

International tourists: tourist arrivals and expenditure

January 2025



JANUARY 2025

	Canary Islands	Spain	Andalusia	Balearic Islands	Catalonia	Valencian Region	Madrid	Others
Tourists	1,360,592	5,065,094	692,719	147,620	1,076,814	600,146	704,362	482,841
Tourist turnover (€ million)	2,171	7,132	988	187	1,098	738	1,390	560
Expenditure per tourist and trip (€)	1,595	1,408	1,427	1,267	1,019	1,230	1,973	1,160
Expenditure per tourist and day (€)	181	165	154	150	163	124	218	122
Average length of stay	8.81	8.55	9.27	8.44	6.24	9.94	9.06	9.53

Change (%)

	Canary Islands	Spain	Andalusia	Balearic Islands	Catalonia	Valencian Region	Madrid	Others
Tourists	3.0%	6.1%	3.8%	6.1%	12.4%	-2.6%	15.7%	3.8%
Tourist turnover (€ million)	8.2%	8.9%	9.7%	7.3%	4.5%	-1.8%	19.8%	11.5%
Expenditure per tourist and trip (€)	5.1%	2.7%	5.6%	1.2%	-7.1%	0.8%	3.6%	7.4%
Expenditure per tourist and day (€)	1.7%	4.4%	8.5%	9.5%	2.5%	9.7%	-3.5%	0.8%
Average length of stay	0.26	-0.13	-0.26	-0.73	-0.65	-0.83	0.64	0.60

