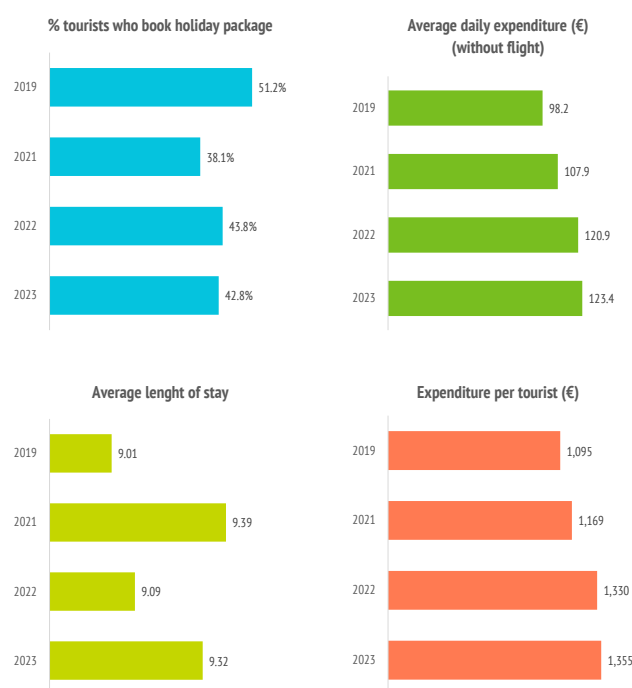


How many are they and how much do they spend?



	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	5,729	1,857	2,675	5,822	6,449
Tourist arrivals ≥ 16 years old (EGT) (*)	5,041	1,645	2,320	5,083	5,602
- book holiday package (*)	2,581	--	884	2,225	2,396
- do not book holiday package (*)	2,459	--	1,437	2,858	3,206
- % tourists who book holiday package	51.2%	--	38.1%	43.8%	42.8%
Children < 16 years old (FRONTUR - EGT) (*)	689	--	355	739	847
Expenditure per tourist (€)					
- book holiday package	1,266	--	1,360	1,520	1,598
- holiday package	1,005	--	1,064	1,219	1,280
- others	261	--	296	302	317
- do not book holiday package	915	--	1,052	1,181	1,175
- flight	255	--	255	320	312
- accommodation	280	--	362	405	405
- others	380	--	435	456	458
Average length of stay	9.01	--	9.39	9.09	9.32
Average daily expenditure (€)	138.0	--	143.5	166.3	168.9
Average daily expenditure (without flight)	98.2	--	107.9	120.9	123.4
Average cost of the flight (€)	313.4	--	285.5	359.1	359.1
Total turnover (≥ 16 years old) (€m)	5,520	--	2,713	6,758	7,593

(*) Thousands of tourists



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

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	79.7%	--	81.0%	83.2%	80.8%
- Additional accommodation expenses	9.7%	--	9.2%	7.0%	7.2%
Transport:					
- National/International Transport	91.7%	--	95.6%	95.8%	93.2%
- Flights between islands	3.8%	--	5.6%	4.4%	5.1%
- Taxi	42.9%	--	42.4%	50.2%	49.9%
- Car rental	24.4%	--	44.4%	37.5%	37.6%
- Public transport	5.9%	--	9.9%	8.8%	10.7%
Food and drink:					
- Food purchases at supermarkets	48.5%	--	56.4%	56.5%	58.2%
- Restaurants	59.1%	--	71.7%	71.4%	72.3%
Leisure:					
- Organized excursions	20.1%	--	27.9%	29.5%	30.3%
- Sport activities	4.6%	--	9.2%	8.9%	8.8%
- Cultural activities	2.0%	--	2.9%	3.1%	3.2%
- Museums	2.3%	--	3.1%	3.6%	3.5%
- Theme Parks	11.3%	--	15.8%	19.4%	19.8%
- Discos and pubs	7.7%	--	7.4%	11.7%	13.0%
- Wellness	2.9%	--	5.5%	6.6%	6.7%
Purchases of goods:					
- Souvenirs	44.4%	--	43.0%	39.4%	41.3%
- Real state	0.3%	--	0.3%	0.1%	0.2%
- Other expenses	0.6%	--	0.8%	0.8%	0.9%
Other:					
- Medical or pharmaceutical expenses	5.6%	--	13.6%	8.0%	7.8%
- Other expenses	5.0%	--	7.3%	5.8%	5.7%

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	765	--	725	782	829
- Accommodation	548	--	574	650	692
- Additional accommodation expenses	217	--	150	131	138
Transport:					
- National/International Transport	598	--	641	742	718
- National/International Transport	342	--	299	375	385
- Flights between islands	73	--	82	98	87
- Taxi	64	--	94	94	95
- Car rental	92	--	133	140	124
- Public transport	27	--	33	34	28
Food and drink:					
- Food purchases at supermarkets	298	--	283	302	304
- Food purchases at supermarkets	117	--	98	99	100
- Restaurants	180	--	184	204	204
Leisure:					
- Organized excursions	514	--	493	536	539
- Organized excursions	100	--	89	97	98
- Sport activities	103	--	106	97	102
- Cultural activities	60	--	51	55	59
- Museums	26	--	26	34	35
- Theme Parks	68	--	60	73	73
- Discos and pubs	97	--	87	96	95
- Wellness	60	--	74	84	77
Purchases of goods:					
- Souvenirs	814	--	672	989	1,272
- Souvenirs	115	--	81	78	84
- Real state	477	--	332	741	1,000
- Other expenses	222	--	259	171	188
Other:					
- Medical or pharmaceutical expenses	162	--	157	119	135
- Medical or pharmaceutical expenses	43	--	66	42	44
- Other expenses	118	--	91	78	90

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	90.1%	--	85.4%	89.4%	88.8%
Visiting family or friends	6.4%	--	9.8%	7.7%	8.1%
Business and work	2.0%	--	3.0%	1.2%	1.5%
Education and training	0.2%	--	0.3%	0.3%	0.3%
Sports training	0.4%	--	0.5%	0.4%	0.5%
Health or medical care	0.1%	--	0.2%	0.1%	0.1%
Fairs and congresses	0.2%	--	0.2%	0.2%	0.2%
Others	0.6%	--	0.6%	0.6%	0.5%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	51.3%	--	46.6%	47.3%	48.1%
Enjoy family time	15.7%	--	16.0%	17.4%	16.3%
Have fun	12.2%	--	7.6%	9.1%	9.4%
Explore the destination	18.2%	--	26.0%	22.9%	22.8%
Practice their hobbies	1.3%	--	2.3%	1.8%	1.7%
Other reasons	1.3%	--	1.5%	1.5%	1.7%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	35.5%	31.9%	13.0%
Canary Islands	--	--	15.8%	18.9%	24.3%
Other destination	--	--	48.7%	49.3%	62.7%
Balearic Islands	--	--	3.5%	3.8%	4.6%
Rest of Spain	--	--	12.1%	11.4%	12.3%
Italy	--	--	6.4%	6.5%	7.8%
France	--	--	5.5%	4.7%	5.3%
Turkey	--	--	1.4%	1.7%	2.7%
Greece	--	--	4.2%	5.1%	6.3%
Portugal	--	--	2.8%	3.3%	4.3%
Croatia	--	--	1.7%	1.9%	2.3%
Egypt	--	--	0.4%	0.5%	1.0%
Tunisia	--	--	0.1%	0.1%	0.2%
Morocco	--	--	0.4%	0.4%	0.7%
Others	--	--	10.1%	9.6%	15.2%

* 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")	--	--	29.0%	29.2%	29.0%
Canary Islands (other island)	--	--	23.9%	22.5%	23.3%
Other destination	--	--	47.1%	48.3%	47.7%
Balearic Islands	--	--	7.0%	6.5%	6.0%
Rest of Spain	--	--	8.5%	9.5%	9.2%
Italy	--	--	4.9%	5.3%	5.1%
France	--	--	1.6%	1.9%	1.8%
Turkey	--	--	2.7%	3.2%	3.4%
Greece	--	--	8.2%	8.6%	8.0%
Portugal	--	--	6.2%	6.5%	6.6%
Croatia	--	--	2.5%	2.3%	2.6%
Egypt	--	--	2.0%	2.0%	2.3%
Others	--	--	3.6%	2.7%	2.6%

* Percentage of valid answers

Importance of each factor in the destination choice

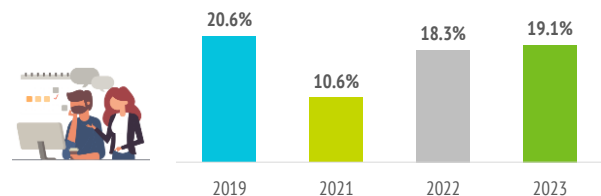
	2019	2020	2021	2022	2023
Climate	76.9%	--	75.8%	73.8%	74.5%
Safety	51.7%	--	47.7%	50.0%	54.2%
Tranquility	45.1%	--	45.7%	43.4%	44.8%
Accommodation supply	41.4%	--	35.6%	40.9%	41.8%
Sea	39.3%	--	46.9%	40.8%	40.5%
Landscapes	36.5%	--	43.5%	37.5%	38.7%
Price	38.7%	--	33.0%	35.9%	38.1%
Environment	36.0%	--	37.4%	35.8%	37.0%
Effortless trip	34.2%	--	33.2%	36.0%	36.6%
European belonging	35.4%	--	39.0%	35.3%	34.5%
Beaches	30.7%	--	37.1%	31.6%	31.5%
Gastronomy	24.0%	--	29.2%	26.6%	27.6%
Fun possibilities	25.4%	--	23.1%	25.1%	26.3%
Authenticity	21.3%	--	24.5%	22.0%	23.3%
Exoticism	13.3%	--	15.6%	12.3%	13.0%
Hiking trail network	10.9%	--	14.1%	11.8%	12.0%
Shopping	11.1%	--	8.9%	9.2%	10.1%
Culture	8.8%	--	9.2%	9.1%	9.5%
Nightlife	10.0%	--	7.4%	7.9%	9.2%
Historical heritage	9.3%	--	9.2%	8.6%	9.1%

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.

How far in advance do they book their trip?

	2019	2020	2021	2022	2023
The same day	0.7%	--	0.9%	0.7%	0.7%
Between 1 and 30 days	23.5%	--	42.7%	25.1%	23.2%
Between 1 and 2 months	22.7%	--	27.7%	25.8%	24.3%
Between 3 and 6 months	32.5%	--	18.1%	30.2%	32.6%
More than 6 months	20.6%	--	10.6%	18.3%	19.1%

% 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	48.4%	--	43.9%	49.4%	48.7%
Friends or relatives	30.7%	--	35.8%	34.2%	33.6%
Internet or social media	53.2%	--	53.9%	54.4%	53.8%
Mass Media	1.7%	--	2.5%	2.3%	2.3%
Travel guides and magazines	7.4%	--	7.3%	7.6%	6.9%
Travel Blogs or Forums	6.0%	--	9.7%	7.8%	7.5%
Travel TV Channels	0.8%	--	0.5%	0.7%	0.7%
Tour Operator or Travel Agency	20.0%	--	17.6%	19.8%	18.7%
Public administrations or similar	0.4%	--	2.3%	1.6%	0.7%
Others	2.9%	--	2.9%	3.5%	3.2%

* Multi-choice question

Tourist profile. Historical data (2019 - 2023)

TENERIFE



With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	47.7%	--	58.6%	53.4%	53.7%
- Tour Operator or Travel Agency	52.3%	--	41.4%	46.6%	46.3%
Accommodation					
- Directly with the accommodation	34.3%	--	43.9%	39.1%	39.4%
- Tour Operator or Travel Agency	65.7%	--	56.1%	60.9%	60.6%

Where are they from?

	2019	2020	2021	2022	2023
United Kingdom	39.1%	--	22.7%	38.5%	38.3%
Spanish Mainland	14.4%	--	21.0%	14.1%	13.4%
Germany	11.5%	--	13.1%	10.9%	11.6%
France	3.8%	--	7.5%	5.5%	5.3%
Italy	3.7%	--	5.4%	5.0%	5.0%
Belgium	3.9%	--	5.8%	4.1%	3.8%
Netherlands	3.2%	--	4.4%	3.7%	3.8%
Ireland	2.7%	--	2.3%	3.1%	3.1%
Poland	2.3%	--	4.6%	1.9%	1.9%
Denmark	1.5%	--	1.5%	1.8%	1.4%
Others	14.0%	--	11.7%	11.4%	12.5%

Where do they stay?

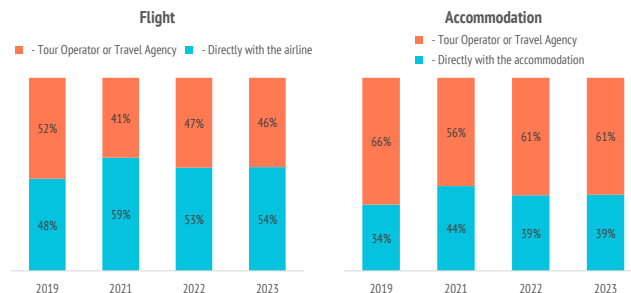
	2019	2020	2021	2022	2023
1-2-3* Hotel	10.0%	--	8.2%	8.2%	8.7%
4* Hotel	35.8%	--	36.9%	38.3%	37.7%
5* Hotel / 5* Luxury Hotel	11.0%	--	12.9%	12.7%	11.6%
Aparthotel / Tourist Villa	20.2%	--	14.6%	15.3%	15.7%
House/room rented in a private dwelling	7.0%	--	8.8%	8.2%	7.8%
Private accommodation (1)	9.2%	--	11.7%	9.5%	10.2%
Others (Cottage, cruise, camping,...)	6.7%	--	7.0%	7.9%	8.3%

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



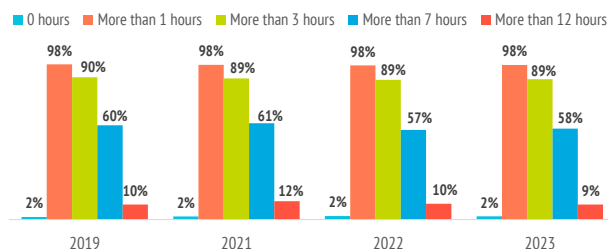
What do they book?

	2019	2020	2021	2022	2023
Room only	28.5%	--	29.4%	28.6%	29.2%
Bed and Breakfast	15.2%	--	19.5%	17.1%	17.5%
Half board	23.1%	--	22.0%	22.3%	23.5%
Full board	3.4%	--	3.1%	3.5%	3.6%
All inclusive	29.7%	--	26.0%	28.4%	26.3%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	1.6%	--	2.0%	2.3%	2.0%
1 - 2 hours	8.2%	--	8.6%	9.2%	9.0%
3 - 6 hours	30.4%	--	28.4%	31.7%	31.3%
7 - 12 hours	50.3%	--	49.3%	46.9%	48.2%
More than 12 hours	9.5%	--	11.7%	10.0%	9.5%
Outdoor time per day	7.8	--	8.0	7.6	7.6



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	71.7%	--	77.7%	79.3%	78.2%
Beach	60.5%	--	72.2%	67.3%	66.5%
Swimming pool, hotel facilities	59.0%	--	61.1%	63.8%	62.0%
Explore the island on their own	45.5%	--	55.4%	51.0%	50.9%
Taste Canarian gastronomy	25.2%	--	33.1%	30.2%	29.9%
Theme parks	23.1%	--	20.0%	23.5%	23.3%
Hiking	--	--	25.6%	20.4%	20.6%
Organized excursions	18.9%	--	18.5%	21.4%	20.3%
Nightlife / concerts / shows	17.8%	--	11.6%	16.6%	17.9%
Sea excursions / whale watching	14.8%	--	19.2%	17.5%	17.3%
Wineries / markets / popular festivals	9.4%	--	7.6%	8.5%	9.8%
Other Nature Activities	--	--	11.1%	8.9%	9.6%
Swim	--	--	38.5%	9.8%	8.1%
Museums / exhibitions	7.5%	--	7.8%	7.6%	7.4%
Beauty and health treatments	5.6%	--	6.6%	6.6%	7.0%
Running	--	--	7.0%	5.1%	5.5%
Astronomical observation	4.4%	--	4.8%	4.3%	5.1%
Practice other sports	--	--	5.2%	4.5%	4.7%
Scuba Diving	--	--	4.1%	3.0%	3.2%
Golf	--	--	2.8%	2.5%	2.9%
Surf	--	--	4.0%	2.5%	2.4%
Cycling / Mountain bike	--	--	2.5%	1.7%	1.9%
Windsurf / Kitesurf	--	--	1.1%	0.9%	0.8%

* Multi-choice question

What places do they visit?

	2019	2020	2021	2022	2023
Teide National Park	37.3%	--	47.0%	43.1%	37.9%
Santa Cruz	28.7%	--	39.2%	35.2%	34.0%
La Laguna	18.3%	--	28.7%	24.0%	22.0%
Los Gigantes Cliffs	16.6%	--	26.3%	23.1%	18.5%
Garachico	15.0%	--	24.1%	21.6%	17.7%
La Orotava	15.6%	--	22.4%	19.0%	17.1%
Icod de los Vinos	14.6%	--	17.3%	14.3%	14.3%
Anaga rural park	10.6%	--	17.3%	13.5%	13.3%
Barranco de Masca	11.8%	--	15.0%	12.4%	11.7%
Teno / Buenavista	7.1%	--	10.2%	7.2%	7.1%
Barranco del Infierno	3.7%	--	3.9%	3.2%	3.4%

¿Cuántos son fieles al destino?

	2019	2020	2021	2022	2023
Tenerife: Repeat tourists	62.3%	--	58.2%	61.8%	63.6%
Tenerife: At least 10 previous visits	9.2%	--	9.8%	9.6%	10.0%
Canary Islands: Repeat tourists	68.0%	--	63.1%	66.8%	69.9%
Canary Islands: At least 10 previous visits	15.9%	--	16.0%	16.8%	17.5%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	47.2%	--	46.3%	44.7%	47.8%
Women	52.8%	--	53.7%	55.3%	52.2%
Age					
Average age	44.94	--	41.60	44.53	44.96
Standard deviation	15.2	--	15.3	15.8	16.7
Age range					
16 - 24 years old	8.4%	--	13.4%	10.7%	12.4%
25 - 30 years old	13.7%	--	17.1%	12.9%	12.1%
31 - 45 years old	30.3%	--	32.0%	31.5%	30.4%
46 - 60 years old	29.8%	--	23.5%	25.6%	23.2%
Over 60 years old	17.9%	--	14.1%	19.3%	21.9%
Occupation					
Salaried worker	56.9%	--	59.3%	58.0%	56.1%
Self-employed	11.9%	--	11.5%	11.1%	10.7%
Unemployed	1.5%	--	1.7%	1.1%	1.0%
Business owner	9.1%	--	9.9%	8.2%	8.3%
Student	3.7%	--	6.0%	4.8%	4.7%
Retired	15.3%	--	10.3%	15.2%	17.7%
Unpaid domestic work	0.8%	--	0.5%	0.7%	0.6%
Others	0.8%	--	0.8%	0.8%	0.9%
Annual household income level					
Less than €25,000	20.7%	--	17.1%	15.2%	14.5%
€25,000 - €49,999	37.8%	--	37.2%	35.0%	35.4%
€50,000 - €74,999	21.2%	--	22.6%	24.4%	23.1%
More than €74,999	20.3%	--	23.0%	25.5%	27.0%
Education level					
No studies	6.2%	--	2.6%	3.9%	4.5%
Primary education	2.3%	--	1.7%	1.5%	1.8%
Secondary education	22.9%	--	17.4%	19.4%	18.9%
Higher education	68.7%	--	78.3%	75.2%	74.8%

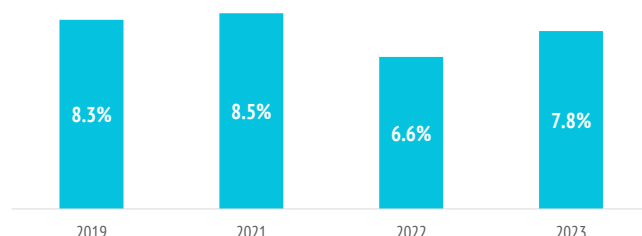
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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	91.7%	--	91.5%	93.4%	92.2%
Two islands	7.4%	--	7.6%	5.7%	6.7%
Three or more islands	0.9%	--	0.9%	0.9%	1.1%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

	2019	2020	2021	2022	2023
Satisfaction (scale 0-10)					
Average rating	8.66	--	8.86	8.86	8.81
Experience in the Canary Islands					
Worse or much worse than expected	2.9%	--	2.5%	2.8%	2.7%
Lived up to expectations	53.9%	--	48.6%	50.9%	51.5%
Better or much better than expected	43.3%	--	48.9%	46.3%	45.8%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.68	--	8.81	8.82	8.82
Recommend visiting the Canary Islands	8.92	--	9.10	9.07	9.05

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	9.2%	--	11.3%	8.5%	8.8%
Only with partner	47.4%	--	49.3%	47.3%	48.4%
Only with children (< 13 years old)	6.2%	--	4.0%	4.5%	4.1%
Partner + children (< 13 years old)	6.7%	--	5.4%	8.3%	7.3%
Other relatives	9.5%	--	8.9%	10.0%	9.9%
Friends	6.6%	--	8.9%	7.1%	7.3%
Work colleagues	0.6%	--	0.8%	0.6%	0.7%
Organized trip	0.3%	--	0.2%	0.4%	0.2%
Other combinations (2)	13.5%	--	11.2%	13.1%	13.4%
<i>(2) Combination of some of the groups previously analyzed</i>					
Tourists with children	18.6%	--	13.4%	18.4%	17.2%
- Between 0 and 2 years old	1.9%	--	1.2%	1.3%	1.5%
- Between 3 and 12 years old	15.0%	--	11.0%	15.8%	14.4%
- Between 0-2 and 3-12 years old	1.7%	--	1.2%	1.3%	1.3%
Tourists without children	81.4%	--	86.6%	81.6%	82.8%
Group composition:					
- 1 person	14.0%	--	13.3%	10.8%	10.9%
- 2 people	54.0%	--	58.6%	55.0%	56.4%
- 3 people	11.9%	--	10.8%	12.5%	12.2%
- 4 or 5 people	16.5%	--	14.6%	17.9%	16.3%
- 6 or more people	3.6%	--	2.8%	3.7%	4.2%
Average group size:	2.53	--	2.44	2.61	2.60

*People who share the main expenses of the trip