

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)
Tourists							
Tourist arrivals (FRONTUR) (*)	105	120	105	123	123	61.9%	106.46
Tourist arrivals ≥ 16 years old (EGT) (*)	89	102	88	104	102	51.1%	121.24
- book holiday package (*)	55	52	48	59	60	54.7%	130.14
- do not book holiday package (*)	34	50	40	44	42	57.3%	186.67
- % tourists who book holiday package	61.9%	51.1%	54.7%	57.3%	58.6%	58.6%	131.77
Children < 16 years old (FRONTUR - EGT) (*)	16	18	17	20	21		
Expenditure per tourist (€)	1,310	1,571	1,622	2,365	1,582		
- book holiday package	1,504	1,760	1,836	1,348	1,870		
- holiday package	1,281	1,504	1,530	1,612	1,641		
- others	223	255	306	-264	228		
- do not book holiday package	995	1,374	1,364	3,732	1,174		
- flight	282	374	422	418	323		
- accommodation	330	518	282	367	326		
- others	383	482	659	2,946	524		
Average lenght of stay	9.7	9.6	11.0	9.9	9.0	Average lenght of stay	Expenditure per tourist (€)
- Median	8.1	8.0	8.2	8.0	7.7	2019Q3	1,310
Average daily expenditure (€)	149.53	173.84	182.84	235.92	194.86	2022Q3	1,571
- Median	130.43	157.34	170.62	158.57	192.27	2023Q3	1,622
Average daily expenditure (without flight)	106.46	121.24	130.14	186.67	131.77	2024Q3	2,365
- Median	94.60	116.88	122.17	112.58	129.00	2025Q3	1,582
Average cost of the flight (€)	380.94	441.41	484.49	441.64	504.58		
Total turnover (≥ 16 years old) (€m)	116	161	142	245	161		
Turnover without flight (≥ 16 years old) (€m)	83	116	100	199	110		

(*) Thousands of tourists

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	80.3%	81.6%	74.5%	64.8%	80.3%
- Additional accommodation expenses	7.8%	5.6%	4.7%	4.0%	8.4%
Transport:					
- National/International Transport	91.2%	96.7%	90.6%	79.7%	96.9%
- Flights between islands	4.1%	4.2%	4.3%	7.9%	4.5%
- Taxi	57.9%	48.6%	53.2%	35.7%	59.5%
- Car rental	24.9%	32.2%	26.3%	32.9%	28.8%
- Public transport	9.2%	13.5%	12.6%	10.5%	10.2%
Food and drink:					
- Food purchases at supermarkets	50.2%	46.1%	48.0%	47.9%	53.2%
- Restaurants	53.0%	61.5%	65.8%	53.4%	59.7%
Leisure:					
- Organized excursions	26.1%	27.3%	33.1%	30.7%	31.4%
- Sport activities	6.5%	11.8%	8.3%	10.9%	3.2%
- Cultural activities	3.5%	3.3%	2.8%	5.6%	2.1%
- Museums	6.1%	4.3%	5.2%	7.3%	7.7%
- Theme Parks	8.7%	11.0%	16.0%	11.9%	13.4%
- Discos and pubs	4.2%	9.8%	8.8%	4.4%	7.9%
- Wellness	4.4%	6.0%	7.5%	4.5%	9.1%
Purchases of goods:					
- Souvenirs	43.8%	42.5%	45.6%	37.0%	44.5%
- Other expenses	0.2%	0.5%	0.9%	0.0%	1.4%
Other:					
- Medical or pharmaceutical expenses	7.3%	7.3%	8.2%	6.1%	8.5%
- Other expenses	3.0%	3.9%	6.3%	4.5%	3.0%

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Expenditure per tourist and trip (€)					
Accommodation:	1,028	998	928	889	935
- Accommodation	753	897	825	800	813
- Additional accommodation expenses	275	101	103	89	122
Transport:	656	816	917	879	860
- National/International Transport	418	456	534	554	521
- Flights between islands	51	129	87	63	46
- Taxi	75	67	119	98	129
- Car rental	94	119	145	133	133
- Public transport	19	44	31	31	30
Food and drink:	252	291	398	323	318
- Food purchases at supermarkets	114	105	153	125	113
- Restaurants	138	186	245	198	205
Leisure:	464	598	694	603	514
- Organized excursions	101	100	121	103	100
- Sport activities	58	93	87	141	88
- Cultural activities	70	42	109	81	63
- Museums	33	39	39	63	34
- Theme Parks	65	65	64	83	66
- Discos and pubs	77	136	166	43	84
- Wellness	60	122	108	89	79
Purchases of goods:	214	183	657	116	149
- Souvenirs	114	168	132	116	94
- Other expenses	100	15	525	0	55
Other:	109	103	141	191	128
- Medical or pharmaceutical expenses	39	25	38	70	59
- Other expenses	70	78	104	122	69

What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	95.8%	90.1%	93.8%	92.3%	94.2%
Visiting family or friends	2.4%	6.6%	5.3%	5.9%	4.7%
Business and work	0.0%	0.3%	0.4%	0.0%	0.9%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.6%	1.3%	0.2%	0.9%	0.2%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.3%	0.0%	0.3%	0.0%	0.0%
Others	0.9%	1.7%	0.0%	0.9%	0.0%

Importance of each factor in the destination choice

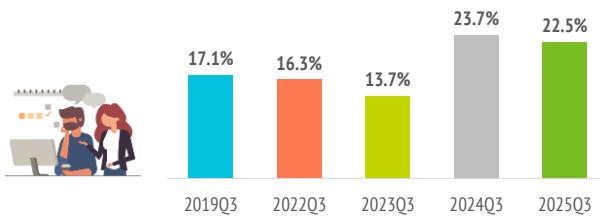
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	73.2%	62.5%	63.2%	64.5%	66.9%
Tranquility	50.7%	55.5%	51.0%	54.5%	53.9%
Accommodation supply	36.7%	41.4%	37.1%	38.4%	46.5%
Safety	41.6%	46.4%	45.7%	44.9%	42.2%
Sea	43.6%	42.6%	41.4%	38.3%	33.6%
Landscapes	35.5%	35.2%	35.6%	34.1%	32.9%
European belonging	36.7%	35.7%	31.2%	37.1%	32.3%
Price	33.4%	38.2%	28.3%	39.8%	30.5%
Gastronomy	26.9%	29.3%	24.0%	27.0%	30.0%
Fun possibilities	26.7%	26.6%	28.3%	28.7%	29.1%
Authenticity	23.0%	25.8%	19.8%	21.7%	24.9%
Effortless trip	18.8%	23.5%	22.6%	28.2%	24.7%
Environment	28.2%	28.2%	25.3%	19.3%	23.8%
Beaches	31.0%	29.0%	27.5%	35.8%	22.1%
Exoticism	19.7%	21.3%	18.8%	18.4%	17.1%
Shopping	10.7%	9.7%	9.8%	15.6%	11.7%
Hiking trail network	9.2%	11.9%	12.0%	12.2%	11.0%
Culture	5.1%	7.0%	5.6%	7.4%	9.7%
Historical heritage	8.3%	8.5%	4.3%	9.0%	9.4%
Nightlife	5.4%	6.9%	7.1%	8.7%	6.1%

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	1.0%	1.4%	3.3%	3.0%	0.5%
Between 1 and 30 days	33.2%	37.2%	35.3%	26.3%	32.6%
Between 1 and 2 months	20.7%	21.6%	17.7%	21.4%	15.7%
Between 3 and 6 months	28.0%	23.5%	30.1%	25.7%	28.7%
More than 6 months	17.1%	16.3%	13.7%	23.7%	22.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



* 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")	--	20.6%	21.3%	21.3%	19.7%
Canary Islands (other island)	--	19.6%	16.3%	20.1%	18.1%
Other destination	--	59.8%	62.4%	58.7%	62.1%
- Balearic Islands	--	3.7%	5.2%	4.1%	3.8%
- Rest of Spain	--	11.6%	12.6%	12.8%	13.4%
- Italy	--	9.5%	6.1%	6.3%	9.1%
- France	--	5.4%	3.0%	5.0%	4.2%
- Turkey	--	4.3%	5.9%	3.6%	3.8%
- Greece	--	12.2%	15.2%	12.7%	12.0%
- Portugal	--	6.4%	5.9%	6.3%	5.5%
- Croatia	--	3.6%	4.2%	3.7%	3.8%
- Egypt	--	1.3%	2.2%	2.7%	4.1%
- Others	--	1.8%	2.2%	1.4%	2.5%

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Previous visits to the Canary Islands	41.0%	46.8%	41.6%	42.2%	34.4%
Friends or relatives	23.7%	31.6%	29.3%	26.8%	23.4%
Internet or social media	45.6%	48.6%	46.7%	45.6%	49.5%
Mass Media	0.7%	1.4%	3.1%	1.6%	1.0%
Travel guides and magazines	15.2%	10.1%	8.8%	9.1%	8.5%
Travel Blogs or Forums	6.0%	6.1%	5.6%	3.2%	4.1%
Travel TV Channels	0.7%	0.0%	2.1%	0.9%	0.9%
Tour Operator or Travel Agency	29.7%	31.5%	29.0%	27.7%	29.7%
Public administrations or similar	0.0%	0.5%	0.3%	0.7%	0.3%
Others	0.4%	2.5%	5.1%	4.2%	4.4%

* Multi-choice question

* Percentage of valid answers

With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	35.9%	48.2%	43.5%	45.0%	36.9%
- Tour Operator or Travel Agency	64.1%	51.8%	56.5%	55.0%	63.1%
Accommodation					
- Directly with the accommodation	25.4%	34.1%	31.2%	31.9%	26.0%
- Tour Operator or Travel Agency	74.6%	65.9%	68.8%	68.1%	74.0%

Where does the flight come from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Belgium	81.4%	84.3%	84.9%	80.8%	87.7%
Netherlands	6.0%	5.4%	5.2%	7.5%	4.2%
Germany	3.5%	1.4%	2.1%	2.7%	2.2%
Luxembourg	1.0%	2.6%	1.8%	4.2%	2.2%
Spanish Mainland	3.3%	2.1%	2.2%	2.1%	1.7%
Others	0.0%	0.4%	1.5%	0.5%	1.5%
France	3.0%	2.7%	0.4%	1.5%	0.3%
Ireland	0.0%	0.0%	0.0%	0.0%	0.3%
Slovakia	0.0%	0.0%	0.6%	0.0%	0.0%
Romania	0.7%	0.0%	0.4%	0.0%	0.0%
Others	1.1%	1.2%	0.9%	0.6%	0.0%

Where do they stay?

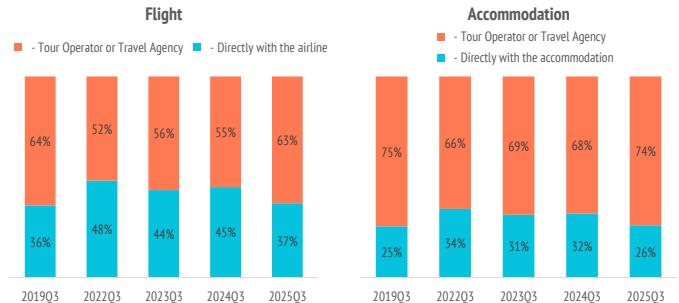
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
1-2-3* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	39.7%	40.0%	40.0%	46.4%	45.8%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	8.7%	15.5%	11.1%	7.8%	6.4%
House/room rented in a private dwelling	5.4%	4.7%	8.3%	10.7%	12.4%
Private accommodation (1)	12.5%	7.5%	8.9%	12.8%	13.1%
Others (Cottage, cruise, camping,..)	9.2%	9.3%	9.0%	3.3%	0.0%

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



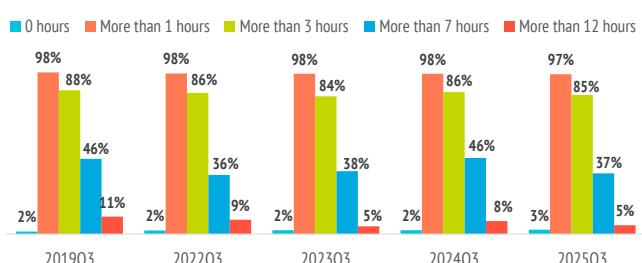
What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	13.7%	20.4%	14.4%	18.9%	21.8%
Bed and Breakfast	8.0%	6.5%	12.8%	6.8%	6.2%
Half board	30.9%	26.7%	28.8%	28.3%	24.2%
Full board	1.9%	2.9%	4.8%	4.3%	5.1%
All inclusive	45.5%	43.6%	39.2%	41.7%	42.7%



Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	1.5%	2.2%	2.3%	2.4%	2.7%
1 - 2 hours	10.9%	11.8%	13.8%	11.2%	12.6%
3 - 6 hours	41.7%	50.0%	45.6%	40.1%	47.8%
7 - 12 hours	35.2%	27.3%	33.5%	38.4%	31.6%
More than 12 hours	10.6%	8.7%	4.7%	7.9%	5.4%
Outdoor time per day	6.9	6.3	6.1	6.8	6.3

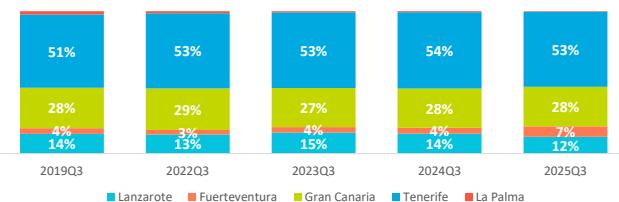


	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Walk, wander	67.2%	77.3%	83.3%	81.1%	74.5%
Swimming pool, hotel facilities	73.5%	76.8%	80.1%	73.2%	73.8%
Beach	60.2%	63.7%	61.9%	69.7%	65.3%
Explore the island on their own	43.2%	47.7%	52.3%	53.0%	47.6%
Hiking	--	39.7%	35.5%	38.9%	33.6%
Organized excursions	25.5%	23.4%	28.8%	23.8%	19.8%
Taste Canarian gastronomy	18.9%	23.8%	22.3%	19.8%	16.2%
Sea excursions / whale watching	21.6%	19.5%	25.6%	19.0%	15.9%
Theme parks	19.0%	15.9%	19.6%	15.9%	15.2%
Swim	--	19.5%	17.4%	17.2%	11.7%
Museums / exhibitions	10.0%	10.5%	13.2%	12.9%	11.7%
Nightlife / concerts / shows	13.0%	12.8%	14.7%	10.6%	9.7%
Other Nature Activities	--	6.1%	7.0%	7.1%	8.5%
Wineries / markets / popular festivals	11.8%	7.9%	10.0%	8.1%	7.5%
Running	--	8.1%	8.8%	7.3%	6.6%
Beauty and health treatments	5.5%	7.3%	7.0%	13.5%	5.4%
Scuba Diving	--	6.5%	4.3%	4.1%	4.9%
Practice other sports	--	5.5%	4.0%	7.0%	4.3%
Astronomical observation	3.2%	3.4%	4.7%	4.1%	3.0%
Surf	--	3.2%	3.1%	3.2%	1.8%
Cycling / Mountain bike	--	3.5%	2.6%	3.3%	1.3%
Golf	--	1.7%	1.8%	2.8%	0.8%
Windsurf / Kitesurf	--	2.0%	0.7%	2.0%	--

* Multi-choice question

Which island do they choose?

Tourists (≥ 16 year old)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	12,345	13,698	12,887	14,474	11,887
Fuerteventura	3,506	3,310	3,448	4,311	7,531
Gran Canaria	25,262	29,751	24,130	28,520	28,060
Tenerife	45,716	54,050	46,646	55,440	53,394
La Palma	2,066	1,426	696	745	389



How many are loyal to the Canary Islands?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Repeat tourists	61.3%	65.3%	70.4%	63.6%	59.9%
At least 10 previous visits	17.6%	19.6%	16.2%	15.0%	13.6%
Repeat tourists (last 5 years)	58.3%	60.2%	62.3%	58.1%	53.6%
Repeat tourists (last 5 years)(5 or more visits)	18.7%	16.2%	17.0%	13.1%	14.4%

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
<u>Gender</u>					
Men	49.1%	52.8%	51.1%	46.4%	53.4%
Women	50.9%	47.2%	48.9%	53.6%	46.6%
<u>Age</u>					
Average age	45.7	43.7	43.5	44.3	45.2
Standard deviation	15.1	16.0	16.4	15.8	15.7
<u>Age range</u>					
16 - 24 years old	10.0%	16.9%	19.2%	14.9%	12.2%
25 - 30 years old	8.8%	11.3%	8.6%	9.7%	9.8%
31 - 45 years old	30.7%	25.0%	26.1%	29.0%	26.8%
46 - 60 years old	32.9%	30.2%	29.6%	26.8%	34.5%
Over 60 years old	17.6%	16.7%	16.5%	19.7%	16.8%
<u>Occupation</u>					
Salaried worker	45.4%	53.8%	47.9%	52.7%	48.7%
Self-employed	11.0%	7.8%	10.4%	10.5%	4.2%
Unemployed	0.0%	0.7%	1.0%	0.7%	1.3%
Business owner	18.0%	13.0%	16.4%	9.3%	11.0%
Student	5.6%	8.3%	10.8%	8.1%	12.2%
Retired	19.6%	15.6%	13.5%	17.6%	19.2%
Unpaid domestic work	0.4%	0.4%	0.0%	0.2%	1.1%
Others	0.0%	0.4%	0.0%	1.0%	2.3%
<u>Annual household income level</u>					
Less than €25,000	8.8%	15.7%	8.9%	11.7%	12.9%
€25,000 - €49,999	42.4%	38.5%	37.4%	38.5%	41.5%
€50,000 - €74,999	31.2%	29.5%	33.2%	27.3%	34.1%
More than €74,999	17.6%	16.4%	20.6%	22.6%	11.4%
<u>Education level</u>					
No studies	2.5%	0.0%	0.4%	1.0%	0.4%
Primary education	1.0%	0.6%	0.8%	1.7%	3.3%
Secondary education	34.5%	38.2%	30.9%	37.4%	33.3%
Higher education	62.0%	61.2%	67.8%	59.9%	63.0%

Share by islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	13.9%	13.4%	14.7%	14.0%	11.7%
Fuerteventura	3.9%	3.2%	3.9%	4.2%	7.4%
Gran Canaria	28.4%	29.1%	27.5%	27.6%	27.7%
Tenerife	51.4%	52.9%	53.1%	53.6%	52.7%
La Palma	2.3%	1.4%	0.8%	0.7%	0.4%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	90.6%	92.6%	92.5%	88.6%	93.0%
Two islands	8.8%	6.4%	6.8%	8.9%	7.0%
Three or more islands	0.6%	1.0%	0.6%	2.5%	0.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.59	8.54	8.62	8.66	8.64
<u>Experience in the Canary Islands</u>					
Worse or much worse than expected	2.3%	4.3%	4.7%	4.2%	5.4%
Lived up to expectations	63.6%	65.1%	55.7%	55.4%	56.1%
Better or much better than expected	34.1%	30.6%	39.6%	40.4%	38.5%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	8.48	8.35	8.50	8.16	8.30
Recommend visiting the Canary Islands	8.79	8.63	8.68	8.57	8.61

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	8.0%	9.1%	5.7%	9.4%	7.0%
Only with partner	43.7%	47.6%	46.7%	47.1%	46.2%
Only with children (< 13 years old)	6.9%	4.7%	4.9%	5.1%	6.0%
Partner + children (< 13 years old)	9.4%	7.5%	6.3%	11.8%	9.3%
Other relatives	5.3%	7.8%	9.0%	7.1%	12.0%
Friends	6.9%	6.2%	3.6%	3.9%	5.4%
Work colleagues	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations (2)	19.8%	17.1%	23.8%	15.7%	14.1%
<u>Tourists with children</u>					
- Between 0 and 2 years old	1.9%	0.6%	2.6%	1.2%	0.9%
- Between 3 and 12 years old	20.1%	13.2%	12.4%	19.7%	15.8%
- Between 0-2 and 3-12 years old	1.5%	0.3%	0.4%	0.6%	2.1%
<u>Tourists without children</u>					
76.4%	85.8%	84.6%	78.5%	81.1%	
<u>Group composition:</u>					
- 1 person	10.4%	10.9%	6.9%	10.9%	8.3%
- 2 people	51.4%	57.9%	60.2%	56.6%	56.1%
- 3 people	16.7%	12.9%	16.3%	16.6%	14.4%
- 4 or 5 people	18.5%	16.0%	13.1%	12.2%	19.2%
- 6 or more people	3.1%	2.3%	3.5%	3.6%	2.0%
<u>Average group size:</u>					
2.67	2.48	2.53	2.49	2.57	

*People who share the main expenses of the trip