

How many are they and how much do they spend?



	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	4,194	3,789	4,235	4,587	4,726
Tourist arrivals ≥ 16 years old (EGT) (*)	3,703	3,353	3,737	4,041	4,192
- % tourists who book holiday package	56.2%	49.9%	52.4%	52.1%	50.8%
Children < 16 years old (FRONTUR - EGT) (*)	491	436	498	547	533
Expenditure per tourist (€)	1,168	1,349	1,462	1,490	1,498
- book holiday package	1,357	1,560	1,666	1,730	1,739
- holiday package	1,088	1,282	1,365	1,439	1,447
- others	269	278	301	291	292
- do not book holiday package	924	1,139	1,239	1,228	1,249
- flight	264	323	356	336	333
- accommodation	296	375	428	424	429
- others	364	441	455	468	488
Average length of stay	9.3	9.7	10.0	10.3	10.1
- Median	7.4	7.8	8.0	7.7	7.5
Average daily expenditure (€)	141.28	159.10	169.74	172.26	175.35
- Median	126.74	149.71	155.17	158.20	161.75
Average daily expenditure (without flight)	99.00	113.31	118.35	121.54	127.61
- Median	91.17	108.44	110.45	114.01	119.77
Average cost of the flight (€)	342.9	383.5	429.8	425.0	403.3
Total turnover (≥ 16 years old) (€m)	4,324	4,523	5,465	6,019	6,281
Turnover without flight (≥ 16 years old) (€m)	3,054	3,237	3,859	4,302	4,590

(*) Thousands of tourists

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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	83.0%	81.2%	83.7%	82.8%	83.8%
- Additional accommodation expenses	6.9%	6.8%	6.0%	5.7%	6.4%
Transport:					
- National/International Transport	95.2%	95.0%	95.5%	94.8%	95.4%
- Flights between islands	3.5%	3.3%	4.4%	3.4%	3.7%
- Taxi	54.2%	54.3%	55.3%	54.3%	54.2%
- Car rental	22.8%	21.6%	22.4%	22.7%	25.3%
- Public transport	14.2%	13.8%	15.4%	15.9%	18.4%
Food and drink:					
- Food purchases at supermarkets	59.5%	56.2%	57.3%	58.3%	58.3%
- Restaurants	64.8%	65.9%	64.2%	64.4%	66.1%
Leisure:					
- Organized excursions	17.9%	15.9%	17.2%	16.6%	18.4%
- Sport activities	5.7%	5.8%	6.2%	5.5%	5.3%
- Cultural activities	2.4%	2.0%	2.4%	3.0%	2.8%
- Museums	3.4%	3.8%	4.3%	4.7%	4.7%
- Theme Parks	5.6%	5.6%	5.0%	5.0%	4.9%
- Discos and pubs	8.8%	9.4%	9.7%	9.2%	9.6%
- Wellness	4.0%	4.4%	4.1%	3.7%	3.4%
Purchases of goods:					
- Souvenirs	43.7%	38.3%	38.2%	40.2%	41.1%
- Other expenses	0.6%	0.7%	0.8%	0.8%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.7%	6.7%	7.0%	6.3%	6.2%
- Other expenses	6.0%	5.0%	4.6%	4.3%	4.1%

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 (€)	2019	2022	2023	2024	2025
Accommodation:	731	879	946	1,003	998
- Accommodation	586	700	740	782	782
- Additional accommodation expenses	145	179	206	221	216
Transport:	610	737	812	798	795
- National/International Transport	360	404	450	448	423
- Flights between islands	73	82	115	104	102
- Taxi	64	88	89	84	111
- Car rental	86	123	124	127	129
- Public transport	27	40	33	36	31
Food and drink:	280	332	349	363	351
- Food purchases at supermarkets	109	130	129	141	136
- Restaurants	171	202	219	222	215
Leisure:	469	559	540	559	553
- Organized excursions	89	94	89	97	103
- Sport activities	88	101	94	118	100
- Cultural activities	55	67	66	66	65
- Museums	24	26	36	32	32
- Theme Parks	66	68	70	70	67
- Discos and pubs	86	119	112	110	109
- Wellness	62	85	73	66	77
Purchases of goods:	295	520	478	223	330
- Souvenirs	105	115	112	113	115
- Other expenses	190	405	366	110	215
Other:	117	133	156	115	175
- Medical or pharmaceutical expenses	48	52	59	46	63
- Other expenses	68	81	96	69	112

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	86.5%	86.8%	87.2%	87.1%	87.7%
Visiting family or friends	7.9%	8.9%	8.2%	8.2%	7.9%
Business and work	4.2%	2.6%	2.8%	2.8%	2.7%
Education and training	0.2%	0.3%	0.3%	0.3%	0.3%
Sports training	0.5%	0.4%	0.4%	0.5%	0.5%
Health or medical care	0.2%	0.2%	0.2%	0.2%	0.2%
Fairs and congresses	0.3%	0.2%	0.2%	0.2%	0.3%
Others	0.4%	0.5%	0.6%	0.5%	0.4%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	58.8%	55.2%	53.0%	55.1%	53.0%
Enjoy family time	17.1%	18.1%	17.3%	17.0%	15.8%
Have fun	7.9%	9.0%	10.4%	9.1%	10.0%
Explore the destination	13.4%	14.8%	15.9%	15.6%	17.5%
Practice their hobbies	1.7%	1.3%	1.5%	1.5%	1.9%
Other reasons	1.2%	1.6%	1.9%	1.7%	1.8%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	32.4%	16.1%	12.2%	11.1%
Canary Islands	--	23.0%	27.1%	29.4%	29.9%
Other destination	--	44.5%	56.8%	58.4%	59.0%
- Balearic Islands	--	4.0%	3.9%	3.9%	3.6%
- Rest of Spain	--	10.1%	11.2%	11.0%	11.2%
- Italy	--	5.4%	6.9%	6.8%	7.5%
- France	--	3.6%	4.5%	4.5%	4.4%
- Turkey	--	1.6%	2.8%	3.1%	3.3%
- Greece	--	5.2%	7.2%	7.4%	7.4%
- Portugal	--	2.6%	3.3%	3.4%	3.7%
- Croatia	--	2.0%	2.6%	2.0%	2.2%
- Egypt	--	0.6%	1.1%	1.3%	1.4%
- Tunisia	--	0.1%	0.3%	0.5%	0.4%
- Morocco	--	0.4%	0.9%	1.1%	1.2%
- Others	--	8.9%	12.0%	13.3%	12.8%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	30.3%	28.9%	29.1%	30.0%
Canary Islands (other island)	--	25.8%	26.3%	26.9%	28.1%
Other destination	--	43.9%	44.8%	44.0%	41.9%
- Balearic Islands	--	5.8%	5.5%	5.3%	5.0%
- Rest of Spain	--	8.3%	8.7%	8.9%	8.6%
- Italy	--	4.5%	4.5%	4.2%	4.6%
- France	--	1.7%	1.6%	1.5%	1.6%
- Turkey	--	3.1%	3.4%	3.4%	2.8%
- Greece	--	8.1%	8.0%	7.9%	7.6%
- Portugal	--	5.2%	5.6%	5.4%	5.0%
- Croatia	--	2.3%	2.4%	2.3%	2.2%
- Egypt	--	2.3%	2.6%	2.8%	2.4%
- Others	--	2.7%	2.6%	2.3%	2.1%

* Percentage of valid answers

Importance of each factor in the destination choice

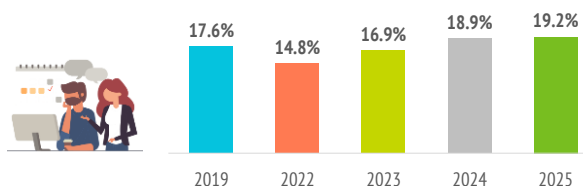
	2019	2022	2023	2024	2025
Climate	80.7%	77.8%	75.8%	77.0%	77.1%
Safety	48.3%	49.9%	52.3%	53.2%	54.3%
Tranquility	44.9%	45.8%	46.9%	47.8%	48.1%
Sea	48.1%	49.7%	48.2%	48.6%	48.0%
Beaches	44.0%	45.3%	43.3%	44.2%	43.4%
Accommodation supply	40.4%	41.5%	42.1%	43.4%	41.3%
European belonging	36.4%	38.7%	36.4%	38.4%	39.2%
Effortless trip	33.6%	36.7%	37.2%	37.7%	36.7%
Price	33.8%	33.7%	35.2%	36.1%	35.8%
Landscapes	29.5%	31.2%	31.0%	31.7%	34.5%
Environment	28.4%	29.3%	30.7%	30.4%	32.0%
Gastronomy	22.9%	28.0%	27.0%	27.9%	26.9%
Fun possibilities	19.9%	24.6%	25.4%	25.1%	25.2%
Authenticity	16.9%	21.6%	20.6%	22.1%	23.0%
Exoticism	10.4%	12.5%	12.2%	12.6%	13.8%
Shopping	9.5%	11.2%	11.7%	12.0%	11.7%
Hiking trail network	9.2%	10.2%	10.6%	10.6%	11.5%
Nightlife	9.1%	11.5%	11.5%	11.2%	11.1%
Culture	7.5%	9.4%	9.7%	10.5%	10.6%
Historical heritage	7.3%	8.5%	8.8%	9.6%	9.5%

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?

	2019	2022	2023	2024	2025
The same day	1.1%	1.0%	1.2%	1.2%	1.3%
Between 1 and 30 days	27.3%	32.1%	26.6%	25.5%	25.7%
Between 1 and 2 months	23.2%	25.4%	24.8%	22.3%	22.4%
Between 3 and 6 months	30.8%	26.7%	30.4%	32.1%	31.4%
More than 6 months	17.6%	14.8%	16.9%	18.9%	19.2%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	51.8%	48.7%	48.1%	47.5%	48.8%
Friends or relatives	26.4%	28.7%	27.8%	27.6%	27.9%
Internet or social media	51.6%	48.3%	48.5%	46.9%	46.7%
Mass Media	1.4%	1.6%	1.8%	1.5%	1.6%
Travel guides and magazines	7.2%	5.8%	6.1%	5.5%	5.2%
Travel Blogs or Forums	4.1%	4.6%	4.8%	4.6%	4.6%
Travel TV Channels	0.7%	0.6%	0.8%	0.7%	0.8%
Tour Operator or Travel Agency	22.3%	19.9%	20.3%	20.5%	18.4%
Public administrations or similar	0.4%	0.8%	0.5%	0.6%	0.6%
Others	2.5%	3.7%	3.9%	3.8%	3.9%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

GRAN CANARIA



With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	40.9%	46.3%	44.6%	46.0%	48.0%
- Tour Operator or Travel Agency	59.1%	53.7%	55.4%	54.0%	52.0%
Accommodation					
- Directly with the accommodation	30.0%	33.6%	33.7%	33.6%	35.5%
- Tour Operator or Travel Agency	70.0%	66.4%	66.3%	66.4%	64.5%

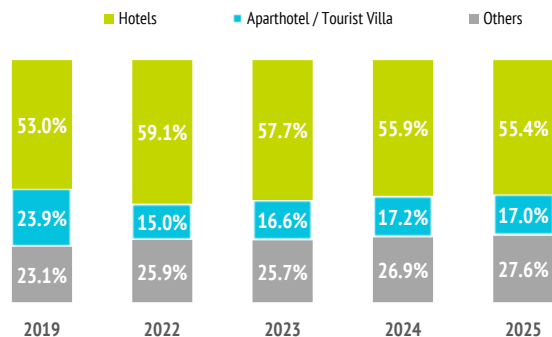
Where are they from?

	2019	2022	2023	2024	2025
United Kingdom	17.8%	20.3%	20.9%	21.7%	21.3%
Germany	21.0%	18.9%	19.3%	19.4%	19.5%
Spanish Mainland	15.7%	14.6%	12.7%	12.0%	12.1%
Netherlands	5.6%	7.1%	6.5%	6.7%	7.2%
Norway	7.4%	6.9%	7.5%	7.2%	6.7%
Sweden	8.0%	5.7%	5.8%	5.5%	5.0%
Italy	2.4%	3.1%	3.1%	3.1%	3.5%
France	2.2%	3.6%	3.8%	3.6%	3.4%
Denmark	3.1%	3.7%	3.4%	3.2%	3.0%
Others	1.9%	1.4%	2.0%	2.3%	2.9%
Others	14.9%	14.9%	15.2%	15.3%	15.5%

Where do they stay?

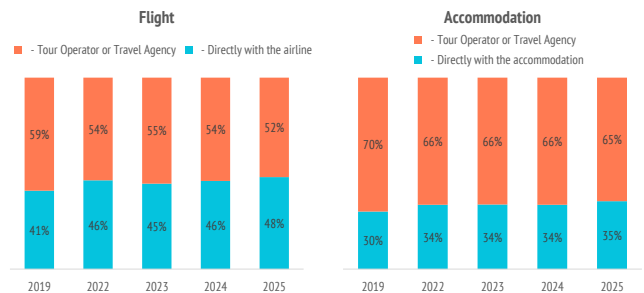
	2019	2022	2023	2024	2025
1-2-3* Hotel	15.2%	14.3%	14.0%	13.6%	13.4%
4* Hotel	30.4%	35.3%	33.5%	33.1%	33.0%
5* Hotel / 5* Luxury Hotel	7.4%	9.5%	10.1%	9.2%	8.9%
Aparthotel / Tourist Villa	23.9%	15.0%	16.6%	17.2%	17.0%
House/room rented in a private dwelling	6.6%	5.9%	9.3%	13.5%	14.6%
Private accommodation (1)	9.3%	10.8%	9.2%	9.7%	10.0%
Others (Cottage, cruise, camping,...)	7.2%	9.1%	7.2%	3.6%	3.1%

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



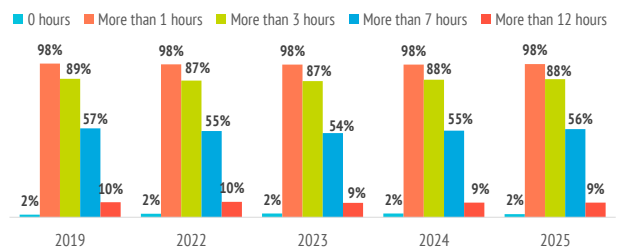
What do they book?

	2019	2022	2023	2024	2025
Room only	34.3%	31.1%	31.8%	35.7%	36.0%
Bed and Breakfast	14.3%	15.6%	15.6%	15.0%	16.0%
Half board	20.0%	18.2%	18.5%	15.5%	16.9%
Full board	2.3%	3.4%	2.6%	2.7%	2.8%
All inclusive	29.1%	31.7%	31.5%	31.1%	28.4%



Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	1.7%	2.2%	2.4%	2.4%	2.0%
1 - 2 hours	9.8%	10.4%	10.6%	9.7%	9.7%
3 - 6 hours	31.7%	32.3%	33.3%	32.6%	31.9%
7 - 12 hours	47.3%	45.3%	44.6%	46.1%	47.0%
More than 12 hours	9.6%	9.8%	9.2%	9.3%	9.4%
Outdoor time per day	7.6	7.5	7.4	7.4	7.6



Activities in the Canary Islands	2019	2022	2023	2024	2025
Beach	71.4%	72.6%	70.1%	70.2%	69.9%
Walk, wander	67.0%	67.4%	67.1%	68.0%	67.8%
Swimming pool, hotel facilities	55.2%	56.6%	56.5%	55.1%	52.5%
Explore the island on their own	42.5%	44.8%	44.6%	44.9%	45.5%
Taste Canarian gastronomy	22.3%	23.3%	23.0%	24.4%	25.3%
Hiking	--	17.2%	17.9%	18.1%	19.2%
Nightlife / concerts / shows	17.8%	18.0%	18.2%	17.8%	18.5%
Organized excursions	13.1%	11.4%	12.2%	12.4%	12.4%
Wineries / markets / popular festivals	10.2%	9.2%	9.8%	11.1%	11.2%
Museums / exhibitions	8.7%	9.6%	10.0%	11.6%	11.2%
Sea excursions / whale watching	10.7%	9.9%	10.4%	10.3%	9.7%
Theme parks	9.8%	9.4%	9.5%	9.9%	9.1%
Other Nature Activities	--	6.8%	6.3%	6.7%	7.9%
Swim	--	10.7%	7.2%	7.0%	7.2%
Running	--	6.4%	5.8%	6.8%	6.5%
Beauty and health treatments	5.6%	6.2%	5.7%	5.5%	5.4%
Practice other sports	--	4.4%	4.4%	4.6%	4.1%
Astronomical observation	2.7%	3.2%	3.4%	3.5%	3.3%
Surf	--	2.7%	2.1%	2.2%	2.4%
Golf	--	2.1%	2.5%	2.7%	2.2%
Cycling / Mountain bike	--	2.5%	2.2%	2.1%	2.1%
Scuba Diving	--	2.5%	2.0%	1.9%	1.9%
Windsurf / Kitesurf	--	0.7%	0.4%	0.5%	0.5%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

GRAN CANARIA



What places do they visit?

	2019	2022	2023	2024	2025
Maspalomas dunes	48.5%	47.8%	48.0%	49.5%	50.4%
Las Palmas de Gran Canaria	46.2%	47.2%	45.9%	47.4%	48.4%
Puerto de Mogán	40.4%	38.3%	39.5%	41.2%	41.9%
The north	18.9%	19.7%	18.8%	20.2%	21.4%
The interior (mountains)	20.3%	20.4%	19.4%	19.8%	20.2%
Agate	13.5%	13.2%	13.3%	14.1%	14.4%
Teror	12.5%	13.2%	13.4%	13.8%	13.9%
Roque Nublo	13.8%	13.7%	12.7%	13.1%	12.7%
Guayadeque ravine	6.8%	7.0%	6.6%	7.2%	7.0%

¿Cuántos son fieles al destino?

	2019	2022	2023	2024	2025
Gran Canaria: Repeat tourists	67.3%	65.3%	65.8%	64.9%	65.0%
Gran Canaria: At least 10 previous visits	14.7%	14.8%	13.4%	13.6%	13.2%
Canary Islands: Repeat tourists	74.4%	72.1%	73.0%	72.0%	72.8%
Canary Islands: At least 10 previous visits	0.0%	0.0%	0.0%	0.0%	0.0%

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	51.3%	51.6%	50.6%	50.7%	51.1%
Women	48.7%	48.4%	49.4%	49.3%	48.9%
Age					
Average age	47.23	45.99	46.87	46.72	47.66
Standard deviation	15.5	16.6	17.3	17.3	17.4
Age range					
16 - 24 years old	8.1%	12.1%	12.3%	12.2%	10.2%
25 - 30 years old	10.2%	10.7%	10.2%	10.6%	10.2%
31 - 45 years old	27.3%	27.6%	26.6%	27.2%	28.8%
46 - 60 years old	32.1%	26.6%	24.8%	23.9%	21.8%
Over 60 years old	22.3%	23.0%	26.1%	26.2%	28.9%
Occupation					
Salaried worker	53.9%	55.8%	53.7%	55.6%	53.3%
Self-employed	11.2%	10.9%	10.5%	9.9%	9.9%
Unemployed	1.2%	1.0%	1.0%	1.0%	1.3%
Business owner	10.7%	9.0%	9.2%	8.5%	8.4%
Student	3.8%	5.3%	4.7%	4.6%	4.2%
Retired	17.8%	16.6%	19.5%	18.9%	21.3%
Unpaid domestic work	0.5%	0.4%	0.5%	0.4%	0.5%
Others	0.9%	1.1%	1.0%	1.1%	1.1%
Annual household income level					
Less than €25,000	16.3%	13.9%	13.0%	12.0%	12.4%
€25,000 - €49,999	36.0%	34.0%	33.9%	33.0%	32.3%
€50,000 - €74,999	24.3%	26.1%	25.3%	26.7%	25.4%
More than €74,999	23.5%	26.0%	27.7%	28.4%	29.9%
Education level					
No studies	3.3%	2.5%	3.1%	2.9%	2.7%
Primary education	3.2%	2.4%	2.6%	2.7%	3.2%
Secondary education	26.0%	23.4%	23.2%	23.7%	23.1%
Higher education	67.5%	71.6%	71.1%	70.7%	71.1%

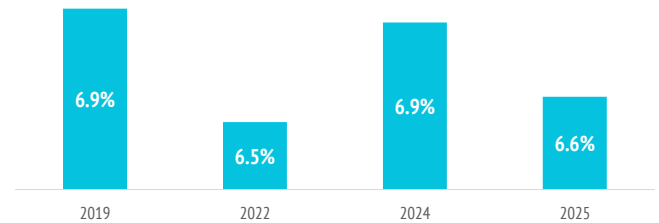
Source: Tourist Expenditure Survey (EGT, ISTAC).

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?

	2019	2022	2023	2024	2025
One island	93.1%	93.5%	92.6%	93.1%	93.4%
Two islands	5.8%	5.5%	6.1%	5.6%	5.4%
Three or more islands	1.1%	1.0%	1.2%	1.2%	1.2%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.64	8.79	8.73	8.68	8.73

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	2.2%	3.0%	2.8%	3.1%	2.9%
Lived up to expectations	57.5%	54.6%	56.3%	56.6%	55.7%
Better or much better than expected	40.3%	42.4%	40.8%	40.4%	41.4%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.69	8.77	8.69	8.72	8.78
Recommend visiting the Canary Islands	8.90	8.99	8.92	8.89	8.95

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	14.4%	15.2%	14.5%	14.7%	14.9%
Only with partner	45.8%	44.0%	45.0%	45.3%	45.3%
Only with children (< 13 years old)	5.2%	4.3%	4.6%	4.5%	3.9%
Partner + children (< 13 years old)	5.3%	5.3%	5.3%	4.8%	5.0%
Other relatives	7.9%	9.1%	9.2%	9.5%	8.7%
Friends	7.3%	8.2%	7.7%	8.1%	8.5%
Work colleagues	1.0%	0.9%	0.8%	0.9%	0.9%
Organized trip	0.3%	0.3%	0.3%	0.2%	0.3%
Other combinations (2)	12.8%	12.7%	12.5%	12.0%	12.6%

(2) Combination of some of the groups previously analyzed

Tourists with children	15.2%	14.5%	14.5%	13.9%	13.8%
- Between 0 and 2 years old	1.3%	1.1%	1.3%	1.2%	1.3%
- Between 3 and 12 years old	12.8%	12.2%	12.0%	11.5%	11.5%
- Between 0 -2 and 3-12 years old	1.1%	1.2%	1.2%	1.2%	1.0%
Tourists without children	84.8%	85.5%	85.5%	86.1%	86.2%
Group composition:					
- 1 person	17.2%	18.3%	17.3%	17.4%	17.8%
- 2 people	53.8%	53.0%	53.8%	54.1%	53.9%
- 3 people	11.5%	10.9%	11.6%	11.2%	10.8%
- 4 or 5 people	14.4%	13.9%	13.7%	13.8%	13.7%
- 6 or more people	3.0%	3.9%	3.6%	3.6%	3.8%
Average group size:	2.42	2.45	2.45	2.45	2.44

*People who share the main expenses of the trip