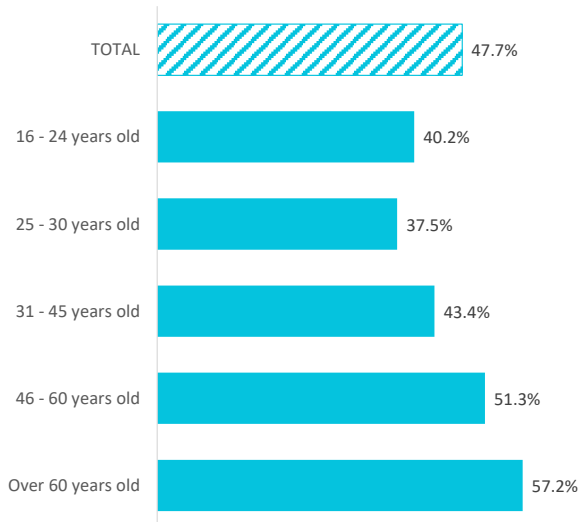


PROFILE OF TOURIST BY AGE RANGE 2023

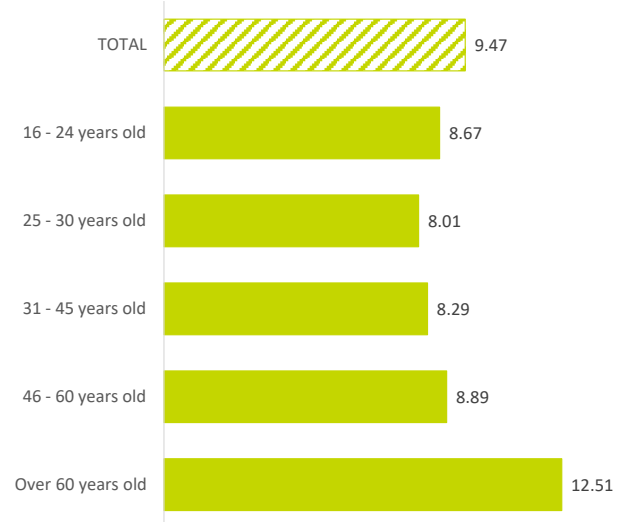
TOURIST EXPENDITURE

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	1,572,966	1,520,425	4,048,419	3,548,828	3,417,762
% Tourists	100%	11.1%	10.8%	28.7%	25.2%	24.2%
- Lanzarote	2,601,667	195,902	222,584	723,966	731,071	728,144
- Fuerteventura	1,984,658	200,968	224,989	575,917	539,970	442,814
- Gran Canaria	3,737,159	464,951	378,094	997,902	922,679	973,533
- Tenerife	5,601,943	696,056	678,964	1,700,976	1,299,162	1,226,786
- La Palma	133,951	10,326	11,148	36,127	42,366	33,983
% tourists who book holiday package	47.7%	40.2%	37.5%	43.4%	51.3%	57.2%
Expenditure per tourist (€)	1,387	989	1,042	1,453	1,464	1,565
- book holiday package	1,596	1,241	1,283	1,701	1,634	1,673
- holiday package	1,319	1,008	1,023	1,414	1,350	1,392
- others	277	233	260	287	284	281
- do not book holiday package	1,196	819	898	1,263	1,285	1,420
- flight	328	229	246	356	365	355
- accommodation	420	237	287	458	460	514
- others	448	353	364	448	460	550
Average length of stay	9.47	8.67	8.01	8.29	8.89	12.51
Average daily expenditure (€)	167.8	133.9	144.6	192.1	182.9	149.3
Average daily expenditure without flight (€)	120.2	95.7	105.2	136.9	129.9	108.5
Average cost of the flight (€)	387.4	276.3	283.3	414.4	417.2	422.1
Total turnover (≥ 16 years old) (€m)	19,565	1,555	1,585	5,883	5,195	5,348
% Turnover	100%	7.9%	8.1%	30.1%	26.6%	27.3%

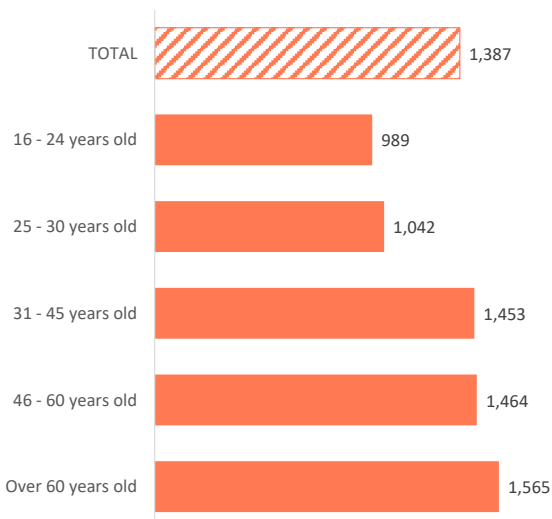
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



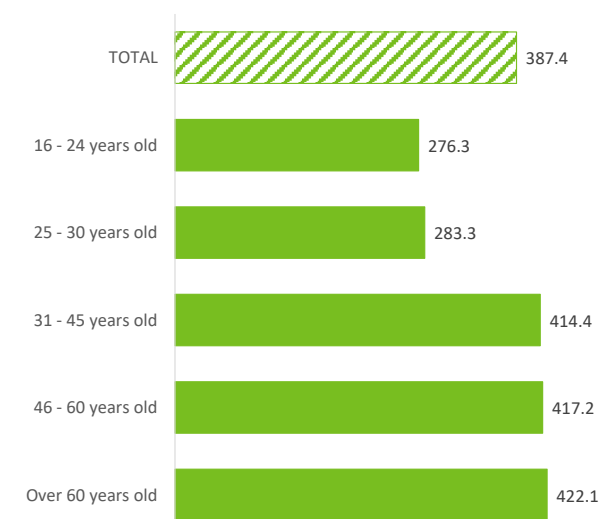
AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY AGE RANGE 2023

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

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Accommodation:						
- Accommodation	83.7%	76.8%	81.5%	84.7%	86.3%	83.8%
- Additional accommodation expenses	7.1%	7.3%	8.2%	8.2%	7.4%	4.9%
Transport:						
- National/International Transport	94.9%	91.6%	94.7%	94.7%	96.1%	95.4%
- Flights between islands	5.6%	6.3%	7.9%	6.4%	4.8%	4.0%
- Taxi	52.6%	49.7%	45.3%	47.9%	54.9%	60.3%
- Car rental	32.4%	31.8%	40.3%	38.1%	31.7%	23.2%
- Public transport	11.2%	14.1%	12.0%	8.7%	9.7%	14.1%
Food and drink:						
- Food purchases at supermarkets	58.8%	64.3%	64.1%	59.6%	57.7%	54.1%
- Restaurants	66.5%	67.5%	69.5%	64.7%	67.1%	66.3%
Leisure:						
- Organized excursions	24.7%	30.6%	31.0%	27.2%	22.2%	18.9%
- Sport activities	8.1%	11.3%	11.5%	9.4%	7.8%	4.0%
- Cultural activities	2.8%	3.4%	4.3%	3.2%	2.2%	1.9%
- Museums	5.5%	4.8%	6.0%	6.5%	5.1%	5.0%
- Theme Parks	10.9%	16.5%	15.2%	15.6%	8.4%	3.6%
- Discos and pubs	10.7%	20.1%	16.3%	10.2%	8.7%	6.8%
- Wellness	5.3%	5.6%	4.4%	5.4%	5.4%	5.5%
Purchases of goods:						
- Souvenirs	41.5%	43.3%	41.5%	41.9%	43.0%	38.7%
- Real state	0.2%	0.3%	0.2%	0.1%	0.1%	0.2%
- Other expenses	0.8%	1.2%	0.9%	0.7%	0.8%	0.8%
Other:						
- Medical or pharmaceutical expenses	7.7%	7.6%	7.5%	7.7%	6.9%	8.5%
- Other expenses	5.4%	5.3%	5.4%	5.5%	5.7%	5.3%

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

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Expenditure per tourist and trip (€)						
Accommodation:	866	603	632	910	894	996
- Accommodation	709	488	492	735	737	834
- Additional accommodation expenses	157	115	140	175	158	162
Transport:	733	570	595	781	747	798
- National/International Transport	408	302	299	437	434	442
- Flights between islands	84	60	83	102	76	79
- Taxi	89	82	85	91	87	92
- Car rental	122	98	103	122	125	151
- Public transport	29	29	24	28	26	33
Food and drink:	306	221	232	295	317	387
- Food purchases at supermarkets	108	81	85	105	108	137
- Restaurants	199	140	147	190	209	250
Leisure:	535	423	446	575	562	594
- Organized excursions	95	83	82	103	97	98
- Sport activities	99	73	74	104	102	140
- Cultural activities	58	42	55	61	58	69
- Museums	39	30	41	43	39	35
- Theme Parks	71	59	60	81	72	60
- Discos and pubs	99	82	80	106	111	111
- Wellness	74	55	54	76	83	81
Purchases of goods:	1,242	581	646	450	720	3,113
- Souvenirs	87	63	65	87	95	100
- Real state	934	397	523	136	466	2,597
- Other expenses	221	122	58	227	160	416
Other:	138	118	153	132	138	145
- Medical or pharmaceutical expenses	47	49	31	52	38	55
- Other expenses	91	68	122	80	100	90

PROFILE OF TOURIST BY AGE RANGE 2023

TOURIST PROFILE

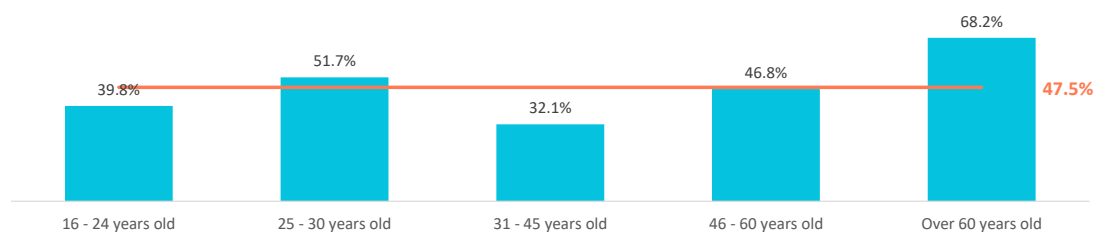
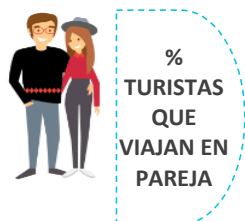
Who are they?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Gender						
Percentage of men	48.2%	45.0%	47.7%	50.1%	48.3%	47.5%
Percentage of women	51.8%	55.0%	52.3%	49.9%	51.7%	52.5%
Age						
Average age	46.37	21.33	27.61	38.15	53.09	69.00
Standard deviation	16.8	2.1	1.7	4.3	4.3	5.5
Age range						
16-24 years old	11.1%	100%	--	--	--	--
25-30 years old	10.8%	--	100%	--	--	--
31-45 years old	28.7%	--	--	100%	--	--
46-60 years old	25.2%	--	--	--	100%	--
Over 60 years old	24.2%	--	--	--	--	100%
Occupation						
Salaried worker	55.7%	53.2%	72.8%	71.8%	64.6%	20.7%
Self-employed	10.8%	7.6%	11.8%	12.6%	13.7%	6.7%
Unemployed	0.9%	2.3%	1.6%	1.0%	0.6%	0.2%
Business owner	8.1%	5.9%	6.4%	9.7%	11.1%	4.8%
Student	4.2%	28.0%	4.5%	1.3%	0.6%	0.2%
Retired	18.9%	1.7%	1.8%	2.2%	7.5%	66.1%
Unpaid domestic work	0.6%	0.3%	0.4%	0.8%	0.8%	0.3%
Others	0.9%	0.9%	0.8%	0.7%	0.9%	1.1%
Annual household income level						
Less than €25,000	13.1%	29.8%	17.1%	10.0%	8.6%	11.8%
€25,000 - €49,999	34.9%	33.5%	40.6%	33.0%	30.4%	39.8%
€50,000 - €74,999	24.4%	18.6%	23.4%	25.8%	25.4%	24.7%
More than €74,999	27.7%	18.2%	19.0%	31.2%	35.6%	23.6%
Education level						
No studies	4.0%	3.8%	3.3%	3.5%	4.9%	4.2%
Primary education	1.9%	1.7%	1.0%	1.3%	1.9%	3.1%
Secondary education	20.1%	19.3%	12.9%	15.9%	22.4%	26.3%
Higher education	73.9%	75.3%	82.8%	79.3%	70.8%	66.3%

Who do they come with?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Unaccompanied	10.1%	12.2%	12.4%	9.8%	9.2%	9.4%
Only with partner	47.5%	39.8%	51.7%	32.1%	46.8%	68.2%
Only with children (< 13 years old)	4.4%	0.3%	1.0%	10.7%	4.0%	0.8%
Partner + children (< 13 years old)	6.8%	0.2%	3.5%	17.5%	5.3%	0.4%
Other relatives	10.0%	22.5%	10.4%	8.5%	8.4%	7.2%
Friends	7.1%	14.5%	12.3%	6.2%	4.4%	5.2%
Work colleagues	0.6%	1.1%	1.0%	0.7%	0.4%	0.1%
Organized trip	0.2%	0.3%	0.3%	0.1%	0.2%	0.3%
Other combinations ⁽²⁾	13.3%	9.1%	7.5%	14.3%	21.2%	8.3%
⁽²⁾ Different situations have been isolated						
Tourists with children	16.9%	4.1%	7.6%	39.1%	13.6%	4.1%
- Between 0 and 2 years old	1.5%	0.3%	2.6%	3.5%	0.3%	0.3%
- Between 3 and 12 years old	14.1%	3.6%	3.8%	32.3%	13.0%	3.2%
- Between 0 -2 and 3-12 years old	1.3%	0.2%	1.2%	3.2%	0.3%	0.6%
Tourists without children	83.1%	95.9%	92.4%	60.9%	86.4%	95.9%
Group composition:						
- 1 person	12.6%	15.2%	16.1%	12.0%	11.2%	11.9%
- 2 people	55.3%	54.6%	61.9%	39.2%	53.7%	73.6%
- 3 people	12.1%	10.1%	8.6%	18.2%	14.4%	4.9%
- 4 or 5 people	16.0%	15.7%	10.2%	25.3%	17.3%	6.4%
- 6 or more people	4.0%	4.4%	3.2%	5.3%	3.4%	3.2%
Average group size:	2.57	2.53	2.34	2.91	2.60	2.26

*People who share the main expenses of the trip



PROFILE OF TOURIST BY AGE RANGE 2023

TRIP MOTIVATION AND DESTINATION CHOICE

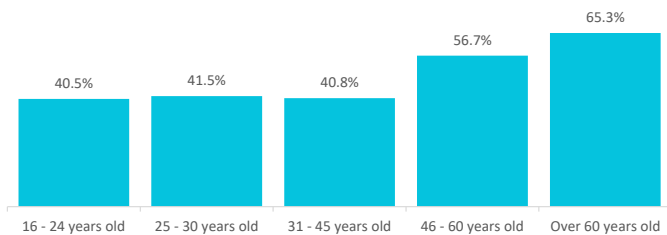
What is the main reason for visiting the Canary Islands?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Holidays	90.0%	85.9%	85.6%	89.2%	91.4%	93.4%
Family reasons	6.9%	10.1%	10.2%	7.0%	5.7%	5.0%
Business	1.6%	1.5%	2.5%	2.1%	1.6%	0.5%
Education and training	0.2%	0.9%	0.3%	0.2%	0.1%	0.0%
Sports training	0.5%	0.7%	0.5%	0.6%	0.6%	0.2%
Health	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%
Conventions and Exhibitions	0.2%	0.4%	0.3%	0.2%	0.2%	0.1%
Others	0.5%	0.5%	0.6%	0.6%	0.3%	0.6%

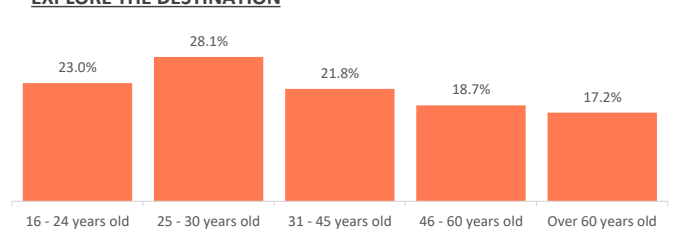
What is the main motivation for their holidays?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Rest	50.9%	40.5%	41.5%	40.8%	56.7%	65.3%
Enjoy family time	15.6%	11.8%	11.8%	24.6%	15.3%	8.9%
Have fun	9.2%	22.1%	15.0%	9.0%	5.8%	4.4%
Explore the destination	20.7%	23.0%	28.1%	21.8%	18.7%	17.2%
Practice their hobbies	2.0%	1.2%	2.2%	2.2%	2.3%	1.8%
Other reasons	1.7%	1.4%	1.4%	1.6%	1.2%	2.4%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Climate	75.1%	64.8%	72.1%	76.5%	78.5%	76.0%
Safety	54.6%	52.5%	50.7%	55.2%	55.2%	56.1%
Tranquility	47.9%	44.8%	47.4%	46.1%	50.3%	49.0%
Sea	45.4%	46.1%	48.1%	46.6%	45.8%	42.2%
Accommodation supply	42.9%	38.0%	34.9%	40.7%	45.6%	48.2%
Beaches	38.8%	43.4%	43.0%	41.2%	39.0%	31.9%
Effortless trip	38.3%	34.3%	34.4%	37.6%	39.4%	41.3%
Price	37.3%	41.9%	39.6%	39.0%	35.4%	34.1%
European belonging	35.3%	30.0%	32.3%	34.7%	36.2%	38.8%
Landscapes	35.0%	38.0%	42.5%	36.7%	33.1%	30.5%
Environment	34.6%	33.6%	36.6%	35.9%	33.9%	33.4%
Gastronomy	26.9%	25.5%	27.3%	25.9%	26.9%	28.6%
Fun possibilities	24.0%	39.7%	31.4%	27.0%	19.9%	14.3%
Authenticity	22.6%	25.1%	26.3%	24.6%	21.4%	18.7%
Exoticism	12.0%	19.2%	18.2%	13.8%	9.4%	6.7%
Hiking trail network	10.4%	9.2%	11.9%	11.4%	10.0%	9.7%
Shopping	9.6%	14.1%	9.5%	8.5%	9.3%	9.4%
Culture	9.5%	10.7%	11.2%	10.1%	8.8%	8.4%
Historical heritage	9.1%	8.4%	9.3%	9.1%	9.3%	9.1%
Nightlife	8.4%	18.3%	11.9%	8.1%	6.4%	4.9%

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.

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

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Previous visits to the Canary Islands	49.0%	32.8%	32.0%	42.5%	55.3%	65.4%
Friends or relatives	29.6%	41.8%	43.9%	33.4%	24.0%	18.9%
Internet or social media	53.0%	57.4%	60.3%	57.9%	52.6%	42.5%
Mass Media	2.1%	3.7%	2.1%	1.9%	1.7%	2.0%
Travel guides and magazines	7.0%	6.6%	7.0%	7.0%	7.0%	7.0%
Travel Blogs or Forums	6.7%	9.4%	10.7%	8.8%	5.3%	2.6%
Travel TV Channels	0.8%	0.7%	0.6%	0.7%	0.8%	1.0%
Tour Operator or Travel Agency	20.4%	18.6%	13.9%	18.5%	21.5%	25.3%
Public administrations or similar	0.7%	0.8%	0.8%	0.7%	0.5%	0.6%
Others	3.2%	4.2%	3.4%	3.3%	2.9%	2.9%

* Multi-choice question

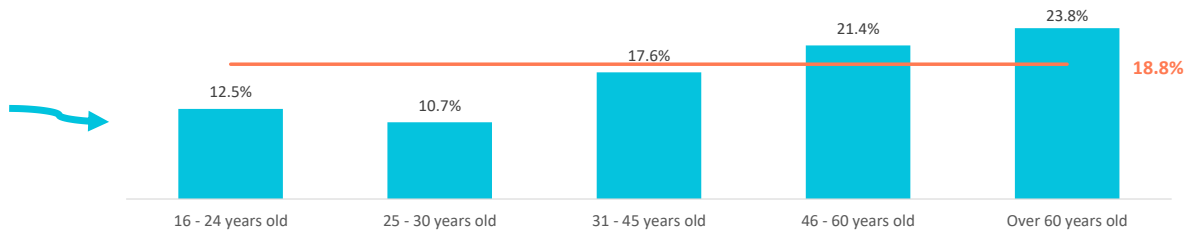
PROFILE OF TOURIST BY AGE RANGE 2023

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
The same day	0.7%	1.7%	1.4%	0.8%	0.4%	0.2%
Between 1 and 30 days	23.5%	24.8%	28.5%	25.1%	22.5%	19.9%
Between 1 and 2 months	24.6%	28.3%	29.2%	24.0%	23.5%	22.9%
Between 3 and 6 months	32.4%	32.7%	30.2%	32.5%	32.3%	33.2%
More than 6 months	18.8%	12.5%	10.7%	17.6%	21.4%	23.8%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



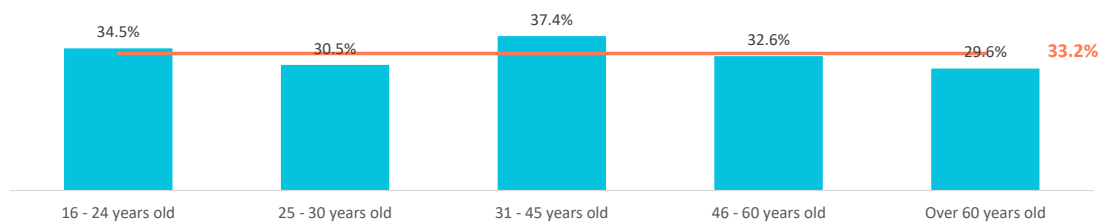
With whom did they book their flight and accommodation?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Flight						
- Directly with the airline	49.6%	53.4%	58.9%	53.3%	46.6%	42.7%
- Tour Operator or Travel Agency	50.4%	46.6%	41.1%	46.7%	53.4%	57.3%
Accommodation						
- Directly with the accommodation	36.7%	39.1%	44.0%	40.5%	34.8%	30.0%
- Tour Operator or Travel Agency	63.3%	60.9%	56.0%	59.5%	65.2%	70.0%

What do they book?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Room only	29.1%	34.4%	34.9%	27.6%	27.7%	27.4%
Bed and Breakfast	14.3%	12.8%	16.1%	14.6%	15.4%	12.8%
Half board	20.1%	15.2%	15.8%	17.0%	21.1%	26.7%
Full board	3.3%	3.2%	2.7%	3.3%	3.3%	3.5%
All inclusive	33.2%	34.5%	30.5%	37.4%	32.6%	29.6%

% TOURISTS WHO BOOK ALL INCLUSIVE



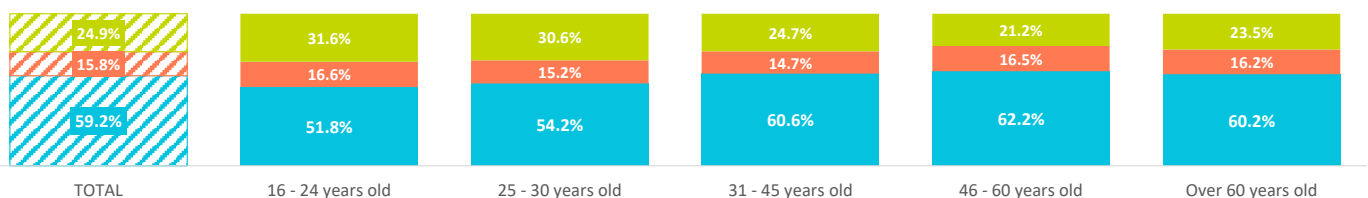
ACCOMMODATION

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
1-2-3* Hotel	10.7%	11.2%	11.2%	11.0%	11.0%	9.7%
4* Hotel	38.6%	33.6%	35.9%	38.6%	40.0%	40.6%
5* Hotel / 5* Luxury Hotel	9.9%	7.1%	7.1%	11.0%	11.3%	9.9%
Aparthotel / Tourist Villa	15.8%	16.6%	15.2%	14.7%	16.5%	16.2%
House/room rented in a private dwelling	7.8%	8.4%	10.3%	8.7%	6.9%	6.1%
Private accommodation ⁽¹⁾	9.0%	12.4%	11.5%	8.4%	7.6%	8.5%
Others (Cottage, cruise, camping,...)	8.2%	10.8%	8.8%	7.5%	6.8%	8.9%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



PROFILE OF TOURIST BY AGE RANGE 2023

SATISFACTION AND LOYALTY INDICATORS

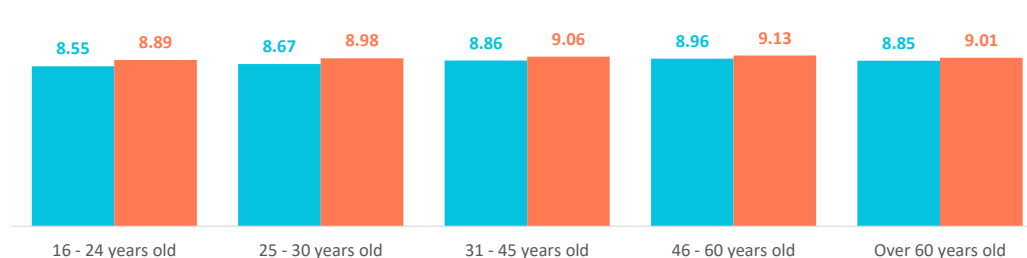
Satisfaction

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Satisfaction (scale 0-10)						
Average rating	8.82	8.77	8.75	8.82	8.88	8.78
Experience in the Canary Islands						
Worse or much worse than expected	2.5%	2.9%	3.5%	2.4%	2.1%	2.5%
Lived up to expectations	54.0%	45.3%	45.6%	49.4%	56.0%	65.0%
Better or much better than expected	43.5%	51.8%	50.9%	48.2%	41.9%	32.6%
Future intentions (scale 1-10)						
Return to the Canary Islands	8.83	8.55	8.67	8.86	8.96	8.85
Recommend visiting the Canary Islands	9.04	8.89	8.98	9.06	9.13	9.01

RETURN TO THE CANARY



8.83
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

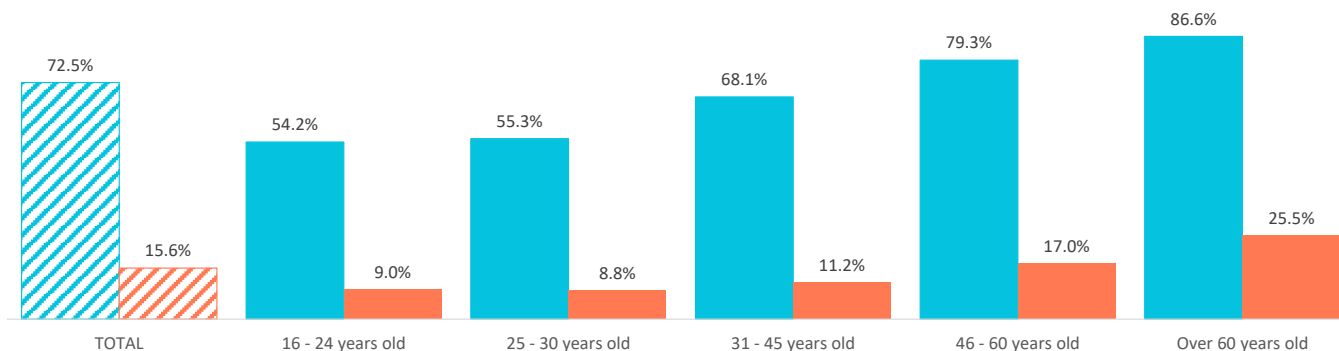


9.04
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Repeat tourists						
At least 10 previous visits	72.5%	54.2%	55.3%	68.1%	79.3%	86.6%
Repeat tourists (last 5 years)	19.6%	10.0%	9.0%	12.4%	21.9%	34.8%
Repeat tourists (last 5 years) (5 or more visits)	65.0%	48.4%	49.7%	59.8%	70.8%	79.6%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	9.0%	8.8%	11.2%	17.0%	25.5%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
One island	92.1%	91.2%	89.3%	91.2%	92.9%	94.0%
Two islands	6.7%	7.6%	9.5%	7.3%	6.1%	5.0%
Three or more islands	1.2%	1.2%	1.2%	1.5%	1.0%	1.0%

Visited islands during their trip (with overnight staying)

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Lanzarote	19.0%	12.8%	15.4%	18.6%	21.2%	21.6%
Fuerteventura	14.8%	13.6%	15.8%	15.0%	15.9%	13.5%
Gran Canaria	27.2%	30.1%	25.9%	25.4%	26.6%	29.0%
Tenerife	40.5%	44.9%	45.9%	43.0%	37.4%	36.5%
La Gomera	0.5%	0.3%	0.6%	0.6%	0.4%	0.5%
La Palma	1.4%	1.2%	1.4%	1.5%	1.5%	1.2%
El Hierro	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
Cruise	0.2%	0.1%	0.1%	0.2%	0.2%	0.3%

PROFILE OF TOURIST BY AGE RANGE 2023

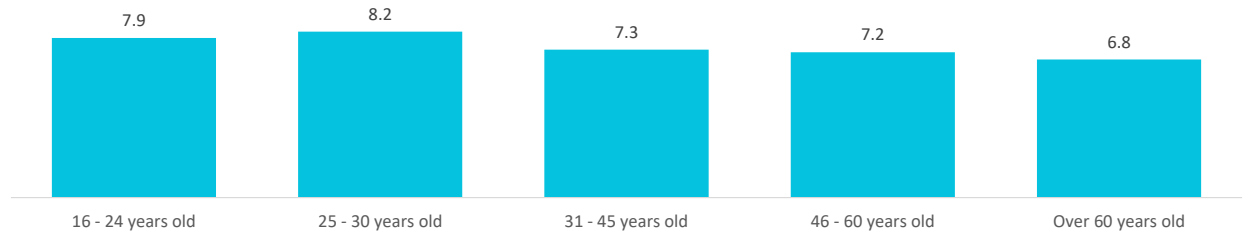
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
0 hours	2.3%	2.0%	1.6%	2.8%	2.4%	2.2%
1 - 2 hours	10.6%	9.4%	8.6%	11.4%	11.1%	10.5%
3 - 6 hours	33.3%	29.8%	27.5%	31.9%	33.8%	38.4%
7 - 12 hours	45.2%	47.3%	49.1%	44.6%	44.7%	44.0%
More than 12 hours	8.6%	11.5%	13.2%	9.3%	7.9%	5.0%
Outdoor time per day	7.3	7.9	8.2	7.3	7.2	6.8



7.3
TOTAL



Activities in the Canary Islands

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Walk, wander	73.1%	74.5%	75.4%	72.8%	73.6%	71.4%
Beach	69.4%	79.4%	78.6%	76.0%	68.5%	53.9%
Swimming pool, hotel facilities	59.3%	60.1%	55.1%	62.5%	61.0%	55.1%
Explore the island on their own	48.0%	58.5%	59.4%	52.7%	45.1%	35.6%
Taste Canarian gastronomy	26.5%	29.4%	33.3%	27.2%	25.2%	22.5%
Hiking	18.5%	20.0%	25.2%	20.2%	17.2%	14.1%
Organized excursions	16.8%	23.2%	20.9%	17.1%	15.1%	13.5%
Nightlife / concerts / shows	15.9%	30.5%	24.4%	15.4%	12.9%	9.0%
Theme parks	14.1%	21.6%	19.4%	19.9%	11.0%	4.8%
Sea excursions / whale watching	12.4%	19.5%	16.3%	14.5%	10.7%	6.8%
Wineries / markets / popular festivals	11.4%	13.1%	14.0%	11.4%	11.1%	9.8%
Museums / exhibitions	10.5%	12.2%	11.6%	11.9%	9.4%	8.9%
Other Nature Activities	8.1%	14.0%	13.3%	9.6%	6.3%	3.0%
Swim	7.8%	12.4%	9.1%	8.0%	7.4%	5.2%
Beauty and health treatments	6.1%	6.7%	5.3%	6.2%	6.4%	5.7%
Running	5.7%	7.5%	6.2%	7.1%	6.2%	2.5%
Practice other sports	4.5%	8.1%	6.3%	5.0%	3.9%	2.0%
Astronomical observation	4.0%	6.1%	6.2%	4.5%	3.1%	2.3%
Cycling / Mountain bike	3.0%	2.2%	2.5%	3.4%	3.9%	2.2%
Surf	2.9%	6.1%	5.6%	3.6%	1.8%	0.4%
Scuba Diving	2.9%	5.9%	4.6%	3.1%	2.4%	0.8%
Golf	2.5%	3.7%	2.6%	1.8%	2.6%	2.6%
Windsurf / Kitesurf	0.9%	1.3%	1.1%	1.2%	1.0%	0.1%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
United Kingdom	34.1%	26.6%	25.6%	32.6%	35.9%	41.3%
Germany	16.3%	16.1%	17.5%	14.4%	15.9%	18.4%
Spanish Mainland	12.1%	15.0%	19.2%	15.5%	10.9%	4.9%
France	5.3%	5.7%	5.7%	6.1%	5.8%	3.6%
Ireland	4.3%	3.8%	3.3%	3.9%	4.9%	4.7%
Italy	4.2%	6.8%	5.8%	4.2%	3.6%	2.9%
Netherlands	4.2%	6.0%	4.1%	3.6%	4.3%	3.9%
Belgium	2.7%	2.0%	2.0%	2.2%	3.2%	3.5%
Norway	2.5%	1.5%	1.5%	1.8%	2.5%	4.4%
Sweden	2.3%	1.7%	1.0%	1.7%	2.6%	3.3%
Denmark	1.8%	1.4%	1.4%	1.1%	2.0%	2.7%
Poland	1.8%	2.8%	2.6%	2.8%	1.1%	0.5%
Finland	1.3%	1.4%	0.7%	1.1%	1.4%	1.6%
Switzerland	1.2%	1.2%	1.7%	1.2%	1.2%	0.9%
Czech Republic	0.9%	1.3%	1.2%	1.2%	0.6%	0.5%
Austria	0.9%	1.3%	1.2%	0.7%	0.9%	0.7%
Others	4.2%	5.3%	5.3%	5.8%	3.2%	2.2%

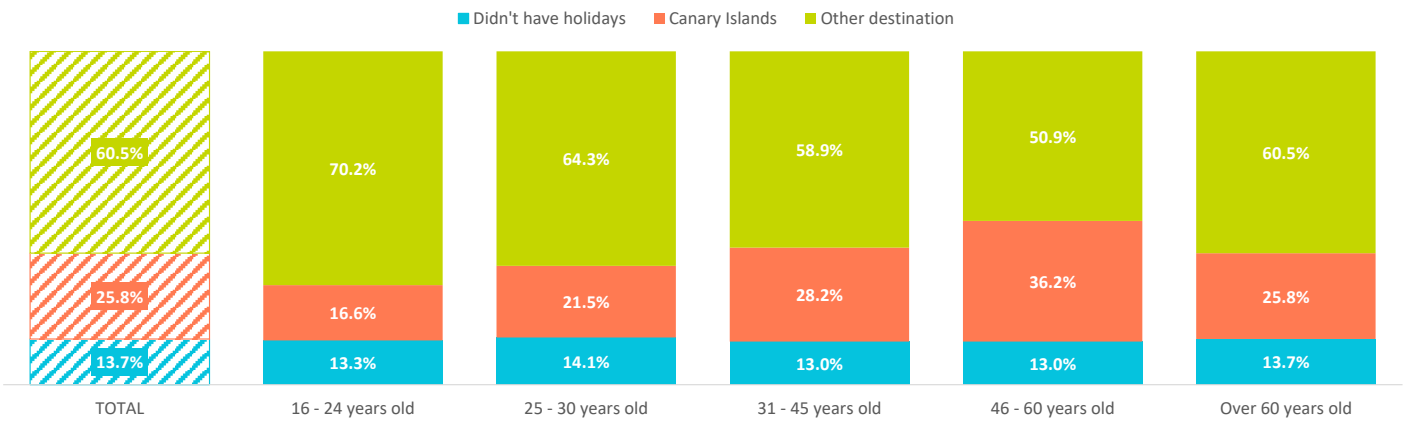
PROFILE OF TOURIST BY AGE RANGE 2023

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Didn't have holidays	13.7%	13.3%	14.1%	13.0%	13.0%	13.7%
Canary Islands	25.8%	16.6%	21.5%	28.2%	36.2%	25.8%
Other destination	60.5%	70.2%	64.3%	58.9%	50.9%	60.5%
Balearic Islands	4.5%	5.1%	5.0%	4.3%	3.7%	4.5%
Rest of Spain	11.4%	14.2%	12.5%	10.5%	8.6%	11.4%
Italy	7.4%	9.7%	7.9%	6.8%	6.0%	7.4%
France	5.3%	5.8%	5.9%	5.3%	4.1%	5.3%
Turkey	2.8%	3.2%	3.3%	2.5%	2.3%	2.8%
Greece	6.9%	7.5%	6.7%	7.0%	6.3%	6.9%
Portugal	4.1%	4.9%	4.1%	4.0%	3.7%	4.1%
Croatia	2.3%	3.1%	2.3%	2.1%	1.6%	2.3%
Egypt	1.1%	1.4%	1.3%	1.2%	0.8%	1.1%
Tunisia	0.3%	0.1%	0.3%	0.3%	0.2%	0.3%
Morocco	0.8%	1.4%	0.9%	0.5%	0.4%	0.8%
Others	13.7%	13.5%	14.4%	14.2%	13.1%	13.7%

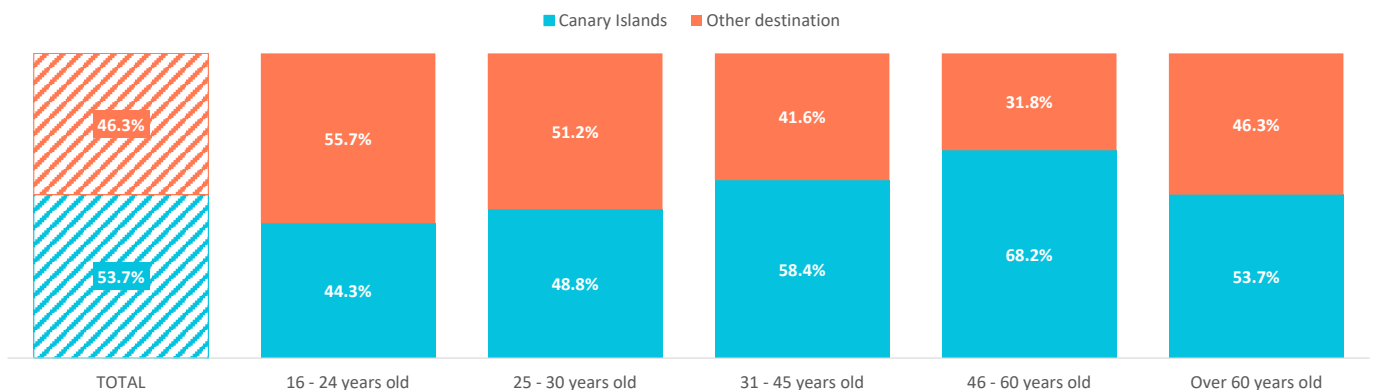
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
None (I was clear about "this Canary Island")	28.5%	19.8%	23.1%	31.6%	43.7%	28.5%
Canary Islands (other island)	25.1%	24.5%	25.8%	26.8%	24.5%	25.1%
Other destination	46.3%	55.7%	51.2%	41.6%	31.8%	46.3%
Balearic Islands	6.1%	7.3%	7.0%	5.9%	4.6%	6.1%
Rest of Spain	8.6%	9.8%	9.0%	8.1%	6.5%	8.6%
Italy	4.8%	6.6%	5.1%	3.9%	3.0%	4.8%
France	1.6%	1.6%	1.7%	1.5%	0.9%	1.6%
Turkey	3.4%	3.7%	4.0%	3.0%	2.3%	3.4%
Greece	8.1%	10.3%	9.0%	7.1%	4.6%	8.1%
Portugal	6.3%	7.4%	6.9%	5.4%	4.8%	6.3%
Croatia	2.5%	3.1%	2.6%	2.0%	1.6%	2.5%
Egypt	2.5%	2.7%	2.7%	2.2%	1.6%	2.5%
Others	2.5%	3.3%	3.0%	2.5%	1.9%	2.5%

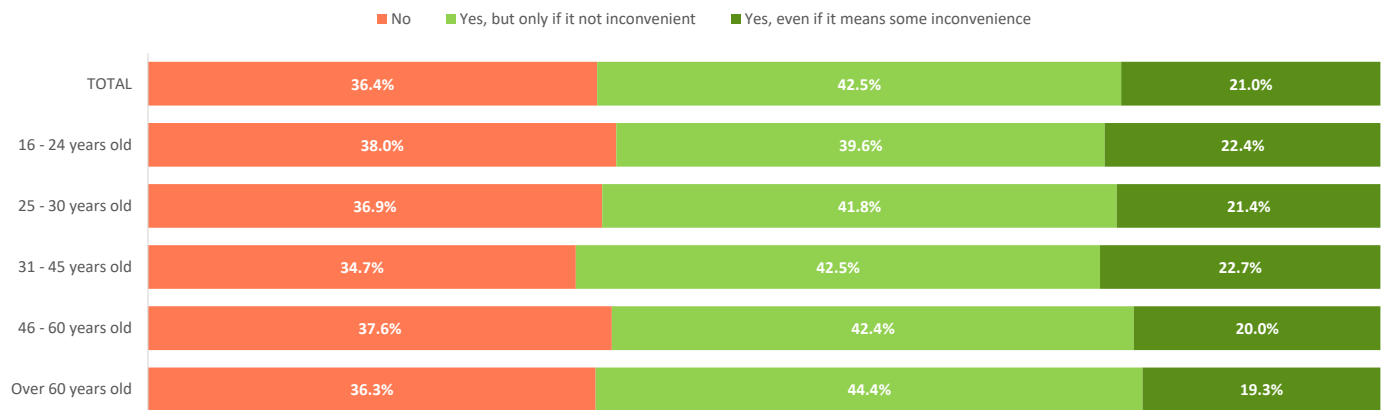
* Percentage of valid answers



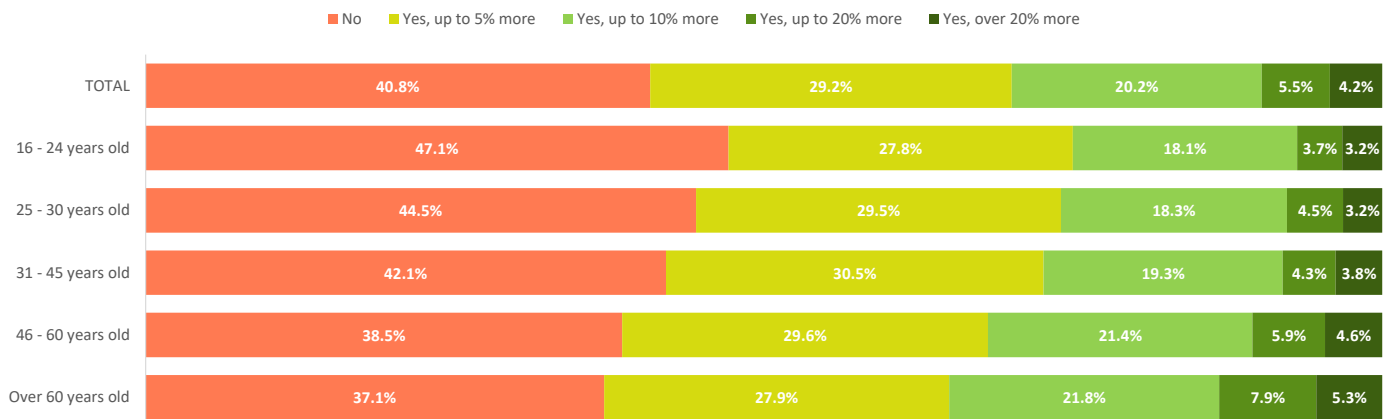
PROFILE OF TOURIST BY AGE RANGE 2023

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	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Quality of life on the island	8.0	7.9	8.0	8.1	8.1	8.0
Tolerance towards tourism	8.6	8.4	8.4	8.6	8.6	8.6
Cleanliness of the island	8.2	8.0	8.1	8.2	8.3	8.4
Air quality	8.5	8.0	8.3	8.5	8.6	8.5
Rational water consumption	7.6	7.4	7.5	7.6	7.6	7.7
Energy saving	7.1	6.7	6.9	7.0	7.1	7.2
Use of renewable energy	7.0	6.7	7.0	7.0	7.1	7.2
Recycling	7.1	6.7	6.8	7.0	7.2	7.3
Easy to get around by public transport	7.5	7.4	7.2	7.3	7.6	7.8
Overcrowding in tourist areas	6.6	6.7	6.7	6.7	6.6	6.4
Supply of local products	7.2	7.2	7.3	7.2	7.2	7.1

* Scale 0 - 10 (0 = Not important and 10 = Very important)