# Tourist profile. Historical data (2019 - 2025)

# HOLLAND: Second Quarter

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

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| **TOURISTS** | | | | | |
| **Tourist arrivals (FRONTUR)** (*) | **128** | **158** | **141** | **174** | **166** |
| **Tourist arrivals ≥ 16 years old (EGT)** (*) | **115** | **140** | **122** | **146** | **153** |
| - book holiday package (*) | 81 | 91 | 82 | 99 | 103 |
| - do not book holiday package (*) | 35 | 49 | 40 | 47 | 49 |
| - % tourists who book holiday package | 69.9% | 65.0% | 67.6% | 68.0% | 67.7% |
| **Children < 16 years old (FRONTUR - EGT)** (*) | 12 | 18 | 19 | 28 | 14 |
| **Expenditure per tourist** (€) | **1,096** | **1,424** | **1,486** | **1,456** | **1,343** |
| - book holiday package | 1,169 | 1,471 | 1,526 | 1,601 | 1,454 |
| - holiday package | 930 | 1,225 | 1,256 | 1,294 | 1,175 |
| - others | 239 | 246 | 271 | 308 | 279 |
| - do not book holiday package | 926 | 1,337 | 1,402 | 1,147 | 1,111 |
| - flight | 268 | 380 | 479 | 367 | 314 |
| - accommodation | 297 | 468 | 412 | 389 | 368 |
| - others | 360 | 490 | 511 | 392 | 429 |
| **Average lenght of stay** | **9.6** | **9.3** | **9.8** | **8.4** | **9.2** |
| - Median | 8.0 | 8.0 | 8.0 | 8.0 | 8.0 |
| **Average daily expenditure** (€) | **125.24** | **174.21** | **176.49** | **183.67** | **162.73** |
| - Median | 115.31 | 152.50 | 157.57 | 160.18 | 152.81 |
| **Average daily expenditure (without flight)** | **85.82** | **119.33** | **116.36** | **116.50** | **117.68** |
| - Median | 77.91 | 104.00 | 107.45 | 103.95 | 110.75 |
| **Average cost of the flight** (€) | **336.40** | **444.07** | **517.30** | **521.97** | **379.95** |
| **Total turnover** ( ≥ 16 years old) (€m) | **126** | **199** | **181** | **213** | **205** |
| **Turnover without flight** (≥ 16 years old) (€m) | **88** | **137** | **118** | **137** | **147** |

*(*) Thousands of tourists*

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

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| **Accommodation:** | | | | | |
| - Accommodation | 89.2% | 91.0% | 89.4% | 92.6% | 90.6% |
| - Additional accommodation expenses | 10.0% | 9.9% | 10.5% | 10.7% | 9.8% |
| **Transport:** | | | | | |
| - National/International Transport | 94.2% | 94.9% | 92.9% | 95.8% | 96.4% |
| - Flights between islands | 3.4% | 3.6% | 3.1% | 4.2% | 4.0% |
| - Taxi | 60.5% | 63.8% | 61.7% | 28.1% | 54.5% |
| - Car rental | 29.7% | 33.0% | 38.6% | 43.6% | 36.0% |
| - Public transport | 7.4% | 7.7% | 11.2% | 10.2% | 7.0% |
| **Food and drink:** | | | | | |
| - Food purchases at supermarkets | 56.4% | 55.4% | 61.9% | 65.1% | 59.5% |
| - Restaurants | 60.0% | 64.5% | 59.3% | 69.1% | 65.9% |
| **Leisure:** | | | | | |
| - Organized excursions | 25.4% | 24.3% | 25.4% | 27.7% | 32.4% |
| - Sport activities | 4.0% | 6.8% | 10.7% | 6.8% | 4.2% |
| - Cultural activities | 2.2% | 4.0% | 2.7% | 4.5% | 4.2% |
| - Museums | 4.3% | 3.0% | 4.2% | 5.7% | 3.6% |
| - Theme Parks | 6.3% | 12.5% | 12.7% | 9.9% | 5.6% |
| - Discos and pubs | 4.4% | 5.9% | 3.7% | 6.7% | 8.5% |
| - Wellness | 1.1% | 5.3% | 6.6% | 4.0% | 6.0% |
| **Purchases of goods:** | | | | | |
| - Souvenirs | 43.7% | 44.9% | 46.1% | 44.9% | 38.0% |
| - Other expenses | 0.2% | 0.5% | 0.4% | 1.8% | 2.1% |
| **Other:** | | | | | |
| - Medical or pharmaceutical expenses | 3.6% | 8.0% | 10.0% | 6.6% | 5.1% |
| - Other expenses | 6.0% | 4.9% | 9.6% | 6.5% | 3.6% |

## *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:** | **582** | **814** | **720** | **754** | **738** |
| - Accommodation | 477 | 638 | 625 | 626 | 647 |
| - Additional accommodation expenses | 105 | 176 | 95 | 128 | 91 |
| **Transport:** | **630** | **817** | **972** | **787** | **699** |
| - National/International Transport | 357 | 468 | 557 | 545 | 394 |
| - Flights between islands | 58 | 84 | 173 | 64 | 54 |
| - Taxi | 91 | 106 | 95 | 57 | 85 |
| - Car rental | 95 | 131 | 123 | 105 | 124 |
| - Public transport | 28 | 29 | 24 | 17 | 41 |
| **Food and drink:** | **267** | **256** | **295** | **271** | **293** |
| - Food purchases at supermarkets | 96 | 85 | 97 | 66 | 94 |
| - Restaurants | 171 | 171 | 197 | 205 | 199 |
| **Leisure:** | **429** | **656** | **642** | **486** | **417** |
| - Organized excursions | 88 | 94 | 95 | 83 | 78 |
| - Sport activities | 76 | 139 | 108 | 98 | 70 |
| - Cultural activities | 38 | 99 | 205 | 46 | 36 |
| - Museums | 34 | 27 | 27 | 21 | 38 |
| - Theme Parks | 55 | 74 | 73 | 75 | 68 |
| - Discos and pubs | 58 | 138 | 56 | 94 | 78 |
| - Wellness | 80 | 85 | 77 | 70 | 48 |
| **Purchases of goods:** | **161** | **530** | **95** | **161** | **333** |
| - Souvenirs | 83 | 82 | 83 | 73 | **75** |
| - Other expenses | 78 | 449 | 13 | 87 | **258** |
| **Other:** | **85** | **154** | **113** | **97** | **67** |
| - Medical or pharmaceutical expenses | 26 | 50 | 45 | 15 | **25** |
| - Other expenses | 59 | 103 | 68 | 82 | **42** |

*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)

# HOLLAND: Second Quarter

## What is the main purpose of their trip?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Holiday, leisure | 95.2% | 95.9% | 96.1% | 95.1% | 94.1% |
| Visiting family or friends | 2.9% | 2.4% | 1.3% | 2.1% | 4.9% |
| Business and work | 1.3% | 1.0% | 0.8% | 1.1% | 0.3% |
| Education and training | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% |
| Sports training | 0.6% | 0.4% | 0.7% | 1.2% | 0.4% |
| Health or medical care | 0.0% | 0.2% | 0.0% | 0.4% | 0.0% |
| Fairs and congresses | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% |
| Others | 0.1% | 0.0% | 0.7% | 0.0% | 0.3% |

## What is the main motivation for their holidays?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Rest | 52.1% | 51.5% | 47.5% | 48.1% | 48.5% |
| Enjoy family time | 10.7% | 14.8% | 17.5% | 14.9% | 7.2% |
| Have fun | 17.1% | 13.0% | 14.0% | 15.3% | 19.7% |
| Explore the destination | 17.1% | 17.1% | 15.9% | 18.1% | 19.3% |
| Practice their hobbies | 0.6% | 1.6% | 1.0% | 1.1% | 3.7% |
| Other reasons | 2.4% | 2.0% | 4.1% | 2.5% | 1.7% |

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

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Didn't have holidays | -- | 33.1% | 15.7% | 11.0% | 8.2% |
| Canary Islands | -- | 19.4% | 17.8% | 20.7% | 27.7% |
| Other destination | -- | 47.4% | 66.5% | 68.3% | 64.1% |
| - Balearic Islands | -- | 1.5% | 1.6% | 2.4% | 1.4% |
| - Rest of Spain | -- | 6.7% | 10.4% | 7.7% | 9.4% |
| - Italy | -- | 4.7% | 8.7% | 8.5% | 5.8% |
| - France | -- | 7.0% | 9.6% | 10.5% | 7.4% |
| - Turkey | -- | 1.0% | 2.5% | 2.8% | 4.8% |
| - Greece | -- | 7.2% | 9.2% | 9.2% | 10.7% |
| - Portugal | -- | 2.4% | 4.5% | 3.7% | 4.4% |
| - Croatia | -- | 1.2% | 0.9% | 3.1% | 1.1% |
| - Egypt | -- | 0.0% | 0.8% | 1.2% | 0.5% |
| - Tunisia | -- | 0.1% | 0.0% | 0.0% | 0.0% |
| - Morocco | -- | 1.1% | 0.3% | 1.0% | 1.0% |
| - Others | -- | 14.7% | 18.1% | 18.3% | 17.7% |

** 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") | -- | 23.6% | 22.5% | 25.3% | 27.6% |
| Canary Islands (other island) | -- | 25.4% | 24.1% | 22.3% | 25.0% |
| Other destination | -- | 51.0% | 53.3% | 52.4% | 47.3% |
| - Balearic Islands | -- | 4.1% | 3.2% | 2.8% | 2.7% |
| - Rest of Spain | -- | 9.1% | 9.7% | 9.0% | 9.3% |
| - Italy | -- | 5.4% | 5.0% | 6.2% | 5.7% |
| - France | -- | 1.6% | 2.2% | 2.2% | 0.9% |
| - Turkey | -- | 3.1% | 4.2% | 4.7% | 3.4% |
| - Greece | -- | 13.3% | 12.7% | 12.7% | 13.8% |
| - Portugal | -- | 7.2% | 6.6% | 6.4% | 6.7% |
| - Croatia | -- | 1.5% | 2.7% | 2.4% | 1.1% |
| - Egypt | -- | 1.9% | 3.2% | 2.5% | 2.1% |
| - Others | -- | 3.9% | 3.8% | 3.5% | 1.5% |

** Percentage of valid answers*

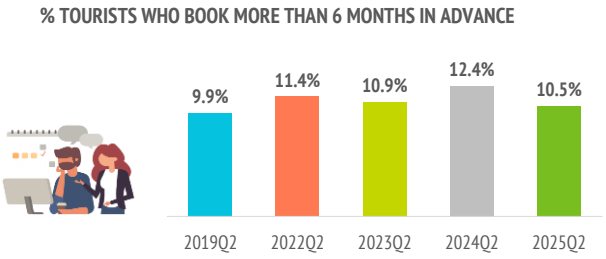
## Importance of each factor in the destination choice

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Climate | 73.2% | 78.6% | 74.0% | 69.1% | 69.5% |
| Tranquility | 36.0% | 39.5% | 41.9% | 50.8% | 46.4% |
| Sea | 38.6% | 40.1% | 37.1% | 36.7% | 39.6% |
| Safety | 26.2% | 34.0% | 28.9% | 29.1% | 35.7% |
| Fun possibilities | 29.2% | 35.1% | 41.0% | 43.5% | 35.0% |
| Accommodation supply | 37.2% | 41.0% | 41.4% | 38.3% | 33.6% |
| European belonging | 25.6% | 30.7% | 24.7% | 29.5% | 33.3% |
| Beaches | 34.6% | 32.9% | 28.9% | 29.9% | 32.2% |
| Price | 25.1% | 21.6% | 24.2% | 22.2% | 27.7% |
| Landscapes | 27.3% | 25.8% | 23.8% | 20.2% | 24.8% |
| Exoticism | 19.7% | 14.4% | 13.9% | 15.8% | 17.6% |
| Gastronomy | 14.1% | 17.8% | 14.5% | 15.4% | 17.5% |
| Effortless trip | 10.4% | 11.6% | 9.6% | 13.3% | 17.4% |
| Authenticity | 15.3% | 11.9% | 12.2% | 11.8% | 12.9% |
| Hiking trail network | 9.9% | 9.9% | 6.8% | 8.3% | 12.2% |
| Environment | 11.7% | 11.1% | 12.6% | 9.8% | 10.0% |
| Culture | 5.0% | 5.3% | 5.7% | 6.8% | 8.4% |
| Shopping | 3.9% | 6.9% | 4.1% | 7.7% | 5.7% |
| Nightlife | 5.5% | 4.9% | 3.6% | 2.2% | 5.6% |
| Historical heritage | 3.4% | 6.8% | 4.5% | 6.6% | 5.1% |

*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 | 1.7% | 1.1% | 1.2% | 1.8% | 0.4% |
| Between 1 and 30 days | 25.0% | 30.6% | 25.4% | 24.0% | 19.3% |
| Between 1 and 2 months | 20.7% | 25.5% | 23.4% | 23.1% | 25.0% |
| Between 3 and 6 months | 42.7% | 31.4% | 39.1% | 38.8% | 44.8% |
| More than 6 months | 9.9% | 11.4% | 10.9% | 12.4% | 10.5% |




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

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Previous visits to the Canary Islands | 49.8% | 42.5% | 40.0% | 37.5% | 45.2% |
| Friends or relatives | 21.1% | 22.8% | 22.3% | 27.7% | 20.9% |
| Internet or social media | 59.2% | 54.5% | 61.3% | 56.2% | 53.3% |
| Mass Media | 0.0% | 1.3% | 2.7% | 0.7% | 2.8% |
| Travel guides and magazines | 11.9% | 10.2% | 8.2% | 10.8% | 3.0% |
| Travel Blogs or Forums | 3.6% | 2.2% | 4.9% | 4.1% | 4.7% |
| Travel TV Channels | 0.8% | 0.2% | 0.5% | 0.3% | 0.8% |
| Tour Operator or Travel Agency | 21.5% | 23.4% | 21.4% | 29.2% | 18.4% |
| Public administrations or similar | 0.1% | 0.5% | 0.9% | 0.5% | 0.0% |
| Others | 2.3% | 3.5% | 4.2% | 3.3% | 3.2% |

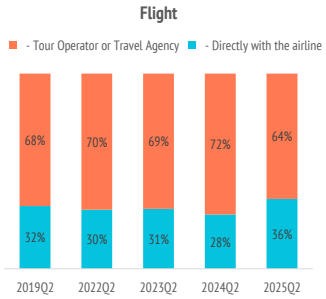
** Multi-choise question*

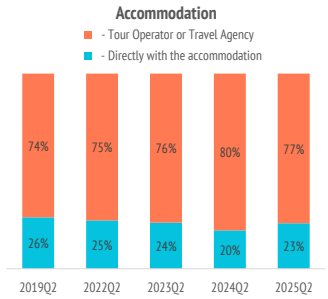
# Tourist profile. Historical data (2019 - 2025)

# HOLLAND: Second Quarter

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

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| **Flight** | | | | | |
| - Directly with the airline | 32.1% | 30.3% | 30.7% | 27.8% | 35.8% |
| - Tour Operator or Travel Agency | 67.9% | 69.7% | 69.3% | 72.2% | 64.2% |
| **Accommodation** | | | | | |
| - Directly with the accommodation | 26.4% | 24.7% | 23.7% | 19.7% | 23.3% |
| - Tour Operator or Travel Agency | 73.6% | 75.3% | 76.3% | 80.3% | 76.7% |



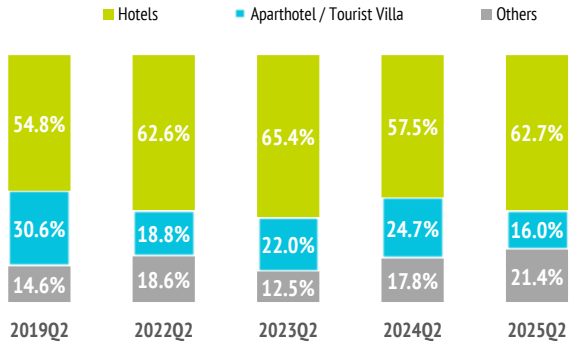

## Where does the flight come from?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Netherlands | 81.5% | 77.3% | 71.9% | 79.5% | 85.3% |
| Germany | 12.8% | 12.4% | 18.6% | 14.1% | 8.4% |
| Belgium | 3.6% | 3.5% | 3.1% | 2.3% | 3.0% |
| Spanish Mainland | 1.4% | 2.6% | 3.6% | 2.6% | 1.9% |
| Portugal | 0.2% | 2.6% | 1.0% | 0.7% | 0.7% |
| Switzerland | 0.0% | 0.5% | 0.0% | 0.0% | 0.4% |
| France | 0.0% | 0.0% | 0.2% | 0.2% | 0.3% |
| Hungary | 0.0% | 0.0% | 0.4% | 0.0% | 0.0% |
| Italy | 0.0% | 0.2% | 0.0% | 0.0% | 0.0% |
| Others | 0.4% | 0.0% | 0.0% | 0.0% | 0.0% |

## Where do they stay?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| 1-2-3* Hotel | 12.7% | 10.2% | 13.7% | 10.3% | 15.4% |
| 4* Hotel | 37.1% | 42.1% | 42.6% | 34.7% | 39.1% |
| 5* Hotel / 5* Luxury Hotel | 5.0% | 10.3% | 9.1% | 12.4% | 8.2% |
| Aparthotel / Tourist Villa | 30.6% | 18.8% | 22.0% | 24.7% | 16.0% |
| House/room rented in a private dwelling | 1.9% | 5.0% | 1.8% | 14.7% | 15.2% |
| Private accommodation (1) | 4.3% | 2.2% | 3.0% | 2.0% | 4.2% |
| Others (Cottage, cruise, camping,..) | 8.3% | 11.4% | 7.8% | 1.1% | 2.0% |

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

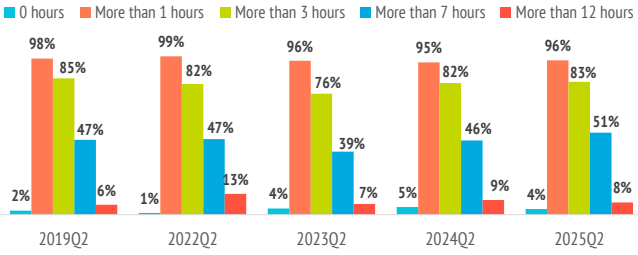



## What do they book?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Room only | 28.5% | 20.8% | 20.4% | 29.2% | 30.2% |
| Bed and Breakfast | 13.8% | 13.2% | 15.2% | 18.2% | 17.3% |
| Half board | 20.2% | 18.8% | 19.0% | 16.3% | 18.1% |
| Full board | 1.0% | 1.5% | 1.8% | 1.4% | 1.9% |
| All inclusive | 36.5% | 45.8% | 43.6% | 35.0% | 32.5% |

## Activities in the Canary Islands

| Outdoor time per day | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| 0 hours | 2.5% | 1.1% | 3.8% | 4.8% | 3.5% |
| 1 - 2 hours | 12.3% | 17.3% | 20.5% | 12.9% | 13.5% |
| 3 - 6 hours | 38.4% | 34.5% | 36.3% | 35.9% | 31.7% |
| 7 - 12 hours | 40.6% | 34.2% | 32.6% | 37.2% | 43.6% |
| More than 12 hours | 6.2% | 13.0% | 6.8% | 9.2% | 7.6% |
| Outdoor time per day | 6.6 | 7.0 | 6.0 | 6.8 | 7.0 |




| Activities in the Canary Islands | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Walk, wander | 70.9% | 67.7% | 67.4% | 69.9% | 70.7% |
| Swimming pool, hotel facilities | 56.9% | 67.7% | 74.6% | 72.2% | 62.2% |
| Beach | 63.8% | 68.0% | 67.0% | 62.9% | 59.4% |
| Explore the island on their own | 39.5% | 44.5% | 48.3% | 51.5% | 41.9% |
| Hiking | -- | 33.3% | 28.6% | 35.7% | 35.1% |
| Organized excursions | 20.1% | 18.1% | 18.7% | 17.8% | 20.7% |
| Taste Canarian gastronomy | 16.9% | 16.2% | 16.6% | 21.3% | 20.5% |
| Running | -- | 16.9% | 14.6% | 20.1% | 18.0% |
| Swim | -- | 14.3% | 15.2% | 15.6% | 13.9% |
| Sea excursions / whale watching | 12.3% | 16.9% | 15.0% | 18.3% | 13.3% |
| Nightlife / concerts / shows | 10.1% | 10.7% | 8.0% | 9.0% | 11.7% |
| Theme parks | 13.7% | 16.1% | 17.4% | 11.8% | 8.4% |
| Beauty and health treatments | 3.5% | 5.7% | 5.9% | 4.0% | 7.6% |
| Wineries / markets / popular festivals | 7.8% | 5.3% | 3.9% | 4.9% | 6.8% |
| Astronomical observation | 2.9% | 2.9% | 3.5% | 6.2% | 6.2% |
| Other Nature Activities | -- | 5.9% | 7.0% | 5.5% | 5.2% |
| Museums / exhibitions | 9.8% | 6.8% | 6.6% | 9.0% | 5.0% |
| Practice other sports | -- | 3.5% | 2.9% | 3.6% | 3.5% |
| Surf | -- | 2.4% | 3.5% | 2.0% | 1.9% |
| Cycling / Mountain bike | -- | 3.5% | 2.1% | 1.2% | 1.7% |
| Golf | -- | 1.3% | 1.2% | 2.0% | 1.5% |
| Windsurf / Kitesurf | -- | 2.7% | 1.2% | 0.2% | 1.3% |
| Scuba Diving | -- | 3.4% | 4.6% | 0.3% | 0.1% |

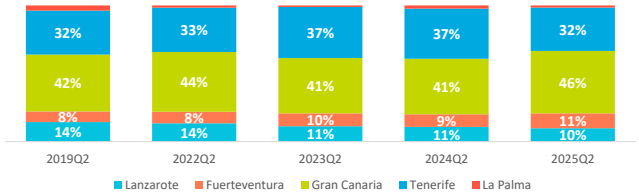
** Multi-choise question*

# Tourist profile. Historical data (2019 - 2025)

# HOLLAND: Second Quarter

## Which island do they choose?

| Tourists (≥ 16 year old) | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Lanzarote | 16,481 | 18,837 | 13,720 | 15,822 | 14,907 |
| Fuerteventura | 8,984 | 11,785 | 11,586 | 13,465 | 16,714 |
| Gran Canaria | 47,961 | 61,102 | 49,406 | 59,650 | 69,989 |
| Tenerife | 37,098 | 45,409 | 45,644 | 53,886 | 48,578 |
| La Palma | 4,313 | 2,276 | 1,388 | 3,315 | 2,300 |




| Share by islands | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Lanzarote | 14.4% | 13.5% | 11.3% | 10.8% | 9.8% |
| Fuerteventura | 7.8% | 8.5% | 9.5% | 9.2% | 11.0% |
| Gran Canaria | 41.8% | 43.8% | 40.6% | 40.8% | 45.9% |
| Tenerife | 32.3% | 32.6% | 37.5% | 36.9% | 31.9% |
| La Palma | 3.8% | 1.6% | 1.1% | 2.3% | 1.5% |

## How many are loyal to the Canary Islands?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Repeat tourists | 71.0% | 67.8% | 65.0% | 62.7% | 70.0% |
| At least 10 previous visits | 23.0% | 13.4% | 10.0% | 10.9% | 16.0% |
| Repeat tourists (last 5 years) | 69.1% | 57.3% | 54.9% | 56.0% | 60.0% |
| Repeat tourists (last 5 years)(5 or more visits) | 20.2% | 10.4% | 7.1% | 8.2% | 15.8% |

## Who are they?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| **Gender** | | | | | |
| Men | 49.9% | 47.8% | 44.5% | 50.4% | 48.5% |
| Women | 50.1% | 52.2% | 55.5% | 49.6% | 51.5% |
| **Age** | | | | | |
| Average age | 49.3 | 48.2 | 45.4 | 46.0 | 50.4 |
| Standard deviation | 15.6 | 14.9 | 15.7 | 16.7 | 17.5 |
| **Age range** | | | | | |
| 16 - 24 years old | 6.5% | 6.4% | 12.5% | 12.5% | 8.8% |
| 25 - 30 years old | 10.8% | 7.6% | 9.7% | 9.8% | 8.2% |
| 31 - 45 years old | 20.6% | 29.6% | 30.4% | 30.8% | 25.1% |
| 46 - 60 years old | 34.8% | 33.6% | 25.9% | 20.7% | 21.6% |
| Over 60 years old | 27.3% | 22.7% | 21.4% | 26.1% | 36.3% |
| **Occupation** | | | | | |
| Salaried worker | 56.4% | 57.6% | 60.5% | 57.1% | 58.0% |
| Self-employed | 11.9% | 10.6% | 11.1% | 10.1% | 6.4% |
| Unemployed | 0.7% | 0.5% | 0.0% | 1.0% | 1.1% |
| Business owner | 8.5% | 9.8% | 8.7% | 8.0% | 6.7% |
| Student | 4.7% | 1.7% | 3.0% | 3.6% | 1.7% |
| Retired | 16.4% | 17.7% | 15.7% | 17.0% | 22.1% |
| Unpaid domestic work | 1.4% | 0.7% | 0.5% | 0.8% | 1.4% |
| Others | 0.0% | 1.3% | 0.5% | 2.4% | 2.5% |
| **Annual household income level** | | | | | |
| Less than €25,000 | 16.3% | 9.3% | 7.1% | 10.3% | 5.1% |
| €25,000 - €49,999 | 32.1% | 26.8% | 34.0% | 22.9% | 27.1% |
| €50,000 - €74,999 | 31.6% | 30.2% | 31.4% | 40.5% | 33.8% |
| More than €74,999 | 20.0% | 33.7% | 27.5% | 26.3% | 34.0% |
| **Education level** | | | | | |
| No studies | 0.2% | 1.2% | 0.0% | 0.3% | 1.0% |
| Primary education | 0.0% | 1.0% | 1.2% | 0.5% | 1.2% |
| Secondary education | 51.7% | 42.7% | 43.0% | 45.3% | 42.0% |
| Higher education | 48.0% | 55.2% | 55.9% | 53.8% | 55.8% |

## How many islands do they visit during their trip?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| One island | 93.6% | 94.8% | 95.5% | 95.4% | 95.1% |
| Two islands | 5.3% | 4.9% | 3.5% | 4.3% | 4.8% |
| Three or more islands | 1.1% | 0.3% | 1.0% | 0.2% | 0.0% |

## How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Average rating | 8.30 | 8.53 | 8.48 | 8.26 | 8.46 |

| Experience in the Canary Islands | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Worse or much worse than expected | 3.0% | 2.7% | 3.0% | 4.3% | 2.5% |
| Lived up to expectations | 65.3% | 53.4% | 55.8% | 54.5% | 57.4% |
| Better or much better than expected | 31.7% | 43.9% | 41.2% | 41.1% | 40.1% |

| Future intentions (scale 0-10) | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Return to the Canary Islands | 8.02 | 8.10 | 8.07 | 7.85 | 7.91 |
| Recommend visiting the Canary Islands | 8.37 | 8.57 | 8.48 | 8.28 | 8.46 |

## Who do they come with?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---|---|---|---|---|---|
| Unaccompanied | 5.5% | 6.5% | 5.2% | 11.7% | 10.9% |
| Only with partner | 58.3% | 45.4% | 42.6% | 43.5% | 55.5% |
| Only with children (< 13 years old) | 5.3% | 4.8% | 4.6% | 4.7% | 1.5% |
| Partner + children (< 13 years old) | 5.5% | 12.5% | 13.0% | 10.3% | 2.7% |
| Other relatives | 10.6% | 11.3% | 10.0% | 12.8% | 10.0% |
| Friends | 4.9% | 6.8% | 4.4% | 4.4% | 8.1% |
| Work colleagues | 0.4% | 0.3% | 0.0% | 0.4% | 0.8% |
| Organized trip | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Other combinations (2) | 9.6% | 12.5% | 20.0% | 12.1% | 10.5% |
| *(2) Combination of some of the groups previously analyzed* | | | | | |
| **Tourists with children** | **16.6%** | **23.2%** | **25.2%** | **20.0%** | **6.6%** |
| - Between 0 and 2 years old | 3.3% | 2.0% | 2.4% | 1.4% | 2.0% |
| - Between 3 and 12 years old | 12.0% | 19.7% | 21.4% | 17.0% | 4.4% |
| - Between 0 -2 and 3-12 years old | 1.3% | 1.5% | 1.5% | 1.6% | 0.2% |
| **Tourists without children** | **83.4%** | **76.8%** | **74.8%** | **80.0%** | **93.4%** |
| **Group composition:** | | | | | |
| - 1 person | 7.6% | 8.6% | 6.5% | 12.7% | 12.4% |
| - 2 people | 65.1% | 56.0% | 52.7% | 54.9% | 65.9% |
| - 3 people | 9.8% | 10.6% | 11.7% | 10.3% | 10.5% |
| - 4 or 5 people | 12.4% | 19.1% | 22.4% | 16.9% | 9.0% |
| - 6 or more people | 5.1% | 5.7% | 6.7% | 5.2% | 2.3% |
| **Average group size:** | **2.61** | **2.82** | **2.94** | **2.78** | **2.29** |

**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.*