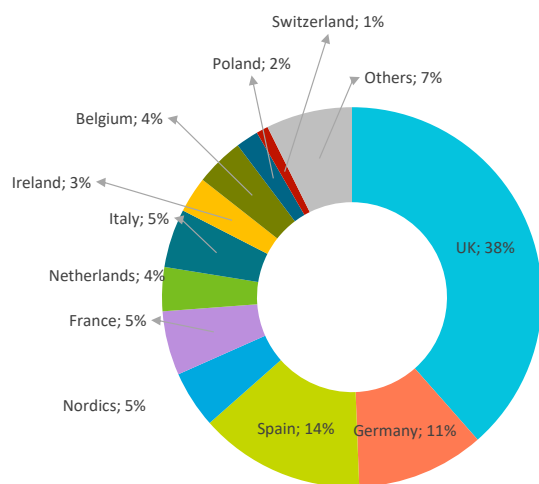


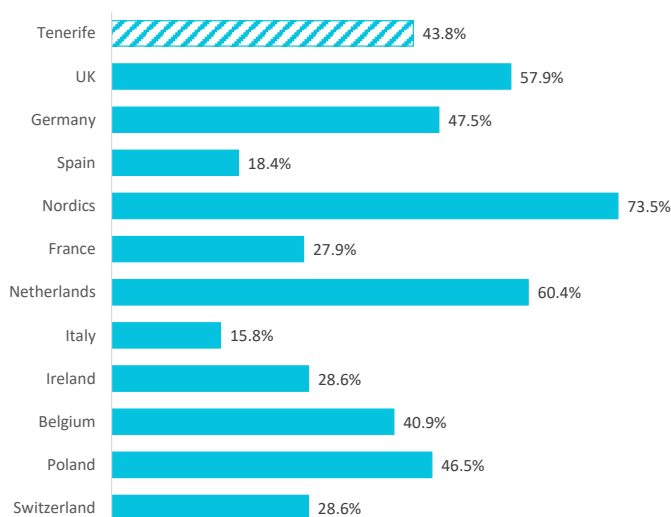
INBOUND TOURISM AND TOURIST EXPENDITURE

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Tourist arrivals > 15 years old (EGT)	5,083,082	1,956,935	553,807	715,863	247,612	277,591	189,940	253,866	155,532	210,037	97,849	51,304
% Tourists	100%	38.5%	10.9%	14.1%	4.9%	5.5%	3.7%	5.0%	3.1%	4.1%	1.9%	1.0%
% tourists who book holiday package	43.8%	57.9%	47.5%	18.4%	73.5%	27.9%	60.4%	15.8%	28.6%	40.9%	46.5%	28.6%
Expenditure per tourist (€)	1,330	1,418	1,530	860	1,602	1,238	1,380	1,219	1,464	1,449	1,140	1,547
- book holiday package	1,520	1,505	1,674	1,106	1,683	1,395	1,471	1,369	1,652	1,764	1,346	1,869
- holiday package	1,219	1,211	1,365	836	1,343	1,141	1,158	1,127	1,199	1,477	1,072	1,542
- others	302	295	309	270	340	254	313	242	453	287	274	327
- do not book holiday package	1,181	1,297	1,399	804	1,378	1,178	1,241	1,191	1,389	1,230	962	1,418
- flight	320	332	404	220	458	303	317	333	375	355	281	400
- accommodation	405	502	448	271	429	408	442	305	484	366	290	533
- others	456	462	547	312	491	467	482	553	529	509	391	486
Average length of stay	9.09	8.55	12.13	6.74	8.92	9.15	9.44	11.64	8.94	10.06	8.44	9.79
- book holiday package	8.11	7.84	10.09	6.38	8.20	7.80	8.36	7.99	8.35	8.16	7.87	8.66
- do not book holiday package	9.85	9.52	13.98	6.82	10.90	9.67	11.09	12.33	9.18	11.38	8.93	10.24
Average daily expenditure (€)	166.3	182.7	151.0	144.0	201.8	152.4	167.5	123.3	178.7	170.9	143.9	181.9
- book holiday package	196.5	199.3	180.7	180.0	218.8	190.1	184.0	174.1	196.6	224.8	177.2	227.1
- do not book holiday package	142.9	159.8	124.0	135.9	154.8	137.8	142.3	113.8	171.5	133.5	114.9	163.8
Total turnover (> 15 years old) (€m)	6,758	2,774	847	615	397	344	262	310	228	304	112	79
- book holiday package	3,382	1,706	440	146	306	108	169	55	73	152	61	27
- do not book holiday package	3,376	1,068	407	470	91	236	93	255	154	153	50	52
Tourist arrivals (FRONTUR)	5,821,643	2,265,934	613,720	813,976	291,085	311,310	214,852	278,416	181,317	229,912	--	--
Passenger arrivals on non-stop flights (AENA)	8,170,626	2,305,276	668,461	1,913,898	253,923	212,777	205,694	301,279	153,828	246,370	120,707	96,521
Children <= 15 years old (FRONTUR - EGT)	738,561	308,999	59,913	98,113	43,473	33,719	24,912	24,550	25,785	19,875	--	--

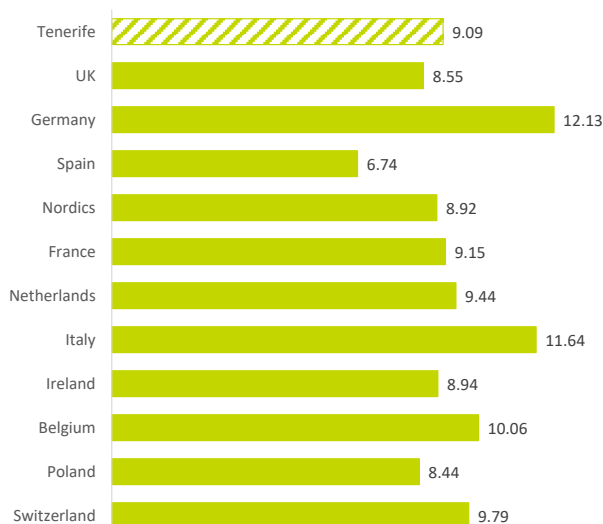
SHARE



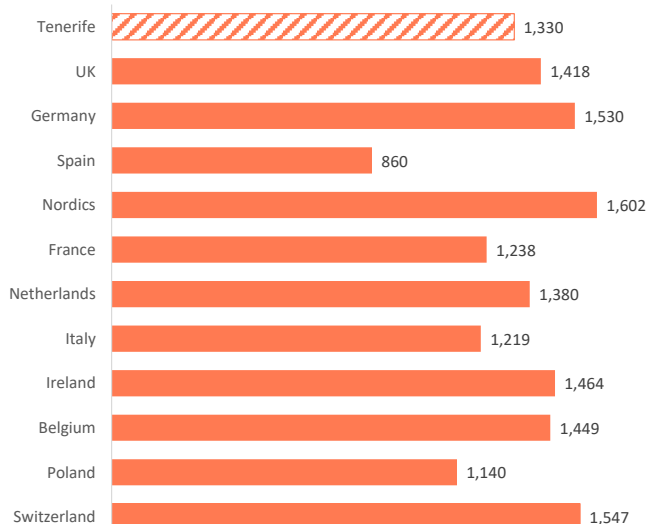
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)





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

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Accommodation:												
- Accommodation	83.2%	87.6%	82.4%	74.1%	90.1%	87.3%	88.5%	72.5%	89.0%	76.5%	82.4%	81.7%
- Additional accommodation expenses	7.0%	6.4%	5.7%	9.3%	3.3%	7.3%	8.3%	7.1%	10.3%	7.5%	3.2%	6.5%
Transport:												
- National/International Transport	95.8%	97.2%	97.5%	92.3%	97.6%	97.7%	94.4%	94.2%	97.8%	93.4%	94.9%	95.9%
- Flights between islands	4.4%	2.6%	5.5%	5.6%	3.4%	8.6%	3.3%	3.8%	4.5%	6.2%	8.9%	6.4%
- Taxi	50.2%	67.9%	46.2%	19.0%	69.5%	33.5%	58.1%	27.0%	57.1%	49.7%	50.0%	32.9%
- Car rental	37.5%	16.9%	53.4%	59.6%	29.7%	61.2%	44.1%	50.1%	22.9%	37.6%	53.2%	60.0%
- Public transport	8.8%	6.4%	12.4%	11.1%	9.2%	9.2%	7.1%	10.2%	6.3%	10.6%	10.2%	8.5%
Food and drink:												
- Food purchases at supermarkets	56.5%	53.2%	63.9%	47.4%	57.4%	57.0%	63.1%	66.1%	62.1%	54.2%	65.7%	59.7%
- Restaurants	71.4%	69.0%	69.6%	79.0%	67.1%	69.6%	69.8%	73.7%	77.5%	70.8%	67.9%	77.3%
Leisure:												
- Organized excursions	29.5%	24.0%	38.2%	29.1%	22.4%	43.4%	35.8%	29.6%	27.9%	32.9%	44.2%	26.4%
- Sport activities	8.9%	9.5%	9.8%	4.8%	6.6%	7.6%	11.4%	7.5%	13.0%	10.3%	9.1%	10.1%
- Cultural activities	3.1%	2.6%	3.2%	3.1%	2.3%	4.8%	2.9%	2.1%	5.6%	2.1%	4.4%	2.1%
- Museums	3.6%	1.5%	5.5%	5.7%	2.8%	7.6%	3.1%	4.5%	1.7%	1.7%	4.4%	6.6%
- Theme Parks	19.4%	18.9%	19.1%	23.1%	12.6%	21.4%	18.8%	15.0%	19.7%	13.5%	26.4%	21.5%
- Discos and pubs	11.7%	16.6%	5.0%	12.0%	5.1%	6.5%	6.5%	12.4%	21.8%	4.6%	3.5%	8.7%
- Wellness	6.6%	7.1%	6.1%	3.6%	8.6%	9.3%	6.0%	6.4%	10.7%	8.3%	1.3%	7.1%
Purchases of goods:												
- Souvenirs	39.4%	37.3%	36.7%	45.8%	33.2%	40.7%	39.1%	37.1%	39.8%	40.9%	51.9%	38.2%
- Real estate	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.6%	0.2%	0.0%	0.3%	0.0%	0.0%
- Other purchases	0.8%	0.6%	0.8%	1.0%	1.3%	1.0%	0.2%	0.6%	0.5%	0.7%	0.7%	0.9%
Others:												
- Medical expenses	8.0%	7.0%	9.3%	7.7%	5.1%	7.5%	10.5%	8.6%	17.3%	9.6%	6.0%	9.8%
- Other expenses	5.8%	5.7%	6.0%	5.5%	9.0%	4.9%	5.8%	5.0%	7.2%	5.1%	5.4%	3.7%

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

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	782	892	840	502	900	679	745	572	808	858	572	904
- Additional accommodation expenses	131	150	119	87	188	152	101	85	207	131	73	112
Transport:												
- National/International Transport	742	677	894	552	861	711	736	967	742	900	686	803
- Flights between islands	375	369	451	254	529	339	383	364	407	448	346	449
- Taxi	98	71	126	104	74	104	56	117	75	109	93	93
- Car rental	94	83	124	60	98	110	119	156	79	130	117	84
- Public transport	140	130	163	116	129	138	148	187	155	161	114	143
- Wellness	34	24	30	19	30	21	30	143	26	52	16	34
Food and drink:												
- Food purchases at supermarkets	302	318	319	192	378	275	286	365	373	328	240	331
- Restaurants	99	90	113	64	116	101	82	151	118	108	87	113
- Discos and pubs	204	227	206	128	262	174	204	213	255	221	154	218
Leisure:												
- Organized excursions	536	574	505	404	450	510	482	615	632	483	351	558
- Sport activities	97	100	103	87	92	95	88	92	99	99	115	76
- Cultural activities	97	108	90	72	102	96	99	79	103	115	38	164
- Museums	55	61	42	49	37	67	68	32	66	31	40	108
- Theme Parks	34	28	31	28	28	24	30	109	61	32	14	13
- Discos and pubs	73	77	65	67	70	77	65	94	76	54	63	52
- Wellness	96	110	73	44	57	88	66	122	139	65	53	83
- Other purchases	84	90	101	58	64	62	66	87	87	86	28	62
Purchases of goods:												
- Souvenirs	989	1,703	1,428	538	159	2,807	313	342	251	455	79	514
- Real estate	78	77	92	59	88	81	69	62	88	97	51	78
- Other purchases	743	1,499	1,174	254	0	2,536	73	5	0	131	0	0
- Medical expenses	171	126	162	225	71	191	171	275	162	228	27	436
Others:												
- Medical expenses	119	100	136	109	101	130	170	119	158	116	113	127
- Other expenses	42	34	42	31	31	60	78	30	48	34	35	41
- Other expenses	78	65	93	78	69	70	93	89	110	82	78	86

TOURIST PROFILE

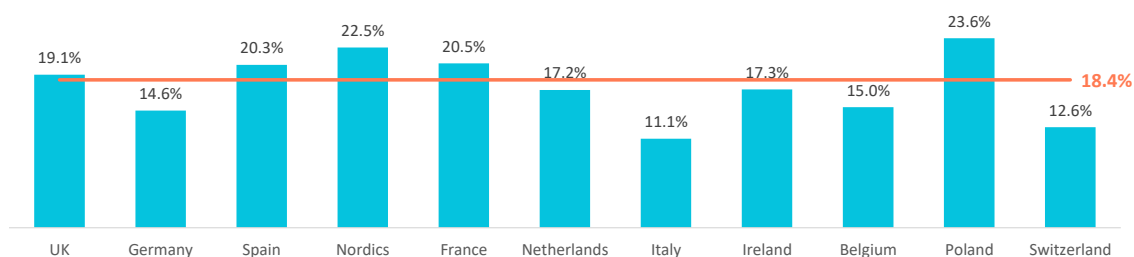
Who are they?

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Gender												
Percentage of men	44.7%	40.3%	48.5%	54.3%	44.1%	45.4%	43.3%	45.1%	41.1%	42.9%	42.7%	45.7%
Percentage of women	55.3%	59.7%	51.5%	45.7%	55.9%	54.6%	56.7%	54.9%	58.9%	57.1%	57.3%	54.3%
Age												
Average age (tourists above 16 years old)	44.53	47.36	45.15	38.70	49.15	42.58	46.70	41.67	44.82	48.53	37.98	41.71
Standard deviation	15.8	16.2	15.8	13.0	16.1	15.2	15.9	15.8	16.2	14.7	12.0	16.0
Age range												
16-24 years old	10.7%	9.1%	10.4%	14.2%	9.0%	9.7%	9.6%	15.0%	13.3%	6.2%	10.3%	14.1%
25-30 years old	12.9%	10.2%	11.1%	18.5%	6.3%	18.7%	10.8%	17.7%	12.6%	7.7%	22.1%	17.5%
31-45 years old	31.5%	28.5%	32.1%	38.5%	25.9%	31.9%	27.8%	28.0%	26.1%	28.6%	43.1%	29.5%
46-60 years old	25.6%	26.5%	26.6%	22.0%	31.7%	25.2%	27.9%	23.0%	25.0%	35.5%	18.4%	24.4%
Over 60 years old	19.3%	25.7%	19.7%	6.7%	27.2%	14.5%	23.9%	16.2%	23.1%	21.9%	6.1%	14.5%
Occupation												
Salaried worker	58.0%	59.0%	59.2%	63.9%	54.0%	65.0%	53.7%	46.7%	65.8%	49.1%	45.8%	59.0%
Self-employed	11.1%	10.1%	6.9%	10.2%	9.1%	8.0%	15.2%	18.1%	9.5%	13.2%	27.5%	10.0%
Unemployed	1.1%	0.4%	0.1%	2.7%	2.2%	0.7%	0.1%	2.4%	1.3%	1.0%	2.1%	1.1%
Business owner	8.2%	4.6%	11.9%	8.8%	11.9%	9.0%	9.4%	8.4%	3.9%	14.8%	14.8%	10.2%
Student	4.8%	3.1%	4.8%	7.8%	3.9%	3.9%	2.8%	8.8%	2.8%	4.2%	5.4%	5.6%
Retired	15.2%	21.3%	15.7%	5.6%	17.4%	12.1%	16.0%	12.7%	15.1%	15.8%	4.0%	10.0%
Unpaid domestic work	0.7%	0.8%	0.7%	0.4%	0.1%	0.0%	1.2%	0.9%	1.4%	0.6%	0.0%	0.5%
Others	0.8%	0.6%	0.8%	0.7%	1.5%	1.2%	1.6%	2.0%	0.2%	1.2%	0.4%	3.7%
Annual household income level												
Less than €25,000	15.2%	10.9%	11.4%	26.8%	5.1%	10.8%	8.4%	25.5%	7.5%	13.1%	30.1%	7.3%
€25,000 - €49,999	35.0%	32.0%	32.5%	45.2%	22.9%	41.9%	27.9%	47.6%	30.1%	41.6%	40.3%	11.3%
€50,000 - €74,999	24.4%	25.7%	29.5%	17.3%	27.7%	26.4%	33.0%	18.5%	24.8%	26.0%	19.9%	20.1%
More than €74,999	25.5%	31.4%	26.6%	10.7%	44.3%	20.8%	30.7%	8.4%	37.5%	19.3%	9.8%	61.3%
Education level												
No studies	3.9%	9.1%	0.3%	0.3%	1.1%	0.5%	0.2%	0.3%	3.2%	0.0%	0.5%	0.9%
Primary education	1.5%	0.5%	3.1%	2.1%	2.0%	1.3%	0.5%	1.7%	1.8%	0.7%	2.9%	3.3%
Secondary education	19.4%	17.2%	21.8%	17.5%	20.4%	17.5%	41.8%	16.8%	17.9%	35.4%	13.7%	17.2%
Higher education	75.2%	73.2%	74.9%	80.2%	76.5%	80.6%	57.5%	81.1%	77.2%	63.9%	82.8%	78.6%

Who do they come with?

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Unaccompanied	8.5%	5.8%	10.9%	15.1%	6.8%	6.0%	5.1%	10.7%	8.3%	5.2%	4.5%	18.0%
Only with partner	47.3%	51.8%	50.0%	38.8%	45.9%	43.7%	49.8%	47.3%	50.2%	47.8%	45.6%	45.4%
Only with children (< 13 years old)	4.5%	3.9%	4.5%	4.5%	6.7%	7.3%	2.7%	4.2%	4.8%	3.5%	6.3%	3.9%
Partner + children (< 13 years old)	8.3%	8.2%	6.9%	11.3%	8.3%	8.9%	10.2%	4.9%	6.2%	8.5%	10.4%	5.8%
Other relatives	10.0%	11.2%	7.8%	7.5%	10.9%	8.9%	10.6%	6.7%	13.2%	8.6%	13.5%	8.2%
Friends	7.1%	6.7%	6.3%	8.4%	3.7%	7.0%	6.0%	11.1%	8.3%	5.8%	6.8%	7.1%
Work colleagues	0.6%	0.4%	0.7%	2.2%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.8%	0.0%
Organized trip	0.4%	0.3%	0.1%	0.6%	0.2%	0.8%	0.1%	0.8%	0.0%	0.3%	0.7%	0.0%
Other combinations ⁽²⁾	13.1%	11.8%	12.9%	11.7%	17.4%	17.3%	15.3%	14.1%	8.9%	20.2%	11.4%	11.6%
<i>(2) Different situations have been isolated</i>												
Tourists with children	18.4%	19.1%	14.6%	20.3%	22.5%	20.5%	17.2%	11.1%	17.3%	15.0%	23.6%	12.6%
- Between 0 and 2 years old	1.3%	1.1%	1.3%	1.9%	1.3%	1.4%	1.5%	0.4%	1.4%	0.8%	0.7%	0.7%
- Between 3 and 12 years old	15.8%	16.3%	12.7%	17.3%	19.9%	17.6%	14.5%	10.2%	14.8%	13.2%	22.4%	8.7%
- Between 0 -2 and 3-12 years old	1.3%	1.7%	0.6%	1.1%	1.2%	1.4%	1.2%	0.6%	1.0%	1.0%	0.6%	3.1%
Tourists without children	81.6%	80.9%	85.4%	79.7%	77.5%	79.5%	82.8%	88.9%	82.7%	85.0%	76.4%	87.4%
Group composition:												
- 1 person	10.8%	7.6%	12.5%	18.5%	8.4%	9.3%	6.0%	13.1%	10.7%	9.1%	6.5%	18.3%
- 2 people	55.0%	58.9%	58.5%	45.1%	53.8%	52.7%	60.3%	57.8%	54.9%	56.1%	52.2%	54.2%
- 3 people	12.5%	11.3%	12.6%	13.7%	14.2%	11.6%	11.0%	11.7%	10.5%	14.9%	17.6%	10.9%
- 4 or 5 people	17.9%	18.0%	14.2%	19.0%	18.7%	22.8%	18.7%	14.9%	18.8%	17.6%	21.1%	13.4%
- 6 or more people	3.7%	4.3%	2.2%	3.8%	5.0%	3.6%	4.0%	2.5%	5.1%	2.4%	2.7%	3.2%
Average group size:	2.61	2.66	2.43	2.58	2.81	2.73	2.71	2.43	2.68	2.57	2.69	2.35

*People who share the main expenses of the trip

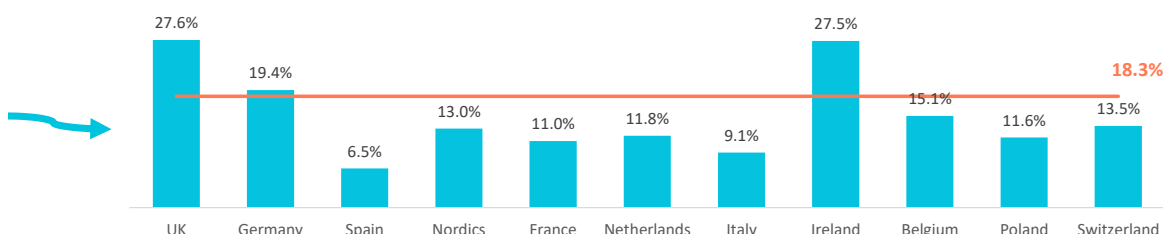


TRIP BOOKING

How far in advance do they book their trip?

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
The same day	0.7%	0.3%	0.6%	1.1%	0.9%	1.2%	1.7%	1.2%	0.3%	1.0%	0.0%	0.7%
Between 1 and 30 days	25.1%	20.7%	22.6%	30.7%	27.9%	26.7%	28.4%	25.5%	12.2%	31.2%	41.8%	25.1%
Between 1 and 2 months	25.8%	21.5%	22.9%	34.3%	26.0%	30.1%	24.8%	35.0%	24.5%	22.4%	26.9%	29.3%
Between 3 and 6 months	30.2%	29.8%	34.4%	27.4%	32.2%	31.1%	33.2%	29.2%	35.5%	30.2%	19.7%	31.4%
More than 6 months	18.3%	27.6%	19.4%	6.5%	13.0%	11.0%	11.8%	9.1%	27.5%	15.1%	11.6%	13.5%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS IN ADVANCE



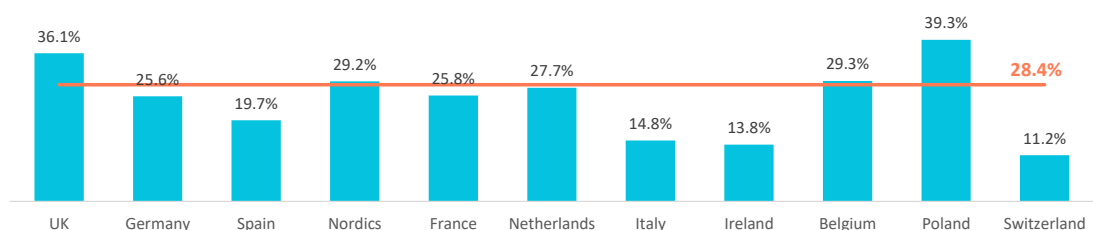
With whom did they book their flight and accommodation?

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	53.4%	48.7%	43.7%	66.5%	23.4%	65.0%	36.1%	74.9%	72.9%	53.6%	44.8%	71.8%
- Tour Operator or Travel Agency	46.6%	51.3%	56.3%	33.5%	76.6%	35.0%	63.9%	25.1%	27.1%	46.4%	55.2%	28.2%
Accommodation												
- Directly with the accommodation	39.1%	35.7%	29.4%	50.1%	20.9%	47.7%	30.2%	53.5%	53.9%	38.9%	33.9%	52.3%
- Tour Operator or Travel Agency	60.9%	64.3%	70.6%	49.9%	79.1%	52.3%	69.8%	46.5%	46.1%	61.1%	66.1%	47.7%

What do they book?

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Room only	28.6%	22.9%	29.3%	29.3%	25.0%	39.1%	28.2%	48.6%	38.3%	27.7%	31.4%	33.8%
Bed and Breakfast	17.1%	16.6%	12.0%	20.3%	28.8%	12.9%	18.9%	13.3%	29.7%	6.8%	7.9%	26.7%
Half board	22.3%	21.8%	30.4%	25.1%	13.6%	16.2%	22.9%	16.5%	15.5%	32.4%	20.2%	23.2%
Full board	3.5%	2.6%	2.7%	5.6%	3.3%	6.0%	2.3%	6.8%	2.6%	3.7%	1.2%	5.1%
All inclusive	28.4%	36.1%	25.6%	19.7%	29.2%	25.8%	27.7%	14.8%	13.8%	29.3%	39.3%	11.2%

% TOURISTS WHO BOOK ALL INCLUSIVE

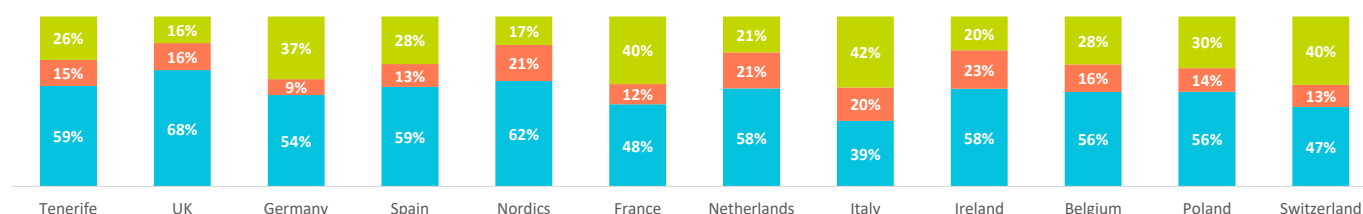


ACCOMMODATION

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
1-2-3* Hotel	8.2%	7.1%	9.3%	9.9%	9.2%	6.5%	7.4%	12.1%	10.9%	4.0%	11.3%	4.9%
4* Hotel	38.3%	43.1%	35.5%	38.5%	45.5%	34.7%	41.6%	22.7%	32.5%	38.6%	40.9%	20.9%
5* Hotel / 5* Luxury Hotel	12.7%	18.2%	9.0%	10.2%	7.3%	7.1%	8.7%	3.8%	14.1%	12.9%	3.5%	21.0%
Aparthotel / Tourist Villa	15.3%	15.9%	9.3%	13.5%	21.2%	12.0%	21.2%	19.6%	22.7%	16.2%	13.9%	13.0%
House/room rented in a private dwelling	8.2%	4.0%	14.5%	6.6%	4.7%	20.1%	6.4%	13.5%	6.8%	8.4%	8.9%	13.7%
Private accommodation ⁽¹⁾	9.5%	4.6%	13.2%	17.9%	4.2%	9.5%	5.5%	18.7%	6.2%	10.1%	7.9%	11.2%
Others (Cottage, cruise, camping,...)	7.9%	7.1%	9.1%	3.4%	7.9%	10.2%	9.2%	9.6%	6.8%	9.8%	13.6%	15.3%

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

Hotels Aparthotel / Tourist Villa Others



TRIP MOTIVATION AND DESTINATION CHOICE

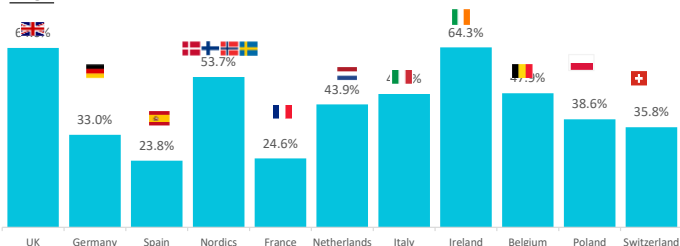
What is the main reason for visiting the Canary Islands?

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Holidays	89.4%	95.0%	89.2%	72.9%	93.6%	89.5%	94.6%	83.0%	95.6%	90.2%	92.2%	86.5%
Family reasons	7.7%	3.8%	7.9%	17.4%	3.9%	8.9%	3.5%	13.7%	3.8%	8.2%	6.0%	11.9%
Business	1.2%	0.4%	1.1%	5.0%	0.2%	0.7%	0.4%	1.7%	0.0%	0.4%	0.7%	0.0%
Education and training	0.3%	0.1%	0.2%	0.8%	0.8%	0.0%	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%
Sports training	0.4%	0.1%	0.3%	1.2%	0.9%	0.1%	0.5%	0.7%	0.1%	0.0%	0.5%	0.0%
Health	0.1%	0.1%	0.1%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.8%
Conventions and Exhibitions	0.2%	0.0%	0.1%	1.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.7%	0.5%	1.0%	1.5%	0.3%	0.6%	0.9%	0.5%	0.4%	1.1%	0.6%	0.8%

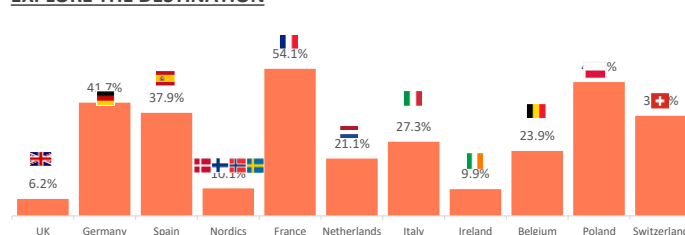
What is the main motivation for their holidays?

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Rest	47.3%	64.0%	33.0%	23.8%	53.7%	24.6%	43.9%	47.6%	64.3%	47.9%	38.6%	35.8%
Enjoy family time	17.2%	16.1%	12.1%	25.1%	28.2%	14.4%	13.7%	16.2%	14.0%	14.4%	7.3%	14.4%
Have fun	9.0%	11.2%	7.2%	9.3%	4.8%	3.1%	14.7%	6.6%	10.2%	9.4%	2.5%	4.7%
Explore the destination	22.9%	6.2%	41.7%	37.9%	10.1%	54.1%	21.1%	27.3%	9.9%	23.9%	49.2%	36.8%
Practice their hobbies	1.7%	0.9%	2.7%	1.3%	2.5%	2.4%	2.5%	1.8%	1.2%	2.1%	0.3%	5.3%
Other reasons	2.0%	1.6%	3.3%	2.6%	0.8%	1.4%	4.1%	0.5%	0.4%	2.3%	2.0%	3.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Climate	73.8%	78.5%	72.4%	59.1%	85.0%	73.2%	72.5%	74.9%	76.9%	74.8%	73.9%	72.3%
Safety	50.0%	60.8%	47.7%	37.3%	38.6%	44.1%	24.9%	36.2%	65.5%	40.4%	58.0%	45.5%
Tranquility	43.4%	43.6%	43.8%	47.8%	32.9%	45.7%	31.8%	44.0%	49.4%	50.1%	47.9%	43.9%
Accommodation supply	40.9%	55.0%	31.9%	26.0%	36.5%	32.5%	34.7%	28.2%	52.7%	32.6%	34.4%	32.6%
Sea	40.8%	32.3%	54.2%	39.5%	49.8%	46.6%	37.8%	49.6%	42.4%	39.3%	49.4%	51.2%
Landscapes	37.5%	21.2%	49.7%	54.3%	30.2%	65.6%	28.2%	55.7%	19.7%	40.7%	65.9%	49.3%
Effortless trip	36.0%	46.7%	42.0%	24.8%	22.0%	27.2%	11.8%	31.8%	48.1%	19.3%	31.6%	40.2%
Price	35.9%	45.1%	24.4%	29.3%	26.1%	37.0%	22.0%	28.3%	54.3%	28.7%	35.6%	29.9%
Environment	35.8%	32.4%	31.0%	45.2%	31.5%	48.9%	12.9%	52.6%	35.2%	26.8%	56.4%	32.4%
European belonging	31.1%	31.1%	39.3%	38.2%	34.5%	39.1%	31.1%	29.9%	47.5%	39.5%	50.3%	39.6%
Beaches	31.6%	28.4%	31.3%	33.9%	32.5%	30.1%	27.1%	42.1%	37.6%	24.3%	33.7%	31.0%
Gastronomy	26.6%	28.0%	28.2%	30.3%	19.1%	21.0%	14.7%	21.2%	35.2%	23.8%	25.9%	33.3%
Fun possibilities	25.1%	28.4%	16.4%	27.8%	16.9%	16.9%	31.2%	24.4%	31.4%	23.0%	13.5%	20.4%
Authenticity	22.0%	18.2%	19.9%	31.2%	10.1%	34.9%	13.7%	22.9%	21.9%	19.6%	39.6%	24.3%
Exoticism	12.3%	7.8%	8.4%	16.9%	10.7%	24.3%	15.8%	12.2%	11.0%	16.3%	31.0%	9.5%
Hiking trail network	11.8%	4.1%	19.0%	15.0%	15.7%	20.0%	15.8%	23.5%	5.7%	15.7%	22.9%	11.9%
Shopping	9.2%	10.3%	8.5%	7.1%	7.0%	8.3%	4.6%	13.8%	18.1%	8.4%	6.6%	8.3%
Culture	9.1%	8.3%	7.0%	12.1%	6.2%	11.4%	5.1%	13.4%	9.0%	5.7%	6.7%	6.5%
Historical heritage	8.6%	5.9%	6.9%	16.5%	3.7%	14.4%	3.1%	13.8%	6.3%	8.3%	6.5%	6.1%
Nightlife	7.9%	10.1%	2.5%	8.2%	4.4%	7.0%	2.6%	14.1%	14.1%	3.0%	4.3%	8.2%

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?

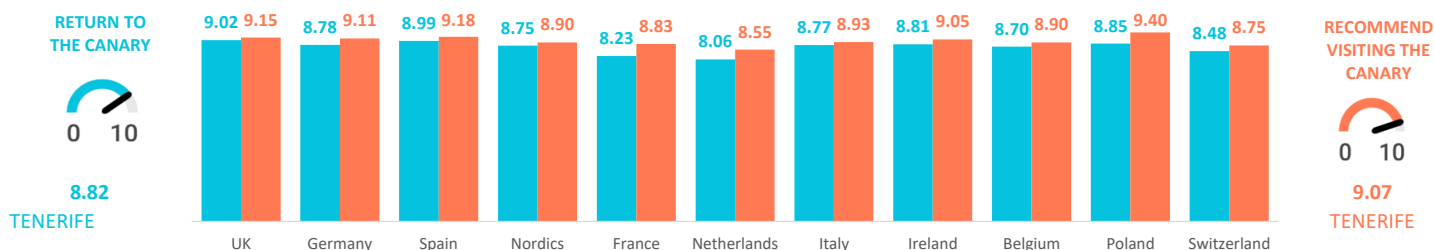
	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	49.4%	62.7%	48.4%	32.6%	58.1%	30.0%	40.2%	39.9%	55.5%	54.4%	33.6%	44.0%
Friends or relatives	34.2%	33.2%	34.3%	40.6%	23.5%	31.6%	23.6%	34.5%	34.1%	37.4%	29.2%	32.7%
Internet or social media	54.4%	54.4%	54.7%	52.9%	48.5%	60.7%	59.8%	42.8%	57.9%	45.0%	67.4%	65.0%
Mass Media	2.3%	3.0%	3.0%	0.9%	2.8%	1.5%	2.4%	0.7%	4.1%	1.7%	1.8%	2.9%
Travel guides and magazines	7.6%	5.6%	13.1%	3.6%	4.2%	19.6%	8.8%	4.1%	3.3%	10.2%	13.2%	14.0%
Travel Blogs or Forums	7.8%	4.8%	7.1%	11.7%	4.7%	13.9%	3.6%	8.3%	7.0%	5.1%	24.8%	7.1%
Travel TV Channels	0.7%	0.8%	1.4%	0.4%	1.0%	0.1%	0.5%	0.1%	1.3%	0.0%	2.1%	0.5%
Tour Operator or Travel Agency	19.8%	23.1%	21.7%	11.3%	31.6%	15.7%	22.0%	13.7%	12.2%	28.4%	22.5%	11.7%
Public administrations or similar	1.6%	2.2%	0.8%	1.4%	2.8%	0.6%	1.2%	1.8%	2.2%	0.5%	0.5%	0.3%
Others	3.5%	3.7%	3.1%	4.5%	0.9%	3.7%	2.6%	2.7%	2.3%	1.9%	2.1%	4.9%

* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

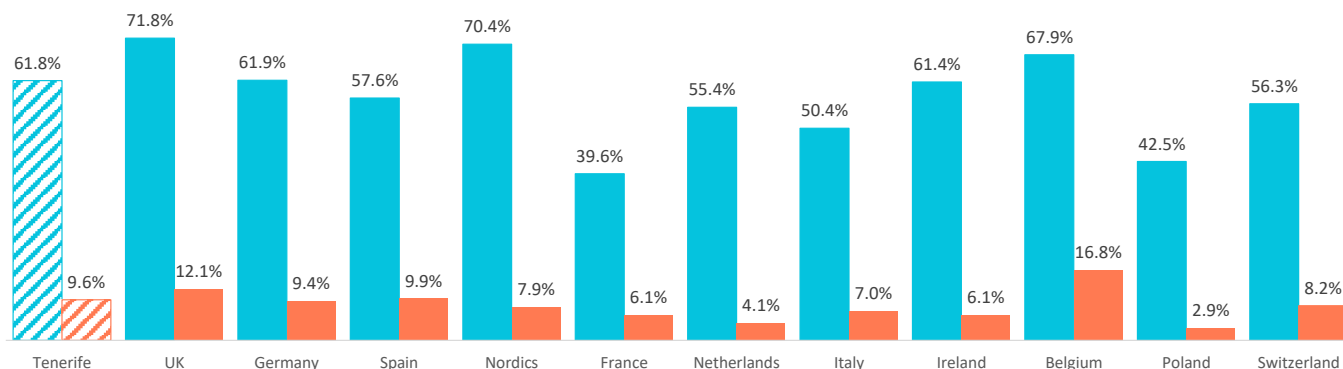
Satisfaction (scale 0-10)	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Average rating	8.86	9.01	8.77	8.79	8.73	8.62	8.46	8.66	8.76	8.72	9.23	8.71
Experience in the Canary Islands	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Worse or much worse than expected	2.8%	2.7%	1.5%	3.7%	1.2%	5.1%	3.2%	2.3%	2.2%	1.9%	2.3%	3.4%
Lived up to expectations	50.9%	50.9%	51.8%	50.4%	54.7%	56.7%	54.0%	49.3%	45.8%	61.4%	49.1%	54.1%
Better or much better than expected	46.3%	46.4%	46.8%	45.9%	44.1%	38.2%	42.8%	48.4%	52.0%	36.8%	48.6%	42.4%
Future intentions (scale 1-10)	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Return to the Canary Islands	8.82	9.02	8.78	8.99	8.75	8.23	8.06	8.77	8.81	8.70	8.85	8.48
Recommend visiting the Canary Islands	9.07	9.15	9.11	9.18	8.90	8.83	8.55	8.93	9.05	8.90	9.40	8.75



How many are loyal to the Canary Islands?

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Tenerife: Repeat tourists	61.8%	71.8%	61.9%	57.6%	70.4%	39.6%	55.4%	50.4%	61.4%	67.9%	42.5%	56.3%
Tenerife: At least 10 previous visits	9.6%	12.1%	9.4%	9.9%	7.9%	6.1%	4.1%	7.0%	6.1%	16.8%	2.9%	8.2%
Canary Islands: Repeat tourists	66.8%	77.0%	68.0%	60.8%	76.3%	43.5%	61.9%	56.2%	72.6%	72.3%	47.4%	60.0%
Canary Islands: At least 10 previous visits	16.8%	20.7%	16.7%	15.5%	19.8%	8.2%	11.4%	12.2%	23.5%	23.2%	5.7%	16.0%

■ Tenerife: Repeat tourists ■ Tenerife: At least 10 previous visits



ISLANDS

How many islands do they visit during their trip?

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
One island	93.4%	96.8%	91.7%	90.0%	95.0%	88.0%	94.0%	92.3%	92.9%	92.7%	88.8%	90.4%
Two islands	5.7%	3.0%	6.4%	8.8%	4.5%	9.6%	5.0%	5.9%	6.4%	6.5%	8.9%	9.6%
Three or more islands	0.9%	0.2%	1.9%	1.2%	0.5%	2.4%	1.0%	1.8%	0.6%	0.8%	2.3%	0.0%

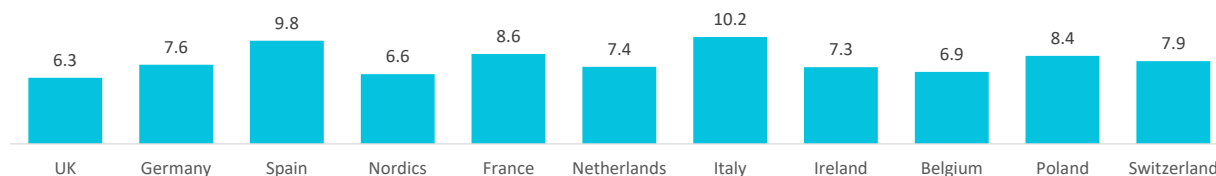
Visited islands during their trip (with overnight staying)

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Lanzarote	0.5%	0.1%	0.7%	0.5%	0.0%	1.2%	1.5%	0.8%	0.1%	0.2%	0.3%	0.0%
Fuerteventura	0.3%	0.1%	0.9%	0.3%	0.0%	0.6%	0.5%	1.2%	0.1%	0.0%	0.3%	0.0%
Gran Canaria	0.9%	0.2%	1.6%	1.5%	0.8%	2.1%	0.9%	1.1%	0.1%	0.8%	0.2%	0.4%
Tenerife	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
La Gomera	0.7%	0.2%	1.5%	1.1%	0.9%	1.7%	0.5%	0.5%	0.3%	1.0%	1.4%	1.9%
La Palma	0.6%	0.2%	1.0%	0.8%	0.1%	1.9%	0.4%	1.3%	0.1%	0.6%	0.2%	1.3%
El Hierro	0.2%	0.0%	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.6%
Cruise	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
0 hours	2.3%	4.5%	0.7%	0.5%	2.3%	0.5%	2.0%	0.0%	0.1%	1.2%	1.5%	3.7%
1 - 2 hours	9.2%	14.3%	6.5%	3.6%	12.5%	4.6%	10.1%	0.7%	7.7%	11.0%	5.3%	9.6%
3 - 6 hours	31.7%	39.5%	34.7%	16.1%	40.2%	22.3%	33.5%	13.4%	39.5%	42.5%	25.4%	21.8%
7 - 12 hours	46.9%	35.7%	51.4%	58.6%	37.7%	61.5%	45.1%	67.2%	44.8%	38.6%	57.7%	57.0%
More than 12 hours	10.0%	6.0%	6.7%	21.1%	7.3%	11.1%	9.3%	18.7%	7.8%	6.7%	10.1%	7.9%
Outdoor time per day	7.6	6.3	7.6	9.8	6.6	8.6	7.4	10.2	7.3	6.9	8.4	7.9



7.6
TENERIFE

Activities in the Canary Islands

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Walk, wander	79.3%	81.6%	69.5%	81.2%	83.3%	78.0%	72.3%	79.1%	78.5%	81.8%	85.3%	71.1%
Beach	67.3%	57.8%	77.0%	70.9%	63.2%	72.4%	69.1%	84.6%	67.9%	56.2%	85.4%	75.7%
Swimming pool, hotel facilities	63.8%	77.9%	40.7%	51.7%	72.2%	55.6%	66.2%	45.3%	74.8%	67.7%	57.0%	51.2%
Explore the island on their own	51.0%	33.8%	64.2%	68.0%	51.1%	69.3%	52.1%	59.7%	33.4%	50.5%	76.5%	65.2%
Taste Canarian gastronomy	30.2%	23.4%	44.4%	49.2%	17.8%	15.0%	22.0%	34.3%	23.9%	27.9%	38.6%	36.7%
Theme parks	23.5%	21.6%	23.8%	28.7%	15.7%	25.1%	22.1%	21.1%	23.7%	18.4%	34.4%	28.1%
Organized excursions	21.4%	20.8%	23.9%	17.8%	17.4%	23.8%	26.7%	20.4%	24.3%	22.0%	35.9%	22.1%
Hiking	20.4%	5.8%	29.8%	26.3%	18.7%	42.6%	38.8%	18.3%	6.2%	42.4%	40.7%	20.8%
Sea excursions / whale watching	17.5%	15.4%	19.9%	15.4%	10.2%	31.3%	22.5%	16.2%	16.2%	20.6%	20.1%	21.4%
Nightlife / concerts / shows	16.6%	23.6%	6.7%	17.1%	8.3%	12.4%	7.5%	12.4%	26.9%	5.9%	5.3%	15.9%
Swim	9.8%	11.0%	8.6%	3.7%	9.3%	6.1%	14.6%	7.1%	15.0%	16.9%	14.4%	8.0%
Other Nature Activities	8.9%	3.1%	14.7%	14.6%	4.8%	16.2%	6.9%	16.1%	2.0%	6.0%	11.3%	11.6%
Wineries / markets / popular festivals	8.5%	6.2%	11.0%	13.4%	4.6%	11.5%	4.5%	8.7%	6.1%	6.3%	9.8%	11.9%
Museums / exhibitions	7.6%	3.6%	10.9%	13.2%	5.8%	13.4%	5.5%	7.5%	4.9%	4.9%	9.9%	12.2%
Beauty and health treatments	6.6%	6.9%	6.4%	3.7%	9.1%	9.3%	5.1%	6.6%	12.5%	8.9%	0.7%	6.1%
Running	5.1%	4.0%	2.4%	4.9%	7.3%	6.5%	15.9%	3.6%	4.1%	6.4%	7.4%	6.2%
Practice other sports	4.5%	2.7%	6.1%	5.9%	4.8%	5.1%	3.9%	6.1%	4.6%	3.6%	7.7%	9.2%
Astronomical observation	4.3%	2.8%	7.6%	5.3%	5.2%	3.9%	6.1%	4.5%	2.3%	4.4%	5.2%	7.0%
Scuba Diving	3.0%	2.0%	4.4%	3.2%	1.2%	4.8%	4.9%	3.3%	2.8%	3.3%	3.0%	7.0%
Golf	2.5%	3.8%	1.5%	0.9%	2.5%	1.0%	2.2%	0.6%	5.8%	2.1%	0.0%	3.4%
Surf	2.5%	1.0%	3.0%	2.0%	1.6%	5.2%	1.9%	6.6%	4.1%	2.3%	3.1%	6.0%
Cycling / Mountain bike	1.7%	1.5%	1.6%	0.6%	1.6%	1.5%	2.1%	1.8%	2.3%	4.5%	3.1%	1.9%
Windsurf / Kitesurf	0.9%	0.7%	1.6%	0.5%	0.3%	1.3%	1.4%	1.5%	1.4%	1.1%	0.1%	6.1%

COMPETITORS

Where did they spend their main holiday last year? *

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Didn't have holidays	31.9%	45.9%	24.4%	11.2%	44.0%	24.3%	30.0%	23.5%	38.6%	19.3%	20.4%	19.0%
Canary Islands	18.9%	20.7%	21.4%	16.7%	16.7%	13.2%	14.5%	22.0%	24.9%	26.6%	10.5%	17.2%
Other destination	49.3%	33.4%	54.2%	72.2%	39.3%	62.5%	55.5%	54.5%	36.4%	54.2%	69.1%	63.8%

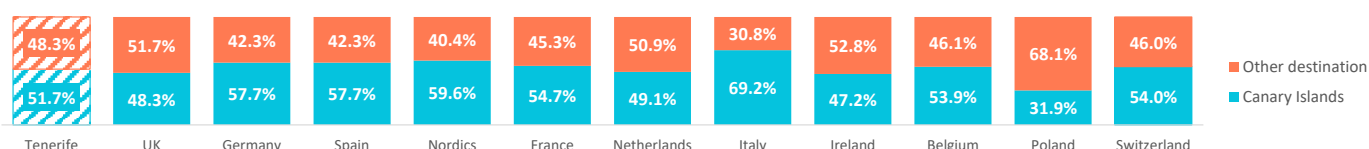
* Percentage of valid answers

What other destinations did they consider for this trip? *

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	29.2%	27.0%	32.9%	37.5%	31.3%	32.0%	24.4%	39.2%	23.6%	31.0%	8.5%	35.2%
Canary Islands (other island)	22.5%	21.3%	24.8%	20.2%	28.3%	22.7%	24.7%	30.0%	23.6%	22.9%	23.3%	18.8%
Other destination	48.3%	51.7%	42.3%	42.3%	40.4%	45.3%	50.9%	30.8%	52.8%	46.1%	68.1%	46.0%

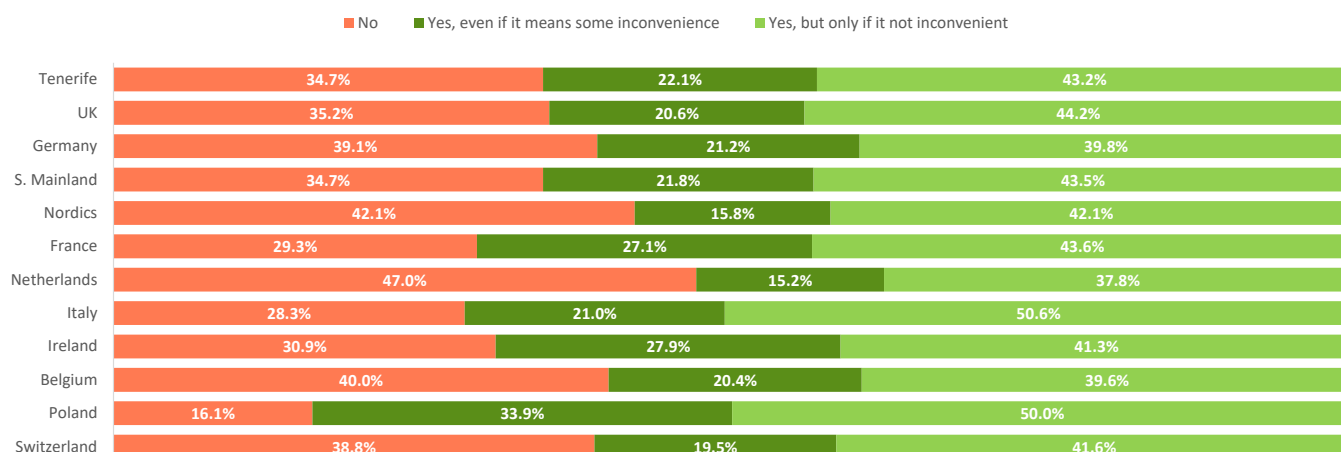
* Percentage of valid answers

CONSIDERED DESTINATIONS

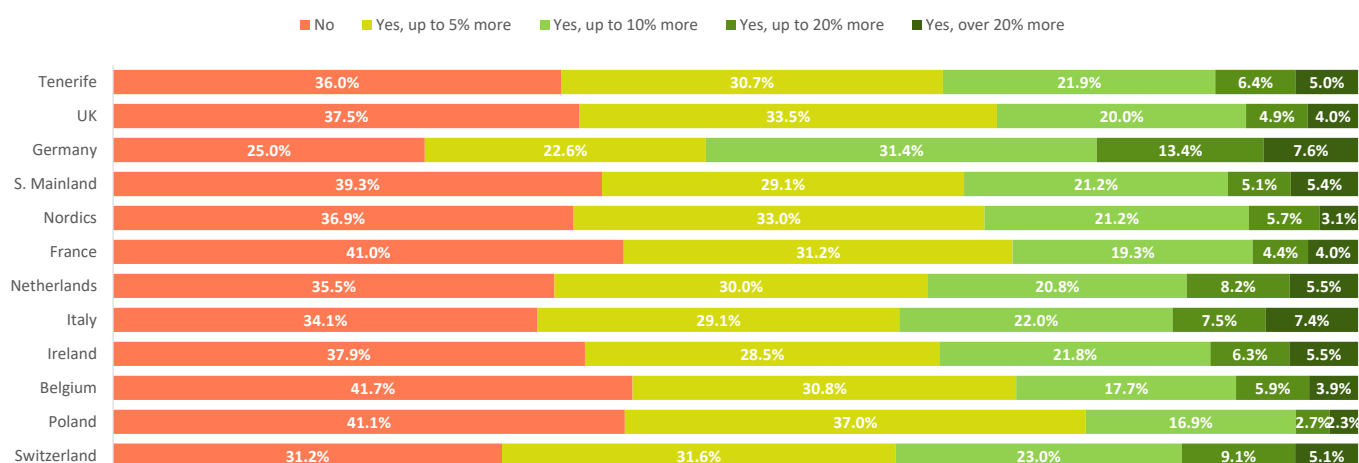


SUSTAINABLE DESTINATION

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 of the following sustainability measures during their stay *

	Tenerife	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Quality of life on the island	8.1	8.1	8.0	8.3	7.9	8.0	7.9	8.3	7.9	8.1	7.9	8.2
Tolerance towards tourism	8.5	8.5	8.4	8.8	8.5	8.3	8.2	8.7	8.5	8.4	8.7	8.4
Cleanliness of the island	8.3	8.5	7.8	8.2	8.4	8.1	7.9	8.1	8.4	8.2	8.5	8.0
Air quality	8.4	8.5	8.4	8.5	8.5	8.3	8.0	8.6	8.4	8.2	8.9	8.2
Rational water consumption	7.5	7.7	6.9	7.5	7.3	7.3	7.3	7.4	7.5	7.4	7.4	7.1
Energy saving	6.9	7.1	6.3	6.9	6.8	6.7	6.9	7.0	6.7	7.0	7.0	6.7
Use of renewable energy	6.9	7.0	6.4	6.8	6.7	6.8	6.9	7.4	6.6	7.0	6.9	6.9
Recycling	7.1	7.5	6.4	6.9	6.9	6.9	7.1	6.9	7.1	7.2	7.1	7.0
Easy to get around by public transport	7.4	7.6	7.1	7.0	7.0	7.3	7.4	7.5	7.5	7.5	7.7	6.8
Overcrowding in tourist areas	6.7	6.7	5.7	7.2	6.7	6.7	6.9	7.0	6.7	6.8	7.3	6.4
Supply of local products	7.2	7.1	6.9	7.6	6.8	7.3	7.1	7.3	7.0	7.2	7.7	7.5

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