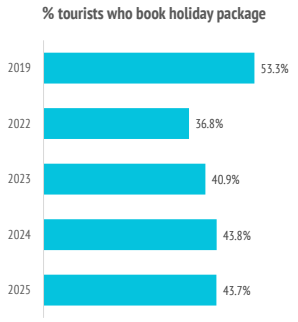
Tourist profile. Historical data (2019 - 2025)

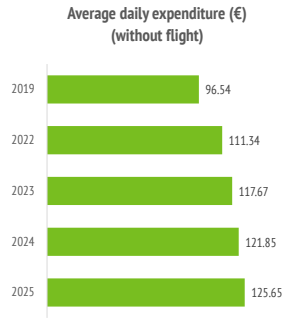
France

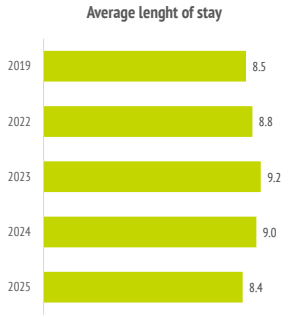
How many are they and how much do they spend?

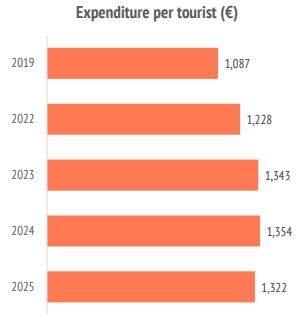
	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**583**	**775**	**841**	**916**	**945**
Tourist arrivals ≥ 16 years old (EGT) (*)	**513**	**691**	**753**	**805**	**839**
- % tourists who book holiday package	53.3%	36.8%	40.9%	43.8%	43.7%
Children < 16 years old (FRONTUR - EGT) (*)	71	84	88	110	107
Expenditure per tourist (€)	**1,087**	**1,228**	**1,343**	**1,354**	**1,322**
- book holiday package	1,167	1,356	1,546	1,571	1,526
- holiday package	981	1,144	1,313	1,356	1,307
- others	186	212	234	214	219
- do not book holiday package	996	1,153	1,203	1,186	1,163
- flight	275	297	320	304	289
- accommodation	372	424	445	430	424
- others	349	432	438	451	451
Average lenght of stay	**8.5**	**8.8**	**9.2**	**9.0**	**8.4**
- Median	7.0	7.0	7.0	7.0	**7.0**
Average daily expenditure (€)	**136.31**	**154.46**	**164.86**	**171.53**	**173.31**
- Median	126.92	142.86	150.00	154.25	**162.22**
Average daily expenditure (without flight)	**96.54**	**111.34**	**117.67**	**121.85**	**125.65**
- Median	91.79	103.69	107.62	111.99	**119.31**
Average cost of the flight (€)	**309.5**	**335.4**	**378.6**	**386.0**	**358.2**
Total turnover (≥ 16 years old) (€m)	**557**	**848**	**1,011**	**1,091**	**1,108**
Turnover without flight (≥ 16 years old) (€m)	**399**	**617**	**726**	**780**	**808**

(*) Thousands of tourists









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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	87.7%	89.6%	87.5%	89.5%	89.8%
- Additional accommodation expenses	9.5%	8.8%	10.0%	8.6%	7.5%
Transport:					
- National/International Transport	95.9%	96.2%	94.0%	96.2%	95.7%
- Flights between islands	6.4%	9.3%	9.8%	8.8%	7.5%
- Taxi	45.9%	38.0%	41.9%	39.6%	40.0%
- Car rental	43.5%	51.3%	52.0%	50.6%	58.4%
- Public transport	6.7%	9.9%	8.5%	9.5%	9.2%
Food and drink:					
- Food purchases at supermarkets	42.7%	50.9%	52.0%	51.4%	50.6%
- Restaurants	52.6%	62.9%	59.0%	59.4%	61.3%
Leisure:					
- Organized excursions	31.8%	37.0%	41.2%	39.4%	42.8%
- Sport activities	7.6%	8.3%	8.5%	6.5%	6.9%
- Cultural activities	2.5%	3.3%	2.7%	3.2%	3.4%
- Museums	11.9%	12.2%	11.3%	11.3%	14.2%
- Theme Parks	6.8%	11.0%	11.7%	9.6%	10.7%
- Discos and pubs	4.4%	6.3%	5.9%	5.7%	6.1%
- Wellness	4.9%	7.2%	6.3%	5.0%	5.6%
Purchases of goods:					
- Souvenirs	48.8%	41.8%	43.6%	44.1%	43.9%
- Other expenses	0.3%	0.6%	0.4%	0.5%	0.5%
Other:					
- Medical or pharmaceutical expenses	4.4%	6.6%	5.5%	5.7%	4.7%
- Other expenses	6.1%	5.0%	5.7%	4.4%	4.2%

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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**692**	**749**	**785**	**820**	**810**
- Accommodation	545	559	644	646	625
- Additional accommodation expenses	147	190	141	173	185
Transport:	**566**	**692**	**733**	**730**	**732**
- National/International Transport	323	349	403	401	374
- Flights between islands	57	88	75	78	95
- Taxi	70	98	110	97	111
- Car rental	89	131	119	119	118
- Public transport	27	26	25	35	34
Food and drink:	**227**	**250**	**270**	**280**	**256**
- Food purchases at supermarkets	101	89	106	106	92
- Restaurants	126	160	164	174	164
Leisure:	**419**	**514**	**515**	**545**	**536**
- Organized excursions	90	103	102	104	104
- Sport activities	90	106	97	112	101
- Cultural activities	46	62	50	58	63
- Museums	34	34	42	43	44
- Theme Parks	54	70	67	76	68
- Discos and pubs	57	74	95	81	76
- Wellness	48	65	63	71	79
Purchases of goods:	**149**	**224**	**423**	**217**	**205**
- Souvenirs	86	81	83	77	77
- Other expenses	63	143	340	141	127
Other:	**127**	**139**	**115**	**85**	**138**
- Medical or pharmaceutical expenses	29	49	30	28	44
- Other expenses	97	90	85	57	94

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)

France

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	94.9%	91.8%	93.8%	94.2%	95.3%
Visiting family or friends	3.2%	6.3%	4.7%	3.9%	3.4%
Business and work	0.9%	0.8%	0.8%	0.6%	0.7%
Education and training	0.1%	0.2%	0.1%	0.2%	0.0%
Sports training	0.3%	0.5%	0.3%	0.5%	0.2%
Health or medical care	0.0%	0.0%	0.0%	0.3%	0.0%
Fairs and congresses	0.2%	0.2%	0.1%	0.0%	0.1%
Others	0.4%	0.2%	0.2%	0.3%	0.3%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	38.1%	30.5%	29.6%	30.0%	28.9%
Enjoy family time	10.3%	11.4%	10.9%	8.6%	9.0%
Have fun	5.0%	4.1%	5.2%	5.5%	4.0%
Explore the destination	43.5%	49.2%	51.2%	52.8%	54.8%
Practice their hobbies	1.8%	3.2%	2.0%	2.0%	1.9%
Other reasons	1.3%	1.6%	1.1%	1.3%	1.4%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	24.6%	16.5%	13.5%	13.5%
Canary Islands	--	11.9%	12.4%	14.0%	13.0%
Other destination	--	63.5%	71.2%	72.5%	73.5%
- Balearic Islands	--	3.6%	4.1%	4.3%	3.2%
- Rest of Spain	--	7.2%	9.0%	7.9%	7.9%
- Italy	--	6.5%	7.7%	7.0%	8.6%
- France	--	25.2%	21.5%	22.5%	19.5%
- Turkey	--	0.7%	0.6%	1.0%	1.3%
- Greece	--	5.9%	7.0%	5.8%	7.1%
- Portugal	--	4.5%	5.1%	4.5%	4.6%
- Croatia	--	1.1%	1.7%	1.7%	1.5%
- Egypt	--	0.5%	1.3%	1.0%	1.0%
- Tunisia	--	0.6%	1.4%	1.4%	1.7%
- Morocco	--	1.5%	2.5%	2.8%	3.0%
- Others	--	6.3%	9.3%	12.7%	14.3%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	27.6%	27.1%	29.5%	26.8%
Canary Islands (other island)	--	24.4%	26.0%	25.9%	28.5%
Other destination	--	48.0%	46.9%	44.6%	44.7%
- Balearic Islands	--	8.1%	7.3%	7.2%	6.7%
- Rest of Spain	--	5.0%	5.8%	5.2%	5.0%
- Italy	--	6.0%	5.8%	4.8%	5.6%
- France	--	3.4%	3.0%	3.1%	3.4%
- Turkey	--	1.8%	1.8%	1.7%	1.7%
- Greece	--	9.7%	8.9%	8.2%	7.7%
- Portugal	--	5.1%	5.6%	5.3%	6.2%
- Croatia	--	3.9%	2.8%	3.5%	2.5%
- Egypt	--	1.5%	2.1%	2.2%	2.2%
- Others	--	3.4%	3.7%	3.4%	3.7%

** Percentage of valid answers*

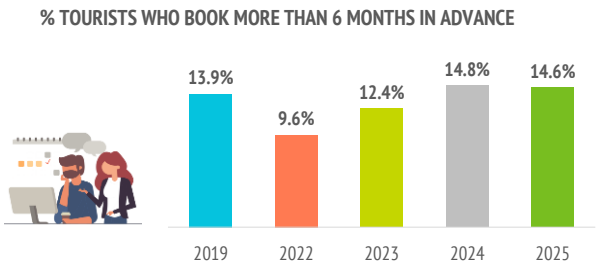
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	77.8%	74.2%	74.9%	76.4%	74.8%
Landscapes	55.4%	58.4%	60.9%	61.9%	64.4%
Tranquility	50.7%	49.3%	53.5%	53.9%	52.7%
Sea	47.9%	49.7%	48.4%	51.5%	51.2%
Safety	45.2%	45.1%	50.6%	51.5%	49.7%
Environment	42.6%	43.3%	45.5%	45.0%	48.7%
Price	44.1%	40.0%	45.1%	45.2%	43.3%
Accommodation supply	42.0%	36.9%	42.5%	41.8%	41.5%
Beaches	36.4%	37.0%	38.2%	41.9%	39.2%
European belonging	35.4%	37.8%	34.9%	38.5%	36.5%
Authenticity	31.3%	34.1%	35.9%	37.1%	35.3%
Effortless trip	23.8%	27.1%	27.5%	27.6%	25.7%
Exoticism	22.8%	23.9%	25.7%	23.4%	22.9%
Gastronomy	18.7%	21.9%	23.5%	23.6%	21.4%
Historical heritage	15.5%	15.5%	19.4%	18.1%	18.7%
Hiking trail network	15.8%	16.9%	17.1%	20.0%	18.3%
Fun possibilities	16.1%	17.3%	18.3%	18.3%	17.5%
Culture	11.4%	12.7%	15.5%	14.9%	13.9%
Shopping	11.2%	10.4%	11.4%	12.1%	12.0%
Nightlife	7.2%	7.6%	7.4%	7.7%	6.6%

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?

	2019	2022	2023	2024	2025
The same day	1.0%	1.1%	0.9%	0.9%	0.9%
Between 1 and 30 days	22.5%	28.5%	23.7%	21.9%	22.2%
Between 1 and 2 months	25.5%	28.1%	26.6%	23.0%	26.5%
Between 3 and 6 months	37.1%	32.7%	36.4%	39.4%	35.8%
More than 6 months	13.9%	9.6%	12.4%	14.8%	14.6%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	31.5%	30.1%	26.1%	29.6%	26.7%
Friends or relatives	25.0%	27.2%	28.1%	28.1%	24.1%
Internet or social media	56.1%	58.7%	55.2%	53.7%	60.5%
Mass Media	1.2%	2.1%	2.7%	2.7%	2.9%
Travel guides and magazines	16.8%	15.9%	15.5%	13.3%	13.3%
Travel Blogs or Forums	9.1%	12.2%	11.4%	10.1%	10.7%
Travel TV Channels	0.8%	0.2%	0.5%	0.4%	0.5%
Tour Operator or Travel Agency	28.5%	19.3%	21.7%	22.7%	20.5%
Public administrations or similar	0.4%	0.5%	0.5%	0.6%	0.4%
Others	2.0%	2.9%	3.2%	3.9%	3.3%

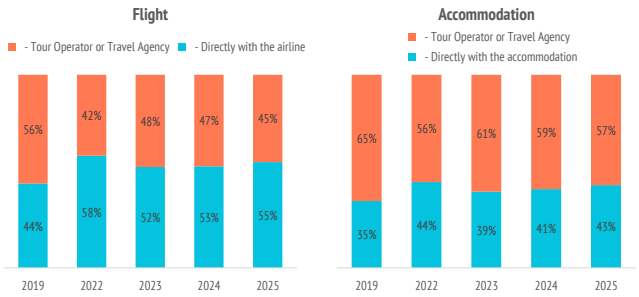
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

France

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	43.7%	58.1%	52.2%	52.6%	54.8%
- Tour Operator or Travel Agency	56.3%	41.9%	47.8%	47.4%	45.2%
Accommodation					
- Directly with the accommodation	34.6%	44.4%	39.5%	40.8%	42.9%
- Tour Operator or Travel Agency	65.4%	55.6%	60.5%	59.2%	57.1%



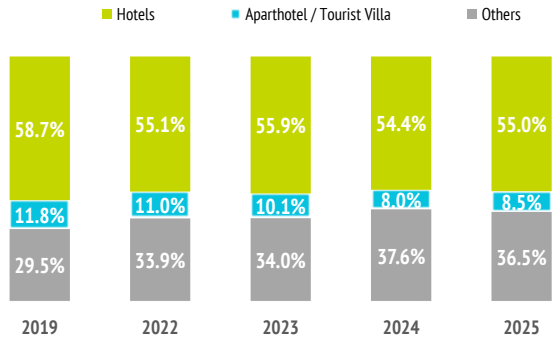
Where are they from?

	2019	2022	2023	2024	2025
France	55.6%	64.1%	65.1%	68.8%	61.1%
Switzerland	5.5%	5.6%	3.1%	3.5%	5.5%
Luxembourg	2.7%	3.1%	4.6%	4.1%	3.9%
Belgium	5.5%	3.4%	2.2%	3.4%	2.9%
Others	0.0%	0.4%	0.4%	1.0%	1.2%
Portugal	1.4%	2.0%	1.9%	1.4%	1.1%
Netherlands	0.1%	0.2%	0.3%	0.0%	0.2%
Italy	0.5%	0.3%	0.1%	0.2%	0.1%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
Austria	0.0%	0.0%	0.1%	0.1%	0.0%
Others	28.7%	21.0%	22.3%	17.4%	24.2%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	9.2%	9.0%	8.0%	7.9%	9.7%
4* Hotel	40.8%	38.3%	39.5%	39.7%	37.4%
5* Hotel / 5* Luxury Hotel	8.6%	7.9%	8.4%	6.8%	7.9%
Aparthotel / Tourist Villa	11.8%	11.0%	10.1%	8.0%	8.5%
House/room rented in a private dwelling	11.7%	15.8%	18.0%	25.9%	25.9%
Private accommodation (1)	6.7%	6.2%	5.3%	5.2%	4.3%
Others (Cottage, cruise, camping,..)	11.1%	11.9%	10.7%	6.4%	6.4%

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

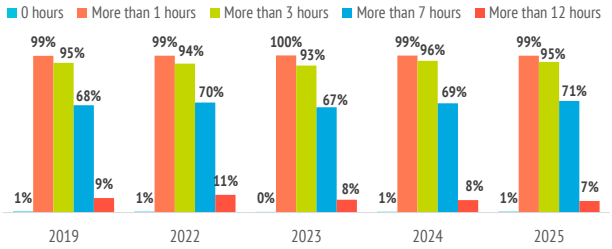


What do they book?

	2019	2022	2023	2024	2025
Room only	25.0%	32.8%	31.2%	37.3%	37.8%
Bed and Breakfast	7.9%	10.3%	10.5%	7.8%	9.5%
Half board	17.8%	15.3%	14.8%	14.5%	13.5%
Full board	9.0%	7.9%	9.4%	9.1%	7.8%
All inclusive	40.3%	33.6%	34.1%	31.2%	31.4%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	0.7%	0.6%	0.4%	0.5%	0.6%
1 - 2 hours	4.5%	5.0%	6.4%	3.3%	4.0%
3 - 6 hours	26.8%	24.7%	26.5%	26.9%	24.7%
7 - 12 hours	58.8%	58.5%	58.5%	61.3%	63.3%
More than 12 hours	9.2%	11.2%	8.2%	7.9%	7.3%
Outdoor time per day	8.2	8.4	8.1	8.3	8.4



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	73.9%	73.6%	75.1%	76.4%	76.1%
Beach	70.7%	75.6%	77.3%	75.5%	74.4%
Explore the island on their own	57.9%	65.2%	64.9%	64.5%	66.7%
Swimming pool, hotel facilities	64.2%	59.7%	63.2%	58.6%	58.7%
Hiking	--	35.0%	32.9%	34.4%	36.0%
Organized excursions	24.9%	24.3%	26.2%	26.6%	26.1%
Sea excursions / whale watching	14.5%	20.4%	20.8%	19.6%	22.8%
Museums / exhibitions	21.8%	19.7%	21.2%	22.7%	21.3%
Wineries / markets / popular festivals	15.8%	14.6%	16.6%	15.1%	15.4%
Taste Canarian gastronomy	14.2%	13.7%	16.0%	15.2%	14.2%
Other Nature Activities	--	12.4%	10.6%	11.2%	14.1%
Theme parks	13.2%	14.3%	14.4%	13.8%	13.4%
Nightlife / concerts / shows	9.3%	11.8%	12.7%	11.0%	12.5%
Running	--	7.7%	7.8%	7.6%	7.3%
Beauty and health treatments	7.0%	9.1%	7.7%	6.7%	7.3%
Scuba Diving	--	6.4%	5.5%	4.3%	5.3%
Astronomical observation	2.7%	2.9%	2.2%	2.4%	5.2%
Surf	--	5.4%	4.9%	3.7%	4.6%
Practice other sports	--	5.1%	5.2%	4.0%	4.4%
Swim	--	5.1%	3.6%	3.5%	2.8%
Cycling / Mountain bike	--	2.2%	3.1%	3.1%	2.0%
Windsurf / Kitesurf	--	1.9%	1.3%	1.4%	1.2%
Golf	--	1.0%	2.1%	1.5%	1.2%

** Multi-choise question*

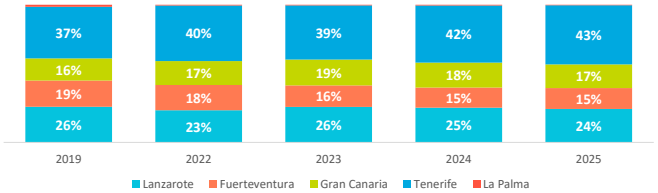
Tourist profile. Historical data (2019 - 2025)

France

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	131,768	160,700	193,377	203,132	203,284
Fuerteventura	97,545	126,025	117,298	117,342	126,939
Gran Canaria	81,909	119,126	140,952	145,376	144,553
Tenerife	190,802	277,591	295,662	333,721	359,400
La Palma	7,686	3,677	3,204	4,478	3,395

Share by islands	2019	2022	2023	2024	2025
Lanzarote	25.9%	23.4%	25.8%	25.3%	24.3%
Fuerteventura	19.1%	18.3%	15.6%	14.6%	15.2%
Gran Canaria	16.1%	17.3%	18.8%	18.1%	17.3%
Tenerife	37.4%	40.4%	39.4%	41.5%	42.9%
La Palma	1.5%	0.5%	0.4%	0.6%	0.4%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	88.9%	85.8%	86.3%	86.9%	90.6%
Two islands	9.5%	11.7%	11.3%	10.9%	8.3%
Three or more islands	1.6%	2.4%	2.3%	2.1%	1.2%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	45.9%	45.2%	45.7%	46.5%	43.5%
At least 10 previous visits	5.6%	6.8%	5.4%	7.6%	4.2%
Repeat tourists (last 5 years)	43.3%	40.2%	41.6%	42.6%	39.8%
Repeat tourists (last 5 years)(5 or more visits)	9.7%	6.5%	7.0%	8.6%	6.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.47	8.62	8.66	8.55	8.62

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	4.7%	5.1%	5.1%	5.6%	5.3%
Lived up to expectations	63.6%	61.0%	58.2%	62.5%	59.2%
Better or much better than expected	31.7%	34.0%	36.7%	31.9%	35.5%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.11	8.16	8.27	8.11	8.16
Recommend visiting the Canary Islands	8.59	8.74	8.75	8.66	8.69

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	52.2%	49.5%	48.7%	47.1%	48.5%
Women	47.8%	50.5%	51.3%	52.9%	51.5%
Age					
Average age	46.4	43.2	43.8	45.3	45.1
Standard deviation	15.1	15.3	15.4	16.8	16.4
Age range					
16 - 24 years old	6.9%	11.6%	12.1%	13.1%	11.5%
25 - 30 years old	12.7%	14.5%	11.6%	12.2%	12.4%
31 - 45 years old	28.0%	31.5%	33.1%	26.4%	30.3%
46 - 60 years old	33.3%	27.4%	27.2%	26.4%	25.2%
Over 60 years old	19.1%	15.0%	16.1%	22.0%	20.6%
Occupation					
Salaried worker	61.4%	61.3%	65.8%	57.9%	61.3%
Self-employed	8.7%	9.3%	9.6%	8.4%	10.0%
Unemployed	0.9%	0.7%	0.8%	0.9%	0.6%
Business owner	7.1%	9.0%	5.5%	9.2%	6.9%
Student	3.7%	6.1%	3.8%	5.0%	4.1%
Retired	16.8%	12.5%	13.2%	17.7%	16.2%
Unpaid domestic work	0.4%	0.1%	0.2%	0.0%	0.1%
Others	0.9%	1.0%	1.0%	0.8%	0.8%
Annual household income level					
Less than €25,000	14.0%	12.8%	13.3%	14.5%	14.1%
€25,000 - €49,999	46.9%	39.2%	40.3%	40.8%	39.5%
€50,000 - €74,999	22.4%	26.7%	26.0%	23.5%	28.9%
More than €74,999	16.7%	21.3%	20.4%	21.1%	17.5%
Education level					
No studies	0.8%	0.5%	1.0%	0.8%	1.2%
Primary education	2.2%	1.3%	1.8%	1.7%	2.8%
Secondary education	23.4%	17.1%	18.2%	23.4%	17.4%
Higher education	73.5%	81.1%	79.0%	74.1%	78.7%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	5.7%	7.5%	7.6%	8.4%	7.5%
Only with partner	48.8%	43.2%	43.9%	46.4%	47.1%
Only with children (< 13 years old)	7.9%	8.2%	8.3%	5.4%	5.4%
Partner + children (< 13 years old)	6.6%	7.0%	8.5%	4.8%	5.9%
Other relatives	7.2%	8.4%	8.0%	10.9%	8.9%
Friends	5.3%	7.0%	7.5%	7.2%	7.7%
Work colleagues	0.2%	0.5%	0.3%	0.6%	0.4%
Organized trip	0.5%	0.8%	0.8%	0.7%	0.8%
Other combinations (2)	17.9%	17.4%	15.0%	15.5%	16.4%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**19.9%**	**20.3%**	**21.0%**	**14.7%**	**15.9%**
- Between 0 and 2 years old	1.6%	1.5%	1.8%	1.4%	1.1%
- Between 3 and 12 years old	16.9%	17.5%	17.8%	12.1%	13.6%
- Between 0 -2 and 3-12 years old	1.3%	1.3%	1.5%	1.2%	1.1%
Tourists without children	**80.1%**	**79.7%**	**79.0%**	**85.3%**	**84.1%**
Group composition:					
- 1 person	8.0%	10.3%	9.4%	10.5%	9.0%
- 2 people	55.2%	52.1%	52.5%	55.9%	56.3%
- 3 people	14.2%	13.0%	13.5%	11.7%	12.9%
- 4 or 5 people	19.5%	21.1%	22.0%	18.0%	17.5%
- 6 or more people	3.0%	3.4%	2.5%	3.8%	4.3%
Average group size:	**2.65**	**2.68**	**2.67**	**2.64**	**2.68**

**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.