

How many are they and how much do they spend? 

	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (K)	65	22	1	88	176
Tourist arrivals > 15 years old (EGT) (K)	54	18	1	72	145
- book holiday package (K)	43	15	0	54	112
- do not book holiday package (K)	11	3	1	19	33
- % tourists who book holiday package	79.4%	--	--	74.4%	<b>77.0%</b>



Expenditure per tourist (€)	<b>1,775</b>	--	--	<b>1,584</b>	<b>1,658</b>
- book holiday package	1,746	--	--	1,628	<b>1,658</b>
- holiday package	1,433	--	--	1,321	<b>1,345</b>
- others	314	--	--	306	313
- do not book holiday package	1,886	--	--	1,456	<b>1,654</b>
- flight	491	--	--	420	470
- accommodation	732	--	--	534	596
- others	662	--	--	502	589
<b>Average lenght of stay</b>	<b>11.87</b>	--	--	<b>10.58</b>	<b>10.76</b>
- book holiday package	9.04	--	--	8.78	8.80
- do not book holiday package	22.77	--	--	15.80	17.32
<b>Average daily expenditure (€)</b>	<b>201.2</b>	--	--	<b>183.7</b>	<b>193.4</b>
- book holiday package	214.0	--	--	200.0	204.8
- do not book holiday package	151.8	--	--	136.5	155.3
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>96</b>	--	--	<b>115</b>	<b>241</b>
- book holiday package	75	--	--	88	185
- do not book holiday package	21	--	--	27	55

What is the main motivation for their holidays? 

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	66.5%	--	--	75.2%	<b>70.8%</b>
Enjoy family time	22.7%	--	--	13.9%	<b>18.2%</b>
Have fun	1.9%	--	--	4.3%	<b>2.9%</b>
Explore the destination	4.8%	--	--	4.0%	<b>4.7%</b>
Practice their hobbies	1.8%	--	--	2.1%	<b>2.3%</b>
Other reasons	2.3%	--	--	0.5%	<b>1.1%</b>

Where did they spend their main holiday last year?\* 

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	62.4%	--	--	41.8%	<b>53.2%</b>
Canary Islands	14.1%	--	--	25.3%	<b>19.8%</b>
Other destination	23.5%	--	--	32.9%	<b>27.0%</b>

What other destinations do they consider for this trip?\* 

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	31.0%	--	--	17.8%	<b>20.8%</b>
Canary Islands (other island)	19.8%	--	--	23.5%	<b>21.8%</b>
Other destination	49.2%	--	--	58.7%	<b>57.4%</b>

\*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 

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	89.9%	--	--	89.3%	<b>89.6%</b>
Sea	61.4%	--	--	62.8%	<b>59.6%</b>
Safety	44.8%	--	--	49.4%	<b>46.7%</b>
European belonging	43.2%	--	--	44.6%	<b>44.6%</b>
Accommodation supply	33.8%	--	--	47.7%	<b>41.5%</b>
Landscapes	36.0%	--	--	44.6%	<b>41.4%</b>
Beaches	38.1%	--	--	35.1%	<b>35.8%</b>
Environment	30.2%	--	--	35.1%	<b>32.7%</b>
Tranquility	31.1%	--	--	33.7%	<b>32.0%</b>
Price	24.0%	--	--	27.2%	<b>27.4%</b>
Hiking trail network	22.0%	--	--	28.7%	<b>26.3%</b>
Gastronomy	18.6%	--	--	24.6%	<b>22.0%</b>
Effortless trip	12.1%	--	--	19.7%	<b>15.4%</b>
Fun possibilities	11.5%	--	--	12.2%	<b>11.0%</b>
Exoticism	9.6%	--	--	9.2%	<b>9.4%</b>
Authenticity	9.0%	--	--	8.1%	<b>8.2%</b>
Shopping	6.3%	--	--	7.2%	<b>7.8%</b>
Historical heritage	6.4%	--	--	7.4%	<b>7.1%</b>
Culture	7.3%	--	--	7.5%	<b>7.0%</b>
Nightlife	5.3%	--	--	6.6%	<b>5.7%</b>

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? 

	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	0.0%	--	--	1.0%	<b>1.2%</b>
Between 1 and 30 days	33.3%	--	--	20.4%	<b>24.4%</b>
Between 1 and 2 months	28.9%	--	--	25.3%	<b>29.7%</b>
Between 3 and 6 months	25.5%	--	--	29.8%	<b>27.3%</b>
More than 6 months	12.2%	--	--	23.6%	<b>17.4%</b>

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Island	62.5%	--	--	64.0%	<b>61.8%</b>
Friends or relatives	30.0%	--	--	24.5%	<b>26.9%</b>
Internet or social media	62.1%	--	--	61.3%	<b>62.1%</b>
Mass Media	2.0%	--	--	1.7%	<b>1.6%</b>
Travel guides and magazines	4.2%	--	--	3.6%	<b>3.9%</b>
Travel Blogs or Forums	4.0%	--	--	9.5%	<b>7.7%</b>
Travel TV Channels	0.7%	--	--	0.4%	<b>0.4%</b>
Tour Operator or Travel Agency	33.8%	--	--	37.8%	<b>36.4%</b>
Public administrations or similar	0.6%	--	--	0.2%	<b>0.3%</b>
Others	0.5%	--	--	1.0%	<b>0.7%</b>

\* Multi-choice question

With whom did they book their flight and accommodation? 

	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>Flight</b>					
- Directly with the airline	18.0%	--	--	23.0%	<b>20.9%</b>
- Tour Operator or Travel Agency	82.0%	--	--	77.0%	<b>79.1%</b>
<b>Accommodation</b>					
- Directly with the accommodation	13.2%	--	--	22.5%	<b>18.7%</b>
- Tour Operator or Travel Agency	86.8%	--	--	77.5%	<b>81.3%</b>

**Where do they stay?**


	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	14.4%	--	--	10.5%	<b>13.5%</b>
4* Hotel	32.0%	--	--	32.7%	<b>32.2%</b>
5* Hotel / 5* Luxury Hotel	6.7%	--	--	5.7%	<b>5.7%</b>
Aparthotel / Tourist Villa	18.6%	--	--	15.0%	<b>16.5%</b>
House/room rented in a private dwelling	0.4%	--	--	1.8%	<b>1.2%</b>
Private accommodation <sup>(1)</sup>	6.6%	--	--	2.2%	<b>3.5%</b>
Others (Cottage, cruise, camping,..)	21.3%	--	--	32.0%	<b>27.3%</b>

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

**Other expenses**


	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	68.7%	--	--	71.5%	<b>69.7%</b>
Supermarkets	68.7%	--	--	69.7%	<b>71.8%</b>
Car rental	22.9%	--	--	22.3%	<b>23.9%</b>
Organized excursions	17.8%	--	--	16.0%	<b>17.7%</b>
Taxi, transfer, chauffeur service	73.4%	--	--	76.2%	<b>75.3%</b>
Theme Parks	6.9%	--	--	14.3%	<b>10.8%</b>
Sport activities	5.7%	--	--	7.2%	<b>6.1%</b>
Museums	3.2%	--	--	8.5%	<b>6.9%</b>
Flights between islands	4.3%	--	--	2.7%	<b>3.3%</b>

**What do they book?**


	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	30.2%	--	--	28.0%	<b>29.9%</b>
Bed and Breakfast	25.8%	--	--	30.0%	<b>28.1%</b>
Half board	12.7%	--	--	15.1%	<b>12.8%</b>
Full board	9.1%	--	--	9.3%	<b>10.4%</b>
All inclusive	22.3%	--	--	17.6%	<b>18.8%</b>

**Who are they?**


	2022Q1	2022Q2	2022Q3	2022Q4	2022
<u>Gender</u>					
Men	40.9%	--	--	43.0%	<b>42.1%</b>
Women	59.1%	--	--	57.0%	<b>57.9%</b>
<u>Age</u>					
Average age (tourist > 15 years old)	49.3	--	--	53.3	<b>50.7</b>
Standard deviation	15.7	--	--	17.7	<b>16.8</b>
<u>Age range (&gt; 15 years old)</u>					
16 - 24 years old	9.3%	--	--	9.5%	<b>10.3%</b>
25 - 30 years old	6.7%	--	--	6.7%	<b>5.8%</b>
31 - 45 years old	23.0%	--	--	15.6%	<b>19.9%</b>
46 - 60 years old	34.2%	--	--	24.4%	<b>30.6%</b>
Over 60 years old	26.8%	--	--	43.9%	<b>33.4%</b>
<u>Occupation</u>					
Salaried worker	54.2%	--	--	39.9%	<b>48.3%</b>
Self-employed	8.2%	--	--	7.9%	<b>7.7%</b>
Unemployed	1.9%	--	--	0.8%	<b>1.6%</b>
Business owner	10.1%	--	--	7.5%	<b>8.5%</b>
Student	6.3%	--	--	9.8%	<b>8.4%</b>
Retired	18.9%	--	--	34.0%	<b>25.3%</b>
Unpaid domestic work	0.4%	--	--	0.1%	<b>0.2%</b>
Others	0.0%	--	--	0.0%	<b>0.0%</b>

Annual household income level

Less than €25,000	9.7%	--	--	5.0%	<b>8.1%</b>
€25,000 - €49,999	28.1%	--	--	37.1%	<b>32.3%</b>
€50,000 - €74,999	24.5%	--	--	28.6%	<b>26.4%</b>
More than €74,999	37.7%	--	--	29.4%	<b>33.3%</b>
<u>Education level</u>					
No studies	0.0%	--	--	0.8%	<b>0.4%</b>
Primary education	6.9%	--	--	5.3%	<b>5.3%</b>
Secondary education	30.7%	--	--	45.8%	<b>41.1%</b>
Higher education	62.4%	--	--	48.2%	<b>53.2%</b>

**Activities in the Canary Islands**


	2022Q1	2022Q2	2022Q3	2022Q4	2022
Outdoor time per day					
0 hours	1.1%	--	--	0.2%	<b>0.6%</b>
1 - 2 hours	9.9%	--	--	12.3%	<b>12.6%</b>
3 - 6 hours	44.2%	--	--	40.1%	<b>41.0%</b>
7 - 12 hours	38.7%	--	--	42.4%	<b>41.0%</b>
More than 12 hours	6.1%	--	--	5.1%	<b>4.9%</b>
<u>Activities in the Canary Islands</u>					
Walk, wander	87.5%	--	--	89.6%	<b>87.6%</b>
Swimming pool, hotel facilities	79.0%	--	--	76.0%	<b>75.7%</b>
Beach	70.7%	--	--	70.0%	<b>67.1%</b>
Explore the island on their own	53.7%	--	--	48.9%	<b>53.1%</b>
Swim	35.4%	--	--	22.7%	<b>26.5%</b>
Astronomical observation	22.2%	--	--	23.0%	<b>22.0%</b>
Taste Canarian gastronomy	20.2%	--	--	16.0%	<b>18.7%</b>
Theme parks	13.4%	--	--	17.7%	<b>16.4%</b>
Nightlife / concerts / shows	16.0%	--	--	14.9%	<b>14.3%</b>
Hiking	15.2%	--	--	9.2%	<b>14.2%</b>
Organized excursions	14.8%	--	--	13.8%	<b>13.9%</b>
Museums / exhibitions	10.0%	--	--	13.5%	<b>12.5%</b>
Running	10.0%	--	--	7.4%	<b>9.7%</b>
Wineries / markets / popular festiv	5.9%	--	--	8.8%	<b>9.0%</b>
Sea excursions / whale watching	10.4%	--	--	7.9%	<b>9.0%</b>
Beauty and health treatments	6.9%	--	--	9.1%	<b>8.0%</b>
Other Nature Activities	5.7%	--	--	5.4%	<b>6.8%</b>
Practice other sports	8.4%	--	--	2.7%	<b>5.4%</b>
Golf	4.5%	--	--	6.2%	<b>5.2%</b>
Cycling / Mountain bike	4.4%	--	--	3.2%	<b>3.3%</b>
Scuba Diving	2.9%	--	--	0.9%	<b>1.6%</b>
Surf	1.5%	--	--	0.7%	<b>1.5%</b>
Windsurf / Kitesurf	0.0%	--	--	0.0%	<b>0.0%</b>

\* Multi-choice question

**Where does the flight come from?**


	2022Q1	2022Q2	2022Q3	2022Q4	2022
Finland	99.8%	--	--	96.1%	<b>94.6%</b>
France	0.0%	--	--	0.0%	<b>1.6%</b>
Spanish Mainland	0.0%	--	--	2.7%	<b>1.4%</b>
Norway	0.0%	--	--	0.0%	<b>1.0%</b>
Others	0.2%	--	--	1.2%	<b>1.5%</b>

# TOURIST PROFILE BY QUARTER OF TRIP (2022)

## FINLAND

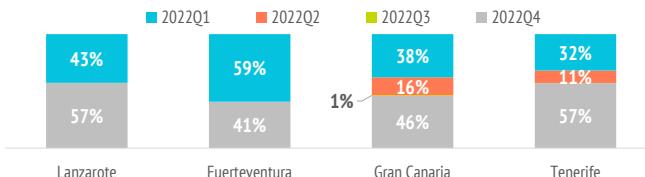


### Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	3,132	0	0	4,207	<b>7,339</b>
Fuerteventura	4,121	0	0	2,827	<b>6,948</b>
Gran Canaria	30,499	12,615	553	36,966	<b>80,633</b>
Tenerife	15,808	5,437	47	28,343	<b>49,635</b>
La Palma	0	0	0	0	<b>0</b>

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	5.8%	0.0%	0.0%	5.8%	<b>5.1%</b>
Fuerteventura	7.7%	0.0%	0.0%	3.9%	<b>4.8%</b>
Gran Canaria	56.9%	69.9%	92.2%	51.1%	<b>55.8%</b>
Tenerife	29.5%	30.1%	7.8%	39.2%	<b>34.3%</b>
La Palma	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>

### % TOURISTS BY ISLAND AND QUARTER OF TRIP



### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.76	--	--	8.71	<b>8.74</b>
Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	1.1%	--	--	1.3%	<b>1.1%</b>

Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lived up to expectations	56.3%	--	--	64.2%	<b>62.4%</b>
Better or much better than expected	42.6%	--	--	34.5%	<b>36.5%</b>

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	8.57	--	--	8.48	<b>8.53</b>
Recommend visiting the Canary Islands	8.81	--	--	8.83	<b>8.82</b>

### How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	79.9%	--	--	81.5%	<b>80.9%</b>
At least 10 previous visits	16.7%	--	--	23.2%	<b>23.7%</b>
Repeat tourists (last 5 years)	77.3%	--	--	79.3%	<b>78.9%</b>
Repeat tourists (last 5 years)(5 or more visits)	11.5%	--	--	14.7%	<b>14.1%</b>

### Who do they come with?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	8.2%	--	--	5.6%	<b>7.6%</b>
Only with partner	40.4%	--	--	53.5%	<b>47.2%</b>
Only with children (< 13 years old)	8.1%	--	--	6.2%	<b>6.5%</b>
Partner + children (< 13 years old)	6.4%	--	--	3.2%	<b>5.0%</b>
Other relatives	8.6%	--	--	8.4%	<b>8.6%</b>
Friends	8.1%	--	--	6.0%	<b>7.0%</b>
Work colleagues	0.0%	--	--	0.0%	<b>0.0%</b>
Organized trip	0.0%	--	--	0.0%	<b>0.0%</b>
Other combinations <sup>(1)</sup>	20.2%	--	--	17.1%	<b>18.1%</b>
<sup>(1)</sup> Different situations have been isolated					
<b>Tourists with children</b>	<b>20.5%</b>	--	--	<b>12.2%</b>	<b>15.6%</b>
- Between 0 and 2 years old	0.7%	--	--	1.4%	0.9%
- Between 3 and 12 years old	19.0%	--	--	10.1%	13.6%
- Between 0-2 and 3-12 years old	0.9%	--	--	0.7%	1.1%
<b>Tourists without children</b>	<b>79.5%</b>	--	--	<b>87.8%</b>	<b>84.4%</b>
<b>Group composition:</b>					
- 1 person	9.8%	--	--	7.4%	<b>10.0%</b>
- 2 people	50.9%	--	--	62.4%	<b>57.3%</b>
- 3 people	13.4%	--	--	12.6%	<b>12.9%</b>
- 4 or 5 people	22.4%	--	--	13.8%	<b>16.2%</b>
- 6 or more people	3.5%	--	--	3.8%	<b>3.6%</b>
<b>Average group size:</b>	<b>2.67</b>	--	--	<b>2.51</b>	<b>2.55</b>

<sup>(1)</sup>People who share the main expenses of the trip

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
No	23.9%	--	--	22.2%	
Yes, even if it means some inconvenience	16.9%	--	--	16.7%	
Yes, but only if it is not inconvenient	59.3%	--	--	61.0%	

### Perception during their stay\*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	8.4	--	--	8.5	<b>8.4</b>
Tolerance towards tourism	8.8	--	--	8.8	<b>8.8</b>
Cleanliness of the island	8.7	--	--	8.6	<b>8.6</b>
Air quality	8.9	--	--	8.8	<b>8.8</b>
Rational water consumption	8.1	--	--	8.0	<b>8.0</b>
Energy saving	7.8	--	--	7.7	<b>7.7</b>
Use of renewable energy	7.8	--	--	7.7	<b>7.7</b>
Recycling	8.1	--	--	8.0	<b>8.0</b>
Easy to get around by public transport	7.7	--	--	7.9	<b>7.8</b>
Overcrowding in tourist areas	7.4	--	--	7.3	<b>7.3</b>
Supply of local products	7.6	--	--	7.6	<b>7.6</b>

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

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.