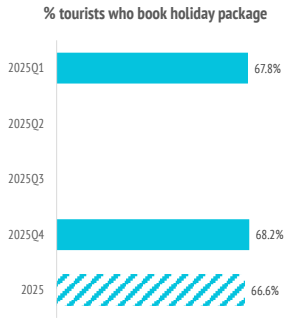
# Tourist profile by quarter of trip (2025)

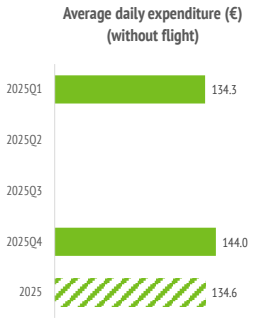
# SWEDEN

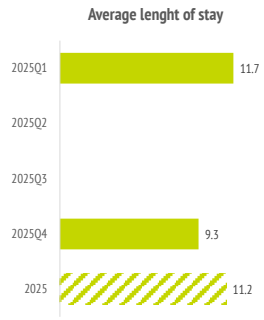
## *How many are they and how much do they spend?*

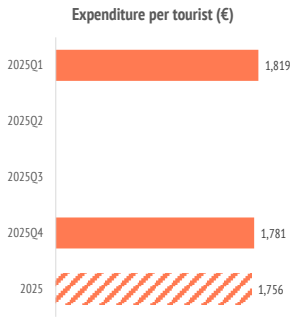
| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| **TOURISTS** | | | | | |
| **Tourist arrivals (FRONTUR) (*)** | **152** | -- | -- | **127** | **351** |
| **Tourist arrivals ≥ 16 years old (EGT) (*)** | **126** | -- | -- | **111** | **298** |
| - % tourists who book holiday package | 67.8% | -- | -- | 68.2% | **66.6%** |
| **Children < 16 years old** (FRONTUR - EGT) *(*)* | 26 | -- | -- | 16 | **52** |
| **Expenditure per tourist (€)** | **1,819** | -- | -- | **1,781** | **1,756** |
| - book holiday package | 1,901 | -- | -- | 1,859 | **1,828** |
| - holiday package | 1,565 | -- | -- | 1,566 | **1,504** |
| - others | 336 | -- | -- | 293 | **323** |
| - do not book holiday package | 1,646 | -- | -- | 1,612 | **1,613** |
| - flight | 506 | -- | -- | 582 | **544** |
| - accommodation | 522 | -- | -- | 522 | **488** |
| - others | 618 | -- | -- | 509 | **580** |
| **Average lenght of stay** | **11.7** | -- | -- | **9.3** | **11.2** |
| - Median | 7.5 | -- | -- | 7.0 | **7.0** |
| **Average daily expenditure (€)** | **189.5** | -- | -- | **218.4** | **195.7** |
| - Median | 167.7 | -- | -- | 194.5 | **172.9** |
| **Average daily expenditure (without flight)** | **134.3** | -- | -- | **144.0** | **134.6** |
| - Median | 125.0 | -- | -- | 128.5 | **122.6** |
| **Average cost of the flight (€)** | **525.7** | -- | -- | **596.1** | **541.6** |
| **Total turnover ( ≥ 16 years old) (€m)** | **229** | -- | -- | **199** | **523** |
| **Turnover without flight** (≥ 16 years old) (€m) | **163** | -- | -- | **132** | **362** |

*(*) Thousands of tourists*




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

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| **Accommodation:** | | | | | |
| - Accommodation | 85.9% | -- | -- | 89.1% | **87.6%** |
| - Additional accommodation expenses | 4.5% | -- | -- | 5.2% | **4.5%** |
| **Transport:** | | | | | |
| - National/International Transport | 95.4% | -- | -- | 96.9% | **96.5%** |
| - Flights between islands | 1.3% | -- | -- | 1.3% | **2.3%** |
| - Taxi | 65.6% | -- | -- | 66.3% | **65.5%** |
| - Car rental | 15.9% | -- | -- | 21.2% | **18.5%** |
| - Public transport | 20.1% | -- | -- | 17.6% | **18.9%** |
| **Food and drink:** | | | | | |
| - Food purchases at supermarkets | 64.9% | -- | -- | 56.7% | **63.0%** |
| - Restaurants | 70.4% | -- | -- | 64.9% | **66.4%** |
| **Leisure:** | | | | | |
| - Organized excursions | 15.1% | -- | -- | 17.4% | **15.7%** |
| - Sport activities | 5.8% | -- | -- | 6.5% | **6.4%** |
| - Cultural activities | 1.7% | -- | -- | 1.1% | **1.9%** |
| - Museums | 2.1% | -- | -- | 3.9% | **2.6%** |
| - Theme Parks | 4.8% | -- | -- | 5.2% | **4.5%** |
| - Discos and pubs | 9.3% | -- | -- | 5.7% | **8.6%** |
| - Wellness | 5.1% | -- | -- | 2.7% | **4.3%** |
| **Purchases of goods:** | | | | | |
| - Souvenirs | 38.3% | -- | -- | 34.1% | **36.1%** |
| - Other expenses | 0.4% | -- | -- | 1.7% | **1.0%** |
| **Other:** | | | | | |
| - Medical or pharmaceutical expenses | 7.4% | -- | -- | 5.9% | **6.8%** |
| - Other expenses | 7.1% | -- | -- | 7.5% | **6.6%** |

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

| Expenditure per tourist and trip (€) | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| **Accommodation:** | **1,290** | -- | -- | **1,124** | **1,136** |
| - Accommodation | 930 | -- | -- | 859 | **849** |
| - Additional accommodation expenses | 360 | -- | -- | 265 | **287** |
| **Transport:** | **908** | -- | -- | **1,006** | **935** |
| - National/International Transport | 551 | -- | -- | 615 | **561** |
| - Flights between islands | 69 | -- | -- | 126 | **85** |
| - Taxi | 122 | -- | -- | 107 | **114** |
| - Car rental | 141 | -- | -- | 120 | **141** |
| - Public transport | 25 | -- | -- | 38 | **33** |
| **Food and drink:** | **435** | -- | -- | **348** | **400** |
| - Food purchases at supermarkets | 154 | -- | -- | 123 | **149** |
| - Restaurants | 282 | -- | -- | 225 | **251** |
| **Leisure:** | **500** | -- | -- | **627** | **693** |
| - Organized excursions | 66 | -- | -- | 95 | **86** |
| - Sport activities | 112 | -- | -- | 115 | **112** |
| - Cultural activities | 48 | -- | -- | 60 | **162** |
| - Museums | 32 | -- | -- | 35 | **40** |
| - Theme Parks | 73 | -- | -- | 96 | **77** |
| - Discos and pubs | 88 | -- | -- | 161 | **121** |
| - Wellness | 80 | -- | -- | 65 | **95** |
| **Purchases of goods:** | **129** | -- | -- | **328** | **261** |
| - Souvenirs | 80 | -- | -- | 90 | **98** |
| - Other expenses | 49 | -- | -- | 239 | **162** |
| **Other:** | **97** | -- | -- | **134** | **122** |
| - Medical or pharmaceutical expenses | 40 | -- | -- | 46 | **40** |
| - Other expenses | 56 | -- | -- | 88 | **82** |

*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 by quarter of trip (2025)

# SWEDEN

## What is the main purpose of their trip?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Holiday, leisure | 92.9% | -- | -- | 96.7% | **93.1%** |
| Visiting family or friends | 5.5% | -- | -- | 2.2% | **4.2%** |
| Business and work | 1.0% | -- | -- | 0.0% | **0.8%** |
| Education and training | 0.0% | -- | -- | 0.1% | **0.2%** |
| Sports training | 0.3% | -- | -- | 0.6% | **0.8%** |
| Health or medical care | 0.0% | -- | -- | 0.4% | **0.3%** |
| Fairs and congresses | 0.0% | -- | -- | 0.0% | **0.0%** |
| Others | 0.3% | -- | -- | 0.0% | **0.6%** |

## What is the main motivation for their holidays?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Rest | 39.0% | -- | -- | 39.1% | **38.9%** |
| Enjoy family time | 41.4% | -- | -- | 44.7% | **40.7%** |
| Have fun | 5.6% | -- | -- | 4.6% | **7.3%** |
| Explore the destination | 9.3% | -- | -- | 7.0% | **8.4%** |
| Practice their hobbies | 2.4% | -- | -- | 1.8% | **2.3%** |
| Other reasons | 2.3% | -- | -- | 2.6% | **2.4%** |

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

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Didn't have holidays | 23.5% | -- | -- | 19.2% | **21.5%** |
| Canary Islands | 38.2% | -- | -- | 30.1% | **30.3%** |
| Other destination | 38.3% | -- | -- | 50.7% | **48.2%** |
| - Balearic Islands | 0.7% | -- | -- | 1.6% | **1.2%** |
| - Rest of Spain | 4.5% | -- | -- | 10.8% | **8.7%** |
| - Italy | 4.5% | -- | -- | 5.4% | **5.4%** |
| - France | 4.1% | -- | -- | 3.4% | **3.0%** |
| - Turkey | 0.5% | -- | -- | 1.2% | **1.8%** |
| - Greece | 9.4% | -- | -- | 9.9% | **9.6%** |
| - Portugal | 2.3% | -- | -- | 2.4% | **2.8%** |
| - Croatia | 3.9% | -- | -- | 1.4% | **2.4%** |
| - Egypt | 0.0% | -- | -- | 0.1% | **0.1%** |
| - Tunisia | 0.0% | -- | -- | 0.0% | **0.0%** |
| - Morocco | 0.0% | -- | -- | 0.4% | **0.3%** |
| - Others | 8.4% | -- | -- | 14.0% | **12.8%** |

** Percentage of valid answers*

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

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| None (I was clear about "this Canary Island") | 49.9% | -- | -- | 50.2% | **49.4%** |
| Canary Islands (other island) | 24.9% | -- | -- | 21.0% | **22.5%** |
| Other destination | 25.2% | -- | -- | 28.8% | **28.0%** |
| - Balearic Islands | 2.2% | -- | -- | 1.5% | **1.6%** |
| - Rest of Spain | 5.9% | -- | -- | 4.4% | **6.0%** |
| - Italy | 2.7% | -- | -- | 3.9% | **3.0%** |
| - France | 1.2% | -- | -- | 0.4% | **0.8%** |
| - Turkey | 0.2% | -- | -- | 1.4% | **1.1%** |
| - Greece | 2.8% | -- | -- | 6.9% | **5.2%** |
| - Portugal | 3.4% | -- | -- | 2.1% | **3.1%** |
| - Croatia | 1.6% | -- | -- | 1.5% | **1.7%** |
| - Egypt | 2.6% | -- | -- | 4.3% | **3.2%** |
| - Others | 2.7% | -- | -- | 2.4% | **2.3%** |

** Percentage of valid answers*

## Importance of each factor in the destination choice

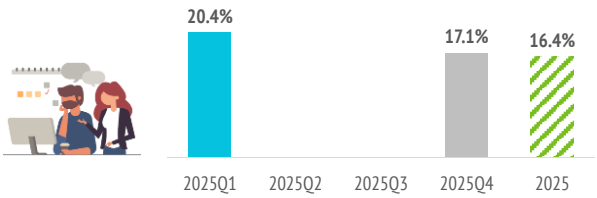
| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Climate | 91.7% | -- | -- | 90.5% | **89.3%** |
| Sea | 49.7% | -- | -- | 57.3% | **54.3%** |
| Tranquility | 44.2% | -- | -- | 47.8% | **45.0%** |
| Safety | 48.0% | -- | -- | 47.0% | **46.5%** |
| Beaches | 43.9% | -- | -- | 44.5% | **46.3%** |
| Environment | 34.3% | -- | -- | 43.2% | **38.7%** |
| European belonging | 41.0% | -- | -- | 39.0% | **40.7%** |
| Price | 28.5% | -- | -- | 35.9% | **32.9%** |
| Effortless trip | 33.8% | -- | -- | 34.0% | **34.1%** |
| Accommodation supply | 26.8% | -- | -- | 30.0% | **28.5%** |
| Gastronomy | 24.4% | -- | -- | 24.5% | **24.4%** |
| Authenticity | 15.2% | -- | -- | 22.2% | **18.4%** |
| Landscapes | 21.8% | -- | -- | 22.1% | **23.3%** |
| Fun possibilities | 18.9% | -- | -- | 14.0% | **17.4%** |
| Exoticism | 8.1% | -- | -- | 9.4% | **10.1%** |
| Hiking trail network | 7.5% | -- | -- | 8.7% | **8.0%** |
| Culture | 3.6% | -- | -- | 5.1% | **5.4%** |
| Shopping | 5.5% | -- | -- | 4.8% | **6.0%** |
| Historical heritage | 2.9% | -- | -- | 4.2% | **4.5%** |
| Nightlife | 3.7% | -- | -- | 3.9% | **4.4%** |

*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?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| The same day | 0.8% | -- | -- | 2.5% | **1.3%** |
| Between 1 and 30 days | 23.8% | -- | -- | 22.5% | **25.3%** |
| Between 1 and 2 months | 28.4% | -- | -- | 19.4% | **25.6%** |
| Between 3 and 6 months | 26.6% | -- | -- | 38.5% | **31.5%** |
| More than 6 months | 20.4% | -- | -- | 17.1% | **16.4%** |

### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE




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

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Previous visits to the Canary Islands | 60.2% | -- | -- | 55.0% | **56.3%** |
| Friends or relatives | 21.7% | -- | -- | 21.2% | **19.9%** |
| Internet or social media | 35.9% | -- | -- | 38.8% | **36.7%** |
| Mass Media | 0.9% | -- | -- | 1.6% | **1.1%** |
| Travel guides and magazines | 6.4% | -- | -- | 2.7% | **4.5%** |
| Travel Blogs or Forums | 2.6% | -- | -- | 1.8% | **2.5%** |
| Travel TV Channels | 0.0% | -- | -- | 0.5% | **0.8%** |
| Tour Operator or Travel Agency | 18.6% | -- | -- | 16.4% | **16.5%** |
| Public administrations or similar | 0.4% | -- | -- | 0.0% | **0.2%** |
| Others | 3.2% | -- | -- | 1.8% | **3.8%** |

** Multi-choise question*

# Tourist profile by quarter of trip (2025)

# SWEDEN

## With whom did they book their flight and accommodation?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Flight | | | | | |
| - Directly with the airline | 36.4% | -- | -- | 40.1% | **38.0%** |
| - Tour Operator or Travel Agency | 63.6% | -- | -- | 59.9% | **62.0%** |
| Accommodation | | | | | |
| - Directly with the accommodation | 26.4% | -- | -- | 32.5% | **28.7%** |
| - Tour Operator or Travel Agency | 63.6% | -- | -- | 59.9% | **62.0%** |

## Where are they from?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Sweden | 80.3% | -- | -- | 79.4% | **77.9%** |
| Denmark | 13.7% | -- | -- | 13.6% | **15.7%** |
| Norway | 1.6% | -- | -- | 3.9% | **2.6%** |
| Spanish Mainland | 1.0% | -- | -- | 1.5% | **1.3%** |
| Germany | 1.7% | -- | -- | 0.0% | **1.0%** |
| Finland | 0.6% | -- | -- | 1.2% | **0.7%** |
| Others | 1.0% | -- | -- | 0.4% | **0.8%** |

## Where do they stay?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| 1-2-3* Hotel | 13.4% | -- | -- | 16.5% | **14.8%** |
| 4* Hotel | 33.5% | -- | -- | 32.7% | **33.0%** |
| 5* Hotel / 5* Luxury Hotel | 7.6% | -- | -- | 5.2% | **5.9%** |
| Aparthotel / Tourist Villa | 25.5% | -- | -- | 24.3% | **25.2%** |
| House/room rented in a private dwelling | 10.1% | -- | -- | 14.7% | **12.5%** |
| Private accommodation (1) | 6.7% | -- | -- | 5.7% | **6.8%** |
| Others (Cottage, cruise, camping,..) | 3.2% | -- | -- | 0.9% | **1.9%** |

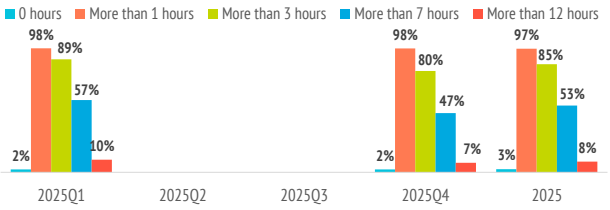
*(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.*

## What do they book?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Room only | 42.7% | -- | -- | 36.5% | **39.9%** |
| Bed and Breakfast | 16.9% | -- | -- | 15.1% | **17.6%** |
| Half board | 12.0% | -- | -- | 11.3% | **11.2%** |
| Full board | 2.6% | -- | -- | 2.6% | **2.4%** |
| All inclusive | 25.8% | -- | -- | 34.4% | **28.9%** |

## Activities in the Canary Islands

| Outdoor time per day | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| 0 hours | 2.2% | -- | -- | 2.3% | **2.5%** |
| 1 - 2 hours | 8.7% | -- | -- | 17.8% | **12.2%** |
| 3 - 6 hours | 32.2% | -- | -- | 33.2% | **32.6%** |
| 7 - 12 hours | 47.0% | -- | -- | 39.2% | **44.2%** |
| More than 12 hours | 9.9% | -- | -- | 7.5% | **8.4%** |
| Outdoor time per day | 7.7 | -- | -- | 6.7 | **7.2** |




| Activities in the Canary Islands | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Walk, wander | 80.4% | -- | -- | 76.2% | **78.3%** |
| Beach | 67.9% | -- | -- | 69.4% | **69.1%** |
| Swimming pool, hotel facilities | 67.3% | -- | -- | 68.0% | **66.8%** |
| Explore the island on their own | 36.6% | -- | -- | 33.1% | **36.2%** |
| Wineries / markets / popular festivals | 16.9% | -- | -- | 20.2% | **19.4%** |
| Taste Canarian gastronomy | 23.3% | -- | -- | 18.0% | **21.2%** |
| Hiking | 16.6% | -- | -- | 14.1% | **15.1%** |
| Organized excursions | 7.3% | -- | -- | 12.7% | **9.0%** |
| Nightlife / concerts / shows | 9.6% | -- | -- | 9.8% | **11.4%** |
| Sea excursions / whale watching | 5.6% | -- | -- | 8.5% | **7.2%** |
| Theme parks | 4.2% | -- | -- | 8.1% | **6.2%** |
| Museums / exhibitions | 3.7% | -- | -- | 6.0% | **5.0%** |
| Running | 9.2% | -- | -- | 5.9% | **7.1%** |
| Practice other sports | 5.1% | -- | -- | 5.8% | **5.2%** |
| Swim | 5.8% | -- | -- | 5.7% | **7.0%** |
| Other Nature Activities | 3.9% | -- | -- | 4.4% | **4.9%** |
| Beauty and health treatments | 6.6% | -- | -- | 3.6% | **5.0%** |
| Astronomical observation | 2.7% | -- | -- | 3.2% | **2.8%** |
| Golf | 1.5% | -- | -- | 2.6% | **2.2%** |
| Surf | 1.3% | -- | -- | 1.8% | **2.2%** |
| Scuba Diving | 0.7% | -- | -- | 1.3% | **1.0%** |
| Cycling / Mountain bike | 1.2% | -- | -- | 0.7% | **1.0%** |
| Windsurf / Kitesurf | 0.1% | -- | -- | -- | **0.4%** |

** Multi-choise question*

## Tourist tax *(Data available from Q1 2025 to Q3 2025)*

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

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Yes | 41.8% | -- | -- | -- | **--** |
| No | 37.4% | -- | -- | -- | **--** |
| Not remember | 20.8% | -- | -- | -- | **--** |

| Do they exclude destinations with tourist tax? | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Yes | 16.8% | -- | -- | -- | **--** |
| No | 83.2% | -- | -- | -- | **--** |

| How much would they be willing to pay? | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Up to 1 euro | 43.3% | -- | -- | -- | **--** |
| Up to 2 euros | 28.8% | -- | -- | -- | **--** |
| Up to 3 euros | 16.0% | -- | -- | -- | **--** |
| More than 3 euros | 11.8% | -- | -- | -- | **--** |

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

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Yes | 59.0% | -- | -- | -- | **--** |
| - For any purpose | 24.2% | -- | -- | -- | **--** |
| - Improve living conditions | 6.8% | -- | -- | -- | **--** |
| - Improve economic development | 2.3% | -- | -- | -- | **--** |
| - Improve the environment | 15.5% | -- | -- | -- | **--** |
| - Improve the tourist environment | 5.0% | -- | -- | -- | **--** |
| - Other purposes | 5.1% | -- | -- | -- | **--** |
| Not sure | 25.2% | -- | -- | -- | **--** |
| No | 15.8% | -- | -- | -- | **--** |

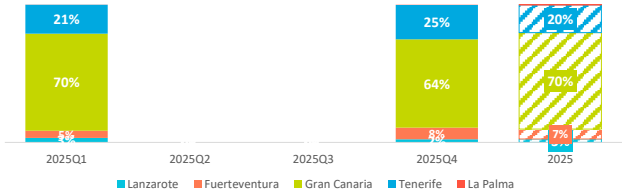
# Tourist profile by quarter of trip (2025)

# SWEDEN

## Which island do they choose?

| Tourists (≥ 16 year old) | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Lanzarote | 4,100 | -- | -- | 2,536 | 7,467 |
| Fuerteventura | 6,624 | -- | -- | 9,410 | 21,399 |
| Gran Canaria | 88,615 | -- | -- | 71,521 | 208,770 |
| Tenerife | 26,401 | -- | -- | 27,842 | 60,154 |
| La Palma | 23 | -- | -- | 159 | 182 |

| Share by islands | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Lanzarote | 3.3% | -- | -- | 2.3% | 2.5% |
| Fuerteventura | 5.3% | -- | -- | 8.4% | 7.2% |
| Gran Canaria | 70.5% | -- | -- | 64.2% | 70.1% |
| Tenerife | 21.0% | -- | -- | 25.0% | 20.2% |
| La Palma | 0.0% | -- | -- | 0.1% | 0.1% |




## How many islands do they visit during their trip?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| One island | 97.8% | -- | -- | 96.9% | 96.2% |
| Two islands | 1.9% | -- | -- | 3.1% | 3.6% |
| Three or more islands | 0.3% | -- | -- | 0.0% | 0.3% |

## How many are loyal to the Canary Islands?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Repeat tourists | 86.6% | -- | -- | 72.5% | 78.6% |
| At least 10 previous visits | 24.7% | -- | -- | 20.8% | 23.3% |
| Repeat tourists (last 5 years) | 75.3% | -- | -- | 58.8% | 67.6% |
| Repeat tourists (last 5 years)(5 or more visits) | 17.3% | -- | -- | 17.6% | 17.5% |

## How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Average rating | 8.60 | -- | -- | 8.71 | 8.60 |

| Experience in the Canary Islands | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Worse or much worse than expected | 3.2% | -- | -- | 1.3% | 3.1% |
| Lived up to expectations | 58.1% | -- | -- | 47.5% | 53.3% |
| Better or much better than expected | 38.7% | -- | -- | 51.2% | 43.6% |

| Future intentions (scale 0-10) | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Return to the Canary Islands | 8.60 | -- | -- | 8.64 | 8.55 |
| Recommend visiting the Canary Islands | 8.92 | -- | -- | 8.94 | 8.83 |

## Who are they?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| **Gender** | | | | | |
| Men | 51.4% | -- | -- | 43.8% | 48.6% |
| Women | 48.6% | -- | -- | 56.2% | 51.4% |
| **Age** | | | | | |
| Average age | 54.1 | -- | -- | 53.7 | 53.2 |
| Standard deviation | 17.1 | -- | -- | 15.6 | 17.0 |
| **Age range** | | | | | |
| 16 - 24 years old | 6.1% | -- | -- | 6.3% | 7.3% |
| 25 - 30 years old | 6.0% | -- | -- | 2.1% | 5.1% |
| 31 - 45 years old | 22.3% | -- | -- | 21.5% | 22.3% |
| 46 - 60 years old | 22.8% | -- | -- | 31.2% | 24.9% |
| Over 60 years old | 42.8% | -- | -- | 38.9% | 40.4% |
| **Occupation** | | | | | |
| Salaried worker | 38.7% | -- | -- | 48.2% | 41.8% |
| Self-employed | 7.6% | -- | -- | 4.7% | 7.2% |
| Unemployed | 4.9% | -- | -- | 1.2% | 2.8% |
| Business owner | 12.0% | -- | -- | 12.8% | 13.3% |
| Student | 2.7% | -- | -- | 2.6% | 3.2% |
| Retired | 33.6% | -- | -- | 29.9% | 31.0% |
| Unpaid domestic work | 0.0% | -- | -- | 0.0% | 0.0% |
| Others | 0.6% | -- | -- | 0.6% | 0.7% |
| **Annual household income level** | | | | | |
| Less than €25,000 | 4.7% | -- | -- | 8.1% | 6.9% |
| €25,000 - €49,999 | 30.7% | -- | -- | 27.5% | 30.5% |
| €50,000 - €74,999 | 32.4% | -- | -- | 24.6% | 30.2% |
| More than €74,999 | 32.2% | -- | -- | 39.8% | 32.4% |
| **Education level** | | | | | |
| No studies | 0.5% | -- | -- | 2.8% | 1.6% |
| Primary education | 3.5% | -- | -- | 4.7% | 5.2% |
| Secondary education | 28.3% | -- | -- | 25.4% | 28.2% |
| Higher education | 67.8% | -- | -- | 67.1% | 65.0% |

## Who do they come with?

| | 2025Q1 | 2025Q2 | 2025Q3 | 2025Q4 | 2025 |
|---|---|---|---|---|---|
| Unaccompanied | 13.6% | -- | -- | 5.7% | 9.6% |
| Only with partner | 45.1% | -- | -- | 37.3% | 43.4% |
| Only with children (< 13 years old) | 4.7% | -- | -- | 7.1% | 5.2% |
| Partner + children (< 13 years old) | 4.9% | -- | -- | 9.8% | 7.7% |
| Other relatives | 7.1% | -- | -- | 7.1% | 6.2% |
| Friends | 4.8% | -- | -- | 5.6% | 7.1% |
| Work colleagues | 0.1% | -- | -- | 0.0% | 0.4% |
| Organized trip | 0.2% | -- | -- | 0.1% | 0.3% |
| Other combinations (2) | 19.5% | -- | -- | 27.2% | 20.1% |
| *(2) Combination of some of the groups previously analyzed* | | | | | |
| **Tourists with children** | **16.6%** | **--** | **--** | **26.8%** | **20.2%** |
| - Between 0 and 2 years old | 1.3% | -- | -- | 0.0% | 0.8% |
| - Between 3 and 12 years old | 13.3% | -- | -- | 25.1% | 17.4% |
| - Between 0 -2 and 3-12 years old | 2.0% | -- | -- | 1.8% | 2.0% |
| **Tourists without children** | **83.4%** | **--** | **--** | **73.2%** | **79.8%** |
| **Group composition:** | | | | | |
| - 1 person | 15.5% | -- | -- | 10.0% | 13.1% |
| - 2 people | 50.7% | -- | -- | 47.1% | 51.0% |
| - 3 people | 9.8% | -- | -- | 7.8% | 10.0% |
| - 4 or 5 people | 17.8% | -- | -- | 24.9% | 18.8% |
| - 6 or more people | 6.2% | -- | -- | 10.0% | 7.1% |
| **Average group size:** | **2.66** | **--** | **--** | **3.13** | **2.78** |

**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.*