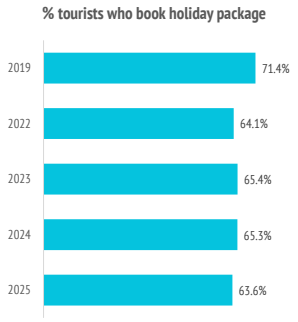
Tourist profile. Historical data (2019 - 2025)

Germany

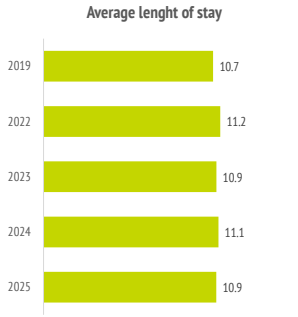
How many are they and how much do they spend?

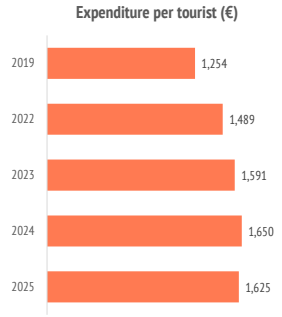
	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**2,651**	**2,275**	**2,552**	**2,820**	**2,820**
Tourist arrivals ≥ 16 years old (EGT) (*)	**2,394**	**2,055**	**2,294**	**2,542**	**2,580**
- % tourists who book holiday package	71.4%	64.1%	65.4%	65.3%	63.6%
Children < 16 years old (FRONTUR - EGT) (*)	257	220	257	278	241
Expenditure per tourist (€)	**1,254**	**1,489**	**1,591**	**1,650**	**1,625**
- book holiday package	1,347	1,561	1,711	1,808	1,788
- holiday package	1,145	1,339	1,467	1,567	1,553
- others	202	222	244	241	235
- do not book holiday package	1,022	1,361	1,366	1,352	1,341
- flight	303	379	392	404	385
- accommodation	340	478	494	453	436
- others	379	504	480	495	520
Average lenght of stay	**10.7**	**11.2**	**10.9**	**11.1**	**10.9**
- Median	9.5	9.8	9.8	9.5	**9.3**
Average daily expenditure (€)	**130.15**	**153.37**	**164.57**	**171.89**	**169.73**
- Median	116.10	139.00	148.13	158.22	**158.02**
Average daily expenditure (without flight)	**91.02**	**109.13**	**114.50**	**118.88**	**120.68**
- Median	81.90	101.53	105.00	110.72	**111.97**
Average cost of the flight (€)	**376.0**	**420.1**	**477.8**	**502.0**	**471.9**
Total turnover (≥ 16 years old) (€m)	**3,002**	**3,059**	**3,651**	**4,196**	**4,193**
Turnover without flight (≥ 16 years old) (€m)	**2,102**	**2,196**	**2,555**	**2,919**	**2,976**

(*) Thousands of tourists









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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	89.4%	88.8%	89.9%	88.7%	88.0%
- Additional accommodation expenses	5.9%	5.5%	5.8%	5.5%	5.4%
Transport:					
- National/International Transport	96.9%	97.8%	96.9%	97.6%	96.8%
- Flights between islands	3.3%	4.0%	5.2%	2.9%	4.3%
- Taxi	55.7%	56.0%	57.7%	55.8%	52.0%
- Car rental	32.6%	35.9%	37.3%	37.3%	39.7%
- Public transport	11.2%	11.4%	15.0%	13.8%	15.6%
Food and drink:					
- Food purchases at supermarkets	50.3%	54.4%	57.9%	56.5%	55.9%
- Restaurants	50.1%	55.7%	56.7%	56.1%	59.6%
Leisure:					
- Organized excursions	24.5%	26.5%	29.0%	25.8%	26.9%
- Sport activities	6.5%	7.8%	8.7%	7.6%	6.4%
- Cultural activities	2.8%	2.3%	3.2%	3.1%	2.9%
- Museums	5.6%	5.2%	6.3%	5.8%	6.7%
- Theme Parks	5.8%	8.2%	8.6%	8.3%	8.0%
- Discos and pubs	3.9%	4.7%	4.5%	4.1%	5.0%
- Wellness	3.5%	4.8%	4.9%	4.3%	3.4%
Purchases of goods:					
- Souvenirs	40.8%	37.2%	39.5%	38.6%	40.2%
- Other expenses	1.0%	0.8%	0.9%	0.7%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.6%	7.9%	7.8%	7.2%	6.9%
- Other expenses	5.2%	5.4%	5.0%	4.8%	3.1%

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:	**782**	**882**	**961**	**997**	**974**
- Accommodation	651	762	806	850	835
- Additional accommodation expenses	131	120	154	147	140
Transport:	**653**	**832**	**847**	**885**	**875**
- National/International Transport	388	429	493	515	487
- Flights between islands	66	96	78	82	79
- Taxi	73	121	109	116	139
- Car rental	100	156	139	143	142
- Public transport	25	30	27	30	27
Food and drink:	**239**	**286**	**280**	**298**	**304**
- Food purchases at supermarkets	100	107	105	116	119
- Restaurants	139	180	175	182	185
Leisure:	**487**	**552**	**529**	**533**	**560**
- Organized excursions	90	100	98	99	110
- Sport activities	132	124	109	116	115
- Cultural activities	42	43	64	52	46
- Museums	28	32	33	30	31
- Theme Parks	51	63	61	72	71
- Discos and pubs	75	102	82	85	95
- Wellness	68	87	83	79	92
Purchases of goods:	**357**	**206**	**322**	**279**	**436**
- Souvenirs	95	93	81	89	82
- Other expenses	261	113	241	190	354
Other:	**118**	**122**	**126**	**122**	**185**
- Medical or pharmaceutical expenses	50	43	46	45	67
- Other expenses	68	79	80	77	118

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)

Germany

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	94.1%	92.9%	92.3%	92.8%	92.6%
Visiting family or friends	3.8%	4.9%	5.2%	5.5%	5.4%
Business and work	0.8%	0.8%	1.0%	0.5%	0.7%
Education and training	0.1%	0.2%	0.2%	0.2%	0.3%
Sports training	0.6%	0.5%	0.5%	0.6%	0.6%
Health or medical care	0.1%	0.1%	0.1%	0.2%	0.1%
Fairs and congresses	0.0%	0.1%	0.1%	0.0%	0.1%
Others	0.4%	0.5%	0.6%	0.3%	0.4%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	49.3%	46.8%	45.0%	44.5%	43.6%
Enjoy family time	9.5%	10.9%	9.8%	12.1%	8.9%
Have fun	7.1%	8.0%	8.8%	8.2%	8.2%
Explore the destination	28.5%	29.0%	30.8%	29.7%	33.7%
Practice their hobbies	3.8%	3.1%	3.4%	3.4%	3.3%
Other reasons	1.8%	2.2%	2.1%	2.0%	2.3%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	25.7%	15.0%	12.3%	12.0%
Canary Islands	--	22.4%	24.1%	26.4%	26.3%
Other destination	--	52.0%	60.8%	61.3%	61.6%
- Balearic Islands	--	5.5%	5.4%	5.3%	5.4%
- Rest of Spain	--	4.1%	5.4%	5.8%	6.2%
- Italy	--	9.3%	9.2%	8.9%	8.9%
- France	--	3.5%	4.0%	4.0%	4.3%
- Turkey	--	2.9%	3.7%	3.7%	3.8%
- Greece	--	7.0%	8.1%	8.0%	7.3%
- Portugal	--	2.2%	3.3%	3.6%	3.4%
- Croatia	--	3.8%	4.0%	3.0%	3.0%
- Egypt	--	1.2%	1.8%	2.3%	2.0%
- Tunisia	--	0.1%	0.3%	0.6%	0.5%
- Morocco	--	0.3%	0.4%	0.5%	0.9%
- Others	--	12.3%	15.3%	15.6%	16.1%

** 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")	--	28.0%	28.7%	29.0%	29.7%
Canary Islands (other island)	--	27.1%	28.3%	28.6%	28.8%
Other destination	--	44.9%	43.1%	42.3%	41.5%
- Balearic Islands	--	7.1%	5.4%	5.8%	6.0%
- Rest of Spain	--	5.5%	5.7%	5.5%	5.4%
- Italy	--	4.1%	4.0%	4.4%	4.2%
- France	--	1.2%	1.1%	1.4%	1.4%
- Turkey	--	3.2%	3.3%	2.9%	2.7%
- Greece	--	9.8%	8.6%	8.5%	7.9%
- Portugal	--	5.2%	5.8%	5.7%	5.4%
- Croatia	--	2.0%	2.2%	2.2%	2.1%
- Egypt	--	3.9%	3.9%	3.6%	3.3%
- Others	--	2.8%	2.9%	2.4%	2.9%

** Percentage of valid answers*

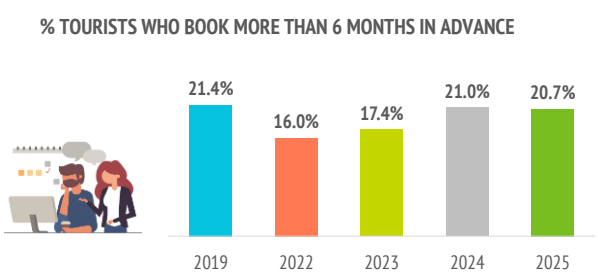
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	78.2%	74.6%	75.0%	74.8%	74.5%
Sea	61.3%	63.8%	61.7%	61.2%	61.2%
Safety	55.9%	53.0%	54.9%	57.6%	57.0%
Tranquility	51.6%	50.5%	49.9%	51.0%	50.9%
Beaches	47.9%	50.4%	48.6%	48.5%	47.9%
Effortless trip	45.0%	46.6%	45.4%	47.2%	44.9%
European belonging	41.7%	42.0%	39.5%	41.0%	41.5%
Landscapes	38.0%	35.8%	37.8%	39.1%	40.5%
Accommodation supply	41.3%	39.4%	40.5%	39.9%	39.2%
Price	27.7%	28.0%	28.7%	29.3%	29.8%
Environment	27.4%	24.9%	23.7%	27.1%	27.6%
Gastronomy	23.4%	27.0%	26.2%	27.1%	25.0%
Authenticity	18.6%	19.2%	18.7%	21.2%	21.9%
Fun possibilities	15.8%	18.0%	18.7%	17.3%	16.2%
Hiking trail network	12.5%	12.1%	10.3%	13.6%	13.6%
Shopping	9.2%	9.8%	8.9%	10.5%	9.8%
Exoticism	7.2%	7.3%	7.5%	7.7%	8.5%
Historical heritage	7.9%	6.4%	7.1%	7.9%	8.4%
Culture	7.4%	7.6%	8.7%	8.4%	7.8%
Nightlife	4.3%	4.6%	5.1%	4.5%	5.1%

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	0.6%	0.7%	0.8%	0.8%	0.8%
Between 1 and 30 days	21.0%	28.5%	23.6%	21.3%	22.8%
Between 1 and 2 months	21.1%	23.6%	23.9%	21.9%	21.5%
Between 3 and 6 months	35.9%	31.1%	34.3%	35.0%	34.2%
More than 6 months	21.4%	16.0%	17.4%	21.0%	20.7%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	51.9%	46.9%	44.5%	44.8%	45.6%
Friends or relatives	22.8%	25.5%	24.1%	23.7%	24.2%
Internet or social media	52.7%	53.1%	53.5%	52.8%	52.8%
Mass Media	2.3%	2.6%	2.3%	2.0%	2.5%
Travel guides and magazines	13.8%	10.2%	10.0%	9.1%	9.4%
Travel Blogs or Forums	5.0%	5.6%	5.7%	5.7%	5.4%
Travel TV Channels	1.4%	1.3%	1.1%	1.2%	1.1%
Tour Operator or Travel Agency	31.0%	26.1%	28.1%	26.3%	23.5%
Public administrations or similar	0.3%	0.5%	0.5%	0.3%	0.4%
Others	2.2%	2.5%	2.6%	2.3%	3.0%

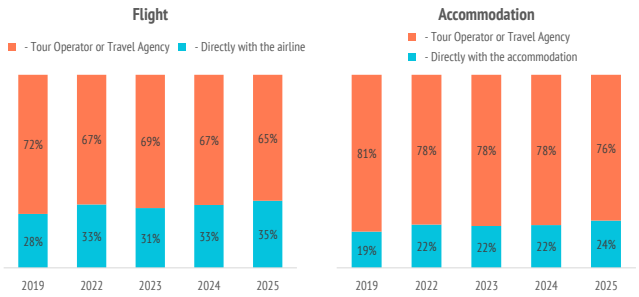
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Germany

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	27.9%	32.8%	31.0%	32.5%	34.7%
- Tour Operator or Travel Agency	72.1%	67.2%	69.0%	67.5%	65.3%
Accommodation					
- Directly with the accommodation	18.8%	22.4%	21.6%	22.2%	24.5%
- Tour Operator or Travel Agency	81.2%	77.6%	78.4%	77.8%	75.5%



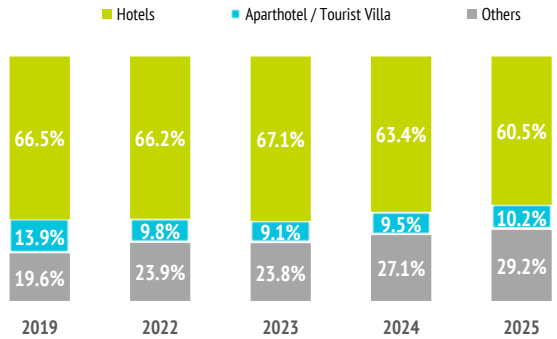
Where are they from?

	2019	2022	2023	2024	2025
Germany	92.8%	91.2%	91.9%	92.9%	93.7%
Switzerland	2.1%	3.1%	2.3%	1.9%	1.1%
Luxembourg	0.4%	1.1%	1.3%	1.2%	1.0%
Portugal	0.5%	0.9%	1.0%	0.8%	0.6%
Netherlands	0.4%	0.3%	0.2%	0.1%	0.3%
United Kingdom	0.2%	0.2%	0.2%	0.1%	0.2%
Others	0.0%	0.1%	0.1%	0.1%	0.1%
Denmark	0.1%	0.0%	0.0%	0.0%	0.1%
Poland	0.1%	0.1%	0.0%	0.1%	0.0%
France	0.0%	0.0%	0.0%	0.2%	0.0%
Others	3.5%	3.1%	2.9%	2.6%	2.9%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	13.5%	11.9%	12.1%	11.9%	12.3%
4* Hotel	45.6%	45.3%	46.2%	42.6%	40.7%
5* Hotel / 5* Luxury Hotel	7.5%	9.0%	8.8%	8.9%	7.6%
Aparthotel / Tourist Villa	13.9%	9.8%	9.1%	9.5%	10.2%
House/room rented in a private dwelling	6.5%	9.2%	10.7%	15.8%	17.9%
Private accommodation (1)	6.4%	7.7%	6.4%	7.7%	7.7%
Others (Cottage, cruise, camping,..)	6.7%	7.0%	6.6%	3.6%	3.6%

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

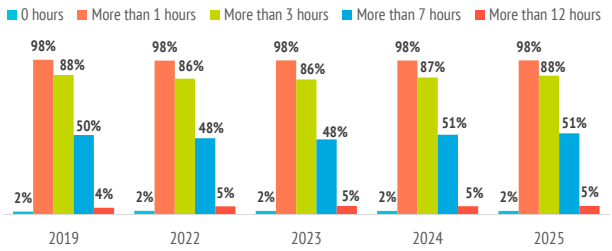


What do they book?

	2019	2022	2023	2024	2025
Room only	17.4%	20.5%	20.0%	23.1%	25.5%
Bed and Breakfast	7.7%	7.4%	8.7%	9.1%	9.3%
Half board	30.7%	25.5%	29.1%	27.1%	27.3%
Full board	3.9%	3.4%	2.6%	2.7%	2.9%
All inclusive	40.4%	43.3%	39.5%	38.0%	35.1%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	1.9%	2.4%	2.3%	2.3%	2.3%
1 - 2 hours	9.7%	11.5%	12.1%	10.8%	9.6%
3 - 6 hours	38.0%	37.7%	38.0%	36.3%	36.6%
7 - 12 hours	46.0%	43.1%	42.2%	45.3%	46.0%
More than 12 hours	4.4%	5.2%	5.4%	5.3%	5.5%
Outdoor time per day	6.9	6.7	6.7	6.9	7.0



Activities in the Canary Islands	2019	2022	2023	2024	2025
Beach	77.8%	81.3%	79.5%	79.1%	78.5%
Walk, wander	53.2%	55.4%	56.9%	57.1%	59.5%
Explore the island on their own	51.4%	52.6%	52.7%	54.5%	55.8%
Swimming pool, hotel facilities	39.8%	42.4%	42.3%	40.6%	37.8%
Taste Canarian gastronomy	29.0%	32.4%	32.9%	32.5%	35.5%
Hiking	--	19.6%	21.5%	22.7%	23.6%
Organized excursions	19.2%	17.4%	17.6%	16.0%	17.2%
Other Nature Activities	--	11.4%	11.5%	12.2%	13.6%
Sea excursions / whale watching	12.2%	14.3%	14.4%	12.4%	12.8%
Museums / exhibitions	10.7%	10.0%	11.1%	11.4%	12.0%
Wineries / markets / popular festivals	12.4%	10.2%	11.4%	10.8%	12.0%
Theme parks	12.6%	11.5%	11.6%	11.3%	11.0%
Nightlife / concerts / shows	9.1%	9.4%	9.8%	9.1%	8.9%
Astronomical observation	5.4%	5.8%	5.6%	6.3%	6.5%
Practice other sports	--	5.6%	5.4%	4.6%	4.9%
Surf	--	3.9%	3.9%	3.6%	3.8%
Beauty and health treatments	4.3%	5.0%	5.1%	4.4%	3.6%
Cycling / Mountain bike	--	4.2%	3.8%	3.2%	3.6%
Scuba Diving	--	3.9%	3.3%	3.2%	3.4%
Swim	--	7.2%	3.5%	3.1%	3.1%
Running	--	2.4%	2.1%	2.3%	2.3%
Golf	--	1.6%	1.8%	2.0%	1.6%
Windsurf / Kitesurf	--	1.6%	1.3%	1.0%	1.1%

** Multi-choise question*

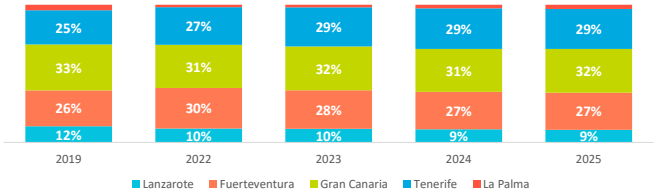
Tourist profile. Historical data (2019 - 2025)

Germany

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	274,617	203,250	225,420	239,766	235,135
Fuerteventura	607,724	599,054	636,891	689,777	691,803
Gran Canaria	778,717	635,157	721,804	785,835	816,488
Tenerife	578,542	553,807	649,008	744,297	743,280
La Palma	93,070	35,724	41,652	66,743	79,319

Share by islands	2019	2022	2023	2024	2025
Lanzarote	11.8%	10.0%	9.9%	9.5%	9.2%
Fuerteventura	26.1%	29.6%	28.0%	27.3%	27.0%
Gran Canaria	33.4%	31.3%	31.7%	31.1%	31.8%
Tenerife	24.8%	27.3%	28.5%	29.5%	29.0%
La Palma	4.0%	1.8%	1.8%	2.6%	3.1%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	90.8%	92.5%	91.4%	93.2%	93.0%
Two islands	6.1%	5.6%	6.6%	5.0%	5.6%
Three or more islands	3.0%	1.9%	1.9%	1.8%	1.4%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	73.3%	70.3%	71.0%	70.6%	72.1%
At least 10 previous visits	19.7%	18.8%	16.9%	20.2%	18.7%
Repeat tourists (last 5 years)	69.2%	64.9%	65.3%	64.9%	67.6%
Repeat tourists (last 5 years)(5 or more visits)	19.5%	13.2%	12.7%	16.1%	17.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.64	8.75	8.67	8.61	8.64

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	1.3%	1.8%	1.8%	2.3%	1.9%
Lived up to expectations	55.6%	54.7%	54.8%	55.8%	57.2%
Better or much better than expected	43.0%	43.5%	43.4%	41.9%	40.9%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.70	8.71	8.62	8.61	8.68
Recommend visiting the Canary Islands	8.95	8.99	8.91	8.86	8.90

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	52.4%	50.5%	51.5%	52.0%	52.2%
Women	47.6%	49.5%	48.5%	48.0%	47.8%
Age					
Average age	48.2	46.4	47.4	48.0	48.9
Standard deviation	15.7	16.6	17.4	17.2	17.5
Age range					
16 - 24 years old	7.2%	11.0%	11.0%	9.5%	10.3%
25 - 30 years old	10.7%	11.1%	11.6%	10.8%	10.0%
31 - 45 years old	24.1%	27.4%	25.5%	26.6%	24.8%
46 - 60 years old	34.5%	27.4%	24.5%	24.6%	23.1%
Over 60 years old	23.5%	23.1%	27.5%	28.5%	31.8%
Occupation					
Salaried worker	57.1%	58.2%	55.2%	57.3%	56.1%
Self-employed	10.2%	7.3%	8.5%	8.0%	6.5%
Unemployed	0.4%	0.3%	0.6%	0.4%	0.6%
Business owner	11.6%	11.3%	10.1%	8.6%	8.6%
Student	3.5%	4.7%	4.2%	4.2%	4.3%
Retired	15.6%	16.8%	20.2%	20.2%	22.2%
Unpaid domestic work	0.5%	0.5%	0.3%	0.4%	0.4%
Others	1.1%	0.9%	0.8%	0.9%	1.2%
Annual household income level					
Less than €25,000	11.1%	11.7%	9.4%	9.7%	9.7%
€25,000 - €49,999	37.8%	32.2%	31.3%	32.3%	30.8%
€50,000 - €74,999	26.7%	30.1%	28.6%	30.7%	29.2%
More than €74,999	24.4%	26.0%	30.7%	27.3%	30.3%
Education level					
No studies	0.6%	0.3%	0.5%	0.4%	0.6%
Primary education	3.8%	3.2%	3.4%	3.2%	3.8%
Secondary education	26.0%	23.4%	23.6%	23.3%	23.0%
Higher education	69.6%	73.1%	72.5%	73.1%	72.6%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	10.6%	11.4%	11.9%	11.7%	12.9%
Only with partner	52.7%	49.9%	53.2%	50.5%	51.2%
Only with children (< 13 years old)	5.2%	5.4%	4.0%	5.0%	3.8%
Partner + children (< 13 years old)	5.2%	5.5%	5.5%	5.7%	5.8%
Other relatives	5.6%	6.4%	6.2%	6.3%	6.3%
Friends	5.9%	7.0%	7.0%	7.2%	8.0%
Work colleagues	0.3%	0.3%	0.3%	0.1%	0.3%
Organized trip	0.4%	0.2%	0.2%	0.1%	0.2%
Other combinations (2)	14.2%	13.9%	11.7%	13.3%	11.6%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**13.0%**	**13.7%**	**12.0%**	**13.8%**	**12.0%**
- Between 0 and 2 years old	1.3%	1.0%	1.5%	0.8%	1.1%
- Between 3 and 12 years old	10.7%	12.0%	9.8%	12.0%	10.3%
- Between 0 -2 and 3-12 years old	1.0%	0.7%	0.7%	0.9%	0.7%
Tourists without children	**87.0%**	**86.3%**	**88.0%**	**86.2%**	**88.0%**
Group composition:					
- 1 person	13.5%	13.4%	13.8%	13.3%	14.8%
- 2 people	61.2%	59.3%	62.2%	60.8%	61.3%
- 3 people	11.9%	12.0%	11.8%	11.5%	11.1%
- 4 or 5 people	11.8%	13.3%	10.3%	12.5%	11.0%
- 6 or more people	1.6%	2.0%	1.9%	1.9%	1.8%
Average group size:	**2.32**	**2.38**	**2.30**	**2.36**	**2.29**

**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.