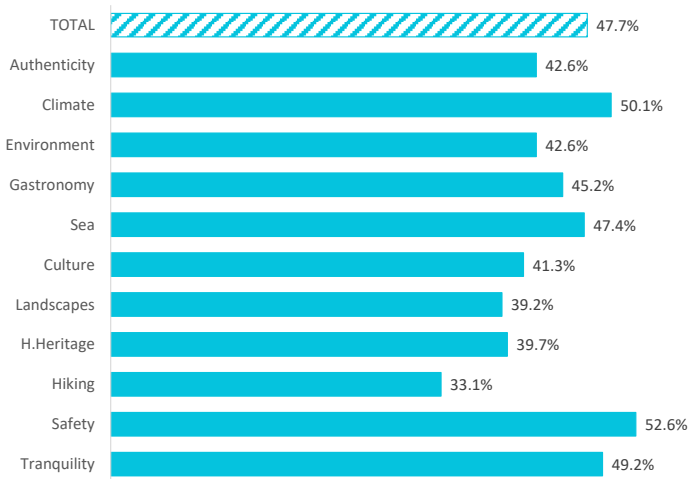


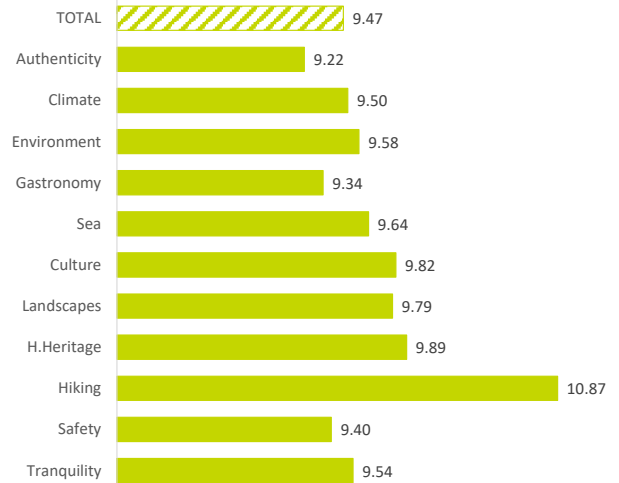
TOURIST EXPENDITURE

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>14,108,401</b>	<b>3,115,959</b>	<b>10,361,429</b>	<b>4,772,357</b>	<b>3,711,872</b>	<b>6,262,074</b>	<b>1,315,106</b>	<b>4,831,358</b>	<b>1,256,095</b>	<b>1,439,441</b>	<b>7,537,376</b>	<b>6,603,614</b>
<b>% Tourists</b>	<b>100%</b>	<b>22.1%</b>	<b>73.4%</b>	<b>33.8%</b>	<b>26.3%</b>	<b>44.4%</b>	<b>9.3%</b>	<b>34.2%</b>	<b>8.9%</b>	<b>10.2%</b>	<b>53.4%</b>	<b>46.8%</b>
- Lanzarote	2,601,667	641,736	1,921,778	959,870	700,895	1,062,579	283,365	888,618	295,317	200,395	1,500,917	1,302,908
- Fuerteventura	1,984,658	397,556	1,517,380	580,925	478,655	1,162,443	139,158	587,997	121,753	139,390	1,104,077	1,060,497
- Gran Canaria	3,737,159	743,934	2,732,226	1,114,293	973,901	1,745,585	351,175	1,122,835	319,981	380,611	1,885,808	1,694,876
- Tenerife	5,601,943	1,275,149	4,080,320	2,029,743	1,511,350	2,217,842	522,855	2,119,881	496,354	657,326	2,969,663	2,456,916
- La Palma	133,951	44,378	80,873	67,188	33,710	49,439	13,598	86,786	17,545	48,602	54,629	64,675
<b>% tourists who book holiday package</b>	<b>47.7%</b>	<b>42.6%</b>	<b>50.1%</b>	<b>42.6%</b>	<b>45.2%</b>	<b>47.4%</b>	<b>41.3%</b>	<b>39.2%</b>	<b>39.7%</b>	<b>33.1%</b>	<b>52.6%</b>	<b>49.2%</b>
<b>Expenditure per tourist (€)</b>	<b>1,387</b>	<b>1,325</b>	<b>1,439</b>	<b>1,368</b>	<b>1,406</b>	<b>1,414</b>	<b>1,339</b>	<b>1,326</b>	<b>1,292</b>	<b>1,328</b>	<b>1,448</b>	<b>1,420</b>
- book holiday package	1,596	1,586	1,615	1,593	1,643	1,636	1,587	1,599	1,606	1,600	1,609	1,600
- holiday package	1,319	1,291	1,336	1,301	1,339	1,363	1,289	1,304	1,305	1,296	1,332	1,329
- others	277	295	279	292	303	273	298	295	301	303	277	271
- do not book holiday package	1,196	1,132	1,262	1,201	1,210	1,214	1,164	1,151	1,086	1,194	1,270	1,245
- flight	328	316	340	336	329	332	334	316	303	315	347	344
- accommodation	420	388	467	413	424	430	377	391	342	394	467	451
- others	448	427	455	453	457	452	452	444	441	485	456	449
<b>Average length of stay</b>	<b>9.47</b>	<b>9.22</b>	<b>9.50</b>	<b>9.58</b>	<b>9.34</b>	<b>9.64</b>	<b>9.82</b>	<b>9.79</b>	<b>9.89</b>	<b>10.87</b>	<b>9.40</b>	<b>9.54</b>
<b>Average daily expenditure (€)</b>	<b>167.8</b>	<b>165.2</b>	<b>172.1</b>	<b>164.7</b>	<b>171.5</b>	<b>166.7</b>	<b>159.9</b>	<b>156.0</b>	<b>154.5</b>	<b>145.2</b>	<b>175.0</b>	<b>170.6</b>
<b>Average daily expenditure without flight (€)</b>	<b>120.2</b>	<b>118.3</b>	<b>123.7</b>	<b>118.3</b>	<b>123.5</b>	<b>119.5</b>	<b>114.6</b>	<b>112.2</b>	<b>110.9</b>	<b>104.4</b>	<b>125.7</b>	<b>122.4</b>
<b>Average cost of the flight (€)</b>	<b>387.4</b>	<b>370.4</b>	<b>399.4</b>	<b>383.0</b>	<b>388.5</b>	<b>397.2</b>	<b>377.3</b>	<b>368.4</b>	<b>360.7</b>	<b>359.8</b>	<b>404.5</b>	<b>398.5</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>19,565</b>	<b>4,130</b>	<b>14,908</b>	<b>6,530</b>	<b>5,218</b>	<b>8,854</b>	<b>1,760</b>	<b>6,408</b>	<b>1,623</b>	<b>1,912</b>	<b>10,916</b>	<b>9,374</b>
<b>% Turnover</b>	<b>100%</b>	<b>21.1%</b>	<b>76.2%</b>	<b>33.4%</b>	<b>26.7%</b>	<b>45.3%</b>	<b>9.0%</b>	<b>32.8%</b>	<b>8.3%</b>	<b>9.8%</b>	<b>55.8%</b>	<b>47.9%</b>

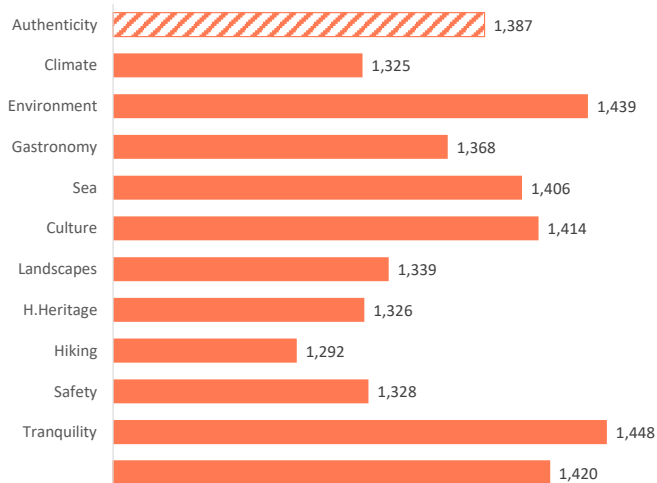
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



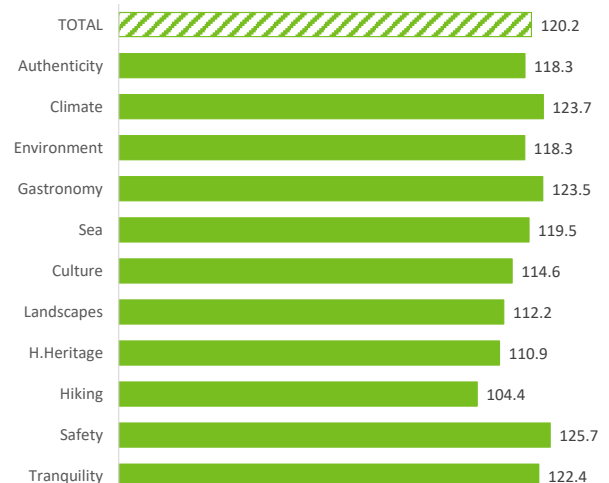
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Authenticity, Climate = Weather, Environment, Gastronomy, Sea, Culture = Cultural offer, Landscapes, H. Heritage = Historical Heritage, Hiking = Hiking trail network, Safety, Tranquility

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

	TOTAL	Authenticity	Climate Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility	
<b>Accommodation:</b>												
- Accommodation	83.7%	82.1%	86.3%	83.1%	82.2%	84.0%	80.8%	82.0%	79.1%	79.7%	86.0%	84.7%
- Additional accommodation expenses	7.1%	7.9%	7.2%	7.4%	7.4%	7.4%	8.1%	7.5%	7.4%	7.6%	6.9%	7.3%
<b>Transport:</b>												
- National/International Transport	94.9%	94.7%	95.9%	95.5%	95.2%	95.7%	94.5%	95.3%	93.9%	95.4%	95.7%	95.8%
- Flights between islands	5.6%	6.6%	5.3%	6.6%	5.6%	6.0%	6.4%	7.3%	6.9%	8.2%	5.1%	5.4%
- Taxi	52.6%	45.0%	54.8%	47.5%	51.0%	51.3%	43.6%	40.6%	39.5%	34.6%	57.5%	53.0%
- Car rental	32.4%	38.1%	31.2%	37.2%	31.7%	33.7%	38.5%	45.9%	41.8%	49.5%	28.5%	31.8%
- Public transport	11.2%	11.4%	11.0%	10.6%	11.1%	12.0%	13.1%	11.9%	12.2%	13.7%	10.3%	10.6%
<b>Food and drink:</b>												
- Food purchases at supermarkets	58.8%	59.9%	58.9%	59.8%	58.4%	59.7%	60.6%	61.3%	57.7%	64.7%	57.5%	57.9%
- Restaurants	66.5%	66.3%	66.0%	67.8%	69.0%	65.0%	67.0%	69.0%	67.4%	71.2%	65.0%	64.8%
<b>Leisure:</b>												
- Organized excursions	24.7%	28.2%	24.4%	26.9%	23.8%	26.1%	29.6%	30.6%	30.0%	28.0%	24.5%	24.7%
- Sport activities	8.1%	8.0%	8.0%	7.8%	7.5%	8.9%	6.6%	8.0%	5.5%	8.3%	7.2%	7.1%
- Cultural activities	2.8%	3.5%	2.5%	3.1%	3.0%	2.7%	4.2%	3.5%	3.8%	2.9%	2.5%	2.6%
- Museums	5.5%	7.7%	5.0%	6.8%	5.4%	5.6%	10.0%	8.6%	12.1%	8.6%	4.7%	5.3%
- Theme Parks	10.9%	11.4%	10.9%	11.3%	10.2%	10.3%	11.1%	11.9%	11.4%	10.6%	11.2%	10.0%
- Discos and pubs	10.7%	10.4%	10.7%	10.8%	11.0%	10.0%	10.0%	9.0%	8.8%	8.0%	11.2%	9.6%
- Wellness	5.3%	5.6%	5.5%	5.6%	6.1%	5.8%	5.3%	5.1%	5.0%	4.7%	5.8%	6.0%
<b>Purchases of goods:</b>												
- Souvenirs	41.5%	43.1%	41.9%	42.1%	42.6%	42.1%	43.3%	42.3%	43.9%	39.5%	42.4%	41.9%
- Real estate	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%	0.3%	0.1%	0.1%	0.3%	0.2%	0.1%
- Other purchases	0.8%	1.0%	0.7%	0.7%	0.8%	0.9%	1.2%	0.7%	0.7%	0.8%	0.8%	0.8%
<b>Others:</b>												
- Medical expenses	7.7%	8.2%	7.8%	7.7%	8.1%	8.1%	8.5%	7.9%	8.1%	8.8%	7.9%	8.0%
- Other expenses	5.4%	5.4%	5.6%	5.1%	5.4%	5.4%	4.9%	4.8%	5.3%	4.6%	5.8%	5.5%

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

	TOTAL	Authenticity	Climate Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility	
<b>Expenditure per tourist and trip (€)</b>												
<b>Accommodation:</b>	<b>866</b>	<b>812</b>	<b>897</b>	<b>830</b>	<b>888</b>	<b>883</b>	<b>812</b>	<b>799</b>	<b>799</b>	<b>788</b>	<b>903</b>	<b>886</b>
- Accommodation	705	668	731	682	722	725	666	655	648	643	743	730
- Additional accommodation expenses	157	144	166	148	166	159	146	144	151	145	160	157
<b>Transport:</b>	<b>733</b>	<b>708</b>	<b>740</b>	<b>724</b>	<b>710</b>	<b>740</b>	<b>729</b>	<b>718</b>	<b>715</b>	<b>727</b>	<b>737</b>	<b>733</b>
- National/International Transport	408	391	417	401	408	415	399	386	384	377	423	416
- Flights between islands	84	79	84	82	71	87	81	82	80	82	75	75
- Taxi	89	89	89	87	85	90	88	93	90	94	88	91
- Car rental	122	120	124	124	119	121	122	126	121	139	123	125
- Public transport	29	29	27	29	26	27	39	31	39	35	28	26
<b>Food and drink:</b>	<b>306</b>	<b>295</b>	<b>310</b>	<b>315</b>	<b>328</b>	<b>304</b>	<b>311</b>	<b>300</b>	<b>308</b>	<b>325</b>	<b>310</b>	<b>308</b>
- Food purchases at supermarkets	108	106	107	113	108	111	119	111	119	126	107	109
- Restaurants	199	189	203	202	220	193	193	189	189	199	203	199
<b>Leisure:</b>	<b>535</b>	<b>525</b>	<b>532</b>	<b>538</b>	<b>533</b>	<b>542</b>	<b>550</b>	<b>510</b>	<b>553</b>	<b>554</b>	<b>544</b>	<b>531</b>
- Organized excursions	95	96	95	94	95	97	105	95	102	101	97	94
- Sport activities	99	91	94	95	98	101	89	90	80	106	95	93
- Cultural activities	58	59	59	58	57	62	69	56	72	70	59	60
- Museums	39	43	40	42	45	42	47	40	46	40	45	41
- Theme Parks	71	69	70	69	70	72	75	68	76	64	73	71
- Discos and pubs	99	90	99	103	95	90	99	89	98	93	101	95
- Wellness	74	75	74	76	72	78	66	72	78	80	74	77
<b>Purchases of goods:</b>	<b>1,242</b>	<b>715</b>	<b>1,316</b>	<b>732</b>	<b>1,591</b>	<b>1,107</b>	<b>398</b>	<b>747</b>	<b>1,214</b>	<b>1,853</b>	<b>1,004</b>	<b>946</b>
- Souvenirs	87	90	86	88	91	88	88	84	91	85	91	90
- Real estate	934	479	979	466	1,291	785	220	555	1,052	1,630	721	540
- Other purchases	221	146	251	179	209	234	90	108	71	137	193	317
<b>Others:</b>	<b>138</b>	<b>143</b>	<b>126</b>	<b>133</b>	<b>146</b>	<b>132</b>	<b>142</b>	<b>135</b>	<b>142</b>	<b>146</b>	<b>131</b>	<b>139</b>
- Medical expenses	47	50	47	36	50	48	36	37	41	43	43	50
- Other expenses	91	93	80	97	96	84	106	98	101	103	88	89

TOURIST PROFILE

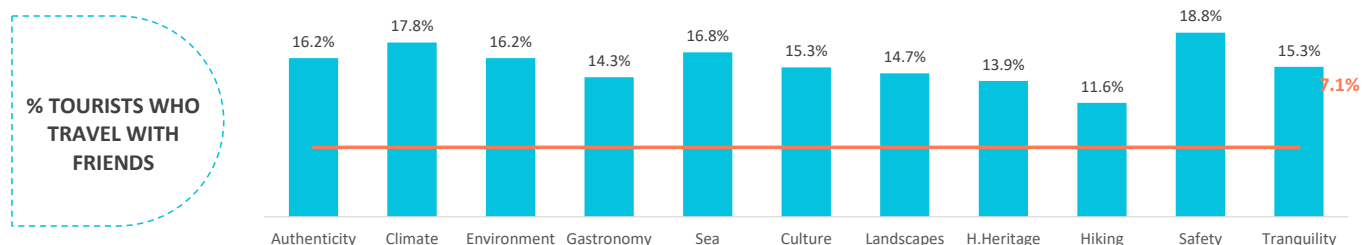
Who are they?

	TOTAL	Authenticity	Climate Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility	
<b>Gender</b>												
Percentage of men	48.2%	43.8%	47.0%	43.6%	46.0%	44.9%	43.3%	46.0%	45.2%	46.9%	43.3%	44.1%
Percentage of women	51.8%	56.2%	53.0%	56.4%	54.0%	55.1%	56.7%	54.0%	54.8%	53.1%	56.7%	55.9%
<b>Age</b>												
Average age	46.37	44.50	47.09	46.11	46.98	45.86	44.78	44.77	46.67	45.76	46.90	47.00
Standard deviation	16.8	16.3	16.5	16.6	16.9	16.6	16.8	16.6	16.7	16.4	16.7	16.7
<b>Age range</b>												
16-24 years old	11.1%	12.4%	9.6%	10.8%	10.6%	11.3%	12.5%	12.1%	10.2%	9.8%	10.7%	10.4%
25-30 years old	10.8%	12.4%	10.2%	11.3%	10.8%	11.3%	12.6%	12.9%	10.9%	12.2%	9.9%	10.6%
31-45 years old	28.7%	31.0%	29.0%	29.6%	27.4%	29.2%	30.3%	29.9%	28.6%	31.1%	28.8%	27.5%
46-60 years old	25.2%	23.8%	26.3%	24.6%	25.1%	25.3%	23.1%	23.7%	25.7%	24.1%	25.4%	26.4%
Over 60 years old	24.2%	20.4%	24.9%	23.8%	26.1%	22.9%	21.6%	21.4%	24.6%	22.9%	25.3%	25.2%
<b>Occupation</b>												
Salaried worker	55.7%	56.7%	55.8%	55.1%	54.8%	56.0%	55.6%	56.2%	52.8%	53.9%	55.8%	55.3%
Self-employed	10.8%	11.7%	10.7%	11.6%	10.4%	10.9%	10.8%	11.4%	11.0%	11.5%	10.4%	10.8%
Unemployed	0.9%	1.2%	0.8%	1.1%	0.9%	1.1%	1.0%	1.2%	1.1%	1.4%	0.8%	0.9%
Business owner	8.1%	8.3%	8.0%	7.8%	8.7%	8.4%	8.9%	8.0%	9.4%	9.4%	7.9%	8.0%
Student	4.2%	4.6%	3.6%	4.2%	3.8%	4.7%	4.8%	5.0%	4.4%	3.9%	3.6%	3.8%
Retired	18.9%	15.8%	19.7%	18.7%	19.9%	17.4%	17.4%	16.7%	19.4%	18.2%	20.0%	19.5%
Unpaid domestic work	0.6%	0.7%	0.6%	0.7%	0.6%	0.6%	0.5%	0.6%	0.6%	0.3%	0.7%	0.6%
Others	0.9%	0.9%	0.8%	0.9%	0.8%	0.9%	1.1%	0.8%	1.2%	1.3%	0.8%	1.0%
<b>Annual household income level</b>												
Less than €25,000	13.1%	16.8%	12.1%	15.4%	13.1%	14.0%	17.1%	16.1%	17.6%	16.4%	13.0%	13.4%
€25,000 - €49,999	34.9%	36.3%	34.1%	36.0%	34.3%	34.5%	37.4%	37.6%	38.6%	37.8%	34.4%	35.2%
€50,000 - €74,999	24.4%	22.4%	24.5%	23.1%	23.8%	24.1%	22.0%	22.6%	22.8%	21.4%	24.3%	24.0%
More than €74,999	27.7%	24.5%	29.3%	25.5%	28.8%	27.5%	23.5%	23.7%	21.1%	24.4%	28.3%	27.3%
<b>Education level</b>												
No studies	4.0%	3.7%	4.2%	4.2%	3.7%	3.1%	3.4%	2.5%	3.5%	1.6%	5.0%	4.1%
Primary education	1.9%	1.8%	1.8%	2.0%	2.0%	2.1%	2.1%	2.1%	2.1%	2.6%	1.8%	1.9%
Secondary education	20.1%	18.4%	19.7%	18.0%	19.8%	20.1%	18.0%	18.5%	19.0%	16.5%	19.7%	20.7%
Higher education	73.9%	76.1%	74.3%	75.8%	74.4%	74.7%	76.5%	77.0%	75.4%	79.3%	73.5%	73.3%

Who do they come with?

	TOTAL	Authenticity	Climate Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility	
Unaccompanied	10.1%	10.5%	8.4%	10.0%	9.3%	10.5%	12.1%	10.9%	12.6%	13.4%	8.3%	9.6%
Only with partner	47.5%	47.8%	48.9%	49.1%	51.9%	47.3%	47.0%	48.7%	48.5%	49.7%	48.6%	51.3%
Only with children (< 13 years old)	4.4%	4.4%	4.6%	4.2%	3.7%	4.9%	4.5%	4.3%	4.6%	3.8%	4.8%	4.2%
Partner + children (< 13 years old)	6.8%	6.5%	7.3%	6.2%	5.6%	6.6%	5.6%	5.8%	5.3%	4.3%	7.6%	6.3%
Other relatives	10.0%	10.0%	10.1%	10.0%	9.8%	9.6%	10.7%	9.3%	8.9%	7.5%	10.6%	9.6%
Friends	7.1%	7.5%	6.9%	7.4%	6.8%	7.5%	7.2%	8.1%	6.5%	8.6%	6.3%	6.2%
Work colleagues	0.6%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.1%
Organized trip	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.4%	0.1%	0.1%
Other combinations <sup>(2)</sup>	13.3%	12.9%	13.5%	12.7%	12.6%	13.5%	12.3%	12.6%	13.1%	12.1%	13.6%	12.7%
<sup>(2)</sup> Different situations have been isolated												
<b>Tourists with children</b>												
- Between 0 and 2 years old	1.5%	1.4%	1.5%	1.4%	1.1%	1.4%	1.4%	1.3%	1.1%	0.9%	1.7%	1.5%
- Between 3 and 12 years old	14.1%	13.6%	14.9%	13.8%	12.1%	14.3%	12.9%	12.6%	12.0%	9.6%	15.6%	12.7%
- Between 0-2 and 3-12 years old	1.3%	1.3%	1.4%	1.1%	1.1%	1.1%	1.0%	0.8%	0.8%	1.1%	1.5%	1.1%
<b>Tourists without children</b>												
<b>Group composition:</b>												
- 1 person	12.6%	13.3%	10.5%	12.5%	11.7%	12.9%	15.3%	13.8%	15.6%	17.2%	10.4%	11.8%
- 2 people	55.3%	55.6%	56.6%	56.4%	58.6%	55.8%	54.7%	56.6%	55.3%	57.8%	56.1%	58.8%
- 3 people	12.1%	12.5%	12.5%	11.8%	11.5%	12.5%	12.7%	12.3%	11.8%	10.8%	13.0%	11.9%
- 4 or 5 people	16.0%	15.0%	16.4%	15.7%	14.4%	15.4%	14.1%	14.3%	14.4%	11.4%	16.5%	14.0%
- 6 or more people	4.0%	3.5%	4.1%	3.6%	3.7%	3.4%	3.1%	3.0%	2.9%	2.9%	4.0%	3.4%
<b>Average group size:</b>	<b>2.57</b>	2.51	2.60	2.53	2.52	2.52	2.46	2.46	2.44	2.34	2.61	2.49

\*People who share the main expenses of the trip



TRIP MOTIVATION AND DESTINATION CHOICE

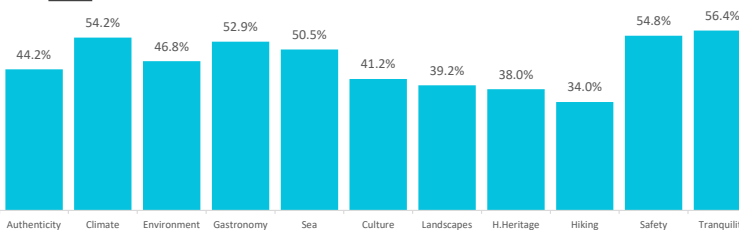
What is the main reason for visiting the Canary Islands?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Holidays	90.0%	89.7%	93.9%	90.9%	90.4%	91.7%	87.9%	89.8%	86.0%	87.1%	93.6%	92.4%
Family reasons	6.9%	9.2%	5.5%	8.1%	8.8%	7.4%	11.0%	9.1%	12.6%	11.4%	5.8%	6.8%
Business	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Education and training	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.4%	0.1%	0.1%
Sports training	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Health	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.1%
Conventions and Exhibitions	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.5%	0.8%	0.4%	0.6%	0.5%	0.6%	0.7%	0.7%	0.9%	0.9%	0.5%	0.6%

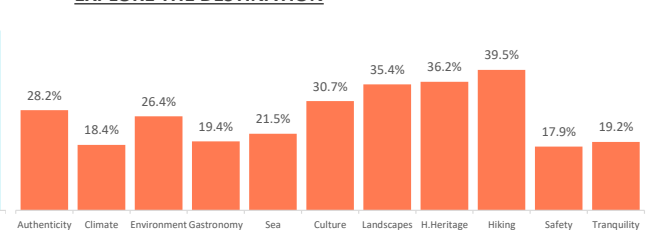
What is the main motivation for their holidays?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Rest	50.9%	44.2%	54.2%	46.8%	52.9%	50.5%	41.2%	39.2%	38.0%	34.0%	54.8%	56.4%
Enjoy family time	15.6%	14.8%	15.1%	14.5%	15.2%	14.8%	14.7%	13.0%	14.4%	12.7%	15.5%	13.9%
Have fun	9.2%	9.5%	8.8%	8.7%	9.5%	9.2%	9.5%	8.3%	8.0%	7.0%	9.0%	7.5%
Explore the destination	20.7%	28.2%	18.4%	26.4%	19.4%	21.5%	30.7%	35.4%	36.2%	39.5%	17.9%	19.2%
Practice their hobbies	2.0%	1.7%	2.0%	1.9%	1.5%	2.4%	1.6%	2.2%	1.3%	4.2%	1.5%	1.5%
Other reasons	1.7%	1.7%	1.6%	1.6%	1.6%	1.6%	2.3%	1.8%	2.1%	2.7%	1.4%	1.5%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Climate	75.0%	82.2%	100%	82.6%	83.9%	87.8%	80.1%	81.2%	79.3%	80.0%	82.4%	82.9%
Safety	51.3%	76.4%	60.0%	70.1%	77.3%	62.1%	77.2%	60.7%	74.6%	61.2%	100%	78.3%
Tranquility	46.5%	74.6%	52.8%	63.4%	67.0%	57.8%	71.5%	59.3%	71.5%	61.2%	68.6%	100%
Sea	46.0%	62.1%	53.1%	60.2%	57.4%	100%	65.0%	67.5%	64.2%	60.2%	51.6%	54.8%
Accommodation supply	41.8%	54.9%	48.8%	53.1%	59.8%	48.9%	63.0%	44.6%	60.4%	47.8%	57.9%	55.5%
Beaches	39.3%	54.5%	46.7%	51.8%	50.2%	74.8%	58.0%	56.3%	56.1%	50.1%	45.5%	47.9%
Effortless trip	37.5%	56.2%	42.7%	49.2%	62.6%	44.9%	56.6%	42.4%	54.3%	43.1%	58.6%	56.3%
Price	36.5%	56.7%	39.7%	44.5%	48.3%	43.5%	54.1%	43.5%	54.4%	46.7%	48.4%	54.4%
European belonging	35.8%	60.1%	42.0%	47.7%	52.3%	43.5%	56.1%	42.6%	53.5%	42.6%	52.0%	51.0%
Landscapes	34.1%	61.3%	37.9%	67.8%	46.9%	52.1%	72.6%	100%	78.8%	80.0%	38.9%	43.4%
Environment	33.3%	61.8%	38.1%	100%	50.1%	45.9%	68.6%	67.0%	73.0%	71.0%	44.4%	45.8%
Gastronomy	26.6%	47.9%	30.0%	38.9%	100%	34.0%	54.2%	36.0%	52.4%	39.4%	38.1%	37.7%
Fun possibilities	23.3%	38.5%	26.3%	32.5%	37.3%	29.4%	56.6%	30.4%	45.8%	32.6%	31.5%	30.3%
Authenticity	22.3%	100%	24.7%	40.3%	40.2%	30.9%	61.5%	39.6%	61.3%	44.9%	31.6%	35.2%
Exoticism	11.8%	40.8%	13.3%	20.8%	21.5%	17.4%	34.1%	22.2%	35.0%	26.3%	16.3%	18.5%
Hiking trail network	10.1%	20.7%	11.1%	21.4%	15.3%	13.8%	30.2%	23.8%	34.7%	100%	11.7%	13.3%
Shopping	9.1%	20.0%	11.1%	16.1%	22.0%	13.9%	28.3%	14.5%	27.6%	18.3%	14.6%	14.3%
Culture	9.0%	26.0%	10.2%	18.9%	19.2%	13.7%	100%	19.8%	65.6%	27.6%	13.5%	14.2%
Historical heritage	8.4%	24.7%	9.6%	19.2%	17.7%	12.9%	62.7%	20.5%	100%	30.3%	12.4%	13.6%
Nightlife	7.9%	15.9%	9.5%	12.5%	15.3%	11.1%	22.6%	11.2%	20.1%	15.4%	11.3%	10.3%

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	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Previous visits to the Canary Islands	49.0%	46.7%	52.0%	48.3%	52.0%	48.0%	45.8%	43.7%	44.8%	42.4%	52.5%	51.3%
Friends or relatives	29.6%	32.6%	28.3%	31.3%	30.7%	29.4%	32.9%	32.7%	32.4%	32.8%	28.1%	28.4%
Internet or social media	53.0%	52.0%	54.3%	53.0%	52.0%	53.1%	50.2%	54.4%	48.2%	52.3%	53.3%	52.2%
Mass Media	2.1%	2.8%	2.0%	2.6%	2.3%	2.2%	2.8%	2.6%	3.0%	2.6%	2.4%	2.3%
Travel guides and magazines	7.0%	8.6%	7.0%	7.9%	6.7%	6.9%	9.3%	9.8%	9.5%	12.7%	6.7%	7.0%
Travel Blogs or Forums	6.7%	8.5%	6.7%	8.5%	7.2%	7.0%	8.0%	9.7%	8.1%	9.7%	6.3%	6.6%
Travel TV Channels	0.8%	1.2%	0.8%	0.8%	1.1%	0.9%	1.1%	1.0%	1.4%	1.0%	0.9%	0.9%
Tour Operator or Travel Agency	20.4%	18.2%	21.0%	18.5%	19.8%	20.0%	18.3%	17.1%	18.0%	14.3%	22.2%	21.3%
Public administrations or similar	0.7%	0.8%	0.5%	0.7%	0.7%	0.6%	1.0%	0.8%	0.8%	1.2%	0.5%	0.5%
Others	3.2%	3.1%	2.7%	3.1%	3.2%	2.8%	4.1%	3.0%	4.1%	3.9%	2.9%	2.8%

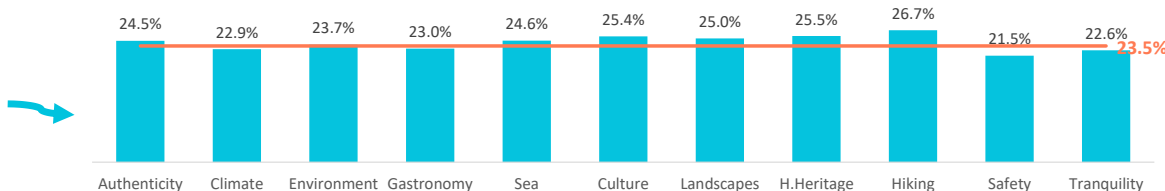
\* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
The same day	0.7%	0.9%	0.6%	0.6%	0.8%	0.8%	0.9%	0.9%	0.9%	1.0%	0.6%	0.7%
Between 1 and 30 days	23.5%	24.5%	22.9%	23.7%	23.0%	24.6%	25.4%	25.0%	25.5%	26.7%	21.5%	22.6%
Between 1 and 2 months	24.6%	24.9%	24.7%	25.0%	24.7%	25.0%	24.4%	26.4%	24.8%	25.8%	23.9%	24.7%
Between 3 and 6 months	32.4%	31.5%	32.4%	32.2%	31.8%	32.2%	31.3%	31.7%	30.8%	32.4%	32.6%	32.4%
More than 6 months	18.8%	18.1%	19.4%	18.4%	19.8%	17.5%	18.0%	16.0%	18.1%	14.2%	21.4%	19.6%

% TOURISTS WHO BOOK THEIR TRIP BETWEEN 1 AND 30 DAYS



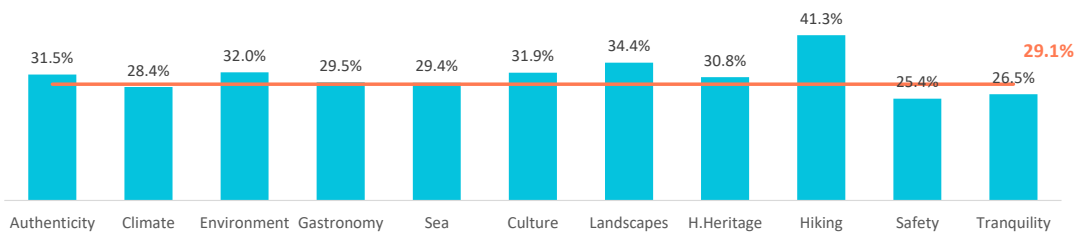
With whom did they book their flight and accommodation?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
<b>Flight</b>												
- Directly with the airline	49.6%	54.0%	48.8%	54.0%	52.0%	49.3%	53.9%	55.7%	54.7%	61.3%	46.8%	48.6%
- Tour Operator or Travel Agency	50.4%	46.0%	51.2%	46.0%	48.0%	50.7%	46.1%	44.3%	45.3%	38.7%	53.2%	51.4%
<b>Accommodation</b>												
- Directly with the accommodation	36.7%	40.4%	36.6%	39.9%	38.3%	36.2%	40.4%	41.6%	40.6%	46.3%	34.6%	35.8%
- Tour Operator or Travel Agency	63.3%	59.6%	63.4%	60.1%	61.7%	63.8%	59.6%	58.4%	59.4%	53.7%	65.4%	64.2%

What do they book?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Room only	29.1%	31.5%	28.4%	32.0%	29.5%	29.4%	31.9%	34.4%	30.8%	41.3%	25.4%	26.5%
Bed and Breakfast	14.3%	14.4%	13.8%	14.9%	16.8%	13.4%	14.9%	13.8%	14.8%	13.5%	13.8%	13.6%
Half board	20.1%	18.6%	20.6%	19.8%	20.7%	20.7%	19.2%	20.9%	20.5%	20.1%	21.3%	21.6%
Full board	3.3%	3.5%	3.2%	3.4%	2.4%	3.2%	3.1%	3.7%	3.9%	4.1%	2.9%	3.1%
All inclusive	33.2%	32.0%	34.2%	29.9%	30.5%	33.2%	30.9%	27.2%	29.9%	21.0%	36.6%	35.1%

% TOURISTS WHO BOOK ROOM ONLY

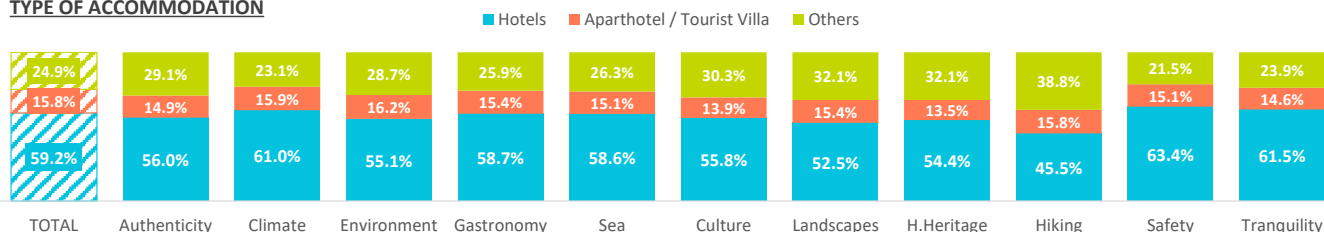


ACCOMMODATION

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
1-2-3* Hotel	10.7%	10.4%	10.6%	9.6%	9.5%	11.2%	10.4%	10.1%	10.1%	9.4%	10.7%	9.9%
4* Hotel	38.6%	36.3%	39.7%	36.4%	36.3%	38.2%	36.6%	35.0%	35.8%	29.7%	41.4%	40.3%
5* Hotel / 5* Luxury Hotel	9.9%	9.3%	10.7%	9.1%	12.9%	9.3%	8.9%	7.5%	8.5%	6.5%	11.3%	11.4%
Aparthotel / Tourist Villa	15.8%	14.9%	15.9%	16.2%	15.4%	15.1%	13.9%	15.4%	13.5%	15.8%	15.1%	14.6%
House/room rented in a private dwelling	7.8%	9.3%	7.6%	9.7%	7.6%	8.7%	9.5%	11.4%	9.2%	14.9%	6.1%	7.1%
Private accommodation <sup>(1)</sup>	9.0%	11.0%	7.5%	10.2%	10.8%	9.7%	12.1%	11.4%	13.8%	13.6%	7.7%	9.2%
Others (Cottage, cruise, camping,...)	8.2%	8.8%	8.0%	8.7%	7.4%	7.8%	8.8%	9.2%	9.1%	10.3%	7.7%	7.6%

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

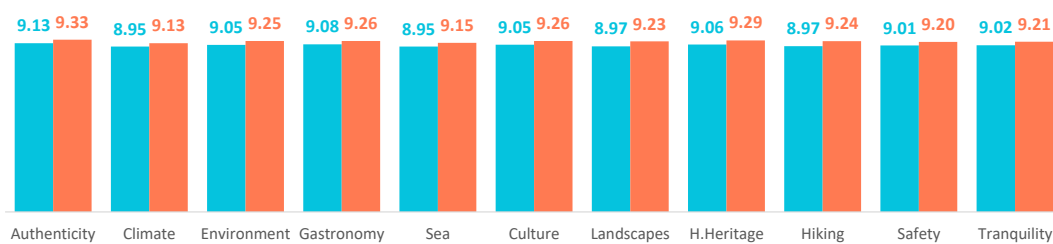
TYPE OF ACCOMMODATION



SATISFACTION AND LOYALTY INDICATORS

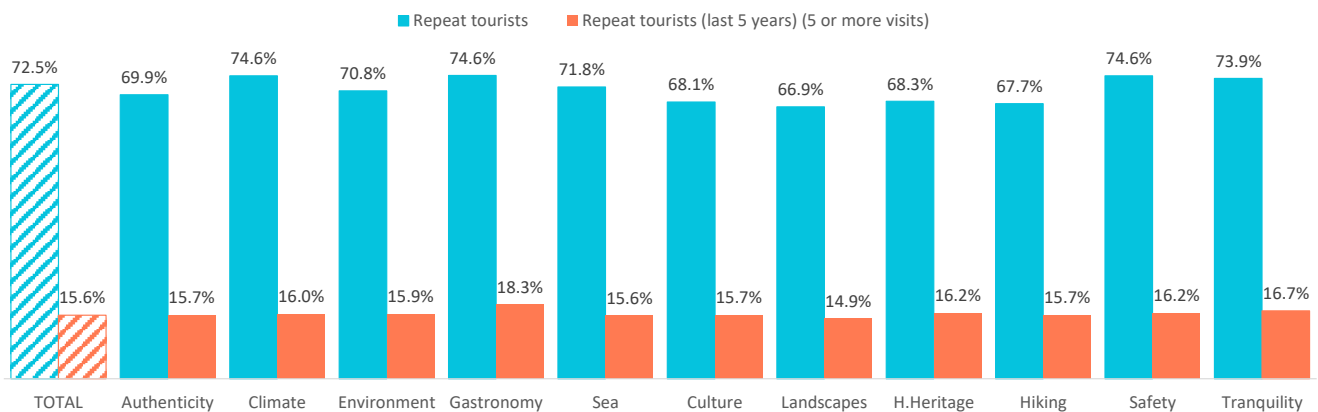
Satisfaction

Satisfaction (scale 0-10)	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Average rating	<b>8.82</b>	9.10	8.90	9.02	9.02	8.92	9.08	8.98	9.12	9.00	8.97	8.99
Experience in the Canary Islands	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Worse or much worse than expected	<b>2.5%</b>	2.3%	2.2%	2.5%	2.3%	2.4%	2.7%	2.4%	2.6%	2.0%	2.4%	2.3%
Lived up to expectations	<b>54.0%</b>	44.4%	53.7%	49.1%	49.2%	51.0%	43.3%	47.7%	44.6%	47.8%	52.4%	52.0%
Better or much better than expected	<b>43.5%</b>	53.3%	44.1%	48.4%	48.5%	46.5%	54.0%	49.9%	52.8%	50.1%	45.2%	45.7%
Future intentions (scale 1-10)	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Return to the Canary Islands	<b>8.83</b>	9.13	8.95	9.05	9.08	8.95	9.05	8.97	9.06	8.97	9.01	9.02
Recommend visiting the Canary Islands	<b>9.04</b>	9.33	9.13	9.25	9.26	9.15	9.26	9.23	9.29	9.24	9.20	9.21



How many are loyal to the Canary Islands?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Repeat tourists	<b>72.5%</b>	69.9%	74.6%	70.8%	74.6%	71.8%	68.1%	66.9%	68.3%	67.7%	74.6%	73.9%
At least 10 previous visits	<b>19.6%</b>	18.2%	20.5%	19.4%	22.6%	19.4%	19.3%	17.5%	19.4%	18.2%	20.8%	20.9%
Repeat tourists (last 5 years)	<b>65.0%</b>	63.3%	67.0%	63.8%	67.7%	64.6%	62.2%	60.5%	61.9%	61.9%	67.0%	66.8%
Repeat tourists (last 5 years) (5 or more visits)	<b>15.6%</b>	15.7%	16.0%	15.9%	18.3%	15.6%	15.7%	14.9%	16.2%	15.7%	16.2%	16.7%



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
One island	<b>92.1%</b>	90.6%	92.6%	90.8%	91.7%	91.4%	89.7%	89.6%	89.4%	87.6%	92.7%	92.3%
Two islands	<b>6.7%</b>	8.1%	6.3%	7.8%	7.2%	7.3%	8.5%	8.8%	8.8%	10.4%	6.2%	6.6%
Three or more islands	<b>1.2%</b>	1.4%	1.0%	1.4%	1.1%	1.3%	1.8%	1.6%	1.7%	2.0%	1.1%	1.1%

Visited islands during their trip (with overnight staying)

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Lanzarote	<b>19.0%</b>	21.2%	19.0%	20.7%	19.3%	17.5%	22.1%	19.1%	24.0%	14.7%	20.4%	20.2%
Fuerteventura	<b>14.8%</b>	13.8%	15.3%	13.1%	13.7%	19.4%	11.8%	13.3%	10.8%	11.1%	15.3%	16.8%
Gran Canaria	<b>27.2%</b>	24.5%	27.0%	24.1%	26.9%	28.5%	27.6%	24.1%	26.6%	27.8%	25.7%	26.3%
Tenerife	<b>40.5%</b>	41.9%	40.1%	43.4%	41.6%	36.3%	40.9%	45.0%	40.6%	47.3%	40.1%	38.0%
La Gomera	<b>0.5%</b>	0.7%	0.5%	0.7%	0.6%	0.6%	0.8%	1.0%	0.8%	1.9%	0.4%	0.5%
La Palma	<b>1.4%</b>	2.1%	1.1%	1.9%	1.3%	1.2%	1.7%	2.4%	2.1%	4.2%	1.1%	1.4%
El Hierro	<b>0.2%</b>	0.3%	0.1%	0.3%	0.2%	0.2%	0.2%	0.3%	0.2%	0.5%	0.2%	0.2%
Cruise	<b>0.2%</b>	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%

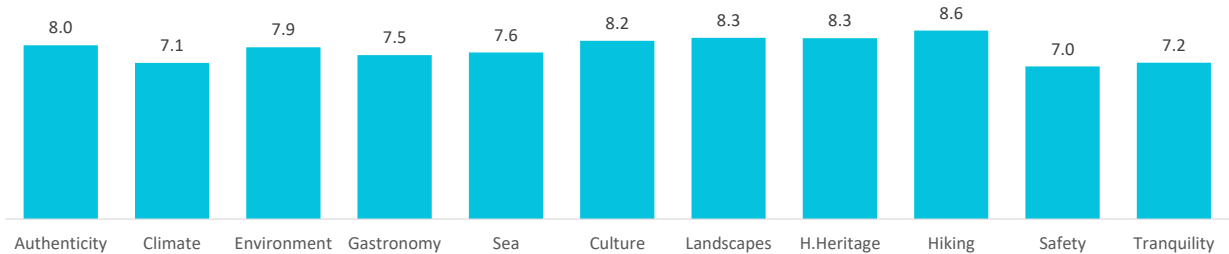
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
0 hours	2.3%	1.9%	2.6%	1.7%	2.1%	2.0%	1.1%	1.0%	1.0%	1.0%	2.8%	2.8%
1 - 2 hours	10.6%	7.9%	11.5%	8.1%	9.7%	8.9%	6.2%	5.9%	5.7%	3.9%	11.9%	11.1%
3 - 6 hours	33.3%	29.5%	33.9%	30.4%	32.3%	31.9%	29.7%	27.7%	28.5%	24.9%	35.2%	34.4%
7 - 12 hours	45.2%	49.9%	44.2%	49.9%	46.7%	47.9%	51.6%	54.6%	53.9%	59.0%	42.7%	43.9%
More than 12 hours	8.6%	10.8%	7.9%	9.9%	9.2%	9.3%	11.4%	10.8%	10.9%	11.2%	7.4%	7.8%
<b>Outdoor time per day</b>	<b>7.3</b>	<b>8.0</b>	<b>7.1</b>	<b>7.9</b>	<b>7.5</b>	<b>7.6</b>	<b>8.2</b>	<b>8.3</b>	<b>8.3</b>	<b>8.6</b>	<b>7.0</b>	<b>7.2</b>



7.3  
TOTAL



Activities in the Canary Islands

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Walk, wander	73.1%	75.1%	74.0%	76.3%	74.3%	71.7%	74.5%	76.6%	74.5%	78.8%	74.1%	73.5%
Beach	69.4%	73.9%	70.5%	71.0%	69.0%	79.9%	73.2%	75.4%	71.2%	71.8%	69.6%	70.1%
Swimming pool, hotel facilities	59.3%	56.1%	62.0%	57.0%	58.2%	57.4%	54.3%	51.8%	51.5%	43.2%	63.6%	60.3%
Explore the island on their own	48.0%	54.8%	46.8%	53.5%	48.2%	50.3%	58.6%	62.0%	59.3%	65.4%	45.3%	47.3%
Taste Canarian gastronomy	26.5%	32.5%	25.5%	29.2%	34.2%	26.8%	33.7%	32.3%	33.5%	32.1%	25.6%	27.0%
Hiking	18.5%	21.3%	17.5%	21.5%	16.7%	18.8%	20.7%	28.1%	22.6%	47.9%	14.6%	16.9%
Organized excursions	16.8%	19.0%	16.4%	18.3%	16.1%	17.3%	21.1%	20.0%	21.2%	16.9%	17.3%	16.5%
Nightlife / concerts / shows	15.9%	16.6%	15.8%	16.3%	17.5%	15.6%	17.1%	14.6%	14.4%	12.4%	16.7%	14.6%
Theme parks	14.1%	15.1%	13.8%	14.5%	14.0%	13.5%	16.6%	15.1%	15.8%	13.4%	14.4%	13.3%
Sea excursions / whale watching	12.4%	13.8%	11.9%	13.0%	12.1%	13.6%	14.5%	14.6%	13.4%	13.0%	12.3%	11.9%
Wineries / markets / popular festivals	11.4%	15.4%	10.9%	13.9%	13.1%	12.0%	18.4%	15.5%	19.4%	15.2%	10.8%	11.5%
Museums / exhibitions	10.5%	15.2%	9.5%	13.6%	11.2%	10.7%	21.2%	16.1%	23.8%	16.5%	9.4%	10.7%
Other Nature Activities	8.1%	11.5%	7.3%	10.7%	8.3%	9.0%	12.0%	13.2%	13.1%	15.4%	6.9%	7.9%
Swim	7.8%	9.2%	7.8%	8.4%	8.0%	8.7%	9.3%	7.7%	8.1%	9.0%	8.4%	7.5%
Beauty and health treatments	6.1%	6.6%	6.4%	6.5%	7.4%	6.9%	6.8%	6.0%	6.2%	5.1%	6.8%	6.8%
Running	5.7%	5.5%	5.6%	5.3%	5.0%	5.6%	5.2%	5.6%	5.2%	8.4%	5.0%	5.2%
Practice other sports	4.5%	4.8%	4.3%	4.4%	4.3%	4.7%	4.6%	4.5%	4.4%	5.3%	4.0%	4.1%
Astronomical observation	4.0%	5.0%	3.7%	4.7%	4.5%	4.6%	5.4%	5.4%	6.2%	6.7%	3.9%	4.2%
Cycling / Mountain bike	3.0%	2.8%	3.1%	3.2%	2.7%	3.0%	3.2%	3.3%	3.2%	4.5%	2.7%	2.6%
Surf	2.9%	3.5%	2.7%	3.1%	2.7%	4.1%	3.3%	3.7%	2.7%	4.4%	2.2%	2.3%
Scuba Diving	2.9%	3.9%	2.6%	3.3%	2.7%	3.9%	2.7%	3.7%	3.3%	4.2%	2.6%	2.9%
Golf	2.5%	2.7%	2.5%	2.4%	2.9%	2.4%	2.4%	2.0%	2.1%	2.3%	2.5%	2.3%
Windsurf / Kitesurf	0.9%	1.0%	0.8%	0.8%	0.6%	1.3%	0.9%	0.8%	0.7%	0.8%	0.7%	0.8%

COUNTRY OF RESIDENCE

Where are they from?

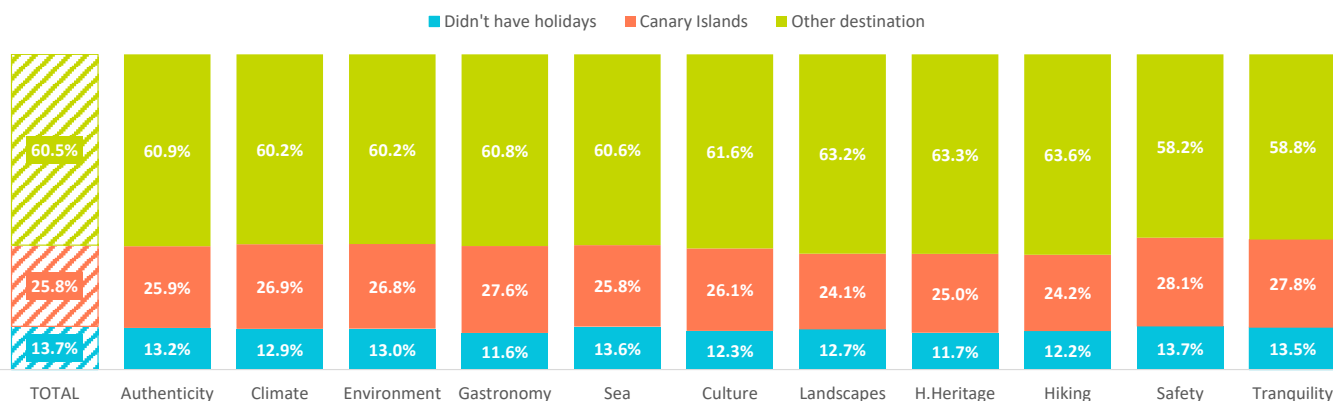
	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
United Kingdom	34.1%	30.5%	36.3%	35.2%	35.9%	26.7%	31.7%	21.2%	25.8%	14.5%	41.0%	34.0%
Germany	16.3%	13.5%	16.3%	11.2%	15.8%	22.2%	14.8%	17.8%	12.7%	16.1%	16.4%	17.1%
Spanish Mainland	12.1%	17.2%	9.6%	14.2%	13.5%	11.7%	15.6%	17.4%	20.9%	17.8%	8.5%	12.2%
France	5.3%	8.6%	5.3%	7.1%	4.7%	5.7%	8.8%	9.3%	11.5%	8.8%	5.0%	6.0%
Ireland	4.3%	4.9%	4.6%	5.0%	5.7%	4.5%	4.8%	3.5%	3.6%	2.7%	5.9%	5.0%
Italy	4.2%	5.1%	4.2%	7.1%	3.1%	4.9%	4.6%	7.3%	5.4%	10.1%	3.2%	4.6%
Netherlands	4.2%	2.5%	3.9%	1.3%	2.6%	3.5%	2.8%	2.9%	2.7%	3.8%	2.2%	3.8%
Belgium	2.7%	2.6%	2.7%	2.3%	2.7%	2.5%	2.3%	3.1%	2.8%	4.1%	2.2%	2.9%
Norway	2.5%	0.8%	2.9%	1.6%	1.8%	2.4%	1.1%	1.1%	1.0%	3.2%	2.0%	1.8%
Sweden	2.3%	1.6%	2.6%	2.0%	1.8%	2.7%	0.9%	1.2%	0.7%	1.2%	1.8%	1.8%
Denmark	1.8%	1.2%	1.8%	1.5%	1.0%	1.4%	0.6%	1.1%	1.0%	2.2%	1.2%	1.3%
Poland	1.8%	2.8%	1.8%	2.6%	2.3%	2.3%	1.6%	3.3%	1.6%	2.9%	2.2%	2.1%
Finland	1.3%	0.5%	1.4%	1.3%	0.8%	1.5%	0.7%	1.5%	0.9%	2.5%	1.1%	0.9%
Switzerland	1.2%	1.2%	1.2%	1.0%	1.6%	1.5%	0.8%	1.4%	1.2%	1.1%	1.1%	1.2%
Czech Republic	0.9%	1.2%	0.8%	0.9%	1.1%	1.0%	1.1%	1.3%	1.1%	1.5%	0.9%	0.8%
Austria	0.9%	0.9%	0.8%	0.8%	1.0%	1.3%	0.9%	1.2%	0.8%	1.7%	0.8%	0.9%
Others	4.2%	4.9%	3.6%	4.8%	4.5%	4.3%	6.9%	5.4%	6.4%	5.7%	4.4%	3.6%

COMPETITORS

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

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Didn't have holidays	13.7%	13.2%	12.9%	13.0%	11.6%	13.6%	12.3%	12.7%	11.7%	12.2%	13.7%	13.5%
Canary Islands	25.8%	25.9%	26.9%	26.8%	27.6%	25.8%	26.1%	24.1%	25.0%	24.2%	28.1%	27.8%
Other destination	60.5%	60.9%	60.2%	60.2%	60.8%	60.6%	61.6%	63.2%	63.3%	63.6%	58.2%	58.8%
Balearic Islands	4.5%	4.7%	4.6%	4.5%	4.9%	4.7%	4.4%	4.5%	4.6%	3.9%	4.6%	4.4%
Rest of Spain	11.4%	13.3%	10.7%	12.1%	12.1%	11.2%	12.6%	12.8%	14.1%	11.4%	10.3%	11.2%
Italy	7.4%	7.4%	7.6%	7.8%	7.1%	7.9%	7.7%	8.9%	8.0%	9.0%	6.6%	7.1%
France	5.3%	6.0%	5.3%	5.6%	4.9%	5.3%	5.9%	6.4%	7.0%	7.0%	4.6%	5.0%
Turkey	2.8%	2.5%	2.9%	2.7%	2.5%	2.8%	2.8%	2.3%	2.7%	2.2%	3.1%	2.6%
Greece	6.9%	5.9%	7.2%	6.5%	7.0%	7.1%	6.4%	6.2%	5.5%	5.7%	7.1%	6.6%
Portugal	4.1%	4.0%	4.0%	4.0%	4.4%	4.0%	4.6%	4.3%	4.3%	4.6%	4.0%	4.1%
Croatia	2.3%	2.2%	2.2%	2.1%	2.3%	2.5%	2.5%	2.8%	2.1%	2.6%	2.2%	2.3%
Egypt	1.1%	1.3%	1.2%	1.1%	1.2%	1.3%	1.2%	1.3%	1.3%	1.0%	1.1%	1.3%
Tunisia	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.5%	0.4%	0.3%	0.3%
Morocco	0.8%	1.0%	0.8%	0.9%	0.8%	0.9%	1.1%	1.0%	1.2%	1.1%	0.8%	0.8%
Others	13.7%	12.1%	13.6%	12.6%	13.4%	12.6%	12.0%	12.6%	11.9%	14.6%	13.5%	13.1%

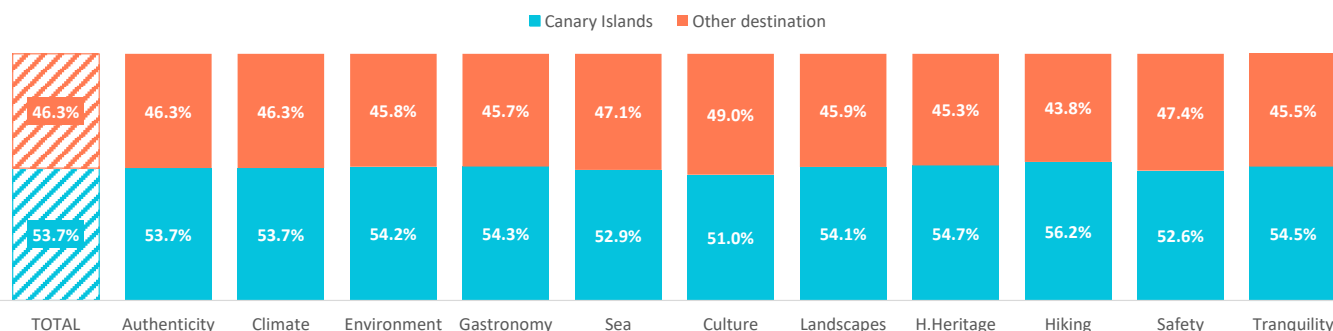
\* Percentage of valid answers



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

	TOTAL	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
None (I was clear about "this Canary Island")	28.5%	27.3%	27.6%	28.4%	28.5%	26.9%	24.7%	27.9%	28.0%	30.6%	26.8%	28.7%
Canary Islands (other island)	25.1%	26.4%	26.1%	25.8%	25.8%	26.0%	26.3%	26.3%	26.7%	25.6%	25.9%	25.8%
Other destination	46.3%	46.3%	46.3%	45.8%	45.7%	47.1%	49.0%	45.9%	45.3%	43.8%	47.4%	45.5%
Balearic Islands	6.1%	6.3%	6.2%	5.8%	6.1%	6.0%	5.9%	5.7%	5.9%	4.9%	6.5%	6.3%
Rest of Spain	8.6%	9.5%	8.6%	9.0%	8.7%	8.6%	9.9%	8.6%	9.1%	8.3%	8.8%	8.6%
Italy	4.8%	5.1%	4.6%	5.1%	5.0%	5.2%	5.9%	5.6%	5.3%	5.5%	4.8%	4.8%
France	1.6%	1.8%	1.5%	1.6%	1.6%	1.7%	2.2%	1.8%	2.0%	1.8%	1.5%	1.5%
Turkey	3.4%	3.1%	3.5%	3.1%	3.4%	3.2%	3.0%	2.8%	2.7%	2.4%	3.7%	3.3%
Greece	8.1%	7.2%	8.0%	7.6%	7.6%	8.2%	7.5%	7.4%	6.8%	5.7%	8.5%	7.9%
Portugal	6.3%	6.1%	6.3%	6.3%	6.1%	6.2%	6.9%	6.2%	5.9%	6.5%	6.4%	5.8%
Croatia	2.5%	2.5%	2.4%	2.5%	2.4%	2.6%	2.9%	2.4%	2.8%	2.8%	2.5%	2.4%
Egypt	2.5%	2.5%	2.6%	2.4%	2.4%	2.7%	2.8%	2.9%	2.6%	2.4%	2.5%	2.5%
Others	2.5%	2.2%	2.6%	2.4%	2.3%	2.5%	2.1%	2.6%	2.3%	3.5%	2.2%	2.4%

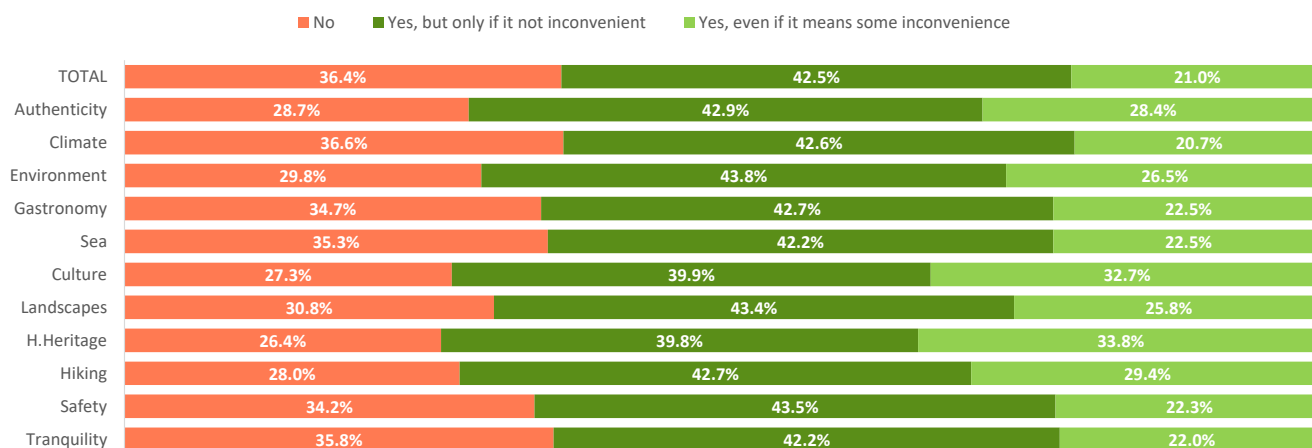
\* Percentage of valid answers



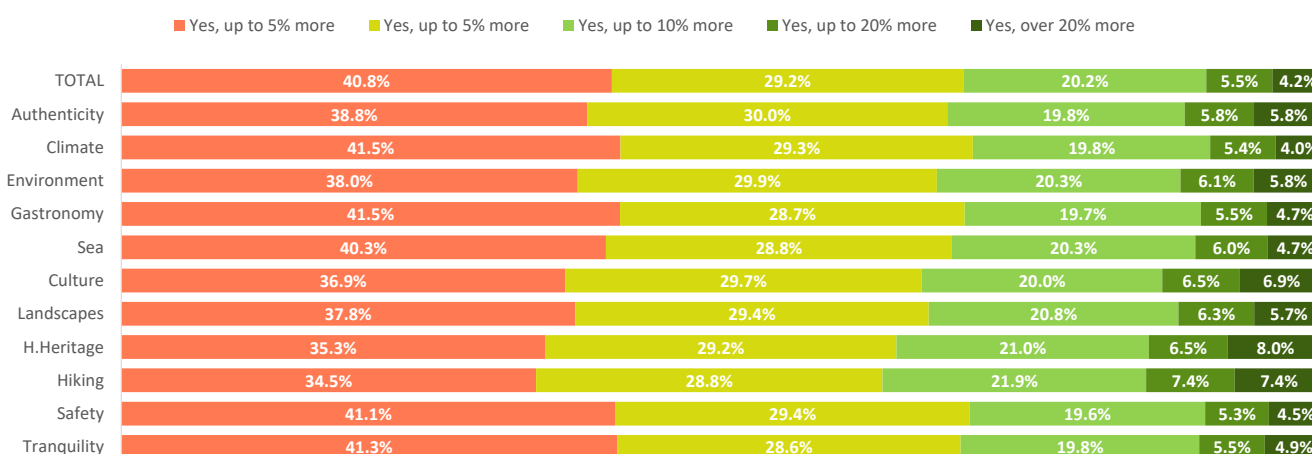


SUSTAINABLE DESTINATION

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	Authenticity	Climate	Environment	Gastronomy	Sea	Culture	Landscapes	H.Heritage	Hiking	Safety	Tranquility
Quality of life on the island	8.0	8.5	8.1	8.4	8.3	8.2	8.6	8.4	8.7	8.3	8.2	8.3
Tolerance towards tourism	8.6	8.9	8.6	8.8	8.8	8.7	8.8	8.7	8.8	8.7	8.8	8.8
Cleanliness of the island	8.2	8.6	8.3	8.5	8.5	8.3	8.6	8.4	8.7	8.4	8.5	8.5
Air quality	8.5	8.8	8.5	8.7	8.7	8.6	8.8	8.7	8.8	8.7	8.6	8.7
Rational water consumption	7.6	8.0	7.6	7.9	7.8	7.7	8.0	7.8	8.1	7.7	7.8	7.8
Energy saving	7.1	7.5	7.1	7.4	7.3	7.1	7.6	7.3	7.6	7.3	7.3	7.3
Use of renewable energy	7.0	7.5	7.1	7.4	7.3	7.1	7.6	7.3	7.7	7.4	7.2	7.3
Recycling	7.1	7.5	7.1	7.4	7.4	7.1	7.6	7.2	7.7	7.1	7.4	7.3
Easy to get around by public transport	7.5	7.8	7.6	7.7	7.7	7.6	8.0	7.6	8.0	7.6	7.8	7.7
Overcrowding in tourist areas	6.6	7.0	6.6	6.8	6.7	6.6	7.0	6.7	7.1	6.7	6.7	6.7
Supply of local products	7.2	7.8	7.2	7.6	7.6	7.3	8.0	7.6	8.0	7.6	7.4	7.4

\* 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.