

Tourist profile. Historical data (2019 - 2025)

GERMANY: Second Quarter



How many are they and how much do they spend?

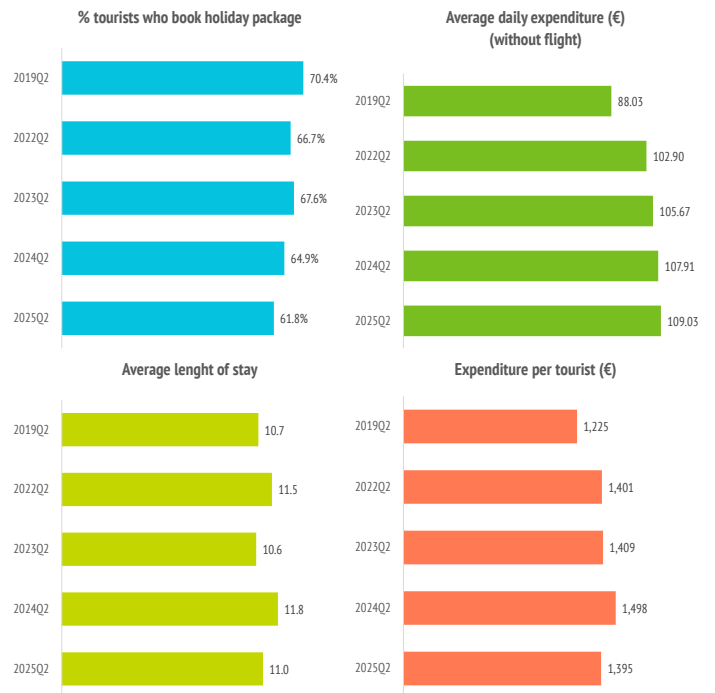


	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	579	520	552	563	585
Tourist arrivals ≥ 16 years old (EGT) (*)	511	478	477	481	536
- book holiday package (*)	359	319	323	312	331
- do not book holiday package (*)	151	159	154	169	205
- % tourists who book holiday package	70.4%	66.7%	67.6%	64.9%	61.8%
Children < 16 years old (FRONTUR - EGT) (*)	68	42	75	82	50
Expenditure per tourist (€)	1,225	1,401	1,409	1,498	1,395
- book holiday package	1,292	1,421	1,470	1,587	1,530
- holiday package	1,099	1,226	1,266	1,369	1,326
- others	194	195	204	218	204
- do not book holiday package	1,064	1,360	1,281	1,334	1,178
- flight	335	378	356	380	340
- accommodation	329	463	448	416	384
- others	400	518	477	537	454
Average lenght of stay	10.7	11.5	10.6	11.8	11.0
- Median	9.3	9.5	9.1	9.7	9.3
Average daily expenditure (€)	129.11	139.50	150.57	153.20	145.60
- Median	117.97	131.06	133.93	140.42	141.09
Average daily expenditure (without flight)	88.03	102.90	105.67	107.91	109.03
- Median	80.60	96.46	98.48	100.26	105.80
Average cost of the flight (€)	389.85	364.90	414.68	436.79	364.26
Total turnover (≥ 16 years old) (€m)	625	669	672	720	747
Turnover without flight (≥ 16 years old) (€m)	426	495	474	510	552

(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	88.3%	89.4%	89.9%	86.4%	86.7%
- Additional accommodation expenses	5.4%	5.0%	6.5%	3.6%	4.4%
Transport:					
- National/International Transport	96.6%	98.2%	97.2%	96.7%	96.5%
- Flights between islands	3.5%	3.8%	5.2%	2.6%	4.0%
- Taxi	57.1%	57.3%	59.1%	55.6%	53.9%
- Car rental	33.5%	34.3%	38.2%	35.4%	38.9%
- Public transport	10.7%	10.9%	13.9%	13.4%	15.2%
Food and drink:					
- Food purchases at supermarkets	52.3%	50.8%	57.3%	54.0%	52.3%
- Restaurants	48.7%	55.7%	53.7%	55.0%	58.1%
Leisure:					
- Organized excursions	25.1%	24.0%	27.5%	26.5%	27.2%
- Sport activities	6.7%	7.2%	8.1%	6.8%	7.0%
- Cultural activities	3.6%	2.0%	3.0%	2.8%	3.5%
- Museums	5.6%	5.1%	5.4%	4.4%	5.4%
- Theme Parks	7.5%	7.8%	7.5%	9.2%	7.0%
- Discos and pubs	4.7%	4.3%	2.9%	3.8%	7.9%
- Wellness	4.7%	3.7%	4.9%	4.8%	3.4%
Purchases of goods:					
- Souvenirs	43.4%	35.5%	37.6%	41.5%	38.8%
- Other expenses	1.3%	0.7%	0.9%	0.9%	0.6%
Other:					
- Medical or pharmaceutical expenses	7.6%	6.9%	6.4%	6.3%	7.7%
- Other expenses	5.7%	4.1%	4.9%	5.7%	3.1%



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

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	703	882	852	908	903
- Additional accommodation expenses	608	741	713	773	783
- Additional accommodation expenses	95	141	139	136	120
Transport:					
- National/International Transport	645	755	748	801	692
- National/International Transport	404	372	427	452	378
- Flights between islands	51	82	72	75	75
- Taxi	70	123	101	115	91
- Car rental	92	154	124	128	117
- Public transport	28	24	24	31	31
Food and drink:					
- Food purchases at supermarkets	238	281	264	316	266
- Food purchases at supermarkets	98	111	94	129	104
- Restaurants	140	170	170	187	163
Leisure:					
- Organized excursions	488	552	473	543	538
- Organized excursions	87	97	90	97	91
- Sport activities	140	103	99	120	151
- Cultural activities	42	55	62	66	50
- Museums	28	33	25	33	24
- Theme Parks	49	52	53	82	57
- Discos and pubs	62	146	68	72	102
- Wellness	80	66	75	73	64
Purchases of goods:					
- Souvenirs	398	148	538	345	949
- Souvenirs	96	98	74	91	83
- Other expenses	301	50	464	254	866
Other:					
- Medical or pharmaceutical expenses	91	100	114	150	114
- Medical or pharmaceutical expenses	35	42	49	63	57
- Other expenses	57	58	65	87	57

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)

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What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	94.0%	93.0%	93.5%	92.0%	91.8%
Visiting family or friends	4.0%	4.3%	4.5%	6.1%	5.3%
Business and work	1.1%	0.9%	0.4%	0.4%	0.8%
Education and training	0.1%	0.3%	0.3%	0.1%	0.5%
Sports training	0.6%	0.3%	0.4%	0.7%	1.0%
Health or medical care	0.0%	0.1%	0.1%	0.2%	0.2%
Fairs and congresses	0.0%	0.0%	0.1%	0.0%	0.0%
Others	0.2%	1.0%	0.8%	0.6%	0.4%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	51.7%	46.3%	47.2%	45.6%	43.3%
Enjoy family time	10.2%	11.5%	9.6%	11.3%	6.6%
Have fun	6.7%	6.0%	8.8%	8.1%	8.4%
Explore the destination	25.9%	29.8%	29.3%	30.2%	35.6%
Practice their hobbies	3.9%	3.7%	2.7%	3.2%	3.8%
Other reasons	1.6%	2.7%	2.3%	1.7%	2.3%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	28.1%	16.0%	12.5%	11.4%
Canary Islands	--	22.4%	22.6%	28.3%	25.6%
Other destination	--	49.4%	61.4%	59.1%	63.0%
- Balearic Islands	--	5.6%	6.3%	5.3%	5.2%
- Rest of Spain	--	4.4%	4.9%	4.2%	5.3%
- Italy	--	8.8%	9.4%	7.1%	8.7%
- France	--	3.1%	4.2%	3.0%	3.3%
- Turkey	--	2.4%	3.4%	4.2%	4.8%
- Greece	--	6.8%	9.2%	9.9%	7.4%
- Portugal	--	2.3%	3.4%	3.4%	3.9%
- Croatia	--	3.1%	3.9%	2.6%	3.7%
- Egypt	--	1.7%	2.1%	4.0%	2.9%
- Tunisia	--	0.2%	0.4%	1.3%	0.7%
- Morocco	--	0.3%	0.7%	0.4%	1.0%
- Others	--	10.7%	13.6%	13.7%	16.1%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	27.9%	25.7%	27.8%	28.1%
Canary Islands (other island)	--	27.7%	26.8%	28.4%	26.8%
Other destination	--	44.4%	47.6%	43.8%	45.1%
- Balearic Islands	--	8.1%	6.5%	7.0%	5.9%
- Rest of Spain	--	5.1%	6.9%	6.8%	6.1%
- Italy	--	3.9%	4.4%	3.7%	4.2%
- France	--	1.2%	0.9%	1.2%	1.6%
- Turkey	--	2.2%	3.5%	3.3%	3.6%
- Greece	--	10.1%	9.8%	9.6%	9.1%
- Portugal	--	5.3%	5.9%	5.3%	5.8%
- Croatia	--	2.1%	2.6%	1.8%	2.5%
- Egypt	--	3.7%	4.9%	3.0%	3.5%
- Others	--	2.6%	2.1%	2.1%	2.8%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	75.6%	72.4%	74.2%	71.5%	70.9%
Sea	62.6%	65.8%	60.7%	59.6%	57.4%
Safety	59.1%	55.2%	57.1%	59.6%	56.9%
Tranquility	53.5%	52.0%	50.6%	51.4%	51.0%
Effortless trip	46.8%	44.9%	46.7%	47.8%	45.9%
Beaches	50.1%	50.6%	48.1%	49.7%	45.6%
Landscapes	37.3%	35.4%	34.7%	37.3%	43.0%
European belonging	43.5%	44.9%	40.9%	42.8%	42.2%
Accommodation supply	42.3%	41.4%	38.0%	42.3%	40.7%
Price	27.6%	30.0%	31.3%	32.0%	32.4%
Environment	30.6%	24.5%	22.6%	26.5%	30.6%
Gastronomy	22.7%	26.1%	24.6%	30.7%	28.0%
Authenticity	20.5%	19.6%	16.4%	20.7%	22.5%
Fun possibilities	15.6%	19.6%	16.9%	18.1%	16.3%
Hiking trail network	12.2%	12.6%	10.7%	11.3%	15.2%
Historical heritage	8.4%	7.3%	7.5%	9.0%	10.6%
Shopping	9.7%	9.9%	8.8%	12.2%	9.3%
Culture	7.3%	8.4%	6.8%	7.8%	7.4%
Exoticism	7.7%	8.0%	8.1%	7.4%	7.1%
Nightlife	4.4%	3.8%	4.0%	3.5%	5.8%

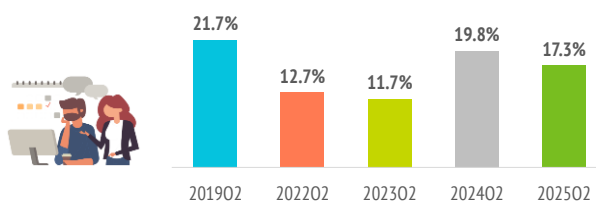
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	0.4%	0.9%	0.9%	0.2%	0.7%
Between 1 and 30 days	16.2%	26.6%	23.2%	18.9%	21.3%
Between 1 and 2 months	19.3%	26.0%	27.2%	20.4%	20.9%
Between 3 and 6 months	42.4%	33.8%	37.1%	40.7%	39.8%
More than 6 months	21.7%	12.7%	11.7%	19.8%	17.3%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	52.1%	50.9%	42.8%	42.9%	45.9%
Friends or relatives	23.5%	24.1%	24.3%	24.6%	26.2%
Internet or social media	53.4%	51.4%	55.5%	50.4%	52.3%
Mass Media	2.7%	2.3%	2.2%	2.9%	2.7%
Travel guides and magazines	16.0%	10.9%	11.2%	8.7%	9.3%
Travel Blogs or Forums	6.0%	5.2%	7.0%	6.5%	7.3%
Travel TV Channels	1.2%	1.0%	1.3%	1.2%	0.7%
Tour Operator or Travel Agency	31.4%	28.0%	25.1%	26.7%	24.7%
Public administrations or similar	0.1%	0.3%	0.3%	0.3%	0.2%
Others	1.8%	1.8%	3.6%	2.6%	3.2%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	25.9%	31.1%	30.7%	33.3%	35.5%
- Tour Operator or Travel Agency	74.1%	68.9%	69.3%	66.7%	64.5%
Accommodation					
- Directly with the accommodation	15.3%	20.9%	21.2%	22.3%	24.0%
- Tour Operator or Travel Agency	84.7%	79.1%	78.8%	77.7%	76.0%

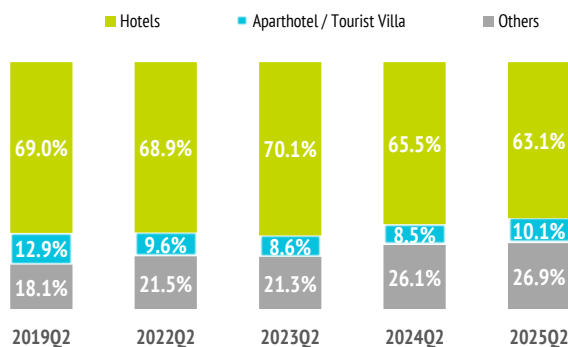
Where does the flight come from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Germany	93.1%	88.6%	91.7%	93.8%	92.4%
Spanish Mainland	3.0%	3.8%	2.6%	3.5%	2.9%
Luxembourg	0.2%	0.7%	1.8%	0.4%	1.3%
Switzerland	2.1%	4.4%	1.7%	1.0%	1.2%
Portugal	0.1%	1.2%	0.7%	0.3%	0.6%
Austria	0.5%	0.4%	0.6%	0.2%	0.4%
Netherlands	0.5%	0.1%	0.2%	0.1%	0.4%
United Kingdom	0.0%	0.2%	0.2%	0.0%	0.4%
Czech Republic	0.0%	0.1%	0.0%	0.0%	0.3%
Others	0.0%	0.0%	0.0%	0.1%	0.2%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	15.7%	12.4%	13.1%	12.8%	12.6%
4* Hotel	44.9%	47.4%	50.1%	43.0%	42.0%
5* Hotel / 5* Luxury Hotel	8.5%	9.1%	6.8%	9.7%	8.5%
Aparthotel / Tourist Villa	12.9%	9.6%	8.6%	8.5%	10.1%
House/room rented in a private dwelling	5.6%	7.8%	7.7%	14.8%	15.6%
Private accommodation (1)	6.2%	6.8%	6.8%	8.6%	8.6%
Others (Cottage, cruise, camping,...)	6.3%	6.9%	6.8%	2.7%	2.7%

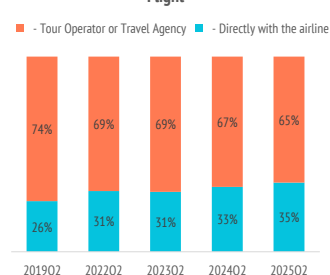
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



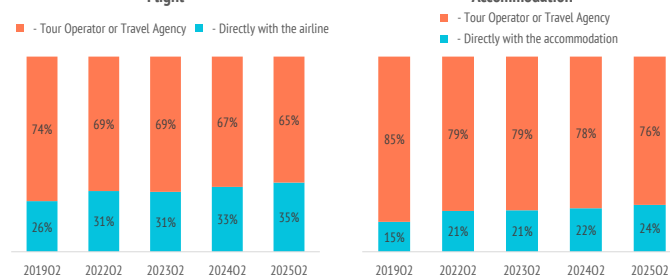
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	15.0%	18.1%	18.4%	21.9%	23.4%
Bed and Breakfast	7.8%	6.1%	6.9%	7.3%	8.5%
Half board	33.0%	28.9%	29.1%	27.4%	26.3%
Full board	4.1%	3.4%	2.8%	2.8%	2.5%
All inclusive	40.0%	43.6%	42.8%	40.6%	39.2%

Flight

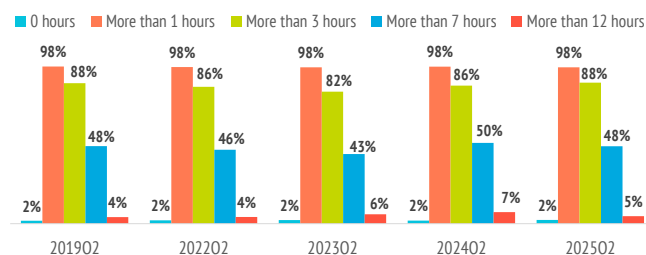


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	1.8%	2.1%	2.3%	1.9%	2.3%
1 - 2 hours	10.4%	12.4%	15.3%	11.9%	9.6%
3 - 6 hours	39.4%	39.3%	39.0%	35.8%	39.7%
7 - 12 hours	44.3%	42.0%	37.7%	43.2%	43.7%
More than 12 hours	4.1%	4.2%	5.8%	7.3%	4.7%
Outdoor time per day	6.8	6.6	6.4	7.0	6.7

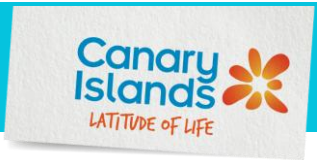


Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Beach	78.0%	78.7%	81.0%	78.7%	79.8%
Walk, wander	50.2%	54.6%	55.7%	55.3%	61.8%
Explore the island on their own	50.3%	52.1%	51.6%	52.4%	59.3%
Taste Canarian gastronomy	28.5%	29.8%	30.4%	31.9%	37.1%
Swimming pool, hotel facilities	43.6%	43.2%	42.6%	44.2%	35.9%
Hiking	--	18.7%	19.4%	20.6%	23.6%
Organized excursions	19.9%	15.7%	16.6%	16.9%	16.6%
Other Nature Activities	--	9.3%	12.0%	11.7%	13.3%
Wineries / markets / popular festivals	12.4%	10.5%	11.3%	10.0%	12.7%
Nightlife / concerts / shows	9.4%	8.5%	9.5%	9.1%	12.1%
Sea excursions / whale watching	12.3%	13.1%	14.9%	12.8%	11.9%
Museums / exhibitions	9.4%	8.5%	12.0%	10.5%	9.7%
Theme parks	14.2%	12.2%	11.6%	11.5%	9.4%
Practice other sports	--	4.0%	4.5%	5.0%	4.7%
Astronomical observation	5.4%	4.8%	6.0%	5.4%	4.5%
Surf	--	3.7%	3.6%	3.4%	4.0%
Beauty and health treatments	4.7%	4.9%	4.8%	4.8%	3.7%
Cycling / Mountain bike	--	3.7%	4.2%	2.8%	3.7%
Scuba Diving	--	3.2%	2.1%	3.5%	3.3%
Swim	--	3.1%	3.5%	3.4%	2.9%
Running	--	1.8%	2.5%	2.3%	2.7%
Golf	--	2.5%	1.1%	1.9%	1.2%
Windsurf / Kitesurf	--	1.5%	1.7%	1.1%	0.7%

* Multi-choise question

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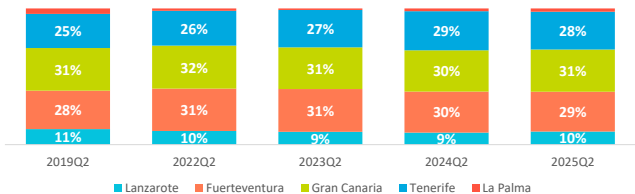
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Which island do they choose?



Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	57,088	47,013	44,798	42,412	51,324
Fuerteventura	140,708	146,548	148,409	143,686	155,540
Gran Canaria	156,377	148,741	144,700	144,531	165,105
Tenerife	125,346	120,192	129,881	137,410	147,635
La Palma	19,949	8,203	5,454	9,701	12,951



How many are loyal to the Canary Islands?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	73.2%	72.7%	65.8%	69.2%	72.9%
At least 10 previous visits	21.2%	21.0%	17.4%	24.4%	18.7%
Repeat tourists (last 5 years)	69.1%	67.1%	60.5%	61.6%	69.1%
Repeat tourists (last 5 years)(5 or more visits)	19.7%	15.0%	12.2%	16.6%	16.1%

Who are they?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	50.0%	51.0%	52.1%	51.4%	52.1%
Women	50.0%	49.0%	47.9%	48.6%	47.9%
Age					
Average age	47.8	48.7	46.0	47.9	48.9
Standard deviation	15.8	16.5	17.1	17.6	17.9
Age range					
16 - 24 years old	7.5%	6.9%	11.1%	10.2%	10.0%
25 - 30 years old	11.5%	11.5%	13.8%	11.8%	12.4%
31 - 45 years old	24.2%	26.0%	26.0%	25.2%	22.2%
46 - 60 years old	33.1%	26.9%	23.7%	23.4%	21.8%
Over 60 years old	23.7%	28.6%	25.3%	29.4%	33.5%
Occupation					
Salaried worker	58.3%	58.3%	59.8%	57.7%	53.5%
Self-employed	11.6%	6.0%	6.5%	7.5%	5.1%
Unemployed	0.6%	0.1%	0.4%	0.5%	1.1%
Business owner	10.4%	9.7%	8.8%	8.5%	7.4%
Student	2.8%	3.6%	4.8%	4.1%	5.0%
Retired	14.3%	20.9%	18.1%	20.3%	26.2%
Unpaid domestic work	0.3%	0.4%	0.6%	0.4%	0.3%
Others	1.8%	1.1%	0.9%	1.0%	1.3%
Annual household income level					
Less than €25,000	9.7%	12.8%	8.7%	8.5%	12.8%
€25,000 - €49,999	39.1%	40.1%	34.0%	35.4%	35.9%
€50,000 - €74,999	27.3%	26.0%	29.6%	30.1%	27.6%
More than €74,999	23.9%	21.2%	27.6%	26.0%	23.7%
Education level					
No studies	0.5%	0.2%	0.8%	0.5%	0.5%
Primary education	4.4%	3.8%	2.4%	3.7%	5.2%
Secondary education	28.6%	28.6%	26.0%	27.8%	24.7%
Higher education	66.5%	67.3%	70.7%	68.0%	69.6%

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.

Share by islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	11.4%	10.0%	9.5%	8.9%	9.6%
Fuerteventura	28.2%	31.1%	31.4%	30.1%	29.2%
Gran Canaria	31.3%	31.6%	30.6%	30.3%	31.0%
Tenerife	25.1%	25.5%	27.4%	28.8%	27.7%
La Palma	4.0%	1.7%	1.2%	2.0%	2.4%

How many islands do they visit during their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	90.5%	92.8%	92.1%	94.4%	92.7%
Two islands	7.0%	5.4%	6.2%	4.6%	6.0%
Three or more islands	2.5%	1.8%	1.7%	1.0%	1.3%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.67	8.77	8.70	8.66	8.69

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	1.5%	1.4%	1.0%	1.7%	1.4%
Lived up to expectations	57.1%	54.1%	51.1%	54.6%	59.6%
Better or much better than expected	41.4%	44.6%	48.0%	43.7%	39.1%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.68	8.78	8.52	8.76	8.59
Recommend visiting the Canary Islands	8.93	9.06	8.89	8.95	8.84

Who do they come with?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	10.7%	12.2%	11.7%	13.5%	14.0%
Only with partner	51.6%	53.3%	54.5%	52.8%	55.5%
Only with children (< 13 years old)	5.6%	5.2%	4.0%	3.5%	1.7%
Partner + children (< 13 years old)	5.3%	4.8%	6.1%	6.0%	3.8%
Other relatives	6.1%	4.3%	6.3%	6.7%	7.0%
Friends	5.8%	5.4%	7.7%	5.9%	9.8%
Work colleagues	0.6%	0.2%	0.1%	0.2%	0.5%
Organized trip	0.1%	0.1%	0.1%	0.0%	0.1%
Other combinations (2)	14.2%	14.5%	9.6%	11.5%	7.6%

(2) Combination of some of the groups previously analyzed

Tourists with children	14.1%	13.4%	12.4%	12.4%	6.9%
- Between 0 and 2 years old	1.5%	1.5%	2.1%	0.7%	1.5%
- Between 3 and 12 years old	11.3%	10.9%	8.7%	10.6%	5.0%
- Between 0 - 2 and 3-12 years old	1.3%	0.9%	1.6%	1.0%	0.4%
Tourists without children	85.9%	86.6%	87.6%	87.6%	93.1%
Group composition:					
- 1 person	13.8%	13.6%	13.6%	15.5%	16.1%
- 2 people	60.3%	60.0%	63.7%	62.6%	66.5%
- 3 people	11.8%	11.4%	11.1%	9.4%	10.0%
- 4 or 5 people	12.4%	13.6%	9.7%	11.0%	6.6%
- 6 or more people	1.7%	1.5%	2.0%	1.6%	0.8%
Average group size:	2.33	2.35	2.29	2.25	2.13

*People who share the main expenses of the trip