

Tourist Expenditure Survey (2024)

Main indicators by island of stay



Tourists (≥ 16 years old)

	2023	2024	Change
Lanzarote	2,601,667	2,789,181	7.2%
Fuerteventura	1,984,658	2,186,254	10.2%
Gran Canaria	3,737,159	4,040,620	8.1%
Tenerife	5,601,943	6,277,692	12.1%
La Palma	133,951	155,114	15.8%
Canary Islands	14,108,401	15,484,736	9.8%

Tourist turnover (≥ 16 years old)(€ million)

	2023	2024	Change
Lanzarote	3,508	3,983	13.5%
Fuerteventura	2,762	3,097	12.1%
Gran Canaria	5,459	6,035	10.5%
Tenerife	7,593	8,982	18.3%
La Palma	166	201	20.7%
Canary Islands	19,565	22,351	14.2%

Tourists with holiday package (%)

	2023	2024	Change
Lanzarote	42.2%	50.4%	8.22
Fuerteventura	60.3%	62.8%	2.54
Gran Canaria	52.4%	52.0%	-0.38
Tenerife	42.8%	44.3%	1.57
La Palma	48.5%	51.3%	2.75
Canary Islands	47.7%	50.1%	2.39

Expenditure per tourist and trip (€)

	2023	2024	Change
Lanzarote	1,349	1,428	5.9%
Fuerteventura	1,392	1,417	1.8%
Gran Canaria	1,461	1,494	2.2%
Tenerife	1,355	1,431	5.6%
La Palma	1,241	1,294	4.3%
Canary Islands	1,387	1,443	4.1%

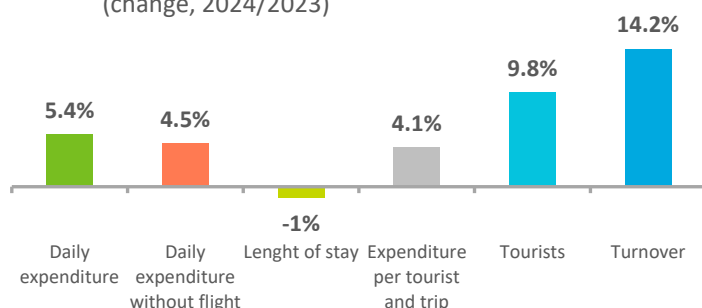
Average daily expenditure (€)

	2023	2024	Change
Lanzarote	167.6	177.9	6.2%
Fuerteventura	164.9	170.6	3.4%
Gran Canaria	169.0	170.9	1.1%
Tenerife	168.9	183.1	8.4%
La Palma	140.8	154.3	9.6%
Canary Islands	167.8	176.9	5.4%

Average daily expenditure (€) without flight

	2023	2024	Change
Lanzarote	121.2	127.8	5.5%
Fuerteventura	116.5	116.9	0.3%
Gran Canaria	117.7	120.2	2.1%
Tenerife	123.4	131.8	6.8%
La Palma	96.6	106.6	10.3%
Canary Islands	120.2	125.7	4.5%

Main indicators change
(change, 2024/2023)



Length of stay (days)

	2023	2024	Change
Lanzarote	8.93	8.78	-0.15
Fuerteventura	9.42	9.19	-0.22
Gran Canaria	10.09	10.48	0.39
Tenerife	9.32	8.97	-0.35
La Palma	9.71	9.46	-0.25
Canary Islands	9.47	9.37	-0.11

Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded.

Tourist Expenditure Survey (2024)

Main indicators by island of stay



Canary Islands



	2023	2024	Change
Tourists (≥ 16 years old)	#####	#####	9.8%
- book package	6,731,597	7,757,614	15.2%
- do not book package	7,376,803	7,727,121	4.7%
% book package	47.7%	50.1%	2.39
Average daily expenditure	1,387	1,443	4.1%
Expenditure per tourist and trip	167.8	176.9	5.4%
- without flight	120.2	125.7	4.5%
Length of stay	9.47	9.37	-0.11
Turnover (≥ 16 years old) (€ million)	19,565	22,351	14.2%

Lanzarote



	2023	2024	Change
Tourists (≥ 16 years old)	2,601,667	2,789,181	7.2%
- book package	1,096,854	1,405,188	28.1%
- do not book package	1,504,813	1,383,993	-8.0%
% book package	42.2%	50.4%	8.22
Average daily expenditure	1,349	1,428	5.9%
Expenditure per tourist and trip	167.6	177.9	6.2%
- without flight	121.2	127.8	5.5%
Length of stay	8.93	8.78	-0.15
Turnover (≥ 16 years old) (€ million)	3,508	3,983	13.5%

Fuerteventura



	2023	2024	Change
Tourists (≥ 16 years old)	1,984,658	2,186,254	10.2%
- book package	1,196,423	1,373,427	14.8%
- do not book package	788,235	812,827	3.1%
% book package	60.3%	62.8%	2.54
Average daily expenditure	1,392	1,417	1.8%
Expenditure per tourist and trip	164.9	170.6	3.4%
- without flight	116.5	116.9	0.3%
Length of stay	9.42	9.19	-0.22
Turnover (≥ 16 years old) (€ million)	2,762	3,097	12.1%

Gran Canaria



	2023	2024	Change
Tourists (≥ 16 years old)	3,737,159	4,040,620	8.1%
- book package	1,957,000	2,100,388	7.3%
- do not book package	1,780,159	1,940,232	9.0%
% book package	52.4%	52.0%	-0.38
Average daily expenditure	1,461	1,494	2.2%
Expenditure per tourist and trip	169.0	170.9	1.1%
- without flight	117.7	120.2	2.1%
Length of stay	10.09	10.48	0.39
Turnover (≥ 16 years old) (€ million)	5,459	6,035	10.5%

Tenerife



	2023	2024	Change
Tourists (≥ 16 years old)	5,601,943	6,277,692	12.1%
- book package	2,395,517	2,782,735	16.2%
- do not book package	3,206,426	3,494,957	9.0%
% book package	42.8%	44.3%	1.57
Average daily expenditure	1,355	1,431	5.6%
Expenditure per tourist and trip	168.9	183.1	8.4%
- without flight	123.4	131.8	6.8%
Length of stay	9.32	8.97	-0.35
Turnover (≥ 16 years old) (€ million)	7,593	8,982	18.3%

La Palma



	2023	2024	Change
Tourists (≥ 16 years old)	133,951	155,114	15.8%
- book package	64,982	79,509	22.4%
- do not book package	68,969	75,605	9.6%
% book package	48.5%	51.3%	2.75
Average daily expenditure	1,241	1,294	4.3%
Expenditure per tourist and trip	140.8	154.3	9.6%
- without flight	96.6	106.6	10.3%
Length of stay	9.71	9.46	-0.25
Turnover (≥ 16 years old) (€ million)	166	201	20.7%

Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded.

Tourist Expenditure Survey (2024)

Main indicators by source market



Tourists (≥ 16 years old)

	2023	2024	Change
United Kingdom	4,810,709	5,354,753	11.3%
Germany	2,294,475	2,542,209	10.8%
Nordic countries	1,113,362	1,130,132	1.5%
Spanish Mainland	1,710,796	1,735,246	1.4%
Others	4,179,059	4,722,395	13.0%
All markets	14,108,401	15,484,736	9.8%

Tourist turnover (≥ 16 years old)(€ million)

	2023	2024	Change
United Kingdom	6,657	7,882	18.4%
Germany	3,635	4,173	14.8%
Nordic countries	1,897	2,005	5.7%
Spanish Mainland	1,451	1,524	5.0%
Others	5,924	6,766	14.2%
All markets	19,565	22,351	14.2%

Tourists with holiday package (%)

	2023	2024	Change
United Kingdom	55.0%	59.2%	4.20
Germany	65.4%	65.3%	-0.04
Nordic countries	62.3%	61.6%	-0.66
Spanish Mainland	17.2%	20.6%	3.42
Others	38.2%	39.6%	1.41
All markets	47.7%	50.1%	2.39

Expenditure per tourist and trip (€)

	2023	2024	Change
United Kingdom	1,384	1,472	6.4%
Germany	1,584	1,641	3.6%
Nordic countries	1,704	1,774	4.1%
Spanish Mainland	848	878	3.5%
Others	1,418	1,433	1.1%
All markets	1,387	1,443	4.1%

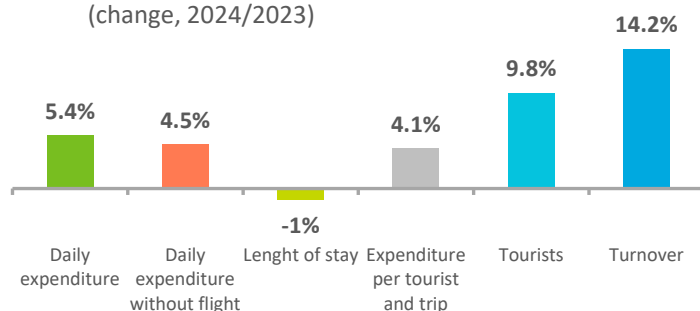
Average daily expenditure (€)

	2023	2024	Change
United Kingdom	176.2	191.1	8.5%
Germany	163.5	170.7	4.4%
Nordic countries	182.2	187.8	3.1%
Spanish Mainland	140.9	152.2	8.0%
Others	167.7	170.5	1.7%
All markets	167.8	176.9	5.4%

Average daily expenditure (€) without flight

	2023	2024	Change
United Kingdom	128.6	138.7	7.9%
Germany	115.0	117.4	2.1%
Nordic countries	124.5	127.3	2.2%
Spanish Mainland	102.6	111.8	9.0%
Others	119.5	120.0	0.4%
All markets	120.2	125.7	4.5%

Main indicators change
(change, 2024/2023)



Length of stay (days)

	2023	2024	Change
United Kingdom	8.85	8.46	-0.39
Germany	10.96	11.15	0.18
Nordic countries	11.38	12.25	0.88
Spanish Mainland	6.93	6.50	-0.43
Others	9.92	9.81	-0.10
All markets	9.47	9.37	-0.11

Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded.

Tourist Expenditure Survey (2024)

Main indicators by source market



All markets

	2023	2024	Change
Tourists (≥ 16 years old)	#####	#####	9.8%
- book package	6,731,597	7,757,614	15.2%
- do not book package	7,376,803	7,727,121	4.7%
% book package	47.7%	50.1%	2.39
Average daily expenditure	1,387	1,443	4.1%
Expenditure per tourist and trip	167.8	176.9	5.4%
- without flight	120.2	125.7	4.5%
Length of stay	9.47	9.37	-0.11
Turnover (≥ 16 years old) (€ million)	19,565	22,351	14.2%

Germany

	2023	2024	Change
Tourists (≥ 16 years old)	2,294,475	2,542,209	10.8%
- book package	1,500,318	1,661,281	10.7%
- do not book package	794,157	880,928	10.9%
% book package	65.4%	65.3%	-0.04
Average daily expenditure	1,584	1,641	3.6%
Expenditure per tourist and trip	163.5	170.7	4.4%
- without flight	115.0	117.4	2.1%
Length of stay	10.96	11.15	0.18
Turnover (≥ 16 years old) (€ million)	3,635	4,173	14.8%

Spanish Mainland

	2023	2024	Change
Tourists (≥ 16 years old)	1,710,796	1,735,246	1.4%
- book package	294,143	357,736	21.6%
- do not book package	1,416,653	1,377,510	-2.8%
% book package	17.2%	20.6%	3.42
Average daily expenditure	848	878	3.5%
Expenditure per tourist and trip	140.9	152.2	8.0%
- without flight	102.6	111.8	9.0%
Length of stay	6.93	6.50	-0.43
Turnover (≥ 16 years old) (€ million)	1,451	1,524	5.0%

United Kingdom

	2023	2024	Change
Tourists (≥ 16 years old)	2,601,667	2,789,181	7.2%
- book package	1,096,854	1,405,188	28.1%
- do not book package	1,504,813	1,383,993	-8.0%
% book package	42.2%	50.4%	8.22
Average daily expenditure	1,349	1,428	5.9%
Expenditure per tourist and trip	167.6	177.9	6.2%
- without flight	128.6	138.7	7.9%
Length of stay	8.93	8.78	-0.15
Turnover (≥ 16 years old) (€ million)	3,508	3,983	13.5%

Nordic countries

	2023	2024	Change
Tourists (≥ 16 years old)	1,113,362	1,130,132	1.5%
- book package	693,723	696,706	0.4%
- do not book package	419,639	433,426	3.3%
% book package	62.3%	61.6%	-0.66
Average daily expenditure	1,704	1,774	4.1%
Expenditure per tourist and trip	182.2	187.8	3.1%
- without flight	124.5	127.3	2.2%
Length of stay	11.38	12.25	0.88
Turnover (≥ 16 years old) (€ million)	1,897	2,005	5.7%

Others

	2023	2024	Change
Tourists (≥ 16 years old)	4,179,059	4,722,395	13.0%
- book package	1,595,494	1,869,673	17.2%
- do not book package	2,583,565	2,852,722	10.4%
% book package	38.2%	39.6%	1.41
Average daily expenditure	1,418	1,433	1.1%
Expenditure per tourist and trip	167.7	170.5	1.7%
- without flight	119.5	120.0	0.4%
Length of stay	9.92	9.81	-0.10
Turnover (≥ 16 years old) (€ million)	5,924	6,766	14.2%

Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded.