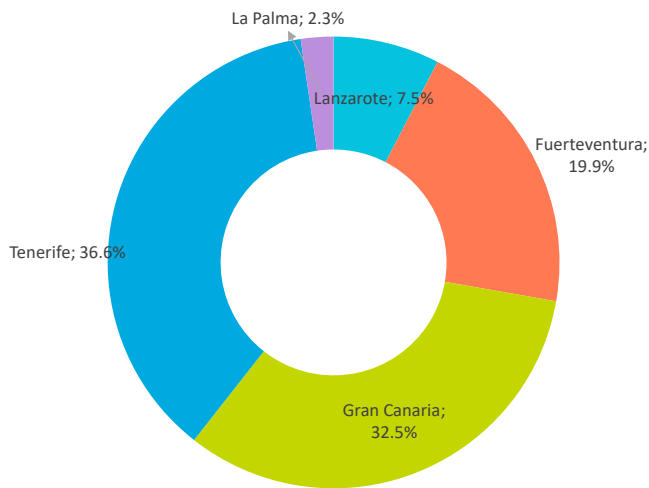


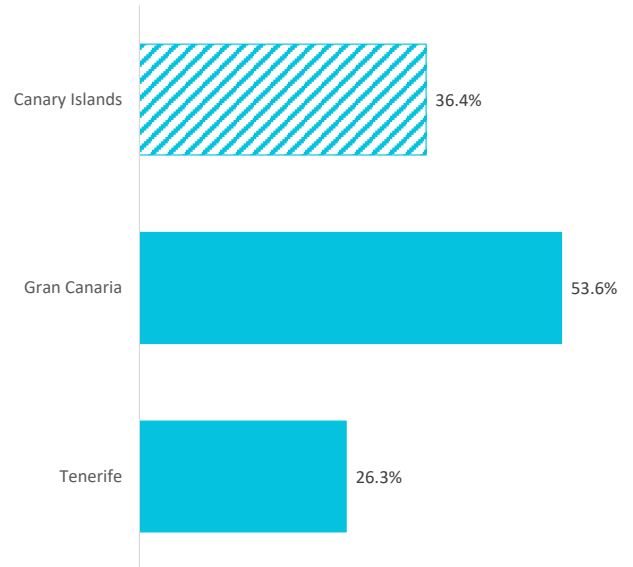
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>125,056</b>	<b>9,406</b>	<b>24,882</b>	<b>40,581</b>	<b>45,808</b>	<b>2,881</b>
<b>% Tourists</b>	<b>100%</b>	<b>7.5%</b>	<b>19.9%</b>	<b>32.5%</b>	<b>36.6%</b>	<b>2.3%</b>
% tourists who book holiday package	36.4%	--	--	53.6%	26.3%	--
<b>Expenditure per tourist (€)</b>	<b>1,522</b>	<b>--</b>	<b>--</b>	<b>1,680</b>	<b>1,643</b>	<b>--</b>
- book holiday package	1,846	--	--	2,030	2,034	--
- holiday package	1,563	--	--	1,796	1,552	--
- others	283	--	--	234	482	--
- do not book holiday package	1,337	--	--	1,275	1,504	--
- flight	406	--	--	356	463	--
- accommodation	455	--	--	535	480	--
- others	477	--	--	384	561	--
<b>Average lenght of stay</b>	<b>11.64</b>	<b>--</b>	<b>--</b>	<b>11.54</b>	<b>13.76</b>	<b>--</b>
<b>Average daily expenditure (€)</b>	<b>152.0</b>	<b>--</b>	<b>--</b>	<b>169.2</b>	<b>147.1</b>	<b>--</b>
<b>Average daily expenditure without flight (€)</b>	<b>104.2</b>	<b>--</b>	<b>--</b>	<b>115.8</b>	<b>102.9</b>	<b>--</b>
<b>Average cost of the flight (€)</b>	<b>466.1</b>	<b>--</b>	<b>--</b>	<b>511.5</b>	<b>495.0</b>	<b>--</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>190</b>	<b>--</b>	<b>--</b>	<b>68</b>	<b>75</b>	<b>--</b>
<b>% Turnover</b>	<b>100%</b>	<b>--</b>	<b>--</b>	<b>35.8%</b>	<b>39.5%</b>	<b>--</b>
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>164,591</b>	<b>5,672</b>	<b>23,311</b>	<b>44,578</b>	<b>91,030</b>	<b>n.d.</b>
<b>Children &lt; 16 years old (FRONTUR - EGT)</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>	<b>n.d.</b>

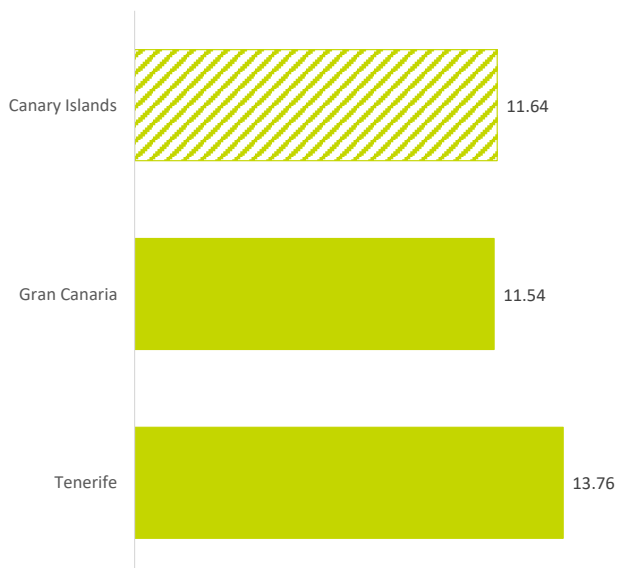
% TOURISTS (≥ 16 years old)



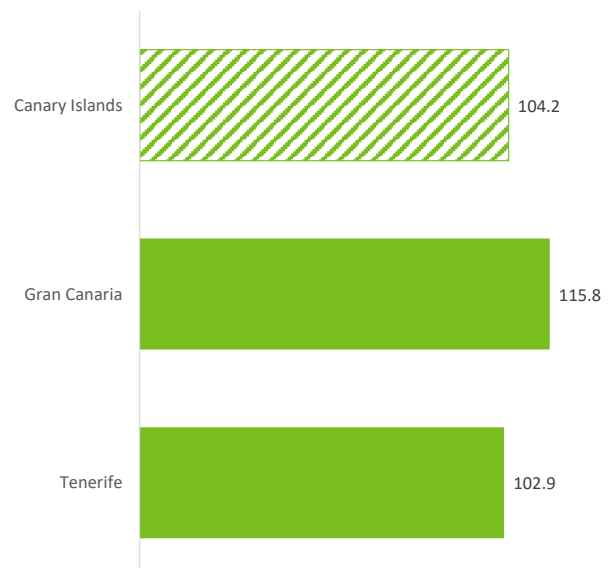
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



# TOURIST PROFILE BY ISLAND OF STAY (2023)

## AUSTRIA

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation:</b>						
- Accommodation	79.2%	--	--	83.3%	75.1%	--
- Additional accommodation expenses	4.5%	--	--	6.9%	3.9%	--
<b>Transport:</b>						
- National/International Transport	95.9%	--	--	96.4%	94.5%	--
- Flights between islands	7.8%	--	--	1.2%	8.9%	--
- Taxi	37.6%	--	--	48.7%	32.0%	--
- Car rental	49.2%	--	--	32.2%	57.2%	--
- Public transport	13.9%	--	--	13.1%	17.4%	--
<b>Food and drink:</b>						
- Food purchases at supermarkets	64.4%	--	--	49.5%	71.5%	--
- Restaurants	72.9%	--	--	66.2%	84.5%	--
<b>Leisure:</b>						
- Organized excursions	22.7%	--	--	20.3%	25.9%	--
- Sport activities	15.5%	--	--	7.5%	20.3%	--
- Cultural activities	2.9%	--	--	0.8%	3.6%	--
- Museums	4.6%	--	--	3.2%	5.0%	--
- Theme Parks	7.9%	--	--	2.6%	16.2%	--
- Discos and pubs	4.4%	--	--	3.6%	8.1%	--
- Wellness	5.5%	--	--	4.8%	8.9%	--
<b>Purchases of goods:</b>						
- Souvenirs	39.0%	--	--	40.0%	39.2%	--
- Real estate	0.7%	--	--	0.0%	1.8%	--
- Other purchases	1.0%	--	--	1.9%	0.0%	--
<b>Others:</b>						
- Medical expenses	6.7%	--	--	4.2%	7.3%	--
- Other expenses	4.8%	--	--	4.6%	5.7%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Expenditure per tourist and trip (€)</b>						
<b>Accommodation:</b>	<b>888</b>	--	--	<b>1,062</b>	<b>972</b>	--
- Accommodation	777	--	--	980	776	--
- Additional accommodation expenses	110	--	--	82	196	--
<b>Transport:</b>	<b>837</b>	--	--	<b>866</b>	<b>882</b>	--
- National/International Transport	486	--	--	530	524	--
- Flights between islands	82	--	--	61	74	--
- Taxi	100	--	--	101	105	--
- Car rental	138	--	--	145	142	--
- Public transport	31	--	--	29	38	--
<b>Food and drink:</b>	<b>300</b>	--	--	<b>279</b>	<b>338</b>	--
- Food purchases at supermarkets	108	--	--	101	121	--
- Restaurants	192	--	--	178	217	--
<b>Leisure:</b>	<b>512</b>	--	--	<b>517</b>	<b>524</b>	--
- Organized excursions	100	--	--	87	131	--
- Sport activities	132	--	--	70	104	--
- Cultural activities	28	--	--	50	30	--
- Museums	22	--	--	24	12	--
- Theme Parks	77	--	--	126	81	--
- Discos and pubs	64	--	--	88	56	--
- Wellness	89	--	--	71	110	--
<b>Purchases of goods:</b>	<b>2,124</b>	--	--	<b>159</b>	<b>2,080</b>	--
- Souvenirs	81	--	--	96	80	--
- Real estate	2,000	--	--	0	2,000	--
- Other purchases	42	--	--	62	0	--
<b>Others:</b>	<b>114</b>	--	--	<b>102</b>	<b>152</b>	--
- Medical expenses	26	--	--	64	22	--
- Other expenses	88	--	--	38	129	--

## TOURIST PROFILE

## Who are they?

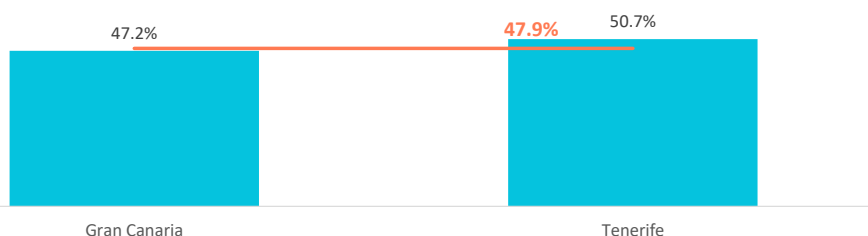
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Gender</b>						
Percentage of men	50.0%	--	--	48.6%	59.2%	--
Percentage of women	50.0%	--	--	51.4%	40.8%	--
<b>Age</b>						
Average age (tourists above 16 years old)	43.78	--	--	45.33	44.28	--
Standard deviation	17.6	--	--	18.9	17.8	--
<b>Age range</b>						
16-24 years old	16.3%	--	--	14.8%	18.3%	--
25-30 years old	15.2%	--	--	17.9%	10.9%	--
31-45 years old	23.7%	--	--	18.9%	22.1%	--
46-60 years old	24.9%	--	--	22.4%	28.9%	--
Over 60 years old	19.9%	--	--	26.0%	19.8%	--
<b>Occupation</b>						
Salaried worker	51.4%	--	--	51.0%	49.7%	--
Self-employed	12.4%	--	--	11.3%	14.9%	--
Unemployed	0.4%	--	--	0.0%	0.0%	--
Business owner	12.5%	--	--	14.3%	11.8%	--
Student	7.8%	--	--	6.2%	6.7%	--
Retired	15.2%	--	--	17.2%	16.4%	--
Unpaid domestic work	0.2%	--	--	0.0%	0.5%	--
Others	0.0%	--	--	0.0%	0.0%	--
<b>Annual household income level</b>						
Less than €25,000	15.8%	--	--	13.4%	18.0%	--
€25,000 - €49,999	33.3%	--	--	34.4%	36.1%	--
€50,000 - €74,999	32.6%	--	--	31.3%	31.6%	--
More than €74,999	18.3%	--	--	20.9%	14.3%	--
<b>Education level</b>						
No studies	0.7%	--	--	0.7%	1.0%	--
Primary education	4.0%	--	--	4.2%	6.6%	--
Secondary education	15.5%	--	--	14.1%	18.4%	--
Higher education	79.8%	--	--	81.0%	74.1%	--

## Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	12.6%	--	--	19.1%	8.0%	--
Only with partner	47.9%	--	--	47.2%	50.7%	--
Only with children (< 13 years old)	5.4%	--	--	3.0%	3.8%	--
Partner + children (< 13 years old)	4.1%	--	--	4.6%	4.1%	--
Other relatives	5.7%	--	--	5.2%	4.6%	--
Friends	9.0%	--	--	8.9%	13.3%	--
Work colleagues	0.0%	--	--	0.0%	0.0%	--
Organized trip	0.0%	--	--	0.0%	0.0%	--
Other combinations <sup>(2)</sup>	15.3%	--	--	12.1%	15.6%	--
<i>(2) Different situations have been isolated</i>						
<b>Tourists with children</b>	11.2%	--	--	8.4%	9.9%	--
- Between 0 and 2 years old	1.1%	--	--	0.7%	0.5%	--
- Between 3 and 12 years old	9.3%	--	--	7.7%	8.6%	--
- Between 0 -2 and 3-12 years old	0.8%	--	--	0.0%	0.7%	--
<b>Tourists without children</b>	88.8%	--	--	91.6%	90.1%	--
<b>Group composition:</b>						
- 1 person	15.6%	--	--	20.1%	10.2%	--
- 2 people	59.0%	--	--	58.0%	66.6%	--
- 3 people	11.7%	--	--	12.4%	13.1%	--
- 4 or 5 people	12.6%	--	--	8.5%	9.0%	--
- 6 or more people	1.1%	--	--	1.0%	1.1%	--
<b>Average group size:</b>	2.29	--	--	2.20	2.26	--

\*People who share the main expenses of the trip

**% TOURISTS WHO TRAVEL ONLY WITH PARTNER**

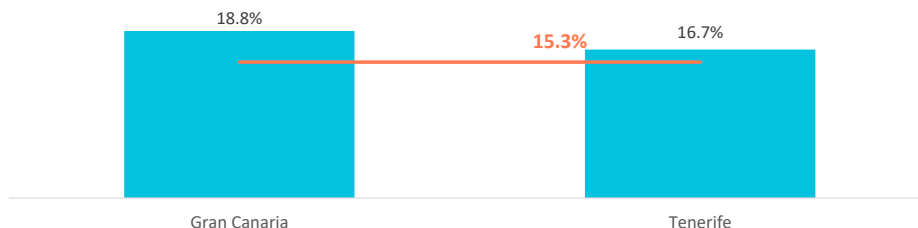


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.4%	--	--	0.0%	1.1%	--
Between 1 and 30 days	25.0%	--	--	23.1%	25.6%	--
Between 1 and 2 months	22.9%	--	--	19.6%	21.3%	--
Between 3 and 6 months	36.4%	--	--	38.5%	35.3%	--
More than 6 months	15.3%	--	--	18.8%	16.7%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



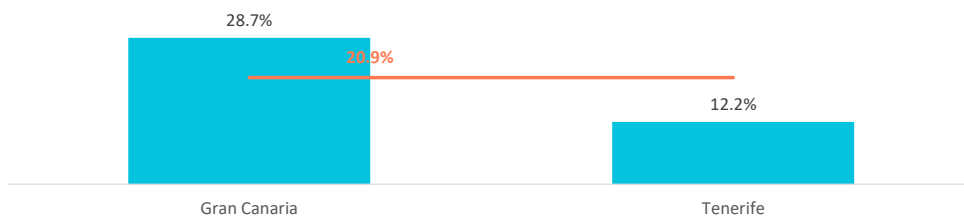
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Flight</b>						
- Directly with the airline	53.6%	--	--	42.4%	54.4%	--
- Tour Operator or Travel Agency	46.4%	--	--	57.6%	45.6%	--
<b>Accommodation</b>						
- Directly with the accommodation	45.3%	--	--	29.6%	50.5%	--
- Tour Operator or Travel Agency	54.7%	--	--	70.4%	49.5%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	34.8%	--	--	21.5%	37.1%	--
Bed and Breakfast	13.6%	--	--	13.2%	16.6%	--
Half board	28.1%	--	--	33.3%	32.5%	--
Full board	2.6%	--	--	3.3%	1.5%	--
All inclusive	20.9%	--	--	28.7%	12.2%	--

% TOURISTS WHO BOOK ALL INCLUSIVE



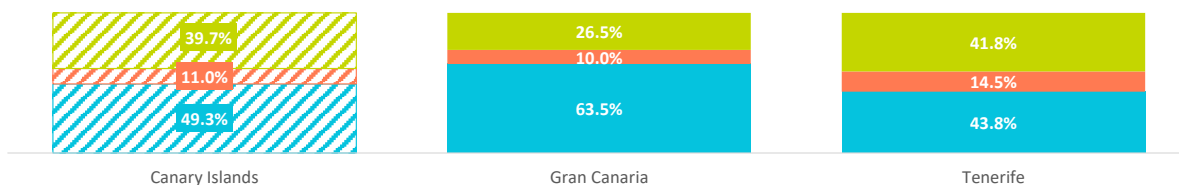
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	7.7%	--	--	9.6%	6.0%	--
4* Hotel	33.1%	--	--	41.6%	27.7%	--
5* Hotel / 5* Luxury Hotel	8.5%	--	--	12.3%	10.0%	--
Aparthotel / Tourist Villa	11.0%	--	--	10.0%	14.5%	--
House/room rented in a private dwelling	11.0%	--	--	7.9%	14.8%	--
Private accommodation <sup>(1)</sup>	15.2%	--	--	11.5%	17.7%	--
Others (Cottage, cruise, camping,...)	13.5%	--	--	7.0%	9.2%	--

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



TRIP MOTIVATION AND DESTINATION CHOICE

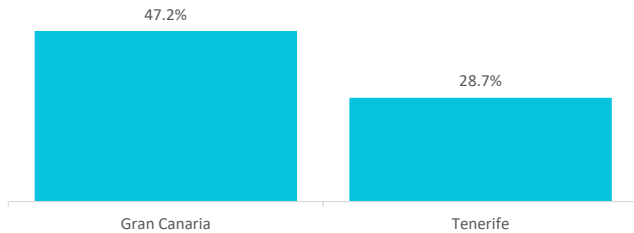
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	87.0%	--	--	83.8%	84.5%	--
Family reasons	7.4%	--	--	11.8%	4.4%	--
Business	0.2%	--	--	0.6%	0.0%	--
Education and training	0.5%	--	--	0.0%	1.4%	--
Sports training	3.9%	--	--	2.6%	8.3%	--
Health	0.0%	--	--	0.0%	0.0%	--
Conventions and Exhibitions	0.0%	--	--	0.0%	0.0%	--
Others	1.0%	--	--	1.2%	1.4%	--

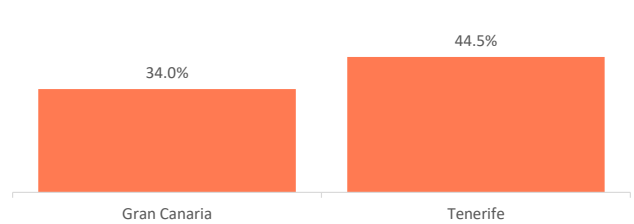
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	33.6%	--	--	47.2%	28.7%	--
Enjoy family time	8.7%	--	--	5.7%	8.2%	--
Have fun	6.8%	--	--	6.2%	6.5%	--
Explore the destination	35.9%	--	--	34.0%	44.5%	--
Practice their hobbies	10.5%	--	--	4.4%	12.1%	--
Other reasons	4.5%	--	--	2.4%	0.0%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	73.0%	--	--	71.7%	77.5%	--
Safety	66.8%	--	--	73.9%	62.1%	--
Tranquility	53.0%	--	--	59.5%	52.0%	--
Sea	50.3%	--	--	56.1%	40.8%	--
Accommodation supply	48.8%	--	--	62.8%	38.0%	--
Beaches	46.4%	--	--	51.2%	50.5%	--
Effortless trip	42.8%	--	--	54.0%	37.4%	--
Price	41.2%	--	--	47.1%	42.7%	--
European belonging	31.4%	--	--	34.4%	34.1%	--
Landscapes	31.0%	--	--	34.7%	33.8%	--
Environment	29.3%	--	--	41.2%	29.0%	--
Gastronomy	29.3%	--	--	33.8%	33.1%	--
Fun possibilities	25.5%	--	--	31.4%	20.9%	--
Authenticity	24.1%	--	--	31.1%	22.0%	--
Exoticism	20.1%	--	--	19.1%	23.8%	--
Hiking trail network	10.3%	--	--	18.1%	9.3%	--
Shopping	9.5%	--	--	15.4%	8.7%	--
Culture	8.7%	--	--	14.8%	9.3%	--
Historical heritage	8.5%	--	--	10.9%	8.7%	--
Nightlife	4.3%	--	--	9.5%	2.4%	--

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

What channels did they use to get information about the trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	40.3%	--	--	33.7%	41.7%	--
Friends or relatives	31.4%	--	--	37.1%	30.0%	--
Internet or social media	55.3%	--	--	50.0%	63.1%	--
Mass Media	3.3%	--	--	4.1%	5.1%	--
Travel guides and magazines	15.6%	--	--	15.0%	10.6%	--
Travel Blogs or Forums	12.1%	--	--	7.2%	19.8%	--
Travel TV Channels	0.6%	--	--	1.4%	0.3%	--
Tour Operator or Travel Agency	18.1%	--	--	24.4%	16.4%	--
Public administrations or similar	1.1%	--	--	0.0%	0.0%	--
Others	3.2%	--	--	3.9%	4.6%	--

\* Multi-choice question

# TOURIST PROFILE BY ISLAND OF STAY (2023)

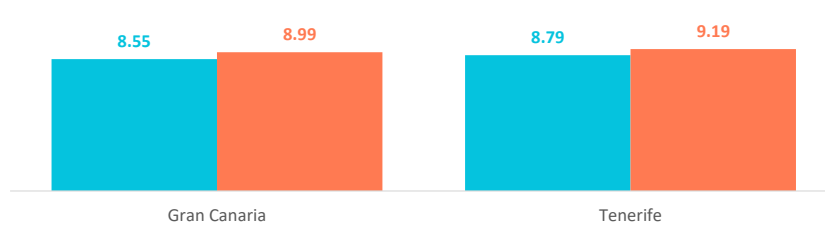
## AUSTRIA



### SATISFACTION AND LOYALTY INDICATORS

#### Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.93	--	--	8.97	8.91	--
<b>Experience in the Canary Islands</b>	<b>Canary Islands</b>	<b>Lanzarote</b>	<b>Fuerteventura</b>	<b>Gran Canaria</b>	<b>Tenerife</b>	<b>La Palma</b>
Worse or much worse than expected	0.6%	--	--	0.3%	1.4%	--
Lived up to expectations	47.6%	--	--	49.8%	47.1%	--
Better or much better than expected	51.8%	--	--	49.9%	51.5%	--
<b>Future intentions (scale 1-10)</b>	<b>Canary Islands</b>	<b>Lanzarote</b>	<b>Fuerteventura</b>	<b>Gran Canaria</b>	<b>Tenerife</b>	<b>La Palma</b>
Return to the Canary Islands	8.62	--	--	8.55	8.79	--
Recommend visiting the Canary Islands	9.08	--	--	8.99	9.19	--



#### 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	40.8%	--	--	43.0%	45.2%	--
Repeat tourists	59.2%	--	--	57.0%	54.8%	--
At least 10 previous visits	12.7%	--	--	11.8%	15.4%	--
Repeat tourists (last 5 years)	54.1%	--	--	53.4%	51.6%	--
Repeat tourists (last 5 years) (5 or more visits)	9.4%	--	--	8.1%	11.3%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	22.8%	--	--	15.9%	10.6%	--
Fuerteventura	24.8%	--	--	12.1%	9.7%	--
Gran Canaria	35.3%	--	--	<b>51.2%</b>	14.9%	--
Tenerife	37.9%	--	--	12.4%	<b>46.6%</b>	--
La Palma	7.9%	--	--	24.0%	24.9%	--
CANARY ISLANDS	<b>59.2%</b>	--	--	57.0%	54.8%	--

#### How to interpret the table

- Column **Canary Islands** = refers to the % of repeat austrian tourists on each island regardless of island of stay in this trip (2023).
- Column **each island** = refers to the % of repeat austrian tourist on each island by island of stay in 2023. For example: 51.2% refers to % repeat austrian tourist who repeat Gran Canaria in 2023 and stay in Gran Canaria in this trip. 12.4% austrian tourist who stay in Gran Canaria in 2023 and has previously been to Tenerife.
- Row **CANARY ISLANDS** = refers to the % repeat austrian tourists by island of stay. For exdample: 54.8% refers to % austrian tourist 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	89.5%	--	--	93.1%	89.8%	--
Two islands	8.4%	--	--	2.5%	9.8%	--
Three or more islands	2.1%	--	--	4.4%	0.5%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	8.4%	--	--	1.0%	0.0%	--
Fuerteventura	20.5%	--	--	1.9%	0.0%	--
Gran Canaria	33.1%	--	--	<b>100%</b>	0.6%	--
Tenerife	37.8%	--	--	1.2%	<b>100%</b>	--
La Gomera	2.2%	--	--	0.0%	3.6%	--
La Palma	2.3%	--	--	0.0%	0.0%	--
El Hierro	0.1%	--	--	0.0%	0.0%	--
Cruise	0.6%	--	--	0.3%	0.0%	--

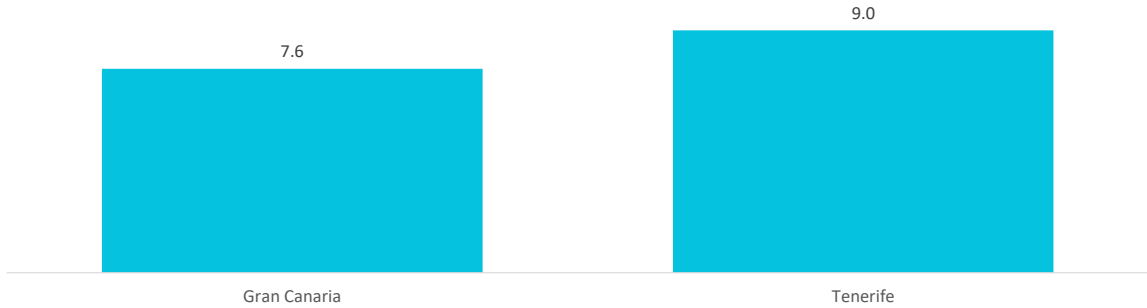
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	1.7%	--	--	2.5%	1.8%	--
1 - 2 hours	6.2%	--	--	8.1%	3.8%	--
3 - 6 hours	26.2%	--	--	29.8%	20.6%	--
7 - 12 hours	57.6%	--	--	54.4%	63.6%	--
More than 12 hours	8.3%	--	--	5.2%	10.2%	--
<b>Outdoor time per day</b>	<b>8.2</b>	--	--	<b>7.6</b>	<b>9.0</b>	--



Canary Islands  
8.2



Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	78.3%	--	--	79.9%	79.2%	--
Beach	59.7%	--	--	56.8%	66.1%	--
Swimming pool, hotel facilities	57.1%	--	--	53.2%	64.4%	--
Explore the island on their own	36.0%	--	--	31.5%	37.3%	--
Taste Canarian gastronomy	35.9%	--	--	41.8%	38.3%	--
Hiking	27.5%	--	--	26.5%	29.0%	--
Organized excursions	17.0%	--	--	11.7%	19.1%	--
Nightlife / concerts / shows	14.6%	--	--	10.4%	25.8%	--
Theme parks	13.2%	--	--	11.3%	16.9%	--
Sea excursions / whale watching	12.8%	--	--	15.7%	9.6%	--
Wineries / markets / popular festivals	11.7%	--	--	13.3%	15.7%	--
Museums / exhibitions	11.0%	--	--	9.5%	19.5%	--
Other Nature Activities	10.2%	--	--	8.2%	7.5%	--
Swim	9.7%	--	--	3.5%	19.2%	--
Beauty and health treatments	7.4%	--	--	2.4%	5.5%	--
Running	6.8%	--	--	4.2%	7.4%	--
Practice other sports	5.7%	--	--	10.5%	2.2%	--
Astronomical observation	5.5%	--	--	5.5%	4.6%	--
Cycling / Mountain bike	4.8%	--	--	4.6%	6.2%	--
Surf	3.8%	--	--	4.0%	3.0%	--
Scuba Diving	3.6%	--	--	5.6%	3.7%	--
Golf	3.5%	--	--	2.8%	6.6%	--
Windsurf / Kitesurf	0.9%	--	--	0.0%	0.0%	--

WALK, WANDER



BEACH



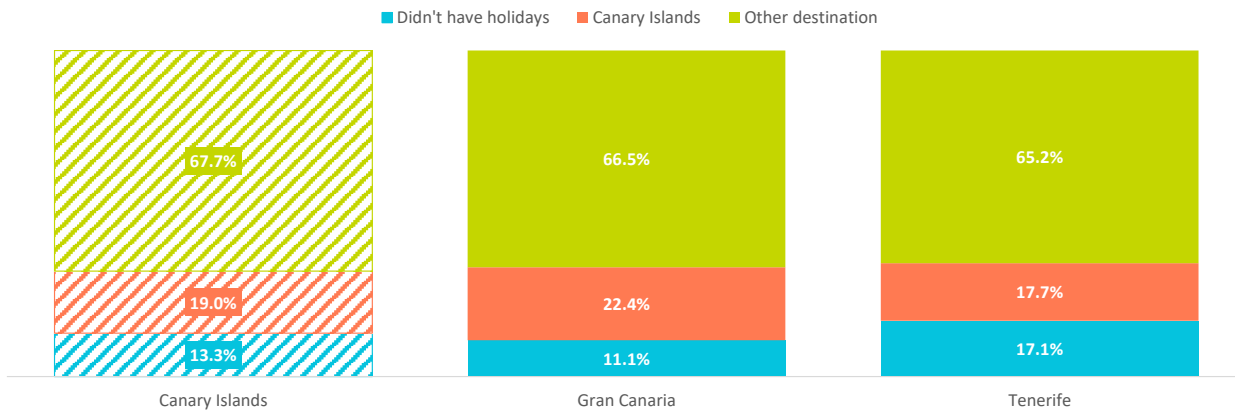


COMPETITORS

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	13.3%	--	--	11.1%	17.1%	--
Canary Islands	19.0%	--	--	22.4%	17.7%	--
Other destination	67.7%	--	--	66.5%	65.2%	--
Balearic Islands	2.1%	--	--	2.5%	0.4%	--
Rest of Spain	7.1%	--	--	6.6%	4.6%	--
Italy	14.5%	--	--	13.8%	19.6%	--
France	5.1%	--	--	2.4%	3.1%	--
Turkey	1.4%	--	--	2.2%	1.0%	--
Greece	9.3%	--	--	9.6%	7.0%	--
Portugal	3.3%	--	--	1.0%	2.7%	--
Croatia	9.3%	--	--	14.2%	10.1%	--
Egypt	2.6%	--	--	1.8%	2.4%	--
Tunisia	0.5%	--	--	1.5%	0.0%	--
Morocco	0.4%	--	--	0.0%	0.0%	--
Others	12.1%	--	--	10.9%	14.3%	--

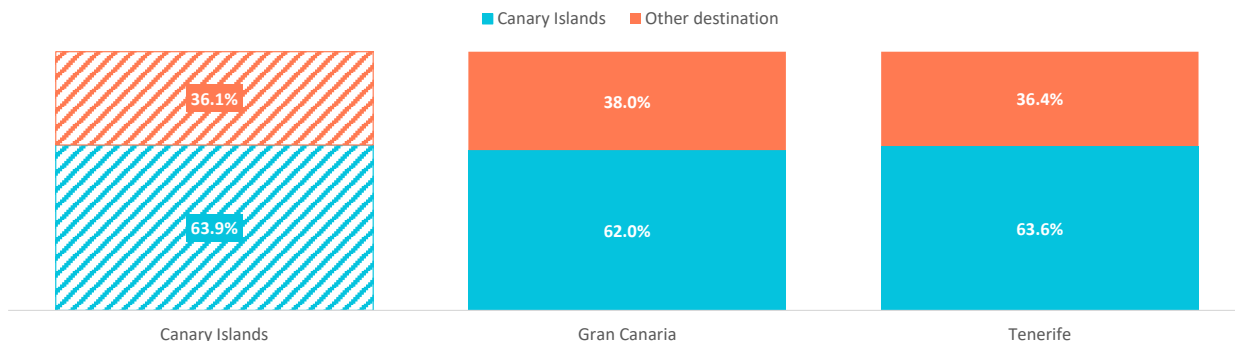
\* Percentage of valid answers



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")	35.3%	--	--	25.9%	38.4%	--
Canary Islands (other island)	28.7%	--	--	36.1%	25.1%	--
Other destination	36.1%	--	--	38.0%	36.4%	--
Balearic Islands	2.6%	--	--	4.3%	0.6%	--
Rest of Spain	4.8%	--	--	4.1%	4.0%	--
Italy	3.6%	--	--	4.5%	3.0%	--
France	0.9%	--	--	0.0%	1.2%	--
Turkey	2.0%	--	--	3.0%	1.8%	--
Greece	7.6%	--	--	9.2%	8.7%	--
Portugal	5.4%	--	--	3.0%	7.4%	--
Croatia	1.6%	--	--	1.0%	3.1%	--
Egypt	4.9%	--	--	5.2%	5.3%	--
Others	2.6%	--	--	3.6%	1.2%	--

\* Percentage of valid answers





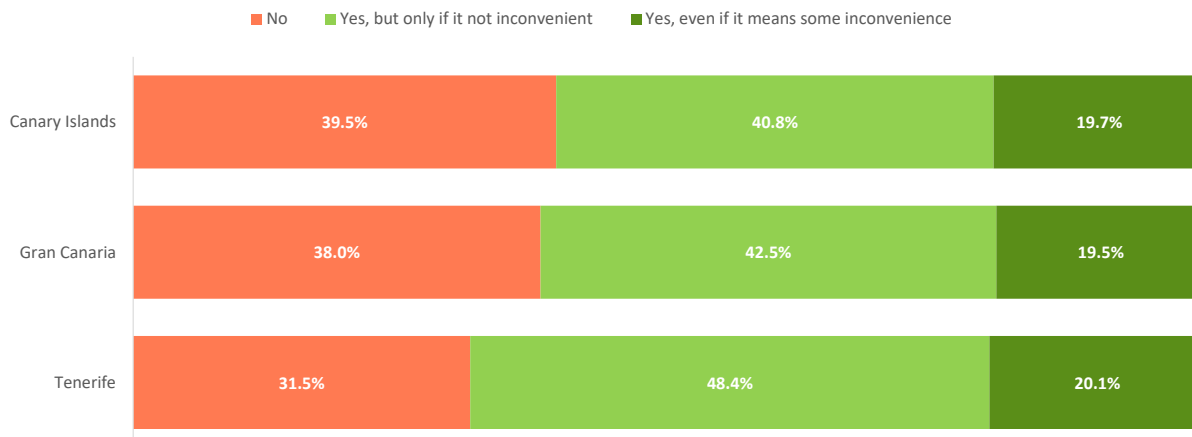
# TOURIST PROFILE BY ISLAND OF STAY (2023)

## AUSTRIA

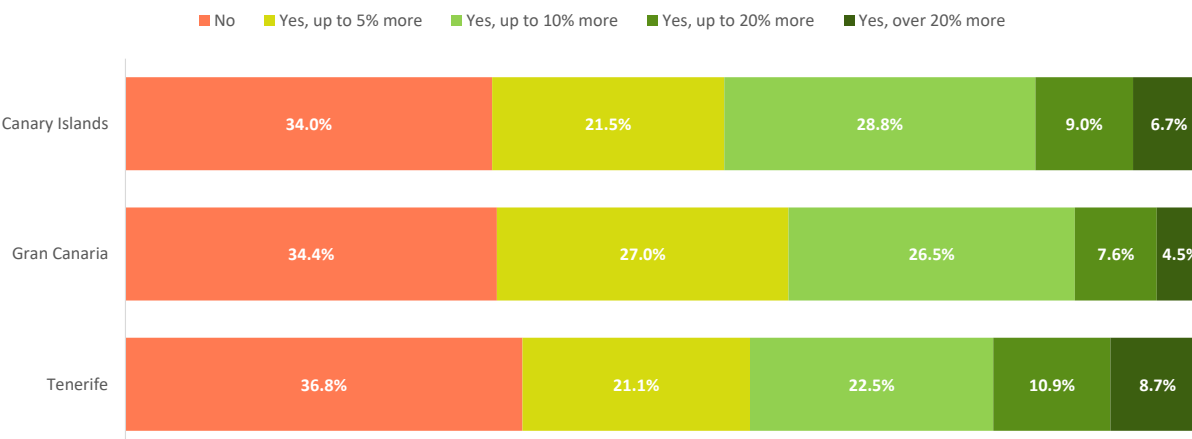


### SUSTAINABLE DESTINATION

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?



Percepcion of the following sustainability measures during their stay \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.1	--	--	8.0	8.4	--
Tolerance towards tourism	8.7	--	--	8.9	8.6	--
Cleanliness of the island	7.9	--	--	7.7	7.8	--
Air quality	8.4	--	--	8.4	8.3	--
Rational water consumption	7.1	--	--	7.2	6.8	--
Energy saving	6.3	--	--	6.6	6.1	--
Use of renewable energy	6.5	--	--	7.2	6.3	--
Recycling	6.5	--	--	6.6	6.5	--
Easy to get around by public transport	7.1	--	--	7.7	7.4	--
Overcrowding in tourist areas	5.8	--	--	6.1	5.5	--
Supply of local products	7.0	--	--	7.0	7.0	--

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

### FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Austria	67.3%	--	--	62.9%	78.2%	--
Germany	18.9%	--	--	22.9%	10.6%	--
Spanish Mainland	7.7%	--	--	8.7%	3.1%	--
Switzerland	3.1%	--	--	4.2%	2.3%	--
Italy	1.5%	--	--	0.0%	4.0%	--
Others	1.5%	--	--	1.2%	1.8%	--

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.