

# Tourist profile by quarter of trip (2024)

## UNITED KINGDOM



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



	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>1,506</b>	<b>1,493</b>	<b>1,582</b>	<b>1,612</b>	<b>6,192</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>1,336</b>	<b>1,259</b>	<b>1,299</b>	<b>1,461</b>	<b>5,355</b>
- book holiday package (*)	756	753	784	879	<b>3,172</b>
- do not book holiday package (*)	580	506	515	582	<b>2,183</b>
- % tourists who book holiday package	56.6%	59.8%	60.4%	60.1%	<b>59.2%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>170</b>	<b>234</b>	<b>283</b>	<b>151</b>	<b>837</b>
<b>Expenditure per tourist (€)</b>					
- book holiday package	358	339	373	347	<b>355</b>
- holiday package	297	277	306	287	<b>292</b>
- others	61	62	67	61	<b>63</b>
- do not book holiday package	252	266	287	231	<b>257</b>
- flight	55	69	81	59	<b>65</b>
- accommodation	96	101	100	85	<b>95</b>
- others	101	96	106	88	<b>97</b>
<b>Average length of stay</b>	<b>8.80</b>	<b>7.90</b>	<b>8.62</b>	<b>8.47</b>	<b>8.46</b>
<b>Average daily expenditure (€)</b>	<b>188.7</b>	<b>184.9</b>	<b>200.9</b>	<b>190.0</b>	<b>191.1</b>
<b>Average daily expenditure (without flight)</b>	<b>142.6</b>	<b>132.9</b>	<b>140.0</b>	<b>139.0</b>	<b>138.7</b>
<b>Average cost of the flight (€)</b>	<b>73.2</b>	<b>86.2</b>	<b>101.5</b>	<b>79.3</b>	<b>84.8</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>1,946</b>	<b>1,734</b>	<b>2,087</b>	<b>2,116</b>	<b>7,882</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>1,487</b>	<b>1,250</b>	<b>1,460</b>	<b>1,551</b>	<b>5,749</b>

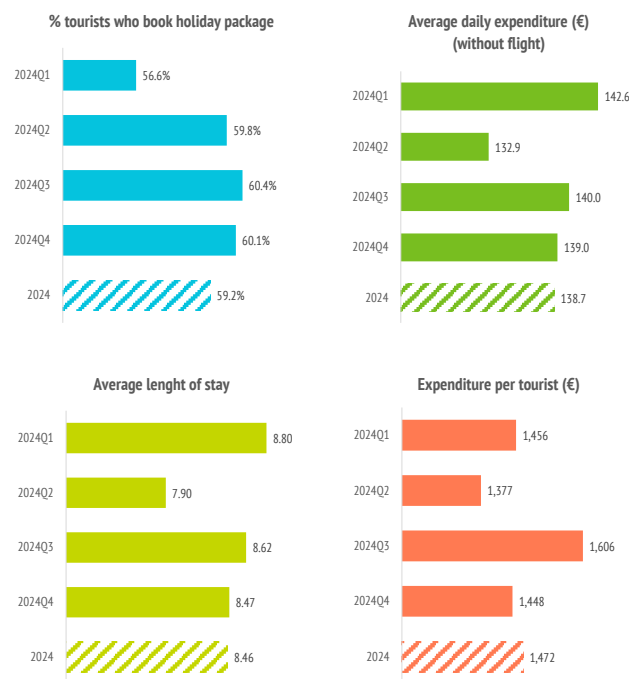
(\*) Thousand of tourists

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	85.3%	87.8%	86.8%	88.6%	<b>87.2%</b>
- Additional accommodation expenses	6.2%	5.5%	5.2%	4.7%	<b>5.4%</b>
<b>Transport:</b>					
- National/International Transport	96.4%	95.9%	97.0%	97.8%	<b>96.8%</b>
- Flights between islands	3.2%	2.8%	3.1%	3.7%	<b>3.2%</b>
- Taxi	63.2%	65.4%	67.8%	66.4%	<b>65.7%</b>
- Car rental	17.2%	16.5%	13.8%	13.8%	<b>15.3%</b>
- Public transport	10.5%	7.5%	8.1%	8.5%	<b>8.7%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	55.0%	55.1%	59.2%	55.3%	<b>56.1%</b>
- Restaurants	69.7%	66.3%	66.7%	68.0%	<b>67.7%</b>
<b>Leisure:</b>					
- Organized excursions	14.7%	19.0%	19.8%	17.0%	<b>17.6%</b>
- Sport activities	5.7%	6.4%	8.7%	5.3%	<b>6.5%</b>
- Cultural activities	1.3%	2.4%	1.9%	2.0%	<b>1.9%</b>
- Museums	3.4%	3.3%	2.5%	2.4%	<b>2.9%</b>
- Theme Parks	9.0%	13.5%	18.5%	9.0%	<b>12.4%</b>
- Discos and pubs	13.8%	16.2%	16.1%	15.9%	<b>15.5%</b>
- Wellness	4.7%	4.8%	5.2%	4.6%	<b>4.8%</b>
<b>Purchases of goods:</b>					
- Souvenirs	36.8%	41.2%	42.5%	38.9%	<b>39.8%</b>
- Real state	0.1%	0.1%	0.1%	0.0%	<b>0.1%</b>
- Other expenses	1.0%	0.9%	0.7%	0.5%	<b>0.8%</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	6.5%	5.1%	6.0%	6.2%	<b>6.0%</b>
- Other expenses	4.9%	5.7%	5.2%	4.0%	<b>4.9%</b>

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.



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

Expenditure per tourist and trip (€)	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Accommodation:</b>					
- Accommodation	1,015	846	899	949	<b>929</b>
- Additional accommodation expenses	833	703	793	760	<b>772</b>
- Additional accommodation expenses	182	143	106	189	<b>157</b>
<b>Transport:</b>					
- National/International Transport	664	670	806	679	<b>704</b>
- National/International Transport	356	401	497	395	<b>412</b>
- Flights between islands	78	77	93	67	<b>78</b>
- Taxi	74	72	87	73	<b>76</b>
- Car rental	131	98	109	109	<b>112</b>
- Public transport	25	22	20	36	<b>26</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	332	322	355	336	<b>336</b>
- Food purchases at supermarkets	105	102	113	107	<b>107</b>
- Restaurants	227	221	241	229	<b>230</b>
<b>Leisure:</b>					
- Organized excursions	563	579	616	561	<b>582</b>
- Organized excursions	88	89	100	88	<b>92</b>
- Sport activities	88	97	108	93	<b>98</b>
- Cultural activities	87	90	62	68	<b>76</b>
- Museums	42	44	51	39	<b>44</b>
- Theme Parks	74	76	91	76	<b>81</b>
- Discos and pubs	111	106	127	114	<b>115</b>
- Wellness	72	77	78	82	<b>77</b>
<b>Purchases of goods:</b>					
- Souvenirs	15,440	394	712	8,961	<b>6,544</b>
- Souvenirs	82	78	97	88	<b>87</b>
- Real state	14,894	150	465	8,750	<b>6,205</b>
- Other expenses	464	165	150	122	<b>252</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	104	109	148	143	<b>126</b>
- Medical or pharmaceutical expenses	31	35	34	46	<b>37</b>
- Other expenses	73	74	114	97	<b>89</b>

## Tourist profile by quarter of trip (2024)

### UNITED KINGDOM

#### What is the main purpose of their trip?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Holiday, leisure	92.9%	95.6%	96.2%	95.1%	<b>95.0%</b>
Visiting family or friends	6.4%	3.4%	2.9%	3.7%	<b>4.1%</b>
Business and work	0.3%	0.3%	0.1%	0.4%	<b>0.3%</b>
Education and training	0.0%	0.0%	0.1%	0.1%	<b>0.1%</b>
Sports training	0.3%	0.3%	0.1%	0.2%	<b>0.2%</b>
Health or medical care	0.0%	0.1%	0.1%	0.1%	<b>0.0%</b>
Fairs and congresses	0.0%	0.0%	0.1%	0.0%	<b>0.0%</b>
Others	0.0%	0.3%	0.4%	0.4%	<b>0.3%</b>

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Rest	65.5%	65.3%	58.6%	69.0%	<b>64.7%</b>
Enjoy family time	14.3%	14.8%	22.8%	12.7%	<b>16.0%</b>
Have fun	10.2%	11.1%	11.5%	8.7%	<b>10.3%</b>
Explore the destination	7.4%	7.3%	5.6%	7.4%	<b>7.0%</b>
Practice their hobbies	1.3%	0.7%	0.7%	1.2%	<b>1.0%</b>
Other reasons	1.3%	0.9%	0.8%	1.0%	<b>1.0%</b>

#### Where did they spend their main holiday last year? \*

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Didn't have holidays	10.1%	14.2%	10.4%	7.6%	<b>10.5%</b>
Canary Islands	32.9%	33.6%	34.9%	29.9%	<b>32.8%</b>
Other destination	57.0%	52.2%	54.7%	62.4%	<b>56.6%</b>
- Balearic Islands	4.7%	5.3%	4.9%	5.4%	<b>5.1%</b>
- Rest of Spain	9.8%	8.1%	8.2%	9.8%	<b>9.0%</b>
- Italy	3.7%	3.5%	4.0%	5.0%	<b>4.1%</b>
- France	3.0%	2.8%	3.2%	4.1%	<b>3.3%</b>
- Turkey	4.4%	4.6%	4.2%	4.4%	<b>4.4%</b>
- Greece	9.0%	7.7%	7.8%	8.3%	<b>8.2%</b>
- Portugal	3.5%	4.3%	3.2%	4.5%	<b>3.9%</b>
- Croatia	1.3%	1.1%	1.6%	1.8%	<b>1.5%</b>
- Egypt	1.4%	1.0%	1.3%	1.0%	<b>1.2%</b>
- Tunisia	0.5%	0.2%	0.3%	0.2%	<b>0.3%</b>
- Morocco	0.5%	0.7%	0.8%	0.9%	<b>0.7%</b>
- Others	15.3%	12.9%	15.1%	17.1%	<b>15.1%</b>

\* Percentage of valid answers

#### What other destinations did they consider for this trip? \*

	2024Q1	2024Q2	2024Q3	2024Q4	2024
None (I was clear about "this Canary Island")	30.7%	22.6%	18.0%	31.3%	<b>25.1%</b>
Canary Islands (other island)	30.8%	23.8%	19.4%	27.4%	<b>24.9%</b>
Other destination	38.5%	53.6%	62.6%	41.3%	<b>50.0%</b>
- Balearic Islands	5.3%	7.7%	9.9%	5.6%	<b>7.3%</b>
- Rest of Spain	7.8%	10.2%	11.5%	7.7%	<b>9.5%</b>
- Italy	3.4%	4.7%	4.3%	2.8%	<b>3.8%</b>
- France	1.6%	1.3%	1.5%	0.9%	<b>1.3%</b>
- Turkey	3.6%	5.4%	6.3%	4.4%	<b>5.1%</b>
- Greece	5.1%	10.3%	13.8%	7.6%	<b>9.6%</b>
- Portugal	5.4%	7.9%	8.6%	5.4%	<b>6.9%</b>
- Croatia	1.5%	2.7%	3.9%	1.9%	<b>2.6%</b>
- Egypt	2.1%	1.8%	1.5%	2.6%	<b>2.0%</b>
- Others	2.6%	1.6%	1.3%	2.3%	<b>1.9%</b>

\* Percentage of valid answers

#### Importance of each factor in the destination choice

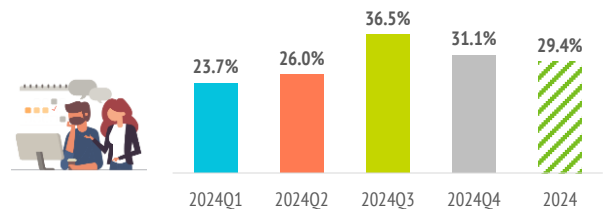
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Climate	82.1%	79.1%	76.9%	81.4%	<b>79.9%</b>
Safety	64.7%	66.3%	69.9%	64.7%	<b>66.3%</b>
Accommodation supply	54.8%	58.5%	58.3%	55.5%	<b>56.7%</b>
Tranquility	49.2%	50.6%	49.4%	50.4%	<b>49.9%</b>
Price	45.3%	50.3%	53.5%	45.4%	<b>48.5%</b>
Effortless trip	46.9%	49.8%	48.5%	47.5%	<b>48.1%</b>
Environment	33.4%	36.3%	34.8%	34.7%	<b>34.8%</b>
Sea	35.5%	35.0%	35.4%	32.9%	<b>34.6%</b>
European belonging	35.4%	34.7%	30.8%	32.5%	<b>33.3%</b>
Beaches	31.0%	33.0%	33.0%	29.6%	<b>31.6%</b>
Gastronomy	28.3%	27.7%	27.1%	26.0%	<b>27.3%</b>
Fun possibilities	22.6%	25.7%	32.3%	22.3%	<b>25.6%</b>
Landscapes	24.0%	22.8%	21.9%	24.1%	<b>23.2%</b>
Authenticity	19.7%	21.4%	21.9%	20.1%	<b>20.7%</b>
Shopping	10.0%	9.5%	12.5%	10.5%	<b>10.6%</b>
Culture	10.8%	9.9%	10.3%	9.8%	<b>10.2%</b>
Nightlife	8.9%	8.4%	10.1%	9.4%	<b>9.2%</b>
Exoticism	7.3%	8.1%	11.1%	7.5%	<b>8.5%</b>
Historical heritage	7.8%	6.8%	7.4%	8.7%	<b>7.7%</b>
Hiking trail network	6.8%	3.1%	2.2%	5.0%	<b>4.3%</b>

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.

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
The same day	0.8%	0.5%	0.5%	0.4%	<b>0.6%</b>
Between 1 and 30 days	21.8%	17.4%	16.6%	17.6%	<b>18.3%</b>
Between 1 and 2 months	23.7%	20.9%	15.8%	19.2%	<b>19.9%</b>
Between 3 and 6 months	30.1%	35.2%	30.6%	31.7%	<b>31.8%</b>
More than 6 months	23.7%	26.0%	36.5%	31.1%	<b>29.4%</b>

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Previous visits to the Canary Islands	65.7%	59.2%	55.6%	65.9%	<b>61.8%</b>
Friends or relatives	29.0%	29.1%	28.7%	26.1%	<b>28.1%</b>
Internet or social media	52.7%	52.8%	53.0%	48.2%	<b>51.6%</b>
Mass Media	2.1%	2.3%	2.1%	1.8%	<b>2.1%</b>
Travel guides and magazines	5.3%	5.0%	5.4%	4.3%	<b>4.9%</b>
Travel Blogs or Forums	4.8%	4.4%	5.0%	3.2%	<b>4.3%</b>
Travel TV Channels	1.2%	0.6%	0.8%	0.6%	<b>0.8%</b>
Tour Operator or Travel Agency	21.5%	22.2%	22.8%	23.0%	<b>22.4%</b>
Public administrations or similar	0.7%	0.3%	0.6%	0.4%	<b>0.5%</b>
Others	3.5%	2.5%	2.8%	3.6%	<b>3.1%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2024)

### UNITED KINGDOM

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Flight</b>					
- Directly with the airline	50.7%	47.8%	47.5%	48.5%	<b>48.7%</b>
- Tour Operator or Travel Agency	49.3%	52.2%	52.5%	51.5%	<b>51.3%</b>
<b>Accommodation</b>					
- Directly with the accommodation	36.0%	36.9%	34.3%	34.2%	<b>35.3%</b>
- Tour Operator or Travel Agency	64.0%	63.1%	65.7%	65.8%	<b>64.7%</b>

#### Where does the flight come from?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
United Kingdom	98.8%	98.3%	98.7%	97.7%	<b>98.3%</b>
Spanish Mainland	0.6%	1.0%	0.2%	1.0%	<b>0.7%</b>
Ireland	0.2%	0.4%	0.6%	0.5%	<b>0.4%</b>
Portugal	0.1%	0.1%	0.1%	0.1%	<b>0.1%</b>
Switzerland	0.1%	0.0%	0.0%	0.1%	<b>0.1%</b>
Belgium	0.0%	0.0%	0.0%	0.2%	<b>0.1%</b>
Others	0.1%	0.2%	0.3%	0.6%	<b>0.3%</b>

#### Where do they stay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
1-2-3* Hotel	8.7%	8.4%	9.3%	7.9%	<b>8.6%</b>
4* Hotel	40.7%	41.5%	38.7%	37.0%	<b>39.4%</b>
5* Hotel / 5* Luxury Hotel	11.3%	13.4%	11.4%	11.1%	<b>11.8%</b>
Aparthotel / Tourist Villa	17.3%	20.0%	21.1%	19.6%	<b>19.5%</b>
House/room rented in a private dwelling	11.1%	11.0%	12.0%	15.9%	<b>12.6%</b>
Private accommodation (1)	9.0%	4.6%	6.0%	6.3%	<b>6.5%</b>
Others (Cottage, cruise, camping,...)	1.9%	1.1%	1.3%	2.3%	<b>1.7%</b>

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

#### What do they book?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Room only	26.5%	27.4%	30.0%	33.3%	<b>29.4%</b>
Bed and Breakfast	16.8%	16.0%	11.9%	13.9%	<b>14.6%</b>
Half board	18.8%	14.8%	12.4%	15.7%	<b>15.4%</b>
Full board	2.2%	1.5%	2.1%	1.8%	<b>1.9%</b>
All inclusive	35.7%	40.4%	43.6%	35.4%	<b>38.6%</b>

#### Tourist tax (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	42.4%	42.5%	46.6%	<b>44.0%</b>
No	--	39.3%	39.2%	37.2%	<b>38.5%</b>
Not remember	--	18.2%	18.3%	16.2%	<b>17.5%</b>

Do they exclude destinations with tourist tax?

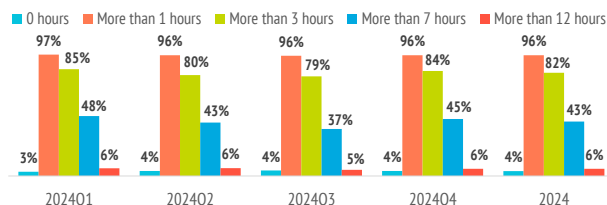
	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	27.1%	25.5%	25.0%	<b>25.8%</b>
No	--	72.9%	74.5%	75.0%	<b>74.2%</b>

How much would they be willing to pay?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Up to 1 euro	--	31.2%	32.0%	34.0%	<b>32.5%</b>
Up to 2 euros	--	32.8%	32.2%	31.8%	<b>32.2%</b>
Up to 3 euros	--	22.8%	25.3%	20.1%	<b>22.6%</b>
More than 3 euros	--	13.2%	10.5%	14.1%	<b>12.7%</b>

#### Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Outdoor time per day</b>					
0 hours	3.4%	3.9%	4.3%	4.0%	<b>3.9%</b>
1 - 2 hours	11.7%	15.8%	16.4%	12.5%	<b>14.0%</b>
3 - 6 hours	37.2%	37.7%	41.8%	38.2%	<b>38.7%</b>
7 - 12 hours	41.6%	36.3%	32.5%	39.6%	<b>37.6%</b>
More than 12 hours	6.2%	6.2%	4.9%	5.7%	<b>5.8%</b>
Outdoor time per day	6.7	6.3	6.0	6.5	<b>6.4</b>



#### Activities in the Canary Islands

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Walk, wander	80.7%	78.9%	78.6%	78.8%	<b>79.3%</b>
Swimming pool, hotel facilities	64.4%	74.6%	79.9%	66.3%	<b>71.1%</b>
Beach	57.7%	63.1%	65.0%	56.2%	<b>60.3%</b>
Explore the island on their own	39.9%	35.6%	33.6%	32.4%	<b>35.3%</b>
Taste Canarian gastronomy	22.5%	23.6%	24.4%	24.2%	<b>23.7%</b>
Nightlife / concerts / shows	17.0%	21.8%	21.7%	18.7%	<b>19.7%</b>
Theme parks	9.9%	16.0%	23.0%	11.8%	<b>15.0%</b>
Organized excursions	10.4%	16.2%	18.4%	12.1%	<b>14.1%</b>
Sea excursions / whale watching	7.8%	12.0%	14.1%	9.8%	<b>10.9%</b>
Swim	9.0%	9.9%	12.5%	9.0%	<b>10.1%</b>
Wineries / markets / popular festivals	7.7%	7.6%	9.0%	8.5%	<b>8.2%</b>
Hiking	9.2%	5.8%	4.5%	7.8%	<b>6.9%</b>
Museums / exhibitions	7.2%	7.0%	5.9%	6.6%	<b>6.7%</b>
Beauty and health treatments	4.9%	4.7%	6.3%	4.9%	<b>5.2%</b>
Running	4.7%	5.3%	5.0%	4.7%	<b>4.9%</b>
Other Nature Activities	3.5%	4.4%	3.3%	3.7%	<b>3.7%</b>
Golf	3.2%	2.6%	4.4%	2.8%	<b>3.2%</b>
Practice other sports	2.7%	3.0%	3.3%	2.6%	<b>2.9%</b>
Cycling / Mountain bike	2.7%	2.3%	2.7%	2.5%	<b>2.6%</b>
Astronomical observation	1.8%	1.5%	1.7%	2.7%	<b>1.9%</b>
Surf	1.7%	1.4%	1.4%	1.4%	<b>1.5%</b>
Scuba Diving	1.3%	1.2%	1.5%	1.8%	<b>1.5%</b>
Windsurf / Kitesurf	0.8%	0.5%	0.6%	0.3%	<b>0.5%</b>

\* Multi-choice question

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Yes	--	49.3%	47.4%	51.2%	<b>37.1%</b>
- For any purpose	--	12.8%	11.0%	11.2%	<b>8.7%</b>
- Improve living conditions	--	7.2%	7.4%	6.3%	<b>5.2%</b>
- Improve economic development	--	5.7%	6.4%	5.2%	<b>4.3%</b>
- Improve the environment	--	12.5%	12.4%	13.7%	<b>9.7%</b>
- Improve the tourist environment	--	3.9%	4.2%	5.9%	<b>3.6%</b>
- Other purposes	--	7.3%	6.0%	8.9%	<b>5.6%</b>
Not sure	--	28.2%	29.1%	26.4%	<b>20.9%</b>
No	--	22.5%	23.5%	22.3%	<b>17.1%</b>

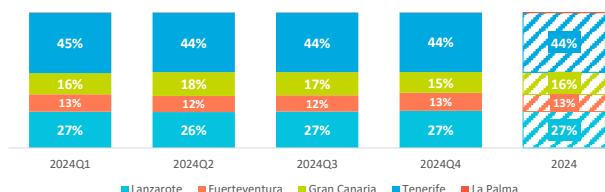
## Tourist profile by quarter of trip (2024)

### UNITED KINGDOM



#### Which island do they choose?

Tourists (≥ 16 year old)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	357,125	332,492	348,145	400,180	1,437,942
Fuerteventura	171,654	149,526	155,870	193,771	670,821
Gran Canaria	207,798	221,680	221,853	224,061	875,392
Tenerife	594,056	552,303	569,975	639,563	2,355,897
La Palma	3,838	2,162	1,787	2,811	10,598



#### How many are loyal to the Canary Islands?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Repeat tourists	83.5%	77.9%	75.4%	83.1%	80.1%
At least 10 previous visits	28.8%	23.2%	20.5%	29.2%	25.6%
Repeat tourists (last 5 years)	73.7%	69.3%	64.8%	74.9%	70.8%
Repeat tourists (last 5 years) (5 or more)	22.1%	21.2%	17.7%	23.3%	21.1%

#### Who are they?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
<b>Gender</b>					
Men	43.3%	45.5%	42.8%	45.6%	44.3%
Women	56.7%	54.5%	57.2%	54.4%	55.7%
<b>Age</b>					
Average age	52.1	46.8	45.4	52.8	49.4
Standard deviation	16.2	16.4	15.9	16.1	16.5
<b>Age range</b>					
16 - 24 years old	5.1%	10.0%	11.8%	4.4%	7.7%
25 - 30 years old	6.7%	9.9%	9.2%	6.5%	8.0%
31 - 45 years old	25.2%	30.6%	32.7%	24.1%	28.0%
46 - 60 years old	27.0%	24.4%	25.8%	27.3%	26.2%
Over 60 years old	36.0%	25.1%	20.6%	37.7%	30.2%
<b>Occupation</b>					
Salaried worker	49.3%	60.9%	63.5%	52.9%	56.5%
Self-employed	12.5%	9.2%	11.2%	10.1%	10.8%
Unemployed	0.3%	0.3%	0.5%	0.3%	0.4%
Business owner	5.6%	4.9%	4.4%	4.5%	4.8%
Student	1.2%	2.0%	3.6%	1.3%	2.0%
Retired	30.2%	21.2%	15.2%	29.6%	24.3%
Unpaid domestic work	0.5%	0.8%	0.8%	0.6%	0.7%
Others	0.4%	0.6%	0.8%	0.6%	0.6%
<b>Annual household income level</b>					
Less than €25,000	8.2%	9.5%	9.6%	10.2%	9.4%
€25,000 - €49,999	33.2%	33.4%	32.9%	25.3%	31.0%
€50,000 - €74,999	26.0%	23.5%	25.5%	26.2%	25.3%
More than €74,999	32.7%	33.7%	32.1%	38.2%	34.3%
<b>Education level</b>					
No studies	8.8%	9.6%	10.6%	10.4%	9.9%
Primary education	0.9%	0.4%	0.5%	0.8%	0.7%
Secondary education	16.7%	20.9%	16.7%	17.7%	18.0%
Higher education	73.6%	69.1%	72.2%	71.0%	71.5%

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.

Share by islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Lanzarote	26.8%	26.4%	26.8%	27.4%	26.9%
Fuerteventura	12.9%	11.9%	12.0%	13.3%	12.5%
Gran Canaria	15.6%	17.6%	17.1%	15.3%	16.4%
Tenerife	44.5%	43.9%	43.9%	43.8%	44.0%
La Palma	0.3%	0.2%	0.1%	0.2%	0.2%

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

	2024Q1	2024Q2	2024Q3	2024Q4	2024
One island	95.4%	96.3%	96.6%	95.8%	96.0%
Two islands	4.2%	3.6%	3.2%	4.1%	3.8%
Three or more islands	0.4%	0.2%	0.3%	0.2%	0.2%

#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Average rating	8.97	8.95	8.84	8.86	8.90

Experience in the Canary Islands	2024Q1	2024Q2	2024Q3	2024Q4	2024
Worse or much worse than expected	2.4%	1.6%	2.9%	2.7%	2.4%
Lived up to expectations	56.2%	54.6%	54.1%	56.6%	55.4%
Better or much better than expected	41.4%	43.8%	43.0%	40.7%	42.2%

Future intentions (scale 1-10)	2024Q1	2024Q2	2024Q3	2024Q4	2024
Return to the Canary Islands	9.12	9.02	8.77	9.06	9.00
Recommend visiting the Canary Islands	9.20	9.11	8.94	9.12	9.09

#### Who do they come with?

	2024Q1	2024Q2	2024Q3	2024Q4	2024
Unaccompanied	8.2%	7.2%	5.4%	9.1%	7.5%
Only with partner	54.9%	47.2%	37.7%	53.5%	48.5%
Only with children (< 13 years old)	3.4%	3.5%	5.5%	3.2%	3.9%
Partner + children (< 13 years old)	5.8%	8.5%	10.9%	5.9%	7.7%
Other relatives	9.6%	12.4%	16.8%	11.7%	12.6%
Friends	7.0%	8.0%	5.1%	5.4%	6.4%
Work colleagues	0.0%	0.1%	0.0%	0.1%	0.1%
Organized trip	0.2%	0.1%	0.1%	0.1%	0.1%
Other combinations (2)	10.9%	13.1%	18.5%	11.0%	13.3%

(2) Combination of some of the groups previously analyzed

Tourists with children	15.3%	20.1%	28.4%	15.3%	19.6%
- Between 0 and 2 years old	1.2%	1.9%	1.4%	1.4%	1.5%
- Between 3 and 12 years old	12.9%	16.6%	25.0%	12.8%	16.7%
- Between 0 -2 and 3-12 years old	1.2%	1.6%	2.0%	1.2%	1.5%
<b>Tourists without children</b>	<b>84.7%</b>	<b>79.9%</b>	<b>71.6%</b>	<b>84.7%</b>	<b>80.4%</b>
<b>Group composition:</b>					
- 1 person	10.4%	9.0%	7.0%	10.8%	9.4%
- 2 people	61.3%	54.9%	44.8%	58.9%	55.1%
- 3 people	10.0%	13.0%	14.9%	10.8%	12.1%
- 4 or 5 people	14.1%	17.2%	25.1%	14.1%	17.5%
- 6 or more people	4.2%	6.0%	8.2%	5.4%	5.9%
<b>Average group size:</b>	<b>2.54</b>	<b>2.74</b>	<b>3.07</b>	<b>2.60</b>	<b>2.73</b>

\*People who share the main expenses of the trip