PROFILE OF TOURIST BY COMPANIONS
2023

Canary Islands — LATITUDE OF LIFE
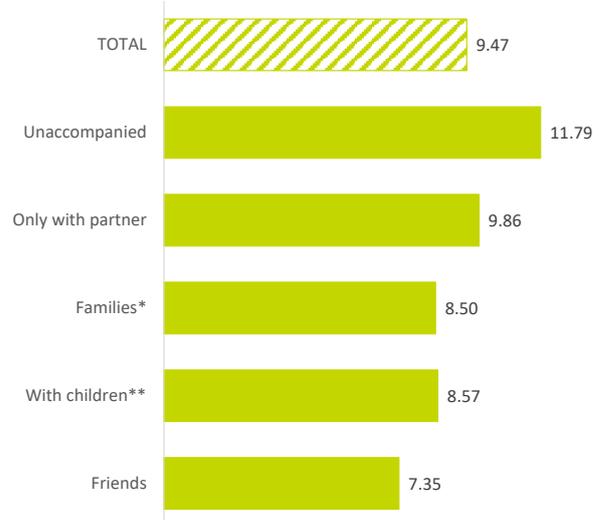
TOURIST EXPENDITURE

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	1,421,638	6,707,908	1,588,321	2,385,517	1,001,490
% Tourists	100%	10.1%	47.5%	11.3%	16.9%	7.1%
- Lanzarote	2,601,667	147,250	1,279,570	319,157	508,667	167,462
- Fuerteventura	1,984,658	213,423	945,379	243,890	349,536	124,311
- Gran Canaria	3,737,159	551,109	1,676,080	369,992	543,903	288,447
- Tenerife	5,601,943	492,893	2,711,109	639,811	962,532	409,968
- La Palma	133,951	9,743	73,260	11,550	15,459	7,241
% tourists who book holiday package	47.7%	25.4%	53.4%	53.2%	52.0%	36.1%
Expenditure per tourist (€)	1,387	1,366	1,357	1,971	1,858	893
- book holiday package	1,596	1,873	1,508	2,134	2,031	1,103
- holiday package	1,319	1,544	1,222	1,813	1,736	886
- others	277	329	286	321	296	218
- do not book holiday package	1,196	1,193	1,185	1,786	1,670	773
- flight	328	322	294	562	517	239
- accommodation	420	318	443	694	652	225
- others	448	553	448	531	500	310
Average lenght of stay	9.47	11.79	9.86	8.50	8.57	7.35
Average daily expenditure (€)	167.8	159.0	156.8	246.7	233.5	128.7
Average daily expenditure without flight (€)	120.2	113.1	115.3	170.6	161.7	90.9
Average cost of the flight (€)	387.4	368.8	356.8	605.4	568.9	260.9
Total turnover (≥ 16 years old) (€m)	19,565	1,942	9,105	3,131	4,432	894
% Turnover	100%	9.9%	46.5%	16.0%	22.7%	4.6%

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)
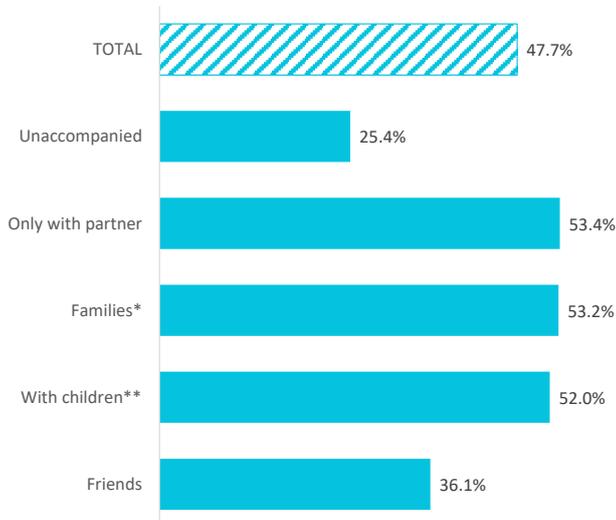
TOTAL	47.7%
Unaccompanied	25.4%
Only with partner	53.4%
Families*	53.2%
With children**	52.0%
Friends	36.1%

AVERAGE LENGHT OF STAY

TOTAL	9.47
Unaccompanied	11.79
Only with partner	9.86
Families*	8.50
With children**	8.57
Friends	7.35

EXPENDITURE PER TOURIST (€)

TOTAL	1,387
Unaccompanied	1,366
Only with partner	1,357
Families*	1,971
With children**	1,858
Friends	893

DAILY EXPENDITURE WITHOUT FLIGHT (€)

TOTAL	387.4
Unaccompanied	368.8
Only with partner	356.8
Families*	605.4
With children**	568.9
Friends	260.9
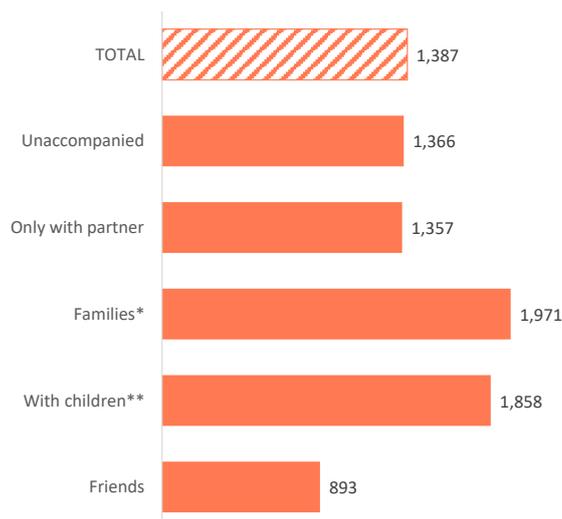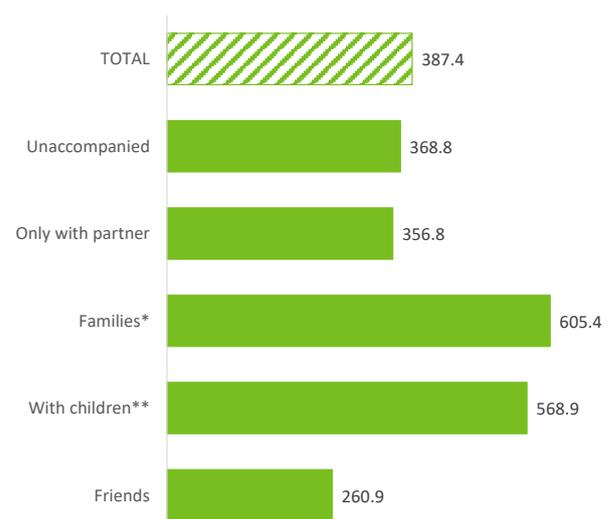
Note: *Families: single or couple with children under 13 years of age. **With children: accompanied by children under 13 years of age

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

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Accommodation:						
- Accommodation	**83.7%**	57.6%	88.5%	89.3%	88.4%	82.3%
- Additional accommodation expenses	**7.1%**	4.9%	7.2%	8.0%	7.8%	7.1%
Transport:						
- National/International Transport	**94.9%**	91.9%	96.3%	96.2%	95.3%	95.4%
- Flights between islands	**5.6%**	6.9%	5.5%	5.7%	5.3%	5.2%
- Taxi	**52.6%**	38.9%	55.4%	53.9%	54.6%	47.0%
- Car rental	**32.4%**	17.7%	33.7%	36.7%	35.0%	34.6%
- Public transport	**11.2%**	20.7%	11.9%	6.0%	6.1%	13.4%
Food and drink:						
- Food purchases at supermarkets	**58.8%**	61.0%	58.4%	58.2%	57.5%	62.7%
- Restaurants	**66.5%**	68.7%	68.5%	56.9%	57.6%	70.5%
Leisure:						
- Organized excursions	**24.7%**	14.1%	25.2%	29.4%	27.6%	24.5%
- Sport activities	**8.1%**	8.3%	6.7%	9.3%	9.4%	9.0%
- Cultural activities	**2.8%**	3.3%	2.7%	2.9%	3.0%	2.8%
- Museums	**5.5%**	4.6%	5.8%	5.3%	5.1%	6.1%
- Theme Parks	**10.9%**	3.8%	8.2%	24.0%	23.7%	9.4%
- Discos and pubs	**10.7%**	15.1%	10.2%	4.1%	5.5%	21.5%
- Wellness	**5.3%**	5.9%	5.7%	3.6%	4.2%	4.2%
Purchases of goods:						
- Souvenirs	**41.5%**	33.2%	41.9%	45.1%	45.0%	37.2%
- Real state	**0.2%**	0.2%	0.1%	0.1%	0.2%	0.2%
- Other expenses	**0.8%**	1.2%	0.8%	0.6%	0.7%	0.6%
Other:						
- Medical or pharmaceutical expenses	**7.7%**	5.8%	7.9%	8.9%	9.1%	6.0%
- Other expenses	**5.4%**	5.4%	5.5%	6.1%	6.0%	4.8%

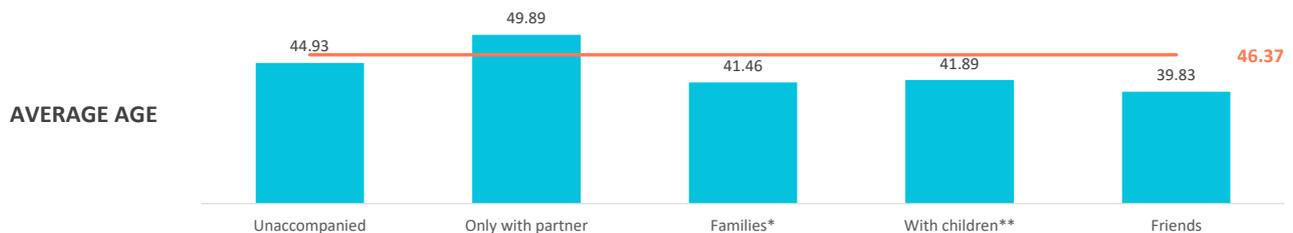## Average expenditure of tourists whose spending has been greater than €0 in each item

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Expenditure per tourist and trip (€)						
Accommodation:	**866**	**1,068**	**825**	**1,194**	**1,150**	**495**
- Accommodation	709	801	673	1,006	965	400
- Additional accommodation expenses	157	267	152	187	185	95
Transport:	**733**	**921**	**682**	**1,010**	**952**	**547**
- National/International Transport	408	402	371	629	597	274
- Flights between islands	84	132	72	106	105	85
- Taxi	89	136	89	100	89	71
- Car rental	122	208	125	143	132	85
- Public transport	29	44	25	32	30	33
Food and drink:	**306**	**409**	**305**	**351**	**335**	**205**
- Food purchases at supermarkets	108	171	100	121	119	73
- Restaurants	199	238	205	230	216	132
Leisure:	**535**	**814**	**499**	**611**	**570**	**404**
- Organized excursions	95	141	88	122	117	66
- Sport activities	99	179	89	107	97	72
- Cultural activities	58	83	56	77	68	41
- Museums	39	44	36	50	51	41
- Theme Parks	71	72	58	94	88	56
- Discos and pubs	99	159	101	95	85	77
- Wellness	74	136	72	65	65	52
Purchases of goods:	**1,242**	**1,580**	**2,214**	**642**	**502**	**299**
- Souvenirs	87	140	82	101	92	73
- Real state	934	925	1,968	118	76	88
- Other expenses	221	515	164	424	334	138
Other:	**138**	**341**	**119**	**123**	**115**	**127**
- Medical or pharmaceutical expenses	47	115	45	43	38	34
- Other expenses	91	226	75	80	77	92

TOURIST PROFILE

Who are they?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Gender						
Percentage of men	**48.2%**	54.4%	49.9%	49.1%	47.8%	41.7%
Percentage of women	**51.8%**	45.6%	50.1%	50.9%	52.2%	58.3%
Age						
Average age	**46.37**	44.93	49.89	41.46	41.89	39.83
Standard deviation	**16.8**	17.2	17.7	7.6	9.9	17.4
Age range						
16-24 years old	**11.1%**	13.5%	9.3%	0.5%	2.7%	22.8%
25-30 years old	**10.8%**	13.2%	11.7%	4.3%	4.8%	18.6%
31-45 years old	**28.7%**	27.9%	19.4%	71.9%	66.3%	25.1%
46-60 years old	**25.2%**	22.9%	24.8%	20.8%	20.2%	15.7%
Over 60 years old	**24.2%**	22.5%	34.8%	2.6%	5.9%	17.7%
Occupation						
Salaried worker	**55.7%**	52.3%	51.7%	69.1%	66.4%	57.9%
Self-employed	**10.8%**	13.0%	9.5%	12.8%	12.7%	10.1%
Unemployed	**0.9%**	1.4%	0.7%	0.5%	0.7%	1.4%
Business owner	**8.1%**	7.7%	6.8%	12.6%	11.8%	6.7%
Student	**4.2%**	6.4%	2.5%	1.3%	1.9%	8.9%
Retired	**18.9%**	17.1%	27.8%	2.2%	4.8%	13.1%
Unpaid domestic work	**0.6%**	0.2%	0.4%	1.0%	1.1%	0.5%
Others	**0.9%**	1.9%	0.6%	0.4%	0.5%	1.4%
Annual household income level						
Less than €25,000	**13.1%**	21.1%	11.9%	7.3%	8.3%	20.3%
€25,000 - €49,999	**34.9%**	41.2%	36.5%	26.6%	27.2%	38.4%
€50,000 - €74,999	**24.4%**	20.5%	25.1%	27.0%	26.7%	20.7%
More than €74,999	**27.7%**	17.2%	26.5%	39.1%	37.9%	20.6%
Education level						
No studies	**4.0%**	2.5%	4.3%	3.9%	5.0%	3.0%
Primary education	**1.9%**	2.2%	2.0%	1.5%	1.5%	1.7%
Secondary education	**20.1%**	18.0%	21.9%	17.1%	17.1%	18.7%
Higher education	**73.9%**	77.3%	71.8%	77.5%	76.4%	76.6%

AVERAGE AGE

Unaccompanied	Only with partner	Families*	With children**	Friends	
44.93	49.89	41.46	41.89	39.83	**46.37**

Who do they come with?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Unaccompanied	**10.1%**	100%	--	--	--	--
Only with partner	**47.5%**	--	100%	--	--	--
Only with children (< 13 years old)	**4.4%**	--	--	39.2%	26.1%	--
Partner + children (< 13 years old)	**6.8%**	--	--	60.8%	40.5%	--
Other relatives	**10.0%**	--	--	--	13.6%	--
Friends	**7.1%**	--	--	--	0.9%	100%
Work colleagues	**0.6%**	--	--	--	--	--
Organized trip	**0.2%**	--	--	--	0.1%	--
Other combinations (2)	**13.3%**	--	--	--	18.8%	--
(2) Different situations have been isolated						
Tourists with children	**16.9%**	**--**	**--**	**100%**	**100%**	**2.2%**
- Between 0 and 2 years old	**1.5%**	--	--	9.1%	8.7%	0.2%
- Between 3 and 12 years old	**14.1%**	--	--	85.1%	83.6%	1.9%
- Between 0 -2 and 3-12 years old	**1.3%**	--	--	5.8%	7.7%	0.1%
Tourists without children	**83.1%**	**100%**	**100%**	**--**	**--**	**97.8%**
Group composition:						
- 1 person	**12.6%**	100%	1.7%	--	--	8.1%
- 2 people	**55.3%**	--	95.7%	5.6%	4.4%	52.5%
- 3 people	**12.1%**	--	1.1%	38.9%	31.7%	14.7%
- 4 or 5 people	**16.0%**	--	1.2%	52.1%	49.3%	18.1%
- 6 or more people	**4.0%**	--	0.3%	3.4%	14.6%	6.7%
Average group size:	**2.57**	**1.00**	**2.04**	**3.69**	**4.26**	**2.83**

*People who share the main expenses of the trip

TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Holidays	90.0%	59.9%	94.8%	94.0%	94.8%	90.4%
Family reasons	6.9%	27.6%	3.9%	5.2%	4.5%	6.1%
Business	1.6%	8.0%	0.4%	0.3%	0.3%	0.4%
Education and training	0.2%	1.2%	0.1%	0.1%	0.0%	0.3%
Sports training	0.5%	1.4%	0.2%	0.2%	0.2%	1.5%
Health	0.1%	0.4%	0.1%	0.0%	0.0%	0.3%
Conventions and Exhibitions	0.2%	0.4%	0.1%	0.0%	0.0%	0.1%
Others	0.5%	1.1%	0.5%	0.1%	0.2%	1.1%

What is the main motivation for their holidays?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Rest	50.9%	45.9%	60.9%	30.7%	31.8%	43.0%
Enjoy family time	15.6%	20.9%	4.7%	44.7%	44.0%	2.1%
Have fun	9.2%	8.4%	8.0%	6.7%	7.7%	23.7%
Explore the destination	20.7%	16.5%	23.2%	16.5%	15.1%	24.6%
Practice their hobbies	2.0%	4.3%	1.7%	0.8%	0.6%	4.1%
Other reasons	1.7%	3.9%	1.6%	0.7%	0.7%	2.4%

REST
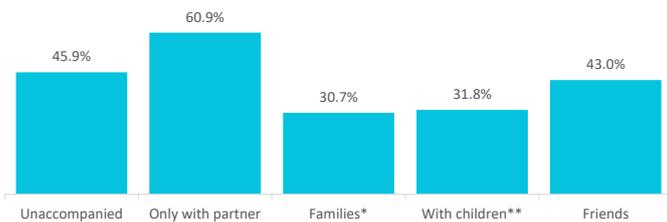
EXPLORE THE DESTINATION
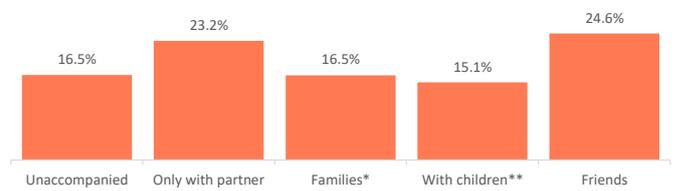
Importance of each factor in the destination choice

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Climate	75.1%	67.9%	76.1%	78.4%	77.8%	72.4%
Safety	54.6%	48.7%	54.9%	59.1%	59.7%	48.5%
Tranquility	47.9%	49.3%	50.8%	43.8%	42.7%	41.7%
Sea	45.4%	51.1%	44.4%	45.4%	44.4%	47.5%
Accommodation supply	42.9%	29.1%	45.3%	45.7%	45.7%	36.4%
Beaches	38.8%	43.0%	37.1%	40.5%	39.8%	41.3%
Effortless trip	38.3%	38.2%	40.0%	36.6%	36.9%	35.9%
Price	37.3%	34.2%	37.2%	38.1%	38.7%	38.7%
European belonging	35.3%	37.6%	35.8%	34.4%	34.5%	31.3%
Landscapes	35.0%	41.3%	35.3%	30.7%	29.9%	39.9%
Environment	34.6%	37.2%	35.2%	31.7%	32.6%	36.0%
Gastronomy	26.9%	26.9%	28.9%	21.9%	22.3%	25.8%
Fun possibilities	24.0%	23.6%	20.6%	29.6%	29.8%	29.4%
Authenticity	22.6%	25.5%	22.4%	21.5%	21.3%	23.9%
Exoticism	12.0%	12.9%	11.7%	11.1%	11.3%	14.7%
Hiking trail network	10.4%	15.1%	10.7%	7.4%	7.1%	12.6%
Shopping	9.6%	10.1%	9.3%	7.2%	8.1%	11.0%
Culture	9.5%	12.4%	9.3%	8.5%	8.5%	9.6%
Historical heritage	9.1%	12.3%	9.1%	7.8%	7.3%	8.4%
Nightlife	8.4%	12.8%	7.3%	3.7%	4.6%	18.8%

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 channels did they use to get information about the trip?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Previous visits to the Canary Islands	49.0%	44.8%	51.7%	46.2%	48.1%	36.9%
Friends or relatives	29.6%	39.2%	24.6%	28.3%	30.3%	43.9%
Internet or social media	53.0%	42.1%	54.6%	58.9%	56.2%	54.8%
Mass Media	2.1%	1.1%	2.0%	2.1%	2.2%	2.1%
Travel guides and magazines	7.0%	3.5%	7.6%	7.0%	6.8%	6.6%
Travel Blogs or Forums	6.7%	4.1%	7.2%	7.7%	7.1%	7.0%
Travel TV Channels	0.8%	0.6%	0.8%	0.6%	0.7%	0.7%
Tour Operator or Travel Agency	20.4%	11.7%	21.9%	23.2%	21.9%	14.1%
Public administrations or similar	0.7%	0.7%	0.6%	0.7%	0.6%	0.9%
Others	3.2%	5.4%	2.6%	2.4%	2.8%	3.4%

* Multi-choise question

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
The same day	0.7%	2.2%	0.6%	0.4%	0.4%	1.0%
Between 1 and 30 days	23.5%	42.9%	22.7%	18.5%	17.0%	24.5%
Between 1 and 2 months	24.6%	26.0%	25.7%	21.9%	20.1%	28.7%
Between 3 and 6 months	32.4%	20.9%	33.0%	35.0%	35.4%	33.3%
More than 6 months	18.8%	8.0%	18.0%	24.2%	27.1%	12.5%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS

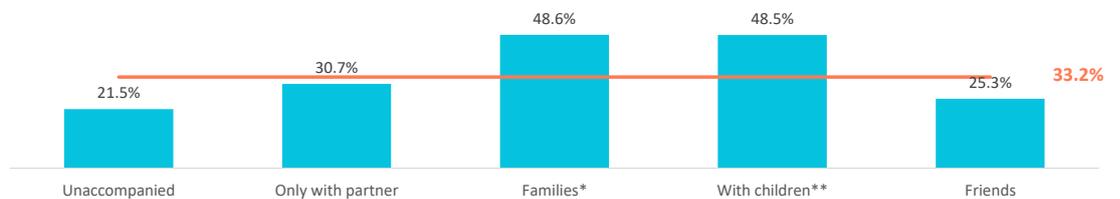|	Unaccompanied	Only with partner	Families*	With children**	Friends
	8.0%	18.0%	24.2%	27.1%	12.5%

18.8%
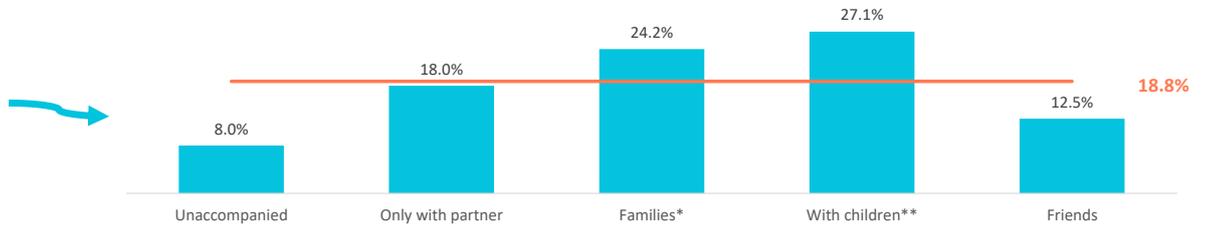
With whom did they book their flight and accommodation?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Flight						
- Directly with the airline	49.6%	65.7%	45.9%	46.3%	47.5%	58.4%
- Tour Operator or Travel Agency	50.4%	34.3%	54.1%	53.7%	52.5%	41.6%
Accommodation						
- Directly with the accommodation	36.7%	44.7%	34.2%	35.9%	37.2%	44.6%
- Tour Operator or Travel Agency	63.3%	55.3%	65.8%	64.1%	62.8%	55.4%

What do they book?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Room only	29.1%	39.2%	26.9%	19.7%	21.3%	44.1%
Bed and Breakfast	14.3%	17.7%	16.3%	9.7%	9.5%	14.0%
Half board	20.1%	17.8%	23.4%	17.5%	16.5%	13.1%
Full board	3.3%	3.8%	2.6%	4.4%	4.2%	3.4%
All inclusive	33.2%	21.5%	30.7%	48.6%	48.5%	25.3%

% TOURISTS WHO BOOK ALL INCLUSIVE

	Unaccompanied	Only with partner	Families*	With children**	Friends
	21.5%	30.7%	48.6%	48.5%	25.3%

33.2%

ACCOMMODATION

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
1-2-3* Hotel	10.7%	10.0%	10.1%	11.9%	11.8%	12.0%
4* Hotel	38.6%	24.5%	42.3%	43.9%	42.9%	29.5%
5* Hotel / 5* Luxury Hotel	9.9%	4.6%	11.0%	12.8%	12.4%	5.4%
Aparthotel / Tourist Villa	15.8%	11.2%	15.4%	14.5%	15.3%	20.5%
House/room rented in a private dwelling	7.8%	8.4%	7.4%	5.0%	5.2%	13.2%
Private accommodation [(1)]	9.0%	31.3%	6.2%	6.1%	5.6%	9.2%
Others (Cottage, cruise, camping,..)	8.2%	9.9%	7.6%	5.8%	6.8%	10.2%

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

TYPE OF ACCOMMODATION

Hotels · Aparthotel / Tourist Villa · Others

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Others	24.9%	49.7%	21.1%	16.9%	17.6%	32.6%
Aparthotel / Tourist Villa	15.8%	11.2%	15.4%	14.5%	15.3%	20.5%
Hotels	59.2%	39.2%	63.5%	68.6%	67.1%	46.9%
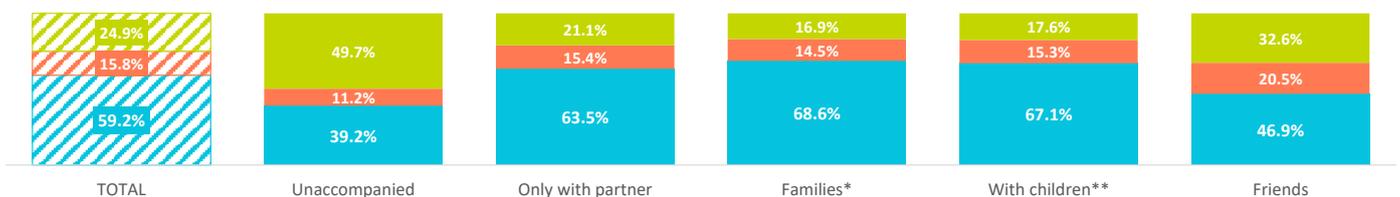
SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Average rating	**8.82**	8.75	8.83	8.83	8.83	8.76

Experience in the Canary Islands	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Worse or much worse than expected	**2.5%**	2.6%	2.4%	2.1%	2.4%	2.7%
Lived up to expectations	**54.0%**	56.3%	55.1%	52.7%	52.2%	52.3%
Better or much better than expected	**43.5%**	41.1%	42.5%	45.2%	45.5%	45.0%

Future intentions (scale 1-10)	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Return to the Canary Islands	**8.83**	9.01	8.83	8.80	8.81	8.64
Recommend visiting the Canary Islands	**9.04**	9.11	9.06	9.03	9.05	8.89

RETURN TO THE CANARY

0 10

8.83 TOTAL

	Unaccompanied	Only with partner	Families*	With children**	Friends
	9.01 / 9.11	8.83 / 9.06	8.80 / 9.03	8.81 / 9.05	8.64 / 8.89

RECOMMEND VISITING THE CANARY ISLANDS

0 10
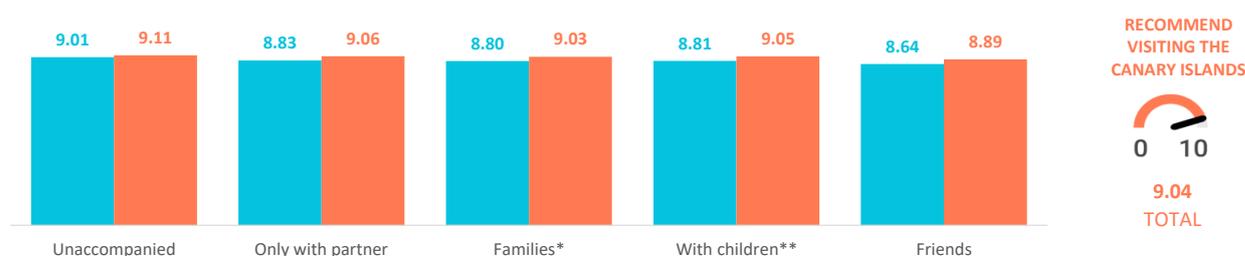
9.04 TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Repeat tourists	**72.5%**	74.1%	73.6%	71.0%	72.6%	61.7%
At least 10 previous visits	**19.6%**	30.0%	21.0%	11.9%	13.2%	12.4%
Repeat tourists (last 5 years)	**65.0%**	68.9%	66.8%	61.4%	63.2%	54.4%
Repeat tourists (last 5 years) (5 or more visits)	**15.6%**	28.8%	16.5%	8.6%	9.4%	10.6%

■ Repeat tourists   ■ Repeat tourists (last 5 years) (5 or more visits)

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Repeat tourists	72.5%	74.1%	73.6%	71.0%	72.6%	61.7%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	28.8%	16.5%	8.6%	9.4%	10.6%
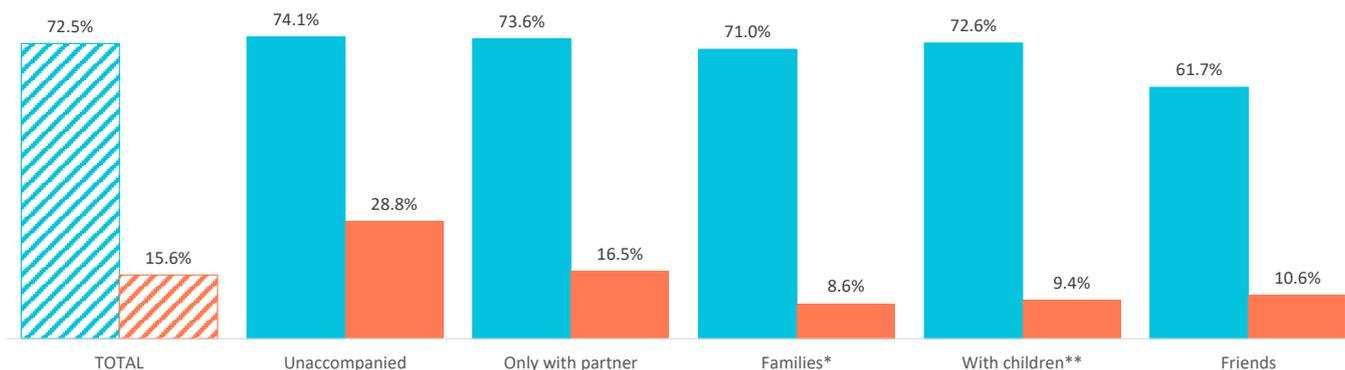
ISLANDS

How many islands do they visit during their trip?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
One island	**92.1%**	89.3%	92.3%	92.8%	92.9%	93.3%
Two islands	**6.7%**	8.7%	6.6%	6.0%	5.9%	5.9%
Three or more islands	**1.2%**	2.0%	1.1%	1.2%	1.2%	0.7%

Visited islands during their trip (with overnight staying)

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Lanzarote	**19.0%**	11.4%	19.6%	20.6%	21.8%	17.1%
Fuerteventura	**14.8%**	16.2%	14.8%	16.0%	15.4%	13.4%
Gran Canaria	**27.2%**	40.2%	25.5%	24.0%	23.4%	29.4%
Tenerife	**40.5%**	36.4%	41.2%	40.7%	40.9%	41.6%
La Gomera	**0.5%**	0.9%	0.6%	0.3%	0.3%	0.4%
La Palma	**1.4%**	1.5%	1.4%	1.3%	1.2%	1.1%
El Hierro	**0.2%**	0.5%	0.2%	0.0%	0.0%	0.2%
Cruise	**0.2%**	0.2%	0.2%	0.3%	0.2%	0.1%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
0 hours	**2.3%**	2.2%	1.9%	4.1%	3.9%	1.7%
1 - 2 hours	**10.6%**	5.9%	10.2%	16.2%	15.8%	7.0%
3 - 6 hours	**33.3%**	26.5%	34.1%	36.7%	37.3%	25.0%
7 - 12 hours	**45.2%**	52.5%	45.9%	38.2%	37.7%	51.2%
More than 12 hours	**8.6%**	13.0%	7.9%	4.8%	5.3%	15.0%
Outdoor time per day	**7.3**	8.4	7.3	6.2	6.3	8.6
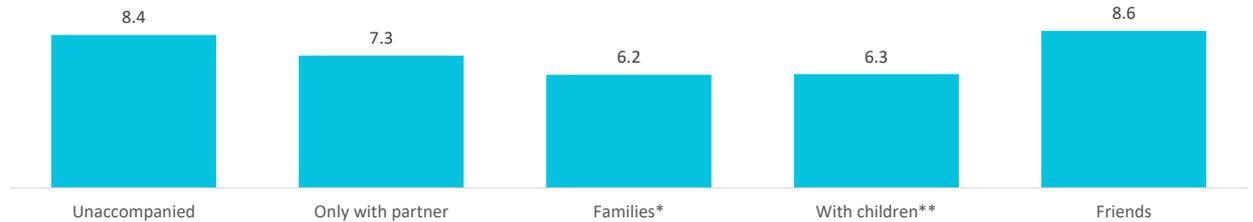
7.3
TOTAL

Unaccompanied	Only with partner	Families*	With children**	Friends
8.4	7.3	6.2	6.3	8.6

Activities in the Canary Islands

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Walk, wander	**73.1%**	67.3%	75.7%	70.1%	71.0%	71.1%
Beach	**69.4%**	65.4%	66.1%	78.7%	77.6%	74.2%
Swimming pool, hotel facilities	**59.3%**	33.3%	59.0%	74.7%	75.4%	52.0%
Explore the island on their own	**48.0%**	44.3%	48.8%	46.5%	45.4%	52.0%
Taste Canarian gastronomy	**26.5%**	26.1%	27.9%	20.6%	20.9%	30.1%
Hiking	**18.5%**	20.8%	19.9%	14.3%	13.7%	20.3%
Organized excursions	**16.8%**	10.5%	17.3%	17.6%	17.5%	16.5%
Nightlife / concerts / shows	**15.9%**	21.1%	14.4%	7.4%	9.3%	31.9%
Theme parks	**14.1%**	6.7%	10.3%	30.8%	30.7%	12.0%
Sea excursions / whale watching	**12.4%**	6.4%	11.7%	16.3%	15.7%	13.2%
Wineries / markets / popular festivals	**11.4%**	10.9%	11.7%	8.9%	9.3%	12.6%
Museums / exhibitions	**10.5%**	9.7%	10.7%	10.7%	10.4%	9.9%
Other Nature Activities	**8.1%**	8.2%	7.9%	7.2%	7.0%	10.4%
Swim	**7.8%**	7.2%	7.0%	7.9%	9.0%	9.5%
Beauty and health treatments	**6.1%**	7.1%	6.0%	4.8%	5.6%	5.7%
Running	**5.7%**	6.9%	4.6%	7.2%	7.3%	5.4%
Practice other sports	**4.5%**	6.2%	3.4%	4.5%	4.5%	5.8%
Astronomical observation	**4.0%**	4.6%	4.0%	2.6%	2.6%	4.7%
Cycling / Mountain bike	**3.0%**	3.2%	2.9%	2.5%	3.0%	2.6%
Surf	**2.9%**	5.2%	2.0%	2.8%	2.8%	5.1%
Scuba Diving	**2.9%**	3.4%	2.2%	2.8%	3.3%	3.4%
Golf	**2.5%**	1.7%	2.5%	2.1%	2.6%	1.9%
Windsurf / Kitesurf	**0.9%**	1.4%	0.6%	0.9%	1.0%	0.8%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
United Kingdom	**34.1%**	23.4%	36.1%	34.2%	38.6%	29.9%
Germany	**16.3%**	19.5%	18.1%	13.6%	11.4%	16.2%
Spanish Mainland	**12.1%**	19.7%	10.1%	13.2%	11.5%	15.6%
France	**5.3%**	4.1%	5.0%	7.9%	6.6%	5.5%
Ireland	**4.3%**	2.9%	4.6%	3.9%	4.5%	2.7%
Italy	**4.2%**	5.7%	3.8%	3.3%	2.9%	7.6%
Netherlands	**4.2%**	3.7%	4.3%	4.6%	4.0%	3.7%
Belgium	**2.7%**	2.3%	3.0%	2.3%	2.1%	2.1%
Norway	**2.5%**	2.5%	2.5%	2.3%	2.6%	1.9%
Sweden	**2.3%**	1.6%	2.0%	2.8%	2.7%	1.9%
Denmark	**1.8%**	1.1%	2.0%	1.5%	1.6%	1.2%
Poland	**1.8%**	1.0%	1.5%	2.4%	2.6%	1.9%
Finland	**1.3%**	1.4%	1.2%	1.4%	1.4%	1.0%
Switzerland	**1.2%**	1.9%	1.2%	0.8%	0.7%	1.6%
Czech Republic	**0.9%**	1.2%	0.7%	0.7%	0.8%	0.8%
Austria	**0.9%**	1.1%	0.9%	0.7%	0.6%	1.1%
Others	**4.2%**	6.6%	2.9%	4.6%	5.4%	5.0%

COMPETITORS

Where did they spend their main holiday last year? *

|	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Didn't have holidays	**13.7%**	12.6%	12.8%	16.4%	15.8%	13.4%
Canary Islands	**25.8%**	32.3%	27.0%	22.4%	23.7%	18.6%
Other destination	**60.5%**	55.0%	60.2%	61.2%	60.5%	68.0%
Balearic Islands	**4.5%**	3.6%	4.5%	4.8%	4.8%	4.6%
Rest of Spain	**11.4%**	12.1%	10.8%	11.8%	11.5%	14.0%
Italy	**7.4%**	7.8%	7.5%	7.2%	6.6%	9.1%
France	**5.3%**	4.4%	4.8%	6.4%	6.4%	5.7%
Turkey	**2.8%**	1.7%	2.6%	3.8%	4.0%	2.7%
Greece	**6.9%**	5.3%	7.4%	6.8%	6.7%	6.2%
Portugal	**4.1%**	4.0%	4.3%	3.8%	3.7%	4.2%
Croatia	**2.3%**	1.9%	2.3%	2.1%	2.1%	3.2%
Egypt	**1.1%**	1.0%	1.2%	1.0%	1.0%	1.6%
Tunisia	**0.3%**	0.2%	0.2%	0.2%	0.3%	0.4%
Morocco	**0.8%**	1.2%	0.5%	0.7%	0.7%	1.6%
Others	**13.7%**	11.8%	14.0%	12.8%	12.9%	14.9%

* Percentage of valid answers
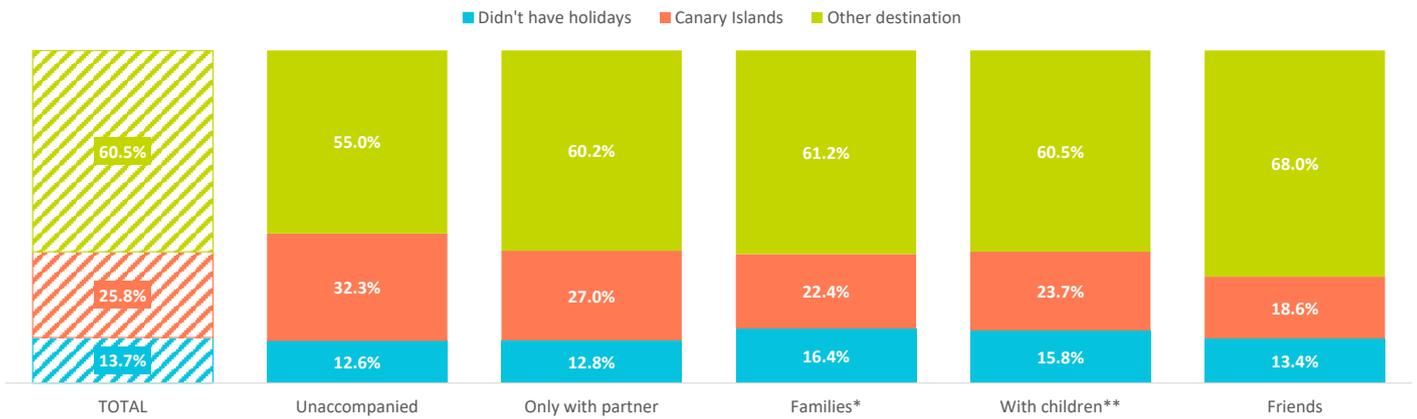
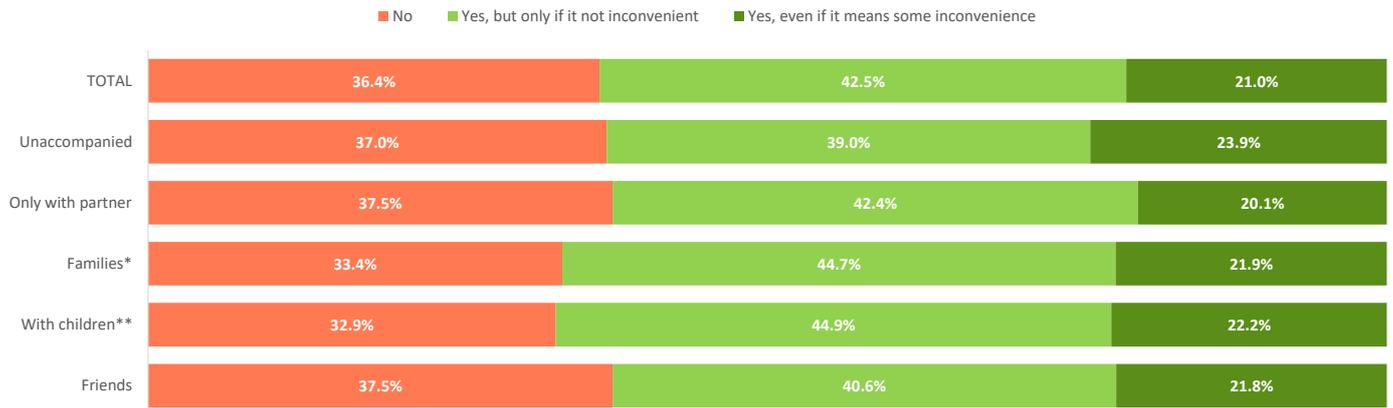### What other destinations did they consider for this trip? *

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
None (I was clear about "this Canary Island")	**28.5%**	38.2%	28.6%	20.9%	22.4%	28.1%
Canary Islands (other island)	**25.1%**	23.5%	25.2%	27.0%	26.8%	22.9%
Other destination	**46.3%**	38.2%	46.2%	52.0%	50.8%	49.0%
Balearic Islands	**6.1%**	3.9%	6.0%	7.7%	7.5%	6.6%
Rest of Spain	**8.6%**	9.1%	8.3%	8.9%	9.0%	8.9%
Italy	**4.8%**	4.0%	5.0%	4.9%	4.4%	5.4%
France	**1.6%**	1.8%	1.5%	1.7%	1.7%	1.8%
Turkey	**3.4%**	2.5%	3.1%	4.4%	4.8%	3.0%
Greece	**8.1%**	4.8%	8.4%	9.5%	9.0%	8.5%
Portugal	**6.3%**	5.5%	6.4%	6.7%	6.6%	6.6%
Croatia	**2.5%**	2.0%	2.5%	2.6%	2.4%	3.3%
Egypt	**2.5%**	1.9%	2.5%	2.7%	2.7%	2.6%
Others	**2.5%**	2.7%	2.5%	2.8%	2.7%	2.3%

* Percentage of valid answers
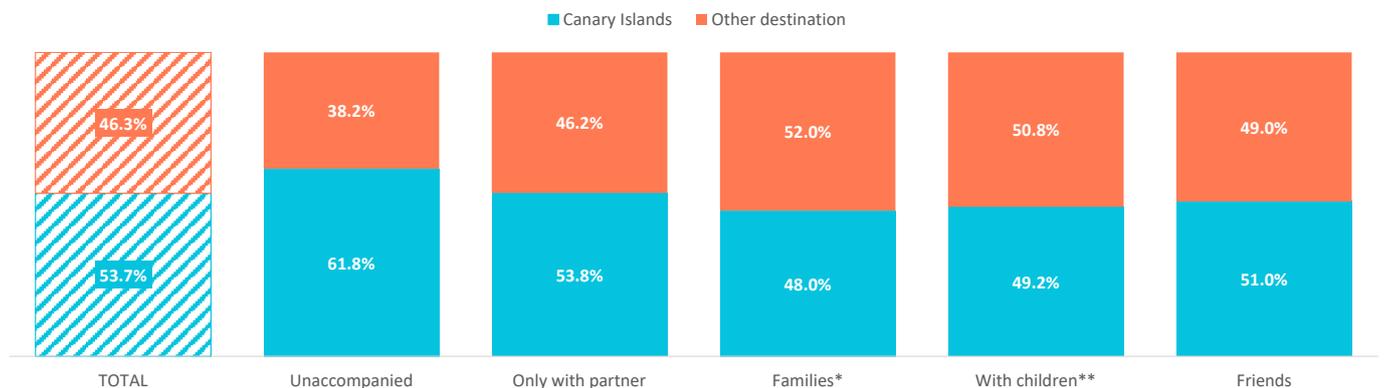
SUSTAINABLE DESTINATION

When booking a trip, do they tend to choose the most sustainable options?

Legend: ■ No ■ Yes, but only if it not inconvenient ■ Yes, even if it means some inconvenience

	No	Yes, but only if it not inconvenient	Yes, even if it means some inconvenience
TOTAL	36.4%	42.5%	21.0%
Unaccompanied	37.0%	39.0%	23.9%
Only with partner	37.5%	42.4%	20.1%
Families*	33.4%	44.7%	21.9%
With children**	32.9%	44.9%	22.2%
Friends	37.5%	40.6%	21.8%

Would they be willing to spend more on travel to reduce their carbon footprint?

Legend: ■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more

	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
TOTAL	40.8%	29.2%	20.2%	5.5%	4.2%
Unaccompanied	39.0%	26.7%	21.4%	7.2%	5.7%
Only with partner	40.9%	28.9%	20.6%	5.7%	4.0%
Families*	40.9%	31.9%	19.5%	4.0%	3.7%
With children**	41.4%	31.3%	18.9%	4.1%	4.3%
Friends	40.7%	30.1%	18.9%	5.6%	4.8%
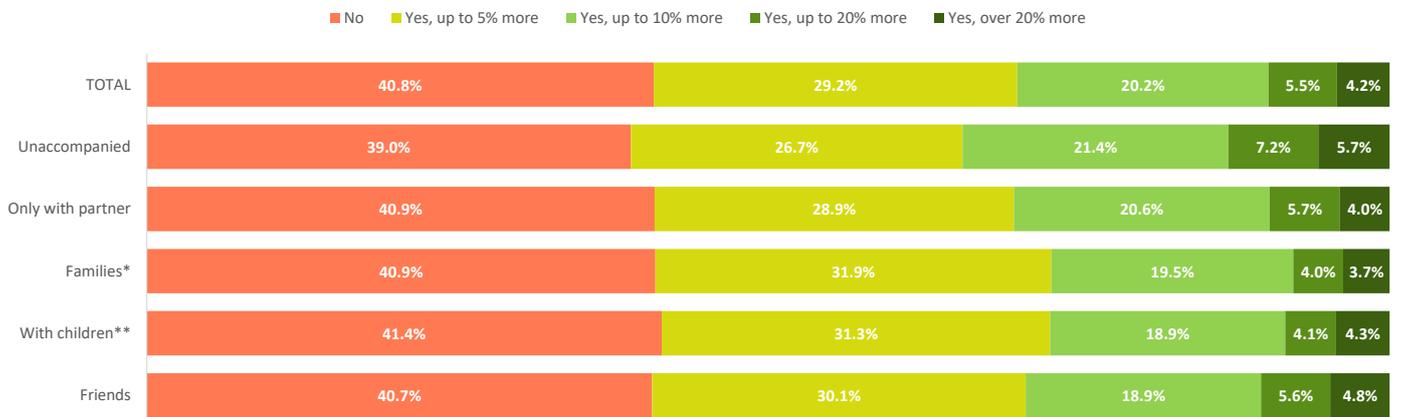
Percepcion of the following sustainability measures during their stay *

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Quality of life on the island	8.0	8.1	8.0	8.1	8.1	8.0
Tolerance towards tourism	8.6	8.4	8.6	8.6	8.6	8.5
Cleanliness of the island	8.2	8.0	8.3	8.3	8.3	8.1
Air quality	8.5	8.3	8.5	8.5	8.5	8.4
Rational water consumption	7.6	7.4	7.6	7.6	7.6	7.5
Energy saving	7.1	7.0	7.1	7.1	7.1	6.9
Use of renewable energy	7.0	6.9	7.1	7.0	7.0	6.9
Recycling	7.1	6.8	7.2	7.0	7.1	6.9
Easy to get around by public transport	7.5	7.3	7.6	7.4	7.4	7.4
Overcrowding in tourist areas	6.6	6.4	6.6	6.7	6.7	6.6
Supply of local products	7.2	7.2	7.2	7.1	7.2	7.2

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

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.