Tourist profile. Historical data (2019 - 2025)
TENERIFE: Third Quarter

Canary Islands LATITUDE OF LIFE

How many are they and how much do they spend?

👤€

TOURISTS	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Tourist arrivals (FRONTUR) (*)	**1,405**	**1,453**	**1,534**	**1,735**	**1,793**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,188**	**1,213**	**1,285**	**1,449**	**1,482**
- % tourists who book holiday package	53.8%	45.4%	43.8%	45.6%	43.3%
Children < 16 years old (FRONTUR - EGT) (*)	218	240	249	286	311
Expenditure per tourist (€)	**1,229**	**1,523**	**1,485**	**1,599**	**1,519**
- book holiday package	1,388	1,681	1,706	1,773	1,777
- holiday package	1,108	1,351	1,354	1,416	1,399
- others	280	330	351	357	378
- do not book holiday package	1,043	1,391	1,312	1,454	1,322
- flight	312	402	382	379	350
- accommodation	317	474	435	427	433
- others	414	515	495	647	539
Average lenght of stay	**9.4**	**9.3**	**9.3**	**9.0**	**8.9**
- Median	8.1	8.0	8.0	7.5	7.4
Average daily expenditure (€)	**145.30**	**183.39**	**181.05**	**194.14**	**191.52**
- Median	127.86	163.40	171.15	175.06	172.48
Average daily expenditure (without flight)	**100.91**	**129.74**	**127.02**	**138.67**	**138.76**
- Median	89.18	115.99	119.08	127.57	128.08
Average cost of the flight (€)	**374.46**	**437.90**	**434.05**	**442.08**	**410.72**
Total turnover (≥ 16 years old) (€m)	**1,459**	**1,848**	**1,908**	**2,317**	**2,252**
Turnover without flight (≥ 16 years old) (€m)	**1,014**	**1,316**	**1,350**	**1,676**	**1,643**

(*) Thousands of tourists

% tourists who book holiday package

2019Q3	53.8%
2022Q3	45.4%
2023Q3	43.8%
2024Q3	45.6%
2025Q3	43.3%

Average daily expenditure (€) (without flight)

2019Q3	100.91
2022Q3	129.74
2023Q3	127.02
2024Q3	138.67
2025Q3	138.76

Average lenght of stay

2019Q3	9.4
2022Q3	9.3
2023Q3	9.3
2024Q3	9.0
2025Q3	8.9

Expenditure per tourist (€)

2019Q3	1,229
2022Q3	1,523
2023Q3	1,485
2024Q3	1,599
2025Q3	1,519

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	79.4%	83.9%	80.6%	83.1%	83.3%
- Additional accommodation expenses	11.1%	6.7%	8.5%	7.5%	8.6%
Transport:					
- National/International Transport	91.0%	96.3%	90.9%	94.6%	94.1%
- Flights between islands	3.7%	4.6%	5.7%	3.8%	4.3%
- Taxi	43.0%	51.3%	52.1%	51.1%	50.2%
- Car rental	25.0%	38.0%	35.7%	38.4%	40.1%
- Public transport	4.0%	8.2%	8.7%	9.6%	9.7%
Food and drink:					
- Food purchases at supermarkets	47.1%	59.6%	58.1%	57.0%	60.8%
- Restaurants	55.0%	68.4%	70.7%	72.6%	75.5%
Leisure:					
- Organized excursions	25.5%	36.7%	33.8%	36.3%	37.1%
- Sport activities	5.8%	11.1%	10.5%	7.4%	8.0%
- Cultural activities	2.5%	3.5%	3.4%	2.5%	3.1%
- Museums	2.1%	4.0%	3.7%	3.9%	4.4%
- Theme Parks	17.3%	30.9%	28.9%	30.4%	30.0%
- Discos and pubs	8.1%	13.5%	15.7%	15.1%	15.5%
- Wellness	2.7%	6.4%	6.6%	5.7%	5.8%
Purchases of goods:					
- Souvenirs	45.7%	41.6%	45.5%	44.9%	45.6%
- Other expenses	0.5%	0.7%	1.1%	0.9%	1.1%
Other:					
- Medical or pharmaceutical expenses	5.9%	9.0%	8.1%	7.2%	7.2%
- Other expenses	5.2%	5.3%	5.8%	5.2%	4.5%

Average expenditure of tourists whose spending has been greater than €0 *in each item*

Expenditure per tourist and trip (€)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:	**835**	**856**	**861**	**815**	**827**
- Accommodation	607	719	711	710	718
- Additional accommodation expenses	228	137	149	105	109
Transport:	**691**	**859**	**836**	**841**	**774**
- National/International Transport	411	455	478	467	436
- Flights between islands	82	112	93	99	87
- Taxi	72	109	101	113	96
- Car rental	100	153	134	135	129
- Public transport	25	30	30	26	25
Food and drink:	**310**	**318**	**318**	**336**	**348**
- Food purchases at supermarkets	120	103	101	108	109
- Restaurants	190	215	217	228	239
Leisure:	**556**	**575**	**569**	**587**	**599**
- Organized excursions	112	110	110	105	104
- Sport activities	106	113	93	109	110
- Cultural activities	67	57	65	75	59
- Museums	29	33	37	28	31
- Theme Parks	79	78	79	86	89
- Discos and pubs	103	103	94	96	101
- Wellness	60	81	91	88	105
Purchases of goods:	**214**	**288**	**351**	**307**	**235**
- Souvenirs	123	79	81	78	86
- Other expenses	90	210	270	229	149
Other:	**141**	**126**	**146**	**169**	**157**
- Medical or pharmaceutical expenses	36	44	49	36	34
- Other expenses	105	83	97	133	123

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.
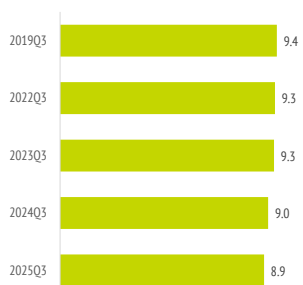
What is the main purpose of their trip?
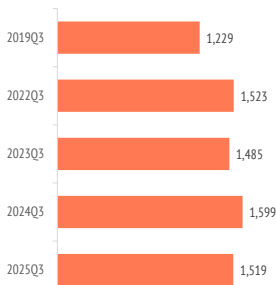
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	91.6%	91.2%	90.5%	92.6%	91.8%
Visiting family or friends	5.9%	6.6%	6.7%	5.5%	6.3%
Business and work	1.5%	1.0%	1.7%	0.9%	0.9%
Education and training	0.1%	0.2%	0.2%	0.2%	0.1%
Sports training	0.2%	0.1%	0.2%	0.2%	0.3%
Health or medical care	0.1%	0.0%	0.0%	0.2%	0.0%
Fairs and congresses	0.1%	0.0%	0.3%	0.1%	0.3%
Others	0.5%	0.8%	0.3%	0.3%	0.3%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	44.1%	41.8%	42.7%	41.7%	39.4%
Enjoy family time	19.6%	21.0%	19.7%	18.3%	19.9%
Have fun	16.0%	11.8%	13.2%	11.5%	11.2%
Explore the destination	19.0%	23.4%	22.6%	26.9%	28.3%
Practice their hobbies	0.5%	0.8%	0.6%	0.3%	0.5%
Other reasons	0.9%	1.1%	1.3%	1.3%	0.7%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	35.3%	14.5%	12.3%	11.1%
Canary Islands	--	17.4%	24.5%	24.7%	25.8%
Other destination	--	47.3%	61.1%	63.1%	63.1%
- Balearic Islands	--	4.1%	5.0%	5.0%	4.6%
- Rest of Spain	--	13.0%	13.6%	15.6%	14.5%
- Italy	--	5.4%	5.9%	7.8%	6.2%
- France	--	3.8%	4.8%	4.7%	5.2%
- Turkey	--	1.8%	3.1%	3.0%	3.5%
- Greece	--	4.9%	6.8%	6.7%	6.8%
- Portugal	--	3.1%	4.3%	4.2%	4.2%
- Croatia	--	1.5%	2.1%	1.6%	1.7%
- Egypt	--	0.5%	1.2%	1.3%	1.5%
- Tunisia	--	0.1%	0.2%	0.3%	0.4%
- Morocco	--	0.5%	0.9%	1.0%	1.5%
- Others	--	8.7%	13.2%	11.8%	12.8%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
None (I was clear about "this Canary Island")	--	20.4%	21.1%	20.1%	20.2%
Canary Islands (other island)	--	18.5%	19.5%	19.3%	20.1%
Other destination	--	61.1%	59.5%	60.6%	59.7%
- Balearic Islands	--	8.9%	8.4%	8.3%	7.9%
- Rest of Spain	--	11.3%	11.0%	12.4%	11.9%
- Italy	--	7.0%	6.4%	6.4%	6.6%
- France	--	2.4%	2.6%	2.2%	2.6%
- Turkey	--	4.3%	4.5%	4.0%	3.9%
- Greece	--	12.0%	11.7%	11.9%	11.0%
- Portugal	--	7.9%	7.4%	7.8%	8.5%
- Croatia	--	3.7%	3.7%	4.1%	3.6%
- Egypt	--	1.6%	1.6%	1.7%	1.7%
- Others	--	1.9%	2.1%	1.7%	1.9%

* Percentage of valid answers

Importance of each factor in the destination choice

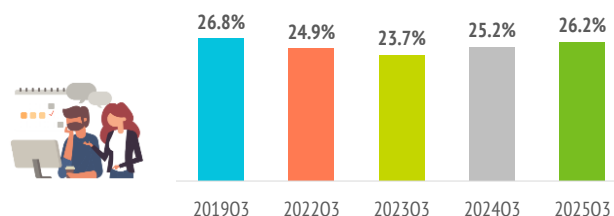|	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	72.0%	64.5%	66.1%	66.8%	64.8%
Safety	54.2%	53.5%	56.4%	57.7%	58.6%
Tranquility	45.2%	44.8%	46.4%	47.5%	47.4%
Accommodation supply	45.7%	45.2%	46.8%	43.2%	44.9%
Price	42.8%	40.9%	41.1%	41.3%	40.8%
Sea	40.1%	40.2%	39.4%	38.0%	39.9%
Landscapes	36.9%	34.7%	36.1%	37.5%	39.4%
Environment	36.7%	34.6%	35.7%	36.4%	37.9%
Effortless trip	34.8%	37.3%	36.5%	38.9%	35.6%
Beaches	34.8%	33.9%	34.2%	32.8%	34.8%
European belonging	34.6%	32.7%	31.7%	34.6%	33.6%
Fun possibilities	34.9%	33.3%	33.8%	32.1%	32.6%
Gastronomy	26.4%	26.6%	27.8%	26.6%	28.3%
Authenticity	24.1%	23.8%	23.9%	24.7%	27.4%
Exoticism	15.9%	14.3%	14.8%	14.2%	14.5%
Culture	10.5%	10.0%	9.5%	10.6%	12.5%
Shopping	13.7%	11.1%	12.2%	12.4%	12.2%
Historical heritage	10.3%	9.5%	8.5%	9.5%	11.7%
Hiking trail network	8.2%	7.9%	8.5%	9.1%	10.2%
Nightlife	12.8%	10.3%	11.6%	10.1%	9.4%

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?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
The same day	0.6%	0.8%	0.6%	1.1%	0.5%
Between 1 and 30 days	21.9%	19.6%	21.2%	19.4%	19.5%
Between 1 and 2 months	17.4%	20.5%	18.4%	19.8%	20.7%
Between 3 and 6 months	33.3%	34.2%	36.1%	34.6%	33.1%
More than 6 months	26.8%	24.9%	23.7%	25.2%	26.2%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
26.8%	24.9%	23.7%	25.2%	26.2%

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Previous visits to the Canary Islands	43.4%	44.3%	43.9%	42.4%	43.2%
Friends or relatives	35.0%	36.1%	34.6%	35.9%	35.2%
Internet or social media	56.0%	58.2%	55.5%	55.6%	56.8%
Mass Media	1.7%	3.1%	2.7%	2.6%	3.0%
Travel guides and magazines	7.4%	7.6%	6.1%	6.5%	5.9%
Travel Blogs or Forums	7.4%	8.4%	6.9%	7.6%	8.6%
Travel TV Channels	1.1%	0.8%	0.8%	1.0%	1.3%
Tour Operator or Travel Agency	21.8%	20.5%	20.3%	19.4%	17.1%
Public administrations or similar	0.2%	1.2%	0.5%	0.3%	0.7%
Others	2.9%	3.4%	3.4%	4.1%	3.7%

* Multi-choise question

Tourist profile. Historical data (2019 - 2025)
TENERIFE: Third Quarter

With whom did they book their flight and accommodation? 👁

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	42.6%	52.0%	51.3%	52.1%	56.0%
- Tour Operator or Travel Agency	57.4%	48.0%	48.7%	47.9%	44.0%
Accommodation					
- Directly with the accommodation	30.4%	38.7%	37.6%	38.7%	42.7%
- Tour Operator or Travel Agency	69.6%	61.3%	62.4%	61.3%	57.3%

Flight
- ■ - Tour Operator or Travel Agency ■ - Directly with the airline

Accommodation
- ■ - Tour Operator or Travel Agency ■ - Directly with the accommodation

Where are they from? 🌐

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
United Kingdom	41.1%	41.1%	41.2%	39.3%	38.2%
Spanish Mainland	17.7%	18.5%	17.7%	17.0%	17.5%
Germany	10.2%	8.3%	8.3%	8.3%	8.3%
France	3.8%	5.1%	5.2%	5.6%	6.1%
Italy	3.5%	4.9%	5.0%	6.5%	5.9%
Ireland	3.3%	3.3%	3.2%	3.3%	4.1%
Netherlands	3.5%	3.7%	4.3%	3.4%	3.7%
Belgium	3.8%	4.5%	3.6%	3.8%	3.6%
Poland	2.5%	2.1%	2.1%	2.7%	3.3%
Others	2.1%	1.3%	1.6%	2.4%	1.9%
Others	8.5%	7.4%	7.7%	7.5%	7.5%

Where do they stay? 🛏

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
1-2-3* Hotel	8.9%	7.1%	8.4%	8.3%	8.3%
4* Hotel	37.6%	40.0%	38.7%	37.0%	34.7%
5* Hotel / 5* Luxury Hotel	11.3%	15.0%	13.2%	11.2%	10.5%
Aparthotel / Tourist Villa	20.7%	16.1%	16.3%	16.1%	16.7%
House/room rented in a private dwelling	5.8%	6.4%	10.6%	16.0%	18.9%
Private accommodation (1)	9.5%	9.0%	7.4%	9.6%	8.9%
Others (Cottage, cruise, camping,..)	6.3%	6.4%	5.4%	1.8%	2.0%

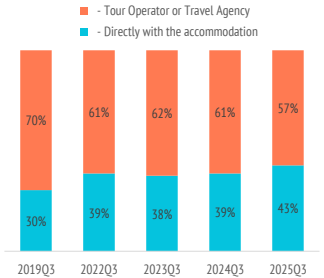*(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.*

■ Hotels ■ Aparthotel / Tourist Villa ■ Others
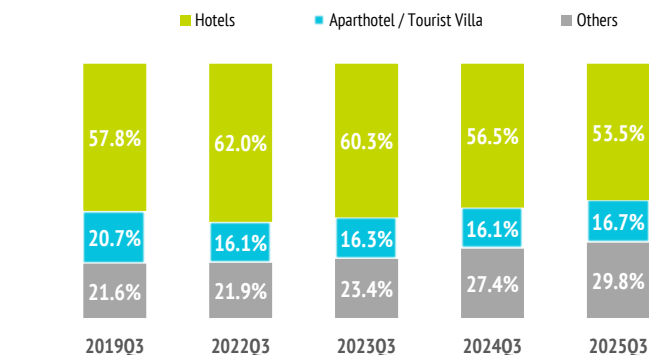
What do they book? 🍽

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	26.1%	24.5%	26.5%	33.6%	39.0%
Bed and Breakfast	12.1%	15.1%	17.2%	15.8%	15.9%
Half board	22.5%	22.1%	23.1%	19.7%	17.6%
Full board	3.3%	4.4%	2.9%	2.9%	2.1%
All inclusive	36.0%	33.9%	30.4%	28.0%	25.5%
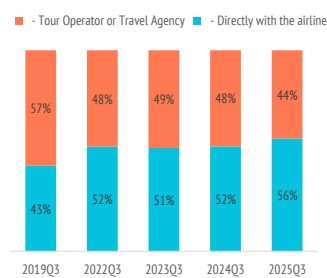
Activities in the Canary Islands 🧍🚶

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	1.9%	2.7%	1.9%	2.4%	2.0%
1 - 2 hours	9.6%	10.1%	10.8%	8.8%	7.2%
3 - 6 hours	31.3%	32.8%	32.3%	31.3%	31.1%
7 - 12 hours	47.4%	46.0%	45.5%	46.9%	49.2%
More than 12 hours	9.7%	8.5%	9.4%	10.6%	10.5%
Outdoor time per day	7.6	7.3	7.5	7.7	7.9

■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours
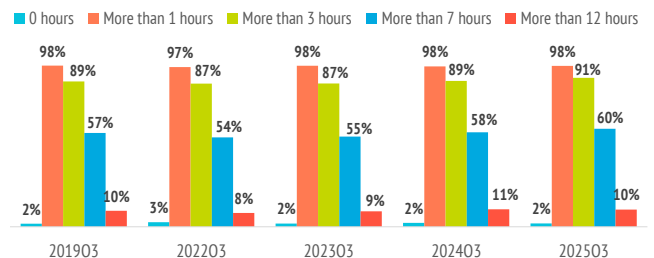
Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Walk, wander	70.5%	77.6%	76.9%	78.3%	78.6%
Beach	72.6%	74.7%	72.7%	70.9%	73.8%
Swimming pool, hotel facilities	71.2%	74.3%	72.1%	70.5%	70.2%
Explore the island on their own	48.1%	53.0%	51.7%	53.2%	53.0%
Theme parks	36.1%	36.8%	34.9%	35.9%	34.3%
Taste Canarian gastronomy	27.2%	30.9%	29.1%	31.0%	33.2%
Organized excursions	26.7%	28.0%	23.7%	25.9%	24.8%
Sea excursions / whale watching	23.3%	24.6%	24.6%	22.3%	23.7%
Hiking	--	17.5%	15.7%	17.8%	19.1%
Nightlife / concerts / shows	20.6%	20.8%	22.3%	19.2%	18.8%
Wineries / markets / popular festivals	9.7%	10.5%	8.5%	11.2%	11.8%
Other Nature Activities	--	9.5%	8.5%	10.0%	11.1%
Swim	--	10.4%	10.1%	8.9%	10.8%
Museums / exhibitions	7.9%	8.6%	7.4%	9.6%	9.9%
Astronomical observation	5.7%	5.2%	4.7%	5.0%	6.7%
Beauty and health treatments	6.1%	7.0%	7.0%	6.4%	6.5%
Running	--	4.5%	5.4%	5.4%	5.9%
Practice other sports	--	5.3%	4.8%	4.9%	3.8%
Scuba Diving	--	5.2%	4.4%	3.0%	3.8%
Golf	--	2.8%	3.1%	2.7%	2.6%
Surf	--	2.6%	2.4%	1.7%	2.4%
Windsurf / Kitesurf	--	1.2%	0.9%	0.7%	1.0%
Cycling / Mountain bike	--	0.8%	1.1%	1.0%	0.8%

* Multi-choise question

What places do they visit?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Teide National Park	39.8%	45.9%	28.7%	40.7%	40.5%
Santa Cruz	31.0%	37.5%	34.0%	33.3%	32.6%
Garachico	16.8%	24.0%	18.7%	18.5%	20.4%
La Laguna	18.6%	25.9%	20.3%	20.6%	20.2%
Los Gigantes Cliffs	20.3%	26.4%	19.6%	20.6%	19.7%
La Orotava	16.2%	19.1%	15.2%	17.1%	17.3%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	91.9%	93.0%	91.6%	93.5%	93.5%
Two islands	7.4%	6.3%	7.2%	5.6%	5.8%
Three or more islands	0.7%	0.7%	1.3%	0.9%	0.7%

% TOURISTS VISITING MORE THAN ONE ISLAND

2019Q3	2022Q3	2024Q3	2025Q3
8.1%	7.0%	6.5%	6.5%

¿Cuántos son fieles al destino?

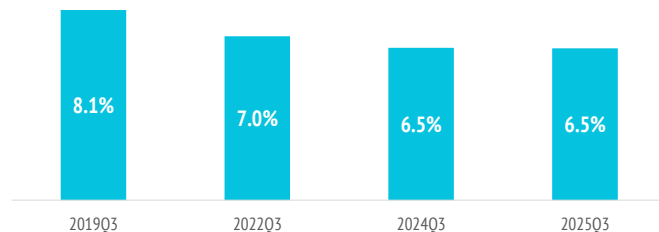|	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Tenerife: Repeat tourists	56.8%	56.5%	64.2%	59.1%	58.3%
Tenerife: At least 10 previous visits	6.5%	7.2%	8.7%	8.5%	8.6%
Canary Islands: Repeat tourists	62.2%	61.7%	70.9%	63.5%	63.5%
Canary Islands: At least 10 previous visits	11.2%	13.6%	13.9%	13.3%	13.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.75	8.80	8.76	8.67	8.71

Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Worse or much worse than expected	2.9%	3.6%	3.7%	3.8%	3.7%
Lived up to expectations	50.5%	51.9%	50.9%	52.5%	51.6%
Better or much better than expected	46.7%	44.5%	45.3%	43.7%	44.7%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	8.60	8.64	8.66	8.50	8.58
Recommend visiting the Canary Islands	8.93	8.98	8.93	8.83	8.87

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Gender					
Men	46.5%	45.3%	48.1%	46.7%	47.1%
Women	53.5%	54.7%	51.9%	53.3%	52.9%
Age					
Average age	39.79	40.02	40.55	40.48	40.74
Standard deviation	13.3	14.4	15.6	15.2	15.1
Age range					
16 - 24 years old	14.3%	17.0%	19.3%	17.6%	17.1%
25 - 30 years old	15.9%	15.6%	13.8%	14.0%	13.7%
31 - 45 years old	35.8%	33.1%	32.3%	35.3%	34.1%
46 - 60 years old	27.1%	24.4%	21.8%	20.5%	22.8%
Over 60 years old	6.8%	9.9%	12.8%	12.6%	12.2%
Occupation					
Salaried worker	64.3%	64.3%	63.6%	64.4%	65.6%
Self-employed	11.0%	9.7%	11.2%	10.5%	10.2%
Unemployed	1.4%	1.1%	1.1%	0.9%	1.1%
Business owner	8.9%	7.8%	8.9%	7.6%	6.4%
Student	6.9%	8.6%	5.9%	6.3%	6.8%
Retired	5.9%	6.9%	7.9%	8.9%	8.8%
Unpaid domestic work	1.3%	0.8%	0.6%	0.6%	0.5%
Others	0.3%	0.8%	0.8%	0.8%	0.6%
Annual household income level					
Less than €25,000	22.3%	16.1%	17.4%	16.2%	14.6%
€25,000 - €49,999	39.6%	35.3%	34.5%	37.3%	35.7%
€50,000 - €74,999	20.1%	24.6%	22.1%	23.5%	23.7%
More than €74,999	18.0%	24.0%	26.1%	23.0%	26.0%
Education level					
No studies	8.3%	4.3%	5.5%	5.1%	5.2%
Primary education	2.0%	1.3%	1.3%	1.7%	1.7%
Secondary education	20.9%	18.6%	18.8%	19.8%	18.7%
Higher education	68.8%	75.8%	74.4%	73.4%	74.4%

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	6.8%	6.8%	5.9%	6.1%	6.8%
Only with partner	38.8%	41.8%	40.5%	42.1%	38.7%
Only with children (< 13 years old)	8.5%	6.2%	6.2%	4.8%	6.6%
Partner + children (< 13 years old)	10.3%	12.4%	10.5%	11.6%	10.8%
Other relatives	11.9%	10.7%	12.6%	12.4%	12.6%
Friends	6.0%	5.8%	6.5%	7.0%	6.0%
Work colleagues	0.3%	0.4%	0.8%	0.3%	0.5%
Organized trip	0.1%	0.2%	0.1%	0.2%	0.3%
Other combinations (2)	17.4%	15.5%	16.7%	15.5%	17.8%

(2) Combination of some of the groups previously analyzed

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Tourists with children	**27.0%**	**26.1%**	**24.1%**	**25.5%**	**25.6%**
- Between 0 and 2 years old	1.2%	1.2%	1.2%	1.3%	1.2%
- Between 3 and 12 years old	23.8%	23.2%	21.5%	22.6%	23.1%
- Between 0 -2 and 3-12 years old	1.9%	1.7%	1.3%	1.6%	1.3%
Tourists without children	**73.0%**	**73.9%**	**75.9%**	**74.5%**	**74.4%**
Group composition:					
- 1 person	9.6%	8.8%	7.6%	7.2%	8.0%
- 2 people	46.5%	47.8%	48.4%	49.8%	47.2%
- 3 people	15.5%	15.6%	17.4%	14.8%	17.3%
- 4 or 5 people	24.1%	23.4%	21.1%	22.9%	22.4%
- 6 or more people	4.3%	4.4%	5.5%	5.3%	5.1%
Average group size:	**2.81**	**2.82**	**2.86**	**2.86**	**2.85**

People who share the main expenses of the trip