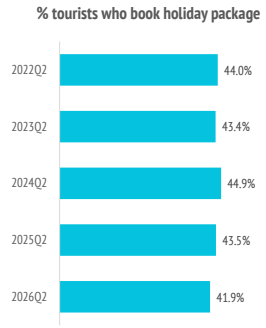
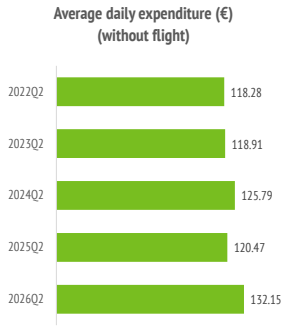
Tourist profile. Historical data (2022 - 2026)
TENERIFE: Second Quarter

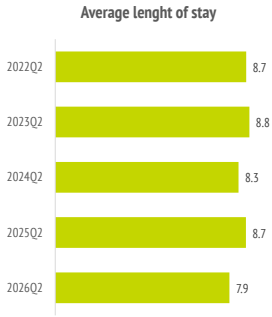
How many are they and how much do they spend?

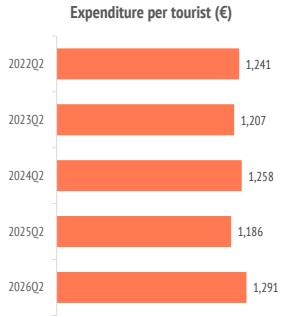
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,375**	**1,471**	**1,629**	**1,687**	**1,599**
Tourist arrivals ≥ 16 years old (EGT) (*)	**1,211**	**1,241**	**1,373**	**1,449**	**1,353**
- % tourists who book holiday package	44.0%	43.4%	44.9%	43.5%	41.9%
Children < 16 years old (FRONTUR - EGT) (*)	164	229	257	238	246
Expenditure per tourist (€) (group spend / group size)	**1,083**	**1,076**	**1,100**	**1,091**	**1,141**
Expenditure per tourist (€) (group spend / +16)	**1,241**	**1,207**	**1,258**	**1,186**	**1,291**
- book holiday package	1,414	1,393	1,506	1,413	1,542
- holiday package	1,120	1,104	1,198	1,114	1,227
- others	294	288	308	299	315
- do not book holiday package	1,106	1,065	1,056	1,010	1,110
- flight	289	268	278	256	279
- accommodation	378	354	346	317	389
- others	439	443	432	437	442
Average lenght of stay	**8.7**	**8.8**	**8.3**	**8.7**	**7.9**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**160.62**	**160.38**	**173.44**	**160.87**	**180.18**
- Median	144.87	150.72	155.55	152.56	167.58
Average daily expenditure (without flight)	**118.28**	**118.91**	**125.79**	**120.47**	**132.15**
- Median	104.99	110.31	110.65	117.62	121.78
Average cost of the flight (€)	**324**	**306**	**344**	**306**	**335**
Total turnover (€m)	**1,503**	**1,499**	**1,727**	**1,718**	**1,747**
Turnover without flight (€m)	**1,111**	**1,119**	**1,255**	**1,275**	**1,293**

(*) Thousands of tourists









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

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:					
- Accommodation	84.5%	80.8%	82.6%	82.0%	84.9%
- Additional accommodation expenses	7.6%	7.1%	6.4%	7.5%	8.4%
Transport:					
- National/International Transport	95.7%	92.8%	93.4%	93.4%	94.7%
- Flights between islands	4.7%	4.2%	3.0%	2.8%	2.4%
- Taxi	51.5%	50.6%	49.6%	49.1%	48.7%
- Car rental	38.5%	39.7%	38.3%	38.7%	39.9%
- Public transport	7.9%	10.3%	9.6%	10.6%	12.1%
Food and drink:					
- Food purchases at supermarkets	54.0%	56.5%	55.5%	54.9%	57.6%
- Restaurants	72.3%	72.2%	73.5%	76.9%	77.9%
Leisure:					
- Organized excursions	29.2%	30.7%	32.3%	31.0%	24.6%
- Sport activities	8.0%	7.7%	8.0%	6.0%	5.8%
- Cultural activities	2.6%	3.6%	2.4%	2.8%	2.1%
- Museums	3.4%	3.2%	3.2%	4.0%	3.7%
- Theme Parks	19.0%	19.2%	21.0%	18.6%	16.6%
- Discos and pubs	11.4%	11.8%	14.9%	14.4%	11.6%
- Wellness	6.5%	6.5%	6.5%	7.2%	5.5%
Purchases of goods:					
- Souvenirs	40.0%	42.0%	41.1%	37.9%	39.3%
- Other expenses	0.8%	0.6%	1.2%	0.7%	0.5%
Other:					
- Medical or pharmaceutical expenses	7.8%	7.8%	6.8%	7.6%	6.3%
- Other expenses	5.2%	5.9%	4.9%	4.1%	4.0%

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

Expenditure per tourist and trip (€)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Accommodation:	**715**	**724**	**688**	**670**	**752**
- Accommodation	599	605	610	574	632
- Additional accommodation expenses	116	119	78	96	120
Transport:	**708**	**640**	**663**	**610**	**639**
- National/International Transport	339	330	368	327	354
- Flights between islands	97	88	80	77	79
- Taxi	81	83	82	77	74
- Car rental	141	114	106	100	108
- Public transport	51	25	27	29	24
Food and drink:	**289**	**282**	**296**	**293**	**319**
- Food purchases at supermarkets	96	94	94	91	92
- Restaurants	193	189	202	202	227
Leisure:	**507**	**542**	**549**	**583**	**560**
- Organized excursions	92	91	91	96	91
- Sport activities	91	109	112	144	94
- Cultural activities	56	59	57	59	57
- Museums	24	40	25	29	33
- Theme Parks	66	71	76	70	81
- Discos and pubs	87	93	101	94	99
- Wellness	91	80	87	91	104
Purchases of goods:	**319**	**242**	**223**	**702**	**325**
- Souvenirs	76	82	76	71	72
- Other expenses	244	159	147	631	253
Other:	**105**	**137**	**123**	**175**	**114**
- Medical or pharmaceutical expenses	30	51	37	44	25
- Other expenses	75	86	87	130	89

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)
TENERIFE: Second Quarter

What is the main purpose of their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Holiday, leisure	89.5%	89.4%	90.9%	90.1%	90.0%
Visiting family or friends	6.8%	7.1%	6.1%	5.6%	5.9%
Business and work	1.7%	1.7%	1.8%	2.2%	1.6%
Education and training	0.4%	0.5%	0.2%	0.4%	0.5%
Sports training	0.5%	0.5%	0.6%	0.6%	0.9%
Health or medical care	0.2%	0.1%	0.1%	0.3%	0.1%
Fairs and congresses	0.2%	0.2%	0.1%	0.2%	0.3%
Others	0.7%	0.6%	0.3%	0.6%	0.7%

What is the main motivation for their holidays?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Rest	49.2%	49.7%	45.1%	46.0%	46.8%
Enjoy family time	15.1%	13.6%	14.8%	11.7%	14.7%
Have fun	8.7%	9.5%	11.1%	9.9%	9.6%
Explore the destination	24.0%	24.3%	26.1%	29.0%	26.3%
Practice their hobbies	1.8%	1.3%	1.5%	1.8%	1.1%
Other reasons	1.2%	1.6%	1.4%	1.5%	1.6%

Where did they spend their main holiday last year? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Didn't have holidays		13.2%	9.5%	10.2%	10.0%
Canary Islands	17.5%	22.8%	24.4%	25.9%	25.8%
Other destination	45.5%	64.1%	66.1%	63.8%	64.2%
- Balearic Islands	3.7%	4.9%	4.9%	4.4%	4.0%
- Rest of Spain	11.3%	13.3%	13.8%	13.1%	12.8%
- Italy	5.9%	7.6%	7.5%	7.5%	7.6%
- France	4.1%	5.1%	5.7%	4.6%	4.9%
- Turkey	1.2%	2.7%	3.2%	2.9%	2.9%
- Greece	4.4%	6.5%	6.9%	7.1%	6.4%
- Portugal	3.5%	4.7%	4.4%	4.8%	3.9%
- Croatia	1.9%	2.3%	1.8%	1.9%	2.1%
- Egypt	0.6%	1.2%	2.0%	1.6%	1.7%
- Tunisia	0.1%	0.3%	0.4%	0.2%	0.6%
- Morocco	0.3%	0.6%	1.3%	1.3%	1.6%
- Others	8.5%	14.9%	14.3%	14.4%	15.7%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
None (I was clear about "this Canary Island")	28.9%	25.3%	24.5%	25.5%	25.6%
Canary Islands (other island)	22.3%	22.2%	23.1%	23.9%	23.4%
Other destination	48.8%	52.5%	52.4%	50.6%	51.0%
- Balearic Islands	7.6%	6.9%	7.1%	6.5%	6.3%
- Rest of Spain	9.6%	9.5%	10.4%	10.0%	11.3%
- Italy	4.8%	5.9%	5.9%	6.2%	5.8%
- France	1.6%	2.1%	2.0%	2.0%	1.9%
- Turkey	3.0%	3.5%	4.1%	3.4%	2.8%
- Greece	8.7%	8.7%	8.9%	8.4%	8.5%
- Portugal	6.6%	7.7%	7.2%	7.5%	7.4%
- Croatia	2.1%	3.3%	2.4%	2.6%	2.5%
- Egypt	2.3%	2.4%	2.2%	1.9%	2.2%
- Others	2.5%	2.4%	2.4%	2.2%	2.3%

** Percentage of valid answers*

Importance of each factor in the destination choice

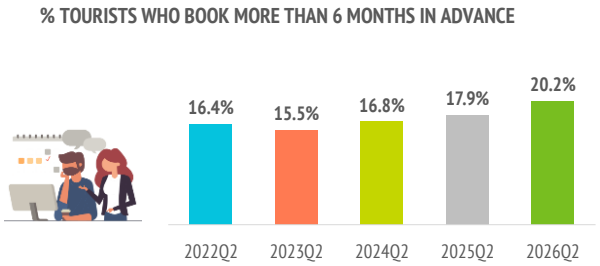
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Climate	72.5%	75.5%	73.0%	72.4%	68.2%
Safety	50.1%	55.0%	56.9%	56.7%	56.4%
Tranquility	43.8%	45.0%	48.9%	47.2%	45.7%
Accommodation supply	42.5%	43.3%	44.3%	44.9%	42.8%
Landscapes	39.5%	39.0%	39.1%	40.0%	40.7%
Effortless trip	36.3%	38.7%	39.4%	39.1%	39.7%
Price	36.7%	41.3%	40.9%	41.8%	39.3%
European belonging	34.6%	36.1%	37.8%	36.7%	37.3%
Environment	37.4%	37.5%	37.4%	37.9%	37.0%
Sea	38.5%	41.2%	39.2%	38.6%	36.9%
Beaches	30.6%	32.3%	33.4%	32.7%	30.6%
Gastronomy	26.2%	27.5%	28.3%	29.9%	26.8%
Authenticity	22.2%	23.3%	25.1%	23.8%	25.0%
Fun possibilities	24.2%	26.1%	27.2%	25.0%	23.4%
Hiking trail network	12.2%	11.1%	11.1%	12.1%	12.5%
Exoticism	12.2%	13.6%	13.1%	13.2%	11.8%
Culture	8.6%	9.8%	10.5%	10.0%	10.5%
Historical heritage	8.9%	9.3%	9.7%	10.9%	10.1%
Shopping	8.9%	9.4%	10.3%	10.6%	8.9%
Nightlife	7.7%	7.9%	8.8%	8.9%	8.3%

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.

How far in advance do they book their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
The same day	0.7%	0.7%	0.8%	0.9%	1.2%
Between 1 and 30 days	24.6%	22.6%	21.7%	21.7%	19.8%
Between 1 and 2 months	27.4%	27.0%	25.2%	23.9%	24.0%
Between 3 and 6 months	30.8%	34.2%	35.4%	35.6%	34.8%
More than 6 months	16.4%	15.5%	16.8%	17.9%	20.2%



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

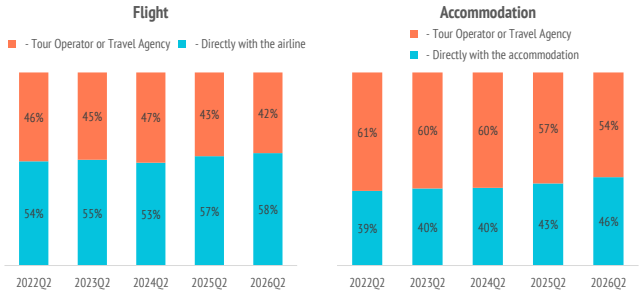
	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Previous visits to the Canary Islands	50.8%	47.2%	44.6%	46.0%	48.3%
Friends or relatives	33.0%	33.7%	33.2%	32.0%	31.9%
Internet or social media	54.2%	56.6%	54.4%	51.6%	52.5%
Mass Media	1.5%	2.5%	2.4%	2.0%	2.5%
Travel guides and magazines	8.3%	7.3%	6.9%	5.8%	5.7%
Travel Blogs or Forums	7.6%	8.4%	8.1%	7.7%	6.5%
Travel TV Channels	0.4%	0.5%	0.6%	0.9%	0.9%
Tour Operator or Travel Agency	20.5%	17.7%	19.1%	17.4%	15.8%
Public administrations or similar	1.5%	1.0%	0.5%	0.5%	0.4%
Others	3.3%	3.9%	3.3%	4.1%	3.3%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
TENERIFE: Second Quarter

With whom did they book their flight and accommodation?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Flight					
- Directly with the airline	54.0%	54.8%	53.2%	56.6%	58.2%
- Tour Operator or Travel Agency	46.0%	45.2%	46.8%	43.4%	41.8%
Accommodation					
- Directly with the accommodation	38.6%	39.9%	40.3%	42.5%	45.7%
- Tour Operator or Travel Agency	61.4%	60.1%	59.7%	57.5%	54.3%



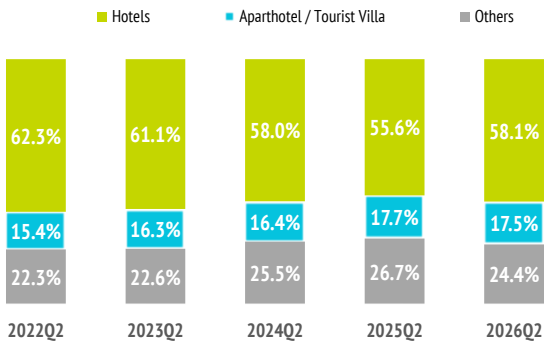
Where are they from?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
United Kingdom	41.0%	40.2%	40.2%	39.1%	39.9%
Spanish Mainland	15.8%	15.4%	14.6%	14.5%	14.9%
Germany	9.9%	10.5%	10.0%	10.2%	8.4%
France	5.2%	5.3%	5.6%	5.7%	6.3%
Italy	5.2%	4.9%	5.7%	5.4%	5.1%
Ireland	3.0%	3.1%	3.3%	4.1%	4.2%
Belgium	3.7%	3.8%	3.4%	3.6%	4.1%
Netherlands	3.7%	3.7%	3.9%	3.4%	3.7%
Poland	1.9%	2.2%	2.2%	2.8%	2.3%
Portugal	1.0%	0.6%	0.6%	0.2%	1.3%
Others	9.5%	10.3%	10.4%	11.1%	9.9%

Where do they stay?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
1-2-3* Hotel	7.9%	8.2%	8.4%	9.2%	10.9%
4* Hotel	40.4%	40.2%	37.6%	36.1%	34.4%
5* Hotel / 5* Luxury Hotel	14.0%	12.7%	12.0%	10.3%	12.8%
Aparthotel / Tourist Villa	15.4%	16.3%	16.4%	17.7%	17.5%
House/room rented in a private dwelling	6.8%	7.2%	15.0%	15.1%	14.0%
Private accommodation (1)	7.8%	9.1%	8.1%	9.2%	8.1%
Others (Cottage, cruise, camping,..)	7.7%	6.3%	2.4%	2.4%	2.3%

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

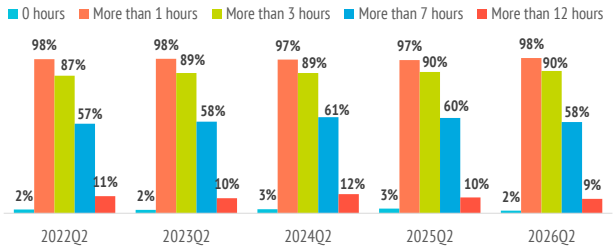


What do they book?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Room only	27.1%	26.6%	32.3%	36.8%	35.1%
Bed and Breakfast	17.7%	17.6%	19.4%	19.3%	20.2%
Half board	25.5%	23.9%	20.3%	19.9%	21.0%
Full board	3.7%	3.7%	2.7%	2.7%	2.0%
All inclusive	26.1%	28.1%	25.3%	21.3%	21.7%

Activities in the Canary Islands

Outdoor time per day	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
0 hours	2.4%	2.1%	2.6%	2.9%	1.7%
1 - 2 hours	10.5%	9.0%	8.5%	7.6%	8.2%
3 - 6 hours	30.4%	30.9%	28.0%	29.1%	32.4%
7 - 12 hours	45.9%	48.5%	48.7%	50.4%	48.7%
More than 12 hours	10.8%	9.6%	12.1%	10.0%	9.1%
Outdoor time per day	7.6	7.6	8.0	7.9	7.7



Activities in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Walk, wander	79.0%	78.0%	78.2%	78.5%	77.8%
Beach	64.4%	65.8%	68.0%	62.2%	60.3%
Swimming pool, hotel facilities	63.8%	64.4%	66.1%	59.9%	60.0%
Explore the island on their own	49.1%	51.2%	51.3%	50.4%	48.9%
Taste Canarian gastronomy	30.0%	30.2%	31.1%	31.7%	28.7%
Hiking	19.8%	20.0%	19.3%	21.3%	20.5%
Theme parks	22.7%	22.2%	23.7%	20.9%	18.9%
Sea excursions / whale watching	17.3%	18.1%	15.7%	15.5%	16.1%
Nightlife / concerts / shows	15.8%	16.2%	18.9%	16.2%	15.5%
Organized excursions	21.3%	20.4%	20.2%	17.5%	15.3%
Other Nature Activities	8.6%	9.8%	8.8%	11.2%	9.8%
Wineries / markets / popular festivals	8.0%	9.9%	6.8%	8.3%	9.3%
Museums / exhibitions	6.5%	7.7%	7.7%	7.1%	7.5%
Swim	7.2%	8.2%	7.6%	6.5%	7.3%
Beauty and health treatments	7.0%	7.1%	5.7%	6.2%	5.8%
Running	4.9%	4.9%	4.9%	6.0%	5.1%
Astronomical observation	3.7%	5.3%	4.4%	4.5%	4.1%
Practice other sports	4.0%	4.5%	3.8%	3.3%	3.2%
Golf	2.0%	2.6%	2.8%	2.1%	2.8%
Scuba Diving	2.2%	3.1%	2.7%	2.4%	2.2%
Surf	2.3%	2.6%	2.6%	1.9%	1.4%
Cycling / Mountain bike	2.0%	1.8%	1.6%	1.2%	1.1%
Windsurf / Kitesurf	0.6%	0.8%	0.7%	0.5%	0.5%

** Multi-choise question*

Tourist profile. Historical data (2022 - 2026)
TENERIFE: Second Quarter

What places do they visit?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Teide National Park	43.8%	41.7%	37.9%	37.9%	35.2%
Garachico	34.3%	33.1%	29.4%	31.5%	28.2%
La Laguna	23.4%	21.8%	18.4%	19.0%	17.4%
La Orotava	22.4%	17.3%	17.2%	17.2%	17.3%
Barranco de Masca	23.9%	19.2%	17.7%	19.2%	17.3%
Los Gigantes Cliffs	19.3%	17.8%	15.3%	16.0%	16.0%
Santa Cruz	13.1%	14.2%	13.2%	14.2%	13.5%
Icod de los Vinos	13.2%	11.5%	12.3%	15.1%	13.4%
Anaga rural park	14.1%	14.5%	14.8%	13.1%	12.7%
Teno / Buenavista	6.7%	7.2%	7.8%	7.1%	6.1%
Barranco del Infierno	3.1%	2.8%	3.6%	2.8%	2.7%

¿Cuántos son fieles al destino?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Tenerife: Repeat tourists	61.7%	61.2%	59.6%	63.0%	63.4%
Tenerife: At least 10 previous visits	10.0%	9.7%	9.6%	11.5%	12.1%
Canary Islands: Repeat tourists	67.0%	66.5%	65.1%	67.8%	69.3%
Canary Islands: At least 10 previous visits	16.2%	17.1%	17.0%	18.8%	19.6%

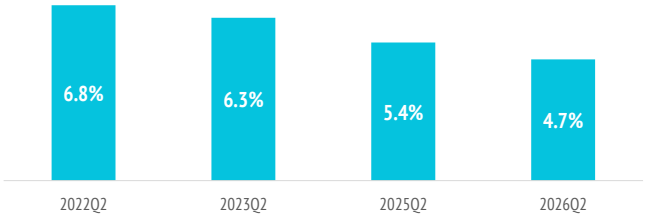
Who are they?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Gender					
Men	43.3%	47.0%	46.9%	45.4%	42.1%
Women	56.7%	53.0%	53.1%	54.6%	57.9%
Age					
Average age	45.33	44.43	42.92	45.24	45.04
Standard deviation	15.9	16.8	16.1	17.2	17.0
Age range					
16 - 24 years old	9.1%	12.8%	13.2%	11.2%	11.7%
25 - 30 years old	13.1%	12.7%	14.9%	15.1%	14.3%
31 - 45 years old	30.9%	32.3%	33.9%	30.2%	30.1%
46 - 60 years old	26.1%	20.3%	19.3%	18.0%	19.6%
Over 60 years old	20.7%	21.9%	18.7%	25.5%	24.3%
Occupation					
Salaried worker	58.4%	56.9%	58.9%	55.4%	60.7%
Self-employed	11.1%	10.1%	11.3%	10.2%	9.7%
Unemployed	1.0%	0.8%	0.9%	1.8%	1.0%
Business owner	6.9%	7.8%	7.6%	6.1%	6.4%
Student	3.8%	4.6%	4.4%	4.1%	2.8%
Retired	16.9%	17.9%	15.4%	21.2%	18.2%
Unpaid domestic work	0.6%	1.0%	0.7%	0.7%	0.6%
Others	1.2%	0.8%	0.9%	0.6%	0.6%
Annual household income level					
Less than €25,000	16.0%	14.6%	13.4%	14.2%	12.3%
€25,000 - €49,999	35.8%	38.4%	36.9%	35.6%	32.9%
€50,000 - €74,999	21.5%	22.4%	24.3%	23.7%	27.7%
More than €74,999	26.8%	24.7%	25.4%	26.6%	27.1%
Education level					
No studies	4.5%	4.9%	4.4%	4.2%	6.2%
Primary education	1.2%	1.6%	1.5%	1.5%	2.5%
Secondary education	19.7%	18.4%	21.3%	20.5%	19.1%
Higher education	74.6%	75.1%	72.8%	73.8%	72.2%

How many islands do they visit during their trip?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
One island	93.2%	93.7%	95.1%	94.6%	95.3%
Two islands	5.9%	5.3%	4.3%	4.8%	4.3%
Three or more islands	0.9%	1.1%	0.6%	0.5%	0.4%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Average rating	8.93	8.90	8.76	8.73	8.79

Experience in the Canary Islands	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Worse or much worse than expected	2.0%	2.0%	2.9%	2.8%	3.8%
Lived up to expectations	50.4%	48.7%	51.2%	55.2%	55.7%
Better or much better than expected	47.6%	49.3%	45.8%	42.0%	40.5%

Future intentions (scale 0-10)	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Return to the Canary Islands	8.91	8.86	8.77	8.73	8.77
Recommend visiting the Canary Islands	9.16	9.12	8.99	8.99	9.01

Who do they come with?

	2022Q2	2023Q2	2024Q2	2025Q2	2026Q2
Unaccompanied	8.6%	8.5%	7.9%	9.0%	7.7%
Only with partner	48.9%	52.9%	47.5%	53.0%	49.4%
Only with children (< 13 years old)	4.1%	3.2%	3.5%	2.7%	3.5%
Partner + children (< 13 years old)	8.0%	8.1%	8.6%	6.2%	6.8%
Other relatives	8.8%	8.1%	10.7%	8.8%	10.1%
Friends	8.0%	7.8%	8.6%	10.1%	8.9%
Work colleagues	0.7%	0.8%	0.8%	1.0%	0.9%
Organized trip	0.3%	0.2%	0.2%	0.2%	0.4%
Other combinations (2)	12.6%	10.3%	12.3%	9.0%	12.4%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**17.3%**	**16.1%**	**17.9%**	**13.1%**	**15.4%**
- Between 0 and 2 years old	1.8%	1.8%	1.6%	1.7%	1.8%
- Between 3 and 12 years old	13.7%	12.7%	15.0%	9.9%	12.5%
- Between 0 -2 and 3-12 years old	1.8%	1.6%	1.3%	1.5%	1.1%
Tourists without children	**82.7%**	**83.9%**	**82.1%**	**86.9%**	**84.6%**
Group composition:					
- 1 person	11.4%	10.5%	9.8%	10.2%	9.5%
- 2 people	57.0%	60.9%	57.1%	62.6%	59.4%
- 3 people	11.0%	11.1%	12.9%	11.2%	12.8%
- 4 or 5 people	17.4%	14.4%	15.8%	12.1%	13.9%
- 6 or more people	3.2%	3.0%	4.4%	3.9%	4.4%
Average group size:	**2.55**	**2.49**	**2.63**	**2.51**	**2.61**

**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.