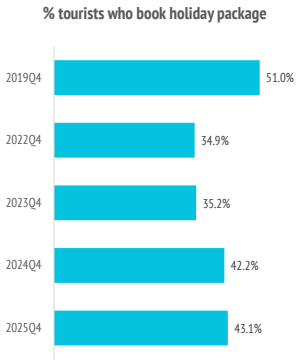
Tourist profile. Historical data (2019 - 2025)

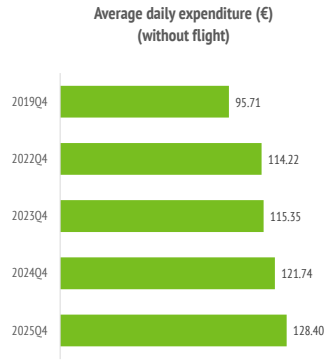
FRANCE: Fourth Quarter

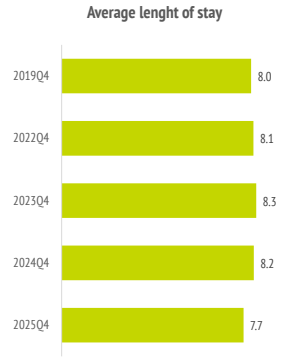
How many are they and how much do they spend?

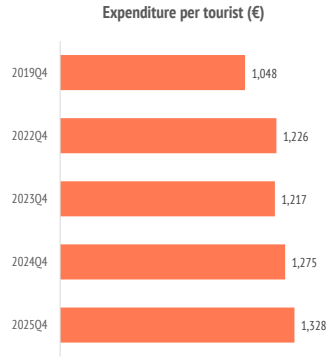
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**132**	**218**	**217**	**229**	**231**
Tourist arrivals ≥ 16 years old (EGT) (*)	**126**	**197**	**205**	**215**	**218**
- book holiday package (*)	64	69	72	91	94
- do not book holiday package (*)	62	129	133	124	124
- % tourists who book holiday package	51.0%	34.9%	35.2%	42.2%	43.1%
Children < 16 years old (FRONTUR - EGT) (*)	6	20	12	14	13
Expenditure per tourist (€) (group spend / group size)	**896**	**1,042**	**1,025**	**1,113**	**1,130**
Expenditure per tourist (€) (group spend / +16)	**1,048**	**1,226**	**1,217**	**1,275**	**1,328**
- book holiday package	1,100	1,486	1,415	1,443	1,576
- holiday package	918	1,272	1,189	1,251	1,362
- others	182	214	226	192	213
- do not book holiday package	995	1,088	1,110	1,153	1,141
- flight	289	301	296	286	283
- accommodation	320	373	425	407	399
- others	386	413	389	461	460
Average lenght of stay	**8.0**	**8.1**	**8.3**	**8.2**	**7.7**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**137.55**	**164.66**	**160.73**	**170.04**	**179.34**
- Median	128.90	150.00	146.07	155.28	175.50
Average daily expenditure (without flight)	**95.71**	**114.22**	**115.35**	**121.74**	**128.40**
- Median	90.65	107.14	105.22	111.11	122.58
Average cost of the flight (€)	**312**	**365**	**340**	**354**	**376**
Total turnover (€m)	**132**	**242**	**249**	**274**	**289**
Turnover without flight (€m)	**93**	**170**	**180**	**198**	**207**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	84.4%	85.7%	86.7%	88.7%	87.3%
- Additional accommodation expenses	9.4%	5.7%	11.4%	8.1%	7.6%
Transport:					
- National/International Transport	95.2%	94.2%	93.7%	97.6%	94.3%
- Flights between islands	6.2%	7.1%	11.1%	8.1%	7.2%
- Taxi	29.3%	38.6%	36.2%	38.5%	40.3%
- Car rental	45.8%	50.1%	50.7%	50.0%	58.0%
- Public transport	5.1%	10.2%	7.9%	8.1%	8.2%
Food and drink:					
- Food purchases at supermarkets	44.5%	51.8%	53.0%	54.2%	52.1%
- Restaurants	53.0%	64.7%	59.8%	57.7%	59.8%
Leisure:					
- Organized excursions	30.7%	39.8%	40.9%	37.2%	36.0%
- Sport activities	5.8%	11.6%	7.5%	4.0%	6.8%
- Cultural activities	2.6%	3.0%	1.3%	5.2%	3.3%
- Museums	11.8%	12.5%	12.6%	9.8%	15.3%
- Theme Parks	7.8%	11.8%	10.2%	6.8%	9.3%
- Discos and pubs	2.9%	6.6%	5.7%	4.4%	5.2%
- Wellness	4.9%	6.7%	4.9%	4.2%	4.4%
Purchases of goods:					
- Souvenirs	47.3%	43.0%	45.9%	41.2%	46.9%
- Other expenses	0.0%	0.1%	0.7%	0.6%	0.1%
Other:					
- Medical or pharmaceutical expenses	2.7%	4.3%	4.9%	5.4%	4.0%
- Other expenses	4.5%	5.2%	4.2%	4.3%	3.2%

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:	**691**	**716**	**715**	**849**	**759**
- Accommodation	506	560	590	593	631
- Additional accommodation expenses	185	156	125	256	128
Transport:	**568**	**705**	**652**	**733**	**788**
- National/International Transport	327	388	363	363	399
- Flights between islands	55	83	65	94	111
- Taxi	65	96	96	111	104
- Car rental	100	112	107	129	113
- Public transport	21	27	22	36	61
Food and drink:	**252**	**258**	**254**	**278**	**265**
- Food purchases at supermarkets	112	82	97	108	90
- Restaurants	140	176	157	170	175
Leisure:	**430**	**445**	**482**	**603**	**538**
- Organized excursions	84	101	99	101	110
- Sport activities	105	83	86	145	85
- Cultural activities	39	35	52	72	58
- Museums	33	30	36	28	56
- Theme Parks	53	65	61	102	73
- Discos and pubs	66	66	85	106	68
- Wellness	51	65	63	49	89
Purchases of goods:	**87**	**95**	**166**	**163**	**109**
- Souvenirs	87	85	81	77	**84**
- Other expenses	0	10	86	86	**25**
Other:	**139**	**101**	**119**	**94**	**285**
- Medical or pharmaceutical expenses	45	44	34	15	**80**
- Other expenses	94	57	85	79	**205**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	93.7%	89.2%	94.2%	92.9%	95.1%
Visiting family or friends	4.2%	9.9%	4.7%	4.6%	4.5%
Business and work	1.1%	0.5%	0.7%	0.5%	0.2%
Education and training	0.0%	0.0%	0.1%	0.0%	0.0%
Sports training	0.5%	0.2%	0.1%	0.8%	0.2%
Health or medical care	0.0%	0.0%	0.0%	0.5%	0.0%
Fairs and congresses	0.2%	0.1%	0.0%	0.0%	0.0%
Others	0.3%	0.0%	0.2%	0.7%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	34.5%	30.1%	27.9%	32.6%	26.9%
Enjoy family time	12.1%	15.3%	12.2%	12.8%	13.3%
Have fun	3.7%	2.5%	3.0%	4.4%	3.3%
Explore the destination	46.2%	46.5%	53.1%	45.9%	52.4%
Practice their hobbies	1.9%	3.3%	2.4%	2.8%	3.1%
Other reasons	1.6%	2.3%	1.5%	1.5%	1.1%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	20.4%	11.7%	11.9%	15.0%
Canary Islands	--	16.2%	13.5%	15.1%	12.8%
Other destination	--	63.5%	74.7%	73.0%	72.2%
- Balearic Islands	--	2.9%	4.6%	4.3%	3.1%
- Rest of Spain	--	8.1%	8.7%	9.2%	9.0%
- Italy	--	7.8%	9.2%	6.6%	9.0%
- France	--	21.4%	24.1%	23.7%	16.4%
- Turkey	--	0.7%	0.3%	0.8%	1.9%
- Greece	--	5.5%	5.1%	5.3%	7.5%
- Portugal	--	4.8%	5.7%	3.6%	4.7%
- Croatia	--	0.6%	1.9%	2.3%	0.9%
- Egypt	--	0.5%	1.5%	0.8%	0.8%
- Tunisia	--	1.0%	0.9%	1.2%	2.1%
- Morocco	--	1.3%	3.1%	2.8%	2.3%
- Others	--	8.8%	9.8%	12.5%	14.7%

** 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")	--	27.0%	31.1%	33.4%	28.5%
Canary Islands (other island)	--	27.0%	28.1%	24.6%	33.0%
Other destination	--	45.9%	40.8%	42.0%	38.6%
- Balearic Islands	--	7.7%	5.3%	7.3%	5.7%
- Rest of Spain	--	6.5%	5.1%	5.3%	5.5%
- Italy	--	5.4%	4.8%	4.8%	4.8%
- France	--	2.5%	2.4%	2.7%	3.4%
- Turkey	--	1.7%	1.7%	2.2%	0.9%
- Greece	--	8.5%	7.3%	6.2%	6.3%
- Portugal	--	4.8%	5.7%	3.8%	5.3%
- Croatia	--	2.6%	2.3%	2.6%	0.8%
- Egypt	--	1.6%	2.4%	2.0%	2.0%
- Others	--	4.7%	3.9%	5.1%	3.8%

** Percentage of valid answers*

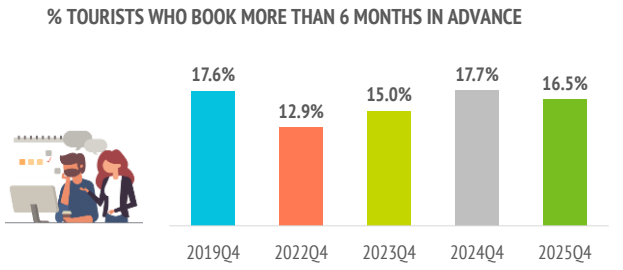
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	81.9%	82.2%	80.0%	80.7%	76.9%
Landscapes	56.3%	56.1%	60.7%	62.0%	64.1%
Tranquility	53.7%	52.1%	52.9%	56.8%	53.1%
Safety	42.7%	45.2%	51.8%	51.1%	51.1%
Sea	47.3%	48.9%	44.7%	53.2%	49.6%
Environment	42.7%	41.3%	43.5%	46.5%	49.3%
Accommodation supply	35.7%	37.7%	39.0%	36.0%	42.0%
Price	38.8%	39.6%	49.6%	48.0%	38.3%
Beaches	34.0%	35.9%	39.0%	40.0%	36.5%
European belonging	33.1%	39.9%	34.7%	42.7%	34.8%
Authenticity	31.6%	33.4%	37.4%	38.3%	34.0%
Effortless trip	23.3%	26.3%	29.8%	31.5%	24.5%
Gastronomy	14.4%	19.3%	25.1%	25.6%	24.0%
Exoticism	22.2%	25.2%	26.7%	24.8%	20.5%
Historical heritage	14.7%	15.9%	17.6%	15.4%	20.5%
Hiking trail network	18.3%	17.3%	18.2%	20.7%	18.8%
Culture	10.1%	12.1%	12.7%	14.0%	15.7%
Fun possibilities	10.4%	13.1%	17.7%	20.5%	14.6%
Shopping	11.6%	8.5%	13.6%	12.0%	9.1%
Nightlife	4.2%	5.1%	5.9%	9.8%	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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.4%	0.7%	1.0%	0.9%	1.3%
Between 1 and 30 days	21.4%	23.8%	24.7%	22.2%	27.2%
Between 1 and 2 months	26.4%	25.6%	28.3%	22.0%	22.9%
Between 3 and 6 months	34.2%	37.1%	31.0%	37.2%	32.1%
More than 6 months	17.6%	12.9%	15.0%	17.7%	16.5%



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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	31.1%	36.3%	29.6%	30.3%	31.0%
Friends or relatives	26.6%	29.7%	27.3%	30.8%	24.9%
Internet or social media	54.4%	52.6%	54.9%	51.1%	58.7%
Mass Media	1.6%	2.8%	2.2%	2.2%	3.1%
Travel guides and magazines	18.3%	15.8%	14.2%	12.9%	12.6%
Travel Blogs or Forums	9.8%	12.7%	9.8%	8.8%	8.6%
Travel TV Channels	0.8%	0.1%	0.5%	0.2%	0.0%
Tour Operator or Travel Agency	26.4%	21.6%	19.4%	23.4%	22.9%
Public administrations or similar	0.4%	0.6%	0.5%	0.7%	0.7%
Others	2.6%	2.1%	2.7%	3.6%	2.3%

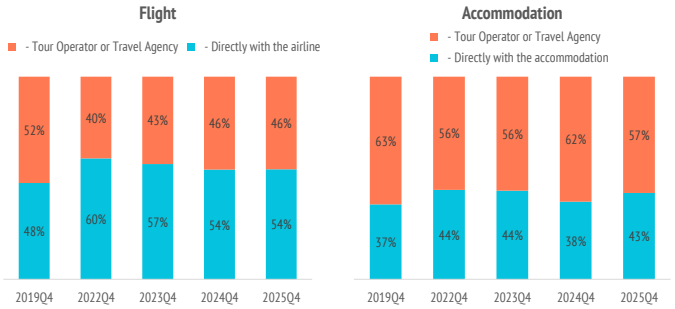
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

FRANCE: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	47.5%	59.7%	56.9%	54.1%	54.3%
- Tour Operator or Travel Agency	52.5%	40.3%	43.1%	45.9%	45.7%
Accommodation					
- Directly with the accommodation	37.0%	44.1%	43.7%	38.3%	42.6%
- Tour Operator or Travel Agency	63.0%	55.9%	56.3%	61.7%	57.4%



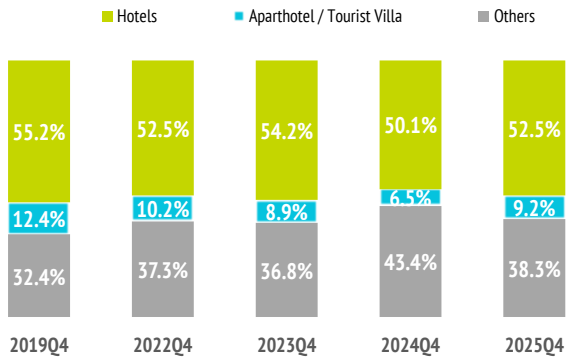
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
France	49.6%	63.8%	63.0%	67.8%	65.0%
Spanish Mainland	34.3%	16.5%	17.6%	16.7%	21.1%
Switzerland	3.1%	6.4%	4.4%	4.6%	4.3%
Belgium	6.6%	4.1%	1.4%	5.0%	2.7%
Germany	1.0%	1.4%	1.4%	0.7%	2.3%
Portugal	1.0%	1.8%	3.7%	0.5%	0.4%
United Kingdom	0.1%	0.0%	0.5%	0.1%	0.4%
Italy	0.5%	0.5%	0.2%	0.9%	0.4%
Netherlands	0.2%	0.2%	0.7%	0.0%	0.0%
Czech Republic	0.0%	0.1%	0.0%	0.0%	0.0%
Others	3.5%	5.2%	7.1%	3.7%	3.4%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	9.3%	8.0%	9.3%	7.3%	10.2%
4* Hotel	35.3%	37.5%	36.8%	38.0%	36.2%
5* Hotel / 5* Luxury Hotel	10.5%	7.0%	8.2%	4.8%	6.1%
Aparthotel / Tourist Villa	12.4%	10.2%	8.9%	6.5%	9.2%
House/room rented in a private dwelling	13.5%	14.4%	22.3%	30.5%	27.0%
Private accommodation (1)	7.5%	8.8%	3.8%	5.3%	4.9%
Others (Cottage, cruise, camping,..)	11.4%	14.1%	10.7%	7.5%	6.5%

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

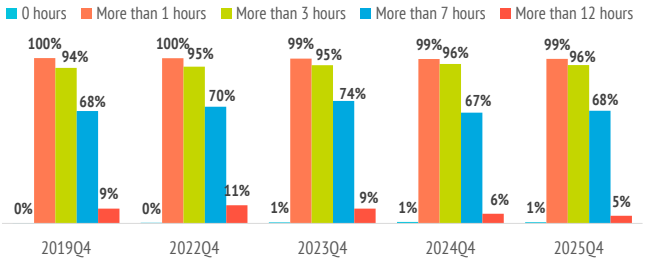


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	25.8%	31.2%	32.3%	40.7%	39.6%
Bed and Breakfast	9.4%	10.1%	12.3%	7.1%	6.5%
Half board	17.9%	16.1%	15.4%	11.6%	11.9%
Full board	10.1%	8.5%	10.4%	10.2%	7.8%
All inclusive	36.7%	34.0%	29.6%	30.4%	34.2%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	0.2%	0.4%	0.6%	0.8%	0.7%
1 - 2 hours	6.0%	5.0%	4.0%	3.0%	3.8%
3 - 6 hours	26.0%	24.2%	21.6%	29.3%	27.5%
7 - 12 hours	58.8%	59.5%	65.0%	61.1%	63.4%
More than 12 hours	8.9%	10.9%	8.9%	5.8%	4.6%
Outdoor time per day	8.0	8.3	8.7	8.1	8.0



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	69.4%	73.3%	76.7%	74.7%	75.7%
Beach	73.7%	76.0%	82.5%	75.0%	72.7%
Explore the island on their own	59.2%	63.2%	66.6%	65.4%	67.4%
Swimming pool, hotel facilities	60.5%	58.6%	60.9%	52.0%	53.8%
Hiking	--	31.8%	36.1%	37.9%	36.7%
Organized excursions	21.0%	24.3%	25.0%	22.9%	23.5%
Museums / exhibitions	21.4%	19.2%	21.7%	21.5%	22.3%
Sea excursions / whale watching	15.5%	17.8%	21.0%	20.3%	18.8%
Taste Canarian gastronomy	15.4%	13.4%	18.3%	17.7%	15.6%
Other Nature Activities	--	13.0%	10.5%	12.1%	13.8%
Theme parks	12.4%	13.3%	14.1%	10.7%	13.6%
Wineries / markets / popular festivals	15.7%	14.0%	18.3%	14.6%	13.6%
Nightlife / concerts / shows	6.5%	12.0%	11.4%	8.6%	11.4%
Running	--	9.8%	9.6%	9.0%	7.0%
Beauty and health treatments	6.4%	8.7%	5.5%	6.0%	6.2%
Surf	--	5.1%	4.2%	4.3%	5.9%
Astronomical observation	3.3%	3.7%	1.8%	3.6%	5.7%
Scuba Diving	--	5.4%	4.9%	4.3%	5.5%
Practice other sports	--	3.8%	5.3%	5.1%	5.4%
Swim	--	3.2%	4.3%	5.7%	3.8%
Cycling / Mountain bike	--	2.3%	2.0%	1.9%	2.2%
Windsurf / Kitesurf	--	2.4%	0.7%	1.4%	1.6%
Golf	--	1.6%	1.9%	1.2%	1.4%

** Multi-choise question*

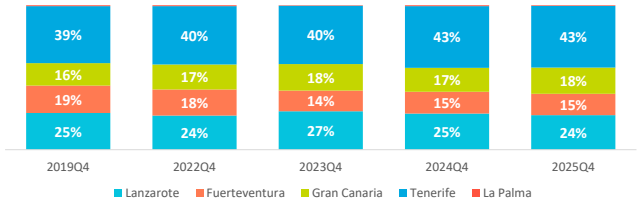
Tourist profile. Historical data (2019 - 2025)

FRANCE: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	31,758	46,535	54,279	53,653	51,984
Fuerteventura	23,829	35,458	29,449	32,342	32,077
Gran Canaria	19,468	34,091	37,317	35,587	39,451
Tenerife	49,349	79,465	82,567	91,690	92,873
La Palma	772	1,150	633	1,304	851

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	25.4%	23.7%	26.6%	25.0%	23.9%
Fuerteventura	19.0%	18.0%	14.4%	15.1%	14.8%
Gran Canaria	15.6%	17.3%	18.3%	16.6%	18.2%
Tenerife	39.4%	40.4%	40.4%	42.7%	42.8%
La Palma	0.6%	0.6%	0.3%	0.6%	0.4%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	87.4%	87.2%	84.3%	90.2%	89.8%
Two islands	10.9%	11.4%	12.3%	8.0%	8.2%
Three or more islands	1.7%	1.5%	3.4%	1.8%	1.9%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	45.0%	53.0%	46.6%	50.2%	46.9%
At least 10 previous visits	6.1%	9.5%	5.1%	11.4%	8.0%
Repeat tourists (last 5 years)	42.3%	48.3%	44.1%	45.8%	43.8%
Repeat tourists (last 5 years)(5 or more visits)	11.0%	10.2%	6.5%	13.2%	9.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.50	8.70	8.69	8.69	8.71

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	3.2%	4.5%	4.6%	3.3%	4.0%
Lived up to expectations	64.6%	59.8%	59.3%	61.8%	57.5%
Better or much better than expected	32.2%	35.7%	36.1%	34.9%	38.5%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.27	8.41	8.30	8.37	8.46
Recommend visiting the Canary Islands	8.65	8.85	8.82	8.83	8.96

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	53.4%	47.4%	47.8%	48.4%	45.4%
Women	46.6%	52.6%	52.2%	51.6%	54.6%
Age					
Average age	47.5	46.4	44.8	47.3	48.1
Standard deviation	14.4	15.4	15.6	16.5	16.5
Age range					
16 - 24 years old	5.9%	7.6%	8.8%	10.5%	7.5%
25 - 30 years old	10.3%	9.5%	13.3%	9.8%	10.3%
31 - 45 years old	26.1%	33.2%	32.8%	26.8%	30.7%
46 - 60 years old	39.4%	29.8%	26.2%	28.0%	24.4%
Over 60 years old	18.3%	19.9%	18.9%	24.9%	27.1%
Occupation					
Salaried worker	61.2%	57.2%	59.8%	55.3%	51.0%
Self-employed	10.1%	10.2%	10.2%	9.2%	12.5%
Unemployed	0.6%	0.5%	0.7%	0.4%	0.8%
Business owner	9.7%	8.3%	7.0%	11.3%	8.4%
Student	3.3%	4.8%	2.4%	3.4%	2.4%
Retired	13.6%	18.3%	17.9%	19.6%	22.6%
Unpaid domestic work	0.9%	0.0%	0.5%	0.0%	0.3%
Others	0.6%	0.7%	1.7%	0.8%	1.9%
Annual household income level					
Less than €25,000	10.7%	10.5%	15.8%	12.4%	13.2%
€25,000 - €49,999	43.4%	36.2%	43.0%	42.5%	38.8%
€50,000 - €74,999	22.9%	30.8%	24.5%	24.7%	29.9%
More than €74,999	23.0%	22.5%	16.7%	20.3%	18.1%
Education level					
No studies	0.7%	0.7%	1.8%	0.5%	0.8%
Primary education	1.3%	2.0%	1.6%	2.6%	3.5%
Secondary education	20.7%	20.3%	22.4%	22.4%	16.6%
Higher education	77.3%	77.1%	74.2%	74.6%	79.1%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	5.7%	10.2%	9.2%	9.2%	7.3%
Only with partner	48.0%	39.7%	43.1%	38.0%	43.5%
Only with children (< 13 years old)	7.2%	6.1%	8.9%	5.1%	6.2%
Partner + children (< 13 years old)	6.4%	5.7%	6.8%	5.3%	6.2%
Other relatives	8.1%	10.0%	8.5%	14.3%	9.8%
Friends	5.4%	6.4%	7.2%	6.6%	8.9%
Work colleagues	0.0%	0.5%	0.3%	0.3%	0.0%
Organized trip	0.8%	1.1%	1.5%	0.7%	0.2%
Other combinations (2)	18.3%	20.4%	14.4%	20.5%	17.7%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**21.4%**	**19.9%**	**20.2%**	**17.2%**	**18.8%**
- Between 0 and 2 years old	1.3%	1.0%	1.4%	1.2%	0.7%
- Between 3 and 12 years old	19.0%	17.0%	17.2%	14.4%	16.5%
- Between 0 -2 and 3-12 years old	1.1%	1.9%	1.5%	1.6%	1.6%
Tourists without children	**78.6%**	**80.1%**	**79.8%**	**82.8%**	**81.2%**
Group composition:					
- 1 person	7.8%	13.0%	11.4%	11.8%	8.6%
- 2 people	53.2%	47.9%	50.9%	45.2%	51.5%
- 3 people	13.6%	11.1%	12.0%	14.5%	12.0%
- 4 or 5 people	20.9%	22.9%	21.3%	22.3%	20.1%
- 6 or more people	4.4%	5.1%	4.4%	6.2%	7.9%
Average group size:	**2.73**	**2.81**	**2.74**	**2.87**	**3.00**

**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.