

Tourist profile

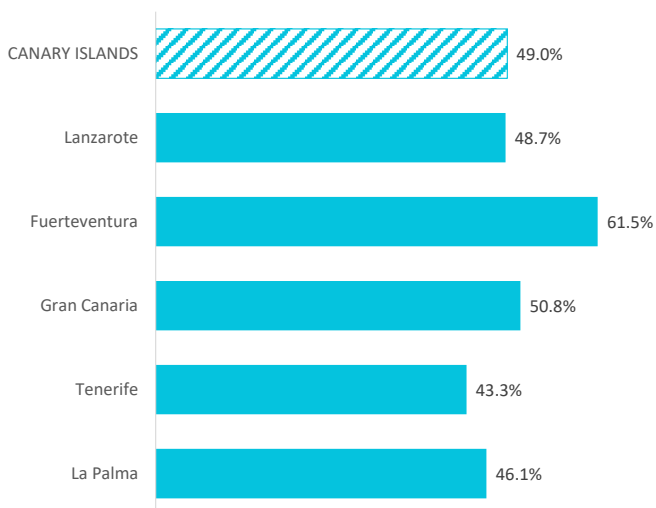
CANARY ISLANDS AND ISLANDS: 2025



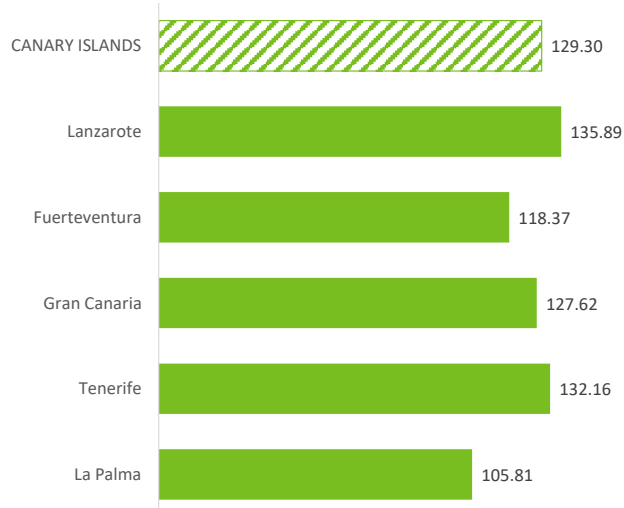
INBOUND TOURISM AND TOURIST EXPENDITURE

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	16,123,626	2,870,722	2,388,592	4,192,072	6,443,089	188,465
% Tourists	100%	17.8%	14.8%	26.0%	40.0%	1.2%
% tourists who book holiday package	49.0%	48.7%	61.5%	50.8%	43.3%	46.1%
Expenditure per tourist (€)	1,438	1,439	1,390	1,498	1,418	1,368
- book holiday package	1,660	1,624	1,533	1,739	1,689	1,524
- holiday package	1,375	1,344	1,353	1,447	1,350	1,235
- others	285	280	180	292	339	289
- do not book holiday package	1,225	1,264	1,162	1,250	1,211	1,236
- flight	323	311	327	333	319	405
- accommodation	425	500	410	429	398	402
- others	477	453	425	488	494	429
Average length of stay	9.2	8.7	9.2	10.1	8.9	9.7
- Median	7.0	7.0	7.0	7.5	7.0	7.5
Average daily expenditure (€)	178.16	184.01	166.72	175.36	182.15	159.13
- Median	163.48	172.73	153.55	161.75	170.84	140.60
Average daily expenditure <u>without flight</u> (€)	129.30	135.89	118.37	127.62	132.16	105.81
- Median	120.03	129.75	110.51	119.77	125.42	96.42
Average cost of the flight (€)	393.7	376.2	409.0	403.4	387.9	449.7
Total turnover (≥ 16 years old) (€m)	23,185	4,132	3,321	6,281	9,134	258
% Turnover	100%	17.8%	14.3%	27.1%	39.4%	1.1%
Turnover <u>without flight</u> (≥ 16 years old) (€m)	16,837	3,052	2,344	4,590	6,635	173
Tourist arrivals (FRONTUR)	18,386,274	3,292,549	2,709,596	4,725,554	7,412,046	202,200
Passenger arrivals on non-stop flights (AENA)	22,065,485	3,758,211	2,878,405	6,271,204	8,939,751	217,895
Children < 16 years old (FRONTUR - EGT)	2,262,648	421,827	321,004	533,482	968,957	13,735

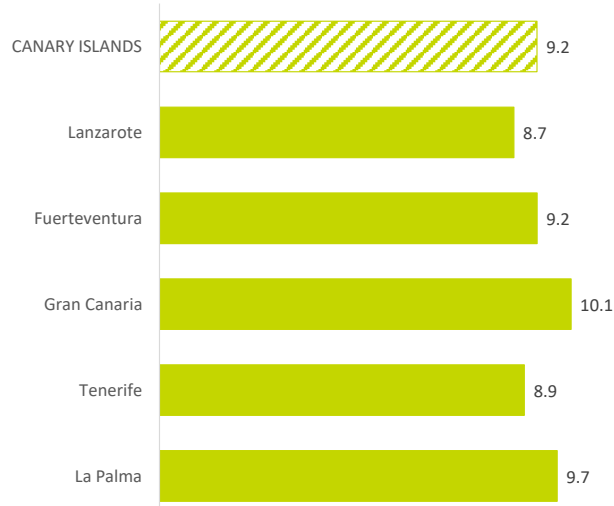
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



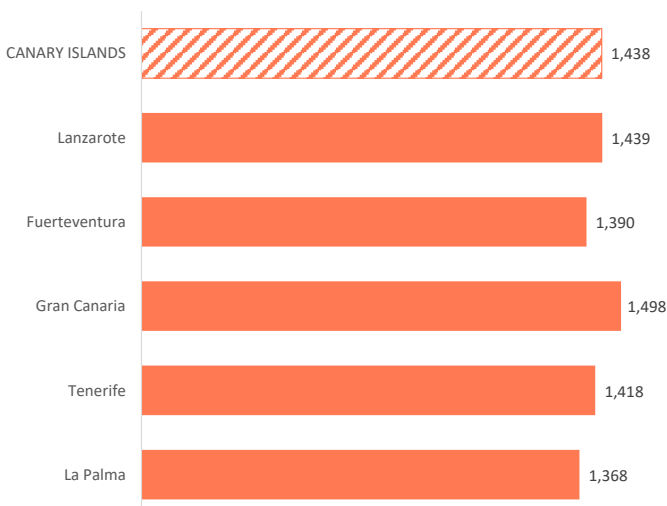
EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



Tourist profile

CANARY ISLANDS AND ISLANDS: 2025



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

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	85.1%	90.2%	88.4%	83.8%	82.3%	89.2%
- Additional accommodation expenses	6.7%	4.2%	7.1%	6.4%	7.7%	9.0%
Transport:						
- National/International Transport	95.4%	97.7%	96.9%	95.4%	93.9%	95.2%
- Flights between islands	4.8%	7.2%	6.5%	3.7%	3.5%	9.1%
- Taxi	50.8%	50.6%	52.5%	54.2%	48.8%	27.1%
- Car rental	33.6%	32.9%	30.7%	25.3%	39.4%	64.7%
- Public transport	12.6%	9.5%	7.3%	18.4%	12.2%	14.2%
Food and drink:						
- Food purchases at supermarkets	57.8%	61.0%	53.8%	58.3%	57.3%	65.5%
- Restaurants	68.9%	70.6%	50.0%	66.1%	77.1%	72.2%
Leisure:						
- Organized excursions	24.5%	23.8%	18.9%	18.4%	30.5%	34.3%
- Sport activities	6.4%	6.3%	7.9%	5.3%	6.6%	5.3%
- Cultural activities	2.7%	3.5%	1.3%	2.7%	2.7%	3.4%
- Museums	5.8%	13.6%	2.4%	4.7%	4.1%	15.7%
- Theme Parks	10.9%	4.9%	4.5%	4.9%	20.1%	1.2%
- Discos and pubs	11.0%	10.7%	7.3%	9.6%	13.8%	1.5%
- Wellness	5.0%	4.7%	2.8%	3.4%	7.1%	2.2%
Purchases of goods:						
- Souvenirs	41.8%	41.5%	43.1%	41.1%	41.8%	42.9%
- Other purchases	0.9%	1.0%	0.9%	0.8%	0.8%	0.5%
Others:						
- Medical expenses	6.7%	6.8%	6.9%	6.2%	6.8%	6.8%
- Other expenses	4.4%	3.7%	4.9%	4.1%	4.7%	6.3%

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

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Expenditure per tourist and trip (€)						
Accommodation:	880	881	911	998	801	710
- Accommodation	729	735	743	782	688	573
- Additional accommodation expenses	151	146	168	216	112	137
Transport:	739	645	743	795	747	902
- National/International Transport	413	385	422	423	413	472
- Flights between islands	84	58	76	102	97	137
- Taxi	93	71	99	111	88	101
- Car rental	121	108	124	129	122	146
- Public transport	28	24	22	31	27	46
Food and drink:	328	332	262	351	330	247
- Food purchases at supermarkets	114	109	109	136	103	96
- Restaurants	214	223	153	215	227	151
Leisure:	565	527	486	554	588	408
- Organized excursions	96	88	92	103	98	86
- Sport activities	106	92	94	100	120	107
- Cultural activities	58	55	50	65	58	36
- Museums	39	50	25	32	33	23
- Theme Parks	77	71	60	67	80	39
- Discos and pubs	100	102	86	109	98	63
- Wellness	89	69	80	77	100	52
Purchases of goods:	309	229	311	330	333	458
- Souvenirs	88	76	79	115	82	54
- Other purchases	220	152	232	215	252	404
Others:	155	117	135	175	163	228
- Medical expenses	47	33	36	63	48	16
- Other expenses	109	83	99	112	115	212

TOURIST PROFILE

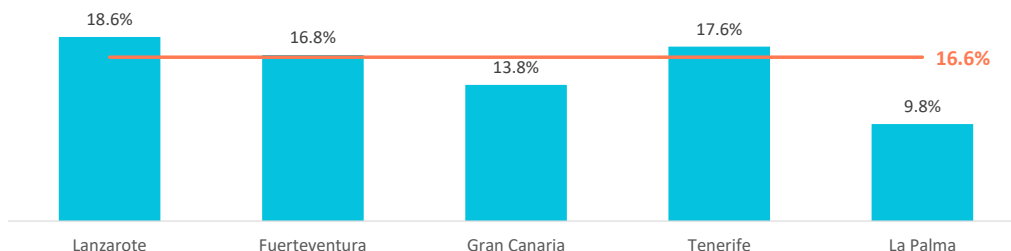
Who are they?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	48.2%	47.2%	48.0%	51.1%	46.6%	57.5%
Percentage of women	51.8%	52.8%	52.0%	48.9%	53.4%	42.5%
Age						
Average age (tourists above 16 years old)	47.57	50.90	47.50	47.66	45.98	49.68
Standard deviation	17.0	16.4	17.3	17.4	16.7	16.2
Age range						
16-24 years old	9.8%	6.6%	11.4%	10.2%	10.4%	6.2%
25-30 years old	10.4%	7.6%	9.7%	10.2%	12.1%	8.9%
31-45 years old	28.8%	25.2%	27.2%	28.8%	31.0%	26.7%
46-60 years old	23.1%	26.9%	24.0%	21.8%	21.9%	26.1%
Over 60 years old	27.9%	33.8%	27.8%	28.9%	24.7%	32.1%
Occupation						
Salaried worker	54.5%	52.8%	54.8%	53.3%	55.8%	53.9%
Self-employed	10.5%	10.6%	10.4%	9.9%	11.0%	8.7%
Unemployed	1.2%	0.8%	1.2%	1.3%	1.4%	0.5%
Business owner	7.1%	5.4%	7.0%	8.4%	7.0%	8.1%
Student	3.9%	2.6%	4.3%	4.2%	4.1%	3.5%
Retired	21.5%	26.7%	20.8%	21.3%	19.5%	24.1%
Unpaid domestic work	0.5%	0.5%	0.6%	0.5%	0.6%	0.1%
Others	0.8%	0.7%	0.9%	1.1%	0.7%	1.0%
Annual household income level						
Less than €25,000	12.3%	9.3%	13.0%	12.4%	13.5%	8.1%
€25,000 - €49,999	33.6%	32.3%	36.2%	32.3%	34.0%	32.9%
€50,000 - €74,999	25.1%	26.3%	25.1%	25.4%	24.1%	31.1%
More than €74,999	29.0%	32.1%	25.7%	29.9%	28.4%	27.9%
Education level						
No studies	4.2%	6.0%	3.8%	2.7%	4.6%	1.0%
Primary education	2.1%	1.0%	2.5%	3.2%	1.7%	1.9%
Secondary education	21.4%	20.5%	21.4%	23.1%	20.8%	16.9%
Higher education	72.4%	72.5%	72.3%	71.1%	73.0%	80.1%

Who do they come with?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	10.2%	6.4%	11.8%	14.9%	8.1%	9.9%
Only with partner	47.1%	49.1%	44.7%	45.3%	48.0%	57.1%
Only with children (< 13 years old)	4.1%	4.5%	4.4%	3.9%	4.0%	3.3%
Partner + children (< 13 years old)	6.7%	6.9%	6.8%	5.0%	7.8%	4.6%
Other relatives	10.1%	11.8%	10.4%	8.7%	10.3%	5.6%
Friends	7.3%	5.7%	7.0%	8.5%	7.4%	7.1%
Work colleagues	0.6%	0.3%	0.4%	0.9%	0.5%	1.4%
Organized trip	0.3%	0.4%	0.5%	0.3%	0.3%	0.6%
Other combinations ⁽²⁾	13.6%	15.0%	14.1%	12.6%	13.6%	10.4%
<i>(2) Different situations have been isolated</i>						
Tourists with children	16.6%	18.6%	16.8%	13.8%	17.6%	9.8%
- Between 0 and 2 years old	1.3%	1.2%	1.4%	1.3%	1.4%	0.5%
- Between 3 and 12 years old	14.1%	16.2%	14.3%	11.5%	15.1%	8.6%
- Between 0 -2 and 3-12 years old	1.1%	1.2%	1.1%	1.0%	1.2%	0.8%
Tourists without children	83.4%	81.4%	83.2%	86.2%	82.4%	90.2%
Group composition:						
- 1 person	12.2%	8.1%	14.5%	17.8%	9.5%	12.8%
- 2 people	55.5%	55.9%	54.6%	53.9%	56.4%	65.0%
- 3 people	11.9%	11.6%	11.3%	10.8%	13.0%	8.2%
- 4 or 5 people	16.0%	18.1%	16.0%	13.7%	16.7%	11.5%
- 6 or more people	4.4%	6.2%	3.7%	3.8%	4.4%	2.5%
Average group size:	2.60	2.79	2.52	2.44	2.66	2.33

*People who share the main expenses of the trip



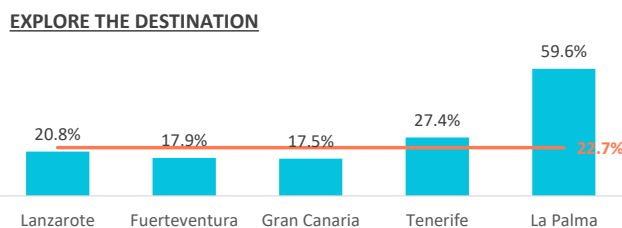
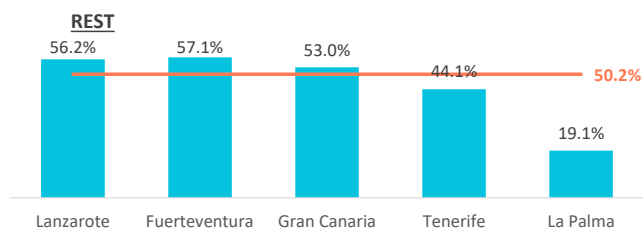
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	91.1%	95.4%	93.4%	87.7%	90.7%	87.0%
Family reasons	6.2%	3.0%	4.8%	7.9%	7.0%	6.2%
Business	1.4%	0.6%	0.6%	2.7%	1.1%	3.4%
Education and training	0.2%	0.1%	0.2%	0.3%	0.2%	0.3%
Sports training	0.5%	0.5%	0.6%	0.5%	0.5%	1.4%
Health	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%
Conventions and Exhibitions	0.2%	0.0%	0.1%	0.3%	0.1%	0.8%
Others	0.4%	0.4%	0.3%	0.4%	0.3%	0.8%

What is the main motivation for their holidays?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	50.2%	56.2%	57.1%	53.0%	44.1%	19.1%
Enjoy family time	15.0%	12.9%	13.1%	15.8%	16.3%	8.7%
Have fun	8.5%	6.3%	7.0%	10.0%	9.1%	5.6%
Explore the destination	22.7%	20.8%	17.9%	17.5%	27.4%	59.6%
Practice their hobbies	2.0%	2.5%	3.2%	1.9%	1.3%	4.7%
Other reasons	1.7%	1.3%	1.7%	1.8%	1.7%	2.3%



Importance of each factor in the destination choice

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	74.6%	73.9%	75.5%	77.1%	73.5%	62.4%
Safety	56.0%	59.0%	55.7%	54.3%	56.1%	46.9%
Tranquility	49.3%	52.5%	53.5%	48.1%	47.1%	51.9%
Sea	44.5%	40.1%	57.5%	48.0%	39.6%	37.0%
Accommodation supply	42.5%	46.6%	43.0%	41.3%	41.9%	26.5%
Price	38.6%	41.2%	40.6%	35.8%	39.0%	23.8%
Beaches	38.4%	33.3%	55.4%	43.4%	31.8%	15.2%
Effortless trip	38.0%	40.3%	39.8%	36.7%	37.4%	26.6%
European belonging	37.7%	37.1%	38.3%	39.2%	36.9%	33.3%
Landscapes	36.5%	33.8%	31.1%	34.5%	39.9%	70.3%
Environment	35.4%	36.4%	31.2%	32.0%	38.4%	50.8%
Gastronomy	26.5%	26.1%	23.1%	26.9%	27.8%	23.4%
Authenticity	24.3%	25.0%	23.4%	23.0%	24.9%	33.3%
Fun possibilities	22.9%	18.7%	19.8%	25.2%	24.8%	9.8%
Exoticism	12.4%	9.9%	11.8%	13.8%	12.9%	10.9%
Hiking trail network	11.1%	8.2%	7.3%	11.5%	12.8%	37.1%
Culture	10.2%	11.4%	7.7%	10.6%	10.4%	6.7%
Historical heritage	9.9%	10.6%	7.6%	9.5%	10.7%	9.3%
Shopping	9.9%	8.6%	8.3%	11.7%	10.1%	3.7%
Nightlife	8.0%	5.9%	5.3%	11.1%	8.2%	1.9%

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?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	49.1%	56.3%	45.4%	48.8%	47.6%	48.3%
Friends or relatives	28.6%	27.1%	22.9%	27.9%	31.9%	28.6%
Internet or social media	51.4%	53.1%	53.8%	46.7%	52.6%	57.3%
Mass Media	1.9%	1.8%	1.7%	1.6%	2.2%	3.8%
Travel guides and magazines	6.1%	6.8%	5.5%	5.2%	6.1%	17.4%
Travel Blogs or Forums	6.2%	6.9%	4.6%	4.6%	7.3%	10.7%
Travel TV Channels	0.9%	0.8%	0.6%	0.8%	1.0%	1.4%
Tour Operator or Travel Agency	18.8%	20.0%	21.7%	18.4%	17.5%	19.0%
Public administrations or similar	0.6%	0.7%	0.4%	0.6%	0.5%	1.1%
Others	3.3%	2.8%	2.6%	3.9%	3.4%	4.5%

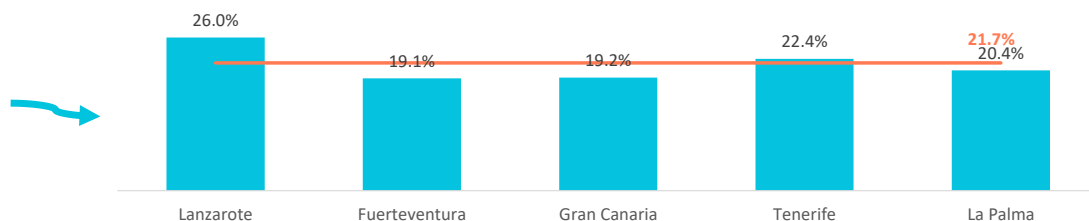
* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.9%	0.6%	0.7%	1.3%	0.8%	0.8%
Between 1 and 30 days	22.7%	19.6%	25.2%	25.7%	21.4%	19.0%
Between 1 and 2 months	22.4%	20.1%	24.3%	22.4%	22.8%	20.2%
Between 3 and 6 months	32.3%	33.7%	30.7%	31.4%	32.6%	39.6%
More than 6 months	21.7%	26.0%	19.1%	19.2%	22.4%	20.4%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



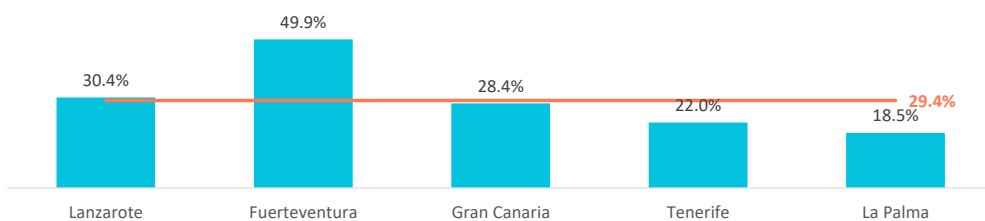
With whom did they book their flight and accommodation?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	51.6%	56.0%	40.8%	48.0%	56.2%	49.1%
- Tour Operator or Travel Agency	48.4%	44.0%	59.2%	52.0%	43.8%	50.9%
Accommodation						
- Directly with the accommodation	38.6%	43.2%	28.6%	35.5%	42.3%	38.7%
- Tour Operator or Travel Agency	61.4%	56.8%	71.4%	64.5%	57.7%	61.3%

What do they book?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	36.3%	39.8%	24.3%	36.0%	39.6%	36.7%
Bed and Breakfast	14.2%	11.7%	6.2%	16.0%	17.1%	16.6%
Half board	17.3%	15.7%	15.1%	16.9%	18.9%	27.7%
Full board	2.8%	2.4%	4.4%	2.8%	2.5%	0.6%
All inclusive	29.4%	30.4%	49.9%	28.4%	22.0%	18.5%

% TOURISTS WHO BOOK ALL INCLUSIVE



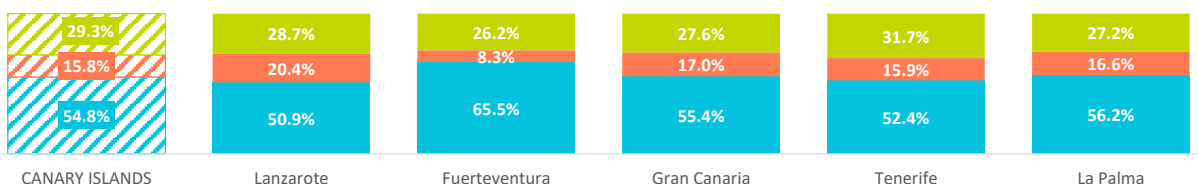
ACCOMMODATION

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	10.9%	9.9%	13.1%	13.4%	9.0%	6.1%
4* Hotel	35.5%	30.8%	49.8%	33.0%	33.6%	50.0%
5* Hotel / 5* Luxury Hotel	8.4%	10.2%	2.6%	8.9%	9.7%	0.0%
Aparthotel / Tourist Villa	15.8%	20.4%	8.3%	17.0%	15.9%	16.6%
House/room rented in a private dwelling	18.0%	20.8%	16.2%	14.6%	19.7%	16.2%
Private accommodation ⁽¹⁾	8.5%	5.4%	7.5%	10.0%	9.2%	5.9%
Others (Cottage, cruise, camping,...)	2.9%	2.5%	2.5%	3.1%	2.8%	5.1%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



Tourist profile

CANARY ISLANDS AND ISLANDS: 2025



SATISFACTION AND LOYALTY INDICATORS

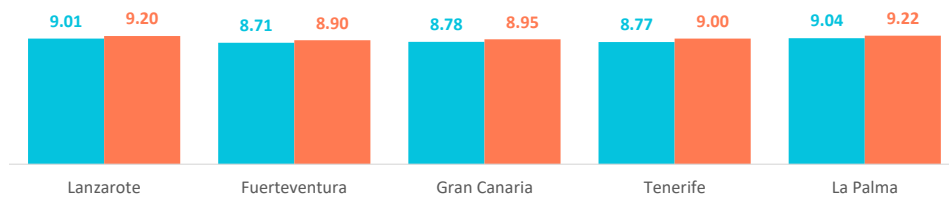
Satisfaction

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Satisfaction (scale 0-10)						
Average rating	8.77	8.91	8.65	8.73	8.76	8.86
Experience in the Canary Islands						
Worse or much worse than expected	2.7%	1.9%	3.2%	2.9%	2.8%	1.5%
Lived up to expectations	55.3%	55.7%	57.5%	55.7%	54.2%	49.1%
Better or much better than expected	42.0%	42.4%	39.3%	41.4%	43.1%	49.4%
Future intentions (scale 0-10)						
Return to the Canary Islands	8.81	9.01	8.71	8.78	8.77	9.04
Recommend visiting the Canary Islands	9.01	9.20	8.90	8.95	9.00	9.22

RETURN TO THE CANARY ISLANDS



8.81
CANARY ISLANDS



RECOMMEND VISITING THE



9.01
CANARY ISLANDS

How many are loyal to the Canary Islands?

REPEAT TOURISTS FROM THE CANARY ISLANDS ACCORDING TO THE ISLAND WITH THE LONGEST STAY ON "THIS TRIP"

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	28.0%	21.6%	30.0%	27.2%	30.8%	19.9%
Repeat tourists	72.0%	78.4%	70.0%	72.8%	69.2%	80.1%
At least 10 previous visits	20.4%	24.8%	18.1%	21.2%	18.8%	19.8%
Repeat tourists (last 5 years)	66.1%	71.5%	64.6%	67.5%	63.1%	72.1%
Repeat tourists (last 5 years) (5 or more visits)	19.5%	22.8%	17.1%	19.5%	19.1%	17.5%

REPEAT TOURISTS FROM EACH ISLAND ACCORDING TO THE ISLAND WITH THE LONGEST STAY IN "THIS TRIP"

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	38.9%	70.8%	13.1%	16.6%	27.1%	2.1%
Fuerteventura	30.5%	16.6%	61.3%	14.6%	19.9%	1.8%
Gran Canaria	42.9%	11.5%	9.0%	65.0%	22.7%	2.5%
Tenerife	52.6%	13.8%	7.7%	14.9%	64.0%	1.9%
La Palma	8.2%	19.0%	12.5%	18.3%	31.5%	68.3%
CANARY ISLANDS	72.0%	78.4%	70.0%	72.8%	69.2%	80.1%

How to interpret the above table?

- The **CANARY ISLANDS** column refers to the % of repeat tourists on each island regardless of the island with the longest stay in 2025. Therefore, the denominator is the total number of tourists who visited the Canary Islands in 2025.
- The columns **for each island** refer to the % of repeat tourists on each island according to the island with the longest stay in 2025. Therefore, the denominator is the total number of tourists of each island in 2025. For example: 70.8% refers to the % of repeat tourists of Lanzarote who in 2025 choose Lanzarote as their island with the longest stay. In 2025, 16.6% of tourists of Lanzarote have previously been in Fuerteventura.
- The **CANARY ISLANDS** row refers to the % of repeat tourists of the Canary Islands according to the island with the longest stay in 2025. For example: 69.2% of tourists whose choose Tenerife as their island with the longest stay have previously been in the Canary Islands.

ISLANDS

How many islands do they visit during their trip?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	93.3%	93.8%	93.0%	93.4%	94.0%	80.7%
Two islands	5.7%	5.7%	6.2%	5.4%	5.3%	15.9%
Three or more islands	1.0%	0.5%	0.8%	1.2%	0.7%	3.3%

Visited islands during their trip (with overnight staying)

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	18.4%	100%	1.8%	0.6%	0.4%	0.4%
Fuerteventura	15.3%	1.3%	100%	0.7%	0.2%	0.9%
Gran Canaria	26.6%	0.5%	0.7%	100%	0.9%	1.0%
Tenerife	40.7%	0.7%	0.6%	1.6%	100%	8.9%
La Gomera	0.4%	0.1%	0.0%	0.1%	0.7%	2.0%
La Palma	1.5%	0.1%	0.1%	0.4%	0.5%	100%
El Hierro	0.1%	0.0%	0.1%	0.1%	0.1%	1.4%
Cruise	0.2%	0.0%	0.0%	0.2%	0.1%	0.0%

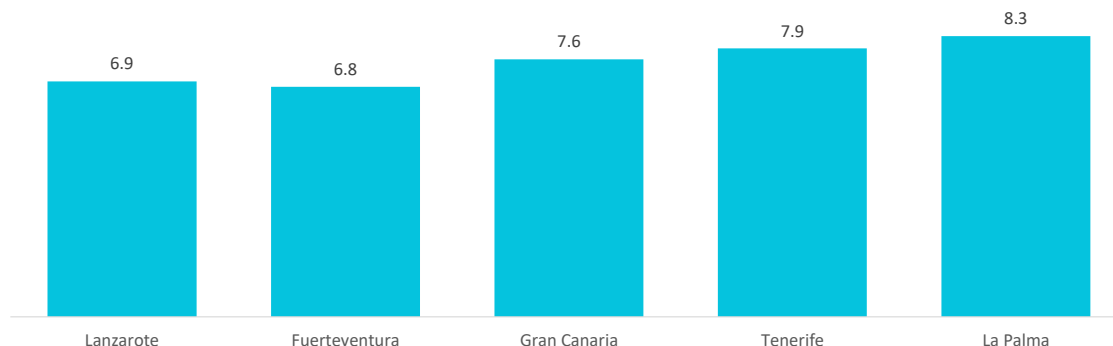
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	2.3%	2.2%	3.9%	2.0%	2.0%	2.6%
1 - 2 hours	9.2%	10.0%	12.6%	9.7%	7.5%	3.1%
3 - 6 hours	32.6%	38.4%	34.6%	31.9%	29.8%	24.7%
7 - 12 hours	47.6%	43.7%	42.6%	47.0%	51.2%	62.0%
More than 12 hours	8.4%	5.8%	6.2%	9.4%	9.6%	7.6%
Outdoor time per day	7.5	6.9	6.8	7.6	7.9	8.3



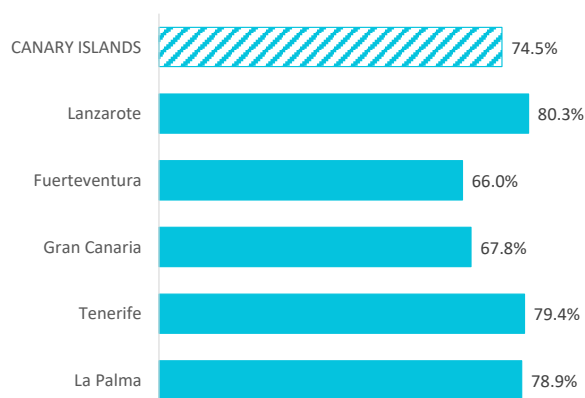
7.5
CANARY ISLANDS



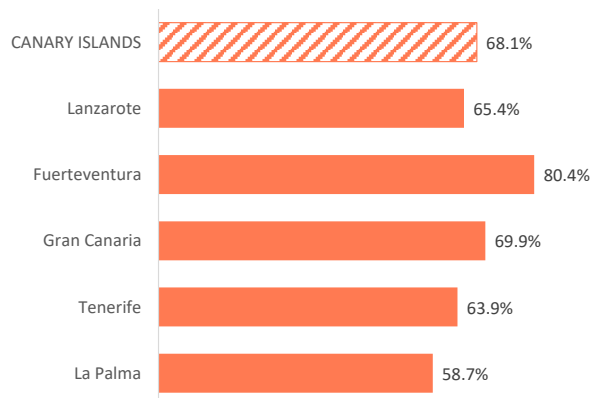
Activities in the Canary Islands

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	74.5%	80.3%	66.0%	67.8%	79.4%	78.9%
Beach	68.1%	65.4%	80.4%	69.9%	63.9%	58.7%
Swimming pool, hotel facilities	56.2%	58.8%	54.5%	52.5%	58.9%	37.2%
Explore the island on their own	49.1%	47.8%	46.9%	45.5%	52.1%	74.4%
Taste Canarian gastronomy	28.2%	27.7%	21.9%	25.3%	32.1%	44.7%
Hiking	19.9%	16.7%	16.0%	19.2%	22.1%	57.8%
Organized excursions	15.8%	16.4%	13.0%	12.4%	18.4%	25.1%
Nightlife / concerts / shows	15.2%	12.3%	10.4%	18.5%	16.5%	3.3%
Theme parks	13.8%	7.3%	7.1%	9.1%	22.7%	2.2%
Wineries / markets / popular festivals	11.9%	18.4%	9.2%	11.2%	10.2%	18.1%
Sea excursions / whale watching	11.9%	6.9%	9.8%	9.7%	16.3%	11.9%
Museums / exhibitions	10.9%	18.4%	6.2%	11.2%	8.5%	27.7%
Other Nature Activities	9.0%	7.9%	7.8%	7.9%	10.4%	18.7%
Swim	7.6%	8.5%	7.5%	7.2%	7.7%	4.1%
Running	6.1%	7.3%	6.0%	6.5%	5.5%	6.8%
Beauty and health treatments	5.4%	4.9%	3.6%	5.4%	6.5%	2.6%
Astronomical observation	4.2%	2.0%	4.2%	3.3%	5.5%	17.4%
Practice other sports	3.9%	4.3%	4.9%	4.1%	3.4%	3.0%
Surf	2.9%	2.5%	6.9%	2.4%	2.1%	0.3%
Cycling / Mountain bike	2.7%	6.4%	3.2%	2.1%	1.3%	2.4%
Scuba Diving	2.5%	2.7%	3.0%	1.9%	2.6%	2.5%
Golf	2.3%	2.0%	1.9%	2.2%	2.6%	0.1%
Windsurf / Kitesurf	0.9%	0.8%	2.4%	0.5%	0.7%	0.1%

WALK, WANDER



BEACH

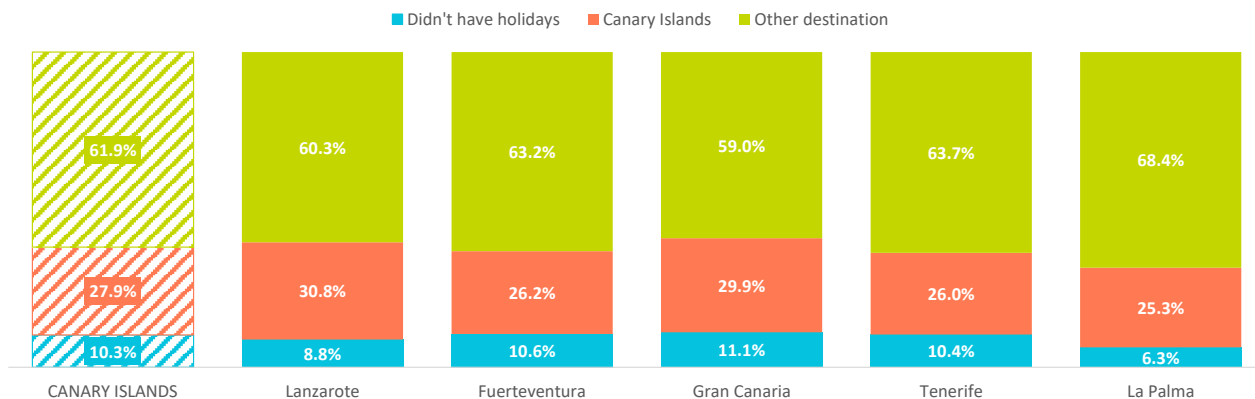


COMPETITORS

Where did they spend their main holiday last year? *

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	10.3%	8.8%	10.6%	11.1%	10.4%	6.3%
Canary Islands	27.9%	30.8%	26.2%	29.9%	26.0%	25.3%
Other destination	61.9%	60.3%	63.2%	59.0%	63.7%	68.4%
- Balearic Islands	4.1%	4.4%	4.7%	3.6%	4.2%	2.8%
- Rest of Spain	11.5%	10.9%	9.3%	11.2%	12.6%	14.0%
- Italy	7.4%	6.5%	7.7%	7.5%	7.6%	7.4%
- France	4.9%	5.3%	5.0%	4.4%	4.9%	5.8%
- Turkey	3.2%	3.4%	4.1%	3.3%	2.9%	1.2%
- Greece	7.4%	7.8%	8.2%	7.4%	7.0%	5.6%
- Portugal	4.1%	4.2%	4.0%	3.7%	4.4%	6.2%
- Croatia	2.1%	1.6%	2.5%	2.2%	2.1%	1.5%
- Egypt	1.5%	1.0%	2.3%	1.4%	1.5%	1.3%
- Tunisia	0.5%	0.5%	0.9%	0.4%	0.3%	0.3%
- Morocco	1.3%	1.3%	1.4%	1.2%	1.3%	1.1%
- Others	13.9%	13.5%	13.4%	12.8%	14.8%	21.2%

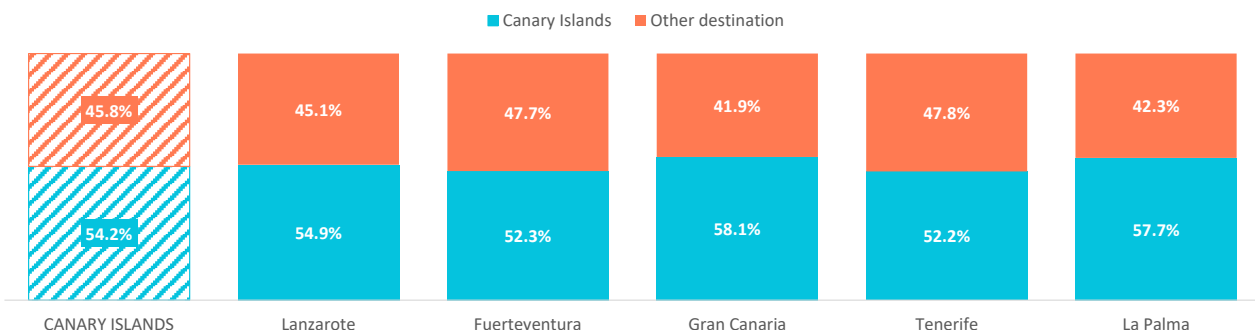
* Percentage of valid answers



What other destinations did they consider for this trip? *

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	28.1%	28.7%	24.3%	30.0%	28.1%	31.0%
Canary Islands (other island)	26.1%	26.1%	28.1%	28.1%	24.1%	26.7%
Other destination	45.8%	45.1%	47.7%	41.9%	47.8%	42.3%
- Balearic Islands	5.7%	6.3%	6.6%	5.0%	5.7%	4.4%
- Rest of Spain	8.9%	8.8%	8.2%	8.6%	9.3%	7.9%
- Italy	4.9%	4.6%	4.5%	4.6%	5.5%	5.6%
- France	1.7%	1.5%	1.4%	1.6%	2.1%	1.7%
- Turkey	3.2%	3.2%	3.7%	2.8%	3.3%	1.4%
- Greece	7.8%	7.5%	9.0%	7.6%	7.7%	5.4%
- Portugal	6.4%	6.9%	6.0%	5.0%	7.1%	8.8%
- Croatia	2.3%	2.3%	2.4%	2.2%	2.3%	1.6%
- Egypt	2.5%	2.1%	3.6%	2.4%	2.4%	2.1%
- Others	2.3%	2.0%	2.3%	2.1%	2.4%	3.5%

* Percentage of valid answers



ORIGIN COUNTRY

Where are they from?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
United Kingdom	34.1%	51.1%	30.7%	21.3%	37.1%	7.8%
Germany	16.0%	8.2%	29.0%	19.5%	11.5%	42.1%
Spanish Mainland	11.3%	9.3%	8.1%	12.1%	12.3%	26.8%
France	5.2%	7.1%	5.3%	3.4%	5.6%	1.8%
Italy	4.7%	2.6%	6.5%	3.5%	5.9%	1.0%
Ireland	4.5%	11.2%	2.6%	2.4%	3.7%	0.6%
Netherlands	4.2%	2.6%	3.0%	7.2%	3.5%	5.4%
Belgium	2.7%	1.7%	1.3%	2.5%	3.8%	1.3%
Poland	2.6%	1.0%	4.7%	1.8%	3.1%	2.3%
Norway	2.2%	0.4%	0.4%	6.7%	0.9%	0.0%
Sweden	1.8%	0.3%	0.9%	5.0%	0.9%	0.1%
Denmark	1.6%	1.0%	1.0%	3.0%	1.2%	3.2%
Switzerland	1.1%	0.8%	1.0%	1.5%	1.0%	1.3%
Others	7.9%	2.8%	5.5%	10.2%	9.5%	6.2%

TRANSPORT (Data Q4 2025)

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

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rental vehicle	43.0%	39.9%	47.1%	35.8%	46.6%	82.7%
Public transport	28.7%	24.0%	20.1%	41.2%	25.5%	27.9%
Taxi / Private hire vehicle	31.6%	38.2%	18.1%	38.6%	29.5%	16.1%
Organised excursions with transport included	11.4%	10.9%	13.0%	9.6%	11.9%	14.5%
Bicycle	3.0%	5.8%	3.5%	1.8%	2.5%	3.2%
On foot	15.7%	13.4%	21.7%	13.6%	16.4%	3.5%

* Multi-choice question

What factors influenced their choice of transport?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
No other alternative	15.5%	16.5%	18.0%	14.1%	15.3%	13.3%
Comfort and convenience	61.8%	62.0%	60.2%	60.4%	62.9%	71.6%
Price	31.8%	30.7%	29.9%	36.1%	30.2%	28.4%
Accessibility	24.6%	24.5%	20.2%	27.9%	23.6%	36.1%
Environmental impact	4.3%	4.5%	4.3%	5.0%	3.7%	5.9%
Safety	11.4%	12.3%	10.0%	12.6%	10.8%	6.3%
Available travel time	11.6%	12.6%	11.4%	11.5%	11.1%	15.2%
Punctuality	6.8%	7.1%	5.8%	8.3%	6.2%	5.1%
Flexible timetable	15.0%	17.3%	10.7%	14.1%	16.2%	17.7%

* Multi-choice question

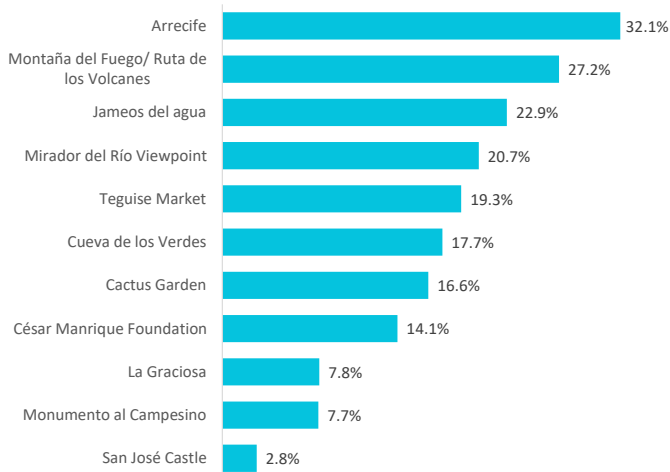
Did you experience any difficulties with transport during their stay in the Canary Islands?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	6.6%	5.2%	6.9%	7.0%	7.0%	4.2%
- Infrequent service	2.0%	1.8%	2.8%	1.7%	2.1%	0.7%
- Confusing or insufficient information	1.8%	1.0%	2.0%	2.2%	1.7%	1.0%
- Accessibility barriers	0.3%	0.4%	0.1%	0.5%	0.3%	0.1%
- Delays or cancellations	1.9%	1.4%	1.9%	2.4%	1.8%	1.0%
- High fares	0.7%	0.7%	0.4%	0.6%	1.0%	0.0%
- Difficulties with booking systems	0.5%	0.4%	0.6%	0.8%	0.4%	0.3%
- Poor connections	0.8%	1.0%	0.9%	0.8%	0.6%	0.9%
- Others	1.4%	1.3%	1.2%	1.3%	1.5%	1.9%
No	93.4%	94.8%	93.1%	93.0%	93.0%	95.8%

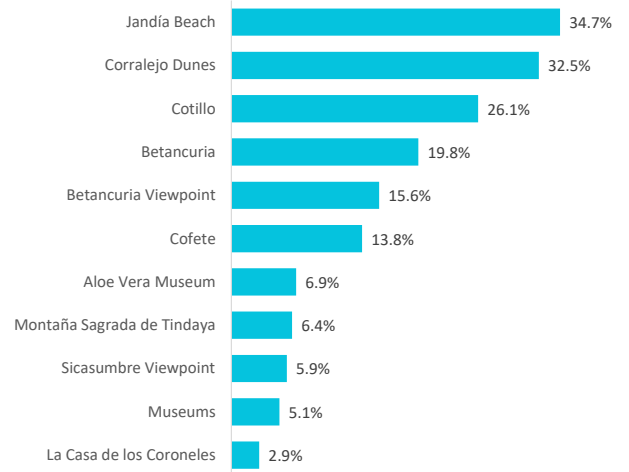
* The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total number of responses.

PLACES VISITED ON EACH ISLAND

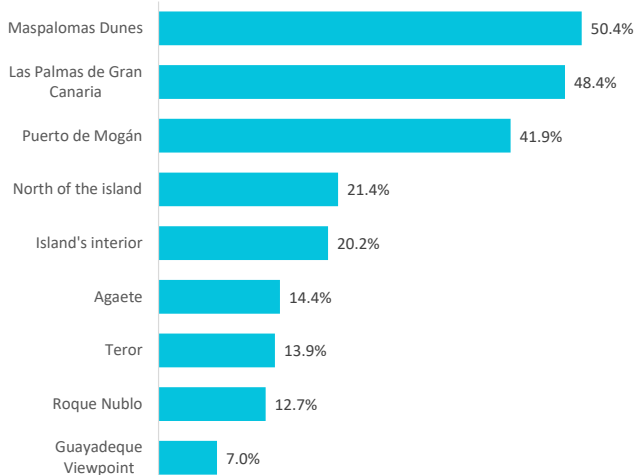
LANZAROTE



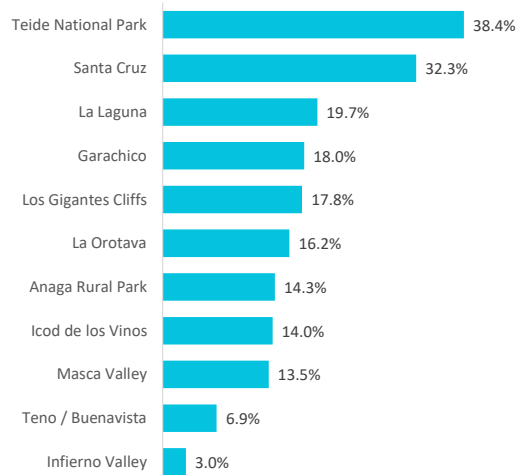
FUERTEVENTURA



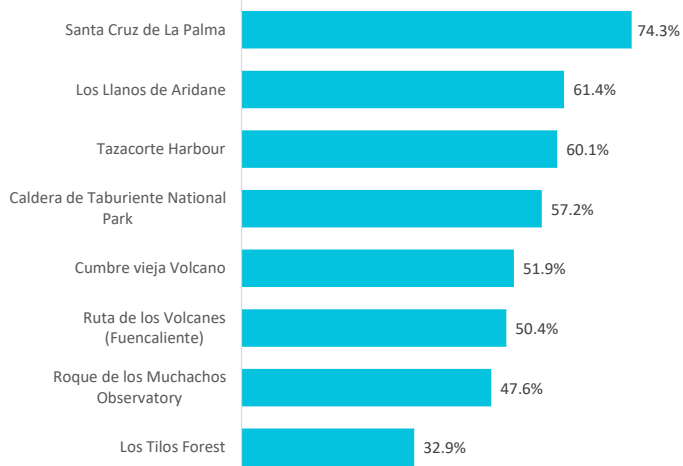
GRAN CANARIA



TENERIFE



LA PALMA



Tourist profile

CANARY ISLANDS AND ISLANDS: 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?

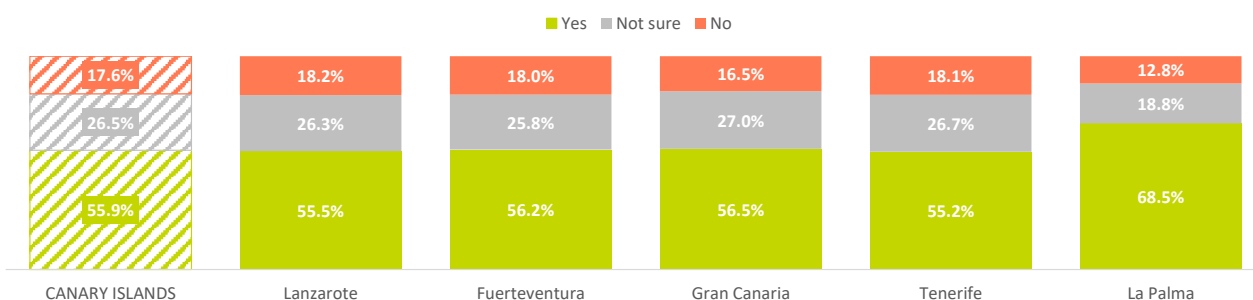
	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	48.2%	47.9%	48.6%	46.2%	49.4%	51.6%
No	31.8%	32.6%	31.0%	32.1%	31.6%	26.8%
Not remember	20.0%	19.5%	20.4%	21.7%	19.0%	21.6%

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

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	20.9%	22.8%	21.5%	20.5%	20.5%	13.5%
No	79.1%	77.2%	78.5%	79.5%	79.5%	86.5%

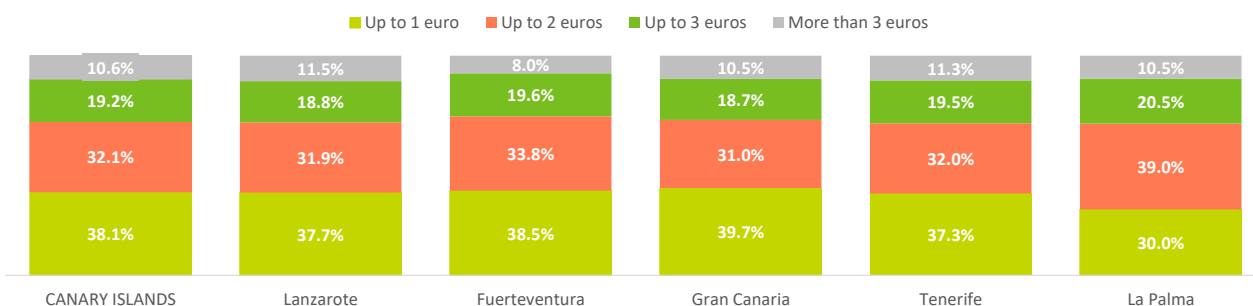
Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	55.9%	55.5%	56.2%	56.5%	55.2%	68.5%
- For any purpose	13.0%	13.3%	11.9%	14.1%	12.4%	19.7%
- Improve living conditions	9.4%	8.2%	9.4%	10.4%	9.4%	10.0%
- Improve economic development	4.5%	5.3%	4.8%	4.5%	4.0%	4.3%
- Improve the environment	17.6%	17.2%	19.0%	15.8%	18.1%	24.6%
- Improve the tourist environment	5.1%	5.0%	5.2%	5.1%	5.0%	3.9%
- Other purposes	6.3%	6.5%	6.0%	6.6%	6.2%	5.9%
Not sure	26.5%	26.3%	25.8%	27.0%	26.7%	18.8%
No	17.6%	18.2%	18.0%	16.5%	18.1%	12.8%



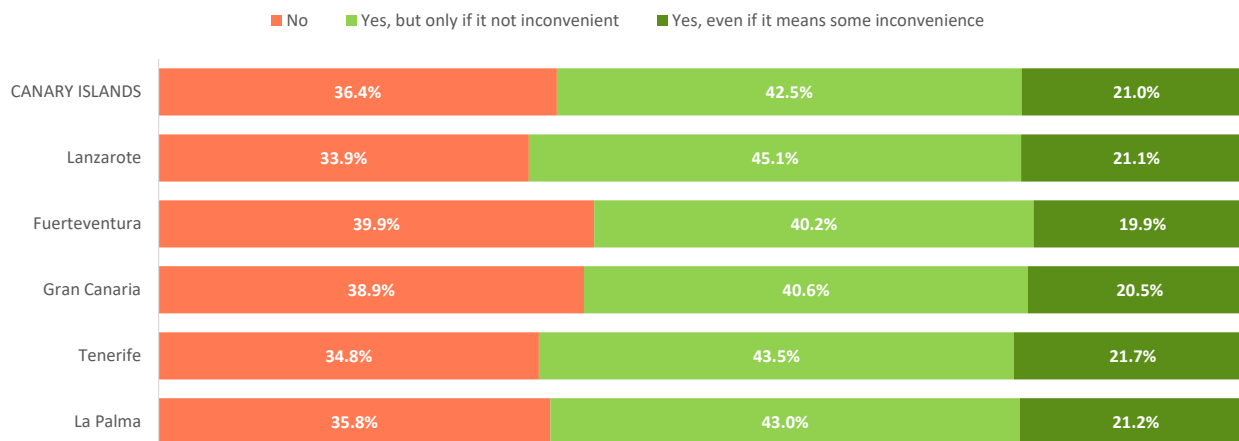
How much would they be willing to pay?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	38.1%	37.7%	38.5%	39.7%	37.3%	30.0%
Up to 2 euros	32.1%	31.9%	33.8%	31.0%	32.0%	39.0%
Up to 3 euros	19.2%	18.8%	19.6%	18.7%	19.5%	20.5%
More than 3 euros	10.6%	11.5%	8.0%	10.5%	11.3%	10.5%

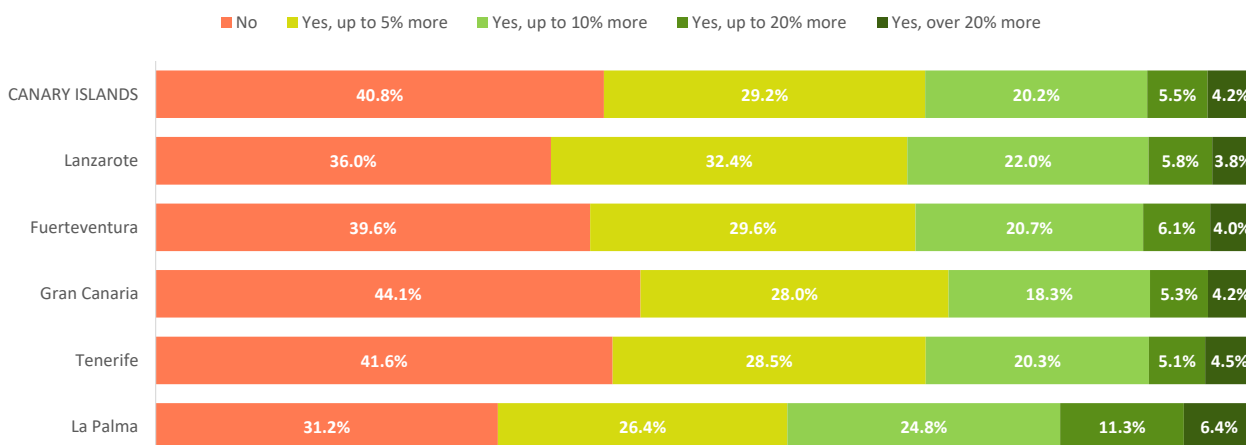


SUSTAINABLE DESTINATION (DATA = 2023)

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?



Perception of the following sustainability measures during their stay *

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.03	8.17	7.85	7.98	8.07	8.20
Tolerance towards tourism	8.55	8.66	8.58	8.56	8.50	8.63
Cleanliness of the island	8.25	8.65	8.23	8.04	8.20	8.56
Air quality	8.46	8.73	8.63	8.30	8.36	8.90
Rational water consumption	7.58	7.83	7.47	7.48	7.58	7.63
Energy saving	7.06	7.28	6.99	7.01	7.03	7.11
Use of renewable energy	7.03	7.16	6.82	7.26	6.89	6.77
Recycling	7.07	7.33	6.99	6.95	7.07	6.70
Easy to get around by public transport	7.49	7.54	6.98	7.75	7.50	7.20
Overcrowding in tourist areas	6.58	6.59	6.37	6.62	6.63	6.64
Supply of local products	7.20	7.31	7.05	7.13	7.24	7.53

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