

How many are they and how much do they spend?



	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	15,116	6,697	14,617	16,211	17,768
Tourist arrivals ≥ 16 years old (EGT) (*)	13,276	5,828	12,832	14,108	15,485
- book holiday package (*)	7,426	2,549	6,129	6,732	7,758
- do not book holiday package (*)	5,850	3,279	6,703	7,377	7,727
- % tourists who book holiday package	55.9%	43.7%	47.8%	47.7%	50.1%
Children < 16 years old (FRONTUR - EGT) (*)	1,840	869	1,785	2,103	2,283
Expenditure per tourist (€)					
- book holiday package	1,271	1,401	1,492	1,596	1,656
- holiday package	1,034	1,135	1,236	1,319	1,378
- others	237	267	256	277	278
- do not book holiday package	934	1,041	1,152	1,196	1,230
- flight	262	248	311	328	328
- accommodation	303	369	405	420	409
- others	369	424	436	448	493
Average length of stay	9.13	9.54	9.24	9.47	9.37
Average daily expenditure (€)	137.4	143.1	160.5	167.8	176.9
Average daily expenditure (without flight)	97.0	107.2	115.9	120.2	125.7
Average cost of the flight (€)	327.8	296.2	361.0	387.4	410.7
Total turnover (≥ 16 years old) (€m)	14,903	6,987	16,863	19,565	22,351
Turnover without flight (≥ 16 years old) (€m)	10,552	5,261	12,231	14,099	15,991

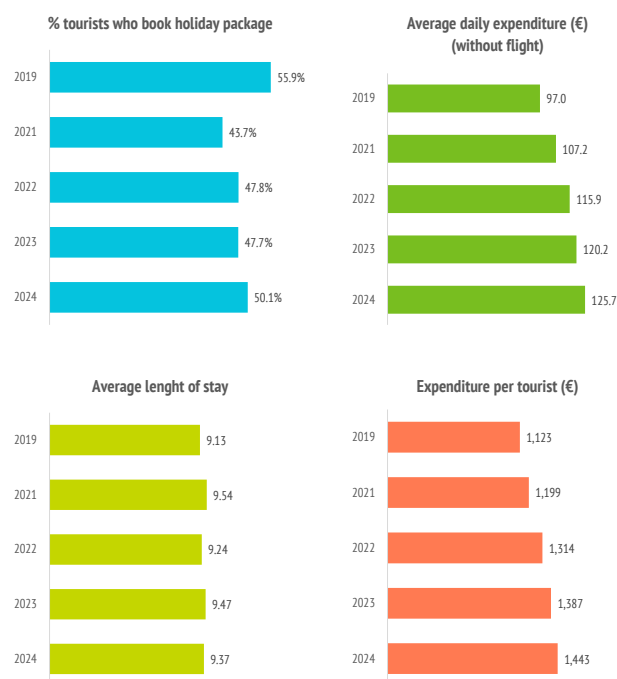
(*) Thousands of tourists

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

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	84.1%	82.9%	84.4%	83.7%	84.5%
- Additional accommodation expenses	8.1%	9.3%	7.1%	7.1%	6.2%
Transport:					
- National/International Transport	94.8%	95.1%	95.8%	94.9%	95.7%
- Flights between islands	4.4%	6.3%	5.0%	5.6%	4.5%
- Taxi	49.8%	46.0%	51.8%	52.6%	50.9%
- Car rental	26.3%	37.3%	32.0%	32.4%	31.6%
- Public transport	8.8%	10.6%	9.6%	11.2%	11.0%
Food and drink:					
- Food purchases at supermarkets	52.4%	55.6%	55.9%	58.8%	58.0%
- Restaurants	59.5%	66.9%	66.4%	66.5%	66.6%
Leisure:					
- Organized excursions	20.5%	23.7%	23.6%	24.7%	23.7%
- Sport activities	5.6%	9.3%	7.9%	8.1%	6.9%
- Cultural activities	2.3%	2.4%	2.5%	2.8%	2.8%
- Museums	4.7%	4.7%	5.2%	5.5%	5.4%
- Theme Parks	7.5%	8.6%	10.9%	10.9%	11.3%
- Discos and pubs	8.2%	7.7%	9.9%	10.7%	10.7%
- Wellness	3.7%	4.6%	5.2%	5.3%	4.5%
Purchases of goods:					
- Souvenirs	44.9%	41.2%	40.0%	41.5%	41.2%
- Real state	0.2%	0.2%	0.2%	0.2%	0.1%
- Other expenses	0.7%	0.8%	0.7%	0.8%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.2%	12.2%	7.6%	7.7%	6.7%
- Other expenses	5.5%	7.3%	5.4%	5.4%	4.8%

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 (€)	2019	2021	2022	2023	2024
Accommodation:					
Accommodation:	733	771	810	866	881
- Accommodation	559	616	665	709	719
- Additional accommodation expenses	173	155	145	157	162
Transport:					
Transport:	592	632	711	733	752
- National/International Transport	346	311	377	408	429
- Flights between islands	66	71	79	84	81
- Taxi	64	89	90	89	88
- Car rental	91	128	134	122	123
- Public transport	26	32	32	29	30
Food and drink:					
Food and drink:	272	283	297	306	324
- Food purchases at supermarkets	105	103	104	108	115
- Restaurants	167	180	193	199	209
Leisure:					
Leisure:	487	517	530	535	553
- Organized excursions	88	85	94	95	95
- Sport activities	98	109	100	99	104
- Cultural activities	51	51	55	58	62
- Museums	33	34	35	39	37
- Theme Parks	64	60	70	71	76
- Discos and pubs	90	104	99	99	102
- Wellness	62	73	78	74	78
Purchases of goods:					
Purchases of goods:	760	1,683	666	1,242	21,536
- Souvenirs	99	87	85	87	89
- Real state	469	1,350	360	934	21,287
- Other expenses	191	246	221	221	160
Other:					
Other:	129	141	124	138	123
- Medical or pharmaceutical expenses	42	54	42	47	39
- Other expenses	87	87	81	91	84

What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	90.5%	86.8%	90.3%	90.0%	90.4%
Visiting family or friends	5.9%	8.4%	6.8%	6.9%	6.9%
Business and work	2.1%	3.1%	1.4%	1.6%	1.3%
Education and training	0.1%	0.3%	0.2%	0.2%	0.2%
Sports training	0.6%	0.5%	0.4%	0.5%	0.5%
Health or medical care	0.1%	0.2%	0.1%	0.1%	0.2%
Fairs and congresses	0.2%	0.1%	0.2%	0.2%	0.1%
Others	0.5%	0.7%	0.5%	0.5%	0.4%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	55.2%	50.7%	51.1%	50.9%	50.6%
Enjoy family time	14.8%	14.3%	16.3%	15.6%	15.9%
Have fun	8.7%	7.4%	8.6%	9.2%	9.0%
Explore the destination	18.0%	23.5%	20.4%	20.7%	21.2%
Practice their hobbies	2.0%	2.7%	2.1%	2.0%	1.9%
Other reasons	1.3%	1.4%	1.5%	1.7%	1.4%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	35.7%	31.7%	13.7%	11.0%
Canary Islands	--	17.6%	20.4%	25.8%	27.1%
Other destination	--	46.8%	48.0%	60.5%	61.9%
Balearic Islands	--	3.6%	4.0%	4.5%	4.5%
Rest of Spain	--	11.5%	10.5%	11.4%	11.4%
Italy	--	6.3%	6.2%	7.4%	7.2%
France	--	5.0%	4.6%	5.3%	5.1%
Turkey	--	1.3%	1.6%	2.8%	3.1%
Greece	--	4.6%	5.4%	6.9%	7.2%
Portugal	--	2.5%	3.1%	4.1%	4.1%
Croatia	--	1.6%	2.0%	2.3%	2.0%
Egypt	--	0.6%	0.6%	1.1%	1.5%
Tunisia	--	0.1%	0.1%	0.3%	0.4%
Morocco	--	0.4%	0.4%	0.8%	1.0%
Others	--	9.4%	9.5%	13.7%	14.3%

* 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")	--	29.4%	28.3%	28.5%	28.3%
Canary Islands (other island)	--	25.4%	24.6%	25.1%	25.4%
Other destination	--	45.1%	47.1%	46.3%	46.3%
Balearic Islands	--	7.0%	6.6%	6.1%	6.0%
Rest of Spain	--	7.8%	8.8%	8.6%	9.0%
Italy	--	4.6%	4.7%	4.8%	4.7%
France	--	1.6%	1.7%	1.6%	1.7%
Turkey	--	2.5%	3.3%	3.4%	3.4%
Greece	--	8.4%	8.6%	8.1%	8.2%
Portugal	--	5.6%	6.0%	6.3%	6.2%
Croatia	--	2.3%	2.3%	2.5%	2.4%
Egypt	--	2.1%	2.3%	2.5%	2.4%
Others	--	3.2%	2.7%	2.5%	2.3%

* Percentage of valid answers

Importance of each factor in the destination choice

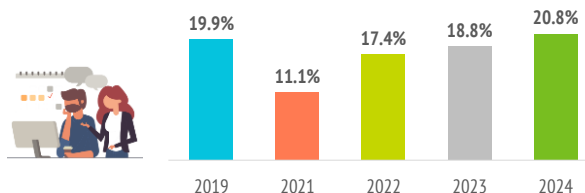
	2019	2021	2022	2023	2024
Climate	78.0%	76.0%	75.0%	75.1%	75.6%
Safety	51.7%	49.0%	51.3%	54.6%	55.7%
Tranquility	47.5%	48.5%	46.5%	47.9%	49.3%
Sea	44.4%	52.0%	46.0%	45.4%	45.1%
Accommodation supply	42.4%	37.8%	41.8%	42.9%	43.5%
Effortless trip	35.0%	34.9%	37.5%	38.3%	39.2%
Beaches	37.7%	44.6%	39.3%	38.8%	38.8%
Price	37.2%	32.4%	35.8%	37.3%	37.9%
European belonging	35.9%	40.2%	36.5%	35.3%	37.2%
Landscapes	33.3%	39.1%	34.1%	35.0%	35.3%
Environment	33.3%	34.7%	33.3%	34.6%	34.5%
Gastronomy	23.3%	27.9%	26.6%	26.9%	27.0%
Fun possibilities	21.1%	22.4%	23.3%	24.0%	23.6%
Authenticity	20.5%	24.4%	22.3%	22.6%	23.3%
Exoticism	11.5%	14.5%	11.8%	12.0%	11.8%
Hiking trail network	9.8%	12.1%	10.1%	10.4%	10.8%
Shopping	9.4%	8.8%	9.1%	9.6%	10.1%
Culture	8.1%	8.7%	9.0%	9.5%	10.1%
Historical heritage	8.3%	9.1%	8.4%	9.1%	9.5%
Nightlife	8.0%	8.4%	7.9%	8.4%	8.3%

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	0.7%	1.0%	0.7%	0.7%	0.9%
Between 1 and 30 days	23.9%	42.5%	27.8%	23.5%	22.3%
Between 1 and 2 months	22.9%	26.7%	25.3%	24.6%	23.0%
Between 3 and 6 months	32.6%	18.7%	28.8%	32.4%	33.0%
More than 6 months	19.9%	11.1%	17.4%	18.8%	20.8%

% 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	51.7%	45.7%	49.8%	49.0%	48.4%
Friends or relatives	27.5%	30.9%	30.4%	29.6%	29.7%
Internet or social media	54.3%	53.5%	54.2%	53.0%	51.4%
Mass Media	1.6%	2.3%	2.0%	2.1%	1.9%
Travel guides and magazines	8.4%	7.0%	7.0%	7.0%	6.5%
Travel Blogs or Forums	5.6%	8.4%	6.9%	6.7%	6.3%
Travel TV Channels	0.8%	0.5%	0.8%	0.8%	0.8%
Tour Operator or Travel Agency	22.4%	19.4%	20.7%	20.4%	20.2%
Public administrations or similar	0.4%	1.9%	1.3%	0.7%	0.5%
Others	2.5%	2.9%	3.2%	3.2%	3.3%

* Multi-choice question

Tourist profile. Historical data (2019 - 2024)

CANARY ISLANDS



With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	43.3%	52.8%	50.0%	49.6%	50.0%
- Tour Operator or Travel Agency	56.7%	47.2%	50.0%	50.4%	50.0%
Accommodation					
- Directly with the accommodation	31.5%	39.9%	36.6%	36.7%	37.0%
- Tour Operator or Travel Agency	68.5%	60.1%	63.4%	63.3%	63.0%

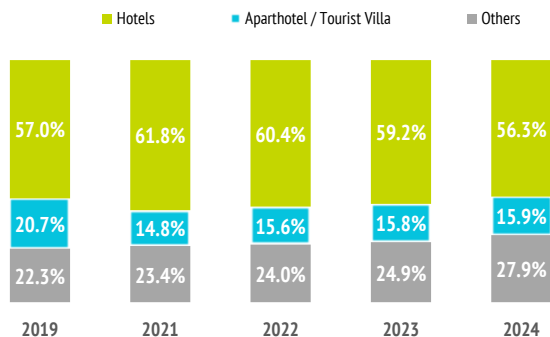
Where are they from?

	2019	2021	2022	2023	2024
United Kingdom	32.4%	18.6%	33.4%	34.1%	34.6%
Germany	18.0%	19.8%	16.0%	16.3%	16.4%
Spanish Mainland	13.3%	21.5%	13.3%	12.1%	11.2%
France	3.9%	6.9%	5.4%	5.3%	5.2%
Italy	3.1%	4.5%	4.3%	4.2%	4.5%
Ireland	3.7%	2.6%	3.8%	4.3%	4.3%
Netherlands	3.9%	4.8%	4.5%	4.2%	4.2%
Belgium	2.7%	3.8%	2.9%	2.7%	2.8%
Norway	2.8%	1.4%	2.3%	2.5%	2.5%
Sweden	3.4%	2.2%	2.1%	2.3%	2.1%
Others	12.7%	14.0%	12.0%	12.0%	12.3%

Where do they stay?

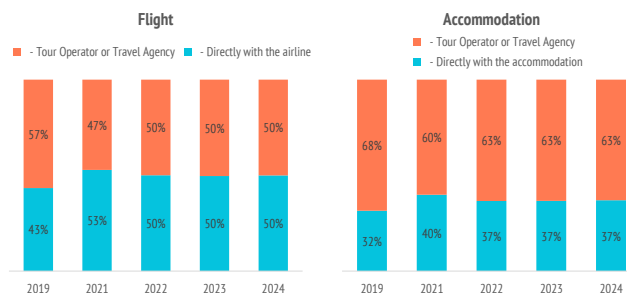
	2019	2021	2022	2023	2024
1-2-3* Hotel	11.4%	11.5%	10.9%	10.7%	10.3%
4* Hotel	37.0%	39.4%	39.0%	38.6%	37.0%
5* Hotel / 5* Luxury Hotel	8.5%	10.9%	10.5%	9.9%	9.0%
Aparthotel / Tourist Villa	20.7%	14.8%	15.6%	15.8%	15.9%
House/room rented in a private dwelling	6.8%	6.9%	7.2%	7.8%	15.5%
Private accommodation (1)	8.2%	9.9%	8.7%	9.0%	9.3%
Others (Cottage, cruise, camping,...)	7.3%	6.6%	8.1%	8.2%	3.0%

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



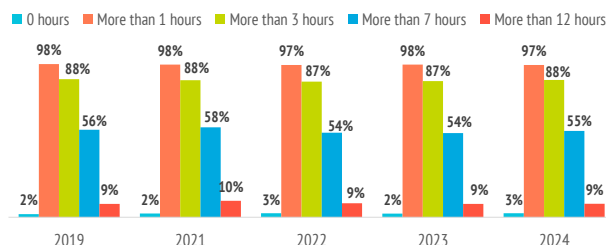
What do they book?

	2019	2021	2022	2023	2024
Room only	28.3%	28.1%	28.5%	29.1%	33.3%
Bed and Breakfast	12.6%	15.3%	13.9%	14.3%	14.1%
Half board	20.9%	19.5%	19.1%	20.1%	17.4%
Full board	3.6%	3.2%	3.5%	3.3%	3.1%
All inclusive	34.7%	33.8%	34.9%	33.2%	32.1%



Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	2.0%	2.4%	2.5%	2.3%	2.6%
1 - 2 hours	9.7%	10.0%	10.7%	10.6%	9.6%
3 - 6 hours	32.4%	30.1%	32.7%	33.3%	32.6%
7 - 12 hours	47.4%	47.1%	45.1%	45.2%	46.6%
More than 12 hours	8.5%	10.5%	9.0%	8.6%	8.6%
Outdoor time per day	7.5	7.7	7.3	7.3	7.4



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	69.8%	72.2%	73.8%	73.1%	73.6%
Beach	66.2%	75.1%	71.3%	69.4%	68.9%
Swimming pool, hotel facilities	57.3%	57.5%	61.1%	59.3%	57.7%
Explore the island on their own	45.3%	52.5%	48.7%	48.0%	48.8%
Taste Canarian gastronomy	24.4%	30.2%	27.0%	26.5%	27.3%
Hiking	--	22.5%	18.5%	18.5%	18.8%
Organized excursions	16.8%	16.0%	17.4%	16.8%	16.2%
Nightlife / concerts / shows	15.5%	12.3%	15.3%	15.9%	15.4%
Theme parks	14.1%	12.2%	14.4%	14.1%	14.7%
Sea excursions / whale watching	11.1%	13.5%	12.7%	12.4%	12.0%
Wineries / markets / popular festivals	11.7%	10.0%	10.6%	11.4%	11.2%
Museums / exhibitions	10.3%	10.7%	10.0%	10.5%	10.8%
Other Nature Activities	--	9.5%	8.1%	8.1%	8.4%
Swim	--	38.8%	10.1%	7.8%	7.4%
Running	--	7.6%	5.9%	5.7%	6.0%
Beauty and health treatments	5.4%	5.6%	5.9%	6.1%	5.2%
Practice other sports	--	5.9%	4.7%	4.5%	4.3%
Astronomical observation	3.5%	4.2%	3.7%	4.0%	3.9%
Surf	--	4.8%	3.1%	2.9%	2.8%
Cycling / Mountain bike	--	4.2%	3.3%	3.0%	2.7%
Golf	--	2.3%	2.1%	2.5%	2.5%
Scuba Diving	--	4.2%	3.0%	2.9%	2.4%
Windsurf / Kitesurf	--	1.5%	1.2%	0.9%	0.8%

* Multi-choice question

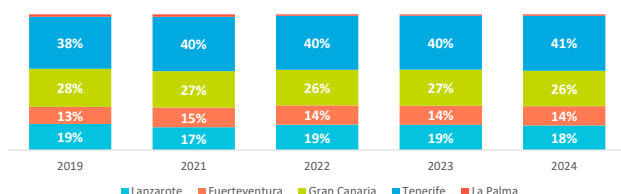
Tourist profile. Historical data (2019 - 2024)

CANARY ISLANDS



Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	2,521,855	963,331	2,377,525	2,601,667	2,789,181
Fuerteventura	1,659,302	843,805	1,822,701	1,984,658	2,186,254
Gran Canaria	3,702,964	1,545,237	3,352,820	3,737,159	4,040,620
Tenerife	5,040,569	2,320,313	5,083,082	5,601,943	6,277,692
La Palma	235,680	102,576	132,040	133,951	155,114



How many are loyal to the Canary Islands?

	2019	2021	2022	2023	2024
Repeat tourists	72.2%	68.0%	70.1%	72.5%	70.9%
At least 10 previous visits	18.7%	18.3%	19.1%	19.6%	19.9%
Repeat tourists (last 5 years)	66.6%	61.9%	62.7%	65.0%	63.8%
Repeat tourists (last 5 years)(5 or more visits)	19.7%	15.0%	13.2%	15.6%	17.0%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	48.6%	49.6%	48.4%	48.2%	48.4%
Women	51.4%	50.4%	51.6%	51.8%	51.6%
Age					
Average age	47.1	43.3	45.7	46.4	46.8
Standard deviation	15.4	15.6	16.0	16.8	16.8
Age range					
16 - 24 years old	7.3%	11.9%	10.4%	11.1%	10.5%
25 - 30 years old	11.0%	14.8%	11.5%	10.8%	10.9%
31 - 45 years old	27.8%	30.2%	29.4%	28.7%	28.9%
46 - 60 years old	31.7%	26.6%	27.2%	25.2%	24.3%
Over 60 years old	22.1%	16.4%	21.5%	24.2%	25.5%
Occupation					
Salaried worker	55.0%	57.8%	57.4%	55.7%	55.9%
Self-employed	11.6%	11.1%	10.8%	10.8%	10.8%
Unemployed	1.2%	1.7%	1.0%	0.9%	0.9%
Business owner	9.3%	10.0%	8.3%	8.1%	7.7%
Student	3.5%	5.9%	4.6%	4.2%	4.2%
Retired	17.9%	12.2%	16.5%	18.9%	19.2%
Unpaid domestic work	0.8%	0.5%	0.6%	0.6%	0.5%
Others	0.8%	0.9%	0.8%	0.9%	0.8%
Annual household income level					
Less than €25,000	17.7%	16.1%	14.3%	13.1%	12.6%
€25,000 - €49,999	37.6%	37.0%	34.3%	34.9%	33.9%
€50,000 - €74,999	22.6%	23.4%	25.4%	24.4%	25.5%
More than €74,999	22.0%	23.5%	26.0%	27.7%	27.9%
Education level					
No studies	4.9%	2.2%	3.6%	4.0%	4.0%
Primary education	2.6%	2.2%	1.7%	1.9%	1.9%
Secondary education	23.6%	18.8%	20.2%	20.1%	21.0%
Higher education	68.9%	76.9%	74.5%	73.9%	73.1%

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	2019	2021	2022	2023	2024
Lanzarote	19.2%	16.7%	18.6%	18.5%	18.1%
Fuerteventura	12.6%	14.6%	14.3%	14.1%	14.2%
Gran Canaria	28.1%	26.8%	26.3%	26.6%	26.2%
Tenerife	38.3%	40.2%	39.8%	39.8%	40.6%
La Palma	1.8%	1.8%	1.0%	1.0%	1.0%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	91.3%	90.9%	92.6%	92.1%	92.9%
Two islands	7.3%	7.8%	6.3%	6.7%	6.1%
Three or more islands	1.4%	1.3%	1.1%	1.2%	1.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.70	8.86	8.85	8.82	8.74

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	2.4%	2.7%	2.8%	2.5%	2.9%
Lived up to expectations	55.4%	51.4%	53.5%	54.0%	54.8%
Better or much better than expected	42.2%	45.9%	43.7%	43.5%	42.3%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.73	8.86	8.82	8.83	8.77
Recommend visiting the Canary Islands	8.95	9.10	9.06	9.04	8.96

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	10.0%	13.5%	10.0%	10.1%	10.3%
Only with partner	48.0%	48.2%	46.1%	47.5%	46.8%
Only with children (< 13 years old)	5.5%	3.9%	4.9%	4.4%	4.3%
Partner + children (< 13 years old)	6.3%	4.9%	7.3%	6.8%	6.8%
Other relatives	9.2%	8.4%	9.9%	10.0%	10.4%
Friends	6.4%	8.5%	7.3%	7.1%	7.2%
Work colleagues	0.5%	0.8%	0.6%	0.6%	0.5%
Organized trip	0.3%	0.2%	0.3%	0.2%	0.2%
Other combinations (2)	13.7%	11.5%	13.7%	13.3%	13.5%

(2) Combination of some of the groups previously analyzed

Tourists with children	17.4%	12.5%	18.0%	16.9%	17.0%
- Between 0 and 2 years old	1.6%	1.2%	1.3%	1.5%	1.3%
- Between 3 and 12 years old	14.5%	10.2%	15.5%	14.1%	14.5%
- Between 0 -2 and 3-12 years old	1.4%	1.0%	1.2%	1.3%	1.2%
Tourists without children	82.6%	87.5%	82.0%	83.1%	83.0%
Group composition:					
- 1 person	13.5%	16.5%	12.6%	12.6%	12.5%
- 2 people	55.0%	56.7%	53.9%	55.3%	54.9%
- 3 people	11.9%	10.7%	12.1%	12.1%	11.9%
- 4 or 5 people	16.1%	13.6%	17.3%	16.0%	16.2%
- 6 or more people	3.5%	2.5%	4.1%	4.0%	4.5%
Average group size:	2.53	2.37	2.60	2.57	2.61

*People who share the main expenses of the trip