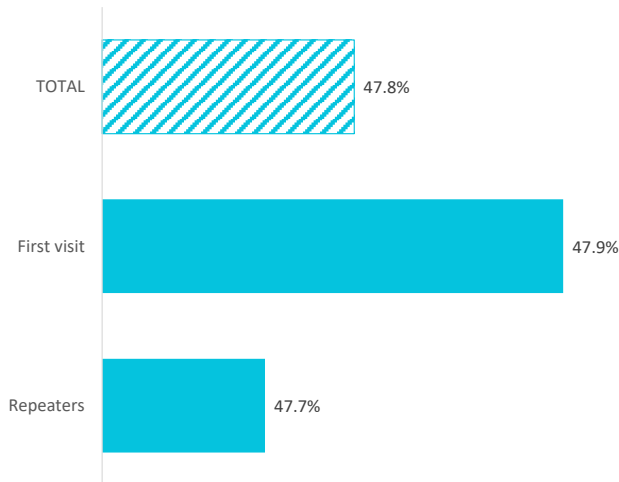


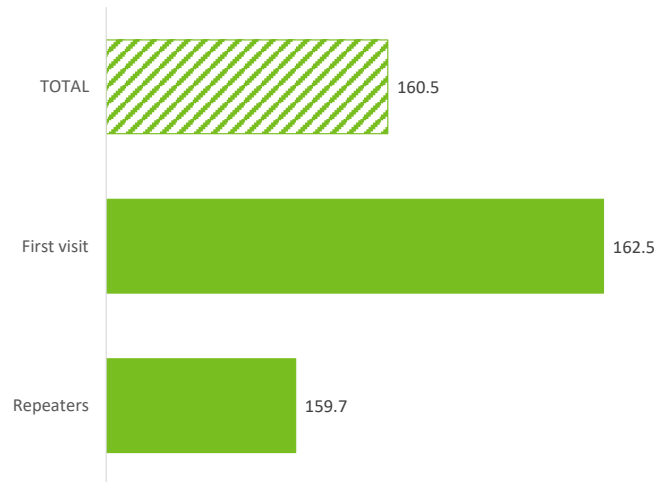
INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL	First visit	Repeaters
Tourist arrivals > 15 years old (EGT)	12,832,078	3,840,047	8,992,031
% Tourists	100%	29.9%	70.1%
- Lanzarote	2,377,525	578,566	1,798,959
- Fuerteventura	1,822,701	591,225	1,231,476
- Gran Canaria	3,352,820	933,983	2,418,837
- Tenerife	5,083,082	1,686,125	3,396,957
- La Palma	132,040	34,670	97,370
% tourists who book holiday package	47.8%	47.9%	47.7%
Expenditure per tourist (€)	1,314	1,183	1,370
- book holiday package	1,492	1,371	1,543
- holiday package	1,236	1,142	1,276
- others	256	229	267
- do not book holiday package	1,152	1,010	1,212
- flight	311	279	325
- accommodation	405	358	424
- others	436	373	463
Average length of stay	9.24	7.91	9.81
- book holiday package	8.45	7.60	8.82
- do not book holiday package	9.96	8.19	10.71
Average daily expenditure (€)	160.5	162.5	159.7
- book holiday package	186.1	188.0	185.3
- do not book holiday package	137.1	139.0	136.3
Total turnover (> 15 years old) (€m)	16,863	4,542	12,321
- book holiday package	9,143	2,520	6,623
- do not book holiday package	7,720	2,022	5,698

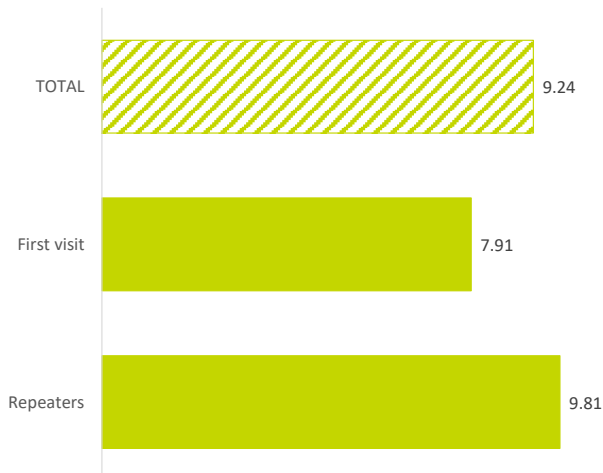
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



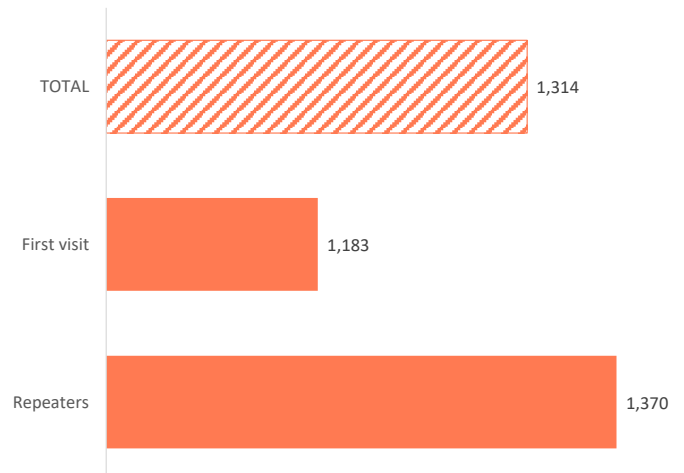
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



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

	TOTAL	First visit	Repeaters
Accommodation:			
- Accommodation	84.4%	87.8%	83.0%
- Additional accommodation expenses	7.1%	7.8%	6.8%
Transport:			
- National/International Transport	95.8%	95.0%	96.1%
- Flights between islands	5.0%	5.8%	4.7%
- Taxi	51.8%	48.8%	53.0%
- Car rental	32.0%	38.0%	29.5%
- Public transport	9.6%	10.4%	9.3%
Food and drink:			
- Food purchases at supermarkets	55.9%	53.6%	56.9%
- Restaurants	66.4%	63.1%	67.8%
Leisure:			
- Organized excursions	23.6%	32.9%	19.7%
- Sport activities	7.9%	8.6%	7.6%
- Cultural activities	2.5%	3.1%	2.3%
- Museums	5.2%	6.9%	4.5%
- Theme Parks	10.9%	13.0%	10.0%
- Discos and pubs	9.9%	9.1%	10.3%
- Wellness	5.2%	4.7%	5.5%
Purchases of goods:			
- Souvenirs	40.0%	39.9%	40.1%
- Real state	0.2%	0.2%	0.2%
- Other expenses	0.7%	0.8%	0.7%
Other:			
- Medical or pharmaceutical expenses	7.6%	6.9%	7.9%
- Other expenses	5.4%	4.9%	5.6%

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

	TOTAL	First visit	Repeaters
Expenditure per tourist and trip (€)			
Accommodation:	810	707	858
- Accommodation	665	576	706
- Additional accommodation expenses	145	131	152
Transport:	711	661	735
- National/International Transport	377	346	390
- Flights between islands	79	75	81
- Taxi	90	93	89
- Car rental	134	121	141
- Public transport	32	27	35
Food and drink:	297	242	319
- Food purchases at supermarkets	104	84	113
- Restaurants	193	158	207
Leisure:	530	478	552
- Organized excursions	94	95	93
- Sport activities	100	90	104
- Cultural activities	55	52	57
- Museums	35	30	37
- Theme Parks	70	66	72
- Discos and pubs	99	80	106
- Wellness	78	65	83
Purchases of goods:	666	594	704
- Souvenirs	85	68	92
- Real state	360	424	331
- Other expenses	221	102	281
Other:	124	96	134
- Medical or pharmaceutical expenses	42	27	48
- Other expenses	81	69	86

TOURIST PROFILE

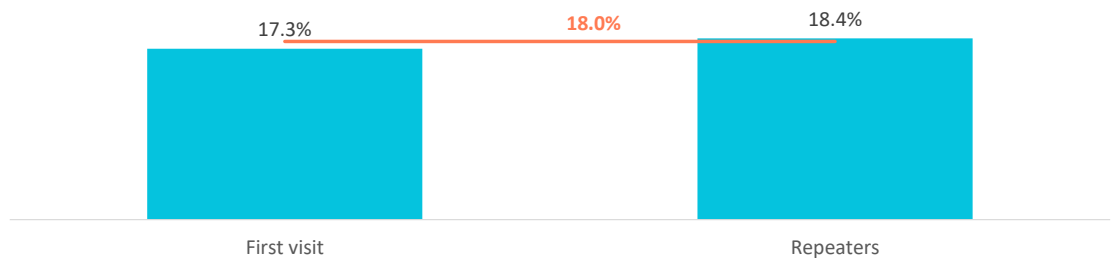
Who are they?

	TOTAL	First visit	Repeaters
Gender			
Percentage of men	48.4%	48.8%	48.3%
Percentage of women	51.6%	51.2%	51.7%
Age			
Average age (tourists above 16 years old)	45.73	38.90	48.64
Standard deviation	16.0	14.7	15.7
Age range			
16-24 years old	10.4%	17.8%	7.3%
25-30 years old	11.5%	18.7%	8.4%
31-45 years old	29.4%	33.2%	27.8%
46-60 years old	27.2%	20.1%	30.2%
Over 60 years old	21.5%	10.2%	26.3%
Occupation			
Salaried worker	57.4%	62.8%	55.1%
Self-employed	10.8%	10.6%	10.9%
Unemployed	1.0%	1.3%	0.8%
Business owner	8.3%	8.7%	8.1%
Student	4.6%	7.2%	3.6%
Retired	16.5%	8.1%	20.1%
Unpaid domestic work	0.6%	0.7%	0.6%
Others	0.8%	0.6%	0.9%
Annual household income level			
Less than €25,000	14.3%	18.4%	12.6%
€25,000 - €49,999	34.3%	35.5%	33.7%
€50,000 - €74,999	25.4%	23.6%	26.2%
More than €74,999	26.0%	22.6%	27.5%
Education level			
No studies	3.6%	2.3%	4.1%
Primary education	1.7%	1.6%	1.8%
Secondary education	20.2%	18.7%	20.9%
Higher education	74.5%	77.5%	73.2%

Who do they come with?

	TOTAL	First visit	Repeaters
Unaccompanied	10.0%	8.6%	10.6%
Only with partner	46.1%	45.4%	46.4%
Only with children (< 13 years old)	4.9%	4.9%	4.9%
Partner + children (< 13 years old)	7.3%	7.1%	7.3%
Other relatives	9.9%	9.8%	10.0%
Friends	7.3%	10.3%	6.0%
Work colleagues	0.6%	0.8%	0.5%
Organized trip	0.3%	0.5%	0.2%
Other combinations ⁽²⁾	13.7%	12.5%	14.1%
<i>(2) Different situations have been isolated</i>			
Tourists with children	18.0%	17.3%	18.4%
- Between 0 and 2 years old	1.3%	1.5%	1.2%
- Between 3 and 12 years old	15.5%	14.6%	15.9%
- Between 0 -2 and 3-12 years old	1.2%	1.3%	1.2%
Tourists without children	82.0%	82.7%	81.6%
Group composition:			
- 1 person	12.6%	11.7%	13.0%
- 2 people	53.9%	54.9%	53.4%
- 3 people	12.1%	12.4%	12.0%
- 4 or 5 people	17.3%	17.2%	17.4%
- 6 or more people	4.1%	3.8%	4.3%
Average group size:	2.60	2.59	2.60

*People who share the main expenses of the trip

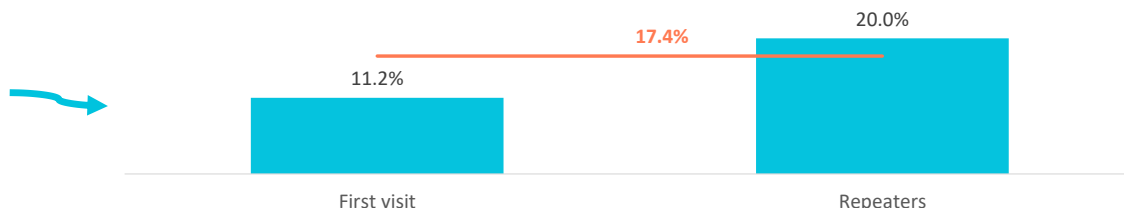


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	First visit	Repeaters
The same day	0.7%	1.0%	0.6%
Between 1 and 30 days	27.8%	32.1%	26.0%
Between 1 and 2 months	25.3%	28.6%	23.9%
Between 3 and 6 months	28.8%	27.0%	29.5%
More than 6 months	17.4%	11.2%	20.0%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



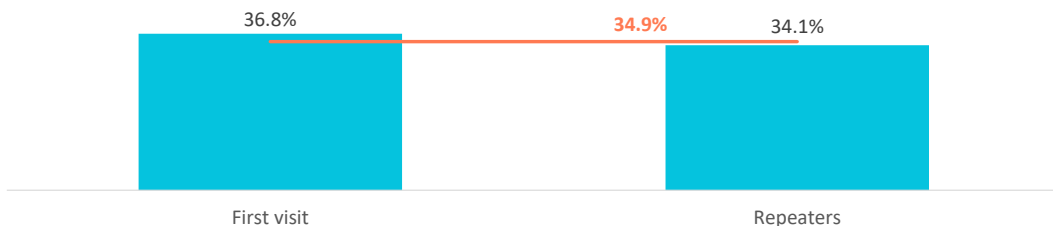
With whom did they book their flight and accommodation?

	TOTAL	First visit	Repeaters
Flight			
- Directly with the airline	50.0%	47.8%	51.0%
- Tour Operator or Travel Agency	50.0%	52.2%	49.0%
Accommodation			
- Directly with the accommodation	36.6%	35.7%	37.0%
- Tour Operator or Travel Agency	63.4%	64.3%	63.0%

What do they book?

	TOTAL	First visit	Repeaters
Room only	28.5%	26.6%	29.3%
Bed and Breakfast	13.9%	15.0%	13.5%
Half board	19.1%	17.4%	19.9%
Full board	3.5%	4.3%	3.2%
All inclusive	34.9%	36.8%	34.1%

% TOURISTS WHO BOOK ALL INCLUSIVE



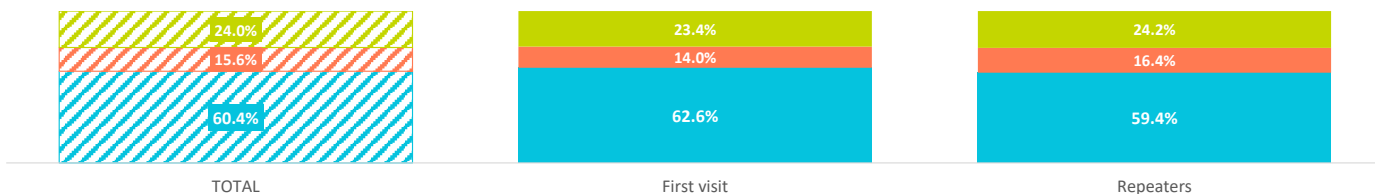
ACCOMMODATION

	TOTAL	First visit	Repeaters
1-2-3* Hotel	10.9%	11.7%	10.5%
4* Hotel	39.0%	40.8%	38.2%
5* Hotel / 5* Luxury Hotel	10.5%	10.2%	10.6%
Aparthotel / Tourist Villa	15.6%	14.0%	16.4%
House/room rented in a private dwelling	7.2%	8.8%	6.5%
Private accommodation ⁽¹⁾	8.7%	5.8%	10.0%
Others (Cottage, cruise, camping,...)	8.1%	8.8%	7.8%

(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

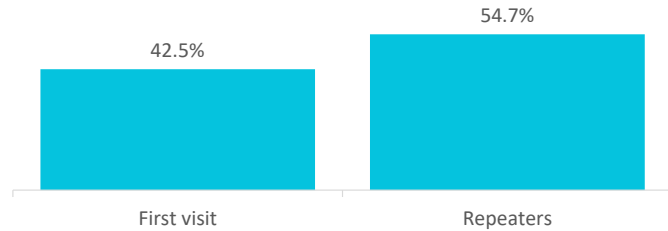
What is the main reason for visiting the Canary Islands?

	TOTAL	First visit	Repeaters
Holidays	90.2%	91.9%	89.5%
Family reasons	6.7%	4.7%	7.6%
Business	1.4%	1.5%	1.4%
Education and training	0.2%	0.3%	0.1%
Sports training	0.4%	0.5%	0.4%
Health	0.1%	0.1%	0.1%
Conventions and Exhibitions	0.2%	0.3%	0.1%
Others	0.7%	0.8%	0.6%

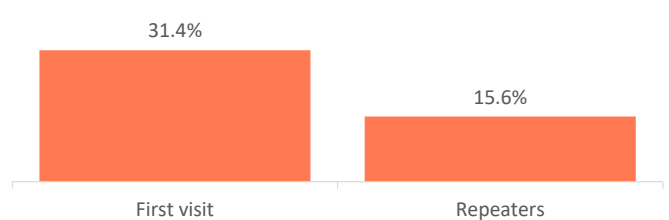
What is the main motivation for their holidays?

	TOTAL	First visit	Repeaters
Rest	51.1%	42.5%	54.7%
Enjoy family time	16.1%	12.3%	17.6%
Have fun	8.5%	10.2%	7.8%
Explore the destination	20.3%	31.4%	15.6%
Practice their hobbies	1.9%	1.5%	2.1%
Other reasons	2.1%	2.0%	2.2%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	First visit	Repeaters
Climate	75.0%	69.5%	77.4%
Safety	51.3%	46.5%	53.3%
Tranquility	46.5%	43.3%	47.9%
Sea	46.0%	47.0%	45.5%
Accommodation supply	41.8%	38.4%	43.3%
Beaches	39.3%	40.3%	38.9%
Effortless trip	37.5%	32.9%	39.5%
European belonging	36.5%	34.3%	37.4%
Price	35.8%	35.7%	35.9%
Landscapes	34.1%	40.6%	31.3%
Environment	33.3%	35.5%	32.3%
Gastronomy	26.6%	23.8%	27.7%
Fun possibilities	23.3%	25.8%	22.2%
Authenticity	22.3%	24.7%	21.2%
Exoticism	11.8%	15.6%	10.2%
Hiking trail network	10.1%	11.9%	9.3%
Shopping	9.1%	8.2%	9.5%
Culture	9.0%	10.3%	8.4%
Historical heritage	8.4%	9.6%	7.9%
Nightlife	7.9%	8.8%	7.6%

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	First visit	Repeaters
Previous visits to the Canary Islands	49.8%	0.0%	71.0%
Friends or relatives	30.4%	39.4%	26.5%
Internet or social media	54.2%	64.9%	49.7%
Mass Media	2.0%	3.1%	1.6%
Travel guides and magazines	7.0%	9.4%	6.0%
Travel Blogs or Forums	6.9%	10.7%	5.3%
Travel TV Channels	0.8%	0.7%	0.8%
Tour Operator or Travel Agency	20.7%	22.3%	20.0%
Public administrations or similar	1.3%	1.1%	1.4%
Others	3.2%	4.0%	2.8%

* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	First visit	Repeaters
Average rating	8.85	8.69	8.91
Experience in the Canary Islands	TOTAL	First visit	Repeaters
Worse or much worse than expected	2.8%	4.2%	2.2%
Lived up to expectations	53.5%	41.5%	58.6%
Better or much better than expected	43.7%	54.3%	39.2%

■ Worse or much worse than expected ■ Lived up to expectations ■ Better or much better than expected



Future intentions (scale 1-10)	TOTAL	First visit	Repeaters
Return to the Canary Islands	8.82	8.20	9.09
Recommend visiting the Canary Islands	9.06	8.72	9.21

RETURN TO THE CANARY



8.82
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS



9.6
TOTAL

How many are loyal to the Canary Islands?

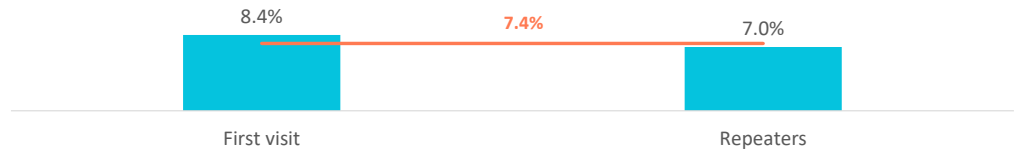
Repeat tourists	TOTAL	First visit	Repeaters
At least 10 previous visits	70.1%	--	100.0%
Repeat tourists (last 5 years)	19.1%	--	27.2%
Repeat tourists (last 5 years) (5 or more visits)	62.7%	--	89.5%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	--	18.9%

ISLANDS

How many islands do they visit during their trip?

Islands visited	TOTAL	First visit	Repeaters
One island	92.6%	91.6%	93.0%
Two islands	6.3%	7.2%	6.0%
Three or more islands	1.1%	1.2%	1.1%

% TOURISTS WHO VISIT MORE THAN ONE ISLAND



Visited islands during their trip (with overnight staying)

Island	TOTAL	First visit	Repeaters
Lanzarote	19.3%	15.9%	20.7%
Fuerteventura	15.0%	16.1%	14.5%
Gran Canaria	26.8%	25.2%	27.5%
Tenerife	40.5%	44.8%	38.7%
La Gomera	0.6%	0.7%	0.6%
La Palma	1.5%	1.5%	1.5%
El Hierro	0.2%	0.2%	0.2%
Cruise	0.2%	0.2%	0.2%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	First visit	Repeaters
0 hours	2.5%	2.4%	2.6%
1 - 2 hours	10.7%	8.9%	11.5%
3 - 6 hours	32.7%	28.7%	34.4%
7 - 12 hours	45.1%	48.8%	43.5%
More than 12 hours	9.0%	11.2%	8.0%
Outdoor time per day	7.3	7.8	7.1



7.3
TOTAL



Activities in the Canary Islands

	TOTAL	First visit	Repeaters
Walk, wander	73.8%	70.7%	75.1%
Beach	71.3%	74.1%	70.2%
Swimming pool, hotel facilities	61.1%	58.9%	62.0%
Explore the island on their own	48.7%	55.6%	45.7%
Taste Canarian gastronomy	27.0%	26.4%	27.3%
Hiking	18.5%	22.8%	16.7%
Organized excursions	17.4%	24.6%	14.3%
Nightlife / concerts / shows	15.3%	15.4%	15.2%
Theme parks	14.4%	17.7%	13.0%
Sea excursions / whale watching	12.7%	18.3%	10.3%
Wineries / markets / popular festivals	10.6%	10.6%	10.5%
Swim	10.1%	10.1%	10.0%
Museums / exhibitions	10.0%	12.7%	8.8%
Other Nature Activities	8.1%	11.4%	6.7%
Running	5.9%	5.5%	6.1%
Beauty and health treatments	5.9%	5.1%	6.2%
Practice other sports	4.7%	5.0%	4.6%
Astronomical observation	3.7%	4.5%	3.3%
Cycling / Mountain bike	3.3%	2.6%	3.6%
Surf	3.1%	3.7%	2.9%
Scuba Diving	3.0%	3.9%	2.6%
Golf	2.1%	1.7%	2.3%
Windsurf / Kitesurf	1.2%	1.1%	1.2%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	First visit	Repeaters
Didn't have holidays	31.7%	36.4%	29.7%
Canary Islands	20.4%	3.2%	27.5%
Other destination	48.0%	60.3%	42.9%

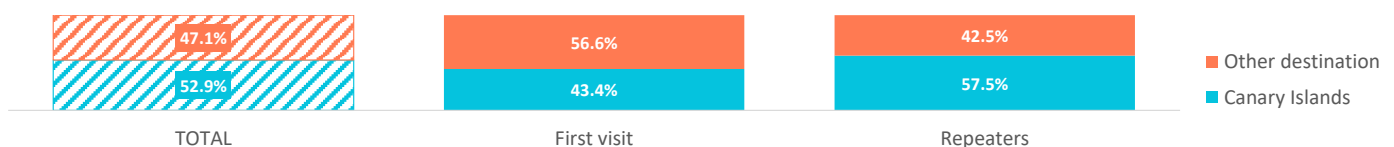
* Percentage of valid answers

What other destinations did they consider for this trip? *

	TOTAL	First visit	Repeaters
None (I was clear about "this Canary Island")	28.3%	21.3%	31.7%
Canary Islands (other island)	24.6%	22.1%	25.8%
Other destination	47.1%	56.6%	42.5%

* Percentage of valid answers

CONSIDERED DESTINATIONS



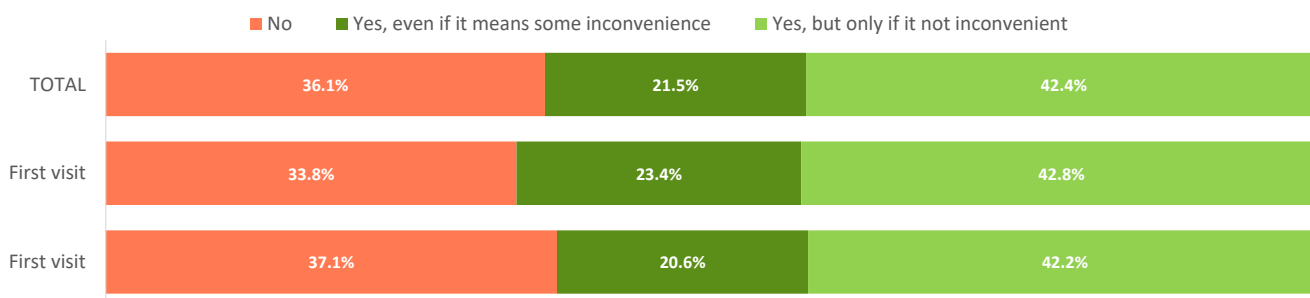
COUNTRY OF RESIDENCE

Where are they from?

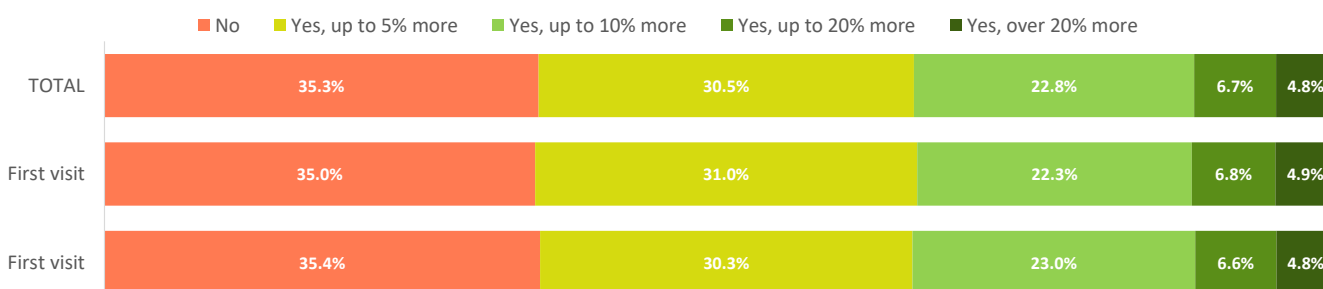
	TOTAL	First visit	Repeaters
United Kingdom	33.4%	24.3%	37.3%
Germany	16.0%	15.9%	16.1%
Spanish Mainland	13.3%	13.7%	13.2%
France	5.4%	9.9%	3.5%
Netherlands	4.5%	5.5%	4.1%
Italy	4.3%	6.3%	3.4%
Ireland	3.8%	2.3%	4.4%
Belgium	2.9%	3.0%	2.8%
Norway	2.3%	1.3%	2.7%
Denmark	2.3%	1.8%	2.4%
Sweden	2.1%	1.3%	2.4%
Poland	1.9%	3.0%	1.5%
Finland	1.1%	0.7%	1.3%
Switzerland	1.1%	1.3%	0.9%
Austria	1.0%	1.4%	0.8%
Czech Republic	0.8%	1.2%	0.6%
Others	3.9%	6.9%	2.6%

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	First visit	Repeaters
Quality of life on the island	8.1	8.0	8.1
Tolerance towards tourism	8.6	8.5	8.6
Cleanliness of the island	8.3	8.3	8.3
Air quality	8.5	8.4	8.5
Rational water consumption	7.5	7.4	7.5
Energy saving	6.9	6.9	7.0
Use of renewable energy	7.0	7.0	7.1
Recycling	7.1	7.0	7.2
Easy to get around by public transport	7.4	7.3	7.4
Overcrowding in tourist areas	6.7	6.7	6.6
Supply of local products	7.1	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.