

Tourist profile. Historical data (2019 - 2024)

SPANISH MAINLAND



How many are they and how much do they spend?



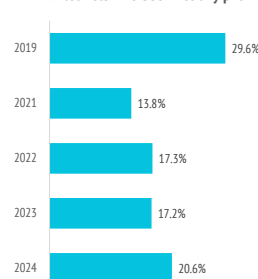
	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,968	1,418	1,923	1,944	1,984
Tourist arrivals ≥ 16 years old (EGT) (*)	1,767	1,255	1,713	1,711	1,735
- book holiday package (*)	523	173	297	294	358
- do not book holiday package (*)	1,244	1,082	1,416	1,417	1,378
- % tourists who book holiday package	29.6%	13.8%	17.3%	17.2%	20.6%
Children < 16 years old (FRONTUR - EGT) (*)	201	163	210	234	249
Expenditure per tourist (€)					
- book holiday package	1,055	1,038	1,110	1,135	1,165
- holiday package	816	781	857	874	921
- others	239	257	254	261	244
- do not book holiday package	691	759	807	789	804
- flight	193	174	210	205	204
- accommodation	218	273	286	270	290
- others	280	311	311	314	309
Average lenght of stay	6.99	7.57	7.01	6.93	6.50
Average daily expenditure (€)	130.8	123.3	139.1	140.9	152.2
Average daily expenditure (without flight)	93.4	93.8	101.5	102.6	111.8
Average cost of the flight (€)	221.1	182.9	222.9	221.3	224.7
Total turnover (≥ 16 years old) (€m)	1,411	1,001	1,473	1,451	1,524
Turnover without flight (≥ 16 years old) (€m)	1,020	771	1,091	1,073	1,134

(*) Thousands of tourists

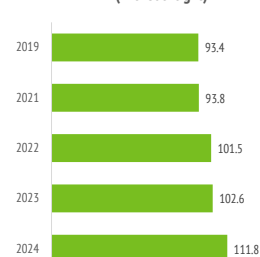
% Tourists whose spending has been greater than €0 in each item

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	72.3%	73.0%	74.9%	73.5%	77.4%
- Additional accommodation expenses	9.3%	11.0%	8.9%	8.5%	7.9%
Transport:					
- National/International Transport	91.0%	90.0%	91.9%	91.5%	91.9%
- Flights between islands	6.9%	10.2%	7.7%	7.5%	6.2%
- Taxi	24.5%	20.3%	21.0%	19.1%	19.3%
- Car rental	48.6%	52.6%	54.5%	55.5%	56.9%
- Public transport	9.9%	11.8%	11.0%	12.2%	9.8%
Food and drink:					
- Food purchases at supermarkets	48.7%	53.9%	51.8%	55.0%	54.3%
- Restaurants	71.7%	76.1%	74.7%	73.9%	73.9%
Leisure:					
- Organized excursions	24.1%	26.8%	27.2%	27.6%	28.1%
- Sport activities	4.4%	7.0%	4.9%	5.2%	4.9%
- Cultural activities	3.0%	2.4%	2.9%	3.6%	3.7%
- Museums	7.5%	7.3%	8.6%	8.5%	9.4%
- Theme Parks	11.5%	8.5%	12.0%	12.6%	13.7%
- Discos and pubs	9.0%	7.1%	9.9%	10.6%	10.3%
- Wellness	3.4%	2.7%	3.4%	3.1%	2.6%
Purchases of goods:					
- Souvenirs	48.0%	45.4%	42.6%	42.7%	44.1%
- Real state	0.2%	0.2%	0.2%	0.1%	0.0%
- Other expenses	0.5%	1.0%	0.7%	0.6%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.5%	8.6%	7.2%	7.4%	7.4%
- Other expenses	5.5%	6.8%	5.2%	5.1%	4.9%

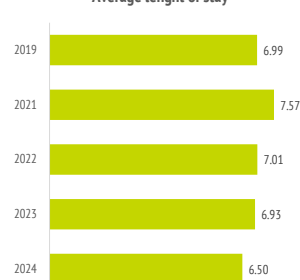
% tourists who book holiday package



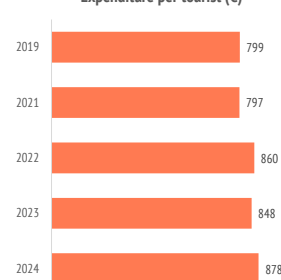
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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:					
- Accommodation	515	520	551	536	564
- Accommodation	406	412	433	424	446
- Additional accommodation expenses	109	108	118	112	118
Transport:					
- National/International Transport	468	464	519	493	504
- National/International Transport	243	203	243	242	244
- Flights between islands	65	69	77	71	73
- Taxi	55	56	60	56	59
- Car rental	83	109	111	102	100
- Public transport	23	27	28	23	27
Food and drink:					
- Food purchases at supermarkets	201	209	211	218	212
- Food purchases at supermarkets	76	76	75	77	73
- Restaurants	125	134	136	141	139
Leisure:					
- Organized excursions	413	423	428	429	418
- Organized excursions	78	65	77	76	77
- Sport activities	77	74	84	79	72
- Cultural activities	53	45	61	54	48
- Museums	31	30	31	33	32
- Theme Parks	59	61	63	67	70
- Discos and pubs	63	79	59	58	66
- Wellness	53	70	54	62	54
Purchases of goods:					
- Souvenirs	1,800	464	368	641	2,054
- Souvenirs	76	66	65	66	62
- Real state	1,529	194	145	495	1,925
- Other expenses	194	204	159	79	67
Other:					
- Medical or pharmaceutical expenses	84	132	109	145	88
- Medical or pharmaceutical expenses	20	35	25	27	22
- Other expenses	64	96	84	118	66

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)

SPANISH MAINLAND



What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	71.9%	70.3%	74.8%	72.9%	76.0%
Visiting family or friends	16.6%	16.6%	16.0%	17.3%	15.2%
Business and work	9.5%	9.9%	6.2%	6.8%	7.0%
Education and training	0.3%	0.7%	0.5%	0.6%	0.3%
Sports training	0.5%	0.5%	0.8%	0.6%	0.5%
Health or medical care	0.1%	0.3%	0.2%	0.1%	0.1%
Fairs and congresses	0.6%	0.3%	0.7%	0.8%	0.5%
Others	0.6%	1.3%	0.9%	0.8%	0.4%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	34.1%	30.8%	28.7%	26.7%	28.5%
Enjoy family time	23.0%	20.9%	22.2%	22.3%	21.4%
Have fun	8.7%	7.0%	8.4%	10.5%	10.0%
Explore the destination	30.9%	37.6%	37.3%	37.4%	37.3%
Practice their hobbies	2.0%	1.9%	1.9%	1.5%	1.2%
Other reasons	1.2%	1.7%	1.5%	1.6%	1.6%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	19.5%	10.7%	6.0%	5.8%
Canary Islands	--	18.9%	19.0%	20.6%	19.9%
Other destination	--	61.6%	70.3%	73.3%	74.3%
Balearic Islands	--	8.0%	8.4%	7.2%	7.0%
Rest of Spain	--	40.8%	42.9%	34.1%	34.3%
Italy	--	2.2%	3.9%	6.4%	6.4%
France	--	1.7%	2.4%	4.4%	4.0%
Turkey	--	0.2%	0.5%	0.9%	0.9%
Greece	--	0.6%	1.1%	1.6%	1.8%
Portugal	--	3.4%	4.1%	5.6%	5.2%
Croatia	--	0.3%	0.5%	0.5%	0.9%
Egypt	--	0.2%	0.4%	1.0%	0.9%
Tunisia	--	0.0%	0.1%	0.1%	0.2%
Morocco	--	0.4%	0.5%	1.3%	1.5%
Others	--	3.8%	5.6%	10.1%	11.1%

* 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")	--	36.0%	35.9%	36.9%	35.7%
Canary Islands (other island)	--	23.8%	22.7%	24.1%	24.0%
Other destination	--	40.2%	41.3%	39.0%	40.3%
Balearic Islands	--	11.7%	9.8%	8.7%	9.0%
Rest of Spain	--	12.2%	11.3%	9.3%	10.4%
Italy	--	4.1%	4.8%	4.7%	5.6%
France	--	1.1%	1.7%	1.7%	1.5%
Turkey	--	0.6%	1.0%	0.9%	0.8%
Greece	--	2.7%	3.3%	3.4%	3.4%
Portugal	--	3.9%	3.9%	4.1%	4.5%
Croatia	--	1.0%	1.4%	1.5%	1.6%
Egypt	--	0.7%	1.5%	1.7%	1.5%
Others	--	2.2%	2.7%	3.1%	2.1%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019	2021	2022	2023	2024
Climate	64.9%	63.2%	62.0%	63.2%	61.4%
Landscapes	48.4%	53.2%	51.5%	53.5%	51.7%
Tranquility	49.2%	52.8%	50.9%	51.3%	51.5%
Sea	42.9%	49.3%	44.5%	46.5%	45.0%
Safety	33.1%	40.3%	38.1%	40.9%	41.7%
Beaches	38.4%	45.1%	40.6%	42.5%	40.7%
Environment	40.1%	43.5%	42.4%	43.3%	40.4%
European belonging	34.8%	42.2%	37.6%	38.7%	39.9%
Authenticity	28.1%	33.9%	32.2%	34.1%	33.5%
Gastronomy	24.8%	30.1%	28.9%	32.0%	31.8%
Price	27.0%	29.9%	29.3%	31.3%	30.3%
Effortless trip	24.3%	27.0%	26.4%	28.9%	29.0%
Fun possibilities	22.3%	24.1%	24.1%	27.7%	27.4%
Accommodation supply	23.7%	25.7%	26.4%	25.2%	26.6%
Exoticism	15.4%	19.4%	17.3%	19.2%	17.8%
Historical heritage	14.4%	14.8%	15.6%	16.7%	17.5%
Culture	11.0%	11.3%	11.7%	13.1%	14.2%
Hiking trail network	13.4%	15.5%	14.0%	16.3%	13.0%
Nightlife	8.4%	8.8%	8.0%	10.4%	9.5%
Shopping	7.4%	7.4%	6.9%	8.4%	8.0%

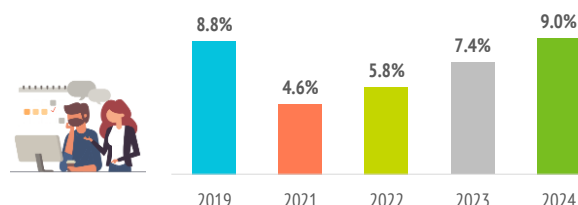
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019	2021	2022	2023	2024
The same day	1.3%	1.4%	1.1%	1.3%	1.5%
Between 1 and 30 days	31.4%	44.3%	34.1%	31.6%	29.3%
Between 1 and 2 months	29.9%	31.1%	33.3%	31.1%	28.8%
Between 3 and 6 months	28.6%	18.6%	25.7%	28.7%	31.4%
More than 6 months	8.8%	4.6%	5.8%	7.4%	9.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	37.0%	34.3%	34.4%	35.0%	33.7%
Friends or relatives	34.5%	40.5%	37.9%	38.7%	39.0%
Internet or social media	48.9%	52.1%	52.5%	49.1%	49.1%
Mass Media	1.0%	2.3%	1.0%	1.2%	1.3%
Travel guides and magazines	4.1%	4.3%	3.7%	3.3%	3.0%
Travel Blogs or Forums	8.3%	11.7%	10.9%	9.5%	8.7%
Travel TV Channels	0.3%	0.4%	0.5%	0.5%	0.4%
Tour Operator or Travel Agency	15.7%	8.8%	10.5%	10.3%	10.7%
Public administrations or similar	1.2%	1.7%	1.3%	1.1%	1.0%
Others	3.3%	4.9%	4.6%	5.0%	5.6%

* Multi-choice question

Tourist profile. Historical data (2019 - 2024)

SPANISH MAINLAND



With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	59.6%	73.2%	69.0%	70.2%	69.1%
- Tour Operator or Travel Agency	40.4%	26.8%	31.0%	29.8%	30.9%
Accommodation					
- Directly with the accommodation	44.8%	58.6%	52.7%	53.5%	54.1%
- Tour Operator or Travel Agency	55.2%	41.4%	47.3%	46.5%	45.9%

Where does the flight come from?

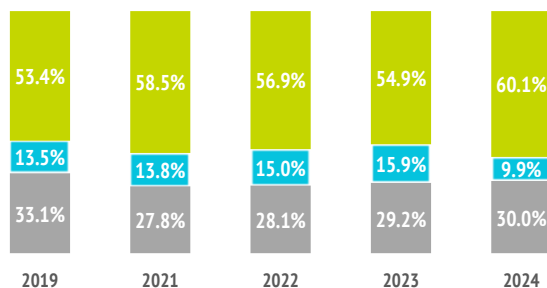
	2019	2021	2022	2023	2024
Spanish Mainland	99.4%	99.1%	99.6%	99.7%	99.6%
Germany	0.1%	0.1%	0.0%	0.0%	0.1%
United Kingdom	0.1%	0.2%	0.0%	0.1%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	0.0%	0.3%	0.1%	0.0%	0.0%
Romania	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.1%	0.1%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.1%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.2%	0.1%	0.1%	0.1%	0.1%

Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	10.3%	10.0%	10.8%	11.5%	13.4%
4* Hotel	34.4%	37.9%	37.4%	35.7%	38.2%
5* Hotel / 5* Luxury Hotel	8.7%	10.6%	8.7%	7.7%	8.4%
Aparthotel / Tourist Villa	13.5%	13.8%	15.0%	15.9%	9.9%
House/room rented in a private dwelling	8.2%	7.2%	6.9%	7.8%	13.3%
Private accommodation (1)	18.9%	17.0%	16.8%	17.3%	14.5%
Others (Cottage, cruise, camping,...)	6.0%	3.6%	4.5%	4.1%	2.2%

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

Hotels Aparthotel / Tourist Villa Others

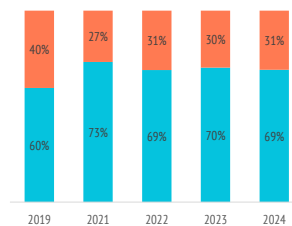


What do they book?

	2019	2021	2022	2023	2024
Room only	30.0%	34.7%	32.2%	35.2%	34.7%
Bed and Breakfast	17.1%	21.3%	19.1%	18.6%	19.4%
Half board	23.5%	20.9%	22.1%	21.8%	21.2%
Full board	6.8%	3.4%	4.8%	4.5%	4.4%
All inclusive	22.7%	19.7%	21.8%	19.8%	20.2%

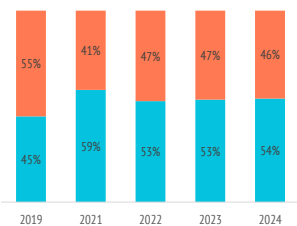
Flight

- Tour Operator or Travel Agency - Directly with the airline



Accommodation

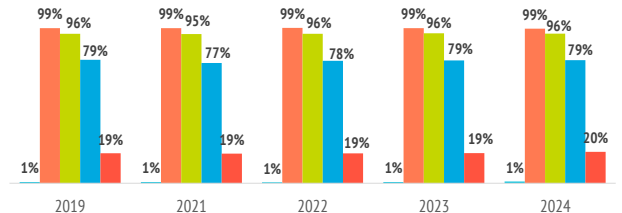
- Tour Operator or Travel Agency - Directly with the accommodation



Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	0.8%	0.7%	0.6%	0.8%	1.1%
1 - 2 hours	3.6%	3.8%	3.8%	3.3%	3.2%
3 - 6 hours	16.6%	18.6%	17.3%	17.4%	16.9%
7 - 12 hours	59.8%	58.0%	59.2%	59.3%	58.7%
More than 12 hours	19.2%	19.0%	19.1%	19.3%	20.1%
Outdoor time per day	9.7	9.6	9.6	9.8	9.8

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



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	72.4%	76.2%	77.3%	75.4%	76.7%
Beach	65.9%	75.1%	73.3%	72.6%	71.9%
Explore the island on their own	58.6%	65.5%	65.4%	65.3%	66.0%
Swimming pool, hotel facilities	44.3%	48.8%	49.2%	46.5%	48.0%
Taste Canarian gastronomy	39.1%	45.6%	43.8%	43.6%	45.3%
Hiking	--	27.9%	24.2%	23.5%	23.1%
Wineries / markets / popular festivals	15.9%	15.8%	17.0%	18.2%	18.4%
Museums / exhibitions	15.9%	16.9%	17.2%	17.8%	18.2%
Theme parks	16.5%	12.8%	15.7%	16.2%	18.1%
Nightlife / concerts / shows	15.2%	11.5%	15.1%	17.5%	16.4%
Organized excursions	14.0%	16.1%	16.0%	15.3%	16.1%
Other Nature Activities	--	13.8%	12.8%	13.2%	12.7%
Sea excursions / whale watching	9.8%	12.1%	10.7%	10.5%	10.6%
Running	--	7.4%	5.4%	5.4%	5.7%
Practice other sports	--	6.3%	5.5%	5.5%	5.2%
Astronomical observation	4.1%	5.0%	4.7%	4.8%	4.9%
Beauty and health treatments	4.7%	3.8%	4.2%	4.0%	3.8%
Scuba Diving	--	4.4%	3.2%	3.0%	3.1%
Surf	--	4.9%	2.8%	3.1%	2.9%
Swim	--	26.2%	3.6%	2.2%	2.1%
Cycling / Mountain bike	--	2.5%	2.0%	1.7%	1.6%
Golf	--	1.1%	0.8%	1.1%	1.2%
Windsurf / Kitesurf	--	0.9%	0.5%	0.8%	0.5%

* Multi-choise question

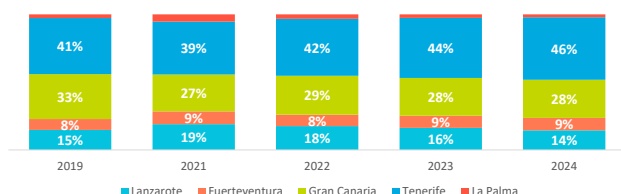
Tourist profile. Historical data (2019 - 2024)

SPANISH MAINLAND



Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	259,531	237,618	299,451	276,075	249,721
Fuerteventura	140,184	117,343	142,565	152,378	158,370
Gran Canaria	582,637	339,140	488,286	472,843	485,525
Tenerife	728,233	486,868	715,863	752,050	794,245
La Palma	47,384	67,151	56,196	45,391	37,535



How many are loyal to the Canary Islands?

	2019	2021	2022	2023	2024
Repeat tourists	70.6%	69.0%	69.3%	71.8%	69.1%
At least 10 previous visits	18.5%	18.7%	17.0%	18.4%	15.9%
Repeat tourists (last 5 years)	64.0%	62.1%	60.6%	64.8%	62.0%
Repeat tourists (last 5 years)(5 or more visits)	19.7%	17.7%	15.4%	17.1%	15.2%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	53.8%	51.3%	52.6%	50.9%	51.5%
Women	46.2%	48.7%	47.4%	49.1%	48.5%
Age					
Average age	42.3	39.4	40.6	40.0	40.1
Standard deviation	13.1	13.3	13.8	13.9	14.4
Age range					
16 - 24 years old	7.2%	13.1%	12.2%	13.8%	14.7%
25 - 30 years old	14.6%	18.5%	16.7%	17.1%	16.4%
31 - 45 years old	39.9%	36.3%	36.4%	36.8%	36.3%
46 - 60 years old	28.0%	24.4%	24.5%	22.6%	21.9%
Over 60 years old	10.2%	7.7%	10.1%	9.8%	10.6%
Occupation					
Salaried worker	61.0%	61.1%	63.0%	64.1%	63.5%
Self-employed	12.6%	12.2%	11.0%	10.7%	10.6%
Unemployed	2.5%	3.7%	2.7%	2.2%	2.3%
Business owner	9.5%	9.0%	8.1%	8.5%	8.8%
Student	4.8%	7.3%	6.9%	6.3%	6.6%
Retired	8.3%	5.7%	7.1%	7.2%	7.0%
Unpaid domestic work	0.7%	0.3%	0.4%	0.4%	0.4%
Others	0.7%	0.6%	0.7%	0.8%	0.9%
Annual household income level					
Less than €25,000	26.7%	24.3%	24.7%	22.5%	20.7%
€25,000 - €49,999	45.3%	45.2%	45.3%	46.8%	45.8%
€50,000 - €74,999	17.0%	19.2%	18.5%	18.9%	21.1%
More than €74,999	11.0%	11.4%	11.6%	11.8%	12.4%
Education level					
No studies	0.3%	0.5%	0.3%	0.4%	0.5%
Primary education	4.0%	2.8%	2.2%	2.4%	2.8%
Secondary education	20.3%	15.1%	17.2%	15.9%	16.2%
Higher education	75.5%	81.5%	80.4%	81.3%	80.5%

Share by islands	2019	2021	2022	2023	2024
Lanzarote	14.8%	19.0%	17.6%	16.3%	14.5%
Fuerteventura	8.0%	9.4%	8.4%	9.0%	9.2%
Gran Canaria	33.1%	27.2%	28.7%	27.8%	28.1%
Tenerife	41.4%	39.0%	42.1%	44.3%	46.0%
La Palma	2.7%	5.4%	3.3%	2.7%	2.2%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	87.3%	86.0%	89.0%	88.9%	90.7%
Two islands	11.3%	12.3%	9.4%	9.5%	8.1%
Three or more islands	1.4%	1.7%	1.6%	1.6%	1.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.61	8.82	8.81	8.83	8.73

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	3.3%	3.4%	3.4%	3.3%	4.2%
Lived up to expectations	52.9%	48.1%	51.5%	49.4%	51.2%
Better or much better than expected	43.8%	48.5%	45.1%	47.3%	44.5%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.84	9.11	9.06	9.09	9.02
Recommend visiting the Canary Islands	9.01	9.25	9.22	9.23	9.13

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	19.1%	19.8%	15.9%	16.3%	14.0%
Only with partner	38.2%	41.5%	40.3%	39.7%	40.9%
Only with children (< 13 years old)	6.5%	3.5%	4.5%	4.3%	4.1%
Partner + children (< 13 years old)	8.9%	5.4%	8.7%	7.9%	8.2%
Other relatives	6.6%	7.2%	8.0%	8.3%	8.4%
Friends	7.7%	9.1%	8.5%	9.1%	9.6%
Work colleagues	2.0%	2.7%	2.4%	2.3%	2.4%
Organized trip	0.2%	0.3%	0.4%	0.2%	0.3%
Other combinations (2)	10.9%	10.6%	11.4%	11.8%	12.0%

(2) Combination of some of the groups previously analyzed

Tourists with children	19.2%	11.4%	17.3%	16.1%	17.0%
- Between 0 and 2 years old	1.6%	1.3%	1.9%	1.5%	1.6%
- Between 3 and 12 years old	16.2%	9.3%	14.4%	13.3%	14.4%
- Between 0 -2 and 3-12 years old	1.3%	0.8%	1.1%	1.2%	1.0%
Tourists without children	80.8%	88.6%	82.7%	83.9%	83.0%
Group composition:					
- 1 person	22.5%	23.8%	19.1%	19.8%	17.3%
- 2 people	44.9%	48.9%	47.4%	47.6%	48.4%
- 3 people	13.2%	11.0%	13.7%	12.4%	12.9%
- 4 or 5 people	16.4%	13.7%	16.3%	16.2%	16.9%
- 6 or more people	3.0%	2.5%	3.4%	4.0%	4.4%
Average group size:	2.44	2.31	2.50	2.50	2.59

*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.