

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

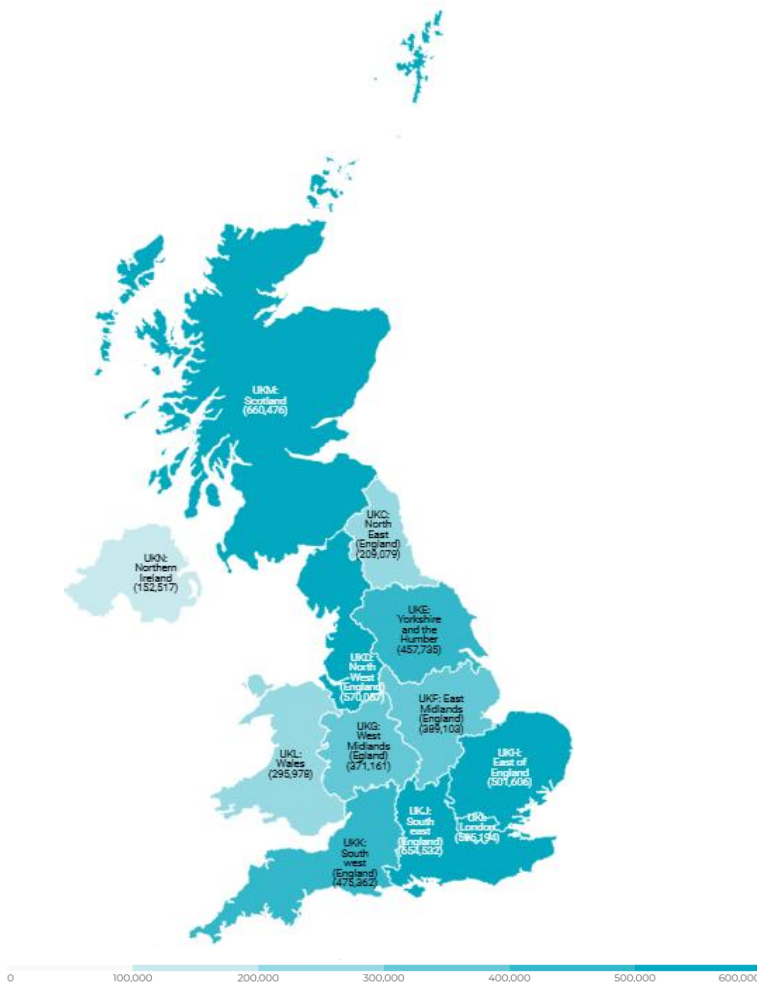


INBOUND TOURISM AND TOURIST EXPENDITURE

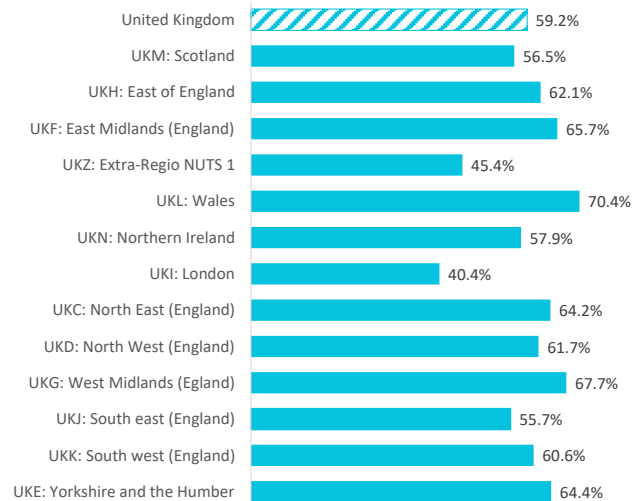
	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Tourist arrivals ≥ 16 years old (EGT)	5,354,753	660,476	501,606	389,103	21,955	295,978	152,517	595,194	209,079	570,057	371,161	654,532	475,362	457,735
% Tourists	100%	12.3%	9.4%	7.3%	0.4%	5.5%	2.8%	11.1%	3.9%	10.6%	6.9%	12.2%	8.9%	8.5%
- Lanzarote	1,437,942	144,608	131,266	118,802	5,121	79,847	59,561	124,729	69,161	171,555	121,224	168,837	111,243	131,988
- Fuerteventura	670,821	49,470	76,969	49,667	1,452	39,709	4,459	77,028	18,709	68,262	42,304	107,645	65,035	70,112
- Gran Canaria	875,392	78,093	88,461	79,690	3,809	41,144	11,314	167,162	27,110	63,880	66,708	121,453	74,878	51,690
- Tenerife	2,355,897	387,814	203,186	140,418	11,573	134,894	77,176	224,866	93,763	264,936	139,855	251,406	223,133	202,878
- La Palma	10,598	0	1,222	256	0	159	0	910	219	1,087	940	4,257	618	929
% tourists who book holiday package	59.2%	56.5%	62.1%	65.7%	45.4%	70.4%	57.9%	40.4%	64.2%	61.7%	67.7%	55.7%	60.6%	64.4%
Expenditure per tourist (€)	1,472	1,488	1,530	1,507	1,825	1,478	1,438	1,354	1,472	1,472	1,503	1,473	1,420	1,527
- book holiday package	1,617	1,686	1,605	1,650	1,792	1,612	1,628	1,505	1,647	1,636	1,612	1,582	1,569	1,653
- holiday package	1,331	1,325	1,349	1,403	1,509	1,319	1,274	1,226	1,327	1,329	1,364	1,331	1,314	1,354
- others	286	361	256	247	283	293	354	279	320	307	248	251	255	299
- do not book holiday package	1,262	1,230	1,408	1,232	1,852	1,158	1,176	1,251	1,155	1,209	1,276	1,337	1,190	1,301
- flight	320	279	349	339	498	280	290	329	298	318	330	346	310	309
- accommodation	466	460	537	427	833	418	412	494	416	410	487	516	447	399
- others	476	491	521	466	520	459	474	428	441	481	460	474	434	594
Average lenght of stay	8.46	8.56	8.46	8.45	9.44	8.25	8.51	7.86	8.73	8.67	8.63	8.27	8.44	8.88
Average daily expenditure (€)	191.1	191.0	194.7	194.0	211.9	189.7	194.8	193.4	193.9	185.5	191.9	194.9	180.6	191.2
Average daily expenditure without flight (€)	138.7	142.8	140.3	138.0	149.9	139.7	144.7	140.0	141.1	135.0	137.5	139.3	129.5	140.1
Average cost of the flight (€)	398.4	371.5	427.2	432.3	500.6	387.2	360.7	369.5	395.4	398.9	416.3	411.4	392.7	403.3
Total turnover (≥ 16 years old) (€m)	7,882	983	767	586	40	437	219	806	308	839	558	964	675	699
% Tourists	100%	12.5%	9.7%	7.4%	0.5%	5.6%	2.8%	10.2%	3.9%	10.6%	7.1%	12.2%	8.6%	8.9%
Turnover without flight (≥ 16 years old) (€m)	5,749	737	553	418	29	323	164	586	225	612	404	695	488	515

UKM: Scotland **UKH:** East of England **UKF:** East Midlands (England) **UKZ:** Extra-Region NUTS 1 (includes Gibraltar, Channel Islands and Island of Man). **UKL:** Wales **UKN:** Northern Ireland **UKI:** London **UKC:** North East (England) **UKD:** North West (England) **UKG:** West Midlands (England) **UKJ:** South east (England) **UKK:** South west (England) **UKE:** Yorkshire and the Humber

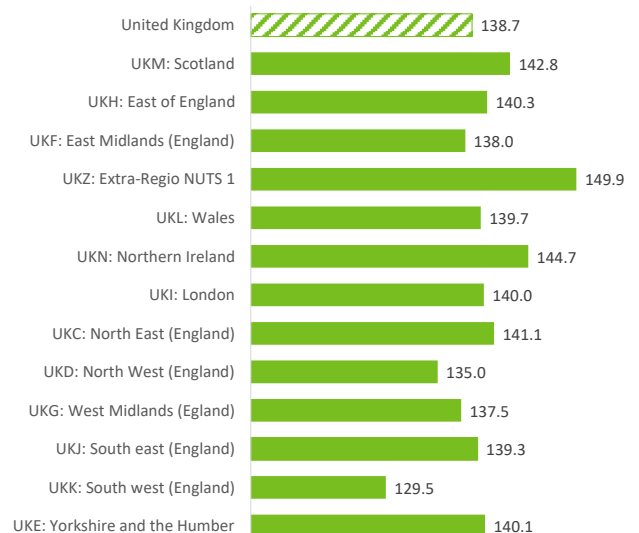
TOURISTS (≥ 16 YEARS OLD)



TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



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



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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Accommodation:														
- Accommodation	87.2%	88.4%	89.3%	89.0%	94.2%	90.9%	86.7%	81.1%	90.2%	86.5%	87.3%	85.3%	87.8%	88.1%
- Additional accommodation expenses	5.4%	6.0%	4.2%	3.7%	13.8%	5.3%	8.9%	7.2%	6.0%	5.1%	4.2%	5.9%	4.9%	4.4%
Transport:														
- National/International Transport	96.8%	96.6%	96.6%	97.7%	100.0%	96.4%	94.4%	96.7%	97.4%	96.7%	97.0%	97.0%	97.5%	96.5%
- Flights between islands	3.2%	3.3%	2.4%	2.8%	6.0%	2.8%	5.3%	4.6%	2.7%	2.6%	3.3%	2.9%	2.9%	3.4%
- Taxi	65.7%	69.2%	67.6%	69.2%	73.9%	72.8%	62.1%	50.5%	68.7%	65.8%	70.6%	62.2%	66.8%	69.7%
- Car rental	15.3%	12.5%	13.4%	14.8%	5.7%	11.7%	13.2%	22.5%	9.0%	14.7%	13.6%	18.4%	17.9%	13.5%
- Public transport	8.7%	8.6%	8.8%	7.1%	7.6%	5.5%	6.8%	10.8%	11.1%	8.9%	9.2%	9.1%	10.8%	5.4%
Food and drink:														
- Food purchases at supermarkets	56.1%	61.1%	51.8%	54.6%	58.7%	48.5%	64.8%	58.7%	59.0%	57.1%	49.9%	56.1%	56.7%	55.2%
- Restaurants	67.7%	75.0%	65.7%	63.2%	75.6%	66.4%	72.3%	69.0%	65.8%	69.9%	63.3%	64.6%	65.6%	69.1%
Leisure:														
- Organized excursions	17.6%	18.4%	20.9%	19.4%	29.1%	15.2%	15.8%	16.5%	13.3%	16.7%	15.9%	17.9%	19.3%	16.3%
- Sport activities	6.5%	7.2%	7.0%	6.8%	2.8%	5.8%	5.2%	6.5%	5.8%	6.8%	5.2%	6.6%	7.7%	5.6%
- Cultural activities	1.9%	1.9%	1.4%	1.9%	1.1%	3.1%	1.0%	3.0%	0.4%	2.4%	0.7%	2.2%	1.5%	1.5%
- Museums	2.9%	2.1%	2.4%	4.2%	5.3%	2.6%	2.4%	3.9%	2.9%	2.3%	2.8%	2.3%	3.8%	3.1%
- Theme Parks	12.4%	14.1%	11.5%	8.7%	23.3%	12.8%	11.9%	11.9%	11.7%	12.9%	11.2%	13.0%	12.3%	13.8%
- Discos and pubs	15.5%	22.0%	12.8%	12.8%	29.3%	15.0%	16.9%	14.1%	21.2%	18.1%	14.9%	11.3%	11.5%	17.2%
- Wellness	4.8%	5.3%	5.3%	3.9%	11.6%	4.4%	2.9%	5.9%	3.1%	4.3%	3.4%	5.7%	4.4%	5.2%
Purchases of goods:														
- Souvenirs	39.8%	39.9%	42.9%	41.0%	45.1%	37.7%	39.2%	36.3%	40.3%	42.3%	39.6%	39.8%	36.8%	41.2%
- Real estate	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%
- Other purchases	0.8%	0.7%	1.0%	0.6%	0.0%	1.0%	2.3%	0.4%	0.4%	0.5%	0.3%	1.2%	1.2%	0.6%
Others:														
- Medical expenses	6.0%	6.0%	6.6%	5.6%	6.4%	5.3%	9.1%	5.9%	6.7%	5.4%	5.9%	5.5%	6.1%	6.4%
- Other expenses	4.9%	4.6%	5.0%	4.7%	5.8%	5.1%	4.7%	4.9%	5.1%	5.8%	4.3%	5.2%	4.7%	4.1%

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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Expenditure per tourist and trip (€)														
Accommodation:	929	882	954	967	976	883	936	879	894	902	972	935	995	986
- Accommodation	772	752	795	799	945	775	732	733	744	763	833	793	754	769
- Additional accommodation expenses	157	130	159	167	31	109	205	146	150	139	139	142	241	217
Transport:	704	715	762	724	680	652	632	695	680	682	718	699	686	718
- National/International Transport	412	385	442	442	501	402	382	382	406	412	429	424	403	418
- Flights between islands	78	119	86	69	13	54	55	86	59	59	64	75	61	87
- Taxi	76	71	73	77	57	77	83	76	83	79	76	76	76	79
- Car rental	112	116	132	110	106	94	95	108	101	107	122	103	125	117
- Public transport	26	25	29	26	4	26	16	43	31	24	27	21	20	17
Food and drink:	336	360	347	314	355	361	362	324	352	351	322	325	294	338
- Food purchases at supermarkets	107	110	108	98	87	101	123	116	124	104	103	103	98	105
- Restaurants	230	249	239	216	268	260	239	208	228	247	220	222	196	233
Leisure:	582	622	612	495	365	597	581	589	562	586	550	571	618	564
- Organized excursions	92	95	90	93	86	105	82	87	93	88	88	95	89	92
- Sport activities	98	117	105	65	10	117	76	98	115	81	93	98	109	84
- Cultural activities	76	69	136	41	7	68	65	53	37	94	66	66	137	74
- Museums	44	56	29	50	31	48	62	39	39	47	41	56	40	33
- Theme Parks	81	82	88	69	93	81	75	85	89	77	89	85	71	78
- Discos and pubs	115	118	83	126	74	121	121	138	126	118	107	100	86	128
- Wellness	77	86	80	51	64	57	100	90	64	81	66	72	86	75
Purchases of goods:	6,544	284	170	180	84	171	627	398	105	205	146	3,200	713	61,939
- Souvenirs	87	100	100	87	84	68	97	84	85	87	88	79	79	79
- Real estate	6,205	0	0	0	0	0	348	281	0	0	0	2,756	0	61,415
- Other purchases	252	184	70	93	0	103	183	32	20	117	58	364	634	445
Others:	126	150	79	156	181	99	170	122	158	128	104	150	72	148
- Medical expenses	37	32	20	86	17	24	26	32	30	21	43	58	29	41
- Other expenses	89	118	59	70	164	74	144	90	128	107	61	92	43	106

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



TOURIST PROFILE

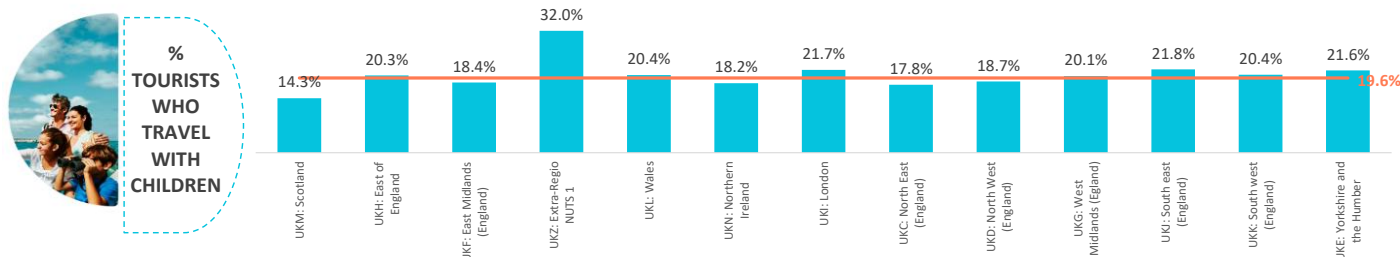
Who are they?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Gender														
Percentage of men	44.3%	46.2%	41.8%	44.1%	41.1%	45.2%	43.7%	47.6%	49.6%	43.8%	41.5%	46.6%	41.2%	40.6%
Percentage of women	55.7%	53.8%	58.2%	55.9%	58.9%	54.8%	56.3%	52.4%	50.4%	56.2%	58.5%	53.4%	58.8%	59.4%
Age														
Average age (tourists above 16 years old)	49.41	50.45	49.56	51.74	51.28	51.27	51.11	42.11	51.40	50.99	50.66	48.28	49.40	51.18
Standard deviation	16.5	16.5	16.5	16.6	13.8	16.7	16.2	15.1	16.0	16.2	15.8	16.4	16.5	16.6
Age range														
16-24 years old	7.7%	7.5%	8.4%	7.1%	0.0%	7.4%	7.3%	9.6%	8.8%	5.3%	6.4%	9.2%	8.1%	6.7%
25-30 years old	8.0%	7.1%	8.1%	5.6%	7.1%	6.8%	5.5%	16.3%	4.2%	8.4%	5.0%	7.5%	7.4%	7.0%
31-45 years old	28.0%	26.4%	24.5%	24.9%	31.7%	24.5%	26.7%	39.5%	24.6%	26.6%	28.4%	30.0%	27.8%	25.0%
46-60 years old	26.2%	25.3%	28.4%	26.5%	24.9%	28.1%	26.7%	20.0%	28.5%	25.5%	28.7%	26.3%	27.3%	27.5%
Over 60 years old	30.2%	33.7%	30.6%	36.0%	36.3%	33.3%	33.8%	14.6%	33.9%	34.2%	31.5%	26.9%	29.3%	33.8%
Occupation														
Salaried worker	56.5%	55.2%	57.0%	53.4%	62.3%	50.7%	52.7%	67.2%	53.9%	53.8%	55.1%	56.5%	58.0%	55.0%
Self-employed	10.8%	9.0%	11.5%	9.4%	2.4%	10.5%	12.6%	11.6%	9.8%	9.9%	11.2%	12.9%	11.5%	9.8%
Unemployed	0.4%	0.2%	0.4%	0.7%	0.0%	0.7%	0.0%	0.5%	0.2%	0.3%	0.4%	0.3%	0.6%	0.1%
Business owner	4.8%	5.3%	4.3%	5.1%	4.2%	4.8%	3.7%	5.0%	5.1%	5.8%	4.1%	5.2%	4.9%	3.6%
Student	2.0%	2.0%	2.1%	1.2%	4.3%	2.4%	1.7%	2.9%	2.7%	1.7%	1.9%	2.7%	0.9%	1.4%
Retired	24.3%	27.2%	23.2%	28.9%	23.9%	29.5%	28.0%	11.7%	27.4%	27.1%	26.2%	21.0%	23.1%	28.4%
Unpaid domestic work	0.7%	0.4%	0.8%	0.7%	3.0%	1.1%	0.4%	0.6%	0.9%	0.2%	0.8%	1.1%	0.6%	0.4%
Others	0.6%	0.6%	0.6%	0.5%	0.0%	0.3%	1.0%	0.6%	0.0%	1.1%	0.4%	0.4%	0.5%	1.3%
Annual household income level														
Less than €25,000	9.4%	8.4%	10.1%	12.2%	12.2%	8.8%	15.2%	7.6%	11.7%	10.0%	8.3%	8.0%	8.3%	10.2%
€25,000 - €49,999	31.0%	34.7%	28.6%	25.4%	44.0%	35.6%	29.3%	28.7%	33.4%	30.8%	36.2%	27.2%	34.6%	30.2%
€50,000 - €74,999	25.3%	23.6%	25.7%	24.5%	13.1%	24.4%	26.1%	26.6%	23.6%	26.5%	26.5%	24.5%	23.7%	28.7%
More than €74,999	34.3%	33.3%	35.6%	37.9%	30.6%	31.1%	29.5%	37.1%	31.3%	32.7%	29.0%	40.4%	33.5%	30.9%
Education level														
No studies	9.9%	11.1%	9.4%	10.6%	8.6%	9.9%	9.5%	7.1%	9.0%	11.4%	11.0%	9.3%	9.1%	11.0%
Primary education	0.7%	0.3%	0.8%	0.4%	0.0%	0.7%	1.5%	1.0%	1.3%	0.5%	0.8%	0.9%	0.3%	0.6%
Secondary education	18.0%	16.3%	18.5%	18.4%	7.7%	19.8%	20.0%	13.1%	22.4%	17.8%	16.0%	21.4%	19.9%	17.4%
Higher education	71.5%	72.4%	71.4%	70.6%	83.7%	69.5%	69.0%	78.8%	67.3%	70.4%	72.3%	68.5%	70.7%	71.0%

Who do they come with?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Unaccompanied	7.5%	6.3%	4.3%	7.5%	11.0%	5.6%	7.6%	15.9%	6.7%	5.8%	6.3%	8.0%	7.0%	6.4%
Only with partner	48.5%	56.4%	49.1%	49.1%	38.9%	52.9%	51.8%	37.9%	53.2%	51.3%	46.8%	42.6%	49.0%	50.0%
Only with children (< 13 years old)	3.9%	2.1%	4.1%	4.5%	1.4%	3.5%	3.4%	4.9%	2.4%	3.6%	4.8%	4.1%	5.0%	3.5%
Partner + children (< 13 years old)	7.7%	6.0%	8.1%	7.3%	11.7%	7.8%	7.3%	8.7%	7.9%	7.3%	6.4%	8.6%	7.6%	9.1%
Other relatives	12.6%	11.9%	13.5%	13.5%	13.2%	10.0%	13.2%	12.3%	11.3%	12.7%	13.4%	13.0%	13.1%	12.4%
Friends	6.4%	6.0%	5.9%	4.5%	7.5%	5.5%	3.8%	9.7%	6.6%	7.2%	3.9%	7.2%	5.9%	6.0%
Work colleagues	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.1%	0.0%	0.2%	0.0%
Organized trip	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	0.4%	0.0%	0.2%	0.2%
Other combinations ⁽²⁾	13.3%	11.4%	14.8%	13.6%	16.3%	14.8%	12.9%	10.1%	11.7%	12.1%	18.0%	16.4%	12.1%	12.5%
⁽²⁾ Different situations have been isolated														
Tourists with children	19.6%	14.3%	20.3%	18.4%	32.0%	20.4%	18.2%	21.7%	17.8%	18.7%	20.1%	21.8%	20.4%	21.6%
- Between 0 and 2 years old	1.5%	1.5%	2.4%	1.7%	0.0%	1.3%	0.8%	1.5%	0.3%	1.8%	1.1%	1.5%	1.3%	1.2%
- Between 3 and 12 years old	16.7%	11.5%	15.9%	15.6%	29.6%	17.3%	16.5%	17.4%	16.9%	15.9%	17.8%	19.1%	18.1%	18.9%
- Between 0-2 and 3-12 years old	1.5%	1.3%	2.0%	1.1%	2.4%	1.8%	0.9%	2.8%	0.7%	1.0%	1.2%	1.3%	1.1%	1.5%
Tourists without children	80.4%	85.7%	79.7%	81.6%	68.0%	79.6%	81.8%	78.3%	82.2%	81.3%	79.9%	78.2%	79.6%	78.4%
Group composition:														
- 1 person	9.4%	7.6%	6.1%	8.9%	14.5%	7.0%	12.6%	19.1%	7.7%	7.4%	7.7%	9.8%	9.1%	7.5%
- 2 people	55.1%	62.0%	56.2%	55.4%	41.0%	58.7%	55.4%	47.0%	58.8%	58.3%	53.5%	49.9%	54.4%	56.9%
- 3 people	12.1%	9.0%	12.1%	13.6%	2.5%	12.1%	10.2%	11.4%	11.3%	10.9%	13.5%	14.5%	13.4%	13.0%
- 4 or 5 people	17.5%	15.9%	19.3%	18.2%	28.1%	17.1%	17.0%	16.8%	17.5%	17.6%	17.3%	19.0%	17.1%	16.5%
- 6 or more people	5.9%	5.5%	6.4%	4.0%	13.9%	5.1%	4.7%	5.7%	4.7%	5.8%	8.0%	6.8%	6.0%	6.1%
Average group size:	2.73	2.67	2.86	2.67	3.21	2.77	2.64	2.60	2.68	2.74	2.83	2.81	2.74	2.73

*People who share the main expenses of the trip



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

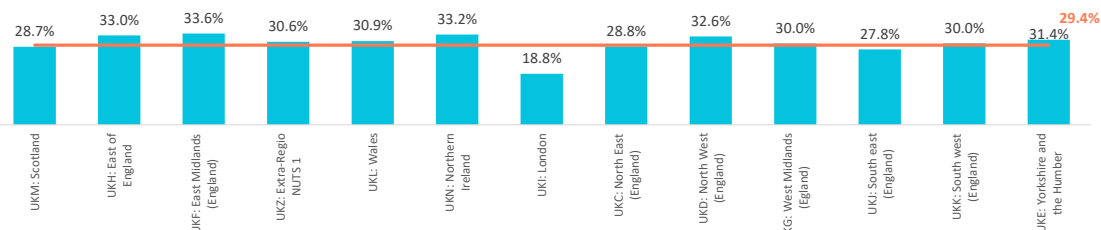


TRIP BOOKING

How far in advance do they book their trip?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
The same day	0.6%	0.3%	0.5%	0.3%	0.0%	0.2%	0.7%	1.3%	0.0%	0.4%	1.2%	0.7%	0.4%	0.4%
Between 1 and 30 days	18.3%	18.2%	15.1%	20.9%	12.1%	18.3%	16.5%	21.9%	18.3%	16.5%	18.4%	18.5%	19.0%	17.8%
Between 1 and 2 months	19.9%	21.8%	20.2%	15.6%	18.6%	20.5%	16.9%	25.6%	21.5%	19.1%	18.7%	18.2%	19.0%	18.4%
Between 3 and 6 months	31.8%	31.0%	31.3%	29.5%	38.7%	30.1%	32.7%	32.4%	31.4%	31.5%	31.8%	34.8%	31.6%	32.0%
More than 6 months	29.4%	28.7%	33.0%	33.6%	30.6%	30.9%	33.2%	18.8%	28.8%	32.6%	30.0%	27.8%	30.0%	31.4%

% TOURISTS
WHO BOOK
THEIR TRIP WITH
MORE THAN 6
MONTHS



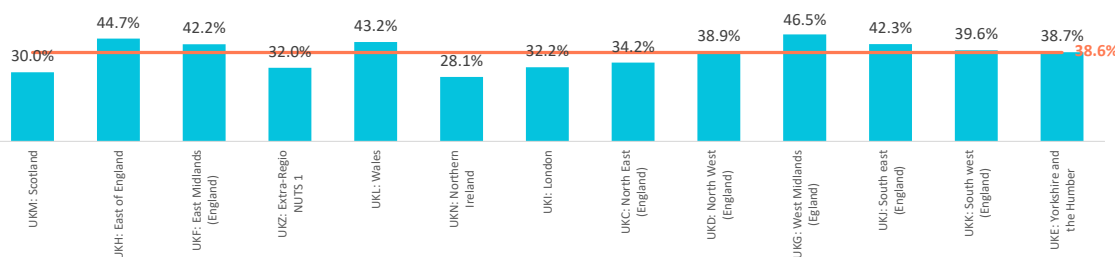
With whom did they book their flight and accommodation?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Flight														
- Directly with the airline	48.7%	47.6%	44.8%	41.8%	74.4%	37.1%	48.9%	66.1%	45.6%	48.4%	39.4%	55.0%	46.8%	46.0%
- Tour Operator or Travel Agency	51.3%	52.4%	55.2%	58.2%	25.6%	62.9%	51.1%	33.9%	54.4%	51.6%	60.6%	45.0%	53.2%	54.0%
Accommodation														
- Directly with the accommodation	35.3%	35.4%	32.0%	30.9%	65.7%	29.2%	32.4%	48.6%	34.4%	34.8%	26.4%	40.1%	34.3%	32.8%
- Tour Operator or Travel Agency	64.7%	64.6%	68.0%	69.1%	34.3%	70.8%	67.6%	51.4%	65.6%	65.2%	73.6%	59.9%	65.7%	67.2%

What do they book?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Room only	29.4%	34.0%	23.6%	27.7%	30.5%	26.4%	30.9%	35.0%	31.0%	32.4%	24.5%	26.8%	29.1%	29.3%
Bed and Breakfast	14.6%	15.9%	16.1%	12.7%	25.2%	13.0%	18.5%	17.7%	13.9%	14.5%	12.8%	12.5%	14.3%	13.9%
Half board	15.4%	18.8%	13.7%	16.0%	12.3%	15.3%	20.3%	12.6%	19.9%	13.3%	13.5%	16.2%	14.3%	16.0%
Full board	1.9%	1.3%	1.9%	1.3%	0.0%	2.2%	2.2%	2.6%	0.9%	0.9%	2.8%	2.1%	2.8%	2.0%
All inclusive	38.6%	30.0%	44.7%	42.2%	32.0%	43.2%	28.1%	32.2%	34.2%	38.9%	46.5%	42.3%	39.6%	38.7%

% TOURISTS WHO
BOOK ALL
INCLUSIVE

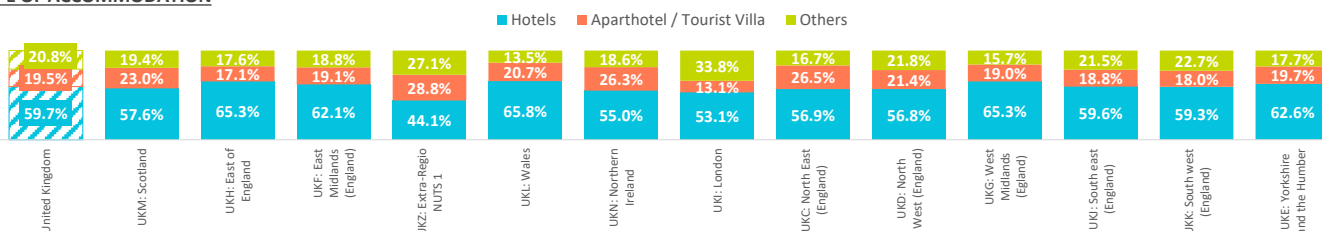


ACCOMMODATION

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
1-2-3* Hotel	8.6%	8.4%	7.4%	9.5%	8.9%	10.4%	5.9%	7.2%	9.5%	8.8%	9.3%	7.9%	9.4%	9.5%
4* Hotel	39.4%	38.3%	44.8%	40.5%	27.9%	43.0%	37.7%	30.0%	35.1%	38.7%	44.5%	39.9%	39.8%	42.7%
5* Hotel / 5* Luxury Hotel	11.8%	11.0%	13.0%	12.0%	7.3%	12.5%	11.4%	15.9%	12.2%	9.4%	11.5%	11.9%	10.1%	10.4%
Aparthotel / Tourist Villa	19.5%	23.0%	17.1%	19.1%	28.8%	20.7%	26.3%	13.1%	26.5%	21.4%	19.0%	18.8%	18.0%	19.7%
House/room rented in a private dwelling	12.6%	13.1%	12.1%	12.0%	15.3%	9.6%	10.1%	18.4%	9.5%	14.6%	8.7%	11.5%	13.8%	10.3%
Private accommodation ⁽¹⁾	6.5%	5.2%	3.9%	5.1%	0.0%	3.0%	8.6%	12.7%	4.8%	5.9%	6.0%	8.4%	5.9%	6.3%
Others (Cottage, cruise, camping,...)	1.7%	1.1%	1.7%	1.7%	11.7%	0.9%	0.0%	2.7%	2.3%	1.3%	1.0%	1.7%	3.0%	1.2%

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

TYPE OF ACCOMMODATION



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



TRIP MOTIVATION AND DESTINATION CHOICE

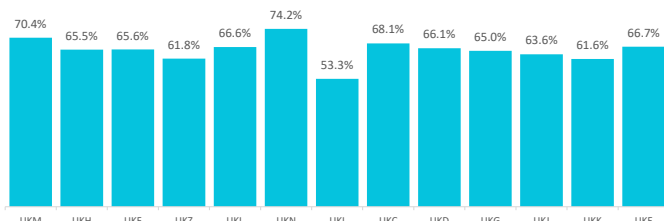
What is the main reason for visiting the Canary Islands?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Holidays	95.0%	96.4%	96.0%	97.2%	100.0%	96.4%	94.3%	87.0%	98.3%	96.8%	96.9%	94.6%	94.2%	95.2%
Family reasons	4.1%	2.5%	3.5%	2.2%	0.0%	2.5%	4.6%	11.3%	1.1%	3.2%	2.5%	3.5%	4.8%	4.3%
Business	0.3%	0.1%	0.2%	0.0%	0.0%	0.3%	0.7%	0.7%	0.4%	0.0%	0.2%	0.9%	0.2%	0.2%
Education and training	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Sports training	0.2%	0.5%	0.2%	0.1%	0.0%	0.6%	0.4%	0.3%	0.0%	0.0%	0.1%	0.3%	0.2%	0.0%
Health	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%
Conventions and Exhibitions	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Others	0.3%	0.3%	0.2%	0.5%	0.0%	0.3%	0.0%	0.3%	0.2%	0.0%	0.1%	0.7%	0.2%	0.3%

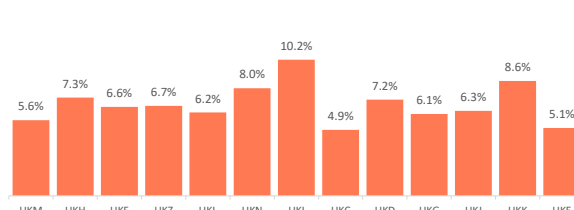
What is the main motivation for their holidays?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Rest	64.7%	70.4%	65.5%	65.6%	61.8%	66.6%	74.2%	53.3%	68.1%	66.1%	65.0%	63.6%	61.6%	66.7%
Enjoy family time	16.0%	12.0%	15.4%	16.0%	19.9%	15.1%	10.0%	21.3%	14.2%	15.5%	17.9%	16.9%	16.9%	16.2%
Have fun	10.3%	10.6%	10.0%	9.4%	11.7%	10.0%	6.7%	12.8%	10.3%	10.0%	9.6%	10.3%	10.5%	10.1%
Explore the destination	7.0%	5.6%	7.3%	6.6%	6.7%	6.2%	8.0%	10.2%	4.9%	7.2%	6.1%	6.3%	8.6%	5.1%
Practice their hobbies	1.0%	0.7%	0.7%	1.1%	0.0%	1.2%	0.9%	1.3%	1.3%	0.6%	0.6%	1.8%	1.1%	0.6%
Other reasons	1.0%	0.7%	1.0%	1.4%	0.0%	0.8%	0.2%	1.1%	1.1%	0.7%	0.9%	1.1%	1.3%	1.3%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Climate	79.9%	80.3%	77.8%	79.7%	74.9%	81.0%	79.6%	79.8%	81.6%	79.2%	79.7%	82.4%	79.5%	78.7%
Safety	66.3%	68.7%	64.9%	66.3%	68.9%	65.7%	69.7%	63.6%	68.1%	67.5%	67.9%	65.9%	63.3%	67.5%
Accommodation supply	56.7%	55.8%	56.6%	59.5%	57.8%	60.1%	57.0%	50.1%	63.9%	56.1%	60.0%	56.9%	52.4%	60.6%
Tranquility	49.9%	49.4%	47.9%	50.3%	51.4%	46.9%	60.5%	51.6%	49.9%	47.5%	49.1%	51.4%	48.3%	51.9%
Price	48.5%	47.7%	48.9%	49.1%	58.1%	50.5%	52.1%	43.3%	54.2%	48.5%	50.0%	47.5%	47.6%	51.1%
Effortless trip	48.1%	49.8%	47.9%	50.4%	43.6%	49.0%	56.0%	44.6%	50.6%	45.1%	48.4%	49.8%	44.5%	49.7%
Environment	34.8%	33.3%	33.7%	33.8%	32.1%	33.5%	38.3%	34.7%	36.7%	36.9%	33.3%	36.3%	33.9%	35.1%
Sea	34.6%	26.4%	33.6%	34.9%	41.2%	29.1%	32.2%	44.0%	26.7%	34.0%	33.5%	38.5%	38.8%	35.2%
European belonging	33.3%	35.3%	33.0%	33.4%	54.3%	32.6%	38.5%	32.7%	32.1%	33.9%	34.4%	32.5%	30.0%	32.9%
Beaches	31.6%	23.7%	32.0%	30.6%	31.6%	26.7%	30.1%	41.6%	25.9%	30.7%	32.1%	35.3%	33.1%	30.2%
Gastronomy	27.3%	28.6%	26.3%	25.0%	26.7%	26.1%	28.5%	31.2%	28.6%	26.8%	25.0%	27.1%	25.4%	27.4%
Fun possibilities	25.6%	26.4%	22.8%	25.0%	24.9%	25.8%	24.7%	29.3%	28.8%	24.1%	24.1%	26.0%	25.7%	24.4%
Landscapes	23.2%	18.5%	21.3%	25.0%	12.5%	20.9%	23.3%	31.1%	19.7%	21.1%	22.0%	26.1%	23.3%	23.5%
Authenticity	20.7%	21.0%	18.6%	20.3%	14.3%	20.8%	20.6%	25.1%	18.6%	19.2%	19.7%	20.7%	21.9%	20.3%
Shopping	10.6%	12.9%	9.7%	10.1%	7.0%	11.2%	13.3%	10.0%	9.7%	9.9%	11.9%	9.3%	10.6%	10.7%
Culture	10.2%	8.7%	7.4%	11.5%	7.0%	8.8%	15.0%	13.5%	6.4%	9.5%	10.9%	9.5%	9.9%	12.8%
Nightlife	9.2%	12.1%	8.0%	7.1%	9.2%	9.2%	10.0%	11.0%	11.7%	9.9%	8.2%	7.6%	7.4%	8.8%
Exoticism	8.5%	7.6%	7.3%	9.3%	4.6%	7.1%	12.2%	13.2%	5.2%	7.4%	8.7%	7.2%	9.6%	7.1%
Historical heritage	7.7%	6.9%	5.1%	10.3%	2.5%	7.1%	9.8%	9.0%	6.2%	7.2%	6.8%	7.8%	8.1%	9.5%
Hiking trail network	4.3%	2.9%	2.9%	4.8%	3.1%	2.7%	3.8%	9.0%	2.6%	5.1%	2.8%	3.7%	4.3%	4.7%

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.

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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Previous visits to the Canary Islands	61.8%	69.7%	56.9%	62.8%	64.7%	61.1%	64.5%	47.9%	75.3%	66.1%	62.6%	57.2%	60.4%	67.8%
Friends or relatives	28.1%	29.1%	26.1%	27.7%	26.7%	29.5%	28.1%	34.9%	27.6%	28.1%	29.8%	26.1%	22.6%	27.6%
Internet or social media	51.6%	51.6%	53.1%	48.9%	43.1%	51.4%	45.9%	52.9%	47.6%	49.7%	49.4%	54.7%	56.5%	49.2%
Mass Media	2.1%	2.6%	1.7%	1.5%	1.1%	1.7%	2.0%	3.2%	2.5%	2.0%	2.0%	1.7%	1.7%	2.0%
Travel guides and magazines	4.9%	4.3%	5.3%	4.4%	4.9%	4.7%	5.5%	5.1%	5.3%	5.6%	6.4%	4.5%	5.4%	3.9%
Travel Blogs or Forums	4.3%	4.2%	3.7%	3.5%	0.0%	4.4%	4.1%	5.8%	3.8%	3.8%	3.9%	5.0%	3.4%	5.2%
Travel TV Channels	0.8%	0.7%	0.5%	0.7%	3.7%	0.7%	2.0%	0.9%	0.9%	0.8%	0.4%	0.7%	0.9%	1.1%
Tour Operator or Travel Agency	22.4%	22.0%	23.4%	28.4%	14.7%	26.0%	26.9%	14.0%	21.9%	20.7%	25.3%	20.9%	24.1%	24.6%
Public administrations or similar	0.5%	0.2%	0.6%	0.7%	0.0%	0.8%	0.0%	0.5%	0.0%	0.3%	0.5%	0.2%	0.7%	1.0%
Others	3.1%	2.3%	3.0%	3.5%	3.2%	1.6%	1.8%	4.7%	3.5%	2.6%	3.1%	3.1%	3.1%	4.0%

* Multi-choice question

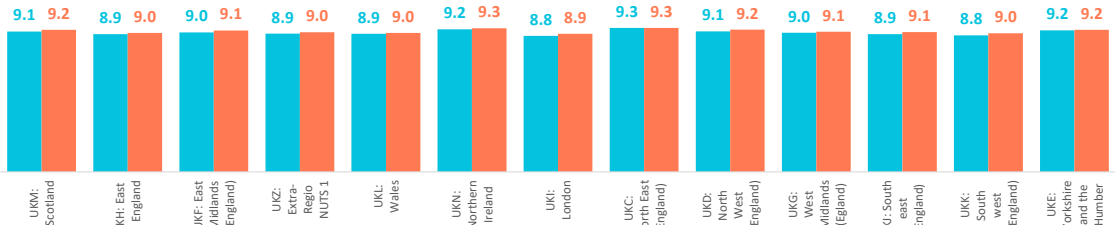
Profile of the British tourist according to region of residence (2024)



SATISFACTION AND LOYALTY INDICATORS

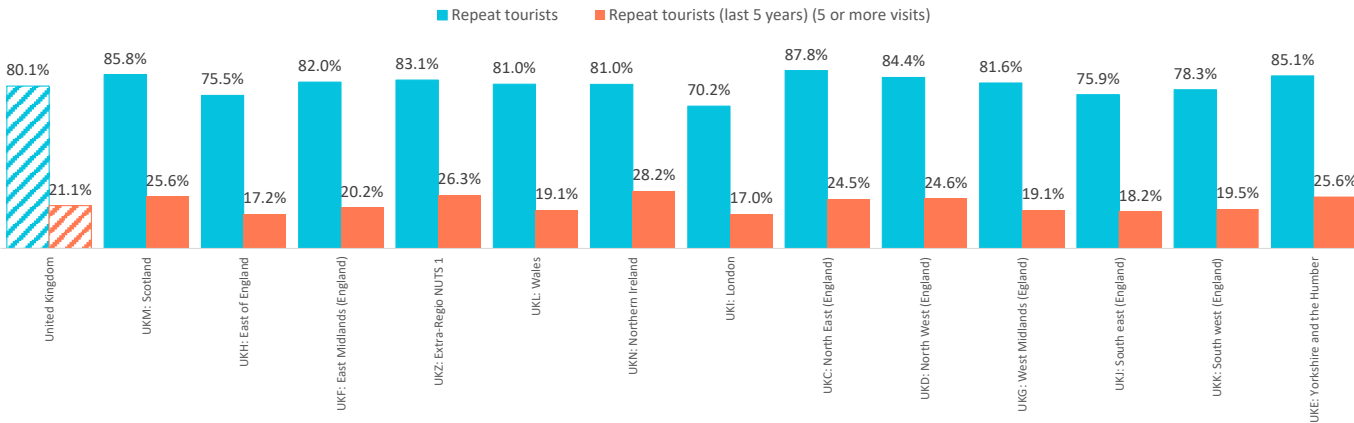
Satisfaction

Satisfaction (scale 0-10)	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Average rating	8.90	8.95	8.85	8.90	8.88	8.81	9.03	8.83	9.10	8.97	8.87	8.85	8.84	9.01
Experience in the Canary Islands	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Worse or much worse than expected	2.4%	2.1%	2.0%	2.2%	3.7%	0.9%	0.8%	3.4%	2.1%	2.1%	2.5%	2.6%	3.4%	2.5%
Lived up to expectations	55.4%	58.7%	54.0%	56.3%	50.2%	57.4%	61.3%	49.3%	54.9%	55.2%	56.8%	54.8%	53.8%	58.6%
Better or much better than expected	42.2%	39.2%	44.0%	41.5%	46.1%	41.6%	37.9%	47.3%	42.9%	42.8%	40.7%	42.5%	42.8%	38.8%
Future intentions (scale 1-10)	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Return to the Canary Islands	9.00	9.09	8.91	9.02	8.95	8.93	9.23	8.81	9.32	9.10	9.01	8.92	8.83	9.16
Recommend visiting the Canary Islands	9.09	9.20	9.00	9.15	9.03	8.99	9.30	8.94	9.32	9.20	9.07	9.05	8.97	9.19



How many are loyal to the Canary Islands?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Repeat tourists	80.1%	85.8%	75.5%	82.0%	83.1%	81.0%	81.0%	70.2%	87.8%	84.4%	81.6%	75.9%	78.3%	85.1%
At least 10 previous visits	25.6%	32.5%	24.1%	24.4%	41.3%	25.3%	28.1%	19.5%	27.6%	28.1%	24.7%	23.6%	22.5%	27.6%
Repeat tourists (last 5 years)	70.8%	78.3%	67.0%	72.1%	73.4%	73.1%	72.4%	58.8%	79.5%	75.1%	70.9%	66.0%	67.9%	77.0%
Repeat tourists (last 5 years) (5 or more visits)	21.1%	25.6%	17.2%	20.2%	26.3%	19.1%	28.2%	17.0%	24.5%	24.6%	19.1%	18.2%	19.5%	25.6%



ISLANDS

How many islands do they visit during their trip?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
One island	96.0%	96.2%	96.7%	96.2%	92.3%	96.7%	93.2%	94.2%	96.4%	96.8%	95.6%	96.6%	96.7%	95.0%
Two islands	3.8%	3.6%	2.9%	3.6%	7.7%	3.1%	6.4%	5.1%	3.6%	3.1%	4.2%	3.3%	3.0%	4.8%
Three or more islands	0.2%	0.2%	0.4%	0.1%	0.0%	0.2%	0.4%	0.7%	0.1%	0.1%	0.2%	0.1%	0.3%	0.2%

Visited islands during their trip (with overnight staying)

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Lanzarote	27.1%	22.0%	26.2%	30.7%	23.3%	27.0%	39.1%	21.5%	33.5%	30.1%	32.8%	25.9%	23.6%	29.6%
Fuerteventura	12.7%	7.5%	15.7%	12.9%	6.6%	13.4%	2.9%	13.1%	9.7%	12.1%	11.6%	16.5%	13.9%	15.5%
Gran Canaria	16.6%	12.0%	17.6%	20.6%	17.3%	13.9%	7.4%	29.4%	13.0%	11.2%	18.3%	18.6%	15.8%	11.3%
Tenerife	44.2%	58.7%	40.6%	36.6%	52.7%	45.6%	51.3%	38.8%	44.9%	46.8%	37.7%	38.5%	47.0%	44.4%
La Gomera	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.2%	0.2%	0.0%
La Palma	0.3%	0.1%	0.2%	0.2%	0.0%	0.1%	0.0%	0.4%	0.1%	0.2%	0.5%	0.8%	0.1%	0.2%
El Hierro	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cruise	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%

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



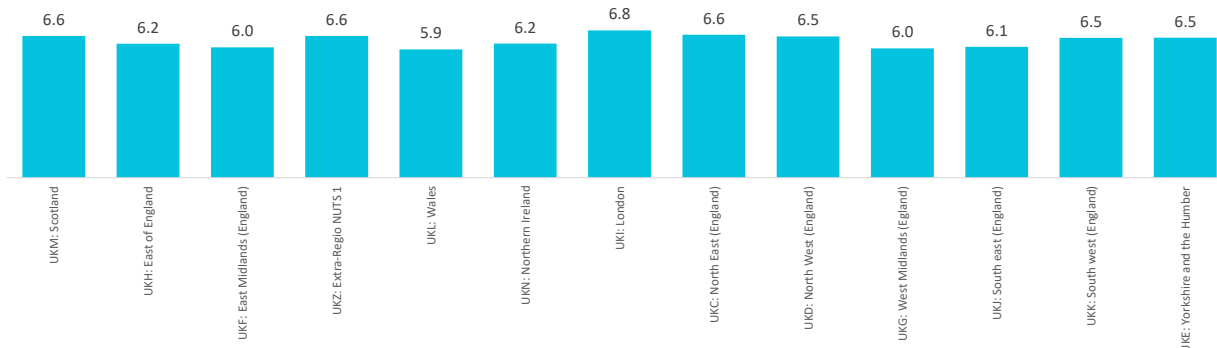
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
0 hours	3.9%	3.1%	4.3%	3.9%	0.0%	4.3%	3.3%	3.9%	3.6%	3.7%	5.2%	5.3%	3.3%	2.8%
1 - 2 hours	14.0%	11.5%	14.8%	15.5%	12.1%	15.4%	12.6%	12.9%	12.1%	13.8%	15.2%	17.0%	12.5%	14.2%
3 - 6 hours	38.7%	41.0%	37.6%	41.8%	49.5%	41.4%	40.8%	34.2%	36.7%	37.7%	42.7%	36.1%	39.7%	39.0%
7 - 12 hours	37.6%	39.1%	38.3%	34.0%	30.4%	35.3%	39.4%	40.7%	40.7%	39.4%	30.7%	36.2%	38.7%	37.2%
More than 12 hours	5.8%	5.3%	4.9%	4.8%	8.0%	3.6%	3.9%	8.4%	6.8%	5.4%	6.1%	5.4%	5.8%	6.8%
Outdoor time per day	6.4	6.6	6.2	6.0	6.6	5.9	6.2	6.8	6.6	6.5	6.0	6.1	6.5	6.5



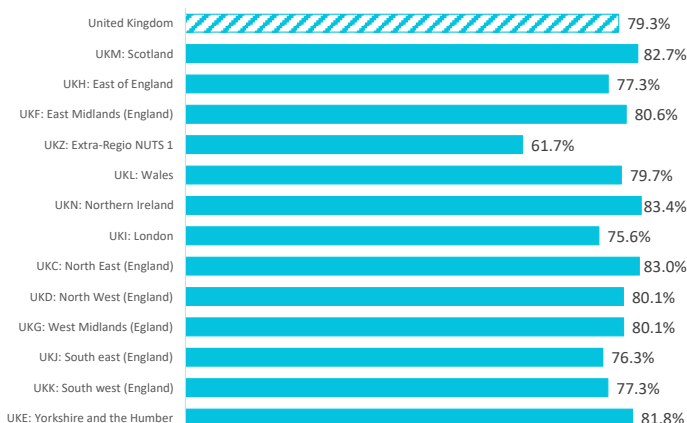
6.4
UK



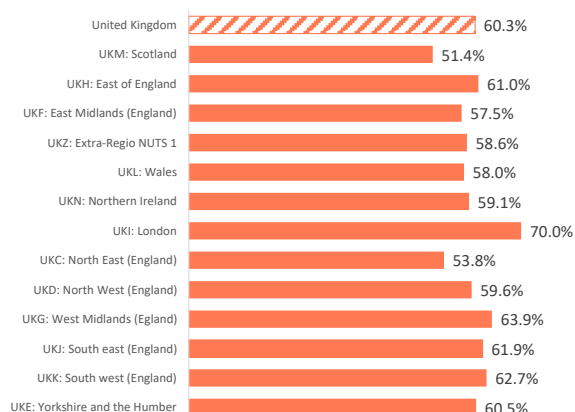
Activities in the Canary Islands

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Walk, wander	79.3%	82.7%	77.3%	80.6%	61.7%	79.7%	83.4%	75.6%	83.0%	80.1%	80.1%	76.3%	77.3%	81.8%
Swimming pool, hotel facilities	71.1%	70.5%	74.7%	71.2%	63.0%	74.4%	67.3%	64.0%	66.2%	71.6%	75.5%	73.9%	71.1%	70.5%
Beach	60.3%	51.4%	61.0%	57.5%	58.6%	58.0%	59.1%	70.0%	53.8%	59.6%	63.9%	61.9%	62.7%	60.5%
Explore the island on their own	35.3%	33.1%	32.0%	33.3%	23.1%	30.3%	33.1%	43.0%	31.2%	37.9%	32.6%	34.2%	39.9%	36.1%
Taste Canarian gastronomy	19.7%	26.4%	16.2%	15.6%	27.4%	17.7%	20.9%	18.3%	28.3%	22.7%	17.7%	16.2%	16.6%	21.9%
Nightlife / concerts / shows	23.7%	24.5%	21.7%	21.1%	34.2%	19.1%	26.9%	24.1%	20.9%	27.3%	23.2%	22.7%	23.2%	26.6%
Organized excursions	15.0%	18.4%	15.1%	11.2%	28.5%	13.4%	13.5%	14.5%	14.2%	15.3%	13.9%	15.4%	16.3%	14.2%
Theme parks	14.1%	12.8%	17.8%	14.1%	18.6%	15.8%	10.9%	12.7%	13.0%	12.6%	13.9%	15.7%	15.5%	12.5%
Sea excursions / whale watching	10.1%	8.7%	10.9%	7.9%	14.9%	9.9%	8.4%	12.2%	7.6%	10.3%	9.9%	8.9%	12.8%	10.5%
Swim	10.9%	8.3%	13.7%	10.9%	15.7%	8.2%	8.2%	10.3%	8.7%	9.9%	11.4%	13.0%	13.8%	10.2%
Wineries / markets / popular festivals	8.2%	9.2%	7.4%	6.6%	10.3%	7.0%	5.6%	10.1%	5.4%	7.8%	7.7%	8.3%	8.4%	10.1%
Hiking	5.2%	5.5%	5.8%	4.1%	12.6%	3.7%	4.7%	6.9%	2.8%	4.3%	4.0%	5.8%	5.4%	5.7%
Museums / exhibitions	6.9%	5.8%	6.0%	6.2%	0.0%	2.1%	8.4%	13.3%	5.5%	6.5%	4.7%	7.3%	8.2%	5.3%
Beauty and health treatments	6.7%	5.8%	6.0%	7.7%	5.7%	5.0%	4.6%	10.2%	2.6%	5.3%	6.2%	7.7%	7.0%	7.0%
Running	4.9%	3.6%	4.9%	4.7%	7.5%	4.0%	5.1%	8.2%	4.8%	4.4%	3.6%	5.4%	4.7%	4.5%
Other Nature Activities	3.2%	3.2%	4.1%	2.4%	0.0%	1.6%	6.6%	3.8%	4.8%	2.8%	3.3%	2.9%	3.3%	2.7%
Practice other sports	2.9%	1.8%	2.7%	2.8%	4.2%	2.7%	2.3%	4.3%	1.8%	2.7%	2.9%	3.5%	3.6%	2.1%
Golf	3.7%	2.4%	3.6%	3.5%	0.0%	2.9%	2.5%	8.1%	1.7%	3.0%	3.6%	3.9%	3.8%	2.8%
Cycling / Mountain bike	2.6%	2.7%	2.3%	2.5%	3.2%	3.1%	5.0%	3.6%	2.1%	2.2%	1.7%	2.2%	2.4%	2.3%
Astronomical observation	1.5%	0.6%	2.0%	1.5%	1.1%	1.6%	2.0%	1.4%	1.0%	1.7%	0.3%	1.6%	1.3%	2.9%
Scuba Diving	1.9%	1.2%	2.1%	2.0%	6.8%	1.2%	2.1%	2.6%	1.4%	1.9%	2.3%	1.7%	2.4%	2.0%
Surf	1.5%	0.7%	1.6%	0.3%	3.2%	2.0%	1.4%	3.0%	0.0%	0.7%	0.4%	1.9%	3.7%	0.7%
Windsurf / Kitesurf	0.5%	0.6%	0.8%	0.4%	0.0%	0.1%	0.9%	0.8%	0.0%	0.3%	0.8%	0.5%	1.2%	0.2%

Walk, wander



Beach



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

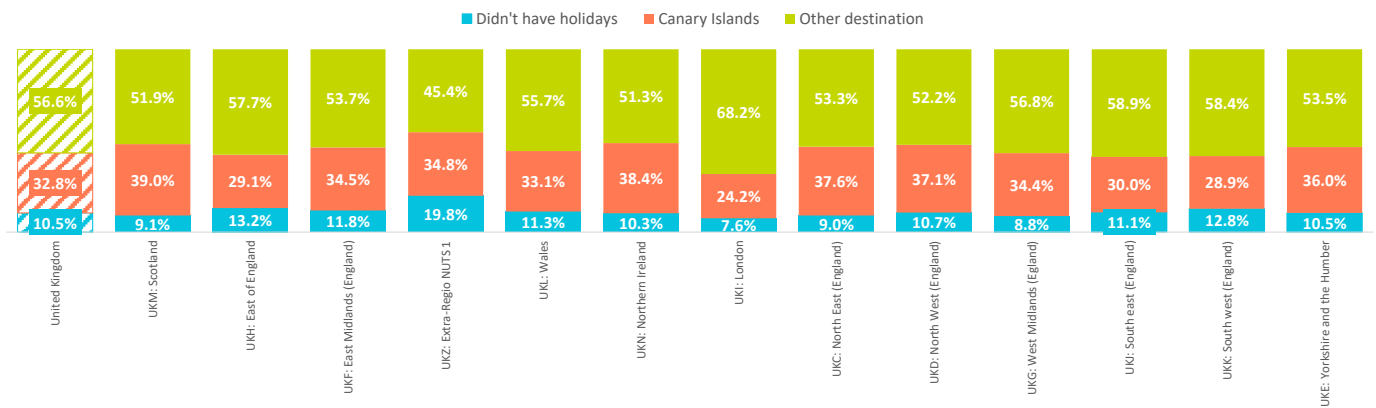


COMPETITORS

Where did they spend their main holiday last year? *

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Didn't have holidays	10.5%	9.1%	13.2%	11.8%	19.8%	11.3%	10.3%	7.6%	9.0%	10.7%	8.8%	11.1%	12.8%	10.5%
Canary Islands	32.8%	39.0%	29.1%	34.5%	34.8%	33.1%	38.4%	24.2%	37.6%	37.1%	34.4%	30.0%	28.9%	36.0%
Other destination	56.6%	51.9%	57.7%	53.7%	45.4%	55.7%	51.3%	68.2%	53.3%	52.2%	56.8%	58.9%	58.4%	53.5%
- Balearic Islands	5.1%	6.2%	5.6%	5.5%	7.0%	5.9%	3.5%	3.3%	7.4%	5.4%	6.6%	3.5%	5.0%	4.5%
- Rest of Spain	9.0%	9.9%	6.9%	5.9%	15.5%	9.1%	14.9%	11.4%	8.3%	8.3%	8.0%	8.3%	9.4%	9.5%
- Italy	4.1%	5.5%	3.4%	2.8%	1.9%	3.8%	2.3%	7.6%	2.2%	3.3%	2.1%	4.4%	4.6%	2.3%
- France	3.3%	2.8%	2.5%	2.5%	2.7%	3.3%	4.6%	5.9%	1.9%	2.1%	3.1%	4.2%	4.2%	1.4%
- Turkey	4.4%	4.4%	5.0%	5.5%	4.9%	4.9%	1.8%	4.3%	5.3%	4.7%	5.0%	3.9%	3.2%	3.8%
- Greece	8.2%	5.5%	10.6%	7.5%	1.0%	9.7%	4.5%	8.9%	7.4%	8.5%	9.6%	7.8%	7.5%	9.5%
- Portugal	3.9%	3.7%	3.9%	3.4%	4.8%	2.6%	6.9%	3.7%	3.7%	3.1%	3.7%	4.7%	3.7%	4.6%
- Croatia	1.5%	0.9%	1.2%	1.4%	0.0%	0.9%	0.9%	2.3%	0.6%	1.3%	1.6%	1.9%	2.2%	1.5%
- Egypt	1.2%	0.4%	0.7%	1.8%	0.0%	1.6%	0.4%	1.8%	0.7%	1.2%	1.7%	1.5%	1.0%	1.0%
- Tunisia	0.3%	0.0%	0.3%	0.1%	0.0%	0.4%	0.0%	0.3%	0.6%	0.3%	0.1%	0.7%	0.2%	0.2%
- Morocco	0.7%	0.1%	1.2%	0.2%	0.0%	0.7%	0.3%	2.4%	0.8%	0.7%	0.3%	0.5%	0.3%	0.7%
- Others	15.1%	12.6%	16.5%	17.1%	7.4%	12.8%	11.3%	16.4%	14.2%	13.4%	15.0%	17.5%	17.0%	14.4%

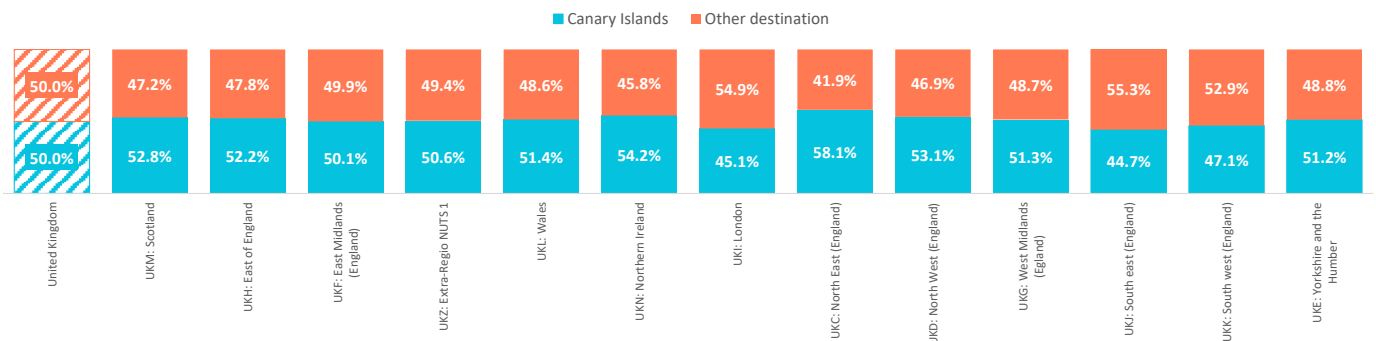
* Percentage of valid answers



What other destinations did they consider for this trip? *

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
None (I was clear about "this Canary Island")	25.1%	26.8%	26.1%	25.8%	16.8%	22.9%	29.0%	23.0%	30.3%	26.7%	24.1%	21.8%	24.7%	26.7%
Canary Islands (other island)	24.9%	25.9%	26.1%	24.3%	33.7%	28.5%	25.1%	22.1%	27.9%	26.5%	27.3%	22.9%	22.4%	24.6%
Other destination	50.0%	47.2%	47.8%	49.9%	49.4%	48.6%	45.8%	54.9%	41.9%	46.9%	48.7%	55.3%	52.9%	48.8%
- Balearic Islands	7.3%	7.7%	7.7%	9.0%	4.8%	7.6%	6.0%	5.9%	6.1%	7.4%	7.5%	7.3%	7.1%	7.9%
- Rest of Spain	9.5%	11.5%	7.9%	9.0%	7.1%	9.8%	13.3%	10.4%	8.9%	9.5%	7.5%	8.9%	10.1%	8.1%
- Italy	3.8%	3.7%	2.7%	4.2%	2.2%	2.8%	4.0%	5.5%	3.0%	3.0%	3.0%	4.5%	4.4%	3.7%
- France	1.3%	1.2%	1.3%	1.5%	1.8%	0.6%	1.8%	2.1%	0.3%	0.7%	1.7%	1.4%	1.5%	1.1%
- Turkey	5.1%	4.6%	5.4%	4.0%	6.3%	4.3%	3.2%	5.2%	5.0%	5.0%	6.1%	6.3%	5.0%	4.5%
- Greece	9.6%	6.0%	10.5%	10.1%	13.3%	9.7%	5.5%	10.5%	8.4%	9.6%	9.3%	11.4%	10.3%	9.8%
- Portugal	6.9%	6.9%	6.9%	6.5%	5.9%	8.1%	7.8%	7.4%	5.1%	6.0%	6.8%	7.4%	7.4%	6.6%
- Croatia	2.6%	2.5%	2.2%	2.5%	2.6%	2.1%	2.2%	3.4%	2.2%	2.3%	2.7%	2.7%	2.9%	2.8%
- Egypt	2.0%	1.6%	1.9%	1.6%	2.1%	2.4%	1.0%	2.4%	1.8%	1.6%	2.0%	2.8%	1.8%	1.9%
- Others	1.9%	1.5%	1.2%	1.6%	3.3%	1.3%	1.1%	2.2%	1.1%	1.6%	2.0%	2.6%	2.4%	2.3%

* Percentage of valid answers



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



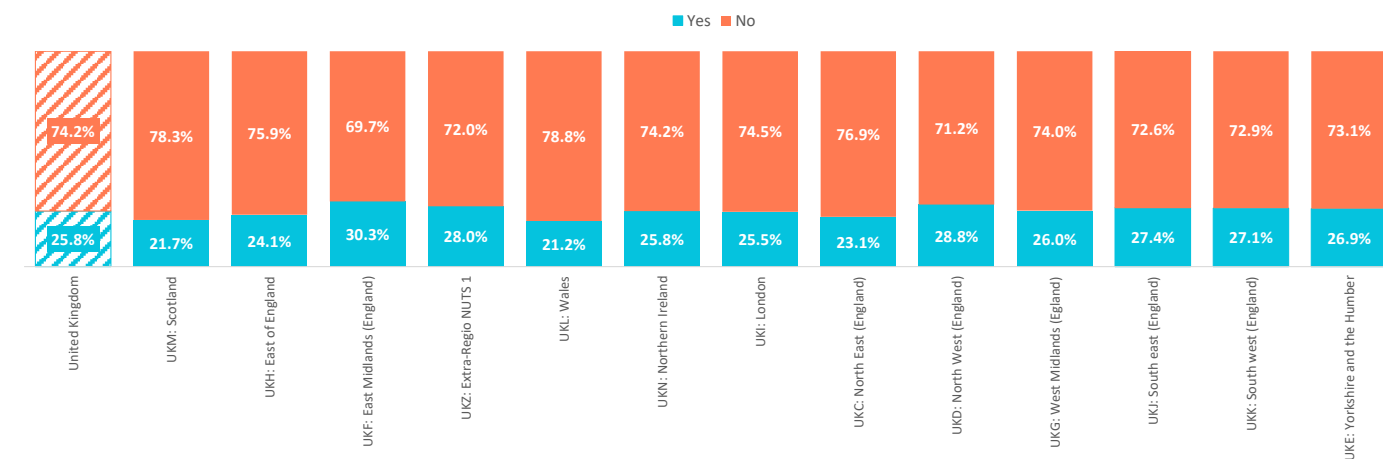
TOURIST TAX (Data available from Q2 2024)

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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Yes	44.0%	44.5%	43.9%	46.4%	33.6%	43.9%	41.8%	43.3%	46.8%	47.1%	43.3%	41.0%	43.3%	44.5%
No	38.5%	40.7%	37.0%	37.8%	43.7%	40.4%	43.4%	37.7%	37.7%	37.8%	38.2%	40.1%	41.0%	38.9%
Not remember	17.5%	14.8%	19.0%	15.7%	22.7%	15.8%	14.8%	24.4%	15.5%	15.1%	18.4%	18.9%	15.7%	16.6%

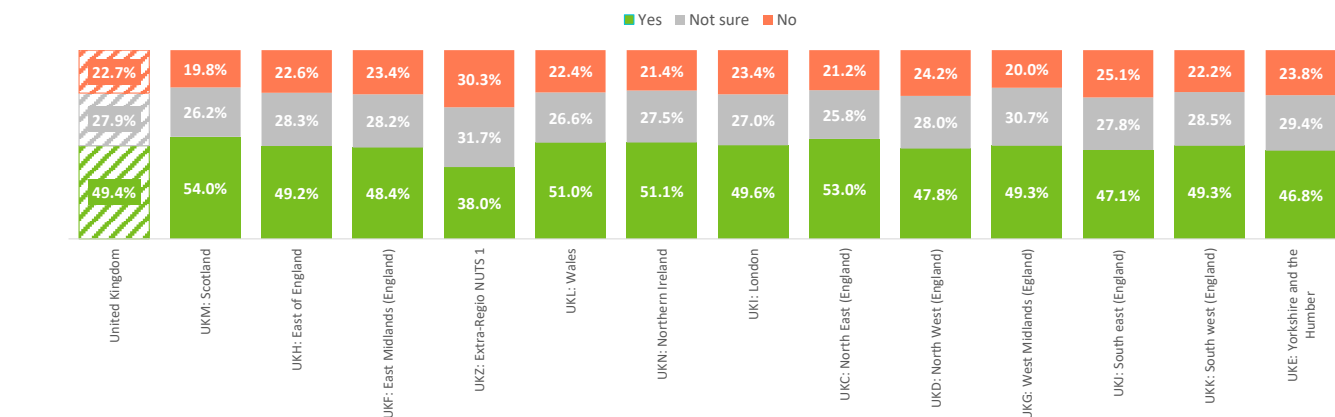
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Yes	25.8%	21.7%	24.1%	30.3%	28.0%	21.2%	25.8%	25.5%	23.1%	28.8%	26.0%	27.4%	27.1%	26.9%
No	74.2%	78.3%	75.9%	69.7%	72.0%	78.8%	74.2%	74.5%	76.9%	71.2%	74.0%	72.6%	72.9%	73.1%



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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Yes	49.4%	54.0%	49.2%	48.4%	38.0%	51.0%	51.1%	49.6%	53.0%	47.8%	49.3%	47.1%	49.3%	46.8%
- For any purpose	11.6%	12.3%	10.5%	10.0%	15.4%	13.5%	10.2%	14.1%	13.5%	11.5%	11.1%	10.5%	9.8%	12.6%
- Improve living conditions	6.9%	8.3%	6.7%	7.6%	3.0%	8.5%	8.4%	7.1%	7.1%	7.2%	5.9%	4.4%	8.0%	6.4%
- Improve economic development	5.8%	7.2%	5.1%	7.5%	0.0%	6.0%	5.0%	5.3%	6.0%	4.2%	6.0%	5.7%	5.3%	6.1%
- Improve the environment	12.9%	11.8%	15.1%	10.2%	5.5%	11.5%	13.0%	11.0%	14.0%	13.8%	14.2%	14.9%	13.9%	11.0%
- Improve the tourist environment	4.8%	6.1%	3.8%	5.5%	3.2%	3.4%	8.0%	4.5%	4.7%	3.8%	4.6%	4.7%	5.2%	4.4%
- Other purposes	7.5%	8.3%	8.0%	7.6%	10.9%	8.0%	6.5%	7.6%	7.7%	7.3%	7.5%	7.0%	7.1%	6.2%
Not sure	27.9%	26.2%	28.3%	28.2%	31.7%	26.6%	27.5%	27.0%	25.8%	28.0%	30.7%	27.8%	28.5%	29.4%
No	22.7%	19.8%	22.6%	23.4%	30.3%	22.4%	21.4%	23.4%	21.2%	24.2%	20.0%	25.1%	22.2%	23.8%



How much would they be willing to pay?

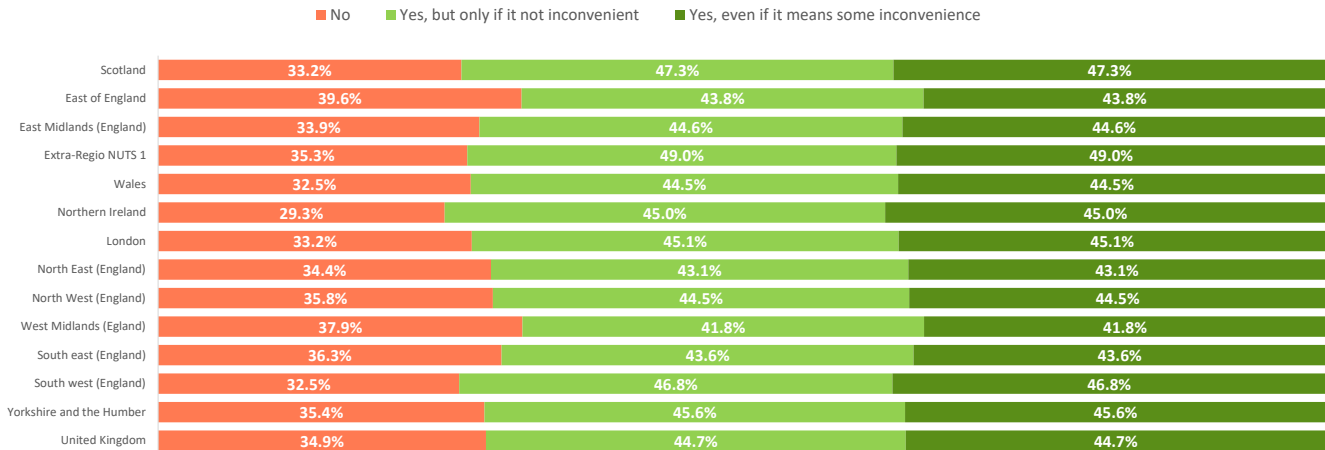
	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Up to 1 euro	32.5%	30.3%	30.3%	35.6%	62.3%	32.8%	40.9%	28.7%	37.0%	34.6%	35.6%	29.3%	30.0%	37.1%
Up to 2 euros	32.2%	31.9%	33.5%	34.1%	16.9%	31.9%	25.8%	30.2%	26.9%	32.7%	31.4%	33.6%	33.6%	34.3%
Up to 3 euros	22.6%	24.5%	24.5%	20.2%	9.2%	21.4%	23.1%	24.7%	20.2%	17.9%	23.1%	24.8%	23.6%	19.9%
More than 3 euros	12.7%	13.3%	11.6%	10.1%	11.7%	13.9%	10.1%	16.4%	16.0%	14.9%	10.0%	12.2%	12.7%	8.7%

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

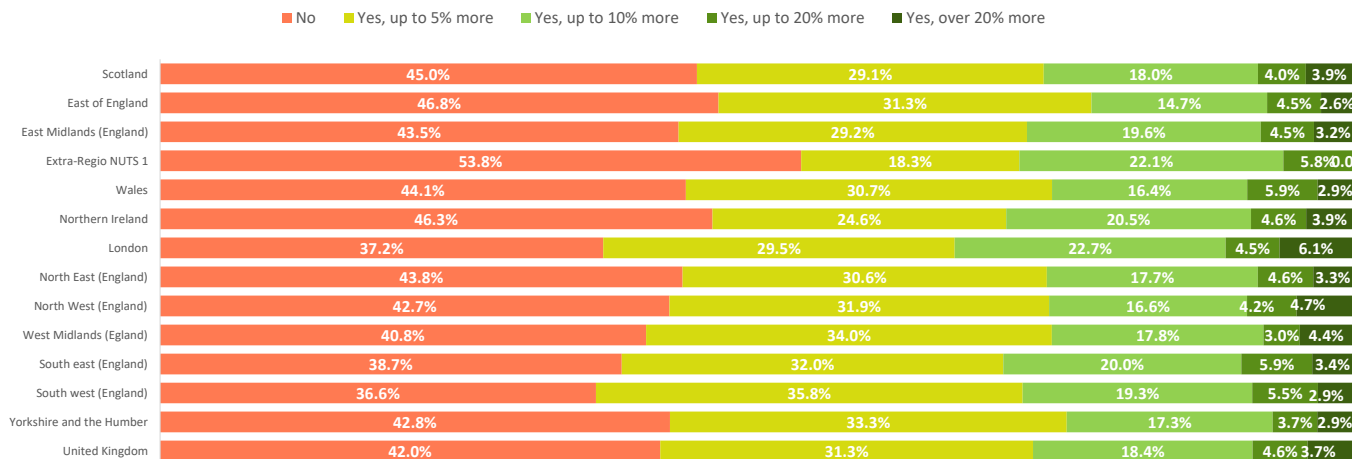


SUSTAINABLE DESTINATION (DATA = 2023)

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?



Perception of the following sustainability measures during their stay *

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Quality of life on the island	8.6	8.7	8.6	8.5	8.3	8.7	8.5	8.6	8.7	8.7	8.6	8.5	8.4	8.5
Tolerance towards tourism	8.6	8.7	8.6	8.6	8.3	8.6	8.5	8.6	8.7	8.6	8.6	8.5	8.5	8.4
Cleanliness of the island	8.5	8.6	8.6	8.5	8.6	8.6	8.6	8.4	8.6	8.5	8.6	8.5	8.4	8.4
Air quality	8.1	8.2	8.2	8.1	7.8	8.2	8.0	8.0	8.3	8.2	8.0	7.9	8.0	8.0
Rational water consumption	7.9	8.1	7.7	7.9	7.6	8.0	8.0	7.4	8.1	8.2	8.0	7.6	7.8	7.9
Energy saving	7.9	8.0	8.1	7.9	6.9	8.0	7.7	7.9	8.0	8.1	8.0	7.8	7.7	7.9
Use of renewable energy	7.6	7.7	7.6	7.5	6.9	7.9	7.5	7.3	7.7	7.7	7.8	7.4	7.5	7.7
Recycling	7.3	7.4	7.5	7.3	6.3	7.5	7.2	7.2	7.4	7.5	7.5	7.1	7.2	7.5
Easy to get around by public transport	7.3	7.3	7.3	7.3	7.0	7.4	7.3	7.2	7.3	7.4	7.4	7.1	7.1	7.2
Overcrowding in tourist areas	7.2	7.3	7.4	7.3	6.1	7.3	7.2	7.1	7.1	7.3	7.4	7.1	7.1	7.1
Supply of local products	6.8	6.7	6.8	6.7	6.2	7.0	6.8	6.7	6.6	6.9	6.8	6.8	6.6	6.7

* 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.