

## Tourist profile by quarter of trip (2024)

### SWITZERLAND



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>48</b>	<b>43</b>	<b>38</b>	<b>61</b>	<b>191</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>45</b>	<b>38</b>	<b>33</b>	<b>56</b>	<b>171</b>
- book holiday package (*)	14	13	14	22	<b>63</b>
- do not book holiday package (*)	31	25	19	34	<b>108</b>
- % tourists who book holiday package	30.8%	34.0%	42.7%	40.0%	<b>36.8%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>5</b>	<b>20</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	339	237	237	282	<b>273</b>
- holiday package	279	192	205	235	<b>228</b>
- others	60	45	33	47	<b>46</b>
- do not book holiday package	269	273	285	243	<b>264</b>
- flight	72	74	84	69	<b>74</b>
- accommodation	96	103	112	85	<b>97</b>
- others	101	96	89	88	<b>94</b>
<b>Average lenght of stay</b>	<b>14.34</b>	<b>12.52</b>	<b>9.58</b>	<b>9.28</b>	<b>11.37</b>
<b>Average daily expenditure (€)</b>	<b>193.5</b>	<b>185.7</b>	<b>221.6</b>	<b>206.9</b>	<b>201.5</b>
<b>Average daily expenditure (without flight)</b>	<b>138.9</b>	<b>136.0</b>	<b>152.5</b>	<b>144.7</b>	<b>142.8</b>
<b>Average cost of the flight (€)</b>	<b>85.7</b>	<b>71.6</b>	<b>79.4</b>	<b>76.6</b>	<b>78.4</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>83</b>	<b>61</b>	<b>65</b>	<b>96</b>	<b>305</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>59</b>	<b>44</b>	<b>45</b>	<b>67</b>	<b>216</b>

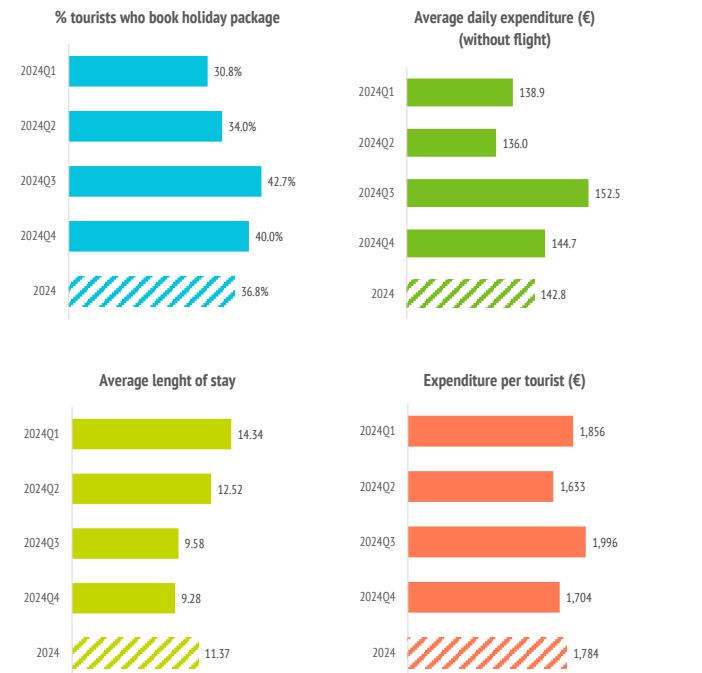
(\*) Thousand of tourists

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	79.6%	84.0%	88.6%	82.4%	<b>83.2%</b>
- Additional accommodation expenses	11.8%	9.7%	10.1%	7.0%	<b>9.5%</b>
<b>Transport:</b>					
- National/International Transport	95.5%	96.5%	96.9%	96.0%	<b>96.2%</b>
- Flights between islands	8.1%	8.9%	10.1%	5.4%	<b>7.8%</b>
- Taxi	32.8%	41.6%	46.0%	43.0%	<b>40.6%</b>
- Car rental	53.5%	37.0%	33.4%	40.0%	<b>41.6%</b>
- Public transport	12.5%	12.9%	7.0%	22.2%	<b>14.7%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	66.2%	63.5%	58.7%	68.5%	<b>64.9%</b>
- Restaurants	78.2%	78.2%	60.1%	74.4%	<b>73.5%</b>
<b>Leisure:</b>					
- Organized excursions	26.0%	25.3%	31.3%	23.5%	<b>26.0%</b>
- Sport activities	11.3%	4.5%	9.2%	11.1%	<b>9.3%</b>
- Cultural activities	1.6%	0.0%	1.5%	4.0%	<b>2.0%</b>
- Museums	8.8%	5.0%	5.2%	5.8%	<b>6.3%</b>
- Theme Parks	10.0%	2.5%	8.8%	13.1%	<b>9.2%</b>
- Discos and pubs	1.3%	2.9%	18.4%	4.8%	<b>6.1%</b>
- Wellness	6.7%	7.4%	7.0%	3.4%	<b>5.8%</b>
<b>Purchases of goods:</b>					
- Souvenirs	40.7%	44.2%	44.9%	52.3%	<b>46.1%</b>
- Real state	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
- Other expenses	1.8%	1.1%	3.5%	2.8%	<b>2.3%</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	0.7%	4.3%	4.3%	7.1%	<b>4.3%</b>
- Other expenses	0.5%	1.6%	7.1%	4.4%	<b>3.3%</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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Expenditure per tourist and trip (€)</b>					
<b>Accommodation:</b>	<b>1,188</b>	<b>987</b>	<b>1,087</b>	<b>993</b>	<b>1,068</b>
- Accommodation	937	832	986	853	<b>896</b>
- Additional accommodation expenses	250	155	101	140	<b>172</b>
<b>Transport:</b>	<b>891</b>	<b>772</b>	<b>975</b>	<b>821</b>	<b>860</b>
- National/International Transport	562	471	627	525	<b>542</b>
- Flights between islands	36	75	49	45	<b>51</b>
- Taxi	117	94	140	90	<b>107</b>
- Car rental	148	115	135	142	<b>138</b>
- Public transport	28	18	23	20	<b>22</b>
<b>Food and drink:</b>	<b>440</b>	<b>373</b>	<b>390</b>	<b>318</b>	<b>375</b>
- Food purchases at supermarkets	131	154	120	121	<b>131</b>
- Restaurants	309	219	270	197	<b>245</b>
<b>Leisure:</b>	<b>624</b>	<b>649</b>	<b>529</b>	<b>772</b>	<b>622</b>
- Organized excursions	106	91	103	98	<b>100</b>
- Sport activities	125	269	159	135	<b>151</b>
- Cultural activities	36	0	3	54	<b>43</b>
- Museums	35	46	29	41	<b>38</b>
- Theme Parks	71	40	44	90	<b>73</b>
- Discos and pubs	194	120	113	54	<b>102</b>
- Wellness	58	83	80	301	<b>116</b>
<b>Purchases of goods:</b>	<b>116</b>	<b>244</b>	<b>262</b>	<b>196</b>	<b>199</b>
- Souvenirs	74	119	145	145	<b>123</b>
- Real state	0	0	0	0	<b>0</b>
- Other expenses	42	125	117	51	<b>76</b>
<b>Other:</b>	<b>238</b>	<b>124</b>	<b>129</b>	<b>237</b>	<b>182</b>
- Medical or pharmaceutical expenses	15	48	32	32	<b>35</b>
- Other expenses	223	76	96	204	<b>146</b>

## Tourist profile by quarter of trip (2024)

### SWITZERLAND



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	85.9%	90.7%	92.7%	92.7%	<b>90.5%</b>
Visiting family or friends	12.3%	5.8%	7.3%	5.5%	<b>7.7%</b>
Business and work	0.5%	0.9%	0.0%	1.1%	<b>0.7%</b>
Education and training	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Sports training	1.3%	0.0%	0.0%	0.0%	<b>0.3%</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%	2.6%	0.0%	0.7%	<b>0.8%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	39.5%	39.0%	47.5%	37.0%	<b>40.1%</b>
Enjoy family time	15.1%	8.4%	9.9%	25.7%	<b>16.1%</b>
Have fun	1.3%	7.5%	12.0%	3.3%	<b>5.4%</b>
Explore the destination	34.8%	34.4%	28.6%	30.5%	<b>32.1%</b>
Practice their hobbies	6.5%	7.4%	0.0%	2.6%	<b>4.2%</b>
Other reasons	2.9%	3.3%	2.0%	0.9%	<b>2.2%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	7.7%	7.0%	8.8%	11.0%	<b>8.7%</b>
Canary Islands	22.8%	17.6%	18.8%	21.9%	<b>20.2%</b>
Other destination	69.4%	75.4%	72.4%	67.0%	<b>71.1%</b>
- Balearic Islands	3.8%	8.0%	3.1%	7.7%	<b>5.4%</b>
- Rest of Spain	6.9%	8.9%	6.2%	8.7%	<b>7.5%</b>
- Italy	19.0%	11.8%	21.7%	17.1%	<b>17.9%</b>
- France	8.5%	4.5%	11.9%	6.5%	<b>8.3%</b>
- Turkey	0.0%	4.3%	2.4%	1.4%	<b>2.1%</b>
- Greece	7.6%	6.4%	3.8%	3.1%	<b>5.0%</b>
- Portugal	4.3%	6.8%	4.9%	3.5%	<b>4.8%</b>
- Croatia	1.0%	2.3%	1.3%	0.9%	<b>1.3%</b>
- Egypt	2.6%	1.0%	1.5%	1.4%	<b>1.6%</b>
- Tunisia	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
- Morocco	1.6%	1.0%	1.0%	1.7%	<b>1.3%</b>
- Others	14.1%	20.4%	14.5%	15.0%	<b>15.8%</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")	40.0%	33.2%	19.2%	36.3%	<b>32.6%</b>
Canary Islands (other island)	27.4%	31.5%	24.7%	21.7%	<b>25.7%</b>
Other destination	32.6%	35.3%	56.1%	41.9%	<b>41.7%</b>
- Balearic Islands	1.6%	1.2%	7.5%	4.8%	<b>3.9%</b>
- Rest of Spain	1.5%	7.9%	9.4%	8.5%	<b>6.9%</b>
- Italy	2.3%	5.6%	6.8%	4.6%	<b>4.8%</b>
- France	0.9%	3.0%	1.7%	0.2%	<b>1.3%</b>
- Turkey	4.6%	0.9%	3.3%	1.6%	<b>2.5%</b>
- Greece	5.0%	9.6%	10.8%	8.2%	<b>8.3%</b>
- Portugal	3.1%	2.7%	7.2%	5.8%	<b>4.9%</b>
- Croatia	1.4%	0.0%	2.6%	0.8%	<b>1.2%</b>
- Egypt	7.2%	1.8%	2.0%	3.8%	<b>3.8%</b>
- Others	5.0%	2.7%	4.7%	3.7%	<b>4.0%</b>

\* Percentage of valid answers

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	85.3%	77.7%	54.8%	80.1%	<b>76.1%</b>
Sea	59.1%	65.4%	55.5%	56.4%	<b>58.9%</b>
Safety	60.7%	54.1%	45.7%	51.2%	<b>53.2%</b>
Tranquility	46.3%	49.0%	39.0%	46.0%	<b>45.4%</b>
Beaches	44.8%	48.0%	51.0%	39.7%	<b>45.0%</b>
Landscapes	47.2%	45.6%	34.9%	33.3%	<b>39.9%</b>
European belonging	41.7%	39.2%	30.5%	44.5%	<b>39.9%</b>
Effortless trip	34.8%	42.0%	34.7%	39.6%	<b>37.9%</b>
Accommodation supply	37.6%	38.1%	38.3%	36.5%	<b>37.5%</b>
Gastronomy	38.9%	35.6%	31.9%	34.3%	<b>35.3%</b>
Environment	42.4%	35.6%	26.9%	23.9%	<b>31.9%</b>
Price	26.2%	22.1%	25.3%	27.1%	<b>25.4%</b>
Authenticity	34.8%	24.8%	18.9%	19.3%	<b>24.5%</b>
Fun possibilities	15.6%	15.8%	26.7%	10.6%	<b>16.1%</b>
Hiking trail network	25.2%	13.2%	9.7%	12.8%	<b>15.5%</b>
Historical heritage	18.8%	7.6%	9.7%	8.6%	<b>11.2%</b>
Exoticism	16.8%	10.4%	9.9%	7.9%	<b>11.1%</b>
Culture	18.1%	7.0%	11.9%	7.8%	<b>11.1%</b>
Shopping	12.1%	8.5%	12.0%	6.7%	<b>9.5%</b>
Nightlife	8.6%	2.9%	8.1%	4.1%	<b>5.8%</b>

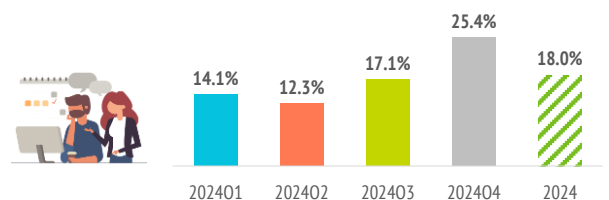
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	0.8%	0.0%	1.5%	0.0%	<b>0.5%</b>
Between 1 and 30 days	16.6%	21.0%	36.1%	19.2%	<b>22.1%</b>
Between 1 and 2 months	36.1%	24.8%	16.6%	31.0%	<b>28.2%</b>
Between 3 and 6 months	32.4%	41.8%	28.7%	24.4%	<b>31.1%</b>
More than 6 months	14.1%	12.3%	17.1%	25.4%	<b>18.0%</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	43.0%	35.0%	35.1%	45.9%	<b>40.7%</b>
Friends or relatives	26.8%	26.7%	24.8%	21.9%	<b>24.8%</b>
Internet or social media	50.3%	48.3%	62.2%	46.9%	<b>51.0%</b>
Mass Media	0.1%	0.0%	2.0%	0.0%	<b>0.4%</b>
Travel guides and magazines	11.3%	8.7%	13.1%	12.4%	<b>11.4%</b>
Travel Blogs or Forums	3.1%	6.1%	6.6%	5.2%	<b>5.1%</b>
Travel TV Channels	0.9%	0.8%	0.0%	0.0%	<b>0.4%</b>
Tour Operator or Travel Agency	15.4%	10.6%	14.5%	22.4%	<b>16.5%</b>
Public administrations or similar	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Others	1.3%	5.1%	5.3%	1.6%	<b>3.0%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2024)

### SWITZERLAND



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Flight</b>					
- Directly with the airline	72.2%	62.2%	61.6%	59.7%	<b>63.9%</b>
- Tour Operator or Travel Agency	27.8%	37.8%	38.4%	40.3%	<b>36.1%</b>
<b>Accommodation</b>					
- Directly with the accommodation	64.4%	45.4%	42.1%	45.2%	<b>49.4%</b>
- Tour Operator or Travel Agency	35.6%	54.6%	57.9%	54.8%	<b>50.6%</b>

#### Where does the flight come from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Switzerland	65.9%	63.8%	86.2%	60.6%	<b>67.6%</b>
Spanish Mainland	5.9%	21.8%	8.7%	19.4%	<b>14.4%</b>
Italy	8.5%	5.5%	1.8%	11.7%	<b>7.6%</b>
Portugal	5.9%	3.7%	0.5%	4.1%	<b>3.8%</b>
Germany	4.5%	3.0%	1.5%	2.8%	<b>3.1%</b>
United Kingdom	5.3%	0.0%	0.0%	0.0%	<b>1.4%</b>
Others	3.9%	2.2%	1.3%	1.3%	<b>2.2%</b>

#### Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	5.0%	6.0%	9.8%	10.0%	<b>7.8%</b>
4* Hotel	25.4%	35.4%	43.5%	31.2%	<b>32.9%</b>
5* Hotel / 5* Luxury Hotel	8.0%	16.4%	13.4%	14.3%	<b>12.9%</b>
Aparthotel / Tourist Villa	11.9%	10.3%	4.2%	12.5%	<b>10.3%</b>
House/room rented in a private dwelling	26.3%	17.4%	14.7%	17.3%	<b>19.2%</b>
Private accommodation (1)	16.6%	11.8%	7.6%	12.3%	<b>12.4%</b>
Others (Cottage, cruise, camping,...)	6.9%	2.6%	6.8%	2.4%	<b>4.5%</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	43.3%	30.9%	23.9%	28.4%	<b>31.4%</b>
Bed and Breakfast	22.3%	32.4%	24.4%	27.8%	<b>26.9%</b>
Half board	21.0%	19.7%	18.7%	24.9%	<b>21.5%</b>
Full board	3.5%	5.5%	1.0%	4.2%	<b>3.7%</b>
All inclusive	9.9%	11.4%	31.9%	14.6%	<b>16.4%</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	--	58.1%	43.3%	46.0%	<b>48.9%</b>
No	--	25.4%	27.3%	23.8%	<b>25.2%</b>
Not remember	--	16.6%	29.3%	30.2%	<b>25.9%</b>

Do they exclude destinations with tourist tax?

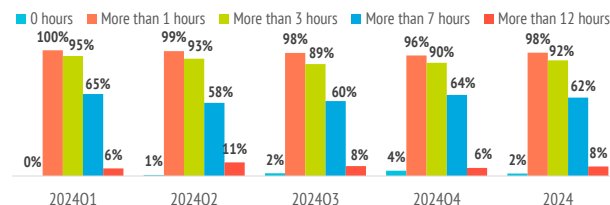
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	17.2%	12.5%	13.5%	<b>14.3%</b>
No	--	82.8%	87.5%	86.5%	<b>85.7%</b>

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	27.1%	28.9%	31.4%	<b>29.5%</b>
Up to 2 euros	--	38.8%	35.3%	32.3%	<b>35.0%</b>
Up to 3 euros	--	11.2%	22.5%	18.0%	<b>17.1%</b>
More than 3 euros	--	22.9%	13.3%	18.3%	<b>18.4%</b>

#### Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Outdoor time per day</b>					
0 hours	0.0%	0.6%	2.1%	4.2%	<b>1.9%</b>
1 - 2 hours	4.5%	6.1%	8.9%	5.8%	<b>6.1%</b>
3 - 6 hours	30.3%	35.1%	29.4%	25.6%	<b>29.6%</b>
7 - 12 hours	59.2%	47.4%	51.7%	58.0%	<b>54.8%</b>
More than 12 hours	6.0%	10.8%	7.8%	6.4%	<b>7.6%</b>
<b>Outdoor time per day</b>	<b>8.2</b>	<b>7.9</b>	<b>7.7</b>	<b>7.6</b>	<b>7.8</b>



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Activities in the Canary Islands</b>					
Beach	71.2%	80.4%	85.3%	76.5%	<b>77.6%</b>
Explore the island on their own	66.2%	62.1%	53.1%	43.1%	<b>55.3%</b>
Walk, wander	58.4%	59.6%	41.9%	57.5%	<b>55.2%</b>
Swimming pool, hotel facilities	39.3%	38.6%	52.5%	44.0%	<b>43.2%</b>
Taste Canarian gastronomy	33.4%	26.7%	25.2%	29.2%	<b>29.0%</b>
Hiking	20.3%	17.5%	19.4%	22.3%	<b>20.2%</b>
Other Nature Activities	14.1%	10.8%	18.9%	11.7%	<b>13.5%</b>
Wineries / markets / popular festivals	14.7%	11.9%	13.1%	13.8%	<b>13.5%</b>
Sea excursions / whale watching	14.0%	10.2%	23.1%	8.9%	<b>13.2%</b>
Theme parks	11.7%	9.4%	11.8%	16.4%	<b>12.8%</b>
Museums / exhibitions	16.6%	10.0%	8.5%	13.6%	<b>12.6%</b>
Organized excursions	10.5%	11.2%	13.1%	14.8%	<b>12.5%</b>
Nightlife / concerts / shows	11.3%	11.1%	21.6%	8.8%	<b>12.4%</b>
Beauty and health treatments	16.1%	5.2%	8.7%	8.9%	<b>9.9%</b>
Practice other sports	3.5%	2.7%	4.5%	8.4%	<b>5.1%</b>
Swim	2.8%	0.8%	6.4%	6.0%	<b>4.1%</b>
Surf	4.7%	3.5%	3.9%	3.7%	<b>3.9%</b>
Astronomical observation	2.5%	2.5%	4.4%	5.2%	<b>3.7%</b>
Running	1.2%	3.6%	5.6%	4.6%	<b>3.7%</b>
Cycling / Mountain bike	5.8%	1.8%	0.8%	3.1%	<b>3.1%</b>
Scuba Diving	3.9%	--	8.2%	0.6%	<b>2.8%</b>
Golf	3.1%	1.2%	2.0%	3.5%	<b>2.6%</b>
Windsurf / Kitesurf	1.9%	2.0%	3.9%	1.1%	<b>2.0%</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	--	69.3%	66.0%	70.6%	<b>51.0%</b>
- For any purpose	--	21.8%	13.7%	18.8%	<b>13.6%</b>
- Improve living conditions	--	8.4%	6.3%	11.1%	<b>6.7%</b>
- Improve economic development	--	10.0%	8.3%	4.9%	<b>5.4%</b>
- Improve the environment	--	18.5%	28.3%	20.7%	<b>16.3%</b>
- Improve the tourist environment	--	6.6%	0.0%	6.3%	<b>3.5%</b>
- Other purposes	--	4.2%	9.4%	8.7%	<b>5.6%</b>
Not sure	--	20.7%	21.7%	17.9%	<b>14.6%</b>
No	--	10.0%	12.3%	11.5%	<b>8.3%</b>

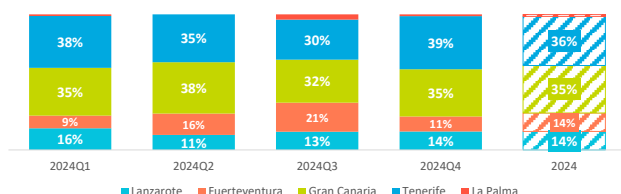
## Tourist profile by quarter of trip (2024)

### SWITZERLAND



#### Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	7,088	4,137	4,374	7,672	23,271
Fuerteventura	4,170	5,895	6,959	6,208	23,232
Gran Canaria	15,652	14,158	10,325	19,587	59,722
Tenerife	17,008	13,183	9,627	21,994	61,812
La Palma	551	0	1,250	744	2,546



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	69.1%	56.7%	54.2%	71.0%	64.2%
At least 10 previous visits	12.4%	19.7%	9.5%	11.7%	13.2%
Repeat tourists (last 5 years)	61.6%	52.4%	54.2%	63.6%	58.9%
Repeat tourists (last 5 years) (5 or more)	15.3%	15.9%	13.0%	16.5%	15.4%

#### Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Gender</b>					
Men	55.3%	51.6%	59.1%	52.9%	54.4%
Women	44.7%	48.4%	40.9%	47.1%	45.6%
<b>Age</b>					
Average age	48.0	47.5	38.4	46.3	45.5
Standard deviation	18.0	17.3	15.5	16.9	17.4
<b>Age range</b>					
16 - 24 years old	8.7%	8.9%	26.6%	9.8%	12.5%
25 - 30 years old	14.8%	12.7%	18.3%	11.5%	13.9%
31 - 45 years old	24.4%	27.7%	23.6%	30.1%	26.8%
46 - 60 years old	25.9%	21.2%	22.0%	26.2%	24.2%
Over 60 years old	26.2%	29.5%	9.5%	22.3%	22.5%
<b>Occupation</b>					
Salaried worker	57.0%	65.6%	65.3%	61.6%	62.0%
Self-employed	8.7%	8.5%	8.9%	8.8%	8.7%
Unemployed	0.0%	0.0%	0.0%	0.0%	0.0%
Business owner	3.8%	10.1%	9.0%	15.6%	10.0%
Student	8.4%	3.5%	10.0%	2.5%	5.7%
Retired	22.1%	10.7%	6.1%	8.6%	12.1%
Unpaid domestic work	0.0%	0.0%	0.0%	1.8%	0.6%
Others	0.0%	1.6%	0.7%	1.0%	0.8%
<b>Annual household income level</b>					
Less than €25,000	6.7%	8.5%	9.5%	4.3%	6.8%
€25,000 - €49,999	20.1%	7.1%	4.6%	10.7%	11.2%
€50,000 - €74,999	28.3%	26.6%	17.1%	14.7%	21.3%
More than €74,999	44.9%	57.8%	68.9%	70.3%	60.6%
<b>Education level</b>					
No studies	1.4%	4.5%	0.0%	0.0%	1.4%
Primary education	3.1%	2.4%	7.7%	4.0%	4.1%
Secondary education	25.8%	26.6%	28.0%	19.2%	24.2%
Higher education	69.7%	66.5%	64.3%	76.8%	70.3%

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	15.9%	11.1%	13.4%	13.7%	13.6%
Fuerteventura	9.4%	15.8%	21.4%	11.0%	13.6%
Gran Canaria	35.2%	37.9%	31.7%	34.8%	35.0%
Tenerife	38.2%	35.3%	29.6%	39.1%	36.2%
La Palma	1.2%	0.0%	3.8%	1.3%	1.5%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	89.2%	89.3%	88.3%	90.9%	89.6%
Two islands	10.1%	10.7%	9.2%	4.3%	8.2%
Three or more islands	0.7%	0.0%	2.5%	4.8%	2.2%

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

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.78	8.85	8.53	8.71	8.73

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	7.3%	1.0%	1.7%	1.2%	2.9%
Lived up to expectations	47.2%	46.5%	48.8%	49.1%	48.0%
Better or much better than expected	45.5%	52.4%	49.5%	49.7%	49.2%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.83	8.80	7.99	8.68	8.61
Recommend visiting the Canary Islands	9.02	9.28	8.66	9.03	9.01

#### Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	10.2%	12.9%	14.2%	9.1%	11.2%
Only with partner	48.3%	44.9%	51.4%	42.3%	46.2%
Only with children (< 13 years old)	7.2%	3.4%	3.6%	5.6%	5.2%
Partner + children (< 13 years old)	3.3%	12.4%	2.7%	9.1%	7.1%
Other relatives	4.6%	11.6%	7.0%	10.9%	8.7%
Friends	11.4%	6.4%	12.6%	5.5%	8.6%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.6%	0.6%	0.0%	0.2%	0.3%
Other combinations (2)	14.5%	7.9%	8.4%	17.3%	12.8%

(2) Combination of some of the groups previously analyzed

Tourists with children	14.4%	18.7%	6.4%	23.6%	16.8%
- Between 0 and 2 years old	0.0%	0.0%	0.0%	1.6%	0.5%
- Between 3 and 12 years old	13.9%	16.9%	6.4%	21.3%	15.6%
- Between 0 -2 and 3-12 years old	0.5%	1.7%	0.0%	0.8%	0.8%
Tourists without children	85.6%	81.3%	93.6%	76.4%	83.2%
<b>Group composition:</b>					
- 1 person	11.1%	13.5%	15.7%	11.6%	12.7%
- 2 people	52.9%	56.9%	64.3%	50.3%	55.1%
- 3 people	8.6%	11.1%	10.2%	13.0%	10.9%
- 4 or 5 people	20.5%	17.6%	9.7%	19.9%	17.6%
- 6 or more people	6.9%	0.9%	0.0%	5.1%	3.7%
Average group size:	2.78	2.46	2.17	2.70	2.57

\*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.