

Tourist profile. Historical data (2019 - 2025)

TENERIFE



How many are they and how much do they spend?



	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	5,729	5,822	6,449	7,238	7,412
Tourist arrivals ≥ 16 years old (EGT) (*)	5,041	5,083	5,602	6,278	6,444
- % tourists who book holiday package	51.2%	43.8%	42.7%	44.3%	43.3%
Children < 16 years old (FRONTUR - EGT) (*)	689	739	847	960	968
Expenditure per tourist (€)	1,095	1,330	1,356	1,424	1,418
- book holiday package	1,266	1,520	1,593	1,678	1,689
- holiday package	1,005	1,219	1,274	1,359	1,350
- others	261	302	319	319	339
- do not book holiday package	915	1,181	1,180	1,222	1,211
- flight	255	320	311	323	319
- accommodation	280	405	414	395	398
- others	380	456	455	504	494
Average length of stay	9.0	9.1	9.3	8.9	8.9
- Median	7.2	7.0	7.1	7.0	7.0
Average daily expenditure (€)	138.00	166.33	169.44	183.72	182.15
- Median	124.95	153.20	158.62	168.39	170.84
Average daily expenditure (without flight)	98.24	120.89	123.29	132.21	132.16
- Median	88.30	111.20	115.00	120.85	125.42
Average cost of the flight (€)	313.4	359.1	363.8	394.2	387.9
Total turnover (≥ 16 years old) (€m)	5,520	6,758	7,598	8,938	9,134
Turnover without flight (≥ 16 years old) (€m)	3,940	4,933	5,560	6,463	6,635

(*) Thousands of tourists

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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	79.7%	83.2%	81.7%	82.6%	82.3%
- Additional accommodation expenses	9.7%	7.0%	7.3%	7.1%	7.8%
Transport:					
- National/International Transport	91.7%	95.8%	93.1%	94.3%	93.9%
- Flights between islands	3.8%	4.4%	5.0%	4.1%	3.5%
- Taxi	42.9%	50.2%	50.2%	50.7%	48.8%
- Car rental	24.4%	37.5%	37.9%	37.0%	39.4%
- Public transport	5.9%	8.8%	10.7%	10.2%	12.2%
Food and drink:					
- Food purchases at supermarkets	48.5%	56.5%	58.2%	57.5%	57.3%
- Restaurants	59.1%	71.4%	72.3%	73.2%	77.1%
Leisure:					
- Organized excursions	20.1%	29.5%	30.2%	30.4%	30.5%
- Sport activities	4.6%	8.9%	8.8%	7.6%	6.6%
- Cultural activities	2.0%	3.1%	3.2%	2.8%	2.7%
- Museums	2.3%	3.6%	3.5%	3.5%	4.1%
- Theme Parks	11.3%	19.4%	20.0%	20.8%	20.1%
- Discos and pubs	7.7%	11.7%	13.0%	13.8%	13.8%
- Wellness	2.9%	6.6%	6.6%	6.2%	7.1%
Purchases of goods:					
- Souvenirs	44.4%	39.4%	41.3%	40.9%	41.8%
- Other expenses	0.6%	0.8%	0.8%	0.9%	0.8%
Other:					
- Medical or pharmaceutical expenses	5.6%	8.0%	7.9%	6.9%	6.8%
- Other expenses	5.0%	5.8%	5.7%	4.9%	4.7%

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:	765	782	820	820	801
- Accommodation	548	650	682	688	688
- Additional accommodation expenses	217	131	138	132	112
Transport:	598	742	718	757	747
- National/International Transport	342	375	391	418	413
- Flights between islands	73	98	86	96	97
- Taxi	64	94	91	92	88
- Car rental	92	140	123	124	122
- Public transport	27	34	27	26	27
Food and drink:	298	302	303	320	330
- Food purchases at supermarkets	117	99	99	103	103
- Restaurants	180	204	204	217	227
Leisure:	514	536	539	553	588
- Organized excursions	100	97	98	94	98
- Sport activities	103	97	102	101	120
- Cultural activities	60	55	59	65	58
- Museums	26	34	35	27	33
- Theme Parks	68	73	73	79	80
- Discos and pubs	97	96	96	103	98
- Wellness	60	84	77	84	100
Purchases of goods:	338	249	288	259	333
- Souvenirs	115	78	83	80	82
- Other expenses	222	171	205	179	252
Other:	162	119	135	131	163
- Medical or pharmaceutical expenses	43	42	45	37	48
- Other expenses	118	78	89	94	115

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	90.1%	89.4%	89.3%	91.0%	90.7%
Visiting family or friends	6.4%	7.7%	7.5%	6.7%	7.0%
Business and work	2.0%	1.2%	1.5%	1.1%	1.1%
Education and training	0.2%	0.3%	0.3%	0.2%	0.2%
Sports training	0.4%	0.4%	0.5%	0.4%	0.5%
Health or medical care	0.1%	0.1%	0.1%	0.2%	0.1%
Fairs and congresses	0.2%	0.2%	0.2%	0.2%	0.1%
Others	0.6%	0.6%	0.5%	0.4%	0.3%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	51.3%	47.3%	48.2%	45.3%	44.1%
Enjoy family time	15.7%	17.4%	16.1%	16.4%	16.4%
Have fun	12.2%	9.1%	9.5%	10.3%	9.1%
Explore the destination	18.2%	22.9%	22.9%	25.1%	27.4%
Practice their hobbies	1.3%	1.8%	1.7%	1.4%	1.3%
Other reasons	1.3%	1.5%	1.7%	1.5%	1.7%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	31.9%	12.9%	10.7%	10.4%
Canary Islands	--	18.9%	24.1%	24.9%	26.0%
Other destination	--	49.3%	63.0%	64.4%	63.7%
- Balearic Islands	--	3.8%	4.5%	4.7%	4.2%
- Rest of Spain	--	11.4%	12.3%	12.8%	12.6%
- Italy	--	6.5%	7.8%	7.8%	7.6%
- France	--	4.7%	5.3%	5.4%	4.9%
- Turkey	--	1.7%	2.7%	3.1%	2.9%
- Greece	--	5.1%	6.4%	6.8%	7.0%
- Portugal	--	3.3%	4.4%	4.3%	4.4%
- Croatia	--	1.9%	2.3%	2.1%	2.1%
- Egypt	--	0.5%	1.0%	1.4%	1.5%
- Tunisia	--	0.1%	0.2%	0.3%	0.3%
- Morocco	--	0.4%	0.7%	1.0%	1.3%
- Others	--	9.6%	15.2%	14.7%	14.8%

* 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")	--	29.2%	28.8%	28.1%	28.1%
Canary Islands (other island)	--	22.5%	23.3%	23.4%	24.1%
Other destination	--	48.3%	47.8%	48.5%	47.8%
- Balearic Islands	--	6.5%	6.0%	6.1%	5.7%
- Rest of Spain	--	9.5%	9.2%	10.0%	9.3%
- Italy	--	5.3%	5.1%	5.1%	5.5%
- France	--	1.9%	1.8%	1.8%	2.1%
- Turkey	--	3.2%	3.4%	3.4%	3.3%
- Greece	--	8.6%	8.1%	8.2%	7.7%
- Portugal	--	6.5%	6.7%	6.7%	7.1%
- Croatia	--	2.3%	2.6%	2.5%	2.3%
- Egypt	--	2.0%	2.4%	2.3%	2.4%
- Others	--	2.7%	2.6%	2.3%	2.4%

* Percentage of valid answers

Importance of each factor in the destination choice

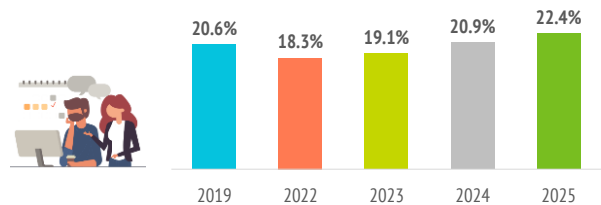
	2019	2022	2023	2024	2025
Climate	76.9%	73.8%	74.8%	75.5%	73.5%
Safety	51.7%	50.0%	54.2%	54.6%	56.1%
Tranquility	45.1%	43.4%	44.7%	46.8%	47.1%
Accommodation supply	41.4%	40.9%	42.2%	42.2%	41.9%
Landscapes	36.5%	37.5%	38.6%	38.8%	39.9%
Sea	39.3%	40.8%	40.7%	39.9%	39.6%
Price	38.7%	35.9%	38.3%	37.7%	39.0%
Environment	36.0%	35.8%	36.9%	36.9%	38.4%
Effortless trip	34.2%	36.0%	36.6%	38.1%	37.4%
European belonging	35.4%	35.3%	34.6%	36.5%	36.9%
Beaches	30.7%	31.6%	31.7%	32.1%	31.8%
Gastronomy	24.0%	26.6%	27.5%	27.2%	27.8%
Authenticity	21.3%	22.0%	23.1%	22.9%	24.9%
Fun possibilities	25.4%	25.1%	26.4%	25.8%	24.8%
Exoticism	13.3%	12.3%	13.0%	12.3%	12.9%
Hiking trail network	10.9%	11.8%	11.9%	12.5%	12.8%
Historical heritage	9.3%	8.6%	9.0%	9.6%	10.7%
Culture	8.8%	9.1%	9.5%	10.1%	10.4%
Shopping	11.1%	9.2%	10.1%	10.3%	10.1%
Nightlife	10.0%	7.9%	9.2%	8.6%	8.2%

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	0.7%	0.7%	0.7%	0.8%	0.8%
Between 1 and 30 days	23.5%	25.1%	23.1%	21.7%	21.4%
Between 1 and 2 months	22.7%	25.8%	24.3%	23.7%	22.8%
Between 3 and 6 months	32.5%	30.2%	32.8%	32.9%	32.6%
More than 6 months	20.6%	18.3%	19.1%	20.9%	22.4%

% 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	48.4%	49.4%	48.8%	47.5%	47.5%
Friends or relatives	30.7%	34.2%	33.2%	33.6%	31.9%
Internet or social media	53.2%	54.4%	54.2%	53.6%	52.6%
Mass Media	1.7%	2.3%	2.4%	2.3%	2.2%
Travel guides and magazines	7.4%	7.6%	6.9%	6.9%	6.1%
Travel Blogs or Forums	6.0%	7.8%	7.5%	7.3%	7.3%
Travel TV Channels	0.8%	0.7%	0.7%	0.9%	1.0%
Tour Operator or Travel Agency	20.0%	19.8%	18.6%	18.8%	17.5%
Public administrations or similar	0.4%	1.6%	0.7%	0.5%	0.5%
Others	2.9%	3.5%	3.2%	3.3%	3.4%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	47.7%	53.4%	53.7%	54.2%	56.2%
- Tour Operator or Travel Agency	52.3%	46.6%	46.3%	45.8%	43.8%
Accommodation					
- Directly with the accommodation	34.3%	39.1%	39.5%	40.3%	42.3%
- Tour Operator or Travel Agency	65.7%	60.9%	60.5%	59.7%	57.7%

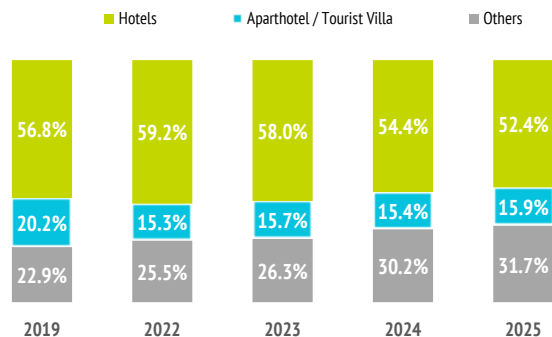
Where are they from?

	2019	2022	2023	2024	2025
United Kingdom	39.1%	38.5%	38.3%	37.5%	37.1%
Spanish Mainland	14.4%	14.1%	13.4%	12.7%	12.3%
Germany	11.5%	10.9%	11.6%	11.9%	11.5%
Italy	3.7%	5.0%	5.0%	6.0%	5.9%
France	3.8%	5.5%	5.3%	5.3%	5.6%
Belgium	3.9%	4.1%	3.8%	3.7%	3.8%
Ireland	2.7%	3.1%	3.1%	3.4%	3.7%
Netherlands	3.2%	3.7%	3.8%	3.5%	3.5%
Poland	2.3%	1.9%	1.9%	2.0%	3.1%
Others	2.0%	2.0%	1.9%	1.9%	2.4%
Others	13.4%	11.2%	12.0%	12.1%	11.3%

Where do they stay?

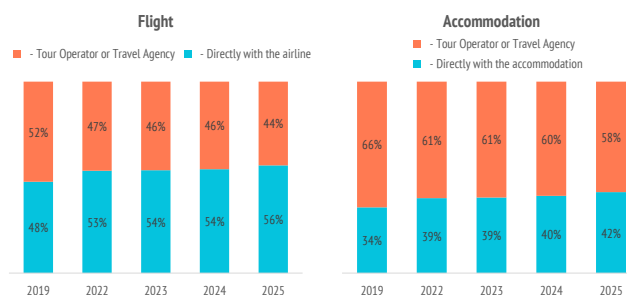
	2019	2022	2023	2024	2025
1-2-3* Hotel	10.0%	8.2%	8.7%	8.4%	9.0%
4* Hotel	35.8%	38.3%	37.6%	35.7%	33.6%
5* Hotel / 5* Luxury Hotel	11.0%	12.7%	11.7%	10.3%	9.7%
Aparthotel / Tourist Villa	20.2%	15.3%	15.7%	15.4%	15.9%
House/room rented in a private dwelling	7.0%	8.2%	10.8%	17.6%	19.7%
Private accommodation (1)	9.2%	9.5%	8.9%	9.1%	9.2%
Others (Cottage, cruise, camping,...)	6.7%	7.9%	6.6%	3.5%	2.8%

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



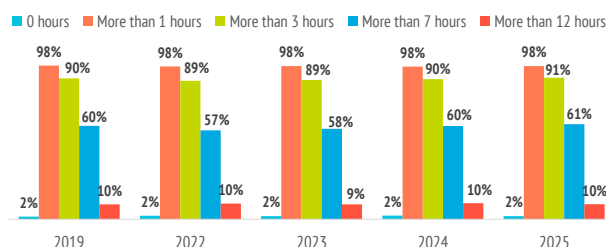
What do they book?

	2019	2022	2023	2024	2025
Room only	28.5%	28.6%	29.9%	34.7%	39.6%
Bed and Breakfast	15.2%	17.1%	17.3%	17.8%	17.0%
Half board	23.1%	22.3%	23.2%	19.8%	18.9%
Full board	3.4%	3.5%	3.6%	3.0%	2.5%
All inclusive	29.7%	28.4%	26.0%	24.7%	22.0%



Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	1.6%	2.3%	2.0%	2.3%	2.0%
1 - 2 hours	8.2%	9.2%	8.9%	8.0%	7.5%
3 - 6 hours	30.4%	31.7%	31.2%	30.0%	29.8%
7 - 12 hours	50.3%	46.9%	48.4%	49.4%	51.2%
More than 12 hours	9.5%	10.0%	9.5%	10.2%	9.6%
Outdoor time per day	7.8	7.6	7.7	7.8	7.9



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	71.7%	79.3%	78.2%	78.4%	79.4%
Beach	60.5%	67.3%	66.5%	65.9%	63.9%
Swimming pool, hotel facilities	59.0%	63.8%	62.7%	61.9%	58.9%
Explore the island on their own	45.5%	51.0%	51.0%	51.5%	52.1%
Taste Canarian gastronomy	25.2%	30.2%	29.7%	30.4%	32.1%
Theme parks	23.1%	23.5%	23.6%	24.2%	22.7%
Hiking	--	20.4%	20.5%	20.8%	22.1%
Organized excursions	18.9%	21.4%	20.3%	19.2%	18.4%
Nightlife / concerts / shows	17.8%	16.6%	17.9%	17.5%	16.5%
Sea excursions / whale watching	14.8%	17.5%	17.5%	16.3%	16.3%
Other Nature Activities	--	8.9%	9.6%	9.5%	10.4%
Wineries / markets / popular festivals	9.4%	8.5%	9.7%	9.5%	10.2%
Museums / exhibitions	7.5%	7.6%	7.3%	8.0%	8.5%
Swim	--	9.8%	8.1%	7.9%	7.7%
Beauty and health treatments	5.6%	6.6%	7.0%	6.2%	6.5%
Astronomical observation	4.4%	4.3%	5.1%	4.8%	5.5%
Running	--	5.1%	5.5%	5.6%	5.5%
Practice other sports	--	4.5%	4.7%	4.1%	3.4%
Golf	--	2.5%	3.0%	2.9%	2.6%
Scuba Diving	--	3.0%	3.2%	2.5%	2.6%
Surf	--	2.5%	2.4%	2.2%	2.1%
Cycling / Mountain bike	--	1.7%	1.8%	1.6%	1.3%
Windsurf / Kitesurf	--	0.9%	0.8%	0.6%	0.7%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

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What places do they visit?

	2019	2022	2023	2024	2025
Teide National Park	37.3%	43.1%	37.9%	37.6%	38.4%
Santa Cruz	28.7%	35.2%	33.7%	30.9%	32.3%
La Laguna	18.3%	24.0%	21.8%	19.4%	19.7%
Garachico	15.0%	21.6%	17.5%	17.0%	18.0%
Los Gigantes Cliffs	16.6%	23.1%	18.6%	17.6%	17.8%
La Orotava	15.6%	19.0%	16.9%	15.7%	16.2%
Anaga rural park	10.6%	13.5%	13.1%	13.2%	14.3%
Icod de los Vinos	14.6%	14.3%	14.1%	14.2%	14.0%
Barranco de Masca	11.8%	12.4%	11.7%	12.1%	13.5%
Teno / Buenavista	7.1%	7.2%	7.0%	7.4%	6.9%
Barranco del Infierno	3.7%	3.2%	3.4%	3.4%	3.0%

¿Cuántos son fieles al destino?

	2019	2022	2023	2024	2025
Tenerife: Repeat tourists	62.3%	61.8%	63.7%	62.9%	64.0%
Tenerife: At least 10 previous visits	9.2%	9.6%	10.0%	10.3%	10.8%
Canary Islands: Repeat tourists	68.0%	66.8%	69.9%	68.2%	69.2%
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	47.2%	44.7%	47.6%	47.9%	46.6%
Women	52.8%	55.3%	52.4%	52.1%	53.4%
Age					
Average age	44.94	44.53	44.95	44.82	45.98
Standard deviation	15.2	15.8	16.7	16.4	16.7
Age range					
16 - 24 years old	8.4%	10.7%	12.4%	11.3%	10.4%
25 - 30 years old	13.7%	12.9%	12.1%	12.6%	12.1%
31 - 45 years old	30.3%	31.5%	30.4%	32.4%	31.0%
46 - 60 years old	29.8%	25.6%	23.2%	22.2%	21.9%
Over 60 years old	17.9%	19.3%	21.9%	21.6%	24.7%
Occupation					
Salaried worker	56.9%	58.0%	56.1%	56.8%	55.8%
Self-employed	11.9%	11.1%	10.8%	11.4%	11.0%
Unemployed	1.5%	1.1%	0.9%	1.0%	1.4%
Business owner	9.1%	8.2%	8.4%	8.0%	7.0%
Student	3.7%	4.8%	4.6%	4.6%	4.1%
Retired	15.3%	15.2%	17.6%	16.9%	19.5%
Unpaid domestic work	0.8%	0.7%	0.6%	0.6%	0.6%
Others	0.8%	0.8%	0.9%	0.7%	0.7%
Annual household income level					
Less than €25,000	20.7%	15.2%	14.5%	13.3%	13.5%
€25,000 - €49,999	37.8%	35.0%	35.4%	34.4%	34.0%
€50,000 - €74,999	21.2%	24.4%	23.0%	24.8%	24.1%
More than €74,999	20.3%	25.5%	27.1%	27.4%	28.4%
Education level					
No studies	6.2%	3.9%	4.5%	4.5%	4.6%
Primary education	2.3%	1.5%	1.8%	1.6%	1.7%
Secondary education	22.9%	19.4%	18.9%	19.7%	20.7%
Higher education	68.7%	75.2%	74.8%	74.3%	73.0%

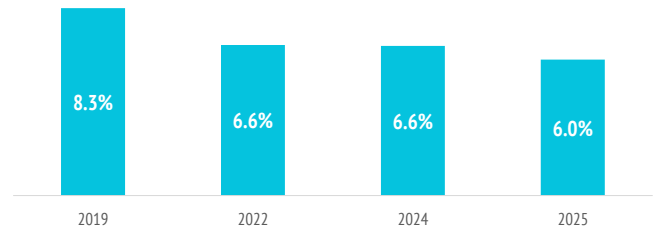
Source: Tourist Expenditure Survey (EGT, ISTAC).

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?

	2019	2022	2023	2024	2025
One island	91.7%	93.4%	92.3%	93.4%	94.0%
Two islands	7.4%	5.7%	6.6%	5.8%	5.3%
Three or more islands	0.9%	0.9%	1.1%	0.8%	0.7%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.66	8.86	8.81	8.73	8.76

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	2.9%	2.8%	2.6%	3.1%	2.8%
Lived up to expectations	53.9%	50.9%	51.6%	52.7%	54.2%
Better or much better than expected	43.3%	46.3%	45.7%	44.2%	43.1%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.68	8.82	8.82	8.73	8.77
Recommend visiting the Canary Islands	8.92	9.07	9.05	8.95	9.00

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	9.2%	8.5%	8.4%	8.0%	8.1%
Only with partner	47.4%	47.3%	48.3%	47.2%	48.0%
Only with children (< 13 years old)	6.2%	4.5%	4.2%	3.9%	4.0%
Partner + children (< 13 years old)	6.7%	8.3%	7.4%	8.2%	7.8%
Other relatives	9.5%	10.0%	10.0%	10.7%	10.3%
Friends	6.6%	7.1%	7.5%	7.6%	7.4%
Work colleagues	0.6%	0.6%	0.7%	0.5%	0.5%
Organized trip	0.3%	0.4%	0.2%	0.2%	0.3%
Other combinations (2)	13.5%	13.1%	13.5%	13.7%	13.6%

(2) Combination of some of the groups previously analyzed

Tourists with children	18.6%	18.4%	17.4%	18.8%	17.6%
- Between 0 and 2 years old	1.9%	1.3%	1.5%	1.5%	1.4%
- Between 3 and 12 years old	15.0%	15.8%	14.6%	16.0%	15.1%
- Between 0 -2 and 3-12 years old	1.7%	1.3%	1.3%	1.3%	1.2%
Tourists without children	81.4%	81.6%	82.6%	81.2%	82.4%
Group composition:					
- 1 person	14.0%	10.8%	10.5%	9.8%	9.5%
- 2 people	54.0%	55.0%	56.2%	54.9%	56.4%
- 3 people	11.9%	12.5%	12.4%	12.5%	13.0%
- 4 or 5 people	16.5%	17.9%	16.6%	17.9%	16.7%
- 6 or more people	3.6%	3.7%	4.3%	4.9%	4.4%
Average group size:	2.53	2.61	2.62	2.70	2.66

*People who share the main expenses of the trip