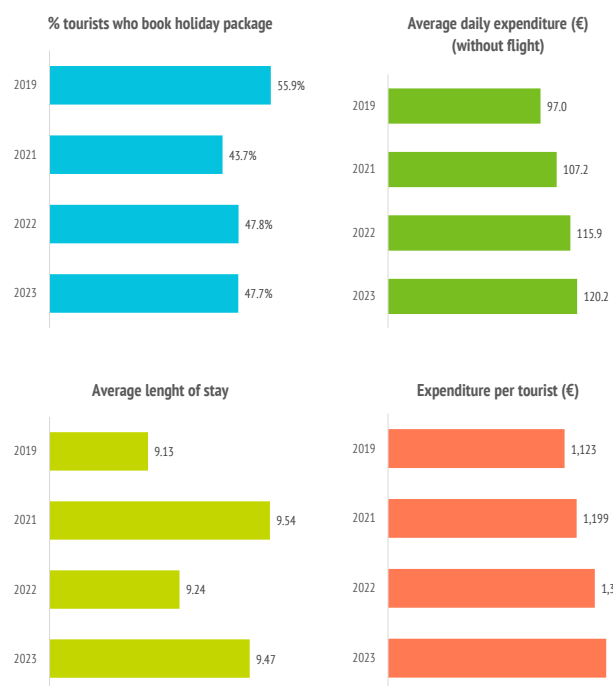


How many are they and how much do they spend?



	2019	2020	2021	2022	2023
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (*)	15,116	4,632	6,697	14,617	16,211
Tourist arrivals ≥ 16 years old (EGT) (*)	13,276	4,111	5,828	12,832	14,108
- book holiday package (*)	7,426	--	2,549	6,129	6,732
- do not book holiday package (*)	5,850	--	3,279	6,703	7,377
- % tourists who book holiday package	55.9%	--	43.7%	47.8%	47.7%
Children < 16 years old (FRONTUR - EGT) (*)	1,840	--	869	1,785	2,103
<b>Expenditure per tourist (€)</b>					
- book holiday package	1,271	--	1,401	1,492	1,596
- holiday package	1,034	--	1,135	1,236	1,319
- others	237	--	267	256	277
- do not book holiday package	934	--	1,041	1,152	1,196
- flight	262	--	248	311	328
- accommodation	303	--	369	405	420
- others	369	--	424	436	448
<b>Average length of stay</b>	<b>9.13</b>	--	<b>9.54</b>	<b>9.24</b>	<b>9.47</b>
<b>Average daily expenditure (€)</b>	<b>137.4</b>	--	<b>143.1</b>	<b>160.5</b>	<b>167.8</b>
<b>Average daily expenditure (without flight)</b>	<b>97.0</b>	--	<b>107.2</b>	<b>115.9</b>	<b>120.2</b>
<b>Average cost of the flight (€)</b>	<b>327.8</b>	--	<b>296.2</b>	<b>361.0</b>	<b>387.4</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>14,903</b>	--	<b>6,987</b>	<b>16,863</b>	<b>19,565</b>

(\*) Thousands of tourists



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

	2019	2020	2021	2022	2023
<b>Accommodation:</b>					
- Accommodation	84.1%	--	82.9%	84.4%	83.7%
- Additional accommodation expenses	8.1%	--	9.3%	7.1%	7.1%
<b>Transport:</b>					
- National/International Transport	94.8%	--	95.1%	95.8%	94.9%
- Flights between islands	4.4%	--	6.3%	5.0%	5.6%
- Taxi	49.8%	--	46.0%	51.8%	52.6%
- Car rental	26.3%	--	37.3%	32.0%	32.4%
- Public transport	8.8%	--	10.6%	9.6%	11.2%
<b>Food and drink:</b>					
- Food purchases at supermarkets	52.4%	--	55.6%	55.9%	58.8%
- Restaurants	59.5%	--	66.9%	66.4%	66.5%
<b>Leisure:</b>					
- Organized excursions	20.5%	--	23.7%	23.6%	24.7%
- Sport activities	5.6%	--	9.3%	7.9%	8.1%
- Cultural activities	2.3%	--	2.4%	2.5%	2.8%
- Museums	4.7%	--	4.7%	5.2%	5.5%
- Theme Parks	7.5%	--	8.6%	10.9%	10.9%
- Discos and pubs	8.2%	--	7.7%	9.9%	10.7%
- Wellness	3.7%	--	4.6%	5.2%	5.3%
<b>Purchases of goods:</b>					
- Souvenirs	44.9%	--	41.2%	40.0%	41.5%
- Real state	0.2%	--	0.2%	0.2%	0.2%
- Other expenses	0.7%	--	0.8%	0.7%	0.8%
<b>Other:</b>					
- Medical or pharmaceutical expenses	6.2%	--	12.2%	7.6%	7.7%
- Other expenses	5.5%	--	7.3%	5.4%	5.4%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
<b>Accommodation:</b>					
- Accommodation	733	--	771	810	866
- Accommodation	559	--	616	665	709
- Additional accommodation expenses	173	--	155	145	157
<b>Transport:</b>					
- Transport:	592	--	632	711	733
- National/International Transport	346	--	311	377	408
- Flights between islands	66	--	71	79	84
- Taxi	64	--	89	90	89
- Car rental	91	--	128	134	122
- Public transport	26	--	32	32	29
<b>Food and drink:</b>					
- Food and drink:	272	--	283	297	306
- Food purchases at supermarkets	105	--	103	104	108
- Restaurants	167	--	180	193	199
<b>Leisure:</b>					
- Leisure:	487	--	517	530	535
- Organized excursions	88	--	85	94	95
- Sport activities	98	--	109	100	99
- Cultural activities	51	--	51	55	58
- Museums	33	--	34	35	39
- Theme Parks	64	--	60	70	71
- Discos and pubs	90	--	104	99	99
- Wellness	62	--	73	78	74
<b>Purchases of goods:</b>					
- Purchases of goods:	760	--	1,683	666	1,242
- Souvenirs	99	--	87	85	87
- Real state	469	--	1,350	360	934
- Other expenses	191	--	246	221	221
<b>Other:</b>					
- Other:	129	--	141	124	138
- Medical or pharmaceutical expenses	42	--	54	42	47
- Other expenses	87	--	87	81	91

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.

### What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	90.5%	--	86.8%	90.3%	90.0%
Visiting family or friends	5.9%	--	8.4%	6.8%	6.9%
Business and work	2.1%	--	3.1%	1.4%	1.6%
Education and training	0.1%	--	0.3%	0.2%	0.2%
Sports training	0.6%	--	0.5%	0.4%	0.5%
Health or medical care	0.1%	--	0.2%	0.1%	0.1%
Fairs and congresses	0.2%	--	0.1%	0.2%	0.2%
Others	0.5%	--	0.7%	0.5%	0.5%

### What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	55.2%	--	50.7%	51.1%	50.9%
Enjoy family time	14.8%	--	14.3%	16.3%	15.6%
Have fun	8.7%	--	7.4%	8.6%	9.2%
Explore the destination	18.0%	--	23.5%	20.4%	20.7%
Practice their hobbies	2.0%	--	2.7%	2.1%	2.0%
Other reasons	1.3%	--	1.4%	1.5%	1.7%

### Where did they spend their main holiday last year? \*

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	35.7%	31.7%	13.7%
Canary Islands	--	--	17.6%	20.4%	25.8%
Other destination	--	--	46.8%	48.0%	60.5%
Balearic Islands	--	--	3.6%	4.0%	4.5%
Rest of Spain	--	--	11.5%	10.5%	11.4%
Italy	--	--	6.3%	6.2%	7.4%
France	--	--	5.0%	4.6%	5.3%
Turkey	--	--	1.3%	1.6%	2.8%
Greece	--	--	4.6%	5.4%	6.9%
Portugal	--	--	2.5%	3.1%	4.1%
Croatia	--	--	1.6%	2.0%	2.3%
Egypt	--	--	0.6%	0.6%	1.1%
Tunisia	--	--	0.1%	0.1%	0.3%
Morocco	--	--	0.4%	0.4%	0.8%
Others	--	--	9.4%	9.5%	13.7%

\* Percentage of valid answers

### What other destinations did they consider for this trip? \*

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	29.4%	28.3%	28.5%
Canary Islands (other island)	--	--	25.4%	24.6%	25.1%
Other destination	--	--	45.1%	47.1%	46.3%
Balearic Islands	--	--	7.0%	6.6%	6.1%
Rest of Spain	--	--	7.8%	8.8%	8.6%
Italy	--	--	4.6%	4.7%	4.8%
France	--	--	1.6%	1.7%	1.6%
Turkey	--	--	2.5%	3.3%	3.4%
Greece	--	--	8.4%	8.6%	8.1%
Portugal	--	--	5.6%	6.0%	6.3%
Croatia	--	--	2.3%	2.3%	2.5%
Egypt	--	--	2.1%	2.3%	2.5%
Others	--	--	3.2%	2.7%	2.5%

\* Percentage of valid answers

### Importance of each factor in the destination choice

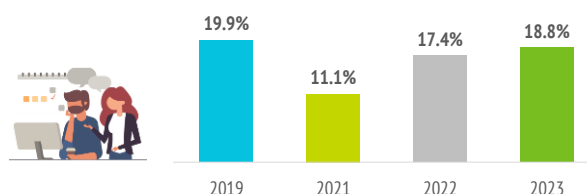
	2019	2020	2021	2022	2023
Climate	78.0%	--	76.0%	75.0%	75.1%
Safety	51.7%	--	49.0%	51.3%	54.6%
Tranquility	47.5%	--	48.5%	46.5%	47.9%
Sea	44.4%	--	52.0%	46.0%	45.4%
Accommodation supply	42.4%	--	37.8%	41.8%	42.9%
Beaches	37.7%	--	44.6%	39.3%	38.8%
Effortless trip	35.0%	--	34.9%	37.5%	38.3%
Price	37.2%	--	32.4%	35.8%	37.3%
European belonging	35.9%	--	40.2%	36.5%	35.3%
Landscapes	33.3%	--	39.1%	34.1%	35.0%
Environment	33.3%	--	34.7%	33.3%	34.6%
Gastronomy	23.3%	--	27.9%	26.6%	26.9%
Fun possibilities	21.1%	--	22.4%	23.3%	24.0%
Authenticity	20.5%	--	24.4%	22.3%	22.6%
Exoticism	11.5%	--	14.5%	11.8%	12.0%
Hiking trail network	9.8%	--	12.1%	10.1%	10.4%
Shopping	9.4%	--	8.8%	9.1%	9.6%
Culture	8.1%	--	8.7%	9.0%	9.5%
Historical heritage	8.3%	--	9.1%	8.4%	9.1%
Nightlife	8.0%	--	8.4%	7.9%	8.4%

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.

### How far in advance do they book their trip?

	2019	2020	2021	2022	2023
The same day	0.7%	--	1.0%	0.7%	0.7%
Between 1 and 30 days	23.9%	--	42.5%	27.8%	23.5%
Between 1 and 2 months	22.9%	--	26.7%	25.3%	24.6%
Between 3 and 6 months	32.6%	--	18.7%	28.8%	32.4%
More than 6 months	19.9%	--	11.1%	17.4%	18.8%

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	51.7%	--	45.7%	49.8%	49.0%
Friends or relatives	27.5%	--	30.9%	30.4%	29.6%
Internet or social media	54.3%	--	53.5%	54.2%	53.0%
Mass Media	1.6%	--	2.3%	2.0%	2.1%
Travel guides and magazines	8.4%	--	7.0%	7.0%	7.0%
Travel Blogs or Forums	5.6%	--	8.4%	6.9%	6.7%
Travel TV Channels	0.8%	--	0.5%	0.8%	0.8%
Tour Operator or Travel Agency	22.4%	--	19.4%	20.7%	20.4%
Public administrations or similar	0.4%	--	1.9%	1.3%	0.7%
Others	2.5%	--	2.9%	3.2%	3.2%

\* Multi-choice question

# Tourist profile. Historical data (2019 - 2023)

## CANARY ISLANDS



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

	2019	2020	2021	2022	2023
<b>Flight</b>					
- Directly with the airline	43.3%	--	52.8%	50.0%	49.6%
- Tour Operator or Travel Agency	56.7%	--	47.2%	50.0%	50.4%
<b>Accommodation</b>					
- Directly with the accommodation	31.5%	--	39.9%	36.6%	36.7%
- Tour Operator or Travel Agency	68.5%	--	60.1%	63.4%	63.3%

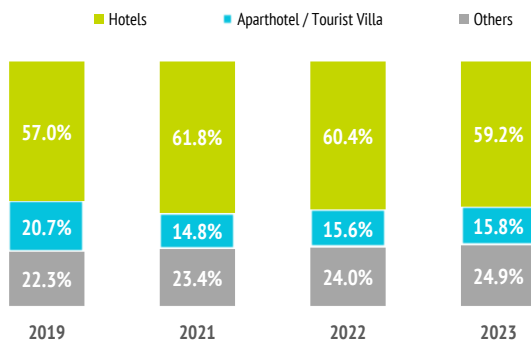
### Where are they from?

	2019	2020	2021	2022	2023
United Kingdom	32.4%	--	18.6%	33.4%	34.1%
Germany	18.0%	--	19.8%	16.0%	16.3%
Spanish Mainland	13.3%	--	21.5%	13.3%	12.1%
France	3.9%	--	6.9%	5.4%	5.3%
Ireland	3.7%	--	2.6%	3.8%	4.3%
Italy	3.1%	--	4.5%	4.3%	4.2%
Netherlands	3.9%	--	4.8%	4.5%	4.2%
Belgium	2.7%	--	3.8%	2.9%	2.7%
Norway	2.8%	--	1.4%	2.3%	2.5%
Sweden	3.4%	--	2.2%	2.1%	2.3%
Others	12.7%	--	14.0%	12.0%	12.0%

### Where do they stay?

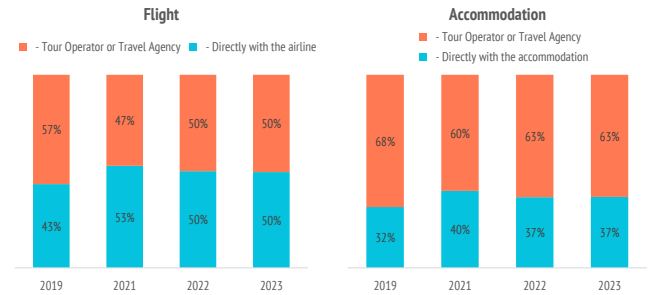
	2019	2020	2021	2022	2023
1-2-3* Hotel	11.4%	--	11.5%	10.9%	10.7%
4* Hotel	37.0%	--	39.4%	39.0%	38.6%
5* Hotel / 5* Luxury Hotel	8.5%	--	10.9%	10.5%	9.9%
Aparthotel / Tourist Villa	20.7%	--	14.8%	15.6%	15.8%
House/room rented in a private dwelling	6.8%	--	6.9%	7.2%	7.8%
Private accommodation (1)	8.2%	--	9.9%	8.7%	9.0%
Others (Cottage, cruise, camping,...)	7.3%	--	6.6%	8.1%	8.2%

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



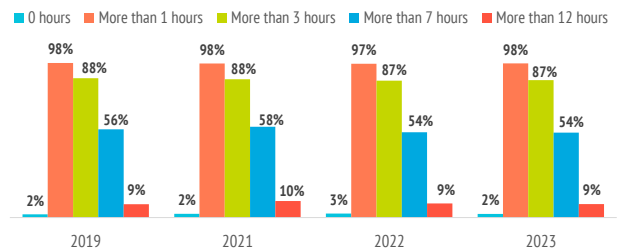
### What do they book?

	2019	2020	2021	2022	2023
Room only	28.3%	--	28.1%	28.5%	29.1%
Bed and Breakfast	12.6%	--	15.3%	13.9%	14.3%
Half board	20.9%	--	19.5%	19.1%	20.1%
Full board	3.6%	--	3.2%	3.5%	3.3%
All inclusive	34.7%	--	33.8%	34.9%	33.2%



### Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	2.0%	--	2.4%	2.5%	2.3%
1 - 2 hours	9.7%	--	10.0%	10.7%	10.6%
3 - 6 hours	32.4%	--	30.1%	32.7%	33.3%
7 - 12 hours	47.4%	--	47.1%	45.1%	45.2%
More than 12 hours	8.5%	--	10.5%	9.0%	8.6%
Outdoor time per day	7.5	--	7.7	7.3	7.3



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	69.8%	--	72.2%	73.8%	73.1%
Beach	66.2%	--	75.1%	71.3%	69.4%
Swimming pool, hotel facilities	57.3%	--	57.5%	61.1%	59.3%
Explore the island on their own	45.3%	--	52.5%	48.7%	48.0%
Taste Canarian gastronomy	24.4%	--	30.2%	27.0%	26.5%
Hiking	--	--	22.5%	18.5%	18.5%
Organized excursions	16.8%	--	16.0%	17.4%	16.8%
Nightlife / concerts / shows	15.5%	--	12.3%	15.3%	15.9%
Theme parks	14.1%	--	12.2%	14.4%	14.1%
Sea excursions / whale watching	11.1%	--	13.5%	12.7%	12.4%
Wineries / markets / popular festivals	11.7%	--	10.0%	10.6%	11.4%
Museums / exhibitions	10.3%	--	10.7%	10.0%	10.5%
Other Nature Activities	--	--	9.5%	8.1%	8.1%
Swim	--	--	38.8%	10.1%	7.8%
Beauty and health treatments	5.4%	--	5.6%	5.9%	6.1%
Running	--	--	7.6%	5.9%	5.7%
Practice other sports	--	--	5.9%	4.7%	4.5%
Astronomical observation	3.5%	--	4.2%	3.7%	4.0%
Cycling / Mountain bike	--	--	4.2%	3.3%	3.0%
Surf	--	--	4.8%	3.1%	2.9%
Scuba Diving	--	--	4.2%	3.0%	2.9%
Golf	--	--	2.3%	2.1%	2.5%
Windsurf / Kitesurf	--	--	1.5%	1.2%	0.9%

\* Multi-choice question

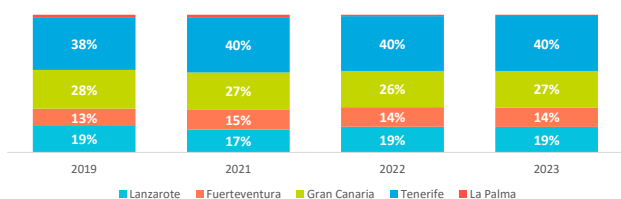
## Tourist profile. Historical data (2019 - 2023)

### CANARY ISLANDS



#### Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	2,521,855	--	963,331	2,377,525	2,601,667
Fuerteventura	1,659,302	--	843,805	1,822,701	1,984,658
Gran Canaria	3,702,964	--	1,545,237	3,352,820	3,737,159
Tenerife	5,040,569	--	2,320,313	5,083,082	5,601,943
La Palma	235,680	--	102,576	132,040	133,951



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

	2019	2020	2021	2022	2023
Repeat tourists	72.2%	--	68.0%	70.1%	72.5%
At least 10 previous visits	18.7%	--	18.3%	19.1%	19.6%
Repeat tourists (last 5 years)	66.6%	--	61.9%	62.7%	65.0%
Repeat tourists (last 5 years)(5 or more visits)	19.7%	--	15.0%	13.2%	15.6%

#### Who are they?

	2019	2020	2021	2022	2023
<b>Gender</b>					
Men	48.6%	--	49.6%	48.4%	48.2%
Women	51.4%	--	50.4%	51.6%	51.8%
<b>Age</b>					
Average age	47.1	--	43.3	45.7	46.4
Standard deviation	15.4	--	15.6	16.0	16.8
<b>Age range</b>					
16 - 24 years old	7.3%	--	11.9%	10.4%	11.1%
25 - 30 years old	11.0%	--	14.8%	11.5%	10.8%
31 - 45 years old	27.8%	--	30.2%	29.4%	28.7%
46 - 60 years old	31.7%	--	26.6%	27.2%	25.2%
Over 60 years old	22.1%	--	16.4%	21.5%	24.2%
<b>Occupation</b>					
Salaried worker	55.0%	--	57.8%	57.4%	55.7%
Self-employed	11.6%	--	11.1%	10.8%	10.8%
Unemployed	1.2%	--	1.7%	1.0%	0.9%
Business owner	9.3%	--	10.0%	8.3%	8.1%
Student	3.5%	--	5.9%	4.6%	4.2%
Retired	17.9%	--	12.2%	16.5%	18.9%
Unpaid domestic work	0.8%	--	0.5%	0.6%	0.6%
Others	0.8%	--	0.9%	0.8%	0.9%
<b>Annual household income level</b>					
Less than €25,000	17.7%	--	16.1%	14.3%	13.1%
€25,000 - €49,999	37.6%	--	37.0%	34.3%	34.9%
€50,000 - €74,999	22.6%	--	23.4%	25.4%	24.4%
More than €74,999	22.0%	--	23.5%	26.0%	27.7%
<b>Education level</b>					
No studies	4.9%	--	2.2%	3.6%	4.0%
Primary education	2.6%	--	2.2%	1.7%	1.9%
Secondary education	23.6%	--	18.8%	20.2%	20.1%
Higher education	68.9%	--	76.9%	74.5%	73.9%

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.

Share by islands	2019	2020	2021	2022	2023
Lanzarote	19.2%	--	16.7%	18.6%	18.5%
Fuerteventura	12.6%	--	14.6%	14.3%	14.1%
Gran Canaria	28.1%	--	26.8%	26.3%	26.6%
Tenerife	38.3%	--	40.2%	39.8%	39.8%
La Palma	1.8%	--	1.8%	1.0%	1.0%

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

	2019	2020	2021	2022	2023
One island	91.3%	--	90.9%	92.6%	92.1%
Two islands	7.3%	--	7.8%	6.3%	6.7%
Three or more islands	1.4%	--	1.3%	1.1%	1.2%

#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.70	--	8.86	8.85	8.82

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	2.4%	--	2.7%	2.8%	2.5%
Lived up to expectations	55.4%	--	51.4%	53.5%	54.0%
Better or much better than expected	42.2%	--	45.9%	43.7%	43.5%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.73	--	8.86	8.82	8.83
Recommend visiting the Canary Islands	8.95	--	9.10	9.06	9.04

#### Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	10.0%	--	13.5%	10.0%	10.1%
Only with partner	48.0%	--	48.2%	46.1%	47.5%
Only with children (< 13 years old)	5.5%	--	3.9%	4.9%	4.4%
Partner + children (< 13 years old)	6.3%	--	4.9%	7.3%	6.8%
Other relatives	9.2%	--	8.4%	9.9%	10.0%
Friends	6.4%	--	8.5%	7.3%	7.1%
Work colleagues	0.5%	--	0.8%	0.6%	0.6%
Organized trip	0.3%	--	0.2%	0.3%	0.2%
Other combinations (2)	13.7%	--	11.5%	13.7%	13.3%

(2) Combination of some of the groups previously analyzed

Tourists with children	17.4%	--	12.5%	18.0%	16.9%
- Between 0 and 2 years old	1.6%	--	1.2%	1.3%	1.5%
- Between 3 and 12 years old	14.5%	--	10.2%	15.5%	14.1%
- Between 0-2 and 3-12 years old	1.4%	--	1.0%	1.2%	1.3%
<b>Tourists without children</b>	<b>82.6%</b>	<b>--</b>	<b>87.5%</b>	<b>82.0%</b>	<b>83.1%</b>
<b>Group composition:</b>					
- 1 person	13.5%	--	16.5%	12.6%	12.6%
- 2 people	55.0%	--	56.7%	53.9%	55.3%
- 3 people	11.9%	--	10.7%	12.1%	12.1%
- 4 or 5 people	16.1%	--	13.6%	17.3%	16.0%
- 6 or more people	3.5%	--	2.5%	4.1%	4.0%
<b>Average group size:</b>	<b>2.53</b>	<b>--</b>	<b>2.37</b>	<b>2.60</b>	<b>2.57</b>

\*People who share the main expenses of the trip