

## Tourist profile by quarter of trip (2024)

### POLAND



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>79</b>	<b>61</b>	<b>86</b>	<b>71</b>	<b>297</b>
- book holiday package (*)	35	37	70	43	<b>185</b>
- do not book holiday package (*)	43	24	16	28	<b>112</b>
- % tourists who book holiday package	44.7%	61.2%	80.9%	60.5%	<b>62.4%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	209	201	312	236	<b>249</b>
- holiday package	171	168	261	206	<b>210</b>
- others	38	33	50	30	<b>39</b>
- do not book holiday package	267	186	219	255	<b>237</b>
- flight	76	55	51	62	<b>63</b>
- accommodation	94	51	78	95	<b>82</b>
- others	96	80	89	98	<b>92</b>
<b>Average lenght of stay</b>	<b>8.48</b>	<b>8.13</b>	<b>8.58</b>	<b>9.21</b>	<b>8.61</b>
<b>Average daily expenditure (€)</b>	<b>156.8</b>	<b>160.9</b>	<b>209.7</b>	<b>160.6</b>	<b>173.9</b>
<b>Average daily expenditure (without flight)</b>	<b>111.9</b>	<b>109.6</b>	<b>145.3</b>	<b>111.4</b>	<b>121.0</b>
<b>Average cost of the flight (€)</b>	<b>65.8</b>	<b>61.2</b>	<b>88.9</b>	<b>72.9</b>	<b>73.2</b>
<b>Total turnover ( ≥ 16 years old) (€m)</b>	<b>100</b>	<b>71</b>	<b>143</b>	<b>97</b>	<b>411</b>
<b>Turnover without flight ( ≥ 16 years old) (€m)</b>	<b>72</b>	<b>49</b>	<b>100</b>	<b>68</b>	<b>289</b>

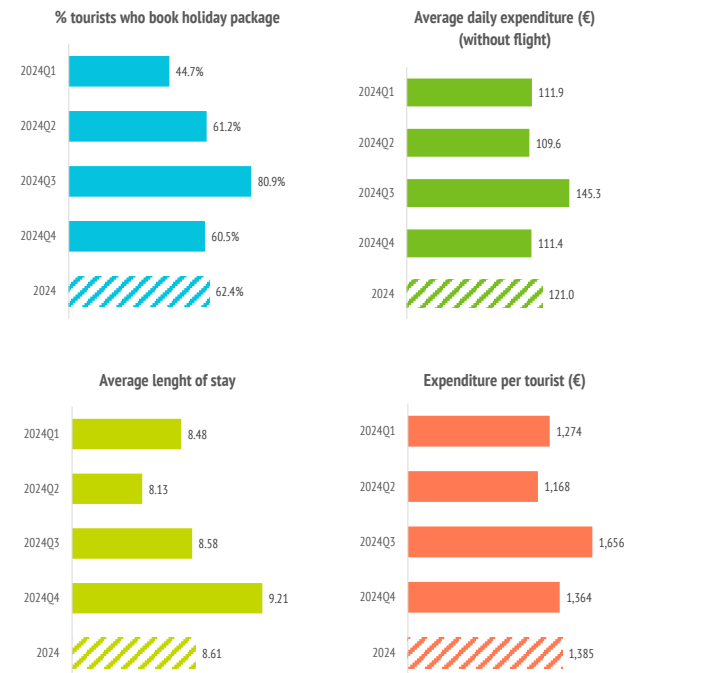
(\*) Thousand of tourists

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	83.6%	88.6%	94.0%	93.4%	<b>90.0%</b>
- Additional accommodation expenses	8.4%	3.1%	4.5%	6.9%	<b>5.8%</b>
<b>Transport:</b>					
- National/International Transport	92.6%	97.3%	97.4%	97.8%	<b>96.2%</b>
- Flights between islands	10.2%	6.4%	7.9%	3.9%	<b>7.2%</b>
- Taxi	43.0%	47.4%	64.6%	62.8%	<b>54.9%</b>
- Car rental	47.7%	49.0%	40.0%	41.2%	<b>44.2%</b>
- Public transport	16.0%	11.3%	7.7%	14.0%	<b>12.1%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	61.6%	50.9%	50.2%	50.2%	<b>53.4%</b>
- Restaurants	59.1%	54.4%	45.7%	50.8%	<b>52.3%</b>
<b>Leisure:</b>					
- Organized excursions	35.0%	38.2%	47.6%	36.4%	<b>39.7%</b>
- Sport activities	6.3%	3.3%	2.5%	5.1%	<b>4.3%</b>
- Cultural activities	3.6%	7.3%	3.4%	1.3%	<b>3.8%</b>
- Museums	4.3%	4.4%	4.1%	5.2%	<b>4.5%</b>
- Theme Parks	15.4%	13.7%	25.2%	9.1%	<b>16.4%</b>
- Discos and pubs	4.8%	5.2%	6.0%	7.1%	<b>5.8%</b>
- Wellness	0.8%	0.6%	0.9%	0.0%	<b>0.6%</b>
<b>Purchases of goods:</b>					
- Souvenirs	59.1%	48.0%	55.8%	51.4%	<b>54.0%</b>
- Real state	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
- Other expenses	0.0%	0.6%	0.4%	0.4%	<b>0.3%</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	9.0%	6.2%	4.9%	4.8%	<b>6.2%</b>
- Other expenses	1.6%	4.9%	6.1%	4.1%	<b>4.2%</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	854	639	846	811	<b>818</b>
- Additional accommodation expenses	628	518	774	635	<b>652</b>
- Additional accommodation expenses	227	121	72	177	<b>166</b>
<b>Transport:</b>					
- National/International Transport	751	684	859	706	<b>763</b>
- National/International Transport	386	375	516	419	<b>430</b>
- Flights between islands	116	66	73	71	<b>87</b>
- Taxi	110	85	120	86	<b>102</b>
- Car rental	117	96	128	109	<b>113</b>
- Public transport	22	61	22	21	<b>29</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	245	236	236	271	<b>247</b>
- Food purchases at supermarkets	116	81	90	111	<b>101</b>
- Restaurants	129	155	146	159	<b>146</b>
<b>Leisure:</b>					
- Organized excursions	485	522	732	436	<b>556</b>
- Organized excursions	88	120	182	124	<b>135</b>
- Sport activities	81	111	124	69	<b>89</b>
- Cultural activities	74	41	177	91	<b>89</b>
- Museums	54	18	34	32	<b>35</b>
- Theme Parks	87	47	72	62	<b>70</b>
- Discos and pubs	40	84	72	60	<b>63</b>
- Wellness	61	100	71	0	<b>73</b>
<b>Purchases of goods:</b>					
- Souvenirs	77	140	118	95	<b>118</b>
- Souvenirs	77	90	81	75	<b>80</b>
- Real state	0	0	0	0	<b>0</b>
- Other expenses	0	50	36	20	<b>37</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	86	152	139	173	<b>147</b>
- Medical or pharmaceutical expenses	45	11	35	62	<b>39</b>
- Other expenses	41	140	104	111	<b>108</b>

## Tourist profile by quarter of trip (2024)

### POLAND



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	84.3%	92.0%	98.5%	93.2%	<b>92.2%</b>
Visiting family or friends	7.0%	4.5%	1.1%	4.8%	<b>4.3%</b>
Business and work	3.6%	0.6%	0.4%	0.8%	<b>1.4%</b>
Education and training	2.9%	1.2%	0.0%	0.0%	<b>1.0%</b>
Sports training	2.1%	1.1%	0.0%	1.1%	<b>1.0%</b>
Health or medical care	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Others	0.0%	0.6%	0.0%	0.0%	<b>0.1%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	46.3%	44.1%	47.1%	51.1%	<b>47.2%</b>
Enjoy family time	9.9%	4.3%	5.2%	2.9%	<b>5.7%</b>
Have fun	0.9%	2.9%	2.9%	1.4%	<b>2.0%</b>
Explore the destination	37.2%	47.4%	44.3%	41.0%	<b>42.4%</b>
Practice their hobbies	4.4%	0.0%	0.4%	3.6%	<b>2.1%</b>
Other reasons	1.4%	1.3%	0.0%	0.0%	<b>0.6%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	7.6%	8.8%	10.4%	8.1%	<b>8.8%</b>
Canary Islands	17.1%	12.9%	17.3%	19.8%	<b>16.7%</b>
Other destination	75.3%	78.4%	72.4%	72.0%	<b>74.5%</b>
- Balearic Islands	2.6%	2.5%	3.4%	6.1%	<b>3.7%</b>
- Rest of Spain	10.7%	8.2%	9.9%	10.2%	<b>9.7%</b>
- Italy	7.8%	7.6%	8.2%	16.0%	<b>10.1%</b>
- France	3.6%	3.6%	3.8%	1.7%	<b>3.1%</b>
- Turkey	10.1%	12.7%	7.4%	5.2%	<b>8.8%</b>
- Greece	12.5%	18.9%	10.9%	12.4%	<b>13.9%</b>
- Portugal	5.8%	2.9%	3.3%	3.3%	<b>3.7%</b>
- Croatia	1.7%	4.0%	5.4%	4.4%	<b>4.0%</b>
- Egypt	4.9%	3.5%	4.5%	2.6%	<b>3.8%</b>
- Tunisia	1.0%	1.8%	1.8%	0.1%	<b>1.2%</b>
- Morocco	1.5%	0.6%	1.5%	0.3%	<b>0.9%</b>
- Others	13.0%	12.1%	12.4%	9.7%	<b>11.7%</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")	7.6%	7.6%	4.3%	5.9%	<b>6.1%</b>
Canary Islands (other island)	32.3%	22.9%	21.9%	25.3%	<b>25.2%</b>
Other destination	60.1%	69.5%	73.9%	68.8%	<b>68.6%</b>
- Balearic Islands	3.3%	5.9%	3.1%	4.3%	<b>4.0%</b>
- Rest of Spain	10.8%	7.5%	9.7%	14.0%	<b>10.5%</b>
- Italy	9.0%	11.7%	11.6%	10.5%	<b>10.8%</b>
- France	2.9%	2.4%	2.8%	0.5%	<b>2.2%</b>
- Turkey	3.1%	6.3%	6.7%	6.6%	<b>5.8%</b>
- Greece	9.9%	14.1%	15.0%	13.0%	<b>13.2%</b>
- Portugal	8.7%	9.0%	10.6%	7.7%	<b>9.1%</b>
- Croatia	3.3%	4.4%	7.7%	2.9%	<b>4.8%</b>
- Egypt	3.6%	3.8%	3.6%	5.6%	<b>4.1%</b>
- Others	5.7%	4.3%	3.2%	3.5%	<b>4.1%</b>

\* Percentage of valid answers

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	83.8%	75.4%	67.8%	84.4%	<b>77.5%</b>
Landscapes	57.0%	74.5%	67.8%	58.3%	<b>64.2%</b>
Safety	56.4%	66.2%	63.6%	59.2%	<b>61.2%</b>
Sea	60.8%	57.6%	53.5%	63.0%	<b>58.5%</b>
Tranquility	53.6%	63.9%	52.4%	44.2%	<b>53.1%</b>
European belonging	52.9%	52.8%	43.4%	54.8%	<b>50.5%</b>
Environment	44.6%	61.6%	50.3%	47.1%	<b>50.4%</b>
Beaches	51.0%	47.9%	45.0%	51.3%	<b>48.7%</b>
Accommodation supply	30.1%	42.7%	44.3%	39.9%	<b>39.3%</b>
Authenticity	31.2%	46.6%	38.9%	27.1%	<b>35.7%</b>
Gastronomy	31.3%	39.7%	35.5%	29.0%	<b>33.7%</b>
Effortless trip	31.2%	38.1%	32.9%	33.2%	<b>33.6%</b>
Price	28.3%	42.2%	30.0%	26.9%	<b>31.3%</b>
Exoticism	27.0%	29.1%	29.9%	19.7%	<b>26.5%</b>
Hiking trail network	14.5%	16.2%	15.3%	21.4%	<b>16.7%</b>
Fun possibilities	10.8%	13.4%	16.3%	18.0%	<b>14.7%</b>
Culture	11.9%	10.6%	11.1%	11.5%	<b>11.3%</b>
Historical heritage	11.3%	9.3%	10.9%	10.9%	<b>10.7%</b>
Nightlife	7.6%	3.0%	10.2%	5.8%	<b>7.0%</b>
Shopping	3.9%	5.6%	9.0%	4.2%	<b>5.8%</b>

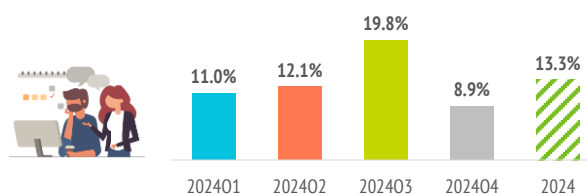
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	1.0%	0.8%	0.5%	0.5%	<b>0.7%</b>
Between 1 and 30 days	35.0%	27.8%	31.2%	35.5%	<b>32.5%</b>
Between 1 and 2 months	30.8%	31.1%	23.1%	26.5%	<b>27.6%</b>
Between 3 and 6 months	22.2%	28.2%	25.5%	28.6%	<b>25.9%</b>
More than 6 months	11.0%	12.1%	19.8%	8.9%	<b>13.3%</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	44.3%	39.4%	23.7%	38.4%	<b>35.9%</b>
Friends or relatives	28.6%	27.6%	23.2%	23.9%	<b>25.7%</b>
Internet or social media	64.1%	62.7%	70.6%	59.1%	<b>64.5%</b>
Mass Media	1.1%	3.9%	3.8%	6.5%	<b>3.8%</b>
Travel guides and magazines	10.3%	18.0%	9.9%	11.3%	<b>12.0%</b>
Travel Blogs or Forums	26.5%	16.8%	16.1%	24.4%	<b>21.0%</b>
Travel TV Channels	0.6%	2.7%	1.0%	1.8%	<b>1.4%</b>
Tour Operator or Travel Agency	17.4%	30.3%	41.0%	24.3%	<b>28.6%</b>
Public administrations or similar	1.1%	0.0%	0.7%	0.0%	<b>0.5%</b>
Others	0.0%	6.2%	5.3%	3.5%	<b>3.6%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2024)

### POLAND



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Flight</b>					
- Directly with the airline	50.4%	35.3%	16.7%	35.3%	<b>33.8%</b>
- Tour Operator or Travel Agency	49.6%	64.7%	83.3%	64.7%	<b>66.2%</b>
<b>Accommodation</b>					
- Directly with the accommodation	39.9%	26.0%	10.7%	29.2%	<b>25.6%</b>
- Tour Operator or Travel Agency	60.1%	74.0%	89.3%	70.8%	<b>74.4%</b>

#### Where does the flight come from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Poland	80.1%	79.5%	93.0%	88.0%	<b>85.6%</b>
Germany	8.3%	5.7%	4.1%	7.4%	<b>6.3%</b>
Spanish Mainland	3.8%	6.4%	0.9%	2.3%	<b>3.1%</b>
United Kingdom	3.6%	4.7%	0.0%	0.5%	<b>2.0%</b>
Denmark	2.8%	0.0%	0.0%	0.0%	<b>0.7%</b>
Austria	0.0%	1.3%	0.6%	0.0%	<b>0.5%</b>
Others	1.4%	2.3%	1.4%	1.8%	<b>1.7%</b>

#### Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	7.9%	11.1%	10.2%	15.7%	<b>11.1%</b>
4* Hotel	39.5%	48.7%	66.1%	44.1%	<b>50.2%</b>
5* Hotel / 5* Luxury Hotel	2.3%	5.1%	3.4%	5.7%	<b>4.0%</b>
Aparthotel / Tourist Villa	8.6%	15.2%	8.6%	4.2%	<b>8.9%</b>
House/room rented in a private dwelling	23.0%	9.1%	9.1%	18.7%	<b>15.1%</b>
Private accommodation (1)	10.9%	6.8%	2.5%	4.5%	<b>6.1%</b>
Others (Cottage, cruise, camping,...)	7.9%	4.0%	0.0%	7.0%	<b>4.6%</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	39.1%	21.9%	9.3%	28.9%	<b>23.9%</b>
Bed and Breakfast	3.1%	11.9%	4.4%	4.5%	<b>5.7%</b>
Half board	12.7%	9.9%	15.1%	4.3%	<b>10.8%</b>
Full board	4.8%	2.0%	0.7%	3.1%	<b>2.5%</b>
All inclusive	40.3%	54.2%	70.6%	59.1%	<b>57.1%</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	--	61.9%	65.9%	63.4%	<b>64.0%</b>
No	--	18.1%	17.2%	12.1%	<b>15.8%</b>
Not remember	--	20.0%	16.9%	24.5%	<b>20.2%</b>

Do they exclude destinations with tourist tax?

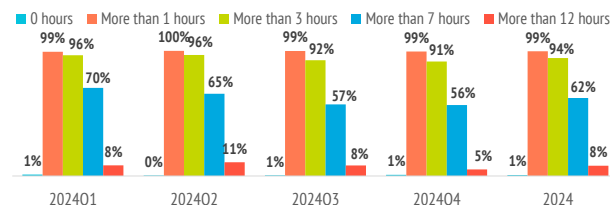
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	15.5%	10.4%	12.3%	<b>12.4%</b>
No	--	84.5%	89.6%	87.7%	<b>87.6%</b>

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	56.3%	50.5%	56.8%	<b>54.2%</b>
Up to 2 euros	--	31.9%	28.2%	27.7%	<b>29.2%</b>
Up to 3 euros	--	6.7%	15.3%	6.5%	<b>10.0%</b>
More than 3 euros	--	5.1%	6.0%	9.0%	<b>6.7%</b>

#### Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Outdoor time per day</b>					
0 hours	1.2%	0.5%	0.5%	0.9%	<b>0.8%</b>
1 - 2 hours	2.7%	3.2%	7.4%	8.0%	<b>5.4%</b>
3 - 6 hours	26.0%	30.8%	35.2%	34.6%	<b>31.7%</b>
7 - 12 hours	61.6%	54.6%	48.6%	51.3%	<b>53.9%</b>
More than 12 hours	8.5%	10.9%	8.3%	5.2%	<b>8.1%</b>
<b>Outdoor time per day</b>	<b>8.4</b>	<b>8.5</b>	<b>7.7</b>	<b>7.5</b>	<b>8.0</b>



Activities in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Beach	77.9%	79.7%	88.3%	80.6%	<b>81.9%</b>
Walk, wander	79.9%	82.2%	77.0%	72.9%	<b>77.8%</b>
Explore the island on their own	66.8%	67.7%	72.1%	61.7%	<b>67.3%</b>
Swimming pool, hotel facilities	36.5%	62.6%	69.2%	51.5%	<b>54.9%</b>
Hiking	39.0%	38.9%	31.5%	36.3%	<b>36.2%</b>
Organized excursions	18.4%	37.5%	44.3%	28.8%	<b>32.4%</b>
Taste Canarian gastronomy	26.8%	32.0%	29.5%	26.2%	<b>28.5%</b>
Theme parks	17.5%	22.4%	33.2%	20.5%	<b>23.8%</b>
Sea excursions / whale watching	16.1%	19.7%	26.4%	18.0%	<b>20.3%</b>
Swim	11.0%	11.1%	17.8%	13.3%	<b>13.5%</b>
Museums / exhibitions	11.8%	13.3%	13.6%	11.9%	<b>12.6%</b>
Wineries / markets / popular festivals	8.9%	10.2%	10.2%	12.8%	<b>10.5%</b>
Other Nature Activities	14.4%	11.0%	7.2%	8.6%	<b>10.2%</b>
Nightlife / concerts / shows	8.0%	7.8%	9.1%	9.1%	<b>8.5%</b>
Practice other sports	6.9%	10.1%	8.0%	4.3%	<b>7.2%</b>
Running	9.6%	4.2%	10.0%	3.6%	<b>7.2%</b>
Scuba Diving	3.2%	4.0%	6.7%	4.5%	<b>4.7%</b>
Surf	4.6%	2.7%	4.5%	3.7%	<b>4.0%</b>
Astronomical observation	1.6%	3.8%	5.0%	5.3%	<b>3.9%</b>
Cycling / Mountain bike	6.6%	1.8%	4.1%	1.9%	<b>3.7%</b>
Beauty and health treatments	0.9%	0.5%	1.6%	0.9%	<b>1.0%</b>
Windsurf / Kitesurf	2.0%	0.6%	1.3%	--	<b>1.0%</b>
Golf	--	0.5%	1.4%	--	<b>0.5%</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	--	52.8%	47.9%	49.7%	<b>36.7%</b>
- For any purpose	--	8.8%	12.9%	9.5%	<b>7.8%</b>
- Improve living conditions	--	5.3%	5.1%	4.1%	<b>3.6%</b>
- Improve economic development	--	3.9%	1.7%	3.9%	<b>2.2%</b>
- Improve the environment	--	23.1%	20.1%	24.3%	<b>16.4%</b>
- Improve the tourist environment	--	6.3%	3.4%	5.4%	<b>3.6%</b>
- Other purposes	--	5.4%	4.8%	2.6%	<b>3.1%</b>
Not sure	--	38.3%	36.5%	31.7%	<b>26.1%</b>
No	--	8.9%	15.6%	18.5%	<b>10.8%</b>

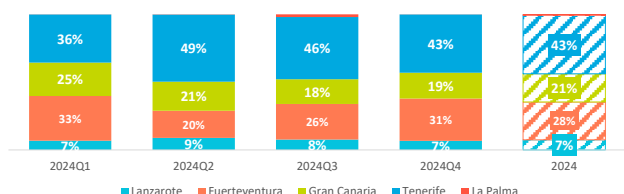
## Tourist profile by quarter of trip (2024)

### POLAND



#### Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	5,340	5,450	6,631	4,746	22,168
Fuerteventura	25,757	12,221	22,656	22,172	82,806
Gran Canaria	19,214	13,137	15,721	13,588	61,661
Tenerife	27,783	30,220	39,643	30,531	128,177
La Palma	41	117	1,687	86	1,932



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	59.9%	54.2%	38.6%	53.3%	50.9%
At least 10 previous visits	5.3%	5.0%	1.5%	8.2%	4.8%
Repeat tourists (last 5 years)	56.6%	51.4%	34.5%	44.2%	46.2%
Repeat tourists (last 5 years) (5 or more)	13.5%	9.5%	3.3%	10.2%	8.9%

#### Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Gender</b>					
Men	56.1%	52.6%	58.2%	49.1%	54.3%
Women	43.9%	47.4%	41.8%	50.9%	45.7%
<b>Age</b>					
Average age	40.0	42.0	36.9	40.5	39.6
Standard deviation	12.2	13.7	11.6	13.7	12.9
<b>Age range</b>					
16 - 24 years old	7.7%	8.0%	16.2%	6.9%	10.0%
25 - 30 years old	11.7%	16.8%	18.1%	19.5%	16.5%
31 - 45 years old	55.4%	42.6%	45.4%	44.7%	47.3%
46 - 60 years old	16.9%	19.9%	16.3%	19.0%	17.8%
Over 60 years old	8.3%	12.7%	4.0%	9.9%	8.3%
<b>Occupation</b>					
Salaried worker	49.7%	43.9%	52.2%	48.8%	49.0%
Self-employed	23.0%	32.0%	18.5%	22.8%	23.5%
Unemployed	0.0%	0.6%	2.1%	0.4%	0.8%
Business owner	15.8%	12.5%	19.4%	18.4%	16.8%
Student	4.0%	2.8%	7.1%	2.7%	4.3%
Retired	4.8%	7.7%	0.7%	4.1%	4.0%
Unpaid domestic work	1.1%	0.0%	0.0%	2.8%	1.0%
Others	1.6%	0.6%	0.0%	0.0%	0.5%
<b>Annual household income level</b>					
Less than €25,000	24.7%	29.1%	19.5%	33.7%	26.2%
€25,000 - €49,999	40.3%	37.1%	37.4%	36.4%	37.8%
€50,000 - €74,999	9.2%	25.3%	27.1%	14.5%	19.0%
More than €74,999	25.8%	8.5%	16.0%	15.5%	16.9%
<b>Education level</b>					
No studies	0.0%	0.0%	1.0%	0.0%	0.3%
Primary education	1.5%	1.0%	0.2%	0.0%	0.7%
Secondary education	11.2%	18.8%	23.7%	16.3%	17.6%
Higher education	87.3%	80.2%	75.1%	83.7%	81.4%

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	6.8%	8.9%	7.7%	6.7%	7.5%
Fuerteventura	33.0%	20.0%	26.2%	31.2%	27.9%
Gran Canaria	24.6%	21.5%	18.2%	19.1%	20.8%
Tenerife	35.6%	49.4%	45.9%	42.9%	43.2%
La Palma	0.1%	0.2%	2.0%	0.1%	0.7%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	87.1%	82.6%	81.0%	82.8%	83.4%
Two islands	12.0%	16.6%	18.0%	12.2%	14.8%
Three or more islands	0.9%	0.8%	1.0%	5.0%	1.9%

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

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	9.11	9.02	8.83	9.07	9.00

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	1.6%	1.8%	5.6%	1.7%	2.8%
Lived up to expectations	54.6%	49.8%	53.5%	54.3%	53.2%
Better or much better than expected	43.8%	48.4%	40.9%	44.0%	43.9%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.90	8.86	8.36	8.71	8.69
Recommend visiting the Canary Islands	9.27	9.17	8.92	9.21	9.13

#### Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	1.8%	8.5%	3.5%	6.0%	4.7%
Only with partner	46.5%	43.6%	40.8%	49.9%	45.1%
Only with children (< 13 years old)	4.3%	2.7%	3.8%	2.5%	3.4%
Partner + children (< 13 years old)	13.8%	5.2%	11.5%	9.6%	10.4%
Other relatives	10.8%	18.5%	20.1%	12.0%	15.4%
Friends	6.9%	8.0%	5.1%	6.4%	6.5%
Work colleagues	3.8%	0.6%	0.0%	0.3%	1.2%
Organized trip	0.4%	0.2%	0.0%	0.0%	0.1%
Other combinations (2)	11.8%	12.6%	15.3%	13.3%	13.3%

(2) Combination of some of the groups previously analyzed

Tourists with children	23.4%	15.7%	26.0%	21.7%	22.2%
- Between 0 and 2 years old	0.5%	0.0%	0.0%	2.0%	0.6%
- Between 3 and 12 years old	21.7%	15.7%	25.9%	18.0%	20.8%
- Between 0 - 2 and 3-12 years old	1.3%	0.0%	0.1%	1.6%	0.7%

Tourists without children	76.6%	84.3%	74.0%	78.3%	77.8%
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Group composition:					
- 1 person	5.5%	9.3%	4.9%	8.5%	6.8%
- 2 people	55.6%	54.9%	47.0%	52.4%	52.2%
- 3 people	18.7%	15.1%	21.6%	16.7%	18.3%
- 4 or 5 people	17.1%	18.6%	23.7%	18.5%	19.7%
- 6 or more people	3.1%	2.1%	2.9%	3.9%	3.0%

Average group size:	2.66	2.60	2.80	2.72	2.70
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\*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.