

Tourist profile. Historical data (2019 - 2025)

NORWAY: First Quarter



How many are they and how much do they spend?

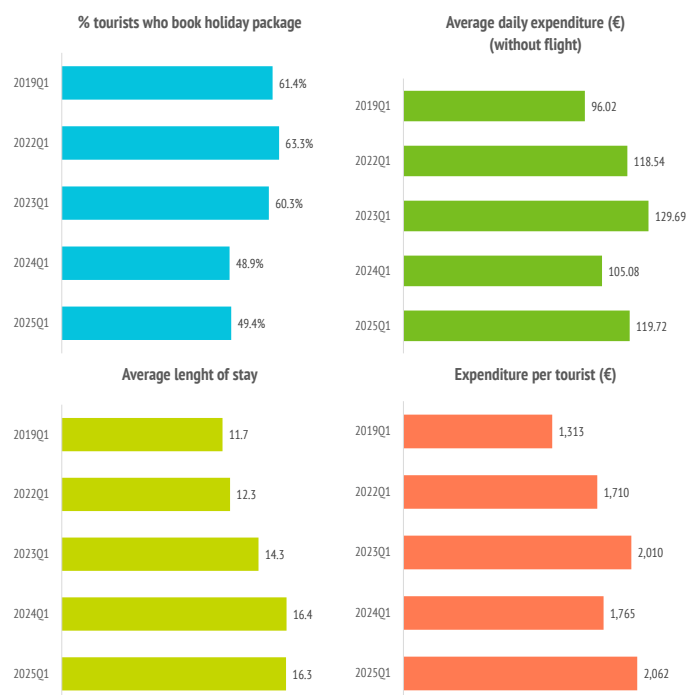


| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|---|---------------|---------------|---------------|---------------|---------------|
| TOURISTS | | | | | |
| Tourist arrivals (FRONTUR) (*) | 186 | 99 | 152 | 197 | 187 |
| Tourist arrivals ≥ 16 years old (EGT) (*) | 158 | 91 | 140 | 174 | 161 |
| - book holiday package (*) | 97 | 58 | 85 | 85 | 79 |
| - do not book holiday package (*) | 61 | 33 | 56 | 89 | 82 |
| - % tourists who book holiday package | 61.4% | 63.3% | 60.3% | 48.9% | 49.4% |
| Children < 16 years old (FRONTUR - EGT) (*) | 27 | 8 | 12 | 23 | 26 |
| Expenditure per tourist (€) | 1,313 | 1,710 | 2,010 | 1,765 | 2,062 |
| - book holiday package | 1,394 | 1,736 | 1,881 | 1,936 | 2,136 |
| - holiday package | 1,003 | 1,358 | 1,488 | 1,460 | 1,635 |
| - others | 391 | 379 | 394 | 476 | 501 |
| - do not book holiday package | 1,184 | 1,665 | 2,205 | 1,602 | 1,990 |
| - flight | 338 | 470 | 743 | 458 | 505 |
| - accommodation | 387 | 528 | 701 | 513 | 706 |
| - others | 459 | 667 | 761 | 631 | 778 |
| Average lenght of stay | 11.7 | 12.3 | 14.3 | 16.4 | 16.3 |
| - Median | 8.1 | 9.0 | 8.6 | 9.3 | 9.5 |
| Average daily expenditure (€) | 132.20 | 166.96 | 187.69 | 150.97 | 166.16 |
| - Median | 117.87 | 154.18 | 185.62 | 155.62 | 175.75 |
| Average daily expenditure (without flight) | 96.02 | 118.54 | 129.69 | 105.08 | 119.72 |
| - Median | 79.87 | 114.97 | 134.01 | 108.90 | 124.58 |
| Average cost of the flight (€) | 342.95 | 476.43 | 616.59 | 493.10 | 534.38 |
| Total turnover (≥ 16 years old) (€m) | 208 | 156 | 282 | 308 | 332 |
| Turnover without flight (≥ 16 years old) (€m) | 153 | 113 | 195 | 222 | 246 |

(*) Thousands of tourists

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

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|--------------------------------------|--------|--------|--------|--------|--------|
| Accommodation: | | | | | |
| - Accommodation | 81.3% | 86.4% | 79.4% | 77.3% | 83.2% |
| - Additional accommodation expenses | 4.4% | 3.6% | 3.8% | 2.6% | 3.7% |
| Transport: | | | | | |
| - National/International Transport | 97.6% | 97.3% | 95.2% | 93.9% | 97.0% |
| - Flights between islands | 5.3% | 2.9% | 3.1% | 1.5% | 2.5% |
| - Taxi | 55.1% | 65.8% | 61.0% | 55.1% | 63.1% |
| - Car rental | 19.2% | 11.7% | 16.7% | 18.3% | 16.9% |
| - Public transport | 12.2% | 15.0% | 12.5% | 14.0% | 19.0% |
| Food and drink: | | | | | |
| - Food purchases at supermarkets | 64.8% | 61.6% | 66.3% | 71.5% | 64.5% |
| - Restaurants | 76.4% | 71.6% | 77.2% | 71.2% | 76.5% |
| Leisure: | | | | | |
| - Organized excursions | 9.1% | 8.7% | 14.3% | 14.6% | 11.8% |
| - Sport activities | 2.1% | 4.8% | 8.9% | 4.1% | 3.8% |
| - Cultural activities | 0.5% | 2.0% | 1.9% | 1.6% | 2.5% |
| - Museums | 2.0% | 2.9% | 1.4% | 1.3% | 2.1% |
| - Theme Parks | 3.9% | 5.6% | 6.6% | 4.1% | 4.2% |
| - Discos and pubs | 10.0% | 8.0% | 8.4% | 6.6% | 7.8% |
| - Wellness | 6.6% | 8.3% | 8.1% | 5.0% | 10.5% |
| Purchases of goods: | | | | | |
| - Souvenirs | 31.7% | 28.0% | 26.3% | 26.3% | 31.9% |
| - Other expenses | 0.4% | 0.6% | 0.9% | 1.0% | 0.0% |
| Other: | | | | | |
| - Medical or pharmaceutical expenses | 5.0% | 7.2% | 8.3% | 2.2% | 7.0% |
| - Other expenses | 6.8% | 3.9% | 7.7% | 5.0% | 3.4% |



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

| Expenditure per tourist and trip (€) | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|--------------------------------------|--------|--------|--------|--------|--------|
| Accommodation: | | | | | |
| - Accommodation | 878 | 1,128 | 1,128 | 1,013 | 1,663 |
| - Additional accommodation expenses | 649 | 814 | 1,009 | 880 | 1,013 |
| Transport: | | | | | |
| - National/International Transport | 228 | 313 | 120 | 133 | 650 |
| - Flights between islands | 648 | 967 | 1,089 | 1,030 | 955 |
| - Taxi | 351 | 490 | 648 | 525 | 551 |
| - Car rental | 98 | 138 | 105 | 59 | 56 |
| - Public transport | 68 | 104 | 112 | 101 | 127 |
| - Wellness | 106 | 213 | 174 | 277 | 188 |
| - Other expenses | 24 | 22 | 51 | 68 | 33 |
| Food and drink: | | | | | |
| - Food purchases at supermarkets | 385 | 487 | 493 | 539 | 624 |
| - Restaurants | 138 | 183 | 187 | 257 | 233 |
| - Other expenses | 248 | 304 | 306 | 282 | 391 |
| Leisure: | | | | | |
| - Organized excursions | 479 | 538 | 609 | 566 | 643 |
| - Sport activities | 70 | 87 | 106 | 136 | 98 |
| - Cultural activities | 78 | 109 | 97 | 36 | 164 |
| - Museums | 18 | 42 | 130 | 210 | 51 |
| - Theme Parks | 39 | 17 | 60 | 20 | 48 |
| - Discos and pubs | 105 | 54 | 73 | 50 | 74 |
| - Wellness | 132 | 166 | 90 | 66 | 91 |
| - Other expenses | 37 | 63 | 52 | 50 | 117 |
| Purchases of goods: | | | | | |
| - Souvenirs | 192 | 187 | 3,547 | 474 | 116 |
| - Other expenses | 141 | 147 | 124 | 167 | 116 |
| - Medical or pharmaceutical expenses | 51 | 40 | 3,423 | 307 | 0 |
| - Other expenses | 247 | 164 | 109 | 159 | 299 |
| - Medical or pharmaceutical expenses | 179 | 93 | 47 | 55 | 51 |
| - Other expenses | 68 | 71 | 62 | 104 | 248 |

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.

Tourist profile. Historical data (2019 - 2025)

NORWAY: First Quarter



What is the main purpose of their trip?

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|----------------------------|--------|--------|--------|--------|--------|
| Holiday, leisure | 91.6% | 94.7% | 92.8% | 93.6% | 93.8% |
| Visiting family or friends | 5.3% | 3.1% | 5.0% | 4.9% | 5.0% |
| Business and work | 1.1% | 0.6% | 0.8% | 0.0% | 0.0% |
| Education and training | 0.0% | 0.4% | 0.0% | 0.0% | 0.0% |
| Sports training | 0.4% | 0.5% | 0.3% | 0.5% | 0.5% |
| Health or medical care | 0.8% | 0.3% | 0.2% | 0.6% | 0.2% |
| Fairs and congresses | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Others | 0.9% | 0.4% | 0.9% | 0.5% | 0.5% |

What is the main motivation for their holidays?

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|-------------------------|--------|--------|--------|--------|--------|
| Rest | 67.9% | 69.1% | 62.5% | 71.3% | 67.1% |
| Enjoy family time | 16.8% | 15.4% | 20.7% | 15.7% | 19.1% |
| Have fun | 2.7% | 7.6% | 6.3% | 2.6% | 3.8% |
| Explore the destination | 8.6% | 5.1% | 6.1% | 6.4% | 4.9% |
| Practice their hobbies | 2.5% | 1.8% | 2.3% | 2.6% | 3.9% |
| Other reasons | 1.4% | 1.0% | 2.1% | 1.4% | 1.2% |

Where did they spend their main holiday last year? *

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|----------------------|--------|--------|--------|--------|--------|
| Didn't have holidays | -- | 68.1% | 26.5% | 20.1% | 19.5% |
| Canary Islands | -- | 12.6% | 29.3% | 37.0% | 45.5% |
| Other destination | -- | 19.3% | 44.3% | 42.9% | 35.0% |
| - Balearic Islands | -- | 0.3% | 1.9% | 1.8% | 1.9% |
| - Rest of Spain | -- | 2.2% | 7.6% | 7.2% | 8.3% |
| - Italy | -- | 1.9% | 5.6% | 6.1% | 3.8% |
| - France | -- | 0.7% | 3.3% | 2.3% | 3.7% |
| - Turkey | -- | 0.2% | 2.0% | 1.7% | 0.9% |
| - Greece | -- | 2.4% | 7.2% | 6.8% | 6.4% |
| - Portugal | -- | 0.5% | 1.8% | 1.6% | 1.6% |
| - Croatia | -- | 0.9% | 1.9% | 2.5% | 2.2% |
| - Egypt | -- | 0.4% | 0.8% | 0.4% | 0.0% |
| - Tunisia | -- | 0.6% | 0.0% | 0.5% | 0.0% |
| - Morocco | -- | 0.0% | 0.2% | 0.0% | 0.2% |
| - Others | -- | 9.2% | 11.9% | 12.2% | 6.0% |

* 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") | -- | 55.6% | 60.5% | 56.3% | 60.1% |
| Canary Islands (other island) | -- | 28.2% | 21.5% | 24.9% | 25.6% |
| Other destination | -- | 16.1% | 18.0% | 18.7% | 14.4% |
| - Balearic Islands | -- | 0.4% | 0.6% | 0.7% | 0.0% |
| - Rest of Spain | -- | 5.4% | 3.8% | 7.7% | 4.5% |
| - Italy | -- | 2.2% | 2.2% | 2.5% | 0.4% |
| - France | -- | 0.0% | 0.7% | 0.3% | 0.7% |
| - Turkey | -- | 0.5% | 1.1% | 0.0% | 0.8% |
| - Greece | -- | 2.5% | 2.4% | 3.5% | 2.1% |
| - Portugal | -- | 2.8% | 1.7% | 2.1% | 1.3% |
| - Croatia | -- | 0.0% | 1.1% | 0.0% | 0.4% |
| - Egypt | -- | 1.1% | 1.9% | 1.4% | 0.8% |
| - Others | -- | 1.3% | 2.5% | 0.4% | 3.2% |

* Percentage of valid answers

Importance of each factor in the destination choice

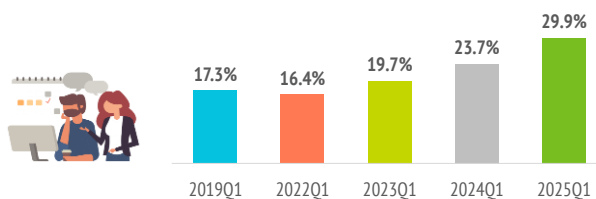
| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|----------------------|--------|--------|--------|--------|--------|
| Climate | 87.9% | 87.7% | 88.2% | 84.2% | 83.7% |
| Sea | 43.6% | 44.7% | 51.1% | 42.7% | 45.8% |
| Beaches | 40.8% | 44.0% | 47.5% | 36.9% | 43.6% |
| Safety | 41.6% | 45.1% | 42.8% | 41.5% | 41.4% |
| Accommodation supply | 37.1% | 35.5% | 41.7% | 35.8% | 39.7% |
| European belonging | 27.6% | 36.7% | 34.9% | 28.1% | 35.0% |
| Tranquility | 35.3% | 33.9% | 32.5% | 33.7% | 34.7% |
| Effortless trip | 35.4% | 39.4% | 39.6% | 34.6% | 33.3% |
| Price | 26.7% | 28.2% | 22.8% | 24.1% | 25.5% |
| Environment | 20.3% | 22.3% | 22.0% | 21.6% | 25.2% |
| Gastronomy | 17.5% | 19.1% | 24.9% | 18.3% | 20.5% |
| Landscapes | 14.9% | 14.8% | 17.8% | 15.3% | 19.6% |
| Fun possibilities | 12.1% | 17.6% | 20.6% | 13.8% | 16.4% |
| Hiking trail network | 14.6% | 17.2% | 12.0% | 12.9% | 14.6% |
| Authenticity | 5.9% | 11.2% | 7.5% | 6.9% | 9.2% |
| Shopping | 8.5% | 9.7% | 9.8% | 8.9% | 9.0% |
| Nightlife | 5.9% | 11.8% | 11.2% | 6.5% | 8.8% |
| Exoticism | 4.2% | 7.8% | 7.7% | 4.8% | 6.5% |
| Culture | 3.6% | 7.6% | 7.8% | 3.9% | 6.1% |
| Historical heritage | 4.1% | 6.6% | 3.6% | 3.4% | 3.6% |

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 | 1.4% | 0.8% | 0.2% | 0.0% | 0.3% |
| Between 1 and 30 days | 31.7% | 39.4% | 23.0% | 21.4% | 18.8% |
| Between 1 and 2 months | 25.5% | 15.8% | 22.2% | 27.8% | 20.0% |
| Between 3 and 6 months | 24.0% | 27.6% | 34.9% | 27.1% | 30.9% |
| More than 6 months | 17.3% | 16.4% | 19.7% | 23.7% | 29.9% |

% 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 | 60.5% | 61.9% | 60.2% | 62.5% | 64.0% |
| Friends or relatives | 29.0% | 28.4% | 26.1% | 26.7% | 29.0% |
| Internet or social media | 49.1% | 42.7% | 39.3% | 39.9% | 33.9% |
| Mass Media | 1.7% | 2.2% | 2.1% | 0.9% | 0.0% |
| Travel guides and magazines | 2.6% | 1.7% | 1.4% | 1.8% | 1.7% |
| Travel Blogs or Forums | 1.8% | 1.5% | 1.7% | 0.0% | 0.0% |
| Travel TV Channels | 0.4% | 1.0% | 0.3% | 0.7% | 0.0% |
| Tour Operator or Travel Agency | 25.6% | 20.1% | 26.2% | 18.3% | 19.4% |
| Public administrations or similar | 0.0% | 0.4% | 0.2% | 1.1% | 0.0% |
| Others | 1.7% | 2.7% | 3.0% | 1.8% | 2.0% |

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

NORWAY: First Quarter



With whom did they book their flight and accommodation?

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|-----------------------------------|--------|--------|--------|--------|--------|
| Flight | | | | | |
| - Directly with the airline | 35.7% | 42.2% | 35.8% | 41.9% | 47.8% |
| - Tour Operator or Travel Agency | 64.3% | 57.8% | 64.2% | 58.1% | 52.2% |
| Accommodation | | | | | |
| - Directly with the accommodation | 25.3% | 34.4% | 27.0% | 34.6% | 36.9% |
| - Tour Operator or Travel Agency | 74.7% | 65.6% | 73.0% | 65.4% | 63.1% |

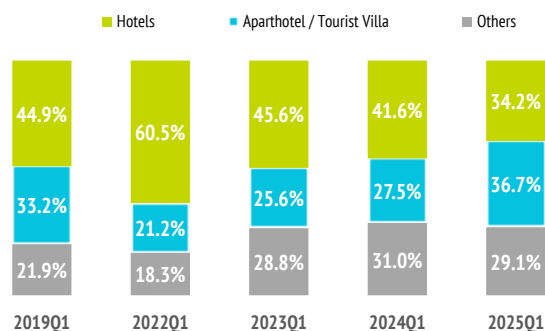
Where does the flight come from?

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|------------------|--------|--------|--------|--------|--------|
| Norway | 96.6% | 95.3% | 95.6% | 94.5% | 93.2% |
| Sweden | 0.7% | 0.3% | 0.3% | 0.5% | 1.7% |
| Spanish Mainland | 0.5% | 1.0% | 0.9% | 1.2% | 1.5% |
| Denmark | 1.0% | 1.0% | 1.9% | 1.7% | 1.3% |
| Germany | 0.1% | 0.5% | 0.7% | 1.1% | 1.0% |
| Finland | 0.2% | 0.4% | 0.0% | 0.0% | 0.4% |
| United Kingdom | 0.9% | 0.4% | 0.2% | 0.4% | 0.3% |
| Hungary | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% |
| Portugal | 0.0% | 0.1% | 0.0% | 0.1% | 0.1% |
| Netherlands | 0.0% | 0.1% | 0.3% | 0.0% | 0.1% |
| Others | 0.0% | 0.9% | 0.1% | 0.4% | 0.1% |

Where do they stay?

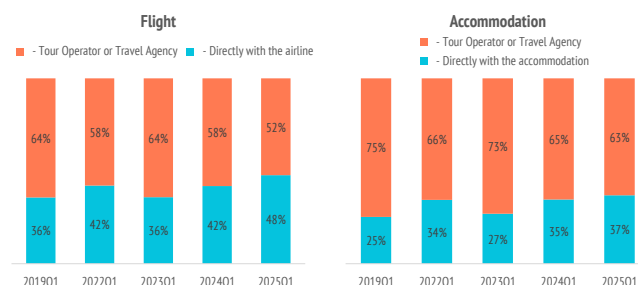
| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|---|--------|--------|--------|--------|--------|
| 1-2-3* Hotel | 15.2% | 22.8% | 14.6% | 14.4% | 11.4% |
| 4* Hotel | 23.1% | 27.5% | 26.3% | 24.2% | 18.1% |
| 5* Hotel / 5* Luxury Hotel | 6.7% | 10.2% | 4.8% | 3.0% | 4.6% |
| Aparthotel / Tourist Villa | 33.2% | 21.2% | 25.6% | 27.5% | 36.7% |
| House/room rented in a private dwelling | 6.7% | 6.1% | 10.1% | 17.3% | 17.7% |
| Private accommodation (1) | 9.6% | 7.3% | 12.3% | 9.9% | 9.4% |
| Others (Cottage, cruise, camping,...) | 5.6% | 5.0% | 6.4% | 3.8% | 2.0% |

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



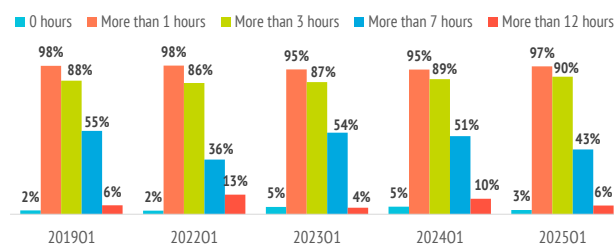
What do they book?

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|-------------------|--------|--------|--------|--------|--------|
| Room only | 51.0% | 42.2% | 51.8% | 56.7% | 58.1% |
| Bed and Breakfast | 24.2% | 25.9% | 18.1% | 16.5% | 15.7% |
| Half board | 9.9% | 8.9% | 8.1% | 9.1% | 5.7% |
| Full board | 0.9% | 0.7% | 3.0% | 1.1% | 1.8% |
| All inclusive | 14.0% | 22.3% | 19.0% | 16.7% | 18.6% |



Activities in the Canary Islands

| Outdoor time per day | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|----------------------|--------|--------|--------|--------|--------|
| 0 hours | 2.5% | 2.3% | 4.8% | 4.9% | 2.8% |
| 1 - 2 hours | 9.7% | 11.4% | 8.3% | 6.3% | 6.9% |
| 3 - 6 hours | 33.0% | 50.3% | 33.3% | 37.5% | 47.7% |
| 7 - 12 hours | 48.9% | 23.1% | 49.4% | 41.1% | 36.9% |
| More than 12 hours | 5.9% | 12.9% | 4.2% | 10.2% | 5.7% |
| Outdoor time per day | 7.3 | 6.7 | 7.1 | 7.2 | 6.7 |



| Activities in the Canary Islands | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|--|--------|--------|--------|--------|--------|
| Walk, wander | 77.5% | 78.2% | 74.4% | 75.2% | 75.9% |
| Beach | 63.5% | 65.7% | 67.6% | 65.3% | 65.9% |
| Swimming pool, hotel facilities | 59.5% | 56.9% | 65.4% | 62.9% | 56.1% |
| Hiking | -- | 38.5% | 35.8% | 34.7% | 40.2% |
| Explore the island on their own | 37.1% | 32.7% | 31.9% | 32.7% | 37.0% |
| Nightlife / concerts / shows | 13.7% | 16.0% | 13.3% | 14.9% | 15.9% |
| Wineries / markets / popular festivals | 12.6% | 6.5% | 10.1% | 10.3% | 14.9% |
| Theme parks | 7.7% | 9.0% | 10.3% | 9.6% | 13.1% |
| Running | -- | 10.0% | 7.4% | 9.4% | 10.0% |
| Beauty and health treatments | 7.4% | 8.0% | 12.3% | 9.3% | 9.6% |
| Swim | -- | 37.0% | 13.4% | 5.5% | 7.7% |
| Taste Canarian gastronomy | 6.1% | 4.9% | 6.8% | 6.5% | 7.4% |
| Organized excursions | 7.8% | 6.0% | 9.2% | 8.0% | 7.0% |
| Sea excursions / whale watching | 4.7% | 5.6% | 5.7% | 5.0% | 6.3% |
| Other Nature Activities | -- | 3.2% | 3.1% | 2.6% | 4.9% |
| Practice other sports | -- | 6.4% | 4.3% | 2.5% | 4.4% |
| Museums / exhibitions | 4.7% | 4.3% | 4.8% | 3.8% | 4.3% |
| Golf | -- | 4.7% | 2.1% | 3.7% | 3.9% |
| Astronomical observation | 1.7% | 1.8% | 1.7% | 1.2% | 2.3% |
| Surf | -- | 2.1% | 1.9% | 1.4% | 1.9% |
| Cycling / Mountain bike | -- | 3.4% | 2.1% | 2.5% | 1.8% |
| Scuba Diving | -- | 1.9% | 1.5% | 1.7% | 1.5% |
| Windsurf / Kitesurf | -- | 1.2% | 0.8% | 0.4% | 0.8% |

* Multi-choise question

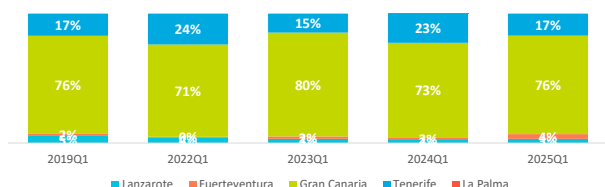
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NORWAY: First Quarter



Which island do they choose?

| Tourists (≥ 16 year old) | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|--------------------------|---------|--------|---------|---------|---------|
| Lanzarote | 8,614 | 4,012 | 4,505 | 3,993 | 5,139 |
| Fuerteventura | 2,538 | 364 | 2,696 | 3,729 | 5,939 |
| Gran Canaria | 119,690 | 65,103 | 112,437 | 127,036 | 122,490 |
| Tenerife | 27,058 | 21,823 | 20,481 | 39,293 | 27,377 |
| La Palma | 0 | 0 | 0 | 110 | 0 |



How many are loyal to the Canary Islands?

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|--|--------|--------|--------|--------|--------|
| Repeat tourists | 84.4% | 81.1% | 85.3% | 84.9% | 88.8% |
| At least 10 previous visits | 32.2% | 33.2% | 38.8% | 31.7% | 40.3% |
| Repeat tourists (last 5 years) | 76.9% | 72.5% | 78.4% | 78.8% | 83.7% |
| Repeat tourists (last 5 years)(5 or more visits) | 33.5% | 13.6% | 20.3% | 19.6% | 29.5% |

Who are they?

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|--------------------------------------|--------|--------|--------|--------|--------|
| Gender | | | | | |
| Men | 51.5% | 50.6% | 49.7% | 43.5% | 45.2% |
| Women | 48.5% | 49.4% | 50.3% | 56.5% | 54.8% |
| Age | | | | | |
| Average age | 53.8 | 48.1 | 55.8 | 52.6 | 57.9 |
| Standard deviation | 15.6 | 18.2 | 16.7 | 18.8 | 17.6 |
| Age range | | | | | |
| 16 - 24 years old | 4.4% | 14.2% | 5.3% | 10.7% | 6.2% |
| 25 - 30 years old | 6.5% | 8.7% | 3.8% | 7.1% | 3.2% |
| 31 - 45 years old | 18.4% | 20.4% | 18.3% | 19.7% | 17.1% |
| 46 - 60 years old | 33.1% | 24.9% | 27.2% | 20.2% | 18.2% |
| Over 60 years old | 37.6% | 31.8% | 45.4% | 42.4% | 55.4% |
| Occupation | | | | | |
| Salaried worker | 47.0% | 56.2% | 46.6% | 51.2% | 42.4% |
| Self-employed | 7.4% | 4.6% | 9.3% | 4.5% | 4.0% |
| Unemployed | 1.2% | 2.9% | 0.5% | 0.0% | 0.0% |
| Business owner | 8.2% | 9.9% | 8.9% | 7.3% | 4.4% |
| Student | 1.6% | 2.6% | 1.5% | 4.0% | 2.4% |
| Retired | 32.2% | 19.9% | 32.4% | 30.8% | 44.3% |
| Unpaid domestic work | 0.2% | 0.0% | 0.0% | 0.0% | 0.5% |
| Others | 2.2% | 3.9% | 0.8% | 2.2% | 1.9% |
| Annual household income level | | | | | |
| Less than €25,000 | 4.3% | 5.0% | 3.3% | 5.0% | 3.1% |
| €25,000 - €49,999 | 24.5% | 14.2% | 10.1% | 12.8% | 12.9% |
| €50,000 - €74,999 | 32.2% | 28.4% | 25.8% | 34.6% | 32.1% |
| More than €74,999 | 39.0% | 52.4% | 60.7% | 47.6% | 51.9% |
| Education level | | | | | |
| No studies | 0.7% | 0.4% | 0.4% | 0.7% | 0.7% |
| Primary education | 4.5% | 3.8% | 2.4% | 3.4% | 3.2% |
| Secondary education | 34.8% | 25.0% | 24.1% | 29.5% | 26.5% |
| Higher education | 60.1% | 70.8% | 73.1% | 66.5% | 69.5% |

| Share by islands | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|------------------|--------|--------|--------|--------|--------|
| Lanzarote | 5.5% | 4.4% | 3.2% | 2.3% | 3.2% |
| Fuerteventura | 1.6% | 0.4% | 1.9% | 2.1% | 3.7% |
| Gran Canaria | 75.8% | 71.3% | 80.2% | 72.9% | 76.1% |
| Tenerife | 17.1% | 23.9% | 14.6% | 22.6% | 17.0% |
| La Palma | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% |

How many islands do they visit during their trip?

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|-----------------------|--------|--------|--------|--------|--------|
| One island | 92.7% | 93.9% | 96.1% | 96.8% | 96.0% |
| Two islands | 6.7% | 6.1% | 3.4% | 3.2% | 4.0% |
| Three or more islands | 0.6% | 0.0% | 0.5% | 0.0% | 0.0% |

How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|---------------------------|--------|--------|--------|--------|--------|
| Average rating | 8.45 | 8.69 | 8.47 | 8.62 | 8.45 |

| Experience in the Canary Islands | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|-------------------------------------|--------|--------|--------|--------|--------|
| Worse or much worse than expected | 3.0% | 1.7% | 1.3% | 1.0% | 0.7% |
| Lived up to expectations | 68.5% | 55.2% | 64.0% | 68.1% | 68.0% |
| Better or much better than expected | 28.5% | 43.1% | 34.7% | 30.9% | 31.2% |

| Future intentions (scale 0-10) | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Return to the Canary Islands | 8.79 | 8.86 | 8.96 | 8.88 | 8.82 |
| Recommend visiting the Canary Islands | 8.67 | 8.88 | 8.87 | 8.80 | 8.85 |

Who do they come with?

| | 2019Q1 | 2022Q1 | 2023Q1 | 2024Q1 | 2025Q1 |
|-------------------------------------|--------|--------|--------|--------|--------|
| Unaccompanied | 10.9% | 11.6% | 9.7% | 9.6% | 9.4% |
| Only with partner | 54.3% | 43.5% | 47.3% | 52.8% | 49.8% |
| Only with children (< 13 years old) | 2.0% | 3.5% | 4.1% | 2.3% | 2.1% |
| Partner + children (< 13 years old) | 2.9% | 3.8% | 6.9% | 3.0% | 4.9% |
| Other relatives | 7.1% | 14.5% | 10.1% | 12.1% | 7.3% |
| Friends | 7.3% | 8.0% | 3.1% | 7.0% | 9.4% |
| Work colleagues | 0.4% | 0.3% | 0.2% | 0.4% | 0.0% |
| Organized trip | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% |
| Other combinations (2) | 15.2% | 14.8% | 18.6% | 12.8% | 16.6% |

(2) Combination of some of the groups previously analyzed

| Tourists with children | 11.3% | 14.3% | 18.3% | 11.0% | 13.5% |
|------------------------------------|-------|-------|-------|-------|-------|
| - Between 0 and 2 years old | 2.2% | 0.0% | 1.7% | 0.3% | 2.2% |
| - Between 3 and 12 years old | 8.0% | 13.6% | 15.8% | 10.0% | 11.3% |
| - Between 0 - 2 and 3-12 years old | 1.1% | 0.7% | 0.9% | 0.6% | 0.0% |

| Tourists without children | 88.7% | 85.7% | 81.7% | 89.0% | 86.5% |
|----------------------------|-------------|-------------|-------------|-------------|-------------|
| Group composition: | | | | | |
| - 1 person | 13.9% | 14.6% | 13.7% | 12.5% | 11.8% |
| - 2 people | 63.8% | 56.3% | 54.8% | 59.2% | 62.5% |
| - 3 people | 8.1% | 12.8% | 9.6% | 11.4% | 7.3% |
| - 4 or 5 people | 11.7% | 13.9% | 15.8% | 10.9% | 14.1% |
| - 6 or more people | 2.6% | 2.5% | 6.1% | 6.1% | 4.3% |
| Average group size: | 2.35 | 2.45 | 2.61 | 2.53 | 2.49 |

*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.