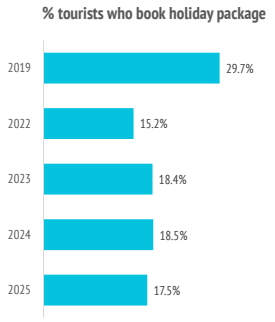
# Tourist profile. Historical data (2019 - 2025)

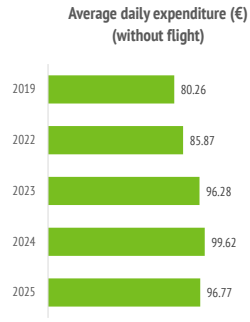
# Italy

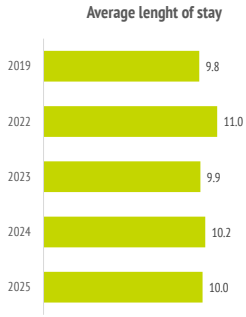
## *How many are they and how much do they spend?*

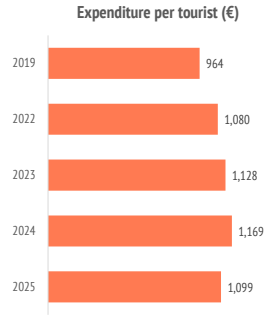
| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| **TOURISTS** | | | | | |
| **Tourist arrivals (FRONTUR) (*)** | **455** | **604** | **655** | **778** | **834** |
| **Tourist arrivals ≥ 16 years old (EGT) (*)** | **416** | **549** | **590** | **704** | **757** |
| - % tourists who book holiday package | 29.7% | 15.2% | 18.4% | 18.5% | 17.5% |
| **Children < 16 years old (FRONTUR - EGT) (*)** | 40 | 54 | 64 | 74 | 77 |
| **Expenditure per tourist (€)** | **964** | **1,080** | **1,128** | **1,169** | **1,099** |
| - book holiday package | 1,138 | 1,356 | 1,395 | 1,510 | 1,416 |
| - holiday package | 963 | 1,114 | 1,166 | 1,292 | 1,186 |
| - others | 175 | 243 | 229 | 219 | 230 |
| - do not book holiday package | 890 | 1,030 | 1,068 | 1,091 | 1,033 |
| - flight | 265 | 285 | 293 | 302 | 291 |
| - accommodation | 280 | 307 | 336 | 363 | 317 |
| - others | 345 | 439 | 439 | 426 | 424 |
| **Average lenght of stay** | **9.8** | **11.0** | **9.9** | **10.2** | **10.0** |
| - Median | 7.0 | 7.0 | 7.0 | 7.0 | **7.0** |
| **Average daily expenditure (€)** | **117.83** | **117.14** | **136.48** | **139.79** | **134.41** |
| - Median | 112.44 | 121.43 | 137.16 | 142.32 | **140.84** |
| **Average daily expenditure (without flight)** | **80.26** | **85.87** | **96.28** | **99.62** | **96.77** |
| - Median | 76.72 | 88.91 | 96.66 | 102.04 | **101.40** |
| **Average cost of the flight (€)** | **296.6** | **298.6** | **319.7** | **332.7** | **315.7** |
| **Total turnover ( ≥ 16 years old) (€m)** | **401** | **593** | **666** | **823** | **832** |
| **Turnover without flight** (≥ 16 years old) (€m) | **277** | **429** | **477** | **589** | **593** |

*(*) Thousands of tourists*




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

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| **Accommodation:** | | | | | |
| - Accommodation | 75.3% | 73.2% | 77.5% | 77.0% | 77.5% |
| - Additional accommodation expenses | 8.7% | 8.0% | 8.2% | 7.1% | 7.1% |
| **Transport:** | | | | | |
| - National/International Transport | 93.8% | 94.6% | 95.0% | 94.1% | 92.8% |
| - Flights between islands | 7.3% | 7.4% | 10.5% | 8.2% | 8.1% |
| - Taxi | 24.5% | 25.4% | 28.6% | 27.8% | 24.0% |
| - Car rental | 36.2% | 48.0% | 50.3% | 51.3% | 54.8% |
| - Public transport | 7.8% | 11.3% | 11.8% | 12.9% | 14.1% |
| **Food and drink:** | | | | | |
| - Food purchases at supermarkets | 54.4% | 64.7% | 64.3% | 62.9% | 65.4% |
| - Restaurants | 60.4% | 71.6% | 70.5% | 72.1% | 75.1% |
| **Leisure:** | | | | | |
| - Organized excursions | 20.9% | 25.3% | 33.7% | 34.2% | 32.9% |
| - Sport activities | 4.3% | 7.4% | 8.3% | 7.7% | 6.8% |
| - Cultural activities | 1.3% | 1.8% | 2.3% | 2.2% | 2.0% |
| - Museums | 6.3% | 9.2% | 7.4% | 8.5% | 7.6% |
| - Theme Parks | 6.5% | 9.3% | 12.2% | 14.2% | 12.9% |
| - Discos and pubs | 7.5% | 10.8% | 14.1% | 14.5% | 13.9% |
| - Wellness | 2.4% | 4.3% | 3.8% | 5.0% | 4.3% |
| **Purchases of goods:** | | | | | |
| - Souvenirs | 41.8% | 39.3% | 42.8% | 40.2% | 45.2% |
| - Other expenses | 0.9% | 0.4% | 0.8% | 1.1% | 0.8% |
| **Other:** | | | | | |
| - Medical or pharmaceutical expenses | 5.0% | 7.9% | 7.9% | 7.3% | 6.6% |
| - Other expenses | 3.4% | 4.2% | 4.4% | 3.9% | 4.1% |

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

| Expenditure per tourist and trip (€) | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| **Accommodation:** | **620** | **610** | **650** | **700** | **641** |
| - Accommodation | 479 | 488 | 504 | 561 | 487 |
| - Additional accommodation expenses | 140 | 122 | 146 | 140 | 154 |
| **Transport:** | **576** | **732** | **672** | **669** | **673** |
| - National/International Transport | 316 | 315 | 337 | 354 | 340 |
| - Flights between islands | 75 | 73 | 95 | 82 | 111 |
| - Taxi | 59 | 107 | 76 | 80 | 83 |
| - Car rental | 99 | 158 | 123 | 131 | 114 |
| - Public transport | 26 | 79 | 42 | 23 | 25 |
| **Food and drink:** | **278** | **307** | **289** | **296** | **286** |
| - Food purchases at supermarkets | 121 | 125 | 113 | 118 | 114 |
| - Restaurants | 157 | 182 | 176 | 178 | 172 |
| **Leisure:** | **408** | **511** | **476** | **477** | **517** |
| - Organized excursions | 74 | 85 | 89 | 81 | 76 |
| - Sport activities | 62 | 82 | 89 | 83 | 87 |
| - Cultural activities | 30 | 38 | 48 | 52 | 40 |
| - Museums | 29 | 53 | 43 | 38 | 43 |
| - Theme Parks | 64 | 78 | 58 | 63 | 62 |
| - Discos and pubs | 73 | 92 | 82 | 70 | 74 |
| - Wellness | 76 | 84 | 67 | 91 | 136 |
| **Purchases of goods:** | **194** | **265** | **106** | **116** | **120** |
| - Souvenirs | 84 | 65 | 66 | 60 | 67 |
| - Other expenses | 109 | 200 | 40 | 56 | 54 |
| **Other:** | **196** | **106** | **114** | **116** | **155** |
| - Medical or pharmaceutical expenses | 65 | 24 | 35 | 50 | 32 |
| - Other expenses | 131 | 82 | 80 | 66 | 123 |

*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)

# Italy

## What is the main purpose of their trip?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Holiday, leisure | 82.6% | 81.7% | 82.6% | 84.0% | 84.6% |
| Visiting family or friends | 11.6% | 13.9% | 13.1% | 11.8% | 11.2% |
| Business and work | 3.8% | 2.2% | 1.7% | 1.3% | 1.2% |
| Education and training | 0.0% | 0.4% | 0.3% | 0.5% | 1.2% |
| Sports training | 0.6% | 0.8% | 1.2% | 1.1% | 1.2% |
| Health or medical care | 0.2% | 0.1% | 0.1% | 0.1% | 0.0% |
| Fairs and congresses | 0.6% | 0.2% | 0.4% | 0.4% | 0.3% |
| Others | 0.5% | 0.7% | 0.6% | 0.7% | 0.2% |

## What is the main motivation for their holidays?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Rest | 50.8% | 45.3% | 42.9% | 43.8% | 43.3% |
| Enjoy family time | 11.7% | 15.9% | 13.8% | 12.8% | 12.4% |
| Have fun | 7.0% | 6.9% | 9.5% | 8.5% | 6.6% |
| Explore the destination | 27.6% | 29.1% | 30.3% | 32.4% | 33.8% |
| Practice their hobbies | 2.4% | 2.5% | 2.2% | 1.6% | 2.2% |
| Other reasons | 0.6% | 0.4% | 1.3% | 1.1% | 1.7% |

## Where did they spend their main holiday last year? *

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Didn't have holidays | -- | 21.7% | 13.5% | 11.7% | 11.8% |
| Canary Islands | -- | 20.3% | 21.1% | 19.6% | 19.9% |
| Other destination | -- | 58.0% | 65.4% | 68.8% | 68.3% |
| - Balearic Islands | -- | 2.2% | 3.2% | 4.4% | 3.0% |
| - Rest of Spain | -- | 5.0% | 9.1% | 8.6% | 9.0% |
| - Italy | -- | 31.8% | 25.5% | 21.9% | 19.3% |
| - France | -- | 2.5% | 4.7% | 4.4% | 4.2% |
| - Turkey | -- | 0.3% | 0.5% | 1.2% | 1.8% |
| - Greece | -- | 6.1% | 6.5% | 7.8% | 8.6% |
| - Portugal | -- | 1.8% | 2.1% | 2.9% | 2.5% |
| - Croatia | -- | 3.0% | 3.9% | 1.9% | 2.6% |
| - Egypt | -- | 0.5% | 2.0% | 2.7% | 3.6% |
| - Tunisia | -- | 0.0% | 0.1% | 0.5% | 0.7% |
| - Morocco | -- | 0.6% | 0.5% | 1.8% | 1.9% |
| - Others | -- | 4.0% | 7.4% | 10.7% | 11.1% |

** Percentage of valid answers*

## What other destinations did they consider for this trip? *

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| None (I was clear about "this Canary Island") | -- | 34.7% | 33.0% | 34.0% | 32.3% |
| Canary Islands (other island) | -- | 32.0% | 31.5% | 29.5% | 33.4% |
| Other destination | -- | 33.3% | 35.6% | 36.5% | 34.3% |
| - Balearic Islands | -- | 3.7% | 4.9% | 3.8% | 4.0% |
| - Rest of Spain | -- | 6.8% | 7.2% | 9.0% | 7.4% |
| - Italy | -- | 5.9% | 3.9% | 4.7% | 3.9% |
| - France | -- | 0.8% | 0.5% | 1.0% | 0.8% |
| - Turkey | -- | 1.3% | 1.9% | 1.3% | 1.5% |
| - Greece | -- | 6.5% | 5.8% | 4.8% | 5.4% |
| - Portugal | -- | 2.9% | 4.6% | 4.3% | 4.2% |
| - Croatia | -- | 1.0% | 1.1% | 1.1% | 1.0% |
| - Egypt | -- | 2.8% | 4.1% | 4.0% | 4.1% |
| - Others | -- | 1.6% | 1.5% | 2.5% | 2.0% |

** Percentage of valid answers*

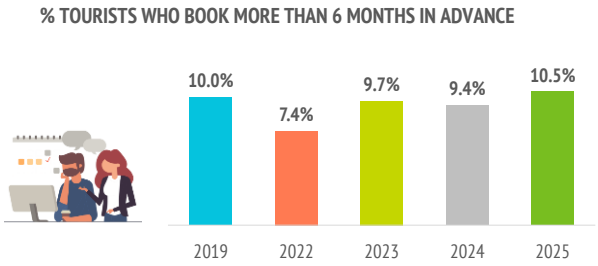
## Importance of each factor in the destination choice

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Climate | 76.3% | 74.0% | 76.7% | 76.7% | 72.8% |
| Landscapes | 58.6% | 56.9% | 61.5% | 58.1% | 62.9% |
| Environment | 55.8% | 56.4% | 59.5% | 58.2% | 60.5% |
| Sea | 53.2% | 52.7% | 53.9% | 52.0% | 52.2% |
| Tranquility | 55.0% | 49.1% | 52.8% | 50.6% | 51.5% |
| Beaches | 49.6% | 48.7% | 52.3% | 49.4% | 49.6% |
| Safety | 44.0% | 38.8% | 41.0% | 42.1% | 40.7% |
| European belonging | 39.2% | 35.5% | 38.0% | 39.6% | 37.4% |
| Authenticity | 24.1% | 28.3% | 27.1% | 29.7% | 31.3% |
| Effortless trip | 32.7% | 32.7% | 32.4% | 32.0% | 31.1% |
| Price | 27.7% | 32.9% | 31.2% | 31.5% | 28.0% |
| Accommodation supply | 30.2% | 28.0% | 26.9% | 28.3% | 24.6% |
| Fun possibilities | 19.5% | 21.1% | 23.1% | 24.3% | 23.5% |
| Hiking trail network | 20.8% | 20.9% | 25.3% | 21.9% | 22.1% |
| Gastronomy | 20.8% | 19.8% | 19.4% | 20.2% | 18.9% |
| Exoticism | 13.1% | 13.3% | 13.1% | 14.9% | 15.8% |
| Nightlife | 10.3% | 12.0% | 13.9% | 16.2% | 12.3% |
| Historical heritage | 10.0% | 12.1% | 11.5% | 11.0% | 11.5% |
| Culture | 9.8% | 12.1% | 10.4% | 10.4% | 11.4% |
| Shopping | 11.8% | 12.2% | 12.8% | 12.7% | 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?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| The same day | 0.9% | 1.1% | 1.0% | 1.0% | 1.1% |
| Between 1 and 30 days | 28.5% | 30.4% | 23.4% | 21.9% | 22.4% |
| Between 1 and 2 months | 28.4% | 33.9% | 33.5% | 30.7% | 31.3% |
| Between 3 and 6 months | 32.2% | 27.3% | 32.4% | 37.0% | 34.8% |
| More than 6 months | 10.0% | 7.4% | 9.7% | 9.4% | 10.5% |




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

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Previous visits to the Canary Islands | 35.9% | 36.3% | 31.6% | 29.3% | 30.5% |
| Friends or relatives | 32.0% | 36.2% | 37.7% | 37.3% | 31.7% |
| Internet or social media | 47.3% | 47.7% | 47.6% | 52.5% | 53.0% |
| Mass Media | 1.0% | 0.6% | 1.1% | 1.1% | 0.7% |
| Travel guides and magazines | 6.0% | 5.6% | 5.9% | 5.7% | 3.9% |
| Travel Blogs or Forums | 6.2% | 8.3% | 8.1% | 8.7% | 8.0% |
| Travel TV Channels | 0.3% | 0.3% | 0.6% | 0.6% | 0.6% |
| Tour Operator or Travel Agency | 15.4% | 11.6% | 13.4% | 12.2% | 11.5% |
| Public administrations or similar | 0.4% | 1.0% | 0.4% | 0.7% | 0.3% |
| Others | 2.5% | 2.9% | 2.4% | 2.6% | 3.2% |

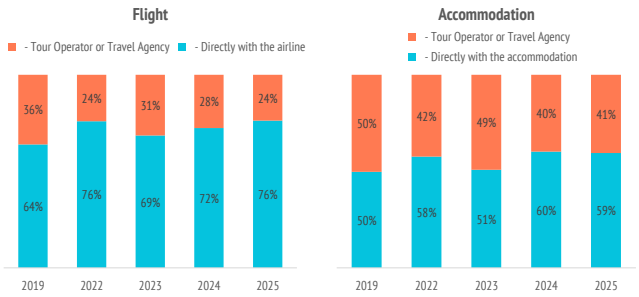
** Multi-choise question*

# Tourist profile. Historical data (2019 - 2025)

# Italy

## With whom did they book their flight and accommodation?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| **Flight** | | | | | |
| - Directly with the airline | 63.9% | 75.9% | 68.5% | 72.4% | 76.2% |
| - Tour Operator or Travel Agency | 36.1% | 24.1% | 31.5% | 27.6% | 23.8% |
| **Accommodation** | | | | | |
| - Directly with the accommodation | 49.7% | 57.6% | 50.8% | 60.2% | 59.5% |
| - Tour Operator or Travel Agency | 50.3% | 42.4% | 49.2% | 39.8% | 40.5% |



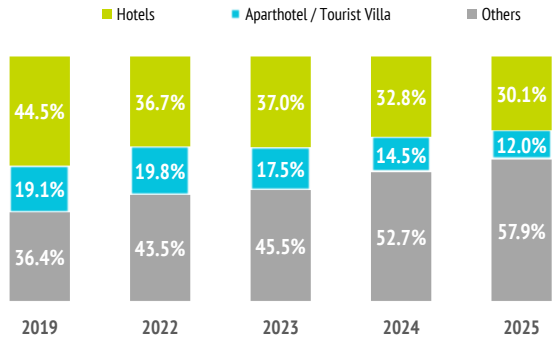

## Where are they from?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Italy | 75.6% | 87.9% | 83.3% | 84.9% | 85.0% |
| France | 0.5% | 0.1% | 0.2% | 0.2% | 0.9% |
| Germany | 0.6% | 0.2% | 0.2% | 0.9% | 0.6% |
| United Kingdom | 1.3% | 0.9% | 0.6% | 0.7% | 0.4% |
| Portugal | 0.6% | 0.6% | 0.9% | 0.3% | 0.3% |
| Ireland | 0.0% | 0.0% | 0.0% | 0.2% | 0.2% |
| Switzerland | 0.8% | 0.7% | 0.5% | 0.4% | 0.2% |
| Netherlands | 0.0% | 0.2% | 0.1% | 0.0% | 0.1% |
| Sweden | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| USA | 0.0% | 0.0% | 0.0% | 0.1% | 0.0% |
| Others | 20.6% | 9.3% | 14.1% | 12.4% | 12.4% |

## Where do they stay?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| 1-2-3* Hotel | 10.4% | 10.6% | 8.8% | 8.6% | 9.0% |
| 4* Hotel | 29.5% | 22.3% | 24.3% | 21.0% | 18.1% |
| 5* Hotel / 5* Luxury Hotel | 4.6% | 3.9% | 3.9% | 3.2% | 3.0% |
| Aparthotel / Tourist Villa | 19.1% | 19.8% | 17.5% | 14.5% | 12.0% |
| House/room rented in a private dwelling | 12.9% | 14.0% | 22.2% | 33.9% | 39.0% |
| Private accommodation (1) | 16.2% | 17.7% | 15.0% | 13.8% | 14.0% |
| Others (Cottage, cruise, camping,..) | 7.3% | 11.8% | 8.3% | 5.0% | 4.9% |

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

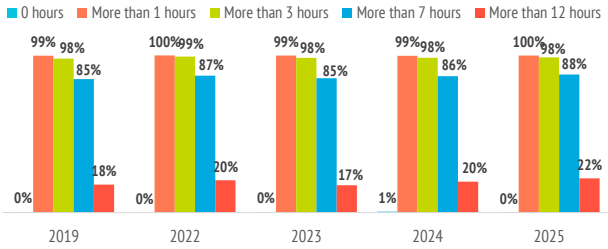



## What do they book?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Room only | 41.9% | 50.9% | 52.0% | 58.8% | 63.9% |
| Bed and Breakfast | 13.5% | 12.0% | 10.8% | 8.8% | 9.9% |
| Half board | 15.1% | 15.1% | 13.8% | 11.4% | 9.8% |
| Full board | 6.2% | 4.6% | 6.0% | 6.0% | 4.7% |
| All inclusive | 23.4% | 17.3% | 17.5% | 15.0% | 11.7% |

## Activities in the Canary Islands

| Outdoor time per day | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| 0 hours | 0.3% | 0.1% | 0.3% | 0.6% | 0.2% |
| 1 - 2 hours | 1.9% | 0.8% | 1.5% | 1.1% | 1.2% |
| 3 - 6 hours | 13.0% | 12.1% | 12.8% | 11.7% | 10.8% |
| 7 - 12 hours | 66.8% | 66.2% | 67.8% | 66.9% | 65.8% |
| More than 12 hours | 18.0% | 20.8% | 17.6% | 19.7% | 22.0% |
| Outdoor time per day | 10.0 | 10.3 | 10.1 | 10.3 | 10.5 |




| Activities in the Canary Islands | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Beach | 78.5% | 83.8% | 83.2% | 83.4% | 83.2% |
| Walk, wander | 67.7% | 76.2% | 73.7% | 72.9% | 74.7% |
| Explore the island on their own | 56.0% | 62.1% | 61.9% | 62.7% | 66.0% |
| Swimming pool, hotel facilities | 41.9% | 40.3% | 41.7% | 40.7% | 37.4% |
| Taste Canarian gastronomy | 26.8% | 29.8% | 27.7% | 27.6% | 30.7% |
| Hiking | -- | 20.5% | 16.4% | 18.2% | 22.4% |
| Organized excursions | 16.5% | 17.9% | 21.4% | 23.8% | 22.0% |
| Other Nature Activities | -- | 16.1% | 13.4% | 15.1% | 18.5% |
| Wineries / markets / popular festivals | 15.8% | 14.0% | 15.1% | 12.8% | 17.0% |
| Theme parks | 14.0% | 14.2% | 16.9% | 16.7% | 15.5% |
| Nightlife / concerts / shows | 14.6% | 12.6% | 16.1% | 16.7% | 15.5% |
| Museums / exhibitions | 15.3% | 13.0% | 13.8% | 13.0% | 14.1% |
| Sea excursions / whale watching | 9.9% | 11.6% | 12.8% | 13.7% | 13.5% |
| Surf | -- | 8.7% | 8.5% | 8.1% | 9.2% |
| Running | -- | 4.8% | 5.5% | 6.7% | 5.5% |
| Astronomical observation | 2.3% | 3.8% | 3.4% | 4.1% | 5.3% |
| Swim | -- | 6.7% | 4.1% | 5.0% | 4.6% |
| Beauty and health treatments | 3.9% | 4.9% | 5.7% | 5.0% | 4.4% |
| Practice other sports | -- | 6.0% | 4.1% | 5.1% | 4.1% |
| Cycling / Mountain bike | -- | 3.0% | 3.3% | 2.6% | 3.1% |
| Scuba Diving | -- | 3.2% | 3.7% | 2.3% | 2.7% |
| Golf | -- | 0.8% | 1.7% | 1.6% | 1.9% |
| Windsurf / Kitesurf | -- | 1.9% | 1.8% | 1.8% | 1.9% |

** Multi-choise question*

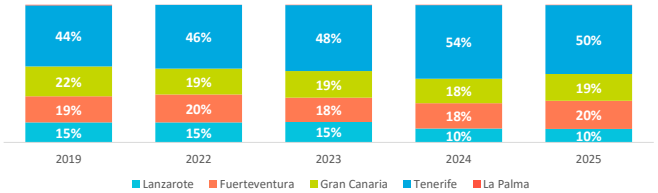
# Tourist profile. Historical data (2019 - 2025)

# Italy

## Which island do they choose?

| Tourists (≥ 16 year old) | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Lanzarote | 60,409 | 79,683 | 87,188 | 70,679 | 74,091 |
| Fuerteventura | 78,733 | 111,302 | 104,589 | 129,582 | 154,807 |
| Gran Canaria | 89,796 | 102,885 | 114,086 | 125,046 | 146,768 |
| Tenerife | 184,466 | 253,866 | 282,673 | 376,501 | 378,944 |
| La Palma | 1,849 | 551 | 1,432 | 1,760 | 1,859 |

| Share by islands | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Lanzarote | 14.5% | 14.5% | 14.8% | 10.0% | 9.8% |
| Fuerteventura | 19.0% | 20.3% | 17.7% | 18.4% | 20.5% |
| Gran Canaria | 21.6% | 18.8% | 19.3% | 17.8% | 19.4% |
| Tenerife | 44.4% | 46.3% | 47.9% | 53.5% | 50.1% |
| La Palma | 0.4% | 0.1% | 0.2% | 0.3% | 0.2% |




## How many are loyal to the Canary Islands?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Repeat tourists | 55.3% | 55.6% | 55.5% | 51.5% | 51.5% |
| At least 10 previous visits | 10.5% | 11.9% | 11.5% | 8.9% | 9.5% |
| Repeat tourists (last 5 years) | 51.4% | 51.6% | 49.3% | 46.8% | 46.8% |
| Repeat tourists (last 5 years)(5 or more visits) | 14.0% | 11.3% | 12.2% | 10.9% | 11.1% |

## Who are they?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| **Gender** | | | | | |
| Men | 50.8% | 51.1% | 51.1% | 51.0% | 51.1% |
| Women | 49.2% | 48.9% | 48.9% | 49.0% | 48.9% |
| **Age** | | | | | |
| Average age | 45.0 | 41.9 | 41.5 | 40.8 | 40.5 |
| Standard deviation | 14.6 | 16.1 | 16.4 | 16.2 | 16.4 |
| **Age range** | | | | | |
| 16 - 24 years old | 8.2% | 15.3% | 18.5% | 17.6% | 18.8% |
| 25 - 30 years old | 12.0% | 16.9% | 15.0% | 16.6% | 18.0% |
| 31 - 45 years old | 29.6% | 27.7% | 28.4% | 30.2% | 27.9% |
| 46 - 60 years old | 35.4% | 23.5% | 21.6% | 20.4% | 18.6% |
| Over 60 years old | 14.7% | 16.6% | 16.4% | 15.1% | 16.7% |
| **Occupation** | | | | | |
| Salaried worker | 40.9% | 46.6% | 44.2% | 45.1% | 46.3% |
| Self-employed | 23.3% | 18.7% | 22.6% | 22.4% | 18.1% |
| Unemployed | 3.2% | 2.5% | 3.1% | 3.8% | 5.2% |
| Business owner | 13.6% | 8.8% | 6.8% | 8.3% | 8.0% |
| Student | 7.0% | 8.8% | 10.5% | 8.5% | 9.0% |
| Retired | 10.0% | 12.5% | 10.9% | 10.4% | 11.5% |
| Unpaid domestic work | 1.8% | 0.9% | 1.1% | 1.3% | 0.7% |
| Others | 0.2% | 1.1% | 0.9% | 0.4% | 1.2% |
| **Annual household income level** | | | | | |
| Less than €25,000 | 28.3% | 25.6% | 25.0% | 23.6% | 24.0% |
| €25,000 - €49,999 | 41.5% | 46.2% | 46.0% | 49.8% | 48.5% |
| €50,000 - €74,999 | 14.2% | 18.6% | 16.2% | 15.5% | 14.9% |
| More than €74,999 | 16.1% | 9.6% | 12.9% | 11.1% | 12.6% |
| **Education level** | | | | | |
| No studies | 0.9% | 0.4% | 0.7% | 0.5% | 0.7% |
| Primary education | 3.1% | 1.9% | 1.8% | 1.7% | 1.9% |
| Secondary education | 19.1% | 16.9% | 14.8% | 13.1% | 13.9% |
| Higher education | 76.9% | 80.8% | 82.7% | 84.7% | 83.5% |

## How many islands do they visit during their trip?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| One island | 86.6% | 87.9% | 88.2% | 88.5% | 90.8% |
| Two islands | 11.6% | 10.5% | 10.3% | 10.1% | 7.7% |
| Three or more islands | 1.8% | 1.6% | 1.5% | 1.4% | 1.5% |

## How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Average rating | 8.53 | 8.69 | 8.71 | 8.61 | 8.60 |

| Experience in the Canary Islands | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Worse or much worse than expected | 3.5% | 3.6% | 3.1% | 3.9% | 2.9% |
| Lived up to expectations | 52.6% | 49.5% | 50.7% | 48.2% | 52.0% |
| Better or much better than expected | 43.9% | 46.9% | 46.2% | 47.8% | 45.1% |

| Future intentions (scale 0-10) | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Return to the Canary Islands | 8.63 | 8.79 | 8.81 | 8.66 | 8.71 |
| Recommend visiting the Canary Islands | 8.83 | 8.97 | 8.94 | 8.83 | 8.93 |

## Who do they come with?

| | 2019 | 2022 | 2023 | 2024 | 2025 |
|---|---|---|---|---|---|
| Unaccompanied | 14.5% | 12.3% | 13.3% | 12.4% | 13.1% |
| Only with partner | 45.3% | 46.3% | 44.1% | 46.8% | 46.3% |
| Only with children (< 13 years old) | 6.8% | 4.1% | 4.6% | 3.9% | 3.4% |
| Partner + children (< 13 years old) | 4.0% | 3.4% | 4.2% | 3.4% | 4.1% |
| Other relatives | 5.5% | 7.7% | 7.4% | 6.2% | 5.7% |
| Friends | 9.2% | 12.7% | 12.9% | 13.4% | 12.7% |
| Work colleagues | 0.9% | 0.5% | 0.9% | 0.4% | 1.1% |
| Organized trip | 0.3% | 0.6% | 0.3% | 0.3% | 0.9% |
| Other combinations (2) | 13.5% | 12.4% | 12.4% | 13.3% | 12.6% |
| *(2) Combination of some of the groups previously analyzed* | | | | | |
| **Tourists with children** | **14.9%** | **9.8%** | **11.7%** | **10.7%** | **10.1%** |
| - Between 0 and 2 years old | 1.6% | 0.3% | 0.6% | 1.7% | 1.5% |
| - Between 3 and 12 years old | 12.5% | 9.0% | 10.6% | 8.4% | 8.0% |
| - Between 0 -2 and 3-12 years old | 0.8% | 0.5% | 0.5% | 0.6% | 0.5% |
| **Tourists without children** | **85.1%** | **90.2%** | **88.3%** | **89.3%** | **89.9%** |
| **Group composition:** | | | | | |
| - 1 person | 19.8% | 16.4% | 17.6% | 15.6% | 15.7% |
| - 2 people | 51.5% | 55.3% | 52.4% | 54.5% | 55.3% |
| - 3 people | 12.8% | 12.3% | 13.8% | 12.9% | 11.7% |
| - 4 or 5 people | 13.7% | 14.0% | 12.4% | 14.0% | 14.2% |
| - 6 or more people | 2.2% | 2.0% | 3.8% | 2.9% | 3.1% |
| **Average group size:** | **2.33** | **2.36** | **2.44** | **2.43** | **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.*