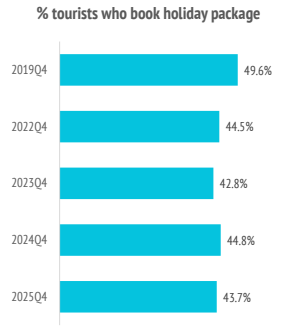
Tourist profile. Historical data (2019 - 2025)

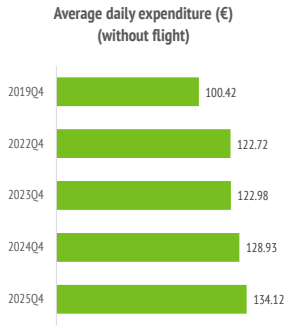
TENERIFE: Fourth Quarter

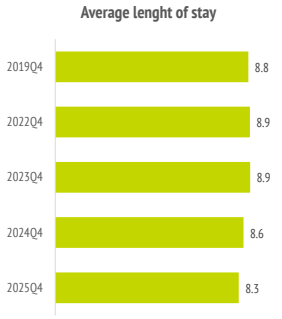
How many are they and how much do they spend?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,456**	**1,631**	**1,772**	**1,950**	**1,963**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,341**	**1,439**	**1,598**	**1,763**	**1,784**
- % tourists who book holiday package	49.6%	44.5%	42.8%	44.8%	43.7%
Children < 16 years old (FRONTUR - EGT) (*)	115	192	174	187	178
Expenditure per tourist (€) (group spend / group size)	**1,000**	**1,171**	**1,193**	**1,200**	**1,257**
Expenditure per tourist (€) (group spend / +16)	**1,141**	**1,315**	**1,332**	**1,345**	**1,425**
- book holiday package	1,361	1,541	1,590	1,600	1,713
- holiday package	1,100	1,230	1,280	1,304	1,385
- others	261	310	310	297	328
- do not book holiday package	925	1,134	1,138	1,137	1,201
- flight	272	303	291	304	309
- accommodation	283	379	409	365	404
- others	370	453	437	468	487
Average lenght of stay	**8.8**	**8.9**	**8.9**	**8.6**	**8.3**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**145.88**	**169.50**	**169.20**	**179.59**	**186.31**
- Median	135.14	156.55	158.22	167.74	176.65
Average daily expenditure (without flight)	**100.42**	**122.72**	**122.98**	**128.93**	**134.12**
- Median	93.79	112.92	116.25	121.72	129.50
Average cost of the flight (€)	**353.11**	**357.99**	**359.81**	**375.42**	**393.88**
Total turnover (€m)	**1,530**	**1,893**	**2,128**	**2,371**	**2,542**
Turnover without flight (€m)	**1,057**	**1,377**	**1,553**	**1,709**	**1,839**

(*) Thousands of tourists









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

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	78.6%	81.7%	84.6%	83.0%	82.8%
- Additional accommodation expenses	10.0%	6.2%	7.1%	7.1%	8.1%
Transport:					
- National/International Transport	90.2%	94.9%	94.5%	95.4%	93.9%
- Flights between islands	3.4%	4.2%	5.4%	4.7%	2.6%
- Taxi	40.1%	50.9%	50.6%	51.1%	47.4%
- Car rental	24.4%	36.8%	35.4%	36.6%	40.6%
- Public transport	5.6%	8.8%	11.1%	10.7%	13.9%
Food and drink:					
- Food purchases at supermarkets	46.3%	56.2%	60.2%	59.1%	57.1%
- Restaurants	58.5%	72.3%	69.2%	72.7%	77.7%
Leisure:					
- Organized excursions	17.6%	29.0%	29.7%	28.5%	28.5%
- Sport activities	4.4%	9.6%	7.9%	7.7%	5.7%
- Cultural activities	1.5%	3.8%	2.9%	3.8%	2.1%
- Museums	2.2%	3.8%	3.3%	4.0%	3.5%
- Theme Parks	9.2%	17.5%	17.3%	17.2%	17.1%
- Discos and pubs	6.1%	12.2%	11.7%	13.1%	12.8%
- Wellness	2.7%	8.1%	6.2%	6.2%	7.1%
Purchases of goods:					
- Souvenirs	45.1%	38.7%	39.4%	41.9%	42.0%
- Other expenses	0.5%	0.7%	1.0%	0.7%	0.6%
Other:					
- Medical or pharmaceutical expenses	4.8%	6.9%	8.2%	6.5%	5.8%
- Other expenses	4.4%	6.3%	5.2%	4.8%	5.4%

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

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**795**	**764**	**823**	**791**	**822**
- Accommodation	568	646	654	653	698
- Additional accommodation expenses	227	118	168	138	124
Transport:	**674**	**730**	**706**	**735**	**728**
- National/International Transport	392	377	381	393	419
- Flights between islands	88	104	89	108	82
- Taxi	68	92	88	86	82
- Car rental	98	127	119	119	118
- Public transport	29	30	29	29	26
Food and drink:	**300**	**311**	**300**	**308**	**329**
- Food purchases at supermarkets	118	96	98	99	100
- Restaurants	182	215	202	208	229
Leisure:	**522**	**551**	**542**	**532**	**560**
- Organized excursions	105	94	97	89	98
- Sport activities	112	84	94	89	99
- Cultural activities	51	55	57	63	54
- Museums	25	48	35	26	31
- Theme Parks	63	76	73	78	77
- Discos and pubs	106	106	116	100	100
- Wellness	60	87	71	88	102
Purchases of goods:	**258**	**191**	**194**	**171**	**222**
- Souvenirs	119	78	86	83	85
- Other expenses	139	113	107	88	136
Other:	**168**	**122**	**128**	**118**	**169**
- Medical or pharmaceutical expenses	60	39	42	38	42
- Other expenses	107	83	87	81	127

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

Tourist profile. Historical data (2019 - 2025)
TENERIFE: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	89.9%	87.4%	89.6%	90.1%	90.6%
Visiting family or friends	6.7%	9.1%	7.0%	7.5%	7.9%
Business and work	1.9%	1.3%	1.7%	0.9%	0.8%
Education and training	0.2%	0.6%	0.3%	0.2%	0.1%
Sports training	0.5%	0.3%	0.4%	0.4%	0.5%
Health or medical care	0.2%	0.1%	0.1%	0.2%	0.0%
Fairs and congresses	0.1%	0.5%	0.4%	0.3%	0.1%
Others	0.5%	0.7%	0.6%	0.5%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	54.1%	47.8%	51.1%	46.3%	44.9%
Enjoy family time	16.5%	17.7%	14.5%	16.0%	17.7%
Have fun	9.8%	8.0%	7.7%	9.0%	7.5%
Explore the destination	16.8%	23.0%	23.1%	25.5%	27.0%
Practice their hobbies	1.7%	1.9%	1.6%	1.7%	1.2%
Other reasons	1.1%	1.7%	2.0%	1.5%	1.7%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	24.3%	12.8%	10.8%	11.9%
Canary Islands	--	22.1%	24.9%	26.9%	27.1%
Other destination	--	53.6%	62.3%	62.4%	61.0%
- Balearic Islands	--	4.0%	4.6%	4.4%	3.6%
- Rest of Spain	--	11.3%	11.7%	11.0%	10.6%
- Italy	--	7.3%	7.8%	7.6%	7.9%
- France	--	5.7%	5.1%	5.4%	4.1%
- Turkey	--	2.2%	2.6%	2.8%	2.7%
- Greece	--	5.1%	6.5%	6.3%	7.6%
- Portugal	--	3.4%	4.0%	4.3%	4.1%
- Croatia	--	1.8%	2.0%	2.5%	2.0%
- Egypt	--	0.6%	1.1%	1.2%	1.8%
- Tunisia	--	0.3%	0.2%	0.2%	0.4%
- Morocco	--	0.5%	0.8%	1.1%	1.2%
- Others	--	11.4%	15.7%	15.7%	14.9%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	32.7%	30.3%	33.2%	31.3%
Canary Islands (other island)	--	23.8%	25.6%	24.9%	26.8%
Other destination	--	43.6%	44.1%	41.9%	41.9%
- Balearic Islands	--	4.8%	5.3%	4.7%	4.5%
- Rest of Spain	--	8.6%	8.7%	8.4%	7.8%
- Italy	--	4.8%	4.5%	4.0%	4.8%
- France	--	2.1%	1.3%	1.4%	1.8%
- Turkey	--	2.9%	3.3%	3.1%	3.5%
- Greece	--	7.6%	7.6%	7.0%	6.9%
- Portugal	--	5.8%	6.3%	6.1%	5.8%
- Croatia	--	1.7%	1.9%	1.8%	1.6%
- Egypt	--	2.1%	2.6%	2.8%	2.7%
- Others	--	3.0%	2.6%	2.7%	2.4%

** Percentage of valid answers*

Importance of each factor in the destination choice

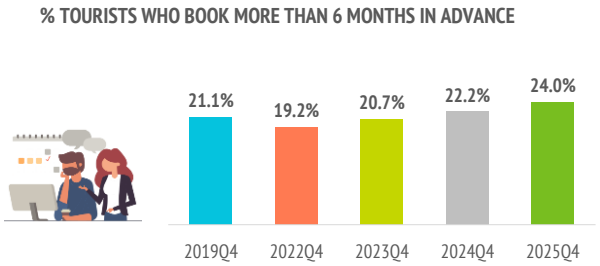
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	80.8%	76.2%	76.7%	79.1%	75.3%
Safety	50.8%	48.3%	52.3%	53.7%	56.4%
Tranquility	45.1%	43.0%	44.7%	47.3%	48.8%
Sea	42.0%	42.2%	42.0%	40.2%	40.6%
Accommodation supply	39.7%	39.7%	40.7%	41.5%	40.4%
Landscapes	36.5%	37.1%	38.1%	40.8%	39.6%
Effortless trip	33.8%	34.8%	36.3%	38.0%	38.6%
Environment	35.5%	34.8%	36.2%	37.6%	38.4%
European belonging	34.9%	34.9%	35.5%	35.6%	38.3%
Price	36.3%	34.9%	37.4%	36.0%	38.0%
Beaches	31.2%	31.5%	32.8%	30.4%	31.7%
Gastronomy	22.4%	27.1%	25.8%	25.9%	27.4%
Authenticity	19.7%	21.0%	21.9%	21.5%	25.4%
Fun possibilities	20.3%	23.1%	24.1%	22.7%	23.0%
Hiking trail network	11.6%	12.9%	11.8%	15.3%	13.9%
Exoticism	11.2%	11.9%	12.1%	11.1%	13.1%
Historical heritage	8.3%	8.5%	8.3%	10.0%	11.5%
Culture	7.2%	9.1%	8.8%	9.7%	10.0%
Shopping	9.5%	9.5%	10.4%	9.3%	9.6%
Nightlife	7.1%	7.6%	8.7%	6.8%	7.5%

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?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.5%	0.5%	0.8%	0.8%	0.9%
Between 1 and 30 days	21.4%	23.1%	24.4%	20.9%	22.7%
Between 1 and 2 months	24.3%	26.5%	22.7%	24.8%	21.3%
Between 3 and 6 months	32.7%	30.8%	31.3%	31.2%	31.1%
More than 6 months	21.1%	19.2%	20.7%	22.2%	24.0%



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

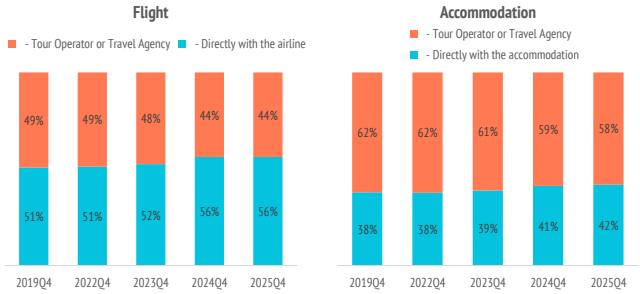
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	50.8%	50.3%	48.7%	48.7%	49.4%
Friends or relatives	29.0%	34.5%	31.2%	31.9%	29.3%
Internet or social media	50.9%	52.3%	53.3%	52.4%	51.2%
Mass Media	1.4%	2.9%	2.0%	2.2%	2.2%
Travel guides and magazines	6.8%	6.7%	6.5%	7.3%	5.2%
Travel Blogs or Forums	5.1%	7.1%	7.5%	7.5%	6.1%
Travel TV Channels	0.6%	1.0%	0.6%	0.8%	0.6%
Tour Operator or Travel Agency	18.0%	19.3%	18.2%	18.9%	17.9%
Public administrations or similar	0.3%	1.5%	0.7%	0.5%	0.4%
Others	3.2%	4.5%	2.7%	3.6%	2.5%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
TENERIFE: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	50.7%	51.2%	52.5%	56.2%	56.2%
- Tour Operator or Travel Agency	49.3%	48.8%	47.5%	43.8%	43.8%
Accommodation					
- Directly with the accommodation	37.9%	37.6%	38.8%	41.2%	41.8%
- Tour Operator or Travel Agency	62.1%	62.4%	61.2%	58.8%	58.2%



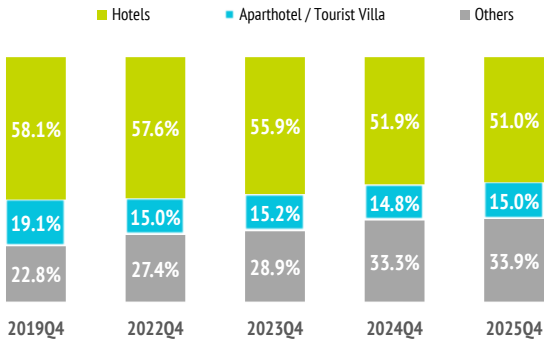
Where are they from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
United Kingdom	38.2%	37.1%	38.0%	36.3%	36.6%
Germany	11.5%	12.9%	13.2%	14.2%	13.1%
Spanish Mainland	12.1%	11.9%	10.2%	9.8%	9.3%
Italy	3.6%	4.9%	5.4%	6.2%	6.0%
France	3.7%	5.5%	5.2%	5.2%	5.2%
Belgium	4.1%	4.0%	4.0%	4.1%	4.3%
Netherlands	3.1%	3.5%	4.0%	3.4%	3.6%
Others	2.4%	2.1%	1.6%	2.0%	3.4%
Ireland	2.5%	2.7%	3.3%	3.4%	3.2%
Poland	1.7%	1.4%	1.2%	1.7%	2.8%
Others	17.3%	14.0%	13.8%	13.7%	12.6%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	10.5%	8.4%	8.8%	8.8%	8.5%
4* Hotel	35.6%	36.9%	37.2%	34.1%	32.7%
5* Hotel / 5* Luxury Hotel	12.1%	12.3%	9.8%	9.0%	9.9%
Aparthotel / Tourist Villa	19.1%	15.0%	15.2%	14.8%	15.0%
House/room rented in a private dwelling	7.2%	8.2%	16.0%	19.2%	23.4%
Private accommodation (1)	8.6%	10.1%	6.8%	10.0%	8.3%
Others (Cottage, cruise, camping,..)	7.0%	9.1%	6.1%	4.1%	2.2%

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

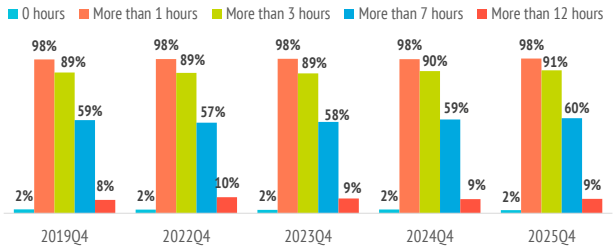


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	29.2%	29.3%	32.4%	37.3%	40.3%
Bed and Breakfast	16.4%	18.0%	16.6%	17.0%	16.0%
Half board	22.8%	20.5%	22.5%	18.5%	19.9%
Full board	2.8%	3.3%	3.5%	3.2%	2.7%
All inclusive	28.9%	28.9%	25.0%	24.0%	21.1%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	2.5%	2.3%	2.1%	2.3%	1.9%
1 - 2 hours	8.3%	8.8%	9.2%	7.6%	7.5%
3 - 6 hours	30.2%	31.5%	30.7%	30.6%	30.4%
7 - 12 hours	50.6%	47.3%	48.5%	50.5%	51.1%
More than 12 hours	8.5%	10.2%	9.4%	9.0%	9.1%
Outdoor time per day	7.6	7.7	7.7	7.7	7.8



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	69.5%	79.8%	77.3%	78.5%	79.4%
Beach	57.2%	66.2%	66.1%	62.2%	62.0%
Swimming pool, hotel facilities	56.4%	63.1%	61.7%	56.9%	56.4%
Explore the island on their own	43.9%	50.7%	48.9%	49.6%	51.0%
Taste Canarian gastronomy	23.6%	29.4%	28.1%	30.2%	31.5%
Hiking	--	19.7%	21.4%	23.0%	22.2%
Theme parks	19.2%	20.4%	21.8%	19.9%	19.8%
Organized excursions	15.9%	20.6%	19.5%	17.1%	17.5%
Nightlife / concerts / shows	14.3%	17.5%	15.9%	14.9%	15.2%
Sea excursions / whale watching	13.2%	16.3%	16.4%	16.5%	15.1%
Other Nature Activities	--	8.9%	9.5%	10.1%	9.7%
Wineries / markets / popular festivals	8.6%	8.9%	8.2%	9.6%	9.7%
Museums / exhibitions	7.2%	8.4%	7.0%	8.3%	8.8%
Swim	--	7.5%	7.9%	7.3%	7.4%
Beauty and health treatments	6.1%	7.1%	6.7%	6.1%	6.3%
Astronomical observation	4.5%	4.7%	5.8%	5.8%	5.9%
Running	--	4.8%	5.5%	5.4%	4.7%
Golf	--	2.9%	2.5%	2.6%	2.8%
Practice other sports	--	4.2%	3.5%	3.3%	2.8%
Scuba Diving	--	2.6%	3.3%	2.0%	2.6%
Surf	--	2.3%	2.2%	2.1%	2.0%
Cycling / Mountain bike	--	1.5%	2.0%	1.6%	1.6%
Windsurf / Kitesurf	--	0.8%	0.8%	0.4%	0.7%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
TENERIFE: Fourth Quarter

What places do they visit?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Teide National Park	36.0%	43.8%	39.5%	37.1%	38.4%
Garachico	27.0%	35.6%	28.8%	29.5%	32.8%
La Laguna	17.6%	23.6%	18.8%	18.9%	19.4%
La Orotava	14.1%	20.7%	14.4%	16.8%	17.6%
Barranco de Masca	14.5%	22.0%	15.5%	17.7%	16.7%
Los Gigantes Cliffs	15.1%	19.1%	13.7%	16.0%	15.9%
Santa Cruz	10.9%	13.6%	12.2%	14.0%	14.3%
Icod de los Vinos	12.9%	14.2%	11.6%	14.8%	13.5%
Anaga rural park	11.2%	11.2%	11.1%	12.6%	12.9%
Teno / Buenavista	7.0%	6.7%	6.3%	7.4%	6.9%
Barranco del Infierno	3.4%	3.1%	3.2%	3.5%	3.1%

¿Cuántos son fieles al destino?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Tenerife: Repeat tourists	63.5%	62.9%	61.2%	64.5%	64.5%
Tenerife: At least 10 previous visits	9.9%	10.1%	10.2%	11.7%	11.4%
Canary Islands: Repeat tourists	69.9%	67.8%	68.3%	69.5%	70.9%
Canary Islands: At least 10 previous visits	16.8%	17.5%	18.1%	20.0%	20.4%

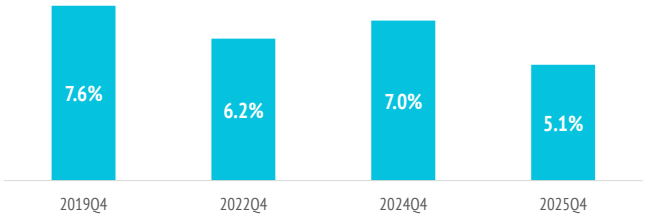
Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	47.9%	45.6%	49.2%	49.0%	46.6%
Women	52.1%	54.4%	50.8%	51.0%	53.4%
Age					
Average age	47.12	45.62	46.20	47.48	48.27
Standard deviation	14.8	16.0	16.7	16.5	16.3
Age range					
16 - 24 years old	5.2%	9.7%	9.3%	7.5%	6.9%
25 - 30 years old	11.9%	11.7%	12.4%	12.2%	10.0%
31 - 45 years old	28.3%	30.8%	30.7%	29.1%	30.7%
46 - 60 years old	34.0%	26.1%	23.4%	24.3%	24.6%
Over 60 years old	20.5%	21.6%	24.3%	26.9%	27.9%
Occupation					
Salaried worker	57.5%	55.6%	55.7%	55.6%	55.1%
Self-employed	13.3%	11.4%	10.9%	11.2%	10.8%
Unemployed	1.1%	1.0%	0.9%	1.1%	1.5%
Business owner	9.1%	9.1%	8.0%	7.9%	7.2%
Student	2.1%	3.8%	3.4%	3.1%	2.3%
Retired	15.5%	18.0%	19.5%	19.8%	21.6%
Unpaid domestic work	0.5%	0.7%	0.6%	0.7%	0.5%
Others	1.0%	0.5%	0.9%	0.7%	0.9%
Annual household income level					
Less than €25,000	18.5%	14.9%	12.7%	13.1%	11.8%
€25,000 - €49,999	33.4%	34.5%	34.5%	31.7%	32.3%
€50,000 - €74,999	23.3%	25.1%	25.3%	24.9%	23.8%
More than €74,999	24.8%	25.4%	27.5%	30.3%	32.2%
Education level					
No studies	5.9%	3.7%	4.7%	4.6%	5.1%
Primary education	2.3%	2.1%	2.2%	1.8%	1.8%
Secondary education	21.4%	21.1%	20.5%	18.9%	23.4%
Higher education	70.3%	73.0%	72.7%	74.7%	69.7%

How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	92.4%	93.8%	91.9%	93.0%	94.9%
Two islands	7.0%	5.2%	7.0%	6.1%	4.4%
Three or more islands	0.7%	1.0%	1.1%	0.9%	0.6%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.65	8.85	8.78	8.74	8.87

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	2.7%	2.9%	2.7%	2.9%	1.8%
Lived up to expectations	55.0%	49.6%	53.6%	52.7%	53.5%
Better or much better than expected	42.3%	47.6%	43.7%	44.3%	44.8%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.73	8.83	8.82	8.80	8.95
Recommend visiting the Canary Islands	8.93	9.04	9.03	9.00	9.16

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	9.3%	9.7%	9.5%	9.1%	8.0%
Only with partner	47.8%	48.0%	50.4%	49.9%	49.4%
Only with children (< 13 years old)	5.8%	3.2%	4.3%	3.0%	3.5%
Partner + children (< 13 years old)	6.2%	6.7%	5.3%	6.6%	7.6%
Other relatives	10.4%	11.2%	10.0%	10.5%	10.5%
Friends	5.3%	6.9%	7.3%	6.6%	6.1%
Work colleagues	0.7%	0.9%	0.9%	0.3%	0.4%
Organized trip	0.2%	0.5%	0.2%	0.1%	0.2%
Other combinations (2)	14.2%	12.9%	12.1%	13.7%	14.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**18.0%**	**15.3%**	**15.2%**	**15.5%**	**17.3%**
- Between 0 and 2 years old	1.5%	1.0%	1.7%	1.6%	1.1%
- Between 3 and 12 years old	15.0%	13.4%	12.1%	12.8%	15.0%
- Between 0 -2 and 3-12 years old	1.6%	1.0%	1.4%	1.2%	1.2%
Tourists without children	**82.0%**	**84.7%**	**84.8%**	**84.5%**	**82.7%**
Group composition:					
- 1 person	14.2%	12.0%	11.9%	11.0%	9.4%
- 2 people	53.5%	56.0%	57.7%	56.9%	57.5%
- 3 people	11.9%	12.4%	10.5%	11.6%	11.7%
- 4 or 5 people	16.3%	15.8%	15.6%	15.8%	17.0%
- 6 or more people	4.2%	3.7%	4.3%	4.7%	4.3%
Average group size:	**2.57**	**2.56**	**2.55**	**2.63**	**2.66**

**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.