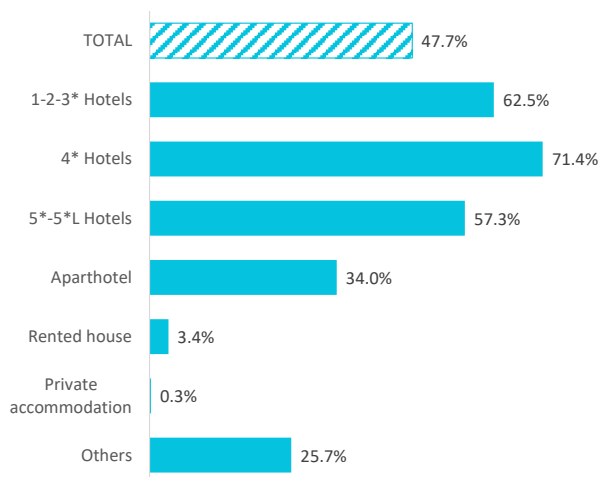


# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2023

## TOURIST EXPENDITURE

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>14,108,401</b>	<b>1,510,917</b>	<b>5,445,696</b>	<b>1,402,052</b>	<b>2,229,932</b>	<b>1,093,615</b>	<b>1,271,533</b>	<b>1,154,655</b>
<b>% Tourists</b>	<b>100%</b>	<b>10.7%</b>	<b>38.6%</b>	<b>9.9%</b>	<b>15.8%</b>	<b>7.8%</b>	<b>9.0%</b>	<b>8.2%</b>
- Lanzarote	2,601,667	234,805	903,716	292,643	557,022	235,656	158,062	219,763
- Fuerteventura	1,984,658	255,376	1,090,206	82,335	144,552	151,009	145,846	115,333
- Gran Canaria	3,737,159	522,039	1,255,078	377,685	620,738	257,827	380,901	322,892
- Tenerife	5,601,943	488,777	2,113,091	649,390	877,632	435,376	574,114	463,564
- La Palma	133,951	7,046	79,751	0	23,745	8,506	7,166	7,736
<b>% tourists who book holiday package</b>	<b>47.7%</b>	<b>62.5%</b>	<b>71.4%</b>	<b>57.3%</b>	<b>34.0%</b>	<b>3.4%</b>	<b>0.3%</b>	<b>25.7%</b>
<b>Expenditure per tourist (€)</b>	<b>1,387</b>	<b>1,341</b>	<b>1,454</b>	<b>1,969</b>	<b>1,301</b>	<b>1,266</b>	<b>863</b>	<b>1,278</b>
- book holiday package	1,596	1,499	1,541	2,081	1,474	1,811	1,739	1,605
- holiday package	1,319	1,217	1,308	1,746	1,064	1,208	1,202	1,304
- others	277	281	233	335	410	604	537	301
- do not book holiday package	1,196	1,078	1,239	1,819	1,211	1,247	861	1,165
- flight	328	269	319	422	310	307	359	325
- accommodation	420	426	581	971	415	413	13	355
- others	448	382	339	426	487	526	489	485
<b>Average length of stay</b>	<b>9.47</b>	<b>8.53</b>	<b>8.20</b>	<b>7.91</b>	<b>10.09</b>	<b>12.21</b>	<b>13.42</b>	<b>10.49</b>
<b>Average daily expenditure (€)</b>	<b>167.8</b>	<b>167.4</b>	<b>186.7</b>	<b>261.4</b>	<b>146.6</b>	<b>123.4</b>	<b>82.9</b>	<b>142.2</b>
<b>Average daily expenditure without flight (€)</b>	<b>120.2</b>	<b>120.6</b>	<b>133.9</b>	<b>191.8</b>	<b>107.7</b>	<b>89.7</b>	<b>47.9</b>	<b>101.1</b>
<b>Average cost of the flight (€)</b>	<b>387.4</b>	<b>365.5</b>	<b>410.3</b>	<b>523.2</b>	<b>330.7</b>	<b>311.5</b>	<b>358.7</b>	<b>356.5</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>19,565</b>	<b>2,026</b>	<b>7,921</b>	<b>2,761</b>	<b>2,900</b>	<b>1,384</b>	<b>1,097</b>	<b>1,476</b>
<b>% Turnover</b>	<b>100%</b>	<b>10.4%</b>	<b>40.5%</b>	<b>14.1%</b>	<b>14.8%</b>	<b>7.1%</b>	<b>5.6%</b>	<b>7.5%</b>

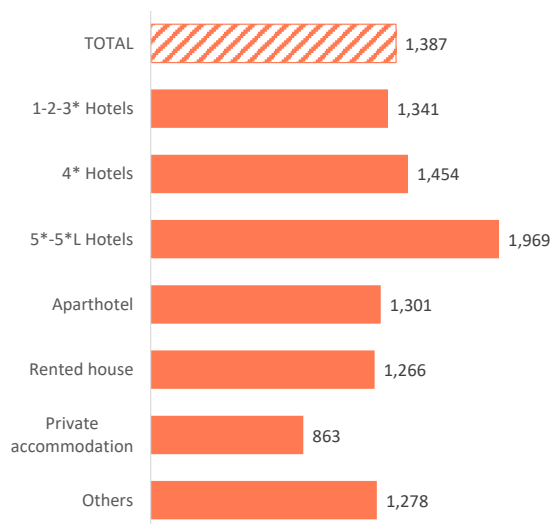
### TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



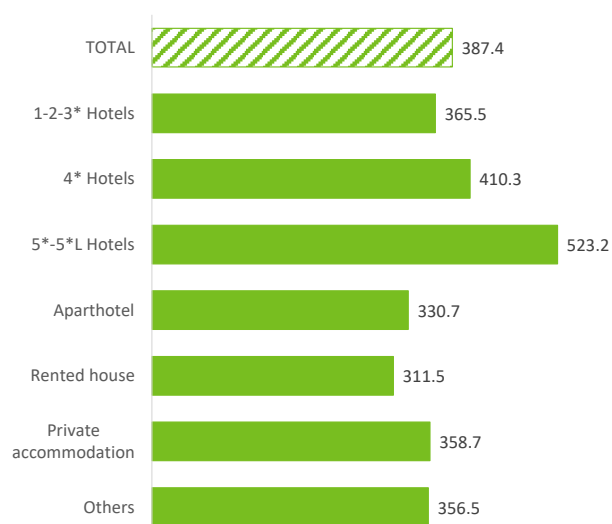
### AVERAGE LENGTH OF STAY



### EXPENDITURE PER TOURIST (€)



### DAILY EXPENDITURE WITHOUT FLIGHT (€)



1-2-3\* Hotel, 4\* Hotel, 5\* Hotel / 5\* Luxury Hotel, Aparthotel = Aparthotel / Tourist Villa, Rented house = House/room rented in a private dwelling, Private accommodation = Own property /House of friends or relatives / Free housing exchange / Other private accommodation, Others = Cottage, cruise, camping.

# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2023

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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
<b>Accommodation:</b>								
- Accommodation	83.7%	94.3%	95.1%	93.4%	88.4%	90.1%	3.2%	77.4%
- Additional accommodation expenses	7.1%	7.5%	7.1%	10.3%	7.5%	7.4%	1.3%	8.3%
<b>Transport:</b>								
- National/International Transport	94.9%	95.1%	95.7%	93.6%	95.1%	95.3%	94.0%	92.4%
- Flights between islands	5.6%	5.7%	4.2%	4.5%	6.2%	8.3%	5.5%	9.0%
- Taxi	52.6%	60.4%	67.0%	61.7%	46.7%	21.7%	18.6%	41.4%
- Car rental	32.4%	27.6%	27.0%	26.1%	37.2%	59.5%	29.4%	40.2%
- Public transport	11.2%	13.0%	9.1%	6.8%	12.5%	14.8%	16.4%	12.8%
<b>Food and drink:</b>								
- Food purchases at supermarkets	58.8%	54.1%	44.8%	43.9%	77.8%	86.2%	72.4%	71.7%
- Restaurants	66.5%	59.6%	53.9%	66.0%	80.9%	84.2%	82.1%	73.8%
<b>Leisure:</b>								
- Organized excursions	24.7%	25.8%	27.8%	22.6%	24.3%	24.4%	11.6%	27.0%
- Sport activities	8.1%	8.1%	7.0%	7.3%	8.3%	10.9%	8.2%	10.9%
- Cultural activities	2.8%	2.3%	2.3%	2.3%	2.8%	4.1%	4.2%	3.2%
- Museums	5.5%	4.0%	4.3%	4.5%	5.3%	12.0%	5.0%	9.4%
- Theme Parks	10.9%	10.9%	11.1%	10.1%	13.1%	10.3%	8.4%	10.4%
- Discos and pubs	10.7%	11.0%	8.7%	7.1%	15.8%	11.3%	13.5%	11.2%
- Wellness	5.3%	4.2%	6.1%	9.2%	3.6%	2.8%	5.6%	4.4%
<b>Purchases of goods:</b>								
- Souvenirs	41.5%	42.0%	43.0%	39.4%	42.5%	39.1%	37.7%	40.9%
- Real state	0.2%	0.3%	0.1%	0.0%	0.2%	0.1%	0.5%	0.1%
- Other expenses	0.8%	0.9%	0.6%	0.6%	0.7%	0.9%	1.4%	1.0%
<b>Other:</b>								
- Medical or pharmaceutical expenses	7.7%	7.7%	7.4%	6.3%	8.5%	7.6%	8.2%	8.2%
- Other expenses	5.4%	6.4%	6.2%	6.1%	4.3%	3.2%	4.4%	5.2%

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

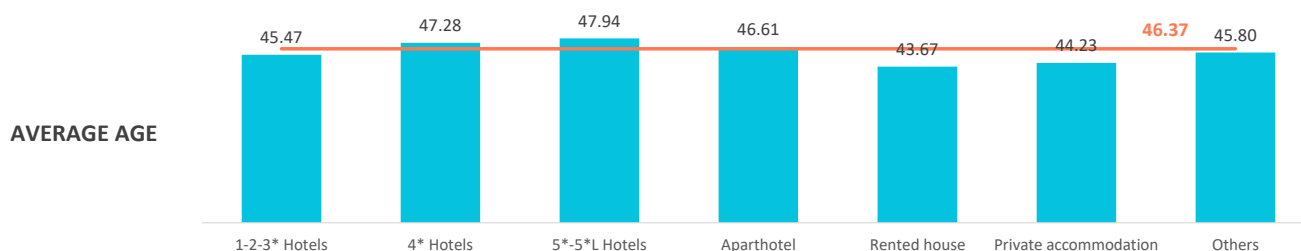
	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
<b>Expenditure per tourist and trip (€)</b>								
<b>Accommodation:</b>	<b>866</b>	<b>779</b>	<b>896</b>	<b>1,301</b>	<b>715</b>	<b>635</b>	<b>592</b>	<b>759</b>
- Accommodation	709	643	756	1,102	548	470	463	594
- Additional accommodation expenses	157	137	140	199	166	165	129	165
<b>Transport:</b>	<b>733</b>	<b>697</b>	<b>735</b>	<b>877</b>	<b>678</b>	<b>671</b>	<b>670</b>	<b>714</b>
- National/International Transport	408	384	429	559	348	327	382	386
- Flights between islands	84	82	76	79	98	92	74	88
- Taxi	89	95	97	90	75	70	49	77
- Car rental	122	111	111	116	125	147	134	125
- Public transport	29	25	22	34	32	34	31	38
<b>Food and drink:</b>	<b>306</b>	<b>285</b>	<b>228</b>	<b>327</b>	<b>344</b>	<b>356</b>	<b>379</b>	<b>330</b>
- Food purchases at supermarkets	108	88	69	86	122	142	166	122
- Restaurants	199	197	159	242	223	214	213	208
<b>Leisure:</b>	<b>535</b>	<b>532</b>	<b>506</b>	<b>601</b>	<b>518</b>	<b>523</b>	<b>581</b>	<b>553</b>
- Organized excursions	95	101	97	99	89	87	95	94
- Sport activities	99	84	96	121	92	101	106	103
- Cultural activities	58	67	52	62	56	57	69	53
- Museums	39	44	35	46	38	35	43	43
- Theme Parks	71	73	70	78	70	64	69	73
- Discos and pubs	99	86	90	106	106	97	111	109
- Wellness	74	77	66	89	68	83	87	78
<b>Purchases of goods:</b>	<b>1,242</b>	<b>400</b>	<b>392</b>	<b>574</b>	<b>546</b>	<b>329</b>	<b>3,539</b>	<b>581</b>
- Souvenirs	87	79	82	99	81	78	127	89
- Real state	934	250	244	100	156	27	2,839	423
- Other expenses	221	71	66	376	310	224	573	69
<b>Other:</b>	<b>138</b>	<b>117</b>	<b>111</b>	<b>133</b>	<b>136</b>	<b>253</b>	<b>245</b>	<b>145</b>
- Medical or pharmaceutical expenses	47	40	37	46	54	39	90	46
- Other expenses	91	77	73	86	82	214	155	99

# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2023

## TOURIST PROFILE

### Who are they?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
<b>Gender</b>								
Percentage of men	48.2%	47.0%	47.1%	50.1%	47.5%	52.3%	48.8%	49.4%
Percentage of women	51.8%	53.0%	52.9%	49.9%	52.5%	47.7%	51.2%	50.6%
<b>Age</b>								
Average age	46.37	45.47	47.28	47.94	46.61	43.67	44.23	45.80
Standard deviation	16.8	16.4	16.6	15.8	16.8	16.4	17.5	18.0
<b>Age range</b>								
16-24 years old	11.1%	11.6%	9.7%	8.0%	11.7%	12.1%	15.3%	14.8%
25-30 years old	10.8%	11.3%	10.0%	7.7%	10.4%	14.3%	13.8%	11.6%
31-45 years old	28.7%	29.4%	28.7%	31.7%	26.7%	32.2%	26.9%	26.4%
46-60 years old	25.2%	25.7%	26.1%	28.5%	26.3%	22.3%	21.1%	21.0%
Over 60 years old	24.2%	22.0%	25.5%	24.1%	24.9%	19.1%	22.9%	26.3%
<b>Occupation</b>								
Salaried worker	55.7%	58.4%	57.4%	54.4%	55.9%	57.4%	48.7%	50.9%
Self-employed	10.8%	10.4%	10.0%	11.6%	11.1%	12.0%	11.3%	12.1%
Unemployed	0.9%	0.9%	0.7%	0.3%	0.9%	1.3%	1.7%	1.2%
Business owner	8.1%	7.5%	8.2%	12.0%	6.5%	6.8%	8.5%	7.3%
Student	4.2%	3.5%	2.7%	2.5%	4.1%	5.6%	9.5%	7.3%
Retired	18.9%	18.1%	19.9%	17.9%	19.7%	15.0%	18.3%	19.6%
Unpaid domestic work	0.6%	0.4%	0.5%	0.7%	0.7%	0.4%	0.5%	0.7%
Others	0.9%	0.7%	0.6%	0.7%	1.1%	1.4%	1.5%	1.1%
<b>Annual household income level</b>								
Less than €25,000	13.1%	14.3%	11.5%	6.9%	13.7%	13.6%	20.9%	16.1%
€25,000 - €49,999	34.9%	36.5%	35.4%	25.2%	36.7%	36.2%	37.0%	34.7%
€50,000 - €74,999	24.4%	24.6%	25.0%	24.4%	23.7%	23.1%	22.4%	25.6%
More than €74,999	27.7%	24.6%	28.1%	43.5%	25.9%	27.1%	19.7%	23.6%
<b>Education level</b>								
No studies	4.0%	4.3%	4.3%	4.0%	5.6%	1.4%	3.0%	3.1%
Primary education	1.9%	2.1%	1.8%	1.6%	2.0%	1.6%	2.2%	2.0%
Secondary education	20.1%	22.4%	21.7%	15.9%	21.4%	13.2%	18.3%	21.0%
Higher education	73.9%	71.2%	72.2%	78.5%	71.0%	83.8%	76.5%	73.9%



### Who do they come with?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
<b>Unaccompanied</b>								
Unaccompanied	10.1%	9.4%	6.4%	4.7%	7.1%	10.9%	35.0%	12.2%
<b>Only with partner</b>								
Only with partner	47.5%	45.1%	52.1%	52.8%	46.4%	45.2%	32.5%	44.1%
<b>Only with children (&lt; 13 years old)</b>								
Only with children (< 13 years old)	4.4%	5.4%	4.7%	4.8%	4.1%	3.3%	3.5%	3.8%
<b>Partner + children (&lt; 13 years old)</b>								
Partner + children (< 13 years old)	6.8%	7.2%	8.1%	9.7%	6.2%	4.0%	4.1%	4.1%
<b>Other relatives</b>								
Other relatives	10.0%	10.3%	9.7%	10.4%	11.5%	8.4%	7.5%	11.3%
<b>Friends</b>								
Friends	7.1%	8.0%	5.4%	3.9%	9.2%	12.1%	7.2%	8.8%
<b>Work colleagues</b>								
Work colleagues	0.6%	1.0%	0.5%	0.9%	0.4%	0.7%	0.1%	0.6%
<b>Organized trip</b>								
Organized trip	0.2%	0.3%	0.3%	0.1%	0.1%	0.1%	0.2%	0.2%
<b>Other combinations <sup>(2)</sup></b>								
Other combinations <sup>(2)</sup>	13.3%	13.5%	12.8%	12.7%	15.0%	15.3%	9.8%	14.8%
<i><sup>(2)</sup> Different situations have been isolated</i>								
<b>Tourists with children</b>								
- Between 0 and 2 years old	1.5%	1.1%	1.6%	2.0%	1.2%	1.5%	1.2%	1.2%
- Between 3 and 12 years old	14.1%	16.0%	15.9%	16.6%	13.8%	9.2%	8.8%	11.6%
- Between 0-2 and 3-12 years old	1.3%	1.6%	1.3%	2.5%	1.4%	0.6%	0.4%	1.3%
<b>Tourists without children</b>								
Tourists without children	83.1%	81.4%	81.2%	78.9%	83.6%	88.7%	89.5%	85.9%
<b>Group composition:</b>								
- 1 person	12.6%	12.3%	8.1%	6.5%	9.6%	14.5%	39.7%	15.1%
- 2 people	55.3%	54.5%	59.9%	59.5%	53.9%	52.3%	40.1%	52.0%
- 3 people	12.1%	11.8%	12.7%	12.5%	12.5%	13.1%	9.3%	10.4%
- 4 or 5 people	16.0%	17.4%	15.5%	17.5%	18.5%	16.5%	9.3%	16.9%
- 6 or more people	4.0%	4.1%	3.7%	4.0%	5.5%	3.6%	1.6%	5.5%
<b>Average group size:</b>	<b>2.57</b>	<b>2.60</b>	<b>2.59</b>	<b>2.67</b>	<b>2.74</b>	<b>2.54</b>	<b>1.98</b>	<b>2.65</b>

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

# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2023

## TRIP MOTIVATION AND DESTINATION CHOICE

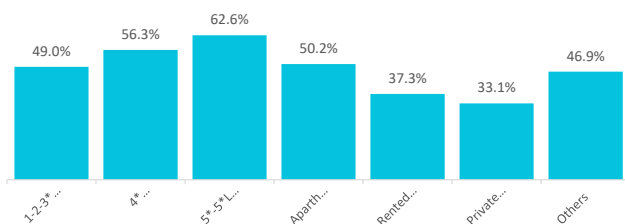
### What is the main reason for visiting the Canary Islands?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Holidays	90.0%	93.6%	96.6%	95.6%	93.5%	88.9%	44.3%	92.4%
Family reasons	6.9%	2.5%	1.1%	1.2%	4.1%	6.9%	50.4%	4.0%
Business	1.6%	2.4%	1.4%	2.2%	1.0%	1.4%	2.0%	1.5%
Education and training	0.2%	0.4%	0.1%	0.1%	0.1%	0.7%	0.4%	0.3%
Sports training	0.5%	0.5%	0.3%	0.4%	0.5%	0.8%	0.6%	0.8%
Health	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%	0.2%	0.3%
Conventions and Exhibitions	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%	0.1%	0.1%
Others	0.5%	0.3%	0.2%	0.3%	0.5%	0.9%	2.0%	0.6%

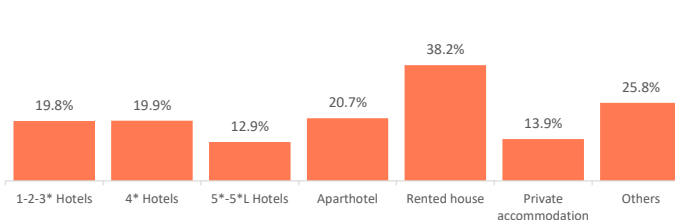
### What is the main motivation for their holidays?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Rest	50.9%	49.0%	56.3%	62.6%	50.2%	37.3%	33.1%	46.9%
Enjoy family time	15.6%	15.3%	12.8%	15.2%	14.8%	10.3%	38.1%	11.7%
Have fun	9.2%	12.1%	8.5%	6.5%	11.1%	7.7%	9.3%	9.2%
Explore the destination	20.7%	19.8%	19.9%	12.9%	20.7%	38.2%	13.9%	25.8%
Practice their hobbies	2.0%	2.4%	1.3%	1.2%	1.6%	3.9%	2.5%	4.1%
Other reasons	1.7%	1.3%	1.1%	1.5%	1.6%	2.6%	3.2%	2.3%

#### REST



#### EXPLORE THE DESTINATION



### Importance of each factor in the destination choice

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Climate	75.1%	74.9%	77.0%	81.7%	75.2%	73.9%	62.6%	73.3%
Safety	54.6%	55.1%	58.4%	62.3%	52.0%	43.3%	46.8%	51.4%
Tranquility	47.9%	44.6%	49.8%	55.1%	44.0%	43.7%	49.3%	44.3%
Sea	45.4%	47.8%	44.8%	42.5%	43.1%	51.3%	49.2%	43.6%
Accommodation supply	42.9%	41.7%	50.3%	62.5%	38.9%	27.0%	17.5%	36.0%
Beaches	38.8%	43.5%	38.9%	32.5%	38.1%	42.1%	39.7%	37.2%
Effortless trip	38.3%	39.1%	40.3%	46.8%	35.5%	31.3%	35.9%	31.8%
Price	37.3%	41.1%	39.2%	36.3%	39.7%	31.9%	28.9%	34.1%
European belonging	35.3%	34.2%	36.7%	38.9%	33.6%	30.4%	33.2%	35.7%
Landscapes	35.0%	33.2%	31.6%	26.6%	33.9%	51.5%	44.7%	39.7%
Environment	34.6%	31.3%	32.5%	32.0%	35.2%	43.5%	39.5%	36.8%
Gastronomy	26.9%	24.0%	25.2%	35.1%	26.1%	26.6%	32.5%	24.5%
Fun possibilities	24.0%	27.5%	24.2%	24.7%	24.6%	17.1%	23.6%	23.2%
Authenticity	22.6%	22.1%	21.2%	21.3%	21.2%	27.2%	27.7%	24.2%
Exoticism	12.0%	12.8%	11.9%	10.7%	11.2%	13.5%	13.3%	12.4%
Hiking trail network	10.4%	9.2%	8.0%	6.8%	10.3%	20.1%	15.8%	13.1%
Shopping	9.6%	10.6%	9.9%	9.5%	9.6%	6.6%	10.5%	9.4%
Culture	9.5%	9.3%	9.0%	8.6%	8.3%	11.7%	12.8%	10.2%
Historical heritage	9.1%	8.7%	8.4%	7.8%	7.7%	10.8%	14.0%	10.1%
Nightlife	8.4%	10.4%	7.0%	7.0%	11.3%	7.1%	9.9%	8.4%

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	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Previous visits to the Canary Islands	49.0%	47.5%	47.8%	51.3%	56.4%	41.9%	48.9%	46.6%
Friends or relatives	29.6%	24.4%	22.2%	23.9%	31.4%	38.2%	60.4%	32.8%
Internet or social media	53.0%	54.6%	54.2%	55.8%	55.4%	64.1%	27.8%	54.6%
Mass Media	2.1%	2.3%	2.2%	2.1%	2.2%	2.1%	0.9%	2.6%
Travel guides and magazines	7.0%	6.0%	7.0%	7.2%	6.5%	10.9%	2.3%	10.0%
Travel Blogs or Forums	6.7%	6.3%	6.1%	5.6%	7.3%	12.8%	2.2%	9.2%
Travel TV Channels	0.8%	0.9%	0.9%	0.7%	0.9%	0.9%	0.1%	0.7%
Tour Operator or Travel Agency	20.4%	24.1%	30.7%	25.4%	13.1%	2.1%	1.6%	13.3%
Public administrations or similar	0.7%	0.7%	0.5%	0.4%	0.6%	1.0%	0.5%	1.3%
Others	3.2%	2.7%	2.7%	3.0%	2.9%	3.3%	4.8%	5.4%

\* Multi-choice question

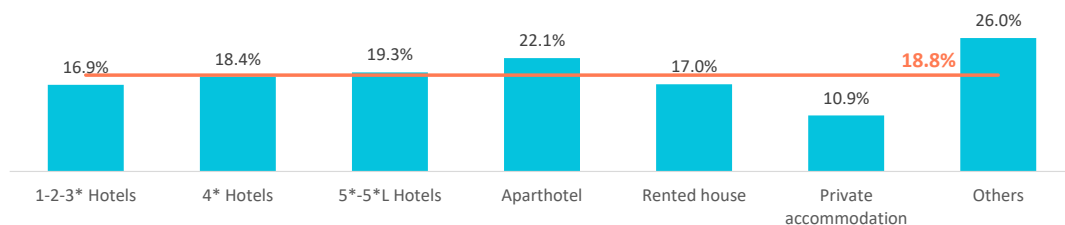
# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2023

## TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
The same day	0.7%	0.7%	0.5%	0.6%	0.7%	0.8%	1.2%	1.4%
Between 1 and 30 days	23.5%	24.5%	22.9%	23.2%	20.8%	21.1%	32.7%	22.7%
Between 1 and 2 months	24.6%	25.7%	24.8%	23.0%	22.5%	25.5%	30.0%	21.8%
Between 3 and 6 months	32.4%	32.3%	33.3%	33.9%	33.9%	35.6%	25.2%	28.1%
More than 6 months	18.8%	16.9%	18.4%	19.3%	22.1%	17.0%	10.9%	26.0%

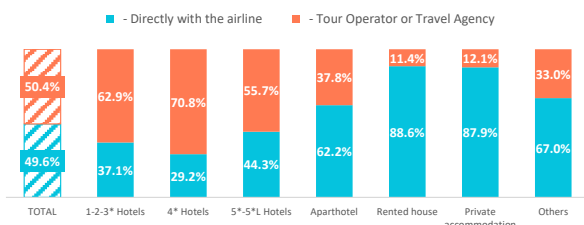
% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



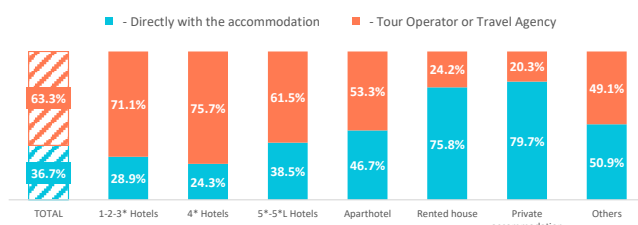
With whom did they book their flight and accommodation?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
<b>Flight</b>								
- Directly with the airline	49.6%	37.1%	29.2%	44.3%	62.2%	88.6%	87.9%	67.0%
- Tour Operator or Travel Agency	50.4%	62.9%	70.8%	55.7%	37.8%	11.4%	12.1%	33.0%
<b>Accommodation</b>								
- Directly with the accommodation	36.7%	28.9%	24.3%	38.5%	46.7%	75.8%	79.7%	50.9%
- Tour Operator or Travel Agency	63.3%	71.1%	75.7%	61.5%	53.3%	24.2%	20.3%	49.1%

### FLIGHT



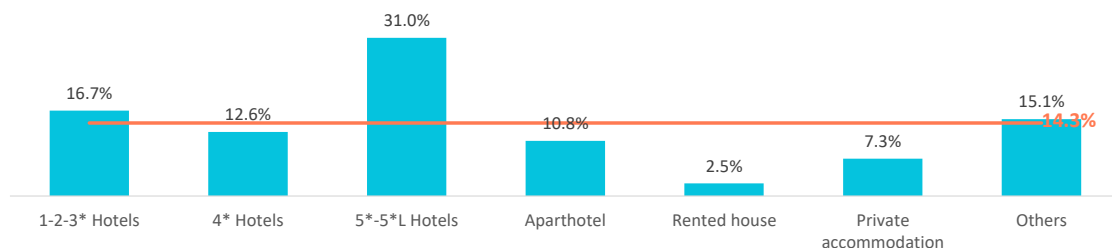
### ACCOMMODATION



What do they book?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Room only	29.1%	23.6%	4.8%	4.5%	70.5%	97.5%	92.7%	54.7%
Bed and Breakfast	14.3%	16.7%	12.6%	31.0%	10.8%	2.5%	7.3%	15.1%
Half board	20.1%	13.5%	28.7%	34.3%	6.4%	0.0%	0.0%	10.5%
Full board	3.3%	4.3%	4.2%	3.6%	1.1%	0.0%	0.0%	3.9%
All inclusive	33.2%	41.9%	49.7%	26.6%	11.2%	0.0%	0.0%	15.9%

% TOURISTS WHO BOOK BED & BREAKFAST



## ACCOMMODATION

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
1-2-3* Hotel	10.7%	100%	--	--	--	--	--	--
4* Hotel	38.6%	--	100%	--	--	--	--	--
5* Hotel / 5* Luxury Hotel	9.9%	--	--	100%	--	--	--	--
Aparthotel / Tourist Villa	15.8%	--	--	--	100%	--	--	--
House/room rented in a private dwelling	7.8%	--	--	--	--	100%	--	--
Private accommodation <sup>(1)</sup>	9.0%	--	--	--	--	--	100%	--
Others (Cottage, cruise, camping,...)	8.2%	--	--	--	--	--	--	100%

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

# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2023

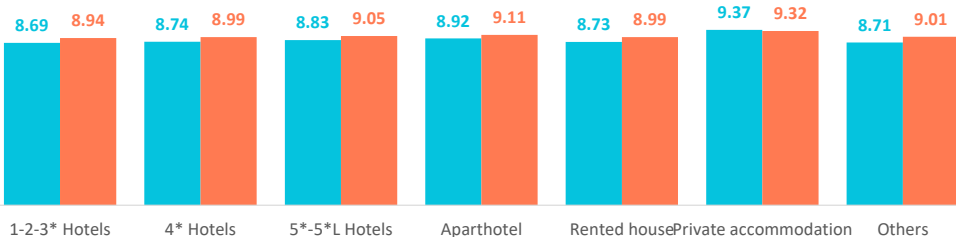
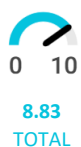


## SATISFACTION AND LOYALTY INDICATORS

### Satisfaction

Satisfaction (scale 0-10)	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Average rating	8.82	8.69	8.78	8.93	8.84	8.80	9.02	8.78
Experience in the Canary Islands	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Worse or much worse than expected	2.5%	3.1%	2.7%	1.8%	2.4%	2.4%	1.8%	2.8%
Lived up to expectations	54.0%	54.2%	54.4%	51.5%	54.6%	49.8%	57.0%	53.7%
Better or much better than expected	43.5%	42.7%	42.8%	46.8%	43.0%	47.8%	41.1%	43.5%
Future intentions (scale 1-10)	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Return to the Canary Islands	8.83	8.69	8.74	8.83	8.92	8.73	9.37	8.71
Recommend visiting the Canary Islands	9.04	8.94	8.99	9.05	9.11	8.99	9.32	9.01

### RETURN TO THE CANARY



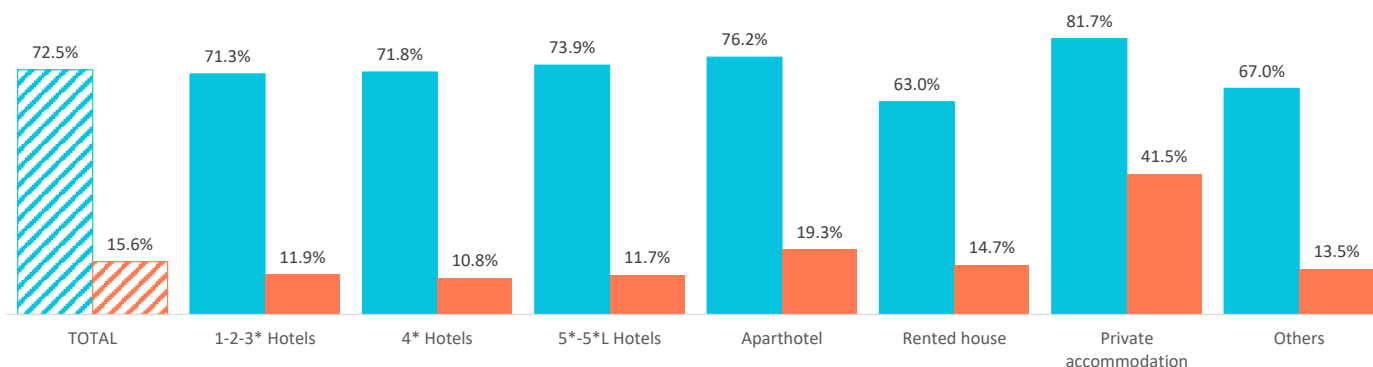
### RECOMMEND VISITING THE CANARY ISLANDS



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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Repeat tourists	72.5%	71.3%	71.8%	73.9%	76.2%	63.0%	81.7%	67.0%
At least 10 previous visits	19.6%	15.5%	14.8%	16.0%	24.2%	16.6%	42.1%	20.9%
Repeat tourists (last 5 years)	65.0%	63.5%	63.5%	65.1%	68.3%	56.8%	78.4%	60.4%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	11.9%	10.8%	11.7%	19.3%	14.7%	41.5%	13.5%

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



## ISLANDS

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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
One island	92.1%	92.5%	93.2%	93.4%	91.9%	89.8%	91.3%	88.4%
Two islands	6.7%	6.5%	5.8%	5.7%	7.2%	8.7%	7.7%	8.3%
Three or more islands	1.2%	1.0%	1.0%	0.9%	0.9%	1.4%	1.0%	3.3%

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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Lanzarote	19.0%	15.9%	17.0%	21.2%	25.4%	22.7%	12.9%	20.2%
Fuerteventura	14.8%	17.4%	20.5%	6.5%	7.3%	15.3%	12.3%	11.2%
Gran Canaria	27.2%	35.0%	23.5%	27.4%	28.5%	24.3%	31.2%	29.4%
Tenerife	40.5%	33.2%	39.4%	46.8%	40.2%	41.2%	46.2%	41.8%
La Gomera	0.5%	0.4%	0.3%	0.3%	0.5%	1.2%	0.5%	1.4%
La Palma	1.4%	0.9%	1.8%	0.2%	1.5%	1.5%	1.1%	1.5%
El Hierro	0.2%	0.1%	0.1%	0.0%	0.2%	0.6%	0.4%	0.2%
Cruise	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	1.6%

# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2023

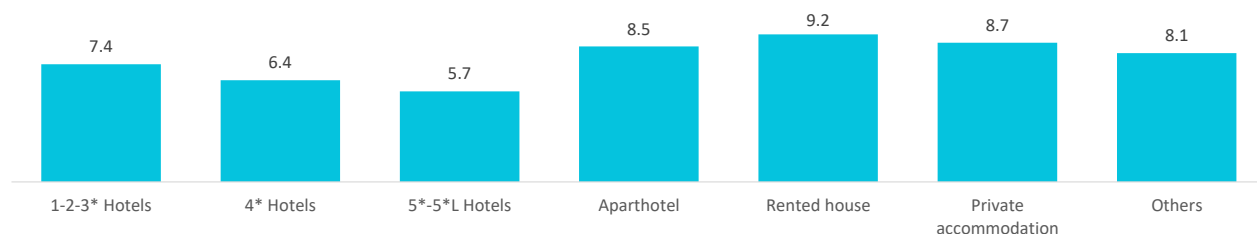
## ACTIVITIES IN THE CANARY ISLANDS

### Outdoor time per day

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
0 hours	2.3%	3.1%	3.2%	5.2%	0.5%	0.4%	0.4%	1.1%
1 - 2 hours	10.6%	12.1%	15.4%	19.1%	3.9%	1.5%	2.1%	6.5%
3 - 6 hours	33.3%	31.1%	38.2%	40.1%	29.1%	20.5%	27.4%	30.8%
7 - 12 hours	45.2%	42.9%	37.2%	31.1%	54.8%	64.7%	59.7%	50.5%
More than 12 hours	8.6%	10.8%	5.9%	4.5%	11.7%	12.8%	10.4%	11.1%
<b>Outdoor time per day</b>	<b>7.3</b>	<b>7.4</b>	<b>6.4</b>	<b>5.7</b>	<b>8.5</b>	<b>9.2</b>	<b>8.7</b>	<b>8.1</b>



7.3  
TOTAL



### Activities in the Canary Islands

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Walk, wander	73.1%	69.8%	71.5%	72.0%	79.1%	75.6%	73.3%	72.7%
Beach	69.4%	72.9%	68.3%	59.2%	72.4%	76.4%	70.5%	68.8%
Swimming pool, hotel facilities	59.3%	62.5%	69.9%	75.4%	60.4%	24.5%	24.2%	54.4%
Explore the island on their own	48.0%	46.0%	42.9%	38.9%	53.3%	66.3%	50.9%	55.0%
Taste Canarian gastronomy	26.5%	22.7%	21.1%	22.4%	31.5%	37.3%	37.9%	29.2%
Hiking	18.5%	15.6%	14.2%	12.1%	20.5%	36.0%	23.2%	24.5%
Organized excursions	16.8%	18.8%	21.2%	15.8%	14.8%	11.2%	5.1%	17.2%
Nightlife / concerts / shows	15.9%	17.8%	13.9%	11.3%	20.6%	14.0%	19.9%	16.8%
Theme parks	14.1%	15.0%	14.2%	12.4%	16.4%	12.3%	12.1%	14.6%
Sea excursions / whale watching	12.4%	13.4%	13.5%	10.6%	13.6%	11.4%	6.4%	13.6%
Wineries / markets / popular festivals	11.4%	10.2%	9.0%	8.8%	13.0%	17.1%	16.8%	13.2%
Museums / exhibitions	10.5%	8.9%	8.4%	8.5%	10.4%	20.3%	12.2%	14.5%
Other Nature Activities	8.1%	7.4%	6.1%	4.7%	8.6%	15.0%	11.5%	11.1%
Swim	7.8%	8.1%	6.9%	7.7%	8.8%	7.0%	8.8%	9.8%
Beauty and health treatments	6.1%	5.1%	6.5%	9.7%	4.7%	3.2%	7.3%	5.1%
Running	5.7%	5.9%	4.6%	5.9%	6.4%	5.5%	7.7%	7.2%
Practice other sports	4.5%	5.0%	4.0%	4.3%	3.4%	4.0%	7.3%	5.5%
Astronomical observation	4.0%	3.3%	3.5%	3.1%	4.0%	5.2%	4.1%	6.6%
Cycling / Mountain bike	3.0%	3.0%	2.5%	2.4%	3.3%	3.9%	3.6%	4.1%
Surf	2.9%	2.0%	1.4%	1.0%	2.8%	7.5%	4.9%	6.5%
Scuba Diving	2.9%	2.4%	2.4%	2.5%	2.8%	4.5%	4.0%	3.4%
Golf	2.5%	2.1%	2.0%	4.3%	2.8%	1.4%	2.9%	2.6%
Windsurf / Kitesurf	0.9%	1.0%	0.7%	0.6%	0.8%	1.7%	0.9%	1.5%

## COUNTRY OF RESIDENCE

### Where are they from?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
United Kingdom	34.1%	31.1%	36.3%	46.5%	37.7%	21.0%	24.4%	28.8%
Germany	16.3%	18.2%	19.5%	14.1%	9.0%	19.5%	13.0%	15.4%
Spanish Mainland	12.1%	13.1%	11.2%	9.4%	12.2%	12.2%	23.3%	6.1%
France	5.3%	3.9%	5.3%	4.4%	3.5%	10.7%	3.6%	8.9%
Ireland	4.3%	3.8%	3.7%	4.6%	8.2%	3.4%	2.9%	2.0%
Italy	4.2%	3.4%	2.6%	1.6%	4.8%	8.5%	8.1%	6.3%
Netherlands	4.2%	4.6%	4.1%	2.9%	5.2%	2.9%	2.4%	6.8%
Belgium	2.7%	1.5%	2.8%	3.6%	1.8%	2.0%	3.7%	4.1%
Norway	2.5%	3.7%	1.7%	1.3%	4.0%	3.3%	3.5%	1.9%
Sweden	2.3%	3.3%	2.2%	1.8%	3.3%	0.9%	1.8%	1.6%
Denmark	1.8%	3.8%	1.7%	1.0%	2.5%	1.0%	0.9%	1.1%
Poland	1.8%	1.7%	2.5%	0.8%	1.0%	1.9%	1.2%	1.8%
Finland	1.3%	1.1%	0.9%	1.0%	1.4%	0.9%	0.6%	4.9%
Switzerland	1.2%	1.2%	1.0%	1.9%	0.8%	1.5%	1.2%	1.8%
Czech Republic	0.9%	0.8%	1.1%	0.3%	0.7%	1.7%	0.9%	0.5%
Austria	0.9%	0.6%	0.8%	0.8%	0.6%	1.3%	1.5%	1.5%
Others	4.2%	4.2%	2.7%	3.9%	3.5%	7.4%	7.0%	6.6%

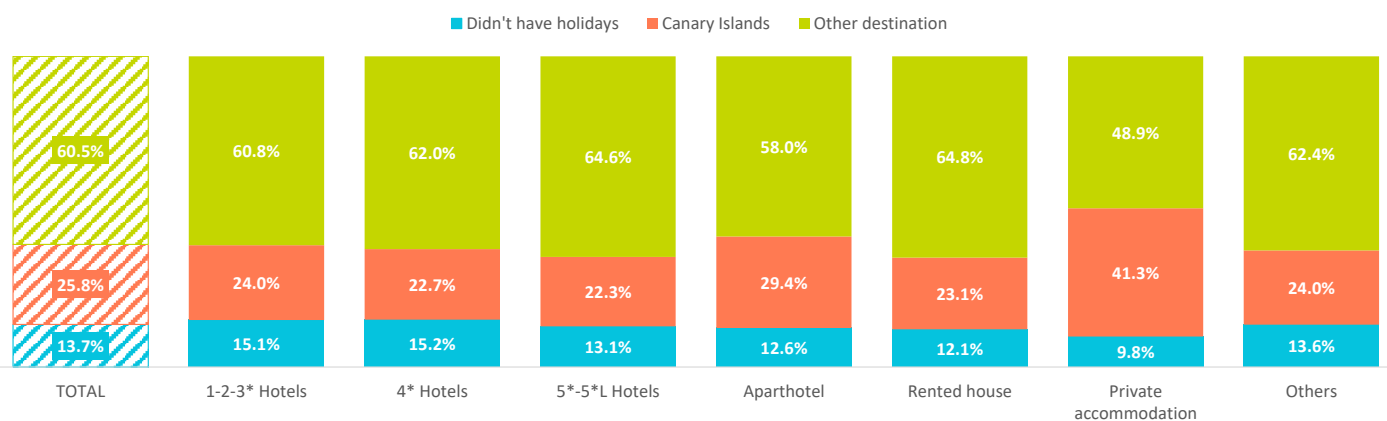
# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2023

## COMPETITORS

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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Didn't have holidays	13.7%	15.1%	15.2%	13.1%	12.6%	12.1%	9.8%	13.6%
Canary Islands	25.8%	24.0%	22.7%	22.3%	29.4%	23.1%	41.3%	24.0%
Other destination	60.5%	60.8%	62.0%	64.6%	58.0%	64.8%	48.9%	62.4%
Balearic Islands	4.5%	4.9%	5.1%	5.3%	4.2%	4.1%	2.8%	3.1%
Rest of Spain	11.4%	11.8%	11.5%	10.0%	11.6%	11.9%	12.5%	10.1%
Italy	7.4%	6.8%	7.0%	7.9%	6.7%	10.0%	6.9%	9.3%
France	5.3%	4.9%	5.1%	5.7%	4.7%	7.2%	4.9%	5.7%
Turkey	2.8%	3.4%	3.4%	3.1%	2.5%	1.4%	1.3%	2.2%
Greece	6.9%	7.4%	7.9%	7.9%	7.0%	4.9%	3.1%	6.5%
Portugal	4.1%	3.5%	3.9%	4.8%	4.6%	4.5%	3.1%	4.8%
Croatia	2.3%	2.5%	2.2%	1.8%	2.2%	3.2%	1.7%	2.8%
Egypt	1.1%	1.4%	1.4%	1.0%	0.9%	0.8%	1.0%	1.0%
Tunisia	0.3%	0.5%	0.4%	0.2%	0.2%	0.2%	0.0%	0.3%
Morocco	0.8%	0.4%	0.7%	1.0%	0.7%	0.8%	0.9%	0.9%
Others	13.7%	13.3%	13.5%	15.9%	12.8%	15.8%	10.5%	15.7%

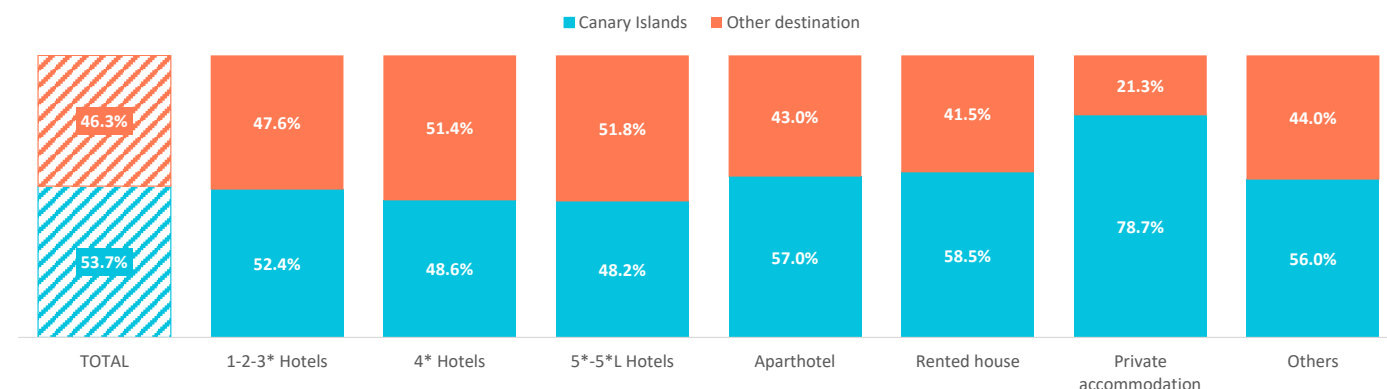
\* Percentage of valid answers



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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
None (I was clear about "this Canary Island")	28.5%	25.3%	22.2%	24.1%	32.8%	34.2%	58.2%	32.6%
Canary Islands (other island)	25.1%	27.1%	26.5%	24.1%	24.2%	24.3%	20.6%	23.4%
Other destination	46.3%	47.6%	51.4%	51.8%	43.0%	41.5%	21.3%	44.0%
Balearic Islands	6.1%	6.5%	7.2%	7.5%	5.5%	5.2%	1.6%	4.4%
Rest of Spain	8.6%	9.3%	9.2%	7.9%	8.8%	8.7%	5.5%	8.3%
Italy	4.8%	4.8%	5.0%	5.5%	4.4%	4.9%	2.5%	5.1%
France	1.6%	1.3%	1.4%	1.9%	1.5%	2.1%	1.3%	2.3%
Turkey	3.4%	3.7%	4.3%	3.6%	2.8%	1.8%	1.2%	2.7%
Greece	8.1%	8.2%	9.8%	9.5%	7.2%	5.5%	2.5%	6.7%
Portugal	6.3%	6.0%	6.5%	7.4%	6.2%	6.5%	2.7%	7.0%
Croatia	2.5%	2.2%	2.6%	2.8%	2.5%	2.6%	1.1%	2.6%
Egypt	2.5%	3.1%	2.9%	2.4%	1.9%	1.5%	1.3%	2.1%
Others	2.5%	2.4%	2.5%	3.2%	2.3%	2.8%	1.3%	2.9%

\* Percentage of valid answers



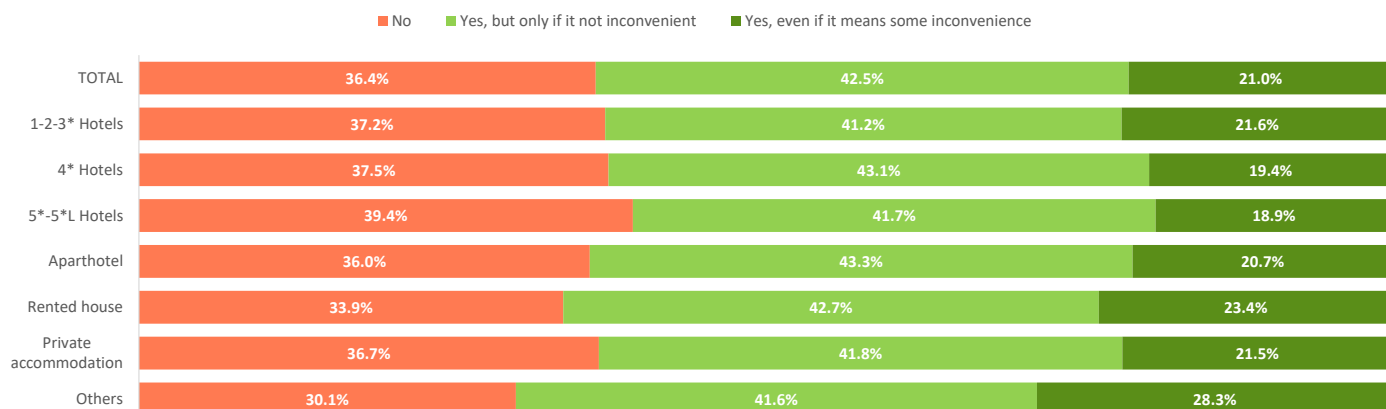


# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2023

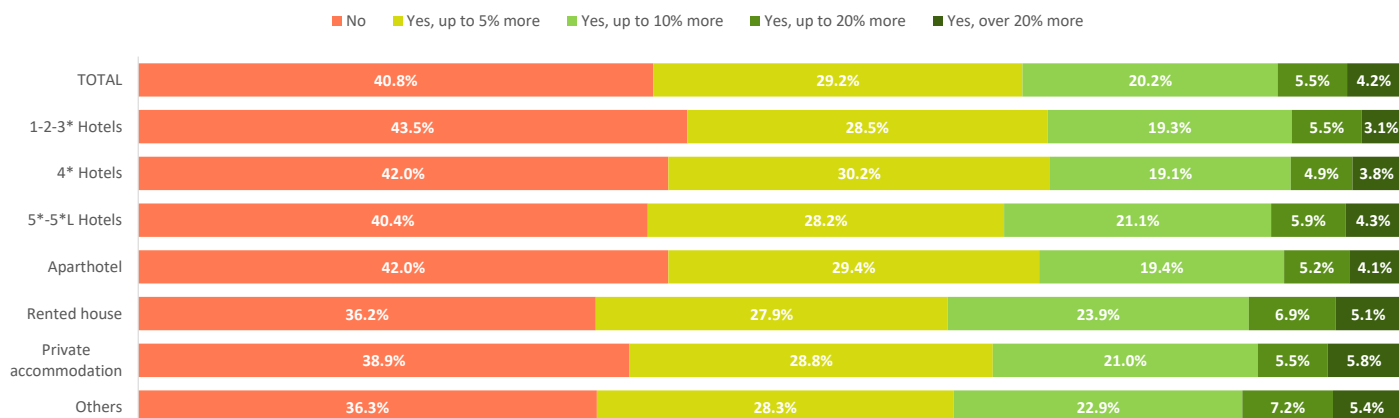


## SUSTAINABLE DESTINATION

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	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Quality of life on the island	8.0	7.9	8.0	7.9	8.1	8.1	8.3	8.1
Tolerance towards tourism	8.6	8.6	8.6	8.6	8.6	8.5	8.4	8.5
Cleanliness of the island	8.2	8.2	8.3	8.4	8.3	8.1	7.9	8.2
Air quality	8.5	8.4	8.5	8.5	8.4	8.4	8.3	8.4
Rational water consumption	7.6	7.5	7.6	7.7	7.6	7.4	7.4	7.6
Energy saving	7.1	7.0	7.1	7.1	7.1	6.7	6.9	7.1
Use of renewable energy	7.0	7.0	7.0	7.0	7.1	6.8	7.1	7.0
Recycling	7.1	7.0	7.2	7.3	7.0	6.6	6.7	6.9
Easy to get around by public transport	7.5	7.6	7.6	7.3	7.7	7.1	7.2	7.5
Overcrowding in tourist areas	6.6	6.6	6.6	6.6	6.7	6.3	6.4	6.4
Supply of local products	7.2	7.2	7.2	7.1	7.2	7.2	7.5	7.2

\* 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.