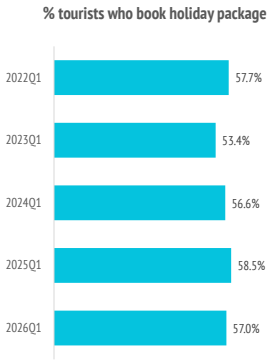
Tourist profile. Historical data (2022 - 2026)

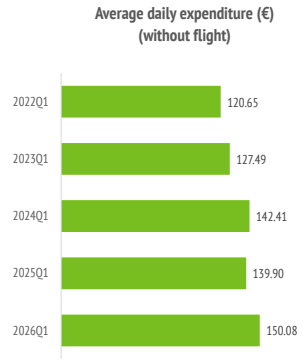
UNITED KINGDOM: First Quarter

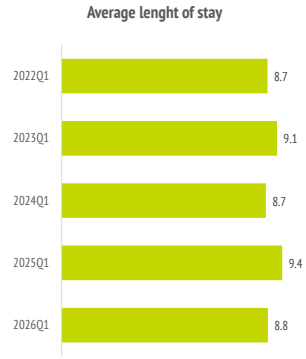
How many are they and how much do they spend?

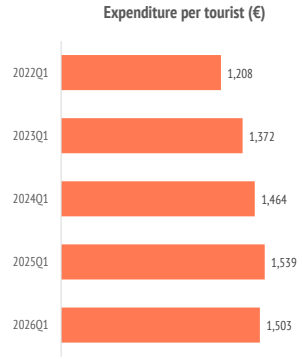
	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**959**	**1,306**	**1,506**	**1,538**	**1,584**
Tourist arrivals ≥ 16 years old (EGT) (*)	**868**	**1,145**	**1,336**	**1,369**	**1,443**
- book holiday package (*)	501	612	756	801	822
- do not book holiday package (*)	367	533	580	567	621
- % tourists who book holiday package	57.7%	53.4%	56.6%	58.5%	57.0%
Children < 16 years old (FRONTUR - EGT) (*)	91	161	170	169	141
Expenditure per tourist (€) (group spend / group size)	**1,117**	**1,253**	**1,317**	**1,387**	**1,374**
Expenditure per tourist (€) (group spend / +16)	**1,208**	**1,372**	**1,464**	**1,539**	**1,503**
- book holiday package	1,330	1,469	1,647	1,696	1,614
- holiday package	1,088	1,207	1,359	1,408	1,316
- others	242	262	288	288	298
- do not book holiday package	1,040	1,260	1,224	1,317	1,355
- flight	228	321	274	353	287
- accommodation	429	506	498	457	587
- others	383	433	453	507	481
Average lenght of stay	**8.7**	**9.1**	**8.7**	**9.4**	**8.8**
- Median	7.2	7.0	7.0	7.4	7.0
Average daily expenditure (€)	**155.40**	**176.05**	**189.73**	**193.62**	**193.11**
- Median	135.30	150.99	162.44	178.00	183.54
Average daily expenditure (without flight)	**120.65**	**127.49**	**142.41**	**139.90**	**150.08**
- Median	108.67	108.41	122.86	133.03	145.46
Average cost of the flight (€)	**268**	**372**	**355**	**428**	**329**
Total turnover (€m)	**1,049**	**1,570**	**1,955**	**2,106**	**2,168**
Turnover without flight (€m)	**817**	**1,145**	**1,482**	**1,520**	**1,694**

(*) Thousands of tourists









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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Accommodation:					
- Accommodation	89.1%	86.2%	88.1%	87.0%	87.5%
- Additional accommodation expenses	7.5%	5.6%	6.6%	4.9%	6.5%
Transport:					
- National/International Transport	97.3%	95.8%	96.1%	97.2%	97.3%
- Flights between islands	3.8%	3.3%	3.1%	3.8%	2.5%
- Taxi	66.4%	63.7%	64.8%	65.4%	64.1%
- Car rental	15.8%	19.1%	16.3%	15.9%	16.6%
- Public transport	8.6%	11.5%	10.2%	11.6%	17.2%
Food and drink:					
- Food purchases at supermarkets	50.8%	57.0%	55.5%	55.5%	57.1%
- Restaurants	67.5%	72.4%	69.5%	71.5%	74.0%
Leisure:					
- Organized excursions	16.0%	18.1%	15.5%	15.8%	13.4%
- Sport activities	6.5%	8.7%	5.8%	5.2%	5.3%
- Cultural activities	1.7%	2.7%	1.5%	2.2%	1.8%
- Museums	2.3%	4.9%	3.3%	4.0%	4.1%
- Theme Parks	6.1%	8.5%	9.5%	8.1%	6.0%
- Discos and pubs	14.4%	15.4%	13.7%	14.9%	16.7%
- Wellness	5.2%	5.8%	4.9%	5.6%	5.2%
Purchases of goods:					
- Souvenirs	37.1%	39.0%	37.6%	38.5%	37.8%
- Other expenses	0.6%	0.5%	1.0%	0.7%	0.8%
Other:					
- Medical or pharmaceutical expenses	7.2%	7.6%	6.4%	5.3%	7.5%
- Other expenses	5.0%	5.5%	5.0%	4.8%	3.5%

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:	**847**	**849**	**1,008**	**954**	**1,044**
- Accommodation	675	723	812	796	871
- Additional accommodation expenses	172	126	196	157	174
Transport:	**548**	**660**	**671**	**761**	**635**
- National/International Transport	275	389	369	440	338
- Flights between islands	51	63	78	93	84
- Taxi	68	71	74	81	76
- Car rental	132	113	127	125	115
- Public transport	21	25	24	21	23
Food and drink:	**289**	**312**	**337**	**350**	**347**
- Food purchases at supermarkets	91	100	100	108	109
- Restaurants	198	212	236	243	238
Leisure:	**494**	**498**	**569**	**625**	**586**
- Organized excursions	90	91	91	89	85
- Sport activities	85	92	90	128	122
- Cultural activities	58	60	84	72	60
- Museums	32	43	42	50	40
- Theme Parks	58	56	74	84	73
- Discos and pubs	101	98	119	110	119
- Wellness	69	59	69	91	88
Purchases of goods:	**157**	**114**	**358**	**325**	**180**
- Souvenirs	69	69	81	94	**85**
- Other expenses	88	45	277	231	**95**
Other:	**100**	**135**	**104**	**152**	**142**
- Medical or pharmaceutical expenses	43	40	28	80	**45**
- Other expenses	58	95	76	72	**97**

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)

UNITED KINGDOM: First Quarter

What is the main purpose of their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Holiday, leisure	94.5%	94.1%	95.5%	94.4%	94.3%
Visiting family or friends	4.5%	5.0%	3.8%	4.7%	4.5%
Business and work	0.2%	0.1%	0.3%	0.2%	0.3%
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.4%	0.5%	0.4%	0.3%	0.4%
Health or medical care	0.2%	0.1%	0.0%	0.0%	0.1%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.2%	0.2%	0.0%	0.4%	0.5%

What is the main motivation for their holidays?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Rest	71.9%	68.2%	66.7%	68.7%	68.0%
Enjoy family time	9.9%	12.1%	12.9%	12.9%	12.2%
Have fun	8.7%	8.7%	10.4%	7.0%	9.3%
Explore the destination	7.1%	7.8%	7.4%	7.8%	7.5%
Practice their hobbies	1.4%	1.8%	1.2%	1.5%	1.0%
Other reasons	1.0%	1.4%	1.3%	2.1%	1.9%

Where did they spend their main holiday last year? *

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Didn't have holidays	47.8%	10.9%	7.7%	7.1%	6.9%
Canary Islands	20.4%	28.6%	30.0%	31.5%	33.7%
Other destination	31.8%	60.5%	62.4%	61.4%	59.4%
- Balearic Islands	3.5%	5.4%	5.5%	5.6%	4.1%
- Rest of Spain	4.8%	8.6%	9.7%	10.5%	9.5%
- Italy	1.8%	6.1%	4.9%	5.0%	4.8%
- France	1.8%	3.8%	4.2%	3.5%	3.6%
- Turkey	1.1%	3.8%	4.5%	3.6%	4.6%
- Greece	6.1%	8.5%	8.7%	8.6%	9.1%
- Portugal	3.1%	4.6%	4.5%	4.4%	3.9%
- Croatia	0.9%	1.5%	1.6%	1.7%	1.8%
- Egypt	0.1%	0.9%	0.9%	1.0%	1.0%
- Tunisia	0.0%	0.2%	0.2%	0.2%	0.3%
- Morocco	0.1%	0.8%	0.8%	0.7%	1.1%
- Others	8.4%	16.3%	16.9%	16.6%	15.7%

** 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")	35.0%	36.1%	30.5%	34.4%	33.9%
Canary Islands (other island)	28.5%	29.6%	31.0%	29.0%	30.8%
Other destination	36.5%	34.3%	38.5%	36.6%	35.3%
- Balearic Islands	5.1%	4.3%	5.3%	4.8%	4.4%
- Rest of Spain	7.8%	7.6%	8.0%	7.2%	7.3%
- Italy	3.2%	3.2%	3.1%	3.3%	3.5%
- France	0.7%	0.8%	1.5%	1.3%	0.9%
- Turkey	2.6%	2.6%	3.6%	3.5%	3.0%
- Greece	5.5%	4.5%	5.2%	4.3%	4.7%
- Portugal	5.1%	5.2%	5.6%	5.5%	5.0%
- Croatia	1.2%	1.3%	1.6%	1.6%	1.9%
- Egypt	2.6%	2.5%	2.2%	2.8%	2.6%
- Others	2.7%	2.3%	2.5%	2.3%	2.0%

** Percentage of valid answers*

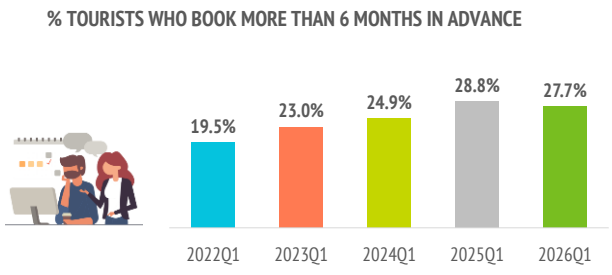
Importance of each factor in the destination choice

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Climate	82.6%	79.5%	82.8%	82.8%	76.9%
Safety	58.4%	63.7%	63.7%	63.6%	64.5%
Accommodation supply	52.7%	51.5%	56.9%	52.6%	49.8%
Tranquility	42.3%	45.1%	47.2%	48.6%	47.7%
Price	41.1%	43.3%	45.7%	46.3%	46.4%
Effortless trip	47.7%	45.7%	46.3%	48.5%	45.3%
European belonging	33.7%	29.9%	34.4%	36.5%	35.3%
Environment	31.7%	35.8%	33.2%	36.6%	31.7%
Sea	34.8%	32.9%	33.8%	31.3%	29.1%
Gastronomy	27.4%	30.4%	28.5%	25.7%	27.7%
Beaches	30.1%	27.7%	30.0%	27.7%	27.4%
Landscapes	22.6%	22.0%	23.1%	22.8%	22.0%
Authenticity	16.9%	18.3%	18.9%	19.6%	19.6%
Fun possibilities	21.8%	22.1%	22.7%	19.5%	16.9%
Culture	9.1%	8.9%	10.2%	9.0%	9.3%
Nightlife	8.7%	9.0%	9.5%	8.5%	8.6%
Historical heritage	6.2%	6.9%	7.2%	6.9%	8.5%
Shopping	7.3%	7.7%	10.4%	7.7%	8.0%
Exoticism	7.4%	6.6%	7.1%	6.2%	6.2%
Hiking trail network	5.0%	5.3%	6.0%	5.9%	5.9%

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	0.3%	0.4%	0.7%	0.4%	0.5%
Between 1 and 30 days	30.2%	20.0%	20.9%	19.9%	19.8%
Between 1 and 2 months	25.1%	26.8%	23.0%	21.6%	23.0%
Between 3 and 6 months	24.9%	29.8%	30.4%	29.3%	29.0%
More than 6 months	19.5%	23.0%	24.9%	28.8%	27.7%



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

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Previous visits to the Canary Islands	66.0%	65.6%	67.0%	64.9%	69.1%
Friends or relatives	30.5%	29.9%	28.6%	27.5%	26.1%
Internet or social media	55.6%	54.9%	53.4%	50.8%	46.4%
Mass Media	1.6%	2.9%	2.0%	1.7%	1.8%
Travel guides and magazines	6.3%	7.0%	5.2%	5.9%	3.9%
Travel Blogs or Forums	4.6%	4.4%	5.0%	4.4%	3.4%
Travel TV Channels	1.1%	0.9%	1.0%	1.1%	0.8%
Tour Operator or Travel Agency	25.5%	21.9%	21.8%	21.4%	22.7%
Public administrations or similar	2.8%	0.7%	0.7%	0.6%	0.5%
Others	2.7%	2.3%	2.9%	3.1%	2.2%

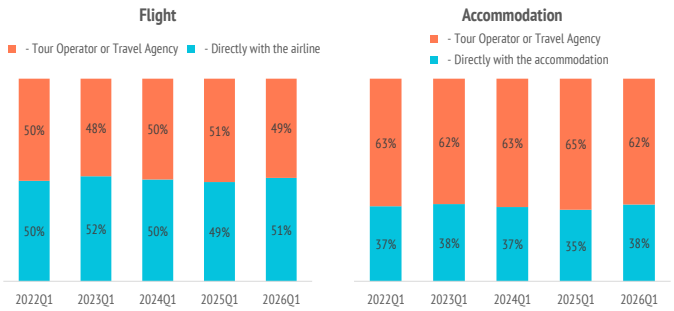
** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)

UNITED KINGDOM: First Quarter

With whom did they book their flight and accommodation?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Flight					
- Directly with the airline	49.6%	51.8%	50.2%	49.0%	51.0%
- Tour Operator or Travel Agency	50.4%	48.2%	49.8%	51.0%	49.0%
Accommodation					
- Directly with the accommodation	37.0%	38.1%	36.6%	35.3%	37.9%
- Tour Operator or Travel Agency	63.0%	61.9%	63.4%	64.7%	62.1%



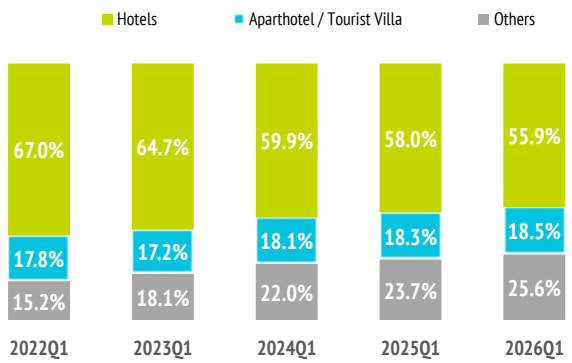
Where does the flight come from?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
United Kingdom	98.5%	98.3%	98.8%	98.7%	98.5%
Ireland	0.7%	0.6%	0.2%	0.6%	0.5%
Spanish Mainland	0.6%	0.5%	0.6%	0.4%	0.3%
Germany	0.0%	0.2%	0.1%	0.1%	0.2%
Netherlands	0.0%	0.0%	0.0%	0.0%	0.2%
Sweden	0.0%	0.0%	0.0%	0.0%	0.1%
Italy	0.0%	0.0%	0.1%	0.1%	0.0%
Romania	0.0%	0.0%	0.1%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.2%	0.4%	0.2%	0.1%	0.1%

Where do they stay?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
1-2-3* Hotel	11.3%	10.8%	8.8%	10.5%	9.3%
4* Hotel	42.1%	39.3%	39.9%	37.5%	34.6%
5* Hotel / 5* Luxury Hotel	13.5%	14.6%	11.2%	10.0%	12.0%
Aparthotel / Tourist Villa	17.8%	17.2%	18.1%	18.3%	18.5%
House/room rented in a private dwelling	5.2%	4.7%	14.2%	13.7%	15.8%
Private accommodation (1)	5.0%	7.4%	4.3%	7.4%	7.1%
Others (Cottage, cruise, camping,..)	5.0%	6.0%	3.5%	2.6%	2.7%

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

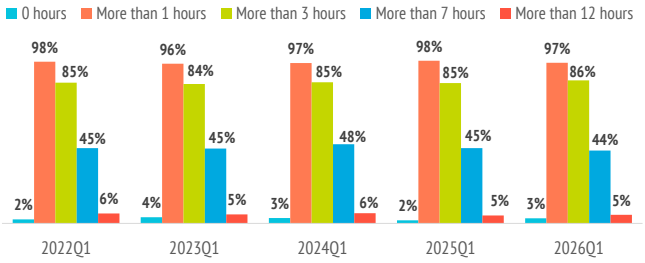


What do they book?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Room only	26.1%	26.6%	29.3%	33.4%	36.3%
Bed and Breakfast	15.2%	16.5%	16.5%	14.7%	14.4%
Half board	18.6%	21.7%	18.0%	16.9%	17.1%
Full board	1.8%	1.5%	2.0%	1.7%	0.9%
All inclusive	38.2%	33.7%	34.2%	33.2%	31.3%

Activities in the Canary Islands

Outdoor time per day	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
0 hours	2.4%	3.7%	3.3%	1.8%	3.1%
1 - 2 hours	12.7%	12.2%	11.5%	13.5%	10.7%
3 - 6 hours	39.5%	39.0%	37.5%	39.2%	42.3%
7 - 12 hours	39.4%	39.7%	41.6%	40.7%	38.8%
More than 12 hours	6.0%	5.4%	6.2%	4.8%	5.1%
Outdoor time per day	6.7	6.5	6.7	6.6	6.6



Activities in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Walk, wander	83.5%	82.8%	81.2%	81.6%	83.2%
Swimming pool, hotel facilities	71.2%	64.7%	67.2%	60.9%	59.6%
Beach	60.6%	56.5%	57.4%	54.7%	51.4%
Explore the island on their own	36.1%	37.3%	39.0%	36.7%	36.8%
Taste Canarian gastronomy	25.1%	25.5%	22.0%	25.7%	23.1%
Nightlife / concerts / shows	18.1%	18.9%	18.0%	18.4%	19.7%
Organized excursions	13.7%	12.7%	10.9%	11.0%	9.5%
Hiking	8.8%	9.8%	8.5%	9.5%	8.9%
Wineries / markets / popular festivals	6.7%	10.1%	7.6%	8.3%	8.2%
Theme parks	8.8%	8.9%	10.4%	9.3%	7.8%
Museums / exhibitions	5.1%	8.1%	6.8%	7.9%	7.0%
Swim	15.7%	8.8%	9.4%	7.6%	6.7%
Sea excursions / whale watching	7.5%	7.3%	8.2%	7.2%	5.4%
Running	4.8%	5.6%	4.9%	4.9%	5.1%
Beauty and health treatments	5.1%	6.1%	5.2%	5.3%	4.3%
Other Nature Activities	2.9%	4.2%	2.9%	3.2%	3.6%
Golf	2.2%	3.6%	3.2%	3.2%	2.5%
Cycling / Mountain bike	3.1%	3.6%	2.9%	3.1%	2.5%
Practice other sports	3.0%	4.0%	3.0%	2.6%	1.7%
Astronomical observation	1.4%	2.2%	1.6%	2.2%	1.5%
Surf	1.1%	1.4%	1.3%	1.4%	1.2%
Scuba Diving	0.9%	1.5%	1.4%	0.8%	0.9%
Windsurf / Kitesurf	0.9%	0.5%	0.6%	0.5%	0.5%

** Multi-choise question*

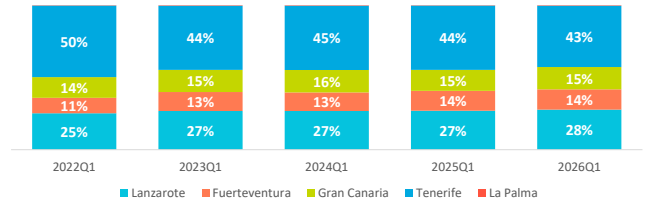
Tourist profile. Historical data (2022 - 2026)

UNITED KINGDOM: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	217,597	305,949	357,125	369,345	400,431
Fuerteventura	92,864	150,042	171,654	188,322	201,728
Gran Canaria	123,877	175,398	207,798	198,320	222,435
Tenerife	428,006	507,517	594,056	607,534	612,955
La Palma	1,885	3,443	3,838	3,365	4,146

Share by islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Lanzarote	25.2%	26.8%	26.8%	27.0%	27.8%
Fuerteventura	10.7%	13.1%	12.9%	13.8%	14.0%
Gran Canaria	14.3%	15.4%	15.6%	14.5%	15.4%
Tenerife	49.5%	44.4%	44.5%	44.4%	42.5%
La Palma	0.2%	0.3%	0.3%	0.2%	0.3%



How many islands do they visit during their trip?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
One island	95.2%	95.4%	95.4%	95.3%	96.5%
Two islands	4.2%	4.2%	4.2%	4.2%	3.1%
Three or more islands	0.5%	0.4%	0.4%	0.5%	0.4%

How many are loyal to the Canary Islands?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Repeat tourists	81.8%	82.7%	84.0%	84.9%	86.0%
At least 10 previous visits	24.0%	25.2%	28.6%	29.6%	31.1%
Repeat tourists (last 5 years)	73.3%	73.6%	74.9%	78.9%	81.3%
Repeat tourists (last 5 years)(5 or more visits)	16.1%	19.1%	22.0%	28.1%	32.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Average rating	8.97	8.93	8.94	8.90	8.75

Experience in the Canary Islands	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Worse or much worse than expected	3.4%	2.3%	2.5%	3.0%	4.6%
Lived up to expectations	53.0%	53.8%	55.8%	56.8%	61.0%
Better or much better than expected	43.6%	43.9%	41.7%	40.3%	34.4%

Future intentions (scale 0-10)	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Return to the Canary Islands	9.08	9.11	9.11	9.09	8.98
Recommend visiting the Canary Islands	9.23	9.22	9.19	9.14	9.03

Who are they?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Gender					
Men	43.2%	42.0%	43.6%	43.9%	44.3%
Women	56.8%	58.0%	56.4%	56.1%	55.7%
Age					
Average age	50.2	52.0	52.1	53.7	53.9
Standard deviation	16.0	16.0	16.2	16.7	16.3
Age range					
16 - 24 years old	6.2%	5.5%	5.2%	5.6%	6.0%
25 - 30 years old	8.9%	6.3%	6.2%	6.2%	4.6%
31 - 45 years old	23.9%	23.8%	25.4%	22.7%	21.7%
46 - 60 years old	29.0%	29.5%	27.7%	23.5%	25.5%
Over 60 years old	32.0%	34.9%	35.5%	42.0%	42.1%
Occupation					
Salaried worker	57.8%	47.6%	49.3%	44.0%	45.9%
Self-employed	10.7%	9.9%	11.6%	10.4%	10.2%
Unemployed	0.3%	0.3%	0.5%	0.9%	0.7%
Business owner	4.4%	5.1%	5.9%	4.7%	4.8%
Student	1.2%	1.7%	1.6%	1.4%	2.2%
Retired	24.3%	33.8%	30.3%	37.7%	35.4%
Unpaid domestic work	0.5%	0.4%	0.5%	0.4%	0.3%
Others	0.9%	1.2%	0.3%	0.5%	0.4%
Annual household income level					
Less than €25,000	10.4%	11.9%	8.0%	11.6%	10.9%
€25,000 - €49,999	31.6%	34.7%	33.2%	30.0%	27.1%
€50,000 - €74,999	30.7%	22.6%	25.9%	27.0%	26.9%
More than €74,999	27.3%	30.8%	32.9%	31.4%	35.1%
Education level					
No studies	7.1%	9.1%	9.4%	9.8%	12.0%
Primary education	0.3%	0.7%	0.9%	0.9%	1.0%
Secondary education	17.0%	17.3%	16.7%	21.7%	17.6%
Higher education	75.6%	72.8%	73.1%	67.6%	69.5%

Who do they come with?

	2022Q1	2023Q1	2024Q1	2025Q1	2026Q1
Unaccompanied	8.5%	7.6%	6.6%	8.1%	8.4%
Only with partner	58.4%	54.8%	55.6%	56.2%	55.9%
Only with children (< 13 years old)	3.1%	2.3%	3.1%	3.3%	2.5%
Partner + children (< 13 years old)	4.8%	6.3%	6.0%	5.8%	5.1%
Other relatives	9.3%	10.7%	10.0%	9.9%	11.1%
Friends	6.8%	6.3%	6.9%	5.9%	5.8%
Work colleagues	0.2%	0.1%	0.0%	0.1%	0.1%
Organized trip	0.3%	0.1%	0.2%	0.2%	0.2%
Other combinations (2)	8.7%	11.8%	11.7%	10.5%	11.0%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**12.4%**	**15.0%**	**15.6%**	**14.0%**	**13.4%**
- Between 0 and 2 years old	1.2%	1.2%	1.4%	1.0%	1.0%
- Between 3 and 12 years old	10.5%	12.3%	13.1%	12.3%	11.4%
- Between 0 -2 and 3-12 years old	0.7%	1.6%	1.1%	0.8%	1.1%
Tourists without children	**87.6%**	**85.0%**	**84.4%**	**86.0%**	**86.6%**
Group composition:					
- 1 person	10.8%	10.6%	8.7%	9.6%	10.6%
- 2 people	65.1%	60.8%	61.6%	62.3%	62.6%
- 3 people	8.8%	9.6%	9.8%	9.7%	9.4%
- 4 or 5 people	12.2%	15.2%	15.6%	14.4%	13.5%
- 6 or more people	3.1%	3.9%	4.3%	4.0%	4.0%
Average group size:	**2.41**	**2.56**	**2.59**	**2.53**	**2.50**

**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.