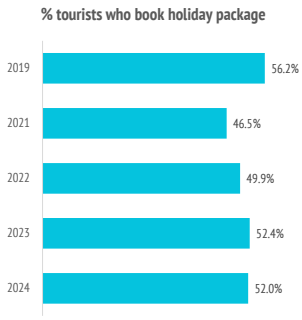
Tourist profile. Historical data (2019 - 2024)

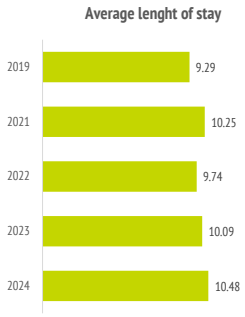
GRAN CANARIA

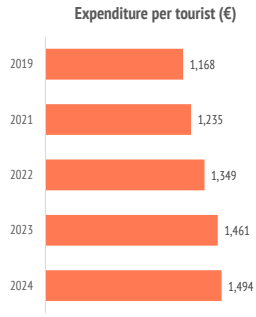
How many are they and how much do they spend?

	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**4,194**	**1,756**	**3,789**	**4,235**	**4,587**
Tourist arrivals ≥ 16 years old (EGT) (*)	**3,703**	**1,545**	**3,353**	**3,737**	**4,041**
- book holiday package (*)	2,081	719	1,674	1,957	2,100
- do not book holiday package (*)	1,622	826	1,679	1,780	1,940
- % tourists who book holiday package	56.2%	46.5%	49.9%	52.4%	52.0%
Children < 16 years old (FRONTUR - EGT) (*)	491	211	436	498	547
Expenditure per tourist (€)	**1,168**	**1,235**	**1,349**	**1,461**	**1,494**
- book holiday package	1,357	1,466	1,560	1,674	1,733
- holiday package	1,088	1,192	1,282	1,375	1,441
- others	269	274	278	299	293
- do not book holiday package	924	1,033	1,139	1,227	1,234
- flight	264	251	323	357	341
- accommodation	296	349	375	413	401
- others	364	433	441	456	493
Average lenght of stay	**9.29**	**10.25**	**9.74**	**10.09**	**10.48**
Average daily expenditure (€)	**141.3**	**142.0**	**159.1**	**169.0**	**170.9**
Average daily expenditure (without flight)	**99.0**	**104.5**	**113.3**	**117.7**	**120.2**
Average cost of the flight (€)	**342.9**	**317.0**	**383.5**	**431.0**	**429.1**
Total turnover (≥ 16 years old) (€m)	**4,324**	**1,908**	**4,523**	**5,459**	**6,035**
Turnover without flight (≥ 16 years old) (€m)	**3,054**	**1,418**	**3,237**	**3,848**	**4,301**

(*) Thousands of tourists







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

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	83.0%	79.6%	81.2%	82.8%	81.5%
- Additional accommodation expenses	6.9%	7.7%	6.8%	6.0%	5.6%
Transport:					
- National/International Transport	95.2%	94.5%	95.0%	95.6%	95.0%
- Flights between islands	3.5%	3.3%	3.3%	4.3%	3.4%
- Taxi	54.2%	51.5%	54.3%	55.2%	53.7%
- Car rental	22.8%	24.4%	21.6%	22.4%	22.7%
- Public transport	14.2%	14.2%	13.8%	15.4%	16.0%
Food and drink:					
- Food purchases at supermarkets	59.5%	56.6%	56.2%	57.2%	58.7%
- Restaurants	64.8%	65.5%	65.9%	64.0%	64.2%
Leisure:					
- Organized excursions	17.9%	15.0%	15.9%	17.1%	16.5%
- Sport activities	5.7%	6.7%	5.8%	6.3%	5.5%
- Cultural activities	2.4%	1.7%	2.0%	2.4%	3.1%
- Museums	3.4%	3.6%	3.8%	4.4%	4.7%
- Theme Parks	5.6%	4.2%	5.6%	5.0%	4.9%
- Discos and pubs	8.8%	9.4%	9.4%	9.6%	9.3%
- Wellness	4.0%	3.5%	4.4%	4.1%	3.7%
Purchases of goods:					
- Souvenirs	43.7%	37.2%	38.3%	38.1%	40.1%
- Real state	0.3%	0.2%	0.3%	0.2%	0.1%
- Other expenses	0.6%	0.7%	0.7%	0.8%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.7%	9.1%	6.7%	7.0%	6.3%
- Other expenses	6.0%	5.3%	5.0%	4.6%	4.2%

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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:	**731**	**831**	**879**	**951**	**1,017**
- Accommodation	586	661	700	746	780
- Additional accommodation expenses	145	170	179	204	237
Transport:	**610**	**640**	**737**	**806**	**793**
- National/International Transport	360	336	404	451	451
- Flights between islands	73	76	82	110	98
- Taxi	64	79	88	88	83
- Car rental	86	113	123	124	125
- Public transport	27	36	40	33	36
Food and drink:	**280**	**332**	**332**	**349**	**364**
- Food purchases at supermarkets	109	132	130	130	143
- Restaurants	171	200	202	219	221
Leisure:	**469**	**555**	**559**	**539**	**561**
- Organized excursions	89	95	94	89	99
- Sport activities	88	99	101	94	115
- Cultural activities	55	46	67	66	66
- Museums	24	27	26	36	32
- Theme Parks	66	62	68	69	71
- Discos and pubs	86	137	119	111	111
- Wellness	62	88	85	73	67
Purchases of goods:	**835**	**744**	**648**	**1,722**	**12,477**
- Souvenirs	105	112	115	112	114
- Real state	539	284	128	1,242	12,254
- Other expenses	190	348	405	368	108
Other:	**117**	**155**	**133**	**165**	**114**
- Medical or pharmaceutical expenses	48	44	52	64	46
- Other expenses	68	111	81	101	68

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.

Tourist profile. Historical data (2019 - 2024)

GRAN CANARIA

What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	86.5%	82.5%	86.8%	86.8%	85.9%
Visiting family or friends	7.9%	10.8%	8.9%	8.7%	9.4%
Business and work	4.2%	5.2%	2.6%	2.7%	2.8%
Education and training	0.2%	0.3%	0.3%	0.3%	0.3%
Sports training	0.5%	0.3%	0.4%	0.4%	0.5%
Health or medical care	0.2%	0.2%	0.2%	0.2%	0.3%
Fairs and congresses	0.3%	0.1%	0.2%	0.2%	0.2%
Others	0.4%	0.6%	0.5%	0.6%	0.6%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	58.8%	55.5%	55.2%	52.9%	54.5%
Enjoy family time	17.1%	16.4%	18.1%	17.5%	17.6%
Have fun	7.9%	9.8%	9.0%	10.3%	9.1%
Explore the destination	13.4%	15.1%	14.8%	15.9%	15.6%
Practice their hobbies	1.7%	1.7%	1.3%	1.5%	1.5%
Other reasons	1.2%	1.6%	1.6%	2.0%	1.7%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	37.0%	32.4%	16.1%	12.2%
Canary Islands	--	21.3%	23.0%	27.2%	29.6%
Other destination	--	41.6%	44.5%	56.7%	58.2%
Balearic Islands	--	3.6%	4.0%	3.9%	3.8%
Rest of Spain	--	9.7%	10.1%	11.2%	10.8%
Italy	--	5.4%	5.4%	6.9%	6.8%
France	--	3.8%	3.6%	4.5%	4.5%
Turkey	--	1.4%	1.6%	2.8%	3.1%
Greece	--	4.1%	5.2%	7.2%	7.3%
Portugal	--	2.4%	2.6%	3.3%	3.4%
Croatia	--	1.6%	2.0%	2.6%	2.1%
Egypt	--	0.6%	0.6%	1.1%	1.3%
Tunisia	--	0.1%	0.1%	0.3%	0.5%
Morocco	--	0.4%	0.4%	0.9%	1.1%
Others	--	8.5%	8.9%	12.0%	13.4%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	31.0%	30.3%	29.0%	29.5%
Canary Islands (other island)	--	27.3%	25.8%	26.3%	26.8%
Other destination	--	41.7%	43.9%	44.6%	43.8%
Balearic Islands	--	6.2%	5.8%	5.4%	5.3%
Rest of Spain	--	7.6%	8.3%	8.6%	8.9%
Italy	--	4.3%	4.5%	4.5%	4.2%
France	--	1.6%	1.7%	1.6%	1.5%
Turkey	--	2.6%	3.1%	3.4%	3.4%
Greece	--	8.2%	8.1%	7.9%	7.9%
Portugal	--	4.6%	5.2%	5.6%	5.4%
Croatia	--	2.1%	2.3%	2.4%	2.3%
Egypt	--	1.9%	2.3%	2.5%	2.7%
Others	--	2.6%	2.7%	2.6%	2.3%

** Percentage of valid answers*

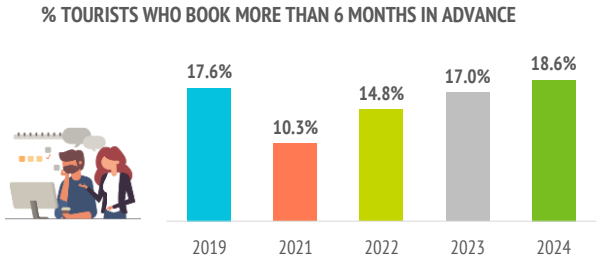
Importance of each factor in the destination choice

	2019	2021	2022	2023	2024
Climate	80.7%	77.7%	77.8%	75.6%	76.7%
Safety	48.3%	47.2%	49.9%	52.2%	53.2%
Sea	48.1%	53.1%	49.7%	48.3%	48.6%
Tranquility	44.9%	47.3%	45.8%	46.9%	47.9%
Beaches	44.0%	48.0%	45.3%	43.3%	44.1%
Accommodation supply	40.4%	39.0%	41.5%	42.0%	42.8%
European belonging	36.4%	40.6%	38.7%	36.3%	38.4%
Effortless trip	33.6%	34.9%	36.7%	37.3%	37.7%
Price	33.8%	31.4%	33.7%	34.9%	36.0%
Landscapes	29.5%	33.3%	31.2%	31.1%	32.1%
Environment	28.4%	29.0%	29.3%	30.8%	30.5%
Gastronomy	22.9%	27.7%	28.0%	27.0%	27.9%
Fun possibilities	19.9%	25.5%	24.6%	25.3%	25.1%
Authenticity	16.9%	21.1%	21.6%	20.6%	22.4%
Exoticism	10.4%	14.0%	12.5%	12.3%	12.8%
Shopping	9.5%	10.8%	11.2%	11.6%	12.0%
Nightlife	9.1%	13.2%	11.5%	11.2%	11.2%
Hiking trail network	9.2%	10.6%	10.2%	10.5%	10.8%
Culture	7.5%	8.7%	9.4%	9.7%	10.6%
Historical heritage	7.3%	9.2%	8.5%	8.9%	9.7%

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?

	2019	2021	2022	2023	2024
The same day	1.1%	1.3%	1.0%	1.2%	1.2%
Between 1 and 30 days	27.3%	44.8%	32.1%	26.7%	25.7%
Between 1 and 2 months	23.2%	24.9%	25.4%	25.0%	22.5%
Between 3 and 6 months	30.8%	18.7%	26.7%	30.2%	32.0%
More than 6 months	17.6%	10.3%	14.8%	17.0%	18.6%



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

	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	51.8%	47.0%	48.7%	48.0%	47.0%
Friends or relatives	26.4%	29.6%	28.7%	28.3%	28.2%
Internet or social media	51.6%	46.9%	48.3%	48.4%	46.4%
Mass Media	1.4%	2.1%	1.6%	1.8%	1.5%
Travel guides and magazines	7.2%	5.3%	5.8%	6.0%	5.5%
Travel Blogs or Forums	4.1%	5.0%	4.6%	4.9%	4.5%
Travel TV Channels	0.7%	0.4%	0.6%	0.8%	0.7%
Tour Operator or Travel Agency	22.3%	19.0%	19.9%	20.3%	20.3%
Public administrations or similar	0.4%	1.6%	0.8%	0.6%	0.6%
Others	2.5%	3.3%	3.7%	3.9%	3.9%

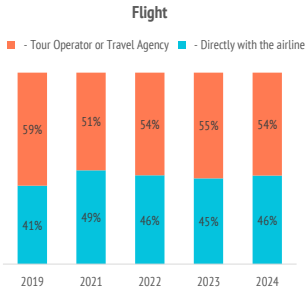
** Multi-choise question*

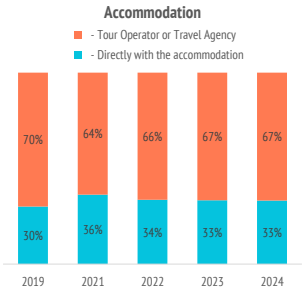
Tourist profile. Historical data (2019 - 2024)

GRAN CANARIA

With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	40.9%	49.0%	46.3%	44.7%	46.2%
- Tour Operator or Travel Agency	59.1%	51.0%	53.7%	55.3%	53.8%
Accommodation					
- Directly with the accommodation	30.0%	36.3%	33.6%	33.3%	33.2%
- Tour Operator or Travel Agency	70.0%	63.7%	66.4%	66.7%	66.8%





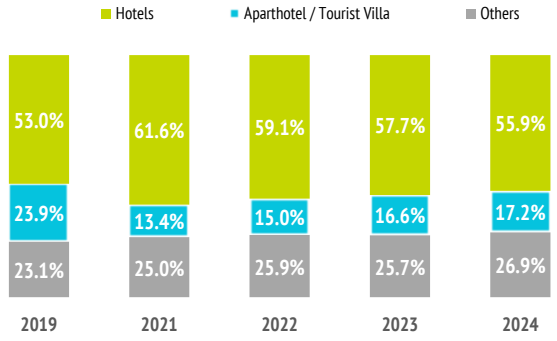
Where are they from?

	2019	2021	2022	2023	2024
United Kingdom	17.8%	10.2%	20.3%	20.9%	21.7%
Germany	21.0%	23.4%	18.9%	19.3%	19.4%
Spanish Mainland	15.7%	21.9%	14.6%	12.7%	12.0%
Norway	7.4%	4.5%	6.9%	7.5%	7.2%
Netherlands	5.6%	7.2%	7.1%	6.5%	6.7%
Sweden	8.0%	5.3%	5.7%	5.8%	5.5%
France	2.2%	3.9%	3.6%	3.8%	3.6%
Denmark	3.1%	3.2%	3.7%	3.3%	3.2%
Italy	2.4%	2.9%	3.1%	3.1%	3.1%
Belgium	2.5%	3.3%	2.8%	2.5%	2.7%
Others	14.3%	14.3%	13.4%	14.7%	14.8%

Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	15.2%	14.2%	14.3%	14.0%	13.7%
4* Hotel	30.4%	36.5%	35.3%	33.6%	33.1%
5* Hotel / 5* Luxury Hotel	7.4%	10.9%	9.5%	10.1%	9.2%
Aparthotel / Tourist Villa	23.9%	13.4%	15.0%	16.6%	17.2%
House/room rented in a private dwelling	6.6%	5.8%	5.9%	6.9%	12.2%
Private accommodation (1)	9.3%	12.2%	10.8%	10.2%	11.7%
Others (Cottage, cruise, camping,..)	7.2%	6.9%	9.1%	8.6%	3.0%

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

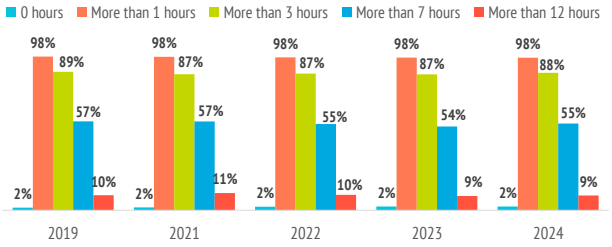


What do they book?

	2019	2021	2022	2023	2024
Room only	34.3%	30.1%	31.1%	31.3%	35.4%
Bed and Breakfast	14.3%	15.8%	15.6%	15.2%	14.9%
Half board	20.0%	19.1%	18.2%	18.7%	15.7%
Full board	2.3%	3.0%	3.4%	2.7%	2.7%
All inclusive	29.1%	32.0%	31.7%	32.1%	31.4%

Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	1.7%	1.8%	2.2%	2.4%	2.4%
1 - 2 hours	9.8%	11.2%	10.4%	10.7%	9.6%
3 - 6 hours	31.7%	30.2%	32.3%	33.3%	32.5%
7 - 12 hours	47.3%	45.8%	45.3%	44.5%	46.0%
More than 12 hours	9.6%	11.0%	9.8%	9.1%	9.5%
Outdoor time per day	7.6	7.7	7.5	7.4	7.5



Activities in the Canary Islands	2019	2021	2022	2023	2024
Beach	71.4%	73.5%	72.6%	70.1%	70.1%
Walk, wander	67.0%	65.7%	67.4%	67.1%	67.9%
Swimming pool, hotel facilities	55.2%	52.1%	56.6%	56.3%	53.9%
Explore the island on their own	42.5%	44.9%	44.8%	44.6%	45.0%
Taste Canarian gastronomy	22.3%	26.5%	23.3%	23.1%	24.8%
Hiking	--	18.6%	17.2%	17.8%	18.2%
Nightlife / concerts / shows	17.8%	16.8%	18.0%	18.2%	17.8%
Organized excursions	13.1%	10.5%	11.4%	12.1%	12.3%
Museums / exhibitions	8.7%	9.0%	9.6%	10.1%	11.7%
Wineries / markets / popular festivals	10.2%	7.5%	9.2%	9.8%	11.3%
Sea excursions / whale watching	10.7%	9.2%	9.9%	10.4%	10.3%
Theme parks	9.8%	8.5%	9.4%	9.5%	9.7%
Swim	--	35.5%	10.7%	7.2%	7.0%
Other Nature Activities	--	7.2%	6.8%	6.3%	6.8%
Running	--	7.8%	6.4%	5.8%	6.7%
Beauty and health treatments	5.6%	5.0%	6.2%	5.8%	5.5%
Practice other sports	--	5.6%	4.4%	4.5%	4.6%
Astronomical observation	2.7%	3.4%	3.2%	3.4%	3.6%
Golf	--	2.4%	2.1%	2.5%	2.6%
Surf	--	3.6%	2.7%	2.2%	2.4%
Cycling / Mountain bike	--	2.7%	2.5%	2.2%	2.1%
Scuba Diving	--	3.7%	2.5%	2.0%	1.9%
Windsurf / Kitesurf	--	0.7%	0.7%	0.4%	0.5%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2024)

GRAN CANARIA

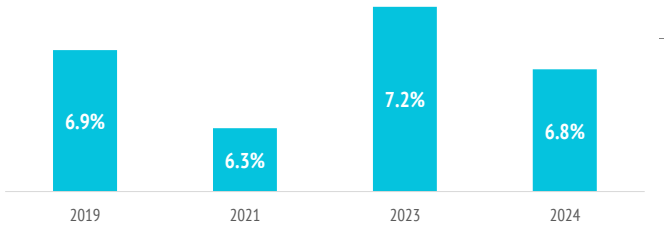
What places do they visit?

	2019	2021	2022	2023	2024
Maspalomas dunes	48.5%	51.8%	47.8%	47.9%	49.0%
Las Palmas de Gran Canaria	46.2%	51.9%	47.2%	45.9%	47.9%
Puerto de Mogán	40.4%	37.5%	38.3%	39.5%	41.0%
The north	18.9%	22.7%	19.7%	18.8%	20.7%
The interior (mountains)	20.3%	23.4%	20.4%	19.5%	20.1%
Agaete	13.5%	16.1%	13.2%	13.4%	14.2%
Teror	12.5%	14.3%	13.2%	13.5%	14.0%
Roque Nublo	13.8%	16.6%	13.7%	12.7%	13.3%
Guayadeque ravine	6.8%	8.2%	7.0%	6.7%	7.2%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	93.1%	93.7%	93.5%	92.8%	93.2%
Two islands	5.8%	5.2%	5.5%	6.0%	5.6%
Three or more islands	1.1%	1.1%	1.0%	1.3%	1.1%

% TOURISTS VISITING MORE THAN ONE ISLAND



¿Cuántos son fieles al destino?

	2019	2021	2022	2023	2024
Gran Canaria: Repeat tourists	67.3%	65.6%	65.3%	65.7%	64.8%
Gran Canaria: At least 10 previous visits	14.7%	15.2%	14.8%	13.4%	13.9%
Canary Islands: Repeat tourists	74.4%	72.5%	72.1%	73.1%	71.9%
Canary Islands: At least 10 previous visits	22.2%	22.8%	22.8%	21.6%	22.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.64	8.79	8.79	8.74	8.69

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	2.2%	3.4%	3.0%	2.8%	3.0%
Lived up to expectations	57.5%	54.5%	54.6%	56.4%	56.6%
Better or much better than expected	40.3%	42.0%	42.4%	40.9%	40.4%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.69	8.80	8.77	8.70	8.72
Recommend visiting the Canary Islands	8.90	8.99	8.99	8.93	8.89

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	51.3%	53.3%	51.6%	50.7%	50.7%
Women	48.7%	46.7%	48.4%	49.3%	49.3%
Age					
Average age	47.23	44.28	45.99	46.81	46.62
Standard deviation	15.5	16.2	16.6	17.3	17.4
Age range					
16 - 24 years old	8.1%	12.9%	12.1%	12.4%	12.2%
25 - 30 years old	10.2%	12.5%	10.7%	10.1%	10.9%
31 - 45 years old	27.3%	28.5%	27.6%	26.7%	26.9%
46 - 60 years old	32.1%	27.1%	26.6%	24.7%	23.8%
Over 60 years old	22.3%	19.1%	23.0%	26.1%	26.1%
Occupation					
Salaried worker	53.9%	55.2%	55.8%	53.6%	55.3%
Self-employed	11.2%	10.6%	10.9%	10.6%	10.1%
Unemployed	1.2%	1.7%	1.0%	1.0%	1.0%
Business owner	10.7%	11.1%	9.0%	9.1%	8.5%
Student	3.8%	6.2%	5.3%	4.7%	4.8%
Retired	17.8%	13.9%	16.6%	19.4%	18.8%
Unpaid domestic work	0.5%	0.3%	0.4%	0.5%	0.4%
Others	0.9%	1.1%	1.1%	1.0%	1.1%
Annual household income level					
Less than €25,000	16.3%	15.7%	13.9%	13.1%	12.2%
€25,000 - €49,999	36.0%	36.9%	34.0%	34.0%	33.1%
€50,000 - €74,999	24.3%	23.9%	26.1%	25.2%	26.6%
More than €74,999	23.5%	23.5%	26.0%	27.7%	28.1%
Education level					
No studies	3.3%	1.4%	2.5%	3.1%	2.9%
Primary education	3.2%	2.7%	2.4%	2.6%	2.6%
Secondary education	26.0%	22.6%	23.4%	23.1%	23.4%
Higher education	67.5%	73.3%	71.6%	71.2%	71.1%

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	14.4%	19.8%	15.2%	14.7%	15.4%
Only with partner	45.8%	44.4%	44.0%	44.8%	44.8%
Only with children (< 13 years old)	5.2%	3.3%	4.3%	4.6%	4.4%
Partner + children (< 13 years old)	5.3%	3.9%	5.3%	5.3%	4.8%
Other relatives	7.9%	7.5%	9.1%	9.2%	9.4%
Friends	7.3%	9.1%	8.2%	7.7%	8.3%
Work colleagues	1.0%	1.1%	0.9%	0.8%	0.9%
Organized trip	0.3%	0.1%	0.3%	0.3%	0.2%
Other combinations (2)	12.8%	10.8%	12.7%	12.5%	11.9%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**15.2%**	**10.1%**	**14.5%**	**14.6%**	**13.7%**
- Between 0 and 2 years old	1.3%	1.1%	1.1%	1.3%	1.3%
- Between 3 and 12 years old	12.8%	8.2%	12.2%	12.0%	11.2%
- Between 0 -2 and 3-12 years old	1.1%	0.8%	1.2%	1.2%	1.2%
Tourists without children	**84.8%**	**89.9%**	**85.5%**	**85.4%**	**86.3%**
Group composition:					
- 1 person	17.2%	23.1%	18.3%	17.5%	18.1%
- 2 people	53.8%	53.5%	53.0%	53.5%	53.7%
- 3 people	11.5%	10.3%	10.9%	11.7%	11.1%
- 4 or 5 people	14.4%	10.9%	13.9%	13.8%	13.6%
- 6 or more people	3.0%	2.2%	3.9%	3.5%	3.5%
Average group size:	**2.42**	**2.23**	**2.45**	**2.45**	**2.43**

**People who share the main expenses of the trip*

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.