## How many are they and how much do they spend?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	414	325	407	420	399
Tourist arrivals ≥ 16 years old (EGT) (*)	380	299	372	386	363
<ul> <li>book holiday package (*)</li> </ul>	69	34	53	67	73
<ul> <li>do not book holiday package (*)</li> </ul>	310	265	320	318	291
- % tourists who book holiday package	18.3%	11.4%	14.1%	17.5%	20.0%
Children < 16 years old (FRONTUR - EGT) (*)	35	26	35	34	35
Expenditure per tourist (€)	572	725	711	874	833
<ul> <li>book holiday package</li> </ul>	854	995	1,091	1,164	1,198
- holiday package	634	760	834	916	937
- others	220	235	257	248	261
<ul> <li>do not book holiday package</li> </ul>	509	690	649	812	742
- flight	122	172	164	202	179
- accommodation	139	237	210	289	268
- others	249	282	275	322	295
Average lenght of stay	6.0	6.9	6.5	6.4	6.0
- Median	6.0	6.4	6.0	6.0	6.0
Average daily expenditure (€)	110.43	124.66	127.87	154.39	159.38
- Median	108.63	120.22	135.20	157.53	149.31
Average daily expenditure (without flight)	82.25	92.10	95.50	114.22	119.35
- Median	83.31	94.16	102.26	118.44	117.01
Average cost of the flight (€)	138.05	179.59	178.25	218.61	202.30
Total turnover ( $\geq$ 16 years old) (€m)	217	217	265	337	303
Turnover without flight (≥ 16 years old) (€m)	165	163	198	253	229
(*) Thousands of tourists					

% Tourists whose spendin<mark>g has been greater than €0 in each item</mark>

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	63.0%	67.9%	67.1%	70.7%	75.3%
- Additional accommodation expenses	8.7%	9.5%	7.1%	7.4%	7.2%
Transport:					
- National/International Transport	90.1%	89.6%	91.1%	92.9%	92.1%
- Flights between islands	6.7%	8.0%	6.0%	5.8%	6.3%
- Taxi	22.7%	18.6%	20.5%	22.5%	25.0%
- Car rental	42.4%	49.6%	50.0%	49.4%	51.1%
- Public transport	11.2%	12.7%	14.8%	12.3%	15.7%
Food and drink:					
- Food purchases at supermarkets	51.2%	50.7%	52.2%	52.8%	54.8%
- Restaurants	75.0%	80.8%	76.4%	77.8%	77.2%
Leisure:					
- Organized excursions	15.9%	17.2%	20.5%	20.1%	22.6%
- Sport activities	3.0%	3.8%	4.6%	5.0%	4.7%
- Cultural activities	3.5%	2.8%	4.2%	3.7%	3.6%
- Museums	6.3%	6.9%	7.5%	7.4%	7.6%
- Theme Parks	6.3%	7.1%	8.8%	7.5%	9.2%
- Discos and pubs	12.5%	8.2%	14.3%	12.8%	11.4%
- Wellness	3.3%	2.2%	3.1%	3.2%	3.3%
Purchases of goods:					
- Souvenirs	46.6%	40.1%	38.4%	41.5%	42.1%
- Other expenses	0.3%	0.6%	0.9%	0.4%	0.8%
Other:					
- Medical or pharmaceutical expenses	5.9%	5.8%	6.4%	6.5%	6.8%
- Other expenses	5.8%	5.2%	4.1%	4.6%	4.3%
	3.8%	5.270	4.170	4.0%	4.3%





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:	385	492	490	604	544
- Accommodation	291	385	376	476	439
- Additional accommodation expenses	95	107	115	127	106
Transport:	339	459	423	508	472
- National/International Transport	153	201	196	235	220
- Flights between islands	55	63	62	73	68
- Taxi	39	56	48	57	56
- Car rental	69	112	98	107	110
- Public transport	23	27	19	36	19
Food and drink:	179	203	199	227	205
- Food purchases at supermarkets	72	75	70	81	70
- Restaurants	107	128	129	146	135
Leisure:	351	333	397	445	417
- Organized excursions	74	61	69	78	93
- Sport activities	54	62	69	83	68
- Cultural activities	39	30	44	42	41
- Museums	25	28	30	31	38
- Theme Parks	50	61	58	69	64
- Discos and pubs	61	50	68	92	62
- Wellness	48	41	60	50	52
Purchases of goods:	557	276	185	138	100
- Souvenirs	80	69	66	73	62
- Other expenses	477	208	119	65	38
Other:	68	91	136	91	61
- Medical or pharmaceutical expenses	18	19	31	30	13
- Other expenses	51	72	104	61	48

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) SPANISH MAINLAND: First Quarter

## What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	65.4%	68.4%	67.7%	73.0%	74.0%
Visiting family or friends	22.0%	20.9%	23.2%	20.0%	14.9%
Business and work	10.3%	8.8%	7.2%	5.7%	8.0%
Education and training	0.1%	0.2%	0.1%	0.2%	0.3%
Sports training	0.5%	0.8%	0.4%	0.2%	1.3%
Health or medical care	0.2%	0.3%	0.3%	0.3%	0.0%
Fairs and congresses	0.4%	0.0%	0.2%	0.1%	0.3%
Others	1.0%	0.5%	0.9%	0.4%	1.2%

## What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	28.1%	28.0%	24.5%	27.4%	26.0%
Enjoy family time	22.5%	25.5%	25.6%	26.1%	21.5%
Have fun	16.3%	8.7%	14.8%	13.7%	15.2%
Explore the destination	28.3%	33.5%	32.2%	29.2%	32.2%
Practice their hobbies	2.7%	2.9%	1.5%	1.7%	2.7%
Other reasons	1.9%	1.4%	1.3%	1.8%	2.3%

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
	2019Q1	2022Q1	2025Q1	2024Q1	2025Q1
Didn't have holidays		12.4%	4.9%	5.4%	4.6%
Canary Islands		18.4%	22.6%	21.5%	19.2%
Other destination		69.2%	72.5%	73.1%	76.2%
- Balearic Islands		7.5%	6.6%	7.0%	5.4%
- Rest of Spain		40.0%	31.5%	29.4%	32.7%
- Italy		4.6%	7.2%	7.1%	7.2%
- France		3.6%	5.0%	3.7%	4.3%
- Turkey		0.5%	1.2%	1.0%	0.8%
- Greece		1.0%	1.8%	2.6%	1.6%
- Portugal		4.5%	5.1%	5.6%	5.2%
- Croatia		0.7%	0.6%	1.1%	0.8%
- Egypt		0.5%	0.9%	0.9%	1.1%
- Tunisia		0.0%	0.0%	0.1%	0.2%
- Morocco		0.6%	1.2%	1.7%	2.3%
- Others		5.6%	11.4%	12.9%	14.7%

\* 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")		47.3%	45.8%	42.8%	43.2%
Canary Islands (other island)		24.7%	25.8%	25.4%	27.6%
Other destination		28.0%	28.4%	31.8%	29.2%
- Balearic Islands		4.4%	4.6%	5.6%	5.1%
- Rest of Spain		9.4%	7.1%	8.5%	7.0%
- Italy		3.7%	3.9%	4.8%	5.1%
- France		1.6%	1.9%	1.0%	1.0%
- Turkey		0.9%	1.0%	0.9%	0.6%
- Greece		1.7%	1.6%	1.9%	1.5%
- Portugal		2.4%	2.9%	3.4%	3.7%
- Croatia		0.5%	0.7%	0.9%	0.8%
- Egypt		0.8%	1.9%	1.6%	1.3%
- Others		2.7%	2.8%	3.2%	3.2%

\* Percentage of valid answers



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## Importance of each factor in the destination choice

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	64.9%	63.2%	62.0%	63.2%	61.4%
Landscapes	48.4%	53.2%	51.5%	53.5%	51.7%
Tranquility	49.2%	52.8%	50.9%	51.3%	51.5%
Sea	42.9%	49.3%	44.5%	46.5%	45.0%
Safety	33.1%	40.3%	38.1%	40.9%	41.7%
Beaches	38.4%	45.1%	40.6%	42.5%	40.7%
Environment	40.1%	43.5%	42.4%	43.3%	40.4%
European belonging	34.8%	42.2%	37.6%	38.7%	39.9%
Authenticity	28.1%	33.9%	32.2%	34.1%	33.5%
Gastronomy	24.8%	30.1%	28.9%	32.0%	31.8%
Price	27.0%	29.9%	29.3%	31.3%	30.3%
Effortless trip	24.3%	27.0%	26.4%	28.9%	29.0%
Fun possibilities	22.3%	24.1%	24.1%	27.7%	27.4%
Accommodation supply	23.7%	25.7%	26.4%	25.2%	26.6%
Exoticism	15.4%	19.4%	17.3%	19.2%	17.8%
Historical heritage	14.4%	14.8%	15.6%	16.7%	17.5%
Culture	11.0%	11.3%	11.7%	13.1%	14.2%
Hiking trail network	13.4%	15.5%	14.0%	16.3%	13.0%
Nightlife	8.4%	8.8%	8.0%	10.4%	9.5%
Shopping	7.4%	7.4%	6.9%	8.4%	8.0%

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	1.7%	1.5%	1.8%	1.4%	2.0%
Between 1 and 30 days	42.6%	44.5%	36.8%	32.8%	32.1%
Between 1 and 2 months	33.0%	32.9%	34.1%	30.6%	28.2%
Between 3 and 6 months	18.3%	17.1%	23.0%	28.7%	27.7%
More than 6 months	4.5%	3.9%	4.3%	6.5%	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	36.4%	36.8%	37.6%	38.1%	38.1%
Friends or relatives	41.4%	38.9%	40.8%	40.9%	37.6%
Internet or social media	46.6%	48.7%	45.8%	45.3%	44.4%
Mass Media	1.2%	1.3%	1.0%	1.9%	1.2%
Travel guides and magazines	3.5%	2.6%	2.4%	3.5%	3.0%
Travel Blogs or Forums	6.6%	10.4%	8.6%	7.4%	6.7%
Travel TV Channels	0.4%	0.2%	0.3%	0.4%	0.1%
Tour Operator or Travel Agency	8.9%	7.2%	10.0%	6.8%	8.2%
Public administrations or similar	1.2%	1.9%	1.1%	0.7%	1.7%
Others	3.1%	4.4%	4.5%	4.8%	5.6%

\* Multi-choise question

# Tourist profile. Historical data (2019 - 2025) **SPANISH MAINLAND: First Quarter**

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	73.1%	74.6%	74.1%	76.6%	73.2%
- Tour Operator or Travel Agency	26.9%	25.4%	25.9%	23.4%	26.8%
Accommodation					
- Directly with the accommodation	57.3%	57.3%	56.6%	58.4%	60.6%
- Tour Operator or Travel Agency	42.7%	42.7%	43.4%	41.6%	39.4%
Where does the flight com					

## Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Spanish Mainland	99.4%	99.1%	99.6%	99.7%	99.6%
Germany	0.1%	0.1%	0.0%	0.0%	0.1%
Others	0.2%	0.1%	0.0%	0.1%	0.0%
United Kingdom	0.1%	0.2%	0.0%	0.1%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	0.0%	0.3%	0.1%	0.0%	0.0%
Romania	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.1%	0.1%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.1%	0.0%	0.0%
Others	0.0%	0.1%	0.1%	0.1%	0.0%

Where do they stay?					<b>H</b>
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	10.0%	13.4%	12.0%	11.9%	15.0%
4* Hotel	24.3%	31.9%	30.0%	33.1%	35.2%
5* Hotel / 5* Luxury Hotel	5.7%	7.0%	6.3%	7.9%	6.3%
Aparthotel / Tourist Villa	10.2%	13.9%	14.6%	6.4%	7.5%
House/room rented in a private dwelling	11.7%	7.1%	7.5%	15.5%	16.3%
Private accommodation (1)	27.3%	21.7%	24.5%	21.2%	16.3%
Others (Cottage, cruise, camping,)	10.8%	4.9%	5.1%	4.0%	3.4%

(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	41.6%	38.2%	41.0%	38.9%	44.7%
Bed and Breakfast	18.7%	24.0%	19.9%	19.7%	18.1%
Half board	17.0%	19.8%	18.1%	21.4%	16.8%
Full board	7.5%	4.4%	5.1%	4.3%	5.6%
All inclusive	15.1%	13.6%	15.9%	15.7%	14.7%



## Activities in the Canary Islands

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2025Q1

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	0.6%	0.4%	0.5%	0.7%	0.8%
1 - 2 hours	2.5%	3.2%	2.4%	3.3%	2.8%
3 - 6 hours	11.2%	15.9%	14.6%	16.9%	13.9%
7 - 12 hours	62.6%	58.7%	62.6%	59.5%	61.6%
More than 12 hours	23.1%	21.8%	20.0%	19.6%	21.0%
Outdoor time per day	10.4	9.9	10.1	9.9	10.2



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	72.4%	76.2%	77.3%	75.4%	76.7%
Beach	65.9%	75.1%	73.3%	72.6%	71.9%
Explore the island on their own	58.6%	65.5%	65.4%	65.3%	66.0%
Swimming pool, hotel facilities	44.3%	48.8%	49.2%	46.5%	48.0%
Taste Canarian gastronomy	39.1%	45.6%	43.8%	43.6%	45.3%
Hiking		27.9%	24.2%	23.5%	23.1%
Wineries / markets / popular festivals	15.9%	15.8%	17.0%	18.2%	18.4%
Museums / exhibitions	15.9%	16.9%	17.2%	17.8%	18.2%
Theme parks	16.5%	12.8%	15.7%	16.2%	18.1%
Nightlife / concerts / shows	15.2%	11.5%	15.1%	17.5%	16.4%
Organized excursions	14.0%	16.1%	16.0%	15.3%	16.1%
Other Nature Activities		13.8%	12.8%	13.2%	12.7%
Sea excursions / whale watching	9.8%	12.1%	10.7%	10.5%	10.6%
Running		7.4%	5.4%	5.4%	5.7%
Practice other sports		6.3%	5.5%	5.5%	5.2%
Astronomical observation	4.1%	5.0%	4.7%	4.8%	4.9%
Beauty and health treatments	4.7%	3.8%	4.2%	4.0%	3.8%
Scuba Diving		4.4%	3.2%	3.0%	3.1%
Surf		4.9%	2.8%	3.1%	2.9%
Swim		26.2%	3.6%	2.2%	2.1%
Cycling / Mountain bike		2.5%	2.0%	1.7%	1.6%
Golf		1.1%	0.8%	1.1%	1.2%
Windsurf / Kitesurf		0.9%	0.5%	0.8%	0.5%
* Multi-choise question					



## Which island do they choose?

Tourists	(≥ 16 year	old)	2019Q	1 202	2Q1	2023Q1	202	4Q1	2025Q1
Lanzarote			52,05	7 49	9,656	54,351	51	L,270	52,741
Fuerteven	tura		24,69	1 22	2,143	30,814	31	L,236	33,826
Gran Cana	ria		135,62	1 86	5,534	107,633	119	9,604	111,697
Tenerife			156,92	7 129	9,611	169,678	174	1,262	155,074
La Palma			8,78	8 8	8,639	7,627	7	7,612	8,035
			_				-		
	42%	44%		46%		45%		43	%
	36%	29% 7%		29%		31%		31	

### Share by islands 2019Q1 2022Q1 2023Q1 2024Q1 2025Q1 Lanzarote 13.8% 16.7% 14.7% 13.4% 14.6% 6.5% 7.5% Fuerteventura 8.3% 8.1% 9.4% Gran Canaria 35.9% 29.2% 29.1% 31.1% 30.9% Tenerife 41.5% 43.7% 45.8% 45.4% 42.9% La Palma 2.3% 2.9% 2.1% 2.0% 2.2%

How many islands do they visit during their trip?

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	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	87.2%	88.6%	89.9%	91.4%	90.5%
Two islands	10.9%	10.1%	8.7%	7.5%	7.8%
Three or more islands	1.9%	1.3%	1.4%	1.1%	1.7%
How do they rate the Canary Islands?					

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.63	8.79	8.97	8.78	8.64
experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Vorse or much worse than expected	2.6%	3.5%	1.6%	4.4%	3.0%
ived up to expectations	50.2%	52.4%	45.8%	51.2%	52.2%
etter or much better than expected	47.2%	44.1%	52.6%	44.4%	44.8%
uture intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
eturn to the Canary Islands	9.01	9.22	9.34	9.22	9.06
Recommend visiting the Canary Islands	9.11	9.31	9.42	9.26	9.19

## Who do they come with?

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	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	24.8%	21.6%	20.9%	18.3%	15.6%
Only with partner	38.3%	36.1%	34.5%	35.3%	35.7%
Only with children (< 13 years old)	3.1%	3.9%	3.8%	4.4%	3.2%
Partner + children (< 13 years old)	4.2%	7.4%	6.6%	6.6%	7.5%
Other relatives	5.5%	7.6%	6.9%	8.9%	8.7%
Friends	14.1%	10.4%	14.1%	12.2%	14.9%
Work colleagues	2.1%	2.4%	1.9%	1.5%	2.6%
Organized trip	0.2%	0.7%	0.0%	0.2%	0.4%
Other combinations (2) (2) Combination of some of the groups previously	7.5% analyzed	9.9%	11.3%	12.6%	11.4%
Tourists with children	10.1%	15.1%	14.2%	15.9%	16.3%
- Between 0 and 2 years old	1.7%	2.3%	1.4%	1.5%	2.2%
- Between 3 and 12 years old	7.4%	12.2%	11.8%	13.3%	13.0%
- Between 0 -2 and 3-12 years old	1.0%	0.6%	1.0%	1.1%	1.1%
Tourists without children	89.9%	84.9%	85.8%	84.1%	83.7%
Group composition:					
- 1 person	31.1%	26.6%	25.0%	22.7%	19.5%
- 2 people	46.0%	43.6%	43.6%	42.1%	43.8%
- 3 people	8.8%	10.9%	12.0%	12.5%	10.9%
- 4 or 5 people	11.1%	15.2%	14.1%	16.9%	17.6%
- 6 or more people	2.9%	3.8%	5.3%	5.8%	8.3%
Average group size:	2.19	2.38	2.47	2.66	2.86
*People who share the main expenses of the trip					

2022Q1 2023Q1 2024Q1 🗖 Lanzarote 📑 Fuerteventura 📑 Gran Canaria 📑 Tenerife 📑 La Palma 2025Q1

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How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	71.3%	76.2%	74.0%	74.8%	76.2%
At least 10 previous visits	20.5%	22.1%	24.5%	20.9%	18.4%
Repeat tourists (last 5 years)	67.0%	69.1%	68.4%	68.0%	71.2%
Repeat tourists (last 5 years)(5 or more visits)	22.8%	18.5%	22.3%	20.7%	20.5%

## Who are they?

2019Q1

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	55.9%	53.7%	50.3%	50.9%	51.5%
Women	44.1%	46.3%	49.7%	49.1%	48.5%
Age					
Average age	41.9	41.7	40.8	40.6	42.7
Standard deviation	13.6	14.2	14.3	14.7	14.8
Age range					
16 - 24 years old	7.7%	10.5%	12.1%	15.1%	8.8%
25 - 30 years old	16.4%	14.8%	17.3%	14.8%	14.6%
31 - 45 years old	39.9%	39.0%	36.3%	37.5%	39.5%
46 - 60 years old	24.5%	22.5%	22.9%	20.6%	21.5%
Over 60 years old	11.5%	13.2%	11.4%	12.0%	15.5%
Occupation					
Salaried worker	56.0%	60.1%	58.1%	59.6%	57.5%
Self-employed	14.4%	11.7%	13.4%	12.0%	12.4%
Unemployed	4.0%	3.4%	1.9%	2.5%	2.5%
Business owner	10.2%	8.5%	8.9%	8.9%	10.0%
Student	4.1%	5.8%	8.3%	8.6%	4.3%
Retired	10.3%	9.7%	8.0%	7.5%	11.9%
Unpaid domestic work	0.5%	0.0%	0.3%	0.1%	0.3%
Others	0.5%	0.8%	1.2%	0.7%	1.1%
Annual household income level					
Less than €25,000	30.9%	22.7%	23.5%	20.0%	18.2%
€25,000 - €49,999	45.6%	47.4%	48.6%	42.8%	47.0%
€50,000 - €74,999	14.3%	16.9%	16.5%	21.8%	20.9%
More than €74,999	9.2%	13.1%	11.4%	15.4%	13.9%
Education level					
No studies	0.4%	0.2%	0.7%	0.5%	0.3%
Primary education	3.3%	2.2%	3.1%	1.9%	3.1%
Secondary education	21.6%	17.2%	15.0%	13.3%	17.9%
Higher education	74.7%	80.4%	81.2%	84.4%	78.7%

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.

