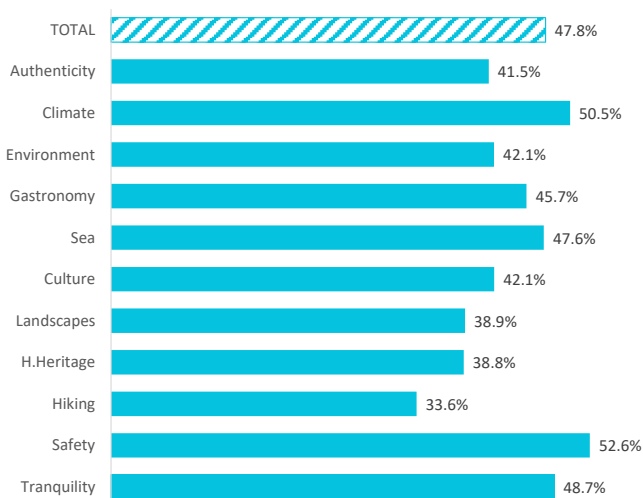


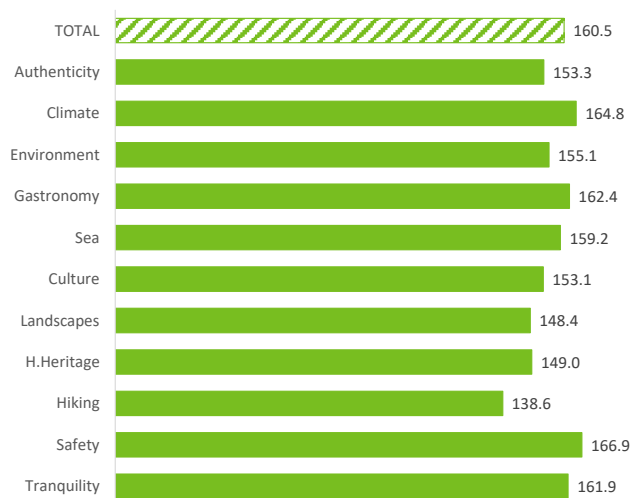
INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Tourist arrivals > 15 years old (EGT)	12,832,078	2,802,035	9,430,123	4,182,080	3,338,365	5,778,897	1,129,818	4,281,631	1,056,571	1,267,237	6,448,450	5,846,123
% Tourists	100%	21.8%	73.5%	32.6%	26.0%	45.0%	8.8%	33.4%	8.2%	9.9%	50.3%	45.6%
- Lanzarote	2,377,525	562,976	1,747,811	829,900	635,143	951,559	245,330	751,715	226,123	161,641	1,288,602	1,141,485
- Fuerteventura	1,822,701	381,193	1,362,095	527,333	424,049	1,111,357	114,686	526,141	106,583	118,676	972,974	955,203
- Gran Canaria	3,352,820	699,157	2,520,795	949,069	907,138	1,609,135	305,608	1,010,678	276,285	330,609	1,615,152	1,484,812
- Tenerife	5,083,082	1,096,799	3,683,994	1,788,812	1,328,423	2,034,435	451,605	1,873,193	429,345	589,855	2,493,745	2,167,326
- La Palma	132,040	46,275	75,682	61,415	31,016	43,905	9,254	83,441	12,587	46,945	53,950	69,015
% tourists who book holiday package	47.8%	41.5%	50.5%	42.1%	45.7%	47.6%	42.1%	38.9%	38.8%	33.6%	52.6%	48.7%
Expenditure per tourist (€)	1,314	1,254	1,359	1,286	1,372	1,339	1,279	1,238	1,245	1,261	1,382	1,344
- book holiday package	1,492	1,471	1,513	1,484	1,568	1,524	1,486	1,445	1,495	1,474	1,522	1,514
- holiday package	1,236	1,204	1,256	1,212	1,287	1,268	1,198	1,173	1,206	1,200	1,263	1,268
- others	256	267	258	271	281	256	288	272	289	274	259	246
- do not book holiday package	1,152	1,099	1,202	1,143	1,206	1,171	1,128	1,106	1,086	1,154	1,226	1,183
- flight	311	297	321	304	317	318	295	296	292	307	330	315
- accommodation	405	364	439	392	422	409	369	368	337	359	449	431
- others	436	439	443	446	468	443	463	442	457	488	446	437
Average lenght of stay	9.24	9.28	9.29	9.45	9.52	9.50	9.49	9.54	9.68	10.74	9.22	9.38
- book holiday package	8.45	8.47	8.52	8.57	8.79	8.72	8.59	8.59	8.82	9.25	8.56	8.64
- do not book holiday package	9.96	9.86	10.09	10.10	10.13	10.22	10.14	10.14	10.22	11.49	9.96	10.08
Average daily expenditure (€)	160.5	153.3	164.8	155.1	162.4	159.2	153.1	148.4	149.0	138.6	166.9	161.9
- book holiday package	186.1	183.7	188.0	184.5	189.4	185.5	184.7	179.2	182.6	172.8	187.5	185.3
- do not book holiday package	137.1	131.7	141.2	133.7	139.7	135.4	130.1	128.8	127.7	121.3	143.9	139.8
Total turnover (> 15 years old) (€m)	16,863	3,512	12,818	5,380	4,579	7,738	1,445	5,301	1,315	1,598	8,910	7,858
- book holiday package	9,143	1,712	7,201	2,613	2,391	4,190	707	2,407	612	627	5,167	4,310
- do not book holiday package	7,720	1,801	5,617	2,767	2,188	3,547	738	2,894	703	971	3,744	3,548

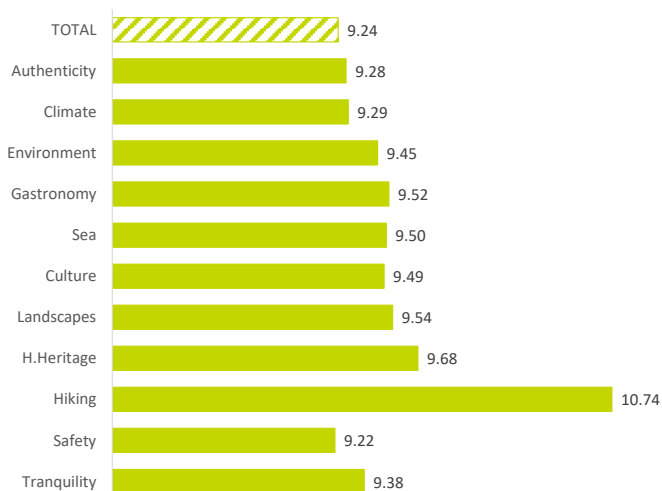
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



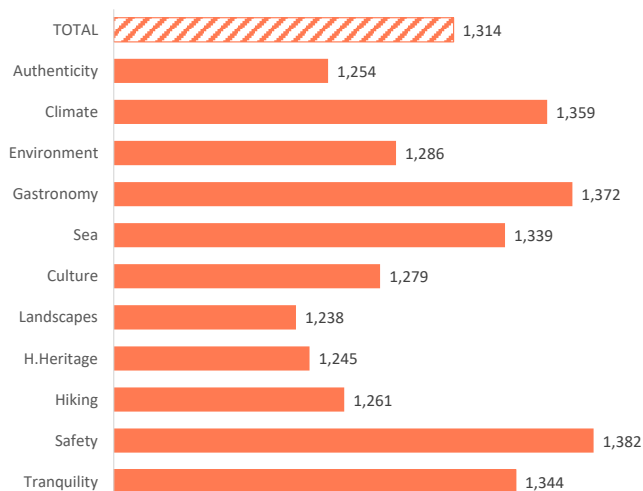
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST (€)



Tourist Expenditure Survey (1/2)

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2022)



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

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Accommodation:												
- Accommodation	84.4%	81.8%	86.7%	83.5%	82.6%	85.1%	80.8%	82.9%	78.9%	80.3%	86.6%	84.9%
- Additional accommodation expenses	7.1%	7.7%	7.2%	7.6%	6.9%	7.4%	6.8%	7.6%	7.8%	8.1%	6.9%	7.2%
Transport:												
- National/International Transport	95.8%	95.7%	96.6%	96.3%	96.5%	96.6%	95.0%	96.1%	95.2%	96.7%	96.6%	96.5%
- Flights between islands	5.0%	6.7%	4.7%	6.3%	5.0%	5.4%	5.6%	6.8%	6.8%	7.6%	4.7%	5.1%
- Taxi	51.8%	44.1%	54.4%	45.9%	50.5%	50.3%	45.9%	39.9%	40.5%	34.3%	56.6%	52.2%
- Car rental	32.0%	38.2%	30.7%	37.6%	31.9%	33.5%	37.0%	45.5%	42.2%	48.6%	28.0%	31.3%
- Public transport	9.6%	10.0%	9.3%	10.0%	8.9%	10.0%	10.6%	10.7%	10.7%	13.5%	8.6%	8.7%
Food and drink:												
- Food purchases at supermarkets	55.9%	57.2%	55.7%	57.9%	56.3%	56.2%	56.9%	59.3%	56.5%	65.4%	54.7%	54.7%
- Restaurants	66.4%	67.3%	65.5%	68.2%	69.3%	64.2%	68.5%	69.2%	68.7%	71.2%	63.9%	63.8%
Leisure:												
- Organized excursions	23.6%	25.7%	23.1%	25.2%	21.5%	24.4%	26.2%	28.9%	28.8%	25.9%	23.7%	23.0%
- Sport activities	7.9%	7.7%	7.9%	8.0%	7.3%	8.7%	7.2%	8.2%	6.4%	9.0%	7.5%	6.8%
- Cultural activities	2.5%	3.1%	2.4%	2.8%	2.5%	2.4%	4.1%	3.1%	4.5%	2.7%	2.6%	2.3%
- Museums	5.2%	7.0%	4.7%	7.3%	5.0%	5.0%	9.8%	8.6%	11.4%	9.6%	4.3%	4.9%
- Theme Parks	10.9%	11.0%	10.9%	11.4%	10.4%	10.0%	12.3%	11.5%	11.1%	9.2%	11.7%	10.2%
- Discos and pubs	9.9%	10.1%	10.0%	9.7%	10.7%	9.2%	10.6%	8.1%	8.3%	7.2%	10.3%	9.2%
- Wellness	5.2%	5.3%	5.6%	5.5%	6.2%	5.6%	6.2%	5.0%	5.3%	4.5%	6.0%	6.1%
Purchases of goods:												
- Souvenirs	40.0%	42.3%	40.1%	41.3%	40.8%	40.0%	41.3%	41.4%	41.8%	36.5%	41.6%	40.8%
- Real state	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%
- Other expenses	0.7%	1.0%	0.7%	0.9%	0.9%	0.8%	1.0%	0.9%	1.0%	1.0%	0.7%	0.7%
Other:												
- Medical or pharmaceutical expenses	7.6%	8.1%	7.5%	7.8%	7.6%	7.6%	8.8%	7.6%	9.0%	8.1%	8.1%	7.7%
- Other expenses	5.4%	4.7%	5.5%	5.3%	5.2%	5.5%	4.1%	5.1%	4.2%	5.0%	5.4%	5.2%

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

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Expenditure per tourist and trip (€)												
Accommodation:	810	778	835	778	860	822	781	734	766	733	846	835
- Accommodation	665	624	685	636	705	670	637	594	614	586	706	693
- Additional accommodation expenses	145	154	150	143	155	152	143	140	152	147	140	142
Transport:	711	680	720	690	703	718	693	683	689	748	723	720
- National/International Transport	377	356	385	361	382	384	357	348	351	354	392	382
- Flights between islands	79	77	78	79	79	76	87	77	87	86	74	76
- Taxi	90	86	91	87	85	95	86	92	90	98	90	93
- Car rental	134	133	134	134	130	135	134	136	134	160	134	136
- Public transport	32	29	32	30	27	28	29	29	28	50	32	33
Food and drink:	297	298	301	302	331	302	312	289	312	320	303	298
- Food purchases at supermarkets	104	104	102	105	105	107	110	108	117	125	102	104
- Restaurants	193	194	198	197	225	194	202	181	195	194	201	194
Leisure:	530	530	526	535	517	539	568	516	544	521	532	521
- Organized excursions	94	91	94	94	94	96	101	94	98	89	96	92
- Sport activities	100	92	93	100	88	101	73	95	84	80	98	96
- Cultural activities	55	54	56	53	46	55	61	52	60	50	54	56
- Museums	35	33	35	38	38	33	37	34	36	32	33	32
- Theme Parks	70	68	71	70	68	71	75	66	71	69	72	70
- Discos and pubs	99	107	102	98	103	99	121	91	98	92	102	99
- Wellness	78	85	75	81	80	84	99	84	96	109	77	76
Purchases of goods:	666	631	527	836	663	564	293	1,029	429	351	506	555
- Souvenirs	85	89	85	86	95	88	98	85	97	83	90	91
- Real state	360	383	179	574	222	199	79	714	172	99	192	222
- Other expenses	221	159	264	176	346	277	116	230	160	169	225	243
Other:	124	110	121	133	132	125	144	118	142	116	111	118
- Medical or pharmaceutical expenses	42	40	40	42	38	44	64	38	53	36	39	40
- Other expenses	81	70	80	91	94	81	80	80	89	80	72	78

TOURIST PROFILE

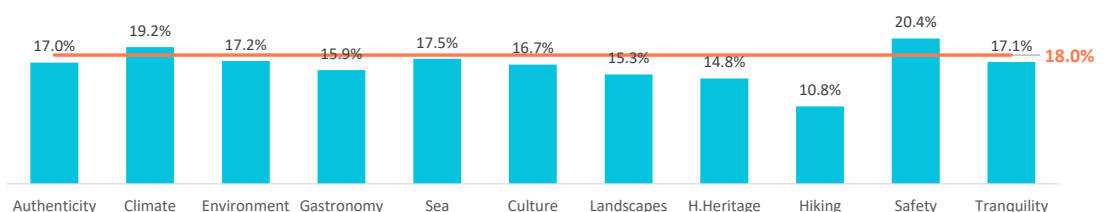
Who are they?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Gender												
Percentage of men	48.4%	44.8%	47.0%	44.9%	45.9%	45.7%	42.6%	46.5%	44.3%	48.2%	43.1%	44.4%
Percentage of women	51.6%	55.2%	53.0%	55.1%	54.1%	54.3%	57.4%	53.5%	55.7%	51.8%	56.9%	55.6%
Age												
Average age (tourists above 16 years old)	45.73	43.68	46.52	45.22	46.55	45.14	43.61	44.03	45.52	45.70	46.43	46.23
Standard deviation	16.0	15.9	15.8	16.0	16.2	15.9	16.2	16.0	15.9	16.1	16.0	16.0
Age range												
16-24 years old	10.4%	12.1%	9.0%	10.0%	9.5%	10.7%	13.7%	11.4%	9.6%	8.7%	9.9%	10.0%
25-30 years old	11.5%	14.2%	10.7%	12.9%	11.3%	12.3%	13.2%	14.2%	12.8%	13.3%	10.2%	11.0%
31-45 years old	29.4%	30.5%	29.6%	30.4%	28.2%	30.0%	30.0%	30.7%	29.1%	30.0%	29.3%	28.3%
46-60 years old	27.2%	25.1%	28.5%	25.9%	28.0%	26.9%	24.6%	24.9%	27.9%	26.5%	28.2%	28.7%
Over 60 years old	21.5%	18.0%	22.2%	20.8%	23.0%	20.1%	18.5%	18.8%	20.7%	21.5%	22.4%	21.9%
Occupation												
Salaried worker	57.4%	57.6%	57.8%	56.9%	55.8%	58.1%	57.1%	56.8%	56.5%	53.3%	57.5%	56.8%
Self-employed	10.8%	12.3%	10.8%	12.3%	11.0%	11.2%	12.3%	12.5%	12.9%	13.1%	10.9%	11.0%
Unemployed	1.0%	1.5%	0.8%	1.3%	1.0%	1.0%	2.0%	1.5%	1.7%	1.5%	0.8%	0.9%
Business owner	8.3%	8.3%	8.1%	7.6%	8.7%	8.6%	7.5%	8.3%	7.7%	8.8%	7.9%	8.4%
Student	4.6%	5.3%	4.0%	4.6%	4.3%	4.9%	5.5%	5.3%	4.8%	5.1%	4.2%	4.5%
Retired	16.5%	13.8%	17.2%	16.1%	17.9%	14.8%	14.1%	14.3%	14.7%	16.6%	17.2%	16.9%
Unpaid domestic work	0.6%	0.6%	0.6%	0.6%	0.6%	0.5%	0.7%	0.5%	0.7%	0.6%	0.7%	0.6%
Others	0.8%	0.7%	0.8%	0.7%	0.7%	0.9%	0.9%	0.8%	1.1%	1.1%	0.8%	0.9%
Annual household income level												
Less than €25,000	14.3%	17.6%	12.9%	16.7%	14.5%	15.2%	18.4%	17.5%	19.2%	18.2%	13.7%	14.4%
€25,000 - €49,999	34.3%	37.4%	33.6%	36.3%	34.4%	34.1%	37.0%	37.4%	38.8%	37.6%	33.8%	34.7%
€50,000 - €74,999	25.4%	22.8%	26.0%	23.2%	24.2%	25.3%	23.5%	23.6%	23.6%	22.1%	25.7%	25.2%
More than €74,999	26.0%	22.1%	27.5%	23.8%	27.0%	25.4%	21.0%	21.5%	18.4%	22.1%	26.8%	25.7%
Education level												
No studies	3.6%	3.0%	3.6%	3.6%	3.4%	2.7%	3.3%	1.9%	2.7%	1.2%	4.5%	3.3%
Primary education	1.7%	1.6%	1.6%	1.6%	1.7%	1.7%	2.0%	1.8%	2.0%	2.1%	1.6%	1.7%
Secondary education	20.2%	19.1%	20.0%	18.1%	21.4%	20.0%	19.6%	18.3%	20.1%	18.9%	20.7%	20.7%
Higher education	74.5%	76.3%	74.8%	76.7%	73.5%	75.6%	75.1%	78.0%	75.3%	77.7%	73.2%	74.2%

Who do they come with?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Unaccompanied	10.0%	11.0%	8.4%	10.1%	9.3%	10.6%	11.2%	11.1%	12.4%	15.0%	8.2%	9.6%
Only with partner	46.1%	47.9%	47.6%	48.2%	50.9%	45.7%	46.1%	48.1%	48.0%	49.9%	47.5%	49.5%
Only with children (< 13 years old)	4.9%	5.0%	5.2%	4.9%	4.4%	5.3%	4.6%	4.6%	4.3%	3.6%	5.5%	4.8%
Partner + children (< 13 years old)	7.3%	6.4%	7.7%	6.6%	5.9%	6.5%	6.0%	6.1%	5.8%	3.9%	8.0%	6.6%
Other relatives	9.9%	10.1%	10.1%	9.8%	9.6%	9.8%	11.0%	8.8%	9.2%	7.3%	10.4%	10.0%
Friends	7.3%	7.1%	7.0%	7.1%	6.2%	7.7%	7.9%	7.5%	6.7%	7.0%	6.3%	6.2%
Work colleagues	0.6%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.1%
Organized trip	0.3%	0.4%	0.2%	0.3%	0.1%	0.2%	0.3%	0.4%	0.5%	0.5%	0.2%	0.2%
Other combinations ⁽²⁾	13.7%	11.9%	13.8%	12.8%	13.5%	13.9%	12.6%	13.2%	12.9%	12.5%	13.8%	13.0%
⁽²⁾ Different situations have been isolated												
Tourists with children	18.0%	17.0%	19.2%	17.2%	15.9%	17.5%	16.7%	15.3%	14.8%	10.8%	20.4%	17.1%
- Between 0 and 2 years old	1.3%	1.3%	1.3%	1.2%	1.1%	1.2%	1.4%	1.3%	1.3%	0.8%	1.4%	1.4%
- Between 3 and 12 years old	15.5%	14.5%	16.5%	14.9%	13.8%	15.2%	14.2%	13.2%	12.7%	9.6%	17.5%	14.5%
- Between 0-2 and 3-12 years old	1.2%	1.1%	1.3%	1.1%	1.1%	1.2%	1.1%	0.9%	0.8%	0.4%	1.5%	1.2%
Tourists without children	82.0%	83.0%	80.8%	82.8%	84.1%	82.5%	83.3%	84.7%	85.2%	89.2%	79.6%	82.9%
Group composition:												
- 1 person	12.6%	13.8%	10.7%	12.6%	11.4%	13.0%	14.0%	13.6%	15.2%	18.1%	10.4%	12.0%
- 2 people	53.9%	54.8%	55.2%	55.4%	57.1%	54.1%	53.3%	55.7%	55.7%	57.5%	54.6%	56.4%
- 3 people	12.1%	12.4%	11.9%	11.7%	11.6%	12.1%	13.5%	12.1%	11.4%	9.6%	12.0%	11.6%
- 4 or 5 people	17.3%	15.8%	17.9%	16.2%	15.8%	16.9%	15.6%	15.4%	14.4%	12.1%	18.5%	16.2%
- 6 or more people	4.1%	3.2%	4.3%	4.1%	4.0%	3.9%	3.6%	3.3%	3.2%	2.6%	4.5%	3.8%
Average group size:	2.60	2.50	2.64	2.57	2.57	2.57	2.53	2.50	2.45	2.32	2.66	2.56

*People who share the main expenses of the trip

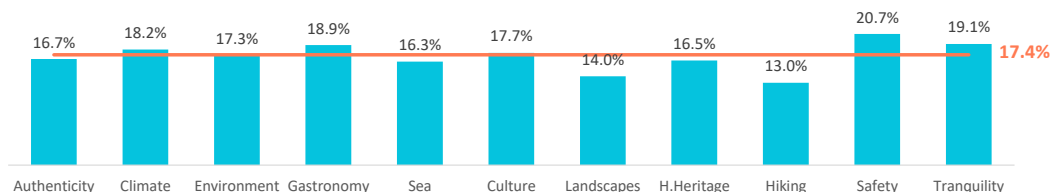


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
The same day	0.7%	0.8%	0.6%	0.7%	0.7%	0.8%	0.9%	0.7%	0.8%	1.2%	0.7%	0.7%
Between 1 and 30 days	27.8%	28.5%	27.2%	27.8%	26.7%	29.2%	28.1%	29.3%	29.4%	30.5%	26.1%	26.7%
Between 1 and 2 months	25.3%	25.7%	25.0%	25.3%	24.9%	25.2%	25.7%	27.5%	25.7%	28.1%	23.8%	24.6%
Between 3 and 6 months	28.8%	28.3%	29.0%	28.8%	28.8%	28.5%	27.6%	28.5%	27.6%	27.2%	28.8%	28.9%
More than 6 months	17.4%	16.7%	18.2%	17.3%	18.9%	16.3%	17.7%	14.0%	16.5%	13.0%	20.7%	19.1%

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



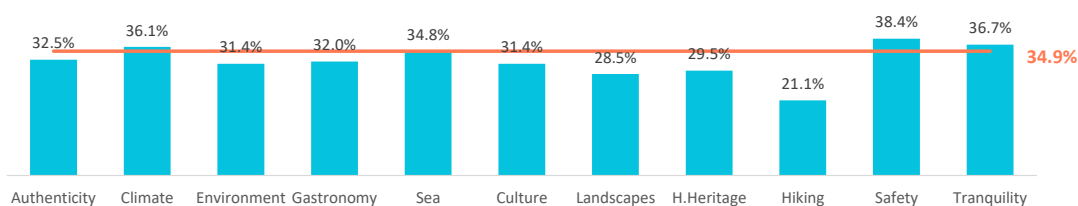
With whom did they book their flight and accommodation?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Flight												
- Directly with the airline	50.0%	55.3%	48.6%	55.7%	53.7%	50.6%	56.4%	56.8%	58.3%	61.0%	47.3%	50.1%
- Tour Operator or Travel Agency	50.0%	44.7%	51.4%	44.3%	46.3%	49.4%	43.6%	43.2%	41.7%	39.0%	52.7%	49.9%
Accommodation												
- Directly with the accommodation	36.6%	41.5%	35.8%	41.0%	39.2%	37.0%	41.6%	41.5%	42.7%	45.7%	34.9%	36.7%
- Tour Operator or Travel Agency	63.4%	58.5%	64.2%	59.0%	60.8%	63.0%	58.4%	58.5%	57.3%	54.3%	65.1%	63.3%

What do they book?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Room only	28.5%	31.2%	27.8%	32.3%	29.5%	29.4%	29.9%	34.4%	31.5%	41.6%	25.5%	26.4%
Bed and Breakfast	13.9%	13.5%	13.4%	13.8%	16.0%	12.9%	14.2%	13.6%	13.3%	13.7%	12.8%	13.0%
Half board	19.1%	18.8%	19.4%	19.2%	19.2%	19.4%	19.9%	19.7%	20.3%	19.5%	19.8%	20.2%
Full board	3.5%	4.0%	3.4%	3.3%	3.3%	3.5%	4.6%	3.8%	5.5%	4.2%	3.6%	3.6%
All inclusive	34.9%	32.5%	36.1%	31.4%	32.0%	34.8%	31.4%	28.5%	29.5%	21.1%	38.4%	36.7%

% TOURISTS WHO
BOOK ALL
INCLUSIVE



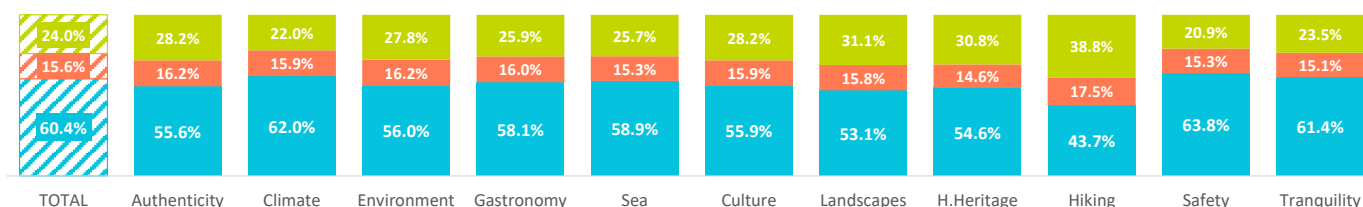
ACCOMMODATION

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
1-2-3* Hotel	10.9%	10.0%	11.0%	10.6%	9.5%	11.1%	10.5%	10.3%	10.2%	9.0%	10.7%	9.7%
4* Hotel	39.0%	35.6%	39.9%	35.3%	35.6%	38.2%	35.1%	34.5%	34.7%	28.5%	41.3%	39.8%
5* Hotel / 5* Luxury Hotel	10.5%	10.0%	11.1%	10.1%	13.1%	9.7%	10.4%	8.3%	9.7%	6.2%	11.8%	12.0%
Aparthotel / Tourist Villa	15.6%	16.2%	15.9%	16.2%	16.0%	15.3%	15.9%	15.8%	14.6%	17.5%	15.3%	15.1%
House/room rented in a private dwelling	7.2%	7.8%	7.0%	8.7%	7.0%	8.4%	7.9%	10.2%	7.9%	13.8%	5.9%	6.7%
Private accommodation ⁽¹⁾	8.7%	11.3%	7.4%	10.1%	11.1%	9.1%	11.8%	11.0%	13.7%	13.1%	7.6%	9.0%
Others (Cottage, cruise, camping,...)	8.1%	9.2%	7.7%	9.1%	7.7%	8.2%	8.6%	9.9%	9.2%	11.9%	7.5%	7.7%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



TRIP MOTIVATION AND DESTINATION CHOICE

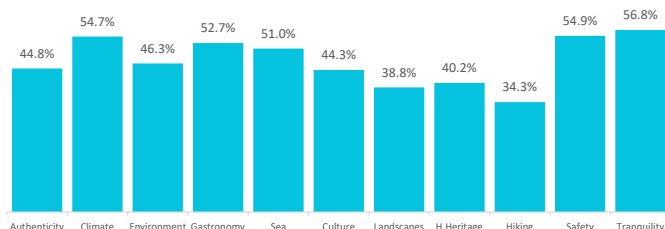
What is the main reason for visiting the Canary Islands?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Holidays	90.2%	89.8%	93.9%	90.9%	90.3%	92.0%	88.9%	89.9%	88.2%	88.5%	93.6%	92.1%
Family reasons	6.7%	8.9%	5.3%	7.9%	8.7%	7.0%	9.6%	8.7%	10.6%	9.6%	5.6%	6.9%
Business	1.4%	--	--	--	--	--	--	--	--	--	--	--
Education and training	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%	0.5%	0.2%	0.2%	0.3%	0.1%	0.2%
Sports training	0.4%	--	--	--	--	--	--	--	--	--	--	--
Health	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%
Conventions and Exhibitions	0.2%	--	--	--	--	--	--	--	--	--	--	--
Others	0.7%	0.9%	0.7%	1.0%	0.7%	0.7%	1.0%	1.0%	0.8%	1.5%	0.6%	0.7%

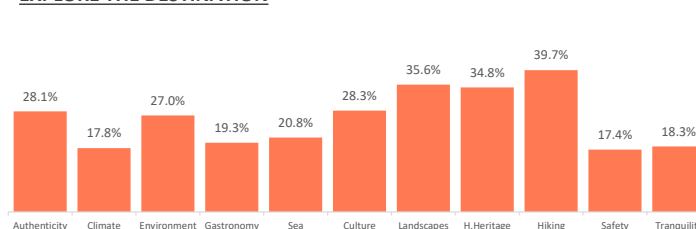
What is the main motivation for their holidays?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Rest	51.1%	44.8%	54.7%	46.3%	52.7%	51.0%	44.3%	38.8%	40.2%	34.3%	54.9%	56.8%
Enjoy family time	16.1%	14.6%	15.6%	15.2%	16.2%	15.4%	14.8%	13.5%	14.7%	12.5%	16.1%	14.8%
Have fun	8.5%	8.6%	8.1%	7.4%	8.2%	8.5%	9.1%	7.4%	6.9%	5.9%	8.4%	6.8%
Explore the destination	20.3%	28.1%	17.8%	27.0%	19.3%	20.8%	28.3%	35.6%	34.8%	39.7%	17.4%	18.3%
Practice their hobbies	1.9%	1.7%	1.7%	2.0%	1.4%	2.3%	1.3%	2.2%	1.0%	4.1%	1.4%	1.5%
Other reasons	2.1%	2.1%	2.0%	2.2%	2.1%	2.1%	2.2%	2.4%	2.4%	3.6%	1.8%	1.9%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Climate	75.0%	81.3%	100.0%	82.7%	83.6%	88.2%	81.1%	81.2%	79.4%	78.8%	82.9%	83.5%
Safety	51.3%	73.5%	56.7%	66.2%	73.7%	58.9%	75.6%	57.3%	72.7%	55.4%	100.0%	76.7%
Tranquility	46.5%	73.4%	51.7%	62.3%	67.1%	57.1%	71.0%	58.4%	71.3%	59.2%	69.5%	100.0%
Sea	46.0%	62.4%	54.0%	61.6%	57.7%	100.0%	66.1%	67.8%	65.9%	59.6%	52.8%	56.4%
Accommodation supply	41.8%	53.4%	48.1%	50.8%	60.3%	47.1%	65.1%	43.1%	61.2%	45.8%	57.0%	54.2%
Beaches	39.3%	54.5%	47.5%	52.7%	51.0%	75.6%	58.5%	56.5%	57.2%	48.5%	46.7%	49.1%
Effortless trip	37.5%	55.6%	42.4%	48.4%	62.0%	44.6%	58.4%	41.2%	54.2%	41.9%	59.8%	56.9%
European belonging	36.5%	57.7%	41.1%	46.6%	49.3%	45.1%	54.9%	45.1%	55.9%	48.5%	50.9%	56.5%
Price	35.8%	59.0%	40.3%	46.3%	50.2%	42.4%	58.4%	41.2%	53.2%	39.5%	51.2%	50.5%
Landscapes	34.1%	61.1%	36.9%	69.1%	46.0%	50.3%	70.9%	100.0%	78.9%	80.6%	38.1%	42.8%
Environment	33.3%	61.7%	36.7%	100.0%	48.8%	44.6%	70.8%	67.4%	73.6%	71.3%	42.9%	44.6%
Gastronomy	26.6%	47.9%	29.6%	39.0%	100.0%	33.4%	56.4%	35.9%	54.2%	38.9%	38.2%	38.3%
Fun possibilities	23.3%	38.0%	25.9%	31.8%	35.0%	29.2%	57.5%	29.4%	46.5%	30.7%	30.8%	29.0%
Authenticity	22.3%	100.0%	24.2%	41.3%	40.2%	30.2%	61.3%	40.0%	62.6%	44.2%	31.9%	35.2%
Exoticism	11.8%	40.8%	13.0%	21.7%	19.9%	16.9%	35.3%	22.7%	35.3%	26.7%	16.3%	18.4%
Hiking trail network	10.1%	20.0%	10.6%	21.6%	14.7%	13.1%	28.8%	23.9%	34.6%	100.0%	10.9%	12.8%
Shopping	9.1%	18.8%	10.5%	14.9%	21.1%	12.5%	27.5%	13.4%	25.2%	17.4%	14.4%	13.8%
Culture	9.0%	24.7%	9.7%	19.1%	19.1%	12.9%	100.0%	18.7%	65.9%	25.7%	13.2%	13.7%
Historical heritage	8.4%	23.6%	8.9%	18.6%	17.2%	12.1%	61.6%	19.5%	100.0%	28.9%	11.9%	12.9%
Nightlife	7.9%	15.0%	9.1%	11.8%	14.9%	10.5%	23.2%	10.6%	19.8%	15.0%	10.8%	10.0%

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	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Previous visits to the Canary Islands	49.8%	48.2%	52.6%	49.3%	54.0%	48.8%	45.7%	44.2%	44.6%	45.6%	54.0%	52.5%
Friends or relatives	30.4%	33.2%	28.8%	32.4%	30.9%	30.1%	33.9%	33.6%	33.5%	33.5%	28.9%	28.9%
Internet or social media	54.2%	52.8%	55.3%	54.4%	52.3%	53.9%	52.8%	55.9%	50.5%	54.5%	54.0%	52.7%
Mass Media	2.0%	2.8%	2.1%	2.3%	2.3%	2.2%	3.0%	2.4%	2.8%	2.2%	2.3%	2.2%
Travel guides and magazines	7.0%	8.5%	6.8%	8.1%	6.7%	7.3%	9.0%	9.9%	9.7%	12.3%	6.5%	6.5%
Travel Blogs or Forums	6.9%	8.5%	6.9%	9.3%	6.2%	7.3%	7.9%	10.7%	8.7%	11.5%	6.3%	6.5%
Travel TV Channels	0.8%	1.0%	0.8%	0.8%	1.0%	0.9%	1.0%	0.9%	1.0%	1.2%	0.8%	0.8%
Tour Operator or Travel Agency	20.7%	17.2%	21.7%	18.5%	19.8%	19.7%	18.0%	17.1%	16.9%	14.1%	22.8%	21.1%
Public administrations or similar	1.3%	1.2%	1.2%	1.4%	1.2%	1.0%	1.3%	1.2%	0.9%	2.1%	1.3%	1.2%
Others	3.2%	3.4%	2.6%	3.1%	2.9%	2.9%	3.6%	3.1%	3.4%	2.9%	2.8%	2.8%

* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

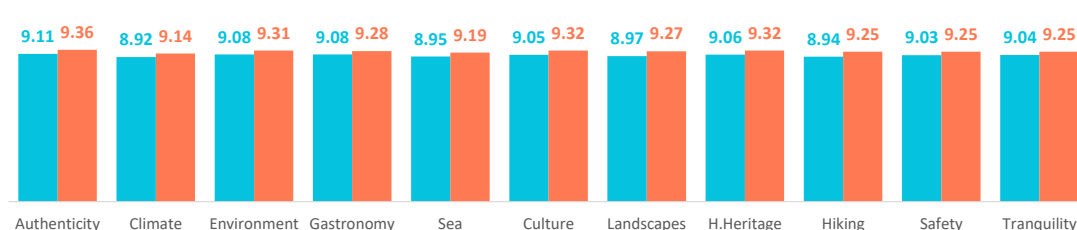
Satisfaction

Satisfaction (scale 0-10)	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Average rating	8.85	9.14	8.93	9.08	9.04	8.97	9.11	9.03	9.11	9.03	9.02	9.02
Experience in the Canary Islands	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Worse or much worse than expected	2.8%	2.5%	2.6%	2.4%	2.6%	2.6%	2.7%	2.5%	2.9%	2.0%	2.5%	2.4%
Lived up to expectations	53.5%	45.8%	53.2%	49.1%	50.3%	50.6%	44.8%	48.0%	45.4%	49.4%	51.3%	51.9%
Better or much better than expected	43.7%	51.7%	44.2%	48.5%	47.1%	46.8%	52.5%	49.5%	51.6%	48.5%	46.2%	45.7%
Future intentions (scale 1-10)	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Return to the Canary Islands	8.82	9.11	8.92	9.08	9.08	8.95	9.05	8.97	9.06	8.94	9.03	9.04
Recommend visiting the Canary Islands	9.06	9.36	9.14	9.31	9.28	9.19	9.32	9.27	9.32	9.25	9.25	9.25

RETURN TO THE CANARY



8.82
TOTAL



RECOMMEND VISITING THE CANARY

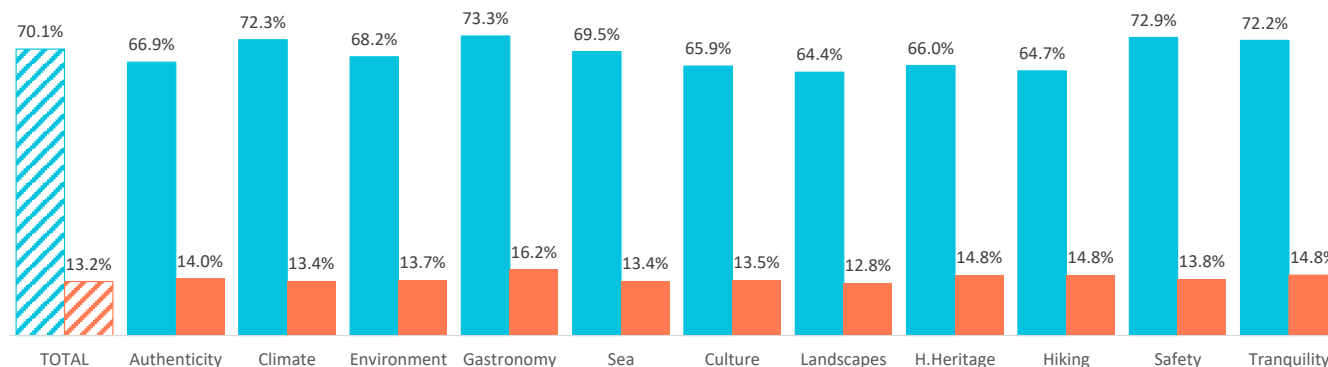


9.6
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Repeat tourists	70.1%	66.9%	72.3%	68.2%	73.3%	69.5%	65.9%	64.4%	66.0%	64.7%	72.9%	72.2%
At least 10 previous visits	19.1%	18.9%	19.7%	19.2%	23.3%	19.4%	18.4%	17.1%	18.9%	18.3%	20.6%	21.0%
Repeat tourists (last 5 years)	62.7%	60.9%	64.9%	61.7%	66.5%	62.9%	60.2%	58.6%	60.0%	59.8%	65.7%	65.5%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	14.0%	13.4%	13.7%	16.2%	13.4%	13.5%	12.8%	14.8%	14.8%	13.8%	14.8%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
One island	92.6%	90.6%	93.3%	91.0%	92.6%	92.4%	90.5%	89.8%	89.3%	87.9%	93.3%	92.8%
Two islands	6.3%	8.0%	5.8%	7.7%	6.2%	6.4%	7.8%	8.6%	8.8%	10.2%	5.8%	6.3%
Three or more islands	1.1%	1.3%	1.0%	1.3%	1.2%	1.2%	1.6%	1.6%	1.9%	1.9%	0.9%	0.9%

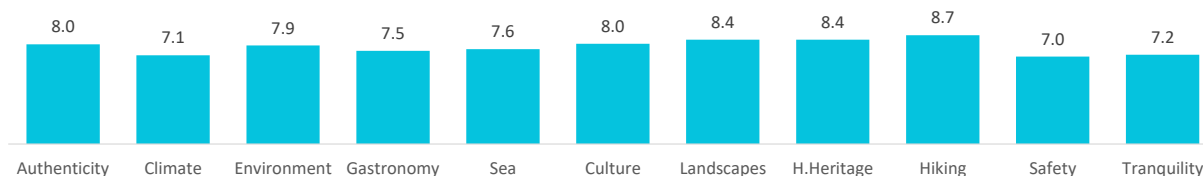
Visited islands during their trip (with overnight staying)

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Lanzarote	19.3%	20.8%	19.2%	20.7%	19.6%	17.3%	22.5%	18.6%	22.4%	14.0%	20.5%	20.2%
Fuerteventura	15.0%	14.6%	15.1%	13.6%	13.5%	20.0%	11.1%	13.4%	11.4%	10.5%	15.7%	17.1%
Gran Canaria	26.8%	25.7%	27.3%	23.6%	27.9%	28.5%	28.1%	24.6%	27.3%	27.5%	25.7%	26.0%
Tenerife	40.5%	40.3%	39.8%	43.9%	40.7%	36.2%	41.2%	45.1%	41.9%	48.5%	39.3%	37.9%
La Gomera	0.6%	0.7%	0.5%	0.8%	0.5%	0.6%	0.6%	1.1%	0.9%	2.2%	0.4%	0.5%
La Palma	1.5%	2.1%	1.2%	2.1%	1.5%	1.2%	1.5%	2.7%	2.1%	4.9%	1.2%	1.6%
El Hierro	0.2%	0.3%	0.2%	0.4%	0.2%	0.2%	0.3%	0.4%	0.4%	0.8%	0.1%	0.2%
Cruise	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
0 hours	2.5%	1.9%	2.8%	1.9%	2.4%	2.1%	1.6%	1.1%	1.4%	0.9%	2.9%	2.9%
1 - 2 hours	10.7%	7.9%	11.7%	8.3%	9.9%	9.0%	6.6%	5.6%	5.1%	3.8%	12.1%	11.5%
3 - 6 hours	32.7%	28.2%	33.8%	28.7%	32.1%	31.5%	28.2%	26.6%	25.9%	24.8%	34.5%	33.2%
7 - 12 hours	45.1%	50.9%	43.5%	50.3%	45.7%	48.0%	53.2%	55.1%	56.4%	58.0%	42.5%	44.1%
More than 12 hours	9.0%	11.1%	8.3%	10.7%	9.9%	9.4%	10.4%	11.5%	11.2%	12.6%	7.9%	8.4%
Outdoor time per day	7.3	8.0	7.1	7.9	7.5	7.6	8.0	8.4	8.4	8.7	7.0	7.2

7.3
TOTAL

Activities in the Canary Islands

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Walk, wander	73.8%	75.6%	74.4%	77.1%	75.0%	72.3%	75.9%	77.7%	76.5%	79.4%	74.1%	73.1%
Beach	71.3%	74.8%	72.3%	72.4%	70.7%	81.4%	73.6%	76.4%	73.1%	72.9%	71.3%	71.1%
Swimming pool, hotel facilities	61.1%	58.2%	63.8%	57.9%	60.4%	59.0%	57.9%	52.7%	53.4%	43.1%	65.4%	62.1%
Explore the island on their own	48.7%	57.5%	47.3%	55.6%	48.4%	51.4%	57.2%	63.5%	62.2%	65.1%	45.7%	48.0%
Taste Canarian gastronomy	27.0%	33.1%	25.6%	30.6%	34.1%	27.9%	34.3%	33.8%	36.7%	32.1%	25.7%	26.9%
Hiking	18.5%	21.7%	17.2%	22.8%	16.4%	18.7%	20.7%	29.6%	24.3%	49.4%	14.4%	16.3%
Organized excursions	17.4%	18.7%	16.9%	18.3%	15.8%	17.7%	19.7%	20.0%	21.0%	16.4%	18.1%	16.6%
Nightlife / concerts / shows	15.3%	16.8%	15.4%	15.4%	17.2%	15.3%	17.9%	13.9%	14.6%	11.7%	16.2%	14.0%
Theme parks	14.4%	14.6%	14.0%	14.6%	14.4%	13.7%	17.3%	15.3%	15.7%	12.0%	15.4%	13.4%
Sea excursions / whale watching	12.7%	13.1%	12.2%	13.4%	12.6%	14.3%	13.6%	14.7%	13.6%	12.1%	12.8%	11.9%
Wineries / markets / popular festivals	10.6%	14.9%	10.1%	12.9%	12.3%	10.6%	15.8%	14.2%	17.4%	14.0%	9.9%	10.4%
Swim	10.1%	11.0%	10.3%	10.7%	9.9%	11.5%	11.7%	10.8%	10.3%	11.4%	10.4%	10.0%
Museums / exhibitions	10.0%	14.0%	8.9%	13.2%	9.6%	9.6%	19.7%	15.7%	22.4%	15.9%	8.4%	9.2%
Other Nature Activities	8.1%	11.6%	7.2%	11.4%	7.8%	8.8%	10.9%	14.1%	13.7%	16.8%	6.9%	7.5%
Running	5.9%	6.2%	5.8%	5.9%	5.2%	5.8%	6.3%	6.2%	5.6%	8.5%	5.1%	5.5%
Beauty and health treatments	5.9%	6.5%	6.3%	6.3%	6.8%	6.5%	7.4%	5.8%	6.5%	5.2%	6.7%	6.8%
Practice other sports	4.7%	4.9%	4.5%	4.5%	4.5%	4.9%	4.7%	4.9%	4.5%	5.2%	4.5%	4.4%
Astronomical observation	3.7%	4.9%	3.5%	4.4%	3.9%	4.3%	4.6%	5.5%	5.4%	7.0%	3.3%	3.8%
Cycling / Mountain bike	3.3%	3.1%	3.1%	3.3%	2.8%	3.1%	2.5%	3.4%	2.8%	4.5%	3.0%	2.9%
Surf	3.1%	3.9%	2.9%	3.6%	2.7%	4.4%	2.7%	4.1%	2.7%	4.6%	2.5%	2.4%
Scuba Diving	3.0%	4.1%	2.7%	3.7%	3.0%	4.0%	3.5%	3.9%	3.5%	4.0%	2.8%	2.9%
Golf	2.1%	2.0%	2.1%	1.9%	2.3%	1.8%	1.8%	1.7%	1.7%	1.5%	2.2%	1.9%
Windsurf / Kitesurf	1.2%	1.3%	1.1%	1.2%	1.1%	1.4%	0.6%	1.2%	0.7%	1.2%	0.9%	1.0%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Didn't have holidays	31.7%	30.8%	30.9%	30.3%	33.7%	30.5%	32.8%	27.2%	31.8%	29.2%	33.1%	32.8%
Canary Islands	20.4%	5.1%	5.9%	5.5%	5.6%	5.9%	4.9%	5.5%	5.0%	4.0%	6.0%	6.1%
Other destination	48.0%	64.0%	63.1%	64.2%	60.6%	63.6%	62.3%	67.3%	63.3%	66.8%	60.9%	61.1%

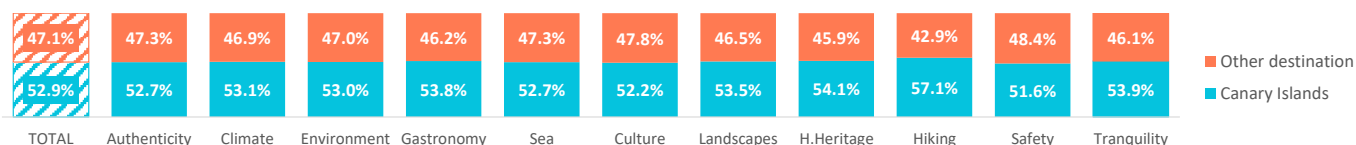
* Percentage of valid answers

What other destinations did they consider for this trip? *

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
None (I was clear about "this Canary Island")	28.3%	27.7%	27.5%	28.0%	28.7%	27.2%	26.1%	28.0%	27.7%	31.6%	26.4%	28.8%
Canary Islands (other island)	24.6%	25.1%	25.6%	25.0%	25.1%	25.6%	26.2%	25.6%	26.4%	25.5%	25.3%	25.1%
Other destination	47.1%	47.3%	46.9%	47.0%	46.2%	47.3%	47.8%	46.5%	45.9%	42.9%	48.4%	46.1%

* Percentage of valid answers

CONSIDERED DESTINATIONS



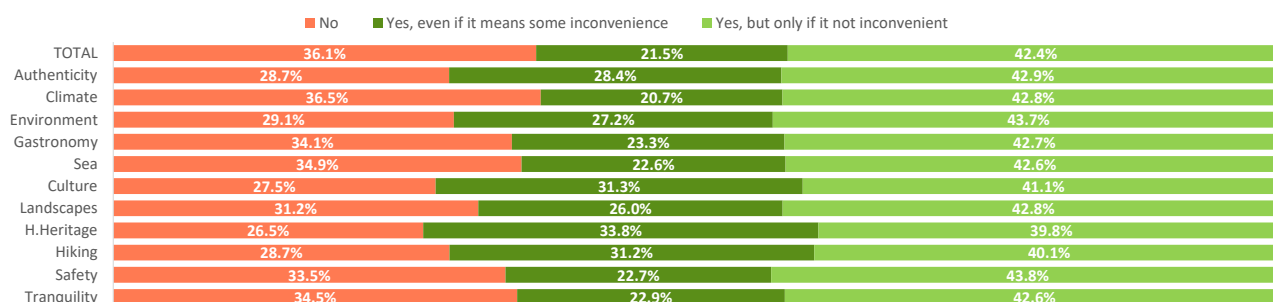
COUNTRY OF RESIDENCE

Where are they from?

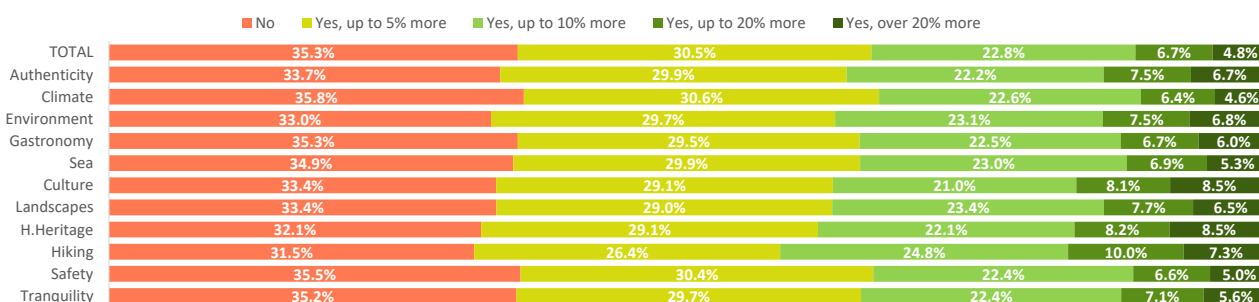
	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
United Kingdom	33.4%	29.1%	35.6%	33.2%	35.6%	26.1%	32.8%	21.0%	25.4%	12.8%	40.8%	33.2%
Germany	16.0%	13.9%	16.0%	12.1%	16.4%	22.4%	13.6%	17.0%	12.4%	19.4%	16.7%	17.5%
Spanish Mainland	13.3%	18.2%	10.4%	16.0%	13.7%	12.2%	16.3%	19.0%	23.4%	17.5%	9.3%	13.8%
France	5.4%	8.3%	5.4%	7.1%	4.5%	5.9%	7.6%	9.3%	10.0%	9.1%	4.8%	5.7%
Netherlands	4.5%	2.8%	4.5%	1.5%	2.8%	3.7%	2.6%	3.1%	2.3%	4.2%	2.6%	3.6%
Italy	4.3%	5.4%	4.2%	7.2%	3.2%	4.8%	5.7%	7.1%	6.1%	8.8%	3.2%	4.5%
Ireland	3.8%	4.1%	4.1%	3.9%	5.2%	3.6%	4.1%	2.2%	2.9%	1.8%	5.3%	4.5%
Belgium	2.9%	3.0%	2.9%	2.4%	2.7%	2.6%	2.3%	3.4%	3.0%	4.6%	2.2%	3.0%
Norway	2.3%	0.8%	2.7%	1.5%	2.2%	2.6%	2.0%	1.2%	1.0%	2.8%	1.9%	1.6%
Denmark	2.3%	1.3%	2.3%	1.6%	1.2%	1.6%	0.8%	1.4%	0.6%	2.0%	1.4%	1.6%
Sweden	2.1%	1.5%	2.5%	2.3%	2.0%	2.8%	1.3%	1.4%	1.3%	2.0%	1.9%	2.0%
Poland	1.9%	3.5%	2.0%	2.9%	2.5%	2.5%	1.8%	3.6%	1.8%	3.4%	2.4%	2.2%
Finland	1.1%	0.4%	1.3%	1.1%	0.9%	1.5%	0.9%	1.4%	1.0%	2.9%	1.0%	0.8%
Switzerland	1.1%	1.1%	1.0%	1.0%	1.3%	1.3%	0.9%	1.2%	1.0%	1.2%	1.0%	1.0%
Austria	1.0%	1.2%	0.9%	0.9%	1.1%	1.3%	0.7%	1.2%	0.9%	0.9%	1.0%	0.9%
Czech Republic	0.8%	1.0%	0.7%	0.8%	0.8%	0.9%	0.6%	1.1%	0.9%	1.3%	0.7%	0.6%
Others	3.9%	4.5%	3.5%	4.6%	4.0%	4.4%	6.1%	5.3%	6.1%	5.4%	3.8%	3.5%

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 of the following sustainability measures during their stay *

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Quality of life on the island	8.1	8.6	8.1	8.5	8.4	8.3	8.7	8.4	8.7	8.4	8.3	8.3
Tolerance towards tourism	8.6	8.9	8.7	8.8	8.8	8.7	8.9	8.8	8.9	8.7	8.8	8.8
Cleanliness of the island	8.3	8.6	8.4	8.6	8.6	8.4	8.7	8.4	8.6	8.3	8.6	8.5
Air quality	8.5	8.8	8.6	8.8	8.7	8.6	8.8	8.7	8.8	8.7	8.7	8.7
Rational water consumption	7.5	7.9	7.5	7.8	7.8	7.5	8.0	7.6	8.0	7.6	7.7	7.7
Energy saving	6.9	7.4	7.0	7.3	7.2	7.0	7.5	7.1	7.5	7.1	7.2	7.2
Use of renewable energy	7.0	7.4	7.1	7.3	7.3	7.1	7.6	7.2	7.6	7.2	7.3	7.3
Recycling	7.1	7.5	7.2	7.4	7.5	7.2	7.7	7.2	7.7	7.2	7.4	7.4
Easy to get around by public transport	7.4	7.7	7.4	7.6	7.6	7.4	7.9	7.5	7.8	7.6	7.6	7.5
Overcrowding in tourist areas	6.7	7.0	6.7	6.9	6.8	6.7	7.0	6.8	7.0	6.9	6.8	6.8
Supply of local products	7.1	7.7	7.1	7.5	7.5	7.3	7.9	7.5	7.9	7.5	7.3	7.4

* 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.