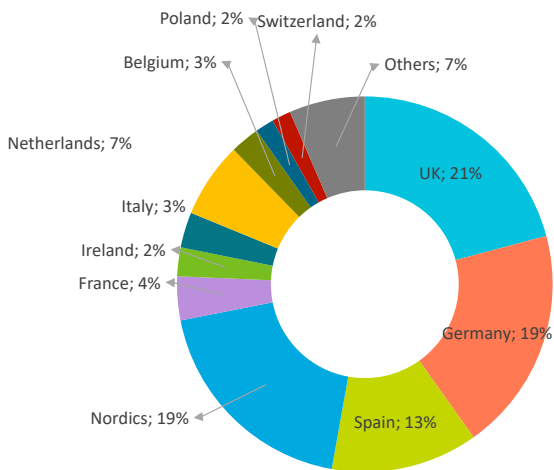


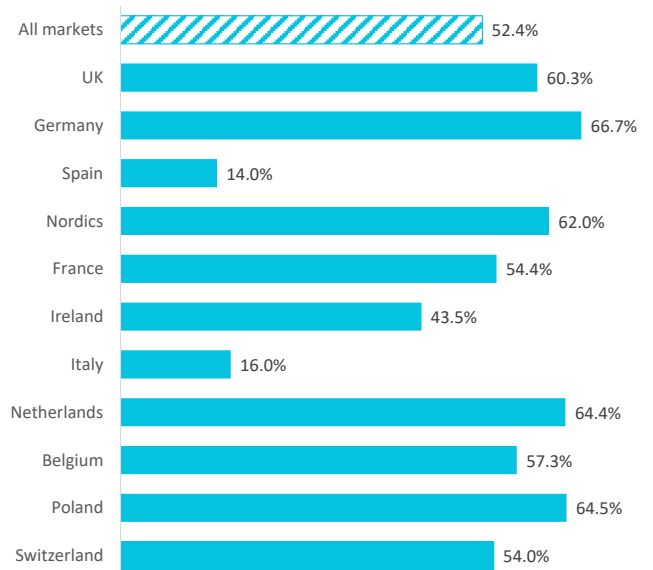
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	3,737,159	779,522	721,805	472,843	713,051	140,952	92,477	114,086	242,946	94,640	60,018	61,032
% Tourists	100%	20.9%	19.3%	12.7%	19.1%	3.8%	2.5%	3.1%	6.5%	2.5%	1.6%	1.6%
% tourists who book holiday package	52.4%	60.3%	66.7%	14.0%	62.0%	54.4%	43.5%	16.0%	64.4%	57.3%	64.5%	54.0%
Expenditure per tourist (€)	1,461	1,413	1,605	766	1,722	1,409	1,523	1,255	1,512	1,726	1,593	1,780
- book holiday package	1,674	1,519	1,747	1,136	1,793	1,526	1,405	1,456	1,638	1,838	1,820	2,035
- holiday package	1,375	1,231	1,492	896	1,416	1,332	981	1,203	1,364	1,571	1,529	1,723
- others	299	288	254	240	378	194	424	254	273	267	291	311
- do not book holiday package	1,227	1,252	1,322	706	1,606	1,269	1,614	1,217	1,286	1,575	1,180	1,482
- flight	357	380	378	184	525	362	348	374	371	391	373	361
- accommodation	413	442	481	226	503	446	627	417	438	704	294	619
- others	456	430	463	296	577	461	638	425	477	480	512	502
Average length of stay	10.09	8.78	11.25	6.97	11.73	9.74	9.15	12.26	10.03	10.11	8.69	9.68
Average daily expenditure (€)	169.0	180.4	166.2	134.6	178.6	163.5	181.7	127.6	172.6	197.0	195.7	210.1
Average daily expenditure without flight (€)	117.7	121.2	116.2	96.8	122.9	114.0	138.6	87.4	121.3	147.1	138.1	152.8
Average cost of the flight (€)	431.0	448.5	470.8	200.5	517.8	419.7	336.3	392.4	450.9	427.7	483.3	470.9
Total turnover (≥ 16 years old) (€m)	5,459	1,102	1,159	362	1,228	199	141	143	367	163	96	109
% Turnover	100%	20.2%	21.2%	6.6%	22.5%	3.6%	2.6%	2.6%	6.7%	3.0%	1.8%	2.0%
Tourist arrivals (FRONTUR)	4,235,141	905,811	793,322	518,833	835,093	154,957	108,475	124,867	271,629	107,747	-	-
Passenger arrivals on non-stop flights (AENA)	5,471,631	928,636	834,470	1,779,254	799,368	98,940	108,298	119,370	266,199	103,380	62,972	97,992
Children <16 years old (FRONTUR - EGT)	497,982	126,289	71,517	45,990	122,042	14,005	15,998	10,781	28,683	13,107	--	--

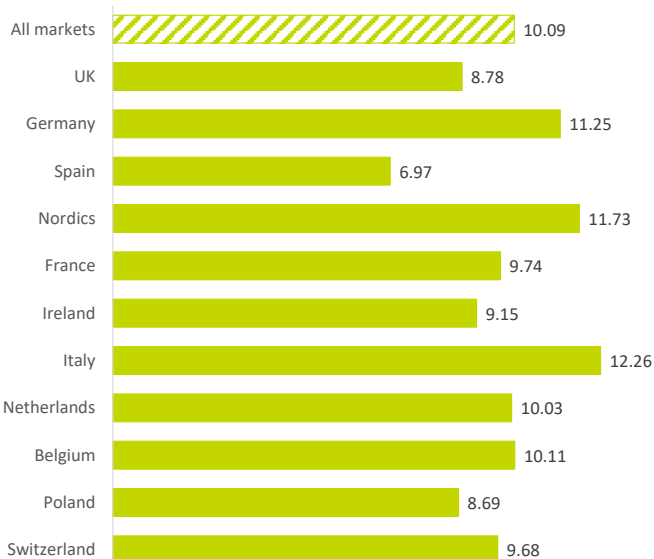
% TOURISTS (≥ 16 years old)



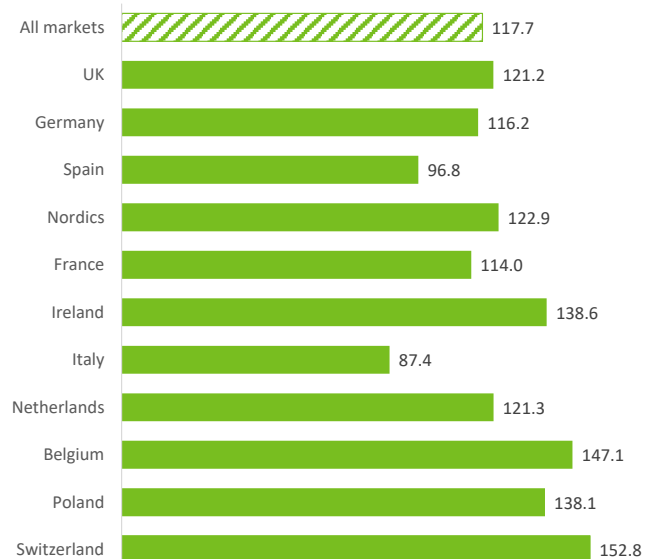
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Tourist profile by markets

GRAN CANARIA (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	82.8%	87.3%	88.4%	65.2%	83.5%	87.5%	90.5%	72.9%	86.8%	89.4%	82.6%	88.7%
- Additional accommodation expenses	6.0%	5.5%	5.2%	7.1%	3.5%	7.5%	9.8%	8.1%	8.8%	8.1%	4.9%	7.7%
Transport:												
- National/International Transport	95.6%	96.7%	97.6%	89.0%	97.0%	96.3%	98.2%	96.0%	95.8%	95.4%	95.4%	96.7%
- Flights between islands	4.3%	4.1%	3.9%	5.2%	2.3%	5.1%	8.7%	6.8%	3.9%	1.7%	8.4%	4.4%
- Taxi	55.2%	64.4%	60.0%	24.6%	66.1%	54.6%	56.9%	26.8%	63.2%	62.5%	61.6%	48.4%
- Car rental	22.4%	10.9%	25.4%	34.0%	16.9%	31.3%	12.8%	35.8%	28.0%	23.0%	32.5%	22.6%
- Public transport	15.4%	11.4%	20.4%	16.5%	15.0%	11.9%	13.3%	22.0%	13.1%	14.3%	15.3%	11.2%
Food and drink:												
- Food purchases at supermarkets	57.2%	55.8%	55.7%	55.0%	62.7%	45.5%	65.4%	69.9%	57.9%	47.2%	54.0%	54.2%
- Restaurants	64.0%	62.1%	55.1%	72.3%	70.0%	50.7%	76.5%	70.0%	63.2%	60.4%	49.2%	67.5%
Leisure:												
- Organized excursions	17.1%	14.3%	22.5%	12.4%	13.2%	31.1%	16.1%	19.8%	17.9%	16.1%	29.3%	17.7%
- Sport activities	6.3%	6.6%	6.9%	4.9%	5.5%	4.9%	8.5%	6.9%	8.9%	4.3%	2.7%	7.8%
- Cultural activities	2.4%	2.0%	2.8%	3.5%	1.7%	1.7%	1.3%	1.7%	4.1%	2.7%	2.9%	1.0%
- Museums	4.4%	2.5%	5.1%	6.0%	2.2%	7.8%	3.9%	7.8%	5.9%	5.0%	6.8%	3.8%
- Theme Parks	5.0%	6.2%	4.5%	3.6%	4.2%	4.9%	8.7%	3.8%	6.6%	3.6%	9.9%	6.5%
- Discos and pubs	9.6%	13.7%	5.9%	11.7%	8.7%	6.4%	17.2%	12.6%	7.7%	10.6%	4.5%	10.6%
- Wellness	4.1%	3.9%	4.8%	2.6%	4.8%	3.4%	6.9%	2.1%	3.9%	6.8%	1.3%	8.7%
Purchases of goods:												
- Souvenirs	38.1%	38.0%	36.9%	35.1%	33.3%	44.9%	41.7%	42.4%	43.4%	42.0%	51.0%	33.2%
- Real estate	0.2%	0.1%	0.0%	0.2%	0.4%	0.0%	0.4%	0.4%	0.1%	1.0%	0.0%	0.0%
- Other purchases	0.8%	0.4%	0.6%	0.5%	1.3%	0.4%	2.2%	0.6%	0.6%	0.6%	2.4%	0.0%
Others:												
- Medical expenses	7.0%	5.3%	7.5%	6.7%	8.1%	5.4%	10.4%	3.9%	10.1%	9.0%	2.8%	11.3%
- Other expenses	4.6%	3.8%	3.6%	4.6%	7.3%	5.6%	4.0%	2.9%	3.5%	5.9%	5.8%	2.9%

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:	951	881	1,114	553	1,110	848	926	799	877	1,130	942	1,260
- Accommodation	746	675	859	418	837	710	670	621	757	1,007	817	1,000
- Additional accommodation expenses	204	206	255	136	273	138	256	178	120	122	125	260
Transport:	806	768	801	465	890	753	1,046	924	831	738	837	783
- National/International Transport	451	464	482	225	534	436	343	409	471	448	507	487
- Flights between islands	110	80	65	76	69	61	466	266	113	56	78	55
- Taxi	88	71	94	48	102	95	96	69	99	83	100	75
- Car rental	124	127	131	95	151	130	113	128	124	122	101	134
- Public transport	33	26	29	21	34	32	28	53	25	29	51	33
Food and drink:	349	346	316	244	445	305	396	309	293	296	344	362
- Food purchases at supermarkets	130	122	125	93	150	131	131	129	85	101	160	142
- Restaurants	219	224	191	151	295	175	265	180	207	196	184	220
Leisure:	539	533	518	404	488	445	953	507	566	506	471	539
- Organized excursions	89	90	83	65	79	96	152	89	92	104	106	63
- Sport activities	94	90	107	65	92	66	127	118	70	96	81	146
- Cultural activities	66	52	72	50	66	28	62	29	107	37	43	50
- Museums	36	42	33	23	32	25	170	42	21	26	31	43
- Theme Parks	69	65	56	65	65	70	199	72	57	47	98	43
- Discos and pubs	111	118	87	63	94	98	191	96	93	150	63	112
- Wellness	73	76	79	73	60	62	53	63	126	47	51	82
Purchases of goods:	1,722	350	41,303	896	3,074	1,528	173	159	273	2,883	232	146
- Souvenirs	112	107	102	84	112	109	104	83	101	150	146	146
- Real estate	1,242	155	41,022	713	2,175	0	10	50	100	1,674	0	0
- Other purchases	368	88	179	99	787	1,419	59	26	72	1,059	86	0
Others:	165	125	146	294	116	142	215	119	240	101	287	123
- Medical expenses	64	49	52	26	69	32	73	28	178	32	15	70
- Other expenses	101	76	93	268	47	110	142	91	61	69	273	53

Tourist profile by markets

GRAN CANARIA (2023)

TOURIST PROFILE

Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	50.7%	45.8%	53.8%	51.8%	49.5%	49.3%	51.7%	54.1%	49.8%	53.7%	52.2%	55.6%
Percentage of women	49.3%	54.2%	46.2%	48.2%	50.5%	50.7%	48.3%	45.9%	50.2%	46.3%	47.8%	44.4%
Age												
Average age (tourists above 16 years old)	46.81	46.78	47.94	40.88	52.68	47.52	44.61	43.68	44.96	49.55	40.71	45.84
Standard deviation	17.3	16.8	18.0	15.0	17.2	16.9	16.7	16.8	17.9	16.7	13.7	17.7
Age range												
16-24 years old	12.4%	11.3%	12.9%	14.8%	8.5%	12.5%	15.3%	14.7%	20.2%	9.5%	11.6%	13.6%
25-30 years old	10.1%	8.6%	10.8%	16.2%	5.6%	6.6%	10.0%	15.6%	8.4%	6.4%	11.8%	15.2%
31-45 years old	26.7%	30.5%	23.0%	33.3%	20.2%	26.8%	28.0%	27.2%	21.9%	23.6%	46.3%	16.6%
46-60 years old	24.7%	25.0%	23.8%	23.9%	26.0%	30.0%	24.3%	22.6%	24.7%	30.5%	19.2%	30.2%
Over 60 years old	26.1%	24.6%	29.5%	11.9%	39.6%	24.0%	22.5%	19.9%	24.7%	30.0%	11.1%	24.4%
Occupation												
Salaried worker	53.6%	58.7%	52.1%	61.4%	47.4%	59.2%	61.1%	46.4%	50.4%	45.6%	44.4%	56.9%
Self-employed	10.6%	11.2%	8.4%	11.3%	8.0%	7.8%	9.5%	19.5%	11.9%	8.4%	24.9%	8.6%
Unemployed	1.0%	0.6%	0.5%	2.2%	0.5%	2.0%	0.8%	4.3%	1.0%	0.0%	1.1%	0.0%
Business owner	9.1%	5.1%	11.3%	9.0%	9.9%	6.2%	4.0%	6.2%	12.2%	11.6%	18.9%	8.0%
Student	4.7%	2.4%	5.3%	6.9%	3.9%	4.5%	4.2%	7.5%	7.0%	4.5%	3.7%	5.4%
Retired	19.4%	20.0%	21.0%	8.3%	29.3%	19.6%	16.3%	14.6%	16.0%	28.1%	6.2%	18.1%
Unpaid domestic work	0.5%	1.1%	0.4%	0.2%	0.0%	0.0%	2.4%	0.8%	0.1%	0.6%	0.7%	0.0%
Others	1.0%	1.0%	1.0%	0.7%	1.0%	0.6%	1.6%	0.7%	1.4%	1.2%	0.0%	3.0%
Annual household income level												
Less than €25,000	13.1%	10.6%	11.2%	23.2%	5.5%	17.0%	13.9%	25.1%	11.3%	9.0%	25.6%	5.2%
€25,000 - €49,999	34.0%	34.6%	31.9%	45.9%	22.5%	44.7%	30.2%	48.0%	32.1%	45.8%	38.8%	17.0%
€50,000 - €74,999	25.2%	25.1%	28.1%	18.0%	29.4%	23.4%	23.1%	16.1%	33.0%	27.7%	22.6%	18.7%
More than €74,999	27.7%	29.7%	28.8%	12.9%	42.6%	14.9%	32.7%	10.9%	23.6%	17.5%	13.1%	59.1%
Education level												
No studies	3.1%	10.6%	1.0%	0.5%	1.4%	2.2%	2.0%	0.7%	1.5%	0.0%	0.0%	2.2%
Primary education	2.6%	0.6%	3.7%	2.2%	4.3%	3.3%	0.7%	2.7%	1.8%	1.8%	0.7%	5.8%
Secondary education	23.1%	15.1%	26.1%	14.9%	26.9%	26.7%	19.6%	16.0%	44.8%	38.2%	18.1%	27.1%
Higher education	71.2%	73.8%	69.2%	82.4%	67.4%	67.8%	77.7%	80.6%	51.9%	60.0%	81.2%	64.9%

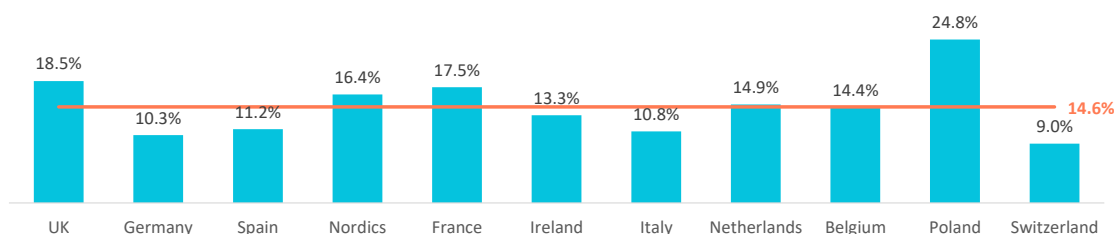
Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	14.7%	10.7%	14.2%	27.3%	9.5%	13.8%	9.0%	22.5%	12.3%	9.0%	7.1%	23.1%
Only with partner	44.8%	46.1%	52.9%	31.9%	47.1%	42.9%	54.6%	40.1%	47.0%	54.0%	37.6%	42.4%
Only with children (< 13 years old)	4.6%	5.1%	4.1%	4.1%	4.9%	6.1%	4.3%	4.7%	4.5%	4.3%	5.2%	2.5%
Partner + children (< 13 years old)	5.3%	6.6%	3.6%	4.4%	5.4%	8.3%	3.5%	3.0%	7.0%	6.9%	7.3%	4.2%
Other relatives	9.2%	12.4%	6.6%	8.3%	9.2%	7.8%	13.1%	6.3%	7.9%	6.1%	17.8%	6.8%
Friends	7.7%	7.2%	8.0%	10.6%	5.9%	6.8%	5.1%	11.0%	6.7%	5.8%	8.2%	12.7%
Work colleagues	0.8%	0.0%	0.1%	3.7%	0.2%	0.0%	0.0%	0.6%	0.3%	0.0%	2.6%	1.4%
Organized trip	0.3%	0.2%	0.3%	0.3%	0.2%	2.0%	0.4%	0.1%	0.0%	0.0%	0.8%	0.0%
Other combinations ⁽²⁾	12.5%	11.7%	10.2%	9.2%	17.6%	12.4%	10.0%	11.7%	14.2%	13.8%	13.5%	7.0%
<i>(2) Different situations have been isolated</i>												
Tourists with children	14.6%	18.5%	10.3%	11.2%	16.4%	17.5%	13.3%	10.8%	14.9%	14.4%	24.8%	9.0%
- Between 0 and 2 years old	1.3%	1.3%	1.5%	1.3%	1.1%	0.5%	0.6%	0.2%	1.9%	2.0%	3.1%	1.7%
- Between 3 and 12 years old	12.0%	15.9%	7.9%	9.3%	13.7%	15.7%	11.1%	9.6%	11.2%	11.3%	20.1%	5.6%
- Between 0-2 and 3-12 years old	1.2%	1.2%	0.9%	0.6%	1.6%	1.3%	1.6%	1.1%	1.8%	1.1%	1.6%	1.7%
Tourists without children	85.4%	81.5%	89.7%	88.8%	83.6%	82.5%	86.7%	89.2%	85.1%	85.6%	75.2%	91.0%
Group composition:												
- 1 person	17.5%	12.4%	16.7%	31.7%	12.0%	15.6%	12.3%	28.6%	14.1%	11.4%	12.4%	25.3%
- 2 people	53.5%	54.2%	60.9%	42.1%	56.0%	51.8%	60.7%	46.7%	54.9%	61.6%	47.0%	53.2%
- 3 people	11.7%	12.8%	11.2%	10.1%	10.9%	11.1%	8.9%	11.7%	13.2%	9.6%	22.2%	11.0%
- 4 or 5 people	13.8%	16.8%	8.7%	12.9%	15.9%	19.0%	16.1%	9.9%	13.8%	14.4%	16.3%	7.9%
- 6 or more people	3.5%	3.7%	2.6%	3.2%	5.2%	2.4%	2.0%	3.1%	4.0%	3.0%	2.1%	2.6%
Average group size:	2.45	2.56	2.27	2.25	2.67	2.52	2.43	2.29	2.55	2.46	2.58	2.20

*People who share the main expenses of the trip



%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN



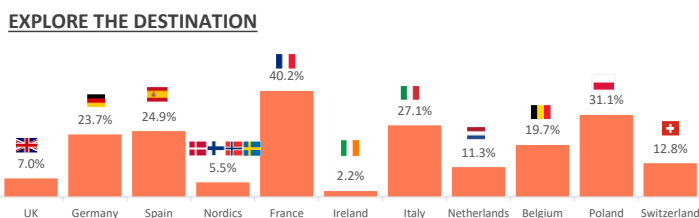
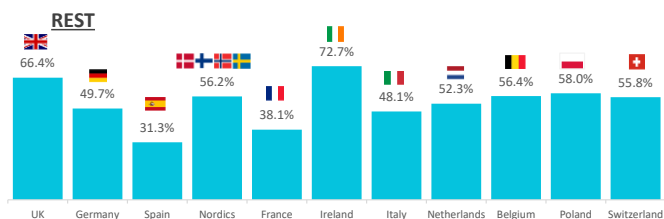
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Holidays	86.8%	93.7%	90.6%	60.4%	92.7%	90.3%	95.9%	79.3%	90.5%	93.8%	88.1%	90.0%
Family reasons	8.7%	5.2%	6.9%	23.1%	5.0%	7.5%	3.0%	15.7%	6.4%	3.8%	6.3%	5.3%
Business	2.7%	0.6%	1.1%	13.0%	0.6%	1.0%	0.3%	1.7%	1.3%	1.3%	3.7%	0.7%
Education and training	0.3%	0.0%	0.2%	0.8%	0.2%	0.0%	0.0%	1.5%	0.6%	0.0%	0.0%	0.0%
Sports training	0.4%	0.1%	0.5%	0.7%	0.3%	0.7%	0.3%	0.3%	0.1%	0.8%	0.0%	1.8%
Health	0.2%	0.2%	0.1%	0.1%	0.4%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.7%
Conventions and Exhibitions	0.2%	0.0%	0.0%	0.8%	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	1.0%	0.0%
Others	0.6%	0.1%	0.7%	1.0%	0.7%	0.4%	0.4%	0.6%	1.0%	0.0%	1.0%	1.5%

What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Rest	52.9%	66.4%	49.7%	31.3%	56.2%	38.1%	72.7%	48.1%	52.3%	56.4%	58.0%	55.8%
Enjoy family time	17.5%	14.1%	11.0%	27.0%	28.6%	12.3%	12.4%	12.4%	14.3%	9.3%	8.0%	9.7%
Have fun	10.3%	10.5%	11.0%	13.0%	5.8%	7.8%	11.6%	9.9%	17.6%	12.0%	1.8%	16.7%
Explore the destination	15.9%	7.0%	23.7%	24.9%	5.5%	40.2%	2.2%	27.1%	11.3%	19.7%	31.1%	12.8%
Practice their hobbies	1.5%	0.8%	2.3%	1.4%	1.8%	0.6%	0.6%	0.2%	1.4%	0.9%	1.1%	3.8%
Other reasons	2.0%	1.2%	2.2%	2.4%	2.2%	1.1%	0.4%	2.4%	3.1%	1.8%	0.0%	1.2%



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Climate	75.6%	79.9%	74.6%	65.2%	82.9%	78.1%	84.3%	78.9%	65.7%	73.3%	74.1%	74.1%
Safety	52.2%	66.0%	56.8%	40.9%	40.6%	57.6%	78.5%	41.9%	31.1%	46.6%	69.8%	59.2%
Sea	48.3%	37.8%	60.4%	49.8%	45.6%	50.0%	52.8%	53.7%	35.6%	44.3%	59.4%	64.1%
Tranquility	46.9%	48.7%	49.5%	50.3%	35.7%	58.6%	50.4%	50.1%	45.7%	54.1%	57.7%	47.9%
Beaches	43.3%	35.0%	52.2%	47.9%	38.3%	43.6%	49.5%	53.0%	34.3%	32.9%	50.9%	59.7%
Accommodation supply	42.0%	55.9%	42.9%	26.0%	34.0%	52.3%	64.7%	32.1%	38.6%	42.0%	46.6%	47.0%
Effortless trip	37.3%	49.4%	49.1%	31.4%	25.4%	32.6%	45.9%	33.0%	14.4%	24.0%	37.2%	47.9%
European belonging	36.3%	33.7%	40.9%	40.8%	30.3%	41.4%	45.9%	34.0%	28.0%	41.8%	53.6%	33.7%
Price	34.9%	50.6%	30.3%	32.5%	23.8%	48.3%	57.4%	32.2%	24.6%	33.3%	30.4%	24.6%
Landscapes	31.1%	21.2%	37.2%	43.8%	17.2%	58.3%	30.9%	56.4%	17.7%	36.7%	62.7%	30.8%
Environment	30.8%	35.9%	24.4%	36.0%	25.9%	47.9%	44.5%	56.8%	8.8%	24.9%	46.8%	26.9%
Gastronomy	27.0%	29.1%	30.6%	31.6%	18.7%	25.9%	36.9%	21.9%	18.6%	22.8%	38.3%	36.7%
Fun possibilities	25.3%	29.2%	20.6%	30.5%	15.3%	26.6%	39.6%	25.8%	42.0%	22.1%	15.3%	20.8%
Authenticity	20.6%	21.1%	18.1%	30.6%	10.6%	37.4%	27.0%	29.8%	14.7%	19.0%	38.6%	23.2%
Exoticism	12.3%	10.3%	8.7%	16.6%	7.5%	26.6%	19.6%	14.5%	16.5%	19.2%	28.9%	8.5%
Shopping	11.6%	12.0%	12.4%	11.5%	7.5%	16.8%	20.7%	18.7%	7.8%	8.9%	9.1%	16.2%
Nightlife	11.2%	14.5%	9.7%	15.1%	5.6%	12.8%	19.0%	18.3%	9.2%	6.9%	7.8%	11.2%
Hiking trail network	10.5%	4.5%	9.9%	14.5%	11.4%	16.5%	10.2%	25.5%	7.8%	12.5%	16.6%	7.2%
Culture	9.7%	10.0%	10.4%	13.4%	3.8%	17.0%	14.4%	13.2%	6.1%	8.7%	9.1%	6.8%
Historical heritage	8.9%	7.1%	8.2%	15.3%	3.8%	21.7%	7.6%	15.5%	5.3%	9.8%	11.4%	7.6%

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

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

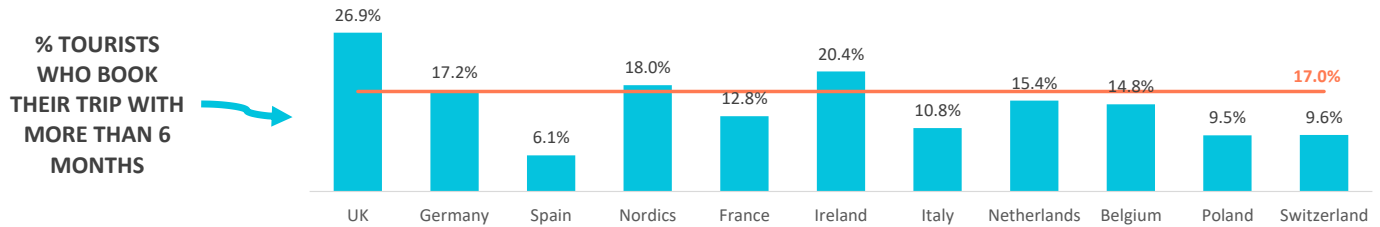
	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	48.0%	60.6%	43.2%	36.0%	60.0%	28.5%	52.4%	35.9%	43.4%	43.7%	40.4%	45.1%
Friends or relatives	28.3%	28.4%	23.7%	39.2%	24.5%	21.9%	28.6%	38.7%	23.2%	26.7%	27.4%	27.0%
Internet or social media	48.4%	56.7%	50.3%	40.3%	42.5%	47.5%	59.8%	44.6%	49.2%	42.8%	54.0%	48.7%
Mass Media	1.8%	2.2%	2.6%	0.6%	1.2%	2.8%	2.1%	1.0%	1.4%	1.1%	4.7%	1.8%
Travel guides and magazines	6.0%	6.8%	8.2%	2.7%	2.2%	13.1%	5.4%	7.7%	4.5%	10.0%	11.9%	3.8%
Travel Blogs or Forums	4.9%	4.5%	4.5%	5.9%	2.9%	6.9%	4.2%	7.7%	3.3%	3.9%	13.1%	5.1%
Travel TV Channels	0.8%	1.1%	1.1%	0.3%	0.3%	0.2%	2.1%	1.1%	0.5%	0.6%	1.0%	1.2%
Tour Operator or Travel Agency	20.3%	21.4%	27.9%	9.0%	19.8%	29.6%	16.2%	7.0%	20.1%	32.3%	32.0%	20.4%
Public administrations or similar	0.6%	0.2%	0.6%	1.0%	0.2%	0.6%	1.0%	1.3%	0.4%	0.0%	0.7%	0.0%
Others	3.9%	3.0%	3.0%	7.1%	3.4%	3.4%	6.1%	3.9%	4.3%	3.1%	5.1%	4.4%

* Multi-choice question

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	1.2%	0.6%	1.0%	1.9%	0.7%	1.2%	0.6%	2.1%	2.4%	1.1%	2.8%	0.7%
Between 1 and 30 days	26.7%	20.6%	27.6%	37.0%	24.8%	26.7%	16.2%	26.8%	24.8%	28.9%	32.6%	34.4%
Between 1 and 2 months	25.0%	21.8%	25.0%	29.4%	23.8%	25.2%	23.9%	32.4%	25.2%	26.4%	28.7%	23.3%
Between 3 and 6 months	30.2%	30.0%	29.2%	25.5%	32.7%	34.0%	38.9%	27.9%	32.1%	28.8%	26.3%	31.9%
More than 6 months	17.0%	26.9%	17.2%	6.1%	18.0%	12.8%	20.4%	10.8%	15.4%	14.8%	9.5%	9.6%



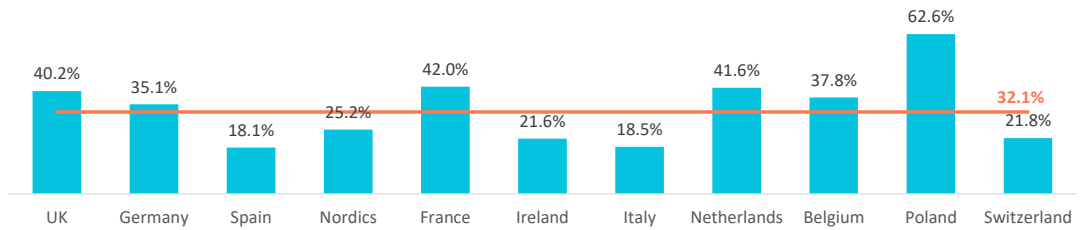
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	44.7%	44.0%	30.8%	71.8%	37.9%	42.5%	58.1%	70.0%	36.2%	37.8%	31.8%	47.8%
- Tour Operator or Travel Agency	55.3%	56.0%	69.2%	28.2%	62.1%	57.5%	41.9%	30.0%	63.8%	62.2%	68.2%	52.2%
Accommodation												
- Directly with the accommodation	33.3%	31.3%	22.3%	56.1%	30.2%	30.5%	46.0%	56.7%	28.1%	32.5%	23.7%	35.7%
- Tour Operator or Travel Agency	66.7%	68.7%	77.7%	43.9%	69.8%	69.5%	54.0%	43.3%	71.9%	67.5%	76.3%	64.3%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Room only	31.3%	27.2%	21.0%	41.9%	42.3%	25.3%	40.4%	52.6%	26.1%	18.3%	18.4%	22.1%
Bed and Breakfast	15.2%	14.2%	9.5%	22.3%	19.1%	8.3%	26.0%	11.3%	15.2%	12.6%	8.8%	22.0%
Half board	18.7%	17.3%	32.7%	13.7%	9.6%	15.3%	10.7%	14.3%	15.0%	27.7%	10.1%	31.2%
Full board	2.7%	1.1%	1.8%	4.0%	3.7%	9.0%	1.4%	3.3%	2.1%	3.7%	0.0%	2.8%
All inclusive	32.1%	40.2%	35.1%	18.1%	25.2%	42.0%	21.6%	18.5%	41.6%	37.8%	62.6%	21.8%

% TOURISTS WHO BOOK ALL INCLUSIVE

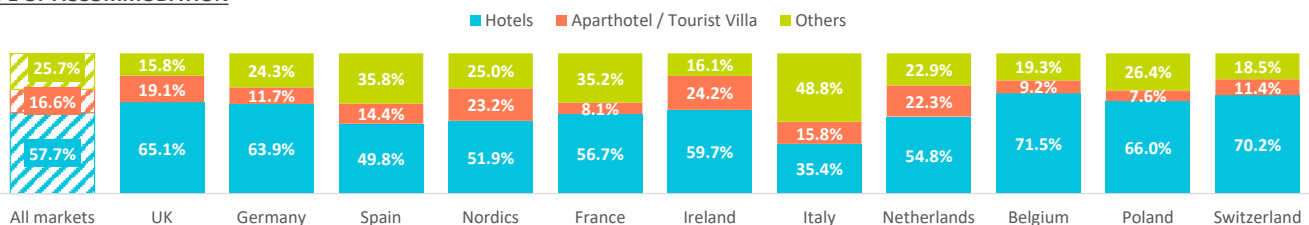


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	14.0%	14.1%	10.9%	15.8%	17.4%	8.4%	12.9%	10.3%	16.8%	9.4%	13.8%	14.5%
4* Hotel	33.6%	38.5%	40.2%	26.8%	27.6%	40.1%	39.6%	20.8%	30.0%	40.1%	44.7%	35.8%
5* Hotel / 5* Luxury Hotel	10.1%	12.5%	12.8%	7.3%	6.9%	8.3%	7.1%	4.3%	8.0%	21.9%	7.5%	19.9%
Aparthotel / Tourist Villa	16.6%	19.1%	11.7%	14.4%	23.2%	8.1%	24.2%	15.8%	22.3%	9.2%	7.6%	11.4%
House/room rented in a private dwelling	6.9%	3.3%	8.2%	8.0%	7.0%	11.2%	6.5%	16.8%	2.3%	3.7%	9.7%	3.7%
Private accommodation ⁽¹⁾	10.2%	5.9%	7.5%	23.0%	8.7%	7.6%	6.5%	19.2%	6.8%	4.0%	8.7%	6.7%
Others (Cottage, cruise, camping,...)	8.6%	6.6%	8.7%	4.8%	9.3%	16.4%	3.1%	12.8%	13.8%	11.6%	8.0%	8.0%

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

TYPE OF ACCOMMODATION



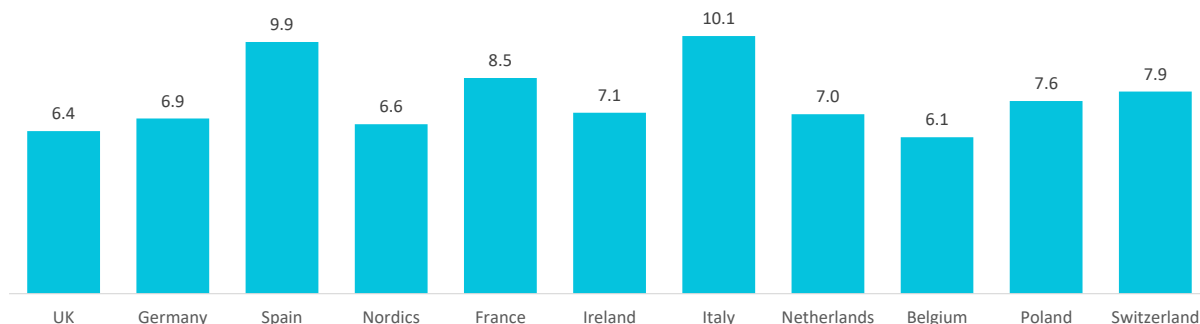
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
0 hours	2.4%	3.7%	1.4%	1.1%	4.3%	0.4%	1.3%	0.4%	1.8%	2.4%	1.4%	0.8%
1 - 2 hours	10.7%	15.5%	12.4%	3.6%	12.4%	6.9%	9.0%	2.0%	12.0%	13.9%	8.7%	9.6%
3 - 6 hours	33.3%	37.6%	38.0%	17.1%	36.5%	25.6%	42.7%	11.7%	39.9%	43.8%	36.4%	26.4%
7 - 12 hours	44.5%	37.1%	41.4%	57.4%	40.7%	55.0%	40.1%	69.3%	38.1%	33.3%	43.9%	54.4%
More than 12 hours	9.1%	6.1%	6.7%	20.8%	6.1%	12.1%	6.9%	16.7%	8.2%	6.7%	9.6%	8.8%
Outdoor time per day	7.4	6.4	6.9	9.9	6.6	8.5	7.1	10.1	7.0	6.1	7.6	7.9



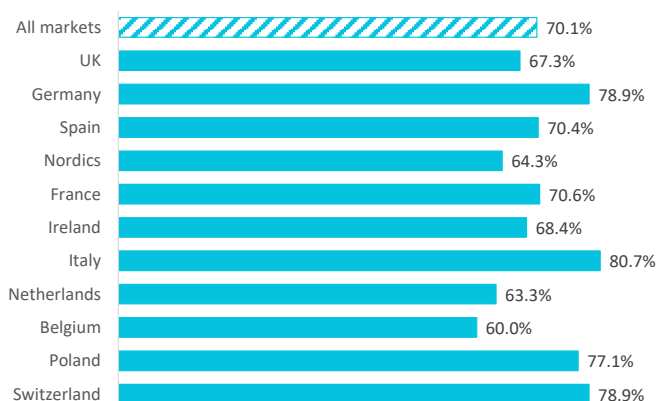
7,4
ALL MARKETS



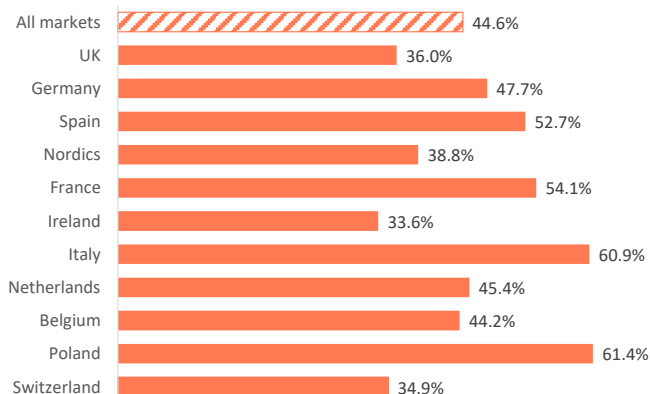
Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Beach	70.1%	67.3%	78.9%	70.4%	64.3%	70.6%	68.4%	80.7%	63.3%	60.0%	77.1%	78.9%
Walk, wander	67.1%	74.4%	52.0%	70.3%	73.9%	67.3%	68.2%	70.0%	64.8%	76.9%	73.1%	46.4%
Swimming pool, hotel facilities	56.3%	73.8%	41.7%	38.0%	65.7%	61.5%	67.5%	39.6%	60.7%	70.9%	57.4%	52.3%
Explore the island on their own	44.6%	36.0%	47.7%	52.7%	38.8%	54.1%	33.6%	60.9%	45.4%	44.2%	61.4%	34.9%
Taste Canarian gastronomy	23.1%	20.9%	32.3%	35.9%	12.1%	14.6%	17.9%	25.3%	18.3%	15.3%	28.9%	24.7%
Nightlife / concerts / shows	18.2%	24.6%	16.3%	20.5%	13.8%	14.2%	25.3%	16.5%	16.2%	11.5%	7.7%	26.2%
Hiking	17.8%	6.7%	17.4%	16.1%	22.6%	21.6%	5.1%	17.0%	32.5%	42.8%	24.3%	8.7%
Organized excursions	12.1%	12.8%	15.0%	7.3%	7.1%	25.2%	10.6%	16.1%	13.4%	15.1%	21.7%	14.4%
Sea excursions / whale watching	10.4%	12.8%	14.4%	5.3%	6.3%	13.2%	14.0%	6.7%	11.9%	10.7%	12.7%	10.0%
Museums / exhibitions	10.1%	6.4%	11.5%	14.0%	6.0%	19.3%	5.1%	16.5%	8.2%	11.2%	18.7%	6.9%
Wineries / markets / popular festivals	9.8%	7.1%	9.2%	13.1%	12.5%	12.1%	4.1%	12.5%	5.8%	3.4%	14.9%	7.2%
Theme parks	9.5%	11.6%	8.2%	6.7%	7.1%	10.1%	12.4%	11.4%	12.5%	6.5%	15.0%	7.8%
Swim	7.2%	11.7%	4.1%	2.2%	5.1%	2.6%	15.3%	4.5%	18.1%	12.4%	7.3%	3.3%
Other Nature Activities	6.3%	3.4%	9.4%	8.4%	3.1%	7.9%	1.5%	11.7%	8.6%	4.3%	3.6%	4.3%
Running	5.8%	4.4%	2.1%	6.1%	7.6%	3.7%	1.9%	6.0%	16.6%	6.7%	2.5%	7.9%
Beauty and health treatments	5.8%	5.5%	5.1%	3.5%	7.4%	8.8%	7.8%	7.2%	4.5%	8.0%	2.6%	9.5%
Practice other sports	4.5%	2.9%	5.1%	7.0%	3.8%	3.8%	1.9%	3.2%	3.9%	3.8%	4.5%	8.7%
Astronomical observation	3.4%	2.0%	4.7%	3.0%	3.7%	0.5%	3.1%	3.7%	4.8%	1.5%	3.0%	3.0%
Golf	2.5%	2.9%	2.3%	0.7%	3.4%	1.1%	3.8%	3.0%	2.7%	1.1%	0.0%	10.1%
Cycling / Mountain bike	2.2%	1.7%	3.2%	1.0%	2.1%	1.4%	3.1%	3.2%	1.4%	1.2%	0.8%	2.6%
Surf	2.2%	1.6%	3.5%	3.5%	0.6%	2.6%	0.8%	4.7%	1.0%	0.4%	0.2%	1.4%
Scuba Diving	2.0%	1.6%	2.4%	2.1%	0.9%	2.6%	1.7%	1.0%	3.3%	0.7%	7.2%	1.2%
Windsurf / Kitesurf	0.4%	0.4%	0.6%	0.7%	0.2%	0.2%	0.0%	1.2%	0.3%	0.0%	0.3%	0.0%

BEACH



EXPLORE THE ISLAND ON THEIR OWN



Tourist profile by markets

GRAN CANARIA (2023)

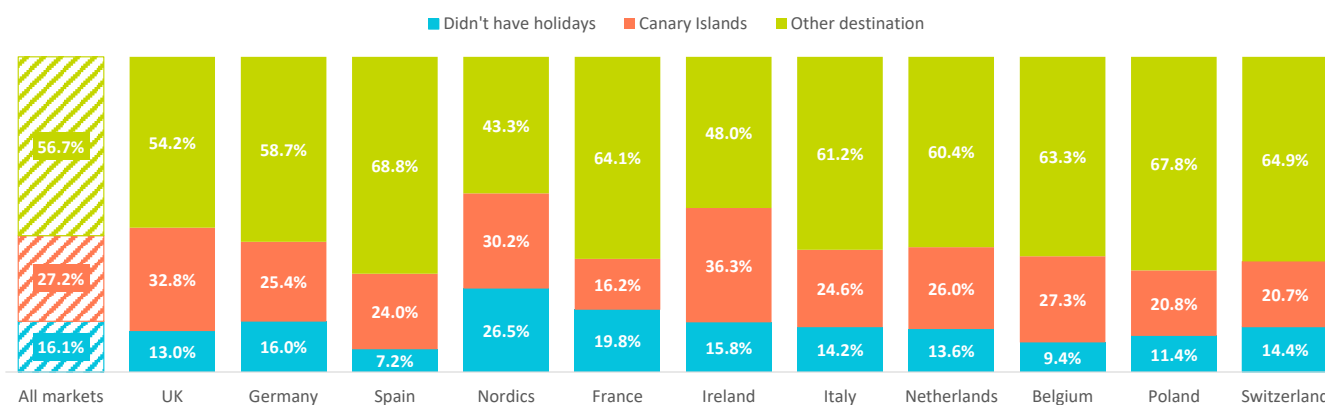


COMPETITORS

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	16.1%	13.0%	16.0%	7.2%	26.5%	19.8%	15.8%	14.2%	13.6%	9.4%	11.4%	14.4%
Canary Islands	27.2%	32.8%	25.4%	24.0%	30.2%	16.2%	36.3%	24.6%	26.0%	27.3%	20.8%	20.7%
Other destination	56.7%	54.2%	58.7%	68.8%	43.3%	64.1%	48.0%	61.2%	60.4%	63.3%	67.8%	64.9%
Balearic Islands	3.9%	4.9%	5.8%	6.0%	1.4%	2.2%	5.2%	2.2%	1.5%	3.3%	2.5%	5.6%
Rest of Spain	11.2%	8.7%	5.5%	32.9%	8.5%	12.7%	11.5%	8.9%	10.5%	8.1%	6.3%	8.8%
Italy	6.9%	4.2%	8.9%	6.3%	5.0%	7.7%	3.8%	24.0%	5.2%	7.3%	7.5%	10.1%
France	4.5%	2.4%	3.7%	3.7%	2.8%	18.3%	2.6%	3.3%	8.6%	15.0%	1.1%	8.0%
Turkey	2.8%	3.4%	4.5%	1.1%	1.6%	0.7%	1.7%	0.9%	2.8%	3.0%	10.4%	3.7%
Greece	7.2%	8.5%	7.6%	1.6%	8.7%	5.2%	5.3%	6.6%	8.8%	8.4%	12.6%	4.7%
Portugal	3.3%	3.5%	3.2%	5.2%	1.2%	3.3%	6.2%	2.1%	3.0%	4.1%	1.8%	2.5%
Croatia	2.6%	2.1%	4.1%	0.7%	2.3%	1.6%	1.0%	3.0%	2.0%	1.5%	6.6%	2.7%
Egypt	1.1%	1.2%	1.6%	0.8%	0.4%	1.0%	0.0%	1.6%	1.5%	1.8%	4.0%	1.1%
Tunisia	0.3%	0.5%	0.3%	0.0%	0.0%	1.2%	0.0%	0.0%	0.3%	0.3%	1.1%	0.0%
Morocco	0.9%	0.7%	0.5%	1.4%	0.0%	3.6%	0.0%	0.6%	1.8%	1.2%	1.0%	0.7%
Others	12.0%	14.2%	12.9%	9.2%	11.2%	6.8%	10.6%	8.0%	14.4%	9.3%	12.9%	16.9%

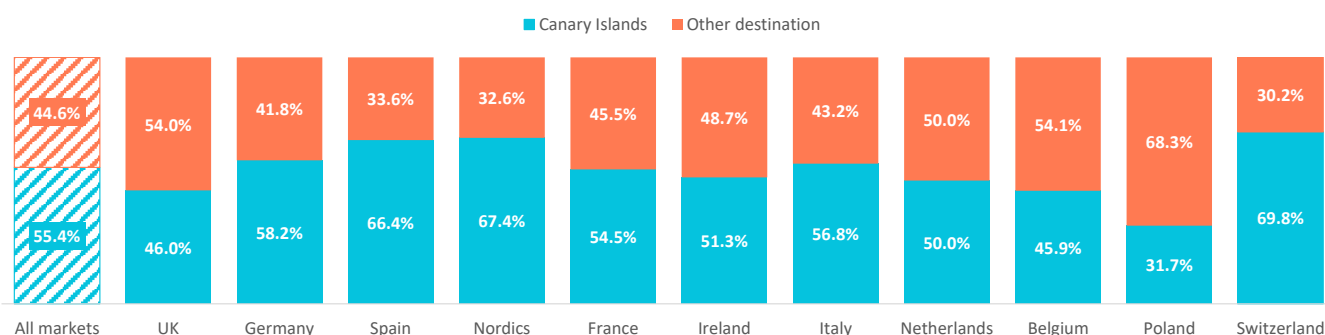
* Percentage of valid answers



What other destinations did they consider for this trip? *

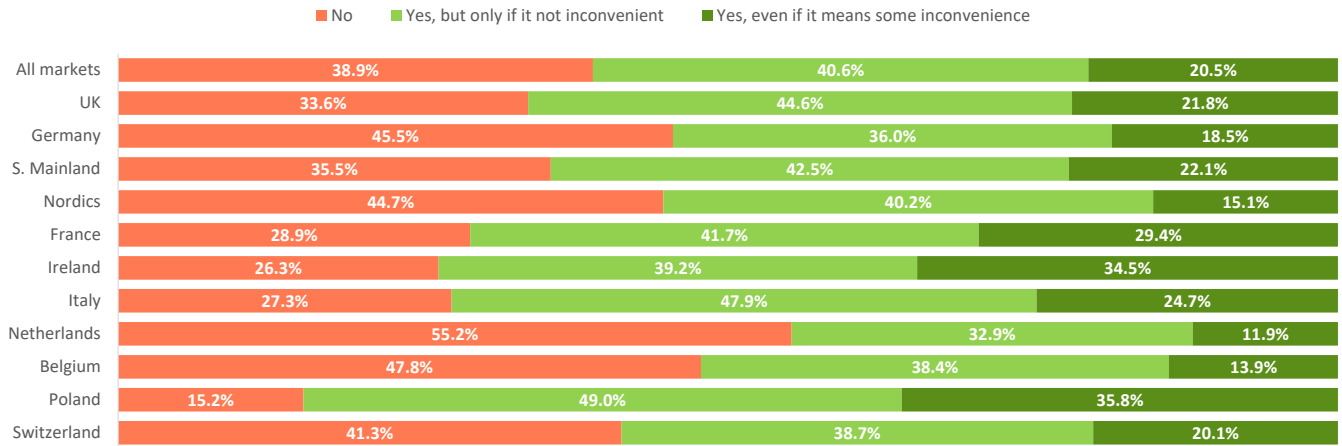
	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	29.0%	21.1%	29.6%	38.8%	45.6%	25.2%	22.1%	22.1%	24.7%	22.4%	9.3%	38.0%
Canary Islands (other island)	26.3%	24.9%	28.7%	27.6%	21.7%	29.4%	29.2%	34.7%	25.3%	23.5%	22.4%	31.8%
Other destination	44.6%	54.0%	41.8%	33.6%	32.6%	45.5%	48.7%	43.2%	50.0%	54.1%	68.3%	30.2%
Balearic Islands	5.4%	8.0%	5.6%	7.8%	1.3%	8.0%	6.2%	4.5%	4.0%	4.0%	3.1%	1.5%
Rest of Spain	8.6%	9.8%	6.1%	9.0%	6.6%	6.8%	12.2%	9.3%	9.1%	12.9%	13.3%	6.6%
Italy	4.5%	4.7%	3.5%	3.9%	4.0%	6.1%	6.0%	5.1%	4.8%	5.0%	9.5%	2.6%
France	1.6%	1.6%	0.9%	1.2%	1.5%	2.9%	1.8%	0.6%	1.8%	3.2%	2.1%	1.3%
Turkey	3.4%	5.5%	3.7%	0.7%	1.6%	1.5%	2.5%	2.2%	4.8%	4.2%	7.5%	1.8%
Greece	7.9%	9.8%	7.7%	2.7%	6.7%	8.4%	7.8%	7.9%	11.3%	10.2%	11.7%	7.6%
Portugal	5.6%	7.4%	5.9%	4.0%	3.0%	3.7%	9.1%	6.9%	6.2%	5.3%	7.8%	1.0%
Croatia	2.4%	3.3%	2.3%	1.0%	2.4%	3.2%	2.0%	1.0%	2.0%	2.9%	5.6%	0.9%
Egypt	2.5%	2.5%	3.3%	1.3%	2.3%	1.6%	0.4%	4.3%	2.6%	3.5%	4.7%	2.3%
Others	2.6%	1.6%	2.8%	2.1%	3.4%	3.3%	0.8%	1.4%	3.3%	2.9%	2.8%	4.7%

* Percentage of valid answers

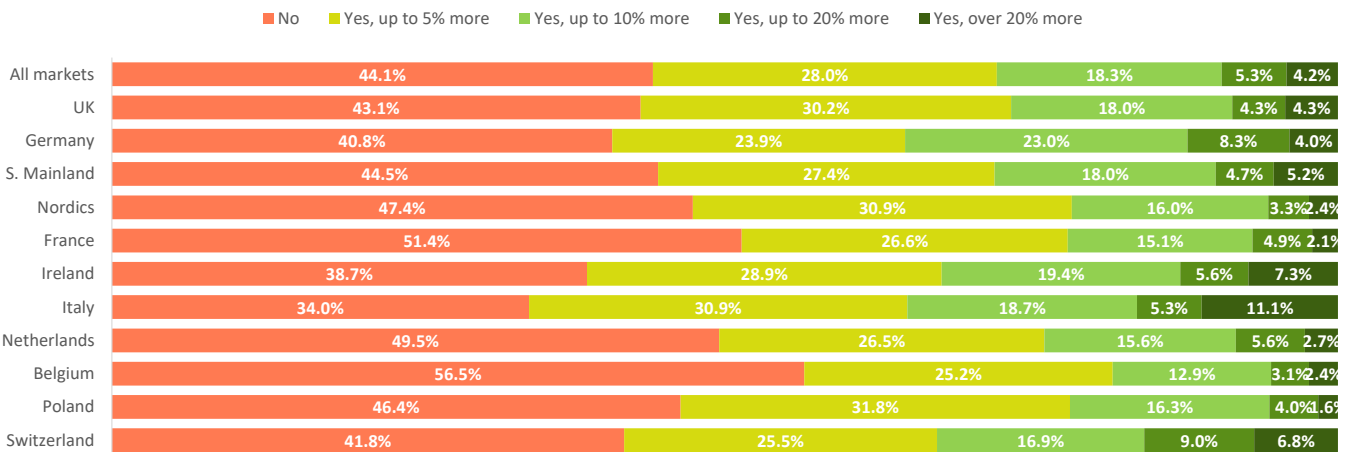


SUSTAINABLE DESTINATION

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	8.0	8.1	7.9	8.2	7.7	8.1	8.1	8.4	7.8	7.9	7.8	7.9
Tolerance towards tourism	8.6	8.6	8.6	8.7	8.4	8.6	8.8	8.5	8.2	8.4	9.0	8.4
Cleanliness of the island	8.0	8.7	7.7	7.8	7.8	8.1	8.7	8.2	7.7	8.2	8.3	7.5
Air quality	8.3	8.5	8.4	8.3	8.1	8.3	8.2	8.8	7.9	8.2	8.9	8.0
Rational water consumption	7.5	7.9	6.9	7.6	7.5	7.3	7.7	7.7	7.4	7.6	7.6	7.2
Energy saving	7.0	7.4	6.5	7.1	6.9	7.0	7.1	7.5	7.0	7.2	7.2	6.7
Use of renewable energy	7.3	7.6	6.8	7.3	7.0	7.4	7.6	7.8	7.0	7.4	7.7	7.2
Recycling	6.9	7.6	6.4	7.0	6.5	7.1	7.5	6.9	7.0	7.1	7.4	6.6
Easy to get around by public transport	7.8	8.1	7.7	7.4	7.5	8.1	7.9	7.7	7.8	7.6	8.4	7.5
Overcrowding in tourist areas	6.6	6.9	5.7	7.1	6.5	6.8	6.7	7.2	6.9	6.8	7.2	6.6
Supply of local products	7.1	7.2	6.9	7.5	6.7	7.6	7.0	7.4	7.2	7.2	7.6	7.1

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