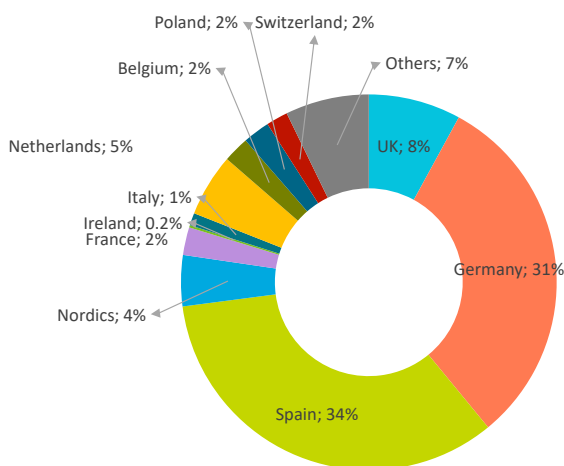


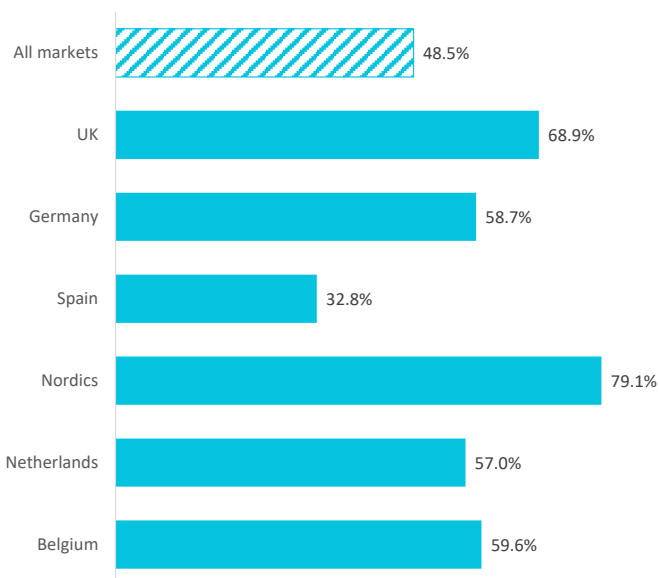
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	133,951	10,655	41,652	45,391	5,881	3,204	264	1,432	7,230	2,991	3,106	2,501
% Tourists	100%	8.0%	31.1%	33.9%	4.4%	2.4%	0.2%	1.1%	5.4%	2.2%	2.3%	1.9%
% tourists who book holiday package	48.5%	68.9%	58.7%	32.8%	79.1%	--	--	--	57.0%	59.6%	--	--
Expenditure per tourist (€)	1,241	1,319	1,417	914	1,855	--	--	--	1,342	1,454	--	--
- book holiday package	1,314	858	1,433	1,035	2,007	--	--	--	1,396	1,816	--	--
- holiday package	1,115	1,032	1,178	788	1,828	--	--	--	1,126	1,500	--	--
- others	199	-174	255	247	179	--	--	--	270	315	--	--
- do not book holiday package	1,172	2,342	1,394	856	1,279	--	--	--	1,270	922	--	--
- flight	344	371	449	254	402	--	--	--	363	327	--	--
- accommodation	418	1,199	446	311	584	--	--	--	412	356	--	--
- others	410	771	498	291	293	--	--	--	495	240	--	--
Average length of stay	9.71	10.29	11.71	7.51	8.30	--	--	--	10.01	8.17	--	--
Average daily expenditure (€)	140.8	120.9	133.2	134.7	252.0	--	--	--	147.5	173.7	--	--
Average daily expenditure without flight (€)	96.6	92.7	93.4	92.6	164.5	--	--	--	98.4	97.8	--	--
Average cost of the flight (€)	372.3	251.3	422.8	277.0	630.8	--	--	--	425.3	632.4	--	--
Total turnover (≥ 16 years old) (€m)	166	14	59	42	11	--	--	--	10	4	--	--
% Turnover	100%	8.5%	35.5%	25.0%	6.6%	--	--	--	5.8%	2.6%	--	--
Tourist arrivals (FRONTUR)	148,720	12,965	45,111	50,339	5,850	--	--	--	7,743	3,278	--	--
Passenger arrivals on non-stop flights (AENA)	186,553	11,687	44,957	105,131	10,019	--	--	--	8,331	1,123	--	--
Children <16 years old (FRONTUR - EGT)	14,769	2,310	3,459	4,948	--	--	--	--	513	287	--	--

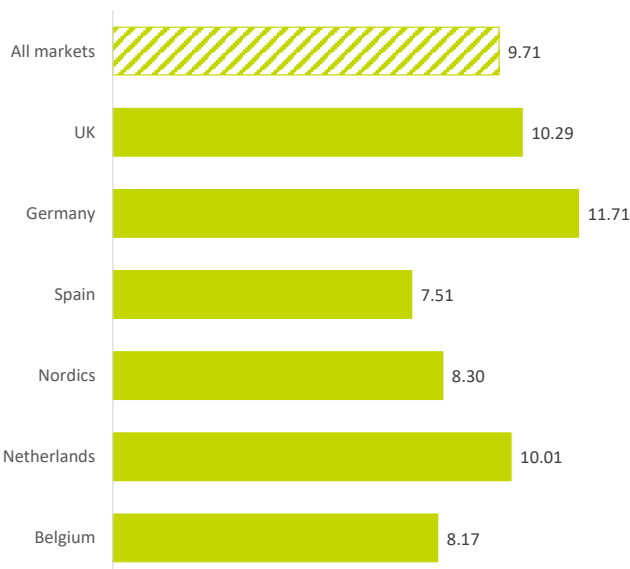
% TOURISTS (≥ 16 years old)



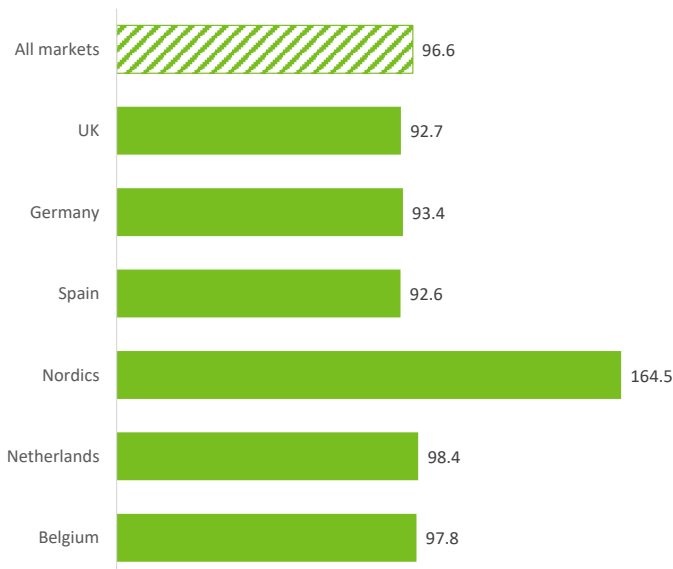
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Tourist profile by markets

LA PALMA (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	89.8%	75.7%	91.8%	89.9%	97.3%	--	--	--	93.9%	100.0%	--	--
- Additional accommodation expenses	6.7%	3.9%	5.0%	8.0%	0.0%	--	--	--	8.0%	21.7%	--	--
Transport:												
- National/International Transport	96.2%	77.6%	99.5%	95.5%	100.0%	--	--	--	99.4%	100.0%	--	--
- Flights between islands	7.1%	16.4%	4.2%	3.6%	3.1%	--	--	--	9.5%	0.0%	--	--
- Taxi	31.6%	56.4%	38.7%	14.5%	64.2%	--	--	--	32.6%	12.4%	--	--
- Car rental	67.0%	28.2%	71.7%	77.8%	40.1%	--	--	--	75.6%	67.6%	--	--
- Public transport	12.0%	19.7%	12.3%	11.7%	16.8%	--	--	--	14.6%	9.2%	--	--
Food and drink:												
- Food purchases at supermarkets	66.6%	46.3%	73.3%	65.9%	60.7%	--	--	--	84.5%	73.0%	--	--
- Restaurants	75.1%	60.5%	70.6%	81.7%	74.6%	--	--	--	86.7%	83.1%	--	--
Leisure:												
- Organized excursions	32.6%	31.2%	35.2%	35.2%	35.4%	--	--	--	25.7%	23.1%	--	--
- Sport activities	5.2%	6.3%	8.2%	1.9%	1.8%	--	--	--	8.3%	9.8%	--	--
- Cultural activities	2.3%	1.4%	4.4%	0.8%	2.7%	--	--	--	2.5%	6.5%	--	--
- Museums	11.2%	3.1%	10.5%	14.0%	3.1%	--	--	--	13.2%	15.7%	--	--
- Theme Parks	1.2%	2.0%	1.0%	1.3%	0.8%	--	--	--	2.0%	0.0%	--	--
- Discos and pubs	1.7%	1.2%	1.5%	2.6%	0.6%	--	--	--	0.3%	3.0%	--	--
- Wellness	2.7%	4.2%	0.8%	1.8%	6.6%	--	--	--	3.9%	6.7%	--	--
Purchases of goods:												
- Souvenirs	38.9%	34.2%	34.8%	45.2%	32.3%	--	--	--	38.4%	50.4%	--	--
- Real estate	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.4%	0.0%	--	--
- Other purchases	0.9%	0.7%	0.6%	0.8%	1.9%	--	--	--	1.3%	0.0%	--	--
Others:												
- Medical expenses	8.2%	8.4%	11.4%	7.5%	11.8%	--	--	--	6.8%	13.7%	--	--
- Other expenses	7.7%	6.6%	8.5%	6.3%	1.1%	--	--	--	8.1%	6.6%	--	--

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:												
	613	927	687	420	984	--	--	--	685	547	--	--
- Accommodation	545	880	605	376	984	--	--	--	521	520	--	--
- Additional accommodation expenses	67	48	82	44	0	--	--	--	164	27	--	--
Transport:												
	799	871	858	539	886	--	--	--	831	821	--	--
- National/International Transport	387	324	425	290	631	--	--	--	428	632	--	--
- Flights between islands	124	198	105	72	70	--	--	--	69	0	--	--
- Taxi	123	188	140	49	71	--	--	--	93	73	--	--
- Car rental	143	143	170	114	100	--	--	--	151	96	--	--
- Public transport	22	19	17	14	14	--	--	--	90	19	--	--
Food and drink:												
	216	305	227	176	170	--	--	--	213	181	--	--
- Food purchases at supermarkets	86	113	100	57	50	--	--	--	68	96	--	--
- Restaurants	131	192	127	119	120	--	--	--	145	86	--	--
Leisure:												
	399	316	402	232	310	--	--	--	639	495	--	--
- Organized excursions	95	70	106	81	105	--	--	--	86	72	--	--
- Sport activities	108	36	82	44	71	--	--	--	109	173	--	--
- Cultural activities	57	27	65	36	17	--	--	--	40	113	--	--
- Museums	19	11	21	15	9	--	--	--	19	46	--	--
- Theme Parks	33	76	18	21	20	--	--	--	89	0	--	--
- Discos and pubs	29	52	28	11	25	--	--	--	150	50	--	--
- Wellness	60	44	82	23	63	--	--	--	147	40	--	--
Purchases of goods:												
	153	74	303	139	44	--	--	--	101	44	--	--
- Souvenirs	58	44	77	53	30	--	--	--	42	44	--	--
- Real estate	10	0	0	0	0	--	--	--	10	0	--	--
- Other purchases	85	30	226	85	13	--	--	--	49	0	--	--
Others:												
	99	65	106	51	85	--	--	--	103	63	--	--
- Medical expenses	18	22	25	10	18	--	--	--	13	8	--	--
- Other expenses	81	43	81	40	67	--	--	--	90	56	--	--

Tourist profile by markets

LA PALMA (2023)

TOURIST PROFILE

Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	43.9%	35.1%	47.0%	41.3%	41.3%	--	--	--	38.1%	39.4%	--	--
Percentage of women	56.1%	64.9%	53.0%	58.7%	58.7%	--	--	--	61.9%	60.6%	--	--
Age												
Average age (tourists above 16 years old)	48.06	50.33	49.18	50.08	45.39	--	--	--	45.46	44.97	--	--
Standard deviation	15.2	16.2	14.7	14.5	19.6	--	--	--	15.1	12.9	--	--
Age range												
16-24 years old	7.7%	5.6%	6.2%	5.2%	22.7%	--	--	--	10.3%	6.3%	--	--
25-30 years old	8.3%	8.8%	7.0%	6.8%	9.1%	--	--	--	12.9%	5.7%	--	--
31-45 years old	27.0%	29.3%	24.5%	25.8%	19.7%	--	--	--	21.6%	41.1%	--	--
46-60 years old	31.6%	20.8%	36.0%	30.6%	24.8%	--	--	--	41.5%	30.4%	--	--
Over 60 years old	25.4%	35.5%	26.2%	31.7%	23.7%	--	--	--	13.7%	16.6%	--	--
Occupation												
Salaried worker	59.7%	55.1%	60.5%	53.5%	62.0%	--	--	--	61.7%	61.8%	--	--
Self-employed	8.2%	5.1%	5.8%	10.0%	9.2%	--	--	--	13.0%	14.0%	--	--
Unemployed	1.0%	0.0%	0.1%	1.9%	0.0%	--	--	--	5.2%	0.4%	--	--
Business owner	9.1%	1.2%	12.4%	9.9%	3.1%	--	--	--	6.6%	9.9%	--	--
Student	3.0%	0.8%	3.5%	2.6%	7.9%	--	--	--	2.7%	0.0%	--	--
Retired	17.9%	37.6%	15.4%	21.4%	17.8%	--	--	--	8.9%	14.0%	--	--
Unpaid domestic work	0.0%	0.2%	0.0%	0.0%	0.0%	--	--	--	0.0%	0.0%	--	--
Others	1.0%	0.0%	2.2%	0.7%	0.0%	--	--	--	1.9%	0.0%	--	--
Annual household income level												
Less than €25,000	11.2%	5.4%	9.9%	12.9%	11.7%	--	--	--	11.4%	4.4%	--	--
€25,000 - €49,999	37.6%	30.0%	27.6%	57.6%	15.5%	--	--	--	22.1%	35.1%	--	--
€50,000 - €74,999	24.0%	27.8%	22.2%	20.3%	32.6%	--	--	--	34.8%	50.2%	--	--
More than €74,999	27.3%	36.8%	40.3%	9.2%	40.2%	--	--	--	31.6%	10.3%	--	--
Education level												
No studies	1.1%	5.8%	0.2%	0.0%	8.9%	--	--	--	0.9%	2.9%	--	--
Primary education	2.5%	0.0%	2.5%	4.3%	1.8%	--	--	--	0.0%	0.0%	--	--
Secondary education	18.5%	15.3%	20.2%	17.7%	12.9%	--	--	--	37.0%	24.6%	--	--
Higher education	77.9%	78.9%	77.1%	78.1%	76.5%	--	--	--	62.1%	72.5%	--	--

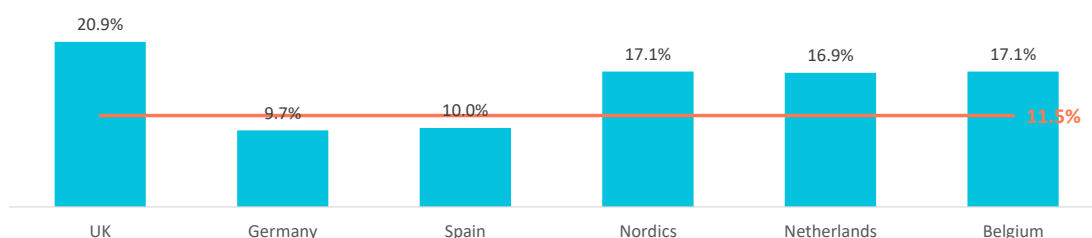
Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	7.3%	7.6%	6.5%	4.4%	0.8%	--	--	--	8.6%	0.8%	--	--
Only with partner	54.7%	54.7%	59.9%	52.0%	45.0%	--	--	--	51.1%	49.3%	--	--
Only with children (< 13 years old)	3.2%	3.0%	3.1%	1.9%	5.1%	--	--	--	5.7%	12.0%	--	--
Partner + children (< 13 years old)	5.5%	8.7%	5.2%	4.6%	8.9%	--	--	--	9.3%	3.9%	--	--
Other relatives	8.5%	6.8%	6.7%	9.6%	18.3%	--	--	--	8.2%	5.5%	--	--
Friends	5.4%	3.5%	5.6%	7.4%	1.9%	--	--	--	4.7%	11.9%	--	--
Work colleagues	2.0%	2.5%	0.7%	4.6%	0.0%	--	--	--	0.8%	0.0%	--	--
Organized trip	0.6%	0.0%	1.6%	0.3%	0.0%	--	--	--	0.0%	0.0%	--	--
Other combinations ⁽²⁾	12.9%	13.2%	10.8%	15.2%	20.1%	--	--	--	11.7%	16.6%	--	--
<i>⁽²⁾ Different situations have been isolated</i>												
Tourists with children	11.5%	20.9%	9.7%	10.0%	17.1%	--	--	--	16.9%	17.1%	--	--
- Between 0 and 2 years old	0.5%	0.3%	1.0%	0.1%	2.2%	--	--	--	0.0%	0.0%	--	--
- Between 3 and 12 years old	10.2%	19.9%	7.6%	9.3%	13.0%	--	--	--	16.9%	15.5%	--	--
- Between 0 -2 and 3-12 years old	0.8%	0.6%	1.1%	0.6%	1.9%	--	--	--	0.0%	1.6%	--	--
Tourists without children	88.5%	79.1%	90.3%	90.0%	82.9%	--	--	--	83.1%	82.9%	--	--
Group composition:												
- 1 person	9.3%	11.1%	9.3%	6.0%	6.4%	--	--	--	10.0%	0.8%	--	--
- 2 people	63.4%	56.6%	67.5%	62.3%	61.3%	--	--	--	60.2%	52.1%	--	--
- 3 people	10.8%	12.9%	10.1%	13.0%	11.2%	--	--	--	10.8%	9.3%	--	--
- 4 or 5 people	14.1%	12.9%	11.5%	17.6%	11.9%	--	--	--	15.6%	34.9%	--	--
- 6 or more people	2.4%	6.4%	1.6%	1.2%	9.2%	--	--	--	3.4%	3.0%	--	--
Average group size:	2.45	2.64	2.34	2.49	2.90	--	--	--	2.66	3.11	--	--

*People who share the main expenses of the trip



%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN



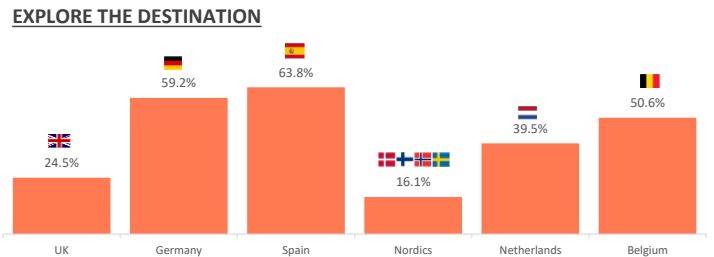
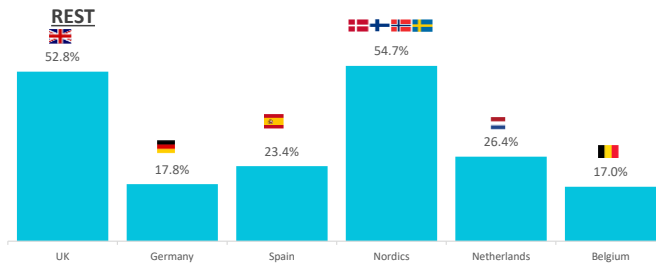
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Holidays	90.4%	96.1%	93.0%	86.7%	96.2%	--	--	--	96.9%	99.7%	--	--
Family reasons	4.7%	1.3%	5.4%	3.7%	0.0%	--	--	--	2.3%	0.3%	--	--
Business	2.9%	0.0%	0.9%	6.2%	3.1%	--	--	--	0.8%	0.0%	--	--
Education and training	0.4%	2.5%	0.0%	0.5%	0.0%	--	--	--	0.0%	0.0%	--	--
Sports training	0.4%	0.0%	0.1%	0.8%	0.8%	--	--	--	0.0%	0.0%	--	--
Health	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0.0%	--	--
Conventions and Exhibitions	0.9%	0.0%	0.2%	1.6%	0.0%	--	--	--	0.0%	0.0%	--	--
Others	0.3%	0.0%	0.4%	0.5%	0.0%	--	--	--	0.0%	0.0%	--	--

What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Rest	25.6%	52.8%	17.8%	23.4%	54.7%	--	--	--	26.4%	17.0%	--	--
Enjoy family time	8.8%	9.5%	8.3%	6.4%	19.3%	--	--	--	7.9%	6.8%	--	--
Have fun	7.0%	4.2%	8.6%	3.8%	5.0%	--	--	--	14.2%	12.7%	--	--
Explore the destination	52.5%	24.5%	59.2%	63.8%	16.1%	--	--	--	39.5%	50.6%	--	--
Practice their hobbies	3.2%	0.5%	4.2%	2.4%	0.0%	--	--	--	4.2%	2.3%	--	--
Other reasons	2.9%	8.4%	1.9%	0.2%	4.9%	--	--	--	7.8%	10.7%	--	--



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Landscapes	67.6%	53.6%	77.1%	71.7%	35.3%	--	--	--	46.3%	63.4%	--	--
Climate	63.0%	69.9%	69.5%	59.7%	64.2%	--	--	--	53.5%	53.2%	--	--
Environment	52.3%	53.2%	44.7%	65.0%	53.2%	--	--	--	13.0%	55.4%	--	--
Tranquility	50.4%	51.9%	51.0%	51.6%	19.9%	--	--	--	40.6%	42.1%	--	--
Safety	42.6%	62.0%	49.4%	41.7%	16.6%	--	--	--	16.5%	19.7%	--	--
Sea	38.5%	27.2%	49.5%	37.8%	34.2%	--	--	--	18.1%	16.1%	--	--
Hiking trail network	37.9%	27.0%	38.1%	38.5%	19.8%	--	--	--	25.2%	56.4%	--	--
Authenticity	34.6%	24.7%	32.0%	42.0%	31.7%	--	--	--	27.9%	17.7%	--	--
European belonging	30.7%	28.2%	28.3%	31.4%	21.7%	--	--	--	18.0%	17.0%	--	--
Effortless trip	27.2%	44.0%	34.0%	24.6%	5.3%	--	--	--	9.7%	7.1%	--	--
Gastronomy	26.3%	34.7%	24.1%	28.2%	25.2%	--	--	--	9.1%	10.4%	--	--
Accommodation supply	25.5%	44.9%	28.5%	21.1%	23.4%	--	--	--	14.6%	18.4%	--	--
Price	24.2%	38.3%	20.5%	21.8%	27.6%	--	--	--	13.8%	24.1%	--	--
Beaches	21.3%	17.4%	19.5%	27.4%	25.7%	--	--	--	9.9%	4.3%	--	--
Exoticism	18.1%	6.6%	12.0%	22.5%	35.7%	--	--	--	19.5%	14.7%	--	--
Fun possibilities	16.7%	18.6%	15.8%	18.4%	15.6%	--	--	--	20.4%	5.5%	--	--
Historical heritage	13.7%	9.2%	10.0%	17.5%	3.9%	--	--	--	6.3%	4.9%	--	--
Culture	10.6%	10.3%	7.0%	13.9%	6.0%	--	--	--	5.6%	3.3%	--	--
Shopping	6.8%	5.0%	8.8%	6.7%	1.2%	--	--	--	0.6%	6.0%	--	--
Nightlife	4.7%	1.7%	4.7%	5.0%	3.0%	--	--	--	1.0%	3.0%	--	--

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	45.3%	55.8%	49.6%	44.7%	33.1%	--	--	--	38.6%	41.9%	--	--
Friends or relatives	23.9%	14.6%	26.7%	24.5%	28.6%	--	--	--	19.5%	32.9%	--	--
Internet or social media	55.4%	65.1%	54.8%	45.7%	61.0%	--	--	--	67.7%	50.6%	--	--
Mass Media	3.9%	1.3%	3.7%	4.3%	0.0%	--	--	--	1.0%	0.0%	--	--
Travel guides and magazines	19.8%	12.1%	30.1%	8.5%	7.9%	--	--	--	20.9%	27.7%	--	--
Travel Blogs or Forums	8.1%	1.6%	5.7%	8.9%	2.7%	--	--	--	12.4%	9.7%	--	--
Travel TV Channels	1.0%	0.9%	1.3%	0.8%	0.0%	--	--	--	1.5%	1.9%	--	--
Tour Operator or Travel Agency	20.9%	30.6%	23.3%	19.6%	24.2%	--	--	--	19.1%	30.4%	--	--
Public administrations or similar	2.7%	6.9%	0.7%	2.7%	0.8%	--	--	--	0.0%	5.5%	--	--
Others	4.9%	10.7%	2.8%	4.3%	6.2%	--	--	--	2.3%	12.8%	--	--

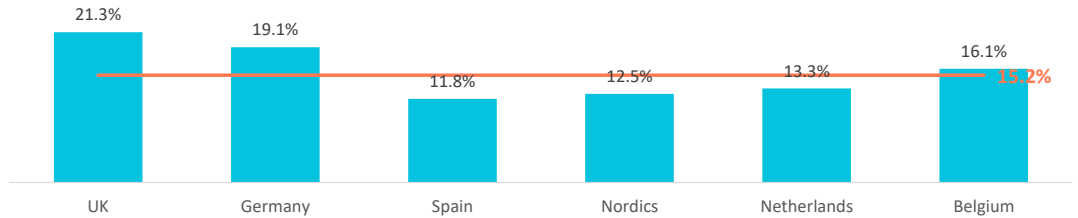
* Multi-choice question

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	0.2%	0.0%	0.0%	0.3%	0.0%	--	--	--	0.1%	0.0%	--	--
Between 1 and 30 days	18.5%	24.3%	13.0%	17.2%	14.5%	--	--	--	22.1%	10.4%	--	--
Between 1 and 2 months	28.4%	26.9%	21.5%	35.1%	44.7%	--	--	--	29.4%	24.3%	--	--
Between 3 and 6 months	37.8%	27.5%	46.4%	35.5%	28.3%	--	--	--	35.1%	49.1%	--	--
More than 6 months	15.2%	21.3%	19.1%	11.8%	12.5%	--	--	--	13.3%	16.1%	--	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



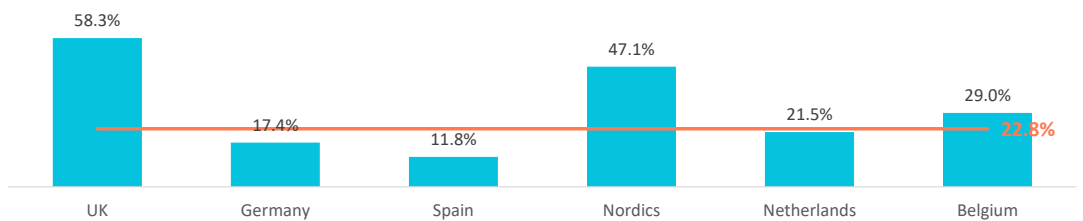
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	48.1%	35.0%	39.2%	58.8%	19.9%	--	--	71.1%	46.4%	32.1%	--	--
- Tour Operator or Travel Agency	51.9%	65.0%	60.8%	41.2%	80.1%	--	--	28.9%	53.6%	67.9%	--	--
Accommodation												
- Directly with the accommodation	38.8%	29.8%	31.0%	46.8%	20.1%	--	--	62.8%	31.4%	43.0%	--	--
- Tour Operator or Travel Agency	61.2%	70.2%	69.0%	53.2%	79.9%	--	--	37.2%	68.6%	57.0%	--	--

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Room only	25.9%	13.3%	27.6%	18.7%	19.1%	--	--	--	51.0%	37.1%	--	--
Bed and Breakfast	16.4%	9.1%	13.2%	21.4%	25.4%	--	--	--	7.3%	15.0%	--	--
Half board	30.9%	19.2%	37.2%	42.1%	6.4%	--	--	--	20.2%	19.0%	--	--
Full board	4.0%	0.0%	4.7%	6.0%	2.0%	--	--	--	0.0%	0.0%	--	--
All inclusive	22.8%	58.3%	17.4%	11.8%	47.1%	--	--	--	21.5%	29.0%	--	--

% TOURISTS WHO BOOK ALL INCLUSIVE

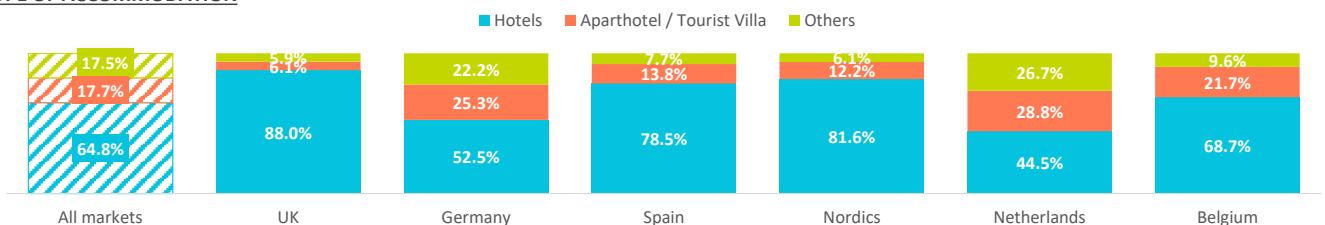


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	5.3%	8.6%	7.1%	3.2%	15.1%	--	--	--	0.0%	0.0%	--	--
4* Hotel	59.5%	79.3%	45.3%	75.3%	66.5%	--	--	--	44.5%	68.7%	--	--
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0.0%	--	--
Aparthotel / Tourist Villa	17.7%	6.1%	25.3%	13.8%	12.2%	--	--	--	28.8%	21.7%	--	--
House/room rented in a private dwelling	6.4%	0.9%	8.2%	2.3%	1.9%	--	--	--	6.3%	1.1%	--	--
Private accommodation ⁽¹⁾	5.3%	2.4%	6.8%	3.1%	2.7%	--	--	--	6.9%	0.0%	--	--
Others (Cottage, cruise, camping,...)	5.8%	2.6%	7.2%	2.2%	1.5%	--	--	--	13.5%	8.6%	--	--

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

TYPE OF ACCOMMODATION



Tourist profile by markets

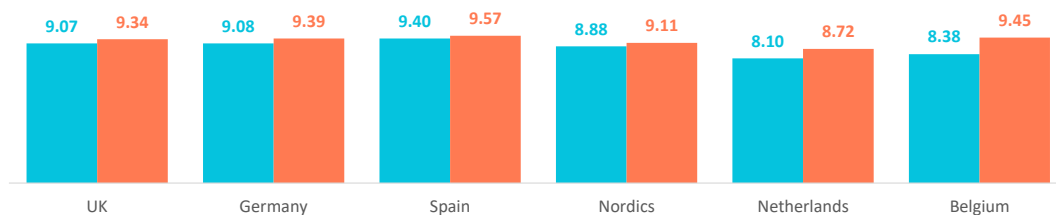
LA PALMA (2023)



SATISFACTION AND LOYALTY INDICATORS

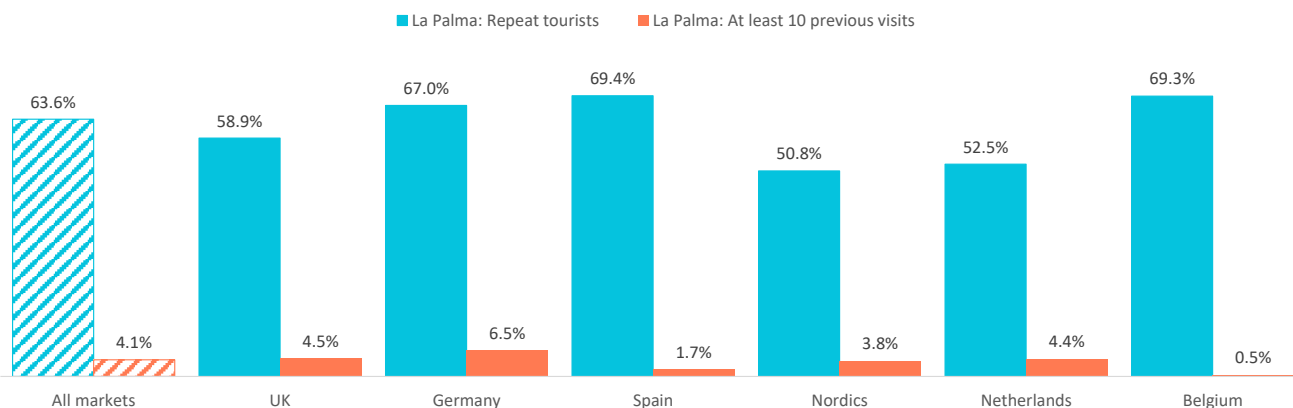
Satisfaction

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Satisfaction (scale 0-10)												
Average rating	9.01	9.03	9.01	9.13	8.93	--	--	--	8.63	9.02	--	--
Experience in the Canary Islands												
Worse or much worse than expected	2.1%	3.7%	0.3%	3.3%	0.0%	--	--	--	4.4%	1.8%	--	--
Lived up to expectations	48.7%	45.2%	49.8%	49.7%	38.3%	--	--	--	44.6%	46.3%	--	--
Better or much better than expected	49.2%	51.1%	49.9%	47.0%	61.7%	--	--	--	51.0%	51.8%	--	--
Future intentions (scale 1-10)												
Return to the Canary Islands	9.07	9.07	9.08	9.40	8.88	--	--	--	8.10	8.38	--	--
Recommend visiting the Canary Islands	9.38	9.34	9.39	9.57	9.11	--	--	--	8.72	9.45	--	--



How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
La Palma: Repeat tourists	63.6%	58.9%	67.0%	69.4%	50.8%	--	--	--	52.5%	69.3%	--	--
La Palma: At least 10 previous visits	4.1%	4.5%	6.5%	1.7%	3.8%	--	--	--	4.4%	0.5%	--	--
Canary Islands: Repeat tourists	77.6%	76.3%	81.7%	84.9%	57.9%	--	--	--	72.2%	82.8%	--	--
Canary Islands: At least 10 previous visits	16.3%	23.0%	17.6%	18.6%	10.5%	--	--	--	8.6%	8.7%	--	--



ISLANDS

How many islands do they visit during their trip?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
One island	80.0%	83.0%	85.3%	79.3%	82.9%	--	--	--	87.8%	94.7%	--	--
Two islands	16.5%	11.4%	13.4%	18.2%	14.8%	--	--	--	10.8%	5.3%	--	--
Three or more islands	3.5%	5.6%	1.3%	2.6%	2.3%	--	--	--	1.4%	0.0%	--	--

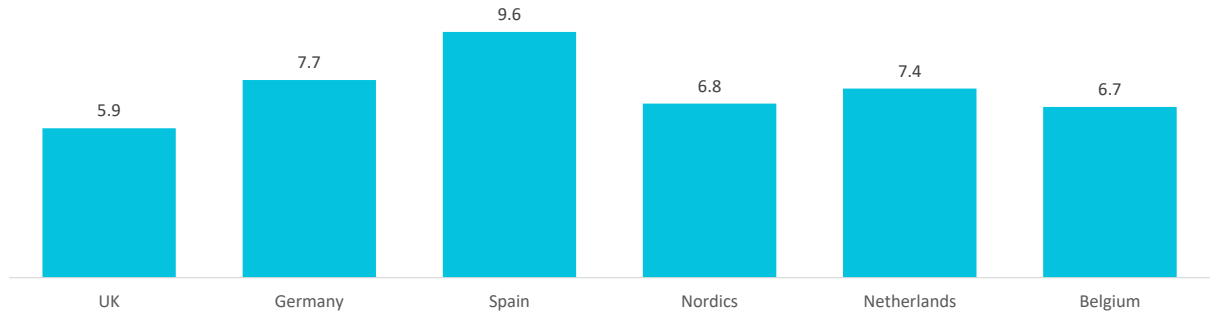
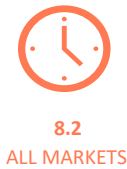
Visited islands during their trip (with overnight staying)

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Lanzarote	1.6%	3.1%	1.0%	1.8%	0.0%	--	--	--	0.2%	0.0%	--	--
Fuerteventura	0.9%	3.1%	0.1%	0.9%	0.0%	--	--	--	0.1%	0.0%	--	--
Gran Canaria	2.6%	5.8%	1.8%	2.3%	1.2%	--	--	--	0.6%	0.0%	--	--
Tenerife	6.6%	10.4%	3.0%	4.9%	0.0%	--	--	--	11.8%	4.4%	--	--
La Gomera	1.0%	1.2%	0.3%	1.0%	0.0%	--	--	--	1.0%	0.0%	--	--
La Palma	100.0%	100.0%	100.0%	100.0%	100.0%	--	--	--	100.0%	100.0%	--	--
El Hierro	1.3%	0.0%	0.3%	3.1%	0.0%	--	--	--	0.0%	0.0%	--	--
Cruise	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0.0%	--	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

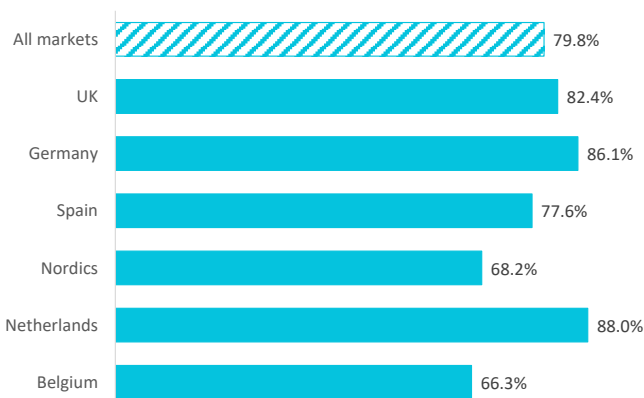
	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
0 hours	1.6%	12.3%	0.1%	0.0%	6.3%	--	--	--	3.3%	0.0%	--	--
1 - 2 hours	5.0%	20.5%	1.8%	1.9%	14.7%	--	--	--	3.7%	6.7%	--	--
3 - 6 hours	26.8%	20.7%	33.2%	16.3%	26.6%	--	--	--	45.7%	49.9%	--	--
7 - 12 hours	58.3%	39.6%	60.4%	69.3%	46.5%	--	--	--	41.1%	42.2%	--	--
More than 12 hours	8.3%	6.8%	4.5%	12.5%	6.0%	--	--	--	6.2%	1.2%	--	--
Outdoor time per day	8.2	5.9	7.7	9.6	6.8	--	--	--	7.4	6.7	--	--



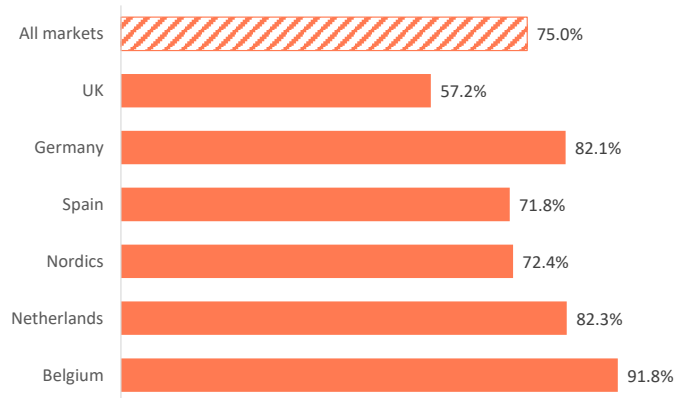
Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Walk, wander	79.8%	82.4%	86.1%	77.6%	68.2%	--	--	--	88.0%	66.3%	--	--
Explore the island on their own	75.0%	57.2%	82.1%	71.8%	72.4%	--	--	--	82.3%	91.8%	--	--
Beach	65.2%	36.4%	78.1%	61.3%	53.6%	--	--	--	67.6%	62.0%	--	--
Hiking	51.9%	38.4%	54.5%	51.6%	45.1%	--	--	--	70.5%	62.5%	--	--
Swimming pool, hotel facilities	46.6%	62.4%	30.6%	54.5%	59.5%	--	--	--	55.8%	68.4%	--	--
Taste Canarian gastronomy	41.7%	23.6%	46.4%	48.1%	30.5%	--	--	--	32.0%	20.2%	--	--
Organized excursions	26.0%	32.7%	22.4%	27.4%	33.8%	--	--	--	19.7%	14.9%	--	--
Museums / exhibitions	22.8%	26.9%	21.2%	24.6%	7.2%	--	--	--	27.4%	16.0%	--	--
Wineries / markets / popular festivals	19.0%	18.7%	16.5%	23.1%	20.6%	--	--	--	17.7%	6.1%	--	--
Other Nature Activities	16.6%	9.7%	18.4%	15.3%	13.6%	--	--	--	20.6%	12.0%	--	--
Astronomical observation	15.8%	29.1%	13.6%	14.0%	6.2%	--	--	--	19.4%	14.0%	--	--
Sea excursions / whale watching	14.9%	10.8%	15.9%	15.3%	5.0%	--	--	--	32.5%	15.7%	--	--
Nightlife / concerts / shows	6.8%	9.1%	5.9%	3.9%	3.6%	--	--	--	7.5%	2.3%	--	--
Running	6.4%	5.4%	1.1%	5.8%	12.7%	--	--	--	32.8%	2.8%	--	--
Swim	4.0%	4.6%	1.4%	2.6%	7.9%	--	--	--	21.9%	9.7%	--	--
Beauty and health treatments	3.7%	3.0%	2.6%	1.9%	9.6%	--	--	--	6.5%	6.7%	--	--
Scuba Diving	2.4%	0.6%	3.0%	0.8%	0.0%	--	--	--	9.2%	6.5%	--	--
Practice other sports	2.0%	4.4%	1.2%	2.1%	4.4%	--	--	--	2.1%	1.2%	--	--
Cycling / Mountain bike	1.7%	0.0%	2.2%	0.0%	5.9%	--	--	--	3.9%	1.2%	--	--
Theme parks	1.4%	0.7%	0.6%	1.1%	0.8%	--	--	--	6.7%	0.9%	--	--
Surf	0.5%	1.4%	0.2%	0.8%	0.0%	--	--	--	0.0%	0.0%	--	--
Golf	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.7%	0.0%	--	--
Windsurf / Kitesurf	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	0.0%	--	--

WALK, WANDER



EXPLORE THE ISLAND ON THEIR OWN

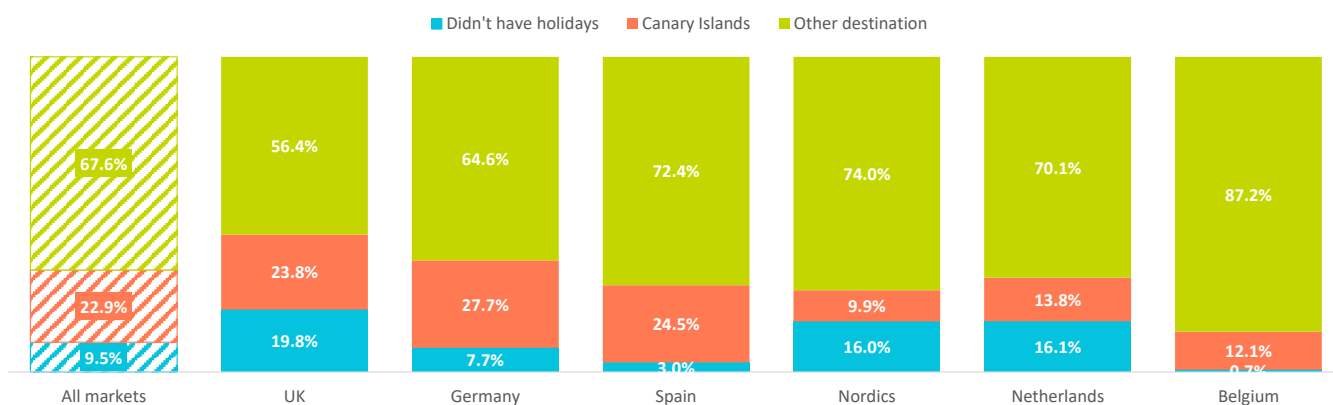


COMPETITORS

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	9.5%	19.8%	7.7%	3.0%	16.0%	--	--	--	16.1%	0.7%	--	--
Canary Islands	22.9%	23.8%	27.7%	24.5%	9.9%	--	--	--	13.8%	12.1%	--	--
Other destination	67.6%	56.4%	64.6%	72.4%	74.0%	--	--	--	70.1%	87.2%	--	--
Balearic Islands	4.2%	1.9%	6.1%	5.2%	0.2%	--	--	--	1.7%	0.0%	--	--
Rest of Spain	14.7%	5.5%	5.4%	33.3%	8.5%	--	--	--	3.7%	7.8%	--	--
Italy	8.0%	6.9%	10.7%	3.8%	14.6%	--	--	--	10.4%	3.1%	--	--
France	6.5%	5.0%	5.1%	4.1%	4.4%	--	--	--	9.2%	23.8%	--	--
Turkey	1.6%	1.8%	2.1%	0.9%	3.9%	--	--	--	1.7%	1.3%	--	--
Greece	7.7%	12.8%	9.7%	3.1%	16.9%	--	--	--	6.3%	12.9%	--	--
Portugal	6.3%	3.1%	4.5%	9.1%	4.3%	--	--	--	5.8%	10.5%	--	--
Croatia	1.8%	0.5%	3.0%	0.1%	1.1%	--	--	--	2.6%	0.0%	--	--
Egypt	1.7%	0.9%	1.2%	3.2%	0.0%	--	--	--	0.2%	0.7%	--	--
Tunisia	0.2%	0.4%	0.1%	0.0%	0.0%	--	--	--	0.0%	0.0%	--	--
Morocco	0.2%	0.0%	0.0%	0.4%	1.1%	--	--	--	0.2%	0.0%	--	--
Others	14.8%	17.5%	16.8%	9.2%	19.0%	--	--	--	28.2%	27.1%	--	--

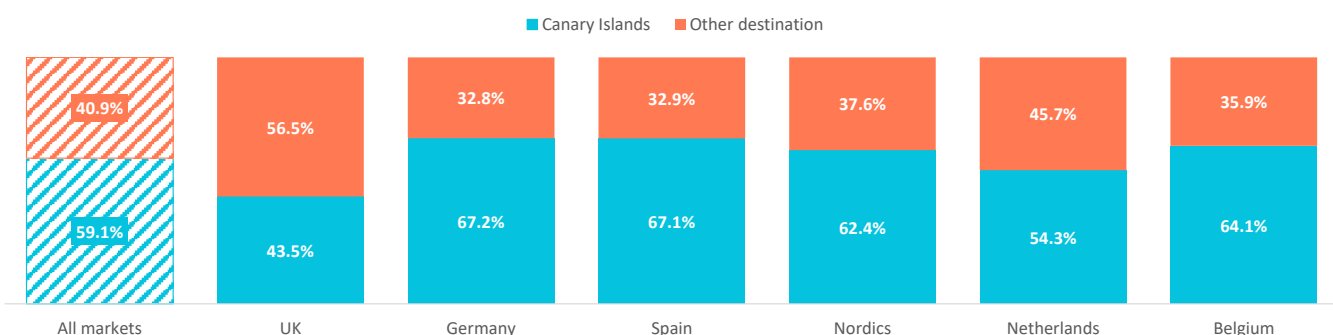
* Percentage of valid answers



What other destinations did they consider for this trip? *

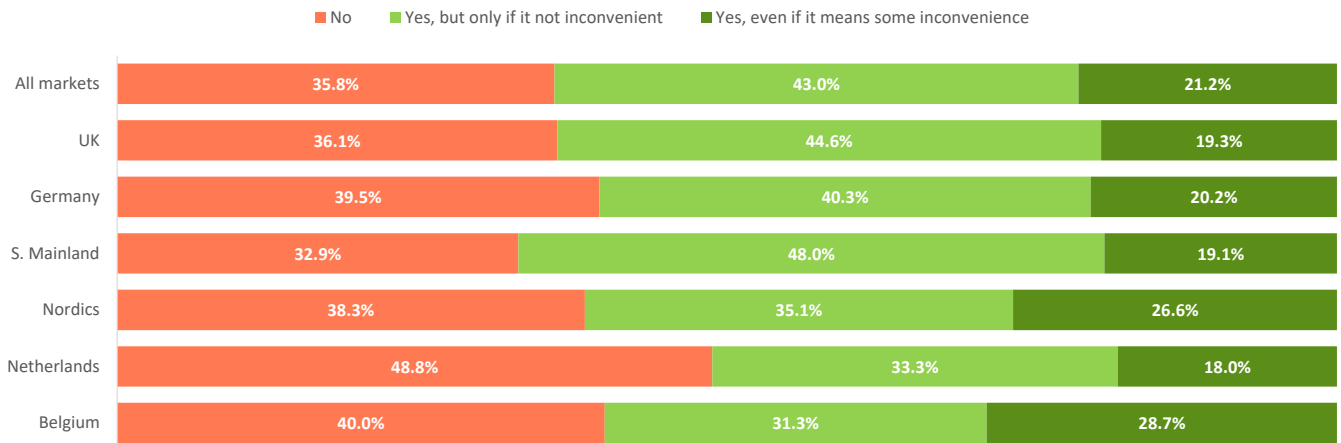
	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	32.8%	17.2%	37.1%	46.6%	18.9%	--	--	--	31.2%	44.7%	--	--
Canary Islands (other island)	26.3%	26.3%	30.2%	20.5%	43.5%	--	--	--	23.1%	19.4%	--	--
Other destination	40.9%	56.5%	32.8%	32.9%	37.6%	--	--	--	45.7%	35.9%	--	--
Balearic Islands	4.5%	6.9%	4.7%	4.1%	0.2%	--	--	--	2.4%	10.6%	--	--
Rest of Spain	6.3%	7.7%	4.1%	5.6%	1.4%	--	--	--	6.2%	6.4%	--	--
Italy	5.5%	6.3%	4.7%	5.9%	3.5%	--	--	--	6.8%	6.9%	--	--
France	1.8%	0.7%	2.0%	1.3%	0.8%	--	--	--	2.2%	1.3%	--	--
Turkey	2.1%	5.1%	1.4%	1.4%	1.5%	--	--	--	2.7%	0.0%	--	--
Greece	6.9%	10.3%	6.3%	4.4%	8.4%	--	--	--	7.5%	6.2%	--	--
Portugal	6.4%	8.3%	5.2%	4.4%	5.9%	--	--	--	10.3%	1.9%	--	--
Croatia	1.8%	4.5%	0.5%	1.3%	0.8%	--	--	--	2.6%	1.7%	--	--
Egypt	2.3%	3.5%	1.7%	1.8%	6.6%	--	--	--	1.9%	0.7%	--	--
Others	3.3%	3.2%	2.1%	2.7%	8.5%	--	--	--	3.1%	0.2%	--	--

* Percentage of valid answers

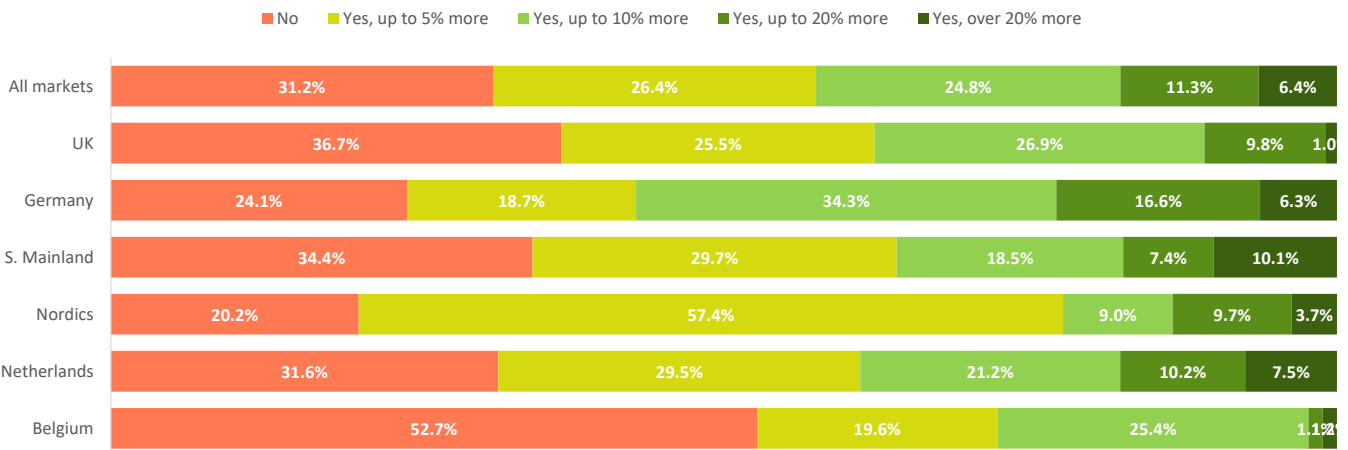


SUSTAINABLE DESTINATION

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	8.2	7.9	8.1	8.4	8.2	--	--	--	7.9	7.9	--	--
Tolerance towards tourism	8.6	8.6	8.6	9.0	8.5	--	--	--	7.9	7.8	--	--
Cleanliness of the island	8.6	8.6	8.4	8.7	8.8	--	--	--	8.1	8.3	--	--
Air quality	8.9	8.7	8.8	9.1	8.7	--	--	--	8.3	8.5	--	--
Rational water consumption	7.6	7.7	7.4	7.9	7.8	--	--	--	7.7	7.2	--	--
Energy saving	7.1	7.3	6.7	7.4	7.0	--	--	--	7.2	6.7	--	--
Use of renewable energy	6.8	7.0	6.3	7.0	7.2	--	--	--	6.9	6.1	--	--
Recycling	6.7	7.4	6.2	6.7	6.8	--	--	--	6.9	6.6	--	--
Easy to get around by public transport	7.2	7.6	7.2	7.1	7.7	--	--	--	7.0	6.4	--	--
Overcrowding in tourist areas	6.6	6.4	5.4	7.7	6.4	--	--	--	6.7	6.3	--	--
Supply of local products	7.5	6.8	7.6	7.7	7.4	--	--	--	7.2	6.8	--	--

* 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.