

Tourist profile. Historical data (2019 - 2025)

GRAN CANARIA: Third Quarter



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) (*)	943	914	939	972	1,046	2019Q3	60.9%
Tourist arrivals ≥ 16 years old (EGT) (*)	799	774	791	814	884	2022Q3	49.5%
- % tourists who book holiday package	60.9%	49.5%	52.3%	54.5%	53.7%	2023Q3	52.3%
Children < 16 years old (FRONTUR - EGT) (*)	144	140	147	158	162	2024Q3	54.5%
Expenditure per tourist (€)	1,240	1,341	1,516	1,449	1,571	2025Q3	53.7%
- book holiday package	1,378	1,554	1,708	1,638	1,875		
- holiday package	1,100	1,278	1,395	1,404	1,565		
- others	278	276	313	234	311		
- do not book holiday package	1,024	1,132	1,306	1,223	1,220		
- flight	294	337	368	357	330		
- accommodation	318	366	471	370	406		
- others	412	430	467	496	484		
Average length of stay	9.3	9.5	9.7	9.4	9.4	2019Q3	9.3
- Median	8.3	8.0	8.5	8.0	8.0	2022Q3	9.5
Average daily expenditure (€)	143.84	159.09	175.00	175.77	182.35	2023Q3	9.7
- Median	130.25	151.20	159.55	158.23	159.29	2024Q3	9.4
Average daily expenditure (without flight)	100.49	111.22	123.16	119.52	130.94	2025Q3	9.4
- Median	92.88	106.39	112.90	108.70	118.13		
Average cost of the flight (€)	365.67	400.26	437.10	457.61	432.98		
Total turnover (≥ 16 years old) (€m)	990	1,038	1,200	1,180	1,389		
Turnover without flight (≥ 16 years old) (€m)	698	728	854	807	1,006		

(*) Thousands of tourists

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	83.7%	81.9%	84.2%	81.5%	83.2%
- Additional accommodation expenses	7.4%	8.1%	6.6%	6.1%	6.8%
Transport:					
- National/International Transport	95.4%	94.4%	93.9%	93.3%	94.4%
- Flights between islands	3.4%	3.9%	5.6%	3.5%	4.3%
- Taxi	57.4%	54.4%	56.7%	53.6%	55.3%
- Car rental	23.3%	23.6%	22.9%	23.5%	25.9%
- Public transport	13.0%	13.6%	12.5%	14.6%	14.4%
Food and drink:					
- Food purchases at supermarkets	60.5%	57.7%	57.6%	57.5%	58.4%
- Restaurants	62.4%	63.4%	61.4%	59.1%	61.5%
Leisure:					
- Organized excursions	23.2%	22.5%	21.8%	21.0%	24.5%
- Sport activities	7.1%	7.2%	8.0%	6.9%	5.9%
- Cultural activities	3.3%	2.4%	2.4%	3.0%	2.9%
- Museums	3.3%	4.7%	4.8%	5.0%	4.7%
- Theme Parks	7.7%	9.3%	7.8%	6.5%	7.3%
- Discos and pubs	9.6%	10.9%	11.5%	11.6%	8.5%
- Wellness	3.6%	5.3%	4.1%	4.0%	3.6%
Purchases of goods:					
- Souvenirs	47.8%	45.4%	43.4%	44.1%	44.6%
- Other expenses	0.7%	0.5%	0.8%	0.7%	1.0%
Other:					
- Medical or pharmaceutical expenses	7.2%	7.1%	6.3%	6.6%	6.5%
- Other expenses	5.4%	5.8%	4.4%	3.6%	4.7%

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	762	798	1,003	880	969
- Additional accommodation expenses	609	670	770	700	787
Transport:	657	742	805	833	875
- National/International Transport	383	424	466	490	459
- Flights between islands	89	85	86	96	86
- Taxi	70	83	103	83	172
- Car rental	90	115	125	122	125
- Public transport	24	34	25	41	33
Food and drink:	283	298	344	341	346
- Food purchases at supermarkets	116	111	128	126	131
- Restaurants	167	187	216	215	215
Leisure:	541	549	519	667	571
- Organized excursions	107	98	99	107	128
- Sport activities	105	79	87	182	95
- Cultural activities	65	62	62	55	67
- Museums	25	25	33	32	37
- Theme Parks	67	64	72	71	76
- Discos and pubs	100	115	103	146	93
- Wellness	71	106	64	74	75
Purchases of goods:	282	724	248	200	328
- Souvenirs	104	117	121	132	129
- Other expenses	179	607	127	69	200
Other:	106	113	122	135	200
- Medical or pharmaceutical expenses	37	40	47	64	68
- Other expenses	69	73	75	71	132

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.

What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	87.8%	88.0%	88.8%	88.2%	88.7%
Visiting family or friends	7.2%	7.6%	6.9%	8.5%	7.1%
Business and work	3.9%	2.5%	3.1%	2.1%	2.5%
Education and training	0.1%	0.3%	0.2%	0.4%	0.2%
Sports training	0.6%	0.3%	0.1%	0.3%	0.5%
Health or medical care	0.1%	0.2%	0.0%	0.1%	0.2%
Fairs and congresses	0.2%	0.5%	0.3%	0.1%	0.8%
Others	0.2%	0.5%	0.6%	0.4%	0.1%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	58.1%	53.6%	52.0%	51.6%	52.5%
Enjoy family time	18.6%	18.1%	18.2%	18.3%	18.3%
Have fun	9.6%	11.9%	13.3%	11.9%	11.1%
Explore the destination	11.9%	14.1%	14.7%	16.2%	16.5%
Practice their hobbies	1.1%	0.9%	0.7%	1.3%	0.8%
Other reasons	0.6%	1.4%	1.2%	0.8%	0.7%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	34.6%	18.0%	14.0%	11.8%
Canary Islands	--	21.0%	25.6%	26.1%	26.6%
Other destination	--	44.4%	56.4%	59.9%	61.6%
- Balearic Islands	--	4.0%	4.0%	5.1%	4.5%
- Rest of Spain	--	12.9%	13.1%	12.3%	13.0%
- Italy	--	5.1%	5.2%	6.3%	6.9%
- France	--	3.2%	3.6%	3.6%	4.3%
- Turkey	--	1.8%	3.6%	3.7%	3.8%
- Greece	--	4.9%	6.7%	8.0%	8.9%
- Portugal	--	2.4%	3.4%	4.3%	2.7%
- Croatia	--	2.1%	2.3%	1.7%	2.1%
- Egypt	--	0.6%	1.5%	1.4%	1.2%
- Tunisia	--	0.2%	0.7%	0.5%	0.4%
- Morocco	--	0.5%	1.5%	1.2%	1.2%
- Others	--	6.9%	11.0%	11.8%	12.7%

* 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")	--	20.5%	18.6%	18.2%	19.8%
Canary Islands (other island)	--	22.2%	21.9%	23.3%	23.6%
Other destination	--	57.3%	59.4%	58.4%	56.5%
- Balearic Islands	--	8.7%	8.5%	8.4%	7.7%
- Rest of Spain	--	10.6%	10.3%	11.3%	11.2%
- Italy	--	6.1%	6.4%	5.7%	6.8%
- France	--	2.4%	1.6%	1.5%	2.0%
- Turkey	--	4.0%	4.9%	4.3%	3.8%
- Greece	--	12.0%	12.6%	12.3%	11.5%
- Portugal	--	6.3%	7.0%	7.2%	6.5%
- Croatia	--	3.8%	4.2%	3.9%	3.3%
- Egypt	--	1.8%	2.4%	2.2%	1.8%
- Others	--	1.6%	1.6%	1.6%	1.9%

* Percentage of valid answers

Importance of each factor in the destination choice

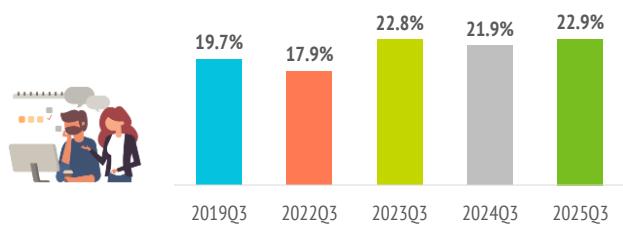
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	73.7%	67.3%	67.6%	67.9%	67.2%
Safety	50.3%	50.3%	56.8%	56.1%	57.7%
Tranquility	47.8%	46.4%	49.5%	50.5%	50.7%
Sea	50.9%	48.7%	48.1%	48.6%	48.3%
Accommodation supply	45.8%	43.4%	48.1%	47.6%	47.0%
Beaches	48.4%	46.0%	45.9%	46.2%	46.0%
Price	38.4%	37.5%	41.1%	42.9%	40.0%
Effortless trip	33.6%	36.3%	38.0%	39.4%	38.0%
European belonging	35.9%	34.4%	35.3%	36.5%	36.9%
Landscapes	30.0%	31.0%	30.3%	32.1%	33.2%
Fun possibilities	28.1%	30.1%	32.9%	32.3%	31.9%
Environment	31.5%	28.4%	32.0%	31.1%	31.1%
Gastronomy	24.7%	27.2%	28.3%	28.7%	27.9%
Authenticity	20.7%	24.0%	24.6%	26.1%	23.7%
Exoticism	14.3%	14.7%	14.5%	16.4%	15.0%
Shopping	13.3%	13.6%	14.4%	14.7%	14.9%
Culture	8.8%	9.2%	11.6%	11.7%	12.2%
Nightlife	11.7%	13.0%	14.7%	13.4%	11.3%
Historical heritage	8.6%	8.2%	10.3%	10.7%	10.0%
Hiking trail network	5.7%	8.2%	7.5%	9.5%	6.9%

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	1.4%	0.8%	1.4%	1.5%	1.0%
Between 1 and 30 days	26.8%	25.8%	23.8%	24.6%	25.0%
Between 1 and 2 months	20.1%	23.5%	19.9%	19.2%	19.6%
Between 3 and 6 months	32.0%	31.9%	32.1%	32.8%	31.5%
More than 6 months	19.7%	17.9%	22.8%	21.9%	22.9%

% 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	43.7%	41.5%	38.9%	38.3%	39.1%
Friends or relatives	28.3%	28.9%	29.4%	28.9%	28.1%
Internet or social media	51.3%	51.2%	51.3%	50.1%	52.3%
Mass Media	1.1%	1.5%	2.7%	2.0%	2.0%
Travel guides and magazines	6.8%	6.2%	6.9%	6.1%	5.9%
Travel Blogs or Forums	5.3%	5.3%	5.4%	5.0%	5.8%
Travel TV Channels	0.4%	0.7%	0.7%	0.4%	0.9%
Tour Operator or Travel Agency	25.8%	19.9%	21.3%	22.0%	21.8%
Public administrations or similar	0.4%	0.6%	0.7%	0.4%	0.5%
Others	2.3%	5.0%	5.2%	4.5%	4.9%

* Multi-choice question

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GRAN CANARIA: Third Quarter



With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
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Flight

- Directly with the airline	37.9%	43.4%	43.1%	44.0%	44.5%
- Tour Operator or Travel Agency	62.1%	56.6%	56.9%	56.0%	55.5%

Accommodation

- Directly with the accommodation	26.7%	32.8%	33.0%	31.3%	31.9%
- Tour Operator or Travel Agency	73.3%	67.2%	67.0%	68.7%	68.1%

Where are they from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
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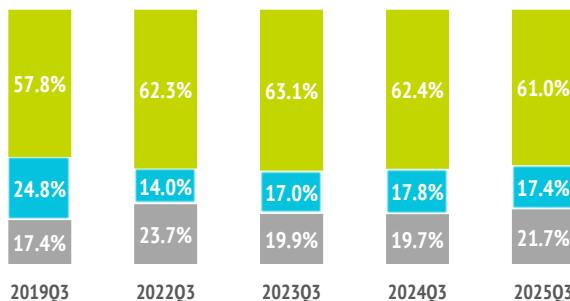
United Kingdom	23.5%	24.4%	25.9%	27.3%	26.6%
Spanish Mainland	24.1%	20.2%	17.7%	16.6%	17.1%
Germany	16.2%	16.6%	16.3%	15.5%	15.2%
Netherlands	6.6%	8.1%	7.9%	8.4%	8.4%
France	3.0%	4.7%	4.4%	4.5%	4.1%
Italy	2.7%	3.5%	3.2%	3.4%	3.6%
Others	1.7%	1.6%	2.3%	2.5%	3.2%
Belgium	3.2%	3.8%	3.0%	3.5%	3.2%
Norway	3.3%	3.6%	4.2%	3.3%	3.1%
Ireland	2.1%	2.1%	2.8%	2.8%	2.6%
Others	13.4%	11.4%	12.2%	12.3%	12.9%

Where do they stay?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
1-2-3* Hotel	16.0%	12.9%	13.7%	15.2%	12.3%
4* Hotel	32.6%	39.0%	38.4%	37.0%	38.0%
5* Hotel / 5* Luxury Hotel	9.3%	10.4%	11.1%	10.3%	10.6%
Aparthotel / Tourist Villa	24.8%	14.0%	17.0%	19.7%	19.9%
House/room rented in a private dwelling	3.8%	4.8%	7.5%	8.5%	10.3%
Private accommodation (1)	9.8%	9.8%	7.1%	9.2%	10.1%
Others (Cottage, cruise, camping,...)	3.8%	9.0%	5.3%	2.0%	1.2%

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

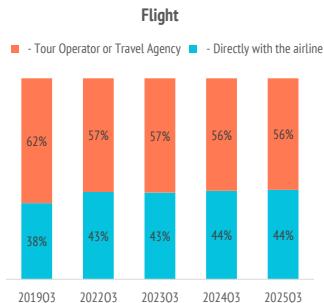
■ Hotels ■ Aparthotel / Tourist Villa ■ Others



What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
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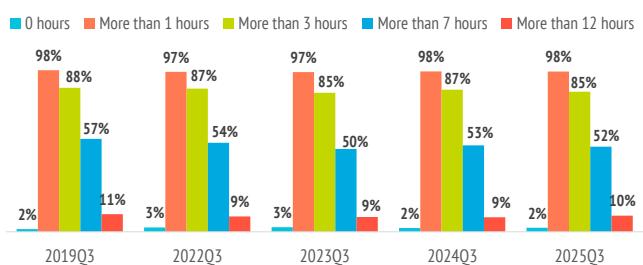
Room only	29.3%	26.7%	25.9%	29.6%	30.4%
Bed and Breakfast	12.0%	12.3%	13.9%	12.8%	15.7%
Half board	21.1%	21.2%	19.4%	16.1%	16.2%
Full board	2.2%	3.7%	2.3%	3.2%	2.6%
All inclusive	35.4%	36.2%	38.4%	38.4%	35.1%



Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
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0 hours	1.6%	2.6%	2.8%	2.3%	2.4%
1 - 2 hours	10.7%	10.2%	12.6%	11.2%	12.2%
3 - 6 hours	31.1%	33.0%	34.3%	33.9%	33.5%
7 - 12 hours	45.9%	44.9%	41.4%	43.8%	42.0%
More than 12 hours	10.7%	9.3%	9.0%	8.8%	9.8%
Outdoor time per day	7.6	7.4	7.1	7.3	7.2



Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
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Beach	78.8%	78.1%	74.7%	74.7%	74.4%
Walk, wander	64.6%	66.0%	65.1%	68.5%	67.1%
Swimming pool, hotel facilities	65.9%	65.4%	67.2%	67.2%	65.9%
Explore the island on their own	43.3%	47.0%	46.8%	44.9%	47.6%
Taste Canarian gastronomy	22.7%	23.0%	22.8%	25.9%	26.5%
Nightlife / concerts / shows	22.3%	22.1%	20.8%	21.1%	19.0%
Organized excursions	18.5%	16.8%	17.0%	17.5%	18.2%
Sea excursions / whale watching	17.4%	15.0%	16.5%	15.8%	17.3%
Theme parks	14.9%	15.1%	14.8%	14.9%	13.8%
Hiking	--	14.0%	14.2%	15.1%	13.1%
Wineries / markets / popular festivals	10.3%	10.1%	10.6%	12.4%	12.7%
Museums / exhibitions	9.1%	11.9%	11.2%	12.3%	12.1%
Swim	--	10.5%	10.2%	9.6%	9.7%
Other Nature Activities	--	7.4%	6.7%	8.0%	8.7%
Running	--	6.5%	6.4%	6.9%	7.0%
Beauty and health treatments	6.6%	7.2%	6.4%	6.1%	5.7%
Practice other sports	--	5.9%	5.7%	4.8%	4.8%
Astronomical observation	2.7%	3.4%	3.3%	3.5%	3.5%
Scuba Diving	--	3.7%	3.9%	3.0%	3.2%
Golf	--	2.1%	2.5%	4.5%	2.9%
Surf	--	3.0%	2.5%	2.7%	2.9%
Cycling / Mountain bike	--	1.6%	1.3%	1.7%	1.1%
Windsurf / Kitesurf	--	1.1%	0.8%	0.6%	0.7%

* Multi-choice question

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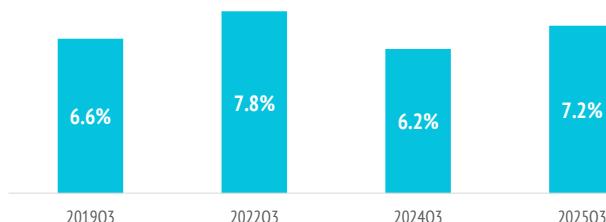
What places do they visit?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Maspalomas dunes	51.8%	50.7%	51.6%	52.0%	54.6%
Las Palmas de Gran Canaria	51.5%	53.8%	49.9%	52.3%	52.4%
Puerto de Mogán	44.9%	42.2%	42.8%	46.0%	47.3%
The north	20.2%	23.5%	20.4%	23.1%	23.1%
The interior (mountains)	16.9%	20.8%	19.0%	18.7%	19.6%
Teror	13.5%	14.8%	14.6%	15.6%	15.9%
Agaete	14.7%	15.7%	14.3%	14.0%	14.9%
Roque Nublo	12.1%	14.5%	12.3%	11.8%	12.7%
Guayadeque ravine	6.7%	7.5%	6.9%	7.2%	8.2%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	93.4%	92.2%	91.0%	93.8%	92.8%
Two islands	5.8%	6.7%	7.9%	5.8%	6.0%
Three or more islands	0.8%	1.1%	1.1%	0.4%	1.1%

% TOURISTS VISITING MORE THAN ONE ISLAND



¿Cuántos son fieles al destino?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Gran Canaria: Repeat tourists	57.1%	55.7%	57.5%	55.0%	55.4%
Gran Canaria: At least 10 previous visit	10.7%	10.8%	8.6%	11.1%	8.4%
Canary Islands: Repeat tourists	65.0%	63.7%	65.9%	61.1%	63.4%
Canary Islands: At least 10 previous visits	15.7%	17.6%	15.9%	15.8%	14.4%

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
<u>Gender</u>					
Men	50.9%	49.2%	50.0%	52.1%	50.2%
Women	49.1%	50.8%	50.0%	47.9%	49.8%
<u>Age</u>					
Average age	41.18	41.38	40.61	40.53	41.42
Standard deviation	14.2	15.9	15.9	15.9	15.7
<u>Age range</u>					
16 - 24 years old	15.2%	18.4%	21.2%	20.5%	18.1%
25 - 30 years old	13.6%	12.8%	12.0%	12.9%	11.4%
31 - 45 years old	31.7%	30.8%	30.3%	30.8%	33.9%
46 - 60 years old	30.1%	23.6%	23.7%	22.3%	22.6%
Over 60 years old	9.5%	14.4%	12.8%	13.5%	14.0%
<u>Occupation</u>					
Salaried worker	62.7%	61.7%	62.6%	62.1%	62.4%
Self-employed	10.7%	10.0%	11.1%	10.4%	9.5%
Unemployed	1.5%	1.0%	1.3%	1.0%	1.6%
Business owner	10.3%	8.2%	9.7%	7.9%	8.2%
Student	6.4%	8.2%	6.3%	8.5%	6.9%
Retired	6.8%	9.4%	7.7%	8.6%	9.8%
Unpaid domestic work	0.6%	0.7%	0.4%	0.3%	0.4%
Others	1.1%	0.8%	0.9%	1.2%	1.2%
<u>Annual household income level</u>					
Less than €25,000	19.0%	16.8%	17.1%	15.2%	16.0%
€25,000 - €49,999	40.8%	35.2%	35.2%	36.8%	33.2%
€50,000 - €74,999	21.8%	27.7%	24.4%	24.0%	25.4%
More than €74,999	18.4%	20.2%	23.3%	24.0%	25.4%
<u>Education level</u>					
No studies	5.6%	2.8%	3.8%	3.5%	3.3%
Primary education	2.9%	2.0%	2.4%	2.4%	2.6%
Secondary education	23.9%	23.0%	22.0%	21.9%	21.1%
Higher education	67.5%	72.2%	71.8%	72.2%	73.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.61	8.68	8.70	8.63	8.68
<u>Experience in the Canary Islands</u>					
Worse or much worse than expected	3.4%	4.6%	3.8%	4.5%	3.7%
Lived up to expectations	54.8%	52.8%	53.6%	54.1%	50.2%
Better or much better than expected	41.8%	42.6%	42.5%	41.4%	46.1%
<u>Future intentions (scale 0-10)</u>					
Return to the Canary Islands	8.44	8.47	8.45	8.42	8.54
Recommend visiting the Canary Islands	8.76	8.82	8.79	8.74	8.84

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	13.2%	12.0%	11.7%	12.0%	11.8%
Only with partner	39.2%	40.0%	37.5%	40.7%	36.3%
Only with children (< 13 years old)	7.9%	6.2%	7.0%	5.6%	6.4%
Partner + children (< 13 years old)	7.7%	7.1%	8.4%	6.2%	8.7%
Other relatives	10.1%	9.6%	10.4%	12.6%	11.5%
Friends	7.1%	9.2%	7.7%	7.2%	7.0%
Work colleagues	0.6%	0.8%	1.3%	0.6%	1.0%
Organized trip	0.0%	0.2%	0.3%	0.2%	0.3%
Other combinations (2) (2) Combination of some of the groups previously analyzed	14.3%	15.0%	15.8%	14.8%	17.0%
<u>Tourists with children</u>					
- Between 0 and 2 years old	1.3%	1.3%	1.4%	1.1%	1.5%
- Between 3 and 12 years old	18.9%	16.9%	19.3%	14.8%	18.7%
- Between 0 -2 and 3-12 years old	1.3%	1.2%	1.4%	0.9%	0.8%
<u>Tourists without children</u>					
Group composition:					
- 1 person	15.1%	14.2%	14.1%	14.5%	13.7%
- 2 people	47.4%	48.6%	46.8%	49.8%	46.6%
- 3 people	15.4%	15.2%	14.8%	15.9%	15.2%
- 4 or 5 people	18.7%	18.3%	20.3%	16.2%	20.3%
- 6 or more people	3.4%	3.7%	4.0%	3.6%	4.2%
Average group size:	2.60	2.60	2.66	2.56	2.69

*People who share the main expenses of the trip