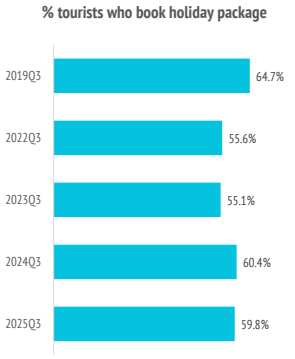
Tourist profile. Historical data (2019 - 2025)

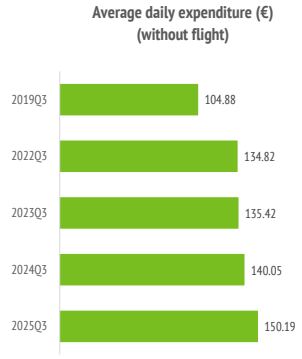
UNITED KINGDOM: Third Quarter

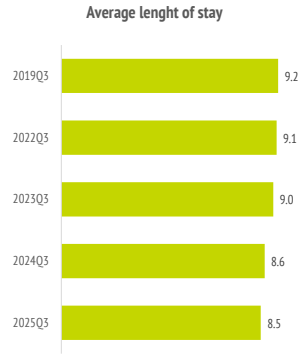
How many are they and how much do they spend?

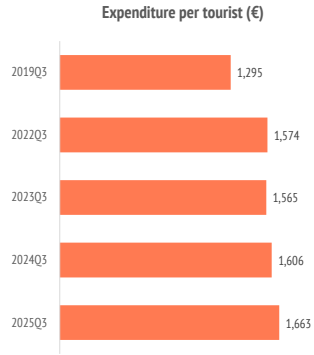
	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,285**	**1,367**	**1,443**	**1,582**	**1,616**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,075**	**1,127**	**1,199**	**1,299**	**1,339**
- book holiday package (*)	696	627	661	784	800
- do not book holiday package (*)	379	500	538	515	539
- % tourists who book holiday package	64.7%	55.6%	55.1%	60.4%	59.8%
Children < 16 years old (FRONTUR - EGT) (*)	210	240	245	283	277
Expenditure per tourist (€)	**1,295**	**1,574**	**1,565**	**1,606**	**1,663**
- book holiday package	1,424	1,708	1,731	1,745	1,830
- holiday package	1,152	1,422	1,429	1,432	1,504
- others	272	287	301	313	326
- do not book holiday package	1,058	1,405	1,362	1,396	1,416
- flight	316	406	393	394	378
- accommodation	325	504	510	487	513
- others	418	495	459	514	525
Average lenght of stay	**9.2**	**9.1**	**9.0**	**8.6**	**8.5**
- Median	8.5	8.3	8.3	8.0	7.8
Average daily expenditure (€)	**152.18**	**190.39**	**192.37**	**200.86**	**209.31**
- Median	142.74	166.08	177.70	178.41	185.11
Average daily expenditure (without flight)	**104.88**	**134.82**	**135.42**	**140.05**	**150.19**
- Median	96.28	122.35	126.13	127.78	135.03
Average cost of the flight (€)	**400.47**	**457.56**	**459.04**	**482.31**	**464.78**
Total turnover (≥ 16 years old) (€m)	**1,392**	**1,773**	**1,876**	**2,087**	**2,227**
Turnover without flight (≥ 16 years old) (€m)	**962**	**1,257**	**1,326**	**1,460**	**1,604**

(*) Thousands of tourists









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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	86.2%	84.7%	85.9%	86.8%	86.6%
- Additional accommodation expenses	9.1%	7.0%	7.2%	5.2%	6.3%
Transport:					
- National/International Transport	95.8%	95.9%	94.3%	97.0%	96.5%
- Flights between islands	3.8%	4.0%	3.9%	3.1%	3.9%
- Taxi	60.0%	65.7%	68.6%	67.8%	68.0%
- Car rental	11.9%	15.6%	15.0%	13.8%	14.6%
- Public transport	5.6%	6.2%	5.9%	8.1%	8.6%
Food and drink:					
- Food purchases at supermarkets	52.0%	60.3%	61.0%	59.2%	58.4%
- Restaurants	56.0%	65.2%	65.3%	66.7%	67.6%
Leisure:					
- Organized excursions	19.1%	23.5%	20.6%	19.8%	20.8%
- Sport activities	7.3%	10.9%	10.3%	8.7%	8.8%
- Cultural activities	2.3%	2.0%	2.4%	1.9%	2.4%
- Museums	2.5%	2.6%	2.6%	2.5%	2.9%
- Theme Parks	10.9%	20.3%	17.5%	18.5%	17.9%
- Discos and pubs	11.7%	14.7%	16.3%	16.1%	16.1%
- Wellness	3.3%	6.4%	6.0%	5.2%	5.2%
Purchases of goods:					
- Souvenirs	45.6%	42.7%	44.3%	42.5%	40.1%
- Other expenses	0.3%	0.4%	0.9%	0.7%	0.9%
Other:					
- Medical or pharmaceutical expenses	6.2%	8.4%	7.6%	6.0%	6.4%
- Other expenses	4.9%	5.1%	5.1%	5.2%	4.8%

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:	**876**	**972**	**987**	**899**	**1,008**
- Accommodation	626	820	810	793	867
- Additional accommodation expenses	250	152	177	106	141
Transport:	**662**	**820**	**791**	**806**	**761**
- National/International Transport	418	477	487	497	482
- Flights between islands	60	83	75	93	64
- Taxi	66	86	77	87	83
- Car rental	94	143	125	109	107
- Public transport	24	31	28	20	25
Food and drink:	**312**	**323**	**335**	**355**	**382**
- Food purchases at supermarkets	115	103	109	113	122
- Restaurants	197	220	226	241	260
Leisure:	**552**	**594**	**526**	**616**	**608**
- Organized excursions	103	110	97	100	95
- Sport activities	95	112	86	108	116
- Cultural activities	71	53	54	62	65
- Museums	36	40	38	51	44
- Theme Parks	80	81	79	91	95
- Discos and pubs	108	121	102	127	108
- Wellness	59	77	70	78	86
Purchases of goods:	**201**	**307**	**258**	**247**	**196**
- Souvenirs	104	83	76	97	**88**
- Other expenses	97	225	182	150	**108**
Other:	**139**	**103**	**104**	**148**	**155**
- Medical or pharmaceutical expenses	42	40	32	34	**30**
- Other expenses	96	63	72	114	**125**

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)

UNITED KINGDOM: Third Quarter

What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	95.4%	94.6%	95.5%	96.2%	95.1%
Visiting family or friends	3.0%	4.2%	3.6%	2.9%	3.8%
Business and work	0.7%	0.4%	0.4%	0.1%	0.3%
Education and training	0.1%	0.1%	0.0%	0.1%	0.0%
Sports training	0.2%	0.0%	0.1%	0.1%	0.2%
Health or medical care	0.0%	0.0%	0.0%	0.1%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.1%	0.0%
Others	0.5%	0.6%	0.4%	0.4%	0.5%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	60.4%	57.2%	57.2%	58.6%	55.9%
Enjoy family time	21.1%	24.8%	24.4%	22.8%	24.7%
Have fun	12.6%	12.7%	12.5%	11.5%	11.6%
Explore the destination	4.9%	4.0%	4.5%	5.6%	6.1%
Practice their hobbies	0.5%	0.6%	0.5%	0.7%	1.0%
Other reasons	0.6%	0.7%	0.9%	0.8%	0.7%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	49.9%	15.7%	14.2%	11.8%
Canary Islands	--	20.3%	33.2%	33.6%	36.4%
Other destination	--	29.8%	51.1%	52.2%	51.9%
- Balearic Islands	--	3.2%	4.9%	5.3%	4.7%
- Rest of Spain	--	4.3%	7.1%	8.1%	9.3%
- Italy	--	1.7%	2.4%	3.5%	3.2%
- France	--	1.8%	3.3%	2.8%	2.6%
- Turkey	--	1.6%	4.9%	4.6%	5.5%
- Greece	--	3.7%	7.3%	7.7%	8.8%
- Portugal	--	2.4%	4.0%	4.3%	2.6%
- Croatia	--	0.8%	1.1%	1.1%	1.1%
- Egypt	--	0.3%	0.9%	1.0%	1.1%
- Tunisia	--	0.1%	0.3%	0.2%	0.4%
- Morocco	--	0.3%	0.7%	0.7%	1.4%
- Others	--	9.6%	14.2%	12.9%	11.3%

** 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")	--	18.0%	17.2%	18.0%	17.7%
Canary Islands (other island)	--	19.1%	20.1%	19.4%	21.1%
Other destination	--	62.9%	62.8%	62.6%	61.2%
- Balearic Islands	--	10.4%	10.7%	9.9%	9.7%
- Rest of Spain	--	11.0%	10.9%	11.5%	11.9%
- Italy	--	5.1%	5.2%	4.3%	5.1%
- France	--	1.9%	1.8%	1.5%	1.5%
- Turkey	--	5.9%	6.8%	6.3%	5.2%
- Greece	--	13.5%	12.4%	13.8%	12.6%
- Portugal	--	8.8%	8.5%	8.6%	8.8%
- Croatia	--	3.5%	4.1%	3.9%	3.7%
- Egypt	--	1.3%	1.6%	1.5%	1.6%
- Others	--	1.4%	1.0%	1.3%	1.1%

** Percentage of valid answers*

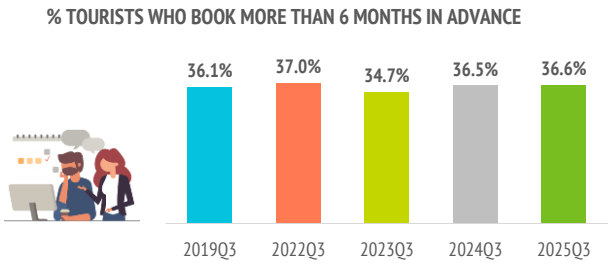
Importance of each factor in the destination choice

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	80.1%	74.9%	77.3%	76.9%	73.8%
Safety	66.0%	66.8%	68.4%	69.9%	71.3%
Accommodation supply	58.7%	58.1%	60.9%	58.3%	59.1%
Price	53.3%	50.2%	50.5%	53.5%	52.9%
Tranquility	47.0%	48.1%	46.2%	49.4%	48.0%
Effortless trip	43.6%	47.8%	47.7%	48.5%	45.4%
Sea	35.8%	36.8%	36.0%	35.4%	36.0%
Environment	36.4%	31.7%	33.1%	34.8%	35.0%
Beaches	34.9%	36.4%	34.8%	33.0%	34.2%
Fun possibilities	34.5%	35.1%	31.7%	32.3%	32.7%
European belonging	32.4%	29.6%	30.2%	30.8%	31.4%
Gastronomy	25.1%	26.0%	27.2%	27.1%	26.9%
Authenticity	21.8%	20.0%	20.9%	21.9%	23.9%
Landscapes	22.2%	18.0%	20.6%	21.9%	21.5%
Shopping	13.4%	12.0%	10.3%	12.5%	13.0%
Culture	8.7%	8.6%	7.4%	10.3%	12.0%
Exoticism	10.8%	9.0%	8.0%	11.1%	10.3%
Nightlife	12.9%	10.5%	10.5%	10.1%	9.2%
Historical heritage	7.4%	5.9%	5.9%	7.4%	7.7%
Hiking trail network	2.7%	2.2%	3.0%	2.2%	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	0.4%	0.3%	0.2%	0.5%	0.4%
Between 1 and 30 days	17.0%	16.9%	18.4%	16.6%	18.1%
Between 1 and 2 months	14.7%	16.6%	15.4%	15.8%	16.2%
Between 3 and 6 months	31.8%	29.2%	31.4%	30.6%	28.7%
More than 6 months	36.1%	37.0%	34.7%	36.5%	36.6%



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

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Previous visits to the Canary Islands	58.3%	57.7%	57.7%	55.6%	57.0%
Friends or relatives	31.3%	33.0%	30.1%	28.7%	29.9%
Internet or social media	57.8%	59.6%	57.4%	53.0%	54.3%
Mass Media	1.6%	3.1%	3.3%	2.1%	2.8%
Travel guides and magazines	6.9%	4.8%	6.1%	5.4%	4.7%
Travel Blogs or Forums	4.9%	4.7%	4.6%	5.0%	4.8%
Travel TV Channels	0.8%	0.8%	0.6%	0.8%	0.6%
Tour Operator or Travel Agency	21.6%	22.5%	21.4%	22.8%	20.6%
Public administrations or similar	0.2%	2.1%	0.6%	0.6%	0.4%
Others	3.4%	3.6%	2.9%	2.8%	3.4%

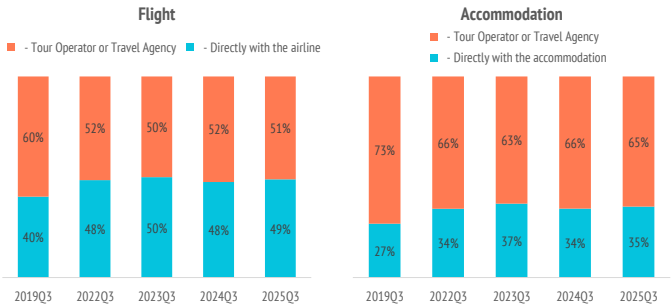
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

UNITED KINGDOM: Third Quarter

With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	40.2%	48.5%	49.9%	47.5%	48.9%
- Tour Operator or Travel Agency	59.8%	51.5%	50.1%	52.5%	51.1%
Accommodation					
- Directly with the accommodation	26.8%	34.2%	36.8%	34.3%	35.3%
- Tour Operator or Travel Agency	73.2%	65.8%	63.2%	65.7%	64.7%



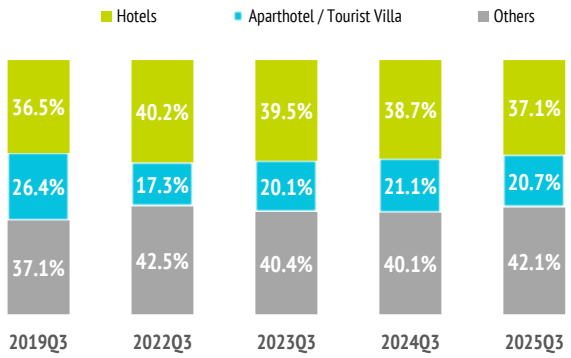
Where does the flight come from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
United Kingdom	98.1%	98.5%	98.3%	98.7%	98.7%
Ireland	0.5%	0.4%	0.8%	0.6%	0.6%
Spanish Mainland	0.6%	0.5%	0.5%	0.2%	0.3%
Netherlands	0.0%	0.0%	0.1%	0.0%	0.2%
Others	0.0%	0.1%	0.0%	0.2%	0.1%
Portugal	0.0%	0.2%	0.0%	0.1%	0.0%
France	0.0%	0.0%	0.0%	0.1%	0.0%
Germany	0.5%	0.1%	0.0%	0.0%	0.0%
Romania	0.0%	0.0%	0.0%	0.0%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.2%	0.2%	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	36.5%	40.2%	39.5%	38.7%	37.1%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	26.4%	17.3%	20.1%	21.1%	20.7%
House/room rented in a private dwelling	2.9%	3.5%	7.7%	12.0%	13.3%
Private accommodation (1)	5.4%	6.4%	4.7%	6.0%	7.2%
Others (Cottage, cruise, camping,..)	7.4%	7.5%	5.0%	1.3%	0.8%

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

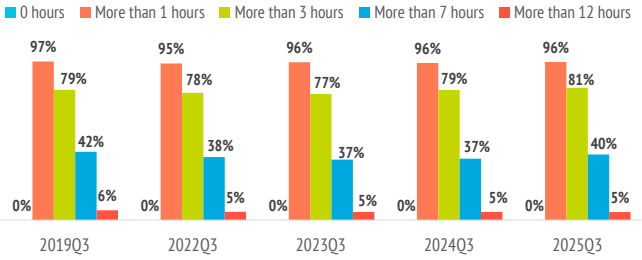


What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	28.0%	23.1%	26.1%	30.0%	32.7%
Bed and Breakfast	9.5%	11.3%	12.4%	11.9%	12.8%
Half board	14.4%	16.1%	15.7%	12.4%	12.6%
Full board	2.0%	2.7%	1.5%	2.1%	1.2%
All inclusive	46.1%	46.8%	44.3%	43.6%	40.8%

Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	3.4%	4.7%	3.9%	4.3%	3.7%
1 - 2 hours	17.3%	17.8%	19.3%	16.4%	15.7%
3 - 6 hours	37.8%	39.1%	40.0%	41.8%	40.6%
7 - 12 hours	35.6%	33.3%	31.8%	32.5%	35.1%
More than 12 hours	5.9%	5.1%	5.0%	4.9%	4.8%
Outdoor time per day	6.5	6.2	6.1	6.2	6.4



Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Swimming pool, hotel facilities	79.1%	82.6%	81.4%	79.9%	79.5%
Walk, wander	71.3%	76.6%	78.1%	78.6%	78.8%
Beach	64.5%	70.9%	66.3%	65.0%	67.1%
Explore the island on their own	32.2%	34.4%	33.9%	33.6%	35.4%
Taste Canarian gastronomy	20.4%	22.4%	20.7%	24.4%	24.2%
Theme parks	22.9%	25.5%	22.3%	23.0%	21.4%
Nightlife / concerts / shows	24.0%	22.2%	23.2%	21.7%	21.2%
Organized excursions	21.0%	22.0%	18.2%	18.4%	18.0%
Sea excursions / whale watching	16.0%	17.2%	15.7%	14.1%	15.4%
Swim	--	14.7%	13.2%	12.5%	14.5%
Wineries / markets / popular festivals	8.3%	9.5%	7.9%	9.0%	11.1%
Beauty and health treatments	5.9%	7.5%	6.4%	6.3%	6.4%
Running	--	5.2%	4.3%	5.0%	6.0%
Museums / exhibitions	6.5%	5.8%	5.1%	5.9%	5.6%
Hiking	--	3.9%	4.7%	4.5%	5.0%
Practice other sports	--	4.3%	3.3%	3.3%	4.7%
Golf	--	3.7%	3.6%	4.4%	3.9%
Other Nature Activities	--	3.1%	3.1%	3.3%	3.4%
Astronomical observation	2.1%	2.3%	2.4%	1.7%	2.3%
Cycling / Mountain bike	--	2.4%	1.9%	2.7%	2.1%
Scuba Diving	--	3.4%	2.6%	1.5%	1.8%
Surf	--	1.9%	1.5%	1.4%	1.4%
Windsurf / Kitesurf	--	1.1%	0.7%	0.6%	1.0%

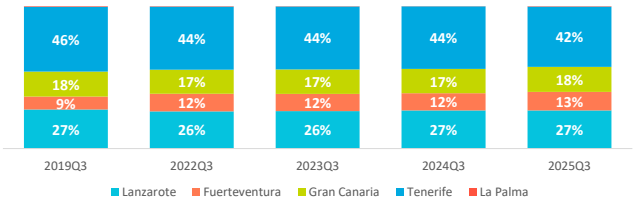
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

UNITED KINGDOM: Third Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	294,234	294,348	314,806	348,145	358,211
Fuerteventura	97,464	139,199	145,071	155,870	174,018
Gran Canaria	188,112	189,149	205,133	221,853	235,461
Tenerife	488,049	498,369	529,935	569,975	565,834
La Palma	4,531	3,563	2,023	1,787	3,729



Share by islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote	27.4%	26.2%	26.3%	26.8%	26.8%
Fuerteventura	9.1%	12.4%	12.1%	12.0%	13.0%
Gran Canaria	17.5%	16.8%	17.1%	17.1%	17.6%
Tenerife	45.5%	44.3%	44.3%	43.9%	42.3%
La Palma	0.4%	0.3%	0.2%	0.1%	0.3%

How many are loyal to the Canary Islands?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Repeat tourists	75.8%	74.4%	82.1%	75.4%	77.4%
At least 10 previous visits	17.5%	19.7%	20.0%	20.5%	22.4%
Repeat tourists (last 5 years)	66.3%	63.6%	71.2%	64.8%	68.7%
Repeat tourists (last 5 years)(5 or more visits)	16.2%	11.1%	15.6%	17.7%	20.7%

Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Gender					
Men	41.5%	43.0%	43.3%	42.8%	41.7%
Women	58.5%	57.0%	56.7%	57.2%	58.3%
Age					
Average age	43.8	44.1	44.5	45.4	45.4
Standard deviation	14.7	15.2	16.0	15.9	15.6
Age range					
16 - 24 years old	10.9%	11.4%	14.1%	11.8%	10.2%
25 - 30 years old	11.2%	10.6%	8.2%	9.2%	9.1%
31 - 45 years old	32.1%	34.7%	33.5%	32.7%	36.1%
46 - 60 years old	31.5%	26.1%	25.1%	25.8%	24.2%
Over 60 years old	14.3%	17.2%	19.1%	20.6%	20.3%
Occupation					
Salaried worker	64.5%	65.6%	65.4%	63.5%	64.4%
Self-employed	11.4%	8.8%	10.8%	11.2%	9.5%
Unemployed	0.6%	0.4%	0.6%	0.5%	0.4%
Business owner	4.8%	4.4%	5.9%	4.4%	3.4%
Student	4.7%	6.2%	2.7%	3.6%	4.6%
Retired	12.4%	12.9%	13.2%	15.2%	15.9%
Unpaid domestic work	1.3%	1.2%	0.8%	0.8%	0.9%
Others	0.3%	0.5%	0.6%	0.8%	0.7%
Annual household income level					
Less than €25,000	18.8%	9.4%	10.6%	9.6%	9.8%
€25,000 - €49,999	38.7%	30.2%	29.6%	32.9%	30.3%
€50,000 - €74,999	21.0%	28.0%	26.2%	25.5%	23.4%
More than €74,999	21.5%	32.4%	33.6%	32.1%	36.6%
Education level					
No studies	18.1%	10.4%	11.9%	10.6%	10.4%
Primary education	1.2%	0.3%	0.5%	0.5%	0.5%
Secondary education	17.1%	14.3%	15.7%	16.7%	15.3%
Higher education	63.5%	74.9%	72.0%	72.2%	73.8%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	95.0%	96.5%	95.8%	96.6%	96.3%
Two islands	4.6%	3.4%	3.8%	3.2%	3.4%
Three or more islands	0.3%	0.1%	0.5%	0.3%	0.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.89	8.95	8.93	8.84	8.87

Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Worse or much worse than expected	1.9%	2.9%	2.6%	2.9%	1.9%
Lived up to expectations	51.7%	52.6%	53.6%	54.1%	52.9%
Better or much better than expected	46.5%	44.5%	43.9%	43.0%	45.2%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	8.82	8.84	8.87	8.77	8.88
Recommend visiting the Canary Islands	9.02	9.06	9.07	8.94	9.05

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	5.5%	6.1%	5.2%	5.4%	6.1%
Only with partner	36.4%	33.9%	35.2%	37.7%	33.2%
Only with children (< 13 years old)	8.1%	6.8%	6.2%	5.5%	7.1%
Partner + children (< 13 years old)	9.8%	13.5%	12.1%	10.9%	12.2%
Other relatives	17.0%	16.2%	17.4%	16.8%	16.8%
Friends	4.9%	5.4%	5.2%	5.1%	4.4%
Work colleagues	0.0%	0.2%	0.0%	0.0%	0.1%
Organized trip	0.0%	0.1%	0.1%	0.1%	0.1%
Other combinations (2)	18.2%	17.8%	18.5%	18.5%	20.2%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**30.0%**	**34.3%**	**32.0%**	**28.4%**	**31.4%**
- Between 0 and 2 years old	1.1%	1.3%	1.4%	1.4%	1.5%
- Between 3 and 12 years old	26.5%	31.0%	28.1%	25.0%	28.4%
- Between 0 -2 and 3-12 years old	2.4%	2.0%	2.5%	2.0%	1.5%
Tourists without children	**70.0%**	**65.7%**	**68.0%**	**71.6%**	**68.6%**
Group composition:					
- 1 person	7.9%	7.8%	6.3%	7.0%	7.6%
- 2 people	44.1%	39.0%	41.2%	44.8%	40.5%
- 3 people	14.0%	15.4%	16.4%	14.9%	16.2%
- 4 or 5 people	26.9%	28.9%	27.1%	25.1%	26.9%
- 6 or more people	7.1%	9.0%	9.1%	8.2%	8.8%
Average group size:	**3.03**	**3.19**	**3.21**	**3.07**	**3.15**

**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.