

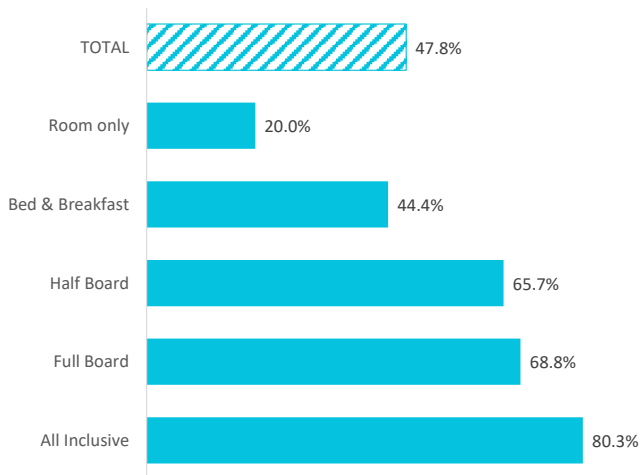
Tourist Expenditure Survey

PROFILE OF TOURIST BY MEAL PLANS (2022)

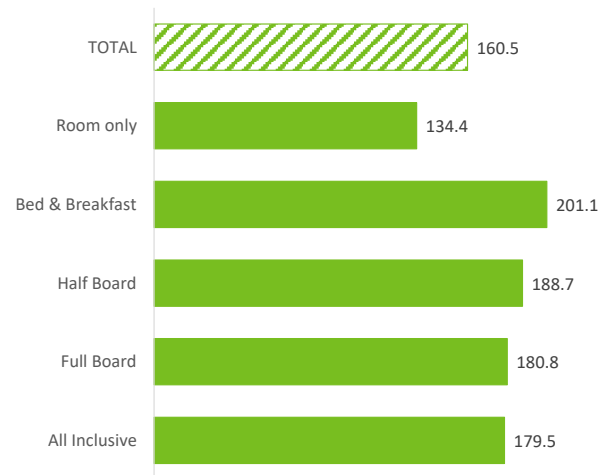
INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Tourist arrivals > 15 years old (EGT)	12,832,078	3,153,669	1,545,064	2,121,028	391,749	3,869,234
% Tourists	100%	24.6%	12.0%	16.5%	3.1%	30.2%
- Lanzarote	2,377,525	685,093	233,711	351,655	51,855	750,982
- Fuerteventura	1,822,701	284,625	98,094	240,229	83,837	950,945
- Gran Canaria	3,352,820	880,816	442,687	515,835	97,190	897,939
- Tenerife	5,083,082	1,243,881	742,334	968,998	153,134	1,233,427
- La Palma	132,040	35,583	23,682	37,980	1,963	21,010
% tourists who book holiday package	47.8%	20.0%	44.4%	65.7%	68.8%	80.3%
Expenditure per tourist (€)	1,314	1,192	1,426	1,514	1,428	1,407
- book holiday package	1,492	1,399	1,571	1,583	1,504	1,446
- holiday package	1,236	917	1,118	1,261	1,355	1,303
- others	256	482	453	322	148	144
- do not book holiday package	1,152	1,141	1,309	1,382	1,260	1,245
- flight	311	295	300	314	307	317
- accommodation	405	361	557	695	689	716
- others	436	484	452	373	263	211
Average length of stay	9.24	10.05	7.47	8.40	8.21	8.18
- book holiday package	8.45	9.30	7.84	8.65	8.31	8.30
- do not book holiday package	9.96	10.24	7.18	7.91	7.99	7.68
Average daily expenditure (€)	160.5	134.4	201.1	188.7	180.8	179.5
- book holiday package	186.1	162.7	210.0	192.7	189.8	182.3
- do not book holiday package	137.1	127.4	194.0	181.0	160.9	167.8
Total turnover (> 15 years old) (€m)	16,863	3,760	2,203	3,211	559	5,443
- book holiday package	9,143	882	1,079	2,205	405	4,493
- do not book holiday package	7,720	2,878	1,124	1,006	154	950

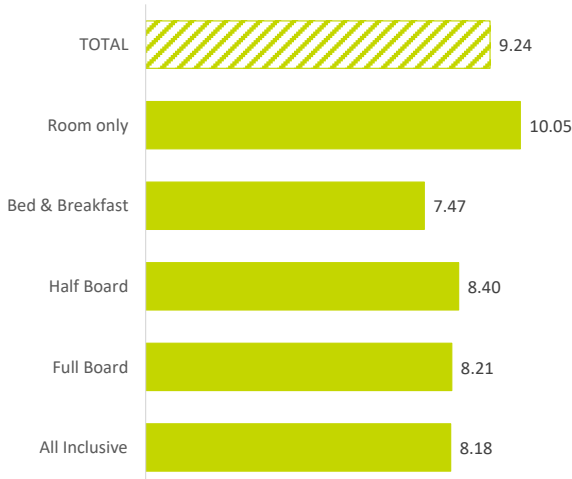
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



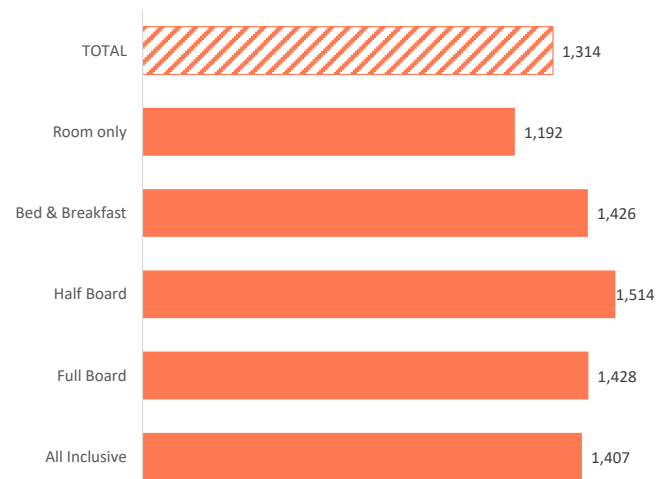
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



Tourist Expenditure Survey

PROFILE OF TOURIST BY MEAL PLANS (2022)

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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Accommodation:						
- Accommodation	84.4%	88.8%	94.0%	95.8%	92.7%	97.1%
- Additional accommodation expenses	7.1%	8.8%	9.8%	10.2%	6.9%	4.5%
Transport:						
- National/International Transport	95.8%	96.6%	94.5%	96.2%	93.8%	97.1%
- Flights between islands	5.0%	7.7%	6.0%	4.6%	4.1%	2.7%
- Taxi	51.8%	36.2%	52.5%	61.4%	62.0%	71.6%
- Car rental	32.0%	44.1%	36.0%	35.5%	22.4%	19.4%
- Public transport	9.6%	13.0%	8.6%	9.1%	6.6%	5.8%
Food and drink:						
- Food purchases at supermarkets	55.9%	82.8%	56.8%	53.1%	31.7%	29.0%
- Restaurants	66.4%	86.6%	89.7%	77.2%	32.8%	30.7%
Leisure:						
- Organized excursions	23.6%	21.9%	24.6%	29.5%	29.9%	25.3%
- Sport activities	7.9%	10.2%	9.3%	7.5%	6.7%	5.4%
- Cultural activities	2.5%	3.0%	2.2%	2.8%	2.4%	1.9%
- Museums	5.2%	7.3%	6.2%	5.7%	3.2%	2.8%
- Theme Parks	10.9%	11.0%	12.2%	12.9%	10.0%	10.5%
- Discos and pubs	9.9%	13.2%	11.6%	9.3%	5.5%	6.6%
- Wellness	5.2%	3.7%	6.8%	6.5%	5.3%	5.2%
Purchases of goods:						
- Souvenirs	40.0%	40.5%	38.5%	44.1%	35.2%	40.4%
- Real state	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
- Other expenses	0.7%	0.7%	0.8%	0.5%	0.4%	0.7%
Other:						
- Medical or pharmaceutical expenses	7.6%	8.4%	6.9%	7.8%	6.2%	6.8%
- Other expenses	5.4%	3.9%	4.8%	6.4%	6.5%	6.4%

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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Expenditure per tourist and trip (€)						
Accommodation:	810	607	796	896	983	900
- Accommodation	665	445	639	760	820	788
- Additional accommodation expenses	145	162	157	136	162	111
Transport:	711	626	672	732	751	718
- National/International Transport	377	310	356	399	433	426
- Flights between islands	79	79	80	74	78	64
- Taxi	90	67	84	104	99	98
- Car rental	134	144	128	125	118	113
- Public transport	32	27	25	31	23	17
Food and drink:	297	343	339	237	174	128
- Food purchases at supermarkets	104	122	87	70	57	44
- Restaurants	193	221	252	167	117	83
Leisure:	530	515	549	518	592	504
- Organized excursions	94	81	88	99	118	101
- Sport activities	100	107	123	92	103	88
- Cultural activities	55	50	47	56	82	53
- Museums	35	32	42	33	42	33
- Theme Parks	70	65	68	65	66	77
- Discos and pubs	99	106	104	91	117	87
- Wellness	78	74	77	83	65	65
Purchases of goods:	666	482	295	357	227	343
- Souvenirs	85	74	79	85	87	79
- Real state	360	325	86	81	60	130
- Other expenses	221	83	130	192	80	134
Other:	124	124	120	106	117	100
- Medical or pharmaceutical expenses	42	40	35	42	53	36
- Other expenses	81	85	85	64	64	64

Tourist Expenditure Survey

PROFILE OF TOURIST BY MEAL PLANS (2022)

TOURIST PROFILE

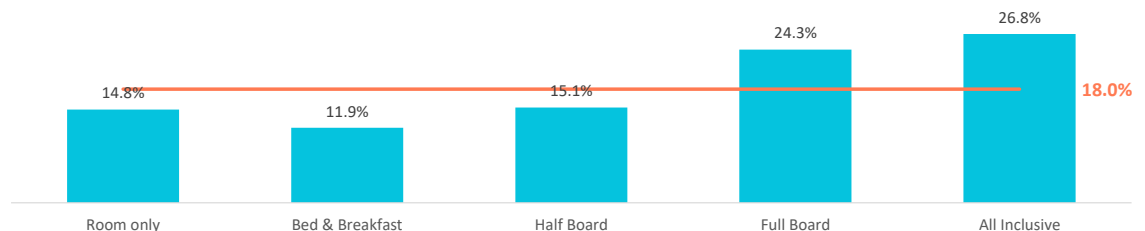
Who are they?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Gender						
Percentage of men	48.4%	50.5%	48.6%	47.8%	49.7%	45.9%
Percentage of women	51.6%	49.5%	51.4%	52.2%	50.3%	54.1%
Age						
Average age (tourists above 16 years old)	45.73	44.85	45.07	48.80	47.01	45.42
Standard deviation	16.0	16.0	15.6	16.1	16.4	15.4
Age range						
16-24 years old	10.4%	11.1%	9.5%	7.4%	10.4%	10.1%
25-30 years old	11.5%	13.1%	13.7%	9.4%	9.1%	9.9%
31-45 years old	29.4%	29.1%	28.7%	26.3%	30.9%	32.4%
46-60 years old	27.2%	26.5%	29.1%	29.1%	23.4%	28.6%
Over 60 years old	21.5%	20.2%	18.9%	27.9%	26.2%	19.0%
Occupation						
Salaried worker	57.4%	58.1%	60.5%	55.1%	53.5%	60.5%
Self-employed	10.8%	11.7%	11.0%	9.3%	10.6%	9.9%
Unemployed	1.0%	1.1%	0.9%	0.7%	1.3%	0.7%
Business owner	8.3%	6.8%	9.5%	8.7%	9.4%	8.9%
Student	4.6%	5.6%	3.6%	3.5%	3.6%	3.4%
Retired	16.5%	15.2%	13.3%	21.3%	20.2%	15.2%
Unpaid domestic work	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%
Others	0.8%	0.9%	0.5%	0.9%	0.9%	0.6%
Annual household income level						
Less than €25,000	14.3%	15.9%	11.7%	11.7%	14.8%	12.1%
€25,000 - €49,999	34.3%	36.3%	29.6%	33.5%	32.0%	34.0%
€50,000 - €74,999	25.4%	24.2%	24.3%	26.8%	27.1%	28.5%
More than €74,999	26.0%	23.6%	34.4%	28.0%	26.2%	25.5%
Education level						
No studies	3.6%	3.4%	3.3%	2.9%	2.8%	4.4%
Primary education	1.7%	1.4%	1.3%	2.1%	1.7%	1.8%
Secondary education	20.2%	18.6%	16.7%	21.4%	23.2%	23.4%
Higher education	74.5%	76.6%	78.6%	73.6%	72.4%	70.4%

Who do they come with?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Unaccompanied	10.0%	9.9%	10.0%	6.3%	7.0%	4.4%
Only with partner	46.1%	44.5%	53.2%	55.8%	41.8%	44.8%
Only with children (< 13 years old)	4.9%	3.5%	2.8%	4.2%	7.6%	7.6%
Partner + children (< 13 years old)	7.3%	5.8%	5.2%	6.3%	8.5%	10.7%
Other relatives	9.9%	10.2%	8.4%	9.2%	11.0%	10.9%
Friends	7.3%	10.9%	7.2%	4.5%	6.7%	5.7%
Work colleagues	0.6%	0.5%	1.8%	0.3%	1.5%	0.2%
Organized trip	0.3%	0.1%	0.4%	0.4%	0.9%	0.3%
Other combinations ⁽²⁾	13.7%	14.6%	10.9%	13.1%	15.2%	15.4%
⁽²⁾ Different situations have been isolated						
Tourists with children	18.0%	14.8%	11.9%	15.1%	24.3%	26.8%
- Between 0 and 2 years old	1.3%	1.1%	1.0%	1.2%	1.6%	1.8%
- Between 3 and 12 years old	15.5%	12.9%	10.0%	13.1%	20.9%	23.0%
- Between 0-2 and 3-12 years old	1.2%	0.8%	0.9%	0.9%	1.8%	2.0%
Tourists without children	82.0%	85.2%	88.1%	84.9%	75.7%	73.2%
Group composition:						
- 1 person	12.6%	12.7%	12.6%	8.1%	10.1%	6.2%
- 2 people	53.9%	53.1%	61.7%	63.1%	49.6%	52.1%
- 3 people	12.1%	11.6%	10.0%	11.0%	15.1%	14.7%
- 4 or 5 people	17.3%	18.4%	12.6%	14.7%	19.7%	21.4%
- 6 or more people	4.1%	4.2%	3.0%	3.1%	5.5%	5.5%
Average group size:	2.60	2.62	2.41	2.52	2.79	2.87

*People who share the main expenses of the trip



Tourist Expenditure Survey

PROFILE OF TOURIST BY MEAL PLANS (2022)

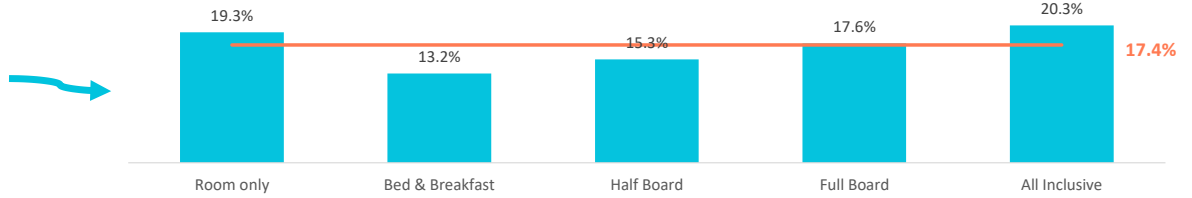


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
The same day	0.7%	0.7%	0.7%	0.6%	1.4%	0.6%
Between 1 and 30 days	27.8%	26.2%	30.9%	27.0%	25.1%	26.6%
Between 1 and 2 months	25.3%	25.4%	27.7%	26.2%	26.6%	22.6%
Between 3 and 6 months	28.8%	28.5%	27.4%	30.9%	29.2%	29.9%
More than 6 months	17.4%	19.3%	13.2%	15.3%	17.6%	20.3%

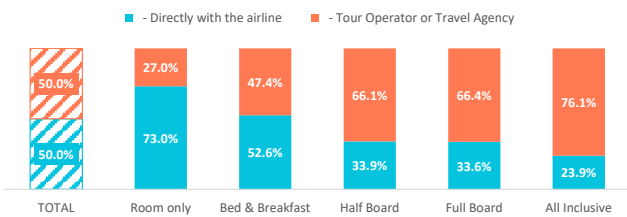
% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



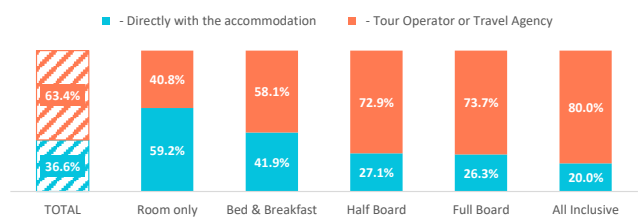
With whom did they book their flight and accommodation?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Flight						
- Directly with the airline	50.0%	73.0%	52.6%	33.9%	33.6%	23.9%
- Tour Operator or Travel Agency	50.0%	27.0%	47.4%	66.1%	66.4%	76.1%
Accommodation						
- Directly with the accommodation	36.6%	59.2%	41.9%	27.1%	26.3%	20.0%
- Tour Operator or Travel Agency	63.4%	40.8%	58.1%	72.9%	73.7%	80.0%

FLIGHT



ACCOMMODATION



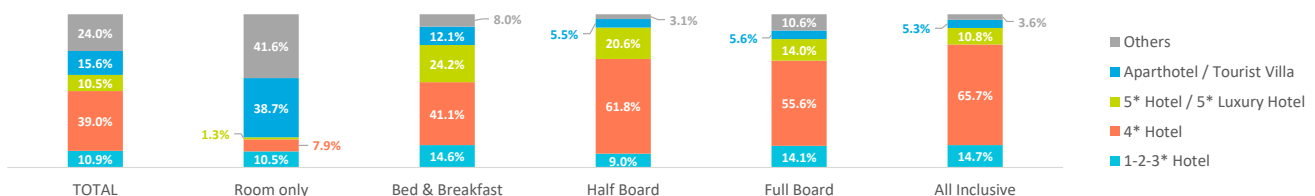
What do they book?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Room only	28.5%	100%	--	--	--	--
Bed and Breakfast	13.9%	--	100%	--	--	--
Half board	19.1%	--	--	100%	--	--
Full board	3.5%	--	--	--	100%	--
All inclusive	34.9%	--	--	--	--	100%

ACCOMMODATION

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
1-2-3* Hotel	10.9%	10.5%	14.6%	9.0%	14.1%	14.7%
4* Hotel	39.0%	7.9%	41.1%	61.8%	55.6%	65.7%
5* Hotel / 5* Luxury Hotel	10.5%	1.3%	24.2%	20.6%	14.0%	10.8%
Aparthotel / Tourist Villa	15.6%	38.7%	12.1%	5.5%	5.6%	5.3%
House/room rented in a private dwelling	7.2%	22.1%	0.9%	0.0%	0.0%	0.0%
Private accommodation ⁽¹⁾	8.7%	2.8%	0.2%	0.0%	0.0%	0.0%
Others (Cottage, cruise, camping,...)	8.1%	16.7%	6.9%	3.1%	10.6%	3.6%

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



Tourist Expenditure Survey

PROFILE OF TOURIST BY MEAL PLANS (2022)



TRIP MOTIVATION AND DESTINATION CHOICE

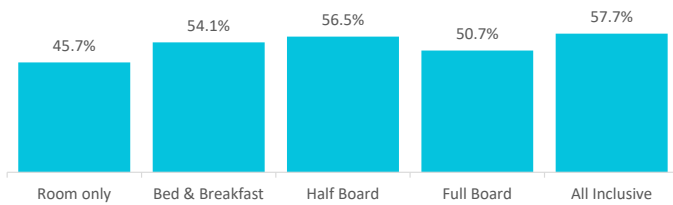
What is the main reason for visiting the Canary Islands?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Holidays	90.2%	92.7%	91.1%	97.5%	93.1%	98.4%
Family reasons	6.7%	4.1%	2.3%	0.9%	1.4%	0.7%
Business	1.4%	1.3%	4.2%	0.6%	2.1%	0.4%
Education and training	0.2%	0.2%	0.3%	0.0%	0.8%	0.0%
Sports training	0.4%	0.6%	0.3%	0.5%	1.3%	0.1%
Health	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%
Conventions and Exhibitions	0.2%	0.1%	0.7%	0.1%	0.4%	0.1%
Others	0.7%	0.8%	0.9%	0.3%	0.7%	0.2%

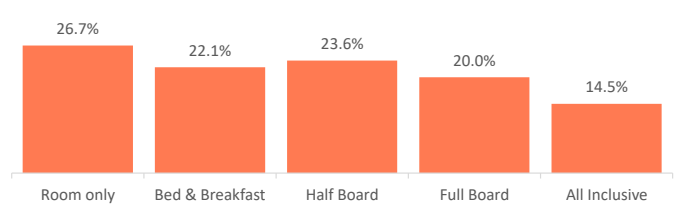
What is the main motivation for their holidays?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Rest	51.1%	45.7%	54.1%	56.5%	50.7%	57.7%
Enjoy family time	16.1%	12.8%	11.2%	10.1%	15.6%	16.7%
Have fun	8.5%	9.2%	8.7%	6.4%	8.9%	9.1%
Explore the destination	20.3%	26.7%	22.1%	23.6%	20.0%	14.5%
Practice their hobbies	1.9%	3.1%	1.8%	1.7%	2.1%	0.8%
Other reasons	2.1%	2.5%	2.0%	1.7%	2.6%	1.2%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Climate	75.0%	74.5%	76.0%	76.6%	74.0%	77.9%
Beaches	51.3%	46.7%	49.4%	53.4%	53.4%	56.6%
Sea	46.5%	43.0%	44.8%	48.3%	48.4%	48.0%
Landscapes	46.0%	47.4%	43.8%	46.0%	46.3%	45.1%
Environment	41.8%	34.6%	44.0%	47.7%	48.1%	51.5%
Hiking trail network	39.3%	39.1%	37.0%	38.4%	40.7%	40.3%
Accommodation supply	37.5%	33.6%	36.8%	38.8%	39.8%	41.0%
Historical heritage	36.5%	35.2%	34.9%	38.6%	38.7%	37.1%
Culture	35.8%	36.0%	33.0%	33.0%	36.4%	40.0%
Fun possibilities	34.1%	39.7%	33.1%	33.6%	35.9%	26.5%
Nightlife	33.3%	36.7%	33.3%	32.2%	30.9%	28.7%
Shopping	26.6%	26.8%	30.8%	25.7%	24.7%	23.3%
Gastronomy	23.3%	22.7%	22.4%	20.7%	25.3%	25.4%
Effortless trip	22.3%	23.6%	21.7%	21.0%	24.6%	19.8%
Safety	11.8%	12.3%	12.0%	10.5%	15.2%	11.3%
Tranquility	10.1%	13.5%	9.4%	9.3%	11.1%	5.5%
European belonging	9.1%	9.4%	9.1%	7.8%	10.5%	9.0%
Price	9.0%	9.1%	9.1%	8.9%	11.5%	7.6%
Exoticism	8.4%	8.7%	7.8%	8.3%	12.5%	6.6%
Authenticity	7.9%	9.9%	8.5%	5.7%	7.6%	6.8%

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

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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Previous visits to the Canary Islands	49.8%	52.2%	46.8%	52.2%	39.2%	47.2%
Friends or relatives	30.4%	34.2%	29.2%	23.3%	24.3%	21.5%
Internet or social media	54.2%	57.4%	60.2%	57.1%	46.2%	56.6%
Mass Media	2.0%	2.3%	1.9%	1.7%	1.7%	2.4%
Travel guides and magazines	7.0%	8.0%	8.2%	8.5%	6.0%	6.6%
Travel Blogs or Forums	6.9%	9.7%	8.9%	7.2%	3.2%	5.0%
Travel TV Channels	0.8%	0.6%	0.6%	0.9%	0.7%	0.9%
Tour Operator or Travel Agency	20.7%	7.9%	18.7%	29.7%	30.4%	34.1%
Public administrations or similar	1.3%	1.4%	1.2%	1.1%	2.3%	1.2%
Others	3.2%	3.8%	3.6%	2.1%	3.6%	2.1%

* Multi-choice question

Tourist Expenditure Survey

PROFILE OF TOURIST BY MEAL PLANS (2022)

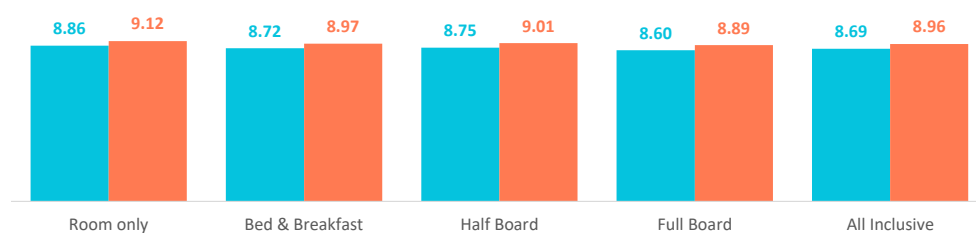


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Average rating	8.85	8.86	8.82	8.83	8.74	8.79
Experience in the Canary Islands	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Worse or much worse than expected	2.8%	2.6%	2.5%	2.7%	3.8%	3.4%
Lived up to expectations	53.5%	53.6%	52.0%	52.6%	52.9%	53.7%
Better or much better than expected	43.7%	43.8%	45.5%	44.6%	43.3%	42.9%
Future intentions (scale 1-10)	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Return to the Canary Islands	8.82	8.86	8.72	8.75	8.60	8.69
Recommend visiting the Canary Islands	9.06	9.12	8.97	9.01	8.89	8.96

RETURN TO THE CANARY



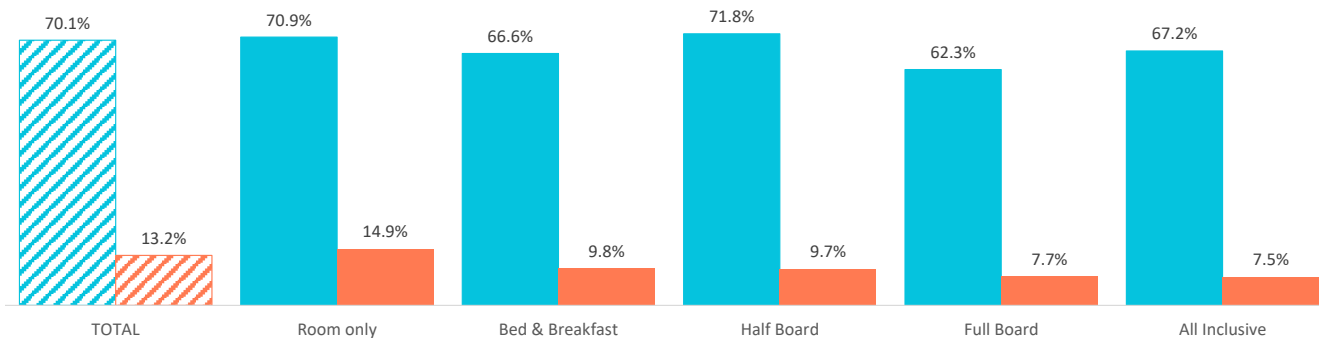
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Repeat tourists	70.1%	70.9%	66.6%	71.8%	62.3%	67.2%
At least 10 previous visits	19.1%	21.8%	15.3%	15.6%	11.1%	13.1%
Repeat tourists (last 5 years)	62.7%	64.3%	58.3%	62.9%	53.6%	58.7%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	14.9%	9.8%	9.7%	7.7%	7.5%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
One island	92.6%	91.0%	91.6%	93.2%	89.8%	95.0%
Two islands	6.3%	7.8%	7.3%	5.9%	8.7%	4.1%
Three or more islands	1.1%	1.2%	1.1%	0.9%	1.5%	1.0%

Visited islands during their trip (with overnight staying)

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Lanzarote	19.3%	22.6%	15.9%	17.0%	14.2%	19.8%
Fuerteventura	15.0%	10.2%	7.0%	11.7%	22.0%	25.0%
Gran Canaria	26.8%	28.8%	29.5%	24.8%	26.2%	23.6%
Tenerife	40.5%	40.8%	49.2%	46.3%	40.3%	32.5%
La Gomera	0.6%	1.0%	0.9%	0.6%	0.7%	0.1%
La Palma	1.5%	1.7%	2.1%	2.1%	1.3%	0.8%
El Hierro	0.2%	0.4%	0.2%	0.2%	0.1%	0.0%
Cruise	0.2%	0.0%	0.0%	0.1%	0.7%	0.4%

Tourist Expenditure Survey

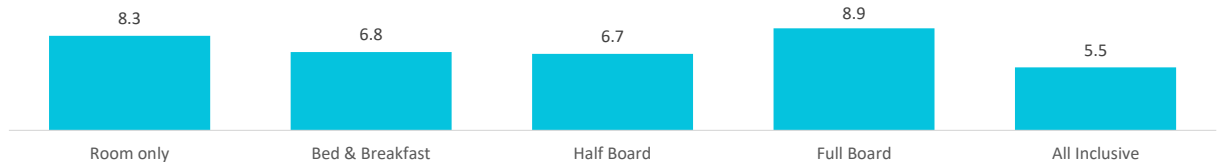
PROFILE OF TOURIST BY MEAL PLANS (2022)



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
0 hours	2.5%	0.8%	1.3%	2.6%	4.4%	5.2%
1 - 2 hours	10.7%	2.8%	5.6%	11.2%	15.7%	22.0%
3 - 6 hours	32.7%	24.5%	30.4%	36.6%	34.7%	39.1%
7 - 12 hours	45.1%	58.4%	49.7%	44.0%	37.2%	28.9%
More than 12 hours	9.0%	13.5%	12.9%	5.6%	8.1%	4.9%
Outdoor time per day	7.3	8.3	6.8	6.7	8.9	5.5



Activities in the Canary Islands

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Walk, wander	73.8%	78.0%	77.0%	74.8%	66.1%	69.0%
Beach	71.3%	75.2%	68.9%	69.8%	69.1%	70.1%
Swimming pool, hotel facilities	61.1%	50.3%	67.2%	71.0%	68.5%	74.4%
Explore the island on their own	48.7%	58.6%	51.4%	49.7%	37.6%	38.0%
Taste Canarian gastronomy	27.0%	35.4%	33.1%	25.4%	14.7%	14.8%
Hiking	18.5%	26.8%	18.9%	16.9%	12.2%	10.6%
Organized excursions	17.4%	12.9%	16.1%	21.5%	24.3%	22.5%
Nightlife / concerts / shows	15.3%	18.2%	17.2%	13.1%	10.2%	12.7%
Theme parks	14.4%	13.8%	14.4%	15.9%	16.3%	15.0%
Sea excursions / whale watching	12.7%	12.1%	13.3%	13.7%	12.8%	14.0%
Wineries / markets / popular festivals	10.6%	14.1%	9.5%	9.2%	6.7%	7.3%
Swim	10.1%	11.2%	11.1%	8.4%	7.6%	9.4%
Museums / exhibitions	10.0%	13.0%	11.5%	9.7%	7.5%	6.3%
Other Nature Activities	8.1%	11.4%	7.8%	7.6%	4.1%	4.9%
Running	5.9%	6.9%	6.1%	5.5%	6.8%	4.7%
Beauty and health treatments	5.9%	4.6%	7.6%	6.6%	7.8%	5.9%
Practice other sports	4.7%	5.0%	4.5%	4.4%	6.8%	4.0%
Astronomical observation	3.7%	4.4%	3.8%	3.3%	3.3%	2.9%
Cycling / Mountain bike	3.3%	4.2%	2.9%	3.5%	3.1%	2.3%
Surf	3.1%	5.3%	2.4%	1.7%	3.3%	1.2%
Scuba Diving	3.0%	3.8%	2.3%	2.4%	3.1%	2.6%
Golf	2.1%	2.3%	2.3%	2.0%	3.2%	1.7%
Windsurf / Kitesurf	1.2%	1.8%	0.6%	0.9%	2.1%	0.8%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Didn't have holidays	31.7%	27.9%	33.6%	32.6%	29.2%	38.2%
Canary Islands	20.4%	21.9%	14.9%	16.7%	16.8%	16.0%
Other destination	48.0%	50.2%	51.6%	50.7%	54.0%	45.8%

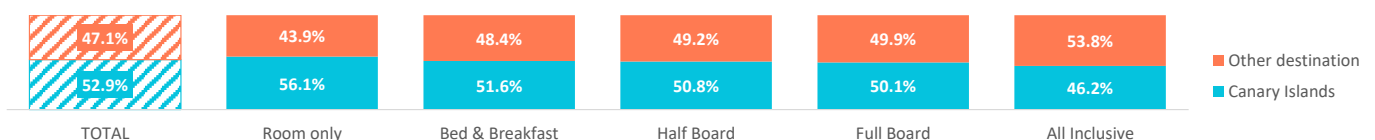
* Percentage of valid answers

What other destinations did they consider for this trip? *

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
None (I was clear about "this Canary Island")	28.3%	31.7%	28.7%	26.3%	25.2%	19.1%
Canary Islands (other island)	24.6%	24.4%	22.8%	24.6%	24.9%	27.2%
Other destination	47.1%	43.9%	48.4%	49.2%	49.9%	53.8%

* Percentage of valid answers

CONSIDERED DESTINATIONS



Tourist Expenditure Survey

PROFILE OF TOURIST BY MEAL PLANS (2022)



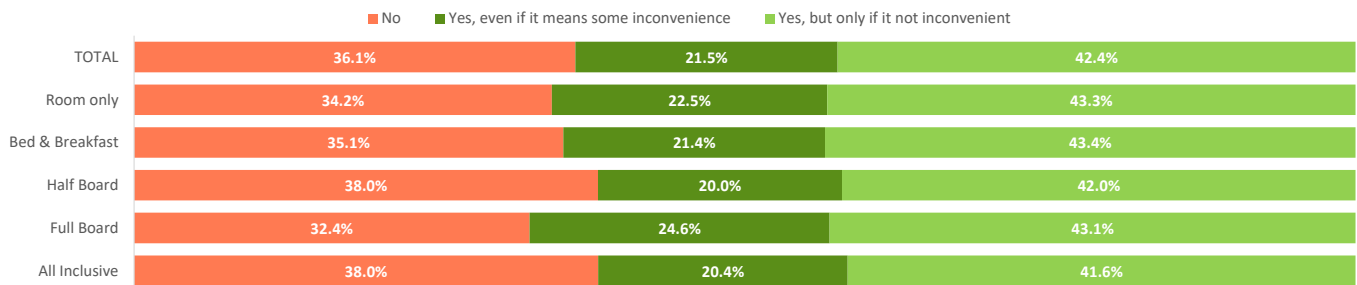
COUNTRY OF RESIDENCE

Where are they from?

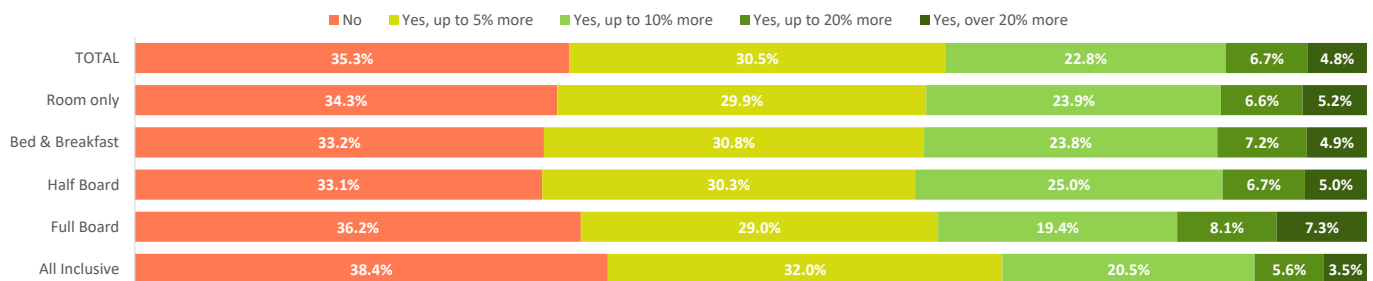
	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
United Kingdom	33.4%	31.0%	32.9%	31.0%	23.1%	39.7%
Germany	16.0%	11.8%	8.7%	21.9%	15.6%	20.3%
Spanish Mainland	13.3%	14.1%	17.1%	14.4%	17.0%	7.8%
France	5.4%	6.5%	4.2%	4.5%	12.7%	5.4%
Netherlands	4.5%	4.3%	5.0%	4.2%	1.7%	5.4%
Italy	4.3%	6.6%	3.2%	2.9%	4.9%	1.8%
Ireland	3.8%	5.3%	6.7%	3.0%	2.6%	2.0%
Belgium	2.9%	2.4%	1.5%	4.3%	3.1%	2.7%
Norway	2.3%	3.3%	3.8%	1.1%	1.5%	1.4%
Denmark	2.3%	2.4%	3.0%	2.0%	3.3%	2.5%
Sweden	2.1%	2.2%	3.1%	1.4%	2.7%	2.1%
Poland	1.9%	1.5%	0.8%	1.5%	1.0%	3.5%
Finland	1.1%	1.3%	2.5%	0.8%	3.7%	0.7%
Switzerland	1.1%	1.1%	1.6%	1.5%	1.4%	0.5%
Austria	1.0%	1.0%	0.9%	1.3%	0.5%	0.7%
Czech Republic	0.8%	0.9%	0.4%	0.8%	0.7%	0.9%
Others	3.9%	4.3%	4.5%	3.3%	4.5%	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	Room only	Bed & Breakfast	Half Board	Full Board	All Inclusive
Quality of life on the island	8.1	8.1	8.0	8.0	8.2	8.0
Tolerance towards tourism	8.6	8.6	8.6	8.6	8.7	8.6
Cleanliness of the island	8.3	8.2	8.4	8.4	8.4	8.4
Air quality	8.5	8.4	8.5	8.5	8.5	8.5
Rational water consumption	7.5	7.4	7.5	7.5	7.6	7.5
Energy saving	6.9	6.9	6.9	7.0	7.1	7.0
Use of renewable energy	7.0	7.0	6.9	7.0	7.1	7.1
Recycling	7.1	7.0	7.1	7.2	7.2	7.3
Easy to get around by public transport	7.4	7.3	7.3	7.4	7.3	7.5
Overcrowding in tourist areas	6.7	6.6	6.8	6.7	6.8	6.6
Supply of local products	7.1	7.2	7.1	7.0	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.