

Tourist profile. Historical data (2019 - 2025)

UNITED KINGDOM: First Quarter



How many are they and how much do they spend?

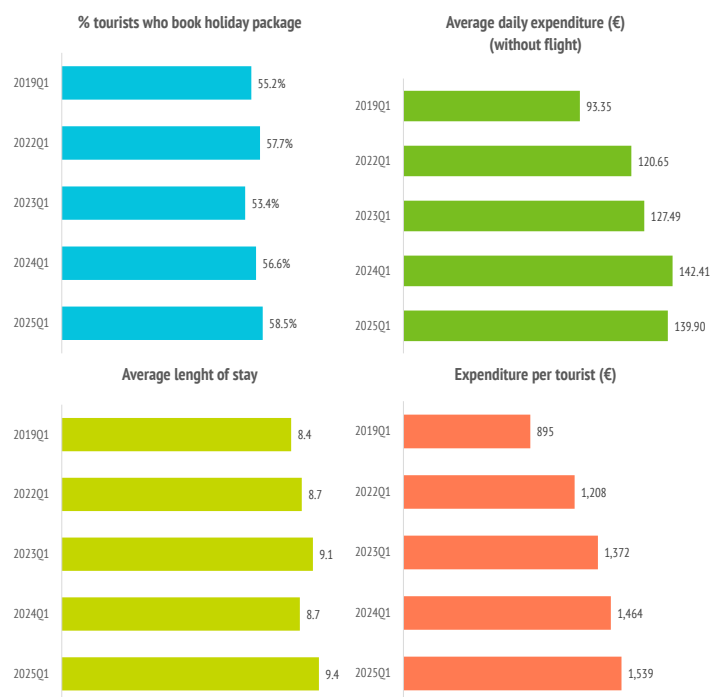


	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,197	959	1,306	1,506	1,538
Tourist arrivals ≥ 16 years old (EGT) (*)	1,046	868	1,145	1,336	1,369
- book holiday package (*)	577	501	612	756	801
- do not book holiday package (*)	468	367	533	580	567
- % tourists who book holiday package	55.2%	57.7%	53.4%	56.6%	58.5%
Children < 16 years old (FRONTUR - EGT) (*)	151	91	161	170	169
Expenditure per tourist (€)	895	1,208	1,372	1,464	1,539
- book holiday package	1,015	1,330	1,469	1,647	1,696
- holiday package	802	1,088	1,207	1,359	1,408
- others	213	242	262	288	288
- do not book holiday package	748	1,040	1,260	1,224	1,317
- flight	148	228	321	274	353
- accommodation	268	429	506	498	457
- others	332	383	433	453	507
Average lenght of stay	8.4	8.7	9.1	8.7	9.4
- Median	7.0	7.2	7.0	7.0	7.4
Average daily expenditure (€)	118.41	155.40	176.05	189.73	193.62
- Median	106.25	135.30	150.99	162.44	178.00
Average daily expenditure (without flight)	93.35	120.65	127.49	142.41	139.90
- Median	85.09	108.67	108.41	122.86	133.03
Average cost of the flight (€)	186.43	267.58	372.03	354.50	427.84
Total turnover (≥ 16 years old) (€m)	936	1,049	1,570	1,955	2,106
Turnover without flight (≥ 16 years old) (€m)	741	817	1,145	1,482	1,520

(*) Thousands of tourists

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	85.6%	89.1%	86.2%	88.1%	87.0%
- Additional accommodation expenses	9.0%	7.5%	5.6%	6.6%	4.9%
Transport:					
- National/International Transport	96.4%	97.3%	95.8%	96.1%	97.2%
- Flights between islands	3.9%	3.8%	3.3%	3.1%	3.8%
- Taxi	55.5%	66.4%	63.7%	64.8%	65.4%
- Car rental	14.8%	15.8%	19.1%	16.3%	15.9%
- Public transport	9.1%	8.6%	11.5%	10.2%	11.6%
Food and drink:					
- Food purchases at supermarkets	53.6%	50.8%	57.0%	55.5%	55.5%
- Restaurants	63.4%	67.5%	72.4%	69.5%	71.5%
Leisure:					
- Organized excursions	14.2%	16.0%	18.1%	15.5%	15.8%
- Sport activities	4.5%	6.5%	8.7%	5.8%	5.2%
- Cultural activities	1.7%	1.7%	2.7%	1.5%	2.2%
- Museums	3.8%	2.3%	4.9%	3.3%	4.0%
- Theme Parks	4.2%	6.1%	8.5%	9.5%	8.1%
- Discos and pubs	11.9%	14.4%	15.4%	13.7%	14.9%
- Wellness	3.3%	5.2%	5.8%	4.9%	5.6%
Purchases of goods:					
- Souvenirs	45.2%	37.1%	39.0%	37.6%	38.5%
- Other expenses	0.9%	0.6%	0.5%	1.0%	0.7%
Other:					
- Medical or pharmaceutical expenses	6.1%	7.2%	7.6%	6.4%	5.3%
- Other expenses	5.3%	5.0%	5.5%	5.0%	4.8%



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	659	847	849	1,008	954
- Additional accommodation expenses	493	675	723	812	796
Transport:					
- National/International Transport	387	548	660	671	761
- Flights between islands	193	275	389	369	440
- Taxi	50	51	63	78	93
- Car rental	48	68	71	74	81
- Public transport	73	132	113	127	125
- Public transport	23	21	25	24	21
Food and drink:					
- Food purchases at supermarkets	251	289	312	337	350
- Restaurants	94	91	100	100	108
- Restaurants	157	198	212	236	243
Leisure:					
- Organized excursions	463	494	498	569	625
- Sport activities	68	90	91	91	89
- Cultural activities	95	85	92	90	128
- Museums	61	58	60	84	72
- Theme Parks	29	32	43	42	50
- Discos and pubs	62	58	56	74	84
- Wellness	84	101	98	119	110
- Wellness	65	69	59	69	91
Purchases of goods:					
- Souvenirs	245	157	114	358	325
- Other expenses	86	69	69	81	94
- Other expenses	159	88	45	277	231
Other:					
- Medical or pharmaceutical expenses	168	100	135	104	152
- Other expenses	53	43	40	28	80
- Other expenses	115	58	95	76	72

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.

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What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	93.1%	94.5%	94.1%	95.5%	94.4%
Visiting family or friends	5.4%	4.5%	5.0%	3.8%	4.7%
Business and work	0.6%	0.2%	0.1%	0.3%	0.2%
Education and training	0.1%	0.0%	0.0%	0.0%	0.0%
Sports training	0.5%	0.4%	0.5%	0.4%	0.3%
Health or medical care	0.0%	0.2%	0.1%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.2%	0.2%	0.0%	0.4%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	71.3%	71.9%	68.2%	66.7%	68.7%
Enjoy family time	7.3%	9.9%	12.1%	12.9%	12.9%
Have fun	8.9%	8.7%	8.7%	10.4%	7.0%
Explore the destination	9.0%	7.1%	7.8%	7.4%	7.8%
Practice their hobbies	1.6%	1.4%	1.8%	1.2%	1.5%
Other reasons	1.9%	1.0%	1.4%	1.3%	2.1%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	47.8%	10.9%	7.7%	7.1%
Canary Islands	--	20.4%	28.6%	30.0%	31.5%
Other destination	--	31.8%	60.5%	62.4%	61.4%
- Balearic Islands	--	3.5%	5.4%	5.5%	5.6%
- Rest of Spain	--	4.8%	8.6%	9.7%	10.5%
- Italy	--	1.8%	6.1%	4.9%	5.0%
- France	--	1.8%	3.8%	4.2%	3.5%
- Turkey	--	1.1%	3.8%	4.5%	3.6%
- Greece	--	6.1%	8.5%	8.7%	8.6%
- Portugal	--	3.1%	4.6%	4.5%	4.4%
- Croatia	--	0.9%	1.5%	1.6%	1.7%
- Egypt	--	0.1%	0.9%	0.9%	1.0%
- Tunisia	--	0.0%	0.2%	0.2%	0.2%
- Morocco	--	0.1%	0.8%	0.8%	0.7%
- Others	--	8.4%	16.3%	16.9%	16.6%

* 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")	--	35.0%	36.1%	30.5%	34.4%
Canary Islands (other island)	--	28.5%	29.6%	31.0%	29.0%
Other destination	--	36.5%	34.3%	38.5%	36.6%
- Balearic Islands	--	5.1%	4.3%	5.3%	4.8%
- Rest of Spain	--	7.8%	7.6%	8.0%	7.2%
- Italy	--	3.2%	3.2%	3.1%	3.3%
- France	--	0.7%	0.8%	1.5%	1.3%
- Turkey	--	2.6%	2.6%	3.6%	3.5%
- Greece	--	5.5%	4.5%	5.2%	4.3%
- Portugal	--	5.1%	5.2%	5.6%	5.5%
- Croatia	--	1.2%	1.3%	1.6%	1.6%
- Egypt	--	2.6%	2.5%	2.2%	2.8%
- Others	--	2.7%	2.3%	2.5%	2.3%

* Percentage of valid answers

Importance of each factor in the destination choice

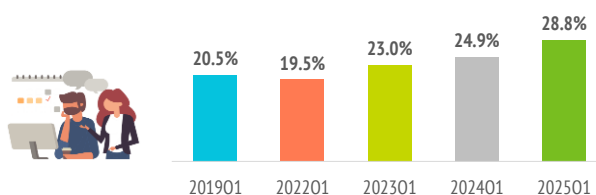
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	83.4%	82.6%	79.5%	82.8%	82.8%
Safety	55.7%	58.4%	63.7%	63.7%	63.6%
Accommodation supply	51.9%	52.7%	51.5%	56.9%	52.6%
Tranquility	44.3%	42.3%	45.1%	47.2%	48.6%
Effortless trip	39.4%	47.7%	45.7%	46.3%	48.5%
Price	48.9%	41.1%	43.3%	45.7%	46.3%
Environment	31.8%	31.7%	35.8%	33.2%	36.6%
European belonging	33.9%	33.7%	29.9%	34.4%	36.5%
Sea	28.8%	34.8%	32.9%	33.8%	31.3%
Beaches	27.1%	30.1%	27.7%	30.0%	27.7%
Gastronomy	22.5%	27.4%	30.4%	28.5%	25.7%
Landscapes	22.7%	22.6%	22.0%	23.1%	22.8%
Authenticity	16.3%	16.9%	18.3%	18.9%	19.6%
Fun possibilities	18.1%	21.8%	22.1%	22.7%	19.5%
Culture	8.4%	9.1%	8.9%	10.2%	9.0%
Nightlife	10.0%	8.7%	9.0%	9.5%	8.5%
Shopping	8.0%	7.3%	7.7%	10.4%	7.7%
Historical heritage	7.0%	6.2%	6.9%	7.2%	6.9%
Exoticism	7.6%	7.4%	6.6%	7.1%	6.2%
Hiking trail network	6.2%	5.0%	5.3%	6.0%	5.9%

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	0.7%	0.3%	0.4%	0.7%	0.4%
Between 1 and 30 days	24.7%	30.2%	20.0%	20.9%	19.9%
Between 1 and 2 months	25.1%	25.1%	26.8%	23.0%	21.6%
Between 3 and 6 months	29.0%	24.9%	29.8%	30.4%	29.3%
More than 6 months	20.5%	19.5%	23.0%	24.9%	28.8%

% 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	62.9%	66.0%	65.6%	67.0%	64.9%
Friends or relatives	27.1%	30.5%	29.9%	28.6%	27.5%
Internet or social media	59.0%	55.6%	54.9%	53.4%	50.8%
Mass Media	1.5%	1.6%	2.9%	2.0%	1.7%
Travel guides and magazines	6.6%	6.3%	7.0%	5.2%	5.9%
Travel Blogs or Forums	4.6%	4.6%	4.4%	5.0%	4.4%
Travel TV Channels	0.6%	1.1%	0.9%	1.0%	1.1%
Tour Operator or Travel Agency	20.9%	25.5%	21.9%	21.8%	21.4%
Public administrations or similar	0.4%	2.8%	0.7%	0.7%	0.6%
Others	2.1%	2.7%	2.3%	2.9%	3.1%

* Multi-choice question

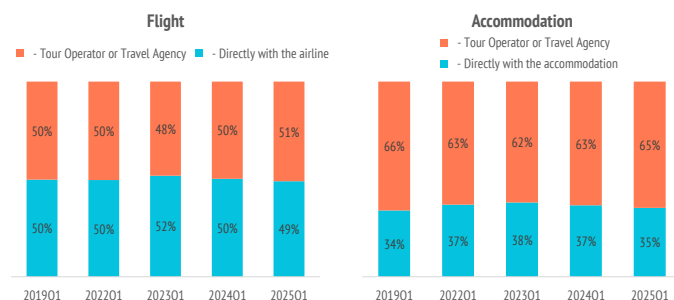
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With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	49.8%	49.6%	51.8%	50.2%	49.0%
- Tour Operator or Travel Agency	50.2%	50.4%	48.2%	49.8%	51.0%
Accommodation					
- Directly with the accommodation	34.0%	37.0%	38.1%	36.6%	35.3%
- Tour Operator or Travel Agency	66.0%	63.0%	61.9%	63.4%	64.7%



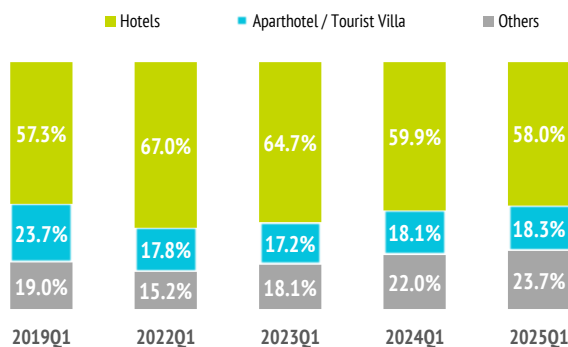
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
United Kingdom	98.1%	98.5%	98.3%	98.8%	98.7%
Ireland	0.8%	0.7%	0.6%	0.2%	0.6%
Spanish Mainland	0.6%	0.6%	0.5%	0.6%	0.4%
Germany	0.1%	0.0%	0.2%	0.1%	0.1%
Others	0.0%	0.0%	0.0%	0.0%	0.1%
Italy	0.0%	0.0%	0.0%	0.1%	0.1%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Portugal	0.0%	0.1%	0.3%	0.1%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
Estonia	0.1%	0.0%	0.0%	0.0%	0.0%
Others	0.2%	0.1%	0.0%	0.2%	0.0%

Where do they stay?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	10.7%	11.3%	10.8%	8.8%	10.5%
4* Hotel	36.7%	42.1%	39.3%	39.9%	37.5%
5* Hotel / 5* Luxury Hotel	9.9%	13.5%	14.6%	11.2%	10.0%
Aparthotel / Tourist Villa	23.7%	17.8%	17.2%	18.1%	18.3%
House/room rented in a private dwelling	7.0%	5.2%	4.7%	14.2%	13.7%
Private accommodation (1)	6.6%	5.0%	7.4%	4.3%	7.4%
Others (Cottage, cruise, camping,...)	5.4%	5.0%	6.0%	3.5%	2.6%

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

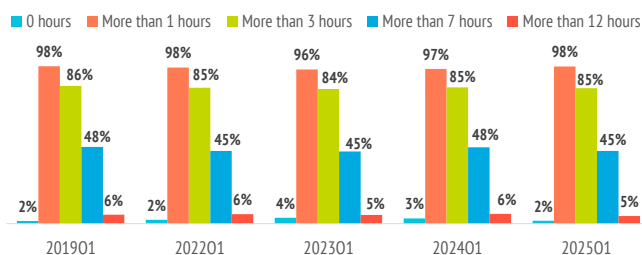


What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	30.7%	26.1%	26.6%	29.3%	33.4%
Bed and Breakfast	11.1%	15.2%	16.5%	16.5%	14.7%
Half board	20.3%	18.6%	21.7%	18.0%	16.9%
Full board	2.0%	1.8%	1.5%	2.0%	1.7%
All inclusive	35.8%	38.2%	33.7%	34.2%	33.2%

Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	1.7%	2.4%	3.7%	3.3%	1.8%
1 - 2 hours	12.3%	12.7%	12.2%	11.5%	13.5%
3 - 6 hours	38.1%	39.5%	39.0%	37.5%	39.2%
7 - 12 hours	42.4%	39.4%	39.7%	41.6%	40.7%
More than 12 hours	5.6%	6.0%	5.4%	6.2%	4.8%
Outdoor time per day	6.8	6.7	6.5	6.7	6.6

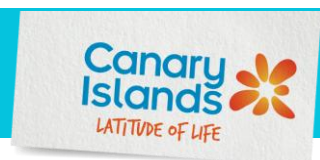


Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	79.7%	83.5%	82.8%	81.2%	81.6%
Swimming pool, hotel facilities	60.0%	71.2%	64.7%	67.2%	60.9%
Beach	52.1%	60.6%	56.5%	57.4%	54.7%
Explore the island on their own	37.7%	36.1%	37.3%	39.0%	36.7%
Taste Canarian gastronomy	23.0%	25.1%	25.5%	22.0%	25.7%
Nightlife / concerts / shows	20.2%	18.1%	18.9%	18.0%	18.4%
Organized excursions	12.6%	13.7%	12.7%	10.9%	11.0%
Hiking	--	8.8%	9.8%	8.5%	9.5%
Theme parks	7.8%	8.8%	8.9%	10.4%	9.3%
Wineries / markets / popular festivals	10.7%	6.7%	10.1%	7.6%	8.3%
Museums / exhibitions	9.0%	5.1%	8.1%	6.8%	7.9%
Swim	--	15.7%	8.8%	9.4%	7.6%
Sea excursions / whale watching	7.0%	7.5%	7.3%	8.2%	7.2%
Beauty and health treatments	4.9%	5.1%	6.1%	5.2%	5.3%
Running	--	4.8%	5.6%	4.9%	4.9%
Golf	--	2.2%	3.6%	3.2%	3.2%
Other Nature Activities	--	2.9%	4.2%	2.9%	3.2%
Cycling / Mountain bike	--	3.1%	3.6%	2.9%	3.1%
Practice other sports	--	3.0%	4.0%	3.0%	2.6%
Astronomical observation	2.4%	1.4%	2.2%	1.6%	2.2%
Surf	--	1.1%	1.4%	1.3%	1.4%
Scuba Diving	--	0.9%	1.5%	1.4%	0.8%
Windsurf / Kitesurf	--	0.9%	0.5%	0.6%	0.5%

* Multi-choice question

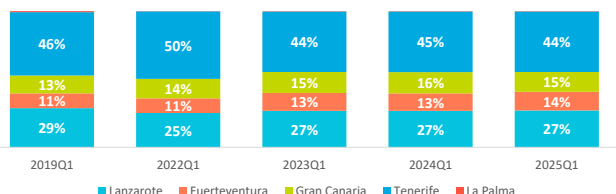
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Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	297,962	217,597	305,949	357,125	369,345
Fuerteventura	113,747	92,864	150,042	171,654	188,322
Gran Canaria	135,826	123,877	175,398	207,798	198,320
Tenerife	482,874	428,006	507,517	594,056	607,534
La Palma	8,108	1,885	3,443	3,838	3,365



How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	80.2%	81.8%	82.7%	84.0%	84.9%
At least 10 previous visits	22.0%	24.0%	25.2%	28.6%	29.6%
Repeat tourists (last 5 years)	73.7%	73.3%	73.6%	74.9%	78.9%
Repeat tourists (last 5 years)(5 or more visits)	23.0%	16.1%	19.1%	22.0%	28.1%

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	43.7%	43.2%	42.0%	43.6%	43.9%
Women	56.3%	56.8%	58.0%	56.4%	56.1%
Age					
Average age	50.7	50.2	52.0	52.1	53.7
Standard deviation	15.7	16.0	16.0	16.2	16.7
Age range					
16 - 24 years old	5.2%	6.2%	5.5%	5.2%	5.6%
25 - 30 years old	9.4%	8.9%	6.3%	6.2%	6.2%
31 - 45 years old	21.1%	23.9%	23.8%	25.4%	22.7%
46 - 60 years old	33.3%	29.0%	29.5%	27.7%	23.5%
Over 60 years old	31.0%	32.0%	34.9%	35.5%	42.0%
Occupation					
Salaried worker	46.5%	57.8%	47.6%	49.3%	44.0%
Self-employed	11.9%	10.7%	9.9%	11.6%	10.4%
Unemployed	1.0%	0.3%	0.3%	0.5%	0.9%
Business owner	5.1%	4.4%	5.1%	5.9%	4.7%
Student	1.3%	1.2%	1.7%	1.6%	1.4%
Retired	33.0%	24.3%	33.8%	30.3%	37.7%
Unpaid domestic work	0.7%	0.5%	0.4%	0.5%	0.4%
Others	0.5%	0.9%	1.2%	0.3%	0.5%
Annual household income level					
Less than €25,000	19.2%	10.4%	11.9%	8.0%	11.6%
€25,000 - €49,999	43.4%	31.6%	34.7%	33.2%	30.0%
€50,000 - €74,999	18.1%	30.7%	22.6%	25.9%	27.0%
More than €74,999	19.3%	27.3%	30.8%	32.9%	31.4%
Education level					
No studies	11.4%	7.1%	9.1%	9.4%	9.8%
Primary education	0.7%	0.3%	0.7%	0.9%	0.9%
Secondary education	22.4%	17.0%	17.3%	16.7%	21.7%
Higher education	65.5%	75.6%	72.8%	73.1%	67.6%

Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	28.7%	25.2%	26.8%	26.8%	27.0%
Fuerteventura	11.0%	10.7%	13.1%	12.9%	13.8%
Gran Canaria	13.1%	14.3%	15.4%	15.6%	14.5%
Tenerife	46.5%	49.5%	44.4%	44.5%	44.4%
La Palma	0.8%	0.2%	0.3%	0.3%	0.2%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	93.8%	95.2%	95.4%	95.4%	95.3%
Two islands	5.6%	4.2%	4.2%	4.2%	4.2%
Three or more islands	0.6%	0.5%	0.4%	0.4%	0.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.91	8.97	8.93	8.94	8.90

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	1.5%	3.4%	2.3%	2.5%	3.0%
Lived up to expectations	51.9%	53.0%	53.8%	55.8%	56.8%
Better or much better than expected	46.6%	43.6%	43.9%	41.7%	40.3%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	9.08	9.08	9.11	9.11	9.09
Recommend visiting the Canary Islands	9.20	9.23	9.22	9.19	9.14

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	7.9%	8.5%	7.6%	6.6%	8.1%
Only with partner	62.6%	58.4%	54.8%	55.6%	56.2%
Only with children (< 13 years old)	2.1%	3.1%	2.3%	3.1%	3.3%
Partner + children (< 13 years old)	3.1%	4.8%	6.3%	6.0%	5.8%
Other relatives	7.0%	9.3%	10.7%	10.0%	9.9%
Friends	8.4%	6.8%	6.3%	6.9%	5.9%
Work colleagues	0.0%	0.2%	0.1%	0.0%	0.1%
Organized trip	0.2%	0.3%	0.1%	0.2%	0.2%
Other combinations (2)	8.6%	8.7%	11.8%	11.7%	10.5%

(2) Combination of some of the groups previously analyzed

Tourists with children	8.5%	12.4%	15.0%	15.6%	14.0%
- Between 0 and 2 years old	1.8%	1.2%	1.2%	1.4%	1.0%
- Between 3 and 12 years old	5.7%	10.5%	12.3%	13.1%	12.3%
- Between 0 -2 and 3-12 years old	1.0%	0.7%	1.6%	1.1%	0.8%
Tourists without children	91.5%	87.6%	85.0%	84.4%	86.0%
Group composition:					
- 1 person	12.1%	10.8%	10.6%	8.7%	9.6%
- 2 people	67.3%	65.1%	60.8%	61.6%	62.3%
- 3 people	7.5%	8.8%	9.6%	9.8%	9.7%
- 4 or 5 people	10.1%	12.2%	15.2%	15.6%	14.4%
- 6 or more people	3.0%	3.1%	3.9%	4.3%	4.0%
Average group size:	2.32	2.41	2.56	2.59	2.53

*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.