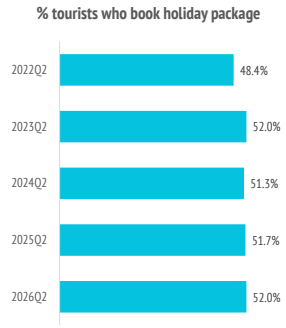
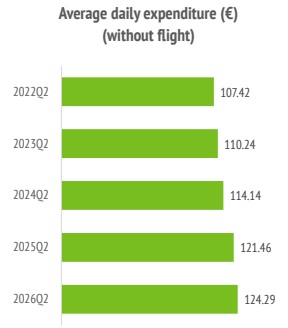
Tourist profile. Historical data (2022 - 2026)
TENERIFE: Second Quarter

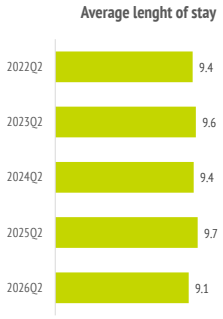
How many are they and how much do they spend?

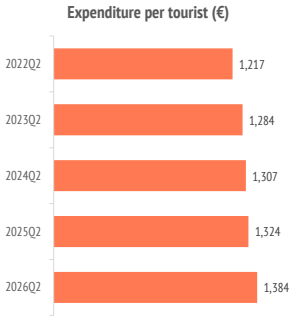
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**857**	**880**	**937**	**996**	**979**
Tourist arrivals ≥ 16 years old (EGT) (*)	**774**	**758**	**801**	**891**	**856**
- % tourists who book holiday package	48.4%	52.0%	51.3%	51.7%	52.0%
Children < 16 years old (FRONTUR - EGT) (*)	83	122	136	106	123
Expenditure per tourist (€) (group spend / group size)	**1,073**	**1,174**	**1,179**	**1,261**	**1,273**
Expenditure per tourist (€) (group spend / +16)	**1,217**	**1,284**	**1,307**	**1,324**	**1,384**
- book holiday package	1,390	1,422	1,502	1,496	1,549
- holiday package	1,125	1,158	1,260	1,221	1,295
- others	265	264	242	275	254
- do not book holiday package	1,054	1,134	1,102	1,140	1,205
- flight	297	318	283	285	348
- accommodation	340	372	395	381	390
- others	417	444	424	474	467
Average lenght of stay	**9.4**	**9.6**	**9.4**	**9.7**	**9.1**
- Median	7.0	7.5	7.2	7.0	7.0
Average daily expenditure (€)	**150.94**	**155.69**	**162.80**	**162.16**	**168.86**
- Median	138.58	140.52	143.22	143.85	161.60
Average daily expenditure (without flight)	**107.42**	**110.24**	**114.14**	**121.46**	**124.29**
- Median	100.00	99.18	106.76	108.33	116.98
Average cost of the flight (€)	**349**	**367**	**376**	**327**	**387**
Total turnover (€m)	**942**	**974**	**1,047**	**1,179**	**1,185**
Turnover without flight (€m)	**672**	**696**	**746**	**888**	**854**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	83.1%	83.2%	83.3%	84.1%	86.3%
- Additional accommodation expenses	8.0%	6.7%	5.3%	6.3%	7.4%
Transport:					
- National/International Transport	95.1%	96.0%	93.4%	94.9%	95.9%
- Flights between islands	3.8%	4.3%	3.5%	4.4%	3.5%
- Taxi	56.8%	54.4%	52.1%	57.3%	57.0%
- Car rental	21.3%	22.0%	22.2%	22.8%	27.4%
- Public transport	14.2%	15.4%	13.4%	16.0%	21.4%
Food and drink:					
- Food purchases at supermarkets	58.1%	54.2%	55.3%	55.2%	56.2%
- Restaurants	66.4%	61.2%	62.4%	63.5%	62.6%
Leisure:					
- Organized excursions	15.8%	17.1%	15.5%	18.0%	17.9%
- Sport activities	5.5%	5.4%	4.4%	4.9%	4.1%
- Cultural activities	1.8%	2.1%	2.7%	3.3%	2.2%
- Museums	3.8%	3.9%	3.9%	4.1%	4.4%
- Theme Parks	5.2%	4.7%	5.1%	3.7%	4.4%
- Discos and pubs	10.6%	9.7%	7.9%	13.0%	12.4%
- Wellness	4.5%	4.9%	3.7%	3.7%	3.7%
Purchases of goods:					
- Souvenirs	38.8%	38.6%	40.2%	40.7%	39.7%
- Other expenses	0.8%	0.9%	0.9%	0.9%	1.0%
Other:					
- Medical or pharmaceutical expenses	7.8%	6.2%	5.7%	5.7%	6.5%
- Other expenses	5.2%	5.4%	4.3%	3.3%	3.7%

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:	**760**	**835**	**861**	**883**	**896**
- Accommodation	576	643	687	709	688
- Additional accommodation expenses	184	192	173	174	208
Transport:	**667**	**690**	**697**	**657**	**716**
- National/International Transport	367	383	402	345	403
- Flights between islands	58	83	88	100	94
- Taxi	100	77	80	74	99
- Car rental	108	112	96	106	94
- Public transport	35	35	30	31	25
Food and drink:	**300**	**326**	**334**	**346**	**315**
- Food purchases at supermarkets	117	123	131	145	117
- Restaurants	182	203	203	201	198
Leisure:	**537**	**605**	**526**	**597**	**584**
- Organized excursions	91	89	87	91	107
- Sport activities	101	109	95	83	107
- Cultural activities	69	93	73	99	73
- Museums	24	29	36	30	29
- Theme Parks	61	59	79	77	70
- Discos and pubs	121	144	89	130	122
- Wellness	70	83	66	87	75
Purchases of goods:	**807**	**372**	**240**	**474**	**286**
- Souvenirs	107	108	96	115	91
- Other expenses	701	264	144	359	195
Other:	**153**	**122**	**124**	**174**	**165**
- Medical or pharmaceutical expenses	51	42	61	55	72
- Other expenses	102	80	64	119	93

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)
TENERIFE: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	88.2%	86.9%	85.6%	86.4%	91.5%
Visiting family or friends	7.0%	7.9%	6.7%	7.9%	3.8%
Business and work	3.7%	3.2%	5.3%	3.4%	3.2%
Education and training	0.4%	0.5%	0.2%	0.2%	0.3%
Sports training	0.2%	0.3%	0.7%	0.7%	0.5%
Health or medical care	0.1%	0.4%	0.3%	0.2%	0.0%
Fairs and congresses	0.0%	0.2%	0.8%	0.3%	0.3%
Others	0.3%	0.6%	0.5%	0.8%	0.3%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	57.7%	54.6%	56.8%	52.2%	54.8%
Enjoy family time	17.0%	14.8%	13.4%	10.9%	12.7%
Have fun	8.1%	10.8%	10.3%	15.0%	15.1%
Explore the destination	14.6%	16.1%	17.2%	17.8%	15.1%
Practice their hobbies	1.0%	0.9%	1.0%	1.9%	1.1%
Other reasons	1.6%	2.8%	1.4%	2.2%	1.2%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays		15.9%	10.2%	9.5%	9.4%
Canary Islands	21.9%	26.1%	29.2%	30.8%	30.4%
Other destination	41.8%	58.0%	60.6%	59.7%	60.2%
- Balearic Islands	4.4%	4.7%	4.3%	3.9%	3.6%
- Rest of Spain	10.2%	11.8%	11.1%	10.6%	12.7%
- Italy	5.1%	6.5%	6.8%	7.4%	7.0%
- France	3.3%	4.8%	4.9%	4.6%	4.8%
- Turkey	1.1%	2.8%	3.5%	3.3%	2.8%
- Greece	4.3%	7.7%	8.2%	6.5%	6.9%
- Portugal	2.5%	3.0%	3.1%	4.6%	3.7%
- Croatia	1.7%	2.2%	1.7%	2.3%	2.0%
- Egypt	0.5%	1.1%	1.9%	1.7%	1.3%
- Tunisia	0.1%	0.4%	0.8%	0.5%	0.7%
- Morocco	0.4%	0.8%	1.2%	1.6%	1.9%
- Others	8.2%	12.2%	13.1%	12.7%	12.9%

** 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")	27.3%	25.9%	24.9%	31.2%	24.9%
Canary Islands (other island)	26.1%	25.3%	27.8%	27.3%	26.3%
Other destination	46.6%	48.7%	47.3%	41.5%	48.8%
- Balearic Islands	7.1%	6.3%	6.7%	5.5%	5.9%
- Rest of Spain	8.3%	10.0%	9.1%	8.6%	10.8%
- Italy	4.6%	4.9%	4.4%	4.2%	5.4%
- France	2.1%	1.5%	1.6%	1.4%	2.1%
- Turkey	2.7%	3.9%	4.2%	2.7%	3.1%
- Greece	8.6%	9.2%	8.2%	8.1%	8.2%
- Portugal	6.2%	5.8%	5.9%	4.8%	6.2%
- Croatia	2.3%	2.4%	2.4%	2.1%	2.5%
- Egypt	2.0%	2.5%	2.3%	2.1%	2.6%
- Others	2.7%	2.2%	2.4%	1.9%	2.2%

** Percentage of valid answers*

Importance of each factor in the destination choice

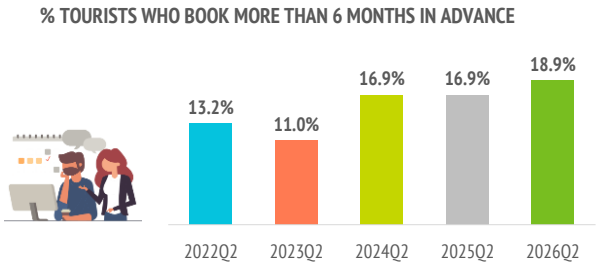
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	78.4%	75.8%	74.5%	71.6%	73.3%
Safety	53.3%	54.1%	55.6%	54.9%	56.4%
Tranquility	48.8%	48.2%	50.8%	48.7%	50.9%
Sea	49.9%	48.5%	47.8%	43.9%	46.7%
Accommodation supply	44.9%	43.2%	48.6%	41.9%	43.2%
Beaches	45.4%	44.1%	44.9%	40.7%	43.1%
Price	36.0%	39.6%	39.4%	37.3%	40.6%
European belonging	39.1%	37.3%	39.4%	40.0%	39.9%
Effortless trip	39.1%	38.7%	39.6%	37.0%	39.3%
Landscapes	31.8%	30.9%	32.5%	35.2%	34.0%
Environment	30.0%	32.2%	32.7%	32.6%	31.1%
Fun possibilities	24.7%	26.6%	26.8%	27.8%	28.8%
Gastronomy	29.0%	26.4%	30.9%	29.1%	28.4%
Authenticity	21.8%	21.3%	24.8%	23.8%	25.6%
Nightlife	11.2%	11.8%	10.5%	15.2%	16.3%
Exoticism	13.0%	12.7%	14.0%	14.0%	13.3%
Shopping	11.4%	12.9%	13.0%	12.9%	13.3%
Culture	10.4%	10.4%	11.4%	11.4%	11.0%
Hiking trail network	10.3%	10.2%	10.1%	12.0%	9.8%
Historical heritage	9.2%	8.5%	10.2%	11.0%	9.7%

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	0.9%	1.8%	1.1%	1.4%	1.1%
Between 1 and 30 days	31.6%	27.3%	25.7%	24.6%	24.0%
Between 1 and 2 months	28.0%	28.5%	23.5%	21.4%	21.9%
Between 3 and 6 months	26.2%	31.4%	32.8%	35.7%	34.2%
More than 6 months	13.2%	11.0%	16.9%	16.9%	18.9%



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

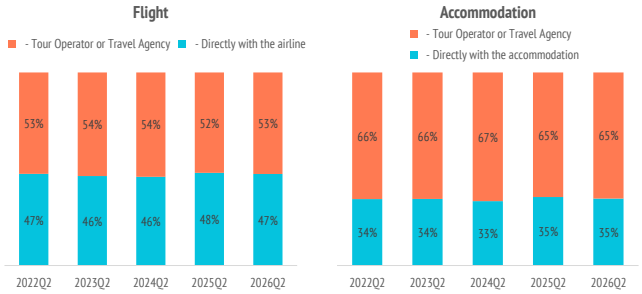
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	49.8%	48.6%	44.2%	49.2%	48.6%
Friends or relatives	26.5%	28.5%	26.1%	27.7%	25.8%
Internet or social media	49.2%	51.5%	47.0%	42.8%	46.0%
Mass Media	1.6%	1.6%	1.4%	2.1%	2.2%
Travel guides and magazines	5.7%	5.3%	5.8%	4.3%	4.1%
Travel Blogs or Forums	5.3%	5.3%	4.5%	4.0%	4.2%
Travel TV Channels	0.7%	0.7%	0.7%	0.9%	0.7%
Tour Operator or Travel Agency	21.3%	20.0%	21.8%	16.7%	20.3%
Public administrations or similar	0.6%	0.8%	0.6%	0.7%	0.8%
Others	3.1%	4.4%	5.3%	4.5%	4.3%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
TENERIFE: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	47.5%	46.4%	45.9%	48.0%	47.4%
- Tour Operator or Travel Agency	52.5%	53.6%	54.1%	52.0%	52.6%
Accommodation					
- Directly with the accommodation	34.4%	34.5%	33.3%	35.5%	34.6%
- Tour Operator or Travel Agency	65.6%	65.5%	66.7%	64.5%	65.4%



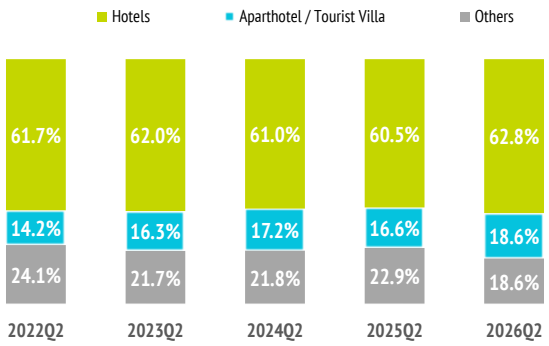
Where are they from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
United Kingdom	24.2%	25.0%	27.7%	25.0%	26.3%
Germany	19.2%	19.1%	18.0%	18.5%	16.8%
Spanish Mainland	16.8%	15.9%	15.6%	15.0%	15.3%
Netherlands	7.9%	6.5%	7.4%	7.9%	8.9%
France	3.6%	4.3%	4.5%	3.7%	4.8%
Norway	4.3%	3.9%	3.2%	3.5%	3.3%
Italy	3.4%	3.3%	3.1%	3.8%	3.1%
Belgium	2.8%	3.1%	2.9%	2.8%	3.0%
Sweden	3.2%	2.7%	2.5%	3.4%	2.4%
Denmark	2.4%	1.9%	1.6%	1.8%	1.7%
Others	12.2%	14.3%	13.5%	14.7%	14.3%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	14.9%	16.2%	14.1%	15.3%	14.5%
4* Hotel	37.3%	35.2%	35.6%	35.6%	38.8%
5* Hotel / 5* Luxury Hotel	9.5%	10.7%	11.3%	9.7%	9.5%
Aparthotel / Tourist Villa	14.2%	16.3%	17.2%	16.6%	18.6%
House/room rented in a private dwelling	6.2%	5.3%	11.0%	11.1%	8.6%
Private accommodation (1)	9.6%	9.3%	8.5%	8.9%	8.2%
Others (Cottage, cruise, camping,..)	8.3%	7.1%	2.4%	2.9%	1.8%

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

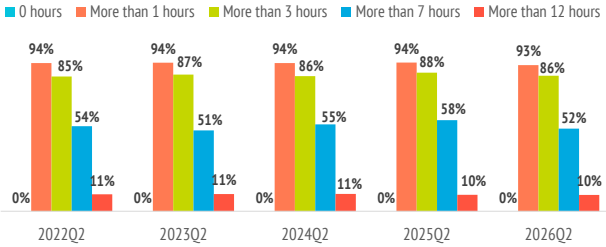


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	29.9%	29.0%	32.1%	32.8%	32.8%
Bed and Breakfast	15.6%	14.9%	16.1%	16.5%	14.1%
Half board	19.6%	18.5%	16.3%	16.8%	14.3%
Full board	3.1%	3.0%	2.3%	3.6%	4.0%
All inclusive	31.9%	34.6%	33.2%	30.2%	34.9%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	2.1%	2.1%	2.5%	2.3%	3.7%
1 - 2 hours	12.6%	11.4%	11.8%	9.8%	10.4%
3 - 6 hours	31.5%	35.4%	30.6%	30.1%	33.5%
7 - 12 hours	43.2%	40.3%	44.1%	47.3%	42.0%
More than 12 hours	10.7%	10.9%	11.0%	10.4%	10.3%
Outdoor time per day	7.9	7.8	7.9	8.1	7.9



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	66.6%	66.8%	65.6%	65.6%	67.4%
Beach	70.7%	73.0%	67.4%	68.4%	67.2%
Swimming pool, hotel facilities	57.7%	59.5%	56.6%	52.9%	59.7%
Explore the island on their own	43.1%	44.2%	43.4%	43.2%	42.8%
Taste Canarian gastronomy	21.6%	23.1%	23.3%	24.8%	22.9%
Nightlife / concerts / shows	17.2%	19.2%	19.0%	21.8%	19.1%
Hiking	16.2%	16.6%	15.6%	16.2%	16.5%
Organized excursions	11.4%	13.5%	14.7%	11.2%	12.7%
Wineries / markets / popular festivals	8.5%	8.2%	8.6%	10.8%	10.1%
Museums / exhibitions	7.7%	8.7%	9.8%	9.8%	9.1%
Sea excursions / whale watching	9.4%	11.1%	12.0%	8.9%	9.0%
Other Nature Activities	5.7%	5.9%	6.6%	6.3%	7.9%
Theme parks	8.0%	10.4%	9.4%	6.7%	7.8%
Swim	6.5%	8.0%	7.7%	7.1%	6.8%
Running	5.4%	4.8%	6.8%	5.7%	5.6%
Beauty and health treatments	5.4%	5.4%	5.1%	5.4%	4.8%
Astronomical observation	2.1%	3.2%	2.5%	1.8%	2.8%
Practice other sports	3.4%	4.5%	5.2%	3.4%	2.7%
Golf	2.0%	2.2%	1.8%	1.2%	2.0%
Cycling / Mountain bike	1.9%	1.9%	2.3%	2.0%	1.9%
Scuba Diving	1.9%	2.0%	1.6%	1.8%	1.5%
Surf	2.5%	1.6%	2.0%	1.9%	1.0%
Windsurf / Kitesurf	0.6%	0.4%	0.5%	0.5%	0.5%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
TENERIFE: Second Quarter

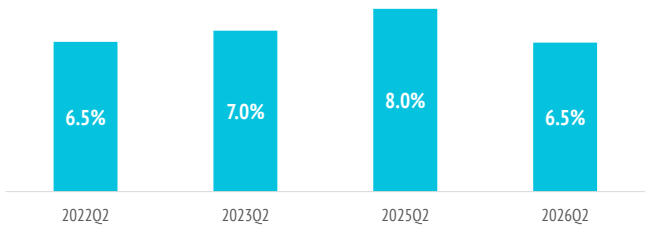
What places do they visit?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
The north	49.2%	49.3%	50.4%	50.0%	49.0%
Maspalomas dunes	38.2%	42.1%	40.4%	40.7%	42.1%
Agaete	42.8%	45.1%	46.2%	46.5%	42.0%
Las Palmas de Gran Canaria	17.9%	18.5%	18.8%	20.3%	17.7%
Puerto de Mogán	19.0%	19.8%	19.5%	18.2%	17.1%
Roque Nublo	11.7%	13.0%	13.2%	14.5%	12.2%
Guayadeque ravine	13.5%	13.1%	12.7%	10.6%	11.1%
The interior (mountains)	12.5%	13.6%	12.4%	12.5%	10.7%
Teror	6.6%	7.0%	7.4%	6.8%	7.0%

How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	93.5%	93.0%	93.1%	92.0%	93.5%
Two islands	5.8%	5.9%	5.9%	6.7%	5.6%
Three or more islands	0.8%	1.1%	1.0%	1.3%	0.9%

% TOURISTS VISITING MORE THAN ONE ISLAND



¿Cuántos son fieles al destino?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gran Canaria: Repeat tourists	68.6%	63.0%	61.1%	65.0%	65.1%
Gran Canaria: At least 10 previous visits	15.5%	12.7%	12.4%	13.8%	13.7%
Canary Islands: Repeat tourists	74.0%	69.9%	69.0%	73.8%	72.6%
Canary Islands: At least 10 previous visits	23.3%	20.8%	20.9%	22.1%	22.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.88	8.81	8.73	8.74	8.77

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	2.6%	2.5%	2.3%	3.2%	2.9%
Lived up to expectations	54.2%	54.3%	55.1%	55.7%	57.7%
Better or much better than expected	43.2%	43.1%	42.6%	41.1%	39.4%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.84	8.72	8.73	8.71	8.83
Recommend visiting the Canary Islands	9.07	8.98	8.92	8.89	9.02

Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	54.0%	50.8%	51.5%	53.2%	50.4%
Women	46.0%	49.2%	48.5%	46.8%	49.6%
Age					
Average age	46.51	45.54	45.51	47.91	47.37
Standard deviation	16.1	16.9	17.4	17.4	17.9
Age range					
16 - 24 years old	9.8%	12.6%	13.3%	9.1%	11.7%
25 - 30 years old	11.3%	12.1%	11.9%	11.3%	10.2%
31 - 45 years old	28.5%	27.4%	28.5%	28.9%	29.2%
46 - 60 years old	27.1%	24.3%	21.7%	20.1%	18.6%
Over 60 years old	23.3%	23.7%	24.5%	30.6%	30.4%
Occupation					
Salaried worker	56.3%	56.1%	57.9%	52.9%	54.1%
Self-employed	10.1%	10.6%	9.8%	10.1%	9.2%
Unemployed	1.1%	0.9%	1.4%	0.8%	1.1%
Business owner	8.4%	7.9%	7.5%	7.9%	8.0%
Student	4.9%	4.4%	3.4%	3.3%	3.7%
Retired	18.1%	18.2%	18.4%	23.3%	22.2%
Unpaid domestic work	0.3%	0.9%	0.4%	0.5%	0.7%
Others	0.7%	1.1%	1.2%	1.3%	0.9%
Annual household income level					
Less than €25,000	14.6%	12.7%	12.9%	13.2%	11.4%
€25,000 - €49,999	36.5%	38.2%	35.1%	34.9%	32.8%
€50,000 - €74,999	22.5%	24.0%	26.9%	25.8%	27.1%
More than €74,999	26.4%	25.1%	25.2%	26.1%	28.7%
Education level					
No studies	3.2%	3.7%	3.6%	2.7%	4.5%
Primary education	2.0%	2.3%	2.1%	3.7%	3.2%
Secondary education	23.6%	22.4%	25.3%	23.9%	24.0%
Higher education	71.2%	71.6%	68.9%	69.7%	68.4%

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	15.8%	16.3%	17.6%	18.0%	13.7%
Only with partner	45.6%	47.0%	43.1%	48.0%	45.2%
Only with children (< 13 years old)	4.3%	3.7%	2.9%	2.2%	3.5%
Partner + children (< 13 years old)	6.0%	5.9%	5.7%	3.0%	4.8%
Other relatives	7.8%	8.2%	9.5%	8.0%	8.8%
Friends	8.3%	8.0%	8.9%	10.8%	11.1%
Work colleagues	1.0%	1.0%	1.8%	1.2%	1.4%
Organized trip	0.2%	0.2%	0.5%	0.6%	0.2%
Other combinations (2)	11.1%	9.7%	10.0%	8.1%	11.4%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**14.8%**	**13.5%**	**13.2%**	**8.2%**	**12.9%**
- Between 0 and 2 years old	1.4%	1.8%	1.4%	1.1%	1.0%
- Between 3 and 12 years old	11.9%	10.4%	10.8%	6.2%	10.6%
- Between 0 -2 and 3-12 years old	1.5%	1.3%	1.0%	0.8%	1.2%
Tourists without children	**85.2%**	**86.5%**	**86.8%**	**91.8%**	**87.1%**
Group composition:					
- 1 person	18.5%	19.3%	20.2%	21.7%	17.0%
- 2 people	54.2%	55.4%	54.4%	58.0%	55.0%
- 3 people	10.4%	10.6%	9.7%	9.0%	11.7%
- 4 or 5 people	13.2%	11.1%	12.8%	8.3%	11.7%
- 6 or more people	3.7%	3.5%	2.9%	2.9%	4.5%
Average group size:	**2.41**	**2.36**	**2.34**	**2.22**	**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.