

Tourist profile. Historical data (2019 - 2025)

UNITED KINGDOM: Second Quarter



How many are they and how much do they spend?

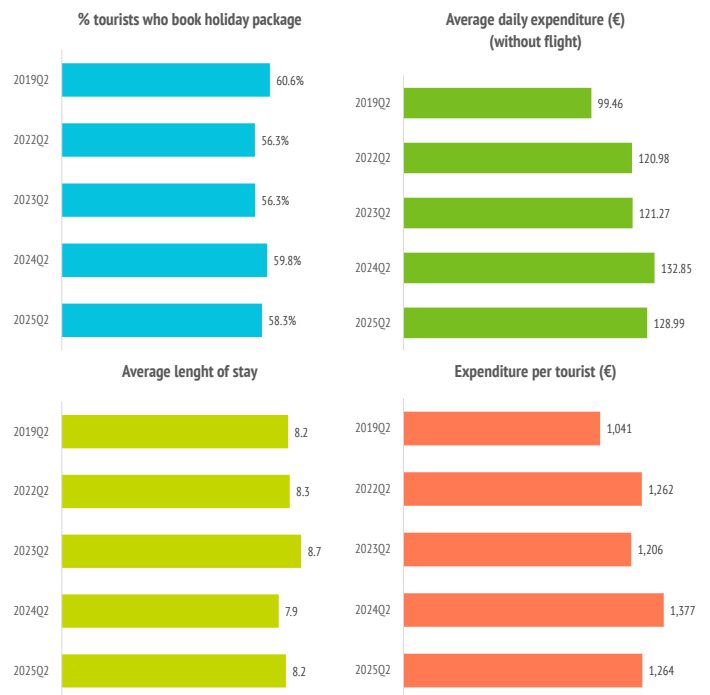


	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,265	1,262	1,367	1,493	1,551
Tourist arrivals ≥ 16 years old (EGT) (*)	1,078	1,109	1,130	1,259	1,313
- book holiday package (*)	653	624	636	753	766
- do not book holiday package (*)	425	485	493	506	547
- % tourists who book holiday package	60.6%	56.3%	56.3%	59.8%	58.3%
Children < 16 years old (FRONTUR - EGT) (*)	187	153	237	234	238
Expenditure per tourist (€)	1,041	1,262	1,206	1,377	1,264
- book holiday package	1,178	1,356	1,305	1,480	1,418
- holiday package	953	1,109	1,037	1,209	1,154
- others	225	247	267	271	264
- do not book holiday package	830	1,140	1,078	1,224	1,049
- flight	221	297	242	317	229
- accommodation	279	426	408	465	398
- others	330	418	428	442	422
Average lenght of stay	8.2	8.3	8.7	7.9	8.2
- Median	7.3	7.5	7.3	7.1	7.0
Average daily expenditure (€)	138.57	164.56	158.03	184.94	170.32
- Median	120.94	141.01	141.23	166.07	152.56
Average daily expenditure (without flight)	99.46	120.98	121.27	132.85	128.99
- Median	86.31	103.42	108.57	121.02	119.32
Average cost of the flight (€)	292.80	333.72	275.47	384.62	301.20
Total turnover (≥ 16 years old) (€m)	1,122	1,399	1,362	1,734	1,660
Turnover without flight (≥ 16 years old) (€m)	807	1,029	1,051	1,250	1,265

(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	85.5%	87.5%	85.5%	87.8%	87.0%
- Additional accommodation expenses	8.1%	7.5%	6.5%	5.5%	5.3%
Transport:					
- National/International Transport	95.0%	97.7%	94.8%	95.9%	95.9%
- Flights between islands	3.5%	4.1%	3.3%	2.8%	2.0%
- Taxi	59.7%	66.7%	67.5%	65.4%	65.3%
- Car rental	12.1%	16.4%	16.1%	16.5%	14.8%
- Public transport	6.0%	7.5%	9.6%	7.5%	7.9%
Food and drink:					
- Food purchases at supermarkets	50.1%	53.8%	58.1%	55.1%	54.5%
- Restaurants	55.9%	67.7%	69.3%	66.3%	68.1%
Leisure:					
- Organized excursions	15.5%	18.3%	18.6%	19.0%	19.1%
- Sport activities	5.7%	7.7%	6.4%	6.4%	5.3%
- Cultural activities	2.0%	2.0%	1.8%	2.4%	2.2%
- Museums	1.9%	2.5%	2.7%	3.3%	2.4%
- Theme Parks	6.1%	10.8%	10.4%	13.5%	9.6%
- Discos and pubs	12.9%	13.5%	16.1%	16.2%	16.6%
- Wellness	3.6%	5.5%	6.1%	4.8%	5.4%
Purchases of goods:					
- Souvenirs	40.9%	38.5%	41.6%	41.2%	38.4%
- Other expenses	0.6%	0.8%	0.5%	0.9%	0.4%
Other:					
- Medical or pharmaceutical expenses	5.2%	7.3%	6.3%	5.1%	6.1%
- Other expenses	5.1%	4.9%	5.7%	5.7%	3.7%



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	740	785	811	846	821
- Additional accommodation expenses	539	656	653	703	693
- Additional accommodation expenses	201	129	157	143	129
Transport:					
- National/International Transport	506	599	586	670	547
- National/International Transport	308	342	290	401	314
- Flights between islands	49	57	76	77	54
- Taxi	45	66	71	72	65
- Car rental	78	113	124	98	90
- Public transport	25	21	24	22	24
Food and drink:					
- Food purchases at supermarkets	270	297	293	322	317
- Food purchases at supermarkets	96	88	100	102	102
- Restaurants	174	209	193	221	215
Leisure:					
- Organized excursions	504	497	552	579	582
- Organized excursions	90	87	84	89	85
- Sport activities	66	85	117	97	94
- Cultural activities	62	45	52	90	78
- Museums	54	30	50	44	47
- Theme Parks	59	63	72	76	75
- Discos and pubs	105	100	99	106	114
- Wellness	68	87	77	77	89
Purchases of goods:					
- Souvenirs	178	306	255	244	188
- Souvenirs	96	78	83	78	84
- Other expenses	82	227	172	165	104
Other:					
- Medical or pharmaceutical expenses	127	97	116	109	107
- Medical or pharmaceutical expenses	36	35	38	35	31
- Other expenses	91	62	78	74	76

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)

UNITED KINGDOM: Second Quarter



What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	95.3%	95.0%	95.4%	95.6%	95.2%
Visiting family or friends	3.0%	3.8%	3.3%	3.4%	3.5%
Business and work	0.6%	0.3%	0.5%	0.3%	0.3%
Education and training	0.1%	0.1%	0.2%	0.0%	0.0%
Sports training	0.4%	0.3%	0.2%	0.3%	0.4%
Health or medical care	0.2%	0.1%	0.0%	0.1%	0.1%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.5%	0.4%	0.3%	0.5%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	66.0%	68.0%	68.7%	65.3%	66.9%
Enjoy family time	13.5%	14.6%	10.4%	14.8%	12.2%
Have fun	13.1%	9.3%	11.1%	11.1%	11.1%
Explore the destination	5.6%	6.2%	7.2%	7.3%	7.8%
Practice their hobbies	0.9%	0.9%	1.3%	0.7%	1.2%
Other reasons	0.9%	1.0%	1.2%	0.9%	0.8%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	52.8%	13.4%	10.1%	8.3%
Canary Islands	--	20.4%	29.1%	32.9%	36.1%
Other destination	--	26.8%	57.4%	57.0%	55.6%
- Balearic Islands	--	3.1%	4.9%	4.7%	4.8%
- Rest of Spain	--	4.6%	9.1%	9.8%	7.8%
- Italy	--	1.4%	4.2%	3.7%	4.3%
- France	--	1.3%	2.8%	3.0%	3.0%
- Turkey	--	0.8%	4.3%	4.4%	4.3%
- Greece	--	3.3%	8.6%	9.0%	8.5%
- Portugal	--	2.9%	4.6%	3.5%	4.5%
- Croatia	--	0.5%	1.7%	1.3%	1.2%
- Egypt	--	0.2%	0.8%	1.4%	1.5%
- Tunisia	--	0.1%	0.3%	0.5%	0.1%
- Morocco	--	0.1%	0.3%	0.5%	0.9%
- Others	--	8.6%	15.9%	15.3%	14.7%

* 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")	--	25.6%	22.2%	22.6%	24.0%
Canary Islands (other island)	--	24.7%	23.0%	23.8%	25.0%
Other destination	--	49.7%	54.8%	53.6%	51.0%
- Balearic Islands	--	8.5%	8.2%	7.7%	7.8%
- Rest of Spain	--	9.2%	10.5%	10.2%	9.6%
- Italy	--	3.6%	4.9%	4.7%	4.6%
- France	--	1.3%	1.5%	1.3%	1.3%
- Turkey	--	4.4%	4.8%	5.4%	4.6%
- Greece	--	9.4%	10.3%	10.3%	9.7%
- Portugal	--	7.3%	8.4%	7.9%	7.5%
- Croatia	--	2.3%	3.4%	2.7%	2.5%
- Egypt	--	1.8%	1.4%	1.8%	1.8%
- Others	--	1.8%	1.5%	1.6%	1.7%

* Percentage of valid answers

Importance of each factor in the destination choice

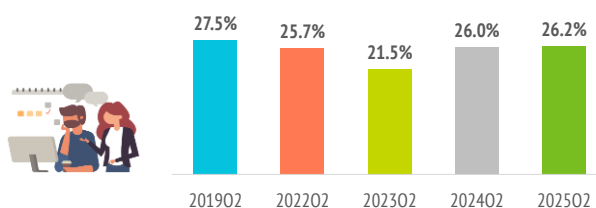
	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	79.6%	79.1%	79.4%	79.1%	76.1%
Safety	64.3%	61.0%	63.4%	66.3%	66.7%
Accommodation supply	55.9%	54.4%	55.3%	58.5%	56.0%
Price	50.6%	45.3%	50.0%	50.3%	50.7%
Tranquility	49.1%	45.5%	45.7%	50.6%	49.5%
Effortless trip	44.1%	47.3%	49.1%	49.8%	46.9%
European belonging	34.1%	31.4%	30.3%	34.7%	34.8%
Environment	36.3%	33.7%	35.9%	36.3%	34.0%
Sea	32.8%	35.0%	36.5%	35.0%	33.3%
Beaches	32.2%	32.7%	33.4%	33.0%	31.1%
Gastronomy	24.3%	28.4%	26.8%	27.7%	29.3%
Fun possibilities	26.2%	23.7%	25.8%	25.7%	25.2%
Landscapes	22.3%	23.7%	21.0%	22.8%	21.8%
Authenticity	20.8%	19.9%	19.2%	21.4%	19.5%
Shopping	11.8%	9.4%	10.0%	9.5%	12.4%
Nightlife	13.5%	9.3%	10.7%	8.4%	11.2%
Culture	8.0%	8.5%	9.2%	9.9%	9.6%
Exoticism	9.5%	8.3%	7.6%	8.1%	7.7%
Historical heritage	6.5%	6.9%	5.9%	6.8%	7.3%
Hiking trail network	3.6%	4.3%	3.9%	3.1%	3.8%

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	0.2%	0.3%	0.4%	0.5%	0.5%
Between 1 and 30 days	17.3%	21.9%	19.3%	17.4%	16.3%
Between 1 and 2 months	20.1%	21.9%	23.8%	20.9%	19.9%
Between 3 and 6 months	34.9%	30.2%	35.0%	35.2%	37.1%
More than 6 months	27.5%	25.7%	21.5%	26.0%	26.2%

% 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	60.7%	65.6%	62.5%	59.2%	63.9%
Friends or relatives	28.9%	27.6%	28.6%	29.1%	27.9%
Internet or social media	58.8%	55.1%	57.4%	52.8%	48.9%
Mass Media	1.7%	1.5%	2.2%	2.3%	1.8%
Travel guides and magazines	7.5%	5.9%	5.3%	5.0%	3.9%
Travel Blogs or Forums	4.8%	5.1%	4.3%	4.4%	3.5%
Travel TV Channels	1.0%	0.4%	0.6%	0.6%	0.9%
Tour Operator or Travel Agency	21.9%	24.3%	21.7%	22.2%	20.3%
Public administrations or similar	0.3%	2.2%	0.7%	0.3%	0.6%
Others	2.6%	2.5%	3.2%	2.5%	2.9%

* 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	43.3%	49.9%	49.6%	47.8%	49.6%
- Tour Operator or Travel Agency	56.7%	50.1%	50.4%	52.2%	50.4%
Accommodation					
- Directly with the accommodation	30.2%	34.8%	36.9%	36.9%	36.7%
- Tour Operator or Travel Agency	69.8%	65.2%	63.1%	63.1%	63.3%

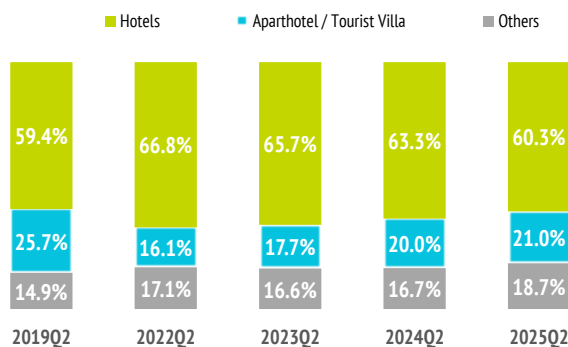
Where does the flight come from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
United Kingdom	98.6%	98.4%	99.0%	98.3%	98.7%
Spanish Mainland	0.8%	0.8%	0.5%	1.0%	0.8%
Ireland	0.3%	0.3%	0.3%	0.4%	0.3%
Others	0.0%	0.0%	0.0%	0.0%	0.0%
Czech Republic	0.0%	0.0%	0.0%	0.0%	0.0%
Poland	0.1%	0.0%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.1%	0.1%	0.0%	0.1%	0.0%
Austria	0.0%	0.1%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.1%	0.2%	0.2%	0.2%	0.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	8.6%	9.0%	9.6%	8.4%	9.0%
4* Hotel	40.6%	43.4%	42.1%	41.5%	39.9%
5* Hotel / 5* Luxury Hotel	10.1%	14.4%	14.0%	13.4%	11.5%
Aparthotel / Tourist Villa	25.7%	16.1%	17.7%	20.0%	21.0%
House/room rented in a private dwelling	4.2%	3.8%	4.6%	11.0%	10.8%
Private accommodation (1)	5.2%	5.8%	5.8%	4.6%	6.5%
Others (Cottage, cruise, camping,...)	5.4%	7.4%	6.2%	1.1%	1.4%

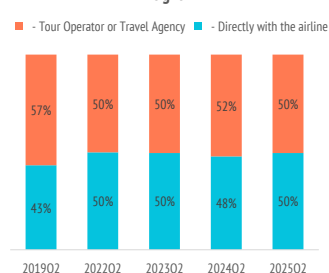
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



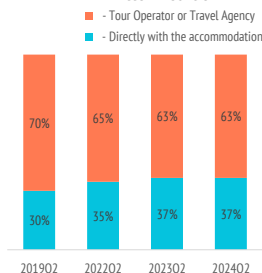
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	26.4%	26.0%	24.1%	27.4%	31.4%
Bed and Breakfast	11.0%	13.8%	15.0%	16.0%	14.7%
Half board	17.6%	18.5%	18.8%	14.8%	16.5%
Full board	2.5%	2.8%	1.9%	1.5%	1.6%
All inclusive	42.4%	38.8%	40.3%	40.4%	35.8%

Flight

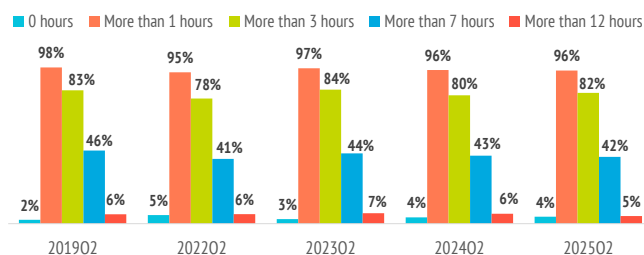


Accommodation



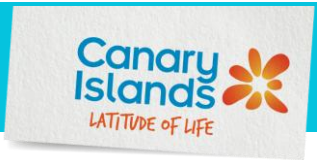
Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	2.4%	5.4%	2.9%	3.9%	4.3%
1 - 2 hours	14.3%	16.4%	13.4%	15.8%	14.0%
3 - 6 hours	37.6%	37.7%	39.8%	37.7%	40.0%
7 - 12 hours	39.8%	34.6%	37.4%	36.3%	36.9%
More than 12 hours	5.9%	5.9%	6.5%	6.2%	4.8%
Outdoor time per day	6.6	6.1	6.5	6.3	6.3



Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Walk, wander	77.5%	79.4%	78.7%	78.9%	79.2%
Swimming pool, hotel facilities	74.0%	75.2%	74.2%	74.6%	69.7%
Beach	60.0%	60.2%	60.0%	63.1%	57.1%
Explore the island on their own	31.4%	33.6%	36.8%	35.6%	33.7%
Taste Canarian gastronomy	19.7%	23.5%	22.5%	23.6%	22.9%
Nightlife / concerts / shows	24.1%	19.2%	21.1%	21.8%	20.0%
Organized excursions	15.3%	15.9%	14.9%	16.2%	11.1%
Theme parks	13.4%	12.6%	12.9%	16.0%	10.6%
Sea excursions / whale watching	10.8%	11.5%	11.7%	12.0%	9.4%
Swim	--	9.5%	10.2%	9.9%	9.3%
Wineries / markets / popular festivals	9.5%	7.6%	8.8%	7.6%	8.0%
Hiking	--	5.9%	5.7%	5.8%	6.5%
Beauty and health treatments	5.8%	5.8%	6.8%	4.7%	5.9%
Museums / exhibitions	5.4%	4.6%	5.8%	7.0%	5.4%
Running	--	5.5%	4.1%	5.3%	4.4%
Other Nature Activities	--	3.0%	3.7%	4.4%	3.8%
Practice other sports	--	2.6%	3.1%	3.0%	2.4%
Golf	--	2.4%	2.7%	2.6%	2.4%
Astronomical observation	1.5%	1.7%	2.5%	1.5%	1.7%
Scuba Diving	--	1.8%	2.0%	1.2%	1.5%
Cycling / Mountain bike	--	3.5%	2.9%	2.3%	1.4%
Surf	--	1.6%	1.2%	1.4%	1.0%
Windsurf / Kitesurf	--	0.6%	0.6%	0.5%	0.3%

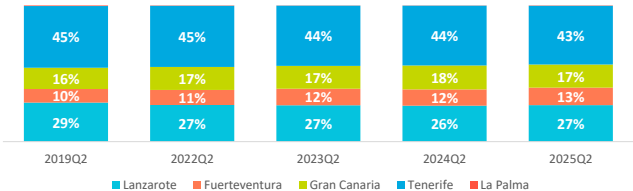
* Multi-choise question



Which island do they choose?



Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	308,204	298,230	302,001	332,492	352,185
Fuerteventura	107,052	122,296	136,061	149,526	167,801
Gran Canaria	166,839	187,068	189,945	221,680	222,620
Tenerife	487,222	496,371	498,893	552,303	565,802
La Palma	4,356	3,197	2,134	2,162	3,823



How many are loyal to the Canary Islands?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	78.1%	79.4%	77.9%	77.9%	82.8%
At least 10 previous visits	22.1%	23.4%	25.4%	23.2%	29.2%
Repeat tourists (last 5 years)	70.4%	67.5%	67.9%	69.3%	76.5%
Repeat tourists (last 5 years)(5 or more visits)	24.0%	12.9%	17.8%	21.2%	27.1%

Who are they?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	41.9%	43.6%	44.7%	45.5%	43.4%
Women	58.1%	56.4%	55.3%	54.5%	56.6%
Age					
Average age	47.2	48.9	47.8	46.8	50.2
Standard deviation	16.7	16.1	17.4	16.4	17.2
Age range					
16 - 24 years old	8.8%	8.5%	10.7%	10.0%	7.9%
25 - 30 years old	12.7%	8.5%	10.5%	9.9%	8.9%
31 - 45 years old	25.1%	25.4%	26.4%	30.6%	26.7%
46 - 60 years old	27.4%	30.1%	23.6%	24.4%	21.4%
Over 60 years old	25.9%	27.4%	28.8%	25.1%	35.0%
Occupation					
Salaried worker	57.3%	58.5%	55.5%	60.9%	51.3%
Self-employed	10.4%	10.4%	9.7%	9.2%	10.5%
Unemployed	1.7%	0.4%	0.4%	0.3%	0.8%
Business owner	4.9%	3.6%	4.4%	4.9%	3.4%
Student	2.7%	2.0%	3.3%	2.0%	2.1%
Retired	21.4%	24.0%	25.0%	21.2%	30.6%
Unpaid domestic work	0.7%	0.5%	0.9%	0.8%	0.7%
Others	1.0%	0.7%	0.8%	0.6%	0.5%
Annual household income level					
Less than €25,000	21.6%	11.6%	11.2%	9.5%	9.7%
€25,000 - €49,999	34.2%	33.6%	37.2%	33.4%	33.4%
€50,000 - €74,999	22.0%	20.2%	23.2%	23.5%	24.5%
More than €74,999	22.1%	34.6%	28.3%	33.7%	32.5%
Education level					
No studies	12.7%	10.6%	9.6%	9.6%	9.3%
Primary education	0.8%	0.3%	0.5%	0.4%	0.3%
Secondary education	20.3%	16.1%	17.9%	20.9%	19.4%
Higher education	66.2%	73.0%	71.9%	69.1%	70.9%

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	28.7%	26.9%	26.7%	26.4%	26.8%
Fuerteventura	10.0%	11.0%	12.1%	11.9%	12.8%
Gran Canaria	15.5%	16.9%	16.8%	17.6%	17.0%
Tenerife	45.4%	44.8%	44.2%	43.9%	43.1%
La Palma	0.4%	0.3%	0.2%	0.2%	0.3%

How many islands do they visit during their trip?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	94.2%	95.8%	95.5%	96.3%	97.5%
Two islands	5.1%	3.9%	4.1%	3.6%	2.4%
Three or more islands	0.7%	0.4%	0.3%	0.2%	0.2%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.84	9.10	9.06	8.95	8.90

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	2.6%	1.9%	2.1%	1.6%	2.5%
Lived up to expectations	55.8%	51.1%	52.8%	54.6%	58.3%
Better or much better than expected	41.6%	47.0%	45.1%	43.8%	39.2%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.94	9.12	9.10	9.02	9.04
Recommend visiting the Canary Islands	9.07	9.25	9.22	9.11	9.10

Who do they come with?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	6.5%	6.5%	6.8%	7.2%	8.0%
Only with partner	51.2%	52.1%	58.7%	47.2%	53.1%
Only with children (< 13 years old)	4.2%	3.6%	3.2%	3.5%	3.2%
Partner + children (< 13 years old)	6.4%	7.3%	6.0%	8.5%	6.0%
Other relatives	12.2%	10.5%	8.9%	12.4%	10.1%
Friends	7.3%	7.2%	8.0%	8.0%	8.3%
Work colleagues	0.3%	0.2%	0.4%	0.1%	0.0%
Organized trip	0.3%	0.2%	0.1%	0.1%	0.2%
Other combinations (2)	11.6%	12.3%	7.9%	13.1%	11.2%

(2) Combination of some of the groups previously analyzed

Tourists with children	18.2%	18.3%	13.8%	20.1%	15.8%
- Between 0 and 2 years old	2.1%	1.2%	1.8%	1.9%	2.0%
- Between 3 and 12 years old	14.2%	15.2%	10.4%	16.6%	12.0%
- Between 0 - 2 and 3-12 years old	1.9%	1.9%	1.7%	1.6%	1.9%
Tourists without children	81.8%	81.7%	86.2%	79.9%	84.2%
Group composition:					
- 1 person	10.6%	8.4%	9.2%	9.0%	9.3%
- 2 people	57.6%	59.1%	64.9%	54.9%	62.5%
- 3 people	11.7%	9.7%	10.5%	13.0%	9.8%
- 4 or 5 people	15.7%	18.5%	12.5%	17.2%	13.7%
- 6 or more people	4.5%	4.3%	2.9%	6.0%	4.7%
Average group size:	2.59	2.64	2.43	2.74	2.57

*People who share the main expenses of the trip