How many are they and how much do they spend?

TOURISTS	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Tourist arrivals (FRONTUR) (*)	58	48	38	36	43
Tourist arrivals ≥ 16 years old (EGT) (*)	47	41	32	30	38
- book holiday package (*)	36	32	22	18	26
- do not book holiday package (*)	12	9	10	12	12
- % tourists who book holiday package	75.4%	77.7%	67.9%	59.1%	67.5%
Children < 16 years old (FRONTUR - EGT) (*)	11	7	6	6	5
Expenditure per tourist (€)	1,335	1,193	1,179	1,396	1,739
- book holiday package	1,507	1,170	1,421	1,397	1,684
- holiday package	1,206	1,124	1,102	1,166	1,355
- others	301	46	319	231	329
- do not book holiday package	806	1,274	666	1,394	1,855
- flight	259	412	274	370	682
- accommodation	169	193	112	358	433
- others	379	669	280	666	740
Average lenght of stay	9.0	11.1	8.6	10.8	16.1
- Median	7.0	7.5	7.0	7.0	7.0
Average daily expenditure (€)	164.10	130.99	143.62	150.30	171.28
- Median	133.35	118.07	135.13	144.77	152.13
Average daily expenditure (without flight)	105.71	93.95	94.17	104.10	122.93
- Median	82.68	84.72	91.40	101.35	118.59
Average cost of the flight (€)	474.13	339.39	400.81	393.57	509.24
Total turnover (≥ 16 years old) (€m)	63	49	38	42	66
Turnover without flight (≥ 16 years old) (€m)	41	35	25	30	47

(*) 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	86.8%	76.3%	79.3%	75.6%	89.3%
- Additional accommodation expenses	1.9%	4.7%	3.9%	2.4%	2.8%
Transport:					
- National/International Transport	95.6%	87.1%	96.6%	93.9%	96.8%
- Flights between islands	4.3%	2.6%	0.5%	5.9%	2.5%
- Taxi	64.4%	60.3%	75.9%	63.6%	73.4%
- Car rental	12.7%	11.7%	5.9%	19.9%	15.5%
- Public transport	5.3%	10.4%	16.1%	14.2%	21.6%
Food and drink:					
- Food purchases at supermarkets	63.3%	47.3%	64.9%	67.7%	69.8%
- Restaurants	62.8%	51.1%	71.9%	68.7%	64.0%
Leisure:					
- Organized excursions	16.1%	10.2%	7.5%	14.9%	15.1%
- Sport activities	8.9%	2.9%	10.3%	8.4%	6.9%
- Cultural activities	2.5%	0.0%	0.0%	2.8%	4.7%
- Museums	2.2%	2.1%	1.2%	3.2%	1.5%
- Theme Parks	3.1%	3.0%	4.5%	3.7%	4.3%
- Discos and pubs	5.7%	1.8%	8.2%	6.2%	14.4%
- Wellness	1.6%	3.1%	4.9%	2.2%	7.1%
Purchases of goods:					
- Souvenirs	34.4%	27.1%	39.3%	44.8%	34.1%
- Other expenses	2.0%	0.8%	0.0%	3.0%	1.2%
Other:					
- Medical or pharmaceutical expenses	5.9%	6.8%	9.3%	7.4%	9.0%
- Other expenses	9.1%	5.5%	7.5%	8.7%	3.4%
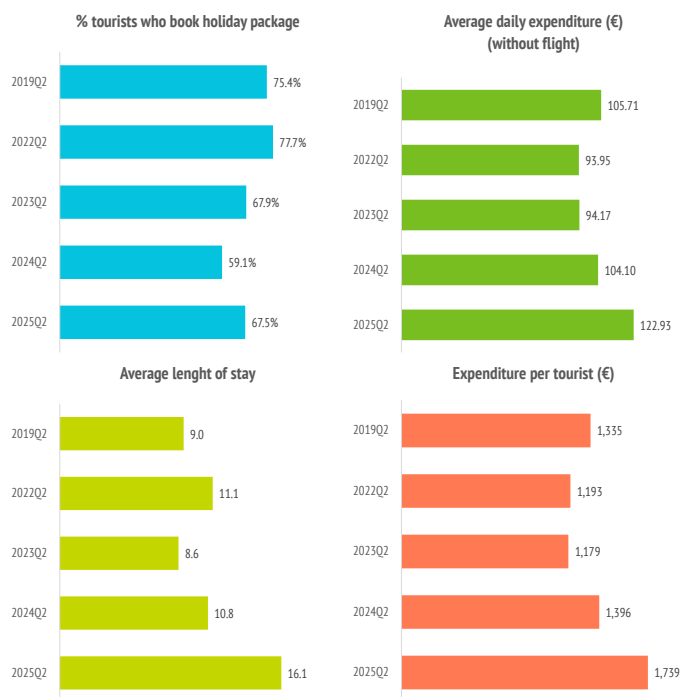
Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:	740	665	666	774	864
- Accommodation	577	541	546	673	785
- Additional accommodation expenses	164	124	120	101	79
Transport:	728	745	685	809	903
- National/International Transport	496	390	415	419	526
- Flights between islands	49	22	104	97	35
- Taxi	69	186	66	122	113
- Car rental	102	98	74	140	189
- Public transport	12	49	26	31	39
Food and drink:	356	437	277	409	438
- Food purchases at supermarkets	119	180	75	161	191
- Restaurants	237	258	201	248	246
Leisure:	391	365	420	561	1,027
- Organized excursions	85	49	85	110	124
- Sport activities	101	123	55	63	124
- Cultural activities	9	0	0	36	314
- Museums	21	30	18	14	125
- Theme Parks	73	32	49	67	25
- Discos and pubs	53	75	90	184	146
- Wellness	47	56	123	87	169
Purchases of goods:	350	205	140	135	113
- Souvenirs	100	105	140	102	91
- Other expenses	250	100	0	33	23
Other:	49	698	53	127	95
- Medical or pharmaceutical expenses	19	207	21	51	31
- Other expenses	30	492	32	76	64

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.

What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	92.3%	93.7%	88.0%	91.1%	89.0%
Visiting family or friends	5.4%	3.9%	7.7%	4.5%	4.1%
Business and work	1.3%	0.0%	0.0%	1.3%	0.8%
Education and training	0.0%	0.0%	0.2%	1.5%	0.8%
Sports training	0.6%	1.7%	0.6%	1.0%	0.6%
Health or medical care	0.0%	0.0%	0.8%	0.6%	1.1%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.6%	2.7%	0.0%	3.6%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	40.0%	40.4%	54.5%	41.0%	44.7%
Enjoy family time	46.3%	41.1%	26.6%	40.3%	25.0%
Have fun	2.8%	4.0%	7.6%	8.9%	9.5%
Explore the destination	7.8%	7.6%	7.6%	5.7%	13.9%
Practice their hobbies	2.3%	2.4%	2.6%	1.1%	4.0%
Other reasons	0.8%	4.5%	1.2%	2.9%	2.9%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	59.0%	30.0%	29.0%	23.5%
Canary Islands	--	21.6%	23.7%	30.5%	38.2%
Other destination	--	19.4%	46.3%	40.5%	38.3%
- Balearic Islands	--	2.3%	1.3%	1.4%	0.7%
- Rest of Spain	--	3.2%	12.6%	3.7%	4.5%
- Italy	--	2.4%	5.2%	4.3%	4.5%
- France	--	1.5%	1.7%	3.8%	4.1%
- Turkey	--	0.0%	0.7%	5.3%	0.5%
- Greece	--	5.4%	9.6%	11.1%	9.4%
- Portugal	--	0.6%	0.0%	2.3%	2.3%
- Croatia	--	0.8%	0.0%	0.7%	3.9%
- Egypt	--	0.0%	0.5%	0.0%	0.0%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.0%	0.0%	0.0%
- Others	--	3.2%	14.7%	7.9%	8.4%

* 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")	--	59.3%	45.5%	46.2%	49.9%
Canary Islands (other island)	--	18.5%	27.7%	18.7%	26.6%
Other destination	--	22.2%	26.7%	35.2%	23.4%
- Balearic Islands	--	1.8%	2.2%	2.7%	0.0%
- Rest of Spain	--	5.1%	6.1%	9.3%	9.0%
- Italy	--	1.6%	2.9%	1.7%	2.4%
- France	--	1.5%	2.4%	1.5%	1.2%
- Turkey	--	1.0%	0.7%	1.5%	1.2%
- Greece	--	2.0%	7.1%	11.0%	5.6%
- Portugal	--	0.2%	1.9%	1.1%	1.1%
- Croatia	--	1.2%	0.7%	0.9%	1.4%
- Egypt	--	1.0%	0.6%	0.5%	0.0%
- Others	--	6.7%	2.2%	4.8%	1.4%

* Percentage of valid answers

Importance of each factor in the destination choice

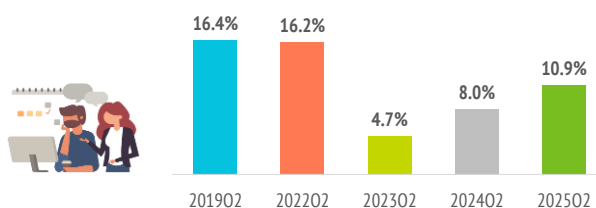|	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	85.9%	89.7%	89.0%	81.0%	91.5%
Sea	48.0%	62.0%	56.4%	46.1%	58.5%
Beaches	31.9%	50.1%	51.2%	45.3%	53.1%
Tranquility	34.6%	57.2%	43.2%	41.9%	45.1%
Safety	37.0%	46.3%	45.4%	45.4%	40.2%
European belonging	28.5%	36.4%	30.4%	34.7%	39.1%
Environment	18.7%	42.6%	30.0%	30.5%	38.8%
Price	24.1%	23.7%	25.4%	35.5%	36.2%
Effortless trip	32.0%	38.2%	34.5%	38.6%	31.9%
Landscapes	10.7%	19.3%	20.8%	20.2%	24.7%
Accommodation supply	24.6%	37.9%	27.1%	35.4%	24.6%
Gastronomy	17.5%	29.5%	27.1%	21.8%	23.4%
Fun possibilities	8.4%	14.6%	20.4%	15.0%	22.7%
Authenticity	8.2%	14.6%	13.3%	13.9%	19.7%
Exoticism	3.4%	5.9%	6.1%	8.2%	10.7%
Culture	1.8%	6.3%	5.4%	4.2%	9.4%
Hiking trail network	4.9%	11.6%	9.7%	9.9%	7.5%
Historical heritage	1.2%	6.8%	2.0%	2.8%	6.1%
Shopping	2.9%	7.9%	6.4%	8.7%	4.9%
Nightlife	3.2%	5.8%	4.6%	5.1%	3.4%

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	0.9%	1.4%	2.6%	0.0%	0.0%
Between 1 and 30 days	19.6%	29.5%	37.7%	28.8%	23.3%
Between 1 and 2 months	21.1%	30.0%	23.9%	30.6%	32.4%
Between 3 and 6 months	42.0%	22.8%	31.1%	32.5%	33.4%
More than 6 months	16.4%	16.2%	4.7%	8.0%	10.9%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE

2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
16.4%	16.2%	4.7%	8.0%	10.9%

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	59.3%	60.3%	60.7%	61.3%	58.4%
Friends or relatives	21.6%	22.0%	26.2%	18.8%	14.3%
Internet or social media	50.8%	42.2%	47.7%	47.1%	33.0%
Mass Media	2.7%	1.1%	1.8%	0.0%	1.0%
Travel guides and magazines	10.8%	4.2%	2.1%	5.5%	4.4%
Travel Blogs or Forums	1.0%	3.1%	7.5%	1.6%	2.0%
Travel TV Channels	0.3%	0.0%	0.0%	0.0%	2.7%
Tour Operator or Travel Agency	17.2%	17.8%	16.9%	16.9%	11.1%
Public administrations or similar	0.0%	0.2%	0.8%	0.0%	0.0%
Others	3.8%	1.3%	3.1%	1.4%	4.8%

* Multi-choise question

Tourist profile. Historical data (2019 - 2025)
SWEDEN: 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	34.1%	27.7%	37.4%	36.3%	36.3%
- Tour Operator or Travel Agency	65.9%	72.3%	62.6%	63.7%	63.7%
Accommodation					
- Directly with the accommodation	25.0%	17.5%	23.7%	22.9%	23.7%
- Tour Operator or Travel Agency	75.0%	82.5%	76.3%	77.1%	76.3%

Flight

- Tour Operator or Travel Agency　- Directly with the airline

Accommodation

- Tour Operator or Travel Agency
- Directly with the accommodation

Where does the flight come from? 🌐

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Sweden	85.9%	90.4%	72.6%	71.5%	67.0%
Denmark	8.3%	5.0%	19.9%	7.5%	24.0%
Norway	0.3%	0.7%	0.0%	3.6%	3.7%
Spanish Mainland	1.7%	2.0%	4.6%	15.0%	2.3%
Germany	0.8%	0.5%	0.5%	0.0%	2.0%
Italy	0.0%	0.0%	0.0%	0.0%	0.9%
Finland	0.0%	0.6%	0.0%	0.0%	0.0%
Austria	0.0%	0.3%	0.0%	0.0%	0.0%
Netherlands	0.6%	0.0%	2.4%	0.0%	0.0%
United Kingdom	1.6%	0.0%	0.0%	0.0%	0.0%
Others	0.8%	0.5%	0.0%	2.3%	0.0%

Where do they stay? 🛏

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	15.3%	14.7%	22.0%	22.7%	18.0%
4* Hotel	34.1%	46.7%	29.8%	27.2%	32.2%
5* Hotel / 5* Luxury Hotel	4.8%	3.1%	0.9%	4.6%	3.5%
Aparthotel / Tourist Villa	39.1%	18.7%	29.6%	22.8%	29.1%
House/room rented in a private dwelling	2.6%	1.7%	0.0%	10.1%	9.3%
Private accommodation (1)	1.9%	7.1%	15.8%	9.3%	6.2%
Others (Cottage, cruise, camping,..)	2.3%	8.1%	2.0%	3.2%	1.5%

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

■ Hotels　■ Aparthotel / Tourist Villa　■ Others
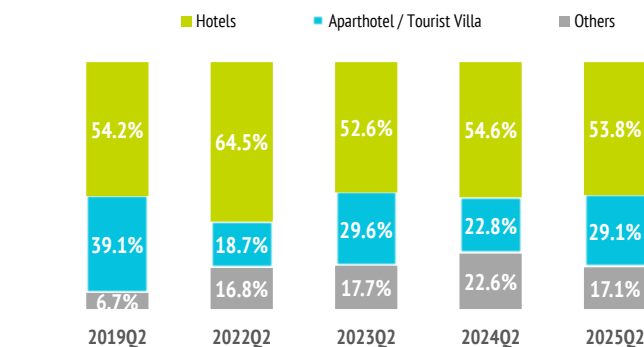
What do they book? 🍽

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	37.1%	28.0%	36.8%	37.0%	38.1%
Bed and Breakfast	9.8%	21.4%	19.0%	20.7%	21.1%
Half board	16.2%	12.5%	10.2%	12.9%	8.0%
Full board	2.8%	6.0%	0.9%	0.9%	2.7%
All inclusive	34.1%	32.2%	33.1%	28.4%	30.1%
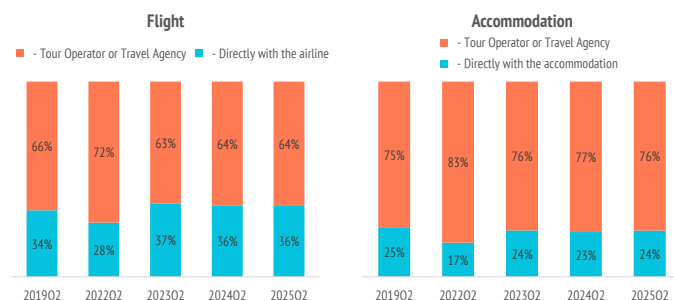
Activities in the Canary Islands 🚶🤸

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	3.6%	3.6%	0.7%	3.0%	2.4%
1 - 2 hours	19.8%	18.5%	14.9%	10.4%	11.5%
3 - 6 hours	40.0%	33.6%	28.4%	27.8%	32.5%
7 - 12 hours	32.3%	39.9%	50.3%	52.5%	52.6%
More than 12 hours	4.2%	4.5%	5.8%	6.4%	1.0%
Outdoor time per day	5.8	6.1	7.0	7.6	6.9

■ 0 hours　■ More than 1 hours　■ More than 3 hours　■ More than 7 hours　■ More than 12 hours
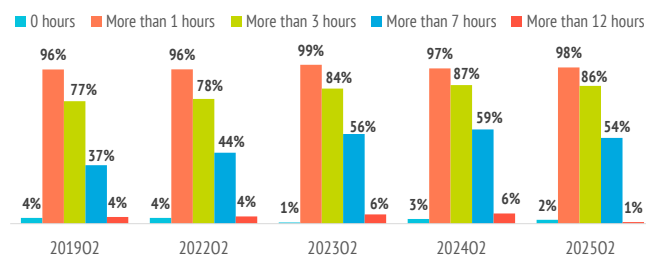
Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Walk, wander	74.1%	66.6%	72.8%	83.0%	82.0%
Beach	67.9%	69.8%	72.8%	74.1%	71.0%
Swimming pool, hotel facilities	78.5%	68.4%	80.6%	67.8%	66.1%
Explore the island on their own	30.4%	42.3%	34.6%	43.5%	37.5%
Wineries / markets / popular festivals	12.4%	9.7%	12.5%	15.5%	22.2%
Taste Canarian gastronomy	18.8%	18.1%	11.5%	24.6%	21.1%
Hiking	--	10.3%	14.3%	11.3%	18.1%
Nightlife / concerts / shows	8.2%	3.1%	5.7%	17.8%	15.9%
Swim	--	5.2%	9.0%	13.8%	10.5%
Other Nature Activities	--	3.6%	1.2%	5.2%	7.8%
Sea excursions / whale watching	9.7%	3.5%	6.5%	9.1%	6.8%
Museums / exhibitions	6.3%	6.6%	3.4%	8.2%	5.4%
Practice other sports	--	5.8%	10.5%	6.6%	5.4%
Organized excursions	16.1%	4.8%	8.5%	11.8%	5.2%
Beauty and health treatments	5.2%	4.8%	5.0%	4.2%	5.1%
Theme parks	5.4%	3.2%	3.5%	7.2%	4.7%
Surf	--	0.9%	0.8%	2.3%	3.3%
Running	--	6.2%	8.2%	10.1%	2.7%
Astronomical observation	1.9%	0.5%	1.1%	1.9%	2.2%
Golf	--	1.6%	2.9%	1.3%	1.5%
Scuba Diving	--	0.5%	2.1%	3.1%	1.3%
Cycling / Mountain bike	--	2.3%	1.0%	3.4%	1.0%
Windsurf / Kitesurf	--	--	--	--	--

* Multi-choise question

Canary Islands
LATITUDE OF LIFE
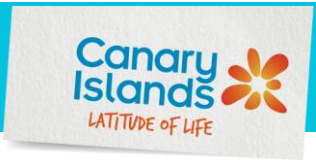
Which island do they choose?

Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	2,174	5,290	1,460	1,174	408
Fuerteventura	2,877	4,892	2,155	2,702	2,351
Gran Canaria	31,429	24,742	20,815	19,957	30,478
Tenerife	9,595	5,844	7,626	6,185	4,886
La Palma	1,097	419	44	0	0

Share by islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	4.6%	12.8%	4.5%	3.9%	1.1%
Fuerteventura	6.1%	11.9%	6.7%	9.0%	6.2%
Gran Canaria	66.6%	60.1%	64.8%	66.5%	79.9%
Tenerife	20.3%	14.2%	23.8%	20.6%	12.8%
La Palma	2.3%	1.0%	0.1%	0.0%	0.0%

Lanzarote ■ Fuerteventura ■ Gran Canaria ■ Tenerife ■ La Palma

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	94.3%	95.8%	98.9%	93.2%	94.6%
Two islands	4.9%	1.0%	0.6%	5.2%	4.1%
Three or more islands	0.7%	3.3%	0.5%	1.5%	1.3%

How many are loyal to the Canary Islands?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	76.8%	82.0%	81.8%	81.5%	79.9%
At least 10 previous visits	22.1%	34.9%	35.6%	32.1%	27.2%
Repeat tourists (last 5 years)	68.6%	73.9%	71.6%	67.4%	73.7%
Repeat tourists (last 5 years)(5 or more visits)	26.8%	22.0%	17.7%	23.8%	15.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.47	8.79	8.83	8.80	8.51

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	2.6%	1.5%	0.9%	2.8%	5.1%
Lived up to expectations	54.9%	59.9%	59.3%	50.7%	55.5%
Better or much better than expected	42.5%	38.7%	39.8%	46.5%	39.5%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.26	9.00	8.90	8.77	8.45
Recommend visiting the Canary Islands	8.53	9.17	9.20	9.13	8.60

Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	44.3%	43.2%	40.3%	43.3%	51.9%
Women	55.7%	56.8%	59.7%	56.7%	48.1%
Age					
Average age	51.1	55.5	53.1	51.1	55.5
Standard deviation	15.5	16.0	16.0	20.0	18.0
Age range					
16 - 24 years old	5.9%	6.0%	7.7%	14.9%	5.3%
25 - 30 years old	6.8%	5.1%	5.4%	5.9%	4.4%
31 - 45 years old	23.9%	13.7%	14.5%	21.7%	28.2%
46 - 60 years old	32.2%	30.1%	38.3%	19.9%	13.9%
Over 60 years old	31.1%	45.0%	34.1%	37.7%	48.2%
Occupation					
Salaried worker	47.2%	44.9%	41.3%	33.8%	34.0%
Self-employed	5.5%	4.5%	5.9%	4.3%	4.6%
Unemployed	0.4%	0.6%	1.8%	2.4%	0.8%
Business owner	13.5%	8.1%	16.3%	10.2%	18.7%
Student	1.7%	6.6%	3.0%	12.5%	4.1%
Retired	31.0%	35.1%	30.1%	36.8%	37.9%
Unpaid domestic work	0.0%	0.2%	0.0%	0.0%	0.0%
Others	0.8%	0.0%	1.5%	0.0%	0.0%
Annual household income level					
Less than €25,000	4.1%	9.5%	6.8%	8.9%	3.0%
€25,000 - €49,999	33.6%	32.8%	43.6%	43.5%	43.2%
€50,000 - €74,999	27.5%	33.2%	25.6%	33.8%	33.5%
More than €74,999	34.8%	24.5%	24.1%	13.8%	20.4%
Education level					
No studies	1.7%	1.4%	3.9%	1.7%	0.0%
Primary education	0.8%	0.8%	7.5%	3.0%	8.4%
Secondary education	33.6%	46.9%	31.1%	33.6%	36.1%
Higher education	63.9%	50.9%	57.5%	61.8%	55.6%

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	9.0%	10.1%	11.1%	15.2%	8.3%
Only with partner	37.6%	52.2%	43.6%	36.5%	56.3%
Only with children (< 13 years old)	10.3%	4.5%	3.6%	3.7%	4.2%
Partner + children (< 13 years old)	7.2%	5.1%	3.0%	6.5%	8.4%
Other relatives	8.2%	5.3%	6.5%	10.0%	1.2%
Friends	5.3%	3.2%	15.1%	5.3%	9.9%
Work colleagues	0.0%	0.7%	0.0%	0.0%	1.2%
Organized trip	2.0%	0.0%	0.0%	2.2%	1.0%
Other combinations (2)	20.4%	19.0%	17.3%	20.6%	9.6%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**31.1%**	**12.4%**	**10.5%**	**11.3%**	**15.5%**
- Between 0 and 2 years old	1.3%	0.5%	2.5%	0.5%	2.3%
- Between 3 and 12 years old	28.8%	11.9%	6.6%	10.8%	10.2%
- Between 0 -2 and 3-12 years old	1.0%	0.0%	1.4%	0.0%	3.0%
Tourists without children	**68.9%**	**87.6%**	**89.5%**	**88.7%**	**84.5%**
Group composition:					
- 1 person	12.0%	10.6%	16.3%	17.8%	16.6%
- 2 people	46.0%	60.4%	56.8%	56.6%	60.9%
- 3 people	11.1%	12.3%	10.0%	10.5%	13.3%
- 4 or 5 people	24.3%	14.7%	14.2%	12.2%	4.4%
- 6 or more people	6.6%	1.9%	2.6%	2.9%	4.9%
Average group size:	**2.92**	**2.43**	**2.38**	**2.35**	**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.