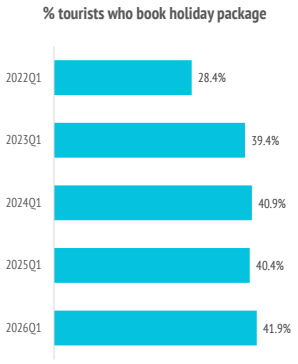
Tourist profile. Historical data (2022 - 2026)

FRANCE: First Quarter

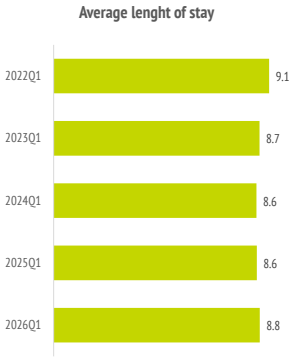
How many are they and how much do they spend?

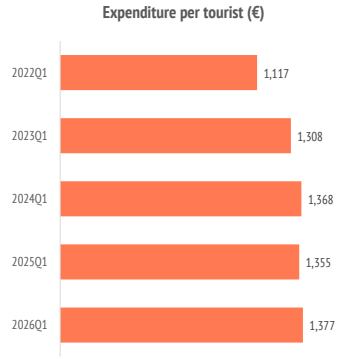
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**180**	**221**	**236**	**249**	**246**
Tourist arrivals ≥ 16 years old (EGT) (*)	**160**	**198**	**205**	**222**	**223**
- book holiday package (*)	46	78	84	90	93
- do not book holiday package (*)	115	120	121	132	130
- % tourists who book holiday package	28.4%	39.4%	40.9%	40.4%	41.9%
Children < 16 years old (FRONTUR - EGT) (*)	20	23	31	28	23
Expenditure per tourist (€) (group spend / group size)	**929**	**1,107**	**1,202**	**1,156**	**1,204**
Expenditure per tourist (€) (group spend / +16)	**1,117**	**1,308**	**1,368**	**1,355**	**1,377**
- book holiday package	1,162	1,613	1,650	1,578	1,539
- holiday package	994	1,383	1,436	1,376	1,286
- others	168	230	214	203	252
- do not book holiday package	1,098	1,110	1,173	1,204	1,260
- flight	268	282	309	318	330
- accommodation	417	411	449	440	478
- others	414	417	415	445	452
Average lenght of stay	**9.1**	**8.7**	**8.6**	**8.6**	**8.8**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**141.43**	**164.64**	**177.50**	**186.54**	**182.00**
- Median	133.93	150.83	152.50	170.25	174.32
Average daily expenditure (without flight)	**105.90**	**118.19**	**126.27**	**134.45**	**130.36**
- Median	99.97	106.78	111.23	126.07	126.80
Average cost of the flight (€)	**278**	**362**	**392**	**380**	**378**
Total turnover (€m)	**179**	**259**	**280**	**300**	**307**
Turnover without flight (€m)	**134**	**187**	**200**	**216**	**223**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	89.1%	86.6%	88.4%	89.1%	89.0%
- Additional accommodation expenses	12.6%	10.2%	10.1%	6.5%	6.3%
Transport:					
- National/International Transport	97.6%	94.3%	95.2%	95.3%	97.1%
- Flights between islands	12.2%	9.9%	11.6%	8.2%	7.4%
- Taxi	29.8%	37.0%	43.8%	31.7%	38.0%
- Car rental	50.4%	56.4%	50.9%	62.7%	59.5%
- Public transport	10.0%	8.4%	8.5%	9.4%	13.9%
Food and drink:					
- Food purchases at supermarkets	53.0%	50.9%	51.3%	52.4%	54.1%
- Restaurants	66.1%	64.1%	61.2%	64.4%	62.2%
Leisure:					
- Organized excursions	27.5%	34.6%	36.6%	41.4%	37.6%
- Sport activities	6.3%	7.5%	7.2%	7.3%	6.4%
- Cultural activities	2.8%	2.9%	3.0%	4.5%	2.8%
- Museums	10.3%	10.3%	14.4%	16.2%	14.0%
- Theme Parks	7.2%	9.6%	7.9%	8.4%	6.9%
- Discos and pubs	4.9%	5.9%	4.6%	4.6%	5.1%
- Wellness	5.2%	7.9%	4.6%	5.6%	5.2%
Purchases of goods:					
- Souvenirs	35.7%	40.1%	43.9%	41.9%	39.9%
- Other expenses	0.2%	0.0%	0.3%	0.7%	0.6%
Other:					
- Medical or pharmaceutical expenses	6.5%	4.5%	5.0%	2.9%	5.3%
- Other expenses	5.9%	5.7%	4.8%	3.9%	3.8%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**759**	**775**	**820**	**927**	**931**
- Accommodation	529	655	685	658	663
- Additional accommodation expenses	230	120	134	270	269
Transport:	**616**	**679**	**692**	**730**	**729**
- National/International Transport	285	384	412	399	389
- Flights between islands	89	57	65	74	88
- Taxi	81	92	79	107	92
- Car rental	123	118	116	129	124
- Public transport	37	27	20	21	37
Food and drink:	**228**	**280**	**278**	**241**	**280**
- Food purchases at supermarkets	87	118	97	90	110
- Restaurants	140	162	181	151	170
Leisure:	**511**	**447**	**490**	**522**	**509**
- Organized excursions	97	93	90	102	111
- Sport activities	109	75	77	119	105
- Cultural activities	65	38	45	46	39
- Museums	49	44	55	41	58
- Theme Parks	75	65	78	59	49
- Discos and pubs	66	75	81	72	76
- Wellness	50	57	65	82	69
Purchases of goods:	**112**	**76**	**115**	**226**	**380**
- Souvenirs	82	76	67	67	**70**
- Other expenses	30	0	48	159	**309**
Other:	**266**	**97**	**74**	**80**	**196**
- Medical or pharmaceutical expenses	121	22	24	32	**29**
- Other expenses	145	75	50	48	**166**

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)

FRANCE: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	90.2%	91.3%	93.0%	95.9%	93.9%
Visiting family or friends	7.6%	6.9%	5.6%	3.2%	4.6%
Business and work	1.2%	0.5%	0.4%	0.5%	0.4%
Education and training	0.0%	0.0%	0.0%	0.0%	0.4%
Sports training	0.6%	1.1%	0.5%	0.0%	0.7%
Health or medical care	0.0%	0.0%	0.3%	0.0%	0.0%
Fairs and congresses	0.2%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.2%	0.2%	0.5%	0.0%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	29.9%	28.6%	29.6%	27.2%	29.3%
Enjoy family time	12.7%	12.7%	7.4%	9.7%	9.9%
Have fun	3.6%	4.5%	5.5%	2.9%	3.3%
Explore the destination	49.4%	50.1%	55.4%	56.8%	53.6%
Practice their hobbies	3.5%	3.4%	1.1%	1.2%	2.3%
Other reasons	0.9%	0.9%	1.0%	2.1%	1.7%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	25.0%	16.7%	17.4%	10.0%	13.8%
Canary Islands	11.6%	13.7%	13.7%	14.9%	16.2%
Other destination	63.4%	69.7%	68.9%	75.1%	70.0%
- Balearic Islands	5.5%	3.0%	3.2%	3.9%	5.4%
- Rest of Spain	8.4%	9.3%	7.8%	7.4%	6.3%
- Italy	6.9%	8.0%	7.0%	7.3%	8.9%
- France	23.6%	23.3%	22.9%	22.4%	18.1%
- Turkey	0.2%	1.0%	0.6%	0.5%	0.7%
- Greece	6.0%	6.0%	5.4%	6.4%	4.2%
- Portugal	6.1%	5.5%	4.0%	3.7%	3.7%
- Croatia	1.3%	1.2%	1.6%	1.9%	1.4%
- Egypt	0.6%	1.0%	1.3%	0.9%	1.5%
- Tunisia	0.5%	0.6%	0.9%	0.6%	1.4%
- Morocco	0.9%	1.7%	1.2%	3.5%	3.9%
- Others	3.4%	9.2%	13.1%	16.7%	14.5%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	33.9%	28.4%	35.8%	27.7%	32.7%
Canary Islands (other island)	27.2%	26.4%	30.9%	27.5%	33.1%
Other destination	39.0%	45.2%	33.3%	44.8%	34.2%
- Balearic Islands	4.6%	5.4%	5.3%	5.3%	4.7%
- Rest of Spain	4.0%	7.5%	3.5%	4.5%	4.5%
- Italy	5.7%	4.7%	2.4%	4.7%	4.1%
- France	3.9%	4.3%	3.5%	3.6%	1.8%
- Turkey	1.9%	1.3%	1.1%	2.1%	0.9%
- Greece	4.9%	6.7%	4.6%	7.4%	4.3%
- Portugal	5.8%	5.9%	4.8%	6.2%	3.9%
- Croatia	2.5%	2.2%	1.9%	2.4%	1.7%
- Egypt	2.5%	2.7%	2.8%	3.6%	3.2%
- Others	3.2%	4.6%	3.3%	5.0%	5.2%

** Percentage of valid answers*

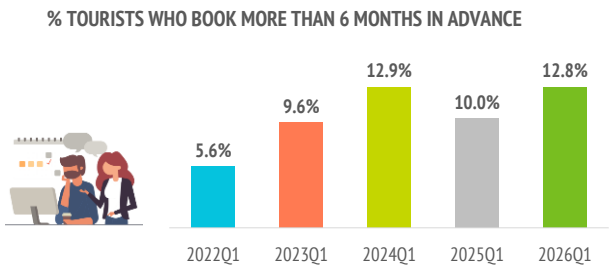
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	77.5%	74.3%	82.2%	82.5%	76.4%
Landscapes	62.9%	63.6%	62.4%	63.1%	65.9%
Tranquility	43.8%	51.9%	50.3%	49.7%	54.5%
Safety	42.1%	47.0%	49.1%	43.3%	52.6%
Environment	47.0%	47.4%	45.4%	47.1%	51.9%
Sea	49.8%	51.4%	49.4%	51.5%	48.5%
European belonging	40.2%	35.7%	41.5%	38.8%	45.6%
Price	36.9%	37.1%	43.7%	44.1%	41.7%
Accommodation supply	28.3%	37.7%	40.9%	35.2%	38.6%
Authenticity	35.7%	38.3%	36.5%	38.7%	37.7%
Beaches	35.4%	32.4%	38.8%	36.3%	37.0%
Effortless trip	28.2%	28.5%	26.8%	28.9%	27.7%
Hiking trail network	17.6%	19.4%	23.5%	17.9%	26.6%
Gastronomy	20.0%	20.5%	24.3%	18.4%	22.2%
Exoticism	23.0%	22.6%	23.1%	27.7%	20.0%
Historical heritage	13.5%	22.9%	21.9%	16.8%	17.1%
Fun possibilities	16.2%	13.3%	14.5%	14.2%	15.4%
Culture	10.3%	17.2%	14.8%	11.0%	14.1%
Shopping	9.1%	8.7%	11.2%	9.8%	11.7%
Nightlife	8.8%	7.3%	6.0%	5.4%	5.5%

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?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	1.2%	0.7%	1.2%	1.0%	1.7%
Between 1 and 30 days	37.5%	31.0%	26.0%	18.8%	22.1%
Between 1 and 2 months	33.1%	27.8%	26.8%	32.0%	27.1%
Between 3 and 6 months	22.5%	30.8%	33.2%	38.2%	36.2%
More than 6 months	5.6%	9.6%	12.9%	10.0%	12.8%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	34.9%	31.9%	38.3%	29.9%	28.2%
Friends or relatives	28.7%	30.7%	28.4%	23.6%	27.4%
Internet or social media	60.9%	52.2%	53.0%	56.3%	53.4%
Mass Media	1.4%	2.1%	1.7%	1.2%	0.8%
Travel guides and magazines	15.5%	17.0%	15.7%	17.5%	14.1%
Travel Blogs or Forums	12.0%	12.6%	9.4%	11.3%	9.6%
Travel TV Channels	0.1%	0.7%	0.0%	0.8%	0.2%
Tour Operator or Travel Agency	13.7%	16.5%	21.5%	19.2%	21.6%
Public administrations or similar	0.5%	0.7%	1.0%	0.3%	0.6%
Others	3.9%	1.7%	3.3%	3.4%	2.6%

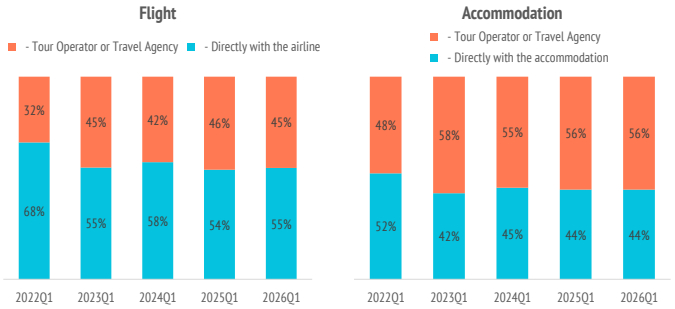
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

FRANCE: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	67.6%	55.2%	57.8%	54.1%	54.9%
- Tour Operator or Travel Agency	32.4%	44.8%	42.2%	45.9%	45.1%
Accommodation					
- Directly with the accommodation	52.3%	42.5%	45.2%	44.3%	44.3%
- Tour Operator or Travel Agency	47.7%	57.5%	54.8%	55.7%	55.7%



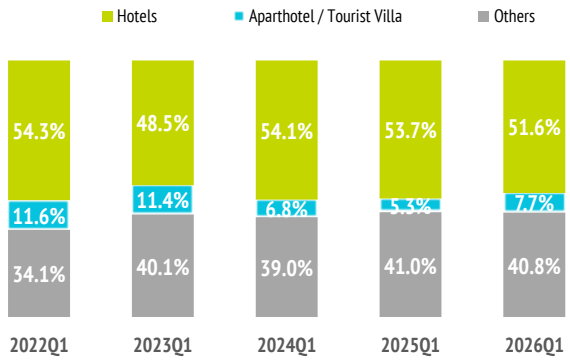
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
France	58.3%	61.2%	72.7%	61.7%	66.8%
Spanish Mainland	30.1%	27.2%	12.8%	20.9%	15.1%
Luxembourg	1.7%	3.0%	3.4%	4.1%	5.6%
Belgium	1.3%	1.9%	2.0%	3.0%	4.3%
Switzerland	5.7%	3.2%	4.8%	4.3%	3.7%
Germany	0.3%	2.4%	1.5%	4.3%	2.9%
Italy	0.0%	0.2%	0.0%	0.1%	0.2%
Netherlands	0.3%	0.2%	0.0%	0.2%	0.2%
Ireland	0.0%	0.0%	0.0%	0.0%	0.1%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
Others	2.2%	0.8%	2.8%	1.5%	1.2%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	12.8%	6.8%	9.4%	9.1%	10.4%
4* Hotel	33.9%	34.1%	38.2%	38.0%	35.7%
5* Hotel / 5* Luxury Hotel	7.6%	7.6%	6.6%	6.6%	5.5%
Aparthotel / Tourist Villa	11.6%	11.4%	6.8%	5.3%	7.7%
House/room rented in a private dwelling	17.4%	17.8%	26.2%	27.7%	29.4%
Private accommodation (1)	6.9%	8.3%	5.8%	5.0%	7.0%
Others (Cottage, cruise, camping,..)	9.8%	13.9%	7.0%	8.2%	4.3%

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

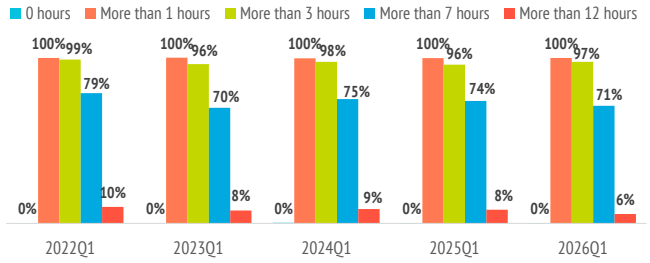


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	40.6%	37.1%	35.8%	37.8%	42.3%
Bed and Breakfast	11.8%	7.5%	9.4%	10.0%	8.6%
Half board	14.4%	13.8%	16.5%	13.9%	10.2%
Full board	4.6%	10.1%	8.6%	8.1%	8.1%
All inclusive	28.6%	31.6%	29.7%	30.1%	30.7%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	0.2%	0.0%	0.4%	0.3%	0.2%
1 - 2 hours	0.9%	3.9%	2.1%	4.0%	2.3%
3 - 6 hours	20.3%	26.4%	22.5%	21.9%	26.5%
7 - 12 hours	68.7%	62.0%	66.3%	65.6%	65.3%
More than 12 hours	9.9%	7.7%	8.7%	8.3%	5.6%
Outdoor time per day	8.9	8.3	8.5	8.7	8.4



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	71.7%	73.5%	77.0%	80.8%	78.9%
Beach	71.1%	69.2%	72.3%	72.1%	66.8%
Explore the island on their own	68.1%	67.9%	67.4%	70.3%	64.2%
Swimming pool, hotel facilities	47.3%	50.3%	50.3%	48.1%	49.3%
Hiking	42.6%	36.3%	39.0%	44.4%	41.2%
Organized excursions	19.2%	21.7%	23.9%	21.5%	24.1%
Museums / exhibitions	16.8%	19.9%	24.6%	22.4%	20.1%
Wineries / markets / popular festivals	14.0%	18.0%	17.7%	16.4%	17.4%
Sea excursions / whale watching	16.7%	13.3%	13.0%	19.2%	16.4%
Taste Canarian gastronomy	14.0%	15.2%	14.0%	12.8%	15.3%
Other Nature Activities	14.2%	10.8%	12.6%	14.6%	12.7%
Theme parks	14.0%	11.3%	10.8%	10.4%	9.7%
Nightlife / concerts / shows	8.6%	12.9%	12.0%	10.1%	9.3%
Running	7.6%	8.3%	7.6%	9.1%	9.3%
Beauty and health treatments	6.9%	9.0%	6.5%	6.4%	6.9%
Surf	5.7%	5.6%	4.1%	3.9%	4.4%
Astronomical observation	1.9%	2.5%	1.2%	3.9%	3.4%
Swim	10.1%	2.5%	1.2%	3.4%	2.9%
Cycling / Mountain bike	3.4%	4.9%	6.5%	2.1%	2.8%
Practice other sports	5.3%	4.2%	2.7%	3.9%	2.5%
Scuba Diving	5.1%	2.3%	3.2%	4.2%	1.6%
Golf	0.8%	2.7%	2.0%	1.3%	1.2%
Windsurf / Kitesurf	1.5%	1.1%	0.8%	1.3%	0.8%

** Multi-choise question*

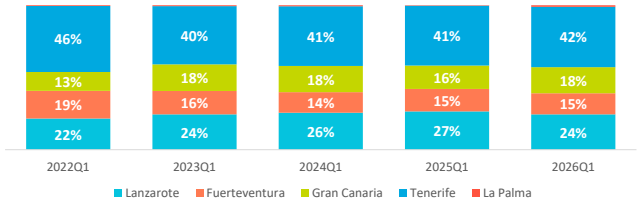
Tourist profile. Historical data (2022 - 2026)

FRANCE: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	34,046	48,224	52,280	58,755	54,536
Fuerteventura	30,291	32,038	29,283	34,275	32,450
Gran Canaria	20,652	36,298	36,991	35,846	40,302
Tenerife	72,181	79,620	84,574	91,725	93,073
La Palma	783	1,183	1,449	733	2,368

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	21.6%	24.4%	25.6%	26.5%	24.5%
Fuerteventura	19.2%	16.2%	14.3%	15.5%	14.6%
Gran Canaria	13.1%	18.4%	18.1%	16.2%	18.1%
Tenerife	45.7%	40.3%	41.3%	41.4%	41.8%
La Palma	0.5%	0.6%	0.7%	0.3%	1.1%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	83.1%	86.2%	82.2%	90.5%	91.2%
Two islands	11.0%	12.2%	15.2%	8.2%	7.0%
Three or more islands	6.0%	1.6%	2.6%	1.3%	1.8%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	50.6%	49.9%	56.9%	51.0%	52.1%
At least 10 previous visits	8.7%	5.0%	5.9%	4.0%	8.1%
Repeat tourists (last 5 years)	44.1%	45.4%	50.4%	46.6%	48.5%
Repeat tourists (last 5 years)(5 or more visits)	7.9%	9.2%	8.8%	8.2%	10.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.62	8.61	8.61	8.74	8.68

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	2.6%	6.4%	5.4%	3.6%	4.7%
Lived up to expectations	62.5%	57.6%	60.6%	57.6%	65.1%
Better or much better than expected	34.9%	36.0%	34.0%	38.9%	30.1%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	8.34	8.44	8.29	8.43	8.30
Recommend visiting the Canary Islands	8.87	8.78	8.77	8.84	8.82

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	51.8%	50.6%	47.5%	51.4%	50.1%
Women	48.2%	49.4%	52.5%	48.6%	49.9%
Age					
Average age	43.6	45.3	48.2	46.3	48.8
Standard deviation	14.7	14.5	15.9	15.3	16.2
Age range					
16 - 24 years old	8.7%	8.9%	7.1%	6.7%	8.1%
25 - 30 years old	15.0%	8.4%	9.6%	11.9%	8.2%
31 - 45 years old	35.4%	36.3%	27.8%	32.8%	28.1%
46 - 60 years old	26.5%	31.2%	28.4%	27.5%	27.8%
Over 60 years old	14.3%	15.3%	27.1%	21.1%	27.8%
Occupation					
Salaried worker	59.2%	68.5%	54.8%	62.2%	57.4%
Self-employed	12.4%	8.2%	8.8%	11.4%	9.0%
Unemployed	0.3%	1.3%	1.1%	0.4%	0.7%
Business owner	9.2%	5.6%	9.7%	6.8%	8.4%
Student	6.7%	3.6%	2.6%	2.8%	4.0%
Retired	10.8%	12.0%	22.3%	15.8%	20.0%
Unpaid domestic work	0.1%	0.0%	0.1%	0.0%	0.0%
Others	1.2%	0.8%	0.6%	0.6%	0.5%
Annual household income level					
Less than €25,000	11.4%	8.6%	10.1%	11.1%	11.9%
€25,000 - €49,999	46.3%	38.4%	38.7%	36.9%	43.7%
€50,000 - €74,999	24.0%	32.3%	24.8%	31.3%	25.9%
More than €74,999	18.4%	20.7%	26.3%	20.7%	18.5%
Education level					
No studies	0.2%	1.1%	0.6%	1.0%	0.8%
Primary education	0.6%	0.8%	1.0%	1.2%	1.6%
Secondary education	16.0%	14.0%	23.9%	17.3%	20.0%
Higher education	83.1%	84.1%	74.5%	80.5%	77.5%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	3.8%	8.8%	6.1%	7.1%	7.3%
Only with partner	44.5%	44.0%	58.9%	46.1%	48.7%
Only with children (< 13 years old)	12.2%	9.7%	5.1%	5.8%	4.9%
Partner + children (< 13 years old)	8.3%	7.7%	3.1%	5.9%	5.3%
Other relatives	7.8%	8.5%	6.0%	9.6%	7.9%
Friends	7.2%	7.6%	7.6%	3.5%	6.6%
Work colleagues	0.6%	0.3%	0.0%	0.2%	0.3%
Organized trip	0.0%	0.3%	0.4%	0.6%	0.3%
Other combinations (2)	15.6%	13.2%	12.8%	21.2%	18.9%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**23.6%**	**22.5%**	**11.1%**	**16.8%**	**16.6%**
- Between 0 and 2 years old	2.0%	1.6%	1.6%	1.5%	1.2%
- Between 3 and 12 years old	20.7%	19.7%	7.5%	13.7%	14.1%
- Between 0 -2 and 3-12 years old	1.0%	1.1%	2.0%	1.5%	1.3%
Tourists without children	**76.4%**	**77.5%**	**88.9%**	**83.2%**	**83.4%**
Group composition:					
- 1 person	7.3%	10.9%	8.7%	8.5%	9.2%
- 2 people	53.4%	50.0%	66.0%	52.9%	56.3%
- 3 people	15.2%	12.9%	8.3%	11.8%	11.1%
- 4 or 5 people	21.2%	24.1%	13.3%	22.3%	18.1%
- 6 or more people	2.9%	2.1%	3.7%	4.5%	5.3%
Average group size:	**2.67**	**2.67**	**2.55**	**2.75**	**2.75**

**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.