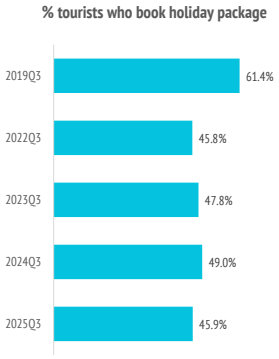
Tourist profile. Historical data (2019 - 2025)

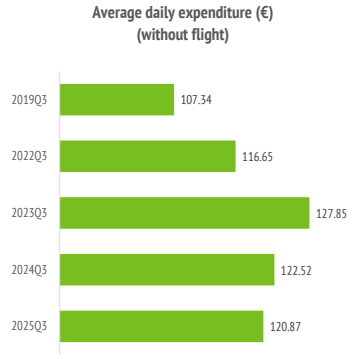
FRANCE: Third Quarter

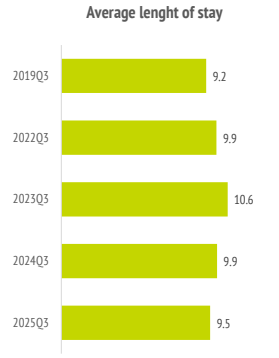
How many are they and how much do they spend?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**156**	**200**	**209**	**233**	**248**
Tourist arrivals ≥ 16 years old (EGT) (*)	**129**	**171**	**179**	**192**	**205**
- book holiday package (*)	79	78	86	94	94
- do not book holiday package (*)	50	93	94	98	111
- % tourists who book holiday package	61.4%	45.8%	47.8%	49.0%	45.9%
Children < 16 years old (FRONTUR - EGT) (*)	26	29	30	40	43
Expenditure per tourist (€)	**1,317**	**1,440**	**1,704**	**1,542**	**1,501**
- book holiday package	1,351	1,506	1,799	1,813	1,691
- holiday package	1,147	1,242	1,533	1,558	1,454
- others	204	264	266	255	237
- do not book holiday package	1,263	1,385	1,617	1,282	1,340
- flight	351	354	464	337	341
- accommodation	536	520	616	481	498
- others	376	511	538	464	501
Average lenght of stay	**9.2**	**9.9**	**10.6**	**9.9**	**9.5**
- Median	8.0	8.3	9.0	8.4	9.0
Average daily expenditure (€)	**149.79**	**160.46**	**184.55**	**173.91**	**169.61**
- Median	139.68	146.05	171.42	154.53	163.93
Average daily expenditure (without flight)	**107.34**	**116.65**	**127.85**	**122.52**	**120.87**
- Median	101.26	106.97	121.31	116.55	118.01
Average cost of the flight (€)	**356.94**	**387.14**	**510.02**	**454.87**	**416.04**
Total turnover (≥ 16 years old) (€m)	**170**	**247**	**306**	**296**	**308**
Turnover without flight (≥ 16 years old) (€m)	**124**	**180**	**214**	**209**	**222**

(*) Thousands of tourists







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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	88.0%	93.0%	89.3%	92.0%	91.6%
- Additional accommodation expenses	7.9%	11.2%	10.0%	9.3%	8.0%
Transport:					
- National/International Transport	97.5%	96.3%	94.1%	96.0%	96.1%
- Flights between islands	4.4%	10.4%	8.9%	8.8%	8.2%
- Taxi	56.3%	45.0%	52.8%	37.3%	45.5%
- Car rental	38.3%	52.3%	49.1%	50.1%	55.7%
- Public transport	4.3%	10.4%	8.8%	11.6%	8.4%
Food and drink:					
- Food purchases at supermarkets	41.7%	52.2%	54.8%	53.8%	51.4%
- Restaurants	50.6%	59.3%	54.3%	56.2%	59.4%
Leisure:					
- Organized excursions	36.0%	44.3%	47.6%	42.4%	51.5%
- Sport activities	10.3%	10.0%	11.4%	7.1%	6.2%
- Cultural activities	2.3%	4.4%	4.2%	2.5%	2.3%
- Museums	8.1%	12.0%	11.7%	9.9%	13.0%
- Theme Parks	8.2%	13.6%	18.7%	14.4%	14.5%
- Discos and pubs	6.0%	7.8%	8.4%	8.8%	7.7%
- Wellness	4.4%	11.1%	7.1%	5.8%	5.7%
Purchases of goods:					
- Souvenirs	47.7%	45.7%	44.4%	48.2%	44.5%
- Other expenses	1.0%	0.7%	0.2%	0.0%	0.2%
Other:					
- Medical or pharmaceutical expenses	5.2%	8.3%	7.2%	7.7%	6.2%
- Other expenses	5.2%	4.7%	5.8%	3.4%	5.6%

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

Expenditure per tourist and trip (€)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:	**883**	**816**	**948**	**925**	**905**
- Accommodation	721	636	795	733	699
- Additional accommodation expenses	163	180	153	191	206
Transport:	**664**	**811**	**965**	**805**	**781**
- National/International Transport	366	402	542	474	433
- Flights between islands	91	108	100	66	74
- Taxi	88	121	144	113	120
- Car rental	94	160	147	125	125
- Public transport	24	19	31	28	29
Food and drink:	**220**	**265**	**292**	**272**	**280**
- Food purchases at supermarkets	101	107	104	97	100
- Restaurants	119	158	189	175	180
Leisure:	**495**	**568**	**559**	**566**	**576**
- Organized excursions	109	113	115	128	106
- Sport activities	116	139	99	130	128
- Cultural activities	59	61	72	54	87
- Museums	38	35	45	41	40
- Theme Parks	53	76	71	67	78
- Discos and pubs	65	69	95	74	79
- Wellness	55	74	63	72	60
Purchases of goods:	**168**	**129**	**193**	**79**	**87**
- Souvenirs	88	84	93	79	**84**
- Other expenses	80	45	100	0	**3**
Other:	**212**	**107**	**127**	**70**	**95**
- Medical or pharmaceutical expenses	17	29	28	34	**27**
- Other expenses	194	78	98	36	**68**

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.

Tourist profile. Historical data (2019 - 2025)

FRANCE: Third Quarter

What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	95.4%	94.3%	95.0%	96.9%	95.1%
Visiting family or friends	3.7%	3.8%	3.3%	2.1%	3.6%
Business and work	0.8%	0.8%	1.2%	0.0%	0.6%
Education and training	0.0%	0.0%	0.4%	0.5%	0.0%
Sports training	0.0%	0.7%	0.0%	0.2%	0.2%
Health or medical care	0.2%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.2%	0.0%	0.0%	0.0%
Others	0.0%	0.3%	0.1%	0.3%	0.5%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	39.8%	32.7%	30.9%	31.7%	35.5%
Enjoy family time	9.4%	9.0%	9.6%	6.2%	7.7%
Have fun	4.3%	5.3%	8.3%	7.3%	4.0%
Explore the destination	43.1%	48.9%	49.6%	51.4%	51.0%
Practice their hobbies	1.9%	2.6%	0.9%	1.5%	1.0%
Other reasons	1.5%	1.5%	0.8%	1.8%	0.9%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	25.7%	18.4%	14.7%	13.8%
Canary Islands	--	10.1%	11.9%	13.5%	12.7%
Other destination	--	64.2%	69.7%	71.8%	73.5%
- Balearic Islands	--	2.8%	5.1%	4.7%	3.9%
- Rest of Spain	--	5.8%	8.4%	7.9%	7.3%
- Italy	--	5.6%	5.9%	7.3%	8.1%
- France	--	27.9%	17.3%	19.2%	20.2%
- Turkey	--	0.9%	0.8%	1.5%	1.7%
- Greece	--	7.2%	8.6%	7.6%	7.5%
- Portugal	--	3.1%	4.4%	5.3%	4.5%
- Croatia	--	1.6%	2.4%	1.6%	1.0%
- Egypt	--	0.7%	1.2%	1.1%	1.4%
- Tunisia	--	0.6%	3.1%	2.5%	2.5%
- Morocco	--	2.2%	2.7%	3.1%	2.7%
- Others	--	5.8%	9.6%	10.0%	12.6%

** 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")	--	19.1%	22.9%	23.1%	22.0%
Canary Islands (other island)	--	20.9%	22.3%	22.4%	26.3%
Other destination	--	60.0%	54.8%	54.4%	51.7%
- Balearic Islands	--	9.5%	10.9%	9.3%	8.1%
- Rest of Spain	--	5.2%	6.0%	6.5%	5.7%
- Italy	--	7.5%	7.5%	7.4%	7.2%
- France	--	4.7%	3.3%	4.1%	4.1%
- Turkey	--	2.5%	1.9%	1.6%	1.9%
- Greece	--	13.7%	11.9%	11.7%	10.2%
- Portugal	--	6.0%	5.0%	5.3%	6.7%
- Croatia	--	7.2%	4.5%	5.2%	4.2%
- Egypt	--	0.9%	1.2%	1.8%	0.9%
- Others	--	2.9%	2.7%	1.5%	2.8%

** Percentage of valid answers*

Importance of each factor in the destination choice

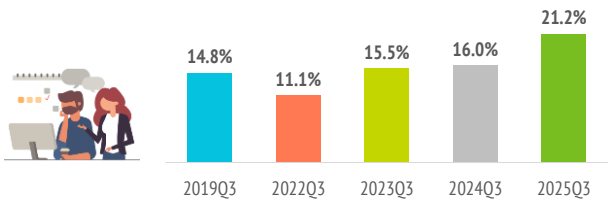
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	72.1%	65.3%	69.3%	69.7%	67.1%
Landscapes	52.9%	56.5%	56.8%	62.0%	61.3%
Safety	47.0%	45.9%	53.3%	53.7%	57.3%
Tranquility	51.6%	48.5%	56.7%	55.7%	56.3%
Sea	54.5%	51.4%	53.5%	55.2%	51.6%
Environment	43.9%	43.1%	45.7%	43.5%	49.3%
Price	47.0%	41.1%	49.6%	47.1%	46.8%
Beaches	47.4%	40.4%	45.9%	47.3%	44.4%
Accommodation supply	47.7%	39.9%	51.0%	46.1%	43.4%
European belonging	33.0%	32.1%	30.2%	34.1%	36.1%
Authenticity	32.1%	33.4%	33.8%	34.6%	33.7%
Effortless trip	21.1%	27.9%	24.8%	28.0%	24.2%
Gastronomy	23.4%	25.9%	25.6%	21.6%	23.2%
Fun possibilities	25.9%	23.0%	26.3%	23.5%	21.8%
Exoticism	23.2%	23.1%	28.5%	24.0%	20.6%
Historical heritage	17.5%	18.1%	18.9%	13.6%	17.7%
Hiking trail network	12.9%	12.6%	15.3%	15.7%	16.5%
Shopping	12.5%	14.5%	14.5%	15.7%	14.4%
Culture	12.5%	15.8%	15.9%	14.0%	13.9%
Nightlife	11.3%	11.0%	10.4%	9.3%	7.1%

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	1.7%	1.3%	0.8%	0.5%	0.5%
Between 1 and 30 days	24.4%	24.5%	21.4%	21.1%	20.9%
Between 1 and 2 months	19.3%	22.9%	17.7%	19.5%	21.7%
Between 3 and 6 months	39.9%	40.2%	44.6%	42.9%	35.7%
More than 6 months	14.8%	11.1%	15.5%	16.0%	21.2%

% 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	25.8%	24.1%	17.6%	23.8%	20.6%
Friends or relatives	25.0%	25.2%	26.2%	25.6%	24.8%
Internet or social media	57.8%	64.4%	56.8%	57.6%	64.4%
Mass Media	1.2%	1.7%	4.4%	5.7%	3.5%
Travel guides and magazines	13.3%	16.2%	15.3%	10.7%	11.9%
Travel Blogs or Forums	8.7%	12.6%	10.5%	9.9%	11.5%
Travel TV Channels	1.1%	0.4%	0.5%	0.8%	0.7%
Tour Operator or Travel Agency	30.7%	21.5%	28.4%	24.4%	19.6%
Public administrations or similar	0.2%	0.7%	0.7%	0.4%	0.2%
Others	2.1%	2.9%	4.5%	3.2%	3.8%

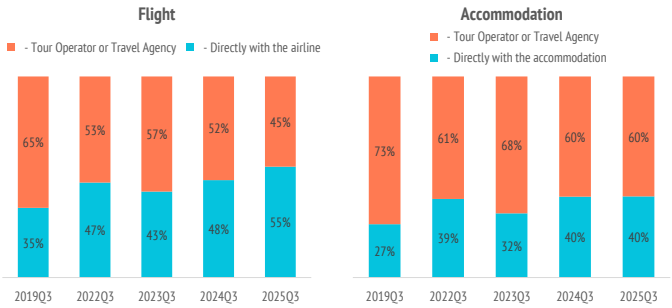
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

FRANCE: Third Quarter

With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	34.7%	47.3%	42.8%	48.4%	55.1%
- Tour Operator or Travel Agency	65.3%	52.7%	57.2%	51.6%	44.9%
Accommodation					
- Directly with the accommodation	26.5%	39.1%	31.9%	40.2%	40.4%
- Tour Operator or Travel Agency	73.5%	60.9%	68.1%	59.8%	59.6%



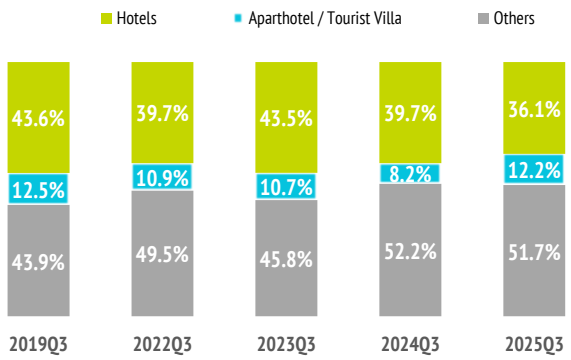
Where does the flight come from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
France	59.5%	64.3%	66.2%	67.7%	60.7%
Spanish Mainland	20.9%	14.8%	14.6%	10.5%	18.0%
Switzerland	4.3%	4.6%	2.4%	3.4%	5.8%
Luxembourg	3.3%	3.3%	4.6%	6.6%	5.0%
Belgium	5.8%	6.6%	4.2%	4.0%	4.1%
Others	0.2%	1.6%	1.1%	2.9%	4.0%
Portugal	2.5%	2.4%	1.5%	1.7%	1.2%
Germany	2.2%	1.4%	4.0%	1.7%	0.9%
Netherlands	0.1%	0.2%	0.0%	0.1%	0.4%
Denmark	0.0%	0.0%	0.2%	0.0%	0.0%
Others	1.3%	1.0%	1.2%	1.4%	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	43.6%	39.7%	43.5%	39.7%	36.1%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	12.5%	10.9%	10.7%	8.2%	12.2%
House/room rented in a private dwelling	11.6%	15.2%	17.4%	26.9%	24.7%
Private accommodation (1)	7.7%	3.8%	3.6%	4.3%	3.1%
Others (Cottage, cruise, camping,..)	8.3%	14.1%	9.7%	4.1%	5.0%

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

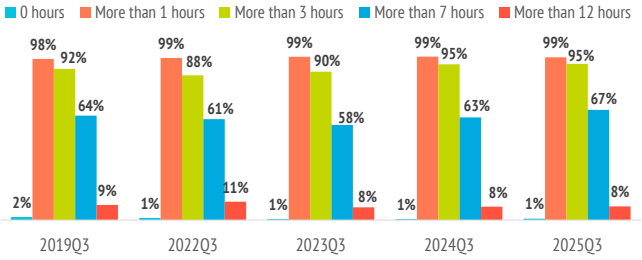


What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	22.9%	31.6%	27.3%	38.8%	39.1%
Bed and Breakfast	4.2%	8.9%	9.7%	6.8%	8.8%
Half board	17.6%	14.1%	14.3%	13.6%	12.7%
Full board	7.9%	8.8%	7.6%	9.5%	7.4%
All inclusive	47.3%	36.6%	41.1%	31.3%	32.0%

Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	1.8%	1.3%	0.6%	0.5%	0.9%
1 - 2 hours	6.1%	10.5%	9.1%	4.6%	4.1%
3 - 6 hours	28.4%	26.7%	32.5%	32.3%	28.0%
7 - 12 hours	54.4%	50.3%	50.1%	54.4%	58.8%
More than 12 hours	9.2%	11.2%	7.8%	8.1%	8.3%
Outdoor time per day	7.9	7.8	7.4	7.9	8.3



Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Beach	80.4%	85.3%	81.9%	80.5%	79.8%
Walk, wander	74.4%	77.1%	73.8%	78.1%	73.3%
Swimming pool, hotel facilities	74.4%	73.3%	75.4%	69.3%	70.7%
Explore the island on their own	56.8%	67.8%	62.7%	59.7%	63.9%
Organized excursions	31.1%	31.2%	29.5%	30.6%	33.2%
Sea excursions / whale watching	19.5%	27.2%	26.4%	24.8%	32.7%
Hiking	--	28.2%	24.8%	27.3%	25.6%
Museums / exhibitions	17.8%	21.9%	22.6%	21.7%	19.4%
Theme parks	18.0%	17.8%	20.6%	21.3%	16.7%
Wineries / markets / popular festivals	14.9%	16.0%	14.8%	13.7%	16.4%
Nightlife / concerts / shows	13.4%	15.0%	16.6%	13.1%	15.8%
Other Nature Activities	--	12.2%	9.7%	10.0%	13.1%
Taste Canarian gastronomy	15.7%	14.5%	15.9%	13.5%	12.9%
Beauty and health treatments	9.7%	13.0%	9.4%	8.4%	7.9%
Running	--	8.1%	7.4%	6.9%	7.5%
Astronomical observation	3.9%	4.3%	3.2%	2.6%	7.1%
Scuba Diving	--	10.6%	9.9%	6.2%	7.0%
Surf	--	6.3%	5.5%	3.3%	5.1%
Practice other sports	--	6.8%	7.5%	4.2%	4.2%
Swim	--	4.9%	4.1%	4.1%	2.1%
Cycling / Mountain bike	--	1.6%	1.8%	2.4%	1.6%
Windsurf / Kitesurf	--	2.2%	2.7%	2.2%	1.1%
Golf	--	1.3%	1.9%	2.2%	0.9%

** Multi-choise question*

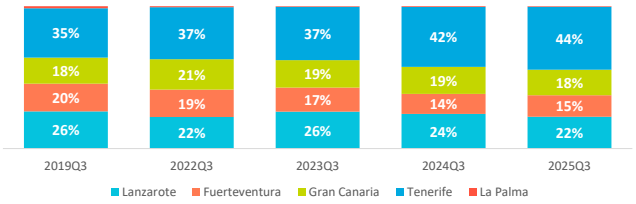
Tourist profile. Historical data (2019 - 2025)

FRANCE: Third Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	33,668	37,789	46,451	46,748	45,705
Fuerteventura	25,163	32,899	30,274	26,884	31,117
Gran Canaria	23,583	36,446	34,497	36,402	36,676
Tenerife	44,724	62,449	67,072	80,719	90,402
La Palma	1,897	1,144	669	980	893

Share by islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	26.1%	22.1%	26.0%	24.4%	22.3%
Fuerteventura	19.5%	19.3%	16.9%	14.0%	15.2%
Gran Canaria	18.3%	21.3%	19.3%	19.0%	17.9%
Tenerife	34.7%	36.6%	37.5%	42.1%	44.1%
La Palma	1.5%	0.7%	0.4%	0.5%	0.4%



How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	90.6%	84.5%	87.0%	85.7%	89.9%
Two islands	8.4%	13.6%	10.7%	12.4%	9.2%
Three or more islands	1.0%	1.9%	2.4%	1.9%	0.9%

How many are loyal to the Canary Islands?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Repeat tourists	40.7%	36.9%	46.0%	36.2%	34.0%
At least 10 previous visits	4.9%	4.3%	5.7%	5.8%	2.2%
Repeat tourists (last 5 years)	38.0%	31.9%	40.6%	33.5%	30.1%
Repeat tourists (last 5 years)(5 or more visits)	7.5%	3.5%	5.4%	5.6%	3.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.42	8.40	8.56	8.40	8.46

Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Worse or much worse than expected	6.2%	8.1%	6.0%	7.8%	8.3%
Lived up to expectations	64.9%	58.6%	60.4%	65.5%	60.0%
Better or much better than expected	28.9%	33.3%	33.6%	26.7%	31.7%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	7.74	7.62	7.91	7.76	7.69
Recommend visiting the Canary Islands	8.40	8.45	8.50	8.47	8.35

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Gender					
Men	52.0%	51.1%	47.7%	47.4%	50.2%
Women	48.0%	48.9%	52.3%	52.6%	49.8%
Age					
Average age	41.8	37.6	39.8	38.7	40.9
Standard deviation	14.3	14.1	14.8	15.9	16.1
Age range					
16 - 24 years old	11.4%	21.5%	19.6%	24.7%	19.6%
25 - 30 years old	19.0%	19.4%	14.7%	16.4%	14.5%
31 - 45 years old	26.8%	27.9%	30.9%	25.0%	27.9%
46 - 60 years old	32.8%	24.6%	24.6%	22.5%	25.3%
Over 60 years old	10.0%	6.6%	10.1%	11.5%	12.7%
Occupation					
Salaried worker	71.0%	69.9%	73.0%	64.9%	68.5%
Self-employed	7.3%	7.1%	7.2%	8.3%	6.6%
Unemployed	0.8%	0.8%	0.6%	0.9%	0.4%
Business owner	4.6%	8.2%	5.5%	9.1%	6.1%
Student	4.9%	9.0%	7.2%	9.0%	7.2%
Retired	10.4%	3.6%	5.8%	6.7%	11.1%
Unpaid domestic work	0.0%	0.0%	0.0%	0.0%	0.0%
Others	1.0%	1.4%	0.8%	1.2%	0.1%
Annual household income level					
Less than €25,000	15.7%	15.7%	15.2%	19.1%	15.9%
€25,000 - €49,999	48.6%	36.1%	39.8%	43.1%	42.7%
€50,000 - €74,999	23.0%	29.1%	22.6%	21.3%	27.5%
More than €74,999	12.7%	19.1%	22.3%	16.5%	13.8%
Education level					
No studies	0.6%	0.6%	0.9%	1.2%	0.8%
Primary education	3.6%	0.4%	2.2%	1.2%	2.9%
Secondary education	19.4%	15.7%	18.1%	19.2%	16.0%
Higher education	76.4%	83.4%	78.8%	78.4%	80.2%

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	5.3%	4.7%	6.1%	8.6%	6.9%
Only with partner	45.5%	46.6%	36.5%	45.5%	43.6%
Only with children (< 13 years old)	8.2%	6.9%	10.5%	6.4%	6.6%
Partner + children (< 13 years old)	6.4%	6.3%	10.7%	2.6%	7.9%
Other relatives	8.0%	10.1%	7.5%	13.1%	10.2%
Friends	5.0%	8.6%	7.1%	9.0%	4.8%
Work colleagues	0.2%	0.6%	0.0%	0.5%	0.4%
Organized trip	0.3%	0.3%	1.0%	0.0%	1.0%
Other combinations (2)	21.1%	15.9%	20.7%	14.3%	18.6%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**18.8%**	**17.4%**	**25.3%**	**14.1%**	**19.6%**
- Between 0 and 2 years old	0.8%	1.7%	1.5%	0.9%	1.0%
- Between 3 and 12 years old	17.4%	14.2%	21.7%	12.7%	18.0%
- Between 0 -2 and 3-12 years old	0.7%	1.5%	2.1%	0.4%	0.6%
Tourists without children	**81.2%**	**82.6%**	**74.7%**	**85.9%**	**80.4%**
Group composition:					
- 1 person	7.5%	6.9%	7.1%	9.1%	8.0%
- 2 people	51.8%	56.5%	47.1%	56.3%	53.4%
- 3 people	17.5%	14.9%	17.4%	13.3%	17.8%
- 4 or 5 people	20.4%	18.5%	26.7%	18.7%	18.3%
- 6 or more people	2.8%	3.2%	1.7%	2.7%	2.5%
Average group size:	**2.69**	**2.65**	**2.78**	**2.60**	**2.66**

**People who share the main expenses of the trip*

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.