

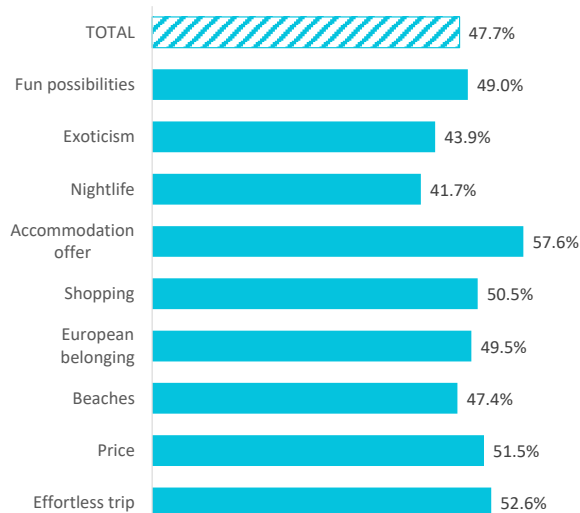
Profile of tourist (2023)

ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)

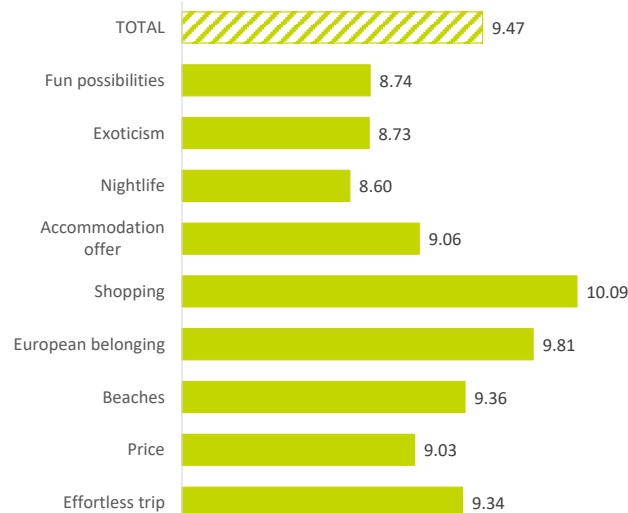
TOURIST EXPENDITURE

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	3,304,857	1,659,621	1,162,990	5,911,264	1,331,038	4,867,407	5,350,015	5,142,152	5,276,168
% Tourists	100%	23.4%	11.8%	8.2%	41.9%	9.4%	34.5%	37.9%	36.4%	37.4%
- Lanzarote	2,601,667	510,722	277,193	152,227	1,198,812	202,651	889,659	892,705	1,021,241	1,082,100
- Fuerteventura	1,984,658	411,146	199,626	93,055	859,248	142,334	718,714	1,121,730	725,086	792,564
- Gran Canaria	3,737,159	913,766	442,624	406,194	1,517,358	420,063	1,313,128	1,564,540	1,262,553	1,346,683
- Tenerife	5,601,943	1,440,201	711,659	503,085	2,291,719	554,583	1,891,080	1,728,814	2,089,375	2,003,620
- La Palma	133,951	21,379	23,229	5,994	32,713	8,683	39,407	27,351	31,106	34,959
% tourists who book holiday package	47.7%	49.0%	43.9%	41.7%	57.6%	50.5%	49.5%	47.4%	51.5%	52.6%
Expenditure per tourist (€)	1,387	1,376	1,274	1,229	1,502	1,419	1,453	1,387	1,338	1,428
- book holiday package	1,596	1,599	1,510	1,470	1,636	1,564	1,647	1,601	1,513	1,607
- holiday package	1,319	1,304	1,223	1,153	1,363	1,257	1,368	1,332	1,248	1,332
- others	277	295	287	317	273	307	280	269	265	275
- do not book holiday package	1,196	1,162	1,089	1,056	1,320	1,271	1,262	1,195	1,153	1,228
- flight	328	319	308	281	343	359	347	329	306	338
- accommodation	420	410	374	356	548	425	458	417	422	451
- others	448	433	407	419	429	488	458	449	425	439
Average length of stay	9.47	8.74	8.73	8.60	9.06	10.09	9.81	9.36	9.03	9.34
Average daily expenditure (€)	167.8	174.5	165.6	159.8	183.2	167.1	172.3	167.1	166.4	174.0
Average daily expenditure without flight (€)	120.2	125.9	119.2	117.0	132.1	121.2	123.3	119.8	120.4	125.2
Average cost of the flight (€)	387.4	381.6	355.7	327.7	414.4	393.2	408.1	389.7	367.4	398.9
Total turnover (≥ 16 years old) (€m)	19,565	4,548	2,114	1,429	8,880	1,889	7,073	7,423	6,883	7,533
% Turnover	100%	23.2%	10.8%	7.3%	45.4%	9.7%	36.1%	37.9%	35.2%	38.5%

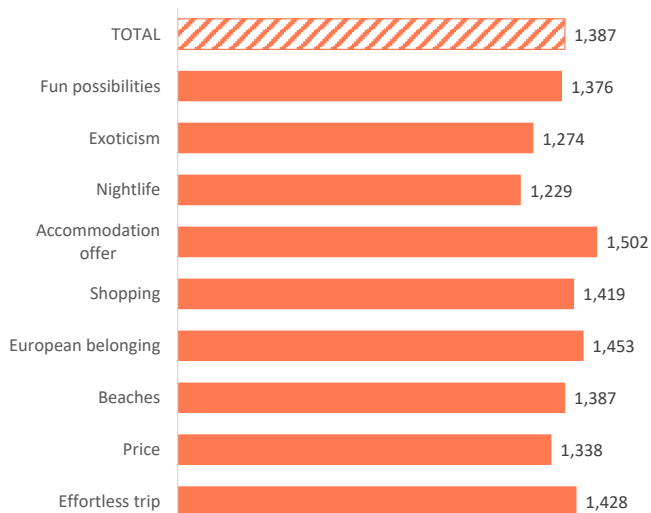
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



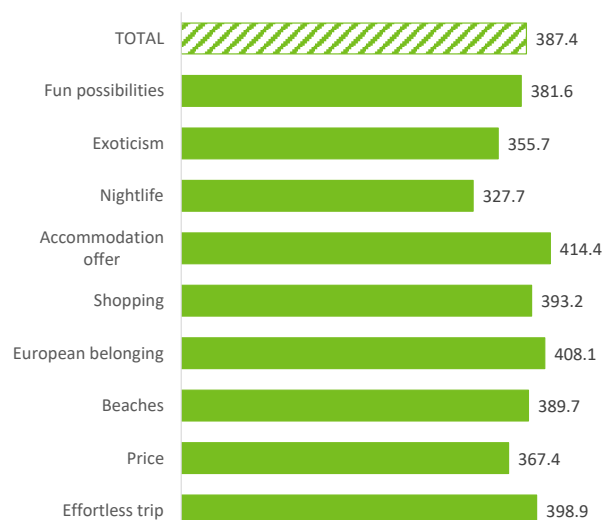
AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Profile of tourist (2023)

ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)

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

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Accommodation:										
- Accommodation	83.7%	84.0%	83.2%	81.1%	90.5%	82.5%	85.3%	84.7%	86.9%	85.5%
- Additional accommodation expenses	7.1%	7.9%	8.3%	7.7%	7.2%	6.6%	7.3%	7.6%	7.0%	6.8%
Transport:										
- National/International Transport	94.9%	94.8%	94.6%	93.8%	95.7%	94.3%	95.6%	95.9%	95.4%	95.8%
- Flights between islands	5.6%	5.7%	6.6%	6.0%	4.5%	5.5%	5.3%	6.1%	5.1%	4.8%
- Taxi	52.6%	54.6%	45.3%	51.8%	62.0%	54.9%	53.3%	51.6%	56.5%	58.1%
- Car rental	32.4%	29.1%	39.6%	24.3%	25.8%	26.8%	31.4%	32.7%	28.4%	27.3%
- Public transport	11.2%	9.6%	10.9%	11.3%	9.6%	10.6%	11.0%	11.3%	10.8%	10.8%
Food and drink:										
- Food purchases at supermarkets	58.8%	57.8%	58.1%	59.9%	54.2%	57.9%	57.3%	59.3%	58.2%	57.1%
- Restaurants	66.5%	65.0%	63.7%	70.1%	62.3%	64.5%	63.9%	64.3%	63.8%	64.8%
Leisure:										
- Organized excursions	24.7%	27.3%	31.3%	21.9%	23.7%	24.3%	24.1%	25.8%	25.1%	23.5%
- Sport activities	8.1%	10.2%	8.4%	7.6%	7.3%	7.0%	7.1%	8.7%	7.7%	7.0%
- Cultural activities	2.8%	3.0%	3.1%	2.9%	2.2%	2.3%	2.6%	2.6%	2.5%	2.3%
- Museums	5.5%	3.7%	7.3%	3.0%	4.1%	3.5%	5.0%	4.8%	4.4%	4.5%
- Theme Parks	10.9%	16.5%	13.8%	13.1%	10.8%	12.1%	10.6%	10.8%	11.7%	10.6%
- Discos and pubs	10.7%	15.9%	10.7%	30.1%	10.5%	13.8%	9.9%	11.0%	11.9%	10.9%
- Wellness	5.3%	5.6%	5.5%	5.4%	6.4%	7.5%	6.1%	5.4%	5.6%	5.9%
Purchases of goods:										
- Souvenirs	41.5%	40.4%	43.7%	36.0%	41.9%	45.0%	41.8%	41.8%	42.0%	42.1%
- Real state	0.2%	0.2%	0.2%	0.2%	0.1%	0.3%	0.2%	0.2%	0.2%	0.1%
- Other expenses	0.8%	0.9%	1.0%	0.4%	0.7%	0.9%	0.8%	0.7%	0.7%	0.7%
Other:										
- Medical or pharmaceutical expenses	7.7%	8.1%	8.0%	6.8%	7.7%	8.7%	8.1%	8.1%	8.1%	8.1%
- Other expenses	5.4%	5.6%	5.5%	4.4%	5.6%	5.5%	5.5%	5.7%	5.3%	5.5%

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

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Expenditure per tourist and trip (€)										
Accommodation:	866	863	765	765	944	901	915	871	841	893
- Accommodation	709	702	631	608	776	714	743	702	676	741
- Additional accommodation expenses	157	161	134	157	167	187	172	169	164	152
Transport:	733	716	694	652	740	732	750	725	689	731
- National/International Transport	408	403	376	349	433	417	427	406	385	416
- Flights between islands	84	80	77	72	70	70	78	85	74	76
- Taxi	89	88	94	80	89	91	92	88	86	87
- Car rental	122	117	113	116	121	124	124	117	118	122
- Public transport	29	28	33	35	27	30	30	29	25	29
Food and drink:	306	298	275	301	302	324	317	306	291	306
- Food purchases at supermarkets	108	102	102	106	99	123	113	111	102	103
- Restaurants	199	196	173	195	203	201	204	195	189	203
Leisure:	535	539	513	548	538	569	563	533	516	535
- Organized excursions	95	101	100	96	96	104	99	96	96	97
- Sport activities	99	100	84	100	95	106	100	93	86	96
- Cultural activities	58	55	65	63	60	65	77	60	54	57
- Museums	39	46	43	42	43	52	43	44	40	40
- Theme Parks	71	73	69	62	71	67	71	74	71	70
- Discos and pubs	99	98	83	113	100	100	97	90	97	101
- Wellness	74	65	70	71	73	73	78	76	71	74
Purchases of goods:	1,242	427	351	251	590	1,601	1,129	964	705	674
- Souvenirs	87	87	90	91	87	117	92	89	85	89
- Real state	934	239	188	83	312	1,364	685	735	534	415
- Other expenses	221	101	72	78	190	120	352	140	86	170
Other:	138	124	159	137	118	185	133	135	126	138
- Medical or pharmaceutical expenses	47	44	53	39	40	70	50	50	40	47
- Other expenses	91	80	106	98	78	115	83	86	86	91

Profile of tourist (2023)

ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)

TOURIST PROFILE

Who are they?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Gender										
Percentage of men	48.2%	45.5%	46.5%	50.9%	43.4%	41.4%	46.3%	44.8%	42.7%	43.2%
Percentage of women	51.8%	54.5%	53.5%	49.1%	56.6%	58.6%	53.7%	55.2%	57.3%	56.8%
Age										
Average age	46.37	40.96	40.38	39.36	48.19	45.17	47.84	44.69	45.32	47.55
Standard deviation	16.8	16.0	15.8	16.5	16.7	17.6	16.7	16.3	16.7	16.7
Age range										
16-24 years old	11.1%	18.4%	17.8%	24.1%	9.9%	16.3%	9.4%	12.4%	12.5%	10.0%
25-30 years old	10.8%	14.0%	16.1%	15.1%	8.7%	10.5%	9.8%	11.8%	11.3%	9.6%
31-45 years old	28.7%	32.1%	32.7%	27.4%	27.1%	25.0%	28.0%	30.3%	29.8%	28.0%
46-60 years old	25.2%	20.8%	19.6%	19.0%	26.7%	24.3%	25.8%	25.3%	23.8%	25.9%
Over 60 years old	24.2%	14.7%	13.8%	14.4%	27.7%	23.9%	27.0%	20.2%	22.5%	26.5%
Occupation										
Salaried worker	55.7%	60.9%	59.9%	59.7%	55.1%	53.3%	53.1%	57.1%	58.1%	55.6%
Self-employed	10.8%	10.6%	11.3%	11.8%	10.0%	11.5%	11.0%	11.4%	10.5%	10.5%
Unemployed	0.9%	1.1%	1.2%	1.4%	0.7%	1.2%	0.9%	1.1%	0.9%	0.8%
Business owner	8.1%	8.0%	9.2%	7.9%	7.6%	9.2%	8.7%	8.6%	6.8%	7.8%
Student	4.2%	6.5%	6.2%	6.3%	3.2%	4.5%	3.8%	4.9%	4.5%	3.1%
Retired	18.9%	11.5%	10.7%	11.3%	21.8%	18.3%	21.0%	15.4%	17.6%	20.5%
Unpaid domestic work	0.6%	0.7%	0.4%	0.6%	0.7%	0.6%	0.6%	0.6%	0.7%	0.7%
Others	0.9%	0.7%	1.0%	1.1%	0.9%	1.3%	1.0%	0.9%	0.9%	1.0%
Annual household income level										
Less than €25,000	13.1%	15.9%	19.4%	20.1%	12.2%	17.6%	13.6%	14.8%	15.3%	12.2%
€25,000 - €49,999	34.9%	34.8%	36.9%	36.6%	33.6%	37.1%	34.5%	35.2%	36.3%	34.6%
€50,000 - €74,999	24.4%	22.5%	22.8%	21.0%	23.9%	22.1%	24.0%	23.4%	23.1%	24.3%
More than €74,999	27.7%	26.8%	20.9%	22.2%	30.2%	23.2%	27.8%	26.6%	25.2%	28.9%
Education level										
No studies	4.0%	5.0%	2.9%	6.4%	5.2%	6.4%	4.1%	3.7%	5.4%	5.0%
Primary education	1.9%	2.0%	2.5%	2.3%	1.9%	3.3%	2.2%	2.0%	1.9%	1.7%
Secondary education	20.1%	19.8%	19.6%	19.8%	20.8%	22.0%	21.1%	20.5%	20.0%	19.3%
Higher education	73.9%	73.2%	74.9%	71.5%	72.1%	68.3%	72.6%	73.8%	72.8%	74.0%



Who do they come with?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Unaccompanied	10.1%	9.2%	10.0%	14.1%	6.3%	9.8%	9.9%	10.3%	8.5%	9.3%
Only with partner	47.5%	41.5%	46.8%	41.8%	51.1%	46.6%	49.0%	46.3%	48.2%	50.5%
Only with children (< 13 years old)	4.4%	5.6%	4.3%	2.6%	4.5%	4.3%	4.7%	5.1%	4.7%	4.2%
Partner + children (< 13 years old)	6.8%	8.6%	6.3%	2.4%	7.7%	4.3%	6.5%	6.9%	7.0%	6.7%
Other relatives	10.0%	11.4%	10.8%	11.7%	10.5%	12.8%	9.7%	10.1%	11.0%	9.8%
Friends	7.1%	8.7%	8.7%	15.9%	6.0%	8.1%	6.3%	7.6%	7.4%	6.7%
Work colleagues	0.6%	0.2%	0.2%	0.4%	0.1%	0.4%	0.1%	0.2%	0.1%	0.1%
Organized trip	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%
Other combinations ⁽²⁾	13.3%	14.8%	12.7%	10.9%	13.5%	13.4%	13.6%	13.4%	13.0%	12.5%
<i>⁽²⁾ Different situations have been isolated</i>										
Tourists with children	16.9%	21.4%	16.1%	9.3%	18.3%	14.5%	16.8%	17.7%	17.8%	16.6%
- Between 0 and 2 years old	1.5%	1.7%	1.4%	0.9%	1.7%	1.3%	1.4%	1.5%	1.5%	1.6%
- Between 3 and 12 years old	14.1%	17.9%	13.5%	7.7%	15.2%	12.3%	14.1%	14.9%	14.9%	13.6%
- Between 0-2 and 3-12 years old	1.3%	1.8%	1.3%	0.6%	1.4%	0.9%	1.3%	1.2%	1.5%	1.4%
Tourists without children	83.1%	78.6%	83.9%	90.7%	81.7%	85.5%	83.2%	82.3%	82.2%	83.4%
Group composition:										
- 1 person	12.6%	11.8%	12.7%	18.2%	8.1%	12.7%	12.0%	12.9%	10.6%	11.4%
- 2 people	55.3%	49.2%	55.6%	51.6%	58.5%	54.8%	56.4%	54.7%	56.3%	58.3%
- 3 people	12.1%	13.9%	12.3%	10.8%	12.6%	12.6%	12.5%	12.9%	12.6%	11.4%
- 4 or 5 people	16.0%	20.2%	16.2%	15.2%	16.8%	16.1%	15.6%	15.8%	16.5%	15.1%
- 6 or more people	4.0%	4.9%	3.1%	4.1%	3.9%	3.8%	3.4%	3.6%	4.0%	3.7%
Average group size:	2.57	2.74	2.51	2.49	2.63	2.56	2.54	2.54	2.60	2.54

*People who share the main expenses of the trip

Profile of tourist (2023)

ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)

TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Holidays	90.0%	91.9%	90.7%	89.2%	96.7%	91.3%	92.5%	92.0%	93.9%	93.1%
Family reasons	6.9%	7.4%	8.1%	9.8%	2.8%	7.7%	6.6%	7.3%	5.3%	6.2%
Business	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Education and training	0.2%	0.1%	0.3%	0.3%	0.1%	0.3%	0.2%	0.2%	0.2%	0.1%
Sports training	0.5%	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%	0.2%	0.1%	0.2%	0.1%	0.1%	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%
Others	0.5%	0.4%	0.7%	0.5%	0.3%	0.6%	0.6%	0.4%	0.5%	0.5%

What is the main motivation for their holidays?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Rest	50.9%	44.1%	41.9%	47.2%	59.5%	53.6%	54.1%	51.3%	55.0%	56.9%
Enjoy family time	15.6%	18.6%	13.4%	12.7%	13.5%	15.5%	14.9%	15.4%	14.7%	14.8%
Have fun	9.2%	17.6%	12.0%	24.7%	8.8%	12.9%	8.0%	10.3%	10.3%	8.8%
Explore the destination	20.7%	16.6%	30.1%	13.5%	15.7%	15.9%	19.7%	19.7%	17.3%	16.6%
Practice their hobbies	2.0%	2.0%	1.2%	0.8%	1.1%	0.8%	1.8%	1.8%	1.3%	1.4%
Other reasons	1.7%	1.1%	1.4%	1.2%	1.3%	1.2%	1.6%	1.4%	1.4%	1.5%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Climate	75.1%	82.3%	82.9%	85.0%	85.5%	86.3%	84.6%	90.5%	84.6%	83.9%
Safety	54.6%	71.7%	74.2%	73.2%	73.8%	82.5%	75.0%	64.1%	76.2%	83.6%
Tranquility	47.9%	60.5%	73.7%	58.6%	62.0%	71.2%	73.8%	59.2%	65.5%	70.5%
Sea	45.4%	55.8%	65.7%	59.6%	51.8%	65.6%	55.9%	87.6%	53.0%	53.3%
Accommodation supply	42.9%	58.8%	56.6%	60.2%	100.0%	69.3%	55.4%	50.4%	63.2%	61.7%
Beaches	38.8%	52.8%	59.8%	59.5%	45.6%	62.3%	48.3%	100.0%	48.5%	46.1%
Effortless trip	38.3%	51.1%	52.5%	57.5%	55.0%	66.0%	54.9%	45.5%	57.2%	100.0%
Price	37.3%	54.9%	68.4%	62.5%	55.0%	67.5%	58.6%	46.6%	100.0%	55.7%
European belonging	35.3%	46.0%	62.2%	51.8%	45.6%	58.6%	100.0%	43.9%	55.4%	50.7%
Landscapes	35.0%	44.4%	64.5%	46.7%	36.4%	52.6%	43.2%	50.9%	40.0%	38.8%
Environment	34.6%	46.9%	59.8%	51.4%	42.9%	57.6%	43.7%	46.2%	44.2%	44.5%
Gastronomy	26.9%	41.9%	48.0%	48.9%	37.6%	61.2%	36.8%	34.8%	37.8%	44.0%
Fun possibilities	24.0%	100.0%	47.1%	76.9%	32.9%	58.2%	31.2%	32.6%	35.3%	32.0%
Authenticity	22.6%	36.3%	76.6%	42.6%	29.0%	46.8%	36.3%	31.8%	36.4%	33.2%
Exoticism	12.0%	23.6%	100.0%	32.0%	15.9%	31.4%	21.2%	18.5%	22.1%	16.5%
Hiking trail network	10.4%	14.2%	22.8%	19.1%	11.6%	19.7%	13.8%	13.5%	11.9%	11.8%
Shopping	9.6%	23.4%	25.2%	47.5%	15.6%	100.0%	16.0%	15.5%	17.5%	16.7%
Culture	9.5%	22.5%	27.0%	25.6%	14.0%	28.0%	14.6%	14.3%	14.3%	14.1%
Historical heritage	9.1%	17.4%	26.5%	21.7%	12.8%	26.0%	14.0%	13.2%	13.1%	12.9%
Nightlife	8.4%	27.0%	22.4%	100.0%	11.8%	41.5%	12.4%	12.9%	14.1%	12.7%

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	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Previous visits to the Canary Islands	49.0%	46.7%	41.0%	47.5%	53.5%	50.9%	52.7%	47.2%	51.0%	53.4%
Friends or relatives	29.6%	34.0%	33.9%	37.4%	25.4%	29.4%	27.3%	29.4%	29.7%	28.2%
Internet or social media	53.0%	53.0%	52.9%	48.3%	54.8%	45.7%	51.4%	52.8%	54.6%	52.6%
Mass Media	2.1%	2.8%	3.6%	3.0%	2.3%	2.9%	2.3%	2.2%	2.5%	2.3%
Travel guides and magazines	7.0%	5.9%	8.4%	5.2%	6.7%	5.7%	6.9%	6.3%	6.8%	6.6%
Travel Blogs or Forums	6.7%	6.3%	9.2%	4.4%	6.1%	4.4%	6.8%	7.0%	6.9%	5.9%
Travel TV Channels	0.8%	1.0%	1.5%	1.3%	0.8%	1.3%	1.1%	1.0%	0.9%	0.9%
Tour Operator or Travel Agency	20.4%	19.3%	18.7%	15.6%	24.9%	20.8%	21.7%	19.1%	21.6%	22.9%
Public administrations or similar	0.7%	0.8%	0.8%	0.9%	0.5%	0.8%	0.6%	0.5%	0.7%	0.5%
Others	3.2%	3.1%	3.5%	3.8%	2.6%	4.3%	2.9%	3.1%	3.0%	2.9%

* Multi-choice question

Profile of tourist (2023)

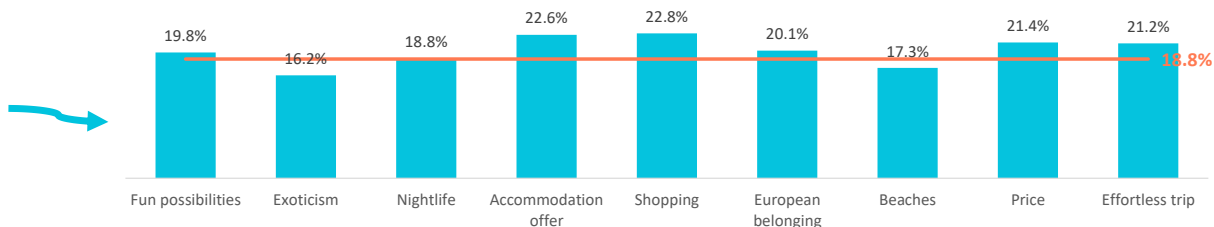
ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
The same day	0.7%	0.9%	1.3%	1.3%	0.5%	1.1%	0.6%	0.8%	0.7%	0.6%
Between 1 and 30 days	23.5%	23.0%	26.4%	26.3%	20.6%	22.8%	23.2%	24.6%	22.1%	21.9%
Between 1 and 2 months	24.6%	23.8%	25.9%	22.5%	22.5%	21.2%	24.0%	24.9%	23.6%	23.7%
Between 3 and 6 months	32.4%	32.5%	30.3%	31.1%	33.8%	32.1%	32.1%	32.3%	32.2%	32.5%
More than 6 months	18.8%	19.8%	16.2%	18.8%	22.6%	22.8%	20.1%	17.3%	21.4%	21.2%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



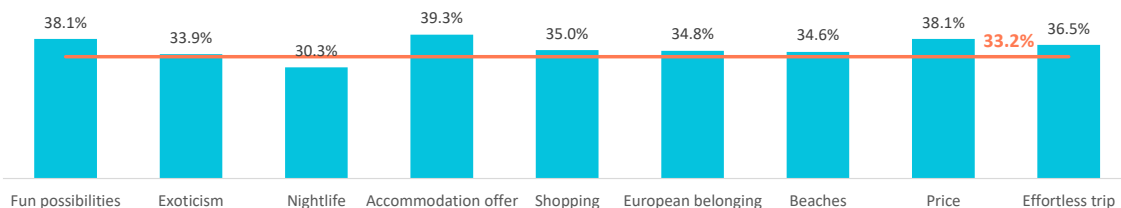
With whom did they book their flight and accommodation?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Flight										
- Directly with the airline	49.6%	48.6%	51.9%	55.0%	42.7%	47.0%	48.3%	49.4%	47.9%	47.0%
- Tour Operator or Travel Agency	50.4%	51.4%	48.1%	45.0%	57.3%	53.0%	51.7%	50.6%	52.1%	53.0%
Accommodation										
- Directly with the accommodation	36.7%	35.9%	38.2%	41.8%	33.2%	34.0%	35.9%	36.1%	35.3%	35.0%
- Tour Operator or Travel Agency	63.3%	64.1%	61.8%	58.2%	66.8%	66.0%	64.1%	63.9%	64.7%	65.0%

What do they book?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Room only	29.1%	27.2%	30.1%	36.4%	21.8%	27.5%	27.1%	29.9%	27.9%	25.2%
Bed and Breakfast	14.3%	14.0%	14.3%	14.8%	13.8%	14.2%	13.4%	13.0%	12.8%	13.9%
Half board	20.1%	17.8%	17.8%	16.0%	22.0%	20.1%	21.2%	19.4%	18.1%	21.8%
Full board	3.3%	2.9%	3.8%	2.5%	3.1%	3.2%	3.4%	3.2%	3.1%	2.7%
All inclusive	33.2%	38.1%	33.9%	30.3%	39.3%	35.0%	34.8%	34.6%	38.1%	36.5%

% TOURISTS WHO BOOK ALL INCLUSIVE

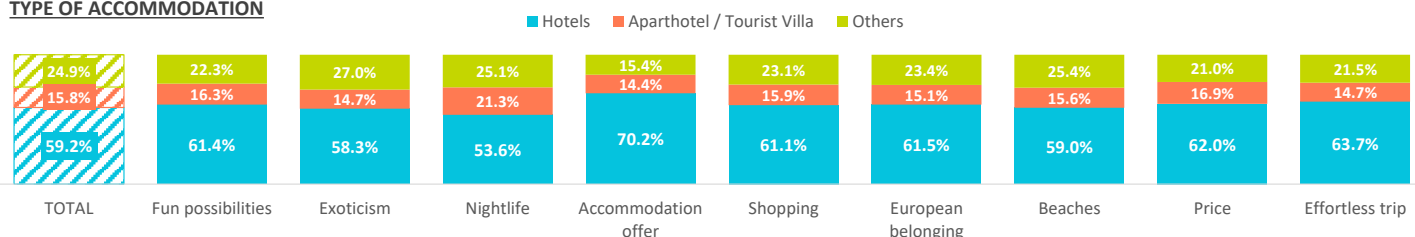


ACCOMMODATION

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
1-2-3* Hotel	10.7%	12.2%	11.3%	13.1%	10.3%	11.7%	10.3%	11.9%	11.7%	10.8%
4* Hotel	38.6%	39.1%	38.2%	32.2%	45.4%	39.7%	40.3%	38.8%	40.7%	40.8%
5* Hotel / 5* Luxury Hotel	9.9%	10.2%	8.8%	8.2%	14.4%	9.7%	10.9%	8.3%	9.6%	12.1%
Aparthotel / Tourist Villa	15.8%	16.3%	14.7%	21.3%	14.4%	15.9%	15.1%	15.6%	16.9%	14.7%
House/room rented in a private dwelling	7.8%	5.5%	8.7%	6.5%	4.9%	5.3%	6.7%	8.4%	6.6%	6.3%
Private accommodation ⁽¹⁾	9.0%	8.9%	9.9%	10.5%	3.7%	9.8%	8.5%	9.2%	6.9%	8.4%
Others (Cottage, cruise, camping...)	8.2%	7.9%	8.4%	8.1%	6.9%	8.0%	8.3%	7.8%	7.5%	6.8%

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

TYPE OF ACCOMMODATION



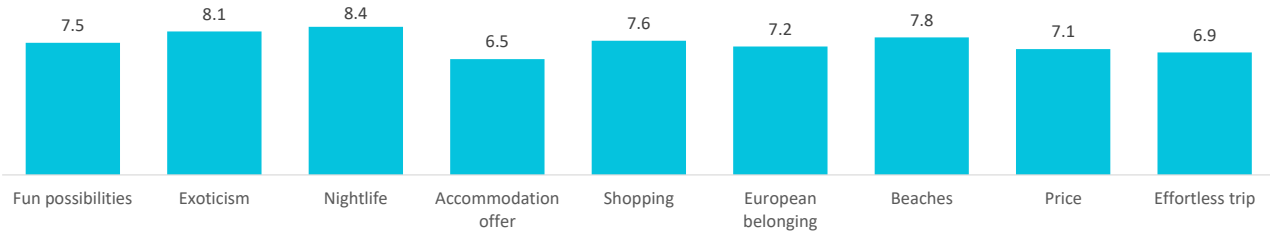
Profile of tourist (2023)

ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
0 hours	2.3%	2.5%	1.9%	1.4%	3.3%	1.5%	2.8%	2.0%	2.9%	3.0%
1 - 2 hours	10.6%	10.8%	7.1%	6.4%	14.3%	8.6%	10.4%	8.1%	11.8%	12.8%
3 - 6 hours	33.3%	32.3%	29.3%	29.7%	37.5%	35.0%	34.1%	31.6%	33.9%	34.7%
7 - 12 hours	45.2%	44.2%	49.7%	48.8%	38.5%	45.4%	44.7%	48.5%	43.3%	42.1%
More than 12 hours	8.6%	10.1%	11.9%	13.7%	6.4%	9.4%	8.0%	9.9%	8.1%	7.4%
Outdoor time per day	7.3	7.5	8.1	8.4	6.5	7.6	7.2	7.8	7.1	6.9



Activities in the Canary Islands

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Walk, wander	73.1%	72.5%	73.6%	72.7%	73.6%	72.3%	73.1%	71.4%	74.3%	72.8%
Beach	69.4%	73.4%	75.7%	73.5%	67.7%	71.8%	70.4%	83.6%	69.8%	67.8%
Swimming pool, hotel facilities	59.3%	65.4%	59.0%	61.3%	68.7%	63.1%	60.1%	58.3%	64.2%	61.7%
Explore the island on their own	48.0%	47.5%	57.0%	46.7%	41.5%	44.7%	47.1%	49.3%	45.3%	43.4%
Taste Canarian gastronomy	26.5%	27.1%	29.4%	25.0%	22.9%	26.8%	26.2%	25.8%	24.6%	26.3%
Hiking	18.5%	15.1%	23.1%	11.0%	13.0%	11.4%	16.9%	16.8%	14.4%	13.7%
Organized excursions	16.8%	20.3%	21.2%	15.7%	17.7%	18.5%	16.2%	16.9%	17.6%	16.3%
Nightlife / concerts / shows	15.9%	25.4%	19.0%	48.7%	16.0%	24.0%	15.2%	17.0%	18.2%	16.4%
Theme parks	14.1%	21.8%	18.7%	18.0%	14.2%	16.1%	13.9%	14.2%	15.0%	13.5%
Sea excursions / whale watching	12.4%	15.9%	16.9%	12.6%	12.4%	13.0%	11.9%	13.6%	13.0%	11.9%
Wineries / markets / popular festivals	11.4%	11.1%	13.7%	10.4%	9.7%	11.3%	11.0%	11.3%	10.4%	10.5%
Museums / exhibitions	10.5%	8.9%	13.6%	6.7%	8.6%	8.6%	10.1%	9.9%	8.9%	9.0%
Other Nature Activities	8.1%	8.0%	12.1%	6.4%	5.6%	6.6%	7.3%	8.3%	6.7%	6.6%
Swim	7.8%	11.6%	11.0%	10.8%	8.2%	9.9%	7.8%	8.8%	8.5%	7.4%
Beauty and health treatments	6.1%	7.2%	6.9%	7.2%	7.0%	9.3%	6.8%	6.7%	6.4%	7.0%
Running	5.7%	6.4%	6.3%	5.2%	5.0%	4.7%	5.0%	5.8%	5.1%	4.6%
Practice other sports	4.5%	5.8%	4.5%	4.4%	4.0%	4.3%	4.1%	4.7%	4.2%	4.2%
Astronomical observation	4.0%	4.4%	5.3%	4.0%	3.3%	4.0%	4.0%	4.2%	3.5%	3.4%
Cycling / Mountain bike	3.0%	2.7%	2.2%	1.6%	2.6%	2.2%	2.9%	3.1%	2.4%	2.6%
Surf	2.9%	3.5%	3.6%	3.1%	1.5%	2.6%	2.5%	4.1%	2.4%	2.2%
Scuba Diving	2.9%	3.8%	4.9%	3.8%	2.5%	3.2%	2.8%	3.9%	3.0%	2.6%
Golf	2.5%	3.3%	2.8%	3.3%	2.7%	3.6%	2.3%	2.4%	2.5%	2.6%
Windsurf / Kitesurf	0.9%	1.1%	1.1%	0.9%	0.6%	0.7%	0.8%	1.3%	0.7%	0.6%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
United Kingdom	34.1%	37.2%	22.8%	40.8%	44.8%	34.9%	30.8%	28.3%	44.2%	43.4%
Germany	16.3%	12.7%	10.1%	9.8%	15.4%	15.1%	18.2%	20.5%	12.6%	19.4%
Spanish Mainland	12.1%	13.2%	18.2%	14.0%	6.7%	9.9%	12.5%	12.5%	9.6%	8.6%
France	5.3%	4.2%	11.4%	4.6%	5.3%	6.3%	5.3%	5.3%	6.5%	3.9%
Ireland	4.3%	6.1%	4.7%	7.3%	6.2%	7.8%	5.9%	4.8%	6.3%	5.8%
Italy	4.2%	3.9%	4.5%	6.7%	2.6%	5.6%	4.3%	5.5%	3.5%	3.5%
Netherlands	4.2%	6.7%	5.5%	2.9%	3.5%	2.2%	3.2%	3.5%	2.7%	1.5%
Belgium	2.7%	2.3%	4.3%	1.3%	2.3%	2.9%	2.9%	1.8%	2.3%	1.6%
Norway	2.5%	1.5%	1.0%	2.0%	2.2%	2.4%	2.1%	2.5%	1.7%	2.3%
Sweden	2.3%	1.6%	1.0%	1.1%	1.5%	1.5%	2.0%	2.6%	1.4%	1.7%
Denmark	1.8%	1.6%	2.2%	0.6%	1.4%	1.5%	1.6%	1.2%	1.2%	0.3%
Poland	1.8%	1.0%	4.5%	1.2%	1.7%	1.0%	2.5%	2.2%	1.6%	1.5%
Finland	1.3%	0.6%	0.9%	0.7%	1.1%	1.0%	1.3%	1.1%	0.8%	0.4%
Switzerland	1.2%	0.9%	0.9%	0.8%	0.9%	1.3%	1.1%	1.5%	0.8%	1.2%
Czech Republic	0.9%	0.6%	1.5%	0.9%	0.8%	0.5%	1.2%	1.0%	0.6%	0.8%
Austria	0.9%	0.9%	0.6%	0.4%	0.6%	0.9%	1.0%	1.1%	0.7%	1.0%
Others	4.2%	5.1%	5.9%	4.8%	3.0%	5.2%	4.0%	4.7%	3.7%	3.1%

Profile of tourist (2023)

ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)

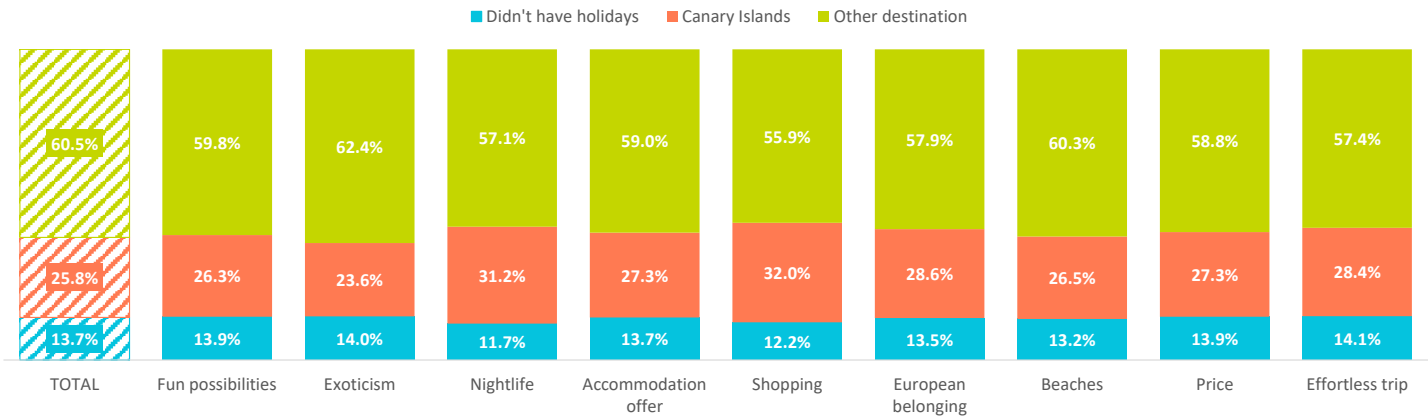


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Didn't have holidays	13.7%	13.9%	14.0%	11.7%	13.7%	12.2%	13.5%	13.2%	13.9%	14.1%
Canary Islands	25.8%	26.3%	23.6%	31.2%	27.3%	32.0%	28.6%	26.5%	27.3%	28.4%
Other destination	60.5%	59.8%	62.4%	57.1%	59.0%	55.9%	57.9%	60.3%	58.8%	57.4%
Balearic Islands	4.5%	4.6%	4.2%	5.1%	4.7%	4.8%	4.5%	4.8%	4.8%	4.5%
Rest of Spain	11.4%	12.8%	13.5%	13.7%	9.9%	12.1%	11.7%	11.6%	11.2%	9.8%
Italy	7.4%	6.8%	7.3%	6.5%	6.5%	7.0%	7.5%	7.7%	6.3%	6.7%
France	5.3%	4.9%	7.1%	4.2%	4.9%	4.2%	4.9%	5.1%	5.0%	4.4%
Turkey	2.8%	3.4%	3.0%	3.2%	3.3%	3.1%	2.6%	3.0%	3.3%	2.9%
Greece	6.9%	6.5%	6.2%	5.8%	7.3%	6.4%	6.5%	7.1%	7.1%	6.8%
Portugal	4.1%	4.0%	4.2%	3.2%	4.2%	3.1%	4.0%	4.0%	4.0%	4.1%
Croatia	2.3%	1.9%	2.4%	1.8%	2.1%	1.9%	2.2%	2.4%	2.1%	2.2%
Egypt	1.1%	1.0%	1.5%	1.1%	1.2%	1.3%	1.1%	1.4%	1.1%	1.2%
Tunisia	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%	0.3%	0.2%
Morocco	0.8%	0.9%	1.2%	1.2%	0.7%	0.9%	0.6%	1.0%	0.8%	0.8%
Others	13.7%	12.7%	11.4%	11.0%	13.9%	10.6%	12.2%	11.9%	12.8%	13.8%

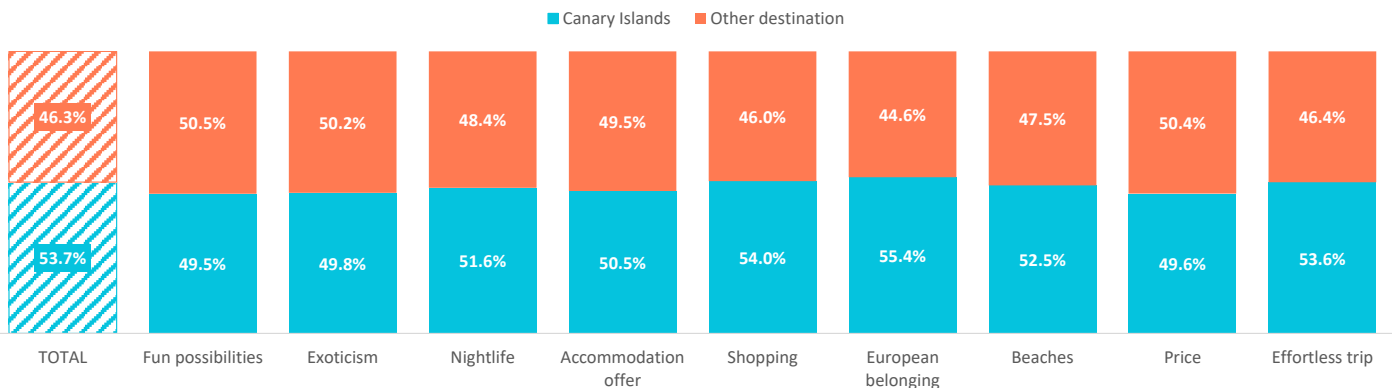
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
None (I was clear about "this Canary Island")	28.5%	23.3%	23.3%	24.8%	24.4%	24.6%	28.6%	26.2%	23.7%	27.6%
Canary Islands (other island)	25.1%	26.2%	26.5%	26.8%	26.1%	29.4%	26.8%	26.3%	25.9%	25.9%
Other destination	46.3%	50.5%	50.2%	48.4%	49.5%	46.0%	44.6%	47.5%	50.4%	46.4%
Balearic Islands	6.1%	6.7%	6.3%	6.6%	7.0%	5.8%	6.2%	6.2%	7.0%	6.5%
Rest of Spain	8.6%	9.9%	9.6%	11.1%	8.9%	9.5%	8.9%	8.9%	9.5%	8.6%
Italy	4.8%	5.0%	5.5%	4.7%	4.9%	4.5%	4.8%	5.3%	5.0%	4.6%
France	1.6%	1.6%	2.1%	1.7%	1.5%	1.8%	1.5%	1.6%	1.6%	1.3%
Turkey	3.4%	4.1%	3.8%	3.5%	3.9%	4.0%	3.1%	3.5%	4.0%	3.6%
Greece	8.1%	9.3%	8.6%	8.2%	9.3%	8.3%	7.5%	8.2%	9.1%	8.4%
Portugal	6.3%	6.5%	6.2%	6.2%	6.6%	5.0%	5.7%	6.1%	6.7%	6.4%
Croatia	2.5%	2.8%	2.8%	2.9%	2.7%	2.8%	2.3%	2.6%	3.0%	2.5%
Egypt	2.5%	2.5%	2.7%	2.0%	2.4%	2.7%	2.4%	2.8%	2.5%	2.4%
Others	2.5%	2.1%	2.5%	1.5%	2.2%	1.6%	2.1%	2.3%	2.1%	2.2%

* Percentage of valid answers

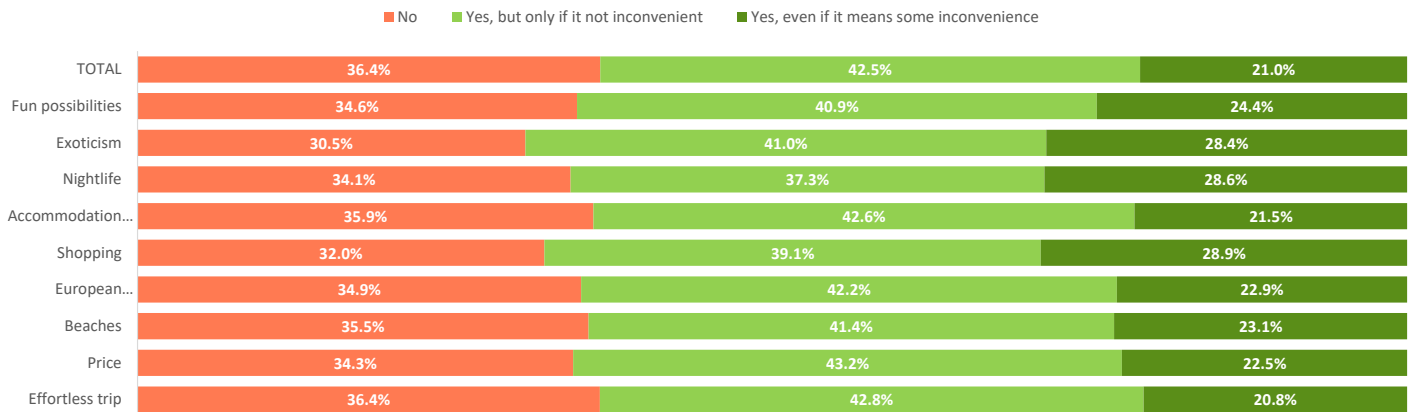


Profile of tourist (2023)

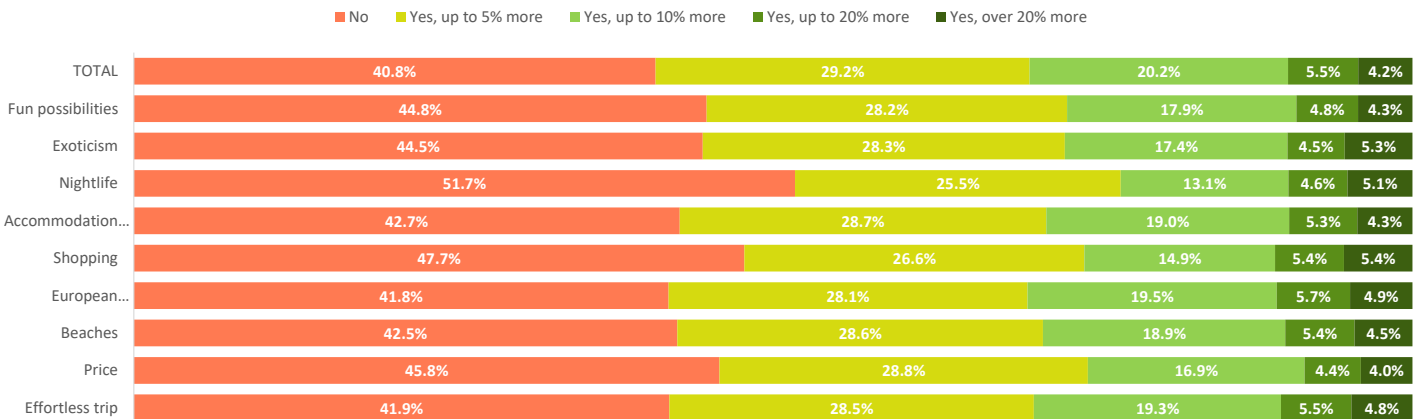
ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)

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	Fun possibilities	European belonging	Beaches	Price	Effortless trip
Quality of life on the island	8.0	8.3	8.3	8.3	8.2	8.2
Tolerance towards tourism	8.6	8.7	8.8	8.7	8.7	8.8
Cleanliness of the island	8.2	8.4	8.4	8.4	8.5	8.5
Air quality	8.5	8.5	8.7	8.6	8.6	8.7
Rational water consumption	7.6	7.8	7.8	7.7	7.9	7.8
Energy saving	7.1	7.3	7.3	7.2	7.3	7.3
Use of renewable energy	7.0	7.2	7.3	7.1	7.3	7.2
Recycling	7.1	7.3	7.3	7.1	7.4	7.3
Easy to get around by public transport	7.5	7.8	7.7	7.6	7.8	7.7
Overcrowding in tourist areas	6.6	6.9	6.7	6.7	6.8	6.7
Supply of local products	7.2	7.5	7.4	7.3	7.5	7.4

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