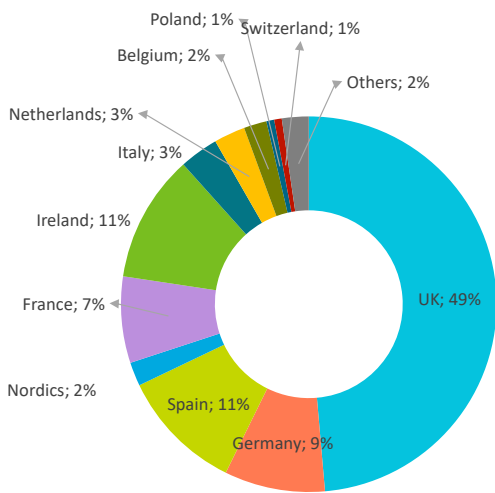


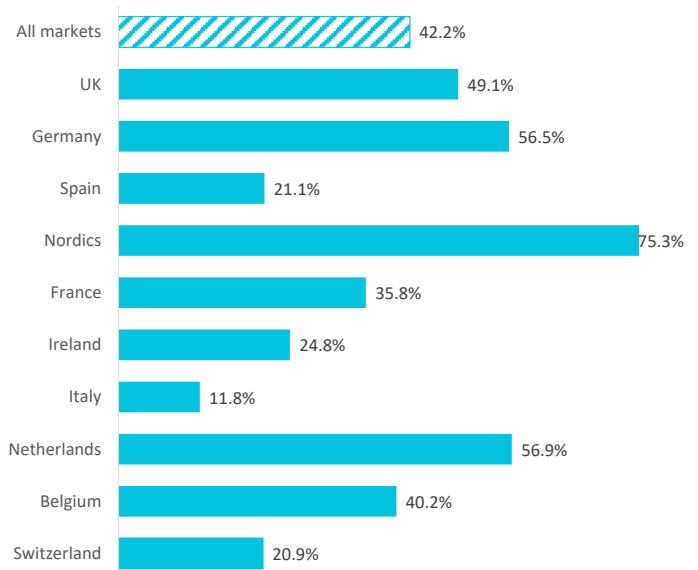
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	2,601,667	1,265,031	225,420	276,075	53,301	193,377	285,586	87,188	70,125	51,153	17,513	16,899
% Tourists	100%	48.6%	8.7%	10.6%	2.0%	7.4%	11.0%	3.4%	2.7%	2.0%	0.7%	0.6%
% tourists who book holiday package	42.2%	49.1%	56.5%	21.1%	75.3%	35.8%	24.8%	11.8%	56.9%	40.2%	--	20.9%
Expenditure per tourist (€)	1,349	1,340	1,557	988	1,639	1,334	1,539	1,099	1,456	1,439	--	1,431
- book holiday package	1,546	1,516	1,692	1,211	1,753	1,637	1,555	1,396	1,519	1,834	--	1,756
- holiday package	1,286	1,274	1,426	947	1,415	1,387	1,154	1,056	1,274	1,607	--	1,400
- others	260	242	266	265	337	249	401	340	246	227	--	356
- do not book holiday package	1,204	1,170	1,382	928	1,293	1,165	1,534	1,060	1,372	1,173	--	1,345
- flight	315	299	397	221	432	298	433	245	355	332	--	312
- accommodation	454	449	453	384	272	444	601	366	524	360	--	542
- others	435	421	532	323	588	423	500	449	494	481	--	492
Average lenght of stay	8.93	8.80	11.45	6.99	10.00	8.31	8.75	9.60	9.16	10.05	--	8.68
Average daily expenditure (€)	167.6	165.9	156.6	154.8	193.6	167.3	197.4	126.8	185.2	179.8	--	179.5
Average daily expenditure without flight (€)	121.2	120.7	113.2	116.9	117.6	119.8	139.6	97.9	129.9	128.2	--	135.7
Average cost of the flight (€)	371.0	364.5	434.9	236.3	635.7	372.8	436.0	253.1	423.2	420.1	--	338.7
Total turnover (≥ 16 years old) (€m)	3,508	1,695	351	273	87	258	440	96	102	74	--	24
% Turnover	100%	48.3%	10.0%	7.8%	2.5%	7.4%	12.5%	2.7%	2.9%	2.1%	--	0.7%
Tourist arrivals (FRONTUR)	3,049,188	1,496,007	253,510	317,923	65,674	218,740	348,679	97,546	80,142	59,015	--	-
Passenger arrivals on non-stop flights (AENA)	3,439,703	1,522,477	267,285	741,565	59,852	182,793	327,655	99,208	84,052	48,659	--	33,505
Children <16 years old (FRONTUR - EGT)	447,521	230,976	28,090	41,848	12,373	25,363	63,093	10,358	10,017	7,862	--	--

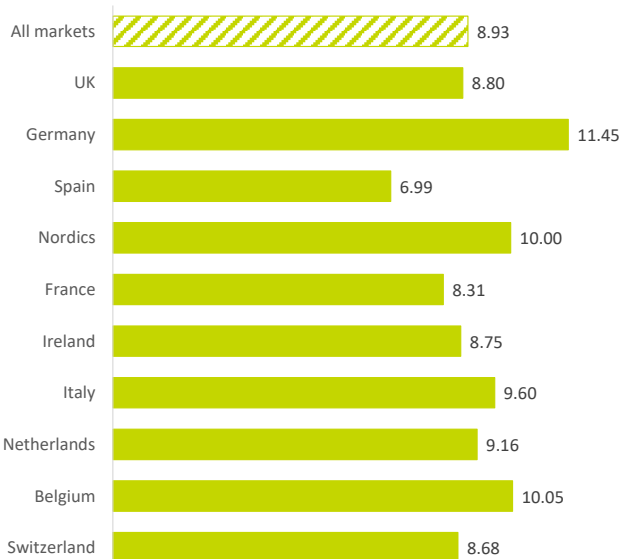
% TOURISTS (≥ 16 years old)



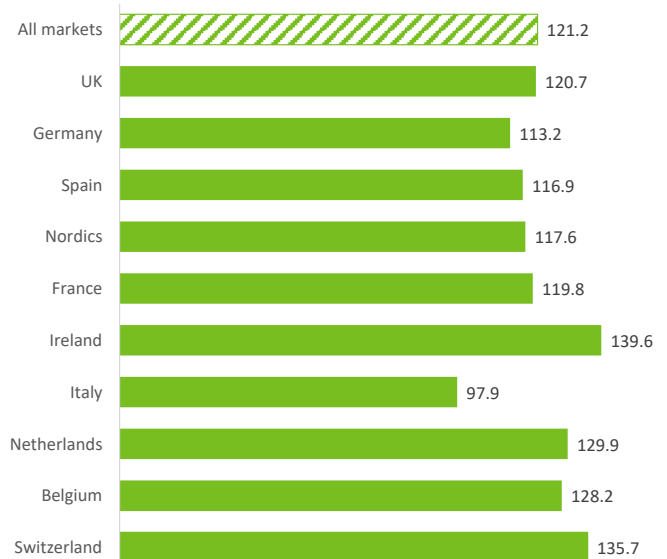
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Tourist profile by markets

LANZAROTE (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	86.7%	85.4%	87.9%	87.8%	87.3%	89.1%	91.2%	87.8%	91.2%	76.1%	--	73.8%
- Additional accommodation expenses	7.3%	5.4%	4.7%	8.1%	9.3%	11.1%	11.7%	10.5%	8.5%	7.6%	--	6.3%
Transport:												
- National/International Transport	95.2%	95.0%	97.5%	94.9%	95.2%	93.1%	97.1%	96.2%	92.3%	91.0%	--	91.2%
- Flights between islands	6.9%	3.5%	7.4%	13.6%	7.6%	12.4%	7.4%	18.8%	5.1%	8.3%	--	12.7%
- Taxi	51.8%	64.6%	46.7%	18.1%	25.9%	35.9%	63.3%	18.3%	54.4%	42.2%	--	31.8%
- Car rental	35.1%	20.2%	53.4%	67.7%	30.5%	62.6%	15.8%	75.1%	42.3%	49.2%	--	66.5%
- Public transport	9.7%	9.7%	12.6%	8.4%	5.2%	7.9%	11.4%	8.4%	10.8%	8.2%	--	10.8%
Food and drink:												
- Food purchases at supermarkets	64.6%	65.2%	66.4%	57.7%	68.2%	58.6%	70.3%	74.5%	62.7%	63.5%	--	69.2%
- Restaurants	70.6%	71.1%	64.8%	72.1%	71.6%	64.8%	78.0%	78.4%	57.7%	70.9%	--	80.5%
Leisure:												
- Organized excursions	25.7%	15.7%	32.8%	48.8%	19.8%	46.7%	17.6%	42.8%	22.9%	32.0%	--	31.2%
- Sport activities	8.2%	7.1%	10.3%	4.8%	13.2%	11.8%	9.2%	11.4%	9.8%	9.8%	--	11.5%
- Cultural activities	3.3%	2.5%	6.9%	3.9%	0.7%	3.9%	2.0%	3.5%	5.6%	5.6%	--	8.2%
- Museums	13.9%	7.4%	24.7%	22.5%	9.4%	29.2%	4.3%	30.8%	21.7%	25.4%	--	30.7%
- Theme Parks	6.1%	6.3%	2.2%	4.8%	3.4%	8.1%	9.4%	6.7%	3.9%	4.5%	--	8.3%
- Discos and pubs	11.5%	14.4%	2.1%	6.3%	5.7%	4.4%	22.7%	4.7%	4.5%	7.6%	--	7.4%
- Wellness	4.9%	4.8%	2.1%	3.4%	7.9%	6.2%	8.6%	1.2%	4.9%	8.3%	--	4.9%
Purchases of goods:												
- Souvenirs	47.3%	45.9%	41.7%	50.7%	39.5%	47.7%	53.7%	48.9%	50.4%	55.5%	--	56.8%
- Real estate	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.9%	0.0%	--	0.0%
- Other purchases	0.7%	0.6%	1.3%	0.6%	1.2%	0.2%	0.5%	1.7%	3.0%	0.0%	--	0.0%
Others:												
- Medical expenses	8.2%	7.2%	7.8%	8.1%	7.1%	5.4%	15.2%	11.8%	5.6%	14.2%	--	1.7%
- Other expenses	4.5%	3.9%	4.6%	4.0%	10.6%	6.1%	6.1%	1.9%	4.8%	4.3%	--	7.2%

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:	821	842	911	614	727	784	838	660	992	858	--	1,071
- Accommodation	673	713	762	488	658	626	678	457	690	801	--	808
- Additional accommodation expenses	148	129	150	126	68	158	160	202	303	56	--	263
Transport:	671	655	811	467	920	698	719	519	740	696	--	718
- National/International Transport	390	384	446	249	668	400	449	263	458	462	--	371
- Flights between islands	60	50	64	47	41	59	76	58	36	50	--	73
- Taxi	76	72	139	49	71	108	51	45	99	73	--	122
- Car rental	116	114	143	100	121	112	118	132	128	105	--	144
- Public transport	28	36	18	23	19	19	26	21	19	6	--	9
Food and drink:	290	291	313	208	345	229	363	281	268	305	--	313
- Food purchases at supermarkets	99	95	128	65	119	89	111	117	80	109	--	107
- Restaurants	191	196	185	143	225	139	252	164	188	196	--	206
Leisure:	482	481	438	370	487	440	534	427	532	494	--	390
- Organized excursions	88	89	100	71	78	97	106	63	133	76	--	49
- Sport activities	79	70	86	76	132	99	76	83	99	57	--	89
- Cultural activities	46	51	53	38	15	38	46	23	48	55	--	44
- Museums	44	40	39	46	28	51	50	53	45	35	--	43
- Theme Parks	62	65	35	47	60	58	80	39	52	93	--	37
- Discos and pubs	95	99	54	46	37	41	115	70	101	103	--	40
- Wellness	68	68	70	45	136	56	61	95	52	75	--	89
Purchases of goods:	388	582	85	91	123	247	374	115	188	82	--	54
- Souvenirs	75	75	61	52	96	72	97	50	72	82	--	54
- Real estate	265	465	0	0	0	0	177	0	57	0	--	0
- Other purchases	48	42	24	39	27	175	100	65	59	0	--	0
Others:	115	93	144	71	333	133	112	54	143	73	--	200
- Medical expenses	32	23	51	21	122	18	53	10	37	7	--	42
- Other expenses	83	70	93	51	210	115	59	44	105	66	--	159

Tourist profile by markets

LANZAROTE (2023)

TOURIST PROFILE

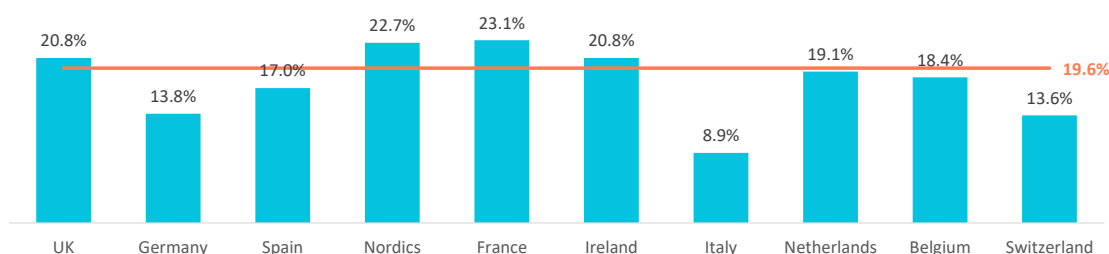
Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	48.1%	46.6%	55.8%	47.8%	45.2%	52.3%	46.5%	44.2%	52.6%	45.8%	--	54.8%
Percentage of women	51.9%	53.4%	44.2%	52.2%	54.8%	47.7%	53.5%	55.8%	47.4%	54.2%	--	45.2%
Age												
Average age (tourists above 16 years old)	48.85	51.64	50.63	41.19	50.17	44.51	50.69	42.81	46.90	45.07	--	40.67
Standard deviation	16.1	16.2	15.9	14.5	16.8	14.0	15.0	15.3	15.9	15.7	--	14.5
Age range												
16-24 years old	7.5%	5.6%	5.3%	13.9%	8.7%	7.6%	6.2%	10.7%	8.8%	12.2%	--	12.4%
25-30 years old	8.6%	6.5%	8.4%	14.2%	9.0%	11.3%	4.8%	16.9%	9.1%	11.0%	--	23.6%
31-45 years old	27.8%	25.0%	24.4%	36.7%	18.3%	36.7%	25.7%	34.1%	31.0%	29.3%	--	30.8%
46-60 years old	28.1%	28.2%	30.7%	22.7%	34.6%	30.3%	34.3%	18.5%	25.8%	28.1%	--	22.7%
Over 60 years old	28.0%	34.7%	31.1%	12.5%	29.5%	14.1%	29.0%	19.8%	25.3%	19.3%	--	10.4%
Occupation												
Salaried worker	55.5%	52.4%	56.3%	64.7%	54.1%	66.0%	59.3%	44.4%	54.2%	50.9%	--	52.8%
Self-employed	11.1%	10.1%	11.1%	10.9%	13.7%	11.4%	10.8%	19.4%	12.0%	17.0%	--	8.5%
Unemployed	0.8%	0.4%	0.6%	2.5%	0.0%	0.1%	0.9%	4.0%	0.3%	0.3%	--	1.3%
Business owner	5.8%	4.3%	7.7%	6.5%	7.6%	6.4%	5.1%	6.7%	9.5%	8.1%	--	21.6%
Student	2.9%	1.9%	1.9%	4.0%	4.7%	2.0%	1.1%	10.7%	6.0%	8.9%	--	8.5%
Retired	22.5%	29.8%	20.4%	10.1%	19.7%	12.7%	21.2%	12.8%	15.8%	13.4%	--	3.6%
Unpaid domestic work	0.7%	0.8%	0.5%	0.3%	0.3%	0.0%	1.4%	0.3%	0.6%	1.3%	--	1.0%
Others	0.7%	0.3%	1.6%	1.0%	0.0%	1.4%	0.4%	1.7%	1.6%	0.0%	--	2.7%
Annual household income level												
Less than €25,000	11.2%	10.2%	6.5%	20.0%	3.3%	12.1%	6.3%	29.2%	8.4%	13.1%	--	7.4%
€25,000 - €49,999	35.8%	35.8%	33.1%	47.6%	22.6%	35.8%	29.6%	36.9%	29.3%	40.1%	--	8.9%
€50,000 - €74,999	24.7%	24.2%	30.2%	20.7%	24.2%	28.4%	24.7%	19.9%	29.1%	26.9%	--	14.1%
More than €74,999	28.3%	29.9%	30.2%	11.6%	49.9%	23.8%	39.4%	14.0%	33.2%	19.9%	--	69.6%
Education level												
No studies	5.5%	10.1%	0.3%	0.3%	0.5%	0.3%	3.9%	0.4%	0.4%	0.0%	--	1.2%
Primary education	1.2%	0.4%	3.1%	3.3%	3.9%	1.5%	0.8%	1.1%	0.5%	1.4%	--	3.3%
Secondary education	18.1%	17.9%	20.3%	17.3%	26.7%	14.6%	18.5%	11.5%	36.3%	10.9%	--	10.0%
Higher education	75.2%	71.7%	76.3%	79.1%	68.9%	83.6%	76.8%	87.0%	62.8%	87.7%	--	85.5%

Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	5.7%	5.1%	10.3%	7.2%	4.5%	4.4%	4.0%	4.9%	4.0%	4.6%	--	3.2%
Only with partner	49.2%	51.1%	50.8%	49.0%	40.5%	42.1%	48.4%	50.5%	53.1%	41.8%	--	54.7%
Only with children (< 13 years old)	4.6%	3.4%	5.4%	4.9%	4.7%	8.6%	5.6%	2.3%	6.6%	5.3%	--	6.4%
Partner + children (< 13 years old)	7.7%	8.1%	5.1%	8.2%	7.9%	9.8%	7.0%	5.3%	9.0%	6.2%	--	3.0%
Other relatives	11.0%	11.9%	7.9%	8.7%	11.3%	6.6%	16.2%	4.5%	9.2%	8.2%	--	8.5%
Friends	6.4%	6.0%	6.5%	6.6%	1.7%	8.8%	4.4%	17.0%	3.2%	6.6%	--	4.5%
Work colleagues	0.3%	0.1%	0.1%	1.0%	0.0%	0.3%	0.2%	0.9%	0.0%	0.3%	--	1.5%
Organized trip	0.2%	0.1%	0.2%	0.1%	0.0%	0.9%	0.0%	0.0%	0.0%	1.0%	--	0.0%
Other combinations ⁽²⁾	15.0%	14.1%	13.7%	14.3%	29.4%	18.4%	14.2%	14.7%	14.9%	26.1%	--	18.1%
<i>(2) Different situations have been isolated</i>												
Tourists with children	19.6%	20.8%	13.8%	17.0%	22.7%	23.1%	20.8%	8.9%	19.1%	18.4%	--	13.6%
- Between 0 and 2 years old	1.6%	1.8%	1.6%	2.3%	1.1%	1.2%	1.3%	0.0%	3.3%	0.3%	--	1.0%
- Between 3 and 12 years old	16.2%	17.1%	11.4%	13.1%	19.3%	20.3%	17.6%	8.4%	13.8%	17.0%	--	11.2%
- Between 0-2 and 3-12 years old	1.7%	1.9%	0.7%	1.6%	2.4%	1.6%	1.9%	0.5%	2.0%	1.1%	--	1.5%
Tourists without children	80.4%	79.2%	86.2%	83.0%	77.3%	76.9%	79.2%	91.1%	80.9%	81.6%	--	86.4%
Group composition:												
- 1 person	8.8%	8.0%	13.5%	10.0%	8.2%	6.7%	6.9%	10.7%	5.8%	10.5%	--	12.0%
- 2 people	54.3%	55.1%	56.7%	54.5%	48.7%	48.0%	53.6%	58.2%	59.7%	50.3%	--	67.5%
- 3 people	12.3%	10.6%	14.1%	14.2%	10.4%	16.0%	12.6%	17.0%	13.6%	13.3%	--	7.9%
- 4 or 5 people	19.2%	19.6%	12.4%	16.7%	25.2%	26.6%	22.3%	12.8%	16.4%	18.3%	--	10.3%
- 6 or more people	5.4%	6.6%	3.3%	4.6%	7.5%	2.7%	4.7%	1.3%	4.4%	7.6%	--	2.3%
Average group size:	2.75	2.82	2.43	2.68	2.96	2.84	2.79	2.42	2.67	2.91	--	2.31

*People who share the main expenses of the trip



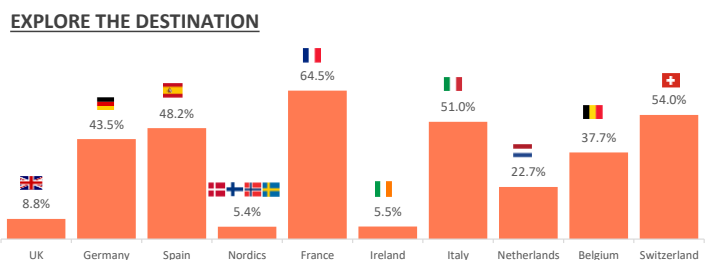
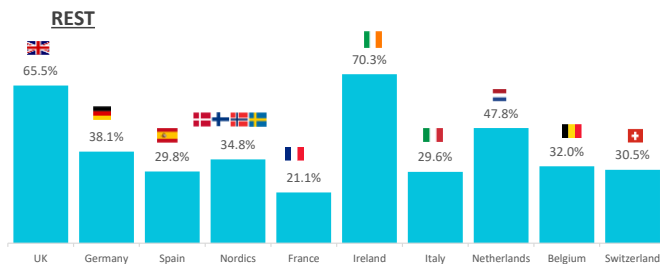
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Holidays	95.1%	96.2%	93.4%	89.9%	87.8%	97.8%	98.1%	92.1%	96.1%	94.9%	--	86.0%
Family reasons	3.2%	2.8%	4.5%	6.3%	3.8%	1.3%	1.2%	4.3%	1.6%	5.1%	--	1.9%
Business	0.5%	0.2%	0.2%	2.5%	0.0%	0.3%	0.1%	0.4%	1.2%	0.0%	--	0.0%
Education and training	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	0.0%
Sports training	0.4%	0.3%	0.4%	0.2%	4.3%	0.0%	0.1%	1.8%	1.2%	0.0%	--	5.0%
Health	0.1%	0.0%	0.3%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	--	0.0%
Conventions and Exhibitions	0.1%	0.0%	0.1%	0.2%	0.0%	0.6%	0.0%	0.2%	0.0%	0.0%	--	4.5%
Others	0.6%	0.5%	1.1%	0.7%	2.6%	0.0%	0.6%	1.1%	0.0%	0.0%	--	2.7%

What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Rest	52.9%	65.5%	38.1%	29.8%	34.8%	21.1%	70.3%	29.6%	47.8%	32.0%	--	30.5%
Enjoy family time	13.8%	15.4%	7.1%	12.5%	34.7%	9.1%	15.6%	9.1%	9.6%	18.9%	--	10.2%
Have fun	7.0%	7.9%	3.6%	7.1%	7.1%	2.5%	7.7%	4.3%	15.6%	5.9%	--	2.3%
Explore the destination	23.1%	8.8%	43.5%	48.2%	5.4%	64.5%	5.5%	51.0%	22.7%	37.7%	--	54.0%
Practice their hobbies	2.2%	1.4%	6.0%	1.2%	13.8%	2.5%	0.1%	4.4%	1.5%	4.7%	--	0.0%
Other reasons	1.1%	1.0%	1.7%	1.2%	4.2%	0.4%	0.9%	1.4%	2.8%	0.9%	--	2.9%



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Climate	74.6%	78.1%	71.4%	63.7%	74.7%	70.9%	74.9%	75.1%	78.1%	80.5%	--	64.4%
Safety	58.3%	64.5%	51.2%	42.6%	38.0%	48.8%	73.5%	51.1%	28.4%	43.6%	--	31.1%
Tranquility	50.6%	47.8%	48.2%	57.0%	32.9%	56.5%	56.1%	70.7%	42.1%	43.3%	--	33.4%
Accommodation supply	46.6%	54.9%	36.9%	26.7%	30.6%	40.7%	60.7%	25.5%	35.8%	29.7%	--	21.5%
Effortless trip	42.0%	48.9%	43.0%	29.7%	16.5%	29.1%	52.7%	34.4%	11.6%	25.0%	--	19.3%
Sea	41.3%	35.5%	59.9%	45.0%	47.8%	44.4%	42.1%	51.4%	32.3%	41.1%	--	51.4%
Price	39.7%	45.8%	23.0%	28.8%	23.0%	42.5%	49.2%	33.2%	24.0%	32.4%	--	16.1%
Environment	37.3%	34.9%	27.6%	45.4%	21.9%	49.0%	38.2%	70.2%	10.7%	34.1%	--	35.8%
Beaches	34.7%	31.2%	37.6%	43.3%	25.0%	35.5%	38.6%	48.5%	31.2%	23.7%	--	32.3%
European belonging	34.6%	30.8%	37.5%	39.0%	28.0%	34.4%	46.9%	39.0%	28.1%	28.6%	--	27.7%
Landscapes	34.5%	22.8%	42.8%	56.9%	20.4%	66.4%	22.5%	77.0%	25.2%	37.9%	--	64.2%
Gastronomy	27.2%	28.2%	21.8%	29.4%	16.4%	26.3%	32.5%	15.5%	17.1%	26.6%	--	23.0%
Authenticity	24.9%	19.5%	23.3%	39.2%	12.3%	41.0%	21.1%	44.3%	16.1%	30.1%	--	33.4%
Fun possibilities	19.8%	20.6%	14.5%	20.4%	20.0%	14.0%	27.9%	6.9%	30.9%	21.3%	--	5.9%
Historical heritage	11.5%	9.7%	10.7%	19.5%	2.6%	21.4%	7.1%	11.0%	5.4%	10.3%	--	19.3%
Culture	11.0%	9.8%	12.5%	13.2%	4.9%	16.9%	9.5%	12.7%	7.3%	8.8%	--	12.9%
Exoticism	10.8%	6.5%	6.8%	20.8%	6.5%	25.6%	8.6%	20.9%	9.3%	19.5%	--	12.4%
Shopping	7.9%	7.8%	6.8%	5.8%	2.7%	7.5%	15.1%	3.6%	2.7%	8.0%	--	1.8%
Hiking trail network	7.8%	4.3%	9.0%	12.0%	8.6%	15.6%	4.1%	30.8%	6.7%	13.1%	--	7.5%
Nightlife	5.9%	7.2%	2.9%	6.3%	0.5%	1.9%	9.6%	0.6%	3.9%	3.5%	--	0.0%

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	58.0%	68.8%	50.7%	38.4%	52.9%	26.2%	76.3%	36.9%	38.6%	43.9%	--	34.2%
Friends or relatives	29.6%	29.3%	26.8%	34.6%	24.7%	32.4%	26.2%	32.1%	27.2%	31.2%	--	40.6%
Internet or social media	58.7%	60.2%	55.0%	56.5%	50.9%	63.0%	51.7%	63.6%	71.1%	55.6%	--	59.4%
Mass Media	2.2%	2.6%	2.5%	1.6%	1.6%	2.4%	1.8%	0.4%	0.8%	0.6%	--	5.6%
Travel guides and magazines	8.8%	6.3%	15.7%	4.9%	4.6%	21.1%	5.5%	14.9%	6.6%	18.0%	--	22.5%
Travel Blogs or Forums	8.4%	5.2%	8.0%	14.2%	7.0%	16.2%	6.6%	18.4%	8.3%	9.3%	--	24.8%
Travel TV Channels	1.0%	1.0%	1.4%	1.2%	0.0%	0.6%	1.1%	0.4%	0.0%	0.8%	--	2.4%
Tour Operator or Travel Agency	19.7%	21.4%	30.5%	10.9%	34.3%	20.9%	11.6%	8.7%	19.1%	21.6%	--	7.3%
Public administrations or similar	0.7%	0.7%	0.3%	1.1%	1.0%	1.1%	0.3%	0.0%	0.8%	0.0%	--	0.0%
Others	2.9%	3.2%	1.0%	2.8%	1.3%	3.6%	3.5%	1.3%	1.8%	2.1%	--	1.7%

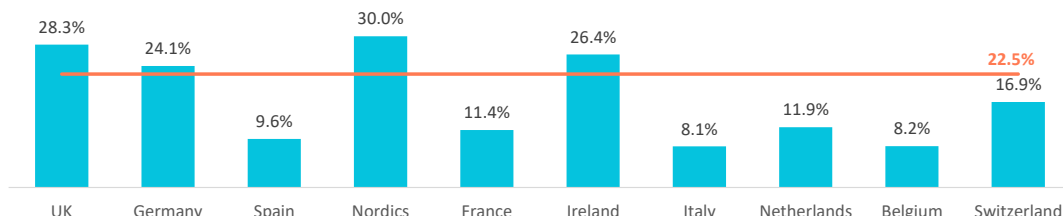
* Multi-choice question

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	0.4%	0.1%	1.1%	1.2%	0.0%	0.8%	0.4%	0.0%	0.0%	3.9%	--	0.0%
Between 1 and 30 days	19.9%	17.1%	17.3%	26.1%	18.3%	24.7%	17.5%	22.1%	38.9%	19.6%	--	14.6%
Between 1 and 2 months	24.3%	22.8%	20.0%	32.2%	16.1%	27.2%	20.9%	35.2%	19.7%	31.9%	--	39.6%
Between 3 and 6 months	32.9%	31.8%	37.5%	30.9%	35.6%	36.0%	34.9%	34.5%	29.4%	36.4%	--	28.9%
More than 6 months	22.5%	28.3%	24.1%	9.6%	30.0%	11.4%	26.4%	8.1%	11.9%	8.2%	--	16.9%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



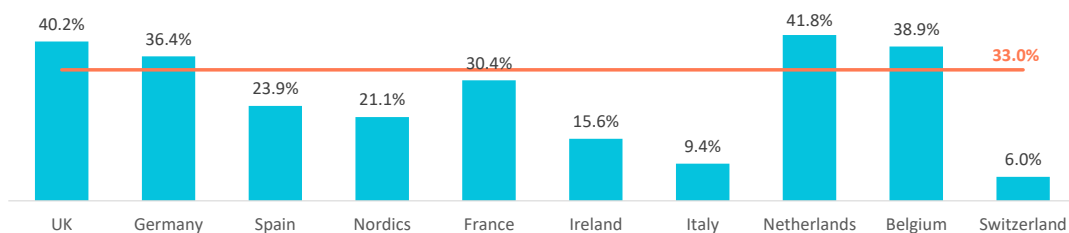
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	56.6%	53.9%	36.9%	68.7%	32.1%	56.8%	73.0%	82.3%	42.6%	57.7%	--	76.2%
- Tour Operator or Travel Agency	43.4%	46.1%	63.1%	31.3%	67.9%	43.2%	27.0%	17.7%	57.4%	42.3%	--	23.8%
Accommodation												
- Directly with the accommodation	44.1%	41.5%	26.7%	54.7%	25.7%	48.0%	58.7%	60.6%	32.1%	42.4%	--	60.9%
- Tour Operator or Travel Agency	55.9%	58.5%	73.3%	45.3%	74.3%	52.0%	41.3%	39.4%	67.9%	57.6%	--	39.1%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Room only	34.6%	32.6%	30.3%	34.7%	36.1%	34.5%	44.1%	62.1%	22.9%	20.3%	--	38.8%
Bed and Breakfast	12.6%	11.2%	7.1%	12.1%	24.0%	11.9%	22.8%	10.5%	12.5%	10.1%	--	25.5%
Half board	17.3%	14.8%	25.5%	25.6%	14.6%	13.9%	15.8%	13.3%	17.7%	23.7%	--	29.7%
Full board	2.5%	1.2%	0.7%	3.8%	4.2%	9.3%	1.7%	4.7%	5.2%	7.0%	--	0.0%
All inclusive	33.0%	40.2%	36.4%	23.9%	21.1%	30.4%	15.6%	9.4%	41.8%	38.9%	--	6.0%

% TOURISTS WHO BOOK ALL INCLUSIVE

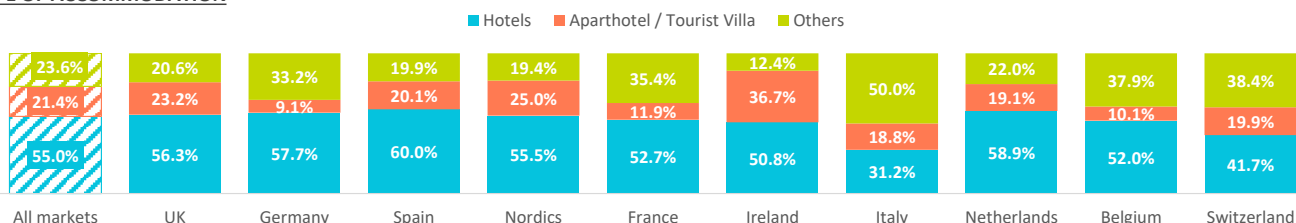


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	9.0%	8.5%	12.7%	10.5%	26.8%	6.8%	6.3%	8.4%	9.9%	5.5%	--	5.5%
4* Hotel	34.7%	36.3%	35.2%	37.4%	24.7%	34.8%	29.8%	17.5%	43.5%	33.8%	--	19.8%
5* Hotel / 5* Luxury Hotel	11.2%	11.5%	9.8%	12.2%	4.0%	11.1%	14.8%	5.3%	5.5%	12.7%	--	16.5%
Aparthotel / Tourist Villa	21.4%	23.2%	9.1%	20.1%	25.0%	11.9%	36.7%	18.8%	19.1%	10.1%	--	19.9%
House/room rented in a private dwelling	9.1%	6.0%	17.1%	9.3%	0.0%	20.6%	6.0%	26.2%	4.3%	11.1%	--	13.1%
Private accommodation ⁽¹⁾	6.1%	5.7%	9.4%	6.7%	6.8%	3.3%	3.5%	8.3%	2.8%	11.0%	--	12.5%
Others (Cottage, cruise, camping,...)	8.4%	8.9%	6.7%	3.8%	12.6%	11.6%	3.0%	15.5%	14.9%	15.8%	--	12.8%

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

TYPE OF ACCOMMODATION



Tourist profile by markets

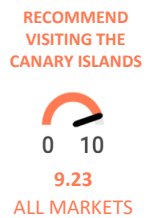
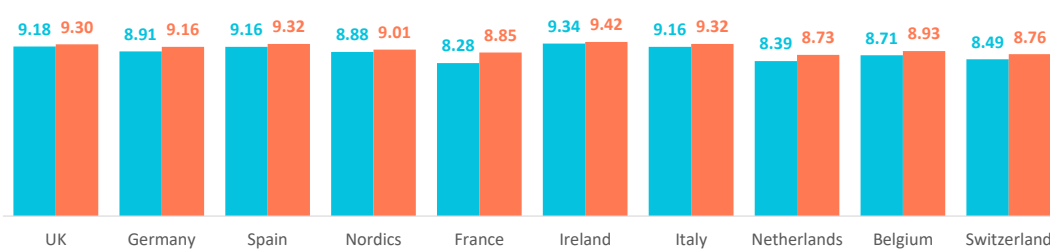
LANZAROTE (2023)



SATISFACTION AND LOYALTY INDICATORS

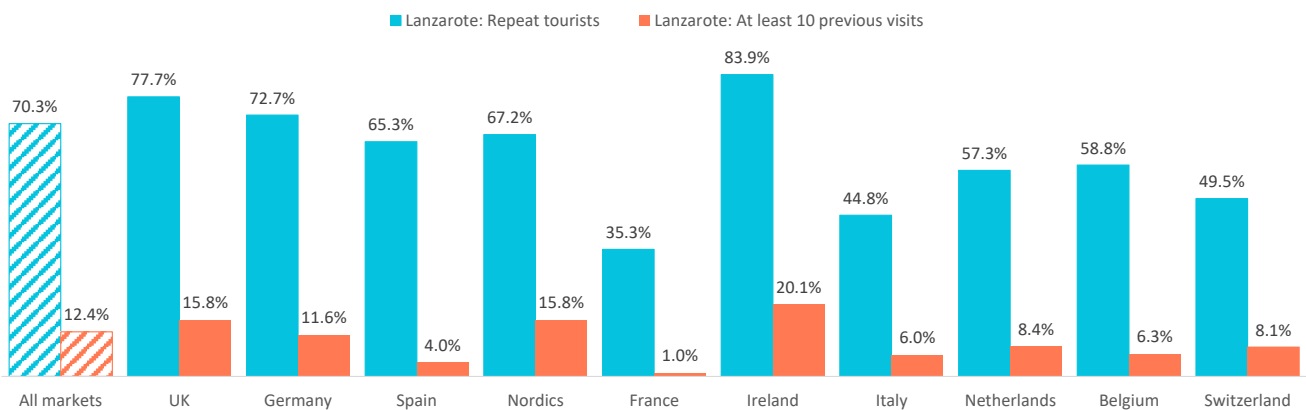
Satisfaction

Satisfaction (scale 0-10)	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Average rating	8.99	9.08	8.89	8.97	8.70	8.75	9.08	8.91	8.63	8.78	--	8.54
Experience in the Canary Islands	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Worse or much worse than expected	1.8%	1.5%	0.5%	2.9%	0.5%	4.5%	0.9%	1.1%	2.0%	1.3%	--	4.1%
Lived up to expectations	55.0%	57.0%	55.7%	46.0%	53.9%	56.4%	59.8%	45.2%	49.8%	55.8%	--	43.6%
Better or much better than expected	43.3%	41.5%	43.8%	51.2%	45.7%	39.2%	39.3%	53.8%	48.2%	43.0%	--	52.3%
Future intentions (scale 1-10)	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Return to the Canary Islands	9.05	9.18	8.91	9.16	8.88	8.28	9.34	9.16	8.39	8.71	--	8.49
Recommend visiting the Canary Islands	9.23	9.30	9.16	9.32	9.01	8.85	9.42	9.32	8.73	8.93	--	8.76



How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Lanzarote: Repeat tourists	70.3%	77.7%	72.7%	65.3%	67.2%	35.3%	83.9%	44.8%	57.3%	58.8%	--	49.5%
Lanzarote: At least 10 previous visits	12.4%	15.8%	11.6%	4.0%	15.8%	1.0%	20.1%	6.0%	8.4%	6.3%	--	8.1%
Canary Islands: Repeat tourists	78.2%	86.0%	76.8%	74.6%	78.9%	41.8%	89.6%	51.8%	70.5%	71.0%	--	52.5%
Canary Islands: At least 10 previous visits	23.7%	29.9%	22.6%	13.1%	26.2%	2.9%	31.1%	12.8%	15.2%	16.0%	--	13.0%



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	92.9%	96.5%	92.4%	88.7%	90.5%	85.1%	90.6%	87.9%	92.4%	90.4%	--	92.9%
Two islands	6.3%	3.5%	7.0%	9.1%	9.5%	12.4%	8.8%	10.2%	5.6%	8.2%	--	7.1%
Three or more islands	0.8%	0.1%	0.6%	2.2%	0.0%	2.4%	0.6%	1.9%	1.9%	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	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	--	100.0%
Fuerteventura	1.7%	0.5%	1.3%	3.2%	0.8%	5.2%	0.6%	6.4%	2.3%	3.1%	--	1.1%
Gran Canaria	0.5%	0.1%	0.5%	1.1%	0.7%	1.2%	0.2%	0.5%	1.9%	0.9%	--	0.0%
Tenerife	0.7%	0.0%	0.8%	2.1%	0.0%	2.5%	0.3%	0.7%	2.3%	0.9%	--	0.0%
La Gomera	0.1%	0.0%	0.3%	0.2%	0.0%	0.4%	0.0%	0.2%	0.0%	0.0%	--	0.0%
La Palma	0.2%	0.0%	0.4%	0.8%	0.0%	0.7%	0.0%	0.0%	0.0%	0.5%	--	0.0%
El Hierro	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	--	0.0%
Cruise	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	--	0.0%

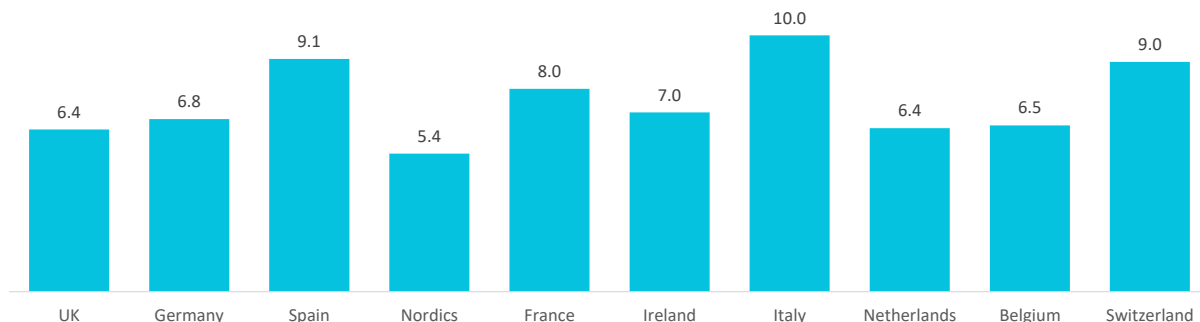
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
0 hours	1.7%	2.3%	1.1%	0.4%	7.7%	0.1%	1.5%	0.0%	2.2%	2.6%	--	0.0%
1 - 2 hours	11.0%	15.8%	8.5%	3.2%	20.8%	3.4%	6.4%	1.2%	16.6%	9.1%	--	3.1%
3 - 6 hours	36.6%	39.0%	42.3%	22.9%	39.5%	29.4%	45.8%	11.4%	41.0%	47.4%	--	24.4%
7 - 12 hours	43.7%	37.6%	43.4%	59.2%	26.7%	62.0%	39.4%	73.2%	33.2%	33.6%	--	63.1%
More than 12 hours	7.0%	5.3%	4.8%	14.2%	5.3%	5.1%	6.9%	14.2%	7.0%	7.3%	--	9.3%
Outdoor time per day	7.1	6.4	6.8	9.1	5.4	8.0	7.0	10.0	6.4	6.5	--	9.0



7,1
ALL MARKETS

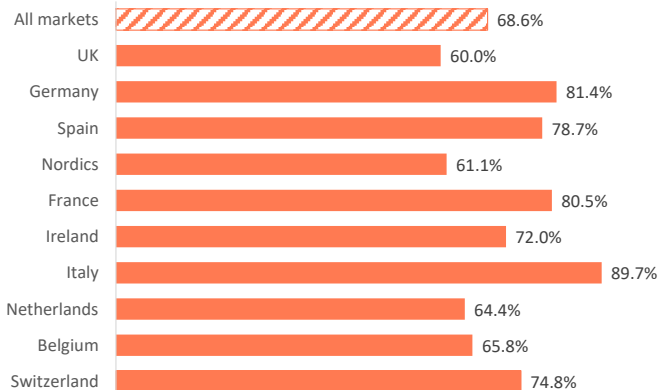
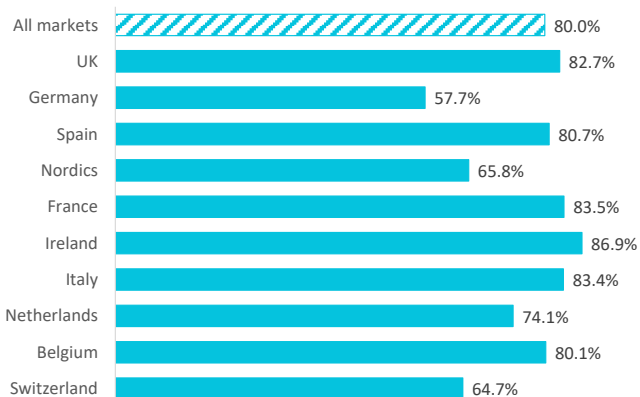


Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Walk, wander	80.0%	82.7%	57.7%	80.7%	65.8%	83.5%	86.9%	83.4%	74.1%	80.1%	--	64.7%
Beach	68.6%	60.0%	81.4%	78.7%	61.1%	80.5%	72.0%	89.7%	64.4%	65.8%	--	74.8%
Swimming pool, hotel facilities	63.0%	71.0%	32.4%	58.5%	65.4%	59.1%	72.4%	28.6%	61.8%	62.6%	--	34.9%
Explore the island on their own	51.3%	39.1%	69.7%	78.2%	48.9%	77.2%	31.7%	77.6%	54.0%	64.4%	--	73.1%
Taste Canarian gastronomy	28.6%	26.6%	42.8%	47.0%	16.8%	15.3%	20.4%	36.2%	12.0%	20.6%	--	32.6%
Museums / exhibitions	21.2%	12.4%	33.3%	39.2%	9.5%	44.0%	5.7%	39.7%	26.0%	35.0%	--	46.7%
Wineries / markets / popular festivals	20.3%	13.0%	34.8%	36.4%	14.9%	33.2%	8.5%	42.3%	11.4%	23.9%	--	49.3%
Organized excursions	17.9%	14.1%	19.4%	27.5%	16.6%	27.3%	14.4%	23.7%	17.7%	18.7%	--	9.3%
Hiking	16.3%	7.3%	19.7%	23.1%	24.7%	44.4%	7.1%	27.6%	35.6%	45.6%	--	39.2%
Nightlife / concerts / shows	13.7%	15.7%	5.3%	12.7%	10.8%	6.7%	24.7%	3.0%	5.6%	13.0%	--	6.0%
Swim	8.8%	11.2%	4.0%	3.2%	8.3%	3.0%	12.4%	2.5%	12.8%	8.5%	--	3.4%
Theme parks	8.1%	8.5%	3.0%	6.3%	2.7%	8.3%	13.4%	5.9%	5.8%	8.8%	--	4.8%
Other Nature Activities	7.7%	4.0%	14.3%	14.5%	9.1%	11.0%	2.0%	19.1%	11.4%	9.2%	--	16.0%
Cycling / Mountain bike	7.0%	5.9%	12.7%	5.0%	16.1%	6.6%	7.5%	5.8%	8.3%	9.8%	--	6.2%
Running	6.9%	6.1%	4.2%	5.5%	22.3%	10.9%	6.5%	4.7%	15.7%	8.7%	--	2.9%
Sea excursions / whale watching	6.9%	6.0%	7.5%	7.6%	3.1%	14.2%	6.9%	4.6%	4.2%	8.4%	--	5.7%
Beauty and health treatments	5.5%	4.7%	3.5%	4.7%	12.1%	6.1%	10.6%	2.0%	5.3%	6.4%	--	7.1%
Practice other sports	3.8%	2.9%	4.8%	4.8%	19.1%	4.2%	2.7%	1.4%	4.5%	6.2%	--	1.5%
Scuba Diving	3.6%	2.6%	3.7%	3.0%	4.9%	7.9%	2.0%	5.8%	2.8%	7.6%	--	2.3%
Surf	2.9%	1.2%	4.8%	2.8%	5.2%	7.1%	1.0%	11.8%	5.8%	5.7%	--	6.3%
Astronomical observation	2.0%	1.1%	4.2%	3.5%	6.4%	2.2%	0.6%	0.1%	4.5%	4.2%	--	3.7%
Golf	1.4%	1.6%	0.7%	1.4%	4.2%	0.7%	1.7%	0.0%	0.5%	2.4%	--	2.5%
Windsurf / Kitesurf	0.8%	0.6%	1.5%	0.6%	3.2%	1.0%	0.3%	1.2%	1.7%	0.0%	--	0.8%

WALK, WANDER

BEACH



Tourist profile by markets

LANZAROTE (2023)

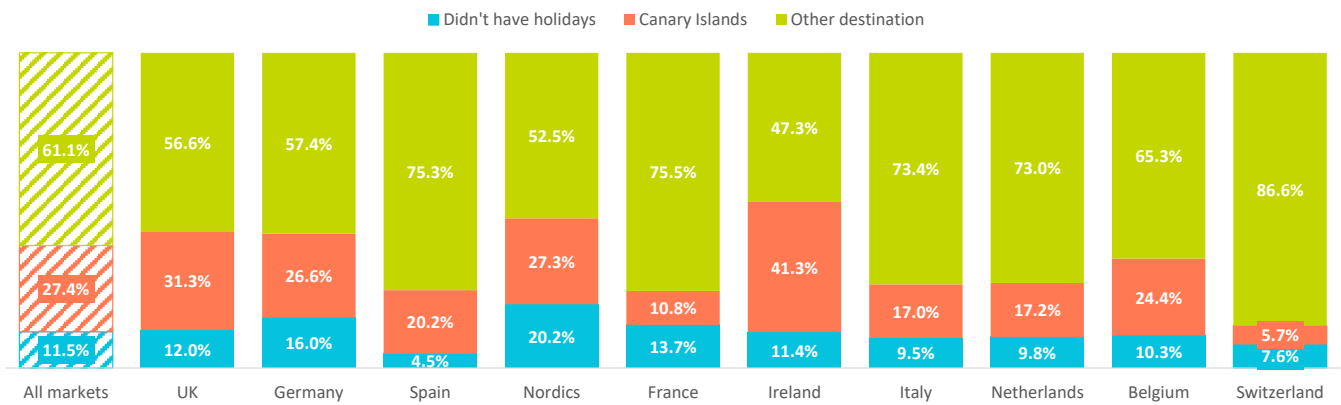


COMPETITORS

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	11.5%	12.0%	16.0%	4.5%	20.2%	13.7%	11.4%	9.5%	9.8%	10.3%	--	7.6%
Canary Islands	27.4%	31.3%	26.6%	20.2%	27.3%	10.8%	41.3%	17.0%	17.2%	24.4%	--	5.7%
Other destination	61.1%	56.6%	57.4%	75.3%	52.5%	75.5%	47.3%	73.4%	73.0%	65.3%	--	86.6%
Balearic Islands	4.9%	5.2%	4.1%	7.8%	0.7%	4.4%	3.3%	5.1%	1.2%	5.5%	--	9.7%
Rest of Spain	11.8%	8.6%	5.1%	34.6%	8.8%	6.5%	13.2%	9.9%	12.3%	14.1%	--	10.4%
Italy	6.9%	4.1%	6.7%	6.7%	7.0%	9.2%	6.5%	29.6%	8.9%	7.7%	--	26.0%
France	5.9%	3.4%	5.4%	4.5%	5.2%	24.8%	2.8%	4.5%	11.6%	14.9%	--	11.6%
Turkey	2.4%	3.9%	2.4%	0.6%	0.0%	0.6%	0.7%	0.2%	3.0%	1.4%	--	0.0%
Greece	6.6%	7.7%	8.0%	1.4%	9.3%	8.0%	2.3%	4.7%	7.4%	6.2%	--	7.6%
Portugal	5.1%	4.9%	4.5%	7.1%	4.7%	4.3%	6.6%	4.5%	4.5%	3.2%	--	2.8%
Croatia	1.5%	1.0%	2.4%	0.2%	0.5%	2.1%	0.9%	7.3%	2.0%	0.0%	--	1.9%
Egypt	0.9%	0.9%	1.5%	1.2%	0.0%	0.9%	0.2%	1.0%	3.1%	0.2%	--	1.0%
Tunisia	0.3%	0.2%	0.5%	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	1.3%	--	0.0%
Morocco	0.8%	0.8%	0.0%	1.4%	0.0%	2.1%	0.1%	1.0%	0.3%	0.3%	--	0.6%
Others	14.0%	16.1%	16.7%	9.8%	16.3%	10.9%	10.7%	5.6%	18.7%	10.4%	--	15.0%

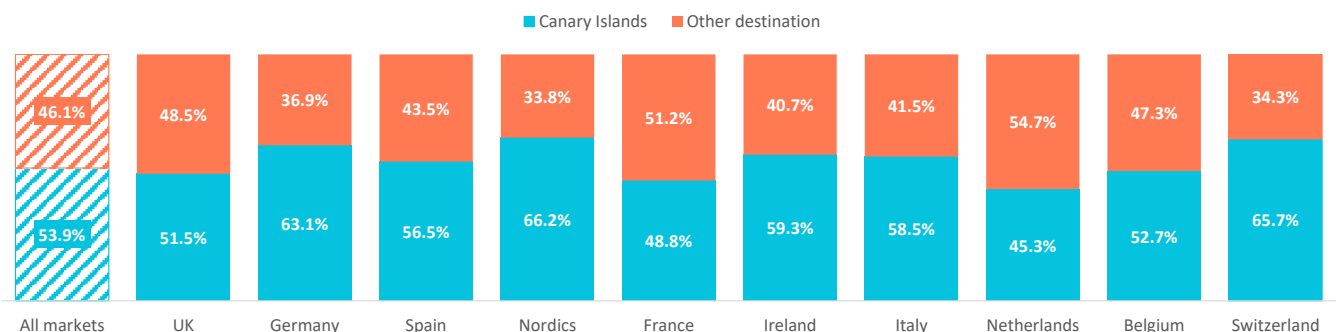
* Percentage of valid answers



What other destinations did they consider for this trip? *

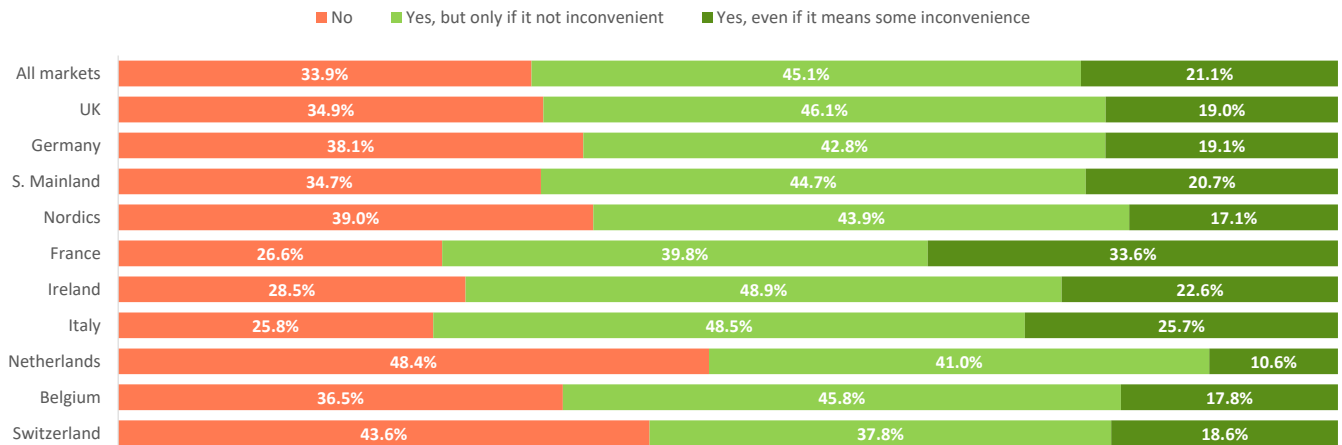
	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	28.0%	26.3%	29.7%	30.6%	39.1%	23.5%	39.6%	30.9%	15.6%	24.6%	--	39.2%
Canary Islands (other island)	25.9%	25.2%	33.4%	25.9%	27.1%	25.3%	19.7%	27.6%	29.7%	28.1%	--	26.6%
Other destination	46.1%	48.5%	36.9%	43.5%	33.8%	51.2%	40.7%	41.5%	54.7%	47.3%	--	34.3%
Balearic Islands	7.1%	7.8%	5.5%	10.3%	2.8%	8.1%	3.4%	8.1%	2.6%	9.4%	--	6.2%
Rest of Spain	8.6%	8.9%	6.2%	10.7%	9.2%	5.4%	10.4%	5.7%	7.8%	10.4%	--	2.4%
Italy	4.4%	3.8%	2.3%	5.2%	2.7%	5.9%	5.8%	3.1%	7.8%	4.7%	--	2.9%
France	1.4%	1.2%	0.6%	0.9%	1.1%	3.2%	1.6%	0.1%	4.3%	0.6%	--	2.2%
Turkey	3.2%	4.5%	2.4%	0.9%	0.8%	1.8%	1.5%	4.6%	3.1%	1.1%	--	0.0%
Greece	7.9%	8.8%	7.1%	3.8%	4.3%	9.9%	4.6%	6.9%	10.2%	11.8%	--	12.6%
Portugal	6.8%	7.0%	4.6%	4.4%	5.5%	6.3%	11.0%	6.3%	9.3%	4.0%	--	2.9%
Croatia	2.5%	3.2%	1.8%	1.5%	1.1%	3.5%	1.2%	0.9%	2.1%	1.0%	--	0.7%
Egypt	2.0%	1.6%	3.6%	1.9%	1.8%	3.2%	0.1%	3.6%	4.4%	3.5%	--	1.5%
Others	2.2%	1.6%	2.7%	4.0%	4.5%	4.0%	1.2%	2.2%	3.0%	0.9%	--	3.0%

* Percentage of valid answers

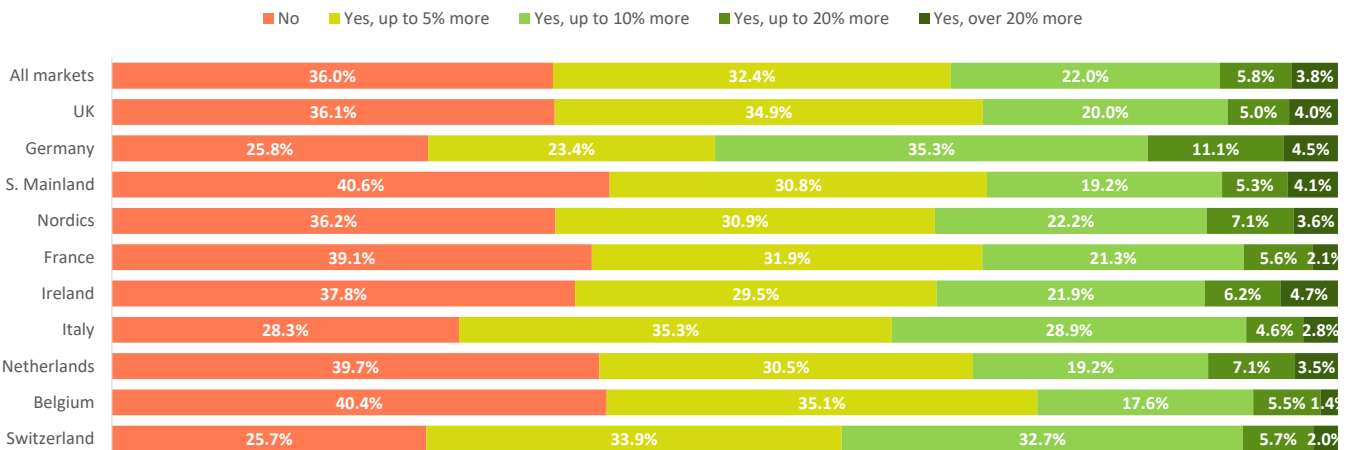


SUSTAINABLE DESTINATION

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	8.2	8.0	8.2	7.7	8.2	8.2	8.4	7.9	8.1	--	7.8
Tolerance towards tourism	8.7	8.7	8.5	8.8	8.3	8.5	8.6	8.7	8.4	8.4	--	7.9
Cleanliness of the island	8.7	8.8	8.1	8.5	8.1	8.6	8.9	8.5	8.3	8.4	--	7.9
Air quality	8.7	8.7	8.7	8.7	8.3	8.5	8.9	9.2	8.2	8.7	--	8.5
Rational water consumption	7.8	8.0	7.2	7.7	7.1	7.6	8.0	7.9	7.4	7.8	--	7.5
Energy saving	7.3	7.4	6.5	7.3	6.8	7.1	7.5	7.6	7.0	7.1	--	6.8
Use of renewable energy	7.2	7.3	6.3	7.0	6.9	7.1	7.3	7.6	6.9	6.7	--	6.6
Recycling	7.3	7.7	6.3	6.9	6.7	7.1	7.5	6.9	7.0	6.8	--	6.4
Easy to get around by public transport	7.5	7.9	6.9	6.6	6.5	7.4	8.1	7.3	7.3	6.9	--	6.0
Overcrowding in tourist areas	6.6	6.7	5.5	7.0	6.3	6.6	6.6	6.7	6.8	6.6	--	6.4
Supply of local products	7.3	7.4	7.0	7.5	6.8	7.3	7.0	7.6	7.1	7.3	--	7.1

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