Canary Islands — LATITUDE OF LIFE

How many are they and how much do they spend?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**202**	**166**	**189**	**222**	**778**
Tourist arrivals ≥ 16 years old (EGT) (*)	**182**	**147**	**171**	**204**	**704**
- book holiday package (*)	35	26	36	33	**130**
- do not book holiday package (*)	146	121	135	172	**574**
- % tourists who book holiday package	19.5%	17.6%	21.2%	16.0%	**18.5%**
Children < 16 years old (FRONTUR - EGT) *(*)*	20	19	18	18	**74**
Expenditure per tourist (€)	**1,304**	**983**	**1,426**	**967**	**1,169**
- book holiday package	412	209	313	296	**306**
- holiday package	357	184	261	255	**263**
- others	55	26	52	41	**44**
- do not book holiday package	284	228	305	210	**256**
- flight	86	60	91	53	**72**
- accommodation	95	77	98	67	**84**
- others	103	91	116	89	**100**
Average lenght of stay	**12.51**	**9.52**	**11.89**	**8.51**	**10.57**
Average daily expenditure (€)	**140.0**	**131.9**	**146.5**	**129.9**	**137.0**
Average daily expenditure (without flight)	**98.7**	**93.2**	**101.4**	**95.4**	**97.2**
Average cost of the flight (€)	**91.4**	**62.3**	**95.1**	**59.0**	**77.1**
Total turnover (≥ 16 years old) (€m)	**237**	**145**	**244**	**197**	**823**
Turnover without flight (≥ 16 years old) (€m)	**166**	**105**	**168**	**146**	**585**

(*) Thousand of tourists

% tourists who book holiday package

Average daily expenditure (€) (without flight)
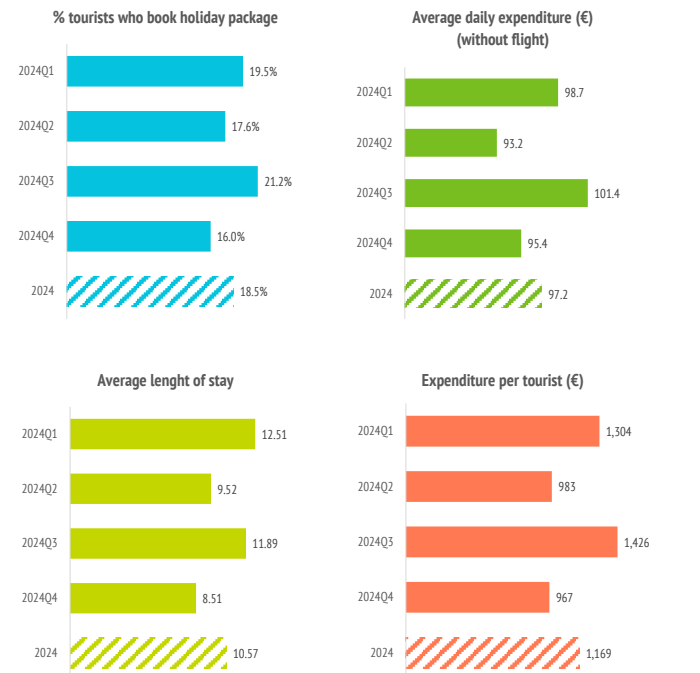

Average lenght of stay

Expenditure per tourist (€)

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Accommodation:					
- Accommodation	69.3%	79.8%	82.1%	72.0%	**75.4%**
- Additional accommodation expenses	5.8%	8.1%	5.4%	8.1%	**6.9%**
Transport:					
- National/International Transport	93.4%	95.1%	94.6%	93.6%	**94.1%**
- Flights between islands	9.5%	8.5%	4.9%	9.9%	**8.3%**
- Taxi	25.6%	25.9%	26.8%	29.4%	**27.0%**
- Car rental	44.4%	54.8%	56.5%	47.8%	**50.5%**
- Public transport	10.5%	11.6%	13.4%	15.2%	**12.8%**
Food and drink:					
- Food purchases at supermarkets	64.3%	61.8%	62.3%	65.4%	**63.6%**
- Restaurants	71.3%	73.2%	72.4%	72.1%	**72.2%**
Leisure:					
- Organized excursions	24.6%	35.2%	44.7%	32.6%	**34.0%**
- Sport activities	7.8%	8.1%	5.5%	9.4%	**7.8%**
- Cultural activities	2.3%	1.7%	0.8%	4.3%	**2.4%**
- Museums	10.4%	6.5%	8.4%	8.5%	**8.5%**
- Theme Parks	10.9%	12.1%	18.6%	14.0%	**13.9%**
- Discos and pubs	13.2%	10.9%	16.2%	17.8%	**14.8%**
- Wellness	4.4%	5.6%	2.9%	7.8%	**5.3%**
Purchases of goods:					
- Souvenirs	31.2%	39.6%	45.5%	42.6%	**39.7%**
- Real state	0.0%	0.7%	0.0%	0.0%	**0.1%**
- Other expenses	0.1%	1.6%	1.4%	1.3%	**1.1%**
Other:					
- Medical or pharmaceutical expenses	5.5%	5.4%	7.5%	10.5%	**7.4%**
- Other expenses	3.1%	2.9%	4.6%	4.5%	**3.8%**

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:	**930**	**555**	**673**	**628**	**697**
- Accommodation	714	456	599	500	**567**
- Additional accommodation expenses	216	99	74	128	**129**
Transport:	**742**	**533**	**836**	**564**	**673**
- National/International Transport	415	288	467	270	**359**
- Flights between islands	77	52	60	108	**80**
- Taxi	104	67	109	60	**84**
- Car rental	124	102	175	103	**127**
- Public transport	22	25	24	22	**23**
Food and drink:	**362**	**257**	**330**	**247**	**299**
- Food purchases at supermarkets	154	98	126	98	**119**
- Restaurants	208	158	205	150	**180**
Leisure:	**506**	**470**	**454**	**477**	**480**
- Organized excursions	65	71	92	80	**79**
- Sport activities	73	83	108	69	**80**
- Cultural activities	22	61	48	62	**50**
- Museums	23	36	28	57	**36**
- Theme Parks	49	78	71	56	**63**
- Discos and pubs	74	74	71	66	**71**
- Wellness	200	68	36	87	**100**
Purchases of goods:	**85**	**193**	**130**	**117**	**200**
- Souvenirs	55	53	88	43	**60**
- Real state	0	83	0	0	**83**
- Other expenses	30	57	42	74	**57**
Other:	**134**	**76**	**175**	**68**	**111**
- Medical or pharmaceutical expenses	55	13	89	27	**46**
- Other expenses	79	63	86	41	**66**

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	77.4%	84.7%	89.7%	80.0%	**82.7%**
Visiting family or friends	15.1%	8.9%	9.4%	17.0%	**13.0%**
Business and work	1.1%	4.4%	0.4%	0.5%	**1.4%**
Education and training	0.8%	0.2%	0.0%	0.9%	**0.5%**
Sports training	2.0%	1.3%	0.0%	1.2%	**1.1%**
Health or medical care	0.2%	0.0%	0.2%	0.0%	**0.1%**
Fairs and congresses	0.7%	0.5%	0.3%	0.0%	**0.4%**
Others	2.7%	0.0%	0.0%	0.4%	**0.8%**

What is the main motivation for their holidays?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	51.3%	40.1%	38.5%	41.4%	**43.0%**
Enjoy family time	16.1%	12.4%	11.5%	13.6%	**13.5%**
Have fun	7.5%	5.4%	12.0%	8.1%	**8.4%**
Explore the destination	21.1%	39.8%	36.5%	35.0%	**32.8%**
Practice their hobbies	2.4%	2.1%	0.2%	1.3%	**1.5%**
Other reasons	1.6%	0.1%	1.2%	0.5%	**0.9%**

Where did they spend their main holiday last year? *

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	8.8%	11.5%	14.0%	10.3%	**11.3%**
Canary Islands	17.8%	17.3%	20.3%	21.9%	**19.5%**
Other destination	73.4%	71.3%	65.7%	67.8%	**69.2%**
- Balearic Islands	5.3%	4.5%	3.7%	5.0%	**4.6%**
- Rest of Spain	11.4%	6.9%	8.2%	8.0%	**8.6%**
- Italy	18.3%	29.0%	21.0%	20.6%	**22.0%**
- France	4.9%	3.8%	4.2%	4.2%	**4.3%**
- Turkey	0.9%	0.7%	1.2%	2.1%	**1.3%**
- Greece	6.7%	10.0%	8.3%	7.0%	**8.0%**
- Portugal	4.4%	3.2%	2.5%	3.3%	**3.3%**
- Croatia	3.5%	1.2%	1.7%	1.6%	**1.9%**
- Egypt	3.7%	2.2%	2.9%	1.8%	**2.6%**
- Tunisia	0.6%	0.5%	0.7%	0.5%	**0.6%**
- Morocco	2.7%	1.6%	1.5%	1.4%	**1.8%**
- Others	11.0%	7.9%	10.1%	12.4%	**10.4%**

* 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")	39.6%	35.8%	25.0%	37.5%	**34.0%**
Canary Islands (other island)	30.8%	28.9%	25.6%	32.7%	**29.5%**
Other destination	29.5%	35.3%	49.4%	29.7%	**36.5%**
- Balearic Islands	3.3%	4.4%	5.5%	2.6%	**4.0%**
- Rest of Spain	5.7%	8.2%	11.7%	8.6%	**8.7%**
- Italy	4.1%	4.6%	6.7%	4.0%	**4.9%**
- France	1.2%	1.4%	0.9%	0.9%	**1.1%**
- Turkey	0.8%	0.7%	2.0%	0.9%	**1.2%**
- Greece	0.9%	4.0%	10.3%	2.8%	**4.8%**
- Portugal	5.8%	4.7%	4.9%	3.1%	**4.6%**
- Croatia	0.0%	0.5%	2.5%	1.1%	**1.1%**
- Egypt	2.7%	4.0%	2.6%	4.9%	**3.6%**
- Others	4.9%	2.9%	2.3%	0.8%	**2.6%**

* Percentage of valid answers

Importance of each factor in the destination choice

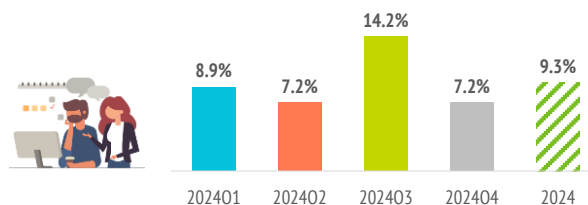|	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	79.4%	74.2%	68.6%	81.0%	**76.1%**
Landscapes	55.3%	63.4%	62.7%	52.1%	**57.9%**
Environment	53.8%	61.7%	60.2%	55.9%	**57.6%**
Sea	52.3%	51.6%	52.2%	51.3%	**51.8%**
Tranquility	52.6%	49.3%	48.2%	52.1%	**50.7%**
Beaches	50.4%	48.8%	53.2%	46.0%	**49.5%**
Safety	40.5%	45.2%	42.5%	40.6%	**42.0%**
European belonging	41.0%	41.8%	33.4%	40.2%	**39.0%**
Price	26.9%	36.2%	33.9%	30.6%	**31.6%**
Effortless trip	21.7%	39.1%	32.3%	34.2%	**31.5%**
Authenticity	25.6%	35.2%	29.5%	27.7%	**29.1%**
Accommodation supply	26.0%	33.0%	29.1%	26.3%	**28.3%**
Fun possibilities	18.8%	24.5%	32.3%	23.1%	**24.5%**
Hiking trail network	16.9%	25.3%	24.9%	21.5%	**21.9%**
Gastronomy	13.7%	24.5%	22.3%	20.5%	**20.0%**
Nightlife	13.3%	18.6%	24.0%	11.6%	**16.5%**
Exoticism	13.4%	21.0%	16.3%	11.8%	**15.2%**
Shopping	8.6%	15.2%	16.6%	11.4%	**12.7%**
Historical heritage	7.6%	14.5%	12.0%	10.9%	**11.1%**
Culture	7.3%	13.9%	10.6%	10.8%	**10.5%**

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	0.1%	1.1%	0.7%	1.7%	**0.9%**
Between 1 and 30 days	24.0%	21.7%	19.2%	23.3%	**22.2%**
Between 1 and 2 months	34.8%	35.6%	22.2%	30.5%	**30.7%**
Between 3 and 6 months	32.3%	34.4%	43.6%	37.2%	**36.9%**
More than 6 months	8.9%	7.2%	14.2%	7.2%	**9.3%**

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2024Q1	2024Q2	2024Q3	2024Q4	2024
8.9%	7.2%	14.2%	7.2%	9.3%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	38.4%	26.4%	20.7%	31.4%	**29.5%**
Friends or relatives	41.0%	35.7%	35.8%	38.0%	**37.8%**
Internet or social media	44.6%	55.2%	62.0%	47.8%	**52.0%**
Mass Media	0.7%	2.0%	1.1%	0.9%	**1.1%**
Travel guides and magazines	3.9%	5.9%	7.0%	5.1%	**5.4%**
Travel Blogs or Forums	5.5%	11.1%	7.5%	9.4%	**8.3%**
Travel TV Channels	1.2%	0.1%	0.6%	0.4%	**0.6%**
Tour Operator or Travel Agency	11.4%	12.4%	14.8%	9.5%	**11.9%**
Public administrations or similar	0.4%	1.4%	0.9%	0.0%	**0.6%**
Others	1.5%	2.4%	3.2%	2.5%	**2.4%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Flight					
- Directly with the airline	72.3%	72.5%	68.4%	77.8%	**73.0%**
- Tour Operator or Travel Agency	27.7%	27.5%	31.6%	22.2%	**27.0%**
Accommodation					
- Directly with the accommodation	61.8%	59.2%	55.0%	64.0%	**60.1%**
- Tour Operator or Travel Agency	38.2%	40.8%	45.0%	36.0%	**39.9%**

Where does the flight come from? 🌐

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Italy	83.8%	83.3%	80.2%	89.2%	**84.4%**
Spanish Mainland	11.3%	13.1%	14.4%	9.2%	**11.8%**
Germany	0.7%	0.4%	2.2%	0.0%	**0.8%**
United Kingdom	0.0%	2.6%	0.8%	0.0%	**0.7%**
Slovakia	2.7%	0.0%	0.0%	0.0%	**0.7%**
Switzerland	0.0%	0.5%	1.1%	0.0%	**0.4%**
Others	1.5%	0.0%	1.3%	1.6%	**1.2%**

Where do they stay? 🛏

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	6.9%	10.4%	9.9%	6.5%	**8.3%**
4* Hotel	18.5%	24.3%	22.7%	17.8%	**20.5%**
5* Hotel / 5* Luxury Hotel	2.6%	4.5%	3.8%	1.8%	**3.1%**
Aparthotel / Tourist Villa	15.8%	11.5%	18.0%	13.8%	**14.9%**
House/room rented in a private dwelling	27.7%	33.1%	30.3%	36.1%	**31.9%**
Private accommodation (1)	23.3%	12.7%	11.9%	16.7%	**16.4%**
Others (Cottage, cruise, camping,..)	5.2%	3.5%	3.3%	7.3%	**5.0%**

(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	59.2%	57.1%	56.9%	66.1%	**60.1%**
Bed and Breakfast	5.7%	11.5%	8.4%	8.2%	**8.4%**
Half board	12.4%	11.9%	13.1%	7.3%	**11.0%**
Full board	7.2%	4.1%	5.6%	7.3%	**6.1%**
All inclusive	15.5%	15.4%	16.1%	11.0%	**14.4%**

Activities in the Canary Islands 🚶🧍

Outdoor time per day	2024Q1	2024Q2	2024Q3	2024Q4	2024
0 hours	0.0%	2.1%	0.8%	0.0%	**0.6%**
1 - 2 hours	1.1%	2.3%	0.2%	1.0%	**1.1%**
3 - 6 hours	11.8%	11.3%	8.6%	14.3%	**11.7%**
7 - 12 hours	69.7%	66.9%	67.3%	67.1%	**67.8%**
More than 12 hours	17.3%	17.4%	23.2%	17.6%	**18.8%**
Outdoor time per day	10.1	10.0	10.6	10.1	**10.2**

Legend: 0 hours, More than 1 hours, More than 3 hours, More than 7 hours, More than 12 hours
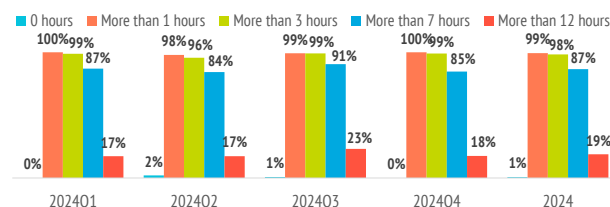
Activities in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Beach	77.0%	83.5%	86.8%	85.0%	**83.1%**
Walk, wander	72.0%	74.8%	70.6%	73.3%	**72.6%**
Explore the island on their own	55.2%	66.8%	65.0%	61.5%	**61.8%**
Swimming pool, hotel facilities	26.4%	46.0%	49.4%	37.8%	**39.4%**
Taste Canarian gastronomy	23.5%	28.5%	27.1%	30.1%	**27.3%**
Organized excursions	14.1%	25.0%	34.8%	20.0%	**23.1%**
Hiking	13.7%	21.2%	18.2%	18.9%	**17.9%**
Theme parks	10.6%	12.9%	24.9%	16.0%	**16.1%**
Nightlife / concerts / shows	8.9%	16.9%	20.1%	17.9%	**15.9%**
Other Nature Activities	13.3%	13.1%	16.0%	16.4%	**14.8%**
Sea excursions / whale watching	6.0%	11.3%	24.5%	11.5%	**13.2%**
Museums / exhibitions	13.1%	10.3%	16.6%	12.1%	**13.1%**
Wineries / markets / popular festivals	10.2%	12.1%	14.9%	13.2%	**12.6%**
Surf	6.7%	9.1%	5.8%	9.0%	**7.7%**
Running	6.1%	5.5%	6.9%	7.5%	**6.6%**
Practice other sports	5.9%	4.4%	7.3%	3.4%	**5.2%**
Beauty and health treatments	4.9%	5.4%	4.2%	5.5%	**5.0%**
Swim	5.3%	4.7%	5.7%	3.5%	**4.7%**
Astronomical observation	2.3%	6.1%	5.3%	3.1%	**4.1%**
Cycling / Mountain bike	2.9%	2.2%	1.4%	2.7%	**2.3%**
Scuba Diving	1.7%	1.8%	3.7%	1.9%	**2.3%**
Windsurf / Kitesurf	1.2%	2.6%	2.1%	1.1%	**1.7%**
Golf	0.9%	1.6%	1.8%	1.5%	**1.4%**

* 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	--	62.5%	57.9%	61.9%	**60.7%**
No	--	26.8%	26.0%	24.8%	**25.8%**
Not remember	--	10.7%	16.2%	13.2%	**13.5%**

| Do they exclude destinations with tourist tax?	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	15.7%	18.0%	18.0%	**17.3%**
No	--	84.3%	82.0%	82.0%	**82.7%**

How much would they be willing to pay?	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	43.5%	51.9%	49.0%	**48.4%**
Up to 2 euros	--	29.9%	28.6%	29.0%	**29.1%**
Up to 3 euros	--	18.8%	15.2%	17.7%	**17.2%**
More than 3 euros	--	7.8%	4.3%	4.3%	**5.3%**

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

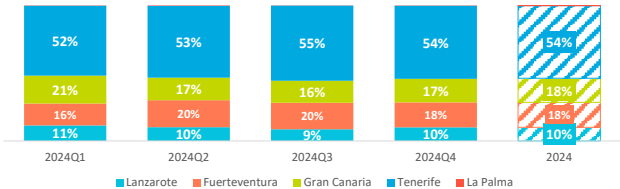|	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	54.9%	42.2%	48.1%	**35.7%**
- For any purpose	--	7.5%	4.2%	5.4%	**4.2%**
- Improve living conditions	--	4.8%	4.4%	3.8%	**3.2%**
- Improve economic development	--	4.0%	3.6%	1.6%	**2.2%**
- Improve the environment	--	29.3%	23.7%	28.0%	**20.0%**
- Improve the tourist environment	--	4.3%	2.2%	5.2%	**2.9%**
- Other purposes	--	5.0%	4.1%	4.0%	**3.2%**
Not sure	--	24.6%	37.0%	31.0%	**23.1%**
No	--	20.4%	20.8%	21.0%	**15.4%**

Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	20,731	14,869	14,651	20,428	70,679
Fuerteventura	29,355	29,274	33,377	37,576	129,582
Gran Canaria	37,303	24,523	27,710	35,510	125,046
Tenerife	93,608	78,021	94,744	110,128	376,501
La Palma	448	470	287	555	1,760

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	11.4%	10.1%	8.6%	10.0%	10.0%
Fuerteventura	16.2%	19.9%	19.5%	18.4%	18.4%
Gran Canaria	20.6%	16.7%	16.2%	17.4%	17.8%
Tenerife	51.6%	53.0%	55.5%	53.9%	53.5%
La Palma	0.2%	0.3%	0.2%	0.3%	0.3%

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	11%	10%	9%	10%	10%
Fuerteventura	16%	20%	20%	18%	18%
Gran Canaria	21%	17%	16%	17%	18%
Tenerife	52%	53%	55%	54%	54%

Lanzarote Fuerteventura Gran Canaria Tenerife La Palma

How many islands do they visit during their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	85.5%	89.2%	92.2%	87.2%	88.4%
Two islands	12.9%	9.6%	6.8%	11.2%	10.2%
Three or more islands	1.6%	1.2%	1.0%	1.6%	1.4%

How many are loyal to the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	59.4%	48.1%	44.2%	54.2%	51.8%
At least 10 previous visits	16.7%	10.2%	6.1%	7.3%	10.0%
Repeat tourists (last 5 years)	55.5%	40.1%	38.0%	52.0%	47.0%
Repeat tourists (last 5 years) (5 or more	16.0%	10.6%	6.0%	12.3%	11.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.76	8.66	8.48	8.55	8.61

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	3.7%	2.3%	5.6%	3.9%	3.9%
Lived up to expectations	44.2%	49.1%	52.8%	44.6%	47.4%
Better or much better than expected	52.1%	48.6%	41.6%	51.5%	48.6%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	9.03	8.69	8.34	8.64	8.68
Recommend visiting the Canary Islands	9.10	8.83	8.68	8.77	8.85

Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Gender					
Men	54.9%	43.7%	53.1%	53.9%	51.8%
Women	45.1%	56.3%	46.9%	46.1%	48.2%
Age					
Average age	44.7	40.3	37.2	41.5	41.0
Standard deviation	17.0	15.4	15.0	17.0	16.4
Age range					
16 - 24 years old	11.0%	15.5%	23.5%	20.0%	17.6%
25 - 30 years old	15.6%	16.7%	19.7%	15.1%	16.7%
31 - 45 years old	28.6%	34.8%	29.7%	26.8%	29.6%
46 - 60 years old	23.7%	19.1%	17.3%	20.9%	20.4%
Over 60 years old	21.1%	13.9%	9.7%	17.3%	15.7%
Occupation					
Salaried worker	41.2%	45.8%	52.0%	41.1%	44.7%
Self-employed	21.3%	18.7%	21.0%	28.8%	22.9%
Unemployed	3.9%	3.1%	1.5%	5.5%	3.6%
Business owner	8.3%	10.8%	7.3%	6.0%	7.9%
Student	6.7%	7.0%	10.8%	8.9%	8.4%
Retired	18.1%	13.2%	5.7%	7.3%	10.9%
Unpaid domestic work	0.2%	0.5%	1.5%	2.3%	1.2%
Others	0.3%	0.8%	0.4%	0.1%	0.4%
Annual household income level					
Less than €25,000	16.6%	23.5%	31.7%	22.7%	23.5%
€25,000 - €49,999	49.3%	52.1%	45.4%	51.7%	49.7%
€50,000 - €74,999	16.7%	17.9%	14.0%	15.4%	15.9%
More than €74,999	17.5%	6.5%	8.8%	10.1%	10.9%
Education level					
No studies	0.1%	0.0%	0.7%	0.9%	0.5%
Primary education	1.3%	1.2%	1.6%	3.1%	1.9%
Secondary education	21.3%	13.1%	8.3%	10.0%	13.2%
Higher education	77.3%	85.7%	89.4%	85.9%	84.5%

Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	17.4%	12.3%	9.0%	13.5%	13.2%
Only with partner	43.0%	42.1%	52.8%	47.2%	46.4%
Only with children (< 13 years old)	5.9%	3.8%	3.4%	3.0%	4.0%
Partner + children (< 13 years old)	3.5%	3.7%	3.9%	2.0%	3.2%
Other relatives	5.1%	8.3%	5.3%	6.2%	6.1%
Friends	12.1%	14.1%	13.1%	12.8%	12.9%
Work colleagues	1.1%	0.5%	0.0%	0.3%	0.5%
Organized trip	0.2%	0.3%	0.3%	0.2%	0.2%
Other combinations (2)	11.7%	15.0%	12.1%	14.8%	13.4%

(2) Combination of some of the groups previously analyzed

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Tourists with children	**13.5%**	**11.1%**	**9.8%**	**7.1%**	**10.3%**
- Between 0 and 2 years old	4.9%	0.6%	0.7%	0.0%	1.6%
- Between 3 and 12 years old	7.8%	9.9%	8.1%	7.1%	8.1%
- Between 0 -2 and 3-12 years old	0.8%	0.7%	1.1%	0.0%	0.6%
Tourists without children	**86.5%**	**88.9%**	**90.2%**	**92.9%**	**89.7%**
Group composition:					
- 1 person	22.1%	14.6%	13.2%	17.0%	16.9%
- 2 people	45.1%	61.5%	58.8%	51.6%	53.7%
- 3 people	15.5%	9.6%	12.3%	13.0%	12.8%
- 4 or 5 people	11.7%	11.8%	15.1%	16.2%	13.8%
- 6 or more people	5.6%	2.5%	0.6%	2.2%	2.8%
Average group size:	**2.44**	**2.35**	**2.35**	**2.44**	**2.40**

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.