

How many are they and how much do they spend?

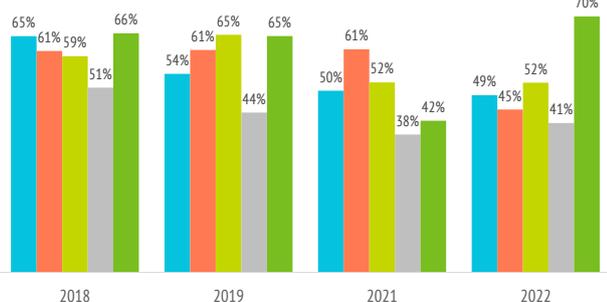


	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	409	400	156	251	408
Tourist arrivals > 15 years old (EGT) (*)	360	356	140	220	370
- book holiday package (*)	200	184	54	95	167
- do not book holiday package (*)	160	172	86	125	203
- % tourists who book holiday package	55.5%	51.6%	38.6%	43.2%	45.1%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE

■ Lanzarote ■ Fuerteventura ■ Gran Canaria ■ Tenerife ■ La Palma



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,378	1,185	--	1,370	1,478
- book holiday package	1,594	1,432	--	1,495	1,720
- holiday package	1,354	1,199	--	1,258	1,462
- others	240	233	--	237	258
- do not book holiday package	1,108	921	--	1,274	1,279
- flight	329	243	--	323	364
- accommodation	343	301	--	377	422
- others	436	377	--	574	493
Average length of stay	10.13	10.26	--	10.38	9.76
- book holiday package	8.91	8.92	--	8.17	8.19
- do not book holiday package	11.66	11.70	--	12.06	11.05
Average daily expenditure (€)	158.4	137.0	--	154.5	173.8
- book holiday package	195.5	171.8	--	189.3	218.5
- do not book holiday package	112.2	99.9	--	128.1	137.0
Total turnover (> 15 years old) (€m)	496	422	--	302	547
- book holiday package	318	263	--	142	287
- do not book holiday package	177	159	--	160	260

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	92.7%	91.9%	--	92.9%	91.3%
Visiting family or friends	5.5%	5.4%	--	5.4%	6.7%
Business and work	0.4%	0.6%	--	0.8%	0.6%
Education and training	0.2%	0.0%	--	0.5%	0.0%
Sports training	0.4%	0.4%	--	0.1%	0.4%
Health or medical care	0.1%	0.1%	--	0.1%	0.0%
Fairs and congresses	0.2%	0.5%	--	0.0%	0.0%
Others	0.6%	1.1%	--	0.3%	0.9%

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"

Aspectos más relevantes en la elección de Canarias



	2018	2019	2020	2021	2022
Climate	76.2%	78.1%	--	78.8%	74.6%
Tranquility	49.8%	53.2%	--	51.4%	48.5%
Sea	38.2%	40.8%	--	46.9%	40.3%
Landscapes	37.2%	35.2%	--	40.1%	39.9%
Safety	42.3%	39.6%	--	38.4%	38.7%
European belonging	35.6%	39.5%	--	44.7%	37.6%
Accommodation supply	34.6%	34.0%	--	34.1%	33.5%
Price	28.3%	33.5%	--	33.1%	28.6%
Beaches	26.1%	27.4%	--	33.9%	27.2%
Environment	27.9%	26.3%	--	26.3%	27.1%
Gastronomy	27.4%	23.7%	--	28.1%	24.9%
Fun possibilities	22.1%	21.4%	--	22.6%	23.0%
Authenticity	19.0%	20.7%	--	21.1%	22.8%
Effortless trip	17.6%	18.0%	--	16.5%	18.9%
Exoticism	17.4%	16.5%	--	20.7%	17.1%
Hiking trail network	14.9%	17.0%	--	16.2%	15.8%
Shopping	10.5%	7.9%	--	9.4%	9.2%
Historical heritage	8.1%	8.0%	--	6.5%	8.8%
Culture	5.7%	5.7%	--	5.0%	7.1%
Nightlife	5.2%	4.4%	--	5.1%	4.5%

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.

What is the main motivation for their holidays?



	2018	2019	2020	2021	2022
Rest	55.2%	55.2%	--	52.6%	47.2%
Enjoy family time	12.2%	10.7%	--	11.4%	14.0%
Have fun	8.7%	8.8%	--	8.4%	9.7%
Explore the destination	21.1%	19.9%	--	23.0%	24.8%
Practice their hobbies	1.3%	2.4%	--	2.8%	2.3%
Other reasons	1.5%	3.0%	--	1.9%	1.9%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	1.2%	1.2%	--	1.0%	1.0%
Between 1 and 30 days	27.1%	28.1%	--	44.4%	34.1%
Between 1 and 2 months	23.9%	24.9%	--	23.6%	23.3%
Between 3 and 6 months	31.7%	30.5%	--	17.2%	27.5%
More than 6 months	16.0%	15.2%	--	13.8%	14.1%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	48.1%	51.7%	--	49.4%	50.5%
Friends or relatives	27.1%	26.5%	--	30.0%	33.2%
Internet or social media	46.3%	45.8%	--	44.7%	47.3%
Mass Media	0.8%	0.8%	--	3.0%	2.0%
Travel guides and magazines	11.5%	13.3%	--	7.8%	11.2%
Travel Blogs or Forums	2.4%	4.0%	--	5.8%	5.3%
Travel TV Channels	0.1%	0.4%	--	0.6%	0.2%
Tour Operator or Travel Agency	30.8%	24.2%	--	24.0%	28.6%
Public administrations or similar	0.1%	0.2%	--	1.7%	0.4%
Others	2.2%	1.5%	--	1.4%	2.1%

* Multi-choice question

Tourist profile. Historical data: 2018 - 2022

BELGIUM

With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	42.7%	46.6%	--	53.0%	50.8%
- Tour Operator or Travel Agency	57.3%	53.4%	--	47.0%	49.2%
Accommodation					
- Directly with the accommodation	28.5%	33.0%	--	41.2%	38.2%
- Tour Operator or Travel Agency	71.5%	67.0%	--	58.8%	61.8%

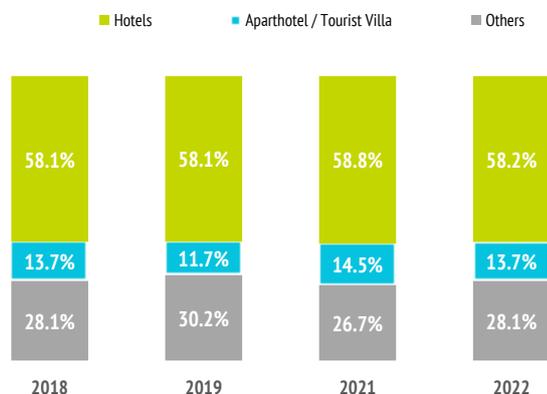
Where does the flight come from?

	2018	2019	2020	2021	2022
Belgium	82.0%	83.3%	--	80.5%	80.4%
Netherlands	8.2%	6.9%	--	3.9%	8.4%
Mainland Spain	3.6%	3.1%	--	7.1%	3.6%
Germany	3.1%	2.8%	--	3.9%	2.1%
Luxembourg	1.7%	1.0%	--	2.1%	1.9%
Portugal	0.2%	0.2%	--	0.9%	1.6%
Others	1.3%	2.8%	--	1.6%	2.0%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	10.5%	7.7%	--	8.0%	6.5%
4* Hotel	38.0%	37.2%	--	35.0%	38.0%
5* Hotel / 5* Luxury Hotel	9.7%	13.1%	--	15.9%	13.6%
Aparthotel / Tourist Villa	13.7%	11.7%	--	14.5%	13.7%
House/room rented in a private dwelling	6.2%	9.6%	8.7%	7.4%	7.3%
Private accommodation (1)	10.8%	12.6%	11.0%	9.4%	9.0%
Others (Cottage, cruise, camping,...)	11.2%	8.0%	8.6%	9.9%	11.9%

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



What do they book?

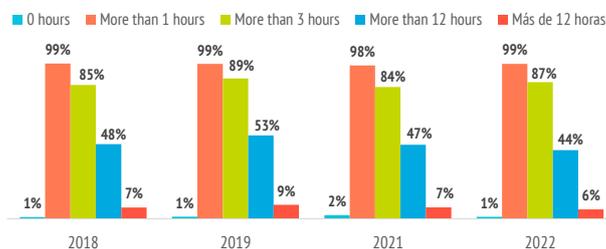
	2018	2019	2020	2021	2022
Room only	25.2%	24.1%	--	25.4%	24.7%
Bed and Breakfast	7.2%	9.7%	--	11.5%	7.6%
Half board	29.7%	27.8%	--	24.9%	29.6%
Full board	4.3%	2.9%	--	3.3%	4.0%
All inclusive	33.6%	35.5%	--	34.9%	34.1%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	61.1%	55.6%	--	64.3%	67.2%
Supermarkets	54.2%	52.0%	--	52.0%	52.2%
Car rental	28.8%	26.7%	--	35.8%	37.4%
Organized excursions	24.5%	19.0%	--	22.1%	27.3%
Taxi, transfer, chauffeur service	49.4%	46.5%	--	49.1%	49.2%
Theme Parks	8.0%	5.5%	--	8.4%	9.9%
Sport activities	8.0%	5.9%	--	7.4%	10.2%
Museums	4.8%	4.9%	--	2.8%	4.9%
Flights between islands	5.3%	4.4%	--	6.2%	5.1%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	1.1%	1.3%	--	2.3%	1.3%
1 - 2 hours	13.7%	9.3%	--	13.7%	11.7%
3 - 6 hours	37.7%	36.3%	--	36.8%	43.2%
7 - 12 hours	40.4%	44.2%	--	39.8%	37.8%
More than 12 hours	7.2%	8.9%	--	7.3%	6.0%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Walk, wander	77.5%	71.0%	--	75.9%	77.9%
Swimming pool, hotel facilities	64.7%	59.0%	--	66.8%	66.9%
Beach	53.5%	50.2%	--	62.1%	59.8%
Explore the island on their own	44.7%	43.5%	--	44.4%	51.3%
Hiking	--	--	--	36.6%	40.2%
Taste Canarian gastronomy	20.0%	19.2%	--	22.8%	24.5%
Organized excursions	19.8%	16.4%	--	15.0%	19.3%
Swim	--	--	--	34.7%	16.0%
Sea excursions / whale watching	11.5%	11.9%	--	10.7%	15.6%
Theme parks	13.9%	10.4%	--	11.7%	13.4%
Museums / exhibitions	7.7%	8.7%	--	7.7%	9.7%
Nightlife / concerts / shows	8.5%	9.0%	--	5.7%	8.1%
Running	--	--	--	7.1%	8.0%
Wineries / markets / popular festivals	8.0%	9.4%	--	3.9%	7.6%
Other Nature Activities	--	--	--	5.8%	7.0%
Beauty and health treatments	6.5%	5.0%	--	7.9%	6.8%
Cycling / Mountain bike	--	--	--	4.3%	5.5%
Practice other sports	--	--	--	2.8%	4.7%
Scuba Diving	--	--	--	4.4%	3.4%
Astronomical observation	4.6%	2.6%	--	2.5%	3.0%
Surf	--	--	--	3.4%	2.6%
Golf	--	--	--	2.0%	1.6%
Windsurf / Kitesurf	--	--	--	1.4%	1.1%

* Multi-choice question



Which island do they choose?

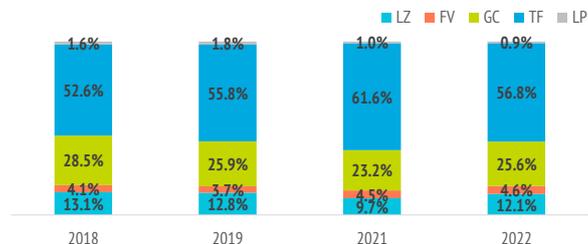
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	46,826	45,267	--	21,293	44,708
Fuerteventura	14,603	13,106	--	9,803	17,076
Gran Canaria	101,682	91,394	--	51,027	94,584
Tenerife	187,607	196,906	--	135,236	210,037
La Palma	5,729	6,201	--	2,176	3,367

Share by islands	2018	2019	2020	2021	2022
Lanzarote	13.1%	12.8%	--	9.7%	12.1%
Fuerteventura	4.1%	3.7%	--	4.5%	4.6%
Gran Canaria	28.5%	25.9%	--	23.2%	25.6%
Tenerife	52.6%	55.8%	--	61.6%	56.8%
La Palma	1.6%	1.8%	--	1.0%	0.9%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	88.9%	89.8%	--	91.5%	92.5%
Two islands	9.1%	9.0%	--	7.6%	6.2%
Three or more islands	2.1%	1.2%	--	0.9%	1.3%

% TOURISTS BY ISLANDS



How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	68.5%	72.0%	--	68.0%	68.4%
At least 10 previous visits	18.2%	21.4%	--	22.6%	22.7%
Repeat tourists (last 5 years)	63.5%	68.5%	--	60.6%	64.5%
Repeat tourists (last 5 years) (5 or more)	22.6%	22.3%	--	20.5%	18.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.55	8.60	--	8.77	8.68
Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	3.6%	2.6%	--	3.2%	2.7%
Lived up to expectations	62.9%	66.1%	--	58.2%	61.3%
Better or much better than expected	33.5%	31.3%	--	38.6%	36.0%
Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.53	8.59	--	8.67	8.63
Recommend visiting the Canary Islands	8.77	8.79	--	8.86	8.84

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	50.0%	52.1%	--	48.3%	50.7%
Women	50.0%	47.9%	--	51.7%	49.3%
Age					
Average age (tourist > 15 years old)	48.5	50.8	--	46.3	47.6
Standard deviation	14.6	15.2	--	16.0	15.3
Age range (> 15 years old)					
16 - 24 years old	4.2%	5.0%	--	8.4%	8.7%
25 - 30 years old	9.4%	7.6%	--	12.4%	8.5%
31 - 45 years old	28.5%	22.8%	--	29.1%	27.5%
46 - 60 years old	34.1%	34.6%	--	28.2%	33.2%
Over 60 years old	23.8%	30.0%	--	21.9%	22.1%
Occupation					
Salaried worker	40.5%	44.7%	--	47.9%	50.5%
Self-employed	10.8%	7.9%	--	10.7%	12.3%
Unemployed	1.4%	0.2%	--	1.3%	0.6%
Business owner	19.4%	13.3%	--	15.4%	13.7%
Student	3.3%	2.8%	--	4.7%	4.8%
Retired	21.5%	28.5%	--	19.0%	16.4%
Unpaid domestic work	0.9%	0.4%	--	0.1%	0.4%
Others	2.2%	2.1%	--	0.8%	1.2%
Annual household income level					
Less than €25,000	19.6%	11.5%	--	10.4%	13.8%
€25,000 - €49,999	44.7%	43.5%	--	42.3%	41.1%
€50,000 - €74,999	21.8%	28.5%	--	29.1%	25.7%
More than €74,999	14.0%	16.6%	--	18.2%	19.4%
Education level					
No studies	0.9%	1.2%	--	1.3%	0.3%
Primary education	2.3%	1.2%	--	1.1%	0.7%
Secondary education	33.4%	32.5%	--	26.5%	32.0%
Higher education	63.4%	65.2%	--	71.1%	67.1%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	9.2%	9.1%	--	8.1%	7.8%
Only with partner	51.6%	56.4%	--	52.4%	47.2%
Only with children (< 13 years old)	6.1%	3.8%	--	3.5%	4.0%
Partner + children (< 13 years old)	5.5%	5.8%	--	6.3%	7.9%
Other relatives	7.1%	5.3%	--	9.9%	9.3%
Friends	5.8%	4.7%	--	7.5%	6.2%
Work colleagues	0.2%	0.3%	--	0.1%	0.0%
Organized trip	0.1%	0.0%	--	0.0%	0.3%
Other combinations (1)	14.5%	14.5%	--	12.3%	17.2%
<i>(2) Combinación de algunos de los grupos anteriormente analizados</i>					
Tourists with children	16.4%	13.3%	--	12.0%	15.8%
- Between 0 and 2 years old	1.6%	1.5%	--	1.5%	0.7%
- Between 3 and 12 years old	13.5%	10.3%	--	9.8%	14.4%
- Between 0 -2 and 3-12 years old	1.4%	1.5%	--	0.7%	0.7%
Tourists without children	83.6%	86.7%	--	88.0%	84.2%
Group composition:					
- 1 person	13.4%	12.7%	--	10.4%	11.1%
- 2 people	57.0%	62.1%	--	60.2%	56.8%
- 3 people	12.4%	10.0%	--	13.1%	12.9%
- 4 or 5 people	13.8%	13.2%	--	13.7%	16.1%
- 6 or more people	3.4%	2.0%	--	2.6%	3.0%
Average group size:	2.48	2.39	--	2.46	2.53

*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.