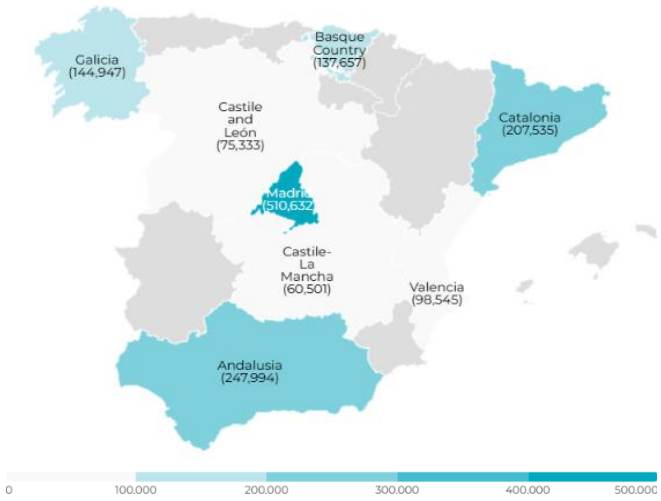
Profile of the Spanish tourist according to region of residence (2025)

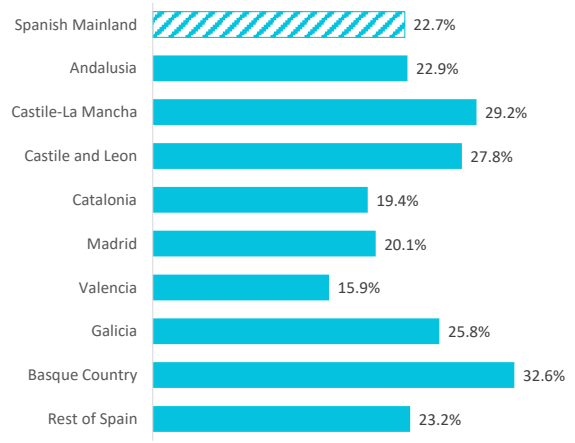
INBOUND TOURISM AND TOURIST EXPENDITURE

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Tourist arrivals ≥ 16 years old (EGT)	**1,822,172**	**314,091**	**57,127**	**72,227**	**286,477**	**442,087**	**117,640**	**102,812**	**167,906**	**261,805**
% Tourists	**100%**	17.2%	3.1%	4.0%	15.7%	24.3%	6.5%	5.6%	9.2%	14.4%
- Lanzarote	**267,123**	65,234	5,520	10,456	28,839	51,495	14,965	14,224	33,706	42,684
- Fuerteventura	**193,655**	35,775	4,129	7,309	27,739	41,498	4,891	23,600	19,491	29,224
- Gran Canaria	**506,486**	85,222	14,204	19,627	100,854	95,353	36,983	28,093	62,957	63,193
- Tenerife	**790,063**	124,834	30,780	31,139	120,507	226,996	56,367	35,728	46,792	116,920
- La Palma	**50,988**	1,374	2,104	3,392	6,228	22,932	2,850	830	3,885	7,394
% tourists who book holiday package	**22.7%**	22.9%	29.2%	27.8%	19.4%	20.1%	15.9%	25.8%	32.6%	23.2%
Expenditure per tourist (€)	**877**	**816**	**809**	**912**	**842**	**827**	**803**	**1,008**	**1,126**	**903**
- book holiday package	**1,132**	1,109	1,141	1,266	1,008	1,018	1,145	1,265	1,324	1,155
- holiday package	**878**	865	852	1,018	735	782	873	1,010	1,092	878
- others	**254**	245	289	248	273	236	272	255	232	277
- do not book holiday package	**803**	729	673	775	803	779	738	919	1,030	826
- flight	**193**	166	172	189	194	198	176	238	245	186
- accommodation	**288**	245	231	297	270	277	242	348	448	299
- others	**321**	318	270	289	338	303	320	333	337	341
Average lenght of stay	**6.4**	**6.0**	**5.5**	**6.5**	**6.4**	**6.0**	**5.9**	**7.2**	**7.9**	**6.8**
- Median	6.0	5.7	5.2	7.0	6.0	6.0	6.0	6.0	7.0	6.3
Average daily expenditure (€)	**156.04**	**154.17**	**162.37**	**150.47**	**152.99**	**159.47**	**156.70**	**160.92**	**157.75**	**152.65**
- Median	117.03	146.89	148.72	147.86	145.73	149.10	141.71	157.53	148.88	148.61
Average daily expenditure without flight (€)	**117.03**	**117.25**	**119.62**	**112.44**	**113.83**	**118.35**	**117.53**	**120.15**	**118.49**	**116.36**
- Median	113.08	113.43	120.05	110.63	113.70	112.24	101.00	120.89	113.21	110.86
Average cost of the flight (€)	**212.70**	**189.64**	**205.45**	**228.80**	**202.79**	**208.15**	**190.57**	**259.53**	**275.49**	**207.34**
Total turnover (≥ 16 years old) (€m)	**1,599**	**256**	**46**	**66**	**241**	**365**	**94**	**104**	**189**	**236**
% Turnover	**100%**	16.0%	2.9%	4.1%	15.1%	22.9%	5.9%	6.5%	11.8%	14.8%
Turnover without flight (≥ 16 years old) (€m)	**1,211**	**197**	**34**	**49**	**183**	**273**	**72**	**77**	**143**	**182**

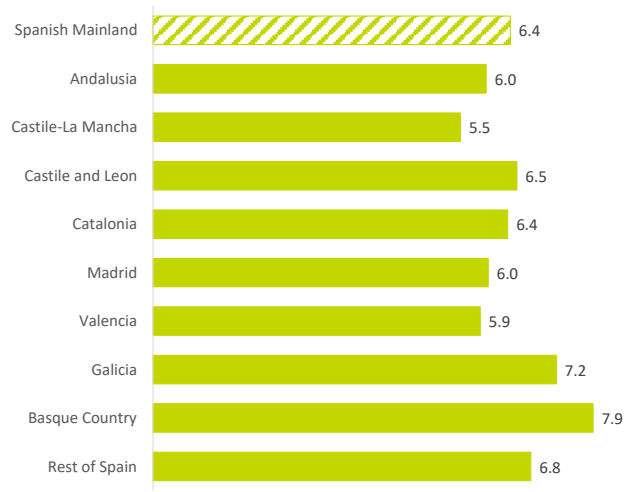
TOURISTS (≥ 16 YEARS OLD)



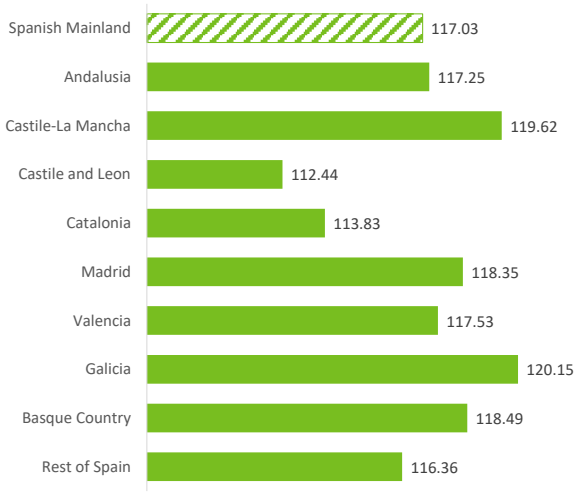
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Profile of the Spanish tourist according to region of residence (2025)

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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Accommodation:										
- Accommodation	**79.5%**	79.0%	84.6%	87.1%	76.7%	77.3%	75.1%	80.1%	88.4%	79.3%
- Additional accommodation expenses	**8.2%**	8.3%	11.1%	7.6%	7.7%	8.3%	10.7%	7.2%	7.1%	8.2%
Transport:										
- National/International Transport	**92.3%**	92.4%	93.3%	95.3%	89.5%	91.2%	91.2%	94.1%	96.3%	93.1%
- Flights between islands	**6.7%**	9.7%	5.4%	5.7%	6.6%	5.7%	5.4%	6.1%	5.3%	7.2%
- Taxi	**21.5%**	19.4%	15.9%	19.9%	22.3%	21.4%	20.1%	22.5%	29.9%	19.6%
- Car rental	**58.3%**	60.4%	72.2%	59.4%	57.6%	55.1%	60.7%	52.6%	56.3%	61.1%
- Public transport	**11.7%**	12.1%	9.3%	13.0%	11.9%	11.2%	11.1%	9.8%	15.2%	10.7%
Food and drink:										
- Food purchases at supermarkets	**54.3%**	55.1%	55.9%	52.0%	57.4%	54.5%	55.0%	53.7%	51.9%	51.4%
- Restaurants	**75.1%**	74.6%	79.8%	74.9%	78.8%	75.4%	83.9%	63.9%	69.3%	74.4%
Leisure:										
- Organized excursions	**27.7%**	29.0%	28.0%	28.6%	26.3%	28.5%	29.3%	28.3%	23.0%	28.5%
- Sport activities	**5.2%**	4.4%	4.4%	3.1%	6.5%	4.8%	4.0%	3.9%	5.9%	6.5%
- Cultural activities	**3.5%**	4.0%	3.7%	1.9%	4.0%	3.1%	3.8%	2.9%	3.2%	3.5%
- Museums	**9.4%**	11.0%	9.5%	12.1%	8.7%	8.5%	11.5%	6.8%	9.1%	9.4%
- Theme Parks	**13.1%**	15.3%	19.5%	16.6%	12.0%	9.8%	12.2%	18.7%	10.7%	14.2%
- Discos and pubs	**9.4%**	10.2%	4.9%	10.1%	9.6%	9.4%	6.5%	10.5%	8.0%	10.4%
- Wellness	**2.9%**	2.2%	2.6%	1.0%	2.1%	2.8%	3.0%	2.7%	4.3%	4.2%
Purchases of goods:										
- Souvenirs	**44.3%**	43.8%	48.0%	45.5%	41.3%	42.9%	45.2%	51.9%	48.2%	43.7%
- Other purchases	**0.9%**	1.1%	0.3%	0.1%	0.7%	1.3%	0.6%	0.3%	1.0%	0.9%
Others:										
- Medical expenses	**6.9%**	7.5%	6.6%	6.8%	5.7%	6.9%	6.9%	6.7%	8.1%	7.1%
- Other expenses	**4.6%**	4.6%	2.0%	5.9%	3.4%	4.7%	6.5%	4.0%	4.1%	5.2%

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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Expenditure per tourist and trip (€)										
Accommodation:	**560**	**536**	**457**	**557**	**524**	**540**	**489**	**662**	**688**	**583**
- Accommodation	**435**	392	367	448	396	411	385	523	598	446
- Additional accommodation expenses	**125**	144	90	110	127	128	104	139	90	137
Transport:	**485**	**427**	**441**	**459**	**485**	**497**	**428**	**557**	**537**	**511**
- National/International Transport	**231**	205	220	240	227	228	209	276	286	223
- Flights between islands	**71**	53	56	44	79	89	52	74	48	92
- Taxi	**60**	58	41	53	54	58	47	75	75	62
- Car rental	**100**	90	107	96	108	98	94	106	104	106
- Public transport	**23**	20	17	27	18	24	26	26	24	29
Food and drink:	**217**	**218**	**176**	**200**	**223**	**205**	**226**	**227**	**226**	**232**
- Food purchases at supermarkets	**75**	85	45	59	76	68	81	89	75	76
- Restaurants	**142**	133	131	141	147	136	145	138	150	156
Leisure:	**442**	**460**	**327**	**377**	**458**	**430**	**386**	**540**	**452**	**429**
- Organized excursions	**78**	73	55	74	78	88	75	82	73	77
- Sport activities	**81**	66	48	48	92	90	66	144	87	65
- Cultural activities	**51**	49	57	41	51	46	55	72	33	62
- Museums	**36**	41	22	40	38	30	34	37	33	38
- Theme Parks	**74**	83	65	70	79	63	72	93	73	67
- Discos and pubs	**69**	99	63	51	53	55	39	74	80	76
- Wellness	**53**	48	18	52	66	57	46	39	73	43
Purchases of goods:	**313**	**121**	**140**	**112**	**1,267**	**131**	**109**	**127**	**327**	**265**
- Souvenirs	**59**	57	55	50	58	51	57	77	71	63
- Other purchases	**254**	65	85	62	1,209	80	51	50	256	202
Others:	**101**	**154**	**40**	**101**	**114**	**83**	**61**	**78**	**83**	**153**
- Medical expenses	**16**	42	9	52	14	17	12	12	22	15
- Other expenses	**84**	111	30	49	99	66	49	66	60	137

Profile of the Spanish tourist according to region of residence (2025)

TOURIST PROFILE

Who are they?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Gender										
Percentage of men	**51.2%**	53.4%	49.5%	50.4%	53.7%	54.5%	49.0%	39.1%	45.2%	50.6%
Percentage of women	**48.8%**	46.6%	50.5%	49.6%	46.3%	45.5%	51.0%	60.9%	54.8%	49.4%
Age										
Average age (tourists above 16 years old)	**41.49**	39.55	40.01	42.17	40.86	41.52	40.22	44.36	45.80	41.25
Standard deviation	**15.0**	14.7	12.7	14.5	15.1	14.8	14.3	15.5	16.2	14.7
Age range										
16-24 years old	**12.5%**	15.2%	9.4%	10.4%	14.4%	10.5%	11.9%	12.5%	10.5%	13.2%
25-30 years old	**16.2%**	18.2%	17.3%	17.0%	17.9%	16.7%	18.6%	9.9%	11.9%	15.0%
31-45 years old	**35.9%**	37.0%	43.3%	35.8%	33.2%	37.8%	36.3%	33.5%	29.9%	37.5%
46-60 years old	**21.9%**	19.1%	22.1%	22.7%	20.9%	21.9%	22.3%	26.8%	25.4%	21.8%
Over 60 years old	**13.5%**	10.6%	7.9%	14.2%	13.7%	13.1%	10.8%	17.4%	22.3%	12.5%
Occupation										
Salaried worker	**62.9%**	61.0%	65.4%	65.8%	65.2%	66.6%	62.2%	61.5%	56.9%	59.7%
Self-employed	**11.5%**	13.6%	12.0%	11.0%	11.1%	10.4%	12.1%	9.3%	10.4%	12.6%
Unemployed	**1.9%**	2.1%	3.1%	1.5%	1.3%	1.3%	3.3%	2.3%	1.7%	2.6%
Business owner	**8.1%**	8.8%	9.8%	5.0%	8.3%	7.1%	8.4%	6.2%	7.2%	10.2%
Student	**5.2%**	6.5%	2.0%	5.2%	4.7%	4.8%	4.4%	8.6%	4.5%	5.1%
Retired	**9.3%**	6.8%	7.0%	10.6%	8.1%	9.1%	8.3%	11.2%	18.1%	8.2%
Unpaid domestic work	**0.2%**	0.2%	0.2%	-	0.1%	0.2%	0.3%	-	0.2%	0.5%
Others	**0.9%**	1.0%	0.4%	0.8%	1.2%	0.5%	1.0%	0.8%	1.0%	1.0%
Annual household income level										
Less than €25,000	**19.6%**	28.0%	20.1%	19.8%	17.9%	16.6%	22.6%	19.7%	12.6%	19.6%
€25,000 - €49,999	**45.3%**	45.3%	54.5%	53.0%	43.6%	41.0%	46.1%	49.6%	45.7%	47.7%
€50,000 - €74,999	**22.1%**	17.3%	18.2%	18.2%	23.3%	26.2%	22.9%	20.0%	25.7%	19.8%
More than €74,999	**13.0%**	9.4%	7.2%	9.0%	15.2%	16.2%	8.5%	10.7%	16.0%	13.0%
Education level										
No studies	**0.5%**	0.5%	1.9%	-	0.4%	0.6%	0.3%	0.1%	0.8%	0.6%
Primary education	**3.0%**	2.4%	5.9%	3.5%	3.1%	2.1%	1.9%	5.4%	3.7%	3.1%
Secondary education	**17.6%**	20.6%	21.9%	21.9%	16.1%	13.7%	16.8%	19.6%	21.3%	17.2%
Higher education	**78.9%**	76.5%	70.3%	74.6%	80.3%	83.6%	81.0%	74.9%	74.1%	79.1%

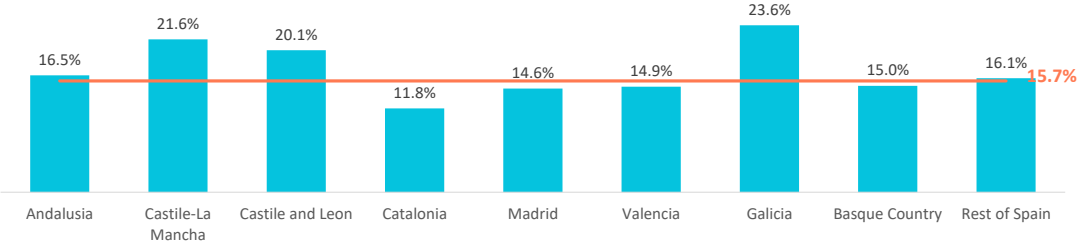
Who do they come with?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Unaccompanied	**13.6%**	12.8%	11.9%	6.8%	16.8%	15.5%	12.3%	14.6%	10.3%	12.7%
Only with partner	**40.2%**	39.9%	37.4%	39.8%	40.6%	38.0%	44.5%	34.4%	45.8%	41.1%
Only with children (< 13 years old)	**3.5%**	3.8%	3.9%	4.8%	2.6%	3.3%	2.3%	5.4%	2.9%	3.9%
Partner + children (< 13 years old)	**7.8%**	8.1%	13.9%	8.8%	6.4%	7.5%	7.6%	10.5%	7.3%	7.4%
Other relatives	**8.8%**	8.2%	10.8%	12.4%	6.9%	8.6%	5.8%	13.1%	11.1%	8.9%
Friends	**10.6%**	10.7%	8.2%	10.8%	11.5%	11.1%	12.1%	8.0%	9.4%	10.4%
Work colleagues	**2.6%**	2.4%	1.7%	2.4%	3.8%	3.2%	3.2%	1.2%	1.0%	2.3%
Organized trip	**0.6%**	0.8%	0.2%	0.0%	0.5%	0.4%	1.2%	0.0%	0.4%	0.8%
Other combinations [2]	**12.2%**	13.4%	12.0%	14.1%	10.8%	12.3%	10.9%	12.9%	11.9%	12.4%
[2] *Different situations have been isolated*										
Tourists with children	**15.7%**	**16.5%**	**21.6%**	**20.1%**	**11.8%**	**14.6%**	**14.9%**	**23.6%**	**15.0%**	**16.1%**
- Between 0 and 2 years old	**1.7%**	1.3%	1.6%	2.7%	1.3%	1.7%	1.8%	2.2%	2.2%	1.5%
- Between 3 and 12 years old	**13.2%**	14.8%	18.1%	16.2%	10.4%	11.7%	11.7%	19.2%	12.2%	13.6%
- Between 0 -2 and 3-12 years old	**0.9%**	0.4%	1.9%	1.2%	0.1%	1.3%	1.4%	2.2%	0.6%	1.0%
Tourists without children	**84.3%**	**83.5%**	**78.4%**	**79.9%**	**88.2%**	**85.4%**	**85.1%**	**76.4%**	**85.0%**	**83.9%**
Group composition:										
- 1 person	**16.4%**	16.6%	12.1%	8.0%	19.5%	18.1%	16.1%	16.6%	12.3%	15.7%
- 2 people	**49.5%**	47.7%	49.2%	50.6%	50.5%	49.4%	52.4%	40.9%	55.4%	49.1%
- 3 people	**12.7%**	12.0%	12.2%	17.8%	11.3%	11.9%	11.1%	14.7%	13.0%	14.9%
- 4 or 5 people	**16.0%**	17.2%	22.3%	18.7%	14.9%	15.0%	14.1%	20.5%	14.3%	15.6%
- 6 or more people	**5.4%**	6.5%	4.2%	5.0%	3.7%	5.7%	6.4%	7.2%	5.0%	4.8%
Average group size:	**2.66**	2.78	2.74	2.80	2.47	2.62	2.70	2.87	2.62	2.65

**People who share the main expenses of the trip*



% TOURISTS WHO TRAVEL WITH CHILDREN



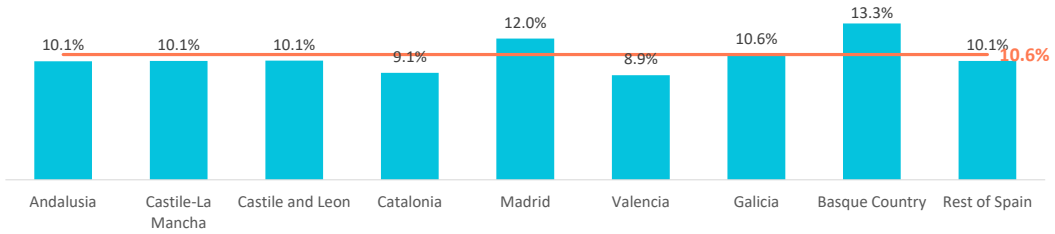
Profile of the Spanish tourist according to region of residence (2025)

TRIP BOOKING

How far in advance do they book their trip?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
The same day	**1.9%**	2.1%	3.9%	0.2%	1.8%	2.2%	2.9%	1.7%	1.0%	1.4%
Between 1 and 30 days	**30.0%**	31.0%	31.1%	26.8%	30.6%	30.7%	34.1%	27.3%	26.4%	29.3%
Between 1 and 2 months	**27.0%**	27.6%	30.5%	27.9%	25.6%	25.9%	29.8%	25.6%	24.6%	29.9%
Between 3 and 6 months	**30.4%**	29.2%	24.5%	35.0%	32.9%	29.3%	24.4%	34.8%	34.8%	29.3%
More than 6 months	**10.6%**	10.1%	10.1%	10.1%	9.1%	12.0%	8.9%	10.6%	13.3%	10.1%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



With whom did they book their flight and accommodation?

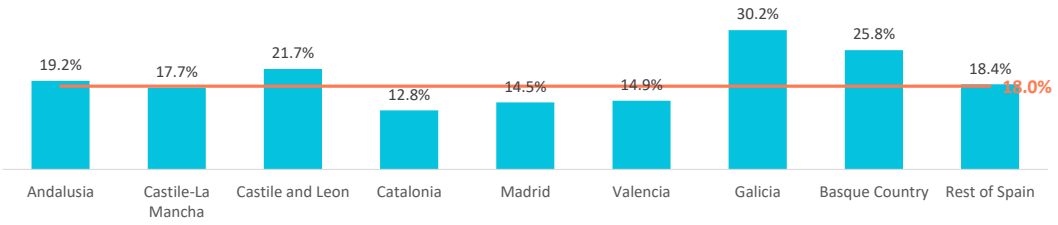
	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Flight										
- Directly with the airline	**69.1%**	67.4%	64.4%	61.5%	72.3%	71.6%	73.1%	67.7%	61.0%	70.2%
- Tour Operator or Travel Agency	**30.9%**	32.6%	35.6%	38.5%	27.7%	28.4%	26.9%	32.3%	39.0%	29.8%
Accommodation										
- Directly with the accommodation	**54.8%**	53.6%	49.0%	52.0%	57.6%	55.0%	60.1%	54.5%	48.8%	57.2%
- Tour Operator or Travel Agency	**45.2%**	46.4%	51.0%	48.0%	42.4%	45.0%	39.9%	45.5%	51.2%	42.8%

What do they book?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Room only	**39.3%**	43.0%	41.0%	32.5%	42.2%	40.9%	46.3%	30.8%	28.6%	38.1%
Bed and Breakfast	**19.0%**	14.4%	19.6%	18.0%	22.9%	22.9%	22.1%	13.5%	13.9%	18.2%
Half board	**18.8%**	18.2%	20.7%	21.7%	15.6%	17.1%	15.3%	19.5%	26.7%	20.4%
Full board	**4.9%**	5.2%	1.0%	6.0%	6.4%	4.6%	1.5%	6.0%	5.0%	5.0%
All inclusive	**18.0%**	19.2%	17.7%	21.7%	12.8%	14.5%	14.9%	30.2%	25.8%	18.4%

% TOURISTS WHO BOOK ALL INCLUSIVE



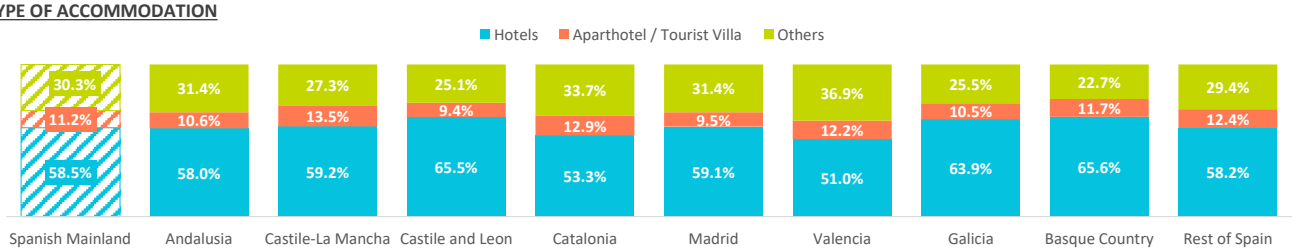


ACCOMMODATION

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
1-2-3* Hotel	**13.9%**	15.9%	13.2%	17.8%	13.6%	13.2%	11.9%	14.1%	12.3%	14.1%
4* Hotel	**37.9%**	36.8%	38.8%	39.9%	32.2%	38.4%	32.9%	44.9%	46.4%	38.0%
5* Hotel / 5* Luxury Hotel	**6.6%**	5.3%	7.3%	7.9%	7.5%	7.5%	6.1%	4.9%	6.9%	6.2%
Aparthotel / Tourist Villa	**11.2%**	10.6%	13.5%	9.4%	12.9%	9.5%	12.2%	10.5%	11.7%	12.4%
House/room rented in a private dwelling	**15.7%**	16.8%	15.8%	15.9%	18.8%	15.2%	18.4%	11.3%	13.0%	14.1%
Private accommodation [1]	**12.3%**	12.5%	8.1%	8.4%	12.6%	14.0%	15.5%	12.8%	7.3%	12.6%
Others (Cottage, cruise, camping,..)	**2.3%**	2.1%	3.3%	0.8%	2.4%	2.1%	3.0%	1.5%	2.4%	2.7%

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

TYPE OF ACCOMMODATION



Profile of the Spanish tourist according to region of residence (2025)

TRIP MOTIVATION AND DESTINATION CHOICE

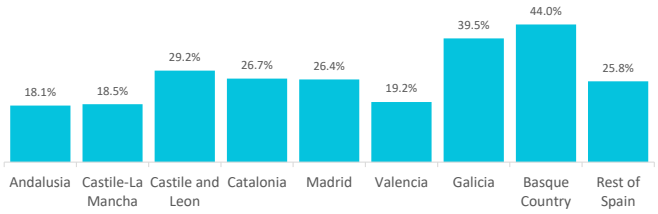
What is the main reason for visiting the Canary Islands?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Holidays	**77.0%**	74.7%	78.8%	83.1%	74.5%	73.5%	71.0%	83.2%	89.2%	78.8%
Family reasons	**12.8%**	14.4%	13.1%	9.5%	11.9%	14.8%	16.3%	11.6%	6.4%	12.2%
Business	**7.6%**	8.3%	7.4%	5.4%	10.4%	8.9%	9.2%	4.6%	2.4%	5.9%
Education and training	**0.3%**	0.6%	0.0%	0.0%	0.2%	0.2%	0.9%	0.2%	0.2%	0.4%
Sports training	**0.9%**	1.2%	0.1%	0.1%	1.2%	0.9%	1.2%	0.3%	0.1%	0.9%
Health	**0.1%**	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
Conventions and Exhibitions	**0.8%**	0.5%	0.0%	1.2%	1.4%	0.5%	0.4%	0.0%	1.2%	1.1%
Others	**0.6%**	0.3%	0.6%	0.7%	0.4%	1.1%	0.9%	0.1%	0.2%	0.5%

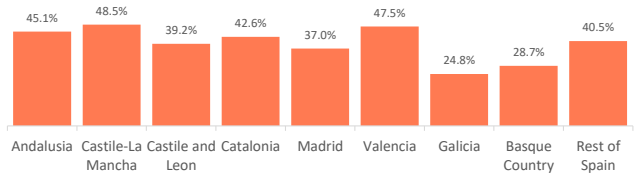
What is the main motivation for their holidays?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Rest	**26.8%**	18.1%	18.5%	29.2%	26.7%	26.4%	19.2%	39.5%	44.0%	25.8%
Enjoy family time	**20.2%**	21.8%	22.4%	22.0%	17.6%	21.0%	21.4%	24.2%	16.3%	19.2%
Have fun	**10.2%**	12.3%	9.3%	8.1%	9.7%	11.3%	9.3%	8.4%	8.2%	9.9%
Explore the destination	**39.4%**	45.1%	48.5%	39.2%	42.6%	37.0%	47.5%	24.8%	28.7%	40.5%
Practice their hobbies	**1.6%**	1.3%	0.8%	0.5%	1.7%	1.2%	1.3%	2.1%	1.6%	2.7%
Other reasons	**1.8%**	1.3%	0.5%	0.9%	1.8%	3.0%	1.2%	0.9%	1.1%	1.9%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Climate	**60.4%**	47.9%	61.7%	68.1%	60.8%	60.3%	53.0%	72.7%	77.1%	59.5%
Fun possibilities	**52.5%**	53.4%	59.1%	49.8%	56.7%	54.1%	61.1%	39.5%	45.0%	50.3%
Safety	**51.9%**	49.7%	55.0%	50.6%	52.6%	52.6%	51.8%	50.9%	54.3%	51.1%
Authenticity	**43.4%**	40.6%	47.5%	42.9%	44.5%	46.9%	35.2%	40.8%	48.3%	40.1%
Environment	**41.4%**	43.1%	51.2%	38.8%	43.0%	41.4%	47.8%	33.3%	38.1%	39.3%
Landscapes	**40.7%**	41.5%	44.5%	39.8%	39.3%	41.7%	41.0%	42.3%	38.7%	39.4%
Gastronomy	**40.6%**	40.0%	42.2%	43.4%	41.8%	42.0%	33.4%	37.3%	43.4%	38.8%
European belonging	**38.7%**	39.9%	41.6%	41.1%	35.6%	39.1%	42.0%	38.1%	34.9%	39.9%
Accommodation supply	**33.4%**	35.5%	39.4%	30.5%	37.0%	34.8%	36.9%	25.3%	26.8%	30.9%
Price	**32.0%**	35.3%	35.6%	31.4%	33.3%	34.6%	38.8%	22.1%	22.3%	29.1%
Sea	**30.0%**	30.2%	29.0%	29.9%	30.5%	32.8%	28.6%	26.9%	28.7%	28.0%
Beaches	**29.3%**	31.0%	25.6%	30.5%	26.1%	30.1%	32.3%	32.5%	29.5%	27.2%
Effortless trip	**26.3%**	28.6%	32.0%	27.6%	25.4%	24.6%	28.3%	27.5%	22.0%	26.9%
Tranquility	**24.5%**	22.0%	27.0%	28.3%	22.9%	24.6%	22.9%	28.6%	27.9%	24.1%
Hiking trail network	**17.0%**	17.5%	25.5%	17.1%	17.3%	17.5%	20.5%	9.1%	13.9%	17.5%
Nightlife	**16.6%**	17.3%	20.4%	14.8%	18.3%	18.9%	18.1%	10.8%	11.5%	15.3%
Shopping	**14.1%**	12.8%	14.9%	11.7%	16.2%	14.1%	19.1%	11.0%	12.0%	14.7%
Historical heritage	**13.4%**	14.2%	17.1%	7.7%	14.6%	14.6%	14.3%	9.0%	9.6%	13.8%
Culture	**9.2%**	10.7%	7.6%	4.2%	10.0%	8.6%	10.0%	7.4%	8.0%	10.5%
Exoticism	**8.0%**	8.8%	9.3%	5.7%	6.5%	7.5%	11.1%	6.3%	7.2%	9.5%

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.

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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Previous visits to the Canary Islands	**33.9%**	28.0%	31.2%	35.9%	32.1%	36.1%	24.2%	43.4%	43.9%	33.6%
Friends or relatives	**37.8%**	40.3%	41.1%	39.6%	36.3%	40.8%	42.7%	31.3%	28.9%	36.3%
Internet or social media	**49.0%**	49.1%	46.1%	52.7%	50.7%	47.3%	54.5%	48.6%	46.8%	48.6%
Mass Media	**1.4%**	2.1%	0.3%	2.7%	0.8%	1.4%	1.5%	1.0%	1.2%	1.5%
Travel guides and magazines	**3.6%**	3.8%	2.1%	6.5%	4.9%	4.1%	3.1%	2.1%	2.6%	2.1%
Travel Blogs or Forums	**8.1%**	8.4%	6.7%	8.1%	9.2%	7.5%	9.0%	6.6%	8.4%	7.7%
Travel TV Channels	**0.5%**	0.7%	0.7%	1.8%	0.3%	0.5%	1.0%	0.1%	0.2%	0.3%
Tour Operator or Travel Agency	**10.6%**	11.0%	15.1%	16.0%	6.5%	8.4%	9.4%	14.9%	15.6%	11.2%
Public administrations or similar	**1.7%**	1.3%	1.0%	1.1%	2.9%	1.9%	0.5%	1.6%	1.9%	1.5%
Others	**5.5%**	6.0%	2.7%	4.6%	6.7%	6.2%	5.4%	4.0%	3.5%	5.1%

** Multi-choise question*

Profile of the Spanish tourist according to region of residence (2025)

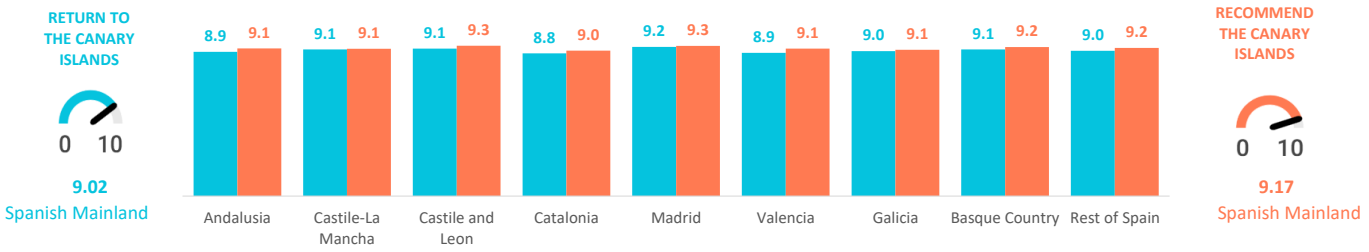
SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	anish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Average rating	**8.74**	8.76	8.67	8.69	8.65	8.82	8.74	8.61	8.73	8.76

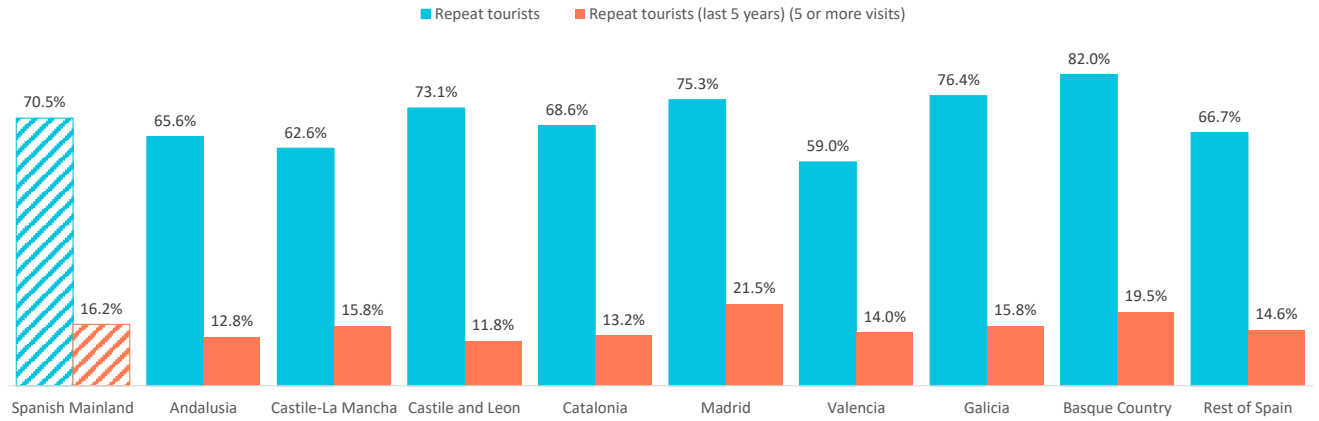
Experience in the Canary Islands	anish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Worse or much worse than expected	**3.0%**	3.3%	3.8%	3.9%	3.1%	2.7%	2.5%	3.4%	2.5%	2.8%
Lived up to expectations	**51.4%**	50.8%	45.6%	50.0%	50.4%	50.7%	46.2%	60.3%	56.5%	51.5%
Better or much better than expected	**45.7%**	46.0%	50.5%	46.1%	46.5%	46.6%	51.3%	36.3%	41.0%	45.7%

Future intentions (scale 0-10)	anish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Return to the Canary Islands	**9.02**	8.93	9.08	9.13	8.84	9.24	8.87	8.98	9.09	8.99
Recommend visiting the Canary Islands	**9.17**	9.14	9.12	9.31	9.01	9.30	9.13	9.06	9.23	9.17



How many are loyal to the Canary Islands?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Repeat tourists	**70.5%**	65.6%	62.6%	73.1%	68.6%	75.3%	59.0%	76.4%	82.0%	66.7%
At least 10 previous visits	**14.7%**	12.4%	12.3%	13.0%	11.8%	19.5%	13.1%	13.3%	17.8%	13.1%
Repeat tourists (last 5 years)	**63.3%**	58.6%	53.9%	64.7%	62.3%	67.9%	51.8%	70.2%	73.5%	59.6%
Repeat tourists (last 5 years) (5 or more visits)	**16.2%**	12.8%	15.8%	11.8%	13.2%	21.5%	14.0%	15.8%	19.5%	14.6%



ISLANDS

How many islands do they visit during their trip?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
One island	**90.4%**	89.4%	90.8%	93.1%	90.0%	90.7%	88.4%	91.8%	91.5%	90.2%
Two islands	**8.1%**	8.8%	7.6%	6.2%	8.8%	7.7%	9.8%	6.8%	7.3%	8.0%
Three or more islands	**1.6%**	1.8%	1.6%	0.7%	1.2%	1.6%	1.8%	1.5%	1.2%	1.8%

Visited islands during their trip (with overnight staying)

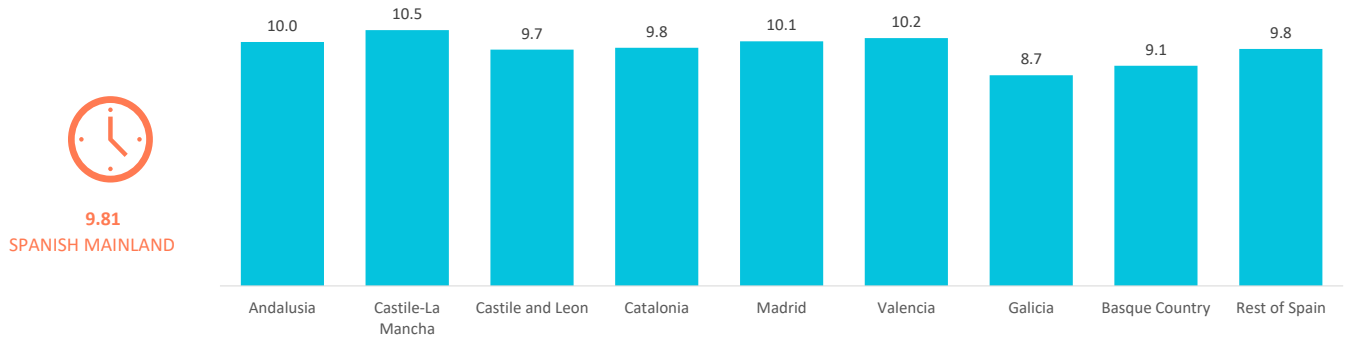
	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Lanzarote	**15.6%**	21.8%	10.0%	15.0%	11.0%	12.4%	14.4%	15.2%	20.9%	17.0%
Fuerteventura	**11.3%**	11.8%	7.8%	10.4%	10.4%	10.0%	5.0%	23.3%	12.1%	12.2%
Gran Canaria	**29.0%**	28.4%	24.9%	28.1%	37.1%	22.4%	32.8%	28.0%	39.1%	25.3%
Tenerife	**44.8%**	41.5%	54.8%	44.0%	43.8%	52.6%	49.5%	36.0%	29.2%	46.1%
La Gomera	**0.6%**	0.2%	0.2%	0.4%	0.8%	0.8%	0.7%	0.3%	0.4%	0.9%
La Palma	**3.4%**	1.0%	3.7%	5.9%	3.4%	6.0%	2.9%	0.8%	2.5%	3.2%
El Hierro	**0.7%**	0.5%	0.7%	0.7%	0.9%	0.9%	0.3%	0.0%	0.8%	0.9%
Cruise	**0.2%**	0.1%	0.2%	0.1%	0.1%	0.2%	0.4%	0.1%	0.2%	0.4%

Profile of the Spanish tourist according to region of residence (2025)

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

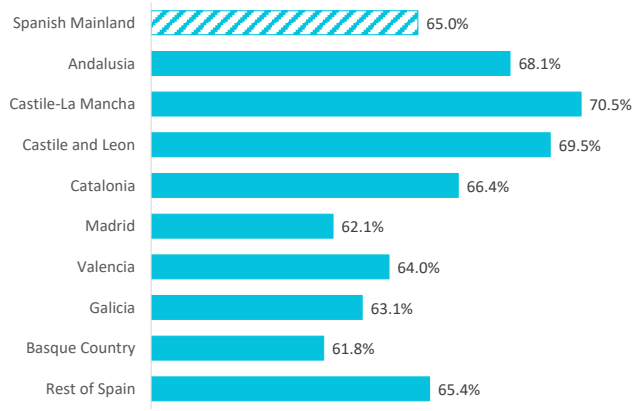
	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
0 hours	**1.4%**	0.9%	1.0%	2.4%	0.9%	1.4%	0.6%	1.9%	2.3%	1.6%
1 - 2 hours	**2.6%**	1.5%	2.0%	1.9%	1.8%	2.4%	2.5%	8.5%	2.2%	3.2%
3 - 6 hours	**16.8%**	16.2%	15.4%	16.2%	17.1%	13.7%	15.2%	24.5%	25.1%	15.1%
7 - 12 hours	**59.5%**	60.0%	54.5%	58.6%	60.4%	61.9%	59.0%	48.2%	56.8%	61.4%
More than 12 hours	**19.8%**	21.3%	27.1%	20.9%	19.8%	20.6%	22.6%	16.9%	13.7%	18.7%
Outdoor time per day	**9.8**	10.0	10.5	9.7	9.8	10.1	10.2	8.7	9.1	9.8



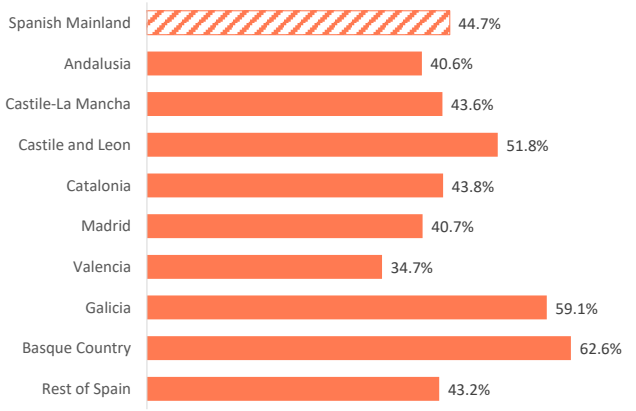
Activities in the Canary Islands

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Walk, wander	**75.5%**	74.7%	80.0%	79.9%	73.1%	74.8%	76.4%	78.5%	81.1%	72.7%
Beach	**69.6%**	69.3%	64.8%	80.9%	66.2%	70.0%	58.4%	70.2%	77.6%	70.5%
Explore the island on their own	**65.0%**	68.1%	70.5%	69.5%	66.4%	62.1%	64.0%	63.1%	61.8%	65.4%
Taste Canarian gastronomy	**45.3%**	50.1%	47.0%	46.1%	46.4%	43.7%	50.8%	35.4%	38.2%	46.1%
Swimming pool, hotel facilities	**44.7%**	40.6%	43.6%	51.8%	43.8%	40.7%	34.7%	59.1%	62.6%	43.2%
Hiking	**23.6%**	23.1%	22.5%	27.9%	24.4%	22.6%	29.4%	15.5%	25.1%	24.0%
Wineries / markets / popular festivals	**18.8%**	21.6%	16.9%	17.5%	19.5%	17.1%	18.9%	15.2%	18.9%	19.5%
Museums / exhibitions	**17.6%**	20.1%	18.7%	17.4%	17.4%	16.5%	20.3%	14.5%	16.7%	17.2%
Theme parks	**17.0%**	21.6%	21.9%	16.9%	16.1%	12.3%	15.3%	22.0%	14.9%	19.7%
Organized excursions	**16.4%**	21.6%	15.6%	16.4%	14.6%	15.6%	19.1%	11.8%	14.0%	15.5%
Nightlife / concerts / shows	**15.1%**	19.2%	9.7%	17.7%	15.6%	14.4%	9.5%	16.1%	12.5%	15.0%
Other Nature Activities	**13.1%**	15.3%	17.3%	12.1%	12.6%	12.3%	15.4%	11.0%	11.1%	12.9%
Sea excursions / whale watching	**10.7%**	9.1%	14.7%	12.4%	12.2%	11.5%	13.4%	7.2%	7.4%	10.8%
Running	**6.1%**	5.3%	5.3%	7.4%	6.3%	5.3%	5.4%	6.7%	7.2%	7.7%
Astronomical observation	**4.8%**	4.7%	6.0%	4.1%	5.7%	5.2%	4.0%	2.8%	4.8%	4.7%
Practice other sports	**4.4%**	4.3%	7.3%	4.0%	4.2%	3.8%	4.8%	4.1%	4.1%	5.0%
Beauty and health treatments	**3.2%**	3.0%	1.7%	2.4%	3.1%	3.1%	3.4%	2.0%	5.5%	3.3%
Scuba Diving	**3.1%**	2.8%	2.1%	1.9%	3.3%	2.9%	2.1%	3.8%	3.3%	3.8%
Surf	**2.4%**	2.3%	0.2%	0.5%	3.5%	2.1%	1.8%	3.5%	2.0%	3.3%
Swim	**1.9%**	2.4%	1.3%	2.3%	2.3%	1.5%	1.2%	3.1%	2.4%	1.0%
Cycling / Mountain bike	**1.4%**	1.7%	1.3%	1.4%	1.8%	0.7%	1.6%	1.3%	1.8%	1.6%
Golf	**1.0%**	0.5%	0.3%	0.8%	1.3%	1.0%	1.2%	0.9%	1.4%	0.8%
Windsurf / Kitesurf	**0.6%**	0.7%	0.2%	0.0%	0.8%	0.5%	0.2%	0.8%	0.4%	0.9%

Explore the island on their own



Swimming pool, hotel facilities



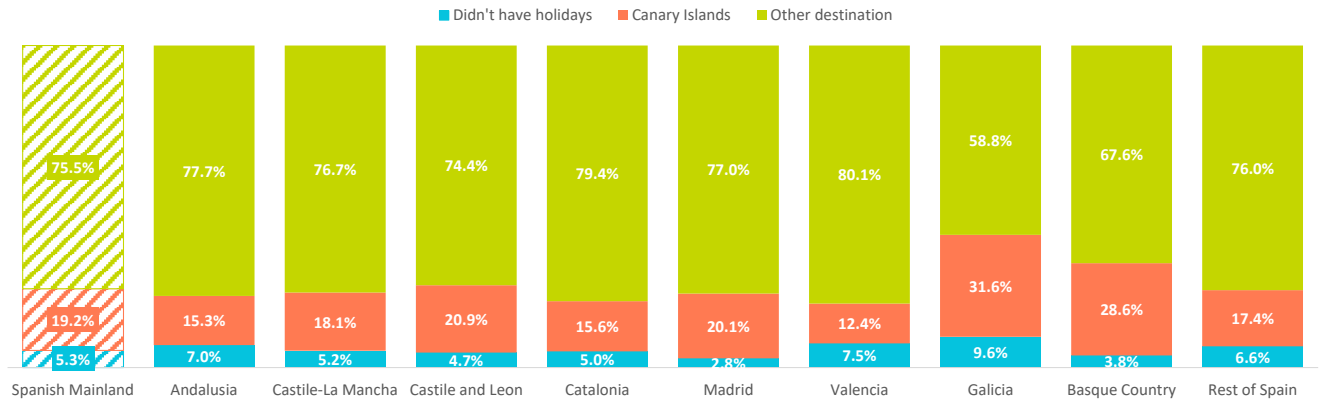
Profile of the Spanish tourist according to region of residence (2025)

COMPETITORS

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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Didn't have holidays	**5.3%**	7.0%	5.2%	4.7%	5.0%	2.8%	7.5%	9.6%	3.8%	6.6%
Canary Islands	**19.2%**	15.3%	18.1%	20.9%	15.6%	20.1%	12.4%	31.6%	28.6%	17.4%
Other destination	**75.5%**	77.7%	76.7%	74.4%	79.4%	77.0%	80.1%	58.8%	67.6%	76.0%
- Balearic Islands	**6.3%**	5.0%	5.9%	5.1%	10.0%	4.5%	8.3%	3.9%	6.6%	7.2%
- Rest of Spain	**33.8%**	35.9%	39.7%	40.0%	26.2%	39.2%	29.9%	19.8%	30.0%	36.7%
- Italy	**7.2%**	7.6%	7.6%	5.3%	9.6%	7.0%	7.6%	6.6%	6.7%	5.4%
- France	**4.0%**	4.1%	2.2%	2.6%	6.2%	3.7%	4.9%	4.1%	2.7%	3.6%
- Turkey	**1.0%**	1.1%	1.4%	1.0%	1.0%	1.4%	0.7%	1.0%	0.5%	0.6%
- Greece	**2.0%**	2.1%	3.7%	1.9%	2.2%	1.7%	0.7%	1.0%	2.8%	2.0%
- Portugal	**4.9%**	6.8%	2.6%	2.8%	3.8%	4.4%	3.0%	12.3%	3.7%	4.3%
- Croatia	**0.8%**	0.7%	0.1%	0.2%	1.2%	0.9%	0.6%	0.6%	0.7%	0.9%
- Egypt	**0.9%**	0.7%	0.2%	0.9%	0.9%	1.3%	0.7%	0.7%	1.3%	0.7%
- Tunisia	**0.1%**	0.2%	0.0%	0.0%	0.2%	0.0%	0.2%	0.1%	0.0%	0.3%
- Morocco	**2.0%**	2.5%	2.7%	2.1%	1.3%	2.1%	3.6%	1.6%	0.8%	1.9%
- Others	**12.5%**	11.2%	10.5%	12.4%	16.6%	10.9%	19.9%	7.0%	11.9%	12.3%

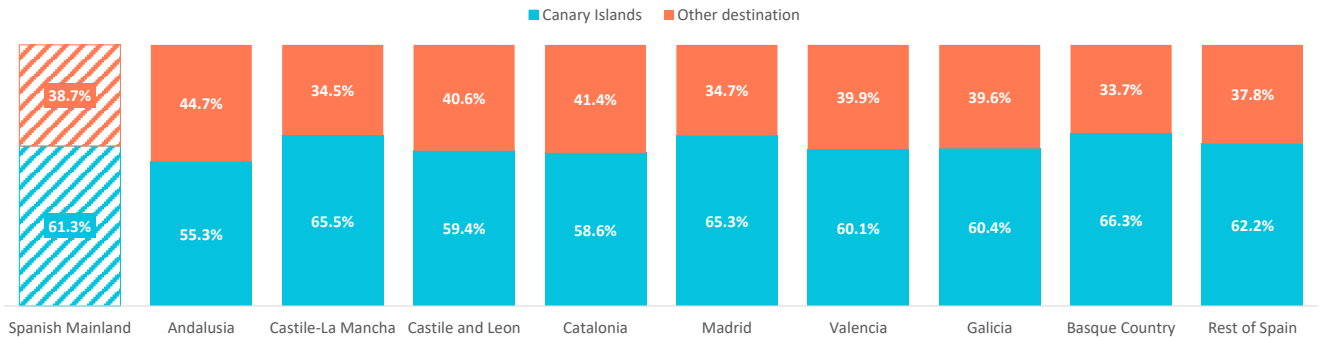
** Percentage of valid answers*



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

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
None (I was clear about "this Canary Island")	**36.9%**	34.0%	32.4%	34.1%	35.1%	40.2%	38.9%	34.2%	37.1%	39.2%
Canary Islands (other island)	**24.3%**	21.3%	33.0%	25.3%	23.5%	25.0%	21.2%	26.1%	29.1%	23.1%
Other destination	**38.7%**	44.7%	34.5%	40.6%	41.4%	34.7%	39.9%	39.6%	33.7%	37.8%
- Balearic Islands	**8.3%**	9.1%	7.4%	8.9%	9.8%	6.6%	8.4%	9.4%	8.7%	8.1%
- Rest of Spain	**10.1%**	10.4%	10.0%	11.9%	8.4%	9.7%	11.7%	11.1%	8.0%	11.9%
- Italy	**5.4%**	7.0%	6.6%	6.9%	5.6%	4.6%	5.3%	4.9%	4.1%	4.9%
- France	**1.5%**	2.4%	2.1%	0.4%	1.6%	0.9%	1.4%	1.5%	1.0%	1.3%
- Turkey	**0.9%**	1.3%	0.3%	1.3%	0.9%	0.9%	0.3%	0.8%	1.3%	0.8%
- Greece	**3.0%**	3.1%	0.5%	2.9%	4.9%	2.9%	1.8%	2.1%	2.9%	2.4%
- Portugal	**4.3%**	5.5%	3.2%	3.2%	4.2%	4.3%	4.8%	6.4%	2.8%	3.6%
- Croatia	**1.4%**	1.4%	0.6%	1.0%	2.0%	1.4%	1.5%	0.5%	1.6%	1.0%
- Egypt	**1.3%**	1.5%	1.1%	1.2%	1.5%	1.3%	0.8%	1.2%	1.5%	1.3%
- Others	**2.5%**	3.0%	2.7%	2.8%	2.5%	2.1%	4.0%	1.8%	1.9%	2.4%

** Percentage of valid answers*



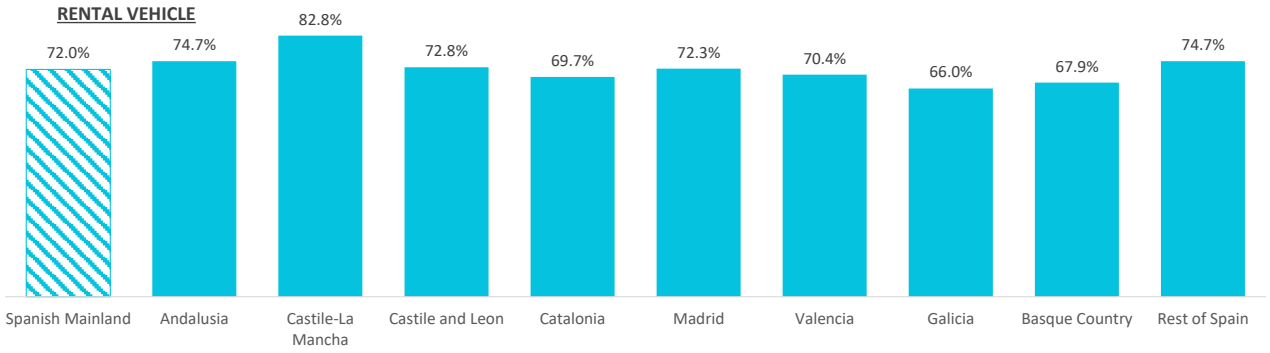
Profile of the Spanish tourist according to region of residence (2025)

TRANSPORT (Data Q4 2025)

What means of transport have they used during their stay in the Canary Islands?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Rental vehicle	**72.0%**	74.7%	82.8%	72.8%	69.7%	72.3%	70.4%	66.0%	67.9%	74.7%
Public transport	**18.9%**	17.6%	5.8%	22.0%	18.1%	19.9%	17.6%	23.1%	20.2%	19.0%
Taxi / Private hire vehicle	**18.2%**	18.7%	7.1%	14.1%	25.7%	20.7%	17.1%	8.1%	18.4%	14.4%
Organised excursions with transport included	**6.2%**	8.7%	6.4%	7.6%	4.6%	6.4%	1.7%	5.4%	7.7%	6.0%
Bicycle	**0.9%**	1.5%	1.2%	0.9%	0.5%	0.6%	1.1%	0.0%	1.6%	1.2%
On foot	**4.4%**	3.2%	6.6%	3.0%	3.4%	4.6%	7.1%	8.7%	5.6%	2.6%

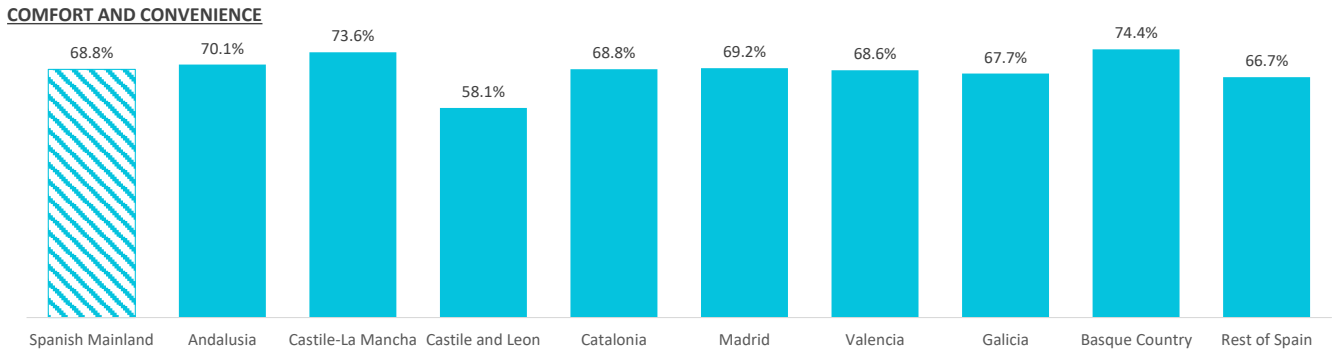
** Multi-choise question*



What factors influenced their choice of transport?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
No other alternative	**14.6%**	17.8%	19.1%	19.5%	15.0%	16.5%	12.4%	10.5%	7.4%	12.5%
Comfort and convenience	**68.8%**	70.1%	73.6%	58.1%	68.8%	69.2%	68.6%	67.7%	74.4%	66.7%
Price	**24.2%**	27.3%	21.3%	31.7%	20.4%	21.4%	25.3%	24.0%	29.0%	24.0%
Acessibility	**15.4%**	16.3%	20.5%	20.5%	16.8%	16.9%	12.5%	6.2%	12.0%	14.8%
Environmental impact	**2.5%**	0.4%	0.8%	3.2%	0.3%	4.1%	2.4%	1.7%	3.6%	3.8%
Safety	**5.9%**	9.2%	6.4%	6.3%	5.4%	6.2%	2.6%	5.3%	3.6%	5.6%
Available travel time	**13.5%**	12.4%	7.0%	11.1%	12.6%	16.6%	11.8%	16.2%	10.3%	14.1%
Punctuality	**4.0%**	5.3%	4.3%	6.5%	2.3%	3.5%	2.7%	3.1%	5.7%	4.0%
Flexible timetable	**23.1%**	21.2%	33.7%	40.6%	21.7%	21.6%	16.4%	27.4%	22.3%	23.3%

** Multi-choise questions*



	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Yes	**7.3%**	9.1%	4.0%	1.7%	9.9%	5.7%	5.6%	11.2%	6.6%	8.3%
- Infrequent service	**2.4%**	2.6%	0.0%	0.6%	1.7%	2.8%	2.0%	3.0%	3.3%	2.6%
- Confusing or insufficient information	**1.6%**	1.4%	0.8%	1.3%	1.6%	1.3%	1.6%	4.9%	2.2%	0.8%
- Accessibility barriers	**0.5%**	0.8%	0.0%	0.0%	1.4%	0.8%	0.0%	0.0%	0.0%	0.3%
- Delays or cancellations	**1.4%**	0.2%	0.0%	0.0%	3.9%	0.9%	2.3%	1.7%	1.0%	1.3%
- High fares	**0.8%**	0.8%	0.9%	0.0%	1.2%	0.6%	1.1%	1.0%	0.0%	1.1%
- Difficulties with booking systems	**0.3%**	0.1%	0.0%	0.0%	0.2%	0.4%	0.0%	2.6%	0.0%	0.2%
- Poor connections	**1.1%**	2.7%	0.9%	0.0%	1.0%	0.5%	1.4%	0.0%	0.0%	2.0%
- Others	**1.6%**	1.5%	2.3%	0.5%	2.2%	1.8%	1.2%	3.0%	0.2%	1.9%
No	**92.7%**	90.9%	96.0%	98.3%	90.1%	94.3%	94.4%	88.8%	93.4%	91.7%

** The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total number c*

Profile of the Spanish tourist according to region of residence (2025)

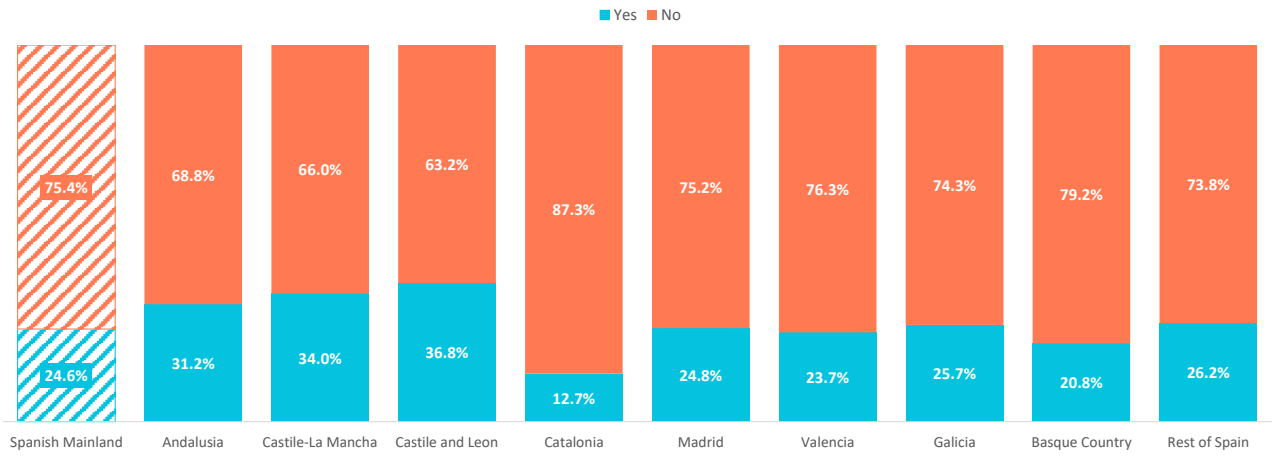
TOURIST TAX (Data from Q4 2024 to Q3 2025)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Yes	**54.2%**	44.5%	45.0%	49.9%	67.2%	54.8%	58.2%	49.4%	54.9%	53.8%
No	**29.9%**	39.4%	36.6%	34.4%	15.1%	29.5%	28.6%	38.4%	29.5%	29.5%
Not remember	**15.9%**	16.1%	18.4%	15.6%	17.7%	15.7%	13.2%	12.1%	15.6%	16.8%

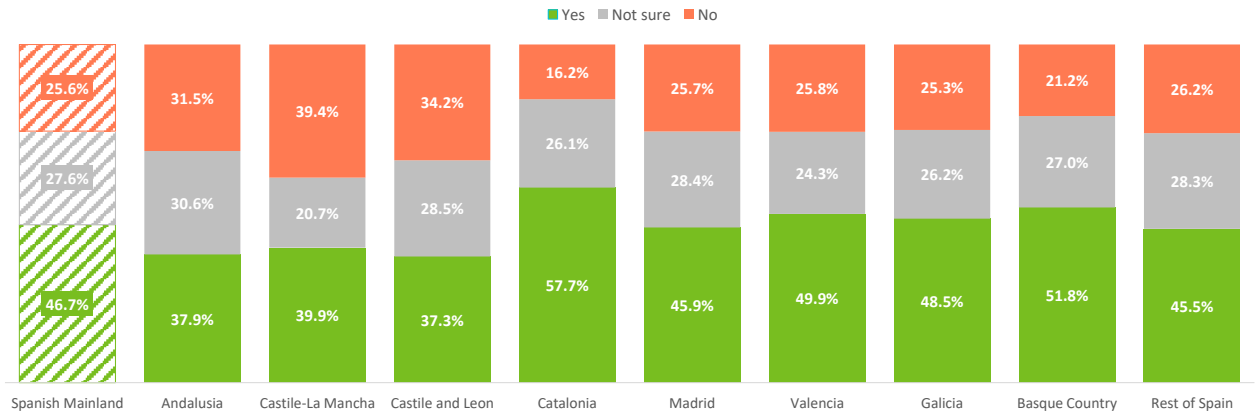
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Yes	**24.6%**	31.2%	34.0%	36.8%	12.7%	24.8%	23.7%	25.7%	20.8%	26.2%
No	**75.4%**	68.8%	66.0%	63.2%	87.3%	75.2%	76.3%	74.3%	79.2%	73.8%



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Yes	**46.7%**	37.9%	39.9%	37.3%	57.7%	45.9%	49.9%	48.5%	51.8%	45.5%
- For any purpose	**7.2%**	5.6%	5.1%	5.0%	8.8%	6.9%	9.7%	9.5%	7.2%	6.8%
- Improve living conditions	**8.6%**	6.1%	6.2%	5.8%	9.0%	9.4%	7.0%	8.3%	13.8%	8.5%
- Improve economic development	**3.9%**	4.4%	4.3%	3.4%	3.9%	3.8%	3.5%	4.8%	4.3%	3.0%
- Improve the environment	**17.7%**	14.3%	15.2%	14.7%	25.2%	16.1%	20.7%	16.4%	16.8%	17.9%
- Improve the tourist environment	**4.9%**	4.6%	6.8%	4.1%	4.9%	5.4%	4.4%	4.9%	4.4%	5.0%
- Other purposes	**4.4%**	3.0%	2.3%	4.3%	6.0%	4.3%	4.5%	4.6%	5.3%	4.2%
Not sure	**27.6%**	30.6%	20.7%	28.5%	26.1%	28.4%	24.3%	26.2%	27.0%	28.3%
No	**25.6%**	31.5%	39.4%	34.2%	16.2%	25.7%	25.8%	25.3%	21.2%	26.2%



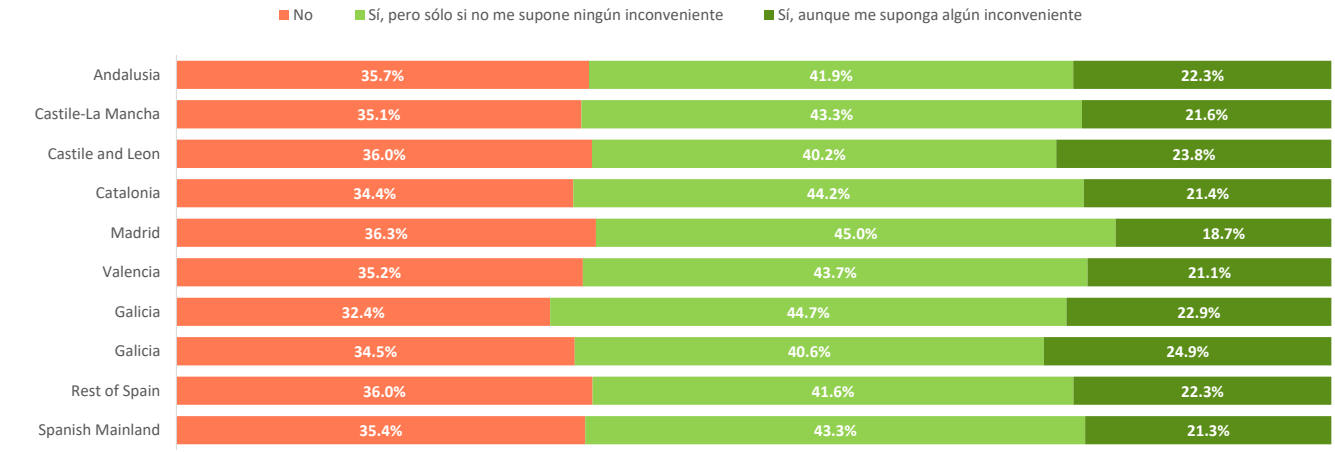
How much would they be willing to pay?

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Up to 1 euro	**44.0%**	41.9%	42.4%	50.7%	46.4%	43.8%	43.7%	40.3%	45.0%	43.1%
Up to 2 euros	**27.2%**	26.8%	28.0%	22.4%	28.4%	26.6%	28.9%	29.7%	26.6%	26.9%
Up to 3 euros	**19.1%**	20.0%	22.9%	19.4%	16.5%	20.3%	19.1%	18.8%	18.7%	18.7%
More than 3 euros	**9.7%**	11.3%	6.7%	7.5%	8.7%	9.3%	8.3%	11.2%	9.6%	11.3%

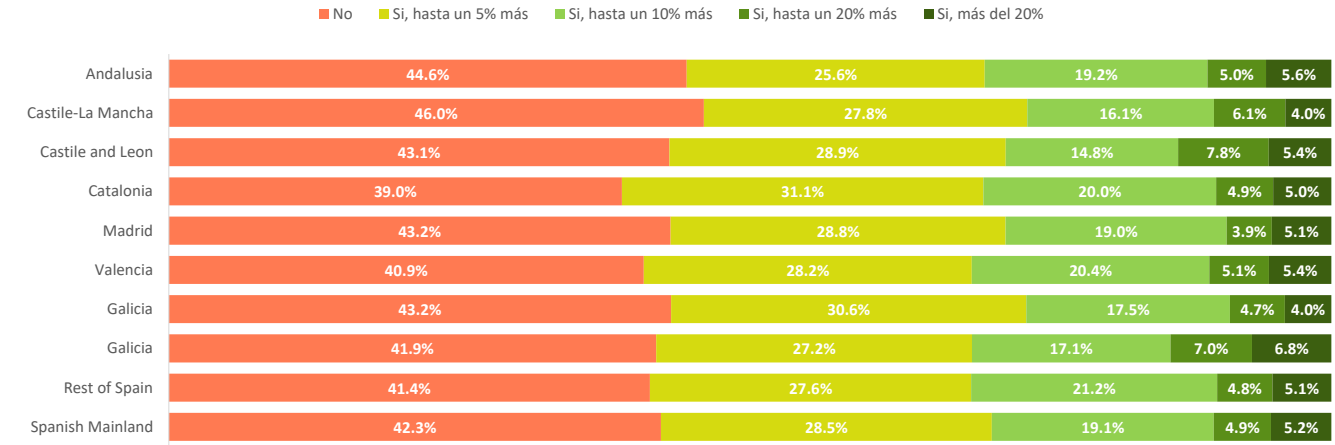
Profile of the Spanish tourist according to region of residence (2025)

SUSTAINABLE DESTINATION (DATA = 2023)

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



*Percepcion of the following sustainability measures during their stay **

	Spanish Mainland	Andalusia	Castile-La Mancha	Castile and Leon	Catalonia	Madrid	Valencia	Galicia	Basque Country	Rest of Spain
Quality of life on the island	**8.27**	8.37	8.47	8.15	8.33	8.39	8.29	7.98	7.83	8.20
Tolerance towards tourism	**8.71**	8.73	8.85	8.78	8.70	8.67	8.80	8.67	8.63	8.71
Cleanliness of the island	**8.17**	8.44	8.29	7.90	8.21	8.17	8.31	7.99	7.83	8.09
Air quality	**8.52**	8.60	8.84	8.39	8.62	8.60	8.50	8.19	8.29	8.42
Rational water consumption	**7.61**	7.73	7.81	7.53	7.64	7.57	7.72	7.55	7.33	7.65
Energy saving	**7.13**	7.32	7.34	7.15	7.11	7.05	7.19	7.10	6.82	7.19
Use of renewable energy	**7.11**	7.27	7.11	7.10	7.24	7.07	7.13	6.93	6.84	7.10
Recycling	**6.93**	7.07	7.05	6.85	6.90	6.89	7.06	6.98	6.61	6.95
Easy to get around by public transport	**6.90**	7.08	7.13	7.53	6.73	6.60	7.07	7.19	6.99	7.03
Overcrowding in tourist areas	**7.02**	7.08	7.20	7.22	6.96	7.03	7.08	7.05	6.91	6.91
Supply of local products	**7.55**	7.60	7.89	7.72	7.42	7.60	7.69	7.39	7.20	7.60

** Scale 0 - 10 (0 = Not important and 10 = Very important)*

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.