

# Tourist profile by quarter of trip (2025)

## LA PALMA



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



	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>57.3</b>	<b>38.7</b>	<b>47.2</b>	<b>59.1</b>	<b>202</b>
<b>Tourist arrivals ≥ 16 years old (EGT) (*)</b>	<b>54.4</b>	<b>37.0</b>	<b>40.0</b>	<b>57.5</b>	<b>189</b>
- % tourists who book holiday package	55.5%	51.6%	34.2%	41.5%	<b>46.0%</b>
<b>Children &lt; 16 years old (FRONTUR - EGT) (*)</b>	<b>2.9</b>	<b>1.6</b>	<b>7.2</b>	<b>1.5</b>	<b>13</b>
<b>Expenditure per tourist (€)</b>	<b>1,393</b>	<b>1,201</b>	<b>1,363</b>	<b>1,451</b>	<b>1,366</b>
- book holiday package	247	231	163	240	<b>224</b>
- holiday package	202	188	135	189	<b>181</b>
- others	44	43	27	52	<b>42</b>
- do not book holiday package	164	141	191	227	<b>185</b>
- flight	49	51	58	80	<b>61</b>
- accommodation	60	41	60	73	<b>60</b>
- others	56	48	73	75	<b>64</b>
<b>Average length of stay</b>	<b>10.6</b>	<b>9.0</b>	<b>10.0</b>	<b>9.1</b>	<b>9.7</b>
- Median	8.0	7.0	9.0	7.0	<b>7.5</b>
<b>Average daily expenditure (€)</b>	<b>154.88</b>	<b>149.72</b>	<b>154.65</b>	<b>171.80</b>	<b>158.97</b>
- Median	133.04	139.98	141.53	145.20	<b>140.47</b>
<b>Average daily expenditure (without flight)</b>	<b>105.73</b>	<b>101.48</b>	<b>101.46</b>	<b>111.28</b>	<b>105.69</b>
- Median	96.43	92.43	97.76	100.00	<b>96.38</b>
<b>Average cost of the flight (€)</b>	<b>63.8</b>	<b>62.3</b>	<b>58.0</b>	<b>79.9</b>	<b>66.6</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>76</b>	<b>44</b>	<b>54</b>	<b>83</b>	<b>258</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>52</b>	<b>29</b>	<b>37</b>	<b>55</b>	<b>173</b>

(\*) Thousands of tourists

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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>Accommodation:</b>					
- Accommodation	92.4%	88.0%	85.8%	89.5%	<b>89.3%</b>
- Additional accommodation expenses	7.4%	9.0%	10.8%	10.0%	<b>9.2%</b>
<b>Transport:</b>					
- National/International Transport	96.3%	92.8%	94.2%	96.5%	<b>95.3%</b>
- Flights between islands	7.5%	16.1%	10.2%	6.1%	<b>9.3%</b>
- Taxi	31.9%	31.0%	23.0%	23.5%	<b>27.3%</b>
- Car rental	60.5%	64.6%	65.7%	67.4%	<b>64.5%</b>
- Public transport	13.2%	11.6%	13.3%	17.3%	<b>14.2%</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	61.7%	54.8%	66.6%	75.4%	<b>65.5%</b>
- Restaurants	78.4%	65.1%	66.6%	75.1%	<b>72.3%</b>
<b>Leisure:</b>					
- Organized excursions	24.5%	40.1%	38.7%	36.4%	<b>34.2%</b>
- Sport activities	4.1%	6.0%	6.8%	5.7%	<b>5.5%</b>
- Cultural activities	3.5%	1.4%	3.8%	4.3%	<b>3.4%</b>
- Museums	15.0%	12.7%	17.5%	17.0%	<b>15.7%</b>
- Theme Parks	0.6%	1.7%	1.7%	1.1%	<b>1.2%</b>
- Discos and pubs	0.3%	1.5%	3.9%	1.6%	<b>1.7%</b>
- Wellness	2.2%	3.6%	1.4%	1.7%	<b>2.2%</b>
<b>Purchases of goods:</b>					
- Souvenirs	39.7%	34.1%	47.2%	49.1%	<b>43.0%</b>
- Other expenses	0.5%	0.3%	0.6%	0.5%	<b>0.5%</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	6.2%	7.6%	7.6%	6.3%	<b>6.8%</b>
- Other expenses	7.2%	3.6%	5.8%	7.4%	<b>6.3%</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	736	593	749	703	<b>705</b>
- Additional accommodation expenses	623	499	552	581	<b>572</b>
- Additional accommodation expenses	113	94	198	122	<b>133</b>
<b>Transport:</b>					
- National/International Transport	901	847	922	872	<b>897</b>
- National/International Transport	446	445	469	515	<b>472</b>
- Flights between islands	124	153	167	75	<b>134</b>
- Taxi	105	100	105	91	<b>100</b>
- Car rental	160	120	159	142	<b>146</b>
- Public transport	67	30	23	50	<b>46</b>
<b>Food and drink:</b>					
- Food purchases at supermarkets	245	227	274	241	<b>247</b>
- Food purchases at supermarkets	94	94	104	92	<b>96</b>
- Restaurants	151	133	170	149	<b>151</b>
<b>Leisure:</b>					
- Organized excursions	415	272	374	458	<b>400</b>
- Organized excursions	77	73	102	89	<b>86</b>
- Sport activities	96	69	61	177	<b>106</b>
- Cultural activities	27	25	38	45	<b>36</b>
- Museums	25	16	20	28	<b>23</b>
- Theme Parks	57	18	31	60	<b>39</b>
- Discos and pubs	55	20	85	28	<b>56</b>
- Wellness	78	53	36	32	<b>52</b>
<b>Purchases of goods:</b>					
- Souvenirs	73	147	1,494	80	<b>457</b>
- Souvenirs	46	69	47	57	<b>54</b>
- Other expenses	26	78	1,447	23	<b>404</b>
<b>Other:</b>					
- Medical or pharmaceutical expenses	91	100	192	416	<b>228</b>
- Medical or pharmaceutical expenses	20	15	16	14	<b>16</b>
- Other expenses	71	85	176	402	<b>212</b>

# Tourist profile by quarter of trip (2025)

## LA PALMA



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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Holiday, leisure	88.0%	79.5%	86.7%	91.3%	<b>87.1%</b>
Visiting family or friends	7.1%	5.0%	6.4%	6.0%	<b>6.2%</b>
Business and work	4.0%	5.5%	3.8%	1.4%	<b>3.4%</b>
Education and training	0.1%	0.6%	0.8%	0.0%	<b>0.3%</b>
Sports training	0.4%	6.1%	0.2%	0.2%	<b>1.4%</b>
Health or medical care	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Fairs and congresses	0.0%	2.3%	0.0%	1.1%	<b>0.8%</b>
Others	0.5%	1.0%	2.1%	0.0%	<b>0.8%</b>

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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Rest	22.4%	20.4%	19.4%	14.9%	<b>19.1%</b>
Enjoy family time	8.2%	7.0%	12.1%	7.7%	<b>8.6%</b>
Have fun	3.3%	4.4%	7.8%	7.6%	<b>5.8%</b>
Explore the destination	59.8%	61.4%	56.3%	60.3%	<b>59.5%</b>
Practice their hobbies	1.2%	5.7%	2.7%	8.8%	<b>4.7%</b>
Other reasons	5.1%	1.1%	1.8%	0.7%	<b>2.3%</b>

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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Didn't have holidays	7.5%	5.0%	4.4%	8.7%	<b>6.3%</b>
Canary Islands	22.6%	22.1%	30.1%	23.9%	<b>25.2%</b>
Other destination	69.9%	72.9%	65.6%	67.4%	<b>68.5%</b>
- Balearic Islands	2.2%	3.8%	2.1%	3.1%	<b>2.8%</b>
- Rest of Spain	14.1%	21.1%	13.0%	10.0%	<b>14.2%</b>
- Italy	7.3%	7.4%	7.6%	7.1%	<b>7.4%</b>
- France	4.6%	2.9%	5.0%	9.9%	<b>5.8%</b>
- Turkey	1.1%	1.3%	1.1%	1.1%	<b>1.1%</b>
- Greece	4.8%	6.5%	3.3%	8.1%	<b>5.6%</b>
- Portugal	6.5%	4.8%	7.0%	6.2%	<b>6.2%</b>
- Croatia	1.4%	0.8%	0.1%	3.8%	<b>1.5%</b>
- Egypt	1.6%	1.1%	1.9%	0.7%	<b>1.3%</b>
- Tunisia	0.2%	0.7%	0.3%	0.0%	<b>0.3%</b>
- Morocco	1.2%	1.8%	1.3%	0.2%	<b>1.1%</b>
- Others	24.9%	20.6%	23.0%	17.2%	<b>21.2%</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")	37.2%	35.2%	23.7%	29.2%	<b>31.1%</b>
Canary Islands (other island)	28.7%	25.4%	21.3%	29.8%	<b>26.7%</b>
Other destination	34.1%	39.3%	54.9%	41.0%	<b>42.2%</b>
- Balearic Islands	2.9%	7.5%	5.8%	2.5%	<b>4.3%</b>
- Rest of Spain	7.4%	5.4%	11.0%	7.4%	<b>7.9%</b>
- Italy	5.2%	7.0%	5.9%	4.9%	<b>5.6%</b>
- France	1.6%	2.8%	2.1%	0.8%	<b>1.7%</b>
- Turkey	0.6%	1.0%	2.8%	1.2%	<b>1.4%</b>
- Greece	2.9%	5.0%	9.0%	5.0%	<b>5.4%</b>
- Portugal	9.4%	5.8%	10.3%	8.8%	<b>8.8%</b>
- Croatia	0.4%	1.0%	2.9%	1.9%	<b>1.6%</b>
- Egypt	1.6%	1.3%	1.7%	3.2%	<b>2.1%</b>
- Others	2.2%	2.4%	3.5%	5.3%	<b>3.5%</b>

\* Percentage of valid answers

### Importance of each factor in the destination choice

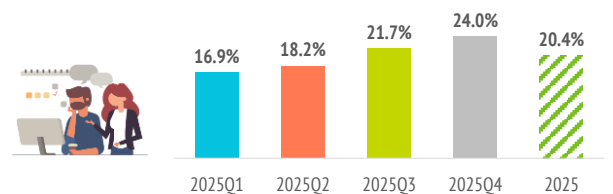
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Landscapes	72.2%	68.9%	67.0%	71.1%	<b>70.1%</b>
Climate	64.5%	50.7%	51.5%	74.1%	<b>62.2%</b>
Tranquility	48.9%	49.7%	51.2%	56.1%	<b>51.8%</b>
Environment	48.7%	50.8%	50.5%	52.4%	<b>50.6%</b>
Safety	44.8%	48.3%	45.5%	48.6%	<b>46.8%</b>
Sea	38.1%	33.9%	33.4%	40.8%	<b>37.2%</b>
Hiking trail network	36.1%	42.8%	32.3%	37.7%	<b>37.0%</b>
European belonging	30.6%	35.3%	28.6%	37.7%	<b>33.2%</b>
Authenticity	28.8%	34.7%	34.0%	35.8%	<b>33.2%</b>
Effortless trip	23.9%	25.5%	20.7%	33.5%	<b>26.5%</b>
Accommodation supply	27.4%	27.5%	23.9%	26.7%	<b>26.4%</b>
Price	22.7%	23.5%	28.5%	21.6%	<b>23.8%</b>
Gastronomy	22.0%	24.2%	24.5%	23.1%	<b>23.3%</b>
Beaches	14.7%	14.0%	18.1%	15.0%	<b>15.4%</b>
Exoticism	8.7%	12.1%	13.5%	11.2%	<b>11.1%</b>
Fun possibilities	8.7%	8.8%	10.3%	11.8%	<b>10.0%</b>
Historical heritage	7.5%	9.6%	12.8%	8.4%	<b>9.3%</b>
Culture	4.7%	6.5%	11.2%	5.5%	<b>6.7%</b>
Shopping	4.2%	2.2%	3.4%	4.4%	<b>3.7%</b>
Nightlife	4.1%	1.4%	1.1%	0.6%	<b>1.9%</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	0.0%	0.5%	1.8%	0.9%	<b>0.7%</b>
Between 1 and 30 days	22.1%	14.4%	24.5%	16.0%	<b>19.2%</b>
Between 1 and 2 months	18.3%	21.1%	16.4%	23.8%	<b>20.1%</b>
Between 3 and 6 months	42.6%	45.9%	35.6%	35.2%	<b>39.5%</b>
More than 6 months	16.9%	18.2%	21.7%	24.0%	<b>20.4%</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	44.2%	40.8%	49.0%	56.0%	<b>48.2%</b>
Friends or relatives	27.5%	22.9%	38.4%	26.9%	<b>28.7%</b>
Internet or social media	43.7%	60.6%	62.8%	64.5%	<b>57.4%</b>
Mass Media	2.5%	3.9%	1.4%	6.6%	<b>3.8%</b>
Travel guides and magazines	14.8%	15.8%	18.2%	20.3%	<b>17.4%</b>
Travel Blogs or Forums	6.5%	9.9%	14.0%	13.0%	<b>10.7%</b>
Travel TV Channels	0.6%	1.3%	1.7%	2.2%	<b>1.4%</b>
Tour Operator or Travel Agency	21.9%	24.1%	13.7%	16.6%	<b>19.0%</b>
Public administrations or similar	0.4%	1.1%	0.5%	2.0%	<b>1.1%</b>
Others	3.9%	4.8%	5.4%	4.2%	<b>4.5%</b>

\* Multi-choice question

## Tourist profile by quarter of trip (2025)

### LA PALMA



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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>Flight</b>					
- Directly with the airline	42.1%	46.4%	54.3%	53.3%	<b>48.9%</b>
- Tour Operator or Travel Agency	57.9%	53.6%	45.7%	46.7%	<b>51.1%</b>
<b>Accommodation</b>					
- Directly with the accommodation	32.6%	34.7%	42.9%	44.9%	<b>38.9%</b>
- Tour Operator or Travel Agency	67.4%	65.3%	57.1%	55.1%	<b>61.1%</b>

#### Where are they from?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Germany	54.3%	35.0%	19.6%	50.4%	<b>42.0%</b>
Spanish Mainland	14.8%	30.6%	47.9%	21.7%	<b>27.0%</b>
United Kingdom	6.2%	10.3%	9.3%	6.6%	<b>7.8%</b>
Netherlands	4.2%	6.2%	6.4%	5.3%	<b>5.4%</b>
Denmark	6.8%	2.3%	0.0%	2.6%	<b>3.2%</b>
Others	2.1%	4.1%	1.0%	2.6%	<b>2.4%</b>
Others	11.6%	11.4%	15.8%	10.9%	<b>12.2%</b>

#### Where do they stay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
1-2-3* Hotel	6.6%	6.2%	3.7%	7.3%	<b>6.1%</b>
4* Hotel	53.3%	56.7%	39.7%	49.5%	<b>49.9%</b>
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	<b>0.0%</b>
Aparthotel / Tourist Villa	15.5%	16.8%	17.1%	17.1%	<b>16.6%</b>
House/room rented in a private dwelling	17.3%	11.5%	20.0%	16.3%	<b>16.4%</b>
Private accommodation (1)	3.8%	4.6%	10.6%	5.4%	<b>5.9%</b>
Others (Cottage, cruise, camping,...)	3.6%	4.3%	8.8%	4.4%	<b>5.1%</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	35.1%	30.1%	43.0%	39.0%	<b>36.9%</b>
Bed and Breakfast	14.4%	21.7%	13.8%	16.9%	<b>16.5%</b>
Half board	35.3%	28.7%	15.8%	27.0%	<b>27.6%</b>
Full board	0.5%	0.9%	0.5%	0.5%	<b>0.6%</b>
All inclusive	14.7%	18.6%	26.8%	16.6%	<b>18.5%</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	48.0%	58.0%	62.2%	--	<b>55.2%</b>
No	25.8%	25.1%	19.1%	--	<b>23.5%</b>
Not remember	26.2%	17.0%	18.7%	--	<b>21.3%</b>

Do they exclude destinations with tourist tax?

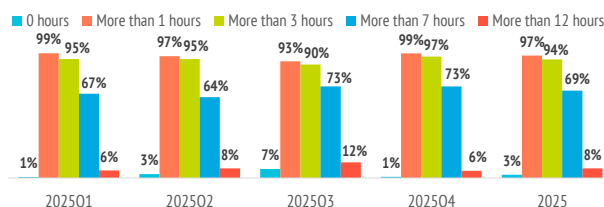
	2025Q1	2025Q2	2025Q3	2025Q4	2025
Yes	10.2%	15.3%	18.2%	--	<b>14.1%</b>
No	89.8%	84.7%	81.8%	--	<b>85.9%</b>

How much would they be willing to pay?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Up to 1 euro	27.4%	23.9%	37.3%	--	<b>29.1%</b>
Up to 2 euros	38.0%	47.9%	28.3%	--	<b>38.1%</b>
Up to 3 euros	24.4%	17.7%	18.1%	--	<b>20.7%</b>
More than 3 euros	10.2%	10.5%	16.3%	--	<b>12.0%</b>

#### Activities in the Canary Islands

	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>Outdoor time per day</b>					
0 hours	0.7%	3.1%	7.2%	0.9%	<b>2.6%</b>
1 - 2 hours	4.6%	2.3%	2.5%	2.5%	<b>3.1%</b>
3 - 6 hours	27.7%	30.4%	17.5%	23.7%	<b>24.8%</b>
7 - 12 hours	61.0%	56.6%	60.4%	67.1%	<b>61.9%</b>
More than 12 hours	6.0%	7.7%	12.5%	5.7%	<b>7.6%</b>
Outdoor time per day	7.8	8.3	8.7	8.3	<b>8.2</b>



	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>Activities in the Canary Islands</b>					
Walk, wander	73.2%	77.7%	77.4%	86.1%	<b>78.9%</b>
Explore the island on their own	68.5%	70.3%	76.5%	81.5%	<b>74.5%</b>
Beach	44.5%	54.3%	72.7%	65.5%	<b>58.8%</b>
Hiking	52.3%	52.9%	61.6%	63.0%	<b>57.6%</b>
Taste Canarian gastronomy	39.9%	35.1%	53.3%	49.7%	<b>44.8%</b>
Swimming pool, hotel facilities	25.8%	35.8%	55.1%	35.9%	<b>37.1%</b>
Museums / exhibitions	26.6%	18.9%	29.6%	32.9%	<b>27.6%</b>
Organized excursions	19.1%	23.2%	30.0%	28.3%	<b>25.0%</b>
Other Nature Activities	13.7%	16.0%	26.7%	20.3%	<b>18.9%</b>
Wineries / markets / popular festivals	18.3%	12.2%	21.6%	19.9%	<b>18.3%</b>
Astronomical observation	9.6%	18.1%	24.6%	19.0%	<b>17.3%</b>
Sea excursions / whale watching	6.6%	10.5%	18.7%	13.0%	<b>11.9%</b>
Running	6.0%	10.7%	7.4%	4.4%	<b>6.8%</b>
Swim	2.8%	4.1%	5.9%	3.9%	<b>4.0%</b>
Nightlife / concerts / shows	1.0%	3.0%	6.3%	4.2%	<b>3.5%</b>
Practice other sports	0.7%	4.0%	2.7%	4.8%	<b>3.0%</b>
Beauty and health treatments	1.7%	3.9%	1.3%	3.6%	<b>2.6%</b>
Scuba Diving	0.3%	2.0%	4.7%	3.5%	<b>2.5%</b>
Cycling / Mountain bike	1.8%	2.4%	1.0%	3.9%	<b>2.4%</b>
Theme parks	0.9%	4.2%	2.8%	1.7%	<b>2.2%</b>
Surf	--	--	0.1%	0.8%	<b>0.3%</b>
Windsurf / Kitesurf	--	0.0%	--	0.4%	<b>0.1%</b>
Golf	--	--	--	0.2%	<b>0.1%</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	74.3%	65.6%	59.2%	--	<b>46.8%</b>
- For any purpose	25.6%	22.9%	10.5%	--	<b>14.1%</b>
- Improve living conditions	11.8%	11.3%	6.3%	--	<b>7.0%</b>
- Improve economic development	3.6%	2.6%	4.9%	--	<b>2.6%</b>
- Improve the environment	23.1%	20.6%	28.4%	--	<b>16.7%</b>
- Improve the tourist environment	4.5%	4.1%	2.7%	--	<b>2.7%</b>
- Other purposes	5.7%	4.0%	6.4%	--	<b>3.8%</b>
Not sure	18.1%	22.7%	22.6%	--	<b>14.4%</b>
No	7.6%	11.7%	18.1%	--	<b>8.3%</b>

## Tourist profile by quarter of trip (2025)

### LA PALMA



#### ¿Qué lugares visitan?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Santa Cruz de La Palma	72.5%	71.7%	74.1%	77.6%	74.3%
Los Llanos de Aridane	57.1%	59.3%	64.9%	64.8%	61.4%
Tazacorte Harbour	56.6%	57.4%	60.7%	64.8%	60.1%
Caldera de Taburiente National Pa	48.2%	56.0%	63.0%	63.5%	57.2%
Nuevo Volcán en Cumbre Vieja	48.3%	52.1%	50.4%	56.5%	51.9%
Ruta de los Volcanes	46.3%	54.1%	50.1%	53.0%	50.4%
Roque de Los Muchachos Observa	40.4%	50.6%	56.1%	48.1%	47.6%
Los Tilos Forest	10.7%	40.0%	50.7%	41.3%	32.9%

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

	2025Q1	2025Q2	2025Q3	2025Q4	2025
La Palma: Repeat tourists	69.0%	64.7%	64.3%	72.3%	68.2%
La Palma: At least 10 previous visits	5.5%	3.7%	6.0%	6.9%	5.7%
Canary Islands: Repeat tourists	77.8%	76.9%	77.9%	85.3%	79.9%
Canary Islands: At least 10 previous visi	21.3%	19.6%	16.7%	20.6%	19.8%

#### Who are they?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
<b>Gender</b>					
Men	51.6%	61.5%	58.8%	59.8%	57.6%
Women	48.4%	38.5%	41.2%	40.2%	42.4%
<b>Age</b>					
Average age	53.7	49.3	45.6	48.7	49.6
Standard deviation	16.6	16.4	15.8	15.3	16.3
<b>Age range</b>					
16 - 24 years old	6.1%	7.3%	10.8%	3.2%	6.4%
25 - 30 years old	5.2%	7.7%	10.5%	12.1%	8.9%
31 - 45 years old	22.5%	28.4%	30.0%	27.1%	26.7%
46 - 60 years old	22.2%	24.3%	27.7%	29.7%	26.0%
Over 60 years old	44.0%	32.4%	21.1%	27.9%	32.0%
<b>Occupation</b>					
Salaried worker	42.0%	54.4%	59.7%	61.4%	54.1%
Self-employed	5.6%	11.3%	8.9%	9.6%	8.6%
Unemployed	0.6%	0.3%	0.3%	0.7%	0.5%
Business owner	8.9%	4.2%	8.7%	9.4%	8.1%
Student	2.6%	2.8%	7.3%	2.2%	3.5%
Retired	38.5%	26.2%	14.3%	15.7%	24.0%
Unpaid domestic work	0.0%	0.0%	0.2%	0.3%	0.1%
Others	1.8%	0.8%	0.6%	0.8%	1.0%
<b>Annual household income level</b>					
Less than €25,000	7.2%	10.1%	9.4%	7.3%	8.3%
€25,000 - €49,999	32.6%	36.0%	38.3%	27.2%	32.8%
€50,000 - €74,999	35.7%	29.2%	26.6%	30.9%	31.0%
More than €74,999	24.5%	24.6%	25.7%	34.6%	27.8%
<b>Education level</b>					
No studies	0.5%	0.9%	1.9%	0.9%	1.0%
Primary education	2.9%	2.8%	0.9%	1.1%	1.9%
Secondary education	20.4%	12.1%	15.1%	18.8%	17.1%
Higher education	76.2%	84.3%	82.1%	79.2%	80.0%

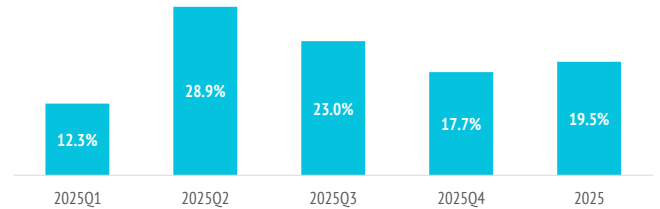
Source: Tourist Expenditure Survey (EGT, ISTAC).

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	87.7%	71.1%	77.0%	82.3%	80.5%
Two islands	10.3%	23.2%	17.0%	16.5%	16.1%
Three or more islands	2.0%	5.7%	6.0%	1.2%	3.3%

#### % 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	8.71	8.85	8.84	9.03	8.86

Experience in the Canary Islands	2025Q1	2025Q2	2025Q3	2025Q4	2025
Worse or much worse than expected	1.3%	0.9%	3.7%	0.7%	1.5%
Lived up to expectations	52.4%	51.0%	44.5%	48.3%	49.2%
Better or much better than expected	46.3%	48.1%	51.9%	50.9%	49.2%

Future intentions (scale 0-10)	2025Q1	2025Q2	2025Q3	2025Q4	2025
Return to the Canary Islands	8.87	8.95	9.05	9.27	9.04
Recommend visiting the Canary Islands	9.06	9.20	9.28	9.34	9.22

#### Who do they come with?

	2025Q1	2025Q2	2025Q3	2025Q4	2025
Unaccompanied	10.7%	10.6%	8.2%	9.8%	9.9%
Only with partner	69.1%	55.4%	41.6%	57.3%	57.0%
Only with children (< 13 years old)	0.7%	4.3%	3.7%	4.7%	3.3%
Partner + children (< 13 years old)	2.8%	3.9%	8.6%	3.9%	4.6%
Other relatives	2.5%	4.8%	8.8%	6.7%	5.6%
Friends	5.9%	9.3%	8.7%	6.4%	7.3%
Work colleagues	1.2%	2.5%	1.4%	0.9%	1.4%
Organized trip	1.5%	1.0%	0.0%	0.0%	0.6%
Other combinations (2)	5.6%	8.2%	19.0%	10.4%	10.4%

(2) Combination of some of the groups previously analyzed

Tourists with children	5.3%	9.9%	14.6%	10.7%	9.8%
- Between 0 and 2 years old	0.6%	0.7%	0.2%	0.4%	0.5%
- Between 3 and 12 years old	4.3%	8.4%	13.3%	9.4%	8.6%
- Between 0 -2 and 3-12 years old	0.4%	0.8%	1.1%	0.9%	0.8%
<b>Tourists without children</b>	<b>94.7%</b>	<b>90.1%</b>	<b>85.4%</b>	<b>89.3%</b>	<b>90.2%</b>
<b>Group composition:</b>					
- 1 person	13.8%	13.3%	9.5%	13.7%	12.7%
- 2 people	73.0%	67.6%	51.3%	64.7%	64.8%
- 3 people	5.1%	7.1%	14.7%	8.1%	8.4%
- 4 or 5 people	7.2%	8.8%	20.7%	10.9%	11.5%
- 6 or more people	1.0%	3.3%	3.9%	2.6%	2.5%
<b>Average group size:</b>	<b>2.13</b>	<b>2.27</b>	<b>2.68</b>	<b>2.32</b>	<b>2.33</b>

\*People who share the main expenses of the trip