

Tourist profile. Historical data (2019 - 2025)

TENERIFE: Second Quarter



How many are they and how much do they spend?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,335	1,375	1,471	1,629	1,687
Tourist arrivals ≥ 16 years old (EGT) (*)	1,170	1,211	1,241	1,373	1,449
- % tourists who book holiday package	53.0%	44.0%	43.4%	44.9%	43.5%
Children < 16 years old (FRONTUR - EGT) (*)	165	164	229	257	238
Expenditure per tourist (€)	1,023	1,241	1,207	1,258	1,186
- book holiday package	1,166	1,414	1,393	1,506	1,413
- holiday package	913	1,120	1,104	1,198	1,114
- others	253	294	288	308	299
- do not book holiday package	862	1,106	1,065	1,056	1,010
- flight	235	289	268	278	256
- accommodation	274	378	354	346	317
- others	353	439	443	432	437
Average lenght of stay	8.3	8.7	8.8	8.3	8.7
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	139.00	160.62	160.38	173.44	160.87
- Median	125.00	144.87	150.72	155.55	152.56
Average daily expenditure (without flight)	99.22	118.28	118.91	125.79	120.47
- Median	87.15	104.99	110.31	110.65	117.62
Average cost of the flight (€)	288.81	324.34	306.35	344.24	305.74
Total turnover (≥ 16 years old) (€m)	1,197	1,503	1,499	1,727	1,718
Turnover without flight (≥ 16 years old) (€m)	859	1,111	1,119	1,255	1,275

(*) Thousands of tourists

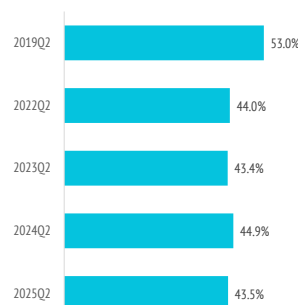
% Tourists whose spending has been greater than €0 in each item

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	81.5%	84.5%	80.8%	82.6%	82.0%
- Additional accommodation expenses	9.2%	7.6%	7.1%	6.4%	7.5%
Transport:					
- National/International Transport	92.0%	95.7%	92.8%	93.4%	93.4%
- Flights between islands	4.2%	4.7%	4.2%	3.0%	2.8%
- Taxi	45.8%	51.5%	50.6%	49.6%	49.1%
- Car rental	25.4%	38.5%	39.7%	38.3%	38.7%
- Public transport	5.7%	7.9%	10.3%	9.6%	10.6%
Food and drink:					
- Food purchases at supermarkets	47.4%	54.0%	56.5%	55.5%	54.9%
- Restaurants	58.3%	72.3%	72.2%	73.5%	76.9%
Leisure:					
- Organized excursions	20.9%	29.2%	30.7%	32.3%	31.0%
- Sport activities	5.2%	8.0%	7.7%	8.0%	6.0%
- Cultural activities	2.2%	2.6%	3.6%	2.4%	2.8%
- Museums	2.8%	3.4%	3.2%	3.2%	4.0%
- Theme Parks	12.7%	19.0%	19.2%	21.0%	18.6%
- Discos and pubs	7.6%	11.4%	11.8%	14.9%	14.4%
- Wellness	3.0%	6.5%	6.5%	6.5%	7.2%
Purchases of goods:					
- Souvenirs	43.8%	40.0%	42.0%	41.1%	37.9%
- Other expenses	0.4%	0.8%	0.6%	1.2%	0.7%
Other:					
- Medical or pharmaceutical expenses	5.5%	7.8%	7.8%	6.8%	7.6%
- Other expenses	5.5%	5.2%	5.9%	4.9%	4.1%

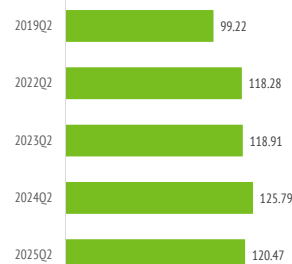
Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

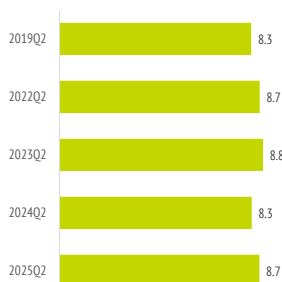
% tourists who book holiday package



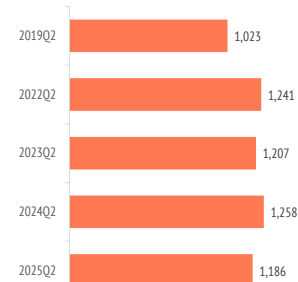
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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	701	715	724	688	670
- Additional accommodation expenses	505	599	605	610	574
- Additional accommodation expenses	196	116	119	78	96
Transport:					
- National/International Transport	538	708	640	663	610
- National/International Transport	314	339	330	368	327
- Flights between islands	63	97	88	80	77
- Taxi	54	81	83	82	77
- Car rental	83	141	114	106	100
- Public transport	24	51	25	27	29
Food and drink:					
- Food purchases at supermarkets	285	289	282	296	293
- Food purchases at supermarkets	107	96	94	94	91
- Restaurants	178	193	189	202	202
Leisure:					
- Organized excursions	460	507	542	549	583
- Organized excursions	95	92	91	91	96
- Sport activities	70	91	109	112	144
- Cultural activities	56	56	59	57	59
- Museums	25	24	40	25	29
- Theme Parks	62	66	71	76	70
- Discos and pubs	94	87	93	101	94
- Wellness	59	91	80	87	91
Purchases of goods:					
- Souvenirs	360	319	242	223	702
- Souvenirs	112	76	82	76	71
- Other expenses	248	244	159	147	631
Other:					
- Medical or pharmaceutical expenses	143	105	137	123	175
- Medical or pharmaceutical expenses	37	30	51	37	44
- Other expenses	106	75	86	87	130

Tourist profile. Historical data (2019 - 2025)

TENERIFE: Second Quarter

What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	91.0%	89.5%	89.4%	90.9%	90.1%
Visiting family or friends	5.2%	6.8%	7.1%	6.1%	5.6%
Business and work	2.2%	1.7%	1.7%	1.8%	2.2%
Education and training	0.1%	0.4%	0.5%	0.2%	0.4%
Sports training	0.6%	0.5%	0.5%	0.6%	0.6%
Health or medical care	0.1%	0.2%	0.1%	0.1%	0.3%
Fairs and congresses	0.2%	0.2%	0.2%	0.1%	0.2%
Others	0.5%	0.7%	0.6%	0.3%	0.6%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	51.6%	49.2%	49.7%	45.1%	46.0%
Enjoy family time	15.4%	15.1%	13.6%	14.8%	11.7%
Have fun	12.5%	8.7%	9.5%	11.1%	9.9%
Explore the destination	18.2%	24.0%	24.3%	26.1%	29.0%
Practice their hobbies	1.2%	1.8%	1.3%	1.5%	1.8%
Other reasons	1.1%	1.2%	1.6%	1.4%	1.5%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	37.0%	13.2%	9.5%	10.2%
Canary Islands	--	17.5%	22.8%	24.4%	25.9%
Other destination	--	45.5%	64.1%	66.1%	63.8%
- Balearic Islands	--	3.7%	4.9%	4.9%	4.4%
- Rest of Spain	--	11.3%	13.3%	13.8%	13.1%
- Italy	--	5.9%	7.6%	7.5%	7.5%
- France	--	4.1%	5.1%	5.7%	4.6%
- Turkey	--	1.2%	2.7%	3.2%	2.9%
- Greece	--	4.4%	6.5%	6.9%	7.1%
- Portugal	--	3.5%	4.7%	4.4%	4.8%
- Croatia	--	1.9%	2.3%	1.8%	1.9%
- Egypt	--	0.6%	1.2%	2.0%	1.6%
- Tunisia	--	0.1%	0.3%	0.4%	0.2%
- Morocco	--	0.3%	0.6%	1.3%	1.3%
- Others	--	8.5%	14.9%	14.3%	14.4%

* 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")	--	28.9%	25.3%	24.5%	25.5%
Canary Islands (other island)	--	22.3%	22.2%	23.1%	23.9%
Other destination	--	48.8%	52.5%	52.4%	50.6%
- Balearic Islands	--	7.6%	6.9%	7.1%	6.5%
- Rest of Spain	--	9.6%	9.5%	10.4%	10.0%
- Italy	--	4.8%	5.9%	5.9%	6.2%
- France	--	1.6%	2.1%	2.0%	2.0%
- Turkey	--	3.0%	3.5%	4.1%	3.4%
- Greece	--	8.7%	8.7%	8.9%	8.4%
- Portugal	--	6.6%	7.7%	7.2%	7.5%
- Croatia	--	2.1%	3.3%	2.4%	2.6%
- Egypt	--	2.3%	2.4%	2.2%	1.9%
- Others	--	2.5%	2.4%	2.4%	2.2%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	80.5%	81.6%	79.9%	81.3%	79.8%
Safety	49.1%	48.4%	53.5%	51.2%	53.3%
Tranquility	43.5%	42.1%	43.1%	43.8%	44.9%
Landscapes	35.7%	38.9%	40.8%	37.7%	40.4%
Environment	34.7%	36.8%	38.4%	36.2%	39.1%
Sea	36.9%	41.8%	40.0%	41.9%	38.9%
European belonging	36.6%	39.3%	35.0%	38.2%	38.6%
Accommodation supply	38.1%	36.4%	38.9%	40.3%	38.5%
Effortless trip	33.0%	35.9%	35.2%	36.3%	36.2%
Price	37.4%	31.4%	34.3%	33.6%	36.1%
Beaches	26.9%	30.4%	28.0%	32.1%	28.7%
Gastronomy	23.5%	26.5%	29.1%	28.2%	26.2%
Authenticity	19.4%	21.1%	23.5%	21.2%	23.1%
Fun possibilities	21.1%	20.0%	22.9%	22.5%	19.9%
Hiking trail network	13.6%	14.0%	15.7%	13.6%	14.3%
Exoticism	12.3%	10.8%	12.1%	11.4%	11.2%
Culture	8.9%	8.6%	9.9%	9.6%	9.4%
Historical heritage	9.9%	7.5%	9.7%	9.2%	9.1%
Shopping	9.2%	7.2%	8.7%	9.7%	8.4%
Nightlife	9.5%	5.9%	8.9%	9.0%	7.4%

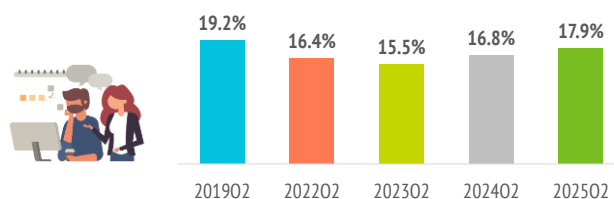
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% 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	0.7%	0.7%	0.7%	0.8%	0.9%
Between 1 and 30 days	20.0%	24.6%	22.6%	21.7%	21.7%
Between 1 and 2 months	23.6%	27.4%	27.0%	25.2%	23.9%
Between 3 and 6 months	36.6%	30.8%	34.2%	35.4%	35.6%
More than 6 months	19.2%	16.4%	15.5%	16.8%	17.9%

% 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	46.9%	50.8%	47.2%	44.6%	46.0%
Friends or relatives	30.3%	33.0%	33.7%	33.2%	32.0%
Internet or social media	54.6%	54.2%	56.6%	54.4%	51.6%
Mass Media	1.9%	1.5%	2.5%	2.4%	2.0%
Travel guides and magazines	8.3%	8.3%	7.3%	6.9%	5.8%
Travel Blogs or Forums	6.5%	7.6%	8.4%	8.1%	7.7%
Travel TV Channels	0.9%	0.4%	0.5%	0.6%	0.9%
Tour Operator or Travel Agency	23.2%	20.5%	17.7%	19.1%	17.4%
Public administrations or similar	0.5%	1.5%	1.0%	0.5%	0.5%
Others	2.6%	3.3%	3.9%	3.3%	4.1%

* 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	44.3%	54.0%	54.8%	53.2%	56.6%
- Tour Operator or Travel Agency	55.7%	46.0%	45.2%	46.8%	43.4%
Accommodation					
- Directly with the accommodation	30.8%	38.6%	39.9%	40.3%	42.5%
- Tour Operator or Travel Agency	69.2%	61.4%	60.1%	59.7%	57.5%

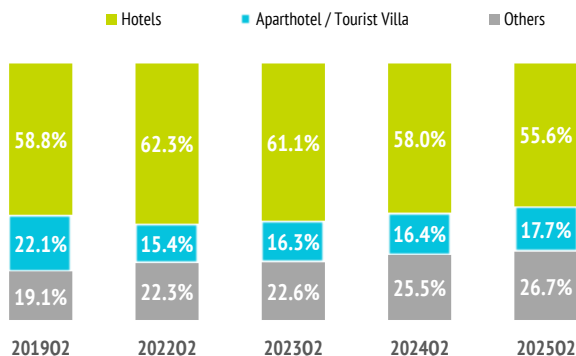
Where are they from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
United Kingdom	41.6%	41.0%	40.2%	40.2%	39.1%
Spanish Mainland	17.0%	15.8%	15.4%	14.6%	14.5%
Germany	10.7%	9.9%	10.5%	10.0%	10.2%
France	4.0%	5.2%	5.3%	5.6%	5.7%
Italy	3.0%	5.2%	4.9%	5.7%	5.4%
Ireland	2.9%	3.0%	3.1%	3.3%	4.1%
Belgium	4.0%	3.7%	3.8%	3.4%	3.6%
Netherlands	3.2%	3.7%	3.7%	3.9%	3.4%
Poland	2.5%	1.9%	2.2%	2.2%	2.8%
Others	1.4%	1.9%	1.8%	2.1%	2.4%
Others	9.6%	8.6%	9.1%	8.9%	9.0%

Where do they stay?

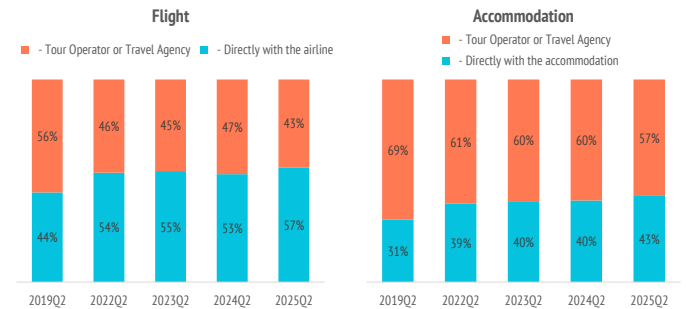
	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	10.5%	7.9%	8.2%	8.4%	9.2%
4* Hotel	37.1%	40.4%	40.2%	37.6%	36.1%
5* Hotel / 5* Luxury Hotel	11.3%	14.0%	12.7%	12.0%	10.3%
Aparthotel / Tourist Villa	22.1%	15.4%	16.3%	16.4%	17.7%
House/room rented in a private dwelling	5.6%	6.8%	7.2%	15.0%	15.1%
Private accommodation (1)	7.7%	7.8%	9.1%	8.1%	9.2%
Others (Cottage, cruise, camping,...)	5.8%	7.7%	6.3%	2.4%	2.4%

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



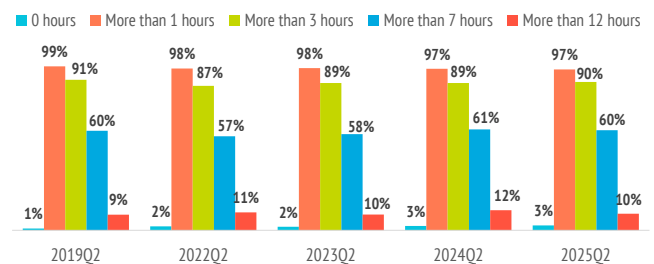
What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	26.4%	27.1%	26.6%	32.3%	36.8%
Bed and Breakfast	15.2%	17.7%	17.6%	19.4%	19.3%
Half board	23.3%	25.5%	23.9%	20.3%	19.9%
Full board	4.3%	3.7%	3.7%	2.7%	2.7%
All inclusive	30.8%	26.1%	28.1%	25.3%	21.3%



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	1.1%	2.4%	2.1%	2.6%	2.9%
1 - 2 hours	8.1%	10.5%	9.0%	8.5%	7.6%
3 - 6 hours	30.8%	30.4%	30.9%	28.0%	29.1%
7 - 12 hours	50.6%	45.9%	48.5%	48.7%	50.4%
More than 12 hours	9.4%	10.8%	9.6%	12.1%	10.0%
Outdoor time per day	7.8	7.6	7.6	8.0	7.9



Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Walk, wander	73.3%	79.0%	78.0%	78.2%	78.5%
Beach	60.8%	64.4%	65.8%	68.0%	62.2%
Swimming pool, hotel facilities	61.8%	63.8%	64.4%	66.1%	59.9%
Explore the island on their own	44.8%	49.1%	51.2%	51.3%	50.4%
Taste Canarian gastronomy	24.8%	30.0%	30.2%	31.1%	31.7%
Hiking	--	19.8%	20.0%	19.3%	21.3%
Theme parks	23.9%	22.7%	22.2%	23.7%	20.9%
Organized excursions	19.1%	21.3%	20.4%	20.2%	17.5%
Nightlife / concerts / shows	19.8%	15.8%	16.2%	18.9%	16.2%
Sea excursions / whale watching	14.8%	17.3%	18.1%	15.7%	15.5%
Other Nature Activities	--	8.6%	9.8%	8.8%	11.2%
Wineries / markets / popular festivals	8.4%	8.0%	9.9%	6.8%	8.3%
Museums / exhibitions	7.8%	6.5%	7.7%	7.7%	7.1%
Swim	--	7.2%	8.2%	7.6%	6.5%
Beauty and health treatments	5.4%	7.0%	7.1%	5.7%	6.2%
Running	--	4.9%	4.9%	4.9%	6.0%
Astronomical observation	3.6%	3.7%	5.3%	4.4%	4.5%
Practice other sports	--	4.0%	4.5%	3.8%	3.3%
Scuba Diving	--	2.2%	3.1%	2.7%	2.4%
Golf	--	2.0%	2.6%	2.8%	2.1%
Surf	--	2.3%	2.6%	2.6%	1.9%
Cycling / Mountain bike	--	2.0%	1.8%	1.6%	1.2%
Windsurf / Kitesurf	--	0.6%	0.8%	0.7%	0.5%

* Multi-choice question

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What places do they visit?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Teide National Park	37.4%	43.8%	41.7%	37.9%	37.9%
La Laguna	27.0%	34.3%	33.1%	29.4%	31.5%
Anaga rural park	17.6%	23.9%	19.2%	17.7%	19.2%
Los Gigantes Cliffs	17.7%	23.4%	21.8%	18.4%	19.0%
La Orotava	15.0%	22.4%	17.3%	17.2%	17.2%
Garachico	15.2%	19.3%	17.8%	15.3%	16.0%
Barranco de Masca	11.9%	13.2%	11.5%	12.3%	15.1%
Santa Cruz	10.4%	13.1%	14.2%	13.2%	14.2%
Icod de los Vinos	14.8%	14.1%	14.5%	14.8%	13.1%
Teno / Buenavista	7.2%	6.7%	7.2%	7.8%	7.1%
Barranco del Infierno	3.6%	3.1%	2.8%	3.6%	2.8%

¿Cuántos son fieles al destino?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Tenerife: Repeat tourists	62.4%	61.7%	61.2%	59.6%	63.0%
Tenerife: At least 10 previous visits	10.5%	10.0%	9.7%	9.6%	11.5%
Canary Islands: Repeat tourists	67.5%	67.0%	66.5%	65.1%	67.8%
Canary Islands: At least 10 previous visits	16.6%	16.2%	17.1%	17.0%	18.8%

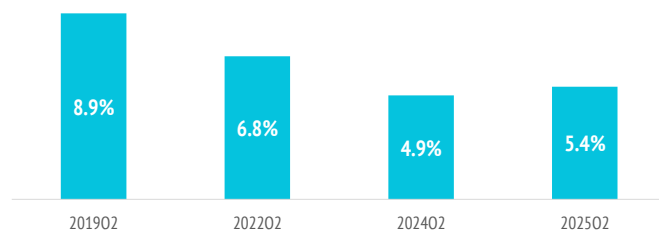
Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	46.9%	43.3%	47.0%	46.9%	45.4%
Women	53.1%	56.7%	53.0%	53.1%	54.6%
Age					
Average age	44.33	45.33	44.43	42.92	45.24
Standard deviation	15.2	15.9	16.8	16.1	17.2
Age range					
16 - 24 years old	8.3%	9.1%	12.8%	13.2%	11.2%
25 - 30 years old	15.1%	13.1%	12.7%	14.9%	15.1%
31 - 45 years old	31.2%	30.9%	32.3%	33.9%	30.2%
46 - 60 years old	27.8%	26.1%	20.3%	19.3%	18.0%
Over 60 years old	17.6%	20.7%	21.9%	18.7%	25.5%
Occupation					
Salaried worker	59.4%	58.4%	56.9%	58.9%	55.4%
Self-employed	11.1%	11.1%	10.1%	11.3%	10.2%
Unemployed	1.6%	1.0%	0.8%	0.9%	1.8%
Business owner	7.9%	6.9%	7.8%	7.6%	6.1%
Student	3.4%	3.8%	4.6%	4.4%	4.1%
Retired	14.7%	16.9%	17.9%	15.4%	21.2%
Unpaid domestic work	0.9%	0.6%	1.0%	0.7%	0.7%
Others	0.9%	1.2%	0.8%	0.9%	0.6%
Annual household income level					
Less than €25,000	22.1%	16.0%	14.6%	13.4%	14.2%
€25,000 - €49,999	37.0%	35.8%	38.4%	36.9%	35.6%
€50,000 - €74,999	21.4%	21.5%	22.4%	24.3%	23.7%
More than €74,999	19.5%	26.8%	24.7%	25.4%	26.6%
Education level					
No studies	5.8%	4.5%	4.9%	4.4%	4.2%
Primary education	2.0%	1.2%	1.6%	1.5%	1.5%
Secondary education	22.3%	19.7%	18.4%	21.3%	20.5%
Higher education	70.0%	74.6%	75.1%	72.8%	73.8%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	91.1%	93.2%	93.7%	95.1%	94.6%
Two islands	7.8%	5.9%	5.3%	4.3%	4.8%
Three or more islands	1.0%	0.9%	1.1%	0.6%	0.5%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.62	8.93	8.90	8.76	8.73

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	3.9%	2.0%	2.0%	2.9%	2.8%
Lived up to expectations	54.9%	50.4%	48.7%	51.2%	55.2%
Better or much better than expected	41.3%	47.6%	49.3%	45.8%	42.0%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.59	8.91	8.86	8.77	8.73
Recommend visiting the Canary Islands	8.88	9.16	9.12	8.99	8.99

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	8.6%	8.6%	8.5%	7.9%	9.0%
Only with partner	48.8%	48.9%	52.9%	47.5%	53.0%
Only with children (< 13 years old)	6.6%	4.1%	3.2%	3.5%	2.7%
Partner + children (< 13 years old)	7.0%	8.0%	8.1%	8.6%	6.2%
Other relatives	9.4%	8.8%	8.1%	10.7%	8.8%
Friends	6.8%	8.0%	7.8%	8.6%	10.1%
Work colleagues	0.8%	0.7%	0.8%	0.8%	1.0%
Organized trip	0.4%	0.3%	0.2%	0.2%	0.2%
Other combinations (2)	11.6%	12.6%	10.3%	12.3%	9.0%

(2) Combination of some of the groups previously analyzed

Tourists with children	19.2%	17.3%	16.1%	17.9%	13.1%
- Between 0 and 2 years old	2.1%	1.8%	1.8%	1.6%	1.7%
- Between 3 and 12 years old	15.3%	13.7%	12.7%	15.0%	9.9%
- Between 0 -2 and 3-12 years old	1.7%	1.8%	1.6%	1.3%	1.5%
Tourists without children	80.8%	82.7%	83.9%	82.1%	86.9%
Group composition:					
- 1 person	13.7%	11.4%	10.5%	9.8%	10.2%
- 2 people	55.8%	57.0%	60.9%	57.1%	62.6%
- 3 people	12.0%	11.0%	11.1%	12.9%	11.2%
- 4 or 5 people	15.2%	17.4%	14.4%	15.8%	12.1%
- 6 or more people	3.3%	3.2%	3.0%	4.4%	3.9%
Average group size:	2.49	2.55	2.49	2.63	2.51

*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.