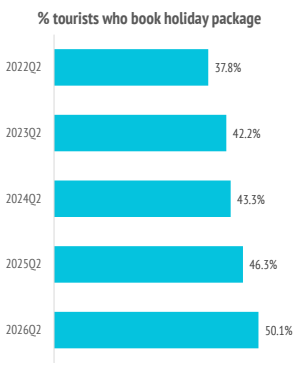
Tourist profile. Historical data (2022 - 2026)

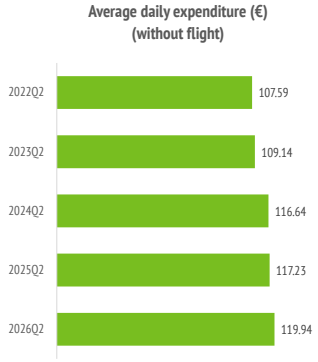
FRANCE: Second Quarter

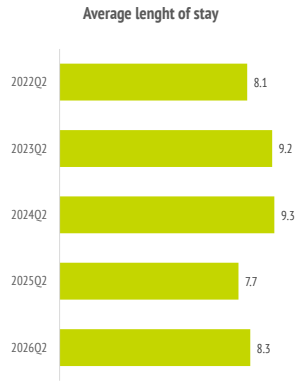
How many are they and how much do they spend?

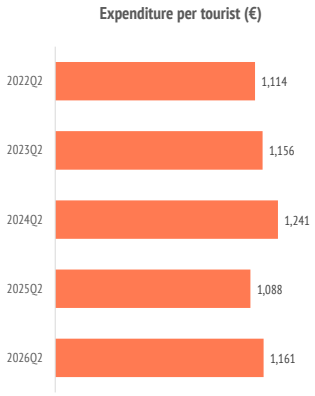
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**177**	**194**	**219**	**218**	**219**
Tourist arrivals ≥ 16 years old (EGT) (*)	**162**	**171**	**193**	**192**	**197**
- book holiday package (*)	61	72	84	89	99
- do not book holiday package (*)	101	99	110	103	98
- % tourists who book holiday package	37.8%	42.2%	43.3%	46.3%	50.1%
Children < 16 years old (FRONTUR - EGT) (*)	15	23	26	25	22
Expenditure per tourist (€) (group spend / group size)	**936**	**1,035**	**1,089**	**1,037**	**1,106**
Expenditure per tourist (€) (group spend / +16)	**1,114**	**1,156**	**1,241**	**1,088**	**1,161**
- book holiday package	1,162	1,306	1,357	1,246	1,340
- holiday package	986	1,098	1,165	1,025	1,119
- others	176	208	192	222	221
- do not book holiday package	1,085	1,046	1,153	952	982
- flight	272	260	291	203	230
- accommodation	410	352	392	353	357
- others	403	434	470	396	395
Average lenght of stay	**8.1**	**9.2**	**9.3**	**7.7**	**8.3**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**148.57**	**149.38**	**164.53**	**155.17**	**161.27**
- Median	140.63	141.73	154.49	147.89	147.43
Average daily expenditure (without flight)	**107.59**	**109.14**	**116.64**	**117.23**	**119.94**
- Median	100.00	105.55	111.43	109.74	107.14
Average cost of the flight (€)	**300**	**305**	**347**	**257**	**298**
Total turnover (€m)	**181**	**197**	**240**	**209**	**229**
Turnover without flight (€m)	**132**	**145**	**173**	**160**	**170**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	91.1%	87.7%	89.0%	91.5%	91.2%
- Additional accommodation expenses	6.1%	8.1%	7.0%	7.8%	9.6%
Transport:					
- National/International Transport	97.1%	93.9%	96.0%	97.2%	97.0%
- Flights between islands	7.9%	8.8%	6.8%	6.5%	6.9%
- Taxi	38.2%	43.0%	38.7%	43.5%	41.4%
- Car rental	52.5%	51.5%	51.7%	56.5%	56.9%
- Public transport	8.9%	9.2%	10.0%	10.9%	10.7%
Food and drink:					
- Food purchases at supermarkets	46.5%	49.1%	45.8%	45.2%	51.5%
- Restaurants	61.3%	57.1%	62.6%	61.2%	60.7%
Leisure:					
- Organized excursions	35.2%	42.3%	41.7%	42.7%	45.0%
- Sport activities	4.7%	7.9%	8.1%	7.4%	7.2%
- Cultural activities	2.8%	2.6%	1.9%	3.3%	2.6%
- Museums	13.8%	10.4%	11.1%	11.9%	14.2%
- Theme Parks	11.3%	8.7%	9.9%	11.0%	9.8%
- Discos and pubs	5.7%	3.7%	5.3%	7.3%	6.7%
- Wellness	5.5%	5.5%	5.7%	6.9%	8.5%
Purchases of goods:					
- Souvenirs	42.2%	43.9%	43.6%	42.3%	45.9%
- Other expenses	1.5%	0.7%	1.0%	1.1%	1.2%
Other:					
- Medical or pharmaceutical expenses	7.5%	5.4%	4.8%	6.0%	6.7%
- Other expenses	4.1%	7.4%	5.0%	4.2%	3.8%

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:	**671**	**716**	**679**	**666**	**674**
- Accommodation	505	533	575	516	546
- Additional accommodation expenses	167	183	103	149	128
Transport:	**609**	**640**	**704**	**611**	**602**
- National/International Transport	310	325	361	265	307
- Flights between islands	66	87	95	131	68
- Taxi	84	100	89	87	102
- Car rental	129	108	104	100	96
- Public transport	21	20	55	29	29
Food and drink:	**245**	**258**	**294**	**238**	**232**
- Food purchases at supermarkets	82	108	125	85	84
- Restaurants	164	150	168	153	148
Leisure:	**539**	**589**	**525**	**510**	**528**
- Organized excursions	95	98	94	95	105
- Sport activities	97	129	111	76	72
- Cultural activities	95	29	47	79	50
- Museums	27	44	43	36	45
- Theme Parks	65	68	68	56	58
- Discos and pubs	100	150	70	82	114
- Wellness	60	71	92	87	84
Purchases of goods:	**283**	**781**	**287**	**205**	**178**
- Souvenirs	72	81	83	73	**62**
- Other expenses	211	700	204	132	**116**
Other:	**90**	**120**	**97**	**123**	**122**
- Medical or pharmaceutical expenses	13	35	39	42	**13**
- Other expenses	77	85	59	82	**109**

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: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	93.9%	94.7%	94.2%	95.1%	96.6%
Visiting family or friends	3.5%	3.7%	3.1%	2.4%	1.9%
Business and work	0.7%	0.9%	1.3%	1.4%	0.7%
Education and training	0.7%	0.0%	0.5%	0.1%	0.6%
Sports training	0.7%	0.0%	0.4%	0.5%	0.2%
Health or medical care	0.0%	0.0%	0.5%	0.0%	0.0%
Fairs and congresses	0.2%	0.6%	0.0%	0.5%	0.0%
Others	0.3%	0.1%	0.0%	0.0%	0.2%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	29.1%	31.5%	25.6%	26.3%	28.5%
Enjoy family time	7.9%	8.7%	7.5%	4.4%	4.2%
Have fun	5.5%	5.4%	4.9%	6.1%	8.2%
Explore the destination	52.4%	51.9%	58.9%	59.3%	57.2%
Practice their hobbies	3.6%	1.2%	2.5%	2.3%	1.2%
Other reasons	1.5%	1.2%	0.7%	1.6%	0.6%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays	28.6%	20.4%	9.8%	15.8%	12.5%
Canary Islands	8.3%	9.7%	13.6%	11.1%	12.5%
Other destination	63.0%	69.9%	76.6%	73.1%	75.0%
- Balearic Islands	3.5%	4.0%	5.0%	1.8%	4.1%
- Rest of Spain	6.2%	9.7%	6.6%	7.8%	7.9%
- Italy	5.5%	7.0%	7.2%	10.2%	6.5%
- France	28.7%	20.1%	24.0%	18.7%	20.2%
- Turkey	0.8%	0.4%	1.1%	1.0%	1.2%
- Greece	5.0%	8.8%	5.0%	7.1%	5.6%
- Portugal	4.1%	4.6%	5.1%	5.8%	5.3%
- Croatia	1.0%	1.6%	1.4%	2.1%	2.4%
- Egypt	0.1%	1.4%	1.0%	0.7%	2.0%
- Tunisia	0.0%	1.3%	1.0%	1.7%	2.0%
- Morocco	1.7%	2.5%	4.3%	3.4%	5.2%
- Others	6.3%	8.5%	15.0%	12.9%	12.8%

** 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")	33.5%	25.8%	26.3%	29.6%	24.0%
Canary Islands (other island)	23.1%	27.7%	26.6%	27.7%	27.3%
Other destination	43.4%	46.5%	47.1%	42.7%	48.7%
- Balearic Islands	10.2%	7.7%	6.7%	7.9%	8.5%
- Rest of Spain	3.8%	4.4%	5.1%	4.5%	6.3%
- Italy	5.3%	6.4%	4.2%	5.7%	5.4%
- France	2.1%	1.9%	2.1%	2.0%	2.5%
- Turkey	1.1%	2.5%	2.0%	1.7%	1.9%
- Greece	10.7%	9.6%	9.7%	6.5%	8.1%
- Portugal	3.7%	5.8%	7.4%	6.5%	6.5%
- Croatia	2.5%	2.2%	4.2%	2.5%	3.2%
- Egypt	1.3%	2.3%	2.2%	2.3%	2.6%
- Others	2.8%	3.7%	3.5%	3.1%	3.7%

** Percentage of valid answers*

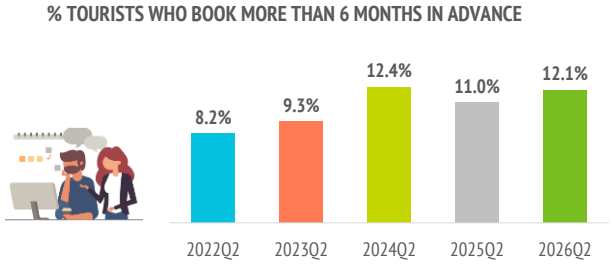
Importance of each factor in the destination choice

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Landscapes	58.8%	62.2%	61.0%	69.4%	67.3%
Climate	70.3%	75.3%	72.2%	71.5%	66.3%
Tranquility	51.9%	52.5%	52.8%	51.7%	54.5%
Safety	46.9%	50.5%	52.1%	47.0%	48.0%
Price	42.5%	44.4%	42.0%	44.3%	47.5%
Environment	42.4%	45.4%	44.3%	49.0%	45.2%
Sea	48.9%	44.1%	47.9%	52.1%	41.6%
Accommodation supply	41.1%	43.2%	44.8%	46.0%	39.7%
European belonging	39.1%	39.3%	35.2%	36.3%	37.5%
Authenticity	33.9%	33.8%	38.9%	34.8%	36.4%
Beaches	36.3%	35.8%	42.0%	40.3%	32.3%
Effortless trip	26.0%	26.5%	23.6%	25.2%	25.2%
Hiking trail network	20.0%	15.1%	19.9%	19.8%	24.3%
Gastronomy	22.8%	22.7%	22.8%	20.0%	23.6%
Exoticism	23.8%	24.9%	21.4%	22.4%	21.7%
Fun possibilities	17.5%	16.6%	14.5%	20.1%	17.2%
Historical heritage	14.2%	18.3%	21.5%	19.9%	16.8%
Culture	12.2%	16.5%	17.1%	15.2%	14.5%
Nightlife	5.9%	5.9%	5.6%	7.7%	11.3%
Shopping	9.7%	8.6%	9.7%	15.4%	10.8%

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	1.3%	1.1%	0.8%	0.7%	1.1%
Between 1 and 30 days	29.3%	16.4%	18.2%	21.9%	17.5%
Between 1 and 2 months	31.7%	32.6%	23.8%	29.5%	25.0%
Between 3 and 6 months	29.6%	40.6%	44.9%	36.9%	44.2%
More than 6 months	8.2%	9.3%	12.4%	11.0%	12.1%



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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	24.4%	23.8%	25.6%	24.5%	23.8%
Friends or relatives	24.8%	28.2%	27.2%	23.3%	23.4%
Internet or social media	57.9%	57.4%	53.6%	62.9%	56.5%
Mass Media	2.5%	2.3%	1.4%	4.0%	3.1%
Travel guides and magazines	16.0%	15.4%	13.8%	10.5%	17.3%
Travel Blogs or Forums	11.2%	12.8%	12.4%	11.4%	8.7%
Travel TV Channels	0.0%	0.2%	0.6%	0.3%	0.4%
Tour Operator or Travel Agency	19.6%	23.5%	21.6%	20.6%	24.2%
Public administrations or similar	0.2%	0.1%	0.4%	0.3%	0.1%
Others	2.7%	4.1%	5.4%	3.6%	2.3%

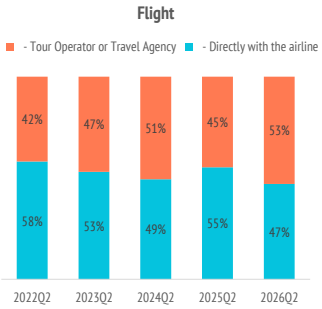
** Multi-choise question*

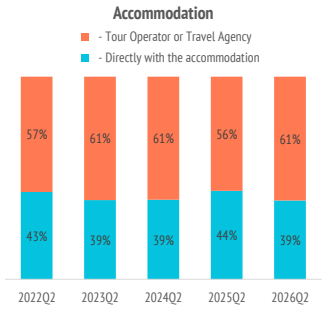
Tourist profile. Historical data (2022 - 2026)

FRANCE: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	58.1%	53.0%	49.4%	55.3%	47.1%
- Tour Operator or Travel Agency	41.9%	47.0%	50.6%	44.7%	52.9%
Accommodation					
- Directly with the accommodation	43.1%	39.1%	39.3%	43.7%	38.9%
- Tour Operator or Travel Agency	56.9%	60.9%	60.7%	56.3%	61.1%





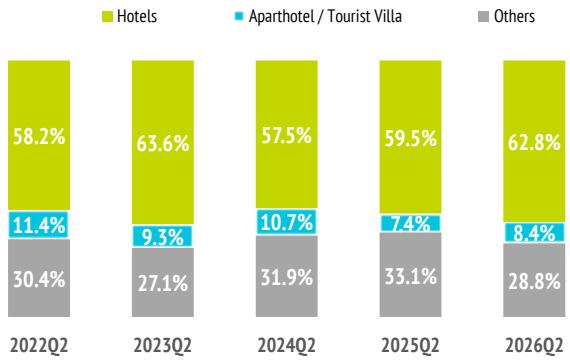
Where does the flight come from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
France	70.1%	71.0%	67.0%	56.1%	62.6%
Spanish Mainland	18.5%	18.3%	21.4%	27.6%	23.8%
Luxembourg	1.6%	4.0%	2.8%	3.1%	3.1%
Switzerland	5.4%	2.3%	1.2%	7.7%	3.0%
Belgium	1.1%	1.5%	2.7%	1.7%	2.8%
Portugal	2.0%	1.3%	0.9%	1.5%	1.3%
Germany	0.3%	0.7%	1.7%	0.5%	1.0%
United Kingdom	0.1%	0.3%	0.8%	0.8%	0.5%
Netherlands	0.2%	0.1%	0.0%	0.0%	0.1%
Italy	0.5%	0.0%	0.0%	0.0%	0.1%
Others	0.1%	0.5%	1.4%	1.0%	1.7%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	8.5%	8.5%	7.5%	11.3%	10.5%
4* Hotel	42.0%	44.6%	43.5%	39.7%	44.1%
5* Hotel / 5* Luxury Hotel	7.6%	10.6%	6.5%	8.6%	8.2%
Aparthotel / Tourist Villa	11.4%	9.3%	10.7%	7.4%	8.4%
House/room rented in a private dwelling	16.6%	13.5%	19.5%	23.2%	19.5%
Private accommodation (1)	4.8%	5.5%	5.4%	4.2%	4.4%
Others (Cottage, cruise, camping,..)	9.1%	8.0%	7.0%	5.7%	4.9%

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

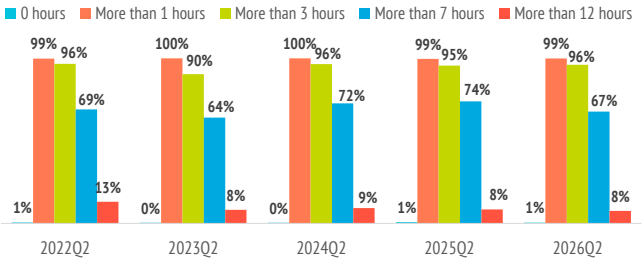


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	28.5%	27.4%	33.8%	34.0%	32.1%
Bed and Breakfast	10.8%	12.6%	8.2%	12.8%	10.8%
Half board	16.5%	15.7%	16.6%	15.6%	16.6%
Full board	9.4%	9.1%	8.1%	8.0%	9.4%
All inclusive	34.7%	35.2%	33.3%	29.5%	31.2%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	0.5%	0.4%	0.4%	0.7%	0.5%
1 - 2 hours	3.2%	9.5%	3.5%	4.1%	3.8%
3 - 6 hours	27.5%	26.2%	23.7%	21.5%	28.2%
7 - 12 hours	55.7%	55.6%	63.2%	65.2%	60.0%
More than 12 hours	13.0%	8.2%	9.2%	8.4%	7.5%
Outdoor time per day	8.6	7.8	8.6	8.5	8.2



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	72.3%	76.6%	75.9%	74.1%	79.7%
Beach	69.4%	75.4%	74.4%	73.4%	71.3%
Swimming pool, hotel facilities	59.1%	68.1%	64.2%	63.8%	61.7%
Explore the island on their own	61.8%	61.6%	65.1%	64.5%	60.7%
Hiking	38.5%	33.6%	32.9%	36.1%	38.6%
Organized excursions	21.9%	29.4%	29.7%	27.1%	28.9%
Sea excursions / whale watching	20.1%	23.1%	20.5%	20.4%	22.0%
Museums / exhibitions	21.0%	20.5%	22.9%	20.8%	22.0%
Wineries / markets / popular festivals	14.6%	15.0%	14.1%	15.3%	18.0%
Other Nature Activities	10.3%	11.4%	9.9%	15.1%	16.0%
Taste Canarian gastronomy	13.1%	14.3%	15.2%	15.8%	13.6%
Theme parks	12.3%	11.9%	13.2%	13.2%	12.6%
Nightlife / concerts / shows	11.6%	10.1%	10.8%	13.0%	10.2%
Beauty and health treatments	7.7%	7.2%	5.9%	9.0%	9.9%
Running	4.8%	5.6%	6.7%	5.4%	6.5%
Scuba Diving	4.3%	5.3%	3.4%	4.4%	4.0%
Practice other sports	4.7%	3.9%	3.9%	4.2%	3.9%
Swim	2.7%	3.5%	3.0%	1.6%	2.2%
Astronomical observation	1.3%	1.3%	2.0%	4.2%	2.0%
Windsurf / Kitesurf	1.4%	0.5%	1.1%	0.8%	1.5%
Surf	4.3%	4.2%	3.2%	3.1%	1.3%
Golf	0.2%	1.7%	0.5%	1.1%	1.2%
Cycling / Mountain bike	1.5%	3.6%	1.6%	2.0%	0.8%

** Multi-choise question*

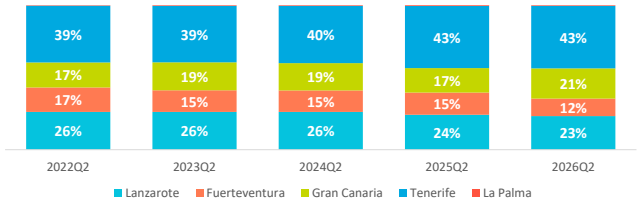
Tourist profile. Historical data (2022 - 2026)

FRANCE: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	42,330	44,423	50,451	46,488	45,788
Fuerteventura	27,377	25,537	28,833	29,470	23,824
Gran Canaria	27,937	32,840	36,396	32,580	41,007
Tenerife	63,496	66,403	76,738	82,784	85,122
La Palma	600	719	745	918	876

Share by islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Lanzarote	26.2%	26.1%	26.1%	24.2%	23.3%
Fuerteventura	16.9%	15.0%	14.9%	15.3%	12.1%
Gran Canaria	17.3%	19.3%	18.8%	16.9%	20.9%
Tenerife	39.3%	39.1%	39.7%	43.1%	43.3%
La Palma	0.4%	0.4%	0.4%	0.5%	0.4%



How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	88.3%	88.3%	89.5%	92.1%	90.2%
Two islands	10.9%	9.9%	8.3%	7.5%	8.9%
Three or more islands	0.8%	1.8%	2.2%	0.4%	0.9%

How many are loyal to the Canary Islands?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Repeat tourists	39.0%	39.3%	41.6%	41.5%	43.7%
At least 10 previous visits	4.2%	5.7%	6.9%	2.4%	6.5%
Repeat tourists (last 5 years)	35.1%	35.0%	39.9%	38.1%	40.7%
Repeat tourists (last 5 years)(5 or more visits)	3.8%	6.9%	6.4%	6.2%	6.7%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.75	8.79	8.50	8.57	8.55

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	5.0%	3.4%	6.3%	5.8%	6.6%
Lived up to expectations	63.3%	55.1%	62.1%	61.6%	60.3%
Better or much better than expected	31.7%	41.5%	31.6%	32.6%	33.1%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.26	8.43	7.98	8.02	7.91
Recommend visiting the Canary Islands	8.80	8.89	8.56	8.60	8.66

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	48.1%	48.6%	45.0%	46.5%	49.9%
Women	51.9%	51.4%	55.0%	53.5%	50.1%
Age					
Average age	45.0	45.0	46.7	44.5	47.9
Standard deviation	15.3	16.0	17.3	17.0	17.8
Age range					
16 - 24 years old	8.7%	11.7%	10.6%	13.1%	10.2%
25 - 30 years old	14.8%	9.9%	13.4%	13.4%	13.3%
31 - 45 years old	29.5%	32.1%	25.8%	29.3%	24.5%
46 - 60 years old	28.5%	26.4%	26.3%	22.9%	19.2%
Over 60 years old	18.5%	19.9%	23.9%	21.3%	32.9%
Occupation					
Salaried worker	59.3%	62.5%	57.1%	63.6%	57.5%
Self-employed	7.5%	13.2%	7.4%	9.3%	4.0%
Unemployed	1.5%	0.5%	1.4%	0.7%	1.1%
Business owner	10.5%	3.6%	6.3%	6.2%	5.6%
Student	3.9%	2.5%	5.5%	4.4%	1.5%
Retired	16.3%	16.8%	21.6%	15.2%	29.4%
Unpaid domestic work	0.3%	0.4%	0.0%	0.1%	0.3%
Others	0.7%	0.6%	0.7%	0.5%	0.6%
Annual household income level					
Less than €25,000	13.7%	13.7%	16.9%	16.6%	14.4%
€25,000 - €49,999	39.3%	40.0%	38.8%	40.0%	38.3%
€50,000 - €74,999	21.9%	23.9%	23.2%	27.0%	27.2%
More than €74,999	25.1%	22.4%	21.1%	16.5%	20.0%
Education level					
No studies	0.3%	0.0%	0.8%	2.0%	1.6%
Primary education	2.2%	2.6%	2.0%	4.0%	2.7%
Secondary education	15.8%	18.3%	28.2%	19.9%	22.7%
Higher education	81.7%	79.1%	69.0%	74.2%	73.0%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	11.0%	5.6%	9.9%	8.8%	5.2%
Only with partner	42.5%	52.7%	43.5%	56.2%	62.4%
Only with children (< 13 years old)	8.3%	3.6%	5.3%	2.5%	3.0%
Partner + children (< 13 years old)	8.0%	9.4%	8.3%	3.5%	2.4%
Other relatives	5.2%	7.7%	10.2%	5.9%	8.4%
Friends	5.9%	8.0%	5.8%	14.4%	8.2%
Work colleagues	0.2%	0.6%	1.4%	1.1%	0.3%
Organized trip	1.9%	0.6%	1.8%	1.4%	0.8%
Other combinations (2)	17.1%	11.9%	13.9%	6.2%	9.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**20.8%**	**16.0%**	**16.3%**	**7.7%**	**6.7%**
- Between 0 and 2 years old	1.5%	2.6%	1.9%	1.4%	0.8%
- Between 3 and 12 years old	18.5%	12.2%	13.6%	5.5%	5.5%
- Between 0 -2 and 3-12 years old	0.8%	1.3%	0.8%	0.8%	0.4%
Tourists without children	**79.2%**	**84.0%**	**83.7%**	**92.3%**	**93.3%**
Group composition:					
- 1 person	13.8%	7.9%	12.5%	11.3%	7.9%
- 2 people	51.3%	63.0%	56.7%	69.0%	68.7%
- 3 people	11.1%	12.1%	10.6%	9.7%	9.1%
- 4 or 5 people	21.8%	15.4%	17.7%	8.1%	10.4%
- 6 or more people	1.9%	1.5%	2.5%	2.0%	3.8%
Average group size:	**2.56**	**2.47**	**2.53**	**2.28**	**2.44**

**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.