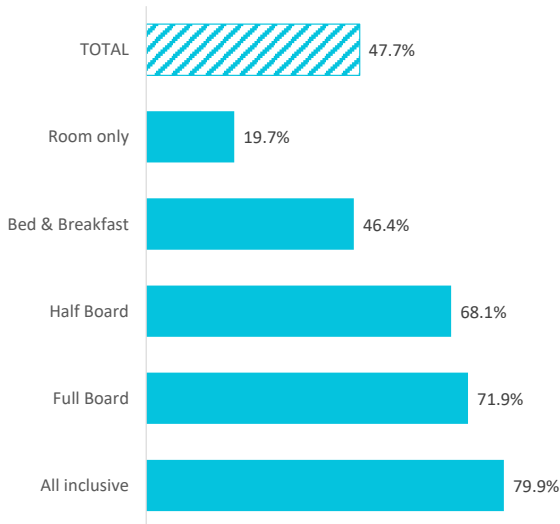


# PROFILE OF TOURIST BY MEAL PLANS 2023

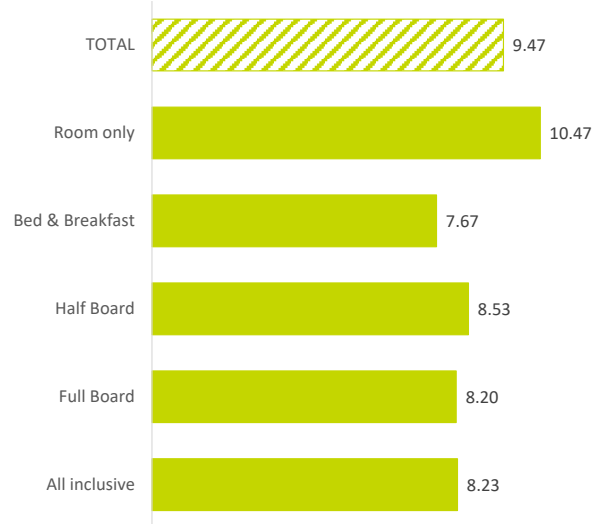
## TOURIST EXPENDITURE

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>14,108,401</b>	<b>3,532,035</b>	<b>1,741,885</b>	<b>2,443,900</b>	<b>397,830</b>	<b>4,040,380</b>
<b>% Tourists</b>	<b>100%</b>	<b>25.0%</b>	<b>12.3%</b>	<b>17.3%</b>	<b>2.8%</b>	<b>28.6%</b>
- Lanzarote	2,601,667	791,303	287,752	396,238	58,350	756,170
- Fuerteventura	1,984,658	310,950	116,484	299,521	74,209	974,106
- Gran Canaria	3,737,159	997,862	485,797	594,208	85,272	1,022,820
- Tenerife	5,601,943	1,385,115	828,341	1,112,188	170,718	1,245,906
- La Palma	133,951	31,774	20,105	37,892	4,941	27,919
<b>% tourists who book holiday package</b>	<b>47.7%</b>	<b>19.7%</b>	<b>46.4%</b>	<b>68.1%</b>	<b>71.9%</b>	<b>79.9%</b>
<b>Expenditure per tourist (€)</b>	<b>1,387</b>	<b>1,277</b>	<b>1,507</b>	<b>1,593</b>	<b>1,482</b>	<b>1,493</b>
- book holiday package	1,596	1,541	1,682	1,688	1,552	1,543
- holiday package	1,319	1,014	1,212	1,350	1,378	1,392
- others	277	527	470	338	174	150
- do not book holiday package	1,196	1,212	1,356	1,389	1,302	1,294
- flight	328	310	310	323	362	342
- accommodation	420	398	582	686	639	727
- others	448	503	464	380	301	225
<b>Average length of stay</b>	<b>9.47</b>	<b>10.47</b>	<b>7.67</b>	<b>8.53</b>	<b>8.20</b>	<b>8.23</b>
<b>Average daily expenditure (€)</b>	<b>167.8</b>	<b>138.9</b>	<b>208.9</b>	<b>196.7</b>	<b>191.9</b>	<b>190.0</b>
<b>Average daily expenditure without flight (€)</b>	<b>120.2</b>	<b>101.6</b>	<b>157.2</b>	<b>145.2</b>	<b>135.2</b>	<b>132.9</b>
<b>Average cost of the flight (€)</b>	<b>387.4</b>	<b>319.6</b>	<b>361.5</b>	<b>416.2</b>	<b>446.0</b>	<b>449.8</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>19,565</b>	<b>4,510</b>	<b>2,626</b>	<b>3,893</b>	<b>590</b>	<b>6,031</b>
<b>% Turnover</b>	<b>100%</b>	<b>23.0%</b>	<b>13.4%</b>	<b>19.9%</b>	<b>3.0%</b>	<b>30.8%</b>

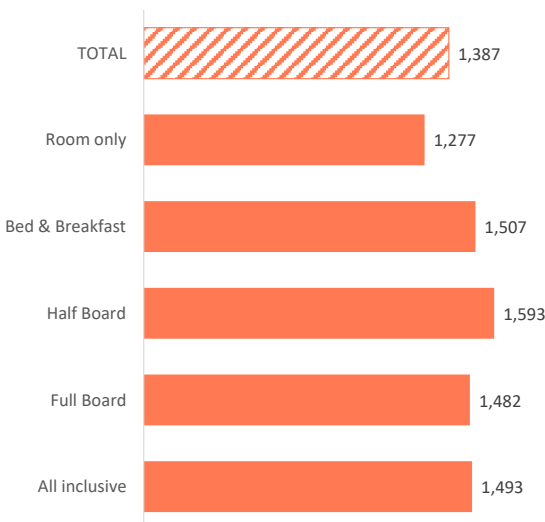
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



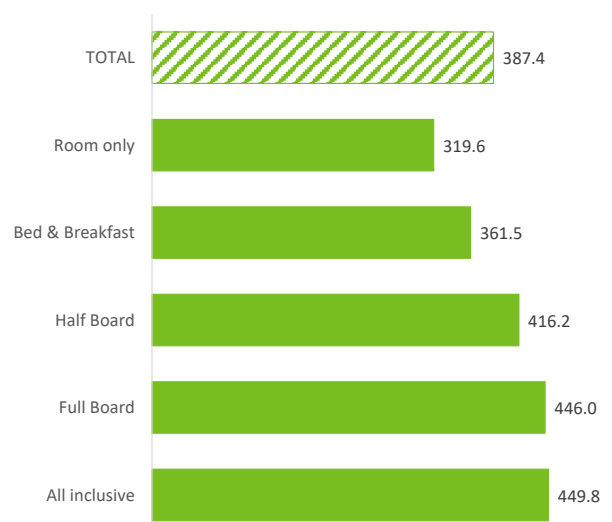
AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



# PROFILE OF TOURIST BY MEAL PLANS 2023

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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
<b>Accommodation:</b>						
- Accommodation	83.7%	88.6%	92.9%	94.6%	91.9%	96.0%
- Additional accommodation expenses	7.1%	7.9%	9.5%	10.1%	8.7%	5.1%
<b>Transport:</b>						
- National/International Transport	94.9%	95.3%	93.4%	94.9%	93.7%	96.1%
- Flights between islands	5.6%	8.0%	5.8%	4.8%	5.6%	3.5%
- Taxi	52.6%	36.8%	54.4%	62.9%	61.8%	72.3%
- Car rental	32.4%	44.8%	34.7%	33.9%	26.3%	19.5%
- Public transport	11.2%	14.2%	11.4%	11.1%	7.8%	7.0%
<b>Food and drink:</b>						
- Food purchases at supermarkets	58.8%	82.9%	61.3%	58.0%	30.7%	31.4%
- Restaurants	66.5%	86.2%	87.9%	76.1%	33.7%	30.4%
<b>Leisure:</b>						
- Organized excursions	24.7%	23.6%	25.4%	30.2%	33.1%	25.9%
- Sport activities	8.1%	9.9%	8.3%	7.9%	6.9%	6.2%
- Cultural activities	2.8%	3.1%	3.1%	2.7%	2.1%	1.7%
- Museums	5.5%	7.7%	7.0%	5.8%	4.2%	2.9%
- Theme Parks	10.9%	11.5%	12.3%	12.1%	11.4%	9.8%
- Discos and pubs	10.7%	14.7%	12.9%	8.6%	6.4%	6.5%
- Wellness	5.3%	3.4%	7.3%	7.3%	6.6%	5.0%
<b>Purchases of goods:</b>						
- Souvenirs	41.5%	40.3%	41.5%	45.4%	35.5%	42.0%
- Real state	0.2%	0.1%	0.2%	0.0%	0.3%	0.1%
- Other expenses	0.8%	0.7%	0.9%	0.7%	0.6%	0.6%
<b>Other:</b>						
- Medical or pharmaceutical expenses	7.7%	8.1%	7.7%	7.3%	6.0%	7.4%
- Other expenses	5.4%	4.0%	5.4%	6.3%	6.6%	6.9%

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

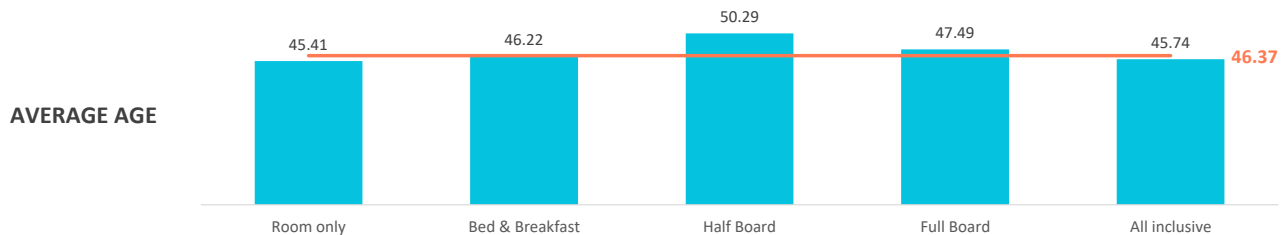
	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
<b>Expenditure per tourist and trip (€)</b>						
<b>Accommodation:</b>	<b>866</b>	<b>667</b>	<b>858</b>	<b>965</b>	<b>969</b>	<b>977</b>
- Accommodation	709	492	691	810	827	844
- Additional accommodation expenses	157	175	167	155	141	133
<b>Transport:</b>	<b>733</b>	<b>663</b>	<b>705</b>	<b>766</b>	<b>817</b>	<b>754</b>
- National/International Transport	408	335	387	439	476	468
- Flights between islands	84	93	85	78	100	67
- Taxi	89	70	88	101	107	95
- Car rental	122	132	119	119	105	102
- Public transport	29	32	25	30	29	21
<b>Food and drink:</b>	<b>306</b>	<b>360</b>	<b>350</b>	<b>245</b>	<b>176</b>	<b>132</b>
- Food purchases at supermarkets	108	129	92	78	74	47
- Restaurants	199	231	258	167	102	85
<b>Leisure:</b>	<b>535</b>	<b>523</b>	<b>531</b>	<b>534</b>	<b>510</b>	<b>515</b>
- Organized excursions	95	85	89	94	118	103
- Sport activities	99	98	104	105	95	92
- Cultural activities	58	55	49	60	52	55
- Museums	39	37	42	38	37	39
- Theme Parks	71	66	75	71	70	72
- Discos and pubs	99	104	101	90	77	84
- Wellness	74	78	72	76	61	70
<b>Purchases of goods:</b>	<b>1,242</b>	<b>697</b>	<b>476</b>	<b>245</b>	<b>192</b>	<b>388</b>
- Souvenirs	87	80	84	90	88	81
- Real state	934	310	141	67	68	227
- Other expenses	221	307	250	88	37	80
<b>Other:</b>	<b>138</b>	<b>178</b>	<b>126</b>	<b>118</b>	<b>122</b>	<b>104</b>
- Medical or pharmaceutical expenses	47	50	38	36	29	41
- Other expenses	91	128	88	82	92	64

# PROFILE OF TOURIST BY MEAL PLANS 2023

## TOURIST PROFILE

### Who are they?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
<b>Gender</b>						
Percentage of men	48.2%	49.4%	51.4%	47.4%	51.8%	45.2%
Percentage of women	51.8%	50.6%	48.6%	52.6%	48.2%	54.8%
<b>Age</b>						
Average age	46.37	45.41	46.22	50.29	47.49	45.74
Standard deviation	16.8	16.8	16.0	16.9	16.5	16.1
<b>Age range</b>						
16-24 years old	11.1%	12.3%	9.3%	7.9%	10.1%	10.8%
25-30 years old	10.8%	12.5%	11.7%	8.2%	8.7%	9.5%
31-45 years old	28.7%	27.6%	29.5%	24.6%	29.6%	32.7%
46-60 years old	25.2%	24.6%	27.8%	27.1%	25.7%	25.3%
Over 60 years old	24.2%	23.0%	21.8%	32.3%	25.9%	21.7%
<b>Occupation</b>						
Salaried worker	55.7%	55.8%	57.1%	52.5%	50.7%	60.1%
Self-employed	10.8%	12.1%	11.3%	9.2%	11.9%	10.0%
Unemployed	0.9%	1.1%	0.9%	0.5%	0.4%	0.7%
Business owner	8.1%	6.5%	9.4%	8.6%	10.9%	8.4%
Student	4.2%	5.0%	3.1%	2.7%	4.0%	2.8%
Retired	18.9%	17.9%	17.0%	25.4%	20.9%	16.6%
Unpaid domestic work	0.6%	0.6%	0.5%	0.4%	0.2%	0.6%
Others	0.9%	0.9%	0.7%	0.6%	1.1%	0.8%
<b>Annual household income level</b>						
Less than €25,000	13.1%	14.3%	10.5%	10.8%	13.9%	11.5%
€25,000 - €49,999	34.9%	36.3%	31.5%	35.1%	35.5%	34.5%
€50,000 - €74,999	24.4%	24.0%	23.3%	24.7%	20.9%	26.0%
More than €74,999	27.7%	25.4%	34.7%	29.4%	29.7%	28.0%
<b>Education level</b>						
No studies	4.0%	3.7%	3.3%	3.5%	2.8%	5.3%
Primary education	1.9%	1.8%	1.5%	2.1%	3.1%	1.9%
Secondary education	20.1%	18.2%	17.8%	21.5%	19.6%	23.1%
Higher education	73.9%	76.3%	77.5%	72.8%	74.5%	69.6%



### Who do they come with?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Unaccompanied	10.1%	9.9%	9.1%	6.5%	8.5%	4.8%
Only with partner	47.5%	45.8%	56.2%	57.5%	39.4%	45.7%
Only with children (< 13 years old)	4.4%	3.5%	2.6%	3.8%	7.6%	6.7%
Partner + children (< 13 years old)	6.8%	4.6%	5.5%	6.6%	8.4%	10.8%
Other relatives	10.0%	10.1%	8.2%	9.0%	10.8%	11.3%
Friends	7.1%	10.5%	6.8%	4.5%	7.3%	5.3%
Work colleagues	0.6%	0.6%	1.4%	0.2%	2.1%	0.4%
Organized trip	0.2%	0.1%	0.1%	0.3%	1.2%	0.2%
Other combinations <sup>(2)</sup>	13.3%	14.9%	10.2%	11.6%	14.8%	14.9%
<i>(2) Different situations have been isolated</i>						
<b>Tourists with children</b>	<b>16.9%</b>	<b>13.0%</b>	<b>11.8%</b>	<b>14.6%</b>	<b>22.8%</b>	<b>26.0%</b>
- Between 0 and 2 years old	1.5%	1.1%	1.3%	1.2%	2.1%	2.0%
- Between 3 and 12 years old	14.1%	10.9%	9.6%	12.3%	19.2%	21.8%
- Between 0 -2 and 3-12 years old	1.3%	1.1%	0.9%	1.0%	1.5%	2.1%
<b>Tourists without children</b>	<b>83.1%</b>	<b>87.0%</b>	<b>88.2%</b>	<b>85.4%</b>	<b>77.2%</b>	<b>74.0%</b>
<b>Group composition:</b>						
- 1 person	12.6%	12.8%	12.0%	8.1%	11.9%	6.3%
- 2 people	55.3%	53.9%	64.3%	64.7%	49.4%	53.5%
- 3 people	12.1%	11.5%	8.8%	11.5%	12.5%	15.5%
- 4 or 5 people	16.0%	17.4%	11.6%	13.3%	20.5%	19.7%
- 6 or more people	4.0%	4.3%	3.3%	2.5%	5.7%	5.0%
<b>Average group size:</b>	<b>2.57</b>	<b>2.61</b>	<b>2.41</b>	<b>2.46</b>	<b>2.76</b>	<b>2.81</b>

<sup>\*</sup>People who share the main expenses of the trip

# PROFILE OF TOURIST BY MEAL PLANS 2023

## TRIP MOTIVATION AND DESTINATION CHOICE

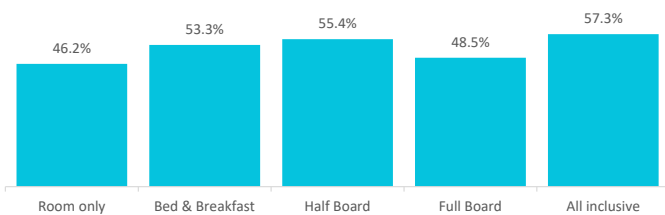
### What is the main reason for visiting the Canary Islands?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Holidays	90.0%	91.3%	91.6%	98.0%	93.0%	98.3%
Family reasons	6.9%	5.0%	2.6%	0.8%	1.6%	0.6%
Business	1.6%	1.6%	4.0%	0.5%	3.0%	0.5%
Education and training	0.2%	0.4%	0.2%	0.1%	0.1%	0.0%
Sports training	0.5%	0.7%	0.6%	0.4%	1.0%	0.2%
Health	0.1%	0.2%	0.1%	0.0%	0.2%	0.0%
Conventions and Exhibitions	0.2%	0.2%	0.6%	0.0%	0.6%	0.1%
Others	0.5%	0.5%	0.4%	0.2%	0.4%	0.2%

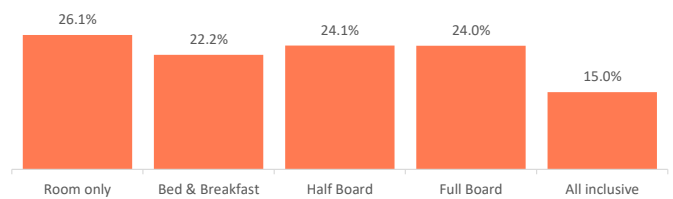
### What is the main motivation for their holidays?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Rest	50.9%	46.2%	53.3%	55.4%	48.5%	57.3%
Enjoy family time	15.6%	12.6%	11.2%	9.9%	16.2%	16.6%
Have fun	9.2%	10.0%	9.7%	7.1%	8.1%	9.3%
Explore the destination	20.7%	26.1%	22.2%	24.1%	24.0%	15.0%
Practice their hobbies	2.0%	3.3%	1.8%	2.0%	1.8%	0.8%
Other reasons	1.7%	1.8%	1.7%	1.5%	1.4%	0.9%

#### REST



#### EXPLORE THE DESTINATION



### Importance of each factor in the destination choice

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Climate	75.1%	75.1%	76.0%	77.4%	75.6%	77.7%
Safety	54.6%	48.9%	55.4%	58.2%	51.0%	60.5%
Tranquility	47.9%	43.9%	47.0%	50.8%	46.9%	49.9%
Sea	45.4%	45.8%	43.6%	46.0%	45.6%	44.5%
Accommodation supply	42.9%	34.7%	45.7%	49.6%	45.0%	53.7%
Beaches	38.8%	39.9%	36.3%	36.9%	38.6%	39.7%
Effortless trip	38.3%	33.8%	38.8%	41.5%	32.3%	42.0%
Price	37.3%	36.8%	35.1%	34.0%	37.0%	43.2%
European belonging	35.3%	33.2%	34.3%	37.0%	37.4%	36.7%
Landscapes	35.0%	40.2%	33.6%	34.6%	38.7%	27.3%
Environment	34.6%	37.4%	36.2%	32.9%	36.1%	29.9%
Gastronomy	26.9%	26.8%	31.9%	26.8%	19.9%	23.8%
Fun possibilities	24.0%	22.5%	24.1%	21.0%	21.7%	27.1%
Authenticity	22.6%	23.9%	22.9%	20.1%	24.4%	20.9%
Exoticism	12.0%	12.4%	12.4%	10.5%	14.3%	12.1%
Hiking trail network	10.4%	13.7%	9.4%	9.5%	12.3%	6.0%
Shopping	9.6%	9.1%	9.8%	9.4%	9.6%	9.9%
Culture	9.5%	10.1%	9.8%	8.6%	9.0%	8.4%
Historical heritage	9.1%	9.1%	9.2%	8.6%	10.6%	7.6%
Nightlife	8.4%	10.2%	8.7%	6.4%	6.4%	7.3%

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	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Previous visits to the Canary Islands	49.0%	51.9%	47.8%	51.6%	38.9%	46.0%
Friends or relatives	29.6%	33.7%	29.3%	21.6%	19.9%	20.8%
Internet or social media	53.0%	58.4%	60.1%	54.0%	44.9%	53.7%
Mass Media	2.1%	2.2%	2.4%	2.2%	2.3%	2.1%
Travel guides and magazines	7.0%	7.9%	8.5%	7.4%	6.3%	6.9%
Travel Blogs or Forums	6.7%	9.3%	8.5%	6.4%	4.1%	5.3%
Travel TV Channels	0.8%	0.8%	0.8%	1.0%	0.4%	0.9%
Tour Operator or Travel Agency	20.4%	7.7%	18.3%	30.6%	32.2%	33.9%
Public administrations or similar	0.7%	0.8%	0.7%	0.4%	1.8%	0.6%
Others	3.2%	3.5%	3.8%	2.3%	4.4%	2.4%

\* Multi-choice question

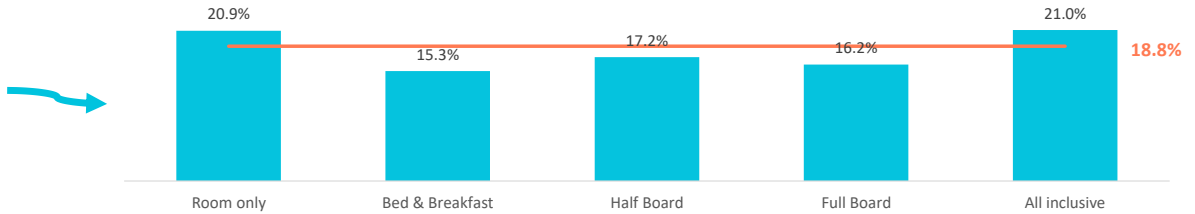
# PROFILE OF TOURIST BY MEAL PLANS 2023

## TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
The same day	0.7%	0.8%	0.9%	0.4%	0.9%	0.6%
Between 1 and 30 days	23.5%	21.8%	26.5%	22.3%	22.7%	22.1%
Between 1 and 2 months	24.6%	24.0%	25.6%	25.8%	22.7%	23.0%
Between 3 and 6 months	32.4%	32.5%	31.7%	34.3%	37.5%	33.3%
More than 6 months	18.8%	20.9%	15.3%	17.2%	16.2%	21.0%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS

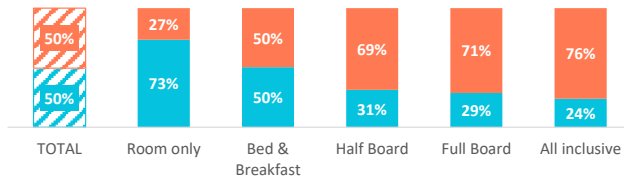


With whom did they book their flight and accommodation?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
<b>Flight</b>						
- Directly with the airline	49.6%	73.5%	50.5%	31.4%	28.8%	24.0%
- Tour Operator or Travel Agency	50.4%	26.5%	49.5%	68.6%	71.2%	76.0%
<b>Accommodation</b>						
- Directly with the accommodation	36.7%	58.6%	41.3%	25.7%	22.0%	20.8%
- Tour Operator or Travel Agency	63.3%	41.4%	58.7%	74.3%	78.0%	79.2%

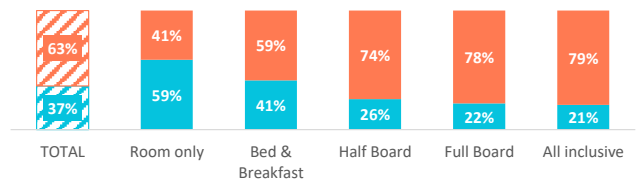
### FLIGHT

Legend: - Directly with the airline (blue), - Tour Operator or Travel Agency (orange)



### ACCOMMODATION

Legend: - Directly with the accommodation (blue), - Tour Operator or Travel Agency (orange)



What do they book?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Room only	29.1%	100%	--	--	--	--
Bed and Breakfast	14.3%	--	100%	--	--	--
Half board	20.1%	--	--	100%	--	--
Full board	3.3%	--	--	--	100%	--
All inclusive	33.2%	--	--	--	--	100%

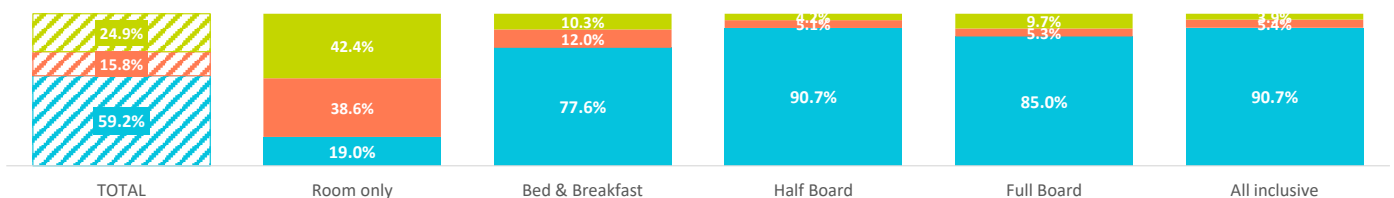
## ACCOMMODATION

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
1-2-3* Hotel	10.7%	9.8%	14.1%	8.1%	15.9%	15.2%
4* Hotel	38.6%	7.4%	38.9%	63.2%	56.6%	66.4%
5* Hotel / 5* Luxury Hotel	9.9%	1.8%	24.6%	19.3%	12.4%	9.1%
Aparthotel / Tourist Villa	15.8%	38.6%	12.0%	5.1%	5.3%	5.4%
House/room rented in a private dwelling	7.8%	23.9%	1.2%	0.0%	0.0%	0.0%
Private accommodation <sup>(1)</sup>	9.0%	3.2%	0.5%	0.0%	0.0%	0.0%
Others (Cottage, cruise, camping,...)	8.2%	15.3%	8.6%	4.2%	9.7%	3.9%

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

### TYPE OF ACCOMMODATION

Legend: Hotels (blue), Aparthotel / Tourist Villa (orange), Others (green)



# PROFILE OF TOURIST BY MEAL PLANS 2023

## SATISFACTION AND LOYALTY INDICATORS

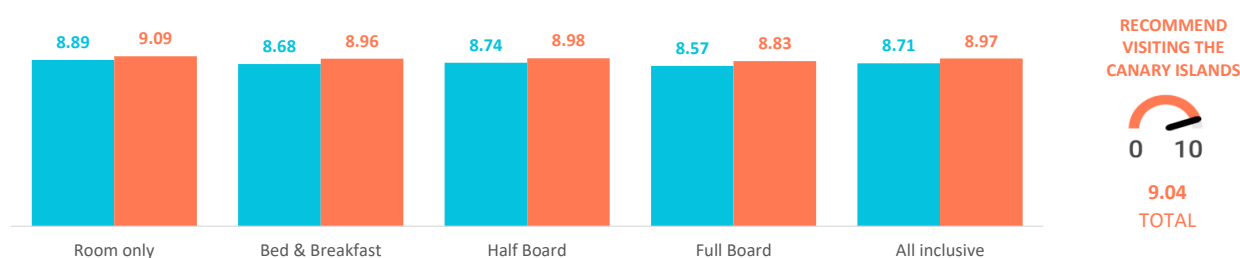
### Satisfaction

Satisfaction (scale 0-10)	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Average rating	8.82	8.84	8.77	8.80	8.68	8.76
<b>Experience in the Canary Islands</b>	<b>TOTAL</b>	<b>Room only</b>	<b>Bed &amp; Breakfast</b>	<b>Half Board</b>	<b>Full Board</b>	<b>All inclusive</b>
Worse or much worse than expected	2.5%	2.2%	2.6%	2.6%	3.4%	2.9%
Lived up to expectations	54.0%	53.4%	51.0%	55.7%	53.4%	54.1%
Better or much better than expected	43.5%	44.4%	46.4%	41.7%	43.2%	43.0%
<b>Future intentions (scale 1-10)</b>	<b>TOTAL</b>	<b>Room only</b>	<b>Bed &amp; Breakfast</b>	<b>Half Board</b>	<b>Full Board</b>	<b>All inclusive</b>
Return to the Canary Islands	8.83	8.89	8.68	8.74	8.57	8.71
Recommend visiting the Canary Islands	9.04	9.09	8.96	8.98	8.83	8.97

### RETURN TO THE CANARY



8.83  
TOTAL



### RECOMMEND VISITING THE CANARY ISLANDS

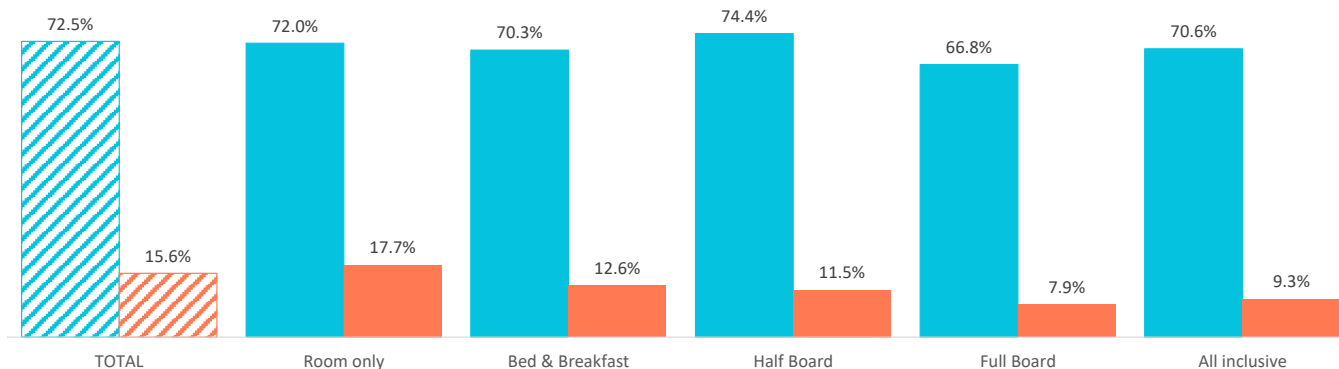


9.04  
TOTAL

### How many are loyal to the Canary Islands?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Repeat tourists	72.5%	72.0%	70.3%	74.4%	66.8%	70.6%
At least 10 previous visits	19.6%	22.7%	16.6%	16.7%	11.2%	12.6%
Repeat tourists (last 5 years)	65.0%	65.1%	61.8%	65.9%	57.7%	62.3%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	17.7%	12.6%	11.5%	7.9%	9.3%

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



## ISLANDS

### How many islands do they visit during their trip?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
One island	92.1%	90.3%	92.0%	93.2%	89.7%	93.8%
Two islands	6.7%	8.5%	6.8%	5.9%	7.7%	5.0%
Three or more islands	1.2%	1.2%	1.1%	0.9%	2.6%	1.2%

### Visited islands during their trip (with overnight staying)

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Lanzarote	19.0%	23.1%	17.1%	16.6%	15.4%	19.1%
Fuerteventura	14.8%	10.0%	7.4%	12.7%	19.5%	24.7%
Gran Canaria	27.2%	29.1%	28.7%	24.7%	22.5%	25.7%
Tenerife	40.5%	40.4%	48.4%	45.9%	44.1%	31.4%
La Gomera	0.5%	0.8%	0.8%	0.3%	0.6%	0.1%
La Palma	1.4%	1.4%	1.8%	1.8%	1.8%	0.9%
El Hierro	0.2%	0.3%	0.2%	0.0%	0.2%	0.0%
Cruise	0.2%	0.0%	0.1%	0.1%	1.5%	0.5%

# PROFILE OF TOURIST BY MEAL PLANS 2023

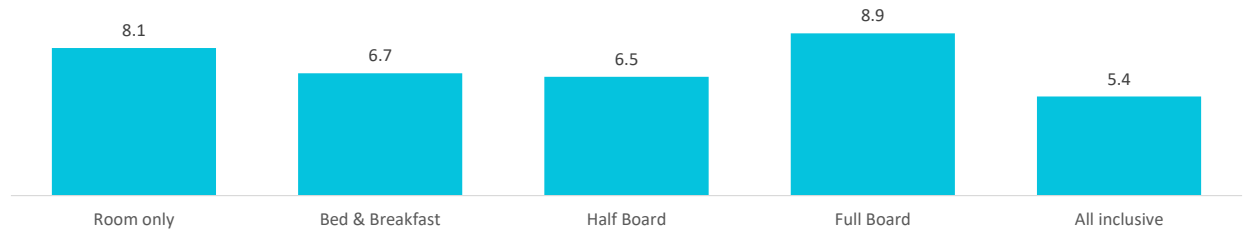
## ACTIVITIES IN THE CANARY ISLANDS

### Outdoor time per day

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
0 hours	2.3%	0.6%	1.4%	1.8%	3.0%	5.4%
1 - 2 hours	10.6%	3.1%	4.7%	12.3%	16.8%	21.6%
3 - 6 hours	33.3%	24.3%	32.4%	37.9%	35.3%	40.4%
7 - 12 hours	45.2%	58.7%	50.6%	43.0%	38.1%	28.0%
More than 12 hours	8.6%	13.3%	11.0%	5.0%	6.8%	4.6%
<b>Outdoor time per day</b>	<b>7.3</b>	<b>8.1</b>	<b>6.7</b>	<b>6.5</b>	<b>8.9</b>	<b>5.4</b>



7.3  
TOTAL



### Activities in the Canary Islands

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Walk, wander	73.1%	77.1%	76.0%	74.8%	64.9%	67.3%
Beach	69.4%	73.4%	66.7%	67.4%	66.4%	68.6%
Swimming pool, hotel facilities	59.3%	47.4%	66.3%	68.4%	66.0%	73.8%
Explore the island on their own	48.0%	57.3%	49.6%	48.1%	39.7%	37.5%
Taste Canarian gastronomy	26.5%	33.9%	33.6%	25.3%	14.6%	14.0%
Hiking	18.5%	25.2%	18.8%	17.3%	13.8%	10.7%
Organized excursions	16.8%	13.0%	16.5%	20.1%	26.9%	21.7%
Nightlife / concerts / shows	15.9%	19.2%	18.4%	12.9%	12.1%	12.2%
Theme parks	14.1%	14.0%	15.5%	15.0%	13.7%	14.0%
Sea excursions / whale watching	12.4%	12.0%	13.9%	13.7%	15.1%	13.2%
Wineries / markets / popular festivals	11.4%	14.6%	12.0%	9.8%	9.0%	7.5%
Museums / exhibitions	10.5%	13.5%	12.2%	10.7%	8.0%	6.2%
Other Nature Activities	8.1%	11.1%	8.3%	6.9%	5.8%	4.7%
Swim	7.8%	8.2%	7.9%	6.5%	7.1%	7.5%
Beauty and health treatments	6.1%	4.1%	8.0%	7.3%	7.0%	5.8%
Running	5.7%	6.1%	5.8%	4.9%	6.2%	4.7%
Practice other sports	4.5%	4.1%	5.0%	3.7%	5.4%	4.0%
Astronomical observation	4.0%	4.4%	4.9%	3.7%	4.4%	3.0%
Cycling / Mountain bike	3.0%	3.6%	3.0%	3.3%	2.4%	2.1%
Surf	2.9%	5.0%	2.1%	1.4%	1.6%	1.2%
Scuba Diving	2.9%	3.3%	2.4%	1.9%	3.0%	2.6%
Golf	2.5%	2.2%	2.6%	2.8%	2.8%	2.0%
Windsurf / Kitesurf	0.9%	1.3%	0.8%	0.6%	1.3%	0.7%

## COUNTRY OF RESIDENCE

### Where are they from?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
United Kingdom	34.1%	30.4%	33.9%	32.4%	20.2%	41.4%
Germany	16.3%	11.5%	10.0%	24.7%	13.5%	20.3%
Spanish Mainland	12.1%	13.6%	14.6%	12.1%	15.4%	6.7%
France	5.3%	6.1%	4.1%	4.1%	16.4%	5.8%
Ireland	4.3%	6.1%	7.1%	3.0%	2.4%	2.4%
Italy	4.2%	6.7%	2.8%	2.6%	7.2%	2.0%
Netherlands	4.2%	3.9%	4.9%	3.7%	2.9%	5.1%
Belgium	2.7%	1.8%	2.2%	4.2%	2.9%	2.6%
Norway	2.5%	4.3%	3.3%	1.1%	1.9%	1.3%
Sweden	2.3%	2.5%	3.4%	1.6%	3.2%	2.2%
Denmark	1.8%	2.3%	2.3%	1.5%	2.3%	1.7%
Poland	1.8%	1.2%	0.9%	1.1%	0.6%	3.4%
Finland	1.3%	1.7%	2.6%	1.0%	4.7%	0.6%
Switzerland	1.2%	1.2%	2.0%	1.6%	1.1%	0.7%
Czech Republic	0.9%	1.0%	0.4%	0.8%	0.5%	1.2%
Austria	0.9%	1.0%	0.8%	1.2%	0.7%	0.5%
Others	4.2%	4.7%	4.7%	3.3%	4.0%	2.3%

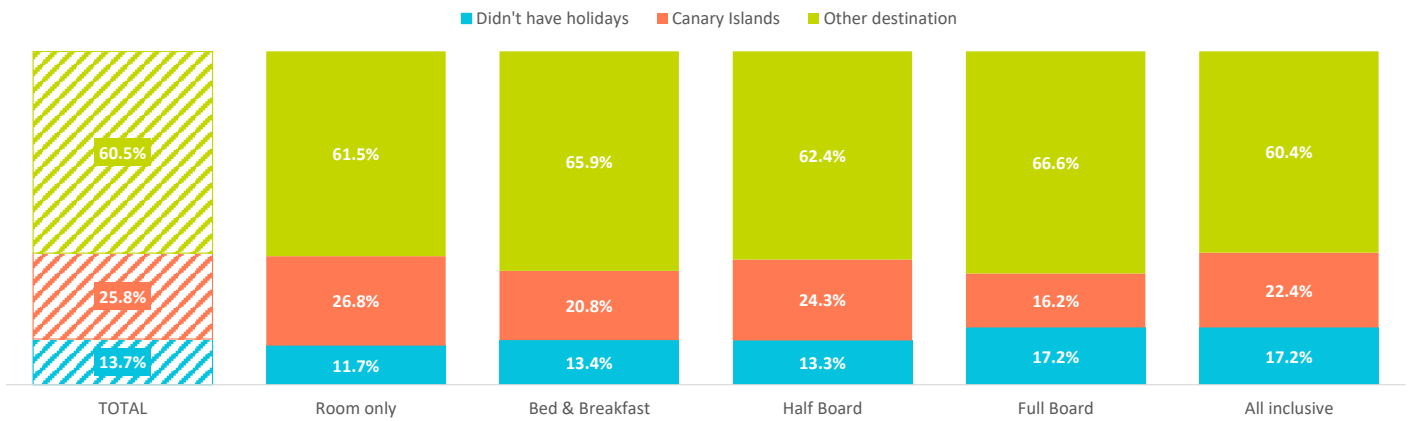
# PROFILE OF TOURIST BY MEAL PLANS 2023

## COMPETITORS

Where did they spend their main holiday last year? \*

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Didn't have holidays	13.7%	11.7%	13.4%	13.3%	17.2%	17.2%
Canary Islands	25.8%	26.8%	20.8%	24.3%	16.2%	22.4%
Other destination	60.5%	61.5%	65.9%	62.4%	66.6%	60.4%
Balearic Islands	4.5%	3.9%	4.9%	5.4%	4.8%	5.2%
Rest of Spain	11.4%	12.3%	13.2%	11.3%	14.1%	9.7%
Italy	7.4%	8.6%	8.1%	7.5%	8.7%	6.2%
France	5.3%	5.7%	5.1%	5.7%	6.9%	4.8%
Turkey	2.8%	2.1%	2.5%	2.1%	2.6%	4.4%
Greece	6.9%	6.1%	7.9%	7.2%	6.4%	8.6%
Portugal	4.1%	4.8%	5.0%	4.5%	3.8%	3.2%
Croatia	2.3%	2.8%	2.0%	2.4%	1.7%	2.2%
Egypt	1.1%	0.7%	0.8%	1.2%	1.5%	1.7%
Tunisia	0.3%	0.1%	0.2%	0.2%	0.7%	0.5%
Morocco	0.8%	0.6%	0.8%	0.6%	1.7%	0.7%
Others	13.7%	13.8%	15.4%	14.3%	13.9%	13.2%

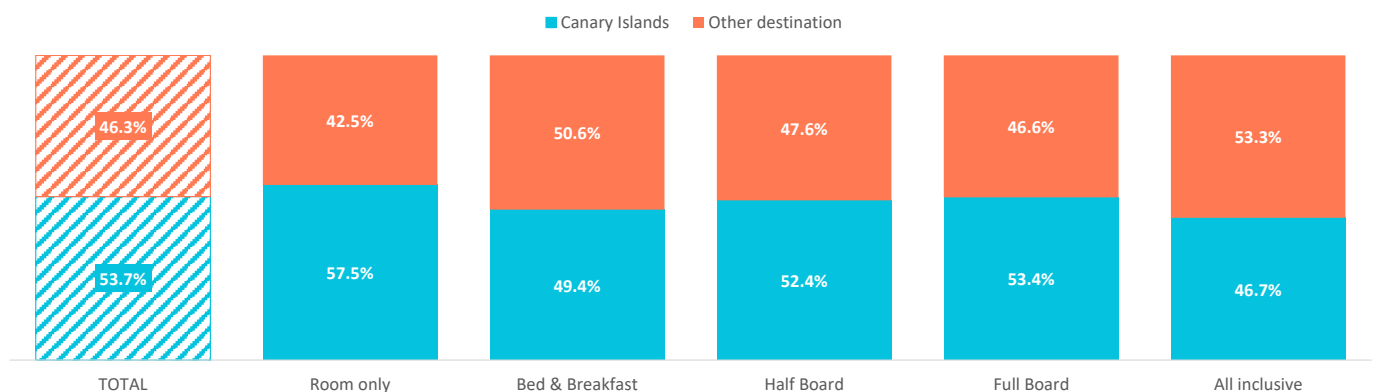
\* Percentage of valid answers



What other destinations did they consider for this trip? \*

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
None (I was clear about "this Canary Island")	28.5%	33.5%	25.8%	26.0%	25.8%	19.4%
Canary Islands (other island)	25.1%	24.0%	23.5%	26.4%	27.6%	27.4%
Other destination	46.3%	42.5%	50.6%	47.6%	46.6%	53.3%
Balearic Islands	6.1%	5.2%	6.0%	7.3%	6.4%	7.4%
Rest of Spain	8.6%	9.0%	9.2%	8.7%	7.8%	9.0%
Italy	4.8%	4.8%	6.3%	4.9%	5.1%	4.5%
France	1.6%	1.9%	1.8%	1.6%	1.8%	1.4%
Turkey	3.4%	2.3%	3.3%	2.8%	2.4%	5.3%
Greece	8.1%	6.3%	8.7%	8.3%	7.8%	10.8%
Portugal	6.3%	6.3%	7.8%	6.6%	6.1%	6.4%
Croatia	2.5%	2.4%	2.5%	2.4%	2.2%	2.8%
Egypt	2.5%	1.8%	2.1%	2.3%	3.1%	3.5%
Others	2.5%	2.5%	3.0%	2.8%	4.0%	2.3%

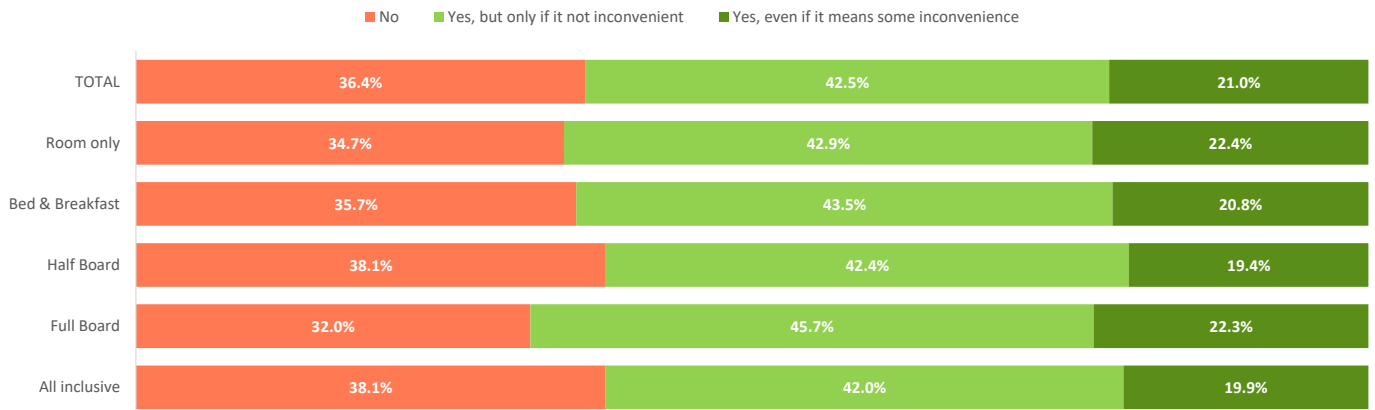
\* Percentage of valid answers



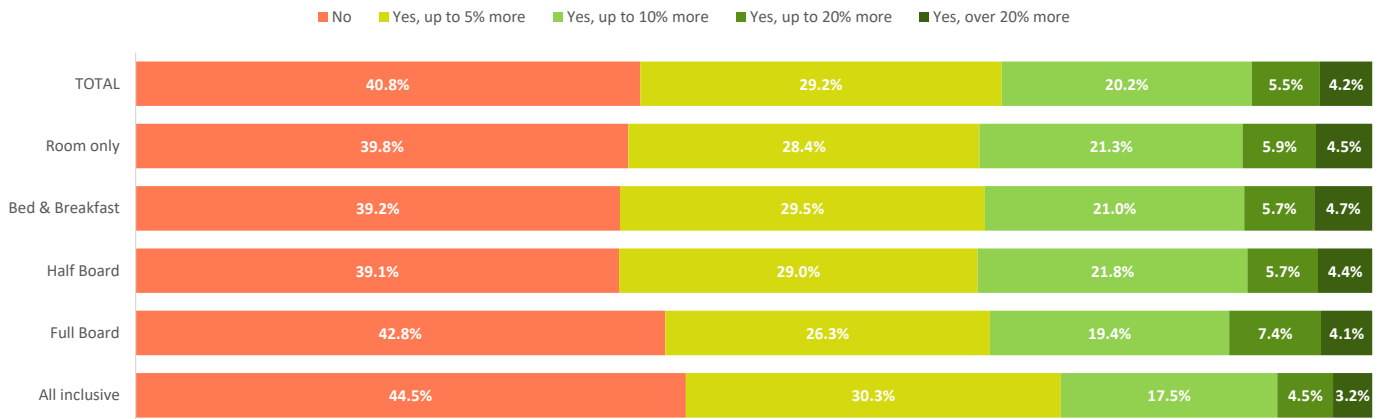


## SUSTAINABLE DESTINATION

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	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Quality of life on the island	8.0	8.1	8.0	7.9	8.0	7.9
Tolerance towards tourism	8.6	8.5	8.6	8.6	8.6	8.6
Cleanliness of the island	8.2	8.2	8.3	8.3	8.3	8.3
Air quality	8.5	8.4	8.5	8.5	8.4	8.5
Rational water consumption	7.6	7.5	7.6	7.5	7.5	7.7
Energy saving	7.1	7.0	7.1	7.0	7.0	7.2
Use of renewable energy	7.0	7.0	7.0	7.0	7.0	7.1
Recycling	7.1	6.8	7.0	7.2	7.2	7.3
Easy to get around by public transport	7.5	7.4	7.4	7.6	7.4	7.7
Overcrowding in tourist areas	6.6	6.5	6.6	6.5	6.8	6.7
Supply of local products	7.2	7.2	7.2	7.1	7.1	7.2

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