

TOURIST PROFILE BY ISLAND OF STAY (2022)

FRANCE



How many are they and how much do they spend?



	LZ	FUE	GC	TFE	LP
TOURISTS					
Tourist arrivals (FRONTUR) (*)	181	142	133	311	4
Tourist arrivals > 15 years old (EGT) (*)	161	126	119	278	4
- book holiday package (*)	56	73	46	77	1
- do not book holiday package (*)	105	53	73	200	2
- % tourists who book holiday package	34.6%	58.2%	38.7%	27.9%	34.3%

(*) Thousands of tourists



	LZ	FUE	GC	TFE	LP
Expenditure per tourist (€)	1,155	1,227	1,280	1,238	961
- book holiday package	1,320	1,236	1,520	1,395	1,118
- holiday package	1,117	1,085	1,270	1,141	896
- others	203	152	250	254	223
- do not book holiday package	1,067	1,213	1,129	1,178	879
- flight	283	301	293	303	243
- accommodation	411	528	417	408	358
- others	372	384	419	467	278
Average length of stay	7.83	8.55	9.08	9.15	9.90
- book holiday package	8.02	7.78	8.82	7.80	7.34
- do not book holiday package	7.73	9.62	9.24	9.67	11.24
Average daily expenditure (€)	157.5	154.4	156.7	152.4	128.6
- book holiday package	171.2	167.5	190.8	190.1	152.6
- do not book holiday package	150.2	136.3	135.1	137.8	116.1
Total turnover (> 15 years old) (€m)	186	155	153	344	4
- book holiday package	73	91	70	108	1
- do not book holiday package	112	64	82	236	2

Where did they spend their main holiday last year?*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	24.9%	26.5%	24.1%	24.3%	17.7%
Canary Islands	8.0%	10.8%	15.1%	13.2%	13.6%
Other destination	67.1%	62.7%	60.8%	62.5%	68.7%

What other destinations did they consider for this trip?*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	23.5%	26.4%	25.7%	32.0%	12.9%
Canary Islands (other island)	23.7%	28.9%	23.9%	22.7%	32.7%
Other destination	52.8%	44.7%	50.4%	45.3%	54.3%

*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.

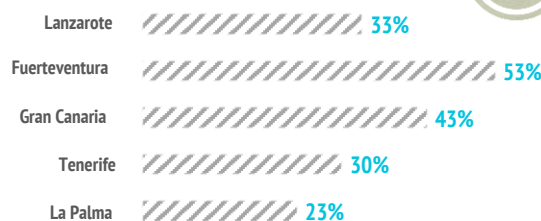
Importance of each factor in the destination choice



	LZ	FUE	GC	TFE	LP
Climate	72.8%	76.5%	75.9%	73.2%	72.2%
Landscapes	62.0%	44.2%	50.2%	65.6%	77.0%
Sea	47.2%	60.0%	49.8%	46.6%	41.3%
Tranquility	50.9%	51.2%	52.3%	45.7%	71.0%
Safety	43.9%	45.7%	48.2%	44.1%	55.8%
Environment	46.5%	33.7%	35.1%	48.9%	48.0%
Price	39.4%	42.9%	46.1%	37.0%	40.4%
European belonging	32.8%	38.0%	41.7%	39.1%	34.6%
Beaches	33.1%	52.9%	42.7%	30.1%	23.4%
Accommodation supply	36.5%	44.1%	40.6%	32.5%	42.2%
Authenticity	40.2%	25.8%	31.6%	34.9%	49.1%
Effortless trip	24.2%	27.7%	29.7%	27.2%	33.4%
Exoticism	25.1%	19.9%	24.8%	24.3%	23.9%
Gastronomy	21.1%	18.6%	28.2%	21.0%	37.1%
Fun possibilities	13.0%	19.4%	22.6%	16.9%	6.0%
Hiking trail network	17.3%	9.7%	15.7%	20.0%	18.9%
Historical heritage	21.6%	8.5%	17.5%	14.4%	3.5%
Culture	17.9%	7.0%	14.9%	11.4%	3.4%
Shopping	8.7%	14.4%	13.8%	8.3%	9.4%
Nightlife	4.2%	8.8%	12.5%	7.0%	0.5%

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

% TOURISTS WHO CHOOSE BEACHES



What is the main motivation for their holidays?

	LZ	FUE	GC	TFE	LP
Rest	24.2%	39.3%	44.5%	24.6%	31.7%
Enjoy family time	9.1%	8.9%	10.5%	14.4%	2.7%
Have fun	2.5%	3.8%	8.5%	3.1%	1.4%
Explore the destination	61.0%	36.8%	32.2%	54.1%	60.7%
Practice their hobbies	2.3%	6.9%	1.4%	2.4%	2.6%
Other reasons	0.9%	4.3%	3.0%	1.4%	1.0%

How far in advance do they book their trip?

	LZ	FUE	GC	TFE	LP
The same day	1.4%	0.7%	0.9%	1.2%	0.8%
Between 1 and 30 days	24.8%	33.8%	32.0%	26.7%	29.4%
Between 1 and 2 months	25.7%	26.7%	27.2%	30.1%	35.9%
Between 3 and 6 months	37.5%	30.9%	32.5%	31.1%	31.2%
More than 6 months	10.6%	7.9%	7.5%	11.0%	2.7%

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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	26.4%	28.6%	36.2%	30.0%	35.2%
Friends or relatives	27.5%	18.2%	25.7%	31.6%	26.6%
Internet or social media	65.6%	55.2%	48.7%	60.7%	59.5%
Mass Media	3.2%	1.6%	2.4%	1.5%	7.2%
Travel guides and magazines	21.0%	5.8%	11.0%	19.6%	7.9%
Travel Blogs or Forums	16.2%	6.9%	8.3%	13.9%	16.1%
Travel TV Channels	0.3%	0.0%	0.3%	0.1%	0.0%
Tour Operator or Travel Agency	22.2%	24.3%	18.6%	15.7%	8.6%
Public administrations or similar	0.1%	0.3%	1.0%	0.6%	0.0%
Others	1.5%	2.3%	3.2%	3.7%	2.7%

* Multi-choice question

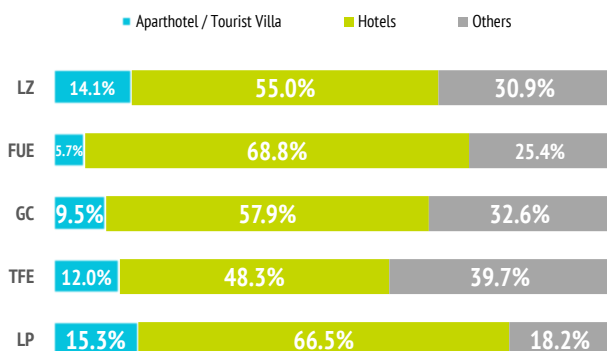
With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
Flight					
- Directly with the airline	59.4%	44.3%	54.6%	65.0%	55.2%
- Tour Operator or Travel Agency	40.6%	55.7%	45.4%	35.0%	44.8%
Accommodation					
- Directly with the accommodation	46.9%	38.2%	40.2%	47.7%	55.1%
- Tour Operator or Travel Agency	53.1%	61.8%	59.8%	52.3%	44.9%

Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	10.6%	11.7%	10.2%	6.5%	-
4* Hotel	33.2%	52.8%	37.9%	34.7%	66.5%
5* Hotel / 5* Luxury Hotel	11.1%	4.3%	9.8%	7.1%	-
Aparthotel / Tourist Villa	14.1%	5.7%	9.5%	12.0%	15.3%
House/room rented in a private dwelling	16.2%	10.2%	11.3%	20.1%	4.7%
Private accommodation (1)	3.2%	1.4%	7.7%	9.5%	8.4%
Others (Cottage, cruise, camping,...)	11.5%	13.9%	13.6%	10.2%	5.1%

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



What do they book?

	LZ	FUE	GC	TFE	LP
Room only	32.3%	17.7%	35.4%	39.1%	25.0%
Bed and Breakfast	9.1%	4.3%	13.4%	12.9%	5.9%
Half board	17.9%	10.7%	14.8%	16.2%	18.9%
Full board	7.2%	13.5%	7.0%	6.0%	5.5%
All inclusive	33.5%	53.7%	29.4%	25.8%	44.7%

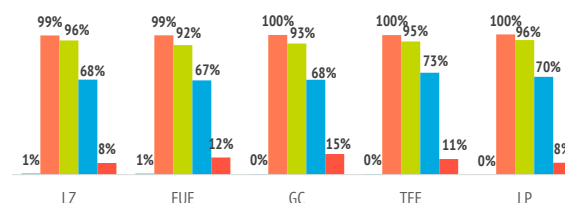
Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	69.5%	42.7%	59.4%	69.6%	57.9%
Supermarkets	52.7%	35.4%	50.2%	57.0%	53.0%
Car rental	60.3%	33.5%	33.6%	61.2%	67.1%
Organized excursions	41.5%	28.7%	25.2%	43.4%	33.9%
Taxi, transfer, chauffeur service	34.9%	49.7%	42.0%	33.5%	12.3%
Theme Parks	4.6%	3.0%	4.3%	21.4%	0.4%
Sport activities	10.4%	9.0%	6.4%	7.6%	5.1%
Museums	30.6%	2.7%	8.0%	7.6%	9.8%
Flights between islands	9.8%	9.3%	8.3%	8.6%	8.0%

Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	0.8%	0.7%	0.5%	0.5%	0.1%
1 - 2 hours	3.6%	7.0%	6.1%	4.6%	4.0%
3 - 6 hours	27.9%	25.2%	25.9%	22.3%	26.2%
7 - 12 hours	59.4%	54.9%	52.9%	61.5%	61.2%
More than 12 hours	8.3%	12.2%	14.7%	11.1%	8.5%

0 hours More than 1 hour More than 3 hours More than 7 hours More than 12 hours



Activities in the Canary Islands

	LZ	FUE	GC	TFE	LP
Beach	76.7%	80.8%	77.4%	72.4%	74.2%
Walk, wander	74.3%	66.4%	70.9%	78.0%	72.1%
Explore the island on their own	71.8%	54.7%	57.2%	69.3%	69.2%
Swimming pool, hotel facilities	61.6%	70.0%	57.1%	55.6%	76.2%
Hiking	35.6%	24.9%	26.2%	42.6%	38.3%
Organized excursions	26.4%	28.0%	18.7%	23.8%	23.6%
Sea excursions / whale watching	13.4%	14.5%	11.6%	31.3%	13.4%
Museums / exhibitions	42.9%	6.1%	18.1%	13.4%	14.2%
Wineries / markets / popular festi	30.0%	7.2%	9.6%	11.5%	18.0%
Theme parks	5.6%	8.3%	8.1%	25.1%	6.1%
Taste Canarian gastronomy	14.2%	10.5%	13.8%	15.0%	17.6%
Other Nature Activities	12.1%	9.3%	7.0%	16.2%	16.5%
Nightlife / concerts / shows	8.3%	8.9%	19.0%	12.4%	4.1%
Beauty and health treatments	8.1%	6.9%	12.8%	9.3%	6.2%
Running	10.1%	5.8%	9.1%	6.5%	9.1%
Scuba Diving	9.7%	5.6%	6.2%	4.8%	6.8%
Surf	6.1%	6.9%	3.3%	5.2%	0.0%
Swim	4.8%	5.7%	3.0%	6.1%	1.1%
Practice other sports	5.3%	7.1%	2.7%	5.1%	5.6%
Astronomical observation	1.5%	2.4%	2.6%	3.9%	15.3%
Cycling / Mountain bike	3.6%	3.0%	1.2%	1.5%	0.0%
Windsurf / Kitesurf	1.2%	4.7%	1.5%	1.3%	0.0%
Golf	1.2%	0.7%	1.1%	1.0%	1.0%

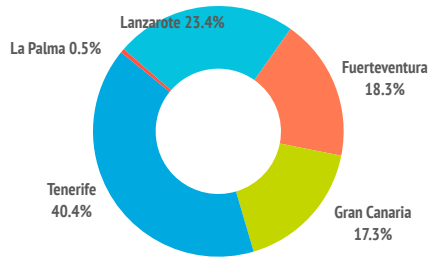
* Multi-choice question

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Which island do they choose?

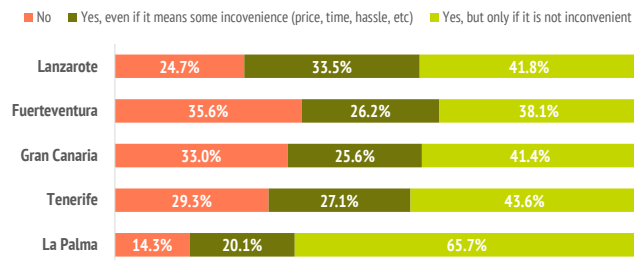


How many islands do they visit during their trip?

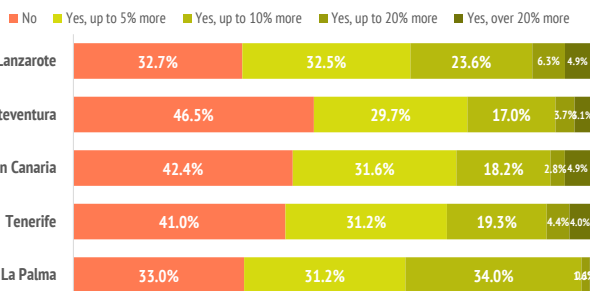
	LZ	FUE	GC	TFE	LP
One island	88.7%	79.6%	85.8%	88.0%	87.6%
Two islands	10.3%	16.2%	12.0%	9.6%	11.9%
Three or more islands	1.0%	4.1%	2.2%	2.4%	0.5%

Sustainable destination

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 during their stay*

	LZ	FUE	GC	TFE	LP
Quality of life on the island	8.21	7.99	7.96	8.02	8.02
Tolerance towards tourism	8.52	8.37	8.51	8.31	8.51
Cleanliness of the island	8.68	8.23	7.92	8.12	8.44
Air quality	8.55	8.41	8.16	8.30	8.63
Rational water consumption	7.53	7.32	7.39	7.29	7.39
Energy saving	7.07	6.74	6.72	6.71	6.90
Use of renewable energy	6.85	6.83	7.20	6.84	6.49
Recycling	7.04	6.95	7.01	6.90	6.89
Easy to get around by public transport	7.40	7.03	7.74	7.26	6.43
Overcrowding in tourist areas	6.78	6.81	6.80	6.71	6.47
Supply of local products	7.21	7.13	7.31	7.34	7.47

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

Which is the most visited place on each island?



The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	8.76	8.45	8.59	8.62	9.11

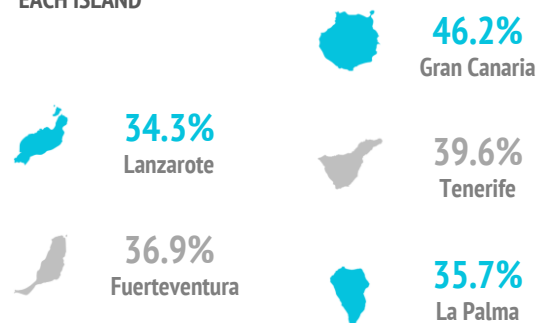
Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	3.1%	6.6%	6.2%	5.1%	1.4%
Lived up to expectations	60.1%	65.4%	67.6%	56.7%	46.1%
Better or much better than expected	36.8%	28.0%	26.2%	38.2%	52.5%

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	8.22	7.83	8.28	8.23	8.91
Recommend visiting the Canary Islands	8.87	8.42	8.70	8.83	9.30

How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	34.3%	36.9%	46.2%	39.6%	35.7%
At least 10 previous visits	1.5%	2.4%	5.8%	6.1%	0.1%
Repeat tourists	41.7%	44.6%	53.3%	43.5%	56.2%
At least 10 previous visits	4.0%	4.0%	10.5%	8.2%	3.5%

REPEAT TOURIST OF EACH ISLAND



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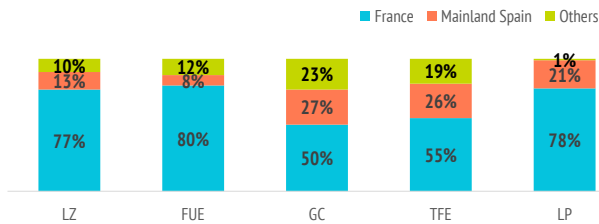


Where does the flight come from?



	LZ	FUE	GC	TFE	LP
France	76.7%	79.9%	50.3%	55.3%	77.7%
Mainland Spain	13.3%	7.8%	26.5%	26.0%	21.2%
Switzerland	2.0%	5.3%	9.2%	6.2%	-
Belgium	4.2%	0.2%	2.9%	4.6%	0.9%
Luxembourg	2.2%	2.9%	2.9%	3.8%	-
Portugal	-	1.3%	4.8%	2.3%	-
Germany	0.5%	1.2%	1.7%	0.7%	0.3%

SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



Who do they come with?

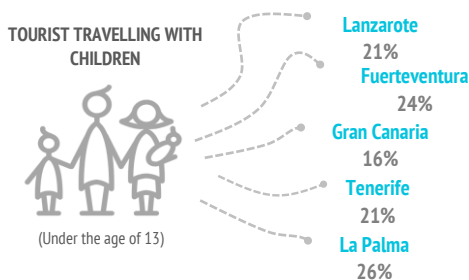


	LZ	FUE	GC	TFE	LP
Unaccompanied	4.7%	7.6%	14.3%	6.0%	9.6%
Only with partner	47.6%	38.0%	41.1%	43.7%	45.2%
Only with children (< 13 years old)	9.2%	11.5%	5.5%	7.3%	9.5%
Partner + children (< 13 years old)	6.1%	5.0%	5.8%	8.9%	14.3%
Other relatives	6.1%	10.4%	8.4%	8.9%	8.7%
Friends	5.2%	5.6%	10.8%	7.0%	3.2%
Work colleagues	0.5%	1.0%	0.8%	0.1%	0.0%
Organized trip	1.2%	0.5%	0.9%	0.8%	0.0%
Other combinations ⁽¹⁾	19.4%	20.3%	12.3%	17.3%	9.4%

(1) Different situations have been isolated

Tourists with children	21.0%	23.6%	15.7%	20.5%	25.7%
- Between 0 and 2 years old	1.4%	1.9%	1.5%	1.4%	0.0%
- Between 3 and 12 years old	18.6%	20.5%	12.4%	17.6%	25.4%
- Between 0-2 and 3-12 years	1.0%	1.1%	1.8%	1.4%	0.3%
Tourists without children	79.0%	76.4%	84.3%	79.5%	74.3%
Group composition:					
- 1 person	7.3%	8.8%	18.0%	9.3%	9.7%
- 2 people	52.5%	50.7%	51.4%	52.7%	52.5%
- 3 people	15.4%	13.6%	12.8%	11.6%	9.9%
- 4 or 5 people	22.5%	22.1%	14.8%	22.8%	24.9%
- 6 or more people	2.4%	4.8%	3.0%	3.6%	2.9%
Average group size:	2.72	2.78	2.44	2.73	2.74

*People who share the main expenses of the trip



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.

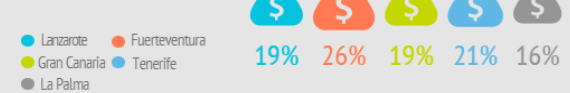
Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Men	51.5%	51.6%	54.9%	45.4%	37.5%
Women	48.5%	48.4%	45.1%	54.6%	62.5%
Age					
Average age (tourist > 15 years old)	43.6	43.7	43.7	42.6	38.1
Standard deviation	14.9	15.5	15.7	15.2	11.9
Age range (> 15 years old)					
16 - 24 years old	11.5%	12.3%	15.4%	9.7%	8.2%
25 - 30 years old	11.9%	12.9%	10.0%	18.7%	24.6%
31 - 45 years old	33.6%	30.4%	28.9%	31.9%	44.0%
46 - 60 years old	27.6%	29.6%	30.4%	25.2%	15.3%
Over 60 years old	15.4%	14.8%	15.3%	14.5%	7.9%
Occupation					
Salaried worker	59.6%	57.5%	59.3%	65.0%	72.6%
Self-employed	11.3%	11.1%	7.5%	8.0%	8.2%
Unemployed	1.1%	0.2%	0.9%	0.7%	0.7%
Business owner	9.9%	8.5%	8.4%	9.0%	6.7%
Student	5.2%	8.5%	9.7%	3.9%	4.8%
Retired	12.5%	13.6%	12.0%	12.1%	6.0%
Unpaid domestic work	0.5%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.4%	2.2%	1.2%	0.9%
Annual household income level					
Less than €25,000	15.0%	10.3%	17.0%	10.8%	18.3%
€25,000 - €49,999	35.5%	37.0%	40.0%	41.9%	50.0%
€50,000 - €74,999	30.0%	26.4%	23.6%	26.4%	15.7%
More than €74,999	19.5%	26.3%	19.4%	20.8%	16.1%
Education level					
No studies	0.5%	0.1%	0.6%	0.5%	0.0%
Primary education	1.7%	1.4%	0.7%	1.3%	0.5%
Secondary education	14.3%	17.4%	19.9%	17.5%	14.5%
Higher education	83.6%	81.0%	78.8%	80.6%	85.0%



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS TRAVEL ONLY WITH PARTNER

