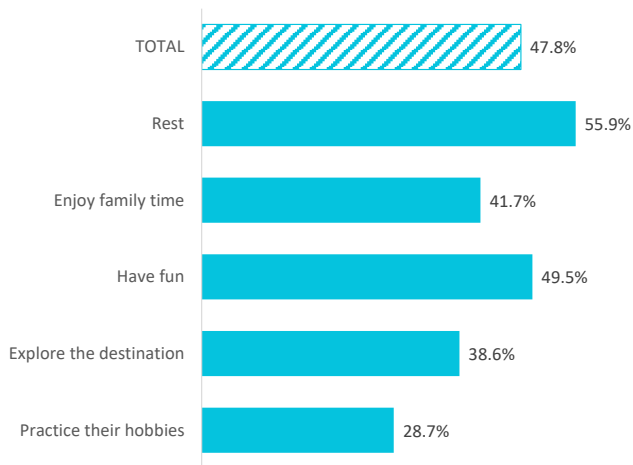


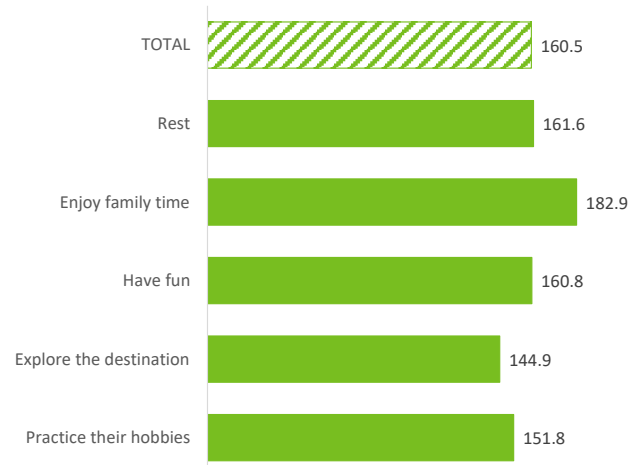
INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>12,832,078</b>	<b>6,420,677</b>	<b>2,018,661</b>	<b>1,073,582</b>	<b>2,552,439</b>	<b>237,657</b>
<b>% Tourists</b>	<b>100%</b>	<b>50.0%</b>	<b>15.7%</b>	<b>8.4%</b>	<b>19.9%</b>	<b>1.9%</b>
- Lanzarote	2,377,525	1,232,790	333,522	163,496	521,185	52,527
- Fuerteventura	1,822,701	991,161	231,118	157,085	318,097	59,333
- Gran Canaria	3,352,820	1,787,906	579,501	290,752	475,248	36,254
- Tenerife	5,083,082	2,359,645	856,221	451,077	1,140,807	82,554
- La Palma	132,040	31,183	12,832	7,867	67,987	3,306
<b>% tourists who book holiday package</b>	<b>47.8%</b>	<b>55.9%</b>	<b>41.7%</b>	<b>49.5%</b>	<b>38.6%</b>	<b>28.7%</b>
<b>Expenditure per tourist (€)</b>	<b>1,314</b>	<b>1,343</b>	<b>1,479</b>	<b>1,182</b>	<b>1,199</b>	<b>1,425</b>
- book holiday package	1,492	1,448	1,835	1,381	1,409	1,743
- holiday package	1,236	1,204	1,569	1,118	1,121	1,427
- others	256	243	266	263	287	316
- do not book holiday package	1,152	1,210	1,224	988	1,068	1,297
- flight	311	311	403	262	273	295
- accommodation	405	470	374	330	361	441
- others	436	429	446	396	435	561
<b>Average length of stay</b>	<b>9.24</b>	<b>9.26</b>	<b>9.35</b>	<b>7.90</b>	<b>9.07</b>	<b>12.02</b>
- book holiday package	8.45	8.51	8.16	7.80	8.67	9.98
- do not book holiday package	9.96	10.20	10.21	8.01	9.32	12.83
<b>Average daily expenditure (€)</b>	<b>160.5</b>	<b>161.6</b>	<b>182.9</b>	<b>160.8</b>	<b>144.9</b>	<b>151.8</b>
- book holiday package	186.1	178.3	236.5	185.6	171.6	199.2
- do not book holiday package	137.1	140.4	144.6	136.4	128.1	132.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>16,863</b>	<b>8,622</b>	<b>2,985</b>	<b>1,269</b>	<b>3,062</b>	<b>339</b>
- book holiday package	9,143	5,199	1,545	733	1,386	119
- do not book holiday package	7,720	3,422	1,440	536	1,675	220

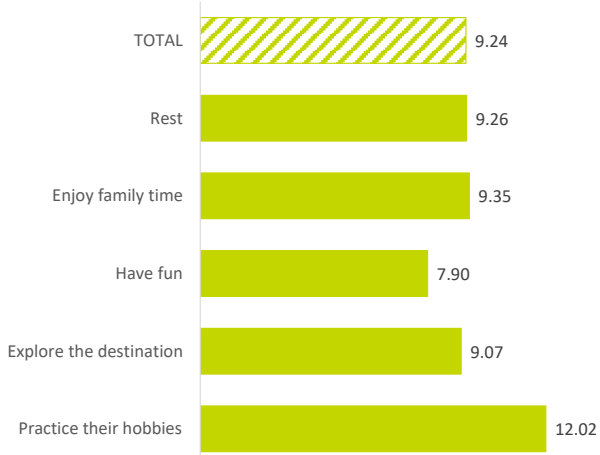
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



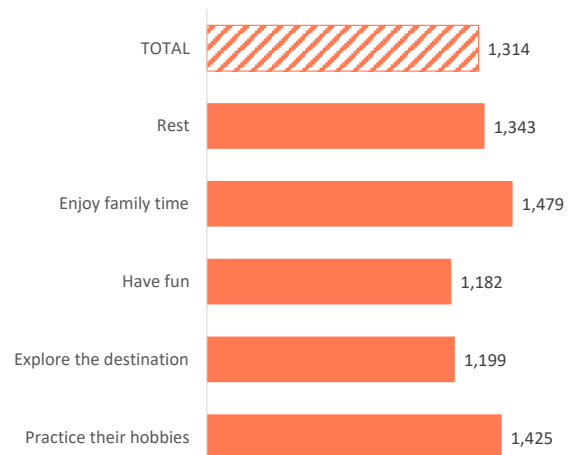
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Accommodation:</b>						
- Accommodation	84.4%	88.0%	70.6%	85.9%	89.7%	87.1%
- Additional accommodation expenses	7.1%	6.9%	5.9%	7.0%	8.3%	9.1%
<b>Transport:</b>						
- National/International Transport	95.8%	96.6%	95.4%	96.5%	96.7%	97.8%
- Flights between islands	5.0%	3.7%	4.0%	4.5%	8.9%	7.8%
- Taxi	51.8%	61.0%	47.3%	57.0%	34.4%	38.3%
- Car rental	32.0%	22.0%	28.5%	26.8%	61.9%	44.4%
- Public transport	9.6%	8.7%	7.8%	10.5%	11.8%	13.6%
<b>Food and drink:</b>						
- Food purchases at supermarkets	55.9%	52.6%	57.8%	56.8%	61.5%	69.2%
- Restaurants	66.4%	63.4%	66.1%	66.7%	72.1%	74.9%
<b>Leisure:</b>						
- Organized excursions	23.6%	19.7%	20.5%	26.7%	38.1%	14.3%
- Sport activities	7.9%	5.7%	8.6%	11.1%	8.2%	39.8%
- Cultural activities	2.5%	1.8%	2.6%	3.1%	4.2%	2.0%
- Museums	5.2%	2.9%	4.6%	2.8%	12.9%	6.5%
- Theme Parks	10.9%	7.7%	17.1%	17.8%	13.3%	3.7%
- Discos and pubs	9.9%	10.1%	7.4%	22.3%	6.7%	7.8%
- Wellness	5.2%	6.1%	5.1%	5.0%	3.7%	3.6%
<b>Purchases of goods:</b>						
- Souvenirs	40.0%	39.8%	39.9%	37.5%	44.1%	31.9%
- Real state	0.2%	0.2%	0.3%	0.2%	0.2%	0.0%
- Other expenses	0.7%	0.7%	0.7%	0.6%	0.8%	1.1%
<b>Other:</b>						
- Medical or pharmaceutical expenses	7.6%	7.3%	8.2%	7.7%	7.8%	8.1%
- Other expenses	5.4%	5.2%	5.8%	5.7%	5.2%	5.9%

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Expenditure per tourist and trip (€)</b>						
<b>Accommodation:</b>	<b>810</b>	<b>833</b>	<b>1,014</b>	<b>705</b>	<b>657</b>	<b>917</b>
- Accommodation	665	692	861	576	526	633
- Additional accommodation expenses	145	141	153	129	131	284
<b>Transport:</b>	<b>711</b>	<b>698</b>	<b>827</b>	<b>617</b>	<b>674</b>	<b>716</b>
- National/International Transport	377	374	489	327	323	353
- Flights between islands	79	73	98	72	76	89
- Taxi	90	91	82	84	99	82
- Car rental	134	133	131	113	137	155
- Public transport	32	27	27	21	39	37
<b>Food and drink:</b>	<b>297</b>	<b>307</b>	<b>327</b>	<b>261</b>	<b>255</b>	<b>325</b>
- Food purchases at supermarkets	104	102	112	88	94	121
- Restaurants	193	205	215	173	160	205
<b>Leisure:</b>	<b>530</b>	<b>507</b>	<b>555</b>	<b>523</b>	<b>455</b>	<b>646</b>
- Organized excursions	94	91	104	95	92	106
- Sport activities	100	82	88	83	82	192
- Cultural activities	55	53	53	67	54	52
- Museums	35	32	50	31	32	40
- Theme Parks	70	65	79	74	63	98
- Discos and pubs	99	106	100	103	70	70
- Wellness	78	77	81	69	61	87
<b>Purchases of goods:</b>	<b>666</b>	<b>481</b>	<b>457</b>	<b>381</b>	<b>897</b>	<b>507</b>
- Souvenirs	85	88	98	77	67	83
- Real state	360	146	203	116	728	0
- Other expenses	221	247	155	189	102	423
<b>Other:</b>	<b>124</b>	<b>124</b>	<b>126</b>	<b>102</b>	<b>99</b>	<b>233</b>
- Medical or pharmaceutical expenses	42	45	45	43	25	88
- Other expenses	81	80	80	59	74	145

TOURIST PROFILE

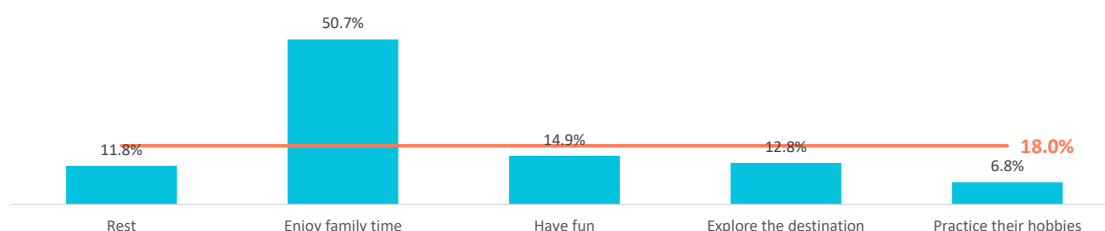
Who are they?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Gender</b>						
Percentage of men	48.4%	47.3%	45.7%	50.0%	49.4%	56.3%
Percentage of women	51.6%	52.7%	54.3%	50.0%	50.6%	43.7%
<b>Age</b>						
Average age (tourists above 16 years old)	45.73	48.90	43.87	37.50	42.93	44.05
Standard deviation	16.0	16.2	13.7	15.3	15.7	15.6
<b>Age range</b>						
16-24 years old	10.4%	8.4%	7.9%	24.6%	11.8%	10.6%
25-30 years old	11.5%	9.5%	7.6%	18.0%	16.2%	15.8%
31-45 years old	29.4%	23.6%	45.2%	29.4%	31.2%	27.6%
46-60 years old	27.2%	30.6%	25.9%	17.4%	23.8%	28.7%
Over 60 years old	21.5%	27.9%	13.5%	10.7%	17.1%	17.2%
<b>Occupation</b>						
Salaried worker	57.4%	55.4%	59.6%	60.9%	60.0%	58.4%
Self-employed	10.8%	10.1%	12.9%	9.7%	10.9%	11.0%
Unemployed	1.0%	0.7%	0.9%	1.5%	1.5%	0.8%
Business owner	8.3%	7.8%	9.4%	7.9%	7.6%	11.6%
Student	4.6%	3.5%	4.9%	9.1%	5.6%	4.8%
Retired	16.5%	21.2%	10.4%	9.7%	13.1%	12.0%
Unpaid domestic work	0.6%	0.6%	1.2%	0.4%	0.4%	0.6%
Others	0.8%	0.8%	0.7%	0.8%	0.8%	0.9%
<b>Annual household income level</b>						
Less than €25,000	14.3%	12.4%	12.9%	16.9%	18.4%	16.7%
€25,000 - €49,999	34.3%	33.5%	31.0%	34.5%	39.2%	29.9%
€50,000 - €74,999	25.4%	27.0%	24.2%	24.4%	23.5%	20.6%
More than €74,999	26.0%	27.1%	31.9%	24.2%	18.9%	32.8%
<b>Education level</b>						
No studies	3.6%	4.6%	3.7%	4.9%	0.9%	0.9%
Primary education	1.7%	1.9%	1.3%	2.1%	1.7%	1.1%
Secondary education	20.2%	21.5%	19.4%	19.5%	19.2%	14.1%
Higher education	74.5%	72.0%	75.6%	73.5%	78.2%	83.9%

Who do they come with?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Unaccompanied	10.0%	8.1%	12.4%	7.8%	7.2%	22.8%
Only with partner	46.1%	56.2%	14.1%	39.1%	53.6%	36.6%
Only with children (< 13 years old)	4.9%	3.2%	13.0%	4.0%	4.1%	2.0%
Partner + children (< 13 years old)	7.3%	4.5%	21.7%	5.1%	5.4%	2.0%
Other relatives	9.9%	9.6%	16.0%	9.9%	7.9%	4.8%
Friends	7.3%	6.4%	0.7%	20.0%	8.5%	14.4%
Work colleagues	0.6%	0.1%	0.0%	0.4%	0.1%	0.8%
Organized trip	0.3%	0.2%	0.0%	0.2%	0.6%	1.5%
Other combinations <sup>(2)</sup>	13.7%	11.8%	22.2%	13.5%	12.6%	15.0%
<i>(2) Different situations have been isolated</i>						
<b>Tourists with children</b>	<b>18.0%</b>	<b>11.8%</b>	<b>50.7%</b>	<b>14.9%</b>	<b>12.8%</b>	<b>6.8%</b>
- Between 0 and 2 years old	1.3%	0.9%	3.8%	0.8%	0.8%	0.1%
- Between 3 and 12 years old	15.5%	10.2%	42.4%	13.4%	11.5%	6.0%
- Between 0 -2 and 3-12 years old	1.2%	0.7%	4.6%	0.8%	0.5%	0.7%
<b>Tourists without children</b>	<b>82.0%</b>	<b>88.2%</b>	<b>49.3%</b>	<b>85.1%</b>	<b>87.2%</b>	<b>93.2%</b>
<b>Group composition:</b>						
- 1 person	12.6%	10.2%	14.4%	11.9%	9.7%	28.4%
- 2 people	53.9%	63.8%	17.7%	52.5%	61.7%	46.4%
- 3 people	12.1%	10.2%	20.3%	12.2%	11.6%	10.4%
- 4 or 5 people	17.3%	12.9%	38.0%	17.8%	14.6%	10.9%
- 6 or more people	4.1%	2.9%	9.6%	5.5%	2.4%	3.8%
<b>Average group size:</b>	<b>2.60</b>	<b>2.43</b>	<b>3.45</b>	<b>2.69</b>	<b>2.46</b>	<b>2.31</b>

\*People who share the main expenses of the trip

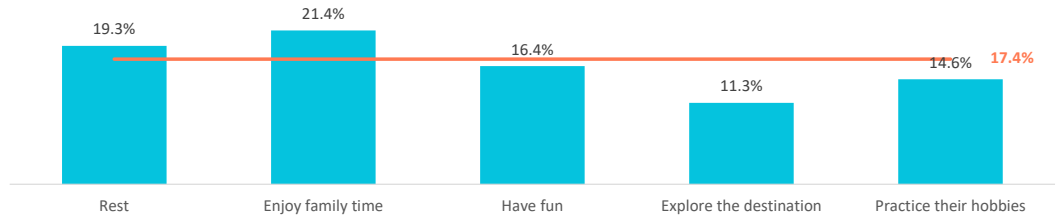


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
The same day	0.7%	0.6%	0.8%	0.9%	0.7%	0.8%
Between 1 and 30 days	27.8%	26.9%	23.6%	28.9%	29.6%	31.5%
Between 1 and 2 months	25.3%	24.2%	23.2%	25.0%	29.9%	28.7%
Between 3 and 6 months	28.8%	29.1%	31.0%	28.8%	28.4%	24.4%
More than 6 months	17.4%	19.3%	21.4%	16.4%	11.3%	14.6%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



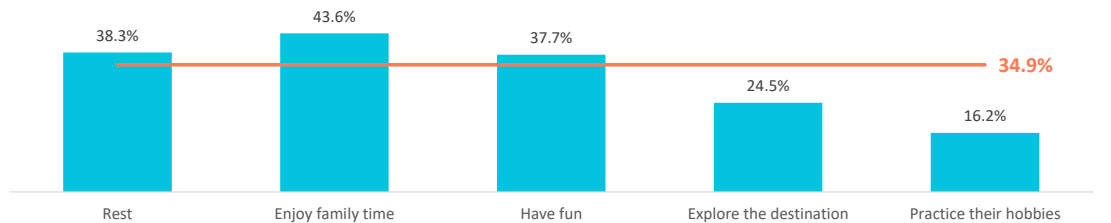
With whom did they book their flight and accommodation?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Flight</b>						
- Directly with the airline	50.0%	44.8%	54.9%	49.5%	55.2%	67.5%
- Tour Operator or Travel Agency	50.0%	55.2%	45.1%	50.5%	44.8%	32.5%
<b>Accommodation</b>						
- Directly with the accommodation	36.6%	33.0%	37.0%	36.5%	41.8%	53.9%
- Tour Operator or Travel Agency	63.4%	67.0%	63.0%	63.5%	58.2%	46.1%

What do they book?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Room only	28.5%	24.4%	26.9%	30.5%	36.2%	48.2%
Bed and Breakfast	13.9%	13.7%	11.1%	13.7%	14.2%	13.3%
Half board	19.1%	20.4%	14.3%	14.5%	21.7%	18.2%
Full board	3.5%	3.3%	4.0%	3.6%	3.3%	4.1%
All inclusive	34.9%	38.3%	43.6%	37.7%	24.5%	16.2%

% TOURISTS WHO BOOK ALL INCLUSIVE



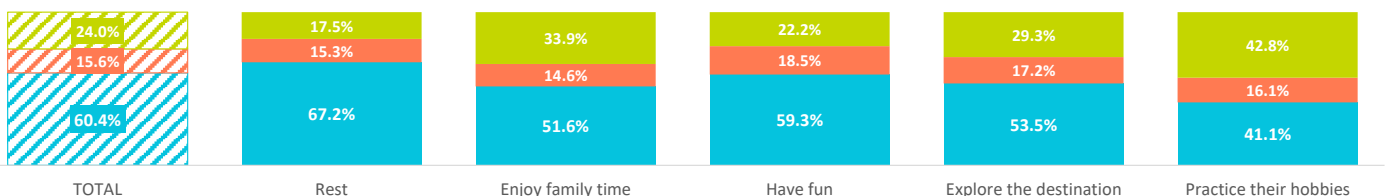
ACCOMMODATION

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
1-2-3* Hotel	10.9%	10.6%	9.1%	13.1%	11.6%	12.6%
4* Hotel	39.0%	43.5%	32.1%	38.8%	35.9%	23.5%
5* Hotel / 5* Luxury Hotel	10.5%	13.1%	10.3%	7.4%	6.0%	5.0%
Aparthotel / Tourist Villa	15.6%	15.3%	14.6%	18.5%	17.2%	16.1%
House/room rented in a private dwelling	7.2%	5.0%	4.8%	6.6%	13.0%	17.1%
Private accommodation <sup>(1)</sup>	8.7%	5.3%	22.8%	8.0%	5.6%	8.0%
Others (Cottage, cruise, camping,...)	8.1%	7.2%	6.3%	7.6%	10.7%	17.7%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Holidays	90.2%	97.1%	74.0%	93.5%	95.6%	89.9%
Family reasons	6.7%	2.4%	25.2%	5.7%	3.5%	6.0%
Business	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Education and training	0.2%	0.0%	0.1%	0.3%	0.3%	1.5%
Sports training	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Health	0.1%	0.1%	0.1%	0.0%	0.0%	0.4%
Conventions and Exhibitions	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.7%	0.3%	0.6%	0.6%	0.6%	2.2%

What is the main motivation for their holidays?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Rest	51.1%	100%	--	--	--	--
Enjoy family time	16.1%	--	100%	--	--	--
Have fun	8.5%	--	--	100%	--	--
Explore the destination	20.3%	--	--	--	100%	--
Practice their hobbies	1.9%	--	--	--	--	100%
Other reasons	2.1%	--	--	--	--	--

Importance of each factor in the destination choice

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Climate	75.0%	80.4%	72.8%	71.0%	65.9%	68.8%
Safety	51.3%	55.2%	51.4%	50.4%	44.0%	36.8%
Tranquility	46.5%	51.7%	42.8%	37.0%	41.9%	36.1%
Sea	46.0%	45.9%	44.0%	45.8%	47.1%	55.1%
Accommodation supply	41.8%	48.9%	36.8%	41.8%	30.8%	23.8%
Beaches	39.3%	40.6%	38.7%	41.9%	36.1%	35.0%
Effortless trip	37.5%	42.2%	34.8%	37.0%	29.4%	29.3%
European belonging	36.5%	39.1%	33.8%	30.2%	35.2%	32.2%
Price	35.8%	39.1%	32.3%	41.1%	30.2%	23.6%
Landscapes	34.1%	25.9%	28.6%	29.7%	59.7%	40.2%
Environment	33.3%	30.2%	31.4%	28.9%	44.2%	34.5%
Gastronomy	26.6%	27.4%	26.8%	25.6%	25.3%	19.4%
Fun possibilities	23.3%	20.2%	27.3%	45.3%	18.3%	29.7%
Authenticity	22.3%	19.6%	20.3%	22.6%	30.9%	20.4%
Exoticism	11.8%	10.0%	9.8%	15.2%	16.9%	11.6%
Hiking trail network	10.1%	6.8%	7.8%	7.0%	19.7%	21.9%
Shopping	9.1%	9.5%	8.9%	14.3%	6.4%	5.4%
Culture	9.0%	7.8%	8.3%	9.6%	12.5%	6.0%
Historical heritage	8.4%	6.6%	7.7%	6.8%	14.4%	4.4%
Nightlife	7.9%	7.3%	6.4%	22.4%	4.8%	5.1%

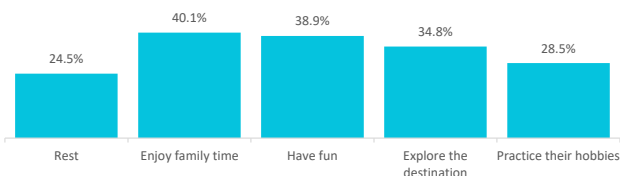
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

What channels did they use to get information about the trip?

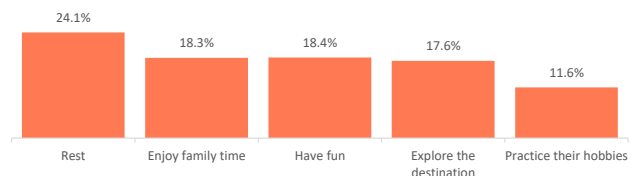
	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Previous visits to the Canary Islands	49.8%	56.6%	53.9%	44.7%	32.9%	55.2%
Friends or relatives	30.4%	24.5%	40.1%	38.9%	34.8%	28.5%
Internet or social media	54.2%	52.1%	47.4%	57.6%	65.9%	57.0%
Mass Media	2.0%	1.8%	1.4%	3.1%	2.9%	1.6%
Travel guides and magazines	7.0%	5.3%	4.5%	5.1%	14.6%	8.5%
Travel Blogs or Forums	6.9%	4.8%	4.4%	5.9%	15.2%	7.0%
Travel TV Channels	0.8%	0.7%	0.3%	0.5%	1.4%	0.3%
Tour Operator or Travel Agency	20.7%	24.1%	18.3%	18.4%	17.6%	11.6%
Public administrations or similar	1.3%	1.0%	1.6%	1.6%	1.5%	1.4%
Others	3.2%	2.7%	2.7%	3.1%	2.5%	5.0%

\* Multi-choice question

FRIENDS OR RELATIVES



TOUR OPERATOR OR TRAVEL AGENCY



SATISFACTION AND LOYALTY INDICATORS

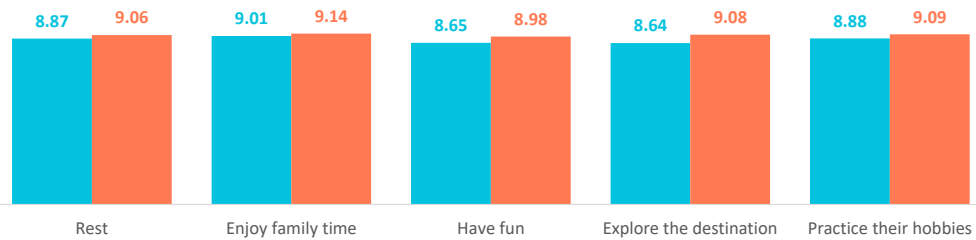
Satisfaction

Satisfaction (scale 0-10)	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Average rating	8.85	8.87	8.88	8.79	8.85	8.82
Experience in the Canary Islands	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Worse or much worse than expected	2.8%	2.8%	2.4%	3.7%	2.7%	1.3%
Lived up to expectations	53.5%	56.4%	53.3%	47.8%	47.1%	56.6%
Better or much better than expected	43.7%	40.8%	44.3%	48.5%	50.1%	42.1%
Future intentions (scale 1-10)	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Return to the Canary Islands	8.82	8.87	9.01	8.65	8.64	8.88
Recommend visiting the Canary Islands	9.06	9.06	9.14	8.98	9.08	9.09

RETURN TO THE CANARY



8.82  
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

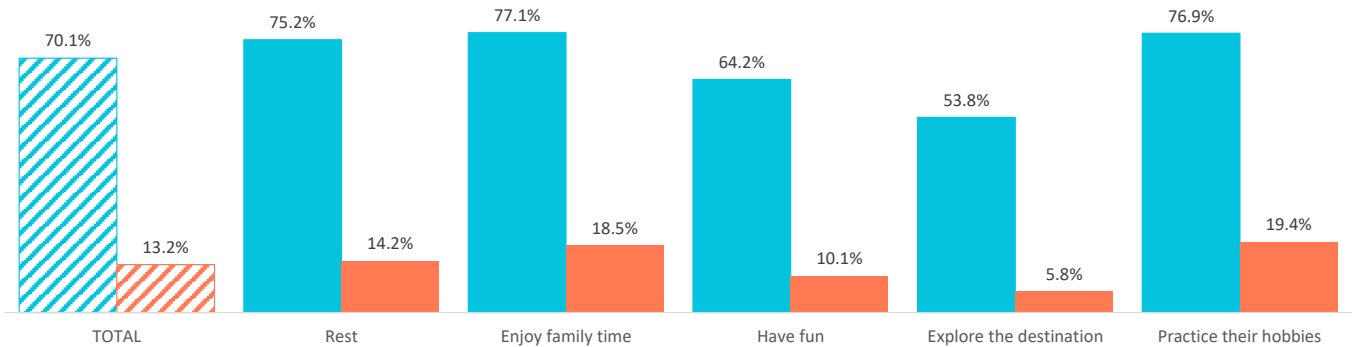


9.6  
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Repeat tourists	70.1%	75.2%	77.1%	64.2%	53.8%	76.9%
At least 10 previous visits	19.1%	22.2%	24.0%	14.0%	8.4%	20.9%
Repeat tourists (last 5 years)	62.7%	67.5%	69.0%	56.3%	47.4%	72.5%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	14.2%	18.5%	10.1%	5.8%	19.4%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
One island	92.6%	94.7%	94.1%	93.5%	86.9%	89.6%
Two islands	6.3%	4.7%	5.1%	5.5%	10.9%	9.0%
Three or more islands	1.1%	0.7%	0.8%	1.0%	2.2%	1.3%

Visited islands during their trip (with overnight staying)

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Lanzarote	19.3%	19.6%	17.0%	15.6%	22.1%	23.7%
Fuerteventura	15.0%	15.9%	11.9%	15.1%	14.0%	26.5%
Gran Canaria	26.8%	28.1%	29.3%	27.6%	20.2%	16.6%
Tenerife	40.5%	37.3%	42.9%	42.8%	46.6%	36.0%
La Gomera	0.6%	0.2%	0.4%	0.4%	1.6%	1.5%
La Palma	1.5%	0.7%	1.0%	1.1%	3.6%	2.5%
El Hierro	0.2%	0.1%	0.1%	0.1%	0.6%	0.5%
Cruise	0.2%	0.2%	0.1%	0.1%	0.3%	0.5%

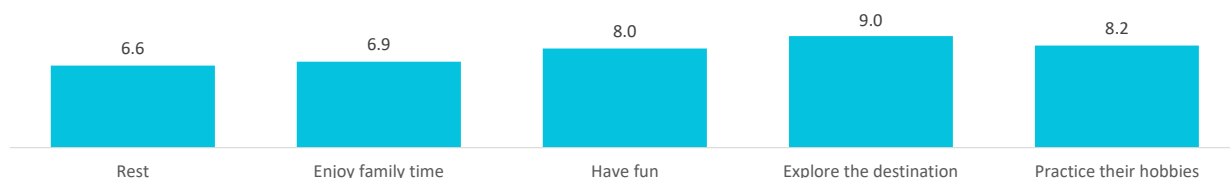
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
0 hours	2.5%	3.5%	2.8%	1.9%	0.4%	2.7%
1 - 2 hours	10.7%	13.7%	13.1%	9.3%	3.1%	6.2%
3 - 6 hours	32.7%	37.1%	35.6%	30.5%	22.2%	26.1%
7 - 12 hours	45.1%	39.3%	40.9%	45.0%	61.5%	52.3%
More than 12 hours	9.0%	6.4%	7.7%	13.2%	12.7%	12.7%
<b>Outdoor time per day</b>	<b>7.3</b>	<b>6.6</b>	<b>6.9</b>	<b>8.0</b>	<b>9.0</b>	<b>8.2</b>



7.3  
TOTAL



Activities in the Canary Islands

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Walk, wander	73.8%	73.0%	73.5%	74.2%	80.0%	62.9%
Beach	71.3%	67.9%	75.1%	77.2%	79.2%	61.8%
Swimming pool, hotel facilities	61.1%	67.4%	63.9%	67.0%	49.0%	36.9%
Explore the island on their own	48.7%	38.2%	45.1%	48.3%	79.9%	51.4%
Taste Canarian gastronomy	27.0%	21.3%	27.3%	30.2%	40.4%	29.0%
Hiking	18.5%	11.4%	14.1%	16.5%	39.1%	35.2%
Organized excursions	17.4%	15.3%	14.2%	21.9%	25.5%	8.3%
Nightlife / concerts / shows	15.3%	14.2%	12.4%	36.1%	11.8%	12.9%
Theme parks	14.4%	10.1%	22.6%	23.3%	17.7%	3.3%
Sea excursions / whale watching	12.7%	10.0%	12.2%	18.8%	19.1%	8.4%
Wineries / markets / popular festivals	10.6%	7.8%	10.5%	9.8%	18.5%	11.0%
Swim	10.1%	9.2%	11.0%	16.6%	8.9%	12.4%
Museums / exhibitions	10.0%	5.9%	8.4%	6.9%	23.4%	7.8%
Other Nature Activities	8.1%	4.1%	6.5%	8.1%	18.8%	14.3%
Running	5.9%	4.8%	8.0%	6.3%	5.4%	14.0%
Beauty and health treatments	5.9%	6.4%	6.3%	6.6%	4.5%	4.3%
Practice other sports	4.7%	3.3%	5.8%	7.4%	4.1%	19.6%
Astronomical observation	3.7%	2.7%	2.8%	4.1%	6.1%	6.4%
Cycling / Mountain bike	3.3%	2.4%	2.9%	4.5%	3.2%	19.0%
Surf	3.1%	1.5%	3.7%	5.5%	3.5%	22.2%
Scuba Diving	3.0%	1.8%	2.9%	5.0%	4.5%	11.6%
Golf	2.1%	1.9%	2.4%	3.7%	1.2%	7.4%
Windsurf / Kitesurf	1.2%	0.7%	1.5%	2.2%	0.6%	12.6%

COMPETITORS

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Didn't have holidays	31.7%	36.4%	31.3%	32.6%	22.6%	17.3%
Canary Islands	20.4%	22.3%	24.8%	18.2%	12.5%	25.0%
Other destination	48.0%	41.3%	43.9%	49.2%	64.9%	57.7%

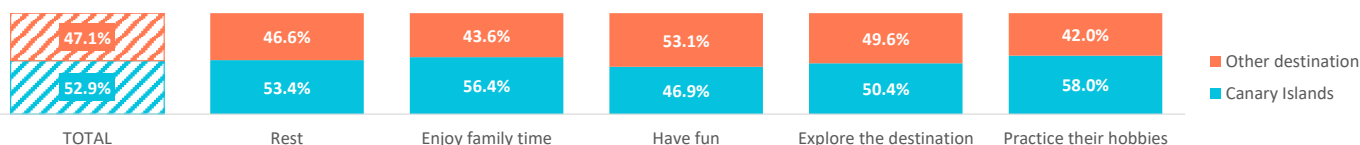
\* Percentage of valid answers

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
None (I was clear about "this Canary Island")	28.3%	28.6%	32.7%	23.8%	24.2%	36.8%
Canary Islands (other island)	24.6%	24.8%	23.7%	23.1%	26.2%	21.2%
Other destination	47.1%	46.6%	43.6%	53.1%	49.6%	42.0%

\* Percentage of valid answers

CONSIDERED DESTINATIONS



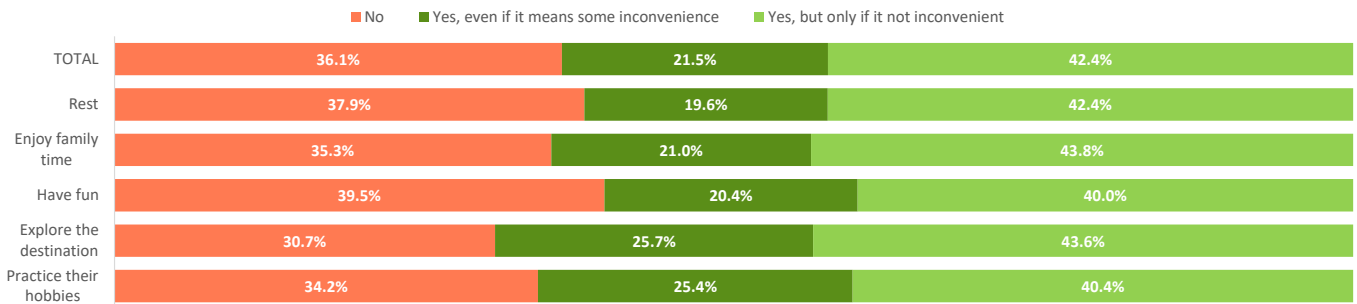
COUNTRY OF RESIDENCE

Where are they from?

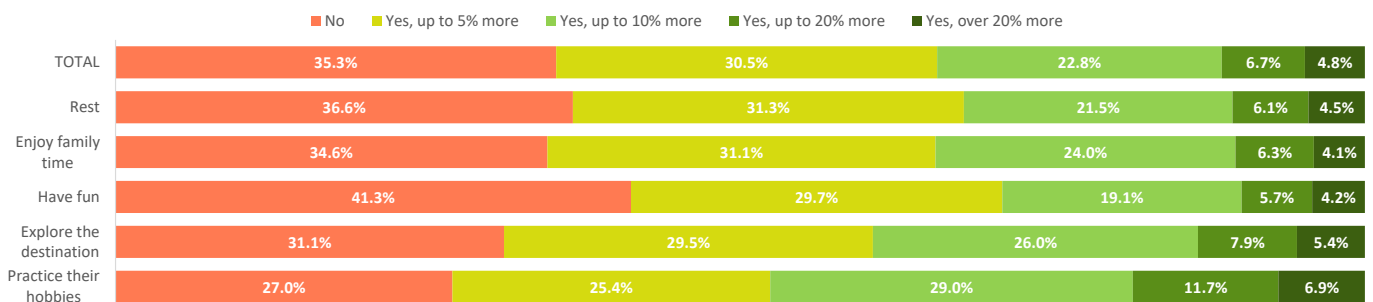
	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
United Kingdom	33.4%	43.5%	33.3%	39.9%	10.2%	16.2%
Germany	16.0%	14.8%	10.8%	15.0%	22.9%	24.1%
Spanish Mainland	13.3%	7.1%	17.2%	12.4%	23.0%	11.8%
France	5.4%	3.2%	3.8%	2.5%	13.1%	8.8%
Netherlands	4.5%	4.2%	3.8%	8.7%	3.7%	4.8%
Italy	4.3%	3.8%	4.1%	3.4%	6.1%	5.1%
Ireland	3.8%	5.3%	3.3%	3.5%	1.0%	2.0%
Belgium	2.9%	2.7%	2.5%	3.3%	3.6%	3.6%
Norway	2.3%	3.0%	3.1%	1.6%	0.6%	1.8%
Denmark	2.3%	2.4%	3.8%	1.4%	0.8%	5.2%
Sweden	2.1%	1.6%	5.8%	1.1%	0.6%	2.8%
Poland	1.9%	1.9%	0.7%	0.5%	3.8%	0.4%
Finland	1.1%	1.6%	1.3%	0.4%	0.3%	1.4%
Switzerland	1.1%	0.9%	0.8%	0.9%	1.4%	3.0%
Austria	1.0%	0.6%	0.6%	1.0%	1.7%	3.0%
Czech Republic	0.8%	0.6%	0.9%	0.2%	1.6%	1.5%
Others	3.9%	2.8%	4.2%	4.2%	5.6%	4.6%

SUSTAINABLE DESTINATION

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Percepcion of the following sustainability measures during their stay \*

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Quality of life on the island	8.1	8.1	8.1	8.0	8.1	7.8
Tolerance towards tourism	8.6	8.6	8.5	8.4	8.6	8.4
Cleanliness of the island	8.3	8.4	8.2	8.2	8.3	7.9
Air quality	8.5	8.5	8.4	8.2	8.6	8.4
Rational water consumption	7.5	7.6	7.4	7.3	7.4	7.0
Energy saving	6.9	7.0	6.9	6.7	6.9	6.4
Use of renewable energy	7.0	7.1	7.0	6.8	7.0	6.8
Recycling	7.1	7.3	7.1	7.0	7.0	6.6
Easy to get around by public transport	7.4	7.5	7.2	7.4	7.3	6.8
Overcrowding in tourist areas	6.7	6.7	6.7	6.5	6.7	6.3
Supply of local products	7.1	7.1	7.1	7.0	7.4	6.9

\* 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.