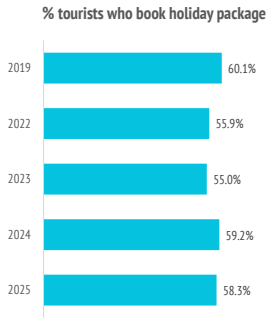
Tourist profile. Historical data (2019 - 2025)

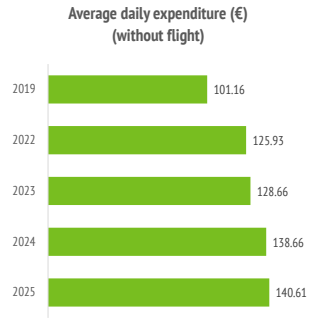
United Kingdom

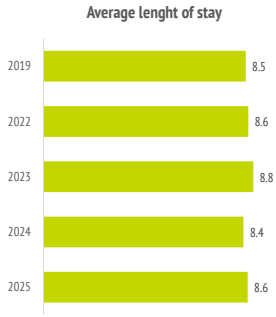
How many are they and how much do they spend?

	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**4,939**	**4,955**	**5,612**	**6,192**	**6,312**
Tourist arrivals ≥ 16 years old (EGT) (*)	**4,307**	**4,287**	**4,811**	**5,355**	**5,504**
- % tourists who book holiday package	60.1%	55.9%	55.0%	59.2%	58.3%
Children < 16 years old (FRONTUR - EGT) (*)	632	668	802	837	808
Expenditure per tourist (€)	**1,103**	**1,337**	**1,389**	**1,474**	**1,483**
- book holiday package	1,244	1,455	1,523	1,617	1,648
- holiday package	1,008	1,195	1,249	1,330	1,356
- others	236	260	274	287	292
- do not book holiday package	892	1,187	1,225	1,266	1,251
- flight	236	304	315	322	313
- accommodation	299	447	477	476	460
- others	357	436	432	468	478
Average lenght of stay	**8.5**	**8.6**	**8.8**	**8.4**	**8.6**
- Median	7.5	7.6	7.6	7.4	**7.2**
Average daily expenditure (€)	**140.96**	**170.18**	**176.40**	**191.38**	**191.53**
- Median	123.02	147.86	155.39	170.23	**172.31**
Average daily expenditure (without flight)	**101.16**	**125.93**	**128.66**	**138.66**	**140.61**
- Median	90.74	111.75	115.97	124.46	**129.13**
Average cost of the flight (€)	**310.2**	**346.5**	**371.2**	**401.3**	**391.3**
Total turnover (≥ 16 years old) (€m)	**4,752**	**5,731**	**6,682**	**7,892**	**8,160**
Turnover without flight (≥ 16 years old) (€m)	**3,416**	**4,245**	**4,896**	**5,743**	**6,006**

(*) Thousands of tourists









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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	85.5%	86.3%	86.6%	87.9%	86.9%
- Additional accommodation expenses	8.7%	6.7%	6.4%	5.5%	5.8%
Transport:					
- National/International Transport	95.3%	96.6%	95.3%	96.7%	96.5%
- Flights between islands	3.6%	3.6%	3.5%	3.2%	3.0%
- Taxi	58.2%	65.7%	66.1%	66.1%	66.0%
- Car rental	12.6%	16.3%	16.9%	15.0%	15.6%
- Public transport	6.5%	7.3%	8.8%	8.6%	10.7%
Food and drink:					
- Food purchases at supermarkets	51.0%	55.2%	58.8%	56.2%	56.5%
- Restaurants	58.3%	67.4%	67.6%	67.7%	69.4%
Leisure:					
- Organized excursions	15.8%	19.4%	18.6%	17.8%	18.1%
- Sport activities	5.6%	8.6%	7.9%	6.5%	6.1%
- Cultural activities	1.8%	2.2%	2.2%	1.9%	2.0%
- Museums	2.7%	2.6%	3.2%	2.9%	3.1%
- Theme Parks	6.8%	11.8%	11.3%	12.5%	10.9%
- Discos and pubs	11.4%	14.3%	15.3%	15.5%	15.6%
- Wellness	3.3%	5.8%	5.6%	4.9%	5.4%
Purchases of goods:					
- Souvenirs	44.5%	39.7%	41.1%	40.0%	39.8%
- Other expenses	0.5%	0.7%	0.7%	0.8%	0.7%
Other:					
- Medical or pharmaceutical expenses	5.5%	7.2%	7.1%	5.9%	5.9%
- Other expenses	5.2%	5.1%	5.2%	4.9%	4.5%

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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:	**784**	**857**	**895**	**929**	**939**
- Accommodation	566	713	736	768	788
- Additional accommodation expenses	217	144	159	161	151
Transport:	**537**	**646**	**677**	**706**	**682**
- National/International Transport	325	359	389	415	406
- Flights between islands	53	65	74	78	68
- Taxi	53	74	73	76	76
- Car rental	82	126	115	111	107
- Public transport	24	22	26	26	25
Food and drink:	**277**	**305**	**311**	**338**	**346**
- Food purchases at supermarkets	99	95	102	106	108
- Restaurants	178	210	209	232	238
Leisure:	**512**	**550**	**529**	**584**	**596**
- Organized excursions	90	98	90	92	89
- Sport activities	87	97	94	98	110
- Cultural activities	63	54	55	76	67
- Museums	38	38	41	44	45
- Theme Parks	70	74	73	81	85
- Discos and pubs	100	109	107	116	109
- Wellness	63	80	69	77	91
Purchases of goods:	**211**	**236**	**203**	**277**	**227**
- Souvenirs	96	78	79	86	89
- Other expenses	116	158	124	191	138
Other:	**140**	**117**	**122**	**126**	**137**
- Medical or pharmaceutical expenses	43	39	39	36	48
- Other expenses	98	78	83	90	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 (2019 - 2025)

United Kingdom

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	94.7%	94.5%	95.2%	95.6%	94.9%
Visiting family or friends	3.9%	4.4%	3.7%	3.5%	4.1%
Business and work	0.6%	0.4%	0.4%	0.3%	0.3%
Education and training	0.1%	0.1%	0.1%	0.1%	0.0%
Sports training	0.3%	0.2%	0.2%	0.2%	0.3%
Health or medical care	0.1%	0.1%	0.1%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.5%	0.3%	0.3%	0.3%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	67.1%	65.6%	65.9%	65.0%	64.4%
Enjoy family time	13.8%	16.2%	15.0%	15.7%	16.3%
Have fun	10.8%	10.1%	10.0%	10.4%	9.4%
Explore the destination	6.2%	6.2%	6.7%	7.0%	7.5%
Practice their hobbies	1.0%	1.0%	1.2%	1.0%	1.1%
Other reasons	1.1%	1.0%	1.3%	1.0%	1.3%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	44.7%	13.0%	10.5%	9.1%
Canary Islands	--	22.0%	31.3%	32.8%	35.0%
Other destination	--	33.4%	55.7%	56.6%	55.9%
- Balearic Islands	--	3.4%	5.0%	5.1%	4.9%
- Rest of Spain	--	5.0%	8.3%	8.9%	8.9%
- Italy	--	2.1%	4.3%	4.1%	4.1%
- France	--	2.3%	3.5%	3.3%	3.1%
- Turkey	--	1.6%	4.0%	4.4%	4.5%
- Greece	--	4.7%	7.8%	8.3%	8.5%
- Portugal	--	2.8%	4.3%	3.9%	3.9%
- Croatia	--	0.7%	1.4%	1.4%	1.4%
- Egypt	--	0.4%	0.8%	1.2%	1.2%
- Tunisia	--	0.1%	0.2%	0.3%	0.3%
- Morocco	--	0.3%	0.7%	0.7%	1.0%
- Others	--	9.9%	15.4%	15.1%	14.1%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	25.8%	25.4%	25.1%	25.4%
Canary Islands (other island)	--	23.9%	24.3%	24.9%	25.8%
Other destination	--	50.2%	50.3%	50.0%	48.9%
- Balearic Islands	--	7.7%	7.7%	7.3%	7.3%
- Rest of Spain	--	9.4%	9.5%	9.5%	9.3%
- Italy	--	4.0%	4.3%	3.8%	4.1%
- France	--	1.5%	1.3%	1.3%	1.3%
- Turkey	--	4.6%	4.8%	5.0%	4.4%
- Greece	--	9.8%	9.2%	9.6%	8.9%
- Portugal	--	7.0%	7.2%	7.0%	7.2%
- Croatia	--	2.3%	2.9%	2.6%	2.6%
- Egypt	--	2.0%	1.9%	2.0%	2.2%
- Others	--	2.0%	1.6%	1.9%	1.6%

** Percentage of valid answers*

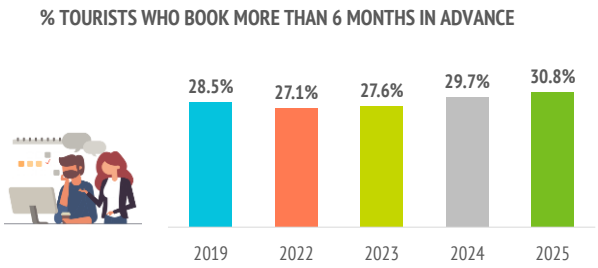
Importance of each factor in the destination choice

	2019	2022	2023	2024	2025
Climate	81.8%	78.7%	78.9%	80.1%	78.1%
Safety	62.0%	61.6%	64.8%	66.1%	66.8%
Accommodation supply	55.3%	53.8%	55.7%	57.2%	54.8%
Price	50.3%	45.4%	47.9%	48.6%	49.3%
Tranquility	46.8%	45.5%	46.9%	49.4%	48.6%
Effortless trip	42.7%	46.9%	47.9%	48.0%	46.3%
Environment	35.1%	32.5%	35.0%	34.7%	34.6%
European belonging	33.3%	31.8%	31.3%	33.1%	34.3%
Sea	33.3%	35.4%	34.9%	34.2%	33.3%
Beaches	30.9%	32.7%	31.6%	31.3%	30.7%
Gastronomy	24.0%	27.8%	28.0%	27.3%	27.2%
Fun possibilities	24.5%	26.3%	25.8%	25.6%	25.2%
Landscapes	22.3%	21.1%	21.3%	23.0%	21.9%
Authenticity	18.8%	19.1%	19.6%	20.5%	20.9%
Shopping	10.8%	9.5%	9.9%	10.7%	10.7%
Culture	8.2%	8.7%	8.7%	10.1%	10.0%
Nightlife	11.1%	9.5%	10.2%	9.4%	9.3%
Exoticism	8.7%	7.9%	7.8%	8.4%	8.2%
Historical heritage	6.9%	6.3%	6.7%	7.6%	7.6%
Hiking trail network	4.1%	3.8%	4.3%	4.1%	4.8%

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?

	2019	2022	2023	2024	2025
The same day	0.4%	0.3%	0.3%	0.5%	0.5%
Between 1 and 30 days	18.7%	22.5%	18.6%	18.1%	18.4%
Between 1 and 2 months	19.7%	21.3%	21.1%	19.7%	18.9%
Between 3 and 6 months	32.7%	28.8%	32.4%	31.9%	31.5%
More than 6 months	28.5%	27.1%	27.6%	29.7%	30.8%



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	61.9%	62.7%	62.8%	62.1%	62.9%
Friends or relatives	28.1%	30.7%	28.5%	28.1%	27.7%
Internet or social media	58.0%	56.2%	55.7%	51.7%	51.4%
Mass Media	1.5%	2.3%	2.6%	2.1%	1.9%
Travel guides and magazines	6.7%	5.4%	5.9%	4.9%	4.7%
Travel Blogs or Forums	4.4%	4.8%	4.8%	4.4%	4.3%
Travel TV Channels	0.8%	0.8%	0.8%	0.8%	0.8%
Tour Operator or Travel Agency	21.8%	23.3%	21.8%	22.5%	20.9%
Public administrations or similar	0.3%	2.2%	0.6%	0.5%	0.4%
Others	2.6%	3.2%	2.8%	3.0%	2.9%

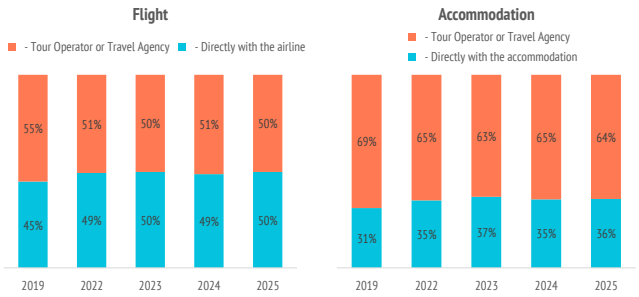
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

United Kingdom

With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	44.7%	49.1%	49.7%	48.5%	49.7%
- Tour Operator or Travel Agency	55.3%	50.9%	50.3%	51.5%	50.3%
Accommodation					
- Directly with the accommodation	31.0%	34.9%	36.8%	35.5%	35.7%
- Tour Operator or Travel Agency	69.0%	65.1%	63.2%	64.5%	64.3%



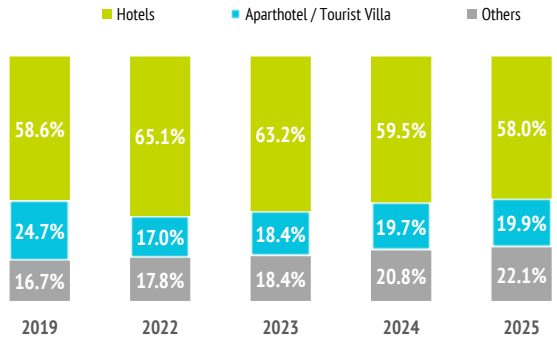
Where are they from?

	2019	2022	2023	2024	2025
United Kingdom	98.3%	98.1%	98.3%	98.3%	98.7%
Ireland	0.4%	0.6%	0.5%	0.4%	0.5%
Netherlands	0.0%	0.0%	0.1%	0.0%	0.1%
Germany	0.2%	0.1%	0.1%	0.0%	0.1%
Portugal	0.0%	0.2%	0.1%	0.1%	0.0%
Italy	0.0%	0.1%	0.0%	0.0%	0.0%
Belgium	0.0%	0.0%	0.0%	0.1%	0.0%
Hungary	0.0%	0.0%	0.0%	0.0%	0.0%
France	0.0%	0.0%	0.0%	0.1%	0.0%
Czech Republic	0.0%	0.0%	0.0%	0.0%	0.0%
Others	1.0%	0.9%	0.8%	0.9%	0.7%

Where do they stay?

	2019	2022	2023	2024	2025
1-2-3* Hotel	9.8%	9.4%	9.6%	8.6%	9.7%
4* Hotel	38.2%	41.2%	40.2%	39.2%	37.3%
5* Hotel / 5* Luxury Hotel	10.6%	14.6%	13.4%	11.7%	11.1%
Aparthotel / Tourist Villa	24.7%	17.0%	18.4%	19.7%	19.9%
House/room rented in a private dwelling	4.8%	4.3%	7.7%	13.4%	13.8%
Private accommodation (1)	5.6%	6.2%	5.3%	5.3%	6.7%
Others (Cottage, cruise, camping,..)	6.3%	7.4%	5.4%	2.1%	1.6%

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

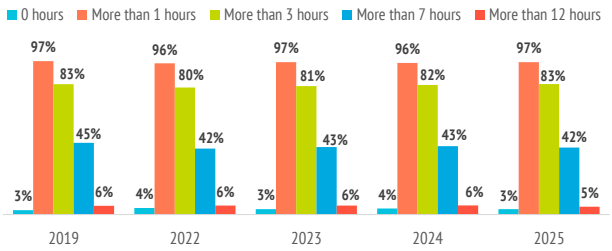


What do they book?

	2019	2022	2023	2024	2025
Room only	28.1%	26.0%	26.7%	30.1%	33.3%
Bed and Breakfast	10.8%	13.5%	13.9%	14.6%	13.8%
Half board	17.9%	17.4%	18.5%	15.3%	15.6%
Full board	2.0%	2.4%	1.9%	1.9%	1.4%
All inclusive	41.2%	40.7%	39.1%	38.2%	35.9%

Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	2.8%	4.2%	3.4%	3.9%	3.4%
1 - 2 hours	14.6%	15.3%	15.2%	14.0%	13.9%
3 - 6 hours	37.2%	38.7%	38.6%	38.8%	40.2%
7 - 12 hours	39.9%	36.1%	37.1%	37.6%	37.4%
More than 12 hours	5.5%	5.7%	5.7%	5.8%	5.0%
Outdoor time per day	6.5	6.3	6.3	6.4	6.3



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	75.7%	79.9%	79.3%	79.4%	80.4%
Swimming pool, hotel facilities	70.3%	75.1%	72.6%	71.8%	69.3%
Beach	58.0%	63.4%	60.7%	60.2%	59.5%
Explore the island on their own	33.3%	34.9%	35.1%	35.1%	35.0%
Taste Canarian gastronomy	20.7%	23.1%	22.9%	23.6%	24.1%
Nightlife / concerts / shows	21.3%	20.4%	20.2%	20.0%	19.8%
Theme parks	14.0%	14.7%	14.0%	15.2%	13.1%
Organized excursions	15.8%	17.1%	14.9%	14.3%	13.0%
Swim	--	12.3%	10.6%	10.2%	10.2%
Sea excursions / whale watching	11.0%	12.1%	11.1%	11.0%	10.1%
Wineries / markets / popular festivals	9.4%	8.0%	8.5%	8.2%	8.9%
Hiking	--	6.5%	7.0%	6.7%	7.1%
Museums / exhibitions	6.7%	5.5%	6.4%	6.6%	6.3%
Beauty and health treatments	5.6%	6.1%	6.2%	5.3%	5.6%
Running	--	4.9%	4.7%	5.0%	4.8%
Other Nature Activities	--	3.2%	3.5%	3.6%	3.3%
Golf	--	3.1%	3.2%	3.2%	2.9%
Practice other sports	--	3.3%	3.1%	2.9%	2.9%
Cycling / Mountain bike	--	3.0%	2.7%	2.6%	2.2%
Astronomical observation	2.0%	2.0%	2.5%	1.9%	2.1%
Scuba Diving	--	2.0%	1.8%	1.5%	1.3%
Surf	--	1.7%	1.3%	1.4%	1.3%
Windsurf / Kitesurf	--	0.9%	0.6%	0.5%	0.6%

** Multi-choise question*

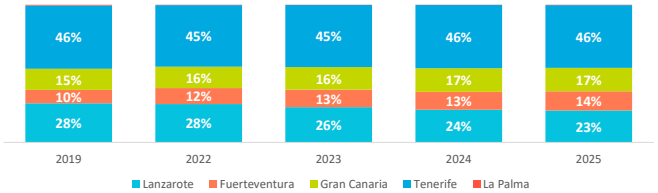
Tourist profile. Historical data (2019 - 2025)

United Kingdom

Which island do they choose?

Tourists (≥ 16 year old)	2019	2022	2023	2024	2025
Lanzarote	1,215,906	1,215,906	1,215,906	1,215,906	1,215,906
Fuerteventura	419,136	510,180	605,719	670,821	733,058
Gran Canaria	658,499	678,992	779,522	875,392	891,878
Tenerife	1,970,270	1,956,935	2,144,205	2,355,897	2,392,915
La Palma	23,894	10,668	10,655	10,598	14,686

Share by islands	2019	2022	2023	2024	2025
Lanzarote	28.4%	27.8%	25.6%	23.7%	23.2%
Fuerteventura	9.8%	11.7%	12.7%	13.1%	14.0%
Gran Canaria	15.4%	15.5%	16.4%	17.1%	17.0%
Tenerife	46.0%	44.8%	45.1%	45.9%	45.6%
La Palma	0.6%	0.2%	0.2%	0.2%	0.3%



How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	94.3%	96.0%	95.5%	96.0%	96.6%
Two islands	5.2%	3.7%	4.1%	3.8%	3.0%
Three or more islands	0.5%	0.3%	0.4%	0.3%	0.3%

How many are loyal to the Canary Islands?

	2019	2022	2023	2024	2025
Repeat tourists	78.9%	78.2%	81.3%	80.2%	82.5%
At least 10 previous visits	20.9%	22.5%	24.5%	25.6%	27.9%
Repeat tourists (last 5 years)	71.7%	68.4%	72.0%	71.1%	75.7%
Repeat tourists (last 5 years)(5 or more visits)	22.0%	13.9%	18.5%	21.1%	26.1%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.87	9.00	8.97	8.90	8.93

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	2.2%	2.7%	2.3%	2.4%	2.3%
Lived up to expectations	53.9%	52.3%	54.4%	55.3%	56.1%
Better or much better than expected	43.9%	45.0%	43.3%	42.2%	41.6%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.96	9.02	9.06	8.99	9.07
Recommend visiting the Canary Islands	9.10	9.17	9.18	9.09	9.15

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	42.8%	44.3%	44.1%	44.4%	42.9%
Women	57.2%	55.7%	55.9%	55.6%	57.1%
Age					
Average age	48.3	48.1	49.0	49.4	50.4
Standard deviation	15.8	15.9	16.7	16.5	16.6
Age range					
16 - 24 years old	7.2%	8.2%	8.7%	7.7%	6.9%
25 - 30 years old	10.1%	9.1%	8.1%	7.9%	7.4%
31 - 45 years old	25.2%	27.8%	27.4%	28.1%	28.1%
46 - 60 years old	32.2%	28.8%	26.5%	26.3%	24.1%
Over 60 years old	25.2%	26.1%	29.3%	30.0%	33.5%
Occupation					
Salaried worker	56.2%	59.5%	55.6%	56.5%	53.3%
Self-employed	11.6%	10.1%	10.3%	10.5%	10.2%
Unemployed	0.9%	0.4%	0.4%	0.4%	0.8%
Business owner	4.9%	4.3%	5.4%	4.9%	4.0%
Student	2.4%	2.8%	2.0%	2.1%	2.2%
Retired	22.5%	21.6%	24.9%	24.3%	28.3%
Unpaid domestic work	0.8%	0.8%	0.8%	0.7%	0.6%
Others	0.6%	0.6%	0.7%	0.6%	0.5%
Annual household income level					
Less than €25,000	18.9%	10.6%	10.8%	9.3%	9.6%
€25,000 - €49,999	36.9%	32.6%	33.7%	31.0%	31.1%
€50,000 - €74,999	21.0%	25.9%	24.2%	25.3%	24.4%
More than €74,999	23.2%	30.8%	31.3%	34.3%	34.9%
Education level					
No studies	13.4%	9.4%	10.2%	10.0%	10.3%
Primary education	0.9%	0.5%	0.6%	0.7%	0.6%
Secondary education	19.0%	16.3%	16.9%	18.0%	19.4%
Higher education	66.7%	73.8%	72.2%	71.4%	69.7%

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	6.6%	7.3%	6.6%	7.1%	7.5%
Only with partner	50.3%	48.8%	50.2%	48.7%	47.7%
Only with children (< 13 years old)	4.7%	4.1%	3.8%	3.8%	4.2%
Partner + children (< 13 years old)	6.5%	8.0%	7.5%	7.7%	7.7%
Other relatives	12.4%	12.1%	12.5%	12.7%	12.3%
Friends	6.4%	6.4%	6.3%	6.3%	5.9%
Work colleagues	0.1%	0.2%	0.2%	0.1%	0.1%
Organized trip	0.2%	0.2%	0.1%	0.1%	0.2%
Other combinations (2)	12.9%	12.9%	12.7%	13.5%	14.5%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**18.9%**	**20.4%**	**19.3%**	**19.7%**	**19.8%**
- Between 0 and 2 years old	1.6%	1.2%	1.5%	1.5%	1.3%
- Between 3 and 12 years old	15.6%	17.7%	16.1%	16.7%	17.1%
- Between 0 -2 and 3-12 years old	1.8%	1.5%	1.8%	1.5%	1.4%
Tourists without children	**81.1%**	**79.6%**	**80.7%**	**80.3%**	**80.2%**
Group composition:					
- 1 person	9.9%	9.4%	8.7%	8.9%	8.9%
- 2 people	56.4%	55.0%	56.3%	55.2%	55.2%
- 3 people	11.2%	11.2%	11.7%	12.1%	12.2%
- 4 or 5 people	17.7%	19.1%	17.9%	17.9%	18.2%
- 6 or more people	4.8%	5.3%	5.4%	5.9%	5.5%
Average group size:	**2.65**	**2.72**	**2.72**	**2.75**	**2.74**

**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.