

# Tourist profile by quarter of trip (2025)

## FUERTEVENTURA



### How many are they and how much do they spend?



	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>697.2</b>	<b>623.5</b>	<b>694.6</b>	<b>694.4</b>	<b>2,710</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>614.3</b>	<b>540.7</b>	<b>586.5</b>	<b>647.1</b>	<b>2,389</b>
- % tourists who book holiday package	62.5%	60.7%	61.9%	61.1%	<b>61.5%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>82.9</b>	<b>82.8</b>	<b>108.1</b>	<b>47.2</b>	<b>321</b>
<b>Expenditure per tourist (€)</b>	<b>1,510</b>	<b>1,208</b>	<b>1,494</b>	<b>1,335</b>	<b>1,390</b>
- book holiday package	287	236	274	243	<b>261</b>
- holiday package	255	205	245	214	<b>230</b>
- others	33	31	29	30	<b>31</b>
- do not book holiday package	269	217	229	209	<b>230</b>
- flight	81	60	68	52	<b>65</b>
- accommodation	96	77	78	76	<b>81</b>
- others	91	80	84	82	<b>84</b>
<b>Average length of stay</b>	<b>9.6</b>	<b>9.0</b>	<b>9.1</b>	<b>9.2</b>	<b>9.2</b>
- Median	7.0	7.0	8.0	7.0	<b>7.0</b>
<b>Average daily expenditure (€)</b>	<b>170.79</b>	<b>147.70</b>	<b>181.47</b>	<b>165.36</b>	<b>166.72</b>
- Median	156.05	136.31	167.10	155.33	<b>153.55</b>
<b>Average daily expenditure (without flight)</b>	<b>118.42</b>	<b>110.22</b>	<b>124.60</b>	<b>119.48</b>	<b>118.37</b>
- Median	114.15	103.99	116.88	113.97	<b>110.51</b>
<b>Average cost of the flight (€)</b>	<b>88.8</b>	<b>60.3</b>	<b>81.3</b>	<b>63.3</b>	<b>73.6</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>928</b>	<b>653</b>	<b>876</b>	<b>864</b>	<b>3,321</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>635</b>	<b>482</b>	<b>600</b>	<b>627</b>	<b>2,344</b>

(\*) Thousands of tourists

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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>Accommodation:</b>					
- Accommodation	90.3%	89.2%	86.3%	87.9%	<b>88.4%</b>
- Additional accommodation expenses	7.6%	6.9%	7.5%	6.3%	<b>7.1%</b>
<b>Transport:</b>					
- National/International Transport	97.5%	96.3%	96.8%	96.9%	<b>96.9%</b>
- Flights between islands	7.0%	6.2%	8.1%	4.8%	<b>6.5%</b>
- Taxi	51.1%	53.2%	53.4%	52.4%	<b>52.5%</b>
- Car rental	28.8%	33.6%	31.0%	30.0%	<b>30.7%</b>
- Public transport	7.6%	6.0%	6.2%	9.0%	<b>7.3%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	53.3%	54.3%	54.9%	53.0%	<b>53.8%</b>
- Restaurants	52.0%	51.3%	47.0%	49.9%	<b>50.0%</b>
<b>Leisure:</b>					
- Organized excursions	17.5%	19.2%	22.3%	16.9%	<b>18.9%</b>
- Sport activities	6.6%	7.5%	9.5%	8.1%	<b>7.9%</b>
- Cultural activities	1.4%	1.6%	1.3%	1.0%	<b>1.3%</b>
- Museums	3.1%	2.5%	2.4%	1.7%	<b>2.4%</b>
- Theme Parks	3.7%	3.9%	7.0%	3.6%	<b>4.5%</b>
- Discos and pubs	7.3%	7.6%	7.9%	6.3%	<b>7.3%</b>
- Wellness	2.5%	2.6%	2.5%	3.3%	<b>2.8%</b>
<b>Purchases of goods:</b>					
- Souvenirs	43.5%	43.2%	42.1%	43.6%	<b>43.1%</b>
- Other expenses	1.0%	0.8%	1.0%	0.7%	<b>0.9%</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	6.9%	7.5%	7.1%	6.2%	<b>6.9%</b>
- Other expenses	5.0%	5.0%	4.7%	5.0%	<b>4.9%</b>

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.



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

Expenditure per tourist and trip (€)	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>Accommodation:</b>					
- Accommodation	965	817	942	911	<b>911</b>
- Additional accommodation expenses	772	659	794	739	<b>743</b>
- Additional accommodation expenses	192	158	147	173	<b>168</b>
<b>Transport:</b>					
- National/International Transport	845	644	801	687	<b>743</b>
- National/International Transport	489	330	486	377	<b>422</b>
- Flights between islands	82	81	58	89	<b>76</b>
- Taxi	110	88	115	84	<b>99</b>
- Car rental	144	111	122	118	<b>124</b>
- Public transport	19	34	20	18	<b>22</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	262	244	266	274	<b>262</b>
- Food purchases at supermarkets	102	100	117	117	<b>109</b>
- Restaurants	160	143	149	157	<b>153</b>
<b>Leisure:</b>					
- Organized excursions	478	481	501	473	<b>486</b>
- Organized excursions	89	82	101	93	<b>92</b>
- Sport activities	104	89	94	89	<b>94</b>
- Cultural activities	39	57	65	35	<b>50</b>
- Museums	17	34	32	22	<b>25</b>
- Theme Parks	52	65	65	52	<b>60</b>
- Discos and pubs	80	85	93	87	<b>86</b>
- Wellness	97	70	50	95	<b>80</b>
<b>Purchases of goods:</b>					
- Souvenirs	310	115	244	607	<b>311</b>
- Souvenirs	81	68	80	85	<b>79</b>
- Other expenses	229	46	163	522	<b>232</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	131	127	122	159	<b>135</b>
- Medical or pharmaceutical expenses	42	42	21	39	<b>36</b>
- Other expenses	89	85	101	120	<b>99</b>

## Tourist profile by quarter of trip (2025)

### FUERTEVENTURA



#### What is the main purpose of their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Holiday, leisure	94.7%	92.9%	92.8%	93.2%	<b>93.4%</b>
Visiting family or friends	3.6%	4.4%	5.6%	5.5%	<b>4.8%</b>
Business and work	0.4%	0.9%	0.8%	0.5%	<b>0.6%</b>
Education and training	0.2%	0.0%	0.2%	0.2%	<b>0.2%</b>
Sports training	0.7%	0.9%	0.2%	0.6%	<b>0.6%</b>
Health or medical care	0.1%	0.0%	0.0%	0.0%	<b>0.0%</b>
Fairs and congresses	0.0%	0.2%	0.0%	0.0%	<b>0.1%</b>
Others	0.2%	0.7%	0.4%	0.0%	<b>0.3%</b>

#### What is the main motivation for their holidays?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Rest	60.0%	58.9%	51.9%	57.6%	<b>57.1%</b>
Enjoy family time	10.1%	9.3%	18.4%	14.2%	<b>13.1%</b>
Have fun	6.4%	5.9%	9.9%	6.0%	<b>7.0%</b>
Explore the destination	18.0%	20.4%	16.8%	16.6%	<b>17.9%</b>
Practice their hobbies	3.5%	3.7%	2.1%	3.6%	<b>3.2%</b>
Other reasons	2.1%	1.8%	0.9%	1.9%	<b>1.7%</b>

#### Where did they spend their main holiday last year? \*

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Didn't have holidays	9.7%	11.8%	11.6%	9.2%	<b>10.6%</b>
Canary Islands	23.9%	24.8%	29.8%	25.9%	<b>26.2%</b>
Other destination	66.4%	63.3%	58.6%	65.0%	<b>63.2%</b>
- Balearic Islands	3.6%	6.8%	4.2%	4.1%	<b>4.7%</b>
- Rest of Spain	8.5%	11.2%	7.4%	10.1%	<b>9.3%</b>
- Italy	8.7%	6.5%	7.5%	8.0%	<b>7.7%</b>
- France	5.1%	3.6%	4.8%	6.2%	<b>5.0%</b>
- Turkey	4.5%	4.8%	4.3%	3.1%	<b>4.1%</b>
- Greece	8.6%	9.1%	6.8%	8.4%	<b>8.2%</b>
- Portugal	4.0%	2.8%	3.9%	5.0%	<b>4.0%</b>
- Croatia	2.7%	2.3%	2.2%	2.8%	<b>2.5%</b>
- Egypt	2.9%	2.5%	2.3%	1.6%	<b>2.3%</b>
- Tunisia	1.1%	1.2%	0.8%	0.5%	<b>0.9%</b>
- Morocco	1.6%	1.5%	1.3%	1.2%	<b>1.4%</b>
- Others	15.2%	11.2%	13.1%	14.2%	<b>13.4%</b>

\* Percentage of valid answers

#### What other destinations did they consider for this trip? \*

	2025Q1	2025Q2	2025Q3	2025Q4	2025
None (I was clear about "this Canary Island")	30.4%	24.3%	16.7%	27.7%	<b>24.3%</b>
Canary Islands (other island)	33.9%	26.4%	23.0%	30.2%	<b>28.1%</b>
Other destination	35.7%	49.3%	60.3%	42.1%	<b>47.7%</b>
- Balearic Islands	4.4%	6.7%	9.1%	5.4%	<b>6.6%</b>
- Rest of Spain	6.3%	8.9%	10.3%	6.9%	<b>8.2%</b>
- Italy	3.2%	4.5%	6.7%	3.0%	<b>4.5%</b>
- France	1.1%	1.3%	1.8%	1.1%	<b>1.4%</b>
- Turkey	2.6%	4.7%	4.0%	3.4%	<b>3.7%</b>
- Greece	4.6%	9.3%	13.2%	7.8%	<b>9.0%</b>
- Portugal	4.4%	6.6%	7.2%	5.6%	<b>6.0%</b>
- Croatia	1.4%	2.0%	3.8%	2.1%	<b>2.4%</b>
- Egypt	4.9%	3.3%	2.5%	4.0%	<b>3.6%</b>
- Others	2.8%	2.0%	1.7%	2.7%	<b>2.3%</b>

\* Percentage of valid answers

#### Importance of each factor in the destination choice

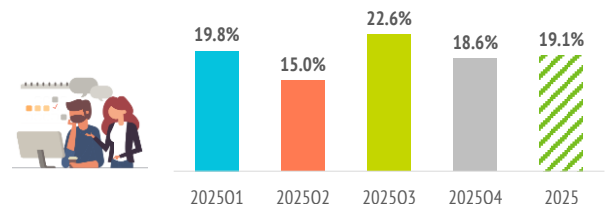
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Climate	85.6%	72.9%	63.4%	79.0%	<b>75.5%</b>
Sea	57.0%	55.6%	58.1%	58.9%	<b>57.5%</b>
Safety	55.3%	55.3%	55.7%	56.3%	<b>55.7%</b>
Beaches	54.9%	53.5%	57.2%	55.9%	<b>55.4%</b>
Tranquility	55.9%	53.9%	50.2%	54.0%	<b>53.5%</b>
Accommodation supply	43.7%	43.6%	42.3%	42.4%	<b>43.0%</b>
Price	39.8%	41.2%	42.0%	39.8%	<b>40.6%</b>
Effortless trip	41.5%	39.1%	38.1%	40.1%	<b>39.8%</b>
European belonging	42.6%	38.1%	32.4%	39.7%	<b>38.3%</b>
Environment	32.2%	31.8%	30.8%	29.9%	<b>31.2%</b>
Landscapes	32.4%	30.7%	30.2%	31.0%	<b>31.1%</b>
Authenticity	21.1%	21.9%	27.3%	23.2%	<b>23.4%</b>
Gastronomy	20.4%	24.3%	24.1%	23.6%	<b>23.1%</b>
Fun possibilities	15.8%	19.2%	25.2%	19.3%	<b>19.8%</b>
Exoticism	10.3%	10.6%	13.9%	12.3%	<b>11.8%</b>
Shopping	6.8%	8.6%	10.3%	7.7%	<b>8.3%</b>
Culture	6.6%	6.6%	9.2%	8.3%	<b>7.7%</b>
Historical heritage	6.6%	8.3%	7.3%	8.2%	<b>7.6%</b>
Hiking trail network	8.8%	6.7%	5.7%	7.9%	<b>7.3%</b>
Nightlife	4.3%	4.9%	7.1%	5.1%	<b>5.3%</b>

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?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
The same day	0.7%	0.4%	0.8%	1.0%	<b>0.7%</b>
Between 1 and 30 days	24.3%	24.3%	25.0%	27.2%	<b>25.2%</b>
Between 1 and 2 months	25.0%	25.4%	21.3%	25.4%	<b>24.3%</b>
Between 3 and 6 months	30.2%	34.9%	30.3%	27.9%	<b>30.7%</b>
More than 6 months	19.8%	15.0%	22.6%	18.6%	<b>19.1%</b>

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Previous visits to the Canary Islands	50.7%	42.9%	37.3%	49.8%	<b>45.4%</b>
Friends or relatives	21.4%	24.2%	24.4%	21.8%	<b>22.9%</b>
Internet or social media	51.5%	54.7%	57.3%	52.2%	<b>53.8%</b>
Mass Media	1.7%	2.6%	1.6%	1.1%	<b>1.7%</b>
Travel guides and magazines	6.4%	4.6%	4.8%	5.9%	<b>5.5%</b>
Travel Blogs or Forums	4.2%	4.7%	5.6%	4.2%	<b>4.6%</b>
Travel TV Channels	0.9%	0.5%	0.7%	0.4%	<b>0.6%</b>
Tour Operator or Travel Agency	19.9%	22.6%	22.7%	21.6%	<b>21.7%</b>
Public administrations or similar	0.6%	0.7%	0.2%	0.3%	<b>0.4%</b>
Others	2.8%	2.4%	3.1%	2.2%	<b>2.6%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2025)

### FUERTEVENTURA



#### With whom did they book their flight and accommodation?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>Flight</b>					
- Directly with the airline	39.3%	41.8%	38.6%	43.4%	<b>40.8%</b>
- Tour Operator or Travel Agency	60.7%	58.2%	61.4%	56.6%	<b>59.2%</b>
<b>Accommodation</b>					
- Directly with the accommodation	28.0%	28.6%	26.8%	30.8%	<b>28.6%</b>
- Tour Operator or Travel Agency	72.0%	71.4%	73.2%	69.2%	<b>71.4%</b>

#### Where are they from?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
United Kingdom	30.7%	31.0%	29.7%	31.4%	<b>30.7%</b>
Germany	29.9%	28.8%	25.7%	31.2%	<b>29.0%</b>
Spanish Mainland	5.5%	8.9%	12.0%	6.4%	<b>8.1%</b>
Italy	5.9%	6.4%	6.6%	7.0%	<b>6.5%</b>
France	5.6%	5.5%	5.3%	5.0%	<b>5.3%</b>
Poland	5.6%	4.7%	4.7%	3.8%	<b>4.7%</b>
Others	16.8%	14.8%	16.0%	15.3%	<b>15.8%</b>

#### Where do they stay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
1-2-3* Hotel	13.2%	13.7%	11.5%	13.9%	<b>13.1%</b>
4* Hotel	50.0%	51.7%	52.2%	46.1%	<b>49.9%</b>
5* Hotel / 5* Luxury Hotel	2.3%	2.9%	2.2%	3.1%	<b>2.6%</b>
Aparthotel / Tourist Villa	8.4%	7.5%	8.9%	8.4%	<b>8.3%</b>
House/room rented in a private dwelling	16.3%	15.0%	14.4%	18.7%	<b>16.2%</b>
Private accommodation (1)	6.1%	7.4%	9.1%	7.5%	<b>7.5%</b>
Others (Cottage, cruise, camping,...)	3.7%	1.9%	1.8%	2.3%	<b>2.4%</b>

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

#### What do they book?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Room only	25.6%	23.4%	21.8%	26.3%	<b>24.3%</b>
Bed and Breakfast	6.2%	6.5%	5.1%	6.8%	<b>6.2%</b>
Half board	17.5%	14.3%	13.1%	15.3%	<b>15.1%</b>
Full board	4.2%	5.1%	3.5%	4.9%	<b>4.4%</b>
All inclusive	46.5%	50.8%	56.5%	46.7%	<b>49.9%</b>

#### Tourist tax (Data available from Q1 2025 to Q3 2025)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	49.4%	48.1%	49.1%	--	<b>48.9%</b>
No	30.8%	33.1%	28.3%	--	<b>30.7%</b>
Not remember	19.7%	18.8%	22.6%	--	<b>20.4%</b>

Do they exclude destinations with tourist tax?

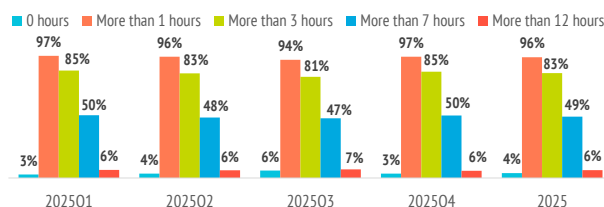
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	20.7%	23.1%	20.9%	--	<b>21.5%</b>
No	79.3%	76.9%	79.1%	--	<b>78.5%</b>

How much would they be willing to pay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Up to 1 euro	39.4%	38.0%	36.3%	--	<b>38.0%</b>
Up to 2 euros	34.5%	36.4%	32.0%	--	<b>34.3%</b>
Up to 3 euros	18.5%	18.1%	22.4%	--	<b>19.7%</b>
More than 3 euros	7.5%	7.5%	9.3%	--	<b>8.1%</b>

#### Activities in the Canary Islands

Outdoor time per day	2025Q1	2025Q2	2025Q3	2025Q4	2025
0 hours	2.8%	3.5%	5.9%	3.5%	<b>3.9%</b>
1 - 2 hours	11.8%	13.3%	13.6%	12.0%	<b>12.6%</b>
3 - 6 hours	35.5%	35.1%	33.0%	34.8%	<b>34.6%</b>
7 - 12 hours	43.5%	42.0%	40.7%	44.0%	<b>42.6%</b>
More than 12 hours	6.4%	6.1%	6.8%	5.7%	<b>6.2%</b>
Outdoor time per day	6.9	6.7	6.6	6.7	<b>6.8</b>



#### Activities in the Canary Islands

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Beach	79.2%	80.8%	82.9%	78.8%	<b>80.4%</b>
Walk, wander	69.8%	69.8%	62.3%	62.4%	<b>66.0%</b>
Swimming pool, hotel facilities	49.1%	55.8%	61.5%	52.2%	<b>54.5%</b>
Explore the island on their own	47.0%	47.6%	46.8%	46.4%	<b>46.9%</b>
Taste Canarian gastronomy	21.2%	23.4%	20.8%	22.5%	<b>21.9%</b>
Hiking	18.8%	17.3%	13.6%	14.4%	<b>16.0%</b>
Organized excursions	10.2%	12.7%	18.1%	11.3%	<b>13.0%</b>
Nightlife / concerts / shows	10.8%	8.8%	12.8%	9.3%	<b>10.4%</b>
Sea excursions / whale watching	7.7%	9.1%	14.1%	8.6%	<b>9.8%</b>
Wineries / markets / popular festivals	7.7%	10.4%	9.4%	9.3%	<b>9.2%</b>
Other Nature Activities	8.0%	6.8%	8.2%	8.2%	<b>7.8%</b>
Swim	5.9%	7.7%	8.6%	7.8%	<b>7.5%</b>
Theme parks	5.3%	6.3%	10.1%	6.7%	<b>7.1%</b>
Surf	5.9%	6.4%	7.2%	7.9%	<b>6.9%</b>
Museums / exhibitions	5.3%	6.0%	8.5%	4.9%	<b>6.2%</b>
Running	6.0%	5.3%	6.2%	6.2%	<b>6.0%</b>
Practice other sports	3.7%	5.3%	5.6%	5.2%	<b>4.9%</b>
Astronomical observation	4.7%	3.8%	4.3%	4.0%	<b>4.2%</b>
Beauty and health treatments	2.7%	4.3%	3.3%	4.2%	<b>3.6%</b>
Cycling / Mountain bike	3.9%	3.1%	2.8%	2.8%	<b>3.2%</b>
Scuba Diving	1.9%	2.1%	5.6%	2.6%	<b>3.0%</b>
Windsurf / Kitesurf	2.2%	1.4%	2.3%	3.4%	<b>2.4%</b>
Golf	1.8%	1.4%	2.6%	1.8%	<b>1.9%</b>

\* Multi-choice question

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	60.0%	57.2%	53.0%	--	<b>41.4%</b>
- For any purpose	14.0%	12.5%	10.4%	--	<b>9.0%</b>
- Improve living conditions	10.7%	11.0%	8.0%	--	<b>7.2%</b>
- Improve economic development	5.0%	5.0%	4.7%	--	<b>3.6%</b>
- Improve the environment	18.2%	18.5%	18.8%	--	<b>13.5%</b>
- Improve the tourist environment	5.8%	4.9%	4.9%	--	<b>3.8%</b>
- Other purposes	6.3%	5.2%	6.2%	--	<b>4.3%</b>
Not sure	23.4%	25.8%	28.0%	--	<b>18.7%</b>
No	16.6%	16.9%	19.0%	--	<b>12.8%</b>

## Tourist profile by quarter of trip (2025)

### FUERTEVENTURA



#### ¿Qué lugares visitan?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Jandía Beach	34.3%	38.1%	34.6%	32.5%	34.7%
Corralejo Dunes and Isle of Lobos	31.5%	34.2%	33.3%	31.3%	32.5%
Cotillo	26.4%	27.2%	24.2%	26.6%	26.1%
Betancuria	19.3%	22.2%	17.8%	19.9%	19.8%
Betancuria Viewpoint	15.0%	18.2%	14.2%	15.4%	15.6%
Cofete	12.7%	15.2%	14.1%	13.5%	13.8%
Aloe Vera Museum	5.9%	8.2%	7.3%	6.3%	6.9%
Montaña Sagrada de Tindaya	6.0%	7.7%	6.6%	5.5%	6.4%
Sicasumbre Viewpoint	5.7%	7.3%	6.6%	4.1%	5.9%
Museums	5.4%	5.0%	6.5%	3.6%	5.1%
La Casa de los Coroneles	3.2%	3.6%	2.2%	2.8%	2.9%

#### How many are loyal to the Canary Islands?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Fuerteventura: Repeat tourists	68.4%	60.3%	53.0%	63.0%	61.3%
Fuerteventura: At least 10 previous visi	9.0%	7.7%	6.6%	9.6%	8.3%
Canary Islands: Repeat tourists	76.1%	69.3%	60.1%	73.7%	70.0%
Canary Islands: At least 10 previous visi	19.7%	18.5%	13.7%	20.3%	18.1%

#### Who are they?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>Gender</b>					
Men	47.9%	45.8%	48.3%	49.6%	48.0%
Women	52.1%	54.2%	51.7%	50.4%	52.0%
<b>Age</b>					
Average age	51.5	47.9	41.5	48.7	47.5
Standard deviation	17.4	17.3	15.9	16.8	17.3
<b>Age range</b>					
16 - 24 years old	7.7%	8.9%	19.1%	10.1%	11.4%
25 - 30 years old	7.8%	11.9%	10.4%	9.1%	9.7%
31 - 45 years old	23.5%	27.4%	33.6%	24.6%	27.2%
46 - 60 years old	24.5%	21.5%	22.9%	26.5%	24.0%
Over 60 years old	36.6%	30.2%	14.1%	29.8%	27.8%
<b>Occupation</b>					
Salaried worker	47.3%	54.2%	60.4%	57.5%	54.8%
Self-employed	11.0%	10.1%	10.2%	10.3%	10.4%
Unemployed	1.6%	0.8%	0.9%	1.6%	1.2%
Business owner	6.4%	6.4%	8.2%	6.9%	7.0%
Student	3.3%	3.4%	7.7%	2.9%	4.3%
Retired	29.0%	23.3%	11.1%	19.6%	20.8%
Unpaid domestic work	0.7%	0.7%	1.0%	0.1%	0.6%
Others	0.7%	1.1%	0.6%	1.2%	0.9%
<b>Annual household income level</b>					
Less than €25,000	12.2%	13.7%	15.4%	11.2%	13.0%
€25,000 - €49,999	35.6%	39.5%	37.3%	33.0%	36.2%
€50,000 - €74,999	27.3%	23.9%	24.4%	24.6%	25.1%
More than €74,999	25.0%	22.9%	23.0%	31.2%	25.7%
<b>Education level</b>					
No studies	4.0%	3.7%	3.1%	4.4%	3.8%
Primary education	1.7%	3.1%	2.9%	2.5%	2.5%
Secondary education	22.5%	22.9%	21.5%	18.9%	21.4%
Higher education	71.9%	70.3%	72.5%	74.2%	72.3%

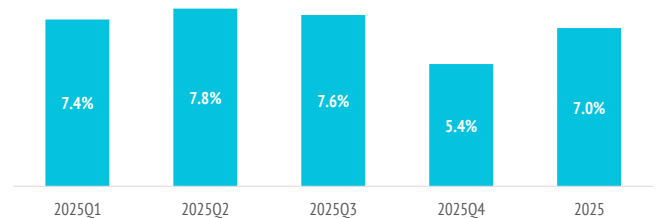
Source: Tourist Expenditure Survey (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

#### How many islands do they visit during their trip?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
One island	92.6%	92.2%	92.4%	94.6%	93.0%
Two islands	6.4%	7.0%	6.8%	4.7%	6.2%
Three or more islands	0.9%	0.9%	0.7%	0.7%	0.8%

#### % TOURISTS WHO VISIT MORE THAN ONE ISLANDS



#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Average rating	8.65	8.69	8.59	8.68	8.65

Experience in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Worse or much worse than expected	3.4%	2.1%	4.0%	3.3%	3.2%
Lived up to expectations	57.4%	59.0%	54.8%	58.6%	57.5%
Better or much better than expected	39.2%	38.9%	41.2%	38.1%	39.3%

Future intentions (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Return to the Canary Islands	8.83	8.67	8.47	8.85	8.71
Recommend visiting the Canary Islands	8.99	8.85	8.77	8.97	8.90

#### Who do they come with?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Unaccompanied	10.7%	11.1%	10.8%	14.6%	11.8%
Only with partner	53.6%	50.4%	32.8%	42.1%	44.7%
Only with children (< 13 years old)	2.7%	3.5%	8.0%	3.4%	4.4%
Partner + children (< 13 years old)	5.6%	5.1%	10.0%	6.4%	6.8%
Other relatives	9.1%	8.7%	12.1%	11.4%	10.4%
Friends	6.3%	8.7%	6.5%	6.6%	7.0%
Work colleagues	0.2%	0.2%	0.5%	0.5%	0.4%
Organized trip	0.7%	0.7%	0.3%	0.4%	0.5%
Other combinations (2)	11.1%	11.6%	19.0%	14.7%	14.1%
<i>(2) Combination of some of the groups previously analyzed</i>					
<b>Tourists with children</b>	<b>12.5%</b>	<b>13.5%</b>	<b>25.0%</b>	<b>16.1%</b>	<b>16.8%</b>
- Between 0 and 2 years old	1.4%	1.9%	1.1%	1.3%	1.4%
- Between 3 and 12 years old	10.2%	10.6%	22.5%	13.7%	14.3%
- Between 0 -2 and 3-12 years old	1.0%	1.0%	1.5%	1.1%	1.1%
<b>Tourists without children</b>	<b>87.5%</b>	<b>86.5%</b>	<b>75.0%</b>	<b>83.9%</b>	<b>83.2%</b>
<b>Group composition:</b>					
- 1 person	13.3%	14.1%	12.3%	18.0%	14.5%
- 2 people	61.5%	61.5%	44.6%	51.2%	54.6%
- 3 people	8.4%	10.1%	15.8%	10.8%	11.3%
- 4 or 5 people	13.8%	11.7%	22.1%	16.2%	16.0%
- 6 or more people	3.0%	2.6%	5.1%	3.8%	3.7%
<b>Average group size:</b>	<b>2.41</b>	<b>2.36</b>	<b>2.81</b>	<b>2.49</b>	<b>2.52</b>

\*People who share the main expenses of the trip