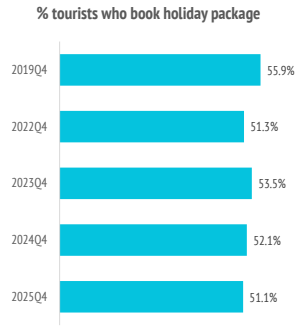
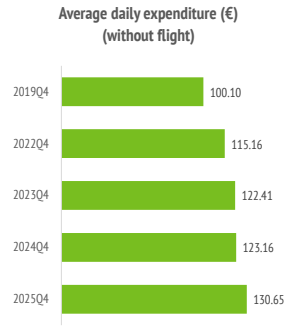
Tourist profile. Historical data (2019 - 2025)
GRAN CANARIA: Fourth Quarter

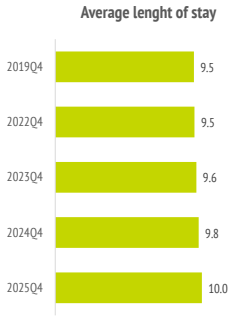
How many are they and how much do they spend?

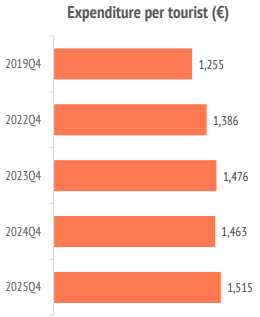
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,164**	**1,167**	**1,237**	**1,319**	**1,314**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,065**	**1,037**	**1,124**	**1,215**	**1,204**
- % tourists who book holiday package	55.9%	51.3%	53.5%	52.1%	51.1%
Children < 16 years old (FRONTUR - EGT) (*)	100	130	113	105	110
Expenditure per tourist (€) (group spend / group size)	**1,119**	**1,271**	**1,361**	**1,333**	**1,382**
Expenditure per tourist (€) (group spend / +16)	**1,255**	**1,386**	**1,476**	**1,463**	**1,515**
- book holiday package	1,446	1,585	1,729	1,742	1,744
- holiday package	1,179	1,315	1,429	1,433	1,451
- others	267	270	301	309	292
- do not book holiday package	1,011	1,176	1,185	1,158	1,277
- flight	317	357	328	321	343
- accommodation	318	398	430	385	429
- others	376	421	427	451	505
Average lenght of stay	**9.5**	**9.5**	**9.6**	**9.8**	**10.0**
- Median	7.4	7.5	7.5	7.2	7.1
Average daily expenditure (€)	**150.60**	**163.21**	**172.61**	**174.72**	**180.66**
- Median	138.66	163.19	158.33	166.38	172.49
Average daily expenditure (without flight)	**100.10**	**115.16**	**122.41**	**123.16**	**130.65**
- Median	93.73	116.38	114.04	120.95	123.73
Average cost of the flight (€)	**413.23**	**406.34**	**419.01**	**427.26**	**421.00**
Total turnover (€m)	**1,336**	**1,438**	**1,659**	**1,777**	**1,825**
Turnover without flight (€m)	**896**	**1,016**	**1,188**	**1,258**	**1,318**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	83.1%	78.7%	85.7%	83.0%	84.6%
- Additional accommodation expenses	6.1%	4.2%	5.7%	5.8%	6.8%
Transport:					
- National/International Transport	94.9%	95.3%	96.1%	95.5%	95.7%
- Flights between islands	3.2%	2.2%	4.3%	3.2%	2.7%
- Taxi	55.6%	52.7%	56.1%	56.0%	55.0%
- Car rental	20.1%	20.5%	22.8%	21.8%	26.7%
- Public transport	14.4%	11.8%	15.5%	16.4%	20.6%
Food and drink:					
- Food purchases at supermarkets	58.5%	53.7%	58.5%	60.4%	59.2%
- Restaurants	61.7%	65.5%	64.5%	65.6%	68.6%
Leisure:					
- Organized excursions	16.8%	13.9%	16.5%	15.9%	17.0%
- Sport activities	5.2%	5.1%	4.8%	5.5%	5.2%
- Cultural activities	1.7%	2.0%	2.1%	3.2%	1.9%
- Museums	3.3%	4.2%	3.9%	4.7%	4.7%
- Theme Parks	5.1%	4.5%	4.4%	4.5%	4.4%
- Discos and pubs	6.7%	8.2%	9.0%	9.5%	8.1%
- Wellness	3.9%	3.7%	3.5%	3.2%	3.1%
Purchases of goods:					
- Souvenirs	41.4%	35.8%	38.0%	40.1%	40.5%
- Other expenses	0.4%	0.9%	0.9%	1.0%	0.8%
Other:					
- Medical or pharmaceutical expenses	5.7%	5.4%	7.5%	6.3%	5.7%
- Other expenses	5.7%	4.7%	3.9%	4.1%	4.0%

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:	**752**	**970**	**964**	**996**	**987**
- Accommodation	603	768	771	754	772
- Additional accommodation expenses	149	202	193	242	215
Transport:	**671**	**783**	**837**	**780**	**830**
- National/International Transport	435	426	436	447	440
- Flights between islands	62	119	161	106	125
- Taxi	58	76	86	78	106
- Car rental	86	122	116	120	127
- Public transport	30	40	37	28	32
Food and drink:	**303**	**340**	**338**	**364**	**352**
- Food purchases at supermarkets	118	127	123	129	132
- Restaurants	185	213	215	235	220
Leisure:	**480**	**568**	**519**	**520**	**535**
- Organized excursions	88	92	80	94	97
- Sport activities	91	87	96	84	117
- Cultural activities	58	81	71	70	45
- Museums	28	30	39	35	31
- Theme Parks	73	88	60	64	55
- Discos and pubs	85	121	98	99	114
- Wellness	57	68	77	73	76
Purchases of goods:	**350**	**215**	**437**	**229**	**219**
- Souvenirs	120	115	101	104	112
- Other expenses	230	100	336	125	107
Other:	**90**	**152**	**202**	**87**	**203**
- Medical or pharmaceutical expenses	40	62	68	34	96
- Other expenses	50	91	134	53	106

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)
GRAN CANARIA: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	85.7%	84.7%	87.4%	87.2%	88.6%
Visiting family or friends	7.7%	10.9%	7.8%	8.2%	7.4%
Business and work	4.5%	2.4%	2.8%	2.7%	3.1%
Education and training	0.3%	0.2%	0.3%	0.5%	0.4%
Sports training	0.5%	0.4%	0.4%	0.5%	0.3%
Health or medical care	0.2%	0.5%	0.3%	0.2%	0.1%
Fairs and congresses	0.4%	0.4%	0.2%	0.2%	0.2%
Others	0.6%	0.7%	0.7%	0.5%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	61.9%	54.9%	54.0%	55.4%	54.2%
Enjoy family time	18.7%	19.4%	17.3%	17.9%	15.7%
Have fun	6.1%	7.8%	9.7%	8.3%	8.6%
Explore the destination	10.4%	15.3%	15.6%	14.5%	17.6%
Practice their hobbies	1.5%	1.0%	1.8%	1.7%	1.9%
Other reasons	1.4%	1.6%	1.7%	2.1%	2.0%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	26.8%	15.1%	13.3%	12.0%
Canary Islands	--	27.8%	29.3%	31.8%	31.7%
Other destination	--	45.4%	55.6%	54.9%	56.3%
- Balearic Islands	--	3.4%	3.3%	3.1%	3.4%
- Rest of Spain	--	8.7%	10.3%	10.4%	10.0%
- Italy	--	5.1%	6.6%	6.3%	6.9%
- France	--	3.6%	5.1%	4.0%	4.0%
- Turkey	--	2.3%	2.6%	2.5%	3.4%
- Greece	--	5.4%	7.7%	7.9%	6.8%
- Portugal	--	3.2%	3.0%	3.0%	3.7%
- Croatia	--	1.8%	2.5%	2.1%	2.4%
- Egypt	--	0.9%	1.0%	1.1%	1.6%
- Tunisia	--	0.0%	0.2%	0.6%	0.3%
- Morocco	--	0.5%	0.7%	1.3%	0.9%
- Others	--	10.6%	12.6%	12.7%	12.9%

** 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")	--	35.4%	33.1%	33.7%	32.5%
Canary Islands (other island)	--	27.2%	27.8%	27.0%	29.1%
Other destination	--	37.4%	39.2%	39.3%	38.4%
- Balearic Islands	--	3.8%	3.9%	3.9%	3.9%
- Rest of Spain	--	7.4%	8.0%	8.4%	7.6%
- Italy	--	4.0%	3.8%	3.8%	4.4%
- France	--	1.2%	1.7%	1.3%	1.6%
- Turkey	--	3.1%	3.3%	2.9%	2.9%
- Greece	--	6.7%	6.6%	7.0%	6.8%
- Portugal	--	4.2%	4.6%	4.8%	4.7%
- Croatia	--	1.6%	1.8%	1.8%	1.8%
- Egypt	--	2.7%	2.4%	3.2%	2.8%
- Others	--	2.7%	3.0%	2.3%	2.0%

** Percentage of valid answers*

Importance of each factor in the destination choice

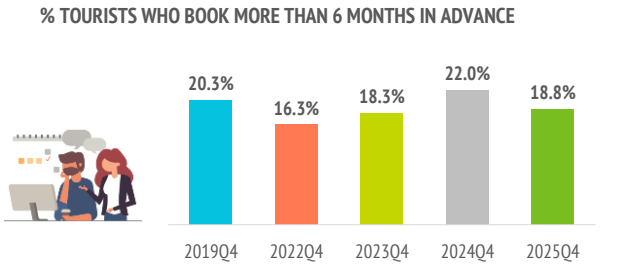
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	84.7%	80.8%	77.6%	80.5%	81.9%
Safety	46.9%	48.7%	51.1%	51.4%	53.6%
Sea	50.5%	50.5%	50.0%	51.5%	50.4%
Tranquility	44.8%	46.0%	45.7%	47.4%	47.4%
Beaches	45.2%	44.6%	44.5%	45.2%	45.5%
European belonging	35.6%	39.4%	36.1%	41.0%	39.9%
Accommodation supply	40.3%	40.9%	42.7%	41.8%	39.6%
Effortless trip	33.6%	35.9%	36.5%	36.9%	36.5%
Price	29.9%	32.2%	34.1%	34.7%	36.2%
Landscapes	27.4%	29.9%	29.4%	31.8%	34.1%
Environment	27.0%	28.6%	29.2%	28.4%	31.4%
Gastronomy	22.3%	29.0%	26.5%	26.1%	26.3%
Fun possibilities	16.1%	20.7%	22.2%	22.5%	23.0%
Authenticity	14.6%	21.1%	19.9%	20.6%	22.9%
Exoticism	8.1%	11.4%	13.1%	11.5%	14.2%
Hiking trail network	9.8%	9.9%	10.5%	10.2%	12.8%
Shopping	7.6%	10.5%	11.4%	11.3%	10.8%
Culture	6.2%	9.4%	8.6%	10.3%	10.2%
Nightlife	7.0%	10.0%	10.1%	10.7%	9.4%
Historical heritage	6.0%	8.7%	8.1%	9.8%	9.1%

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	0.9%	1.3%	0.8%	1.1%	1.9%
Between 1 and 30 days	24.2%	30.6%	25.3%	24.8%	26.9%
Between 1 and 2 months	22.4%	24.4%	23.3%	20.9%	22.4%
Between 3 and 6 months	32.1%	27.3%	32.2%	31.2%	30.0%
More than 6 months	20.3%	16.3%	18.3%	22.0%	18.8%



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

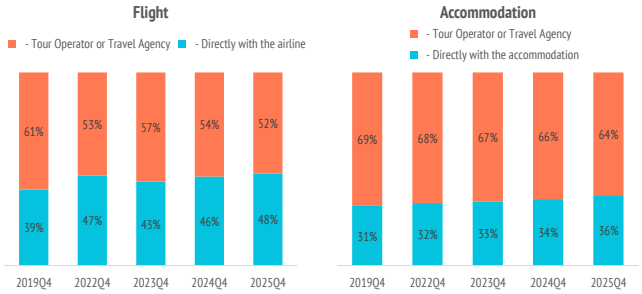
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	56.4%	50.5%	50.3%	50.9%	51.1%
Friends or relatives	23.6%	28.3%	25.2%	28.0%	26.0%
Internet or social media	50.6%	44.5%	47.4%	43.2%	46.5%
Mass Media	1.4%	1.8%	1.6%	1.4%	0.9%
Travel guides and magazines	7.1%	5.5%	5.8%	4.6%	4.6%
Travel Blogs or Forums	3.3%	3.6%	4.7%	4.4%	4.1%
Travel TV Channels	0.8%	0.4%	1.0%	0.9%	0.4%
Tour Operator or Travel Agency	23.2%	20.1%	19.9%	20.0%	17.9%
Public administrations or similar	0.5%	1.0%	0.4%	0.7%	0.6%
Others	2.6%	3.8%	3.2%	3.4%	3.5%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
GRAN CANARIA: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	39.3%	46.5%	43.4%	46.1%	47.6%
- Tour Operator or Travel Agency	60.7%	53.5%	56.6%	53.9%	52.4%
Accommodation					
- Directly with the accommodation	30.9%	32.3%	33.2%	34.4%	36.5%
- Tour Operator or Travel Agency	69.1%	67.7%	66.8%	65.6%	63.5%



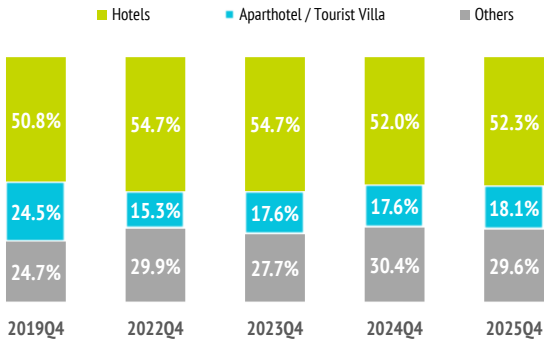
Where are they from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Germany	22.9%	20.0%	20.6%	22.1%	21.3%
United Kingdom	15.8%	17.2%	18.6%	18.4%	19.6%
Spanish Mainland	11.5%	11.2%	9.3%	8.7%	9.1%
Norway	9.1%	10.1%	9.4%	9.0%	8.3%
Netherlands	5.5%	6.2%	6.4%	6.3%	7.2%
Sweden	11.1%	8.6%	7.6%	7.1%	5.9%
Finland	4.5%	3.6%	4.1%	3.9%	3.7%
Denmark	3.0%	4.4%	4.5%	4.1%	3.3%
France	1.8%	3.3%	3.3%	2.9%	3.3%
Italy	2.1%	2.8%	3.0%	2.9%	3.1%
Others	12.8%	12.7%	13.1%	14.5%	15.3%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	14.3%	12.8%	13.1%	12.1%	14.0%
4* Hotel	29.5%	32.2%	32.4%	31.1%	30.2%
5* Hotel / 5* Luxury Hotel	6.9%	9.7%	9.2%	8.7%	8.1%
Aparthotel / Tourist Villa	24.5%	15.3%	17.6%	17.6%	18.1%
House/room rented in a private dwelling	7.5%	6.4%	13.8%	15.9%	16.3%
Private accommodation (1)	8.7%	12.5%	7.4%	10.2%	9.6%
Others (Cottage, cruise, camping,..)	8.6%	11.0%	6.5%	4.3%	3.7%

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

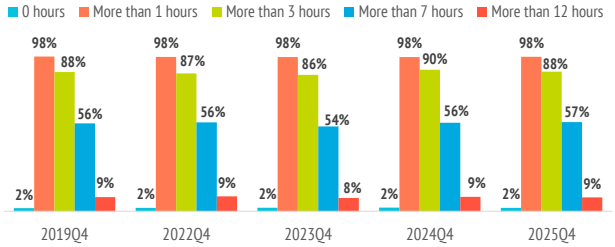


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	34.5%	33.2%	34.4%	39.7%	38.6%
Bed and Breakfast	14.9%	16.3%	15.7%	15.8%	15.7%
Half board	20.5%	16.7%	18.0%	14.6%	16.3%
Full board	2.0%	4.2%	3.0%	3.2%	2.4%
All inclusive	28.0%	29.6%	29.0%	26.7%	27.1%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	2.0%	2.2%	2.3%	2.3%	2.1%
1 - 2 hours	9.9%	10.5%	11.3%	8.0%	9.4%
3 - 6 hours	32.5%	31.0%	32.7%	33.6%	31.9%
7 - 12 hours	46.8%	46.9%	45.4%	46.9%	47.8%
More than 12 hours	8.9%	9.4%	8.4%	9.1%	8.8%
Outdoor time per day	7.5	7.5	7.4	7.5	7.6



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Beach	70.8%	70.4%	69.4%	69.2%	69.3%
Walk, wander	65.5%	66.8%	66.6%	66.5%	66.7%
Swimming pool, hotel facilities	52.9%	52.9%	54.4%	49.7%	49.9%
Explore the island on their own	40.1%	42.8%	43.2%	44.6%	42.6%
Taste Canarian gastronomy	21.4%	23.7%	23.0%	25.5%	24.2%
Hiking	--	17.8%	18.4%	18.6%	20.4%
Nightlife / concerts / shows	15.0%	15.9%	17.1%	16.3%	16.8%
Organized excursions	11.7%	9.6%	10.1%	10.3%	11.3%
Museums / exhibitions	8.3%	10.4%	9.1%	12.3%	10.6%
Wineries / markets / popular festivals	10.3%	10.2%	9.1%	10.7%	9.8%
Sea excursions / whale watching	8.4%	8.0%	9.0%	8.7%	8.3%
Theme parks	8.6%	7.4%	7.3%	8.5%	8.2%
Other Nature Activities	--	6.8%	5.5%	5.9%	8.0%
Swim	--	6.4%	6.2%	6.2%	7.3%
Running	--	5.9%	5.8%	6.6%	6.6%
Beauty and health treatments	5.5%	6.1%	5.2%	4.8%	5.0%
Astronomical observation	2.6%	3.5%	3.4%	4.2%	4.1%
Practice other sports	--	4.3%	3.9%	4.4%	3.6%
Surf	--	2.4%	2.2%	2.1%	2.6%
Golf	--	1.8%	2.2%	2.1%	2.5%
Cycling / Mountain bike	--	2.1%	2.0%	1.8%	2.3%
Scuba Diving	--	2.4%	1.7%	1.8%	1.5%
Windsurf / Kitesurf	--	0.6%	0.3%	0.4%	0.5%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
GRAN CANARIA: Fourth Quarter

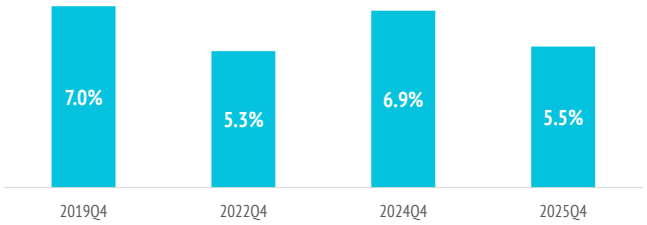
What places do they visit?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The north	45.4%	44.5%	44.8%	48.1%	48.1%
Maspalomas dunes	43.3%	45.6%	43.2%	46.5%	45.7%
Agaete	36.8%	36.1%	37.3%	40.1%	40.6%
Las Palmas de Gran Canaria	16.5%	18.6%	18.3%	19.1%	19.5%
Puerto de Mogán	19.2%	19.6%	18.6%	19.4%	18.6%
Roque Nublo	12.1%	12.2%	12.3%	13.9%	13.1%
Guayadeque ravine	11.3%	13.0%	13.0%	13.2%	12.4%
The interior (mountains)	13.5%	12.4%	12.2%	13.4%	12.2%
Teror	5.5%	7.1%	6.1%	6.8%	6.2%

How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	93.0%	94.7%	92.2%	93.1%	94.5%
Two islands	6.1%	4.2%	6.1%	5.4%	4.2%
Three or more islands	0.9%	1.1%	1.6%	1.5%	1.3%

% TOURISTS VISITING MORE THAN ONE ISLAND



¿Cuántos son fieles al destino?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gran Canaria: Repeat tourists	73.1%	67.3%	67.3%	68.1%	66.7%
Gran Canaria: At least 10 previous visits	18.0%	16.8%	14.4%	14.6%	14.7%
Canary Islands: Repeat tourists	79.5%	74.3%	75.2%	75.8%	73.8%
Canary Islands: At least 10 previous visits	26.6%	25.3%	23.2%	24.7%	23.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.59	8.77	8.67	8.65	8.82

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	1.5%	2.7%	3.1%	2.8%	2.2%
Lived up to expectations	59.9%	57.5%	59.0%	57.9%	57.3%
Better or much better than expected	38.6%	39.8%	38.0%	39.3%	40.5%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.75	8.88	8.69	8.77	8.93
Recommend visiting the Canary Islands	8.93	8.99	8.89	8.89	9.08

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	52.3%	51.3%	50.4%	51.1%	51.4%
Women	47.7%	48.7%	49.6%	48.9%	48.6%
Age					
Average age	50.52	48.77	49.42	49.08	49.78
Standard deviation	14.9	16.8	17.2	17.1	17.1
Age range					
16 - 24 years old	4.5%	9.0%	8.8%	8.8%	6.7%
25 - 30 years old	7.3%	9.4%	9.2%	9.3%	9.6%
31 - 45 years old	24.9%	25.2%	26.0%	25.9%	27.5%
46 - 60 years old	35.5%	27.6%	24.2%	25.6%	23.8%
Over 60 years old	27.8%	28.8%	31.8%	30.4%	32.4%
Occupation					
Salaried worker	52.7%	53.5%	51.9%	53.8%	53.4%
Self-employed	11.2%	11.0%	10.5%	9.4%	9.5%
Unemployed	0.6%	1.0%	0.9%	0.9%	1.1%
Business owner	10.7%	8.5%	9.0%	9.6%	9.0%
Student	2.1%	3.8%	2.8%	3.5%	2.7%
Retired	21.3%	20.8%	23.1%	21.4%	23.1%
Unpaid domestic work	0.5%	0.2%	0.6%	0.5%	0.4%
Others	0.9%	1.2%	1.3%	1.0%	0.8%
Annual household income level					
Less than €25,000	13.9%	13.2%	11.8%	10.8%	10.3%
€25,000 - €49,999	31.1%	32.8%	32.6%	30.3%	31.5%
€50,000 - €74,999	27.6%	26.7%	26.4%	27.8%	25.0%
More than €74,999	27.4%	27.3%	29.3%	31.1%	33.2%
Education level					
No studies	2.4%	2.4%	3.0%	2.8%	3.1%
Primary education	3.6%	2.8%	3.2%	2.6%	3.2%
Secondary education	26.7%	25.6%	25.8%	23.7%	24.1%
Higher education	67.3%	69.2%	68.0%	70.9%	69.6%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	14.8%	15.6%	14.7%	14.9%	14.8%
Only with partner	47.4%	44.9%	46.9%	46.3%	48.2%
Only with children (< 13 years old)	4.6%	3.1%	3.6%	4.8%	3.3%
Partner + children (< 13 years old)	4.7%	4.4%	3.7%	3.8%	4.3%
Other relatives	8.0%	10.0%	10.1%	9.2%	7.8%
Friends	5.7%	7.2%	7.8%	8.6%	7.5%
Work colleagues	1.1%	1.0%	0.7%	1.0%	0.9%
Organized trip	0.4%	0.5%	0.5%	0.2%	0.2%
Other combinations (2)	13.3%	13.3%	12.2%	11.3%	12.9%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**13.8%**	**12.2%**	**11.2%**	**13.1%**	**12.8%**
- Between 0 and 2 years old	0.7%	1.0%	1.1%	0.9%	0.9%
- Between 3 and 12 years old	12.1%	10.1%	8.9%	10.7%	11.1%
- Between 0 -2 and 3-12 years old	1.0%	1.1%	1.2%	1.4%	0.8%
Tourists without children	**86.2%**	**87.8%**	**88.8%**	**86.9%**	**87.2%**
Group composition:					
- 1 person	17.4%	19.3%	17.6%	17.6%	17.7%
- 2 people	54.8%	54.5%	56.4%	54.8%	55.1%
- 3 people	10.3%	9.8%	10.9%	9.8%	10.7%
- 4 or 5 people	14.2%	12.1%	11.7%	13.4%	13.0%
- 6 or more people	3.3%	4.2%	3.5%	4.3%	3.6%
Average group size:	**2.43**	**2.44**	**2.39**	**2.48**	**2.43**

**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.