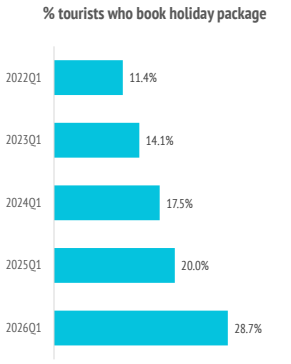
Tourist profile. Historical data (2022 - 2026)

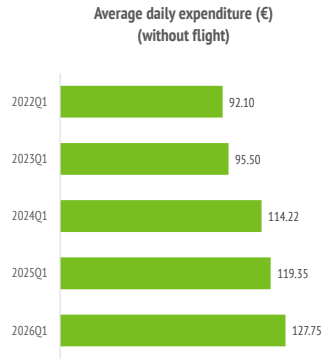
SPANISH MAINLAND: First Quarter

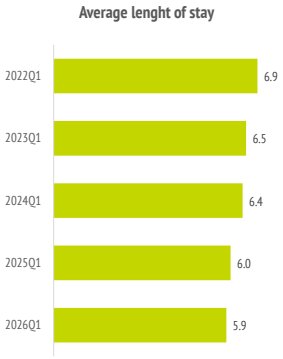
How many are they and how much do they spend?

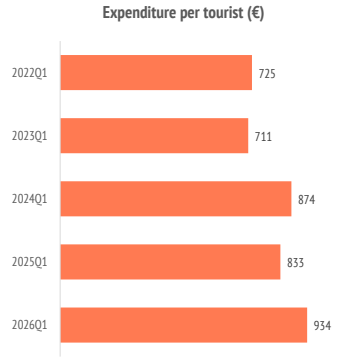
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**325**	**407**	**420**	**399**	**367**
Tourist arrivals ≥ 16 years old (EGT) (*)	**299**	**372**	**386**	**363**	**338**
- book holiday package (*)	34	53	67	73	97
- do not book holiday package (*)	265	320	318	291	241
- % tourists who book holiday package	11.4%	14.1%	17.5%	20.0%	28.7%
Children < 16 years old (FRONTUR - EGT) (*)	26	35	34	35	29
Expenditure per tourist (€) (group spend / group size)	**646**	**634**	**762**	**740**	**828**
Expenditure per tourist (€) (group spend / +16)	**725**	**711**	**874**	**833**	**934**
- book holiday package	995	1,091	1,164	1,198	1,417
- holiday package	760	834	916	937	1,153
- others	235	257	248	261	264
- do not book holiday package	690	649	812	742	739
- flight	172	164	202	179	186
- accommodation	237	210	289	268	268
- others	282	275	322	295	284
Average lenght of stay	**6.9**	**6.5**	**6.4**	**6.0**	**5.9**
- Median	6.4	6.0	6.0	6.0	6.0
Average daily expenditure (€)	**124.66**	**127.87**	**154.39**	**159.38**	**173.01**
- Median	120.22	135.20	157.53	149.31	157.52
Average daily expenditure (without flight)	**92.10**	**95.50**	**114.22**	**119.35**	**127.75**
- Median	94.16	102.26	118.44	117.01	119.92
Average cost of the flight (€)	**180**	**178**	**219**	**202**	**239**
Total turnover (€m)	**217**	**265**	**337**	**303**	**316**
Turnover without flight (€m)	**163**	**198**	**253**	**229**	**235**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	67.9%	67.1%	70.7%	75.3%	74.8%
- Additional accommodation expenses	9.5%	7.1%	7.4%	7.2%	8.3%
Transport:					
- National/International Transport	89.6%	91.1%	92.9%	92.1%	90.3%
- Flights between islands	8.0%	6.0%	5.8%	6.3%	4.9%
- Taxi	18.6%	20.5%	22.5%	25.0%	27.0%
- Car rental	49.6%	50.0%	49.4%	51.1%	55.3%
- Public transport	12.7%	14.8%	12.3%	15.7%	16.5%
Food and drink:					
- Food purchases at supermarkets	50.7%	52.2%	52.8%	54.8%	48.5%
- Restaurants	80.8%	76.4%	77.8%	77.2%	75.5%
Leisure:					
- Organized excursions	17.2%	20.5%	20.1%	22.6%	19.2%
- Sport activities	3.8%	4.6%	5.0%	4.7%	3.1%
- Cultural activities	2.8%	4.2%	3.7%	3.6%	3.4%
- Museums	6.9%	7.5%	7.4%	7.6%	10.3%
- Theme Parks	7.1%	8.8%	7.5%	9.2%	7.7%
- Discos and pubs	8.2%	14.3%	12.8%	11.4%	8.5%
- Wellness	2.2%	3.1%	3.2%	3.3%	3.5%
Purchases of goods:					
- Souvenirs	40.1%	38.4%	41.5%	42.1%	40.2%
- Other expenses	0.6%	0.9%	0.4%	0.8%	0.5%
Other:					
- Medical or pharmaceutical expenses	5.8%	6.4%	6.5%	6.8%	5.2%
- Other expenses	5.2%	4.1%	4.6%	4.3%	5.2%

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

Expenditure per tourist and trip (€)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:	**492**	**490**	**604**	**544**	**661**
- Accommodation	385	376	476	439	534
- Additional accommodation expenses	107	115	127	106	127
Transport:	**459**	**423**	**508**	**472**	**509**
- National/International Transport	201	196	235	220	265
- Flights between islands	63	62	73	68	60
- Taxi	56	48	57	56	61
- Car rental	112	98	107	110	105
- Public transport	27	19	36	19	17
Food and drink:	**203**	**199**	**227**	**205**	**215**
- Food purchases at supermarkets	75	70	81	70	74
- Restaurants	128	129	146	135	141
Leisure:	**333**	**397**	**445**	**417**	**427**
- Organized excursions	61	69	78	93	71
- Sport activities	62	69	83	68	76
- Cultural activities	30	44	42	41	53
- Museums	28	30	31	38	33
- Theme Parks	61	58	69	64	67
- Discos and pubs	50	68	92	62	70
- Wellness	41	60	50	52	58
Purchases of goods:	**276**	**185**	**138**	**100**	**103**
- Souvenirs	69	66	73	62	**57**
- Other expenses	208	119	65	38	**46**
Other:	**91**	**136**	**91**	**61**	**84**
- Medical or pharmaceutical expenses	19	31	30	13	**19**
- Other expenses	72	104	61	48	**65**

Source: Tourist Expenditure Survey (EGT, ISTAC). Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Tourist profile. Historical data (2022 - 2026)

SPANISH MAINLAND: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	68.4%	67.7%	73.0%	74.0%	72.4%
Visiting family or friends	20.9%	23.2%	20.0%	14.9%	14.5%
Business and work	8.8%	7.2%	5.7%	8.0%	10.5%
Education and training	0.2%	0.1%	0.2%	0.3%	0.1%
Sports training	0.8%	0.4%	0.2%	1.3%	0.7%
Health or medical care	0.3%	0.3%	0.3%	0.0%	0.1%
Fairs and congresses	0.0%	0.2%	0.1%	0.3%	1.4%
Others	0.5%	0.9%	0.4%	1.2%	0.4%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	28.0%	24.5%	27.4%	26.0%	28.2%
Enjoy family time	25.5%	25.6%	26.1%	21.5%	21.8%
Have fun	8.7%	14.8%	13.7%	15.2%	11.6%
Explore the destination	33.5%	32.2%	29.2%	32.2%	34.3%
Practice their hobbies	2.9%	1.5%	1.7%	2.7%	1.6%
Other reasons	1.4%	1.3%	1.8%	2.3%	2.5%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	12.4%	4.9%	5.4%	4.6%	4.0%
Canary Islands	18.4%	22.6%	21.5%	19.2%	19.9%
Other destination	69.2%	72.5%	73.1%	76.2%	76.1%
- Balearic Islands	7.5%	6.6%	7.0%	5.4%	6.3%
- Rest of Spain	40.0%	31.5%	29.4%	32.7%	32.9%
- Italy	4.6%	7.2%	7.1%	7.2%	7.6%
- France	3.6%	5.0%	3.7%	4.3%	4.5%
- Turkey	0.5%	1.2%	1.0%	0.8%	0.8%
- Greece	1.0%	1.8%	2.6%	1.6%	1.8%
- Portugal	4.5%	5.1%	5.6%	5.2%	4.5%
- Croatia	0.7%	0.6%	1.1%	0.8%	0.5%
- Egypt	0.5%	0.9%	0.9%	1.1%	1.4%
- Tunisia	0.0%	0.0%	0.1%	0.2%	0.3%
- Morocco	0.6%	1.2%	1.7%	2.3%	1.5%
- Others	5.6%	11.4%	12.9%	14.7%	13.9%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
None (I was clear about "this Canary Island")	47.3%	45.8%	42.8%	43.2%	47.5%
Canary Islands (other island)	24.7%	25.8%	25.4%	27.6%	28.6%
Other destination	28.0%	28.4%	31.8%	29.2%	23.9%
- Balearic Islands	4.4%	4.6%	5.6%	5.1%	3.8%
- Rest of Spain	9.4%	7.1%	8.5%	7.0%	6.1%
- Italy	3.7%	3.9%	4.8%	5.1%	3.4%
- France	1.6%	1.9%	1.0%	1.0%	1.1%
- Turkey	0.9%	1.0%	0.9%	0.6%	0.7%
- Greece	1.7%	1.6%	1.9%	1.5%	0.9%
- Portugal	2.4%	2.9%	3.4%	3.7%	2.2%
- Croatia	0.5%	0.7%	0.9%	0.8%	1.0%
- Egypt	0.8%	1.9%	1.6%	1.3%	1.7%
- Others	2.7%	2.8%	3.2%	3.2%	2.9%

** Percentage of valid answers*

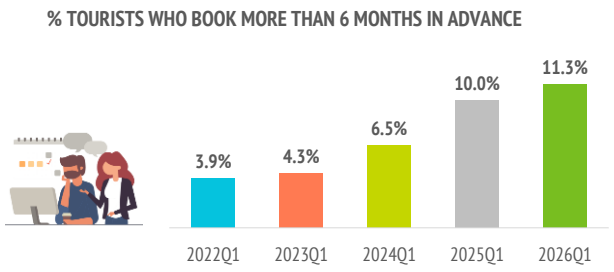
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	70.6%	71.7%	68.9%	69.1%	64.9%
Landscapes	51.4%	55.8%	50.9%	50.2%	53.2%
Tranquility	49.6%	50.1%	52.4%	49.4%	52.5%
Sea	46.5%	46.5%	48.8%	42.7%	42.6%
Safety	37.4%	39.8%	42.0%	39.7%	41.9%
European belonging	37.3%	38.7%	36.9%	34.4%	40.2%
Environment	41.7%	45.2%	41.1%	39.4%	39.8%
Beaches	43.4%	41.5%	43.4%	37.4%	38.9%
Authenticity	31.8%	35.5%	32.8%	29.9%	35.6%
Gastronomy	26.2%	33.7%	32.2%	28.1%	34.4%
Effortless trip	26.8%	30.3%	30.1%	27.0%	31.0%
Price	24.2%	30.3%	27.5%	26.6%	27.8%
Fun possibilities	21.6%	30.7%	29.2%	26.8%	26.2%
Accommodation supply	20.5%	20.6%	25.4%	20.5%	25.0%
Historical heritage	13.4%	16.5%	17.4%	15.4%	17.4%
Exoticism	15.6%	21.3%	18.1%	15.1%	16.2%
Culture	10.7%	14.8%	15.1%	12.9%	14.0%
Hiking trail network	15.4%	19.1%	13.4%	13.9%	13.6%
Nightlife	7.1%	15.9%	14.0%	12.4%	12.0%
Shopping	6.1%	8.6%	8.8%	8.3%	6.5%

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.

How far in advance do they book their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
The same day	1.5%	1.8%	1.4%	2.0%	1.3%
Between 1 and 30 days	44.5%	36.8%	32.8%	32.1%	30.5%
Between 1 and 2 months	32.9%	34.1%	30.6%	28.2%	30.6%
Between 3 and 6 months	17.1%	23.0%	28.7%	27.7%	26.3%
More than 6 months	3.9%	4.3%	6.5%	10.0%	11.3%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	36.8%	37.6%	38.1%	38.1%	36.4%
Friends or relatives	38.9%	40.8%	40.9%	37.6%	35.7%
Internet or social media	48.7%	45.8%	45.3%	44.4%	42.1%
Mass Media	1.3%	1.0%	1.9%	1.2%	1.1%
Travel guides and magazines	2.6%	2.4%	3.5%	3.0%	2.9%
Travel Blogs or Forums	10.4%	8.6%	7.4%	6.7%	5.4%
Travel TV Channels	0.2%	0.3%	0.4%	0.1%	0.2%
Tour Operator or Travel Agency	7.2%	10.0%	6.8%	8.2%	12.4%
Public administrations or similar	1.9%	1.1%	0.7%	1.7%	2.1%
Others	4.4%	4.5%	4.8%	5.6%	4.9%

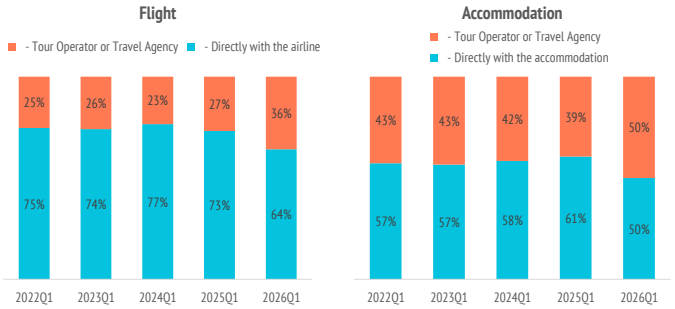
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

SPANISH MAINLAND: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	74.6%	74.1%	76.6%	73.2%	64.2%
- Tour Operator or Travel Agency	25.4%	25.9%	23.4%	26.8%	35.8%
Accommodation					
- Directly with the accommodation	57.3%	56.6%	58.4%	60.6%	50.0%
- Tour Operator or Travel Agency	42.7%	43.4%	41.6%	39.4%	50.0%



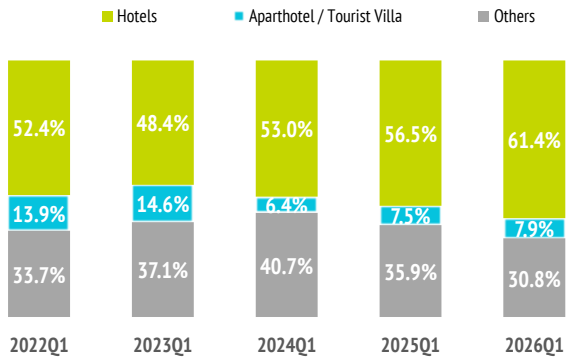
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Spanish Mainland	99.5%	99.6%	99.7%	99.6%	99.4%
Netherlands	0.2%	0.0%	0.0%	0.0%	0.2%
Portugal	0.2%	0.0%	0.0%	0.1%	0.2%
Belgium	0.1%	0.0%	0.0%	0.0%	0.1%
Hungary	0.0%	0.0%	0.0%	0.0%	0.1%
France	0.0%	0.0%	0.0%	0.0%	0.0%
Austria	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%
Italy	0.0%	0.0%	0.0%	0.1%	0.0%
Others	0.0%	0.4%	0.2%	0.2%	0.0%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	13.4%	12.0%	11.9%	15.0%	14.8%
4* Hotel	31.9%	30.0%	33.1%	35.2%	40.4%
5* Hotel / 5* Luxury Hotel	7.0%	6.3%	7.9%	6.3%	6.1%
Aparthotel / Tourist Villa	13.9%	14.6%	6.4%	7.5%	7.9%
House/room rented in a private dwelling	7.1%	7.5%	15.5%	16.3%	13.5%
Private accommodation (1)	21.7%	24.5%	21.2%	16.3%	14.5%
Others (Cottage, cruise, camping,..)	4.9%	5.1%	4.0%	3.4%	2.9%

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

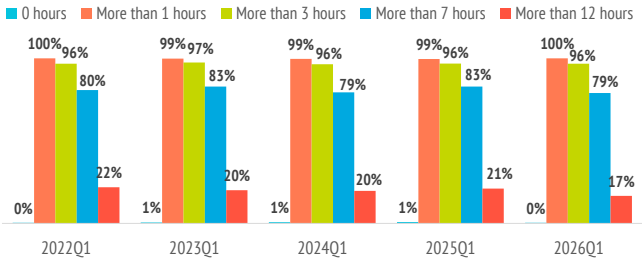


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	38.2%	41.0%	38.9%	44.7%	35.5%
Bed and Breakfast	24.0%	19.9%	19.7%	18.1%	21.8%
Half board	19.8%	18.1%	21.4%	16.8%	17.7%
Full board	4.4%	5.1%	4.3%	5.6%	6.5%
All inclusive	13.6%	15.9%	15.7%	14.7%	18.5%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	0.4%	0.5%	0.7%	0.8%	0.4%
1 - 2 hours	3.2%	2.4%	3.3%	2.8%	3.2%
3 - 6 hours	15.9%	14.6%	16.9%	13.9%	17.7%
7 - 12 hours	58.7%	62.6%	59.5%	61.6%	62.1%
More than 12 hours	21.8%	20.0%	19.6%	21.0%	16.6%
Outdoor time per day	9.9	10.1	9.9	10.2	9.5



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	75.3%	74.7%	75.6%	74.8%	73.4%
Explore the island on their own	63.1%	62.3%	61.9%	61.4%	61.3%
Beach	64.8%	63.5%	66.9%	59.7%	53.2%
Taste Canarian gastronomy	44.2%	45.4%	41.8%	42.8%	43.9%
Swimming pool, hotel facilities	31.7%	30.2%	37.3%	30.0%	31.5%
Hiking	28.2%	24.5%	22.0%	22.1%	20.0%
Wineries / markets / popular festivals	13.7%	21.0%	19.5%	19.7%	19.4%
Museums / exhibitions	13.9%	14.4%	14.7%	13.7%	18.0%
Nightlife / concerts / shows	12.3%	23.6%	20.7%	19.0%	14.6%
Other Nature Activities	12.8%	14.8%	9.3%	11.6%	12.4%
Organized excursions	9.6%	11.1%	11.0%	11.0%	11.3%
Theme parks	9.3%	10.5%	11.6%	13.1%	10.2%
Running	6.3%	6.0%	7.6%	5.9%	7.5%
Sea excursions / whale watching	6.0%	6.7%	4.7%	6.1%	4.3%
Practice other sports	4.2%	4.1%	5.3%	3.9%	3.6%
Beauty and health treatments	2.7%	4.0%	3.6%	2.8%	3.3%
Astronomical observation	3.2%	4.7%	3.1%	4.3%	2.7%
Surf	4.1%	3.8%	4.0%	3.0%	1.8%
Scuba Diving	1.8%	1.7%	2.6%	2.0%	1.4%
Cycling / Mountain bike	2.2%	2.2%	1.7%	1.9%	1.4%
Golf	0.5%	1.0%	1.0%	1.0%	1.3%
Swim	9.1%	1.8%	1.5%	1.5%	1.0%
Windsurf / Kitesurf	0.4%	0.5%	0.4%	0.4%	0.7%

** Multi-choise question*

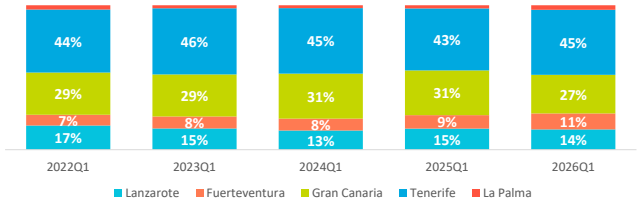
Tourist profile. Historical data (2022 - 2026)

SPANISH MAINLAND: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	49,656	54,351	51,270	52,741	47,073
Fuerteventura	22,143	30,814	31,236	33,826	37,252
Gran Canaria	86,534	107,633	119,604	111,697	89,758
Tenerife	129,611	169,678	174,262	155,074	151,286
La Palma	8,639	7,627	7,612	8,035	10,338

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	16.7%	14.7%	13.4%	14.6%	14.0%
Fuerteventura	7.5%	8.3%	8.1%	9.4%	11.1%
Gran Canaria	29.2%	29.1%	31.1%	30.9%	26.7%
Tenerife	43.7%	45.8%	45.4%	42.9%	45.1%
La Palma	2.9%	2.1%	2.0%	2.2%	3.1%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	88.6%	89.9%	91.4%	90.5%	90.1%
Two islands	10.1%	8.7%	7.5%	7.8%	7.6%
Three or more islands	1.3%	1.4%	1.1%	1.7%	2.4%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	76.2%	74.0%	74.8%	76.2%	75.6%
At least 10 previous visits	22.1%	24.5%	20.9%	18.4%	18.6%
Repeat tourists (last 5 years)	69.1%	68.4%	68.0%	71.2%	69.1%
Repeat tourists (last 5 years)(5 or more visits)	18.5%	22.3%	20.7%	20.5%	20.8%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.79	8.97	8.78	8.64	8.61

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	3.5%	1.6%	4.4%	3.0%	6.7%
Lived up to expectations	52.4%	45.8%	51.2%	52.2%	52.2%
Better or much better than expected	44.1%	52.6%	44.4%	44.8%	41.2%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	9.22	9.34	9.22	9.06	9.03
Recommend visiting the Canary Islands	9.31	9.42	9.26	9.19	9.15

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	53.7%	50.3%	50.9%	51.5%	51.8%
Women	46.3%	49.7%	49.1%	48.5%	48.2%
Age					
Average age	41.7	40.8	40.6	42.7	44.6
Standard deviation	14.2	14.3	14.7	14.8	15.9
Age range					
16 - 24 years old	10.5%	12.1%	15.1%	8.8%	9.2%
25 - 30 years old	14.8%	17.3%	14.8%	14.6%	13.9%
31 - 45 years old	39.0%	36.3%	37.5%	39.5%	35.4%
46 - 60 years old	22.5%	22.9%	20.6%	21.5%	20.5%
Over 60 years old	13.2%	11.4%	12.0%	15.5%	20.9%
Occupation					
Salaried worker	60.1%	58.1%	59.6%	57.5%	59.3%
Self-employed	11.7%	13.4%	12.0%	12.4%	10.0%
Unemployed	3.4%	1.9%	2.5%	2.5%	3.7%
Business owner	8.5%	8.9%	8.9%	10.0%	8.4%
Student	5.8%	8.3%	8.6%	4.3%	3.5%
Retired	9.7%	8.0%	7.5%	11.9%	14.1%
Unpaid domestic work	0.0%	0.3%	0.1%	0.3%	0.2%
Others	0.8%	1.2%	0.7%	1.1%	0.8%
Annual household income level					
Less than €25,000	22.7%	23.5%	20.0%	18.2%	15.2%
€25,000 - €49,999	47.4%	48.6%	42.8%	47.0%	46.1%
€50,000 - €74,999	16.9%	16.5%	21.8%	20.9%	24.2%
More than €74,999	13.1%	11.4%	15.4%	13.9%	14.5%
Education level					
No studies	0.2%	0.7%	0.5%	0.3%	0.4%
Primary education	2.2%	3.1%	1.9%	3.1%	1.6%
Secondary education	17.2%	15.0%	13.3%	17.9%	16.8%
Higher education	80.4%	81.2%	84.4%	78.7%	81.2%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	21.6%	20.9%	18.3%	15.6%	15.7%
Only with partner	36.1%	34.5%	35.3%	35.7%	36.0%
Only with children (< 13 years old)	3.9%	3.8%	4.4%	3.2%	3.1%
Partner + children (< 13 years old)	7.4%	6.6%	6.6%	7.5%	6.4%
Other relatives	7.6%	6.9%	8.9%	8.7%	9.0%
Friends	10.4%	14.1%	12.2%	14.9%	11.4%
Work colleagues	2.4%	1.9%	1.5%	2.6%	5.3%
Organized trip	0.7%	0.0%	0.2%	0.4%	0.1%
Other combinations (2)	9.9%	11.3%	12.6%	11.4%	13.0%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**15.1%**	**14.2%**	**15.9%**	**16.3%**	**15.0%**
- Between 0 and 2 years old	2.3%	1.4%	1.5%	2.2%	1.4%
- Between 3 and 12 years old	12.2%	11.8%	13.3%	13.0%	12.9%
- Between 0 -2 and 3-12 years old	0.6%	1.0%	1.1%	1.1%	0.7%
Tourists without children	**84.9%**	**85.8%**	**84.1%**	**83.7%**	**85.0%**
Group composition:					
- 1 person	26.6%	25.0%	22.7%	19.5%	19.2%
- 2 people	43.6%	43.6%	42.1%	43.8%	46.7%
- 3 people	10.9%	12.0%	12.5%	10.9%	11.0%
- 4 or 5 people	15.2%	14.1%	16.9%	17.6%	15.2%
- 6 or more people	3.8%	5.3%	5.8%	8.3%	7.8%
Average group size:	**2.38**	**2.47**	**2.66**	**2.86**	**2.76**

**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.