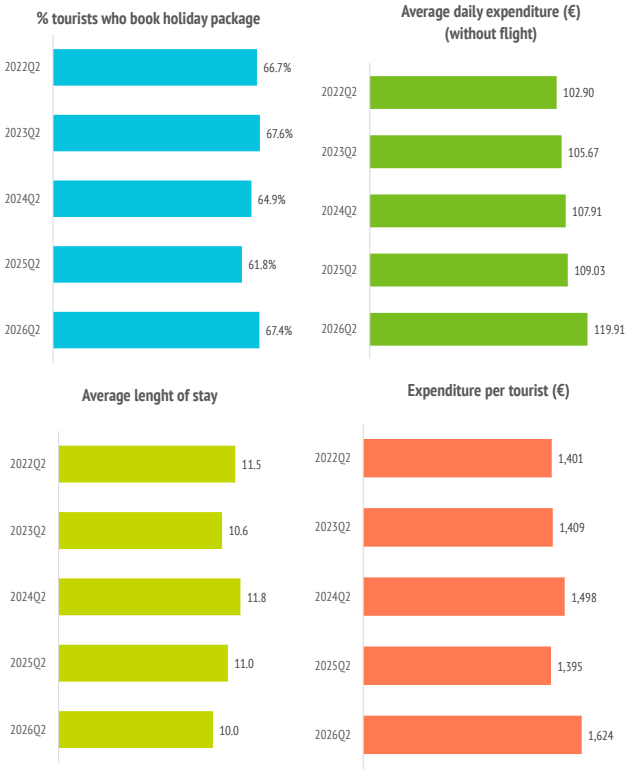
Tourist profile. Historical data (2022 - 2026)

GERMANY: Second Quarter

How many are they and how much do they spend?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**520**	**552**	**563**	**585**	**526**
Tourist arrivals ≥ 16 years old (EGT) (*)	**478**	**477**	**481**	**536**	**455**
- book holiday package (*)	319	323	312	331	307
- do not book holiday package (*)	159	154	169	205	148
- % tourists who book holiday package	66.7%	67.6%	64.9%	61.8%	67.4%
Children < 16 years old (FRONTUR - EGT) (*)	42	75	82	50	72
Expenditure per tourist (€) (group spend / group size)	**1,268**	**1,308**	**1,375**	**1,347**	**1,441**
Expenditure per tourist (€) (group spend / +16)	**1,401**	**1,409**	**1,498**	**1,395**	**1,624**
- book holiday package	1,421	1,470	1,587	1,530	1,757
- holiday package	1,226	1,266	1,369	1,326	1,547
- others	195	204	218	204	210
- do not book holiday package	1,360	1,281	1,334	1,178	1,348
- flight	378	356	380	340	424
- accommodation	463	448	416	384	442
- others	518	477	537	454	481
Average lenght of stay	**11.5**	**10.6**	**11.8**	**11.0**	**10.0**
- Median	9.5	9.1	9.7	9.3	9.0
Average daily expenditure (€)	**139.50**	**150.57**	**153.20**	**145.60**	**179.40**
- Median	131.06	133.93	140.42	141.09	164.28
Average daily expenditure (without flight)	**102.90**	**105.67**	**107.91**	**109.03**	**119.91**
- Median	96.46	98.48	100.26	105.80	114.05
Average cost of the flight (€)	**365**	**415**	**437**	**364**	**534**
Total turnover (€m)	**669**	**672**	**720**	**747**	**739**
Turnover without flight (€m)	**495**	**474**	**510**	**552**	**496**

(*) Thousands of tourists



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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	89.4%	89.9%	86.4%	86.7%	89.1%
- Additional accommodation expenses	5.0%	6.5%	3.6%	4.4%	5.9%
Transport:					
- National/International Transport	98.2%	97.2%	96.7%	96.5%	97.5%
- Flights between islands	3.8%	5.2%	2.6%	4.0%	3.3%
- Taxi	57.3%	59.1%	55.6%	53.9%	56.1%
- Car rental	34.3%	38.2%	35.4%	38.9%	39.1%
- Public transport	10.9%	13.9%	13.4%	15.2%	17.4%
Food and drink:					
- Food purchases at supermarkets	50.8%	57.3%	54.0%	52.3%	52.0%
- Restaurants	55.7%	53.7%	55.0%	58.1%	56.4%
Leisure:					
- Organized excursions	24.0%	27.5%	26.5%	27.2%	24.7%
- Sport activities	7.2%	8.1%	6.8%	7.0%	5.5%
- Cultural activities	2.0%	3.0%	2.8%	3.5%	2.4%
- Museums	5.1%	5.4%	4.4%	5.4%	8.2%
- Theme Parks	7.8%	7.5%	9.2%	7.0%	5.2%
- Discos and pubs	4.3%	2.9%	3.8%	7.9%	4.9%
- Wellness	3.7%	4.9%	4.8%	3.4%	4.2%
Purchases of goods:					
- Souvenirs	35.5%	37.6%	41.5%	38.8%	38.2%
- Other expenses	0.7%	0.9%	0.9%	0.6%	0.0%
Other:					
- Medical or pharmaceutical expenses	6.9%	6.4%	6.3%	7.7%	6.1%
- Other expenses	4.1%	4.9%	5.7%	3.1%	3.0%

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

Expenditure per tourist and trip (€)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:	**882**	**852**	**908**	**903**	**952**
- Accommodation	741	713	773	783	818
- Additional accommodation expenses	141	139	136	120	134
Transport:	**755**	**748**	**801**	**692**	**896**
- National/International Transport	372	427	452	378	548
- Flights between islands	82	72	75	75	95
- Taxi	123	101	115	91	108
- Car rental	154	124	128	117	122
- Public transport	24	24	31	31	22
Food and drink:	**281**	**264**	**316**	**266**	**283**
- Food purchases at supermarkets	111	94	129	104	97
- Restaurants	170	170	187	163	186
Leisure:	**552**	**473**	**543**	**538**	**549**
- Organized excursions	97	90	97	91	91
- Sport activities	103	99	120	151	118
- Cultural activities	55	62	66	50	50
- Museums	33	25	33	24	36
- Theme Parks	52	53	82	57	55
- Discos and pubs	146	68	72	102	105
- Wellness	66	75	73	64	94
Purchases of goods:	**148**	**538**	**345**	**949**	**152**
- Souvenirs	98	74	91	83	**82**
- Other expenses	50	464	254	866	**70**
Other:	**100**	**114**	**150**	**114**	**119**
- Medical or pharmaceutical expenses	42	49	63	57	**67**
- Other expenses	58	65	87	57	**52**

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: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	93.0%	93.5%	92.0%	91.8%	93.0%
Visiting family or friends	4.3%	4.5%	6.1%	5.3%	5.2%
Business and work	0.9%	0.4%	0.4%	0.8%	0.2%
Education and training	0.3%	0.3%	0.1%	0.5%	0.3%
Sports training	0.3%	0.4%	0.7%	1.0%	0.6%
Health or medical care	0.1%	0.1%	0.2%	0.2%	0.4%
Fairs and congresses	0.0%	0.1%	0.0%	0.0%	0.0%
Others	1.0%	0.8%	0.6%	0.4%	0.3%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	46.3%	47.2%	45.6%	43.3%	45.1%
Enjoy family time	11.5%	9.6%	11.3%	6.6%	13.2%
Have fun	6.0%	8.8%	8.1%	8.4%	9.4%
Explore the destination	29.8%	29.3%	30.2%	35.6%	28.4%
Practice their hobbies	3.7%	2.7%	3.2%	3.8%	2.9%
Other reasons	2.7%	2.3%	1.7%	2.3%	1.1%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays	28.1%	16.0%	12.5%	11.4%	10.7%
Canary Islands	22.4%	22.6%	28.3%	25.6%	27.1%
Other destination	49.4%	61.4%	59.1%	63.0%	62.2%
- Balearic Islands	5.6%	6.3%	5.3%	5.2%	4.9%
- Rest of Spain	4.4%	4.9%	4.2%	5.3%	5.7%
- Italy	8.8%	9.4%	7.1%	8.7%	9.1%
- France	3.1%	4.2%	3.0%	3.3%	4.0%
- Turkey	2.4%	3.4%	4.2%	4.8%	3.8%
- Greece	6.8%	9.2%	9.9%	7.4%	6.9%
- Portugal	2.3%	3.4%	3.4%	3.9%	3.1%
- Croatia	3.1%	3.9%	2.6%	3.7%	3.0%
- Egypt	1.7%	2.1%	4.0%	2.9%	2.5%
- Tunisia	0.2%	0.4%	1.3%	0.7%	0.8%
- Morocco	0.3%	0.7%	0.4%	1.0%	0.7%
- Others	10.7%	13.6%	13.7%	16.1%	17.6%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
None (I was clear about "this Canary Island")	27.9%	25.7%	27.8%	28.1%	26.2%
Canary Islands (other island)	27.7%	26.8%	28.4%	26.8%	28.2%
Other destination	44.4%	47.6%	43.8%	45.1%	45.6%
- Balearic Islands	8.1%	6.5%	7.0%	5.9%	5.6%
- Rest of Spain	5.1%	6.9%	6.8%	6.1%	6.0%
- Italy	3.9%	4.4%	3.7%	4.2%	4.0%
- France	1.2%	0.9%	1.2%	1.6%	1.9%
- Turkey	2.2%	3.5%	3.3%	3.6%	3.1%
- Greece	10.1%	9.8%	9.6%	9.1%	10.5%
- Portugal	5.3%	5.9%	5.3%	5.8%	5.7%
- Croatia	2.1%	2.6%	1.8%	2.5%	1.6%
- Egypt	3.7%	4.9%	3.0%	3.5%	4.3%
- Others	2.6%	2.1%	2.1%	2.8%	2.9%

** Percentage of valid answers*

Importance of each factor in the destination choice

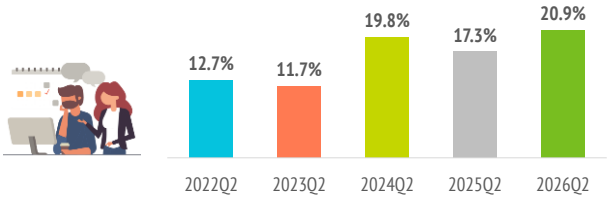
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	72.4%	74.2%	71.5%	70.9%	71.7%
Sea	65.8%	60.7%	59.6%	57.4%	64.3%
Safety	55.2%	57.1%	59.6%	56.9%	60.8%
Beaches	50.6%	48.1%	49.7%	45.6%	52.4%
Effortless trip	44.9%	46.7%	47.8%	45.9%	48.8%
Tranquility	52.0%	50.6%	51.4%	51.0%	48.8%
European belonging	44.9%	40.9%	42.8%	42.2%	44.6%
Accommodation supply	41.4%	38.0%	42.3%	40.7%	44.2%
Landscapes	35.4%	34.7%	37.3%	43.0%	39.5%
Price	30.0%	31.3%	32.0%	32.4%	32.3%
Gastronomy	26.1%	24.6%	30.7%	28.0%	30.3%
Environment	24.5%	22.6%	26.5%	30.6%	23.8%
Authenticity	19.6%	16.4%	20.7%	22.5%	22.0%
Fun possibilities	19.6%	16.9%	18.1%	16.3%	16.5%
Shopping	9.9%	8.8%	12.2%	9.3%	12.8%
Hiking trail network	12.6%	10.7%	11.3%	15.2%	9.5%
Culture	8.4%	6.8%	7.8%	7.4%	8.9%
Historical heritage	7.3%	7.5%	9.0%	10.6%	8.7%
Exoticism	8.0%	8.1%	7.4%	7.1%	7.4%
Nightlife	3.8%	4.0%	3.5%	5.8%	6.1%

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?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
The same day	0.9%	0.9%	0.2%	0.7%	1.0%
Between 1 and 30 days	26.6%	23.2%	18.9%	21.3%	18.7%
Between 1 and 2 months	26.0%	27.2%	20.4%	20.9%	21.2%
Between 3 and 6 months	33.8%	37.1%	40.7%	39.8%	38.2%
More than 6 months	12.7%	11.7%	19.8%	17.3%	20.9%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	50.9%	42.8%	42.9%	45.9%	44.6%
Friends or relatives	24.1%	24.3%	24.6%	26.2%	22.9%
Internet or social media	51.4%	55.5%	50.4%	52.3%	51.8%
Mass Media	2.3%	2.2%	2.9%	2.7%	1.7%
Travel guides and magazines	10.9%	11.2%	8.7%	9.3%	9.3%
Travel Blogs or Forums	5.2%	7.0%	6.5%	7.3%	5.2%
Travel TV Channels	1.0%	1.3%	1.2%	0.7%	1.3%
Tour Operator or Travel Agency	28.0%	25.1%	26.7%	24.7%	25.8%
Public administrations or similar	0.3%	0.3%	0.3%	0.2%	0.5%
Others	1.8%	3.6%	2.6%	3.2%	2.7%

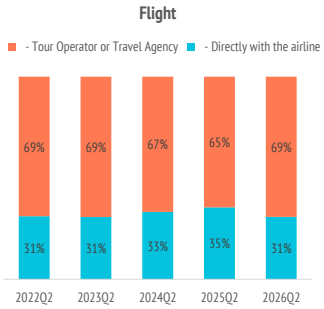
** Multi-choise question*

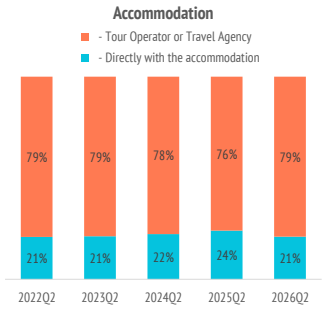
Tourist profile. Historical data (2022 - 2026)

GERMANY: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	31.1%	30.7%	33.3%	35.5%	30.8%
- Tour Operator or Travel Agency	68.9%	69.3%	66.7%	64.5%	69.2%
Accommodation					
- Directly with the accommodation	20.9%	21.2%	22.3%	24.0%	21.1%
- Tour Operator or Travel Agency	79.1%	78.8%	77.7%	76.0%	78.9%





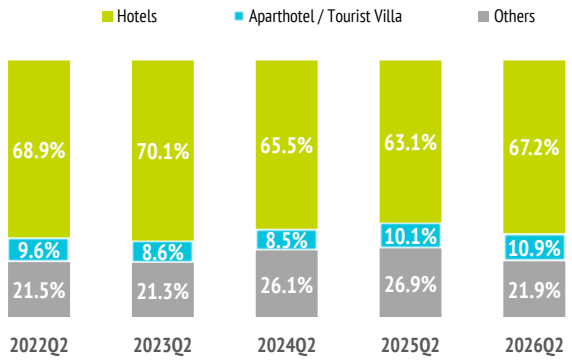
Where does the flight come from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Germany	88.6%	91.7%	93.8%	92.4%	86.7%
Spanish Mainland	3.8%	2.6%	3.5%	2.9%	4.1%
Luxembourg	0.7%	1.8%	0.4%	1.3%	2.2%
Switzerland	4.4%	1.7%	1.0%	1.2%	1.9%
Netherlands	0.1%	0.2%	0.1%	0.4%	1.6%
Portugal	1.2%	0.7%	0.3%	0.6%	0.6%
Belgium	0.1%	0.2%	0.0%	0.0%	0.5%
France	0.0%	0.1%	0.4%	0.0%	0.4%
Czech Republic	0.1%	0.0%	0.0%	0.3%	0.3%
Ireland	0.0%	0.0%	0.0%	0.0%	0.2%
Others	0.9%	0.9%	0.5%	0.9%	1.5%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	12.4%	13.1%	12.8%	12.6%	14.3%
4* Hotel	47.4%	50.1%	43.0%	42.0%	44.0%
5* Hotel / 5* Luxury Hotel	9.1%	6.8%	9.7%	8.5%	8.9%
Aparthotel / Tourist Villa	9.6%	8.6%	8.5%	10.1%	10.9%
House/room rented in a private dwelling	7.8%	7.7%	14.8%	15.6%	11.0%
Private accommodation (1)	6.8%	6.8%	8.6%	8.6%	7.8%
Others (Cottage, cruise, camping,..)	6.9%	6.8%	2.7%	2.7%	3.1%

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

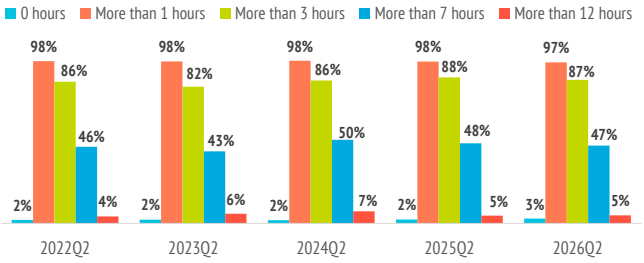


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	18.1%	18.4%	21.9%	23.4%	20.4%
Bed and Breakfast	6.1%	6.9%	7.3%	8.5%	8.8%
Half board	28.9%	29.1%	27.4%	26.3%	24.2%
Full board	3.4%	2.8%	2.8%	2.5%	2.0%
All inclusive	43.6%	42.8%	40.6%	39.2%	44.6%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	2.1%	2.3%	1.9%	2.3%	2.9%
1 - 2 hours	12.4%	15.3%	11.9%	9.6%	10.5%
3 - 6 hours	39.3%	39.0%	35.8%	39.7%	39.7%
7 - 12 hours	42.0%	37.7%	43.2%	43.7%	42.1%
More than 12 hours	4.2%	5.8%	7.3%	4.7%	4.9%
Outdoor time per day	6.6	6.4	7.0	6.7	6.6



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Beach	78.7%	81.0%	78.7%	79.8%	79.2%
Walk, wander	54.6%	55.7%	55.3%	61.8%	54.9%
Explore the island on their own	52.1%	51.6%	52.4%	59.3%	51.6%
Swimming pool, hotel facilities	43.2%	42.6%	44.2%	35.9%	43.6%
Taste Canarian gastronomy	29.8%	30.4%	31.9%	37.1%	34.3%
Hiking	18.7%	19.4%	20.6%	23.6%	20.6%
Organized excursions	15.7%	16.6%	16.9%	16.6%	17.8%
Wineries / markets / popular festivals	10.5%	11.3%	10.0%	12.7%	13.4%
Sea excursions / whale watching	13.1%	14.9%	12.8%	11.9%	12.7%
Museums / exhibitions	8.5%	12.0%	10.5%	9.7%	12.0%
Other Nature Activities	9.3%	12.0%	11.7%	13.3%	11.7%
Nightlife / concerts / shows	8.5%	9.5%	9.1%	12.1%	9.8%
Theme parks	12.2%	11.6%	11.5%	9.4%	9.5%
Astronomical observation	4.8%	6.0%	5.4%	4.5%	5.9%
Beauty and health treatments	4.9%	4.8%	4.8%	3.7%	4.7%
Cycling / Mountain bike	3.7%	4.2%	2.8%	3.7%	3.2%
Practice other sports	4.0%	4.5%	5.0%	4.7%	3.1%
Running	1.8%	2.5%	2.3%	2.7%	3.0%
Swim	3.1%	3.5%	3.4%	2.9%	2.9%
Scuba Diving	3.2%	2.1%	3.5%	3.3%	2.3%
Surf	3.7%	3.6%	3.4%	4.0%	2.2%
Golf	2.5%	1.1%	1.9%	1.2%	1.2%
Windsurf / Kitesurf	1.5%	1.7%	1.1%	0.7%	0.6%

** Multi-choise question*

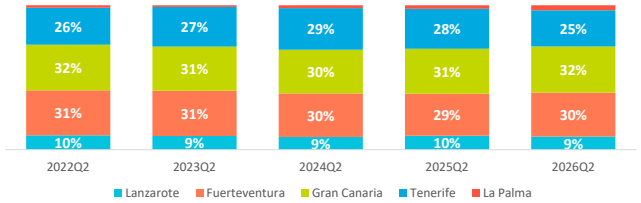
Tourist profile. Historical data (2022 - 2026)

GERMANY: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	47,013	44,798	42,412	51,324	41,261
Fuerteventura	146,548	148,409	143,686	155,540	137,817
Gran Canaria	148,741	144,700	144,531	165,105	144,257
Tenerife	120,192	129,881	137,410	147,635	113,258
La Palma	8,203	5,454	9,701	12,951	15,741

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	10.0%	9.5%	8.9%	9.6%	9.1%
Fuerteventura	31.1%	31.4%	30.1%	29.2%	30.5%
Gran Canaria	31.6%	30.6%	30.3%	31.0%	31.9%
Tenerife	25.5%	27.4%	28.8%	27.7%	25.0%
La Palma	1.7%	1.2%	2.0%	2.4%	3.5%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	92.8%	92.1%	94.4%	92.7%	95.3%
Two islands	5.4%	6.2%	4.6%	6.0%	3.6%
Three or more islands	1.8%	1.7%	1.0%	1.3%	1.1%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	72.7%	65.8%	69.2%	72.9%	71.5%
At least 10 previous visits	21.0%	17.4%	24.4%	18.7%	20.6%
Repeat tourists (last 5 years)	67.1%	60.5%	61.6%	69.1%	65.1%
Repeat tourists (last 5 years)(5 or more visits)	15.0%	12.2%	16.6%	16.1%	18.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.77	8.70	8.66	8.69	8.71

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	1.4%	1.0%	1.7%	1.4%	2.0%
Lived up to expectations	54.1%	51.1%	54.6%	59.6%	56.0%
Better or much better than expected	44.6%	48.0%	43.7%	39.1%	42.0%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.78	8.52	8.76	8.59	8.66
Recommend visiting the Canary Islands	9.06	8.89	8.95	8.84	8.94

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	51.0%	52.1%	51.4%	52.1%	48.8%
Women	49.0%	47.9%	48.6%	47.9%	51.2%
Age					
Average age	48.7	46.0	47.9	48.9	48.7
Standard deviation	16.5	17.1	17.6	17.9	17.6
Age range					
16 - 24 years old	6.9%	11.1%	10.2%	10.0%	10.0%
25 - 30 years old	11.5%	13.8%	11.8%	12.4%	9.6%
31 - 45 years old	26.0%	26.0%	25.2%	22.2%	27.3%
46 - 60 years old	26.9%	23.7%	23.4%	21.8%	21.3%
Over 60 years old	28.6%	25.3%	29.4%	33.5%	31.8%
Occupation					
Salaried worker	58.3%	59.8%	57.7%	53.5%	59.7%
Self-employed	6.0%	6.5%	7.5%	5.1%	6.0%
Unemployed	0.1%	0.4%	0.5%	1.1%	0.1%
Business owner	9.7%	8.8%	8.5%	7.4%	6.8%
Student	3.6%	4.8%	4.1%	5.0%	3.9%
Retired	20.9%	18.1%	20.3%	26.2%	21.1%
Unpaid domestic work	0.4%	0.6%	0.4%	0.3%	1.0%
Others	1.1%	0.9%	1.0%	1.3%	1.5%
Annual household income level					
Less than €25,000	12.8%	8.7%	8.5%	12.8%	5.9%
€25,000 - €49,999	40.1%	34.0%	35.4%	35.9%	27.2%
€50,000 - €74,999	26.0%	29.6%	30.1%	27.6%	33.5%
More than €74,999	21.2%	27.6%	26.0%	23.7%	33.4%
Education level					
No studies	0.2%	0.8%	0.5%	0.5%	0.6%
Primary education	3.8%	2.4%	3.7%	5.2%	3.5%
Secondary education	28.6%	26.0%	27.8%	24.7%	22.5%
Higher education	67.3%	70.7%	68.0%	69.6%	73.3%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	12.2%	11.7%	13.5%	14.0%	11.4%
Only with partner	53.3%	54.5%	52.8%	55.5%	47.5%
Only with children (< 13 years old)	5.2%	4.0%	3.5%	1.7%	6.0%
Partner + children (< 13 years old)	4.8%	6.1%	6.0%	3.8%	5.5%
Other relatives	4.3%	6.3%	6.7%	7.0%	7.8%
Friends	5.4%	7.7%	5.9%	9.8%	7.8%
Work colleagues	0.2%	0.1%	0.2%	0.5%	0.2%
Organized trip	0.1%	0.1%	0.0%	0.1%	0.3%
Other combinations (2)	14.5%	9.6%	11.5%	7.6%	13.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**13.4%**	**12.4%**	**12.4%**	**6.9%**	**15.7%**
- Between 0 and 2 years old	1.5%	2.1%	0.7%	1.5%	1.5%
- Between 3 and 12 years old	10.9%	8.7%	10.6%	5.0%	12.9%
- Between 0 -2 and 3-12 years old	0.9%	1.6%	1.0%	0.4%	1.4%
Tourists without children	**86.6%**	**87.6%**	**87.6%**	**93.1%**	**84.3%**
Group composition:					
- 1 person	13.6%	13.6%	15.5%	16.1%	12.7%
- 2 people	60.0%	63.7%	62.6%	66.5%	60.4%
- 3 people	11.4%	11.1%	9.4%	10.0%	11.9%
- 4 or 5 people	13.6%	9.7%	11.0%	6.6%	11.7%
- 6 or more people	1.5%	2.0%	1.6%	0.8%	3.3%
Average group size:	**2.35**	**2.29**	**2.25**	**2.13**	**2.42**

**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.