

Tourist profile by quarter of trip (2024)

CANARY ISLANDS



How many are they and how much do they spend?



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

(*) Thousands of tourists



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

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

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

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

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 by quarter of trip (2024)

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What is the main purpose of their trip?

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

Importance of each factor in the destination choice

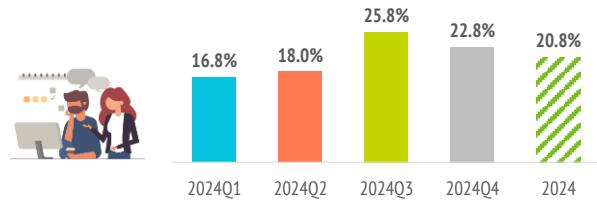
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	80.0%	73.5%	67.7%	79.3%	75.6%
Safety	53.3%	57.4%	58.0%	54.9%	55.7%
Tranquility	47.3%	51.3%	49.6%	49.5%	49.3%
Sea	45.9%	43.9%	44.1%	46.0%	45.1%
Accommodation supply	39.7%	46.7%	45.7%	43.0%	43.5%
Effortless trip	37.7%	40.4%	39.6%	39.4%	39.2%
Beaches	37.6%	39.5%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

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%	0.9%
Between 1 and 30 days	25.4%	21.9%	20.4%	21.3%	22.3%
Between 1 and 2 months	25.6%	24.0%	18.7%	23.1%	23.0%
Between 3 and 6 months	31.4%	35.3%	34.2%	32.1%	33.0%
More than 6 months	16.8%	18.0%	25.8%	22.8%	20.8%

% 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%	48.4%
Friends or relatives	30.9%	29.3%	30.8%	28.1%	29.7%
Internet or social media	51.0%	52.1%	54.6%	48.7%	51.4%
Mass Media	1.7%	2.0%	2.2%	1.7%	1.9%
Travel guides and magazines	6.7%	6.6%	6.2%	6.3%	6.5%
Travel Blogs or Forums	6.1%	6.7%	6.8%	5.7%	6.3%
Travel TV Channels	1.0%	0.6%	0.8%	0.7%	0.8%
Tour Operator or Travel Agency	18.4%	20.6%	21.8%	20.3%	20.2%
Public administrations or similar	0.5%	0.5%	0.5%	0.6%	0.5%
Others	2.7%	3.5%	3.8%	3.3%	3.3%

* Multi-choice question

* Percentage of valid answers

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With whom did they book their flight and accommodation? 🕳️

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

Where are they from? 🌎

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

Where do they stay? 🏨

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

(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%	33.3%
Bed and Breakfast	14.5%	15.3%	12.2%	14.1%	14.1%
Half board	18.5%	17.8%	16.9%	16.5%	17.4%
Full board	3.3%	2.8%	3.0%	3.2%	3.1%
All inclusive	29.9%	33.0%	37.0%	29.7%	32.1%

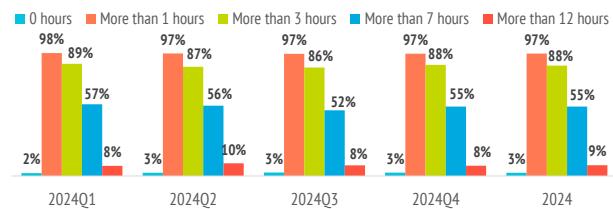
Tourist tax (Data available from Q2 2024)

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%	45.3%
No	--	34.8%	35.0%	33.6%	34.4%
Not remember	--	20.4%	20.9%	20.0%	20.4%
Do they exclude destinations with tourist tax?	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	23.0%	22.6%	21.1%	22.1%
No	--	77.0%	77.4%	78.9%	77.9%
How much would they be willing to pay?	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	37.7%	36.7%	38.2%	37.6%
Up to 2 euros	--	32.5%	32.7%	32.2%	32.4%
Up to 3 euros	--	19.5%	21.4%	18.1%	19.5%
More than 3 euros	--	10.3%	9.1%	11.5%	10.4%

Activities in the Canary Islands

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



Activities in the Canary Islands

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

* Multi-choice question

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

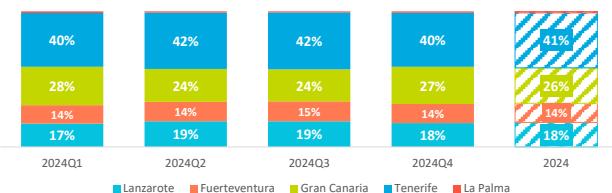
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Which island do they choose?

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
<u>Gender</u>					
Men	48.2%	48.1%	47.9%	49.3%	48.4%
Women	51.8%	51.9%	52.1%	50.7%	51.6%
<u>Age</u>					
Average age	48.9	45.5	42.1	49.4	46.8
Standard deviation	16.9	16.7	15.7	16.8	16.8
<u>Age range</u>					
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%
<u>Occupation</u>					
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%
<u>Annual household income level</u>					
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%
<u>Education level</u>					
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%

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
<u>Experience in the Canary Islands</u>					
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%
<u>Future intentions (scale 1-10)</u>					
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) (2) Combination of some of the groups previously analyzed	12.7%	12.1%	16.6%	12.9%	13.5%
<u>Tourists with children</u>					
- 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%
<u>Tourists without children</u>					
Group composition:	85.0%	83.7%	76.7%	85.4%	83.0%
- 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