

Tourist profile by markets (1/2)

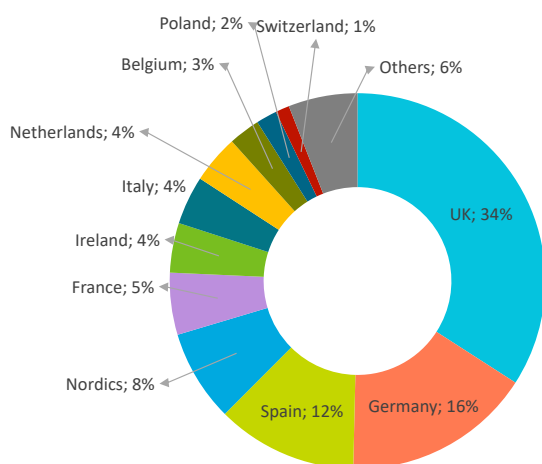
CANARY ISLANDS (2023)



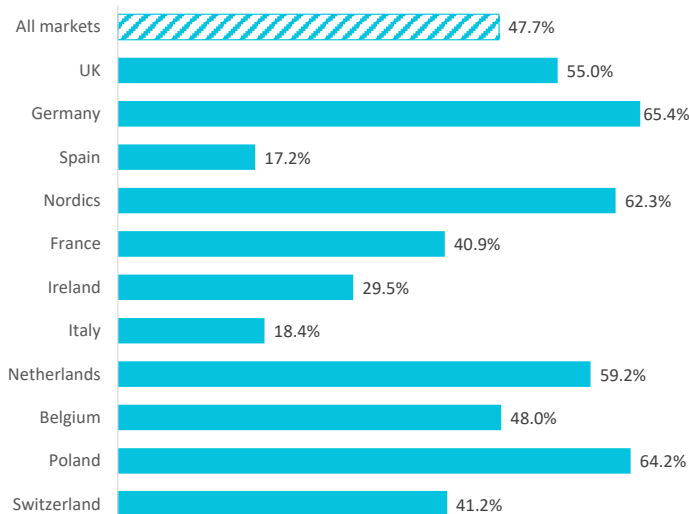
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	4,810,709	2,294,475	1,710,796	1,113,362	752,850	603,391	590,449	587,381	381,986	254,137	168,348
% Tourists	100%	34.1%	16.3%	12.1%	7.9%	5.3%	4.3%	4.2%	4.2%	2.7%	1.8%	1.2%
- Lanzarote	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
- Fuerteventura	1,984,658	605,719	636,891	152,378	54,046	117,298	52,397	104,589	55,228	20,992	66,146	26,094
- Gran Canaria	3,737,159	779,522	721,805	472,843	713,051	140,952	92,477	114,086	242,946	94,640	60,018	61,032
- Tenerife	5,601,943	2,144,205	649,008	752,050	285,762	295,662	172,347	282,673	210,978	211,259	107,182	60,783
- La Palma	133,951	10,655	41,652	45,391	5,881	3,204	264	1,432	7,230	2,991	3,106	2,501
% tourists who book holiday package	47.7%	55.0%	65.4%	17.2%	62.3%	40.9%	29.5%	18.4%	59.2%	48.0%	64.2%	41.2%
Expenditure per tourist (€)	1,387	1,384	1,584	848	1,704	1,343	1,498	1,129	1,469	1,585	1,414	1,614
- book holiday package	1,596	1,528	1,711	1,135	1,777	1,546	1,518	1,396	1,618	1,762	1,555	1,839
- holiday package	1,319	1,258	1,468	874	1,413	1,313	1,086	1,168	1,325	1,498	1,304	1,527
- others	277	270	243	261	363	233	432	228	293	264	251	312
- do not book holiday package	1,196	1,208	1,346	789	1,584	1,203	1,490	1,070	1,252	1,422	1,163	1,457
- flight	328	316	394	205	495	322	386	298	335	381	335	369
- accommodation	420	460	470	270	510	436	576	330	439	478	343	553
- others	448	432	481	314	578	445	527	442	478	562	485	535
Average lenght of stay	9.47	8.85	10.96	6.93	11.38	9.23	9.06	10.09	9.74	10.97	9.38	9.69
Average daily expenditure (€)	167.8	176.2	163.5	140.9	182.2	163.8	186.5	135.1	171.8	182.0	172.2	189.4
Average daily expenditure without flight (€)	120.2	128.6	115.0	102.6	124.5	117.2	136.4	95.0	123.0	132.0	118.6	138.6
Average cost of the flight (€)	387.4	369.9	465.1	221.3	517.2	375.6	386.4	323.4	413.4	431.6	431.8	427.4
Total turnover (≥ 16 years old) (€m)	19,565	6,657	3,635	1,451	1,897	1,011	904	667	863	605	359	272
% Turnover	100%	34.0%	18.6%	7.4%	9.7%	5.2%	4.6%	3.4%	4.4%	3.1%	1.8%	1.4%
Tourist arrivals (FRONTUR)	16,210,911	5,612,270	2,551,711	1,944,338	1,306,851	841,310	725,824	654,625	658,423	432,062	400,837	190,973
Passenger arrivals on non-stop flights (AENA)	19,302,668	5,747,725	2,666,109	5,131,906	1,247,240	609,688	684,497	663,758	627,390	422,296	339,133	304,672
Children < 16 years old (FRONTUR - EGT)	2,102,510	801,561	257,236	233,542	193,489	88,460	122,433	64,176	71,042	50,076	146,700	22,625

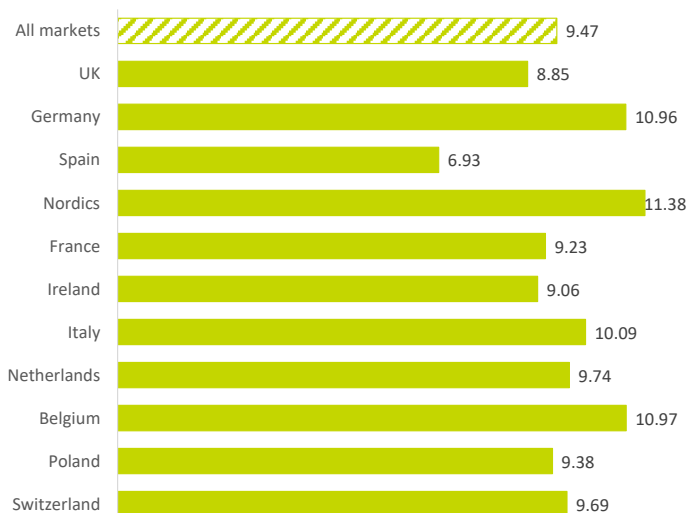
% TOURISTS (≥ 16 years old)



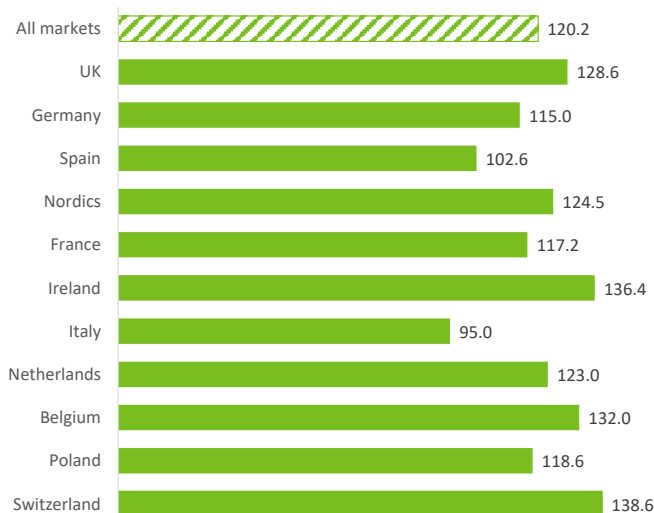
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Tourist profile by markets (1/2)

CANARY ISLANDS (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	83.7%	85.5%	89.2%	73.5%	85.2%	86.9%	88.5%	75.6%	86.7%	76.8%	87.6%	85.6%
- Additional accommodation expenses	7.1%	6.4%	5.8%	8.5%	3.9%	10.0%	11.1%	7.9%	9.2%	7.6%	6.0%	9.1%
Transport:												
- National/International Transport	94.9%	95.3%	97.0%	91.5%	96.5%	94.0%	97.1%	95.2%	93.3%	93.1%	95.9%	95.4%
- Flights between islands	5.6%	3.6%	5.3%	7.5%	3.2%	9.9%	7.2%	10.4%	4.1%	4.9%	9.5%	6.4%
- Taxi	52.6%	66.1%	57.6%	19.1%	63.1%	39.6%	59.3%	28.6%	58.9%	52.3%	56.9%	40.2%
- Car rental	32.4%	16.7%	37.2%	55.5%	21.9%	52.0%	18.2%	49.8%	38.1%	36.5%	39.5%	42.2%
- Public transport	11.2%	8.8%	15.0%	12.2%	12.6%	8.9%	10.9%	11.7%	11.0%	11.8%	12.3%	11.4%
Food and drink:												
- Food purchases at supermarkets	58.8%	58.3%	58.0%	55.0%	62.6%	52.3%	69.1%	63.7%	61.6%	55.4%	53.6%	59.0%
- Restaurants	66.5%	67.3%	56.5%	73.9%	69.9%	59.4%	77.6%	70.3%	64.5%	68.4%	49.2%	69.8%
Leisure:												
- Organized excursions	24.7%	18.6%	28.8%	27.6%	16.9%	41.2%	19.8%	33.5%	25.8%	27.2%	38.1%	27.2%
- Sport activities	8.1%	7.8%	8.7%	5.2%	6.9%	8.5%	11.2%	8.5%	11.2%	10.5%	4.9%	11.9%
- Cultural activities	2.8%	2.2%	3.1%	3.6%	1.7%	2.6%	2.5%	2.4%	3.6%	3.5%	3.7%	3.3%
- Museums	5.5%	3.3%	6.4%	8.5%	2.8%	11.4%	3.6%	7.9%	6.9%	7.0%	4.2%	6.8%
- Theme Parks	10.9%	11.3%	8.6%	12.6%	6.5%	11.6%	12.7%	12.1%	11.0%	9.3%	14.8%	12.1%
- Discos and pubs	10.7%	15.1%	4.4%	10.6%	7.7%	6.0%	21.5%	14.1%	7.5%	6.4%	4.0%	8.2%
- Wellness	5.3%	5.7%	4.9%	3.1%	6.1%	6.4%	8.6%	3.7%	4.7%	9.2%	1.6%	11.1%
Purchases of goods:												
- Souvenirs	41.5%	41.2%	39.3%	42.7%	33.7%	43.7%	48.5%	43.2%	42.8%	44.9%	49.4%	39.7%
- Real estate	0.2%	0.1%	0.0%	0.1%	0.2%	0.0%	0.3%	0.4%	0.2%	0.6%	0.3%	0.2%
- Other purchases	0.8%	0.7%	0.9%	0.6%	1.1%	0.4%	1.1%	0.8%	0.9%	0.6%	1.1%	0.0%
Others:												
- Medical expenses	7.7%	7.0%	7.6%	7.4%	7.7%	5.5%	13.3%	8.2%	9.7%	10.2%	4.2%	10.5%
- Other expenses	5.4%	5.2%	5.0%	5.1%	7.5%	5.9%	5.2%	4.5%	5.3%	6.4%	7.0%	4.5%

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:	866	901	976	536	1,014	785	864	646	855	1,007	791	1,077
- Accommodation	709	741	822	424	806	649	673	511	710	898	659	832
- Additional accommodation expenses	157	160	154	112	208	137	191	135	145	109	132	246
Transport:	733	680	829	493	894	732	770	678	808	789	807	811
- National/International Transport	408	388	480	242	536	400	398	340	443	464	450	448
- Flights between islands	84	73	79	71	74	75	150	94	87	66	94	95
- Taxi	89	75	105	56	112	112	65	78	120	97	110	94
- Car rental	122	115	139	102	140	121	125	124	133	134	120	146
- Public transport	29	28	27	23	32	24	32	42	24	28	33	29
Food and drink:	306	310	282	218	419	274	365	294	285	333	259	342
- Food purchases at supermarkets	108	102	107	77	140	108	118	116	85	107	113	117
- Restaurants	199	208	175	141	280	165	247	178	200	225	146	225
Leisure:	535	529	525	429	524	516	610	475	541	566	578	530
- Organized excursions	95	90	98	76	94	103	113	89	103	106	132	87
- Sport activities	99	94	106	79	94	100	105	90	91	98	134	133
- Cultural activities	58	55	63	54	58	49	42	46	80	57	45	47
- Museums	39	41	33	33	34	42	71	43	31	38	45	41
- Theme Parks	71	73	61	67	77	67	91	58	59	66	81	57
- Discos and pubs	99	106	81	58	96	92	123	81	91	113	60	78
- Wellness	74	70	83	62	71	64	64	68	87	89	82	87
Purchases of goods:	1,242	405	18,021	641	2,961	432	387	3,034	238	1,379	183	208
- Souvenirs	87	80	81	66	105	83	104	66	97	119	108	106
- Real estate	934	204	17,747	495	2,175	0	114	2,923	74	746	13	102
- Other purchases	221	121	193	79	681	349	169	44	67	514	62	0
Others:	138	122	126	145	155	119	148	120	208	117	182	131
- Medical expenses	47	39	47	27	82	28	52	35	114	34	50	51
- Other expenses	91	83	79	118	74	91	96	84	94	83	132	80

Tourist profile by markets (1/2)

CANARY ISLANDS (2023)



TOURIST PROFILE

Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	48.2%	44.2%	51.5%	50.9%	48.0%	48.5%	46.7%	49.9%	50.4%	49.5%	49.3%	51.4%
Percentage of women	51.8%	55.8%	48.5%	49.1%	52.0%	51.5%	53.3%	50.1%	49.6%	50.5%	50.7%	48.6%
Age												
Average age (tourists above 16 years old)	46.37	49.00	47.39	39.97	51.87	43.83	48.01	41.65	44.78	50.11	37.77	43.65
Standard deviation	16.8	16.7	17.4	13.9	17.1	15.4	16.2	16.5	16.9	16.5	12.8	16.1
Age range												
16-24 years old	11.1%	8.7%	11.0%	13.8%	8.6%	12.0%	10.0%	18.1%	16.0%	8.0%	17.5%	11.2%
25-30 years old	10.8%	8.1%	11.6%	17.1%	6.4%	11.6%	8.4%	15.0%	10.6%	7.9%	15.6%	15.1%
31-45 years old	28.7%	27.4%	25.4%	36.8%	21.0%	33.0%	26.2%	28.5%	24.8%	23.4%	44.1%	28.9%
46-60 years old	25.2%	26.4%	24.6%	22.6%	27.2%	27.3%	28.8%	21.6%	26.0%	29.3%	15.8%	26.1%
Over 60 years old	24.2%	29.3%	27.4%	9.8%	36.8%	16.1%	26.5%	16.8%	22.6%	31.3%	7.0%	18.7%
Occupation												
Salaried worker	55.7%	55.6%	55.2%	64.1%	49.2%	65.1%	58.7%	43.2%	55.8%	44.7%	48.2%	60.6%
Self-employed	10.8%	10.3%	8.6%	10.7%	8.0%	9.9%	10.7%	22.3%	10.2%	10.0%	22.3%	6.8%
Unemployed	0.9%	0.4%	0.6%	2.2%	0.4%	0.9%	0.7%	3.5%	0.8%	0.4%	1.6%	0.4%
Business owner	8.1%	5.3%	10.1%	8.5%	9.5%	5.4%	5.8%	6.9%	10.3%	11.8%	17.9%	11.6%
Student	4.2%	2.0%	4.2%	6.3%	4.4%	4.0%	2.1%	10.9%	6.5%	4.6%	5.0%	4.5%
Retired	18.9%	24.9%	20.0%	7.2%	27.6%	13.4%	19.0%	11.1%	14.7%	26.8%	4.3%	13.1%
Unpaid domestic work	0.6%	0.8%	0.3%	0.4%	0.1%	0.3%	2.2%	1.1%	0.2%	0.4%	0.4%	0.8%
Others	0.9%	0.7%	0.9%	0.8%	0.8%	1.1%	0.8%	1.0%	1.5%	1.4%	0.4%	2.3%
Annual household income level												
Less than €25,000	13.1%	10.8%	9.4%	22.5%	5.8%	13.4%	9.1%	25.3%	10.2%	9.0%	26.7%	4.1%
€25,000 - €49,999	34.9%	33.5%	31.4%	46.8%	23.1%	40.3%	31.6%	45.6%	31.9%	43.5%	40.8%	13.1%
€50,000 - €74,999	24.4%	24.2%	28.6%	18.9%	28.2%	26.0%	22.6%	16.3%	30.5%	30.8%	19.7%	21.7%
More than €74,999	27.7%	31.4%	30.6%	11.8%	42.9%	20.3%	36.6%	12.7%	27.3%	16.7%	12.8%	61.1%
Education level												
No studies	4.0%	10.1%	0.5%	0.4%	1.3%	0.9%	3.6%	0.6%	1.0%	0.6%	0.1%	1.0%
Primary education	1.9%	0.6%	3.4%	2.4%	4.1%	1.9%	0.7%	1.8%	1.4%	1.6%	1.1%	4.2%
Secondary education	20.1%	16.9%	23.5%	15.9%	25.7%	18.1%	18.4%	15.0%	40.1%	32.4%	18.5%	24.8%
Higher education	73.9%	72.4%	72.6%	81.3%	69.0%	79.1%	77.3%	82.6%	57.5%	65.4%	80.2%	70.0%

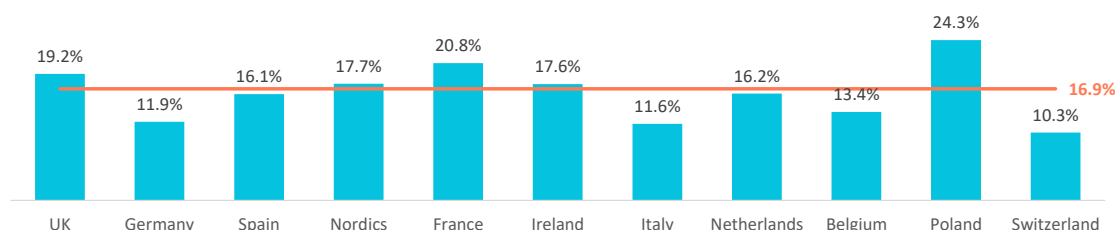
Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	10.1%	6.9%	12.1%	16.3%	8.5%	7.8%	6.9%	13.8%	9.1%	8.6%	5.6%	16.3%
Only with partner	47.5%	50.4%	52.9%	39.7%	46.8%	44.2%	51.4%	43.2%	48.8%	51.9%	40.3%	49.6%
Only with children (< 13 years old)	4.4%	3.8%	3.9%	4.3%	5.3%	8.0%	4.8%	4.8%	4.6%	3.6%	4.9%	3.6%
Partner + children (< 13 years old)	6.8%	7.5%	5.5%	7.9%	6.1%	8.6%	5.5%	4.0%	7.8%	5.9%	9.8%	3.7%
Other relatives	10.0%	12.3%	6.2%	8.3%	8.8%	7.8%	14.8%	7.9%	8.3%	7.4%	14.7%	7.7%
Friends	7.1%	6.2%	7.1%	9.1%	5.5%	7.4%	4.5%	12.9%	6.4%	5.5%	7.5%	9.8%
Work colleagues	0.6%	0.2%	0.3%	2.3%	0.2%	0.3%	0.1%	1.0%	0.1%	0.0%	1.0%	0.8%
Organized trip	0.2%	0.1%	0.2%	0.2%	0.2%	0.9%	0.1%	0.3%	0.0%	0.2%	0.2%	0.1%
Other combinations ⁽²⁾	13.3%	12.6%	11.7%	11.8%	18.6%	15.0%	11.9%	12.1%	14.9%	16.9%	16.0%	8.5%
⁽²⁾ Different situations have been isolated												
Tourists with children	16.9%	19.2%	11.9%	16.1%	17.7%	20.8%	17.6%	11.6%	16.2%	13.4%	24.3%	10.3%
- Between 0 and 2 years old	1.5%	1.4%	1.6%	1.5%	1.1%	1.7%	1.1%	0.6%	2.1%	1.3%	1.1%	2.3%
- Between 3 and 12 years old	14.1%	16.0%	9.7%	13.3%	15.0%	17.7%	15.1%	10.6%	12.8%	11.1%	22.1%	7.1%
- Between 0 -2 and 3-12 years old	1.3%	1.8%	0.7%	1.2%	1.5%	1.4%	1.4%	0.4%	1.2%	1.0%	1.1%	1.0%
Tourists without children	83.1%	80.8%	88.1%	83.9%	82.3%	79.2%	82.4%	88.4%	83.8%	86.6%	75.7%	89.7%
Group composition:												
- 1 person	12.6%	8.9%	13.9%	19.8%	11.0%	9.6%	9.9%	18.2%	10.9%	11.2%	7.5%	19.2%
- 2 people	55.3%	56.6%	62.1%	47.6%	55.4%	52.5%	57.4%	51.8%	57.0%	60.2%	51.6%	59.9%
- 3 people	12.1%	11.6%	11.8%	12.4%	11.1%	13.6%	10.5%	13.9%	12.4%	11.9%	19.1%	9.4%
- 4 or 5 people	16.0%	17.7%	10.3%	16.2%	17.7%	22.0%	17.9%	12.6%	15.5%	13.5%	18.4%	9.9%
- 6 or more people	4.0%	5.1%	1.9%	4.0%	4.9%	2.3%	4.3%	3.5%	4.1%	3.1%	3.4%	1.7%
Average group size:	2.57	2.70	2.30	2.50	2.69	2.66	2.62	2.42	2.59	2.48	2.72	2.23

*People who share the main expenses of the trip



%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN



Tourist profile by markets (1/2)

CANARY ISLANDS (2023)

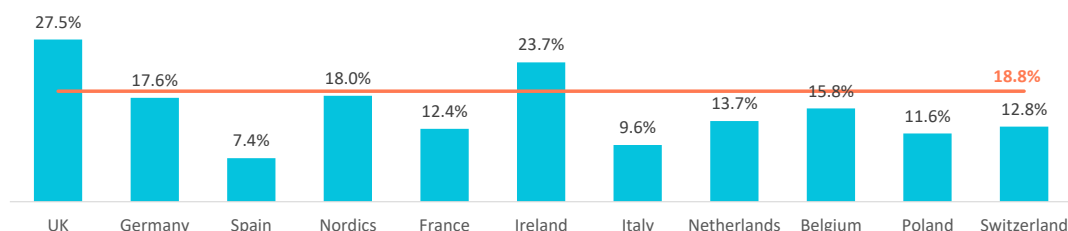


TRIP BOOKING

How far in advance do they book their trip?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
The same day	0.7%	0.2%	0.8%	1.3%	0.6%	0.9%	0.4%	1.0%	1.6%	1.5%	1.3%	0.3%
Between 1 and 30 days	23.5%	18.7%	23.5%	31.6%	24.6%	24.4%	17.8%	23.5%	27.3%	28.4%	34.0%	27.6%
Between 1 and 2 months	24.6%	21.2%	24.0%	31.1%	23.6%	26.3%	21.0%	34.1%	24.9%	23.8%	28.7%	28.5%
Between 3 and 6 months	32.4%	32.3%	34.1%	28.7%	33.2%	36.0%	37.2%	31.8%	32.5%	30.5%	24.4%	30.9%
More than 6 months	18.8%	27.5%	17.6%	7.4%	18.0%	12.4%	23.7%	9.6%	13.7%	15.8%	11.6%	12.8%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



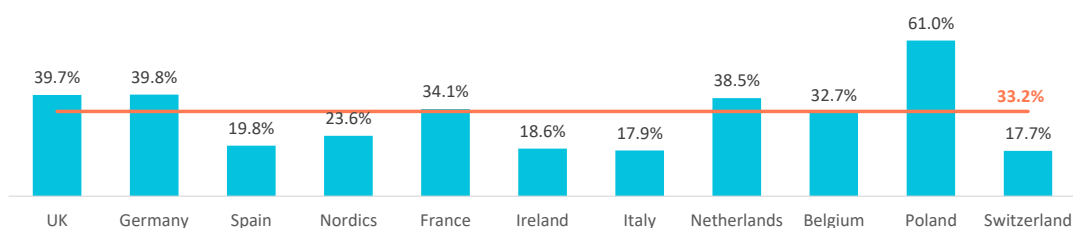
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	49.6%	49.6%	31.2%	70.2%	35.5%	52.4%	69.2%	68.8%	38.7%	46.4%	32.8%	57.4%
- Tour Operator or Travel Agency	50.4%	50.4%	68.8%	29.8%	64.5%	47.6%	30.8%	31.2%	61.3%	53.6%	67.2%	42.6%
Accommodation												
- Directly with the accommodation	36.7%	36.7%	21.8%	53.5%	28.5%	40.0%	53.9%	50.6%	29.0%	33.4%	19.6%	42.6%
- Tour Operator or Travel Agency	63.3%	63.3%	78.2%	46.5%	71.5%	60.0%	46.1%	49.4%	71.0%	66.6%	80.4%	57.4%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Room only	29.1%	25.5%	19.7%	35.2%	38.3%	31.3%	41.5%	51.5%	26.2%	20.2%	18.8%	28.8%
Bed and Breakfast	14.3%	14.0%	8.5%	18.6%	20.4%	10.4%	23.7%	10.6%	16.2%	11.8%	7.2%	23.9%
Half board	20.1%	18.8%	29.3%	21.8%	12.8%	14.6%	14.3%	13.8%	17.0%	31.7%	11.8%	26.7%
Full board	3.3%	1.9%	2.6%	4.5%	4.9%	9.5%	1.9%	6.2%	2.2%	3.6%	1.1%	2.9%
All inclusive	33.2%	39.7%	39.8%	19.8%	23.6%	34.1%	18.6%	17.9%	38.5%	32.7%	61.0%	17.7%

% TOURISTS WHO BOOK ALL INCLUSIVE



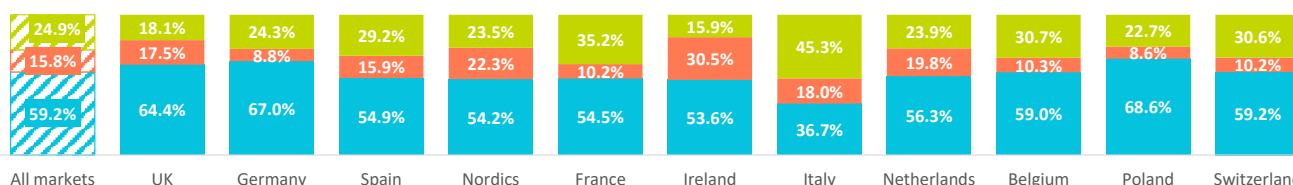
ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	10.7%	9.8%	12.0%	11.5%	16.1%	7.8%	9.6%	8.7%	11.8%	5.7%	10.1%	10.6%
4* Hotel	38.6%	41.1%	46.3%	35.7%	31.5%	38.6%	33.2%	24.2%	37.6%	39.9%	54.0%	32.6%
5* Hotel / 5* Luxury Hotel	9.9%	13.5%	8.6%	7.7%	6.5%	8.1%	10.8%	3.8%	6.9%	13.4%	4.6%	15.9%
Aparthotel / Tourist Villa	15.8%	17.5%	8.8%	15.9%	22.3%	10.2%	30.5%	18.0%	19.8%	10.3%	8.6%	10.2%
House/room rented in a private dwelling	7.8%	4.8%	9.3%	7.8%	5.9%	15.6%	6.1%	15.7%	5.4%	5.9%	8.2%	9.5%
Private accommodation ⁽¹⁾	9.0%	6.5%	7.2%	17.3%	7.7%	6.0%	6.1%	17.4%	5.2%	12.4%	6.1%	8.8%
Others (Cottage, cruise, camping,...)	8.2%	6.9%	7.7%	4.1%	9.9%	13.6%	3.8%	12.2%	13.3%	12.5%	8.4%	12.3%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



Tourist profile by markets (1/2)

CANARY ISLANDS (2023)



TRIP MOTIVATION AND DESTINATION CHOICE

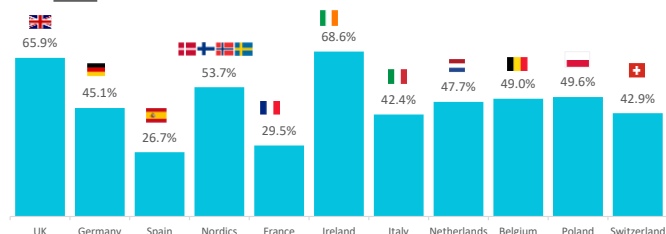
What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Holidays	90.0%	94.8%	92.0%	72.9%	92.2%	93.5%	97.0%	80.7%	92.8%	93.2%	91.8%	90.9%
Family reasons	6.9%	4.1%	5.5%	17.3%	4.8%	4.9%	2.3%	14.7%	4.7%	5.4%	5.1%	5.2%
Business	1.6%	0.4%	1.0%	6.8%	0.6%	0.8%	0.2%	1.7%	1.1%	0.9%	1.6%	0.4%
Education and training	0.2%	0.1%	0.2%	0.6%	0.2%	0.2%	0.0%	0.3%	0.4%	0.0%	0.1%	0.0%
Sports training	0.5%	0.2%	0.5%	0.6%	1.0%	0.3%	0.1%	1.2%	0.4%	0.2%	0.3%	1.7%
Health	0.1%	0.1%	0.1%	0.1%	0.5%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.2%
Conventions and Exhibitions	0.2%	0.0%	0.1%	0.8%	0.0%	0.1%	0.0%	0.6%	0.1%	0.0%	0.2%	0.4%
Others	0.5%	0.4%	0.6%	0.8%	0.7%	0.2%	0.4%	0.6%	0.5%	0.0%	0.8%	1.1%

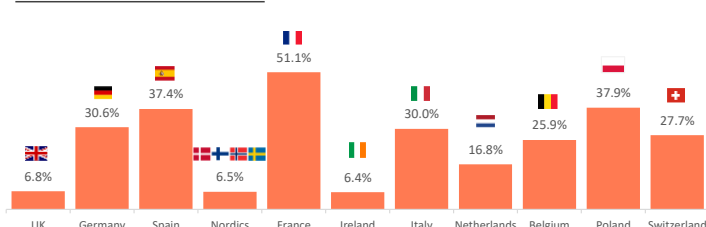
What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Rest	50.9%	65.9%	45.1%	26.7%	53.7%	29.5%	68.6%	42.4%	47.7%	49.0%	49.6%	42.9%
Enjoy family time	15.6%	15.0%	10.0%	22.3%	29.3%	11.0%	14.0%	14.8%	12.5%	12.4%	7.7%	11.3%
Have fun	9.2%	9.8%	8.7%	10.5%	5.4%	5.2%	9.2%	9.2%	18.3%	8.2%	2.6%	11.3%
Explore the destination	20.7%	6.8%	30.6%	37.4%	6.5%	51.1%	6.4%	30.0%	16.8%	25.9%	37.9%	27.7%
Practice their hobbies	2.0%	1.2%	3.3%	1.5%	3.0%	2.2%	1.1%	2.1%	1.6%	2.7%	1.4%	4.8%
Other reasons	1.7%	1.3%	2.2%	1.6%	2.0%	1.1%	0.7%	1.5%	3.2%	1.9%	0.8%	1.9%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Climate	75.1%	78.7%	74.9%	63.2%	82.4%	74.3%	79.1%	76.5%	70.5%	74.9%	75.8%	72.7%
Safety	54.6%	64.6%	54.8%	40.9%	41.9%	50.4%	74.3%	41.9%	29.2%	44.3%	66.4%	50.7%
Tranquility	47.9%	46.9%	49.9%	51.3%	35.3%	53.3%	54.8%	52.9%	43.4%	50.4%	55.3%	46.8%
Sea	45.4%	35.0%	61.5%	46.5%	45.7%	48.0%	46.4%	53.5%	37.6%	41.4%	57.7%	58.8%
Accommodation supply	42.9%	55.4%	40.4%	25.2%	33.5%	42.0%	61.0%	26.7%	36.3%	36.8%	39.7%	34.2%
Beaches	38.8%	31.7%	48.5%	42.5%	35.9%	37.9%	42.6%	51.8%	32.2%	25.8%	48.4%	49.3%
Effortless trip	38.3%	47.9%	45.3%	28.9%	23.2%	27.6%	50.5%	32.8%	13.4%	22.3%	31.6%	38.7%
Price	37.3%	47.5%	28.6%	31.3%	24.0%	44.8%	53.6%	31.8%	23.7%	30.9%	33.1%	24.9%
European belonging	35.3%	31.4%	39.3%	38.7%	30.7%	34.8%	47.8%	37.1%	27.3%	38.0%	49.4%	32.9%
Landscapes	35.0%	21.4%	38.0%	53.5%	21.7%	60.6%	28.1%	62.0%	24.5%	39.9%	64.3%	42.2%
Environment	34.6%	35.1%	23.8%	43.3%	27.7%	45.8%	39.9%	59.8%	11.0%	29.1%	49.4%	30.3%
Gastronomy	26.9%	27.9%	26.0%	32.0%	18.2%	23.6%	35.1%	20.3%	16.4%	26.8%	33.9%	37.1%
Fun possibilities	24.0%	25.7%	18.6%	27.7%	15.9%	18.6%	33.5%	22.7%	38.2%	20.3%	12.9%	17.9%
Authenticity	22.6%	19.9%	18.6%	34.1%	11.6%	36.0%	25.4%	27.9%	13.7%	21.8%	35.4%	22.8%
Exoticism	12.0%	7.9%	7.4%	19.2%	7.8%	25.4%	12.9%	13.3%	15.9%	18.8%	30.2%	8.9%
Hiking trail network	10.4%	4.4%	10.3%	16.3%	12.0%	17.1%	6.5%	25.5%	9.4%	15.5%	16.6%	9.8%
Shopping	9.6%	9.7%	8.9%	8.4%	7.7%	11.3%	17.3%	13.0%	5.1%	10.4%	5.2%	10.5%
Culture	9.5%	8.7%	8.6%	13.1%	4.0%	15.6%	10.5%	10.6%	6.3%	7.9%	8.7%	6.6%
Historical heritage	9.1%	6.8%	7.1%	16.7%	4.1%	19.5%	7.5%	11.9%	5.9%	9.3%	7.9%	9.2%
Nightlife	8.4%	9.9%	5.0%	10.4%	4.8%	7.2%	14.2%	13.7%	5.8%	3.9%	5.6%	5.4%

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.

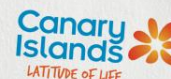
What channels did they use to get information about the trip?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	49.0%	62.6%	44.4%	35.0%	58.8%	25.7%	66.6%	31.4%	38.7%	46.9%	35.2%	40.9%
Friends or relatives	29.6%	28.7%	24.3%	38.7%	23.1%	28.9%	29.2%	39.5%	25.6%	28.6%	27.7%	30.5%
Internet or social media	53.0%	55.8%	53.2%	49.1%	45.2%	54.9%	52.1%	47.6%	57.4%	43.0%	64.9%	54.5%
Mass Media	2.1%	2.5%	2.3%	1.2%	1.3%	2.9%	1.5%	1.1%	1.2%	1.4%	3.4%	1.9%
Travel guides and magazines	7.0%	6.0%	10.0%	3.3%	3.2%	15.6%	4.5%	6.2%	6.8%	8.3%	10.9%	8.9%
Travel Blogs or Forums	6.7%	4.7%	5.8%	9.5%	3.8%	11.5%	6.1%	8.5%	5.2%	5.0%	19.2%	7.1%
Travel TV Channels	0.8%	0.7%	1.1%	0.5%	0.4%	0.4%	1.1%	0.6%	0.7%	0.9%	1.2%	1.2%
Tour Operator or Travel Agency	20.4%	21.8%	28.1%	10.3%	22.1%	21.7%	11.6%	13.2%	20.6%	28.1%	33.9%	16.6%
Public administrations or similar	0.7%	0.6%	0.6%	1.1%	0.4%	0.6%	0.3%	0.5%	0.5%	0.2%	0.3%	0.0%
Others	3.2%	2.7%	2.6%	5.0%	2.9%	3.2%	3.6%	2.5%	3.8%	2.9%	3.1%	4.0%

* Multi-choice question

Tourist profile by markets (1/2)

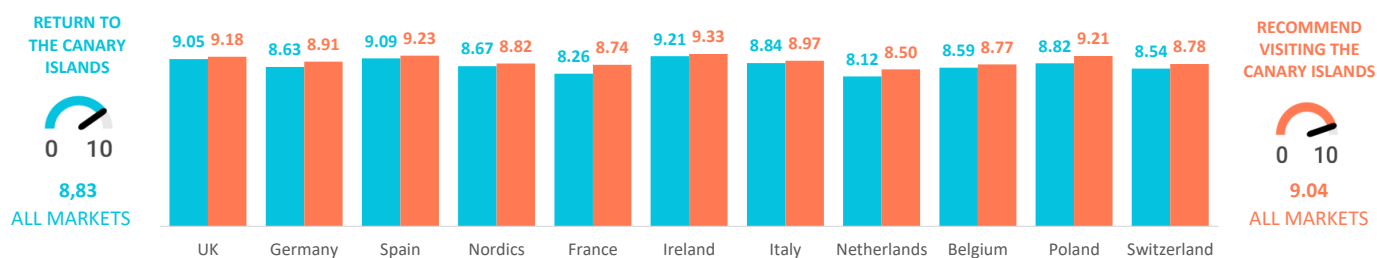
CANARY ISLANDS (2023)



SATISFACTION AND LOYALTY INDICATORS

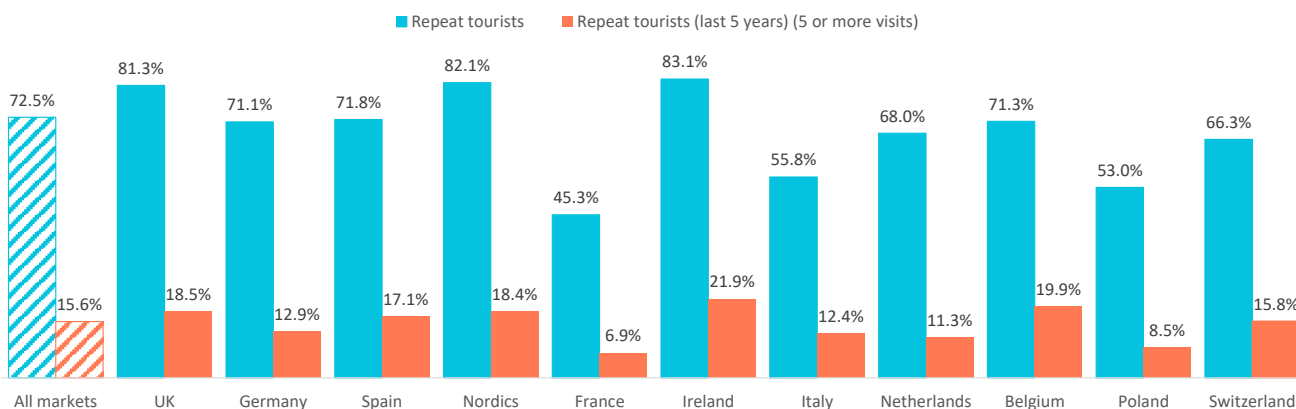
Satisfaction

Satisfaction (scale 0-10)	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Average rating	8.82	8.97	8.68	8.83	8.63	8.65	8.99	8.72	8.42	8.68	9.07	8.66
Experience in the Canary Islands	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Worse or much worse than expected	2.5%	2.3%	1.8%	3.3%	2.4%	5.3%	1.2%	3.0%	2.4%	2.8%	3.2%	2.4%
Lived up to expectations	54.0%	54.2%	54.9%	49.4%	61.1%	58.0%	55.1%	51.0%	57.1%	60.3%	51.0%	57.2%
Better or much better than expected	43.5%	43.5%	43.3%	47.3%	36.5%	36.7%	43.7%	46.1%	40.5%	36.8%	45.8%	40.4%
Future intentions (scale 1-10)	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Return to the Canary Islands	8.83	9.05	8.63	9.09	8.67	8.26	9.21	8.84	8.12	8.59	8.82	8.54
Recommend visiting the Canary Islands	9.04	9.18	8.91	9.23	8.82	8.74	9.33	8.97	8.50	8.77	9.21	8.78



How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Repeat tourists	72.5%	81.3%	71.1%	71.8%	82.1%	45.3%	83.1%	55.8%	68.0%	71.3%	53.0%	66.3%
At least 10 previous visits	19.6%	24.4%	17.0%	18.4%	28.8%	5.3%	27.6%	11.9%	14.3%	19.4%	6.1%	19.4%
Repeat tourists (last 5 years)	65.0%	72.1%	65.4%	64.8%	72.5%	41.3%	76.0%	49.7%	59.8%	64.9%	48.5%	59.1%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	18.5%	12.9%	17.1%	18.4%	6.9%	21.9%	12.4%	11.3%	19.9%	8.5%	15.8%



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	92.1%	95.4%	91.5%	88.9%	95.2%	86.0%	92.1%	88.7%	94.1%	92.6%	83.1%	91.6%
Two islands	6.7%	4.2%	6.6%	9.5%	4.5%	11.6%	7.4%	9.8%	4.4%	6.0%	15.1%	8.1%
Three or more islands	1.2%	0.4%	1.9%	1.6%	0.4%	2.4%	0.6%	1.5%	1.5%	1.4%	1.9%	0.3%

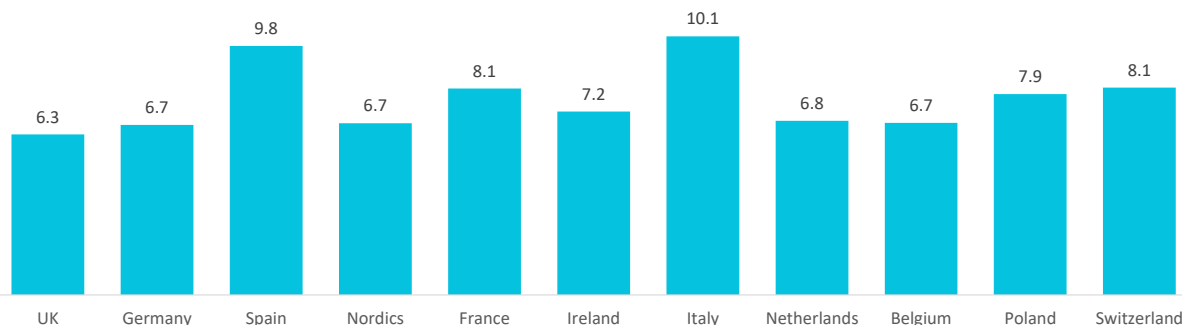
Visited islands during their trip (with overnight staying)

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Lanzarote	19.0%	26.5%	10.6%	17.2%	5.0%	26.6%	47.7%	15.9%	12.6%	14.1%	7.6%	10.2%
Fuerteventura	14.8%	12.8%	28.4%	10.0%	5.2%	17.9%	9.0%	19.4%	10.4%	6.1%	27.5%	16.0%
Gran Canaria	27.2%	16.5%	32.2%	28.7%	64.3%	19.9%	15.5%	19.9%	41.9%	25.6%	24.9%	36.3%
Tenerife	40.5%	44.8%	29.4%	45.5%	26.1%	40.7%	28.9%	48.9%	37.2%	56.3%	43.2%	37.3%
La Gomera	0.5%	0.1%	1.1%	0.8%	0.4%	1.1%	0.2%	0.3%	0.3%	0.7%	0.5%	0.4%
La Palma	1.4%	0.4%	2.5%	3.3%	0.6%	1.3%	0.1%	0.7%	1.5%	1.3%	1.4%	2.1%
El Hierro	0.2%	0.1%	0.2%	0.6%	0.1%	0.3%	0.1%	0.1%	0.2%	0.0%	0.7%	0.1%
Cruise	0.2%	0.2%	0.8%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.2%	0.3%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
0 hours	2.3%	3.5%	2.3%	0.8%	4.4%	0.4%	1.1%	0.3%	2.5%	2.0%	0.5%	0.6%
1 - 2 hours	10.6%	15.5%	12.2%	3.3%	12.3%	6.4%	6.9%	1.5%	12.4%	9.4%	8.1%	8.3%
3 - 6 hours	33.3%	38.5%	38.2%	17.4%	36.2%	26.5%	42.2%	12.9%	39.0%	41.5%	30.4%	26.8%
7 - 12 hours	45.2%	37.0%	41.8%	59.3%	40.2%	58.5%	43.5%	67.2%	38.8%	41.1%	50.9%	52.8%
More than 12 hours	8.6%	5.5%	5.4%	19.3%	6.9%	8.2%	6.5%	18.1%	7.2%	6.0%	10.1%	11.4%
Outdoor time per day	7.3	6.3	6.7	9.8	6.7	8.1	7.2	10.1	6.8	6.7	7.9	8.1

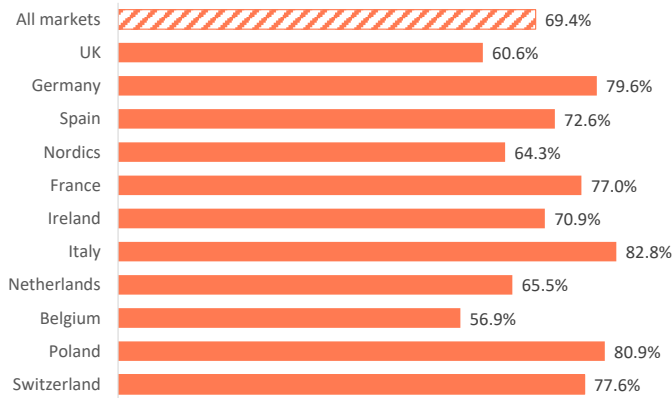
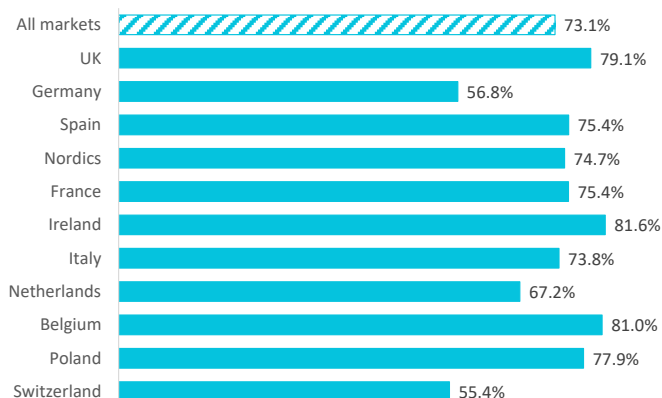

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ALL MARKETS


Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Walk, wander	73.1%	79.1%	56.8%	75.4%	74.7%	75.4%	81.6%	73.8%	67.2%	81.0%	77.9%	55.4%
Beach	69.4%	60.6%	79.6%	72.6%	64.3%	77.0%	70.9%	82.8%	65.5%	56.9%	80.9%	77.6%
Swimming pool, hotel facilities	59.3%	72.2%	41.9%	46.5%	66.0%	62.8%	71.4%	40.3%	63.9%	65.9%	58.7%	46.3%
Explore the island on their own	48.0%	35.0%	52.6%	65.3%	42.3%	64.9%	32.7%	62.0%	49.5%	50.8%	66.1%	49.1%
Taste Canarian gastronomy	26.5%	22.7%	33.0%	43.6%	14.7%	16.0%	20.8%	27.5%	19.1%	21.8%	26.2%	29.7%
Hiking	18.5%	7.1%	21.6%	23.5%	22.3%	33.4%	7.6%	16.5%	35.3%	43.3%	31.8%	21.1%
Organized excursions	16.8%	14.9%	17.6%	15.3%	10.9%	26.0%	15.9%	21.5%	19.4%	19.3%	30.4%	17.0%
Nightlife / concerts / shows	15.9%	19.9%	9.8%	17.5%	12.4%	12.5%	26.1%	16.2%	11.3%	8.8%	7.0%	17.6%
Theme parks	14.1%	13.9%	11.5%	16.2%	9.8%	14.3%	16.4%	16.8%	14.4%	12.4%	21.7%	12.1%
Sea excursions / whale watching	12.4%	11.0%	14.4%	10.5%	7.0%	20.7%	10.5%	12.0%	16.0%	13.5%	17.8%	14.9%
Wineries / markets / popular festivals	11.4%	8.4%	11.4%	18.2%	11.6%	16.9%	6.7%	15.4%	5.9%	8.3%	13.0%	12.5%
Museums / exhibitions	10.5%	6.7%	11.2%	17.8%	5.9%	21.0%	4.7%	14.1%	9.0%	10.5%	10.4%	11.3%
Other Nature Activities	8.1%	3.6%	11.8%	13.2%	5.2%	10.5%	3.0%	13.1%	9.6%	5.2%	5.9%	9.3%
Swim	7.8%	10.7%	3.6%	2.2%	6.5%	3.7%	12.7%	3.9%	17.7%	11.3%	11.6%	3.4%
Beauty and health treatments	6.1%	6.3%	5.1%	4.0%	7.8%	7.8%	10.5%	5.8%	4.7%	8.2%	1.7%	9.4%
Running	5.7%	4.7%	2.2%	5.4%	9.0%	7.8%	5.0%	5.4%	18.3%	6.4%	6.3%	5.7%
Practice other sports	4.5%	3.1%	5.4%	5.5%	5.5%	5.3%	2.6%	4.1%	3.8%	5.3%	4.3%	8.3%
Astronomical observation	4.0%	2.5%	5.7%	4.8%	5.4%	2.4%	2.0%	3.7%	6.9%	4.9%	3.0%	4.0%
Cycling / Mountain bike	3.0%	2.8%	4.0%	1.7%	3.2%	3.1%	4.6%	3.0%	2.7%	3.7%	2.4%	4.0%
Surf	2.9%	1.3%	4.0%	3.1%	1.5%	5.3%	1.8%	8.5%	2.5%	2.5%	2.7%	3.6%
Scuba Diving	2.9%	2.0%	3.4%	3.0%	1.6%	5.4%	2.0%	3.8%	3.8%	2.9%	5.2%	2.4%
Golf	2.5%	3.1%	1.8%	1.1%	3.3%	2.1%	4.0%	1.7%	2.4%	2.8%	1.3%	5.0%
Windsurf / Kitesurf	0.9%	0.6%	1.3%	0.8%	0.5%	1.4%	0.5%	1.5%	1.5%	0.6%	0.9%	1.9%

WALK, WANDER

BEACH

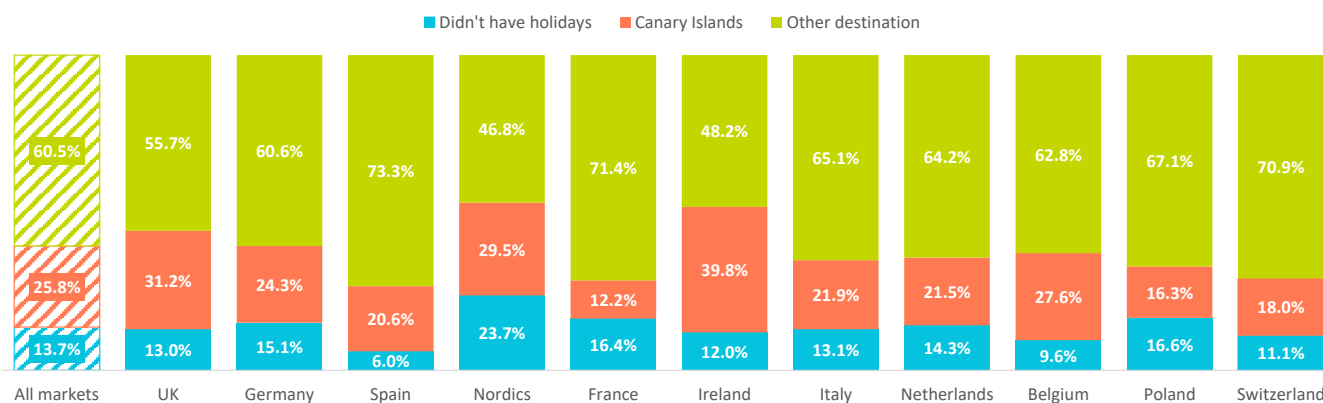


COMPETITORS

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	13.7%	13.0%	15.1%	6.0%	23.7%	16.4%	12.0%	13.1%	14.3%	9.6%	16.6%	11.1%
Canary Islands	25.8%	31.2%	24.3%	20.6%	29.5%	12.2%	39.8%	21.9%	21.5%	27.6%	16.3%	18.0%
Other destination	60.5%	55.7%	60.6%	73.3%	46.8%	71.4%	48.2%	65.1%	64.2%	62.8%	67.1%	70.9%
Balearic Islands	4.5%	1.7%	0.9%	0.9%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
Rest of Spain	11.4%	2.8%	0.9%	4.1%	0.7%	0.5%	0.5%	0.4%	0.4%	0.3%	0.1%	0.1%
Italy	7.4%	1.4%	1.5%	0.8%	0.4%	0.4%	0.2%	1.1%	0.3%	0.2%	0.2%	0.2%
France	5.3%	1.2%	0.7%	0.5%	0.2%	1.2%	0.1%	0.2%	0.3%	0.4%	0.0%	0.1%
Turkey	2.8%	1.3%	0.6%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%
Greece	6.9%	2.6%	1.3%	0.2%	0.7%	0.4%	0.1%	0.3%	0.3%	0.2%	0.2%	0.1%
Portugal	4.1%	1.4%	0.6%	0.7%	0.1%	0.3%	0.3%	0.1%	0.1%	0.1%	0.0%	0.1%
Croatia	2.3%	0.5%	0.6%	0.1%	0.2%	0.1%	0.0%	0.2%	0.1%	0.0%	0.1%	0.0%
Egypt	1.1%	0.3%	0.3%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%
Tunisia	0.3%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morocco	0.8%	0.2%	0.1%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	13.7%	5.2%	2.5%	1.2%	1.0%	0.5%	0.5%	0.3%	0.7%	0.4%	0.3%	0.2%

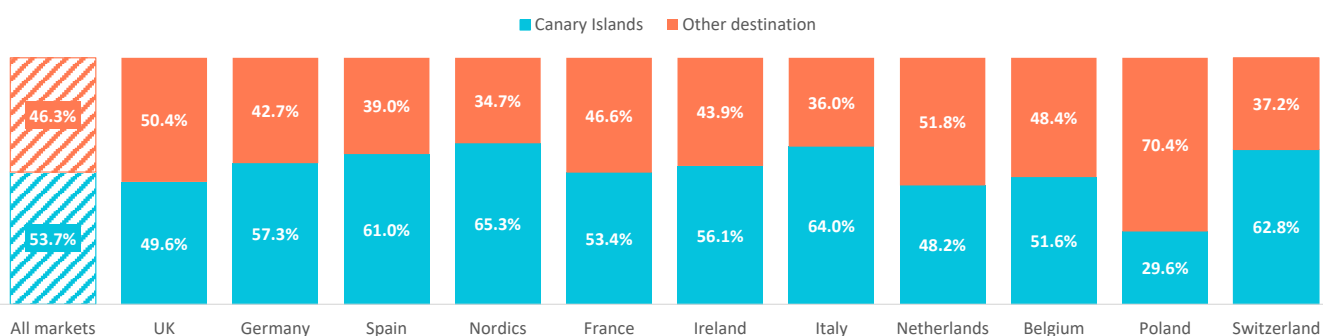
* Percentage of valid answers



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")	28.5%	25.4%	28.8%	36.9%	42.1%	27.2%	32.8%	33.3%	22.4%	29.2%	8.0%	36.6%
Canary Islands (other island)	25.1%	24.3%	28.4%	24.1%	23.3%	26.2%	23.3%	30.7%	25.8%	22.4%	21.5%	26.2%
Other destination	46.3%	50.4%	42.7%	39.0%	34.7%	46.6%	43.9%	36.0%	51.8%	48.4%	70.4%	37.2%
Balearic Islands	6.1%	3.0%	0.8%	0.8%	0.1%	0.4%	0.2%	0.2%	0.1%	0.1%	0.1%	0.0%
Rest of Spain	8.6%	3.7%	0.9%	0.9%	0.5%	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%	0.1%
Italy	4.8%	1.7%	0.6%	0.5%	0.3%	0.3%	0.2%	0.1%	0.2%	0.2%	0.3%	0.0%
France	1.6%	0.5%	0.2%	0.2%	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
Turkey	3.4%	1.9%	0.5%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.0%
Greece	8.1%	3.5%	1.3%	0.3%	0.5%	0.5%	0.2%	0.2%	0.5%	0.3%	0.3%	0.1%
Portugal	6.3%	2.8%	0.9%	0.4%	0.3%	0.3%	0.4%	0.2%	0.3%	0.1%	0.2%	0.0%
Croatia	2.5%	1.1%	0.4%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
Egypt	2.5%	0.7%	0.6%	0.2%	0.2%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.0%
Others	2.5%	0.6%	0.5%	0.3%	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%

* Percentage of valid answers



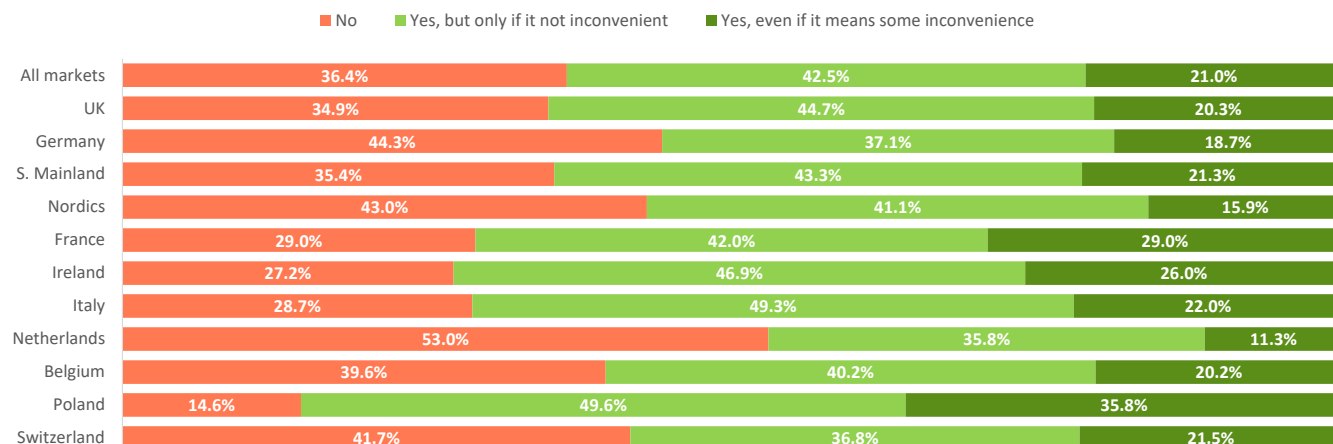
Tourist profile by markets (1/2)

CANARY ISLANDS (2023)

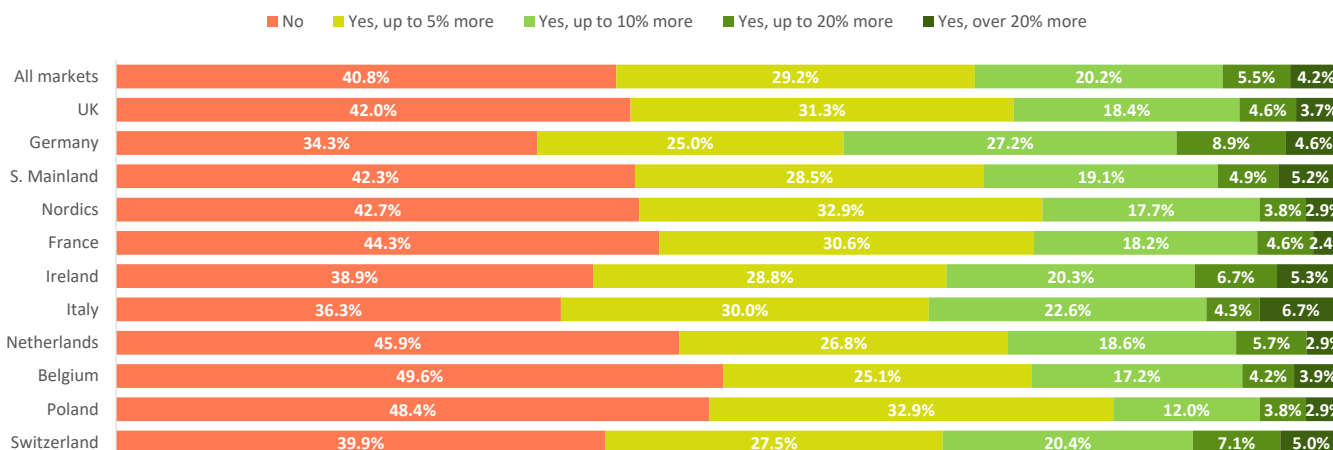


SUSTAINABLE DESTINATION

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



*Perception of the following sustainability measures during their stay **

	All markets	UK	Germany	Spain	Nordics	France	Ireland	Italy	Netherlands	Belgium	Poland	Switzerland
Quality of life on the island	8.0	8.1	7.8	8.3	7.7	8.1	8.2	8.3	7.8	8.0	7.8	7.8
Tolerance towards tourism	8.6	8.6	8.5	8.7	8.4	8.5	8.6	8.6	8.1	8.3	8.9	8.3
Cleanliness of the island	8.2	8.6	7.8	8.2	7.9	8.2	8.7	8.2	7.8	8.1	8.4	7.6
Air quality	8.5	8.5	8.5	8.5	8.1	8.4	8.6	8.8	8.0	8.3	8.8	8.1
Rational water consumption	7.6	7.9	6.9	7.6	7.5	7.4	7.9	7.7	7.4	7.6	7.6	7.3
Energy saving	7.1	7.3	6.4	7.1	6.9	7.0	7.3	7.5	6.9	7.1	7.0	6.6
Use of renewable energy	7.0	7.2	6.4	7.1	6.9	7.1	7.2	7.6	6.8	7.0	7.2	6.6
Recycling	7.1	7.6	6.3	6.9	6.5	7.0	7.4	7.0	6.9	7.1	7.2	6.5
Easy to get around by public transport	7.5	7.9	7.2	6.9	7.3	7.6	8.0	7.5	7.5	7.4	7.7	6.9
Overcrowding in tourist areas	6.6	6.8	5.6	7.0	6.5	6.7	6.7	7.0	6.7	6.7	6.8	6.4
Supply of local products	7.2	7.3	6.8	7.6	6.7	7.3	7.1	7.5	7.1	7.3	7.5	7.1

* 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.