

Tourist profile by markets

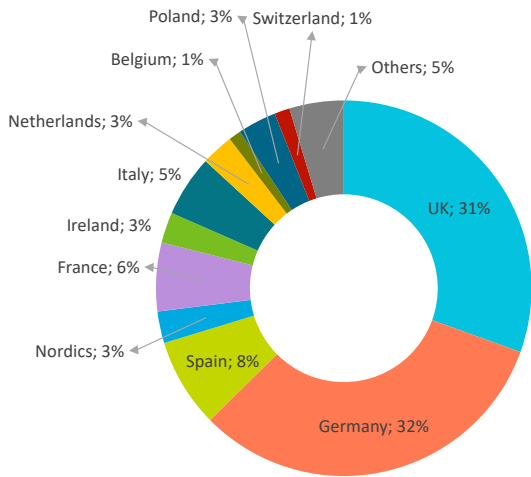
FUERTEVENTURA (2023)



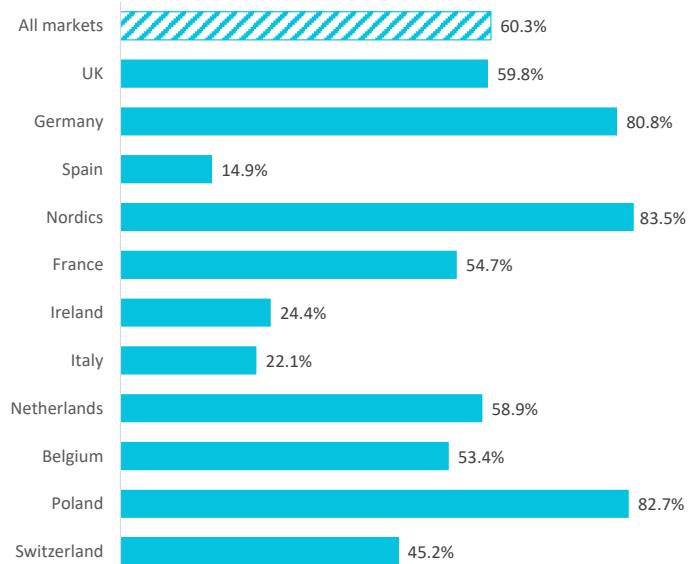
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	1,984,658	605,719	636,891	152,378	54,046	117,298	52,397	104,589	55,228	20,992	66,146	26,094
% Tourists	100%	30.5%	32.1%	7.7%	2.7%	5.9%	2.6%	5.3%	2.8%	1.1%	3.3%	1.3%
% tourists who book holiday package	60.3%	59.8%	80.8%	14.9%	83.5%	54.7%	24.4%	22.1%	58.9%	53.4%	82.7%	45.2%
Expenditure per tourist (€)	1,392	1,299	1,647	964	1,503	1,362	1,327	1,115	1,365	1,486	1,291	1,511
- book holiday package	1,524	1,409	1,692	1,135	1,445	1,406	1,325	1,345	1,532	1,616	1,327	1,552
- holiday package	1,342	1,210	1,529	928	1,241	1,224	945	1,179	1,292	1,455	1,151	1,366
- others	182	199	163	207	204	182	380	166	240	162	176	186
- do not book holiday package	1,191	1,135	1,457	934	1,796	1,309	1,328	1,050	1,125	1,336	1,119	1,477
- flight	345	318	459	234	546	369	362	315	335	450	327	351
- accommodation	425	398	556	348	667	554	471	326	413	469	362	618
- others	420	420	442	352	584	386	495	409	377	417	430	509
Average length of stay	9.42	9.52	10.26	7.25	8.77	8.19	9.77	10.43	8.55	9.75	7.63	9.04
Average daily expenditure (€)	164.9	161.8	172.3	143.6	190.4	174.5	155.3	139.9	169.0	188.1	172.1	181.8
Average daily expenditure without flight (€)	116.5	117.2	119.7	106.8	129.8	126.1	113.5	92.9	120.9	125.6	116.0	130.4
Average cost of the flight (€)	407.4	356.2	504.7	243.4	476.7	370.6	344.3	345.8	390.5	502.9	416.3	403.0
Total turnover (≥ 16 years old) (€m)	2,762	787	1,049	147	81	160	70	117	75	31	85	39
% Turnover	100%	28.5%	38.0%	5.3%	2.9%	5.8%	2.5%	4.2%	2.7%	1.1%	3.1%	1.4%
Tourist arrivals (FRONTUR)	2,274,859	702,055	716,685	170,997	64,858	132,159	62,599	117,762	62,090	23,819	-	-
Passenger arrivals on non-stop flights (AENA)	2,478,492	708,858	734,417	402,074	59,295	90,826	64,875	117,337	57,478	16,226	94,019	56,815
Children <16 years old (FRONTUR - EGT)	290,201	96,336	79,794	18,619	10,812	14,861	10,202	13,173	6,862	2,827	--	--

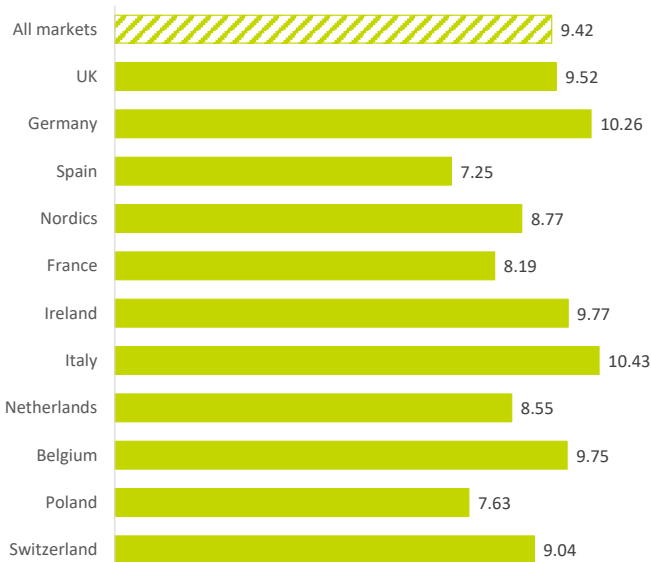
% TOURISTS (≥ 16 years old)



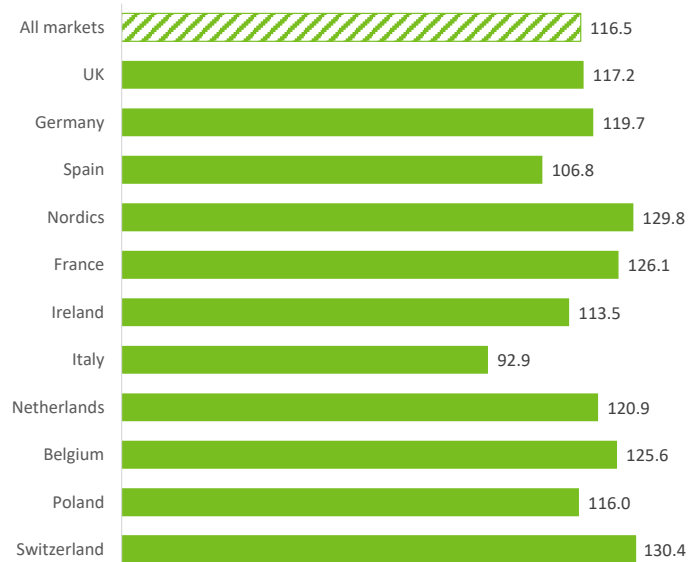
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Tourist profile by markets

FUERTEVENTURA (2023)

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

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Accommodation:												
- Accommodation	89.2%	86.4%	95.3%	82.7%	95.1%	92.3%	75.0%	78.9%	86.8%	89.1%	97.0%	96.9%
- Additional accommodation expenses	8.8%	7.1%	7.8%	13.4%	6.0%	14.3%	14.3%	8.7%	12.4%	9.3%	4.1%	20.3%
Transport:												
- National/International Transport	97.8%	98.9%	98.2%	95.4%	98.2%	95.4%	97.8%	96.5%	95.3%	97.1%	98.2%	99.2%
- Flights between islands	7.0%	5.2%	4.1%	14.0%	6.3%	11.1%	9.6%	15.0%	7.4%	11.5%	9.4%	8.6%
- Taxi	57.8%	65.4%	69.3%	17.7%	61.1%	53.8%	46.2%	24.9%	58.4%	44.6%	67.0%	31.9%
- Car rental	30.5%	16.6%	29.2%	58.0%	23.7%	38.4%	21.9%	54.2%	40.1%	44.4%	31.9%	41.1%
- Public transport	6.8%	5.8%	7.7%	8.3%	5.3%	5.4%	10.5%	3.4%	5.6%	5.1%	10.2%	10.0%
Food and drink:												
- Food purchases at supermarkets	55.5%	60.9%	49.2%	61.0%	61.9%	41.0%	70.5%	62.3%	61.9%	51.6%	42.4%	53.6%
- Restaurants	49.2%	56.8%	39.2%	58.3%	55.0%	38.3%	74.0%	55.7%	50.6%	60.2%	34.5%	46.2%
Leisure:												
- Organized excursions	21.3%	13.2%	23.7%	26.7%	16.7%	34.1%	13.2%	25.8%	18.0%	15.7%	45.5%	11.0%
- Sport activities	9.7%	7.6%	10.0%	8.1%	17.4%	9.8%	16.1%	8.6%	10.6%	18.5%	4.9%	22.2%
- Cultural activities	1.4%	1.6%	0.9%	1.9%	1.3%	0.6%	2.1%	0.8%	2.0%	1.7%	3.2%	1.1%
- Museums	2.2%	1.1%	2.4%	4.7%	3.5%	1.3%	1.4%	1.3%	1.7%	3.3%	4.0%	1.8%
- Theme Parks	4.3%	5.2%	3.6%	2.9%	2.1%	5.9%	7.8%	2.7%	6.5%	2.2%	4.8%	6.8%
- Discos and pubs	6.4%	11.0%	2.7%	7.6%	5.1%	2.2%	12.8%	10.3%	4.3%	1.0%	2.8%	3.3%
- Wellness	4.7%	3.7%	6.1%	4.9%	5.5%	6.3%	6.6%	3.0%	4.2%	5.7%	2.0%	7.9%
Purchases of goods:												
- Souvenirs	41.1%	42.8%	39.7%	42.3%	25.4%	43.3%	46.0%	40.8%	35.3%	42.1%	43.0%	30.1%
- Real estate	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.1%	1.4%
- Other purchases	0.7%	0.8%	0.8%	0.6%	0.0%	0.7%	0.0%	0.3%	0.4%	0.0%	0.6%	0.0%
Others:												
- Medical expenses	7.7%	8.5%	6.0%	9.7%	6.7%	5.3%	10.8%	9.4%	8.3%	13.9%	6.0%	10.3%
- Other expenses	7.2%	7.8%	7.1%	7.4%	7.5%	5.9%	3.1%	9.0%	8.5%	10.2%	7.7%	5.0%

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

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Expenditure per tourist and trip (€)												
Accommodation:	894	864	1,012	598	1,007	854	972	630	879	808	666	1,042
- Accommodation	740	719	903	458	704	709	670	498	693	744	593	735
- Additional accommodation expenses	154	145	109	141	303	145	302	132	186	64	73	306
Transport:	723	634	830	576	919	706	662	689	820	761	724	807
- National/International Transport	417	360	514	255	485	388	352	358	410	518	424	406
- Flights between islands	78	75	89	70	137	75	81	60	91	28	85	108
- Taxi	89	67	95	91	146	120	64	95	129	84	97	118
- Car rental	120	117	119	111	127	112	139	131	156	126	100	154
- Public transport	20	15	14	49	23	12	26	44	34	6	18	21
Food and drink:	249	285	195	230	229	226	358	289	232	202	185	233
- Food purchases at supermarkets	101	109	85	93	89	103	134	140	86	67	82	89
- Restaurants	148	176	110	137	140	123	224	150	145	135	103	144
Leisure:	541	539	482	553	397	572	475	553	566	512	583	718
- Organized excursions	99	81	107	71	109	138	98	83	95	107	117	92
- Sport activities	119	101	100	170	83	142	133	128	93	96	235	200
- Cultural activities	60	64	55	84	26	77	10	85	81	33	44	150
- Museums	34	60	24	25	19	46	15	19	42	14	44	92
- Theme Parks	57	58	64	50	74	48	56	44	61	82	46	48
- Discos and pubs	95	101	51	82	34	67	124	63	118	50	39	50
- Wellness	76	75	80	72	52	54	38	132	76	131	58	86
Purchases of goods:	492	297	474	149	79	136	90	442	168	109	159	204
- Souvenirs	71	66	68	78	79	74	90	62	68	109	84	101
- Real estate	169	0	0	0	0	0	0	357	0	0	13	102
- Other purchases	253	230	406	71	0	61	0	22	100	0	62	0
Others:	136	133	123	150	239	148	127	177	120	81	162	65
- Medical expenses	50	40	60	35	62	25	46	84	42	34	95	30
- Other expenses	86	93	63	115	177	123	81	93	78	47	67	36

Tourist profile by markets

FUERTEVENTURA (2023)

TOURIST PROFILE

Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	45.2%	38.2%	47.1%	51.7%	43.8%	47.6%	42.9%	48.6%	53.3%	51.0%	50.0%	60.1%
Percentage of women	54.8%	61.8%	52.9%	48.3%	56.2%	52.4%	57.1%	51.4%	46.7%	49.0%	50.0%	39.9%
Age												
Average age (tourists above 16 years old)	46.12	49.00	46.51	42.33	50.38	43.14	48.89	43.58	44.76	51.02	38.47	43.48
Standard deviation	16.2	15.4	17.4	13.6	16.6	14.6	16.8	16.0	15.4	15.0	12.8	15.3
Age range												
16-24 years old	10.1%	6.9%	11.8%	7.7%	8.0%	12.3%	9.5%	11.6%	12.1%	5.0%	17.4%	5.5%
25-30 years old	11.3%	7.3%	12.8%	16.2%	6.4%	11.8%	10.4%	15.8%	10.4%	5.9%	14.2%	19.0%
31-45 years old	29.0%	27.7%	24.8%	37.9%	26.0%	33.3%	22.9%	29.5%	27.2%	24.3%	44.5%	33.7%
46-60 years old	27.2%	31.6%	25.0%	26.4%	30.6%	28.4%	22.9%	26.2%	31.8%	40.1%	18.0%	23.2%
Over 60 years old	22.3%	26.5%	25.5%	11.8%	28.9%	14.2%	34.3%	16.8%	18.6%	24.7%	5.8%	18.7%
Occupation												
Salaried worker	58.3%	58.2%	58.3%	64.4%	50.0%	69.0%	52.8%	46.7%	62.6%	44.6%	50.9%	62.9%
Self-employed	11.2%	10.7%	8.3%	14.3%	11.5%	9.7%	12.4%	24.9%	6.2%	12.0%	22.9%	3.5%
Unemployed	0.7%	0.3%	0.4%	1.6%	0.0%	0.1%	1.9%	3.1%	0.0%	0.0%	0.5%	0.0%
Business owner	8.3%	5.0%	9.6%	9.4%	13.7%	3.8%	12.6%	7.0%	12.6%	13.0%	16.4%	12.5%
Student	3.7%	1.8%	3.7%	3.6%	3.3%	3.9%	1.7%	7.5%	7.8%	2.1%	4.9%	3.4%
Retired	16.8%	22.7%	18.8%	6.2%	20.9%	12.6%	16.9%	9.2%	8.2%	25.3%	4.4%	14.7%
Unpaid domestic work	0.3%	0.6%	0.1%	0.1%	0.0%	0.2%	1.8%	0.3%	0.7%	0.0%	0.0%	0.0%
Others	0.8%	0.7%	0.8%	0.5%	0.6%	0.6%	0.0%	1.3%	1.8%	3.0%	0.0%	3.0%
Annual household income level												
Less than €25,000	11.6%	12.8%	7.7%	18.0%	1.7%	11.8%	7.7%	14.4%	10.1%	5.8%	22.2%	5.1%
€25,000 - €49,999	33.6%	29.5%	30.7%	47.7%	22.4%	36.5%	36.1%	52.2%	30.8%	37.8%	40.6%	12.4%
€50,000 - €74,999	26.0%	25.2%	28.9%	21.6%	31.7%	28.9%	14.6%	19.6%	35.6%	36.4%	20.7%	28.6%
More than €74,999	28.9%	32.5%	32.6%	12.6%	44.2%	22.8%	41.6%	13.8%	23.6%	20.0%	16.5%	53.9%
Education level												
No studies	2.8%	8.3%	0.4%	0.6%	0.6%	0.4%	1.8%	0.4%	0.0%	0.0%	0.0%	0.6%
Primary education	1.8%	0.7%	3.0%	1.8%	2.2%	1.9%	0.0%	4.1%	0.0%	0.0%	0.6%	2.5%
Secondary education	20.9%	18.4%	24.4%	14.5%	23.0%	19.1%	19.5%	17.6%	35.5%	20.8%	20.7%	29.4%
Higher education	74.5%	72.5%	72.1%	83.2%	74.3%	78.6%	78.8%	77.9%	64.5%	79.2%	78.7%	67.6%

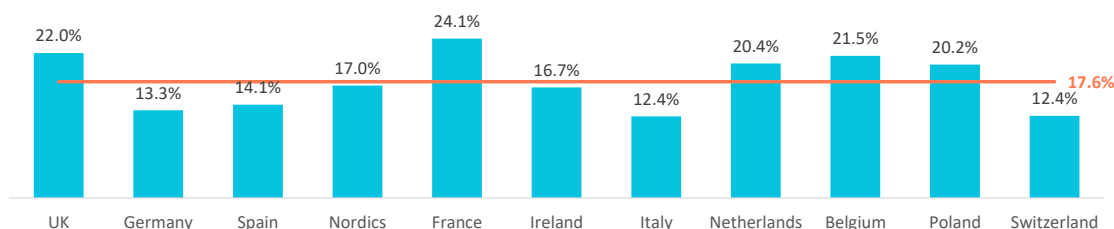
Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	10.8%	8.5%	12.8%	12.0%	10.1%	7.9%	13.9%	9.9%	12.1%	9.7%	4.0%	21.0%
Only with partner	47.6%	48.2%	50.6%	45.4%	42.0%	40.5%	57.3%	46.6%	43.2%	51.5%	45.1%	48.3%
Only with children (< 13 years old)	4.9%	4.5%	4.2%	4.5%	6.5%	9.0%	3.6%	4.7%	1.4%	11.8%	3.4%	3.3%
Partner + children (< 13 years old)	7.4%	8.9%	6.4%	7.2%	6.2%	8.8%	3.9%	4.6%	10.6%	3.9%	10.9%	3.5%
Other relatives	10.3%	14.1%	6.6%	8.6%	12.5%	10.6%	12.2%	9.3%	11.2%	7.7%	12.2%	5.0%
Friends	6.3%	4.3%	6.8%	9.8%	5.8%	6.1%	3.4%	11.2%	6.6%	5.7%	3.4%	8.7%
Work colleagues	0.3%	0.0%	0.3%	0.7%	0.4%	0.0%	0.0%	1.7%	0.0%	0.0%	0.8%	1.0%
Organized trip	0.2%	0.1%	0.1%	0.0%	0.0%	0.6%	0.0%	0.7%	0.4%	0.0%	0.0%	0.0%
Other combinations ⁽²⁾	12.3%	11.2%	12.1%	11.7%	16.4%	16.4%	5.6%	11.3%	14.4%	9.7%	20.2%	9.3%
<i>(2) Different situations have been isolated</i>												
Tourists with children	17.6%	22.0%	13.3%	14.1%	17.0%	24.1%	16.7%	12.4%	20.4%	21.5%	20.2%	12.4%
- Between 0 and 2 years old	1.5%	1.0%	1.4%	0.9%	1.1%	4.1%	1.2%	2.0%	2.0%	3.4%	0.8%	0.0%
- Between 3 and 12 years old	15.1%	19.5%	11.2%	12.0%	15.7%	18.7%	13.9%	9.9%	16.9%	16.4%	18.7%	11.3%
- Between 0-2 and 3-12 years old	1.1%	1.5%	0.7%	1.2%	0.3%	1.3%	1.7%	0.4%	1.5%	1.8%	0.8%	1.1%
Tourists without children	82.4%	78.0%	86.7%	85.9%	83.0%	75.9%	83.3%	87.6%	79.6%	78.5%	79.8%	87.6%
Group composition:												
- 1 person	13.0%	10.7%	14.2%	15.1%	11.2%	9.6%	17.0%	16.2%	15.4%	15.2%	4.5%	21.0%
- 2 people	56.5%	55.0%	61.5%	54.6%	47.4%	51.0%	59.5%	55.7%	49.2%	58.0%	58.0%	57.4%
- 3 people	12.4%	12.2%	11.4%	13.0%	13.2%	16.7%	9.0%	15.1%	11.8%	11.4%	16.1%	6.2%
- 4 or 5 people	15.4%	18.0%	11.4%	14.8%	25.0%	19.7%	10.4%	10.6%	19.9%	10.9%	18.1%	15.4%
- 6 or more people	2.7%	4.1%	1.4%	2.6%	3.2%	3.0%	4.1%	2.4%	3.8%	4.5%	3.3%	0.0%
Average group size:	2.48	2.64	2.30	2.44	2.77	2.65	2.39	2.37	2.61	2.38	2.69	2.18

*People who share the main expenses of the trip



%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN



Tourist profile by markets

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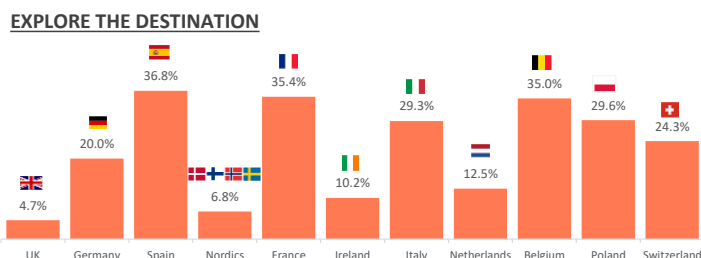
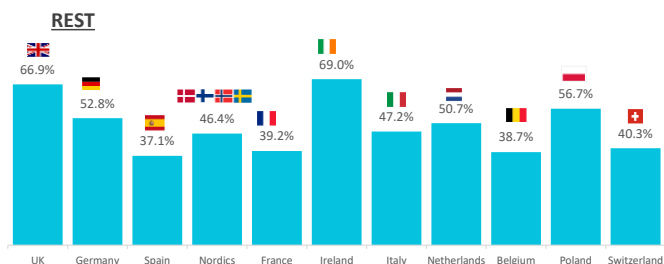
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Holidays	92.9%	93.3%	95.4%	84.8%	92.9%	95.2%	97.4%	82.1%	90.6%	95.4%	97.4%	96.6%
Family reasons	4.8%	5.7%	2.4%	10.1%	1.8%	4.0%	1.8%	10.4%	5.3%	4.2%	1.9%	0.6%
Business	0.9%	0.2%	1.0%	3.7%	0.7%	0.8%	0.0%	2.0%	1.4%	0.0%	0.3%	0.6%
Education and training	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.2%	0.0%
Sports training	0.7%	0.2%	0.5%	0.9%	4.4%	0.0%	0.0%	4.3%	0.7%	0.4%	0.0%	1.3%
Health	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Conventions and Exhibitions	0.2%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%	0.0%	0.0%
Others	0.4%	0.5%	0.4%	0.6%	0.0%	0.0%	0.8%	0.4%	0.6%	0.0%	0.3%	1.0%

What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Rest	54.4%	66.9%	52.8%	37.1%	46.4%	39.2%	69.0%	47.2%	50.7%	38.7%	56.7%	40.3%
Enjoy family time	13.0%	15.7%	9.6%	15.2%	28.5%	14.0%	11.2%	10.6%	13.6%	7.7%	9.3%	4.4%
Have fun	9.5%	9.9%	11.6%	8.1%	5.5%	5.3%	9.1%	6.4%	16.6%	6.3%	1.4%	14.3%
Explore the destination	17.9%	4.7%	20.0%	36.8%	6.8%	35.4%	10.2%	29.3%	12.5%	35.0%	29.6%	24.3%
Practice their hobbies	3.5%	2.3%	4.1%	1.9%	10.9%	4.3%	0.0%	2.3%	2.8%	9.6%	2.5%	10.5%
Other reasons	1.7%	0.5%	1.9%	0.8%	1.9%	1.9%	0.5%	4.1%	3.7%	2.6%	0.4%	6.2%



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Climate	77.8%	80.5%	78.1%	73.0%	79.5%	76.1%	83.8%	73.9%	72.9%	78.2%	77.7%	65.1%
Sea	59.6%	44.3%	74.3%	58.0%	48.3%	58.9%	59.0%	65.2%	51.2%	53.4%	64.1%	70.3%
Beaches	57.5%	45.1%	68.8%	62.5%	37.5%	54.0%	58.2%	67.5%	49.6%	45.7%	66.4%	60.6%
Safety	56.6%	65.1%	57.3%	42.0%	41.1%	49.7%	69.0%	40.2%	30.2%	44.9%	69.6%	39.9%
Tranquility	54.4%	49.3%	58.7%	57.9%	41.7%	54.3%	55.8%	57.8%	49.9%	51.3%	61.5%	48.9%
Accommodation supply	44.1%	54.1%	45.8%	24.3%	33.8%	44.5%	51.9%	24.0%	34.7%	37.8%	46.2%	27.0%
Effortless trip	40.7%	46.0%	48.0%	27.7%	17.1%	26.6%	53.4%	32.7%	13.6%	18.6%	28.4%	31.5%
Price	37.2%	48.2%	31.0%	29.0%	22.4%	43.6%	54.1%	33.9%	27.4%	22.4%	34.4%	16.2%
European belonging	36.9%	28.7%	40.8%	39.2%	37.5%	37.7%	50.4%	40.9%	32.1%	43.3%	51.7%	29.3%
Landscapes	30.2%	21.6%	23.7%	52.4%	13.9%	45.7%	39.2%	60.2%	18.4%	40.1%	54.2%	32.6%
Environment	29.8%	34.8%	16.8%	42.8%	24.7%	32.2%	42.8%	63.7%	6.0%	36.0%	44.1%	26.0%
Gastronomy	24.6%	26.8%	22.9%	28.3%	13.3%	16.1%	38.5%	23.9%	8.4%	22.4%	28.2%	38.4%
Fun possibilities	21.1%	24.5%	19.2%	20.6%	17.3%	15.2%	30.9%	13.7%	37.5%	18.4%	8.9%	25.3%
Authenticity	20.4%	18.8%	14.6%	32.0%	12.5%	32.7%	26.8%	26.2%	14.5%	24.9%	32.6%	13.0%
Exoticism	10.2%	6.7%	5.4%	16.4%	8.6%	25.3%	16.9%	10.8%	14.9%	17.5%	28.2%	6.3%
Shopping	7.3%	8.0%	5.9%	4.7%	4.0%	13.1%	20.3%	10.0%	1.1%	12.0%	3.0%	8.6%
Hiking trail network	7.2%	4.3%	3.9%	14.2%	9.1%	10.1%	10.1%	21.1%	7.0%	16.0%	12.6%	4.3%
Culture	7.1%	8.2%	4.8%	9.0%	4.9%	13.3%	8.3%	7.3%	4.9%	2.7%	7.2%	4.6%
Historical heritage	6.2%	6.0%	3.4%	11.1%	2.1%	11.9%	13.1%	10.1%	5.3%	2.0%	7.3%	6.6%
Nightlife	4.8%	6.9%	1.7%	4.7%	0.8%	5.4%	20.0%	6.7%	2.6%	0.4%	4.9%	2.5%

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?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	40.5%	50.1%	43.5%	32.6%	45.0%	20.0%	51.2%	24.1%	25.6%	32.4%	27.0%	29.4%
Friends or relatives	20.9%	22.2%	17.4%	30.2%	11.3%	16.2%	18.3%	32.2%	15.6%	8.0%	21.3%	20.2%
Internet or social media	51.6%	52.4%	49.4%	52.9%	49.0%	47.5%	54.1%	47.0%	60.7%	48.6%	60.4%	64.9%
Mass Media	1.6%	1.5%	1.4%	1.5%	1.5%	2.5%	0.0%	1.5%	0.8%	1.2%	4.6%	1.3%
Travel guides and magazines	5.4%	4.4%	6.3%	2.9%	1.4%	8.9%	1.6%	4.5%	4.4%	7.2%	6.0%	3.9%
Travel Blogs or Forums	5.4%	3.6%	3.9%	9.7%	2.0%	6.5%	7.4%	6.4%	3.4%	9.7%	20.7%	1.0%
Travel TV Channels	0.7%	0.5%	1.1%	0.1%	0.0%	0.3%	1.0%	0.7%	0.7%	3.0%	0.0%	0.0%
Tour Operator or Travel Agency	26.2%	24.8%	33.0%	9.1%	30.1%	29.1%	9.8%	18.7%	23.7%	29.8%	44.1%	18.0%
Public administrations or similar	0.4%	0.5%	0.2%	0.6%	0.0%	0.4%	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%
Others	2.3%	1.9%	2.5%	3.1%	4.2%	1.7%	0.7%	4.6%	2.3%	2.4%	2.5%	1.7%

* Multi-choice question

Tourist profile by markets

FUERTEVENTURA (2023)

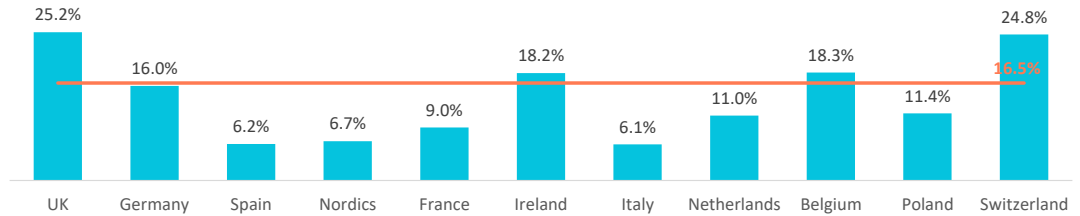


TRIP BOOKING

How far in advance do they book their trip?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
The same day	0.4%	0.1%	0.7%	1.0%	0.0%	0.5%	0.0%	0.9%	0.3%	0.9%	0.0%	0.0%
Between 1 and 30 days	23.2%	19.5%	21.3%	28.4%	29.8%	24.8%	14.6%	25.9%	28.4%	27.9%	43.9%	33.5%
Between 1 and 2 months	24.9%	20.7%	25.6%	32.3%	24.3%	23.4%	24.8%	38.3%	24.5%	25.9%	22.0%	19.5%
Between 3 and 6 months	34.9%	34.6%	36.4%	32.2%	39.2%	42.2%	42.3%	28.8%	35.8%	27.0%	22.8%	22.2%
More than 6 months	16.5%	25.2%	16.0%	6.2%	6.7%	9.0%	18.2%	6.1%	11.0%	18.3%	11.4%	24.8%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



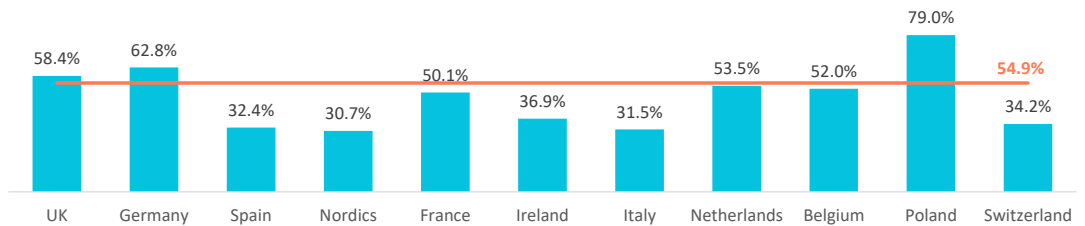
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	38.2%	43.3%	18.3%	75.4%	13.0%	44.2%	71.1%	64.0%	43.2%	44.7%	14.3%	52.0%
- Tour Operator or Travel Agency	61.8%	56.7%	81.7%	24.6%	87.0%	55.8%	28.9%	36.0%	56.8%	55.3%	85.7%	48.0%
Accommodation												
- Directly with the accommodation	25.9%	27.7%	13.3%	57.5%	10.8%	33.4%	47.0%	43.8%	28.8%	38.2%	9.2%	34.4%
- Tour Operator or Travel Agency	74.1%	72.3%	86.7%	42.5%	89.2%	66.6%	53.0%	56.2%	71.2%	61.8%	90.8%	65.6%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Room only	17.5%	19.1%	8.4%	30.8%	11.5%	18.0%	35.1%	43.8%	22.7%	17.8%	8.6%	27.4%
Bed and Breakfast	6.6%	8.2%	3.4%	11.1%	11.2%	5.1%	16.7%	7.8%	10.3%	7.3%	3.0%	9.0%
Half board	16.9%	12.8%	21.6%	20.1%	30.6%	11.2%	9.7%	13.4%	11.8%	19.8%	9.0%	24.9%
Full board	4.2%	1.6%	3.9%	5.6%	16.1%	15.6%	1.6%	3.6%	1.6%	3.1%	0.4%	4.6%
All inclusive	54.9%	58.4%	62.8%	32.4%	30.7%	50.1%	36.9%	31.5%	53.5%	52.0%	79.0%	34.2%

% TOURISTS WHO BOOK ALL INCLUSIVE

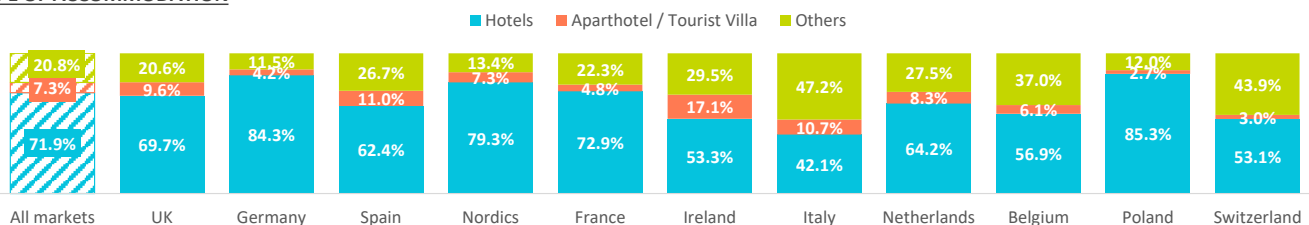


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	12.9%	13.1%	16.0%	10.2%	14.1%	9.9%	16.6%	6.5%	8.8%	9.1%	9.7%	7.9%
4* Hotel	54.9%	52.2%	63.7%	47.6%	60.1%	60.1%	32.6%	33.8%	52.8%	44.2%	73.4%	32.9%
5* Hotel / 5* Luxury Hotel	4.1%	4.4%	4.6%	4.6%	5.0%	2.9%	4.1%	1.7%	2.6%	3.6%	2.2%	12.3%
Aparthotel / Tourist Villa	7.3%	9.6%	4.2%	11.0%	7.3%	4.8%	17.1%	10.7%	8.3%	6.1%	2.7%	3.0%
House/room rented in a private dwelling	7.6%	7.2%	4.8%	10.4%	3.3%	8.5%	4.7%	20.5%	7.7%	7.7%	6.5%	14.9%
Private accommodation ⁽¹⁾	7.3%	10.4%	2.6%	11.6%	0.0%	2.7%	21.1%	16.0%	6.3%	8.0%	0.4%	2.0%
Others (Cottage, cruise, camping,...)	5.8%	3.1%	4.1%	4.6%	10.1%	11.0%	3.7%	10.7%	13.6%	21.3%	5.1%	27.0%

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

TYPE OF ACCOMMODATION



Tourist profile by markets

FUERTEVENTURA (2023)



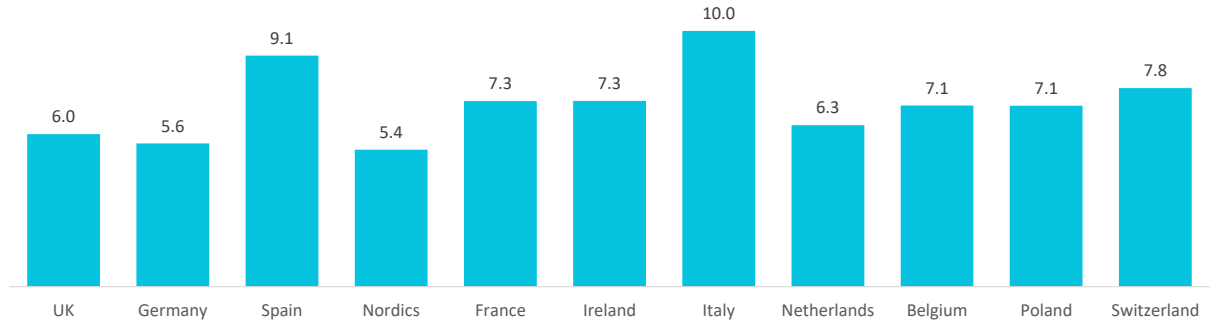
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
0 hours	4.0%	4.7%	5.5%	0.6%	12.3%	0.7%	0.0%	0.5%	4.1%	3.9%	0.4%	2.2%
1 - 2 hours	14.8%	16.8%	19.6%	5.5%	17.5%	13.4%	7.6%	0.8%	17.3%	4.6%	14.3%	12.8%
3 - 6 hours	34.8%	39.1%	38.3%	21.6%	38.0%	31.1%	38.0%	14.4%	34.4%	38.6%	34.4%	33.1%
7 - 12 hours	39.4%	34.1%	32.6%	57.3%	25.6%	47.0%	50.9%	65.1%	37.5%	49.9%	42.3%	30.8%
More than 12 hours	7.0%	5.3%	4.1%	14.9%	6.7%	7.8%	3.4%	19.2%	6.7%	2.9%	8.6%	21.2%
Outdoor time per day	6.6	6.0	5.6	9.1	5.4	7.3	7.3	10.0	6.3	7.1	7.1	7.8



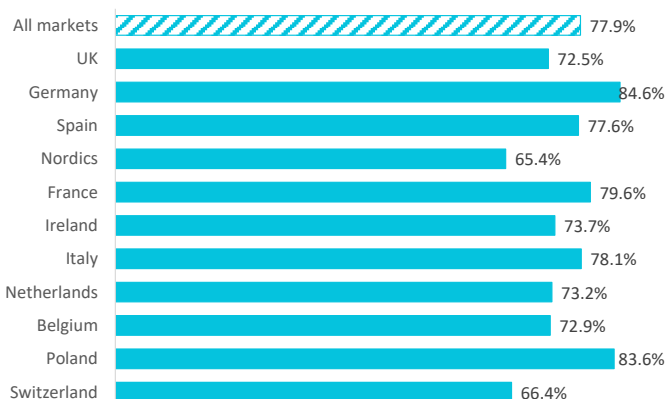
6.6
ALL MARKETS



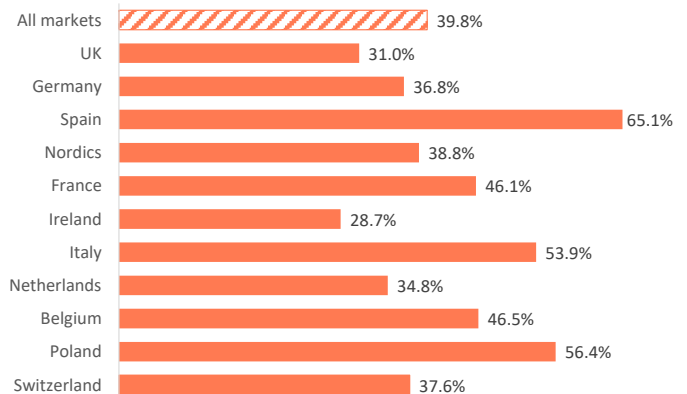
Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Beach	77.9%	72.5%	84.6%	77.6%	65.4%	79.6%	73.7%	78.1%	73.2%	72.9%	83.6%	66.4%
Walk, wander	61.0%	74.5%	45.3%	64.6%	61.1%	61.9%	76.9%	66.5%	50.9%	74.7%	73.1%	44.2%
Swimming pool, hotel facilities	54.1%	66.8%	43.5%	47.6%	67.8%	66.0%	60.6%	33.3%	58.5%	54.8%	68.4%	32.3%
Explore the island on their own	39.8%	31.0%	36.8%	65.1%	38.8%	46.1%	28.7%	53.9%	34.8%	46.5%	56.4%	37.6%
Taste Canarian gastronomy	19.1%	17.3%	20.1%	32.8%	12.6%	10.2%	15.3%	19.6%	14.2%	12.8%	19.8%	16.0%
Hiking	14.0%	5.6%	12.6%	22.5%	25.6%	23.5%	7.8%	14.1%	28.7%	31.2%	28.9%	17.8%
Organized excursions	13.8%	10.4%	13.5%	11.6%	8.8%	24.8%	12.2%	17.8%	8.1%	4.4%	37.5%	8.7%
Sea excursions / whale watching	9.7%	7.6%	11.1%	10.7%	7.0%	13.3%	7.6%	4.2%	12.1%	4.1%	13.8%	7.8%
Nightlife / concerts / shows	9.7%	16.2%	5.5%	9.5%	3.1%	7.5%	16.4%	10.5%	4.5%	7.6%	3.9%	9.1%
Swim	7.1%	10.9%	3.1%	1.9%	12.6%	5.2%	14.6%	4.0%	19.3%	8.7%	10.6%	2.3%
Wineries / markets / popular festivals	6.9%	6.9%	5.7%	9.3%	8.2%	7.5%	5.2%	8.8%	2.9%	7.0%	8.1%	9.3%
Other Nature Activities	6.7%	3.0%	7.9%	9.7%	4.1%	8.0%	6.1%	12.6%	9.1%	5.9%	3.2%	5.2%
Theme parks	5.9%	6.6%	5.4%	3.1%	4.8%	6.5%	7.0%	4.6%	6.1%	3.0%	10.6%	4.8%
Surf	5.6%	2.0%	6.0%	4.5%	8.4%	6.5%	5.6%	14.9%	6.5%	14.8%	4.3%	12.2%
Museums / exhibitions	5.2%	4.4%	4.5%	8.8%	3.6%	8.4%	3.1%	4.6%	2.5%	5.5%	7.8%	9.2%
Beauty and health treatments	5.0%	5.6%	4.8%	3.4%	3.8%	7.1%	11.8%	4.2%	4.5%	7.7%	2.1%	6.0%
Practice other sports	4.8%	3.2%	5.9%	2.8%	17.7%	6.0%	4.4%	3.3%	3.6%	8.2%	3.5%	6.6%
Running	4.5%	4.7%	1.4%	4.1%	15.1%	7.4%	1.6%	4.0%	16.9%	2.9%	7.9%	5.5%
Astronomical observation	3.5%	1.3%	5.8%	3.3%	6.7%	1.6%	2.2%	4.9%	4.8%	0.7%	2.7%	2.0%
Cycling / Mountain bike	2.7%	1.3%	3.9%	1.6%	8.9%	2.4%	2.1%	2.6%	2.2%	0.0%	2.4%	2.9%
Golf	2.6%	3.6%	1.6%	1.8%	4.0%	4.9%	10.4%	0.2%	1.6%	2.2%	2.8%	0.7%
Scuba Diving	2.4%	1.0%	3.5%	3.3%	2.4%	3.2%	0.8%	2.9%	0.4%	0.0%	0.9%	4.0%
Windsurf / Kitesurf	2.3%	1.3%	2.6%	2.1%	2.6%	4.7%	0.0%	0.6%	7.1%	1.0%	2.2%	9.2%

BEACH



EXPLORE THE ISLAND ON THEIR OWN



Tourist profile by markets

FUERTEVENTURA (2023)

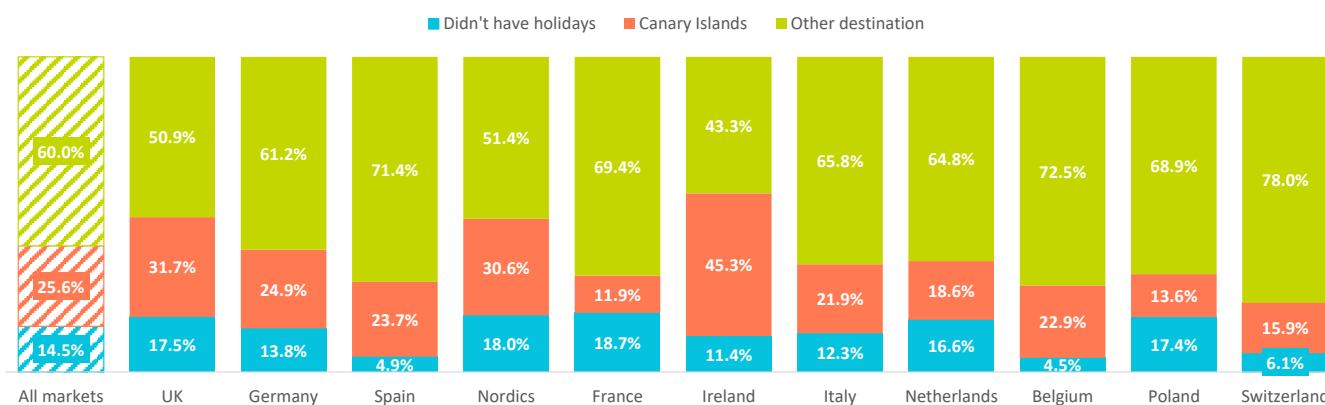


COMPETITORS

Where did they spend their main holiday last year? *

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Didn't have holidays	14.5%	17.5%	13.8%	4.9%	18.0%	18.7%	11.4%	12.3%	16.6%	4.5%	17.4%	6.1%
Canary Islands	25.6%	31.7%	24.9%	23.7%	30.6%	11.9%	45.3%	21.9%	18.6%	22.9%	13.6%	15.9%
Other destination	60.0%	50.9%	61.2%	71.4%	51.4%	69.4%	43.3%	65.8%	64.8%	72.5%	68.9%	78.0%
Balearic Islands	4.9%	4.5%	5.7%	8.7%	2.2%	5.2%	1.7%	4.2%	2.2%	1.9%	4.2%	0.7%
Rest of Spain	8.4%	7.4%	4.8%	31.1%	6.1%	7.7%	12.3%	4.9%	9.0%	14.1%	3.0%	3.3%
Italy	8.3%	4.3%	9.7%	6.2%	6.0%	7.6%	4.1%	24.2%	9.1%	5.0%	8.8%	25.3%
France	5.8%	4.7%	4.5%	4.4%	4.2%	18.8%	2.8%	5.3%	9.0%	14.9%	2.3%	13.4%
Turkey	3.4%	4.2%	4.0%	1.4%	1.3%	0.8%	0.5%	1.3%	0.6%	0.3%	11.0%	2.2%
Greece	8.6%	8.4%	9.9%	0.9%	14.0%	10.4%	6.4%	7.9%	8.2%	6.1%	14.8%	2.8%
Portugal	3.5%	3.1%	2.7%	4.6%	2.8%	4.3%	6.0%	2.3%	7.3%	4.3%	2.0%	12.1%
Croatia	2.7%	1.1%	3.9%	0.2%	2.7%	2.0%	1.7%	4.2%	2.2%	1.8%	5.6%	0.3%
Egypt	1.7%	1.0%	2.1%	0.8%	1.4%	1.1%	0.0%	2.8%	0.8%	3.1%	1.9%	5.8%
Tunisia	0.3%	0.0%	0.3%	0.1%	0.0%	1.3%	0.0%	0.8%	0.0%	0.7%	1.2%	0.0%
Morocco	0.7%	1.0%	0.4%	1.1%	1.0%	1.8%	0.0%	0.3%	0.0%	0.3%	0.0%	0.0%
Others	11.7%	11.2%	13.4%	11.8%	9.8%	8.4%	7.9%	7.7%	16.4%	20.1%	14.1%	12.1%

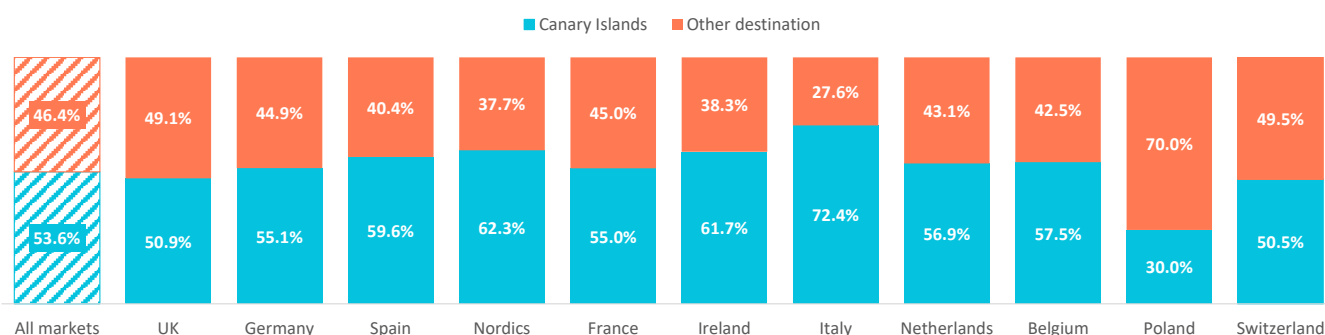
* Percentage of valid answers



What other destinations did they consider for this trip? *

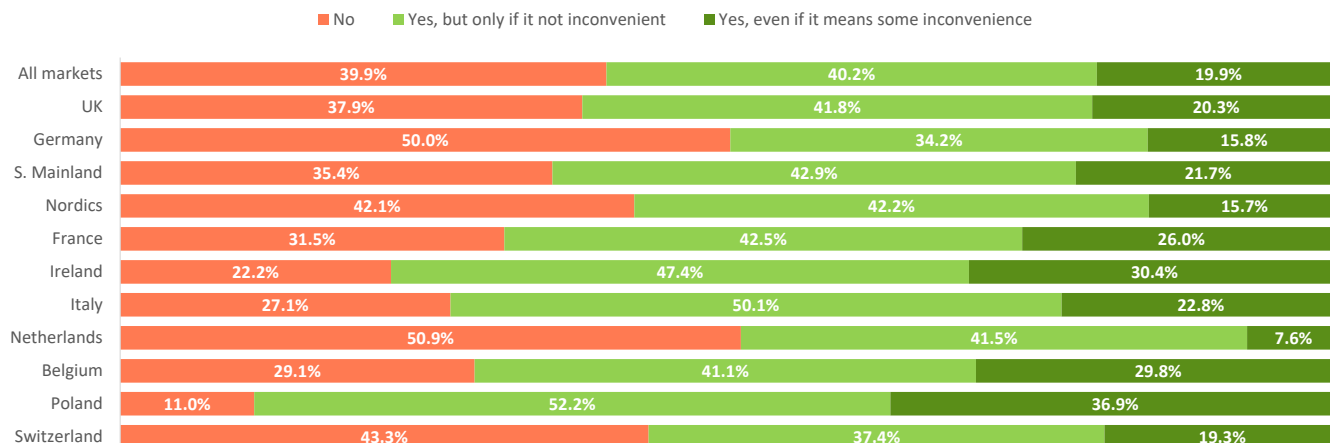
	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	26.6%	23.3%	27.8%	34.5%	33.8%	30.3%	34.1%	40.0%	27.3%	31.2%	8.3%	26.8%
Canary Islands (other island)	26.9%	27.7%	27.3%	25.0%	28.5%	24.7%	27.5%	32.3%	29.6%	26.3%	21.7%	23.7%
Other destination	46.4%	49.1%	44.9%	40.4%	37.7%	45.0%	38.3%	27.6%	43.1%	42.5%	70.0%	49.5%
Balearic Islands	6.5%	7.9%	6.0%	11.4%	3.1%	5.8%	1.8%	5.8%	4.9%	1.9%	4.1%	3.0%
Rest of Spain	7.3%	9.2%	4.8%	7.5%	6.3%	4.8%	12.2%	3.0%	7.6%	4.8%	11.2%	7.6%
Italy	4.7%	4.0%	4.2%	5.7%	5.0%	4.5%	4.4%	4.1%	4.2%	2.8%	10.9%	9.4%
France	1.1%	1.0%	1.2%	0.6%	1.5%	2.7%	2.6%	0.0%	1.4%	3.6%	0.6%	0.1%
Turkey	3.7%	4.7%	3.9%	1.0%	0.2%	1.6%	2.1%	0.4%	2.7%	4.2%	8.5%	4.8%
Greece	9.3%	9.7%	10.1%	3.8%	6.3%	11.2%	5.5%	4.2%	10.5%	8.6%	13.8%	12.0%
Portugal	5.7%	6.7%	4.5%	4.4%	6.8%	5.3%	8.1%	4.1%	3.2%	3.2%	7.2%	3.8%
Croatia	2.1%	2.0%	2.5%	1.7%	2.7%	2.5%	1.1%	0.5%	0.8%	1.3%	4.7%	0.0%
Egypt	3.3%	2.2%	4.9%	1.8%	3.0%	3.0%	0.0%	3.2%	4.7%	2.9%	5.2%	4.1%
Others	2.6%	1.7%	2.8%	2.5%	2.8%	3.5%	0.6%	2.3%	3.0%	9.3%	3.8%	4.7%

* Percentage of valid answers

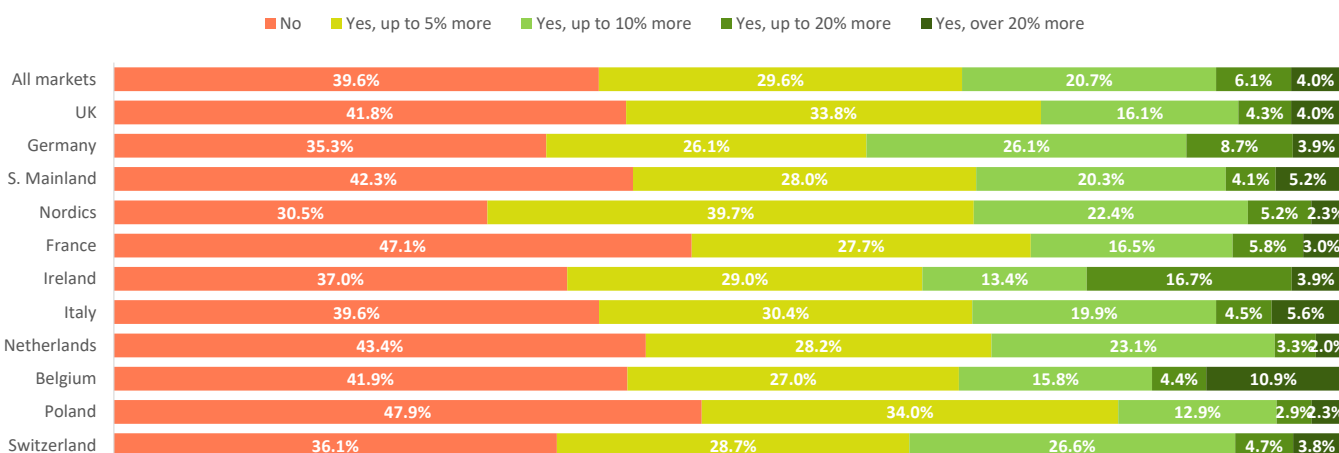


SUSTAINABLE DESTINATION

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 *

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Quality of life on the island	7.8	8.0	7.5	8.3	7.6	8.1	8.1	8.2	7.7	7.8	7.7	7.6
Tolerance towards tourism	8.6	8.5	8.5	8.9	8.5	8.6	8.6	8.6	8.0	8.5	9.0	8.4
Cleanliness of the island	8.2	8.5	7.9	8.3	8.3	8.3	8.6	8.4	8.1	8.3	8.6	7.7
Air quality	8.6	8.6	8.6	8.7	8.4	8.7	8.4	8.9	8.1	8.3	9.0	8.1
Rational water consumption	7.5	7.9	6.9	7.6	7.6	7.5	8.1	8.0	7.3	7.3	7.6	7.0
Energy saving	7.0	7.5	6.4	7.1	6.9	7.2	7.6	7.8	6.8	6.8	7.0	6.4
Use of renewable energy	6.8	7.3	6.0	7.2	6.8	7.0	7.3	8.0	6.6	6.7	7.0	6.1
Recycling	7.0	7.6	6.4	6.9	6.6	7.0	7.8	7.2	6.8	6.8	7.0	5.9
Easy to get around by public transport	7.0	7.5	6.7	6.3	6.2	7.1	7.7	7.1	7.0	6.4	7.2	5.6
Overcrowding in tourist areas	6.4	6.8	5.6	6.9	6.0	6.7	6.8	6.7	6.6	6.5	6.4	5.8
Supply of local products	7.1	7.3	6.6	7.3	6.3	7.1	7.2	7.6	7.0	7.0	7.4	7.1

* Scale 0 - 10 (0 = Not important and 10 = Very important)