

## How many are they and how much do they spend?



|   | 2019Q3       | 2022Q3       | 2023Q3       | 2024Q3       | 2025Q3       | % tourists who book holiday package | Average daily expenditure (€) (without flight) |
|---|--------------|--------------|--------------|--------------|--------------|-------------------------------------|--|
| <b>Tourists</b>                               |              |              |              |              |              |                                     |  |
| Tourist arrivals (FRONTUR) (*)                | 550          | 507          | 492          | 517          | 544          | 2019Q3 78.8%                        | 2019Q3 95.99                                   |
| Tourist arrivals ≥ 16 years old (EGT) (*)     | 472          | 433          | 418          | 439          | 456          | 2022Q3 73.1%                        | 2022Q3 112.32                                  |
| - book holiday package (*)                    | 371          | 316          | 295          | 303          | 308          | 2023Q3 70.5%                        | 2023Q3 120.92                                  |
| - do not book holiday package (*)             | 100          | 117          | 123          | 135          | 149          | 2024Q3 69.2%                        | 2024Q3 118.70                                  |
| - % tourists who book holiday package         | 78.8%        | 73.1%        | 70.5%        | 69.2%        | 67.4%        | 2025Q3 67.4%                        | 2025Q3 132.08                                  |
| Children < 16 years old (FRONTUR - EGT) (*)   | 78           | 74           | 74           | 78           | 88           |                                     |  |
| <b>Expenditure per tourist (€)</b>            | <b>1,374</b> | <b>1,592</b> | <b>1,701</b> | <b>1,728</b> | <b>1,764</b> |                                     |  |
| - book holiday package                        | 1,440        | 1,632        | 1,800        | 1,849        | 1,925        |                                     |  |
| - holiday package                             | 1,250        | 1,400        | 1,554        | 1,628        | 1,698        |                                     |  |
| - others                                      | 190          | 232          | 245          | 221          | 227          |                                     |  |
| - do not book holiday package                 | 1,127        | 1,484        | 1,464        | 1,455        | 1,432        |                                     |  |
| - flight                                      | 333          | 451          | 424          | 487          | 419          |                                     |  |
| - accommodation                               | 348          | 510          | 546          | 442          | 444          | 2019Q3 10.4                         | 2019Q3 1,374                                   |
| - others                                      | 446          | 524          | 494          | 526          | 569          | 2022Q3 10.5                         | 2022Q3 1,592                                   |
| Average length of stay                        | 10.4         | 10.5         | 10.5         | 10.2         | 10.7         | 2023Q3 10.5                         | 2023Q3 1,701                                   |
| - Median                                      | 10.0         | 10.0         | 10.0         | 10.0         | 10.0         | 2024Q3 10.2                         | 2024Q3 1,728                                   |
| Average daily expenditure (€)                 | 139.59       | 163.82       | 175.07       | 182.18       | 184.86       | 2025Q3 10.7                         | 2025Q3 1,764                                   |
| - Median                                      | 124.73       | 147.50       | 155.83       | 168.12       | 166.67       |                                     |  |
| Average daily expenditure (without flight)    | 95.99        | 112.32       | 120.92       | 118.70       | 132.08       |                                     |  |
| - Median                                      | 87.57        | 103.33       | 109.20       | 113.43       | 120.37       |                                     |  |
| Average cost of the flight (€)                | 428.43       | 494.56       | 518.52       | 594.74       | 504.00       |                                     |  |
| Total turnover (≥ 16 years old) (€m)          | 648          | 689          | 711          | 758          | 805          |                                     |  |
| Turnover without flight (≥ 16 years old) (€m) | 446          | 475          | 494          | 497          | 575          |                                     |  |

(\*) Thousands of tourists

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

|                                      | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|--------------------------------------|--------|--------|--------|--------|--------|
| <b>Accommodation:</b>                |        |        |        |        |        |
| - Accommodation                      | 90.3%  | 92.0%  | 88.5%  | 87.4%  | 86.3%  |
| - Additional accommodation expenses  | 6.6%   | 5.8%   | 4.9%   | 4.9%   | 5.0%   |
| <b>Transport:</b>                    |        |        |        |        |        |
| - National/International Transport   | 96.4%  | 98.2%  | 94.2%  | 97.6%  | 96.0%  |
| - Flights between islands            | 3.2%   | 4.2%   | 5.0%   | 1.7%   | 4.7%   |
| - Taxi                               | 63.7%  | 63.2%  | 65.4%  | 61.3%  | 58.0%  |
| - Car rental                         | 28.8%  | 35.1%  | 33.5%  | 35.5%  | 39.2%  |
| - Public transport                   | 8.3%   | 9.7%   | 12.6%  | 12.1%  | 11.6%  |
| <b>Food and drink:</b>               |        |        |        |        |        |
| - Food purchases at supermarkets     | 48.8%  | 56.6%  | 58.0%  | 54.1%  | 59.5%  |
| - Restaurants                        | 42.3%  | 51.1%  | 49.4%  | 49.8%  | 52.3%  |
| <b>Leisure:</b>                      |        |        |        |        |        |
| - Organized excursions               | 31.0%  | 34.3%  | 38.0%  | 34.3%  | 33.3%  |
| - Sport activities                   | 7.2%   | 10.4%  | 10.2%  | 8.0%   | 7.3%   |
| - Cultural activities                | 2.9%   | 3.1%   | 3.3%   | 2.5%   | 3.0%   |
| - Museums                            | 5.3%   | 5.0%   | 6.2%   | 4.9%   | 6.5%   |
| - Theme Parks                        | 5.5%   | 12.5%  | 12.0%  | 11.4%  | 11.2%  |
| - Discos and pubs                    | 3.8%   | 5.9%   | 6.0%   | 4.5%   | 3.6%   |
| - Wellness                           | 3.4%   | 5.8%   | 5.4%   | 4.3%   | 2.4%   |
| <b>Purchases of goods:</b>           |        |        |        |        |        |
| - Souvenirs                          | 42.0%  | 42.2%  | 41.2%  | 42.0%  | 41.0%  |
| - Other expenses                     | 0.9%   | 1.0%   | 1.2%   | 0.8%   | 1.8%   |
| <b>Other:</b>                        |        |        |        |        |        |
| - Medical or pharmaceutical expenses | 5.7%   | 9.0%   | 7.3%   | 7.0%   | 6.7%   |
| - Other expenses                     | 5.1%   | 5.7%   | 5.1%   | 4.4%   | 3.1%   |

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

|   | 2019Q3     | 2022Q3     | 2023Q3       | 2024Q3       | 2025Q3       |
|---|------------|------------|--------------|--------------|--------------|
| <b>Expenditure per tourist and trip (€)</b> |            |            |              |              |              |
| <b>Accommodation:</b>                       | <b>832</b> | <b>847</b> | <b>1,069</b> | <b>954</b>   | <b>949</b>   |
| - Accommodation                             | 716        | 765        | 901          | 838          | 866          |
| - Additional accommodation expenses         | 116        | 82         | 168          | 116          | 82           |
| <b>Transport:</b>                           | <b>722</b> | <b>895</b> | <b>883</b>   | <b>1,001</b> | <b>1,040</b> |
| - National/International Transport          | 444        | 504        | 550          | 609          | 525          |
| - Flights between islands                   | 77         | 82         | 82           | 82           | 67           |
| - Taxi                                      | 80         | 122        | 109          | 131          | 270          |
| - Car rental                                | 104        | 161        | 126          | 142          | 151          |
| - Public transport                          | 17         | 26         | 16           | 36           | 26           |
| <b>Food and drink:</b>                      | <b>232</b> | <b>243</b> | <b>264</b>   | <b>277</b>   | <b>301</b>   |
| - Food purchases at supermarkets            | 108        | 91         | 106          | 104          | 118          |
| - Restaurants                               | 124        | 152        | 159          | 174          | 183          |
| <b>Leisure:</b>                             | <b>549</b> | <b>547</b> | <b>533</b>   | <b>594</b>   | <b>608</b>   |
| - Organized excursions                      | 97         | 108        | 103          | 115          | 150          |
| - Sport activities                          | 207        | 116        | 101          | 109          | 107          |
| - Cultural activities                       | 39         | 52         | 61           | 40           | 46           |
| - Museums                                   | 31         | 32         | 33           | 27           | 28           |
| - Theme Parks                               | 57         | 71         | 69           | 80           | 95           |
| - Discos and pubs                           | 73         | 91         | 90           | 110          | 84           |
| - Wellness                                  | 46         | 78         | 76           | 115          | 98           |
| <b>Purchases of goods:</b>                  | <b>176</b> | <b>259</b> | <b>452</b>   | <b>440</b>   | <b>159</b>   |
| - Souvenirs                                 | 93         | 91         | 78           | 85           | 75           |
| - Other expenses                            | 83         | 169        | 374          | 355          | 84           |
| <b>Other:</b>                               | <b>118</b> | <b>122</b> | <b>136</b>   | <b>141</b>   | <b>329</b>   |
| - Medical or pharmaceutical expenses        | 37         | 40         | 45           | 67           | 59           |
| - Other expenses                            | 81         | 82         | 92           | 73           | 270          |

#### What is the main purpose of their trip?

|                            | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|----------------------------|--------|--------|--------|--------|--------|
| Holiday, leisure           | 95.9%  | 96.0%  | 94.2%  | 93.7%  | 92.9%  |
| Visiting family or friends | 2.7%   | 2.5%   | 3.9%   | 4.9%   | 4.5%   |
| Business and work          | 0.6%   | 0.6%   | 1.8%   | 0.4%   | 0.6%   |
| Education and training     | 0.1%   | 0.1%   | 0.0%   | 0.1%   | 0.2%   |
| Sports training            | 0.4%   | 0.1%   | 0.1%   | 0.1%   | 0.4%   |
| Health or medical care     | 0.2%   | 0.0%   | 0.0%   | 0.4%   | 0.0%   |
| Fairs and congresses       | 0.0%   | 0.4%   | 0.0%   | 0.0%   | 0.4%   |
| Others                     | 0.1%   | 0.3%   | 0.1%   | 0.2%   | 0.9%   |

#### What is the main motivation for their holidays?

|                         | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|-------------------------|--------|--------|--------|--------|--------|
| Rest                    | 52.1%  | 48.9%  | 46.6%  | 44.6%  | 41.1%  |
| Enjoy family time       | 11.2%  | 12.5%  | 12.5%  | 16.7%  | 15.7%  |
| Have fun                | 9.3%   | 11.1%  | 12.9%  | 11.8%  | 12.2%  |
| Explore the destination | 24.5%  | 23.9%  | 25.2%  | 23.8%  | 28.5%  |
| Practice their hobbies  | 1.9%   | 2.2%   | 1.8%   | 2.3%   | 2.0%   |
| Other reasons           | 1.0%   | 1.3%   | 1.0%   | 0.9%   | 0.5%   |

#### Where did they spend their main holiday last year? \*

|                      | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|----------------------|--------|--------|--------|--------|--------|
| Didn't have holidays | --     | 32.7%  | 16.9%  | 14.3%  | 13.8%  |
| Canary Islands       | --     | 18.1%  | 21.9%  | 23.7%  | 24.0%  |
| Other destination    | --     | 49.2%  | 61.1%  | 62.0%  | 62.1%  |
| - Balearic Islands   | --     | 5.3%   | 6.0%   | 6.5%   | 7.0%   |
| - Rest of Spain      | --     | 2.9%   | 5.6%   | 6.0%   | 5.8%   |
| - Italy              | --     | 8.7%   | 8.4%   | 8.2%   | 7.2%   |
| - France             | --     | 2.4%   | 3.2%   | 3.0%   | 3.4%   |
| - Turkey             | --     | 3.6%   | 5.3%   | 4.3%   | 4.5%   |
| - Greece             | --     | 8.1%   | 9.9%   | 8.3%   | 8.1%   |
| - Portugal           | --     | 1.4%   | 2.4%   | 3.4%   | 2.0%   |
| - Croatia            | --     | 4.5%   | 3.9%   | 3.3%   | 4.3%   |
| - Egypt              | --     | 1.0%   | 2.2%   | 2.8%   | 2.1%   |
| - Tunisia            | --     | 0.1%   | 0.3%   | 0.3%   | 0.4%   |
| - Morocco            | --     | 0.1%   | 0.8%   | 0.9%   | 1.0%   |
| - Others             | --     | 11.2%  | 13.2%  | 15.0%  | 16.3%  |

\* Percentage of valid answers

#### What other destinations did they consider for this trip? \*

|   | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|---|--------|--------|--------|--------|--------|
| None (I was clear about "this Canary Island") | --     | 17.7%  | 20.2%  | 18.9%  | 20.5%  |
| Canary Islands (other island)                 | --     | 21.4%  | 21.9%  | 23.6%  | 22.8%  |
| Other destination                             | --     | 60.9%  | 58.0%  | 57.5%  | 56.6%  |
| - Balearic Islands                            | --     | 10.1%  | 7.7%   | 9.3%   | 8.5%   |
| - Rest of Spain                               | --     | 7.6%   | 6.9%   | 7.3%   | 7.3%   |
| - Italy                                       | --     | 6.6%   | 6.3%   | 7.6%   | 7.1%   |
| - France                                      | --     | 1.9%   | 2.6%   | 2.1%   | 2.8%   |
| - Turkey                                      | --     | 4.2%   | 4.3%   | 2.7%   | 2.8%   |
| - Greece                                      | --     | 14.9%  | 15.2%  | 12.8%  | 12.3%  |
| - Portugal                                    | --     | 6.5%   | 6.2%   | 7.1%   | 7.4%   |
| - Croatia                                     | --     | 4.0%   | 4.4%   | 4.4%   | 4.0%   |
| - Egypt                                       | --     | 2.9%   | 2.5%   | 2.4%   | 1.9%   |
| - Others                                      | --     | 2.2%   | 1.9%   | 1.7%   | 2.5%   |

\* Percentage of valid answers

#### Importance of each factor in the destination choice

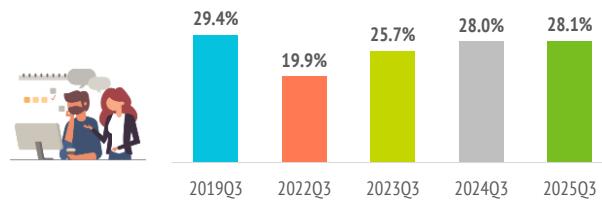
|                      | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|----------------------|--------|--------|--------|--------|--------|
| Sea                  | 64.7%  | 67.6%  | 65.7%  | 63.6%  | 66.8%  |
| Climate              | 67.1%  | 60.0%  | 60.9%  | 60.0%  | 59.0%  |
| Safety               | 57.6%  | 54.0%  | 57.5%  | 57.5%  | 58.2%  |
| Beaches              | 53.4%  | 55.2%  | 55.4%  | 53.5%  | 56.5%  |
| Tranquility          | 50.8%  | 47.0%  | 48.5%  | 48.3%  | 48.9%  |
| Effortless trip      | 44.1%  | 48.9%  | 48.0%  | 48.7%  | 46.3%  |
| Accommodation supply | 42.3%  | 43.4%  | 43.9%  | 41.1%  | 38.1%  |
| Landscapes           | 31.7%  | 29.8%  | 30.8%  | 29.2%  | 34.5%  |
| European belonging   | 39.2%  | 32.5%  | 34.5%  | 35.6%  | 33.5%  |
| Price                | 30.3%  | 32.6%  | 34.9%  | 34.0%  | 30.4%  |
| Gastronomy           | 22.1%  | 25.4%  | 25.0%  | 23.5%  | 23.7%  |
| Environment          | 22.4%  | 20.2%  | 21.7%  | 20.4%  | 23.2%  |
| Authenticity         | 19.3%  | 19.3%  | 20.6%  | 20.2%  | 22.2%  |
| Fun possibilities    | 19.4%  | 22.7%  | 23.6%  | 17.6%  | 20.2%  |
| Shopping             | 10.7%  | 10.0%  | 11.6%  | 10.7%  | 13.4%  |
| Exoticism            | 8.6%   | 7.5%   | 8.8%   | 7.6%   | 11.5%  |
| Culture              | 8.0%   | 6.7%   | 8.9%   | 7.9%   | 8.5%   |
| Hiking trail network | 6.6%   | 6.6%   | 5.2%   | 9.1%   | 7.5%   |
| Historical heritage  | 7.8%   | 5.6%   | 6.9%   | 5.8%   | 7.4%   |
| Nightlife            | 5.0%   | 4.5%   | 5.7%   | 4.9%   | 6.4%   |

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? \*

|                        | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|------------------------|--------|--------|--------|--------|--------|
| The same day           | 0.6%   | 0.7%   | 0.5%   | 0.8%   | 0.3%   |
| Between 1 and 30 days  | 19.0%  | 22.5%  | 16.7%  | 20.1%  | 20.1%  |
| Between 1 and 2 months | 16.3%  | 19.4%  | 18.7%  | 17.5%  | 17.4%  |
| Between 3 and 6 months | 34.7%  | 37.5%  | 38.4%  | 33.6%  | 34.1%  |
| More than 6 months     | 29.4%  | 19.9%  | 25.7%  | 28.0%  | 28.1%  |

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

|                                       | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Previous visits to the Canary Islands | 42.3%  | 38.7%  | 33.8%  | 39.5%  | 40.7%  |
| Friends or relatives                  | 24.5%  | 25.3%  | 24.9%  | 26.0%  | 26.1%  |
| Internet or social media              | 55.5%  | 59.3%  | 55.3%  | 56.2%  | 57.7%  |
| Mass Media                            | 1.9%   | 3.0%   | 2.3%   | 2.1%   | 3.3%   |
| Travel guides and magazines           | 12.5%  | 10.4%  | 8.4%   | 9.3%   | 9.5%   |
| Travel Blogs or Forums                | 6.1%   | 7.2%   | 5.3%   | 5.7%   | 5.7%   |
| Travel TV Channels                    | 1.1%   | 1.5%   | 1.0%   | 1.0%   | 1.3%   |
| Tour Operator or Travel Agency        | 38.4%  | 32.0%  | 39.7%  | 30.2%  | 25.9%  |
| Public administrations or similar     | 0.5%   | 0.8%   | 0.7%   | 0.3%   | 0.3%   |
| Others                                | 1.8%   | 3.0%   | 2.4%   | 3.6%   | 3.3%   |

\* Multi-choice question

### With whom did they book their flight and accommodation?

|                                   | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|-----------------------------------|--------|--------|--------|--------|--------|
| <b>Flight</b>                     |        |        |        |        |        |
| - Directly with the airline       | 19.9%  | 22.4%  | 21.8%  | 26.9%  | 29.7%  |
| - Tour Operator or Travel Agency  | 80.1%  | 77.6%  | 78.2%  | 73.1%  | 70.3%  |
| <b>Accommodation</b>              |        |        |        |        |        |
| - Directly with the accommodation | 12.0%  | 15.3%  | 14.2%  | 17.4%  | 20.7%  |
| - Tour Operator or Travel Agency  | 88.0%  | 84.7%  | 85.8%  | 82.6%  | 79.3%  |

### Where does the flight come from?

|                  | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|------------------|--------|--------|--------|--------|--------|
| Germany          | 93.5%  | 90.8%  | 92.6%  | 93.0%  | 91.6%  |
| Switzerland      | 2.5%   | 5.0%   | 2.9%   | 3.0%   | 3.1%   |
| Spanish Mainland | 2.2%   | 0.8%   | 2.0%   | 1.4%   | 2.1%   |
| Portugal         | 0.8%   | 1.2%   | 0.8%   | 0.1%   | 1.3%   |
| Austria          | 0.0%   | 0.0%   | 0.3%   | 0.5%   | 0.5%   |
| Luxembourg       | 0.3%   | 1.0%   | 0.5%   | 0.4%   | 0.5%   |
| Netherlands      | 0.1%   | 0.1%   | 0.4%   | 0.3%   | 0.5%   |
| Czech Republic   | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.4%   |
| United Kingdom   | 0.2%   | 0.0%   | 0.2%   | 0.2%   | 0.1%   |
| Denmark          | 0.0%   | 0.1%   | 0.1%   | 0.0%   | 0.1%   |
| Others           | 0.5%   | 1.0%   | 0.3%   | 1.1%   | 0.0%   |

### Where do they stay?

|   | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|---|--------|--------|--------|--------|--------|
| 1-2-3* Hotel                            | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| 4* Hotel                                | 49.6%  | 51.7%  | 50.4%  | 45.6%  | 43.0%  |
| 5* Hotel / 5* Luxury Hotel              | 0.0%   | 0.0%   | 0.0%   | 0.0%   | 0.0%   |
| Aparthotel / Tourist Villa              | 13.0%  | 8.6%   | 8.8%   | 9.6%   | 10.8%  |
| House/room rented in a private dwelling | 4.1%   | 7.1%   | 7.7%   | 11.4%  | 16.6%  |
| Private accommodation (1)               | 5.9%   | 5.6%   | 5.3%   | 8.5%   | 8.0%   |
| Others (Cottage, cruise, camping,..)    | 3.6%   | 5.0%   | 3.8%   | 1.2%   | 1.9%   |

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



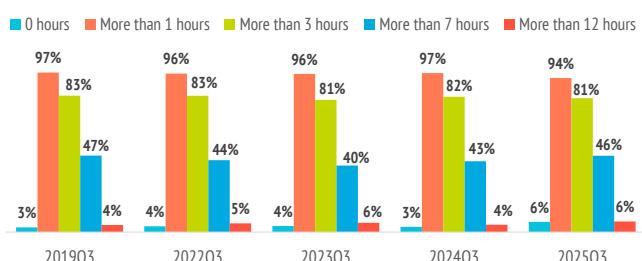
### What do they book?

|                   | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|-------------------|--------|--------|--------|--------|--------|
| Room only         | 12.1%  | 13.6%  | 13.6%  | 17.0%  | 23.5%  |
| Bed and Breakfast | 5.3%   | 5.1%   | 6.9%   | 5.7%   | 6.0%   |
| Half board        | 29.7%  | 27.5%  | 24.4%  | 26.7%  | 22.7%  |
| Full board        | 3.5%   | 2.9%   | 2.9%   | 3.0%   | 3.6%   |
| All inclusive     | 49.3%  | 50.9%  | 52.3%  | 47.6%  | 44.2%  |



### Activities in the Canary Islands

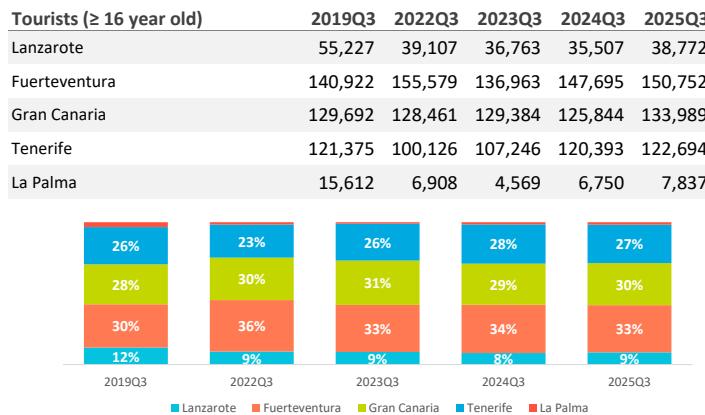
| Outdoor time per day | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|----------------------|--------|--------|--------|--------|--------|
| 0 hours              | 2.8%   | 3.5%   | 3.7%   | 3.2%   | 6.2%   |
| 1 - 2 hours          | 14.1%  | 13.5%  | 15.8%  | 14.4%  | 12.3%  |
| 3 - 6 hours          | 36.5%  | 39.2%  | 40.1%  | 39.3%  | 35.1%  |
| 7 - 12 hours         | 42.2%  | 38.5%  | 34.9%  | 38.6%  | 40.0%  |
| More than 12 hours   | 4.3%   | 5.3%   | 5.6%   | 4.5%   | 6.5%   |
| Outdoor time per day | 6.4    | 6.3    | 6.1    | 6.2    | 6.6    |



| Activities in the Canary Islands       | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|--|--------|--------|--------|--------|--------|
| Beach                                  | 87.2%  | 89.5%  | 87.0%  | 86.8%  | 85.8%  |
| Explore the island on their own        | 49.0%  | 52.9%  | 53.5%  | 53.5%  | 53.3%  |
| Walk, wander                           | 44.2%  | 48.7%  | 48.3%  | 49.9%  | 48.7%  |
| Swimming pool, hotel facilities        | 50.5%  | 51.4%  | 53.6%  | 51.1%  | 47.9%  |
| Taste Canarian gastronomy              | 29.0%  | 30.4%  | 30.2%  | 29.3%  | 35.4%  |
| Organized excursions                   | 26.8%  | 25.3%  | 24.7%  | 22.3%  | 23.3%  |
| Sea excursions / whale watching        | 22.1%  | 21.9%  | 23.8%  | 20.8%  | 21.5%  |
| Hiking                                 | --     | 15.4%  | 15.6%  | 15.9%  | 18.1%  |
| Theme parks                            | 17.5%  | 16.8%  | 17.7%  | 17.6%  | 17.2%  |
| Museums / exhibitions                  | 10.4%  | 9.6%   | 12.0%  | 11.1%  | 15.3%  |
| Other Nature Activities                | --     | 12.5%  | 10.8%  | 11.5%  | 14.5%  |
| Wineries / markets / popular festivals | 13.6%  | 11.2%  | 9.9%   | 14.0%  | 12.8%  |
| Astronomical observation               | 7.4%   | 7.3%   | 6.7%   | 7.5%   | 9.1%   |
| Nightlife / concerts / shows           | 10.1%  | 10.7%  | 10.5%  | 10.5%  | 8.6%   |
| Scuba Diving                           | --     | 6.7%   | 7.0%   | 5.3%   | 8.3%   |
| Practice other sports                  | --     | 7.3%   | 8.2%   | 6.9%   | 5.2%   |
| Swim                                   | --     | 4.0%   | 4.3%   | 3.7%   | 5.1%   |
| Surf                                   | --     | 4.7%   | 3.7%   | 4.2%   | 4.0%   |
| Beauty and health treatments           | 4.7%   | 5.1%   | 5.8%   | 4.8%   | 2.5%   |
| Cycling / Mountain bike                | --     | 3.1%   | 2.1%   | 2.0%   | 2.1%   |
| Running                                | --     | 2.4%   | 1.7%   | 2.8%   | 1.7%   |
| Golf                                   | --     | 1.5%   | 1.8%   | 2.7%   | 1.4%   |
| Windsurf / Kitesurf                    | --     | 1.9%   | 1.5%   | 1.2%   | 1.3%   |

\* Multi-choice question

### Which island do they choose?



### How many are loyal to the Canary Islands?

|  | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|--|--------|--------|--------|--------|--------|
| Repeat tourists                                  | 62.1%  | 62.3%  | 67.3%  | 62.3%  | 62.7%  |
| At least 10 previous visits                      | 10.3%  | 11.0%  | 11.0%  | 12.9%  | 11.6%  |
| Repeat tourists (last 5 years)                   | 55.1%  | 55.8%  | 58.5%  | 56.2%  | 56.5%  |
| Repeat tourists (last 5 years)(5 or more visits) | 10.6%  | 6.9%   | 8.5%   | 10.9%  | 11.9%  |

### Who are they?

|                                      | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|--------------------------------------|--------|--------|--------|--------|--------|
| <u>Gender</u>                        |        |        |        |        |        |
| Men                                  | 51.6%  | 50.3%  | 49.7%  | 51.5%  | 54.9%  |
| Women                                | 48.4%  | 49.7%  | 50.3%  | 48.5%  | 45.1%  |
| <u>Age</u>                           |        |        |        |        |        |
| Average age                          | 41.4   | 40.2   | 40.0   | 41.0   | 41.1   |
| Standard deviation                   | 14.4   | 15.1   | 15.6   | 16.0   | 15.6   |
| <u>Age range</u>                     |        |        |        |        |        |
| 16 - 24 years old                    | 14.7%  | 19.2%  | 21.0%  | 20.1%  | 21.7%  |
| 25 - 30 years old                    | 14.7%  | 15.4%  | 14.5%  | 12.4%  | 8.4%   |
| 31 - 45 years old                    | 28.4%  | 28.9%  | 30.5%  | 30.7%  | 32.2%  |
| 46 - 60 years old                    | 33.1%  | 25.7%  | 22.4%  | 22.9%  | 25.3%  |
| Over 60 years old                    | 9.0%   | 10.8%  | 11.5%  | 14.0%  | 12.5%  |
| <u>Occupation</u>                    |        |        |        |        |        |
| Salaried worker                      | 67.6%  | 66.7%  | 64.0%  | 67.9%  | 63.7%  |
| Self-employed                        | 7.0%   | 7.1%   | 9.4%   | 6.1%   | 6.1%   |
| Unemployed                           | 0.4%   | 0.2%   | 0.7%   | 0.4%   | 1.1%   |
| Business owner                       | 11.8%  | 11.2%  | 13.1%  | 8.1%   | 12.2%  |
| Student                              | 5.9%   | 7.8%   | 6.2%   | 7.7%   | 7.0%   |
| Retired                              | 6.2%   | 6.0%   | 6.3%   | 8.8%   | 8.7%   |
| Unpaid domestic work                 | 0.9%   | 0.6%   | 0.1%   | 0.4%   | 0.5%   |
| Others                               | 0.2%   | 0.5%   | 0.2%   | 0.8%   | 0.7%   |
| <u>Annual household income level</u> |        |        |        |        |        |
| Less than €25,000                    | 12.7%  | 12.8%  | 11.3%  | 13.0%  | 12.8%  |
| €25,000 - €49,999                    | 36.7%  | 31.6%  | 27.2%  | 29.3%  | 28.5%  |
| €50,000 - €74,999                    | 27.5%  | 33.3%  | 29.7%  | 30.6%  | 32.6%  |
| More than €74,999                    | 23.1%  | 22.3%  | 31.7%  | 27.1%  | 26.1%  |
| <u>Education level</u>               |        |        |        |        |        |
| No studies                           | 0.5%   | 0.3%   | 0.3%   | 0.5%   | 1.4%   |
| Primary education                    | 3.2%   | 2.7%   | 3.4%   | 2.8%   | 4.7%   |
| Secondary education                  | 27.4%  | 21.3%  | 26.4%  | 26.3%  | 23.4%  |
| Higher education                     | 68.9%  | 75.7%  | 69.9%  | 70.5%  | 70.4%  |

Source: Tourist Expenditure Survey (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 | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|------------------|--------|--------|--------|--------|--------|
| Lanzarote        | 11.9%  | 9.1%   | 8.9%   | 8.1%   | 8.5%   |
| Fuerteventura    | 30.4%  | 36.2%  | 33.0%  | 33.9%  | 33.2%  |
| Gran Canaria     | 28.0%  | 29.9%  | 31.2%  | 28.9%  | 29.5%  |
| Tenerife         | 26.2%  | 23.3%  | 25.8%  | 27.6%  | 27.0%  |
| La Palma         | 3.4%   | 1.6%   | 1.1%   | 1.5%   | 1.7%   |

### How many islands do they visit during their trip?

|                       | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|-----------------------|--------|--------|--------|--------|--------|
| One island            | 92.8%  | 92.8%  | 91.7%  | 94.9%  | 92.8%  |
| Two islands           | 6.2%   | 6.4%   | 6.6%   | 4.5%   | 6.2%   |
| Three or more islands | 0.9%   | 0.8%   | 1.7%   | 0.6%   | 1.0%   |

### How do they rate the Canary Islands?

| Satisfaction (scale 0-10)        | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|----------------------------------|--------|--------|--------|--------|--------|
| Average rating                   | 8.58   | 8.70   | 8.61   | 8.59   | 8.59   |
| Experience in the Canary Islands | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |

| Worse or much worse than expected   | 1.7%  | 2.7%  | 2.9%  | 2.6%  | 3.0%  |
|-------------------------------------|-------|-------|-------|-------|-------|
| Lived up to expectations            | 52.2% | 55.0% | 53.2% | 55.9% | 54.0% |
| Better or much better than expected | 46.2% | 42.3% | 43.9% | 41.5% | 42.9% |

| Future intentions (scale 0-10)        | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Return to the Canary Islands          | 8.34   | 8.39   | 8.30   | 8.31   | 8.45   |
| Recommend visiting the Canary Islands | 8.80   | 8.83   | 8.69   | 8.71   | 8.80   |

### Who do they come with?

|  | 2019Q3 | 2022Q3 | 2023Q3 | 2024Q3 | 2025Q3 |
|--|--------|--------|--------|--------|--------|
| Unaccompanied  | 7.6%   | 6.6%   | 6.7%   | 9.1%   | 9.3%   |
| Only with partner  | 45.8%  | 44.7%  | 44.5%  | 41.6%  | 32.4%  |
| Only with children (< 13 years old)                              | 7.8%   | 8.5%   | 6.8%   | 7.9%   | 10.0%  |
| Partner + children (< 13 years old)                              | 7.8%   | 8.0%   | 10.0%  | 10.3%  | 10.6%  |
| Other relatives  | 5.1%   | 5.6%   | 5.7%   | 6.4%   | 8.8%   |
| Friends  | 5.9%   | 7.6%   | 7.3%   | 5.6%   | 7.4%   |
| Work colleagues  | 0.1%   | 0.2%   | 0.8%   | 0.0%   | 0.4%   |
| Organized trip   | 0.1%   | 0.0%   | 0.0%   | 0.1%   | 0.1%   |
| Other combinations (2)   | 19.8%  | 18.9%  | 18.2%  | 19.0%  | 21.0%  |
| <i>(2) Combination of some of the groups previously analyzed</i> |        |        |        |        |        |
| <b>Tourists with children</b>                                    |        |        |        |        |        |
| - Between 0 and 2 years old                                      | 1.1%   | 1.1%   | 1.3%   | 0.7%   | 0.5%   |
| - Between 3 and 12 years old                                     | 17.2%  | 17.4%  | 19.3%  | 21.9%  | 23.7%  |
| - Between 0-2 and 3-12 years old                                 | 0.6%   | 0.8%   | 0.4%   | 0.4%   | 0.7%   |
| <b>Tourists without children</b>                                 |        |        |        |        |        |
| 81.1%  | 80.7%  | 79.0%  | 77.0%  | 75.1%  |        |
| <b>Group composition:</b>  |        |        |        |        |        |
| - 1 person   | 9.6%   | 7.9%   | 7.6%   | 10.5%  | 10.2%  |
| - 2 people   | 55.1%  | 56.8%  | 55.3%  | 50.3%  | 45.6%  |
| - 3 people   | 17.4%  | 15.1%  | 18.9%  | 16.3%  | 19.3%  |
| - 4 or 5 people  | 16.6%  | 18.2%  | 16.1%  | 20.3%  | 22.1%  |
| - 6 or more people   | 1.4%   | 2.0%   | 2.0%   | 2.5%   | 2.8%   |
| <b>Average group size:</b>                                       |        |        |        |        |        |
| 2.51   | 2.57   | 2.58   | 2.68   | 2.71   |        |

\*People who share the main expenses of the trip