

Tourist profile. Historical data: 2018 - 2022

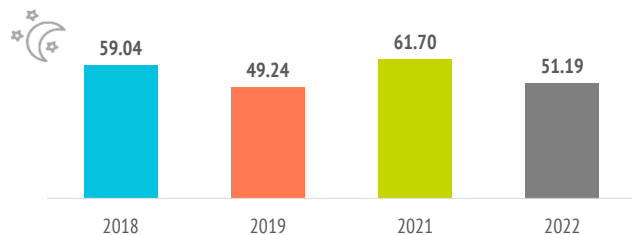
SILVER PLUS

How many are they and how much do they spend?

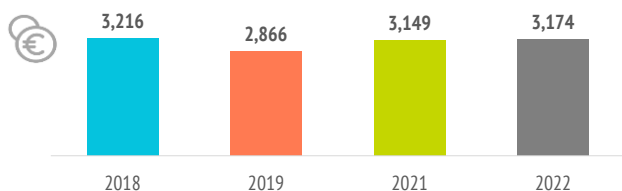


	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals > 15 years old (EGT) (K)	128.45	136.87	85.72	62.34	151.78
- book holiday package (K)	18.17	25.99	--	5.17	14.76
- do not book holiday package (K)	110.29	110.88	--	57.16	137.02
- % tourists who book holiday package	14.1%	19.0%	--	8.3%	9.7%
Expenditure per tourist (€)					
- book holiday package	3,216	2,866	--	3,149	3,174
- holiday package	4,398	4,861	--	4,025	5,009
- others	3,402	4,021	--	2,987	4,189
- do not book holiday package	996	840	--	1,038	820
- do not book holiday package	3,021	2,398	--	3,070	2,977
- flight	802	705	--	792	801
- accommodation	900	610	--	749	854
- others	1,319	1,083	--	1,529	1,321
Average length of stay	59.04	49.24	--	61.70	51.19
- book holiday package	52.13	46.01	--	46.72	44.15
- do not book holiday package	60.17	50.00	--	63.06	51.95
Average daily expenditure (€)	56.5	60.1	--	54.5	63.5
- book holiday package	90.3	105.5	--	91.5	108.4
- do not book holiday package	50.9	49.4	--	51.1	58.7
Total turnover (> 15 years old) (€m)	413	392	--	196	482
- book holiday package	80	126	--	21	74
- do not book holiday package	333	266	--	175	408

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	82.7%	82.6%	--	77.3%	79.6%
Visiting family or friends	9.0%	10.3%	--	13.6%	13.9%
Business and work	0.8%	1.7%	--	1.1%	0.6%
Education and training	0.0%	0.3%	--	0.2%	0.1%
Sports training	0.9%	0.0%	--	0.2%	0.8%
Health or medical care	3.0%	0.9%	--	1.5%	1.1%
Fairs and congresses	--	--	--	--	--
Others	3.6%	4.2%	--	6.1%	3.9%

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.

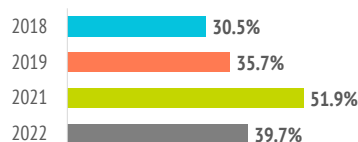
Importance of each factor in the destination choice



	2018	2019	2020	2021	2022
Climate	80.1%	76.9%	--	79.7%	76.1%
Safety	54.4%	48.2%	--	62.3%	49.8%
Tranquility	46.4%	51.5%	--	59.8%	48.6%
Sea	57.3%	49.3%	--	59.0%	46.0%
Accommodation supply	51.2%	47.2%	--	52.3%	44.1%
Beaches	42.4%	42.1%	--	48.2%	42.3%
Effortless trip	30.5%	35.7%	--	51.9%	39.7%
European belonging	38.3%	43.4%	--	39.8%	38.8%
Price	37.1%	41.6%	--	45.9%	38.2%
Landscapes	23.2%	24.3%	--	32.2%	30.5%
Environment	29.0%	29.1%	--	32.7%	30.2%
Gastronomy	31.1%	29.1%	--	34.3%	26.5%
Fun possibilities	24.7%	19.3%	--	22.3%	21.2%
Authenticity	22.4%	23.7%	--	30.2%	21.1%
Exoticism	12.3%	16.5%	--	18.6%	16.7%
Hiking trail network	13.3%	11.3%	--	13.5%	14.2%
Shopping	10.8%	13.6%	--	15.0%	13.0%
Culture	10.0%	6.1%	--	13.7%	10.6%
Historical heritage	7.3%	12.5%	--	13.4%	10.3%
Nightlife	6.6%	5.7%	--	6.0%	7.0%

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.

% TOURISTS WHO CHOOSE BEACHES



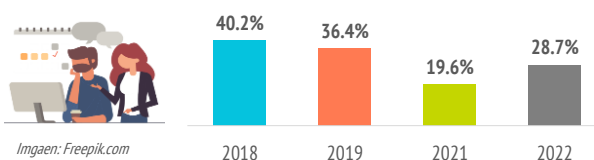
What is the main motivation for their holidays?

	2018	2019	2020	2021	2022
Rest	53.5%	55.9%	--	52.1%	52.7%
Enjoy family time	9.2%	12.7%	--	14.8%	13.0%
Have fun	5.5%	4.1%	--	2.4%	3.3%
Explore the destination	21.0%	17.4%	--	18.1%	19.2%
Practice their hobbies	2.4%	4.1%	--	5.2%	5.0%
Other reasons	8.3%	5.8%	--	7.5%	6.8%

How far in advance do they book their trip?

	2018	2019	2020	2021	2022
The same day	0.6%	0.6%	--	0.2%	0.4%
Between 1 and 30 days	10.8%	14.7%	--	36.0%	14.9%
Between 1 and 2 months	17.4%	17.2%	--	20.4%	23.1%
Between 3 and 6 months	31.0%	31.1%	--	23.8%	32.9%
More than 6 months	40.2%	36.4%	--	19.6%	28.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Imgaen: Freepik.com

Tourist profile. Historical data: 2018 - 2022

SILVER PLUS



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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	79.0%	75.4%	--	73.5%	75.3%
Friends or relatives	16.6%	16.9%	--	21.5%	24.5%
Internet or social media	31.0%	37.6%	--	27.3%	34.1%
Mass Media	1.7%	0.8%	--	2.9%	1.4%
Travel guides and magazines	4.0%	7.4%	--	4.3%	2.2%
Travel Blogs or Forums	1.2%	1.2%	--	3.2%	1.0%
Travel TV Channels	0.0%	0.5%	--	0.3%	0.4%
Tour Operator or Travel Agency	6.2%	10.9%	--	6.3%	6.1%
Public administrations or similar	0.1%	0.0%	--	1.8%	1.3%
Others	4.1%	5.1%	--	4.5%	4.6%

* Multi-choice question

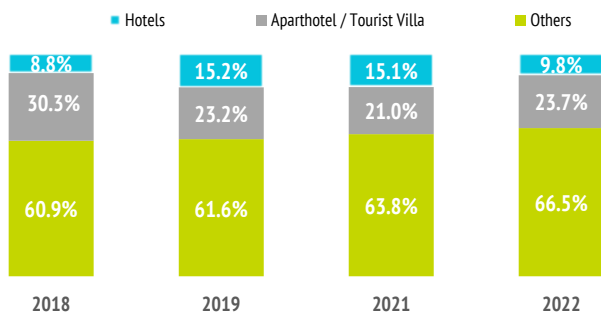
With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	74.2%	74.0%	--	85.0%	84.6%
- Tour Operator or Travel Agency	25.8%	26.0%	--	15.0%	15.4%
Accommodation					
- Directly with the accommodation	56.5%	54.6%	--	65.7%	69.0%
- Tour Operator or Travel Agency	43.5%	45.4%	--	34.3%	31.0%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	3.8%	6.5%	--	4.9%	3.4%
4* Hotel	4.4%	7.4%	--	7.7%	4.2%
5* Hotel / 5* Luxury Hotel	0.6%	1.3%	--	2.6%	2.2%
Aparthotel / Tourist Villa	30.3%	23.2%	--	21.0%	23.7%
House/room rented in a private dwelling	19.0%	23.6%	--	18.0%	23.1%
Private accommodation (1)	31.5%	31.5%	--	40.7%	36.3%
Others (Cottage, cruise, camping,...)	10.4%	6.6%	--	5.2%	7.1%

(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	80.3%	70.1%	--	71.7%	76.4%
Bed and Breakfast	5.8%	3.8%	--	5.2%	3.6%
Half board	7.7%	9.9%	--	6.0%	11.0%
Full board	1.2%	4.4%	--	4.9%	1.1%
All inclusive	5.1%	11.8%	--	12.1%	7.8%

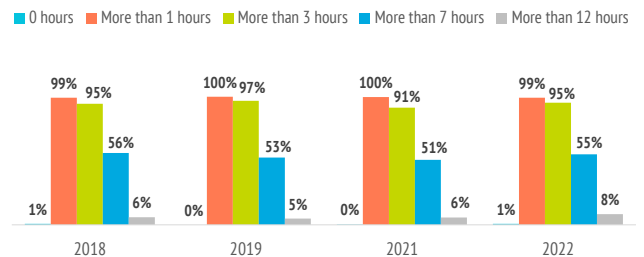
Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	77.8%	67.4%	--	74.3%	82.6%
Supermarkets	84.5%	77.1%	--	85.6%	86.1%
Car rental	27.0%	29.1%	--	41.6%	37.8%
Organized excursions	9.9%	11.0%	--	10.0%	10.4%
Taxi, transfer, chauffeur service	30.7%	26.0%	--	25.5%	30.2%
Theme Parks	2.5%	2.5%	--	2.1%	4.3%
Sport activities	3.4%	5.5%	--	8.2%	5.7%
Museums	4.8%	3.8%	--	4.1%	4.6%
Flights between islands	3.5%	8.1%	--	6.0%	5.6%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.7%	0.0%	--	0.3%	0.8%
1 - 2 hours	4.7%	3.2%	--	8.3%	3.8%
3 - 6 hours	38.5%	44.3%	--	40.7%	40.3%
7 - 12 hours	50.2%	47.7%	--	45.0%	46.8%
More than 12 hours	5.9%	4.8%	--	5.7%	8.3%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



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

* Multi-choice question

Tourist profile. Historical data: 2018 - 2022

SILVER PLUS



Which island do they choose?

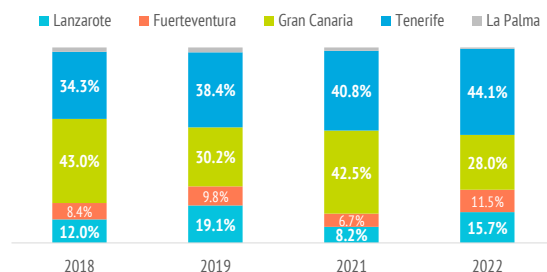
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	15,385	25,921	13,459	5,069	23,718
Fuerteventura	10,796	13,282	6,259	4,149	17,279
Gran Canaria	55,138	40,851	26,458	26,200	42,214
Tenerife	44,035	52,004	37,088	25,115	66,376
La Palma	2,855	3,424	1,714	1,073	1,034

Share by islands	2018	2019	2020	2021	2022
Lanzarote	12.0%	19.1%	15.8%	8.2%	15.7%
Fuerteventura	8.4%	9.8%	7.4%	6.7%	11.5%
Gran Canaria	43.0%	30.2%	31.1%	42.5%	28.0%
Tenerife	34.3%	38.4%	43.6%	40.8%	44.1%
La Palma	2.2%	2.5%	2.0%	1.7%	0.7%

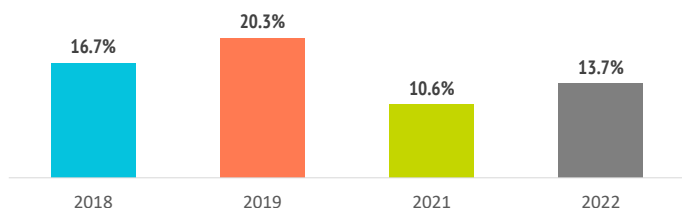
How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	83.3%	79.7%	--	89.4%	86.3%
Two islands	10.1%	13.8%	--	7.2%	8.0%
Three or more islands	6.6%	6.5%	--	3.4%	5.7%

% TOURISTS BY ISLANDS



% TOURISTS WHO VISIT MORE THAN ONE ISLAND



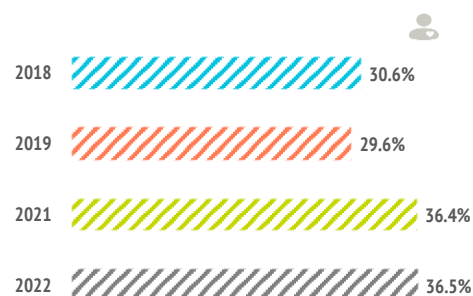
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.62	8.80	--	9.07	8.92
Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	2.8%	0.8%	--	2.0%	0.8%
Lived up to expectations	66.6%	69.6%	--	61.6%	62.7%
Better or much better than expected	30.6%	29.6%	--	36.4%	36.5%

How many are loyal to the Canary Islands?

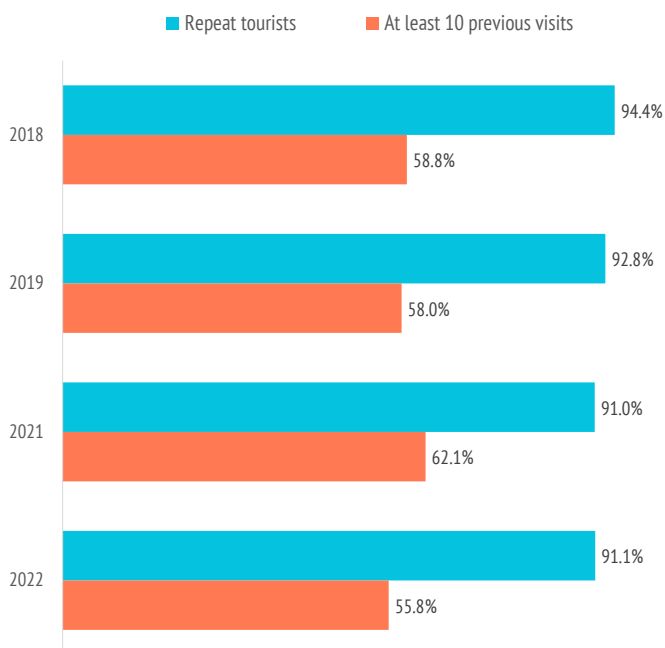
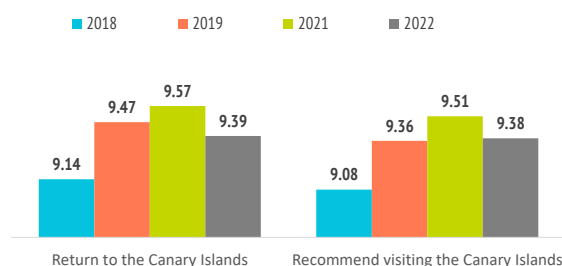
	2018	2019	2020	2021	2022
Repeat tourists	94.4%	92.8%	--	91.0%	91.1%
Repeat tourists (last 5 years)	92.4%	91.8%	--	88.8%	89.0%
Repeat tourists (last 5 years) (5 or more visits)	62.9%	58.6%	--	60.9%	47.2%
At least 10 previous visits	58.8%	58.0%	--	62.1%	55.8%

EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED



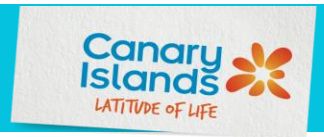
Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	9.14	9.47	--	9.57	9.39
Recommend visiting the Canary Islands	9.08	9.36	--	9.51	9.38

FUTURE INTENTIONS (SCALE 0-10)



Tourist profile. Historical data: 2018 - 2022

SILVER PLUS

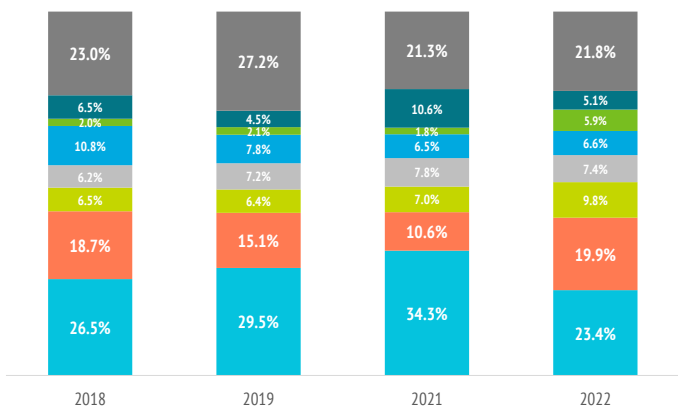


Where are they from?



	2018	2019	2020	2021	2022
Germany	26.5%	29.5%	--	34.3%	23.4%
United Kingdom	18.7%	15.1%	--	10.6%	19.9%
Italy	6.5%	6.4%	--	7.0%	9.8%
Belgium	6.2%	7.2%	--	7.8%	7.4%
Norway	10.8%	7.8%	--	6.5%	6.6%
Netherlands	2.0%	2.1%	--	1.8%	5.9%
Spanish Mainland	6.5%	4.5%	--	10.6%	5.1%
Finland	4.5%	2.3%	--	2.1%	3.8%
Ireland	0.6%	5.9%	--	1.7%	3.2%
France	3.4%	3.2%	--	5.1%	3.1%
Sweden	6.2%	4.5%	--	3.5%	2.3%
Austria	3.0%	1.4%	--	1.7%	2.3%
Luxembourg	0.4%	1.5%	--	0.5%	0.9%
Poland	0.6%	0.7%	--	0.0%	0.8%
Czech Republic	0.3%	0.4%	--	0.7%	0.6%
Russia	0.3%	1.1%	--	0.0%	0.6%
Switzerland	0.4%	1.8%	--	1.0%	0.5%
Others	3.4%	4.6%	--	5.0%	3.6%

Germany UK Italy Belgium Norway Netherlands Spanish Mainland Others

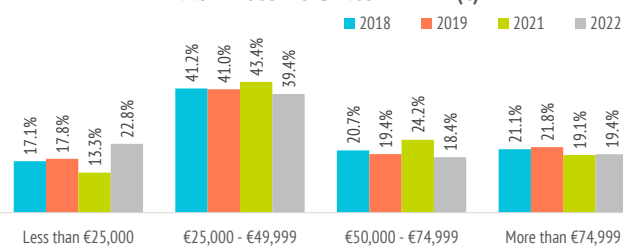


Who are they?



	2018	2019	2020	2021	2022
Gender					
Men	49.5%	50.0%	--	45.4%	44.0%
Women	50.5%	50.0%	--	54.6%	56.0%
Age					
Average age (tourist > 15 years old)	67.9	68.5	--	67.6	67.3
Standard deviation	7.0	6.4	--	7.1	6.1
Occupation					
Salaried worker	14.0%	16.6%	--	15.2%	12.2%
Self-employed	6.3%	9.3%	--	10.9%	7.2%
Unemployed	0.9%	0.8%	--	0.9%	0.2%
Business owner	5.0%	5.1%	--	6.9%	3.4%
Student	0.6%	0.7%	--	0.4%	0.9%
Retired	70.9%	64.5%	--	63.3%	73.0%
Unpaid domestic work	0.2%	0.1%	--	0.2%	0.4%
Others	2.0%	2.8%	--	2.2%	2.5%
Annual household income level					
Less than €25,000	17.1%	17.8%	--	13.3%	22.8%
€25,000 - €49,999	41.2%	41.0%	--	43.4%	39.4%
€50,000 - €74,999	20.7%	19.4%	--	24.2%	18.4%
More than €74,999	21.1%	21.8%	--	19.1%	19.4%
Education level					
No studies	2.2%	3.1%	--	2.2%	5.0%
Primary education	8.8%	4.4%	--	5.9%	4.3%
Secondary education	34.2%	26.9%	--	34.9%	27.8%
Higher education	54.8%	65.6%	--	57.0%	62.9%

ANNUAL HOUSEHOLD INCOME LEVEL (€)



Who do they come with?



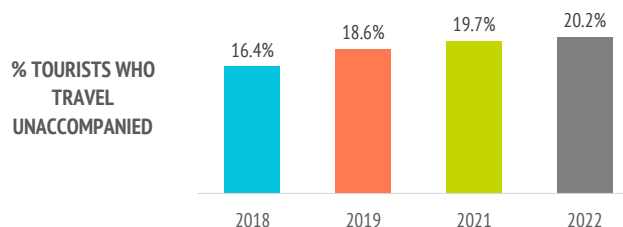
	2018	2019	2020	2021	2022
Unaccompanied	16.4%	18.6%	--	19.7%	20.2%
Only with partner	73.0%	66.8%	--	69.6%	66.4%
Only with children (< 13 years old)	0.0%	0.6%	--	0.1%	0.2%
Partner + children (< 13 years old)	0.0%	0.3%	--	0.0%	0.0%
Other relatives	1.2%	1.7%	--	3.0%	3.8%
Friends	3.4%	1.6%	--	1.8%	3.1%
Work colleagues	0.0%	0.0%	--	0.3%	0.1%
Organized trip	0.0%	0.0%	--	0.0%	0.0%
Other combinations (1)	6.0%	10.3%	--	5.5%	6.3%

(1) Different situations have been isolated

	2018	2019	2020	2021	2022
Tourists with children	0.0%	1.6%	--	0.2%	1.7%
- Between 0 and 2 years old	0.0%	0.5%	--	0.0%	0.0%
- Between 3 and 12 years old	0.0%	0.9%	--	0.1%	1.7%
- Between 0-2 and 3-12 years old	0.0%	0.2%	--	0.0%	0.0%
Tourists without children	100.0%	98.4%	--	99.8%	98.3%

	2018	2019	2020	2021	2022
Group composition:					
- 1 person	20.9%	25.5%	--	21.7%	24.1%
- 2 people	76.3%	68.1%	--	75.2%	67.9%
- 3 people	0.5%	1.2%	--	2.2%	3.5%
- 4 or 5 people	2.2%	3.1%	--	0.9%	3.3%
- 6 or more people	0.0%	2.0%	--	0.0%	1.3%
Average group size:	1.85	1.91	--	1.82	1.93

*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.