5%	24.7%	24.9%	22.6%	<b>22.5%</b>
House/room rented in a private dwelling	13.4%	14.7%	8.2%	17.1%	<b>13.5%</b>
Private accommodation (1)	10.8%	2.0%	2.4%	5.1%	<b>5.3%</b>
Others (Cottage, cruise, camping,...)	1.2%	1.1%	1.9%	4.1%	<b>2.2%</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	32.7%	29.2%	25.5%	31.8%	<b>29.9%</b>
Bed and Breakfast	16.4%	18.2%	18.1%	21.5%	<b>18.6%</b>
Half board	17.8%	16.3%	16.4%	11.3%	<b>15.3%</b>
Full board	0.5%	1.4%	1.6%	1.5%	<b>1.2%</b>
All inclusive	32.6%	35.0%	38.5%	33.9%	<b>34.9%</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	--	64.3%	61.7%	65.7%	<b>64.0%</b>
No	--	14.0%	16.3%	15.8%	<b>15.4%</b>
Not remember	--	21.7%	22.0%	18.4%	<b>20.6%</b>

Do they exclude destinations with tourist tax?

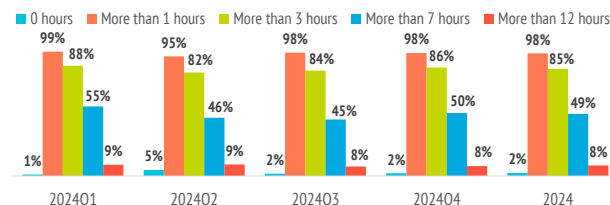
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	10.6%	6.0%	7.6%	<b>8.0%</b>
No	--	89.4%	94.0%	92.4%	<b>92.0%</b>

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	38.8%	33.7%	38.3%	<b>37.0%</b>
Up to 2 euros	--	36.2%	36.8%	36.3%	<b>36.4%</b>
Up to 3 euros	--	15.1%	20.8%	17.5%	<b>17.8%</b>
More than 3 euros	--	9.9%	8.6%	8.0%	<b>8.8%</b>

#### Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Outdoor time per day					
0 hours	1.1%	4.8%	1.9%	2.2%	<b>2.4%</b>
1 - 2 hours	11.2%	12.9%	14.3%	11.6%	<b>12.4%</b>
3 - 6 hours	32.4%	35.9%	38.9%	36.2%	<b>35.7%</b>
7 - 12 hours	46.4%	37.2%	37.4%	42.2%	<b>41.0%</b>
More than 12 hours	9.0%	9.2%	7.6%	7.9%	<b>8.4%</b>
Outdoor time per day	7.4	6.8	6.7	7.1	<b>7.0</b>



Activities in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Walk, wander	74.1%	69.9%	68.8%	69.5%	<b>70.6%</b>
Beach	70.8%	62.9%	65.0%	61.8%	<b>65.1%</b>
Swimming pool, hotel facilities	54.6%	72.2%	73.9%	55.9%	<b>63.4%</b>
Explore the island on their own	49.6%	51.5%	51.6%	51.9%	<b>51.1%</b>
Hiking	36.8%	35.7%	34.0%	38.5%	<b>36.4%</b>
Running	17.3%	20.1%	25.6%	21.2%	<b>20.9%</b>
Taste Canarian gastronomy	21.1%	21.3%	14.6%	20.7%	<b>19.6%</b>
Organized excursions	14.1%	17.8%	24.6%	18.3%	<b>18.6%</b>
Sea excursions / whale watching	7.7%	18.3%	17.9%	16.2%	<b>14.8%</b>
Swim	15.4%	15.6%	16.5%	10.5%	<b>14.3%</b>
Theme parks	11.1%	11.8%	19.9%	11.7%	<b>13.4%</b>
Nightlife / concerts / shows	13.5%	9.0%	11.9%	9.5%	<b>11.0%</b>
Museums / exhibitions	10.2%	9.0%	10.9%	10.6%	<b>10.2%</b>
Other Nature Activities	7.7%	5.5%	10.1%	9.0%	<b>8.1%</b>
Wineries / markets / popular festivals	6.0%	4.9%	8.1%	5.4%	<b>6.1%</b>
Astronomical observation	4.4%	6.2%	6.4%	6.6%	<b>5.9%</b>
Beauty and health treatments	4.5%	4.0%	6.4%	4.4%	<b>4.8%</b>
Practice other sports	2.9%	3.6%	2.6%	4.4%	<b>3.4%</b>
Scuba Diving	2.3%	0.3%	4.1%	2.7%	<b>2.4%</b>
Golf	2.0%	2.0%	3.3%	2.2%	<b>2.4%</b>
Surf	2.6%	2.0%	1.1%	1.6%	<b>1.9%</b>
Cycling / Mountain bike	3.0%	1.2%	1.5%	1.3%	<b>1.7%</b>
Windsurf / Kitesurf	--	0.2%	0.6%	2.2%	<b>0.8%</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	--	65.1%	60.6%	65.0%	<b>47.0%</b>
- For any purpose	--	18.5%	15.2%	13.7%	<b>11.5%</b>
- Improve living conditions	--	17.0%	16.3%	18.1%	<b>12.7%</b>
- Improve economic development	--	8.1%	4.3%	5.7%	<b>4.4%</b>
- Improve the environment	--	8.4%	10.7%	14.3%	<b>8.4%</b>
- Improve the tourist environment	--	6.4%	8.1%	6.2%	<b>5.1%</b>
- Other purposes	--	6.8%	6.1%	7.0%	<b>4.9%</b>
Not sure	--	22.7%	26.0%	22.9%	<b>17.6%</b>
No	--	12.2%	13.4%	12.1%	<b>9.2%</b>

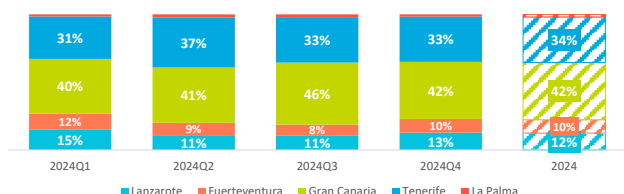
## Tourist profile by quarter of trip (2024)

### NETHERLANDS



#### Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	25,096	15,822	16,032	23,215	80,165
Fuerteventura	20,328	13,465	11,714	18,428	63,935
Gran Canaria	68,257	59,650	68,000	76,448	272,355
Tenerife	53,056	53,886	49,785	60,640	217,367
La Palma	2,646	3,315	3,112	3,075	12,148



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	67.2%	62.7%	57.4%	66.7%	63.8%
At least 10 previous visits	15.2%	10.9%	5.5%	13.5%	11.5%
Repeat tourists (last 5 years)	61.6%	56.0%	49.3%	59.7%	57.0%
Repeat tourists (last 5 years) (5 or more)	11.1%	8.2%	5.6%	13.3%	9.8%

#### Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Gender</b>					
Men	48.5%	50.4%	47.7%	44.7%	47.7%
Women	51.5%	49.6%	52.3%	55.3%	52.3%
<b>Age</b>					
Average age	49.9	46.0	40.6	49.2	46.7
Standard deviation	17.1	16.7	16.3	16.9	17.2
<b>Age range</b>					
16 - 24 years old	7.3%	12.5%	23.3%	8.5%	12.5%
25 - 30 years old	10.8%	9.8%	11.4%	12.2%	11.1%
31 - 45 years old	24.5%	30.8%	28.4%	22.8%	26.3%
46 - 60 years old	23.4%	20.7%	22.6%	25.4%	23.2%
Over 60 years old	34.0%	26.1%	14.2%	31.2%	26.9%
<b>Occupation</b>					
Salaried worker	44.5%	57.1%	70.1%	57.6%	56.9%
Self-employed	7.6%	10.1%	5.6%	9.7%	8.3%
Unemployed	1.0%	1.0%	0.9%	0.8%	0.9%
Business owner	9.6%	8.0%	5.7%	8.3%	8.0%
Student	3.2%	3.6%	7.6%	2.3%	4.0%
Retired	30.4%	17.0%	8.7%	20.1%	19.5%
Unpaid domestic work	0.2%	0.8%	0.3%	0.0%	0.3%
Others	3.5%	2.4%	1.2%	1.3%	2.1%
<b>Annual household income level</b>					
Less than €25,000	14.0%	10.3%	17.6%	5.9%	11.7%
€25,000 - €49,999	28.1%	22.9%	31.6%	35.0%	29.7%
€50,000 - €74,999	27.5%	40.5%	32.0%	28.9%	31.9%
More than €74,999	30.4%	26.3%	18.8%	30.2%	26.8%
<b>Education level</b>					
No studies	1.7%	0.3%	0.8%	1.1%	1.0%
Primary education	0.4%	0.5%	1.0%	1.1%	0.7%
Secondary education	40.0%	45.3%	45.6%	44.0%	43.6%
Higher education	58.0%	53.8%	52.7%	53.8%	54.6%

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	14.8%	10.8%	10.8%	12.8%	12.4%
Fuerteventura	12.0%	9.2%	7.9%	10.1%	9.9%
Gran Canaria	40.3%	40.8%	45.7%	42.0%	42.2%
Tenerife	31.3%	36.9%	33.5%	33.4%	33.6%
La Palma	1.6%	2.3%	2.1%	1.7%	1.9%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	94.8%	95.4%	93.0%	95.8%	94.8%
Two islands	4.4%	4.3%	6.0%	3.5%	4.5%
Three or more islands	0.8%	0.2%	1.0%	0.7%	0.7%

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

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.45	8.26	8.34	8.43	8.38

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	1.6%	4.3%	4.3%	2.6%	3.1%
Lived up to expectations	56.7%	54.5%	53.3%	58.3%	55.9%
Better or much better than expected	41.7%	41.1%	42.5%	39.1%	41.0%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.29	7.85	7.68	8.24	8.04
Recommend visiting the Canary Islands	8.62	8.28	8.26	8.62	8.46

#### Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	11.9%	11.7%	6.6%	8.1%	9.6%
Only with partner	55.2%	43.5%	48.7%	49.3%	49.4%
Only with children (< 13 years old)	4.0%	4.7%	4.1%	4.1%	4.2%
Partner + children (< 13 years old)	4.4%	10.3%	8.0%	6.6%	7.2%
Other relatives	9.5%	12.8%	8.5%	11.0%	10.4%
Friends	7.1%	4.4%	6.5%	6.1%	6.1%
Work colleagues	0.2%	0.4%	0.4%	0.3%	0.3%
Organized trip	0.4%	0.0%	0.0%	0.0%	0.1%
Other combinations (2)	7.3%	12.1%	17.2%	14.4%	12.7%

(2) Combination of some of the groups previously analyzed

Tourists with children	11.3%	20.0%	15.6%	15.3%	15.4%
- Between 0 and 2 years old	2.5%	1.4%	1.8%	1.6%	1.9%
- Between 3 and 12 years old	8.5%	17.0%	13.0%	12.3%	12.5%
- Between 0 -2 and 3-12 years old	0.2%	1.6%	0.8%	1.3%	1.0%
Tourists without children	88.7%	80.0%	84.4%	84.7%	84.6%
<b>Group composition:</b>					
- 1 person	12.9%	12.7%	7.6%	8.9%	10.5%
- 2 people	66.7%	54.9%	59.2%	61.3%	60.8%
- 3 people	9.4%	10.3%	12.5%	10.5%	10.6%
- 4 or 5 people	9.6%	16.9%	18.6%	14.7%	14.7%
- 6 or more people	1.4%	5.2%	2.1%	4.6%	3.3%
Average group size:	2.25	2.78	2.54	2.64	2.55

\*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.