

Tourist profile. Historical data (2019 - 2025)

FRANCE: Second Quarter



How many are they and how much do they spend?

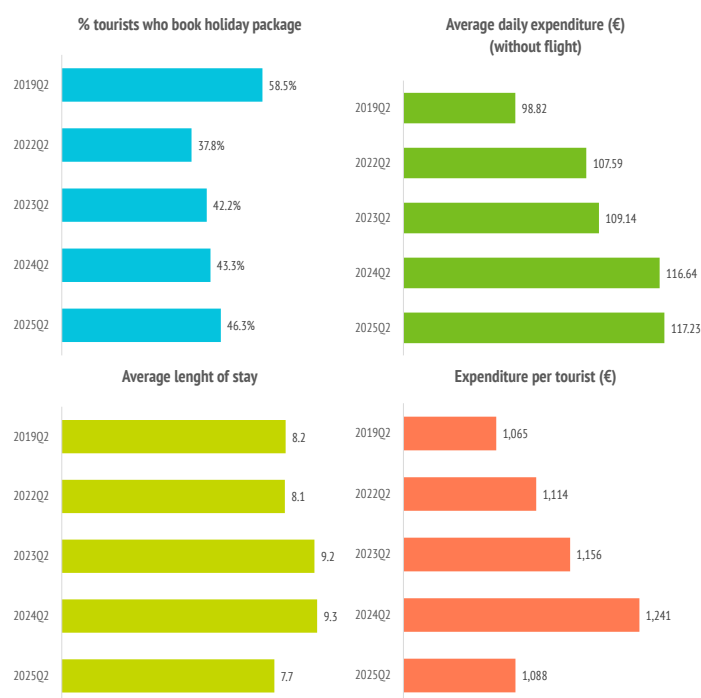


	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	153	177	194	219	218
Tourist arrivals ≥ 16 years old (EGT) (*)	132	162	171	193	192
- book holiday package (*)	77	61	72	84	89
- do not book holiday package (*)	55	101	99	110	103
- % tourists who book holiday package	58.5%	37.8%	42.2%	43.3%	46.3%
Children < 16 years old (FRONTUR - EGT) (*)	21	15	23	26	25
Expenditure per tourist (€)	1,065	1,114	1,156	1,241	1,088
- book holiday package	1,163	1,162	1,306	1,357	1,246
- holiday package	977	986	1,098	1,165	1,025
- others	186	176	208	192	222
- do not book holiday package	926	1,085	1,046	1,153	952
- flight	246	272	260	291	203
- accommodation	356	410	352	392	353
- others	325	403	434	470	396
Average lenght of stay	8.2	8.1	9.2	9.3	7.7
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	139.31	148.57	149.38	164.53	155.17
- Median	125.00	140.63	141.73	154.49	147.89
Average daily expenditure (without flight)	98.82	107.59	109.14	116.64	117.23
- Median	89.04	100.00	105.55	111.43	109.74
Average cost of the flight (€)	307.88	300.42	305.49	346.50	257.28
Total turnover (≥ 16 years old) (€m)	141	181	197	240	209
Turnover without flight (≥ 16 years old) (€m)	100	132	145	173	160

(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	91.0%	91.1%	87.7%	89.0%	91.5%
- Additional accommodation expenses	9.4%	6.1%	8.1%	7.0%	7.8%
Transport:					
- National/International Transport	95.8%	97.1%	93.9%	96.0%	97.2%
- Flights between islands	6.8%	7.9%	8.8%	6.8%	6.5%
- Taxi	55.4%	38.2%	43.0%	38.7%	43.5%
- Car rental	41.0%	52.5%	51.5%	51.7%	56.5%
- Public transport	9.9%	8.9%	9.2%	10.0%	10.9%
Food and drink:					
- Food purchases at supermarkets	38.0%	46.5%	49.1%	45.8%	45.2%
- Restaurants	47.1%	61.3%	57.1%	62.6%	61.2%
Leisure:					
- Organized excursions	37.8%	35.2%	42.3%	41.7%	42.7%
- Sport activities	5.7%	4.7%	7.9%	8.1%	7.4%
- Cultural activities	2.3%	2.8%	2.6%	1.9%	3.3%
- Museums	12.3%	13.8%	10.4%	11.1%	11.9%
- Theme Parks	5.7%	11.3%	8.7%	9.9%	11.0%
- Discos and pubs	4.9%	5.7%	3.7%	5.3%	7.3%
- Wellness	4.7%	5.5%	5.5%	5.7%	6.9%
Purchases of goods:					
- Souvenirs	50.7%	42.2%	43.9%	43.6%	42.3%
- Other expenses	0.2%	1.5%	0.7%	1.0%	1.1%
Other:					
- Medical or pharmaceutical expenses	4.4%	7.5%	5.4%	4.8%	6.0%
- Other expenses	9.6%	4.1%	7.4%	5.0%	4.2%



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	630	671	716	679	666
- Additional accommodation expenses	521	505	533	575	516
- Additional accommodation expenses	109	167	183	103	149
Transport:					
- National/International Transport	551	609	640	704	611
- National/International Transport	322	310	325	361	265
- Flights between islands	57	66	87	95	131
- Taxi	57	84	100	89	87
- Car rental	80	129	108	104	100
- Public transport	35	21	20	55	29
Food and drink:					
- Food purchases at supermarkets	217	245	258	294	238
- Food purchases at supermarkets	89	82	108	125	85
- Restaurants	128	164	150	168	153
Leisure:					
- Organized excursions	403	539	589	525	510
- Organized excursions	90	95	98	94	95
- Sport activities	60	97	129	111	76
- Cultural activities	47	95	29	47	79
- Museums	36	27	44	43	36
- Theme Parks	63	65	68	68	56
- Discos and pubs	53	100	150	70	82
- Wellness	54	60	71	92	87
Purchases of goods:					
- Souvenirs	99	283	781	287	205
- Souvenirs	92	72	81	83	73
- Other expenses	7	211	700	204	132
Other:					
- Medical or pharmaceutical expenses	110	90	120	97	123
- Medical or pharmaceutical expenses	51	13	35	39	42
- Other expenses	59	77	85	59	82

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)

FRANCE: Second Quarter



What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	98.1%	93.9%	94.7%	94.2%	95.1%
Visiting family or friends	0.9%	3.5%	3.7%	3.1%	2.4%
Business and work	0.5%	0.7%	0.9%	1.3%	1.4%
Education and training	0.0%	0.7%	0.0%	0.5%	0.1%
Sports training	0.0%	0.7%	0.0%	0.4%	0.5%
Health or medical care	0.0%	0.0%	0.0%	0.5%	0.0%
Fairs and congresses	0.3%	0.2%	0.6%	0.0%	0.5%
Others	0.2%	0.3%	0.1%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	41.6%	29.1%	31.5%	25.6%	26.3%
Enjoy family time	10.7%	7.9%	8.7%	7.5%	4.4%
Have fun	5.9%	5.5%	5.4%	4.9%	6.1%
Explore the destination	39.9%	52.4%	51.9%	58.9%	59.3%
Practice their hobbies	1.1%	3.6%	1.2%	2.5%	2.3%
Other reasons	0.8%	1.5%	1.2%	0.7%	1.6%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	28.6%	20.4%	9.8%	15.8%
Canary Islands	--	8.3%	9.7%	13.6%	11.1%
Other destination	--	63.0%	69.9%	76.6%	73.1%
- Balearic Islands	--	3.5%	4.0%	5.0%	1.8%
- Rest of Spain	--	6.2%	9.7%	6.6%	7.8%
- Italy	--	5.5%	7.0%	7.2%	10.2%
- France	--	28.7%	20.1%	24.0%	18.7%
- Turkey	--	0.8%	0.4%	1.1%	1.0%
- Greece	--	5.0%	8.8%	5.0%	7.1%
- Portugal	--	4.1%	4.6%	5.1%	5.8%
- Croatia	--	1.0%	1.6%	1.4%	2.1%
- Egypt	--	0.1%	1.4%	1.0%	0.7%
- Tunisia	--	0.0%	1.3%	1.0%	1.7%
- Morocco	--	1.7%	2.5%	4.3%	3.4%
- Others	--	6.3%	8.5%	15.0%	12.9%

* 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")	--	33.5%	25.8%	26.3%	29.6%
Canary Islands (other island)	--	23.1%	27.7%	26.6%	27.7%
Other destination	--	43.4%	46.5%	47.1%	42.7%
- Balearic Islands	--	10.2%	7.7%	6.7%	7.9%
- Rest of Spain	--	3.8%	4.4%	5.1%	4.5%
- Italy	--	5.3%	6.4%	4.2%	5.7%
- France	--	2.1%	1.9%	2.1%	2.0%
- Turkey	--	1.1%	2.5%	2.0%	1.7%
- Greece	--	10.7%	9.6%	9.7%	6.5%
- Portugal	--	3.7%	5.8%	7.4%	6.5%
- Croatia	--	2.5%	2.2%	4.2%	2.5%
- Egypt	--	1.3%	2.3%	2.2%	2.3%
- Others	--	2.8%	3.7%	3.5%	3.1%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	74.3%	70.3%	75.3%	72.2%	71.5%
Landscapes	57.1%	58.8%	62.2%	61.0%	69.4%
Sea	46.4%	48.9%	44.1%	47.9%	52.1%
Tranquility	51.5%	51.9%	52.5%	52.8%	51.7%
Environment	42.4%	42.4%	45.4%	44.3%	49.0%
Safety	48.8%	46.9%	50.5%	52.1%	47.0%
Accommodation supply	45.8%	41.1%	43.2%	44.8%	46.0%
Price	48.0%	42.5%	44.4%	42.0%	44.3%
Beaches	34.3%	36.3%	35.8%	42.0%	40.3%
European belonging	38.7%	39.1%	39.3%	35.2%	36.3%
Authenticity	30.2%	33.9%	33.8%	38.9%	34.8%
Effortless trip	24.0%	26.0%	26.5%	23.6%	25.2%
Exoticism	21.5%	23.8%	24.9%	21.4%	22.4%
Fun possibilities	13.6%	17.5%	16.6%	14.5%	20.1%
Gastronomy	17.0%	22.8%	22.7%	22.8%	20.0%
Historical heritage	15.9%	14.2%	18.3%	21.5%	19.9%
Hiking trail network	12.5%	20.0%	15.1%	19.9%	19.8%
Shopping	12.7%	9.7%	8.6%	9.7%	15.4%
Culture	11.6%	12.2%	16.5%	17.1%	15.2%
Nightlife	5.7%	5.9%	5.9%	5.6%	7.7%

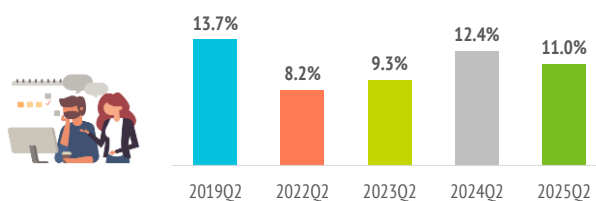
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	0.1%	1.3%	1.1%	0.8%	0.7%
Between 1 and 30 days	13.4%	29.3%	16.4%	18.2%	21.9%
Between 1 and 2 months	30.9%	31.7%	32.6%	23.8%	29.5%
Between 3 and 6 months	41.9%	29.6%	40.6%	44.9%	36.9%
More than 6 months	13.7%	8.2%	9.3%	12.4%	11.0%

% 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	28.4%	24.4%	23.8%	25.6%	24.5%
Friends or relatives	22.9%	24.8%	28.2%	27.2%	23.3%
Internet or social media	51.7%	57.9%	57.4%	53.6%	62.9%
Mass Media	0.8%	2.5%	2.3%	1.4%	4.0%
Travel guides and magazines	16.9%	16.0%	15.4%	13.8%	10.5%
Travel Blogs or Forums	7.1%	11.2%	12.8%	12.4%	11.4%
Travel TV Channels	0.3%	0.0%	0.2%	0.6%	0.3%
Tour Operator or Travel Agency	37.1%	19.6%	23.5%	21.6%	20.6%
Public administrations or similar	0.5%	0.2%	0.1%	0.4%	0.3%
Others	1.0%	2.7%	4.1%	5.4%	3.6%

* 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	39.1%	58.1%	53.0%	49.4%	55.3%
- Tour Operator or Travel Agency	60.9%	41.9%	47.0%	50.6%	44.7%
Accommodation					
- Directly with the accommodation	30.0%	43.1%	39.1%	39.3%	43.7%
- Tour Operator or Travel Agency	70.0%	56.9%	60.9%	60.7%	56.3%

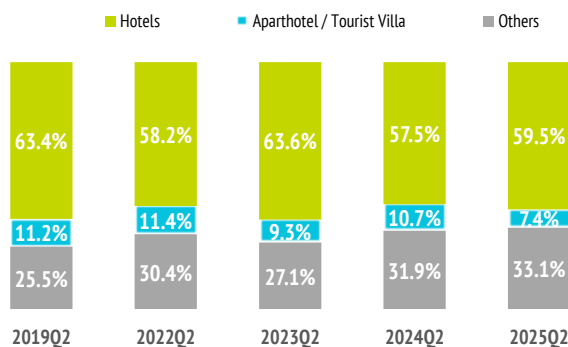
Where does the flight come from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
France	59.6%	70.1%	71.0%	67.0%	56.1%
Spanish Mainland	23.4%	18.5%	18.3%	21.4%	27.6%
Switzerland	6.4%	5.4%	2.3%	1.2%	7.7%
Luxembourg	2.1%	1.6%	4.0%	2.8%	3.1%
Belgium	5.4%	1.1%	1.5%	2.7%	1.7%
Portugal	0.4%	2.0%	1.3%	0.9%	1.5%
Others	0.0%	0.0%	0.1%	1.1%	1.0%
United Kingdom	0.1%	0.1%	0.3%	0.8%	0.8%
Germany	1.6%	0.3%	0.7%	1.7%	0.5%
Austria	0.0%	0.0%	0.4%	0.3%	0.0%
Others	1.1%	0.8%	0.1%	0.0%	0.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	8.9%	8.5%	8.5%	7.5%	11.3%
4* Hotel	46.3%	42.0%	44.6%	43.5%	39.7%
5* Hotel / 5* Luxury Hotel	8.2%	7.6%	10.6%	6.5%	8.6%
Aparthotel / Tourist Villa	11.2%	11.4%	9.3%	10.7%	7.4%
House/room rented in a private dwelling	8.4%	16.6%	13.5%	19.5%	23.2%
Private accommodation (1)	3.2%	4.8%	5.5%	5.4%	4.2%
Others (Cottage, cruise, camping,...)	13.9%	9.1%	8.0%	7.0%	5.7%

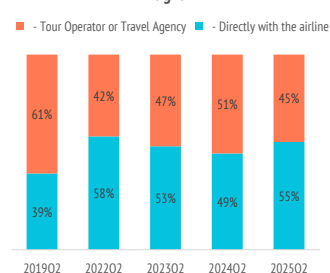
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



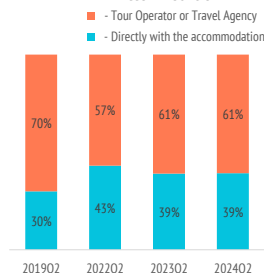
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	19.0%	28.5%	27.4%	33.8%	34.0%
Bed and Breakfast	6.5%	10.8%	12.6%	8.2%	12.8%
Half board	21.0%	16.5%	15.7%	16.6%	15.6%
Full board	8.9%	9.4%	9.1%	8.1%	8.0%
All inclusive	44.6%	34.7%	35.2%	33.3%	29.5%

Flight

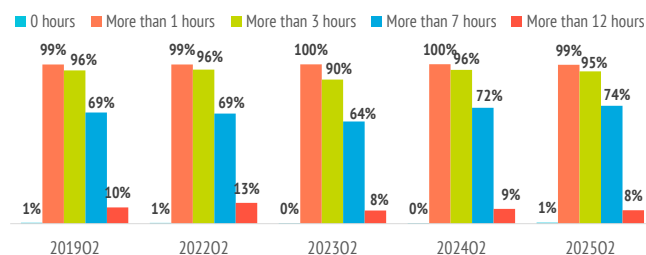


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	0.6%	0.5%	0.4%	0.4%	0.7%
1 - 2 hours	3.6%	3.2%	9.5%	3.5%	4.1%
3 - 6 hours	26.3%	27.5%	26.2%	23.7%	21.5%
7 - 12 hours	59.3%	55.7%	55.6%	63.2%	65.2%
More than 12 hours	10.2%	13.0%	8.2%	9.2%	8.4%
Outdoor time per day	8.4	8.6	7.8	8.6	8.5

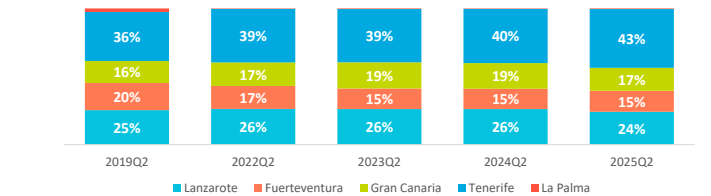


Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Walk, wander	73.7%	72.3%	76.6%	75.9%	74.1%
Beach	67.1%	69.4%	75.4%	74.4%	73.4%
Explore the island on their own	54.7%	61.8%	61.6%	65.1%	64.5%
Swimming pool, hotel facilities	70.8%	59.1%	68.1%	64.2%	63.8%
Hiking	--	38.5%	33.6%	32.9%	36.1%
Organized excursions	30.9%	21.9%	29.4%	29.7%	27.1%
Museums / exhibitions	22.0%	21.0%	20.5%	22.9%	20.8%
Sea excursions / whale watching	14.8%	20.1%	23.1%	20.5%	20.4%
Taste Canarian gastronomy	11.5%	13.1%	14.3%	15.2%	15.8%
Wineries / markets / popular festivals	16.8%	14.6%	15.0%	14.1%	15.3%
Other Nature Activities	--	10.3%	11.4%	9.9%	15.1%
Theme parks	12.0%	12.3%	11.9%	13.2%	13.2%
Nightlife / concerts / shows	8.4%	11.6%	10.1%	10.8%	13.0%
Beauty and health treatments	6.1%	7.7%	7.2%	5.9%	9.0%
Running	--	4.8%	5.6%	6.7%	5.4%
Scuba Diving	--	4.3%	5.3%	3.4%	4.4%
Astronomical observation	1.9%	1.3%	1.3%	2.0%	4.2%
Practice other sports	--	4.7%	3.9%	3.9%	4.2%
Surf	--	4.3%	4.2%	3.2%	3.1%
Cycling / Mountain bike	--	1.5%	3.6%	1.6%	2.0%
Swim	--	2.7%	3.5%	3.0%	1.6%
Golf	--	0.2%	1.7%	0.5%	1.1%
Windsurf / Kitesurf	--	1.4%	0.5%	1.1%	0.8%

* Multi-choise question

Which island do they choose?

Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	33,250	42,330	44,423	50,451	46,488
Fuerteventura	26,214	27,377	25,537	28,833	29,470
Gran Canaria	21,332	27,937	32,840	36,396	32,580
Tenerife	47,266	63,496	66,403	76,738	82,784
La Palma	3,391	600	719	745	918



How many are loyal to the Canary Islands?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	44.2%	39.0%	39.3%	41.6%	41.5%
At least 10 previous visits	4.4%	4.2%	5.7%	6.9%	2.4%
Repeat tourists (last 5 years)	42.8%	35.1%	35.0%	39.9%	38.1%
Repeat tourists (last 5 years)(5 or more visits)	9.0%	3.8%	6.9%	6.4%	6.2%

Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	50.7%	48.1%	48.6%	45.0%	46.5%
Women	49.3%	51.9%	51.4%	55.0%	53.5%
Age					
Average age	47.6	45.0	45.0	46.7	44.5
Standard deviation	15.1	15.3	16.0	17.3	17.0
Age range					
16 - 24 years old	4.3%	8.7%	11.7%	10.6%	13.1%
25 - 30 years old	11.1%	14.8%	9.9%	13.4%	13.4%
31 - 45 years old	32.9%	29.5%	32.1%	25.8%	29.3%
46 - 60 years old	28.4%	28.5%	26.4%	26.3%	22.9%
Over 60 years old	23.3%	18.5%	19.9%	23.9%	21.3%
Occupation					
Salaried worker	61.8%	59.3%	62.5%	57.1%	63.6%
Self-employed	8.7%	7.5%	13.2%	7.4%	9.3%
Unemployed	0.2%	1.5%	0.5%	1.4%	0.7%
Business owner	4.8%	10.5%	3.6%	6.3%	6.2%
Student	2.4%	3.9%	2.5%	5.5%	4.4%
Retired	21.1%	16.3%	16.8%	21.6%	15.2%
Unpaid domestic work	0.6%	0.3%	0.4%	0.0%	0.1%
Others	0.4%	0.7%	0.6%	0.7%	0.5%
Annual household income level					
Less than €25,000	16.3%	13.7%	13.7%	16.9%	16.6%
€25,000 - €49,999	50.5%	39.3%	40.0%	38.8%	40.0%
€50,000 - €74,999	19.7%	21.9%	23.9%	23.2%	27.0%
More than €74,999	13.6%	25.1%	22.4%	21.1%	16.5%
Education level					
No studies	0.6%	0.3%	0.0%	0.8%	2.0%
Primary education	2.5%	2.2%	2.6%	2.0%	4.0%
Secondary education	27.6%	15.8%	18.3%	28.2%	19.9%
Higher education	69.3%	81.7%	79.1%	69.0%	74.2%

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	25.3%	26.2%	26.1%	26.1%	24.2%
Fuerteventura	19.9%	16.9%	15.0%	14.9%	15.3%
Gran Canaria	16.2%	17.3%	19.3%	18.8%	16.9%
Tenerife	36.0%	39.3%	39.1%	39.7%	43.1%
La Palma	2.6%	0.4%	0.4%	0.4%	0.5%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	88.3%	88.3%	88.3%	89.5%	92.1%
Two islands	9.7%	10.9%	9.9%	8.3%	7.5%
Three or more islands	2.1%	0.8%	1.8%	2.2%	0.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.48	8.75	8.79	8.50	8.57

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	3.7%	5.0%	3.4%	6.3%	5.8%
Lived up to expectations	63.6%	63.3%	55.1%	62.1%	61.6%
Better or much better than expected	32.7%	31.7%	41.5%	31.6%	32.6%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.06	8.26	8.43	7.98	8.02
Recommend visiting the Canary Islands	8.60	8.80	8.89	8.56	8.60

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	4.4%	11.0%	5.6%	9.9%	8.8%
Only with partner	48.1%	42.5%	52.7%	43.5%	56.2%
Only with children (< 13 years old)	8.2%	8.3%	3.6%	5.3%	2.5%
Partner + children (< 13 years old)	7.9%	8.0%	9.4%	8.3%	3.5%
Other relatives	5.9%	5.2%	7.7%	10.2%	5.9%
Friends	6.8%	5.9%	8.0%	5.8%	14.4%
Work colleagues	0.4%	0.2%	0.6%	1.4%	1.1%
Organized trip	0.8%	1.9%	0.6%	1.8%	1.4%
Other combinations (2)	17.3%	17.1%	11.9%	13.9%	6.2%

(2) Combination of some of the groups previously analyzed

Tourists with children	21.6%	20.8%	16.0%	16.3%	7.7%
- Between 0 and 2 years old	2.5%	1.5%	2.6%	1.9%	1.4%
- Between 3 and 12 years old	16.9%	18.5%	12.2%	13.6%	5.5%
- Between 0 - 2 and 3-12 years old	2.1%	0.8%	1.3%	0.8%	0.8%
Tourists without children	78.4%	79.2%	84.0%	83.7%	92.3%
Group composition:					
- 1 person	6.9%	13.8%	7.9%	12.5%	11.3%
- 2 people	57.5%	51.3%	63.0%	56.7%	69.0%
- 3 people	14.4%	11.1%	12.1%	10.6%	9.7%
- 4 or 5 people	18.5%	21.8%	15.4%	17.7%	8.1%
- 6 or more people	2.7%	1.9%	1.5%	2.5%	2.0%
Average group size:	2.65	2.56	2.47	2.53	2.28

*People who share the main expenses of the trip