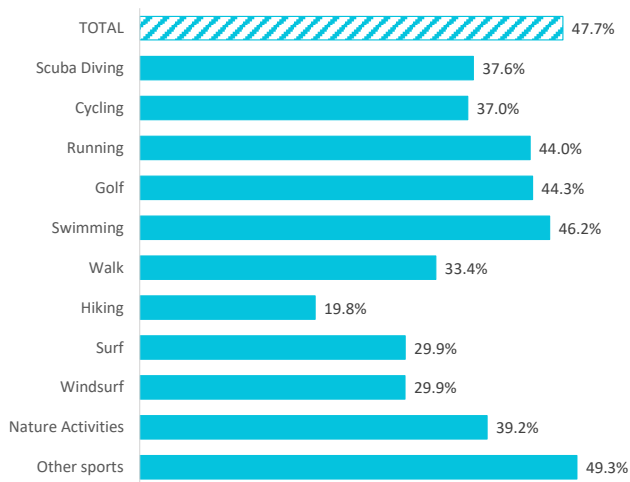


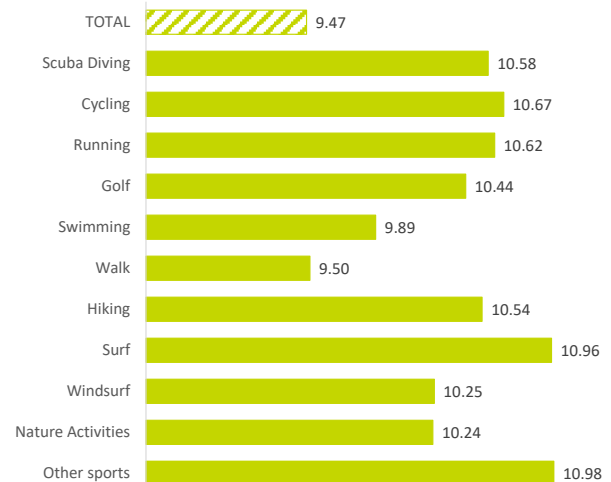
TOURIST EXPENDITURE

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	402,377	423,381	804,202	348,985	1,100,078	10,318,196	2,610,506	402,672	127,490	1,136,835	632,317
% Tourists	100%	2.9%	3.0%	5.7%	2.5%	7.8%	73.1%	18.5%	2.9%	0.9%	8.1%	4.5%
- Lanzarote	2,601,667	93,081	180,862	178,873	36,913	228,207	2,080,153	423,990	75,242	20,543	201,174	99,654
- Fuerteventura	1,984,658	46,640	52,605	89,103	52,533	140,199	1,210,287	278,807	111,326	45,593	133,339	95,041
- Gran Canaria	3,737,159	75,219	81,251	217,010	94,461	270,690	2,508,761	666,395	80,769	16,258	235,973	168,277
- Tenerife	5,601,943	181,105	104,958	308,070	164,369	453,472	4,380,417	1,153,239	133,514	44,809	536,727	264,109
- La Palma	133,951	3,157	2,264	8,512	49	5,323	106,905	69,561	645	48	22,269	2,744
% tourists who book holiday package	47.7%	37.6%	37.0%	44.0%	44.3%	46.2%	33.4%	19.8%	29.9%	29.9%	39.2%	49.3%
Expenditure per tourist (€)	1,387	1,449	1,506	1,432	1,687	1,460	1,372	1,339	1,316	1,590	1,257	1,509
- book holiday package	1,596	1,647	1,740	1,655	1,824	1,640	1,580	1,595	1,588	1,770	1,528	1,772
- holiday package	1,319	1,309	1,435	1,349	1,439	1,299	1,287	1,283	1,239	1,394	1,226	1,440
- others	277	338	305	306	385	341	292	312	350	376	302	331
- do not book holiday package	1,196	1,336	1,365	1,302	1,578	1,316	1,193	1,211	1,249	1,513	1,141	1,340
- flight	328	375	359	344	361	334	323	324	346	405	306	336
- accommodation	420	384	465	453	613	435	416	394	369	517	362	457
- others	448	577	541	504	605	548	454	492	535	591	474	547
Average lenght of stay	9.47	10.58	10.67	10.62	10.44	9.89	9.50	10.54	10.96	10.25	10.24	10.98
Average daily expenditure (€)	167.8	164.7	170.2	166.4	191.8	170.8	166.1	150.7	147.3	172.8	146.4	168.5
Average daily expenditure without flight (€)	120.2	118.6	122.4	119.4	142.5	125.2	119.7	108.3	106.3	124.6	105.6	122.6
Average cost of the flight (€)	387.4	406.7	411.5	393.1	419.3	385.3	378.1	364.8	363.2	430.5	341.3	404.2
Total turnover (≥ 16 years old) (€m)	19,565	583	638	1,152	589	1,606	14,152	3,496	530	203	1,429	954
% Turnover	100%	3.0%	3.3%	5.9%	3.0%	8.2%	72.3%	17.9%	2.7%	1.0%	7.3%	4.9%

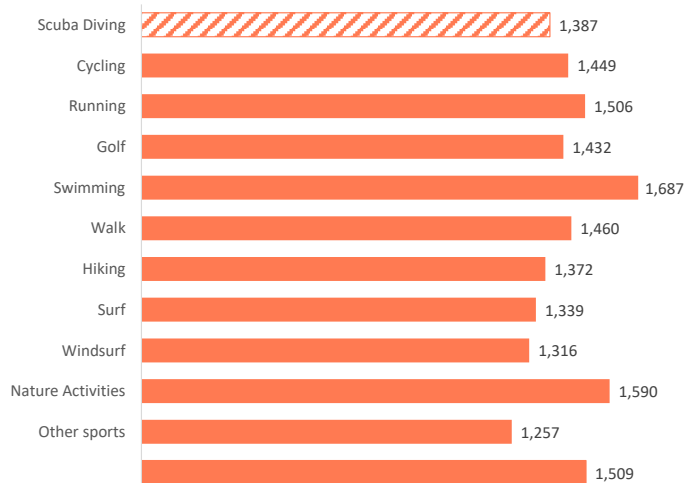
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



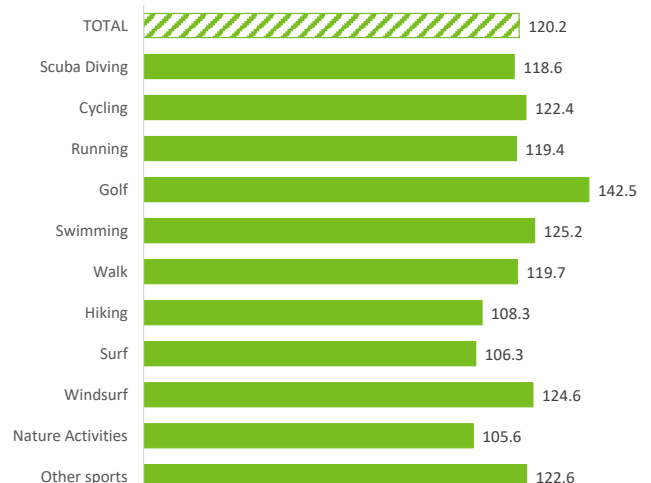
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Accommodation:												
- Accommodation	83.7%	78.3%	81.5%	77.6%	78.9%	80.0%	84.0%	82.1%	77.4%	84.5%	81.3%	76.9%
- Additional accommodation expenses	7.1%	11.0%	9.0%	8.7%	10.5%	8.6%	7.4%	8.4%	10.1%	13.0%	8.2%	9.4%
Transport:												
- National/International Transport	94.9%	92.4%	95.2%	93.9%	94.4%	93.4%	95.3%	95.7%	94.2%	94.6%	94.8%	93.9%
- Flights between islands	5.6%	12.0%	9.9%	6.8%	5.9%	7.3%	5.7%	8.5%	10.9%	10.6%	9.4%	6.6%
- Taxi	52.6%	43.2%	45.8%	47.0%	54.2%	54.6%	52.5%	35.6%	28.9%	39.2%	32.0%	47.1%
- Car rental	32.4%	45.9%	37.5%	36.0%	27.6%	30.0%	34.0%	55.6%	52.5%	44.0%	60.5%	37.9%
- Public transport	11.2%	11.1%	10.9%	12.9%	6.9%	10.3%	12.5%	14.9%	11.8%	10.0%	13.9%	12.6%
Food and drink:												
- Food purchases at supermarkets	58.8%	64.5%	68.2%	67.8%	57.3%	65.2%	61.9%	70.0%	76.4%	70.9%	71.5%	64.7%
- Restaurants	66.5%	68.0%	72.9%	70.7%	70.3%	70.3%	69.9%	75.0%	74.3%	68.9%	75.4%	66.9%
Leisure:												
- Organized excursions	24.7%	39.1%	28.0%	24.0%	22.7%	29.1%	26.1%	31.1%	26.2%	26.7%	35.0%	26.9%
- Sport activities	8.1%	33.9%	30.6%	15.2%	39.9%	15.7%	8.2%	11.2%	41.5%	42.0%	12.8%	30.2%
- Cultural activities	2.8%	4.2%	3.6%	3.8%	2.5%	3.8%	3.1%	4.1%	5.4%	3.3%	6.2%	3.6%
- Museums	5.5%	8.1%	11.7%	7.0%	2.8%	5.9%	6.3%	11.3%	7.9%	6.2%	12.9%	5.4%
- Theme Parks	10.9%	18.1%	8.4%	13.2%	12.6%	15.9%	12.0%	11.9%	12.5%	9.7%	15.8%	13.2%
- Discos and pubs	10.7%	14.3%	9.8%	11.1%	14.4%	16.0%	12.3%	9.4%	15.3%	13.7%	10.7%	13.1%
- Wellness	5.3%	6.9%	5.8%	7.4%	11.4%	7.6%	6.0%	5.8%	4.0%	6.1%	5.3%	7.8%
Purchases of goods:												
- Souvenirs	41.5%	46.6%	43.2%	44.6%	39.0%	45.9%	44.1%	44.6%	40.2%	41.6%	49.1%	43.7%
- Real estate	0.2%	0.4%	0.3%	0.2%	0.2%	0.4%	0.2%	0.3%	0.2%	0.1%	0.2%	0.1%
- Other purchases	0.8%	1.8%	1.1%	1.6%	0.7%	1.5%	0.8%	1.2%	1.2%	0.7%	1.5%	1.2%
Others:												
- Medical expenses	7.7%	10.8%	8.6%	9.0%	7.9%	10.1%	8.3%	9.2%	7.7%	8.9%	9.6%	10.6%
- Other expenses	5.4%	5.9%	5.5%	5.7%	7.0%	5.7%	5.7%	5.3%	5.2%	7.9%	6.2%	6.7%

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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	866	791	892	919	1,026	910	838	762	778	914	698	948
- Additional accommodation expenses	157	127	140	177	109	182	152	140	214	195	124	154
Transport:												
- National/International Transport	733	757	700	715	782	722	711	709	713	794	669	760
- Flights between islands	408	440	432	419	444	412	397	381	386	455	360	430
- Taxi	84	80	56	65	89	69	78	76	87	94	75	89
- Car rental	89	89	76	82	81	85	86	94	76	75	86	90
- Public transport	122	128	115	120	149	133	122	130	141	139	122	123
- Wellness	29	21	22	29	19	23	29	27	24	31	26	28
Food and drink:												
- Food purchases at supermarkets	306	317	340	319	403	336	299	302	323	335	274	333
- Restaurants	108	117	124	123	133	125	103	111	139	124	109	132
- Restaurants	199	200	216	196	270	211	197	191	184	211	165	201
Leisure:												
- Organized excursions	535	593	589	568	671	613	517	508	528	675	514	582
- Sport activities	95	113	96	100	99	104	94	92	96	113	84	111
- Sport activities	99	121	87	82	155	105	90	92	92	166	99	102
- Cultural activities	58	89	61	68	93	66	57	59	54	98	53	77
- Museums	39	29	61	49	54	62	38	35	50	43	39	49
- Theme Parks	71	69	103	78	80	81	70	66	66	110	68	74
- Discos and pubs	99	98	117	120	119	110	96	86	88	73	85	89
- Wellness	74	75	64	71	71	85	73	79	83	71	84	79
Purchases of goods:												
- Souvenirs	1,242	895	1,127	2,816	533	805	1,255	1,534	668	1,301	758	1,141
- Souvenirs	87	79	83	98	95	93	85	76	90	97	80	109
- Real estate	934	73	120	2,621	100	301	936	1,185	294	100	574	731
- Other purchases	221	744	924	97	338	410	235	273	284	1,105	105	301
Others:												
- Medical expenses	138	175	115	215	163	176	135	147	153	123	113	219
- Medical expenses	47	101	44	42	67	69	45	35	46	29	30	50
- Other expenses	91	74	71	173	97	107	90	111	107	94	82	170

TOURIST PROFILE

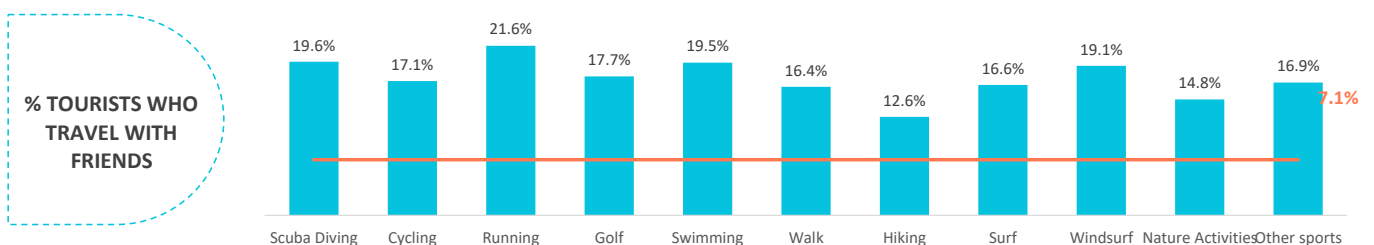
Who are they?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Gender												
Percentage of men	48.2%	57.0%	59.3%	55.2%	48.7%	50.3%	47.0%	52.8%	55.2%	60.9%	49.9%	54.2%
Percentage of women	51.8%	43.0%	40.7%	44.8%	51.3%	49.7%	53.0%	47.2%	44.8%	39.1%	50.1%	45.8%
Age												
Average age	46.37	37.16	45.96	41.31	45.95	42.13	46.08	43.41	34.65	38.62	38.36	39.32
Standard deviation	16.8	13.9	14.7	14.1	17.8	16.4	16.7	16.0	11.8	12.6	14.6	15.2
Age range												
16-24 years old	11.1%	23.1%	8.1%	14.7%	16.6%	17.8%	11.4%	12.1%	23.8%	16.6%	19.3%	20.1%
25-30 years old	10.8%	17.5%	9.0%	11.8%	11.1%	12.6%	11.1%	14.7%	21.1%	13.1%	17.8%	15.1%
31-45 years old	28.7%	31.1%	32.8%	35.9%	20.5%	29.6%	28.6%	31.4%	36.5%	38.6%	34.3%	32.0%
46-60 years old	25.2%	21.3%	32.4%	27.3%	26.4%	23.9%	25.3%	23.3%	15.5%	28.2%	19.7%	21.8%
Over 60 years old	24.2%	7.1%	17.7%	10.4%	25.4%	16.1%	23.7%	18.5%	3.0%	3.6%	8.9%	10.9%
Occupation												
Salaried worker	55.7%	57.7%	55.7%	58.0%	49.4%	55.8%	55.7%	57.0%	52.8%	54.7%	59.6%	56.7%
Self-employed	10.8%	16.9%	12.7%	14.1%	12.6%	13.1%	10.7%	11.0%	17.2%	17.7%	12.0%	12.8%
Unemployed	0.9%	1.1%	1.2%	1.1%	1.0%	1.6%	1.0%	1.3%	1.0%	0.8%	1.4%	1.5%
Business owner	8.1%	10.8%	10.3%	10.4%	11.3%	9.4%	7.5%	9.4%	11.4%	16.1%	8.6%	10.5%
Student	4.2%	6.7%	3.1%	5.2%	4.6%	5.3%	4.4%	5.2%	12.4%	4.6%	8.8%	8.4%
Retired	18.9%	4.8%	15.1%	9.4%	19.9%	13.0%	19.2%	14.9%	3.7%	4.7%	8.2%	8.6%
Unpaid domestic work	0.6%	0.6%	0.6%	0.4%	0.6%	0.6%	0.6%	0.3%	0.5%	0.2%	0.4%	0.6%
Others	0.9%	1.4%	1.4%	1.4%	0.5%	1.2%	0.9%	1.0%	0.9%	1.2%	1.0%	0.9%
Annual household income level												
Less than €25,000	13.1%	16.0%	9.4%	11.6%	12.2%	14.4%	13.3%	13.7%	16.4%	6.9%	16.8%	13.1%
€25,000 - €49,999	34.9%	31.2%	26.4%	29.7%	29.6%	31.3%	35.9%	34.6%	31.7%	25.5%	36.9%	31.4%
€50,000 - €74,999	24.4%	24.8%	24.4%	25.0%	22.5%	26.1%	24.2%	25.5%	23.2%	29.6%	23.1%	24.3%
More than €74,999	27.7%	28.1%	39.9%	33.7%	35.7%	28.3%	26.6%	26.2%	28.7%	37.9%	23.2%	31.2%
Education level												
No studies	4.0%	2.7%	3.1%	3.5%	6.2%	6.0%	4.2%	1.1%	1.5%	1.0%	1.5%	2.7%
Primary education	1.9%	2.4%	1.7%	1.2%	2.3%	1.8%	1.7%	1.6%	1.2%	1.1%	1.8%	1.5%
Secondary education	20.1%	15.6%	16.9%	18.2%	16.5%	18.1%	19.7%	17.7%	11.6%	8.7%	15.0%	17.3%
Higher education	73.9%	79.3%	78.3%	77.1%	75.0%	74.1%	74.4%	79.5%	85.7%	89.2%	81.8%	78.5%

Who do they come with?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Unaccompanied	10.1%	11.9%	10.7%	12.2%	6.8%	9.3%	9.3%	11.3%	18.5%	15.8%	10.2%	13.9%
Only with partner	47.5%	37.1%	46.3%	38.0%	47.6%	42.8%	49.2%	51.1%	32.6%	33.5%	46.7%	36.5%
Only with children (< 13 years old)	4.4%	5.6%	4.1%	5.7%	4.7%	4.7%	4.2%	3.4%	4.9%	4.4%	3.9%	4.5%
Partner + children (< 13 years old)	6.8%	5.5%	5.3%	8.5%	5.0%	6.6%	6.6%	5.2%	6.4%	6.7%	6.2%	6.9%
Other relatives	10.0%	13.2%	11.0%	11.0%	12.7%	12.3%	10.0%	7.9%	9.7%	11.7%	9.5%	11.5%
Friends	7.1%	8.5%	6.2%	6.7%	5.3%	8.7%	6.9%	7.8%	12.6%	6.3%	9.1%	9.2%
Work colleagues	0.6%	0.7%	0.2%	0.7%	0.2%	0.3%	0.4%	0.4%	0.7%	0.8%	0.5%	1.3%
Organized trip	0.2%	0.7%	0.1%	0.1%	0.0%	0.4%	0.2%	0.2%	0.2%	0.0%	0.2%	0.5%
Other combinations ⁽²⁾	13.3%	16.9%	16.0%	17.2%	17.7%	14.8%	13.3%	12.6%	14.4%	20.7%	13.7%	15.7%
⁽²⁾ Different situations have been isolated												
Tourists with children												
- Between 0 and 2 years old	1.5%	1.6%	1.0%	1.4%	0.8%	1.1%	1.4%	1.1%	0.9%	3.7%	0.9%	0.8%
- Between 3 and 12 years old	14.1%	16.9%	15.2%	18.5%	16.2%	17.5%	13.8%	10.6%	15.0%	14.8%	12.8%	15.5%
- Between 0 -2 and 3-12 years old	1.3%	1.0%	0.9%	1.7%	0.8%	0.8%	1.2%	0.8%	0.7%	0.6%	1.0%	0.6%
Tourists without children												
Group composition:												
- 1 person	12.6%	14.1%	13.5%	15.3%	9.8%	12.8%	11.6%	13.9%	23.5%	17.9%	13.3%	17.1%
- 2 people	55.3%	45.0%	51.7%	44.1%	52.6%	50.3%	56.6%	58.1%	40.6%	44.1%	55.0%	46.5%
- 3 people	12.1%	13.7%	13.2%	13.0%	11.9%	13.9%	12.0%	10.8%	11.9%	16.8%	12.0%	12.1%
- 4 or 5 people	16.0%	21.4%	16.1%	22.5%	18.0%	18.1%	15.9%	14.4%	18.2%	17.2%	16.0%	19.5%
- 6 or more people	4.0%	5.7%	5.5%	5.1%	7.7%	5.0%	3.9%	2.9%	5.7%	4.0%	3.7%	4.7%
Average group size:	2.57	2.78	2.71	2.78	2.85	2.67	2.57	2.44	2.61	2.61	2.54	2.65

*People who share the main expenses of the trip



TRIP MOTIVATION AND DESTINATION CHOICE

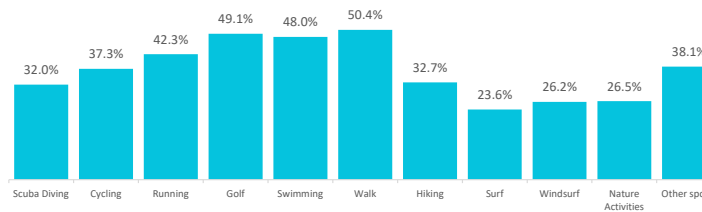
What is the main reason for visiting the Canary Islands?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Holidays	90.0%	85.9%	89.2%	86.5%	90.0%	90.2%	90.7%	89.3%	83.1%	85.7%	85.7%	81.8%
Family reasons	6.9%	9.1%	5.5%	8.5%	6.3%	7.2%	7.1%	7.9%	11.0%	6.1%	10.2%	10.2%
Business	1.6%	1.6%	0.4%	1.8%	1.1%	0.5%	0.9%	1.1%	2.0%	2.7%	1.0%	1.9%
Education and training	0.2%	1.0%	0.2%	0.6%	-	0.1%	0.2%	0.4%	0.5%	-	0.8%	1.0%
Sports training	0.5%	0.8%	3.5%	1.6%	1.3%	0.9%	0.4%	0.6%	2.5%	4.5%	0.7%	3.2%
Health	0.1%	-	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	-	0.3%	0.1%
Conventions and Exhibitions	0.2%	0.3%	0.2%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	-	0.1%	0.1%
Others	0.5%	1.4%	1.0%	0.9%	1.0%	1.1%	0.5%	0.5%	0.7%	0.9%	1.1%	1.7%

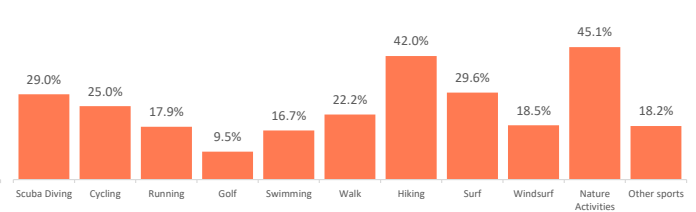
What is the main motivation for their holidays?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Rest	50.9%	32.0%	37.3%	42.3%	49.1%	48.0%	50.4%	32.7%	23.6%	26.2%	26.5%	38.1%
Enjoy family time	15.6%	17.3%	14.3%	21.5%	17.1%	16.5%	15.5%	11.8%	14.8%	14.3%	13.7%	19.4%
Have fun	9.2%	14.1%	8.3%	10.8%	13.9%	14.7%	8.8%	7.9%	15.2%	11.4%	9.3%	13.3%
Explore the destination	20.7%	29.0%	25.0%	17.9%	9.5%	16.7%	22.2%	42.0%	29.6%	18.5%	45.1%	18.2%
Practice their hobbies	2.0%	5.9%	13.8%	5.1%	9.3%	3.0%	1.6%	3.4%	12.9%	24.1%	3.6%	8.9%
Other reasons	1.7%	1.7%	1.4%	2.4%	1.0%	1.1%	1.5%	2.1%	3.9%	5.4%	1.8%	2.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Climate	75.1%	69.5%	78.7%	75.3%	76.0%	74.6%	75.4%	70.6%	73.4%	73.2%	68.0%	73.8%
Safety	54.6%	49.7%	49.1%	48.8%	54.6%	58.4%	54.9%	43.0%	42.3%	46.1%	46.4%	50.8%
Tranquility	47.9%	48.2%	42.0%	44.6%	45.0%	45.9%	47.7%	43.6%	39.9%	42.3%	46.5%	44.8%
Sea	45.4%	62.2%	46.9%	44.9%	44.8%	50.1%	44.1%	45.9%	66.9%	66.8%	50.3%	49.3%
Accommodation supply	42.9%	37.3%	37.2%	38.2%	47.7%	44.5%	42.8%	30.1%	22.8%	30.9%	29.7%	39.1%
Beaches	38.8%	52.9%	40.3%	39.6%	37.8%	43.2%	37.5%	35.1%	57.2%	56.6%	39.6%	41.7%
Effortless trip	38.3%	34.8%	33.4%	31.0%	39.7%	36.1%	37.7%	28.1%	30.8%	28.4%	31.3%	36.8%
Price	37.3%	39.2%	31.0%	33.5%	37.5%	40.5%	37.5%	28.8%	32.8%	32.6%	31.0%	35.9%
European belonging	35.3%	35.1%	34.9%	31.5%	33.1%	34.9%	35.0%	32.1%	31.7%	31.2%	31.9%	33.6%
Landscapes	35.0%	45.1%	39.7%	34.6%	28.4%	34.3%	36.4%	52.9%	46.9%	33.3%	57.2%	36.0%
Environment	34.6%	39.8%	38.0%	32.5%	33.9%	37.0%	35.8%	40.1%	39.0%	32.7%	45.8%	35.2%
Gastronomy	26.9%	25.5%	25.0%	23.9%	31.1%	27.4%	27.1%	24.2%	25.8%	20.3%	27.5%	26.8%
Fun possibilities	24.0%	32.4%	22.1%	27.4%	31.8%	35.5%	23.6%	19.5%	29.8%	31.9%	23.8%	31.8%
Authenticity	22.6%	31.0%	21.5%	22.3%	24.4%	26.5%	23.0%	25.8%	28.6%	26.5%	32.0%	24.9%
Exoticism	12.0%	20.8%	9.2%	13.4%	13.9%	16.8%	12.0%	15.0%	15.4%	14.9%	17.9%	12.6%
Hiking trail network	10.4%	15.5%	16.1%	15.5%	9.8%	11.9%	11.1%	26.9%	16.4%	10.3%	19.9%	12.8%
Shopping	9.6%	10.9%	7.2%	8.1%	14.0%	12.2%	9.5%	5.9%	8.9%	8.1%	7.9%	9.6%
Culture	9.5%	9.0%	10.3%	8.8%	9.1%	11.3%	9.6%	10.6%	11.2%	10.3%	14.2%	10.2%
Historical heritage	9.1%	10.5%	9.9%	8.4%	7.7%	9.4%	9.2%	11.1%	8.8%	7.4%	14.8%	9.2%
Nightlife	8.4%	11.4%	4.5%	7.8%	11.3%	11.6%	8.3%	5.0%	9.3%	9.3%	6.6%	8.6%

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?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Previous visits to the Canary Islands	49.0%	40.8%	53.2%	51.7%	56.7%	52.1%	51.5%	42.9%	37.6%	41.8%	39.9%	47.0%
Friends or relatives	29.6%	37.2%	31.2%	37.1%	29.7%	36.3%	31.8%	36.0%	42.8%	33.5%	40.2%	37.3%
Internet or social media	53.0%	57.8%	56.5%	54.2%	48.1%	55.5%	56.2%	62.2%	57.9%	52.6%	65.0%	52.6%
Mass Media	2.1%	4.2%	1.9%	2.7%	2.9%	3.4%	2.2%	2.7%	2.3%	3.1%	3.0%	2.1%
Travel guides and magazines	7.0%	8.8%	7.9%	7.6%	5.2%	8.3%	7.6%	13.1%	7.7%	7.4%	12.3%	5.9%
Travel Blogs or Forums	6.7%	11.4%	7.8%	8.1%	5.7%	7.4%	7.8%	13.3%	10.6%	7.7%	15.9%	6.7%
Travel TV Channels	0.8%	2.0%	1.2%	1.1%	1.8%	1.6%	0.8%	1.2%	0.8%	2.0%	1.0%	0.9%
Tour Operator or Travel Agency	20.4%	19.7%	17.3%	16.0%	18.0%	18.0%	20.1%	15.0%	8.5%	13.4%	13.4%	18.0%
Public administrations or similar	0.7%	1.2%	0.8%	0.9%	1.0%	0.9%	0.7%	1.2%	0.7%	1.4%	1.1%	0.9%
Others	3.2%	5.2%	5.5%	3.7%	3.9%	4.2%	3.0%	3.3%	4.9%	5.9%	4.0%	6.3%

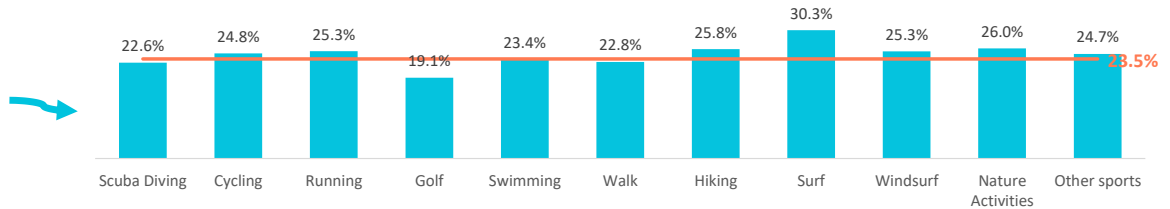
* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
The same day	0.7%	1.6%	0.9%	1.6%	1.6%	1.1%	0.6%	1.0%	1.4%	1.4%	1.3%	1.4%
Between 1 and 30 days	23.5%	22.6%	24.8%	25.3%	19.1%	23.4%	22.8%	25.8%	30.3%	25.3%	26.0%	24.7%
Between 1 and 2 months	24.6%	24.9%	26.4%	24.3%	21.5%	22.7%	25.1%	27.6%	29.0%	19.3%	26.8%	23.3%
Between 3 and 6 months	32.4%	35.5%	29.8%	30.9%	33.1%	32.5%	32.5%	31.9%	28.2%	36.5%	32.9%	34.7%
More than 6 months	18.8%	15.4%	18.0%	17.9%	24.7%	20.3%	19.0%	13.7%	11.1%	17.5%	13.0%	15.9%

% TOURISTS WHO BOOK THEIR TRIP BETWEEN 1 AND 30 DAYS



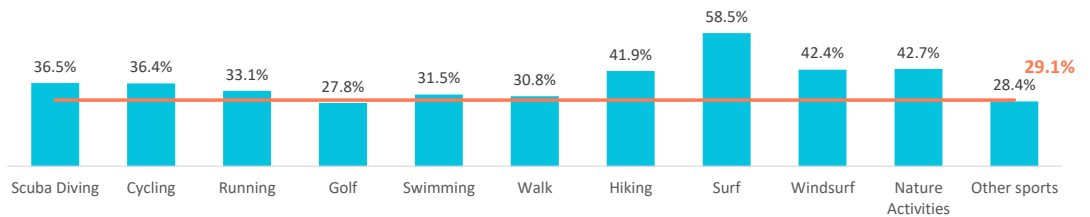
With whom did they book their flight and accommodation?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Flight												
- Directly with the airline	49.6%	57.0%	61.4%	58.6%	55.4%	53.0%	51.3%	60.1%	72.4%	63.5%	62.9%	53.7%
- Tour Operator or Travel Agency	50.4%	43.0%	38.6%	41.4%	44.6%	47.0%	48.7%	39.9%	27.6%	36.5%	37.1%	46.3%
Accommodation												
- Directly with the accommodation	36.7%	41.7%	45.6%	43.9%	40.4%	41.1%	37.9%	45.5%	58.8%	51.3%	48.3%	38.8%
- Tour Operator or Travel Agency	63.3%	58.3%	54.4%	56.1%	59.6%	58.9%	62.1%	54.5%	41.2%	48.7%	51.7%	61.2%

What do they book?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Room only	29.1%	36.5%	36.4%	33.1%	27.8%	31.5%	30.8%	41.9%	58.5%	42.4%	42.7%	28.4%
Bed and Breakfast	14.3%	13.1%	14.8%	15.5%	16.0%	15.1%	15.0%	15.4%	11.9%	12.7%	15.8%	17.1%
Half board	20.1%	14.6%	22.6%	18.4%	23.8%	17.2%	20.6%	19.8%	11.0%	13.0%	18.4%	17.9%
Full board	3.3%	3.7%	2.7%	3.8%	3.9%	3.1%	2.9%	2.6%	2.1%	4.7%	2.5%	4.3%
All inclusive	33.2%	32.1%	23.5%	29.2%	28.4%	33.2%	30.7%	20.3%	16.6%	27.2%	20.7%	32.2%

% TOURISTS WHO BOOK ROOM ONLY

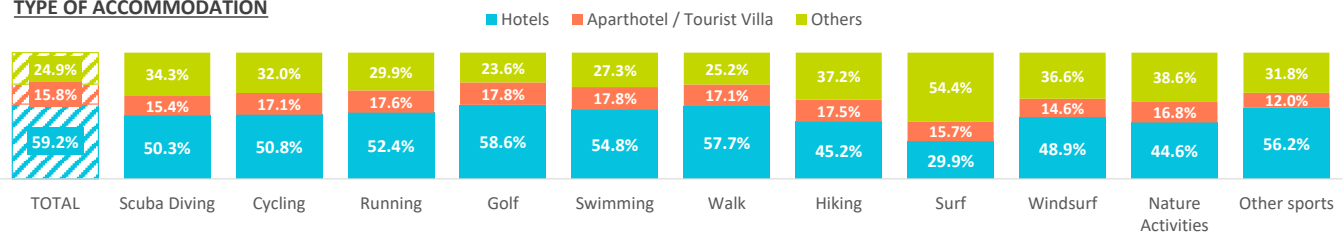


ACCOMMODATION

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
1-2-3* Hotel	10.7%	9.1%	10.9%	11.1%	9.3%	11.1%	10.2%	9.0%	7.4%	12.1%	9.8%	12.0%
4* Hotel	38.6%	32.5%	32.1%	31.0%	31.9%	34.0%	37.7%	29.7%	18.9%	29.7%	29.0%	34.8%
5* Hotel / 5* Luxury Hotel	9.9%	8.6%	7.9%	10.4%	17.4%	9.8%	9.8%	6.5%	3.6%	7.1%	5.8%	9.5%
Aparthotel / Tourist Villa	15.8%	15.4%	17.1%	17.6%	17.8%	17.8%	17.1%	17.5%	15.7%	14.6%	16.8%	12.0%
House/room rented in a private dwelling	7.8%	12.1%	10.0%	7.5%	4.5%	6.9%	8.0%	15.1%	20.4%	14.7%	14.4%	6.9%
Private accommodation ⁽¹⁾	9.0%	12.5%	10.9%	12.1%	10.6%	10.1%	9.0%	11.3%	15.4%	8.6%	12.8%	14.8%
Others (Cottage, cruise, camping,...)	8.2%	9.7%	11.1%	10.3%	8.5%	10.3%	8.1%	10.9%	18.5%	13.3%	11.3%	10.1%

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

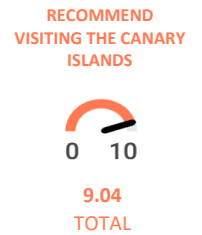
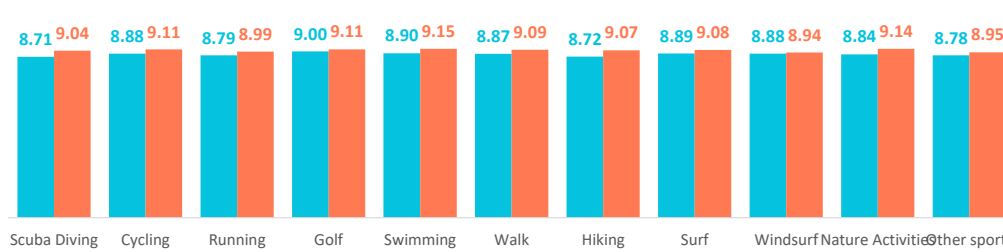
TYPE OF ACCOMMODATION



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

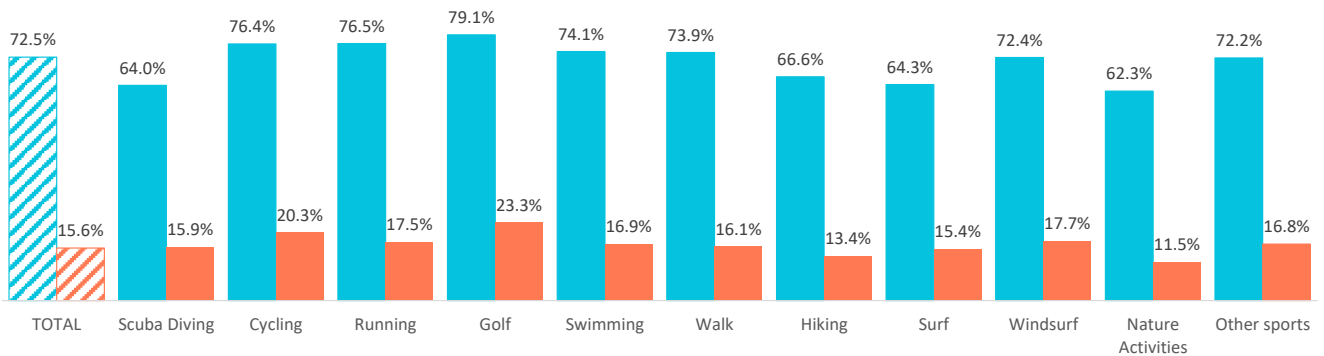
Satisfaction (scale 0-10)	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Average rating	8.82	8.83	8.84	8.78	8.87	8.93	8.84	8.80	8.84	8.75	8.91	8.75
Experience in the Canary Islands	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Worse or much worse than expected	2.5%	3.0%	2.0%	2.5%	1.8%	1.7%	2.4%	2.0%	2.3%	1.8%	1.7%	2.2%
Lived up to expectations	54.0%	47.4%	54.2%	52.9%	54.1%	47.3%	53.7%	50.0%	42.1%	48.1%	43.8%	51.3%
Better or much better than expected	43.5%	49.7%	43.7%	44.7%	44.1%	51.0%	43.8%	48.1%	55.6%	50.1%	54.5%	46.4%
Future intentions (scale 1-10)	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Return to the Canary Islands	8.83	8.71	8.88	8.79	9.00	8.90	8.87	8.72	8.89	8.88	8.84	8.78
Recommend visiting the Canary Islands	9.04	9.04	9.11	8.99	9.11	9.15	9.09	9.07	9.08	8.94	9.14	8.95



How many are loyal to the Canary Islands?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Repeat tourists	72.5%	64.0%	76.4%	76.5%	79.1%	74.1%	73.9%	66.6%	64.3%	72.4%	62.3%	72.2%
At least 10 previous visits	19.6%	15.6%	23.5%	20.4%	27.5%	19.3%	20.3%	15.5%	15.4%	16.8%	13.1%	20.8%
Repeat tourists (last 5 years)	65.0%	57.5%	70.0%	69.5%	72.7%	67.1%	66.2%	60.1%	58.6%	62.0%	56.5%	65.3%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	15.9%	20.3%	17.5%	23.3%	16.9%	16.1%	13.4%	15.4%	17.7%	11.5%	16.8%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
One island	92.1%	84.6%	89.7%	91.2%	91.0%	91.4%	92.1%	88.9%	88.5%	87.1%	88.9%	89.5%
Two islands	6.7%	12.1%	9.0%	7.4%	7.6%	7.5%	6.8%	9.6%	9.2%	10.0%	9.0%	8.7%
Three or more islands	1.2%	3.3%	1.2%	1.3%	1.4%	1.1%	1.1%	1.6%	2.3%	2.8%	2.1%	1.9%

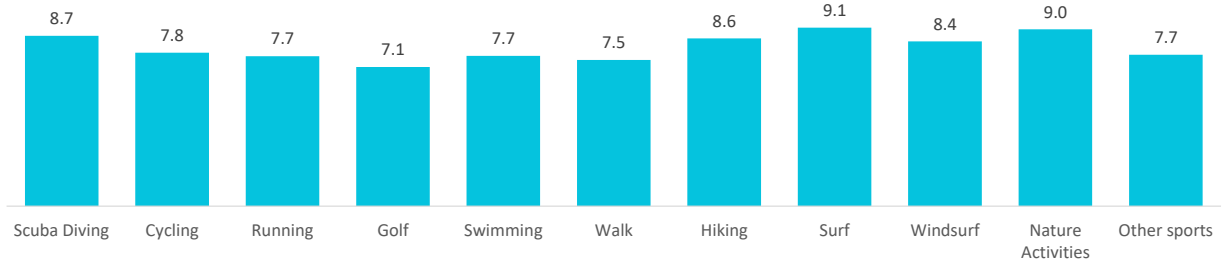
Visited islands during their trip (with overnight staying)

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Lanzarote	19.0%	24.7%	43.4%	22.9%	11.4%	21.4%	20.7%	17.2%	20.6%	17.1%	18.9%	16.7%
Fuerteventura	14.8%	14.0%	14.1%	11.6%	15.9%	13.6%	12.5%	11.9%	29.9%	37.3%	13.0%	15.8%
Gran Canaria	27.2%	20.3%	20.1%	27.8%	27.8%	25.2%	25.0%	26.5%	21.3%	14.4%	21.8%	27.8%
Tenerife	40.5%	46.7%	25.6%	39.2%	48.1%	42.4%	43.3%	45.7%	35.7%	36.8%	48.7%	42.7%
La Gomera	0.5%	1.3%	0.9%	0.7%	1.1%	0.3%	0.5%	1.5%	0.4%	0.7%	1.3%	1.2%
La Palma	1.4%	1.8%	1.0%	1.6%	0.6%	0.8%	1.5%	3.2%	0.7%	1.0%	2.6%	1.3%
El Hierro	0.2%	1.0%	0.3%	0.2%	0.0%	0.1%	0.2%	0.5%	0.4%	0.3%	0.4%	0.5%
Cruise	0.2%	0.1%	0.3%	0.1%	0.0%	0.0%	0.2%	0.1%	0.1%	0.2%	0.3%	0.2%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
0 hours	2.3%	1.0%	1.3%	1.5%	2.4%	1.8%	1.3%	0.7%	0.3%	1.5%	0.7%	3.3%
1 - 2 hours	10.6%	6.8%	7.5%	8.9%	10.6%	8.7%	9.8%	4.3%	5.0%	5.0%	3.5%	8.4%
3 - 6 hours	33.3%	24.3%	30.1%	32.4%	37.7%	32.4%	33.4%	25.4%	19.5%	25.9%	22.5%	31.2%
7 - 12 hours	45.2%	54.1%	53.3%	47.5%	42.0%	47.4%	46.8%	58.0%	61.0%	54.3%	59.5%	45.1%
More than 12 hours	8.6%	13.8%	7.8%	9.8%	7.5%	9.7%	8.5%	11.5%	14.3%	13.3%	13.8%	12.0%
Outdoor time per day	7.3	8.7	7.8	7.7	7.1	7.7	7.5	8.6	9.1	8.4	9.0	7.7



Activities in the Canary Islands

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Walk, wander	73.1%	78.1%	77.0%	86.2%	75.4%	86.3%	100.0%	91.3%	74.7%	68.1%	89.4%	80.3%
Beach	69.4%	89.9%	78.1%	81.8%	69.3%	86.1%	76.3%	82.4%	92.3%	87.3%	87.7%	82.1%
Swimming pool, hotel facilities	59.3%	59.4%	58.0%	68.6%	73.3%	76.6%	65.4%	51.1%	40.7%	52.5%	48.9%	63.0%
Explore the island on their own	48.0%	68.3%	62.5%	61.6%	48.1%	58.7%	56.0%	80.1%	67.8%	57.5%	84.3%	60.9%
Taste Canarian gastronomy	26.5%	36.5%	32.8%	32.9%	29.0%	32.2%	31.2%	41.6%	37.3%	33.2%	50.7%	35.7%
Hiking	18.5%	34.2%	35.0%	40.1%	18.9%	28.8%	23.1%	100.0%	40.4%	35.9%	53.7%	30.0%
Organized excursions	16.8%	26.3%	20.2%	16.3%	17.4%	23.4%	18.8%	19.1%	16.5%	24.3%	22.3%	19.5%
Nightlife / concerts / shows	15.9%	24.3%	17.9%	20.1%	27.4%	29.3%	18.5%	15.9%	24.4%	27.8%	19.4%	24.0%
Theme parks	14.1%	25.9%	12.9%	20.3%	21.9%	22.9%	16.0%	16.8%	16.2%	15.9%	22.0%	19.4%
Sea excursions / whale watching	12.4%	34.8%	13.6%	14.8%	16.6%	22.8%	13.7%	16.5%	18.2%	23.8%	19.5%	17.0%
Wineries / markets / popular festivals	11.4%	20.1%	17.2%	16.6%	14.0%	15.5%	13.9%	20.1%	19.3%	20.6%	25.5%	18.6%
Museums / exhibitions	10.5%	16.9%	17.6%	14.0%	9.0%	13.6%	12.7%	22.2%	17.5%	14.8%	27.1%	12.4%
Other Nature Activities	8.1%	18.2%	16.3%	15.7%	9.0%	14.5%	9.8%	23.4%	24.3%	17.8%	100.0%	18.4%
Swim	7.8%	25.4%	21.1%	21.2%	20.4%	100.0%	9.2%	12.1%	19.8%	23.3%	14.1%	17.1%
Beauty and health treatments	6.1%	10.3%	8.7%	10.8%	13.9%	10.8%	7.0%	6.9%	8.4%	13.7%	7.8%	12.1%
Running	5.7%	16.1%	22.5%	100.0%	11.5%	15.5%	6.7%	12.3%	15.8%	20.9%	11.1%	18.8%
Practice other sports	4.5%	12.8%	11.1%	14.8%	10.5%	9.8%	4.9%	7.3%	14.2%	19.7%	10.2%	100.0%
Astronomical observation	4.0%	11.5%	6.2%	8.4%	7.8%	8.0%	4.7%	9.2%	9.2%	12.6%	11.3%	8.5%
Cycling / Mountain bike	3.0%	8.5%	100.0%	11.8%	7.6%	8.1%	3.2%	5.7%	10.5%	20.8%	6.1%	7.5%
Surf	2.9%	11.0%	10.0%	7.9%	6.1%	7.3%	2.9%	6.2%	100.0%	37.1%	8.6%	9.1%
Scuba Diving	2.9%	100.0%	8.1%	8.1%	7.6%	9.3%	3.0%	5.3%	11.0%	19.8%	6.4%	8.1%
Golf	2.5%	6.6%	6.3%	5.0%	100.0%	6.5%	2.5%	2.5%	5.3%	11.5%	2.8%	5.8%
Windsurf / Kitesurf	0.9%	6.3%	6.3%	3.3%	4.2%	2.7%	0.8%	1.8%	11.8%	100.0%	2.0%	4.0%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
United Kingdom	34.1%	23.5%	31.3%	28.0%	42.2%	46.8%	36.9%	13.0%	15.6%	24.4%	15.2%	23.6%
Germany	16.3%	19.1%	21.5%	6.2%	11.7%	7.6%	12.6%	18.9%	22.9%	23.4%	23.8%	19.7%
Spanish Mainland	12.1%	12.7%	6.7%	11.4%	5.5%	3.5%	12.5%	15.4%	13.0%	10.3%	19.9%	14.9%
France	5.3%	10.2%	5.5%	7.3%	4.5%	2.5%	5.5%	9.6%	9.9%	8.1%	7.0%	6.3%
Netherlands	4.3%	3.1%	6.6%	3.7%	7.0%	7.0%	4.8%	1.7%	2.7%	2.2%	1.6%	2.5%
Italy	4.2%	5.5%	4.1%	4.0%	2.9%	2.1%	4.2%	3.7%	12.5%	7.2%	6.8%	3.9%
Ireland	4.2%	5.5%	3.7%	13.3%	4.0%	9.5%	3.8%	7.9%	3.7%	7.0%	5.0%	3.5%
Belgium	2.7%	2.7%	3.4%	3.0%	3.0%	3.9%	3.0%	6.3%	2.4%	1.9%	1.8%	3.2%
Norway	2.5%	1.5%	2.1%	4.2%	3.8%	1.8%	2.6%	4.8%	1.2%	1.1%	0.8%	1.4%
Denmark	2.3%	1.3%	1.3%	3.3%	2.2%	1.4%	2.3%	1.5%	1.4%	1.5%	0.9%	3.9%
Sweden	2.2%	3.4%	2.0%	3.1%	1.2%	2.9%	2.2%	3.2%	3.8%	1.8%	4.6%	3.7%
Poland	1.8%	1.1%	3.3%	2.6%	2.3%	0.7%	1.7%	2.2%	1.0%	0.8%	1.7%	2.8%
Finland	1.8%	3.3%	1.4%	2.0%	1.0%	2.7%	1.9%	3.1%	1.7%	1.9%	1.3%	1.7%
Switzerland	1.3%	0.5%	1.5%	2.3%	2.3%	2.7%	1.5%	1.0%	0.4%	1.3%	1.8%	1.6%
Austria	1.2%	1.0%	1.6%	1.2%	2.4%	0.5%	0.9%	1.4%	1.5%	2.5%	1.4%	2.2%
Czech Republic	0.9%	1.5%	0.6%	1.0%	0.8%	1.8%	0.9%	2.1%	1.5%	1.3%	1.9%	1.0%
Others	2.8%	4.4%	3.3%	3.3%	3.2%	2.7%	2.6%	4.1%	4.8%	3.5%	4.7%	4.2%

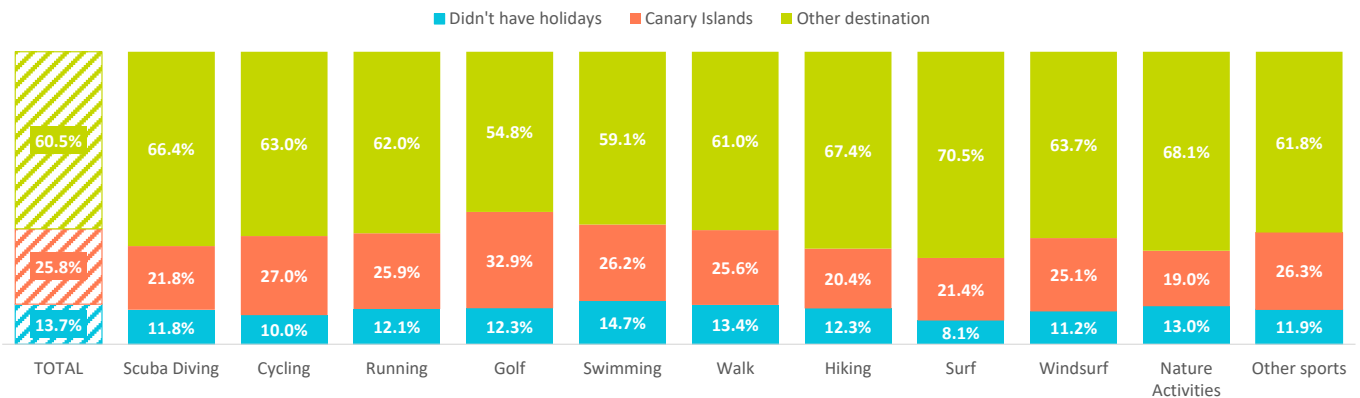


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Didn't have holidays	13.7%	11.8%	10.0%	12.1%	12.3%	14.7%	13.4%	12.3%	8.1%	11.2%	13.0%	11.9%
Canary Islands	25.8%	21.8%	27.0%	25.9%	32.9%	26.2%	25.6%	20.4%	21.4%	25.1%	19.0%	26.3%
Other destination	60.5%	66.4%	63.0%	62.0%	54.8%	59.1%	61.0%	67.4%	70.5%	63.7%	68.1%	61.8%
Balearic Islands	4.5%	3.2%	4.2%	3.9%	4.0%	3.3%	4.3%	3.9%	3.6%	3.2%	4.5%	3.6%
Rest of Spain	11.4%	12.3%	10.7%	11.8%	8.6%	9.0%	11.8%	11.6%	12.2%	9.7%	12.4%	12.0%
Italy	7.4%	8.1%	11.8%	7.7%	6.8%	6.5%	7.4%	9.4%	10.9%	9.7%	10.3%	7.6%
France	5.3%	6.5%	7.0%	8.0%	5.3%	4.7%	5.4%	7.9%	9.1%	10.8%	6.9%	6.7%
Turkey	2.8%	3.5%	1.7%	1.8%	3.7%	3.4%	2.7%	2.0%	1.6%	1.3%	1.7%	2.1%
Greece	6.9%	7.0%	5.8%	6.7%	6.4%	7.9%	6.8%	6.7%	6.4%	3.5%	6.3%	5.9%
Portugal	4.1%	3.9%	3.7%	3.7%	3.8%	3.8%	4.1%	4.6%	5.2%	6.7%	4.4%	3.9%
Croatia	2.3%	3.0%	1.9%	2.1%	1.9%	2.9%	2.2%	2.8%	4.4%	2.8%	3.0%	2.4%
Egypt	1.1%	2.4%	1.3%	1.0%	0.6%	1.1%	1.1%	1.3%	0.5%	0.6%	1.3%	1.1%
Tunisia	0.3%	0.9%	0.1%	0.4%	0.3%	0.6%	0.3%	0.3%	0.4%	0.0%	0.2%	0.3%
Morocco	0.8%	1.9%	0.6%	1.2%	1.4%	0.8%	0.7%	1.0%	2.0%	3.0%	1.4%	1.5%
Others	13.7%	13.8%	14.0%	13.8%	11.8%	15.1%	14.1%	16.0%	14.1%	12.4%	15.6%	14.6%

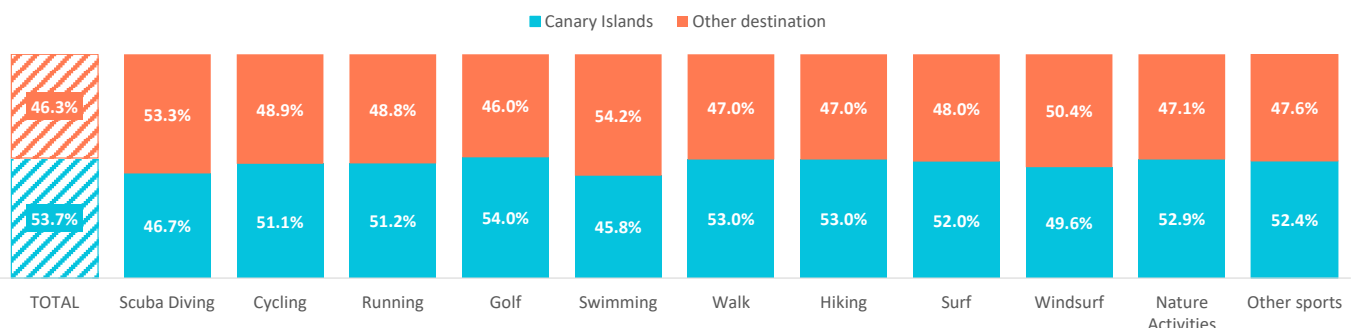
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
None (I was clear about "this Canary Island")	28.5%	22.0%	25.1%	26.5%	30.2%	21.8%	28.2%	28.6%	27.4%	27.6%	27.0%	28.3%
Canary Islands (other island)	25.1%	24.7%	26.0%	24.7%	23.8%	24.0%	24.8%	24.3%	24.6%	22.0%	25.9%	24.1%
Other destination	46.3%	53.3%	48.9%	48.8%	46.0%	54.2%	47.0%	47.0%	48.0%	50.4%	47.1%	47.6%
Balearic Islands	6.1%	5.5%	5.3%	4.7%	5.4%	5.9%	6.2%	4.9%	3.7%	4.5%	5.8%	4.8%
Rest of Spain	8.6%	8.6%	9.0%	10.2%	9.3%	10.1%	9.0%	8.4%	8.1%	6.7%	8.6%	9.1%
Italy	4.8%	7.0%	5.6%	5.5%	4.8%	6.1%	4.9%	5.4%	5.1%	6.1%	5.2%	5.4%
France	1.6%	1.7%	2.5%	2.7%	1.8%	1.9%	1.6%	1.9%	2.6%	3.9%	1.8%	2.2%
Turkey	3.4%	4.4%	3.3%	2.9%	4.8%	4.5%	3.3%	2.9%	3.0%	3.8%	2.4%	2.9%
Greece	8.1%	10.0%	7.0%	8.2%	7.3%	10.1%	8.1%	7.3%	6.7%	5.0%	6.9%	7.4%
Portugal	6.3%	6.3%	6.2%	6.7%	6.5%	7.6%	6.5%	6.9%	9.3%	9.0%	6.6%	6.7%
Croatia	2.5%	3.1%	3.4%	2.6%	1.8%	2.9%	2.5%	2.7%	2.6%	3.1%	2.8%	3.0%
Egypt	2.5%	3.4%	3.4%	2.2%	2.3%	2.4%	2.4%	2.9%	2.9%	4.8%	2.8%	2.6%
Others	2.5%	3.4%	3.2%	3.2%	2.1%	2.6%	2.6%	3.7%	4.1%	3.6%	4.0%	3.4%

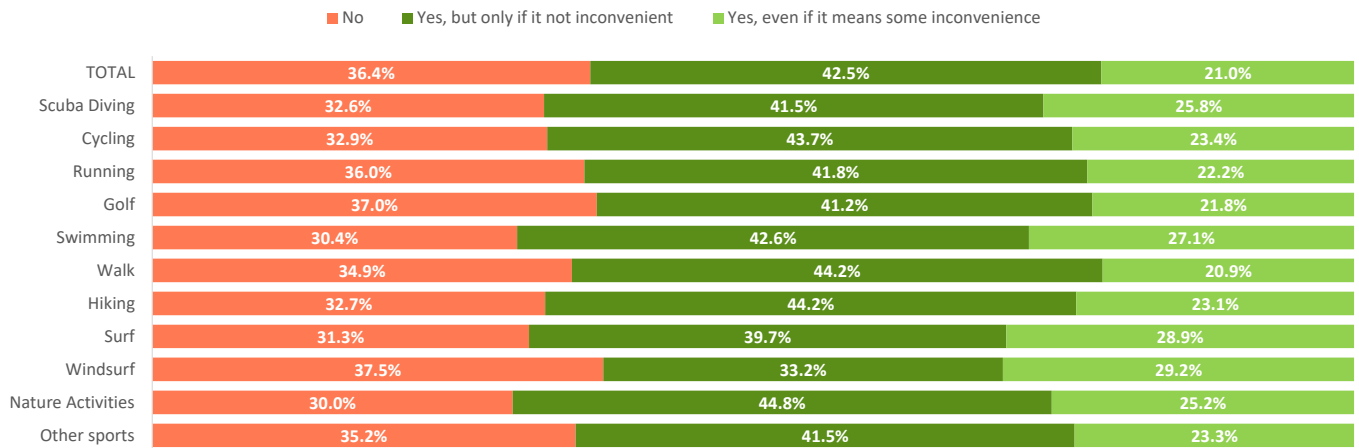
* Percentage of valid answers



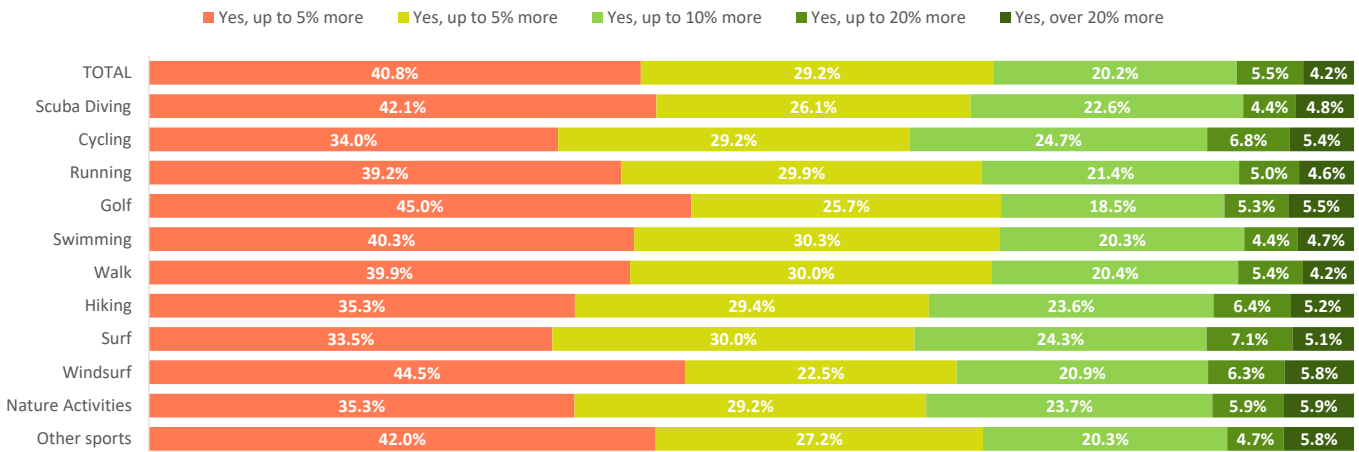


SUSTAINABLE DESTINATION

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 *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Quality of life on the island	8.0	8.0	8.0	8.0	8.1	8.2	8.1	8.0	8.0	7.9	8.1	8.0
Tolerance towards tourism	8.6	8.5	8.6	8.4	8.5	8.5	8.6	8.5	8.3	8.4	8.5	8.4
Cleanliness of the island	8.2	8.0	8.1	8.1	8.2	8.3	8.3	8.1	8.0	8.2	8.1	7.9
Air quality	8.5	8.5	8.4	8.3	8.3	8.4	8.5	8.4	8.4	8.4	8.5	8.3
Rational water consumption	7.6	7.5	7.5	7.5	7.5	7.7	7.6	7.4	7.2	7.2	7.5	7.2
Energy saving	7.1	6.9	6.9	6.9	7.2	7.2	7.1	6.9	6.8	6.7	6.9	6.8
Use of renewable energy	7.0	6.9	7.1	6.9	7.1	7.1	7.1	6.9	6.7	6.4	7.0	6.8
Recycling	7.1	6.8	6.9	6.9	7.1	7.2	7.1	6.7	6.5	6.5	6.8	6.8
Easy to get around by public transport	7.5	7.3	7.4	7.3	7.5	7.7	7.6	7.2	6.7	6.6	7.1	7.1
Overcrowding in tourist areas	6.6	6.7	6.3	6.6	6.6	6.8	6.6	6.4	6.2	6.3	6.4	6.5
Supply of local products	7.2	7.2	7.0	7.1	7.1	7.3	7.2	7.2	7.0	6.7	7.3	7.0

* 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.