

Tourist profile. Historical data (2019 - 2025)

GRAN CANARIA: Second Quarter



How many are they and how much do they spend?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	843	857	880	937	996
Tourist arrivals ≥ 16 years old (EGT) (*)	743	774	758	801	891
- % tourists who book holiday package	56.3%	48.4%	52.0%	51.3%	51.7%
Children < 16 years old (FRONTUR - EGT) (*)	99	83	122	136	106
Expenditure per tourist (€)	1,125	1,217	1,284	1,307	1,324
- book holiday package	1,315	1,390	1,422	1,502	1,496
- holiday package	1,069	1,125	1,158	1,260	1,221
- others	247	265	264	242	275
- do not book holiday package	879	1,054	1,134	1,102	1,140
- flight	266	297	318	283	285
- accommodation	268	340	372	395	381
- others	345	417	444	424	474
Average lenght of stay	8.7	9.4	9.6	9.4	9.7
- Median	7.0	7.0	7.5	7.2	7.0
Average daily expenditure (€)	146.59	150.94	155.69	162.80	162.16
- Median	123.39	138.58	140.52	143.22	143.85
Average daily expenditure (without flight)	101.51	107.42	110.24	114.14	121.46
- Median	86.55	100.00	99.18	106.76	108.33
Average cost of the flight (€)	340.77	349.26	367.11	375.66	327.20
Total turnover (≥ 16 years old) (€m)	836	942	974	1,047	1,179
Turnover without flight (≥ 16 years old) (€m)	583	672	696	746	888

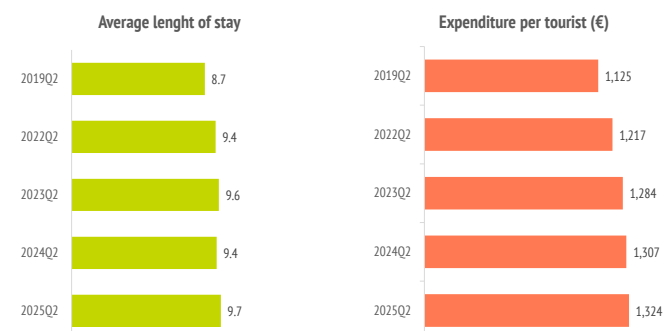
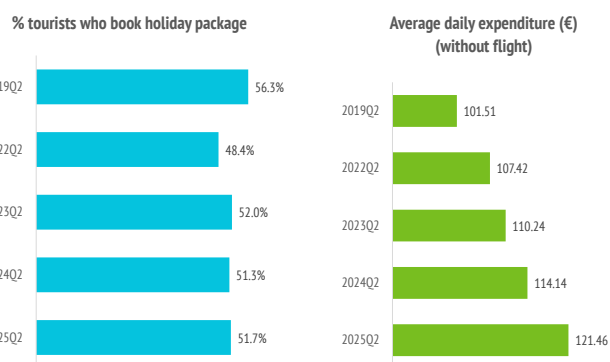
(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	83.2%	83.1%	83.2%	83.3%	84.1%
- Additional accommodation expenses	7.3%	8.0%	6.7%	5.3%	6.3%
Transport:					
- National/International Transport	94.4%	95.1%	96.0%	93.4%	94.9%
- Flights between islands	3.4%	3.8%	4.3%	3.5%	4.4%
- Taxi	54.6%	56.8%	54.4%	52.1%	57.3%
- Car rental	22.1%	21.3%	22.0%	22.2%	22.8%
- Public transport	12.3%	14.2%	15.4%	13.4%	16.0%
Food and drink:					
- Food purchases at supermarkets	55.8%	58.1%	54.2%	55.3%	55.2%
- Restaurants	62.0%	66.4%	61.2%	62.4%	63.5%
Leisure:					
- Organized excursions	19.1%	15.8%	17.1%	15.5%	18.0%
- Sport activities	5.2%	5.5%	5.4%	4.4%	4.9%
- Cultural activities	2.1%	1.8%	2.1%	2.7%	3.3%
- Museums	2.6%	3.8%	3.9%	3.9%	4.1%
- Theme Parks	5.5%	5.2%	4.7%	5.1%	3.7%
- Discos and pubs	10.4%	10.6%	9.7%	7.9%	13.0%
- Wellness	3.2%	4.5%	4.9%	3.7%	3.7%
Purchases of goods:					
- Souvenirs	45.4%	38.8%	38.6%	40.2%	40.7%
- Other expenses	0.9%	0.8%	0.9%	0.9%	0.9%
Other:					
- Medical or pharmaceutical expenses	6.8%	7.8%	6.2%	5.7%	5.7%
- Other expenses	5.4%	5.2%	5.4%	4.3%	3.3%

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.



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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Expenditure per tourist and trip (€)					
Accommodation:	695	760	835	861	883
- Accommodation	558	576	643	687	709
- Additional accommodation expenses	136	184	192	173	174
Transport:	593	667	690	697	657
- National/International Transport	361	367	383	402	345
- Flights between islands	65	58	83	88	100
- Taxi	64	100	77	80	74
- Car rental	81	108	112	96	106
- Public transport	22	35	35	30	31
Food and drink:	270	300	326	334	346
- Food purchases at supermarkets	98	117	123	131	145
- Restaurants	172	182	203	203	201
Leisure:	452	537	605	526	597
- Organized excursions	83	91	89	87	91
- Sport activities	78	101	109	95	83
- Cultural activities	52	69	93	73	99
- Museums	21	24	29	36	30
- Theme Parks	63	61	59	79	77
- Discos and pubs	84	121	144	89	130
- Wellness	71	70	83	66	87
Purchases of goods:	192	807	372	240	474
- Souvenirs	102	107	108	96	115
- Other expenses	89	701	264	144	359
Other:	116	153	122	124	174
- Medical or pharmaceutical expenses	31	51	42	61	55
- Other expenses	86	102	80	64	119

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What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	85.1%	88.2%	86.9%	85.6%	86.4%
Visiting family or friends	7.8%	7.0%	7.9%	6.7%	7.9%
Business and work	5.3%	3.7%	3.2%	5.3%	3.4%
Education and training	0.3%	0.4%	0.5%	0.2%	0.2%
Sports training	0.5%	0.2%	0.3%	0.7%	0.7%
Health or medical care	0.0%	0.1%	0.4%	0.3%	0.2%
Fairs and congresses	0.6%	0.0%	0.2%	0.8%	0.3%
Others	0.4%	0.3%	0.6%	0.5%	0.8%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	60.6%	57.7%	54.6%	56.8%	52.2%
Enjoy family time	15.5%	17.0%	14.8%	13.4%	10.9%
Have fun	8.4%	8.1%	10.8%	10.3%	15.0%
Explore the destination	13.3%	14.6%	16.1%	17.2%	17.8%
Practice their hobbies	1.2%	1.0%	0.9%	1.0%	1.9%
Other reasons	0.9%	1.6%	2.8%	1.4%	2.2%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	36.3%	15.9%	10.2%	9.5%
Canary Islands	--	21.9%	26.1%	29.2%	30.8%
Other destination	--	41.8%	58.0%	60.6%	59.7%
- Balearic Islands	--	4.4%	4.7%	4.3%	3.9%
- Rest of Spain	--	10.2%	11.8%	11.1%	10.6%
- Italy	--	5.1%	6.5%	6.8%	7.4%
- France	--	3.3%	4.8%	4.9%	4.6%
- Turkey	--	1.1%	2.8%	3.5%	3.3%
- Greece	--	4.3%	7.7%	8.2%	6.5%
- Portugal	--	2.5%	3.0%	3.1%	4.6%
- Croatia	--	1.7%	2.2%	1.7%	2.3%
- Egypt	--	0.5%	1.1%	1.9%	1.7%
- Tunisia	--	0.1%	0.4%	0.8%	0.5%
- Morocco	--	0.4%	0.8%	1.2%	1.6%
- Others	--	8.2%	12.2%	13.1%	12.7%

* 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")	--	27.3%	25.9%	24.9%	31.2%
Canary Islands (other island)	--	26.1%	25.3%	27.8%	27.3%
Other destination	--	46.6%	48.7%	47.3%	41.5%
- Balearic Islands	--	7.1%	6.3%	6.7%	5.5%
- Rest of Spain	--	8.3%	10.0%	9.1%	8.6%
- Italy	--	4.6%	4.9%	4.4%	4.2%
- France	--	2.1%	1.5%	1.6%	1.4%
- Turkey	--	2.7%	3.9%	4.2%	2.7%
- Greece	--	8.6%	9.2%	8.2%	8.1%
- Portugal	--	6.2%	5.8%	5.9%	4.8%
- Croatia	--	2.3%	2.4%	2.4%	2.1%
- Egypt	--	2.0%	2.5%	2.3%	2.1%
- Others	--	2.7%	2.2%	2.4%	1.9%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	84.3%	83.7%	80.0%	81.2%	83.5%
Safety	46.5%	47.6%	48.8%	51.6%	52.1%
Sea	45.2%	49.4%	46.2%	46.4%	48.4%
Tranquility	42.3%	42.1%	45.3%	44.7%	46.6%
Beaches	40.5%	45.2%	39.5%	41.4%	41.5%
European belonging	36.8%	41.5%	37.0%	36.4%	39.7%
Accommodation supply	35.7%	37.3%	36.2%	38.9%	38.3%
Effortless trip	33.9%	35.9%	36.3%	36.2%	35.7%
Landscapes	32.0%	32.5%	33.3%	30.9%	35.5%
Environment	27.6%	30.5%	30.4%	30.5%	32.7%
Price	33.2%	29.9%	28.8%	30.9%	31.2%
Gastronomy	22.8%	26.5%	26.9%	27.3%	25.1%
Authenticity	16.4%	19.6%	18.0%	19.2%	22.2%
Fun possibilities	17.1%	24.2%	22.2%	21.8%	20.7%
Hiking trail network	12.4%	12.4%	13.2%	11.9%	13.3%
Exoticism	9.7%	11.1%	9.1%	10.4%	12.4%
Nightlife	8.3%	12.3%	10.3%	10.9%	9.5%
Shopping	8.2%	9.5%	9.1%	10.1%	9.5%
Culture	8.1%	8.7%	8.9%	9.4%	9.3%
Historical heritage	7.4%	8.0%	8.5%	8.3%	8.6%

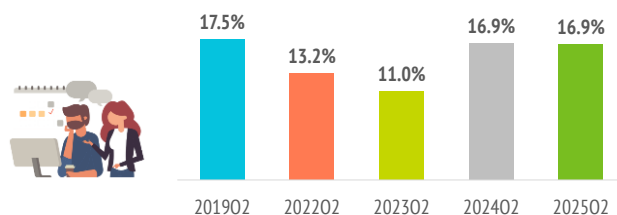
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	1.0%	0.9%	1.8%	1.1%	1.4%
Between 1 and 30 days	24.6%	31.6%	27.3%	25.7%	24.6%
Between 1 and 2 months	23.1%	28.0%	28.5%	23.5%	21.4%
Between 3 and 6 months	33.8%	26.2%	31.4%	32.8%	35.7%
More than 6 months	17.5%	13.2%	11.0%	16.9%	16.9%

% 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	49.1%	49.8%	48.6%	44.2%	49.2%
Friends or relatives	25.4%	26.5%	28.5%	26.1%	27.7%
Internet or social media	51.8%	49.2%	51.5%	47.0%	42.8%
Mass Media	1.2%	1.6%	1.6%	1.4%	2.1%
Travel guides and magazines	7.9%	5.7%	5.3%	5.8%	4.3%
Travel Blogs or Forums	4.2%	5.3%	5.3%	4.5%	4.0%
Travel TV Channels	0.6%	0.7%	0.7%	0.7%	0.9%
Tour Operator or Travel Agency	21.9%	21.3%	20.0%	21.8%	16.7%
Public administrations or similar	0.7%	0.6%	0.8%	0.6%	0.7%
Others	3.2%	3.1%	4.4%	5.3%	4.5%

* 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	40.0%	47.5%	46.4%	45.9%	48.0%
- Tour Operator or Travel Agency	60.0%	52.5%	53.6%	54.1%	52.0%
Accommodation					
- Directly with the accommodation	29.2%	34.4%	34.5%	33.3%	35.5%
- Tour Operator or Travel Agency	70.8%	65.6%	65.5%	66.7%	64.5%

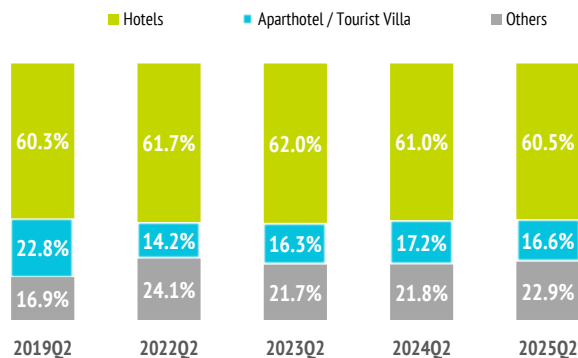
Where are they from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
United Kingdom	22.4%	24.2%	25.0%	27.7%	25.0%
Germany	21.0%	19.2%	19.1%	18.0%	18.5%
Spanish Mainland	17.7%	16.8%	15.9%	15.6%	15.0%
Netherlands	6.5%	7.9%	6.5%	7.4%	7.9%
Italy	2.4%	3.4%	3.3%	3.1%	3.8%
France	2.9%	3.6%	4.3%	4.5%	3.7%
Norway	4.1%	4.3%	3.9%	3.2%	3.5%
Sweden	4.2%	3.2%	2.7%	2.5%	3.4%
Others	2.1%	1.0%	2.5%	2.4%	3.2%
Belgium	3.5%	2.8%	3.1%	2.9%	2.8%
Others	13.1%	13.6%	13.7%	12.7%	13.2%

Where do they stay?

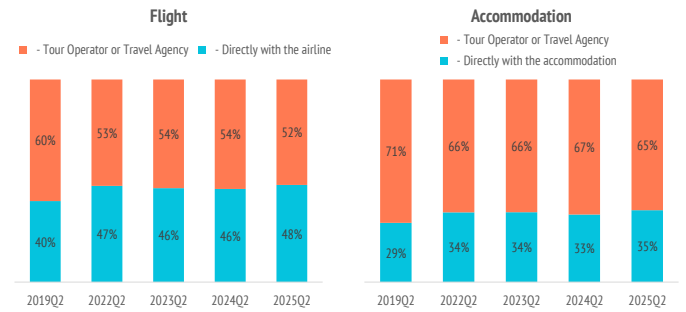
	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	16.7%	14.9%	16.2%	14.1%	15.3%
4* Hotel	35.1%	37.3%	35.2%	35.6%	35.6%
5* Hotel / 5* Luxury Hotel	8.6%	9.5%	10.7%	11.3%	9.7%
Aparthotel / Tourist Villa	22.8%	14.2%	16.3%	17.2%	16.6%
House/room rented in a private dwelling	4.4%	6.2%	5.3%	11.0%	11.1%
Private accommodation (1)	7.6%	9.6%	9.3%	8.5%	8.9%
Others (Cottage, cruise, camping,...)	4.9%	8.3%	7.1%	2.4%	2.9%

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



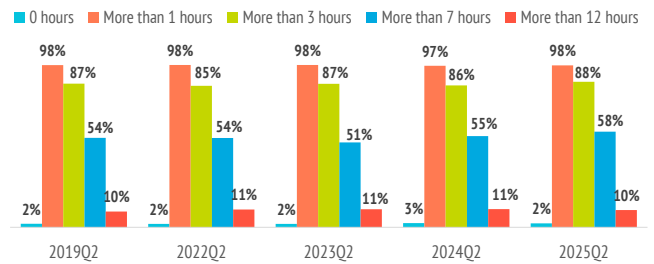
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	29.0%	29.9%	29.0%	32.1%	32.8%
Bed and Breakfast	14.1%	15.6%	14.9%	16.1%	16.5%
Half board	22.0%	19.6%	18.5%	16.3%	16.8%
Full board	3.1%	3.1%	3.0%	2.3%	3.6%
All inclusive	31.8%	31.9%	34.6%	33.2%	30.2%



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	2.1%	2.1%	2.1%	2.5%	2.3%
1 - 2 hours	11.2%	12.6%	11.4%	11.8%	9.8%
3 - 6 hours	32.7%	31.5%	35.4%	30.6%	30.1%
7 - 12 hours	44.5%	43.2%	40.3%	44.1%	47.3%
More than 12 hours	9.5%	10.7%	10.9%	11.0%	10.4%
Outdoor time per day	7.4	7.5	7.4	7.4	7.7



Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Beach	71.4%	70.7%	73.0%	67.4%	68.4%
Walk, wander	64.8%	66.6%	66.8%	65.6%	65.6%
Swimming pool, hotel facilities	59.1%	57.7%	59.5%	56.6%	52.9%
Explore the island on their own	38.0%	43.1%	44.2%	43.4%	43.2%
Taste Canarian gastronomy	21.6%	21.6%	23.1%	23.3%	24.8%
Nightlife / concerts / shows	19.2%	17.2%	19.2%	19.0%	21.8%
Hiking	--	16.2%	16.6%	15.6%	16.2%
Organized excursions	13.8%	11.4%	13.5%	14.7%	11.2%
Wineries / markets / popular festivals	8.3%	8.5%	8.2%	8.6%	10.8%
Museums / exhibitions	7.6%	7.7%	8.7%	9.8%	9.8%
Sea excursions / whale watching	11.4%	9.4%	11.1%	12.0%	8.9%
Swim	--	6.5%	8.0%	7.7%	7.1%
Theme parks	10.2%	8.0%	10.4%	9.4%	6.7%
Other Nature Activities	--	5.7%	5.9%	6.6%	6.3%
Running	--	5.4%	4.8%	6.8%	5.7%
Beauty and health treatments	5.0%	5.4%	5.4%	5.1%	5.4%
Practice other sports	--	3.4%	4.5%	5.2%	3.4%
Cycling / Mountain bike	--	1.9%	1.9%	2.3%	2.0%
Surf	--	2.5%	1.6%	2.0%	1.9%
Astronomical observation	2.3%	2.1%	3.2%	2.5%	1.8%
Scuba Diving	--	1.9%	2.0%	1.6%	1.8%
Golf	--	2.0%	2.2%	1.8%	1.2%
Windsurf / Kitesurf	--	0.6%	0.4%	0.5%	0.5%

* Multi-choice question

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What places do they visit?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The north	50.4%	49.2%	49.3%	50.4%	50.0%
Maspalomas dunes	45.5%	42.8%	45.1%	46.2%	46.5%
Teror	39.5%	38.2%	42.1%	40.4%	40.7%
Las Palmas de Gran Canaria	18.1%	17.9%	18.5%	18.8%	20.3%
Puerto de Mogán	19.6%	19.0%	19.8%	19.5%	18.2%
Roque Nublo	11.5%	11.7%	13.0%	13.2%	14.5%
Guayadeque ravine	11.8%	12.5%	13.6%	12.4%	12.5%
The interior (mountains)	13.6%	13.5%	13.1%	12.7%	10.6%
Agaete	6.9%	6.6%	7.0%	7.4%	6.8%

¿Cuántos son fieles al destino?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gran Canaria: Repeat tourists	65.1%	68.6%	63.0%	61.1%	65.0%
Gran Canaria: At least 10 previous visit	13.9%	15.5%	12.7%	12.4%	13.8%
Canary Islands: Repeat tourists	72.3%	74.0%	69.9%	69.0%	73.8%
Canary Islands: At least 10 previous visits	22.1%	23.3%	20.8%	20.9%	22.1%

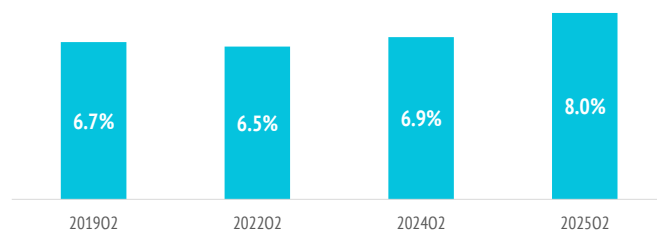
Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	52.8%	54.0%	50.8%	51.5%	53.2%
Women	47.2%	46.0%	49.2%	48.5%	46.8%
Age					
Average age	45.99	46.51	45.54	45.51	47.91
Standard deviation	15.4	16.1	16.9	17.4	17.4
Age range					
16 - 24 years old	7.9%	9.8%	12.6%	13.3%	9.1%
25 - 30 years old	12.4%	11.3%	12.1%	11.9%	11.3%
31 - 45 years old	28.7%	28.5%	27.4%	28.5%	28.9%
46 - 60 years old	30.2%	27.1%	24.3%	21.7%	20.1%
Over 60 years old	20.7%	23.3%	23.7%	24.5%	30.6%
Occupation					
Salaried worker	57.3%	56.3%	56.1%	57.9%	52.9%
Self-employed	11.7%	10.1%	10.6%	9.8%	10.1%
Unemployed	1.5%	1.1%	0.9%	1.4%	0.8%
Business owner	9.2%	8.4%	7.9%	7.5%	7.9%
Student	3.7%	4.9%	4.4%	3.4%	3.3%
Retired	15.3%	18.1%	18.2%	18.4%	23.3%
Unpaid domestic work	0.6%	0.3%	0.9%	0.4%	0.5%
Others	0.6%	0.7%	1.1%	1.2%	1.3%
Annual household income level					
Less than €25,000	17.6%	14.6%	12.7%	12.9%	13.2%
€25,000 - €49,999	37.0%	36.5%	38.2%	35.1%	34.9%
€50,000 - €74,999	23.1%	22.5%	24.0%	26.9%	25.8%
More than €74,999	22.3%	26.4%	25.1%	25.2%	26.1%
Education level					
No studies	3.5%	3.2%	3.7%	3.6%	2.7%
Primary education	2.8%	2.0%	2.3%	2.1%	3.7%
Secondary education	25.7%	23.6%	22.4%	25.3%	23.9%
Higher education	68.1%	71.2%	71.6%	68.9%	69.7%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	93.3%	93.5%	93.0%	93.1%	92.0%
Two islands	5.7%	5.8%	5.9%	5.9%	6.7%
Three or more islands	1.0%	0.8%	1.1%	1.0%	1.3%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.63	8.88	8.81	8.73	8.74

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	2.3%	2.6%	2.5%	2.3%	3.2%
Lived up to expectations	58.7%	54.2%	54.3%	55.1%	55.7%
Better or much better than expected	39.0%	43.2%	43.1%	42.6%	41.1%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.68	8.84	8.72	8.73	8.71
Recommend visiting the Canary Islands	8.86	9.07	8.98	8.92	8.89

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	15.8%	15.8%	16.3%	17.6%	18.0%
Only with partner	43.6%	45.6%	47.0%	43.1%	48.0%
Only with children (< 13 years old)	5.6%	4.3%	3.7%	2.9%	2.2%
Partner + children (< 13 years old)	5.1%	6.0%	5.9%	5.7%	3.0%
Other relatives	7.9%	7.8%	8.2%	9.5%	8.0%
Friends	6.8%	8.3%	8.0%	8.9%	10.8%
Work colleagues	1.5%	1.0%	1.0%	1.8%	1.2%
Organized trip	0.6%	0.2%	0.2%	0.5%	0.6%
Other combinations (2)	13.1%	11.1%	9.7%	10.0%	8.1%

(2) Combination of some of the groups previously analyzed

Tourists with children	16.4%	14.8%	13.5%	13.2%	8.2%
- Between 0 and 2 years old	1.7%	1.4%	1.8%	1.4%	1.1%
- Between 3 and 12 years old	13.3%	11.9%	10.4%	10.8%	6.2%
- Between 0 -2 and 3-12 years old	1.4%	1.5%	1.3%	1.0%	0.8%
Tourists without children	83.6%	85.2%	86.5%	86.8%	91.8%
Group composition:					
- 1 person	19.1%	18.5%	19.3%	20.2%	21.7%
- 2 people	52.0%	54.2%	55.4%	54.4%	58.0%
- 3 people	12.1%	10.4%	10.6%	9.7%	9.0%
- 4 or 5 people	13.6%	13.2%	11.1%	12.8%	8.3%
- 6 or more people	3.4%	3.7%	3.5%	2.9%	2.9%
Average group size:	2.41	2.41	2.36	2.34	2.22

*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.