

TOURIST PROFILE BY SOURCE MARKETS (2022)

CANARY ISLANDS

How many are they and how much do they spend?



	France	Netherlands	Italy	Ireland	TOTAL
TOURISTS					
Tourist arrivals (FRONTUR) (M)	0.78	0.66	0.60	0.57	14.62
Tourist arrivals > 15 years old (EGT) (M)	0.69	0.58	0.55	0.48	12.83
- book holiday package (M)	0.25	0.35	0.08	0.14	6.13
- do not book holiday package (M)	0.44	0.22	0.47	0.35	6.70
- % tourists who book holiday package	36.8%	61.5%	15.2%	28.4%	47.8%



	France	Netherlands	Italy	Ireland	TOTAL
Expenditure per tourist (€)	1,228	1,429	1,080	1,426	1,314
- book holiday package	1,356	1,536	1,356	1,489	1,492
- holiday package	1144	1,255	1,114	1,088	1,236
- others	212	282	243	401	256
- do not book holiday package	1,153	1,257	1,030	1,402	1,152
- flight	297	356	285	394	311
- accommodation	424	450	307	512	405
- others	432	451	439	496	436
Average length of stay	8.80	9.37	10.97	8.95	9.24
- book holiday package	8.04	8.65	8.10	8.05	8.45
- do not book holiday package	9.24	10.52	11.49	9.31	9.96
Average daily expenditure (€)	154.5	168.6	117.1	177.3	160.5
- book holiday package	179.4	182.5	173.2	189.9	186.1
- do not book holiday package	140.0	146.4	107.1	172.3	137.1
Total turnover (> 15 years old) (€m)	848	824	593	691	16,863
- book holiday package	344	545	113	205	9,143
- do not book holiday package	504	279	480	486	7,720

Where did they spend their main holiday last year?*

	France	Netherlands	Italy	Ireland	TOTAL
Didn't have holidays	24.6%	29.6%	21.7%	42.1%	31.7%
Canary Islands	11.9%	17.1%	20.3%	29.7%	20.4%
Other destination	63.5%	53.3%	58.0%	28.1%	48.0%

What other destinations do they consider for this trip?*

	France	Netherlands	Italy	Ireland	TOTAL
None	27.6%	23.7%	34.7%	30.9%	28.3%
Canary Islands (other island)	24.4%	25.7%	32.0%	21.0%	24.6%
Other destination	48.0%	50.6%	33.3%	48.1%	47.1%

*Percentage of valid answers

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



	France	Netherlands	Italy	Ireland	TOTAL
Climate	74.2%	74.5%	74.0%	79.8%	75.0%
Safety	45.1%	29.4%	38.8%	70.4%	51.3%
Tranquility	49.3%	36.9%	49.1%	54.9%	46.5%
Sea	49.7%	37.8%	52.7%	43.4%	46.0%
Accommodation supply	36.9%	34.7%	28.0%	57.9%	41.8%
Beaches	37.0%	31.4%	48.7%	39.9%	39.3%
Effortless trip	27.1%	13.7%	32.7%	51.6%	37.5%
European belonging	37.8%	30.7%	35.5%	47.1%	36.5%
Price	40.0%	23.4%	32.9%	55.2%	35.8%
Landscapes	58.4%	23.6%	56.9%	19.6%	34.1%
Environment	43.3%	11.3%	56.4%	34.2%	33.3%
Gastronomy	21.9%	16.3%	19.8%	35.8%	26.6%
Fun possibilities	17.3%	33.9%	21.1%	28.1%	23.3%
Authenticity	34.1%	13.7%	28.3%	24.1%	22.3%
Exoticism	23.9%	15.6%	13.3%	10.6%	11.8%
Hiking trail network	16.9%	9.3%	20.9%	4.8%	10.1%
Shopping	10.4%	5.2%	12.2%	16.8%	9.1%
Culture	12.7%	5.1%	12.1%	9.6%	9.0%
Historical heritage	15.5%	4.2%	12.1%	6.3%	8.4%
Nightlife	7.6%	5.9%	12.0%	13.5%	7.9%

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.



What is the main motivation for their holidays?



	France	Netherlands	Italy	Ireland	TOTAL
Rest	30.5%	47.3%	45.3%	70.1%	51.1%
Enjoy family time	11.4%	13.6%	15.6%	13.7%	16.1%
Have fun	4.0%	16.4%	6.9%	7.9%	8.5%
Explore the destination	49.1%	16.8%	29.1%	5.4%	20.3%
Practice their hobbies	3.1%	2.0%	2.3%	1.0%	1.9%
Other reasons	2.1%	4.0%	0.9%	2.0%	2.1%



How far in advance do they book their trip?



	France	Netherlands	Italy	Ireland	TOTAL
The same day	1.1%	1.6%	1.1%	0.4%	0.7%
Between 1 and 30 days	28.5%	35.0%	30.4%	13.7%	27.8%
Between 1 and 2 months	28.1%	24.5%	33.9%	23.3%	25.3%
Between 3 and 6 months	32.7%	27.5%	27.3%	34.9%	28.8%
More than 6 months	9.6%	11.5%	7.4%	27.6%	17.4%

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CANARY ISLANDS



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

	France	Netherlands	Italy	Ireland	TOTAL
Previous visits to the Canary Islands	30.1%	40.4%	36.3%	66.5%	49.8%
Friends or relatives	27.2%	24.0%	36.2%	30.3%	30.4%
Internet or social media	58.7%	58.8%	47.7%	53.5%	54.2%
Mass Media	2.1%	1.4%	0.6%	3.2%	2.0%
Travel guides and magazines	15.9%	8.0%	5.6%	4.4%	7.0%
Travel Blogs or Forums	12.2%	4.1%	8.3%	5.2%	6.9%
Travel TV Channels	0.2%	0.4%	0.3%	1.3%	0.8%
Tour Operator or Travel Agency	19.3%	20.7%	11.6%	12.9%	20.7%
Public administrations or similar	0.5%	0.5%	1.0%	1.8%	1.3%
Others	2.9%	3.5%	2.9%	2.7%	3.2%

* Multi-choice question

With whom did they book their flight and accommodation?

	France	Netherlands	Italy	Ireland	TOTAL
Flight					
- Directly with the airline	58.1%	35.2%	75.9%	72.2%	50.0%
- Tour Operator or Travel Agency	41.9%	64.8%	24.1%	27.8%	50.0%
Accommodation					
- Directly with the accommodation	44.4%	28.1%	57.6%	56.2%	36.6%
- Tour Operator or Travel Agency	55.6%	71.9%	42.4%	43.8%	63.4%

Where do they stay?

	France	Netherlands	Italy	Ireland	TOTAL
1-2-3* Hotel	9.0%	12.0%	10.6%	11.0%	10.9%
4* Hotel	38.3%	40.8%	22.3%	33.7%	39.0%
5* Hotel / 5* Luxury Hotel	7.9%	7.5%	3.9%	11.0%	10.5%
Aparthotel / Tourist Villa	11.0%	19.3%	19.8%	29.1%	15.6%
House/room rented in a private dwelling	15.8%	5.9%	14.0%	4.9%	7.2%
Private accommodation (1)	6.2%	4.7%	17.7%	6.0%	8.7%
Others (Cottage, cruise, camping,...)	11.9%	9.8%	11.8%	4.4%	8.1%

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

What do they book?

	France	Netherlands	Italy	Ireland	TOTAL
Room only	32.8%	26.0%	50.9%	39.5%	28.5%
Bed and Breakfast	10.3%	15.0%	12.0%	24.3%	13.9%
Half board	15.3%	17.3%	15.1%	15.2%	19.1%
Full board	7.9%	1.3%	4.6%	2.4%	3.5%
All inclusive	33.6%	40.4%	17.3%	18.5%	34.9%

35% of tourists book all inclusive.



33.6%
France



17.3%
Italy



40.4%
Netherlands



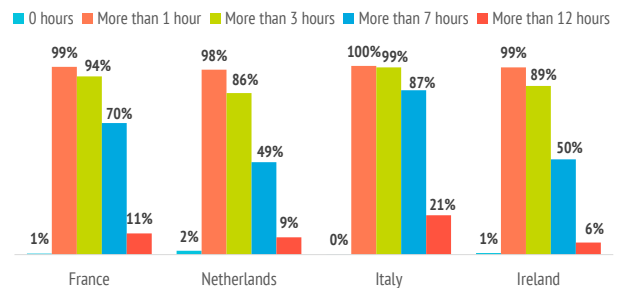
18.5%
Ireland

Other expenses

	France	Netherlands	Italy	Ireland	TOTAL
Restaurants or cafes	62.9%	65.9%	71.6%	77.1%	66.4%
Supermarkets	50.9%	60.7%	64.7%	65.0%	55.9%
Car rental	51.3%	37.4%	48.0%	18.3%	32.0%
Organized excursions	37.0%	26.7%	25.3%	20.3%	23.6%
Taxi, transfer, chauffeur service	38.0%	57.3%	25.4%	57.4%	51.8%
Theme Parks	11.0%	12.4%	9.3%	12.0%	10.9%
Sport activities	8.3%	9.1%	7.4%	11.0%	7.9%
Museums	12.2%	4.7%	9.2%	3.6%	5.2%
Flights between islands	9.3%	4.7%	7.4%	5.3%	5.0%

Activities in the Canary Islands

	France	Netherlands	Italy	Ireland	TOTAL
Outdoor time per day					
0 hours	0.6%	2.1%	0.1%	0.8%	2.5%
1 - 2 hours	5.0%	12.4%	0.8%	9.9%	10.7%
3 - 6 hours	24.7%	36.6%	12.1%	38.9%	32.7%
7 - 12 hours	58.5%	39.8%	66.2%	44.1%	45.1%
More than 12 hours	11.2%	9.2%	20.8%	6.4%	9.0%



Activities in the Canary Islands	France	Netherlands	Italy	Ireland	TOTAL
Walk, wander	73.6%	69.1%	76.2%	81.4%	73.8%
Beach	75.6%	71.4%	83.8%	71.2%	71.3%
Swimming pool, hotel facilities	59.7%	65.8%	40.3%	73.0%	61.1%
Explore the island on their own	65.2%	50.4%	62.1%	31.8%	48.7%
Taste Canarian gastronomy	13.7%	19.3%	29.8%	23.7%	27.0%
Hiking	35.0%	34.2%	20.5%	6.9%	18.5%
Organized excursions	24.3%	19.9%	17.9%	17.3%	17.4%
Nightlife / concerts / shows	11.8%	12.2%	12.6%	24.3%	15.3%
Theme parks	14.3%	15.2%	14.2%	16.5%	14.4%
Sea excursions / whale watching	20.4%	14.3%	11.6%	10.9%	12.7%
Wineries / markets / popular festi	14.6%	6.3%	14.0%	8.6%	10.6%
Swim	5.1%	16.3%	6.7%	13.8%	10.1%
Museums / exhibitions	19.7%	9.3%	13.0%	5.1%	10.0%
Other Nature Activities	12.4%	6.8%	16.1%	2.9%	8.1%
Running	7.7%	17.2%	4.8%	5.6%	5.9%
Beauty and health treatments	9.1%	4.9%	4.9%	9.8%	5.9%
Practice other sports	5.1%	3.7%	6.0%	4.3%	4.7%
Astronomical observation	2.9%	4.6%	3.8%	1.7%	3.7%
Cycling / Mountain bike	2.2%	2.7%	3.0%	6.5%	3.3%
Surf	5.4%	3.6%	8.7%	2.3%	3.1%
Scuba Diving	6.4%	3.8%	3.2%	2.3%	3.0%
Golf	1.0%	1.6%	0.8%	3.9%	2.1%
Windsurf / Kitesurf	1.9%	1.7%	1.9%	1.4%	1.2%

* Multi-choice question

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CANARY ISLANDS

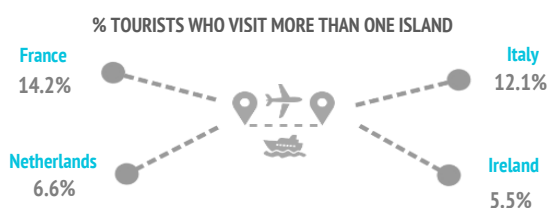


Which island do they choose?

Tourists (> 15 years old)	France	Netherlands	Italy	Ireland	TOTAL
Lanzarote	160,700	80,774	79,683	225,649	2,377,525
Fuerteventura	126,025	56,992	111,302	32,940	1,822,701
Gran Canaria	119,126	239,499	102,885	69,789	3,352,820
Tenerife	277,591	189,940	253,866	155,532	5,083,082
La Palma	3,677	7,328	551	517	132,040

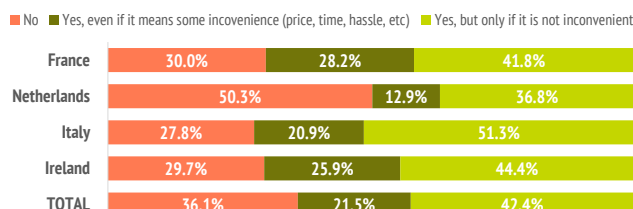
How many islands do they visit during their trip?

	France	Netherlands	Italy	Ireland	TOTAL
One island	85.8%	93.4%	87.9%	94.5%	92.6%
Two islands	11.7%	5.5%	10.5%	5.2%	6.3%
Three or more islands	2.4%	1.0%	1.6%	0.3%	1.1%

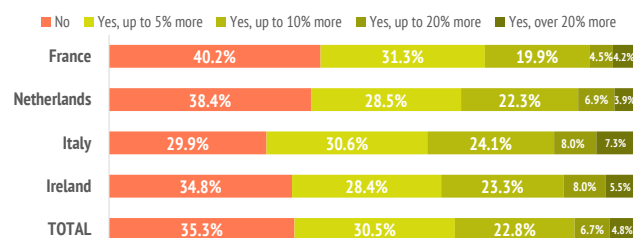


Sustainable destination

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



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

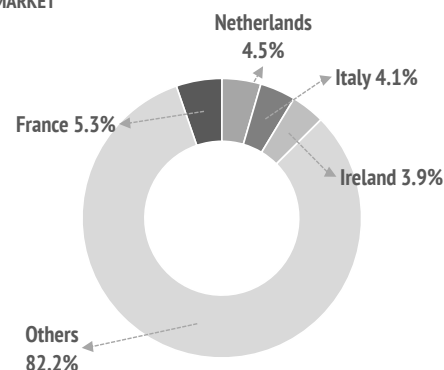


Perception during their stay*	France	Netherlands	Italy	Ireland	TOTAL
Quality of life on the island	8.1	7.9	8.3	8.1	8.1
Tolerance towards tourism	8.4	8.2	8.7	8.6	8.6
Cleanliness of the island	8.2	7.9	8.3	8.6	8.3
Air quality	8.4	8.0	8.7	8.6	8.5
Rational water consumption	7.4	7.3	7.5	7.7	7.5
Energy saving	6.8	6.9	7.2	7.1	6.9
Use of renewable energy	6.9	6.9	7.7	7.1	7.0
Recycling	7.0	7.1	6.9	7.4	7.1
Easy to get around by public transport	7.3	7.4	7.4	7.9	7.4
Overcrowding in tourist areas	6.8	6.8	7.0	6.8	6.7
Supply of local products	7.3	7.0	7.3	7.1	7.1

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Share by islands	France	Netherlands	Italy	Ireland	TOTAL
Lanzarote	23.4%	14.1%	14.5%	46.6%	18.6%
Fuerteventura	18.3%	9.9%	20.3%	6.8%	14.3%
Gran Canaria	17.3%	41.7%	18.8%	14.4%	26.3%
Tenerife	40.4%	33.1%	46.3%	32.1%	39.8%
La Palma	0.5%	1.3%	0.1%	0.1%	1.0%

SHARE OF TOURISTS BY SOURCE MARKET



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	France	Netherlands	Italy	Ireland	TOTAL
Average rating	8.62	8.47	8.69	8.91	8.85

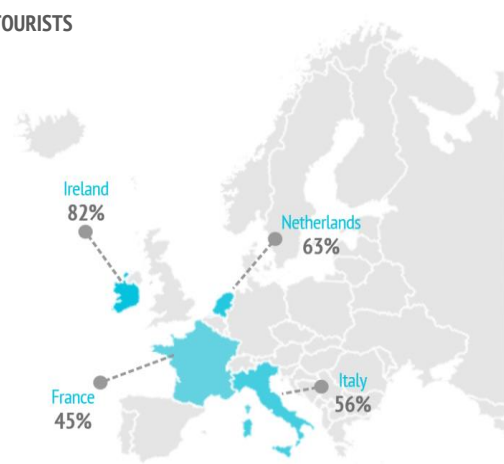
Experience in the Canary Islands	France	Netherlands	Italy	Ireland	TOTAL
Worse or much worse than expected	5.1%	3.1%	3.6%	1.8%	2.8%
Lived up to expectations	61.0%	55.0%	49.5%	54.4%	53.5%
Better or much better than expected	34.0%	41.9%	46.9%	43.9%	43.7%

Future intentions (scale 1-10)	France	Netherlands	Italy	Ireland	TOTAL
Return to the Canary Islands	8.16	8.12	8.79	9.07	8.82
Recommend visiting the Canary Islands	8.74	8.54	8.97	9.21	9.06

How many are loyal to the Canary Islands?

	France	Netherlands	Italy	Ireland	TOTAL
Repeat tourists	45.2%	63.4%	55.6%	82.0%	70.1%
Repeat tourists (last 5 years)	40.2%	56.6%	51.6%	75.3%	62.7%
Repeat tourists (last 5 years) (5 or more visits)	6.5%	9.4%	11.3%	19.3%	13.2%
At least 10 previous visits	6.8%	13.8%	11.9%	30.5%	19.1%

REPEAT TOURISTS



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Where does the flight come from?



	France	Netherlands	Italy	Ireland	TOTAL
United Kingdom	0.3%	0.5%	0.9%	4.0%	33.3%
Spanish Mainland	19.7%	2.5%	8.3%	1.3%	17.1%
Germany	0.9%	10.1%	0.2%	0.0%	15.6%
Italy	0.3%	0.3%	87.9%	0.0%	4.1%
Netherlands	0.2%	81.0%	0.2%	0.0%	4.0%
Ireland	0.0%	0.0%	0.0%	94.1%	3.8%
France	64.1%	0.1%	0.1%	0.1%	3.6%
Belgium	3.4%	3.4%	0.2%	0.0%	2.7%
Denmark	0.0%	0.1%	0.0%	0.0%	2.4%
Norway	0.0%	0.0%	0.0%	0.0%	2.3%
Poland	0.0%	0.0%	0.0%	0.2%	1.9%
Sweden	0.0%	0.0%	0.0%	0.0%	1.9%
Switzerland	5.6%	0.1%	0.7%	0.0%	1.7%
Portugal	2.0%	1.3%	0.6%	0.1%	1.3%
Finland	0.0%	0.3%	0.0%	0.0%	1.2%
Austria	0.0%	0.0%	0.3%	0.0%	1.0%
Czech Republic	0.0%	0.0%	0.0%	0.0%	0.6%
Others	3.5%	0.3%	0.5%	0.1%	1.6%

Who do they come with?

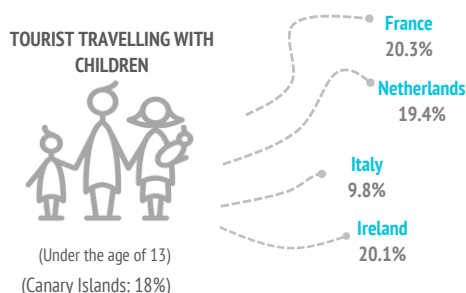


	France	Netherlands	Italy	Ireland	TOTAL
Unaccompanied	7.5%	7.8%	12.3%	8.1%	10.0%
Only with partner	43.2%	46.0%	46.3%	45.4%	46.1%
Only with children (< 13 years old)	8.2%	5.5%	4.1%	4.9%	4.9%
Partner + children (< 13 years old)	7.0%	9.1%	3.4%	7.2%	7.3%
Other relatives	8.4%	8.9%	7.7%	16.3%	9.9%
Friends	7.0%	8.9%	12.7%	6.1%	7.3%
Work colleagues	0.5%	0.1%	0.5%	0.0%	0.6%
Organized trip	0.8%	0.0%	0.6%	0.1%	0.3%
Other combinations (1)	17.4%	13.7%	12.4%	11.8%	13.7%

(1) Different situations have been isolated

Tourists with children	20.3%	19.4%	9.8%	20.1%	18.0%
- Between 0 and 2 years old	1.5%	1.9%	0.3%	1.0%	1.3%
- Between 3 and 12 years old	17.5%	15.9%	9.0%	18.1%	15.5%
- Between 0-2 and 3-12 years old	1.3%	1.7%	0.5%	1.0%	1.2%
Tourists without children	79.7%	80.6%	90.2%	79.9%	82.0%
Group composition:					
- 1 person	10.3%	9.7%	16.4%	10.9%	12.6%
- 2 people	52.1%	56.5%	55.3%	50.2%	53.9%
- 3 people	13.0%	11.0%	12.3%	11.5%	12.1%
- 4 or 5 people	21.1%	18.4%	14.0%	21.6%	17.3%
- 6 or more people	3.4%	4.5%	2.0%	5.8%	4.1%
Average group size:	2.68	2.66	2.36	2.80	2.60

*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.

Who are they?



	France	Netherlands	Italy	Ireland	TOTAL
Gender					
Men	49.5%	50.8%	51.1%	48.0%	48.4%
Women	50.5%	49.2%	48.9%	52.0%	51.6%
Age					
Average age (tourist > 15 years old)	43.2	45.8	41.9	47.8	45.7
Standard deviation	15.3	16.1	16.1	15.6	16.0
Age range (> 15 years old)					
16 - 24 years old	11.6%	12.1%	15.3%	8.9%	10.4%
25 - 30 years old	14.5%	10.2%	16.9%	8.5%	11.5%
31 - 45 years old	31.5%	27.3%	27.7%	26.6%	29.4%
46 - 60 years old	27.4%	28.5%	23.5%	31.5%	27.2%
Over 60 years old	15.0%	21.8%	16.6%	24.6%	21.5%
Occupation					
Salaried worker	61.3%	56.4%	46.6%	61.0%	57.4%
Self-employed	9.3%	12.5%	18.7%	10.4%	10.8%
Unemployed	0.7%	0.3%	2.5%	0.5%	1.0%
Business owner	9.0%	10.3%	8.8%	5.6%	8.3%
Student	6.1%	3.9%	8.8%	2.8%	4.6%
Retired	12.5%	14.4%	12.5%	17.8%	16.5%
Unpaid domestic work	0.1%	1.0%	0.9%	1.4%	0.6%
Others	1.0%	1.0%	1.1%	0.5%	0.8%
Annual household income level					
Less than €25,000	12.8%	10.0%	25.6%	7.2%	14.3%
€25,000 - €49,999	39.2%	29.3%	46.2%	27.5%	34.3%
€50,000 - €74,999	26.7%	32.1%	18.6%	26.2%	25.4%
More than €74,999	21.3%	28.7%	9.6%	39.1%	26.0%
Education level					
No studies	0.5%	0.8%	0.4%	3.0%	3.6%
Primary education	1.3%	0.8%	1.9%	1.6%	1.7%
Secondary education	17.1%	42.0%	16.9%	21.0%	20.2%
Higher education	81.1%	56.4%	80.8%	74.3%	74.5%



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS WITH HIGHER EDUCATION

