

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) (*)	n.d.	n.d.	n.d.	n.d.	n.d.	77.9%	101.41
Tourist arrivals ≥ 16 years old (EGT) (*)	74	65	71	86	106	81.5%	118.77
- book holiday package (*)	58	53	56	70	81	79.5%	138.40
- do not book holiday package (*)	16	12	15	16	25	80.9%	145.32
- % tourists who book holiday package	77.9%	81.5%	79.5%	80.9%	76.4%	76.4%	144.20
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	n.d.	n.d.	n.d.	n.d.		
Expenditure per tourist (€)	1,443	1,299	1,714	1,656	1,686		
- book holiday package	1,556	1,363	1,709	1,736	1,702		
- holiday package	1,339	1,136	1,425	1,457	1,446		
- others	217	227	285	279	255		
- do not book holiday package	1,046	1,016	1,731	1,319	1,633		
- flight	353	333	576	308	432		
- accommodation	298	247	460	473	426		
- others	395	435	695	538	776		
Average lenght of stay	9.5	8.0	8.7	8.6	8.6	Average lenght of stay	Expenditure per tourist (€)
- Median	7.5	7.0	7.0	7.5	7.0	9.5	1,443
Average daily expenditure (€)	152.91	170.64	204.33	209.71	206.88	2022Q3	2023Q3
- Median	135.25	148.18	181.43	174.72	190.00	8.0	1,299
Average daily expenditure (without flight)	101.41	118.77	138.40	145.32	144.20	2023Q3	2024Q3
- Median	90.07	104.91	124.00	124.66	136.71	8.7	1,714
Average cost of the flight (€)	504.32	395.26	548.91	502.80	503.72	2024Q3	2025Q3
Total turnover (≥ 16 years old) (€m)	107	85	122	143	179	8.6	1,656
Turnover without flight (≥ 16 years old) (€m)	70	59	83	100	125	8.6	1,686

(*) Thousands of tourists

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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	92.0%	91.9%	90.8%	94.0%	89.9%
- Additional accommodation expenses	5.8%	4.4%	4.5%	4.5%	5.9%
Transport:					
- National/International Transport	95.7%	95.7%	96.4%	97.4%	96.3%
- Flights between islands	6.6%	6.9%	8.3%	7.9%	3.4%
- Taxi	63.0%	72.9%	69.4%	64.6%	63.1%
- Car rental	30.7%	37.8%	34.9%	40.0%	41.4%
- Public transport	5.7%	8.0%	9.0%	7.7%	7.4%
Food and drink:					
- Food purchases at supermarkets	47.3%	54.0%	49.8%	50.2%	51.0%
- Restaurants	39.2%	46.8%	48.4%	45.7%	48.0%
Leisure:					
- Organized excursions	44.0%	43.5%	51.6%	47.6%	46.3%
- Sport activities	3.8%	3.9%	3.7%	2.5%	4.7%
- Cultural activities	3.0%	2.6%	1.7%	3.4%	2.8%
- Museums	3.0%	6.2%	4.6%	4.1%	6.5%
- Theme Parks	15.5%	16.8%	20.7%	25.2%	20.1%
- Discos and pubs	6.5%	4.2%	3.8%	6.0%	2.3%
- Wellness	0.7%	0.7%	1.8%	0.9%	1.8%
Purchases of goods:					
- Souvenirs	59.4%	61.5%	56.7%	55.8%	56.7%
- Other expenses	0.7%	1.2%	1.1%	0.4%	0.6%
Other:					
- Medical or pharmaceutical expenses	2.9%	2.5%	3.3%	4.9%	5.0%
- Other expenses	4.1%	5.5%	7.4%	6.1%	6.8%

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:	764	706	855	846	907
- Accommodation	661	594	766	774	797
- Additional accommodation expenses	103	112	88	72	110
Transport:	798	748	967	859	893
- National/International Transport	527	413	569	516	523
- Flights between islands	53	84	119	73	112
- Taxi	106	111	126	120	109
- Car rental	95	126	137	128	119
- Public transport	17	13	16	22	31
Food and drink:	192	186	280	236	337
- Food purchases at supermarkets	70	84	132	90	128
- Restaurants	122	102	148	146	209
Leisure:	472	517	605	732	623
- Organized excursions	117	125	138	182	170
- Sport activities	115	150	115	124	77
- Cultural activities	42	45	53	177	92
- Museums	19	37	50	34	62
- Theme Parks	63	65	94	72	79
- Discos and pubs	86	77	52	72	71
- Wellness	31	18	104	71	73
Purchases of goods:	327	262	160	118	127
- Souvenirs	108	64	103	81	92
- Other expenses	219	198	56	36	35
Other:	142	152	294	139	153
- Medical or pharmaceutical expenses	47	109	47	35	48
- Other expenses	95	43	247	104	105

What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	98.5%	94.7%	94.5%	98.5%	96.6%
Visiting family or friends	1.5%	2.9%	3.1%	1.1%	3.1%
Business and work	0.0%	1.9%	0.9%	0.4%	0.3%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.0%	0.2%	0.0%	0.0%	0.0%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.8%	0.0%	0.0%
Others	0.0%	0.3%	0.7%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	62.8%	55.9%	56.7%	47.1%	56.6%
Enjoy family time	8.6%	5.5%	6.9%	5.2%	6.8%
Have fun	2.4%	2.9%	1.1%	2.9%	2.9%
Explore the destination	25.0%	34.8%	34.7%	44.3%	33.4%
Practice their hobbies	1.0%	0.0%	0.3%	0.4%	0.3%
Other reasons	0.3%	0.8%	0.3%	0.0%	0.0%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	21.9%	24.1%	8.8%	10.0%
Canary Islands	--	14.7%	13.7%	12.9%	16.6%
Other destination	--	63.4%	62.2%	78.4%	73.5%
- Balearic Islands	--	4.0%	3.2%	2.5%	5.2%
- Rest of Spain	--	3.5%	4.8%	8.2%	7.0%
- Italy	--	4.5%	4.8%	7.6%	6.2%
- France	--	0.3%	1.4%	3.6%	1.7%
- Turkey	--	9.2%	8.3%	12.7%	10.7%
- Greece	--	15.3%	15.3%	18.9%	18.3%
- Portugal	--	3.7%	1.5%	2.9%	3.3%
- Croatia	--	7.0%	4.6%	4.0%	4.2%
- Egypt	--	1.3%	2.5%	3.5%	3.3%
- Tunisia	--	0.3%	0.9%	1.8%	2.3%
- Morocco	--	0.9%	0.0%	0.6%	0.8%
- Others	--	13.4%	14.9%	12.1%	10.4%

* 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")	--	5.4%	5.1%	4.3%	3.8%
Canary Islands (other island)	--	19.6%	17.9%	21.9%	18.1%
Other destination	--	75.0%	77.0%	73.9%	78.1%
- Balearic Islands	--	4.8%	3.1%	3.1%	3.4%
- Rest of Spain	--	10.8%	12.4%	9.7%	11.8%
- Italy	--	10.4%	13.6%	11.6%	13.3%
- France	--	2.1%	0.8%	2.8%	2.8%
- Turkey	--	6.2%	6.9%	6.7%	7.8%
- Greece	--	16.8%	17.8%	15.0%	16.7%
- Portugal	--	8.7%	8.3%	10.6%	8.6%
- Croatia	--	7.6%	6.8%	7.7%	7.1%
- Egypt	--	4.3%	3.3%	3.6%	2.4%
- Others	--	3.3%	4.0%	3.2%	4.2%

* Percentage of valid answers

Importance of each factor in the destination choice

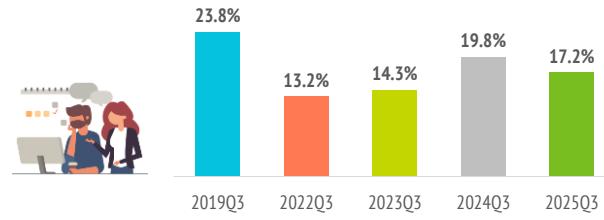
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	75.9%	67.4%	64.4%	67.8%	64.9%
Safety	70.3%	61.5%	69.5%	63.6%	64.2%
Landscapes	61.2%	61.9%	61.0%	67.8%	62.6%
Tranquility	59.6%	53.5%	59.5%	52.4%	51.0%
Sea	65.7%	58.7%	53.8%	53.5%	50.4%
Accommodation supply	55.6%	44.6%	51.4%	44.3%	43.9%
European belonging	53.2%	50.4%	53.2%	43.4%	42.9%
Environment	43.2%	42.2%	46.9%	50.3%	42.7%
Beaches	54.4%	52.1%	45.8%	45.0%	41.0%
Gastronomy	35.2%	35.1%	31.7%	35.5%	33.5%
Price	37.9%	41.9%	34.0%	30.0%	31.2%
Authenticity	42.5%	37.7%	37.4%	38.9%	30.7%
Effortless trip	29.7%	29.3%	30.2%	32.9%	28.0%
Exoticism	35.8%	35.5%	36.0%	29.9%	26.3%
Fun possibilities	21.6%	17.9%	13.7%	16.3%	12.2%
Hiking trail network	10.3%	9.4%	13.6%	15.3%	11.6%
Culture	13.2%	11.0%	8.5%	11.1%	9.5%
Historical heritage	9.2%	7.7%	8.4%	10.9%	7.7%
Nightlife	7.3%	6.7%	8.5%	10.2%	4.2%
Shopping	7.9%	4.5%	4.5%	9.0%	3.4%

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	0.5%	0.0%	2.2%	0.5%	0.2%
Between 1 and 30 days	34.5%	30.5%	34.4%	31.2%	36.4%
Between 1 and 2 months	15.7%	23.9%	20.8%	23.1%	19.4%
Between 3 and 6 months	25.5%	32.4%	28.2%	25.5%	26.8%
More than 6 months	23.8%	13.2%	14.3%	19.8%	17.2%

% 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	36.3%	30.9%	21.8%	23.7%	31.1%
Friends or relatives	29.2%	22.1%	25.0%	23.2%	25.7%
Internet or social media	64.1%	67.0%	66.5%	70.6%	64.7%
Mass Media	5.2%	3.1%	4.4%	3.8%	3.7%
Travel guides and magazines	14.9%	11.5%	10.6%	9.9%	7.7%
Travel Blogs or Forums	16.6%	18.5%	15.8%	16.1%	20.2%
Travel TV Channels	1.7%	2.2%	0.8%	1.0%	3.1%
Tour Operator or Travel Agency	42.7%	37.9%	47.8%	41.0%	39.7%
Public administrations or similar	0.0%	0.8%	0.3%	0.7%	1.4%
Others	1.5%	2.6%	2.0%	5.3%	4.8%

* Multi-choice question

With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	19.3%	12.8%	19.4%	16.7%	15.4%
- Tour Operator or Travel Agency	80.7%	87.2%	80.6%	83.3%	84.6%
Accommodation					
- Directly with the accommodation	13.5%	9.2%	12.3%	10.7%	9.9%
- Tour Operator or Travel Agency	86.5%	90.8%	87.7%	89.3%	90.1%

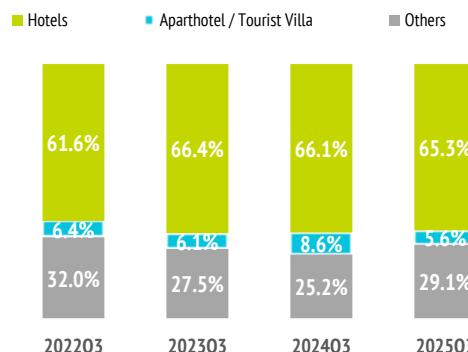
Where does the flight come from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Poland	94.1%	96.6%	96.1%	93.0%	93.0%
Germany	4.1%	1.0%	2.1%	4.1%	2.7%
Spanish Mainland	0.5%	0.4%	1.0%	0.9%	1.3%
Romania	0.0%	0.0%	0.0%	0.0%	0.9%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.6%
Hungary	0.0%	0.0%	0.0%	0.0%	0.6%
Italy	0.0%	0.3%	0.0%	0.7%	0.4%
Belgium	0.2%	0.0%	0.0%	0.0%	0.4%
Austria	0.0%	0.0%	0.0%	0.6%	0.0%
Denmark	0.0%	0.8%	0.0%	0.0%	0.0%
Others	1.2%	1.0%	0.8%	0.7%	0.0%

Where do they stay?

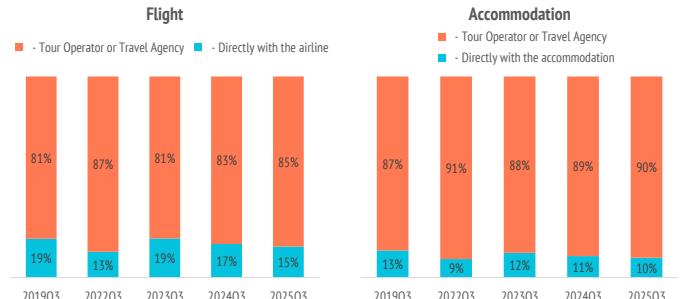
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
1-2-3* Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
4* Hotel	60.9%	61.6%	66.4%	66.1%	65.3%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	13.6%	6.4%	6.1%	8.6%	5.6%
House/room rented in a private dwelling	4.6%	1.4%	4.9%	9.1%	6.0%
Private accommodation (1)	2.8%	4.2%	4.3%	2.5%	5.2%
Others (Cottage, cruise, camping,..)	6.8%	6.3%	2.7%	0.0%	0.9%

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



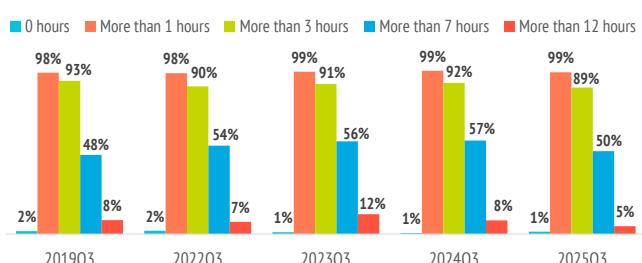
What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	13.0%	7.0%	7.4%	9.3%	11.4%
Bed and Breakfast	3.3%	4.1%	7.9%	4.4%	6.9%
Half board	15.3%	14.0%	15.5%	15.1%	15.3%
Full board	1.4%	1.1%	1.4%	0.7%	1.5%
All inclusive	67.1%	73.9%	67.8%	70.6%	64.9%



Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	1.7%	2.0%	1.1%	0.5%	1.4%
1 - 2 hours	4.9%	8.0%	7.4%	7.4%	9.4%
3 - 6 hours	45.1%	36.1%	35.0%	35.2%	38.8%
7 - 12 hours	39.7%	46.4%	44.4%	48.6%	45.7%
More than 12 hours	8.5%	7.4%	12.1%	8.3%	4.8%
Outdoor time per day	7.3	7.6	8.0	7.7	6.9

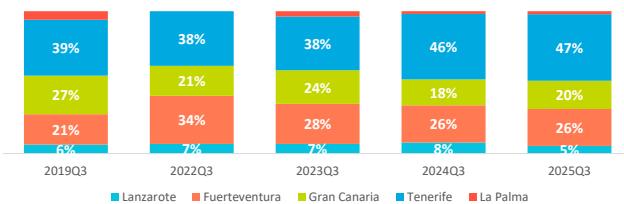


Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Beach	85.8%	88.5%	82.9%	88.3%	83.3%
Walk, wander	74.9%	79.8%	76.5%	77.0%	73.9%
Swimming pool, hotel facilities	71.4%	73.3%	68.8%	69.2%	71.6%
Explore the island on their own	60.9%	64.6%	62.7%	72.1%	60.6%
Organized excursions	43.0%	44.2%	45.2%	44.3%	37.4%
Taste Canarian gastronomy	27.9%	27.1%	28.1%	29.5%	29.8%
Theme parks	33.6%	25.8%	25.9%	33.2%	26.1%
Hiking	--	28.5%	28.6%	31.5%	25.9%
Sea excursions / whale watching	22.7%	20.7%	23.3%	26.4%	21.6%
Swim	--	19.5%	18.3%	17.8%	13.9%
Museums / exhibitions	10.1%	10.7%	9.8%	13.6%	11.4%
Wineries / markets / popular festivals	11.6%	10.0%	13.8%	10.2%	8.5%
Running	--	8.1%	3.6%	10.0%	7.4%
Nightlife / concerts / shows	5.6%	11.0%	8.9%	9.1%	7.0%
Scuba Diving	--	4.3%	10.9%	6.7%	6.6%
Astronomical observation	4.7%	4.5%	4.8%	5.0%	4.5%
Other Nature Activities	--	5.6%	2.8%	7.2%	4.4%
Practice other sports	--	5.9%	4.8%	8.0%	4.3%
Beauty and health treatments	2.3%	0.7%	4.2%	1.6%	4.2%
Surf	--	1.5%	2.5%	4.5%	2.9%
Cycling / Mountain bike	--	5.2%	1.3%	4.1%	2.8%
Windsurf / Kitesurf	--	1.9%	1.2%	1.3%	2.0%
Golf	--	--	0.9%	1.4%	1.4%

* Multi-choice question

Which island do they choose?

Tourists (≥ 16 year old)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	4,652	4,412	4,796	6,631	5,720
Fuerteventura	15,827	21,974	19,967	22,656	27,497
Gran Canaria	20,093	13,683	16,687	15,721	21,069
Tenerife	29,145	24,932	26,766	39,643	49,613
La Palma	4,392	0	2,623	1,687	2,217



How many are loyal to the Canary Islands?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Repeat tourists	46.9%	43.9%	44.7%	38.6%	43.5%
At least 10 previous visits	1.1%	5.8%	3.4%	1.5%	3.6%
Repeat tourists (last 5 years)	42.0%	41.7%	40.9%	34.5%	39.5%
Repeat tourists (last 5 years)(5 or more visits)	3.5%	4.6%	4.6%	3.3%	4.0%

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
<u>Gender</u>					
Men	51.7%	51.5%	50.5%	58.2%	56.8%
Women	48.3%	48.5%	49.5%	41.8%	43.2%
<u>Age</u>					
Average age	37.4	37.5	37.2	36.9	38.9
Standard deviation	12.0	13.1	13.7	11.6	13.2
<u>Age range</u>					
16 - 24 years old	12.1%	19.3%	19.8%	16.2%	15.5%
25 - 30 years old	22.7%	15.7%	18.8%	18.1%	16.9%
31 - 45 years old	45.0%	41.8%	37.4%	45.4%	38.2%
46 - 60 years old	15.7%	15.4%	17.1%	16.3%	21.7%
Over 60 years old	4.6%	7.8%	7.0%	4.0%	7.7%
<u>Occupation</u>					
Salaried worker	40.7%	51.0%	62.1%	52.2%	40.8%
Self-employed	21.0%	19.4%	13.3%	18.5%	22.6%
Unemployed	15.1%	3.7%	1.1%	2.1%	2.0%
Business owner	17.5%	14.5%	14.9%	19.4%	15.0%
Student	3.5%	9.3%	4.7%	7.1%	15.1%
Retired	1.6%	2.2%	4.0%	0.7%	3.8%
Unpaid domestic work	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.6%	0.0%	0.0%	0.0%	0.7%
<u>Annual household income level</u>					
Less than €25,000	40.6%	39.6%	28.5%	19.5%	19.7%
€25,000 - €49,999	44.2%	39.8%	37.4%	37.4%	42.7%
€50,000 - €74,999	8.1%	11.8%	25.4%	27.1%	25.8%
More than €74,999	7.1%	8.8%	8.7%	16.0%	11.9%
<u>Education level</u>					
No studies	4.6%	1.0%	0.5%	1.0%	0.0%
Primary education	1.5%	2.3%	0.3%	0.2%	0.0%
Secondary education	19.1%	22.7%	19.1%	23.7%	24.1%
Higher education	74.8%	74.0%	80.0%	75.1%	75.9%

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	6.3%	6.8%	6.8%	7.7%	5.4%
Fuerteventura	21.4%	33.8%	28.2%	26.2%	25.9%
Gran Canaria	27.1%	21.1%	23.6%	18.2%	19.9%
Tenerife	39.3%	38.4%	37.8%	45.9%	46.8%
La Palma	5.9%	0.0%	3.7%	2.0%	2.1%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	80.5%	87.3%	78.5%	81.0%	86.5%
Two islands	17.0%	11.9%	20.5%	18.0%	12.0%
Three or more islands	2.6%	0.8%	1.1%	1.0%	1.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.95	9.10	8.82	8.83	8.69
Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3

Worse or much worse than expected	4.4%	3.9%	6.9%	5.6%	4.9%
Lived up to expectations	53.8%	56.5%	53.0%	53.5%	55.0%
Better or much better than expected	41.8%	39.7%	40.0%	40.9%	40.0%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	8.34	8.48	8.31	8.36	8.13
Recommend visiting the Canary Islands	9.05	9.23	8.86	8.92	8.78

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	3.3%	4.8%	2.8%	3.5%	4.7%
Only with partner	48.9%	41.7%	44.8%	40.8%	39.1%
Only with children (< 13 years old)	5.6%	5.7%	5.7%	3.8%	3.7%
Partner + children (< 13 years old)	11.2%	11.0%	8.1%	11.5%	7.8%
Other relatives	10.4%	12.0%	15.8%	20.1%	15.6%
Friends	3.9%	4.8%	5.0%	5.1%	2.1%
Work colleagues	0.0%	0.3%	0.9%	0.0%	0.8%
Organized trip	0.0%	0.9%	0.0%	0.0%	1.2%
Other combinations (2)	16.6%	18.9%	16.9%	15.3%	24.9%
<i>(2) Combination of some of the groups previously analyzed</i>					
Tourists with children					
- Between 0 and 2 years old	0.2%	2.5%	0.0%	0.0%	0.0%
- Between 3 and 12 years old	27.0%	24.4%	20.0%	25.9%	18.9%
- Between 0-2 and 3-12 years old	1.6%	0.4%	0.9%	0.1%	0.0%
Tourists without children					
Group composition:					
- 1 person	5.7%	6.8%	3.4%	4.9%	6.9%
- 2 people	53.3%	44.5%	54.7%	47.0%	47.3%
- 3 people	17.5%	21.1%	19.5%	21.6%	19.6%
- 4 or 5 people	19.8%	20.9%	19.3%	23.7%	22.5%
- 6 or more people	3.7%	6.6%	3.1%	2.9%	3.6%
Average group size:					
	2.71	2.90	2.71	2.80	2.81

*People who share the main expenses of the trip