

Tourist profile. Historical data (2019 - 2025)

CANARIAS: Second Quarter



How many are they and how much do they spend?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	3,434	3,456	3,647	3,907	4,135
Tourist arrivals ≥ 16 years old (EGT) (*)	2,993	3,085	3,079	3,305	3,598
- % tourists who book holiday package	56.4%	47.9%	48.1%	50.0%	49.3%
Children < 16 years old (FRONTUR - EGT) (*)	441	371	568	602	537
Expenditure per tourist (€)	1,074	1,205	1,215	1,286	1,223
- book holiday package	1,211	1,351	1,362	1,473	1,399
- holiday package	985	1,126	1,107	1,215	1,143
- others	226	225	254	258	256
- do not book holiday package	898	1,070	1,079	1,099	1,053
- flight	257	284	273	287	264
- accommodation	289	372	375	383	356
- others	352	414	431	429	432
Average lenght of stay	8.7	8.9	9.0	8.8	9.0
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	138.57	152.21	155.44	166.84	157.94
- Median	123.60	135.00	141.25	148.70	145.21
Average daily expenditure (without flight)	97.30	110.85	113.85	118.92	118.62
- Median	85.00	97.59	102.57	106.80	109.88
Average cost of the flight (€)	317.75	323.89	318.91	363.13	308.07
Total turnover (≥ 16 years old) (€m)	3,215	3,716	3,742	4,250	4,401
Turnover without flight (≥ 16 years old) (€m)	2,264	2,717	2,759	3,050	3,292

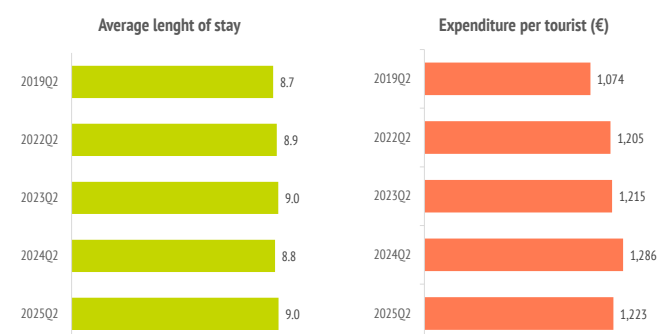
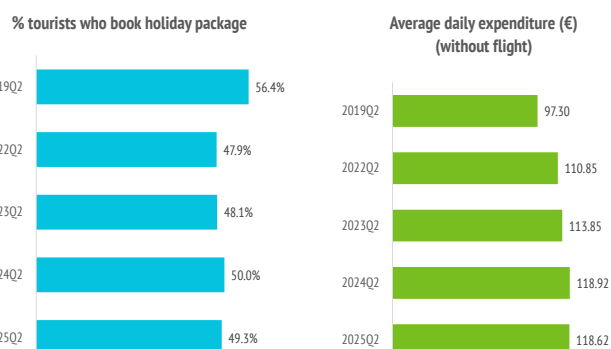
(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	84.4%	85.5%	84.3%	85.4%	85.0%
- Additional accommodation expenses	8.1%	7.6%	7.2%	5.9%	6.6%
Transport:					
- National/International Transport	94.4%	96.1%	94.6%	94.6%	95.0%
- Flights between islands	4.7%	5.0%	5.1%	4.1%	4.4%
- Taxi	51.4%	52.3%	53.4%	50.0%	51.8%
- Car rental	26.2%	32.3%	33.0%	32.7%	32.3%
- Public transport	8.2%	9.0%	11.4%	9.6%	10.8%
Food and drink:					
- Food purchases at supermarkets	50.1%	53.5%	58.1%	55.8%	55.3%
- Restaurants	57.0%	66.0%	66.3%	66.8%	67.6%
Leisure:					
- Organized excursions	21.7%	22.8%	24.9%	24.8%	24.9%
- Sport activities	5.7%	6.7%	7.3%	6.5%	5.7%
- Cultural activities	2.4%	2.2%	2.6%	2.8%	2.9%
- Museums	4.4%	5.2%	4.9%	5.2%	4.9%
- Theme Parks	7.8%	10.3%	10.3%	11.8%	9.7%
- Discos and pubs	9.1%	9.8%	10.8%	10.8%	12.5%
- Wellness	3.8%	4.8%	5.6%	4.8%	5.1%
Purchases of goods:					
- Souvenirs	44.0%	39.6%	42.2%	42.1%	40.4%
- Other expenses	0.8%	0.9%	0.7%	1.0%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.0%	7.7%	7.2%	6.2%	7.1%
- Other expenses	5.6%	4.6%	6.1%	5.1%	3.8%

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.



Average expenditure of tourists whose spending has been greater than €0 in each item

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Expenditure per tourist and trip (€)					
Accommodation:					
- Accommodation	691	737	753	765	759
- Additional accommodation expenses	530	598	611	638	632
- Additional accommodation expenses	162	138	142	127	128
Transport:					
- National/International Transport	570	654	639	669	613
- National/International Transport	336	337	337	384	324
- Flights between islands	60	67	82	73	82
- Taxi	60	87	79	82	75
- Car rental	86	128	113	103	102
- Public transport	28	35	28	27	29
Food and drink:					
- Food purchases at supermarkets	262	280	282	304	301
- Food purchases at supermarkets	99	96	99	107	108
- Restaurants	163	184	182	197	193
Leisure:					
- Organized excursions	490	504	549	543	563
- Organized excursions	89	88	86	89	90
- Sport activities	93	97	112	102	110
- Cultural activities	52	52	63	66	70
- Museums	36	29	41	37	37
- Theme Parks	60	63	67	74	70
- Discos and pubs	90	98	102	98	103
- Wellness	70	77	77	78	83
Purchases of goods:					
- Souvenirs	300	375	348	232	445
- Souvenirs	99	82	84	83	83
- Other expenses	201	293	265	149	362
Other:					
- Medical or pharmaceutical expenses	119	121	126	119	153
- Medical or pharmaceutical expenses	35	37	46	42	42
- Other expenses	84	84	80	77	110

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What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	90.8%	90.7%	90.7%	90.9%	90.3%
Visiting family or friends	5.3%	5.9%	5.8%	5.3%	5.6%
Business and work	2.3%	1.7%	1.7%	2.3%	2.1%
Education and training	0.2%	0.3%	0.4%	0.2%	0.3%
Sports training	0.7%	0.5%	0.5%	0.6%	0.8%
Health or medical care	0.1%	0.1%	0.1%	0.1%	0.1%
Fairs and congresses	0.2%	0.1%	0.3%	0.2%	0.2%
Others	0.4%	0.6%	0.5%	0.3%	0.6%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	55.6%	52.5%	52.7%	51.2%	51.3%
Enjoy family time	14.6%	15.0%	12.4%	13.6%	10.9%
Have fun	9.3%	7.7%	9.6%	9.6%	10.0%
Explore the destination	17.6%	21.4%	21.7%	22.8%	24.0%
Practice their hobbies	1.9%	2.0%	1.7%	1.5%	2.2%
Other reasons	1.0%	1.4%	1.8%	1.2%	1.6%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	35.9%	13.6%	9.9%	9.6%
Canary Islands	--	19.0%	23.7%	26.9%	27.7%
Other destination	--	45.1%	62.7%	63.1%	62.7%
- Balearic Islands	--	4.2%	4.9%	4.6%	4.1%
- Rest of Spain	--	10.4%	12.3%	12.0%	11.4%
- Italy	--	5.9%	7.7%	6.6%	7.4%
- France	--	4.3%	5.2%	5.2%	4.7%
- Turkey	--	1.2%	2.8%	3.3%	3.3%
- Greece	--	4.8%	7.4%	7.6%	7.3%
- Portugal	--	3.1%	4.4%	4.2%	4.8%
- Croatia	--	1.8%	2.2%	1.8%	2.0%
- Egypt	--	0.6%	1.3%	2.0%	1.7%
- Tunisia	--	0.1%	0.3%	0.6%	0.4%
- Morocco	--	0.3%	0.7%	1.1%	1.5%
- Others	--	8.4%	13.4%	14.1%	14.0%

* 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")	--	27.9%	25.1%	25.4%	27.2%
Canary Islands (other island)	--	24.7%	24.2%	24.9%	25.1%
Other destination	--	47.4%	50.7%	49.7%	47.7%
- Balearic Islands	--	7.5%	6.9%	7.0%	6.4%
- Rest of Spain	--	8.6%	9.6%	9.4%	9.4%
- Italy	--	4.6%	5.3%	5.1%	5.2%
- France	--	1.6%	1.6%	1.7%	1.7%
- Turkey	--	3.1%	3.7%	3.9%	3.5%
- Greece	--	8.8%	9.1%	9.1%	8.3%
- Portugal	--	6.3%	7.1%	6.9%	6.8%
- Croatia	--	2.2%	2.8%	2.4%	2.3%
- Egypt	--	2.3%	2.4%	2.2%	2.2%
- Others	--	2.4%	2.2%	2.1%	2.0%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	82.0%	81.2%	79.5%	80.7%	81.6%
Safety	48.5%	49.4%	52.3%	53.3%	53.4%
Tranquility	44.9%	43.7%	45.9%	46.8%	48.2%
Sea	41.2%	45.3%	43.9%	45.7%	44.5%
Accommodation supply	38.3%	37.7%	38.8%	41.2%	39.9%
European belonging	36.4%	39.9%	35.1%	38.0%	39.2%
Landscapes	34.3%	35.2%	36.8%	35.0%	37.5%
Effortless trip	33.7%	37.0%	36.5%	37.6%	37.4%
Beaches	33.6%	37.5%	34.6%	38.0%	36.5%
Environment	32.1%	33.6%	34.7%	34.1%	36.1%
Price	36.6%	31.3%	32.6%	33.9%	35.6%
Gastronomy	22.5%	25.9%	27.2%	27.3%	24.9%
Authenticity	18.8%	20.7%	21.2%	21.8%	22.9%
Fun possibilities	17.4%	20.6%	21.6%	21.1%	18.8%
Hiking trail network	12.5%	12.4%	13.2%	12.1%	12.9%
Exoticism	10.6%	10.7%	10.0%	10.9%	11.1%
Culture	8.3%	8.6%	9.5%	9.5%	9.0%
Historical heritage	8.4%	7.7%	9.1%	8.9%	8.7%
Shopping	7.5%	7.6%	7.8%	9.0%	8.4%
Nightlife	7.4%	7.5%	7.7%	8.3%	7.2%

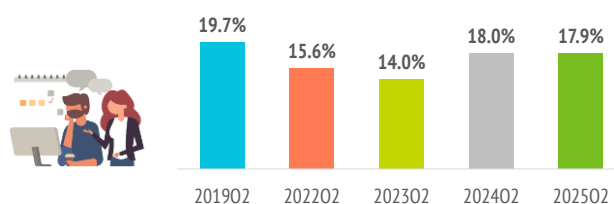
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% 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	0.6%	0.7%	0.8%	0.8%	0.8%
Between 1 and 30 days	20.1%	27.4%	23.3%	21.9%	22.3%
Between 1 and 2 months	22.5%	27.5%	27.8%	24.0%	23.1%
Between 3 and 6 months	37.1%	28.8%	34.0%	35.3%	35.8%
More than 6 months	19.7%	15.6%	14.0%	18.0%	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	50.7%	50.3%	47.9%	45.9%	48.1%
Friends or relatives	27.5%	28.8%	29.7%	29.3%	28.8%
Internet or social media	54.6%	54.2%	55.4%	52.1%	49.6%
Mass Media	1.6%	1.6%	2.0%	2.0%	2.1%
Travel guides and magazines	9.4%	7.3%	6.7%	6.6%	5.3%
Travel Blogs or Forums	5.6%	6.9%	7.4%	6.7%	6.2%
Travel TV Channels	0.9%	0.6%	0.7%	0.6%	0.8%
Tour Operator or Travel Agency	24.0%	21.2%	19.5%	20.6%	18.6%
Public administrations or similar	0.6%	1.3%	0.7%	0.5%	0.6%
Others	2.5%	2.7%	3.7%	3.5%	3.7%

* 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	41.7%	50.7%	50.3%	49.4%	52.0%
- Tour Operator or Travel Agency	58.3%	49.3%	49.7%	50.6%	48.0%
Accommodation					
- Directly with the accommodation	29.5%	36.6%	37.5%	37.6%	38.7%
- Tour Operator or Travel Agency	70.5%	63.4%	62.5%	62.4%	61.3%

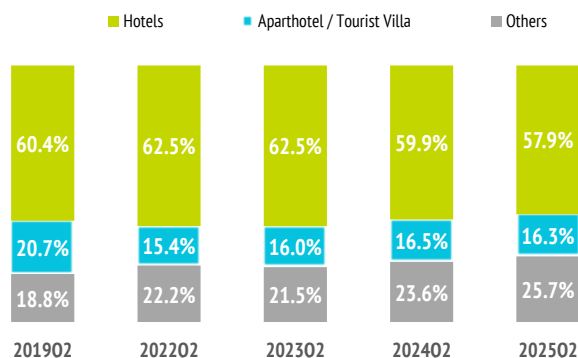
Where are they from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
United Kingdom	36.0%	35.9%	36.7%	38.1%	36.5%
Germany	17.1%	15.5%	15.5%	14.5%	14.9%
Spanish Mainland	14.8%	14.5%	13.9%	13.2%	13.2%
France	4.4%	5.3%	5.5%	5.9%	5.3%
Ireland	4.4%	3.9%	4.6%	4.5%	4.9%
Italy	2.8%	4.5%	4.3%	4.5%	4.6%
Netherlands	3.9%	4.5%	4.0%	4.4%	4.2%
Belgium	3.0%	2.6%	2.9%	2.7%	2.6%
Poland	2.3%	2.1%	2.0%	1.8%	2.5%
Others	1.2%	1.2%	1.5%	1.6%	2.1%
Others	10.1%	9.9%	9.2%	8.8%	9.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	11.7%	10.6%	10.8%	10.6%	11.3%
4* Hotel	39.7%	41.0%	41.1%	38.9%	37.6%
5* Hotel / 5* Luxury Hotel	9.1%	10.8%	10.7%	10.4%	9.0%
Aparthotel / Tourist Villa	20.7%	15.4%	16.0%	16.5%	16.3%
House/room rented in a private dwelling	5.3%	6.4%	7.0%	14.4%	14.9%
Private accommodation (1)	7.3%	7.7%	8.0%	6.9%	8.2%
Others (Cottage, cruise, camping,...)	6.2%	8.0%	6.5%	2.3%	2.6%

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

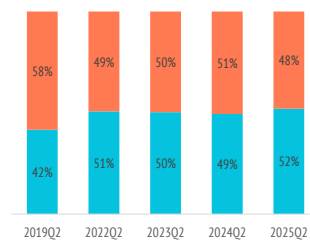


What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	25.0%	26.9%	27.0%	31.1%	34.0%
Bed and Breakfast	12.2%	14.0%	14.8%	15.3%	15.1%
Half board	21.8%	20.7%	20.5%	17.8%	17.3%
Full board	4.5%	4.0%	3.3%	2.8%	3.3%
All inclusive	36.5%	34.4%	34.5%	33.0%	30.2%

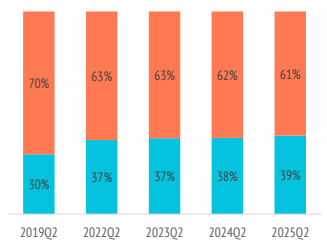
Flight

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



Accommodation

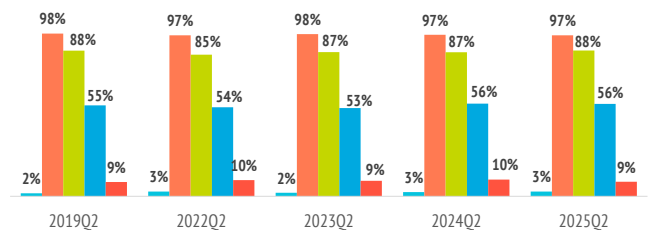
■ - Tour Operator or Travel Agency ■ - Directly with the accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	1.8%	2.8%	2.1%	2.5%	2.8%
1 - 2 hours	10.3%	11.7%	10.9%	10.5%	9.1%
3 - 6 hours	33.1%	31.7%	33.8%	31.0%	32.2%
7 - 12 hours	46.2%	44.0%	43.9%	45.8%	47.0%
More than 12 hours	8.7%	9.8%	9.4%	10.1%	8.8%
Outdoor time per day	7.4	7.4	7.3	7.5	7.5

■ 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	70.2%	73.5%	73.2%	73.3%	74.1%
Beach	66.3%	68.9%	69.6%	68.9%	66.6%
Swimming pool, hotel facilities	60.9%	61.6%	62.1%	61.9%	56.6%
Explore the island on their own	43.1%	47.5%	47.9%	48.1%	47.7%
Taste Canarian gastronomy	23.7%	26.5%	26.2%	27.2%	28.3%
Hiking	--	18.0%	17.0%	17.2%	18.6%
Nightlife / concerts / shows	16.9%	14.3%	15.7%	16.2%	15.8%
Organized excursions	17.4%	16.4%	17.2%	17.6%	14.8%
Theme parks	14.9%	13.5%	13.5%	14.5%	12.0%
Wineries / markets / popular festivals	11.0%	10.1%	10.9%	9.6%	11.4%
Sea excursions / whale watching	11.2%	12.2%	13.0%	12.2%	11.0%
Museums / exhibitions	9.8%	9.0%	10.0%	10.2%	9.5%
Other Nature Activities	--	7.7%	8.0%	8.0%	8.7%
Swim	--	7.2%	7.6%	7.5%	7.0%
Running	--	5.5%	4.8%	5.5%	5.8%
Beauty and health treatments	5.3%	5.7%	6.0%	4.9%	5.5%
Practice other sports	--	4.2%	4.1%	4.1%	3.6%
Astronomical observation	3.0%	2.9%	3.7%	3.3%	3.3%
Surf	--	2.8%	2.6%	2.5%	2.5%
Cycling / Mountain bike	--	3.0%	2.8%	2.4%	2.3%
Scuba Diving	--	2.3%	2.7%	2.1%	2.2%
Golf	--	1.9%	2.1%	2.1%	1.7%
Windsurf / Kitesurf	--	1.0%	0.9%	0.8%	0.6%

* Multi-choice question

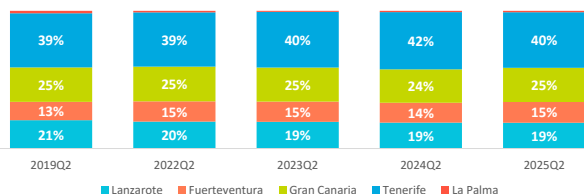
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Which island do they choose?

Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	611,226	600,147	594,818	622,264	673,489
Fuerteventura	394,752	451,111	450,909	474,296	540,680
Gran Canaria	743,465	774,095	758,474	801,149	890,633
Tenerife	1,170,092	1,211,287	1,241,475	1,372,601	1,448,659
La Palma	51,334	34,813	24,042	29,212	37,012



How many are loyal to the Canary Islands?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	71.5%	70.3%	67.8%	68.4%	71.6%
At least 10 previous visits	19.3%	19.2%	19.5%	19.2%	20.7%
Repeat tourists (last 5 years)	65.9%	61.7%	60.2%	61.1%	65.8%
Repeat tourists (last 5 years)(5 or more visits)	20.5%	12.8%	14.7%	16.6%	19.5%

Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	48.1%	48.1%	47.7%	48.1%	47.5%
Women	51.9%	51.9%	52.3%	51.9%	52.5%
Age					
Average age	46.8	46.7	45.3	45.5	47.5
Standard deviation	15.6	16.1	16.7	16.7	17.4
Age range					
16 - 24 years old	7.3%	8.8%	11.6%	11.4%	9.6%
25 - 30 years old	11.8%	11.6%	12.8%	12.5%	12.4%
31 - 45 years old	28.8%	28.7%	29.5%	30.1%	28.0%
46 - 60 years old	29.5%	27.4%	23.2%	22.6%	20.2%
Over 60 years old	22.6%	23.4%	22.9%	23.4%	29.8%
Occupation					
Salaried worker	56.0%	57.0%	56.9%	58.4%	53.4%
Self-employed	11.6%	10.4%	10.6%	10.0%	10.3%
Unemployed	1.3%	1.0%	0.8%	0.9%	1.3%
Business owner	8.5%	7.1%	7.0%	7.1%	6.2%
Student	3.3%	3.9%	4.2%	3.7%	3.5%
Retired	17.5%	19.1%	18.9%	18.5%	23.8%
Unpaid domestic work	0.8%	0.5%	0.9%	0.5%	0.6%
Others	1.0%	0.9%	0.9%	0.9%	0.9%
Annual household income level					
Less than €25,000	18.8%	15.6%	13.3%	12.9%	13.0%
€25,000 - €49,999	37.2%	35.9%	38.2%	36.0%	35.9%
€50,000 - €74,999	22.4%	22.0%	23.7%	24.9%	24.6%
More than €74,999	21.6%	26.5%	24.9%	26.2%	26.4%
Education level					
No studies	5.0%	4.2%	4.1%	4.2%	4.1%
Primary education	2.5%	1.7%	1.6%	1.6%	2.2%
Secondary education	23.6%	20.9%	20.2%	23.4%	21.6%
Higher education	68.9%	73.3%	74.1%	70.8%	72.0%

Share by islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	20.6%	19.5%	19.4%	18.9%	18.8%
Fuerteventura	13.3%	14.7%	14.7%	14.4%	15.1%
Gran Canaria	25.0%	25.2%	24.7%	24.3%	24.8%
Tenerife	39.4%	39.4%	40.4%	41.6%	40.3%
La Palma	1.7%	1.1%	0.8%	0.9%	1.0%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	91.0%	92.9%	93.0%	93.7%	93.3%
Two islands	7.7%	6.1%	5.9%	5.5%	5.8%
Three or more islands	1.3%	1.0%	1.1%	0.8%	0.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.69	8.92	8.90	8.78	8.76

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	2.8%	2.3%	2.1%	2.4%	2.8%
Lived up to expectations	56.8%	52.6%	51.4%	53.5%	56.4%
Better or much better than expected	40.4%	45.1%	46.5%	44.0%	40.8%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.70	8.89	8.87	8.80	8.77
Recommend visiting the Canary Islands	8.93	9.12	9.10	8.99	8.98

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	10.0%	10.0%	10.1%	10.4%	11.4%
Only with partner	47.5%	48.0%	52.1%	47.4%	51.8%
Only with children (< 13 years old)	5.9%	4.6%	3.5%	3.6%	2.8%
Partner + children (< 13 years old)	6.6%	7.2%	6.9%	7.0%	4.9%
Other relatives	9.5%	8.7%	8.4%	10.4%	8.8%
Friends	6.4%	7.7%	7.9%	8.0%	9.6%
Work colleagues	0.7%	0.6%	0.7%	0.9%	0.8%
Organized trip	0.4%	0.3%	0.2%	0.3%	0.5%
Other combinations (2)	13.0%	12.8%	10.1%	12.1%	9.3%

(2) Combination of some of the groups previously analyzed

Tourists with children	18.7%	17.5%	14.7%	16.3%	12.0%
- Between 0 and 2 years old	1.8%	1.6%	1.9%	1.5%	1.7%
- Between 3 and 12 years old	15.3%	14.5%	11.3%	13.5%	9.1%
- Between 0 -2 and 3-12 years old	1.6%	1.4%	1.4%	1.3%	1.2%
Tourists without children	81.3%	82.5%	85.3%	83.7%	88.0%
Group composition:					
- 1 person	13.8%	12.4%	12.8%	12.6%	13.6%
- 2 people	54.7%	56.0%	60.4%	57.0%	61.5%
- 3 people	12.2%	11.3%	10.9%	11.3%	10.1%
- 4 or 5 people	15.7%	16.8%	13.0%	14.9%	11.3%
- 6 or more people	3.5%	3.6%	3.0%	4.2%	3.5%
Average group size:	2.52	2.55	2.43	2.55	2.41

*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.