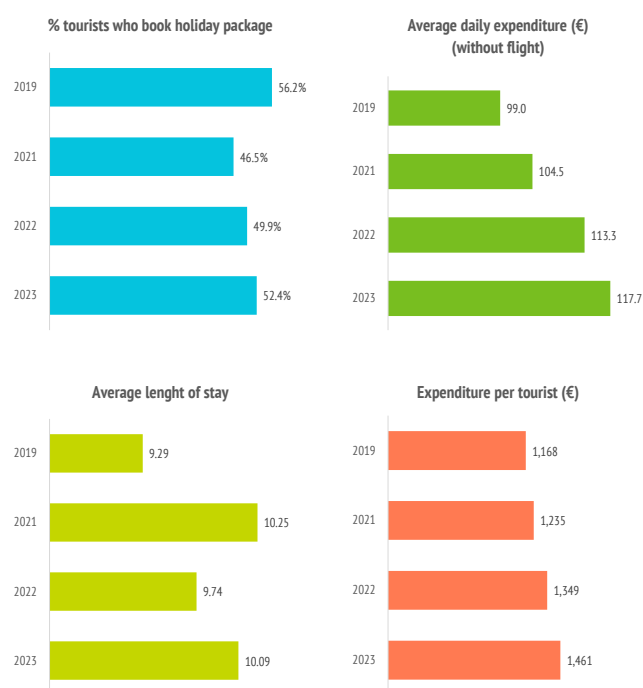


How many are they and how much do they spend?



	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	4,194	1,301	1,756	3,789	4,235
Tourist arrivals ≥ 16 years old (EGT) (*)	3,703	1,159	1,545	3,353	3,737
- book holiday package (*)	2,081	--	719	1,674	1,957
- do not book holiday package (*)	1,622	--	826	1,679	1,780
- % tourists who book holiday package	56.2%	--	46.5%	49.9%	52.4%
Children < 16 years old (FRONTUR - EGT) (*)	491	--	211	436	498
Expenditure per tourist (€)					
- book holiday package	1,357	--	1,466	1,560	1,674
- holiday package	1,088	--	1,192	1,282	1,375
- others	269	--	274	278	299
- do not book holiday package	924	--	1,033	1,139	1,227
- flight	264	--	251	323	357
- accommodation	296	--	349	375	413
- others	364	--	433	441	456
Average length of stay	9.29	--	10.25	9.74	10.09
Average daily expenditure (€)	141.3	--	142.0	159.1	169.0
Average daily expenditure (without flight)	99.0	--	104.5	113.3	117.7
Average cost of the flight (€)	342.9	--	317.0	383.5	431.0
Total turnover (≥ 16 years old) (€m)	4,324	--	1,908	4,523	5,459

(*) Thousands of tourists



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	83.0%	--	79.6%	81.2%	82.8%
- Additional accommodation expenses	6.9%	--	7.7%	6.8%	6.0%
Transport:					
- National/International Transport	95.2%	--	94.5%	95.0%	95.6%
- Flights between islands	3.5%	--	3.3%	3.3%	4.3%
- Taxi	54.2%	--	51.5%	54.3%	55.2%
- Car rental	22.8%	--	24.4%	21.6%	22.4%
- Public transport	14.2%	--	14.2%	13.8%	15.4%
Food and drink:					
- Food purchases at supermarkets	59.5%	--	56.6%	56.2%	57.2%
- Restaurants	64.8%	--	65.5%	65.9%	64.0%
Leisure:					
- Organized excursions	17.9%	--	15.0%	15.9%	17.1%
- Sport activities	5.7%	--	6.7%	5.8%	6.3%
- Cultural activities	2.4%	--	1.7%	2.0%	2.4%
- Museums	3.4%	--	3.6%	3.8%	4.4%
- Theme Parks	5.6%	--	4.2%	5.6%	5.0%
- Discos and pubs	8.8%	--	9.4%	9.4%	9.6%
- Wellness	4.0%	--	3.5%	4.4%	4.1%
Purchases of goods:					
- Souvenirs	43.7%	--	37.2%	38.3%	38.1%
- Real state	0.3%	--	0.2%	0.3%	0.2%
- Other expenses	0.6%	--	0.7%	0.7%	0.8%
Other:					
- Medical or pharmaceutical expenses	6.7%	--	9.1%	6.7%	7.0%
- Other expenses	6.0%	--	5.3%	5.0%	4.6%

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

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
Accommodation:	731	--	831	879	951
- Accommodation	586	--	661	700	746
- Additional accommodation expenses	145	--	170	179	204
Transport:					
Transport:	610	--	640	737	806
- National/International Transport	360	--	336	404	451
- Flights between islands	73	--	76	82	110
- Taxi	64	--	79	88	88
- Car rental	86	--	113	123	124
- Public transport	27	--	36	40	33
Food and drink:					
Food and drink:	280	--	332	332	349
- Food purchases at supermarkets	109	--	132	130	130
- Restaurants	171	--	200	202	219
Leisure:					
Leisure:	469	--	555	559	539
- Organized excursions	89	--	95	94	89
- Sport activities	88	--	99	101	94
- Cultural activities	55	--	46	67	66
- Museums	24	--	27	26	36
- Theme Parks	66	--	62	68	69
- Discos and pubs	86	--	137	119	111
- Wellness	62	--	88	85	73
Purchases of goods:					
Purchases of goods:	835	--	744	648	1,722
- Souvenirs	105	--	112	115	112
- Real state	539	--	284	128	1,242
- Other expenses	190	--	348	405	368
Other:					
Other:	117	--	155	133	165
- Medical or pharmaceutical expenses	48	--	44	52	64
- Other expenses	68	--	111	81	101

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	86.5%	--	82.5%	86.8%	86.8%
Visiting family or friends	7.9%	--	10.8%	8.9%	8.7%
Business and work	4.2%	--	5.2%	2.6%	2.7%
Education and training	0.2%	--	0.3%	0.3%	0.3%
Sports training	0.5%	--	0.3%	0.4%	0.4%
Health or medical care	0.2%	--	0.2%	0.2%	0.2%
Fairs and congresses	0.3%	--	0.1%	0.2%	0.2%
Others	0.4%	--	0.6%	0.5%	0.6%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	58.8%	--	55.5%	55.2%	52.9%
Enjoy family time	17.1%	--	16.4%	18.1%	17.5%
Have fun	7.9%	--	9.8%	9.0%	10.3%
Explore the destination	13.4%	--	15.1%	14.8%	15.9%
Practice their hobbies	1.7%	--	1.7%	1.3%	1.5%
Other reasons	1.2%	--	1.6%	1.6%	2.0%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	37.0%	32.4%	16.1%
Canary Islands	--	--	21.3%	23.0%	27.2%
Other destination	--	--	41.6%	44.5%	56.7%
Balearic Islands	--	--	3.6%	4.0%	3.9%
Rest of Spain	--	--	9.7%	10.1%	11.2%
Italy	--	--	5.4%	5.4%	6.9%
France	--	--	3.8%	3.6%	4.5%
Turkey	--	--	1.4%	1.6%	2.8%
Greece	--	--	4.1%	5.2%	7.2%
Portugal	--	--	2.4%	2.6%	3.3%
Croatia	--	--	1.6%	2.0%	2.6%
Egypt	--	--	0.6%	0.6%	1.1%
Tunisia	--	--	0.1%	0.1%	0.3%
Morocco	--	--	0.4%	0.4%	0.9%
Others	--	--	8.5%	8.9%	12.0%

* 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")	--	--	31.0%	30.3%	29.0%
Canary Islands (other island)	--	--	27.3%	25.8%	26.3%
Other destination	--	--	41.7%	43.9%	44.6%
Balearic Islands	--	--	6.2%	5.8%	5.4%
Rest of Spain	--	--	7.6%	8.3%	8.6%
Italy	--	--	4.3%	4.5%	4.5%
France	--	--	1.6%	1.7%	1.6%
Turkey	--	--	2.6%	3.1%	3.4%
Greece	--	--	8.2%	8.1%	7.9%
Portugal	--	--	4.6%	5.2%	5.6%
Croatia	--	--	2.1%	2.3%	2.4%
Egypt	--	--	1.9%	2.3%	2.5%
Others	--	--	2.6%	2.7%	2.6%

* Percentage of valid answers

Importance of each factor in the destination choice

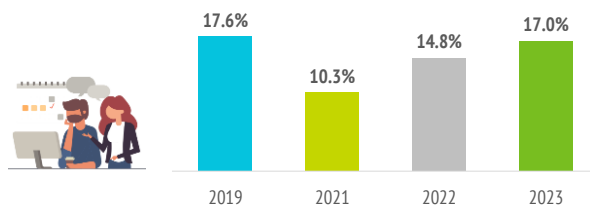
	2019	2020	2021	2022	2023
Climate	80.7%	--	77.7%	77.8%	75.6%
Safety	48.3%	--	47.2%	49.9%	52.2%
Sea	48.1%	--	53.1%	49.7%	48.3%
Tranquility	44.9%	--	47.3%	45.8%	46.9%
Beaches	44.0%	--	48.0%	45.3%	43.3%
Accommodation supply	40.4%	--	39.0%	41.5%	42.0%
Effortless trip	33.6%	--	34.9%	36.7%	37.3%
European belonging	36.4%	--	40.6%	38.7%	36.3%
Price	33.8%	--	31.4%	33.7%	34.9%
Landscapes	29.5%	--	33.3%	31.2%	31.1%
Environment	28.4%	--	29.0%	29.3%	30.8%
Gastronomy	22.9%	--	27.7%	28.0%	27.0%
Fun possibilities	19.9%	--	25.5%	24.6%	25.3%
Authenticity	16.9%	--	21.1%	21.6%	20.6%
Exoticism	10.4%	--	14.0%	12.5%	12.3%
Shopping	9.5%	--	10.8%	11.2%	11.6%
Nightlife	9.1%	--	13.2%	11.5%	11.2%
Hiking trail network	9.2%	--	10.6%	10.2%	10.5%
Culture	7.5%	--	8.7%	9.4%	9.7%
Historical heritage	7.3%	--	9.2%	8.5%	8.9%

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	1.1%	--	1.3%	1.0%	1.2%
Between 1 and 30 days	27.3%	--	44.8%	32.1%	26.7%
Between 1 and 2 months	23.2%	--	24.9%	25.4%	25.0%
Between 3 and 6 months	30.8%	--	18.7%	26.7%	30.2%
More than 6 months	17.6%	--	10.3%	14.8%	17.0%

% 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	51.8%	--	47.0%	48.7%	48.0%
Friends or relatives	26.4%	--	29.6%	28.7%	28.3%
Internet or social media	51.6%	--	46.9%	48.3%	48.4%
Mass Media	1.4%	--	2.1%	1.6%	1.8%
Travel guides and magazines	7.2%	--	5.3%	5.8%	6.0%
Travel Blogs or Forums	4.1%	--	5.0%	4.6%	4.9%
Travel TV Channels	0.7%	--	0.4%	0.6%	0.8%
Tour Operator or Travel Agency	22.3%	--	19.0%	19.9%	20.3%
Public administrations or similar	0.4%	--	1.6%	0.8%	0.6%
Others	2.5%	--	3.3%	3.7%	3.9%

* Multi-choice question

Tourist profile. Historical data (2019 - 2023)

GRAN CANARIA



With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	40.9%	--	49.0%	46.3%	44.7%
- Tour Operator or Travel Agency	59.1%	--	51.0%	53.7%	55.3%
Accommodation					
- Directly with the accommodation	30.0%	--	36.3%	33.6%	33.3%
- Tour Operator or Travel Agency	70.0%	--	63.7%	66.4%	66.7%

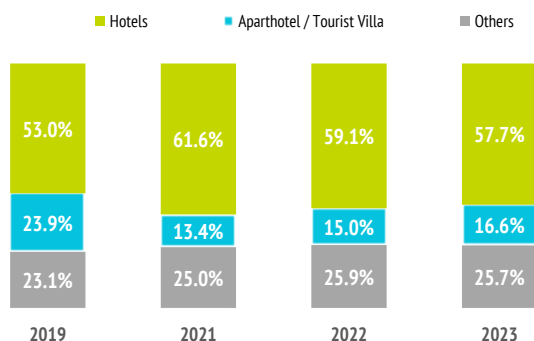
Where are they from?

	2019	2020	2021	2022	2023
United Kingdom	17.8%	--	10.2%	20.3%	20.9%
Germany	21.0%	--	23.4%	18.9%	19.3%
Spanish Mainland	15.7%	--	21.9%	14.6%	12.7%
Norway	7.4%	--	4.5%	6.9%	7.5%
Netherlands	5.6%	--	7.2%	7.1%	6.5%
Sweden	8.0%	--	5.3%	5.7%	5.8%
France	2.2%	--	3.9%	3.6%	3.8%
Denmark	3.1%	--	3.2%	3.7%	3.3%
Italy	2.4%	--	2.9%	3.1%	3.1%
Belgium	2.5%	--	3.3%	2.8%	2.5%
Others	14.3%	--	14.3%	13.4%	14.7%

Where do they stay?

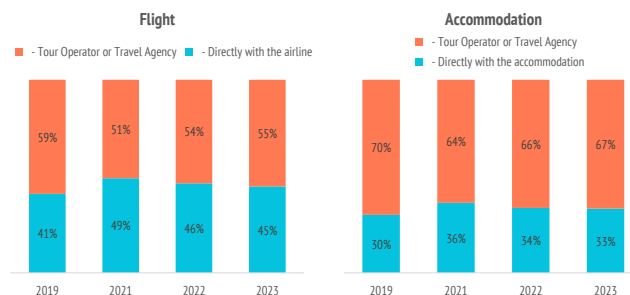
	2019	2020	2021	2022	2023
1-2-3* Hotel	15.2%	--	14.2%	14.3%	14.0%
4* Hotel	30.4%	--	36.5%	35.3%	33.6%
5* Hotel / 5* Luxury Hotel	7.4%	--	10.9%	9.5%	10.1%
Aparthotel / Tourist Villa	23.9%	--	13.4%	15.0%	16.6%
House/room rented in a private dwelling	6.6%	--	5.8%	5.9%	6.9%
Private accommodation (1)	9.3%	--	12.2%	10.8%	10.2%
Others (Cottage, cruise, camping,...)	7.2%	--	6.9%	9.1%	8.6%

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



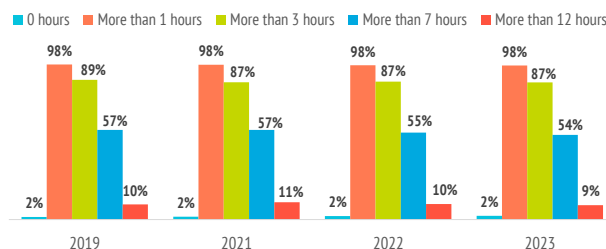
What do they book?

	2019	2020	2021	2022	2023
Room only	34.3%	--	30.1%	31.1%	31.3%
Bed and Breakfast	14.3%	--	15.8%	15.6%	15.2%
Half board	20.0%	--	19.1%	18.2%	18.7%
Full board	2.3%	--	3.0%	3.4%	2.7%
All inclusive	29.1%	--	32.0%	31.7%	32.1%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	1.7%	--	1.8%	2.2%	2.4%
1 - 2 hours	9.8%	--	11.2%	10.4%	10.7%
3 - 6 hours	31.7%	--	30.2%	32.3%	33.3%
7 - 12 hours	47.3%	--	45.8%	45.3%	44.5%
More than 12 hours	9.6%	--	11.0%	9.8%	9.1%
Outdoor time per day	7.6	--	7.7	7.5	7.4



Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	71.4%	--	73.5%	72.6%	70.1%
Walk, wander	67.0%	--	65.7%	67.4%	67.1%
Swimming pool, hotel facilities	55.2%	--	52.1%	56.6%	56.3%
Explore the island on their own	42.5%	--	44.9%	44.8%	44.6%
Taste Canarian gastronomy	22.3%	--	26.5%	23.3%	23.1%
Nightlife / concerts / shows	17.8%	--	16.8%	18.0%	18.2%
Hiking	--	--	18.6%	17.2%	17.8%
Organized excursions	13.1%	--	10.5%	11.4%	12.1%
Sea excursions / whale watching	10.7%	--	9.2%	9.9%	10.4%
Museums / exhibitions	8.7%	--	9.0%	9.6%	10.1%
Wineries / markets / popular festivals	10.2%	--	7.5%	9.2%	9.8%
Theme parks	9.8%	--	8.5%	9.4%	9.5%
Swim	--	--	35.5%	10.7%	7.2%
Other Nature Activities	--	--	7.2%	6.8%	6.3%
Running	--	--	7.8%	6.4%	5.8%
Beauty and health treatments	5.6%	--	5.0%	6.2%	5.8%
Practice other sports	--	--	5.6%	4.4%	4.5%
Astronomical observation	2.7%	--	3.4%	3.2%	3.4%
Golf	--	--	2.4%	2.1%	2.5%
Cycling / Mountain bike	--	--	2.7%	2.5%	2.2%
Surf	--	--	3.6%	2.7%	2.2%
Scuba Diving	--	--	3.7%	2.5%	2.0%
Windsurf / Kitesurf	--	--	0.7%	0.7%	0.4%

* Multi-choice question

What places do they visit?

	2019	2020	2021	2022	2023
Maspalomas dunes	48.5%	--	51.8%	47.8%	47.9%
Las Palmas de Gran Canaria	46.2%	--	51.9%	47.2%	45.9%
Puerto de Mogán	40.4%	--	37.5%	38.3%	39.5%
The interior (mountains)	20.3%	--	23.4%	20.4%	19.5%
The north	18.9%	--	22.7%	19.7%	18.8%
Teror	12.5%	--	14.3%	13.2%	13.5%
Agaete	13.5%	--	16.1%	13.2%	13.4%
Roque Nublo	13.8%	--	16.6%	13.7%	12.7%
Guayadeque ravine	6.8%	--	8.2%	7.0%	6.7%

¿Cuántos son fieles al destino?

	2019	2020	2021	2022	2023
Gran Canaria: Repeat tourists	67.3%	--	65.6%	65.3%	65.7%
Gran Canaria: At least 10 previous visits	14.7%	--	15.2%	14.8%	13.4%
Canary Islands: Repeat tourists	74.4%	--	72.5%	72.1%	73.1%
Canary Islands: At least 10 previous visits	22.2%	--	22.8%	22.8%	21.6%

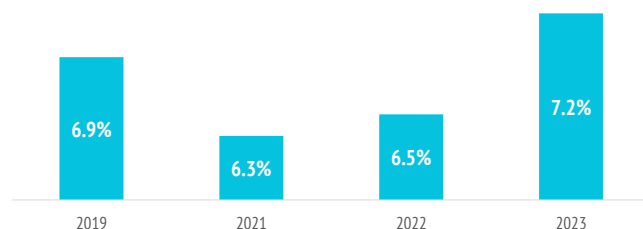
Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	51.3%	--	53.3%	51.6%	50.7%
Women	48.7%	--	46.7%	48.4%	49.3%
Age					
Average age	47.23	--	44.28	45.99	46.81
Standard deviation	15.5	--	16.2	16.6	17.3
Age range					
16 - 24 years old	8.1%	--	12.9%	12.1%	12.4%
25 - 30 years old	10.2%	--	12.5%	10.7%	10.1%
31 - 45 years old	27.3%	--	28.5%	27.6%	26.7%
46 - 60 years old	32.1%	--	27.1%	26.6%	24.7%
Over 60 years old	22.3%	--	19.1%	23.0%	26.1%
Occupation					
Salaried worker	53.9%	--	55.2%	55.8%	53.6%
Self-employed	11.2%	--	10.6%	10.9%	10.6%
Unemployed	1.2%	--	1.7%	1.0%	1.0%
Business owner	10.7%	--	11.1%	9.0%	9.1%
Student	3.8%	--	6.2%	5.3%	4.7%
Retired	17.8%	--	13.9%	16.6%	19.4%
Unpaid domestic work	0.5%	--	0.3%	0.4%	0.5%
Others	0.9%	--	1.1%	1.1%	1.0%
Annual household income level					
Less than €25,000	16.3%	--	15.7%	13.9%	13.1%
€25,000 - €49,999	36.0%	--	36.9%	34.0%	34.0%
€50,000 - €74,999	24.3%	--	23.9%	26.1%	25.2%
More than €74,999	23.5%	--	23.5%	26.0%	27.7%
Education level					
No studies	3.3%	--	1.4%	2.5%	3.1%
Primary education	3.2%	--	2.7%	2.4%	2.6%
Secondary education	26.0%	--	22.6%	23.4%	23.1%
Higher education	67.5%	--	73.3%	71.6%	71.2%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	93.1%	--	93.7%	93.5%	92.8%
Two islands	5.8%	--	5.2%	5.5%	6.0%
Three or more islands	1.1%	--	1.1%	1.0%	1.3%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

	2019	2020	2021	2022	2023
Satisfaction (scale 0-10)					
Average rating	8.64	--	8.79	8.79	8.74
Experience in the Canary Islands					
Worse or much worse than expected	2.2%	--	3.4%	3.0%	2.8%
Lived up to expectations	57.5%	--	54.5%	54.6%	56.4%
Better or much better than expected	40.3%	--	42.0%	42.4%	40.9%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.69	--	8.80	8.77	8.70
Recommend visiting the Canary Islands	8.90	--	8.99	8.99	8.93

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	14.4%	--	19.8%	15.2%	14.7%
Only with partner	45.8%	--	44.4%	44.0%	44.8%
Only with children (< 13 years old)	5.2%	--	3.3%	4.3%	4.6%
Partner + children (< 13 years old)	5.3%	--	3.9%	5.3%	5.3%
Other relatives	7.9%	--	7.5%	9.1%	9.2%
Friends	7.3%	--	9.1%	8.2%	7.7%
Work colleagues	1.0%	--	1.1%	0.9%	0.8%
Organized trip	0.3%	--	0.1%	0.3%	0.3%
Other combinations (2)	12.8%	--	10.8%	12.7%	12.5%
<i>(2) Combination of some of the groups previously analyzed</i>					
Tourists with children	15.2%	--	10.1%	14.5%	14.6%
- Between 0 and 2 years old	1.3%	--	1.1%	1.1%	1.3%
- Between 3 and 12 years old	12.8%	--	8.2%	12.2%	12.0%
- Between 0-2 and 3-12 years old	1.1%	--	0.8%	1.2%	1.2%
Tourists without children	84.8%	--	89.9%	85.5%	85.4%
Group composition:					
- 1 person	17.2%	--	23.1%	18.3%	17.5%
- 2 people	53.8%	--	53.5%	53.0%	53.5%
- 3 people	11.5%	--	10.3%	10.9%	11.7%
- 4 or 5 people	14.4%	--	10.9%	13.9%	13.8%
- 6 or more people	3.0%	--	2.2%	3.9%	3.5%
Average group size:	2.42	--	2.23	2.45	2.45

*People who share the main expenses of the trip