

## Tourist profile by quarter of trip (2024)

### CANARY ISLANDS



#### How many are they and how much do they spend?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>4.8</b>	<b>3.9</b>	<b>4.2</b>	<b>4.9</b>	<b>17.8</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>4.3</b>	<b>3.3</b>	<b>3.5</b>	<b>4.4</b>	<b>15.5</b>
- book holiday package (*)	2.1	1.7	1.8	2.3	<b>7.8</b>
- do not book holiday package (*)	2.2	1.7	1.7	2.2	<b>7.7</b>
- % tourists who book holiday package	48.4%	50.0%	51.0%	51.1%	<b>50.1%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>0.6</b>	<b>0.6</b>	<b>0.7</b>	<b>0.4</b>	<b>2.3</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	345	294	314	314	<b>318</b>
- holiday package	288	243	262	261	<b>265</b>
- others	57	51	52	53	<b>53</b>
- do not book holiday package	270	230	259	223	<b>245</b>
- flight	70	60	71	60	<b>65</b>
- accommodation	88	80	83	75	<b>82</b>
- others	112	90	104	87	<b>98</b>
<b>Average lenght of stay</b>	<b>10.34</b>	<b>8.83</b>	<b>9.19</b>	<b>8.98</b>	<b>9.37</b>
<b>Average daily expenditure (€)</b>	<b>177.0</b>	<b>166.8</b>	<b>187.3</b>	<b>176.1</b>	<b>176.9</b>
<b>Average daily expenditure (without flight)</b>	<b>127.7</b>	<b>118.9</b>	<b>130.6</b>	<b>124.8</b>	<b>125.7</b>
<b>Average cost of the flight (€)</b>	<b>83.3</b>	<b>74.3</b>	<b>85.4</b>	<b>77.8</b>	<b>80.4</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>6,526</b>	<b>4,250</b>	<b>5,399</b>	<b>6,175</b>	<b>22,351</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>4,758</b>	<b>3,050</b>	<b>3,792</b>	<b>4,391</b>	<b>15,991</b>

(\*) Thousands of tourists

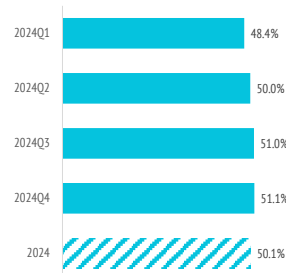
#### % Tourists whose spending has been greater than €0 in each item

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	81.9%	85.4%	85.3%	85.7%	<b>84.5%</b>
- Additional accommodation expenses	6.4%	5.9%	6.3%	6.2%	<b>6.2%</b>
<b>Transport:</b>					
- National/International Transport	96.0%	94.6%	95.4%	96.3%	<b>95.7%</b>
- Flights between islands	4.6%	4.1%	4.8%	4.6%	<b>4.5%</b>
- Taxi	49.1%	50.0%	51.2%	52.9%	<b>50.9%</b>
- Car rental	31.3%	32.7%	32.9%	30.1%	<b>31.6%</b>
- Public transport	12.4%	9.6%	10.0%	11.3%	<b>11.0%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	58.4%	55.8%	58.1%	59.1%	<b>58.0%</b>
- Restaurants	68.6%	66.8%	64.4%	66.3%	<b>66.6%</b>
<b>Leisure:</b>					
- Organized excursions	19.7%	24.8%	29.0%	22.5%	<b>23.7%</b>
- Sport activities	6.7%	6.5%	7.8%	6.7%	<b>6.9%</b>
- Cultural activities	2.6%	2.8%	2.7%	3.2%	<b>2.8%</b>
- Museums	5.8%	5.2%	5.6%	4.8%	<b>5.4%</b>
- Theme Parks	8.5%	11.8%	17.0%	9.2%	<b>11.3%</b>
- Discos and pubs	9.7%	10.8%	12.4%	10.5%	<b>10.7%</b>
- Wellness	4.5%	4.8%	4.5%	4.4%	<b>4.5%</b>
<b>Purchases of goods:</b>					
- Souvenirs	38.3%	42.1%	45.4%	40.2%	<b>41.2%</b>
- Real state	0.1%	0.1%	0.1%	0.0%	<b>0.1%</b>
- Other expenses	0.8%	1.0%	0.8%	0.8%	<b>0.8%</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	6.9%	6.2%	7.0%	6.5%	<b>6.7%</b>
- Other expenses	4.6%	5.1%	5.1%	4.5%	<b>4.8%</b>

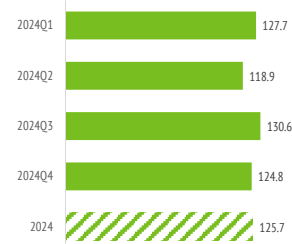
Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

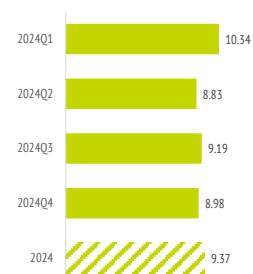
#### % tourists who book holiday package



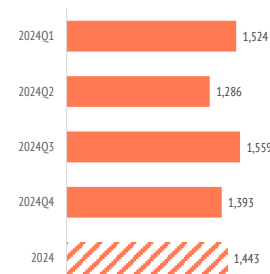
#### Average daily expenditure (€) (without flight)



#### Average lenght of stay



#### Expenditure per tourist (€)



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Expenditure per tourist and trip (€)</b>					
<b>Accommodation:</b>	<b>1,008</b>	<b>765</b>	<b>861</b>	<b>864</b>	<b>881</b>
- Accommodation	803	638	731	693	<b>719</b>
- Additional accommodation expenses	205	127	130	171	<b>162</b>
<b>Transport:</b>	<b>771</b>	<b>669</b>	<b>820</b>	<b>741</b>	<b>752</b>
- National/International Transport	430	384	486	418	<b>429</b>
- Flights between islands	79	73	80	91	<b>81</b>
- Taxi	89	82	97	84	<b>88</b>
- Car rental	139	103	127	119	<b>123</b>
- Public transport	34	27	30	30	<b>30</b>
<b>Food and drink:</b>	<b>340</b>	<b>304</b>	<b>330</b>	<b>320</b>	<b>324</b>
- Food purchases at supermarkets	128	107	114	111	<b>115</b>
- Restaurants	212	197	217	210	<b>209</b>
<b>Leisure:</b>	<b>529</b>	<b>543</b>	<b>601</b>	<b>536</b>	<b>553</b>
- Organized excursions	92	89	107	90	<b>95</b>
- Sport activities	99	102	122	93	<b>104</b>
- Cultural activities	56	66	62	66	<b>62</b>
- Museums	37	37	40	34	<b>37</b>
- Theme Parks	69	74	83	74	<b>76</b>
- Discos and pubs	104	98	108	98	<b>102</b>
- Wellness	73	78	79	80	<b>78</b>
<b>Purchases of goods:</b>	<b>27,969</b>	<b>774</b>	<b>44,501</b>	<b>10,030</b>	<b>21,536</b>
- Souvenirs	89	83	95	88	<b>89</b>
- Real state	27,658	542	44,246	9,834	<b>21,287</b>
- Other expenses	221	149	160	109	<b>160</b>
<b>Other:</b>	<b>113</b>	<b>119</b>	<b>148</b>	<b>117</b>	<b>123</b>
- Medical or pharmaceutical expenses	37	42	45	35	<b>39</b>
- Other expenses	76	77	103	81	<b>84</b>

## Tourist profile by quarter of trip (2024)

### CANARY ISLANDS



#### What is the main purpose of their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	88.1%	90.9%	92.6%	90.5%	<b>90.4%</b>
Visiting family or friends	9.5%	5.3%	5.5%	6.7%	<b>6.9%</b>
Business and work	0.9%	2.3%	1.0%	1.3%	<b>1.3%</b>
Education and training	0.2%	0.2%	0.2%	0.2%	<b>0.2%</b>
Sports training	0.6%	0.6%	0.2%	0.5%	<b>0.5%</b>
Health or medical care	0.2%	0.1%	0.1%	0.1%	<b>0.2%</b>
Fairs and congresses	0.0%	0.2%	0.1%	0.2%	<b>0.1%</b>
Others	0.4%	0.3%	0.3%	0.5%	<b>0.4%</b>

#### What is the main motivation for their holidays?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	50.9%	51.2%	46.7%	52.8%	<b>50.6%</b>
Enjoy family time	16.3%	13.6%	18.5%	15.2%	<b>15.9%</b>
Have fun	8.2%	9.6%	10.9%	7.9%	<b>9.0%</b>
Explore the destination	20.0%	22.8%	21.9%	20.5%	<b>21.2%</b>
Practice their hobbies	2.7%	1.5%	1.1%	2.1%	<b>1.9%</b>
Other reasons	1.9%	1.2%	0.9%	1.6%	<b>1.4%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	9.9%	12.5%	11.4%	10.3%	<b>11.0%</b>
Canary Islands	26.9%	26.2%	29.2%	25.8%	<b>27.1%</b>
Other destination	63.1%	61.3%	59.4%	63.9%	<b>61.9%</b>
- Balearic Islands	4.6%	5.2%	4.1%	4.2%	<b>4.5%</b>
- Rest of Spain	12.0%	13.2%	10.3%	10.9%	<b>11.4%</b>
- Italy	6.6%	6.8%	7.0%	8.2%	<b>7.2%</b>
- France	5.2%	4.4%	5.2%	5.6%	<b>5.1%</b>
- Turkey	3.3%	3.3%	2.9%	3.0%	<b>3.1%</b>
- Greece	7.6%	7.3%	7.1%	7.0%	<b>7.2%</b>
- Portugal	4.2%	4.4%	3.7%	4.2%	<b>4.1%</b>
- Croatia	1.8%	1.7%	2.2%	2.3%	<b>2.0%</b>
- Egypt	2.0%	1.4%	1.3%	1.3%	<b>1.5%</b>
- Tunisia	0.6%	0.5%	0.4%	0.3%	<b>0.4%</b>
- Morocco	1.1%	1.0%	1.1%	0.9%	<b>1.0%</b>
- Others	14.1%	12.1%	14.1%	16.2%	<b>14.3%</b>

\* Percentage of valid answers

#### What other destinations did they consider for this trip? \*

	2024Q1	2024Q2	2024Q3	2024Q4	2024
None (I was clear about "this Canary Island")	34.7%	25.4%	20.0%	33.0%	<b>28.3%</b>
Canary Islands (other island)	29.3%	24.9%	20.8%	26.6%	<b>25.4%</b>
Other destination	36.0%	49.7%	59.2%	40.3%	<b>46.3%</b>
- Balearic Islands	4.0%	7.0%	8.7%	4.4%	<b>6.0%</b>
- Rest of Spain	7.2%	9.4%	11.3%	7.8%	<b>9.0%</b>
- Italy	3.8%	5.1%	6.1%	3.8%	<b>4.7%</b>
- France	1.7%	1.7%	1.9%	1.4%	<b>1.7%</b>
- Turkey	2.4%	3.9%	4.1%	3.3%	<b>3.4%</b>
- Greece	4.6%	9.1%	12.0%	7.1%	<b>8.2%</b>
- Portugal	4.9%	6.9%	7.6%	5.3%	<b>6.2%</b>
- Croatia	1.5%	2.4%	3.9%	1.8%	<b>2.4%</b>
- Egypt	2.8%	2.2%	1.8%	2.9%	<b>2.4%</b>
- Others	2.8%	2.1%	1.7%	2.6%	<b>2.3%</b>

\* Percentage of valid answers

#### Importance of each factor in the destination choice



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	80.0%	73.5%	67.7%	79.3%	<b>75.6%</b>
Safety	53.3%	57.4%	58.0%	54.9%	<b>55.7%</b>
Tranquility	47.3%	51.3%	49.6%	49.5%	<b>49.3%</b>
Sea	45.9%	43.9%	44.1%	46.0%	<b>45.1%</b>
Accommodation supply	39.7%	46.7%	45.7%	43.0%	<b>43.5%</b>
Effortless trip	37.7%	40.4%	39.6%	39.4%	<b>39.2%</b>
Beaches	37.6%	39.5%	40.3%	38.3%	<b>38.8%</b>
Price	33.3%	40.9%	42.6%	36.5%	<b>37.9%</b>
European belonging	38.1%	37.9%	34.6%	37.9%	<b>37.2%</b>
Landscapes	35.6%	35.3%	34.2%	35.9%	<b>35.3%</b>
Environment	34.4%	35.4%	34.4%	34.2%	<b>34.5%</b>
Gastronomy	27.2%	28.2%	27.0%	26.0%	<b>27.0%</b>
Fun possibilities	21.2%	24.4%	29.1%	21.2%	<b>23.6%</b>
Authenticity	22.3%	24.8%	24.8%	22.2%	<b>23.3%</b>
Exoticism	11.1%	12.2%	13.9%	10.5%	<b>11.8%</b>
Hiking trail network	12.6%	9.6%	8.1%	12.1%	<b>10.8%</b>
Shopping	9.0%	10.3%	12.1%	9.6%	<b>10.1%</b>
Culture	9.8%	10.5%	10.7%	9.7%	<b>10.1%</b>
Historical heritage	9.2%	9.9%	9.5%	9.6%	<b>9.5%</b>
Nightlife	8.3%	7.7%	9.7%	7.6%	<b>8.3%</b>

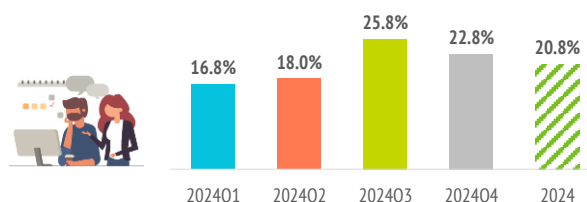
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

#### How far in advance do they book their trip?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	0.9%	0.8%	1.0%	0.8%	<b>0.9%</b>
Between 1 and 30 days	25.4%	21.9%	20.4%	21.3%	<b>22.3%</b>
Between 1 and 2 months	25.6%	24.0%	18.7%	23.1%	<b>23.0%</b>
Between 3 and 6 months	31.4%	35.3%	34.2%	32.1%	<b>33.0%</b>
More than 6 months	16.8%	18.0%	25.8%	22.8%	<b>20.8%</b>

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	52.7%	45.9%	42.7%	50.6%	<b>48.4%</b>
Friends or relatives	30.9%	29.3%	30.8%	28.1%	<b>29.7%</b>
Internet or social media	51.0%	52.1%	54.6%	48.7%	<b>51.4%</b>
Mass Media	1.7%	2.0%	2.2%	1.7%	<b>1.9%</b>
Travel guides and magazines	6.7%	6.6%	6.2%	6.3%	<b>6.5%</b>
Travel Blogs or Forums	6.1%	6.7%	6.8%	5.7%	<b>6.3%</b>
Travel TV Channels	1.0%	0.6%	0.8%	0.7%	<b>0.8%</b>
Tour Operator or Travel Agency	18.4%	20.6%	21.8%	20.3%	<b>20.2%</b>
Public administrations or similar	0.5%	0.5%	0.5%	0.6%	<b>0.5%</b>
Others	2.7%	3.5%	3.8%	3.3%	<b>3.3%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2024)

### CANARY ISLANDS



#### With whom did they book their flight and accommodation?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Flight</b>					
- Directly with the airline	51.9%	49.4%	48.5%	49.6%	<b>50.0%</b>
- Tour Operator or Travel Agency	48.1%	50.6%	51.5%	50.4%	<b>50.0%</b>
<b>Accommodation</b>					
- Directly with the accommodation	37.7%	37.6%	35.9%	36.7%	<b>37.0%</b>
- Tour Operator or Travel Agency	62.3%	62.4%	64.1%	63.3%	<b>63.0%</b>

#### Where are they from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
United Kingdom	31.2%	38.1%	37.5%	33.0%	<b>34.6%</b>
Germany	18.4%	14.5%	12.7%	18.8%	<b>16.4%</b>
Spanish Mainland	9.0%	13.2%	15.2%	8.7%	<b>11.2%</b>
France	4.8%	5.9%	5.5%	4.9%	<b>5.2%</b>
Italy	4.2%	4.5%	4.9%	4.6%	<b>4.5%</b>
Ireland	4.2%	4.5%	4.6%	3.9%	<b>4.3%</b>
Others	28.1%	19.3%	19.6%	26.1%	<b>23.8%</b>

#### Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	10.2%	10.6%	10.7%	10.0%	<b>10.3%</b>
4* Hotel	35.6%	38.9%	39.0%	35.2%	<b>37.0%</b>
5* Hotel / 5* Luxury Hotel	8.1%	10.4%	9.6%	8.2%	<b>9.0%</b>
Aparthotel / Tourist Villa	14.8%	16.5%	16.6%	15.7%	<b>15.9%</b>
House/room rented in a private dwelling	14.3%	14.4%	14.3%	18.7%	<b>15.5%</b>
Private accommodation (1)	13.3%	6.9%	7.9%	8.4%	<b>9.3%</b>
Others (Cottage, cruise, camping,...)	3.8%	2.3%	1.8%	3.8%	<b>3.0%</b>

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

#### What do they book?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Room only	33.8%	31.1%	30.9%	36.4%	<b>33.3%</b>
Bed and Breakfast	14.5%	15.3%	12.2%	14.1%	<b>14.1%</b>
Half board	18.5%	17.8%	16.9%	16.5%	<b>17.4%</b>
Full board	3.3%	2.8%	3.0%	3.2%	<b>3.1%</b>
All inclusive	29.9%	33.0%	37.0%	29.7%	<b>32.1%</b>

#### Tourist tax (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	44.8%	44.1%	46.4%	<b>45.3%</b>
No	--	34.8%	35.0%	33.6%	<b>34.4%</b>
Not remember	--	20.4%	20.9%	20.0%	<b>20.4%</b>

Do they exclude destinations with tourist tax?

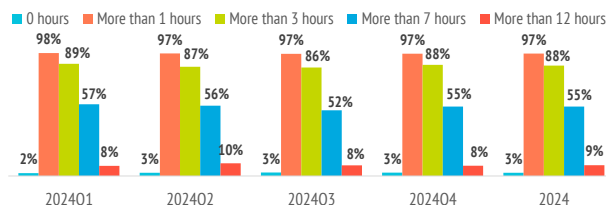
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	23.0%	22.6%	21.1%	<b>22.1%</b>
No	--	77.0%	77.4%	78.9%	<b>77.9%</b>

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	37.7%	36.7%	38.2%	<b>37.6%</b>
Up to 2 euros	--	32.5%	32.7%	32.2%	<b>32.4%</b>
Up to 3 euros	--	19.5%	21.4%	18.1%	<b>19.5%</b>
More than 3 euros	--	10.3%	9.1%	11.5%	<b>10.4%</b>

#### Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Outdoor time per day</b>					
0 hours	2.2%	2.5%	2.8%	2.7%	<b>2.6%</b>
1 - 2 hours	8.5%	10.5%	10.9%	8.9%	<b>9.6%</b>
3 - 6 hours	32.2%	31.0%	34.0%	33.2%	<b>32.6%</b>
7 - 12 hours	49.0%	45.8%	43.8%	47.1%	<b>46.6%</b>
More than 12 hours	8.0%	10.1%	8.5%	8.1%	<b>8.6%</b>
<b>Outdoor time per day</b>	<b>7.5</b>	<b>7.5</b>	<b>7.2</b>	<b>7.4</b>	<b>7.4</b>



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Activities in the Canary Islands</b>					
Walk, wander	74.7%	73.3%	74.0%	72.5%	<b>73.6%</b>
Beach	66.9%	68.9%	74.5%	66.5%	<b>68.9%</b>
Swimming pool, hotel facilities	49.9%	61.9%	69.1%	53.1%	<b>57.7%</b>
Explore the island on their own	50.9%	48.1%	49.8%	46.7%	<b>48.8%</b>
Taste Canarian gastronomy	27.0%	27.2%	28.2%	26.8%	<b>27.3%</b>
Hiking	21.5%	17.2%	15.8%	19.8%	<b>18.8%</b>
Organized excursions	12.3%	17.6%	22.2%	14.2%	<b>16.2%</b>
Nightlife / concerts / shows	14.8%	16.2%	17.9%	13.4%	<b>15.4%</b>
Theme parks	11.1%	14.5%	22.6%	12.2%	<b>14.7%</b>
Sea excursions / whale watching	8.3%	12.2%	17.3%	11.1%	<b>12.0%</b>
Wineries / markets / popular festivals	11.6%	9.6%	12.7%	10.8%	<b>11.2%</b>
Museums / exhibitions	10.8%	10.2%	11.7%	10.6%	<b>10.8%</b>
Other Nature Activities	8.8%	8.0%	8.9%	8.0%	<b>8.4%</b>
Swim	6.5%	7.5%	9.4%	6.7%	<b>7.4%</b>
Running	6.3%	5.5%	6.4%	5.8%	<b>6.0%</b>
Beauty and health treatments	5.3%	4.9%	5.9%	4.9%	<b>5.2%</b>
Practice other sports	4.4%	4.1%	5.0%	3.7%	<b>4.3%</b>
Astronomical observation	3.6%	3.3%	4.0%	4.6%	<b>3.9%</b>
Surf	3.3%	2.5%	2.6%	2.6%	<b>2.8%</b>
Cycling / Mountain bike	3.5%	2.4%	2.5%	2.4%	<b>2.7%</b>
Golf	2.6%	2.1%	3.2%	2.0%	<b>2.5%</b>
Scuba Diving	2.1%	2.1%	3.3%	2.1%	<b>2.4%</b>
Windsurf / Kitesurf	0.9%	0.8%	1.0%	0.6%	<b>0.8%</b>

\* Multi-choice question

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	53.9%	49.0%	56.1%	<b>38.5%</b>
- For any purpose	--	11.9%	10.1%	11.9%	<b>8.2%</b>
- Improve living conditions	--	9.8%	8.7%	9.1%	<b>6.6%</b>
- Improve economic development	--	5.0%	4.6%	4.3%	<b>3.3%</b>
- Improve the environment	--	17.2%	15.9%	19.1%	<b>12.7%</b>
- Improve the tourist environment	--	4.2%	4.0%	4.9%	<b>3.2%</b>
- Other purposes	--	5.8%	5.7%	6.8%	<b>4.5%</b>
Not sure	--	27.1%	29.6%	25.5%	<b>19.7%</b>
No	--	19.0%	21.4%	18.4%	<b>14.1%</b>

## Tourist profile by quarter of trip (2024)

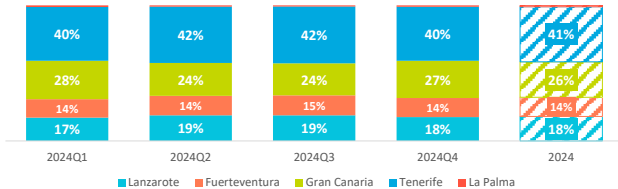
### CANARY ISLANDS



#### Which island do they choose?



Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	736,135	622,264	652,377	778,405	2,789,181
Fuerteventura	578,596	474,296	509,951	623,411	2,186,254
Gran Canaria	1,210,783	801,149	814,002	1,214,686	4,040,620
Tenerife	1,693,306	1,372,601	1,449,021	1,762,764	6,277,692
La Palma	49,760	29,212	29,879	46,263	155,114



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	75.6%	68.4%	64.9%	73.0%	70.9%
At least 10 previous visits	22.2%	19.2%	14.8%	22.2%	19.9%
Repeat tourists (last 5 years)	68.5%	61.1%	56.9%	66.8%	63.8%
Repeat tourists (last 5 years)(5 or more visits)	18.6%	16.6%	13.0%	19.0%	17.0%

#### Who are they?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Gender</b>					
Men	48.2%	48.1%	47.9%	49.3%	48.4%
Women	51.8%	51.9%	52.1%	50.7%	51.6%
<b>Age</b>					
Average age	48.9	45.5	42.1	49.4	46.8
Standard deviation	16.9	16.7	15.7	16.8	16.8
<b>Age range</b>					
16 - 24 years old	7.9%	11.4%	16.5%	7.4%	10.5%
25 - 30 years old	9.7%	12.5%	12.3%	9.7%	10.9%
31 - 45 years old	27.5%	30.1%	32.5%	26.3%	28.9%
46 - 60 years old	24.7%	22.6%	23.5%	25.8%	24.3%
Over 60 years old	30.1%	23.4%	15.2%	30.7%	25.5%
<b>Occupation</b>					
Salaried worker	50.1%	58.4%	63.5%	53.9%	55.9%
Self-employed	11.9%	10.0%	10.5%	10.6%	10.8%
Unemployed	0.9%	0.9%	0.9%	0.9%	0.9%
Business owner	8.3%	7.1%	7.2%	8.0%	7.7%
Student	4.1%	3.7%	6.2%	3.0%	4.2%
Retired	23.5%	18.5%	10.4%	22.3%	19.2%
Unpaid domestic work	0.4%	0.5%	0.5%	0.6%	0.5%
Others	0.8%	0.9%	0.8%	0.7%	0.8%
<b>Annual household income level</b>					
Less than €25,000	11.1%	12.9%	15.0%	12.0%	12.6%
€25,000 - €49,999	33.2%	36.0%	35.6%	31.8%	33.9%
€50,000 - €74,999	26.2%	24.9%	24.1%	26.4%	25.5%
More than €74,999	29.5%	26.2%	25.3%	29.8%	27.9%
<b>Education level</b>					
No studies	3.2%	4.2%	4.5%	4.2%	4.0%
Primary education	2.0%	1.6%	1.7%	2.1%	1.9%
Secondary education	19.7%	23.4%	20.5%	20.8%	21.0%
Higher education	75.1%	70.8%	73.3%	72.9%	73.1%

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	17.2%	18.9%	18.9%	17.6%	18.1%
Fuerteventura	13.6%	14.4%	14.8%	14.1%	14.2%
Gran Canaria	28.4%	24.3%	23.6%	27.4%	26.2%
Tenerife	39.7%	41.6%	41.9%	39.8%	40.6%
La Palma	1.2%	0.9%	0.9%	1.0%	1.0%

#### How many islands do they visit during their trip?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	92.3%	93.7%	92.9%	93.0%	92.9%
Two islands	6.6%	5.5%	6.2%	6.0%	6.1%
Three or more islands	1.1%	0.8%	0.8%	1.1%	1.0%

#### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.78	8.78	8.69	8.72	8.74

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	2.6%	2.4%	3.8%	2.8%	2.9%
Lived up to expectations	55.4%	53.5%	54.1%	55.6%	54.8%
Better or much better than expected	42.0%	44.0%	42.1%	41.6%	42.3%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	8.88	8.80	8.54	8.81	8.77
Recommend visiting the Canary Islands	9.02	8.99	8.83	8.98	8.96

#### Who do they come with?



	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	11.7%	10.4%	7.5%	11.0%	10.3%
Only with partner	48.9%	47.4%	41.1%	48.9%	46.8%
Only with children (< 13 years old)	4.2%	3.6%	5.6%	3.9%	4.3%
Partner + children (< 13 years old)	5.6%	7.0%	9.6%	5.4%	6.8%
Other relatives	8.2%	10.4%	12.8%	10.6%	10.4%
Friends	8.1%	8.0%	6.3%	6.6%	7.2%
Work colleagues	0.3%	0.9%	0.3%	0.5%	0.5%
Organized trip	0.2%	0.3%	0.1%	0.2%	0.2%
Other combinations (2)	12.7%	12.1%	16.6%	12.9%	13.5%

(2) Combination of some of the groups previously analyzed

Tourists with children	15.0%	16.3%	23.3%	14.6%	17.0%
- Between 0 and 2 years old	1.4%	1.5%	1.2%	1.3%	1.3%
- Between 3 and 12 years old	12.5%	13.5%	20.8%	12.1%	14.5%
- Between 0 -2 and 3-12 years old	1.1%	1.3%	1.4%	1.2%	1.2%
Tourists without children	85.0%	83.7%	76.7%	85.4%	83.0%
<b>Group composition:</b>					
- 1 person	14.2%	12.6%	9.3%	13.2%	12.5%
- 2 people	56.7%	57.0%	48.8%	56.4%	54.9%
- 3 people	10.6%	11.3%	15.2%	11.1%	11.9%
- 4 or 5 people	14.4%	14.9%	21.6%	14.8%	16.2%
- 6 or more people	4.1%	4.2%	5.1%	4.6%	4.5%
Average group size:	2.52	2.55	2.81	2.57	2.61

\*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.