

# Tourist profile by markets

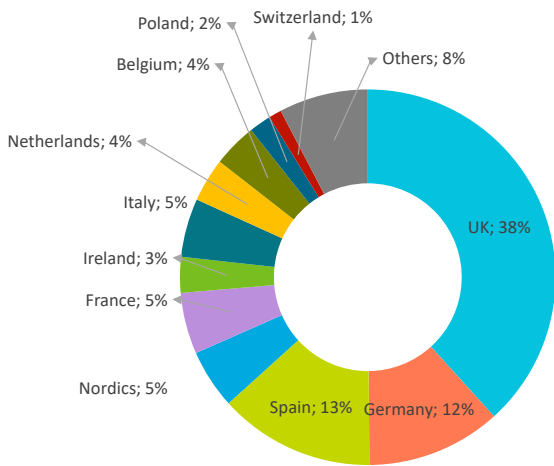
## TENERIFE (2023)



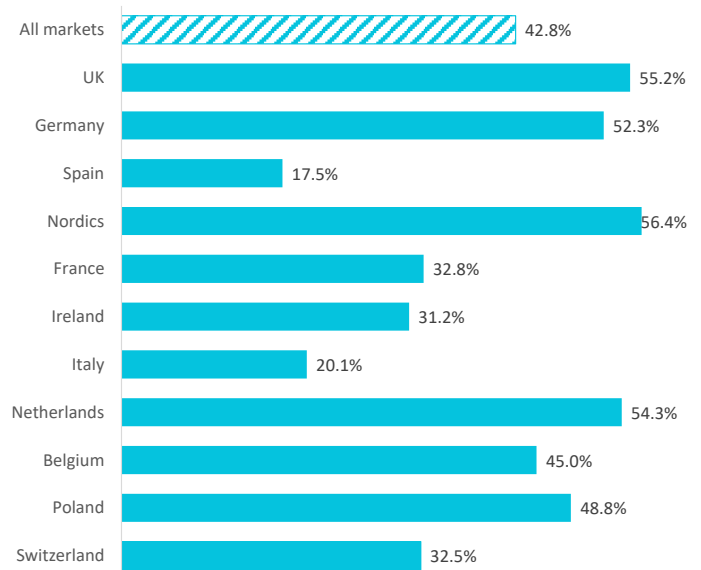
### INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>5,601,943</b>	<b>2,144,205</b>	<b>649,008</b>	<b>752,050</b>	<b>285,762</b>	<b>295,662</b>	<b>172,347</b>	<b>282,673</b>	<b>210,978</b>	<b>211,259</b>	<b>107,182</b>	<b>60,783</b>
<b>% Tourists</b>	<b>100%</b>	38.3%	11.6%	13.4%	5.1%	5.3%	3.1%	5.0%	3.8%	3.8%	1.9%	1.1%
% tourists who book holiday package	42.8%	55.2%	52.3%	17.5%	56.4%	32.8%	31.2%	20.1%	54.3%	45.0%	48.8%	32.5%
<b>Expenditure per tourist (€)</b>	<b>1,355</b>	<b>1,423</b>	<b>1,512</b>	<b>821</b>	<b>1,706</b>	<b>1,290</b>	<b>1,468</b>	<b>1,095</b>	<b>1,457</b>	<b>1,570</b>	<b>1,386</b>	<b>1,552</b>
- book holiday package	1,598	1,578	1,705	1,111	1,822	1,586	1,600	1,397	1,659	1,718	1,602	1,734
- holiday package	1,280	1,276	1,367	829	1,444	1,302	1,108	1,173	1,305	1,437	1,290	1,346
- others	317	302	338	282	379	284	492	225	353	281	312	388
- do not book holiday package	1,175	1,233	1,300	760	1,556	1,145	1,408	1,019	1,219	1,448	1,181	1,464
- flight	312	306	376	205	435	303	326	278	296	385	324	391
- accommodation	405	487	430	242	539	376	545	281	423	434	351	491
- others	458	441	493	314	581	466	537	459	500	629	505	581
<b>Average length of stay</b>	<b>9.32</b>	<b>8.70</b>	<b>11.09</b>	<b>6.74</b>	<b>11.30</b>	<b>9.90</b>	<b>9.29</b>	<b>9.25</b>	<b>9.92</b>	<b>11.75</b>	<b>10.94</b>	<b>10.26</b>
<b>Average daily expenditure (€)</b>	<b>168.9</b>	<b>185.2</b>	<b>155.5</b>	<b>139.9</b>	<b>186.2</b>	<b>157.8</b>	<b>180.8</b>	<b>139.0</b>	<b>168.5</b>	<b>175.5</b>	<b>158.8</b>	<b>176.3</b>
<b>Average daily expenditure without flight (€)</b>	<b>123.4</b>	<b>139.4</b>	<b>110.3</b>	<b>101.0</b>	<b>128.0</b>	<b>113.7</b>	<b>137.1</b>	<b>97.9</b>	<b>124.3</b>	<b>127.4</b>	<b>109.7</b>	<b>130.8</b>
<b>Average cost of the flight (€)</b>	<b>359.1</b>	<b>349.1</b>	<b>432.1</b>	<b>220.6</b>	<b>499.6</b>	<b>353.7</b>	<b>343.5</b>	<b>309.6</b>	<b>373.6</b>	<b>425.8</b>	<b>406.5</b>	<b>416.0</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>7,593</b>	<b>3,052</b>	<b>981</b>	<b>618</b>	<b>488</b>	<b>381</b>	<b>253</b>	<b>310</b>	<b>307</b>	<b>332</b>	<b>149</b>	<b>94</b>
<b>% Turnover</b>	<b>100%</b>	40.2%	12.9%	8.1%	6.4%	5.0%	3.3%	4.1%	4.0%	4.4%	2.0%	1.2%
<b>Tourist arrivals (FRONTUR)</b>	<b>6,449,359</b>	<b>2,489,323</b>	<b>721,719</b>	<b>873,192</b>	<b>332,892</b>	<b>329,505</b>	<b>205,472</b>	<b>312,439</b>	<b>235,918</b>	<b>236,626</b>	-	-
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>7,726,234</b>	<b>2,576,067</b>	<b>784,980</b>	<b>2,103,827</b>	<b>318,706</b>	<b>237,129</b>	<b>183,669</b>	<b>327,840</b>	<b>211,330</b>	<b>252,908</b>	<b>155,660</b>	<b>113,755</b>
<b>Children &lt;16 years old (FRONTUR - EGT)</b>	<b>847,416</b>	<b>345,118</b>	<b>72,711</b>	<b>121,142</b>	<b>47,130</b>	<b>33,843</b>	<b>33,125</b>	<b>29,766</b>	<b>24,940</b>	<b>25,367</b>	--	--

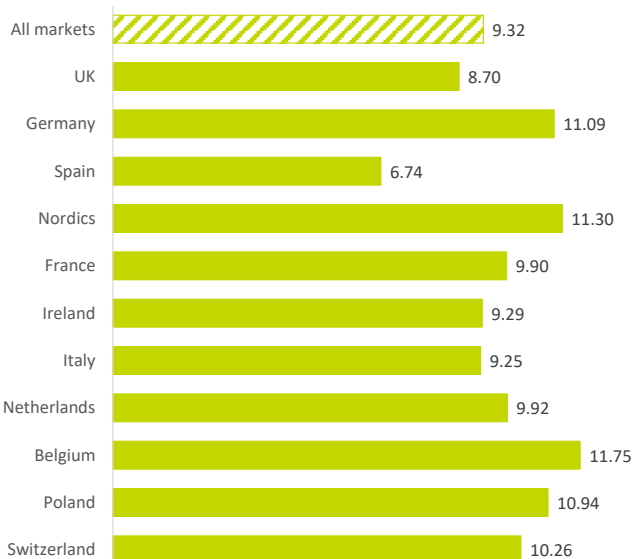
% TOURISTS (≥ 16 years old)



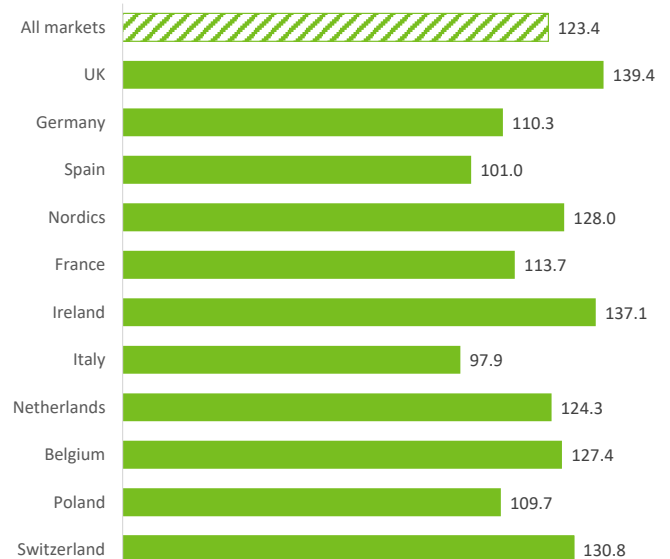
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



# Tourist profile by markets

## TENERIFE (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
<b>Accommodation:</b>												
- Accommodation	80.8%	84.8%	84.2%	70.6%	87.1%	83.0%	87.1%	71.7%	84.9%	69.7%	82.8%	81.1%
- Additional accommodation expenses	7.2%	7.1%	4.9%	8.7%	3.6%	8.9%	9.8%	6.8%	9.2%	7.1%	8.5%	6.5%
<b>Transport:</b>												
- National/International Transport	93.2%	94.1%	94.7%	90.9%	95.0%	92.8%	96.2%	94.0%	90.1%	92.0%	94.3%	93.3%
- Flights between islands	5.1%	2.8%	6.8%	5.4%	3.7%	9.8%	5.1%	7.5%	2.9%	4.9%	11.3%	5.5%
- Taxi	49.9%	67.8%	48.3%	16.6%	63.0%	29.7%	58.0%	33.9%	56.8%	51.5%	46.3%	37.7%
- Car rental	37.6%	16.8%	50.5%	62.5%	32.0%	59.9%	24.0%	45.9%	46.6%	38.4%	50.7%	54.6%
- Public transport	10.7%	8.2%	17.6%	11.7%	9.3%	9.6%	8.7%	11.7%	9.9%	12.3%	12.8%	12.3%
<b>Food and drink:</b>												
- Food purchases at supermarkets	58.2%	54.5%	65.5%	51.9%	61.5%	55.7%	68.5%	58.4%	64.8%	57.3%	62.8%	65.0%
- Restaurants	72.3%	69.9%	71.3%	78.2%	72.2%	68.2%	78.6%	73.1%	71.1%	72.1%	60.8%	79.8%
<b>Leisure:</b>												
- Organized excursions	30.3%	23.3%	38.6%	29.3%	25.4%	45.6%	27.4%	39.1%	37.9%	32.2%	36.3%	42.9%
- Sport activities	8.8%	8.7%	9.0%	5.1%	7.2%	7.6%	14.3%	8.3%	14.6%	12.4%	5.7%	11.6%
- Cultural activities	3.2%	2.4%	4.3%	4.1%	1.9%	3.1%	4.2%	3.0%	2.7%	3.5%	5.2%	5.2%
- Museums	3.5%	1.9%	5.4%	5.3%	2.8%	5.5%	2.8%	3.3%	4.1%	3.7%	1.9%	5.3%
- Theme Parks	19.8%	17.8%	20.9%	23.8%	13.7%	19.5%	21.9%	20.6%	20.0%	13.8%	25.0%	21.7%
- Discos and pubs	13.0%	17.3%	5.4%	12.7%	6.5%	8.6%	24.4%	19.2%	9.3%	4.9%	4.7%	8.5%
- Wellness	6.7%	7.5%	5.2%	3.0%	9.0%	8.0%	10.0%	5.5%	5.7%	11.0%	1.9%	17.1%
<b>Purchases of goods:</b>												
- Souvenirs	41.3%	39.1%	41.4%	44.6%	35.3%	40.6%	44.4%	42.7%	41.9%	43.7%	51.9%	46.6%
- Real estate	0.2%	0.2%	0.0%	0.1%	0.0%	0.0%	0.3%	0.5%	0.1%	0.6%	0.0%	0.0%
- Other purchases	0.9%	0.8%	1.2%	0.7%	0.7%	0.3%	1.9%	0.8%	0.7%	0.8%	0.5%	0.0%
<b>Others:</b>												
- Medical expenses	7.8%	7.2%	9.0%	7.1%	7.1%	5.6%	12.4%	8.4%	11.0%	9.4%	4.6%	12.9%
- Other expenses	5.7%	5.7%	4.3%	5.3%	7.5%	5.8%	5.0%	4.2%	6.6%	6.8%	8.0%	4.6%

### 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
<b>Expenditure per tourist and trip (€)</b>												
<b>Accommodation:</b>	<b>829</b>	<b>953</b>	<b>830</b>	<b>487</b>	<b>865</b>	<b>706</b>	<b>836</b>	<b>574</b>	<b>784</b>	<b>1,015</b>	<b>766</b>	<b>858</b>
- Accommodation	692	789	720	396	776	592	668	491	675	890	611	711
- Additional accommodation expenses	138	164	110	90	88	114	167	83	108	126	156	147
<b>Transport:</b>	<b>718</b>	<b>672</b>	<b>844</b>	<b>515</b>	<b>897</b>	<b>739</b>	<b>697</b>	<b>649</b>	<b>799</b>	<b>837</b>	<b>829</b>	<b>856</b>
- National/International Transport	385	371	456	243	526	381	357	329	415	463	431	446
- Flights between islands	87	81	85	90	75	84	85	84	77	83	106	128
- Taxi	95	81	120	59	136	124	74	81	153	112	126	103
- Car rental	124	113	151	102	131	125	131	115	134	148	137	146
- Public transport	28	26	31	21	29	25	50	39	20	32	29	34
<b>Food and drink:</b>	<b>304</b>	<b>315</b>	<b>294</b>	<b>205</b>	<b>407</b>	<b>300</b>	<b>354</b>	<b>292</b>	<b>294</b>	<b>367</b>	<b>262</b>	<b>367</b>
- Food purchases at supermarkets	100	97	98	68	130	113	116	101	86	113	108	109
- Restaurants	204	218	196	137	277	187	238	191	208	254	153	257
<b>Leisure:</b>	<b>539</b>	<b>548</b>	<b>557</b>	<b>411</b>	<b>582</b>	<b>524</b>	<b>600</b>	<b>435</b>	<b>494</b>	<b>586</b>	<b>655</b>	<b>435</b>
- Organized excursions	98	93	98	82	112	98	112	100	103	114	147	102
- Sport activities	102	105	121	60	90	89	121	70	103	107	118	59
- Cultural activities	59	57	64	59	49	62	41	54	56	63	46	38
- Museums	35	41	27	25	47	24	61	16	20	51	71	31
- Theme Parks	73	77	63	69	88	71	79	59	60	65	83	64
- Discos and pubs	95	107	93	55	119	110	110	81	85	83	73	51
- Wellness	77	69	92	61	77	71	77	55	67	102	116	90
<b>Purchases of goods:</b>	<b>1,272</b>	<b>371</b>	<b>125,205</b>	<b>470</b>	<b>504</b>	<b>143</b>	<b>491</b>	<b>5,471</b>	<b>282</b>	<b>494</b>	<b>141</b>	<b>98</b>
- Souvenirs	84	79	79	62	93	79	122	67	110	120	108	98
- Real estate	1,000	159	125,000	323	0	0	100	5,366	100	51	0	0
- Other purchases	188	133	126	84	411	64	268	38	72	322	33	0
<b>Others:</b>	<b>135</b>	<b>132</b>	<b>122</b>	<b>90</b>	<b>198</b>	<b>89</b>	<b>198</b>	<b>108</b>	<b>192</b>	<b>142</b>	<b>136</b>	<b>132</b>
- Medical expenses	44	46	34	28	115	34	42	27	76	45	26	42
- Other expenses	90	86	88	62	83	54	156	80	116	97	110	90

TOURIST PROFILE

Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
<b>Gender</b>												
Percentage of men	47.8%	43.9%	52.2%	52.0%	45.4%	45.8%	45.4%	50.2%	50.0%	48.5%	47.1%	42.2%
Percentage of women	52.2%	56.1%	47.8%	48.0%	54.6%	54.2%	54.6%	49.8%	50.0%	51.5%	52.9%	57.8%
<b>Age</b>												
Average age (tourists above 16 years old)	44.96	48.23	46.33	37.86	50.60	41.89	45.11	39.83	43.90	51.58	35.46	41.65
Standard deviation	16.7	17.1	17.2	12.6	17.0	15.5	17.0	16.6	16.4	16.6	11.8	14.9
<b>Age range</b>												
16-24 years old	12.4%	10.1%	10.5%	14.9%	8.7%	14.5%	13.7%	24.1%	14.6%	6.8%	21.3%	11.7%
25-30 years old	12.1%	9.1%	12.7%	19.5%	7.6%	14.1%	13.1%	13.7%	13.7%	8.0%	18.0%	11.8%
31-45 years old	30.4%	27.7%	29.1%	39.5%	22.5%	33.4%	27.0%	26.8%	25.7%	21.6%	43.5%	39.5%
46-60 years old	23.2%	24.5%	21.9%	20.5%	28.2%	23.7%	24.0%	20.6%	25.4%	27.9%	11.6%	21.9%
Over 60 years old	21.9%	28.6%	25.7%	5.7%	33.0%	14.3%	22.2%	14.7%	20.5%	35.7%	5.6%	15.1%
<b>Occupation</b>												
Salaried worker	56.1%	55.7%	54.9%	66.2%	52.3%	65.9%	58.3%	40.3%	60.6%	42.3%	47.4%	65.3%
Self-employed	10.7%	10.1%	8.6%	9.6%	6.2%	9.8%	10.7%	23.3%	8.4%	8.8%	21.0%	5.3%
Unemployed	1.0%	0.3%	0.9%	2.1%	0.4%	1.1%	0.1%	3.1%	0.8%	0.5%	2.1%	0.7%
Business owner	8.3%	6.1%	10.0%	8.7%	8.1%	5.0%	5.9%	7.2%	8.0%	12.8%	18.9%	12.6%
Student	4.7%	2.1%	4.3%	7.4%	5.6%	5.2%	2.8%	13.6%	5.9%	3.9%	6.5%	2.8%
Retired	17.7%	24.3%	20.4%	4.7%	26.6%	11.1%	17.3%	9.8%	14.7%	29.9%	3.4%	10.2%
Unpaid domestic work	0.6%	0.7%	0.4%	0.5%	0.1%	0.6%	3.5%	1.8%	0.0%	0.1%	0.0%	1.9%
Others	0.9%	0.8%	0.5%	0.7%	0.8%	1.4%	1.4%	0.9%	1.7%	1.7%	0.8%	1.2%
<b>Annual household income level</b>												
Less than €25,000	14.5%	10.8%	10.2%	24.3%	7.7%	13.3%	11.6%	28.2%	9.6%	8.3%	31.9%	1.7%
€25,000 - €49,999	35.4%	32.9%	31.1%	46.3%	24.8%	42.6%	34.3%	45.0%	33.1%	44.0%	40.1%	11.2%
€50,000 - €74,999	23.1%	23.7%	28.5%	18.1%	25.2%	24.5%	21.5%	14.1%	26.7%	32.4%	16.1%	23.6%
More than €74,999	27.0%	32.7%	30.2%	11.3%	42.3%	19.6%	32.6%	12.6%	30.6%	15.3%	11.9%	63.4%
<b>Education level</b>												
No studies	4.5%	10.4%	0.2%	0.4%	1.1%	1.0%	4.4%	0.8%	0.6%	1.1%	0.3%	0.0%
Primary education	1.8%	0.7%	3.6%	2.2%	3.9%	1.6%	0.8%	0.8%	1.6%	1.7%	1.9%	3.8%
Secondary education	18.9%	16.7%	21.5%	16.2%	23.5%	15.9%	17.3%	14.7%	37.3%	36.2%	19.5%	24.1%
Higher education	74.8%	72.2%	74.8%	81.2%	71.5%	81.6%	77.5%	83.7%	60.4%	61.1%	78.3%	72.1%

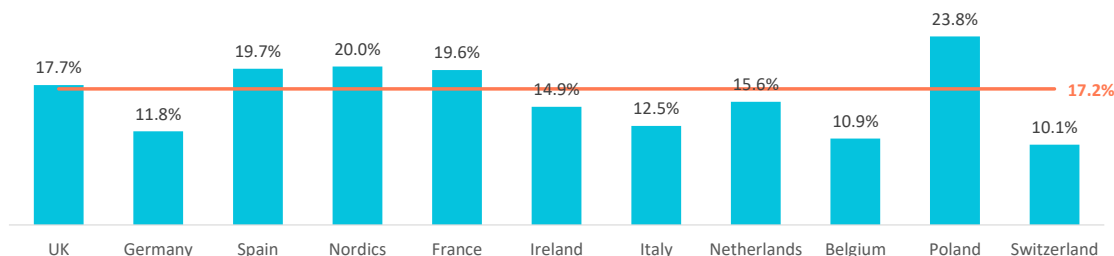
Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	8.8%	6.1%	10.1%	14.4%	6.7%	7.0%	8.5%	14.4%	6.3%	9.2%	6.6%	10.1%
Only with partner	48.4%	52.0%	55.6%	39.2%	48.2%	47.6%	53.0%	41.0%	50.9%	53.5%	41.2%	56.5%
Only with children (< 13 years old)	4.1%	3.4%	3.0%	4.4%	6.0%	8.1%	4.2%	5.7%	4.9%	1.9%	6.0%	4.2%
Partner + children (< 13 years old)	7.3%	7.0%	7.0%	10.4%	7.6%	7.9%	4.4%	3.8%	7.4%	5.6%	8.9%	3.4%
Other relatives	9.9%	12.0%	4.9%	7.9%	6.3%	7.5%	14.2%	9.1%	7.4%	7.8%	13.4%	9.6%
Friends	7.3%	6.5%	6.5%	9.1%	5.3%	7.3%	4.7%	13.1%	7.0%	5.0%	9.9%	9.0%
Work colleagues	0.7%	0.4%	0.5%	2.0%	0.1%	0.5%	0.0%	0.9%	0.0%	0.0%	0.3%	0.0%
Organized trip	0.2%	0.1%	0.1%	0.2%	0.5%	0.4%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%
Other combinations <sup>(2)</sup>	13.4%	12.5%	12.3%	12.5%	19.5%	13.6%	11.0%	11.8%	16.0%	16.8%	13.6%	7.2%
<i>(2) Different situations have been isolated</i>												
<b>Tourists with children</b>	<b>17.2%</b>	<b>17.7%</b>	<b>11.8%</b>	<b>19.7%</b>	<b>20.0%</b>	<b>19.6%</b>	<b>14.9%</b>	<b>12.5%</b>	<b>15.6%</b>	<b>10.9%</b>	<b>23.8%</b>	<b>10.1%</b>
- Between 0 and 2 years old	1.5%	1.4%	1.8%	1.7%	1.1%	1.6%	1.1%	0.4%	2.1%	1.0%	0.2%	4.3%
- Between 3 and 12 years old	14.4%	14.3%	9.5%	16.6%	17.5%	16.6%	13.3%	12.0%	13.1%	9.0%	22.6%	5.9%
- Between 0-2 and 3-12 years old	1.3%	2.0%	0.5%	1.4%	1.4%	1.4%	0.5%	0.1%	0.3%	0.9%	0.9%	0.0%
<b>Tourists without children</b>	<b>82.8%</b>	<b>82.3%</b>	<b>88.2%</b>	<b>80.3%</b>	<b>80.0%</b>	<b>80.4%</b>	<b>85.1%</b>	<b>87.5%</b>	<b>84.4%</b>	<b>89.1%</b>	<b>76.2%</b>	<b>89.9%</b>
<b>Group composition:</b>												
- 1 person	10.9%	7.7%	11.1%	17.6%	9.0%	8.5%	11.3%	16.9%	7.9%	11.0%	7.4%	13.3%
- 2 people	56.4%	58.6%	65.5%	46.3%	56.5%	56.5%	61.2%	50.6%	60.6%	62.3%	53.2%	66.2%
- 3 people	12.2%	11.6%	12.2%	13.0%	11.2%	12.0%	8.4%	13.4%	11.4%	12.7%	19.2%	9.6%
- 4 or 5 people	16.3%	16.9%	10.0%	18.4%	19.4%	21.3%	13.9%	14.5%	16.0%	12.0%	16.8%	9.5%
- 6 or more people	4.2%	5.1%	1.3%	4.7%	4.0%	1.7%	5.1%	4.7%	4.1%	2.0%	3.4%	1.3%
<b>Average group size:</b>	<b>2.60</b>	<b>2.70</b>	<b>2.28</b>	<b>2.62</b>	<b>2.69</b>	<b>2.60</b>	<b>2.50</b>	<b>2.50</b>	<b>2.59</b>	<b>2.40</b>	<b>2.72</b>	<b>2.24</b>

\*People who share the main expenses of the trip



%  
TOURISTS  
WHO  
TRAVEL  
WITH  
CHILDREN



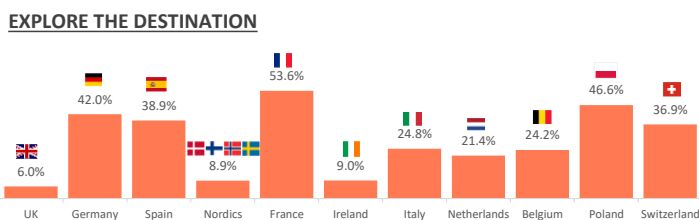
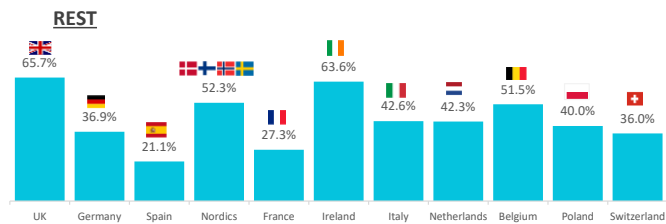
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Holidays	88.8%	94.7%	89.7%	71.3%	91.4%	91.8%	95.8%	77.4%	94.7%	92.1%	89.5%	91.7%
Family reasons	8.1%	4.0%	7.4%	19.9%	5.1%	6.1%	3.8%	19.2%	3.7%	6.5%	7.4%	7.1%
Business	1.5%	0.5%	1.2%	5.2%	0.8%	0.9%	0.4%	1.9%	0.7%	1.1%	1.6%	0.0%
Education and training	0.3%	0.1%	0.4%	0.9%	0.0%	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Sports training	0.5%	0.2%	0.5%	0.7%	1.6%	0.5%	0.0%	0.3%	0.5%	0.0%	0.5%	0.8%
Health	0.1%	0.0%	0.0%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Conventions and Exhibitions	0.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%	0.0%	0.0%
Others	0.5%	0.4%	0.7%	0.9%	0.4%	0.2%	0.0%	0.6%	0.1%	0.0%	0.9%	0.3%

What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Rest	48.1%	65.7%	36.9%	21.1%	52.3%	27.3%	63.6%	42.6%	42.3%	51.5%	40.0%	36.0%
Enjoy family time	16.3%	15.1%	10.7%	25.8%	30.6%	10.3%	13.2%	18.9%	11.1%	12.9%	6.8%	15.1%
Have fun	9.4%	10.7%	5.2%	11.3%	4.3%	5.6%	10.5%	11.5%	20.5%	7.1%	4.2%	6.9%
Explore the destination	22.8%	6.0%	42.0%	38.9%	8.9%	53.6%	9.0%	24.8%	21.4%	24.2%	46.6%	36.9%
Practice their hobbies	1.7%	0.8%	2.8%	1.3%	2.6%	1.8%	3.1%	2.0%	1.4%	2.4%	1.2%	4.7%
Other reasons	1.7%	1.7%	2.4%	1.6%	1.2%	1.3%	0.6%	0.3%	3.3%	1.9%	1.3%	0.3%



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Climate	74.5%	78.2%	74.2%	60.2%	83.4%	74.2%	82.1%	77.1%	73.3%	74.1%	74.8%	76.1%
Safety	54.2%	64.2%	51.9%	39.9%	46.4%	48.6%	75.0%	39.8%	27.5%	43.7%	62.3%	52.4%
Tranquility	44.8%	45.1%	42.4%	48.1%	33.8%	48.4%	54.7%	46.7%	39.4%	50.4%	47.7%	48.4%
Accommodation supply	41.8%	55.9%	34.5%	24.7%	33.0%	37.3%	62.5%	26.0%	35.0%	36.5%	30.5%	28.6%
Sea	40.5%	31.1%	51.9%	43.2%	45.3%	45.3%	46.1%	49.7%	38.7%	39.4%	53.4%	52.0%
Landscapes	38.7%	20.4%	48.2%	56.9%	34.2%	63.5%	32.4%	60.2%	32.7%	41.3%	72.2%	51.8%
Price	38.1%	47.2%	27.2%	32.6%	25.0%	45.3%	58.7%	30.4%	22.1%	30.3%	33.8%	31.3%
Environment	37.0%	35.0%	26.8%	45.3%	33.1%	47.8%	39.1%	56.3%	14.8%	28.6%	53.7%	34.5%
Effortless trip	36.6%	47.4%	40.1%	27.5%	20.3%	24.8%	48.6%	32.4%	12.9%	21.5%	29.6%	38.4%
European belonging	34.5%	31.6%	37.4%	37.6%	31.2%	30.8%	49.3%	36.3%	25.1%	38.6%	46.7%	35.6%
Beaches	31.5%	27.0%	30.7%	35.8%	31.6%	30.6%	40.8%	47.0%	26.3%	21.3%	38.2%	39.6%
Gastronomy	27.6%	27.6%	25.7%	34.0%	18.1%	23.7%	37.6%	19.9%	16.0%	29.3%	34.5%	40.1%
Fun possibilities	26.3%	27.9%	17.7%	30.8%	16.5%	19.4%	40.3%	29.6%	37.2%	19.8%	15.4%	15.3%
Authenticity	23.3%	19.9%	20.5%	33.9%	13.3%	33.2%	31.2%	22.6%	11.0%	20.7%	33.2%	24.5%
Exoticism	13.0%	8.2%	7.9%	20.5%	7.9%	24.7%	15.4%	11.2%	17.6%	18.6%	32.8%	9.2%
Hiking trail network	12.0%	4.3%	15.2%	17.8%	14.5%	20.4%	7.2%	25.6%	12.2%	16.8%	18.7%	14.2%
Shopping	10.1%	10.6%	8.7%	8.4%	9.8%	10.5%	18.3%	14.8%	3.9%	11.6%	5.0%	8.6%
Culture	9.5%	7.7%	9.1%	13.6%	4.1%	15.0%	10.8%	10.0%	6.8%	8.0%	9.1%	5.6%
Nightlife	9.2%	10.8%	4.0%	10.7%	4.3%	8.8%	17.4%	18.5%	3.6%	3.1%	6.0%	2.6%
Historical heritage	9.1%	5.1%	7.8%	17.6%	5.5%	20.1%	6.2%	11.3%	6.9%	9.6%	5.9%	9.3%

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	48.7%	63.2%	44.5%	33.1%	60.3%	25.9%	62.9%	30.6%	36.7%	50.8%	33.9%	43.8%
Friends or relatives	33.6%	30.3%	30.9%	42.4%	21.5%	35.0%	38.0%	44.8%	30.8%	30.9%	33.0%	35.5%
Internet or social media	53.8%	53.9%	59.4%	51.3%	49.7%	56.1%	47.9%	43.9%	61.1%	39.2%	70.7%	53.6%
Mass Media	2.3%	2.8%	2.4%	1.1%	1.3%	3.5%	1.2%	1.1%	1.2%	1.7%	1.9%	1.2%
Travel guides and magazines	6.9%	5.9%	12.2%	2.8%	5.7%	15.9%	3.1%	3.6%	9.8%	5.0%	12.0%	11.8%
Travel Blogs or Forums	7.5%	4.8%	8.2%	9.8%	5.7%	12.7%	5.9%	6.5%	6.5%	3.9%	21.5%	7.2%
Travel TV Channels	0.7%	0.6%	0.9%	0.4%	0.8%	0.5%	0.7%	0.4%	1.2%	0.9%	2.0%	1.2%
Tour Operator or Travel Agency	18.7%	21.2%	22.8%	10.8%	23.9%	15.7%	9.5%	15.0%	20.8%	27.5%	26.3%	15.2%
Public administrations or similar	0.7%	0.7%	0.9%	1.1%	0.7%	0.3%	0.2%	0.3%	0.5%	0.3%	0.2%	0.0%
Others	3.2%	2.6%	2.8%	4.9%	1.6%	3.4%	3.0%	1.6%	4.4%	2.8%	2.8%	5.5%

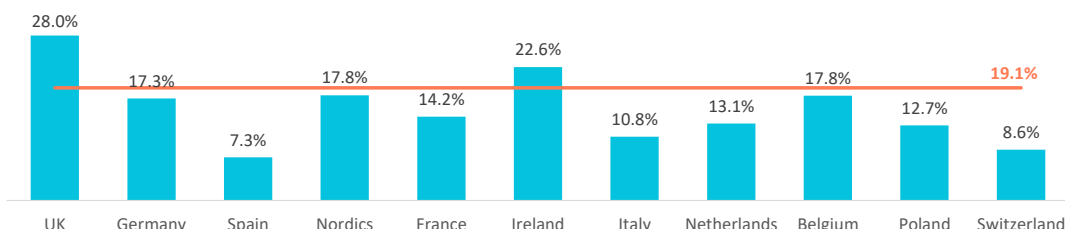
\* Multi-choice question

### 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	0.7%	0.2%	0.7%	1.1%	0.7%	1.1%	0.3%	0.8%	1.5%	1.2%	1.6%	0.0%
Between 1 and 30 days	23.2%	18.7%	23.9%	31.8%	24.5%	23.1%	20.0%	21.8%	26.2%	30.5%	29.3%	23.1%
Between 1 and 2 months	24.3%	20.2%	22.8%	31.1%	24.0%	27.3%	18.5%	32.9%	26.3%	20.5%	32.5%	34.9%
Between 3 and 6 months	32.6%	32.9%	35.2%	28.7%	33.0%	34.2%	38.5%	33.6%	33.0%	30.0%	23.9%	33.4%
More than 6 months	19.1%	28.0%	17.3%	7.3%	17.8%	14.2%	22.6%	10.8%	13.1%	17.8%	12.7%	8.6%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



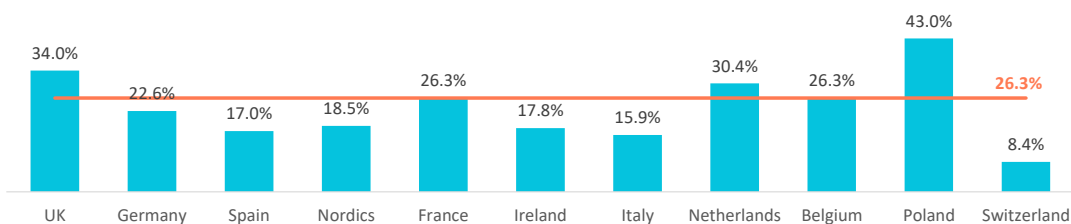
#### With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
<b>Flight</b>												
- Directly with the airline	53.7%	50.9%	41.9%	69.2%	34.6%	57.1%	68.2%	65.9%	38.9%	47.8%	48.1%	63.6%
- Tour Operator or Travel Agency	46.3%	49.1%	58.1%	30.8%	65.4%	42.9%	31.8%	34.1%	61.1%	52.2%	51.9%	36.4%
<b>Accommodation</b>												
- Directly with the accommodation	39.4%	38.3%	28.2%	50.9%	28.6%	41.7%	51.8%	47.0%	29.0%	30.8%	27.6%	47.8%
- Tour Operator or Travel Agency	60.6%	61.7%	71.8%	49.1%	71.4%	58.3%	48.2%	53.0%	71.0%	69.2%	72.4%	52.2%

#### What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Room only	29.2%	22.7%	26.5%	33.2%	34.6%	37.3%	39.3%	50.0%	27.7%	21.0%	29.4%	34.3%
Bed and Breakfast	17.5%	17.3%	13.2%	20.9%	24.8%	12.5%	25.8%	11.2%	20.3%	12.2%	10.7%	32.1%
Half board	23.5%	23.4%	35.3%	24.1%	16.5%	16.5%	14.6%	13.9%	20.2%	37.6%	14.8%	22.5%
Full board	3.6%	2.6%	2.3%	4.8%	5.6%	7.4%	2.5%	8.9%	1.4%	2.9%	2.1%	2.8%
All inclusive	26.3%	34.0%	22.6%	17.0%	18.5%	26.3%	17.8%	15.9%	30.4%	26.3%	43.0%	8.4%

% TOURISTS WHO BOOK ALL INCLUSIVE

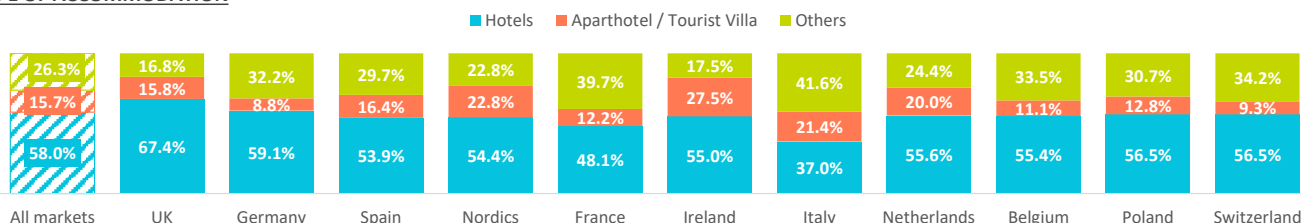


### ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	8.7%	8.1%	9.5%	10.1%	11.4%	7.4%	11.0%	8.9%	7.9%	3.9%	8.3%	9.3%
4* Hotel	37.7%	41.6%	41.1%	36.4%	36.6%	32.3%	35.7%	24.2%	40.2%	40.5%	43.7%	32.8%
5* Hotel / 5* Luxury Hotel	11.6%	17.8%	8.4%	7.5%	6.4%	8.3%	8.2%	3.9%	7.5%	10.9%	4.5%	14.3%
Aparthotel / Tourist Villa	15.7%	15.8%	8.8%	16.4%	22.8%	12.2%	27.5%	21.4%	20.0%	11.1%	12.8%	9.3%
House/room rented in a private dwelling	7.8%	4.0%	12.4%	6.8%	5.0%	17.1%	6.5%	10.1%	8.6%	5.4%	10.1%	12.2%
Private accommodation <sup>(1)</sup>	10.2%	6.0%	10.8%	19.4%	7.1%	8.3%	5.6%	20.0%	3.9%	17.1%	9.4%	12.1%
Others (Cottage, cruise, camping,...)	8.3%	6.8%	8.9%	3.5%	10.8%	14.2%	5.4%	11.5%	11.9%	11.0%	11.3%	10.0%

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

#### TYPE OF ACCOMMODATION



# Tourist profile by markets

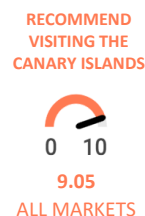
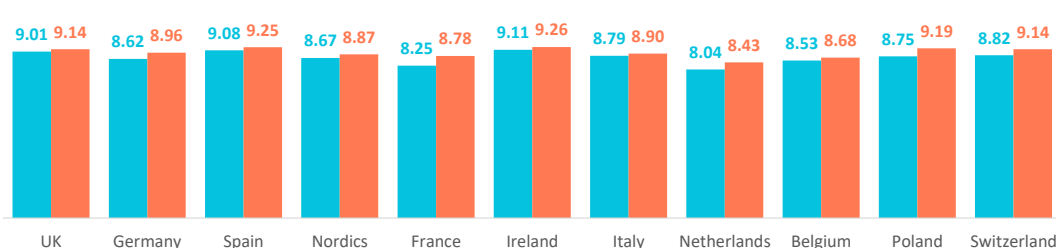
## TENERIFE (2023)



### SATISFACTION AND LOYALTY INDICATORS

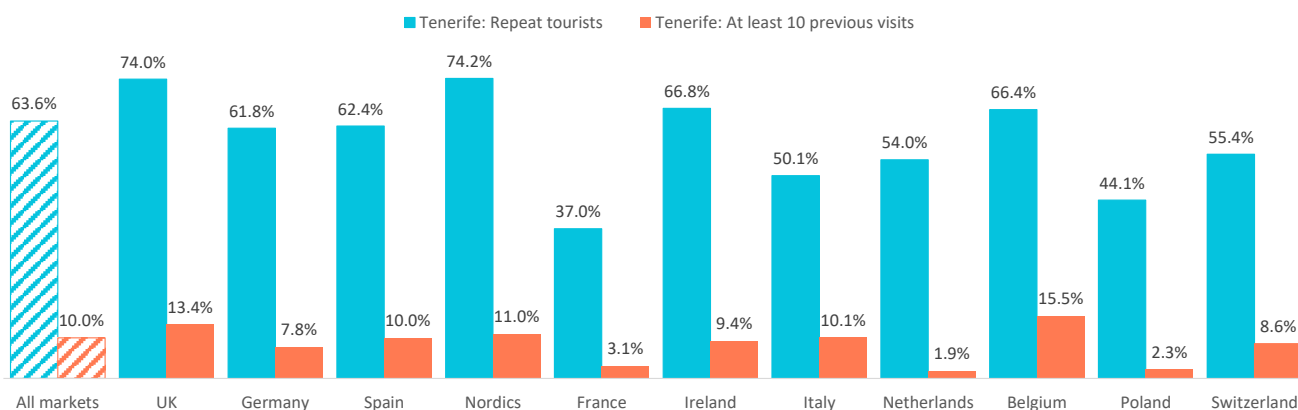
#### Satisfaction

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
<b>Satisfaction (scale 0-10)</b>												
Average rating	<b>8.81</b>	8.93	8.68	8.82	8.69	8.64	8.93	8.69	8.35	8.63	9.00	8.75
<b>Experience in the Canary Islands</b>												
Worse or much worse than expected	<b>2.7%</b>	2.5%	1.9%	3.2%	3.5%	4.1%	1.6%	3.1%	2.3%	3.1%	3.5%	0.7%
Lived up to expectations	<b>51.5%</b>	53.3%	50.7%	47.7%	54.6%	56.1%	50.1%	50.7%	53.3%	63.6%	48.0%	54.3%
Better or much better than expected	<b>45.8%</b>	44.2%	47.5%	49.1%	41.9%	39.8%	48.3%	46.2%	44.3%	33.3%	48.5%	45.0%
<b>Future intentions (scale 1-10)</b>												
Return to the Canary Islands	<b>8.82</b>	9.01	8.62	9.08	8.67	8.25	9.11	8.79	8.04	8.53	8.75	8.82
Recommend visiting the Canary Islands	<b>9.05</b>	9.14	8.96	9.25	8.87	8.78	9.26	8.90	8.43	8.68	9.19	9.14



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

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
<b>Tenerife: Repeat tourists</b>	<b>63.6%</b>	74.0%	61.8%	62.4%	74.2%	37.0%	66.8%	50.1%	54.0%	66.4%	44.1%	55.4%
Tenerife: At least 10 previous visits	<b>10.0%</b>	13.4%	7.8%	10.0%	11.0%	3.1%	9.4%	10.1%	1.9%	15.5%	2.3%	8.6%
<b>Canary Islands: Repeat tourists</b>	<b>69.9%</b>	80.5%	68.0%	67.0%	81.4%	42.8%	79.0%	54.8%	64.2%	72.5%	50.4%	61.9%
Canary Islands: At least 10 previous visits	<b>17.5%</b>	21.9%	16.5%	16.9%	21.7%	6.1%	22.5%	12.6%	8.8%	22.7%	5.8%	17.5%



### ISLANDS

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

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
<b>One island</b>	<b>92.2%</b>	95.8%	89.0%	89.9%	94.9%	86.3%	94.3%	90.1%	95.7%	93.0%	81.8%	93.0%
Two islands	<b>6.7%</b>	3.7%	8.9%	8.6%	4.8%	11.0%	5.7%	8.8%	4.2%	6.1%	15.4%	7.0%
Three or more islands	<b>1.1%</b>	0.5%	2.1%	1.4%	0.3%	2.7%	0.0%	1.1%	0.1%	0.9%	2.7%	0.0%

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

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
<b>Lanzarote</b>	<b>0.3%</b>	0.1%	0.7%	0.8%	0.0%	0.8%	0.4%	0.5%	0.0%	0.2%	0.2%	0.0%
Fuerteventura	<b>0.4%</b>	0.1%	0.5%	0.4%	0.0%	1.6%	0.0%	0.5%	0.0%	0.1%	3.0%	0.0%
Gran Canaria	<b>0.9%</b>	0.3%	1.1%	1.4%	0.6%	1.6%	0.3%	0.6%	0.4%	0.9%	2.8%	0.0%
<b>Tenerife</b>	<b>100.0%</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
La Gomera	<b>0.9%</b>	0.2%	2.4%	1.0%	1.0%	2.2%	0.2%	0.5%	0.8%	1.0%	1.0%	0.5%
La Palma	<b>0.5%</b>	0.2%	1.3%	0.7%	0.1%	1.5%	0.0%	1.0%	0.0%	0.6%	0.4%	0.4%
El Hierro	<b>0.2%</b>	0.1%	0.2%	0.3%	0.1%	0.6%	0.0%	0.2%	0.2%	0.0%	1.5%	0.0%
Cruise	<b>0.1%</b>	0.2%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%

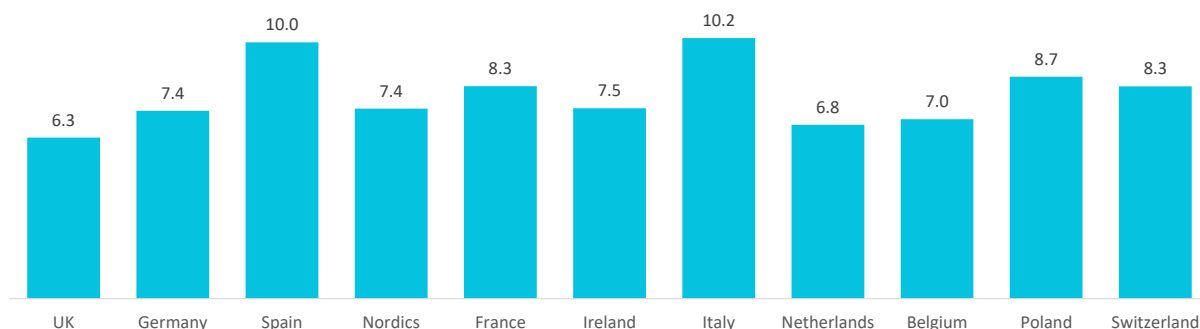
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
0 hours	2.0%	3.7%	0.8%	0.8%	2.3%	0.4%	0.6%	0.2%	3.1%	1.5%	0.0%	0.0%
1 - 2 hours	9.0%	14.8%	7.1%	2.8%	9.4%	5.5%	6.2%	1.6%	10.5%	8.0%	2.6%	5.7%
3 - 6 hours	31.3%	38.5%	36.7%	14.9%	34.8%	23.4%	37.2%	13.4%	38.4%	39.4%	24.9%	25.2%
7 - 12 hours	48.2%	37.5%	49.7%	60.3%	44.1%	62.1%	49.5%	65.5%	41.6%	45.3%	60.4%	58.2%
More than 12 hours	9.5%	5.5%	5.6%	21.3%	9.3%	8.5%	6.5%	19.3%	6.4%	5.8%	12.2%	10.9%
<b>Outdoor time per day</b>	<b>7.6</b>	<b>6.3</b>	<b>7.4</b>	<b>10.0</b>	<b>7.4</b>	<b>8.3</b>	<b>7.5</b>	<b>10.2</b>	<b>6.8</b>	<b>7.0</b>	<b>8.7</b>	<b>8.3</b>



7.6  
ALL MARKETS

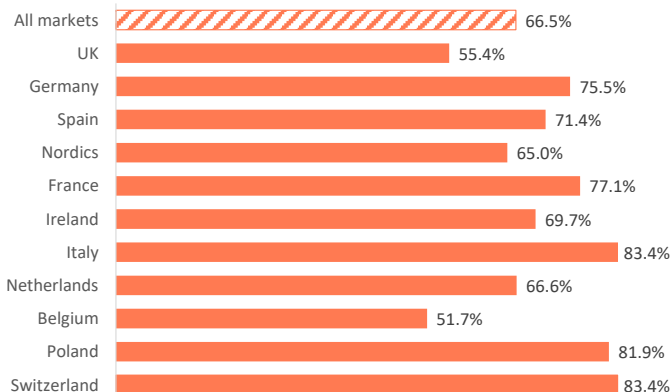
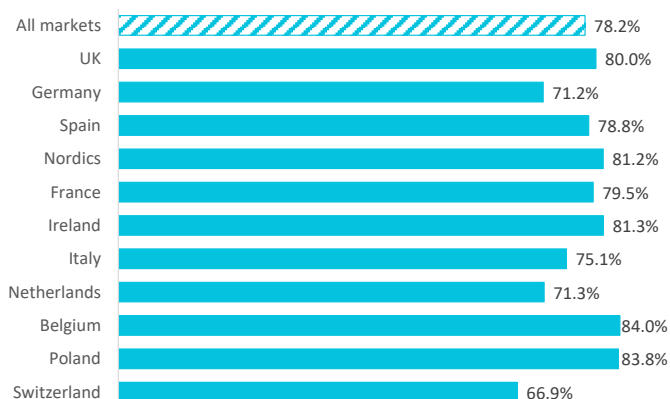


Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Walk, wander	78.2%	80.0%	71.2%	78.8%	81.2%	79.5%	81.3%	75.1%	71.3%	84.0%	83.8%	66.9%
Beach	66.5%	55.4%	75.5%	71.4%	65.0%	77.1%	69.7%	83.4%	66.6%	51.7%	81.9%	83.4%
Swimming pool, hotel facilities	62.0%	74.0%	45.3%	47.1%	66.7%	65.4%	75.3%	46.9%	70.3%	65.9%	49.0%	49.8%
Explore the island on their own	50.9%	33.2%	65.3%	67.9%	49.6%	69.3%	35.0%	60.5%	55.2%	50.2%	74.8%	61.1%
Taste Canarian gastronomy	29.9%	22.7%	42.3%	49.0%	20.8%	19.2%	24.6%	28.4%	23.3%	25.9%	28.2%	39.2%
Theme parks	23.3%	20.0%	25.2%	29.5%	18.8%	23.4%	26.4%	26.9%	21.9%	17.0%	33.6%	22.2%
Hiking	20.6%	7.3%	33.2%	26.3%	19.7%	35.2%	9.3%	13.6%	38.6%	43.8%	38.5%	29.8%
Organized excursions	20.3%	17.3%	23.2%	15.9%	19.2%	26.3%	22.4%	24.5%	29.8%	22.8%	29.2%	25.5%
Nightlife / concerts / shows	17.9%	21.7%	8.8%	19.9%	11.2%	17.6%	31.8%	22.3%	9.5%	6.8%	9.2%	16.7%
Sea excursions / whale watching	17.3%	14.3%	19.5%	14.5%	9.5%	31.5%	15.4%	19.3%	25.1%	17.0%	24.7%	25.9%
Wineries / markets / popular festivals	9.8%	6.5%	11.0%	16.2%	9.1%	12.2%	5.6%	10.6%	4.5%	7.0%	12.7%	9.6%
Other Nature Activities	9.6%	3.5%	16.9%	16.2%	9.6%	12.2%	4.6%	11.9%	9.8%	4.5%	9.2%	13.9%
Swim	8.1%	10.0%	3.7%	1.9%	8.4%	4.1%	11.3%	4.1%	18.5%	11.9%	14.1%	4.1%
Museums / exhibitions	7.4%	4.0%	9.1%	13.6%	5.5%	11.6%	3.1%	8.5%	5.4%	4.7%	5.6%	6.8%
Beauty and health treatments	7.0%	7.7%	6.2%	4.2%	9.0%	8.6%	11.6%	7.1%	4.8%	8.9%	1.0%	11.9%
Running	5.5%	3.9%	2.4%	5.0%	8.8%	7.9%	5.1%	5.8%	20.7%	6.2%	7.9%	4.5%
Astronomical observation	5.1%	3.7%	6.8%	6.1%	9.0%	3.3%	3.5%	4.2%	10.4%	6.8%	2.8%	6.0%
Practice other sports	4.7%	3.3%	5.8%	5.5%	4.8%	6.4%	2.3%	5.7%	3.5%	5.5%	4.6%	10.9%
Scuba Diving	3.2%	2.0%	4.1%	3.3%	2.4%	6.1%	2.7%	4.5%	5.4%	2.9%	5.7%	2.7%
Golf	2.9%	3.8%	1.9%	1.3%	2.9%	2.4%	6.1%	2.2%	3.0%	3.7%	1.4%	2.6%
Surf	2.4%	1.1%	2.7%	2.7%	1.6%	5.0%	2.5%	6.7%	2.2%	1.3%	3.7%	1.5%
Cycling / Mountain bike	1.9%	1.7%	2.0%	1.0%	2.2%	1.9%	1.5%	2.2%	2.4%	3.8%	2.1%	5.2%
Windsurf / Kitesurf	0.8%	0.6%	0.9%	0.6%	0.6%	0.8%	1.1%	2.1%	1.4%	1.0%	0.4%	1.0%

WALK, WANDER

BEACH



# Tourist profile by markets

## TENERIFE (2023)

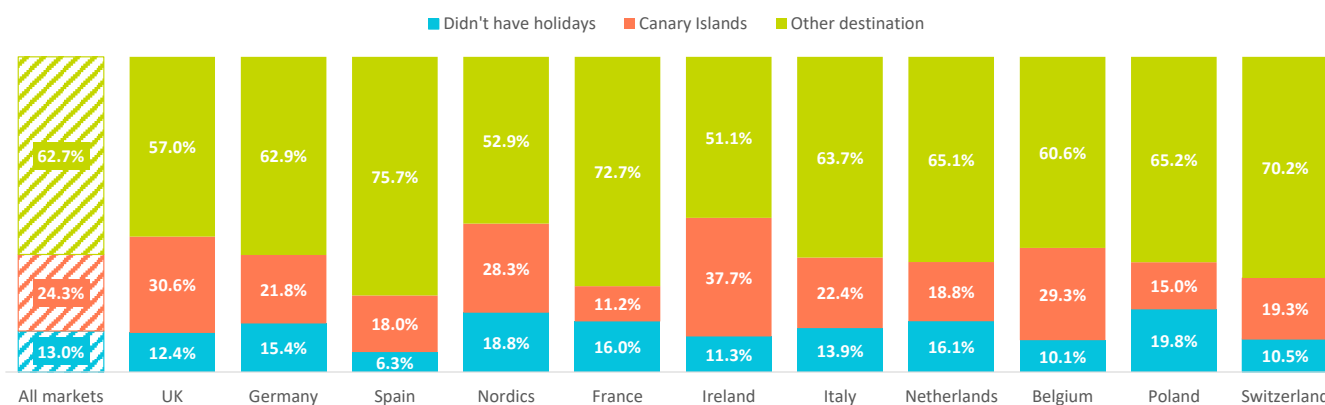


### COMPETITORS

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	13.0%	12.4%	15.4%	6.3%	18.8%	16.0%	11.3%	13.9%	16.1%	10.1%	19.8%	10.5%
Canary Islands	24.3%	30.6%	21.8%	18.0%	28.3%	11.2%	37.7%	22.4%	18.8%	29.3%	15.0%	19.3%
Other destination	62.7%	57.0%	62.9%	75.7%	52.9%	72.7%	51.1%	63.7%	65.1%	60.6%	65.2%	70.2%
Balearic Islands	4.6%	5.2%	5.0%	7.5%	1.4%	4.5%	3.2%	3.1%	2.2%	2.1%	3.0%	3.0%
Rest of Spain	12.3%	8.5%	6.3%	35.4%	9.6%	9.5%	13.1%	9.7%	11.3%	9.1%	6.6%	6.8%
Italy	7.8%	4.5%	9.5%	6.4%	6.1%	7.2%	4.5%	24.3%	8.4%	8.1%	10.4%	15.5%
France	5.3%	3.5%	3.6%	4.8%	3.3%	21.2%	2.9%	4.7%	7.8%	14.1%	2.9%	6.0%
Turkey	2.7%	4.2%	3.2%	0.9%	2.1%	0.5%	1.1%	0.1%	1.5%	2.0%	4.3%	2.0%
Greece	6.3%	7.2%	7.0%	1.7%	8.7%	5.9%	4.0%	5.7%	8.8%	4.9%	8.9%	3.7%
Portugal	4.3%	4.4%	3.7%	5.3%	1.5%	6.4%	7.2%	1.3%	2.6%	2.8%	1.4%	7.0%
Croatia	2.3%	1.5%	4.1%	0.6%	1.9%	1.4%	1.4%	3.9%	1.7%	2.1%	7.0%	4.9%
Egypt	1.0%	0.5%	1.7%	1.1%	0.5%	1.6%	0.3%	2.5%	0.8%	0.6%	2.5%	1.1%
Tunisia	0.2%	0.2%	0.3%	0.1%	0.0%	1.4%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%
Morocco	0.7%	0.5%	0.4%	1.4%	0.3%	2.4%	0.0%	0.5%	0.5%	0.8%	0.2%	2.3%
Others	15.2%	16.8%	18.1%	10.4%	17.5%	10.6%	13.3%	8.1%	19.5%	13.7%	17.5%	17.9%

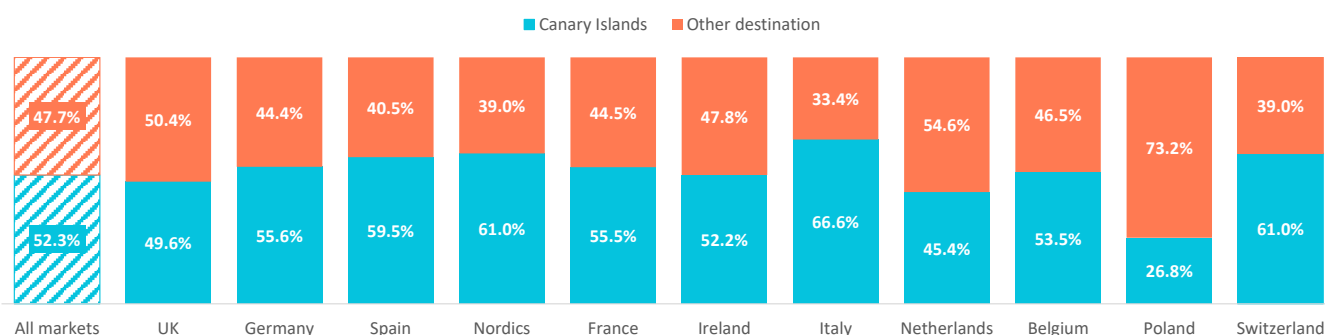
\* Percentage of valid answers



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%	27.1%	28.1%	38.0%	36.3%	29.6%	27.8%	37.4%	21.1%	33.4%	7.0%	39.5%
Canary Islands (other island)	23.3%	22.5%	27.4%	21.5%	24.7%	25.8%	24.5%	29.2%	24.2%	20.1%	19.8%	21.5%
Other destination	47.7%	50.4%	44.4%	40.5%	39.0%	44.5%	47.8%	33.4%	54.6%	46.5%	73.2%	39.0%
Balearic Islands	6.0%	7.6%	4.7%	8.4%	1.4%	7.0%	5.1%	4.1%	2.4%	3.3%	4.6%	3.9%
Rest of Spain	9.2%	9.8%	6.1%	9.5%	9.2%	6.0%	9.5%	7.9%	12.1%	9.7%	10.3%	4.4%
Italy	5.1%	4.5%	4.7%	4.7%	3.7%	6.1%	6.7%	4.0%	6.1%	6.1%	12.0%	3.1%
France	1.8%	1.5%	1.2%	2.4%	1.6%	3.1%	1.5%	0.8%	1.8%	3.0%	4.1%	0.2%
Turkey	3.4%	4.8%	2.5%	1.0%	2.3%	1.8%	1.8%	1.6%	3.5%	3.8%	5.3%	1.7%
Greece	8.0%	8.9%	8.7%	3.6%	8.5%	7.5%	6.8%	5.3%	12.5%	8.6%	11.3%	9.3%
Portugal	6.6%	7.2%	7.3%	4.1%	4.5%	6.2%	9.6%	3.1%	5.3%	4.5%	10.3%	7.7%
Croatia	2.6%	2.8%	2.2%	1.7%	2.1%	2.0%	3.9%	1.3%	3.6%	2.5%	6.2%	0.9%
Egypt	2.3%	1.7%	3.8%	1.8%	2.1%	1.1%	0.9%	4.3%	2.3%	2.2%	5.6%	4.6%
Others	2.6%	1.4%	3.2%	3.4%	3.5%	3.6%	2.0%	1.0%	5.1%	3.0%	3.5%	3.1%

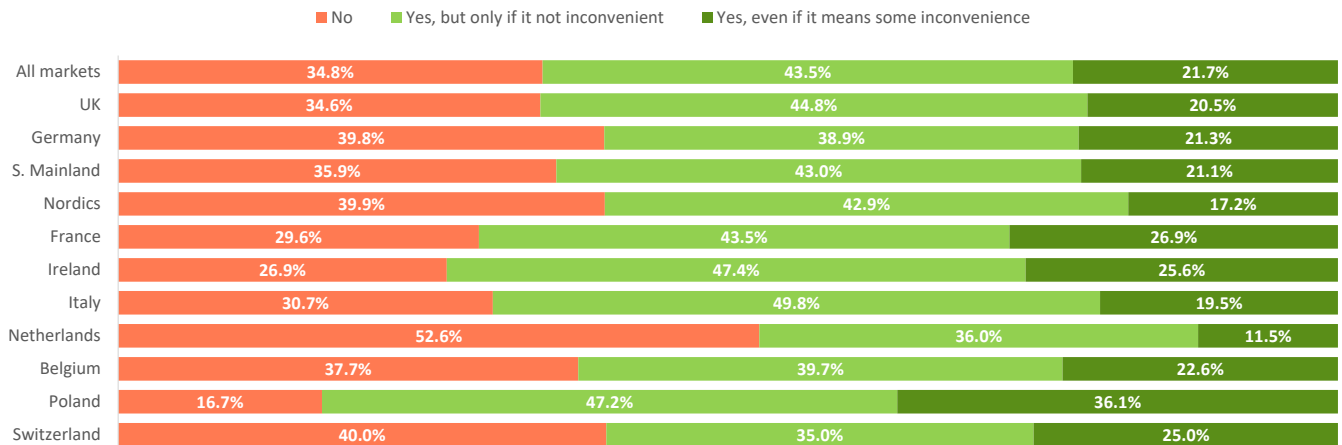
\* Percentage of valid answers



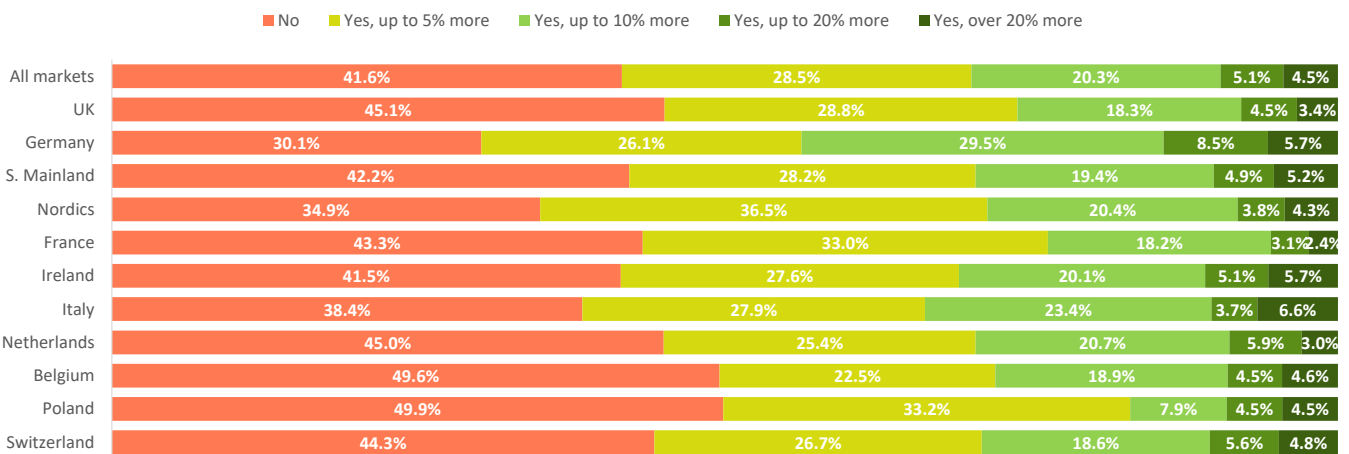


SUSTAINABLE DESTINATION

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	8.1	8.0	7.9	8.3	7.8	8.1	8.2	8.3	7.7	8.0	7.8	7.8
Tolerance towards tourism	8.5	8.5	8.5	8.6	8.4	8.5	8.6	8.7	8.1	8.2	8.9	8.4
Cleanliness of the island	8.2	8.4	7.7	8.2	8.0	8.0	8.6	8.1	7.7	8.0	8.3	7.5
Air quality	8.4	8.4	8.3	8.5	8.1	8.2	8.5	8.6	7.8	8.2	8.4	7.9
Rational water consumption	7.6	7.8	6.9	7.6	7.5	7.2	7.8	7.6	7.3	7.6	7.5	7.4
Energy saving	7.0	7.2	6.3	7.1	6.9	6.9	7.2	7.3	6.8	7.2	6.9	6.5
Use of renewable energy	6.9	7.0	6.3	7.0	6.7	6.9	6.9	7.5	6.5	7.0	7.0	6.3
Recycling	7.1	7.5	6.1	6.9	6.5	7.0	7.2	7.0	6.7	7.2	7.1	6.7
Easy to get around by public transport	7.5	7.8	7.1	6.8	7.1	7.6	7.9	7.6	7.3	7.6	7.6	7.0
Overcrowding in tourist areas	6.6	6.7	5.4	7.0	6.6	6.6	6.9	7.2	6.5	6.7	6.8	6.3
Supply of local products	7.2	7.2	6.8	7.7	6.9	7.3	7.1	7.4	7.0	7.4	7.4	7.0

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