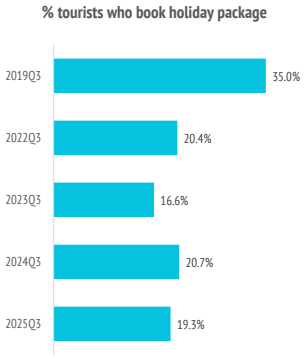
Tourist profile. Historical data (2019 - 2025)

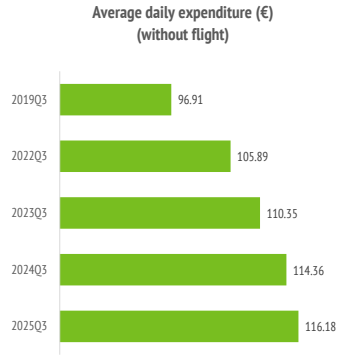
SPANISH MAINLAND: Third Quarter

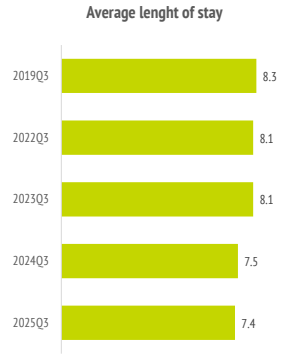
How many are they and how much do they spend?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**671**	**663**	**637**	**630**	**700**
Tourist arrivals ≥ 16 years old (EGT) (*)	**569**	**564**	**538**	**526**	**591**
- book holiday package (*)	199	115	89	109	114
- do not book holiday package (*)	370	449	449	417	477
- % tourists who book holiday package	35.0%	20.4%	16.6%	20.7%	19.3%
Children < 16 years old (FRONTUR - EGT) (*)	102	99	100	104	109
Expenditure per tourist (€)	**976**	**1,064**	**1,078**	**1,052**	**1,045**
- book holiday package	1,201	1,280	1,355	1,365	1,315
- holiday package	943	1,007	1,059	1,082	1,038
- others	258	272	296	283	276
- do not book holiday package	855	1,009	1,023	971	981
- flight	245	276	284	269	252
- accommodation	288	375	371	354	350
- others	323	358	369	347	379
Average lenght of stay	**8.3**	**8.1**	**8.1**	**7.5**	**7.4**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**135.91**	**148.18**	**155.35**	**161.24**	**159.74**
- Median	132.06	139.22	151.63	158.34	161.68
Average daily expenditure (without flight)	**96.91**	**105.89**	**110.35**	**114.36**	**116.18**
- Median	95.00	102.35	109.33	116.04	120.00
Average cost of the flight (€)	**271.05**	**290.04**	**300.53**	**295.35**	**273.30**
Total turnover (≥ 16 years old) (€m)	**556**	**600**	**580**	**553**	**617**
Turnover without flight (≥ 16 years old) (€m)	**402**	**437**	**418**	**398**	**456**

(*) Thousands of tourists







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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	75.7%	79.1%	77.3%	81.7%	82.2%
- Additional accommodation expenses	9.1%	8.9%	9.7%	9.1%	8.1%
Transport:					
- National/International Transport	93.0%	93.6%	91.2%	92.6%	93.7%
- Flights between islands	7.5%	9.2%	9.2%	7.4%	8.2%
- Taxi	23.9%	22.1%	18.1%	17.6%	17.3%
- Car rental	54.0%	58.5%	61.7%	64.4%	64.6%
- Public transport	8.6%	11.9%	11.3%	9.8%	9.8%
Food and drink:					
- Food purchases at supermarkets	52.7%	54.4%	57.4%	57.9%	59.6%
- Restaurants	70.0%	71.9%	71.8%	72.3%	75.8%
Leisure:					
- Organized excursions	29.6%	34.8%	32.4%	36.8%	34.8%
- Sport activities	5.3%	6.6%	6.0%	5.5%	6.7%
- Cultural activities	3.5%	3.3%	4.1%	3.6%	3.1%
- Museums	8.3%	10.4%	9.9%	12.2%	10.7%
- Theme Parks	15.2%	16.5%	17.4%	20.7%	19.5%
- Discos and pubs	8.5%	10.1%	9.6%	10.0%	9.5%
- Wellness	3.3%	4.2%	3.1%	2.4%	2.6%
Purchases of goods:					
- Souvenirs	49.7%	46.1%	46.8%	48.5%	47.2%
- Other expenses	0.9%	0.6%	0.7%	1.0%	0.9%
Other:					
- Medical or pharmaceutical expenses	7.6%	8.3%	9.1%	8.1%	8.2%
- Other expenses	5.9%	5.3%	5.8%	5.6%	4.6%

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:	**618**	**640**	**661**	**613**	**640**
- Accommodation	505	528	529	500	487
- Additional accommodation expenses	112	112	133	114	153
Transport:	**549**	**603**	**603**	**579**	**554**
- National/International Transport	291	310	329	319	292
- Flights between islands	74	77	72	73	74
- Taxi	68	67	64	59	55
- Car rental	95	124	114	107	108
- Public transport	20	24	24	21	25
Food and drink:	**222**	**232**	**252**	**233**	**238**
- Food purchases at supermarkets	85	85	88	82	84
- Restaurants	137	147	164	150	153
Leisure:	**440**	**430**	**467**	**422**	**458**
- Organized excursions	82	85	87	83	79
- Sport activities	83	81	77	65	81
- Cultural activities	58	56	67	51	58
- Museums	30	32	35	34	37
- Theme Parks	65	66	73	74	80
- Discos and pubs	61	50	54	55	77
- Wellness	62	58	76	60	48
Purchases of goods:	**180**	**221**	**116**	**141**	**210**
- Souvenirs	75	65	67	57	**76**
- Other expenses	106	157	49	84	**134**
Other:	**95**	**117**	**88**	**72**	**109**
- Medical or pharmaceutical expenses	17	33	27	20	**15**
- Other expenses	77	84	61	52	**94**

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)

SPANISH MAINLAND: Third Quarter

What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	79.3%	83.4%	81.1%	82.5%	82.8%
Visiting family or friends	13.9%	11.2%	11.6%	11.9%	10.5%
Business and work	5.7%	3.5%	5.4%	4.5%	4.6%
Education and training	0.2%	0.5%	0.5%	0.2%	0.2%
Sports training	0.4%	0.4%	0.4%	0.5%	0.3%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.3%	0.2%	0.4%	0.2%	1.1%
Others	0.3%	0.8%	0.5%	0.2%	0.4%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	34.7%	28.4%	27.3%	25.2%	25.9%
Enjoy family time	23.2%	19.8%	21.3%	20.7%	20.2%
Have fun	7.4%	8.5%	8.5%	9.0%	8.5%
Explore the destination	32.5%	40.9%	40.8%	43.4%	43.6%
Practice their hobbies	1.4%	1.1%	1.2%	0.8%	0.8%
Other reasons	0.8%	1.4%	0.8%	1.0%	0.9%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	10.3%	6.5%	5.7%	6.3%
Canary Islands	--	20.0%	19.9%	19.4%	18.4%
Other destination	--	69.7%	73.5%	74.9%	75.4%
- Balearic Islands	--	8.2%	7.9%	7.6%	7.6%
- Rest of Spain	--	47.7%	37.2%	39.5%	37.1%
- Italy	--	2.8%	5.8%	5.3%	6.7%
- France	--	1.5%	3.8%	3.9%	3.8%
- Turkey	--	0.6%	1.2%	0.6%	0.6%
- Greece	--	0.8%	1.5%	1.5%	1.8%
- Portugal	--	3.3%	5.5%	4.6%	4.3%
- Croatia	--	0.2%	0.5%	0.6%	1.0%
- Egypt	--	0.2%	1.2%	0.6%	0.7%
- Tunisia	--	0.1%	0.0%	0.3%	0.0%
- Morocco	--	0.3%	1.1%	1.3%	1.0%
- Others	--	4.1%	7.7%	9.1%	10.9%

** 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")	--	26.7%	28.4%	27.5%	28.1%
Canary Islands (other island)	--	20.9%	22.4%	21.2%	22.9%
Other destination	--	52.4%	49.2%	51.3%	49.0%
- Balearic Islands	--	14.3%	11.8%	12.5%	11.6%
- Rest of Spain	--	14.3%	12.7%	14.2%	13.6%
- Italy	--	5.2%	5.0%	6.1%	5.7%
- France	--	1.9%	1.8%	1.3%	1.4%
- Turkey	--	0.8%	1.0%	0.5%	1.1%
- Greece	--	4.9%	5.0%	4.9%	4.5%
- Portugal	--	4.8%	5.0%	5.9%	5.5%
- Croatia	--	2.0%	2.1%	2.4%	2.1%
- Egypt	--	1.6%	1.6%	1.4%	1.3%
- Others	--	2.6%	3.2%	2.1%	2.3%

** Percentage of valid answers*

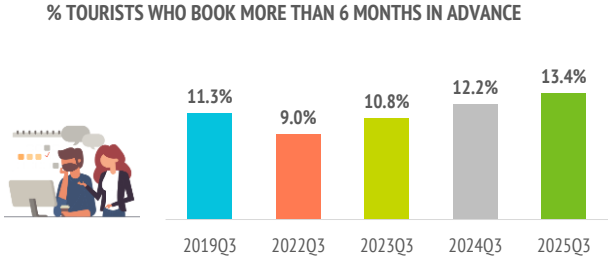
Importance of each factor in the destination choice

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	59.1%	53.9%	54.9%	53.3%	52.8%
Landscapes	48.8%	50.7%	53.6%	51.7%	51.9%
Tranquility	48.5%	48.9%	52.7%	49.7%	51.4%
Sea	43.7%	43.6%	45.8%	42.3%	42.0%
Beaches	42.1%	39.8%	43.2%	39.5%	41.3%
Safety	32.9%	36.7%	42.6%	40.1%	40.6%
Environment	40.9%	41.8%	44.2%	40.2%	40.6%
European belonging	35.0%	37.1%	40.0%	41.1%	38.3%
Authenticity	28.7%	31.5%	34.6%	34.5%	33.3%
Gastronomy	26.7%	28.7%	31.6%	33.1%	33.1%
Price	26.6%	29.2%	32.6%	32.8%	31.5%
Fun possibilities	23.6%	25.6%	30.0%	28.2%	27.8%
Accommodation supply	28.7%	28.1%	29.4%	26.5%	27.4%
Effortless trip	22.0%	24.5%	27.7%	27.2%	27.0%
Historical heritage	14.9%	15.7%	18.0%	17.5%	17.0%
Exoticism	16.4%	17.5%	20.3%	17.7%	16.1%
Culture	11.4%	11.2%	13.8%	14.2%	12.8%
Hiking trail network	12.1%	11.8%	15.2%	11.7%	12.0%
Nightlife	8.0%	7.5%	10.3%	8.4%	8.0%
Shopping	8.8%	6.9%	9.3%	7.8%	7.7%

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	1.3%	0.9%	1.1%	1.6%	1.4%
Between 1 and 30 days	27.0%	23.8%	24.7%	21.1%	23.5%
Between 1 and 2 months	26.5%	31.7%	25.5%	25.4%	25.8%
Between 3 and 6 months	34.0%	34.6%	37.9%	39.6%	35.9%
More than 6 months	11.3%	9.0%	10.8%	12.2%	13.4%



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

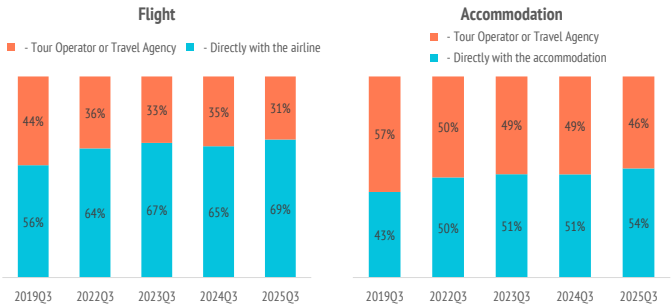
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Previous visits to the Canary Islands	37.6%	34.1%	33.9%	33.2%	31.6%
Friends or relatives	35.0%	37.8%	37.8%	39.5%	39.3%
Internet or social media	51.9%	54.9%	50.8%	54.1%	55.3%
Mass Media	1.2%	1.3%	1.6%	1.4%	1.7%
Travel guides and magazines	4.7%	4.8%	4.0%	3.2%	4.7%
Travel Blogs or Forums	9.9%	12.1%	10.6%	11.0%	10.2%
Travel TV Channels	0.3%	0.5%	0.5%	0.5%	0.6%
Tour Operator or Travel Agency	17.3%	13.5%	12.6%	12.8%	11.5%
Public administrations or similar	0.5%	0.7%	0.5%	0.3%	1.4%
Others	2.8%	4.1%	4.9%	5.0%	5.0%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
SPANISH MAINLAND: Third Quarter

With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	55.9%	64.3%	67.0%	65.3%	68.7%
- Tour Operator or Travel Agency	44.1%	35.7%	33.0%	34.7%	31.3%
Accommodation					
- Directly with the accommodation	42.6%	49.8%	51.4%	51.4%	54.3%
- Tour Operator or Travel Agency	57.4%	50.2%	48.6%	48.6%	45.7%



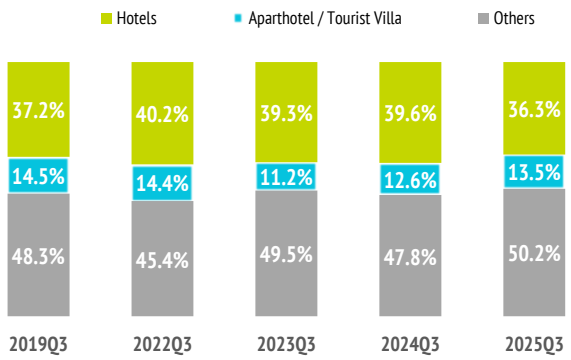
Where does the flight come from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Spanish Mainland	99.5%	99.6%	99.8%	99.7%	99.9%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.1%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.1%	0.2%	0.1%	0.0%
Sweden	0.0%	0.0%	0.0%	0.0%	0.0%
Romania	0.0%	0.0%	0.0%	0.1%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Denmark	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	0.1%	0.0%	0.0%	0.0%
Hungary	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.2%	0.2%	0.1%	0.1%	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	37.2%	40.2%	39.3%	39.6%	36.3%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	14.5%	14.4%	11.2%	12.6%	13.5%
House/room rented in a private dwelling	8.0%	8.4%	11.9%	14.7%	18.9%
Private accommodation (1)	17.8%	14.1%	12.7%	11.4%	11.7%
Others (Cottage, cruise, camping,..)	4.9%	4.8%	3.6%	1.6%	2.1%

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

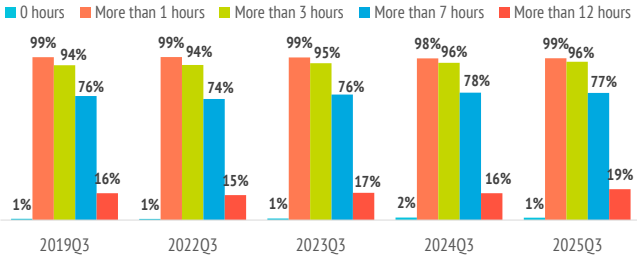


What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	28.1%	29.4%	31.4%	33.6%	41.7%
Bed and Breakfast	12.9%	14.6%	16.4%	16.5%	15.7%
Half board	25.1%	22.9%	25.7%	23.3%	21.2%
Full board	5.2%	4.9%	2.9%	3.3%	2.4%
All inclusive	28.7%	28.2%	23.6%	23.3%	19.0%

Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	0.8%	0.7%	1.0%	1.5%	1.4%
1 - 2 hours	5.0%	4.9%	3.6%	2.7%	2.2%
3 - 6 hours	18.7%	20.7%	19.1%	18.1%	19.0%
7 - 12 hours	59.2%	58.5%	59.8%	61.3%	58.6%
More than 12 hours	16.3%	15.2%	16.6%	16.3%	18.8%
Outdoor time per day	9.3	9.1	9.4	9.4	9.6



Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Beach	81.5%	82.5%	81.2%	81.6%	80.1%
Walk, wander	74.8%	79.7%	77.2%	80.7%	78.2%
Explore the island on their own	63.4%	70.6%	70.3%	74.0%	71.2%
Swimming pool, hotel facilities	58.8%	61.7%	59.7%	61.0%	57.2%
Taste Canarian gastronomy	41.2%	45.8%	43.3%	50.4%	49.1%
Hiking	--	24.0%	22.4%	24.3%	24.9%
Theme parks	21.5%	21.5%	22.8%	26.1%	23.4%
Organized excursions	17.5%	21.7%	18.2%	22.0%	21.6%
Wineries / markets / popular festivals	17.9%	19.6%	18.8%	21.7%	20.8%
Museums / exhibitions	17.6%	20.5%	20.7%	22.4%	20.0%
Sea excursions / whale watching	15.4%	15.3%	14.6%	17.2%	16.8%
Nightlife / concerts / shows	15.2%	17.1%	16.0%	16.2%	15.4%
Other Nature Activities	--	13.4%	13.0%	15.7%	15.1%
Running	--	5.4%	6.0%	5.6%	6.3%
Astronomical observation	5.2%	6.0%	5.3%	5.8%	6.0%
Practice other sports	--	6.4%	6.8%	6.1%	4.7%
Scuba Diving	--	4.1%	3.9%	4.1%	4.6%
Beauty and health treatments	5.0%	4.9%	4.1%	3.8%	3.5%
Surf	--	2.9%	2.8%	2.9%	3.0%
Swim	--	3.0%	2.6%	2.8%	2.4%
Cycling / Mountain bike	--	2.1%	1.7%	1.9%	1.4%
Golf	--	0.8%	1.2%	1.6%	1.0%
Windsurf / Kitesurf	--	0.6%	0.9%	0.4%	0.8%

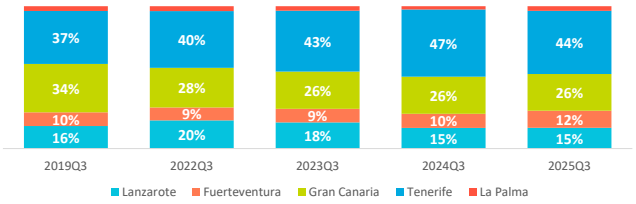
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

SPANISH MAINLAND: Third Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	89,785	111,148	98,254	75,643	85,229
Fuerteventura	54,481	50,942	50,607	51,947	70,209
Gran Canaria	192,494	156,143	139,819	135,435	151,013
Tenerife	210,069	223,955	227,786	246,249	259,452
La Palma	19,028	19,051	16,968	11,975	18,683



Share by islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	15.9%	19.8%	18.4%	14.5%	14.6%
Fuerteventura	9.6%	9.1%	9.5%	10.0%	12.0%
Gran Canaria	34.0%	27.8%	26.2%	26.0%	25.8%
Tenerife	37.1%	39.9%	42.7%	47.2%	44.4%
La Palma	3.4%	3.4%	3.2%	2.3%	3.2%

How many are loyal to the Canary Islands?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Repeat tourists	68.3%	67.5%	74.9%	66.5%	66.0%
At least 10 previous visits	15.7%	14.6%	14.5%	12.6%	11.1%
Repeat tourists (last 5 years)	58.9%	57.2%	67.8%	58.1%	57.0%
Repeat tourists (last 5 years)(5 or more visits)	16.2%	13.3%	12.3%	11.8%	11.9%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	87.4%	88.7%	87.3%	89.1%	90.0%
Two islands	11.3%	9.8%	11.2%	9.7%	8.8%
Three or more islands	1.3%	1.5%	1.5%	1.3%	1.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.65	8.75	8.76	8.65	8.71

Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Worse or much worse than expected	3.9%	4.3%	4.7%	4.9%	3.4%
Lived up to expectations	52.0%	51.5%	49.3%	52.8%	51.3%
Better or much better than expected	44.1%	44.2%	46.0%	42.2%	45.4%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	8.66	8.91	8.92	8.80	8.87
Recommend visiting the Canary Islands	8.93	9.14	9.10	9.01	9.05

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Gender					
Men	51.7%	50.9%	51.9%	51.4%	50.3%
Women	48.3%	49.1%	48.1%	48.6%	49.7%
Age					
Average age	40.9	39.9	39.2	38.6	38.7
Standard deviation	12.3	13.7	13.6	13.2	13.9
Age range					
16 - 24 years old	10.0%	14.6%	17.0%	16.9%	18.8%
25 - 30 years old	15.1%	17.0%	15.2%	16.0%	16.2%
31 - 45 years old	38.7%	34.1%	36.1%	37.9%	34.9%
46 - 60 years old	29.9%	26.2%	24.7%	22.8%	22.8%
Over 60 years old	6.3%	8.1%	7.0%	6.4%	7.3%
Occupation					
Salaried worker	64.0%	64.1%	66.7%	67.4%	67.6%
Self-employed	12.6%	9.9%	10.6%	9.8%	10.4%
Unemployed	2.3%	2.2%	2.1%	2.0%	1.6%
Business owner	8.0%	8.5%	8.8%	8.5%	7.2%
Student	7.6%	9.0%	6.7%	7.8%	8.0%
Retired	4.2%	5.1%	4.2%	3.6%	4.5%
Unpaid domestic work	0.6%	0.6%	0.2%	0.2%	0.0%
Others	0.8%	0.5%	0.6%	0.7%	0.8%
Annual household income level					
Less than €25,000	25.8%	23.2%	24.5%	20.0%	20.1%
€25,000 - €49,999	48.4%	48.1%	46.3%	46.6%	46.9%
€50,000 - €74,999	17.9%	17.7%	18.4%	20.5%	21.9%
More than €74,999	7.9%	11.0%	10.8%	13.0%	11.1%
Education level					
No studies	0.3%	0.2%	0.4%	0.4%	0.4%
Primary education	3.8%	2.1%	2.2%	2.9%	2.6%
Secondary education	21.1%	17.5%	17.5%	15.6%	15.7%
Higher education	74.8%	80.2%	79.9%	81.1%	81.3%

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	14.3%	10.5%	11.1%	9.0%	9.5%
Only with partner	36.0%	40.8%	38.0%	39.7%	39.1%
Only with children (< 13 years old)	9.2%	6.1%	6.6%	5.4%	5.0%
Partner + children (< 13 years old)	12.3%	11.1%	11.0%	12.6%	10.8%
Other relatives	7.6%	8.4%	9.7%	8.9%	9.6%
Friends	5.7%	7.0%	6.4%	7.7%	8.9%
Work colleagues	1.0%	1.2%	2.2%	1.5%	2.0%
Organized trip	0.0%	0.2%	0.3%	0.2%	0.2%
Other combinations (2)	13.7%	14.6%	14.8%	15.0%	14.9%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**25.8%**	**22.3%**	**22.5%**	**24.1%**	**21.3%**
- Between 0 and 2 years old	1.4%	1.7%	1.4%	1.4%	1.6%
- Between 3 and 12 years old	23.1%	19.1%	19.4%	21.7%	19.0%
- Between 0 -2 and 3-12 years old	1.3%	1.5%	1.7%	1.0%	0.7%
Tourists without children	**74.2%**	**77.7%**	**77.5%**	**75.9%**	**78.7%**
Group composition:					
- 1 person	16.1%	12.4%	13.8%	11.4%	11.2%
- 2 people	42.0%	46.9%	44.4%	45.3%	48.0%
- 3 people	17.4%	17.1%	16.7%	17.4%	16.0%
- 4 or 5 people	21.6%	20.0%	21.0%	21.8%	19.6%
- 6 or more people	2.8%	3.7%	4.0%	4.1%	5.3%
Average group size:	**2.63**	**2.69**	**2.70**	**2.75**	**2.78**

**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.