**Canary Islands** — LATITUDE OF LIFE

## How many are they and how much do they spend? 👥€

| TOURISTS | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Tourist arrivals (FRONTUR)** *(*)* | **185.6** | **47.5** | **44.8** | **154.1** | **431.9** |
| **Tourist arrivals > 15 years old (EGT)** *(*)* | **158.1** | **41.5** | **35.8** | **136.1** | **371.5** |
| - book holiday package *(*)* | 97.1 | -- | -- | 85.2 | **219.2** |
| - do not book holiday package *(*)* | 61.0 | -- | -- | 51.0 | **152.3** |
| - % tourists who book holiday package | 61.4% | -- | -- | 62.6% | **59.0%** |

*(*) Thousand of tourists*
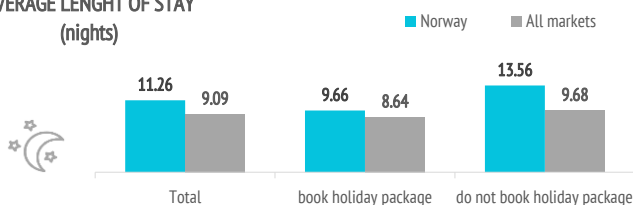
**RANKING POSITION BY NUMBER OF TOURISTS**

**9th**

**RANKING POSITION BY TURNOVER**

**8th**

" 74% of Norwegians travel to Gran Canaria.

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Expenditure per tourist (€)** | **1,316** | **--** | **--** | **1,371** | **1,366** |
| - book holiday package | 1,385 | -- | -- | 1,468 | **1,447** |
| - holiday package | 997 | -- | -- | 1,073 | **1,060** |
| - others | 388 | -- | -- | 395 | **387** |
| - do not book holiday package | 1,206 | -- | -- | 1,208 | **1,250** |
| - flight | 337 | -- | -- | 393 | **388** |
| - accommodation | 402 | -- | -- | 316 | **364** |
| - others | 467 | -- | -- | 499 | **498** |
| **Average lenght of stay** | **11.79** | **--** | **--** | **10.96** | **11.26** |
| - book holiday package | 9.76 | -- | -- | 9.77 | **9.66** |
| - do not book holiday package | 15.01 | -- | -- | 12.94 | **13.56** |
| **Average daily expenditure (€)** | **132.4** | **--** | **--** | **143.1** | **141.5** |
| - book holiday package | 149.7 | -- | -- | 160.5 | **159.8** |
| - do not book holiday package | 105.0 | -- | -- | 114.1 | **115.1** |
| **Total turnover (> 15 years old) (€m)** | **208** | **--** | **--** | **187** | **508** |
| - book holiday package | 134 | -- | -- | 125 | **317** |
| - do not book holiday package | 74 | -- | -- | 62 | **190** |

### AVERAGE LENGHT OF STAY (nights)

■ Norway ■ All markets

| | Norway | All markets |
|---|---|---|
| Total | 11.26 | 9.09 |
| book holiday package | 9.66 | 8.64 |
| do not book holiday package | 13.56 | 9.68 |

### EXPENDITURE PER TOURIST (€)

■ Norway ■ All markets

| | Norway | All markets |
|---|---|---|
| Total | 1,366 | 1,136 |
| book holiday package | 1,447 | 1,268 |
| do not book holiday package | 1,250 | 967 |
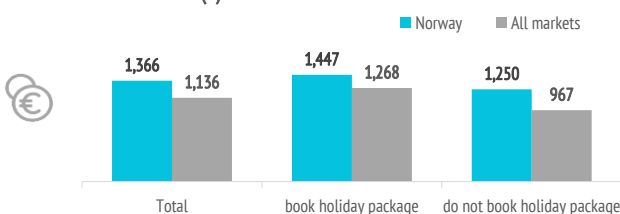
## Importance of each factor in the destination choice 👤?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Climate | 89.0% | -- | -- | 89.1% | **87.8%** |
| Sea | 40.0% | -- | -- | 43.7% | **43.4%** |
| Safety | 38.7% | -- | -- | 42.7% | **41.4%** |
| Beaches | 34.7% | -- | -- | 46.5% | **40.7%** |
| Accommodation supply | 32.3% | -- | -- | 41.4% | **37.1%** |
| Effortless trip | 34.6% | -- | -- | 37.3% | **35.1%** |
| Tranquility | 30.8% | -- | -- | 37.3% | **34.9%** |
| European belonging | 24.5% | -- | -- | 29.2% | **27.7%** |
| Price | 24.9% | -- | -- | 31.8% | **26.7%** |
| Environment | 17.4% | -- | -- | 22.4% | **20.1%** |
| Gastronomy | 16.4% | -- | -- | 17.3% | **17.6%** |
| Landscapes | 14.4% | -- | -- | 12.1% | **14.7%** |
| Hiking trail network | 12.9% | -- | -- | 19.4% | **14.4%** |
| Fun possibilities | 9.9% | -- | -- | 11.5% | **12.2%** |
| Shopping | 4.2% | -- | -- | 9.6% | **8.1%** |
| Nightlife | 5.1% | -- | -- | 7.0% | **6.0%** |
| Authenticity | 5.7% | -- | -- | 4.1% | **5.4%** |
| Historical heritage | 4.0% | -- | -- | 3.9% | **4.0%** |
| Exoticism | 2.5% | -- | -- | 3.9% | **3.9%** |
| Culture | 3.1% | -- | -- | 3.2% | **3.7%** |

*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 CLIMATE

**NORWAY** 87.8%  **ALL MARKETS** 78.4%

## What is the main motivation for their holidays? 🍹

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Rest | 68.1% | -- | -- | 76.3% | **70.7%** |
| Enjoy family time | 16.4% | -- | -- | 16.4% | **17.6%** |
| Have fun | 2.6% | -- | -- | 2.5% | **2.8%** |
| Explore the destination | 8.5% | -- | -- | 1.7% | **5.1%** |
| Practice their hobbies | 2.3% | -- | -- | 1.8% | **2.4%** |
| Other reasons | 2.2% | -- | -- | 1.2% | **1.5%** |

**REST**

| | |
|---|---|
| Norway | 70.7% |
| All markets | 55.5% |

## How far in advance do they book their trip? 📅

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| The same day | 1.4% | -- | -- | 0.5% | **0.8%** |
| Between 1 and 30 days | 31.6% | -- | -- | 26.0% | **28.9%** |
| Between 1 and 2 months | 25.4% | -- | -- | 21.4% | **23.8%** |
| Between 3 and 6 months | 24.0% | -- | -- | 30.6% | **27.2%** |
| More than 6 months | 17.5% | -- | -- | 21.4% | **19.3%** |

*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.*

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

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Previous visits to the Canary Islands | 60.6% | -- | -- | 67.0% | 64.1% |
| Friends or relatives | 28.8% | -- | -- | 17.7% | 23.2% |
| Internet or social media | 49.8% | -- | -- | 50.1% | 49.0% |
| Mass Media | 1.7% | -- | -- | 0.9% | 1.0% |
| Travel guides and magazines | 2.5% | -- | -- | 3.1% | 3.0% |
| Travel Blogs or Forums | 1.9% | -- | -- | 1.0% | 1.8% |
| Travel TV Channels | 0.3% | -- | -- | 0.0% | 0.2% |
| Tour Operator or Travel Agency | 25.8% | -- | -- | 25.0% | 24.7% |
| Public administrations or similar | 0.0% | -- | -- | 0.0% | 0.1% |
| Others | 1.7% | -- | -- | 2.5% | 2.1% |

*  Multi-choise question

## With whom did they book their flight and accommodation?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Flight** | | | | | |
| - Directly with the airline | 35.2% | -- | -- | 28.5% | 34.9% |
| - Tour Operator or Travel Agency | 64.8% | -- | -- | 71.5% | 65.1% |
| **Accommodation** | | | | | |
| - Directly with the accommodation | 25.0% | -- | -- | 22.2% | 24.5% |
| - Tour Operator or Travel Agency | 75.0% | -- | -- | 77.8% | 75.5% |

## Where do they stay?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| 1-2-3* Hotel | 15.1% | -- | -- | 13.6% | 15.7% |
| 4* Hotel | 22.6% | -- | -- | 21.6% | 22.6% |
| 5* Hotel / 5* Luxury Hotel | 6.7% | -- | -- | 2.4% | 5.1% |
| Aparthotel / Tourist Villa | 35.4% | -- | -- | 44.7% | 36.8% |
| House/room rented in a private dwelli | 6.1% | -- | -- | 6.6% | 6.5% |
| Private accommodation [(1)] | 9.0% | -- | -- | 5.8% | 8.5% |
| Others (Cottage, cruise, camping,..) | 5.1% | -- | -- | 5.3% | 4.8% |

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

| | Aparthotel / Tourist Villa | Hotels | Others |
|---|---|---|---|
| **Denmark** | 36.8% | 43.4% | 19.8% |
| **All markets** | 22.5% | 58.1% | 19.4% |
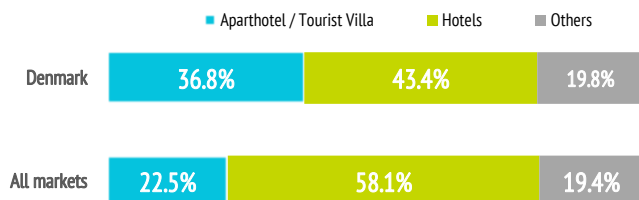
## What do they book?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Room only | 51.2% | -- | -- | 56.7% | 53.9% |
| Bed and Breakfast | 23.7% | -- | -- | 16.5% | 19.6% |
| Half board | 10.1% | -- | -- | 12.1% | 11.4% |
| Full board | 0.9% | -- | -- | 1.2% | 1.0% |
| All inclusive | 14.0% | -- | -- | 13.5% | 14.1% |

**54%** of Norwegians book room only.

(Canary Islands: 27.9%)

## Other expenses

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Restaurants or cafes | 76.6% | -- | -- | 69.8% | 73.6% |
| Supermarkets | 65.0% | -- | -- | 61.2% | 63.3% |
| Car rental | 19.5% | -- | -- | 10.6% | 16.8% |
| Organized excursions | 9.1% | -- | -- | 6.4% | 8.8% |
| Taxi, transfer, chauffeur service | 55.6% | -- | -- | 57.9% | 54.2% |
| Theme Parks | 4.0% | -- | -- | 3.3% | 4.0% |
| Sport activities | 2.3% | -- | -- | 2.8% | 3.0% |
| Museums | 1.9% | -- | -- | 0.3% | 1.2% |
| Flights between islands | 4.8% | -- | -- | 1.3% | 2.8% |

## Activities in the Canary Islands

| Outdoor time per day | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| 0 hours | 2.5% | -- | -- | 2.8% | 2.7% |
| 1 - 2 hours | 9.8% | -- | -- | 6.6% | 8.5% |
| 3 - 6 hours | 33.3% | -- | -- | 35.6% | 34.1% |
| 7 - 12 hours | 48.9% | -- | -- | 46.2% | 47.9% |
| More than 12 hours | 5.4% | -- | -- | 8.9% | 6.8% |

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Thousands (Tourists)

Average 7.4h

Canary Islands: 7.4h

Hours
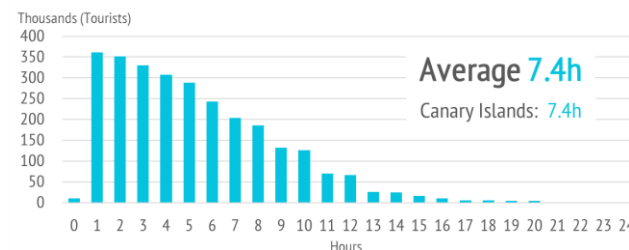
| Activities in the Canary Islands | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Walk, wander | 79.5% | 73.3% | 77.0% | 76.7% | 77.5% |
| Beach | 60.8% | 66.0% | 69.4% | 64.6% | 63.6% |
| Swimming pool, hotel facilities | 56.6% | 66.2% | 77.3% | 57.8% | 60.1% |
| Explore the island on their own | 40.0% | 39.8% | 41.4% | 31.8% | 37.1% |
| Nightlife / concerts / shows | 15.3% | 11.8% | 13.0% | 12.4% | 13.6% |
| Wineries/markets/popular festival | 13.1% | 9.8% | 13.9% | 12.1% | 12.4% |
| Nature activities | 8.4% | 9.4% | 2.3% | 10.5% | 8.7% |
| Sport activities | 5.9% | 11.8% | 12.7% | 7.5% | 7.8% |
| Organized excursions | 8.7% | 5.4% | 10.1% | 6.4% | 7.6% |
| Beauty and health treatments | 6.1% | 5.0% | 17.3% | 7.5% | 7.6% |
| Theme parks | 5.6% | 10.3% | 22.8% | 5.0% | 7.6% |
| Taste Canarian gastronomy | 6.6% | 11.3% | 1.9% | 4.2% | 5.8% |
| Museums / exhibitions | 5.6% | 4.9% | 9.4% | 1.8% | 4.5% |
| Sea excursions / whale watching | 4.7% | 4.9% | 4.6% | 3.8% | 4.4% |
| Activities at sea | 2.9% | 6.6% | 5.2% | 3.7% | 3.8% |
| Astronomical observation | 2.4% | 1.3% | 3.7% | 0.0% | 1.5% |

*  Multi-choise question

Swimming pool
Theme parks
Organized excursions
Walk
Taste Canarian gastronomy
Wineries/markets
Nature activities
Nightlife
Museums
Sport activities
Beach
Sea excursions
Beauty and health treatments
Activities at sea
Explore the island
Astronomical observation

Canary Islands
LATITUDE OF LIFE

## Which island do they choose?

| Tourists (> 15 years old) | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Lanzarote | 8,385 | -- | -- | 6,466 | **17,180** |
| Fuerteventura | 2,607 | -- | -- | 3,668 | **6,559** |
| Gran Canaria | 120,588 | -- | -- | 96,359 | **275,582** |
| Tenerife | 26,327 | -- | -- | 29,387 | **71,744** |
| La Palma | 0 | -- | -- | 0 | **0** |

| Share by islands | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Lanzarote | 5.3% | -- | -- | 4.8% | **4.6%** |
| Fuerteventura | 1.7% | -- | -- | 2.7% | **1.8%** |
| Gran Canaria | 76.4% | -- | -- | 70.9% | **74.3%** |
| Tenerife | 16.7% | -- | -- | 21.6% | **19.3%** |
| La Palma | 0.0% | -- | -- | 0.0% | **0.0%** |

## How many islands do they visit during their trip?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| One island | 93.2% | -- | -- | 96.7% | **95.2%** |
| Two islands | 6.2% | -- | -- | 3.3% | **4.5%** |
| Three or more islands | 0.6% | -- | -- | 0.0% | **0.3%** |

## Internet usage during their trip

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Research** | | | | | |
| - Tourist package | 7.1% | -- | -- | 8.2% | **7.2%** |
| - Flights | 6.7% | -- | -- | 7.9% | **6.4%** |
| - Accommodation | 9.2% | -- | -- | 8.8% | **8.3%** |
| - Transport | 11.8% | -- | -- | 10.2% | **11.4%** |
| - Restaurants | 29.3% | -- | -- | 29.9% | **29.5%** |
| - Excursions | 19.8% | -- | -- | 21.5% | **20.1%** |
| - Activities | 22.4% | -- | -- | 19.2% | **21.9%** |
| **Book or purchase** | | | | | |
| - Tourist package | 60.3% | -- | -- | 57.8% | **55.7%** |
| - Flights | 79.6% | -- | -- | 76.6% | **79.2%** |
| - Accommodation | 61.5% | -- | -- | 64.3% | **61.9%** |
| - Transport | 55.3% | -- | -- | 54.8% | **54.7%** |
| - Restaurants | 15.2% | -- | -- | 16.5% | **16.5%** |
| - Excursions | 12.4% | -- | -- | 10.6% | **12.2%** |
| - Activities | 14.5% | -- | -- | 12.1% | **14.3%** |

* Multi-choise question

| Internet usage in the Canary Islands | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Did not use the Internet** | **6.6%** | **--** | **--** | **8.5%** | **7.2%** |
| **Used the Internet** | **93.4%** | **--** | **--** | **91.5%** | **92.8%** |
| - Own Internet connection | 35.3% | -- | -- | 34.1% | **35.4%** |
| - Free Wifi connection | 39.3% | -- | -- | 37.2% | **37.9%** |
| **Applications*** | | | | | |
| - Search for locations or maps | 52.5% | -- | -- | 47.5% | **51.1%** |
| - Search for destination info | 44.0% | -- | -- | 38.6% | **42.2%** |
| - Share pictures or trip videos | 53.5% | -- | -- | 52.6% | **52.5%** |
| - Download tourist apps | 3.4% | -- | -- | 8.6% | **5.8%** |
| - Others | 38.2% | -- | -- | 37.0% | **36.8%** |

* Multi-choise question

"
### 53% of Norwegians share pictures or trip videos during their stay in the Canary Islands
(Canary Islands: 56%)

## • MOST VISITED PLACES IN EACH ISLAND •

**LANZAROTE**

20% MONTAÑA DEL FUEGO
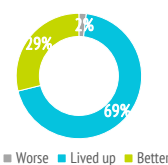
**GRAN CANARIA**

33% PUERTO DE MOGÁN

**TENERIFE**

26% PARQUE NACIONAL
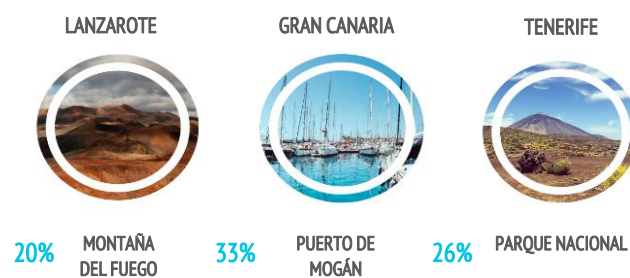
*The data refers to % of tourists on each island who have visited the place.*

## How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Average rating | 8.46 | -- | -- | 8.32 | **8.44** |

| Experience in the Canary Islands | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Worse or much worse than expected | 2.8% | -- | -- | 0.9% | **1.9%** |
| Lived up to expectations | 68.9% | -- | -- | 71.4% | **69.2%** |
| Better or much better than expected | 28.3% | -- | -- | 27.7% | **28.9%** |

| Future intentions (scale 1-10) | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Return to the Canary Islands | 8.80 | -- | -- | 8.76 | **8.80** |
| Recommend visiting the Canary Islands | 8.67 | -- | -- | 8.69 | **8.74** |

2% Worse
69% Lived up
29% Better

■ Worse ■ Lived up ■ Better

**8.80/10**

**8.74/10**

Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

## How many are loyal to the Canary Islands?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Repeat tourists** | **84.5%** | **--** | **--** | **88.1%** | **85.6%** |
| Repeat tourists (last 5 years) | 76.6% | -- | -- | 81.3% | **78.8%** |
| Repeat tourists (last 5 years)(5 or more visits) | 33.2% | -- | -- | 39.0% | **36.3%** |
| **At least 10 previous visits** | **31.9%** | **--** | **--** | **38.7%** | **36.2%** |

## Where does the flight come from? 🌐

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Norway | 97.1% | -- | -- | 97.4% | **96.8%** |
| Denmark | 0.5% | -- | -- | 1.7% | **0.9%** |
| United Kingdom | 0.2% | -- | -- | 0.5% | **0.8%** |
| Others | 2.1% | -- | -- | 0.5% | **1.5%** |

Others 1.5%

United Kingdom 0.8%

Denmark 0.9%

Norway 96.8%
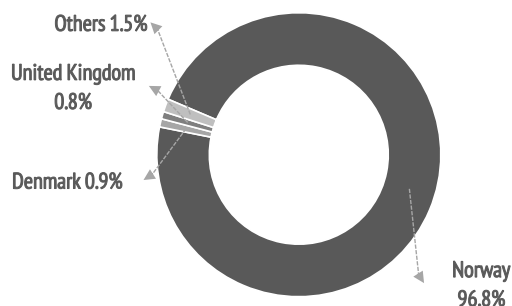
## Who do they come with? 👫

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Unaccompanied | 10.2% | -- | -- | 11.7% | **11.6%** |
| Only with partner | 54.9% | -- | -- | 51.4% | **49.3%** |
| Only with children (< 13 years old) | 2.0% | -- | -- | 2.2% | **2.5%** |
| Partner + children (< 13 years old) | 2.9% | -- | -- | 4.1% | **3.7%** |
| Other relatives | 7.1% | -- | -- | 7.9% | **8.3%** |
| Friends | 7.3% | -- | -- | 6.3% | **7.1%** |
| Work colleagues | 0.4% | -- | -- | 0.5% | **0.5%** |
| Organized trip | 0.0% | -- | -- | 0.0% | **0.4%** |
| Other combinations [1] | 15.1% | -- | -- | 15.9% | **16.7%** |

*(1) Different situations have been isolated*

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Tourists with children** | **11.3%** | **--** | **--** | **8.5%** | **11.4%** |
| - Between 0 and 2 years old | 2.1% | -- | -- | 1.2% | **1.5%** |
| - Between 3 and 12 years old | 8.1% | -- | -- | 7.1% | **9.1%** |
| - Between 0 -2 and 3-12 years | 1.1% | -- | -- | 0.2% | **0.8%** |
| **Tourists without children** | **88.7%** | **--** | **--** | **91.5%** | **88.6%** |
| **Group composition:** | | | | | |
| - 1 person | 13.1% | -- | -- | 14.8% | **15.2%** |
| - 2 people | 64.6% | -- | -- | 59.3% | **59.1%** |
| - 3 people | 8.0% | -- | -- | 7.6% | **8.4%** |
| - 4 or 5 people | 11.7% | -- | -- | 13.8% | **13.6%** |
| - 6 or more people | 2.6% | -- | -- | 4.5% | **3.7%** |
| **Average group size:** | **2.35** | **--** | **--** | **2.46** | **2.43** |

**11.4% of Norwegians travel with children.**

(Canary Islands: 17.7%)

(Under the age of 13)

## Who are they? 🧍

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| _Gender_ | | | | | |
| Men | 51.3% | -- | -- | 53.4% | **51.0%** |
| Women | 48.7% | -- | -- | 46.6% | **49.0%** |
| _Age_ | | | | | |
| Average age (tourist > 15 years old) | 53.9 | -- | -- | 57.9 | **54.4** |
| Standard deviation | 15.6 | -- | -- | 13.5 | **15.3** |
| _Age range (> 15 years old)_ | | | | | |
| 16 - 24 years old | 4.5% | -- | -- | 1.9% | **4.4%** |
| 25 - 30 years old | 6.0% | -- | -- | 3.3% | **5.4%** |
| 31 - 45 years old | 18.4% | -- | -- | 13.2% | **17.7%** |
| 46 - 60 years old | 33.2% | -- | -- | 31.2% | **31.1%** |
| Over 60 years old | 37.8% | -- | -- | 50.4% | **41.4%** |
| _Occupation_ | | | | | |
| Salaried worker | 46.8% | -- | -- | 46.0% | **47.7%** |
| Self-employed | 7.3% | -- | -- | 9.7% | **8.5%** |
| Unemployed | 1.3% | -- | -- | 0.2% | **0.7%** |
| Business owner | 8.2% | -- | -- | 7.4% | **8.3%** |
| Student | 1.6% | -- | -- | 1.2% | **1.9%** |
| Retired | 32.4% | -- | -- | 34.5% | **31.2%** |
| Unpaid domestic work | 0.2% | -- | -- | 0.0% | **0.1%** |
| Others | 2.2% | -- | -- | 0.9% | **1.7%** |
| _Annual household income level_ | | | | | |
| Less than €25,000 | 4.3% | -- | -- | 3.3% | **3.9%** |
| €25,000 - €49,999 | 24.7% | -- | -- | 19.1% | **21.7%** |
| €50,000 - €74,999 | 31.7% | -- | -- | 36.0% | **31.9%** |
| More than €74,999 | 39.2% | -- | -- | 41.6% | **42.4%** |
| _Education level_ | | | | | |
| No studies | 4.3% | -- | -- | 3.3% | **3.9%** |
| Primary education | 24.7% | -- | -- | 19.1% | **21.7%** |
| Secondary education | 31.7% | -- | -- | 36.0% | **31.9%** |
| Higher education | 39.2% | -- | -- | 41.6% | **42.4%** |

**9 IN 10 TOURISTS ARE REPEATERS**

**54 YEARS OLD** AVERAGE AGE

**49% ONLY WITH PARTNER**

Pictures: Freepik.com

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.