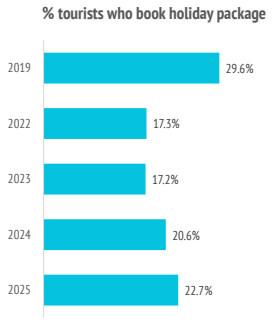
Tourist profile. Historical data (2019 - 2025)

Spanish Mainland

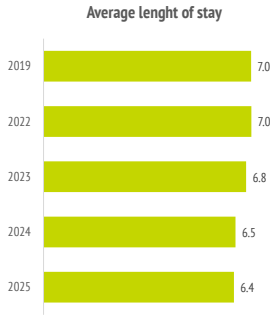
How many are they and how much do they spend?

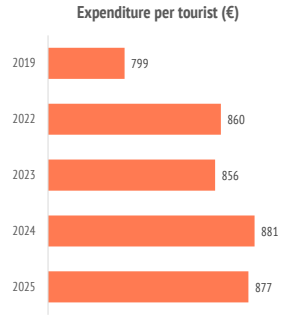
	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,968**	**1,923**	**1,944**	**1,984**	**2,052**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,767**	**1,713**	**1,711**	**1,735**	**1,822**
- % tourists who book holiday package	29.6%	17.3%	17.2%	20.6%	22.7%
Children < 16 years old (FRONTUR - EGT) (*)	201	210	234	249	230
Expenditure per tourist (€)	**799**	**860**	**856**	**881**	**877**
- book holiday package	1,055	1,110	1,141	1,162	1,132
- holiday package	816	857	882	917	878
- others	239	254	259	245	254
- do not book holiday package	691	807	797	808	803
- flight	193	210	206	204	193
- accommodation	218	286	281	295	288
- others	280	311	310	309	321
Average lenght of stay	**7.0**	**7.0**	**6.8**	**6.5**	**6.4**
- Median	6.6	6.4	6.3	6.0	**6.0**
Average daily expenditure (€)	**130.77**	**139.09**	**143.68**	**153.13**	**156.04**
- Median	122.81	130.35	137.13	147.03	**148.34**
Average daily expenditure (without flight)	**93.39**	**101.52**	**104.79**	**112.60**	**117.03**
- Median	89.43	97.88	101.92	111.68	**113.08**
Average cost of the flight (€)	**221.1**	**222.9**	**222.2**	**224.8**	**212.7**
Total turnover (≥ 16 years old) (€m)	**1,411**	**1,473**	**1,465**	**1,529**	**1,599**
Turnover without flight (≥ 16 years old) (€m)	**1,020**	**1,091**	**1,085**	**1,139**	**1,211**

(*) Thousands of tourists









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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	72.3%	74.9%	74.6%	78.5%	79.5%
- Additional accommodation expenses	9.3%	8.9%	8.7%	8.0%	8.2%
Transport:					
- National/International Transport	91.0%	91.9%	91.3%	91.9%	92.3%
- Flights between islands	6.9%	7.7%	7.4%	6.3%	6.7%
- Taxi	24.5%	21.0%	19.8%	19.4%	21.5%
- Car rental	48.6%	54.5%	55.7%	57.4%	58.3%
- Public transport	9.9%	11.0%	12.1%	9.9%	11.7%
Food and drink:					
- Food purchases at supermarkets	48.7%	51.8%	53.9%	54.5%	54.3%
- Restaurants	71.7%	74.7%	73.5%	74.0%	75.1%
Leisure:					
- Organized excursions	24.1%	27.2%	27.6%	28.2%	27.7%
- Sport activities	4.4%	4.9%	5.1%	4.9%	5.2%
- Cultural activities	3.0%	2.9%	3.6%	3.6%	3.5%
- Museums	7.5%	8.6%	8.4%	9.4%	9.4%
- Theme Parks	11.5%	12.0%	12.6%	13.7%	13.1%
- Discos and pubs	9.0%	9.9%	10.4%	10.2%	9.4%
- Wellness	3.4%	3.4%	3.1%	2.6%	2.9%
Purchases of goods:					
- Souvenirs	48.0%	42.6%	42.8%	44.2%	44.3%
- Other expenses	0.5%	0.7%	0.6%	0.8%	0.9%
Other:					
- Medical or pharmaceutical expenses	6.5%	7.2%	7.4%	7.4%	6.9%
- Other expenses	5.5%	5.2%	5.0%	4.9%	4.6%

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:	**515**	**551**	**544**	**561**	**560**
- Accommodation	406	433	432	444	435
- Additional accommodation expenses	109	118	112	117	125
Transport:	**468**	**519**	**494**	**502**	**485**
- National/International Transport	243	243	243	245	231
- Flights between islands	65	77	71	73	71
- Taxi	55	60	56	58	60
- Car rental	83	111	101	100	100
- Public transport	23	28	23	26	23
Food and drink:	**201**	**211**	**216**	**212**	**217**
- Food purchases at supermarkets	76	75	75	73	75
- Restaurants	125	136	141	139	142
Leisure:	**413**	**428**	**432**	**417**	**442**
- Organized excursions	78	77	75	77	78
- Sport activities	77	84	79	71	81
- Cultural activities	53	61	54	48	51
- Museums	31	31	33	32	36
- Theme Parks	59	63	67	70	74
- Discos and pubs	63	59	59	64	69
- Wellness	53	54	65	55	53
Purchases of goods:	**270**	**223**	**145**	**131**	**313**
- Souvenirs	76	65	66	61	59
- Other expenses	194	159	79	70	254
Other:	**84**	**109**	**136**	**87**	**101**
- Medical or pharmaceutical expenses	20	25	26	22	16
- Other expenses	64	84	109	65	84

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)

Spanish Mainland

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	71.9%	74.8%	73.5%	76.8%	77.0%
Visiting family or friends	16.6%	16.0%	16.3%	14.3%	12.8%
Business and work	9.5%	6.2%	7.2%	7.1%	7.6%
Education and training	0.3%	0.5%	0.7%	0.3%	0.3%
Sports training	0.5%	0.8%	0.6%	0.5%	0.9%
Health or medical care	0.1%	0.2%	0.1%	0.2%	0.1%
Fairs and congresses	0.6%	0.7%	0.8%	0.5%	0.8%
Others	0.6%	0.9%	0.8%	0.4%	0.6%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	34.1%	28.7%	27.2%	28.7%	26.8%
Enjoy family time	23.0%	22.2%	22.0%	20.9%	20.2%
Have fun	8.7%	8.4%	10.5%	10.1%	10.2%
Explore the destination	30.9%	37.3%	37.4%	37.5%	39.4%
Practice their hobbies	2.0%	1.9%	1.4%	1.2%	1.6%
Other reasons	1.2%	1.5%	1.6%	1.6%	1.8%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	10.7%	6.0%	5.8%	5.3%
Canary Islands	--	19.0%	20.5%	19.7%	19.2%
Other destination	--	70.3%	73.5%	74.5%	75.5%
- Balearic Islands	--	8.4%	7.2%	7.0%	6.3%
- Rest of Spain	--	42.9%	34.2%	34.5%	33.8%
- Italy	--	3.9%	6.4%	6.3%	7.2%
- France	--	2.4%	4.4%	4.0%	4.0%
- Turkey	--	0.5%	1.0%	0.9%	1.0%
- Greece	--	1.1%	1.6%	1.9%	2.0%
- Portugal	--	4.1%	5.7%	5.3%	4.9%
- Croatia	--	0.5%	0.5%	0.9%	0.8%
- Egypt	--	0.4%	1.1%	0.9%	0.9%
- Tunisia	--	0.1%	0.1%	0.2%	0.1%
- Morocco	--	0.5%	1.3%	1.5%	2.0%
- Others	--	5.6%	10.1%	11.1%	12.5%

** 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")	--	35.9%	36.4%	35.4%	36.9%
Canary Islands (other island)	--	22.7%	24.1%	24.0%	24.3%
Other destination	--	41.3%	39.4%	40.7%	38.7%
- Balearic Islands	--	9.8%	8.9%	9.0%	8.3%
- Rest of Spain	--	11.3%	9.4%	10.5%	10.1%
- Italy	--	4.8%	4.7%	5.6%	5.4%
- France	--	1.7%	1.7%	1.5%	1.5%
- Turkey	--	1.0%	0.9%	0.8%	0.9%
- Greece	--	3.3%	3.5%	3.5%	3.0%
- Portugal	--	3.9%	4.2%	4.5%	4.3%
- Croatia	--	1.4%	1.5%	1.6%	1.4%
- Egypt	--	1.5%	1.7%	1.6%	1.3%
- Others	--	2.7%	3.1%	2.1%	2.5%

** Percentage of valid answers*

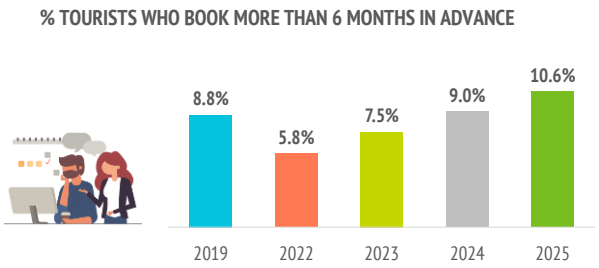
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	64.9%	62.0%	63.4%	61.5%	60.4%
Landscapes	48.4%	51.5%	53.3%	51.8%	52.5%
Tranquility	49.2%	50.9%	51.4%	51.5%	51.9%
Sea	42.9%	44.5%	46.2%	45.1%	43.4%
Environment	40.1%	42.4%	43.0%	40.4%	41.4%
Safety	33.1%	38.1%	40.8%	41.6%	40.7%
Beaches	38.4%	40.6%	42.2%	40.7%	40.6%
European belonging	34.8%	37.6%	38.7%	39.9%	38.7%
Authenticity	28.1%	32.2%	33.9%	33.4%	33.4%
Gastronomy	24.8%	28.9%	31.7%	31.6%	32.0%
Price	27.0%	29.3%	31.3%	30.2%	30.0%
Effortless trip	24.3%	26.4%	28.7%	28.9%	29.3%
Fun possibilities	22.3%	24.1%	27.7%	27.3%	26.3%
Accommodation supply	23.7%	26.4%	25.7%	26.8%	24.5%
Exoticism	15.4%	17.3%	19.2%	17.7%	17.0%
Historical heritage	14.4%	15.6%	16.6%	17.5%	16.6%
Hiking trail network	13.4%	14.0%	16.1%	13.0%	14.1%
Culture	11.0%	11.7%	12.9%	14.1%	13.4%
Nightlife	8.4%	8.0%	10.4%	9.5%	9.2%
Shopping	7.4%	6.9%	8.3%	8.0%	8.0%

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	1.3%	1.1%	1.3%	1.5%	1.9%
Between 1 and 30 days	31.4%	34.1%	31.5%	29.1%	30.0%
Between 1 and 2 months	29.9%	33.3%	31.0%	28.7%	27.0%
Between 3 and 6 months	28.6%	25.7%	28.8%	31.6%	30.4%
More than 6 months	8.8%	5.8%	7.5%	9.0%	10.6%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	37.0%	34.4%	35.0%	33.8%	33.9%
Friends or relatives	34.5%	37.9%	37.9%	38.5%	37.8%
Internet or social media	48.9%	52.5%	49.4%	49.7%	49.0%
Mass Media	1.0%	1.0%	1.2%	1.3%	1.4%
Travel guides and magazines	4.1%	3.7%	3.3%	3.0%	3.6%
Travel Blogs or Forums	8.3%	10.9%	9.3%	8.8%	8.1%
Travel TV Channels	0.3%	0.5%	0.5%	0.4%	0.5%
Tour Operator or Travel Agency	15.7%	10.5%	10.6%	10.7%	10.6%
Public administrations or similar	1.2%	1.3%	1.1%	1.1%	1.7%
Others	3.3%	4.6%	5.1%	5.6%	5.5%

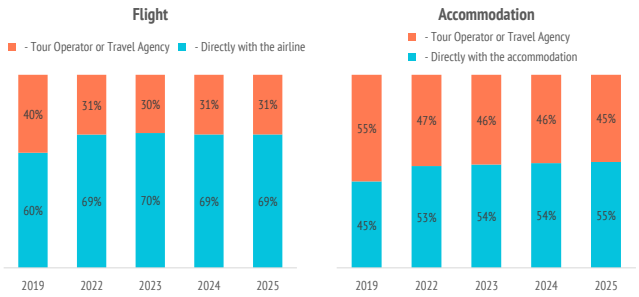
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

Spanish Mainland

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	59.6%	69.0%	69.8%	69.1%	69.1%
- Tour Operator or Travel Agency	40.4%	31.0%	30.2%	30.9%	30.9%
Accommodation					
- Directly with the accommodation	44.8%	52.7%	53.5%	54.3%	54.8%
- Tour Operator or Travel Agency	55.2%	47.3%	46.5%	45.7%	45.2%



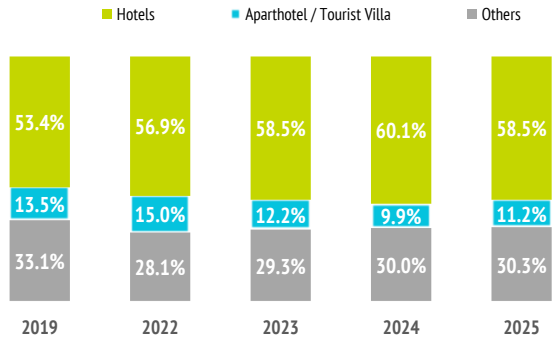
Where are they from?

	2019	2022	2023	2024	2025
Spanish Mainland	99.4%	99.6%	99.7%	99.6%	99.7%
Portugal	0.0%	0.1%	0.0%	0.0%	0.1%
France	0.0%	0.1%	0.0%	0.0%	0.0%
United Kingdom	0.1%	0.0%	0.1%	0.1%	0.0%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.1%	0.0%	0.0%	0.0%	0.0%
Norway	0.0%	0.0%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.2%	0.1%	0.2%	0.1%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	10.3%	10.8%	12.2%	13.5%	13.9%
4* Hotel	34.4%	37.4%	37.8%	38.2%	37.9%
5* Hotel / 5* Luxury Hotel	8.7%	8.7%	8.5%	8.4%	6.6%
Aparthotel / Tourist Villa	13.5%	15.0%	12.2%	9.9%	11.2%
House/room rented in a private dwelling	8.2%	6.9%	9.8%	14.5%	15.7%
Private accommodation (1)	18.9%	16.8%	15.8%	13.2%	12.3%
Others (Cottage, cruise, camping,..)	6.0%	4.5%	3.7%	2.3%	2.3%

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

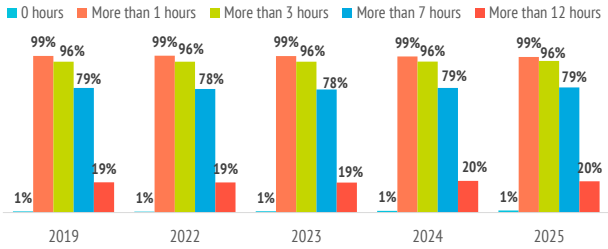


What do they book?

	2019	2022	2023	2024	2025
Room only	30.0%	32.2%	33.3%	35.3%	39.3%
Bed and Breakfast	17.1%	19.1%	19.1%	19.4%	19.0%
Half board	23.5%	22.1%	22.4%	20.9%	18.8%
Full board	6.8%	4.8%	4.5%	4.4%	4.9%
All inclusive	22.7%	21.8%	20.6%	19.9%	18.0%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	0.8%	0.6%	0.8%	1.1%	1.4%
1 - 2 hours	3.6%	3.8%	3.5%	3.2%	2.6%
3 - 6 hours	16.6%	17.3%	17.7%	16.7%	16.8%
7 - 12 hours	59.8%	59.2%	58.9%	58.9%	59.5%
More than 12 hours	19.2%	19.1%	19.0%	20.1%	19.8%
Outdoor time per day	9.7	9.6	9.7	9.8	9.8



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	72.4%	77.3%	75.2%	76.7%	75.5%
Beach	65.9%	73.3%	72.3%	72.0%	69.6%
Explore the island on their own	58.6%	65.4%	65.0%	66.2%	65.0%
Taste Canarian gastronomy	39.1%	43.8%	43.0%	45.4%	45.3%
Swimming pool, hotel facilities	44.3%	49.2%	47.8%	48.4%	44.7%
Hiking	--	24.2%	23.0%	23.1%	23.6%
Wineries / markets / popular festivals	15.9%	17.0%	17.8%	18.4%	18.8%
Museums / exhibitions	15.9%	17.2%	17.6%	18.2%	17.6%
Theme parks	16.5%	15.7%	16.2%	18.2%	17.0%
Organized excursions	14.0%	16.0%	15.4%	16.2%	16.4%
Nightlife / concerts / shows	15.2%	15.1%	17.2%	16.3%	15.1%
Other Nature Activities	--	12.8%	13.0%	12.7%	13.1%
Sea excursions / whale watching	9.8%	10.7%	10.5%	10.7%	10.7%
Running	--	5.4%	5.4%	5.6%	6.1%
Astronomical observation	4.1%	4.7%	4.7%	4.9%	4.8%
Practice other sports	--	5.5%	5.4%	5.2%	4.4%
Beauty and health treatments	4.7%	4.2%	4.0%	3.7%	3.2%
Scuba Diving	--	3.2%	2.9%	3.1%	3.1%
Surf	--	2.8%	2.9%	3.0%	2.4%
Swim	--	3.6%	2.2%	2.1%	1.9%
Cycling / Mountain bike	--	2.0%	1.6%	1.6%	1.4%
Golf	--	0.8%	1.1%	1.3%	1.0%
Windsurf / Kitesurf	--	0.5%	0.7%	0.6%	0.6%

** Multi-choise question*

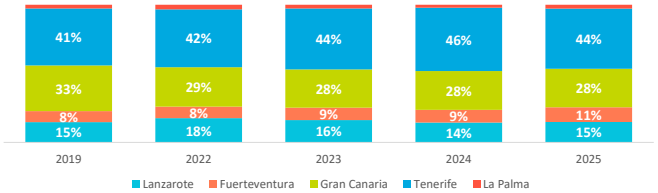
Tourist profile. Historical data (2019 - 2025)

Spanish Mainland

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	259,531	299,451	276,075	249,721	267,123
Fuerteventura	140,184	142,565	152,378	158,370	193,655
Gran Canaria	582,637	488,286	472,841	485,525	506,486
Tenerife	728,233	715,863	752,050	794,245	790,063
La Palma	47,384	56,196	45,564	37,535	50,988

Share by islands	2019	2022	2023	2024	2025
Lanzarote	14.8%	17.6%	16.3%	14.5%	14.8%
Fuerteventura	8.0%	8.4%	9.0%	9.2%	10.7%
Gran Canaria	33.1%	28.7%	27.8%	28.1%	28.0%
Tenerife	41.4%	42.1%	44.3%	46.0%	43.7%
La Palma	2.7%	3.3%	2.7%	2.2%	2.8%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	87.3%	89.0%	89.0%	90.6%	90.4%
Two islands	11.3%	9.4%	9.4%	8.1%	8.1%
Three or more islands	1.4%	1.6%	1.5%	1.2%	1.6%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	70.6%	69.3%	71.9%	69.0%	70.5%
At least 10 previous visits	18.5%	17.0%	18.0%	15.5%	14.7%
Repeat tourists (last 5 years)	64.0%	60.6%	65.0%	61.9%	63.3%
Repeat tourists (last 5 years)(5 or more visits)	19.7%	15.4%	16.7%	14.9%	16.2%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.61	8.81	8.83	8.73	8.74

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	3.3%	3.4%	3.3%	4.2%	3.0%
Lived up to expectations	52.9%	51.5%	49.4%	51.1%	51.4%
Better or much better than expected	43.8%	45.1%	47.3%	44.7%	45.7%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.84	9.06	9.08	9.02	9.02
Recommend visiting the Canary Islands	9.01	9.22	9.23	9.13	9.17

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	53.8%	52.6%	50.8%	51.6%	51.2%
Women	46.2%	47.4%	49.2%	48.4%	48.8%
Age					
Average age	42.3	40.6	40.1	40.2	41.5
Standard deviation	13.1	13.8	13.9	14.3	15.0
Age range					
16 - 24 years old	7.2%	12.2%	13.6%	14.5%	12.5%
25 - 30 years old	14.6%	16.7%	16.9%	16.4%	16.2%
31 - 45 years old	39.9%	36.4%	37.0%	36.5%	35.9%
46 - 60 years old	28.0%	24.5%	22.7%	22.0%	21.9%
Over 60 years old	10.2%	10.1%	9.8%	10.6%	13.5%
Occupation					
Salaried worker	61.0%	63.0%	64.2%	63.7%	62.9%
Self-employed	12.6%	11.0%	10.7%	10.7%	11.5%
Unemployed	2.5%	2.7%	2.1%	2.3%	1.9%
Business owner	9.5%	8.1%	8.6%	8.8%	8.1%
Student	4.8%	6.9%	6.1%	6.3%	5.2%
Retired	8.3%	7.1%	7.2%	7.0%	9.3%
Unpaid domestic work	0.7%	0.4%	0.4%	0.4%	0.2%
Others	0.7%	0.7%	0.7%	0.9%	0.9%
Annual household income level					
Less than €25,000	26.7%	24.7%	22.3%	20.6%	19.6%
€25,000 - €49,999	45.3%	45.3%	46.8%	45.7%	45.3%
€50,000 - €74,999	17.0%	18.5%	18.9%	21.2%	22.1%
More than €74,999	11.0%	11.6%	12.1%	12.5%	13.0%
Education level					
No studies	0.3%	0.3%	0.4%	0.5%	0.5%
Primary education	4.0%	2.2%	2.4%	2.8%	3.0%
Secondary education	20.3%	17.2%	15.9%	16.1%	17.6%
Higher education	75.5%	80.4%	81.3%	80.5%	78.9%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	19.1%	15.9%	15.9%	13.6%	13.6%
Only with partner	38.2%	40.3%	39.8%	41.0%	40.2%
Only with children (< 13 years old)	6.5%	4.5%	4.5%	4.2%	3.5%
Partner + children (< 13 years old)	8.9%	8.7%	8.1%	8.2%	7.8%
Other relatives	6.6%	8.0%	8.3%	8.5%	8.8%
Friends	7.7%	8.5%	9.0%	9.7%	10.6%
Work colleagues	2.0%	2.4%	2.4%	2.4%	2.6%
Organized trip	0.2%	0.4%	0.2%	0.3%	0.6%
Other combinations (2)	10.9%	11.4%	11.8%	12.1%	12.2%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**19.2%**	**17.3%**	**16.5%**	**17.1%**	**15.7%**
- Between 0 and 2 years old	1.6%	1.9%	1.6%	1.6%	1.7%
- Between 3 and 12 years old	16.2%	14.4%	13.7%	14.5%	13.2%
- Between 0 -2 and 3-12 years old	1.3%	1.1%	1.2%	1.0%	0.9%
Tourists without children	**80.8%**	**82.7%**	**83.5%**	**82.9%**	**84.3%**
Group composition:					
- 1 person	22.5%	19.1%	19.3%	16.8%	16.4%
- 2 people	44.9%	47.4%	47.8%	48.6%	49.5%
- 3 people	13.2%	13.7%	12.5%	13.1%	12.7%
- 4 or 5 people	16.4%	16.3%	16.4%	17.0%	16.0%
- 6 or more people	3.0%	3.4%	4.0%	4.5%	5.4%
Average group size:	**2.44**	**2.50**	**2.51**	**2.60**	**2.66**

**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.