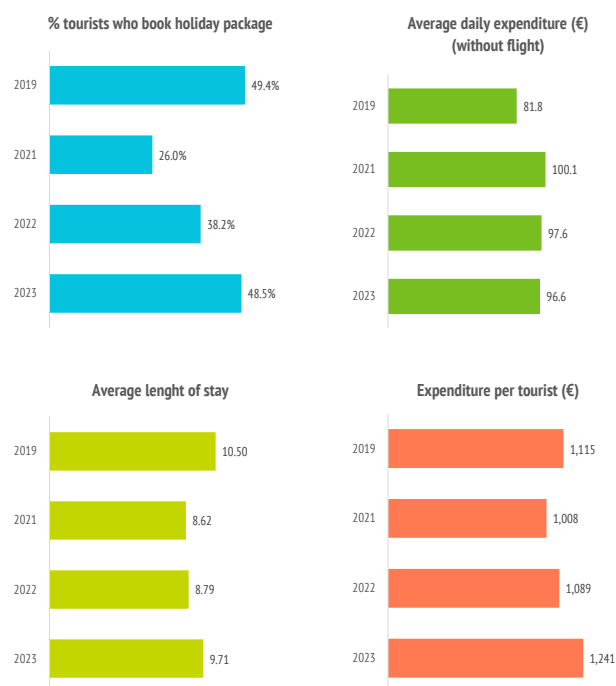


How many are they and how much do they spend?



	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	258	82	111	146	149
Tourist arrivals ≥ 16 years old (EGT) (*)	236	76	103	132	134
- book holiday package (*)	116	--	27	50	65
- do not book holiday package (*)	119	--	76	82	69
- % tourists who book holiday package	49.4%	--	26.0%	38.2%	48.5%
Children < 16 years old (FRONTUR - EGT) (*)	22	--	8	14	15
Expenditure per tourist (€)					
- book holiday package	1,183	--	1,224	1,289	1,314
- holiday package	931	--	954	1,051	1,115
- others	252	--	270	238	199
- do not book holiday package	1,049	--	932	965	1,172
- flight	314	--	256	267	344
- accommodation	343	--	314	341	418
- others	392	--	362	357	410
Average length of stay	10.50	--	8.62	8.79	9.71
Average daily expenditure (€)	119.5	--	141.1	138.1	140.8
Average daily expenditure (without flight)	81.8	--	100.1	97.6	96.6
Average cost of the flight (€)	342.6	--	281.7	317.0	372.3
Total turnover (≥ 16 years old) (€m)	263	--	103	144	166

(*) Thousands of tourists



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	89.0%	--	86.0%	89.5%	89.8%
- Additional accommodation expenses	10.0%	--	9.9%	5.8%	6.7%
Transport:					
- National/International Transport	98.0%	--	92.7%	96.5%	96.2%
- Flights between islands	5.7%	--	12.3%	7.4%	7.1%
- Taxi	31.7%	--	27.0%	27.0%	31.6%
- Car rental	64.6%	--	72.0%	71.5%	67.0%
- Public transport	16.7%	--	8.9%	12.6%	12.0%
Food and drink:					
- Food purchases at supermarkets	73.9%	--	61.8%	66.9%	66.6%
- Restaurants	77.2%	--	77.8%	75.1%	75.1%
Leisure:					
- Organized excursions	28.8%	--	26.1%	26.9%	32.6%
- Sport activities	5.7%	--	4.4%	6.1%	5.2%
- Cultural activities	4.1%	--	2.3%	2.0%	2.3%
- Museums	15.1%	--	9.6%	8.7%	11.2%
- Theme Parks	2.0%	--	1.2%	2.0%	1.2%
- Discos and pubs	2.9%	--	0.9%	2.4%	1.7%
- Wellness	2.3%	--	2.3%	3.5%	2.7%
Purchases of goods:					
- Souvenirs	54.0%	--	40.0%	42.0%	38.9%
- Real state	0.2%	--	0.0%	0.1%	0.0%
- Other expenses	1.1%	--	1.3%	0.8%	0.9%
Other:					
- Medical or pharmaceutical expenses	7.8%	--	9.4%	8.8%	8.2%
- Other expenses	8.4%	--	8.2%	6.5%	7.7%

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	545	--	518	533	613
- Accommodation	458	--	418	473	545
- Additional accommodation expenses	87	--	100	59	67
Transport:					
- National/International Transport	644	--	627	691	799
- National/International Transport	350	--	304	329	387
- Flights between islands	73	--	80	102	124
- Taxi	82	--	93	99	123
- Car rental	121	--	128	136	143
- Public transport	18	--	21	25	22
Food and drink:					
- Food purchases at supermarkets	218	--	202	208	216
- Food purchases at supermarkets	89	--	76	69	86
- Restaurants	129	--	126	138	131
Leisure:					
- Organized excursions	315	--	1,042	333	399
- Organized excursions	84	--	70	70	95
- Sport activities	76	--	101	85	108
- Cultural activities	28	--	32	44	57
- Museums	16	--	11	17	19
- Theme Parks	19	--	33	22	33
- Discos and pubs	41	--	756	48	29
- Wellness	49	--	40	46	60
Purchases of goods:					
- Souvenirs	1,687	--	3,564	328	153
- Souvenirs	57	--	72	49	58
- Real state	1,378	--	2,848	44	10
- Other expenses	252	--	643	235	85
Other:					
- Medical or pharmaceutical expenses	93	--	130	107	99
- Medical or pharmaceutical expenses	24	--	28	19	18
- Other expenses	69	--	102	87	81

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	92.1%	--	76.0%	87.3%	90.4%
Visiting family or friends	6.5%	--	6.4%	7.4%	4.7%
Business and work	0.7%	--	8.5%	4.0%	2.9%
Education and training	0.2%	--	1.9%	0.2%	0.4%
Sports training	0.1%	--	0.3%	0.3%	0.4%
Health or medical care	0.1%	--	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	--	0.1%	0.0%	0.9%
Others	0.3%	--	6.7%	0.7%	0.3%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	30.2%	--	18.0%	24.7%	25.6%
Enjoy family time	8.9%	--	7.7%	10.5%	8.8%
Have fun	3.1%	--	2.6%	6.2%	7.0%
Explore the destination	51.6%	--	66.7%	54.3%	52.5%
Practice their hobbies	3.4%	--	3.8%	2.8%	3.2%
Other reasons	2.9%	--	1.2%	1.5%	2.9%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	16.3%	19.7%	9.5%
Canary Islands	--	--	19.0%	18.0%	22.9%
Other destination	--	--	64.8%	62.3%	67.6%
Balearic Islands	--	--	5.7%	5.8%	4.2%
Rest of Spain	--	--	29.9%	21.4%	14.7%
Italy	--	--	4.2%	5.8%	8.0%
France	--	--	4.2%	5.5%	6.5%
Turkey	--	--	0.3%	0.9%	1.6%
Greece	--	--	2.9%	3.3%	7.7%
Portugal	--	--	4.1%	3.7%	6.3%
Croatia	--	--	0.9%	1.2%	1.8%
Egypt	--	--	0.5%	0.5%	1.7%
Tunisia	--	--	0.1%	0.5%	0.2%
Morocco	--	--	0.1%	0.4%	0.2%
Others	--	--	11.9%	13.4%	14.8%

* 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")	--	--	38.0%	31.1%	32.8%
Canary Islands (other island)	--	--	23.3%	24.4%	26.3%
Other destination	--	--	38.6%	44.5%	40.9%
Balearic Islands	--	--	4.9%	6.2%	4.5%
Rest of Spain	--	--	8.9%	8.6%	6.3%
Italy	--	--	4.2%	3.9%	5.5%
France	--	--	0.8%	2.1%	1.8%
Turkey	--	--	0.8%	1.9%	2.1%
Greece	--	--	5.1%	7.0%	6.9%
Portugal	--	--	7.1%	7.0%	6.4%
Croatia	--	--	2.5%	2.5%	1.8%
Egypt	--	--	1.4%	2.2%	2.3%
Others	--	--	3.0%	3.2%	3.3%

* Percentage of valid answers

Importance of each factor in the destination choice

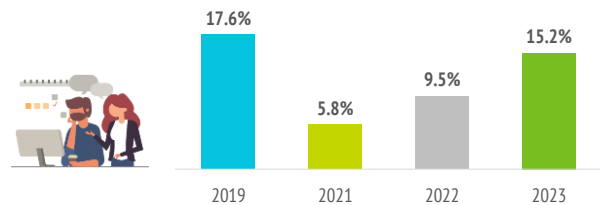
	2019	2020	2021	2022	2023
Landscapes	67.7%	--	71.8%	66.0%	67.6%
Climate	68.0%	--	56.1%	59.9%	63.0%
Environment	49.3%	--	56.1%	48.6%	52.3%
Tranquility	53.9%	--	54.5%	54.6%	50.4%
Safety	42.0%	--	44.2%	42.7%	42.6%
Sea	39.4%	--	38.1%	34.8%	38.5%
Hiking trail network	39.1%	--	45.6%	37.2%	37.9%
Authenticity	30.1%	--	39.9%	36.6%	34.6%
European belonging	29.1%	--	36.6%	31.4%	30.7%
Effortless trip	26.0%	--	24.7%	27.1%	27.2%
Gastronomy	19.5%	--	30.1%	24.5%	26.3%
Accommodation supply	26.5%	--	20.9%	27.1%	25.5%
Price	23.0%	--	18.4%	27.4%	24.2%
Beaches	14.6%	--	21.7%	17.4%	21.3%
Exoticism	10.8%	--	16.2%	15.8%	18.1%
Fun possibilities	11.1%	--	12.4%	12.3%	16.7%
Historical heritage	8.1%	--	10.0%	10.0%	13.7%
Culture	5.5%	--	5.5%	7.3%	10.6%
Shopping	3.5%	--	4.9%	3.1%	6.8%
Nightlife	1.3%	--	5.5%	1.2%	4.7%

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	0.6%	--	1.3%	1.4%	0.2%
Between 1 and 30 days	24.3%	--	47.9%	33.0%	18.5%
Between 1 and 2 months	21.1%	--	30.9%	30.2%	28.4%
Between 3 and 6 months	36.4%	--	14.2%	25.8%	37.8%
More than 6 months	17.6%	--	5.8%	9.5%	15.2%

% 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	52.8%	--	29.5%	40.5%	45.3%
Friends or relatives	26.3%	--	27.7%	27.7%	23.9%
Internet or social media	65.3%	--	58.8%	62.8%	55.4%
Mass Media	4.4%	--	5.1%	4.3%	3.9%
Travel guides and magazines	25.7%	--	11.2%	13.5%	19.8%
Travel Blogs or Forums	10.6%	--	16.4%	14.3%	8.1%
Travel TV Channels	2.1%	--	1.2%	3.4%	1.0%
Tour Operator or Travel Agency	22.1%	--	13.0%	17.3%	20.9%
Public administrations or similar	1.0%	--	2.2%	3.8%	2.7%
Others	1.3%	--	9.0%	3.0%	4.9%

* Multi-choice question

Tourist profile. Historical data (2019 - 2023)

LA PALMA



With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	44.0%	--	59.6%	53.0%	48.1%
- Tour Operator or Travel Agency	56.0%	--	40.4%	47.0%	51.9%
Accommodation					
- Directly with the accommodation	34.4%	--	54.4%	40.5%	38.8%
- Tour Operator or Travel Agency	65.6%	--	45.6%	59.5%	61.2%

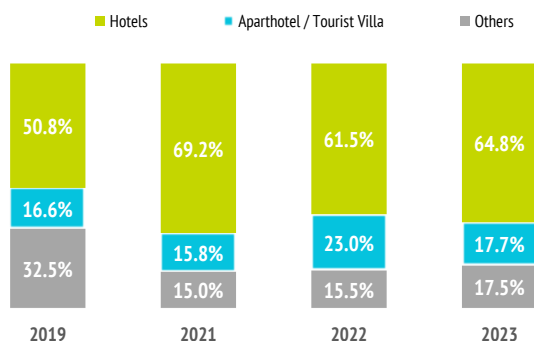
Where are they from?

	2019	2020	2021	2022	2023
Spanish Mainland	20.1%	--	65.5%	42.6%	33.9%
Germany	39.5%	--	16.6%	27.1%	31.1%
United Kingdom	10.1%	--	2.1%	8.1%	8.0%
Netherlands	8.5%	--	2.0%	5.6%	5.4%
Denmark	3.0%	--	0.4%	1.4%	3.8%
France	3.3%	--	2.2%	2.8%	2.4%
Poland	2.4%	--	3.2%	0.7%	2.3%
Belgium	2.6%	--	2.1%	2.5%	2.2%
Austria	1.2%	--	0.6%	0.8%	2.2%
Switzerland	3.6%	--	2.6%	3.2%	1.9%
Others	5.7%	--	2.7%	5.3%	6.9%

Where do they stay?

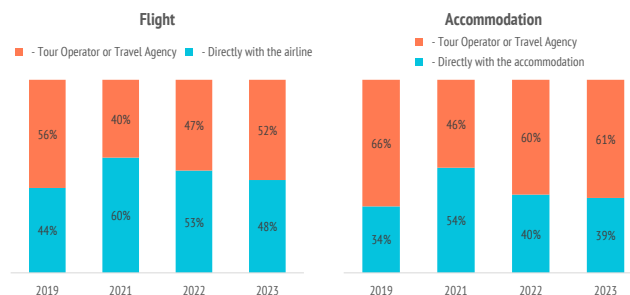
	2019	2020	2021	2022	2023
1-2-3* Hotel	10.7%	--	6.6%	3.1%	5.3%
4* Hotel	40.1%	--	62.7%	58.5%	59.5%
5* Hotel / 5* Luxury Hotel	0.0%	--	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	16.6%	--	15.8%	23.0%	17.7%
House/room rented in a private dwelling	11.2%	--	3.9%	4.3%	6.4%
Private accommodation (1)	8.8%	--	6.1%	5.9%	5.3%
Others (Cottage, cruise, camping,...)	12.5%	--	5.0%	5.3%	5.8%

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



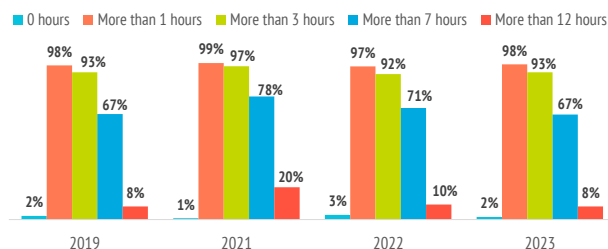
What do they book?

	2019	2020	2021	2022	2023
Room only	40.7%	--	26.8%	29.6%	25.9%
Bed and Breakfast	12.5%	--	24.2%	19.7%	16.4%
Half board	25.7%	--	27.4%	31.6%	30.9%
Full board	0.6%	--	1.9%	1.6%	4.0%
All inclusive	20.5%	--	19.6%	17.5%	22.8%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	2.3%	--	0.8%	2.9%	1.6%
1 - 2 hours	4.4%	--	2.0%	4.9%	5.0%
3 - 6 hours	26.5%	--	19.2%	21.4%	26.8%
7 - 12 hours	58.6%	--	57.5%	61.2%	58.3%
More than 12 hours	8.3%	--	20.5%	9.5%	8.3%
Outdoor time per day	8.1	--	9.7	8.4	8.2



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	80.3%	--	68.2%	76.5%	79.8%
Explore the island on their own	76.2%	--	75.4%	73.8%	75.0%
Beach	60.1%	--	60.7%	60.6%	65.2%
Hiking	--	--	58.6%	50.0%	51.9%
Swimming pool, hotel facilities	39.3%	--	39.0%	43.6%	46.6%
Taste Canarian gastronomy	41.1%	--	48.9%	41.1%	41.7%
Organized excursions	16.9%	--	17.2%	19.7%	26.0%
Museums / exhibitions	22.6%	--	18.0%	18.6%	22.8%
Wineries / markets / popular festivals	18.8%	--	14.8%	18.5%	19.0%
Other Nature Activities	--	--	18.5%	17.6%	16.6%
Astronomical observation	16.2%	--	17.7%	16.7%	15.8%
Sea excursions / whale watching	15.1%	--	15.6%	9.8%	14.9%
Nightlife / concerts / shows	5.0%	--	2.0%	3.1%	6.8%
Running	--	--	4.9%	5.2%	6.4%
Swim	--	--	24.4%	4.7%	4.0%
Beauty and health treatments	3.0%	--	1.7%	3.4%	3.7%
Scuba Diving	--	--	4.0%	4.0%	2.4%
Practice other sports	--	--	3.5%	3.0%	2.0%
Cycling / Mountain bike	--	--	3.4%	2.7%	1.7%
Theme parks	1.8%	--	2.6%	1.9%	1.4%
Surf	--	--	0.4%	0.4%	0.5%
Golf	--	--	0.0%	0.1%	0.0%
Windsurf / Kitesurf	--	--	0.1%	0.1%	0.0%

* Multi-choice question

What places do they visit?

	2019	2020	2021	2022	2023
Santa Cruz de La Palma	74.1%	--	70.7%	76.6%	78.1%
Tazacorte Harbour	64.5%	--	63.1%	59.3%	62.5%
Los Llanos de Aridane	63.1%	--	63.1%	59.5%	60.4%
Nuevo Volcán en Cumbre Vieja	0.0%	--	0.0%	53.7%	54.0%
Caldera de Taburiente National Pa	62.3%	--	60.0%	54.3%	53.9%
Ruta de los Volcanes	55.9%	--	57.9%	45.8%	52.1%
Roque de Los Muchachos Observa	47.9%	--	57.2%	48.1%	48.2%
Los Tilos Forest	41.9%	--	52.1%	48.5%	46.4%

¿Cuántos son fieles al destino?

	2019	2020	2021	2022	2023
La Palma: Repeat tourists	68.9%	--	56.5%	63.4%	63.6%
La Palma: At least 10 previous visits	5.7%	--	3.7%	5.1%	4.1%
Canary Islands: Repeat tourists	79.4%	--	66.0%	73.7%	77.6%
Canary Islands: At least 10 previous visits	19.7%	--	12.0%	17.4%	16.3%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	52.2%	--	46.0%	40.7%	43.9%
Women	47.8%	--	54.0%	59.3%	56.1%
Age					
Average age	50.94	--	44.71	45.86	48.06
Standard deviation	14.1	--	13.2	13.7	15.2
Age range					
16 - 24 years old	3.7%	--	6.1%	4.4%	7.7%
25 - 30 years old	6.7%	--	10.4%	12.7%	8.3%
31 - 45 years old	22.5%	--	32.3%	33.8%	27.0%
46 - 60 years old	40.2%	--	40.6%	33.1%	31.6%
Over 60 years old	26.9%	--	10.6%	16.1%	25.4%
Occupation					
Salaried worker	54.9%	--	65.7%	66.0%	59.7%
Self-employed	10.2%	--	9.9%	8.4%	8.2%
Unemployed	1.3%	--	2.1%	2.8%	1.0%
Business owner	9.6%	--	10.5%	7.0%	9.1%
Student	3.3%	--	3.2%	2.6%	3.0%
Retired	20.0%	--	7.6%	11.6%	17.9%
Unpaid domestic work	0.3%	--	0.0%	0.7%	0.0%
Others	0.4%	--	1.0%	0.9%	1.0%
Annual household income level					
Less than €25,000	12.4%	--	17.1%	15.8%	11.2%
€25,000 - €49,999	36.3%	--	39.0%	35.8%	37.6%
€50,000 - €74,999	25.8%	--	25.1%	24.1%	24.0%
More than €74,999	25.5%	--	18.8%	24.3%	27.3%
Education level					
No studies	1.1%	--	0.2%	0.5%	1.1%
Primary education	3.2%	--	2.1%	1.7%	2.5%
Secondary education	19.7%	--	14.3%	19.5%	18.5%
Higher education	76.1%	--	83.3%	78.2%	77.9%

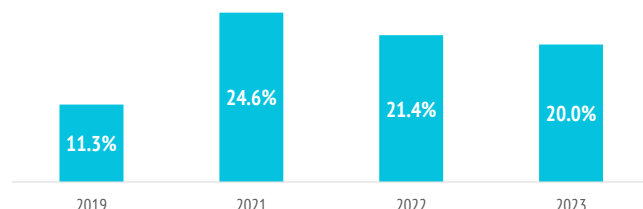
Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	88.7%	--	75.4%	78.6%	80.0%
Two islands	8.2%	--	22.3%	18.0%	16.5%
Three or more islands	3.1%	--	2.3%	3.4%	3.5%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

	2019	2020	2021	2022	2023
Satisfaction (scale 0-10)					
Average rating	8.86	--	8.85	9.08	9.01
Experience in the Canary Islands					
Worse or much worse than expected	2.0%	--	2.0%	1.7%	2.1%
Lived up to expectations	50.6%	--	47.7%	50.3%	48.7%
Better or much better than expected	47.4%	--	50.3%	47.9%	49.2%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.87	--	9.03	9.15	9.07
Recommend visiting the Canary Islands	9.19	--	9.25	9.37	9.38

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	10.6%	--	15.5%	9.9%	7.3%
Only with partner	57.7%	--	44.3%	51.1%	54.7%
Only with children (< 13 years old)	3.0%	--	1.9%	4.7%	3.2%
Partner + children (< 13 years old)	5.4%	--	3.4%	6.4%	5.5%
Other relatives	5.2%	--	6.1%	5.8%	8.5%
Friends	5.6%	--	7.2%	6.7%	5.4%
Work colleagues	0.3%	--	5.3%	1.3%	2.0%
Organized trip	0.3%	--	1.5%	0.3%	0.6%
Other combinations (2)	11.8%	--	14.8%	13.8%	12.9%
<i>(2) Combination of some of the groups previously analyzed</i>					
Tourists with children	11.2%	--	6.3%	14.2%	11.5%
- Between 0 and 2 years old	0.7%	--	0.6%	0.4%	0.5%
- Between 3 and 12 years old	10.0%	--	5.2%	13.5%	10.2%
- Between 0-2 and 3-12 years old	0.5%	--	0.4%	0.3%	0.8%
Tourists without children	88.8%	--	93.7%	85.8%	88.5%
Group composition:					
- 1 person	13.6%	--	21.7%	11.0%	9.3%
- 2 people	63.4%	--	55.5%	58.9%	63.4%
- 3 people	10.8%	--	9.2%	13.1%	10.8%
- 4 or 5 people	10.6%	--	11.2%	14.7%	14.1%
- 6 or more people	1.6%	--	2.5%	2.3%	2.4%
Average group size:	2.29	--	2.24	2.47	2.45

*People who share the main expenses of the trip