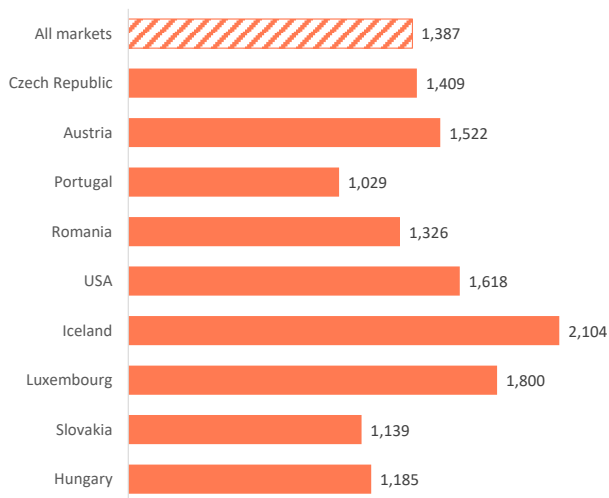


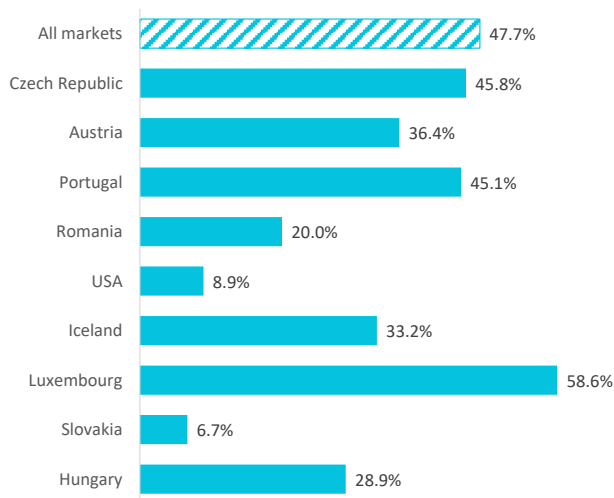
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	126,373	125,056	99,412	62,624	57,390	38,035	35,258	24,114	23,362
% Tourists	100%	0.9%	0.9%	0.7%	0.4%	0.4%	0.3%	0.2%	0.2%	0.2%
- Lanzarote	2,601,667	14,780	9,406	5,684	1,316	2,861	0	5,922	5,974	1,250
- Fuerteventura	1,984,658	28,721	24,882	9,498	665	1,950	0	4,840	4,149	4,093
- Gran Canaria	3,737,159	29,221	40,581	35,087	9,293	11,039	11,745	10,169	4,963	9,836
- Tenerife	5,601,943	52,642	45,808	47,590	51,208	39,009	26,290	12,941	8,949	8,184
- La Palma	133,951	736	2,881	1,475	0	1,954	0	1,386	0	0
% tourists who book holiday package	47.7%	45.8%	36.4%	45.1%	20.0%	8.9%	33.2%	58.6%	6.7%	28.9%
Expenditure per tourist (€)	1,387	1,409	1,522	1,029	1,326	1,618	2,104	1,800	1,139	1,185
- book holiday package	1,596	1,450	1,846	1,209	1,642	1,637	2,466	2,150	1,210	1,301
- holiday package	1,319	1,247	1,563	998	1,165	1,314	1,874	1,915	1,046	1,086
- others	277	203	283	212	477	323	592	235	164	215
- do not book holiday package	1,196	1,374	1,337	881	1,248	1,616	1,924	1,304	1,133	1,138
- flight	328	389	406	254	301	567	516	335	236	332
- accommodation	420	434	455	314	415	471	777	421	393	373
- others	448	551	477	313	531	579	630	548	504	433
Average lenght of stay	9.47	10.83	11.64	7.01	9.38	8.50	12.99	9.78	13.22	8.19
Average daily expenditure (€)	167.8	152.3	152.0	162.9	177.4	226.0	181.6	223.6	129.0	150.7
Average daily expenditure without flight (€)	120.2	104.4	104.2	114.0	132.4	147.4	131.1	154.7	100.1	105.2
Average cost of the flight (€)	387.4	417.3	466.1	306.3	327.3	560.8	580.7	549.8	245.2	349.8
Total turnover (≥ 16 years old) (€m)	19,565	178	190	102	83	93	80	63	27	28
% Turnover	100%	0.9%	1.0%	0.5%	0.4%	0.5%	0.4%	0.3%	0.1%	0.1%
Tourist arrivals (FRONTUR)	16,210,911	110,462	127,500	76,643	-	-	-	22,885	-	-
Passenger arrivals on non-stop flights (AENA)	19,302,668	86,368	164,591	129,486	-	-	-	78,807	-	-
Children < 16 years old (FRONTUR - EGT)	2,102,510	--	--	--	--	--	--	--	--	--

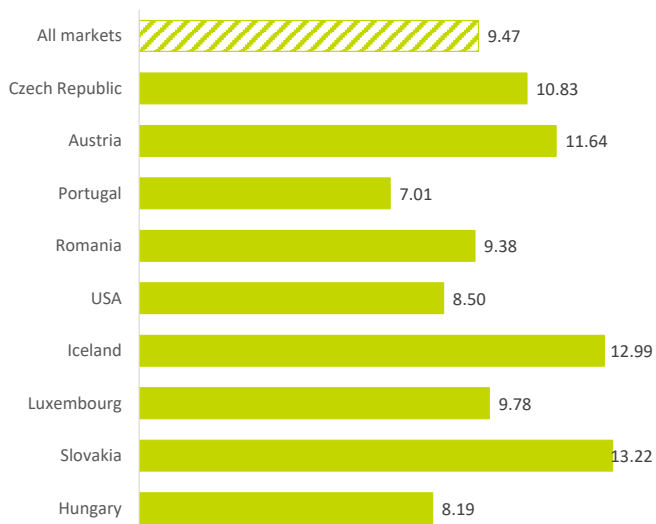
EXPENDITURE PER TOURIST (€)



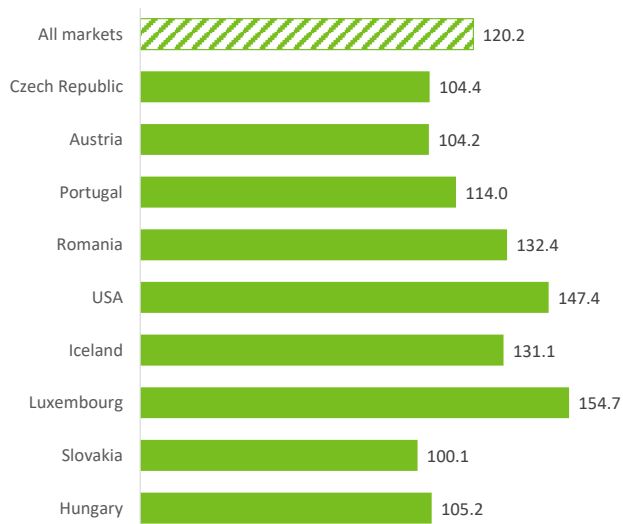
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Tourist profile by markets (2/2)

CANARY ISLANDS (2023)



% Tourists whose spending has been greater than €0 in each item

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Accommodation:										
- Accommodation	83.7%	80.9%	79.2%	89.3%	79.0%	68.9%	87.9%	84.4%	71.8%	79.8%
- Additional accommodation expenses	7.1%	4.5%	4.5%	8.3%	6.8%	14.6%	7.8%	8.6%	19.8%	5.8%
Transport:										
- National/International Transport	94.9%	94.1%	95.9%	97.5%	90.1%	89.8%	91.5%	95.4%	88.0%	85.0%
- Flights between islands	5.6%	3.7%	7.8%	5.5%	12.8%	14.7%	5.0%	5.6%	12.0%	8.1%
- Taxi	52.6%	42.2%	37.6%	43.5%	24.7%	29.4%	53.7%	58.2%	19.6%	27.6%
- Car rental	32.4%	48.6%	49.2%	44.5%	67.5%	46.2%	37.5%	36.6%	47.5%	57.7%
- Public transport	11.2%	12.8%	13.9%	8.5%	11.9%	8.6%	11.2%	8.1%	18.1%	12.1%
Food and drink:										
- Food purchases at supermarkets	58.8%	57.0%	64.4%	45.8%	69.4%	66.0%	68.4%	48.1%	76.7%	74.9%
- Restaurants	66.5%	56.3%	72.9%	57.1%	80.0%	84.3%	83.1%	68.5%	72.3%	72.1%
Leisure:										
- Organized excursions	24.7%	39.8%	22.7%	20.7%	30.3%	32.9%	33.2%	25.6%	23.0%	38.1%
- Sport activities	8.1%	8.1%	15.5%	5.5%	8.9%	3.9%	8.2%	11.1%	8.9%	14.7%
- Cultural activities	2.8%	3.2%	2.9%	4.1%	4.2%	0.2%	5.7%	6.8%	3.0%	7.9%
- Museums	5.5%	6.3%	4.6%	5.0%	8.2%	5.6%	5.6%	7.4%	12.4%	8.7%
- Theme Parks	10.9%	12.2%	7.9%	17.0%	33.4%	6.8%	22.3%	9.2%	11.5%	19.6%
- Discos and pubs	10.7%	7.4%	4.4%	8.2%	8.9%	7.6%	14.5%	6.5%	10.3%	8.9%
- Wellness	5.3%	3.1%	5.5%	2.9%	8.3%	6.3%	12.8%	4.3%	3.4%	4.3%
Purchases of goods:										
- Souvenirs	41.5%	47.4%	39.0%	45.0%	47.0%	44.7%	34.4%	39.0%	33.5%	52.2%
- Real estate	0.2%	0.0%	0.7%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	4.8%
- Other purchases	0.8%	0.7%	1.0%	1.5%	1.6%	1.0%	0.0%	0.6%	0.0%	4.1%
Others:										
- Medical expenses	7.7%	7.4%	6.7%	4.5%	6.9%	3.4%	6.2%	7.4%	3.3%	11.7%
- Other expenses	5.4%	6.0%	4.8%	4.1%	5.3%	6.1%	10.1%	7.1%	10.2%	5.8%

Average expenditure of tourists whose spending has been greater than €0 in each item

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Expenditure per tourist and trip (€)										
Accommodation:	866	847	888	724	643	953	1,080	1,239	775	648
- Accommodation	709	682	777	459	572	717	1,004	984	565	553
- Additional accommodation expenses	157	165	110	265	70	236	76	255	211	96
Transport:	733	859	837	668	683	1,024	938	895	602	647
- National/International Transport	408	444	486	314	363	624	634	576	279	412
- Flights between islands	84	97	82	136	69	152	92	61	104	47
- Taxi	89	103	100	100	102	79	78	108	58	76
- Car rental	122	128	138	91	109	149	121	96	127	90
- Public transport	29	86	31	28	40	21	12	54	34	23
Food and drink:	306	323	300	213	350	323	438	297	353	254
- Food purchases at supermarkets	108	145	108	91	144	94	138	119	159	113
- Restaurants	199	178	192	122	206	229	300	178	194	141
Leisure:	535	676	512	477	589	1,197	659	622	580	482
- Organized excursions	95	99	100	105	105	138	106	79	69	88
- Sport activities	99	155	132	48	96	161	140	72	92	88
- Cultural activities	58	94	28	39	75	500	35	84	41	29
- Museums	39	51	22	23	56	72	20	67	58	28
- Theme Parks	71	88	77	48	87	45	123	72	91	66
- Discos and pubs	99	67	64	52	91	140	159	74	84	99
- Wellness	74	122	89	162	80	141	77	174	145	83
Purchases of goods:	1,242	183	2,124	240	264	228	200	318	69	178
- Souvenirs	87	93	81	76	133	136	200	118	69	65
- Real estate	934	0	2,000	0	40	0	0	0	0	33
- Other purchases	221	90	42	163	91	92	0	200	0	79
Others:	138	111	114	100	143	285	213	112	145	88
- Medical expenses	47	36	26	24	68	15	49	72	9	39
- Other expenses	91	75	88	77	75	270	164	40	136	49

Tourist profile by markets (2/2)

CANARY ISLANDS (2023)

TOURIST PROFILE

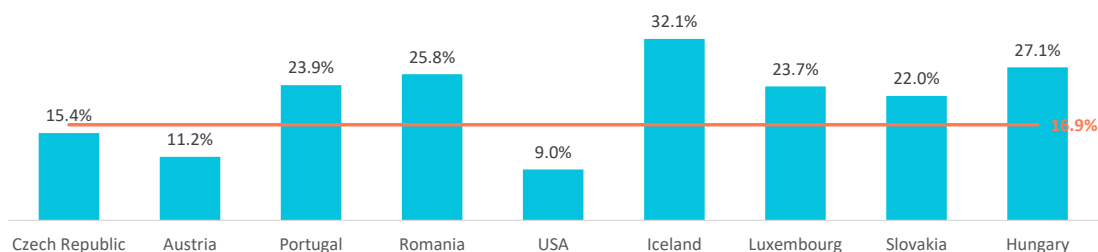
Who are they?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Gender										
Percentage of men	48.2%	48.8%	50.0%	51.1%	56.5%	57.3%	42.8%	44.2%	48.2%	62.5%
Percentage of women	51.8%	51.2%	50.0%	48.9%	43.5%	42.7%	57.2%	55.8%	51.8%	37.5%
Age										
Average age (tourists above 16 years old)	46.37	40.58	43.78	39.99	37.18	42.67	49.98	46.39	40.34	35.54
Standard deviation	16.8	15.2	17.6	14.2	10.5	16.7	15.0	15.2	14.8	12.5
Age range										
16-24 years old	11.1%	16.5%	16.3%	14.1%	9.1%	19.9%	5.7%	5.8%	17.4%	21.9%
25-30 years old	10.8%	14.3%	15.2%	16.4%	16.3%	12.5%	4.9%	9.7%	13.4%	18.4%
31-45 years old	28.7%	37.0%	23.7%	40.8%	58.0%	24.9%	34.4%	32.4%	38.9%	43.1%
46-60 years old	25.2%	18.2%	24.9%	19.0%	14.1%	25.6%	26.8%	29.8%	20.5%	13.5%
Over 60 years old	24.2%	14.0%	19.9%	9.7%	2.4%	17.1%	28.2%	22.3%	9.8%	3.0%
Occupation										
Salaried worker	55.7%	53.7%	51.4%	49.7%	71.4%	56.5%	60.0%	54.4%	58.1%	53.5%
Self-employed	10.8%	17.6%	12.4%	20.0%	7.7%	7.2%	9.1%	9.6%	6.9%	18.5%
Unemployed	0.9%	3.2%	0.4%	0.9%	1.9%	2.7%	0.9%	0.8%	2.4%	0.0%
Business owner	8.1%	10.1%	12.5%	19.4%	12.1%	10.5%	11.0%	9.9%	14.8%	15.7%
Student	4.2%	5.8%	7.8%	3.5%	4.4%	8.8%	4.0%	4.7%	12.3%	7.7%
Retired	18.9%	8.5%	15.2%	6.5%	1.9%	12.5%	13.9%	20.0%	3.5%	1.5%
Unpaid domestic work	0.6%	0.5%	0.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	2.0%
Others	0.9%	0.6%	0.0%	0.0%	0.7%	0.9%	1.1%	0.6%	2.0%	1.1%
Annual household income level										
Less than €25,000	13.1%	19.6%	15.8%	35.1%	33.6%	11.2%	5.1%	5.3%	25.4%	12.7%
€25,000 - €49,999	34.9%	43.6%	33.3%	43.2%	31.5%	12.7%	22.5%	16.3%	21.2%	57.9%
€50,000 - €74,999	24.4%	17.4%	32.6%	16.0%	13.9%	13.6%	31.4%	23.2%	23.4%	16.5%
More than €74,999	27.7%	19.4%	18.3%	5.7%	21.1%	62.5%	41.0%	55.2%	30.0%	12.9%
Education level										
No studies	4.0%	1.6%	0.7%	0.3%	0.0%	0.0%	0.9%	1.0%	2.0%	2.1%
Primary education	1.9%	2.5%	4.0%	0.4%	0.6%	1.2%	7.4%	4.4%	0.0%	10.3%
Secondary education	20.1%	30.6%	15.5%	22.9%	3.1%	6.8%	16.7%	20.4%	16.5%	10.7%
Higher education	73.9%	65.2%	79.8%	76.3%	96.3%	92.1%	75.0%	74.2%	81.5%	76.8%

Who do they come with?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Unaccompanied	10.1%	14.0%	12.6%	9.0%	8.0%	23.1%	4.3%	10.0%	18.4%	4.0%
Only with partner	47.5%	36.8%	47.9%	37.7%	40.1%	29.2%	35.4%	44.2%	28.6%	41.6%
Only with children (< 13 years old)	4.4%	2.9%	5.4%	4.5%	3.9%	2.9%	3.0%	9.3%	2.8%	7.2%
Partner + children (< 13 years old)	6.8%	5.7%	4.1%	12.9%	7.8%	3.5%	8.7%	6.7%	7.8%	9.4%
Other relatives	10.0%	17.7%	5.7%	8.6%	14.8%	14.4%	14.1%	8.3%	23.3%	24.2%
Friends	7.1%	6.7%	9.0%	8.8%	10.1%	10.0%	6.0%	4.3%	8.3%	6.9%
Work colleagues	0.6%	0.3%	0.0%	2.1%	0.9%	1.8%	0.0%	0.0%	1.4%	0.8%
Organized trip	0.2%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%	0.4%	0.0%	0.0%
Other combinations ⁽²⁾	13.3%	15.9%	15.3%	16.4%	13.6%	13.8%	28.6%	16.8%	9.4%	6.0%
⁽²⁾ Different situations have been isolated										
Tourists with children	16.9%	15.4%	11.2%	23.9%	25.8%	9.0%	32.1%	23.7%	22.0%	27.1%
- Between 0 and 2 years old	1.5%	1.1%	1.1%	5.3%	2.1%	0.0%	0.7%	2.1%	2.5%	1.4%
- Between 3 and 12 years old	14.1%	13.1%	9.3%	17.0%	23.5%	9.0%	27.8%	18.2%	19.6%	25.6%
- Between 0 -2 and 3-12 years old	1.3%	1.3%	0.8%	1.6%	0.2%	0.0%	3.5%	3.4%	0.0%	0.0%
Tourists without children	83.1%	84.6%	88.8%	76.1%	74.2%	91.0%	67.9%	76.3%	78.0%	72.9%
Group composition:										
- 1 person	12.6%	15.9%	15.6%	12.1%	16.2%	27.9%	11.1%	11.1%	25.1%	6.6%
- 2 people	55.3%	52.0%	59.0%	46.3%	42.2%	39.3%	38.6%	54.2%	36.0%	44.6%
- 3 people	12.1%	13.3%	11.7%	18.5%	14.1%	14.6%	8.9%	14.4%	18.0%	6.6%
- 4 or 5 people	16.0%	15.0%	12.6%	19.5%	19.5%	14.4%	21.0%	17.1%	20.8%	37.0%
- 6 or more people	4.0%	3.9%	1.1%	3.5%	7.9%	3.9%	20.4%	3.2%	0.0%	5.2%
Average group size:	2.57	2.49	2.29	2.69	2.84	2.40	4.02	2.58	2.43	3.06

*People who share the main expenses of the trip



Tourist profile by markets (2/2)

CANARY ISLANDS (2023)

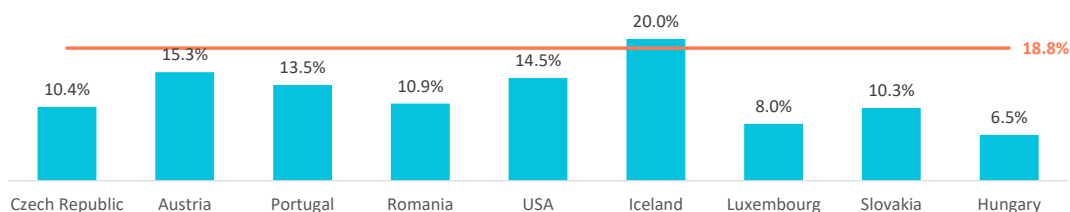


TRIP BOOKING

How far in advance do they book their trip?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
The same day	0.7%	0.6%	0.4%	0.3%	2.8%	2.5%	0.0%	0.8%	0.0%	0.0%
Between 1 and 30 days	23.5%	28.5%	25.0%	24.1%	28.1%	18.0%	15.8%	37.1%	23.6%	44.0%
Between 1 and 2 months	24.6%	24.6%	22.9%	26.9%	27.9%	31.1%	26.6%	24.8%	36.4%	21.8%
Between 3 and 6 months	32.4%	35.9%	36.4%	35.2%	30.3%	33.9%	37.6%	29.3%	29.7%	27.7%
More than 6 months	18.8%	10.4%	15.3%	13.5%	10.9%	14.5%	20.0%	8.0%	10.3%	6.5%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



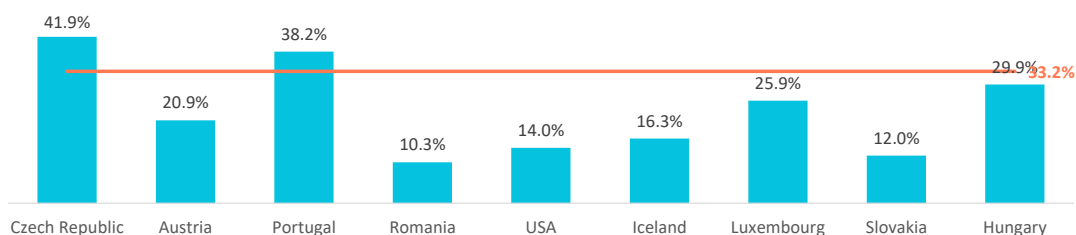
With whom did they book their flight and accommodation?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Flight										
- Directly with the airline	49.6%	49.7%	53.6%	44.1%	65.0%	75.4%	69.5%	47.6%	88.0%	65.6%
- Tour Operator or Travel Agency	50.4%	50.3%	46.4%	55.9%	35.0%	24.6%	30.5%	52.4%	12.0%	34.4%
Accommodation										
- Directly with the accommodation	36.7%	38.4%	45.3%	30.3%	52.5%	50.3%	55.7%	36.9%	74.6%	56.6%
- Tour Operator or Travel Agency	63.3%	61.6%	54.7%	69.7%	47.5%	49.7%	44.3%	63.1%	25.4%	43.4%

What do they book?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Room only	29.1%	32.2%	34.8%	19.4%	36.1%	60.2%	32.6%	14.8%	57.7%	31.3%
Bed and Breakfast	14.3%	6.9%	13.6%	16.3%	25.2%	13.6%	28.0%	12.5%	15.2%	4.5%
Half board	20.1%	17.1%	28.1%	21.7%	26.2%	9.5%	20.4%	43.8%	15.2%	34.3%
Full board	3.3%	1.9%	2.6%	4.4%	2.2%	2.7%	2.7%	3.0%	0.0%	0.0%
All inclusive	33.2%	41.9%	20.9%	38.2%	10.3%	14.0%	16.3%	25.9%	12.0%	29.9%

% TOURISTS WHO BOOK ALL INCLUSIVE

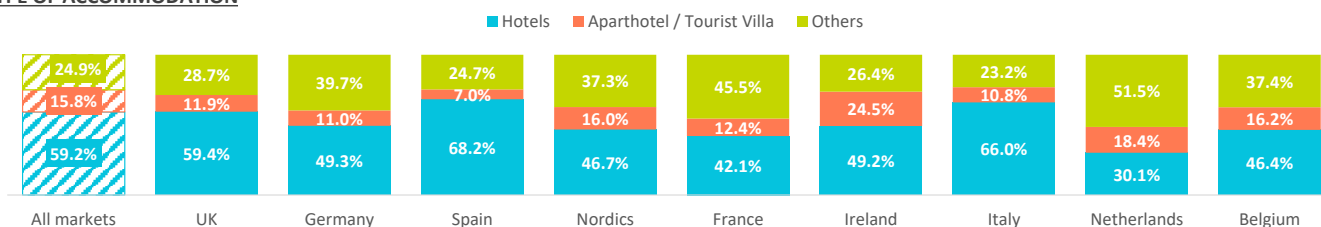


ACCOMMODATION

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
1-2-3* Hotel	10.7%	10.0%	7.7%	21.4%	12.9%	1.6%	7.9%	4.6%	11.3%	16.6%
4* Hotel	38.6%	45.7%	33.1%	38.5%	27.3%	24.7%	35.5%	33.3%	13.0%	23.4%
5* Hotel / 5* Luxury Hotel	9.9%	3.6%	8.5%	8.4%	6.5%	15.8%	5.8%	28.1%	5.8%	6.5%
Aparthotel / Tourist Villa	15.8%	11.9%	11.0%	7.0%	16.0%	12.4%	24.5%	10.8%	18.4%	16.2%
House/room rented in a private dwelling	7.8%	14.5%	11.0%	9.5%	8.9%	20.2%	8.7%	4.7%	29.1%	5.7%
Private accommodation ⁽¹⁾	9.0%	9.3%	15.2%	8.1%	10.1%	16.5%	3.0%	7.4%	11.6%	5.8%
Others (Cottage, cruise, camping,...)	8.2%	4.9%	13.5%	7.1%	18.2%	8.8%	14.7%	11.1%	10.7%	25.9%

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

TYPE OF ACCOMMODATION



Tourist profile by markets (2/2)

CANARY ISLANDS (2023)



TRIP MOTIVATION AND DESTINATION CHOICE

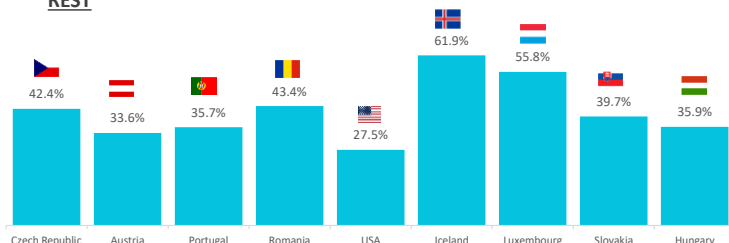
What is the main reason for visiting the Canary Islands?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Holidays	90.0%	93.2%	87.0%	86.1%	90.8%	77.2%	94.7%	93.5%	78.4%	98.1%
Family reasons	6.9%	4.0%	7.4%	7.2%	5.4%	17.9%	4.5%	4.3%	15.4%	0.0%
Business	1.6%	0.3%	0.2%	3.8%	2.5%	2.4%	0.0%	0.8%	2.3%	0.8%
Education and training	0.2%	1.2%	0.5%	0.0%	0.4%	0.0%	0.9%	0.0%	0.0%	0.0%
Sports training	0.5%	0.7%	3.9%	0.0%	0.9%	1.3%	0.0%	0.0%	3.8%	0.0%
Health	0.1%	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Conventions and Exhibitions	0.2%	0.0%	0.0%	2.6%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Others	0.5%	0.3%	1.0%	0.2%	0.0%	1.0%	0.0%	1.4%	0.0%	1.1%

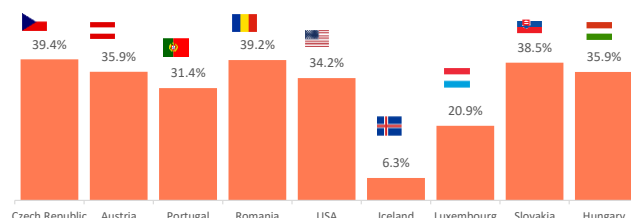
What is the main motivation for their holidays?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Rest	50.9%	42.4%	33.6%	35.7%	43.4%	27.5%	61.9%	55.8%	39.7%	35.9%
Enjoy family time	15.6%	10.4%	8.7%	17.1%	7.9%	18.6%	20.0%	14.6%	15.7%	14.3%
Have fun	9.2%	3.7%	6.8%	10.3%	7.7%	14.2%	10.9%	3.2%	4.2%	12.1%
Explore the destination	20.7%	39.4%	35.9%	31.4%	39.2%	34.2%	6.3%	20.9%	38.5%	35.9%
Practice their hobbies	2.0%	1.6%	10.5%	3.0%	0.9%	0.9%	0.9%	5.5%	1.7%	0.0%
Other reasons	1.7%	2.5%	4.5%	2.4%	0.9%	4.6%	0.0%	0.0%	0.2%	1.9%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Climate	75.1%	69.2%	73.0%	61.9%	74.6%	53.8%	76.2%	82.6%	79.3%	64.6%
Safety	54.6%	56.5%	53.0%	47.3%	68.8%	47.5%	55.9%	64.8%	68.6%	65.8%
Tranquility	47.9%	44.9%	50.3%	46.3%	46.0%	45.4%	30.0%	46.8%	44.7%	25.4%
Sea	45.4%	49.1%	66.8%	45.5%	62.9%	46.6%	28.1%	50.3%	44.4%	55.8%
Accommodation supply	42.9%	35.9%	29.3%	26.3%	38.8%	23.5%	36.5%	49.5%	35.2%	38.0%
Beaches	38.8%	43.8%	48.8%	50.8%	56.1%	39.9%	23.9%	42.2%	43.0%	58.7%
Effortless trip	38.3%	33.5%	42.8%	21.6%	33.7%	27.1%	33.7%	40.7%	42.2%	27.9%
Price	37.3%	23.9%	29.3%	38.3%	38.9%	30.4%	31.3%	23.5%	30.2%	46.3%
European belonging	35.3%	46.7%	41.2%	46.4%	39.4%	17.4%	21.4%	37.6%	41.5%	28.1%
Landscapes	35.0%	50.1%	46.4%	37.0%	71.0%	48.7%	17.5%	40.8%	46.2%	46.0%
Environment	34.6%	33.2%	31.4%	26.3%	49.9%	51.3%	32.6%	46.4%	41.5%	36.6%
Gastronomy	26.9%	32.8%	31.0%	12.1%	46.3%	30.2%	14.0%	37.1%	44.9%	32.8%
Fun possibilities	24.0%	15.4%	25.5%	27.1%	37.0%	37.0%	25.8%	23.8%	17.9%	30.0%
Authenticity	22.6%	29.4%	24.1%	18.5%	45.1%	30.7%	19.2%	22.8%	31.2%	15.1%
Exoticism	12.0%	19.5%	8.7%	12.7%	39.8%	16.8%	6.8%	5.8%	17.2%	19.0%
Hiking trail network	10.4%	17.3%	20.1%	9.1%	15.1%	25.5%	4.8%	12.8%	22.8%	12.6%
Shopping	9.6%	5.7%	10.3%	14.6%	23.4%	6.2%	9.6%	10.4%	6.8%	8.9%
Culture	9.5%	11.9%	9.5%	11.3%	23.9%	19.0%	10.9%	8.4%	23.2%	11.9%
Historical heritage	9.1%	11.3%	8.5%	11.8%	18.3%	13.1%	12.2%	13.0%	18.0%	4.3%
Nightlife	8.4%	8.2%	4.3%	14.8%	12.2%	11.8%	0.0%	6.7%	4.8%	11.1%

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.

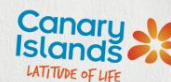
What channels did they use to get information about the trip?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Previous visits to the Canary Islands	49.0%	39.4%	40.3%	23.4%	32.0%	13.1%	68.6%	44.1%	36.4%	21.0%
Friends or relatives	29.6%	35.4%	31.4%	24.4%	32.0%	49.1%	41.0%	13.6%	24.8%	36.0%
Internet or social media	53.0%	60.1%	55.3%	53.0%	52.9%	65.2%	54.9%	32.2%	64.3%	75.0%
Mass Media	2.1%	2.1%	3.3%	3.9%	2.8%	2.3%	4.3%	0.9%	4.1%	8.8%
Travel guides and magazines	7.0%	12.0%	15.6%	7.7%	5.5%	9.4%	4.7%	13.2%	8.7%	11.4%
Travel Blogs or Forums	6.7%	14.0%	12.1%	8.9%	12.2%	15.6%	5.0%	0.8%	12.3%	20.5%
Travel TV Channels	0.8%	1.9%	0.6%	0.0%	2.0%	1.2%	0.0%	0.0%	0.7%	6.0%
Tour Operator or Travel Agency	20.4%	12.0%	18.1%	26.7%	8.3%	7.0%	11.4%	32.3%	7.8%	18.6%
Public administrations or similar	0.7%	2.3%	1.1%	1.5%	0.0%	0.4%	1.7%	0.0%	1.2%	3.6%
Others	3.2%	3.3%	3.2%	3.6%	4.6%	10.3%	2.4%	0.4%	4.8%	0.0%

* Multi-choice question

Tourist profile by markets (2/2)

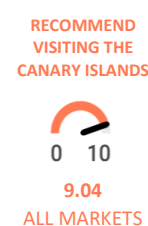
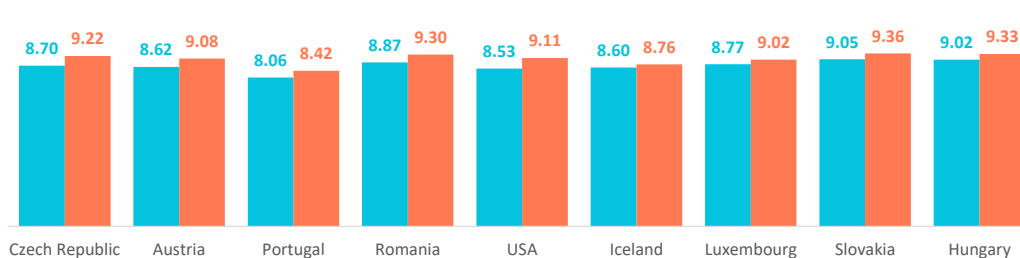
CANARY ISLANDS (2023)



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

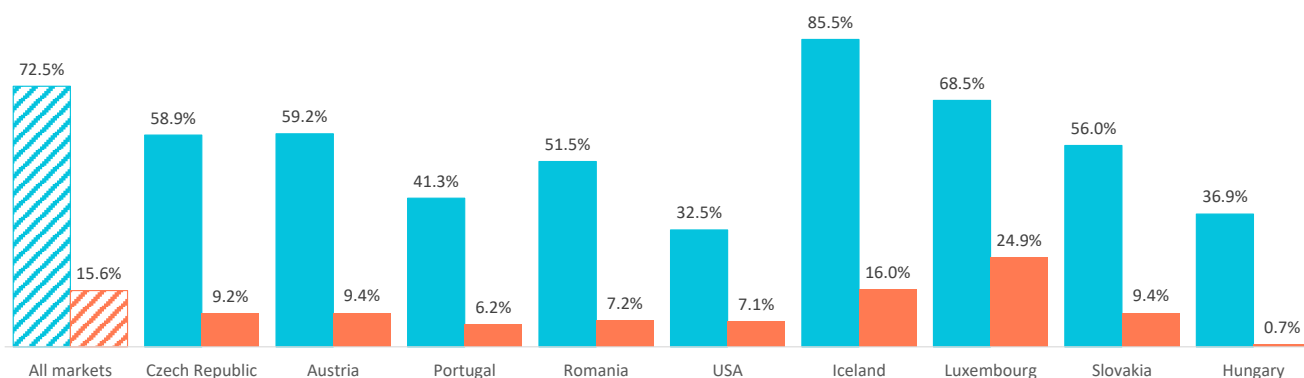
Satisfaction (scale 0-10)	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Average rating	8.82	8.98	8.93	8.48	9.06	8.72	8.51	8.73	9.14	9.22
Experience in the Canary Islands	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Worse or much worse than expected	2.5%	1.6%	0.6%	5.0%	2.3%	2.9%	3.1%	0.3%	2.7%	1.3%
Lived up to expectations	54.0%	41.5%	47.6%	45.4%	30.5%	32.9%	59.6%	67.8%	38.0%	30.6%
Better or much better than expected	43.5%	56.8%	51.8%	49.5%	67.2%	64.1%	37.2%	31.9%	59.3%	68.1%
Future intentions (scale 1-10)	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Return to the Canary Islands	8.83	8.70	8.62	8.06	8.87	8.53	8.60	8.77	9.05	9.02
Recommend visiting the Canary Islands	9.04	9.22	9.08	8.42	9.30	9.11	8.76	9.02	9.36	9.33



How many are loyal to the Canary Islands?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Repeat tourists	72.5%	58.9%	59.2%	41.3%	51.5%	32.5%	85.5%	68.5%	56.0%	36.9%
At least 10 previous visits	19.6%	7.4%	12.7%	9.6%	2.8%	6.6%	14.3%	16.6%	10.7%	0.7%
Repeat tourists (last 5 years)	65.0%	52.1%	54.1%	35.7%	48.1%	30.8%	80.1%	65.6%	53.7%	25.8%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	9.2%	9.4%	6.2%	7.2%	7.1%	16.0%	24.9%	9.4%	0.7%

■ Repeat tourists ■ Repeat tourists (last 5 years) (5 or more visits)



ISLANDS

How many islands do they visit during their trip?

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
One island	92.1%	88.0%	89.5%	91.1%	82.6%	78.3%	92.1%	90.1%	86.0%	92.5%
Two islands	6.7%	9.1%	8.4%	7.1%	14.3%	16.8%	7.4%	9.4%	10.6%	7.5%
Three or more islands	1.2%	2.9%	2.1%	1.8%	3.0%	4.9%	0.5%	0.5%	3.4%	0.0%

Visited islands during their trip (with overnight staying)

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Lanzarote	19.0%	11.8%	8.4%	6.0%	3.0%	6.8%	0.0%	17.3%	24.9%	5.3%
Fuerteventura	14.8%	25.1%	20.5%	11.2%	1.9%	5.0%	0.0%	14.9%	18.5%	17.5%
Gran Canaria	27.2%	24.6%	33.1%	35.7%	17.9%	25.6%	31.7%	30.6%	26.3%	42.1%
Tenerife	40.5%	43.6%	37.8%	49.3%	84.3%	72.7%	69.7%	38.8%	37.1%	35.0%
La Gomera	0.5%	0.1%	2.2%	0.0%	1.3%	1.0%	0.0%	0.6%	0.0%	0.0%
La Palma	1.4%	0.6%	2.3%	3.1%	0.9%	4.5%	0.5%	3.9%	0.0%	0.0%
El Hierro	0.2%	0.1%	0.1%	0.0%	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%
Cruise	0.2%	0.1%	0.6%	0.0%	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%

Tourist profile by markets (2/2)

CANARY ISLANDS (2023)



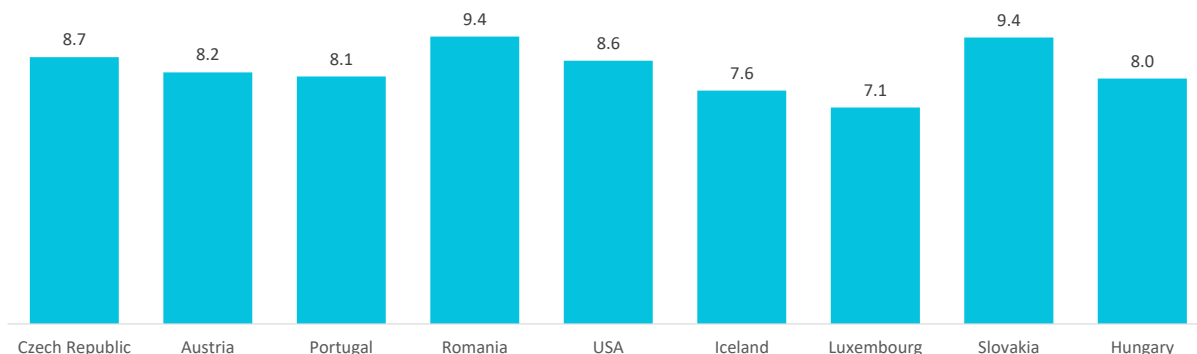
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
0 hours	2.3%	1.9%	1.7%	2.3%	0.2%	0.3%	0.0%	3.1%	0.0%	1.2%
1 - 2 hours	10.6%	2.1%	6.2%	4.2%	4.1%	4.8%	6.5%	4.7%	1.3%	3.2%
3 - 6 hours	33.3%	26.3%	26.2%	31.3%	17.9%	25.1%	35.8%	45.8%	23.6%	30.7%
7 - 12 hours	45.2%	58.0%	57.6%	50.4%	62.6%	60.3%	53.5%	41.7%	56.9%	56.7%
More than 12 hours	8.6%	11.7%	8.3%	11.9%	15.1%	9.6%	4.2%	4.7%	18.2%	8.3%
Outdoor time per day	7.3	8.7	8.2	8.1	9.4	8.6	7.6	7.1	9.4	8.0



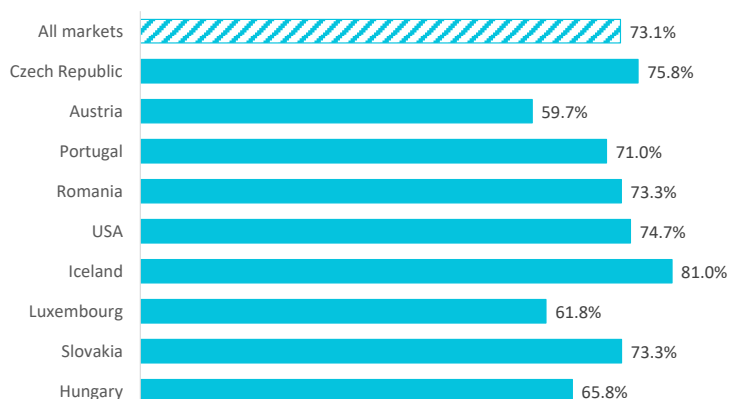
7,3
ALL MARKETS



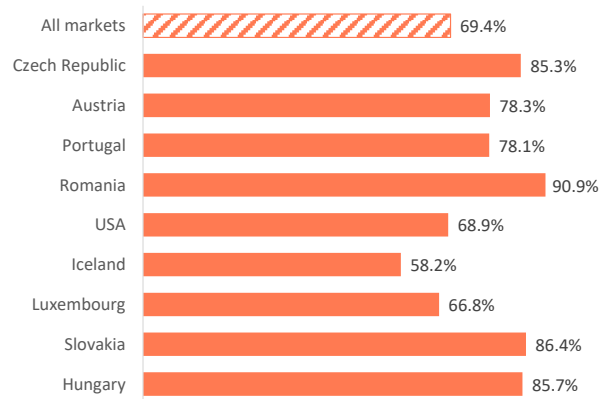
Activities in the Canary Islands

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Walk, wander	73.1%	75.8%	59.7%	71.0%	73.3%	74.7%	81.0%	61.8%	73.3%	65.8%
Beach	69.4%	85.3%	78.3%	78.1%	90.9%	68.9%	58.2%	66.8%	86.4%	85.7%
Swimming pool, hotel facilities	59.3%	55.2%	35.9%	61.7%	51.0%	40.5%	66.7%	59.1%	36.4%	60.3%
Explore the island on their own	48.0%	62.8%	57.1%	59.7%	73.5%	62.5%	44.1%	40.8%	66.0%	64.5%
Taste Canarian gastronomy	26.5%	30.9%	36.0%	27.8%	29.9%	43.0%	13.4%	12.3%	31.4%	24.8%
Hiking	18.5%	43.6%	27.5%	30.9%	21.6%	40.0%	10.9%	13.3%	35.5%	25.2%
Organized excursions	16.8%	27.0%	13.2%	13.9%	21.3%	26.5%	16.1%	26.1%	13.3%	25.0%
Nightlife / concerts / shows	15.9%	15.5%	11.7%	19.8%	20.8%	12.3%	14.0%	11.6%	6.6%	15.3%
Theme parks	14.1%	23.9%	11.0%	22.8%	40.6%	9.4%	21.1%	8.6%	16.8%	15.3%
Sea excursions / whale watching	12.4%	14.5%	14.6%	8.0%	28.5%	22.4%	13.6%	13.5%	12.4%	33.9%
Wineries / markets / popular festivals	11.4%	8.3%	10.2%	10.6%	20.8%	20.6%	13.3%	6.1%	10.3%	14.5%
Museums / exhibitions	10.5%	11.6%	12.8%	13.8%	22.2%	12.5%	12.4%	14.6%	26.1%	18.9%
Other Nature Activities	8.1%	17.4%	17.0%	9.3%	21.5%	20.7%	3.6%	9.0%	12.1%	18.3%
Swim	7.8%	15.5%	3.6%	3.2%	14.1%	13.5%	9.0%	6.9%	11.6%	23.4%
Beauty and health treatments	6.1%	4.1%	4.8%	2.9%	8.2%	4.2%	20.4%	6.0%	0.7%	6.8%
Running	5.7%	6.3%	3.8%	5.9%	5.4%	11.3%	8.9%	7.1%	4.0%	9.3%
Practice other sports	4.5%	4.9%	9.7%	2.4%	4.3%	4.2%	8.7%	7.1%	7.0%	7.7%
Astronomical observation	4.0%	5.3%	6.8%	4.5%	6.4%	6.9%	0.7%	8.6%	3.1%	2.0%
Cycling / Mountain bike	3.0%	2.1%	5.7%	1.1%	0.9%	2.9%	0.8%	7.3%	8.6%	2.4%
Surf	2.9%	4.8%	7.4%	3.1%	0.9%	4.9%	2.1%	0.0%	5.3%	8.3%
Scuba Diving	2.9%	4.6%	5.5%	5.6%	4.2%	1.4%	3.5%	4.3%	1.6%	6.2%
Golf	2.5%	2.3%	3.5%	0.8%	1.9%	1.7%	7.4%	2.3%	1.6%	2.1%
Windsurf / Kitesurf	0.9%	1.3%	0.9%	1.4%	0.4%	2.1%	0.0%	0.6%	0.0%	0.7%

WALK, WANDER



BEACH

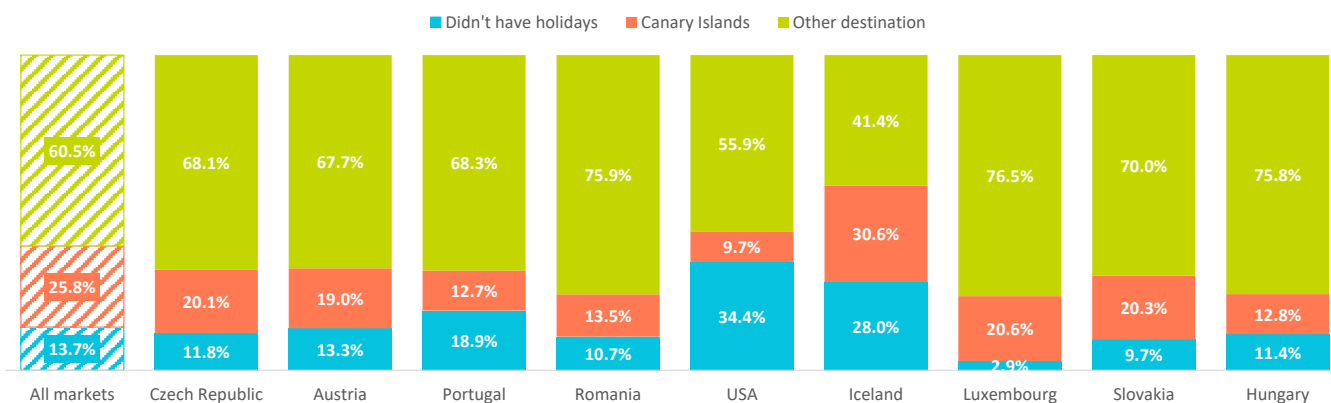


COMPETITORS

Where did they spend their main holiday last year? *

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
Didn't have holidays	13.7%	11.8%	13.3%	18.9%	10.7%	34.4%	28.0%	2.9%	9.7%	11.4%
Canary Islands	25.8%	20.1%	19.0%	12.7%	13.5%	9.7%	30.6%	20.6%	20.3%	12.8%
Other destination	60.5%	68.1%	67.7%	68.3%	75.9%	55.9%	41.4%	76.5%	70.0%	75.8%
Balearic Islands	4.5%	4.2%	2.1%	6.3%	1.2%	0.4%	0.0%	8.2%	5.6%	2.3%
Rest of Spain	11.4%	6.0%	7.1%	13.3%	8.2%	6.6%	8.9%	7.4%	14.7%	2.9%
Italy	7.4%	14.0%	14.5%	4.0%	12.2%	9.9%	8.8%	12.4%	18.0%	11.5%
France	5.3%	1.4%	5.1%	4.3%	5.0%	2.9%	2.0%	15.1%	0.8%	4.3%
Turkey	2.8%	1.5%	1.4%	0.1%	4.1%	0.0%	0.0%	2.1%	2.6%	4.9%
Greece	6.9%	10.7%	9.3%	1.6%	26.0%	3.6%	2.5%	3.0%	2.4%	8.6%
Portugal	4.1%	2.9%	3.3%	25.2%	2.8%	4.2%	2.8%	9.2%	1.7%	2.4%
Croatia	2.3%	11.2%	9.3%	0.4%	3.0%	0.0%	0.6%	4.0%	10.1%	17.8%
Egypt	1.1%	3.1%	2.6%	0.9%	2.5%	0.0%	0.0%	0.8%	1.8%	2.7%
Tunisia	0.3%	1.0%	0.5%	0.7%	1.2%	0.0%	0.0%	0.9%	0.0%	0.0%
Morocco	0.8%	0.2%	0.4%	2.1%	0.0%	0.7%	0.0%	1.5%	0.0%	0.0%
Others	13.7%	11.9%	12.1%	9.7%	9.8%	27.7%	15.8%	11.9%	12.4%	18.3%

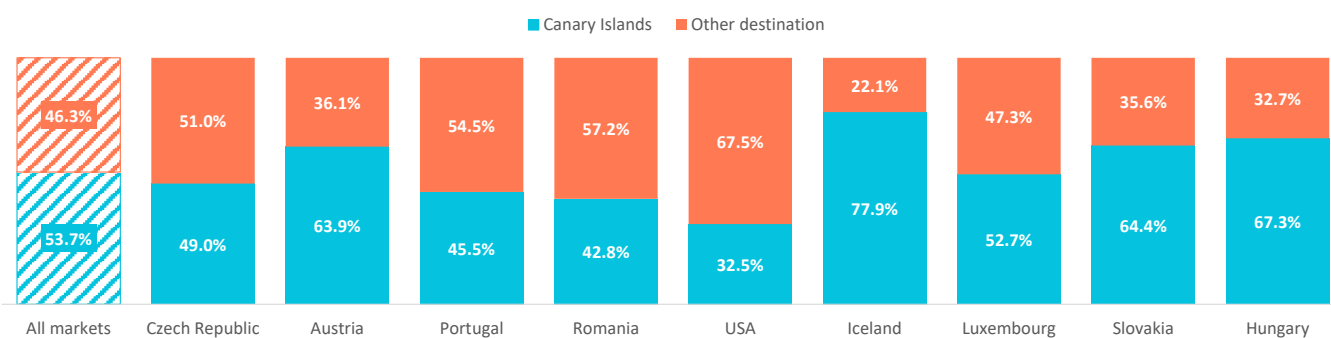
* Percentage of valid answers



What other destinations did they consider for this trip? *

	All markets	Czech Republic	Austria	Portugal	Romania	USA	Iceland	Luxembourg	Slovakia	Hungary
None (I was clear about "this Canary Island")	28.5%	20.1%	35.3%	23.6%	21.5%	13.2%	62.1%	24.2%	31.7%	35.5%
Canary Islands (other island)	25.1%	28.9%	28.7%	21.9%	21.3%	19.3%	15.8%	28.5%	32.7%	31.8%
Other destination	46.3%	51.0%	36.1%	54.5%	57.2%	67.5%	22.1%	47.3%	35.6%	32.7%
Balearic Islands	6.1%	4.6%	2.6%	13.3%	1.7%	1.3%	0.4%	4.7%	0.7%	4.5%
Rest of Spain	8.6%	10.1%	4.8%	8.5%	12.6%	19.2%	6.4%	11.4%	8.3%	7.9%
Italy	4.8%	6.3%	3.6%	6.3%	9.2%	8.8%	3.0%	4.9%	5.4%	4.4%
France	1.6%	1.6%	0.9%	1.1%	4.5%	4.7%	1.0%	0.9%	0.0%	0.0%
Turkey	3.4%	2.3%	2.0%	2.1%	5.9%	0.6%	0.4%	1.6%	0.7%	1.0%
Greece	8.1%	9.7%	7.6%	6.7%	8.5%	6.0%	4.0%	5.6%	3.0%	4.5%
Portugal	6.3%	8.0%	5.4%	7.0%	7.8%	15.5%	3.7%	8.9%	11.3%	6.3%
Croatia	2.5%	1.7%	1.6%	1.8%	2.3%	3.5%	1.3%	1.9%	2.1%	2.3%
Egypt	2.5%	3.4%	4.9%	2.3%	3.3%	1.2%	0.4%	4.1%	2.7%	0.0%
Others	2.5%	3.2%	2.6%	5.4%	1.4%	6.5%	1.5%	3.3%	1.5%	1.8%

* Percentage of valid answers



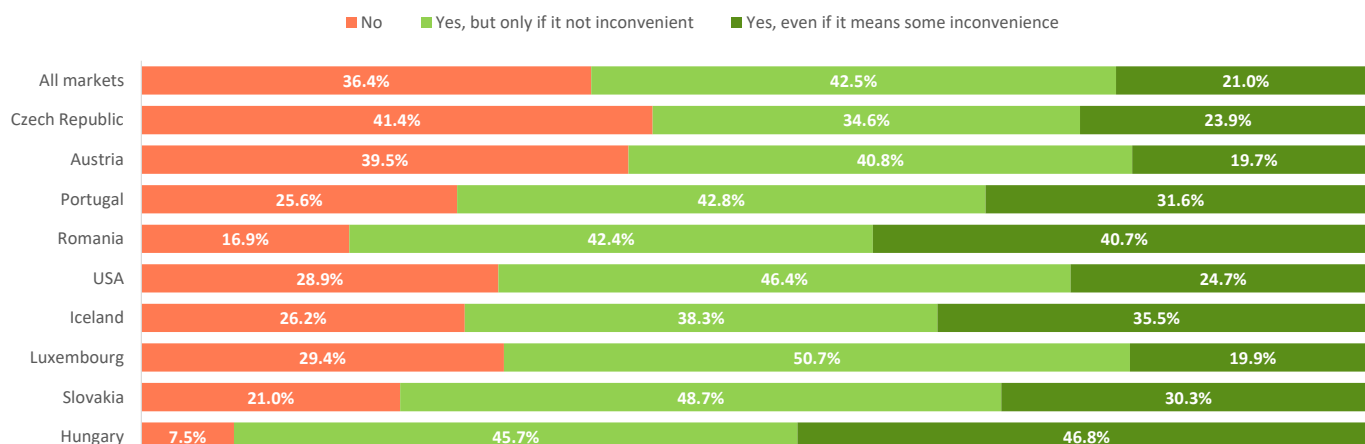
Tourist profile by markets (2/2)

CANARY ISLANDS (2023)

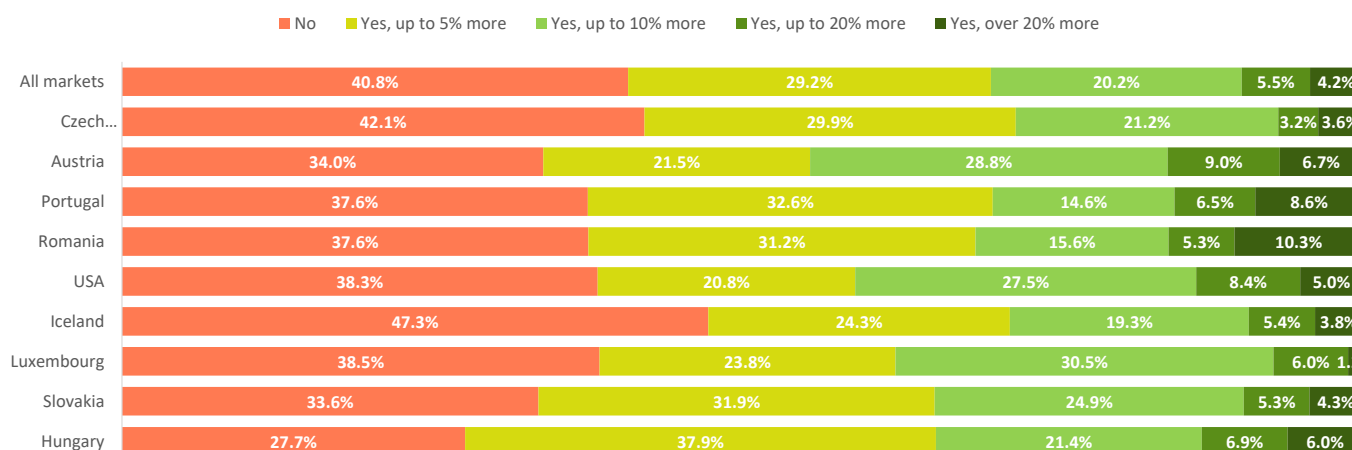


SUSTAINABLE DESTINATION

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
Quality of life on the island	8.0	8.0	8.1	7.9	8.8	8.5	7.7	8.1	8.4	8.3
Tolerance towards tourism	8.6	8.8	8.7	8.6	9.2	8.7	8.1	8.4	8.8	8.5
Cleanliness of the island	8.2	8.2	7.9	7.7	8.9	8.6	8.5	8.2	8.1	8.3
Air quality	8.5	8.8	8.4	8.1	8.8	8.7	8.3	8.5	8.7	8.8
Rational water consumption	7.6	7.7	7.1	7.4	8.4	7.8	7.7	7.4	7.5	7.7
Energy saving	7.1	6.9	6.3	7.0	8.2	7.6	6.6	7.1	7.0	7.5
Use of renewable energy	7.0	7.2	6.5	7.5	8.2	7.7	6.9	7.3	7.7	7.6
Recycling	7.1	7.3	6.5	6.8	8.3	7.8	6.9	7.1	7.4	7.5
Easy to get around by public transport	7.5	7.6	7.1	7.6	8.0	7.5	8.1	7.1	7.3	6.9
Overcrowding in tourist areas	6.6	7.2	5.8	7.1	7.7	7.0	6.3	7.1	6.7	7.3
Supply of local products	7.2	7.6	7.0	7.5	8.2	7.7	7.2	7.1	7.4	7.2

* 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.