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

INBOUND TOURISM AND TOURIST EXPENDITURE

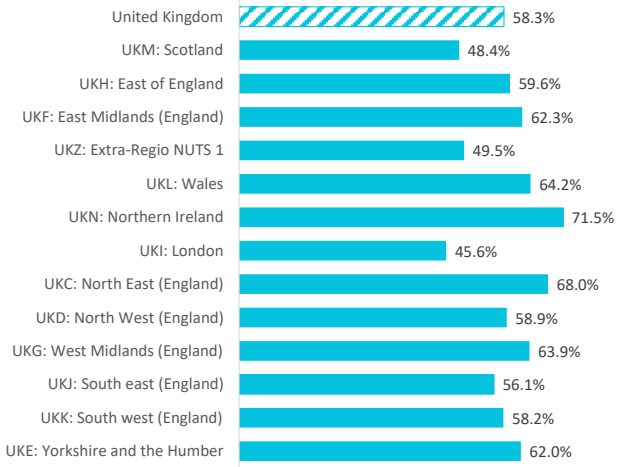
	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Tourist arrivals ≥ 16 years old (EGT)	**5,503,626**	**596,886**	**522,041**	**372,421**	**27,770**	**297,330**	**190,372**	**461,331**	**230,215**	**728,325**	**413,725**	**597,775**	**535,209**	**530,227**
% Tourists	**100%**	10.8%	9.5%	6.8%	0.5%	5.4%	3.5%	8.4%	4.2%	13.2%	7.5%	10.9%	9.7%	9.6%
- Lanzarote	**1,466,123**	137,775	154,496	90,840	5,249	69,216	52,411	111,859	73,949	179,127	131,502	174,095	133,627	151,977
- Fuerteventura	**733,058**	25,416	73,888	66,156	3,378	50,354	6,295	81,300	9,564	85,339	62,736	103,433	104,770	60,430
- Gran Canaria	**891,878**	105,806	83,247	62,212	3,584	50,301	19,747	108,651	28,293	119,726	78,490	77,839	78,738	75,243
- Tenerife	**2,392,915**	326,895	209,137	151,828	15,560	126,507	111,827	158,254	117,748	339,294	139,608	239,277	216,865	240,117
- La Palma	**14,686**	394	974	847	0	656	21	963	144	4,185	957	2,578	816	2,149
% tourists who book holiday package	**58.3%**	48.4%	59.6%	62.3%	49.5%	64.2%	71.5%	45.6%	68.0%	58.9%	63.9%	56.1%	58.2%	62.0%
Expenditure per tourist (€)	**1,483**	**1,463**	**1,500**	**1,489**	**1,573**	**1,473**	**1,520**	**1,378**	**1,435**	**1,574**	**1,527**	**1,422**	**1,450**	**1,525**
- book holiday package	**1,648**	1,676	1,758	1,663	1,642	1,601	1,540	1,595	1,588	1,718	1,649	1,588	1,597	1,664
- holiday package	**1,356**	1,308	1,501	1,405	1,375	1,308	1,164	1,304	1,273	1,389	1,410	1,346	1,331	1,352
- others	**292**	368	257	258	267	293	375	290	315	329	238	242	265	312
- do not book holiday package	**1,251**	1,262	1,118	1,199	1,505	1,245	1,470	1,197	1,111	1,367	1,311	1,210	1,245	1,299
- flight	**313**	288	283	305	431	346	343	326	294	327	313	293	298	364
- accommodation	**460**	462	406	440	681	434	568	460	379	514	507	469	456	407
- others	**478**	513	429	455	393	465	558	411	438	526	491	449	491	528
Average lenght of stay	**8.6**	**9.2**	**8.1**	**8.6**	**8.7**	**7.7**	**8.0**	**7.5**	**8.7**	**9.2**	**9.0**	**8.2**	**8.9**	**9.0**
- Median	7.2	7.7	7.3	8.0	7.0	7.0	7.0	7.4	7.9	7.0	7.5	7.0	7.0	7.0
Average daily expenditure (€)	**191.53**	**180.07**	**194.19**	**187.50**	**200.27**	**202.59**	**205.92**	**198.47**	**184.51**	**191.99**	**194.78**	**192.05**	**188.17**	**189.48**
- Median	172.31	172.35	173.00	163.36	114.53	164.86	204.98	169.69	170.07	164.43	182.75	173.48	172.33	179.73
Average daily expenditure without flight (€)	**140.61**	**134.95**	**141.15**	**136.41**	**142.50**	**148.53**	**156.15**	**144.22**	**136.57**	**140.94**	**141.61**	**140.66**	**138.81**	**138.44**
- Median	129.13	128.07	133.32	124.24	90.17	121.63	148.47	128.85	124.47	122.29	136.90	131.43	127.35	131.10
Average cost of the flight (€)	**391.33**	**361.74**	**408.61**	**404.66**	**441.90**	**402.54**	**371.61**	**372.08**	**383.01**	**404.49**	**411.81**	**373.98**	**379.05**	**414.66**
Total turnover (≥ 16 years old) (€m)	**8,160**	**873**	**783**	**554**	**44**	**438**	**289**	**636**	**330**	**1,146**	**632**	**850**	**776**	**809**
% Turnover	**100%**	10.7%	9.6%	6.8%	0.5%	5.4%	3.5%	7.8%	4.0%	14.0%	7.7%	10.4%	9.5%	9.9%
Turnover without flight (≥ 16 years old) (€m)	**6,006**	**657**	**570**	**404**	**31**	**318**	**219**	**464**	**242**	**852**	**461**	**627**	**573**	**589**

UKM: Scotland **UKH**: East of England **UKF**: East Midlands (England) **UKZ**: Extra-Regio NUTS 1 (includes Gibraltar, Channel Islands and Island of Man). **UKL**: Wales **UKN**: Northern Ireland **UKI**: London **UKC**: North East (England) **UKD**: North West (England) **UKG**: West Midlands (Egland) **UKJ**: South east (England) **UKK**: South west (England)

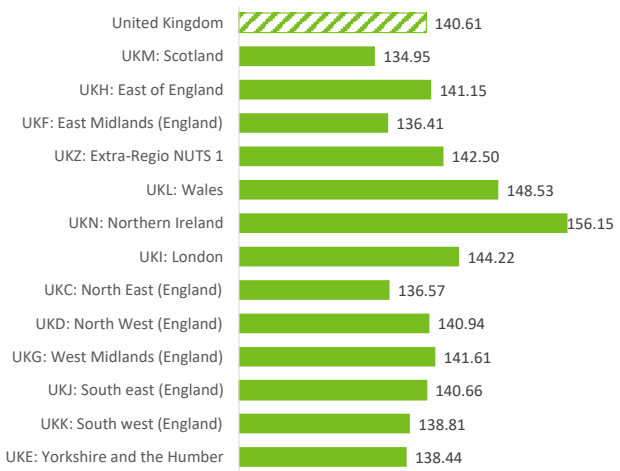
TOURISTS (≥ 16 YEARS OLD)



TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



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

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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Accommodation:														
- Accommodation	**86.9%**	84.3%	84.8%	88.7%	89.0%	90.2%	93.6%	85.4%	88.1%	86.8%	89.0%	86.7%	87.5%	85.6%
- Additional accommodation expenses	**5.8%**	6.2%	5.2%	5.0%	2.7%	4.2%	7.9%	8.4%	6.5%	5.0%	5.2%	5.7%	6.0%	6.2%
Transport:														
- National/International Transport	**96.5%**	95.5%	96.1%	96.7%	97.8%	95.4%	97.5%	95.3%	98.3%	96.5%	97.1%	96.4%	97.0%	97.4%
- Flights between islands	**3.0%**	2.9%	2.9%	3.1%	0.0%	2.9%	2.4%	5.8%	1.4%	2.5%	2.9%	3.0%	3.1%	2.9%
- Taxi	**66.0%**	66.3%	65.3%	68.9%	54.2%	68.3%	75.4%	57.9%	68.4%	67.2%	66.1%	63.1%	67.3%	66.2%
- Car rental	**15.6%**	12.3%	18.0%	14.3%	28.8%	13.7%	10.5%	19.5%	12.2%	14.9%	14.7%	18.3%	17.3%	14.9%
- Public transport	**10.7%**	12.8%	9.6%	7.8%	14.5%	9.5%	7.2%	12.8%	12.3%	10.8%	10.3%	11.0%	12.1%	9.7%
Food and drink:														
- Food purchases at supermarkets	**56.5%**	64.5%	53.4%	54.9%	50.9%	54.3%	56.1%	56.7%	51.1%	58.8%	54.0%	53.6%	57.7%	56.0%
- Restaurants	**69.4%**	77.1%	65.2%	65.5%	76.9%	68.7%	77.3%	70.1%	72.0%	70.8%	66.9%	65.3%	66.2%	70.8%
Leisure:														
- Organized excursions	**18.1%**	18.9%	19.0%	16.1%	20.6%	19.3%	22.2%	22.2%	12.9%	16.6%	15.2%	18.6%	19.6%	16.2%
- Sport activities	**6.1%**	4.9%	6.2%	6.2%	7.0%	8.3%	8.8%	8.4%	6.2%	5.0%	5.2%	7.1%	5.9%	4.5%
- Cultural activities	**2.0%**	1.6%	1.9%	1.7%	1.3%	3.3%	2.0%	2.5%	1.5%	2.2%	2.1%	1.9%	2.5%	1.2%
- Museums	**3.1%**	3.3%	2.5%	1.7%	4.8%	3.3%	3.7%	4.0%	3.7%	2.2%	2.9%	2.7%	4.3%	3.2%
- Theme Parks	**10.9%**	10.6%	11.4%	9.8%	21.7%	10.3%	14.8%	11.3%	8.0%	11.8%	9.0%	10.3%	12.7%	10.2%
- Discos and pubs	**15.6%**	20.1%	12.5%	16.6%	7.4%	17.2%	26.9%	13.9%	17.5%	14.4%	14.6%	12.1%	13.4%	17.7%
- Wellness	**5.4%**	5.4%	5.9%	5.2%	3.2%	4.8%	7.2%	5.7%	5.1%	5.9%	4.8%	5.4%	5.5%	5.0%
Purchases of goods:														
- Souvenirs	**39.8%**	39.0%	40.4%	39.6%	34.4%	39.6%	45.9%	40.1%	36.7%	40.4%	38.0%	37.0%	42.8%	40.3%
- Other purchases	**0.7%**	1.1%	0.4%	0.8%	0.0%	0.1%	1.0%	0.9%	0.2%	0.8%	1.1%	0.4%	0.7%	0.8%
Others:														
- Medical expenses	**5.9%**	6.5%	6.5%	4.4%	2.3%	5.4%	7.0%	6.9%	4.0%	5.8%	5.2%	6.4%	7.4%	4.5%
- Other expenses	**4.5%**	4.4%	3.4%	3.7%	5.7%	5.7%	4.0%	4.5%	3.9%	3.8%	6.2%	5.0%	6.0%	3.5%

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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Expenditure per tourist and trip (€)														
Accommodation:	**939**	**903**	**1,032**	**1,017**	**904**	**861**	**839**	**902**	**829**	**1,027**	**937**	**908**	**907**	**945**
- Accommodation	**788**	746	851	802	869	747	726	728	745	833	838	785	769	794
- Additional accommodation expenses	**151**	157	181	215	35	114	113	174	85	194	99	123	138	151
Transport:	**682**	**685**	**705**	**686**	**632**	**672**	**664**	**689**	**626**	**672**	**677**	**687**	**645**	**705**
- National/International Transport	**406**	379	425	418	452	422	381	391	390	419	424	388	391	426
- Flights between islands	**68**	105	58	58	0	52	27	95	50	50	41	80	67	56
- Taxi	**76**	72	81	78	78	83	77	73	74	77	76	75	72	75
- Car rental	**107**	106	113	112	87	94	149	107	94	109	104	110	97	109
- Public transport	**25**	23	28	20	16	21	30	22	18	18	32	34	18	40
Food and drink:	**346**	**379**	**305**	**319**	**334**	**332**	**356**	**318**	**346**	**394**	**329**	**320**	**340**	**369**
- Food purchases at supermarkets	**108**	120	89	101	93	96	99	111	111	125	107	96	113	109
- Restaurants	**238**	259	216	218	241	236	257	207	235	268	222	224	227	260
Leisure:	**596**	**666**	**550**	**534**	**342**	**592**	**679**	**517**	**651**	**642**	**525**	**605**	**579**	**664**
- Organized excursions	**89**	106	79	81	55	101	76	81	79	90	87	101	87	89
- Sport activities	**110**	178	103	87	15	122	84	79	122	125	62	115	115	112
- Cultural activities	**67**	62	39	66	79	64	126	56	80	86	51	63	67	77
- Museums	**45**	34	43	46	13	33	129	39	23	47	44	35	38	74
- Theme Parks	**85**	86	75	73	54	114	82	81	115	92	74	91	82	80
- Discos and pubs	**109**	112	111	109	77	88	99	94	114	110	125	107	93	136
- Wellness	**91**	87	100	71	49	71	84	88	117	93	83	93	97	95
Purchases of goods:	**227**	**231**	**190**	**185**	**59**	**117**	**333**	**232**	**169**	**279**	**181**	**114**	**186**	**312**
- Souvenirs	**89**	97	91	93	59	84	97	71	110	93	85	72	90	96
- Other purchases	**138**	135	99	91	0	32	236	160	59	186	96	42	96	215
Others:	**137**	**213**	**89**	**101**	**30**	**167**	**109**	**101**	**99**	**162**	**125**	**116**	**145**	**128**
- Medical expenses	**48**	121	40	32	10	35	41	40	16	53	26	24	38	58
- Other expenses	**89**	92	49	69	20	132	68	61	83	109	99	92	107	69

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

TOURIST PROFILE

Who are they?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Gender														
Percentage of men	**42.9%**	41.8%	40.5%	45.1%	52.5%	40.2%	41.5%	48.3%	40.8%	44.4%	46.3%	41.8%	40.9%	41.6%
Percentage of women	**57.1%**	58.2%	59.5%	54.9%	47.5%	59.8%	58.5%	51.7%	59.2%	55.6%	53.7%	58.2%	59.1%	58.4%
Age														
Average age (tourists above 16 years old)	**50.44**	51.10	50.69	52.34	51.10	49.55	47.77	42.57	54.22	51.97	51.33	50.53	50.61	51.63
Standard deviation	**16.6**	16.7	16.3	16.5	16.9	16.4	16.6	14.2	15.9	16.7	16.5	16.8	17.0	16.3
Age range														
16-24 years old	**6.9%**	8.7%	6.2%	5.0%	2.8%	6.9%	11.4%	8.1%	6.3%	6.7%	6.5%	7.2%	7.2%	5.1%
25-30 years old	**7.4%**	7.3%	6.4%	6.6%	11.8%	6.8%	6.4%	13.6%	3.3%	5.5%	7.7%	7.3%	8.1%	7.4%
31-45 years old	**28.1%**	21.2%	29.1%	27.0%	27.3%	32.4%	29.7%	42.7%	21.2%	26.8%	25.3%	28.9%	26.3%	27.8%
46-60 years old	**24.1%**	27.1%	25.5%	23.1%	26.7%	23.2%	25.4%	22.1%	26.2%	22.6%	25.3%	21.7%	25.3%	23.1%
Over 60 years old	**33.5%**	35.7%	32.9%	38.3%	31.4%	30.6%	27.1%	13.5%	43.1%	38.4%	35.2%	35.0%	33.1%	36.5%
Occupation														
Salaried worker	**53.3%**	52.7%	55.7%	51.2%	56.7%	57.8%	58.4%	63.6%	41.4%	49.4%	51.7%	52.2%	53.4%	52.6%
Self-employed	**10.2%**	8.0%	10.2%	9.5%	4.5%	10.7%	5.8%	14.6%	9.0%	10.7%	10.9%	8.9%	11.0%	10.8%
Unemployed	**0.8%**	0.5%	0.8%	1.0%	-	0.6%	1.2%	1.7%	1.1%	0.4%	0.4%	1.0%	0.9%	0.4%
Business owner	**4.0%**	3.6%	3.9%	4.9%	6.3%	4.0%	5.1%	3.8%	4.6%	3.4%	4.9%	4.4%	4.0%	3.1%
Student	**2.2%**	2.5%	1.9%	0.7%	1.3%	1.8%	2.8%	2.8%	2.4%	3.4%	1.4%	2.6%	2.0%	1.5%
Retired	**28.3%**	31.5%	26.1%	31.8%	31.1%	24.6%	24.5%	11.7%	40.2%	31.7%	29.8%	29.4%	27.8%	30.7%
Unpaid domestic work	**0.6%**	0.4%	0.9%	0.7%	-	0.5%	0.9%	0.9%	0.5%	0.6%	0.7%	0.9%	0.6%	0.4%
Others	**0.5%**	0.8%	0.4%	0.3%	-	0.1%	1.3%	0.9%	0.7%	0.5%	0.1%	0.7%	0.4%	0.5%
Annual household income level														
Less than €25,000	**9.6%**	10.4%	8.9%	10.2%	1.9%	9.4%	11.9%	6.9%	15.7%	8.9%	9.7%	10.3%	9.9%	8.7%
€25,000 - €49,999	**31.1%**	31.0%	30.0%	30.4%	10.5%	30.7%	39.2%	31.1%	30.0%	31.5%	30.7%	29.2%	31.4%	33.4%
€50,000 - €74,999	**24.4%**	26.5%	24.2%	23.9%	33.0%	25.3%	22.1%	21.8%	21.5%	25.0%	25.3%	23.3%	25.7%	24.5%
More than €74,999	**34.9%**	32.1%	36.9%	35.6%	54.5%	34.6%	26.8%	40.2%	32.9%	34.7%	34.3%	37.2%	33.0%	33.4%
Education level														
No studies	**10.3%**	8.9%	9.6%	12.6%	7.5%	10.5%	9.3%	7.7%	12.6%	11.7%	11.8%	9.2%	9.1%	12.1%
Primary education	**0.6%**	0.4%	0.8%	0.2%	-	0.4%	0.5%	0.9%	0.6%	0.2%	0.6%	0.6%	0.4%	1.0%
Secondary education	**19.4%**	20.0%	20.6%	24.1%	12.6%	17.8%	17.5%	15.3%	24.7%	19.3%	17.9%	20.1%	17.9%	20.0%
Higher education	**69.7%**	70.6%	69.0%	63.2%	79.8%	71.2%	72.7%	76.0%	62.1%	68.8%	69.7%	70.1%	72.7%	66.8%

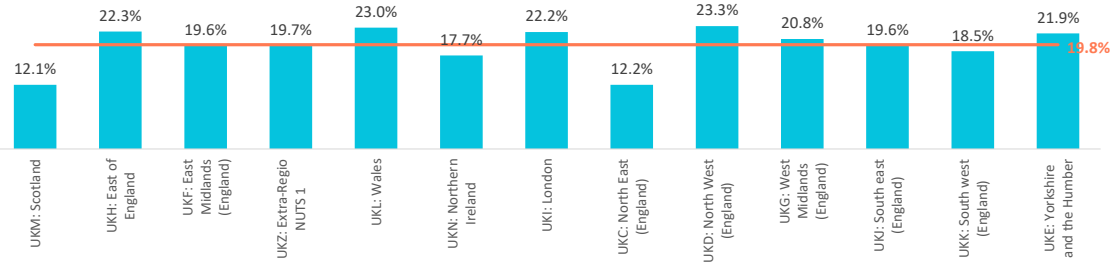
Who do they come with?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Unaccompanied	**7.5%**	7.7%	8.1%	6.4%	11.6%	3.7%	4.0%	13.1%	6.9%	7.1%	6.6%	8.1%	7.8%	5.9%
Only with partner	**47.7%**	55.2%	45.2%	50.0%	44.7%	47.6%	53.0%	36.3%	58.6%	46.8%	49.3%	42.6%	48.4%	49.0%
Only with children (< 13 years old)	**4.2%**	2.1%	4.5%	3.9%	5.3%	3.8%	3.8%	6.7%	1.0%	5.8%	4.5%	4.8%	3.7%	3.5%
Partner + children (< 13 years old)	**7.7%**	4.7%	9.3%	7.1%	8.5%	9.1%	8.4%	8.0%	3.7%	7.3%	7.7%	7.7%	8.7%	10.0%
Other relatives	**12.3%**	11.5%	11.6%	14.3%	13.1%	13.5%	12.6%	13.3%	10.6%	14.2%	10.2%	12.7%	10.4%	11.7%
Friends	**5.9%**	5.8%	5.6%	4.3%	5.2%	4.5%	5.8%	9.1%	6.1%	4.9%	6.2%	7.4%	6.1%	5.0%
Work colleagues	**0.1%**	0.1%	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%
Organized trip	**0.2%**	0.1%	0.3%	0.2%	0.0%	0.0%	0.0%	0.1%	0.3%	0.1%	0.1%	0.4%	0.1%	0.1%
Other combinations [2]	**14.5%**	12.8%	15.4%	13.9%	11.7%	17.4%	12.3%	13.4%	12.8%	13.7%	15.3%	16.2%	14.7%	14.8%
[2] *Different situations have been isolated*														
Tourists with children	**19.8%**	**12.1%**	**22.3%**	**19.6%**	**19.7%**	**23.0%**	**17.7%**	**22.2%**	**12.2%**	**23.3%**	**20.8%**	**19.6%**	**18.5%**	**21.9%**
- Between 0 and 2 years old	**1.3%**	1.4%	0.9%	2.0%	1.7%	1.3%	0.9%	2.4%	1.9%	1.5%	0.9%	0.8%	0.6%	1.4%
- Between 3 and 12 years old	**17.1%**	10.3%	20.5%	16.6%	18.0%	20.8%	15.1%	17.7%	9.0%	19.6%	18.2%	16.8%	17.1%	18.8%
- Between 0 -2 and 3-12 years old	**1.4%**	0.5%	0.8%	1.1%	0.0%	0.8%	1.7%	2.1%	1.2%	2.1%	1.7%	2.0%	0.8%	1.7%
Tourists without children	**80.2%**	**87.9%**	**77.7%**	**80.4%**	**80.3%**	**77.0%**	**82.3%**	**77.8%**	**87.8%**	**76.7%**	**79.2%**	**80.4%**	**81.5%**	**78.1%**
Group composition:														
- 1 person	**8.9%**	8.8%	9.6%	7.0%	12.8%	4.8%	4.7%	15.6%	8.1%	8.6%	8.5%	9.4%	9.8%	7.1%
- 2 people	**55.2%**	63.1%	50.8%	55.8%	52.4%	54.1%	59.3%	45.8%	64.9%	52.3%	54.4%	55.2%	56.8%	56.1%
- 3 people	**12.2%**	10.3%	14.2%	11.6%	7.3%	14.0%	10.0%	13.4%	9.7%	14.2%	13.1%	10.4%	11.4%	12.3%
- 4 or 5 people	**18.2%**	14.0%	18.4%	20.9%	16.6%	21.5%	20.8%	19.7%	12.2%	18.8%	16.8%	19.0%	18.1%	18.8%
- 6 or more people	**5.5%**	3.8%	6.9%	4.8%	10.9%	5.5%	5.3%	5.4%	5.0%	6.1%	7.2%	6.1%	4.0%	5.7%
Average group size:	**2.74**	2.53	2.81	2.83	2.82	2.90	2.78	2.67	2.58	2.79	2.79	2.80	2.65	2.77

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



% TOURISTS WHO TRAVEL WITH CHILDREN



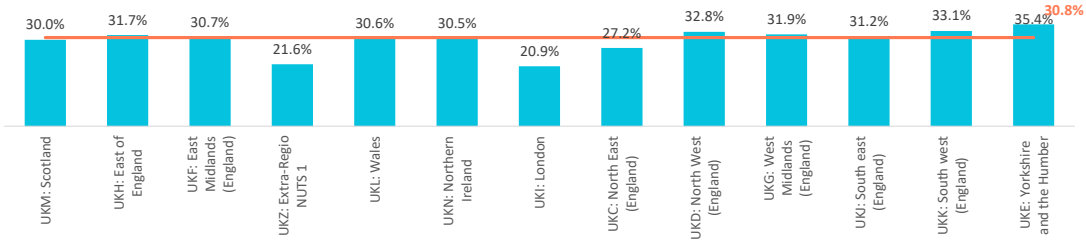
Profile of the British tourist according to region of residence (2025)

TRIP BOOKING

How far in advance do they book their trip?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
The same day	**0.5%**	0.5%	0.8%	0.4%	2.8%	0.8%	0.1%	0.5%	-	0.3%	-	0.3%	0.9%	0.3%
Between 1 and 30 days	**18.4%**	18.2%	15.2%	18.8%	18.2%	17.8%	15.4%	26.6%	19.4%	19.9%	18.3%	16.6%	17.8%	15.6%
Between 1 and 2 months	**18.9%**	18.1%	17.2%	19.0%	22.0%	20.0%	16.6%	22.7%	23.5%	18.1%	16.4%	18.6%	19.4%	19.2%
Between 3 and 6 months	**31.5%**	33.2%	35.1%	31.1%	35.5%	30.7%	37.4%	29.4%	29.9%	28.9%	33.4%	33.2%	28.8%	29.5%
More than 6 months	**30.8%**	30.0%	31.7%	30.7%	21.6%	30.6%	30.5%	20.9%	27.2%	32.8%	31.9%	31.2%	33.1%	35.4%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



With whom did they book their flight and accommodation?

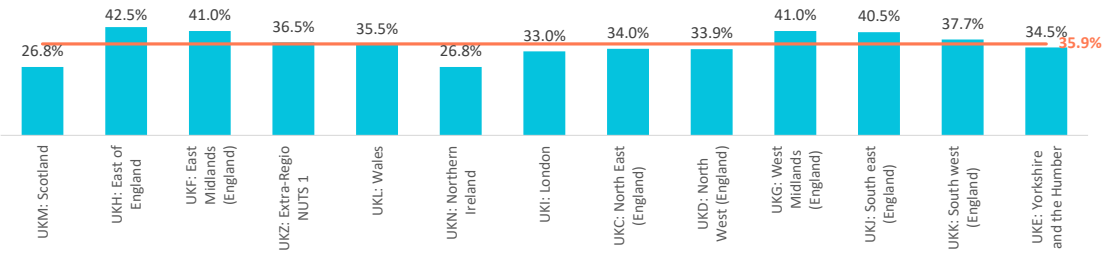
	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Flight														
- Directly with the airline	**49.7%**	54.7%	49.4%	43.0%	63.2%	42.9%	47.5%	61.6%	43.3%	49.3%	43.9%	53.1%	50.6%	45.6%
- Tour Operator or Travel Agency	**50.3%**	45.3%	50.6%	57.0%	36.8%	57.1%	52.5%	38.4%	56.7%	50.7%	56.1%	46.9%	49.4%	54.4%
Accommodation														
- Directly with the accommodation	**35.7%**	37.7%	33.2%	29.8%	53.3%	31.9%	38.3%	46.1%	31.7%	35.0%	31.6%	38.9%	36.5%	33.0%
- Tour Operator or Travel Agency	**64.3%**	62.3%	66.8%	70.2%	46.7%	68.1%	61.7%	53.9%	68.3%	65.0%	68.4%	61.1%	63.5%	67.0%

What do they book?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Room only	**33.3%**	41.6%	28.1%	31.8%	31.9%	32.2%	30.1%	35.9%	31.0%	36.2%	30.3%	29.7%	31.7%	35.2%
Bed and Breakfast	**13.8%**	15.3%	14.8%	11.0%	19.9%	13.7%	19.2%	16.2%	14.5%	14.9%	10.2%	13.3%	12.1%	11.6%
Half board	**15.6%**	15.2%	13.4%	15.0%	11.7%	16.2%	22.6%	13.7%	19.0%	13.6%	17.4%	14.6%	17.1%	17.2%
Full board	**1.4%**	1.0%	1.2%	1.2%	-	2.4%	1.2%	1.2%	1.4%	1.5%	1.1%	1.9%	1.5%	1.5%
All inclusive	**35.9%**	26.8%	42.5%	41.0%	36.5%	35.5%	26.8%	33.0%	34.0%	33.9%	41.0%	40.5%	37.7%	34.5%

% TOURISTS WHO BOOK ALL INCLUSIVE



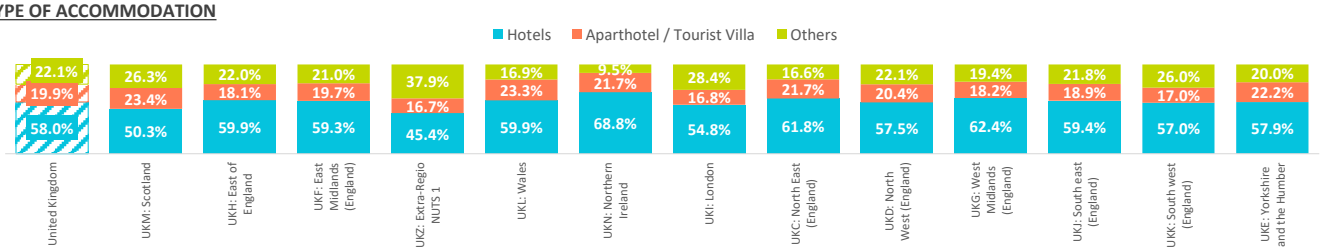


ACCOMMODATION

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
1-2-3* Hotel	**9.7%**	9.7%	9.2%	11.8%	3.3%	9.9%	10.4%	8.4%	9.3%	10.6%	10.2%	8.2%	9.8%	9.4%
4* Hotel	**37.3%**	30.7%	39.1%	38.6%	30.0%	39.4%	47.9%	33.2%	40.6%	36.7%	39.8%	37.1%	38.1%	37.9%
5* Hotel / 5* Luxury Hotel	**11.1%**	9.9%	11.6%	8.8%	12.0%	10.6%	10.4%	13.2%	11.9%	10.2%	12.4%	14.0%	9.2%	10.6%
Aparthotel / Tourist Villa	**19.9%**	23.4%	18.1%	19.7%	16.7%	23.3%	21.7%	16.8%	21.7%	20.4%	18.2%	18.9%	17.0%	22.2%
House/room rented in a private dwelling	**13.8%**	16.7%	12.8%	14.7%	23.6%	11.9%	6.4%	19.1%	8.1%	13.0%	12.0%	14.0%	16.3%	11.5%
Private accommodation [1]	**6.7%**	7.8%	8.1%	5.0%	8.3%	3.5%	2.3%	7.5%	6.0%	7.3%	5.8%	6.2%	8.0%	7.6%
Others (Cottage, cruise, camping,..)	**1.6%**	1.8%	1.1%	1.2%	6.0%	1.5%	0.7%	1.8%	2.5%	1.8%	1.5%	1.5%	1.8%	0.9%

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

TYPE OF ACCOMMODATION



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

TRIP MOTIVATION AND DESTINATION CHOICE

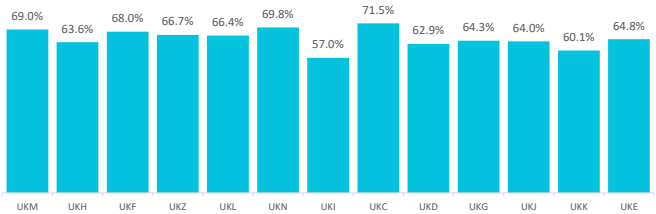
What is the main reason for visiting the Canary Islands?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Holidays	**94.9%**	93.1%	94.7%	96.6%	88.4%	96.7%	99.2%	92.6%	96.4%	95.7%	95.7%	94.2%	93.7%	95.7%
Family reasons	**4.1%**	5.2%	4.7%	3.0%	10.3%	2.3%	0.4%	6.4%	3.2%	3.4%	3.7%	5.1%	4.3%	3.9%
Business	**0.3%**	0.5%	0.2%	0.1%	0.0%	0.3%	0.0%	0.3%	0.0%	0.3%	0.1%	0.3%	0.3%	0.4%
Education and training	**0.0%**	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	**0.3%**	0.5%	0.3%	0.0%	0.0%	0.4%	0.0%	0.5%	0.4%	0.4%	0.1%	0.2%	0.7%	0.0%
Health	**0.0%**	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Conventions and Exhibitions	**0.0%**	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	**0.3%**	0.7%	0.1%	0.3%	0.0%	0.3%	0.4%	0.3%	0.0%	0.2%	0.4%	0.3%	0.8%	0.0%

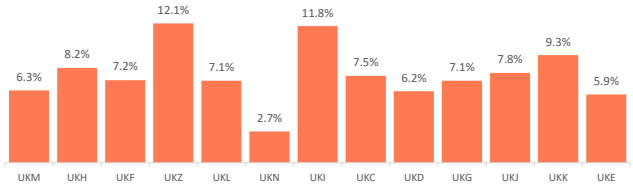
What is the main motivation for their holidays?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Rest	**64.4%**	69.0%	63.6%	68.0%	66.7%	66.4%	69.8%	57.0%	71.5%	62.9%	64.3%	64.0%	60.1%	64.8%
Enjoy family time	**16.3%**	11.8%	16.9%	14.6%	11.5%	16.7%	15.9%	17.2%	15.2%	19.0%	17.1%	15.0%	16.5%	18.9%
Have fun	**9.4%**	9.8%	9.2%	8.0%	6.0%	8.4%	11.2%	11.0%	5.3%	9.5%	8.8%	9.7%	11.0%	9.5%
Explore the destination	**7.5%**	6.3%	8.2%	7.2%	12.1%	7.1%	2.7%	11.8%	7.5%	6.2%	7.1%	7.8%	9.3%	5.9%
Practice their hobbies	**1.1%**	0.8%	0.7%	1.1%	2.4%	0.6%	0.4%	1.8%	0.5%	1.3%	1.4%	1.8%	1.2%	0.3%
Other reasons	**1.3%**	2.4%	1.3%	1.0%	1.3%	0.8%	-	1.1%	0.0%	1.2%	1.4%	1.7%	1.9%	0.6%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Climate	**78.1%**	80.6%	78.2%	74.9%	72.1%	77.0%	80.6%	78.0%	76.1%	79.4%	77.2%	77.6%	78.2%	77.6%
Shopping	**66.8%**	70.6%	64.7%	65.1%	50.8%	70.3%	70.9%	65.6%	63.8%	66.6%	66.8%	66.4%	63.2%	69.6%
Environment	**54.8%**	55.8%	53.0%	55.5%	44.7%	55.4%	62.1%	50.2%	56.1%	55.4%	54.7%	56.0%	51.5%	57.1%
Exoticism	**49.3%**	51.0%	47.4%	52.6%	22.6%	53.2%	57.0%	49.2%	49.2%	48.3%	46.3%	47.7%	48.1%	50.2%
Culture	**48.6%**	51.1%	48.2%	46.4%	37.2%	50.6%	55.0%	49.9%	42.4%	47.5%	47.4%	46.7%	48.4%	51.2%
Authenticity	**46.3%**	50.1%	46.7%	45.8%	44.7%	48.1%	51.7%	41.9%	42.8%	45.0%	45.7%	47.3%	45.0%	47.2%
Price	**34.6%**	35.1%	34.2%	32.9%	26.1%	34.7%	34.2%	37.3%	31.1%	35.2%	33.5%	33.3%	35.6%	35.8%
Nightlife	**34.3%**	37.9%	35.5%	33.0%	24.7%	33.1%	37.7%	37.4%	34.2%	33.6%	30.8%	33.4%	31.3%	34.7%
Accommodation supply	**33.3%**	27.7%	35.6%	29.7%	25.6%	35.5%	32.9%	45.1%	24.3%	34.0%	30.4%	31.7%	37.4%	31.6%
Safety	**30.7%**	22.3%	32.7%	28.4%	21.2%	32.7%	33.7%	44.1%	23.4%	29.8%	29.7%	30.0%	32.6%	30.7%
Landscapes	**27.2%**	29.9%	26.6%	26.3%	31.8%	27.5%	29.4%	31.6%	27.8%	26.4%	25.7%	26.4%	23.2%	27.6%
Beaches	**25.2%**	25.2%	24.0%	21.6%	27.0%	26.5%	30.8%	29.2%	16.5%	26.4%	22.3%	25.3%	23.8%	27.8%
Tranquility	**21.9%**	17.8%	23.9%	20.3%	20.1%	21.0%	19.3%	28.8%	17.0%	21.5%	22.7%	23.0%	24.6%	19.6%
Hiking trail network	**20.9%**	21.1%	22.3%	20.0%	12.0%	24.1%	24.2%	27.1%	15.8%	20.5%	19.8%	19.4%	18.1%	20.1%
Fun possibilities	**10.7%**	12.3%	9.9%	10.6%	5.8%	12.8%	18.5%	8.7%	9.8%	10.5%	9.8%	7.9%	10.3%	12.3%
European belonging	**10.0%**	8.6%	10.6%	8.6%	9.8%	10.3%	9.6%	13.4%	5.4%	11.2%	9.8%	10.1%	10.4%	9.3%
Gastronomy	**9.3%**	9.4%	8.9%	8.5%	2.8%	10.5%	13.8%	10.6%	7.9%	10.6%	8.8%	6.9%	7.3%	10.9%
Historical heritage	**8.2%**	6.4%	8.0%	7.5%	4.5%	9.6%	12.3%	12.6%	4.8%	8.0%	7.9%	7.5%	7.5%	8.8%
Sea	**7.6%**	7.0%	7.0%	6.9%	7.0%	7.2%	7.2%	9.1%	4.2%	7.5%	7.0%	8.1%	9.2%	7.8%
Effortless trip	**4.8%**	4.3%	4.2%	4.6%	8.2%	3.1%	3.6%	6.8%	3.8%	4.6%	3.9%	5.8%	5.8%	4.3%

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?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Previous visits to the Canary Islands	**62.9%**	70.3%	61.1%	66.1%	52.9%	60.3%	62.2%	49.2%	68.2%	64.5%	65.4%	58.7%	61.4%	68.4%
Friends or relatives	**27.7%**	31.1%	25.5%	23.9%	27.4%	23.6%	28.4%	34.5%	25.9%	29.4%	28.9%	28.5%	23.2%	26.3%
Internet or social media	**51.4%**	50.3%	53.2%	50.5%	56.7%	53.2%	49.9%	53.9%	47.2%	49.4%	47.3%	55.6%	55.3%	47.6%
Mass Media	**1.9%**	1.8%	1.6%	2.1%	1.4%	3.2%	2.0%	2.0%	1.8%	2.5%	2.2%	1.8%	1.7%	1.0%
Travel guides and magazines	**4.7%**	4.4%	4.8%	3.4%	5.5%	5.0%	4.4%	4.8%	4.6%	4.2%	4.5%	5.0%	6.0%	4.4%
Travel Blogs or Forums	**4.3%**	4.3%	3.5%	3.7%	1.5%	5.9%	4.0%	5.9%	4.6%	4.8%	2.8%	4.5%	3.9%	4.0%
Travel TV Channels	**0.8%**	1.2%	0.5%	0.2%	0.0%	1.0%	0.5%	0.2%	0.7%	1.1%	0.9%	0.9%	0.6%	0.9%
Tour Operator or Travel Agency	**20.9%**	16.9%	20.5%	23.5%	9.0%	20.6%	24.3%	13.1%	30.2%	21.3%	26.5%	20.4%	20.7%	22.0%
Public administrations or similar	**0.4%**	0.6%	0.0%	0.2%	0.0%	1.3%	0.0%	1.0%	0.0%	0.3%	0.1%	0.8%	0.4%	0.4%
Others	**2.9%**	3.0%	2.0%	2.1%	1.9%	3.3%	2.5%	3.4%	2.1%	2.5%	2.9%	3.1%	3.7%	3.7%

** Multi-choise question*

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

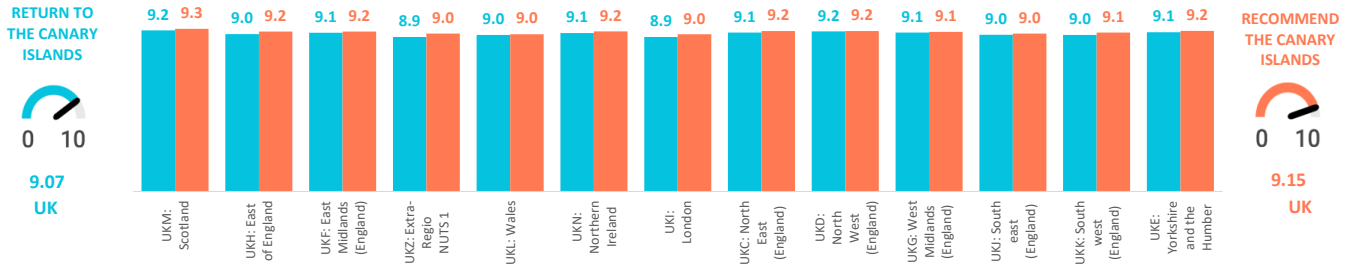
SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Average rating	**8.93**	9.07	8.93	8.93	8.93	8.89	8.94	8.81	8.86	8.89	8.90	8.91	8.91	9.02

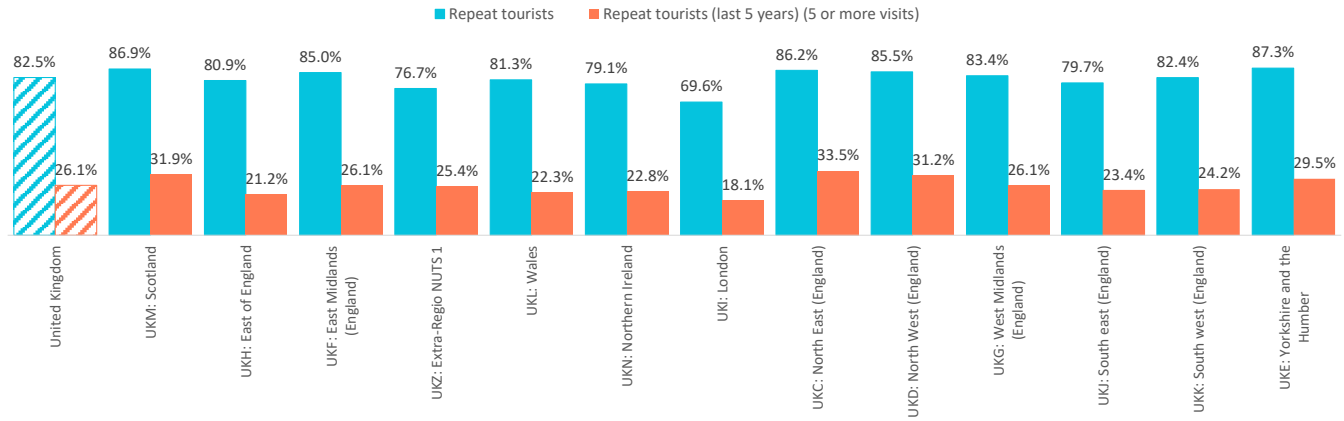
Experience in the Canary Islands	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Worse or much worse than expected	**2.3%**	1.8%	2.0%	2.5%	0.0%	3.4%	2.8%	3.2%	1.5%	2.6%	2.9%	1.2%	2.2%	2.3%
Lived up to expectations	**56.1%**	55.6%	56.2%	58.5%	50.3%	55.5%	55.7%	45.4%	59.5%	57.1%	57.5%	58.7%	55.8%	58.6%
Better or much better than expected	**41.6%**	42.7%	41.8%	39.0%	49.7%	41.1%	41.5%	51.4%	39.0%	40.3%	39.7%	40.1%	42.0%	39.1%

Future intentions (scale 0-10)	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Return to the Canary Islands	**9.07**	9.23	9.02	9.10	8.86	8.97	9.08	8.85	9.10	9.18	9.11	8.98	8.97	9.13
Recommend visiting the Canary Islands	**9.15**	9.32	9.17	9.17	9.05	9.01	9.17	9.01	9.20	9.19	9.15	9.05	9.11	9.21



How many are loyal to the Canary Islands?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Repeat tourists	**82.5%**	86.9%	80.9%	85.0%	76.7%	81.3%	79.1%	69.6%	86.2%	85.5%	83.4%	79.7%	82.4%	87.3%
At least 10 previous visits	**27.9%**	34.9%	23.6%	26.2%	18.2%	23.8%	26.6%	20.4%	34.7%	31.3%	28.5%	23.9%	27.5%	31.9%
Repeat tourists (last 5 years)	**75.7%**	81.5%	72.7%	77.8%	74.0%	73.2%	73.1%	63.3%	81.1%	79.5%	77.8%	70.5%	75.0%	81.2%
Repeat tourists (last 5 years) (5 or more visits)	**26.1%**	31.9%	21.2%	26.1%	25.4%	22.3%	22.8%	18.1%	33.5%	31.2%	26.1%	23.4%	24.2%	29.5%



ISLANDS

How many islands do they visit during their trip?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
One island	**96.6%**	96.5%	96.4%	97.2%	100.0%	96.6%	96.9%	94.6%	97.5%	97.2%	97.1%	96.6%	96.8%	96.5%
Two islands	**3.0%**	3.2%	3.1%	2.5%	-	3.3%	2.6%	4.5%	1.9%	2.6%	2.6%	3.3%	2.5%	3.5%
Three or more islands	**0.3%**	0.3%	0.5%	0.2%	-	0.1%	0.4%	0.9%	0.6%	0.2%	0.2%	0.1%	0.7%	0.0%

Visited islands during their trip (with overnight staying)

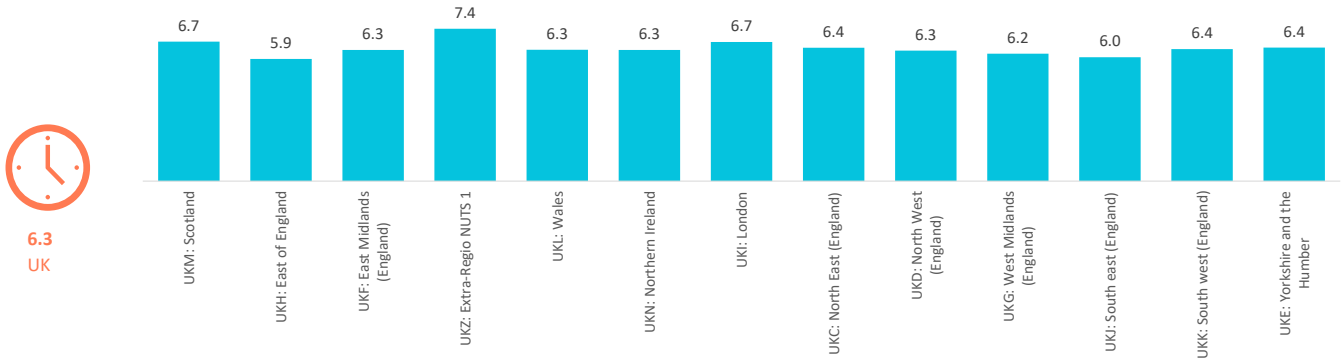
	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Lanzarote	**26.8%**	23.2%	29.9%	24.5%	18.9%	23.3%	27.5%	24.7%	32.5%	24.9%	31.8%	29.2%	25.2%	28.7%
Fuerteventura	**13.5%**	4.3%	14.4%	17.8%	12.2%	17.0%	3.7%	17.9%	4.5%	11.9%	15.2%	17.4%	19.6%	11.7%
Gran Canaria	**16.4%**	18.1%	16.0%	16.7%	12.9%	16.9%	10.8%	24.3%	12.9%	16.5%	19.0%	13.5%	14.9%	14.3%
Tenerife	**43.7%**	55.0%	40.4%	41.0%	56.0%	42.6%	59.2%	34.6%	51.3%	46.8%	33.9%	40.3%	40.6%	45.3%
La Gomera	**0.1%**	0.2%	0.0%	0.2%	0.0%	0.0%	0.4%	0.0%	0.1%	0.0%	0.1%	0.0%	0.2%	0.0%
La Palma	**0.4%**	0.1%	0.3%	0.5%	0.0%	0.2%	0.4%	0.5%	0.1%	0.6%	0.2%	0.6%	0.3%	0.4%
El Hierro	**0.0%**	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Cruise	**0.1%**	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.2%	0.1%	0.1%	0.1%	0.4%	0.1%

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

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

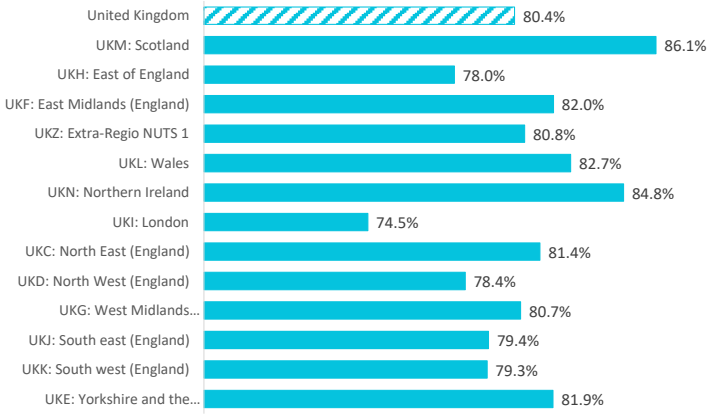
	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
0 hours	**3.4%**	2.0%	3.9%	2.8%	3.7%	4.3%	3.4%	3.4%	2.9%	3.1%	2.3%	5.5%	3.5%	3.7%
1 - 2 hours	**13.9%**	10.6%	17.3%	13.4%	9.0%	12.2%	12.9%	13.8%	11.3%	14.0%	16.7%	14.4%	15.3%	13.2%
3 - 6 hours	**40.2%**	39.2%	40.2%	41.8%	29.8%	43.3%	41.0%	34.3%	41.8%	41.6%	42.1%	41.2%	39.0%	40.1%
7 - 12 hours	**37.4%**	43.1%	34.7%	36.8%	55.0%	34.3%	38.1%	41.7%	40.2%	36.1%	33.9%	34.4%	37.7%	37.8%
More than 12 hours	**5.0%**	5.1%	4.0%	5.2%	2.6%	6.0%	4.6%	6.8%	3.9%	5.2%	5.0%	4.5%	4.5%	5.2%
Outdoor time per day	**6.3**	6.7	5.9	6.3	7.4	6.3	6.3	6.7	6.4	6.3	6.2	6.0	6.4	6.4



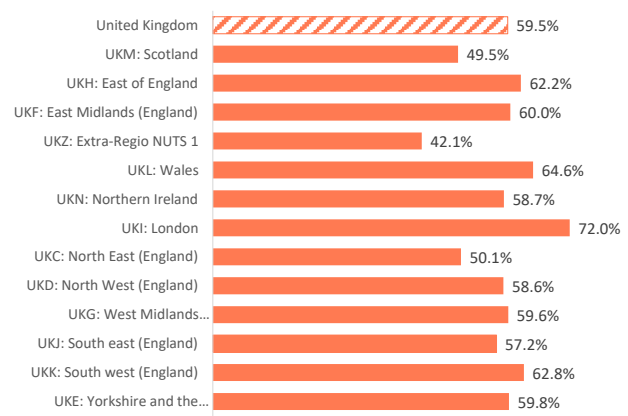
Activities in the Canary Islands

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Strolling, wandering	**80.4%**	86.1%	78.0%	82.0%	80.8%	82.7%	84.8%	74.5%	81.4%	78.4%	80.7%	79.4%	79.3%	81.9%
Pool, hotel facilities	**69.3%**	64.6%	71.8%	72.1%	58.1%	75.5%	71.3%	64.2%	66.8%	69.5%	70.2%	71.0%	68.0%	70.0%
Beach	**59.5%**	49.5%	62.2%	60.0%	42.1%	64.6%	58.7%	72.0%	50.1%	58.6%	59.6%	57.2%	62.8%	59.8%
Explore the island on your own	**35.0%**	34.5%	34.8%	33.1%	39.5%	33.8%	27.8%	42.9%	33.9%	32.7%	35.1%	35.0%	38.8%	33.5%
Tasting Canarian cuisine	**24.1%**	26.3%	22.2%	22.2%	33.2%	22.1%	24.4%	25.7%	25.7%	23.8%	23.3%	22.3%	25.5%	24.9%
Nightlife/concerts/shows	**19.8%**	24.2%	14.6%	21.5%	14.1%	22.4%	25.7%	19.4%	21.9%	21.1%	18.5%	16.6%	15.2%	22.1%
Leisure or amusement parks	**13.1%**	12.2%	12.6%	12.3%	21.0%	13.9%	13.2%	14.0%	11.3%	15.0%	10.1%	12.7%	14.3%	13.1%
Organized excursions	**13.0%**	11.0%	14.7%	11.3%	17.4%	13.9%	17.5%	13.7%	11.3%	12.3%	13.0%	13.3%	15.0%	11.7%
Swim	**10.2%**	7.9%	10.4%	8.5%	6.7%	10.4%	11.7%	12.3%	6.3%	10.9%	10.5%	10.9%	11.9%	9.6%
Marine excursions/cetacean whaling	**10.1%**	7.3%	13.0%	10.5%	11.7%	10.9%	8.3%	14.2%	6.3%	9.8%	9.0%	10.9%	10.6%	8.2%
Wineries/markets/popular festivals	**8.9%**	8.2%	7.3%	9.1%	15.5%	8.9%	7.9%	10.5%	9.3%	9.6%	7.7%	9.1%	9.4%	8.8%
Hiking	**7.1%**	6.1%	7.3%	3.9%	22.1%	4.4%	2.7%	12.0%	5.7%	5.9%	5.8%	9.6%	9.1%	6.5%
Museums/exhibitions/cultural centers	**6.3%**	6.4%	5.8%	5.0%	7.3%	5.8%	5.9%	9.6%	5.4%	5.5%	5.4%	6.9%	8.0%	5.2%
Beauty and health treatments	**5.6%**	5.4%	6.0%	5.5%	10.5%	6.1%	7.5%	7.0%	5.4%	5.4%	4.9%	6.3%	5.0%	4.3%
Running	**4.8%**	3.4%	4.3%	3.6%	8.6%	4.9%	5.8%	6.9%	2.9%	5.2%	5.8%	5.2%	5.1%	4.3%
Other nature activities	**3.3%**	3.3%	2.4%	3.0%	1.3%	3.2%	4.0%	5.8%	3.2%	2.5%	3.1%	3.9%	4.5%	1.9%
Golf	**2.9%**	3.4%	2.7%	2.2%	1.3%	3.6%	3.0%	2.9%	3.3%	2.6%	2.4%	3.9%	3.7%	1.9%
Other sport	**2.9%**	1.6%	2.1%	2.0%	7.7%	3.0%	2.0%	6.8%	1.7%	3.2%	3.3%	2.9%	3.3%	2.1%
Cycling	**2.2%**	1.3%	1.4%	1.7%	6.2%	2.0%	3.1%	2.2%	2.1%	2.0%	2.3%	3.4%	3.8%	1.1%
Astronomical observation	**2.1%**	1.9%	2.1%	1.5%	5.3%	2.1%	0.9%	2.8%	0.9%	2.5%	2.2%	2.8%	2.0%	1.6%
Diving	**1.3%**	1.1%	1.0%	0.7%	0.0%	1.4%	0.2%	3.3%	0.5%	1.6%	1.4%	1.1%	0.8%	1.1%
Surfing	**1.3%**	0.4%	1.2%	0.9%	1.9%	2.0%	0.1%	2.5%	0.5%	1.1%	0.7%	1.2%	2.7%	0.7%
Windsurfing	**0.6%**	0.1%	0.6%	0.3%	0.0%	0.5%	0.0%	0.9%	0.0%	0.3%	1.1%	0.8%	1.0%	0.7%

Strolling, wandering



Beach



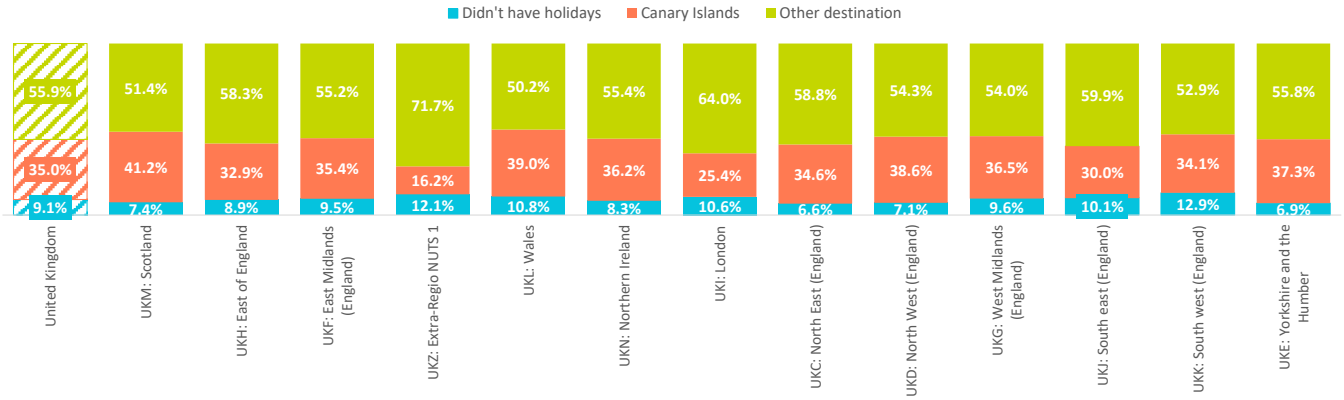
Profile of the British tourist according to region of residence (2025)

COMPETITORS

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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Didn't have holidays	**9.1%**	7.4%	8.9%	9.5%	12.1%	10.8%	8.3%	10.6%	6.6%	7.1%	9.6%	10.1%	12.9%	6.9%
Canary Islands	**35.0%**	41.2%	32.9%	35.4%	16.2%	39.0%	36.2%	25.4%	34.6%	38.6%	36.5%	30.0%	34.1%	37.3%
Other destination	**55.9%**	51.4%	58.3%	55.2%	71.7%	50.2%	55.4%	64.0%	58.8%	54.3%	54.0%	59.9%	52.9%	55.8%
- Balearic Islands	**4.9%**	3.8%	4.8%	5.9%	6.3%	4.0%	7.1%	3.8%	6.7%	5.2%	5.8%	4.0%	5.0%	4.8%
- Rest of Spain	**8.9%**	9.9%	7.6%	8.4%	6.8%	9.0%	12.7%	8.6%	11.2%	9.8%	7.2%	6.9%	8.4%	10.4%
- Italy	**4.1%**	4.2%	5.6%	3.1%	6.0%	2.9%	5.0%	6.6%	3.3%	3.3%	3.0%	3.7%	3.6%	4.4%
- France	**3.1%**	2.1%	3.3%	1.8%	5.7%	3.4%	3.2%	4.9%	2.3%	1.7%	3.3%	4.5%	3.7%	2.4%
- Turkey	**4.5%**	4.1%	4.7%	4.7%	5.0%	4.9%	3.4%	5.5%	4.8%	5.9%	5.0%	4.1%	2.3%	4.4%
- Greece	**8.5%**	5.5%	11.1%	9.4%	6.6%	7.2%	6.1%	8.0%	9.4%	8.8%	8.8%	9.2%	7.2%	9.7%
- Portugal	**3.9%**	4.6%	3.1%	3.9%	3.6%	2.6%	5.7%	4.4%	4.9%	3.3%	3.1%	4.4%	4.2%	3.8%
- Croatia	**1.4%**	1.4%	1.7%	1.6%	3.2%	1.2%	0.7%	0.9%	0.9%	1.3%	1.3%	1.5%	2.1%	0.9%
- Egypt	**1.2%**	0.5%	1.5%	1.8%	0.0%	2.2%	1.1%	1.3%	0.3%	0.6%	1.3%	1.8%	1.0%	1.6%
- Tunisia	**0.3%**	0.4%	0.3%	0.4%	0.0%	0.7%	0.0%	0.2%	0.0%	0.5%	0.2%	0.3%	0.2%	0.4%
- Morocco	**1.0%**	0.9%	0.8%	0.5%	0.0%	1.0%	0.4%	2.1%	1.2%	0.9%	1.5%	1.3%	0.8%	0.9%
- Others	**14.1%**	14.0%	13.8%	13.6%	28.3%	11.1%	10.0%	17.5%	13.8%	13.0%	13.5%	18.1%	14.3%	12.1%

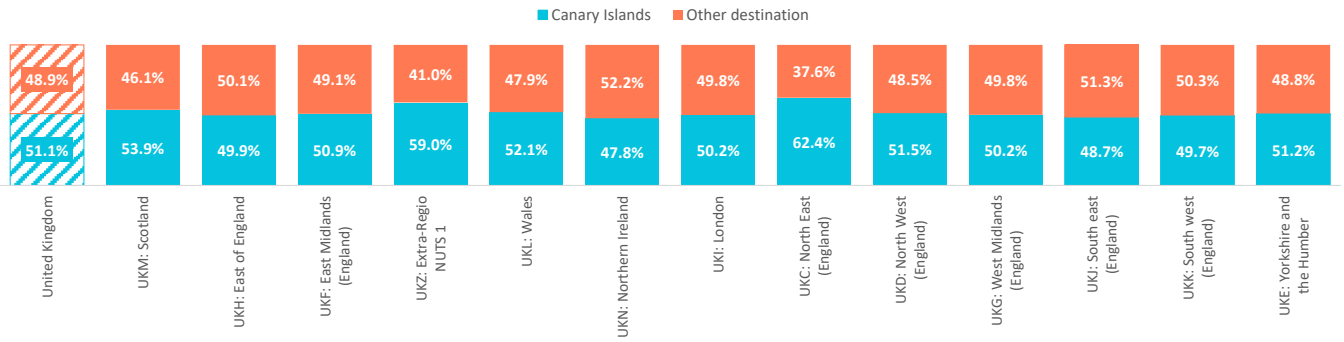
** Percentage of valid answers*



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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
None (I was clear about "this Canary Island")	**25.4%**	29.8%	23.6%	26.7%	44.9%	25.1%	25.1%	23.5%	32.0%	25.4%	23.3%	24.5%	23.2%	25.0%
Canary Islands (other island)	**25.8%**	24.1%	26.3%	24.2%	14.1%	27.0%	22.7%	26.7%	30.4%	26.0%	26.9%	24.2%	26.5%	26.3%
Other destination	**48.9%**	46.1%	50.1%	49.1%	41.0%	47.9%	52.2%	49.8%	37.6%	48.5%	49.8%	51.3%	50.3%	48.8%
- Balearic Islands	**7.3%**	6.6%	8.0%	7.9%	4.1%	7.7%	8.5%	5.6%	5.8%	7.5%	7.0%	7.2%	7.5%	7.9%
- Rest of Spain	**9.3%**	10.3%	9.1%	8.7%	2.9%	9.5%	13.1%	9.5%	8.0%	10.2%	8.7%	8.7%	8.5%	8.5%
- Italy	**4.1%**	4.7%	4.2%	3.5%	3.4%	4.1%	3.8%	5.0%	2.8%	3.0%	3.6%	4.5%	5.0%	3.8%
- France	**1.3%**	1.2%	1.1%	1.3%	1.1%	1.9%	1.3%	1.9%	0.6%	1.1%	1.0%	1.7%	1.4%	1.1%
- Turkey	**4.4%**	3.8%	4.1%	5.1%	5.2%	3.2%	3.4%	4.4%	3.3%	4.9%	5.2%	4.8%	4.0%	4.7%
- Greece	**8.9%**	7.0%	9.5%	10.3%	9.5%	9.5%	6.8%	8.6%	6.1%	8.4%	10.2%	9.6%	9.3%	9.8%
- Portugal	**7.2%**	7.3%	7.4%	6.8%	8.8%	6.6%	10.3%	8.0%	6.0%	7.6%	6.6%	7.0%	6.8%	6.8%
- Croatia	**2.6%**	1.7%	3.2%	2.0%	3.7%	2.3%	2.0%	3.0%	2.4%	2.3%	2.8%	2.8%	2.9%	2.7%
- Egypt	**2.2%**	2.1%	2.0%	2.2%	1.3%	1.4%	1.9%	2.4%	1.5%	1.8%	3.1%	2.7%	2.7%	1.8%
- Others	**1.6%**	1.4%	1.4%	1.3%	1.1%	1.5%	1.2%	1.4%	1.1%	1.8%	1.5%	2.2%	2.1%	1.6%

** Percentage of valid answers*



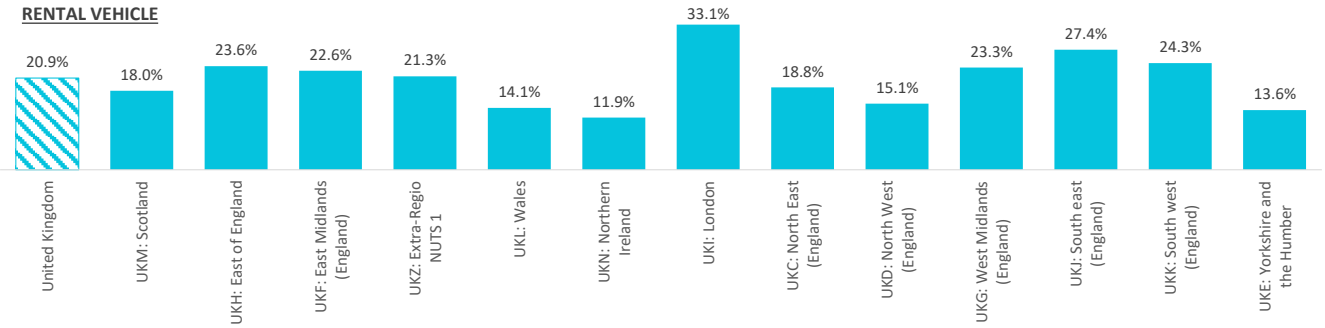
Profile of the British tourist according to region of residence (2025)

TRANSPORT (Data Q4 2025)

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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Rental vehicle	**20.9%**	18.0%	23.6%	22.6%	21.3%	14.1%	11.9%	33.1%	18.8%	15.1%	23.3%	27.4%	24.3%	13.6%
Public transport	**28.0%**	31.7%	23.3%	16.6%	42.1%	29.1%	26.7%	32.1%	31.5%	28.5%	27.1%	28.0%	28.9%	30.1%
Taxi / Private hire vehicle	**45.1%**	53.0%	41.0%	43.7%	36.7%	37.6%	54.2%	50.7%	46.8%	44.9%	49.0%	38.4%	40.3%	46.6%
Organised excursions with transport included	**11.2%**	7.2%	14.8%	11.0%	8.5%	10.0%	19.4%	7.6%	5.5%	11.9%	13.4%	8.6%	15.4%	12.4%
Bicycle	**2.7%**	1.9%	1.2%	2.5%	8.3%	3.6%	2.9%	1.1%	1.9%	2.3%	2.7%	5.1%	3.8%	3.5%
On foot	**23.3%**	23.2%	24.4%	28.2%	8.5%	27.5%	23.8%	13.1%	29.9%	24.3%	25.5%	21.0%	20.9%	23.5%

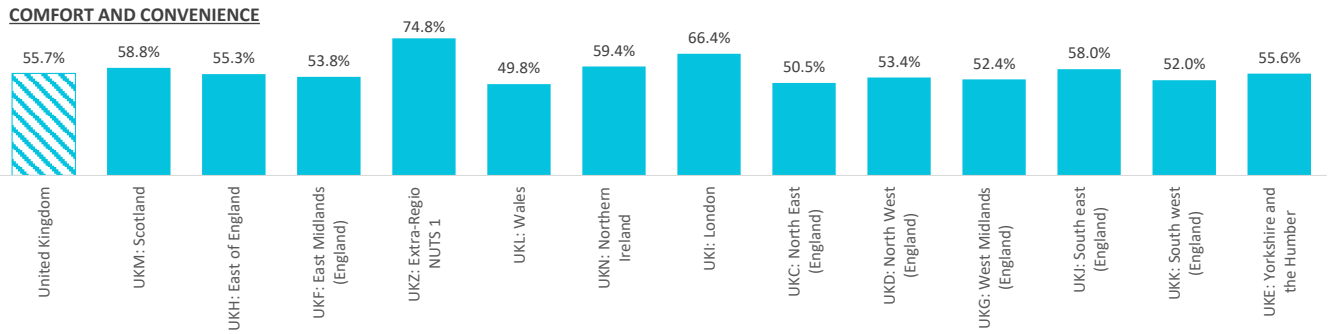
** Multi-choise question*



What factors influenced their choice of transport?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
No other alternative	**18.4%**	8.6%	18.9%	17.2%	0.0%	21.7%	18.0%	14.6%	17.9%	22.0%	20.3%	20.8%	22.3%	19.2%
Comfort and convenience	**55.7%**	58.8%	55.3%	53.8%	74.8%	49.8%	59.4%	66.4%	50.5%	53.4%	52.4%	58.0%	52.0%	55.6%
Price	**34.5%**	40.6%	27.4%	35.2%	61.7%	25.9%	29.7%	36.5%	39.8%	34.1%	42.6%	30.4%	29.7%	37.9%
Acessibility	**22.3%**	24.3%	20.1%	18.5%	37.8%	19.5%	27.8%	21.7%	20.5%	19.5%	25.9%	22.2%	25.4%	24.3%
Environmental impact	**4.4%**	6.0%	4.0%	4.9%	11.5%	4.9%	6.6%	5.0%	5.4%	2.6%	5.1%	4.4%	3.0%	4.4%
Safety	**14.4%**	10.8%	11.1%	15.3%	37.8%	16.4%	17.4%	15.1%	19.9%	13.6%	17.7%	13.6%	12.7%	16.3%
Available travel time	**13.1%**	12.9%	13.2%	7.6%	16.5%	13.6%	8.3%	14.4%	16.1%	12.4%	16.9%	13.6%	13.0%	12.8%
Punctuality	**8.0%**	9.5%	7.6%	4.4%	28.0%	7.4%	6.7%	9.6%	7.9%	7.7%	11.4%	6.3%	7.1%	8.1%
Flexible timetable	**16.5%**	13.5%	17.4%	19.6%	28.0%	12.0%	22.2%	15.4%	18.5%	14.4%	15.5%	20.5%	18.9%	14.6%

** Multi-choise question*



Did you experience any difficulties with transport during their stay in the Canary Islands?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Yes	**5.5%**	5.9%	6.0%	3.6%	0.0%	4.2%	1.7%	6.1%	3.8%	6.6%	5.1%	4.0%	6.2%	7.3%
- Infrequent service	**1.9%**	0.6%	1.6%	1.7%	0.0%	3.0%	0.0%	3.6%	1.0%	3.6%	0.7%	1.9%	1.4%	1.8%
- Confusing or insufficient information	**1.1%**	0.7%	1.4%	0.0%	0.0%	2.7%	0.8%	1.1%	0.0%	0.6%	0.7%	1.2%	3.3%	0.5%
- Accessibility barriers	**0.1%**	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%
- Delays or cancellations	**1.4%**	1.0%	1.7%	2.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.5%	1.3%	1.2%	3.1%	1.8%
- High fares	**0.6%**	0.5%	1.7%	0.0%	0.0%	2.0%	0.0%	0.7%	0.8%	0.8%	0.8%	0.0%	0.0%	0.3%
- Difficulties with booking systems	**0.4%**	0.0%	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.0%	0.0%	0.8%	0.4%
- Poor connections	**0.4%**	0.5%	1.2%	0.6%	0.0%	0.5%	0.0%	0.0%	0.0%	1.2%	0.3%	0.0%	0.0%	0.0%
- Others	**1.3%**	2.8%	1.2%	0.0%	0.0%	0.0%	0.0%	1.2%	2.5%	1.4%	0.9%	0.8%	1.0%	2.4%
No	**94.5%**	94.1%	94.0%	96.4%	100.0%	95.8%	98.3%	93.9%	96.2%	93.4%	94.9%	96.0%	93.8%	92.7%

** 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 of touri*

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

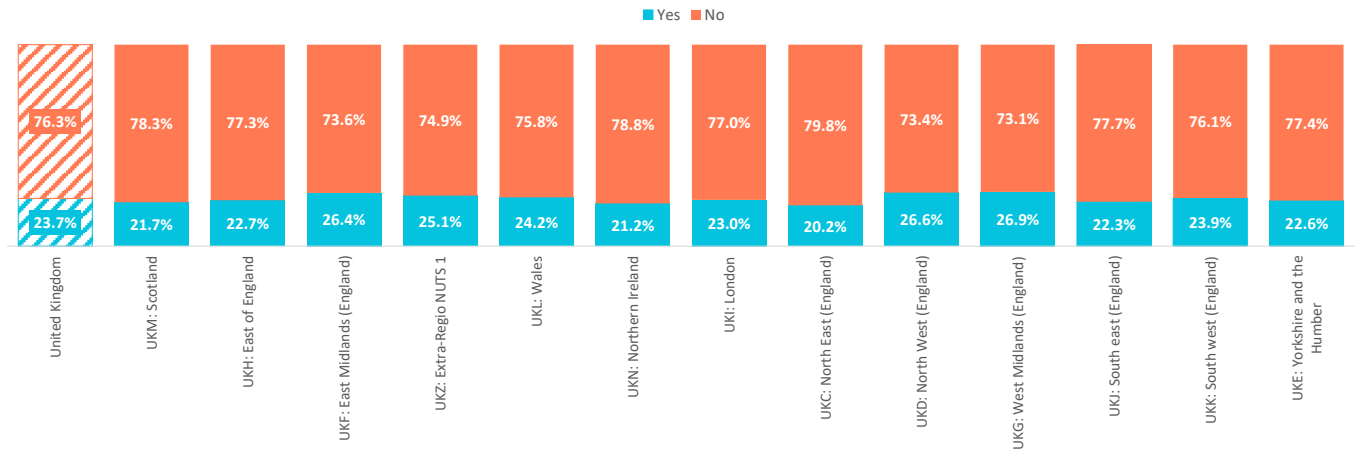
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Yes	**48.6%**	49.9%	48.2%	53.6%	53.0%	51.2%	40.8%	47.6%	52.2%	49.5%	50.4%	45.7%	46.2%	47.5%
No	**34.5%**	37.9%	33.7%	32.2%	26.6%	34.5%	40.4%	28.0%	32.9%	34.2%	34.5%	36.0%	36.2%	35.5%
Not remember	**16.9%**	12.2%	18.1%	14.2%	20.4%	14.4%	18.8%	24.4%	14.8%	16.3%	15.1%	18.3%	17.6%	17.0%

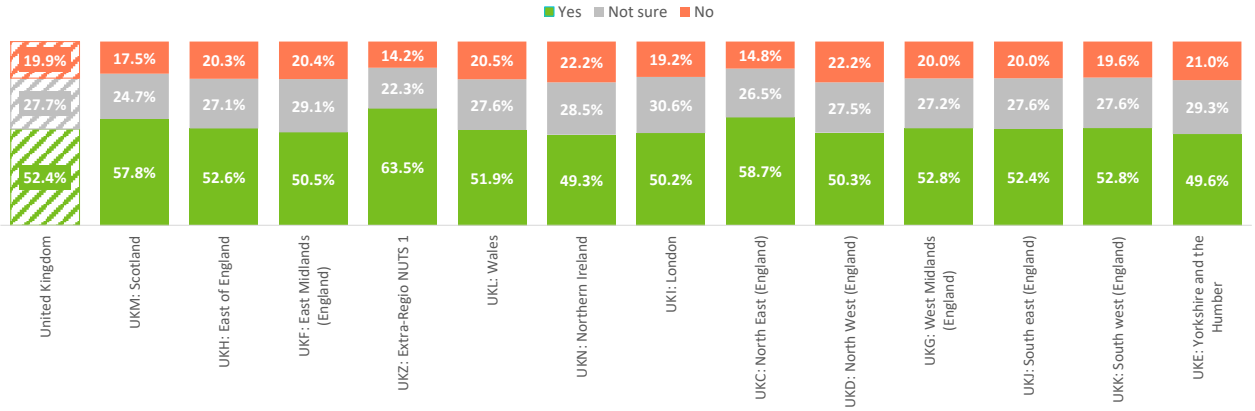
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Yes	**23.7%**	21.7%	22.7%	26.4%	25.1%	24.2%	21.2%	23.0%	20.2%	26.6%	26.9%	22.3%	23.9%	22.6%
No	**76.3%**	78.3%	77.3%	73.6%	74.9%	75.8%	78.8%	77.0%	79.8%	73.4%	73.1%	77.7%	76.1%	77.4%



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

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Yes	**52.4%**	57.8%	52.6%	50.5%	63.5%	51.9%	49.3%	50.2%	58.7%	50.3%	52.8%	52.4%	52.8%	49.6%
- For any purpose	**13.1%**	12.9%	13.3%	11.4%	14.8%	14.3%	11.4%	14.8%	16.4%	13.8%	12.4%	12.1%	12.2%	13.1%
- Improve living conditions	**7.7%**	8.5%	8.1%	6.7%	6.9%	6.4%	8.5%	7.3%	7.9%	7.9%	7.2%	8.0%	7.8%	8.2%
- Improve economic development	**5.7%**	7.6%	5.7%	5.8%	1.6%	5.1%	4.6%	6.0%	7.1%	4.1%	7.0%	5.4%	6.2%	4.9%
- Improve the environment	**12.6%**	13.2%	12.2%	12.8%	19.4%	11.7%	10.8%	11.0%	12.8%	13.0%	11.2%	13.9%	15.3%	10.1%
- Improve the tourist environment	**5.5%**	7.4%	4.8%	6.7%	4.1%	6.6%	6.5%	4.2%	6.7%	5.1%	6.1%	5.0%	3.9%	5.3%
- Other purposes	**7.7%**	8.1%	8.6%	7.1%	16.6%	7.8%	7.5%	7.0%	7.8%	6.5%	8.8%	8.1%	7.5%	8.0%
Not sure	**27.7%**	24.7%	27.1%	29.1%	22.3%	27.6%	28.5%	30.6%	26.5%	27.5%	27.2%	27.6%	27.6%	29.3%
No	**19.9%**	17.5%	20.3%	20.4%	14.2%	20.5%	22.2%	19.2%	14.8%	22.2%	20.0%	20.0%	19.6%	21.0%



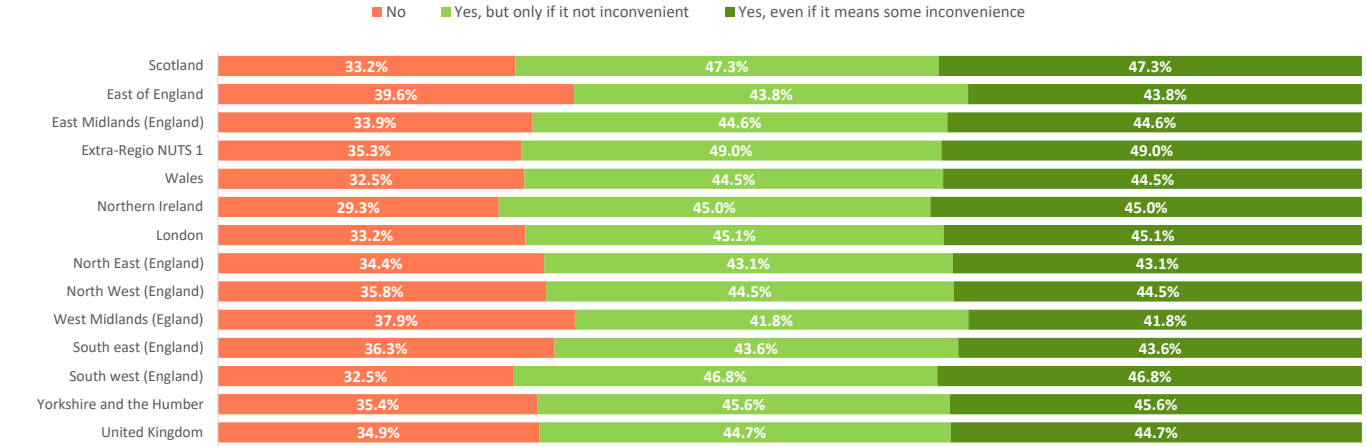
How much would they be willing to pay?

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Up to 1 euro	**33.9%**	30.8%	34.4%	38.0%	32.2%	31.1%	34.3%	31.0%	35.1%	35.1%	37.7%	34.2%	31.2%	35.4%
Up to 2 euros	**31.7%**	31.5%	30.4%	32.1%	35.6%	34.3%	28.0%	29.2%	30.3%	34.1%	30.2%	29.2%	34.9%	33.4%
Up to 3 euros	**21.8%**	23.9%	22.8%	18.0%	13.8%	20.7%	26.2%	25.4%	22.2%	19.0%	21.5%	24.6%	19.6%	20.1%
More than 3 euros	**12.6%**	13.8%	12.4%	11.9%	18.5%	13.8%	11.4%	14.4%	12.4%	11.8%	10.7%	12.0%	14.3%	11.2%

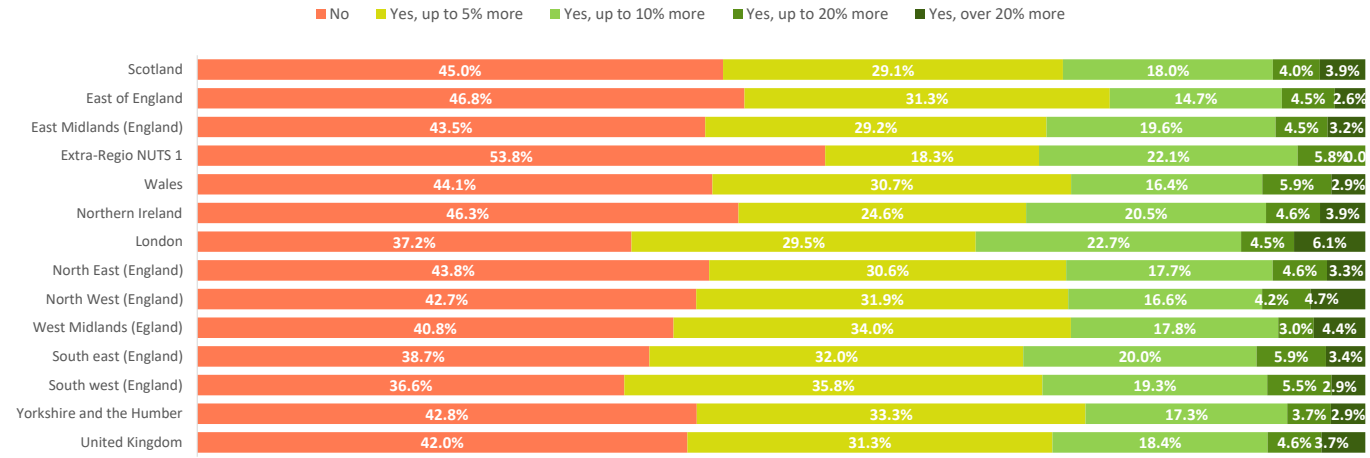
Profile of the British tourist according to region of residence (2025)

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 **

	UK	UKM	UKH	UKF	UKZ	UKL	UKN	UKI	UKC	UKD	UKG	UKJ	UKK	UKE
Quality of life on the island	**8.58**	8.66	8.62	8.50	8.31	8.66	8.54	8.61	8.73	8.67	8.61	8.47	8.39	8.51
Tolerance towards tourism	**8.57**	8.65	8.60	8.57	8.35	8.63	8.46	8.57	8.72	8.64	8.55	8.48	8.53	8.44
Cleanliness of the island	**8.53**	8.64	8.62	8.51	8.60	8.56	8.60	8.42	8.60	8.54	8.56	8.54	8.36	8.43
Air quality	**8.09**	8.22	8.17	8.10	7.81	8.22	8.00	8.03	8.29	8.19	8.02	7.93	8.00	8.01
Rational water consumption	**7.86**	8.11	7.74	7.91	7.59	7.96	8.03	7.36	8.06	8.18	8.02	7.64	7.75	7.86
Energy saving	**7.91**	7.99	8.09	7.87	6.88	8.01	7.71	7.87	7.97	8.08	7.97	7.79	7.74	7.86
Use of renewable energy	**7.59**	7.72	7.65	7.47	6.92	7.89	7.48	7.31	7.75	7.73	7.80	7.40	7.46	7.67
Recycling	**7.35**	7.41	7.50	7.32	6.34	7.51	7.21	7.24	7.35	7.48	7.46	7.14	7.17	7.49
Easy to get around by public transport	**7.26**	7.26	7.35	7.28	7.02	7.43	7.32	7.17	7.33	7.39	7.39	7.11	7.08	7.19
Overcrowding in tourist areas	**7.20**	7.26	7.36	7.31	6.08	7.27	7.19	7.10	7.08	7.28	7.37	7.06	7.11	7.14
Supply of local products	**6.75**	6.73	6.80	6.67	6.20	6.97	6.77	6.68	6.64	6.87	6.84	6.78	6.65	6.66

** 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.