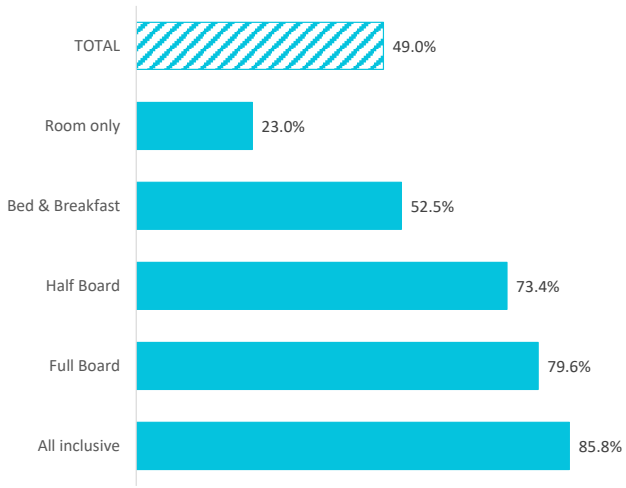
PROFILE OF TOURIST BY MEAL PLANS
2025

TOURIST EXPENDITURE

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Tourist arrivals ≥ 16 years old (EGT)	**16,125,238**	**5,069,840**	**1,975,471**	**2,416,636**	**395,399**	**4,098,492**
% Tourists	**100%**	31.4%	12.3%	15.0%	2.5%	25.4%
- Lanzarote	**2,871,074**	1,010,534	298,687	397,870	60,428	772,205
- Fuerteventura	**2,388,592**	511,205	129,842	317,848	93,012	1,048,967
- Gran Canaria	**4,192,419**	1,285,100	572,156	603,745	98,613	1,014,931
- Tenerife	**6,443,553**	2,189,753	942,832	1,045,844	138,089	1,214,670
- La Palma	**188,913**	63,793	28,576	47,725	990	31,950
% tourists who book holiday package	**49.0%**	23.0%	52.5%	73.4%	79.6%	85.8%
Expenditure per tourist (€)	**1,438**	**1,310**	**1,531**	**1,680**	**1,491**	**1,604**
- book holiday package	**1,660**	1,523	1,709	1,786	1,507	1,643
- holiday package	**1,375**	1,015	1,242	1,450	1,356	1,503
- others	**285**	508	468	336	150	140
- do not book holiday package	**1,224**	1,246	1,334	1,387	1,430	1,368
- flight	**323**	303	294	293	329	337
- accommodation	**425**	434	571	722	745	799
- others	**477**	509	469	373	356	232
Average lenght of stay	**9.2**	**9.5**	**7.4**	**8.3**	**8.1**	**8.1**
- Median	7.0	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**178.16**	**155.13**	**218.35**	**211.24**	**195.80**	**206.20**
- Median	163.48	142.86	190.89	190.99	176.90	183.24
Average daily expenditure without flight (€)	**129.30**	**116.18**	**165.65**	**156.07**	**139.08**	**144.65**
- Median	120.02	96.40	134.83	127.28	109.47	112.29
Average cost of the flight (€)	**393.66**	**313.09**	**364.65**	**439.77**	**434.32**	**483.03**
Total turnover (≥ 16 years old) (€m)	**23,186**	**6,640**	**3,024**	**4,060**	**590**	**6,573**
% Turnover	**100%**	28.6%	13.0%	17.5%	2.5%	28.3%
Turnover without flight (≥ 16 years old) (€m)	**16,838**	**5,052**	**2,304**	**2,997**	**418**	**4,593**

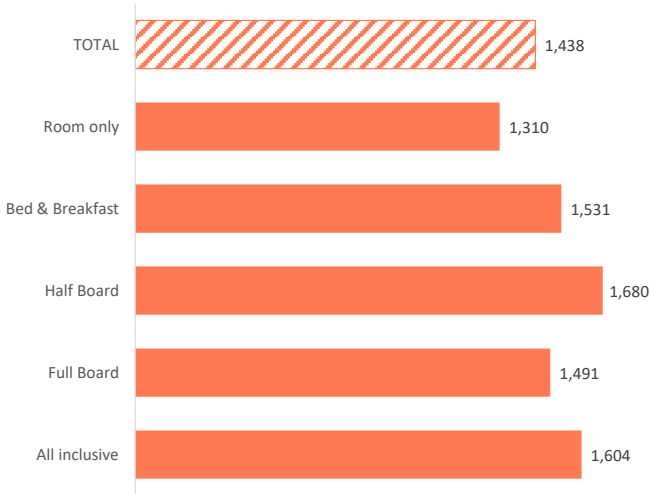
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



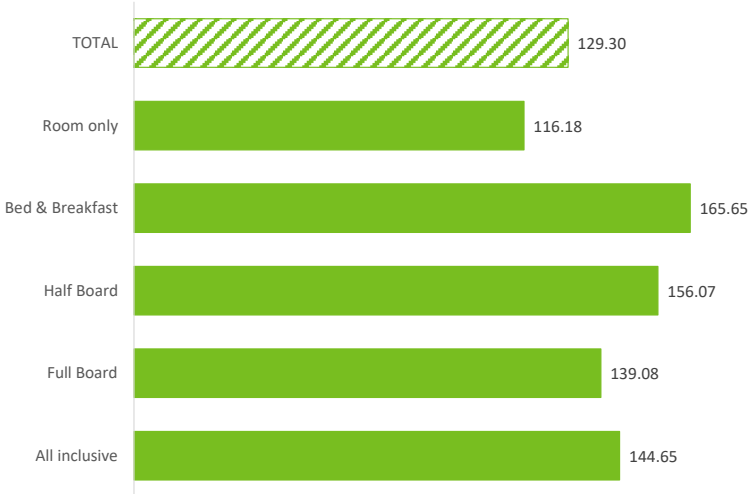
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY MEAL PLANS
2025

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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Accommodation:						
- Accommodation	**85.1%**	91.0%	92.5%	95.7%	95.9%	97.7%
- Additional accommodation expenses	**6.7%**	7.4%	9.1%	10.6%	5.2%	4.3%
Transport:						
- National/International Transport	**95.4%**	94.9%	93.4%	95.9%	96.3%	97.9%
- Flights between islands	**4.8%**	7.0%	4.5%	3.6%	3.6%	2.6%
- Taxi	**50.8%**	36.4%	53.6%	63.5%	62.3%	72.1%
- Car rental	**33.6%**	45.4%	35.3%	34.2%	24.8%	19.0%
- Public transport	**12.6%**	15.5%	12.1%	12.2%	7.5%	6.5%
Food and drink:						
- Food purchases at supermarkets	**57.8%**	81.5%	55.2%	50.2%	24.4%	26.7%
- Restaurants	**68.9%**	87.7%	90.8%	77.1%	29.9%	26.6%
Leisure:						
- Organized excursions	**24.5%**	25.6%	25.2%	29.9%	31.2%	24.3%
- Sport activities	**6.4%**	8.4%	6.3%	5.3%	4.2%	4.6%
- Cultural activities	**2.7%**	3.2%	3.0%	2.6%	2.8%	1.5%
- Museums	**5.8%**	7.9%	6.4%	6.3%	4.7%	3.2%
- Theme Parks	**10.9%**	12.7%	12.0%	11.2%	9.0%	8.9%
- Discos and pubs	**11.0%**	14.5%	13.2%	8.9%	5.2%	6.3%
- Wellness	**5.0%**	4.0%	6.6%	6.5%	4.0%	4.3%
Purchases of goods:						
- Souvenirs	**41.8%**	43.0%	41.0%	45.1%	34.0%	38.3%
- Other purchases	**0.9%**	0.0%	0.0%	0.0%	0.0%	0.0%
Others:						
- Medical expenses	**6.7%**	7.2%	6.2%	7.0%	5.2%	5.5%
- Other expenses	**4.4%**	3.7%	4.2%	4.5%	4.5%	5.1%

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	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Accommodation:	**880**	**687**	**876**	**996**	**974**	**1,028**
- Accommodation	**729**	520	714	863	827	909
- Additional accommodation expenses	**151**	166	162	132	147	119
Transport:	**739**	**639**	**698**	**785**	**763**	**800**
- National/International Transport	**413**	330	390	459	451	494
- Flights between islands	**84**	85	81	71	70	77
- Taxi	**93**	69	85	111	105	108
- Car rental	**121**	126	118	118	105	106
- Public transport	**28**	29	24	26	31	16
Food and drink:	**328**	**364**	**357**	**255**	**203**	**143**
- Food purchases at supermarkets	**114**	127	90	80	99	50
- Restaurants	**214**	237	266	175	104	92
Leisure:	**565**	**558**	**538**	**559**	**622**	**561**
- Organized excursions	**96**	88	90	96	133	108
- Sport activities	**106**	107	102	108	104	89
- Cultural activities	**58**	56	51	55	60	72
- Museums	**39**	42	36	36	42	38
- Theme Parks	**77**	74	76	74	79	83
- Discos and pubs	**100**	99	105	105	137	88
- Wellness	**89**	92	78	85	67	83
Purchases of goods:	**309**	**274**	**397**	**264**	**151**	**261**
- Souvenirs	**88**	79	90	88	95	84
- Other purchases	**220**	195	307	176	56	177
Others:	**155**	**161**	**111**	**125**	**108**	**126**
- Medical expenses	**47**	46	37	42	27	38
- Other expenses	**109**	115	73	82	80	88

PROFILE OF TOURIST BY MEAL PLANS
2025

TOURIST PROFILE

Who are they?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Gender						
Percentage of men	**48.2%**	49.9%	49.4%	48.2%	52.8%	45.1%
Percentage of women	**51.8%**	50.1%	50.6%	51.8%	47.2%	54.9%
Age						
Average age	**47.57**	45.32	46.72	52.14	51.98	47.94
Standard deviation	**17.0**	16.8	16.3	16.9	16.8	16.4
Age range						
16-24 years old	**9.8%**	11.6%	8.8%	6.1%	6.5%	8.7%
25-30 years old	**10.4%**	12.6%	11.5%	7.9%	6.9%	8.0%
31-45 years old	**28.8%**	30.0%	29.4%	23.4%	24.9%	32.5%
46-60 years old	**23.1%**	22.0%	25.6%	24.8%	24.1%	23.8%
Over 60 years old	**27.9%**	23.7%	24.7%	37.9%	37.6%	27.0%
Occupation						
Salaried worker	**54.5%**	57.2%	58.0%	50.5%	49.0%	56.5%
Self-employed	**10.5%**	11.6%	10.5%	8.6%	10.8%	9.1%
Unemployed	**1.2%**	1.3%	0.8%	0.9%	0.7%	1.0%
Business owner	**7.1%**	6.5%	8.5%	6.6%	9.0%	7.4%
Student	**3.9%**	4.5%	2.8%	2.5%	2.7%	3.2%
Retired	**21.5%**	17.9%	18.5%	29.2%	26.5%	21.1%
Unpaid domestic work	**0.5%**	0.3%	0.5%	0.6%	0.1%	0.9%
Others	**0.8%**	0.7%	0.5%	1.2%	1.2%	0.9%
Annual household income level						
Less than €25,000	**12.3%**	14.2%	9.3%	9.9%	12.4%	10.2%
€25,000 - €49,999	**33.6%**	34.8%	29.3%	33.6%	34.0%	32.5%
€50,000 - €74,999	**25.1%**	24.9%	26.6%	26.1%	26.0%	25.9%
More than €74,999	**29.0%**	26.2%	34.8%	30.5%	27.7%	31.4%
Education level						
No studies	**4.2%**	4.3%	3.7%	3.2%	3.1%	5.0%
Primary education	**2.1%**	1.8%	1.7%	2.5%	4.2%	2.2%
Secondary education	**21.4%**	19.1%	20.5%	22.6%	23.5%	24.9%
Higher education	**72.4%**	74.9%	74.1%	71.7%	69.2%	67.8%

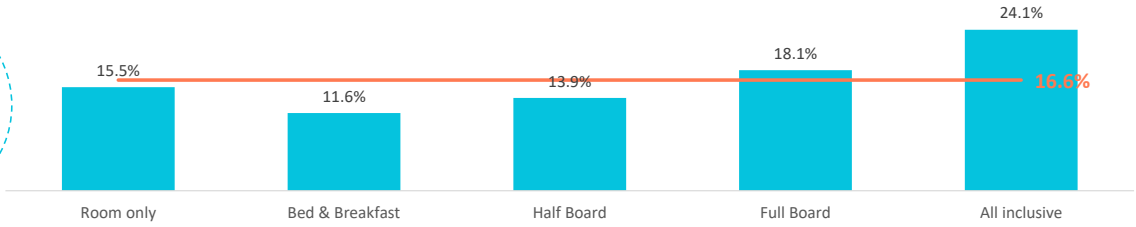
Who do they come with?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Unaccompanied	**10.2%**	9.0%	8.8%	6.5%	8.2%	5.5%
Only with partner	**47.1%**	44.7%	55.6%	57.5%	45.3%	46.2%
Only with children (< 13 years old)	**4.1%**	3.8%	2.7%	3.5%	5.7%	5.8%
Partner + children (< 13 years old)	**6.7%**	6.2%	5.1%	6.3%	5.9%	9.9%
Other relatives	**10.1%**	9.9%	8.6%	8.6%	10.0%	11.6%
Friends	**7.3%**	10.4%	6.3%	5.4%	5.0%	5.1%
Work colleagues	**0.6%**	0.6%	1.8%	0.3%	1.1%	0.2%
Organized trip	**0.3%**	0.3%	0.3%	0.3%	1.9%	0.3%
Other combinations [(2)]	**13.6%**	15.1%	10.8%	11.6%	16.8%	15.5%
[(2)] *Different situations have been isolated*						
Tourists with children	**16.6%**	**15.5%**	**11.6%**	**13.9%**	**18.1%**	**24.1%**
- Between 0 and 2 years old	**1.3%**	1.2%	1.1%	1.1%	2.3%	1.6%
- Between 3 and 12 years old	**14.1%**	13.5%	9.8%	12.0%	13.9%	20.6%
- Between 0 -2 and 3-12 years old	**1.1%**	0.9%	0.7%	0.8%	1.8%	1.9%
Tourists without children	**83.4%**	**84.5%**	**88.4%**	**86.1%**	**81.9%**	**75.9%**
Group composition:						
- 1 person	**12.2%**	11.4%	10.7%	7.9%	10.1%	6.7%
- 2 people	**55.5%**	52.7%	64.8%	66.5%	56.6%	54.5%
- 3 people	**11.9%**	12.3%	9.9%	10.8%	11.2%	14.1%
- 4 or 5 people	**16.0%**	18.7%	11.3%	12.3%	16.0%	18.7%
- 6 or more people	**4.4%**	4.9%	3.2%	2.5%	6.0%	6.0%
Average group size:	**2.60**	2.70	2.42	2.44	2.76	2.84

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



% TOURISTS WHO TRAVEL WITH CHILDREN



PROFILE OF TOURIST BY MEAL PLANS
2025

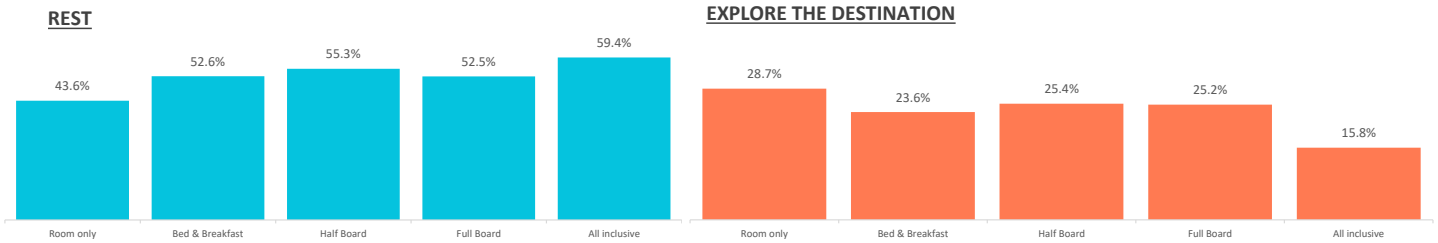
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Holidays	**91.1%**	93.6%	91.5%	97.4%	94.2%	98.6%
Family reasons	**6.2%**	3.7%	2.8%	0.8%	2.1%	0.5%
Business	**1.4%**	1.1%	4.2%	0.8%	2.3%	0.5%
Education and training	**0.2%**	0.3%	0.1%	0.1%	0.6%	0.0%
Sports training	**0.5%**	0.8%	0.4%	0.6%	0.6%	0.2%
Health	**0.1%**	0.1%	0.1%	0.2%	-	0.0%
Conventions and Exhibitions	**0.2%**	0.2%	0.6%	0.0%	-	0.0%
Others	**0.4%**	0.3%	0.3%	0.1%	0.2%	0.1%

What is the main motivation for their holidays?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Rest	**50.2%**	43.6%	52.6%	55.3%	52.5%	59.4%
Enjoy family time	**15.0%**	12.9%	11.2%	9.4%	12.0%	15.6%
Have fun	**8.5%**	10.5%	8.7%	6.2%	7.3%	7.6%
Explore the destination	**22.7%**	28.7%	23.6%	25.4%	25.2%	15.8%
Practice their hobbies	**2.0%**	2.6%	2.5%	2.2%	1.8%	0.8%
Other reasons	**1.7%**	1.8%	1.6%	1.5%	1.2%	0.9%



Importance of each factor in the destination choice

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Climate	**74.6%**	75.0%	76.6%	76.8%	71.4%	76.8%
Safety	**56.0%**	52.5%	56.7%	58.2%	53.2%	61.7%
Tranquility	**49.3%**	46.9%	48.6%	52.0%	48.7%	51.5%
Sea	**44.5%**	46.0%	41.6%	44.5%	45.3%	43.5%
Accommodation supply	**42.5%**	37.0%	45.3%	50.1%	43.2%	52.3%
Price	**38.6%**	38.7%	38.1%	35.2%	34.6%	43.2%
Beaches	**38.4%**	39.9%	36.0%	36.8%	41.3%	38.5%
Effortless trip	**38.0%**	34.8%	40.1%	39.6%	34.2%	41.7%
European belonging	**37.7%**	35.5%	38.3%	40.7%	39.1%	39.7%
Landscapes	**36.5%**	41.8%	35.4%	36.4%	42.0%	27.6%
Environment	**35.4%**	38.7%	35.6%	34.0%	33.5%	30.8%
Gastronomy	**26.5%**	26.9%	31.4%	25.7%	21.4%	23.5%
Authenticity	**24.3%**	25.9%	23.6%	23.3%	23.1%	21.2%
Fun possibilities	**22.9%**	23.1%	24.8%	19.0%	20.2%	24.7%
Exoticism	**12.4%**	13.7%	12.6%	11.2%	14.1%	11.6%
Hiking trail network	**11.1%**	14.5%	10.9%	10.0%	9.8%	5.9%
Culture	**10.2%**	10.5%	9.9%	9.6%	10.2%	8.6%
Historical heritage	**9.9%**	10.0%	9.8%	10.1%	12.1%	8.3%
Shopping	**9.9%**	9.5%	9.8%	9.5%	10.3%	10.0%
Nightlife	**8.0%**	9.5%	8.3%	5.8%	7.6%	7.0%

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	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Previous visits to the Canary Islands	**49.1%**	50.7%	47.6%	51.1%	36.0%	46.9%
Friends or relatives	**28.6%**	31.8%	26.3%	20.1%	18.3%	19.1%
Internet or social media	**51.4%**	57.8%	56.6%	51.7%	41.1%	51.9%
Mass Media	**1.9%**	2.1%	1.9%	2.0%	2.4%	1.9%
Travel guides and magazines	**6.1%**	6.5%	7.0%	7.7%	5.4%	5.5%
Travel Blogs or Forums	**6.2%**	8.9%	7.7%	5.7%	2.8%	4.1%
Travel TV Channels	**0.9%**	0.9%	0.7%	1.0%	0.4%	1.0%
Tour Operator or Travel Agency	**18.8%**	8.0%	19.2%	30.1%	32.1%	32.9%
Public administrations or similar	**0.6%**	0.7%	0.7%	0.4%	2.8%	0.4%
Others	**3.3%**	3.5%	4.2%	2.1%	4.4%	2.2%

** Multi-choise question*

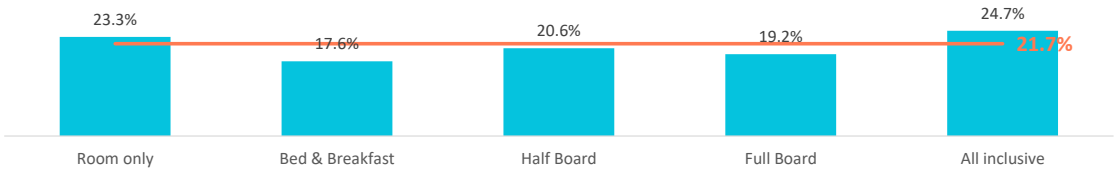
PROFILE OF TOURIST BY MEAL PLANS
2025

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
The same day	**0.9%**	1.0%	0.9%	0.6%	0.5%	0.6%
Between 1 and 30 days	**22.7%**	21.7%	25.0%	19.8%	23.4%	21.6%
Between 1 and 2 months	**22.4%**	22.5%	25.0%	23.3%	24.5%	20.1%
Between 3 and 6 months	**32.3%**	31.5%	31.4%	35.6%	32.4%	33.0%
More than 6 months	**21.7%**	23.3%	17.6%	20.6%	19.2%	24.7%

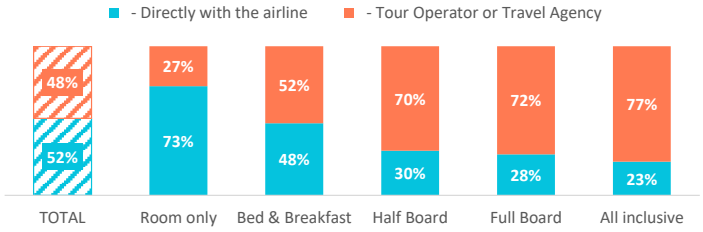
% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



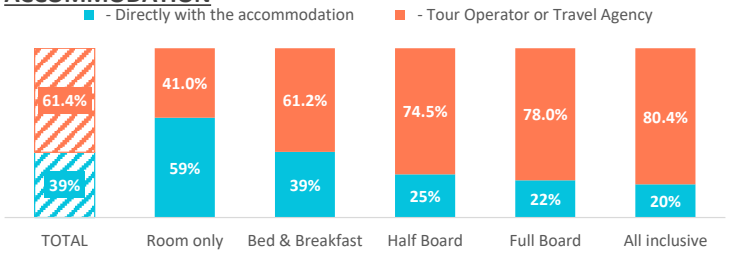
With whom did they book their flight and accommodation?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Flight						
- Directly with the airline	**51.7%**	73.2%	48.4%	30.0%	27.5%	22.5%
- Tour Operator or Travel Agency	**48.3%**	26.8%	51.6%	70.0%	72.5%	77.5%
Accommodation						
- Directly with the accommodation	**38.6%**	59.0%	38.8%	25.5%	22.0%	19.6%
- Tour Operator or Travel Agency	**61.4%**	41.0%	61.2%	74.5%	78.0%	80.4%

FLIGHT



ACCOMMODATION



What do they book?

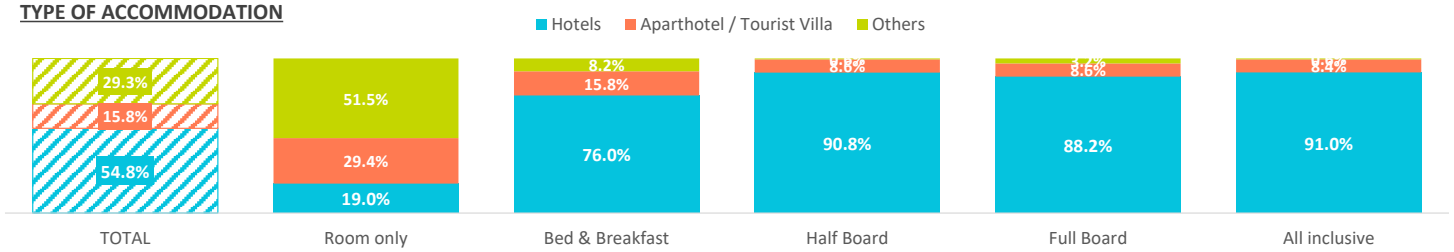
	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Room only	**36.3%**	100.0%	-	-	-	-
Bed and Breakfast	**14.2%**	-	100.0%	-	-	-
Half board	**17.3%**	-	-	100.0%	-	-
Full board	**2.8%**	-	-	-	100.0%	-
All inclusive	**29.4%**	-	-	-	-	100.0%

ACCOMMODATION

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
1-2-3* Hotel	**10.9%**	9.7%	15.8%	10.2%	17.5%	14.5%
4* Hotel	**35.5%**	7.9%	39.7%	62.5%	59.8%	66.8%
5* Hotel / 5* Luxury Hotel	**8.4%**	1.4%	20.5%	18.0%	10.8%	9.6%
Aparthotel / Tourist Villa	**15.8%**	29.4%	15.8%	8.6%	8.6%	8.4%
House/room rented in a private dwelling	**18.0%**	44.5%	4.6%	0.1%	0.1%	0.1%
Private accommodation [1]	**8.4%**	1.9%	0.2%	-	-	-
Others (Cottage, cruise, camping,..)	**2.9%**	5.2%	3.4%	0.6%	3.2%	0.6%

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

TYPE OF ACCOMMODATION



PROFILE OF TOURIST BY MEAL PLANS
2025

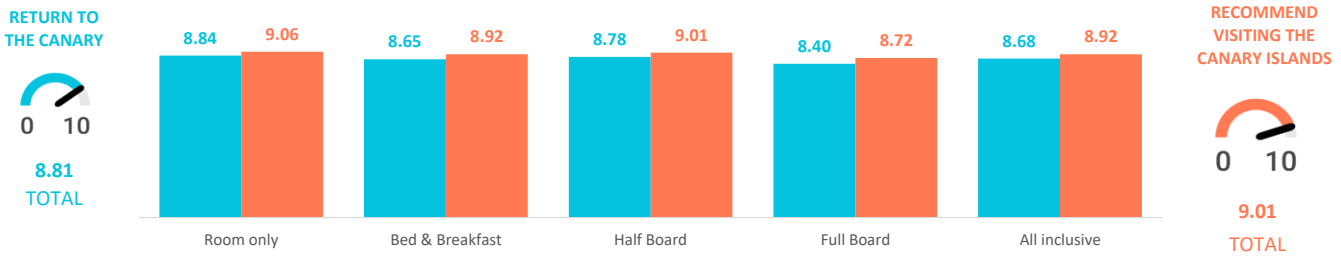
SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Average rating	**8.77**	8.78	8.73	8.75	8.53	8.70

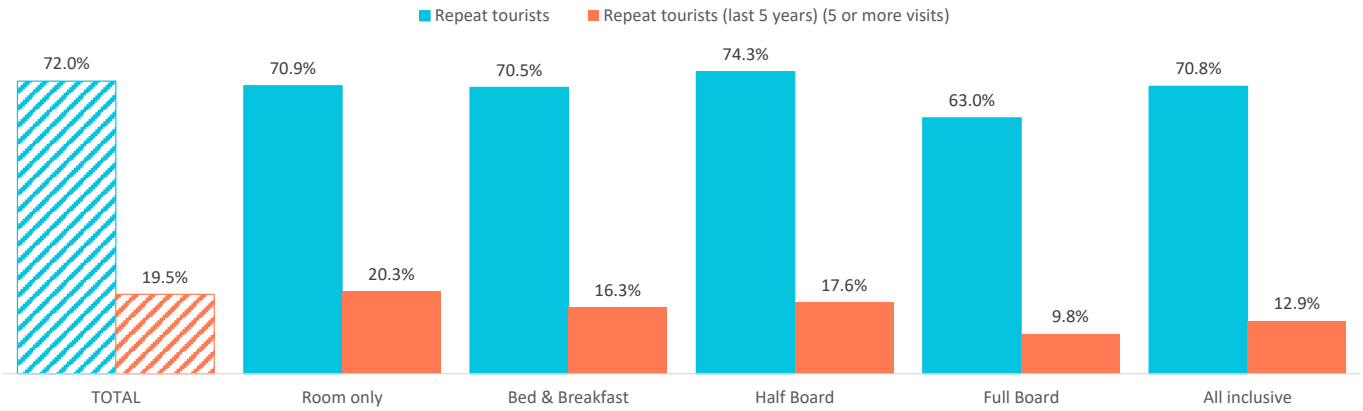
Experience in the Canary Islands	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Worse or much worse than expected	**2.7%**	2.7%	2.9%	2.1%	3.7%	3.2%
Lived up to expectations	**55.3%**	54.4%	52.7%	57.5%	55.5%	56.0%
Better or much better than expected	**42.0%**	42.9%	44.5%	40.4%	40.8%	40.8%

Future intentions (scale 0-10)	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Return to the Canary Islands	**8.81**	8.84	8.65	8.78	8.40	8.68
Recommend visiting the Canary Islands	**9.01**	9.06	8.92	9.01	8.72	8.92



How many are loyal to the Canary Islands?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Repeat tourists	**72.0%**	70.9%	70.5%	74.3%	63.0%	70.8%
At least 10 previous visits	**20.4%**	20.9%	17.0%	20.0%	11.5%	14.5%
Repeat tourists (last 5 years)	**66.1%**	65.1%	63.5%	68.5%	56.8%	63.7%
Repeat tourists (last 5 years) (5 or more visits)	**19.5%**	20.3%	16.3%	17.6%	9.8%	12.9%



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
One island	**93.3%**	91.9%	93.1%	94.7%	92.9%	95.0%
Two islands	**5.7%**	7.1%	6.0%	4.7%	4.7%	4.0%
Three or more islands	**1.0%**	1.0%	0.9%	0.6%	2.4%	0.9%

Visited islands during their trip (with overnight staying)

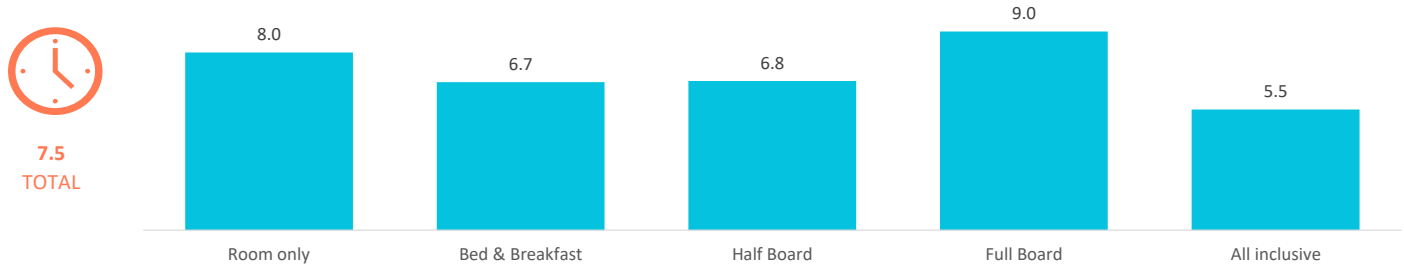
	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Lanzarote	**18.4%**	20.9%	15.6%	16.8%	16.0%	19.1%
Fuerteventura	**15.3%**	10.9%	6.9%	13.5%	23.9%	25.9%
Gran Canaria	**26.6%**	26.1%	29.6%	25.4%	25.4%	25.0%
Tenerife	**40.7%**	44.3%	48.6%	43.8%	35.8%	30.1%
La Gomera	**0.4%**	0.8%	0.4%	0.3%	0.3%	0.1%
La Palma	**1.5%**	1.6%	1.9%	2.1%	0.4%	1.0%
El Hierro	**0.1%**	0.3%	0.2%	0.0%	0.2%	0.0%
Cruise	**0.2%**	0.1%	0.3%	0.1%	1.0%	0.4%

PROFILE OF TOURIST BY MEAL PLANS
2025

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
0 hours	**2.3%**	0.7%	1.3%	2.2%	4.6%	5.6%
1 - 2 hours	**9.2%**	2.4%	5.4%	11.1%	11.3%	20.9%
3 - 6 hours	**32.6%**	23.6%	32.5%	37.7%	35.8%	40.6%
7 - 12 hours	**47.6%**	60.7%	50.2%	44.5%	42.1%	28.6%
More than 12 hours	**8.4%**	12.6%	10.6%	4.5%	6.2%	4.3%
Outdoor time per day	**7.5**	8.0	6.7	6.8	9.0	5.5



Activities in the Canary Islands

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Walk, wander	**74.5%**	79.4%	77.3%	74.7%	64.8%	68.8%
Beach	**68.1%**	73.8%	63.5%	64.6%	66.3%	66.7%
Swimming pool, hotel facilities	**56.2%**	46.4%	64.0%	65.3%	63.7%	70.9%
Explore the island on their own	**49.1%**	58.3%	49.5%	48.9%	39.7%	37.3%
Taste Canarian gastronomy	**28.2%**	35.8%	34.2%	26.3%	16.3%	14.7%
Hiking	**19.9%**	27.0%	19.3%	18.5%	12.5%	11.5%
Organized excursions	**15.8%**	12.8%	16.0%	20.2%	26.4%	20.6%
Nightlife / concerts / shows	**15.2%**	18.8%	16.8%	11.8%	11.8%	11.4%
Theme parks	**13.8%**	15.6%	14.9%	13.4%	12.7%	12.6%
Wineries / markets / popular festivals	**11.9%**	13.9%	11.6%	10.3%	12.3%	8.5%
Sea excursions / whale watching	**11.9%**	13.2%	12.0%	12.0%	13.4%	12.3%
Museums / exhibitions	**10.9%**	13.8%	11.9%	11.1%	9.8%	6.4%
Other Nature Activities	**9.0%**	12.5%	8.4%	8.0%	5.1%	5.0%
Swim	**7.6%**	9.0%	7.1%	6.5%	5.7%	6.8%
Running	**6.2%**	6.9%	6.8%	4.9%	6.3%	4.9%
Beauty and health treatments	**5.4%**	4.4%	6.7%	6.6%	5.2%	5.3%
Astronomical observation	**4.2%**	5.3%	4.2%	3.6%	3.5%	3.0%
Practice other sports	**3.9%**	3.8%	3.6%	3.6%	5.3%	3.6%
Surf	**2.9%**	4.6%	2.1%	1.3%	2.9%	1.4%
Cycling / Mountain bike	**2.7%**	2.8%	2.4%	3.0%	2.6%	2.5%
Scuba Diving	**2.5%**	3.4%	2.0%	1.7%	3.1%	2.0%
Golf	**2.3%**	1.9%	3.0%	2.4%	2.2%	1.9%
Windsurf / Kitesurf	**0.9%**	1.1%	0.8%	0.6%	1.0%	0.7%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
United Kingdom	**34.1%**	31.5%	33.4%	31.1%	17.2%	42.0%
Germany	**16.0%**	11.5%	10.7%	25.7%	16.5%	19.5%
Spanish Mainland	**11.3%**	12.1%	15.0%	12.1%	19.3%	6.9%
France	**5.2%**	5.8%	3.7%	4.3%	15.3%	5.9%
Italy	**4.7%**	7.6%	3.0%	2.5%	7.2%	1.7%
Ireland	**4.5%**	5.9%	7.0%	3.1%	2.6%	2.2%
Netherlands	**4.2%**	3.8%	6.1%	4.6%	2.2%	4.5%
Belgium	**2.7%**	2.2%	1.7%	3.5%	3.6%	2.7%
Poland	**2.6%**	2.0%	1.3%	2.0%	1.8%	4.5%
Norway	**2.2%**	3.2%	2.5%	0.7%	0.9%	1.3%
Sweden	**1.8%**	2.1%	2.4%	1.2%	1.6%	1.9%
Denmark	**1.6%**	1.9%	2.4%	1.3%	2.2%	1.4%
Switzerland	**1.1%**	1.1%	1.4%	1.4%	0.6%	0.8%
Finland	**1.0%**	1.3%	1.9%	0.7%	3.9%	0.4%
Czech Republic	**1.0%**	1.1%	0.5%	0.7%	0.8%	1.1%
Austria	**0.9%**	0.9%	1.1%	1.3%	0.5%	0.5%
Others	**5.0%**	5.9%	5.7%	3.9%	4.0%	2.6%

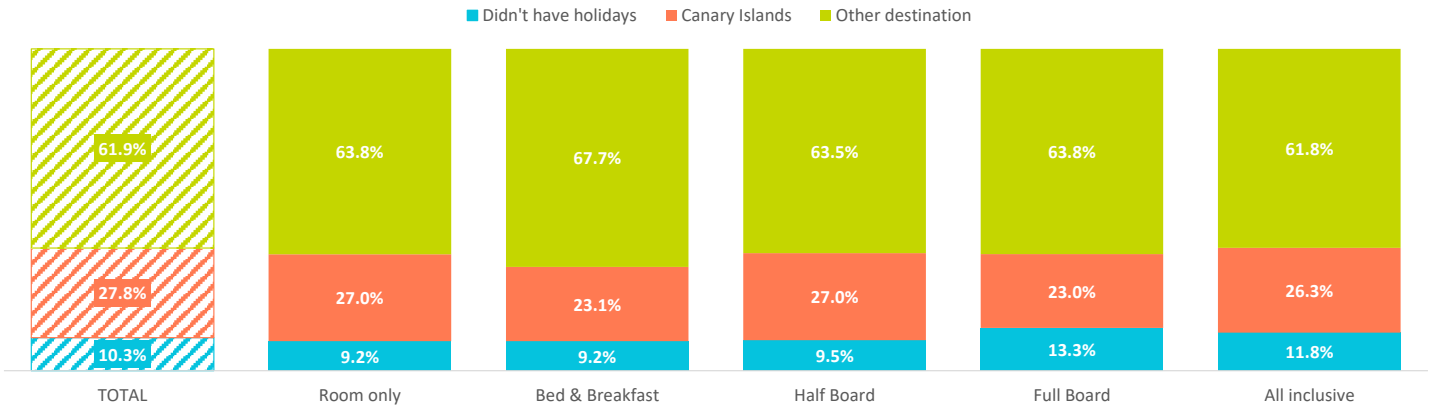
PROFILE OF TOURIST BY MEAL PLANS
2025

COMPETITORS

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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Didn't have holidays	**10.3%**	9.2%	9.2%	9.5%	13.3%	11.8%
Canary Islands	**27.8%**	27.0%	23.1%	27.0%	23.0%	26.3%
Other destination	**61.9%**	63.8%	67.7%	63.5%	63.8%	61.8%
- Balearic Islands	**4.1%**	3.2%	4.2%	5.2%	4.2%	5.7%
- Rest of Spain	**11.5%**	12.1%	13.1%	12.5%	14.7%	9.6%
- Italy	**7.4%**	8.5%	7.9%	7.4%	7.4%	5.6%
- France	**4.9%**	5.2%	5.4%	4.9%	7.0%	4.2%
- Turkey	**3.2%**	2.7%	2.8%	2.4%	3.0%	5.4%
- Greece	**7.4%**	7.0%	7.9%	7.7%	6.4%	9.4%
- Portugal	**4.1%**	4.9%	4.9%	4.3%	3.4%	3.1%
- Croatia	**2.1%**	2.5%	1.9%	2.0%	0.9%	2.1%
- Egypt	**1.5%**	1.3%	1.3%	1.4%	2.1%	2.0%
- Tunisia	**0.5%**	0.4%	0.2%	0.3%	0.9%	0.9%
- Morocco	**1.3%**	1.5%	1.3%	0.9%	1.7%	1.1%
- Others	**13.9%**	14.6%	16.8%	14.5%	12.0%	12.7%

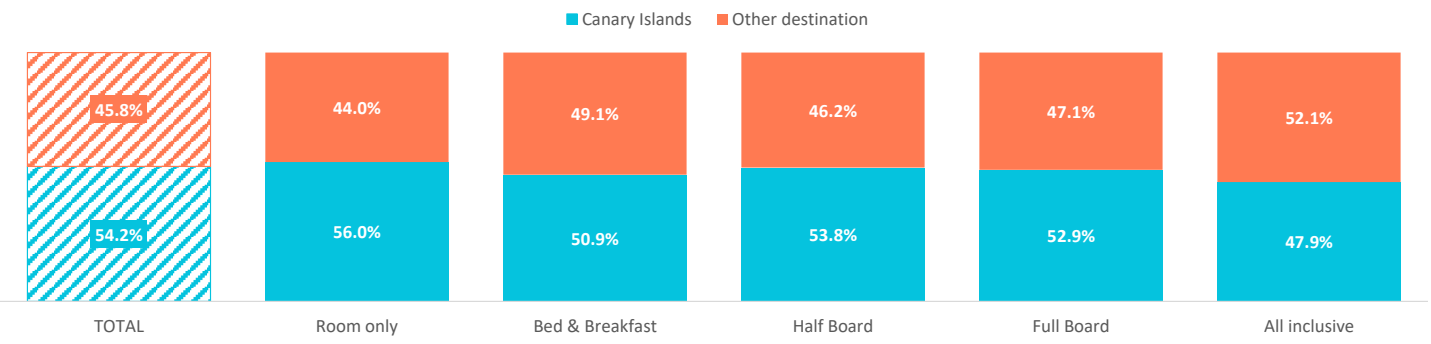
** Percentage of valid answers*



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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
None (I was clear about "this Canary Island")	**28.1%**	30.4%	26.7%	26.0%	26.1%	19.2%
Canary Islands (other island)	**26.1%**	25.5%	24.2%	27.7%	26.7%	28.7%
Other destination	**45.8%**	44.0%	49.1%	46.2%	47.1%	52.1%
- Balearic Islands	**5.7%**	4.8%	5.6%	6.5%	7.4%	**7.5%**
- Rest of Spain	**8.9%**	9.6%	9.3%	8.9%	7.5%	**8.9%**
- Italy	**4.9%**	5.1%	6.1%	5.0%	4.8%	**4.6%**
- France	**1.7%**	1.7%	2.2%	1.6%	2.1%	**1.4%**
- Turkey	**3.2%**	2.4%	3.0%	3.0%	4.1%	**4.9%**
- Greece	**7.8%**	6.7%	8.3%	7.9%	6.6%	**10.4%**
- Portugal	**6.4%**	6.8%	7.8%	6.3%	6.4%	**6.3%**
- Croatia	**2.3%**	2.3%	2.2%	2.3%	2.1%	**2.4%**
- Egypt	**2.5%**	2.4%	2.2%	2.3%	3.7%	**3.5%**
- Others	**2.3%**	2.4%	2.5%	2.4%	2.3%	**2.1%**

** Percentage of valid answers*



PROFILE OF TOURIST BY MEAL PLANS
2025

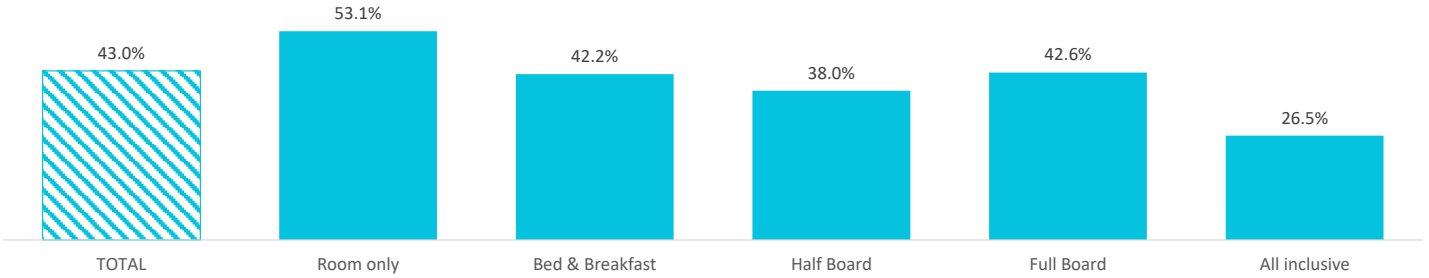
TRANSPORT (Data Q4 2025)

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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Rental vehicle	**43.0%**	53.1%	42.2%	38.0%	42.6%	26.5%
Public transport	**28.7%**	30.1%	26.3%	28.8%	28.8%	25.6%
Taxi / Private hire vehicle	**31.6%**	31.3%	37.8%	28.9%	29.1%	34.8%
Organised excursions with transport included	**11.4%**	6.2%	10.7%	17.1%	28.1%	18.2%
Bicycle	**3.0%**	3.0%	3.7%	3.8%	2.6%	2.6%
On foot	**15.7%**	9.8%	14.5%	19.2%	14.0%	24.5%

** Multi-choise question*

RENTAL VEHICLE

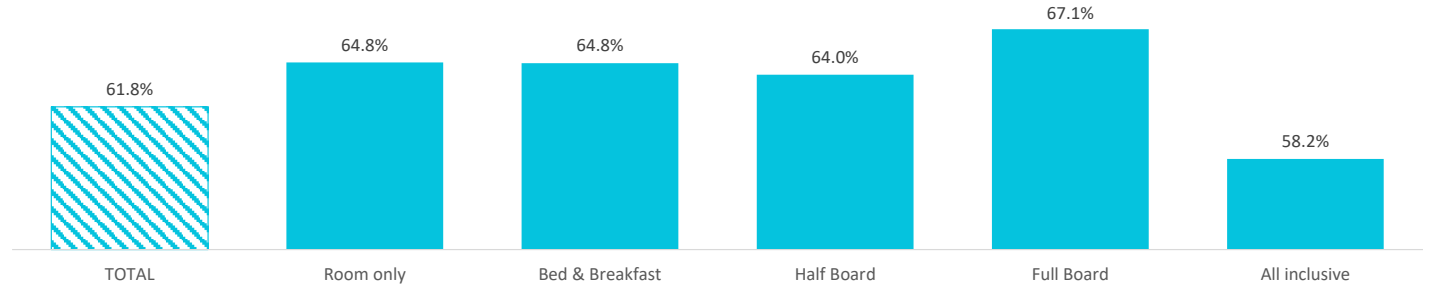


What factors influenced their choice of transport?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
No other alternative	**15.5%**	13.4%	14.7%	14.1%	14.4%	16.3%
Comfort and convenience	**61.8%**	64.8%	64.8%	64.0%	67.1%	58.2%
Price	**31.8%**	34.1%	30.6%	30.9%	26.4%	30.9%
Acessibility	**24.6%**	27.1%	24.8%	22.7%	20.8%	23.0%
Environmental impact	**4.3%**	3.9%	3.2%	5.9%	3.5%	4.3%
Safety	**11.4%**	11.0%	10.6%	13.1%	15.7%	12.1%
Available travel time	**11.6%**	13.1%	12.2%	11.6%	9.3%	10.2%
Punctuality	**6.8%**	7.1%	6.8%	7.3%	8.1%	6.4%
Flexible timetable	**15.0%**	17.5%	17.4%	12.8%	12.5%	11.0%

** Multi-choise question*

COMFORT AND CONVENIENCE



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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Yes	**6.6%**	7.0%	7.6%	4.4%	6.9%	5.8%
- Infrequent service	**2.0%**	1.7%	2.5%	1.1%	0.6%	1.5%
- Confusing or insufficient information	**1.8%**	2.0%	2.2%	1.2%	1.4%	1.6%
- Accessibility barriers	**0.3%**	0.4%	0.2%	0.2%	0.0%	0.3%
- Delays or cancellations	**1.9%**	2.0%	1.8%	1.3%	0.8%	1.8%
- High fares	**0.7%**	1.0%	0.7%	0.3%	1.7%	0.5%
- Difficulties with booking systems	**0.5%**	0.6%	0.9%	0.1%	1.2%	0.4%
- Poor connections	**0.8%**	0.7%	1.1%	0.7%	0.4%	0.6%
- Others	**1.4%**	1.7%	2.1%	1.2%	0.7%	1.0%
No	**93.4%**	93.0%	92.4%	95.6%	93.1%	94.2%

** 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 numb*

PROFILE OF TOURIST BY MEAL PLANS
2025

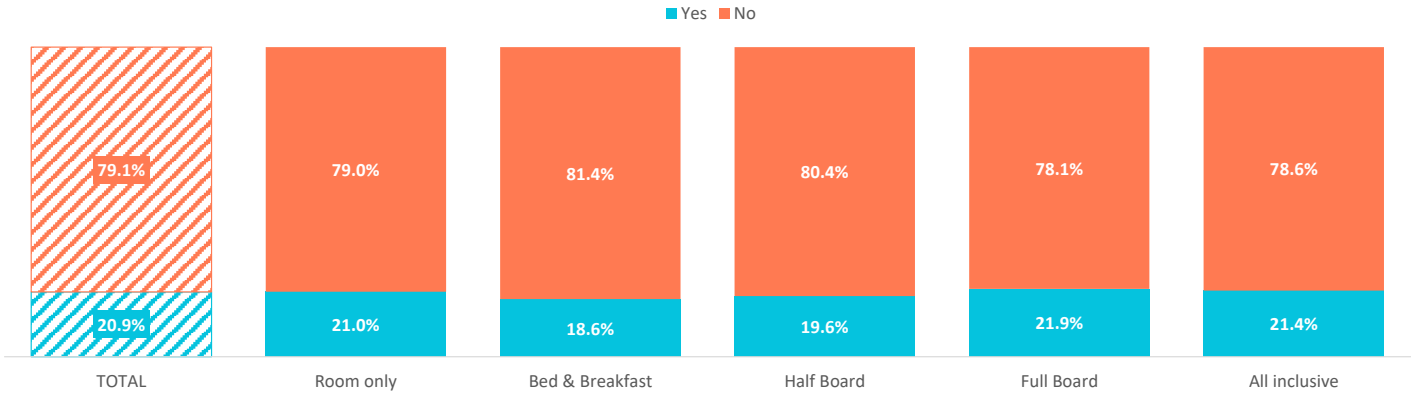
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Yes	**48.2%**	49.8%	51.2%	50.3%	44.4%	49.6%
No	**31.8%**	30.3%	28.8%	29.8%	34.4%	30.8%
Not remember	**20.0%**	19.9%	20.1%	19.9%	21.2%	19.6%

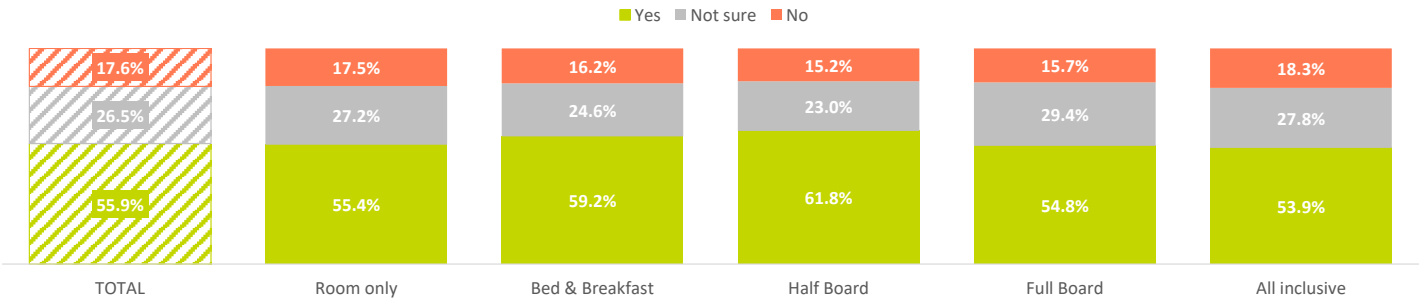
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Yes	**20.9%**	21.0%	18.6%	19.6%	21.9%	21.4%
No	**79.1%**	79.0%	81.4%	80.4%	78.1%	78.6%



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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Yes	**55.9%**	55.4%	59.2%	61.8%	54.8%	53.9%
- For any purpose	**13.0%**	13.4%	14.2%	13.8%	11.2%	12.8%
- Improve living conditions	**9.4%**	8.4%	9.9%	10.0%	9.0%	9.9%
- Improve economic development	**4.5%**	4.3%	4.3%	5.1%	3.4%	4.5%
- Improve the environment	**17.6%**	18.5%	18.6%	20.1%	18.3%	15.2%
- Improve the tourist environment	**5.1%**	4.9%	5.3%	5.8%	6.3%	5.1%
- Other purposes	**6.3%**	6.0%	7.0%	7.0%	6.7%	6.4%
Not sure	**26.5%**	27.2%	24.6%	23.0%	29.4%	27.8%
No	**17.6%**	17.5%	16.2%	15.2%	15.7%	18.3%



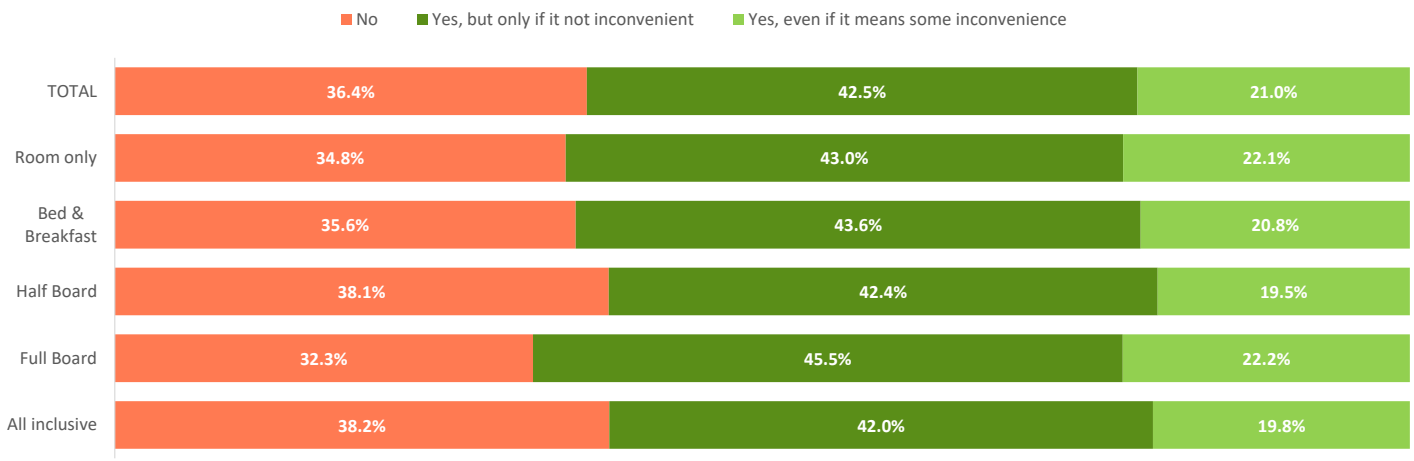
How much would they be willing to pay?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Up to 1 euro	**38.1%**	39.9%	34.6%	35.5%	42.0%	38.2%
Up to 2 euros	**32.1%**	31.4%	32.6%	34.7%	30.5%	32.9%
Up to 3 euros	**19.2%**	18.4%	21.0%	20.4%	18.6%	19.1%
More than 3 euros	**10.6%**	10.3%	11.8%	9.5%	8.9%	9.8%

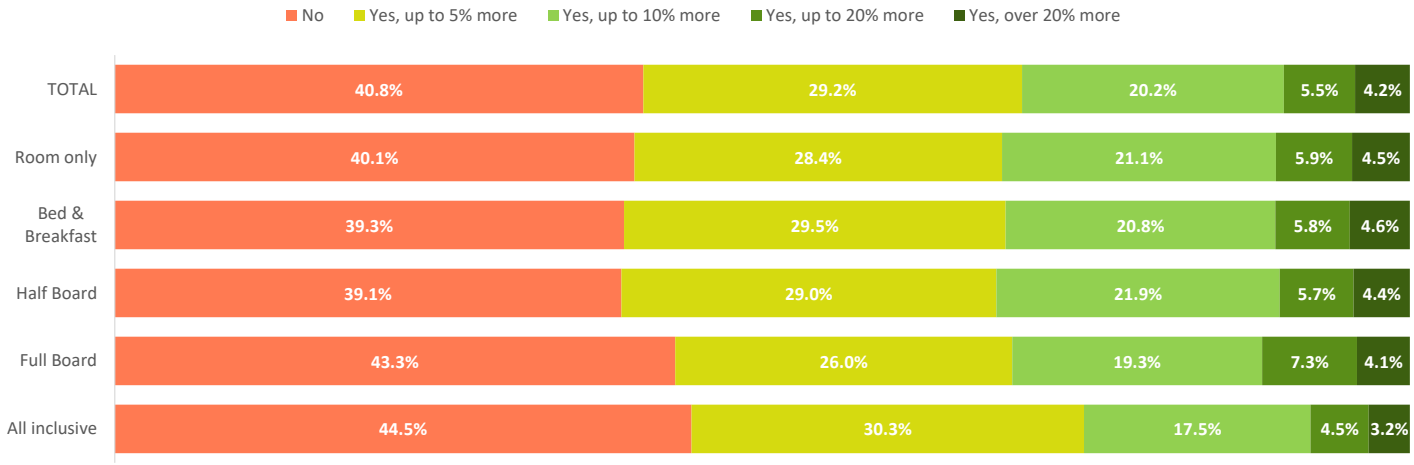
PROFILE OF TOURIST BY MEAL PLANS
2025

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	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Quality of life on the island	**8.03**	8.10	8.01	7.93	8.02	7.95
Tolerance towards tourism	**8.55**	8.53	8.58	8.58	8.58	8.59
Cleanliness of the island	**8.25**	8.20	8.33	8.28	8.30	8.35
Air quality	**8.46**	8.41	8.47	8.49	8.40	8.54
Rational water consumption	**7.58**	7.53	7.63	7.53	7.50	7.69
Energy saving	**7.06**	7.01	7.05	7.04	7.00	7.19
Use of renewable energy	**7.03**	7.00	6.99	6.96	6.96	7.10
Recycling	**7.07**	6.86	7.03	7.14	7.14	7.31
Easy to get around by public transport	**7.49**	7.40	7.44	7.55	7.44	7.65
Overcrowding in tourist areas	**6.58**	6.54	6.65	6.46	6.78	6.69
Supply of local products	**7.20**	7.20	7.17	7.11	7.13	7.15

** 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.