Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend? 👤€

	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**180**	**177**	**200**	**218**	**775**
Tourist arrivals > 15 years old (EGT) *(*)*	**160**	**162**	**171**	**197**	**691**
- book holiday package *(*)*	46	61	78	69	**254**
- do not book holiday package *(*)*	115	101	93	129	**437**
- % tourists who book holiday package	28.4%	37.8%	45.8%	34.9%	**36.8%**

(*) Thousand of tourists

TOURISTS

2022Q1	2022Q2	2022Q3	2022Q4
180,118	177,203	199,887	217,931
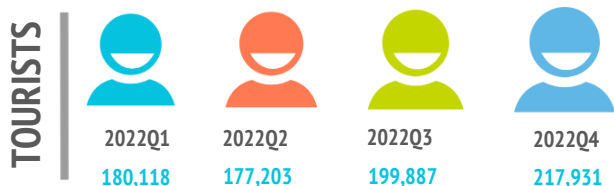
% TOURISTS WHO BOOK HOLIDAY PACKAGE

2022Q1	28%
2022Q2	38%
2022Q3	46%
2022Q4	35%

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)	**1,117**	**1,114**	**1,440**	**1,226**	**1,228**
- book holiday package	1,162	1,162	1,506	1,486	**1,356**
- holiday package	994	986	1,242	1,272	**1,144**
- others	168	176	264	214	**212**
- do not book holiday package	1,098	1,085	1,385	1,088	**1,153**
- flight	268	272	354	301	**297**
- accommodation	417	410	520	373	**424**
- others	414	403	511	413	**432**
Average lenght of stay	**9.15**	**8.12**	**9.87**	**8.14**	**8.80**
- book holiday package	7.87	7.57	8.91	7.56	**8.04**
- do not book holiday package	9.66	8.46	10.67	8.46	**9.24**
Average daily expenditure (€)	**141.4**	**148.6**	**160.5**	**164.7**	**154.5**
- book holiday package	159.9	160.9	181.6	206.2	**179.4**
- do not book holiday package	134.1	141.1	142.6	142.4	**140.0**
Total turnover (> 15 years old) (€m)	**179**	**181**	**247**	**242**	**848**
- book holiday package	53	71	118	102	**344**
- do not book holiday package	126	110	129	140	**504**

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	25.0%	28.6%	25.7%	20.4%	**24.6%**
Canary Islands	11.6%	8.3%	10.1%	16.2%	**11.9%**
Other destination	63.4%	63.0%	64.2%	63.5%	**63.5%**

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	33.9%	33.5%	19.1%	27.0%	**27.6%**
Canary Islands (other island)	27.2%	23.1%	20.9%	27.0%	**24.4%**
Other destination	39.0%	43.4%	60.0%	45.9%	**48.0%**

*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	77.5%	70.3%	65.3%	82.2%	**74.2%**
Landscapes	62.9%	58.8%	56.5%	56.1%	**58.4%**
Sea	49.8%	48.9%	51.4%	48.9%	**49.7%**
Tranquility	43.8%	51.9%	48.5%	52.1%	**49.3%**
Safety	42.1%	46.9%	45.9%	45.2%	**45.1%**
Environment	47.0%	42.4%	43.1%	41.3%	**43.3%**
Price	36.9%	42.5%	41.1%	39.6%	**40.0%**
European belonging	40.2%	39.1%	32.1%	39.9%	**37.8%**
Beaches	35.4%	36.3%	40.4%	35.9%	**37.0%**
Accommodation supply	28.3%	41.1%	39.9%	37.7%	**36.9%**
Authenticity	35.7%	33.9%	33.4%	33.4%	**34.1%**
Effortless trip	28.2%	26.0%	27.9%	26.3%	**27.1%**
Exoticism	23.0%	23.8%	23.1%	25.2%	**23.9%**
Gastronomy	20.0%	22.8%	25.9%	19.3%	**21.9%**
Fun possibilities	16.2%	17.5%	23.0%	13.1%	**17.3%**
Hiking trail network	17.6%	20.0%	12.6%	17.3%	**16.9%**
Historical heritage	13.5%	14.2%	18.1%	15.9%	**15.5%**
Culture	10.3%	12.2%	15.8%	12.1%	**12.7%**
Shopping	9.1%	9.7%	14.5%	8.5%	**10.4%**
Nightlife	8.8%	5.9%	11.0%	5.1%	**7.6%**

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

% TOURISTS WHO CHOOSE FUN POSSIBILITIES

2022Q1	16.2%	2022Q3	23.0%
2022Q2	17.5%	2022Q4	13.1%

What is the main motivation for their holidays?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	29.9%	29.1%	32.7%	30.1%	**30.5%**
Enjoy family time	12.7%	7.6%	9.0%	15.3%	**11.4%**
Have fun	3.6%	5.3%	5.0%	2.4%	**4.0%**
Explore the destination	49.4%	52.4%	48.8%	46.3%	**49.1%**
Practice their hobbies	3.2%	3.6%	2.6%	2.9%	**3.1%**
Other reasons	1.2%	2.0%	1.9%	3.0%	**2.1%**

How far in advance do they book their trip? 📅

	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	1.2%	1.3%	1.3%	0.7%	**1.1%**
Between 1 and 30 days	37.5%	29.3%	24.5%	23.8%	**28.5%**
Between 1 and 2 months	33.1%	31.7%	22.9%	25.6%	**28.1%**
Between 3 and 6 months	22.5%	29.6%	40.2%	37.1%	**32.7%**
More than 6 months	5.6%	8.2%	11.1%	12.9%	**9.6%**

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

2022Q1	5.6%
2022Q2	8.2%
2022Q3	11.1%
2022Q4	12.9%

Picture: Freepik.com

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	34.9%	24.4%	24.1%	36.3%	**30.1%**
Friends or relatives	28.7%	24.8%	25.2%	29.7%	**27.2%**
Internet or social media	60.9%	57.9%	64.4%	52.6%	**58.7%**
Mass Media	1.4%	2.5%	1.7%	2.8%	**2.1%**
Travel guides and magazines	15.5%	16.0%	16.2%	15.8%	**15.9%**
Travel Blogs or Forums	12.0%	11.2%	12.6%	12.7%	**12.2%**
Travel TV Channels	0.1%	0.0%	0.4%	0.1%	**0.2%**
Tour Operator or Travel Agency	13.7%	19.6%	21.5%	21.6%	**19.3%**
Public administrations or similar	0.5%	0.2%	0.7%	0.6%	**0.5%**
Others	3.9%	2.7%	2.9%	2.1%	**2.9%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	67.6%	58.1%	47.3%	59.7%	**58.1%**
- Tour Operator or Travel Agency	32.4%	41.9%	52.7%	40.3%	**41.9%**
Accommodation					
- Directly with the accommodation	52.3%	43.1%	39.1%	44.1%	**44.4%**
- Tour Operator or Travel Agency	47.7%	56.9%	60.9%	55.9%	**55.6%**

Where do they stay? 🛏

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	12.8%	8.5%	6.9%	8.0%	**9.0%**
4* Hotel	33.9%	42.0%	39.7%	37.5%	**38.3%**
5* Hotel / 5* Luxury Hotel	7.6%	7.6%	9.6%	7.0%	**7.9%**
Aparthotel / Tourist Villa	11.6%	11.4%	10.9%	10.2%	**11.0%**
House/room rented in a private dwelli	17.4%	16.6%	15.2%	14.4%	**15.8%**
Private accommodation [1]	6.9%	4.8%	3.8%	8.8%	**6.2%**
Others (Cottage, cruise, camping,..)	9.8%	9.1%	14.1%	14.1%	**11.9%**

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

What do they book? 🍽

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	40.6%	28.5%	31.6%	31.2%	**32.8%**
Bed and Breakfast	11.8%	10.8%	8.9%	10.1%	**10.3%**
Half board	14.4%	16.5%	14.1%	16.1%	**15.3%**
Full board	4.6%	9.4%	8.8%	8.5%	**7.9%**
All inclusive	28.6%	34.7%	36.6%	34.0%	**33.6%**

"

33.6% of turists book all inclusive.

28.6% 2022Q1	36.6% 2022Q3
34.7% 2022Q2	34.0% 2022Q4

Other expenses 📍

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	66.1%	61.3%	59.3%	64.7%	**62.9%**
Supermarkets	53.0%	46.5%	52.2%	51.8%	**50.9%**
Car rental	50.4%	52.5%	52.3%	50.1%	**51.3%**
Organized excursions	27.5%	35.2%	44.3%	39.8%	**37.0%**
Taxi, transfer, chauffeur service	29.8%	38.2%	45.0%	38.6%	**38.0%**
Theme Parks	7.2%	11.3%	13.6%	11.8%	**11.0%**
Sport activities	6.3%	4.7%	10.0%	11.6%	**8.3%**
Museums	10.3%	13.8%	12.0%	12.5%	**12.2%**
Flights between islands	12.2%	7.9%	10.4%	7.1%	**9.3%**

Activities in the Canary Islands 🚶🧍

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	0.2%	0.5%	1.3%	0.4%	**0.6%**
1 - 2 hours	0.9%	3.2%	10.5%	5.0%	**5.0%**
3 - 6 hours	20.3%	27.5%	26.7%	24.2%	**24.7%**
7 - 12 hours	68.7%	55.7%	50.3%	59.5%	**58.5%**
More than 12 hours	9.9%	13.0%	11.2%	10.9%	**11.2%**

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours
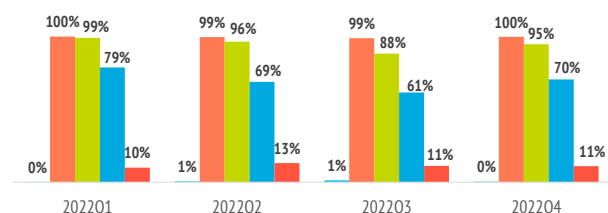
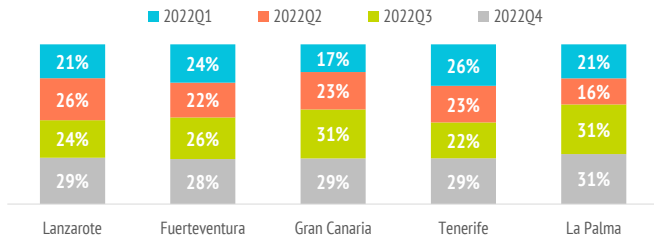| Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Beach	71.1%	69.4%	85.3%	76.0%	**75.6%**
Walk, wander	71.7%	72.3%	77.1%	73.3%	**73.6%**
Explore the island on their own	68.1%	61.8%	67.8%	63.2%	**65.2%**
Swimming pool, hotel facilities	47.3%	59.1%	73.3%	58.6%	**59.7%**
Hiking	42.6%	38.5%	28.2%	31.8%	**35.0%**
Organized excursions	19.2%	21.9%	31.2%	24.3%	**24.3%**
Sea excursions / whale watching	16.7%	20.1%	27.2%	17.8%	**20.4%**
Museums / exhibitions	16.8%	21.0%	21.9%	19.2%	**19.7%**
Wineries / markets / popular festiv	14.0%	14.6%	16.0%	14.0%	**14.6%**
Theme parks	14.0%	12.3%	17.8%	13.3%	**14.3%**
Taste Canarian gastronomy	14.0%	13.1%	14.5%	13.4%	**13.7%**
Other Nature Activities	14.2%	10.3%	12.2%	13.0%	**12.4%**
Nightlife / concerts / shows	8.6%	11.6%	15.0%	12.0%	**11.8%**
Beauty and health treatments	6.9%	7.7%	13.0%	8.7%	**9.1%**
Running	7.6%	4.8%	8.1%	9.8%	**7.7%**
Scuba Diving	5.1%	4.3%	10.6%	5.4%	**6.4%**
Surf	5.7%	4.3%	6.3%	5.1%	**5.4%**
Swim	10.1%	2.7%	4.9%	3.2%	**5.1%**
Practice other sports	5.3%	4.7%	6.8%	3.8%	**5.1%**
Astronomical observation	1.9%	1.3%	4.3%	3.7%	**2.9%**
Cycling / Mountain bike	3.4%	1.5%	1.6%	2.3%	**2.2%**
Windsurf / Kitesurf	1.5%	1.4%	2.2%	2.4%	**1.9%**
Golf	0.8%	0.2%	1.3%	1.6%	**1.0%**

* Multi-choise question

TOURIST PROFILE BY QUARTER OF TRIP (2022)
FRANCE

Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	34,046	42,330	37,789	46,535	**160,700**
Fuerteventura	30,291	27,377	32,899	35,458	**126,025**
Gran Canaria	20,652	27,937	36,446	34,091	**119,126**
Tenerife	72,181	63,496	62,449	79,465	**277,591**
La Palma	783	600	1,144	1,150	**3,677**

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	21.6%	26.2%	22.1%	23.7%	**23.4%**
Fuerteventura	19.2%	16.9%	19.3%	18.0%	**18.3%**
Gran Canaria	13.1%	17.3%	21.3%	17.3%	**17.3%**
Tenerife	45.7%	39.3%	36.6%	40.4%	**40.4%**
La Palma	0.5%	0.4%	0.7%	0.6%	**0.5%**

% TOURISTS BY ISLAND AND QUARTER OF TRIP

How many islands do they visit during their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	83.1%	88.3%	84.5%	87.2%	**85.8%**
Two islands	11.0%	10.9%	13.6%	11.4%	**11.7%**
Three or more islands	6.0%	0.8%	1.9%	1.5%	**2.4%**

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.62	8.75	8.40	8.70	**8.62**

Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	2.6%	5.0%	8.1%	4.5%	**5.1%**
Lived up to expectations	62.5%	63.3%	58.6%	59.8%	**61.0%**
Better or much better than expected	34.9%	31.7%	33.3%	35.7%	**34.0%**

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	8.34	8.26	7.62	8.41	**8.16**
Recommend visiting the Canary Islands	8.87	8.80	8.45	8.85	**8.74**

RETURN TO THE CANARY ISLANDS
Canary Islands: 8.16

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?
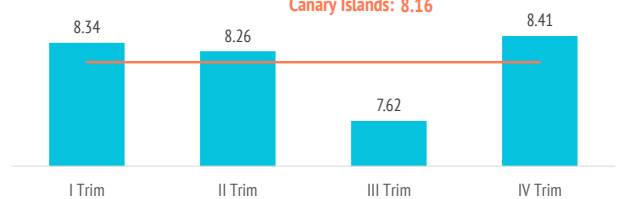
RECOMMEND VISITING THE CANARY ISLANDS
Canary Islands: 8.74
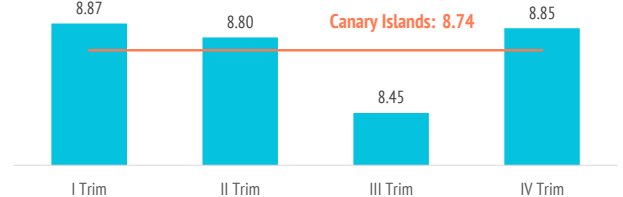
How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	50.6%	39.0%	36.9%	53.0%	45.2%
At least 10 previous visits	8.7%	4.2%	4.3%	9.5%	6.8%
Repeat tourists (last 5 years)	44.1%	35.1%	31.9%	48.3%	40.2%
Repeat tourists (last 5 years)(5 or more visits)	7.9%	3.8%	3.5%	10.2%	6.5%

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	7.9	8.1	8.0	8.1	**8.1**
Tolerance towards tourism	8.2	8.7	8.3	8.4	**8.4**
Cleanliness of the island	8.2	8.4	8.1	8.2	**8.2**
Air quality	8.3	8.6	8.3	8.2	**8.4**
Rational water consumption	7.3	7.5	7.3	7.4	**7.4**
Energy saving	6.8	6.9	6.7	6.8	**6.8**
Use of renewable energy	6.8	6.9	6.8	7.1	**6.9**
Recycling	6.9	7.0	6.8	7.1	**7.0**
Easy to get around by public transport	7.3	7.3	7.4	7.3	**7.3**
Overcrowding in tourist areas	6.6	6.7	6.9	6.7	**6.8**
Supply of local products	7.3	7.2	7.3	7.3	**7.3**

REPEAT TOURISTS

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

Where does the flight come from? 🌐

	2022Q1	2022Q2	2022Q3	2022Q4	2022
France	58.3%	70.1%	64.3%	63.8%	**64.1%**
Spanish Mainland	30.1%	18.5%	14.8%	16.5%	**19.7%**
Switzerland	5.7%	5.4%	4.6%	6.4%	**5.6%**
Belgium	1.3%	1.1%	6.6%	4.1%	**3.4%**
Others	4.5%	4.8%	9.7%	9.2%	**7.2%**

% TOURISTS BY QUARTER OF TRIP
- France
- Others

	I Trim	II Trim	III Trim	IV Trim
France	58%	70%	64%	64%
Others	42%	30%	36%	36%
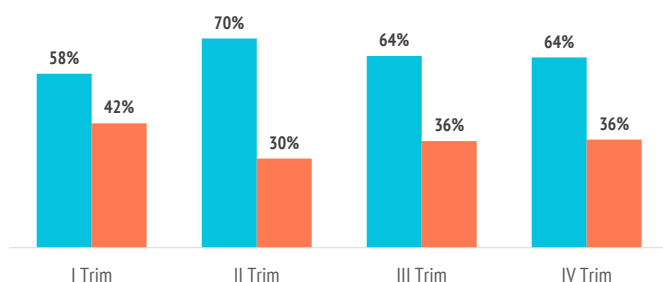
Who do they come with? 👪

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	3.8%	11.0%	4.7%	10.2%	**7.5%**
Only with partner	44.5%	42.5%	46.6%	39.7%	**43.2%**
Only with children (< 13 years old)	12.2%	8.3%	6.9%	6.1%	**8.2%**
Partner + children (< 13 years old)	8.3%	8.0%	6.3%	5.7%	**7.0%**
Other relatives	7.8%	5.2%	10.1%	10.0%	**8.4%**
Friends	7.2%	5.9%	8.6%	6.4%	**7.0%**
Work colleagues	0.6%	0.2%	0.6%	0.5%	**0.5%**
Organized trip	0.0%	1.9%	0.3%	1.1%	**0.8%**
Other combinations [(1)]	15.6%	17.1%	15.9%	20.4%	**17.4%**
(1) Different situations have been isolated					
Tourists with children	**23.6%**	**20.8%**	**17.4%**	**19.9%**	**20.3%**
- Between 0 and 2 years old	2.0%	1.5%	1.7%	1.0%	**1.5%**
- Between 3 and 12 years old	20.7%	18.5%	14.2%	17.0%	**17.5%**
- Between 0 -2 and 3-12 years	1.0%	0.8%	1.5%	1.9%	**1.3%**
Tourists without children	**76.4%**	**79.2%**	**82.6%**	**80.1%**	**79.7%**
Group composition:					
- 1 person	7.3%	13.8%	6.9%	13.0%	**10.3%**
- 2 people	53.4%	51.3%	56.5%	47.9%	**52.1%**
- 3 people	15.2%	11.1%	14.9%	11.1%	**13.0%**
- 4 or 5 people	21.2%	21.8%	18.5%	22.9%	**21.1%**
- 6 or more people	2.9%	1.9%	3.2%	5.1%	**3.4%**
Average group size:	**2.67**	**2.56**	**2.65**	**2.81**	**2.68**

People who share the main expenses of the trip

❞

14% of tourists travel with children.

2022Q1	23.6%
2022Q2	20.8%
2022Q3	17.4%
2022Q4	19.9%

(under the age of 13)

Who are they? 🧍

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	51.8%	48.1%	51.1%	47.4%	**49.5%**
Women	48.2%	51.9%	48.9%	52.6%	**50.5%**
Age					
Average age (tourist > 15 years old)	43.6	45.0	37.6	46.4	**43.2**
Standard deviation	14.7	15.3	14.1	15.4	**15.3**
Age range (> 15 years old)					
16 - 24 years old	8.7%	8.7%	21.5%	7.6%	**11.6%**
25 - 30 years old	15.0%	14.8%	19.4%	9.5%	**14.5%**
31 - 45 years old	35.4%	29.5%	27.9%	33.2%	**31.5%**
46 - 60 years old	26.5%	28.5%	24.6%	29.8%	**27.4%**
Over 60 years old	14.3%	18.5%	6.6%	19.9%	**15.0%**
Occupation					
Salaried worker	59.2%	59.3%	69.9%	57.2%	**61.3%**
Self-employed	12.4%	7.5%	7.1%	10.2%	**9.3%**
Unemployed	0.3%	1.5%	0.8%	0.5%	**0.7%**
Business owner	9.2%	10.5%	8.2%	8.3%	**9.0%**
Student	6.7%	3.9%	9.0%	4.8%	**6.1%**
Retired	10.8%	16.3%	3.6%	18.3%	**12.5%**
Unpaid domestic work	0.1%	0.3%	0.0%	0.0%	**0.1%**
Others	1.2%	0.7%	1.4%	0.7%	**1.0%**
Annual household income level					
Less than €25,000	11.4%	13.7%	15.7%	10.5%	**12.8%**
€25,000 - €49,999	46.3%	39.3%	36.1%	36.2%	**39.2%**
€50,000 - €74,999	24.0%	21.9%	29.1%	30.8%	**26.7%**
More than €74,999	18.4%	25.1%	19.1%	22.5%	**21.3%**
Education level					
No studies	0.2%	0.3%	0.6%	0.7%	**0.5%**
Primary education	0.6%	2.2%	0.4%	2.0%	**1.3%**
Secondary education	16.0%	15.8%	15.7%	20.3%	**17.1%**
Higher education	83.1%	81.7%	83.4%	77.1%	**81.1%**

AVERAGE AGE (> 15 years old)

2022Q1	43.6
2022Q2	45.0
2022Q3	37.6
2022Q4	46.4

% TOURISTS WITH INCOMES OVER €74,999
- 2022Q1 — 18%
- 2022Q2 — 25%
- 2022Q3 — 19%
- 2022Q4 — 23%
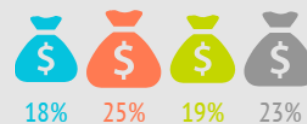
% SALARIED WORKER TOURISTS

2022Q1	59%
2022Q2	59%
2022Q3	70%
2022Q4	57%

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.