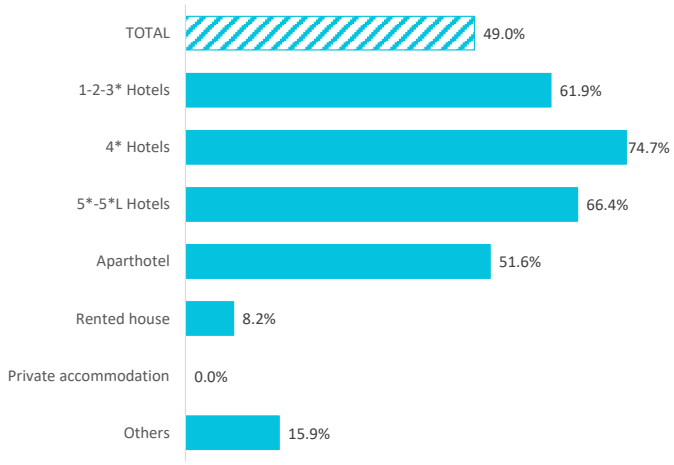
Profile of tourist by type of accomodation

2025

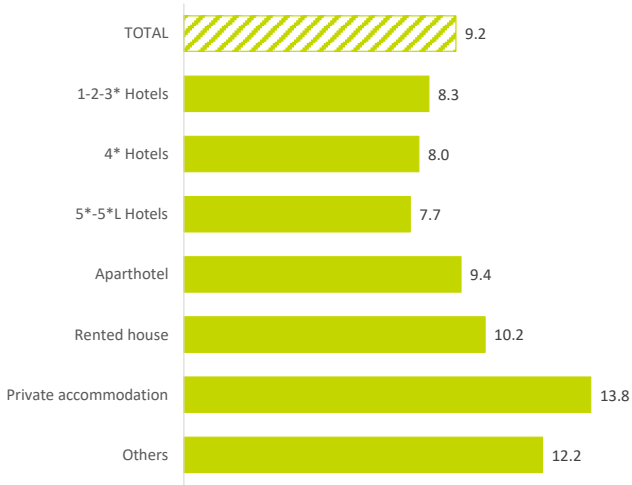
TOURIST EXPENDITURE

	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**

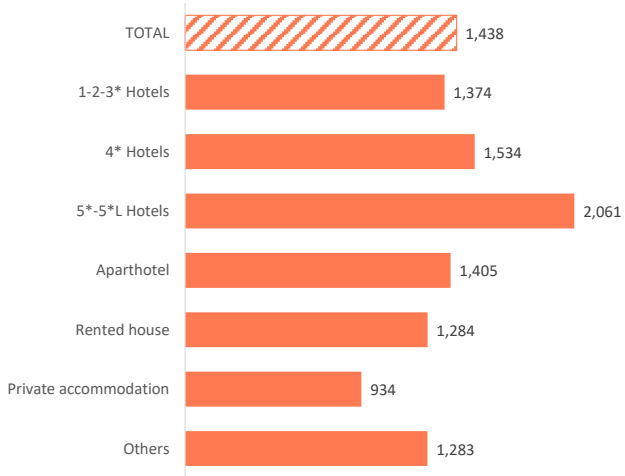
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



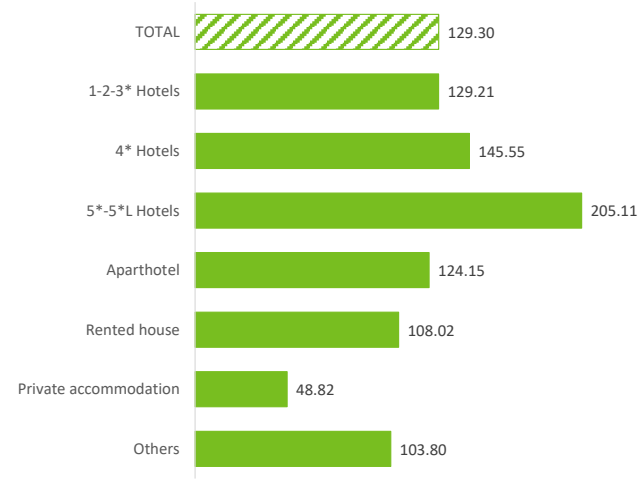
AVERAGE LENGHT OF STAY



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?

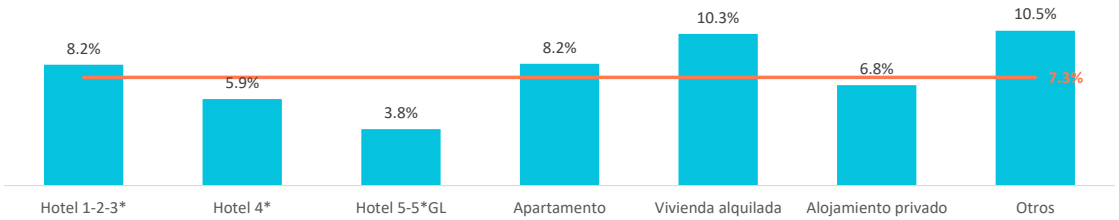
	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Gender								
Percentage of men	**48.2%**	49.3%	47.4%	49.3%	45.7%	51.0%	46.9%	50.8%
Percentage of women	**51.8%**	50.7%	52.6%	50.7%	54.3%	49.0%	53.1%	49.2%
Age								
Average age	**47.57**	47.24	48.89	50.03	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*

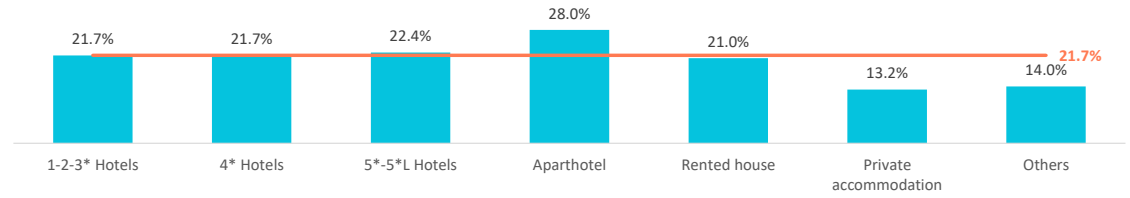
Profile of tourist by type of accomodation
2025

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%

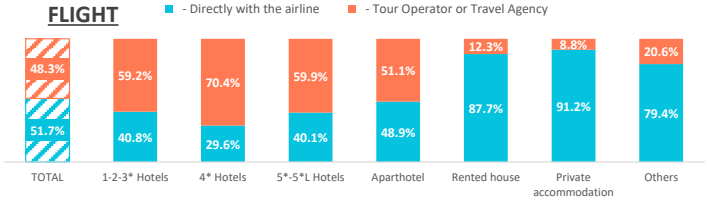
% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



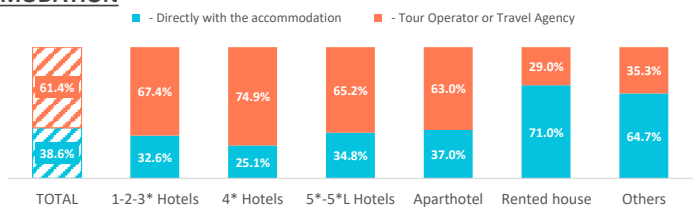
With whom did they book their flight and accommodation?

	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

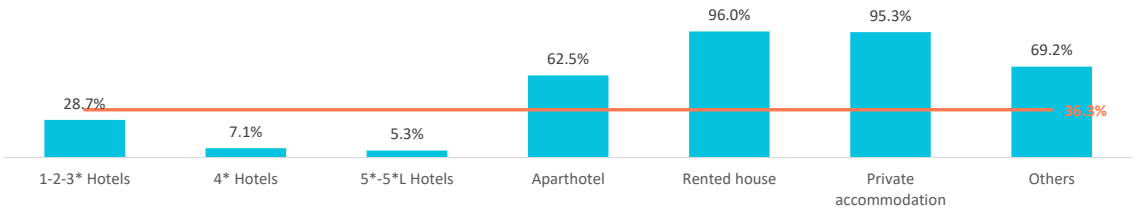


What do they book?

	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

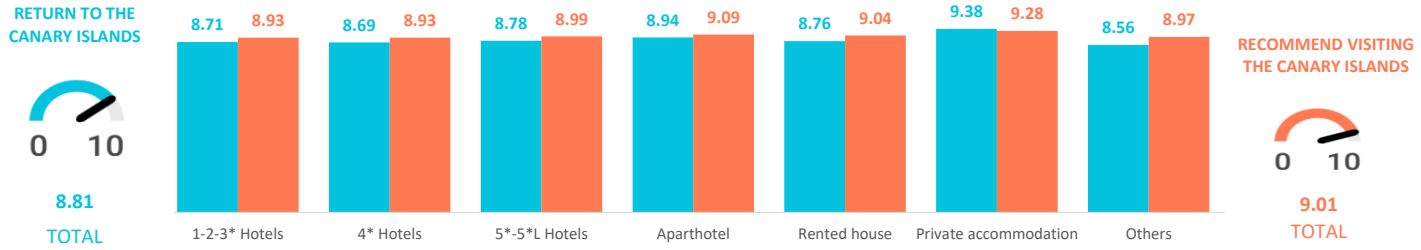
SATISFACTION AND LOYALTY INDICATORS

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

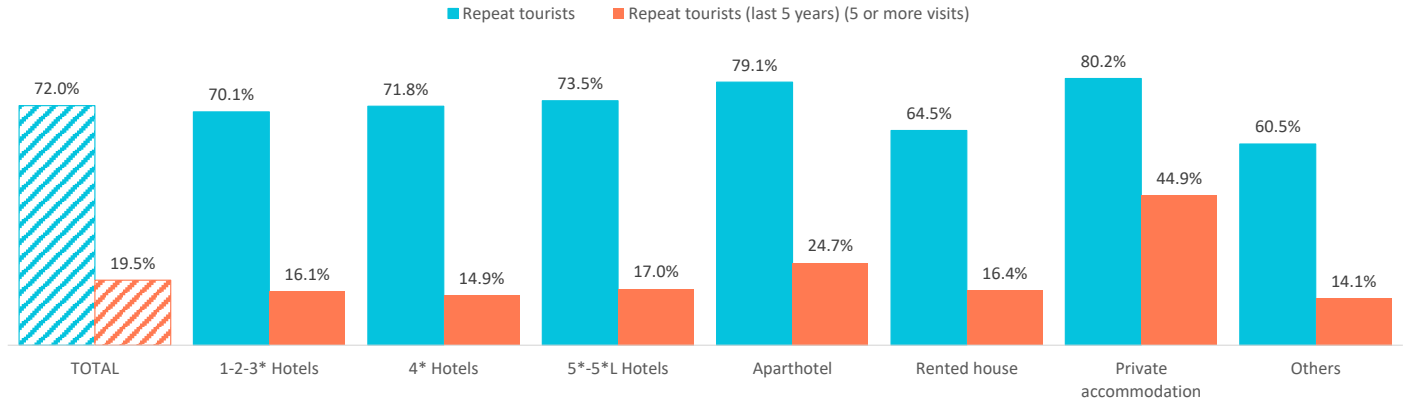
Experience in the Canary Islands	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Worse or much worse than expected	**2.7%**	3.1%	3.0%	2.5%	2.1%	2.6%	2.1%	4.0%
Lived up to expectations	**55.3%**	55.3%	56.3%	54.1%	58.5%	50.2%	58.0%	50.9%
Better or much better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

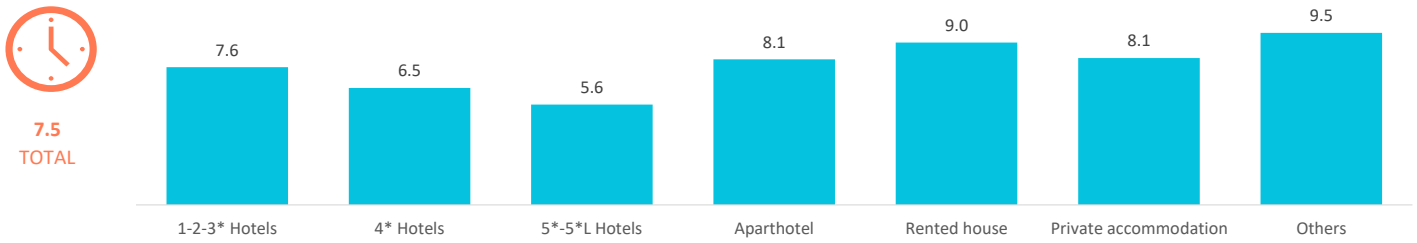
	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Lanzarote	**18.4%**	16.7%	15.8%	21.8%	23.3%	21.9%	11.8%	17.8%
Fuerteventura	**15.3%**	18.2%	21.1%	4.8%	8.0%	14.3%	13.7%	15.3%
Gran Canaria	**26.6%**	32.8%	24.6%	27.8%	28.3%	21.8%	31.5%	30.0%
Tenerife	**40.7%**	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%

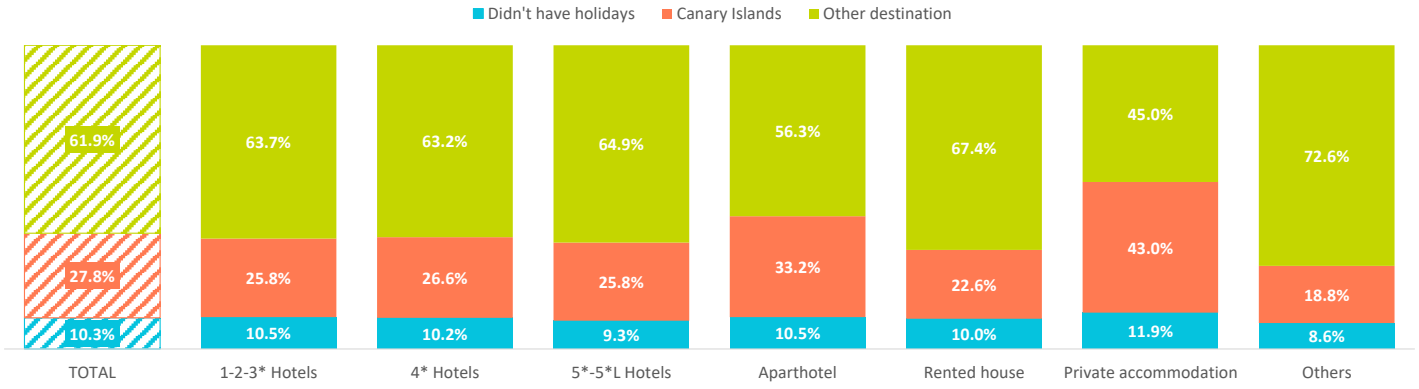
Profile of tourist by type of accomodation
2025

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%

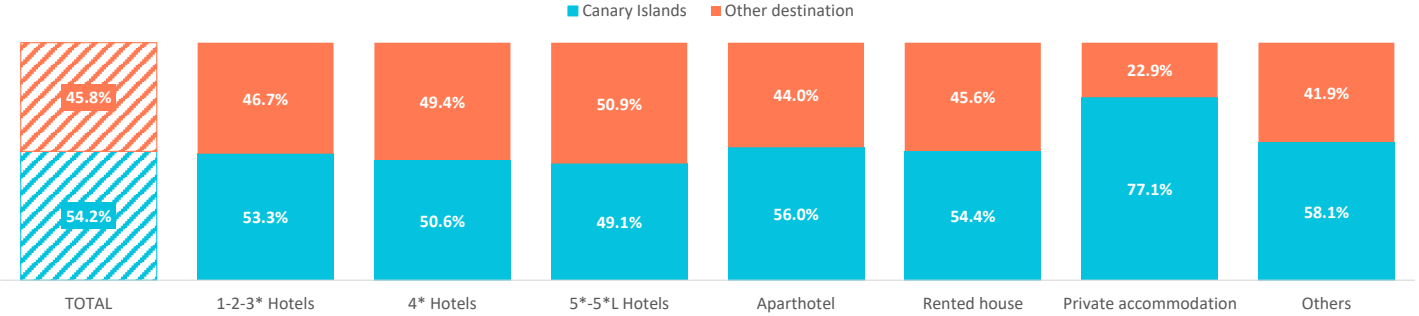
** Percentage of valid answers*



*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

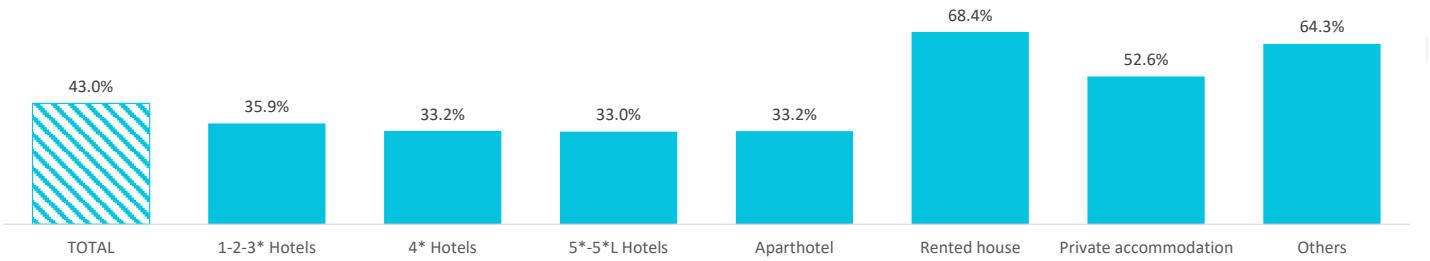
TRANSPORT (Data Q4 2025)

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

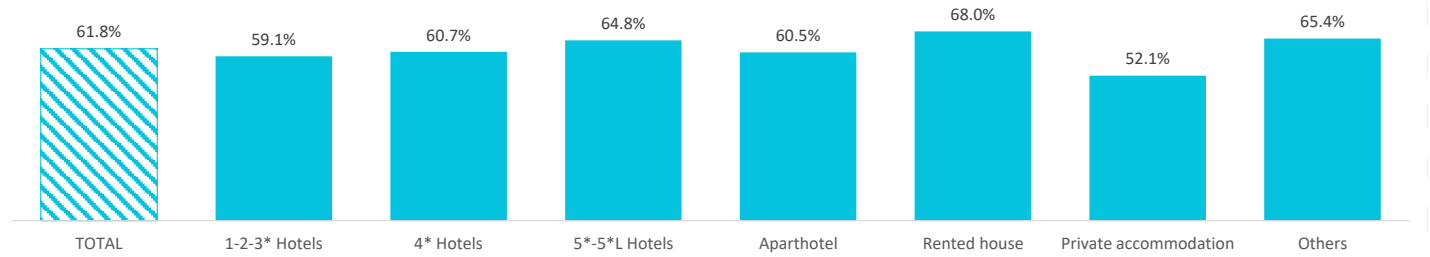


What factors influenced their choice of transport?

	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

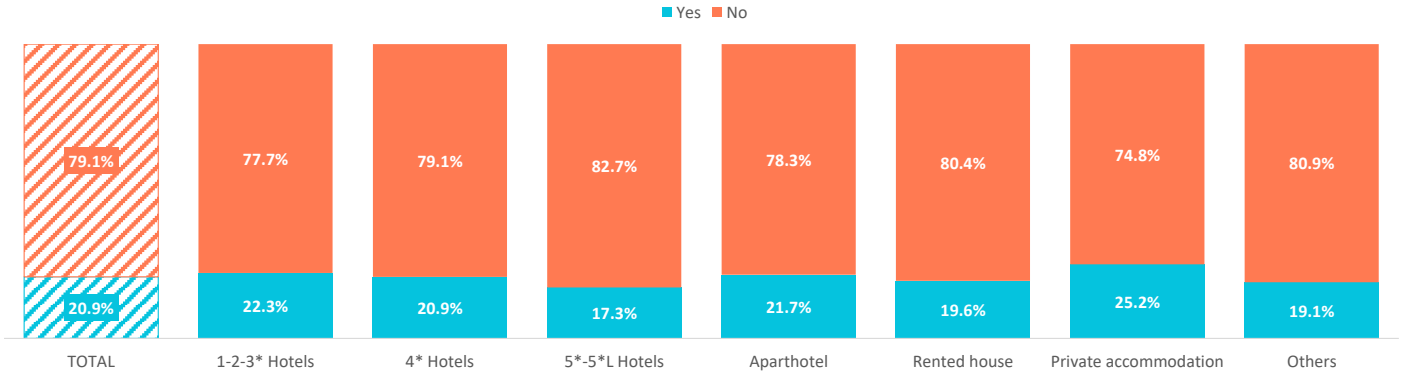
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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%

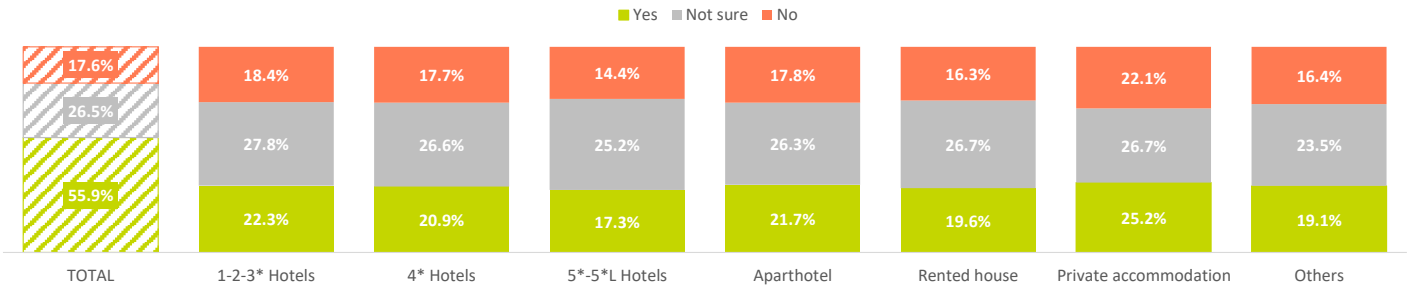
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	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?

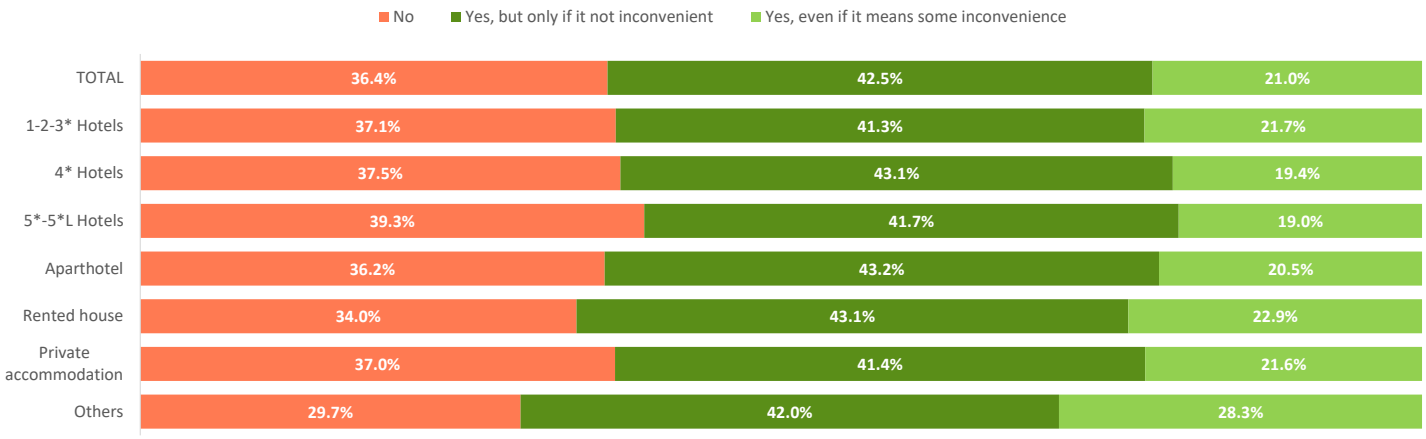
	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house rivate accommodation	Others
Up to 1 euro	**38.1%**	39.1%	37.6%	32.1%	39.1%	39.3%	39.5%	40.6%
Up to 2 euros	**32.1%**	33.4%	32.8%	32.1%	32.1%	32.3%	28.5%	27.1%
Up to 3 euros	**19.2%**	17.8%	19.8%	21.5%	19.0%	18.5%	18.3%	19.4%
More than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

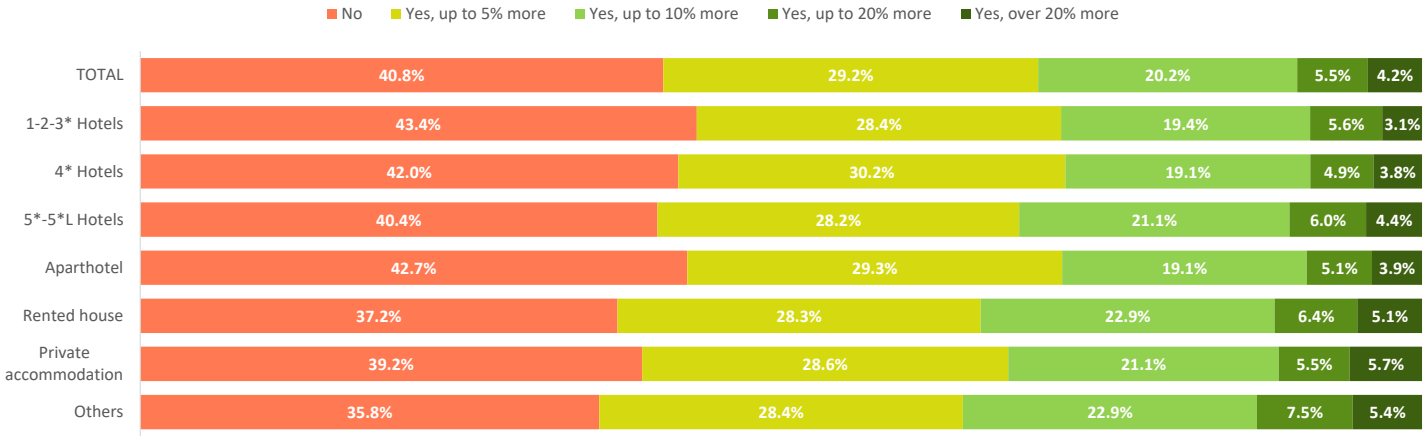
2025

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.