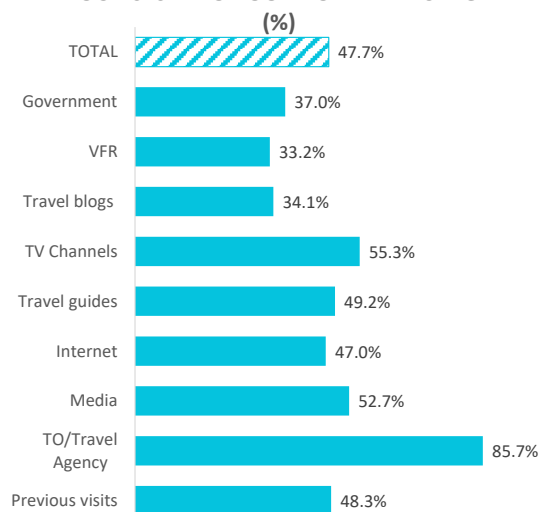


PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP 2023

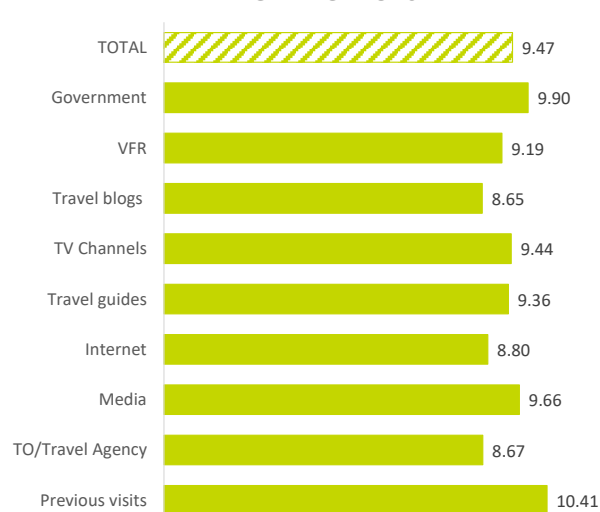
TOURIST EXPENDITURE

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	92,285	4,176,068	944,485	111,509	981,534	7,479,304	294,491	2,878,991	6,915,843
% Tourists	100%	0.7%	29.6%	6.7%	0.8%	7.0%	53.0%	2.1%	20.4%	49.0%
- Lanzarote	2,601,667	18,874	771,139	218,405	25,841	230,145	1,528,445	57,076	512,768	1,509,185
- Fuerteventura	1,984,658	7,012	415,356	106,870	13,498	107,025	1,024,667	31,035	520,390	804,387
- Gran Canaria	3,737,159	20,664	1,058,540	181,304	30,506	223,701	1,809,727	68,858	759,581	1,793,148
- Tenerife	5,601,943	41,498	1,884,413	422,805	39,639	388,390	3,016,602	130,246	1,046,521	2,730,212
- La Palma	133,951	3,550	32,052	10,891	1,388	26,514	74,262	5,167	27,948	60,725
% tourists who book holiday package	47.7%	37.0%	33.2%	34.1%	55.3%	49.2%	47.0%	52.7%	85.7%	48.3%
Expenditure per tourist (€)	1,387	1,394	1,222	1,267	1,459	1,457	1,372	1,365	1,584	1,497
- book holiday package	1,596	1,554	1,560	1,506	1,556	1,622	1,538	1,530	1,660	1,672
- holiday package	1,319	1,291	1,256	1,237	1,291	1,348	1,266	1,238	1,398	1,373
- others	277	264	303	269	264	274	273	293	262	299
- do not book holiday package	1,196	1,300	1,054	1,143	1,338	1,298	1,225	1,181	1,125	1,334
- flight	328	411	317	301	318	341	321	295	300	352
- accommodation	420	421	303	434	481	505	475	450	452	486
- others	448	469	434	408	540	452	429	436	373	496
Average length of stay	9.47	9.90	9.19	8.65	9.44	9.36	8.80	9.66	8.67	10.41
Average daily expenditure (€)	167.8	157.0	153.1	160.5	166.6	171.2	173.2	162.6	194.5	167.4
Average daily expenditure without flight (€)	120.2	110.3	107.7	116.2	121.3	123.3	125.0	118.6	138.4	121.0
Average cost of the flight (€)	387.4	422.9	355.8	343.4	387.8	404.5	374.4	365.1	455.7	408.3
Total turnover (≥ 16 years old) (€m)	19,565	129	5,104	1,197	163	1,431	10,264	402	4,559	10,355
% Turnover	100%	0.7%	26.1%	6.1%	0.8%	7.3%	52.5%	2.1%	23.3%	52.9%

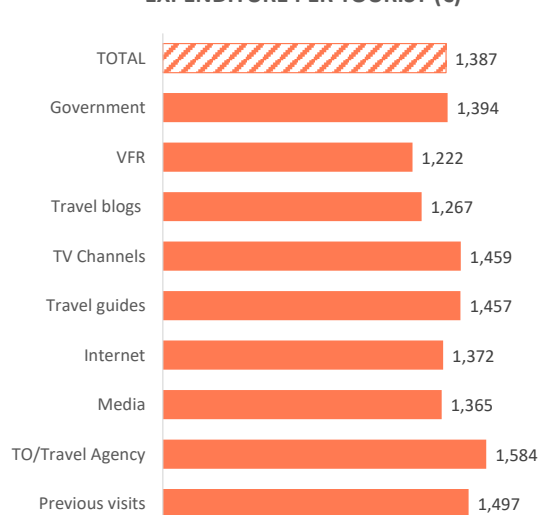
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



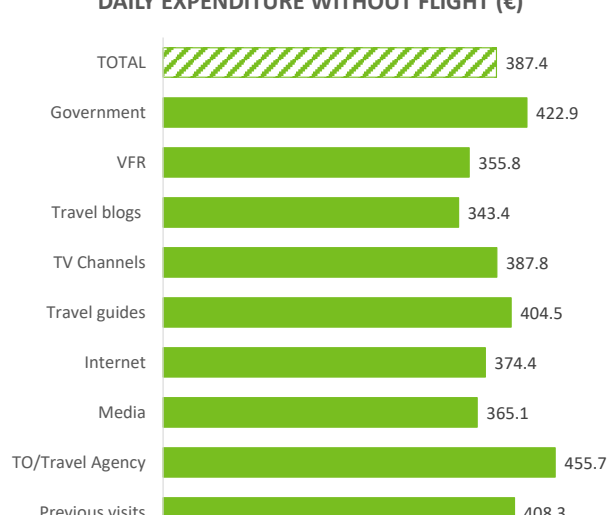
AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Government = Government bodies/associations or similar, VFR = friends or relatives, Travel blogs = Travel blogs or forums, TV Channels = Travel TV Channels, Travel guides = Travel guides and magazines, Internet = Internet or social media, Media = Media: press/radio/television, TO/Travel Agency = Tour operator or travel agency, Previous visits = Previous visits to the Canary Islands

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP 2023

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

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Accommodation:										
- Accommodation	83.7%	83.6%	72.4%	93.2%	92.2%	92.4%	90.3%	89.3%	94.7%	83.7%
- Additional accommodation expenses	7.1%	5.7%	7.0%	9.8%	9.1%	7.9%	7.7%	9.2%	6.1%	6.9%
Transport:										
- National/International Transport	94.9%	93.5%	94.5%	96.7%	95.6%	96.0%	96.3%	95.2%	95.9%	95.6%
- Flights between islands	5.6%	6.3%	6.3%	8.8%	8.7%	7.7%	6.1%	7.3%	3.9%	4.9%
- Taxi	52.6%	44.8%	44.0%	40.1%	55.2%	45.5%	52.7%	55.7%	74.6%	56.2%
- Car rental	32.4%	41.3%	35.5%	55.2%	38.0%	48.7%	37.1%	34.5%	23.3%	28.5%
- Public transport	11.2%	18.5%	12.3%	13.2%	12.8%	12.5%	12.1%	13.0%	10.1%	11.8%
Food and drink:										
- Food purchases at supermarkets	58.8%	66.4%	65.0%	70.3%	67.9%	62.1%	62.0%	65.9%	47.3%	61.3%
- Restaurants	66.5%	69.3%	73.8%	74.6%	64.4%	66.6%	68.2%	64.5%	55.0%	69.2%
Leisure:										
- Organized excursions	24.7%	32.5%	26.0%	36.6%	34.2%	32.9%	27.4%	35.1%	31.2%	20.1%
- Sport activities	8.1%	7.8%	9.6%	9.7%	9.5%	8.2%	9.0%	10.4%	6.4%	8.0%
- Cultural activities	2.8%	5.8%	3.6%	4.8%	5.3%	4.6%	3.0%	5.2%	2.2%	2.6%
- Museums	5.5%	12.5%	6.7%	12.5%	9.7%	13.5%	7.0%	8.9%	4.4%	4.6%
- Theme Parks	10.9%	15.2%	13.6%	14.7%	13.6%	11.8%	12.6%	17.4%	10.7%	9.9%
- Discos and pubs	10.7%	9.5%	14.2%	10.0%	5.2%	6.9%	11.1%	11.5%	7.7%	11.8%
- Wellness	5.3%	5.8%	5.8%	5.0%	4.1%	4.4%	5.5%	6.8%	6.0%	6.1%
Purchases of goods:										
- Souvenirs	41.5%	49.9%	42.3%	51.0%	48.6%	47.4%	44.0%	47.2%	44.3%	42.3%
- Real state	0.2%	0.0%	0.1%	0.1%	0.4%	0.1%	0.1%	0.5%	0.1%	0.2%
- Other expenses	0.8%	1.1%	0.8%	1.0%	1.8%	0.9%	0.8%	1.0%	0.7%	0.9%
Other:										
- Medical or pharmaceutical expenses	7.7%	7.2%	8.2%	10.4%	6.0%	7.6%	8.4%	9.4%	7.3%	8.4%
- Other expenses	5.4%	6.2%	5.1%	5.9%	7.7%	5.4%	5.7%	7.1%	7.4%	5.3%

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

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Expenditure per tourist and trip (€)										
Accommodation:	866	769	763	678	819	825	815	793	971	945
- Accommodation	709	653	620	572	690	698	668	669	818	777
- Additional accommodation expenses	157	115	143	106	129	126	147	125	153	168
Transport:	733	774	685	647	754	750	706	689	779	763
- National/International Transport	408	452	376	355	406	422	389	384	475	427
- Flights between islands	84	80	82	72	71	79	83	71	64	92
- Taxi	89	86	81	86	91	93	87	87	100	84
- Car rental	122	114	115	112	161	131	119	123	115	132
- Public transport	29	41	31	22	25	26	27	25	25	28
Food and drink:	306	296	300	238	269	269	278	261	249	339
- Food purchases at supermarkets	108	122	107	79	84	93	94	87	73	117
- Restaurants	199	174	193	159	186	176	184	174	175	221
Leisure:	535	595	502	455	572	505	507	482	523	559
- Organized excursions	95	108	91	79	93	93	90	97	106	96
- Sport activities	99	156	92	79	85	95	95	90	95	103
- Cultural activities	58	75	53	51	76	47	57	46	50	63
- Museums	39	40	40	37	77	38	38	40	37	38
- Theme Parks	71	60	69	60	71	68	67	63	71	72
- Discos and pubs	99	83	89	83	104	91	91	91	92	108
- Wellness	74	73	68	66	66	72	70	56	73	78
Purchases of goods:	1,242	124	1,888	900	1,829	1,042	435	183	739	1,584
- Souvenirs	87	67	84	57	72	74	75	83	79	93
- Real state	934	0	1,511	814	1,717	853	247	84	352	1,183
- Other expenses	221	57	293	29	40	115	114	17	308	307
Other:	138	111	124	93	182	109	111	103	111	134
- Medical or pharmaceutical expenses	47	26	48	27	35	36	34	30	39	48
- Other expenses	91	85	76	66	147	73	77	73	72	86

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP

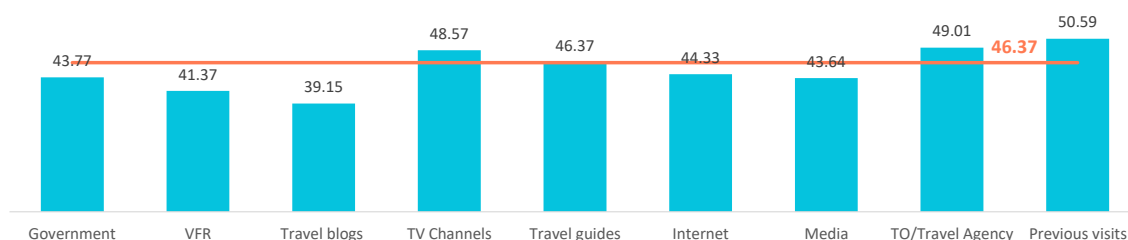
2023

TOURIST PROFILE

Who are they?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Gender										
Percentage of men	48.2%	57.8%	47.4%	45.8%	54.9%	48.0%	48.8%	48.6%	44.6%	48.8%
Percentage of women	51.8%	42.2%	52.6%	54.2%	45.1%	52.0%	51.2%	51.4%	55.4%	51.2%
Age										
Average age	46.37	43.77	41.37	39.15	48.57	46.37	44.33	43.64	49.01	50.59
Standard deviation	16.8	16.2	15.9	14.0	17.3	16.5	16.0	17.7	16.9	16.5
Age range										
16-24 years old	11.1%	14.2%	15.7%	15.7%	10.1%	10.6%	12.1%	19.9%	10.2%	7.5%
25-30 years old	10.8%	13.4%	16.0%	17.2%	8.4%	10.9%	12.3%	10.6%	7.3%	7.0%
31-45 years old	28.7%	30.8%	32.4%	37.6%	26.9%	28.9%	31.3%	26.6%	26.0%	24.9%
46-60 years old	25.2%	21.1%	20.4%	20.0%	25.4%	25.4%	24.9%	20.0%	26.5%	28.4%
Over 60 years old	24.2%	20.5%	15.5%	9.5%	29.2%	24.3%	19.4%	22.9%	30.0%	32.3%
Occupation										
Salaried worker	55.7%	56.6%	60.3%	64.4%	50.3%	57.5%	60.2%	56.6%	54.1%	51.0%
Self-employed	10.8%	11.2%	10.7%	11.7%	9.9%	9.1%	10.4%	11.5%	8.9%	10.5%
Unemployed	0.9%	2.2%	1.2%	1.6%	1.7%	1.2%	0.9%	1.2%	0.6%	0.6%
Business owner	8.1%	5.9%	7.2%	6.8%	10.2%	6.9%	7.3%	6.0%	7.7%	8.0%
Student	4.2%	6.9%	6.9%	5.8%	4.0%	4.4%	4.4%	5.7%	3.7%	3.1%
Retired	18.9%	14.5%	12.4%	8.4%	21.2%	19.4%	15.7%	16.8%	24.0%	25.2%
Unpaid domestic work	0.6%	0.4%	0.5%	0.7%	0.5%	0.6%	0.6%	1.2%	0.5%	0.6%
Others	0.9%	2.1%	0.8%	0.6%	2.3%	0.9%	0.8%	0.9%	0.7%	1.0%
Annual household income level										
Less than €25,000	13.1%	15.7%	15.8%	14.1%	15.2%	11.0%	12.1%	15.5%	11.6%	10.8%
€25,000 - €49,999	34.9%	34.1%	35.6%	35.1%	35.3%	34.0%	34.0%	36.2%	36.0%	34.3%
€50,000 - €74,999	24.4%	30.3%	23.1%	26.2%	22.0%	25.7%	25.0%	23.6%	25.0%	24.8%
More than €74,999	27.7%	20.0%	25.5%	24.7%	27.5%	29.4%	28.9%	24.8%	27.3%	30.0%
Education level										
No studies	4.0%	2.7%	4.0%	2.8%	7.0%	3.9%	3.6%	5.1%	3.9%	4.9%
Primary education	1.9%	2.7%	1.3%	1.4%	3.7%	1.6%	1.3%	4.0%	2.5%	1.8%
Secondary education	20.1%	12.6%	17.0%	12.4%	25.8%	16.0%	17.9%	17.3%	22.6%	20.9%
Higher education	73.9%	82.0%	77.7%	83.4%	63.5%	78.5%	77.3%	73.6%	71.0%	72.5%

AVERAGE AGE



Who do they come with?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Unaccompanied	10.1%	11.0%	13.4%	6.1%	7.5%	5.0%	8.0%	5.3%	5.8%	9.2%
Only with partner	47.5%	42.5%	39.5%	50.9%	50.9%	51.8%	49.0%	46.4%	51.0%	50.2%
Only with children (< 13 years old)	4.4%	4.1%	4.0%	4.3%	4.1%	4.9%	4.4%	3.8%	4.7%	3.8%
Partner + children (< 13 years old)	6.8%	8.1%	6.7%	8.7%	4.1%	6.5%	8.1%	7.6%	8.1%	6.8%
Other relatives	10.0%	7.7%	11.0%	9.7%	10.5%	10.2%	9.4%	13.3%	10.5%	10.3%
Friends	7.1%	10.0%	10.5%	7.5%	6.6%	6.7%	7.3%	7.3%	4.9%	5.3%
Work colleagues	0.6%	4.1%	0.4%	0.3%	0.0%	0.1%	0.3%	0.8%	0.8%	0.2%
Organized trip	0.2%	0.4%	0.1%	0.0%	0.4%	0.2%	0.1%	0.5%	0.4%	0.1%
Other combinations ⁽²⁾	13.3%	12.1%	14.3%	12.5%	15.9%	14.6%	13.3%	15.0%	13.8%	14.1%
<i>(2) Different situations have been isolated</i>										
Tourists with children	16.9%	14.3%	17.3%	17.9%	14.6%	16.5%	17.9%	18.0%	18.2%	16.6%
- Between 0 and 2 years old	1.5%	1.2%	1.7%	1.9%	0.8%	1.4%	1.7%	1.5%	1.4%	1.2%
- Between 3 and 12 years old	14.1%	11.9%	14.2%	14.9%	12.6%	14.0%	14.9%	14.6%	15.4%	13.9%
- Between 0-2 and 3-12 years old	1.3%	1.2%	1.4%	1.1%	1.3%	1.1%	1.4%	1.9%	1.4%	1.4%
Tourists without children	83.1%	85.7%	82.7%	82.1%	85.4%	83.5%	82.1%	82.0%	81.8%	83.4%
Group composition:										
- 1 person	12.6%	14.7%	16.5%	7.7%	11.2%	7.1%	9.8%	6.4%	7.4%	11.1%
- 2 people	55.3%	52.6%	48.9%	58.8%	57.8%	60.3%	57.3%	56.3%	59.6%	56.8%
- 3 people	12.1%	12.5%	12.0%	13.3%	11.6%	12.0%	12.3%	14.6%	13.0%	11.6%
- 4 or 5 people	16.0%	16.5%	17.3%	17.2%	13.8%	17.3%	17.0%	18.0%	16.2%	16.1%
- 6 or more people	4.0%	3.7%	5.3%	2.9%	5.6%	3.4%	3.7%	4.7%	3.7%	4.4%
Average group size:	2.57	2.54	2.64	2.60	2.61	2.63	2.60	2.76	2.61	2.60

*People who share the main expenses of the trip

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP 2023

TRIP MOTIVATION AND DESTINATION CHOICE

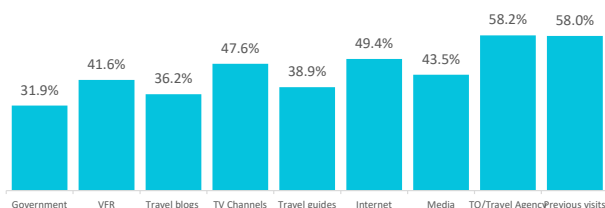
What is the main reason for visiting the Canary Islands?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Holidays	90.0%	81.5%	81.0%	96.5%	95.6%	96.6%	94.2%	93.9%	97.2%	91.9%
Family reasons	6.9%	7.5%	16.3%	2.0%	1.9%	2.3%	3.7%	3.1%	0.9%	6.0%
Business	1.6%	7.0%	0.9%	0.5%	1.3%	0.3%	0.9%	1.0%	1.1%	0.9%
Education and training	0.2%	1.7%	0.3%	0.1%	0.2%	0.2%	0.3%	0.4%	0.0%	0.1%
Sports training	0.5%	0.0%	0.5%	0.2%	0.7%	0.2%	0.4%	0.7%	0.3%	0.4%
Health	0.1%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%	0.5%	0.1%	0.1%
Conventions and Exhibitions	0.2%	2.0%	0.2%	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.0%
Others	0.5%	0.0%	0.7%	0.5%	0.3%	0.3%	0.4%	0.5%	0.2%	0.5%

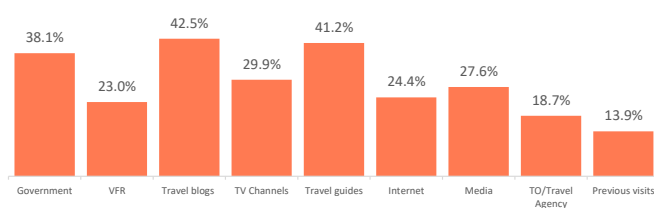
What is the main motivation for their holidays?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Rest	50.9%	31.9%	41.6%	36.2%	47.6%	38.9%	49.4%	43.5%	58.2%	58.0%
Enjoy family time	15.6%	14.1%	21.0%	9.6%	9.9%	9.6%	13.4%	13.3%	13.3%	16.3%
Have fun	9.2%	9.1%	11.0%	8.7%	9.9%	7.1%	9.3%	12.4%	7.6%	8.0%
Explore the destination	20.7%	38.1%	23.0%	42.5%	29.9%	41.2%	24.4%	27.6%	18.7%	13.9%
Practice their hobbies	2.0%	1.3%	1.9%	2.2%	1.1%	2.1%	2.1%	1.2%	1.2%	2.2%
Other reasons	1.7%	5.6%	1.6%	0.8%	1.6%	1.1%	1.5%	2.0%	0.9%	1.6%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Climate	75.1%	63.6%	71.3%	74.4%	75.3%	74.5%	76.3%	73.2%	76.7%	78.9%
Safety	54.6%	48.1%	51.5%	50.7%	64.3%	52.1%	54.5%	63.3%	59.0%	58.0%
Tranquility	47.9%	41.2%	45.6%	46.8%	55.0%	47.5%	46.7%	51.5%	49.6%	49.6%
Sea	45.4%	42.9%	44.8%	46.8%	52.9%	44.0%	45.1%	48.0%	44.2%	44.1%
Accommodation supply	42.9%	34.2%	36.6%	38.7%	43.7%	40.6%	43.9%	48.0%	51.9%	46.4%
Beaches	38.8%	32.0%	38.2%	40.2%	49.6%	34.6%	38.3%	41.5%	36.1%	37.0%
Effortless trip	38.3%	30.5%	36.1%	33.4%	41.8%	35.5%	37.6%	42.7%	42.7%	41.3%
Price	37.3%	41.1%	37.1%	37.9%	44.7%	35.7%	38.1%	44.8%	39.2%	38.4%
European belonging	35.3%	34.8%	32.3%	35.2%	46.8%	34.4%	33.9%	38.0%	37.2%	37.6%
Landscapes	35.0%	43.4%	38.4%	49.8%	44.8%	48.5%	35.6%	44.2%	29.2%	30.9%
Environment	34.6%	41.2%	36.4%	43.1%	35.3%	38.8%	34.3%	42.9%	31.2%	33.8%
Gastronomy	26.9%	29.7%	27.8%	28.5%	39.0%	25.5%	26.2%	29.6%	26.0%	28.3%
Fun possibilities	24.0%	31.5%	27.3%	22.3%	30.1%	19.9%	23.7%	32.4%	22.5%	22.6%
Authenticity	22.6%	28.2%	24.7%	28.4%	34.9%	27.5%	22.0%	30.0%	20.0%	21.3%
Exoticism	12.0%	16.3%	13.7%	16.3%	22.1%	14.3%	11.9%	20.4%	11.0%	10.0%
Hiking trail network	10.4%	21.0%	11.5%	14.9%	13.2%	18.7%	10.2%	12.9%	7.3%	8.9%
Shopping	9.6%	13.3%	9.5%	6.2%	15.5%	7.7%	8.2%	13.3%	9.8%	9.9%
Culture	9.5%	15.2%	10.5%	11.2%	12.7%	12.6%	8.9%	12.6%	8.5%	8.8%
Historical heritage	9.1%	12.0%	9.9%	10.8%	15.9%	12.2%	8.2%	12.8%	8.0%	8.2%
Nightlife	8.4%	12.7%	10.6%	5.5%	14.2%	6.2%	7.6%	12.0%	6.4%	8.1%

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	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Previous visits to the Canary Islands	49.0%	46.3%	40.0%	37.3%	61.3%	44.1%	44.3%	45.5%	44.9%	100%
Friends or relatives	29.6%	36.7%	100%	36.6%	29.0%	31.0%	29.0%	39.1%	17.8%	24.2%
Internet or social media	53.0%	68.0%	51.9%	88.9%	69.9%	73.5%	100%	73.6%	45.4%	47.9%
Mass Media	2.1%	10.6%	2.8%	6.6%	24.1%	7.8%	2.9%	100%	2.6%	1.9%
Travel guides and magazines	7.0%	26.5%	7.3%	21.3%	28.5%	100%	9.6%	26.1%	9.4%	6.3%
Travel Blogs or Forums	6.7%	34.5%	8.3%	100%	23.8%	20.5%	11.2%	21.0%	5.9%	5.1%
Travel TV Channels	0.8%	9.6%	0.8%	2.8%	100%	3.2%	1.0%	9.1%	1.1%	1.0%
Tour Operator or Travel Agency	20.4%	22.6%	12.3%	18.1%	27.7%	27.6%	17.5%	25.5%	100%	18.7%
Public administrations or similar	0.7%	100%	0.8%	3.4%	8.0%	2.5%	0.8%	3.3%	0.7%	0.6%
Others	3.2%	5.3%	1.9%	2.2%	6.2%	3.4%	1.7%	4.0%	0.8%	1.9%

* Multi-choice question

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP

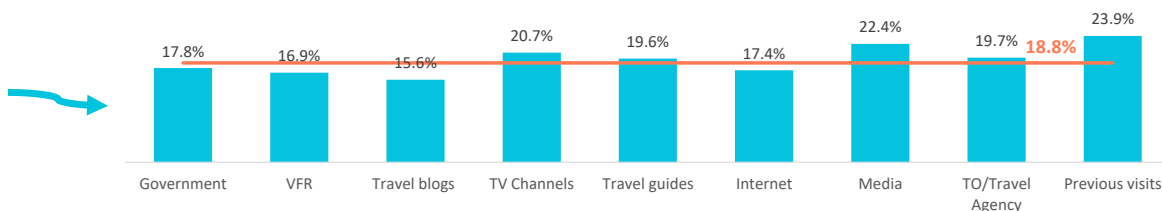
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TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
The same day	0.7%	2.3%	0.7%	0.5%	1.4%	0.7%	0.6%	1.2%	0.4%	0.4%
Between 1 and 30 days	23.5%	23.4%	24.3%	21.8%	20.5%	19.0%	23.1%	20.7%	20.9%	19.7%
Between 1 and 2 months	24.6%	26.9%	26.2%	27.6%	19.1%	23.1%	25.8%	23.1%	23.6%	22.5%
Between 3 and 6 months	32.4%	29.6%	31.9%	34.6%	38.2%	37.7%	33.1%	32.7%	35.3%	33.6%
More than 6 months	18.8%	17.8%	16.9%	15.6%	20.7%	19.6%	17.4%	22.4%	19.7%	23.9%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



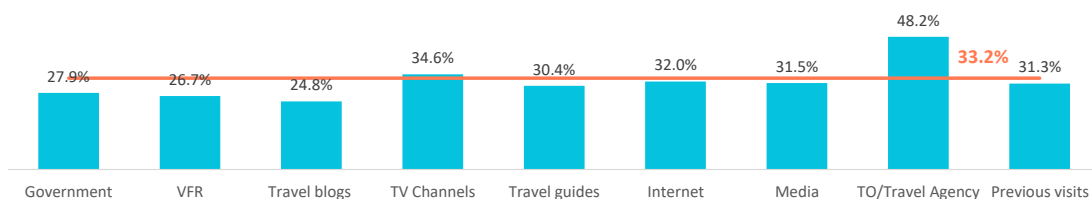
With whom did they book their flight and accommodation?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Flight										
- Directly with the airline	49.6%	52.2%	62.2%	60.8%	44.2%	47.4%	51.9%	46.2%	10.9%	51.3%
- Tour Operator or Travel Agency	50.4%	47.8%	37.8%	39.2%	55.8%	52.6%	48.1%	53.8%	89.1%	48.7%
Accommodation										
- Directly with the accommodation	36.7%	37.6%	45.9%	46.9%	30.7%	35.9%	39.8%	33.1%	7.7%	38.3%
- Tour Operator or Travel Agency	63.3%	62.4%	54.1%	53.1%	69.3%	64.1%	60.2%	66.9%	92.3%	61.7%

What do they book?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Room only	29.1%	36.9%	37.8%	38.1%	27.2%	30.5%	30.4%	29.1%	9.6%	30.9%
Bed and Breakfast	14.3%	14.3%	16.2%	17.2%	14.2%	16.3%	15.4%	15.4%	11.2%	14.0%
Half board	20.1%	12.1%	16.8%	18.0%	22.7%	20.0%	19.5%	20.6%	26.4%	21.2%
Full board	3.3%	8.9%	2.5%	1.9%	1.4%	2.8%	2.6%	3.4%	4.5%	2.6%
All inclusive	33.2%	27.9%	26.7%	24.8%	34.6%	30.4%	32.0%	31.5%	48.2%	31.3%

% TOURISTS WHO BOOK ALL INCLUSIVE

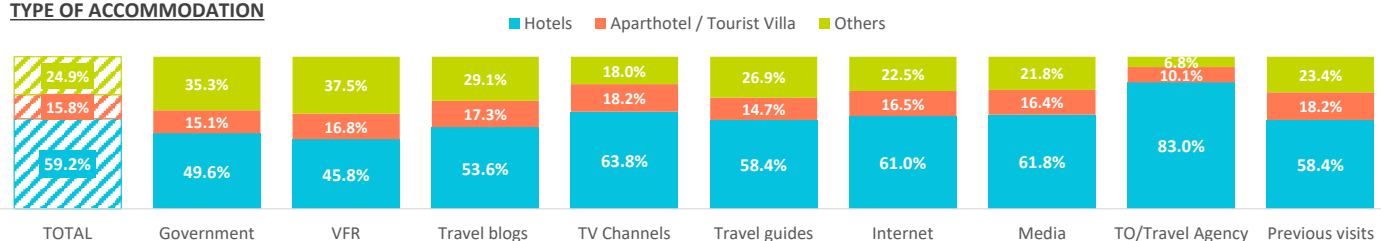


ACCOMMODATION

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
1-2-3* Hotel	10.7%	10.8%	8.8%	10.1%	12.7%	9.3%	11.0%	11.8%	12.7%	10.4%
4* Hotel	38.6%	32.3%	28.9%	35.2%	41.7%	38.8%	39.5%	40.1%	58.0%	37.7%
5* Hotel / 5* Luxury Hotel	9.9%	6.5%	8.0%	8.3%	9.4%	10.3%	10.5%	9.9%	12.4%	10.4%
Aparthotel / Tourist Villa	15.8%	15.1%	16.8%	17.3%	18.2%	14.7%	16.5%	16.4%	10.1%	18.2%
House/room rented in a private dwelling	7.8%	12.0%	10.0%	14.8%	9.0%	12.1%	9.4%	7.8%	0.8%	6.6%
Private accommodation ⁽¹⁾	9.0%	7.2%	18.4%	3.0%	1.4%	3.0%	4.7%	3.7%	0.7%	9.0%
Others (Cottage, cruise, camping,...)	8.2%	16.1%	9.1%	11.2%	7.7%	11.8%	8.4%	10.3%	5.3%	7.8%

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

TYPE OF ACCOMMODATION



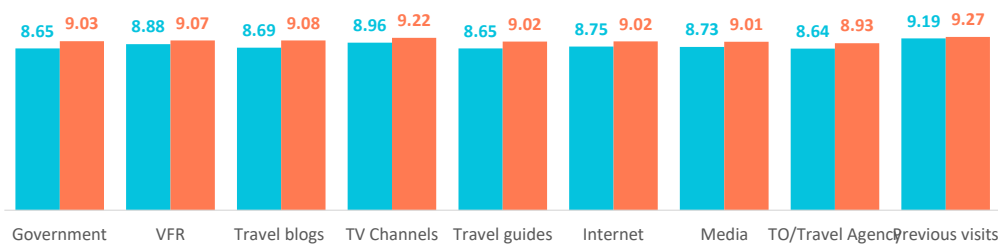
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP 2023

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Average rating	8.82	8.85	8.86	8.88	9.03	8.81	8.80	8.84	8.74	8.94
Experience in the Canary Islands	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Worse or much worse than expected	2.5%	4.5%	2.3%	2.4%	1.4%	2.1%	2.4%	2.6%	2.9%	1.8%
Lived up to expectations	54.0%	44.3%	47.2%	43.4%	41.5%	45.3%	51.4%	45.1%	55.1%	61.0%
Better or much better than expected	43.5%	51.1%	50.5%	54.2%	57.1%	52.6%	46.2%	52.3%	42.0%	37.2%
Future intentions (scale 1-10)	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Return to the Canary Islands	8.83	8.65	8.88	8.69	8.96	8.65	8.75	8.73	8.64	9.19
Recommend visiting the Canary Islands	9.04	9.03	9.07	9.08	9.22	9.02	9.02	9.01	8.93	9.27

RETURN TO THE CANARY



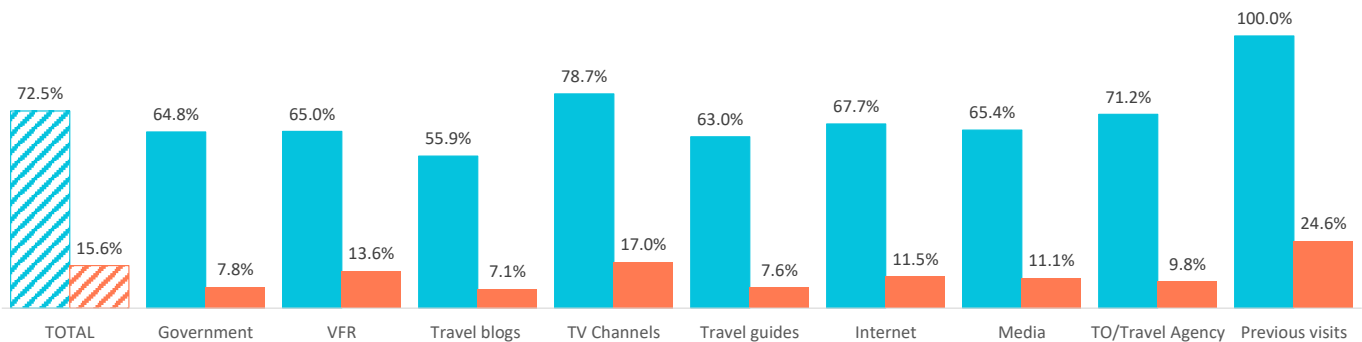
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Repeat tourists	72.5%	64.8%	65.0%	55.9%	78.7%	63.0%	67.7%	65.4%	71.2%	100%
At least 10 previous visits	19.6%	13.2%	16.2%	8.6%	18.2%	9.7%	14.8%	15.1%	14.2%	31.5%
Repeat tourists (last 5 years)	65.0%	56.7%	57.0%	48.3%	71.8%	54.6%	59.3%	56.7%	62.4%	92.3%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	7.8%	13.6%	7.1%	17.0%	7.6%	11.5%	11.1%	9.8%	24.6%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
One island	92.1%	86.2%	91.5%	88.9%	88.7%	90.0%	92.0%	90.4%	93.3%	93.1%
Two islands	6.7%	11.2%	7.4%	9.4%	8.7%	8.3%	6.8%	7.7%	5.7%	6.0%
Three or more islands	1.2%	2.6%	1.1%	1.7%	2.5%	1.8%	1.2%	1.9%	1.0%	1.0%

Visited islands during their trip (with overnight staying)

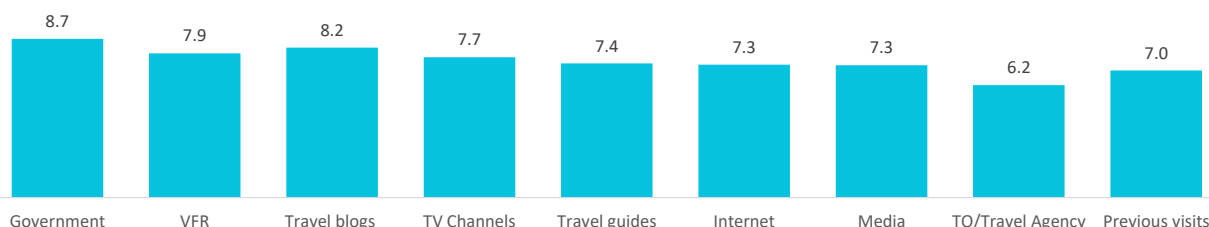
	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Lanzarote	19.0%	21.4%	19.2%	24.2%	24.6%	24.2%	21.0%	20.1%	18.1%	22.3%
Fuerteventura	14.8%	10.0%	10.7%	13.0%	13.7%	12.1%	14.5%	11.3%	18.6%	12.3%
Gran Canaria	27.2%	23.5%	26.1%	20.1%	27.7%	23.7%	24.8%	24.1%	26.8%	26.4%
Tenerife	40.5%	48.8%	45.9%	45.7%	37.7%	40.8%	41.1%	45.5%	36.8%	40.2%
La Gomera	0.5%	0.5%	0.7%	1.1%	1.4%	1.5%	0.7%	0.8%	0.4%	0.5%
La Palma	1.4%	4.0%	1.3%	1.8%	1.9%	3.4%	1.4%	2.0%	1.3%	1.2%
El Hierro	0.2%	0.5%	0.2%	0.4%	0.7%	0.3%	0.2%	0.2%	0.0%	0.2%
Cruise	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.4%	0.4%	0.2%

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP 2023

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
0 hours	2.3%	0.4%	1.6%	1.2%	0.5%	1.4%	2.4%	2.4%	3.5%	2.2%
1 - 2 hours	10.6%	7.4%	8.2%	7.6%	7.6%	8.6%	10.8%	9.5%	16.8%	11.3%
3 - 6 hours	33.3%	22.8%	29.4%	25.8%	31.8%	33.4%	33.0%	31.3%	39.2%	36.8%
7 - 12 hours	45.2%	54.8%	50.2%	54.7%	52.1%	50.4%	45.5%	50.4%	34.6%	42.7%
More than 12 hours	8.6%	14.7%	10.6%	10.8%	8.0%	6.2%	8.4%	6.4%	5.8%	7.0%
Outdoor time per day	7.3	8.7	7.9	8.2	7.7	7.4	7.3	7.3	6.2	7.0



Activities in the Canary Islands

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Walk, wander	73.1%	79.5%	78.5%	84.9%	74.4%	80.2%	77.6%	76.9%	71.9%	76.8%
Beach	69.4%	68.1%	74.6%	81.3%	72.7%	73.1%	72.9%	76.6%	67.2%	66.4%
Swimming pool, hotel facilities	59.3%	54.8%	55.9%	57.2%	57.4%	57.5%	62.5%	68.2%	70.3%	62.5%
Explore the island on their own	48.0%	62.2%	55.5%	74.0%	53.9%	65.6%	54.3%	57.8%	40.8%	44.0%
Taste Canarian gastronomy	26.5%	39.5%	33.4%	40.5%	36.7%	31.7%	29.1%	33.3%	22.4%	27.5%
Hiking	18.5%	35.2%	22.5%	36.9%	28.3%	34.9%	21.7%	24.2%	13.6%	16.2%
Organized excursions	16.8%	25.2%	17.1%	22.3%	22.2%	22.1%	18.3%	25.0%	26.1%	13.1%
Nightlife / concerts / shows	15.9%	20.7%	21.1%	15.2%	15.2%	12.8%	16.6%	20.7%	13.0%	16.8%
Theme parks	14.1%	17.8%	17.4%	18.7%	19.4%	15.3%	16.1%	21.8%	14.3%	13.0%
Sea excursions / whale watching	12.4%	14.9%	13.6%	19.6%	18.5%	15.4%	14.5%	16.7%	14.9%	9.7%
Wineries / markets / popular festivals	11.4%	19.8%	14.7%	21.6%	17.7%	18.6%	12.9%	18.3%	10.0%	11.0%
Museums / exhibitions	10.5%	26.1%	13.4%	21.8%	18.4%	23.2%	12.7%	16.8%	8.8%	8.8%
Other Nature Activities	8.1%	13.6%	11.0%	19.2%	10.1%	14.2%	9.9%	11.4%	5.3%	6.6%
Swim	7.8%	10.8%	9.6%	8.6%	15.8%	9.3%	8.2%	12.6%	6.9%	8.3%
Beauty and health treatments	6.1%	7.1%	6.6%	5.7%	6.9%	5.7%	6.2%	9.1%	7.0%	6.9%
Running	5.7%	7.5%	7.1%	6.9%	7.7%	6.3%	5.8%	7.5%	4.5%	6.0%
Practice other sports	4.5%	6.2%	5.7%	4.5%	5.1%	3.8%	4.4%	4.5%	4.0%	4.3%
Astronomical observation	4.0%	6.8%	4.5%	6.4%	7.2%	5.8%	4.5%	6.3%	3.7%	3.5%
Cycling / Mountain bike	3.0%	3.5%	3.2%	3.5%	4.5%	3.4%	3.2%	2.7%	2.5%	3.3%
Surf	2.9%	3.1%	4.1%	4.5%	3.0%	3.2%	3.1%	3.2%	1.2%	2.2%
Scuba Diving	2.9%	5.2%	3.6%	4.8%	7.2%	3.6%	3.1%	5.7%	2.8%	2.4%
Golf	2.5%	3.8%	2.5%	2.1%	5.7%	1.9%	2.2%	3.5%	2.2%	2.9%
Windsurf / Kitesurf	0.9%	1.9%	1.0%	1.0%	2.3%	1.0%	0.9%	1.3%	0.6%	0.8%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
United Kingdom	34.1%	32.1%	33.0%	24.0%	32.2%	29.2%	35.9%	40.9%	36.4%	43.5%
Germany	16.3%	13.7%	13.4%	14.0%	22.4%	23.3%	16.3%	17.6%	22.4%	14.7%
Spanish Mainland	12.1%	20.1%	15.9%	17.2%	7.5%	5.8%	11.2%	6.7%	6.1%	8.7%
France	5.3%	4.8%	5.2%	9.2%	2.8%	12.0%	5.5%	7.5%	5.7%	2.8%
Ireland	4.3%	2.3%	4.2%	3.9%	6.1%	2.8%	4.2%	3.1%	2.4%	5.8%
Italy	4.2%	3.0%	5.6%	5.3%	3.2%	3.7%	3.8%	2.1%	2.7%	2.7%
Netherlands	4.2%	3.0%	3.6%	3.2%	3.8%	4.1%	4.5%	2.4%	4.2%	3.3%
Belgium	2.7%	0.8%	2.6%	2.0%	3.1%	3.2%	2.2%	1.8%	3.7%	2.6%
Norway	2.5%	0.5%	2.4%	0.5%	2.0%	0.7%	2.0%	1.9%	2.7%	3.0%
Sweden	2.3%	1.4%	1.5%	1.1%	0.9%	1.1%	1.7%	0.9%	1.8%	2.8%
Denmark	1.8%	0.7%	1.3%	1.2%	0.0%	1.0%	1.6%	0.8%	2.3%	2.0%
Poland	1.8%	1.0%	1.7%	5.2%	2.8%	2.8%	2.2%	2.9%	3.0%	1.3%
Finland	1.3%	2.2%	1.0%	1.7%	1.3%	0.9%	1.4%	1.2%	1.7%	1.6%
Switzerland	1.2%	0.1%	1.2%	1.3%	1.7%	1.5%	1.2%	1.1%	1.0%	1.0%
Czech Republic	0.9%	3.1%	1.1%	1.9%	2.2%	1.5%	1.0%	0.9%	0.5%	0.7%
Austria	0.9%	1.5%	0.9%	1.6%	0.7%	2.0%	0.9%	1.4%	0.8%	0.7%
Others	4.2%	9.7%	5.4%	6.9%	7.3%	4.4%	4.3%	6.8%	2.5%	2.7%

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP 2023

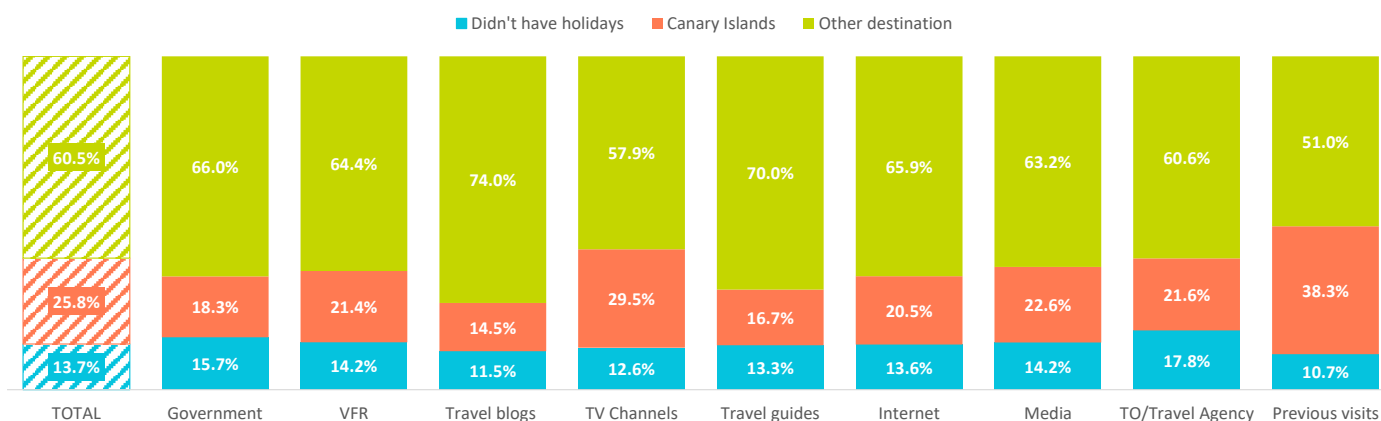


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Didn't have holidays	13.7%	15.7%	14.2%	11.5%	12.6%	13.3%	13.6%	14.2%	17.8%	10.7%
Canary Islands	25.8%	18.3%	21.4%	14.5%	29.5%	16.7%	20.5%	22.6%	21.6%	38.3%
Other destination	60.5%	66.0%	64.4%	74.0%	57.9%	70.0%	65.9%	63.2%	60.6%	51.0%
Balearic Islands	4.5%	4.8%	4.6%	5.5%	5.4%	4.5%	4.9%	4.1%	4.5%	4.1%
Rest of Spain	11.4%	16.8%	13.6%	13.7%	9.9%	10.0%	11.9%	10.5%	9.3%	8.9%
Italy	7.4%	5.4%	8.4%	10.3%	4.4%	9.7%	8.0%	7.2%	6.5%	6.1%
France	5.3%	7.2%	5.8%	6.7%	5.1%	8.4%	5.8%	5.8%	5.4%	3.9%
Turkey	2.8%	3.8%	2.6%	3.0%	3.0%	2.3%	2.9%	3.6%	3.4%	2.5%
Greece	6.9%	5.0%	5.8%	7.3%	6.0%	7.9%	7.7%	9.3%	9.0%	6.0%
Portugal	4.1%	3.7%	4.1%	5.9%	3.1%	5.3%	4.5%	4.2%	3.7%	3.6%
Croatia	2.3%	3.6%	2.6%	2.9%	4.8%	2.9%	2.6%	2.4%	2.3%	1.7%
Egypt	1.1%	0.9%	1.2%	1.5%	1.3%	1.5%	1.3%	1.7%	1.4%	0.9%
Tunisia	0.3%	0.0%	0.2%	0.5%	0.3%	0.2%	0.3%	0.3%	0.3%	0.2%
Morocco	0.8%	1.1%	1.1%	0.6%	1.4%	0.6%	0.8%	1.8%	0.5%	0.5%
Others	13.7%	13.7%	14.5%	16.2%	13.1%	16.7%	15.3%	12.2%	14.3%	12.5%

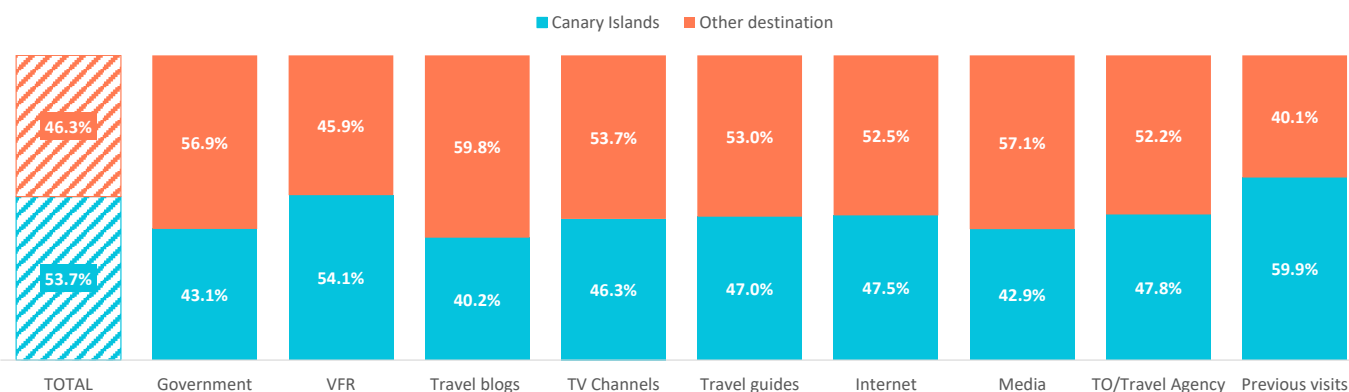
* Percentage of valid answers



What other destinations did they consider for this trip? *

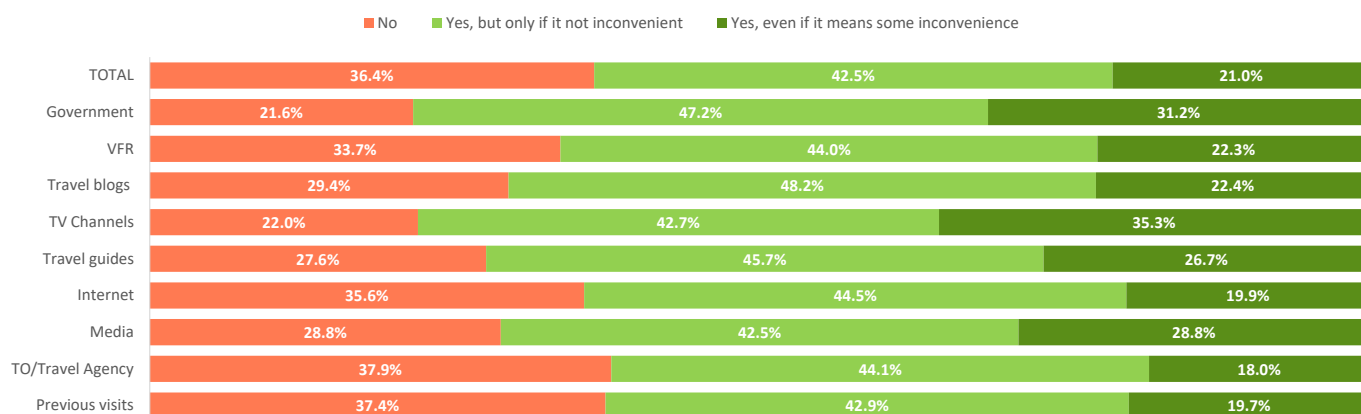
	TOTAL	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
None (I was clear about "this Canary Island")	28.5%	21.8%	30.6%	15.9%	20.3%	21.5%	22.2%	18.4%	21.6%	33.2%
Canary Islands (other island)	25.1%	21.3%	23.6%	24.3%	26.0%	25.5%	25.3%	24.5%	26.2%	26.8%
Other destination	46.3%	56.9%	45.9%	59.8%	53.7%	53.0%	52.5%	57.1%	52.2%	40.1%
Balearic Islands	6.1%	7.0%	6.0%	7.9%	7.2%	6.4%	7.0%	6.4%	7.3%	5.8%
Rest of Spain	8.6%	10.7%	8.8%	9.5%	10.4%	9.4%	9.5%	10.7%	9.0%	7.7%
Italy	4.8%	5.2%	4.9%	7.6%	5.7%	5.1%	5.3%	6.6%	5.0%	3.8%
France	1.6%	1.5%	1.7%	2.5%	1.6%	2.3%	1.7%	2.0%	1.4%	1.3%
Turkey	3.4%	3.7%	3.3%	3.5%	5.1%	3.4%	3.8%	5.2%	4.3%	3.0%
Greece	8.1%	9.6%	7.5%	9.7%	9.2%	9.4%	9.4%	10.1%	10.3%	6.6%
Portugal	6.3%	9.0%	6.4%	8.8%	7.1%	8.1%	7.4%	7.9%	6.6%	5.8%
Croatia	2.5%	3.5%	2.5%	3.0%	2.4%	2.7%	2.8%	3.4%	2.8%	2.1%
Egypt	2.5%	4.0%	2.1%	3.3%	2.1%	3.1%	2.7%	2.9%	2.9%	2.0%
Others	2.5%	2.7%	2.8%	4.2%	2.8%	3.1%	2.9%	2.0%	2.8%	2.0%

* Percentage of valid answers

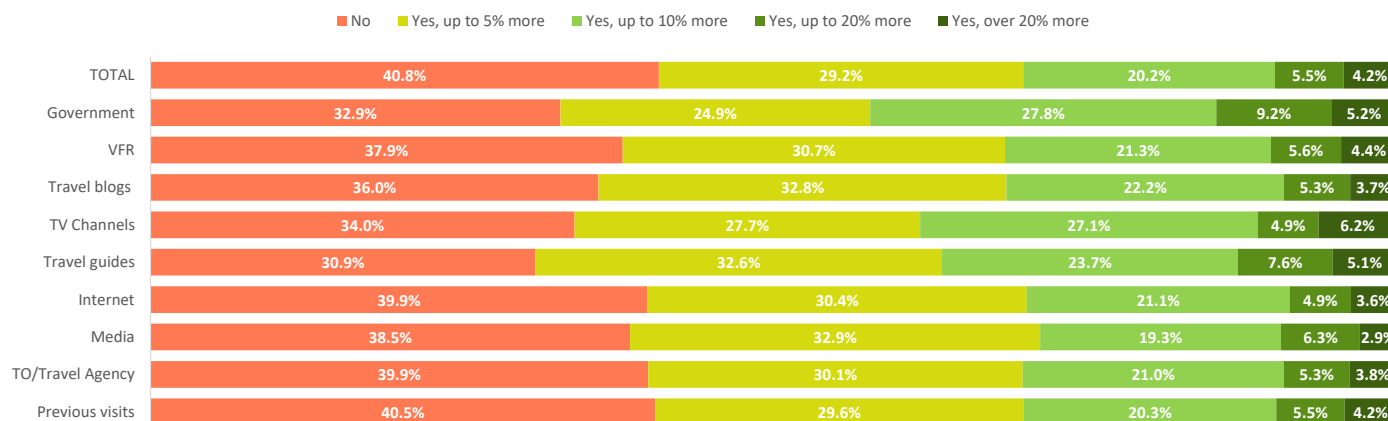


SUSTAINABLE DESTINATION

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	Government	VFR	Travel blogs	TV Channels	Travel guides	Internet	Media	TO/Travel Agency	Previous visits
Quality of life on the island	8.0	8.2	8.1	8.0	8.4	8.0	8.0	8.2	7.9	8.1
Tolerance towards tourism	8.6	8.7	8.5	8.6	8.8	8.6	8.6	8.7	8.6	8.6
Cleanliness of the island	8.2	8.2	8.2	8.3	8.6	8.3	8.3	8.4	8.3	8.3
Air quality	8.5	8.6	8.4	8.5	8.8	8.5	8.5	8.5	8.5	8.5
Rational water consumption	7.6	7.9	7.6	7.6	7.9	7.6	7.6	7.8	7.6	7.6
Energy saving	7.1	7.4	7.0	7.0	7.5	7.0	7.0	7.2	7.1	7.1
Use of renewable energy	7.0	7.5	7.0	7.0	7.6	7.1	7.0	7.2	7.0	7.1
Recycling	7.1	7.2	7.0	6.9	7.7	7.0	7.0	7.2	7.2	7.2
Easy to get around by public transport	7.5	7.8	7.4	7.3	8.0	7.5	7.4	7.8	7.7	7.6
Overcrowding in tourist areas	6.6	7.0	6.6	6.5	7.0	6.4	6.6	6.9	6.6	6.5
Supply of local products	7.2	7.3	7.3	7.3	7.5	7.3	7.2	7.5	7.2	7.2

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