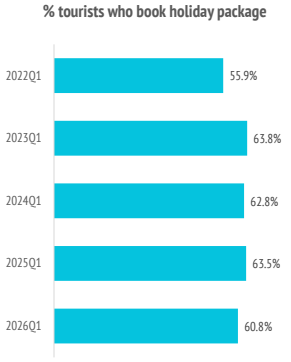
Tourist profile. Historical data (2022 - 2026)

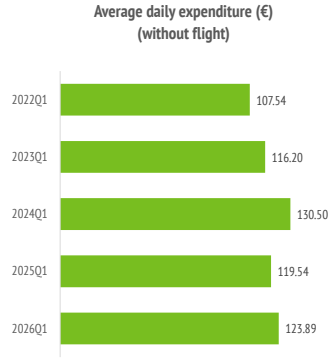
GERMANY: First Quarter

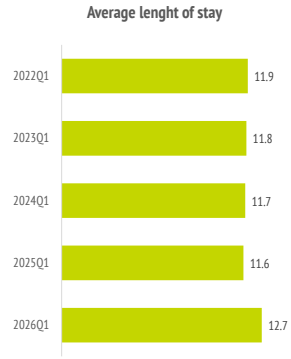
How many are they and how much do they spend?

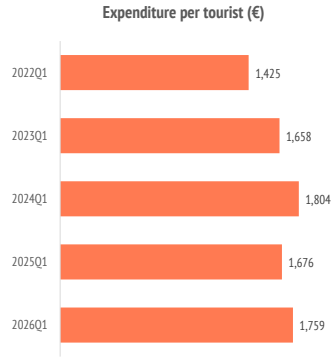
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**530**	**716**	**860**	**854**	**862**
Tourist arrivals ≥ 16 years old (EGT) (*)	**486**	**665**	**789**	**787**	**796**
- book holiday package (*)	272	424	495	499	484
- do not book holiday package (*)	214	241	293	287	312
- % tourists who book holiday package	55.9%	63.8%	62.8%	63.5%	60.8%
Children < 16 years old (FRONTUR - EGT) (*)	44	51	72	67	66
Expenditure per tourist (€) (group spend / group size)	**1,342**	**1,542**	**1,630**	**1,580**	**1,679**
Expenditure per tourist (€) (group spend / +16)	**1,425**	**1,658**	**1,804**	**1,676**	**1,759**
- book holiday package	1,510	1,796	2,003	1,841	1,949
- holiday package	1,293	1,520	1,720	1,603	1,671
- others	216	276	283	237	278
- do not book holiday package	1,317	1,415	1,468	1,390	1,466
- flight	316	416	416	409	461
- accommodation	482	477	548	459	467
- others	519	521	504	522	538
Average lenght of stay	**11.9**	**11.8**	**11.7**	**11.6**	**12.7**
- Median	9.5	10.0	9.0	9.3	9.3
Average daily expenditure (€)	**143.79**	**166.43**	**181.83**	**169.19**	**173.57**
- Median	131.82	148.58	158.33	162.50	173.89
Average daily expenditure (without flight)	**107.54**	**116.20**	**130.50**	**119.54**	**123.89**
- Median	98.57	106.45	112.29	114.89	126.96
Average cost of the flight (€)	**345**	**490**	**501**	**502**	**514**
Total turnover (€m)	**693**	**1,103**	**1,423**	**1,318**	**1,400**
Turnover without flight (€m)	**525**	**777**	**1,028**	**923**	**992**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	86.7%	89.0%	91.0%	88.1%	86.7%
- Additional accommodation expenses	5.8%	6.9%	5.3%	5.6%	6.3%
Transport:					
- National/International Transport	97.2%	97.3%	97.6%	97.1%	97.3%
- Flights between islands	5.0%	5.1%	3.8%	4.1%	5.5%
- Taxi	51.9%	57.1%	54.1%	50.1%	48.2%
- Car rental	35.6%	38.0%	40.2%	38.3%	43.8%
- Public transport	13.6%	16.9%	15.8%	16.4%	20.3%
Food and drink:					
- Food purchases at supermarkets	53.4%	57.7%	57.2%	55.4%	55.9%
- Restaurants	58.5%	63.2%	59.9%	61.7%	62.0%
Leisure:					
- Organized excursions	21.1%	25.2%	23.3%	24.1%	23.1%
- Sport activities	6.3%	9.6%	7.5%	5.3%	5.6%
- Cultural activities	1.2%	2.8%	3.6%	3.2%	3.0%
- Museums	4.9%	6.9%	7.2%	8.3%	7.1%
- Theme Parks	4.9%	8.2%	7.2%	7.8%	5.5%
- Discos and pubs	4.5%	4.4%	3.9%	5.4%	3.9%
- Wellness	4.7%	5.2%	5.2%	3.9%	5.0%
Purchases of goods:					
- Souvenirs	32.9%	38.7%	36.6%	37.9%	36.2%
- Other expenses	0.7%	0.8%	0.5%	0.7%	1.1%
Other:					
- Medical or pharmaceutical expenses	7.7%	8.3%	8.3%	7.6%	6.7%
- Other expenses	5.1%	6.0%	4.0%	3.5%	3.9%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**911**	**998**	**1,149**	**1,038**	**1,139**
- Accommodation	772	822	961	874	933
- Additional accommodation expenses	139	176	188	164	207
Transport:	**761**	**889**	**902**	**887**	**929**
- National/International Transport	355	503	513	517	528
- Flights between islands	67	89	77	72	110
- Taxi	123	118	121	117	114
- Car rental	180	154	159	154	152
- Public transport	36	25	33	27	26
Food and drink:	**322**	**308**	**314**	**313**	**338**
- Food purchases at supermarkets	117	115	124	123	125
- Restaurants	205	193	190	191	213
Leisure:	**606**	**516**	**534**	**510**	**587**
- Organized excursions	86	106	95	95	101
- Sport activities	204	109	132	93	124
- Cultural activities	25	47	60	41	46
- Museums	26	30	30	29	42
- Theme Parks	53	57	65	69	62
- Discos and pubs	98	82	86	70	129
- Wellness	115	85	66	113	83
Purchases of goods:	**160**	**126**	**186**	**330**	**261**
- Souvenirs	90	93	102	78	**87**
- Other expenses	70	33	84	252	**174**
Other:	**133**	**160**	**137**	**124**	**165**
- Medical or pharmaceutical expenses	61	59	40	45	**75**
- Other expenses	72	101	97	79	**91**

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 (2022 - 2026)

GERMANY: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	91.9%	90.7%	93.1%	92.0%	90.2%
Visiting family or friends	5.7%	6.5%	5.0%	6.0%	6.3%
Business and work	0.8%	0.8%	0.4%	0.6%	0.8%
Education and training	0.2%	0.3%	0.1%	0.3%	0.3%
Sports training	0.9%	0.9%	0.9%	0.6%	0.9%
Health or medical care	0.1%	0.2%	0.2%	0.2%	0.7%
Fairs and congresses	0.1%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.7%	0.3%	0.4%	0.8%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	44.9%	41.1%	42.4%	42.8%	44.4%
Enjoy family time	8.2%	9.7%	10.9%	7.9%	7.9%
Have fun	6.6%	6.3%	7.0%	7.2%	6.9%
Explore the destination	32.6%	34.3%	32.6%	35.4%	33.4%
Practice their hobbies	4.5%	5.2%	4.5%	3.1%	4.2%
Other reasons	3.2%	3.4%	2.5%	3.7%	3.2%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	24.7%	14.3%	11.4%	11.4%	9.6%
Canary Islands	20.1%	22.6%	22.9%	24.8%	29.3%
Other destination	55.2%	63.1%	65.7%	63.8%	61.1%
- Balearic Islands	4.8%	4.8%	5.2%	5.0%	5.6%
- Rest of Spain	4.5%	5.5%	6.7%	8.3%	5.1%
- Italy	11.0%	11.5%	10.6%	9.9%	10.1%
- France	4.0%	4.5%	5.0%	5.2%	5.0%
- Turkey	2.1%	3.1%	3.6%	3.4%	2.1%
- Greece	8.6%	6.3%	6.7%	6.7%	6.6%
- Portugal	2.6%	4.4%	3.6%	4.4%	3.5%
- Croatia	4.2%	4.4%	3.7%	2.7%	2.8%
- Egypt	1.0%	1.6%	2.0%	1.3%	2.0%
- Tunisia	0.0%	0.2%	0.2%	0.4%	0.4%
- Morocco	0.4%	0.1%	0.4%	0.8%	0.5%
- Others	11.9%	16.9%	17.9%	15.6%	17.5%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	35.6%	35.4%	33.7%	37.3%	35.3%
Canary Islands (other island)	31.6%	33.8%	32.2%	33.1%	34.5%
Other destination	32.8%	30.8%	34.1%	29.6%	30.2%
- Balearic Islands	5.0%	3.7%	4.2%	4.3%	3.8%
- Rest of Spain	4.5%	4.3%	4.1%	4.1%	4.1%
- Italy	2.5%	2.4%	3.8%	2.4%	2.5%
- France	0.7%	0.5%	1.3%	0.7%	0.9%
- Turkey	2.5%	1.6%	2.3%	1.9%	1.9%
- Greece	4.3%	3.3%	4.9%	3.2%	5.0%
- Portugal	4.2%	5.5%	4.7%	4.8%	5.0%
- Croatia	0.9%	0.8%	1.7%	0.9%	0.7%
- Egypt	4.4%	4.8%	4.4%	4.2%	3.3%
- Others	3.9%	3.9%	2.8%	3.1%	2.9%

** Percentage of valid answers*

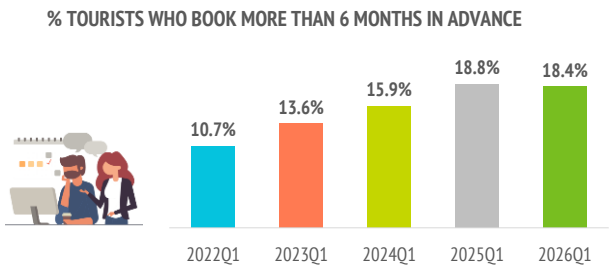
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	82.1%	83.0%	80.7%	82.6%	77.7%
Sea	57.5%	59.5%	60.8%	60.3%	56.0%
Safety	50.6%	53.3%	56.0%	55.7%	54.1%
Tranquility	47.8%	50.4%	49.7%	51.0%	48.3%
Landscapes	40.3%	44.5%	42.7%	44.0%	46.5%
Effortless trip	46.0%	44.0%	46.5%	42.4%	42.3%
European belonging	46.1%	40.1%	42.0%	43.8%	41.9%
Beaches	44.2%	42.8%	45.7%	44.9%	41.3%
Accommodation supply	33.2%	38.8%	36.2%	38.9%	33.9%
Gastronomy	27.1%	27.1%	27.8%	23.8%	29.1%
Environment	29.2%	23.2%	30.9%	27.9%	29.1%
Price	24.3%	24.3%	23.7%	27.3%	28.1%
Authenticity	17.7%	18.3%	21.5%	20.8%	19.9%
Hiking trail network	17.4%	14.3%	15.6%	14.8%	16.4%
Fun possibilities	16.0%	19.3%	18.7%	13.2%	14.7%
Culture	7.1%	9.4%	7.9%	7.7%	9.8%
Shopping	9.1%	6.7%	9.5%	8.7%	9.6%
Historical heritage	6.5%	7.2%	7.6%	7.6%	7.9%
Exoticism	6.9%	5.7%	7.6%	6.9%	5.7%
Nightlife	5.1%	4.6%	5.1%	4.6%	4.7%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	0.8%	0.6%	0.7%	0.9%	0.8%
Between 1 and 30 days	39.6%	27.0%	26.1%	23.2%	21.5%
Between 1 and 2 months	25.6%	28.6%	22.1%	23.1%	23.3%
Between 3 and 6 months	23.3%	30.2%	35.2%	34.0%	36.0%
More than 6 months	10.7%	13.6%	15.9%	18.8%	18.4%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	47.2%	50.9%	48.1%	48.4%	51.2%
Friends or relatives	29.6%	25.2%	23.8%	23.0%	25.9%
Internet or social media	52.3%	49.8%	55.1%	49.2%	49.1%
Mass Media	3.2%	2.1%	2.1%	2.3%	2.5%
Travel guides and magazines	10.4%	11.8%	10.0%	10.0%	8.7%
Travel Blogs or Forums	4.8%	4.7%	6.0%	4.5%	4.0%
Travel TV Channels	1.6%	1.0%	1.9%	1.4%	1.5%
Tour Operator or Travel Agency	21.3%	24.9%	25.2%	22.5%	24.9%
Public administrations or similar	0.8%	0.7%	0.3%	0.3%	0.3%
Others	2.4%	2.4%	1.4%	2.3%	1.8%

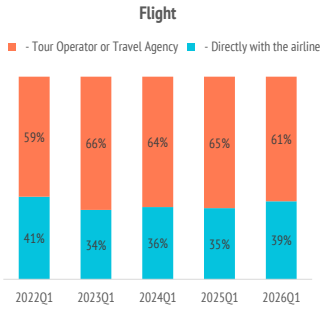
** Multi-choise question*

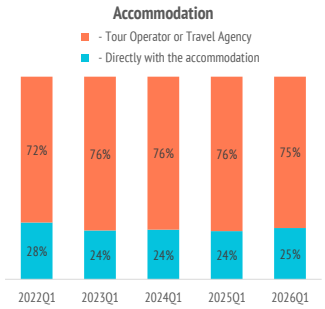
Tourist profile. Historical data (2022 - 2026)

GERMANY: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	40.7%	34.2%	35.6%	35.1%	38.5%
- Tour Operator or Travel Agency	59.3%	65.8%	64.4%	64.9%	61.5%
Accommodation					
- Directly with the accommodation	28.0%	24.1%	24.5%	23.8%	25.3%
- Tour Operator or Travel Agency	72.0%	75.9%	75.5%	76.2%	74.7%





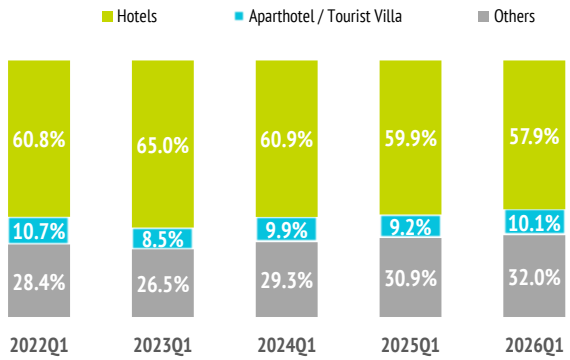
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Germany	93.7%	93.7%	92.7%	95.3%	92.6%
Spanish Mainland	3.6%	2.6%	1.4%	1.4%	1.9%
Luxembourg	0.4%	0.8%	1.5%	1.5%	1.8%
Switzerland	1.5%	1.3%	2.5%	0.4%	1.3%
Portugal	0.3%	0.8%	0.8%	0.3%	0.8%
United Kingdom	0.1%	0.3%	0.1%	0.1%	0.4%
Finland	0.0%	0.0%	0.0%	0.0%	0.2%
Austria	0.0%	0.0%	0.1%	0.4%	0.1%
Czech Republic	0.0%	0.0%	0.0%	0.0%	0.1%
Denmark	0.0%	0.0%	0.0%	0.2%	0.1%
Others	0.4%	0.6%	0.8%	0.5%	0.8%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	11.0%	10.9%	10.9%	11.8%	11.0%
4* Hotel	41.8%	44.5%	41.3%	40.1%	40.2%
5* Hotel / 5* Luxury Hotel	8.1%	9.7%	8.7%	8.0%	6.7%
Aparthotel / Tourist Villa	10.7%	8.5%	9.9%	9.2%	10.1%
House/room rented in a private dwelling	11.3%	9.7%	17.9%	18.9%	18.3%
Private accommodation (1)	8.3%	8.2%	6.0%	7.6%	9.7%
Others (Cottage, cruise, camping,..)	8.8%	8.6%	5.4%	4.5%	4.0%

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

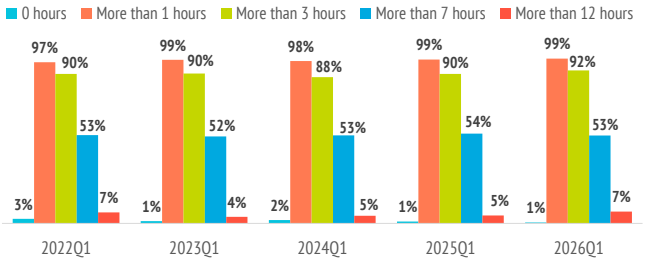


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	25.8%	22.1%	26.0%	25.9%	28.7%
Bed and Breakfast	9.7%	10.6%	10.7%	10.2%	10.2%
Half board	23.7%	32.8%	25.8%	29.9%	25.7%
Full board	2.8%	2.6%	2.9%	2.7%	2.1%
All inclusive	37.9%	32.0%	34.6%	31.2%	33.3%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	2.7%	1.3%	2.0%	1.1%	0.6%
1 - 2 hours	7.1%	8.2%	9.7%	8.7%	7.2%
3 - 6 hours	36.9%	38.0%	35.1%	36.0%	39.3%
7 - 12 hours	46.7%	48.5%	48.5%	49.4%	45.9%
More than 12 hours	6.7%	3.9%	4.6%	4.8%	7.1%
Outdoor time per day	7.2	6.9	7.0	7.2	7.3



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Beach	76.1%	73.6%	77.7%	74.0%	70.8%
Walk, wander	61.8%	65.5%	61.8%	64.6%	63.9%
Explore the island on their own	52.9%	54.1%	58.1%	56.5%	55.9%
Taste Canarian gastronomy	34.8%	35.2%	35.5%	36.0%	35.4%
Swimming pool, hotel facilities	32.7%	36.8%	37.9%	33.5%	33.3%
Hiking	24.2%	26.8%	26.4%	26.7%	27.1%
Organized excursions	13.0%	14.9%	13.8%	13.8%	15.9%
Museums / exhibitions	9.4%	10.6%	12.1%	12.9%	13.2%
Other Nature Activities	11.2%	12.1%	13.9%	12.9%	12.4%
Wineries / markets / popular festivals	9.0%	11.6%	11.1%	11.9%	11.5%
Nightlife / concerts / shows	9.0%	9.7%	10.0%	8.7%	9.8%
Sea excursions / whale watching	9.9%	9.7%	8.6%	9.0%	8.2%
Theme parks	7.1%	9.0%	10.3%	9.6%	6.9%
Astronomical observation	5.9%	4.9%	5.5%	5.4%	5.0%
Beauty and health treatments	4.8%	4.9%	4.6%	4.0%	4.7%
Practice other sports	5.9%	5.6%	4.5%	5.2%	4.6%
Cycling / Mountain bike	6.5%	4.7%	5.0%	3.6%	4.2%
Running	3.6%	1.8%	2.8%	2.4%	3.2%
Surf	4.5%	4.1%	4.0%	2.0%	2.0%
Swim	18.7%	3.2%	2.9%	1.7%	1.9%
Scuba Diving	2.5%	2.0%	3.1%	2.0%	1.4%
Golf	1.5%	2.6%	2.4%	1.8%	1.1%
Windsurf / Kitesurf	1.7%	1.3%	1.1%	0.7%	0.5%

** Multi-choise question*

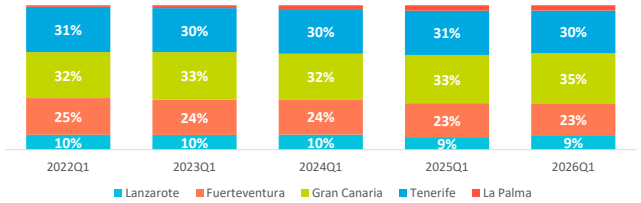
Tourist profile. Historical data (2022 - 2026)

GERMANY: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	48,588	67,203	81,460	68,123	75,057
Fuerteventura	119,920	160,768	190,754	183,565	178,908
Gran Canaria	150,431	216,532	247,259	260,971	273,970
Tenerife	147,986	200,436	236,509	238,969	234,787
La Palma	5,051	13,009	26,077	29,535	28,987

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	10.3%	10.2%	10.4%	8.7%	9.5%
Fuerteventura	25.4%	24.4%	24.4%	23.5%	22.6%
Gran Canaria	31.9%	32.9%	31.6%	33.4%	34.6%
Tenerife	31.4%	30.5%	30.2%	30.6%	29.7%
La Palma	1.1%	2.0%	3.3%	3.8%	3.7%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	91.0%	91.3%	91.3%	93.1%	91.4%
Two islands	5.6%	6.9%	5.8%	5.0%	6.5%
Three or more islands	3.3%	1.9%	2.8%	1.9%	2.1%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	71.0%	76.4%	74.2%	77.1%	78.0%
At least 10 previous visits	20.4%	19.1%	19.0%	22.5%	24.4%
Repeat tourists (last 5 years)	66.3%	72.6%	68.8%	72.7%	74.7%
Repeat tourists (last 5 years)(5 or more visits)	15.0%	13.5%	16.1%	18.4%	20.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.71	8.72	8.65	8.54	8.60

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	1.3%	1.4%	1.9%	2.3%	1.6%
Lived up to expectations	52.0%	56.5%	54.9%	58.6%	61.5%
Better or much better than expected	46.7%	42.0%	43.1%	39.1%	37.0%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.79	8.80	8.71	8.69	8.73
Recommend visiting the Canary Islands	9.00	8.99	8.87	8.86	8.90

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	51.0%	50.0%	52.2%	51.0%	50.1%
Women	49.0%	50.0%	47.8%	49.0%	49.9%
Age					
Average age	48.0	51.3	50.0	52.7	53.6
Standard deviation	16.9	17.1	16.7	17.6	17.3
Age range					
16 - 24 years old	10.5%	7.0%	6.6%	7.0%	6.4%
25 - 30 years old	9.5%	9.4%	9.0%	8.5%	6.9%
31 - 45 years old	25.4%	21.2%	26.6%	21.9%	21.6%
46 - 60 years old	26.7%	26.6%	25.8%	20.6%	20.1%
Over 60 years old	27.8%	35.8%	32.0%	42.1%	44.9%
Occupation					
Salaried worker	48.8%	45.1%	51.9%	48.0%	47.5%
Self-employed	9.3%	8.6%	10.2%	7.4%	9.0%
Unemployed	0.3%	0.7%	0.4%	0.4%	0.2%
Business owner	11.5%	9.9%	9.3%	7.8%	6.2%
Student	5.7%	4.0%	3.5%	4.8%	2.7%
Retired	22.4%	30.6%	23.0%	29.8%	32.9%
Unpaid domestic work	1.0%	0.4%	0.4%	0.7%	0.3%
Others	0.9%	0.8%	1.3%	1.0%	1.3%
Annual household income level					
Less than €25,000	11.2%	9.2%	9.0%	8.4%	9.1%
€25,000 - €49,999	31.6%	31.7%	32.0%	32.8%	29.2%
€50,000 - €74,999	27.7%	25.8%	29.9%	28.5%	26.4%
More than €74,999	29.5%	33.3%	29.1%	30.3%	35.3%
Education level					
No studies	0.5%	0.4%	0.1%	0.2%	0.7%
Primary education	2.7%	2.9%	3.2%	2.9%	4.1%
Secondary education	20.2%	20.0%	19.1%	21.7%	21.6%
Higher education	76.6%	76.8%	77.7%	75.1%	73.6%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	13.6%	12.1%	11.0%	12.9%	11.4%
Only with partner	53.8%	56.2%	49.1%	57.7%	58.1%
Only with children (< 13 years old)	3.8%	3.4%	5.6%	2.3%	2.2%
Partner + children (< 13 years old)	2.3%	4.3%	5.9%	4.7%	3.7%
Other relatives	7.4%	6.0%	5.1%	4.5%	4.9%
Friends	8.8%	6.1%	8.9%	7.6%	8.7%
Work colleagues	0.1%	0.1%	0.1%	0.0%	0.3%
Organized trip	0.4%	0.3%	0.1%	0.6%	0.2%
Other combinations (2)	9.8%	11.5%	14.2%	9.7%	10.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**7.6%**	**9.9%**	**14.9%**	**9.4%**	**7.9%**
- Between 0 and 2 years old	0.9%	1.3%	1.1%	1.5%	0.9%
- Between 3 and 12 years old	6.0%	8.1%	12.7%	7.2%	6.4%
- Between 0 -2 and 3-12 years old	0.7%	0.4%	1.2%	0.7%	0.6%
Tourists without children	**92.4%**	**90.1%**	**85.1%**	**90.6%**	**92.1%**
Group composition:					
- 1 person	16.3%	14.6%	12.2%	15.1%	13.5%
- 2 people	64.4%	63.1%	60.6%	65.9%	69.2%
- 3 people	8.9%	11.2%	12.5%	8.6%	7.6%
- 4 or 5 people	8.5%	9.4%	12.5%	8.7%	7.6%
- 6 or more people	1.8%	1.7%	2.2%	1.7%	2.2%
Average group size:	**2.20**	**2.26**	**2.40**	**2.22**	**2.22**

**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.