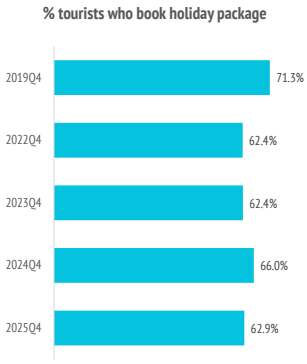
Tourist profile. Historical data (2019 - 2025)

GERMANY: Fourth Quarter

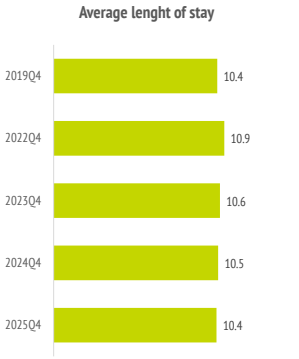
How many are they and how much do they spend?

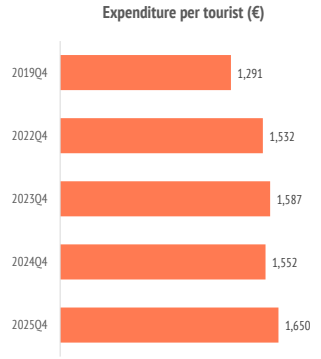
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**753**	**717**	**792**	**880**	**837**
Tourist arrivals ≥ 16 years old (EGT) (*)	**705**	**658**	**734**	**834**	**801**
- book holiday package (*)	502	410	458	551	504
- do not book holiday package (*)	202	248	276	283	297
- % tourists who book holiday package	71.3%	62.4%	62.4%	66.0%	62.9%
Children < 16 years old (FRONTUR - EGT) (*)	48	59	57	46	36
Expenditure per tourist (€) (group spend / group size)	**1,183**	**1,374**	**1,495**	**1,458**	**1,527**
Expenditure per tourist (€) (group spend / +16)	**1,291**	**1,532**	**1,587**	**1,552**	**1,650**
- book holiday package	1,386	1,648	1,745	1,736	1,822
- holiday package	1,173	1,409	1,504	1,508	1,562
- others	212	240	241	228	259
- do not book holiday package	1,056	1,341	1,326	1,195	1,359
- flight	334	399	377	367	375
- accommodation	358	468	510	382	445
- others	364	474	439	445	539
Average lenght of stay	**10.4**	**10.9**	**10.6**	**10.5**	**10.4**
- Median	9.0	9.3	9.3	8.9	8.8
Average daily expenditure (€)	**135.60**	**163.65**	**166.01**	**167.86**	**177.76**
- Median	119.85	149.92	152.77	163.49	167.86
Average daily expenditure (without flight)	**91.92**	**112.73**	**115.05**	**114.30**	**123.66**
- Median	81.95	107.14	107.92	115.51	112.33
Average cost of the flight (€)	**411**	**467**	**485**	**492**	**494**
Total turnover (€m)	**910**	**1,008**	**1,166**	**1,295**	**1,323**
Turnover without flight (€m)	**621**	**701**	**810**	**884**	**927**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	90.3%	87.8%	91.4%	88.5%	89.5%
- Additional accommodation expenses	5.2%	5.3%	4.8%	7.1%	6.1%
Transport:					
- National/International Transport	97.2%	97.9%	97.7%	97.9%	97.1%
- Flights between islands	3.2%	3.2%	5.3%	2.7%	4.4%
- Taxi	54.1%	53.2%	52.9%	54.7%	49.0%
- Car rental	31.9%	37.7%	38.3%	36.4%	41.8%
- Public transport	10.8%	11.4%	15.4%	13.0%	17.2%
Food and drink:					
- Food purchases at supermarkets	47.4%	56.3%	58.5%	58.5%	56.6%
- Restaurants	50.2%	56.5%	56.9%	56.4%	62.6%
Leisure:					
- Organized excursions	23.9%	27.3%	28.1%	23.4%	25.6%
- Sport activities	6.1%	7.8%	7.4%	7.8%	6.6%
- Cultural activities	2.2%	2.8%	3.5%	3.3%	2.1%
- Museums	5.9%	5.7%	6.5%	5.6%	6.0%
- Theme Parks	5.1%	8.0%	7.7%	7.2%	7.0%
- Discos and pubs	3.8%	4.3%	4.8%	4.3%	3.4%
- Wellness	2.5%	4.9%	4.3%	3.2%	3.5%
Purchases of goods:					
- Souvenirs	38.4%	38.3%	40.5%	37.1%	43.0%
- Other expenses	0.8%	0.7%	0.8%	0.5%	0.6%
Other:					
- Medical or pharmaceutical expenses	5.3%	8.0%	8.4%	6.6%	5.8%
- Other expenses	4.6%	6.3%	4.2%	5.3%	2.6%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**805**	**885**	**932**	**924**	**966**
- Accommodation	641	770	800	792	812
- Additional accommodation expenses	164	116	132	132	154
Transport:	**719**	**915**	**852**	**856**	**892**
- National/International Transport	423	477	496	502	509
- Flights between islands	88	152	71	92	95
- Taxi	78	117	107	102	120
- Car rental	105	138	143	135	141
- Public transport	25	31	36	24	26
Food and drink:	**250**	**291**	**270**	**282**	**321**
- Food purchases at supermarkets	103	108	103	107	125
- Restaurants	147	183	167	175	196
Leisure:	**492**	**510**	**565**	**489**	**579**
- Organized excursions	90	103	92	91	104
- Sport activities	108	98	122	104	112
- Cultural activities	48	37	77	42	49
- Museums	29	36	40	32	38
- Theme Parks	54	67	62	63	60
- Discos and pubs	96	83	81	77	131
- Wellness	67	85	90	80	85
Purchases of goods:	**247**	**231**	**226**	**167**	**705**
- Souvenirs	112	93	76	78	**88**
- Other expenses	135	138	151	88	**617**
Other:	**127**	**124**	**92**	**88**	**236**
- Medical or pharmaceutical expenses	70	33	35	30	**111**
- Other expenses	57	92	57	57	**126**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	94.0%	91.5%	91.9%	92.5%	93.6%
Visiting family or friends	4.1%	6.4%	5.1%	5.8%	5.3%
Business and work	0.7%	0.8%	1.3%	0.5%	0.6%
Education and training	0.1%	0.2%	0.2%	0.4%	0.1%
Sports training	0.7%	0.6%	0.4%	0.5%	0.5%
Health or medical care	0.0%	0.1%	0.1%	0.1%	0.0%
Fairs and congresses	0.0%	0.0%	0.3%	0.0%	0.0%
Others	0.5%	0.5%	0.8%	0.2%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	52.0%	47.1%	46.1%	46.0%	46.2%
Enjoy family time	8.8%	11.4%	8.6%	11.2%	7.5%
Have fun	7.1%	8.5%	8.9%	7.6%	6.7%
Explore the destination	26.8%	29.1%	31.7%	29.8%	33.7%
Practice their hobbies	3.6%	2.3%	3.2%	3.0%	3.8%
Other reasons	1.7%	1.6%	1.4%	2.3%	2.1%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	20.2%	14.0%	12.0%	12.1%
Canary Islands	--	26.6%	27.8%	30.0%	29.8%
Other destination	--	53.2%	58.2%	58.0%	58.1%
- Balearic Islands	--	6.1%	5.2%	4.8%	5.0%
- Rest of Spain	--	4.4%	5.6%	5.6%	4.8%
- Italy	--	8.8%	7.3%	8.6%	8.9%
- France	--	4.0%	3.9%	3.9%	4.4%
- Turkey	--	3.3%	3.6%	3.3%	3.0%
- Greece	--	5.3%	8.2%	8.0%	7.2%
- Portugal	--	2.2%	2.7%	3.9%	2.8%
- Croatia	--	3.4%	3.7%	2.5%	2.1%
- Egypt	--	1.1%	1.5%	1.5%	2.1%
- Tunisia	--	0.1%	0.3%	0.6%	0.3%
- Morocco	--	0.3%	0.2%	0.6%	0.8%
- Others	--	14.2%	16.2%	14.7%	16.3%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	32.1%	31.5%	32.5%	30.7%
Canary Islands (other island)	--	28.5%	29.4%	28.9%	30.8%
Other destination	--	39.4%	39.1%	38.6%	38.5%
- Balearic Islands	--	5.2%	4.5%	4.2%	5.8%
- Rest of Spain	--	4.6%	5.1%	4.9%	4.7%
- Italy	--	3.1%	3.4%	3.1%	3.8%
- France	--	1.0%	0.7%	1.0%	1.0%
- Turkey	--	3.5%	3.7%	3.3%	2.8%
- Greece	--	8.7%	7.4%	8.2%	8.0%
- Portugal	--	4.7%	5.7%	5.9%	4.3%
- Croatia	--	1.1%	1.6%	1.4%	1.4%
- Egypt	--	4.6%	3.6%	4.0%	3.5%
- Others	--	2.9%	3.4%	2.6%	3.2%

** Percentage of valid answers*

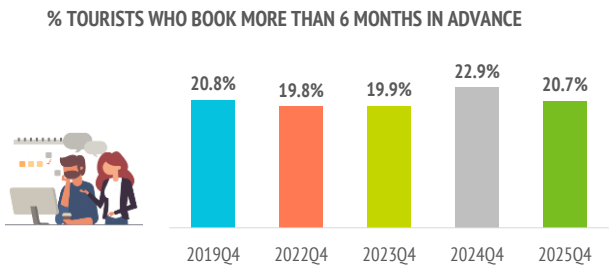
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	82.6%	80.4%	76.4%	78.9%	77.7%
Sea	62.7%	64.5%	62.3%	61.2%	61.3%
Safety	52.3%	52.5%	53.3%	58.0%	57.5%
Tranquility	50.9%	53.6%	49.9%	53.5%	51.9%
Beaches	49.2%	51.6%	50.5%	47.7%	47.4%
Effortless trip	42.7%	46.8%	44.2%	46.8%	45.9%
European belonging	40.0%	43.1%	41.0%	42.0%	43.5%
Accommodation supply	40.9%	39.9%	41.8%	41.2%	39.1%
Landscapes	37.7%	36.7%	37.7%	41.9%	38.7%
Price	23.3%	26.3%	27.5%	30.6%	30.1%
Environment	24.5%	25.0%	26.0%	27.4%	27.7%
Gastronomy	23.0%	28.8%	27.0%	26.1%	25.0%
Authenticity	16.2%	20.1%	19.4%	21.8%	22.3%
Fun possibilities	14.8%	15.2%	16.4%	15.4%	16.8%
Hiking trail network	12.8%	11.5%	9.2%	15.5%	14.8%
Exoticism	5.8%	6.9%	8.0%	7.9%	9.3%
Shopping	8.1%	10.1%	9.3%	10.3%	9.2%
Historical heritage	5.4%	6.4%	6.8%	8.6%	8.4%
Culture	5.5%	7.9%	9.2%	9.5%	7.6%
Nightlife	4.0%	4.7%	5.9%	4.1%	4.5%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.7%	0.6%	1.0%	1.1%	1.0%
Between 1 and 30 days	20.7%	25.4%	24.7%	18.9%	25.0%
Between 1 and 2 months	23.2%	23.3%	20.4%	24.9%	22.6%
Between 3 and 6 months	34.6%	30.8%	34.0%	32.3%	30.6%
More than 6 months	20.8%	19.8%	19.9%	22.9%	20.7%



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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	56.1%	49.2%	46.0%	45.5%	45.5%
Friends or relatives	22.4%	23.4%	22.5%	21.9%	23.0%
Internet or social media	52.7%	50.9%	54.6%	50.3%	53.8%
Mass Media	2.3%	2.2%	2.5%	1.5%	2.1%
Travel guides and magazines	13.8%	9.3%	8.7%	8.5%	8.7%
Travel Blogs or Forums	4.2%	5.3%	6.1%	4.9%	4.7%
Travel TV Channels	1.4%	1.2%	1.1%	0.8%	1.1%
Tour Operator or Travel Agency	29.5%	24.5%	26.4%	25.0%	22.3%
Public administrations or similar	0.3%	0.3%	0.5%	0.2%	0.6%
Others	2.1%	2.8%	2.2%	2.3%	3.5%

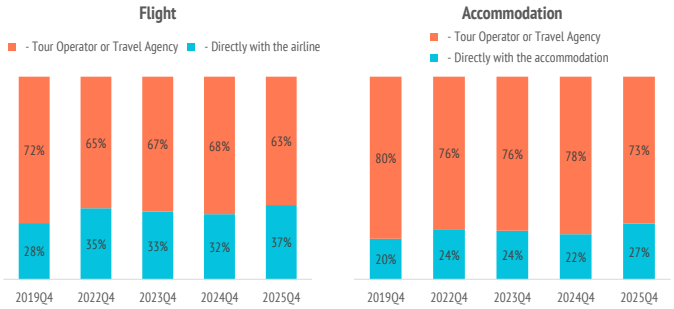
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

GERMANY: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	27.7%	35.1%	33.4%	32.1%	36.7%
- Tour Operator or Travel Agency	72.3%	64.9%	66.6%	67.9%	63.3%
Accommodation					
- Directly with the accommodation	20.0%	24.3%	24.0%	22.3%	27.5%
- Tour Operator or Travel Agency	80.0%	75.7%	76.0%	77.7%	72.5%



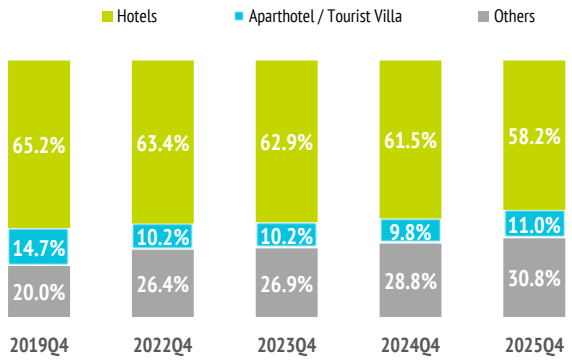
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Germany	92.4%	91.4%	89.9%	92.5%	94.1%
Spanish Mainland	3.0%	2.0%	2.2%	2.1%	3.0%
Luxembourg	0.5%	1.7%	1.8%	1.7%	0.8%
Portugal	0.6%	0.8%	1.7%	1.5%	0.4%
Austria	0.2%	0.2%	0.2%	0.1%	0.4%
Netherlands	0.6%	0.9%	0.1%	0.0%	0.3%
Italy	0.0%	0.1%	0.0%	0.2%	0.1%
United Kingdom	0.1%	0.2%	0.1%	0.0%	0.1%
France	0.1%	0.0%	0.1%	0.0%	0.1%
Czech Republic	0.0%	0.2%	0.3%	0.0%	0.0%
Others	2.5%	2.5%	3.8%	1.8%	0.8%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	11.5%	11.3%	11.0%	11.1%	11.8%
4* Hotel	45.6%	42.1%	42.9%	42.1%	39.0%
5* Hotel / 5* Luxury Hotel	8.2%	10.1%	9.0%	8.2%	7.5%
Aparthotel / Tourist Villa	14.7%	10.2%	10.2%	9.8%	11.0%
House/room rented in a private dwelling	7.6%	10.1%	15.2%	16.7%	19.3%
Private accommodation (1)	6.2%	9.2%	5.3%	8.4%	7.1%
Others (Cottage, cruise, camping,..)	6.3%	7.1%	6.4%	3.7%	4.4%

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

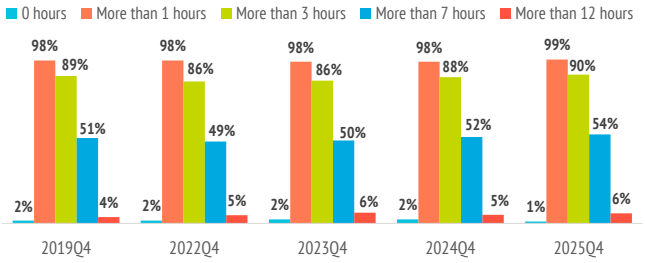


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	18.1%	23.0%	23.0%	24.2%	27.5%
Bed and Breakfast	8.1%	8.3%	9.3%	10.3%	10.7%
Half board	31.5%	22.9%	28.7%	28.4%	27.9%
Full board	3.2%	4.1%	2.3%	2.4%	2.8%
All inclusive	39.0%	41.7%	36.7%	34.7%	31.1%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	1.7%	1.7%	2.4%	2.4%	1.2%
1 - 2 hours	9.4%	12.7%	11.5%	9.4%	9.1%
3 - 6 hours	37.5%	36.3%	36.1%	36.1%	36.1%
7 - 12 hours	47.7%	44.5%	43.6%	47.0%	47.6%
More than 12 hours	3.8%	4.9%	6.5%	5.2%	6.1%
Outdoor time per day	6.9	6.8	7.0	7.0	7.1



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Beach	80.4%	81.7%	79.6%	76.5%	78.0%
Walk, wander	54.7%	55.8%	54.8%	57.5%	59.0%
Explore the island on their own	51.0%	52.7%	51.6%	52.9%	54.3%
Swimming pool, hotel facilities	37.5%	43.3%	40.5%	35.7%	37.5%
Taste Canarian gastronomy	28.3%	33.9%	33.8%	31.5%	34.2%
Hiking	--	19.7%	21.5%	24.0%	23.7%
Organized excursions	18.5%	16.7%	16.6%	14.1%	17.6%
Other Nature Activities	--	12.4%	11.0%	11.2%	14.1%
Sea excursions / whale watching	10.5%	13.6%	13.0%	11.5%	12.2%
Wineries / markets / popular festivals	11.9%	10.3%	12.1%	9.2%	11.1%
Museums / exhibitions	11.8%	11.8%	10.4%	11.5%	10.9%
Theme parks	10.3%	10.9%	10.3%	8.8%	9.9%
Astronomical observation	4.3%	5.4%	5.5%	6.9%	7.4%
Nightlife / concerts / shows	9.3%	9.6%	9.7%	7.6%	7.2%
Surf	--	3.2%	4.2%	2.9%	5.2%
Practice other sports	--	5.5%	4.2%	3.2%	4.7%
Cycling / Mountain bike	--	3.6%	3.6%	2.3%	4.4%
Beauty and health treatments	4.0%	5.3%	5.1%	3.7%	3.8%
Swim	--	3.7%	3.5%	2.8%	3.5%
Running	--	2.1%	2.4%	1.5%	2.3%
Scuba Diving	--	3.4%	3.3%	1.9%	2.0%
Golf	--	1.0%	1.5%	1.4%	1.7%
Windsurf / Kitesurf	--	1.4%	0.9%	0.7%	1.7%

** Multi-choise question*

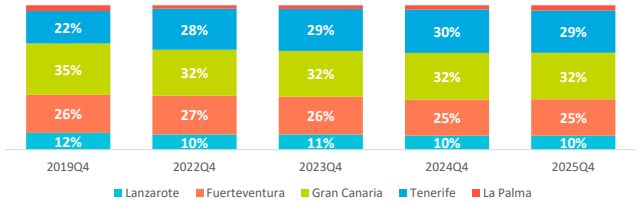
Tourist profile. Historical data (2019 - 2025)

GERMANY: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	79,656	68,542	76,656	80,387	76,916
Fuerteventura	181,482	177,007	190,751	207,642	201,946
Gran Canaria	243,468	207,524	231,188	268,201	256,423
Tenerife	154,275	185,503	211,445	249,985	233,982
La Palma	27,103	15,562	18,620	24,215	28,996

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	11.6%	10.5%	10.5%	9.7%	9.6%
Fuerteventura	26.5%	27.1%	26.2%	25.0%	25.3%
Gran Canaria	35.5%	31.7%	31.7%	32.3%	32.1%
Tenerife	22.5%	28.4%	29.0%	30.1%	29.3%
La Palma	4.0%	2.4%	2.6%	2.9%	3.6%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	91.7%	93.3%	91.0%	93.5%	93.2%
Two islands	5.8%	5.3%	6.6%	4.7%	5.5%
Three or more islands	2.5%	1.4%	2.3%	1.8%	1.3%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	78.3%	73.1%	71.6%	72.2%	71.8%
At least 10 previous visits	23.3%	21.2%	17.9%	22.7%	19.0%
Repeat tourists (last 5 years)	74.7%	68.1%	65.5%	67.7%	68.0%
Repeat tourists (last 5 years)(5 or more visits)	22.7%	14.7%	14.8%	18.4%	19.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.65	8.81	8.64	8.54	8.73

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	0.9%	1.8%	2.0%	2.8%	1.3%
Lived up to expectations	57.2%	57.0%	56.6%	57.2%	56.0%
Better or much better than expected	41.9%	41.2%	41.4%	40.0%	42.7%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.77	8.81	8.70	8.60	8.85
Recommend visiting the Canary Islands	9.02	9.04	8.97	8.87	9.03

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	54.5%	49.8%	53.5%	52.2%	51.8%
Women	45.5%	50.2%	46.5%	47.8%	48.2%
Age					
Average age	50.3	47.7	49.0	50.0	49.5
Standard deviation	14.8	16.4	17.4	17.0	16.9
Age range					
16 - 24 years old	3.7%	9.0%	8.8%	6.2%	7.2%
25 - 30 years old	9.0%	9.0%	10.3%	11.1%	10.8%
31 - 45 years old	22.8%	28.8%	26.2%	25.4%	25.3%
46 - 60 years old	39.3%	29.4%	24.2%	25.0%	25.2%
Over 60 years old	25.2%	23.8%	30.5%	32.3%	31.4%
Occupation					
Salaried worker	60.1%	59.6%	56.4%	56.7%	61.6%
Self-employed	12.0%	6.9%	9.4%	7.1%	6.8%
Unemployed	0.3%	0.4%	0.5%	0.4%	0.3%
Business owner	9.7%	12.3%	9.5%	8.1%	8.0%
Student	1.9%	2.8%	2.8%	3.3%	1.9%
Retired	14.4%	16.9%	20.2%	23.5%	19.8%
Unpaid domestic work	0.5%	0.1%	0.2%	0.4%	0.1%
Others	1.1%	0.9%	1.2%	0.6%	1.6%
Annual household income level					
Less than €25,000	10.5%	10.5%	8.8%	9.3%	7.1%
€25,000 - €49,999	34.9%	27.4%	31.5%	32.4%	26.7%
€50,000 - €74,999	28.2%	32.7%	29.9%	31.9%	28.9%
More than €74,999	26.4%	29.4%	29.7%	26.4%	37.2%
Education level					
No studies	0.5%	0.3%	0.5%	0.5%	0.6%
Primary education	3.9%	3.4%	4.5%	3.1%	3.3%
Secondary education	25.6%	23.3%	23.8%	23.2%	22.8%
Higher education	70.0%	72.9%	71.2%	73.1%	73.2%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	11.6%	12.2%	14.8%	12.9%	14.2%
Only with partner	54.8%	48.0%	54.5%	55.1%	52.8%
Only with children (< 13 years old)	4.4%	4.7%	2.8%	3.8%	3.0%
Partner + children (< 13 years old)	4.1%	6.8%	3.7%	2.9%	5.4%
Other relatives	6.0%	7.7%	6.7%	7.2%	6.0%
Friends	5.0%	6.6%	7.1%	7.3%	7.6%
Work colleagues	0.1%	0.4%	0.4%	0.2%	0.3%
Organized trip	0.6%	0.2%	0.3%	0.1%	0.1%
Other combinations (2)	13.4%	13.3%	9.5%	10.5%	10.7%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**10.9%**	**14.7%**	**8.6%**	**8.6%**	**10.7%**
- Between 0 and 2 years old	0.8%	0.7%	1.4%	0.7%	0.7%
- Between 3 and 12 years old	9.3%	13.5%	6.6%	7.0%	9.2%
- Between 0 -2 and 3-12 years old	0.8%	0.5%	0.5%	0.9%	0.9%
Tourists without children	**89.1%**	**85.3%**	**91.4%**	**91.4%**	**89.3%**
Group composition:					
- 1 person	13.9%	14.9%	16.7%	14.5%	16.3%
- 2 people	63.6%	56.5%	64.2%	65.5%	62.4%
- 3 people	10.6%	12.8%	8.8%	9.1%	9.6%
- 4 or 5 people	10.2%	13.3%	8.4%	9.4%	9.9%
- 6 or more people	1.6%	2.6%	2.0%	1.4%	1.8%
Average group size:	**2.28**	**2.40**	**2.20**	**2.23**	**2.23**

**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.