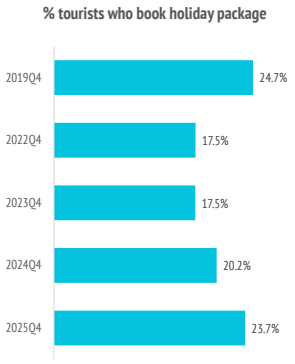
Tourist profile. Historical data (2019 - 2025)

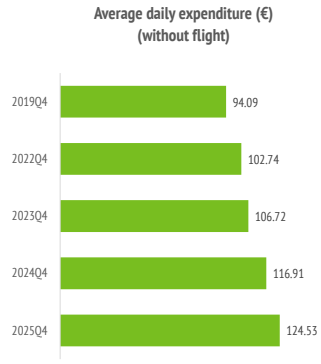
SPANISH MAINLAND: Fourth Quarter

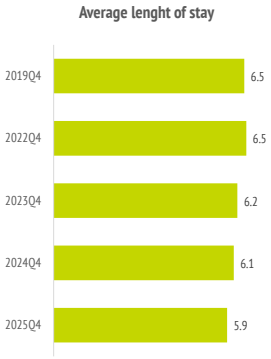
How many are they and how much do they spend?

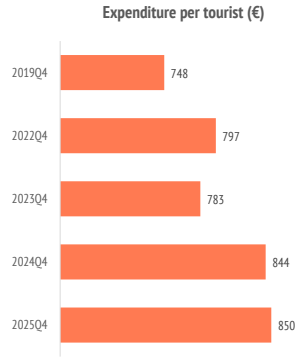
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**403**	**436**	**411**	**425**	**426**
Tourist arrivals ≥ 16 years old (EGT) (*)	**375**	**401**	**374**	**387**	**391**
- book holiday package (*)	93	70	65	78	93
- do not book holiday package (*)	282	331	308	309	299
- % tourists who book holiday package	24.7%	17.5%	17.5%	20.2%	23.7%
Children < 16 years old (FRONTUR - EGT) (*)	28	35	37	38	35
Expenditure per tourist (€) (group spend / group size)	**671**	**723**	**711**	**761**	**769**
Expenditure per tourist (€) (group spend / +16)	**748**	**797**	**783**	**844**	**850**
- book holiday package	1,014	1,044	1,107	1,108	1,146
- holiday package	775	790	868	893	887
- others	240	254	238	215	259
- do not book holiday package	661	745	714	778	757
- flight	186	187	163	179	174
- accommodation	213	250	256	297	277
- others	262	308	295	302	307
Average lenght of stay	**6.5**	**6.5**	**6.2**	**6.1**	**5.9**
- Median	6.3	6.0	6.0	6.0	5.8
Average daily expenditure (€)	**132.90**	**137.83**	**142.04**	**154.94**	**164.37**
- Median	127.20	134.26	132.37	150.79	154.38
Average daily expenditure (without flight)	**94.09**	**102.74**	**106.72**	**116.91**	**124.53**
- Median	93.08	100.78	100.77	114.29	118.53
Average cost of the flight (€)	**210**	**197**	**184**	**198**	**196**
Total turnover (€m)	**281**	**320**	**293**	**326**	**332**
Turnover without flight (€m)	**202**	**241**	**224**	**250**	**256**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	71.5%	71.9%	75.7%	79.9%	77.3%
- Additional accommodation expenses	8.6%	7.6%	8.1%	8.6%	8.7%
Transport:					
- National/International Transport	88.3%	91.3%	91.0%	91.7%	90.8%
- Flights between islands	6.3%	6.3%	7.6%	5.9%	5.6%
- Taxi	23.8%	21.0%	20.5%	19.4%	21.3%
- Car rental	47.7%	52.8%	52.0%	55.2%	58.2%
- Public transport	9.7%	9.7%	10.2%	10.4%	10.6%
Food and drink:					
- Food purchases at supermarkets	46.3%	51.6%	52.1%	54.2%	49.3%
- Restaurants	72.2%	74.4%	73.3%	73.1%	75.7%
Leisure:					
- Organized excursions	20.4%	24.0%	25.6%	26.0%	21.9%
- Sport activities	5.0%	5.1%	5.0%	4.6%	4.4%
- Cultural activities	2.8%	2.6%	3.1%	3.9%	3.5%
- Museums	7.5%	8.7%	7.3%	8.8%	11.0%
- Theme Parks	10.4%	11.3%	11.4%	12.1%	10.1%
- Discos and pubs	6.5%	10.5%	8.2%	9.0%	6.8%
- Wellness	4.2%	3.0%	2.8%	3.0%	2.9%
Purchases of goods:					
- Souvenirs	49.5%	41.6%	43.2%	43.1%	44.0%
- Other expenses	0.6%	0.8%	0.5%	0.9%	1.0%
Other:					
- Medical or pharmaceutical expenses	6.0%	6.1%	7.0%	6.8%	5.1%
- Other expenses	4.6%	5.7%	4.9%	4.9%	5.1%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**478**	**528**	**492**	**564**	**579**
- Accommodation	377	403	400	438	451
- Additional accommodation expenses	101	124	92	126	128
Transport:	**455**	**514**	**450**	**480**	**450**
- National/International Transport	238	216	202	216	216
- Flights between islands	56	87	69	78	62
- Taxi	52	62	60	57	58
- Car rental	81	103	93	100	94
- Public transport	28	47	27	29	21
Food and drink:	**193**	**216**	**204**	**200**	**215**
- Food purchases at supermarkets	71	76	73	64	66
- Restaurants	122	140	132	136	149
Leisure:	**365**	**498**	**417**	**399**	**456**
- Organized excursions	63	66	75	72	71
- Sport activities	74	94	65	65	76
- Cultural activities	54	113	49	55	56
- Museums	36	32	34	33	37
- Theme Parks	48	62	66	68	81
- Discos and pubs	57	78	56	57	76
- Wellness	34	53	73	49	59
Purchases of goods:	**401**	**169**	**168**	**129**	**211**
- Souvenirs	81	66	69	63	**68**
- Other expenses	320	103	98	66	**143**
Other:	**85**	**137**	**255**	**121**	**90**
- Medical or pharmaceutical expenses	31	25	27	24	**16**
- Other expenses	54	112	228	97	**74**

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: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	66.0%	68.4%	68.6%	74.7%	73.1%
Visiting family or friends	17.7%	20.6%	17.6%	15.7%	15.6%
Business and work	13.6%	5.9%	9.3%	7.3%	9.9%
Education and training	0.4%	0.5%	0.4%	0.2%	0.3%
Sports training	0.6%	1.0%	0.9%	0.6%	0.6%
Health or medical care	0.2%	0.4%	0.1%	0.2%	0.0%
Fairs and congresses	1.0%	2.1%	1.7%	0.6%	0.5%
Others	0.6%	1.2%	1.4%	0.6%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	36.2%	27.1%	29.8%	32.2%	28.5%
Enjoy family time	25.2%	24.9%	23.0%	21.6%	24.1%
Have fun	6.1%	7.3%	8.7%	7.2%	7.2%
Explore the destination	28.9%	36.1%	34.7%	35.1%	36.1%
Practice their hobbies	2.1%	2.8%	1.7%	1.3%	1.7%
Other reasons	1.5%	1.7%	2.1%	2.5%	2.4%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	9.2%	7.0%	6.8%	5.6%
Canary Islands	--	20.6%	21.6%	20.9%	22.8%
Other destination	--	70.2%	71.4%	72.3%	71.7%
- Balearic Islands	--	7.3%	5.6%	6.0%	5.6%
- Rest of Spain	--	39.0%	30.2%	32.6%	30.2%
- Italy	--	4.7%	6.6%	6.7%	7.6%
- France	--	2.4%	4.3%	4.6%	3.8%
- Turkey	--	0.7%	0.5%	1.5%	1.3%
- Greece	--	1.8%	1.5%	1.4%	1.9%
- Portugal	--	4.5%	7.2%	5.0%	4.8%
- Croatia	--	0.7%	0.6%	1.1%	0.6%
- Egypt	--	0.4%	1.3%	1.3%	1.1%
- Tunisia	--	0.1%	0.2%	0.3%	0.0%
- Morocco	--	0.6%	1.5%	1.6%	2.2%
- Others	--	8.1%	11.8%	10.2%	12.5%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	41.5%	42.7%	43.0%	45.1%
Canary Islands (other island)	--	23.9%	25.5%	26.1%	24.7%
Other destination	--	34.6%	31.8%	30.9%	30.2%
- Balearic Islands	--	5.8%	6.9%	5.1%	4.9%
- Rest of Spain	--	9.4%	7.9%	8.2%	7.5%
- Italy	--	4.5%	3.6%	4.3%	4.2%
- France	--	1.6%	1.0%	1.6%	1.8%
- Turkey	--	1.4%	0.8%	1.0%	1.0%
- Greece	--	2.2%	2.6%	2.5%	2.0%
- Portugal	--	3.7%	3.5%	3.7%	3.5%
- Croatia	--	1.0%	0.6%	1.2%	0.9%
- Egypt	--	1.7%	1.3%	1.2%	1.7%
- Others	--	3.3%	3.5%	2.1%	2.6%

** Percentage of valid answers*

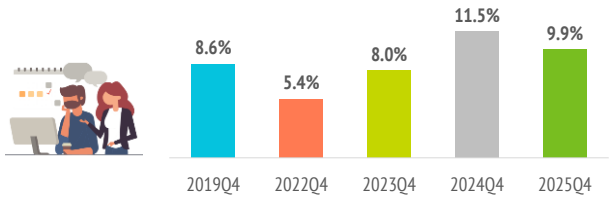
Importance of each factor in the destination choice

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	73.1%	66.9%	65.8%	67.8%	65.6%
Tranquility	50.8%	51.8%	51.4%	51.6%	54.6%
Landscapes	49.7%	53.2%	52.9%	52.2%	52.5%
Sea	43.8%	44.7%	47.0%	45.2%	43.6%
Environment	41.6%	42.7%	41.6%	40.2%	43.1%
Safety	34.6%	38.2%	39.1%	42.8%	42.1%
European belonging	33.5%	36.2%	38.2%	40.4%	40.8%
Beaches	36.9%	39.4%	41.3%	37.2%	39.2%
Authenticity	26.7%	32.8%	32.4%	32.3%	36.4%
Effortless trip	26.2%	27.6%	30.9%	30.5%	34.0%
Gastronomy	22.6%	32.3%	31.1%	29.6%	33.5%
Price	26.0%	30.4%	30.8%	27.0%	28.3%
Accommodation supply	21.7%	25.4%	25.4%	26.5%	24.0%
Fun possibilities	17.2%	23.4%	24.4%	26.0%	22.4%
Historical heritage	12.3%	17.8%	16.2%	18.0%	17.8%
Exoticism	12.8%	18.6%	17.1%	16.4%	17.6%
Hiking trail network	15.3%	15.7%	16.3%	14.6%	16.0%
Culture	8.6%	12.6%	10.7%	12.7%	13.8%
Shopping	6.7%	8.1%	8.1%	7.2%	8.4%
Nightlife	5.8%	8.6%	7.5%	7.8%	7.4%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	1.0%	1.3%	1.3%	1.5%	2.0%
Between 1 and 30 days	31.9%	37.9%	34.1%	29.9%	33.4%
Between 1 and 2 months	33.0%	32.7%	32.3%	28.7%	27.2%
Between 3 and 6 months	25.6%	22.7%	24.4%	28.4%	27.4%
More than 6 months	8.6%	5.4%	8.0%	11.5%	9.9%



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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	38.9%	34.6%	37.6%	35.5%	38.5%
Friends or relatives	31.8%	38.2%	36.4%	36.5%	37.6%
Internet or social media	47.6%	50.7%	46.4%	47.5%	46.0%
Mass Media	0.7%	0.7%	1.0%	1.1%	1.1%
Travel guides and magazines	4.0%	3.1%	3.2%	2.5%	2.7%
Travel Blogs or Forums	8.3%	9.6%	7.7%	6.5%	6.0%
Travel TV Channels	0.2%	0.7%	0.8%	0.2%	0.4%
Tour Operator or Travel Agency	13.5%	9.9%	9.4%	10.7%	10.2%
Public administrations or similar	1.0%	1.3%	1.4%	1.8%	1.3%
Others	4.7%	5.3%	5.6%	5.6%	4.3%

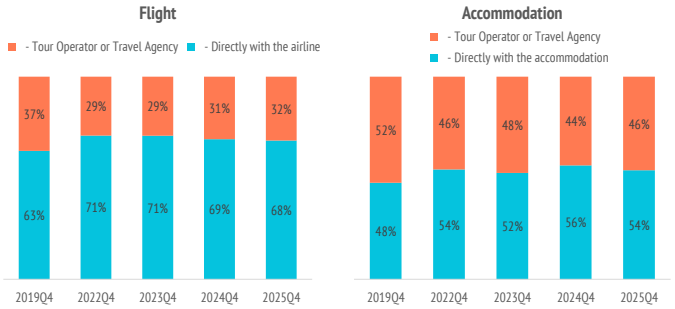
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

SPANISH MAINLAND: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	63.4%	71.0%	70.9%	69.1%	68.5%
- Tour Operator or Travel Agency	36.6%	29.0%	29.1%	30.9%	31.5%
Accommodation					
- Directly with the accommodation	47.7%	54.2%	52.5%	56.2%	53.8%
- Tour Operator or Travel Agency	52.3%	45.8%	47.5%	43.8%	46.2%



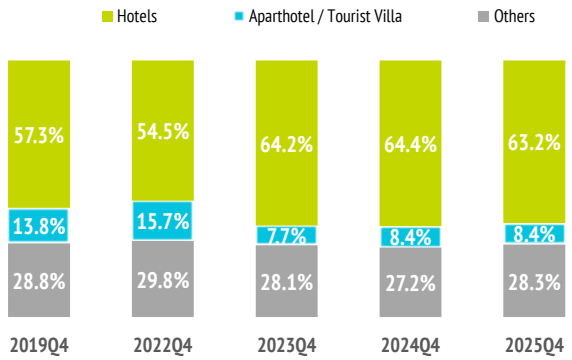
Where does the flight come from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Spanish Mainland	99.6%	99.5%	99.6%	99.5%	99.4%
France	0.0%	0.0%	0.0%	0.0%	0.2%
Portugal	0.1%	0.1%	0.0%	0.0%	0.1%
Norway	0.0%	0.1%	0.0%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.0%	0.0%
Italy	0.0%	0.0%	0.0%	0.0%	0.0%
Germany	0.1%	0.1%	0.1%	0.4%	0.0%
Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
United Kingdom	0.0%	0.0%	0.2%	0.0%	0.0%
Slovakia	0.0%	0.0%	0.1%	0.0%	0.0%
Others	0.2%	0.1%	0.1%	0.1%	0.1%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	10.7%	10.5%	13.4%	14.4%	14.2%
4* Hotel	37.3%	35.7%	41.2%	41.2%	41.8%
5* Hotel / 5* Luxury Hotel	9.4%	8.4%	9.7%	8.8%	7.2%
Aparthotel / Tourist Villa	13.8%	15.7%	7.7%	8.4%	8.4%
House/room rented in a private dwelling	6.8%	6.4%	11.5%	13.5%	13.7%
Private accommodation (1)	17.1%	19.2%	13.9%	11.8%	12.6%
Others (Cottage, cruise, camping,..)	4.9%	4.2%	2.7%	1.9%	2.1%

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

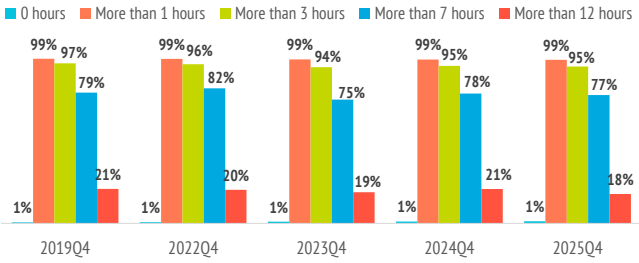


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	29.8%	32.6%	29.8%	34.6%	33.6%
Bed and Breakfast	21.1%	21.7%	20.5%	20.6%	21.9%
Half board	25.0%	20.1%	21.4%	18.6%	20.4%
Full board	3.3%	4.6%	5.0%	4.8%	4.2%
All inclusive	20.8%	21.0%	23.3%	21.4%	19.9%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	0.6%	0.7%	1.0%	1.1%	1.3%
1 - 2 hours	2.8%	3.3%	4.7%	3.8%	4.0%
3 - 6 hours	17.8%	14.6%	19.6%	16.7%	17.2%
7 - 12 hours	58.1%	61.3%	55.9%	57.6%	59.7%
More than 12 hours	20.8%	20.2%	18.8%	20.7%	17.8%
Outdoor time per day	9.9	9.9	9.4	9.8	9.6



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	70.8%	77.0%	74.4%	76.1%	74.5%
Beach	57.5%	67.3%	67.3%	65.9%	62.9%
Explore the island on their own	57.1%	63.4%	61.6%	63.4%	62.2%
Taste Canarian gastronomy	37.1%	43.2%	40.9%	44.0%	44.2%
Swimming pool, hotel facilities	38.5%	43.5%	46.9%	44.0%	39.7%
Hiking	--	22.4%	21.8%	21.9%	24.3%
Museums / exhibitions	15.1%	17.8%	16.4%	18.4%	19.7%
Wineries / markets / popular festivals	13.8%	18.4%	14.6%	17.6%	17.2%
Theme parks	15.2%	14.0%	13.9%	15.7%	13.9%
Organized excursions	11.1%	14.0%	14.3%	13.5%	13.6%
Nightlife / concerts / shows	10.7%	14.7%	14.6%	12.6%	11.9%
Other Nature Activities	--	12.7%	11.6%	12.3%	11.8%
Sea excursions / whale watching	6.8%	9.2%	8.5%	9.3%	8.1%
Running	--	5.5%	5.0%	4.9%	5.5%
Astronomical observation	3.5%	4.9%	3.9%	4.8%	4.8%
Practice other sports	--	5.5%	4.2%	4.6%	4.2%
Beauty and health treatments	4.7%	4.3%	4.4%	3.7%	3.9%
Scuba Diving	--	3.8%	3.0%	2.3%	2.0%
Surf	--	2.9%	2.8%	2.8%	1.9%
Swim	--	2.1%	2.2%	1.7%	1.6%
Cycling / Mountain bike	--	2.1%	1.4%	1.3%	1.3%
Golf	--	0.9%	1.2%	1.1%	0.8%
Windsurf / Kitesurf	--	0.4%	0.8%	0.5%	0.7%

** Multi-choise question*

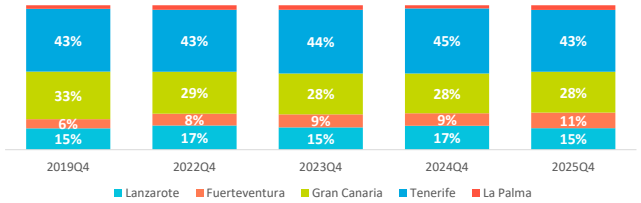
Tourist profile. Historical data (2019 - 2025)

SPANISH MAINLAND: Fourth Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	54,962	66,577	57,457	63,593	57,881
Fuerteventura	23,640	32,610	33,262	33,380	41,704
Gran Canaria	122,937	115,770	104,959	105,737	109,598
Tenerife	161,936	171,063	163,468	173,051	165,940
La Palma	9,046	12,300	11,717	8,362	12,503

Share by islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote	14.8%	16.7%	15.5%	16.6%	14.9%
Fuerteventura	6.3%	8.2%	9.0%	8.7%	10.8%
Gran Canaria	33.0%	29.1%	28.3%	27.5%	28.3%
Tenerife	43.5%	42.9%	44.1%	45.1%	42.8%
La Palma	2.4%	3.1%	3.2%	2.2%	3.2%



How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	87.4%	89.3%	88.4%	90.1%	91.5%
Two islands	11.3%	8.8%	9.9%	8.9%	6.9%
Three or more islands	1.3%	1.9%	1.6%	1.0%	1.6%

How many are loyal to the Canary Islands?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Repeat tourists	72.5%	68.2%	72.4%	71.4%	74.5%
At least 10 previous visits	21.3%	18.3%	18.4%	16.8%	17.3%
Repeat tourists (last 5 years)	67.9%	60.7%	65.4%	66.1%	67.9%
Repeat tourists (last 5 years)(5 or more visits)	23.0%	16.5%	19.6%	15.7%	19.6%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.62	8.84	8.82	8.78	8.81

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	2.6%	2.7%	3.5%	3.5%	2.4%
Lived up to expectations	53.4%	50.4%	52.1%	50.6%	53.0%
Better or much better than expected	44.0%	46.8%	44.4%	45.9%	44.6%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.98	9.17	9.10	9.09	9.17
Recommend visiting the Canary Islands	9.08	9.27	9.21	9.18	9.30

Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	53.7%	53.3%	50.5%	52.3%	53.1%
Women	46.3%	46.7%	49.5%	47.7%	46.9%
Age					
Average age	43.0	41.3	41.7	43.0	44.0
Standard deviation	12.6	13.9	13.9	14.8	14.6
Age range					
16 - 24 years old	4.4%	9.9%	8.7%	9.6%	7.6%
25 - 30 years old	13.8%	17.8%	16.3%	14.7%	14.5%
31 - 45 years old	43.4%	36.3%	39.3%	35.0%	35.0%
46 - 60 years old	28.8%	24.9%	22.8%	26.4%	27.4%
Over 60 years old	9.6%	11.1%	12.9%	14.3%	15.4%
Occupation					
Salaried worker	66.2%	66.6%	64.5%	62.8%	64.0%
Self-employed	10.5%	11.9%	10.4%	11.9%	11.5%
Unemployed	1.7%	2.3%	2.3%	2.3%	1.8%
Business owner	10.8%	6.9%	9.2%	8.8%	8.5%
Student	2.2%	4.5%	2.9%	3.0%	2.9%
Retired	7.9%	6.6%	9.4%	9.6%	10.7%
Unpaid domestic work	0.4%	0.3%	0.5%	0.8%	0.3%
Others	0.4%	0.9%	0.9%	0.8%	0.4%
Annual household income level					
Less than €25,000	25.0%	25.3%	19.8%	20.6%	16.1%
€25,000 - €49,999	42.8%	43.9%	47.3%	45.3%	41.6%
€50,000 - €74,999	19.4%	19.9%	20.0%	22.9%	26.1%
More than €74,999	12.9%	10.9%	12.9%	11.1%	16.2%
Education level					
No studies	0.1%	0.3%	0.2%	0.8%	0.7%
Primary education	3.8%	2.5%	3.2%	3.3%	3.1%
Secondary education	19.8%	19.0%	17.0%	16.5%	17.3%
Higher education	76.3%	78.3%	79.5%	79.4%	78.9%

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	20.7%	18.7%	17.7%	14.2%	14.6%
Only with partner	40.2%	41.6%	44.3%	43.7%	41.5%
Only with children (< 13 years old)	4.0%	3.2%	3.1%	3.3%	2.5%
Partner + children (< 13 years old)	7.9%	6.9%	5.5%	7.2%	6.8%
Other relatives	7.3%	8.5%	8.7%	9.5%	9.7%
Friends	5.7%	8.4%	7.5%	8.0%	7.2%
Work colleagues	3.6%	3.1%	3.1%	2.3%	3.3%
Organized trip	0.2%	0.3%	0.2%	0.6%	0.3%
Other combinations (2)	10.5%	9.2%	9.9%	11.2%	14.2%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**15.6%**	**13.4%**	**11.8%**	**14.6%**	**14.3%**
- Between 0 and 2 years old	1.4%	1.8%	1.1%	2.0%	1.5%
- Between 3 and 12 years old	12.8%	10.7%	9.4%	11.3%	11.6%
- Between 0 -2 and 3-12 years old	1.5%	0.9%	1.3%	1.3%	1.2%
Tourists without children	**84.4%**	**86.6%**	**88.2%**	**85.4%**	**85.7%**
Group composition:					
- 1 person	24.1%	22.2%	21.2%	17.0%	17.3%
- 2 people	47.0%	48.8%	52.1%	52.0%	51.0%
- 3 people	11.5%	11.5%	9.5%	11.5%	12.6%
- 4 or 5 people	13.8%	14.2%	13.8%	14.9%	14.0%
- 6 or more people	3.5%	3.3%	3.3%	4.6%	5.1%
Average group size:	**2.40**	**2.41**	**2.37**	**2.54**	**2.59**

**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.