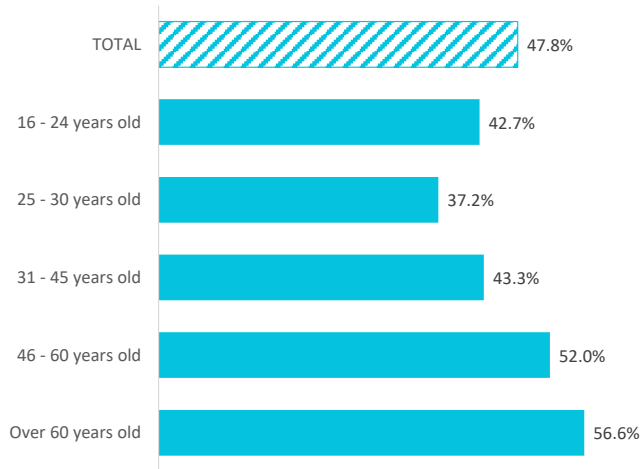


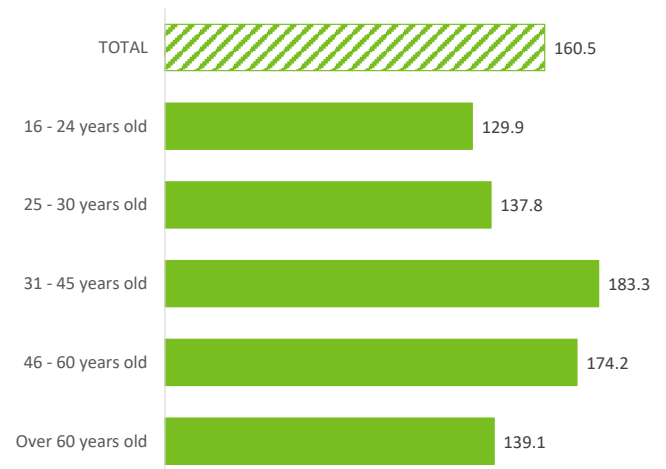
INBOUND TOURISM AND TOURIST EXPENDITURE

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Tourist arrivals > 15 years old (EGT) | 12,832,078 | 1,336,194 | 1,478,024 | 3,771,496 | 3,486,130 | 2,760,235 |
| % Tourists | 100% | 10.4% | 11.5% | 29.4% | 27.2% | 21.5% |
| - Lanzarote | 2,377,525 | 189,797 | 223,328 | 665,748 | 704,222 | 594,431 |
| - Fuerteventura | 1,822,701 | 183,142 | 221,003 | 518,023 | 525,540 | 374,993 |
| - Gran Canaria | 3,352,820 | 406,544 | 358,456 | 926,661 | 891,029 | 770,129 |
| - Tenerife | 5,083,082 | 546,290 | 653,595 | 1,600,857 | 1,300,205 | 982,136 |
| - La Palma | 132,040 | 5,758 | 16,742 | 44,566 | 43,759 | 21,216 |
| % tourists who book holiday package | 47.8% | 42.7% | 37.2% | 43.3% | 52.0% | 56.6% |
| Expenditure per tourist (€) | 1,314 | 996 | 988 | 1,388 | 1,401 | 1,431 |
| - book holiday package | 1,492 | 1,147 | 1,252 | 1,637 | 1,527 | 1,509 |
| - holiday package | 1,236 | 925 | 1,001 | 1,364 | 1,264 | 1,266 |
| - others | 256 | 222 | 251 | 273 | 264 | 243 |
| - do not book holiday package | 1,152 | 884 | 832 | 1,199 | 1,265 | 1,329 |
| - flight | 311 | 245 | 203 | 339 | 350 | 333 |
| - accommodation | 405 | 250 | 279 | 441 | 458 | 462 |
| - others | 436 | 390 | 350 | 419 | 457 | 534 |
| Average length of stay | 9.24 | 8.74 | 7.78 | 8.20 | 8.89 | 12.12 |
| - book holiday package | 8.45 | 7.32 | 7.45 | 7.89 | 8.30 | 9.98 |
| - do not book holiday package | 9.96 | 9.79 | 7.97 | 8.43 | 9.54 | 14.92 |
| Average daily expenditure (€) | 160.5 | 129.9 | 137.8 | 183.3 | 174.2 | 139.1 |
| - book holiday package | 186.1 | 161.5 | 173.5 | 215.6 | 193.2 | 160.5 |
| - do not book holiday package | 137.1 | 106.4 | 116.7 | 158.7 | 153.5 | 111.3 |
| Total turnover (> 15 years old) (€m) | 16,863 | 1,331 | 1,461 | 5,236 | 4,885 | 3,949 |
| - book holiday package | 9,143 | 654 | 689 | 2,671 | 2,771 | 2,358 |
| - do not book holiday package | 7,720 | 677 | 772 | 2,565 | 2,114 | 1,592 |

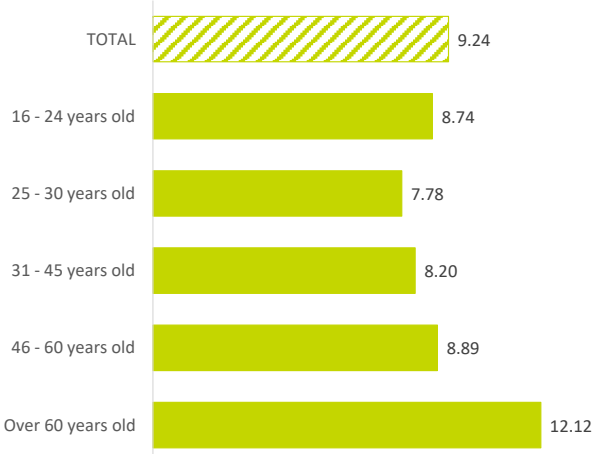
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



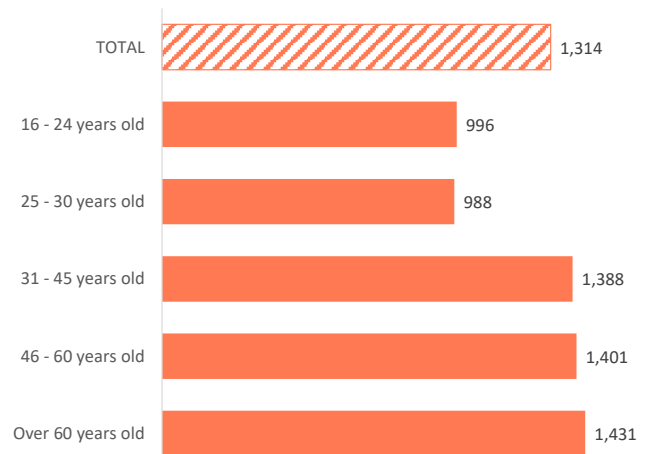
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



Tourist Expenditure Survey

PROFILE OF TOURIST BY AGE RANGE (2022)

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

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|--------------------------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Accommodation: | | | | | | |
| - Accommodation | 84.4% | 77.1% | 82.3% | 85.8% | 87.5% | 83.3% |
| - Additional accommodation expenses | 7.1% | 8.2% | 9.1% | 7.7% | 6.8% | 5.2% |
| Transport: | | | | | | |
| - National/International Transport | 95.8% | 92.3% | 95.2% | 96.1% | 96.8% | 96.1% |
| - Flights between islands | 5.0% | 6.1% | 6.9% | 5.5% | 4.7% | 3.3% |
| - Taxi | 51.8% | 51.0% | 43.8% | 47.8% | 54.5% | 58.3% |
| - Car rental | 32.0% | 27.7% | 41.1% | 36.6% | 32.1% | 23.0% |
| - Public transport | 9.6% | 14.2% | 11.6% | 8.5% | 8.1% | 9.8% |
| Food and drink: | | | | | | |
| - Food purchases at supermarkets | 55.9% | 60.6% | 61.6% | 57.9% | 54.3% | 49.9% |
| - Restaurants | 66.4% | 65.5% | 70.0% | 65.5% | 65.7% | 67.1% |
| Leisure: | | | | | | |
| - Organized excursions | 23.6% | 28.7% | 29.1% | 26.9% | 21.9% | 15.9% |
| - Sport activities | 7.9% | 11.1% | 11.4% | 8.8% | 7.8% | 3.4% |
| - Cultural activities | 2.5% | 4.0% | 3.5% | 2.7% | 2.0% | 1.7% |
| - Museums | 5.2% | 4.5% | 6.5% | 6.1% | 5.0% | 4.0% |
| - Theme Parks | 10.9% | 16.1% | 13.7% | 15.0% | 8.8% | 3.9% |
| - Discos and pubs | 9.9% | 16.5% | 15.4% | 9.0% | 8.4% | 6.9% |
| - Wellness | 5.2% | 3.9% | 4.7% | 5.4% | 6.0% | 5.0% |
| Purchases of goods: | | | | | | |
| - Souvenirs | 40.0% | 39.4% | 38.1% | 40.8% | 41.5% | 38.3% |
| - Real state | 0.2% | 0.4% | 0.2% | 0.2% | 0.2% | 0.1% |
| - Other expenses | 0.7% | 0.7% | 0.8% | 0.6% | 0.9% | 0.7% |
| Other: | | | | | | |
| - Medical or pharmaceutical expenses | 7.6% | 7.3% | 7.6% | 7.7% | 7.8% | 7.4% |
| - Other expenses | 5.4% | 5.7% | 5.2% | 4.9% | 5.9% | 5.2% |

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

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|---|------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Expenditure per tourist and trip (€) | | | | | | |
| Accommodation: | 810 | 589 | 594 | 839 | 864 | 931 |
| - Accommodation | 665 | 479 | 475 | 700 | 697 | 758 |
| - Additional accommodation expenses | 145 | 110 | 119 | 140 | 166 | 174 |
| Transport: | 711 | 608 | 553 | 745 | 745 | 767 |
| - National/International Transport | 377 | 294 | 262 | 410 | 403 | 397 |
| - Flights between islands | 79 | 52 | 68 | 82 | 92 | 85 |
| - Taxi | 90 | 84 | 87 | 91 | 87 | 95 |
| - Car rental | 134 | 125 | 114 | 133 | 135 | 157 |
| - Public transport | 32 | 52 | 23 | 28 | 27 | 34 |
| Food and drink: | 297 | 252 | 231 | 281 | 305 | 371 |
| - Food purchases at supermarkets | 104 | 113 | 84 | 96 | 99 | 133 |
| - Restaurants | 193 | 139 | 147 | 185 | 206 | 238 |
| Leisure: | 530 | 487 | 444 | 552 | 556 | 566 |
| - Organized excursions | 94 | 81 | 81 | 100 | 97 | 100 |
| - Sport activities | 100 | 99 | 92 | 90 | 108 | 124 |
| - Cultural activities | 55 | 55 | 45 | 56 | 56 | 61 |
| - Museums | 35 | 28 | 26 | 37 | 36 | 39 |
| - Theme Parks | 70 | 56 | 63 | 78 | 72 | 63 |
| - Discos and pubs | 99 | 96 | 75 | 103 | 110 | 107 |
| - Wellness | 78 | 72 | 61 | 89 | 78 | 72 |
| Purchases of goods: | 666 | 255 | 281 | 991 | 591 | 791 |
| - Souvenirs | 85 | 66 | 58 | 82 | 96 | 97 |
| - Real state | 360 | 70 | 73 | 673 | 288 | 371 |
| - Other expenses | 221 | 120 | 150 | 237 | 206 | 323 |
| Other: | 124 | 100 | 107 | 109 | 119 | 171 |
| - Medical or pharmaceutical expenses | 42 | 26 | 26 | 45 | 36 | 63 |
| - Other expenses | 81 | 74 | 81 | 63 | 82 | 108 |

Tourist Expenditure Survey

PROFILE OF TOURIST BY AGE RANGE (2022)

TOURIST PROFILE

Who are they?

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|---|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Gender | | | | | | |
| Percentage of men | 48.4% | 44.4% | 47.8% | 50.4% | 48.1% | 48.4% |
| Percentage of women | 51.6% | 55.6% | 52.2% | 49.6% | 51.9% | 51.6% |
| Age | | | | | | |
| Average age (tourists above 16 years old) | 45.73 | 21.27 | 27.63 | 38.34 | 52.76 | 68.45 |
| Standard deviation | 16.0 | 2.2 | 1.7 | 4.3 | 4.3 | 5.1 |
| Age range | | | | | | |
| 16-24 years old | 10.4% | 100% | -- | -- | -- | -- |
| 25-30 years old | 11.5% | -- | 100% | -- | -- | -- |
| 31-45 years old | 29.4% | -- | -- | 100% | -- | -- |
| 46-60 years old | 27.2% | -- | -- | -- | 100% | -- |
| Over 60 years old | 21.5% | -- | -- | -- | -- | 100% |
| Occupation | | | | | | |
| Salaried worker | 57.4% | 52.1% | 73.9% | 71.0% | 66.5% | 21.0% |
| Self-employed | 10.8% | 7.1% | 9.5% | 13.7% | 12.8% | 6.8% |
| Unemployed | 1.0% | 2.2% | 1.7% | 0.9% | 0.7% | 0.3% |
| Business owner | 8.3% | 5.9% | 7.2% | 9.9% | 10.6% | 4.8% |
| Student | 4.6% | 29.7% | 5.3% | 1.5% | 1.2% | 0.8% |
| Retired | 16.5% | 2.0% | 1.7% | 1.7% | 6.4% | 64.4% |
| Unpaid domestic work | 0.6% | 0.4% | 0.3% | 0.9% | 0.9% | 0.2% |
| Others | 0.8% | 0.6% | 0.3% | 0.4% | 0.8% | 1.7% |
| Annual household income level | | | | | | |
| Less than €25,000 | 14.3% | 29.8% | 19.8% | 11.4% | 9.1% | 14.4% |
| €25,000 - €49,999 | 34.3% | 33.1% | 43.3% | 32.8% | 29.7% | 37.8% |
| €50,000 - €74,999 | 25.4% | 19.5% | 21.7% | 26.5% | 28.0% | 25.4% |
| More than €74,999 | 26.0% | 17.6% | 15.1% | 29.3% | 33.2% | 22.5% |
| Education level | | | | | | |
| No studies | 3.6% | 2.6% | 2.7% | 3.3% | 4.2% | 4.2% |
| Primary education | 1.7% | 1.7% | 0.8% | 1.0% | 1.7% | 3.3% |
| Secondary education | 20.2% | 20.4% | 12.1% | 16.2% | 23.1% | 26.4% |
| Higher education | 74.5% | 75.3% | 84.4% | 79.6% | 71.0% | 66.1% |

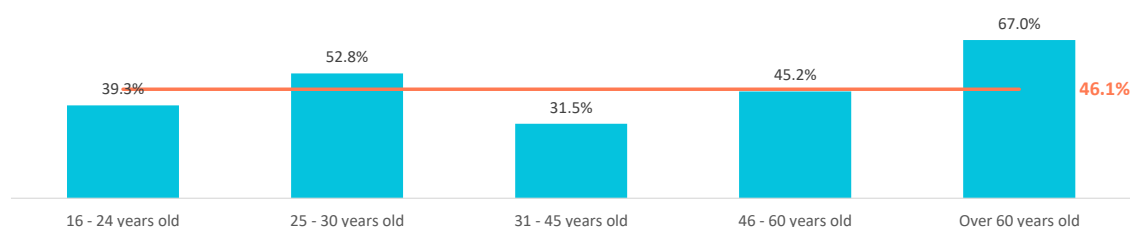
Who do they come with?

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|--|--------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Unaccompanied | 10.0% | 12.3% | 13.3% | 10.4% | 8.4% | 8.7% |
| Only with partner | 46.1% | 39.3% | 52.8% | 31.5% | 45.2% | 67.0% |
| Only with children (< 13 years old) | 4.9% | 0.5% | 1.5% | 11.0% | 4.6% | 0.9% |
| Partner + children (< 13 years old) | 7.3% | 0.3% | 2.1% | 17.6% | 6.2% | 0.5% |
| Other relatives | 9.9% | 22.3% | 9.8% | 8.5% | 8.2% | 8.1% |
| Friends | 7.3% | 16.0% | 12.6% | 6.4% | 4.5% | 4.8% |
| Work colleagues | 0.6% | 0.9% | 0.8% | 0.7% | 0.5% | 0.1% |
| Organized trip | 0.3% | 0.1% | 0.3% | 0.2% | 0.2% | 0.6% |
| Other combinations ⁽²⁾ | 13.7% | 8.3% | 6.7% | 13.7% | 22.1% | 9.2% |
| <i>(2) Different situations have been isolated</i> | | | | | | |
| Tourists with children | 18.0% | 3.8% | 6.2% | 39.3% | 15.2% | 5.8% |
| - Between 0 and 2 years old | 1.3% | 0.6% | 1.9% | 2.9% | 0.3% | 0.4% |
| - Between 3 and 12 years old | 15.5% | 3.0% | 3.3% | 33.5% | 14.5% | 4.7% |
| - Between 0 -2 and 3-12 years old | 1.2% | 0.2% | 1.0% | 2.8% | 0.4% | 0.7% |
| Tourists without children | 82.0% | 96.2% | 93.8% | 60.7% | 84.8% | 94.2% |
| Group composition: | | | | | | |
| - 1 person | 12.6% | 16.6% | 17.2% | 12.6% | 10.3% | 11.0% |
| - 2 people | 53.9% | 55.3% | 63.1% | 38.1% | 52.0% | 72.2% |
| - 3 people | 12.1% | 10.6% | 8.2% | 16.8% | 14.4% | 5.5% |
| - 4 or 5 people | 17.3% | 13.7% | 8.6% | 27.2% | 19.6% | 7.5% |
| - 6 or more people | 4.1% | 3.9% | 2.9% | 5.2% | 3.7% | 3.8% |
| Average group size: | 2.60 | 2.46 | 2.26 | 2.92 | 2.68 | 2.32 |

*People who share the main expenses of the trip



% TOURISTS TRAVELING ONLY WITH PARTNER



Tourist Expenditure Survey

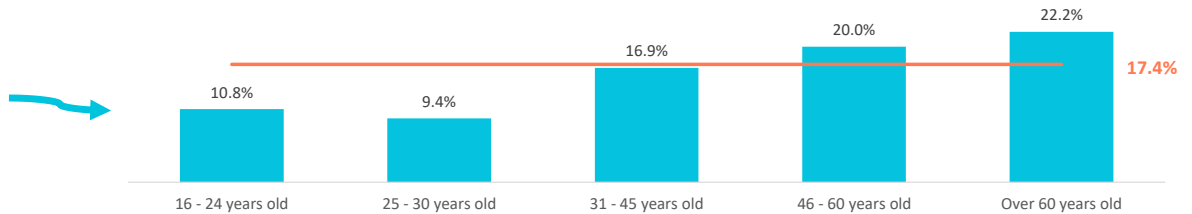
PROFILE OF TOURIST BY AGE RANGE (2022)

TRIP BOOKING

How far in advance do they book their trip?

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|------------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| The same day | 0.7% | 1.5% | 1.1% | 0.9% | 0.5% | 0.3% |
| Between 1 and 30 days | 27.8% | 30.9% | 34.1% | 29.2% | 25.2% | 24.5% |
| Between 1 and 2 months | 25.3% | 28.9% | 30.5% | 25.1% | 23.4% | 23.3% |
| Between 3 and 6 months | 28.8% | 28.0% | 24.9% | 28.0% | 30.9% | 29.7% |
| More than 6 months | 17.4% | 10.8% | 9.4% | 16.9% | 20.0% | 22.2% |

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



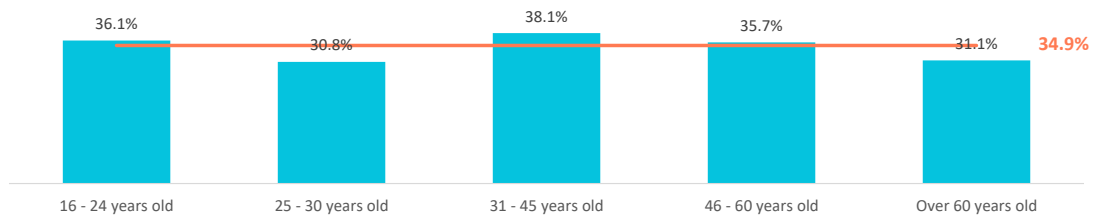
With whom did they book their flight and accommodation?

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|-----------------------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Flight | | | | | | |
| - Directly with the airline | 50.0% | 53.9% | 58.6% | 53.1% | 46.6% | 43.9% |
| - Tour Operator or Travel Agency | 50.0% | 46.1% | 41.4% | 46.9% | 53.4% | 56.1% |
| Accommodation | | | | | | |
| - Directly with the accommodation | 36.6% | 39.3% | 43.0% | 40.1% | 34.7% | 29.8% |
| - Tour Operator or Travel Agency | 63.4% | 60.7% | 57.0% | 59.9% | 65.3% | 70.2% |

What do they book?

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|-------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Room only | 28.5% | 32.2% | 33.3% | 27.9% | 26.9% | 27.0% |
| Bed and Breakfast | 13.9% | 13.5% | 17.0% | 13.5% | 14.5% | 12.4% |
| Half board | 19.1% | 14.4% | 16.1% | 16.9% | 19.9% | 25.1% |
| Full board | 3.5% | 3.8% | 2.9% | 3.7% | 3.0% | 4.4% |
| All inclusive | 34.9% | 36.1% | 30.8% | 38.1% | 35.7% | 31.1% |

% TOURISTS WHO BOOK ALL INCLUSIVE



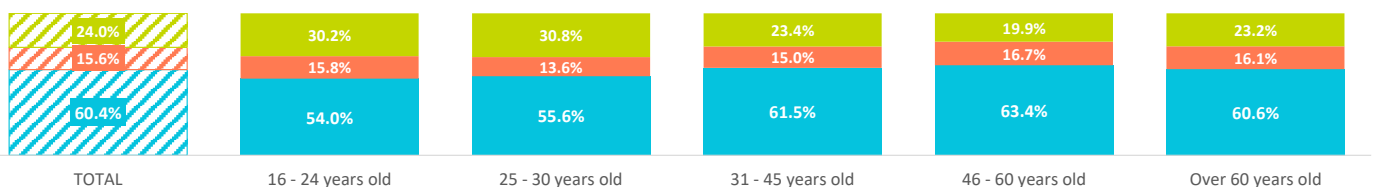
ACCOMMODATION

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|---|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| 1-2-3* Hotel | 10.9% | 12.4% | 11.0% | 11.3% | 10.6% | 9.7% |
| 4* Hotel | 39.0% | 34.7% | 36.7% | 38.6% | 40.9% | 40.5% |
| 5* Hotel / 5* Luxury Hotel | 10.5% | 6.9% | 8.0% | 11.6% | 11.8% | 10.4% |
| Aparthotel / Tourist Villa | 15.6% | 15.8% | 13.6% | 15.0% | 16.7% | 16.1% |
| House/room rented in a private dwelling | 7.2% | 8.0% | 9.7% | 8.2% | 6.1% | 5.4% |
| Private accommodation ⁽¹⁾ | 8.7% | 12.6% | 10.8% | 8.5% | 6.8% | 8.4% |
| Others (Cottage, cruise, camping,...) | 8.1% | 9.5% | 10.3% | 6.7% | 7.0% | 9.5% |

(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 AGE RANGE (2022)



TRIP MOTIVATION AND DESTINATION CHOICE

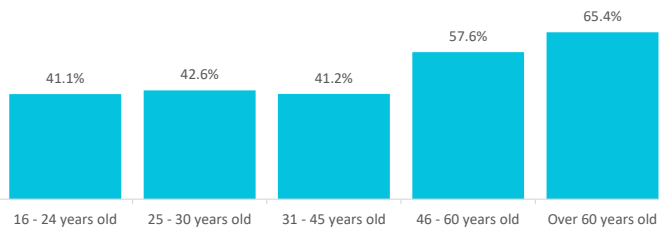
What is the main reason for visiting the Canary Islands?

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|-----------------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Holidays | 90.2% | 85.8% | 87.1% | 89.4% | 91.9% | 93.1% |
| Family reasons | 6.7% | 10.5% | 9.2% | 7.2% | 5.2% | 5.0% |
| Business | 1.4% | 1.6% | 1.9% | 1.9% | 1.5% | 0.5% |
| Education and training | 0.2% | 0.7% | 0.4% | 0.1% | 0.1% | 0.1% |
| Sports training | 0.4% | 0.6% | 0.5% | 0.4% | 0.5% | 0.3% |
| Health | 0.1% | 0.0% | 0.0% | 0.1% | 0.1% | 0.2% |
| Conventions and Exhibitions | 0.2% | 0.1% | 0.2% | 0.3% | 0.1% | 0.0% |
| Others | 0.7% | 0.7% | 0.7% | 0.6% | 0.6% | 0.8% |

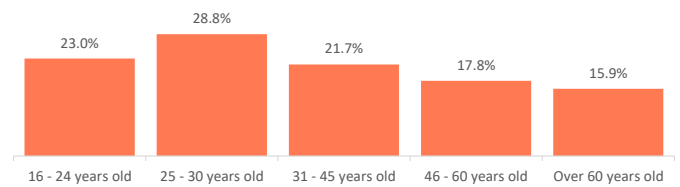
What is the main motivation for their holidays?

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|-------------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Rest | 51.1% | 41.1% | 42.6% | 41.2% | 57.6% | 65.4% |
| Enjoy family time | 16.1% | 12.1% | 10.6% | 24.8% | 15.3% | 10.0% |
| Have fun | 8.5% | 20.2% | 13.4% | 8.6% | 5.5% | 4.2% |
| Explore the destination | 20.3% | 23.0% | 28.8% | 21.7% | 17.8% | 15.9% |
| Practice their hobbies | 1.9% | 1.9% | 2.6% | 1.8% | 2.0% | 1.5% |
| Other reasons | 2.1% | 1.6% | 2.0% | 1.9% | 1.9% | 3.1% |

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|----------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Climate | 75.0% | 65.0% | 69.8% | 76.1% | 78.8% | 76.4% |
| Safety | 51.3% | 48.9% | 45.6% | 51.4% | 53.3% | 52.8% |
| Tranquility | 46.5% | 44.9% | 44.6% | 45.1% | 49.2% | 46.8% |
| Sea | 46.0% | 47.1% | 49.5% | 47.2% | 45.6% | 42.3% |
| Accommodation supply | 41.8% | 36.2% | 35.7% | 40.3% | 45.2% | 45.7% |
| Beaches | 39.3% | 42.5% | 43.5% | 41.7% | 38.5% | 33.6% |
| Effortless trip | 37.5% | 35.7% | 35.5% | 36.1% | 39.2% | 39.3% |
| European belonging | 36.5% | 32.4% | 32.4% | 36.0% | 37.2% | 40.3% |
| Price | 35.8% | 41.2% | 38.6% | 36.1% | 34.4% | 33.2% |
| Landscapes | 34.1% | 37.5% | 42.2% | 35.8% | 31.2% | 29.3% |
| Environment | 33.3% | 31.9% | 37.4% | 34.7% | 31.7% | 31.8% |
| Gastronomy | 26.6% | 24.3% | 26.2% | 25.6% | 27.4% | 28.1% |
| Fun possibilities | 23.3% | 41.4% | 29.4% | 25.9% | 18.9% | 13.6% |
| Authenticity | 22.3% | 26.0% | 27.6% | 23.3% | 20.6% | 18.5% |
| Exoticism | 11.8% | 19.7% | 18.0% | 13.4% | 8.9% | 6.5% |
| Hiking trail network | 10.1% | 8.5% | 11.7% | 10.3% | 9.8% | 10.0% |
| Shopping | 9.1% | 14.4% | 8.8% | 8.1% | 8.9% | 8.5% |
| Culture | 9.0% | 11.9% | 10.3% | 9.2% | 8.1% | 7.6% |
| Historical heritage | 8.4% | 7.8% | 9.4% | 8.4% | 8.6% | 8.0% |
| Nightlife | 7.9% | 19.1% | 11.3% | 7.1% | 5.7% | 4.8% |

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 | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|---------------------------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Previous visits to the Canary Islands | 49.8% | 31.6% | 32.1% | 44.0% | 56.9% | 66.9% |
| Friends or relatives | 30.4% | 43.8% | 42.1% | 34.1% | 24.3% | 20.1% |
| Internet or social media | 54.2% | 58.2% | 63.9% | 59.7% | 52.5% | 41.8% |
| Mass Media | 2.0% | 3.4% | 2.7% | 1.9% | 1.5% | 1.8% |
| Travel guides and magazines | 7.0% | 7.2% | 7.1% | 6.9% | 7.4% | 6.7% |
| Travel Blogs or Forums | 6.9% | 8.9% | 12.8% | 9.3% | 4.6% | 2.3% |
| Travel TV Channels | 0.8% | 0.6% | 0.4% | 0.8% | 0.8% | 0.9% |
| Tour Operator or Travel Agency | 20.7% | 17.9% | 15.4% | 17.8% | 21.9% | 27.3% |
| Public administrations or similar | 1.3% | 1.7% | 1.1% | 1.4% | 1.1% | 1.4% |
| Others | 3.2% | 4.7% | 3.5% | 3.0% | 2.7% | 2.9% |

* Multi-choice question

Tourist Expenditure Survey

PROFILE OF TOURIST BY AGE RANGE (2022)

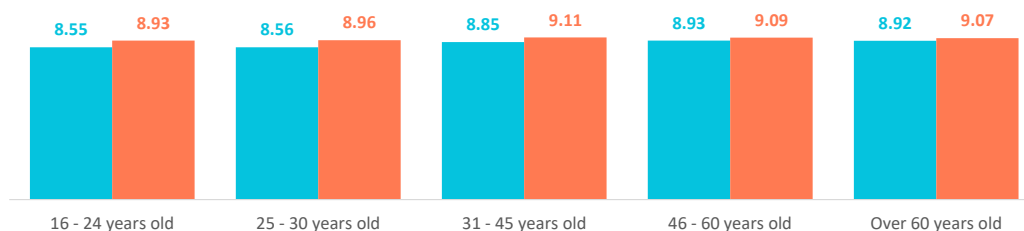


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|---|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Satisfaction (scale 0-10) | | | | | | |
| Average rating | 8.85 | 8.76 | 8.77 | 8.88 | 8.89 | 8.83 |
| Experience in the Canary Islands | | | | | | |
| Worse or much worse than expected | 2.8% | 3.4% | 3.4% | 2.8% | 2.5% | 2.5% |
| Lived up to expectations | 53.5% | 46.2% | 47.1% | 48.3% | 55.8% | 64.5% |
| Better or much better than expected | 43.7% | 50.4% | 49.4% | 48.9% | 41.7% | 32.9% |
| Future intentions (scale 1-10) | | | | | | |
| Return to the Canary Islands | 8.82 | 8.55 | 8.56 | 8.85 | 8.93 | 8.92 |
| Recommend visiting the Canary Islands | 9.06 | 8.93 | 8.96 | 9.11 | 9.09 | 9.07 |

RETURN TO THE CANARY



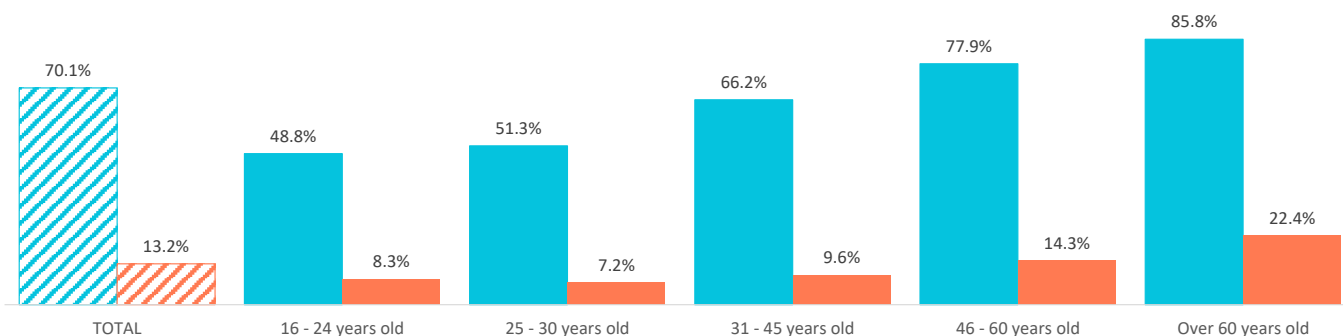
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|---|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Repeat tourists | 70.1% | 48.8% | 51.3% | 66.2% | 77.9% | 85.8% |
| At least 10 previous visits | 19.1% | 9.6% | 8.4% | 12.5% | 20.7% | 36.4% |
| Repeat tourists (last 5 years) | 62.7% | 44.4% | 45.0% | 57.4% | 69.1% | 80.1% |
| Repeat tourists (last 5 years) (5 or more visits) | 13.2% | 8.3% | 7.2% | 9.6% | 14.3% | 22.4% |

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



ISLANDS

How many islands do they visit during their trip?

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|-----------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| One island | 92.6% | 91.3% | 90.8% | 92.0% | 93.1% | 94.2% |
| Two islands | 6.3% | 7.7% | 7.7% | 6.9% | 5.9% | 4.8% |
| Three or more islands | 1.1% | 1.1% | 1.5% | 1.1% | 1.0% | 1.0% |

Visited islands during their trip (with overnight staying)

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|---------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Lanzarote | 19.3% | 15.0% | 16.2% | 18.5% | 20.8% | 22.1% |
| Fuerteventura | 15.0% | 14.6% | 16.1% | 14.6% | 15.6% | 14.3% |
| Gran Canaria | 26.8% | 31.3% | 25.1% | 25.4% | 26.3% | 28.2% |
| Tenerife | 40.5% | 41.8% | 45.4% | 43.5% | 38.2% | 36.1% |
| La Gomera | 0.6% | 0.4% | 0.6% | 0.6% | 0.6% | 0.7% |
| La Palma | 1.5% | 0.8% | 1.9% | 1.8% | 1.5% | 1.1% |
| El Hierro | 0.2% | 0.2% | 0.1% | 0.2% | 0.2% | 0.2% |
| Cruise | 0.2% | 0.3% | 0.1% | 0.1% | 0.2% | 0.3% |

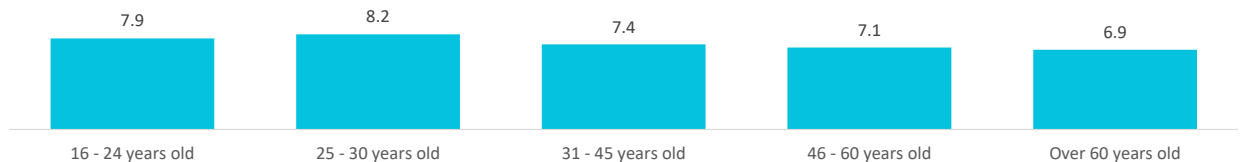
Tourist Expenditure Survey

PROFILE OF TOURIST BY AGE RANGE (2022)

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|-----------------------------|------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| 0 hours | 2.5% | 2.0% | 2.3% | 2.8% | 2.7% | 2.4% |
| 1 - 2 hours | 10.7% | 8.3% | 8.7% | 12.0% | 11.4% | 10.3% |
| 3 - 6 hours | 32.7% | 30.1% | 26.0% | 30.6% | 34.2% | 38.4% |
| 7 - 12 hours | 45.1% | 48.8% | 49.6% | 45.1% | 43.8% | 42.5% |
| More than 12 hours | 9.0% | 10.9% | 13.4% | 9.5% | 7.8% | 6.4% |
| Outdoor time per day | 7.3 | 7.9 | 8.2 | 7.4 | 7.1 | 6.9 |



Activities in the Canary Islands

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|--|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Walk, wander | 73.8% | 75.2% | 77.4% | 74.4% | 72.7% | 71.6% |
| Beach | 71.3% | 79.8% | 80.0% | 77.4% | 69.4% | 56.8% |
| Swimming pool, hotel facilities | 61.1% | 61.8% | 56.8% | 64.2% | 62.7% | 56.7% |
| Explore the island on their own | 48.7% | 57.7% | 62.4% | 52.3% | 45.8% | 35.7% |
| Taste Canarian gastronomy | 27.0% | 30.3% | 34.4% | 28.0% | 25.3% | 22.4% |
| Hiking | 18.5% | 20.8% | 27.5% | 20.4% | 16.2% | 13.0% |
| Organized excursions | 17.4% | 25.9% | 21.6% | 18.3% | 15.3% | 12.2% |
| Nightlife / concerts / shows | 15.3% | 30.6% | 24.5% | 14.5% | 11.9% | 8.2% |
| Theme parks | 14.4% | 22.5% | 19.2% | 19.7% | 10.9% | 4.9% |
| Sea excursions / whale watching | 12.7% | 20.2% | 16.3% | 14.4% | 11.1% | 6.7% |
| Wineries / markets / popular festivals | 10.6% | 12.2% | 13.3% | 10.9% | 10.2% | 8.2% |
| Swim | 10.1% | 15.3% | 12.3% | 10.4% | 9.3% | 6.8% |
| Museums / exhibitions | 10.0% | 11.5% | 13.0% | 11.0% | 9.1% | 7.2% |
| Other Nature Activities | 8.1% | 14.5% | 14.7% | 9.0% | 5.9% | 3.1% |
| Running | 5.9% | 7.8% | 6.3% | 7.3% | 6.1% | 2.8% |
| Beauty and health treatments | 5.9% | 6.1% | 5.9% | 5.8% | 6.3% | 5.4% |
| Practice other sports | 4.7% | 10.1% | 6.4% | 4.8% | 4.1% | 1.8% |
| Astronomical observation | 3.7% | 6.0% | 6.1% | 3.8% | 3.0% | 1.8% |
| Cycling / Mountain bike | 3.3% | 3.3% | 3.2% | 3.6% | 3.9% | 1.9% |
| Surf | 3.1% | 5.8% | 7.3% | 3.5% | 2.0% | 0.5% |
| Scuba Diving | 3.0% | 6.4% | 4.9% | 3.1% | 2.6% | 0.7% |
| Golf | 2.1% | 3.5% | 2.1% | 1.6% | 1.8% | 2.5% |
| Windsurf / Kitesurf | 1.2% | 1.9% | 1.6% | 1.2% | 1.3% | 0.6% |

COMPETITORS

Where did they spend their main holiday last year? *

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|----------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Didn't have holidays | 31.7% | 33.6% | 27.5% | 29.7% | 32.7% | 34.5% |
| Canary Islands | 20.4% | 14.5% | 14.5% | 17.4% | 22.4% | 28.5% |
| Other destination | 48.0% | 51.9% | 57.9% | 52.9% | 45.0% | 37.0% |

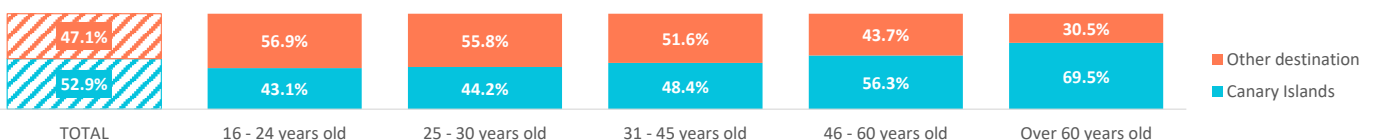
* Percentage of valid answers

What other destinations did they consider for this trip? *

| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|---|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| None (I was clear about "this Canary Island") | 28.3% | 20.2% | 19.9% | 23.6% | 30.9% | 45.1% |
| Canary Islands (other island) | 24.6% | 22.9% | 24.4% | 24.9% | 25.4% | 24.4% |
| Other destination | 47.1% | 56.9% | 55.8% | 51.6% | 43.7% | 30.5% |

* Percentage of valid answers

CONSIDERED DESTINATIONS



Tourist Expenditure Survey

PROFILE OF TOURIST BY AGE RANGE (2022)



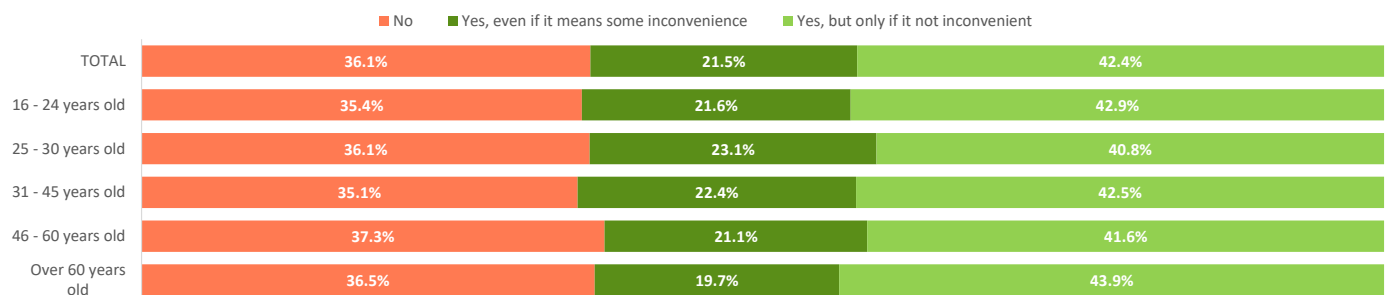
COUNTRY OF RESIDENCE

Where are they from?

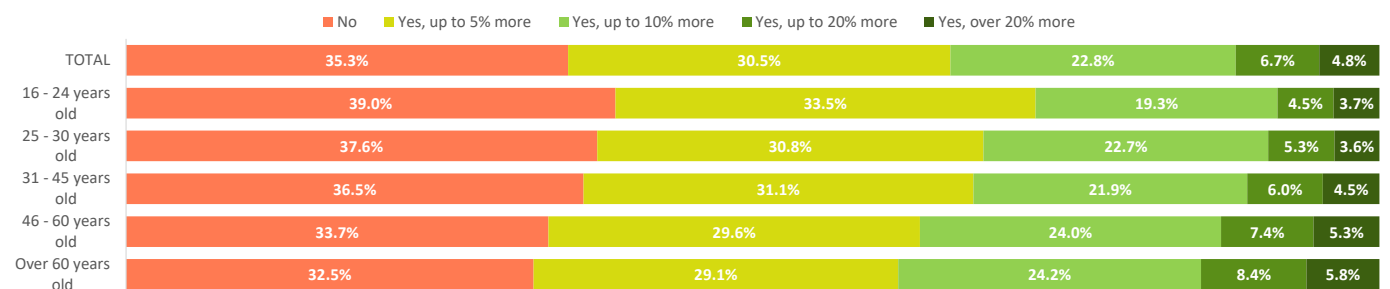
| | TOTAL | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|------------------|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| United Kingdom | 33.4% | 26.4% | 26.4% | 31.6% | 35.4% | 40.6% |
| Germany | 16.0% | 16.9% | 15.4% | 14.9% | 16.2% | 17.2% |
| Spanish Mainland | 13.3% | 15.7% | 19.3% | 16.5% | 12.1% | 6.3% |
| France | 5.4% | 6.0% | 6.8% | 5.8% | 5.4% | 3.7% |
| Netherlands | 4.5% | 5.2% | 4.0% | 4.2% | 4.7% | 4.6% |
| Italy | 4.3% | 6.3% | 6.3% | 4.0% | 3.7% | 3.3% |
| Ireland | 3.8% | 3.2% | 2.8% | 3.4% | 4.4% | 4.3% |
| Belgium | 2.9% | 2.4% | 2.1% | 2.7% | 3.5% | 3.0% |
| Norway | 2.3% | 2.3% | 1.4% | 1.7% | 2.2% | 3.8% |
| Denmark | 2.3% | 2.1% | 1.6% | 1.7% | 2.5% | 3.2% |
| Sweden | 2.1% | 1.3% | 0.8% | 1.5% | 2.3% | 3.7% |
| Poland | 1.9% | 1.9% | 3.1% | 2.9% | 1.3% | 0.8% |
| Finland | 1.1% | 1.1% | 0.6% | 0.8% | 1.3% | 1.8% |
| Switzerland | 1.1% | 1.3% | 1.5% | 1.0% | 1.0% | 0.8% |
| Austria | 1.0% | 1.8% | 1.3% | 0.9% | 0.7% | 0.8% |
| Czech Republic | 0.8% | 1.0% | 1.4% | 1.0% | 0.6% | 0.4% |
| Others | 3.9% | 5.0% | 5.4% | 5.4% | 2.8% | 1.8% |

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 | 16 - 24 years old | 25 - 30 years old | 31 - 45 years old | 46 - 60 years old | Over 60 years old |
|--|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Quality of life on the island | 8.1 | 7.9 | 8.0 | 8.1 | 8.1 | 8.2 |
| Tolerance towards tourism | 8.6 | 8.3 | 8.5 | 8.6 | 8.6 | 8.7 |
| Cleanliness of the island | 8.3 | 8.0 | 8.2 | 8.3 | 8.4 | 8.4 |
| Air quality | 8.5 | 8.1 | 8.3 | 8.5 | 8.6 | 8.6 |
| Rational water consumption | 7.5 | 7.2 | 7.3 | 7.4 | 7.5 | 7.6 |
| Energy saving | 6.9 | 6.6 | 6.8 | 6.9 | 7.0 | 7.1 |
| Use of renewable energy | 7.0 | 6.8 | 6.8 | 7.0 | 7.1 | 7.3 |
| Recycling | 7.1 | 6.8 | 6.8 | 7.0 | 7.3 | 7.5 |
| Easy to get around by public transport | 7.4 | 7.4 | 7.1 | 7.2 | 7.4 | 7.7 |
| Overcrowding in tourist areas | 6.7 | 6.6 | 6.7 | 6.7 | 6.6 | 6.6 |
| Supply of local products | 7.1 | 7.2 | 7.1 | 7.2 | 7.1 | 7.1 |

* 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.