How many are they and how much do they spend?

TOURISTS	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Tourist arrivals (FRONTUR) (*)	--	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	--	24	26	30	34
- book holiday package (*)	--	12	11	14	16
- do not book holiday package (*)	--	12	15	16	19
- % tourists who book holiday package	--	51.4%	41.9%	47.1%	45.5%
Children < 16 years old (FRONTUR - EGT) (*)	--	n.d.	n.d.	n.d.	n.d.
Expenditure per tourist (€)	--	972	1,641	1,285	1,140
- book holiday package	--	1,014	1,461	1,670	1,300
- holiday package	--	878	1,224	1,533	1,071
- others	--	136	237	137	230
- do not book holiday package	--	927	1,770	942	1,007
- flight	--	388	404	292	237
- accommodation	--	156	510	279	221
- others	--	384	856	371	549
Average lenght of stay	--	10.6	11.4	10.9	8.4
- Median	--	7.0	7.0	7.0	7.0
Average daily expenditure (€)	--	107.66	161.70	155.53	144.16
- Median	--	109.79	140.59	142.01	133.53
Average daily expenditure (without flight)	--	74.48	110.91	105.16	104.77
- Median	--	74.57	93.14	90.54	97.89
Average cost of the flight (€)	--	335.78	432.92	444.93	293.27
Total turnover (≥ 16 years old) (€m)	--	23	43	39	39
Turnover without flight (≥ 16 years old) (€m)	--	15	32	26	29

(*) Thousands of tourists

% tourists who book holiday package

Average daily expenditure (€) (without flight)

Average lenght of stay

Expenditure per tourist (€)

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	--	74.1%	81.2%	82.2%	82.2%
- Additional accommodation expenses	--	3.6%	2.3%	7.3%	3.7%
Transport:					
- National/International Transport	--	98.9%	89.6%	95.8%	94.8%
- Flights between islands	--	4.5%	2.9%	9.3%	7.4%
- Taxi	--	53.1%	44.7%	46.5%	43.0%
- Car rental	--	42.6%	51.2%	45.8%	54.8%
- Public transport	--	11.2%	12.9%	1.4%	18.5%
Food and drink:					
- Food purchases at supermarkets	--	51.5%	54.9%	51.4%	66.9%
- Restaurants	--	45.3%	51.1%	50.3%	63.6%
Leisure:					
- Organized excursions	--	22.8%	47.1%	29.4%	31.9%
- Sport activities	--	7.5%	13.4%	8.3%	7.7%
- Cultural activities	--	3.3%	10.5%	0.7%	3.2%
- Museums	--	11.5%	3.3%	7.3%	7.9%
- Theme Parks	--	11.0%	14.1%	9.1%	8.9%
- Discos and pubs	--	4.5%	4.9%	9.8%	11.9%
- Wellness	--	0.0%	5.4%	2.1%	4.1%
Purchases of goods:					
- Souvenirs	--	48.9%	50.3%	40.1%	42.0%
- Other expenses	--	0.0%	1.8%	0.0%	1.2%
Other:					
- Medical or pharmaceutical expenses	--	4.7%	12.9%	2.7%	2.0%
- Other expenses	--	4.7%	13.5%	3.3%	3.1%
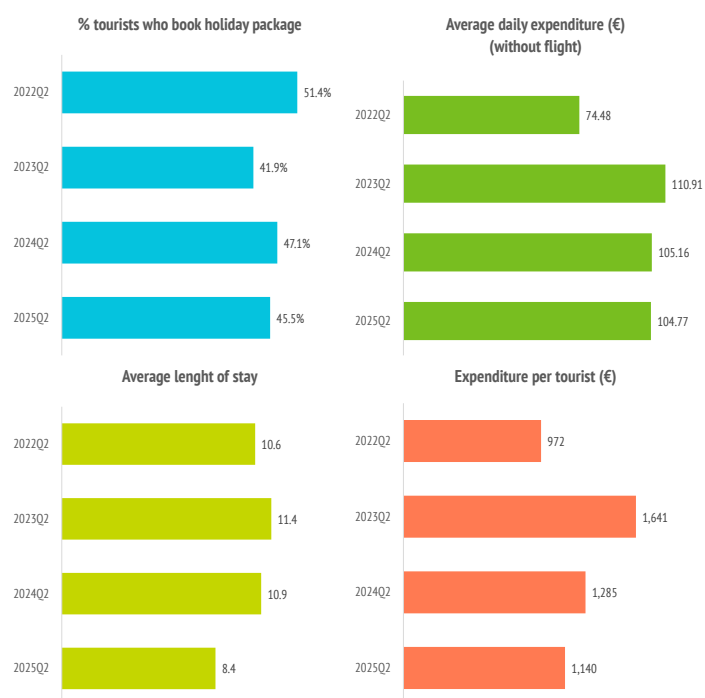
Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:	--	638	841	703	540
- Accommodation	--	452	702	651	472
- Additional accommodation expenses	--	186	139	52	67
Transport:	--	606	1,181	705	745
- National/International Transport	--	339	483	464	309
- Flights between islands	--	45	104	45	142
- Taxi	--	94	113	111	96
- Car rental	--	97	136	82	167
- Public transport	--	31	345	3	31
Food and drink:	--	268	541	241	336
- Food purchases at supermarkets	--	91	293	64	179
- Restaurants	--	177	248	176	157
Leisure:	--	267	966	399	364
- Organized excursions	--	57	99	114	133
- Sport activities	--	47	287	46	46
- Cultural activities	--	55	118	30	22
- Museums	--	33	206	13	23
- Theme Parks	--	55	54	51	46
- Discos and pubs	--	20	108	46	56
- Wellness	--	0	94	100	38
Purchases of goods:	--	59	229	83	65
- Souvenirs	--	59	79	83	57
- Other expenses	--	0	150	0	8
Other:	--	54	110	87	99
- Medical or pharmaceutical expenses	--	14	64	4	42
- Other expenses	--	41	46	83	57

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.

Canary Islands
LATITUDE OF LIFE

What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	--	89.4%	95.8%	94.1%	86.2%
Visiting family or friends	--	10.6%	0.0%	4.7%	7.0%
Business and work	--	0.0%	1.3%	1.2%	0.0%
Education and training	--	0.0%	1.6%	0.0%	1.9%
Sports training	--	0.0%	0.0%	0.0%	1.5%
Health or medical care	--	0.0%	1.3%	0.0%	0.0%
Fairs and congresses	--	0.0%	0.0%	0.0%	0.0%
Others	--	0.0%	0.0%	0.0%	3.4%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	--	32.1%	42.2%	24.4%	37.8%
Enjoy family time	--	17.4%	10.7%	13.0%	12.1%
Have fun	--	2.0%	4.6%	8.0%	2.9%
Explore the destination	--	45.5%	36.7%	53.2%	45.0%
Practice their hobbies	--	3.0%	1.1%	1.3%	0.0%
Other reasons	--	0.0%	4.7%	0.2%	2.1%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	45.8%	48.6%	0.0%	0.0%
Canary Islands	--	27.1%	5.3%	100.0%	26.7%
Other destination	--	27.1%	46.2%	0.0%	73.3%
- Balearic Islands	--	0.0%	0.0%	0.0%	12.1%
- Rest of Spain	--	0.0%	0.0%	0.0%	14.0%
- Italy	--	27.1%	0.0%	0.0%	19.4%
- France	--	0.0%	0.0%	0.0%	14.0%
- Turkey	--	0.0%	0.0%	0.0%	14.0%
- Greece	--	0.0%	0.0%	0.0%	0.0%
- Portugal	--	0.0%	0.0%	0.0%	0.0%
- Croatia	--	0.0%	0.0%	0.0%	0.0%
- Egypt	--	0.0%	0.0%	0.0%	0.0%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.0%	0.0%	0.0%
- Others	--	0.0%	46.2%	0.0%	0.0%

* 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")	--	36.0%	0.0%	0.0%	11.8%
Canary Islands (other island)	--	21.3%	26.7%	100.0%	32.8%
Other destination	--	42.7%	73.3%	0.0%	55.3%
- Balearic Islands	--	0.0%	0.0%	0.0%	0.0%
- Rest of Spain	--	21.3%	49.3%	0.0%	39.0%
- Italy	--	0.0%	0.0%	0.0%	16.4%
- France	--	21.3%	0.0%	0.0%	0.0%
- Turkey	--	0.0%	24.0%	0.0%	0.0%
- Greece	--	0.0%	0.0%	0.0%	0.0%
- Portugal	--	0.0%	0.0%	0.0%	0.0%
- Croatia	--	0.0%	0.0%	0.0%	0.0%
- Egypt	--	0.0%	0.0%	0.0%	0.0%
- Others	--	0.0%	0.0%	0.0%	0.0%

* Percentage of valid answers

Importance of each factor in the destination choice

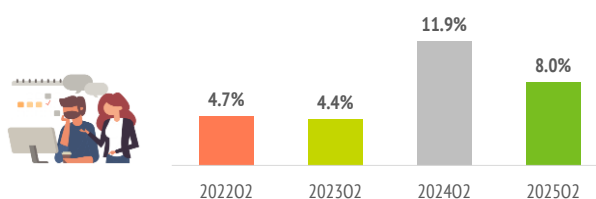|	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	--	55.4%	81.6%	45.7%	75.3%
Landscapes	--	41.2%	42.2%	61.3%	54.9%
Sea	--	54.1%	49.4%	41.9%	54.2%
Safety	--	55.5%	54.6%	63.0%	49.6%
European belonging	--	51.1%	41.2%	36.4%	48.7%
Beaches	--	44.0%	51.9%	40.3%	41.2%
Tranquility	--	37.1%	37.2%	47.9%	39.5%
Accommodation supply	--	35.6%	36.7%	34.1%	37.8%
Price	--	17.9%	17.1%	27.1%	33.9%
Effortless trip	--	33.5%	30.7%	42.7%	30.9%
Authenticity	--	33.9%	21.8%	29.7%	30.7%
Environment	--	29.5%	17.8%	33.7%	26.9%
Gastronomy	--	20.2%	34.2%	29.7%	24.7%
Exoticism	--	18.5%	24.4%	22.9%	17.4%
Hiking trail network	--	21.4%	11.9%	15.3%	16.2%
Fun possibilities	--	5.8%	19.7%	16.6%	15.6%
Historical heritage	--	8.0%	9.0%	7.6%	11.9%
Nightlife	--	1.5%	7.3%	9.2%	7.8%
Shopping	--	3.5%	1.1%	5.9%	7.7%
Culture	--	3.0%	14.4%	6.7%	6.3%

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	--	0.0%	0.0%	1.2%	4.8%
Between 1 and 30 days	--	49.3%	33.3%	46.2%	42.3%
Between 1 and 2 months	--	35.6%	31.6%	22.7%	24.4%
Between 3 and 6 months	--	10.3%	30.7%	18.1%	20.5%
More than 6 months	--	4.7%	4.4%	11.9%	8.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2022Q2	2023Q2	2024Q2	2025Q2
4.7%	4.4%	11.9%	8.0%

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	--	42.4%	28.4%	26.7%	25.8%
Friends or relatives	--	31.0%	34.1%	39.8%	35.2%
Internet or social media	--	57.8%	65.6%	65.9%	62.2%
Mass Media	--	2.8%	0.8%	0.0%	0.0%
Travel guides and magazines	--	11.8%	11.2%	6.6%	9.2%
Travel Blogs or Forums	--	10.0%	20.5%	16.7%	14.6%
Travel TV Channels	--	0.7%	0.0%	1.3%	0.9%
Tour Operator or Travel Agency	--	14.3%	12.0%	11.0%	12.0%
Public administrations or similar	--	0.0%	1.7%	0.0%	0.0%
Others	--	1.3%	1.1%	1.2%	1.9%

* Multi-choise question

Tourist profile. Historical data (2019 - 2025)
CZECH REPUBLIC: Second Quarter

Canary Islands — LATITUDE OF LIFE
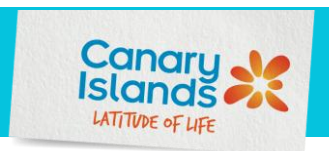
With whom did they book their flight and accommodation? 👁

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	--	46.5%	48.8%	48.7%	58.9%
- Tour Operator or Travel Agency	--	53.5%	51.2%	51.3%	41.1%
Accommodation					
- Directly with the accommodation	--	38.7%	39.6%	42.3%	44.8%
- Tour Operator or Travel Agency	--	61.3%	60.4%	57.7%	55.2%

Flight
- Tour Operator or Travel Agency - Directly with the airline

	2022Q2	2023Q2	2024Q2	2025Q2
Tour Operator or Travel Agency	54%	51%	51%	41%
Directly with the airline	46%	49%	49%	59%

Accommodation
- Tour Operator or Travel Agency - Directly with the accommodation

	2022Q2	2023Q2	2024Q2	2025Q2
Tour Operator or Travel Agency	61%	60%	58%	55%
Directly with the accommodation	39%	40%	42%	45%

Where does the flight come from? 🌐

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Czech Republic	--	79.1%	79.9%	79.9%	62.8%
Austria	--	9.4%	12.0%	13.0%	22.3%
Switzerland	--	0.0%	0.7%	0.0%	6.1%
Spanish Mainland	--	3.5%	0.0%	3.6%	3.7%
Italy	--	0.0%	0.0%	0.0%	2.0%
Germany	--	1.4%	3.0%	3.4%	1.3%
Slovakia	--	3.6%	0.0%	0.0%	1.2%
Poland	--	3.0%	0.0%	0.0%	0.8%
France	--	0.0%	2.5%	0.0%	0.0%
United Kingdom	--	0.0%	2.0%	0.0%	0.0%
Others	--	0.0%	0.0%	0.0%	0.0%

Activities in the Canary Islands 🚶🧍

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	--	2.9%	5.9%	0.0%	0.0%
1 - 2 hours	--	8.9%	5.3%	9.2%	5.0%
3 - 6 hours	--	23.8%	25.9%	28.7%	17.1%
7 - 12 hours	--	57.0%	49.5%	54.3%	69.7%
More than 12 hours	--	7.4%	13.4%	7.8%	8.2%
Outdoor time per day	--	8.0	4.9	12.0	7.1

- 0 hours - More than 1 hours - More than 3 hours - More than 7 hours - More than 12 hours

	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	100%	100%	100%	100%
More than 1 hours	100%	100%	100%	100%
More than 3 hours	100%	49%	100%	100%
More than 7 hours	0%	17%	0%	36%
More than 12 hours	0%	17%	0%	0%

Where do they stay? 🛏

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	--	7.2%	5.7%	14.2%	12.0%
4* Hotel	--	39.8%	45.8%	40.3%	34.3%
5* Hotel / 5* Luxury Hotel	--	0.8%	6.7%	3.0%	0.0%
Aparthotel / Tourist Villa	--	14.7%	15.2%	8.4%	10.1%
House/room rented in a private dwelling	--	2.6%	20.0%	15.4%	28.4%
Private accommodation (1)	--	15.4%	6.3%	13.4%	8.3%
Others (Cottage, cruise, camping,..)	--	19.6%	0.3%	5.2%	6.9%

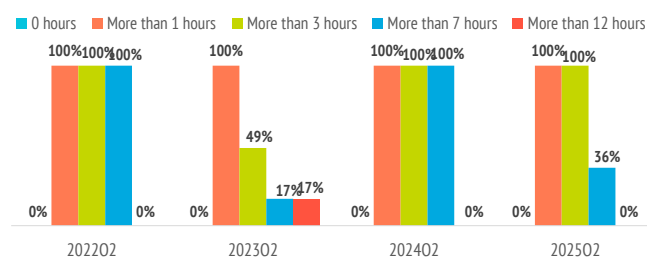*(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.*

- Hotels - Aparthotel / Tourist Villa - Others

	2022Q2	2023Q2	2024Q2	2025Q2
Hotels	47.8%	58.2%	57.5%	46.3%
Aparthotel / Tourist Villa	14.7%	15.2%	8.4%	10.1%
Others	37.5%	26.6%	34.1%	43.6%
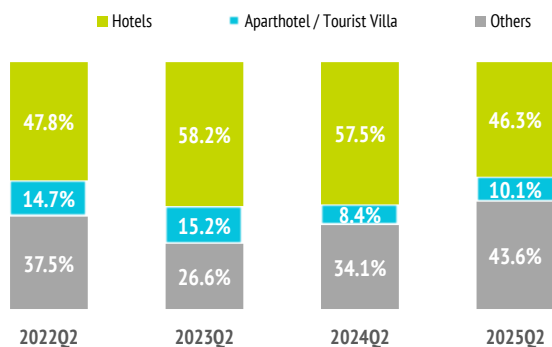
What do they book? 🍽

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	--	21.7%	35.8%	29.6%	38.2%
Bed and Breakfast	--	1.0%	2.1%	3.7%	10.9%
Half board	--	11.2%	8.8%	11.5%	12.7%
Full board	--	3.4%	1.3%	3.4%	2.3%
All inclusive	--	62.8%	51.9%	51.8%	35.9%

Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Beach	--	83.0%	83.8%	77.6%	82.6%
Walk, wander	--	77.1%	79.8%	68.8%	80.8%
Explore the island on their own	--	64.2%	64.1%	68.4%	71.9%
Swimming pool, hotel facilities	--	66.0%	66.2%	60.1%	54.0%
Hiking	--	40.4%	43.2%	39.4%	43.1%
Taste Canarian gastronomy	--	24.6%	31.0%	22.9%	31.0%
Other Nature Activities	--	18.7%	23.0%	16.2%	22.1%
Theme parks	--	17.0%	21.8%	12.2%	21.8%
Organized excursions	--	21.6%	30.3%	15.1%	15.1%
Running	--	12.3%	4.4%	7.5%	13.8%
Nightlife / concerts / shows	--	2.3%	19.1%	9.1%	11.8%
Swim	--	15.3%	16.9%	12.6%	10.8%
Sea excursions / whale watching	--	8.8%	14.2%	10.5%	9.2%
Astronomical observation	--	4.7%	1.3%	2.5%	8.8%
Surf	--	2.3%	9.5%	10.0%	8.5%
Museums / exhibitions	--	9.1%	11.1%	9.0%	7.6%
Wineries / markets / popular festivals	--	9.1%	5.3%	10.3%	7.5%
Practice other sports	--	8.3%	3.9%	9.2%	4.9%
Beauty and health treatments	--	--	7.1%	7.7%	4.0%
Cycling / Mountain bike	--	--	1.0%	0.6%	3.0%
Scuba Diving	--	--	2.3%	2.3%	1.9%
Golf	--	3.1%	--	2.1%	0.9%
Windsurf / Kitesurf	--	2.9%	--	2.3%	--

* Multi-choise question

Which island do they choose?

Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	--	3,673	2,436	2,121	3,794
Fuerteventura	--	7,881	7,916	9,171	6,989
Gran Canaria	--	1,883	5,515	4,580	3,853
Tenerife	--	9,726	10,127	14,414	19,799
La Palma	--	573	52	196	0

Share by islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	--	15.5%	9.4%	7.0%	11.0%
Fuerteventura	--	33.2%	30.4%	30.1%	20.3%
Gran Canaria	--	7.9%	21.2%	15.0%	11.2%
Tenerife	--	41.0%	38.9%	47.3%	57.5%
La Palma	--	2.4%	0.2%	0.6%	0.0%
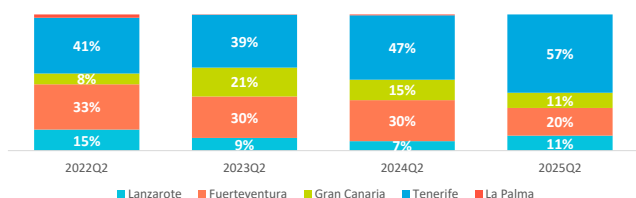
How many are loyal to the Canary Islands?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	--	56.9%	46.5%	44.1%	41.1%
At least 10 previous visits	--	5.3%	4.0%	5.4%	10.1%
Repeat tourists (last 5 years)	--	54.0%	42.1%	43.1%	38.8%
Repeat tourists (last 5 years)(5 or more visits)	--	5.3%	4.8%	6.5%	9.2%

Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	--	39.6%	51.6%	44.2%	40.1%
Women	--	60.4%	48.4%	55.8%	59.9%
Age					
Average age	--	40.6	37.8	38.5	38.3
Standard deviation	--	13.9	13.1	14.8	13.4
Age range					
16 - 24 years old	--	4.4%	15.5%	18.3%	15.2%
25 - 30 years old	--	21.6%	17.8%	22.9%	20.8%
31 - 45 years old	--	46.3%	42.9%	28.8%	34.3%
46 - 60 years old	--	13.4%	15.2%	20.0%	21.8%
Over 60 years old	--	14.3%	8.6%	10.0%	7.9%
Occupation					
Salaried worker	--	46.1%	56.3%	57.3%	41.6%
Self-employed	--	33.0%	16.1%	16.8%	19.3%
Unemployed	--	0.0%	0.0%	0.0%	8.3%
Business owner	--	2.5%	14.0%	11.9%	9.4%
Student	--	2.9%	1.6%	7.7%	7.0%
Retired	--	10.6%	10.5%	5.6%	13.0%
Unpaid domestic work	--	4.9%	1.5%	0.0%	1.5%
Others	--	0.0%	0.0%	0.7%	0.0%
Annual household income level					
Less than €25,000	--	30.9%	31.4%	15.4%	24.0%
€25,000 - €49,999	--	49.7%	43.9%	35.6%	41.1%
€50,000 - €74,999	--	12.4%	11.8%	23.3%	13.6%
More than €74,999	--	7.0%	12.9%	25.7%	21.3%
Education level					
No studies	--	0.5%	3.7%	0.0%	0.0%
Primary education	--	1.5%	0.0%	0.0%	4.2%
Secondary education	--	35.4%	29.1%	35.9%	24.5%
Higher education	--	62.6%	67.2%	64.1%	71.4%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	--	88.6%	93.5%	81.3%	88.2%
Two islands	--	9.0%	5.3%	13.8%	10.8%
Three or more islands	--	2.4%	1.2%	4.9%	1.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	--	9.32	9.01	8.91	9.02

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	--	1.3%	2.3%	4.6%	3.6%
Lived up to expectations	--	29.7%	37.7%	27.7%	30.1%
Better or much better than expected	--	69.0%	60.0%	67.8%	66.3%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	--	9.21	8.75	8.00	8.71
Recommend visiting the Canary Islands	--	9.72	9.20	8.95	9.14

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	--	12.9%	16.7%	9.6%	16.3%
Only with partner	--	31.2%	46.7%	33.6%	29.5%
Only with children (< 13 years old)	--	7.0%	3.2%	2.5%	6.7%
Partner + children (< 13 years old)	--	12.3%	8.0%	3.7%	3.8%
Other relatives	--	17.2%	10.0%	20.8%	19.5%
Friends	--	12.6%	5.4%	8.7%	7.9%
Work colleagues	--	0.0%	0.0%	1.3%	2.9%
Organized trip	--	0.0%	0.0%	0.0%	0.0%
Other combinations (2)	--	6.8%	10.0%	19.9%	13.4%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**--**	**26.3%**	**17.7%**	**11.9%**	**20.7%**
- Between 0 and 2 years old	--	7.8%	1.5%	0.0%	3.7%
- Between 3 and 12 years old	--	15.2%	11.6%	10.1%	13.5%
- Between 0 -2 and 3-12 years old	--	3.3%	4.6%	1.8%	3.6%
Tourists without children	**--**	**73.7%**	**82.3%**	**88.1%**	**79.3%**
Group composition:					
- 1 person	--	15.7%	18.0%	12.6%	18.4%
- 2 people	--	49.3%	60.4%	49.0%	45.5%
- 3 people	--	15.2%	3.5%	23.6%	12.4%
- 4 or 5 people	--	16.4%	14.9%	10.2%	22.2%
- 6 or more people	--	3.3%	3.2%	4.6%	1.5%
Average group size:	**--**	**2.47**	**2.31**	**2.56**	**2.52**

*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.