

Tourist profile. Historical data: 2018 - 2022

CANARY ISLANDS

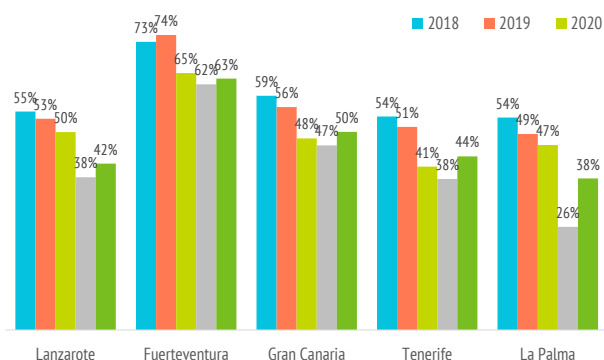


How many are they and how much do they spend?



	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (MM)	15.56	15.12	4.63	6.70	14.62
Tourist arrivals > 15 years old (EGT) (MM)	13.49	13.28	4.11	5.83	12.83
- book holiday package (MM)	7.85	7.43	1.97	2.55	6.13
- do not book holiday package (MM)	5.64	5.85	2.14	3.28	6.70
- % tourists who book holiday package	58.2%	55.9%	47.9%	43.7%	47.8%

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,186	1,123	1,170	1,206	1,314
- book holiday package	1,312	1,271	1,334	1,415	1,492
- holiday package	1,065	1,034	1,093	1,135	1,236
- others	247	237	241	280	256
- do not book holiday package	1,011	934	1,019	1,044	1,152
- flight	288	262	260	248	311
- accommodation	333	303	363	369	405
- others	390	369	396	427	436
Average length of stay	9.34	9.13	10.14	9.54	9.24
- book holiday package	8.67	8.63	8.86	8.59	8.45
- do not book holiday package	10.28	9.76	11.32	10.28	9.96
Average daily expenditure (€)	142.5	137.4	135.3	144.0	160.5
- book holiday package	160.0	155.9	160.6	172.8	186.1
- do not book holiday package	118.1	114.0	112.0	121.6	137.1
Total turnover (> 15 years old) (€m)	15,994	14,903	4,809	7,028	16,863
- book holiday package	10,296	9,441	2,629	3,606	9,143
- do not book holiday package	5,698	5,462	2,180	3,422	7,720

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	90.9%	90.5%	87.9%	86.7%	90.2%
Visiting family or friends	6.1%	5.9%	7.4%	8.3%	6.7%
Business and work	1.5%	2.1%	2.8%	3.0%	1.4%
Education and training	0.2%	0.1%	0.2%	0.3%	0.2%
Sports training	0.5%	0.6%	0.7%	0.5%	0.4%
Health or medical care	0.2%	0.1%	0.1%	0.2%	0.1%
Fairs and congresses	0.1%	0.2%	0.1%	0.1%	0.2%
Others	0.5%	0.6%	0.8%	0.8%	0.7%

Importance of each factor in the destination choice



	2018	2019	2020	2021	2022
Climate	77.8%	78.0%	78.0%	76.0%	75.0%
Safety	51.3%	51.7%	51.7%	49.0%	51.3%
Tranquility	46.2%	47.5%	48.4%	48.5%	46.5%
Sea	43.5%	44.4%	46.1%	52.0%	46.0%
Accommodation supply	41.4%	42.4%	39.4%	37.8%	41.8%
Beaches	37.3%	37.7%	38.0%	44.6%	39.3%
Effortless trip	34.7%	35.0%	34.0%	34.9%	37.5%
European belonging	35.8%	35.9%	37.6%	40.2%	36.5%
Price	36.4%	37.2%	32.9%	32.4%	35.8%
Landscapes	31.8%	33.3%	35.5%	39.1%	34.1%
Environment	30.8%	33.3%	33.2%	34.7%	33.3%
Gastronomy	22.6%	23.3%	25.5%	27.9%	26.6%
Fun possibilities	20.7%	21.1%	18.4%	22.4%	23.3%
Authenticity	19.3%	20.5%	21.6%	24.4%	22.3%
Exoticism	10.5%	11.5%	11.1%	14.5%	11.8%
Hiking trail network	9.2%	9.8%	12.9%	12.1%	10.1%
Shopping	9.5%	9.4%	9.1%	8.8%	9.1%
Culture	7.3%	8.1%	8.7%	8.7%	9.0%
Historical heritage	7.1%	8.3%	9.3%	9.1%	8.4%
Nightlife	7.5%	8.0%	7.6%	8.4%	7.9%

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.



The relevance of **GASTRONOMY** in the choice of destination has increased by 4% in the last 5 years

What is the main motivation for their holidays?



	2018	2019	2020	2021	2022
Rest	54.9%	55.2%	54.9%	50.7%	51.1%
Enjoy family time	14.8%	14.6%	13.6%	14.0%	16.1%
Have fun	7.8%	8.6%	6.9%	7.3%	8.5%
Explore the destination	18.6%	17.9%	19.3%	23.3%	20.3%
Practice their hobbies	1.8%	1.9%	2.4%	2.6%	1.9%
Other reasons	2.2%	1.9%	2.8%	2.1%	2.1%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.7%	0.7%	1.0%	1.0%	0.7%
Between 1 and 30 days	23.3%	23.9%	32.6%	42.5%	27.8%
Between 1 and 2 months	23.0%	22.9%	24.2%	26.7%	25.3%
Between 3 and 6 months	32.2%	32.6%	25.3%	18.7%	28.8%
More than 6 months	20.7%	19.9%	16.9%	11.1%	17.4%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

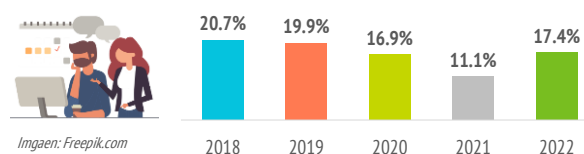


Imagen: Freepik.com

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.

Tourist profile. Historical data: 2018 - 2022

CANARY ISLANDS



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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	50.8%	51.7%	52.2%	45.7%	49.8%
Friends or relatives	28.1%	27.5%	26.3%	30.9%	30.4%
Internet or social media	55.8%	54.3%	50.7%	53.5%	54.2%
Mass Media	1.7%	1.6%	2.3%	2.3%	2.0%
Travel guides and magazines	9.5%	8.4%	7.4%	7.0%	7.0%
Travel Blogs or Forums	5.4%	5.6%	5.7%	8.4%	6.9%
Travel TV Channels	0.7%	0.8%	0.5%	0.5%	0.8%
Tour Operator or Travel Agency	24.6%	22.4%	19.8%	19.4%	20.7%
Public administrations or similar	0.5%	0.4%	0.9%	1.9%	1.3%
Others	2.4%	2.5%	2.6%	2.9%	3.2%

* Multi-choise question

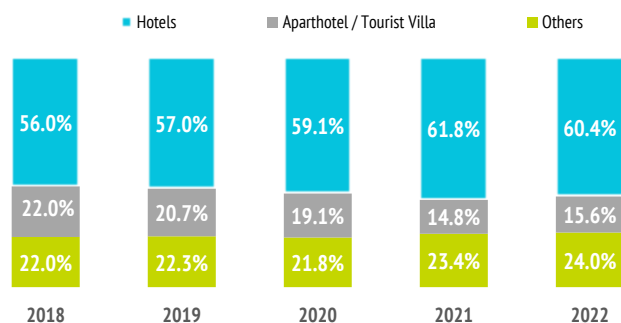
With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	39.8%	43.3%	50.4%	52.8%	50.0%
- Tour Operator or Travel Agency	60.2%	56.7%	49.6%	47.2%	50.0%
Accommodation					
- Directly with the accommodation	28.7%	31.5%	37.4%	39.9%	36.6%
- Tour Operator or Travel Agency	71.3%	68.5%	62.6%	60.1%	63.4%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	12.5%	11.4%	11.7%	11.5%	10.9%
4* Hotel	37.1%	37.0%	37.7%	39.4%	39.0%
5* Hotel / 5* Luxury Hotel	6.4%	8.5%	9.7%	10.9%	10.5%
Aparthotel / Tourist Villa	22.0%	20.7%	19.1%	14.8%	15.6%
House/room rented in a private dwelling	6.1%	6.8%	6.5%	6.9%	7.2%
Private accommodation (1)	7.9%	8.2%	9.5%	9.9%	8.7%
Others (Cottage, cruise, camping,...)	8.0%	7.3%	5.8%	6.6%	8.1%

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



What do they book?

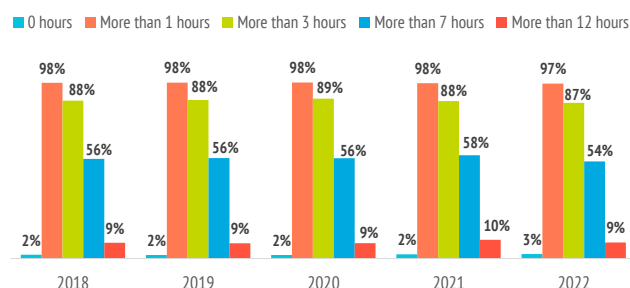
	2018	2019	2020	2021	2022
Room only	29.3%	28.3%	29.0%	28.1%	28.5%
Bed and Breakfast	11.7%	12.6%	14.5%	15.3%	13.9%
Half board	22.0%	20.9%	20.3%	19.5%	19.1%
Full board	3.1%	3.6%	3.3%	3.2%	3.5%
All inclusive	33.9%	34.7%	32.8%	33.8%	34.9%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	63.5%	59.5%	63.7%	66.9%	66.4%
Supermarkets	56.1%	52.4%	54.6%	55.6%	55.9%
Car rental	26.6%	26.3%	31.7%	37.3%	32.0%
Organized excursions	21.7%	20.5%	18.4%	23.7%	23.6%
Taxi, transfer, chauffeur service	51.5%	49.8%	43.6%	46.0%	51.8%
Theme Parks	8.8%	7.5%	4.5%	8.6%	10.9%
Sport activities	6.4%	5.6%	6.1%	9.3%	7.9%
Museums	5.1%	4.7%	4.4%	4.7%	5.2%
Flights between islands	4.8%	4.4%	5.2%	6.3%	5.0%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	2.1%	2.0%	2.0%	2.4%	2.5%
1 - 2 hours	10.0%	9.7%	8.9%	10.0%	10.7%
3 - 6 hours	32.4%	32.4%	33.2%	30.1%	32.7%
7 - 12 hours	46.7%	47.4%	47.3%	47.1%	45.1%
More than 12 hours	8.8%	8.5%	8.6%	10.5%	9.0%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	70.8%	69.8%	72.6%	72.2%	73.8%
Beach	68.0%	66.2%	66.5%	75.1%	71.3%
Swimming pool, hotel facilities	58.0%	57.3%	53.3%	57.5%	61.1%
Explore the island on their own	46.5%	45.3%	49.7%	52.5%	48.7%
Taste Canarian gastronomy	25.5%	24.4%	27.0%	30.2%	27.0%
Hiking	--	--	19.8%	22.5%	18.5%
Organized excursions	17.8%	16.8%	12.5%	16.0%	17.4%
Nightlife / concerts / shows	15.4%	15.5%	11.8%	12.3%	15.3%
Theme parks	15.5%	14.1%	8.1%	12.2%	14.4%
Sea excursions / whale watching	11.2%	11.1%	9.3%	13.5%	12.7%
Wineries / markets / popular festivals	12.0%	11.7%	11.1%	10.0%	10.6%
Swim	--	--	30.4%	38.8%	10.1%
Museums / exhibitions	9.9%	10.3%	10.2%	10.7%	10.0%
Other Nature Activities	--	--	7.9%	9.5%	8.1%
Running	--	--	7.2%	7.6%	5.9%
Beauty and health treatments	5.7%	5.4%	5.2%	5.6%	5.9%
Practice other sports	--	--	4.7%	5.9%	4.7%
Astronomical observation	3.4%	3.5%	4.1%	4.2%	3.7%
Cycling / Mountain bike	--	--	3.9%	4.2%	3.3%
Surf	--	--	2.8%	4.8%	3.1%
Scuba Diving	--	--	2.8%	4.2%	3.0%
Golf	--	--	2.2%	2.3%	2.1%
Windsurf / Kitesurf	--	--	1.3%	1.5%	1.2%

* Multi-choise question

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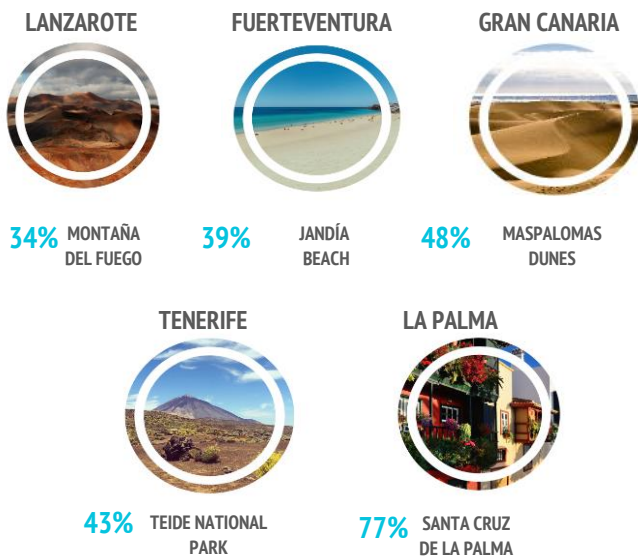
Which island do they choose?

Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	2,457,388	2,521,855	652,252	963,331	2,377,525
Fuerteventura	1,856,973	1,659,302	531,339	843,805	1,822,701
Gran Canaria	3,825,378	3,702,964	1,158,660	1,545,237	3,352,820
Tenerife	4,991,551	5,040,569	1,644,703	2,320,313	5,083,082
La Palma	249,177	235,680	75,941	102,576	132,040

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	90.8%	91.3%	90.8%	90.9%	92.6%
Two islands	7.8%	7.3%	7.2%	7.8%	6.3%
Three or more islands	1.4%	1.4%	2.0%	1.3%	1.1%

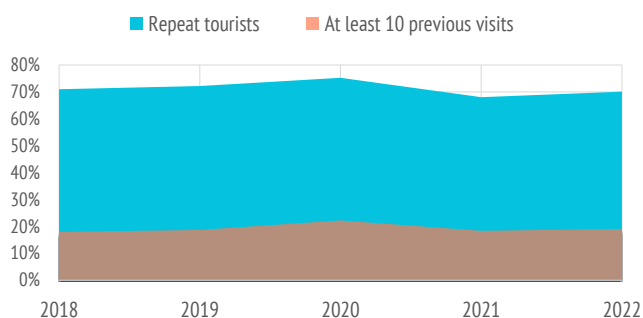
What is the most visited place on each island in 2022?



The data refers to % of tourists on each island who have visited the place.

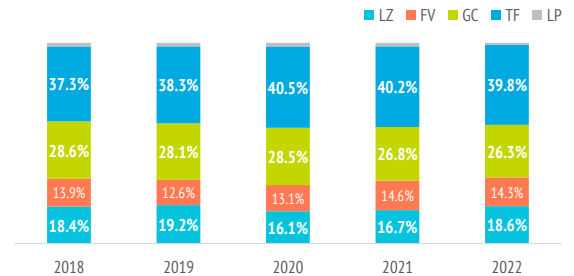
How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	71.0%	72.2%	75.2%	68.0%	70.1%
Repeat tourists (last 5 years)	64.6%	66.6%	70.0%	61.9%	62.7%
Repeat tourists (last 5 years) (5 or more visits)	18.6%	19.7%	23.4%	15.0%	13.2%
At least 10 previous visits	18.0%	18.7%	22.2%	18.3%	19.1%



Share by islands	2018	2019	2020	2021	2022
Lanzarote	18.4%	19.2%	16.1%	16.7%	18.6%
Fuerteventura	13.9%	12.6%	13.1%	14.6%	14.3%
Gran Canaria	28.6%	28.1%	28.5%	26.8%	26.3%
Tenerife	37.3%	38.3%	40.5%	40.2%	39.8%
La Palma	1.9%	1.8%	1.9%	1.8%	1.0%

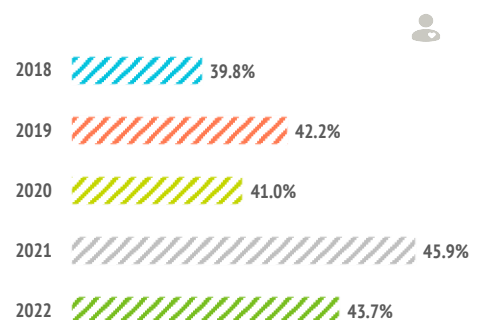
% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

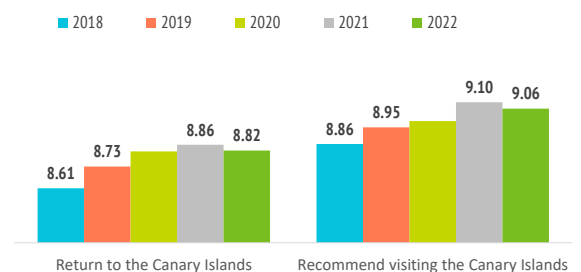
Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.59	8.70	8.70	8.86	8.85
Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	2.9%	2.4%	2.9%	2.7%	2.8%
Lived up to expectations	57.3%	55.4%	56.1%	51.4%	53.5%
Better or much better than expected	39.8%	42.2%	41.0%	45.9%	43.7%

EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED



Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.61	8.73	8.86	8.86	8.82
Recommend visiting the Canary Islands	8.86	8.95	8.99	9.10	9.06

FUTURE INTENTIONS (SCALE 0-10)



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Where are they from?



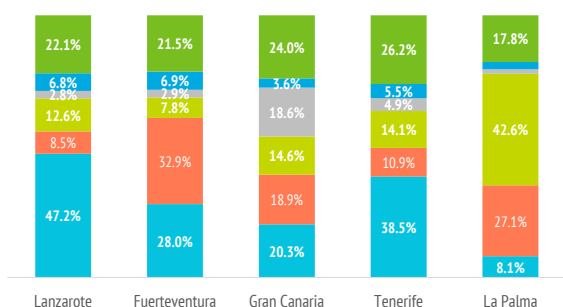
Who are they?



	2018	2019	2020	2021	2022
United Kingdom	31.7%	32.4%	25.4%	18.6%	33.4%
Germany	20.4%	18.0%	19.7%	19.8%	16.0%
Spanish Mainland	11.5%	13.3%	17.6%	21.5%	13.3%
France	3.8%	3.9%	4.4%	6.9%	5.4%
Netherlands	4.0%	3.9%	3.9%	4.8%	4.5%
Italy	3.3%	3.1%	3.0%	4.5%	4.3%
Ireland	3.4%	3.7%	2.5%	2.6%	3.8%
Belgium	2.7%	2.7%	3.4%	3.8%	2.9%
Norway	2.8%	2.8%	2.9%	1.4%	2.3%
Denmark	2.0%	1.9%	2.3%	2.1%	2.3%
Sweden	3.6%	3.4%	3.9%	2.2%	2.1%
Poland	2.1%	2.2%	2.3%	3.7%	1.9%
Finland	1.6%	1.6%	2.0%	0.9%	1.1%
Switzerland	2.1%	1.8%	1.5%	1.5%	1.1%
Austria	0.9%	0.6%	0.8%	0.7%	1.0%
Czech Republic	0.4%	0.5%	0.6%	1.0%	0.8%
Portugal	0.5%	0.5%	0.3%	0.7%	0.8%
Others	3.4%	3.7%	3.5%	3.5%	3.1%

SHARE OF TOURISTS BY MARKET AND ISLAND (2022)

United Kingdom Germany Spanish Mainland Nordics France Others



	2018	2019	2020	2021	2022
Gender					
Men	48.2%	48.6%	49.8%	49.6%	48.4%
Women	51.8%	51.4%	50.2%	50.4%	51.6%
Age					
Average age (tourist > 15 years old)	46.7	47.1	47.8	43.3	45.7
Standard deviation	15.4	15.4	15.8	15.6	16.0
Age range (> 15 years old)					
16 - 24 years old	7.7%	7.3%	7.6%	11.9%	10.4%
25 - 30 years old	10.9%	11.0%	10.3%	14.8%	11.5%
31 - 45 years old	28.5%	27.8%	26.6%	30.2%	29.4%
46 - 60 years old	31.3%	31.7%	31.4%	26.6%	27.2%
Over 60 years old	21.5%	22.1%	24.1%	16.4%	21.5%
Occupation					
Salaried worker	55.4%	55.0%	50.9%	57.8%	57.4%
Self-employed	11.1%	11.6%	12.0%	11.1%	10.8%
Unemployed	1.1%	1.2%	1.4%	1.7%	1.0%
Business owner	9.2%	9.3%	10.4%	10.0%	8.3%
Student	4.2%	3.5%	3.8%	5.9%	4.6%
Retired	17.3%	17.9%	19.8%	12.2%	16.5%
Unpaid domestic work	0.9%	0.8%	0.5%	0.5%	0.6%
Others	0.8%	0.8%	1.2%	0.9%	0.8%
Annual household income level					
Less than €25,000	17.2%	17.7%	15.3%	16.1%	14.3%
€25,000 - €49,999	36.6%	37.6%	37.6%	37.0%	34.3%
€50,000 - €74,999	24.9%	22.6%	23.7%	23.4%	25.4%
More than €74,999	21.4%	22.0%	23.4%	23.5%	26.0%
Education level					
No studies	4.8%	4.9%	3.7%	2.2%	3.6%
Primary education	2.8%	2.6%	2.4%	2.2%	1.7%
Secondary education	23.0%	23.6%	21.8%	18.8%	20.2%
Higher education	69.3%	68.9%	72.1%	76.9%	74.5%

Who do they come with?



	2018	2019	2020	2021	2022
Unaccompanied	9.2%	10.0%	12.0%	13.5%	10.0%
Only with partner	47.3%	48.0%	50.3%	48.2%	46.1%
Only with children (< 13 years old)	5.9%	5.5%	4.8%	3.9%	4.9%
Partner + children (< 13 years old)	7.1%	6.3%	5.1%	4.9%	7.3%
Other relatives	9.0%	9.2%	7.6%	8.4%	9.9%
Friends	6.3%	6.4%	6.7%	8.5%	7.3%
Work colleagues	0.5%	0.5%	0.7%	0.8%	0.6%
Organized trip	0.2%	0.3%	0.4%	0.2%	0.3%
Other combinations (1)	14.6%	13.7%	12.4%	11.5%	13.7%

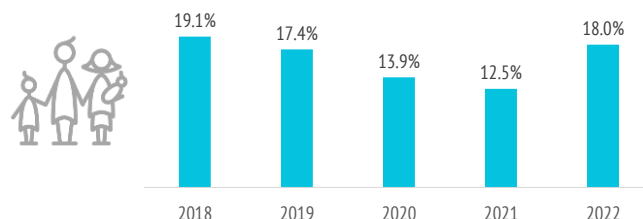
(1) Different situations have been isolated

Tourists with children	19.1%	17.4%	13.9%	12.5%	18.0%
- Between 0 and 2 years old	1.8%	1.6%	1.4%	1.2%	1.3%
- Between 3 and 12 years old	15.7%	14.5%	11.5%	10.2%	15.5%
- Between 0-2 and 3-12 years old	1.6%	1.4%	1.1%	1.0%	1.2%
Tourists without children	80.9%	82.6%	86.1%	87.5%	82.0%

	2018	2019	2020	2021	2022
Group composition:					
- 1 person	12.8%	13.5%	15.4%	16.5%	12.6%
- 2 people	54.0%	55.0%	57.7%	56.7%	53.9%
- 3 people	12.5%	11.9%	10.2%	10.7%	12.1%
- 4 or 5 people	16.9%	16.1%	13.8%	13.6%	17.3%
- 6 or more people	3.8%	3.5%	2.9%	2.5%	4.1%
Average group size:	2.57	2.53	2.40	2.37	2.60

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH CHILDREN



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.