Tourist profile. Historical data: 2018 - 2022

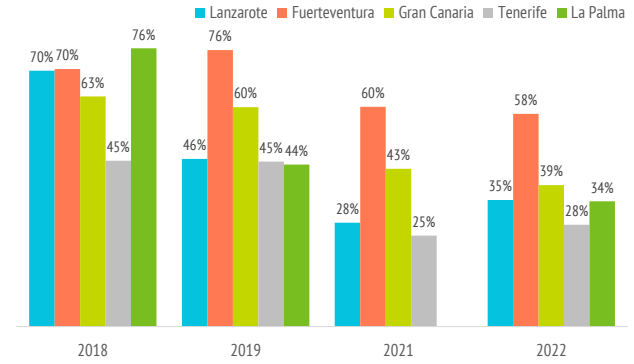
FRANCE

How many are they and how much do they spend?

	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**582**	**583**	**205**	**460**	**775**
Tourist arrivals > 15 years old (EGT) *(*)*	**506**	**513**	**180**	**400**	**691**
- book holiday package *(*)*	306	273	74	137	254
- do not book holiday package *(*)*	201	239	106	264	437
- % tourists who book holiday package	60.4%	53.3%	41.2%	34.2%	36.8%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	**1,125**	**1,087**	**--**	**1,154**	**1,228**
- book holiday package	1,183	1,167	--	1,266	1,356
- holiday package	996	981	--	1,046	1,144
- others	187	186	--	220	212
- do not book holiday package	1,036	996	--	1,096	1,153
- flight	300	275	--	253	297
- accommodation	384	372	--	421	424
- others	352	349	--	423	432
Average lenght of stay	**9.16**	**8.53**	**--**	**9.11**	**8.80**
- book holiday package	8.00	7.86	--	7.94	8.04
- do not book holiday package	10.94	9.29	--	9.72	9.24
Average daily expenditure (€)	**135.9**	**136.3**	**--**	**140.8**	**154.5**
- book holiday package	152.9	153.3	--	162.7	179.4
- do not book holiday package	109.8	116.9	--	129.4	140.0
Total turnover (> 15 years old) (€m)	**570**	**557**	**--**	**462**	**848**
- book holiday package	362	319	--	173	344
- do not book holiday package	208	238	--	289	504

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	94.1%	94.8%	--	92.5%	91.7%
Visiting family or friends	3.8%	3.2%	--	5.6%	6.2%
Business and work	0.8%	0.9%	--	1.0%	0.8%
Education and training	0.1%	0.1%	--	0.1%	0.2%
Sports training	0.3%	0.3%	--	0.3%	0.5%
Health or medical care	0.3%	0.0%	--	0.1%	0.0%
Fairs and congresses	0.2%	0.2%	--	0.1%	0.2%
Others	0.5%	0.5%	--	0.3%	0.4%

Aspectos más relevantes en la elección de Canarias

	2018	2019	2020	2021	2022
Climate	80.2%	77.8%	--	79.9%	74.2%
Landscapes	52.4%	55.4%	--	59.7%	58.4%
Sea	45.6%	47.9%	--	57.2%	49.7%
Tranquility	46.2%	50.7%	--	49.2%	49.3%
Safety	44.1%	45.2%	--	45.9%	45.1%
Environment	38.5%	42.6%	--	44.9%	43.3%
Price	43.4%	44.1%	--	38.7%	40.0%
European belonging	36.1%	35.4%	--	41.6%	37.8%
Beaches	35.6%	36.4%	--	44.5%	37.0%
Accommodation supply	42.3%	42.0%	--	36.9%	36.9%
Authenticity	33.3%	31.3%	--	34.9%	34.1%
Effortless trip	22.0%	23.8%	--	24.8%	27.1%
Exoticism	23.2%	22.8%	--	26.1%	23.9%
Gastronomy	19.6%	18.7%	--	26.3%	21.9%
Fun possibilities	13.1%	16.1%	--	17.5%	17.3%
Hiking trail network	15.5%	15.8%	--	19.5%	16.9%
Historical heritage	14.4%	15.5%	--	14.7%	15.5%
Culture	10.4%	11.4%	--	11.9%	12.7%
Shopping	15.1%	11.2%	--	12.9%	10.4%
Nightlife	5.7%	7.2%	--	9.1%	7.6%

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	38.2%	38.1%	--	35.2%	30.5%
Enjoy family time	8.5%	10.1%	--	8.0%	11.4%
Have fun	4.7%	4.9%	--	6.1%	4.0%
Explore the destination	44.7%	43.3%	--	45.0%	49.1%
Practice their hobbies	2.1%	1.8%	--	4.1%	3.1%
Other reasons	1.9%	1.9%	--	1.6%	2.1%

How far in advance do they book their trip?

	2018	2019	2020	2021	2022
The same day	1.0%	1.0%	--	1.5%	1.1%
Between 1 and 30 days	26.6%	22.5%	--	46.3%	28.5%
Between 1 and 2 months	25.1%	25.5%	--	26.8%	28.1%
Between 3 and 6 months	33.0%	37.1%	--	17.4%	32.7%
More than 6 months	14.4%	13.9%	--	8.1%	9.6%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	33.0%	31.5%	--	27.3%	30.1%
Friends or relatives	22.4%	25.0%	--	28.2%	27.2%
Internet or social media	55.3%	56.1%	--	58.0%	58.7%
Mass Media	1.6%	1.2%	--	3.7%	2.1%
Travel guides and magazines	15.9%	16.8%	--	13.9%	15.9%
Travel Blogs or Forums	6.3%	9.1%	--	15.8%	12.2%
Travel TV Channels	0.4%	0.8%	--	0.2%	0.2%
Tour Operator or Travel Agency	30.5%	28.5%	--	18.6%	19.3%
Public administrations or similar	0.5%	0.4%	--	1.1%	0.5%
Others	2.8%	2.0%	--	2.7%	2.9%

** Multi-choise question*

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

Tourist profile. Historical data: 2018 - 2022

FRANCE

With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	35.2%	43.7%	--	58.7%	58.1%
- Tour Operator or Travel Agency	64.8%	56.3%	--	41.3%	41.9%
Accommodation					
- Directly with the accommodation	27.2%	34.6%	--	45.9%	44.4%
- Tour Operator or Travel Agency	72.8%	65.4%	--	54.1%	55.6%

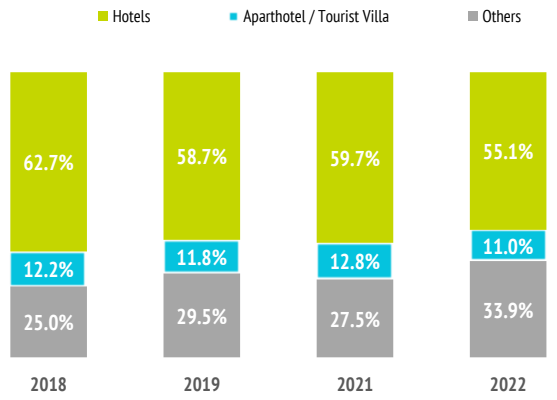
Where does the flight come from?

	2018	2019	2020	2021	2022
France	61.5%	55.6%	--	64.5%	64.1%
Mainland Spain	19.3%	26.3%	--	17.5%	19.7%
Switzerland	6.0%	5.5%	--	5.7%	5.6%
Belgium	5.6%	5.5%	--	4.4%	3.4%
Luxembourg	3.0%	2.7%	--	3.7%	3.1%
Portugal	0.3%	1.4%	--	2.1%	2.0%
Others	4.3%	3.0%	--	2.0%	2.2%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	15.3%	9.2%	--	10.7%	9.0%
4* Hotel	42.1%	40.8%	--	36.8%	38.3%
5* Hotel / 5* Luxury Hotel	5.3%	8.6%	--	12.3%	7.9%
Aparthotel / Tourist Villa	12.2%	11.8%	--	12.8%	11.0%
House/room rented in a private dwelling	8.5%	11.7%	10.2%	11.0%	15.8%
Private accommodation (1)	4.6%	6.7%	6.3%	6.5%	6.2%
Others (Cottage, cruise, camping,..)	11.9%	11.1%	8.3%	10.0%	11.9%

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



What do they book?

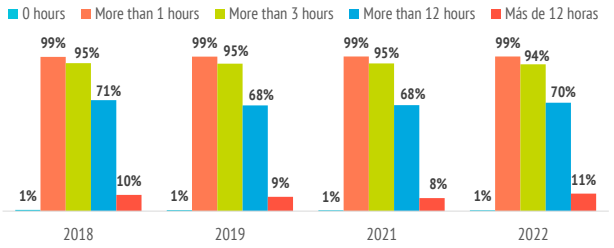
	2018	2019	2020	2021	2022
Room only	22.7%	25.0%	--	31.5%	32.8%
Bed and Breakfast	7.4%	7.9%	--	16.8%	10.3%
Half board	17.8%	17.8%	--	15.3%	15.3%
Full board	9.0%	9.0%	--	6.3%	7.9%
All inclusive	43.0%	40.3%	--	30.1%	33.6%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	53.6%	52.6%	--	64.7%	62.9%
Supermarkets	41.6%	42.7%	--	53.7%	50.9%
Car rental	38.6%	43.5%	--	52.6%	51.3%
Organized excursions	34.3%	31.8%	--	36.1%	37.0%
Taxi, transfer, chauffeur service	53.7%	45.9%	--	36.5%	38.0%
Theme Parks	7.7%	6.8%	--	7.2%	11.0%
Sport activities	6.4%	7.6%	--	10.6%	8.3%
Museums	10.1%	11.9%	--	10.1%	12.2%
Flights between islands	7.6%	6.4%	--	9.5%	9.3%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.8%	0.7%	--	0.6%	0.6%
1 - 2 hours	4.0%	4.5%	--	4.4%	5.0%
3 - 6 hours	23.8%	26.8%	--	26.8%	24.7%
7 - 12 hours	60.9%	58.8%	--	59.7%	58.5%
More than 12 hours	10.5%	9.2%	--	8.4%	11.2%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	69.4%	70.7%	--	80.7%	75.6%
Walk, wander	73.4%	73.9%	--	74.7%	73.6%
Explore the island on their own	58.4%	57.9%	--	62.2%	65.2%
Swimming pool, hotel facilities	64.5%	64.2%	--	63.9%	59.7%
Hiking	--	--	--	35.4%	35.0%
Organized excursions	27.7%	24.9%	--	21.7%	24.3%
Sea excursions / whale watching	13.3%	14.5%	--	19.6%	20.4%
Museums / exhibitions	16.5%	21.8%	--	18.2%	19.7%
Wineries / markets / popular festivals	16.5%	15.8%	--	12.4%	14.6%
Theme parks	12.8%	13.2%	--	11.0%	14.3%
Taste Canarian gastronomy	14.6%	14.2%	--	14.3%	13.7%
Other Nature Activities	--	--	--	11.6%	12.4%
Nightlife / concerts / shows	10.7%	9.3%	--	11.0%	11.8%
Beauty and health treatments	9.4%	7.0%	--	8.9%	9.1%
Running	--	--	--	8.6%	7.7%
Scuba Diving	--	--	--	6.2%	6.4%
Surf	--	--	--	8.1%	5.4%
Swim	--	--	--	38.5%	5.1%
Practice other sports	--	--	--	6.4%	5.1%
Astronomical observation	1.3%	2.7%	--	3.1%	2.9%
Cycling / Mountain bike	--	--	--	3.7%	2.2%
Windsurf / Kitesurf	--	--	--	2.8%	1.9%
Golf	--	--	--	2.5%	1.0%

** Multi-choise question*

Tourist profile. Historical data: 2018 - 2022

FRANCE

Which island do they choose?

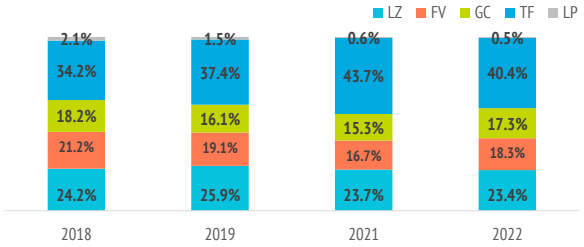
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	121,961	131,768	--	94,145	160,700
Fuerteventura	107,031	97,545	--	66,526	126,025
Gran Canaria	91,787	81,909	--	60,838	119,126
Tenerife	172,603	190,802	--	174,045	277,591
La Palma	10,576	7,686	--	2,294	3,677

Share by islands	2018	2019	2020	2021	2022
Lanzarote	24.2%	25.9%	--	23.7%	23.4%
Fuerteventura	21.2%	19.1%	--	16.7%	18.3%
Gran Canaria	18.2%	16.1%	--	15.3%	17.3%
Tenerife	34.2%	37.4%	--	43.7%	40.4%
La Palma	2.1%	1.5%	--	0.6%	0.5%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	84.1%	88.9%	--	87.0%	85.8%
Two islands	13.2%	9.5%	--	10.7%	11.7%
Three or more islands	2.8%	1.6%	--	2.3%	2.4%

% TOURISTS BY ISLANDS



How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	47.5%	45.9%	--	42.9%	45.2%
At least 10 previous visits	6.8%	5.6%	--	6.6%	6.8%
Repeat tourists (last 5 years)	43.8%	43.3%	--	40.4%	40.2%
Repeat tourists (last 5 years) (5 or more	10.1%	9.7%	--	6.8%	6.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.31	8.47	--	8.67	8.62

Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	5.5%	4.7%	--	6.1%	5.1%
Lived up to expectations	68.7%	63.6%	--	55.8%	61.0%
Better or much better than expected	25.8%	31.7%	--	38.0%	34.0%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	7.89	8.11	--	8.15	8.16
Recommend visiting the Canary Islands	8.47	8.59	--	8.68	8.74

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	47.6%	52.2%	--	51.2%	49.5%
Women	52.4%	47.8%	--	48.8%	50.5%
Age					
Average age (tourist > 15 years old)	47.8	46.4	--	41.9	43.2
Standard deviation	15.1	15.1	--	15.0	15.3
Age range (> 15 years old)					
16 - 24 years old	6.0%	6.9%	--	11.7%	11.6%
25 - 30 years old	11.3%	12.7%	--	18.6%	14.5%
31 - 45 years old	26.7%	28.0%	--	30.0%	31.5%
46 - 60 years old	32.2%	33.3%	--	26.7%	27.4%
Over 60 years old	23.8%	19.1%	--	13.0%	15.0%
Occupation					
Salaried worker	56.7%	61.4%	--	65.1%	61.3%
Self-employed	9.4%	8.7%	--	9.6%	9.3%
Unemployed	1.0%	0.9%	--	1.1%	0.7%
Business owner	6.5%	7.1%	--	7.3%	9.0%
Student	3.5%	3.7%	--	5.1%	6.1%
Retired	21.8%	16.8%	--	10.4%	12.5%
Unpaid domestic work	0.2%	0.4%	--	0.4%	0.1%
Others	0.9%	0.9%	--	1.0%	1.0%
Annual household income level					
Less than €25,000	14.9%	14.0%	--	14.8%	12.8%
€25,000 - €49,999	42.2%	46.9%	--	42.1%	39.2%
€50,000 - €74,999	28.4%	22.4%	--	22.4%	26.7%
More than €74,999	14.5%	16.7%	--	20.7%	21.3%
Education level					
No studies	0.8%	0.8%	--	0.9%	0.5%
Primary education	1.6%	2.2%	--	2.4%	1.3%
Secondary education	23.3%	23.4%	--	16.8%	17.1%
Higher education	74.3%	73.5%	--	80.0%	81.1%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	7.0%	5.7%	--	10.4%	7.5%
Only with partner	47.7%	48.8%	--	49.4%	43.2%
Only with children (< 13 years old)	7.0%	7.9%	--	4.3%	8.2%
Partner + children (< 13 years old)	5.6%	6.6%	--	4.0%	7.0%
Other relatives	6.6%	7.2%	--	8.8%	8.4%
Friends	7.4%	5.3%	--	10.5%	7.0%
Work colleagues	0.4%	0.2%	--	0.3%	0.5%
Organized trip	0.4%	0.5%	--	0.2%	0.8%
Other combinations (1)	18.0%	17.9%	--	12.1%	17.4%
(2) Combinación de algunos de los grupos anteriormente analizados					
Tourists with children	**17.0%**	**19.9%**	**--**	**12.1%**	**20.3%**
- Between 0 and 2 years old	1.1%	1.6%	--	1.7%	1.5%
- Between 3 and 12 years old	14.9%	16.9%	--	9.4%	17.5%
- Between 0 -2 and 3-12 years old	1.0%	1.3%	--	0.9%	1.3%
Tourists without children	**83.0%**	**80.1%**	**--**	**87.9%**	**79.7%**
Group composition:					
- 1 person	9.3%	8.0%	--	13.1%	10.3%
- 2 people	56.6%	55.2%	--	59.2%	52.1%
- 3 people	12.0%	14.2%	--	10.6%	13.0%
- 4 or 5 people	19.0%	19.5%	--	14.7%	21.1%
- 6 or more people	3.1%	3.0%	--	2.3%	3.4%
Average group size:	**2.61**	**2.65**	**--**	**2.43**	**2.68**

**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.