

How many are they and how much do they spend?



	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Tourists					
Tourist arrivals (FRONTUR) (*)	150	167	174	178	193
Tourist arrivals ≥ 16 years old (EGT) (*)	128	140	145	149	162
- book holiday package (*)	97	96	98	111	118
- do not book holiday package (*)	30	44	47	38	44
- % tourists who book holiday package	76.3%	68.5%	67.5%	74.3%	72.9%
Children < 16 years old (FRONTUR - EGT) (*)	22	27	29	29	31
Expenditure per tourist (€)	1,313	1,567	1,534	1,672	1,800
- book holiday package	1,358	1,658	1,683	1,745	1,930
- holiday package	1,078	1,333	1,358	1,377	1,542
- others	280	324	325	369	388
- do not book holiday package	1,166	1,371	1,225	1,458	1,449
- flight	323	360	356	491	381
- accommodation	238	515	418	472	617
- others	605	496	450	494	452
Average length of stay	10.3	9.4	9.9	9.7	10.1
- Median	9.3	9.0	9.0	8.3	9.0
Average daily expenditure (€)	137.47	172.88	169.93	187.27	192.91
- Median	124.73	164.01	163.93	171.81	168.26
Average daily expenditure (without flight)	93.32	125.01	121.05	127.69	137.40
- Median	84.47	118.01	115.93	123.08	119.11
Average cost of the flight (€)	419.43	431.38	440.13	525.37	505.18
Total turnover (≥ 16 years old) (€m)	168	220	222	248	292
Turnover without flight (≥ 16 years old) (€m)	114	159	159	170	210

(*) Thousands of tourists

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	86.6%	90.4%	87.8%	92.3%	90.6%
- Additional accommodation expenses	13.1%	10.3%	9.8%	9.0%	11.2%
Transport:					
- National/International Transport	91.5%	94.7%	92.4%	96.8%	96.0%
- Flights between islands	3.5%	4.6%	6.3%	5.1%	2.9%
- Taxi	51.8%	62.7%	69.6%	49.8%	63.6%
- Car rental	28.4%	37.3%	31.8%	32.4%	36.0%
- Public transport	8.9%	9.5%	13.0%	9.2%	8.5%
Food and drink:					
- Food purchases at supermarkets	61.6%	63.6%	62.7%	61.1%	59.6%
- Restaurants	60.8%	64.2%	64.1%	62.2%	64.9%
Leisure:					
- Organized excursions	30.7%	35.8%	36.9%	33.0%	31.7%
- Sport activities	7.4%	10.1%	14.0%	7.8%	6.6%
- Cultural activities	4.2%	3.2%	4.0%	4.2%	3.9%
- Museums	5.6%	3.7%	5.5%	4.6%	4.8%
- Theme Parks	14.2%	18.2%	19.9%	12.7%	15.3%
- Discos and pubs	6.8%	7.7%	12.7%	8.2%	7.1%
- Wellness	3.8%	5.3%	2.4%	6.1%	3.7%
Purchases of goods:					
- Souvenirs	52.0%	44.8%	46.2%	49.1%	44.8%
- Other expenses	1.1%	0.7%	1.0%	1.1%	1.4%
Other:					
- Medical or pharmaceutical expenses	4.8%	7.9%	7.9%	7.4%	5.0%
- Other expenses	8.1%	6.7%	5.6%	6.2%	5.6%

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.

% tourists who book holiday package

2019Q3 76.3%

2020Q3 68.5%

2021Q3 67.5%

2022Q3 74.3%

2023Q3 72.9%

2024Q3 72.9%

2025Q3 72.9%

Average daily expenditure (€) (without flight)

2019Q3 93.32

2020Q3 125.01

2021Q3 121.05

2022Q3 127.69

2023Q3 137.40

2024Q3 1,313

2025Q3 1,567

Average length of stay

2019Q3 10.3

2020Q3 9.4

2021Q3 9.9

2022Q3 9.7

2023Q3 10.1

Expenditure per tourist (€)

2019Q3 1,313

2020Q3 1,567

2021Q3 1,534

2022Q3 1,672

2023Q3 1,800

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	650	863	757	829	1,006
- Additional accommodation expenses	554	752	683	730	917
Transport:					
- National/International Transport	896	779	895	898	851
- Flights between islands	459	455	476	543	526
- Taxi	218	60	85	62	80
- Car rental	103	114	175	136	100
- Public transport	96	134	140	136	119
Food and drink:					
- Food purchases at supermarkets	302	277	270	317	344
- Restaurants	109	73	82	98	119
Leisure:					
- Organized excursions	602	457	547	842	496
- Sport activities	103	107	117	106	112
- Cultural activities	74	67	78	455	96
- Museums	54	61	83	44	36
- Theme Parks	28	24	44	30	24
- Discos and pubs	62	62	58	85	67
- Wellness	241	90	89	59	93
Purchases of goods:					
- Souvenirs	39	45	78	63	68
- Other expenses	167	2,428	120	139	279
Other:					
- Medical or pharmaceutical expenses	92	102	68	90	99
- Other expenses	76	2,326	52	49	180

2024Q3 36

2025Q3 47

2024Q3 184

2025Q3 92

2024Q3 164

2025Q3 120

Tourist profile. Historical data (2019 - 2025)

HOLLAND: Third Quarter



What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	95.2%	95.9%	95.1%	95.9%	96.6%
Visiting family or friends	2.9%	4.1%	3.6%	4.0%	0.9%
Business and work	0.8%	0.0%	0.9%	0.0%	0.3%
Education and training	0.4%	0.0%	0.0%	0.0%	0.8%
Sports training	0.6%	0.0%	0.4%	0.0%	0.4%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.8%
Fairs and congresses	0.0%	0.0%	0.0%	0.1%	0.0%
Others	0.0%	0.0%	0.0%	0.0%	0.2%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	51.6%	43.9%	42.6%	45.7%	50.1%
Enjoy family time	11.7%	15.1%	12.5%	11.4%	10.7%
Have fun	24.2%	22.4%	28.0%	19.3%	19.9%
Explore the destination	10.7%	14.5%	14.9%	20.8%	16.4%
Practice their hobbies	0.6%	2.7%	0.3%	1.6%	2.4%
Other reasons	1.2%	1.4%	1.7%	1.2%	0.5%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	40.5%	15.8%	10.6%	10.0%
Canary Islands	--	12.6%	20.0%	20.9%	26.0%
Other destination	--	46.9%	64.3%	68.5%	64.0%
- Balearic Islands	--	2.2%	2.0%	3.7%	3.2%
- Rest of Spain	--	9.0%	10.6%	10.3%	8.9%
- Italy	--	4.6%	4.7%	5.6%	5.2%
- France	--	4.5%	6.8%	5.6%	4.6%
- Turkey	--	1.7%	3.9%	4.6%	3.6%
- Greece	--	8.9%	12.5%	12.6%	15.0%
- Portugal	--	2.2%	2.5%	3.0%	2.3%
- Croatia	--	1.1%	3.0%	2.0%	1.6%
- Egypt	--	0.5%	1.6%	1.2%	1.0%
- Tunisia	--	0.1%	0.6%	0.7%	0.4%
- Morocco	--	0.2%	1.2%	0.8%	0.2%
- Others	--	11.8%	14.7%	18.5%	18.2%

* 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")	--	11.6%	17.8%	13.0%	18.1%
Canary Islands (other island)	--	23.3%	17.3%	17.9%	17.9%
Other destination	--	65.1%	64.9%	69.1%	64.0%
- Balearic Islands	--	4.2%	4.7%	5.7%	4.3%
- Rest of Spain	--	12.6%	11.1%	13.5%	13.0%
- Italy	--	7.6%	9.7%	8.8%	8.0%
- France	--	2.8%	2.0%	2.5%	2.5%
- Turkey	--	4.7%	5.1%	5.1%	3.0%
- Greece	--	16.3%	19.0%	17.1%	17.5%
- Portugal	--	8.6%	4.9%	7.0%	7.5%
- Croatia	--	4.6%	4.1%	4.8%	3.2%
- Egypt	--	1.7%	1.8%	2.1%	2.6%
- Others	--	1.8%	2.6%	2.3%	2.2%

* Percentage of valid answers

Importance of each factor in the destination choice

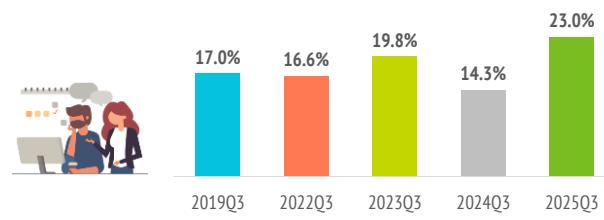
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	66.4%	62.3%	58.4%	58.5%	61.9%
Fun possibilities	39.1%	40.2%	46.6%	42.4%	47.9%
Tranquility	36.5%	41.9%	43.2%	46.6%	44.4%
Accommodation supply	34.2%	37.6%	39.0%	38.8%	43.9%
Sea	41.0%	36.8%	37.7%	37.6%	40.2%
Beaches	37.0%	32.7%	32.1%	28.1%	36.4%
Safety	25.1%	31.4%	33.5%	36.4%	35.2%
European belonging	22.7%	28.3%	23.7%	24.5%	26.6%
Price	24.2%	26.1%	27.2%	25.7%	22.5%
Landscapes	22.4%	21.4%	24.6%	19.8%	21.1%
Effortless trip	9.5%	15.1%	15.9%	18.1%	18.1%
Exoticism	16.0%	16.7%	19.6%	20.4%	17.4%
Gastronomy	14.3%	16.0%	18.4%	13.8%	15.7%
Authenticity	11.4%	15.4%	13.0%	14.6%	15.5%
Environment	10.8%	11.9%	11.8%	8.5%	8.5%
Culture	3.8%	4.9%	9.1%	4.3%	6.5%
Historical heritage	4.9%	2.5%	6.3%	3.1%	6.4%
Hiking trail network	3.8%	7.0%	5.6%	6.6%	5.2%
Nightlife	5.8%	8.1%	9.5%	5.3%	4.5%
Shopping	5.3%	7.2%	6.3%	4.8%	4.0%

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	2.0%	0.6%	2.8%	0.9%	1.1%
Between 1 and 30 days	31.1%	30.9%	19.6%	32.7%	28.0%
Between 1 and 2 months	16.2%	18.2%	18.8%	18.7%	14.7%
Between 3 and 6 months	33.6%	33.7%	39.0%	33.4%	33.1%
More than 6 months	17.0%	16.6%	19.8%	14.3%	23.0%

% 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	38.0%	34.6%	34.5%	32.9%	31.9%
Friends or relatives	30.5%	26.6%	25.7%	26.3%	21.1%
Internet or social media	63.7%	60.4%	61.6%	58.3%	58.6%
Mass Media	1.0%	1.7%	1.6%	1.4%	0.8%
Travel guides and magazines	11.2%	8.4%	6.3%	5.7%	7.5%
Travel Blogs or Forums	5.3%	5.4%	5.9%	3.4%	3.2%
Travel TV Channels	0.4%	0.6%	1.7%	0.5%	1.9%
Tour Operator or Travel Agency	27.1%	23.0%	27.7%	25.2%	27.6%
Public administrations or similar	0.0%	0.6%	1.0%	0.0%	1.1%
Others	2.2%	4.0%	3.1%	2.9%	3.4%

* Multi-choice question

With whom did they book their flight and accommodation? 

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	23.3%	27.1%	29.6%	31.5%	30.2%
- Tour Operator or Travel Agency	76.7%	72.9%	70.4%	68.5%	69.8%
Accommodation					
- Directly with the accommodation	16.9%	21.4%	23.1%	23.4%	26.5%
- Tour Operator or Travel Agency	83.1%	78.6%	76.9%	76.6%	73.5%

Where does the flight come from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Netherlands	86.0%	79.1%	80.5%	83.9%	87.5%
Germany	10.1%	9.7%	12.1%	9.0%	7.6%
Belgium	0.8%	4.7%	2.8%	3.3%	2.4%
Spanish Mainland	2.7%	3.2%	3.2%	2.0%	1.8%
Portugal	0.0%	1.6%	0.8%	0.4%	0.8%
Austria	0.0%	0.0%	0.0%	0.5%	0.0%
Ireland	0.0%	0.0%	0.0%	0.7%	0.0%
Italy	0.0%	0.6%	0.0%	0.0%	0.0%
Luxembourg	0.0%	0.1%	0.1%	0.0%	0.0%
Others	0.4%	0.5%	0.0%	0.0%	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	38.8%	45.3%	38.1%	43.5%	45.6%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	28.0%	18.1%	22.9%	24.9%	21.8%
House/room rented in a private dwelling	1.0%	2.4%	9.5%	8.2%	8.2%
Private accommodation (1)	5.6%	4.2%	2.4%	2.4%	4.9%
Others (Cottage, cruise, camping,..)	7.8%	10.6%	7.9%	1.9%	2.6%

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



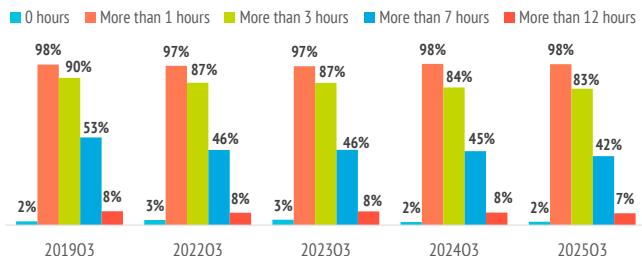
What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	22.7%	20.9%	23.3%	25.5%	25.4%
Bed and Breakfast	15.0%	16.1%	17.1%	18.1%	21.6%
Half board	23.7%	19.5%	15.2%	16.4%	14.2%
Full board	2.4%	2.5%	3.4%	1.6%	1.8%
All inclusive	36.3%	41.0%	41.0%	38.5%	37.0%



Activities in the Canary Islands

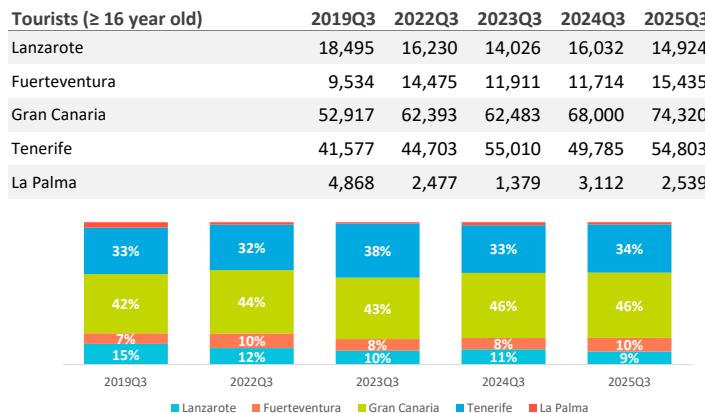
Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	2.3%	3.1%	3.2%	1.9%	2.0%
1 - 2 hours	8.1%	10.3%	10.2%	14.3%	14.9%
3 - 6 hours	36.2%	40.9%	40.8%	38.9%	41.0%
7 - 12 hours	45.0%	38.2%	37.5%	37.4%	34.8%
More than 12 hours	8.4%	7.5%	8.3%	7.6%	7.2%
Outdoor time per day	7.4	6.9	7.0	6.7	6.6



Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Swimming pool, hotel facilities	76.0%	77.9%	75.7%	73.9%	78.0%
Walk, wander	64.5%	68.4%	66.8%	68.8%	68.9%
Beach	72.9%	73.3%	69.4%	65.0%	67.2%
Explore the island on their own	48.3%	54.0%	51.4%	51.6%	50.5%
Hiking	--	30.0%	32.5%	34.0%	36.9%
Organized excursions	31.5%	26.7%	24.7%	24.6%	25.5%
Running	--	17.5%	22.5%	25.6%	24.4%
Swim	--	18.0%	28.1%	16.5%	23.2%
Theme parks	26.9%	25.1%	24.6%	19.9%	22.1%
Taste Canarian gastronomy	18.0%	16.3%	17.1%	14.6%	19.0%
Sea excursions / whale watching	22.2%	21.4%	25.0%	17.9%	18.9%
Nightlife / concerts / shows	19.6%	15.4%	20.1%	11.9%	13.3%
Other Nature Activities	--	7.4%	9.5%	10.1%	10.0%
Museums / exhibitions	9.6%	7.9%	7.9%	10.9%	9.1%
Wineries / markets / popular festivals	8.0%	6.4%	8.5%	8.1%	7.3%
Beauty and health treatments	6.4%	5.1%	3.2%	6.4%	6.2%
Astronomical observation	7.0%	6.6%	7.2%	6.4%	5.6%
Golf	--	1.8%	2.9%	3.3%	5.1%
Practice other sports	--	3.9%	4.5%	2.6%	4.2%
Scuba Diving	--	5.1%	6.7%	4.1%	3.5%
Surf	--	3.6%	3.5%	1.1%	2.7%
Windsurf / Kitesurf	--	2.1%	2.0%	0.6%	1.6%
Cycling / Mountain bike	--	0.7%	0.7%	1.5%	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	58.3%	55.3%	67.1%	57.4%	57.4%
At least 10 previous visits	8.1%	10.6%	7.7%	5.5%	8.0%
Repeat tourists (last 5 years)	50.6%	48.6%	59.9%	49.3%	50.3%
Repeat tourists (last 5 years)(5 or more visits)	5.8%	5.0%	5.3%	5.6%	9.9%

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
<u>Gender</u>					
Men	51.3%	48.0%	54.2%	47.7%	50.8%
Women	48.7%	52.0%	45.8%	52.3%	49.2%
<u>Age</u>					
Average age	40.1	41.1	36.6	40.6	41.0
Standard deviation	15.4	16.1	15.1	16.3	16.6
<u>Age range</u>					
16 - 24 years old	22.8%	20.9%	32.2%	23.3%	24.6%
25 - 30 years old	12.3%	13.1%	12.5%	11.4%	12.4%
31 - 45 years old	23.1%	25.4%	25.0%	28.4%	24.4%
46 - 60 years old	32.7%	26.4%	22.6%	22.6%	22.8%
Over 60 years old	9.2%	14.2%	7.8%	14.2%	15.8%
<u>Occupation</u>					
Salaried worker	67.3%	61.9%	64.7%	70.1%	63.3%
Self-employed	6.4%	10.2%	8.2%	5.6%	6.6%
Unemployed	1.0%	0.5%	2.3%	0.9%	1.2%
Business owner	9.5%	8.1%	8.1%	5.7%	8.7%
Student	9.7%	6.6%	12.0%	7.6%	6.6%
Retired	3.0%	10.7%	2.9%	8.7%	13.0%
Unpaid domestic work	1.2%	1.0%	0.1%	0.3%	0.0%
Others	2.1%	1.0%	1.8%	1.2%	0.7%
<u>Annual household income level</u>					
Less than €25,000	18.1%	13.5%	17.0%	17.6%	10.1%
€25,000 - €49,999	44.0%	28.7%	35.8%	31.6%	25.6%
€50,000 - €74,999	23.8%	39.7%	24.9%	32.0%	33.7%
More than €74,999	14.1%	18.2%	22.3%	18.8%	30.7%
<u>Education level</u>					
No studies	0.7%	0.5%	1.1%	0.8%	0.5%
Primary education	2.4%	1.1%	1.8%	1.0%	0.8%
Secondary education	44.9%	42.4%	38.9%	45.6%	46.8%
Higher education	52.0%	56.0%	58.1%	52.7%	51.9%

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	14.5%	11.6%	9.7%	10.8%	9.2%
Fuerteventura	7.5%	10.3%	8.2%	7.9%	9.5%
Gran Canaria	41.5%	44.5%	43.1%	45.7%	45.9%
Tenerife	32.6%	31.9%	38.0%	33.5%	33.8%
La Palma	3.8%	1.8%	1.0%	2.1%	1.6%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	90.5%	92.8%	91.7%	93.0%	96.1%
Two islands	9.0%	6.9%	7.8%	6.0%	3.1%
Three or more islands	0.5%	0.3%	0.5%	1.0%	0.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.25	8.35	8.36	8.34	8.29
Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	7.57	7.83	7.71	7.68	7.59
Recommend visiting the Canary Islands	8.20	8.38	8.33	8.26	8.27

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	7.5%	4.9%	3.5%	6.6%	6.6%
Only with partner	42.2%	44.2%	46.3%	48.7%	51.8%
Only with children (< 13 years old)	5.4%	7.3%	6.7%	4.1%	5.4%
Partner + children (< 13 years old)	9.8%	11.4%	8.9%	8.0%	6.6%
Other relatives	7.3%	6.6%	8.7%	8.5%	8.5%
Friends	8.4%	9.0%	9.6%	6.5%	2.9%
Work colleagues	0.2%	0.0%	0.5%	0.4%	1.1%
Organized trip	0.9%	0.0%	0.0%	0.0%	0.0%
Other combinations (2)	18.3%	16.6%	15.8%	17.2%	17.1%
<i>(2) Combination of some of the groups previously analyzed</i>					
Tourists with children	16.9%	23.5%	18.0%	15.6%	15.1%
- Between 0 and 2 years old	1.2%	2.0%	1.1%	1.8%	1.1%
- Between 3 and 12 years old	15.0%	19.7%	15.4%	13.0%	13.4%
- Between 0-2 and 3-12 years old	0.7%	1.8%	1.5%	0.8%	0.6%
Tourists without children	83.1%	76.5%	82.0%	84.4%	84.9%
Group composition:					
- 1 person	9.1%	5.9%	5.3%	7.6%	6.9%
- 2 people	50.9%	54.2%	57.9%	59.2%	60.7%
- 3 people	18.9%	16.6%	17.0%	12.5%	9.4%
- 4 or 5 people	18.6%	20.0%	16.2%	18.6%	20.3%
- 6 or more people	2.4%	3.3%	3.7%	2.1%	2.6%
Average group size:	2.60	2.67	2.63	2.54	2.60

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