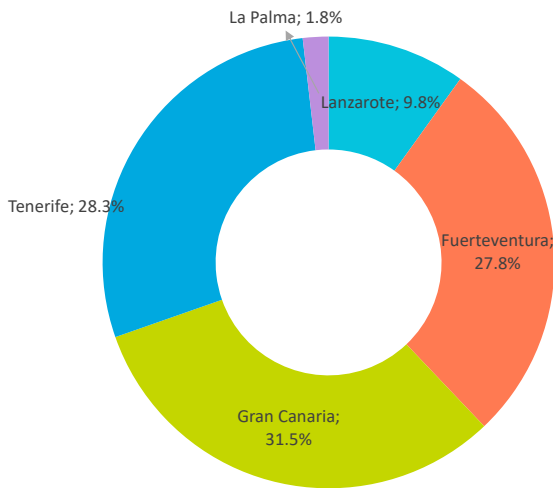


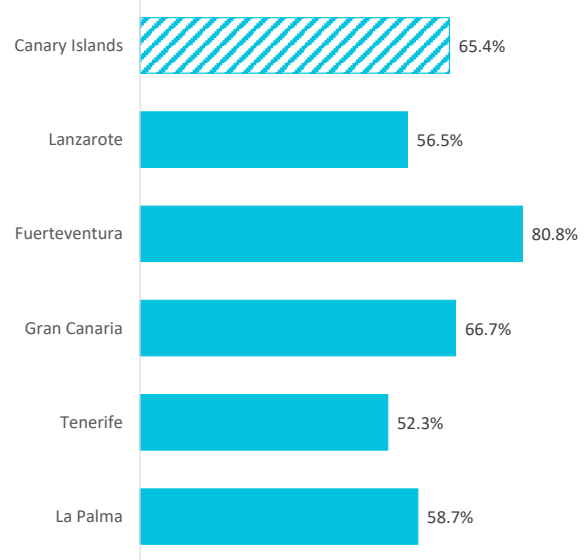
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	2,294,475	225,420	636,891	721,805	649,008	41,652
% Tourists	100%	9.8%	27.8%	31.5%	28.3%	1.8%
% tourists who book holiday package	65.4%	56.5%	80.8%	66.7%	52.3%	58.7%
Expenditure per tourist (€)	1,584	1,557	1,647	1,605	1,512	1,417
- book holiday package	1,711	1,692	1,692	1,747	1,705	1,433
- holiday package	1,468	1,426	1,529	1,492	1,367	1,178
- others	243	266	163	254	338	255
- do not book holiday package	1,346	1,382	1,457	1,322	1,300	1,394
- flight	394	397	459	378	376	449
- accommodation	470	453	556	481	430	446
- others	481	532	442	463	493	498
Average length of stay	10.96	11.45	10.26	11.25	11.09	11.71
Average daily expenditure (€)	163.5	156.6	172.3	166.2	155.5	133.2
Average daily expenditure without flight (€)	115.0	113.2	119.7	116.2	110.3	93.4
Average cost of the flight (€)	465.1	434.9	504.7	470.8	432.1	422.8
Total turnover (≥ 16 years old) (€m)	3,635	351	1,049	1,159	981	59
% Turnover	100%	9.7%	28.9%	31.9%	27.0%	1.6%
Tourist arrivals (FRONTUR)	2,551,711	253,510	716,685	793,322	721,719	45,111
Passenger arrivals on non-stop flights (AENA)	2,666,109	267,285	734,417	834,470	784,980	44,957
Children < 16 years old (FRONTUR - EGT)	257,236	28,090	79,794	71,517	72,711	3,459

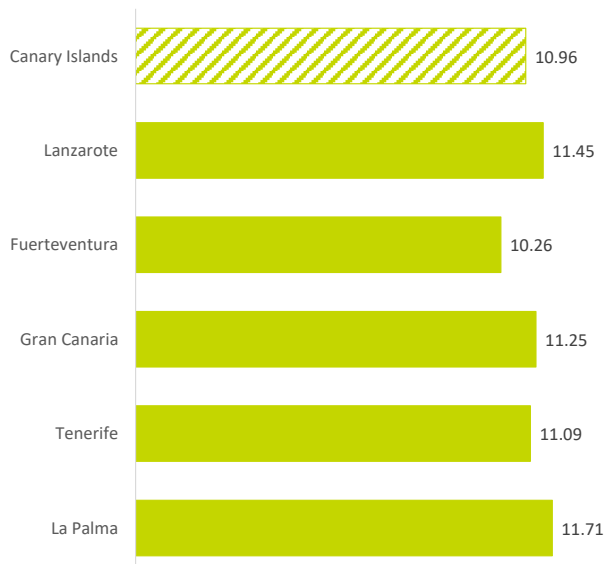
% TOURISTS (≥ 16 years old)



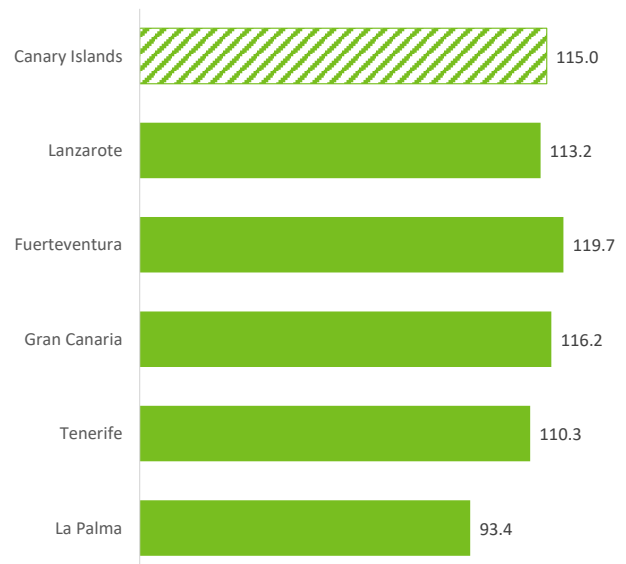
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2023)

GERMANY

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	89.2%	87.9%	95.3%	88.4%	84.2%	91.8%
- Additional accommodation expenses	5.8%	4.7%	7.8%	5.2%	4.9%	5.0%
Transport:						
- National/International Transport	97.0%	97.5%	98.2%	97.6%	94.7%	99.5%
- Flights between islands	5.3%	7.4%	4.1%	3.9%	6.8%	4.2%
- Taxi	57.6%	46.7%	69.3%	60.0%	48.3%	38.7%
- Car rental	37.2%	53.4%	29.2%	25.4%	50.5%	71.7%
- Public transport	15.0%	12.6%	7.7%	20.4%	17.6%	12.3%
Food and drink:						
- Food purchases at supermarkets	58.0%	66.4%	49.2%	55.7%	65.5%	73.3%
- Restaurants	56.5%	64.8%	39.2%	55.1%	71.3%	70.6%
Leisure:						
- Organized excursions	28.8%	32.8%	23.7%	22.5%	38.6%	35.2%
- Sport activities	8.7%	10.3%	10.0%	6.9%	9.0%	8.2%
- Cultural activities	3.1%	6.9%	0.9%	2.8%	4.3%	4.4%
- Museums	6.4%	24.7%	2.4%	5.1%	5.4%	10.5%
- Theme Parks	8.6%	2.2%	3.6%	4.5%	20.9%	1.0%
- Discos and pubs	4.4%	2.1%	2.7%	5.9%	5.4%	1.5%
- Wellness	4.9%	2.1%	6.1%	4.8%	5.2%	0.8%
Purchases of goods:						
- Souvenirs	39.3%	41.7%	39.7%	36.9%	41.4%	34.8%
- Real estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Other purchases	0.9%	1.3%	0.8%	0.6%	1.2%	0.6%
Others:						
- Medical expenses	7.6%	7.8%	6.0%	7.5%	9.0%	11.4%
- Other expenses	5.0%	4.6%	7.1%	3.6%	4.3%	8.5%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Expenditure per tourist and trip (€)						
Accommodation:	976	911	1,012	1,114	830	687
- Accommodation	822	762	903	859	720	605
- Additional accommodation expenses	154	150	109	255	110	82
Transport:	829	811	830	801	844	858
- National/International Transport	480	446	514	482	456	425
- Flights between islands	79	64	89	65	85	105
- Taxi	105	139	95	94	120	140
- Car rental	139	143	119	131	151	170
- Public transport	27	18	14	29	31	17
Food and drink:	282	313	195	316	294	227
- Food purchases at supermarkets	107	128	85	125	98	100
- Restaurants	175	185	110	191	196	127
Leisure:	525	438	482	518	557	402
- Organized excursions	98	100	107	83	98	106
- Sport activities	106	86	100	107	121	82
- Cultural activities	63	53	55	72	64	65
- Museums	33	39	24	33	27	21
- Theme Parks	61	35	64	56	63	18
- Discos and pubs	81	54	51	87	93	28
- Wellness	83	70	80	79	92	82
Purchases of goods:	18,021	85	474	41,303	125,205	303
- Souvenirs	81	61	68	102	79	77
- Real estate	17,747	0	0	41,022	125,000	0
- Other purchases	193	24	406	179	126	226
Others:	126	144	123	146	122	106
- Medical expenses	47	51	60	52	34	25
- Other expenses	79	93	63	93	88	81



TOURIST PROFILE

Who are they?

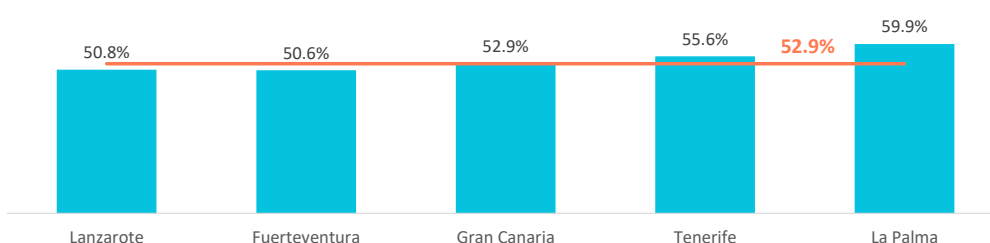
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	51.5%	55.8%	47.1%	53.8%	52.2%	47.0%
Percentage of women	48.5%	44.2%	52.9%	46.2%	47.8%	53.0%
Age						
Average age (tourists above 16 years old)	47.39	50.63	46.51	47.94	46.33	49.18
Standard deviation	17.4	15.9	17.4	18.0	17.2	14.7
Age range						
16-24 years old	11.0%	5.3%	11.8%	12.9%	10.5%	6.2%
25-30 years old	11.6%	8.4%	12.8%	10.8%	12.7%	7.0%
31-45 years old	25.4%	24.4%	24.8%	23.0%	29.1%	24.5%
46-60 years old	24.6%	30.7%	25.0%	23.8%	21.9%	36.0%
Over 60 years old	27.4%	31.1%	25.5%	29.5%	25.7%	26.2%
Occupation						
Salaried worker	55.2%	56.3%	58.3%	52.1%	54.9%	60.5%
Self-employed	8.6%	11.1%	8.3%	8.4%	8.6%	5.8%
Unemployed	0.6%	0.6%	0.4%	0.5%	0.9%	0.1%
Business owner	10.1%	7.7%	9.6%	11.3%	10.0%	12.4%
Student	4.2%	1.9%	3.7%	5.3%	4.3%	3.5%
Retired	20.0%	20.4%	18.8%	21.0%	20.4%	15.4%
Unpaid domestic work	0.3%	0.5%	0.1%	0.4%	0.4%	0.0%
Others	0.9%	1.6%	0.8%	1.0%	0.5%	2.2%
Annual household income level						
Less than €25,000	9.4%	6.5%	7.7%	11.2%	10.2%	9.9%
€25,000 - €49,999	31.4%	33.1%	30.7%	31.9%	31.1%	27.6%
€50,000 - €74,999	28.6%	30.2%	28.9%	28.1%	28.5%	22.2%
More than €74,999	30.6%	30.2%	32.6%	28.8%	30.2%	40.3%
Education level						
No studies	0.5%	0.3%	0.4%	1.0%	0.2%	0.2%
Primary education	3.4%	3.1%	3.0%	3.7%	3.6%	2.5%
Secondary education	23.5%	20.3%	24.4%	26.1%	21.5%	20.2%
Higher education	72.6%	76.3%	72.1%	69.2%	74.8%	77.1%

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	12.1%	10.3%	12.8%	14.2%	10.1%	6.5%
Only with partner	52.9%	50.8%	50.6%	52.9%	55.6%	59.9%
Only with children (< 13 years old)	3.9%	5.4%	4.2%	4.1%	3.0%	3.1%
Partner + children (< 13 years old)	5.5%	5.1%	6.4%	3.6%	7.0%	5.2%
Other relatives	6.2%	7.9%	6.6%	6.6%	4.9%	6.7%
Friends	7.1%	6.5%	6.8%	8.0%	6.5%	5.6%
Work colleagues	0.3%	0.1%	0.3%	0.1%	0.5%	0.7%
Organized trip	0.2%	0.2%	0.1%	0.3%	0.1%	1.6%
Other combinations ⁽²⁾	11.7%	13.7%	12.1%	10.2%	12.3%	10.8%
<i>(2) Different situations have been isolated</i>						
Tourists with children	11.9%	13.8%	13.3%	10.3%	11.8%	9.7%
- Between 0 and 2 years old	1.6%	1.6%	1.4%	1.5%	1.8%	1.0%
- Between 3 and 12 years old	9.7%	11.4%	11.2%	7.9%	9.5%	7.6%
- Between 0 -2 and 3-12 years old	0.7%	0.7%	0.7%	0.9%	0.5%	1.1%
Tourists without children	88.1%	86.2%	86.7%	89.7%	88.2%	90.3%
Group composition:						
- 1 person	13.9%	13.5%	14.2%	16.7%	11.1%	9.3%
- 2 people	62.1%	56.7%	61.5%	60.9%	65.5%	67.5%
- 3 people	11.8%	14.1%	11.4%	11.2%	12.2%	10.1%
- 4 or 5 people	10.3%	12.4%	11.4%	8.7%	10.0%	11.5%
- 6 or more people	1.9%	3.3%	1.4%	2.6%	1.3%	1.6%
Average group size:	2.30	2.43	2.30	2.27	2.28	2.34

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

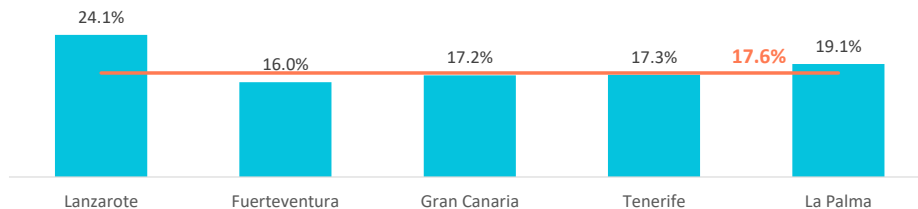


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.8%	1.1%	0.7%	1.0%	0.7%	0.0%
Between 1 and 30 days	23.5%	17.3%	21.3%	27.6%	23.9%	13.0%
Between 1 and 2 months	24.0%	20.0%	25.6%	25.0%	22.8%	21.5%
Between 3 and 6 months	34.1%	37.5%	36.4%	29.2%	35.2%	46.4%
More than 6 months	17.6%	24.1%	16.0%	17.2%	17.3%	19.1%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



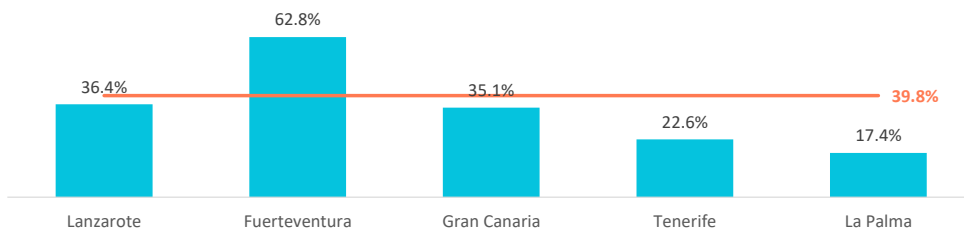
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	31.2%	36.9%	18.3%	30.8%	41.9%	39.2%
- Tour Operator or Travel Agency	68.8%	63.1%	81.7%	69.2%	58.1%	60.8%
Accommodation						
- Directly with the accommodation	21.8%	26.7%	13.3%	22.3%	28.2%	31.0%
- Tour Operator or Travel Agency	78.2%	73.3%	86.7%	77.7%	71.8%	69.0%

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	19.7%	30.3%	8.4%	21.0%	26.5%	27.6%
Bed and Breakfast	8.5%	7.1%	3.4%	9.5%	13.2%	13.2%
Half board	29.3%	25.5%	21.6%	32.7%	35.3%	37.2%
Full board	2.6%	0.7%	3.9%	1.8%	2.3%	4.7%
All inclusive	39.8%	36.4%	62.8%	35.1%	22.6%	17.4%

% TOURISTS WHO BOOK ALL INCLUSIVE

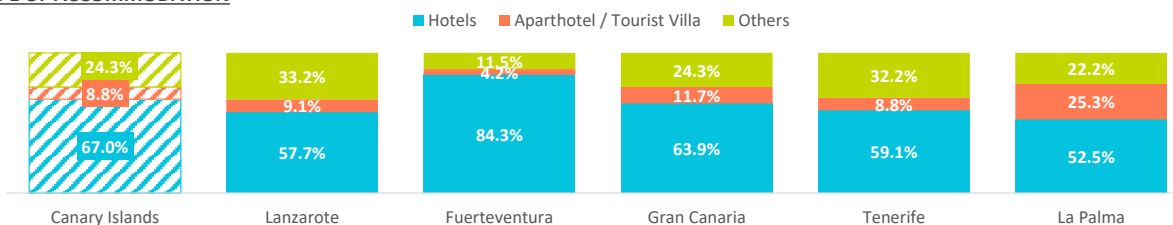


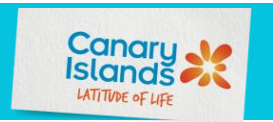
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	12.0%	12.7%	16.0%	10.9%	9.5%	7.1%
4* Hotel	46.3%	35.2%	63.7%	40.2%	41.1%	45.3%
5* Hotel / 5* Luxury Hotel	8.6%	9.8%	4.6%	12.8%	8.4%	0.0%
Aparthotel / Tourist Villa	8.8%	9.1%	4.2%	11.7%	8.8%	25.3%
House/room rented in a private dwelling	9.3%	17.1%	4.8%	8.2%	12.4%	8.2%
Private accommodation ⁽¹⁾	7.2%	9.4%	2.6%	7.5%	10.8%	6.8%
Others (Cottage, cruise, camping,...)	7.7%	6.7%	4.1%	8.7%	8.9%	7.2%

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

TYPE OF ACCOMMODATION





TRIP MOTIVATION AND DESTINATION CHOICE

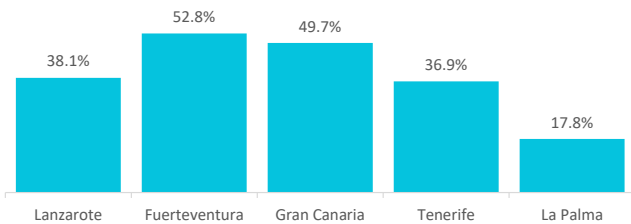
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	92.0%	93.4%	95.4%	90.6%	89.7%	93.0%
Family reasons	5.5%	4.5%	2.4%	6.9%	7.4%	5.4%
Business	1.0%	0.2%	1.0%	1.1%	1.2%	0.9%
Education and training	0.2%	0.0%	0.1%	0.2%	0.4%	0.0%
Sports training	0.5%	0.4%	0.5%	0.5%	0.5%	0.1%
Health	0.1%	0.3%	0.0%	0.1%	0.0%	0.0%
Conventions and Exhibitions	0.1%	0.1%	0.3%	0.0%	0.0%	0.2%
Others	0.6%	1.1%	0.4%	0.7%	0.7%	0.4%

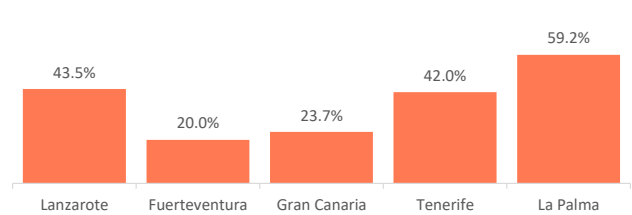
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	45.1%	38.1%	52.8%	49.7%	36.9%	17.8%
Enjoy family time	10.0%	7.1%	9.6%	11.0%	10.7%	8.3%
Have fun	8.7%	3.6%	11.6%	11.0%	5.2%	8.6%
Explore the destination	30.6%	43.5%	20.0%	23.7%	42.0%	59.2%
Practice their hobbies	3.3%	6.0%	4.1%	2.3%	2.8%	4.2%
Other reasons	2.2%	1.7%	1.9%	2.2%	2.4%	1.9%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	74.9%	71.4%	78.1%	74.6%	74.2%	69.5%
Safety	61.5%	59.9%	74.3%	60.4%	51.9%	49.5%
Tranquility	54.8%	51.2%	57.3%	56.8%	51.9%	49.4%
Sea	49.9%	48.2%	58.7%	49.5%	42.4%	51.0%
Accommodation supply	48.5%	37.6%	68.8%	52.2%	30.7%	19.5%
Beaches	45.3%	43.0%	48.0%	49.1%	40.1%	34.0%
Effortless trip	40.4%	36.9%	45.8%	42.9%	34.5%	28.5%
Price	39.3%	37.5%	40.8%	40.9%	37.4%	28.3%
European belonging	38.0%	42.8%	23.7%	37.2%	48.2%	77.1%
Landscapes	28.6%	23.0%	31.0%	30.3%	27.2%	20.5%
Environment	26.0%	21.8%	22.9%	30.6%	25.7%	24.1%
Gastronomy	23.8%	27.6%	16.8%	24.4%	26.8%	44.7%
Fun possibilities	18.6%	14.5%	19.2%	20.6%	17.7%	15.8%
Authenticity	18.6%	23.3%	14.6%	18.1%	20.5%	32.0%
Exoticism	10.3%	9.0%	3.9%	9.9%	15.2%	38.1%
Hiking trail network	8.9%	6.8%	5.9%	12.4%	8.7%	8.8%
Shopping	8.6%	12.5%	4.8%	10.4%	9.1%	7.0%
Culture	7.4%	6.8%	5.4%	8.7%	7.9%	12.0%
Historical heritage	7.1%	10.7%	3.4%	8.2%	7.8%	10.0%
Nightlife	5.0%	2.9%	1.7%	9.7%	4.0%	4.7%

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?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	44.4%	50.7%	43.5%	43.2%	44.5%	49.6%
Friends or relatives	24.3%	26.8%	17.4%	23.7%	30.9%	26.7%
Internet or social media	53.2%	55.0%	49.4%	50.3%	59.4%	54.8%
Mass Media	2.3%	2.5%	1.4%	2.6%	2.4%	3.7%
Travel guides and magazines	10.0%	15.7%	6.3%	8.2%	12.2%	30.1%
Travel Blogs or Forums	5.8%	8.0%	3.9%	4.5%	8.2%	5.7%
Travel TV Channels	1.1%	1.4%	1.1%	1.1%	0.9%	1.3%
Tour Operator or Travel Agency	28.1%	30.5%	33.0%	27.9%	22.8%	23.3%
Public administrations or similar	0.6%	0.3%	0.2%	0.6%	0.9%	0.7%
Others	2.6%	1.0%	2.5%	3.0%	2.8%	2.8%

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2023)

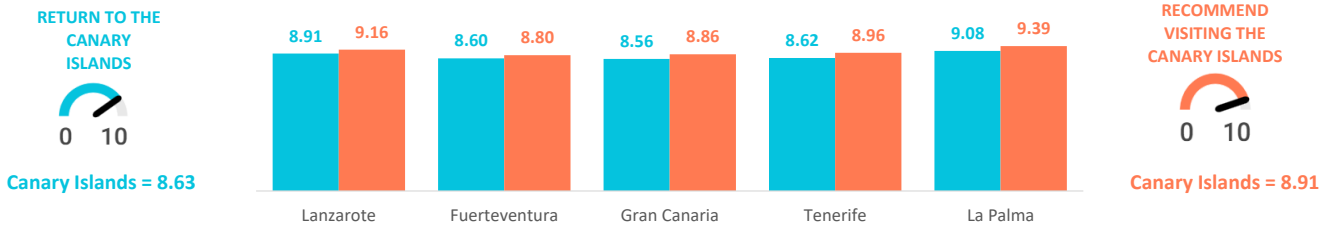
GERMANY



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.68	8.89	8.61	8.64	8.68	9.01
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	1.8%	0.5%	1.8%	2.0%	1.9%	0.3%
Lived up to expectations	54.9%	55.7%	57.5%	56.5%	50.7%	49.8%
Better or much better than expected	43.3%	43.8%	40.6%	41.5%	47.5%	49.9%
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.63	8.91	8.60	8.56	8.62	9.08
Recommend visiting the Canary Islands	8.91	9.16	8.80	8.86	8.96	9.39



How many are loyal to the Canary Islands?

REPEAT TOURISTS WHO VISIT CANARY ISLANDS BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	28.9%	23.2%	27.8%	29.4%	32.0%	18.3%
Repeat tourists	71.1%	76.8%	72.2%	70.6%	68.0%	81.7%
At least 10 previous visits	17.0%	22.6%	15.9%	16.6%	16.5%	17.6%
Repeat tourists (last 5 years)	65.4%	71.7%	65.8%	65.2%	62.7%	75.6%
Repeat tourists (last 5 years) (5 or more visits)	12.9%	15.7%	11.4%	13.5%	12.7%	14.8%

REPEAT TOURIST OF EACH ISLAND BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	33.6%	72.7%	18.9%	18.0%	18.5%	5.3%
Fuerteventura	42.5%	12.9%	64.6%	16.7%	11.8%	2.2%
Gran Canaria	46.5%	8.7%	13.7%	65.3%	17.1%	3.1%
Tenerife	44.0%	8.3%	12.2%	16.3%	61.8%	4.3%
La Palma	12.3%	16.0%	17.5%	18.3%	17.7%	67.0%
CANARY ISLANDS	71.1%	76.8%	72.2%	70.6%	68.0%	81.7%

How to interpret the table

- Column **Canary Islands** = refers to the % of **repeat german tourists** on each island regardless of island of stay in this trip (2023).
- Column **each island** = refers to the % of **repeat german tourists** on each island by island of stay in 2023. For example: 72.7% refers to % **repeat german tourists** who repeat Lanzarote in 2023 and stay in Lanzarote in this trip. 12.9% **german tourists who stay in Lanzarote in 2023** and has previously been to Fuerteventura.
- Row **CANARY ISLANDS** = refers to the % **repeat german tourists** by island of stay. For exdample: 68% refers to % **german tourists who visit Tenerife in 2023** and has previously been to Canary Islands.

ISLANDS

How many islands do they visit during their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	91.5%	92.4%	94.6%	92.9%	89.0%	85.3%
Two islands	6.6%	7.0%	4.3%	5.5%	8.9%	13.4%
Three or more islands	1.9%	0.6%	1.1%	1.6%	2.1%	1.3%

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	10.6%	100%	0.9%	0.6%	0.7%	1.0%
Fuerteventura	28.4%	1.3%	100%	0.9%	0.5%	0.1%
Gran Canaria	32.2%	0.5%	1.0%	100%	1.1%	1.8%
Tenerife	29.4%	0.8%	1.0%	1.7%	100%	3.0%
La Gomera	1.1%	0.3%	0.1%	0.2%	2.4%	0.3%
La Palma	2.5%	0.4%	0.2%	0.5%	1.3%	100%
El Hierro	0.2%	0.0%	0.0%	0.2%	0.2%	0.3%
Cruise	0.8%	0.0%	0.3%	0.4%	0.3%	0.0%

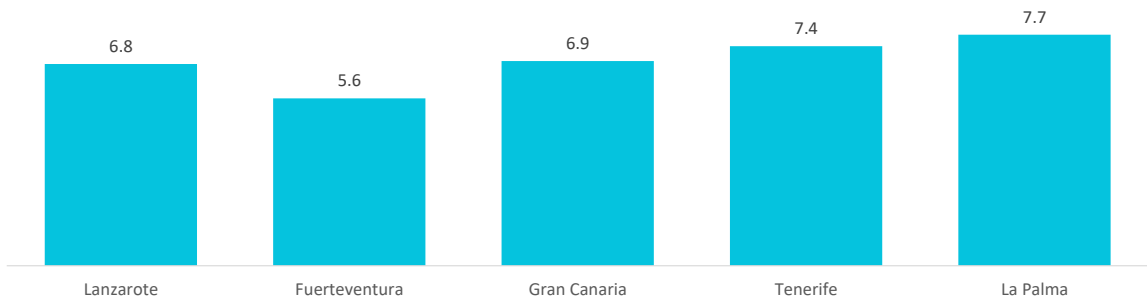
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	2.3%	1.1%	5.5%	1.4%	0.8%	0.1%
1 - 2 hours	12.2%	8.5%	19.6%	12.4%	7.1%	1.8%
3 - 6 hours	38.2%	42.3%	38.3%	38.0%	36.7%	33.2%
7 - 12 hours	41.8%	43.4%	32.6%	41.4%	49.7%	60.4%
More than 12 hours	5.4%	4.8%	4.1%	6.7%	5.6%	4.5%
Outdoor time per day	6.7	6.8	5.6	6.9	7.4	7.7



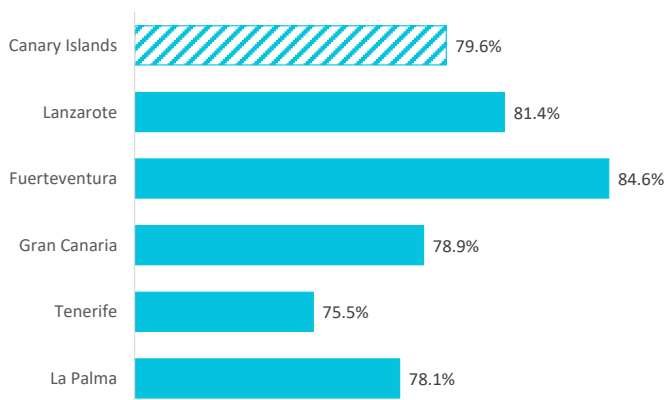
Canary Islands
6.7



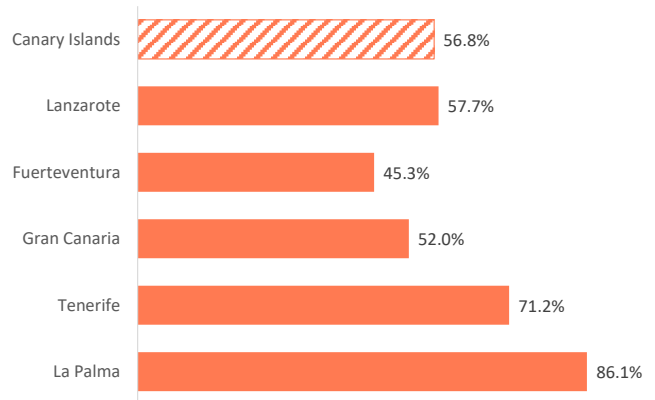
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	79.6%	81.4%	84.6%	78.9%	75.5%	78.1%
Beach	56.8%	57.7%	45.3%	52.0%	71.2%	86.1%
Swimming pool, hotel facilities	52.6%	69.7%	36.8%	47.7%	65.3%	82.1%
Explore the island on their own	41.9%	32.4%	43.5%	41.7%	45.3%	30.6%
Taste Canarian gastronomy	33.0%	42.8%	20.1%	32.3%	42.3%	46.4%
Hiking	21.6%	19.7%	12.6%	17.4%	33.2%	54.5%
Organized excursions	17.6%	19.4%	13.5%	15.0%	23.2%	22.4%
Nightlife / concerts / shows	14.4%	7.5%	11.1%	14.4%	19.5%	15.9%
Theme parks	11.8%	14.3%	7.9%	9.4%	16.9%	18.4%
Sea excursions / whale watching	11.5%	3.0%	5.4%	8.2%	25.2%	0.6%
Wineries / markets / popular festivals	11.4%	34.8%	5.7%	9.2%	11.0%	16.5%
Museums / exhibitions	11.2%	33.3%	4.5%	11.5%	9.1%	21.2%
Other Nature Activities	9.8%	5.3%	5.5%	16.3%	8.8%	5.9%
Swim	5.7%	4.2%	5.8%	4.7%	6.8%	13.6%
Beauty and health treatments	5.4%	4.8%	5.9%	5.1%	5.8%	1.2%
Running	5.1%	3.5%	4.8%	5.1%	6.2%	2.6%
Practice other sports	4.0%	4.8%	6.0%	3.5%	2.7%	0.2%
Astronomical observation	4.0%	12.7%	3.9%	3.2%	2.0%	2.2%
Cycling / Mountain bike	3.6%	4.0%	3.1%	4.1%	3.7%	1.4%
Surf	3.4%	3.7%	3.5%	2.4%	4.1%	3.0%
Scuba Diving	2.2%	4.2%	1.4%	2.1%	2.4%	1.1%
Golf	1.8%	0.7%	1.6%	2.3%	1.9%	0.0%
Windsurf / Kitesurf	1.3%	1.5%	2.6%	0.6%	0.9%	0.0%

WALK, WANDER



BEACH

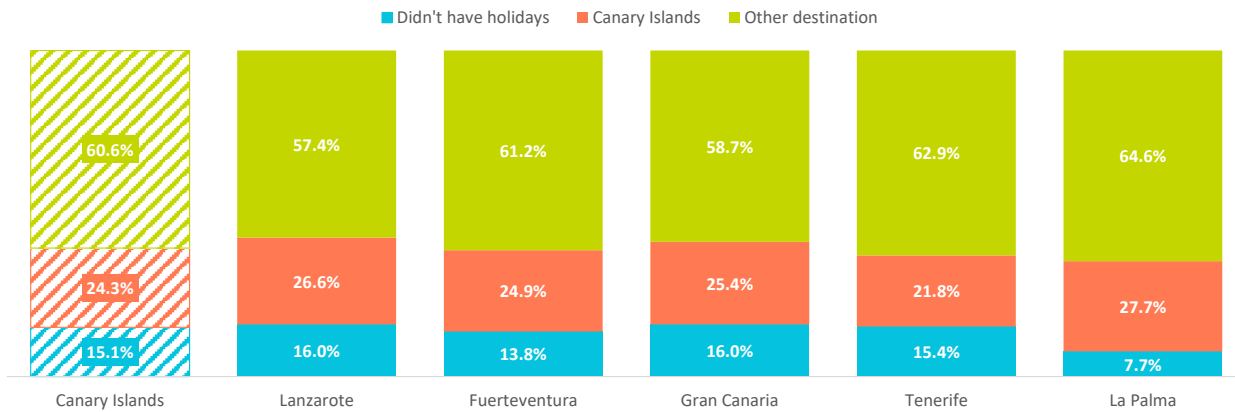


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	15.1%	16.0%	13.8%	16.0%	15.4%	7.7%
Canary Islands	24.3%	26.6%	24.9%	25.4%	21.8%	27.7%
Other destination	60.6%	57.4%	61.2%	58.7%	62.9%	64.6%
Balearic Islands	5.4%	4.1%	5.7%	5.8%	5.0%	6.1%
Rest of Spain	5.5%	5.1%	4.8%	5.5%	6.3%	5.4%
Italy	9.1%	6.7%	9.7%	8.9%	9.5%	10.7%
France	4.1%	5.4%	4.5%	3.7%	3.6%	5.1%
Turkey	3.7%	2.4%	4.0%	4.5%	3.2%	2.1%
Greece	8.2%	8.0%	9.9%	7.6%	7.0%	9.7%
Portugal	3.4%	4.5%	2.7%	3.2%	3.7%	4.5%
Croatia	3.9%	2.4%	3.9%	4.1%	4.1%	3.0%
Egypt	1.8%	1.5%	2.1%	1.6%	1.7%	1.2%
Tunisia	0.3%	0.5%	0.3%	0.3%	0.3%	0.1%
Morocco	0.4%	0.0%	0.4%	0.5%	0.4%	0.0%
Others	15.0%	16.7%	13.4%	12.9%	18.1%	16.8%

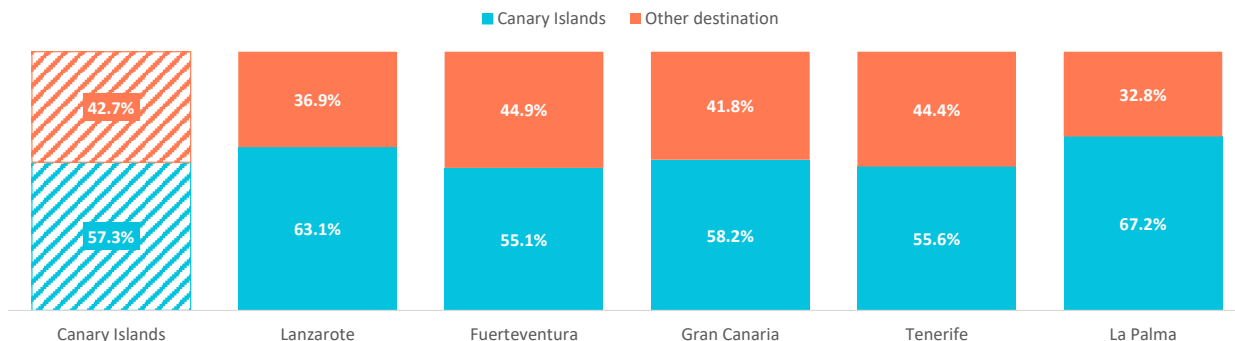
* Percentage of valid answers



What other destinations did they consider for this trip? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	28.8%	29.7%	27.8%	29.6%	28.1%	37.1%
Canary Islands (other island)	28.4%	33.4%	27.3%	28.7%	27.4%	30.2%
Other destination	42.7%	36.9%	44.9%	41.8%	44.4%	32.8%
Balearic Islands	5.4%	5.5%	6.0%	5.6%	4.7%	4.7%
Rest of Spain	5.7%	6.2%	4.8%	6.1%	6.1%	4.1%
Italy	4.0%	2.3%	4.2%	3.5%	4.7%	4.7%
France	1.0%	0.6%	1.2%	0.9%	1.2%	2.0%
Turkey	3.2%	2.4%	3.9%	3.7%	2.5%	1.4%
Greece	8.5%	7.1%	10.1%	7.7%	8.7%	6.3%
Portugal	5.8%	4.6%	4.5%	5.9%	7.3%	5.2%
Croatia	2.2%	1.8%	2.5%	2.3%	2.2%	0.5%
Egypt	3.9%	3.6%	4.9%	3.3%	3.8%	1.7%
Others	2.9%	2.7%	2.8%	2.8%	3.2%	2.1%

* Percentage of valid answers



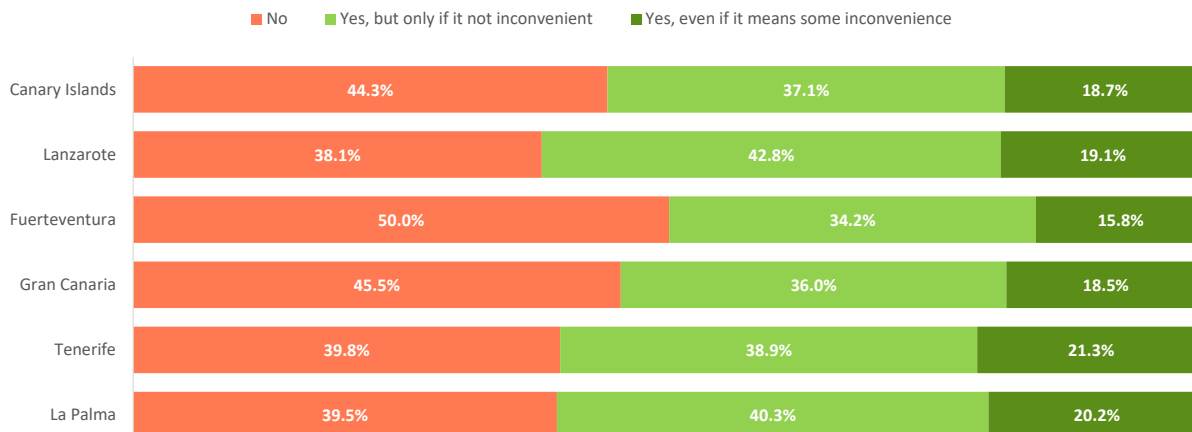
TOURIST PROFILE BY ISLAND OF STAY (2023)

GERMANY

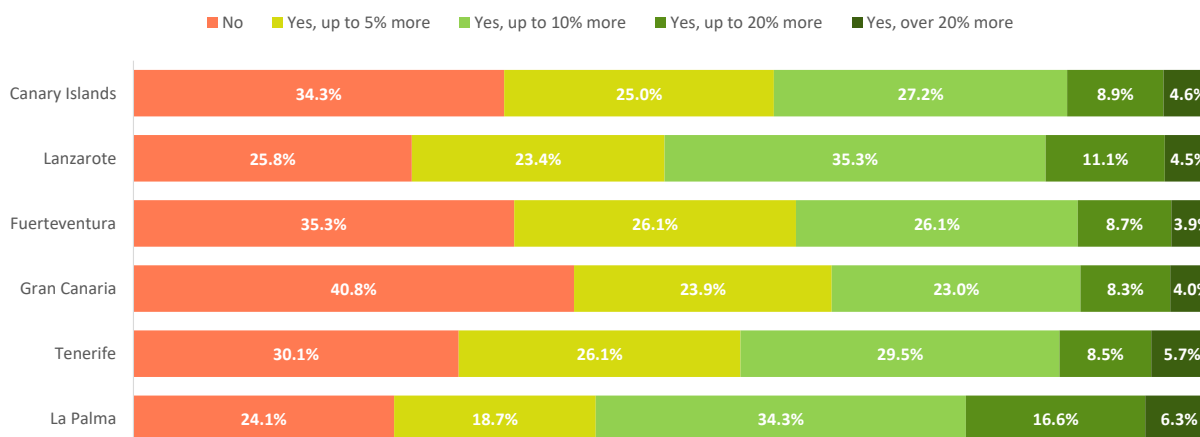


SUSTAINABLE DESTINATION

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 *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.8	8.0	7.5	7.9	7.9	8.1
Tolerance towards tourism	8.5	8.5	8.5	8.6	8.5	8.6
Cleanliness of the island	7.8	8.1	7.9	7.7	7.7	8.4
Air quality	8.5	8.7	8.6	8.4	8.3	8.8
Rational water consumption	6.9	7.2	6.9	6.9	6.9	7.4
Energy saving	6.4	6.5	6.4	6.5	6.3	6.7
Use of renewable energy	6.4	6.3	6.0	6.8	6.3	6.3
Recycling	6.3	6.3	6.4	6.4	6.1	6.2
Easy to get around by public transport	7.2	6.9	6.7	7.7	7.1	7.2
Overcrowding in tourist areas	5.6	5.5	5.6	5.7	5.4	5.4
Supply of local products	6.8	7.0	6.6	6.9	6.8	7.6

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

FLIGHT ORIGIN

Where does the flight come from?

	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Germany	91.8%	90.9%	94.3%	90.4%	91.1%	91.3%
Switzerland	2.4%	3.2%	2.5%	3.1%	1.3%	0.4%
Luxembourg	1.3%	1.7%	0.8%	1.8%	1.2%	0.0%
Portugal	1.0%	0.0%	0.0%	1.3%	2.3%	0.0%
Netherlands	0.2%	0.4%	0.1%	0.2%	0.2%	2.5%
Others	3.2%	3.7%	2.2%	3.1%	3.9%	5.8%

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.