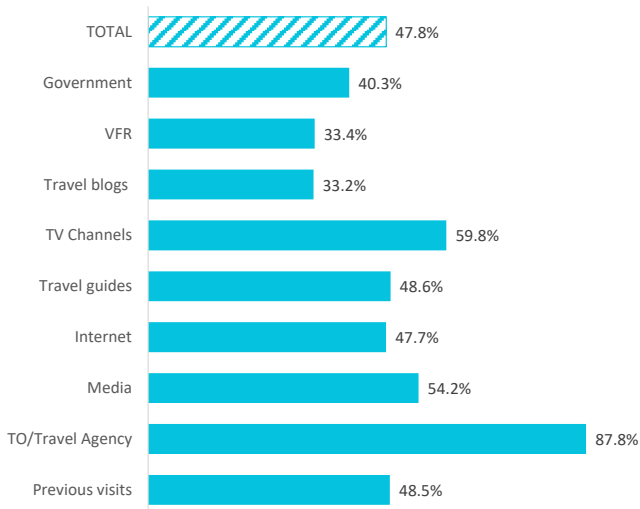


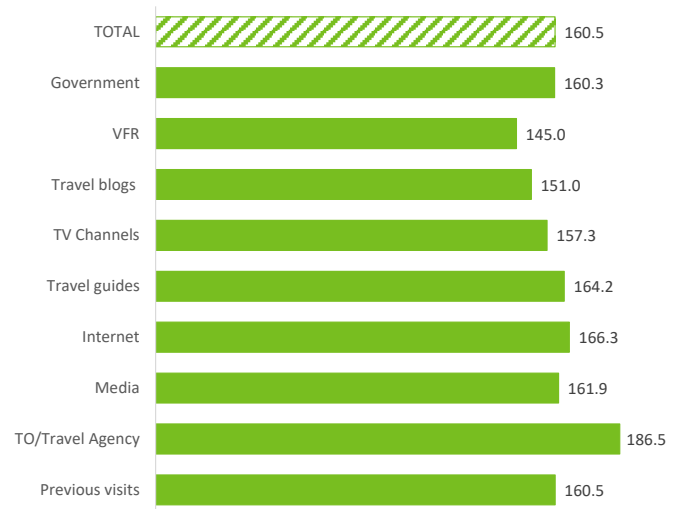
INBOUND TOURISM AND TOURIST EXPENDITURE

|   | TOTAL             | Government     | VFR              | Travel blogs   | TV Channels   | Travel guides  | Internet         | Media          | TO/Travel Agency | Previous visits  |
|---|-------------------|----------------|------------------|----------------|---------------|----------------|------------------|----------------|------------------|------------------|
| <b>Tourist arrivals &gt; 15 years old (EGT)</b> | <b>12,832,078</b> | <b>168,242</b> | <b>3,895,769</b> | <b>882,963</b> | <b>99,073</b> | <b>901,372</b> | <b>6,958,298</b> | <b>261,162</b> | <b>2,658,149</b> | <b>6,384,683</b> |
| <b>% Tourists</b>                               | <b>100%</b>       | <b>1.3%</b>    | <b>30.4%</b>     | <b>6.9%</b>    | <b>0.8%</b>   | <b>7.0%</b>    | <b>54.2%</b>     | <b>2.0%</b>    | <b>20.7%</b>     | <b>49.8%</b>     |
| - Lanzarote                                     | 2,377,525         | 43,540         | 707,684          | 190,512        | 16,777        | 178,195        | 1,432,267        | 42,000         | 491,625          | 1,328,089        |
| - Fuerteventura                                 | 1,822,701         | 12,880         | 429,685          | 117,583        | 18,565        | 118,118        | 1,023,499        | 37,806         | 452,495          | 828,360          |
| - Gran Canaria                                  | 3,352,820         | 27,342         | 962,921          | 152,645        | 20,346        | 193,345        | 1,620,390        | 54,510         | 667,667          | 1,631,966        |
| - Tenerife                                      | 5,083,082         | 78,949         | 1,738,208        | 397,073        | 37,934        | 384,223        | 2,764,554        | 119,368        | 1,008,873        | 2,511,478        |
| - La Palma                                      | 132,040           | 5,047          | 36,516           | 18,930         | 4,530         | 17,793         | 82,904           | 5,675          | 22,901           | 53,540           |
| <b>% tourists who book holiday package</b>      | <b>47.8%</b>      | <b>40.3%</b>   | <b>33.4%</b>     | <b>33.2%</b>   | <b>59.8%</b>  | <b>48.6%</b>   | <b>47.7%</b>     | <b>54.2%</b>   | <b>87.8%</b>     | <b>48.5%</b>     |
| <b>Expenditure per tourist (€)</b>              | <b>1,314</b>      | <b>1,297</b>   | <b>1,154</b>     | <b>1,220</b>   | <b>1,430</b>  | <b>1,386</b>   | <b>1,314</b>     | <b>1,331</b>   | <b>1,504</b>     | <b>1,415</b>     |
| - book holiday package                          | 1,492             | 1,426          | 1,425            | 1,406          | 1,550         | 1,542          | 1,450            | 1,488          | 1,551            | 1,563            |
| - holiday package                               | 1,236             | 1,141          | 1,154            | 1,127          | 1,258         | 1,277          | 1,195            | 1,212          | 1,304            | 1,287            |
| - others  | 256               | 286            | 271              | 279            | 292           | 265            | 255              | 275            | 246              | 276              |
| - do not book holiday package                   | 1,152             | 1,210          | 1,018            | 1,127          | 1,251         | 1,239          | 1,189            | 1,145          | 1,166            | 1,275            |
| - flight  | 311               | 321            | 303              | 278            | 351           | 322            | 306              | 314            | 305              | 339              |
| - accommodation                                 | 405               | 486            | 303              | 428            | 368           | 477            | 464              | 410            | 461              | 450              |
| - others  | 436               | 403            | 412              | 422            | 531           | 440            | 419              | 421            | 400              | 486              |
| <b>Average length of stay</b>                   | <b>9.24</b>       | <b>9.34</b>    | <b>9.00</b>      | <b>8.53</b>    | <b>10.47</b>  | <b>9.37</b>    | <b>8.67</b>      | <b>9.08</b>    | <b>8.51</b>      | <b>10.14</b>     |
| - book holiday package                          | 8.45              | 8.08           | 7.96             | 8.15           | 9.48          | 8.75           | 8.11             | 8.82           | 8.49             | 8.96             |
| - do not book holiday package                   | 9.96              | 10.19          | 9.52             | 8.72           | 11.94         | 9.97           | 9.18             | 9.38           | 8.61             | 11.25            |
| <b>Average daily expenditure (€)</b>            | <b>160.5</b>      | <b>160.3</b>   | <b>145.0</b>     | <b>151.0</b>   | <b>157.3</b>  | <b>164.2</b>   | <b>166.3</b>     | <b>161.9</b>   | <b>186.5</b>     | <b>160.5</b>     |
| - book holiday package                          | 186.1             | 184.7          | 186.4            | 178.0          | 172.7         | 187.0          | 186.8            | 177.9          | 191.1            | 185.1            |
| - do not book holiday package                   | 137.1             | 143.9          | 124.3            | 137.6          | 134.5         | 142.7          | 147.5            | 142.9          | 153.3            | 137.4            |
| <b>Total turnover (&gt; 15 years old) (€m)</b>  | <b>16,863</b>     | <b>218</b>     | <b>4,497</b>     | <b>1,077</b>   | <b>142</b>    | <b>1,250</b>   | <b>9,140</b>     | <b>348</b>     | <b>3,997</b>     | <b>9,031</b>     |
| - book holiday package                          | 9,143             | 97             | 1,855            | 412            | 92            | 676            | 4,816            | 211            | 3,620            | 4,837            |
| - do not book holiday package                   | 7,720             | 121            | 2,641            | 665            | 50            | 574            | 4,324            | 137            | 377              | 4,194            |

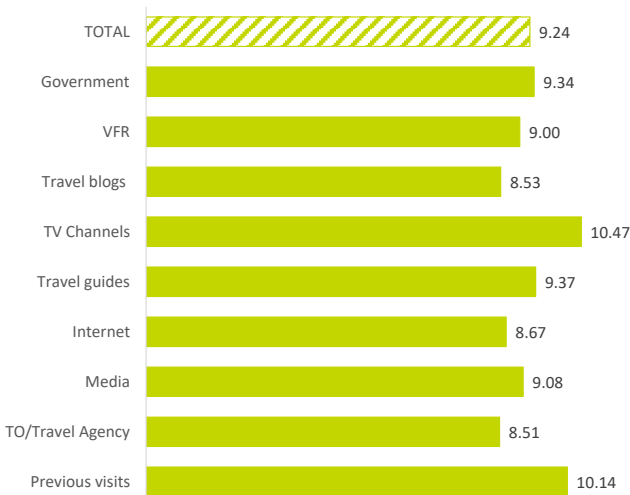
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



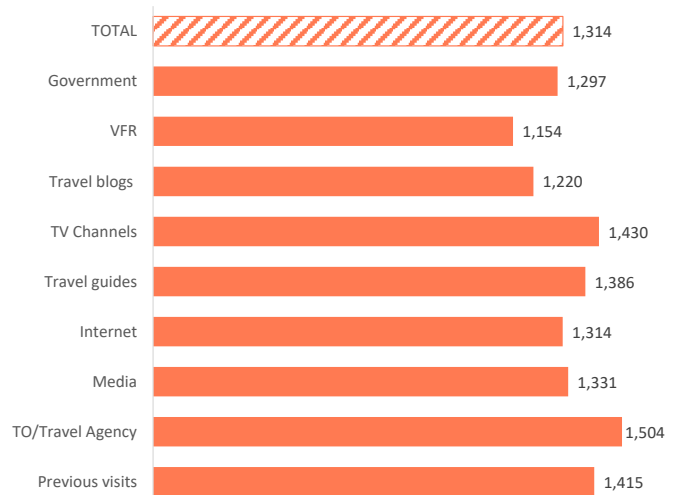
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



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

|                                     | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|-------------------------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| <b>Accommodation:</b>               |       |            |       |              |             |               |          |       |                  |                 |
| - Accommodation                     | 84.4% | 81.4%      | 73.7% | 93.6%        | 91.0%       | 93.0%         | 90.9%    | 93.6% | 95.9%            | 83.9%           |
| - Additional accommodation expenses | 7.1%  | 9.0%       | 6.9%  | 11.1%        | 10.0%       | 7.3%          | 8.2%     | 7.4%  | 5.7%             | 6.8%            |
| <b>Transport:</b>                   |       |            |       |              |             |               |          |       |                  |                 |
| - National/International Transport  | 95.8% | 96.1%      | 95.4% | 97.4%        | 95.7%       | 97.3%         | 97.0%    | 97.0% | 96.8%            | 96.6%           |
| - Flights between islands           | 5.0%  | 5.3%       | 5.5%  | 8.8%         | 5.0%        | 8.2%          | 5.8%     | 5.9%  | 3.1%             | 4.6%            |
| - Taxi                              | 51.8% | 51.6%      | 43.3% | 39.5%        | 55.8%       | 46.5%         | 52.0%    | 55.2% | 76.5%            | 55.5%           |
| - Car rental                        | 32.0% | 30.9%      | 34.9% | 56.7%        | 38.3%       | 49.7%         | 37.0%    | 35.8% | 22.7%            | 28.1%           |
| - Public transport                  | 9.6%  | 12.6%      | 10.7% | 13.0%        | 12.6%       | 11.4%         | 10.5%    | 12.3% | 8.0%             | 9.3%            |
| <b>Food and drink:</b>              |       |            |       |              |             |               |          |       |                  |                 |
| - Food purchases at supermarkets    | 55.9% | 68.0%      | 62.7% | 67.6%        | 55.6%       | 60.0%         | 58.9%    | 58.5% | 44.4%            | 58.0%           |
| - Restaurants                       | 66.4% | 75.0%      | 73.4% | 75.3%        | 59.7%       | 68.4%         | 67.5%    | 65.8% | 55.0%            | 68.7%           |
| <b>Leisure:</b>                     |       |            |       |              |             |               |          |       |                  |                 |
| - Organized excursions              | 23.6% | 26.6%      | 24.5% | 34.6%        | 33.3%       | 33.5%         | 26.9%    | 32.8% | 29.8%            | 18.4%           |
| - Sport activities                  | 7.9%  | 10.6%      | 9.2%  | 12.6%        | 8.9%        | 8.9%          | 9.1%     | 9.1%  | 6.1%             | 7.6%            |
| - Cultural activities               | 2.5%  | 3.5%       | 3.2%  | 5.2%         | 5.1%        | 4.0%          | 2.9%     | 3.7%  | 2.6%             | 2.3%            |
| - Museums                           | 5.2%  | 8.0%       | 6.2%  | 12.3%        | 9.0%        | 12.3%         | 6.7%     | 7.6%  | 4.1%             | 4.2%            |
| - Theme Parks                       | 10.9% | 11.8%      | 12.9% | 15.6%        | 14.2%       | 12.1%         | 12.8%    | 17.8% | 11.2%            | 10.1%           |
| - Discos and pubs                   | 9.9%  | 13.0%      | 12.8% | 9.9%         | 8.6%        | 6.4%          | 10.2%    | 9.9%  | 8.0%             | 10.8%           |
| - Wellness                          | 5.2%  | 6.1%       | 5.1%  | 4.7%         | 8.2%        | 3.8%          | 5.1%     | 5.4%  | 6.2%             | 5.8%            |
| <b>Purchases of goods:</b>          |       |            |       |              |             |               |          |       |                  |                 |
| - Souvenirs                         | 40.0% | 46.2%      | 39.3% | 47.7%        | 47.0%       | 42.6%         | 42.7%    | 43.6% | 44.4%            | 40.4%           |
| - Real estate                       | 0.2%  | 0.2%       | 0.2%  | 0.3%         | 1.3%        | 0.0%          | 0.2%     | 0.4%  | 0.2%             | 0.2%            |
| - Other purchases                   | 0.7%  | 0.7%       | 0.8%  | 0.6%         | 1.6%        | 0.8%          | 0.8%     | 0.7%  | 0.7%             | 0.7%            |
| <b>Others:</b>                      |       |            |       |              |             |               |          |       |                  |                 |
| - Medical expenses                  | 7.6%  | 9.4%       | 8.1%  | 8.7%         | 13.2%       | 8.6%          | 8.0%     | 10.9% | 7.3%             | 8.2%            |
| - Other expenses                    | 5.4%  | 6.2%       | 4.8%  | 6.0%         | 4.9%        | 5.2%          | 5.6%     | 4.2%  | 7.1%             | 5.6%            |

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

|   | TOTAL | Government | VFR | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|-------|------------|-----|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| <b>Expenditure per tourist and trip (€)</b> |       |            |     |              |             |               |          |       |                  |                 |
| <b>Accommodation:</b>                       |       |            |     |              |             |               |          |       |                  |                 |
| - Accommodation                             | 810   | 797        | 731 | 661          | 873         | 795           | 776      | 768   | 890              | 882             |
| - Additional accommodation expenses         | 145   | 97         | 147 | 123          | 217         | 136           | 140      | 151   | 124              | 160             |
| <b>Transport:</b>                           |       |            |     |              |             |               |          |       |                  |                 |
| - National/International Transport          | 711   | 628        | 665 | 615          | 763         | 725           | 681      | 710   | 748              | 744             |
| - Flights between islands                   | 377   | 356        | 346 | 320          | 405         | 386           | 363      | 374   | 438              | 398             |
| - Taxi                                      | 79    | 55         | 81  | 62           | 73          | 82            | 74       | 65    | 68               | 85              |
| - Car rental                                | 90    | 72         | 79  | 82           | 96          | 92            | 88       | 100   | 101              | 88              |
| - Public transport                          | 134   | 116        | 128 | 126          | 136         | 141           | 129      | 144   | 121              | 142             |
| - Wellness                                  | 32    | 29         | 31  | 25           | 53          | 24            | 28       | 28    | 20               | 30              |
| <b>Food and drink:</b>                      |       |            |     |              |             |               |          |       |                  |                 |
| - Food purchases at supermarkets            | 297   | 274        | 286 | 239          | 317         | 263           | 266      | 246   | 246              | 330             |
| - Restaurants                               | 104   | 89         | 103 | 81           | 115         | 87            | 90       | 81    | 71               | 112             |
| - Restaurants                               | 193   | 185        | 183 | 157          | 202         | 176           | 177      | 165   | 176              | 218             |
| <b>Leisure:</b>                             |       |            |     |              |             |               |          |       |                  |                 |
| - Organized excursions                      | 530   | 474        | 491 | 447          | 468         | 456           | 495      | 447   | 512              | 568             |
| - Sport activities                          | 94    | 79         | 85  | 76           | 99          | 84            | 90       | 95    | 104              | 95              |
| - Sport activities                          | 100   | 92         | 83  | 81           | 74          | 100           | 94       | 82    | 96               | 107             |
| - Cultural activities                       | 55    | 44         | 50  | 51           | 46          | 40            | 50       | 43    | 49               | 59              |
| - Museums                                   | 35    | 36         | 31  | 30           | 26          | 29            | 32       | 25    | 33               | 39              |
| - Theme Parks                               | 70    | 80         | 68  | 60           | 48          | 66            | 67       | 61    | 71               | 72              |
| - Discos and pubs                           | 99    | 86         | 97  | 85           | 113         | 76            | 90       | 76    | 91               | 110             |
| - Wellness                                  | 78    | 58         | 78  | 65           | 62          | 61            | 72       | 64    | 68               | 86              |
| <b>Purchases of goods:</b>                  |       |            |     |              |             |               |          |       |                  |                 |
| - Souvenirs                                 | 666   | 255        | 437 | 1,610        | 274         | 359           | 632      | 331   | 295              | 811             |
| - Souvenirs                                 | 85    | 62         | 80  | 62           | 96          | 69            | 73       | 87    | 78               | 95              |
| - Real estate                               | 360   | 44         | 181 | 1,466        | 50          | 241           | 365      | 106   | 116              | 399             |
| - Other purchases                           | 221   | 150        | 175 | 81           | 127         | 49            | 194      | 138   | 101              | 318             |
| <b>Others:</b>                              |       |            |     |              |             |               |          |       |                  |                 |
| - Medical expenses                          | 124   | 128        | 122 | 109          | 162         | 104           | 114      | 108   | 106              | 140             |
| - Medical expenses                          | 42    | 47         | 39  | 24           | 22          | 31            | 34       | 35    | 41               | 49              |
| - Other expenses                            | 81    | 81         | 82  | 85           | 139         | 73            | 80       | 73    | 65               | 90              |

TOURIST PROFILE

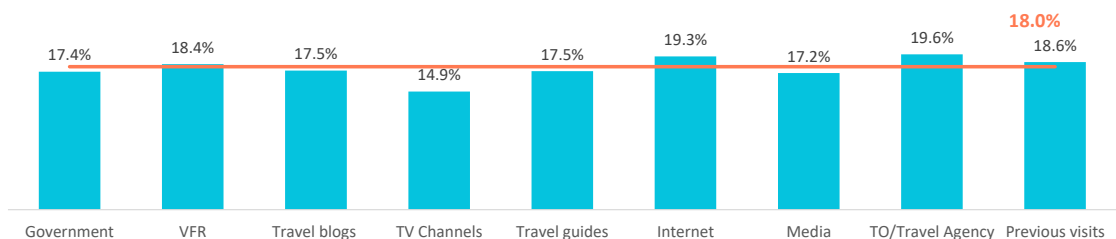
Who are they?

|   | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| <b>Gender</b>                             |       |            |       |              |             |               |          |       |                  |                 |
| Percentage of men                         | 48.4% | 47.2%      | 47.2% | 46.4%        | 48.6%       | 48.9%         | 49.1%    | 48.8% | 44.4%            | 48.3%           |
| Percentage of women                       | 51.6% | 52.8%      | 52.8% | 53.6%        | 51.4%       | 51.1%         | 50.9%    | 51.2% | 55.6%            | 51.7%           |
| <b>Age</b>                                |       |            |       |              |             |               |          |       |                  |                 |
| Average age (tourists above 16 years old) | 45.73 | 45.08      | 41.21 | 37.94        | 48.06       | 45.53         | 43.59    | 42.41 | 48.75            | 49.84           |
| Standard deviation                        | 16.0  | 16.3       | 15.5  | 13.0         | 16.3        | 15.8          | 15.3     | 16.7  | 16.4             | 15.7            |
| <b>Age range</b>                          |       |            |       |              |             |               |          |       |                  |                 |
| 16-24 years old                           | 10.4% | 13.2%      | 15.0% | 13.4%        | 8.5%        | 10.6%         | 11.2%    | 17.6% | 9.0%             | 6.6%            |
| 25-30 years old                           | 11.5% | 9.4%       | 16.0% | 21.5%        | 6.3%        | 11.6%         | 13.6%    | 15.1% | 8.6%             | 7.4%            |
| 31-45 years old                           | 29.4% | 31.4%      | 33.0% | 39.8%        | 30.1%       | 28.7%         | 32.4%    | 27.3% | 25.3%            | 26.0%           |
| 46-60 years old                           | 27.2% | 23.4%      | 21.8% | 18.1%        | 28.8%       | 28.6%         | 26.3%    | 20.6% | 28.8%            | 31.0%           |
| Over 60 years old                         | 21.5% | 22.5%      | 14.3% | 7.2%         | 26.3%       | 20.5%         | 16.6%    | 19.3% | 28.4%            | 28.9%           |
| <b>Occupation</b>                         |       |            |       |              |             |               |          |       |                  |                 |
| Salaried worker                           | 57.4% | 58.3%      | 61.1% | 67.4%        | 51.5%       | 58.4%         | 61.5%    | 55.2% | 55.8%            | 53.9%           |
| Self-employed                             | 10.8% | 11.5%      | 11.0% | 11.1%        | 12.3%       | 9.9%          | 10.5%    | 11.5% | 8.5%             | 10.5%           |
| Unemployed                                | 1.0%  | 1.0%       | 1.2%  | 1.1%         | 0.1%        | 0.9%          | 1.0%     | 1.6%  | 0.7%             | 0.7%            |
| Business owner                            | 8.3%  | 5.3%       | 7.2%  | 6.4%         | 9.7%        | 8.6%          | 7.7%     | 9.1%  | 7.7%             | 7.9%            |
| Student                                   | 4.6%  | 4.3%       | 6.9%  | 6.7%         | 2.8%        | 5.4%          | 4.8%     | 6.1%  | 3.4%             | 3.3%            |
| Retired                                   | 16.5% | 18.3%      | 11.2% | 6.1%         | 22.4%       | 15.5%         | 13.2%    | 15.3% | 22.5%            | 22.2%           |
| Unpaid domestic work                      | 0.6%  | 1.1%       | 0.7%  | 0.5%         | 0.7%        | 0.6%          | 0.6%     | 0.7%  | 0.6%             | 0.6%            |
| Others                                    | 0.8%  | 0.1%       | 0.7%  | 0.7%         | 0.5%        | 0.8%          | 0.6%     | 0.6%  | 0.7%             | 0.8%            |
| <b>Annual household income level</b>      |       |            |       |              |             |               |          |       |                  |                 |
| Less than €25,000                         | 14.3% | 11.2%      | 17.2% | 17.8%        | 16.2%       | 12.9%         | 13.5%    | 17.8% | 12.3%            | 11.3%           |
| €25,000 - €49,999                         | 34.3% | 36.2%      | 34.9% | 38.6%        | 39.5%       | 32.8%         | 33.9%    | 36.3% | 33.8%            | 33.7%           |
| €50,000 - €74,999                         | 25.4% | 24.6%      | 23.9% | 22.4%        | 21.0%       | 25.3%         | 25.7%    | 23.9% | 28.1%            | 26.3%           |
| More than €74,999                         | 26.0% | 28.0%      | 24.1% | 21.3%        | 23.3%       | 28.9%         | 26.9%    | 22.0% | 25.8%            | 28.7%           |
| <b>Education level</b>                    |       |            |       |              |             |               |          |       |                  |                 |
| No studies                                | 3.6%  | 4.3%       | 3.4%  | 1.9%         | 2.9%        | 2.1%          | 2.9%     | 3.7%  | 3.8%             | 4.4%            |
| Primary education                         | 1.7%  | 0.5%       | 1.5%  | 0.8%         | 1.9%        | 1.7%          | 1.2%     | 0.9%  | 2.1%             | 1.7%            |
| Secondary education                       | 20.2% | 14.5%      | 17.6% | 13.1%        | 23.3%       | 17.7%         | 17.8%    | 21.3% | 23.1%            | 21.1%           |
| Higher education                          | 74.5% | 80.7%      | 77.5% | 84.2%        | 71.9%       | 78.5%         | 78.1%    | 74.1% | 71.0%            | 72.8%           |

Who do they come with?

|  | TOTAL        | Government   | VFR          | Travel blogs | TV Channels  | Travel guides | Internet     | Media        | TO/Travel Agency | Previous visits |
|--|--------------|--------------|--------------|--------------|--------------|---------------|--------------|--------------|------------------|-----------------|
| Unaccompanied  | 10.0%        | 10.6%        | 12.8%        | 6.3%         | 9.6%         | 4.9%          | 7.8%         | 8.0%         | 5.2%             | 9.9%            |
| Only with partner                                      | 46.1%        | 42.5%        | 38.8%        | 52.6%        | 55.2%        | 48.1%         | 47.7%        | 45.4%        | 50.6%            | 47.7%           |
| Only with children (< 13 years old)                    | 4.9%         | 2.5%         | 4.2%         | 4.1%         | 3.3%         | 4.5%          | 4.7%         | 4.5%         | 4.8%             | 4.6%            |
| Partner + children (< 13 years old)                    | 7.3%         | 9.6%         | 6.9%         | 8.9%         | 2.6%         | 7.6%          | 8.8%         | 6.8%         | 8.7%             | 7.4%            |
| Other relatives  | 9.9%         | 7.5%         | 11.1%        | 7.9%         | 12.8%        | 11.4%         | 9.6%         | 11.9%        | 9.7%             | 10.1%           |
| Friends  | 7.3%         | 9.6%         | 10.9%        | 8.3%         | 3.4%         | 6.4%          | 7.3%         | 9.9%         | 5.1%             | 5.2%            |
| Work colleagues  | 0.6%         | 0.9%         | 0.3%         | 0.2%         | 0.1%         | 0.2%          | 0.3%         | 0.1%         | 0.4%             | 0.2%            |
| Organized trip   | 0.3%         | 0.5%         | 0.2%         | 0.0%         | 0.6%         | 0.4%          | 0.2%         | 0.6%         | 0.6%             | 0.1%            |
| Other combinations <sup>(2)</sup>                      | 13.7%        | 16.3%        | 14.7%        | 11.7%        | 12.3%        | 16.6%         | 13.7%        | 12.8%        | 15.0%            | 14.7%           |
| <sup>(2)</sup> Different situations have been isolated |              |              |              |              |              |               |              |              |                  |                 |
| <b>Tourists with children</b>                          | <b>18.0%</b> | <b>17.4%</b> | <b>18.4%</b> | <b>17.5%</b> | <b>14.9%</b> | <b>17.5%</b>  | <b>19.3%</b> | <b>17.2%</b> | <b>19.6%</b>     | <b>18.6%</b>    |
| - Between 0 and 2 years old                            | 1.3%         | 1.2%         | 1.6%         | 1.5%         | 1.6%         | 1.0%          | 1.4%         | 1.6%         | 1.3%             | 1.2%            |
| - Between 3 and 12 years old                           | 15.5%        | 15.3%        | 15.3%        | 15.1%        | 11.0%        | 15.7%         | 16.5%        | 14.3%        | 17.3%            | 16.2%           |
| - Between 0 -2 and 3-12 years old                      | 1.2%         | 0.9%         | 1.5%         | 1.0%         | 2.3%         | 0.8%          | 1.4%         | 1.4%         | 1.0%             | 1.2%            |
| <b>Tourists without children</b>                       | <b>82.0%</b> | <b>82.6%</b> | <b>81.6%</b> | <b>82.5%</b> | <b>85.1%</b> | <b>82.5%</b>  | <b>80.7%</b> | <b>82.8%</b> | <b>80.4%</b>     | <b>81.4%</b>    |
| <b>Group composition:</b>                              |              |              |              |              |              |               |              |              |                  |                 |
| - 1 person   | 12.6%        | 14.9%        | 16.4%        | 8.0%         | 11.5%        | 6.9%          | 9.8%         | 11.8%        | 6.9%             | 12.0%           |
| - 2 people   | 53.9%        | 48.6%        | 47.8%        | 59.8%        | 62.2%        | 56.8%         | 55.6%        | 54.1%        | 58.5%            | 54.2%           |
| - 3 people   | 12.1%        | 10.5%        | 12.2%        | 11.4%        | 10.7%        | 13.5%         | 11.9%        | 12.5%        | 13.0%            | 11.8%           |
| - 4 or 5 people  | 17.3%        | 20.7%        | 18.1%        | 18.2%        | 9.3%         | 19.3%         | 18.6%        | 17.2%        | 17.2%            | 17.6%           |
| - 6 or more people                                     | 4.1%         | 5.2%         | 5.5%         | 2.6%         | 6.3%         | 3.6%          | 4.1%         | 4.4%         | 4.4%             | 4.5%            |
| <b>Average group size:</b>                             | <b>2.60</b>  | <b>2.74</b>  | <b>2.67</b>  | <b>2.57</b>  | <b>2.54</b>  | <b>2.69</b>   | <b>2.65</b>  | <b>2.65</b>  | <b>2.68</b>      | <b>2.62</b>     |

\*People who share the main expenses of the trip

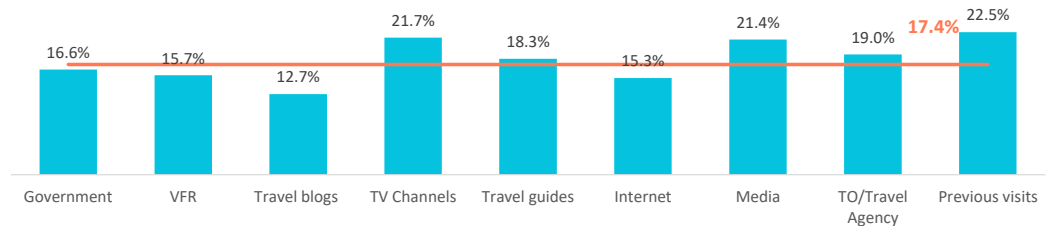


TRIP BOOKING

How far in advance do they book their trip?

|                        | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|------------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| The same day           | 0.7%  | 1.1%       | 0.7%  | 0.6%         | 0.4%        | 0.4%          | 0.6%     | 0.3%  | 0.4%             | 0.4%            |
| Between 1 and 30 days  | 27.8% | 26.7%      | 27.9% | 27.5%        | 20.8%       | 21.3%         | 28.3%    | 23.3% | 26.4%            | 23.6%           |
| Between 1 and 2 months | 25.3% | 24.8%      | 27.2% | 30.1%        | 24.2%       | 27.4%         | 26.4%    | 24.6% | 24.2%            | 22.6%           |
| Between 3 and 6 months | 28.8% | 30.8%      | 28.5% | 29.0%        | 32.9%       | 32.5%         | 29.4%    | 30.4% | 30.0%            | 30.9%           |
| More than 6 months     | 17.4% | 16.6%      | 15.7% | 12.7%        | 21.7%       | 18.3%         | 15.3%    | 21.4% | 19.0%            | 22.5%           |

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



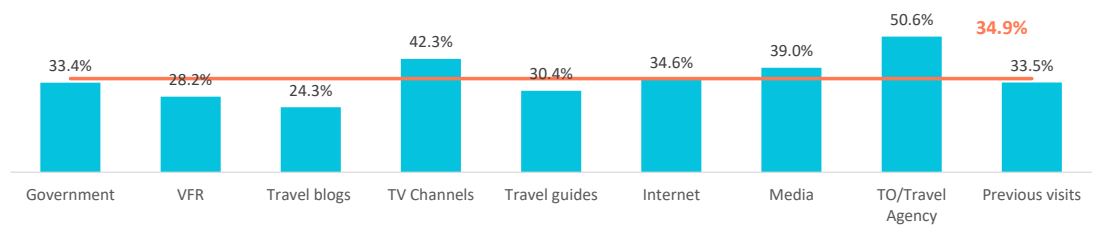
With whom did they book their flight and accommodation?

|                                   | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|-----------------------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| <b>Flight</b>                     |       |            |       |              |             |               |          |       |                  |                 |
| - Directly with the airline       | 50.0% | 56.7%      | 62.4% | 61.7%        | 38.0%       | 47.4%         | 51.0%    | 46.2% | 10.3%            | 51.7%           |
| - Tour Operator or Travel Agency  | 50.0% | 43.3%      | 37.6% | 38.3%        | 62.0%       | 52.6%         | 49.0%    | 53.8% | 89.7%            | 48.3%           |
| <b>Accommodation</b>              |       |            |       |              |             |               |          |       |                  |                 |
| - Directly with the accommodation | 36.6% | 39.3%      | 44.4% | 46.0%        | 29.7%       | 37.7%         | 38.7%    | 35.2% | 7.6%             | 37.8%           |
| - Tour Operator or Travel Agency  | 63.4% | 60.7%      | 55.6% | 54.0%        | 70.3%       | 62.3%         | 61.3%    | 64.8% | 92.4%            | 62.2%           |

What do they book?

|                   | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|-------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Room only         | 28.5% | 30.7%      | 36.6% | 38.1%        | 22.8%       | 30.2%         | 28.6%    | 30.6% | 9.6%             | 30.1%           |
| Bed and Breakfast | 13.9% | 13.3%      | 15.3% | 17.0%        | 10.9%       | 15.1%         | 14.7%    | 12.5% | 11.1%            | 13.3%           |
| Half board        | 19.1% | 16.2%      | 16.7% | 19.0%        | 20.8%       | 21.6%         | 19.1%    | 15.0% | 24.2%            | 20.3%           |
| Full board        | 3.5%  | 6.4%       | 3.2%  | 1.6%         | 3.1%        | 2.8%          | 2.9%     | 2.9%  | 4.6%             | 2.8%            |
| All inclusive     | 34.9% | 33.4%      | 28.2% | 24.3%        | 42.3%       | 30.4%         | 34.6%    | 39.0% | 50.6%            | 33.5%           |

% TOURISTS WHO BOOK ALL INCLUSIVE



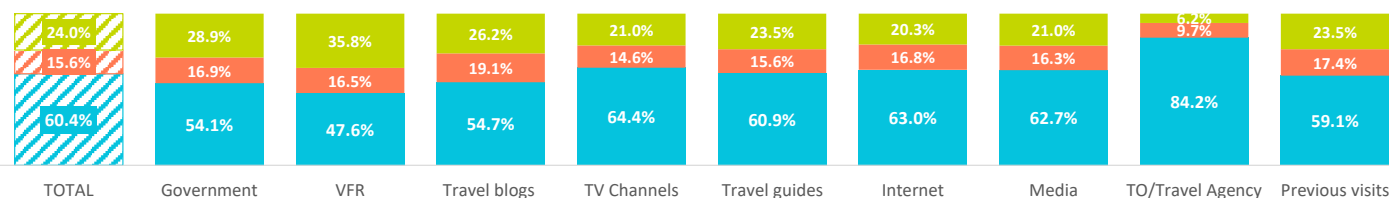
ACCOMMODATION

|   | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| 1-2-3* Hotel                            | 10.9% | 8.5%       | 9.3%  | 10.9%        | 10.8%       | 9.9%          | 11.2%    | 12.3% | 12.9%            | 10.4%           |
| 4* Hotel                                | 39.0% | 33.8%      | 29.9% | 36.0%        | 45.0%       | 39.5%         | 40.9%    | 40.1% | 58.2%            | 37.9%           |
| 5* Hotel / 5* Luxury Hotel              | 10.5% | 11.9%      | 8.4%  | 7.8%         | 8.7%        | 11.4%         | 10.9%    | 10.3% | 13.1%            | 10.8%           |
| Aparthotel / Tourist Villa              | 15.6% | 16.9%      | 16.5% | 19.1%        | 14.6%       | 15.6%         | 16.8%    | 16.3% | 9.7%             | 17.4%           |
| House/room rented in a private dwelling | 7.2%  | 10.5%      | 9.5%  | 14.0%        | 7.3%        | 11.3%         | 8.2%     | 9.5%  | 0.7%             | 6.2%            |
| Private accommodation <sup>(1)</sup>    | 8.7%  | 8.2%       | 17.5% | 2.6%         | 2.2%        | 2.6%          | 4.6%     | 3.3%  | 0.7%             | 9.2%            |
| Others (Cottage, cruise, camping,...)   | 8.1%  | 10.3%      | 8.8%  | 9.6%         | 11.4%       | 9.6%          | 7.5%     | 8.3%  | 4.7%             | 8.0%            |

(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

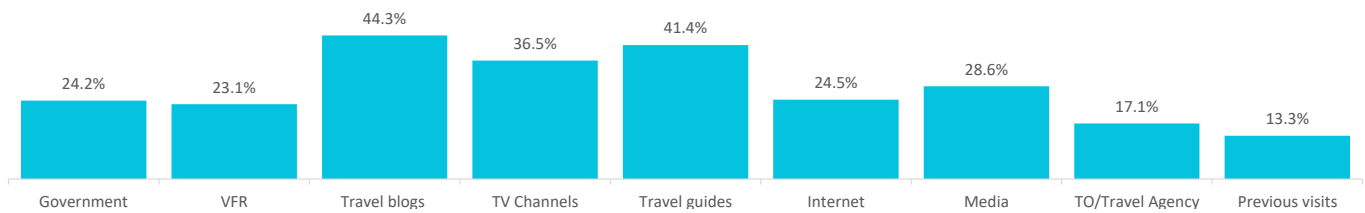
What is the main reason for visiting the Canary Islands?

|                             | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|-----------------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Holidays                    | 90.2% | 88.3%      | 81.6% | 97.1%        | 96.1%       | 97.4%         | 94.2%    | 96.0% | 97.9%            | 91.5%           |
| Family reasons              | 6.7%  | 5.9%       | 16.0% | 1.7%         | 2.6%        | 1.8%          | 3.7%     | 2.4%  | 0.8%             | 6.4%            |
| Business                    | 1.4%  | 3.3%       | 0.7%  | 0.3%         | 0.4%        | 0.2%          | 0.8%     | 0.7%  | 0.8%             | 0.9%            |
| Education and training      | 0.2%  | 0.1%       | 0.2%  | 0.2%         | 0.3%        | 0.1%          | 0.2%     | 0.1%  | 0.0%             | 0.1%            |
| Sports training             | 0.4%  | 1.2%       | 0.5%  | 0.2%         | 0.6%        | 0.1%          | 0.3%     | 0.2%  | 0.1%             | 0.4%            |
| Health                      | 0.1%  | 0.3%       | 0.1%  | 0.0%         | 0.0%        | 0.0%          | 0.1%     | 0.1%  | 0.0%             | 0.2%            |
| Conventions and Exhibitions | 0.2%  | 0.5%       | 0.1%  | 0.1%         | 0.0%        | 0.0%          | 0.1%     | 0.0%  | 0.1%             | 0.0%            |
| Others                      | 0.7%  | 0.4%       | 0.8%  | 0.4%         | 0.0%        | 0.3%          | 0.6%     | 0.4%  | 0.2%             | 0.6%            |

What is the main motivation for their holidays?

|                         | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|-------------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Rest                    | 51.1% | 40.1%      | 41.0% | 35.0%        | 48.8%       | 38.2%         | 48.6%    | 43.8% | 58.9%            | 57.7%           |
| Enjoy family time       | 16.1% | 20.8%      | 21.1% | 10.1%        | 6.9%        | 10.0%         | 13.9%    | 10.8% | 14.1%            | 17.3%           |
| Have fun                | 8.5%  | 10.5%      | 10.9% | 7.3%         | 5.5%        | 6.1%          | 9.0%     | 12.9% | 7.5%             | 7.6%            |
| Explore the destination | 20.3% | 24.2%      | 23.1% | 44.3%        | 36.5%       | 41.4%         | 24.5%    | 28.6% | 17.1%            | 13.3%           |
| Practice their hobbies  | 1.9%  | 2.1%       | 1.8%  | 1.9%         | 0.7%        | 2.3%          | 2.0%     | 1.5%  | 1.0%             | 2.1%            |
| Other reasons           | 2.1%  | 2.2%       | 2.2%  | 1.3%         | 1.6%        | 2.1%          | 2.0%     | 2.3%  | 1.4%             | 2.1%            |

EXPLORE THE DESTINATION



Importance of each factor in the destination choice

|                      | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|----------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Climate              | 75.0% | 70.9%      | 70.6% | 73.9%        | 73.2%       | 71.6%         | 75.9%    | 75.5% | 77.8%            | 78.7%           |
| Safety               | 51.3% | 51.7%      | 48.4% | 46.1%        | 55.8%       | 46.5%         | 50.7%    | 56.7% | 55.8%            | 55.2%           |
| Tranquility          | 46.5% | 45.3%      | 43.9% | 43.4%        | 48.6%       | 42.0%         | 44.8%    | 48.8% | 46.9%            | 48.7%           |
| Sea                  | 46.0% | 37.3%      | 45.3% | 48.0%        | 54.1%       | 47.1%         | 45.4%    | 48.5% | 43.2%            | 44.7%           |
| Accommodation supply | 41.8% | 46.8%      | 35.2% | 36.6%        | 45.5%       | 38.5%         | 42.9%    | 49.0% | 50.2%            | 45.1%           |
| Beaches              | 39.3% | 28.0%      | 38.8% | 39.5%        | 45.4%       | 35.9%         | 38.3%    | 42.6% | 36.7%            | 38.2%           |
| Effortless trip      | 37.5% | 39.9%      | 36.1% | 31.7%        | 40.6%       | 31.9%         | 36.8%    | 39.3% | 41.9%            | 41.1%           |
| European belonging   | 36.5% | 32.2%      | 34.1% | 34.6%        | 40.9%       | 32.7%         | 35.2%    | 41.6% | 36.4%            | 38.4%           |
| Price                | 35.8% | 40.0%      | 35.0% | 35.5%        | 43.5%       | 30.9%         | 36.7%    | 43.9% | 36.9%            | 36.9%           |
| Landscapes           | 34.1% | 32.2%      | 37.5% | 52.4%        | 40.7%       | 47.1%         | 34.8%    | 38.9% | 27.8%            | 30.1%           |
| Environment          | 33.3% | 35.5%      | 35.2% | 44.4%        | 33.2%       | 37.8%         | 33.1%    | 37.8% | 29.4%            | 32.7%           |
| Gastronomy           | 26.6% | 25.0%      | 26.9% | 23.6%        | 33.5%       | 24.8%         | 25.4%    | 29.2% | 25.1%            | 28.6%           |
| Fun possibilities    | 23.3% | 26.6%      | 26.3% | 20.5%        | 21.1%       | 18.5%         | 23.5%    | 32.3% | 21.5%            | 22.1%           |
| Authenticity         | 22.3% | 21.0%      | 24.2% | 27.3%        | 28.9%       | 26.4%         | 21.5%    | 29.9% | 18.4%            | 21.4%           |
| Exoticism            | 11.8% | 11.1%      | 13.0% | 16.4%        | 16.0%       | 12.7%         | 12.2%    | 17.3% | 9.5%             | 9.9%            |
| Hiking trail network | 10.1% | 16.4%      | 11.0% | 16.5%        | 15.5%       | 17.4%         | 10.0%    | 10.9% | 6.8%             | 9.2%            |
| Shopping             | 9.1%  | 4.4%       | 8.8%  | 5.2%         | 15.0%       | 6.1%          | 8.1%     | 14.6% | 7.7%             | 9.7%            |
| Culture              | 9.0%  | 8.9%       | 9.9%  | 10.2%        | 11.1%       | 11.3%         | 8.7%     | 13.2% | 7.7%             | 8.2%            |
| Historical heritage  | 8.4%  | 5.6%       | 9.2%  | 10.5%        | 10.7%       | 11.5%         | 7.8%     | 11.4% | 6.8%             | 7.5%            |
| Nightlife            | 7.9%  | 5.4%       | 9.5%  | 5.5%         | 7.5%        | 4.0%          | 7.2%     | 12.0% | 5.7%             | 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 | Government | VFR    | Travel blogs | TV Channels | Travel guides | Internet | Media  | TO/Travel Agency | Previous visits |
|---------------------------------------|-------|------------|--------|--------------|-------------|---------------|----------|--------|------------------|-----------------|
| Previous visits to the Canary Islands | 49.8% | 57.5%      | 39.2%  | 35.6%        | 56.1%       | 43.4%         | 43.5%    | 39.7%  | 46.1%            | 100.0%          |
| Friends or relatives                  | 30.4% | 42.9%      | 100.0% | 37.0%        | 35.2%       | 30.7%         | 29.2%    | 40.9%  | 19.0%            | 23.9%           |
| Internet or social media              | 54.2% | 78.9%      | 52.1%  | 89.2%        | 76.7%       | 74.5%         | 100.0%   | 74.5%  | 47.7%            | 47.4%           |
| Mass Media                            | 2.0%  | 9.0%       | 2.7%   | 5.4%         | 25.9%       | 6.3%          | 2.8%     | 100.0% | 2.4%             | 1.6%            |
| Travel guides and magazines           | 7.0%  | 19.1%      | 7.1%   | 19.0%        | 29.1%       | 100.0%        | 9.6%     | 21.6%  | 9.6%             | 6.1%            |
| Travel Blogs or Forums                | 6.9%  | 27.4%      | 8.4%   | 100.0%       | 24.6%       | 18.6%         | 11.3%    | 18.4%  | 5.1%             | 4.9%            |
| Travel TV Channels                    | 0.8%  | 4.2%       | 0.9%   | 2.8%         | 100.0%      | 3.2%          | 1.1%     | 9.8%   | 1.1%             | 0.9%            |
| Tour Operator or Travel Agency        | 20.7% | 25.0%      | 13.0%  | 15.5%        | 28.5%       | 28.2%         | 18.2%    | 24.2%  | 100.0%           | 19.2%           |
| Public administrations or similar     | 1.3%  | 100.0%     | 1.9%   | 5.2%         | 7.1%        | 3.6%          | 1.9%     | 5.8%   | 1.6%             | 1.5%            |
| Others                                | 3.2%  | 4.4%       | 1.5%   | 2.8%         | 8.2%        | 2.4%          | 1.4%     | 4.8%   | 0.9%             | 1.8%            |

\* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

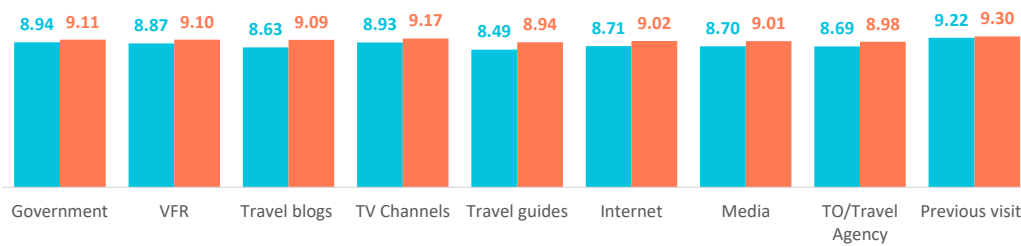
Satisfaction

| Satisfaction (scale 0-10)             | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|---------------------------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Average rating                        | 8.85  | 8.90       | 8.88  | 8.89         | 8.91        | 8.78          | 8.82     | 8.87  | 8.83             | 8.98            |
| Experience in the Canary Islands      | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
| Worse or much worse than expected     | 2.8%  | 2.5%       | 2.7%  | 2.8%         | 2.3%        | 3.1%          | 2.8%     | 3.6%  | 2.9%             | 2.0%            |
| Lived up to expectations              | 53.5% | 53.3%      | 47.3% | 44.0%        | 51.5%       | 47.8%         | 50.9%    | 42.7% | 54.4%            | 60.5%           |
| Better or much better than expected   | 43.7% | 44.2%      | 50.0% | 53.2%        | 46.2%       | 49.2%         | 46.3%    | 53.7% | 42.7%            | 37.5%           |
| Future intentions (scale 1-10)        | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
| Return to the Canary Islands          | 8.82  | 8.94       | 8.87  | 8.63         | 8.93        | 8.49          | 8.71     | 8.70  | 8.69             | 9.22            |
| Recommend visiting the Canary Islands | 9.06  | 9.11       | 9.10  | 9.09         | 9.17        | 8.94          | 9.02     | 9.01  | 8.98             | 9.30            |

RETURN TO THE CANARY



8.82 TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

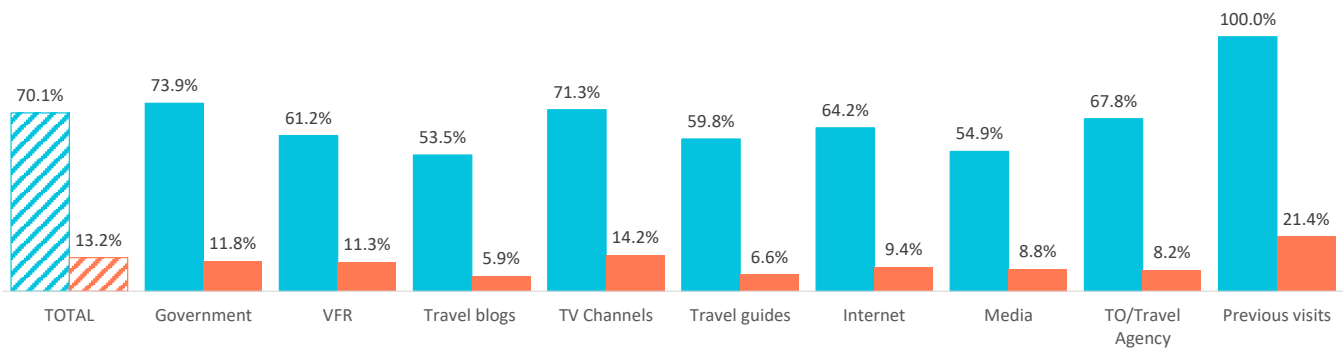


9.6 TOTAL

How many are loyal to the Canary Islands?

|   | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Repeat tourists                                   | 70.1% | 73.9%      | 61.2% | 53.5%        | 71.3%       | 59.8%         | 64.2%    | 54.9% | 67.8%            | 100.0%          |
| At least 10 previous visits                       | 19.1% | 14.7%      | 15.1% | 7.3%         | 20.3%       | 9.3%          | 13.8%    | 13.6% | 14.7%            | 31.4%           |
| Repeat tourists (last 5 years)                    | 62.7% | 62.8%      | 53.9% | 46.0%        | 65.0%       | 52.3%         | 56.2%    | 49.3% | 59.3%            | 91.4%           |
| Repeat tourists (last 5 years) (5 or more visits) | 13.2% | 11.8%      | 11.3% | 5.9%         | 14.2%       | 6.6%          | 9.4%     | 8.8%  | 8.2%             | 21.4%           |

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



ISLANDS

How many islands do they visit during their trip?

|                       | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|-----------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| One island            | 92.6% | 93.6%      | 92.1% | 89.7%        | 88.0%       | 87.8%         | 92.4%    | 91.2% | 94.0%            | 93.4%           |
| Two islands           | 6.3%  | 5.7%       | 6.8%  | 8.6%         | 10.2%       | 10.3%         | 6.5%     | 7.6%  | 5.1%             | 5.6%            |
| Three or more islands | 1.1%  | 0.7%       | 1.1%  | 1.7%         | 1.8%        | 1.9%          | 1.1%     | 1.2%  | 0.8%             | 1.0%            |

Visited islands during their trip (with overnight staying)

|               | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|---------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Lanzarote     | 19.3% | 26.8%      | 19.0% | 22.9%        | 17.3%       | 21.4%         | 21.3%    | 16.9% | 18.8%            | 21.4%           |
| Fuerteventura | 15.0% | 8.1%       | 12.0% | 15.0%        | 20.2%       | 14.2%         | 15.5%    | 15.3% | 17.4%            | 13.7%           |
| Gran Canaria  | 26.8% | 17.7%      | 25.5% | 18.7%        | 21.9%       | 23.1%         | 24.1%    | 21.6% | 25.5%            | 26.1%           |
| Tenerife      | 40.5% | 47.3%      | 45.6% | 46.3%        | 39.8%       | 44.3%         | 40.7%    | 46.5% | 38.6%            | 40.2%           |
| La Gomera     | 0.6%  | 0.3%       | 0.7%  | 1.0%         | 0.8%        | 2.3%          | 0.6%     | 0.6%  | 0.5%             | 0.5%            |
| La Palma      | 1.5%  | 3.4%       | 1.4%  | 2.6%         | 4.9%        | 3.1%          | 1.7%     | 2.7%  | 1.1%             | 1.2%            |
| El Hierro     | 0.2%  | 0.4%       | 0.3%  | 0.6%         | 1.4%        | 0.8%          | 0.2%     | 0.2%  | 0.1%             | 0.2%            |
| Cruise        | 0.2%  | 0.2%       | 0.2%  | 0.2%         | 0.3%        | 0.3%          | 0.2%     | 0.3%  | 0.4%             | 0.2%            |

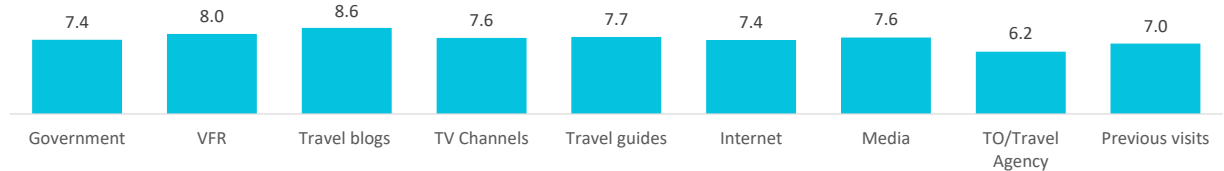
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

|                             | TOTAL      | Government | VFR        | Travel blogs | TV Channels | Travel guides | Internet   | Media      | TO/Travel Agency | Previous visits |
|-----------------------------|------------|------------|------------|--------------|-------------|---------------|------------|------------|------------------|-----------------|
| 0 hours                     | 2.5%       | 1.5%       | 1.6%       | 1.0%         | 0.0%        | 1.2%          | 2.5%       | 1.4%       | 3.7%             | 2.7%            |
| 1 - 2 hours                 | 10.7%      | 10.0%      | 7.9%       | 6.2%         | 9.9%        | 8.3%          | 11.2%      | 10.7%      | 16.6%            | 11.5%           |
| 3 - 6 hours                 | 32.7%      | 34.8%      | 30.3%      | 23.6%        | 32.7%       | 31.5%         | 31.7%      | 32.3%      | 38.4%            | 35.7%           |
| 7 - 12 hours                | 45.1%      | 43.1%      | 49.1%      | 56.4%        | 49.5%       | 50.8%         | 45.3%      | 46.9%      | 35.6%            | 42.8%           |
| More than 12 hours          | 9.0%       | 10.5%      | 11.0%      | 12.8%        | 8.0%        | 8.1%          | 10.5%      | 8.7%       | 5.7%             | 7.3%            |
| <b>Outdoor time per day</b> | <b>7.3</b> | <b>7.4</b> | <b>8.0</b> | <b>8.6</b>   | <b>7.6</b>  | <b>7.7</b>    | <b>7.4</b> | <b>7.6</b> | <b>6.2</b>       | <b>7.0</b>      |



7.3  
TOTAL



Activities in the Canary Islands

|  | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|--|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Walk, wander                           | 73.8% | 84.2%      | 78.0% | 84.5%        | 78.7%       | 80.3%         | 77.6%    | 77.9% | 74.2%            | 75.6%           |
| Beach                                  | 71.3% | 72.9%      | 76.0% | 82.5%        | 80.3%       | 75.8%         | 74.2%    | 73.3% | 68.4%            | 68.9%           |
| Swimming pool, hotel facilities        | 61.1% | 64.3%      | 57.5% | 57.6%        | 60.5%       | 59.8%         | 64.2%    | 63.6% | 72.5%            | 63.6%           |
| Explore the island on their own        | 48.7% | 54.4%      | 55.4% | 74.6%        | 65.7%       | 67.4%         | 54.8%    | 60.0% | 40.9%            | 43.5%           |
| Taste Canarian gastronomy              | 27.0% | 41.9%      | 34.1% | 41.4%        | 38.5%       | 33.8%         | 29.6%    | 31.3% | 22.2%            | 26.9%           |
| Hiking                                 | 18.5% | 23.9%      | 22.4% | 39.3%        | 21.9%       | 34.7%         | 21.4%    | 21.9% | 13.0%            | 15.6%           |
| Organized excursions                   | 17.4% | 19.5%      | 17.4% | 23.1%        | 26.8%       | 24.3%         | 19.4%    | 27.6% | 26.3%            | 13.0%           |
| Nightlife / concerts / shows           | 15.3% | 19.2%      | 19.8% | 14.9%        | 10.8%       | 12.2%         | 16.1%    | 21.7% | 13.2%            | 15.5%           |
| Theme parks                            | 14.4% | 16.4%      | 17.2% | 19.9%        | 20.2%       | 17.1%         | 16.6%    | 22.9% | 15.5%            | 12.7%           |
| Sea excursions / whale watching        | 12.7% | 11.8%      | 13.9% | 18.5%        | 20.9%       | 18.9%         | 14.7%    | 16.9% | 15.2%            | 9.8%            |
| Wineries / markets / popular festivals | 10.6% | 15.0%      | 12.7% | 18.4%        | 17.6%       | 16.0%         | 12.1%    | 13.0% | 9.1%             | 10.4%           |
| Swim                                   | 10.1% | 11.9%      | 11.4% | 11.5%        | 16.7%       | 12.4%         | 10.8%    | 15.1% | 9.0%             | 10.1%           |
| Museums / exhibitions                  | 10.0% | 17.4%      | 11.8% | 22.4%        | 17.3%       | 21.1%         | 12.2%    | 15.1% | 8.0%             | 8.1%            |
| Other Nature Activities                | 8.1%  | 10.5%      | 10.4% | 19.2%        | 14.0%       | 15.7%         | 9.9%     | 14.8% | 5.5%             | 6.0%            |
| Running                                | 5.9%  | 8.9%       | 6.8%  | 6.0%         | 6.4%        | 6.8%          | 6.5%     | 7.7%  | 4.7%             | 6.0%            |
| Beauty and health treatments           | 5.9%  | 7.6%       | 6.0%  | 5.0%         | 8.4%        | 5.1%          | 5.8%     | 6.2%  | 6.9%             | 6.6%            |
| Practice other sports                  | 4.7%  | 4.2%       | 5.2%  | 5.1%         | 7.0%        | 5.0%          | 4.8%     | 5.5%  | 3.7%             | 4.5%            |
| Astronomical observation               | 3.7%  | 5.9%       | 4.2%  | 6.7%         | 7.2%        | 5.6%          | 4.3%     | 3.7%  | 3.2%             | 3.1%            |
| Cycling / Mountain bike                | 3.3%  | 6.2%       | 3.4%  | 4.0%         | 4.5%        | 3.3%          | 3.6%     | 4.5%  | 2.4%             | 3.6%            |
| Surf                                   | 3.1%  | 1.4%       | 4.3%  | 5.8%         | 3.6%        | 3.3%          | 3.3%     | 4.7%  | 1.1%             | 2.7%            |
| Scuba Diving                           | 3.0%  | 3.2%       | 3.7%  | 5.0%         | 4.0%        | 4.1%          | 3.4%     | 4.7%  | 2.1%             | 2.5%            |
| Golf                                   | 2.1%  | 4.1%       | 2.4%  | 1.7%         | 7.6%        | 1.7%          | 2.1%     | 3.0%  | 1.9%             | 2.4%            |
| Windsurf / Kitesurf                    | 1.2%  | 0.5%       | 1.1%  | 1.1%         | 1.2%        | 1.2%          | 1.2%     | 2.4%  | 0.7%             | 1.3%            |

COMPETITORS

Where did they spend their main holiday last year? \*

|                      | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|----------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Didn't have holidays | 31.7% | 37.4%      | 31.5% | 23.8%        | 25.6%       | 29.7%         | 31.7%    | 29.4% | 41.5%            | 30.8%           |
| Canary Islands       | 20.4% | 17.8%      | 17.7% | 10.8%        | 21.0%       | 11.4%         | 15.8%    | 19.3% | 15.2%            | 30.6%           |
| Other destination    | 48.0% | 44.7%      | 50.9% | 65.4%        | 53.3%       | 58.9%         | 52.5%    | 51.3% | 43.3%            | 38.7%           |

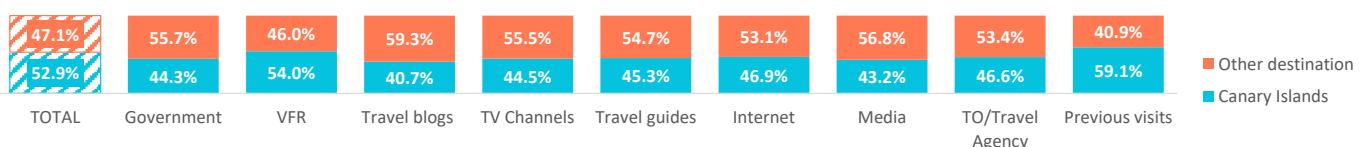
\* Percentage of valid answers

What other destinations did they consider for this trip? \*

|   | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|---|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| None (I was clear about "this Canary Island") | 28.3% | 20.7%      | 31.0% | 16.1%        | 16.4%       | 20.1%         | 22.0%    | 17.3% | 20.3%            | 33.0%           |
| Canary Islands (other island)                 | 24.6% | 23.6%      | 23.0% | 24.6%        | 28.1%       | 25.2%         | 24.9%    | 25.9% | 26.3%            | 26.1%           |
| Other destination                             | 47.1% | 55.7%      | 46.0% | 59.3%        | 55.5%       | 54.7%         | 53.1%    | 56.8% | 53.4%            | 40.9%           |

\* Percentage of valid answers

CONSIDERED DESTINATIONS





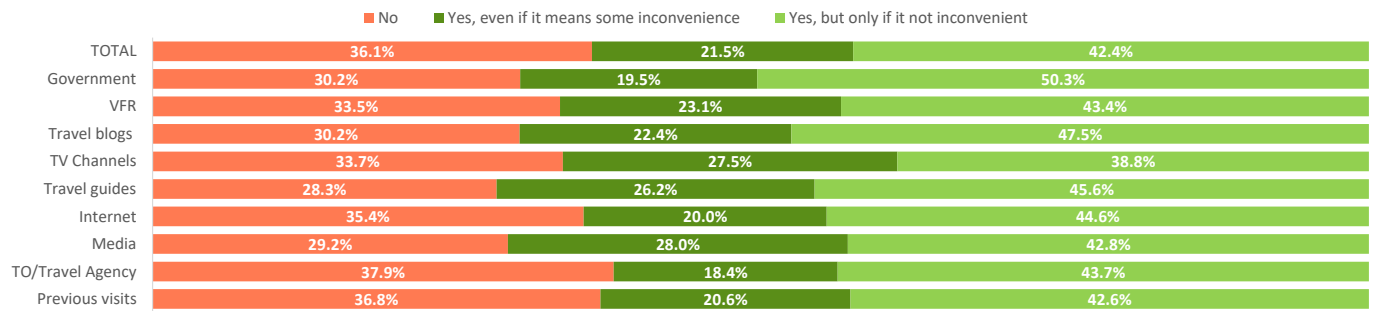
COUNTRY OF RESIDENCE

Where are they from?

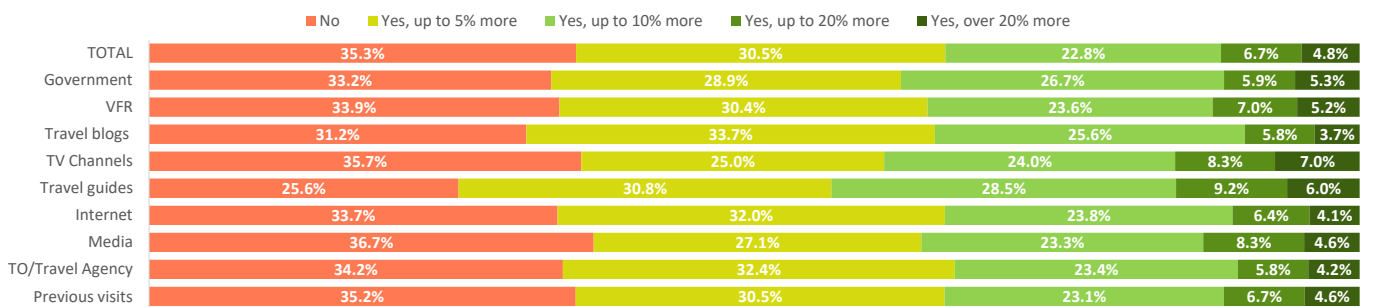
|                  | TOTAL | Government | VFR   | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|------------------|-------|------------|-------|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| United Kingdom   | 33.4% | 54.8%      | 33.8% | 23.3%        | 34.6%       | 25.5%         | 34.6%    | 37.4% | 37.6%            | 42.1%           |
| Germany          | 16.0% | 6.4%       | 13.4% | 13.0%        | 27.6%       | 23.2%         | 15.7%    | 20.6% | 20.2%            | 15.1%           |
| Spanish Mainland | 13.3% | 13.7%      | 16.7% | 21.2%        | 7.8%        | 7.0%          | 12.9%    | 6.8%  | 6.8%             | 9.2%            |
| France           | 5.4%  | 2.1%       | 4.8%  | 9.5%         | 1.1%        | 12.2%         | 5.8%     | 5.6%  | 5.0%             | 3.3%            |
| Netherlands      | 4.5%  | 1.7%       | 3.6%  | 2.6%         | 2.6%        | 5.1%          | 4.9%     | 3.2%  | 4.5%             | 3.6%            |
| Italy            | 4.3%  | 3.2%       | 5.1%  | 5.2%         | 1.5%        | 3.4%          | 3.8%     | 1.3%  | 2.4%             | 3.1%            |
| Ireland          | 3.8%  | 5.1%       | 3.8%  | 2.9%         | 6.5%        | 2.4%          | 3.7%     | 5.9%  | 2.4%             | 5.1%            |
| Belgium          | 2.9%  | 0.8%       | 3.2%  | 2.2%         | 0.7%        | 4.6%          | 2.5%     | 2.9%  | 4.0%             | 2.9%            |
| Norway           | 2.3%  | 0.5%       | 2.1%  | 0.3%         | 1.1%        | 0.6%          | 1.7%     | 1.7%  | 2.7%             | 2.8%            |
| Denmark          | 2.3%  | 4.2%       | 1.6%  | 1.1%         | 0.9%        | 0.9%          | 2.1%     | 1.6%  | 3.7%             | 2.4%            |
| Sweden           | 2.1%  | 2.4%       | 1.4%  | 0.8%         | 0.9%        | 1.7%          | 1.5%     | 1.6%  | 1.7%             | 2.7%            |
| Poland           | 1.9%  | 1.0%       | 1.7%  | 5.5%         | 5.8%        | 3.6%          | 2.3%     | 3.2%  | 2.9%             | 1.5%            |
| Finland          | 1.1%  | 0.3%       | 1.0%  | 1.3%         | 0.7%        | 0.6%          | 1.3%     | 0.9%  | 2.0%             | 1.4%            |
| Switzerland      | 1.1%  | 0.3%       | 1.1%  | 1.0%         | 1.7%        | 1.4%          | 1.1%     | 0.7%  | 0.7%             | 0.9%            |
| Austria          | 1.0%  | 0.2%       | 0.9%  | 1.3%         | 1.6%        | 1.7%          | 1.0%     | 1.0%  | 0.8%             | 0.7%            |
| Czech Republic   | 0.8%  | 0.5%       | 0.9%  | 1.8%         | 0.8%        | 1.7%          | 1.0%     | 0.6%  | 0.4%             | 0.6%            |
| Others           | 3.9%  | 2.9%       | 5.0%  | 6.8%         | 4.0%        | 4.3%          | 4.1%     | 5.0%  | 2.4%             | 2.5%            |

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 | Government | VFR | Travel blogs | TV Channels | Travel guides | Internet | Media | TO/Travel Agency | Previous visits |
|--|-------|------------|-----|--------------|-------------|---------------|----------|-------|------------------|-----------------|
| Quality of life on the island          | 8.1   | 7.9        | 8.1 | 8.0          | 8.0         | 8.0           | 8.0      | 8.2   | 8.0              | 8.2             |
| Tolerance towards tourism              | 8.6   | 8.6        | 8.6 | 8.7          | 8.6         | 8.5           | 8.6      | 8.6   | 8.6              | 8.6             |
| Cleanliness of the island              | 8.3   | 8.5        | 8.3 | 8.4          | 8.4         | 8.3           | 8.3      | 8.3   | 8.4              | 8.3             |
| Air quality                            | 8.5   | 8.6        | 8.5 | 8.6          | 8.5         | 8.5           | 8.5      | 8.5   | 8.6              | 8.5             |
| Rational water consumption             | 7.5   | 7.5        | 7.5 | 7.4          | 7.7         | 7.4           | 7.4      | 7.7   | 7.5              | 7.5             |
| Energy saving                          | 6.9   | 6.8        | 6.9 | 6.9          | 7.2         | 6.9           | 6.9      | 7.2   | 7.0              | 7.0             |
| Use of renewable energy                | 7.0   | 6.7        | 7.0 | 6.9          | 7.1         | 7.0           | 7.0      | 7.1   | 7.1              | 7.1             |
| Recycling                              | 7.1   | 7.0        | 7.1 | 7.0          | 7.2         | 7.1           | 7.1      | 7.2   | 7.3              | 7.3             |
| Easy to get around by public transport | 7.4   | 7.3        | 7.3 | 7.2          | 7.6         | 7.3           | 7.3      | 7.6   | 7.6              | 7.5             |
| Overcrowding in tourist areas          | 6.7   | 6.7        | 6.7 | 6.8          | 6.8         | 6.5           | 6.6      | 6.6   | 6.6              | 6.6             |
| Supply of local products               | 7.1   | 7.1        | 7.2 | 7.3          | 7.4         | 7.2           | 7.1      | 7.2   | 7.1              | 7.2             |

\* 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.