

canarias
OBJETIVO de PROGRESO



Unión Europea

Fondo Europeo
de Desarrollo Regional



Gobierno
de Canarias



Turismo de
Islas Canarias

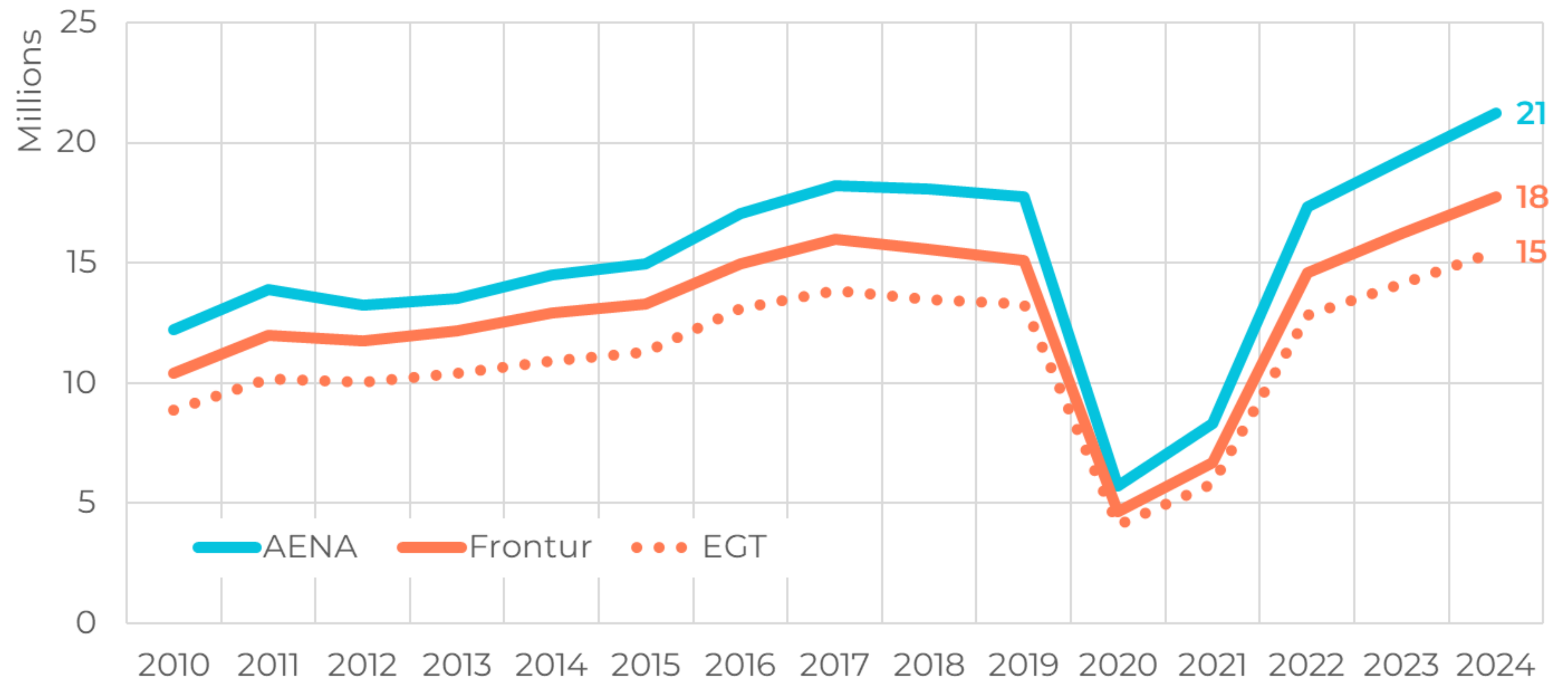
MARKETING FOR CANARY ISLANDS

PROFILE OF TOURIST CANARY ISLANDS –2024–



Source: Encuesta sobre Gasto Turístico (ISTAC)

INBOUND TOURISM

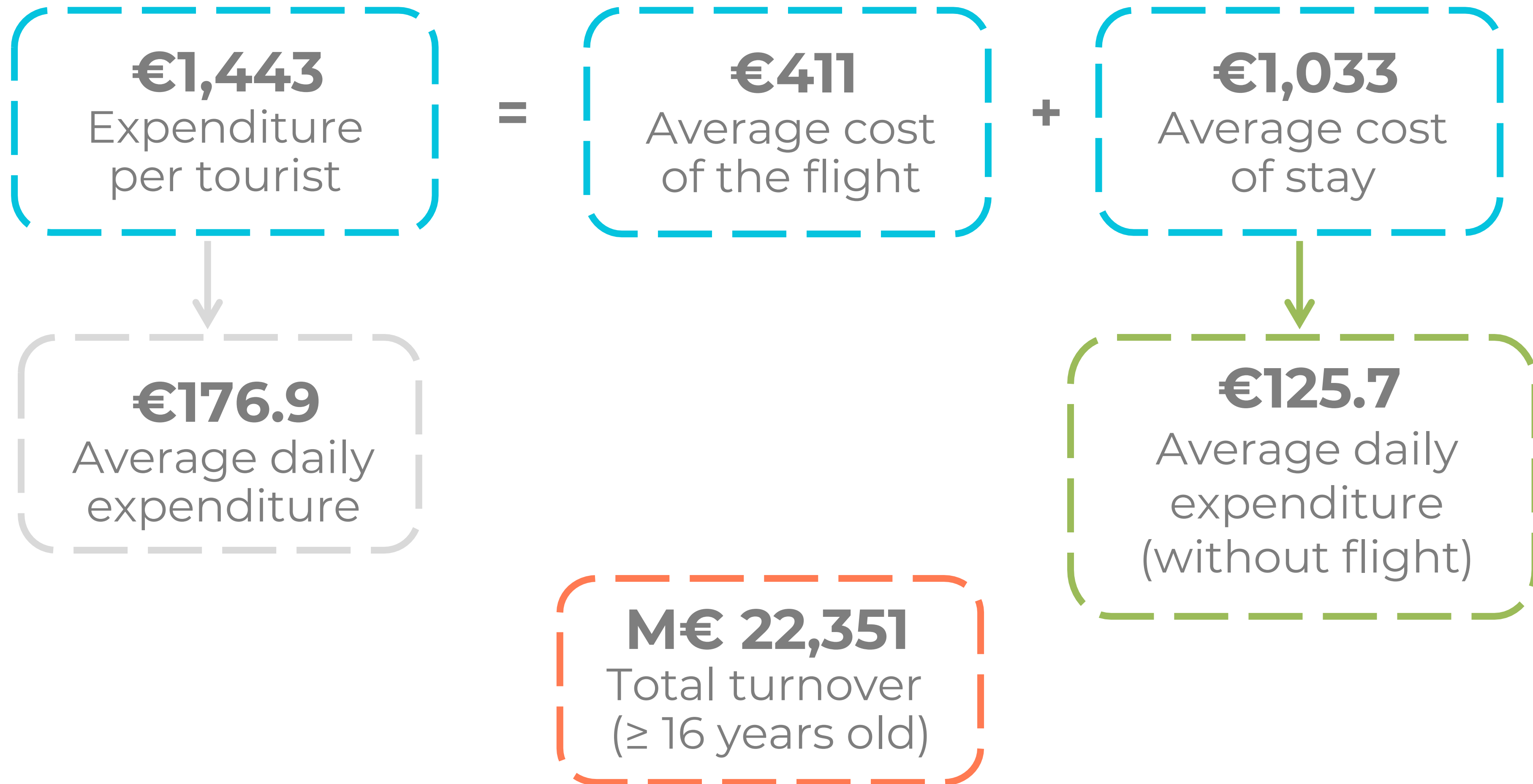


AENA: Passenger arrivals on non-stop flights (International + Spanish Mainland)

FRONTUR: tourists (ISTAC)

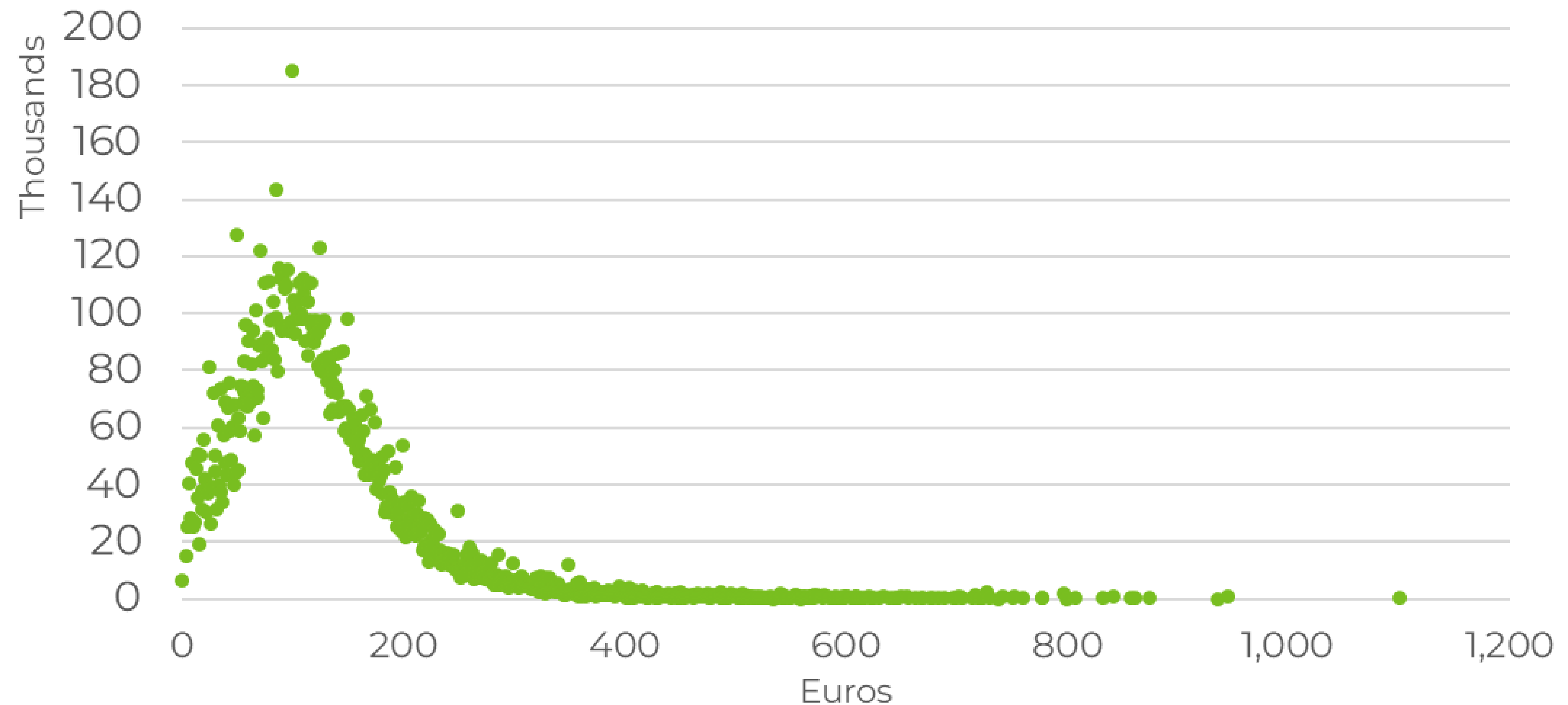
Encuesta sobre Gasto Turístico: tourists (≥ 16 years old) (ISTAC)

HOW MUCH THEY SPEND?



AVERAGE DAILY EXPENDITURE WITHOUT FLIGHT (€)

Number of tourist by average daily expenditure without flight

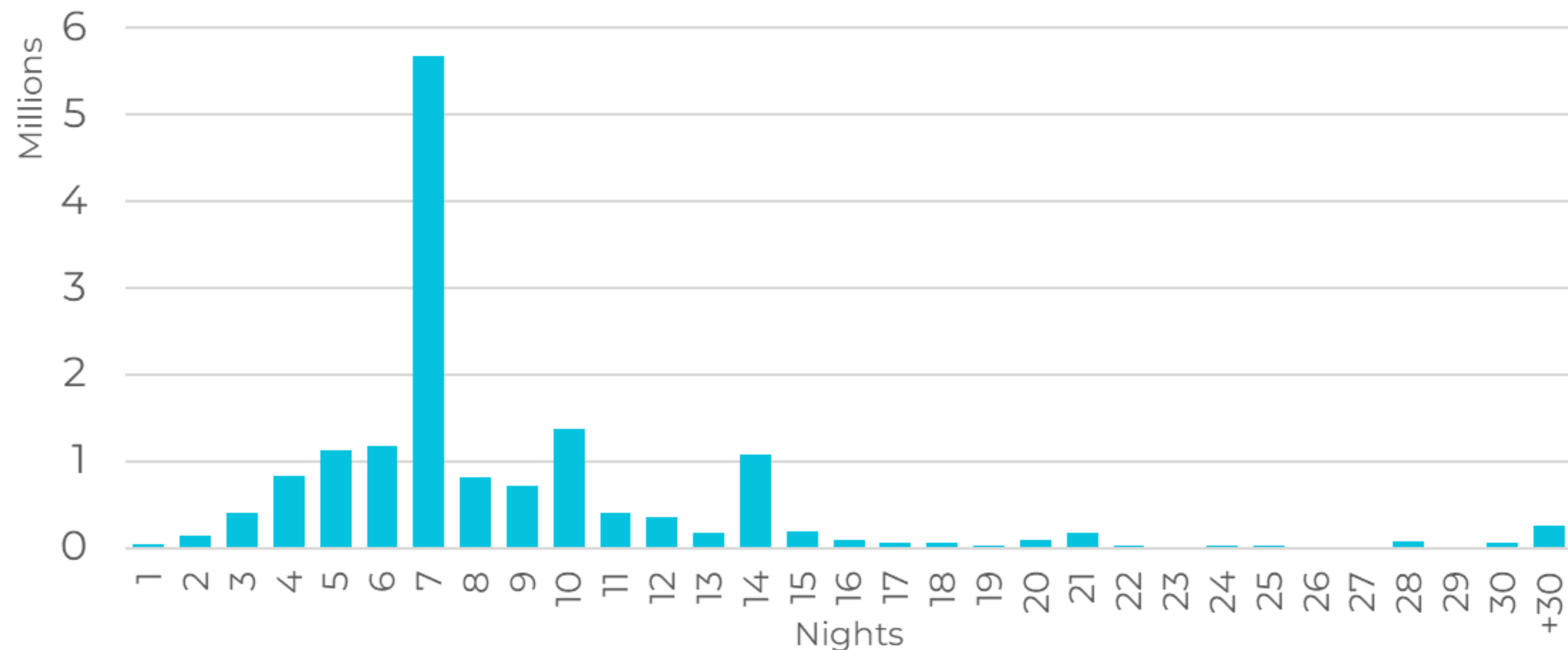


LENGHT OF STAY

9.4 nights
Average lenght
of stay

7.0 nights
Median lenght
of stay

Number of tourist by nights of stay



WHO ARE THEY?

Main characteristics

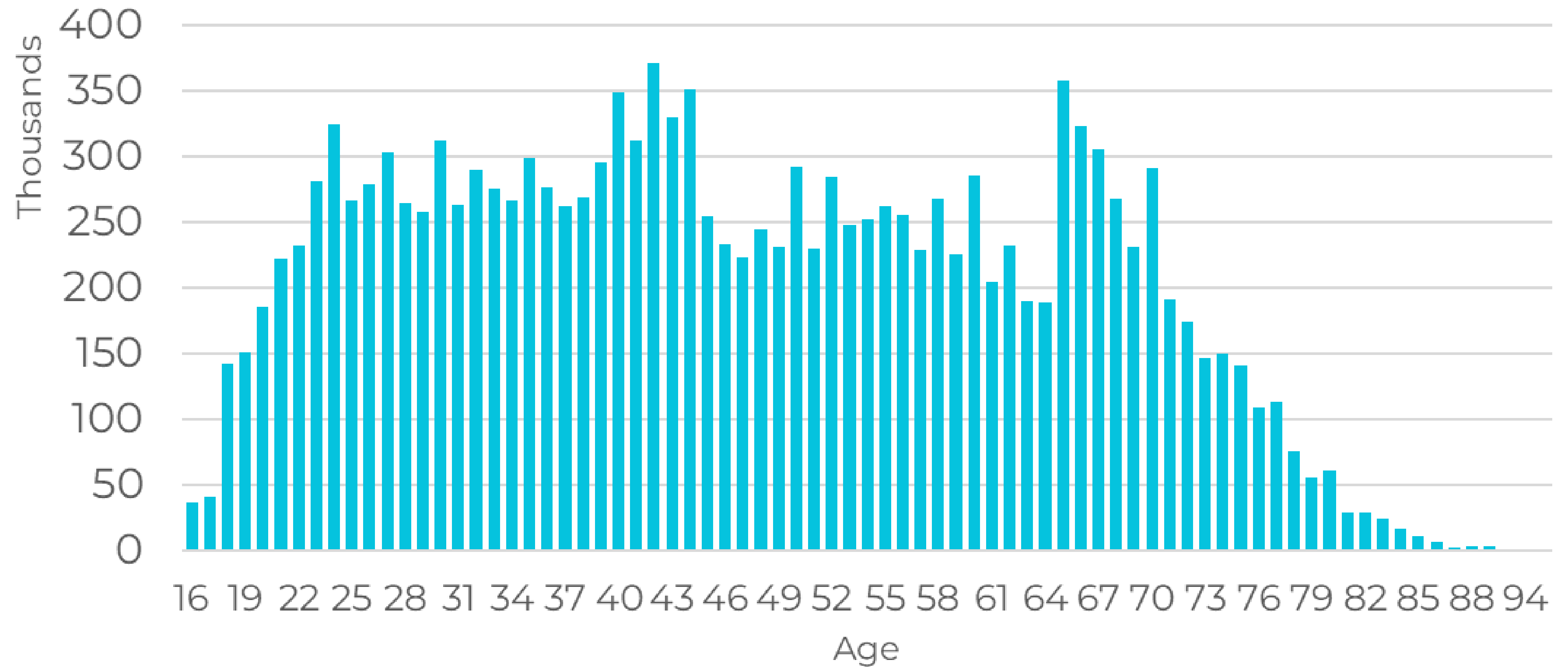
Gender	Pertentage of women	51.58%
Age ⁽¹⁾	Years old	46.79
Occupation	% Salaried worker	55.9%
	% Business owner and Self-employed	18.5%
Purchasing power ⁽²⁾	Annual household income level (thousands of euros)	54.75 €

(1) Number of tourists (≥ 16 years old)

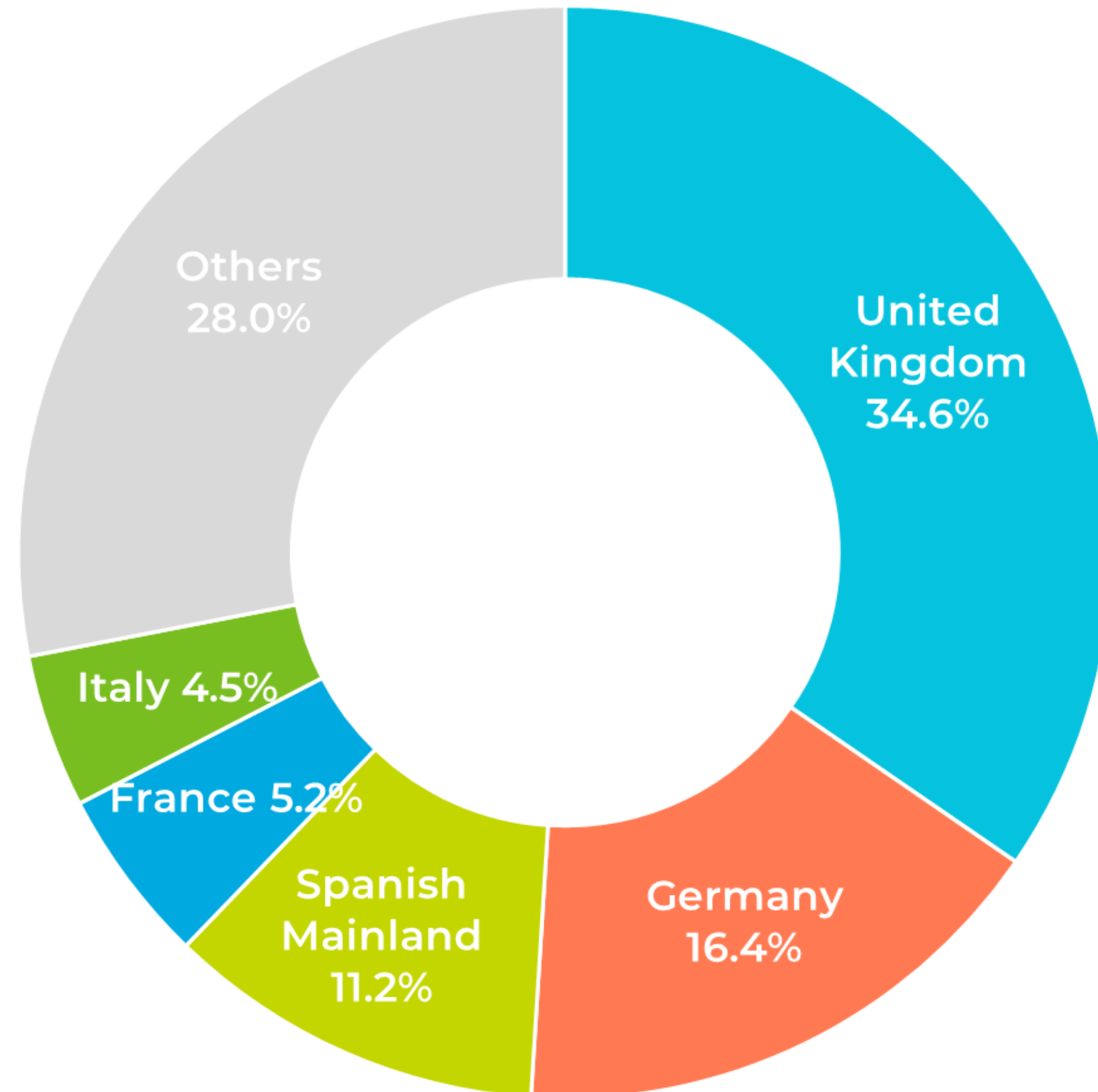
(2) Estimated by Promotur.

AGE

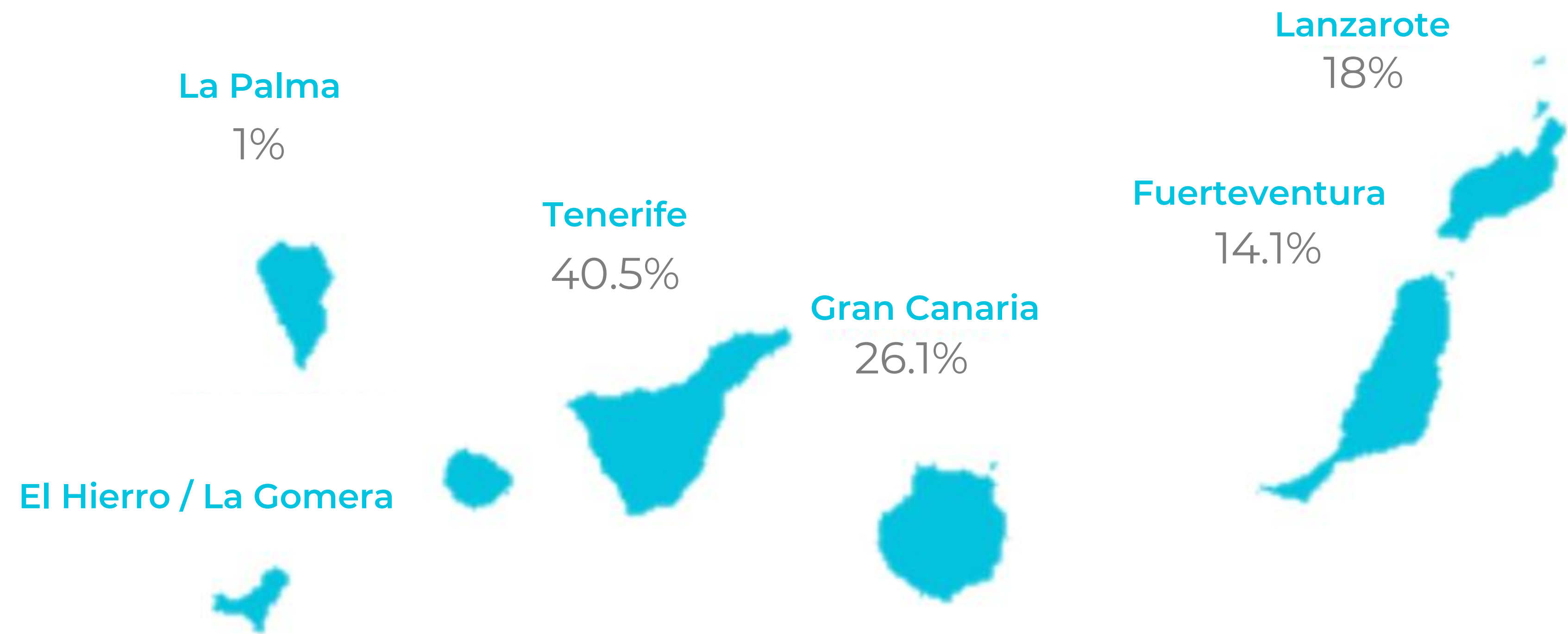
Number of tourists by age



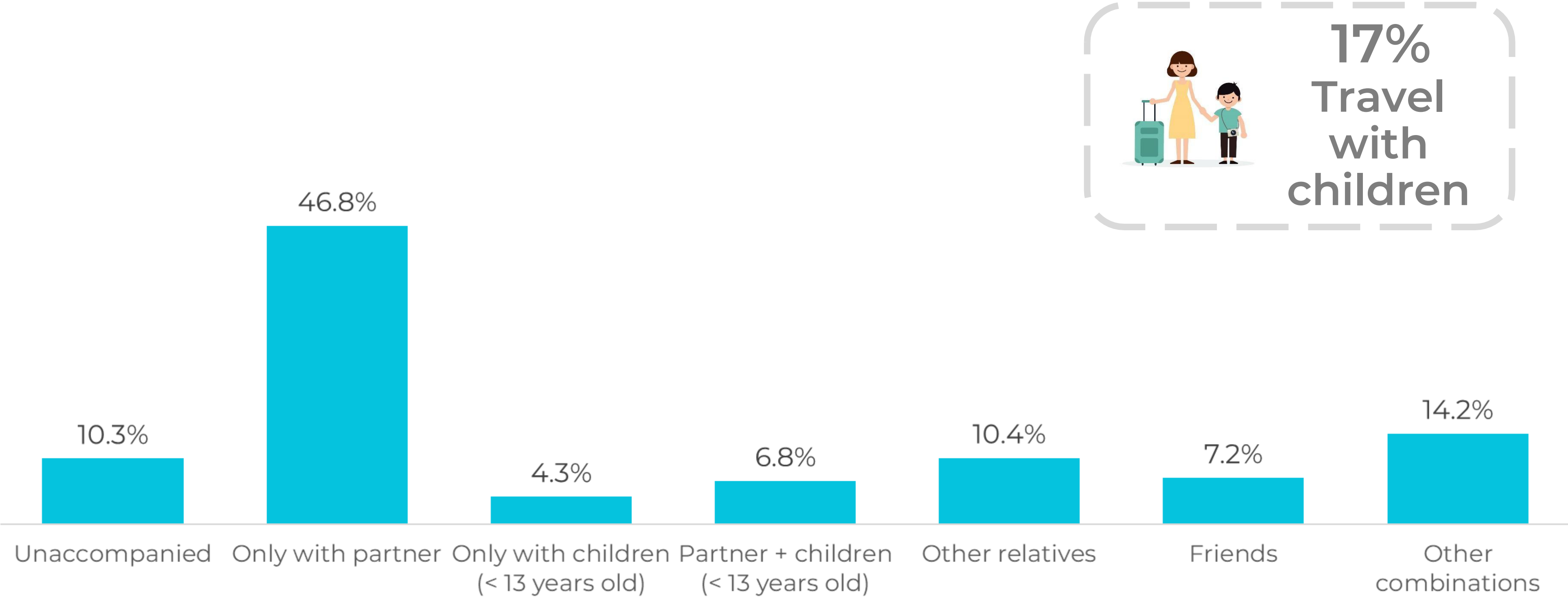
WHERE ARE THEY FROM?



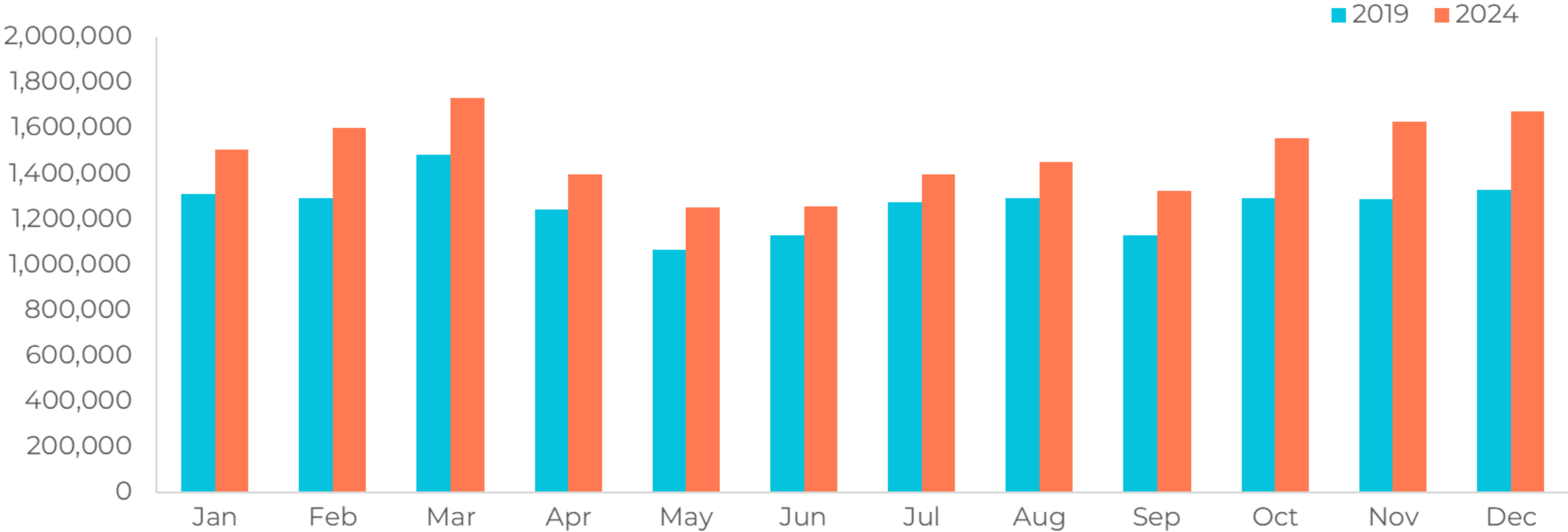
% TOURISTS BY ISLANDS



WHO DO THEY COME WITH?

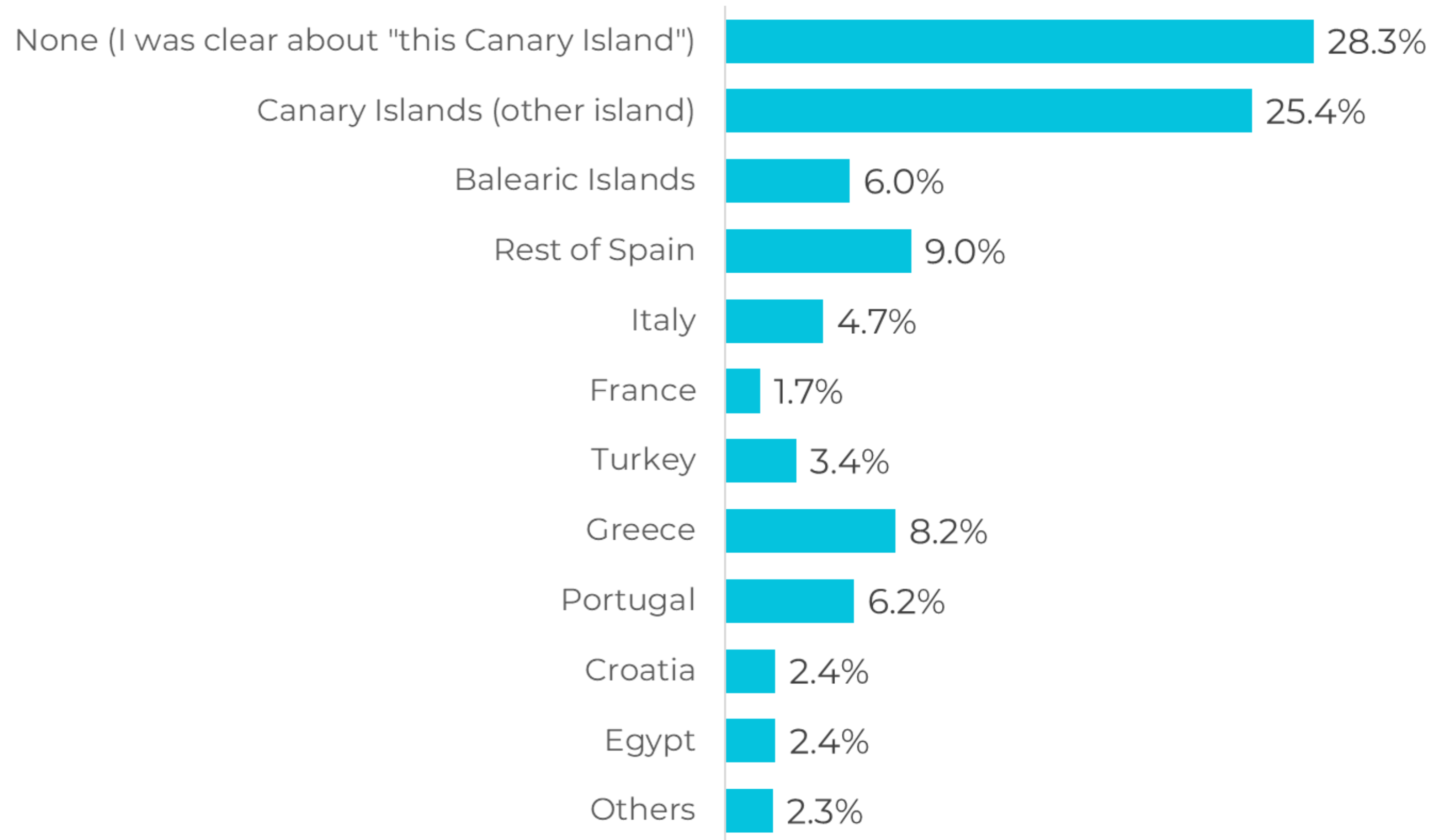


WHEN ARE THEY COMING?



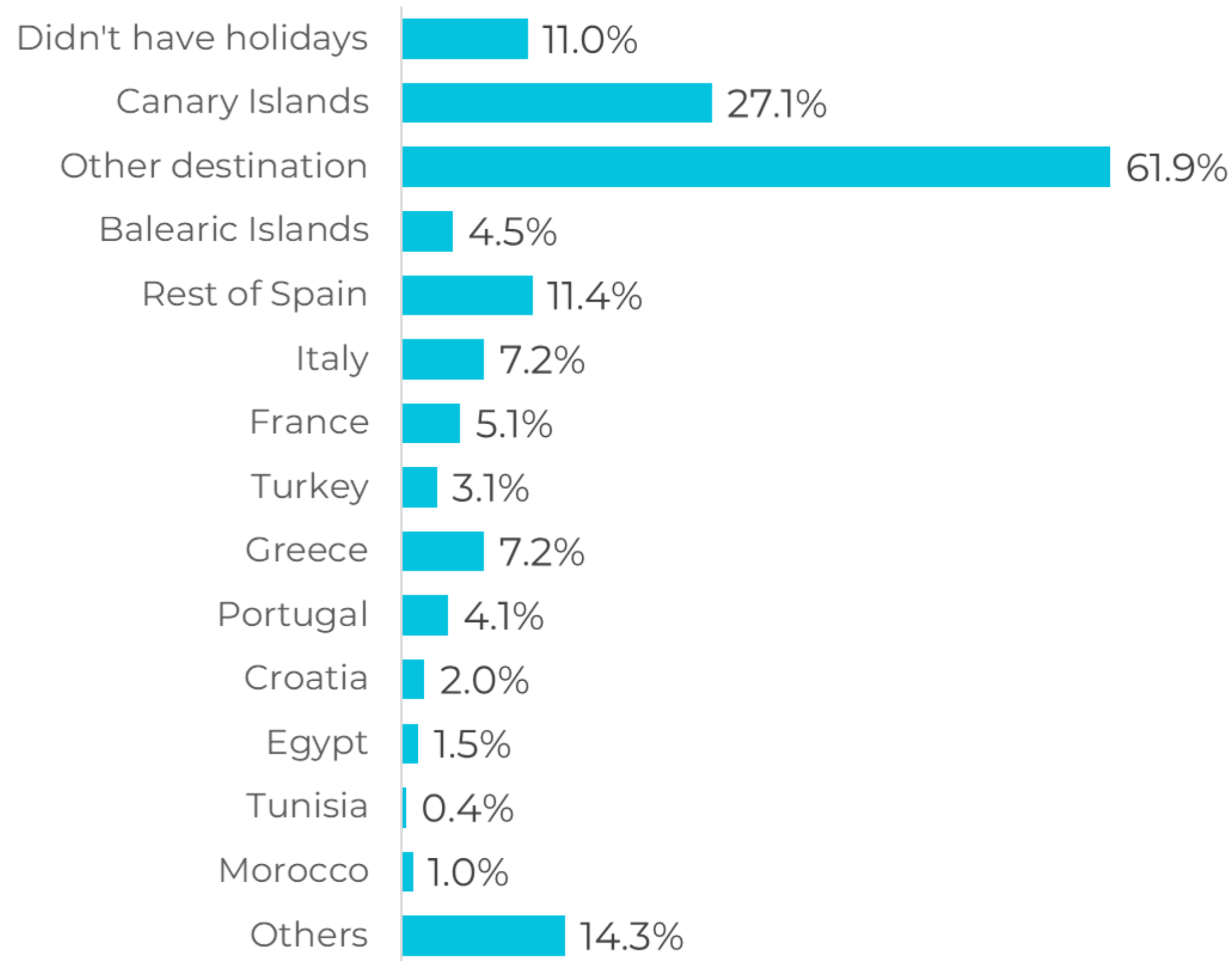
Source: Frontur ISTAC.

WHAT OTHER DESTINATIONS DID THEY CONSIDER FOR THIS TRIP?



% Percentage of valid answers

WHERE DID THEY SPEND THEIR MAIN HOLIDAY LAST YEAR?



% Percentage of valid answers

WHAT IS THE MAIN MOTIVATION FOR THEIR HOLIDAYS?



51%

REST



21%

EXPLORE THE
DESTINATION



16%

ENJOY
FAMILY
TIME



9%

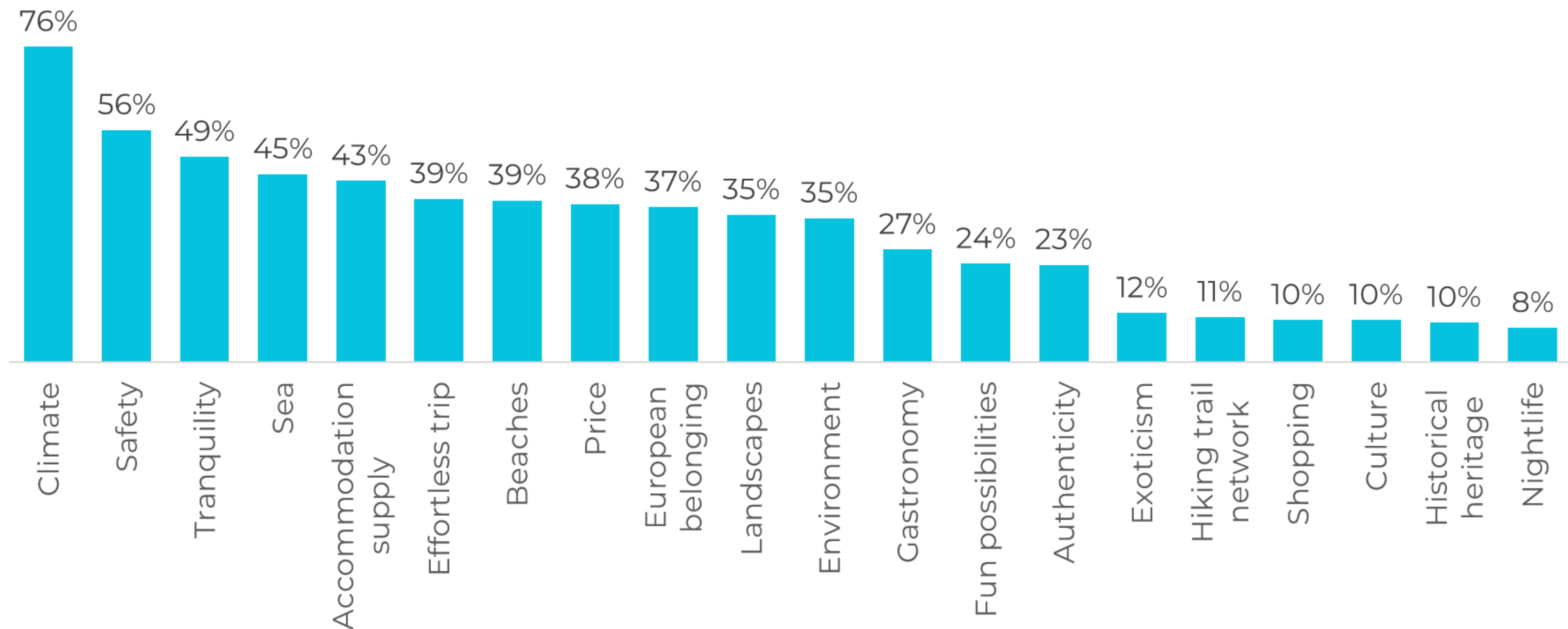
HAVE FUN



2%

PRACTICE
THEIR
HOBBIES

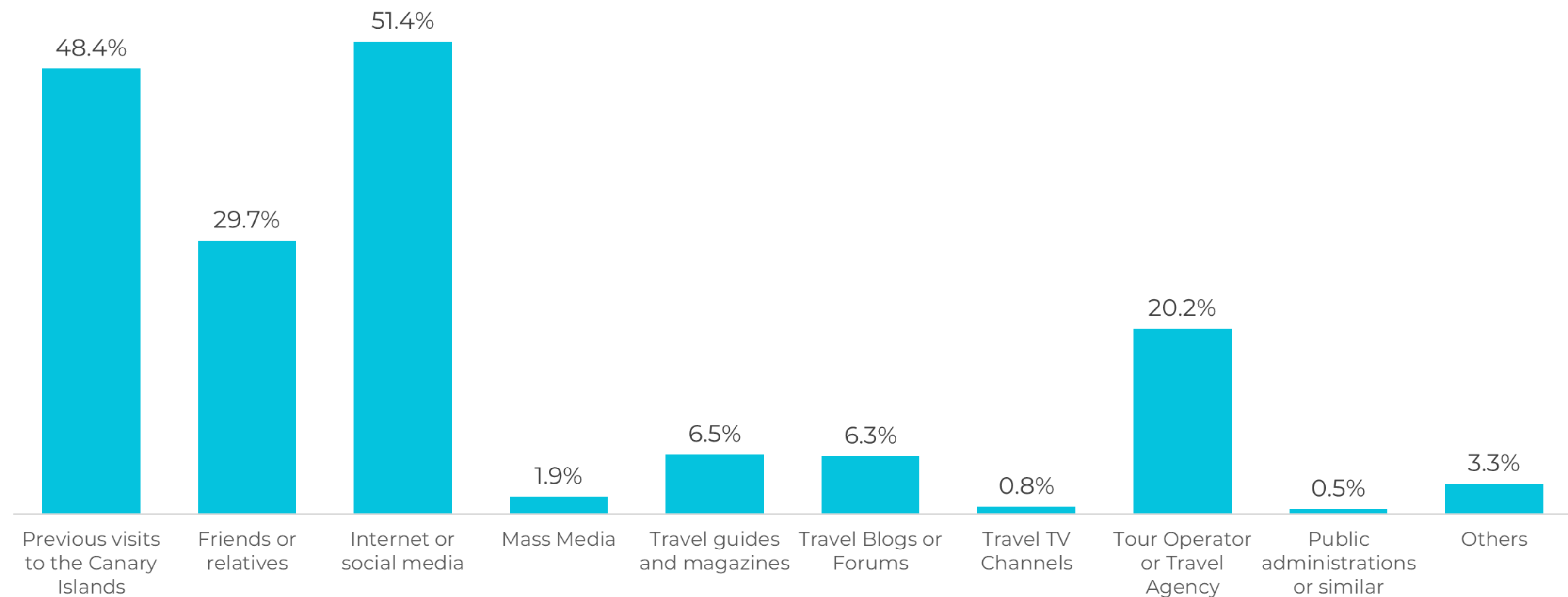
IMPORTANCE OF EACH FACTOR IN THE DESTINATION CHOICE



Note:

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.

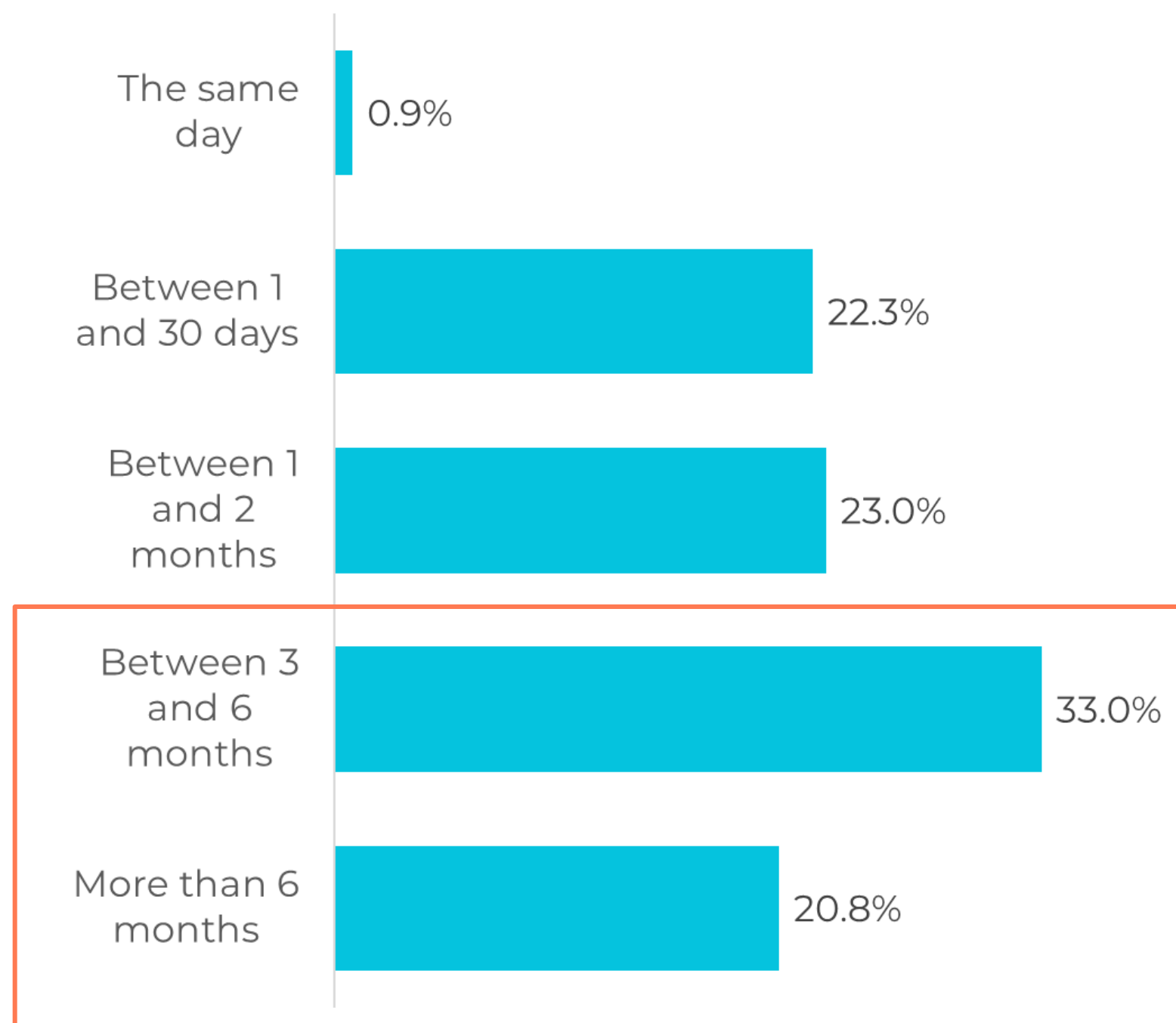
WHAT CHANNELS DID THEY USE TO GET INFORMATION ABOUT THE TRIP?



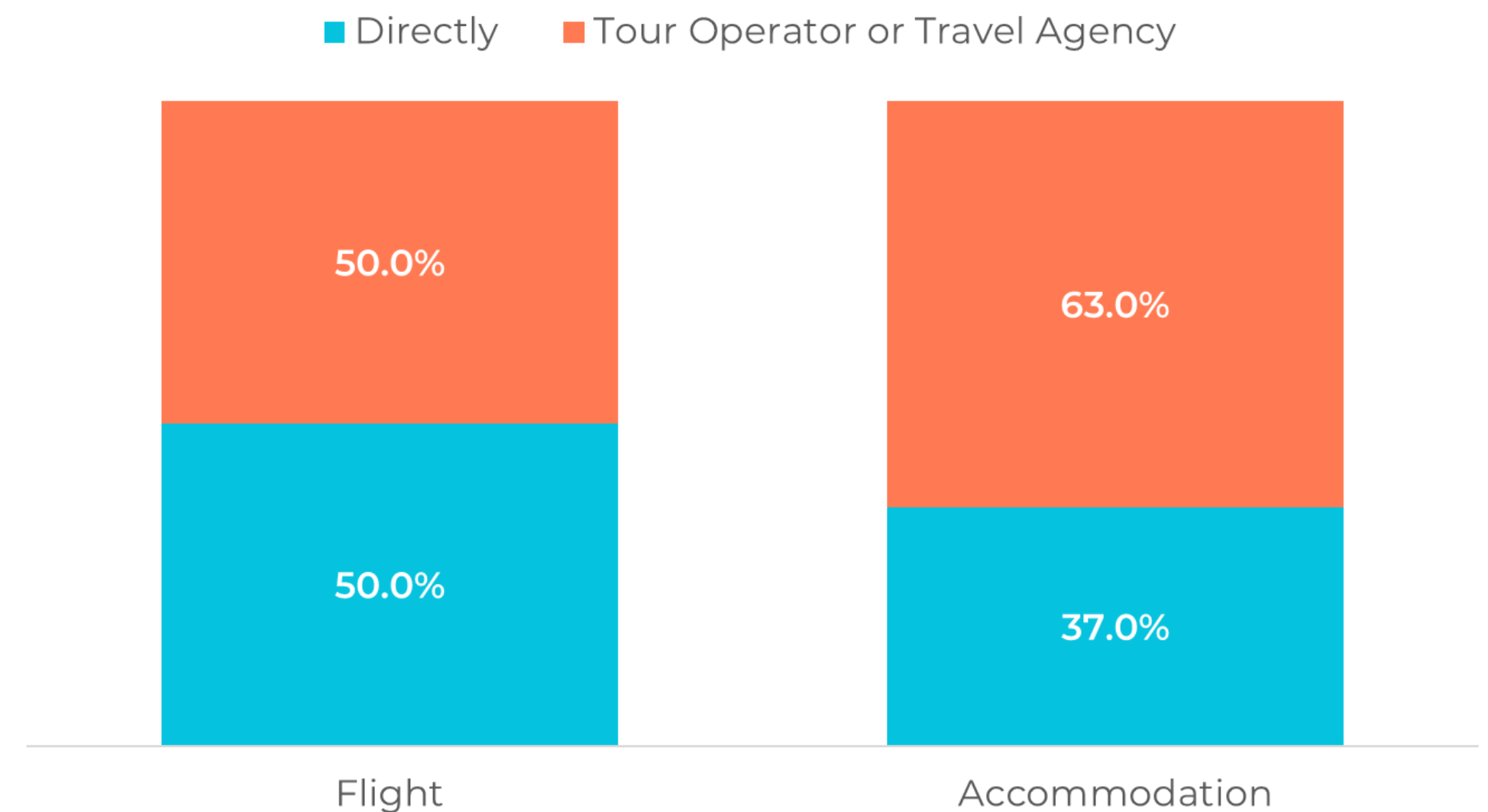
Multi-choise question

TRIP BOOKING

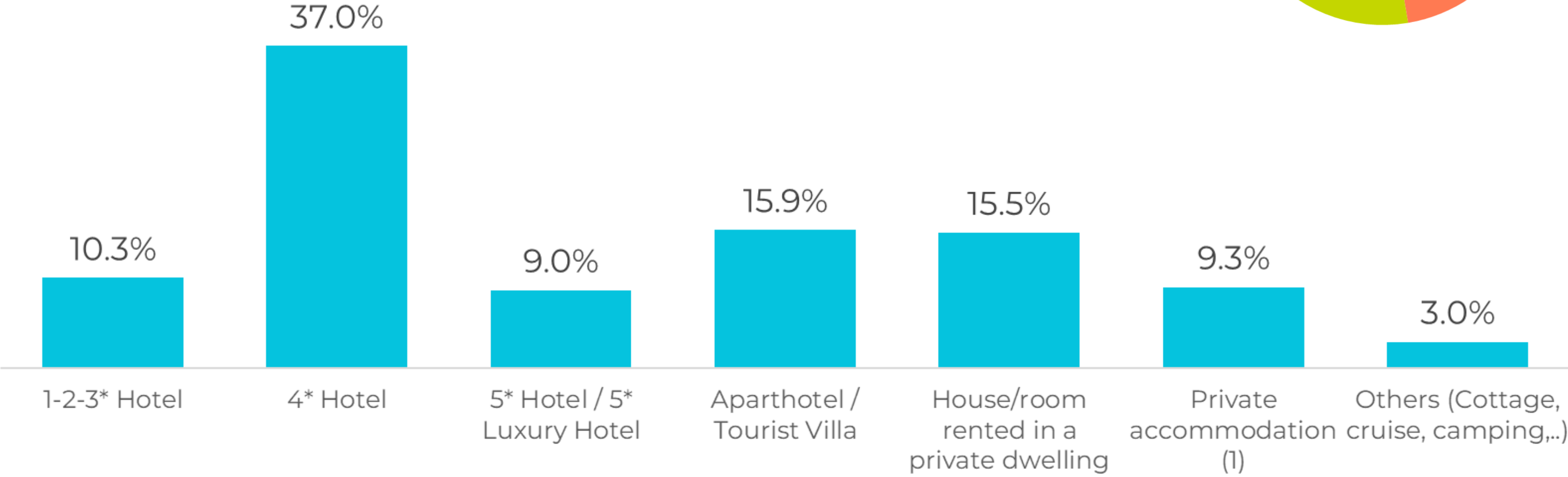
54% of tourist who visit the Canary Islands book their trip with **more than 3 months**



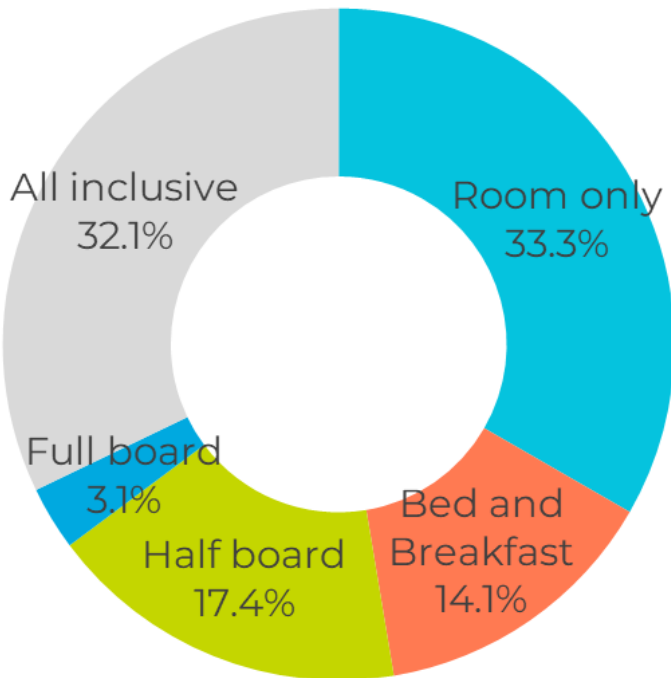
With whom did they book their flight and accommodation?



ACCOMMODATION

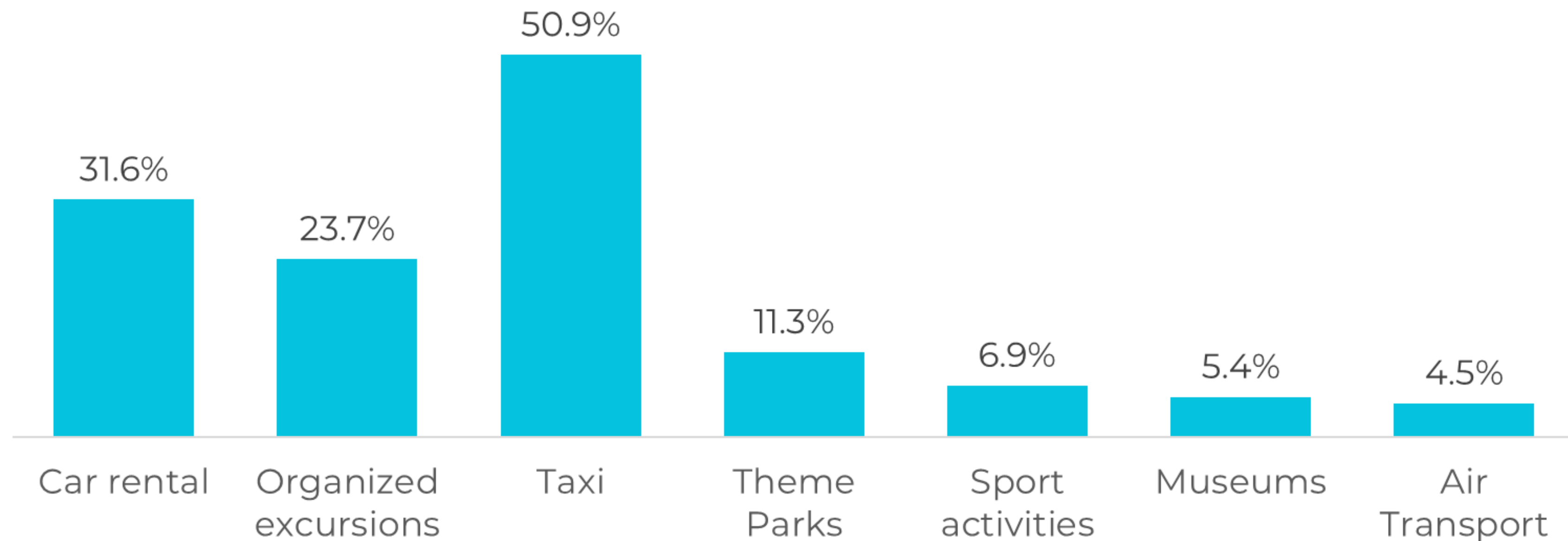


What do they book?

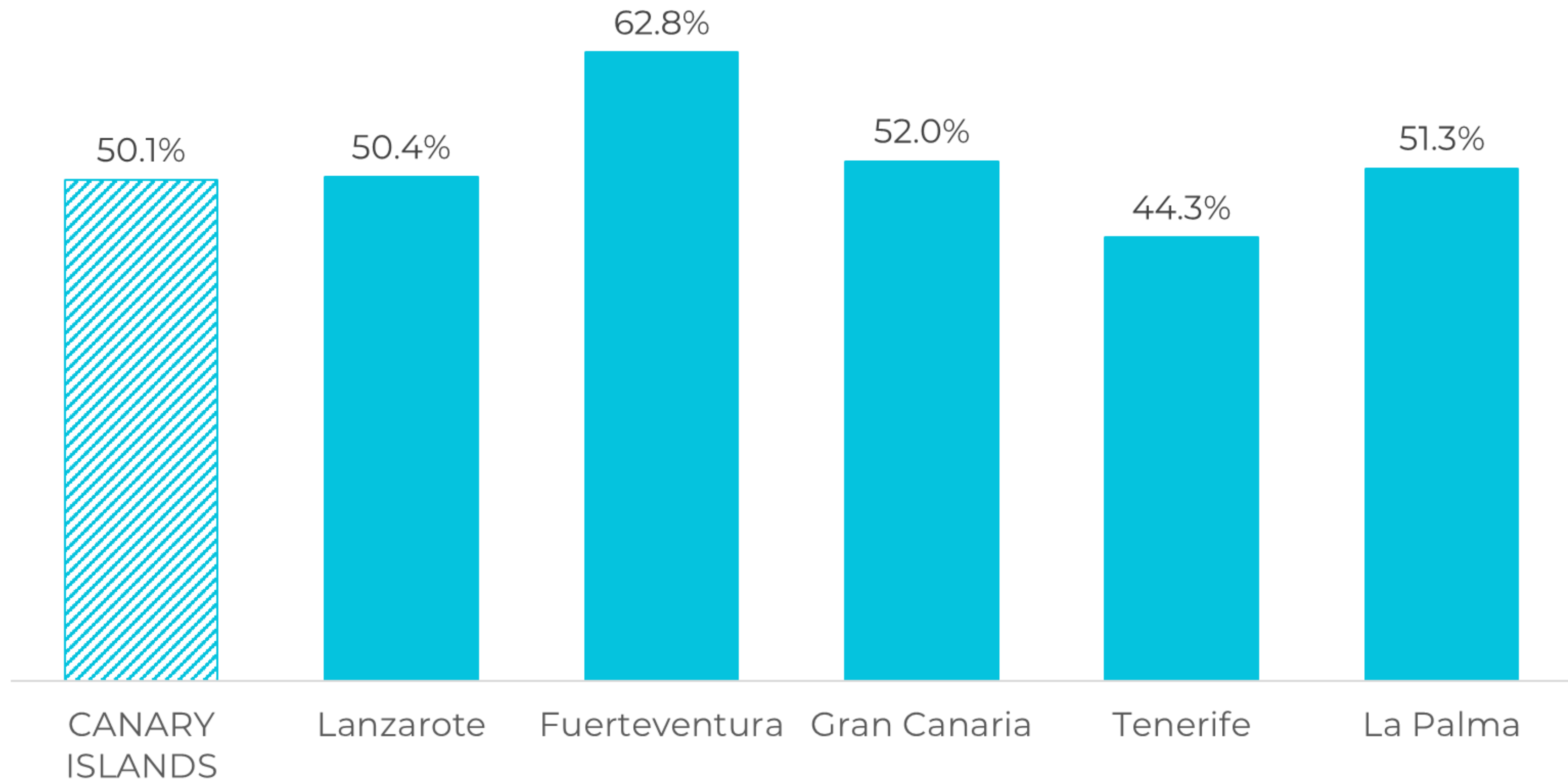


(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

% TOURISTS WHOSE SPENDING HAS BEEN GREATER THAN €0 IN EACH ITEM



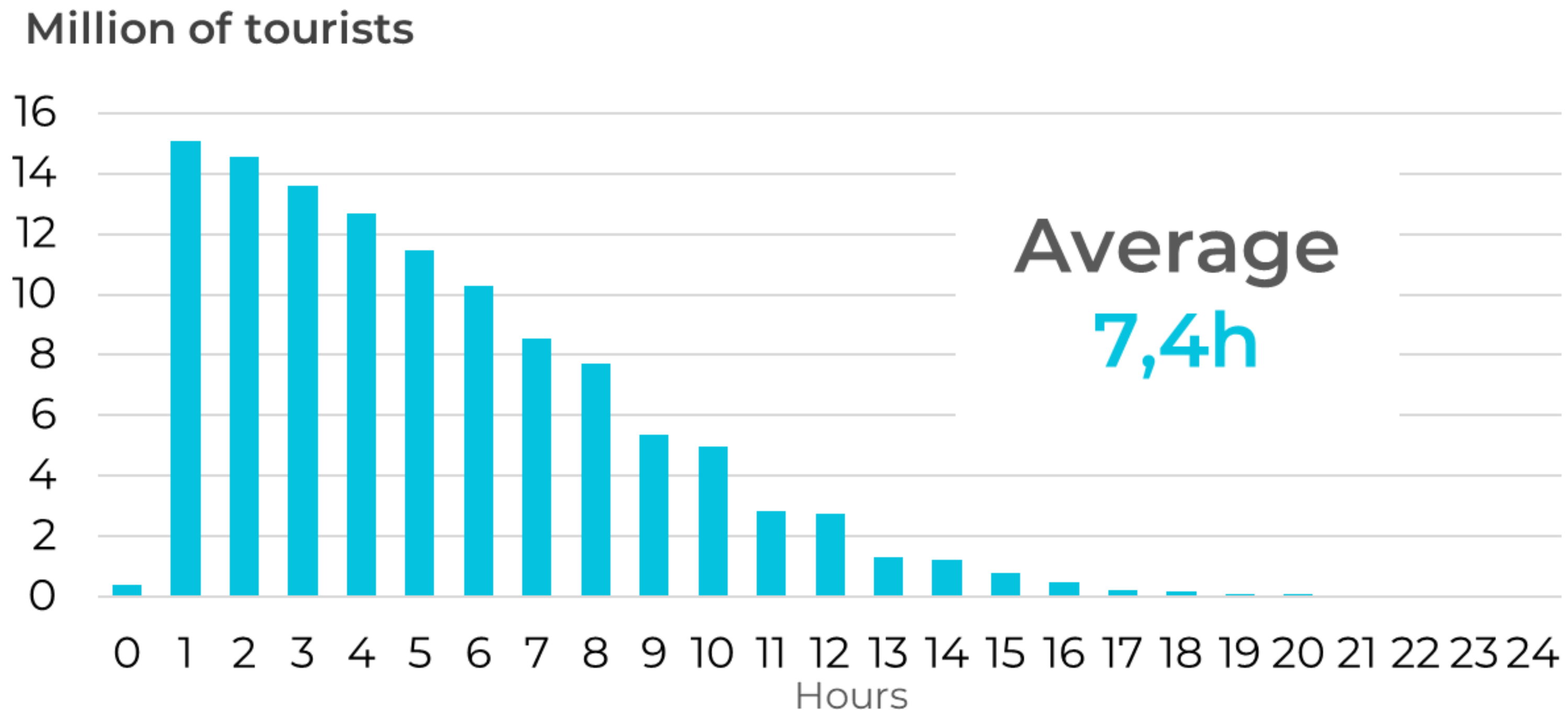
% TOURISTS WHO BOOK HOLIDAY PACKAGE



WHAT WE KNOW ABOUT WHAT THEY DO IN THE CANARY ISLANDS?



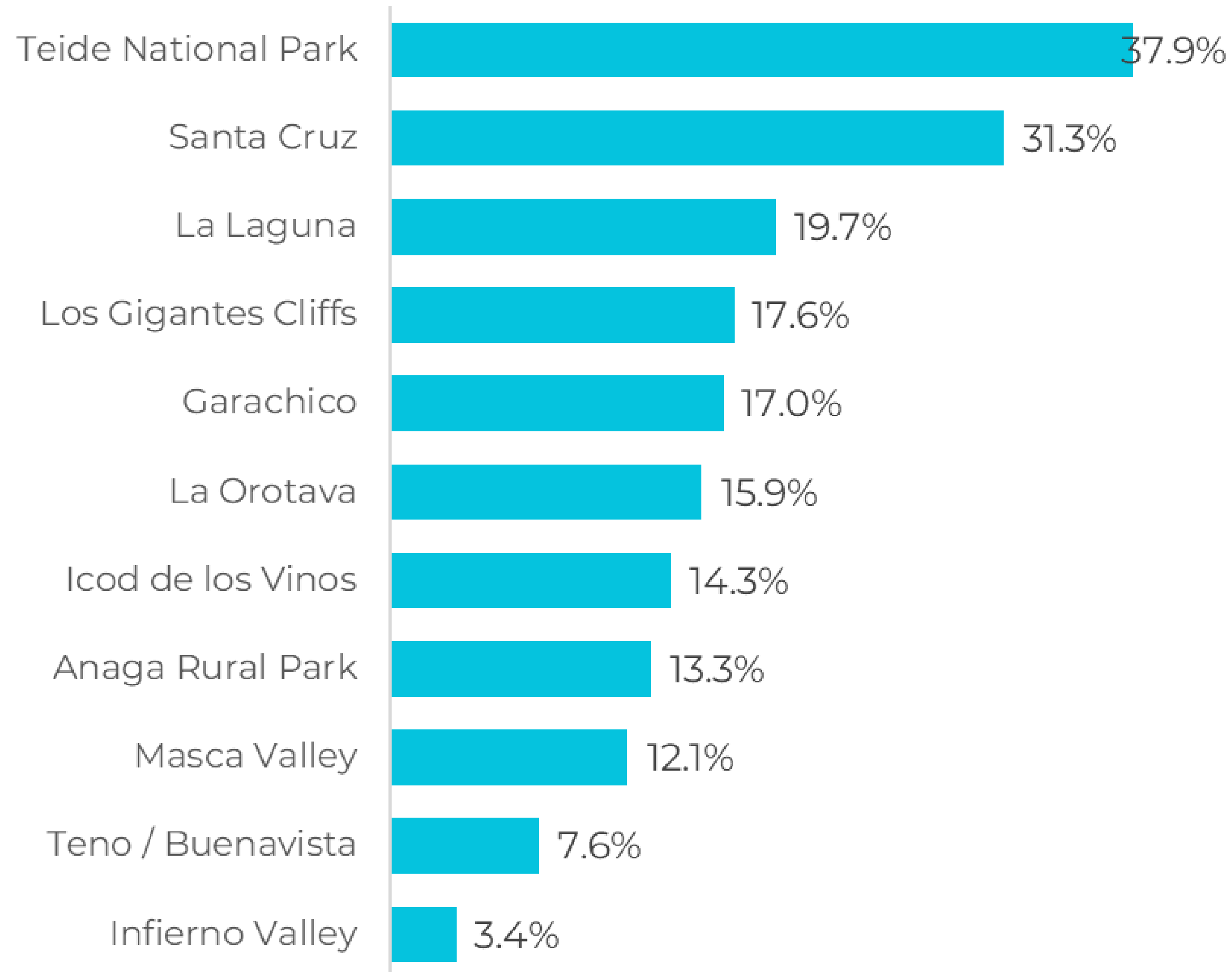
NUMBER OF TOURISTS BY OUTDOOR TIME PER DAY



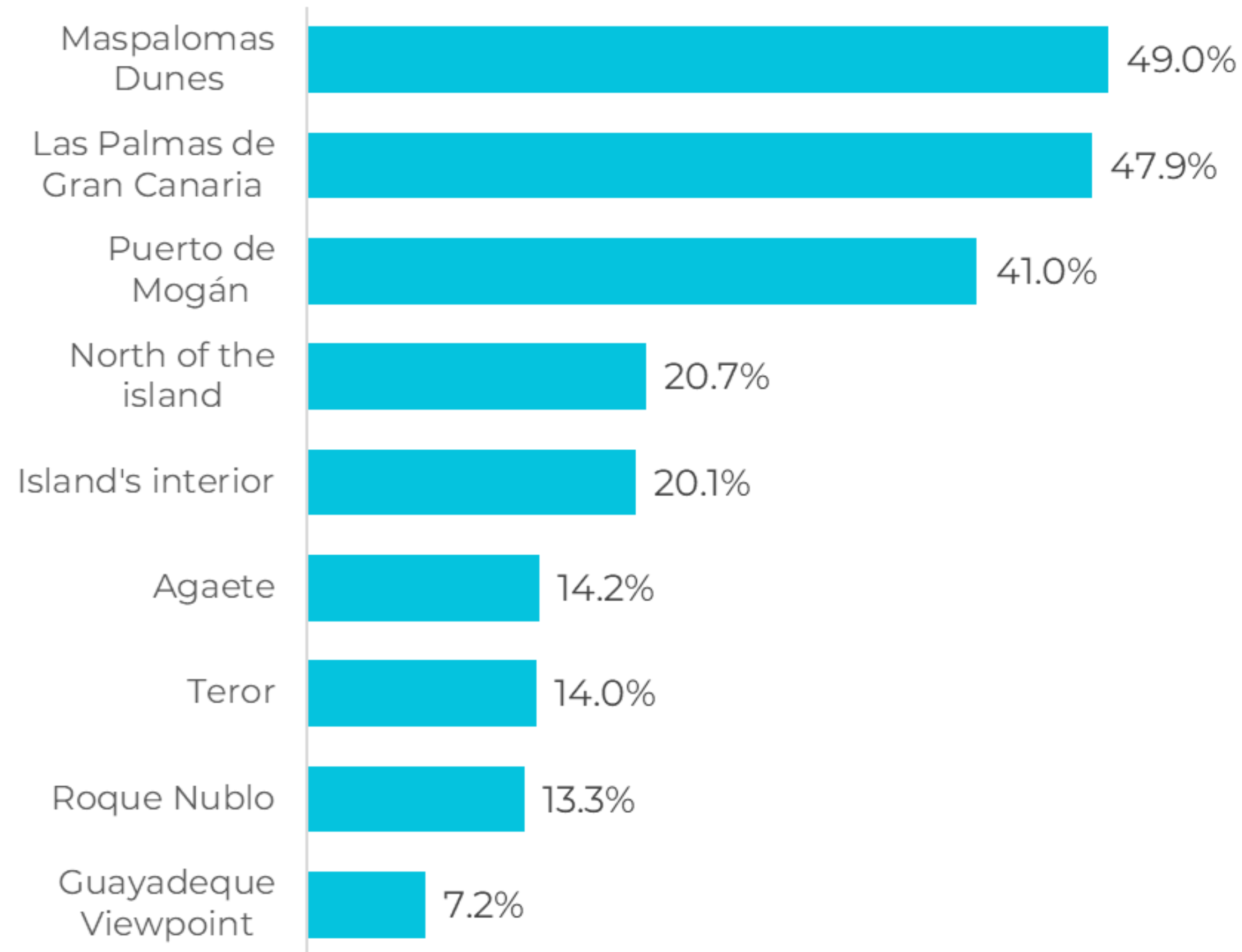
ACTIVITIES IN THE CANARY ISLANDS



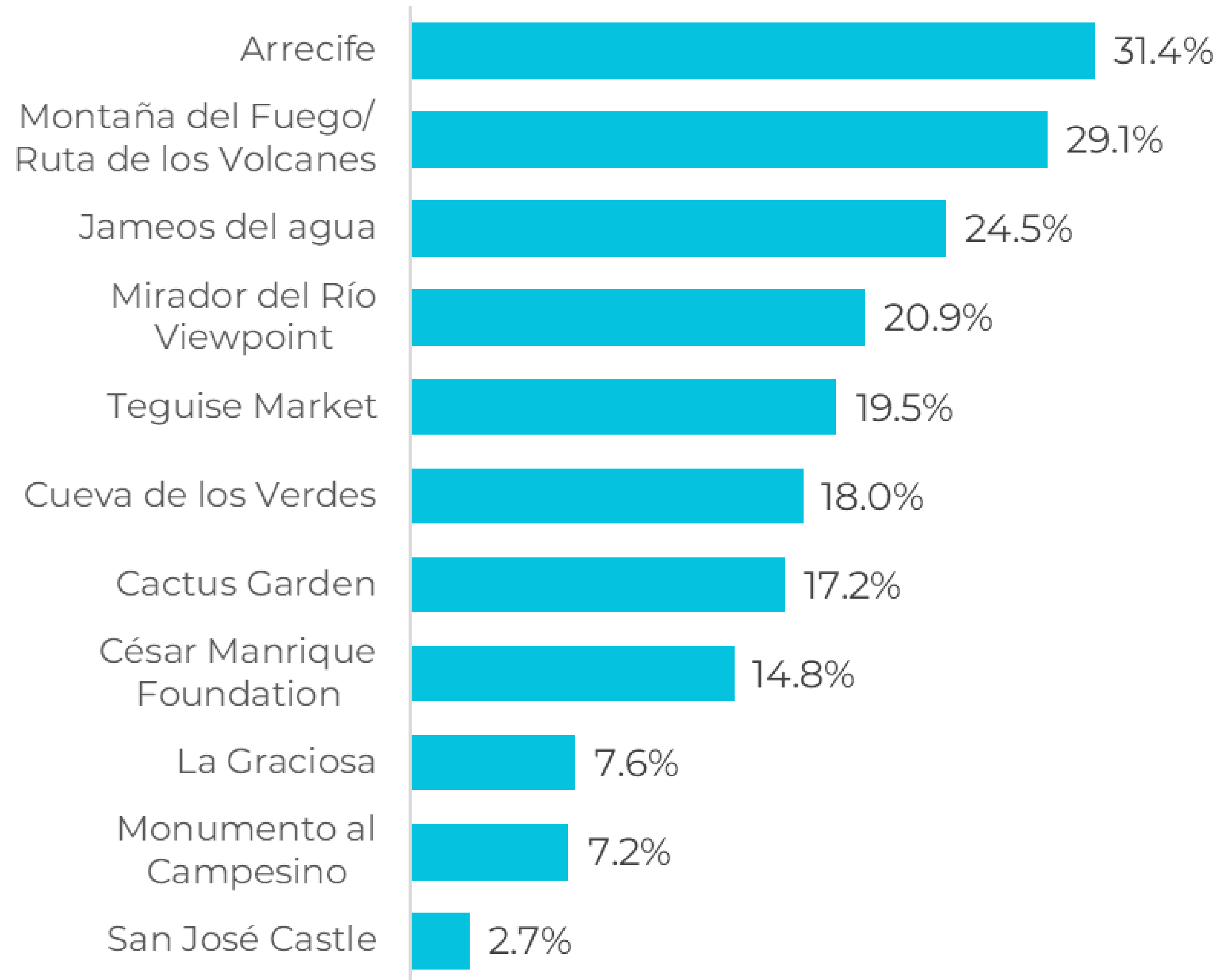
PLACES VISITED IN TENERIFE



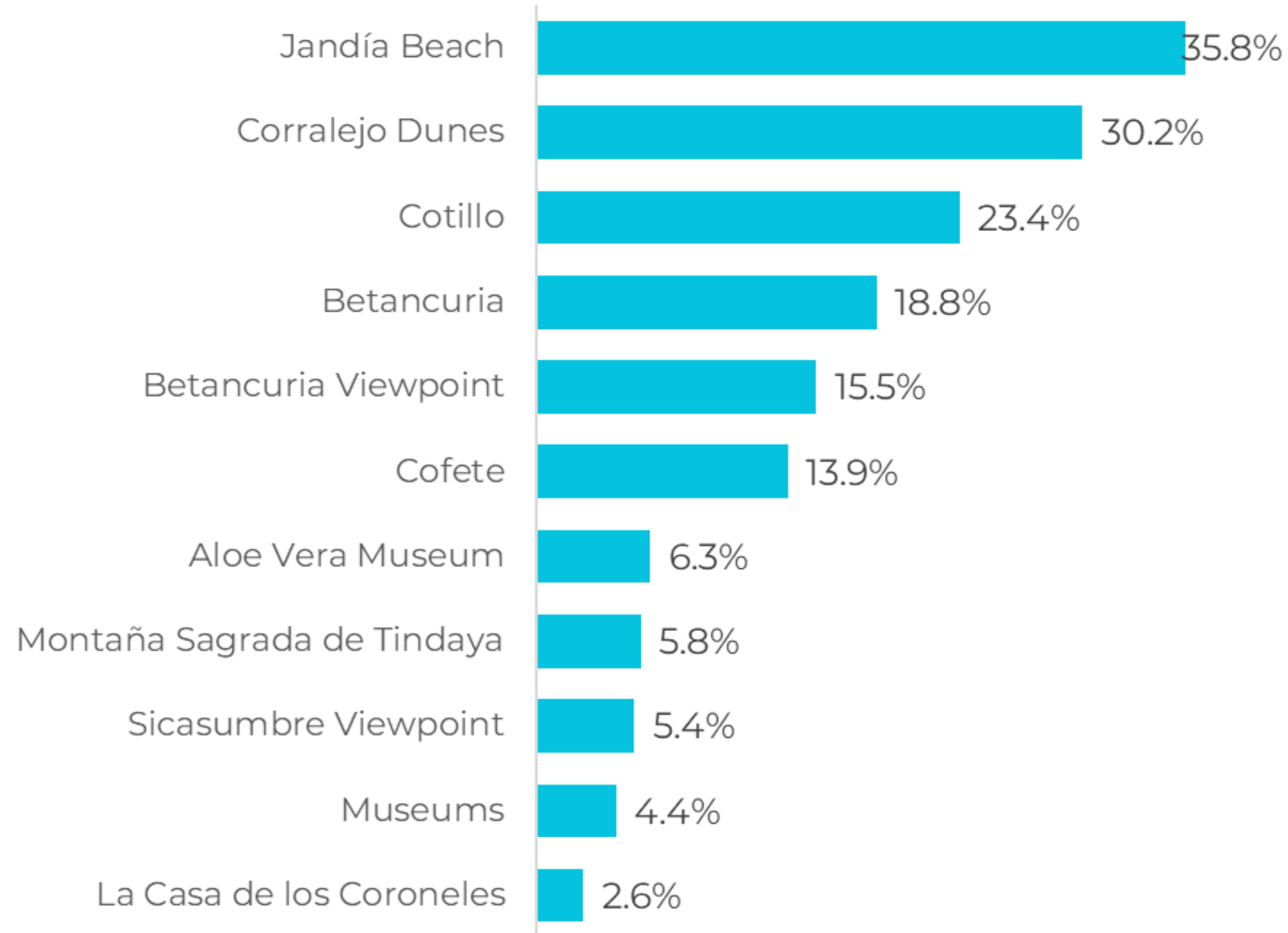
PLACES VISITED IN GRAN CANARIA



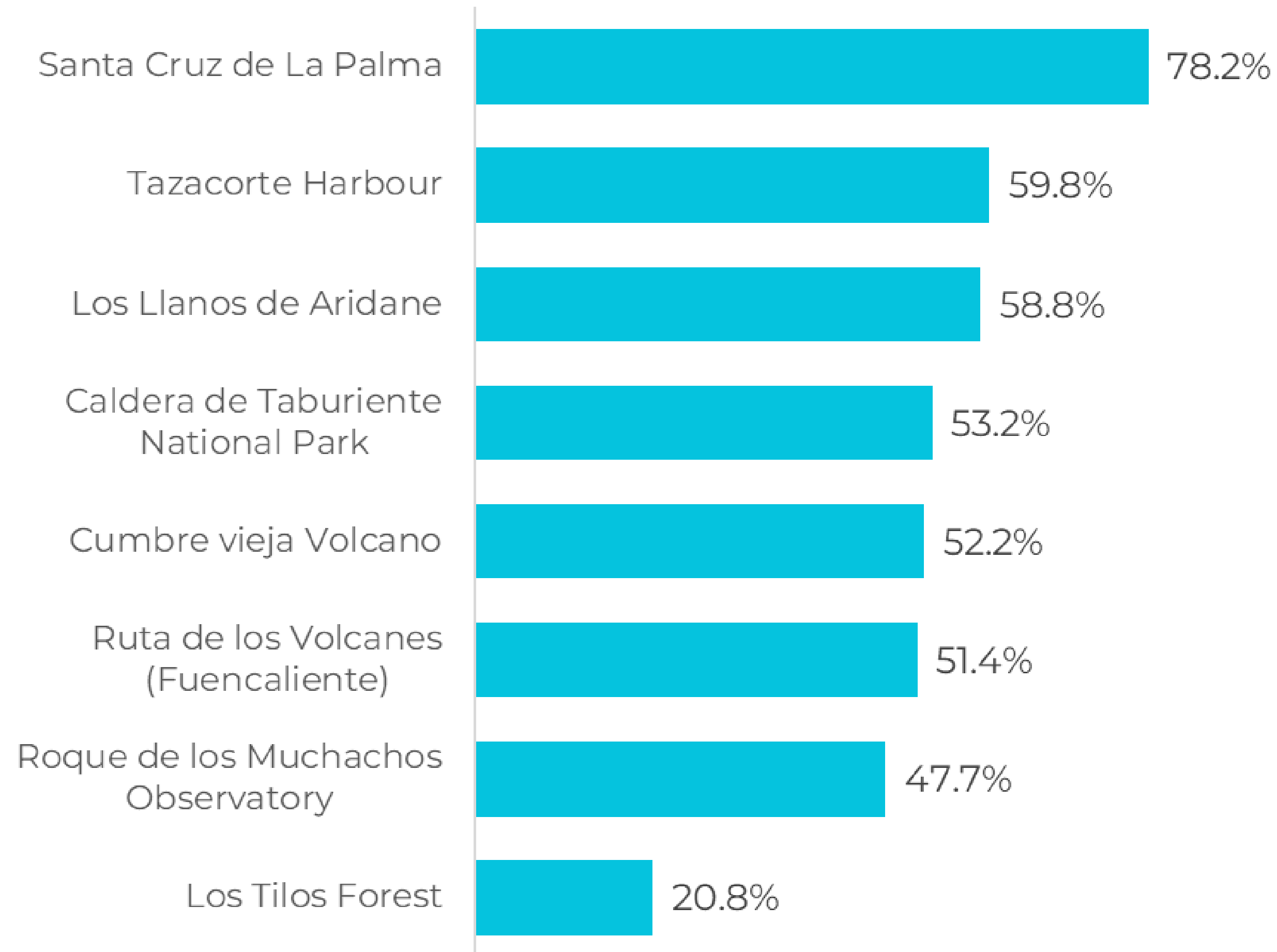
PLACES VISITED IN LANZAROTE



PLACES VISITED IN FUERTEVENTURA



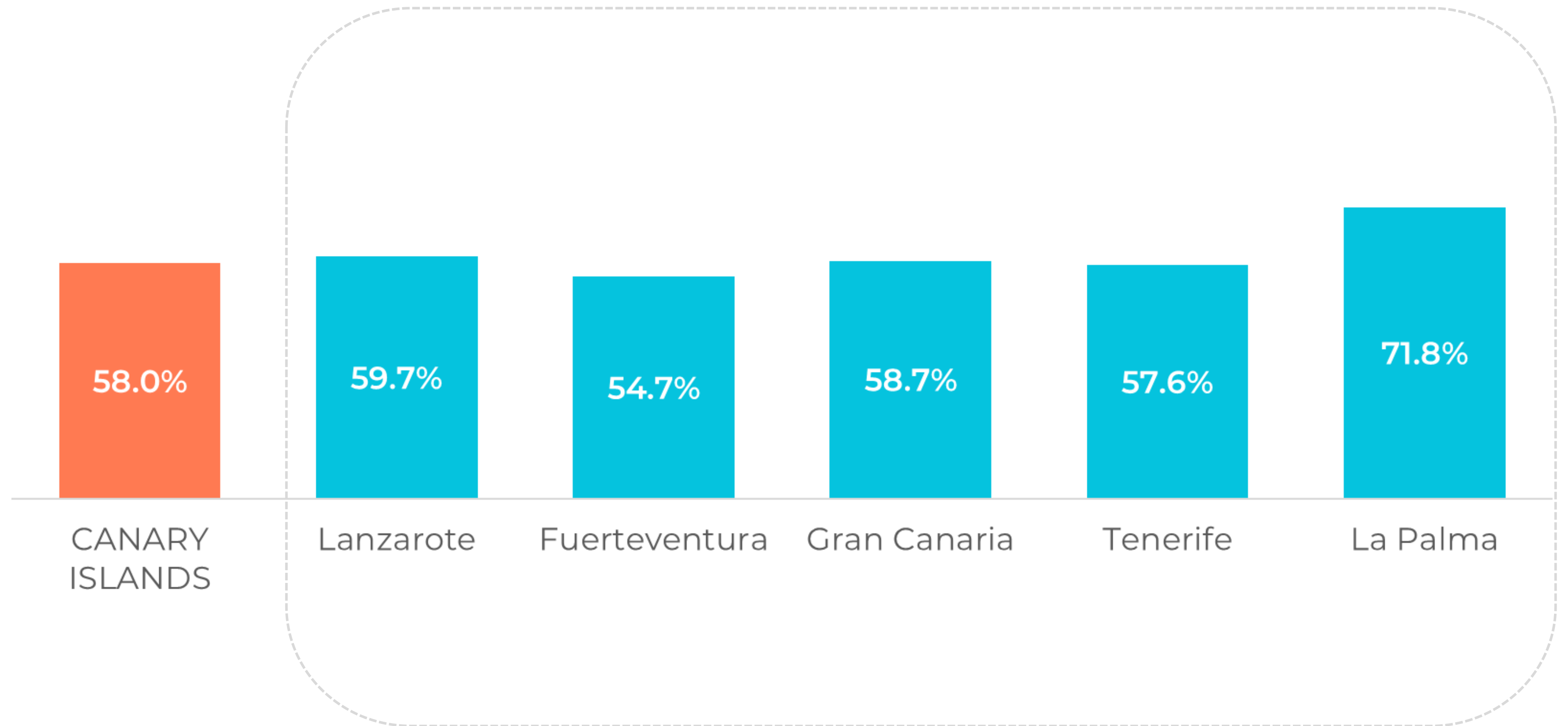
PLACES VISITED IN LA PALMA





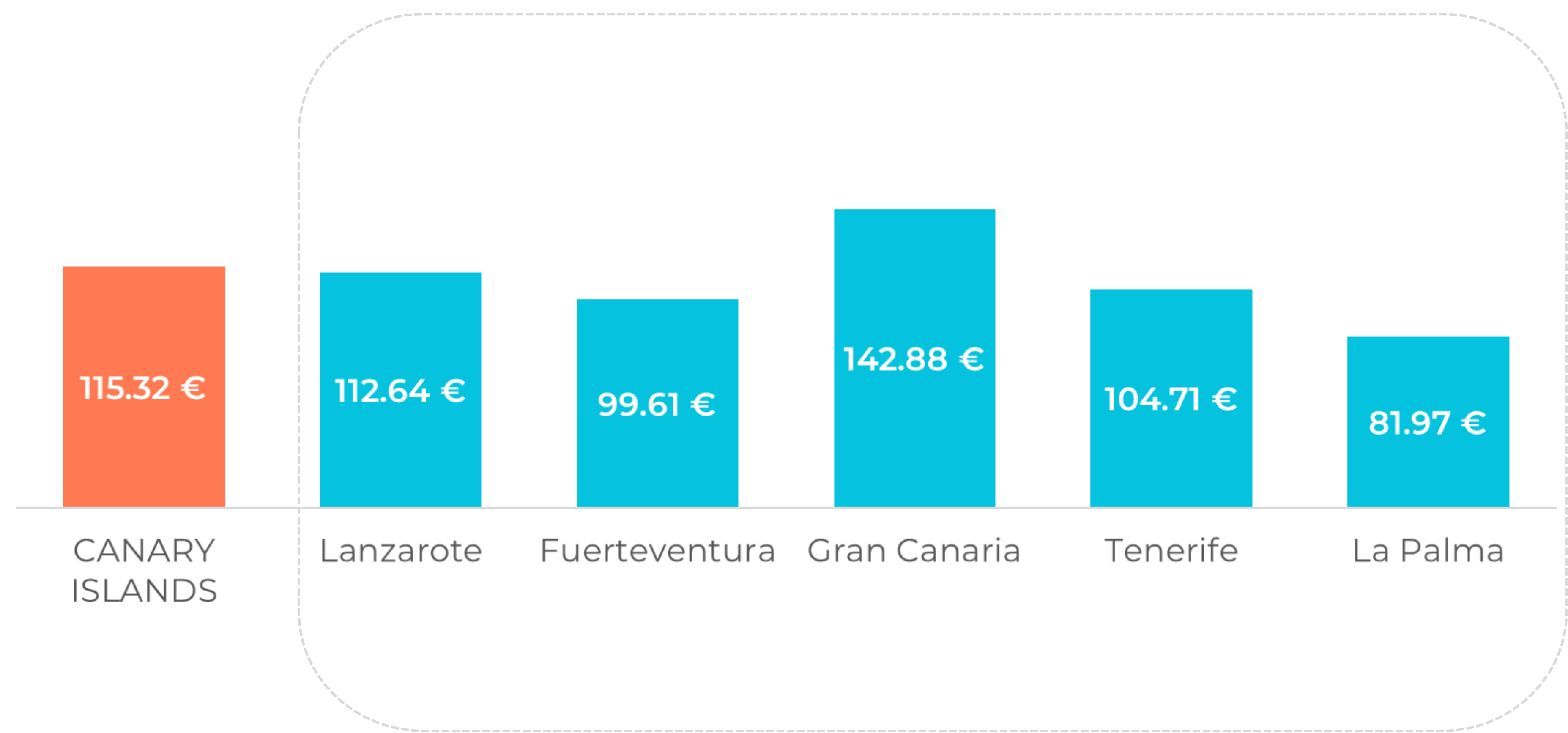
GASTRONOMY

HOW MANY TOURIST SPEND IN RESTAURANTS



% Tourists whose spending has been greater than €0 in restaurants

HOW MANY SPEND IN RESTAURANTS

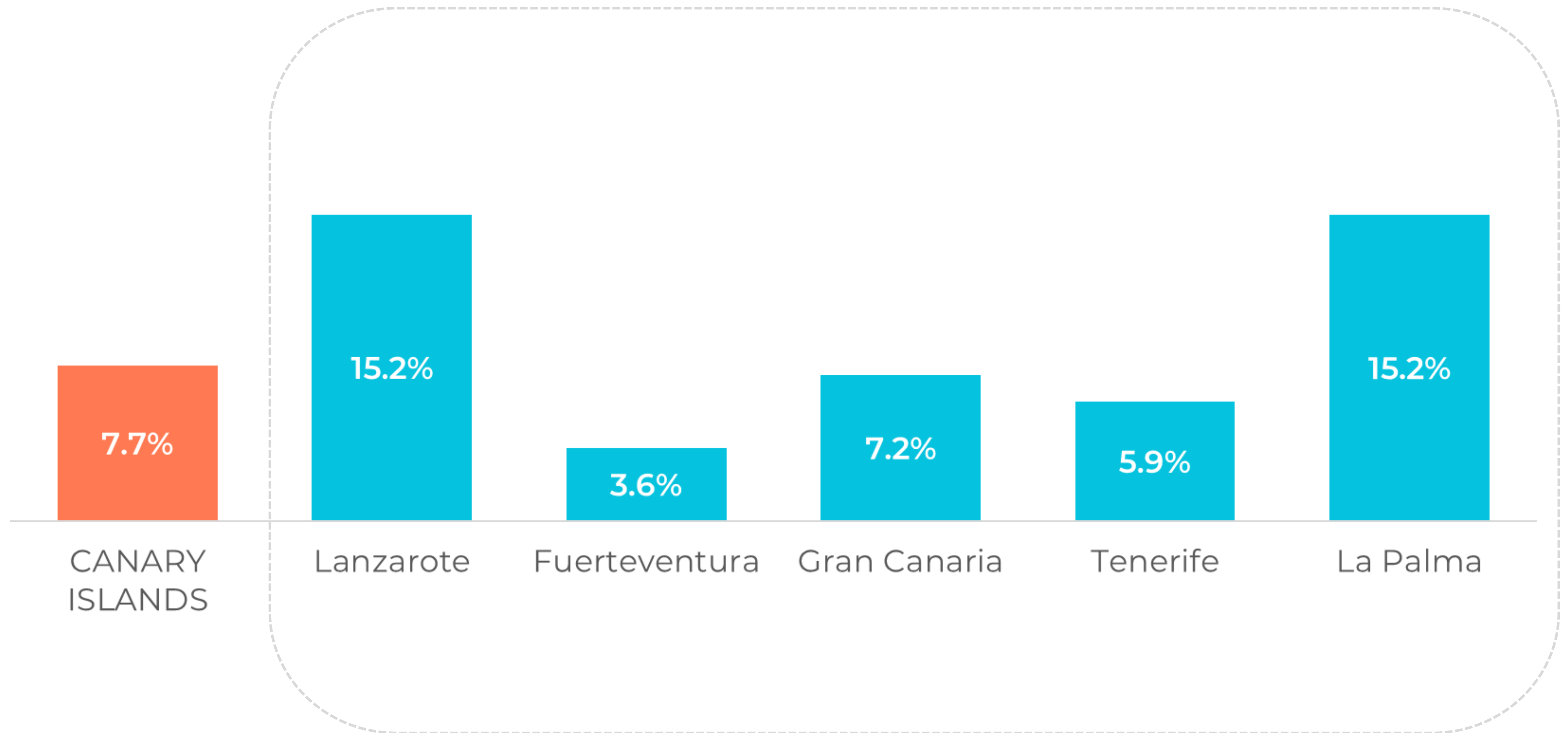


Average expenditure of tourists whose spending has been greater €0 in restaurants



CULTURE

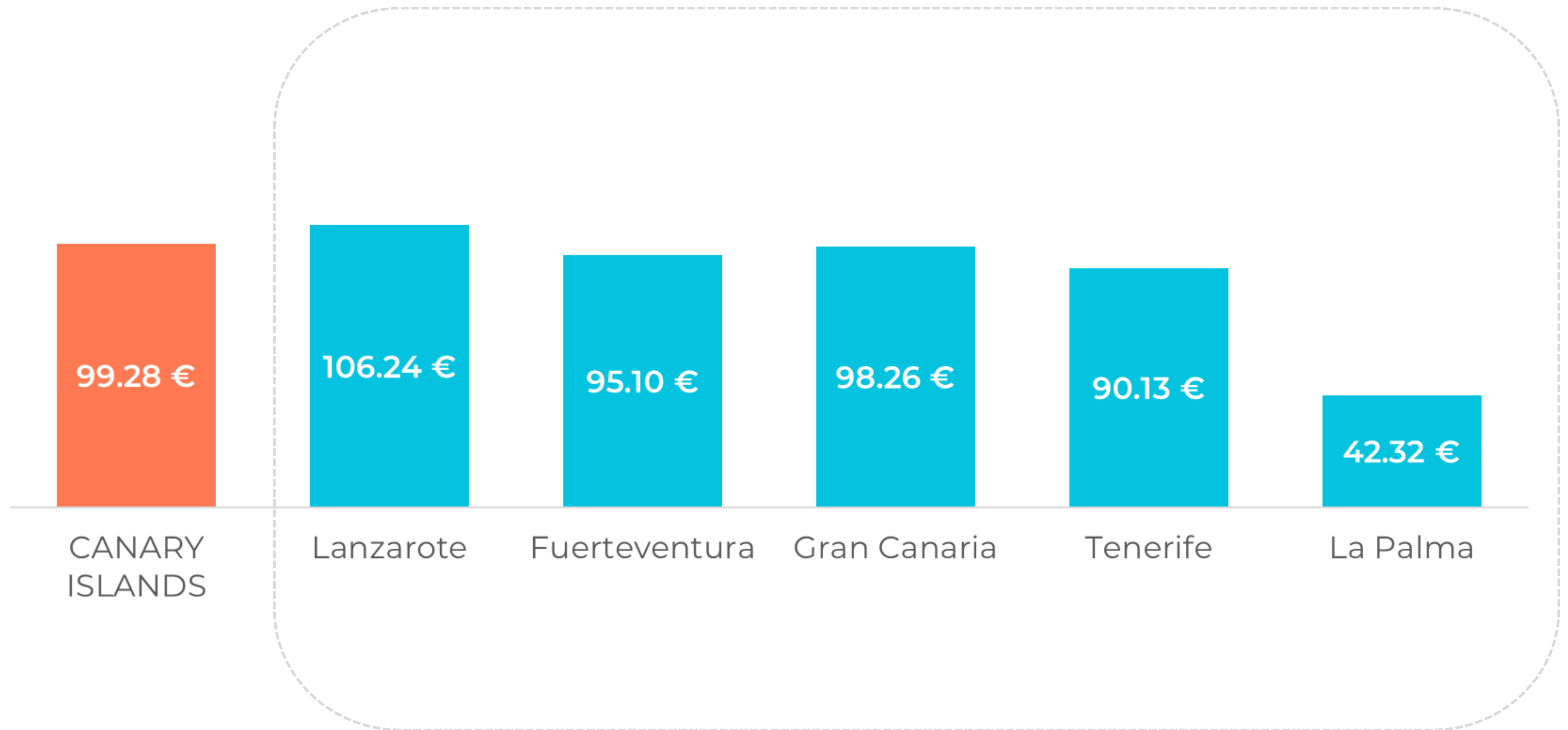
HOW MANY TOURIST SPEND IN CULTURAL ACTIVITIES



% Tourists whose spending has been greater than €0 in cultural activities

Cultural activities = cultural activities + museums

HOW MANY SPEND IN CULTURAL ACTIVITIES



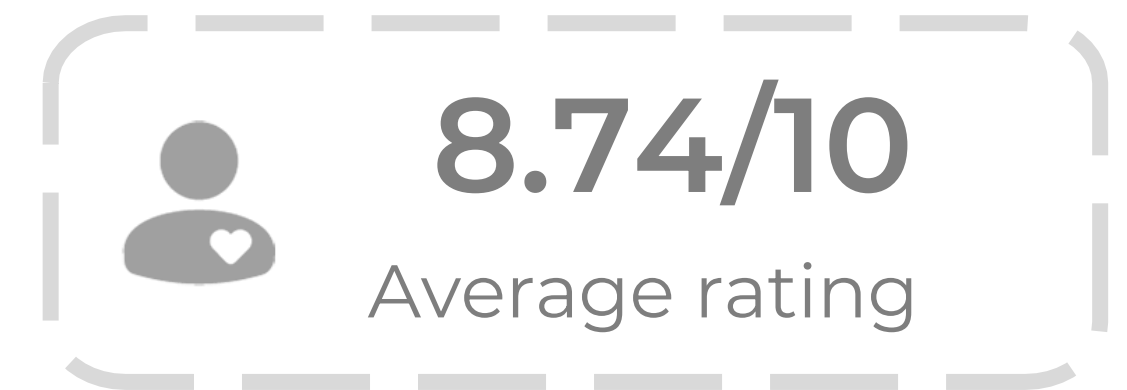
Average expenditure of tourists whose spending has been greater €0 in cultural activities

Cultural activities = cultural activities + msueums

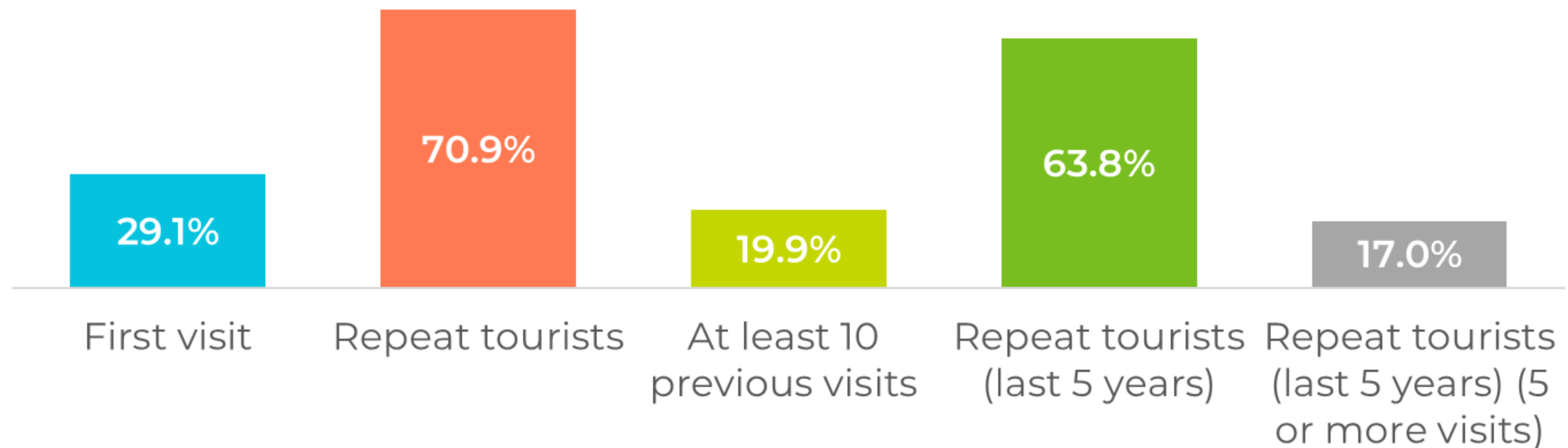
HOW DO THEY VALUE THE EXPERIENCE OF THE TRIP TO CANARY ISLANDS?



HOW DO THEY VALUE THE EXPERIENCE IN THE CANARY ISLANDS?



HOW MANY ARE LOYAL TO THE CANARY ISLANDS?



FUTURE INTENTIONS

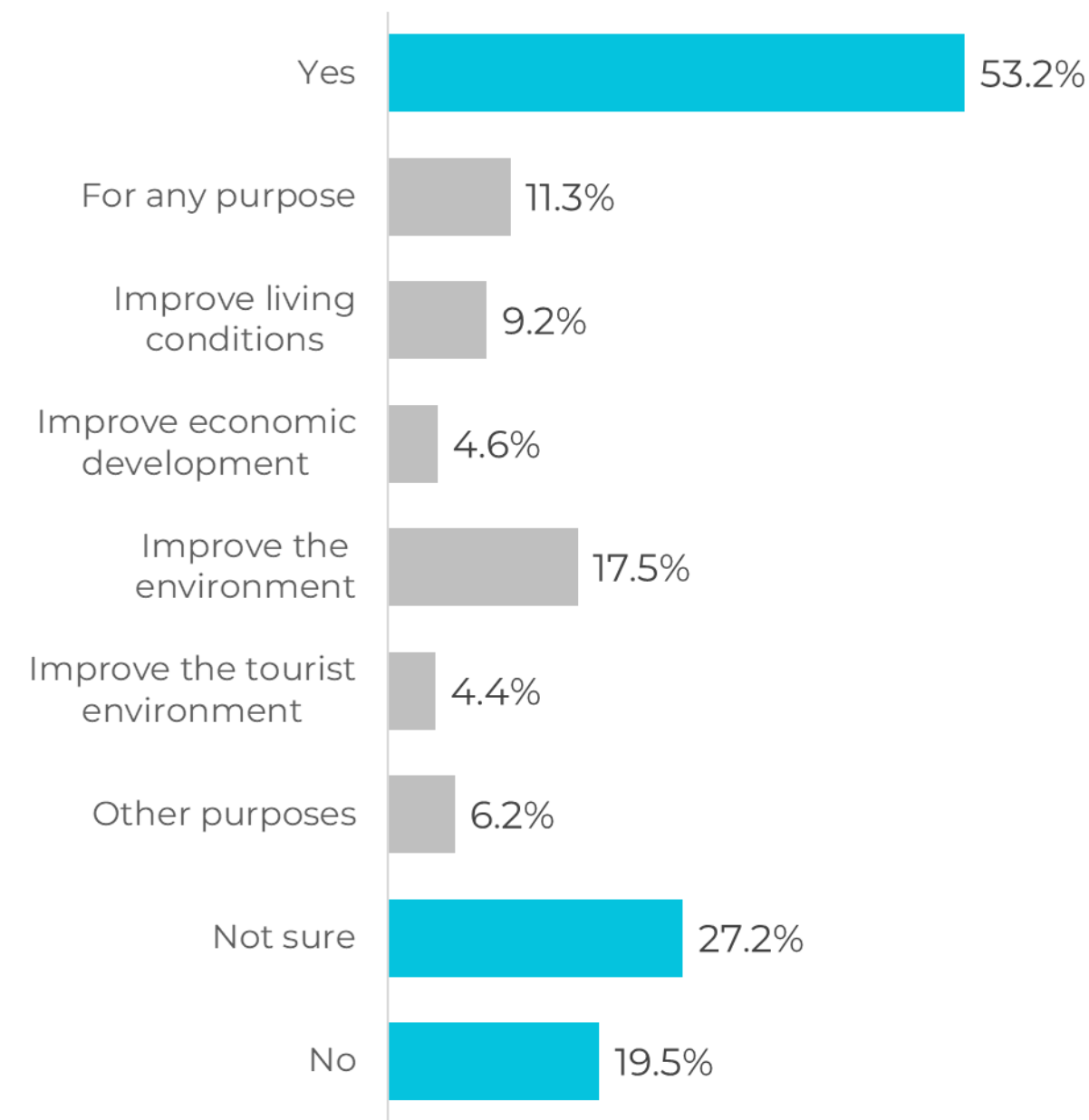


Scale (0-10)

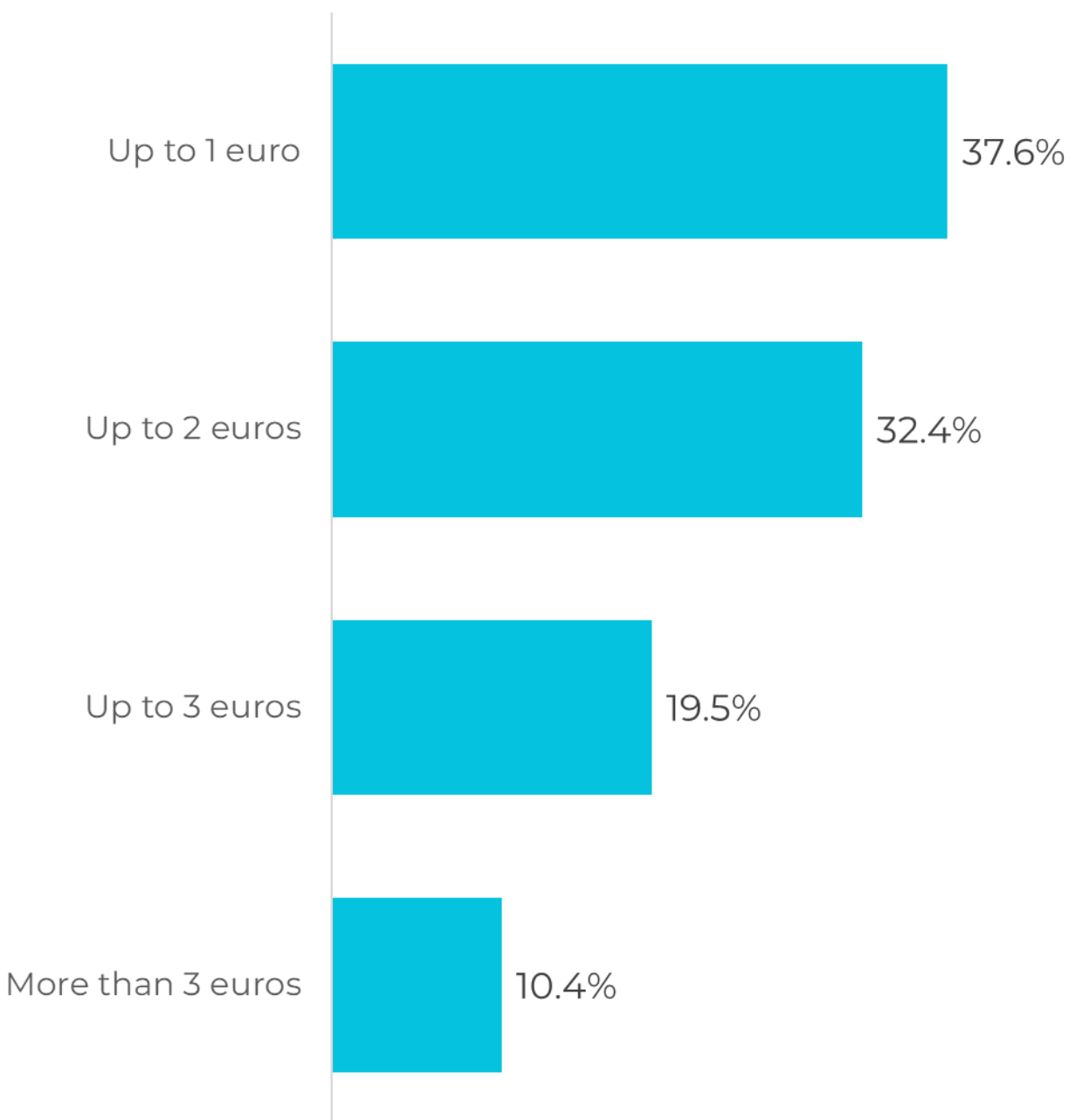
TOURIST TAX *

78% of tourists who visit the Canary Islands do not exclude those destinations that charge a tourist tax.

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



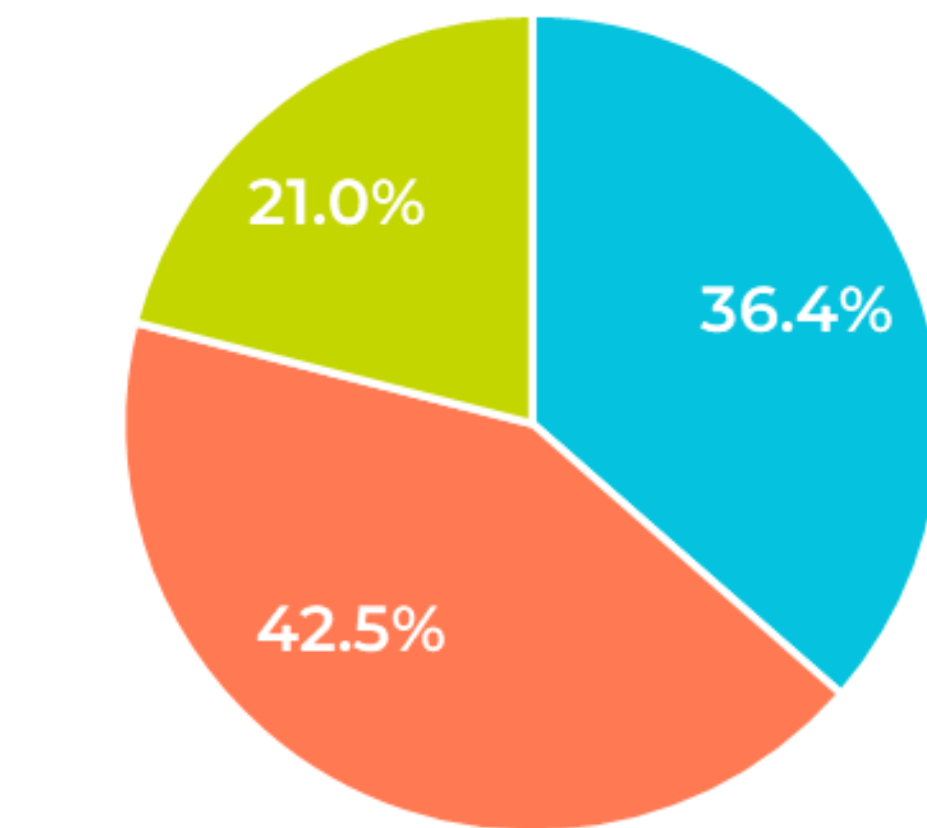
How much would they be willing to pay?



* Data available from Q2 2024

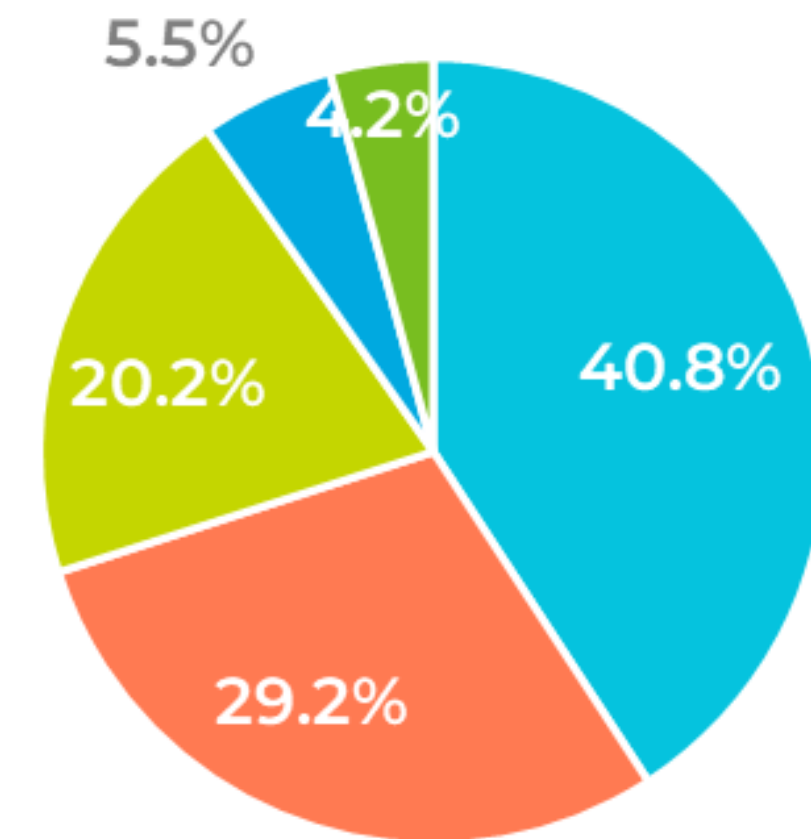
SUSTAINABLE DESTINATION (I) *

When Booking a trip, do they
tend to choose the most
sustainable options?



- No
- Yes, but only if it not inconvenient
- Yes, even if it means some inconvenience

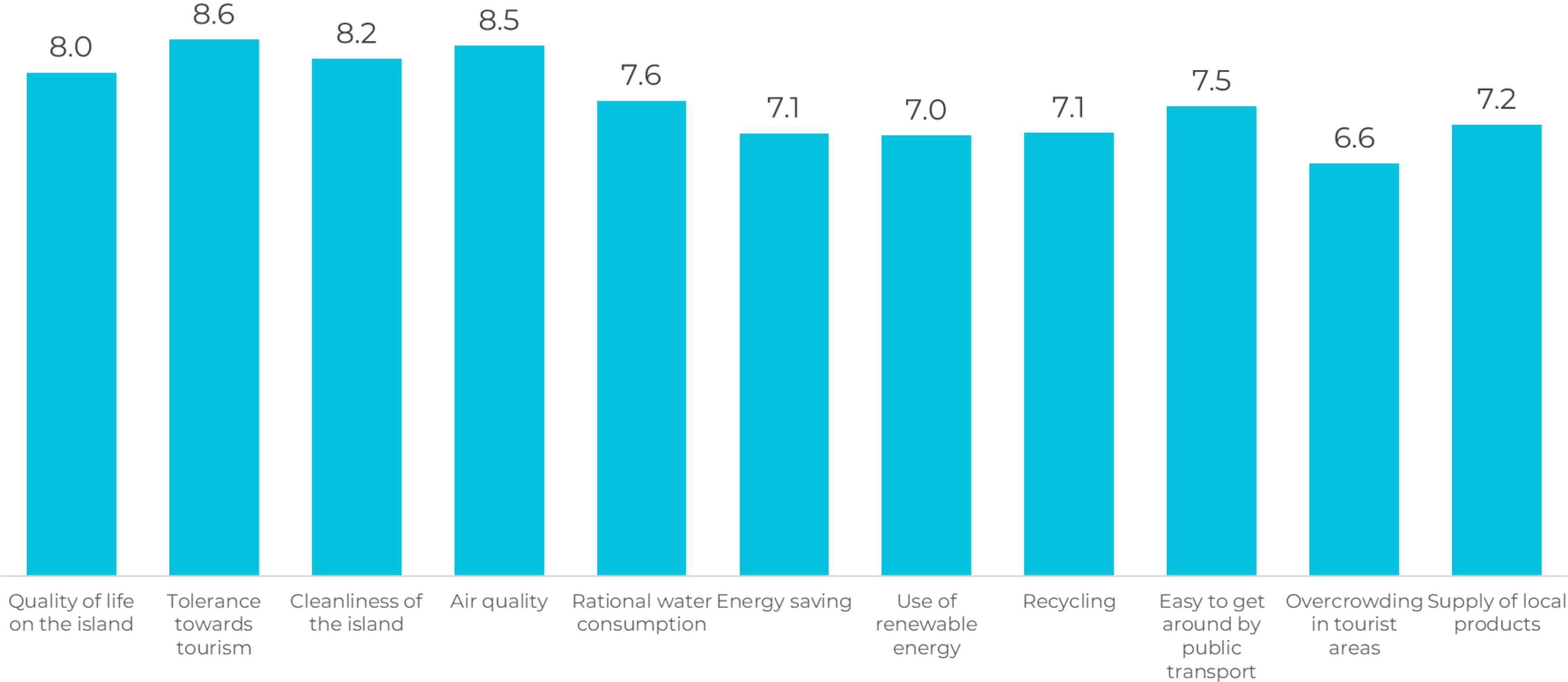
Would they be willing to spend
more on travel to reduce their
carbon footprint?



- No
- Yes, up to 5% more
- Yes, up to 10% more
- Yes, up to 20% more
- Yes, over 20% more

SUSTAINABLE DESTINATION (II) *

Percepcion of the following sustainability measures during their stay



Scale (0-10) (0 = Not important and 10 = very important)

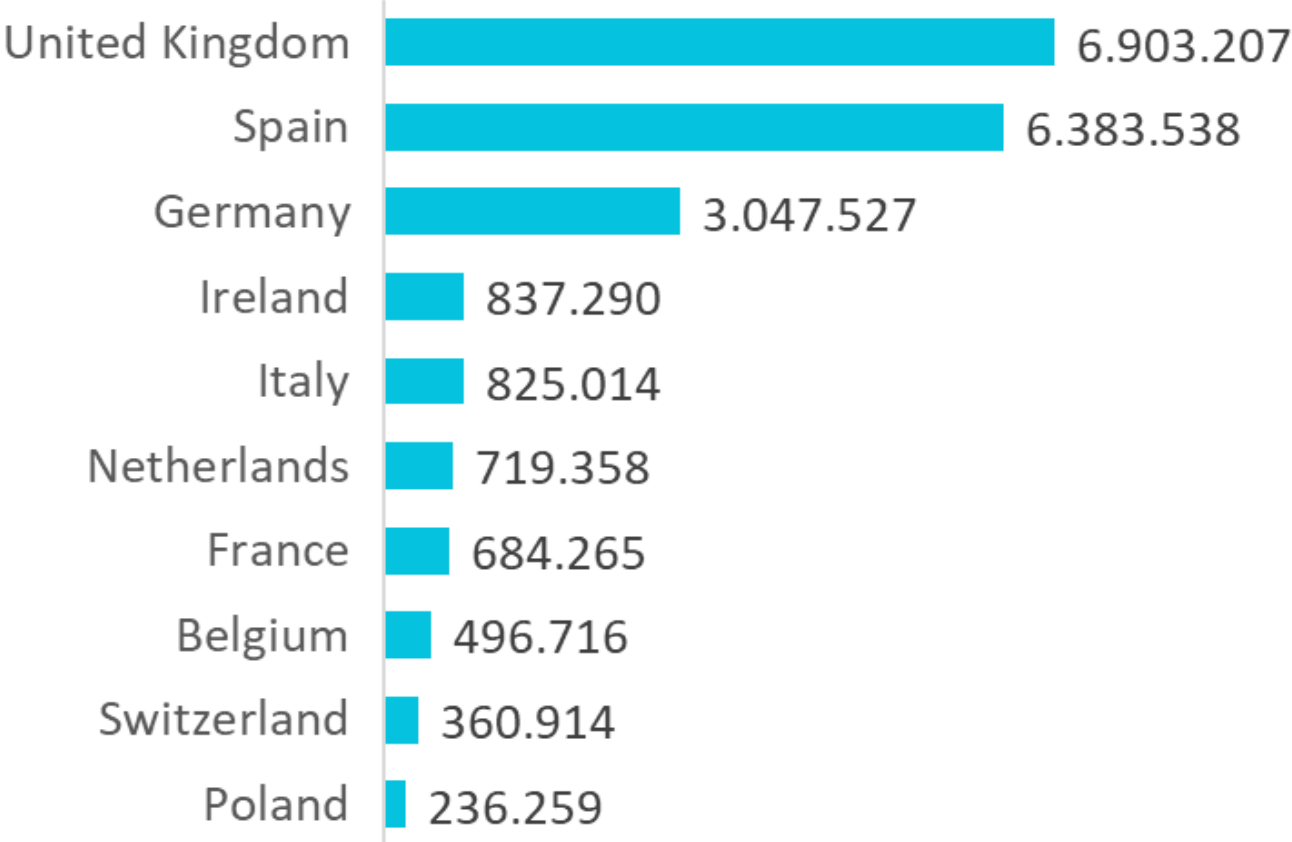
* DATA = 2023



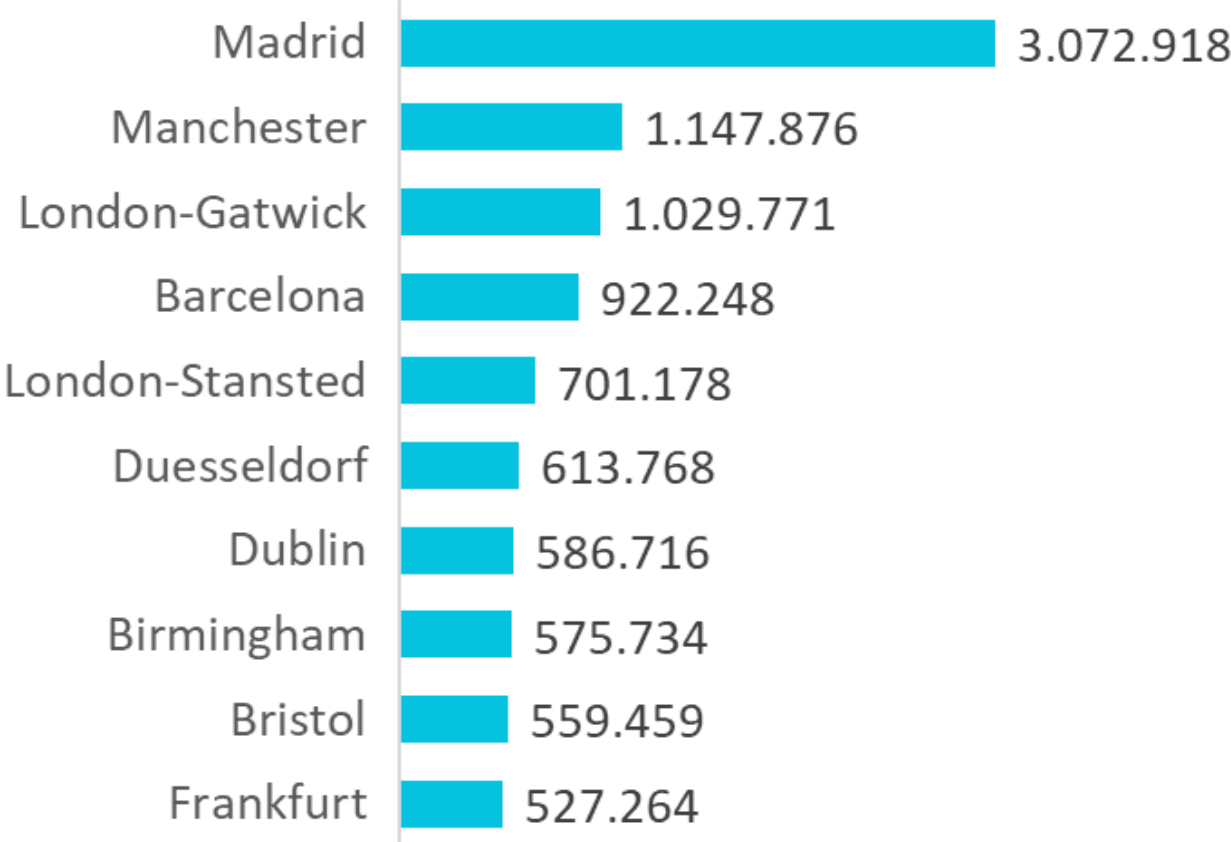
AIR CAPACITY

SCHEDULED AIR CAPACITY – 2024 -

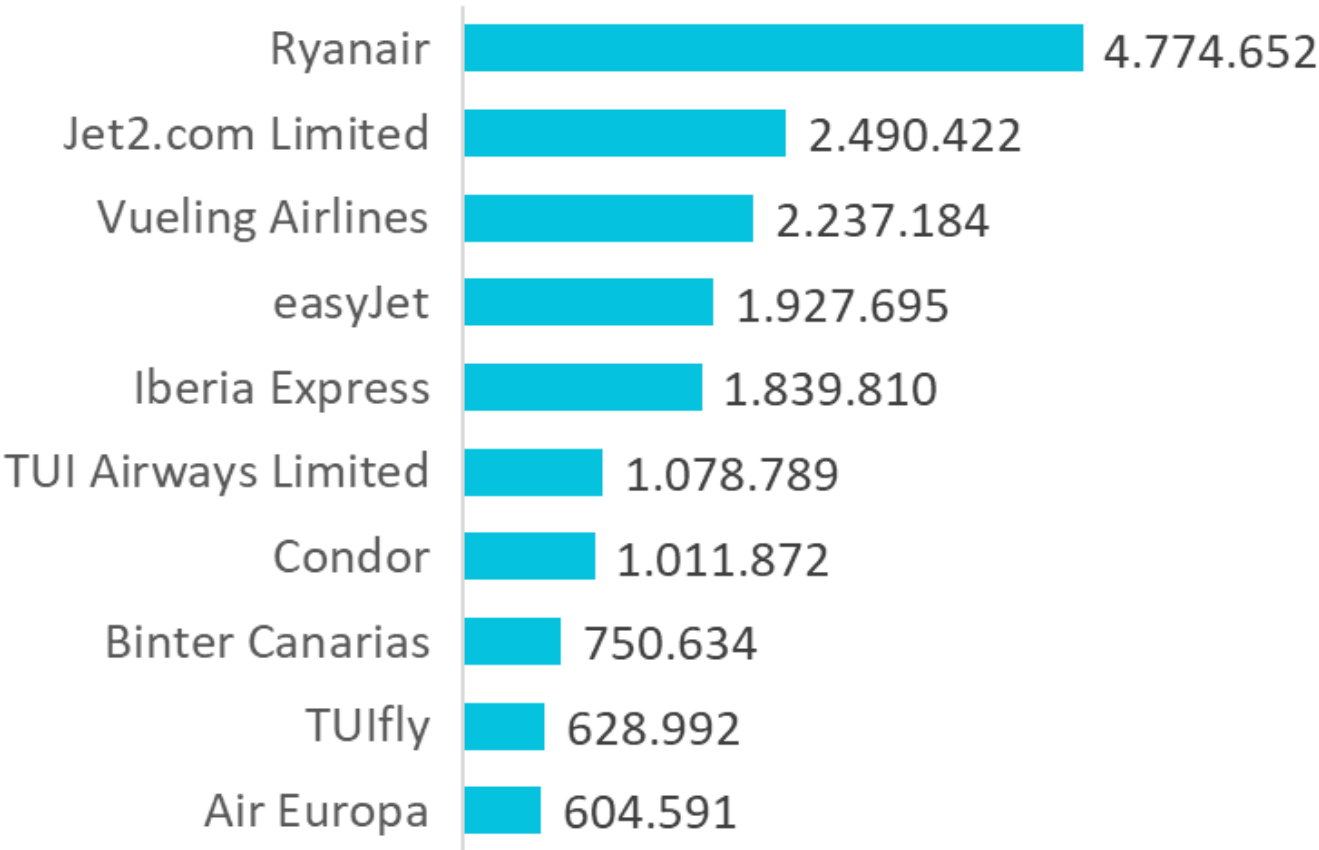
34 MERCADOS



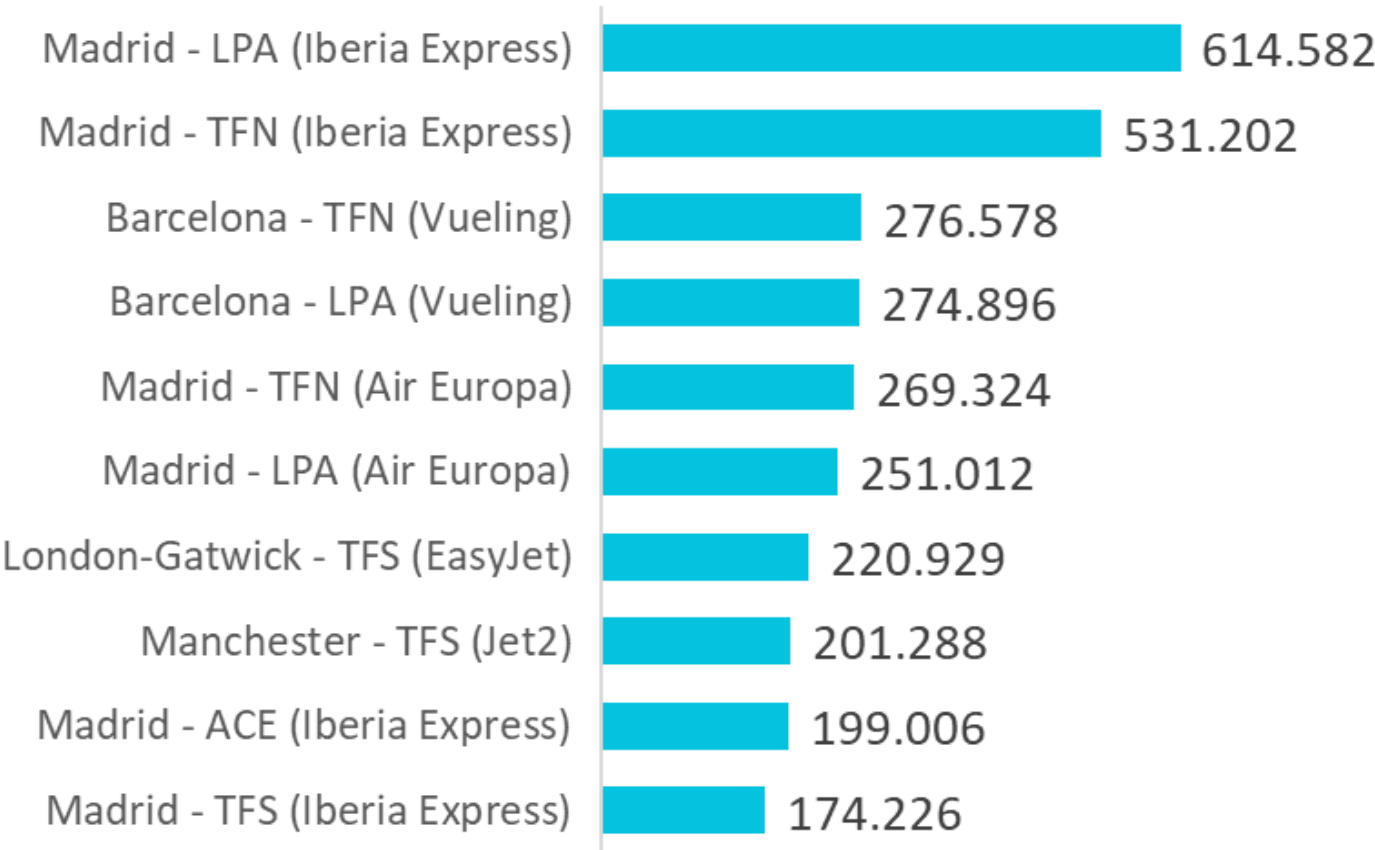
146 DESTINOS



45 AEROLÍNEAS



707 RUTAS



Scheduled air capacity to Canary Islands (seats). Canary Islands residents are not include (W2324 / S24).



Turismo de Islas Canarias

MARKETING FOR CANARY ISLANDS

canarias
OBJETIVO de PROGRESO



Unión Europea

Fondo Europeo
de Desarrollo Regional



Gobierno
de Canarias