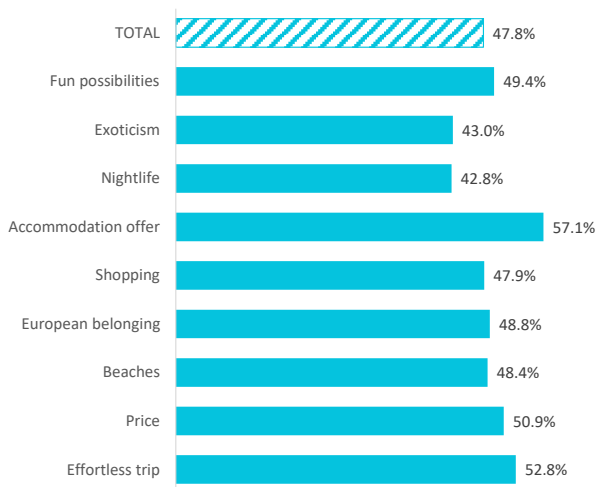


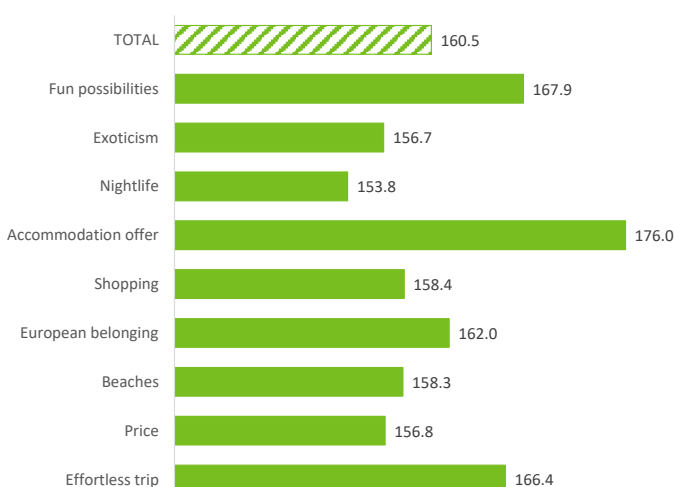
INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Tourist arrivals > 15 years old (EGT)	12,832,078	2,929,978	1,489,125	997,735	5,259,431	1,147,417	4,586,661	4,946,032	4,503,646	4,720,126
% Tourists	100%	22.8%	11.6%	7.8%	41.0%	8.9%	35.7%	38.5%	35.1%	36.8%
- Lanzarote	2,377,525	483,305	247,831	136,258	1,052,312	177,866	820,942	802,089	893,725	934,187
- Fuerteventura	1,822,701	378,240	198,580	93,551	773,234	142,420	689,620	1,063,085	676,882	746,799
- Gran Canaria	3,352,820	796,614	404,233	372,416	1,345,494	362,722	1,252,562	1,467,229	1,093,433	1,189,898
- Tenerife	5,083,082	1,251,120	612,679	392,735	2,040,423	457,475	1,763,629	1,577,007	1,792,549	1,797,905
- La Palma	132,040	15,544	19,903	1,524	34,221	3,911	39,637	21,940	34,660	34,178
% tourists who book holiday package	47.8%	49.4%	43.0%	42.8%	57.1%	47.9%	48.8%	48.4%	50.9%	52.8%
Expenditure per tourist (€)	1,314	1,331	1,226	1,184	1,433	1,337	1,372	1,322	1,262	1,369
- book holiday package	1,492	1,531	1,471	1,353	1,537	1,477	1,531	1,498	1,414	1,516
- holiday package	1,236	1,244	1,199	1,042	1,288	1,184	1,276	1,245	1,170	1,262
- others	256	287	272	311	248	293	255	253	244	254
- do not book holiday package	1,152	1,136	1,042	1,058	1,295	1,208	1,222	1,156	1,105	1,206
- flight	311	313	285	276	327	322	326	318	298	325
- accommodation	405	394	335	330	538	400	441	399	389	446
- others	436	429	422	452	429	486	455	438	418	435
Average lenght of stay	9.24	8.81	8.77	8.85	8.93	9.96	9.61	9.43	8.90	9.27
- book holiday package	8.45	8.20	8.22	8.03	8.48	8.66	8.82	8.67	8.32	8.52
- do not book holiday package	9.96	9.41	9.19	9.46	9.54	11.16	10.37	10.14	9.51	10.11
Average daily expenditure (€)	160.5	167.9	156.7	153.8	176.0	158.4	162.0	158.3	156.8	166.4
- book holiday package	186.1	195.7	188.0	179.0	191.0	183.2	184.5	183.3	177.8	187.8
- do not book holiday package	137.1	140.7	133.1	135.0	156.1	135.6	140.5	134.7	135.0	142.6
Total turnover (> 15 years old) (€m)	16,863	3,901	1,826	1,182	7,536	1,534	6,294	6,537	5,684	6,464
- book holiday package	9,143	2,217	942	578	4,613	812	3,424	3,588	3,243	3,777
- do not book holiday package	7,720	1,683	884	604	2,923	722	2,870	2,949	2,441	2,687

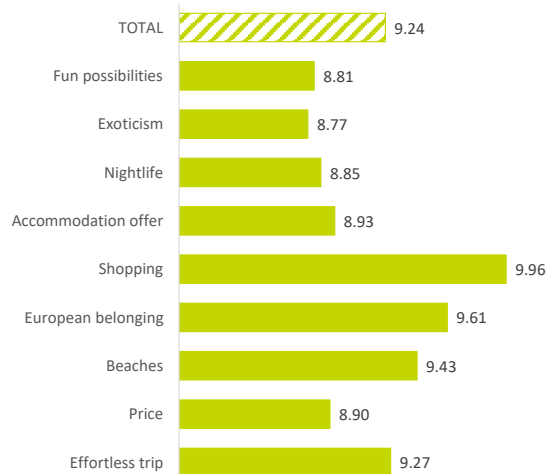
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST (€)



Tourist Expenditure Survey (2/2)

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



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

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Accommodation:										
- Accommodation	84.4%	84.6%	83.1%	276.5%	15.5%	417.7%	20.6%	79.1%	93.1%	82.7%
- Additional accommodation expenses	7.1%	7.5%	8.2%	22.9%	1.5%	34.5%	1.5%	6.7%	7.9%	6.6%
Transport:										
- National/International Transport	95.8%	95.7%	95.5%	323.0%	17.9%	443.2%	23.9%	89.6%	105.9%	92.0%
- Flights between islands	5.0%	5.1%	7.3%	16.8%	1.1%	19.3%	1.3%	4.5%	5.8%	4.6%
- Taxi	51.8%	54.2%	43.7%	169.0%	10.1%	275.9%	13.4%	47.8%	55.8%	53.5%
- Car rental	32.0%	28.1%	38.9%	106.8%	4.3%	120.1%	6.5%	29.9%	34.2%	26.2%
- Public transport	9.6%	8.8%	10.5%	29.7%	2.0%	36.1%	2.2%	8.8%	10.7%	8.8%
Food and drink:										
- Food purchases at supermarkets	55.9%	55.8%	56.7%	188.5%	10.8%	236.7%	14.0%	51.0%	61.0%	52.6%
- Restaurants	66.4%	64.9%	65.6%	231.8%	13.2%	283.5%	16.3%	59.5%	69.8%	60.6%
Leisure:										
- Organized excursions	23.6%	25.8%	28.8%	71.9%	3.9%	107.2%	5.3%	21.4%	26.3%	22.5%
- Sport activities	7.9%	10.5%	8.0%	24.4%	1.4%	34.4%	1.6%	6.4%	9.0%	6.9%
- Cultural activities	2.5%	3.2%	3.3%	8.5%	0.5%	10.9%	0.7%	2.1%	2.5%	2.2%
- Museums	5.2%	4.1%	6.4%	16.6%	0.5%	18.2%	0.8%	4.4%	5.0%	4.2%
- Theme Parks	10.9%	17.1%	13.2%	34.9%	2.5%	50.8%	3.1%	9.6%	11.0%	11.0%
- Discos and pubs	9.9%	15.5%	10.4%	35.7%	5.6%	45.5%	3.2%	8.6%	10.9%	11.1%
- Wellness	5.2%	5.3%	5.5%	20.8%	1.0%	27.6%	1.6%	5.3%	6.1%	5.3%
Purchases of goods:										
- Souvenirs	40.0%	41.1%	42.9%	136.4%	7.0%	190.5%	10.9%	38.1%	43.6%	39.1%
- Real state	0.2%	0.2%	0.3%	0.6%	0.1%	1.0%	0.1%	0.2%	0.3%	0.1%
- Other expenses	0.7%	0.8%	1.0%	2.9%	0.1%	3.0%	0.2%	0.7%	0.8%	0.7%
Other:										
- Medical or pharmaceutical expenses	7.6%	8.3%	8.3%	25.6%	1.4%	35.6%	2.5%	7.5%	8.3%	7.8%
- Other expenses	5.4%	5.1%	5.2%	17.3%	0.8%	24.2%	1.2%	4.7%	5.8%	4.8%

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

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Expenditure per tourist and trip (€)										
Accommodation:	810	796	750	707	870	788	847	814	777	857
- Accommodation	665	667	593	559	736	662	698	665	631	709
- Additional accommodation expenses	145	128	157	147	134	126	149	148	146	148
Transport:	711	701	691	633	713	726	742	706	669	710
- National/International Transport	377	383	354	324	401	377	389	381	358	386
- Flights between islands	79	74	82	74	71	79	84	74	75	74
- Taxi	90	88	90	81	89	91	93	93	86	89
- Car rental	134	127	128	122	127	148	141	131	125	132
- Public transport	32	29	36	32	24	32	35	28	26	28
Food and drink:	297	293	281	314	295	329	310	305	288	300
- Food purchases at supermarkets	104	100	99	102	94	117	111	109	99	100
- Restaurants	193	193	182	212	202	212	199	197	189	201
Leisure:	530	569	561	611	520	583	528	541	512	513
- Organized excursions	94	104	95	98	96	105	93	95	92	96
- Sport activities	100	105	91	110	88	102	96	93	88	88
- Cultural activities	55	64	75	67	53	53	56	59	54	49
- Museums	35	33	33	41	35	43	31	34	33	31
- Theme Parks	70	78	71	67	71	72	67	72	67	70
- Discos and pubs	99	106	103	128	100	114	105	104	105	104
- Wellness	78	80	93	101	78	94	80	84	74	75
Purchases of goods:	666	429	285	475	401	632	677	559	535	584
- Souvenirs	85	85	80	98	87	121	90	88	84	89
- Real state	360	139	69	104	100	174	268	190	219	266
- Other expenses	221	206	136	272	214	336	319	280	232	229
Other:	124	120	110	109	109	136	130	120	105	115
- Medical or pharmaceutical expenses	42	42	37	39	39	48	45	43	41	39
- Other expenses	81	78	73	70	70	88	85	77	65	76

TOURIST PROFILE

Who are they?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Gender										
Percentage of men	48.4%	45.6%	47.8%	50.9%	43.8%	42.5%	45.5%	45.7%	42.2%	43.6%
Percentage of women	51.6%	54.4%	52.2%	49.1%	56.2%	57.5%	54.5%	54.3%	57.8%	56.4%
Age										
Average age (tourists above 16 years old)	45.73	40.43	39.76	38.83	47.34	44.25	47.05	44.47	44.79	46.47
Standard deviation	16.0	15.5	15.2	16.5	16.0	16.9	16.2	15.8	16.2	16.1
Age range										
16-24 years old	10.4%	18.4%	17.3%	25.0%	9.0%	16.4%	9.2%	11.2%	12.0%	9.9%
25-30 years old	11.5%	14.4%	17.4%	16.3%	9.8%	11.0%	10.2%	12.7%	12.3%	10.8%
31-45 years old	29.4%	32.5%	33.0%	26.1%	28.1%	25.9%	28.8%	31.0%	29.4%	28.1%
46-60 years old	27.2%	22.0%	20.4%	19.5%	29.3%	26.6%	27.7%	26.6%	26.1%	28.4%
Over 60 years old	21.5%	12.7%	11.9%	13.1%	23.8%	20.2%	24.1%	18.6%	20.2%	22.8%
Occupation										
Salaried worker	57.4%	60.9%	58.5%	57.6%	57.7%	55.3%	55.6%	59.0%	59.2%	58.5%
Self-employed	10.8%	11.5%	13.5%	11.5%	10.7%	11.3%	11.0%	11.2%	10.6%	10.0%
Unemployed	1.0%	1.4%	1.7%	2.1%	0.7%	1.5%	1.0%	1.1%	1.0%	0.8%
Business owner	8.3%	8.1%	9.1%	8.3%	7.9%	8.0%	8.8%	8.4%	6.7%	7.6%
Student	4.6%	6.8%	7.2%	8.6%	3.7%	5.8%	4.0%	4.9%	5.4%	4.2%
Retired	16.5%	10.0%	9.1%	10.3%	17.8%	16.2%	18.0%	13.9%	15.7%	17.5%
Unpaid domestic work	0.6%	0.8%	0.4%	0.6%	0.8%	0.8%	0.6%	0.6%	0.8%	0.7%
Others	0.8%	0.6%	0.6%	1.0%	0.8%	1.1%	0.9%	0.9%	0.8%	0.8%
Annual household income level										
Less than €25,000	14.3%	16.2%	20.3%	18.0%	12.0%	17.7%	15.1%	15.6%	15.9%	13.5%
€25,000 - €49,999	34.3%	34.4%	38.8%	35.9%	32.5%	35.9%	34.8%	34.6%	36.2%	33.5%
€50,000 - €74,999	25.4%	24.1%	22.2%	21.9%	26.1%	23.1%	24.9%	25.2%	24.7%	25.4%
More than €74,999	26.0%	25.2%	18.7%	24.2%	29.4%	23.3%	25.2%	24.7%	23.2%	27.6%
Education level										
No studies	3.6%	4.7%	2.5%	4.8%	4.6%	5.4%	3.4%	3.1%	4.7%	4.4%
Primary education	1.7%	1.9%	1.7%	1.8%	1.7%	2.2%	2.0%	1.8%	1.5%	1.9%
Secondary education	20.2%	21.0%	21.3%	21.7%	20.1%	22.7%	21.2%	19.9%	20.5%	19.9%
Higher education	74.5%	72.4%	74.5%	71.7%	73.6%	69.7%	73.5%	75.2%	73.3%	73.8%

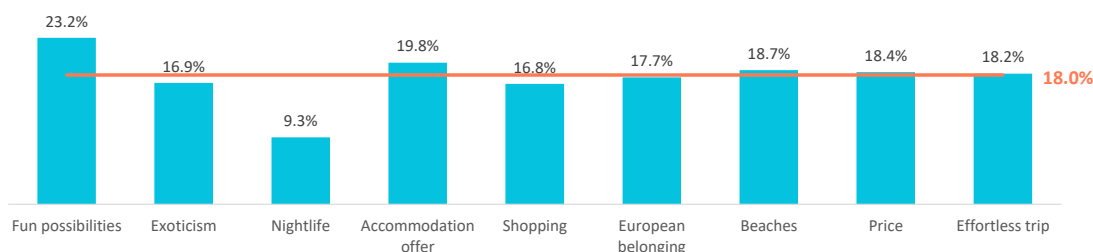
Who do they come with?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Unaccompanied	10.0%	9.3%	10.3%	14.5%	6.1%	9.2%	9.4%	10.1%	8.1%	8.8%
Only with partner	46.1%	39.7%	47.0%	42.2%	49.7%	47.2%	48.1%	45.4%	47.8%	48.7%
Only with children (< 13 years old)	4.9%	6.1%	5.2%	2.9%	5.1%	5.0%	5.3%	5.6%	4.9%	4.9%
Partner + children (< 13 years old)	7.3%	8.7%	6.1%	2.7%	8.0%	4.6%	6.9%	6.9%	6.9%	7.5%
Other relatives	9.9%	12.1%	10.2%	10.2%	10.6%	13.0%	9.6%	9.9%	10.9%	10.1%
Friends	7.3%	9.6%	8.0%	16.4%	6.1%	6.9%	7.0%	8.1%	7.7%	6.9%
Work colleagues	0.6%	0.2%	0.4%	0.5%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%
Organized trip	0.3%	0.2%	0.4%	0.1%	0.2%	0.1%	0.3%	0.2%	0.2%	0.2%
Other combinations ⁽²⁾	13.7%	13.9%	12.5%	10.5%	14.0%	13.9%	13.4%	13.6%	13.3%	12.9%
⁽²⁾ Different situations have been isolated										
Tourists with children	18.0%	23.2%	16.9%	9.3%	19.8%	16.8%	17.7%	18.7%	18.4%	18.2%
- Between 0 and 2 years old	1.3%	1.3%	1.6%	0.6%	1.4%	0.9%	1.3%	1.3%	1.4%	1.2%
- Between 3 and 12 years old	15.5%	20.3%	14.2%	8.3%	17.0%	14.6%	15.2%	16.2%	15.8%	15.7%
- Between 0 -2 and 3-12 years old	1.2%	1.5%	1.2%	0.5%	1.4%	1.2%	1.2%	1.2%	1.2%	1.3%
Tourists without children	82.0%	76.8%	83.1%	90.7%	80.2%	83.2%	82.3%	81.3%	81.6%	81.8%
Group composition:										
- 1 person	12.6%	12.4%	13.5%	18.6%	8.0%	11.7%	12.1%	12.5%	10.7%	11.1%
- 2 people	53.9%	47.6%	54.4%	53.4%	56.5%	55.3%	55.3%	53.7%	55.3%	55.8%
- 3 people	12.1%	13.3%	12.7%	10.7%	12.3%	12.4%	12.1%	12.5%	11.8%	12.1%
- 4 or 5 people	17.3%	21.2%	16.1%	12.6%	18.7%	15.5%	16.7%	17.4%	17.8%	17.1%
- 6 or more people	4.1%	5.5%	3.4%	4.6%	4.4%	5.0%	3.7%	3.9%	4.5%	4.0%
Average group size:	2.60	2.77	2.52	2.44	2.69	2.63	2.56	2.59	2.64	2.60

*People who share the main expenses of the trip



%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN

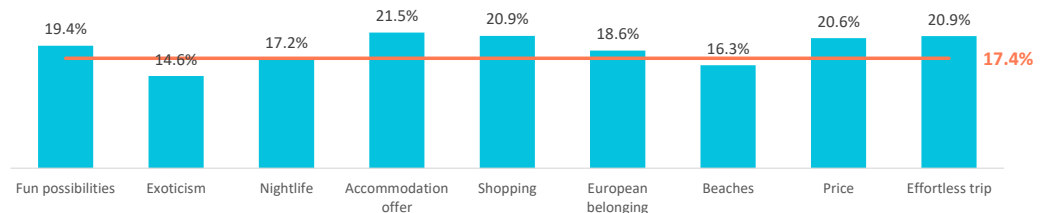


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
The same day	0.7%	0.9%	1.1%	1.6%	0.5%	0.6%	0.8%	0.8%	0.6%	0.6%
Between 1 and 30 days	27.8%	26.9%	30.9%	31.0%	24.5%	26.1%	27.3%	29.2%	26.1%	26.3%
Between 1 and 2 months	25.3%	23.5%	27.0%	23.6%	23.4%	21.5%	24.9%	25.4%	23.8%	23.4%
Between 3 and 6 months	28.8%	29.3%	26.4%	26.6%	30.1%	30.8%	28.4%	28.4%	28.9%	28.8%
More than 6 months	17.4%	19.4%	14.6%	17.2%	21.5%	20.9%	18.6%	16.3%	20.6%	20.9%

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



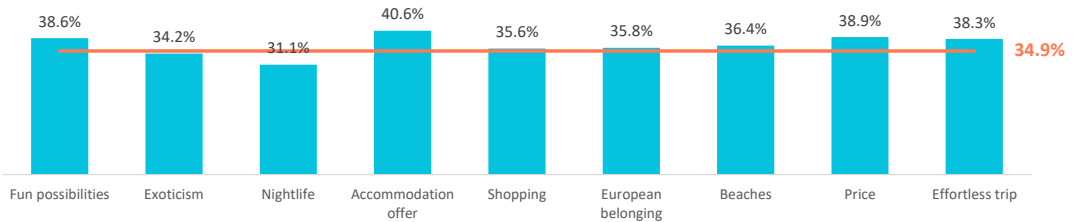
With whom did they book their flight and accommodation?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Flight										
- Directly with the airline	50.0%	49.8%	53.5%	55.9%	43.8%	51.4%	49.4%	49.7%	48.8%	47.8%
- Tour Operator or Travel Agency	50.0%	50.2%	46.5%	44.1%	56.2%	48.6%	50.6%	50.3%	51.2%	52.2%
Accommodation										
- Directly with the accommodation	36.6%	37.0%	39.6%	41.6%	33.8%	38.0%	36.2%	36.5%	35.7%	34.4%
- Tour Operator or Travel Agency	63.4%	63.0%	60.4%	58.4%	66.2%	62.0%	63.8%	63.5%	64.3%	65.6%

What do they book?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Room only	28.5%	27.7%	30.0%	36.4%	21.9%	29.7%	27.3%	28.4%	28.1%	25.2%
Bed and Breakfast	13.9%	12.9%	13.9%	14.8%	13.2%	13.7%	12.8%	12.7%	12.2%	13.1%
Half board	19.1%	17.1%	17.4%	14.3%	20.5%	16.9%	20.3%	18.9%	17.5%	19.7%
Full board	3.5%	3.8%	4.5%	3.4%	3.7%	4.1%	3.7%	3.6%	3.5%	3.6%
All inclusive	34.9%	38.6%	34.2%	31.1%	40.6%	35.6%	35.8%	36.4%	38.9%	38.3%

% TOURISTS WHO
BOOK ALL
INCLUSIVE



ACCOMMODATION

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
1-2-3* Hotel	10.9%	11.8%	10.3%	13.3%	10.3%	10.4%	10.4%	11.6%	11.5%	10.4%
4* Hotel	39.0%	39.4%	37.6%	33.2%	44.9%	37.6%	40.1%	39.2%	40.6%	40.6%
5* Hotel / 5* Luxury Hotel	10.5%	9.9%	9.2%	7.4%	15.1%	9.9%	11.0%	9.1%	9.5%	12.6%
Aparthotel / Tourist Villa	15.6%	16.7%	14.9%	20.9%	15.0%	18.1%	15.3%	15.9%	17.1%	15.6%
House/room rented in a private dwelling	7.2%	6.0%	8.0%	5.6%	4.5%	5.7%	6.5%	7.4%	6.6%	6.0%
Private accommodation ⁽¹⁾	8.7%	8.7%	10.2%	11.2%	3.3%	9.5%	8.6%	9.4%	7.3%	7.9%
Others (Cottage, cruise, camping,...)	8.1%	7.5%	9.7%	8.4%	6.9%	8.8%	8.1%	7.5%	7.4%	6.9%

(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	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Holidays	90.2%	92.2%	90.9%	89.8%	96.9%	90.9%	92.7%	91.9%	93.7%	93.3%
Family reasons	6.7%	6.8%	7.6%	8.9%	2.4%	7.5%	6.3%	7.1%	5.5%	5.8%
Business	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Education and training	0.2%	0.2%	0.3%	0.5%	0.1%	0.3%	0.1%	0.2%	0.2%	0.1%
Sports training	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Health	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%
Conventions and Exhibitions	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.7%	0.7%	1.0%	0.8%	0.5%	1.1%	0.8%	0.7%	0.5%	0.7%

What is the main motivation for their holidays?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Rest	51.1%	44.2%	43.0%	46.9%	59.7%	53.1%	54.7%	52.8%	55.7%	57.4%
Enjoy family time	16.1%	18.8%	13.2%	12.9%	14.1%	15.7%	14.9%	15.8%	14.5%	14.9%
Have fun	8.5%	16.6%	10.9%	24.1%	8.5%	13.4%	7.1%	9.1%	9.8%	8.4%
Explore the destination	20.3%	16.0%	29.0%	12.2%	15.0%	14.3%	19.6%	18.6%	17.1%	15.9%
Practice their hobbies	1.9%	2.4%	1.9%	1.2%	1.1%	1.1%	1.7%	1.7%	1.2%	1.5%
Other reasons	2.1%	2.0%	2.0%	2.5%	1.6%	2.3%	2.1%	2.0%	1.7%	1.9%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Climate	75.0%	83.4%	82.6%	85.6%	86.2%	86.7%	84.4%	90.7%	84.4%	84.6%
Safety	51.3%	67.8%	70.7%	69.9%	69.9%	81.2%	71.6%	60.9%	73.3%	81.7%
Tranquility	46.5%	57.9%	72.4%	58.6%	60.2%	70.3%	72.0%	58.1%	65.6%	70.5%
Sea	46.0%	57.5%	65.7%	61.0%	51.8%	63.2%	56.8%	88.3%	54.4%	54.6%
Accommodation supply	41.8%	59.0%	55.2%	60.2%	100.0%	68.8%	52.9%	48.6%	61.5%	60.6%
Beaches	39.3%	54.0%	59.5%	62.3%	45.7%	60.9%	48.8%	100.0%	49.4%	48.2%
Effortless trip	37.5%	51.5%	52.5%	57.2%	54.4%	66.9%	55.5%	46.0%	57.8%	100.0%
European belonging	36.5%	45.8%	63.4%	50.6%	46.1%	60.3%	100.0%	45.2%	57.7%	53.9%
Price	35.8%	53.2%	69.0%	60.4%	52.7%	65.6%	56.7%	45.0%	100.0%	55.2%
Landscapes	34.1%	43.0%	65.2%	45.7%	35.1%	50.1%	42.1%	48.9%	39.2%	37.4%
Environment	33.3%	45.4%	61.1%	49.6%	40.4%	54.3%	42.5%	44.5%	43.0%	42.9%
Gastronomy	26.6%	39.9%	44.6%	50.0%	38.3%	61.4%	35.9%	34.4%	37.2%	43.9%
Fun possibilities	23.3%	100.0%	48.0%	76.0%	32.8%	57.7%	29.2%	32.0%	34.6%	32.0%
Authenticity	22.3%	36.4%	76.8%	42.1%	28.5%	45.9%	35.2%	30.9%	36.7%	33.0%
Exoticism	11.8%	24.4%	100.0%	31.5%	15.6%	30.6%	20.6%	17.9%	22.8%	16.6%
Hiking trail network	10.1%	13.3%	22.7%	19.0%	11.0%	19.2%	13.4%	12.4%	11.1%	11.2%
Shopping	9.1%	22.6%	23.6%	47.6%	15.0%	100.0%	15.1%	14.1%	16.7%	16.3%
Culture	9.0%	22.2%	26.8%	26.3%	14.0%	27.1%	13.5%	13.4%	14.7%	14.0%
Historical heritage	8.4%	16.8%	25.0%	21.0%	12.3%	23.2%	12.9%	12.2%	12.5%	12.1%
Nightlife	7.9%	25.9%	21.1%	100.0%	11.4%	41.4%	11.0%	12.6%	13.4%	12.1%

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	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Previous visits to the Canary Islands	49.8%	47.4%	41.7%	48.2%	54.1%	53.5%	52.7%	48.7%	51.6%	54.9%
Friends or relatives	30.4%	34.5%	33.6%	36.7%	25.7%	29.6%	28.5%	30.1%	29.9%	29.4%
Internet or social media	54.2%	55.1%	56.1%	49.9%	56.1%	48.3%	52.7%	53.1%	55.9%	53.6%
Mass Media	2.0%	2.9%	3.0%	3.1%	2.4%	3.3%	2.3%	2.2%	2.5%	2.2%
Travel guides and magazines	7.0%	5.7%	7.6%	3.6%	6.6%	4.7%	6.4%	6.5%	6.2%	6.1%
Travel Blogs or Forums	6.9%	6.2%	9.7%	4.8%	6.1%	4.0%	6.6%	7.0%	6.9%	5.9%
Travel TV Channels	0.8%	0.7%	1.1%	0.7%	0.8%	1.3%	0.9%	0.9%	0.9%	0.8%
Tour Operator or Travel Agency	20.7%	19.3%	16.8%	15.1%	25.1%	17.8%	20.9%	19.5%	21.5%	23.3%
Public administrations or similar	1.3%	1.5%	1.2%	0.9%	1.4%	0.6%	1.1%	0.9%	1.4%	1.4%
Others	3.2%	3.3%	3.8%	4.4%	2.5%	3.2%	3.0%	3.2%	3.0%	2.9%

* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Average rating	8.82	9.01	9.12	9.02	9.00	9.06	9.00	8.99	9.00	9.03
Experience in the Canary Islands	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Worse or much worse than expected	2.8%	3.0%	2.8%	4.1%	2.6%	3.3%	2.4%	2.8%	2.8%	2.4%
Lived up to expectations	53.5%	46.5%	42.9%	46.0%	51.8%	49.1%	52.6%	50.0%	51.0%	52.1%
Better or much better than expected	43.7%	50.6%	54.3%	49.8%	45.6%	47.6%	44.9%	47.2%	46.3%	45.5%
Future intentions (scale 1-10)	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Return to the Canary Islands	8.82	8.95	9.02	9.00	8.95	9.06	9.01	8.96	8.96	9.03
Recommend visiting the Canary Islands	9.06	9.19	9.31	9.17	9.18	9.24	9.23	9.19	9.21	9.25

RETURN TO THE CANARY



8.82
TOTAL



RECOMMEND VISITING THE CANARY

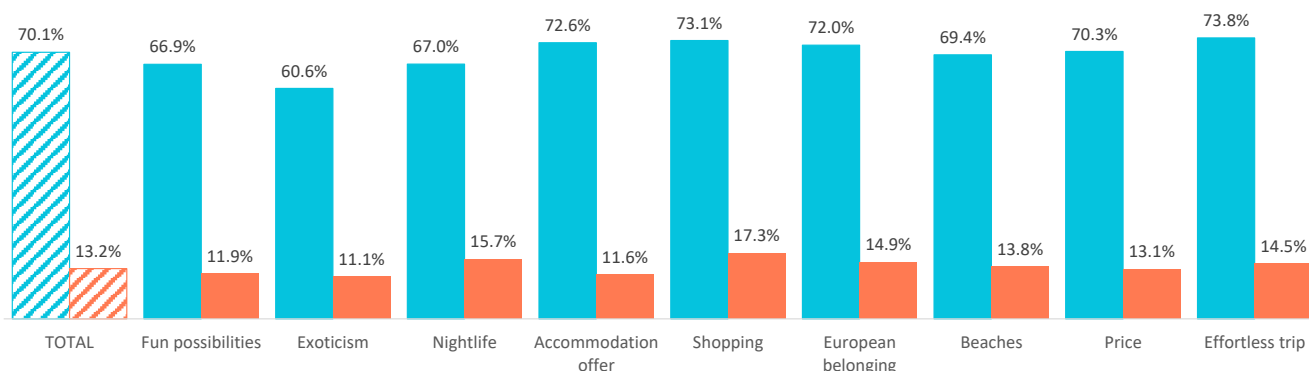


9.6
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Repeat tourists	70.1%	66.9%	60.6%	67.0%	72.6%	73.1%	72.0%	69.4%	70.3%	73.8%
At least 10 previous visits	19.1%	16.9%	14.1%	19.8%	19.2%	24.4%	21.4%	19.3%	19.4%	21.6%
Repeat tourists (last 5 years)	62.7%	59.3%	55.0%	60.7%	64.6%	67.0%	65.6%	62.9%	63.0%	66.4%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	11.9%	11.1%	15.7%	11.6%	17.3%	14.9%	13.8%	13.1%	14.5%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
One island	92.6%	92.8%	89.3%	92.3%	94.1%	92.1%	92.8%	92.6%	93.2%	93.8%
Two islands	6.3%	6.3%	9.1%	6.5%	5.2%	6.6%	6.2%	6.4%	5.9%	5.4%
Three or more islands	1.1%	0.9%	1.6%	1.2%	0.8%	1.3%	1.0%	1.1%	0.9%	0.8%

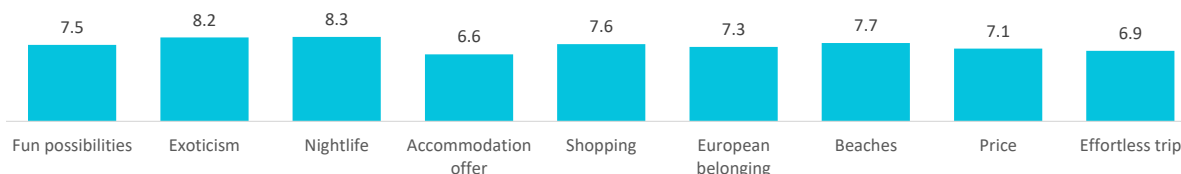
Visited islands during their trip (with overnight staying)

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Lanzarote	19.3%	17.0%	17.5%	14.2%	20.4%	16.2%	18.5%	17.0%	20.4%	20.3%
Fuerteventura	15.0%	13.6%	14.2%	10.0%	15.2%	13.2%	15.8%	22.2%	15.7%	16.5%
Gran Canaria	26.8%	27.8%	28.2%	37.9%	26.0%	32.2%	27.9%	30.3%	24.8%	25.7%
Tenerife	40.5%	43.3%	42.5%	40.1%	39.3%	40.6%	39.4%	32.8%	40.3%	38.7%
La Gomera	0.6%	0.3%	0.6%	0.2%	0.4%	0.2%	0.6%	0.4%	0.3%	0.3%
La Palma	1.5%	0.9%	1.9%	0.4%	1.0%	1.0%	1.2%	0.8%	1.1%	1.1%
El Hierro	0.2%	0.0%	0.2%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%
Cruise	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
0 hours	2.5%	2.7%	1.6%	1.6%	3.7%	1.8%	2.5%	2.1%	3.1%	3.2%
1 - 2 hours	10.7%	10.5%	7.2%	6.7%	14.6%	8.3%	10.7%	8.5%	12.0%	12.7%
3 - 6 hours	32.7%	31.9%	27.6%	29.5%	35.9%	32.9%	32.8%	31.1%	32.8%	34.6%
7 - 12 hours	45.1%	44.5%	51.0%	48.9%	39.1%	48.1%	45.5%	48.7%	43.5%	41.7%
More than 12 hours	9.0%	10.3%	12.5%	13.4%	6.7%	9.0%	8.5%	9.6%	8.6%	7.8%
Outdoor time per day	7.3	7.5	8.2	8.3	6.6	7.6	7.3	7.7	7.1	6.9

7.3
TOTAL

Activities in the Canary Islands

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Walk, wander	73.8%	74.0%	76.2%	72.7%	73.9%	71.4%	72.9%	71.4%	75.0%	73.3%
Beach	71.3%	74.1%	76.9%	74.4%	68.6%	72.5%	72.3%	84.6%	71.7%	71.1%
Swimming pool, hotel facilities	61.1%	67.0%	60.9%	62.9%	70.1%	63.9%	61.8%	60.4%	66.3%	63.6%
Explore the island on their own	48.7%	47.7%	59.0%	44.1%	42.7%	44.6%	48.3%	49.5%	45.7%	43.7%
Taste Canarian gastronomy	27.0%	26.7%	31.3%	25.7%	23.2%	26.3%	26.9%	26.8%	24.9%	26.5%
Hiking	18.5%	15.8%	24.5%	11.7%	13.2%	11.2%	17.1%	17.0%	14.2%	13.4%
Organized excursions	17.4%	21.5%	21.8%	16.8%	18.2%	18.5%	16.7%	17.6%	18.0%	16.5%
Nightlife / concerts / shows	15.3%	25.7%	19.6%	49.0%	15.9%	24.2%	14.5%	16.3%	18.0%	16.1%
Theme parks	14.4%	22.5%	18.8%	17.5%	14.6%	17.3%	14.1%	13.9%	15.5%	14.3%
Sea excursions / whale watching	12.7%	16.6%	16.3%	12.9%	13.1%	13.7%	11.6%	13.6%	12.9%	12.0%
Wineries / markets / popular festivals	10.6%	10.0%	13.5%	9.6%	9.0%	11.6%	10.1%	10.2%	10.0%	9.5%
Swim	10.1%	14.1%	12.5%	14.2%	10.1%	12.3%	10.1%	11.5%	10.7%	10.1%
Museums / exhibitions	10.0%	8.9%	14.0%	7.0%	7.8%	7.0%	9.4%	9.2%	8.8%	7.5%
Other Nature Activities	8.1%	8.4%	14.2%	6.4%	5.9%	7.0%	7.5%	7.9%	7.2%	6.6%
Running	5.9%	6.7%	7.7%	5.6%	5.1%	4.9%	5.5%	5.8%	5.0%	4.9%
Beauty and health treatments	5.9%	7.0%	6.9%	7.0%	6.6%	7.6%	6.3%	6.4%	6.6%	6.5%
Practice other sports	4.7%	6.6%	5.9%	5.7%	4.2%	5.0%	4.4%	4.8%	4.0%	4.3%
Astronomical observation	3.7%	3.6%	6.2%	3.2%	2.9%	3.2%	3.9%	3.7%	3.3%	3.4%
Cycling / Mountain bike	3.3%	3.6%	2.7%	2.4%	3.0%	2.5%	3.0%	2.9%	2.7%	2.9%
Surf	3.1%	4.6%	4.1%	3.5%	1.7%	2.6%	2.8%	4.2%	2.4%	2.4%
Scuba Diving	3.0%	4.5%	4.7%	4.1%	2.5%	3.0%	2.7%	3.5%	2.9%	2.7%
Golf	2.1%	2.8%	1.7%	3.0%	2.2%	2.5%	1.9%	1.9%	2.0%	2.2%
Windsurf / Kitesurf	1.2%	1.9%	1.1%	1.3%	1.0%	1.1%	1.1%	1.4%	1.0%	1.0%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Didn't have holidays	31.7%	32.4%	24.5%	29.3%	35.1%	29.1%	29.6%	29.0%	32.5%	33.4%
Canary Islands	20.4%	21.3%	20.1%	26.1%	20.9%	28.2%	23.2%	22.3%	21.9%	22.6%
Other destination	48.0%	46.3%	55.4%	44.7%	44.0%	42.7%	47.2%	48.8%	45.6%	44.0%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
None (I was clear about "this Canary Island")	28.3%	23.8%	22.8%	25.4%	24.3%	27.1%	28.1%	26.0%	23.6%	27.4%
Canary Islands (other island)	24.6%	25.1%	25.7%	25.9%	25.3%	26.7%	25.9%	25.8%	25.3%	25.2%
Other destination	47.1%	51.1%	51.4%	48.7%	50.4%	46.2%	46.0%	48.2%	51.1%	47.4%

* Percentage of valid answers

CONSIDERED DESTINATIONS



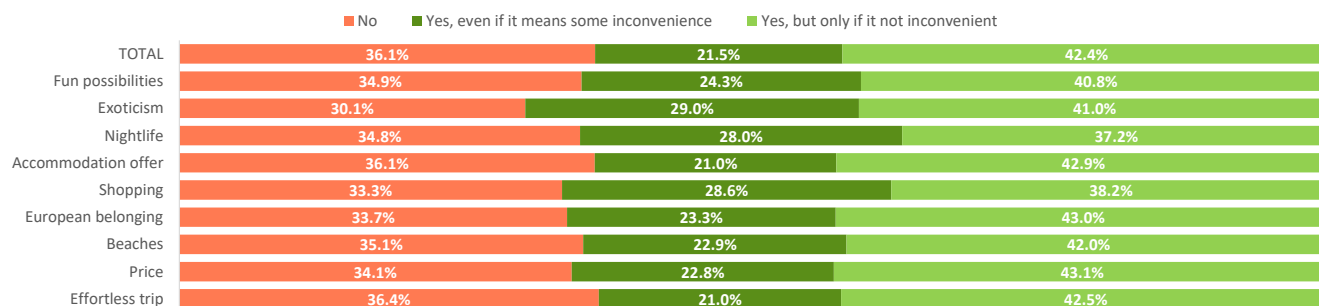
COUNTRY OF RESIDENCE

Where are they from?

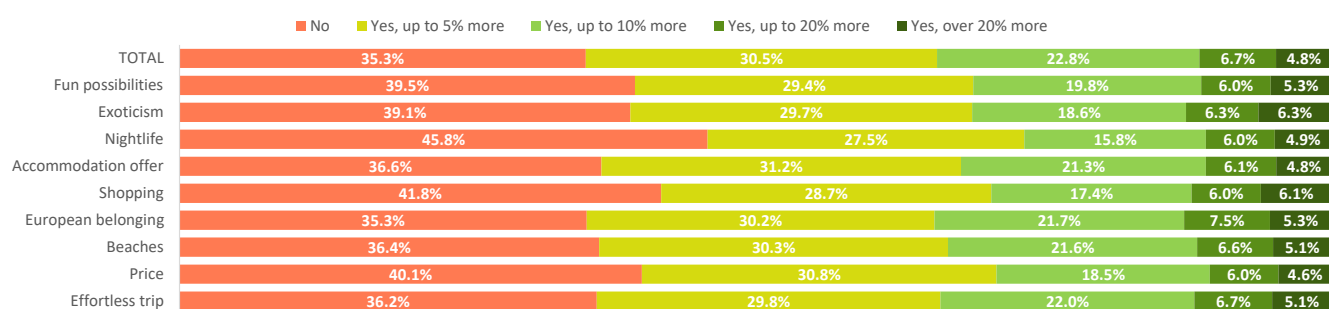
	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Sweden	33.4%	1.5%	0.8%	1.0%	1.6%	1.1%	2.1%	2.6%	1.4%	2.0%
Germany	16.0%	12.4%	9.9%	9.3%	15.2%	17.3%	18.6%	20.7%	12.6%	20.0%
United Kingdom	13.3%	38.2%	22.8%	40.8%	43.7%	35.4%	29.6%	28.2%	43.0%	42.4%
France	5.4%	4.0%	10.9%	5.2%	4.8%	6.2%	5.6%	5.1%	6.1%	3.9%
Netherlands	4.5%	6.6%	6.0%	3.4%	3.8%	2.6%	3.8%	3.6%	3.0%	1.7%
Italy	4.3%	3.8%	4.7%	6.4%	2.8%	5.7%	4.1%	5.2%	3.9%	3.7%
Ireland	3.8%	4.6%	3.4%	6.6%	5.3%	7.1%	5.0%	3.9%	5.9%	5.3%
Belgium	2.9%	2.9%	4.2%	1.7%	2.3%	2.9%	3.0%	2.0%	2.3%	1.5%
Spanish Mainland	2.3%	13.0%	18.4%	12.7%	7.9%	9.6%	13.0%	13.0%	10.3%	8.8%
Denmark	2.3%	2.5%	2.6%	0.8%	2.0%	1.3%	1.8%	1.4%	1.7%	0.4%
Czech Republic	1.9%	0.4%	1.3%	0.5%	0.6%	0.3%	1.1%	0.9%	0.5%	0.7%
Poland	1.9%	1.2%	5.1%	1.6%	2.0%	1.2%	2.8%	2.5%	2.0%	1.7%
Finland	1.1%	0.5%	0.9%	0.8%	1.1%	1.0%	1.4%	1.0%	0.9%	0.5%
Portugal	1.1%	0.7%	0.8%	0.9%	0.5%	0.8%	0.9%	0.9%	0.6%	0.6%
Austria	1.0%	0.8%	0.9%	1.0%	0.8%	1.1%	1.1%	1.2%	0.7%	1.2%
Switzerland	0.8%	0.9%	0.8%	1.0%	0.9%	1.2%	1.0%	1.2%	0.8%	1.1%
Others	4.1%	5.9%	6.4%	6.5%	4.7%	5.3%	5.2%	6.6%	4.2%	4.6%

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	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Quality of life on the island	8.1	8.4	8.6	8.5	8.2	8.6	8.3	8.3	8.3	8.3
Tolerance towards tourism	8.6	8.7	8.9	8.8	8.8	8.8	8.8	8.8	8.8	8.8
Cleanliness of the island	8.3	8.5	8.6	8.5	8.5	8.6	8.5	8.4	8.5	8.5
Air quality	8.5	8.6	8.7	8.5	8.7	8.7	8.7	8.6	8.7	8.7
Rational water consumption	7.5	7.7	7.8	7.8	7.7	8.0	7.7	7.6	7.7	7.7
Energy saving	6.9	7.1	7.4	7.2	7.2	7.4	7.2	7.0	7.2	7.1
Use of renewable energy	7.0	7.2	7.4	7.3	7.2	7.5	7.3	7.2	7.2	7.2
Recycling	7.1	7.4	7.5	7.4	7.4	7.7	7.4	7.3	7.4	7.4
Easy to get around by public transport	7.4	7.7	7.7	7.9	7.6	8.1	7.6	7.5	7.7	7.6
Overcrowding in tourist areas	6.7	6.9	7.1	7.1	6.7	7.1	6.8	6.7	6.9	6.7
Supply of local products	7.1	7.4	7.7	7.6	7.2	7.8	7.4	7.3	7.4	7.3

* 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.