

Tourist profile. Historical data (2019 - 2025)

AUSTRIA: First Quarter



How many are they and how much do they spend?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	--	40	50	41	47
- book holiday package (*)	--	18	17	13	17
- do not book holiday package (*)	--	23	33	28	30
- % tourists who book holiday package	--	44.4%	33.5%	31.5%	35.2%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Expenditure per tourist (€)	--	1,460	1,581	1,535	1,596
- book holiday package	--	1,836	1,922	1,839	1,917
- holiday package	--	1,581	1,630	1,645	1,689
- others	--	255	292	194	228
- do not book holiday package	--	1,159	1,409	1,396	1,422
- flight	--	214	409	470	345
- accommodation	--	417	481	442	518
- others	--	527	519	483	560
Average lenght of stay	--	13.3	13.7	9.7	9.9
- Median	--	10.0	9.0	7.0	8.0
Average daily expenditure (€)	--	132.01	138.31	186.93	168.82
- Median	--	118.75	136.25	183.75	162.98
Average daily expenditure (without flight)	--	99.75	98.07	125.38	120.64
- Median	--	83.55	94.62	126.07	112.26
Average cost of the flight (€)	--	338.78	463.75	513.32	422.57
Total turnover (≥ 16 years old) (€m)	--	59	79	62	75
Turnover without flight (≥ 16 years old) (€m)	--	45	56	41	55

(*) Thousands of tourists

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	--	84.8%	79.5%	84.2%	86.7%
- Additional accommodation expenses	--	9.4%	3.8%	5.5%	7.9%
Transport:					
- National/International Transport	--	93.3%	96.3%	97.1%	94.6%
- Flights between islands	--	6.8%	7.2%	5.3%	7.9%
- Taxi	--	40.0%	32.3%	38.8%	38.2%
- Car rental	--	43.9%	55.5%	42.6%	52.9%
- Public transport	--	18.6%	17.0%	9.7%	13.1%
Food and drink:					
- Food purchases at supermarkets	--	67.7%	64.2%	60.7%	62.8%
- Restaurants	--	66.6%	73.2%	73.5%	74.4%
Leisure:					
- Organized excursions	--	17.6%	18.6%	30.2%	29.1%
- Sport activities	--	11.2%	13.3%	8.3%	12.1%
- Cultural activities	--	3.5%	5.0%	3.4%	3.1%
- Museums	--	3.0%	6.6%	3.0%	6.8%
- Theme Parks	--	8.4%	2.3%	11.3%	11.4%
- Discos and pubs	--	7.8%	3.0%	9.6%	5.0%
- Wellness	--	3.8%	7.8%	4.6%	1.6%
Purchases of goods:					
- Souvenirs	--	29.1%	36.2%	45.6%	45.3%
- Other expenses	--	0.2%	1.5%	0.0%	0.0%
Other:					
- Medical or pharmaceutical expenses	--	5.6%	9.3%	4.0%	2.5%
- Other expenses	--	5.2%	6.2%	1.0%	11.4%



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	--	993	894	960	1,136
- Additional accommodation expenses	--	794	814	703	800
Transport:					
- National/International Transport	--	199	79	257	336
- Flights between islands	--	758	806	870	812
- Taxi	--	363	482	529	447
- Car rental	--	66	59	45	95
- Public transport	--	93	81	95	111
- Food purchases at supermarkets	--	215	157	163	137
- Restaurants	--	22	28	39	22
Food and drink:					
- Food purchases at supermarkets	--	304	300	323	318
- Restaurants	--	142	114	143	113
Leisure:					
- Organized excursions	--	163	186	179	205
- Sport activities	--	408	539	410	576
- Cultural activities	--	79	121	97	80
- Museums	--	114	188	69	249
- Theme Parks	--	17	24	36	31
- Discos and pubs	--	34	12	52	35
- Wellness	--	55	40	58	66
Purchases of goods:					
- Souvenirs	--	90	49	56	66
- Other expenses	--	19	105	40	48
Other:					
- Medical or pharmaceutical expenses	--	2,115	151	56	59
- Other expenses	--	115	89	56	59
- Medical or pharmaceutical expenses	--	124	136	100	138
- Other expenses	--	88	15	54	65
- Other expenses	--	36	121	47	73

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?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	--	91.9%	80.1%	88.9%	84.1%
Visiting family or friends	--	4.9%	7.7%	10.7%	2.8%
Business and work	--	3.0%	0.0%	0.0%	0.9%
Education and training	--	0.0%	1.3%	0.0%	1.7%
Sports training	--	0.0%	8.7%	0.3%	5.7%
Health or medical care	--	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	--	0.0%	0.0%	0.0%	0.9%
Others	--	0.2%	2.2%	0.1%	3.8%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	--	30.4%	33.3%	30.9%	30.7%
Enjoy family time	--	7.3%	4.0%	15.5%	12.6%
Have fun	--	8.4%	5.0%	8.7%	8.7%
Explore the destination	--	42.0%	29.3%	38.8%	34.5%
Practice their hobbies	--	9.1%	20.0%	4.5%	11.9%
Other reasons	--	2.8%	8.4%	1.5%	1.7%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	16.6%	8.7%	9.5%	8.9%
Canary Islands	--	20.3%	21.3%	21.5%	22.4%
Other destination	--	63.1%	70.0%	69.0%	68.8%
- Balearic Islands	--	3.9%	1.8%	5.7%	2.5%
- Rest of Spain	--	4.6%	13.3%	8.8%	10.4%
- Italy	--	16.9%	16.8%	18.6%	15.4%
- France	--	9.0%	7.7%	7.4%	3.5%
- Turkey	--	1.2%	2.1%	1.8%	2.4%
- Greece	--	7.2%	2.1%	3.8%	4.0%
- Portugal	--	3.4%	5.0%	3.2%	9.4%
- Croatia	--	2.3%	3.5%	0.8%	1.7%
- Egypt	--	1.2%	1.4%	0.7%	2.7%
- Tunisia	--	0.0%	0.1%	0.0%	1.1%
- Morocco	--	1.0%	1.3%	2.4%	2.2%
- Others	--	12.3%	15.0%	15.8%	13.5%

* 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")	--	39.0%	46.8%	41.4%	47.4%
Canary Islands (other island)	--	27.3%	27.7%	26.6%	24.1%
Other destination	--	33.7%	25.5%	32.0%	28.5%
- Balearic Islands	--	1.3%	0.4%	1.5%	2.9%
- Rest of Spain	--	6.6%	4.3%	2.4%	6.2%
- Italy	--	3.9%	1.4%	2.0%	3.3%
- France	--	0.0%	0.9%	1.9%	0.9%
- Turkey	--	1.2%	1.0%	4.1%	3.1%
- Greece	--	3.0%	1.9%	4.4%	2.8%
- Portugal	--	3.9%	4.2%	2.6%	2.8%
- Croatia	--	0.0%	1.0%	1.4%	0.0%
- Egypt	--	7.6%	4.2%	5.9%	2.4%
- Others	--	6.1%	6.1%	5.9%	4.1%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	--	77.3%	86.7%	75.3%	80.1%
Safety	--	52.4%	49.9%	53.8%	62.1%
Sea	--	61.7%	63.1%	61.9%	58.8%
European belonging	--	47.2%	46.6%	34.0%	49.4%
Tranquility	--	40.4%	48.9%	37.6%	46.5%
Landscapes	--	44.1%	49.5%	48.0%	43.6%
Effortless trip	--	47.4%	42.5%	39.7%	42.6%
Accommodation supply	--	36.2%	19.8%	28.7%	36.5%
Beaches	--	48.3%	45.2%	50.0%	36.4%
Price	--	26.0%	27.3%	22.7%	32.4%
Gastronomy	--	32.9%	34.4%	39.8%	32.0%
Environment	--	39.6%	33.0%	40.4%	30.3%
Authenticity	--	23.8%	16.8%	28.4%	27.0%
Hiking trail network	--	11.7%	23.1%	29.6%	20.8%
Culture	--	7.1%	10.6%	12.3%	11.5%
Fun possibilities	--	21.2%	23.6%	25.5%	10.2%
Shopping	--	14.2%	11.2%	16.6%	10.2%
Historical heritage	--	12.0%	10.0%	11.5%	9.1%
Exoticism	--	6.9%	6.7%	16.5%	8.7%
Nightlife	--	9.8%	4.0%	17.2%	6.2%

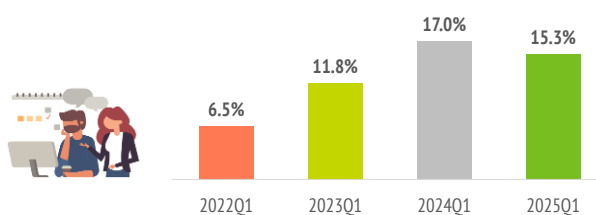
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	--	2.6%	0.0%	0.0%	0.3%
Between 1 and 30 days	--	36.0%	29.2%	22.8%	25.0%
Between 1 and 2 months	--	21.1%	26.8%	35.5%	32.1%
Between 3 and 6 months	--	33.7%	32.2%	24.7%	27.3%
More than 6 months	--	6.5%	11.8%	17.0%	15.3%

% 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	--	41.2%	50.8%	37.5%	33.2%
Friends or relatives	--	22.1%	32.4%	29.8%	43.5%
Internet or social media	--	62.7%	54.8%	58.1%	53.1%
Mass Media	--	1.4%	5.9%	3.2%	1.5%
Travel guides and magazines	--	15.7%	19.3%	12.1%	12.2%
Travel Blogs or Forums	--	12.3%	16.3%	13.2%	2.8%
Travel TV Channels	--	2.7%	1.1%	0.0%	0.2%
Tour Operator or Travel Agency	--	12.1%	15.8%	15.9%	10.7%
Public administrations or similar	--	0.0%	0.0%	0.0%	0.0%
Others	--	1.8%	4.1%	5.0%	7.7%

* Multi-choice question

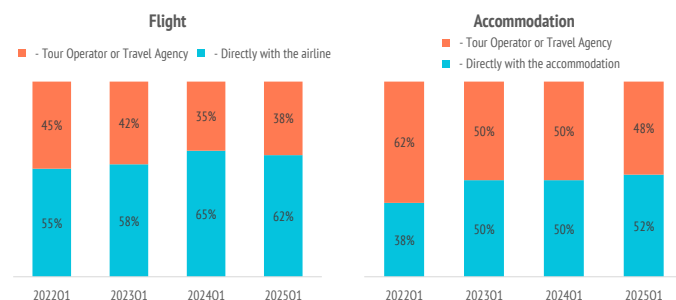
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With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	--	55.4%	57.7%	64.6%	62.3%
- Tour Operator or Travel Agency	--	44.6%	42.3%	35.4%	37.7%
Accommodation					
- Directly with the accommodation	--	37.9%	49.5%	49.5%	52.3%
- Tour Operator or Travel Agency	--	62.1%	50.5%	50.5%	47.7%

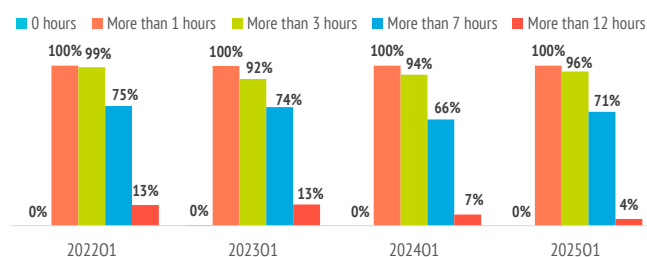


Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Austria	--	68.4%	65.6%	70.2%	74.1%
Germany	--	11.2%	21.1%	14.8%	20.7%
Spanish Mainland	--	11.2%	10.2%	3.9%	2.8%
Switzerland	--	4.5%	2.3%	1.8%	2.4%
Slovakia	--	0.0%	0.0%	1.4%	0.0%
France	--	2.5%	0.0%	0.0%	0.0%
Netherlands	--	0.0%	0.0%	1.4%	0.0%
Hungary	--	0.0%	0.0%	2.1%	0.0%
Italy	--	0.0%	0.0%	1.5%	0.0%
Luxembourg	--	0.0%	0.0%	0.0%	0.0%
Others	--	2.2%	0.9%	2.8%	0.0%

Activities in the Canary Islands

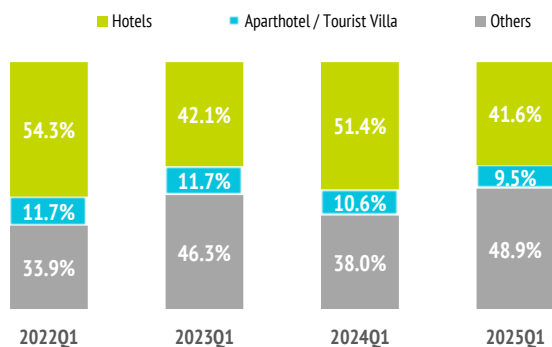
Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	--	0.0%	1.6%	0.0%	0.0%
1 - 2 hours	--	6.3%	6.5%	5.4%	4.8%
3 - 6 hours	--	30.8%	31.2%	34.4%	18.4%
7 - 12 hours	--	53.1%	52.6%	54.0%	65.2%
More than 12 hours	--	9.8%	8.0%	6.2%	11.6%
Outdoor time per day	--	8.7	8.4	8.2	8.0



Where do they stay?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	--	10.8%	8.9%	15.5%	10.7%
4* Hotel	--	36.5%	28.6%	33.0%	20.3%
5* Hotel / 5* Luxury Hotel	--	7.0%	4.6%	2.9%	10.6%
Aparthotel / Tourist Villa	--	11.7%	11.7%	10.6%	9.5%
House/room rented in a private dwelling	--	20.4%	12.7%	18.8%	30.6%
Private accommodation (1)	--	5.2%	15.5%	10.6%	5.8%
Others (Cottage, cruise, camping,...)	--	8.3%	18.1%	8.6%	12.5%

(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	--	40.0%	42.0%	36.8%	51.9%
Bed and Breakfast	--	7.5%	14.0%	20.6%	18.6%
Half board	--	28.9%	21.5%	14.7%	15.4%
Full board	--	1.5%	2.2%	4.0%	2.4%
All inclusive	--	22.2%	20.3%	23.9%	11.7%

Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Beach	--	78.6%	77.3%	78.4%	78.5%
Walk, wander	--	63.6%	63.1%	71.9%	66.2%
Explore the island on their own	--	60.3%	61.2%	66.8%	62.8%
Hiking	--	30.3%	34.0%	37.9%	33.5%
Taste Canarian gastronomy	--	43.7%	33.8%	47.2%	33.4%
Swimming pool, hotel facilities	--	39.6%	31.5%	36.5%	24.8%
Other Nature Activities	--	15.9%	25.7%	22.3%	17.9%
Museums / exhibitions	--	12.5%	15.9%	13.5%	12.6%
Practice other sports	--	6.9%	15.5%	11.5%	11.9%
Organized excursions	--	8.7%	7.3%	14.4%	11.4%
Theme parks	--	12.6%	4.9%	14.1%	10.7%
Surf	--	12.1%	9.6%	11.0%	10.3%
Wineries / markets / popular festivals	--	10.3%	9.5%	12.4%	10.3%
Cycling / Mountain bike	--	6.0%	10.5%	6.4%	9.1%
Swim	--	25.8%	3.4%	4.9%	9.0%
Nightlife / concerts / shows	--	17.6%	14.5%	17.7%	8.8%
Sea excursions / whale watching	--	13.2%	9.5%	16.6%	7.2%
Running	--	7.5%	5.5%	3.6%	6.3%
Golf	--	1.6%	1.7%	2.7%	4.2%
Scuba Diving	--	0.9%	3.9%	2.5%	1.3%
Astronomical observation	--	3.6%	6.7%	11.6%	1.3%
Windsurf / Kitesurf	--	1.5%	1.5%	6.7%	0.9%
Beauty and health treatments	--	4.1%	5.9%	4.2%	0.5%

* Multi-choise question

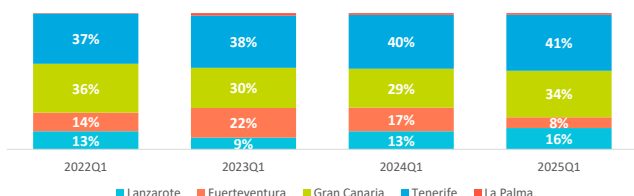
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Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	--	5,233	4,201	5,317	7,259
Fuerteventura	--	5,402	10,656	6,956	3,653
Gran Canaria	--	14,106	14,468	11,464	15,850
Tenerife	--	14,503	18,809	15,869	19,084
La Palma	--	151	847	511	546



How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	--	62.5%	66.3%	63.0%	57.3%
At least 10 previous visits	--	17.3%	13.4%	20.3%	17.0%
Repeat tourists (last 5 years)	--	62.5%	62.7%	56.0%	54.8%
Repeat tourists (last 5 years)(5 or more visits)	--	11.4%	9.4%	17.1%	13.2%

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	--	55.8%	56.4%	51.3%	52.9%
Women	--	44.2%	43.6%	48.7%	47.1%
Age					
Average age	--	42.8	44.2	38.1	43.8
Standard deviation	--	17.4	18.9	14.0	17.5
Age range					
16 - 24 years old	--	20.0%	21.8%	16.3%	19.7%
25 - 30 years old	--	13.4%	13.2%	21.6%	11.7%
31 - 45 years old	--	25.1%	17.7%	37.6%	22.7%
46 - 60 years old	--	18.7%	24.7%	13.8%	22.3%
Over 60 years old	--	22.9%	22.5%	10.7%	23.7%
Occupation					
Salaried worker	--	41.2%	43.9%	58.9%	44.3%
Self-employed	--	11.9%	12.1%	11.8%	11.9%
Unemployed	--	0.9%	0.0%	0.0%	2.9%
Business owner	--	3.9%	12.5%	9.5%	8.6%
Student	--	15.4%	11.9%	7.2%	11.9%
Retired	--	21.6%	19.6%	12.0%	18.2%
Unpaid domestic work	--	0.0%	0.0%	0.0%	0.0%
Others	--	5.0%	0.0%	0.6%	2.2%
Annual household income level					
Less than €25,000	--	19.4%	18.5%	16.6%	23.3%
€25,000 - €49,999	--	43.6%	30.6%	39.5%	30.9%
€50,000 - €74,999	--	30.7%	32.8%	21.4%	24.9%
More than €74,999	--	6.3%	18.1%	22.5%	20.9%
Education level					
No studies	--	0.0%	0.0%	1.5%	0.6%
Primary education	--	5.6%	1.3%	5.8%	1.8%
Secondary education	--	17.8%	17.1%	20.2%	13.3%
Higher education	--	76.6%	81.6%	72.6%	84.2%

Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	#####	13.3%	8.6%	13.3%	15.6%
Fuerteventura	#####	13.7%	21.8%	17.3%	7.9%
Gran Canaria	#####	35.8%	29.5%	28.6%	34.2%
Tenerife	#####	36.8%	38.4%	39.6%	41.1%
La Palma	#####	0.4%	1.7%	1.3%	1.2%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	--	83.0%	92.1%	91.2%	86.8%
Two islands	--	14.3%	6.6%	6.1%	10.3%
Three or more islands	--	2.7%	1.2%	2.8%	3.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	--	9.01	8.84	8.93	9.03

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	--	0.0%	0.0%	2.8%	0.9%
Lived up to expectations	--	56.4%	55.9%	49.1%	45.3%
Better or much better than expected	--	43.6%	44.1%	48.1%	53.8%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	--	8.77	8.57	8.82	8.97
Recommend visiting the Canary Islands	--	9.29	9.13	9.01	9.34

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	--	9.9%	12.1%	18.6%	12.2%
Only with partner	--	62.7%	52.3%	46.1%	42.1%
Only with children (< 13 years old)	--	1.2%	2.1%	3.1%	5.8%
Partner + children (< 13 years old)	--	0.0%	2.9%	8.4%	3.5%
Other relatives	--	4.4%	4.8%	3.9%	8.9%
Friends	--	10.9%	10.8%	9.9%	11.8%
Work colleagues	--	0.0%	0.0%	0.0%	0.0%
Organized trip	--	0.3%	0.0%	1.5%	2.9%
Other combinations (2)	--	10.6%	14.9%	8.7%	12.8%

(2) Combination of some of the groups previously analyzed

Tourists with children	--	2.8%	6.8%	16.8%	13.0%
- Between 0 and 2 years old	--	1.6%	1.2%	0.6%	0.0%
- Between 3 and 12 years old	--	1.2%	5.6%	16.2%	12.6%
- Between 0 -2 and 3-12 years old	--	0.0%	0.0%	0.0%	0.4%
Tourists without children	--	97.2%	93.2%	83.2%	87.0%
Group composition:					
- 1 person	--	11.1%	14.3%	22.4%	13.2%
- 2 people	--	68.3%	64.2%	51.4%	48.8%
- 3 people	--	9.7%	11.7%	8.5%	17.4%
- 4 or 5 people	--	7.8%	8.4%	16.9%	16.2%
- 6 or more people	--	3.1%	1.4%	0.7%	4.4%
Average group size:	--	2.29	2.25	2.29	2.60

*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.