

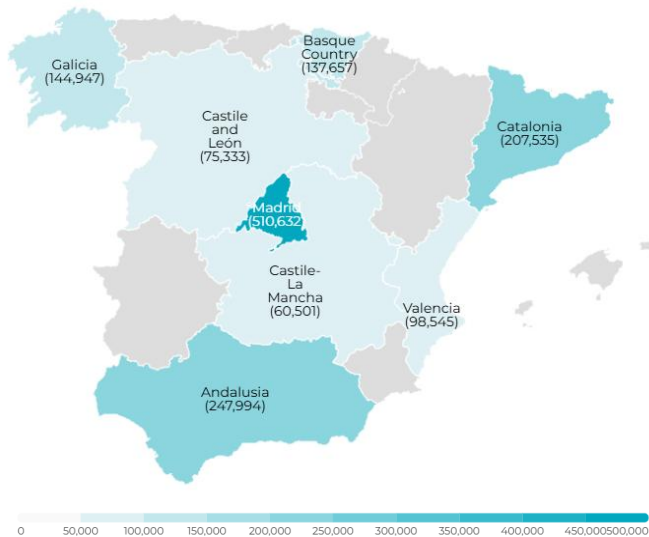
# Profile of the Spanish tourist according to region of residence (2024)



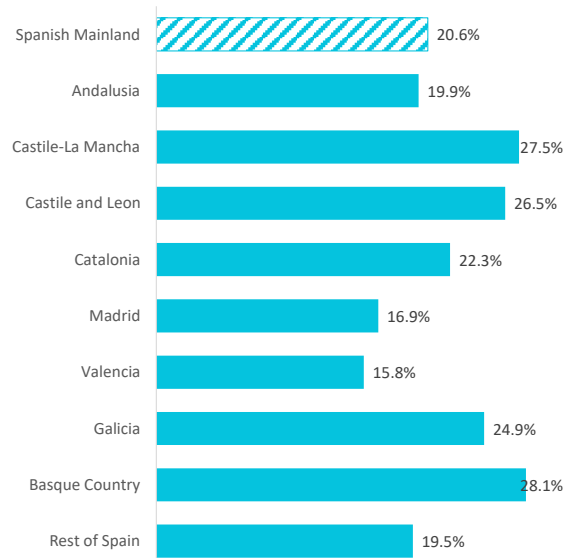
## INBOUND TOURISM AND TOURIST EXPENDITURE

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>1,735,246</b>	<b>247,994</b>	<b>60,501</b>	<b>75,333</b>	<b>207,535</b>	<b>510,632</b>	<b>98,545</b>	<b>144,947</b>	<b>137,657</b>	<b>252,102</b>
<b>% Tourists</b>	<b>100%</b>	<b>14.3%</b>	<b>3.5%</b>	<b>4.3%</b>	<b>12.0%</b>	<b>29.4%</b>	<b>5.7%</b>	<b>8.4%</b>	<b>7.9%</b>	<b>14.5%</b>
- Lanzarote	249,721	30,307	7,479	7,848	45,959	50,749	10,208	23,793	24,086	49,291
- Fuerteventura	158,370	22,431	6,229	6,314	23,045	50,920	1,811	21,294	7,778	18,546
- Gran Canaria	485,525	74,787	9,962	20,396	67,100	127,303	30,238	39,617	49,994	66,128
- Tenerife	794,245	118,828	35,675	39,091	62,737	263,713	53,810	58,954	52,540	108,896
- La Palma	37,535	605	939	1,443	7,767	15,182	1,638	1,067	2,280	6,614
<b>% tourists who book holiday package</b>	<b>20.6%</b>	<b>19.9%</b>	<b>27.5%</b>	<b>26.5%</b>	<b>22.3%</b>	<b>16.9%</b>	<b>15.8%</b>	<b>24.9%</b>	<b>28.1%</b>	<b>19.5%</b>
<b>Expenditure per tourist (€)</b>	<b>878</b>	<b>838</b>	<b>857</b>	<b>874</b>	<b>868</b>	<b>818</b>	<b>785</b>	<b>989</b>	<b>1,080</b>	<b>918</b>
- book holiday package	1,165	1,103	1,043	1,114	1,034	1,149	1,151	1,319	1,332	1,199
- holiday package	921	849	810	881	807	908	913	1,075	1,095	929
- others	244	254	234	233	227	241	238	243	237	270
- do not book holiday package	804	772	786	788	821	750	717	879	981	850
- flight	204	197	179	191	232	197	183	188	230	220
- accommodation	290	247	306	300	294	263	259	348	410	305
- others	309	328	301	297	295	291	275	343	341	324
<b>Average lenght of stay</b>	<b>6.50</b>	<b>6.41</b>	<b>6.09</b>	<b>6.46</b>	<b>6.08</b>	<b>6.23</b>	<b>5.71</b>	<b>6.82</b>	<b>7.64</b>	<b>7.07</b>
<b>Average daily expenditure (€)</b>	<b>152.2</b>	<b>150.8</b>	<b>155.0</b>	<b>146.0</b>	<b>159.3</b>	<b>149.3</b>	<b>154.2</b>	<b>159.3</b>	<b>154.7</b>	<b>148.5</b>
<b>Average daily expenditure without flight (€)</b>	<b>111.8</b>	<b>111.0</b>	<b>115.4</b>	<b>108.8</b>	<b>113.1</b>	<b>108.6</b>	<b>113.1</b>	<b>122.7</b>	<b>115.6</b>	<b>109.4</b>
<b>Average cost of the flight (€)</b>	<b>224.7</b>	<b>215.1</b>	<b>209.0</b>	<b>218.8</b>	<b>238.6</b>	<b>214.6</b>	<b>202.1</b>	<b>227.1</b>	<b>263.4</b>	<b>234.6</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>1,524</b>	<b>208</b>	<b>52</b>	<b>66</b>	<b>180</b>	<b>417</b>	<b>77</b>	<b>143</b>	<b>149</b>	<b>231</b>
<b>% Tourists</b>	<b>100%</b>	<b>13.6%</b>	<b>3.4%</b>	<b>4.3%</b>	<b>11.8%</b>	<b>27.4%</b>	<b>5.1%</b>	<b>9.4%</b>	<b>9.8%</b>	<b>15.2%</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>1,134</b>	<b>154</b>	<b>39</b>	<b>49</b>	<b>131</b>	<b>308</b>	<b>57</b>	<b>110</b>	<b>112</b>	<b>172</b>

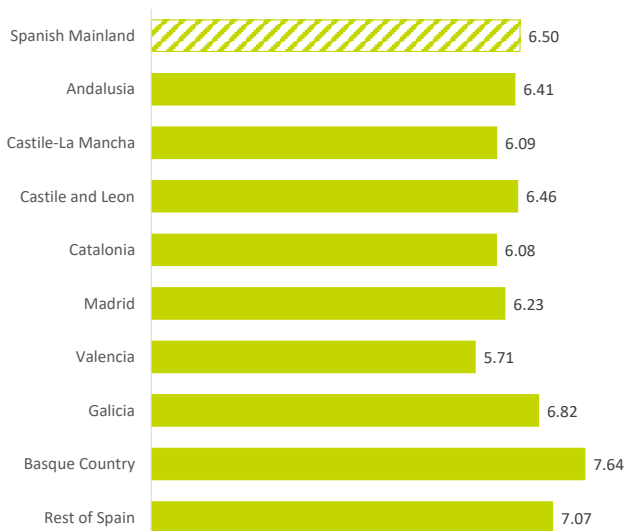
### TOURISTS ( ≥ 16 YEARS OLD)



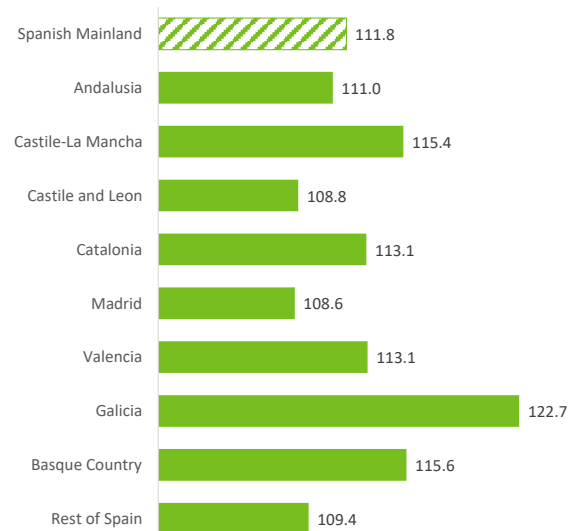
### TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



### AVERAGE LENGHT OF STAY



### EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



## Profile of the Spanish tourist according to region of residence (2024)



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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Accommodation:</b>										
- Accommodation	77.4%	75.1%	84.0%	83.3%	78.6%	74.5%	74.4%	80.4%	84.7%	76.7%
- Additional accommodation expenses	7.9%	8.3%	5.4%	8.1%	8.8%	7.0%	9.1%	8.4%	6.1%	9.5%
<b>Transport:</b>										
- National/International Transport	91.9%	91.1%	94.2%	94.8%	89.8%	91.6%	90.3%	91.3%	96.6%	92.0%
- Flights between islands	6.2%	6.6%	4.9%	7.3%	7.9%	5.0%	7.2%	5.3%	4.7%	8.2%
- Taxi	19.3%	17.0%	13.9%	20.3%	18.9%	18.1%	22.4%	20.3%	28.0%	18.7%
- Car rental	56.9%	57.1%	67.9%	63.6%	57.0%	56.5%	50.6%	53.9%	52.2%	59.2%
- Public transport	9.8%	9.0%	10.7%	9.4%	9.5%	8.8%	13.5%	9.9%	11.7%	10.1%
<b>Food and drink:</b>										
- Food purchases at supermarkets	54.3%	52.6%	51.8%	56.0%	55.3%	53.2%	54.2%	55.6%	54.3%	56.8%
- Restaurants	73.9%	70.7%	74.9%	74.6%	72.2%	76.5%	78.9%	68.6%	73.7%	74.2%
<b>Leisure:</b>										
- Organized excursions	28.1%	27.8%	30.0%	28.6%	30.7%	28.2%	30.4%	26.8%	20.4%	29.3%
- Sport activities	4.9%	4.8%	4.7%	6.6%	4.7%	4.8%	5.5%	4.7%	3.4%	5.6%
- Cultural activities	3.7%	1.7%	5.3%	5.4%	4.8%	3.4%	3.1%	4.4%	2.8%	4.9%
- Museums	9.4%	9.1%	9.8%	11.5%	12.0%	7.9%	10.6%	8.5%	8.0%	11.1%
- Theme Parks	13.7%	19.4%	18.6%	17.1%	9.2%	11.1%	10.6%	16.8%	12.0%	15.2%
- Discos and pubs	10.3%	12.6%	12.6%	8.6%	7.6%	10.9%	11.9%	9.8%	8.9%	9.3%
- Wellness	2.6%	1.9%	2.9%	2.5%	1.9%	2.7%	3.3%	2.1%	3.7%	3.2%
<b>Purchases of goods:</b>										
- Souvenirs	44.1%	42.3%	50.4%	53.6%	40.4%	42.9%	42.0%	44.2%	45.5%	47.1%
- Real estate	0.0%	0.0%	0.5%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%
- Other purchases	0.8%	0.7%	0.0%	2.0%	0.4%	0.8%	0.5%	1.1%	1.1%	0.7%
<b>Others:</b>										
- Medical expenses	7.4%	7.0%	6.1%	9.3%	7.3%	7.6%	8.8%	4.8%	9.8%	7.0%
- Other expenses	4.9%	4.5%	6.9%	4.9%	4.5%	5.1%	5.6%	5.4%	3.6%	4.9%

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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Expenditure per tourist and trip (€)</b>										
<b>Accommodation:</b>	564	530	518	560	528	518	515	735	717	560
- Accommodation	446	396	419	433	430	417	409	533	574	464
- Additional accommodation expenses	118	134	99	127	99	101	106	202	143	96
<b>Transport:</b>	504	529	435	474	507	488	446	527	556	516
- National/International Transport	244	236	222	231	266	234	224	249	273	255
- Flights between islands	73	82	54	68	58	81	52	87	60	78
- Taxi	59	56	51	66	54	54	48	65	72	66
- Car rental	100	97	92	96	104	98	107	97	112	99
- Public transport	27	57	16	13	25	20	15	30	39	18
<b>Food and drink:</b>	212	235	178	171	204	204	185	236	228	222
- Food purchases at supermarkets	73	90	54	50	70	69	58	80	77	81
- Restaurants	139	145	125	120	135	136	126	156	151	140
<b>Leisure:</b>	418	469	409	404	421	413	352	436	413	402
- Organized excursions	77	76	81	64	75	72	67	73	91	91
- Sport activities	72	75	59	89	62	89	56	72	69	48
- Cultural activities	48	65	30	39	65	45	35	50	57	40
- Museums	32	33	36	35	36	31	28	40	23	31
- Theme Parks	70	76	66	67	63	66	60	65	69	79
- Discos and pubs	66	95	81	59	64	54	53	70	55	60
- Wellness	54	49	55	50	57	56	53	67	49	52
<b>Purchases of goods:</b>	2,054	184	585	126	2,132	100,099	134	111	248	169
- Souvenirs	62	62	52	63	50	57	51	85	76	64
- Real estate	1,925	0	500	0	2,000	100,000	0	0	50	50
- Other purchases	67	122	33	63	82	42	83	26	122	55
<b>Others:</b>	88	116	168	43	64	77	46	115	113	86
- Medical expenses	22	35	24	12	19	15	17	21	49	27
- Other expenses	66	81	144	31	45	62	30	94	65	59

# Profile of the Spanish tourist according to region of residence (2024)



## TOURIST PROFILE

### Who are they?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Gender</b>										
Percentage of men	51.5%	53.4%	56.5%	41.5%	52.3%	53.0%	51.3%	48.3%	50.3%	50.4%
Percentage of women	48.5%	46.6%	43.5%	58.5%	47.7%	47.0%	48.7%	51.7%	49.7%	49.6%
<b>Age</b>										
Average age (tourists above 16 years old)	40.14	37.99	37.50	39.51	42.14	39.02	39.73	42.11	44.07	40.57
Standard deviation	14.4	13.4	12.8	13.7	15.5	13.6	14.4	14.4	15.3	14.8
<b>Age range</b>										
16-24 years old	14.7%	17.4%	22.0%	12.7%	14.5%	14.7%	15.8%	11.7%	10.5%	14.6%
25-30 years old	16.4%	18.1%	13.3%	18.1%	14.2%	18.0%	16.3%	14.2%	13.7%	16.8%
31-45 years old	36.3%	38.8%	35.2%	36.6%	31.5%	38.4%	37.8%	36.6%	31.7%	35.6%
46-60 years old	21.9%	18.4%	25.7%	23.9%	24.9%	20.8%	19.2%	24.8%	26.7%	20.4%
Over 60 years old	10.6%	7.2%	3.8%	8.7%	14.9%	8.1%	11.0%	12.7%	17.5%	12.6%
<b>Occupation</b>										
Salaried worker	63.5%	56.3%	68.2%	66.6%	65.8%	67.6%	65.6%	62.8%	63.1%	58.2%
Self-employed	10.6%	11.6%	10.5%	9.6%	9.4%	11.2%	9.6%	10.5%	9.3%	11.1%
Unemployed	2.3%	3.4%	2.7%	0.7%	1.5%	2.1%	1.7%	2.6%	1.3%	3.3%
Business owner	8.8%	11.1%	11.2%	7.8%	8.2%	7.4%	8.1%	8.3%	8.5%	10.1%
Student	6.6%	10.3%	5.6%	8.2%	4.7%	5.7%	5.7%	7.5%	3.2%	7.6%
Retired	7.0%	5.5%	1.3%	5.3%	9.3%	5.4%	7.7%	6.9%	12.3%	8.3%
Unpaid domestic work	0.4%	0.2%	0.3%	1.6%	0.2%	0.1%	0.8%	0.5%	0.9%	0.5%
Others	0.9%	1.6%	0.1%	0.2%	1.0%	0.6%	0.8%	0.8%	1.3%	0.9%
<b>Annual household income level</b>										
Less than €25,000	20.7%	28.3%	23.9%	21.9%	17.7%	17.8%	23.6%	20.5%	18.0%	21.1%
€25,000 - €49,999	45.8%	46.3%	51.1%	51.0%	46.4%	43.1%	47.8%	48.1%	43.2%	46.7%
€50,000 - €74,999	21.1%	16.6%	19.1%	19.1%	21.5%	22.5%	18.8%	20.6%	25.0%	22.2%
More than €74,999	12.4%	8.8%	5.8%	8.1%	14.5%	16.5%	9.9%	10.9%	13.9%	10.0%
<b>Education level</b>										
No studies	0.5%	1.0%	0.0%	0.8%	0.2%	0.5%	1.1%	0.2%	0.1%	0.8%
Primary education	2.8%	3.7%	3.6%	1.6%	2.6%	2.0%	4.1%	2.7%	2.6%	3.4%
Secondary education	16.2%	19.5%	21.1%	18.7%	15.2%	12.5%	15.1%	24.3%	13.7%	16.4%
Higher education	80.5%	75.8%	75.3%	78.9%	81.9%	85.0%	79.7%	72.8%	83.6%	79.4%

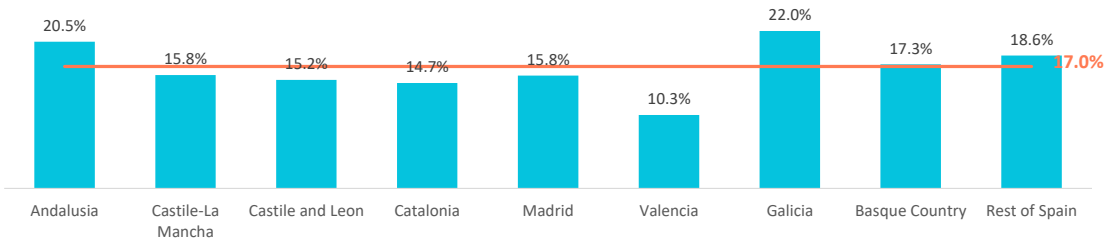
### Who do they come with?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Unaccompanied	14.0%	17.3%	9.0%	7.8%	17.1%	14.7%	17.7%	10.4%	8.8%	13.5%
Only with partner	40.9%	38.4%	45.7%	47.1%	39.6%	41.7%	40.1%	39.0%	45.2%	39.0%
Only with children (< 13 years old)	4.1%	4.2%	3.9%	2.5%	4.1%	4.3%	2.1%	6.8%	2.7%	4.3%
Partner + children (< 13 years old)	8.2%	10.2%	7.0%	9.0%	6.7%	7.2%	5.1%	8.9%	9.6%	9.5%
Other relatives	8.4%	8.9%	11.7%	8.8%	9.1%	7.0%	5.6%	8.1%	12.4%	8.5%
Friends	9.6%	7.2%	8.8%	9.7%	9.2%	9.4%	14.2%	12.6%	10.2%	9.0%
Work colleagues	2.4%	1.8%	1.2%	1.1%	1.6%	3.5%	3.5%	2.0%	0.5%	2.9%
Organized trip	0.3%	0.3%	0.0%	0.5%	0.7%	0.0%	1.3%	0.3%	0.0%	0.3%
Other combinations <sup>(2)</sup>	12.0%	11.6%	12.8%	13.5%	11.9%	12.2%	10.3%	12.0%	10.7%	13.0%
<sup>(2)</sup> Different situations have been isolated										
<b>Tourists with children</b>	<b>17.0%</b>	<b>20.5%</b>	<b>15.8%</b>	<b>15.2%</b>	<b>14.7%</b>	<b>15.8%</b>	<b>10.3%</b>	<b>22.0%</b>	<b>17.3%</b>	<b>18.6%</b>
- Between 0 and 2 years old	1.6%	1.8%	0.6%	1.3%	1.4%	1.6%	0.6%	1.6%	2.5%	1.5%
- Between 3 and 12 years old	14.4%	17.9%	14.5%	12.6%	12.5%	13.2%	9.0%	18.6%	13.9%	15.6%
- Between 0 - 2 and 3-12 years old	1.0%	0.7%	0.7%	1.3%	0.9%	0.9%	0.7%	1.8%	0.9%	1.4%
<b>Tourists without children</b>	<b>83.0%</b>	<b>79.5%</b>	<b>84.2%</b>	<b>84.8%</b>	<b>85.3%</b>	<b>84.2%</b>	<b>89.7%</b>	<b>78.0%</b>	<b>82.7%</b>	<b>81.4%</b>
<b>Group composition:</b>										
- 1 person	17.3%	19.9%	10.9%	9.8%	20.6%	18.3%	22.3%	14.7%	11.4%	16.5%
- 2 people	48.4%	43.7%	53.2%	56.1%	47.9%	48.3%	47.5%	47.8%	54.5%	47.5%
- 3 people	12.9%	12.4%	14.3%	14.1%	12.9%	11.9%	10.2%	16.5%	13.7%	13.4%
- 4 or 5 people	16.9%	19.7%	18.1%	16.8%	14.7%	16.3%	14.4%	16.8%	17.4%	17.9%
- 6 or more people	4.4%	4.3%	3.5%	3.2%	3.9%	5.0%	5.5%	4.2%	3.0%	4.7%
<b>Average group size:</b>	<b>2.59</b>	<b>2.61</b>	<b>2.61</b>	<b>2.60</b>	<b>2.44</b>	<b>2.57</b>	<b>2.62</b>	<b>2.65</b>	<b>2.57</b>	<b>2.65</b>

<sup>\*</sup>People who share the main expenses of the trip



%  
TOURISTS  
WHO  
TRAVEL  
WITH  
CHILDREN



# Profile of the Spanish tourist according to region of residence (2024)

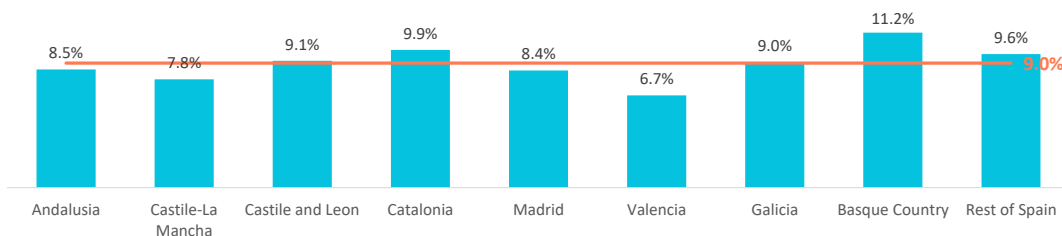


## TRIP BOOKING

### How far in advance do they book their trip?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
The same day	1.5%	2.2%	0.6%	0.6%	1.7%	1.5%	2.2%	1.1%	1.1%	1.3%
Between 1 and 30 days	29.3%	28.4%	27.0%	32.0%	28.5%	31.8%	34.2%	28.8%	27.3%	25.3%
Between 1 and 2 months	28.8%	29.2%	32.5%	30.0%	27.6%	28.3%	28.0%	32.2%	25.6%	29.0%
Between 3 and 6 months	31.4%	31.7%	32.1%	28.2%	32.4%	29.9%	29.0%	28.9%	34.9%	34.8%
More than 6 months	9.0%	8.5%	7.8%	9.1%	9.9%	8.4%	6.7%	9.0%	11.2%	9.6%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



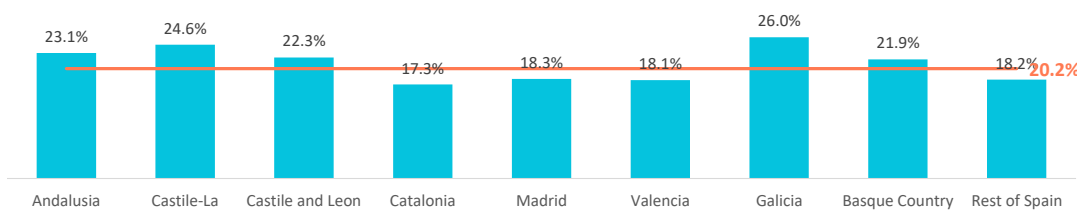
### With whom did they book their flight and accommodation?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
<b>Flight</b>										
- Directly with the airline	69.1%	65.1%	59.5%	61.4%	67.4%	74.9%	69.8%	67.4%	65.9%	69.6%
- Tour Operator or Travel Agency	30.9%	34.9%	40.5%	38.6%	32.6%	25.1%	30.2%	32.6%	34.1%	30.4%
<b>Accommodation</b>										
- Directly with the accommodation	54.1%	49.2%	45.8%	50.5%	53.0%	58.9%	56.6%	51.6%	51.4%	55.5%
- Tour Operator or Travel Agency	45.9%	50.8%	54.2%	49.5%	47.0%	41.1%	43.4%	48.4%	48.6%	44.5%

### What do they book?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Room only	34.7%	33.9%	32.1%	33.4%	35.7%	34.6%	40.8%	34.1%	30.7%	36.3%
Bed and Breakfast	19.4%	21.7%	21.4%	11.6%	18.9%	22.3%	18.7%	16.6%	15.6%	18.5%
Half board	21.2%	18.0%	17.7%	25.7%	20.4%	21.7%	16.4%	18.7%	28.4%	22.5%
Full board	4.4%	3.4%	4.3%	7.0%	7.8%	3.1%	6.0%	4.6%	3.3%	4.5%
All inclusive	20.2%	23.1%	24.6%	22.3%	17.3%	18.3%	18.1%	26.0%	21.9%	18.2%

% TOURISTS WHO BOOK ALL INCLUSIVE

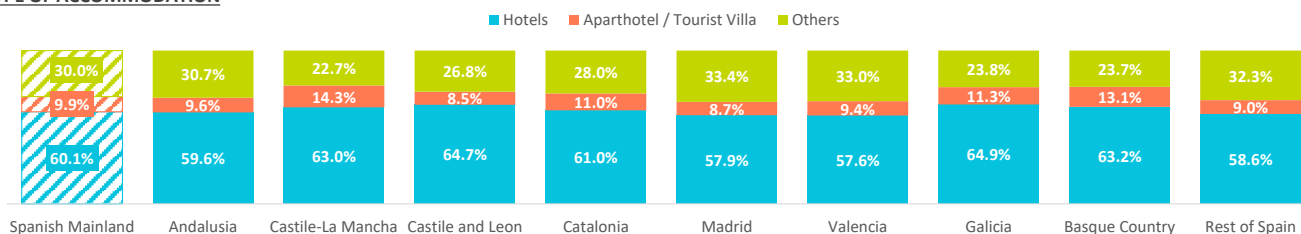


## ACCOMMODATION

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
1-2-3* Hotel	13.4%	13.8%	14.1%	15.3%	14.2%	12.6%	12.7%	14.6%	12.9%	13.2%
4* Hotel	38.2%	38.8%	38.3%	42.1%	38.5%	36.1%	35.2%	42.4%	42.0%	37.2%
5* Hotel / 5* Luxury Hotel	8.4%	7.1%	10.5%	7.3%	8.3%	9.2%	9.6%	7.9%	8.3%	8.2%
Aparthotel / Tourist Villa	9.9%	9.6%	14.3%	8.5%	11.0%	8.7%	9.4%	11.3%	13.1%	9.0%
House/room rented in a private dwelling	13.3%	12.9%	11.9%	14.1%	13.1%	13.2%	14.1%	12.7%	11.7%	14.9%
Private accommodation <sup>(1)</sup>	14.5%	16.2%	9.5%	11.5%	11.2%	18.1%	16.1%	9.8%	10.4%	14.7%
Others (Cottage, cruise, camping,...)	2.2%	1.6%	1.4%	1.2%	3.7%	2.1%	2.8%	1.3%	1.6%	2.7%

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

### TYPE OF ACCOMMODATION



# Profile of the Spanish tourist according to region of residence (2024)



## TRIP MOTIVATION AND DESTINATION CHOICE

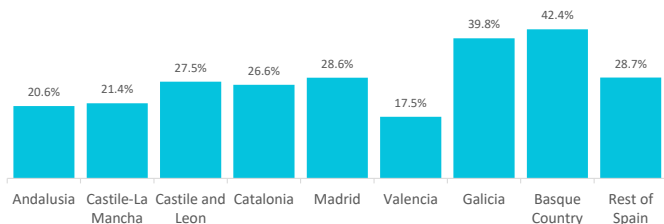
### What is the main reason for visiting the Canary Islands?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Holidays	76.0%	70.9%	82.3%	85.6%	75.5%	74.1%	69.2%	79.8%	89.2%	74.1%
Family reasons	15.2%	19.0%	10.6%	11.4%	13.5%	17.1%	16.6%	10.4%	8.3%	17.0%
Business	7.0%	8.0%	4.9%	2.6%	9.0%	7.6%	9.8%	6.7%	1.9%	6.9%
Education and training	0.3%	0.5%	0.9%	0.0%	0.1%	0.2%	0.3%	0.3%	0.1%	0.4%
Sports training	0.5%	0.6%	0.0%	0.0%	0.6%	0.3%	1.7%	0.6%	0.3%	0.4%
Health	0.1%	0.2%	0.0%	0.3%	0.2%	0.0%	0.4%	0.0%	0.1%	0.3%
Conventions and Exhibitions	0.5%	0.3%	0.9%	0.0%	0.6%	0.2%	2.0%	1.7%	0.0%	0.6%
Others	0.4%	0.5%	0.4%	0.1%	0.5%	0.5%	0.2%	0.4%	0.1%	0.3%

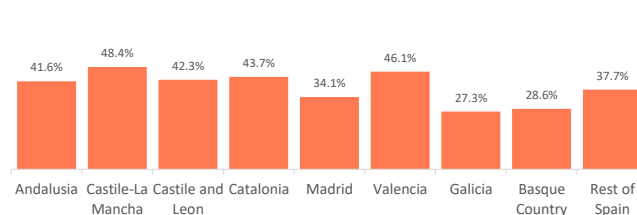
### What is the main motivation for their holidays?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Rest	28.5%	20.6%	21.4%	27.5%	26.6%	28.6%	17.5%	39.8%	42.4%	28.7%
Enjoy family time	21.4%	24.9%	15.9%	17.7%	18.2%	24.4%	16.6%	19.0%	17.9%	22.3%
Have fun	10.0%	10.4%	10.8%	11.5%	7.9%	10.1%	14.9%	11.6%	8.5%	8.4%
Explore the destination	37.3%	41.6%	48.4%	42.3%	43.7%	34.1%	46.1%	27.3%	28.6%	37.7%
Practice their hobbies	1.2%	0.9%	0.8%	0.6%	1.6%	1.0%	2.1%	1.2%	1.2%	1.6%
Other reasons	1.6%	1.6%	2.8%	0.4%	2.0%	1.7%	2.7%	1.0%	1.4%	1.3%

#### REST



#### EXPLORE THE DESTINATION



### Importance of each factor in the destination choice

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Climate	61.4%	55.3%	59.1%	65.9%	59.2%	60.8%	53.6%	72.6%	73.9%	58.5%
Landscapes	51.7%	56.1%	56.9%	50.8%	54.0%	52.2%	59.9%	38.8%	43.6%	52.6%
Tranquility	51.5%	49.9%	49.9%	53.1%	51.9%	52.3%	50.1%	53.1%	51.1%	51.1%
Sea	45.0%	44.3%	44.2%	47.1%	43.7%	49.0%	44.0%	40.4%	44.0%	41.7%
Safety	41.7%	43.5%	41.1%	36.5%	41.1%	43.2%	42.5%	44.1%	36.2%	40.5%
Beaches	40.7%	42.6%	35.8%	42.5%	41.3%	43.4%	37.0%	38.9%	36.5%	38.5%
Environment	40.4%	42.7%	45.4%	41.2%	41.4%	41.2%	47.1%	30.1%	32.0%	42.6%
European belonging	39.9%	45.0%	45.5%	41.1%	35.0%	39.3%	41.7%	40.1%	34.8%	40.8%
Authenticity	33.5%	39.4%	39.2%	33.2%	32.8%	34.5%	35.6%	24.7%	24.5%	34.3%
Gastronomy	31.8%	39.9%	37.3%	26.2%	32.7%	33.8%	34.9%	21.2%	21.0%	30.6%
Price	30.3%	35.5%	34.2%	26.8%	28.6%	31.3%	28.8%	31.8%	22.1%	29.3%
Effortless trip	29.0%	34.6%	29.7%	27.1%	26.7%	28.9%	27.4%	28.0%	26.8%	28.4%
Fun possibilities	27.4%	38.3%	32.9%	30.2%	22.7%	24.5%	28.1%	27.9%	22.9%	26.5%
Accommodation supply	26.6%	29.0%	32.2%	23.0%	23.6%	25.5%	24.9%	30.3%	29.1%	25.4%
Exoticism	17.8%	21.9%	25.1%	17.5%	16.6%	17.6%	19.4%	11.8%	11.4%	19.9%
Historical heritage	17.5%	19.9%	25.1%	17.7%	18.3%	16.3%	16.3%	12.0%	14.5%	20.0%
Culture	14.2%	18.2%	23.4%	13.4%	14.9%	12.8%	12.0%	9.7%	11.9%	15.1%
Hiking trail network	13.0%	15.3%	12.8%	9.1%	11.6%	13.3%	14.5%	9.8%	11.1%	15.0%
Nightlife	9.5%	13.9%	11.7%	8.7%	7.9%	8.3%	10.8%	9.4%	8.2%	9.1%
Shopping	8.0%	12.5%	7.2%	7.6%	6.1%	7.3%	5.5%	8.1%	6.8%	8.5%

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.

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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Previous visits to the Canary Islands	33.7%	28.9%	27.5%	32.5%	27.1%	37.4%	24.7%	38.4%	43.1%	33.9%
Friends or relatives	39.0%	39.7%	41.4%	37.8%	34.7%	43.0%	44.1%	32.9%	31.3%	38.9%
Internet or social media	49.1%	47.0%	56.7%	57.4%	52.3%	47.6%	51.3%	44.9%	50.7%	48.0%
Mass Media	1.3%	1.9%	1.7%	1.5%	1.5%	1.1%	0.3%	0.6%	0.9%	1.7%
Travel guides and magazines	3.0%	2.4%	2.8%	3.2%	3.7%	2.7%	4.0%	3.6%	2.9%	2.8%
Travel Blogs or Forums	8.7%	7.6%	7.2%	10.0%	12.0%	8.1%	7.8%	7.5%	8.8%	9.6%
Travel TV Channels	0.4%	0.4%	1.0%	0.0%	0.3%	0.2%	0.3%	0.5%	0.7%	0.5%
Tour Operator or Travel Agency	10.7%	11.6%	18.4%	16.7%	9.3%	7.8%	8.9%	15.0%	12.3%	10.8%
Public administrations or similar	1.0%	0.9%	0.8%	1.3%	2.0%	1.0%	2.0%	0.5%	0.3%	0.7%
Others	5.6%	6.9%	4.7%	3.5%	6.4%	5.3%	6.6%	4.6%	3.8%	6.1%

\* Multi-choice question

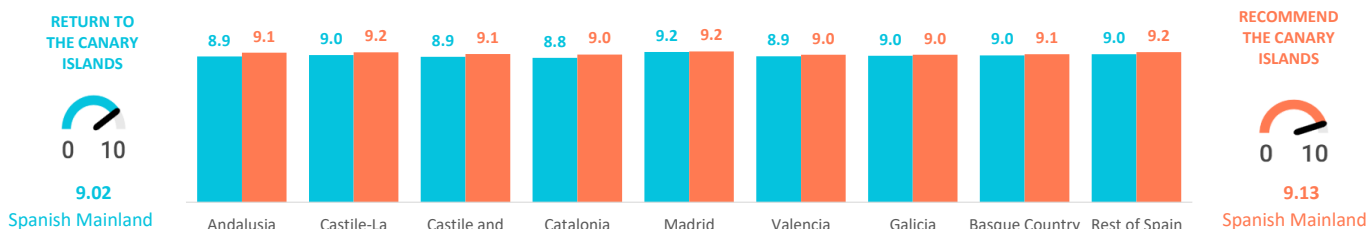
# Profile of the Spanish tourist according to region of residence (2024)



## SATISFACTION AND LOYALTY INDICATORS

### Satisfaction

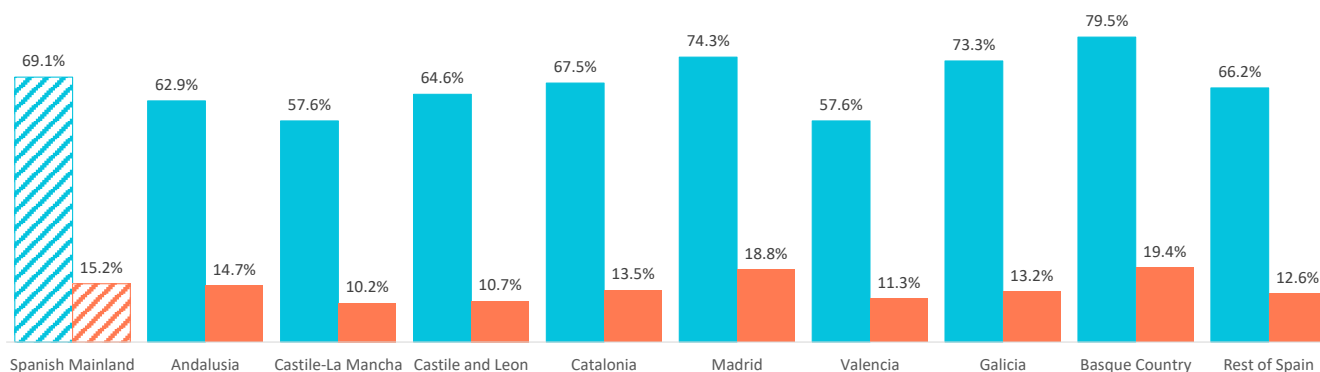
Satisfaction (scale 0-10)	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Average rating	8.73	8.79	8.71	8.56	8.70	8.79	8.69	8.63	8.59	8.76
Experience in the Canary Islands										
Worse or much worse than expected	4.2%	5.2%	4.1%	6.0%	2.9%	4.4%	5.2%	3.5%	3.6%	3.9%
Lived up to expectations	51.2%	49.8%	49.1%	48.1%	51.0%	50.7%	46.2%	60.4%	54.9%	49.9%
Better or much better than expected	44.5%	45.0%	46.8%	45.9%	46.1%	44.9%	48.5%	36.1%	41.5%	46.2%
Future intentions (scale 1-10)										
Return to the Canary Islands	9.02	8.91	9.00	8.89	8.84	9.19	8.93	8.96	8.98	9.05
Recommend visiting the Canary Islands	9.13	9.14	9.17	9.07	9.03	9.23	9.02	9.02	9.06	9.18



### How many are loyal to the Canary Islands?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Repeat tourists	69.1%	62.9%	57.6%	64.6%	67.5%	74.3%	57.6%	73.3%	79.5%	66.2%
At least 10 previous visits	15.9%	13.7%	7.7%	12.1%	13.4%	20.3%	10.6%	14.3%	22.8%	13.4%
Repeat tourists (last 5 years)	62.0%	55.8%	49.5%	55.9%	59.1%	67.9%	50.5%	67.4%	72.3%	59.3%
Repeat tourists (last 5 years) (5 or more visits)	15.2%	14.7%	10.2%	10.7%	13.5%	18.8%	11.3%	13.2%	19.4%	12.6%

Repeat tourists Repeat tourists (last 5 years) (5 or more visits)



## ISLANDS

### How many islands do they visit during their trip?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
One island	90.7%	88.7%	93.0%	89.9%	92.3%	92.0%	91.0%	91.2%	92.2%	87.2%
Two islands	8.1%	10.1%	6.7%	9.6%	6.8%	7.0%	8.2%	7.1%	7.0%	10.8%
Three or more islands	1.2%	1.3%	0.4%	0.5%	0.9%	1.0%	0.9%	1.7%	0.8%	2.0%

### Visited islands during their trip (with overnight staying)

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Lanzarote	15.3%	13.2%	12.4%	11.6%	23.2%	10.8%	11.3%	17.4%	18.4%	20.8%
Fuerteventura	9.9%	10.2%	10.6%	8.8%	11.6%	10.4%	2.5%	15.8%	6.4%	9.1%
Gran Canaria	28.8%	31.3%	16.6%	27.3%	32.9%	25.5%	30.8%	28.3%	37.2%	27.8%
Tenerife	47.3%	49.5%	59.3%	53.2%	31.6%	52.9%	56.4%	42.8%	39.4%	45.2%
La Gomera	0.5%	0.2%	0.6%	0.0%	0.3%	0.7%	1.2%	0.6%	0.6%	0.3%
La Palma	2.8%	0.7%	2.5%	2.2%	4.2%	3.5%	2.3%	1.7%	2.7%	3.2%
El Hierro	0.4%	0.2%	0.0%	0.1%	0.4%	0.6%	0.3%	0.6%	0.5%	0.5%
Cruise	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%

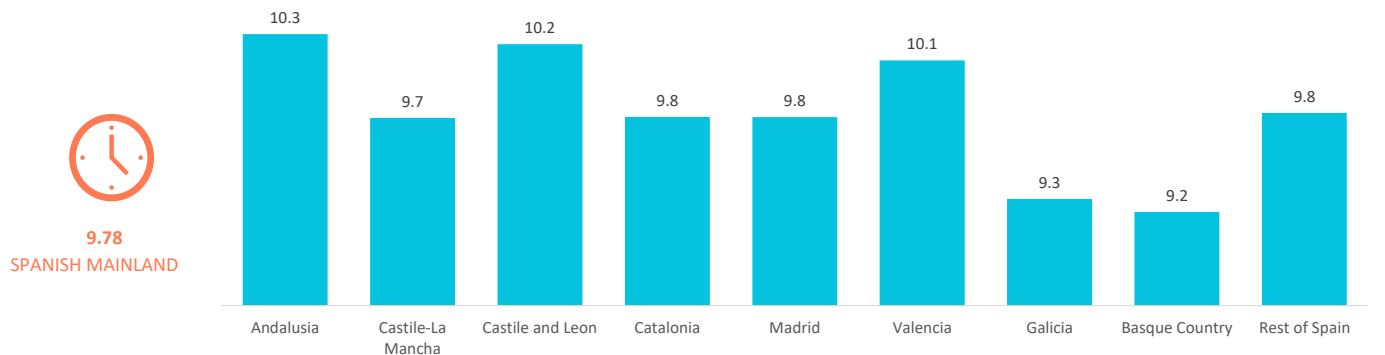
# Profile of the Spanish tourist according to region of residence (2024)



## ACTIVITIES IN THE CANARY ISLANDS

### Outdoor time per day

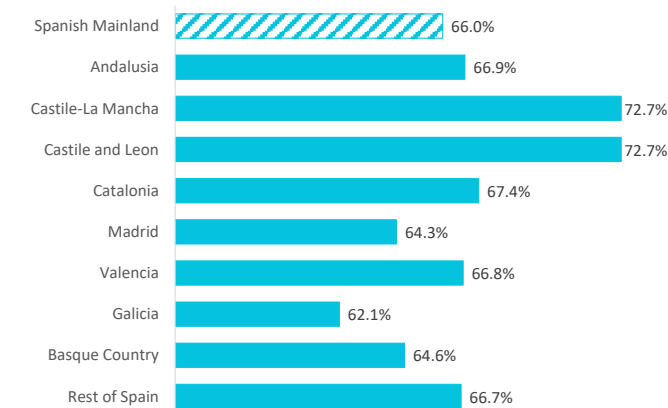
	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
0 hours	1.1%	0.7%	2.3%	0.8%	0.3%	1.5%	1.4%	0.7%	1.7%	0.8%
1 - 2 hours	3.2%	2.6%	3.6%	2.8%	2.2%	3.2%	1.5%	5.4%	4.7%	3.2%
3 - 6 hours	16.9%	13.9%	16.5%	16.0%	16.5%	16.0%	15.8%	24.0%	18.3%	18.2%
7 - 12 hours	58.7%	59.0%	56.1%	59.7%	63.4%	59.6%	59.5%	50.6%	58.9%	57.4%
More than 12 hours	20.1%	23.9%	21.5%	20.7%	17.7%	19.7%	21.8%	19.3%	16.3%	20.4%
Outdoor time per day	9.8	10.3	9.7	10.2	9.8	9.8	10.1	9.3	9.2	9.8



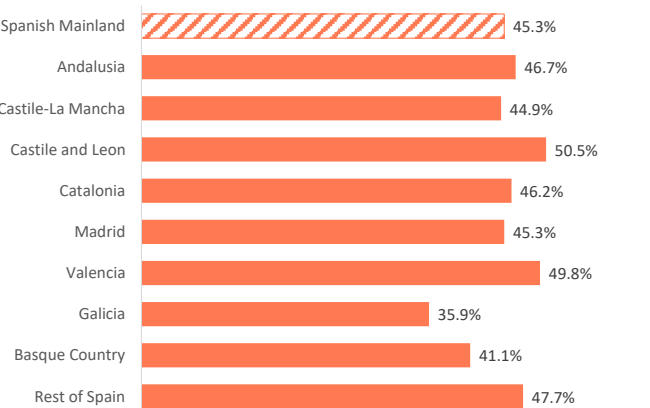
### Activities in the Canary Islands

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Walk, wander	76.7%	76.1%	77.0%	81.9%	75.7%	76.1%	77.0%	75.3%	82.4%	75.2%
Beach	71.9%	68.8%	76.6%	83.1%	68.7%	75.8%	63.1%	69.4%	73.1%	69.5%
Explore the island on their own	66.0%	66.9%	72.7%	72.7%	67.4%	64.3%	66.8%	62.1%	64.6%	66.7%
Swimming pool, hotel facilities	48.0%	44.2%	48.8%	54.6%	46.5%	47.5%	38.2%	54.1%	58.4%	46.3%
Taste Canarian gastronomy	45.3%	46.7%	44.9%	50.5%	46.2%	45.3%	49.8%	35.9%	41.1%	47.7%
Hiking	23.1%	20.2%	25.8%	27.2%	24.2%	23.7%	30.2%	15.2%	23.9%	23.3%
Wineries / markets / popular festivals	18.4%	17.9%	15.8%	21.4%	21.5%	16.5%	22.7%	15.0%	21.5%	18.7%
Museums / exhibitions	18.2%	19.4%	22.8%	17.5%	22.6%	15.3%	19.0%	15.3%	18.0%	19.9%
Nightlife / concerts / shows	16.4%	17.5%	15.5%	14.7%	13.0%	17.8%	20.5%	17.4%	14.4%	15.0%
Theme parks	18.1%	27.8%	23.0%	21.2%	12.9%	14.0%	13.4%	21.6%	15.2%	20.5%
Organized excursions	16.1%	17.6%	21.9%	17.8%	19.5%	14.3%	19.3%	11.3%	14.4%	16.1%
Other Nature Activities	12.7%	13.1%	17.5%	15.8%	13.2%	12.9%	12.8%	8.4%	8.9%	13.7%
Sea excursions / whale watching	10.6%	11.0%	14.7%	11.4%	10.8%	12.2%	10.4%	7.1%	6.2%	10.4%
Practice other sports	5.2%	5.7%	4.2%	5.2%	6.1%	5.4%	4.6%	5.4%	3.7%	4.8%
Running	5.7%	4.2%	6.0%	5.0%	5.8%	6.2%	5.7%	5.0%	8.5%	5.2%
Astronomical observation	4.9%	6.5%	4.0%	4.0%	3.5%	5.3%	6.6%	4.1%	3.6%	4.5%
Beauty and health treatments	3.8%	4.2%	4.5%	2.9%	2.3%	4.2%	4.3%	3.0%	5.2%	3.2%
Surf	2.9%	1.9%	1.6%	3.8%	5.3%	2.7%	1.5%	3.4%	2.3%	3.2%
Scuba Diving	3.1%	2.5%	2.1%	3.3%	1.8%	4.1%	3.8%	1.5%	2.4%	3.8%
Swim	2.1%	1.8%	2.7%	2.0%	2.3%	2.4%	1.5%	2.3%	1.8%	1.8%
Cycling / Mountain bike	1.6%	1.6%	0.7%	1.1%	3.0%	1.5%	1.6%	1.7%	1.3%	1.2%
Golf	1.2%	1.4%	1.2%	0.4%	0.4%	1.4%	0.1%	2.7%	0.9%	1.6%
Windsurf / Kitesurf	0.5%	0.2%	0.0%	0.1%	0.8%	0.7%	1.0%	0.5%	0.4%	0.6%

#### Explore the island on their own



#### Taste Canarian gastronomy



Profile of the Spanish tourist according to region of residence  
(2024)

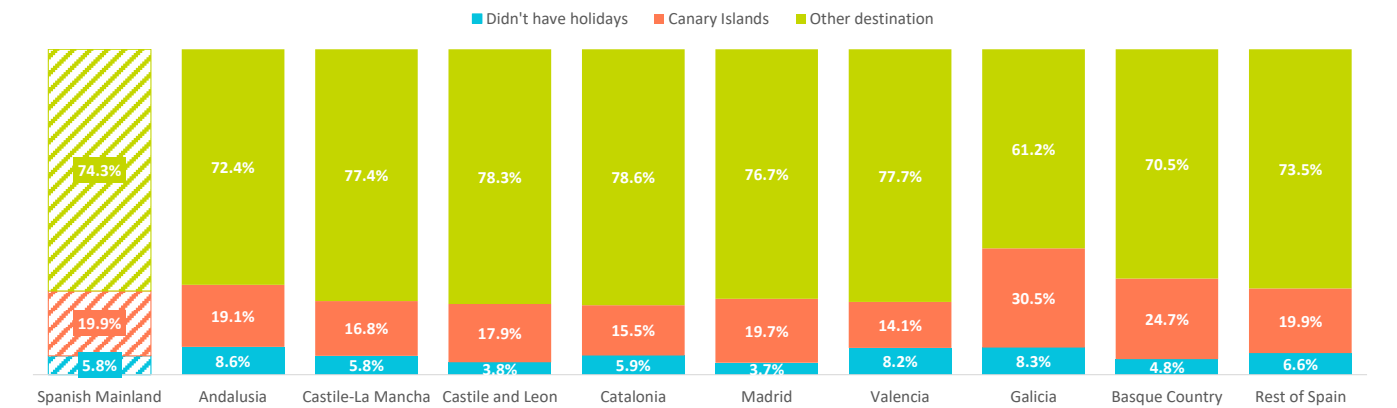


COMPETITORS

Where did they spend their main holiday last year? \*

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Didn't have holidays	5.8%	8.6%	5.8%	3.8%	5.9%	3.7%	8.2%	8.3%	4.8%	6.6%
Canary Islands	19.9%	19.1%	16.8%	17.9%	15.5%	19.7%	14.1%	30.5%	24.7%	19.9%
Other destination	74.3%	72.4%	77.4%	78.3%	78.6%	76.7%	77.7%	61.2%	70.5%	73.5%
- Balearic Islands	7.0%	7.5%	2.5%	7.3%	11.3%	4.6%	8.2%	8.2%	7.7%	7.4%
- Rest of Spain	34.3%	35.1%	48.0%	39.7%	29.0%	37.4%	31.7%	23.0%	32.3%	35.0%
- Italy	6.4%	5.6%	7.4%	7.7%	7.8%	6.4%	6.7%	5.4%	5.1%	6.2%
- France	4.0%	3.4%	2.3%	3.1%	4.7%	3.5%	4.5%	4.2%	4.3%	5.4%
- Turkey	0.9%	0.7%	0.2%	0.5%	1.1%	1.1%	1.6%	0.5%	0.7%	1.1%
- Greece	1.8%	1.7%	0.3%	1.8%	2.7%	2.4%	1.8%	0.5%	1.3%	1.3%
- Portugal	5.2%	4.7%	3.6%	6.1%	3.6%	5.3%	5.5%	9.4%	5.0%	4.5%
- Croatia	0.9%	0.8%	0.4%	1.2%	1.0%	1.1%	1.1%	0.4%	0.9%	0.9%
- Egypt	0.9%	0.9%	1.5%	0.3%	1.4%	1.1%	0.7%	0.3%	1.2%	0.4%
- Tunisia	0.2%	0.2%	0.0%	0.0%	0.2%	0.3%	0.3%	0.0%	0.2%	0.0%
- Morocco	1.5%	1.7%	2.5%	1.4%	2.1%	1.2%	1.9%	0.7%	1.5%	1.8%
- Others	11.1%	10.1%	8.7%	9.2%	13.8%	12.3%	13.7%	8.6%	10.3%	9.4%

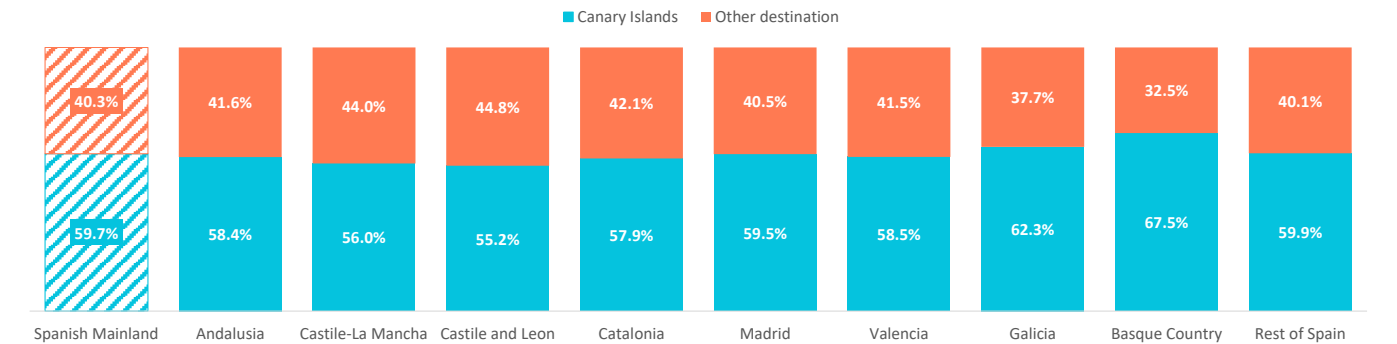
\* Percentage of valid answers



What other destinations did they consider for this trip? \*

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
None (I was clear about "this Canary Island")	35.7%	34.2%	29.8%	32.6%	31.9%	36.0%	37.7%	37.6%	40.1%	38.1%
Canary Islands (other island)	24.0%	24.2%	26.2%	22.6%	26.0%	23.5%	20.8%	24.7%	27.4%	21.7%
Other destination	40.3%	41.6%	44.0%	44.8%	42.1%	40.5%	41.5%	37.7%	32.5%	40.1%
- Balearic Islands	9.0%	9.0%	11.7%	10.3%	9.9%	8.3%	6.8%	9.9%	7.8%	9.4%
- Rest of Spain	10.4%	11.7%	13.1%	13.6%	8.1%	10.3%	8.9%	8.2%	8.4%	12.3%
- Italy	5.6%	5.8%	6.6%	6.4%	6.4%	5.6%	5.7%	5.3%	5.3%	4.3%
- France	1.5%	2.3%	0.8%	1.9%	1.3%	1.7%	1.4%	0.9%	0.6%	1.4%
- Turkey	0.8%	0.4%	0.1%	1.0%	0.8%	1.1%	1.3%	0.7%	0.4%	0.7%
- Greece	3.4%	3.2%	3.2%	3.4%	4.8%	3.4%	5.9%	2.9%	2.1%	2.9%
- Portugal	4.5%	4.8%	6.0%	2.7%	4.3%	4.6%	4.7%	5.4%	2.6%	4.6%
- Croatia	1.6%	1.6%	0.2%	0.3%	2.0%	1.9%	1.9%	1.1%	1.3%	1.6%
- Egypt	1.5%	1.4%	0.0%	3.8%	1.7%	1.3%	2.2%	1.3%	1.9%	1.4%
- Others	2.1%	1.4%	2.3%	1.6%	3.0%	2.3%	2.7%	2.0%	2.1%	1.6%

\* Percentage of valid answers





# Profile of the Spanish tourist according to region of residence (2024)



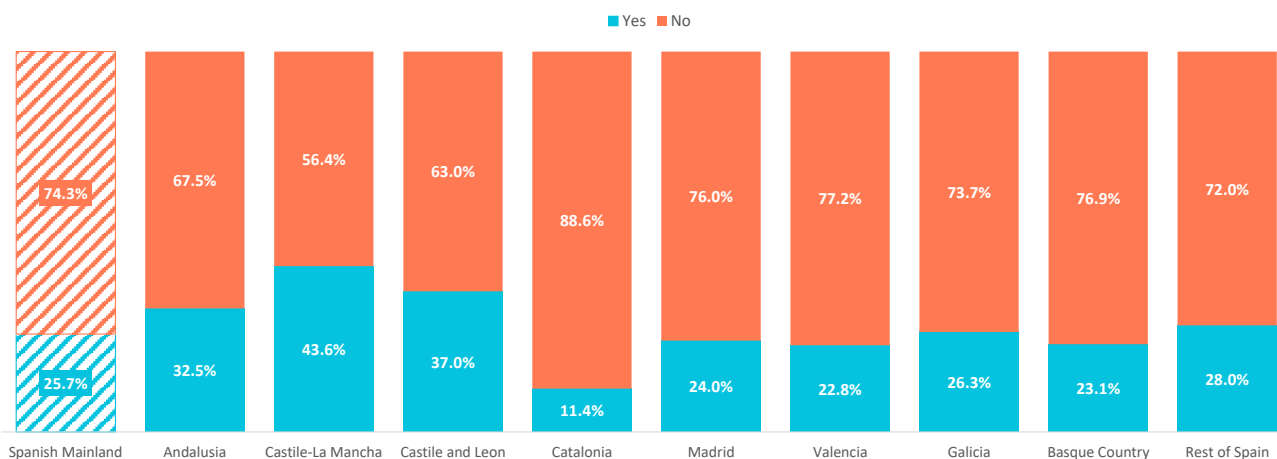
## TOURIST TAX (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Yes	51.3%	39.1%	45.3%	51.3%	68.1%	53.2%	57.2%	44.3%	55.5%	48.0%
No	33.0%	44.2%	40.5%	37.0%	15.9%	30.7%	28.0%	39.5%	34.1%	34.4%
Not remember	15.6%	16.7%	14.2%	11.8%	16.0%	16.1%	14.7%	16.2%	10.5%	17.6%

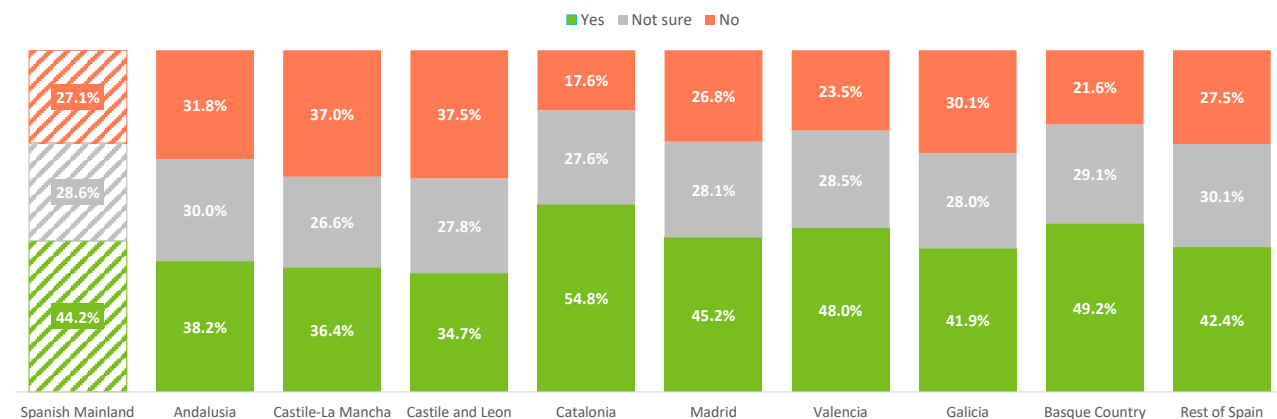
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Yes	25.7%	32.5%	43.6%	37.0%	11.4%	24.0%	22.8%	26.3%	23.1%	28.0%
No	74.3%	67.5%	56.4%	63.0%	88.6%	76.0%	77.2%	73.7%	76.9%	72.0%



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Yes	44.2%	38.2%	36.4%	34.7%	54.8%	45.2%	48.0%	41.9%	49.2%	42.4%
- For any purpose	6.7%	6.4%	6.4%	3.9%	7.4%	6.7%	6.2%	6.8%	9.8%	6.3%
- Improve living conditions	7.6%	6.3%	6.1%	6.5%	8.0%	7.8%	6.3%	7.4%	12.7%	6.9%
- Improve economic development	4.0%	3.2%	4.5%	3.3%	4.9%	5.0%	3.4%	2.4%	3.3%	3.9%
- Improve the environment	17.6%	12.9%	12.6%	13.5%	25.1%	17.4%	24.8%	15.9%	15.1%	19.3%
- Improve the tourist environment	4.2%	5.5%	3.9%	4.6%	4.5%	4.3%	2.6%	4.9%	4.5%	2.6%
- Other purposes	4.0%	3.9%	2.9%	2.9%	4.9%	4.0%	4.6%	4.4%	3.9%	3.5%
Not sure	28.6%	30.0%	26.6%	27.8%	27.6%	28.1%	28.5%	28.0%	29.1%	30.1%
No	27.1%	31.8%	37.0%	37.5%	17.6%	26.8%	23.5%	30.1%	21.6%	27.5%



How much would they be willing to pay?

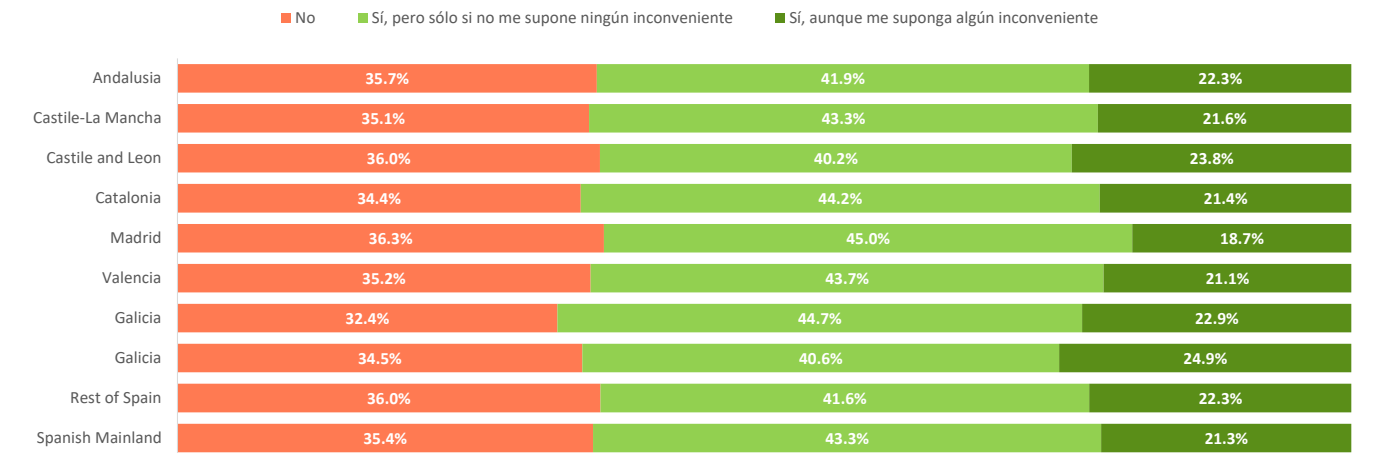
	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Up to 1 euro	43.7%	41.3%	48.1%	53.4%	45.9%	40.0%	42.9%	45.1%	49.4%	44.6%
Up to 2 euros	27.9%	25.8%	25.1%	28.0%	28.7%	27.0%	26.6%	31.2%	28.3%	30.5%
Up to 3 euros	19.5%	21.5%	19.0%	12.4%	19.3%	22.4%	23.4%	15.8%	14.5%	17.1%
More than 3 euros	8.9%	11.4%	7.7%	6.2%	6.2%	10.7%	7.1%	7.9%	7.8%	7.8%

Profile of the Spanish tourist according to region of residence  
(2024)

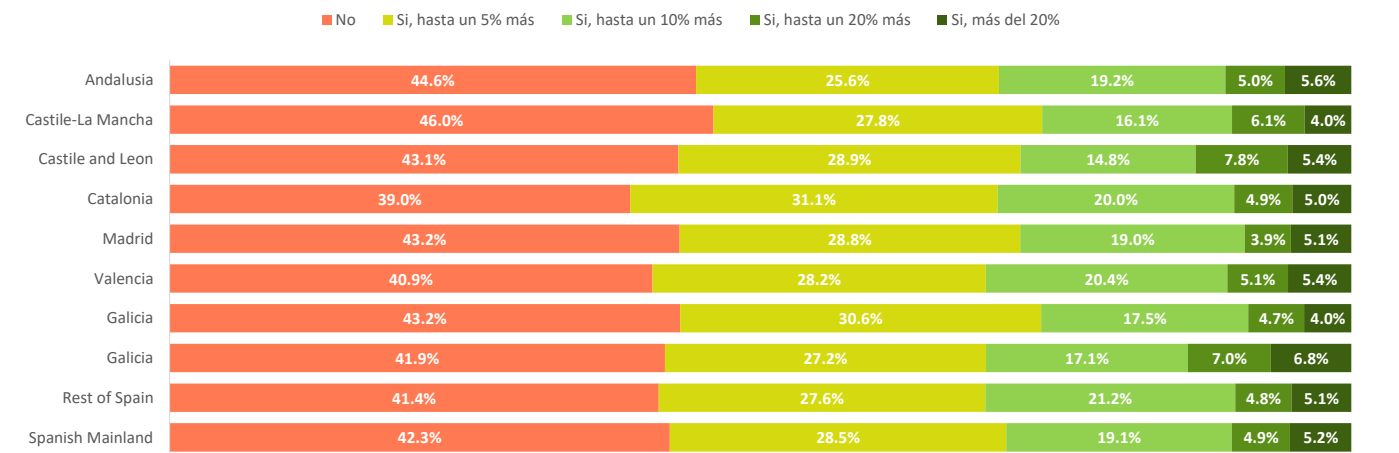


SUSTAINABLE DESTINATION (DATA = 2023)

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Percepcion of the following sustainability measures during their stay \*

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Quality of life on the island	8.3	8.4	8.5	8.1	8.3	8.4	8.3	8.0	7.8	8.2
Tolerance towards tourism	8.7	8.7	8.8	8.8	8.7	8.7	8.8	8.7	8.6	8.7
Cleanliness of the island	8.2	8.4	8.3	7.9	8.2	8.2	8.3	8.0	7.8	8.1
Air quality	8.5	8.6	8.8	8.4	8.6	8.6	8.5	8.2	8.3	8.4
Rational water consumption	7.6	7.7	7.8	7.5	7.6	7.6	7.7	7.5	7.3	7.6
Energy saving	7.1	7.3	7.3	7.1	7.1	7.1	7.2	7.1	6.8	7.2
Use of renewable energy	7.1	7.3	7.1	7.1	7.2	7.1	7.1	6.9	6.8	7.1
Recycling	6.9	7.1	7.1	6.8	6.9	6.9	7.1	7.0	6.6	7.0
Easy to get around by public transport	6.9	7.1	7.1	7.5	6.7	6.6	7.1	7.2	7.0	7.0
Overcrowding in tourist areas	7.0	7.1	7.2	7.2	7.0	7.0	7.1	7.1	6.9	6.9
Supply of local products	7.6	7.6	7.9	7.7	7.4	7.6	7.7	7.4	7.2	7.6

\* Scale 0 - 10 ( 0 = Not important and 10 = Very important)

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.