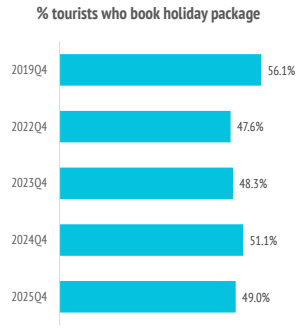
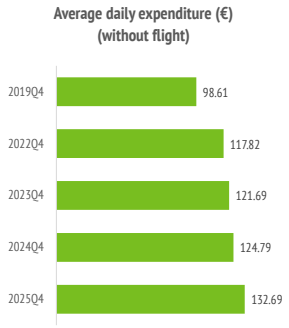
Tourist profile. Historical data (2019 - 2025)
CANARIAS: Fourth Quarter

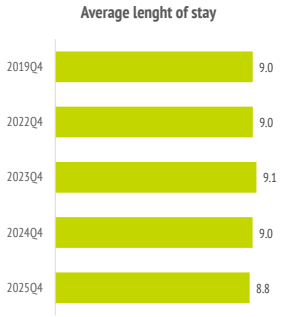
How many are they and how much do they spend?

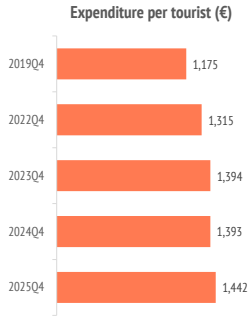
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**3,907**	**4,187**	**4,489**	**4,856**	**4,872**
Tourist arrivals ≥ 16 years old (EGT) (*)	**3,589**	**3,704**	**4,053**	**4,433**	**4,469**
- % tourists who book holiday package	56.1%	47.6%	48.3%	51.1%	49.0%
Children < 16 years old (FRONTUR - EGT) (*)	318	483	436	423	403
Expenditure per tourist (€) (group spend / group size)	**1,043**	**1,174**	**1,260**	**1,253**	**1,283**
Expenditure per tourist (€) (group spend / +16)	**1,175**	**1,315**	**1,394**	**1,393**	**1,442**
- book holiday package	1,330	1,521	1,627	1,623	1,679
- holiday package	1,094	1,255	1,351	1,351	1,393
- others	236	266	276	272	286
- do not book holiday package	976	1,128	1,176	1,153	1,214
- flight	292	309	313	312	313
- accommodation	315	390	435	391	425
- others	369	428	428	450	476
Average lenght of stay	**9.0**	**9.0**	**9.1**	**9.0**	**8.8**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**145.47**	**164.43**	**170.28**	**176.07**	**183.51**
- Median	133.33	151.04	156.03	163.34	172.17
Average daily expenditure (without flight)	**98.61**	**117.82**	**121.69**	**124.79**	**132.69**
- Median	91.48	108.63	112.17	116.67	124.03
Average cost of the flight (€)	**373.99**	**370.18**	**391.94**	**402.46**	**396.74**
Total turnover (€m)	**4,216**	**4,870**	**5,648**	**6,175**	**6,444**
Turnover without flight (€m)	**2,874**	**3,499**	**4,060**	**4,391**	**4,671**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	84.3%	82.6%	86.5%	85.7%	85.3%
- Additional accommodation expenses	7.6%	5.9%	6.8%	6.2%	7.1%
Transport:					
- National/International Transport	94.3%	95.2%	95.6%	96.3%	95.3%
- Flights between islands	3.9%	4.0%	5.5%	4.6%	3.8%
- Taxi	49.4%	51.4%	52.4%	52.9%	50.7%
- Car rental	25.1%	31.5%	31.3%	30.1%	34.6%
- Public transport	8.5%	9.5%	11.2%	11.3%	14.8%
Food and drink:					
- Food purchases at supermarkets	50.9%	56.3%	59.1%	59.1%	58.1%
- Restaurants	59.0%	67.4%	65.1%	66.3%	70.0%
Leisure:					
- Organized excursions	18.7%	22.7%	23.6%	22.5%	22.7%
- Sport activities	5.2%	8.3%	7.3%	6.7%	6.0%
- Cultural activities	1.8%	2.9%	2.5%	3.2%	2.1%
- Museums	4.7%	5.5%	5.2%	4.8%	5.9%
- Theme Parks	6.5%	9.6%	9.5%	9.2%	9.2%
- Discos and pubs	6.3%	9.7%	9.6%	10.5%	9.7%
- Wellness	3.5%	5.6%	4.7%	4.4%	4.9%
Purchases of goods:					
- Souvenirs	44.8%	39.8%	40.8%	40.2%	42.8%
- Other expenses	0.5%	0.8%	0.8%	0.8%	0.7%
Other:					
- Medical or pharmaceutical expenses	5.3%	6.8%	7.9%	6.5%	6.2%
- Other expenses	5.0%	5.8%	4.8%	4.5%	4.8%

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:	**761**	**808**	**871**	**864**	**895**
- Accommodation	567	672	706	693	732
- Additional accommodation expenses	194	136	166	171	163
Transport:	**643**	**718**	**737**	**741**	**734**
- National/International Transport	397	389	410	418	416
- Flights between islands	66	88	93	91	82
- Taxi	63	88	86	84	88
- Car rental	92	123	116	119	118
- Public transport	25	30	32	30	29
Food and drink:	**282**	**305**	**303**	**320**	**326**
- Food purchases at supermarkets	106	105	105	111	110
- Restaurants	176	200	198	210	216
Leisure:	**482**	**535**	**536**	**536**	**546**
- Organized excursions	88	94	93	90	94
- Sport activities	99	89	93	93	98
- Cultural activities	46	57	57	66	49
- Museums	34	40	38	34	40
- Theme Parks	62	75	70	74	72
- Discos and pubs	94	102	109	98	101
- Wellness	58	77	75	80	91
Purchases of goods:	**238**	**189**	**252**	**196**	**299**
- Souvenirs	106	86	88	88	91
- Other expenses	132	103	164	109	208
Other:	**119**	**138**	**142**	**117**	**175**
- Medical or pharmaceutical expenses	44	42	48	35	56
- Other expenses	76	96	94	81	119

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)
CANARIAS: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	90.3%	88.5%	90.4%	90.5%	91.3%
Visiting family or friends	5.9%	8.3%	6.3%	6.7%	6.6%
Business and work	2.2%	1.5%	1.7%	1.3%	1.3%
Education and training	0.2%	0.3%	0.2%	0.2%	0.2%
Sports training	0.6%	0.3%	0.4%	0.5%	0.4%
Health or medical care	0.1%	0.2%	0.1%	0.1%	0.0%
Fairs and congresses	0.2%	0.3%	0.3%	0.2%	0.1%
Others	0.5%	0.6%	0.6%	0.5%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	58.0%	51.7%	53.2%	52.8%	50.8%
Enjoy family time	15.2%	16.9%	14.5%	15.2%	15.7%
Have fun	7.1%	7.9%	8.1%	7.9%	7.3%
Explore the destination	16.2%	19.9%	20.3%	20.5%	22.2%
Practice their hobbies	2.1%	2.0%	2.0%	2.1%	2.1%
Other reasons	1.3%	1.6%	1.8%	1.6%	1.8%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	24.8%	13.6%	11.4%	11.3%
Canary Islands	--	24.5%	27.8%	29.2%	29.6%
Other destination	--	50.7%	58.6%	59.4%	59.1%
- Balearic Islands	--	4.0%	4.1%	4.1%	3.6%
- Rest of Spain	--	9.8%	10.4%	10.3%	9.9%
- Italy	--	6.4%	7.1%	7.0%	7.4%
- France	--	5.0%	5.3%	5.2%	4.4%
- Turkey	--	2.2%	2.5%	2.9%	3.2%
- Greece	--	5.3%	7.0%	7.1%	7.2%
- Portugal	--	3.3%	3.9%	3.7%	3.9%
- Croatia	--	1.8%	2.1%	2.2%	2.1%
- Egypt	--	0.8%	1.1%	1.3%	1.6%
- Tunisia	--	0.2%	0.2%	0.4%	0.5%
- Morocco	--	0.6%	0.8%	1.1%	1.2%
- Others	--	11.3%	14.2%	14.1%	14.0%

** 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")	--	32.2%	32.2%	33.0%	30.9%
Canary Islands (other island)	--	26.4%	27.0%	26.6%	28.5%
Other destination	--	41.3%	40.8%	40.3%	40.6%
- Balearic Islands	--	4.5%	4.7%	4.4%	4.6%
- Rest of Spain	--	7.9%	7.8%	7.8%	7.4%
- Italy	--	4.0%	4.0%	3.8%	4.3%
- France	--	1.6%	1.3%	1.4%	1.6%
- Turkey	--	3.4%	3.1%	3.3%	3.2%
- Greece	--	7.4%	7.2%	7.1%	7.0%
- Portugal	--	5.2%	5.6%	5.3%	5.5%
- Croatia	--	1.6%	1.9%	1.8%	1.7%
- Egypt	--	2.8%	2.6%	2.9%	3.0%
- Others	--	3.0%	2.8%	2.6%	2.4%

** Percentage of valid answers*

Importance of each factor in the destination choice

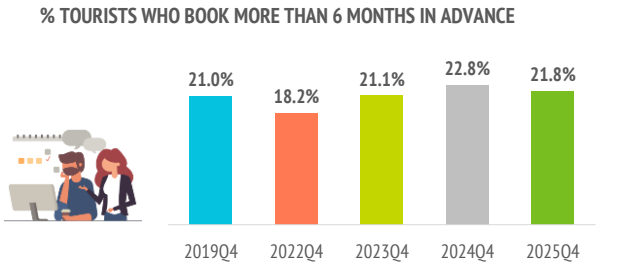
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	82.3%	78.6%	77.2%	79.3%	77.6%
Safety	50.9%	49.8%	53.7%	54.9%	56.0%
Tranquility	47.7%	46.6%	48.4%	49.5%	50.0%
Sea	46.9%	47.0%	46.5%	46.0%	45.6%
Accommodation supply	41.6%	40.4%	43.0%	43.0%	41.1%
European belonging	35.6%	36.4%	36.6%	37.9%	38.7%
Beaches	38.2%	39.1%	39.8%	38.3%	38.6%
Effortless trip	35.4%	36.9%	38.7%	39.4%	38.3%
Price	34.5%	34.8%	36.8%	36.5%	37.7%
Landscapes	32.2%	33.6%	34.1%	35.9%	35.8%
Environment	32.4%	32.8%	33.8%	34.2%	35.1%
Gastronomy	22.7%	27.2%	26.6%	26.0%	26.1%
Authenticity	18.3%	21.4%	21.9%	22.2%	24.1%
Fun possibilities	17.4%	20.5%	21.6%	21.2%	21.4%
Exoticism	9.6%	11.1%	12.3%	10.5%	12.3%
Hiking trail network	10.5%	10.3%	10.4%	12.1%	12.0%
Historical heritage	7.0%	8.3%	8.7%	9.6%	10.2%
Culture	6.7%	8.8%	9.0%	9.7%	10.1%
Shopping	8.3%	9.0%	10.2%	9.6%	9.1%
Nightlife	6.0%	7.4%	8.2%	7.6%	7.0%

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	0.6%	0.8%	0.7%	0.8%	1.2%
Between 1 and 30 days	22.1%	26.6%	23.2%	21.3%	24.1%
Between 1 and 2 months	23.2%	25.3%	22.7%	23.1%	22.3%
Between 3 and 6 months	33.2%	29.2%	32.3%	32.1%	30.6%
More than 6 months	21.0%	18.2%	21.1%	22.8%	21.8%



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

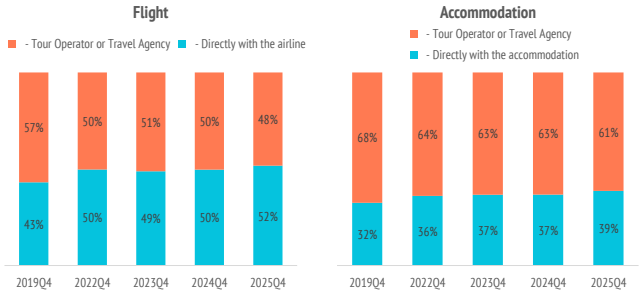
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	55.2%	51.6%	50.9%	50.6%	51.9%
Friends or relatives	25.1%	30.0%	27.2%	28.1%	26.9%
Internet or social media	53.0%	51.8%	52.0%	48.7%	50.9%
Mass Media	1.6%	2.1%	1.8%	1.7%	1.6%
Travel guides and magazines	8.1%	6.4%	6.6%	6.3%	5.5%
Travel Blogs or Forums	4.7%	6.3%	6.3%	5.7%	5.5%
Travel TV Channels	0.7%	0.8%	0.8%	0.7%	0.5%
Tour Operator or Travel Agency	22.0%	20.2%	20.3%	20.3%	18.7%
Public administrations or similar	0.3%	1.1%	0.6%	0.6%	0.5%
Others	2.6%	3.5%	2.9%	3.3%	2.7%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
CANARIAS: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	43.1%	49.7%	48.8%	49.6%	51.7%
- Tour Operator or Travel Agency	56.9%	50.3%	51.2%	50.4%	48.3%
Accommodation					
- Directly with the accommodation	32.5%	36.1%	36.6%	36.7%	38.6%
- Tour Operator or Travel Agency	67.5%	63.9%	63.4%	63.3%	61.4%



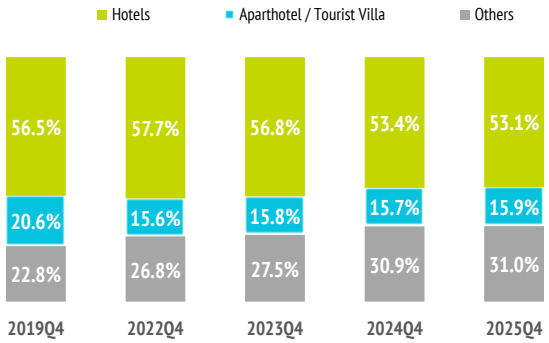
Where are they from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
United Kingdom	30.9%	32.0%	33.0%	33.0%	33.2%
Germany	19.6%	17.8%	18.1%	18.8%	17.9%
Spanish Mainland	10.4%	10.8%	9.2%	8.7%	8.8%
France	3.5%	5.3%	5.1%	4.9%	4.9%
Italy	2.9%	4.1%	4.3%	4.6%	4.7%
Netherlands	4.0%	4.2%	4.3%	4.1%	4.3%
Ireland	3.2%	3.5%	4.2%	3.9%	4.2%
Norway	3.8%	3.7%	3.6%	3.3%	2.9%
Belgium	2.6%	2.8%	2.8%	2.8%	2.8%
Sweden	5.1%	3.2%	3.1%	2.8%	2.5%
Others	14.0%	12.7%	12.4%	13.2%	13.9%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	11.1%	10.3%	10.3%	10.0%	10.8%
4* Hotel	36.7%	37.0%	37.5%	35.2%	33.9%
5* Hotel / 5* Luxury Hotel	8.7%	10.4%	9.0%	8.2%	8.4%
Aparthotel / Tourist Villa	20.6%	15.6%	15.8%	15.7%	15.9%
House/room rented in a private dwelling	7.4%	7.6%	15.5%	18.7%	20.3%
Private accommodation (1)	7.5%	10.0%	6.1%	8.4%	7.8%
Others (Cottage, cruise, camping,..)	7.9%	9.2%	5.8%	3.8%	2.9%

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

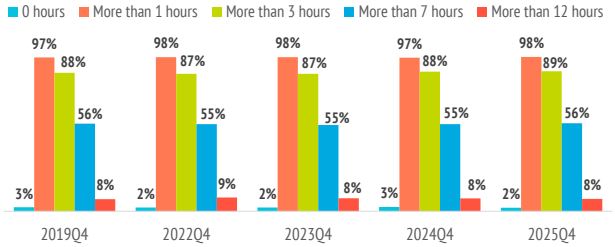


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	28.9%	30.4%	31.7%	36.4%	37.5%
Bed and Breakfast	13.6%	14.7%	14.1%	14.1%	13.9%
Half board	21.4%	18.1%	19.4%	16.5%	18.0%
Full board	2.8%	3.5%	3.4%	3.2%	2.7%
All inclusive	33.3%	33.3%	31.3%	29.7%	27.9%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	2.5%	2.4%	2.4%	2.7%	2.2%
1 - 2 hours	9.7%	10.5%	10.5%	8.9%	9.0%
3 - 6 hours	32.2%	31.9%	32.5%	33.2%	33.0%
7 - 12 hours	47.8%	46.5%	46.4%	47.1%	47.9%
More than 12 hours	7.7%	8.7%	8.2%	8.1%	7.8%
Outdoor time per day	7.3	7.4	7.4	7.4	7.4



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	68.6%	73.6%	71.9%	72.5%	74.3%
Beach	64.8%	70.1%	69.3%	66.5%	67.2%
Swimming pool, hotel facilities	54.4%	58.3%	57.5%	53.1%	54.2%
Explore the island on their own	43.8%	48.0%	46.1%	46.7%	48.0%
Taste Canarian gastronomy	23.1%	26.1%	25.7%	26.8%	27.5%
Hiking	--	18.6%	19.1%	19.8%	20.3%
Organized excursions	14.6%	15.7%	15.6%	14.2%	14.7%
Nightlife / concerts / shows	12.9%	15.1%	14.5%	13.4%	13.9%
Theme parks	11.7%	11.9%	12.6%	12.2%	12.3%
Wineries / markets / popular festivals	11.1%	10.6%	10.5%	10.8%	11.1%
Museums / exhibitions	9.8%	10.6%	9.7%	10.6%	10.9%
Sea excursions / whale watching	9.4%	11.4%	11.4%	11.1%	10.7%
Other Nature Activities	--	8.1%	7.5%	8.0%	8.9%
Swim	--	7.5%	7.5%	6.7%	7.6%
Running	--	5.5%	5.8%	5.8%	5.9%
Beauty and health treatments	5.5%	6.0%	5.7%	4.9%	5.3%
Astronomical observation	3.5%	4.1%	4.2%	4.6%	4.6%
Practice other sports	--	4.5%	3.6%	3.7%	3.6%
Surf	--	3.1%	2.8%	2.6%	3.1%
Cycling / Mountain bike	--	3.1%	2.8%	2.4%	3.0%
Golf	--	2.3%	2.2%	2.0%	2.4%
Scuba Diving	--	2.7%	2.6%	2.1%	2.3%
Windsurf / Kitesurf	--	1.1%	0.9%	0.6%	1.0%

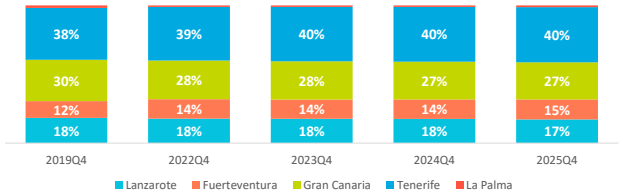
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
CANARIAS: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	649,180	656,646	712,846	778,405	765,599
Fuerteventura	435,729	520,812	562,429	623,411	647,135
Gran Canaria	1,064,867	1,037,127	1,123,702	1,214,686	1,204,328
Tenerife	1,340,640	1,439,237	1,598,146	1,762,764	1,784,203
La Palma	63,613	38,784	43,592	46,263	57,533

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	18.3%	17.8%	17.6%	17.6%	17.2%
Fuerteventura	12.3%	14.1%	13.9%	14.1%	14.5%
Gran Canaria	30.0%	28.1%	27.8%	27.4%	27.0%
Tenerife	37.7%	39.0%	39.6%	39.8%	40.0%
La Palma	1.8%	1.1%	1.1%	1.0%	1.3%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	91.9%	93.1%	91.8%	93.0%	94.4%
Two islands	6.9%	5.9%	6.8%	6.0%	4.7%
Three or more islands	1.2%	1.0%	1.3%	1.1%	0.9%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	75.5%	72.1%	72.7%	73.0%	73.9%
At least 10 previous visits	21.0%	20.9%	20.9%	22.2%	22.3%
Repeat tourists (last 5 years)	71.2%	66.1%	65.6%	66.8%	68.4%
Repeat tourists (last 5 years)(5 or more visits)	22.3%	15.0%	17.3%	19.0%	22.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.69	8.85	8.79	8.72	8.85

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	1.9%	2.6%	2.5%	2.8%	2.1%
Lived up to expectations	57.4%	54.2%	56.2%	55.6%	55.4%
Better or much better than expected	40.7%	43.1%	41.3%	41.6%	42.5%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.80	8.89	8.85	8.81	8.96
Recommend visiting the Canary Islands	8.98	9.08	9.04	8.98	9.14

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	49.7%	49.2%	49.0%	49.3%	48.8%
Women	50.3%	50.8%	51.0%	50.7%	51.2%
Age					
Average age	49.7	47.4	48.5	49.4	49.4
Standard deviation	14.9	16.1	16.7	16.8	16.6
Age range					
16 - 24 years old	4.3%	8.4%	8.0%	7.4%	7.0%
25 - 30 years old	9.0%	10.5%	10.0%	9.7%	9.0%
31 - 45 years old	25.2%	28.4%	28.0%	26.3%	28.2%
46 - 60 years old	35.3%	28.3%	25.5%	25.8%	25.1%
Over 60 years old	26.1%	24.4%	28.5%	30.7%	30.6%
Occupation					
Salaried worker	55.2%	55.8%	54.5%	53.9%	55.0%
Self-employed	12.1%	11.0%	11.0%	10.6%	10.4%
Unemployed	0.8%	0.8%	0.8%	0.9%	1.2%
Business owner	9.1%	8.6%	7.8%	8.0%	7.3%
Student	2.0%	3.3%	2.7%	3.0%	2.4%
Retired	19.4%	19.2%	21.5%	22.3%	22.5%
Unpaid domestic work	0.6%	0.5%	0.6%	0.6%	0.4%
Others	0.8%	0.7%	1.0%	0.7%	0.9%
Annual household income level					
Less than €25,000	15.7%	13.3%	11.4%	12.0%	10.5%
€25,000 - €49,999	33.1%	33.5%	34.4%	31.8%	31.9%
€50,000 - €74,999	24.8%	26.6%	25.4%	26.4%	24.9%
More than €74,999	26.4%	26.7%	28.8%	29.8%	32.7%
Education level					
No studies	4.1%	3.3%	4.1%	4.2%	4.5%
Primary education	2.8%	2.1%	2.3%	2.1%	2.1%
Secondary education	23.0%	21.9%	21.3%	20.8%	22.6%
Higher education	70.1%	72.7%	72.3%	72.9%	70.8%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	10.2%	11.2%	10.9%	11.0%	10.7%
Only with partner	49.9%	47.6%	49.6%	48.9%	47.7%
Only with children (< 13 years old)	4.8%	3.6%	4.0%	3.9%	3.6%
Partner + children (< 13 years old)	5.7%	6.1%	4.9%	5.4%	6.3%
Other relatives	9.6%	10.4%	10.3%	10.6%	10.0%
Friends	5.3%	6.5%	6.9%	6.6%	6.5%
Work colleagues	0.6%	0.7%	0.7%	0.5%	0.5%
Organized trip	0.3%	0.4%	0.2%	0.2%	0.2%
Other combinations (2)	13.6%	13.5%	12.5%	12.9%	14.4%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**15.8%**	**15.2%**	**14.0%**	**14.6%**	**16.0%**
- Between 0 and 2 years old	1.2%	1.2%	1.4%	1.3%	1.0%
- Between 3 and 12 years old	13.4%	12.8%	11.4%	12.1%	13.9%
- Between 0 -2 and 3-12 years old	1.2%	1.2%	1.2%	1.2%	1.1%
Tourists without children	**84.2%**	**84.8%**	**86.0%**	**85.4%**	**84.0%**
Group composition:					
- 1 person	13.5%	14.1%	13.5%	13.2%	12.9%
- 2 people	56.1%	55.2%	57.3%	56.4%	55.3%
- 3 people	11.0%	11.1%	10.6%	11.1%	11.5%
- 4 or 5 people	15.5%	15.5%	14.4%	14.8%	15.7%
- 6 or more people	3.8%	4.1%	4.1%	4.6%	4.5%
Average group size:	**2.53**	**2.55**	**2.51**	**2.57**	**2.60**

**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.