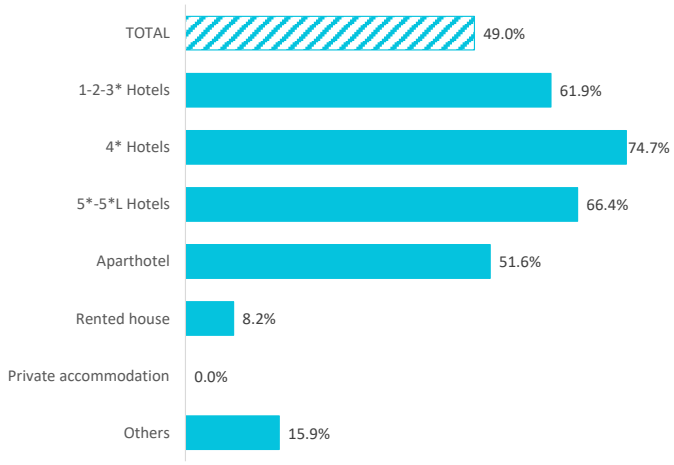
# Profile of tourist by type of accomodation

# 2025

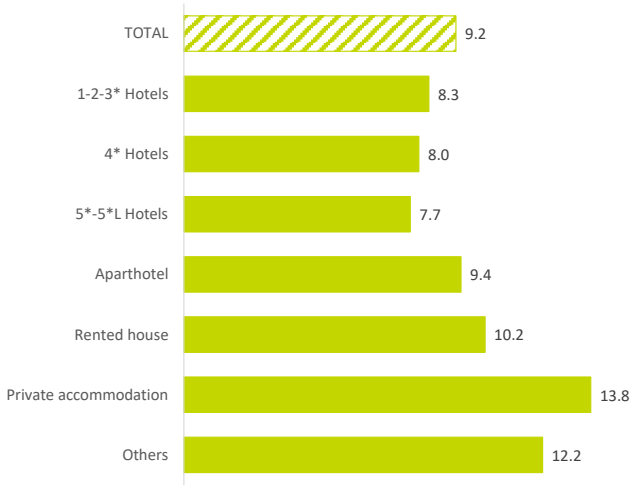
## TOURIST EXPENDITURE

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| **Tourist arrivals ≥ 16 years old (EGT)** | **16,125,238** | **1,755,954** | **5,722,850** | **1,360,419** | **2,553,714** | **2,901,957** | **1,362,448** | **469,047** |
| **% Tourists** | **100%** | 10.9% | 35.5% | 8.4% | 15.8% | 18.0% | 8.4% | 2.9% |
| - Lanzarote | **2,871,074** | 283,804 | 882,919 | 295,162 | 585,410 | 596,967 | 154,230 | 72,582 |
| - Fuerteventura | **2,388,592** | 311,903 | 1,190,715 | 62,595 | 198,546 | 386,746 | 179,584 | 58,504 |
| - Gran Canaria | **4,192,419** | 563,361 | 1,382,644 | 374,886 | 713,521 | 610,459 | 419,328 | 128,219 |
| - Tenerife | **6,443,553** | 582,856 | 2,167,665 | 627,777 | 1,021,463 | 1,271,093 | 595,607 | 178,243 |
| - La Palma | **188,913** | 11,569 | 94,312 | 0 | 31,317 | 31,008 | 11,129 | 9,578 |
| % tourists who book holiday package | **49.0%** | 61.9% | 74.7% | 66.4% | 51.6% | 8.2% | 0.0% | 15.9% |
| **Expenditure per tourist (€)** | **1,438** | **1,374** | **1,534** | **2,061** | **1,405** | **1,284** | **934** | **1,283** |
| - book holiday package | **1,660** | 1,530 | 1,628 | 2,170 | 1,539 | 1,639 | - | 1,492 |
| - holiday package | **1,375** | 1,252 | 1,392 | 1,856 | 1,139 | 1,168 | - | 1,219 |
| - others | **285** | 278 | 236 | 314 | 400 | 471 | - | 273 |
| - do not book holiday package | **1,224** | 1,119 | 1,257 | 1,845 | 1,263 | 1,253 | 934 | 1,243 |
| - flight | **323** | 276 | 292 | 370 | 316 | 307 | 409 | 289 |
| - accommodation | **425** | 420 | 593 | 1,026 | 429 | 445 | 0 | 440 |
| - others | **477** | 423 | 372 | 449 | 518 | 500 | 525 | 514 |
| **Average lenght of stay** | **9.2** | **8.3** | **8.0** | **7.7** | **9.4** | **10.2** | **13.8** | **12.2** |
| - Median | 7.0 | 7.0 | 7.0 | 7.0 | 7.0 | 8.0 | 10.0 | 7.0 |
| **Average daily expenditure (€)** | **178.16** | **176.86** | **201.36** | **277.83** | **166.58** | **146.86** | **84.41** | **139.27** |
| - Median | 163.48 | 155.53 | 183.79 | 245.34 | 148.63 | 131.54 | 71.40 | 135.72 |
| **Average daily expenditure without flight (€)** | **129.30** | **129.21** | **145.55** | **205.11** | **124.15** | **108.02** | **48.82** | **103.80** |
| - Median | 120.02 | 104.17 | 120.13 | 165.49 | 98.06 | 89.09 | 37.48 | 94.29 |
| **Average cost of the flight (€)** | **393.66** | **370.17** | **426.94** | **539.60** | **353.10** | **315.42** | **409.10** | **304.08** |
| **Total turnover (≥ 16 years old) (€m)** | **23,186** | **2,412** | **8,777** | **2,803** | **3,589** | **3,727** | **1,272** | **602** |
| **% Turnover** | **100%** | 10.4% | 37.9% | 12.1% | 15.5% | 16.1% | 5.5% | 2.6% |
| **Turnover without flight (≥ 16 years old) (€m)** | **16,838** | **1,762** | **6,334** | **2,069** | **2,687** | **2,811** | **715** | **459** |

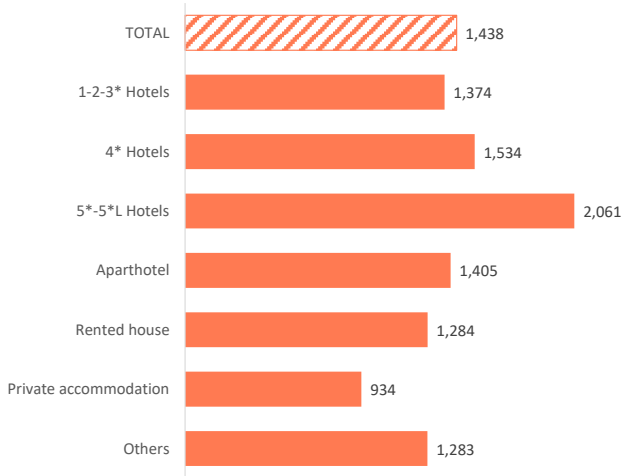
### TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



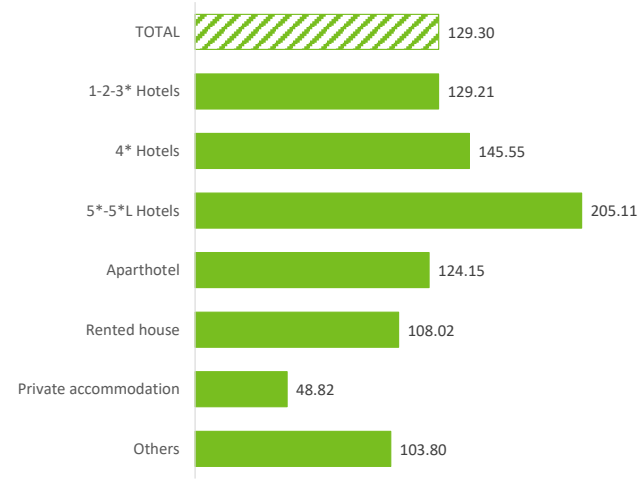

### AVERAGE LENGHT OF STAY




### EXPENDITURE PER TRIP (€)




### DAILY EXPENDITURE WITHOUT FLIGHT (€)



# Profile of tourist by type of accomodation
# 2025

## % Tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| **Accommodation:** | | | | | | | | |
| - Accommodation | **85.1%** | 94.0% | 95.6% | 95.0% | 90.9% | 88.8% | 0.0% | 87.7% |
| - Additional accommodation expenses | **6.7%** | 6.6% | 6.9% | 10.5% | 6.3% | 6.9% | 1.5% | 8.8% |
| **Transport:** | | | | | | | | |
| - National/International Transport | **95.4%** | 95.5% | 96.0% | 96.1% | 95.8% | 94.7% | 93.7% | 94.3% |
| - Flights between islands | **4.8%** | 4.9% | 3.3% | 3.2% | 3.6% | 8.2% | 5.3% | 10.3% |
| - Taxi | **50.8%** | 58.7% | 65.5% | 64.7% | 57.1% | 23.3% | 21.4% | 23.1% |
| - Car rental | **33.6%** | 28.8% | 27.0% | 26.0% | 28.2% | 57.9% | 28.3% | 47.8% |
| - Public transport | **12.6%** | 14.1% | 9.1% | 7.0% | 14.2% | 15.4% | 19.3% | 21.0% |
| **Food and drink:** | | | | | | | | |
| - Food purchases at supermarkets | **57.8%** | 53.0% | 39.7% | 35.5% | 69.9% | 85.1% | 74.7% | 76.8% |
| - Restaurants | **68.9%** | 63.6% | 53.4% | 64.1% | 80.7% | 86.5% | 83.2% | 79.2% |
| **Leisure:** | | | | | | | | |
| - Organized excursions | **24.5%** | 26.0% | 26.9% | 22.1% | 24.3% | 26.1% | 11.6% | 23.5% |
| - Sport activities | **6.4%** | 6.1% | 5.0% | 5.8% | 5.6% | 9.0% | 7.4% | 11.8% |
| - Cultural activities | **2.7%** | 2.9% | 2.1% | 1.9% | 2.6% | 3.5% | 3.6% | 4.2% |
| - Museums | **5.8%** | 5.6% | 4.4% | 4.1% | 5.0% | 10.1% | 4.6% | 11.5% |
| - Theme Parks | **10.9%** | 10.6% | 10.3% | 9.1% | 13.6% | 12.3% | 8.2% | 7.8% |
| - Discos and pubs | **11.0%** | 11.8% | 8.8% | 7.1% | 16.4% | 11.4% | 12.7% | 9.9% |
| - Wellness | **5.0%** | 4.1% | 5.0% | 8.8% | 4.6% | 3.8% | 6.0% | 3.6% |
| **Purchases of goods:** | | | | | | | | |
| - Souvenirs | **41.8%** | 41.0% | 41.4% | 36.1% | 44.1% | 43.2% | 42.8% | 40.8% |
| - Other purchases | **0.9%** | 0.9% | 0.7% | 0.7% | 0.7% | 0.8% | 2.0% | 0.6% |
| **Others:** | | | | | | | | |
| - Medical expenses | **6.7%** | 6.1% | 6.0% | 6.2% | 7.2% | 7.7% | 7.3% | 7.8% |
| - Other expenses | **4.4%** | 4.4% | 4.8% | 4.7% | 4.4% | 3.4% | 4.9% | 3.4% |

## Average expenditure of tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

| Expenditure per tourist and trip (€) | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| **Accommodation:** | **880** | **805** | **942** | **1,324** | **742** | **685** | **168** | **832** |
| - Accommodation | **729** | 659 | 805 | 1,157 | 615 | 523 | 0 | 561 |
| - Additional accommodation expenses | **151** | 146 | 138 | 166 | 127 | 162 | 168 | 272 |
| **Transport:** | **739** | **706** | **761** | **884** | **662** | **633** | **789** | **670** |
| - National/International Transport | **413** | 388 | 445 | 562 | 369 | 333 | 437 | 322 |
| - Flights between islands | **84** | 83 | 77 | 78 | 64 | 84 | 109 | 115 |
| - Taxi | **93** | 94 | 105 | 105 | 82 | 57 | 68 | 67 |
| - Car rental | **121** | 113 | 112 | 120 | 118 | 130 | 136 | 132 |
| - Public transport | **28** | 27 | 22 | 20 | 29 | 28 | 40 | 34 |
| **Food and drink:** | **328** | **296** | **257** | **348** | **372** | **337** | **400** | **344** |
| - Food purchases at supermarkets | **114** | 98 | 73 | 92 | 123 | 127 | 170 | 146 |
| - Restaurants | **214** | 198 | 183 | 256 | 249 | 210 | 230 | 199 |
| **Leisure:** | **565** | **544** | **543** | **613** | **573** | **537** | **675** | **530** |
| - Organized excursions | **96** | 95 | 101 | 107 | 95 | 89 | 106 | 82 |
| - Sport activities | **106** | 99 | 93 | 118 | 100 | 104 | 159 | 101 |
| - Cultural activities | **58** | 65 | 57 | 65 | 60 | 46 | 67 | 76 |
| - Museums | **39** | 33 | 35 | 44 | 44 | 43 | 39 | 36 |
| - Theme Parks | **77** | 75 | 77 | 87 | 77 | 71 | 86 | 54 |
| - Discos and pubs | **100** | 103 | 99 | 101 | 107 | 89 | 98 | 115 |
| - Wellness | **89** | 75 | 81 | 91 | 89 | 94 | 120 | 66 |
| **Purchases of goods:** | **309** | **276** | **238** | **272** | **371** | **319** | **423** | **304** |
| - Souvenirs | **88** | 84 | 84 | 109 | 85 | 73 | 127 | 71 |
| - Other purchases | **220** | 191 | 154 | 164 | 285 | 246 | 296 | 233 |
| **Others:** | **155** | **121** | **121** | **140** | **128** | **168** | **351** | **233** |
| - Medical expenses | **47** | 43 | 37 | 48 | 35 | 49 | 100 | 49 |
| - Other expenses | **109** | 78 | 85 | 92 | 93 | 119 | 251 | 184 |

# Profile of tourist by type of accomodation
# 2025

## TOURIST PROFILE

### *Who are they?*

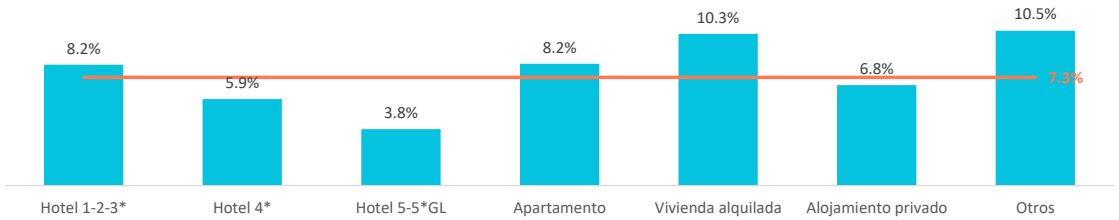
| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| **Gender** | | | | | | | | |
| Percentage of men | **48.2%** | 49.3% | 47.4% | 49.3% | 45.7% | 51.0% | 46.9% | 50.8% |
| Percentage of women | **51.8%** | 50.7% | 52.6% | 50.7% | 54.3% | 49.0% | 53.1% | 49.2% |
| **Age** | | | | | | | | |
| Average age | **47.57** | 47.24 | 48.89 | 50.03 | 49.33 | 43.41 | 47.04 | 43.40 |
| Standard deviation | **17.0** | 17.0 | 16.8 | 16.4 | 16.7 | 16.5 | 18.3 | 16.9 |
| **Age range** | | | | | | | | |
| 16-24 years old | **9.8%** | 10.7% | 8.4% | 5.2% | 8.8% | 12.8% | 12.9% | 13.2% |
| 25-30 years old | **10.4%** | 9.6% | 8.9% | 8.7% | 7.8% | 15.2% | 12.2% | 16.0% |
| 31-45 years old | **28.8%** | 29.0% | 28.5% | 29.7% | 27.2% | 31.4% | 25.7% | 30.1% |
| 46-60 years old | **23.1%** | 23.9% | 24.5% | 24.5% | 24.9% | 20.2% | 19.0% | 20.7% |
| Over 60 years old | **27.9%** | 26.8% | 29.8% | 31.9% | 31.3% | 20.3% | 30.3% | 20.1% |
| **Occupation** | | | | | | | | |
| Salaried worker | **54.5%** | 55.5% | 55.0% | 51.5% | 55.8% | 57.4% | 45.3% | 53.6% |
| Self-employed | **10.5%** | 9.8% | 9.2% | 10.2% | 9.5% | 12.6% | 13.3% | 14.1% |
| Unemployed | **1.2%** | 1.5% | 0.9% | 0.6% | 0.9% | 1.4% | 2.7% | 1.4% |
| Business owner | **7.1%** | 7.1% | 7.2% | 10.8% | 5.2% | 7.1% | 6.5% | 7.0% |
| Student | **3.9%** | 3.6% | 3.1% | 2.2% | 3.0% | 5.3% | 7.2% | 6.3% |
| Retired | **21.5%** | 20.7% | 23.1% | 23.1% | 24.6% | 15.1% | 23.6% | 15.8% |
| Unpaid domestic work | **0.5%** | 0.8% | 0.6% | 0.8% | 0.4% | 0.2% | 0.5% | 0.7% |
| Others | **0.8%** | 1.0% | 0.9% | 0.7% | 0.7% | 0.8% | 0.7% | 1.1% |
| **Annual household income level** | | | | | | | | |
| Less than €25,000 | **12.3%** | 13.4% | 10.2% | 6.5% | 12.1% | 14.3% | 19.9% | 17.3% |
| €25,000 - €49,999 | **33.6%** | 34.6% | 33.7% | 22.1% | 33.3% | 36.0% | 37.8% | 36.7% |
| €50,000 - €74,999 | **25.1%** | 25.1% | 26.3% | 25.1% | 27.3% | 23.9% | 19.4% | 20.5% |
| More than €74,999 | **29.0%** | 26.8% | 29.8% | 46.4% | 27.2% | 25.8% | 23.0% | 25.5% |
| **Education level** | | | | | | | | |
| No studies | **4.2%** | 4.2% | 4.3% | 4.5% | 6.1% | 2.5% | 4.0% | 2.2% |
| Primary education | **2.1%** | 2.7% | 2.3% | 1.4% | 2.2% | 1.6% | 2.2% | 1.1% |
| Secondary education | **21.4%** | 23.6% | 23.7% | 18.3% | 24.8% | 16.0% | 19.5% | 12.7% |
| Higher education | **72.4%** | 69.5% | 69.7% | 75.8% | 66.8% | 79.9% | 74.4% | 84.1% |

### *Who do they come with?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Unaccompanied | **10.2%** | 9.4% | 6.8% | 5.0% | 6.6% | 8.5% | 35.5% | 24.0% |
| Only with partner | **47.1%** | 46.9% | 51.7% | 55.0% | 46.4% | 42.5% | 33.0% | 41.9% |
| Only with children (< 13 years old) | **4.1%** | 4.2% | 4.6% | 4.1% | 4.4% | 3.9% | 3.1% | 1.6% |
| Partner + children (< 13 years old) | **6.7%** | 5.7% | 7.2% | 9.2% | 7.3% | 6.6% | 3.9% | 2.7% |
| Other relatives | **10.1%** | 9.8% | 10.0% | 9.6% | 10.8% | 11.3% | 8.7% | 6.0% |
| Friends | **7.3%** | 8.2% | 5.9% | 3.8% | 8.2% | 10.3% | 6.8% | 10.5% |
| Work colleagues | **0.6%** | 0.8% | 0.7% | 0.5% | 0.3% | 0.5% | 0.1% | 1.4% |
| Organized trip | **0.3%** | 0.7% | 0.3% | 0.3% | 0.1% | 0.4% | 0.0% | 1.0% |
| Other combinations [2] | **13.6%** | 14.3% | 12.8% | 12.5% | 15.9% | 16.0% | 8.9% | 11.0% |
| [2] *Different situations have been isolated* | | | | | | | | |
| **Tourists with children** | **16.6%** | **14.9%** | **17.8%** | **19.8%** | **18.2%** | **16.7%** | **10.5%** | **7.2%** |
| - Between 0 and 2 years old | **1.3%** | 0.9% | 1.3% | 2.2% | 1.2% | 1.5% | 1.3% | 0.5% |
| - Between 3 and 12 years old | **14.1%** | 13.0% | 15.3% | 15.7% | 16.0% | 14.0% | 8.7% | 6.3% |
| - Between 0 -2 and 3-12 years old | **1.1%** | 1.0% | 1.2% | 1.8% | 1.0% | 1.2% | 0.6% | 0.3% |
| **Tourists without children** | **83.4%** | **85.1%** | **82.2%** | **80.2%** | **81.8%** | **83.3%** | **89.5%** | **92.8%** |
| **Group composition:** | | | | | | | | |
| - 1 person | **12.2%** | 11.8% | 8.1% | 6.5% | 8.3% | 11.1% | 39.7% | 27.1% |
| - 2 people | **55.5%** | 56.8% | 60.9% | 61.4% | 55.3% | 49.5% | 39.5% | 52.8% |
| - 3 people | **11.9%** | 11.7% | 11.8% | 12.6% | 13.3% | 12.2% | 9.4% | 8.3% |
| - 4 or 5 people | **16.0%** | 15.1% | 14.9% | 15.5% | 18.3% | 20.8% | 9.9% | 9.9% |
| - 6 or more people | **4.4%** | 4.5% | 4.3% | 4.1% | 4.8% | 6.4% | 1.5% | 2.0% |
| **Average group size:** | **2.60** | 2.61 | 2.61 | 2.64 | 2.72 | 2.82 | 1.98 | 2.13 |

**People who share the main expenses of the trip*

**% TOURISTS WHO TRAVEL WITH FRIENDS**



# Profile of tourist by type of accomodation
# 2025

## TRIP MOTIVATION AND DESTINATION CHOICE

### *What is the main reason for visiting the Canary Islands?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Holidays | **91.1%** | 93.5% | 96.2% | 96.2% | 97.1% | 92.7% | 48.0% | 86.9% |
| Family reasons | **6.2%** | 2.1% | 1.2% | 1.5% | 1.9% | 4.8% | 47.9% | 6.4% |
| Business | **1.4%** | 2.3% | 1.7% | 1.8% | 0.4% | 0.8% | 1.3% | 2.7% |
| Education and training | **0.2%** | 0.2% | 0.1% | - | 0.1% | 0.4% | 0.2% | 1.7% |
| Sports training | **0.5%** | 1.0% | 0.3% | 0.3% | 0.3% | 0.8% | 0.7% | 1.0% |
| Health | **0.1%** | 0.2% | 0.1% | - | 0.0% | 0.1% | 0.2% | 0.2% |
| Conventions and Exhibitions | **0.2%** | 0.2% | 0.2% | 0.1% | 0.0% | 0.2% | 0.2% | 0.1% |
| Others | **0.4%** | 0.4% | 0.2% | 0.1% | 0.2% | 0.4% | 1.5% | 1.1% |

### *What is the main motivation for their holidays?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Rest | **50.2%** | 48.5% | 57.2% | 63.5% | 54.1% | 37.7% | 34.8% | 33.1% |
| Enjoy family time | **15.0%** | 12.2% | 12.5% | 13.6% | 15.1% | 12.6% | 37.8% | 8.0% |
| Have fun | **8.5%** | 10.7% | 7.3% | 6.2% | 10.4% | 9.0% | 7.6% | 9.6% |
| Explore the destination | **22.7%** | 23.8% | 20.6% | 13.8% | 17.8% | 35.7% | 14.0% | 40.5% |
| Practice their hobbies | **2.0%** | 3.0% | 1.2% | 1.6% | 1.5% | 2.8% | 2.6% | 5.2% |
| Other reasons | **1.7%** | 1.8% | 1.1% | 1.3% | 1.1% | 2.2% | 3.2% | 3.6% |




### *Importance of each factor in the destination choice*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Climate | **74.6%** | 73.3% | 76.2% | 80.9% | 76.5% | 73.7% | 62.9% | 71.4% |
| Safety | **56.0%** | 54.5% | 59.7% | 62.9% | 58.0% | 49.5% | 49.4% | 43.8% |
| Tranquility | **49.3%** | 46.4% | 50.6% | 56.9% | 47.2% | 47.5% | 50.3% | 43.4% |
| Sea | **44.5%** | 44.8% | 43.8% | 39.3% | 42.4% | 48.4% | 45.6% | 50.9% |
| Accommodation supply | **42.5%** | 39.7% | 50.0% | 60.6% | 44.1% | 33.1% | 19.3% | 27.9% |
| Price | **38.6%** | 39.1% | 40.5% | 34.5% | 43.1% | 37.1% | 32.2% | 29.7% |
| Beaches | **38.4%** | 39.8% | 38.3% | 31.6% | 38.1% | 41.0% | 37.6% | 42.2% |
| Effortless trip | **38.0%** | 37.0% | 39.9% | 45.6% | 39.4% | 32.7% | 34.9% | 28.7% |
| European belonging | **37.7%** | 35.7% | 39.7% | 42.3% | 37.3% | 34.6% | 36.1% | 32.4% |
| Landscapes | **36.5%** | 33.9% | 32.4% | 29.3% | 31.0% | 49.2% | 41.1% | 54.4% |
| Environment | **35.4%** | 33.8% | 32.9% | 32.0% | 33.7% | 41.6% | 38.6% | 44.8% |
| Gastronomy | **26.5%** | 23.9% | 25.1% | 33.4% | 25.3% | 27.4% | 31.0% | 21.5% |
| Authenticity | **24.3%** | 23.7% | 22.1% | 23.7% | 22.0% | 28.1% | 29.5% | 29.3% |
| Fun possibilities | **22.9%** | 26.8% | 22.5% | 22.7% | 25.9% | 19.7% | 21.5% | 20.8% |
| Exoticism | **12.4%** | 12.8% | 12.1% | 10.9% | 11.2% | 14.1% | 12.7% | 15.1% |
| Hiking trail network | **11.1%** | 10.3% | 8.0% | 6.6% | 8.8% | 18.3% | 14.4% | 24.7% |
| Culture | **10.2%** | 10.3% | 9.3% | 9.0% | 9.6% | 10.6% | 14.4% | 12.5% |
| Historical heritage | **9.9%** | 9.9% | 9.4% | 8.4% | 8.3% | 10.7% | 13.9% | 13.3% |
| Shopping | **9.9%** | 10.5% | 10.1% | 9.8% | 11.0% | 8.1% | 11.7% | 5.3% |
| Nightlife | **8.0%** | 9.9% | 7.3% | 5.9% | 9.9% | 7.6% | 9.0% | 6.3% |

*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.*

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

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Previous visits to the Canary Islands | **49.1%** | 45.7% | 48.1% | 51.3% | 59.9% | 44.4% | 49.0% | 38.2% |
| Friends or relatives | **28.6%** | 23.8% | 20.7% | 23.7% | 26.5% | 35.6% | 61.4% | 29.3% |
| Internet or social media | **51.4%** | 51.2% | 51.8% | 51.3% | 51.0% | 64.2% | 21.1% | 57.5% |
| Mass Media | **1.9%** | 2.1% | 2.0% | 2.3% | 1.6% | 2.2% | 0.9% | 2.2% |
| Travel guides and magazines | **6.1%** | 5.8% | 6.2% | 5.8% | 5.3% | 7.9% | 1.9% | 10.2% |
| Travel Blogs or Forums | **6.2%** | 5.5% | 5.0% | 5.4% | 5.3% | 11.2% | 1.7% | 11.8% |
| Travel TV Channels | **0.9%** | 1.0% | 0.9% | 0.9% | 0.7% | 0.9% | 0.6% | 0.4% |
| Tour Operator or Travel Agency | **18.8%** | 21.5% | 29.6% | 25.8% | 18.4% | 3.1% | 1.6% | 7.4% |
| Public administrations or similar | **0.6%** | 0.7% | 0.6% | 0.3% | 0.5% | 0.7% | 0.3% | 0.7% |
| Others | **3.3%** | 3.8% | 2.8% | 3.0% | 2.6% | 3.6% | 5.2% | 5.9% |

** Multi-choise question*

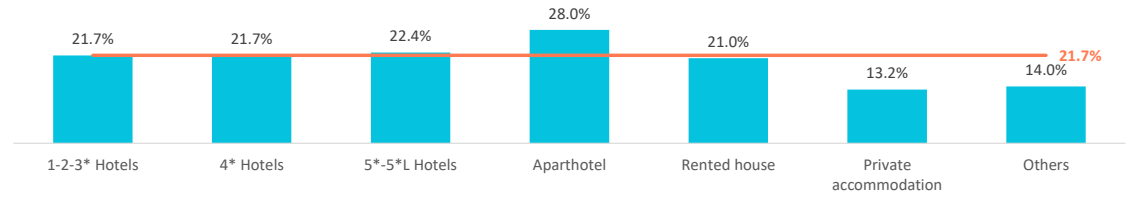
# Profile of tourist by type of accomodation
# 2025

## TRIP BOOKING

### *How far in advance do they book their trip?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| The same day | **0.9%** | 1.2% | 0.7% | 0.8% | 0.7% | 0.8% | 1.6% | 2.1% |
| Between 1 and 30 days | **22.7%** | 23.4% | 22.4% | 20.4% | 17.7% | 22.4% | 33.4% | 29.9% |
| Between 1 and 2 months | **22.4%** | 23.0% | 21.9% | 22.5% | 19.9% | 23.6% | 24.1% | 26.5% |
| Between 3 and 6 months | **32.3%** | 30.7% | 33.3% | 34.0% | 33.7% | 32.2% | 27.6% | 27.5% |
| More than 6 months | **21.7%** | 21.7% | 21.7% | 22.4% | 28.0% | 21.0% | 13.2% | 14.0% |

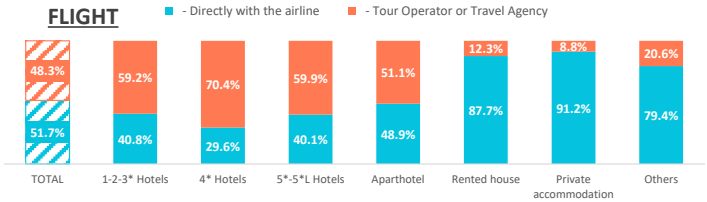
**% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS**



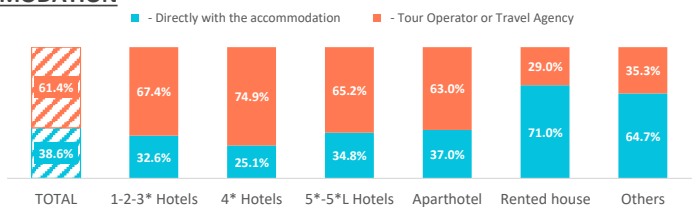

### *With whom did they book their flight and accommodation?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| **Flight** | | | | | | | | |
| - Directly with the airline | **51.7%** | 40.8% | 29.6% | 40.1% | 48.9% | 87.7% | 91.2% | 79.4% |
| - Tour Operator or Travel Agency | **48.3%** | 59.2% | 70.4% | 59.9% | 51.1% | 12.3% | 8.8% | 20.6% |
| **Accommodation** | | | | | | | | |
| - Directly with the accommodation | **38.6%** | 32.6% | 25.1% | 34.8% | 37.0% | 71.0% | 0.0% | 64.7% |
| - Tour Operator or Travel Agency | **61.4%** | 67.4% | 74.9% | 65.2% | 63.0% | 29.0% | 0.0% | 35.3% |

**FLIGHT**




**ACCOMMODATION**

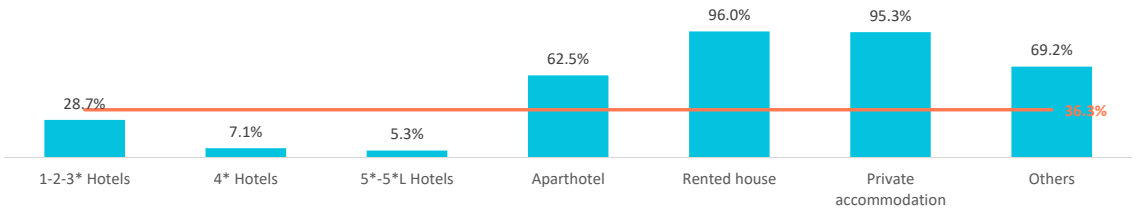



### *What do they book?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Room only | **36.3%** | 28.7% | 7.1% | 5.3% | 62.5% | 96.0% | 95.3% | 69.2% |
| Bed and Breakfast | **14.2%** | 18.2% | 13.8% | 30.0% | 13.0% | 3.8% | 4.7% | 17.9% |
| Half board | **17.3%** | 14.4% | 26.6% | 32.3% | 8.7% | 0.1% | - | 3.6% |
| Full board | **2.8%** | 4.0% | 4.2% | 3.2% | 1.4% | 0.0% | - | 3.3% |
| All inclusive | **29.4%** | 34.7% | 48.3% | 29.2% | 14.4% | 0.1% | - | 6.0% |

**% TOURISTS WHO BOOK ROOM ONLY**






## ACCOMMODATION

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| 1-2-3* Hotel | **10.9%** | 100.0% | - | - | - | - | - | - |
| 4* Hotel | **35.5%** | - | 100.0% | - | - | - | - | - |
| 5* Hotel / 5* Luxury Hotel | **8.4%** | - | - | 100.0% | - | - | - | - |
| Aparthotel / Tourist Villa | **15.8%** | - | - | - | 100.0% | - | - | - |
| House/room rented in a private dwelling | **18.0%** | - | - | - | - | 100.0% | - | - |
| Private accommodation [1] | **8.4%** | - | - | - | - | - | 100.0% | - |
| Others (Cottage, cruise, camping,..) | **2.9%** | - | - | - | - | - | - | 100.0% |

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

# Profile of tourist by type of accomodation
# 2025

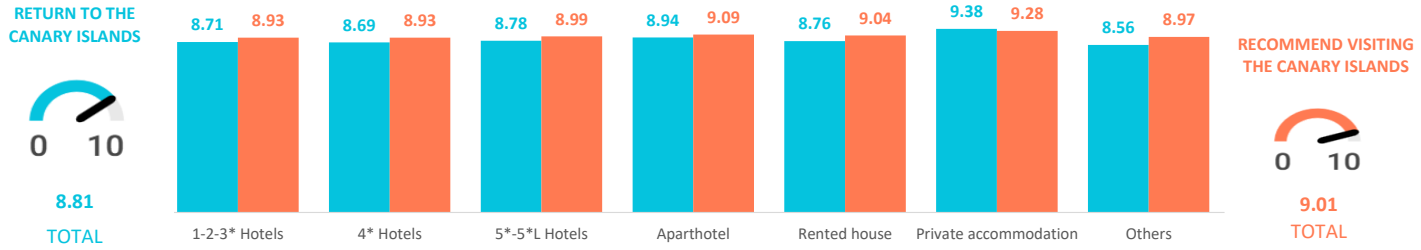
## SATISFACTION AND LOYALTY INDICATORS

### *Satisfaction*

| Satisfaction (scale 0-10) | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Average rating | **8.77** | 8.65 | 8.70 | 8.84 | 8.79 | 8.80 | 9.01 | 8.73 |

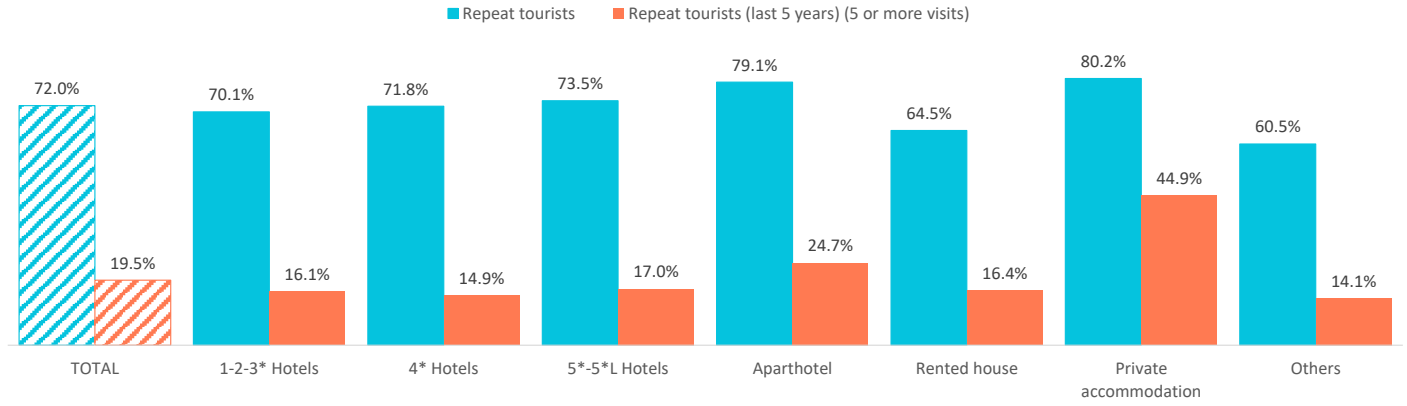
| Experience in the Canary Islands | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Worse or much worse than expected | **2.7%** | 3.1% | 3.0% | 2.5% | 2.1% | 2.6% | 2.1% | 4.0% |
| Lived up to expectations | **55.3%** | 55.3% | 56.3% | 54.1% | 58.5% | 50.2% | 58.0% | 50.9% |
| Better or much better than expected | **42.0%** | 41.6% | 40.7% | 43.4% | 39.3% | 47.1% | 39.9% | 45.1% |

| Future intentions (scale 0-10) | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Return to the Canary Islands | **8.81** | 8.71 | 8.69 | 8.78 | 8.94 | 8.76 | 9.38 | 8.56 |
| Recommend visiting the Canary Islands | **9.01** | 8.93 | 8.93 | 8.99 | 9.09 | 9.04 | 9.28 | 8.97 |




### *How many are loyal to the Canary Islands?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Repeat tourists | **72.0%** | 70.1% | 71.8% | 73.5% | 79.1% | 64.5% | 80.2% | 60.5% |
| At least 10 previous visits | **20.4%** | 17.3% | 16.7% | 19.2% | 26.9% | 15.5% | 41.9% | 13.4% |
| Repeat tourists (last 5 years) | **66.1%** | 63.9% | 65.5% | 65.8% | 73.0% | 58.7% | 77.7% | 55.7% |
| Repeat tourists (last 5 years) (5 or more visits) | **19.5%** | 16.1% | 14.9% | 17.0% | 24.7% | 16.4% | 44.9% | 14.1% |




## ISLANDS

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

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| One island | **93.3%** | 93.1% | 94.4% | 95.3% | 94.8% | 90.9% | 92.6% | 83.5% |
| Two islands | **5.7%** | 6.1% | 4.8% | 4.1% | 4.7% | 7.9% | 6.8% | 8.5% |
| Three or more islands | **1.0%** | 0.8% | 0.8% | 0.6% | 0.4% | 1.1% | 0.5% | 8.0% |

### *Visited islands during their trip (with overnight staying)*

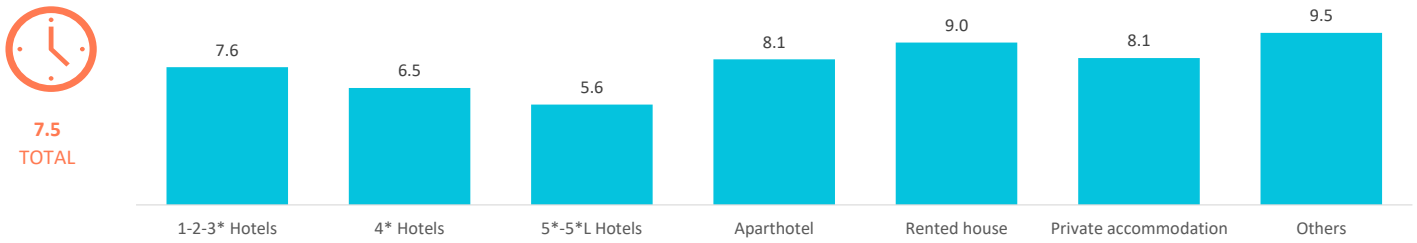
| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Lanzarote | **18.4%** | 16.7% | 15.8% | 21.8% | 23.3% | 21.9% | 11.8% | 17.8% |
| Fuerteventura | **15.3%** | 18.2% | 21.1% | 4.8% | 8.0% | 14.3% | 13.7% | 15.3% |
| Gran Canaria | **26.6%** | 32.8% | 24.6% | 27.8% | 28.3% | 21.8% | 31.5% | 30.0% |
| Tenerife | **40.7%** | 33.9% | 38.5% | 46.5% | 40.5% | 44.9% | 44.4% | 42.5% |
| La Gomera | **0.4%** | 0.5% | 0.2% | 0.1% | 0.3% | 0.8% | 0.5% | 1.7% |
| La Palma | **1.5%** | 1.0% | 1.8% | 0.2% | 1.4% | 1.5% | 1.4% | 3.9% |
| El Hierro | **0.1%** | 0.1% | 0.1% | 0.1% | 0.1% | 0.3% | 0.2% | 1.0% |
| Cruise | **0.2%** | 0.1% | 0.1% | 0.1% | 0.1% | 0.2% | 0.1% | 4.3% |

# Profile of tourist by type of accomodation
# 2025

## ACTIVITIES IN THE CANARY ISLANDS

### *Outdoor time per day*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| 0 hours | **2.3%** | 3.1% | 3.3% | 6.3% | 0.9% | 0.4% | 0.3% | 0.4% |
| 1 - 2 hours | **9.2%** | 8.9% | 14.5% | 18.4% | 5.0% | 1.8% | 3.4% | 4.6% |
| 3 - 6 hours | **32.6%** | 31.2% | 37.4% | 40.8% | 31.4% | 23.2% | 32.3% | 19.6% |
| 7 - 12 hours | **47.6%** | 45.9% | 38.7% | 30.9% | 53.4% | 63.3% | 55.3% | 59.5% |
| More than 12 hours | **8.4%** | 10.8% | 6.1% | 3.6% | 9.3% | 11.3% | 8.7% | 15.9% |
| **Outdoor time per day** | **7.5** | 7.6 | 6.5 | 5.6 | 8.1 | 9.0 | 8.1 | 9.5 |




### *Activities in the Canary Islands*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Walk, wander | **74.5%** | 71.0% | 72.9% | 70.5% | 80.1% | 78.5% | 71.2% | 74.7% |
| Beach | **68.1%** | 69.6% | 66.1% | 55.6% | 69.7% | 76.1% | 65.8% | 72.3% |
| Swimming pool, hotel facilities | **56.2%** | 57.6% | 67.5% | 74.1% | 67.8% | 33.0% | 28.3% | 23.4% |
| Explore the island on their own | **49.1%** | 46.3% | 43.4% | 38.3% | 46.5% | 65.8% | 51.0% | 66.3% |
| Taste Canarian gastronomy | **28.2%** | 26.1% | 21.8% | 21.6% | **30%** | 38.5% | 37.3% | 33.5% |
| Hiking | **19.9%** | 17.3% | 14.7% | 12.0% | 17.2% | 33.7% | 21.9% | 40.5% |
| Organized excursions | **15.8%** | 18.3% | 20.0% | **15%** | 16.0% | 11.8% | 3.8% | 15.5% |
| Nightlife / concerts / shows | **15.2%** | 16.9% | 12.8% | 10.9% | 20.9% | 14.2% | 17.5% | **17%** |
| Theme parks | **13.8%** | 13.5% | 13.6% | 11.2% | 16.3% | 15.4% | 10.4% | 11.1% |
| Wineries / markets / popular festivals | **11.9%** | **12%** | 9.4% | 8.3% | 11.6% | 16.3% | 16.3% | 14.7% |
| Sea excursions / whale watching | **11.9%** | 11.3% | **13%** | 10.0% | 12.4% | 14.0% | 6.0% | 11.9% |
| Museums / exhibitions | **10.9%** | 10.6% | 8.4% | 7.5% | 9.1% | **18%** | 10.6% | 21.6% |
| Other Nature Activities | **9.0%** | 8.2% | 6.4% | 4.9% | 7.1% | 16.1% | 10.8% | 17.3% |
| Swim | **7.6%** | 8.1% | 6.8% | 7.1% | 8.5% | 8.5% | 7.4% | 8.0% |
| Running | **6.2%** | 6.7% | 5.2% | 5.9% | 5.2% | 8.0% | 6.9% | 7.9% |
| Beauty and health treatments | **5.4%** | 4.5% | 5.6% | 8.9% | 5.5% | 4.2% | 5.9% | 3.8% |
| Astronomical observation | **4.2%** | 4.0% | 3.4% | 2.9% | 3.4% | 6.5% | **5%** | 7.8% |
| Practice other sports | **3.9%** | 5.2% | 3.5% | 3.8% | 2.7% | 3.9% | 6.0% | 6.2% |
| Surf | **2.9%** | 2.8% | 1.4% | 1.2% | 1.5% | 6.6% | 4.0% | 9.9% |
| Cycling / Mountain bike | **2.7%** | 4.1% | 2.3% | 2.0% | 2.2% | 3.2% | 3.0% | 3.5% |
| Scuba Diving | **2.5%** | 2.4% | 1.9% | 2.1% | 2.0% | 4.6% | 2.3% | 2.7% |
| Golf | **2.3%** | 2.2% | 1.8% | 4.6% | 2.4% | 1.7% | 3.2% | 1.4% |
| Windsurf / Kitesurf | **0.9%** | 1.2% | 0.7% | 0.7% | 0.4% | 1.4% | 1.1% | 2.5% |

## COUNTRY OF RESIDENCE

### *Where are they from?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| United Kingdom | **34.1%** | 30.2% | 35.9% | 44.9% | 42.9% | 26.1% | 27.2% | 18.2% |
| Germany | **16.0%** | 18.1% | 18.3% | 14.4% | 10.3% | 15.9% | 14.6% | 19.9% |
| Spanish Mainland | **11.3%** | 14.4% | 12.1% | 8.9% | 8.0% | 9.9% | 16.5% | 8.8% |
| France | **5.2%** | 4.6% | 5.5% | 4.9% | 2.8% | 7.5% | 2.6% | 11.4% |
| Italy | **4.7%** | 3.9% | 2.4% | 1.7% | 3.6% | 10.2% | 7.8% | 7.9% |
| Ireland | **4.5%** | 3.7% | 3.6% | 5.1% | 8.0% | 4.1% | 3.8% | 2.0% |
| Netherlands | **4.2%** | 4.6% | 4.3% | 4.1% | 5.3% | 3.6% | 2.6% | 5.7% |
| Belgium | **2.7%** | 2.0% | 2.9% | 3.5% | 1.5% | 2.7% | 4.3% | 2.3% |
| Poland | **2.6%** | 2.2% | 3.6% | 1.5% | 1.0% | 2.5% | 2.1% | 4.3% |
| Norway | **2.2%** | 2.6% | 1.2% | 1.2% | 4.6% | 1.8% | 3.7% | 2.3% |
| Sweden | **1.8%** | 2.5% | 1.7% | 1.3% | 2.9% | 1.3% | 1.5% | 1.2% |
| Denmark | **1.6%** | 2.7% | 1.5% | 0.7% | 2.9% | 0.9% | 1.2% | 1.0% |
| Switzerland | **1.1%** | 0.8% | 1.0% | 1.6% | 0.7% | 1.5% | 1.2% | 2.1% |
| Finland | **1.0%** | 1.2% | 0.9% | 0.6% | 1.6% | 1.1% | 0.6% | 0.4% |
| Czech Republic | **1.0%** | 1.0% | 0.9% | 0.2% | 0.5% | 1.6% | 1.3% | 1.4% |
| Austria | **0.9%** | 0.8% | 0.8% | 0.9% | 0.5% | 1.2% | 0.9% | 1.8% |
| Others | **5.0%** | 4.7% | 3.4% | 4.7% | 3.1% | 8.1% | 8.2% | 9.3% |

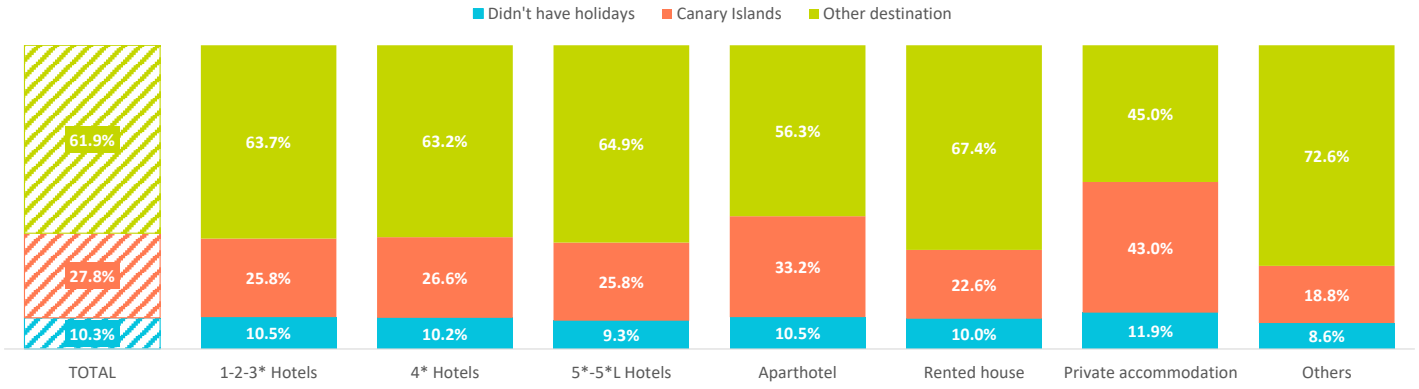
# Profile of tourist by type of accomodation
# 2025

## COMPETITORS

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

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Didn't have holidays | **10.3%** | 10.5% | 10.2% | 9.3% | 10.5% | 10.0% | 11.9% | 8.6% |
| Canary Islands | **27.8%** | 25.8% | 26.6% | 25.8% | 33.2% | 22.6% | 43.0% | 18.8% |
| Other destination | **61.9%** | 63.7% | 63.2% | 64.9% | 56.3% | 67.4% | 45.0% | 72.6% |
| - Balearic Islands | **4.1%** | 4.3% | 5.4% | 5.2% | 3.5% | 2.8% | 1.9% | 3.3% |
| - Rest of Spain | **11.5%** | 12.2% | 11.8% | 11.0% | 11.0% | 11.8% | 9.6% | 12.0% |
| - Italy | **7.4%** | 7.1% | 6.5% | 7.0% | 5.7% | 10.0% | 7.7% | 10.9% |
| - France | **4.9%** | 5.1% | 4.4% | 5.5% | 3.8% | 6.1% | 4.1% | 8.6% |
| - Turkey | **3.2%** | 3.8% | 4.1% | 2.5% | 3.0% | 2.9% | 1.5% | 2.1% |
| - Greece | **7.4%** | 8.1% | 8.3% | 8.7% | 7.5% | 6.7% | 3.3% | 6.0% |
| - Portugal | **4.1%** | 4.0% | 3.8% | 4.6% | 3.6% | 5.4% | 2.8% | 5.3% |
| - Croatia | **2.1%** | 1.9% | 2.0% | 2.1% | 1.8% | 2.8% | 1.6% | 3.1% |
| - Egypt | **1.5%** | 1.4% | 1.9% | 0.8% | 1.5% | 1.5% | 0.8% | 1.5% |
| - Tunisia | **0.5%** | 0.5% | 0.6% | 0.3% | 0.3% | 0.6% | 0.1% | 0.4% |
| - Morocco | **1.3%** | 1.7% | 1.1% | 0.8% | 1.2% | 1.6% | 1.1% | 2.0% |
| - Others | **13.9%** | 13.7% | 13.4% | 16.5% | 13.4% | 15.2% | 10.6% | 17.4% |

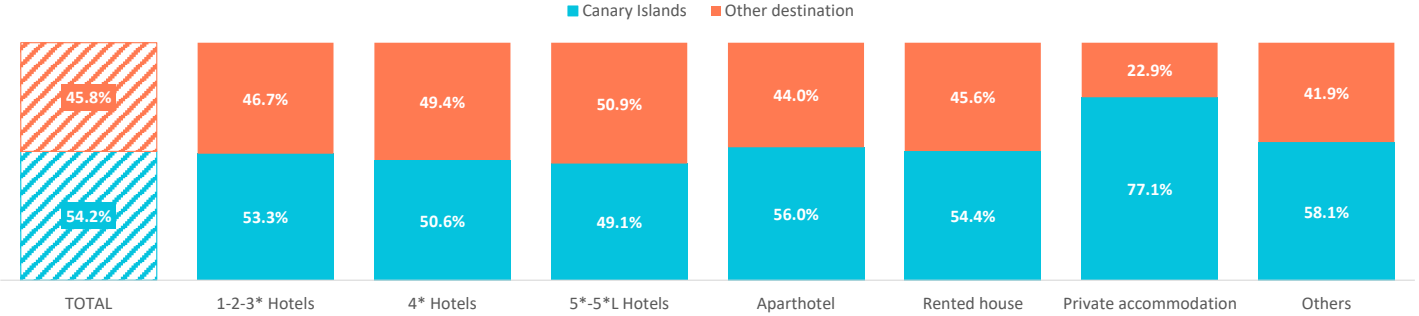
** Percentage of valid answers*




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

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| None (I was clear about "this Canary Island") | **28.1%** | 25.8% | 22.9% | 23.4% | 30.6% | 28.9% | 58.8% | 30.8% |
| Canary Islands (other island) | **26.1%** | 27.5% | 27.7% | 25.8% | 25.4% | 25.5% | 18.3% | 27.3% |
| Other destination | **45.8%** | 46.7% | 49.4% | 50.9% | 44.0% | 45.6% | 22.9% | 41.9% |
| - Balearic Islands | **5.7%** | 5.9% | 6.8% | 6.7% | 5.9% | 4.5% | 1.8% | 3.8% |
| - Rest of Spain | **8.9%** | 9.4% | 9.0% | 8.6% | 9.0% | 9.3% | 6.3% | 8.2% |
| - Italy | **4.9%** | 4.5% | 5.0% | 5.5% | 4.3% | 6.1% | 3.3% | 4.9% |
| - France | **1.7%** | 1.5% | 1.6% | 2.1% | 1.3% | 2.1% | 1.9% | 3.0% |
| - Turkey | **3.2%** | 3.7% | 3.9% | 3.8% | 3.1% | 2.3% | 0.8% | 1.8% |
| - Greece | **7.8%** | 8.0% | 9.2% | 9.0% | 7.8% | 6.6% | 2.4% | 4.9% |
| - Portugal | **6.4%** | 6.2% | 6.4% | 7.6% | 6.4% | 7.1% | 2.9% | 7.5% |
| - Croatia | **2.3%** | 2.0% | 2.3% | 2.7% | 2.2% | 2.6% | 1.3% | 1.7% |
| - Egypt | **2.5%** | 3.2% | 3.0% | 2.0% | 2.2% | 2.3% | 1.1% | 2.8% |
| - Others | **2.3%** | 2.3% | 2.3% | 2.7% | 1.6% | 2.7% | 1.3% | 3.4% |

** Percentage of valid answers*



# Profile of tourist by type of accomodation

# 2025

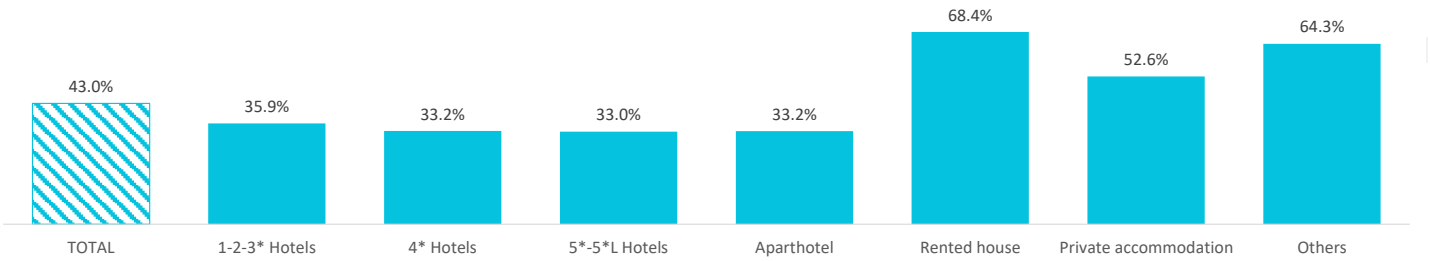
## TRANSPORT (Data Q4 2025)

### *What means of transport have they used during their stay in the Canary Islands?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house rivate accommodation | Others |
|---|---|---|---|---|---|---|---|
| Rental vehicle | **43.0%** | 35.9% | 33.2% | 33.0% | 33.2% | 68.4% | 52.6% | 64.3% |
| Public transport | **28.7%** | 35.4% | 26.0% | 20.4% | 34.6% | 24.8% | 36.9% | 34.0% |
| Taxi / Private hire vehicle | **31.6%** | 31.3% | 31.8% | 44.6% | 42.0% | 22.6% | 22.5% | 22.8% |
| Organised excursions with transport included | **11.4%** | 13.8% | 17.9% | 12.5% | 10.5% | 3.6% | 1.4% | 8.1% |
| Bicycle | **3.0%** | 3.9% | 3.0% | 1.9% | 3.7% | 2.5% | 2.3% | 5.4% |
| On foot | **15.7%** | 15.6% | 22.0% | 18.3% | 16.6% | 5.9% | 12.8% | 8.5% |

** Multi-choise question*

**RENTAL VEHICLE**

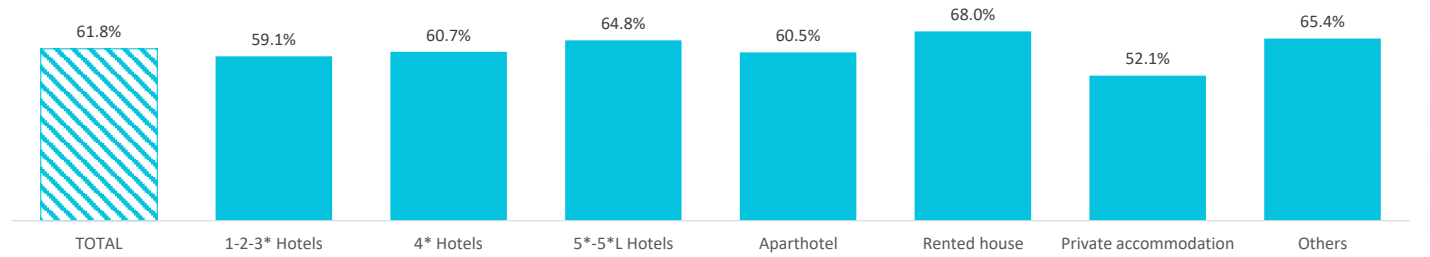



### *What factors influenced their choice of transport?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house rivate accommodation | Others |
|---|---|---|---|---|---|---|---|
| No other alternative | **15.5%** | 15.2% | 15.0% | 15.4% | 13.5% | 14.9% | 22.7% | 19.8% |
| Comfort and convenience | **61.8%** | 59.1% | 60.7% | 64.8% | 60.5% | 68.0% | 52.1% | 65.4% |
| Price | **31.8%** | 31.6% | 30.5% | 26.8% | 37.8% | 32.5% | 29.2% | 32.8% |
| Acessibility | **24.6%** | 25.4% | 22.4% | 21.2% | 27.5% | 26.9% | 23.1% | 27.6% |
| Environmental impact | **4.3%** | 3.9% | 4.8% | 3.4% | 4.3% | 3.8% | 4.8% | 4.1% |
| Safety | **11.4%** | 10.8% | 12.4% | 10.3% | 14.7% | 9.4% | 7.2% | 11.5% |
| Available travel time | **11.6%** | 11.2% | 11.0% | 9.3% | 13.4% | 12.9% | 9.8% | 12.1% |
| Punctuality | **6.8%** | 7.1% | 6.3% | 7.0% | 8.2% | 6.3% | 7.0% | 6.9% |
| Flexible timetable | **15.0%** | 13.8% | 12.4% | 13.3% | 16.0% | 19.6% | 16.0% | 15.1% |

** Multi-choise question*

**COMFORT AND CONVENIENCE**




### *Did you experience any difficulties with transport during their stay in the Canary Islands?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house rivate accommodation | Others |
|---|---|---|---|---|---|---|---|
| Yes | **6.6%** | 7.0% | 5.3% | 5.1% | 7.1% | 6.8% | 10.4% | 11.5% |
| - Infrequent service | **2.0%** | 1.8% | 1.3% | 1.7% | 1.7% | 1.8% | 5.6% | 4.4% |
| - Confusing or insufficient information | **1.8%** | 2.1% | 1.4% | 1.0% | 1.9% | 1.4% | 2.5% | 5.6% |
| - Accessibility barriers | **0.3%** | 0.5% | 0.2% | 0.1% | 0.2% | 0.6% | 0.1% | 0.0% |
| - Delays or cancellations | **1.9%** | 2.4% | 1.4% | 1.3% | 2.2% | 1.9% | 3.1% | 3.1% |
| - High fares | **0.7%** | 0.5% | 0.6% | 0.4% | 0.5% | 0.9% | 1.5% | 1.8% |
| - Difficulties with booking systems | **0.5%** | 0.6% | 0.2% | 0.7% | 0.5% | 0.8% | 0.3% | 0.9% |
| - Poor connections | **0.8%** | 1.1% | 0.6% | 0.3% | 0.5% | 0.8% | 1.7% | 2.5% |
| - Others | **1.4%** | 1.7% | 1.2% | 0.6% | 2.0% | 1.4% | 1.9% | 0.9% |
| No | **93.4%** | 93.0% | 94.7% | 94.9% | 92.9% | 93.2% | 89.6% | 88.5% |

** The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total number of tourist*

# Profile of tourist by type of accomodation

## 2025

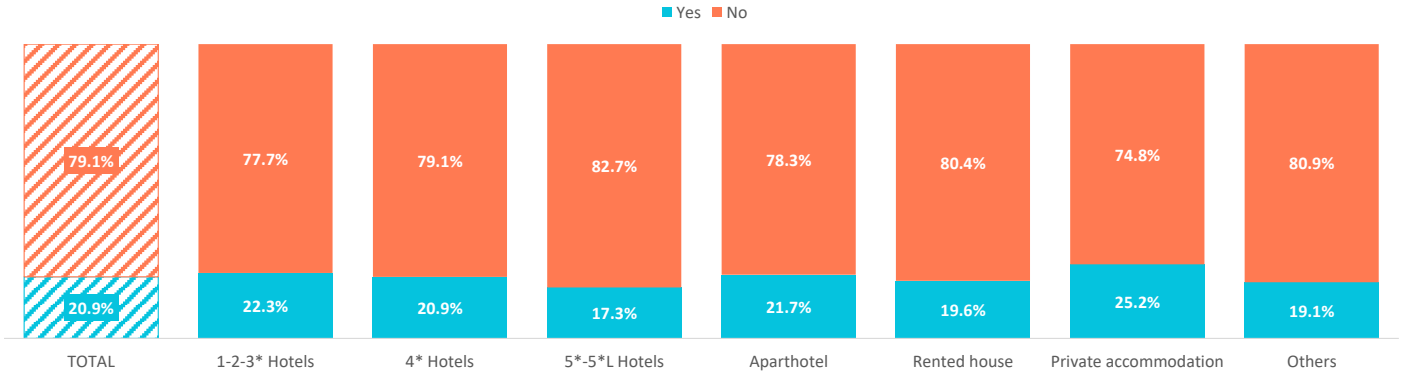
## TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house rivate accommodation | Others |
|---|---|---|---|---|---|---|---|
| Yes | **48.2%** | 48.7% | 50.0% | 51.2% | 47.3% | 49.4% | 36.6% | 47.3% |
| No | **31.8%** | 31.8% | 30.5% | 27.5% | 34.2% | 29.9% | 42.3% | 27.3% |
| Not remember | **20.0%** | 19.5% | 19.6% | 21.3% | 18.5% | 20.7% | 21.1% | 25.4% |

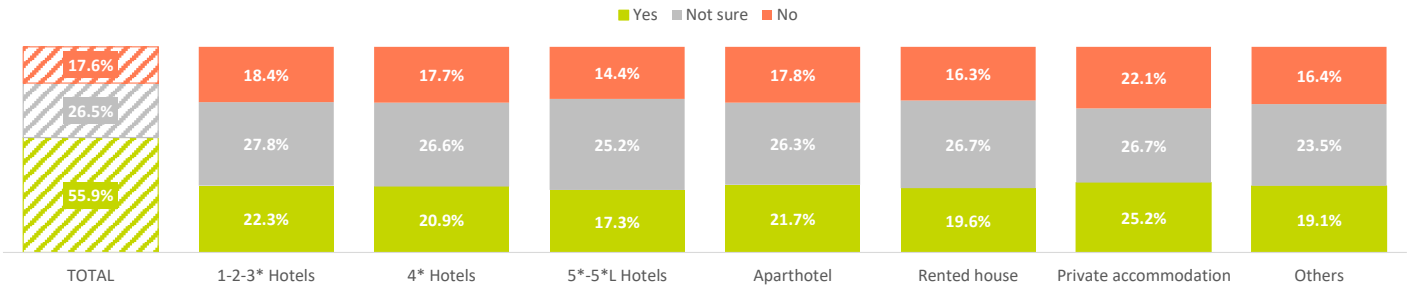
### *When choosing a travel destination, do they usually exclude those that charge a tourist tax?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house rivate accommodation | Others |
|---|---|---|---|---|---|---|---|
| Yes | **20.9%** | 22.3% | 20.9% | 17.3% | 21.7% | 19.6% | 25.2% | 19.1% |
| No | **79.1%** | 77.7% | 79.1% | 82.7% | 78.3% | 80.4% | 74.8% | 80.9% |




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

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house rivate accommodation | Others |
|---|---|---|---|---|---|---|---|
| Yes | **55.9%** | 22.3% | 20.9% | 17.3% | 21.7% | 19.6% | 25.2% | 19.1% |
| - For any purpose | **13.0%** | 77.7% | 79.1% | 82.7% | 78.3% | 80.4% | 74.8% | 80.9% |
| - Improve living conditions | **9.4%** | 8.4% | 10.3% | 9.9% | 9.5% | 8.2% | 9.8% | 7.7% |
| - Improve economic development | **4.5%** | 4.3% | 4.4% | 5.6% | 4.6% | 4.2% | 5.1% | 3.6% |
| - Improve the environment | **17.6%** | 17.4% | 16.3% | 16.0% | 16.9% | 20.7% | 16.6% | 25.4% |
| - Improve the tourist environment | **5.1%** | 5.0% | 5.6% | 4.9% | 5.7% | 4.2% | 3.9% | 3.4% |
| - Other purposes | **6.3%** | 6.1% | 6.5% | 8.3% | 6.3% | 5.7% | 5.9% | 5.4% |
| Not sure | **26.5%** | 27.8% | 26.6% | 25.2% | 26.3% | 26.7% | 26.7% | 23.5% |
| No | **17.6%** | 18.4% | 17.7% | 14.4% | 17.8% | 16.3% | 22.1% | 16.4% |



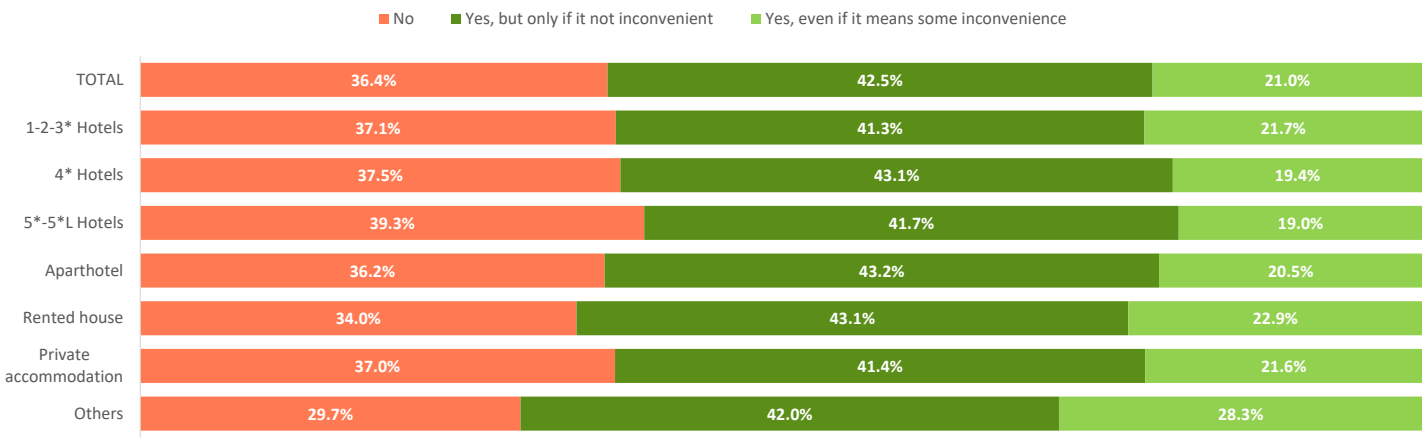

### *How much would they be willing to pay?*

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house rivate accommodation | Others |
|---|---|---|---|---|---|---|---|
| Up to 1 euro | **38.1%** | 39.1% | 37.6% | 32.1% | 39.1% | 39.3% | 39.5% | 40.6% |
| Up to 2 euros | **32.1%** | 33.4% | 32.8% | 32.1% | 32.1% | 32.3% | 28.5% | 27.1% |
| Up to 3 euros | **19.2%** | 17.8% | 19.8% | 21.5% | 19.0% | 18.5% | 18.3% | 19.4% |
| More than 3 euros | **10.6%** | 9.8% | 9.8% | 14.3% | 9.9% | 9.9% | 13.8% | 12.8% |

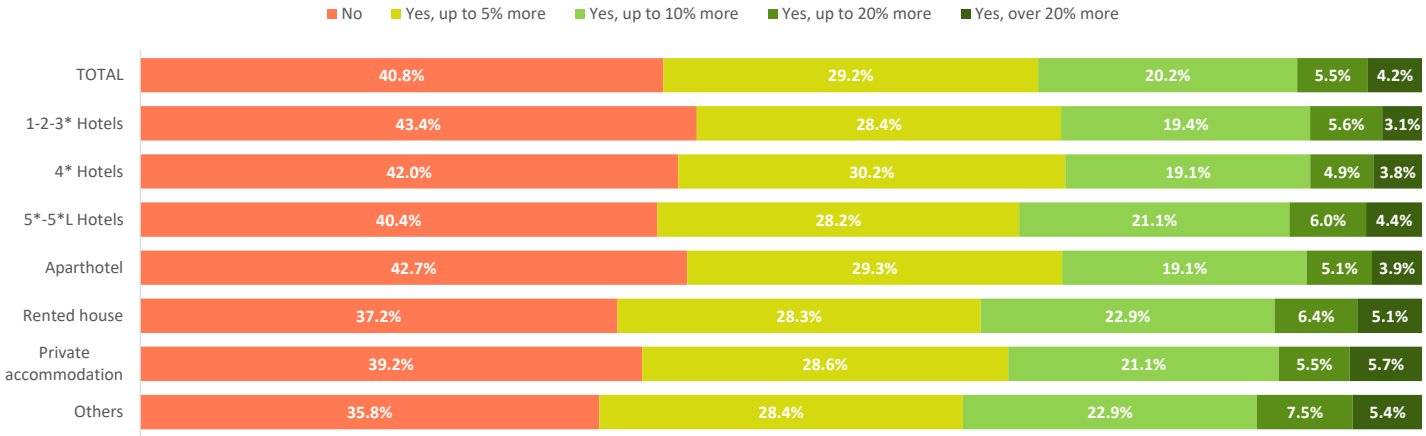
# Profile of tourist by type of accomodation
## 2025

## SUSTAINABLE DESTINATION (DATA = 2023)

***When booking a trip, do they tend to choose the most sustainable options?***




***Would they be willing to spend more on travel to reduce their carbon footprint?***




***Percepcion of the following sustainability measures during their stay ****

| | TOTAL | 1-2-3* Hotels | 4* Hotels | 5*-5*L Hotels | Aparthotel | Rented house | Private accommodation | Others |
|---|---|---|---|---|---|---|---|---|
| Quality of life on the island | **8.03** | 7.92 | 7.98 | 7.93 | 8.10 | 8.10 | 8.32 | 8.07 |
| Tolerance towards tourism | **8.55** | 8.56 | 8.59 | 8.60 | 8.58 | 8.51 | 8.43 | 8.50 |
| Cleanliness of the island | **8.25** | 8.21 | 8.33 | 8.44 | 8.27 | 8.08 | 7.90 | 8.21 |
| Air quality | **8.46** | 8.44 | 8.51 | 8.52 | 8.42 | 8.41 | 8.27 | 8.42 |
| Rational water consumption | **7.58** | 7.53 | 7.63 | 7.66 | 7.64 | 7.41 | 7.42 | 7.60 |
| Energy saving | **7.06** | 7.00 | 7.13 | 7.12 | 7.14 | 6.87 | 6.95 | 7.04 |
| Use of renewable energy | **7.03** | 7.01 | 7.03 | 7.04 | 7.13 | 6.86 | 7.09 | 6.99 |
| Recycling | **7.07** | 7.02 | 7.24 | 7.28 | 7.04 | 6.67 | 6.72 | 6.93 |
| Easy to get around by public transport | **7.49** | 7.61 | 7.59 | 7.31 | 7.70 | 7.22 | 7.14 | 7.49 |
| Overcrowding in tourist areas | **6.58** | 6.62 | 6.64 | 6.60 | 6.67 | 6.48 | 6.48 | 6.41 |
| Supply of local products | **7.20** | 7.18 | 7.16 | 7.07 | 7.21 | 7.25 | 7.50 | 7.23 |

** Scale 0 - 10 ( 0 = Not important and 10 = Very important)*

*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.*