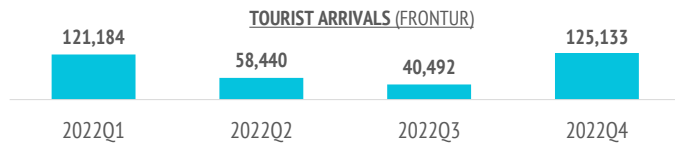


TOURIST PROFILE BY QUARTER OF TRIP (2022)

DENMARK

How many are they and how much do they spend?

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|---|------------|-----------|-----------|------------|------------|
| TOURISTS | | | | | |
| Tourist arrivals (FRONTUR) (K) | 121 | 58 | 40 | 125 | 345 |
| Tourist arrivals > 15 years old (EGT) (K) | 101 | 49 | 35 | 105 | 290 |
| - book holiday package (K) | 85 | 42 | 28 | 68 | 223 |
| - do not book holiday package (K) | 16 | 7 | 7 | 37 | 67 |
| - % tourists who book holiday package | 84.4% | -- | -- | 64.5% | 76.7% |



| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|--|--------------|--------|--------|--------------|--------------|
| Expenditure per tourist (€) | 1,437 | -- | -- | 1,263 | 1,387 |
| - book holiday package | 1,480 | -- | -- | 1,378 | 1,448 |
| - holiday package | 1,228 | -- | -- | 1,139 | 1,238 |
| - others | 252 | -- | -- | 240 | 210 |
| - do not book holiday package | 1,206 | -- | -- | 1,054 | 1,186 |
| - flight | 327 | -- | -- | 380 | 377 |
| - accommodation | 436 | -- | -- | 171 | 305 |
| - others | 442 | -- | -- | 503 | 503 |
| Average length of stay | 8.41 | -- | -- | 8.73 | 8.48 |
| - book holiday package | 8.04 | -- | -- | 7.59 | 7.92 |
| - do not book holiday package | 10.41 | -- | -- | 10.82 | 10.33 |
| Average daily expenditure (€) | 186.4 | -- | -- | 160.0 | 176.8 |
| - book holiday package | 193.6 | -- | -- | 184.0 | 189.6 |
| - do not book holiday package | 147.5 | -- | -- | 116.5 | 134.7 |
| Total turnover (> 15 years old) (€m) | 145 | -- | -- | 133 | 402 |
| - book holiday package | 126 | -- | -- | 94 | 322 |
| - do not book holiday package | 19 | -- | -- | 39 | 80 |

What is the main motivation for their holidays?

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|-------------------------|--------|--------|--------|--------|-------|
| Rest | 59.4% | -- | -- | 49.1% | 54.9% |
| Enjoy family time | 23.5% | -- | -- | 32.1% | 27.0% |
| Have fun | 5.9% | -- | -- | 5.7% | 5.2% |
| Explore the destination | 6.9% | -- | -- | 9.5% | 7.2% |
| Practice their hobbies | 2.9% | -- | -- | 2.8% | 4.3% |
| Other reasons | 1.3% | -- | -- | 0.8% | 1.3% |

Where did they spend their main holiday last year?*

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|----------------------|--------|--------|--------|--------|-------|
| Didn't have holidays | 36.6% | -- | -- | 27.8% | 34.2% |
| Canary Islands | 13.2% | -- | -- | 23.4% | 19.4% |
| Other destination | 50.3% | -- | -- | 48.8% | 46.4% |

What other destinations do they consider for this trip?*

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|---|--------|--------|--------|--------|-------|
| None (I was clear about "this Canary Island") | 39.8% | -- | -- | 38.0% | 34.4% |
| Canary Islands (other island) | 31.8% | -- | -- | 28.6% | 28.0% |
| Other destination | 28.4% | -- | -- | 33.4% | 37.7% |

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Importance of each factor in the destination choice

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|----------------------|--------|--------|--------|--------|-------|
| Climate | 79.9% | -- | -- | 75.3% | 76.1% |
| Accommodation supply | 38.2% | -- | -- | 37.8% | 36.6% |
| Tranquility | 35.4% | -- | -- | 31.5% | 33.0% |
| Sea | 30.1% | -- | -- | 34.6% | 31.6% |
| Safety | 38.3% | -- | -- | 23.3% | 30.6% |
| European belonging | 40.6% | -- | -- | 23.1% | 29.2% |
| Price | 28.0% | -- | -- | 27.6% | 27.0% |
| Fun possibilities | 28.7% | -- | -- | 20.2% | 25.3% |
| Beaches | 26.8% | -- | -- | 24.0% | 24.7% |
| Environment | 23.6% | -- | -- | 24.0% | 23.5% |
| Landscapes | 19.2% | -- | -- | 22.3% | 20.8% |
| Exoticism | 15.3% | -- | -- | 12.4% | 13.6% |
| Gastronomy | 13.3% | -- | -- | 13.9% | 13.5% |
| Authenticity | 16.6% | -- | -- | 11.9% | 13.0% |
| Hiking trail network | 10.4% | -- | -- | 9.8% | 8.9% |
| Effortless trip | 9.1% | -- | -- | 5.4% | 6.7% |
| Shopping | 4.2% | -- | -- | 7.1% | 5.4% |
| Culture | 1.7% | -- | -- | 3.4% | 3.2% |
| Nightlife | 4.4% | -- | -- | 2.9% | 2.7% |
| Historical heritage | 0.8% | -- | -- | 1.6% | 2.4% |

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|------------------------|--------|--------|--------|--------|-------|
| The same day | 0.0% | -- | -- | 2.1% | 1.0% |
| Between 1 and 30 days | 32.4% | -- | -- | 33.1% | 30.4% |
| Between 1 and 2 months | 29.3% | -- | -- | 23.3% | 26.6% |
| Between 3 and 6 months | 28.4% | -- | -- | 29.8% | 29.6% |
| More than 6 months | 9.9% | -- | -- | 11.7% | 12.4% |

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

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|--------------------------------------|--------|--------|--------|--------|-------|
| Previous visits to the Canary Island | 53.5% | -- | -- | 52.2% | 53.3% |
| Friends or relatives | 18.2% | -- | -- | 24.3% | 22.1% |
| Internet or social media | 52.1% | -- | -- | 50.3% | 49.4% |
| Mass Media | 2.2% | -- | -- | 0.9% | 1.4% |
| Travel guides and magazines | 5.1% | -- | -- | 1.0% | 2.9% |
| Travel Blogs or Forums | 4.5% | -- | -- | 2.8% | 3.5% |
| Travel TV Channels | 0.0% | -- | -- | 0.8% | 0.3% |
| Tour Operator or Travel Agency | 42.6% | -- | -- | 28.9% | 33.6% |
| Public administrations or similar | 2.1% | -- | -- | 3.9% | 2.4% |
| Others | 0.7% | -- | -- | 1.7% | 1.4% |

* Multi-choice question

With whom did they book their flight and accommodation?

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|-----------------------------------|--------|--------|--------|--------|-------|
| Flight | | | | | |
| - Directly with the airline | 17.1% | -- | -- | 27.5% | 22.3% |
| - Tour Operator or Travel Agency | 82.9% | -- | -- | 72.5% | 77.7% |
| Accommodation | | | | | |
| - Directly with the accommodation | 14.6% | -- | -- | 21.3% | 18.5% |
| - Tour Operator or Travel Agency | 85.4% | -- | -- | 78.7% | 81.5% |

TOURIST PROFILE BY QUARTER OF TRIP (2022)

DENMARK

Where do they stay?



| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|---------------------------------------|--------|--------|--------|--------|--------------|
| 1-2-3* Hotel | 25.2% | -- | -- | 12.6% | 23.1% |
| 4* Hotel | 48.3% | -- | -- | 41.0% | 42.8% |
| 5* Hotel / 5* Luxury Hotel | 3.6% | -- | -- | 4.9% | 4.4% |
| Aparthotel / Tourist Villa | 14.5% | -- | -- | 19.8% | 16.4% |
| House/room rented in a private dwelli | 2.4% | -- | -- | 2.6% | 2.9% |
| Private accommodation ⁽¹⁾ | 2.7% | -- | -- | 7.6% | 3.8% |
| Others (Cottage, cruise, camping,...) | 3.3% | -- | -- | 11.5% | 6.6% |

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

What do they book?



| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|-------------------|--------|--------|--------|--------|--------------|
| Room only | 21.8% | -- | -- | 32.6% | 27.2% |
| Bed and Breakfast | 17.6% | -- | -- | 13.5% | 17.0% |
| Half board | 11.9% | -- | -- | 17.4% | 15.9% |
| Full board | 2.6% | -- | -- | 4.0% | 4.7% |
| All inclusive | 46.1% | -- | -- | 32.5% | 35.2% |

Who are they?



| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|--------------------------------------|--------|--------|--------|--------|--------------|
| Gender | | | | | |
| Men | 50.0% | -- | -- | 51.1% | 49.3% |
| Women | 50.0% | -- | -- | 48.9% | 50.7% |
| Age | | | | | |
| Average age (tourist > 15 years old) | 49.6 | -- | -- | 50.1 | 49.5 |
| Standard deviation | 16.6 | -- | -- | 17.3 | 16.8 |
| Age range (> 15 years old) | | | | | |
| 16 - 24 years old | 12.0% | -- | -- | 9.1% | 9.9% |
| 25 - 30 years old | 5.0% | -- | -- | 11.0% | 7.9% |
| 31 - 45 years old | 21.4% | -- | -- | 16.5% | 21.6% |
| 46 - 60 years old | 32.9% | -- | -- | 30.9% | 30.0% |
| Over 60 years old | 28.6% | -- | -- | 32.5% | 30.6% |
| Occupation | | | | | |
| Salaried worker | 53.6% | -- | -- | 45.4% | 52.6% |
| Self-employed | 10.5% | -- | -- | 12.2% | 9.9% |
| Unemployed | 1.9% | -- | -- | 3.1% | 1.8% |
| Business owner | 11.3% | -- | -- | 9.4% | 9.2% |
| Student | 4.6% | -- | -- | 4.1% | 4.1% |
| Retired | 18.0% | -- | -- | 25.7% | 21.9% |
| Unpaid domestic work | 0.1% | -- | -- | 0.0% | 0.0% |
| Others | 0.0% | -- | -- | 0.1% | 0.4% |
| Annual household income level | | | | | |
| Less than €25,000 | 5.6% | -- | -- | 10.3% | 8.1% |
| €25,000 - €49,999 | 17.6% | -- | -- | 22.4% | 20.6% |
| €50,000 - €74,999 | 30.9% | -- | -- | 37.5% | 32.2% |
| More than €74,999 | 46.0% | -- | -- | 29.9% | 39.0% |
| Education level | | | | | |
| No studies | 1.2% | -- | -- | 1.8% | 1.5% |
| Primary education | 1.4% | -- | -- | 2.0% | 2.5% |
| Secondary education | 10.8% | -- | -- | 10.2% | 10.2% |
| Higher education | 86.7% | -- | -- | 85.9% | 85.8% |

Other expenses



| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | TOTAL |
|-----------------------------------|--------|--------|--------|--------|--------------|
| Restaurants or cafes | 58.3% | -- | -- | 64.2% | 62.3% |
| Supermarkets | 45.8% | -- | -- | 48.3% | 48.4% |
| Car rental | 26.8% | -- | -- | 18.8% | 21.9% |
| Organized excursions | 13.6% | -- | -- | 14.8% | 14.9% |
| Taxi, transfer, chauffeur service | 67.4% | -- | -- | 61.9% | 65.2% |
| Theme Parks | 6.5% | -- | -- | 4.9% | 5.6% |
| Sport activities | 6.9% | -- | -- | 7.2% | 7.0% |
| Museums | 3.9% | -- | -- | 3.9% | 3.2% |
| Flights between islands | 0.7% | -- | -- | 1.9% | 1.8% |

Activities in the Canary Islands



| Outdoor time per day | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|----------------------|--------|--------|--------|--------|--------------|
| 0 hours | 5.4% | -- | -- | 8.8% | 8.9% |
| 1 - 2 hours | 17.7% | -- | -- | 14.9% | 17.9% |
| 3 - 6 hours | 40.7% | -- | -- | 39.6% | 37.0% |
| 7 - 12 hours | 32.9% | -- | -- | 31.6% | 30.3% |
| More than 12 hours | 3.2% | -- | -- | 5.2% | 5.8% |

| Activities in the Canary Islands | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|------------------------------------|--------|--------|--------|--------|--------------|
| Walk, wander | 71.9% | -- | -- | 74.3% | 72.7% |
| Swimming pool, hotel facilities | 70.1% | -- | -- | 67.1% | 70.2% |
| Beach | 56.3% | -- | -- | 53.1% | 54.1% |
| Explore the island on their own | 56.6% | -- | -- | 52.5% | 53.2% |
| Taste Canarian gastronomy | 16.8% | -- | -- | 16.9% | 18.6% |
| Hiking | 16.0% | -- | -- | 15.4% | 15.6% |
| Organized excursions | 13.3% | -- | -- | 10.9% | 12.9% |
| Running | 10.8% | -- | -- | 10.9% | 11.2% |
| Nightlife / concerts / shows | 8.9% | -- | -- | 15.1% | 10.5% |
| Practice other sports | 6.9% | -- | -- | 7.8% | 9.6% |
| Sea excursions / whale watching | 10.6% | -- | -- | 7.3% | 8.9% |
| Swim | 17.0% | -- | -- | 1.8% | 8.4% |
| Theme parks | 9.2% | -- | -- | 7.0% | 7.9% |
| Beauty and health treatments | 7.2% | -- | -- | 7.0% | 6.8% |
| Museums / exhibitions | 5.5% | -- | -- | 7.3% | 5.9% |
| Wineries / markets / popular festi | 5.2% | -- | -- | 7.6% | 5.7% |
| Cycling / Mountain bike | 6.0% | -- | -- | 1.6% | 4.3% |
| Windsurf / Kitesurf | 3.7% | -- | -- | 3.2% | 4.1% |
| Other Nature Activities | 4.1% | -- | -- | 2.7% | 3.8% |
| Astronomical observation | 2.8% | -- | -- | 4.1% | 3.5% |
| Surf | 2.2% | -- | -- | 3.3% | 3.2% |
| Scuba Diving | 3.5% | -- | -- | 1.2% | 2.4% |
| Golf | 2.2% | -- | -- | 1.0% | 2.3% |

* Multi-choice question

Where does the flight come from?



| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|------------------|--------|--------|--------|--------|--------------|
| Denmark | 97.4% | -- | -- | 91.8% | 92.7% |
| Spanish Mainland | 0.1% | -- | -- | 3.1% | 2.2% |
| Germany | 1.3% | -- | -- | 0.3% | 1.5% |
| Switzerland | 0.0% | -- | -- | 2.4% | 1.1% |
| Others | 1.1% | -- | -- | 2.4% | 2.5% |

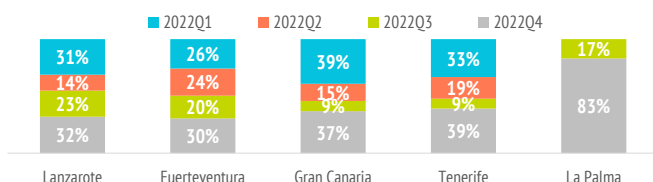
TOURIST PROFILE BY QUARTER OF TRIP (2022)

DENMARK

Which island do they choose?

| Tourists (> 15 years old) | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|---------------------------|--------|--------|--------|--------|----------------|
| Lanzarote | 13,967 | 6,227 | 10,251 | 14,336 | 44,781 |
| Fuerteventura | 6,839 | 6,338 | 5,314 | 8,096 | 26,586 |
| Gran Canaria | 47,889 | 18,497 | 10,936 | 45,160 | 122,481 |
| Tenerife | 30,809 | 17,699 | 7,964 | 36,273 | 92,745 |
| La Palma | 0 | 0 | 304 | 1,492 | 1,796 |

% TOURISTS BY ISLAND AND QUARTER OF TRIP



How many islands do they visit during their trip?

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|-----------------------|--------|--------|--------|--------|--------------|
| One island | 96.9% | -- | -- | 96.3% | 96.3% |
| Two islands | 3.1% | -- | -- | 3.7% | 3.7% |
| Three or more islands | 0.0% | -- | -- | 0.0% | 0.0% |

Sustainable destination

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

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|--|--------|--------|--------|--------|--------------|
| No | 56.4% | -- | -- | | 54.2% |
| Yes, even if it means some inconvenience | 12.5% | -- | -- | | 13.9% |
| Yes, but only if it is not inconvenient | 31.1% | -- | -- | | 31.9% |

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

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|---------------------|--------|--------|--------|--------|--------------|
| No | 31.0% | -- | -- | 36.2% | 35.5% |
| Yes, up to 5% more | 32.2% | -- | -- | 33.0% | 31.3% |
| Yes, up to 10% more | 29.6% | -- | -- | 25.2% | 26.7% |
| Yes, up to 20% more | 4.7% | -- | -- | 4.2% | 4.4% |
| Yes, over 20% more | 2.5% | -- | -- | 1.5% | 2.0% |

| Perception during their stay* | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|--|--------|--------|--------|--------|------------|
| Quality of life on the island | 8.0 | -- | -- | 7.8 | 7.8 |
| Tolerance towards tourism | 8.6 | -- | -- | 8.5 | 8.5 |
| Cleanliness of the island | 8.7 | -- | -- | 8.3 | 8.5 |
| Air quality | 8.6 | -- | -- | 8.2 | 8.3 |
| Rational water consumption | 7.4 | -- | -- | 7.1 | 7.2 |
| Energy saving | 6.8 | -- | -- | 6.6 | 6.6 |
| Use of renewable energy | 7.1 | -- | -- | 6.9 | 7.0 |
| Recycling | 7.0 | -- | -- | 6.8 | 6.8 |
| Easy to get around by public transport | 7.0 | -- | -- | 6.6 | 6.8 |
| Overcrowding in tourist areas | 6.8 | -- | -- | 6.8 | 6.6 |
| Supply of local products | 6.6 | -- | -- | 6.8 | 6.7 |

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

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

| Share by islands | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|------------------|--------|--------|--------|--------|--------------|
| Lanzarote | 14.0% | 12.8% | 29.5% | 13.6% | 15.5% |
| Fuerteventura | 6.9% | 13.0% | 15.3% | 7.7% | 9.2% |
| Gran Canaria | 48.1% | 37.9% | 31.5% | 42.9% | 42.5% |
| Tenerife | 31.0% | 36.3% | 22.9% | 34.4% | 32.2% |
| La Palma | 0.0% | 0.0% | 0.9% | 1.4% | 0.6% |

How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|-------------------------------------|--------|--------|--------|--------|--------------|
| Average rating | 8.91 | -- | -- | 8.71 | 8.77 |
| Experience in the Canary Islands | | | | | |
| Worse or much worse than expected | 0.7% | -- | -- | 2.2% | 1.9% |
| Lived up to expectations | 60.9% | -- | -- | 67.5% | 64.6% |
| Better or much better than expected | 38.4% | -- | -- | 30.3% | 33.5% |

| Future intentions (scale 1-10) | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|---------------------------------------|--------|--------|--------|--------|-------------|
| Return to the Canary Islands | 9.00 | -- | -- | 9.00 | 8.94 |
| Recommend visiting the Canary Islands | 9.16 | -- | -- | 9.08 | 9.05 |

How many are loyal to the Canary Islands?

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|--|--------|--------|--------|--------|--------------|
| Repeat tourists | 73.9% | -- | -- | 78.8% | 75.9% |
| At least 10 previous visits | 19.7% | -- | -- | 24.8% | 21.9% |
| Repeat tourists (last 5 years) | 65.5% | -- | -- | 71.9% | 66.9% |
| Repeat tourists (last 5 years)(5 or more visits) | 9.1% | -- | -- | 12.1% | 10.8% |

Who do they come with?

| | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|-------------------------------------|--------|--------|--------|--------|--------------|
| Unaccompanied | 7.2% | -- | -- | 13.1% | 9.0% |
| Only with partner | 47.5% | -- | -- | 44.9% | 44.7% |
| Only with children (< 13 years old) | 6.8% | -- | -- | 4.4% | 5.9% |
| Partner + children (< 13 years old) | 7.6% | -- | -- | 3.4% | 6.4% |
| Other relatives | 9.3% | -- | -- | 15.5% | 11.2% |
| Friends | 5.9% | -- | -- | 3.9% | 5.1% |
| Work colleagues | 0.4% | -- | -- | 0.5% | 0.3% |
| Organized trip | 0.4% | -- | -- | 1.1% | 0.6% |
| Other combinations ⁽¹⁾ | 14.9% | -- | -- | 13.1% | 16.8% |

(1) Different situations have been isolated

| Tourists with children | 2022Q1 | 2022Q2 | 2022Q3 | 2022Q4 | 2022 |
|----------------------------------|--------------|--------|--------|--------------|--------------|
| - Between 0 and 2 years old | 0.8% | -- | -- | 5.0% | 2.5% |
| - Between 3 and 12 years old | 18.0% | -- | -- | 8.8% | 15.2% |
| - Between 0-2 and 3-12 years old | 1.7% | -- | -- | 1.7% | 2.5% |
| Tourists without children | 79.5% | -- | -- | 84.5% | 79.8% |
| Group composition: | | | | | |
| - 1 person | 9.4% | -- | -- | 15.4% | 11.1% |
| - 2 people | 58.6% | -- | -- | 56.2% | 54.8% |
| - 3 people | 7.4% | -- | -- | 11.6% | 10.1% |
| - 4 or 5 people | 16.8% | -- | -- | 6.7% | 14.9% |
| - 6 or more people | 7.7% | -- | -- | 10.1% | 8.9% |
| Average group size: | 2.76 | -- | -- | 2.78 | 2.87 |

*People who share the main expenses of the trip