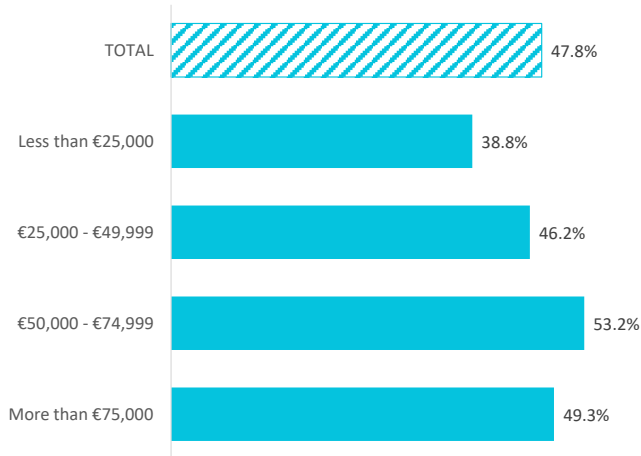


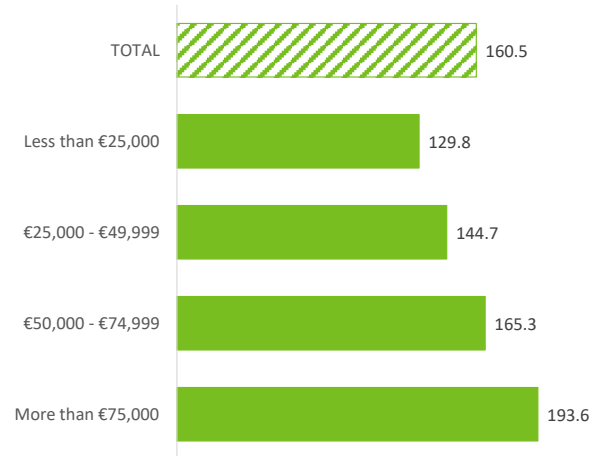
INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>12,832,078</b>	<b>1,835,114</b>	<b>4,397,187</b>	<b>3,260,394</b>	<b>3,339,384</b>
<b>% Tourists</b>	<b>100%</b>	<b>14.3%</b>	<b>34.3%</b>	<b>25.4%</b>	<b>26.0%</b>
- Lanzarote	2,377,525	303,861	774,309	617,497	681,858
- Fuerteventura	1,822,701	265,951	635,790	479,740	441,220
- Gran Canaria	3,352,820	466,933	1,140,587	874,304	870,995
- Tenerife	5,083,082	770,168	1,777,042	1,241,223	1,294,649
- La Palma	132,040	20,805	47,318	31,823	32,094
<b>% tourists who book holiday package</b>	<b>47.8%</b>	<b>38.8%</b>	<b>46.2%</b>	<b>53.2%</b>	<b>49.3%</b>
<b>Expenditure per tourist (€)</b>	<b>1,314</b>	<b>1,061</b>	<b>1,199</b>	<b>1,354</b>	<b>1,565</b>
- book holiday package	1,492	1,283	1,387	1,500	1,702
- holiday package	1,236	1,049	1,145	1,250	1,414
- others	256	234	242	250	288
- do not book holiday package	1,152	921	1,037	1,189	1,432
- flight	311	263	280	316	382
- accommodation	405	264	343	431	561
- others	436	395	414	442	489
<b>Average length of stay</b>	<b>9.24</b>	<b>9.54</b>	<b>9.37</b>	<b>9.10</b>	<b>9.04</b>
- book holiday package	8.45	8.35	8.56	8.47	8.33
- do not book holiday package	9.96	10.30	10.05	9.81	9.73
<b>Average daily expenditure (€)</b>	<b>160.5</b>	<b>129.8</b>	<b>144.7</b>	<b>165.3</b>	<b>193.6</b>
- book holiday package	186.1	162.5	170.3	186.2	215.6
- do not book holiday package	137.1	109.1	122.6	141.5	172.1
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>16,863</b>	<b>1,948</b>	<b>5,273</b>	<b>4,416</b>	<b>5,227</b>
- book holiday package	9,143	914	2,820	2,603	2,805
- do not book holiday package	7,720	1,034	2,453	1,813	2,421

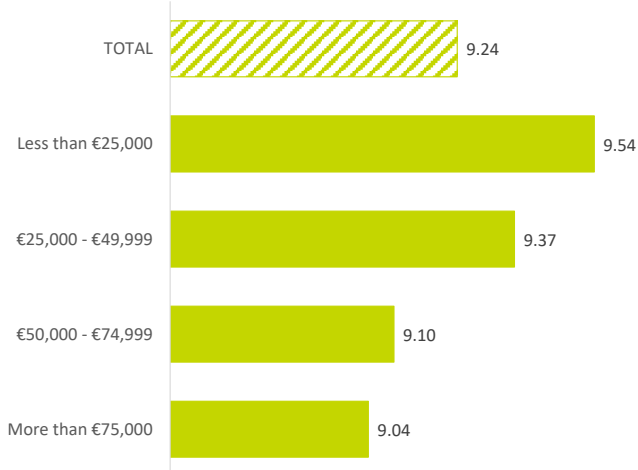
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



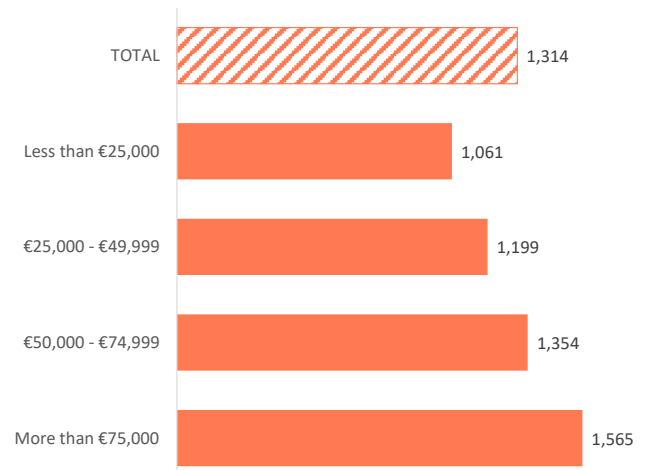
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



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

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Accommodation:</b>					
- Accommodation	84.4%	76.9%	83.4%	87.3%	87.0%
- Additional accommodation expenses	7.1%	7.4%	7.1%	6.9%	7.3%
<b>Transport:</b>					
- National/International Transport	95.8%	94.1%	95.8%	96.2%	96.3%
- Flights between islands	5.0%	6.3%	5.5%	4.1%	4.6%
- Taxi	51.8%	43.0%	50.2%	55.5%	55.0%
- Car rental	32.0%	34.0%	32.7%	31.1%	30.9%
- Public transport	9.6%	13.6%	10.8%	9.0%	6.6%
<b>Food and drink:</b>					
- Food purchases at supermarkets	55.9%	59.8%	56.1%	54.9%	54.6%
- Restaurants	66.4%	67.1%	66.2%	64.1%	68.6%
<b>Leisure:</b>					
- Organized excursions	23.6%	24.5%	24.2%	24.4%	21.7%
- Sport activities	7.9%	7.0%	7.0%	7.7%	9.8%
- Cultural activities	2.5%	3.1%	2.4%	2.4%	2.5%
- Museums	5.2%	5.5%	5.5%	5.1%	4.8%
- Theme Parks	10.9%	10.8%	11.0%	11.0%	10.6%
- Discos and pubs	9.9%	11.0%	10.4%	9.3%	9.4%
- Wellness	5.2%	3.5%	4.6%	5.6%	6.8%
<b>Purchases of goods:</b>					
- Souvenirs	40.0%	39.9%	40.5%	40.0%	39.4%
- Real state	0.2%	0.2%	0.1%	0.3%	0.3%
- Other expenses	0.7%	0.6%	0.7%	0.7%	0.8%
<b>Other:</b>					
- Medical or pharmaceutical expenses	7.6%	8.6%	7.3%	7.5%	7.6%
- Other expenses	5.4%	4.9%	5.2%	5.7%	5.4%

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

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Expenditure per tourist and trip (€)</b>					
<b>Accommodation:</b>	<b>810</b>	<b>646</b>	<b>729</b>	<b>814</b>	<b>990</b>
- Accommodation	665	521	598	680	806
- Additional accommodation expenses	145	125	132	134	184
<b>Transport:</b>	<b>711</b>	<b>635</b>	<b>670</b>	<b>724</b>	<b>793</b>
- National/International Transport	377	311	340	387	451
- Flights between islands	79	74	72	82	91
- Taxi	90	88	91	93	86
- Car rental	134	119	133	136	141
- Public transport	32	42	34	26	24
<b>Food and drink:</b>	<b>297</b>	<b>285</b>	<b>280</b>	<b>295</b>	<b>328</b>
- Food purchases at supermarkets	104	120	100	100	105
- Restaurants	193	165	180	195	223
<b>Leisure:</b>	<b>530</b>	<b>472</b>	<b>519</b>	<b>518</b>	<b>582</b>
- Organized excursions	94	84	93	93	103
- Sport activities	100	77	94	97	115
- Cultural activities	55	56	56	51	57
- Museums	35	33	35	34	36
- Theme Parks	70	59	68	72	75
- Discos and pubs	99	82	97	102	110
- Wellness	78	82	76	69	85
<b>Purchases of goods:</b>	<b>666</b>	<b>348</b>	<b>513</b>	<b>565</b>	<b>1,037</b>
- Souvenirs	85	78	80	84	96
- Real state	360	58	316	191	658
- Other expenses	221	212	117	290	283
<b>Other:</b>	<b>124</b>	<b>109</b>	<b>120</b>	<b>137</b>	<b>122</b>
- Medical or pharmaceutical expenses	42	45	38	42	47
- Other expenses	81	65	82	95	75

# Tourist Expenditure Survey

## PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2022)

### TOURIST PROFILE

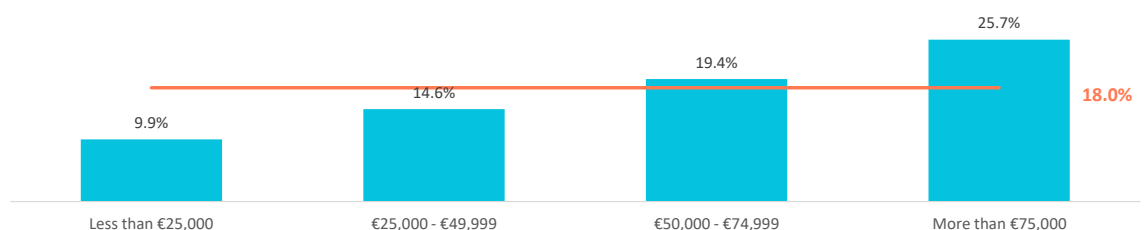
#### Who are they?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Gender</b>					
Percentage of men	48.4%	42.2%	46.8%	49.3%	53.1%
Percentage of women	51.6%	57.8%	53.2%	50.7%	46.9%
<b>Age</b>					
Average age (tourists above 16 years old)	45.73	41.78	45.66	46.72	47.01
Standard deviation	16.0	17.9	16.7	15.4	14.3
<b>Age range</b>					
16-24 years old	10.4%	21.7%	10.1%	8.0%	7.0%
25-30 years old	11.5%	15.9%	14.6%	9.9%	6.7%
31-45 years old	29.4%	23.4%	28.1%	30.7%	33.1%
46-60 years old	27.2%	17.3%	23.5%	30.0%	34.6%
Over 60 years old	21.5%	21.6%	23.7%	21.5%	18.6%
<b>Occupation</b>					
Salaried worker	57.4%	48.0%	56.7%	60.5%	60.4%
Self-employed	10.8%	11.0%	10.9%	10.7%	10.6%
Unemployed	1.0%	3.2%	0.8%	0.3%	0.5%
Business owner	8.3%	5.0%	6.4%	7.9%	12.9%
Student	4.6%	12.7%	3.6%	3.8%	2.4%
Retired	16.5%	18.3%	20.1%	15.6%	11.7%
Unpaid domestic work	0.6%	0.6%	0.5%	0.5%	0.8%
Others	0.8%	1.3%	0.9%	0.7%	0.5%
<b>Annual household income level</b>					
Less than €25,000	14.3%	100%	--	--	--
€25,000 - €49,999	34.3%	--	100%	--	--
€50,000 - €74,999	25.4%	--	--	100%	--
More than €74,999	26.0%	--	--	--	100%
<b>Education level</b>					
No studies	3.6%	4.1%	3.9%	3.3%	3.1%
Primary education	1.7%	2.9%	2.0%	1.3%	1.1%
Secondary education	20.2%	25.1%	23.6%	19.3%	14.1%
Higher education	74.5%	67.9%	70.5%	76.1%	81.7%

#### Who do they come with?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Unaccompanied	10.0%	15.2%	11.7%	8.2%	6.8%
Only with partner	46.1%	44.7%	48.0%	48.9%	41.9%
Only with children (< 13 years old)	4.9%	2.6%	4.3%	5.5%	6.3%
Partner + children (< 13 years old)	7.3%	2.9%	5.4%	8.1%	11.2%
Other relatives	9.9%	11.7%	10.0%	9.0%	9.7%
Friends	7.3%	11.3%	8.0%	5.6%	5.7%
Work colleagues	0.6%	0.8%	0.6%	0.4%	0.5%
Organized trip	0.3%	0.3%	0.3%	0.3%	0.3%
Other combinations <sup>(2)</sup>	13.7%	10.6%	11.6%	14.0%	17.7%
<i>(2) Different situations have been isolated</i>					
<b>Tourists with children</b>	<b>18.0%</b>	<b>9.9%</b>	<b>14.6%</b>	<b>19.4%</b>	<b>25.7%</b>
- Between 0 and 2 years old	1.3%	0.8%	1.3%	1.5%	1.5%
- Between 3 and 12 years old	15.5%	8.4%	12.4%	16.7%	22.3%
- Between 0-2 and 3-12 years old	1.2%	0.7%	0.9%	1.3%	1.9%
<b>Tourists without children</b>	<b>82.0%</b>	<b>90.1%</b>	<b>85.4%</b>	<b>80.6%</b>	<b>74.3%</b>
<b>Group composition:</b>					
- 1 person	12.6%	18.8%	14.4%	10.2%	9.1%
- 2 people	53.9%	56.1%	56.4%	56.1%	47.2%
- 3 people	12.1%	10.4%	11.0%	12.8%	13.7%
- 4 or 5 people	17.3%	11.1%	14.7%	17.0%	24.7%
- 6 or more people	4.1%	3.6%	3.5%	3.9%	5.4%
<b>Average group size:</b>	<b>2.60</b>	<b>2.35</b>	<b>2.48</b>	<b>2.62</b>	<b>2.88</b>

\*People who share the main expenses of the trip



# Tourist Expenditure Survey

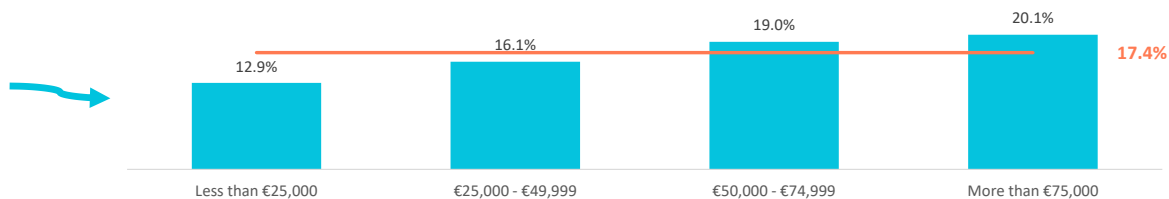
## PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2022)

### TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
The same day	0.7%	1.2%	0.6%	0.7%	0.7%
Between 1 and 30 days	27.8%	32.3%	28.4%	26.7%	25.6%
Between 1 and 2 months	25.3%	27.9%	25.9%	24.5%	23.7%
Between 3 and 6 months	28.8%	25.7%	29.0%	29.0%	29.9%
More than 6 months	17.4%	12.9%	16.1%	19.0%	20.1%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



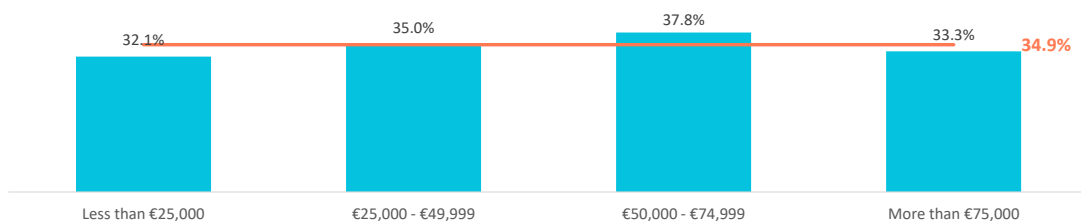
With whom did they book their flight and accommodation?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Flight</b>					
- Directly with the airline	50.0%	56.2%	50.7%	45.2%	50.5%
- Tour Operator or Travel Agency	50.0%	43.8%	49.3%	54.8%	49.5%
<b>Accommodation</b>					
- Directly with the accommodation	36.6%	39.5%	36.3%	33.7%	38.4%
- Tour Operator or Travel Agency	63.4%	60.5%	63.7%	66.3%	61.6%

What do they book?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Room only	28.5%	34.4%	30.5%	26.2%	25.1%
Bed and Breakfast	13.9%	12.5%	12.2%	12.9%	18.0%
Half board	19.1%	17.0%	18.9%	19.5%	20.1%
Full board	3.5%	4.0%	3.3%	3.6%	3.5%
All inclusive	34.9%	32.1%	35.0%	37.8%	33.3%

% TOURISTS WHO BOOK ALL INCLUSIVE



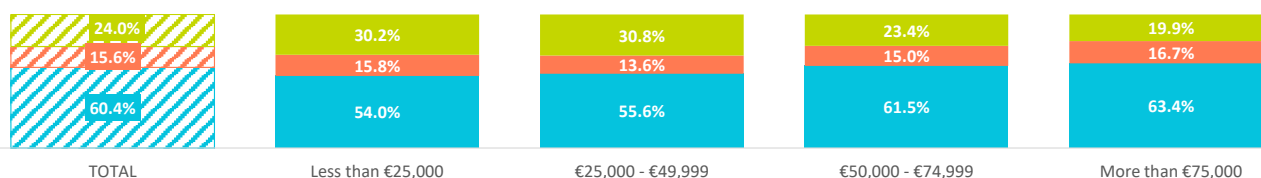
### ACCOMMODATION

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
1-2-3* Hotel	10.9%	12.2%	11.5%	10.6%	9.5%
4* Hotel	39.0%	33.3%	38.8%	43.2%	38.3%
5* Hotel / 5* Luxury Hotel	10.5%	5.5%	7.7%	10.6%	16.8%
Aparthotel / Tourist Villa	15.6%	16.7%	16.3%	14.9%	14.9%
House/room rented in a private dwelling	7.2%	8.3%	7.4%	6.8%	6.7%
Private accommodation <sup>(1)</sup>	8.7%	14.7%	9.5%	6.7%	6.4%
Others (Cottage, cruise, camping,...)	8.1%	9.3%	8.8%	7.1%	7.3%

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

#### TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



# Tourist Expenditure Survey

## PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2022)



### TRIP MOTIVATION AND DESTINATION CHOICE

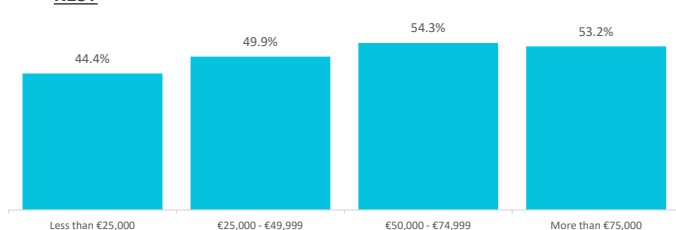
#### What is the main reason for visiting the Canary Islands?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Holidays	90.2%	84.3%	89.3%	92.6%	92.4%
Family reasons	6.7%	11.5%	7.9%	4.7%	4.6%
Business	1.4%	1.6%	1.4%	1.3%	1.5%
Education and training	0.2%	0.5%	0.1%	0.1%	0.1%
Sports training	0.4%	0.6%	0.4%	0.3%	0.5%
Health	0.1%	0.4%	0.1%	0.0%	0.2%
Conventions and Exhibitions	0.2%	0.1%	0.2%	0.2%	0.1%
Others	0.7%	0.9%	0.6%	0.6%	0.8%

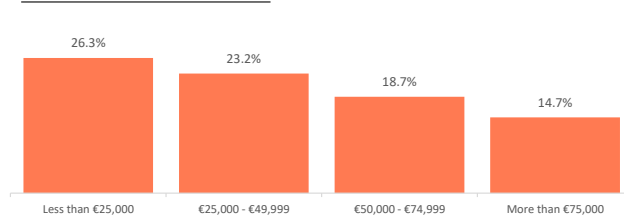
#### What is the main motivation for their holidays?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Rest	51.1%	44.4%	49.9%	54.3%	53.2%
Enjoy family time	16.1%	14.5%	14.5%	15.3%	19.7%
Have fun	8.5%	10.1%	8.6%	8.2%	7.9%
Explore the destination	20.3%	26.3%	23.2%	18.7%	14.7%
Practice their hobbies	1.9%	2.2%	1.7%	1.5%	2.4%
Other reasons	2.1%	2.5%	2.1%	2.0%	2.0%

#### REST



#### EXPLORE THE DESTINATION



#### Importance of each factor in the destination choice

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Climate	75.0%	68.1%	73.5%	76.6%	79.2%
Safety	51.3%	49.2%	50.6%	51.9%	52.8%
Tranquility	46.5%	47.0%	47.1%	46.0%	45.9%
Sea	46.0%	49.2%	45.7%	45.7%	44.9%
Accommodation supply	41.8%	35.2%	39.7%	42.9%	47.2%
Beaches	39.3%	43.1%	39.7%	38.9%	37.3%
Effortless trip	37.5%	35.5%	36.7%	37.5%	39.8%
European belonging	36.5%	38.7%	37.0%	35.7%	35.3%
Price	35.8%	40.0%	37.9%	34.7%	31.9%
Landscapes	34.1%	41.7%	37.2%	31.6%	28.1%
Environment	33.3%	39.0%	35.2%	30.4%	30.4%
Gastronomy	26.6%	26.9%	26.6%	25.2%	27.5%
Fun possibilities	23.3%	26.5%	23.4%	22.1%	22.6%
Authenticity	22.3%	27.5%	24.4%	20.0%	19.0%
Exoticism	11.8%	16.8%	13.4%	10.4%	8.5%
Hiking trail network	10.1%	12.9%	11.1%	8.7%	8.6%
Shopping	9.1%	11.4%	9.6%	8.3%	8.2%
Culture	9.0%	11.6%	9.7%	8.3%	7.3%
Historical heritage	8.4%	11.3%	9.5%	7.8%	5.9%
Nightlife	7.9%	10.0%	8.3%	6.8%	7.4%

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	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Previous visits to the Canary Islands	49.8%	39.3%	48.9%	51.6%	54.9%
Friends or relatives	30.4%	36.5%	30.9%	28.5%	28.1%
Internet or social media	54.2%	51.0%	53.6%	54.9%	56.1%
Mass Media	2.0%	2.5%	2.2%	1.9%	1.7%
Travel guides and magazines	7.0%	6.3%	6.7%	7.0%	7.8%
Travel Blogs or Forums	6.9%	8.5%	7.8%	6.1%	5.6%
Travel TV Channels	0.8%	0.9%	0.9%	0.6%	0.7%
Tour Operator or Travel Agency	20.7%	17.8%	20.4%	22.9%	20.6%
Public administrations or similar	1.3%	1.0%	1.4%	1.3%	1.4%
Others	3.2%	4.3%	3.1%	2.7%	3.0%

\* Multi-choice question

# Tourist Expenditure Survey

## PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2022)



### SATISFACTION AND LOYALTY INDICATORS

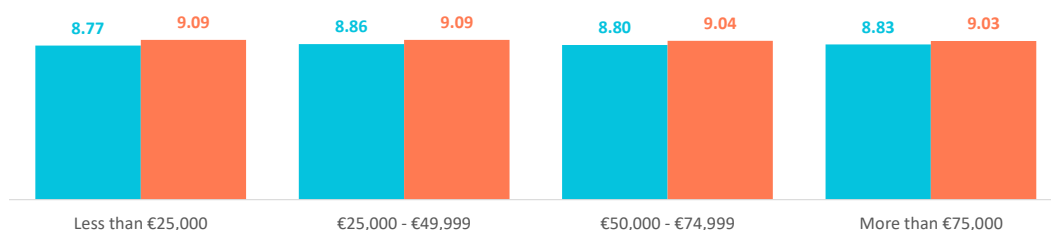
#### Satisfaction

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Satisfaction (scale 0-10)</b>					
Average rating	8.85	8.88	8.86	8.80	8.85
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	2.8%	3.4%	2.7%	3.0%	2.4%
Lived up to expectations	53.5%	50.1%	53.7%	54.2%	54.3%
Better or much better than expected	43.7%	46.5%	43.6%	42.8%	43.3%
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	8.82	8.77	8.86	8.80	8.83
Recommend visiting the Canary Islands	9.06	9.09	9.09	9.04	9.03

#### RETURN TO THE CANARY



8.82  
TOTAL



#### RECOMMEND VISITING THE CANARY ISLANDS



9.6  
TOTAL

#### How many are loyal to the Canary Islands?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Repeat tourists</b>	70.1%	61.6%	69.0%	72.2%	74.1%
At least 10 previous visits	19.1%	16.8%	18.7%	19.4%	20.6%
Repeat tourists (last 5 years)	62.7%	55.6%	62.0%	64.6%	65.6%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	13.1%	13.0%	13.0%	13.8%

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



### ISLANDS

#### How many islands do they visit during their trip?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
One island	92.6%	90.4%	92.2%	93.5%	93.4%
Two islands	6.3%	8.2%	6.7%	5.7%	5.4%
Three or more islands	1.1%	1.5%	1.1%	0.8%	1.2%

#### Visited islands during their trip (with overnight staying)

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Lanzarote	19.3%	17.5%	18.4%	19.6%	21.0%
Fuerteventura	15.0%	15.6%	15.1%	15.4%	14.0%
Gran Canaria	26.8%	26.4%	26.5%	27.3%	27.0%
Tenerife	40.5%	43.0%	41.4%	38.8%	39.6%
La Gomera	0.6%	0.6%	0.6%	0.5%	0.7%
La Palma	1.5%	1.8%	1.6%	1.2%	1.4%
El Hierro	0.2%	0.2%	0.2%	0.2%	0.3%
Cruise	0.2%	0.1%	0.2%	0.2%	0.2%

# Tourist Expenditure Survey

## PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2022)

### ACTIVITIES IN THE CANARY ISLANDS

#### Outdoor time per day

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
0 hours	2.5%	1.7%	2.1%	2.5%	3.6%
1 - 2 hours	10.7%	6.5%	9.1%	11.6%	14.2%
3 - 6 hours	32.7%	28.1%	30.9%	34.3%	35.9%
7 - 12 hours	45.1%	51.2%	47.7%	44.0%	39.4%
More than 12 hours	9.0%	12.5%	10.2%	7.6%	6.8%
<b>Outdoor time per day</b>	<b>7.3</b>	<b>8.3</b>	<b>7.7</b>	<b>7.1</b>	<b>6.6</b>



#### Activities in the Canary Islands

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Walk, wander	73.8%	75.8%	74.7%	72.5%	72.5%
Beach	71.3%	74.3%	71.2%	71.9%	69.4%
Swimming pool, hotel facilities	61.1%	53.3%	58.4%	63.8%	66.3%
Explore the island on their own	48.7%	54.8%	50.3%	47.5%	44.3%
Taste Canarian gastronomy	27.0%	30.1%	27.8%	26.1%	25.1%
Hiking	18.5%	21.0%	19.1%	18.2%	16.6%
Organized excursions	17.4%	18.8%	18.0%	17.5%	15.6%
Nightlife / concerts / shows	15.3%	19.2%	15.7%	13.7%	14.1%
Theme parks	14.4%	15.0%	14.4%	14.3%	14.0%
Sea excursions / whale watching	12.7%	13.0%	12.8%	12.6%	12.4%
Wineries / markets / popular festivals	10.6%	12.6%	11.1%	10.0%	9.2%
Swim	10.1%	9.3%	9.7%	9.8%	11.3%
Museums / exhibitions	10.0%	12.2%	10.3%	9.7%	8.5%
Other Nature Activities	8.1%	11.3%	8.7%	7.2%	6.4%
Running	5.9%	5.1%	4.9%	5.8%	7.8%
Beauty and health treatments	5.9%	4.8%	5.1%	5.9%	7.5%
Practice other sports	4.7%	5.1%	4.2%	4.4%	5.5%
Astronomical observation	3.7%	4.4%	3.6%	3.4%	3.5%
Cycling / Mountain bike	3.3%	2.3%	2.9%	3.1%	4.5%
Surf	3.1%	4.3%	3.3%	2.2%	3.2%
Scuba Diving	3.0%	3.5%	2.9%	3.0%	2.8%
Golf	2.1%	1.9%	1.6%	1.9%	3.2%
Windsurf / Kitesurf	1.2%	1.5%	0.9%	1.0%	1.7%

### COMPETITORS

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

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Didn't have holidays	31.7%	30.6%	32.3%	32.1%	32.1%
Canary Islands	20.4%	20.8%	21.1%	19.5%	19.8%
Other destination	48.0%	48.6%	46.6%	48.4%	48.1%

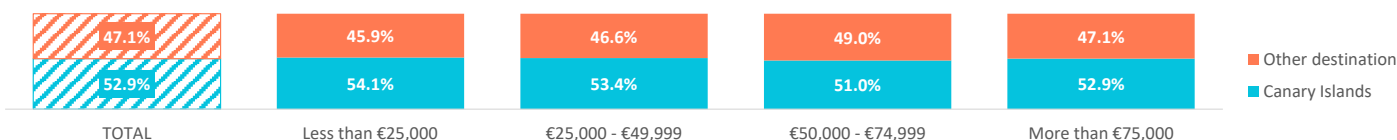
\* Percentage of valid answers

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

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
None (I was clear about "this Canary Island")	28.3%	29.2%	28.4%	27.0%	28.6%
Canary Islands (other island)	24.6%	24.9%	25.1%	24.0%	24.3%
Other destination	47.1%	45.9%	46.6%	49.0%	47.1%

\* Percentage of valid answers

#### CONSIDERED DESTINATIONS



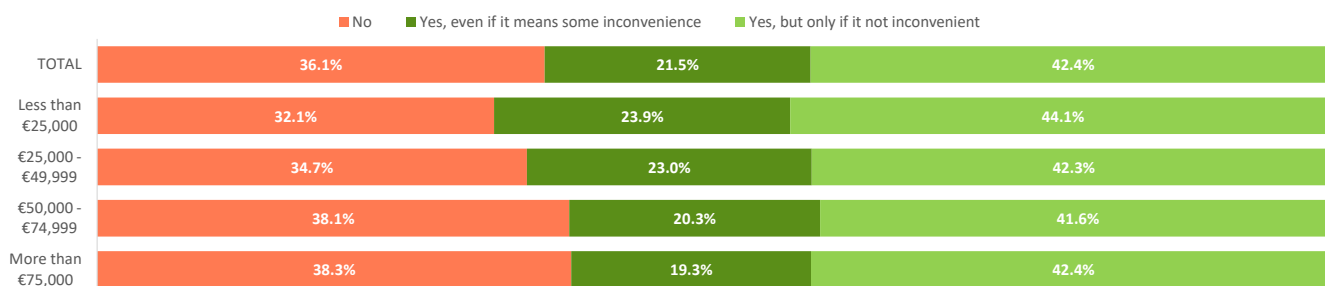
COUNTRY OF RESIDENCE

Where are they from?

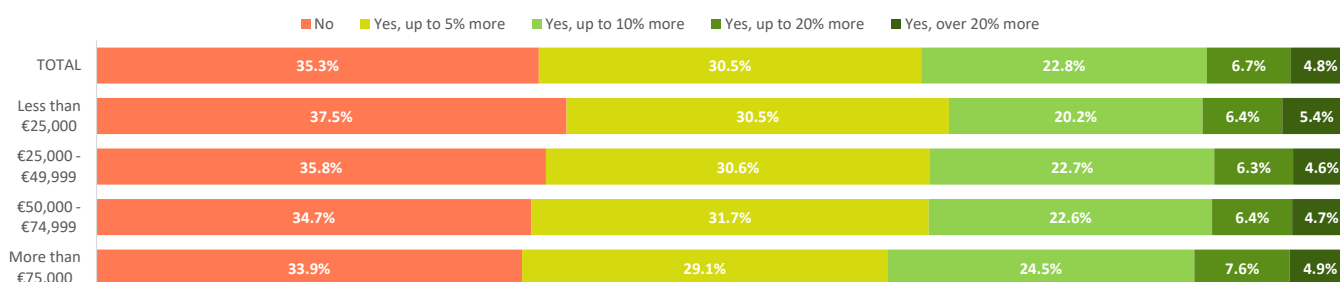
	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
United Kingdom	33.4%	24.9%	31.8%	34.1%	39.6%
Germany	16.0%	13.1%	15.1%	19.0%	16.0%
Spanish Mainland	13.3%	23.1%	17.6%	9.7%	5.9%
France	5.4%	4.8%	6.2%	5.7%	4.4%
Netherlands	4.5%	3.1%	3.8%	5.7%	5.0%
Italy	4.3%	7.7%	5.8%	3.1%	1.6%
Ireland	3.8%	1.9%	3.0%	3.9%	5.7%
Belgium	2.9%	2.8%	3.5%	2.9%	2.2%
Norway	2.3%	0.5%	0.9%	2.8%	4.7%
Denmark	2.3%	1.3%	1.4%	2.9%	3.4%
Sweden	2.1%	0.9%	1.8%	2.5%	2.7%
Poland	1.9%	4.5%	2.1%	1.5%	0.8%
Finland	1.1%	0.6%	1.1%	1.2%	1.4%
Switzerland	1.1%	0.4%	0.3%	0.7%	2.7%
Austria	1.0%	1.3%	1.0%	1.1%	0.5%
Czech Republic	0.8%	1.6%	1.2%	0.5%	0.2%
Others	3.9%	7.4%	3.5%	2.9%	3.4%

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	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Quality of life on the island	8.1	8.2	8.2	8.0	8.0
Tolerance towards tourism	8.6	8.6	8.6	8.6	8.5
Cleanliness of the island	8.3	8.3	8.3	8.3	8.3
Air quality	8.5	8.5	8.5	8.5	8.5
Rational water consumption	7.5	7.6	7.5	7.4	7.3
Energy saving	6.9	7.0	7.0	6.9	6.8
Use of renewable energy	7.0	7.2	7.1	7.0	6.9
Recycling	7.1	7.2	7.2	7.1	7.1
Easy to get around by public transport	7.4	7.5	7.5	7.4	7.1
Overcrowding in tourist areas	6.7	6.9	6.8	6.6	6.5
Supply of local products	7.1	7.4	7.3	7.1	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.