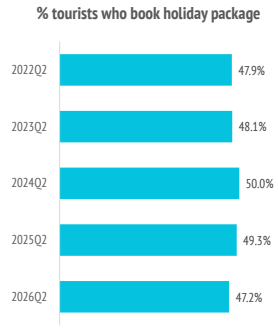
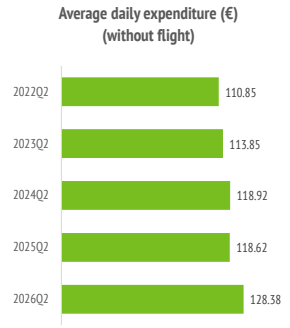
Tourist profile. Historical data (2022 - 2026)
CANARY ISLANDS: Second Quarter

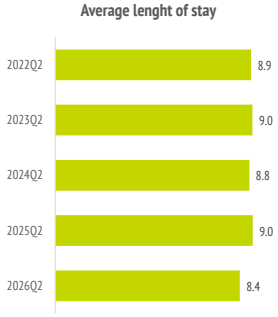
How many are they and how much do they spend?

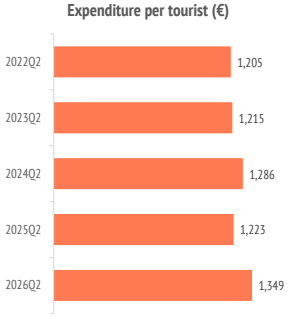
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**3,456**	**3,647**	**3,907**	**4,135**	**3,996**
Tourist arrivals ≥ 16 years old (EGT) (*)	**3,085**	**3,079**	**3,305**	**3,598**	**3,511**
- % tourists who book holiday package	47.9%	48.1%	50.0%	49.3%	47.2%
Children < 16 years old (FRONTUR - EGT) (*)	371	568	602	537	485
Expenditure per tourist (€) (group spend / group size)	**1,050**	**1,097**	**1,135**	**1,138**	**1,209**
Expenditure per tourist (€) (group spend / +16)	**1,205**	**1,215**	**1,286**	**1,223**	**1,349**
- book holiday package	1,351	1,362	1,473	1,399	1,535
- holiday package	1,126	1,107	1,215	1,143	1,273
- others	225	254	258	256	262
- do not book holiday package	1,070	1,079	1,099	1,053	1,183
- flight	284	273	287	264	307
- accommodation	372	375	383	356	434
- others	414	431	429	432	442
Average lenght of stay	**8.9**	**9.0**	**8.8**	**9.0**	**8.4**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**152.21**	**155.44**	**166.84**	**157.94**	**175.61**
- Median	135.00	141.25	148.70	145.21	162.50
Average daily expenditure (without flight)	**110.85**	**113.85**	**118.92**	**118.62**	**128.38**
- Median	97.59	102.57	106.80	109.88	118.15
Average cost of the flight (€)	**324**	**319**	**363**	**308**	**365**
Total turnover (€m)	**3,716**	**3,742**	**4,250**	**4,401**	**4,736**
Turnover without flight (€m)	**2,717**	**2,759**	**3,050**	**3,292**	**3,454**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	85.5%	84.3%	85.4%	85.0%	86.7%
- Additional accommodation expenses	7.6%	7.2%	5.9%	6.6%	7.2%
Transport:					
- National/International Transport	96.1%	94.6%	94.6%	95.0%	95.3%
- Flights between islands	5.0%	5.1%	4.1%	4.4%	4.7%
- Taxi	52.3%	53.4%	50.0%	51.8%	51.3%
- Car rental	32.3%	33.0%	32.7%	32.3%	36.0%
- Public transport	9.0%	11.4%	9.6%	10.8%	14.4%
Food and drink:					
- Food purchases at supermarkets	53.5%	58.1%	55.8%	55.3%	56.1%
- Restaurants	66.0%	66.3%	66.8%	67.6%	68.5%
Leisure:					
- Organized excursions	22.8%	24.9%	24.8%	24.9%	22.3%
- Sport activities	6.7%	7.3%	6.5%	5.7%	5.6%
- Cultural activities	2.2%	2.6%	2.8%	2.9%	2.2%
- Museums	5.2%	4.9%	5.2%	4.9%	6.0%
- Theme Parks	10.3%	10.3%	11.8%	9.7%	9.2%
- Discos and pubs	9.8%	10.8%	10.8%	12.5%	10.4%
- Wellness	4.8%	5.6%	4.8%	5.1%	4.2%
Purchases of goods:					
- Souvenirs	39.6%	42.2%	42.1%	40.4%	41.2%
- Other expenses	0.9%	0.7%	1.0%	0.8%	0.7%
Other:					
- Medical or pharmaceutical expenses	7.7%	7.2%	6.2%	7.1%	6.5%
- Other expenses	4.6%	6.1%	5.1%	3.8%	4.1%

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:	**737**	**753**	**765**	**759**	**840**
- Accommodation	598	611	638	632	681
- Additional accommodation expenses	138	142	127	128	159
Transport:	**654**	**639**	**669**	**613**	**667**
- National/International Transport	337	337	384	324	383
- Flights between islands	67	82	73	82	74
- Taxi	87	79	82	75	83
- Car rental	128	113	103	102	103
- Public transport	35	28	27	29	23
Food and drink:	**280**	**282**	**304**	**301**	**309**
- Food purchases at supermarkets	96	99	107	108	99
- Restaurants	184	182	197	193	210
Leisure:	**504**	**549**	**543**	**563**	**564**
- Organized excursions	88	86	89	90	96
- Sport activities	97	112	102	110	97
- Cultural activities	52	63	66	70	59
- Museums	29	41	37	37	41
- Theme Parks	63	67	74	70	77
- Discos and pubs	98	102	98	103	110
- Wellness	77	77	78	83	85
Purchases of goods:	**375**	**348**	**232**	**445**	**286**
- Souvenirs	82	84	83	83	78
- Other expenses	293	265	149	362	208
Other:	**121**	**126**	**119**	**153**	**131**
- Medical or pharmaceutical expenses	37	46	42	42	41
- Other expenses	84	80	77	110	89

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)
CANARY ISLANDS: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	90.7%	90.7%	90.9%	90.3%	91.7%
Visiting family or friends	5.9%	5.8%	5.3%	5.6%	4.2%
Business and work	1.7%	1.7%	2.3%	2.1%	1.7%
Education and training	0.3%	0.4%	0.2%	0.3%	0.4%
Sports training	0.5%	0.5%	0.6%	0.8%	0.8%
Health or medical care	0.1%	0.1%	0.1%	0.1%	0.1%
Fairs and congresses	0.1%	0.3%	0.2%	0.2%	0.3%
Others	0.6%	0.5%	0.3%	0.6%	0.9%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	52.5%	52.7%	51.2%	51.3%	51.5%
Enjoy family time	15.0%	12.4%	13.6%	10.9%	13.0%
Have fun	7.7%	9.6%	9.6%	10.0%	9.5%
Explore the destination	21.4%	21.7%	22.8%	24.0%	22.4%
Practice their hobbies	2.0%	1.7%	1.5%	2.2%	2.2%
Other reasons	1.4%	1.8%	1.2%	1.6%	1.2%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays		13.6%	9.9%	9.6%	9.6%
Canary Islands	19.0%	23.7%	26.9%	27.7%	27.7%
Other destination	45.1%	62.7%	63.1%	62.7%	62.7%
- Balearic Islands	4.2%	4.9%	4.6%	4.1%	4.3%
- Rest of Spain	10.4%	12.3%	12.0%	11.4%	11.9%
- Italy	5.9%	7.7%	6.6%	7.4%	7.4%
- France	4.3%	5.2%	5.2%	4.7%	5.0%
- Turkey	1.2%	2.8%	3.3%	3.3%	2.6%
- Greece	4.8%	7.4%	7.6%	7.3%	7.1%
- Portugal	3.1%	4.4%	4.2%	4.8%	3.9%
- Croatia	1.8%	2.2%	1.8%	2.0%	2.0%
- Egypt	0.6%	1.3%	2.0%	1.7%	1.9%
- Tunisia	0.1%	0.3%	0.6%	0.4%	0.7%
- Morocco	0.3%	0.7%	1.1%	1.5%	1.6%
- Others	8.4%	13.4%	14.1%	14.0%	14.3%

** 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%	25.1%	25.4%	27.2%	26.1%
Canary Islands (other island)	24.7%	24.2%	24.9%	25.1%	25.3%
Other destination	47.4%	50.7%	49.7%	47.7%	48.6%
- Balearic Islands	7.5%	6.9%	7.0%	6.4%	6.4%
- Rest of Spain	8.6%	9.6%	9.4%	9.4%	10.5%
- Italy	4.6%	5.3%	5.1%	5.2%	5.4%
- France	1.6%	1.6%	1.7%	1.7%	1.7%
- Turkey	3.1%	3.7%	3.9%	3.5%	2.9%
- Greece	8.8%	9.1%	9.1%	8.3%	8.5%
- Portugal	6.3%	7.1%	6.9%	6.8%	6.5%
- Croatia	2.2%	2.8%	2.4%	2.3%	2.3%
- Egypt	2.3%	2.4%	2.2%	2.2%	2.3%
- Others	2.4%	2.2%	2.1%	2.0%	2.1%

** Percentage of valid answers*

Importance of each factor in the destination choice

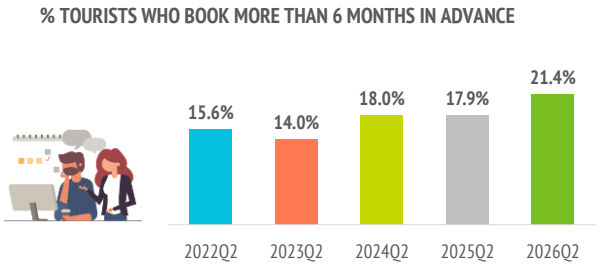
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	74.5%	75.6%	73.5%	71.7%	68.7%
Safety	52.4%	55.6%	57.4%	56.4%	57.8%
Tranquility	47.8%	48.4%	51.3%	49.7%	49.3%
Accommodation supply	43.9%	43.6%	46.7%	44.0%	44.2%
Sea	45.4%	45.6%	43.9%	43.0%	42.8%
Effortless trip	38.1%	39.6%	40.4%	38.7%	40.7%
Price	36.8%	40.1%	40.9%	40.7%	40.1%
European belonging	36.9%	36.0%	37.9%	37.9%	38.7%
Landscapes	35.3%	34.6%	35.3%	37.0%	38.3%
Beaches	39.4%	39.7%	39.5%	37.8%	37.3%
Environment	34.1%	35.0%	35.4%	35.7%	35.6%
Gastronomy	26.9%	26.7%	28.2%	28.5%	27.1%
Authenticity	23.0%	22.6%	24.8%	24.2%	25.0%
Fun possibilities	22.4%	23.7%	24.4%	23.4%	22.3%
Exoticism	12.1%	12.5%	12.2%	12.5%	11.5%
Hiking trail network	10.5%	9.8%	9.6%	10.9%	11.0%
Shopping	8.8%	9.6%	10.3%	10.9%	10.8%
Culture	9.1%	9.8%	10.5%	10.3%	10.7%
Historical heritage	8.8%	9.0%	9.9%	10.5%	10.0%
Nightlife	7.5%	8.1%	7.7%	9.6%	9.0%

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?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
The same day	0.7%	0.8%	0.8%	0.8%	1.0%
Between 1 and 30 days	27.4%	23.3%	21.9%	22.3%	20.4%
Between 1 and 2 months	27.5%	27.8%	24.0%	23.1%	21.8%
Between 3 and 6 months	28.8%	34.0%	35.3%	35.8%	35.4%
More than 6 months	15.6%	14.0%	18.0%	17.9%	21.4%



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

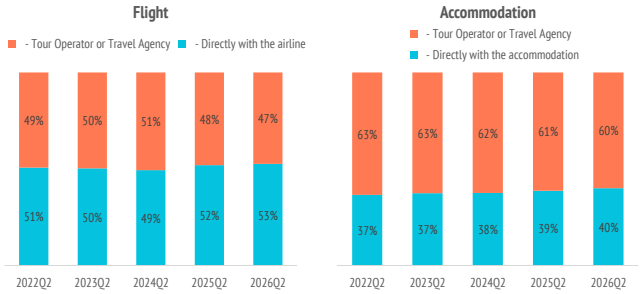
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	50.3%	47.9%	45.9%	48.1%	49.4%
Friends or relatives	28.8%	29.7%	29.3%	28.8%	27.9%
Internet or social media	54.2%	55.4%	52.1%	49.6%	51.1%
Mass Media	1.6%	2.0%	2.0%	2.1%	2.2%
Travel guides and magazines	7.3%	6.7%	6.6%	5.3%	5.9%
Travel Blogs or Forums	6.9%	7.4%	6.7%	6.2%	6.0%
Travel TV Channels	0.6%	0.7%	0.6%	0.8%	1.0%
Tour Operator or Travel Agency	21.2%	19.5%	20.6%	18.6%	18.7%
Public administrations or similar	1.3%	0.7%	0.5%	0.6%	0.7%
Others	2.7%	3.7%	3.5%	3.7%	3.4%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
CANARY ISLANDS: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	50.7%	50.3%	49.4%	52.0%	52.6%
- Tour Operator or Travel Agency	49.3%	49.7%	50.6%	48.0%	47.4%
Accommodation					
- Directly with the accommodation	36.6%	37.5%	37.6%	38.7%	40.0%
- Tour Operator or Travel Agency	63.4%	62.5%	62.4%	61.3%	60.0%



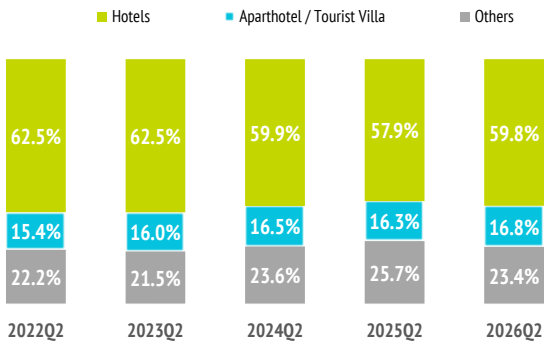
Where are they from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
United Kingdom	35.9%	36.7%	38.1%	36.5%	36.5%
Spanish Mainland	14.5%	13.9%	13.2%	13.2%	13.3%
Germany	15.5%	15.5%	14.5%	14.9%	13.0%
France	5.3%	5.5%	5.9%	5.3%	5.6%
Ireland	3.9%	4.6%	4.5%	4.9%	5.0%
Netherlands	4.5%	4.0%	4.4%	4.2%	4.6%
Italy	4.5%	4.3%	4.5%	4.6%	4.3%
Belgium	2.6%	2.9%	2.7%	2.6%	2.8%
Poland	2.1%	2.0%	1.8%	2.5%	2.2%
Portugal	0.8%	0.6%	0.6%	0.3%	1.3%
Others	10.3%	10.2%	9.8%	10.8%	11.6%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	10.6%	10.8%	10.6%	11.3%	11.1%
4* Hotel	41.0%	41.1%	38.9%	37.6%	38.7%
5* Hotel / 5* Luxury Hotel	10.8%	10.7%	10.4%	9.0%	10.0%
Aparthotel / Tourist Villa	15.4%	16.0%	16.5%	16.3%	16.8%
House/room rented in a private dwelling	6.4%	7.0%	14.4%	14.9%	12.8%
Private accommodation (1)	7.7%	8.0%	6.9%	8.2%	7.1%
Others (Cottage, cruise, camping,..)	8.0%	6.5%	2.3%	2.6%	3.4%

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

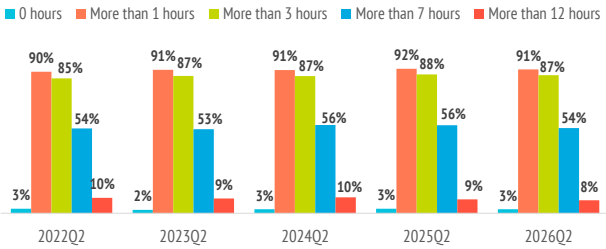


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	26.9%	27.0%	31.1%	34.0%	32.1%
Bed and Breakfast	14.0%	14.8%	15.3%	15.1%	14.5%
Half board	20.7%	20.5%	17.8%	17.3%	18.6%
Full board	4.0%	3.3%	2.8%	3.3%	3.0%
All inclusive	34.4%	34.5%	33.0%	30.2%	31.8%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	2.8%	2.1%	2.5%	2.8%	2.6%
1 - 2 hours	11.7%	10.9%	10.5%	9.1%	10.0%
3 - 6 hours	31.7%	33.8%	31.0%	32.2%	33.5%
7 - 12 hours	44.0%	43.9%	45.8%	47.0%	45.8%
More than 12 hours	9.8%	9.4%	10.1%	8.8%	8.2%
Outdoor time per day	7.8	7.7	7.9	7.8	7.6



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	73.5%	73.2%	73.3%	74.1%	74.7%
Beach	68.9%	69.6%	68.9%	66.6%	64.9%
Swimming pool, hotel facilities	61.6%	62.1%	61.9%	56.6%	59.1%
Explore the island on their own	47.5%	47.9%	48.1%	47.7%	47.7%
Taste Canarian gastronomy	26.5%	26.2%	27.2%	28.3%	27.4%
Hiking	18.0%	17.0%	17.2%	18.6%	19.1%
Organized excursions	16.4%	17.2%	17.6%	14.8%	15.2%
Nightlife / concerts / shows	14.3%	15.7%	16.2%	15.8%	14.5%
Wineries / markets / popular festivals	10.1%	10.9%	9.6%	11.4%	12.0%
Theme parks	13.5%	13.5%	14.5%	12.0%	12.0%
Sea excursions / whale watching	12.2%	13.0%	12.2%	11.0%	11.3%
Museums / exhibitions	9.0%	10.0%	10.2%	9.5%	10.3%
Other Nature Activities	7.7%	8.0%	8.0%	8.7%	9.3%
Swim	7.2%	7.6%	7.5%	7.0%	7.2%
Running	5.5%	4.8%	5.5%	5.8%	5.7%
Beauty and health treatments	5.7%	6.0%	4.9%	5.5%	5.0%
Astronomical observation	2.9%	3.7%	3.3%	3.3%	3.2%
Practice other sports	4.2%	4.1%	4.1%	3.6%	3.2%
Golf	1.9%	2.1%	2.1%	1.7%	2.7%
Cycling / Mountain bike	3.0%	2.8%	2.4%	2.3%	2.3%
Scuba Diving	2.3%	2.7%	2.1%	2.2%	1.7%
Surf	2.8%	2.6%	2.5%	2.5%	1.7%
Windsurf / Kitesurf	1.0%	0.9%	0.8%	0.6%	0.6%

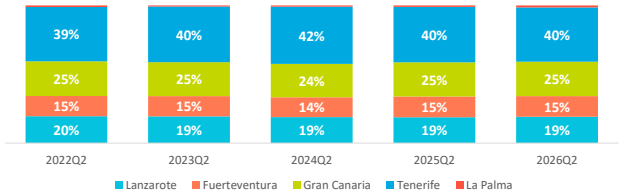
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
CANARY ISLANDS: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	600,147	594,818	622,264	673,489	654,768
Fuerteventura	451,111	450,909	474,296	540,680	512,968
Gran Canaria	774,095	758,474	801,149	890,633	856,325
Tenerife	1,211,287	1,241,475	1,372,601	1,448,659	1,353,018
La Palma	34,813	24,042	29,212	37,012	48,114

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	19.5%	19.4%	18.9%	18.8%	19.1%
Fuerteventura	14.7%	14.7%	14.4%	15.1%	15.0%
Gran Canaria	25.2%	24.7%	24.3%	24.8%	25.0%
Tenerife	39.4%	40.4%	41.6%	40.3%	39.5%
La Palma	1.1%	0.8%	0.9%	1.0%	1.4%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	92.9%	93.0%	93.7%	93.3%	92.5%
Two islands	6.1%	5.9%	5.5%	5.8%	5.9%
Three or more islands	1.0%	1.1%	0.8%	0.9%	1.6%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	70.3%	67.8%	68.4%	71.6%	72.2%
At least 10 previous visits	19.2%	19.5%	19.2%	20.7%	21.6%
Repeat tourists (last 5 years)	61.7%	60.2%	61.1%	65.8%	65.5%
Repeat tourists (last 5 years)(5 or more visits)	12.8%	14.7%	16.6%	19.5%	21.7%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.92	8.90	8.78	8.76	8.79

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	2.3%	2.1%	2.4%	2.8%	3.3%
Lived up to expectations	52.6%	51.4%	53.5%	56.4%	56.7%
Better or much better than expected	45.1%	46.5%	44.0%	40.8%	40.1%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.89	8.87	8.80	8.77	8.79
Recommend visiting the Canary Islands	9.12	9.10	8.99	8.98	9.02

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	48.1%	47.7%	48.1%	47.5%	46.0%
Women	51.9%	52.3%	51.9%	52.5%	54.0%
Age					
Average age	46.7	45.3	45.5	47.5	47.5
Standard deviation	16.1	16.7	16.7	17.4	17.2
Age range					
16 - 24 years old	8.8%	11.6%	11.4%	9.6%	10.0%
25 - 30 years old	11.6%	12.8%	12.5%	12.4%	11.0%
31 - 45 years old	28.7%	29.5%	30.1%	28.0%	28.5%
46 - 60 years old	27.4%	23.2%	22.6%	20.2%	20.7%
Over 60 years old	23.4%	22.9%	23.4%	29.8%	29.7%
Occupation					
Salaried worker	57.0%	56.9%	58.4%	53.4%	56.9%
Self-employed	10.4%	10.6%	10.0%	10.3%	9.5%
Unemployed	1.0%	0.8%	0.9%	1.3%	1.0%
Business owner	7.1%	7.0%	7.1%	6.2%	6.5%
Student	3.9%	4.2%	3.7%	3.5%	2.7%
Retired	19.1%	18.9%	18.5%	23.8%	21.8%
Unpaid domestic work	0.5%	0.9%	0.5%	0.6%	0.7%
Others	0.9%	0.9%	0.9%	0.9%	1.0%
Annual household income level					
Less than €25,000	15.6%	13.3%	12.9%	13.0%	10.6%
€25,000 - €49,999	35.9%	38.2%	36.0%	35.9%	31.9%
€50,000 - €74,999	22.0%	23.7%	24.9%	24.6%	28.1%
More than €74,999	26.5%	24.9%	26.2%	26.4%	29.5%
Education level					
No studies	4.2%	4.1%	4.2%	4.1%	5.2%
Primary education	1.7%	1.6%	1.6%	2.2%	2.8%
Secondary education	20.9%	20.2%	23.4%	21.6%	20.8%
Higher education	73.3%	74.1%	70.8%	72.0%	71.2%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	10.0%	10.1%	10.4%	11.4%	9.2%
Only with partner	48.0%	52.1%	47.4%	51.8%	48.8%
Only with children (< 13 years old)	4.6%	3.5%	3.6%	2.8%	3.4%
Partner + children (< 13 years old)	7.2%	6.9%	7.0%	4.9%	6.1%
Other relatives	8.7%	8.4%	10.4%	8.8%	9.8%
Friends	7.7%	7.9%	8.0%	9.6%	8.8%
Work colleagues	0.6%	0.7%	0.9%	0.8%	0.8%
Organized trip	0.3%	0.2%	0.3%	0.5%	0.5%
Other combinations (2)	12.8%	10.1%	12.1%	9.3%	12.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**17.5%**	**14.7%**	**16.3%**	**12.0%**	**14.7%**
- Between 0 and 2 years old	1.6%	1.9%	1.5%	1.7%	1.3%
- Between 3 and 12 years old	14.5%	11.3%	13.5%	9.1%	12.3%
- Between 0 -2 and 3-12 years old	1.4%	1.4%	1.3%	1.2%	1.1%
Tourists without children	**82.5%**	**85.3%**	**83.7%**	**88.0%**	**85.3%**
Group composition:					
- 1 person	12.4%	12.8%	12.6%	13.6%	11.5%
- 2 people	56.0%	60.4%	57.0%	61.5%	58.4%
- 3 people	11.3%	10.9%	11.3%	10.1%	11.3%
- 4 or 5 people	16.8%	13.0%	14.9%	11.3%	13.9%
- 6 or more people	3.6%	3.0%	4.2%	3.5%	4.8%
Average group size:	**2.55**	**2.43**	**2.55**	**2.41**	**2.58**

**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.