Canary Islands · LATITUDE OF LIFE

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

	2022Q1	2022Q2	2022Q3	2022Q4	2022
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**123**	**152**	**162**	**167**	**604**
Tourist arrivals > 15 years old (EGT) *(*)*	**112**	**139**	**145**	**153**	**549**
- book holiday package *(*)*	10	24	29	20	**83**
- do not book holiday package *(*)*	102	115	116	133	**466**
- % tourists who book holiday package	9.2%	17.2%	19.8%	13.3%	**15.2%**

(*) Thousands of tourists

TOURISTS

2022Q1	2022Q2	2022Q3	2022Q4
123,074	151,901	162,225	166,563
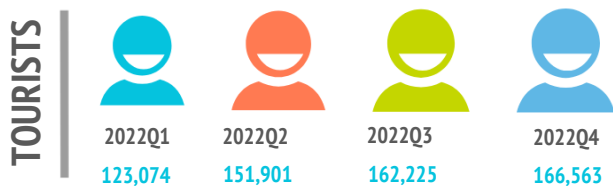
% TOURISTS WHO BOOK HOLIDAY PACKAGE

2022Q1	9%
2022Q2	17%
2022Q3	20%
2022Q4	13%

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Expenditure per tourist (€)	**1,095**	**1,019**	**1,232**	**979**	**1,080**
- book holiday package	1,399	1,102	1,545	1,365	**1,356**
- holiday package	1,174	890	1,307	1,072	**1,114**
- others	225	212	238	293	**243**
- do not book holiday package	1,065	1,002	1,154	919	**1,030**
- flight	319	220	324	280	**285**
- accommodation	350	282	354	253	**307**
- others	396	500	475	386	**439**
Average lenght of stay	**10.86**	**11.57**	**11.75**	**9.78**	**10.97**
- book holiday package	8.15	7.26	9.18	7.56	**8.10**
- do not book holiday package	11.13	12.47	12.38	10.12	**11.49**
Average daily expenditure (€)	**115.2**	**105.9**	**127.3**	**119.1**	**117.1**
- book holiday package	183.9	149.6	181.2	184.4	**173.2**
- do not book holiday package	108.3	96.9	114.0	109.0	**107.1**
Total turnover (> 15 years old) (€m)	**123**	**142**	**179**	**150**	**593**
- book holiday package	14	26	44	28	**113**
- do not book holiday package	108	115	134	122	**480**

Where did they spend their main holiday last year?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	21.6%	22.8%	21.7%	20.6%	**21.7%**
Canary Islands	18.1%	14.6%	23.3%	24.5%	**20.3%**
Other destination	60.3%	62.5%	55.0%	54.9%	**58.0%**

What other destinations do they consider for this trip?*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	41.0%	30.8%	31.5%	37.3%	**34.7%**
Canary Islands (other island)	36.7%	35.3%	26.1%	32.0%	**32.0%**
Other destination	22.3%	34.0%	42.4%	30.6%	**33.3%**

*Percentage of valid answers

Importance of each factor in the destination choice 👥?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	85.9%	70.4%	61.7%	80.7%	**74.0%**
Landscapes	55.3%	62.8%	56.4%	52.9%	**56.9%**
Environment	59.2%	64.2%	53.1%	50.3%	**56.4%**
Sea	50.7%	57.4%	55.4%	47.0%	**52.7%**
Tranquility	50.4%	49.1%	47.2%	49.9%	**49.1%**
Beaches	46.4%	57.1%	45.9%	45.2%	**48.7%**
Safety	41.3%	40.6%	37.1%	36.9%	**38.8%**
European belonging	50.5%	35.8%	32.0%	27.6%	**35.5%**
Price	32.6%	32.1%	36.8%	29.9%	**32.9%**
Effortless trip	37.9%	35.8%	31.5%	27.0%	**32.7%**
Authenticity	24.7%	30.5%	35.2%	22.0%	**28.3%**
Accommodation supply	21.1%	27.6%	35.6%	26.1%	**28.0%**
Fun possibilities	18.3%	19.8%	25.3%	20.2%	**21.1%**
Hiking trail network	25.7%	24.2%	19.5%	15.7%	**20.9%**
Gastronomy	17.9%	17.3%	23.2%	20.4%	**19.8%**
Exoticism	8.0%	13.4%	18.9%	11.5%	**13.3%**
Shopping	12.8%	9.7%	16.5%	9.9%	**12.2%**
Historical heritage	11.2%	10.9%	14.2%	11.8%	**12.1%**
Culture	10.0%	12.6%	13.7%	11.5%	**12.1%**
Nightlife	9.6%	10.3%	17.0%	10.6%	**12.0%**

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 BEACHES

2022Q1	2022Q3
46.4%	45.9%
2022Q2	**2022Q4**
57.1%	45.2%

What is the main motivation for their holidays? 🔦

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	48.4%	47.2%	42.8%	43.5%	**45.3%**
Enjoy family time	11.6%	11.5%	15.4%	22.5%	**15.6%**
Have fun	5.0%	4.4%	8.8%	8.8%	**6.9%**
Explore the destination	29.6%	35.3%	29.6%	22.4%	**29.1%**
Practice their hobbies	2.2%	1.7%	2.7%	2.6%	**2.3%**
Other reasons	3.1%	-	0.8%	0.2%	**0.9%**

How far in advance do they book their trip? 📅

	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	1.3%	0.9%	1.5%	0.7%	**1.1%**
Between 1 and 30 days	44.1%	36.9%	17.0%	27.3%	**30.4%**
Between 1 and 2 months	26.5%	38.0%	27.8%	41.2%	**33.9%**
Between 3 and 6 months	20.9%	20.9%	41.8%	23.9%	**27.3%**
More than 6 months	7.3%	3.3%	11.8%	7.0%	**7.4%**

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

2022Q1	7.3%
2022Q2	3.3%
2022Q3	11.8%
2022Q4	7.0%

Picture: Freepik.com

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? 🔍

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	44.8%	28.1%	36.1%	37.9%	**36.3%**
Friends or relatives	38.0%	37.8%	31.6%	37.9%	**36.2%**
Internet or social media	42.5%	51.5%	52.6%	43.3%	**47.7%**
Mass Media	0.8%	0.8%	0.8%	0.2%	**0.6%**
Travel guides and magazines	5.1%	5.1%	7.5%	4.5%	**5.6%**
Travel Blogs or Forums	10.6%	10.7%	8.0%	4.7%	**8.3%**
Travel TV Channels	0.3%	0.6%	0.3%	0.0%	**0.3%**
Tour Operator or Travel Agency	7.3%	14.8%	14.2%	9.5%	**11.6%**
Public administrations or similar	3.1%	0.6%	0.7%	0.0%	**1.0%**
Others	2.2%	2.5%	3.4%	3.3%	**2.9%**

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Flight					
- Directly with the airline	85.1%	77.8%	66.1%	76.9%	**75.9%**
- Tour Operator or Travel Agency	14.9%	22.2%	33.9%	23.1%	**24.1%**
Accommodation					
- Directly with the accommodation	68.8%	58.3%	51.1%	55.1%	**57.6%**
- Tour Operator or Travel Agency	31.2%	41.7%	48.9%	44.9%	**42.4%**

Where do they stay? 🛏

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	14.1%	8.6%	11.1%	9.2%	**10.6%**
4* Hotel	20.2%	22.2%	23.3%	23.0%	**22.3%**
5* Hotel / 5* Luxury Hotel	2.1%	4.1%	5.0%	3.7%	**3.9%**
Aparthotel / Tourist Villa	18.0%	24.8%	18.4%	17.9%	**19.8%**
House/room rented in a private dwelli	18.4%	13.0%	13.4%	12.3%	**14.0%**
Private accommodation [1]	15.6%	14.0%	16.8%	23.5%	**17.7%**
Others (Cottage, cruise, camping,..)	11.6%	13.2%	12.0%	10.4%	**11.8%**

(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	53.8%	49.8%	48.5%	52.0%	**50.9%**
Bed and Breakfast	11.0%	11.9%	10.9%	14.2%	**12.0%**
Half board	14.7%	15.7%	16.7%	13.3%	**15.1%**
Full board	2.8%	6.0%	5.7%	3.6%	**4.6%**
All inclusive	17.7%	16.5%	18.3%	16.8%	**17.3%**

50,9% of turists book **room only.**

53.8% 2022Q1   **48.5%** 2022Q3

49.8% 2022Q2   **52.0%** 2022Q4

Other expenses 📍

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	72.5%	71.8%	67.1%	75.2%	**71.6%**
Supermarkets	69.1%	63.4%	66.8%	60.5%	**64.7%**
Car rental	48.5%	51.5%	49.5%	43.1%	**48.0%**
Organized excursions	15.3%	29.5%	33.5%	20.9%	**25.3%**
Taxi, transfer, chauffeur service	21.7%	27.0%	29.1%	23.1%	**25.4%**
Theme Parks	6.8%	8.3%	13.7%	8.0%	**9.3%**
Sport activities	5.4%	5.7%	10.3%	7.6%	**7.4%**
Museums	3.9%	11.7%	11.0%	9.1%	**9.2%**
Flights between islands	5.1%	8.9%	9.2%	6.1%	**7.4%**

Activities in the Canary Islands 🚶🏃

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	0.0%	0.0%	0.1%	0.2%	**0.1%**
1 - 2 hours	0.6%	1.3%	1.1%	0.2%	**0.8%**
3 - 6 hours	12.4%	10.5%	13.1%	12.4%	**12.1%**
7 - 12 hours	65.7%	67.2%	65.5%	66.5%	**66.2%**
More than 12 hours	21.3%	21.1%	20.3%	20.8%	**20.8%**

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours

2022Q1	2022Q2	2022Q3	2022Q4
100% 99% 87% 0% 21%	100% 99% 88% 0% 21%	100% 99% 86% 0% 20%	100% 100% 87% 0% 21%
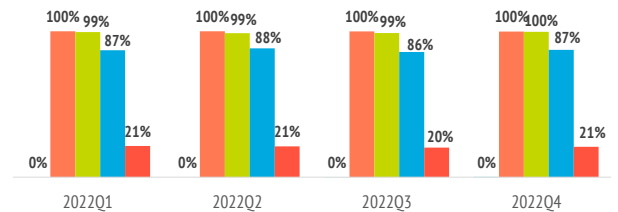
Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Beach	81.3%	87.8%	87.0%	79.0%	**83.8%**
Walk, wander	80.2%	78.0%	76.8%	71.3%	**76.2%**
Explore the island on their own	58.9%	68.7%	64.3%	56.2%	**62.1%**
Swimming pool, hotel facilities	30.4%	43.7%	48.8%	36.2%	**40.3%**
Taste Canarian gastronomy	33.9%	28.8%	33.9%	23.9%	**29.8%**
Hiking	23.4%	25.6%	17.2%	17.1%	**20.5%**
Organized excursions	13.1%	18.6%	25.9%	13.2%	**17.9%**
Other Nature Activities	15.6%	19.4%	16.5%	13.1%	**16.1%**
Theme parks	10.0%	15.5%	18.5%	12.0%	**14.2%**
Wineries / markets / popular festiv	11.0%	13.0%	20.7%	10.9%	**14.0%**
Museums / exhibitions	9.5%	14.8%	17.6%	9.6%	**13.0%**
Nightlife / concerts / shows	6.9%	10.7%	22.8%	8.9%	**12.6%**
Sea excursions / whale watching	10.6%	11.8%	15.9%	8.2%	**11.6%**
Surf	9.3%	9.3%	8.6%	7.9%	**8.7%**
Swim	13.0%	3.9%	7.3%	4.0%	**6.7%**
Practice other sports	2.6%	7.2%	9.3%	4.2%	**6.0%**
Beauty and health treatments	2.9%	6.5%	4.4%	5.4%	**4.9%**
Running	6.6%	3.7%	6.3%	3.0%	**4.8%**
Astronomical observation	4.2%	3.9%	4.7%	2.7%	**3.8%**
Scuba Diving	2.3%	1.9%	5.3%	3.1%	**3.2%**
Cycling / Mountain bike	2.5%	1.9%	3.2%	4.2%	**3.0%**
Windsurf / Kitesurf	1.1%	1.6%	3.4%	1.4%	**1.9%**
Golf	0.5%	1.4%	0.9%	0.5%	**0.8%**

* Multi-choise question

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourists (> 15 years old)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	13,424	19,729	23,169	23,361	**79,683**
Fuerteventura	16,651	29,679	34,511	30,461	**111,302**
Gran Canaria	20,893	26,116	27,267	28,609	**102,885**
Tenerife	60,588	63,254	59,933	70,091	**253,866**
La Palma	336	215	0	0	**551**

Share by islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Lanzarote	12.0%	14.2%	16.0%	15.3%	**14.5%**
Fuerteventura	14.9%	21.4%	23.8%	20.0%	**20.3%**
Gran Canaria	18.7%	18.8%	18.8%	18.8%	**18.8%**
Tenerife	54.1%	45.5%	41.4%	46.0%	**46.3%**
La Palma	0.3%	0.2%	0.0%	0.0%	**0.1%**

% TOURISTS BY ISLAND AND QUARTER OF TRIP

How many islands do they visit during their trip?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
One island	89.8%	90.6%	84.6%	87.3%	**87.9%**
Two islands	8.0%	6.7%	14.5%	12.0%	**10.5%**
Three or more islands	2.2%	2.7%	0.9%	0.7%	**1.6%**
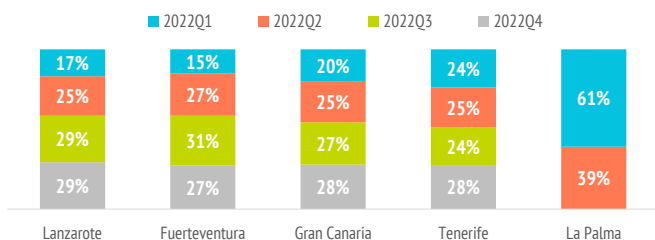
How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Average rating	8.80	8.80	8.61	8.58	**8.69**

Experience in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Worse or much worse than expected	1.7%	3.1%	4.6%	4.5%	**3.6%**
Lived up to expectations	54.0%	45.4%	53.9%	45.8%	**49.5%**
Better or much better than expected	44.4%	51.5%	41.5%	49.7%	**46.9%**

Future intentions (scale 1-10)	2022Q1	2022Q2	2022Q3	2022Q4	2022
Return to the Canary Islands	8.94	8.84	8.62	8.79	**8.79**
Recommend visiting the Canary Islands	9.12	9.02	8.88	8.91	**8.97**

RETURN TO THE CANARY ISLANDS

Canary Islands: 8.79

Sustainable destination

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

No   Yes, even if it means some incovenience (price, time, hassle, etc)   Yes, but only if it is not inconvenient

	No	Yes, even if...	Yes, but only if...
2022Q1	27.8%	26.3%	45.9%
2022Q2	32.0%	18.3%	49.6%
2022Q3	27.6%	17.5%	54.9%
2022Q4	24.1%	22.5%	53.4%

Would they be willing to spend more on travel to reduce their carbon footprint?
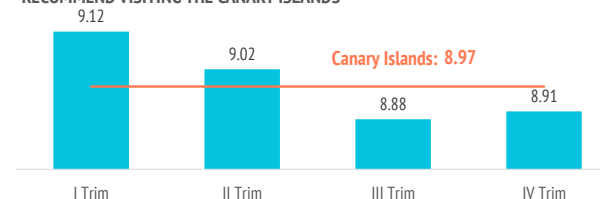
No   Yes, up to 5% more   Yes, up to 10% more   Yes, up to 20% more   Yes, over 20% more

	No	up to 5%	up to 10%	up to 20%	over 20%
2022Q1	31.1%	30.7%	22.6%	7.2%	8.3%
2022Q2	33.3%	26.1%	23.7%	7.9%	9.1%
2022Q3	26.2%	32.9%	23.5%	8.1%	9.3%
2022Q4	29.6%	32.5%	26.1%	8.7%	3.1%

RECOMMEND VISITING THE CANARY ISLANDS
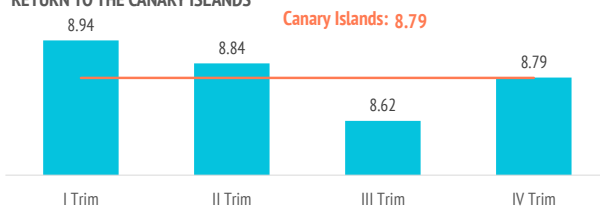
Canary Islands: 8.97

How many are loyal to the Canary Islands?

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Repeat tourists	63.7%	51.3%	50.4%	58.7%	55.6%
At least 10 previous visits	18.8%	6.2%	12.2%	11.7%	11.9%
Repeat tourists (last 5 years)	56.9%	50.4%	43.5%	56.4%	51.6%
Repeat tourists (last 5 years)(5 or more visits	13.7%	8.4%	12.2%	11.5%	11.3%
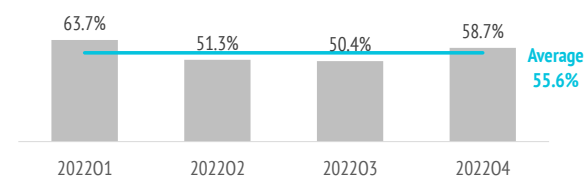
Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	8.3	8.4	8.3	8.3	**8.3**
Tolerance towards tourism	8.7	9.0	8.6	8.7	**8.7**
Cleanliness of the island	8.2	8.5	8.2	8.2	**8.3**
Air quality	8.5	9.1	8.6	8.7	**8.7**
Rational water consumption	7.1	7.7	7.8	7.4	**7.5**
Energy saving	6.8	7.5	7.3	7.2	**7.2**
Use of renewable energy	7.3	7.9	7.6	7.8	**7.7**
Recycling	6.6	7.1	7.0	6.8	**6.9**
Easy to get around by public transport	7.3	7.4	7.3	7.4	**7.4**
Overcrowding in tourist areas	6.8	7.1	7.0	7.2	**7.0**
Supply of local products	7.0	7.4	7.5	7.3	**7.3**

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

REPEAT TOURISTS

Average 55.6%

TOURIST PROFILE BY QUARTER OF TRIP (2022)
ITALY

Where does the flight come from? 🌐

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Italy	90.7%	91.6%	81.0%	89.1%	**87.9%**
Spanish Mainland	7.6%	6.1%	10.7%	8.5%	**8.3%**
United Kingdom	0.7%	0.3%	2.1%	0.5%	**0.9%**
Switzerland	0.0%	0.0%	1.7%	1.0%	**0.7%**
Others	1.0%	2.1%	4.4%	0.9%	**2.1%**

% TOURISTS BY QUARTER OF TRIP
■ Italy ■ Others

	I Trim	II Trim	III Trim	IV Trim
Italy	91%	92%	81%	89%
Others	9%	8%	19%	11%
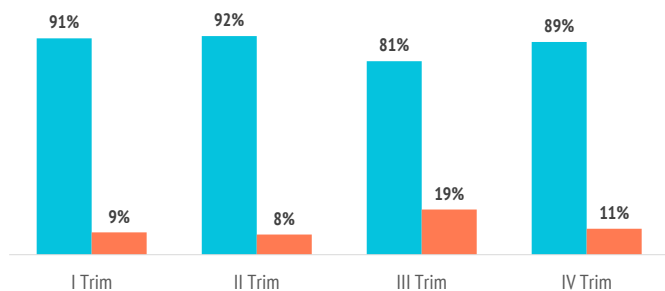
Who do they come with? 👫

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	14.7%	12.9%	8.2%	13.9%	**12.3%**
Only with partner	46.8%	41.9%	51.8%	44.9%	**46.3%**
Only with children (< 13 years old)	3.4%	6.4%	3.5%	3.2%	**4.1%**
Partner + children (< 13 years old)	4.1%	2.3%	3.8%	3.3%	**3.4%**
Other relatives	7.0%	7.7%	7.1%	8.9%	**7.7%**
Friends	14.5%	15.5%	10.8%	10.6%	**12.7%**
Work colleagues	0.0%	0.2%	1.0%	0.7%	**0.5%**
Organized trip	0.0%	1.0%	0.6%	0.5%	**0.6%**
Other combinations [1]	9.5%	12.0%	13.3%	14.0%	**12.4%**

(1) Different situations have been isolated

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Tourists with children	**9.6%**	**9.8%**	**9.2%**	**10.6%**	**9.8%**
- Between 0 and 2 years old	0.0%	0.5%	0.2%	0.3%	**0.3%**
- Between 3 and 12 years old	9.3%	8.5%	8.6%	9.7%	**9.0%**
- Between 0 -2 and 3-12 years	0.3%	0.8%	0.3%	0.5%	**0.5%**
Tourists without children	**90.4%**	**90.2%**	**90.8%**	**89.4%**	**90.2%**
Group composition:					
- 1 person	18.2%	16.0%	14.1%	17.7%	**16.4%**
- 2 people	55.6%	56.3%	57.2%	52.2%	**55.3%**
- 3 people	9.9%	10.5%	14.5%	13.6%	**12.3%**
- 4 or 5 people	13.9%	14.8%	12.9%	14.4%	**14.0%**
- 6 or more people	2.3%	2.3%	1.3%	2.0%	**2.0%**
Average group size:	**2.36**	**2.38**	**2.34**	**2.37**	**2.36**

People who share the main expenses of the trip

> 99
9,8% of tourists travel with children.

(under the age of 13)

2022Q1	9.6%
2022Q2	9.8%
2022Q3	9.2%
2022Q4	10.6%

Who are they? 🧑

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Gender					
Men	49.7%	50.0%	51.3%	52.8%	**51.1%**
Women	50.3%	50.0%	48.7%	47.2%	**48.9%**
Age					
Average age (tourist > 15 years old)	44.8	43.2	38.5	41.9	**41.9**
Standard deviation	16.3	16.3	15.6	15.6	**16.1**
Age range (> 15 years old)					
16 - 24 years old	13.0%	12.8%	22.2%	12.9%	**15.3%**
25 - 30 years old	12.8%	17.7%	17.8%	18.1%	**16.9%**
31 - 45 years old	28.3%	26.9%	26.9%	28.8%	**27.7%**
46 - 60 years old	23.4%	23.0%	22.1%	25.4%	**23.5%**
Over 60 years old	22.5%	19.6%	11.0%	14.8%	**16.6%**
Occupation					
Salaried worker	45.0%	43.2%	51.3%	46.5%	**46.6%**
Self-employed	14.5%	19.5%	19.7%	20.1%	**18.7%**
Unemployed	1.9%	2.8%	3.4%	1.8%	**2.5%**
Business owner	12.6%	7.1%	10.1%	6.4%	**8.8%**
Student	5.2%	11.2%	11.0%	7.2%	**8.8%**
Retired	18.2%	14.1%	3.0%	15.8%	**12.5%**
Unpaid domestic work	1.2%	0.3%	0.0%	2.2%	**0.9%**
Others	1.4%	1.8%	1.5%	0.0%	**1.1%**
Annual household income level					
Less than €25,000	28.0%	25.4%	25.2%	24.3%	**25.6%**
€25,000 - €49,999	44.4%	46.1%	41.8%	51.7%	**46.2%**
€50,000 - €74,999	18.5%	20.4%	21.6%	14.4%	**18.6%**
More than €74,999	9.1%	8.1%	11.4%	9.7%	**9.6%**
Education level					
No studies	0.9%	0.4%	0.4%	0.0%	**0.4%**
Primary education	2.4%	0.8%	2.2%	2.3%	**1.9%**
Secondary education	16.9%	17.9%	16.3%	16.7%	**16.9%**
Higher education	79.8%	80.9%	81.2%	81.0%	**80.8%**

AVERAGE AGE (> 15 years old)

2022Q1	44.8
2022Q2	43.2
2022Q3	38.5
2022Q4	41.9

% TOURISTS WITH INCOMES OVER €74,999
● 2022Q1 ● 2022Q3
● 2022Q2 ● 2022Q4

2022Q1	2022Q2	2022Q3	2022Q4
9%	8%	11%	10%

% SALARIED WORKER TOURISTS

2022Q1	45%
2022Q2	43%
2022Q3	51%
2022Q4	47%

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.