

Tourist profile. Historical data (2019 - 2025)

FRANCE: First Quarter



How many are they and how much do they spend?

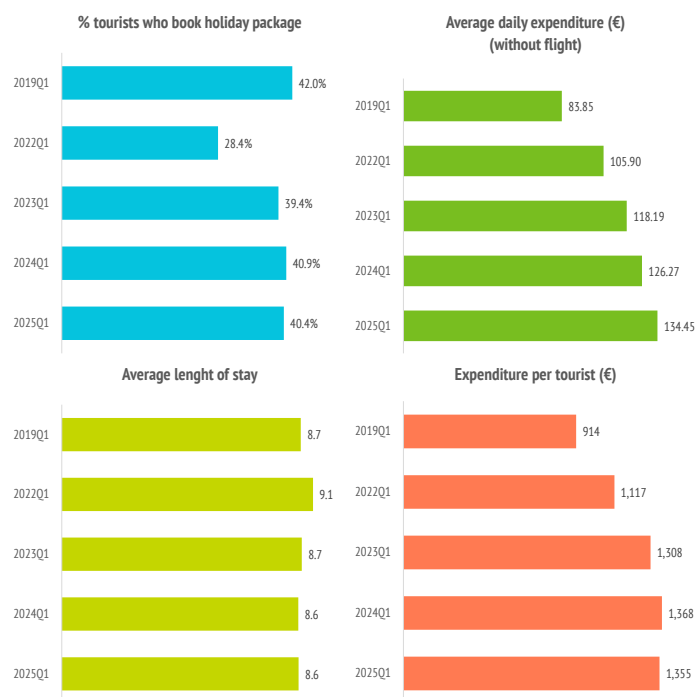


	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	143	180	221	236	249
Tourist arrivals ≥ 16 years old (EGT) (*)	125	160	198	205	222
- book holiday package (*)	53	46	78	84	90
- do not book holiday package (*)	73	115	120	121	132
- % tourists who book holiday package	42.0%	28.4%	39.4%	40.9%	40.4%
Children < 16 years old (FRONTUR - EGT) (*)	17	20	23	31	28
Expenditure per tourist (€)	914	1,117	1,308	1,368	1,355
- book holiday package	980	1,162	1,613	1,650	1,578
- holiday package	816	994	1,383	1,436	1,376
- others	165	168	230	214	203
- do not book holiday package	866	1,098	1,110	1,173	1,204
- flight	232	268	282	309	318
- accommodation	317	417	411	449	440
- others	317	414	417	415	445
Average lenght of stay	8.7	9.1	8.7	8.6	8.6
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	118.01	141.43	164.64	177.50	186.54
- Median	106.96	133.93	150.83	152.50	170.25
Average daily expenditure (without flight)	83.85	105.90	118.19	126.27	134.45
- Median	79.62	99.97	106.78	111.23	126.07
Average cost of the flight (€)	259.73	278.46	362.07	391.84	379.86
Total turnover (≥ 16 years old) (€m)	115	179	259	280	300
Turnover without flight (≥ 16 years old) (€m)	82	134	187	200	216

(*) Thousands of tourists

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	87.2%	89.1%	86.6%	88.4%	89.1%
- Additional accommodation expenses	11.4%	12.6%	10.2%	10.1%	6.5%
Transport:					
- National/International Transport	95.1%	97.6%	94.3%	95.2%	95.3%
- Flights between islands	8.2%	12.2%	9.9%	11.6%	8.2%
- Taxi	42.0%	29.8%	37.0%	43.8%	31.7%
- Car rental	49.1%	50.4%	56.4%	50.9%	62.7%
- Public transport	7.5%	10.0%	8.4%	8.5%	9.4%
Food and drink:					
- Food purchases at supermarkets	46.8%	53.0%	50.9%	51.3%	52.4%
- Restaurants	59.9%	66.1%	64.1%	61.2%	64.4%
Leisure:					
- Organized excursions	22.1%	27.5%	34.6%	36.6%	41.4%
- Sport activities	8.5%	6.3%	7.5%	7.2%	7.3%
- Cultural activities	3.0%	2.8%	2.9%	3.0%	4.5%
- Museums	15.4%	10.3%	10.3%	14.4%	16.2%
- Theme Parks	5.7%	7.2%	9.6%	7.9%	8.4%
- Discos and pubs	3.9%	4.9%	5.9%	4.6%	4.6%
- Wellness	5.5%	5.2%	7.9%	4.6%	5.6%
Purchases of goods:					
- Souvenirs	49.3%	35.7%	40.1%	43.9%	41.9%
- Other expenses	0.1%	0.2%	0.0%	0.3%	0.7%
Other:					
- Medical or pharmaceutical expenses	5.3%	6.5%	4.5%	5.0%	2.9%
- Other expenses	4.8%	5.9%	5.7%	4.8%	3.9%



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Expenditure per tourist and trip (€)					
Accommodation:	566	759	775	820	927
- Accommodation	429	529	655	685	658
- Additional accommodation expenses	137	230	120	134	270
Transport:	484	616	679	692	730
- National/International Transport	273	285	384	412	399
- Flights between islands	39	89	57	65	74
- Taxi	65	81	92	79	107
- Car rental	84	123	118	116	129
- Public transport	24	37	27	20	21
Food and drink:	218	228	280	278	241
- Food purchases at supermarkets	101	87	118	97	90
- Restaurants	116	140	162	181	151
Leisure:	331	511	447	490	522
- Organized excursions	66	97	93	90	102
- Sport activities	69	109	75	77	119
- Cultural activities	43	65	38	45	46
- Museums	32	49	44	55	41
- Theme Parks	47	75	65	78	59
- Discos and pubs	41	66	75	81	72
- Wellness	32	50	57	65	82
Purchases of goods:	98	112	76	115	226
- Souvenirs	76	82	76	67	67
- Other expenses	23	30	0	48	159
Other:	89	266	97	74	80
- Medical or pharmaceutical expenses	14	121	22	24	32
- Other expenses	75	145	75	50	48

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

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FRANCE: First Quarter



What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	92.3%	90.2%	91.3%	93.0%	95.9%
Visiting family or friends	4.2%	7.6%	6.9%	5.6%	3.2%
Business and work	1.3%	1.2%	0.5%	0.4%	0.5%
Education and training	0.3%	0.0%	0.0%	0.0%	0.0%
Sports training	0.7%	0.6%	1.1%	0.5%	0.0%
Health or medical care	0.0%	0.0%	0.0%	0.3%	0.0%
Fairs and congresses	0.3%	0.2%	0.0%	0.0%	0.0%
Others	0.9%	0.3%	0.2%	0.2%	0.5%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	36.3%	29.9%	28.6%	29.6%	27.2%
Enjoy family time	9.0%	12.7%	12.7%	7.4%	9.7%
Have fun	5.9%	3.6%	4.5%	5.5%	2.9%
Explore the destination	45.2%	49.4%	50.1%	55.4%	56.8%
Practice their hobbies	2.3%	3.5%	3.4%	1.1%	1.2%
Other reasons	1.2%	0.9%	0.9%	1.0%	2.1%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	25.0%	16.7%	17.4%	10.0%
Canary Islands	--	11.6%	13.7%	13.7%	14.9%
Other destination	--	63.4%	69.7%	68.9%	75.1%
- Balearic Islands	--	5.5%	3.0%	3.2%	3.9%
- Rest of Spain	--	8.4%	9.3%	7.8%	7.4%
- Italy	--	6.9%	8.0%	7.0%	7.3%
- France	--	23.6%	23.3%	22.9%	22.4%
- Turkey	--	0.2%	1.0%	0.6%	0.5%
- Greece	--	6.0%	6.0%	5.4%	6.4%
- Portugal	--	6.1%	5.5%	4.0%	3.7%
- Croatia	--	1.3%	1.2%	1.6%	1.9%
- Egypt	--	0.6%	1.0%	1.3%	0.9%
- Tunisia	--	0.5%	0.6%	0.9%	0.6%
- Morocco	--	0.9%	1.7%	1.2%	3.5%
- Others	--	3.4%	9.2%	13.1%	16.7%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	33.9%	28.4%	35.8%	27.7%
Canary Islands (other island)	--	27.2%	26.4%	30.9%	27.5%
Other destination	--	39.0%	45.2%	33.3%	44.8%
- Balearic Islands	--	4.6%	5.4%	5.3%	5.3%
- Rest of Spain	--	4.0%	7.5%	3.5%	4.5%
- Italy	--	5.7%	4.7%	2.4%	4.7%
- France	--	3.9%	4.3%	3.5%	3.6%
- Turkey	--	1.9%	1.3%	1.1%	2.1%
- Greece	--	4.9%	6.7%	4.6%	7.4%
- Portugal	--	5.8%	5.9%	4.8%	6.2%
- Croatia	--	2.5%	2.2%	1.9%	2.4%
- Egypt	--	2.5%	2.7%	2.8%	3.6%
- Others	--	3.2%	4.6%	3.3%	5.0%

* Percentage of valid answers

Importance of each factor in the destination choice

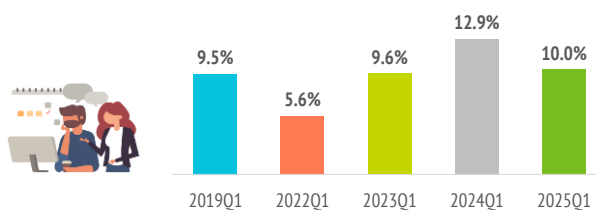
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	77.8%	79.9%	74.2%	74.3%	75.8%
Landscapes	55.4%	59.7%	58.4%	60.6%	61.8%
Tranquility	50.7%	49.2%	49.3%	53.3%	53.8%
Safety	45.2%	45.9%	45.1%	50.4%	50.7%
Sea	47.9%	57.2%	49.7%	48.0%	50.7%
Price	44.1%	38.7%	40.0%	44.8%	44.8%
Environment	42.6%	44.9%	43.3%	45.8%	44.6%
Accommodation supply	42.0%	36.9%	36.9%	42.0%	41.2%
Beaches	36.4%	44.5%	37.0%	37.9%	41.2%
European belonging	35.4%	41.6%	37.8%	34.8%	38.3%
Authenticity	31.3%	34.9%	34.1%	36.0%	36.9%
Effortless trip	23.8%	24.8%	27.1%	27.6%	27.7%
Gastronomy	18.7%	26.3%	21.9%	23.6%	23.4%
Exoticism	22.8%	26.1%	23.9%	25.4%	23.3%
Hiking trail network	15.8%	19.5%	16.9%	17.1%	19.7%
Fun possibilities	16.1%	17.5%	17.3%	18.6%	18.1%
Historical heritage	15.5%	14.7%	15.5%	19.5%	17.9%
Culture	11.4%	11.9%	12.7%	15.6%	15.1%
Shopping	11.2%	12.9%	10.4%	11.3%	12.3%
Nightlife	7.2%	9.1%	7.6%	7.2%	7.6%

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?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	1.9%	1.2%	0.7%	1.2%	1.0%
Between 1 and 30 days	31.1%	37.5%	31.0%	26.0%	18.8%
Between 1 and 2 months	25.2%	33.1%	27.8%	26.8%	32.0%
Between 3 and 6 months	32.2%	22.5%	30.8%	33.2%	38.2%
More than 6 months	9.5%	5.6%	9.6%	12.9%	10.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	41.0%	34.9%	31.9%	38.3%	29.9%
Friends or relatives	25.5%	28.7%	30.7%	28.4%	23.6%
Internet or social media	60.8%	60.9%	52.2%	53.0%	56.3%
Mass Media	1.0%	1.4%	2.1%	1.7%	1.2%
Travel guides and magazines	18.8%	15.5%	17.0%	15.7%	17.5%
Travel Blogs or Forums	10.6%	12.0%	12.6%	9.4%	11.3%
Travel TV Channels	0.9%	0.1%	0.7%	0.0%	0.8%
Tour Operator or Travel Agency	19.3%	13.7%	16.5%	21.5%	19.2%
Public administrations or similar	0.5%	0.5%	0.7%	1.0%	0.3%
Others	2.3%	3.9%	1.7%	3.3%	3.4%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	53.9%	67.6%	55.2%	57.8%	54.1%
- Tour Operator or Travel Agency	46.1%	32.4%	44.8%	42.2%	45.9%
Accommodation					
- Directly with the accommodation	45.6%	52.3%	42.5%	45.2%	44.3%
- Tour Operator or Travel Agency	54.4%	47.7%	57.5%	54.8%	55.7%

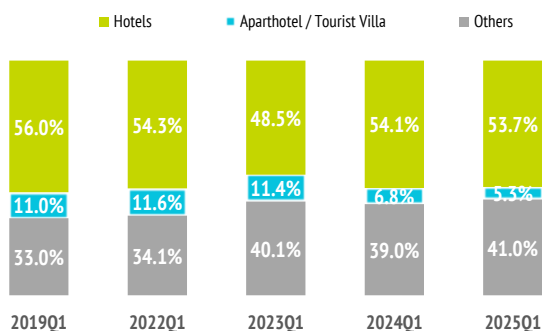
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
France	55.6%	64.5%	64.1%	65.2%	68.7%
Spanish Mainland	26.3%	17.5%	19.7%	19.6%	15.6%
Luxembourg	2.7%	3.7%	3.1%	4.5%	4.2%
Switzerland	5.5%	5.7%	5.6%	3.0%	3.6%
Belgium	5.5%	4.4%	3.4%	2.3%	3.3%
Germany	1.7%	1.4%	0.9%	2.2%	1.3%
Portugal	1.4%	2.1%	2.0%	1.8%	1.3%
Others	0.0%	0.0%	0.4%	0.4%	1.0%
United Kingdom	0.7%	0.4%	0.3%	0.4%	0.5%
Italy	0.5%	0.0%	0.3%	0.2%	0.2%
Others	0.1%	0.2%	0.3%	0.5%	0.3%

Where do they stay?

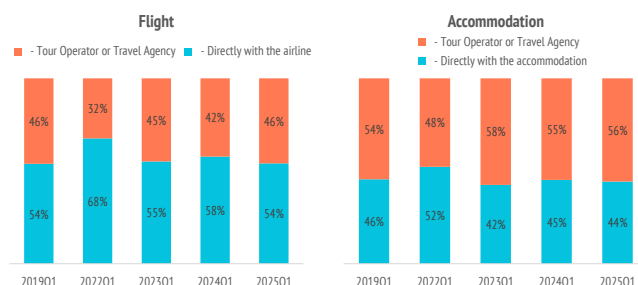
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	10.2%	12.8%	6.8%	9.4%	9.1%
4* Hotel	37.7%	33.9%	34.1%	38.2%	38.0%
5* Hotel / 5* Luxury Hotel	8.1%	7.6%	7.6%	6.6%	6.6%
Aparthotel / Tourist Villa	11.0%	11.6%	11.4%	6.8%	5.3%
House/room rented in a private dwelling	13.6%	17.4%	17.8%	26.2%	27.7%
Private accommodation (1)	8.6%	6.9%	8.3%	5.8%	5.0%
Others (Cottage, cruise, camping,...)	10.8%	9.8%	13.9%	7.0%	8.2%

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



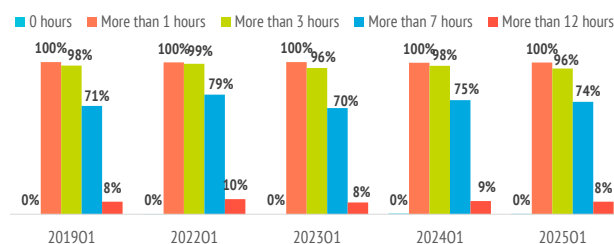
What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	33.0%	40.6%	37.1%	35.8%	37.8%
Bed and Breakfast	11.7%	11.8%	7.5%	9.4%	10.0%
Half board	14.2%	14.4%	13.8%	16.5%	13.9%
Full board	9.3%	4.6%	10.1%	8.6%	8.1%
All inclusive	31.8%	28.6%	31.6%	29.7%	30.1%



Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	0.0%	0.2%	0.0%	0.4%	0.3%
1 - 2 hours	2.3%	0.9%	3.9%	2.1%	4.0%
3 - 6 hours	26.5%	20.3%	26.4%	22.5%	21.9%
7 - 12 hours	63.0%	68.7%	62.0%	66.3%	65.6%
More than 12 hours	8.2%	9.9%	7.7%	8.7%	8.3%
Outdoor time per day	8.4	8.9	8.3	8.5	8.7



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	73.9%	74.7%	73.6%	75.4%	76.6%
Beach	70.7%	80.7%	75.6%	77.0%	75.4%
Explore the island on their own	57.9%	62.2%	65.2%	64.9%	65.1%
Swimming pool, hotel facilities	64.2%	63.9%	59.7%	62.8%	57.4%
Hiking	--	35.4%	35.0%	33.4%	35.1%
Organized excursions	24.9%	21.7%	24.3%	26.0%	26.3%
Museums / exhibitions	21.8%	18.2%	19.7%	21.0%	22.9%
Sea excursions / whale watching	14.5%	19.6%	20.4%	20.7%	19.8%
Wineries / markets / popular festivals	15.8%	12.4%	14.6%	16.9%	15.2%
Taste Canarian gastronomy	14.2%	14.3%	13.7%	16.0%	15.1%
Theme parks	13.2%	11.0%	14.3%	14.3%	14.4%
Other Nature Activities	--	11.6%	12.4%	10.5%	11.6%
Nightlife / concerts / shows	9.3%	11.0%	11.8%	12.5%	11.0%
Running	--	8.6%	7.7%	7.8%	7.6%
Beauty and health treatments	7.0%	8.9%	9.1%	7.8%	6.5%
Scuba Diving	--	6.2%	6.4%	5.4%	4.4%
Practice other sports	--	6.4%	5.1%	5.3%	4.0%
Surf	--	8.1%	5.4%	5.3%	4.0%
Swim	--	38.5%	5.1%	3.7%	3.5%
Cycling / Mountain bike	--	3.7%	2.2%	3.1%	3.2%
Astronomical observation	2.7%	3.1%	2.9%	2.4%	2.4%
Windsurf / Kitesurf	--	2.8%	1.9%	1.4%	1.4%
Golf	--	2.5%	1.0%	2.1%	1.4%

* Multi-choice question

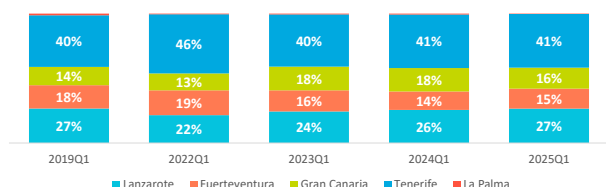
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Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	33,092	34,046	48,224	52,280	58,755
Fuerteventura	22,339	30,291	32,038	29,283	34,275
Gran Canaria	17,526	20,652	36,298	36,991	35,846
Tenerife	49,463	72,181	79,620	84,574	91,725
La Palma	1,626	783	1,183	1,449	733



How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	54.2%	50.6%	49.9%	56.9%	51.0%
At least 10 previous visits	7.0%	8.7%	5.0%	5.9%	4.0%
Repeat tourists (last 5 years)	50.1%	44.1%	45.4%	50.4%	46.6%
Repeat tourists (last 5 years)(5 or more visits)	11.4%	7.9%	9.2%	8.8%	8.2%

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	52.8%	51.8%	50.6%	47.5%	51.4%
Women	47.2%	48.2%	49.4%	52.5%	48.6%
Age					
Average age	48.7	43.6	45.3	48.2	46.3
Standard deviation	15.7	14.7	14.5	15.9	15.3
Age range					
16 - 24 years old	5.8%	8.7%	8.9%	7.1%	6.7%
25 - 30 years old	10.2%	15.0%	8.4%	9.6%	11.9%
31 - 45 years old	26.2%	35.4%	36.3%	27.8%	32.8%
46 - 60 years old	33.0%	26.5%	31.2%	28.4%	27.5%
Over 60 years old	24.8%	14.3%	15.3%	27.1%	21.1%
Occupation					
Salaried worker	51.4%	59.2%	68.5%	54.8%	62.2%
Self-employed	8.9%	12.4%	8.2%	8.8%	11.4%
Unemployed	2.0%	0.3%	1.3%	1.1%	0.4%
Business owner	9.7%	9.2%	5.6%	9.7%	6.8%
Student	4.2%	6.7%	3.6%	2.6%	2.8%
Retired	22.1%	10.8%	12.0%	22.3%	15.8%
Unpaid domestic work	0.2%	0.1%	0.0%	0.1%	0.0%
Others	1.4%	1.2%	0.8%	0.6%	0.6%
Annual household income level					
Less than €25,000	12.9%	11.4%	8.6%	10.1%	11.1%
€25,000 - €49,999	44.9%	46.3%	38.4%	38.7%	36.9%
€50,000 - €74,999	24.4%	24.0%	32.3%	24.8%	31.3%
More than €74,999	17.8%	18.4%	20.7%	26.3%	20.7%
Education level					
No studies	1.3%	0.2%	1.1%	0.6%	1.0%
Primary education	1.4%	0.6%	0.8%	1.0%	1.2%
Secondary education	26.0%	16.0%	14.0%	23.9%	17.3%
Higher education	71.3%	83.1%	84.1%	74.5%	80.5%

Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	26.7%	21.6%	24.4%	25.6%	26.5%
Fuerteventura	18.0%	19.2%	16.2%	14.3%	15.5%
Gran Canaria	14.1%	13.1%	18.4%	18.1%	16.2%
Tenerife	39.9%	45.7%	40.3%	41.3%	41.4%
La Palma	1.3%	0.5%	0.6%	0.7%	0.3%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	89.5%	83.1%	86.2%	82.2%	90.5%
Two islands	9.0%	11.0%	12.2%	15.2%	8.2%
Three or more islands	1.5%	6.0%	1.6%	2.6%	1.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.47	8.62	8.61	8.61	8.74

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	5.8%	2.6%	6.4%	5.4%	3.6%
Lived up to expectations	61.2%	62.5%	57.6%	60.6%	57.6%
Better or much better than expected	33.0%	34.9%	36.0%	34.0%	38.9%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.39	8.34	8.44	8.29	8.43
Recommend visiting the Canary Islands	8.72	8.87	8.78	8.77	8.84

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	7.3%	3.8%	8.8%	6.1%	7.1%
Only with partner	53.7%	44.5%	44.0%	58.9%	46.1%
Only with children (< 13 years old)	7.8%	12.2%	9.7%	5.1%	5.8%
Partner + children (< 13 years old)	5.7%	8.3%	7.7%	3.1%	5.9%
Other relatives	6.6%	7.8%	8.5%	6.0%	9.6%
Friends	4.0%	7.2%	7.6%	7.6%	3.5%
Work colleagues	0.0%	0.6%	0.3%	0.0%	0.2%
Organized trip	0.0%	0.0%	0.3%	0.4%	0.6%
Other combinations (2)	14.8%	15.6%	13.2%	12.8%	21.2%
<i>(2) Combination of some of the groups previously analyzed</i>					
Tourists with children	17.7%	23.6%	22.5%	11.1%	16.8%
- Between 0 and 2 years old	1.9%	2.0%	1.6%	1.6%	1.5%
- Between 3 and 12 years old	14.4%	20.7%	19.7%	7.5%	13.7%
- Between 0-2 and 3-12 years old	1.4%	1.0%	1.1%	2.0%	1.5%
Tourists without children	82.3%	76.4%	77.5%	88.9%	83.2%
Group composition:					
- 1 person	9.7%	7.3%	10.9%	8.7%	8.5%
- 2 people	58.4%	53.4%	50.0%	66.0%	52.9%
- 3 people	11.2%	15.2%	12.9%	8.3%	11.8%
- 4 or 5 people	18.3%	21.2%	24.1%	13.3%	22.3%
- 6 or more people	2.3%	2.9%	2.1%	3.7%	4.5%
Average group size:	2.54	2.67	2.67	2.55	2.75

*People who share the main expenses of the trip

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.