

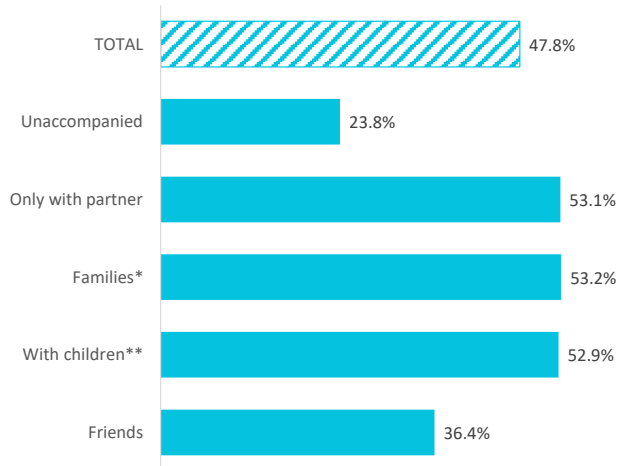
Tourist Expenditure Survey

PROFILE OF TOURIST BY COMPANIONS (2022)

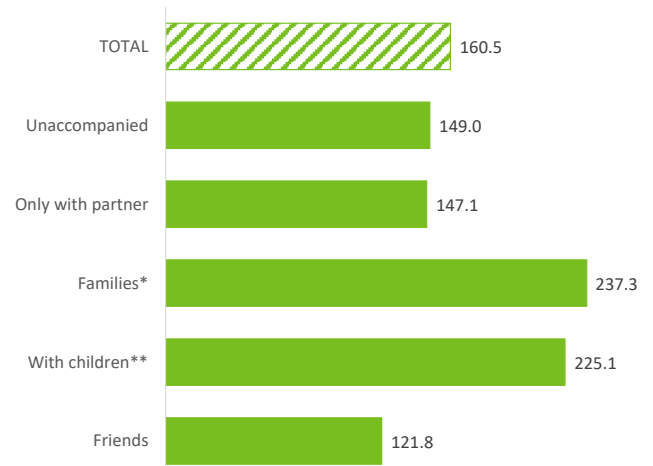
INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Tourist arrivals > 15 years old (EGT)	12,832,078	1,285,446	5,920,463	1,558,980	2,314,964	932,395
% Tourists	100%	10.0%	46.1%	12.1%	18.0%	7.3%
- Lanzarote	2,377,525	154,839	1,087,093	320,988	527,299	148,120
- Fuerteventura	1,822,701	168,341	850,500	241,139	338,945	132,165
- Gran Canaria	3,352,820	509,465	1,476,638	323,415	486,145	276,188
- Tenerife	5,083,082	432,511	2,405,231	654,239	937,701	362,403
- La Palma	132,040	13,106	67,471	14,573	18,812	8,897
% tourists who book holiday package	47.8%	23.8%	53.1%	53.2%	52.9%	36.4%
Expenditure per tourist (€)	1,314	1,268	1,251	1,889	1,806	875
- book holiday package	1,492	1,751	1,361	2,049	1,969	1,040
- holiday package	1,236	1,423	1,100	1,752	1,695	845
- others	256	328	261	296	275	195
- do not book holiday package	1,152	1,117	1,127	1,708	1,623	780
- flight	311	302	275	539	511	198
- accommodation	405	285	411	665	627	276
- others	436	530	442	504	485	306
Average length of stay	9.24	11.12	9.57	8.67	8.71	7.68
- book holiday package	8.45	9.18	8.71	8.15	8.15	7.61
- do not book holiday package	9.96	11.72	10.54	9.26	9.33	7.72
Average daily expenditure (€)	160.5	149.0	147.1	237.3	225.1	121.8
- book holiday package	186.1	205.9	164.8	263.0	252.5	141.1
- do not book holiday package	137.1	131.1	127.1	208.1	194.3	110.7
Total turnover (> 15 years old) (€m)	16,863	1,630	7,409	2,945	4,181	816
- book holiday package	9,143	537	4,282	1,700	2,412	353
- do not book holiday package	7,720	1,093	3,127	1,245	1,770	463

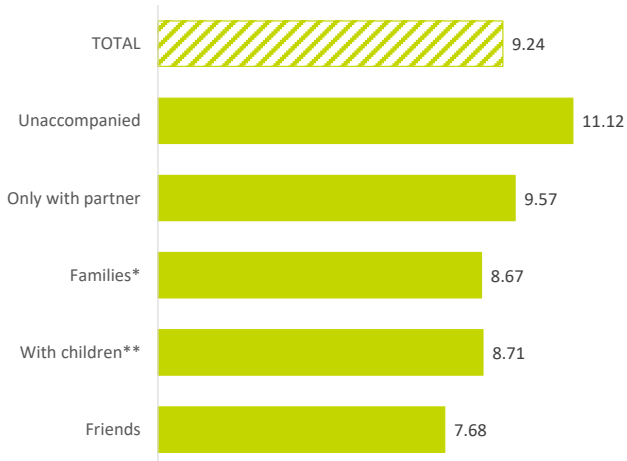
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



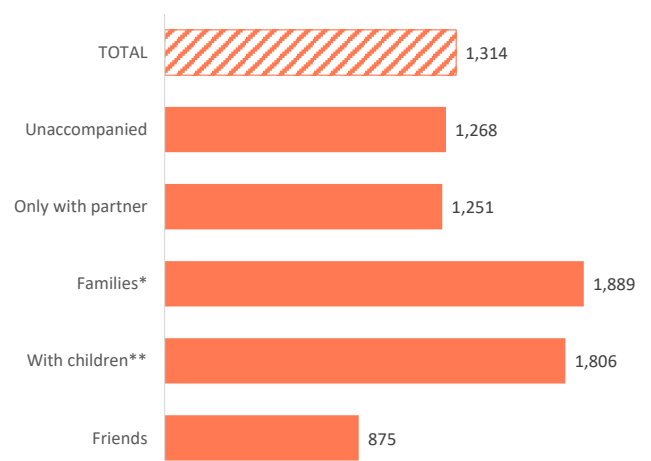
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



Tourist Expenditure Survey

PROFILE OF TOURIST BY COMPANIONS (2022)

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

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Accommodation:						
- Accommodation	84.4%	56.8%	88.7%	89.8%	89.4%	85.8%
- Additional accommodation expenses	7.1%	6.0%	7.1%	7.9%	7.7%	8.7%
Transport:						
- National/International Transport	95.8%	92.2%	97.1%	97.6%	96.8%	96.6%
- Flights between islands	5.0%	6.3%	5.1%	4.2%	4.1%	5.3%
- Taxi	51.8%	36.9%	54.1%	53.9%	54.6%	48.8%
- Car rental	32.0%	18.2%	33.5%	37.2%	35.0%	34.0%
- Public transport	9.6%	18.5%	9.7%	4.4%	4.6%	13.2%
Food and drink:						
- Food purchases at supermarkets	55.9%	60.3%	54.4%	56.0%	56.1%	59.7%
- Restaurants	66.4%	70.3%	67.9%	58.7%	59.1%	71.0%
Leisure:						
- Organized excursions	23.6%	13.2%	23.8%	28.2%	27.0%	22.9%
- Sport activities	7.9%	7.0%	6.5%	9.0%	8.8%	10.0%
- Cultural activities	2.5%	1.9%	2.4%	2.6%	2.7%	3.3%
- Museums	5.2%	4.0%	5.5%	6.1%	5.5%	4.2%
- Theme Parks	10.9%	3.7%	8.4%	24.3%	22.5%	8.1%
- Discos and pubs	9.9%	12.8%	9.7%	3.5%	4.7%	21.5%
- Wellness	5.2%	5.2%	5.5%	4.3%	4.8%	4.0%
Purchases of goods:						
- Souvenirs	40.0%	32.8%	40.5%	44.6%	44.1%	34.2%
- Real state	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%
- Other expenses	0.7%	0.8%	0.8%	0.7%	0.7%	0.7%
Other:						
- Medical or pharmaceutical expenses	7.6%	6.6%	7.4%	9.3%	9.4%	5.7%
- Other expenses	5.4%	5.5%	5.5%	5.9%	5.4%	5.3%

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

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Expenditure per tourist and trip (€)						
Accommodation:	810	924	744	1,132	1,099	531
- Accommodation	665	718	608	965	931	413
- Additional accommodation expenses	145	207	136	167	168	118
Transport:	711	464	406	682	664	285
- National/International Transport	377	366	330	592	573	233
- Flights between islands	79	98	76	90	90	52
- Taxi	90	139	91	99	89	74
- Car rental	134	257	133	150	140	93
- Public transport	32	60	27	27	23	20
Food and drink:	297	418	297	318	315	203
- Food purchases at supermarkets	104	195	96	108	107	77
- Restaurants	193	224	202	210	207	126
Leisure:	530	269	191	227	210	135
- Organized excursions	94	114	90	122	116	64
- Sport activities	100	155	101	106	94	71
- Cultural activities	55	70	54	62	63	55
- Museums	35	43	32	41	41	25
- Theme Parks	70	83	55	95	89	41
- Discos and pubs	99	153	100	94	96	79
- Wellness	78	119	73	86	79	77
Purchases of goods:	666	909	636	307	255	103
- Souvenirs	85	144	80	97	87	62
- Real state	360	764	556	211	168	41
- Other expenses	221	288	238	347	266	84
Other:	124	199	119	124	120	123
- Medical or pharmaceutical expenses	42	67	41	44	43	40
- Other expenses	81	131	78	80	77	84

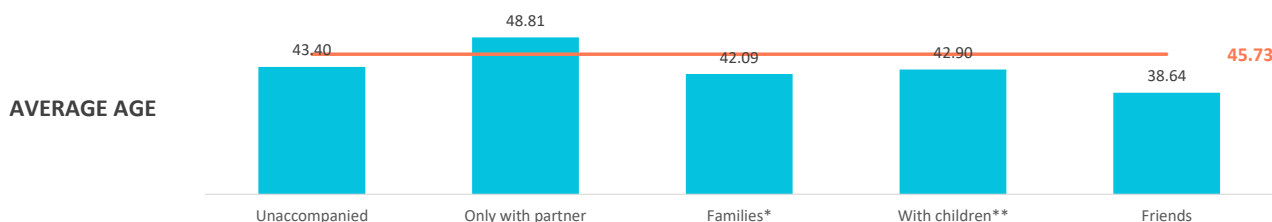
Tourist Expenditure Survey

PROFILE OF TOURIST BY COMPANIONS (2022)

TOURIST PROFILE

Who are they?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Gender						
Percentage of men	48.4%	56.7%	49.7%	50.0%	48.6%	42.9%
Percentage of women	51.6%	43.3%	50.3%	50.0%	51.4%	57.1%
Age						
Average age (tourists above 16 years old)	45.73	43.40	48.81	42.09	42.90	38.64
Standard deviation	16.0	16.4	17.2	7.6	9.9	16.2
Age range						
16-24 years old	10.4%	12.8%	8.9%	0.6%	2.2%	23.0%
25-30 years old	11.5%	15.3%	13.2%	3.5%	3.9%	20.1%
31-45 years old	29.4%	30.5%	20.1%	69.2%	64.0%	25.7%
46-60 years old	27.2%	22.8%	26.6%	24.1%	22.9%	17.0%
Over 60 years old	21.5%	18.6%	31.2%	2.6%	6.9%	14.3%
Occupation						
Salaried worker	57.4%	56.3%	53.7%	68.2%	65.6%	59.9%
Self-employed	10.8%	12.8%	9.4%	13.1%	13.2%	9.6%
Unemployed	1.0%	1.7%	0.7%	0.6%	0.7%	1.4%
Business owner	8.3%	7.9%	7.1%	12.3%	11.0%	7.1%
Student	4.6%	6.5%	3.6%	1.1%	1.7%	9.7%
Retired	16.5%	13.1%	24.3%	2.7%	6.0%	11.4%
Unpaid domestic work	0.6%	0.3%	0.4%	1.5%	1.3%	0.4%
Others	0.8%	1.3%	0.9%	0.5%	0.5%	0.5%
Annual household income level						
Less than €25,000	14.3%	21.6%	13.9%	6.5%	7.8%	22.3%
€25,000 - €49,999	34.3%	40.0%	35.6%	27.5%	27.8%	37.9%
€50,000 - €74,999	25.4%	20.7%	26.9%	28.6%	27.3%	19.5%
More than €74,999	26.0%	17.6%	23.6%	37.4%	37.0%	20.3%
Education level						
No studies	3.6%	2.3%	3.6%	3.7%	4.5%	2.0%
Primary education	1.7%	2.1%	2.0%	1.0%	1.0%	1.8%
Secondary education	20.2%	18.2%	22.4%	16.9%	17.4%	16.3%
Higher education	74.5%	77.4%	72.0%	78.4%	77.1%	79.9%



Who do they come with?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Unaccompanied	10.0%	100%	0.0%	0.0%	0.0%	0.0%
Only with partner	46.1%	0.0%	100%	0.0%	2.2%	0.0%
Only with children (< 13 years old)	4.9%	0.0%	0.0%	40.3%	27.1%	0.0%
Partner + children (< 13 years old)	7.3%	0.0%	0.0%	59.7%	40.2%	0.0%
Other relatives	9.9%	0.0%	0.0%	0.0%	14.2%	0.0%
Friends	7.3%	0.0%	0.0%	0.0%	0.8%	100%
Work colleagues	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Other combinations ⁽²⁾	13.7%	0.0%	0.0%	0.0%	15.3%	0.0%
⁽²⁾ Different situations have been isolated						
Tourists with children	18.0%	0.0%	0.9%	100%	100%	2.0%
- Between 0 and 2 years old	1.3%	0.0%	0.1%	6.5%	7.3%	0.4%
- Between 3 and 12 years old	15.5%	0.0%	0.7%	87.8%	85.9%	1.4%
- Between 0-2 and 3-12 years old	1.2%	0.0%	0.1%	5.7%	6.8%	0.2%
Tourists without children	82.0%	100%	99.1%	0.0%	0.0%	98.0%
Group composition:						
- 1 person	12.6%	100%	1.6%	0.0%	0.0%	9.9%
- 2 people	53.9%	0.0%	95.9%	5.1%	3.8%	50.3%
- 3 people	12.1%	0.0%	1.1%	34.9%	29.2%	16.4%
- 4 or 5 people	17.3%	0.0%	1.1%	56.5%	52.9%	17.4%
- 6 or more people	4.1%	0.0%	0.2%	3.5%	14.1%	6.0%
Average group size:	2.60	1.00	2.03	3.75	4.26	2.79

*People who share the main expenses of the trip

Tourist Expenditure Survey

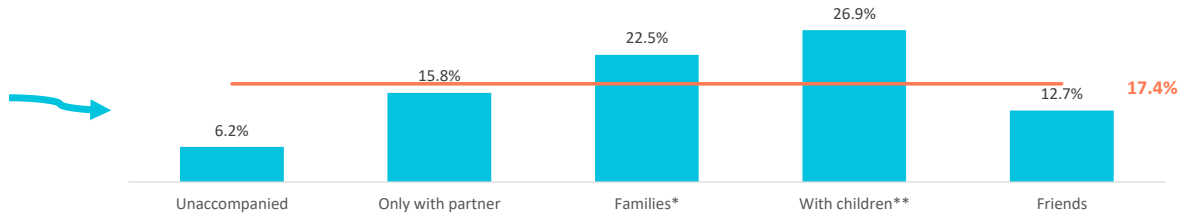
PROFILE OF TOURIST BY COMPANIONS (2022)

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
The same day	0.7%	2.2%	0.6%	0.4%	0.4%	0.9%
Between 1 and 30 days	27.8%	49.3%	27.5%	21.5%	19.7%	30.7%
Between 1 and 2 months	25.3%	26.4%	26.9%	21.4%	20.1%	30.1%
Between 3 and 6 months	28.8%	15.9%	29.1%	34.2%	32.9%	25.6%
More than 6 months	17.4%	6.2%	15.8%	22.5%	26.9%	12.7%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



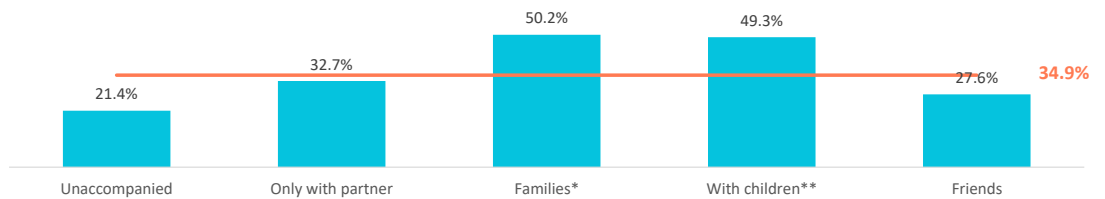
With whom did they book their flight and accommodation?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Flight						
- Directly with the airline	50.0%	68.3%	46.6%	45.5%	46.0%	59.2%
- Tour Operator or Travel Agency	50.0%	31.7%	53.4%	54.5%	54.0%	40.8%
Accommodation						
- Directly with the accommodation	36.6%	46.5%	33.7%	35.8%	36.6%	45.0%
- Tour Operator or Travel Agency	63.4%	53.5%	66.3%	64.2%	63.4%	55.0%

What do they book?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Room only	28.5%	39.1%	26.4%	20.9%	22.2%	43.2%
Bed and Breakfast	13.9%	19.3%	15.5%	8.8%	8.7%	14.0%
Half board	19.1%	16.7%	22.3%	15.7%	15.2%	11.9%
Full board	3.5%	3.4%	3.1%	4.4%	4.5%	3.3%
All inclusive	34.9%	21.4%	32.7%	50.2%	49.3%	27.6%

% TOURISTS WHO BOOK ALL INCLUSIVE



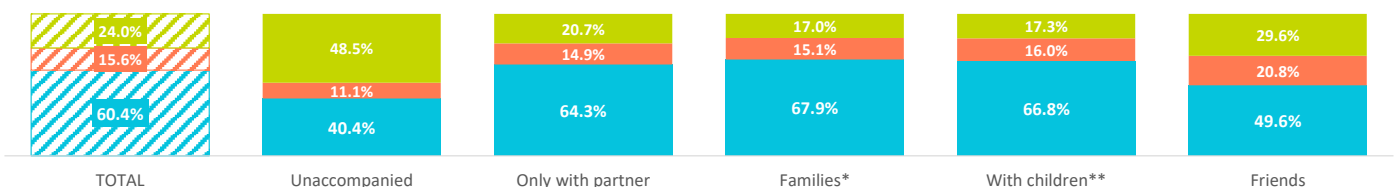
ACCOMMODATION

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
1-2-3* Hotel	10.9%	10.6%	10.2%	11.5%	10.9%	13.5%
4* Hotel	39.0%	24.7%	42.9%	42.7%	42.4%	29.7%
5* Hotel / 5* Luxury Hotel	10.5%	5.1%	11.3%	13.7%	13.5%	6.5%
Aparthotel / Tourist Villa	15.6%	11.1%	14.9%	15.1%	16.0%	20.8%
House/room rented in a private dwelling	7.2%	8.6%	7.0%	5.9%	5.8%	9.7%
Private accommodation ⁽¹⁾	8.7%	31.2%	5.8%	6.0%	5.3%	8.6%
Others (Cottage, cruise, camping,...)	8.1%	8.7%	7.9%	5.1%	6.2%	11.3%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



Tourist Expenditure Survey

PROFILE OF TOURIST BY COMPANIONS (2022)



TRIP MOTIVATION AND DESTINATION CHOICE

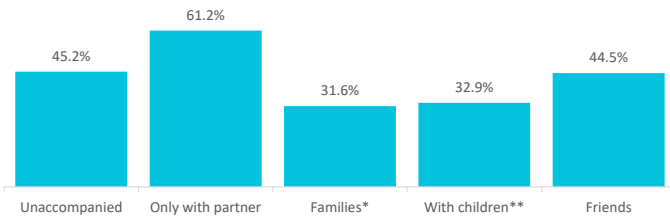
What is the main reason for visiting the Canary Islands?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Holidays	90.2%	58.9%	94.6%	94.8%	95.1%	93.1%
Family reasons	6.7%	28.0%	4.0%	4.7%	4.2%	4.3%
Business	1.4%	7.8%	0.3%	0.1%	0.1%	0.7%
Education and training	0.2%	0.8%	0.1%	0.0%	0.0%	0.2%
Sports training	0.4%	1.6%	0.2%	0.1%	0.2%	1.0%
Health	0.1%	0.4%	0.1%	0.0%	0.1%	0.1%
Conventions and Exhibitions	0.2%	0.5%	0.1%	0.0%	0.0%	0.2%
Others	0.7%	1.9%	0.7%	0.3%	0.3%	0.6%

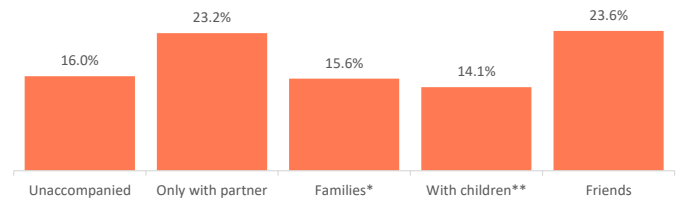
What is the main motivation for their holidays?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Rest	51.1%	45.2%	61.2%	31.6%	32.9%	44.5%
Enjoy family time	16.1%	21.5%	4.8%	45.0%	44.4%	1.6%
Have fun	8.5%	7.2%	7.1%	6.3%	6.9%	23.5%
Explore the destination	20.3%	16.0%	23.2%	15.6%	14.1%	23.6%
Practice their hobbies	1.9%	4.7%	1.5%	0.6%	0.7%	3.7%
Other reasons	2.1%	5.4%	2.1%	0.9%	0.9%	3.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Climate	75.0%	68.2%	76.3%	78.0%	78.3%	71.7%
Safety	51.3%	45.6%	52.0%	55.9%	56.9%	44.2%
Tranquility	46.5%	48.7%	49.1%	42.9%	43.2%	39.6%
Sea	46.0%	53.0%	44.9%	43.7%	43.9%	48.7%
Accommodation supply	41.8%	27.7%	44.4%	44.4%	45.0%	35.2%
Beaches	39.3%	43.0%	38.2%	39.8%	40.1%	43.6%
Effortless trip	37.5%	35.9%	39.0%	37.4%	37.3%	35.4%
European belonging	36.5%	37.3%	37.4%	35.8%	35.2%	35.1%
Price	35.8%	31.4%	36.6%	34.3%	36.0%	37.9%
Landscapes	34.1%	40.9%	35.0%	29.5%	28.4%	35.3%
Environment	33.3%	36.7%	34.2%	30.9%	31.2%	32.5%
Gastronomy	26.6%	26.7%	28.8%	22.2%	23.1%	22.5%
Fun possibilities	23.3%	23.6%	19.8%	27.9%	29.5%	30.9%
Authenticity	22.3%	26.7%	22.8%	20.4%	20.6%	21.7%
Exoticism	11.8%	13.2%	11.9%	10.7%	10.9%	13.1%
Hiking trail network	10.1%	16.5%	10.7%	6.1%	6.0%	9.7%
Shopping	9.1%	9.1%	9.2%	7.1%	8.4%	8.7%
Culture	9.0%	11.0%	8.8%	7.7%	8.2%	9.7%
Historical heritage	8.4%	11.4%	8.6%	6.8%	6.8%	7.8%
Nightlife	7.9%	12.5%	7.1%	3.6%	4.0%	17.8%

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?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Previous visits to the Canary Islands	49.8%	49.2%	51.5%	49.3%	51.3%	35.3%
Friends or relatives	30.4%	38.9%	25.6%	27.9%	30.9%	45.5%
Internet or social media	54.2%	42.3%	56.0%	60.2%	58.1%	54.8%
Mass Media	2.0%	1.6%	2.0%	1.9%	1.9%	2.8%
Travel guides and magazines	7.0%	3.4%	7.3%	7.0%	6.8%	6.1%
Travel Blogs or Forums	6.9%	4.3%	7.8%	7.3%	6.7%	7.8%
Travel TV Channels	0.8%	0.7%	0.9%	0.4%	0.6%	0.4%
Tour Operator or Travel Agency	20.7%	10.8%	22.7%	22.9%	22.5%	14.5%
Public administrations or similar	1.3%	1.4%	1.2%	1.3%	1.3%	1.7%
Others	3.2%	6.1%	2.6%	2.3%	2.2%	2.6%

* Multi-choice question

Tourist Expenditure Survey

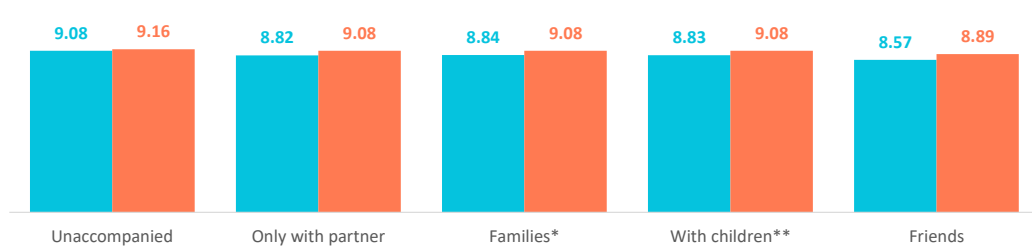
PROFILE OF TOURIST BY COMPANIONS (2022)

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Average rating	8.85	8.82	8.86	8.86	8.87	8.76
Experience in the Canary Islands	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Worse or much worse than expected	2.8%	2.7%	2.7%	2.7%	2.8%	4.2%
Lived up to expectations	53.5%	56.2%	53.8%	52.9%	52.5%	48.8%
Better or much better than expected	43.7%	41.1%	43.5%	44.4%	44.8%	47.1%
Future intentions (scale 1-10)	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Return to the Canary Islands	8.82	9.08	8.82	8.84	8.83	8.57
Recommend visiting the Canary Islands	9.06	9.16	9.08	9.08	9.08	8.89

RETURN TO THE CANARY



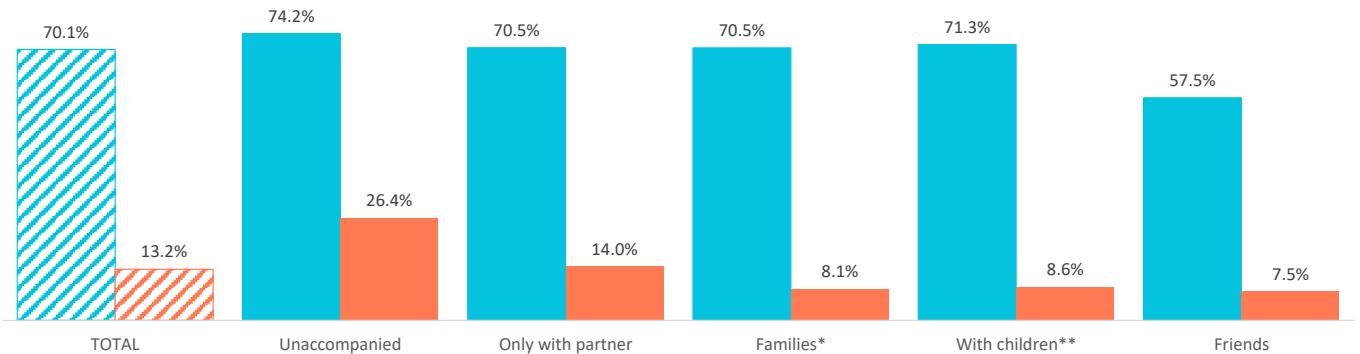
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Repeat tourists	70.1%	74.2%	70.5%	70.5%	71.3%	57.5%
At least 10 previous visits	19.1%	29.9%	20.7%	12.9%	14.1%	10.7%
Repeat tourists (last 5 years)	62.7%	68.9%	64.0%	59.1%	60.5%	51.0%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	26.4%	14.0%	8.1%	8.6%	7.5%

■ Repeat tourists ■ Repeat tourists (last 5 years) (5 or more visits)



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
One island	92.6%	90.1%	92.6%	94.3%	94.4%	91.5%
Two islands	6.3%	8.1%	6.2%	5.1%	5.0%	7.4%
Three or more islands	1.1%	1.8%	1.1%	0.7%	0.7%	1.1%

Visited islands during their trip (with overnight staying)

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Lanzarote	19.3%	13.1%	19.1%	21.1%	23.2%	16.9%
Fuerteventura	15.0%	14.3%	15.2%	15.9%	15.0%	15.4%
Gran Canaria	26.8%	40.8%	25.7%	21.3%	21.5%	30.4%
Tenerife	40.5%	35.7%	41.4%	42.7%	41.1%	40.0%
La Gomera	0.6%	0.8%	0.7%	0.3%	0.4%	0.6%
La Palma	1.5%	1.7%	1.6%	1.2%	1.1%	1.7%
El Hierro	0.2%	0.4%	0.2%	0.0%	0.1%	0.2%
Cruise	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%

Tourist Expenditure Survey

PROFILE OF TOURIST BY COMPANIONS (2022)

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
0 hours	2.5%	1.7%	2.2%	3.9%	4.0%	1.7%
1 - 2 hours	10.7%	5.8%	9.6%	17.4%	17.2%	7.9%
3 - 6 hours	32.7%	26.4%	33.5%	35.8%	36.9%	25.3%
7 - 12 hours	45.1%	52.4%	46.3%	37.8%	36.6%	49.3%
More than 12 hours	9.0%	13.7%	8.4%	5.0%	5.2%	15.7%
Outdoor time per day	7.3	8.5	7.4	6.2	6.2	8.6



Activities in the Canary Islands

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Walk, wander	73.8%	67.7%	76.3%	71.0%	71.6%	72.3%
Beach	71.3%	67.1%	68.6%	80.1%	79.4%	74.8%
Swimming pool, hotel facilities	61.1%	34.4%	60.2%	77.6%	78.1%	54.8%
Explore the island on their own	48.7%	44.1%	50.0%	47.7%	45.6%	51.1%
Taste Canarian gastronomy	27.0%	27.3%	28.1%	22.0%	21.5%	29.1%
Hiking	18.5%	21.0%	19.5%	13.9%	14.1%	21.9%
Organized excursions	17.4%	10.1%	17.9%	17.4%	17.8%	16.7%
Nightlife / concerts / shows	15.3%	19.4%	14.3%	7.3%	9.1%	32.4%
Theme parks	14.4%	5.6%	10.9%	31.2%	29.9%	11.2%
Sea excursions / whale watching	12.7%	7.0%	11.9%	15.8%	15.9%	13.7%
Wineries / markets / popular festivals	10.6%	9.6%	10.8%	9.0%	9.1%	9.5%
Swim	10.1%	9.1%	9.2%	10.9%	11.6%	11.8%
Museums / exhibitions	10.0%	9.4%	10.0%	10.2%	9.7%	8.6%
Other Nature Activities	8.1%	8.9%	7.8%	7.4%	6.9%	10.8%
Running	5.9%	7.4%	4.5%	7.1%	7.9%	5.2%
Beauty and health treatments	5.9%	5.9%	5.6%	4.8%	5.6%	6.3%
Practice other sports	4.7%	6.1%	3.7%	4.7%	4.8%	5.0%
Astronomical observation	3.7%	3.9%	3.7%	2.9%	2.8%	5.0%
Cycling / Mountain bike	3.3%	4.4%	3.1%	2.6%	3.1%	3.0%
Surf	3.1%	6.7%	1.8%	3.0%	2.7%	6.5%
Scuba Diving	3.0%	3.3%	2.4%	2.9%	3.0%	3.4%
Golf	2.1%	1.8%	1.9%	2.0%	2.3%	2.2%
Windsurf / Kitesurf	1.2%	1.7%	0.8%	1.3%	1.4%	2.0%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Didn't have holidays	31.7%	22.9%	31.6%	35.6%	35.8%	29.1%
Canary Islands	20.4%	31.7%	21.1%	16.3%	17.2%	14.0%
Other destination	48.0%	45.4%	47.3%	48.0%	46.9%	57.0%

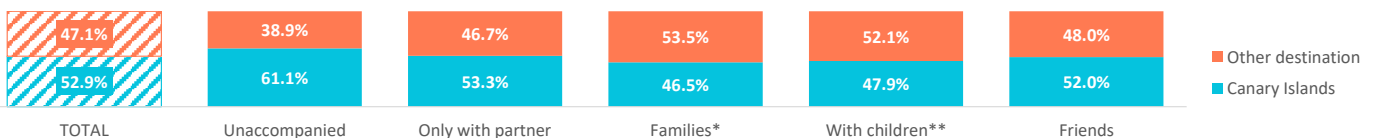
* Percentage of valid answers

What other destinations did they consider for this trip? *

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
None (I was clear about "this Canary Island")	28.3%	38.5%	28.5%	21.9%	23.0%	27.7%
Canary Islands (other island)	24.6%	22.7%	24.8%	24.6%	24.9%	24.3%
Other destination	47.1%	38.9%	46.7%	53.5%	52.1%	48.0%

* Percentage of valid answers

CONSIDERED DESTINATIONS



Tourist Expenditure Survey

PROFILE OF TOURIST BY COMPANIONS (2022)

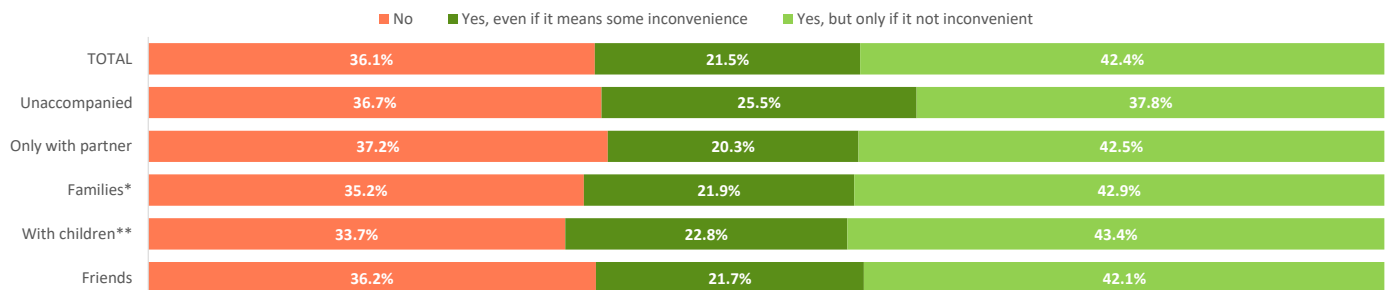
COUNTRY OF RESIDENCE

Where are they from?

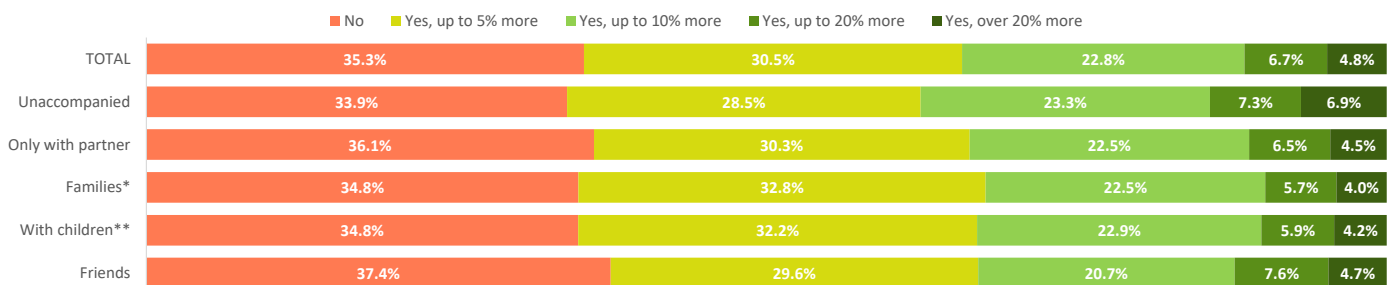
	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
United Kingdom	33.4%	24.3%	35.4%	33.4%	37.8%	29.2%
Germany	16.0%	18.2%	17.3%	14.4%	12.2%	15.5%
Spanish Mainland	13.3%	21.2%	11.6%	14.6%	12.8%	15.5%
France	5.4%	4.1%	5.0%	6.7%	6.1%	5.2%
Netherlands	4.5%	3.5%	4.5%	5.4%	4.8%	5.5%
Italy	4.3%	5.2%	4.3%	2.6%	2.3%	7.5%
Ireland	3.8%	3.1%	3.7%	3.8%	4.2%	3.2%
Belgium	2.9%	2.2%	3.0%	2.8%	2.5%	2.5%
Norway	2.3%	2.6%	2.1%	2.0%	2.4%	2.2%
Denmark	2.3%	2.0%	2.2%	2.3%	2.5%	1.6%
Sweden	2.1%	2.3%	2.0%	2.7%	2.5%	1.0%
Poland	1.9%	1.1%	1.9%	2.4%	2.5%	1.6%
Finland	1.1%	0.9%	1.2%	1.1%	1.0%	1.1%
Switzerland	1.1%	1.7%	1.1%	0.8%	0.7%	1.2%
Austria	1.0%	1.3%	1.1%	0.5%	0.4%	1.2%
Czech Republic	0.8%	0.8%	0.6%	0.8%	0.8%	1.0%
Others	3.9%	5.6%	3.1%	3.8%	4.4%	5.1%

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 *

	TOTAL	Unaccompanied	Only with partner	Families*	With children**	Friends
Quality of life on the island	8.1	8.2	8.1	8.0	8.0	8.0
Tolerance towards tourism	8.6	8.5	8.6	8.7	8.6	8.4
Cleanliness of the island	8.3	8.0	8.3	8.3	8.4	8.2
Air quality	8.5	8.4	8.5	8.6	8.6	8.4
Rational water consumption	7.5	7.3	7.5	7.5	7.5	7.2
Energy saving	6.9	6.8	7.0	6.9	7.0	6.7
Use of renewable energy	7.0	7.0	7.1	7.0	7.0	6.8
Recycling	7.1	6.9	7.2	7.1	7.2	6.8
Easy to get around by public transport	7.4	7.2	7.5	7.2	7.2	7.2
Overcrowding in tourist areas	6.7	6.6	6.7	6.7	6.7	6.6
Supply of local products	7.1	7.1	7.2	7.1	7.1	7.0

* 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.