

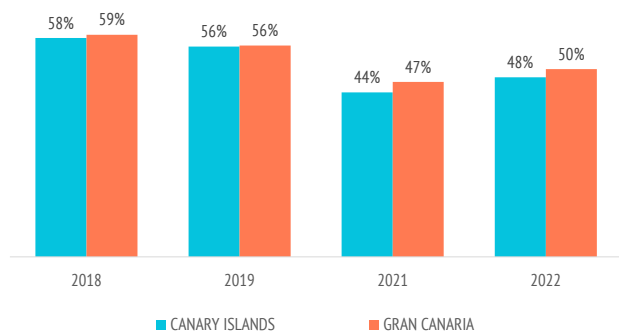
How many are they and how much do they spend?



	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) (*)	4,404	4,194	1,301	1,756	3,789
Tourist arrivals > 15 years old (EGT) (*)	3,825	3,703	1,159	1,545	3,353
- book holiday package (*)	2,259	2,081	560	719	1,674
- do not book holiday package (*)	1,567	1,622	599	826	1,679
- % tourists who book holiday package	59.0%	56.2%	48.3%	46.5%	49.9%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	1,215	1,168	--	1,235	1,349
- book holiday package	1,349	1,357	--	1,466	1,560
- holiday package	1,083	1,088	--	1,192	1,282
- others	266	269	--	274	278
- do not book holiday package	1,021	924	--	1,033	1,139
- flight	289	264	--	251	323
- accommodation	317	296	--	349	375
- others	415	364	--	433	441
Average lenght of stay	9.93	9.29	--	10.25	9.74
- book holiday package	9.00	8.99	--	8.97	8.79
- do not book holiday package	11.26	9.66	--	11.36	10.68
Average daily expenditure (€)	141.3	141.3	--	142.0	159.1
- book holiday package	159.3	161.4	--	172.1	187.4
- do not book holiday package	115.3	115.5	--	115.8	130.9
Total turnover (> 15 years old) (€m)	4,648	4,324	--	1,908	4,523
- book holiday package	3,048	2,825	--	1,054	2,611
- do not book holiday package	1,600	1,499	--	854	1,911

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	86.8%	86.4%	--	82.5%	86.7%
Visiting family or friends	8.7%	7.8%	--	10.7%	8.8%
Business and work	2.8%	4.2%	--	5.2%	2.6%
Education and training	0.2%	0.2%	--	0.3%	0.2%
Sports training	0.6%	0.5%	--	0.3%	0.4%
Health or medical care	0.2%	0.2%	--	0.2%	0.2%
Fairs and congresses	0.1%	0.3%	--	0.1%	0.2%
Others	0.6%	0.6%	--	0.7%	0.8%

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"

Importance of each factor in the destination choice



	2018	2019	2020	2021	2022
Climate	79.5%	80.7%	--	77.7%	77.8%
Safety	49.0%	48.3%	--	47.2%	49.9%
Sea	46.3%	48.1%	--	53.1%	49.7%
Tranquility	44.6%	44.9%	--	47.3%	45.8%
Beaches	41.9%	44.0%	--	48.0%	45.3%
Accommodation supply	39.3%	40.4%	--	39.0%	41.5%
European belonging	36.1%	36.4%	--	40.6%	38.7%
Effortless trip	33.3%	33.6%	--	34.9%	36.7%
Price	33.0%	33.8%	--	31.4%	33.7%
Landscapes	27.5%	29.5%	--	33.3%	31.2%
Environment	26.0%	28.4%	--	29.0%	29.3%
Gastronomy	21.8%	22.9%	--	27.7%	28.0%
Fun possibilities	20.2%	19.9%	--	25.5%	24.6%
Authenticity	16.4%	16.9%	--	21.1%	21.6%
Exoticism	9.9%	10.4%	--	14.0%	12.5%
Nightlife	9.2%	9.1%	--	13.2%	11.5%
Shopping	10.1%	9.5%	--	10.8%	11.2%
Hiking trail network	8.2%	9.2%	--	10.6%	10.2%
Culture	6.8%	7.5%	--	8.7%	9.4%
Historical heritage	6.3%	7.3%	--	9.2%	8.5%

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 is the main motivation for their holidays?



	2018	2019	2020	2021	2022
Rest	55.1%	58.8%	--	55.5%	55.2%
Enjoy family time	17.3%	16.8%	--	16.0%	17.9%
Have fun	8.2%	7.8%	--	9.7%	9.0%
Explore the destination	15.4%	13.3%	--	14.9%	14.7%
Practice their hobbies	1.6%	1.5%	--	1.6%	1.1%
Other reasons	2.3%	1.8%	--	2.4%	2.2%

How far in advance do they book their trip?



	2018	2019	2020	2021	2022
The same day	0.9%	1.1%	--	1.3%	1.0%
Between 1 and 30 days	26.6%	27.3%	--	44.8%	32.1%
Between 1 and 2 months	23.8%	23.2%	--	24.9%	25.4%
Between 3 and 6 months	30.8%	30.8%	--	18.7%	26.7%
More than 6 months	17.9%	17.6%	--	10.3%	14.8%

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



	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	50.6%	51.8%	--	47.0%	48.7%
Friends or relatives	26.4%	26.4%	--	29.6%	28.7%
Internet or social media	52.6%	51.6%	--	46.9%	48.3%
Mass Media	1.8%	1.4%	--	2.1%	1.6%
Travel guides and magazines	7.9%	7.2%	--	5.3%	5.8%
Travel Blogs or Forums	3.9%	4.1%	--	5.0%	4.6%
Travel TV Channels	0.7%	0.7%	--	0.4%	0.6%
Tour Operator or Travel Agency	24.7%	22.3%	--	19.0%	19.9%
Public administrations or similar	0.3%	0.4%	--	1.6%	0.8%
Others	2.6%	2.5%	--	3.3%	3.7%

* Multi-choice question

Tourist profile. Historical data: 2018 - 2022

GRAN CANARIA



With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	37.5%	40.9%	--	49.0%	46.3%
- Tour Operator or Travel Agency	62.5%	59.1%	--	51.0%	53.7%
Accommodation					
- Directly with the accommodation	26.3%	30.0%	--	36.3%	33.6%
- Tour Operator or Travel Agency	73.7%	70.0%	--	63.7%	66.4%

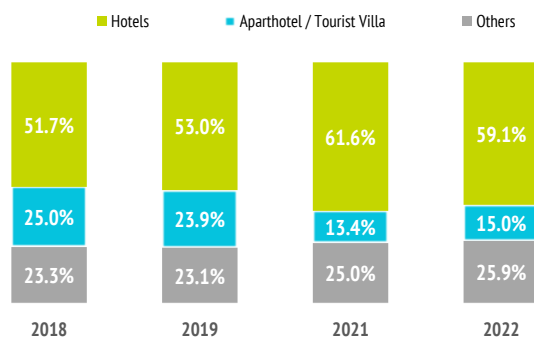
Where are they from?

	2018	2019	2020	2021	2022
United Kingdom	18.2%	17.8%	--	10.2%	20.3%
Germany	22.5%	21.0%	--	23.4%	18.9%
Mainland Spain	13.1%	15.7%	--	21.9%	14.6%
Netherlands	5.4%	5.6%	--	7.2%	7.1%
Norway	7.5%	7.4%	--	4.5%	6.9%
Sweden	7.8%	8.0%	--	5.3%	5.7%
Denmark	3.4%	3.1%	--	3.2%	3.7%
France	2.4%	2.2%	--	3.9%	3.6%
Italy	2.5%	2.4%	--	2.9%	3.1%
Belgium	2.7%	2.5%	--	3.3%	2.8%
Others	14.5%	14.3%	--	14.3%	13.4%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	16.3%	15.2%	--	14.2%	14.3%
4* Hotel	29.8%	30.4%	--	36.5%	35.3%
5* Hotel / 5* Luxury Hotel	5.5%	7.4%	--	10.9%	9.5%
Aparthotel / Tourist Villa	25.0%	23.9%	--	13.4%	15.0%
House/room rented in a private dwelling	5.8%	6.6%	--	5.8%	5.9%
Private accommodation (1)	9.9%	9.3%	--	12.2%	10.8%
Others (Cottage, cruise, camping,...)	7.6%	7.2%	--	6.9%	9.1%

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



What do they book?

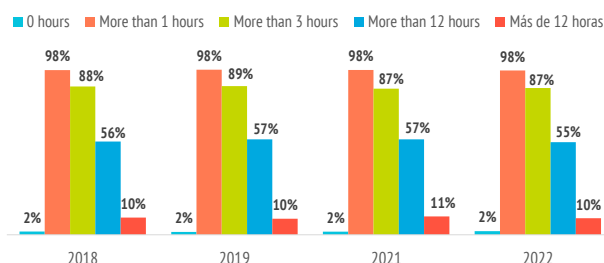
	2018	2019	2020	2021	2022
Room only	33.6%	34.3%	--	30.1%	31.1%
Bed and Breakfast	12.8%	14.3%	--	15.8%	15.6%
Half board	21.8%	20.0%	--	19.1%	18.2%
Full board	2.4%	2.3%	--	3.0%	3.4%
All inclusive	29.5%	29.1%	--	32.0%	31.7%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	65.3%	64.8%	--	65.5%	65.9%
Supermarkets	60.1%	59.5%	--	56.6%	56.2%
Car rental	20.4%	22.8%	--	24.4%	21.6%
Organized excursions	17.6%	17.9%	--	15.0%	15.9%
Taxi, transfer, chauffeur service	55.2%	54.2%	--	51.5%	54.3%
Theme Parks	6.1%	5.6%	--	4.2%	5.6%
Sport activities	6.1%	5.7%	--	6.7%	5.8%
Museums	3.8%	3.4%	--	3.6%	3.8%
Flights between islands	3.9%	3.5%	--	3.3%	3.3%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	1.9%	1.7%	--	1.8%	2.2%
1 - 2 hours	0.0%	0.0%	--	0.0%	0.0%
3 - 6 hours	32.8%	31.7%	--	30.2%	32.3%
7 - 12 hours	45.2%	47.3%	--	45.8%	45.3%
More than 12 hours	10.3%	9.6%	--	11.0%	9.8%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	71.9%	71.4%	--	73.5%	72.6%
Walk, wander	68.4%	67.0%	--	65.7%	67.4%
Swimming pool, hotel facilities	56.2%	55.2%	--	52.1%	56.6%
Explore the island on their own	44.1%	42.5%	--	44.9%	44.8%
Taste Canarian gastronomy	24.6%	22.3%	--	26.5%	23.3%
Nightlife / concerts / shows	18.9%	17.8%	--	16.8%	18.0%
Hiking	--	--	--	18.6%	17.2%
Organized excursions	14.0%	13.1%	--	10.5%	11.4%
Swim	--	--	--	35.5%	10.7%
Sea excursions / whale watching	10.5%	10.7%	--	9.2%	9.9%
Museums / exhibitions	8.8%	8.7%	--	9.0%	9.6%
Theme parks	11.5%	9.8%	--	8.5%	9.4%
Wineries / markets / popular festivals	10.9%	10.2%	--	7.5%	9.2%
Other Nature Activities	--	--	--	7.2%	6.8%
Running	--	--	--	7.8%	6.4%
Beauty and health treatments	6.0%	5.6%	--	5.0%	6.2%
Practice other sports	--	--	--	5.6%	4.4%
Astronomical observation	2.7%	2.7%	--	3.4%	3.2%
Surf	--	--	--	3.6%	2.7%
Scuba Diving	--	--	--	3.7%	2.5%
Cycling / Mountain bike	--	--	--	2.7%	2.5%
Golf	--	--	--	2.4%	2.1%
Windsurf / Kitesurf	--	--	--	0.7%	0.7%

* Multi-choice question

What places do they visit?

	2018	2019	2020	2021	2022
Maspalomas dunes	50.3%	48.5%	--	51.8%	47.8%
Las Palmas de Gran Canaria	45.3%	46.2%	--	51.9%	47.2%
Puerto de Mogán	41.3%	40.4%	--	37.5%	38.3%
The interior (mountains)	22.0%	20.3%	--	23.4%	20.4%
The north	19.7%	18.9%	--	22.7%	19.7%
Roque Nublo	14.8%	13.8%	--	16.6%	13.7%
Agaete	13.4%	13.5%	--	16.1%	13.2%
Teror	12.8%	12.5%	--	14.3%	13.2%
Guayadeque ravine	7.2%	6.8%	--	8.2%	7.0%

How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Gran Canaria: Repeat tourists	66.6%	67.3%	--	65.6%	65.3%
Gran Canaria: At least 10 previous visits	13.4%	14.7%	--	15.2%	14.8%
Canary Islands: Repeat tourists	72.9%	74.4%	--	72.5%	72.1%
Canary Islands: At least 10 previous visits	20.7%	22.2%	--	22.8%	22.8%

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	49.9%	51.3%	--	53.3%	51.6%
Women	50.1%	48.7%	--	46.7%	48.4%
Age					
Average age (tourist > 15 years old)	47.1	47.2	--	44.3	46.0
Standard deviation	15.9	15.5	--	16.2	16.6
Age range (> 15 years old)					
16 - 24 years old	8.5%	8.1%	--	12.9%	12.1%
25 - 30 years old	10.8%	10.2%	--	12.5%	10.7%
31 - 45 years old	27.4%	27.3%	--	28.5%	27.6%
46 - 60 years old	29.8%	32.1%	--	27.1%	26.6%
Over 60 years old	23.5%	22.3%	--	19.1%	23.0%
Occupation					
Salaried worker	53.4%	53.9%	--	55.2%	55.8%
Self-employed	10.5%	11.2%	--	10.6%	10.9%
Unemployed	1.3%	1.2%	--	1.7%	1.0%
Business owner	10.4%	10.7%	--	11.1%	9.0%
Student	4.7%	3.8%	--	6.2%	5.3%
Retired	17.9%	17.8%	--	13.9%	16.6%
Unpaid domestic work	0.7%	0.5%	--	0.3%	0.4%
Others	1.0%	0.9%	--	1.1%	1.1%
Annual household income level					
Less than €25,000	16.9%	16.3%	--	15.7%	13.9%
€25,000 - €49,999	35.3%	36.0%	--	36.9%	34.0%
€50,000 - €74,999	25.9%	24.3%	--	23.9%	26.1%
More than €74,999	22.0%	23.5%	--	23.5%	26.0%
Education level					
No studies	2.8%	3.3%	--	1.4%	2.5%
Primary education	3.6%	3.2%	--	2.7%	2.4%
Secondary education	25.7%	26.0%	--	22.6%	23.4%
Higher education	67.9%	67.5%	--	73.3%	71.6%

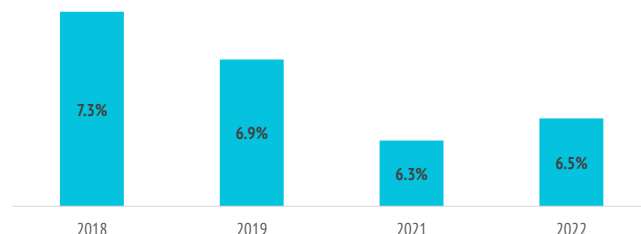
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	92.7%	93.1%	--	93.7%	93.5%
Two islands	6.1%	5.8%	--	5.2%	5.5%
Three or more islands	1.2%	1.1%	--	1.1%	1.0%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

	2018	2019	2020	2021	2022
Satisfaction (scale 0-10)					
Average rating	8.52	8.64	--	8.79	8.79

	2018	2019	2020	2021	2022
Experience in the Canary Islands					
Worse or much worse than expected	2.7%	2.2%	--	3.4%	3.0%
Lived up to expectations	60.0%	57.5%	--	54.5%	54.6%
Better or much better than expected	37.2%	40.3%	--	42.0%	42.4%

	2018	2019	2020	2021	2022
Future intentions (scale 1-10)					
Return to the Canary Islands	8.55	8.69	--	8.80	8.77
Recommend visiting the Canary Islands	8.78	8.90	--	8.99	8.99

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	13.3%	14.4%	--	19.8%	15.2%
Only with partner	45.6%	45.8%	--	44.4%	44.0%
Only with children (< 13 years old)	5.2%	5.2%	--	3.3%	4.3%
Partner + children (< 13 years old)	6.1%	5.3%	--	3.9%	5.3%
Other relatives	7.9%	7.9%	--	7.5%	9.1%
Friends	7.6%	7.3%	--	9.1%	8.2%
Work colleagues	0.9%	1.0%	--	1.1%	0.9%
Organized trip	0.1%	0.3%	--	0.1%	0.3%
Other combinations (1)	13.3%	12.8%	--	10.8%	12.7%

(2) Combinación de algunos de los grupos anteriormente analizados

	2018	2019	2020	2021	2022
Tourists with children	16.3%	15.2%	--	10.1%	14.5%
- Between 0 and 2 years old	1.7%	1.3%	--	1.1%	1.1%
- Between 3 and 12 years old	13.3%	12.8%	--	8.2%	12.2%
- Between 0 - 2 and 3-12 years old	1.3%	1.1%	--	0.8%	1.2%
Tourists without children	83.7%	84.8%	--	89.9%	85.5%
Group composition:					
- 1 person	16.4%	17.2%	--	23.1%	18.3%
- 2 people	54.5%	53.8%	--	53.5%	53.0%
- 3 people	10.9%	11.5%	--	10.3%	10.9%
- 4 or 5 people	15.0%	14.4%	--	10.9%	13.9%
- 6 or more people	3.2%	3.0%	--	2.2%	3.9%
Average group size:	2.44	2.42	--	2.23	2.45

*People who share the main expenses of the trip