TOURIST PROFILE BY ISLAND OF STAY (2023)
FINLAND

INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	**181,548**	**7,780**	**8,973**	**90,478**	**73,889**	**349**
% Tourists	**100%**	4.3%	4.9%	49.8%	40.7%	0.2%
% tourists who book holiday package	58.3%	--	--	66.5%	44.9%	--
Expenditure per tourist (€)	**1,865**	**--**	**--**	**1,715**	**2,052**	**--**
- book holiday package	1,918	--	--	1,820	2,165	--
- holiday package	1,582	--	--	1,511	1,743	--
- others	336	--	--	308	422	--
- do not book holiday package	1,790	--	--	1,509	1,959	--
- flight	512	--	--	499	509	--
- accommodation	669	--	--	504	779	--
- others	609	--	--	506	671	--
Average lenght of stay	**12.88**	**--**	**--**	**12.03**	**14.74**	**--**
Average daily expenditure (€)	**196.3**	**--**	**--**	**196.3**	**192.0**	**--**
Average daily expenditure without flight (€)	**133.1**	**--**	**--**	**133.7**	**131.4**	**--**
Average cost of the flight (€)	**560.5**	**--**	**--**	**529.7**	**576.2**	**--**
Total turnover (≥ 16 years old) (€m)	**339**	**--**	**--**	**155**	**152**	**--**
% Turnover	**100%**	--	--	45.8%	44.8%	--
Tourist arrivals (FRONTUR)	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**n.d.**
Passenger arrivals on non-stop flights (AENA)	**198,010**	**9,126**	**4,969**	**105,459**	**78,456**	**n.d.**
Children < 16 years old (FRONTUR - EGT)	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**n.d.**	**n.d.**

% TOURISTS (≥ 16 years old)

La Palma; 0.2%
Fuerteventura; 4.9%
Lanzarote; 4.3%
Tenerife; 40.7%
Gran Canaria; 49.8%

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)

Canary Islands 58.3%
Gran Canaria 66.5%
Tenerife 44.9%
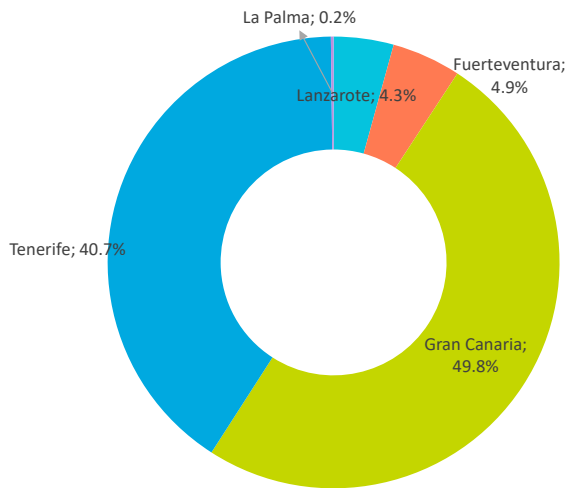
AVERAGE LENGHT OF STAY

Canary Islands 12.88
Gran Canaria 12.03
Tenerife 14.74
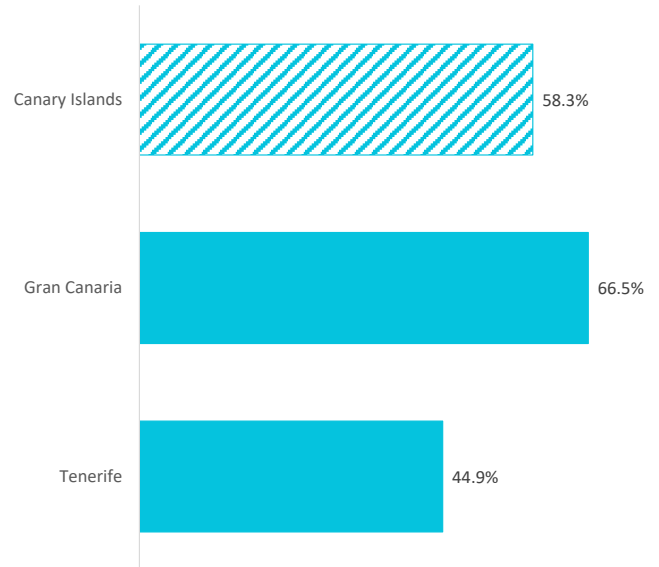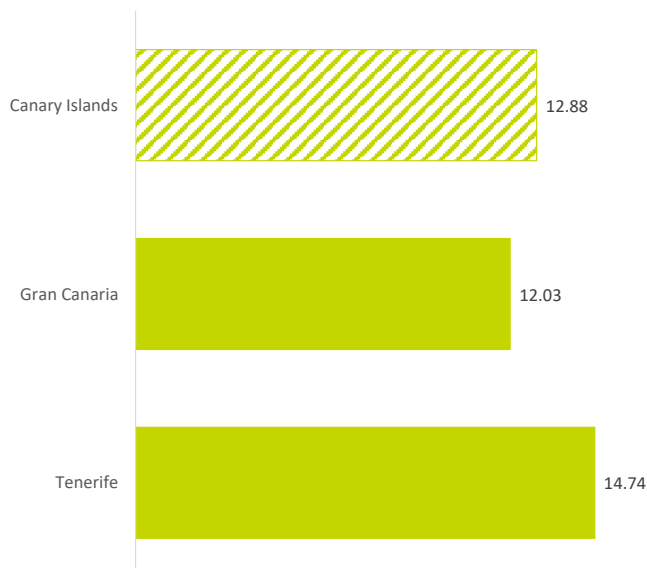
EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)

Canary Islands 133.1
Gran Canaria 133.7
Tenerife 131.4

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	90.9%	--	--	91.9%	88.3%	--
- Additional accommodation expenses	3.3%	--	--	3.3%	2.3%	--
Transport:						
- National/International Transport	96.6%	--	--	98.2%	93.9%	--
- Flights between islands	2.9%	--	--	1.6%	2.9%	--
- Taxi	62.5%	--	--	65.7%	63.4%	--
- Car rental	31.6%	--	--	24.1%	39.7%	--
- Public transport	17.1%	--	--	20.3%	14.6%	--
Food and drink:						
- Food purchases at supermarkets	68.9%	--	--	71.3%	66.8%	--
- Restaurants	74.8%	--	--	72.0%	79.7%	--
Leisure:						
- Organized excursions	20.9%	--	--	16.8%	24.4%	--
- Sport activities	7.9%	--	--	7.5%	7.1%	--
- Cultural activities	2.2%	--	--	1.1%	3.8%	--
- Museums	8.0%	--	--	7.4%	6.5%	--
- Theme Parks	10.7%	--	--	4.8%	18.2%	--
- Discos and pubs	10.5%	--	--	15.1%	5.1%	--
- Wellness	8.0%	--	--	6.2%	9.9%	--
Purchases of goods:						
- Souvenirs	42.1%	--	--	41.8%	42.2%	--
- Real estate	0.2%	--	--	0.3%	0.0%	--
- Other purchases	0.7%	--	--	0.7%	0.9%	--
Others:						
- Medical expenses	7.0%	--	--	9.0%	3.8%	--
- Other expenses	7.8%	--	--	8.7%	6.3%	--

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:	1,045	--	--	1,127	1,011	--
- Accommodation	880	--	--	825	973	--
- Additional accommodation expenses	166	--	--	302	38	--
Transport:	919	--	--	799	1,040	--
- National/International Transport	580	--	--	540	613	--
- Flights between islands	43	--	--	15	69	--
- Taxi	131	--	--	94	180	--
- Car rental	141	--	--	128	149	--
- Public transport	24	--	--	22	28	--
Food and drink:	343	--	--	316	390	--
- Food purchases at supermarkets	133	--	--	123	148	--
- Restaurants	210	--	--	193	242	--
Leisure:	535	--	--	438	576	--
- Organized excursions	97	--	--	79	120	--
- Sport activities	96	--	--	86	116	--
- Cultural activities	32	--	--	12	39	--
- Museums	29	--	--	28	36	--
- Theme Parks	94	--	--	58	109	--
- Discos and pubs	88	--	--	94	92	--
- Wellness	98	--	--	80	64	--
Purchases of goods:	252	--	--	250	154	--
- Souvenirs	99	--	--	100	97	--
- Real estate	100	--	--	100	0	--
- Other purchases	53	--	--	50	56	--
Others:	252	--	--	85	729	--
- Medical expenses	171	--	--	35	611	--
- Other expenses	81	--	--	50	119	--

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	46.3%	--	--	50.1%	43.0%	--
Percentage of women	53.7%	--	--	49.9%	57.0%	--
Age						
Average age (tourists above 16 years old)	48.82	--	--	50.27	47.25	--
Standard deviation	17.3	--	--	16.8	18.0	--
Age range						
16-24 years old	12.1%	--	--	11.0%	15.1%	--
25-30 years old	6.2%	--	--	3.9%	8.6%	--
31-45 years old	24.9%	--	--	22.0%	24.8%	--
46-60 years old	27.1%	--	--	31.3%	22.4%	--
Over 60 years old	29.6%	--	--	31.7%	29.1%	--
Occupation						
Salaried worker	52.2%	--	--	52.6%	50.3%	--
Self-employed	7.1%	--	--	6.6%	7.3%	--
Unemployed	0.3%	--	--	0.2%	0.5%	--
Business owner	7.0%	--	--	6.7%	6.7%	--
Student	7.8%	--	--	6.4%	10.6%	--
Retired	24.9%	--	--	26.5%	24.2%	--
Unpaid domestic work	0.3%	--	--	0.4%	0.4%	--
Others	0.3%	--	--	0.6%	0.0%	--
Annual household income level						
Less than €25,000	8.6%	--	--	7.2%	10.6%	--
€25,000 - €49,999	30.4%	--	--	27.2%	33.4%	--
€50,000 - €74,999	26.6%	--	--	30.1%	24.7%	--
More than €74,999	34.5%	--	--	35.5%	31.2%	--
Education level						
No studies	0.3%	--	--	0.0%	0.6%	--
Primary education	6.1%	--	--	6.5%	6.2%	--
Secondary education	32.5%	--	--	35.0%	30.2%	--
Higher education	61.1%	--	--	58.4%	63.1%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	10.6%	--	--	10.8%	10.4%	--
Only with partner	43.1%	--	--	46.7%	38.6%	--
Only with children (< 13 years old)	8.1%	--	--	6.4%	9.8%	--
Partner + children (< 13 years old)	4.0%	--	--	2.6%	5.4%	--
Other relatives	8.0%	--	--	8.2%	7.3%	--
Friends	5.8%	--	--	6.9%	5.8%	--
Work colleagues	0.2%	--	--	0.3%	0.0%	--
Organized trip	0.5%	--	--	0.2%	1.0%	--
Other combinations [2]	19.8%	--	--	17.8%	21.6%	--
[2] *Different situations have been isolated*						
Tourists with children	17.8%	--	--	13.9%	20.3%	--
- Between 0 and 2 years old	1.0%	--	--	1.5%	0.5%	--
- Between 3 and 12 years old	15.7%	--	--	12.3%	18.6%	--
- Between 0 -2 and 3-12 years old	1.1%	--	--	0.1%	1.2%	--
Tourists without children	82.2%	--	--	86.1%	79.7%	--
Group composition:						
- 1 person	13.0%	--	--	13.4%	12.9%	--
- 2 people	50.9%	--	--	52.8%	48.5%	--
- 3 people	12.7%	--	--	14.4%	11.4%	--
- 4 or 5 people	20.1%	--	--	15.3%	25.4%	--
- 6 or more people	3.3%	--	--	4.2%	1.7%	--
Average group size:	2.62	--	--	2.59	2.65	--

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

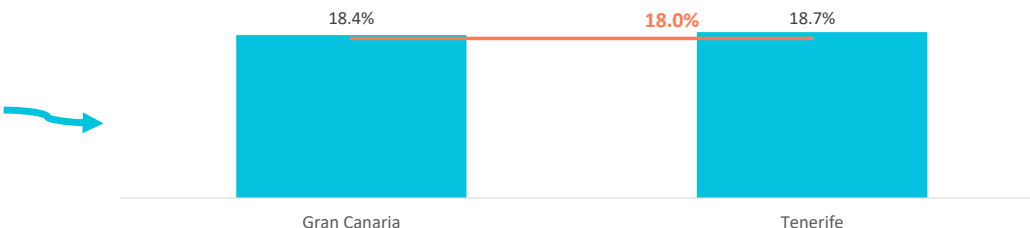46.7%
43.1%
38.6%

Gran Canaria
Tenerife
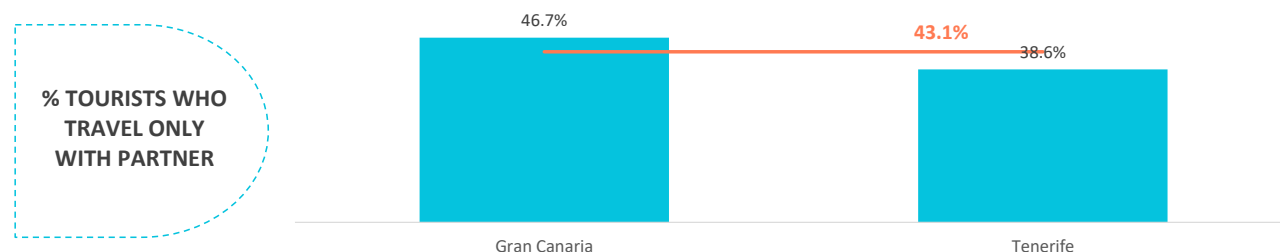
TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.2%	--	--	0.5%	0.0%	--
Between 1 and 30 days	21.5%	--	--	22.5%	19.5%	--
Between 1 and 2 months	23.2%	--	--	24.8%	21.8%	--
Between 3 and 6 months	37.1%	--	--	33.8%	40.0%	--
More than 6 months	18.0%	--	--	18.4%	18.7%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS

18.4%   **18.0%**   18.7%

Gran Canaria   Tenerife

### With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	33.6%	--	--	29.8%	41.5%	--
- Tour Operator or Travel Agency	66.4%	--	--	70.2%	58.5%	--
Accommodation						
- Directly with the accommodation	30.7%	--	--	27.3%	36.6%	--
- Tour Operator or Travel Agency	69.3%	--	--	72.7%	63.4%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	34.9%	--	--	36.7%	37.5%	--
Bed and Breakfast	26.4%	--	--	24.0%	31.8%	--
Half board	14.0%	--	--	10.8%	13.6%	--
Full board	11.1%	--	--	13.7%	7.3%	--
All inclusive	13.7%	--	--	14.9%	9.8%	--

% TOURISTS WHO BOOK ALL INCLUSIVE

14.9%   **13.7%**   9.8%

Gran Canaria   Tenerife
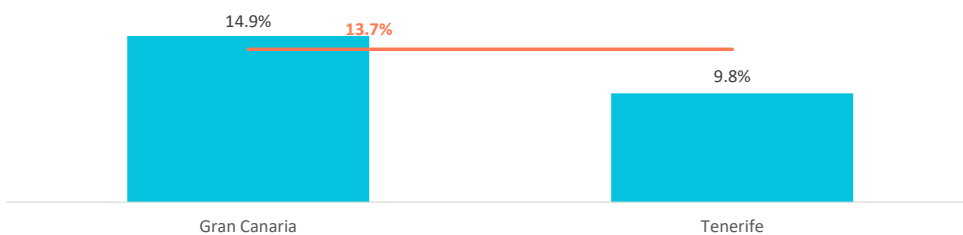
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	8.8%	--	--	10.0%	9.0%	--
4* Hotel	26.2%	--	--	24.4%	24.8%	--
5* Hotel / 5* Luxury Hotel	7.7%	--	--	7.6%	7.5%	--
Aparthotel / Tourist Villa	17.2%	--	--	17.9%	16.3%	--
House/room rented in a private dwelling	5.1%	--	--	5.2%	6.3%	--
Private accommodation [1]	4.1%	--	--	3.6%	5.5%	--
Others (Cottage, cruise, camping,..)	30.9%	--	--	31.3%	30.5%	--

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

TYPE OF ACCOMMODATION

■ Hotels ■ Aparthotel / Tourist Villa ■ Others

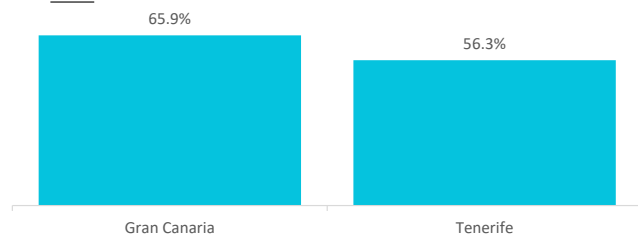|	Canary Islands	Gran Canaria	Tenerife
Others	40.1%	40.1%	42.3%
Aparthotel / Tourist Villa	17.2%	17.9%	16.3%
Hotels	42.8%	42.0%	41.4%
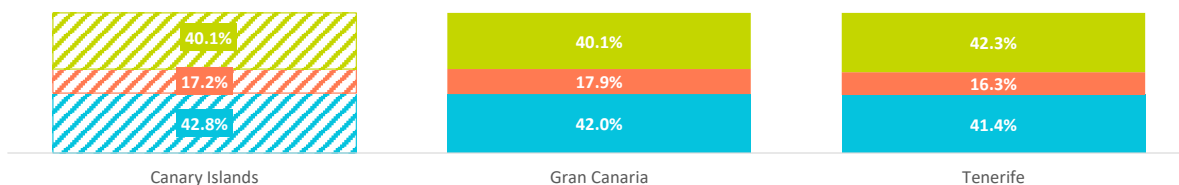
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

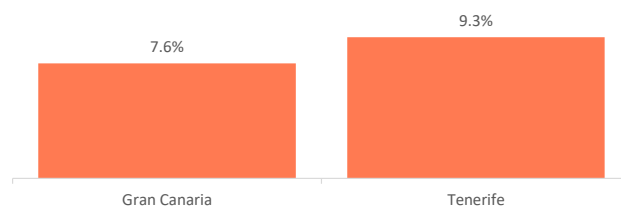|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	90.9%	--	--	92.1%	88.6%	--
Family reasons	3.7%	--	--	4.1%	4.1%	--
Business	1.3%	--	--	1.5%	1.3%	--
Education and training	0.0%	--	--	0.0%	0.0%	--
Sports training	1.6%	--	--	0.7%	2.7%	--
Health	1.8%	--	--	1.0%	2.2%	--
Conventions and Exhibitions	0.0%	--	--	0.0%	0.0%	--
Others	0.7%	--	--	0.5%	1.2%	--

What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	61.5%	--	--	65.9%	56.3%	--
Enjoy family time	21.2%	--	--	19.1%	25.5%	--
Have fun	3.0%	--	--	3.1%	3.5%	--
Explore the destination	8.4%	--	--	7.6%	9.3%	--
Practice their hobbies	4.2%	--	--	3.1%	3.8%	--
Other reasons	1.6%	--	--	1.2%	1.6%	--

REST

| Gran Canaria | 65.9% |
| Tenerife | 56.3% |

EXPLORE THE DESTINATION

| Gran Canaria | 7.6% |
| Tenerife | 9.3% |

Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	82.1%	--	--	82.5%	81.7%	--
Safety	52.9%	--	--	54.4%	46.8%	--
Tranquility	47.7%	--	--	44.7%	49.3%	--
Sea	40.0%	--	--	35.0%	48.8%	--
Accommodation supply	36.4%	--	--	38.7%	33.7%	--
Beaches	34.6%	--	--	27.9%	43.6%	--
Effortless trip	34.6%	--	--	35.5%	33.9%	--
Price	33.8%	--	--	31.1%	33.8%	--
European belonging	33.4%	--	--	39.1%	24.3%	--
Landscapes	23.8%	--	--	23.9%	24.6%	--
Environment	20.7%	--	--	19.0%	24.1%	--
Gastronomy	17.5%	--	--	18.5%	17.4%	--
Fun possibilities	12.6%	--	--	11.2%	13.6%	--
Authenticity	11.1%	--	--	10.9%	13.3%	--
Exoticism	8.2%	--	--	8.5%	9.6%	--
Hiking trail network	8.2%	--	--	7.8%	9.0%	--
Shopping	7.7%	--	--	6.1%	11.6%	--
Culture	6.6%	--	--	7.6%	5.4%	--
Historical heritage	5.2%	--	--	4.0%	6.3%	--
Nightlife	4.6%	--	--	5.6%	4.5%	--

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?

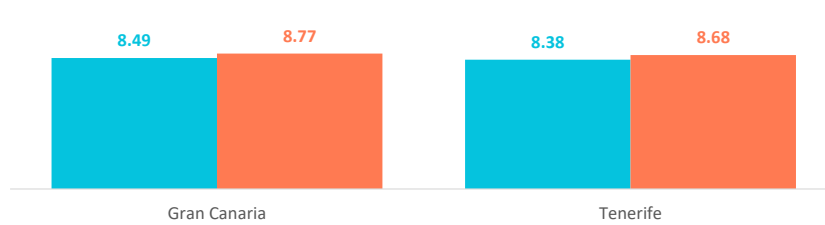|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	60.9%	--	--	56.5%	68.6%	--
Friends or relatives	24.2%	--	--	22.5%	26.2%	--
Internet or social media	59.2%	--	--	58.0%	60.0%	--
Mass Media	1.9%	--	--	1.3%	2.5%	--
Travel guides and magazines	4.6%	--	--	2.9%	6.9%	--
Travel Blogs or Forums	9.0%	--	--	5.2%	13.9%	--
Travel TV Channels	0.8%	--	--	0.0%	2.0%	--
Tour Operator or Travel Agency	27.4%	--	--	23.8%	29.9%	--
Public administrations or similar	1.1%	--	--	0.0%	2.8%	--
Others	1.7%	--	--	2.1%	0.7%	--

* Multi-choise question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.63	--	--	8.59	8.65	--

Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.3%	--	--	2.7%	2.3%	--
Lived up to expectations	65.2%	--	--	71.0%	59.1%	--
Better or much better than expected	32.5%	--	--	26.4%	38.5%	--

Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.45	--	--	8.49	8.38	--
Recommend visiting the Canary Islands	8.73	--	--	8.77	8.68	--

RETURN TO THE CANARY ISLANDS

Canary Islands = 8.45

RECOMMEND VISITING THE CANARY ISLANDS

Canary Islands = 8.73

Gran Canaria: 8.49 / 8.77
Tenerife: 8.38 / 8.68

How many are loyal to the Canary Islands?

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	19.8%	--	--	20.5%	18.3%	--
Repeat tourists	80.2%	--	--	79.5%	81.7%	--
At least 10 previous visits	27.0%	--	--	31.8%	22.0%	--
Repeat tourists (last 5 years)	76.7%	--	--	74.7%	79.4%	--
Repeat tourists (last 5 years) (5 or more visits)	15.0%	--	--	15.0%	15.8%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	31.1%	--	--	27.0%	31.2%	--
Fuerteventura	21.4%	--	--	42.1%	40.7%	--
Gran Canaria	71.1%	--	--	**75.6%**	31.8%	--
Tenerife	66.5%	--	--	44.6%	**79.4%**	--
La Palma	8.1%	--	--	0.0%	0.0%	--
CANARY ISLANDS	**80.2%**	--	--	79.5%	81.7%	--

How to interpret the table

*1. Column Canary Islands = refers to the % of **repeat finn tourists** on each island regardless of island of stay in this trip (2023).*

*2. Column each island = refers to the % of **repeat finn tourist** on each island by island of stay in 2023. For example: 75.6% refers to % **repeat finn tourist** who repeat Gran Canaria in 2023 and stay in Gran Canaria in this trip. 44.6% **finn tourist who stay in Gran Canaria in 2023** and has previously been to Tenerife.*

*3. Row CANARY ISLANDS = refers to the % **repeat finn tourists** by island of stay. For exdample: 81.7% refers to % **finn tourist who visit Tenerife in 2023** and has previously been to Canary Islands.*

ISLANDS

How many islands do they visit during their trip?

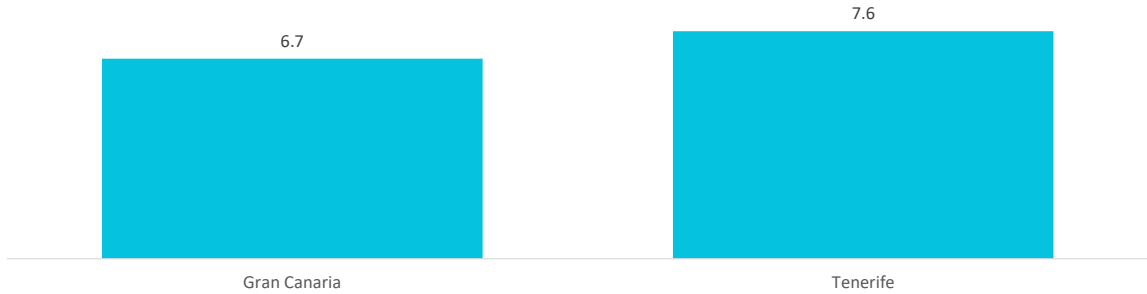|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	96.6%	--	--	98.3%	95.4%	--
Two islands	3.4%	--	--	1.7%	4.6%	--
Three or more islands	0.0%	--	--	0.0%	0.0%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	4.3%	--	--	0.0%	0.0%	--
Fuerteventura	4.9%	--	--	0.0%	0.0%	--
Gran Canaria	50.2%	--	--	100%	0.9%	--
Tenerife	40.8%	--	--	0.2%	100%	--
La Gomera	0.2%	--	--	0.0%	0.4%	--
La Palma	0.2%	--	--	0.0%	0.0%	--
El Hierro	0.0%	--	--	0.0%	0.0%	--
Cruise	0.0%	--	--	0.0%	0.0%	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	1.0%	--	--	0.2%	1.1%	--
1 - 2 hours	6.5%	--	--	7.8%	4.8%	--
3 - 6 hours	43.6%	--	--	48.6%	39.1%	--
7 - 12 hours	43.6%	--	--	39.9%	46.9%	--
More than 12 hours	5.3%	--	--	3.6%	8.2%	--
Outdoor time per day	7.1	--	--	6.7	7.6	--

Canary Islands 7.1

6.7 Gran Canaria

7.6 Tenerife

Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	84.8%	--	--	85.0%	88.3%	--
Beach	69.9%	--	--	70.4%	68.8%	--
Swimming pool, hotel facilities	64.9%	--	--	67.3%	61.7%	--
Explore the island on their own	52.7%	--	--	50.3%	56.0%	--
Taste Canarian gastronomy	22.2%	--	--	17.9%	26.5%	--
Hiking	20.4%	--	--	19.9%	21.8%	--
Organized excursions	19.6%	--	--	12.9%	30.5%	--
Nightlife / concerts / shows	17.6%	--	--	20.9%	16.0%	--
Theme parks	16.2%	--	--	16.0%	16.3%	--
Sea excursions / whale watching	14.7%	--	--	13.3%	15.0%	--
Wineries / markets / popular festivals	13.5%	--	--	10.0%	18.0%	--
Museums / exhibitions	11.8%	--	--	12.7%	10.8%	--
Other Nature Activities	11.0%	--	--	4.9%	17.6%	--
Swim	10.8%	--	--	9.6%	12.2%	--
Beauty and health treatments	10.6%	--	--	9.9%	11.1%	--
Running	10.1%	--	--	8.8%	10.9%	--
Practice other sports	9.6%	--	--	11.5%	6.5%	--
Astronomical observation	5.5%	--	--	4.9%	6.1%	--
Cycling / Mountain bike	4.4%	--	--	5.7%	3.6%	--
Surf	3.6%	--	--	4.3%	1.6%	--
Scuba Diving	1.0%	--	--	0.3%	2.0%	--
Golf	0.9%	--	--	0.0%	1.2%	--
Windsurf / Kitesurf	0.9%	--	--	0.0%	1.0%	--

WALK, WANDER

Canary Islands	84.8%
Gran Canaria	85.0%
Tenerife	88.3%

BEACH

|	
Canary Islands	69.9%
Gran Canaria	70.4%
Tenerife	68.8%
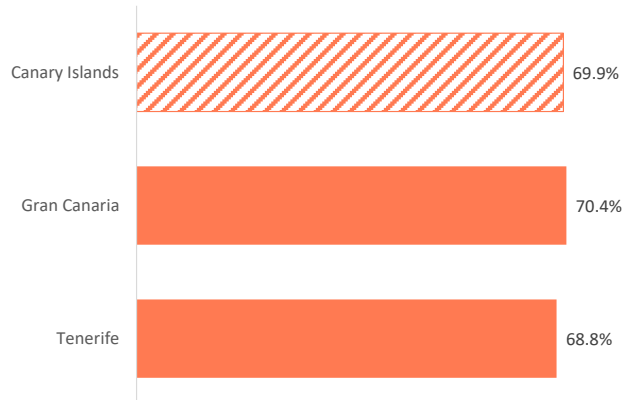
COMPETITORS

Where did they spend their main holiday last year? *

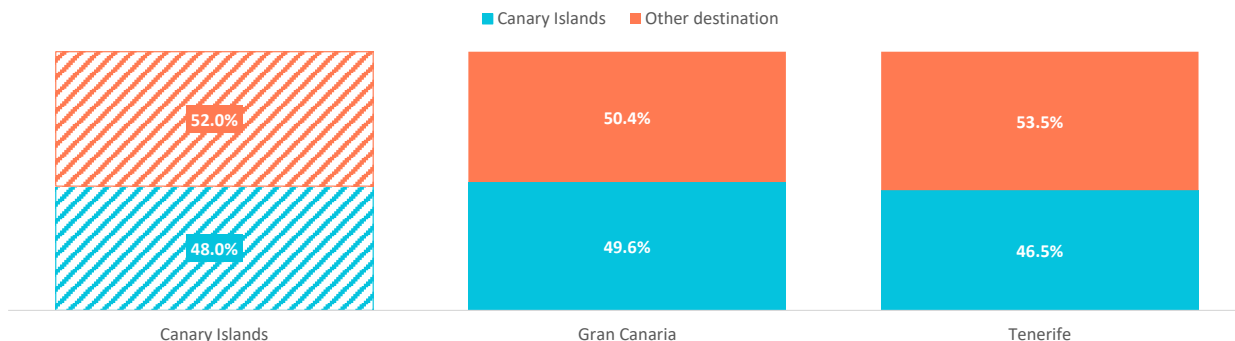|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	21.8%	--	--	23.1%	18.4%	--
Canary Islands	27.9%	--	--	26.8%	30.4%	--
Other destination	50.3%	--	--	50.1%	51.2%	--
Balearic Islands	0.8%	--	--	0.9%	0.8%	--
Rest of Spain	9.5%	--	--	8.0%	11.1%	--
Italy	6.7%	--	--	7.4%	6.0%	--
France	3.4%	--	--	2.0%	4.4%	--
Turkey	0.9%	--	--	0.6%	1.3%	--
Greece	9.4%	--	--	11.1%	7.4%	--
Portugal	2.4%	--	--	2.0%	2.3%	--
Croatia	2.8%	--	--	2.9%	1.9%	--
Egypt	0.4%	--	--	0.4%	0.5%	--
Tunisia	0.0%	--	--	0.0%	0.0%	--
Morocco	0.0%	--	--	0.0%	0.0%	--
Others	14.1%	--	--	14.7%	15.4%	--

* Percentage of valid answers
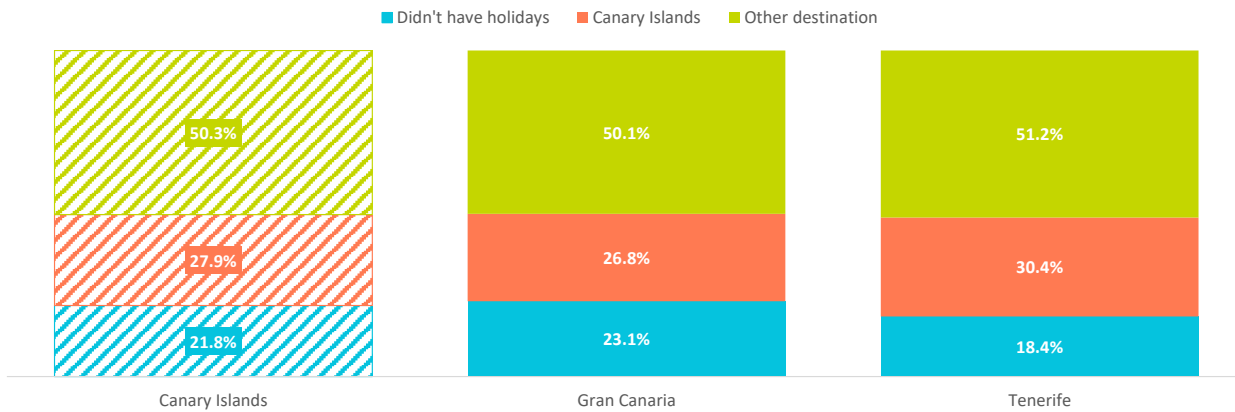
### What other destinations did they consider for this trip? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	25.4%	--	--	29.0%	23.6%	--
Canary Islands (other island)	22.6%	--	--	20.6%	22.9%	--
Other destination	52.0%	--	--	50.4%	53.5%	--
Balearic Islands	1.0%	--	--	0.2%	1.0%	--
Rest of Spain	11.5%	--	--	11.1%	12.7%	--
Italy	5.2%	--	--	6.1%	4.3%	--
France	3.0%	--	--	2.9%	3.0%	--
Turkey	1.9%	--	--	1.3%	3.2%	--
Greece	10.4%	--	--	10.4%	11.0%	--
Portugal	8.1%	--	--	7.7%	7.5%	--
Croatia	3.9%	--	--	3.8%	3.1%	--
Egypt	1.9%	--	--	2.6%	1.5%	--
Others	4.9%	--	--	4.3%	6.2%	--

* Percentage of valid answers
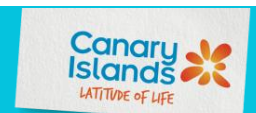
SUSTAINABLE DESTINATION

When booking a trip, do they tend to choose the most sustainable options?

■ No ■ Yes, but only if it not inconvenient ■ Yes, even if it means some inconvenience

	No	Yes, but only if not inconvenient	Yes, even if some inconvenience
Canary Islands	22.6%	58.2%	19.2%
Gran Canaria	22.6%	61.7%	15.7%
Tenerife	23.2%	54.6%	22.2%
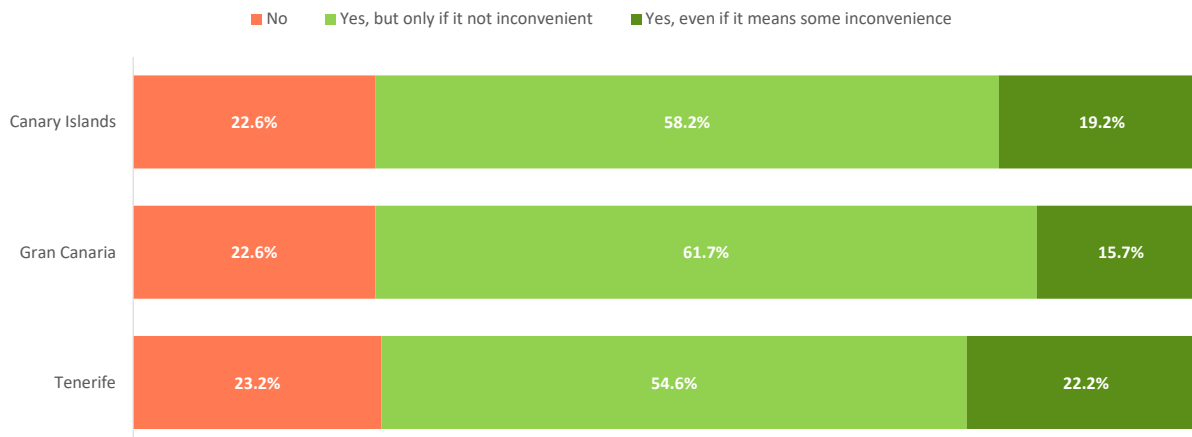
Would they be willing to spend more on travel to reduce their carbon footprint?

■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more

	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
Canary Islands	33.7%	43.5%	16.3%	3.8%	2.6%
Gran Canaria	39.6%	39.4%	16.3%	4.2%	0.5%
Tenerife	27.6%	48.5%	16.6%	2.3%	5.0%
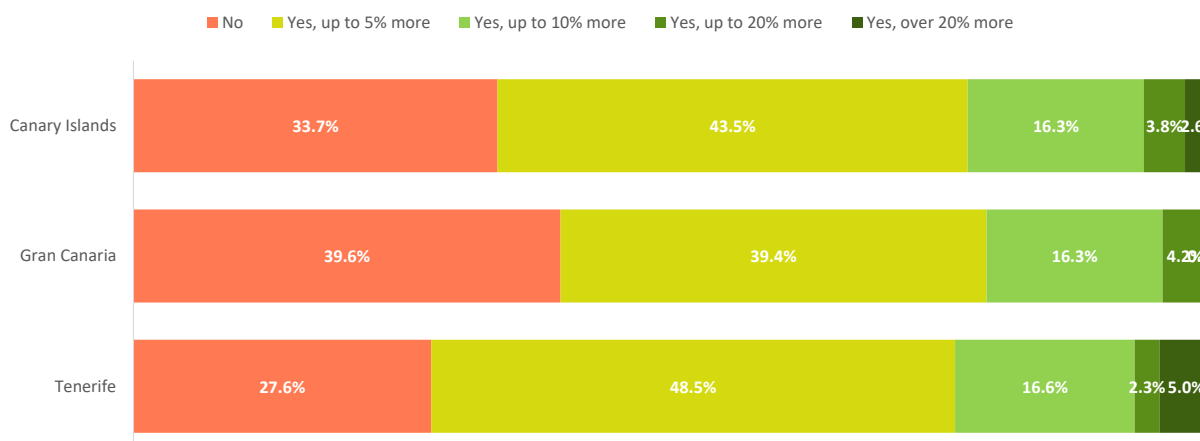
Percepcion of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.3	--	--	8.3	8.2	--
Tolerance towards tourism	8.5	--	--	8.6	8.4	--
Cleanliness of the island	8.3	--	--	8.3	8.3	--
Air quality	8.6	--	--	8.6	8.5	--
Rational water consumption	8.1	--	--	8.1	8.0	--
Energy saving	7.6	--	--	7.7	7.5	--
Use of renewable energy	7.7	--	--	7.7	7.6	--
Recycling	7.4	--	--	7.4	7.5	--
Easy to get around by public transport	7.8	--	--	8.0	7.8	--
Overcrowding in tourist areas	7.0	--	--	7.0	7.0	--
Supply of local products	7.6	--	--	7.7	7.4	--

* 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
Finland	91.7%	--	--	91.1%	96.3%	--
Sweden	1.4%	--	--	0.9%	1.2%	--
Portugal	1.3%	--	--	2.0%	0.8%	--
Germany	1.1%	--	--	0.5%	0.0%	--
Spanish Mainland	0.9%	--	--	0.7%	0.3%	--
Others	3.6%	--	--	4.8%	1.4%	--

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.