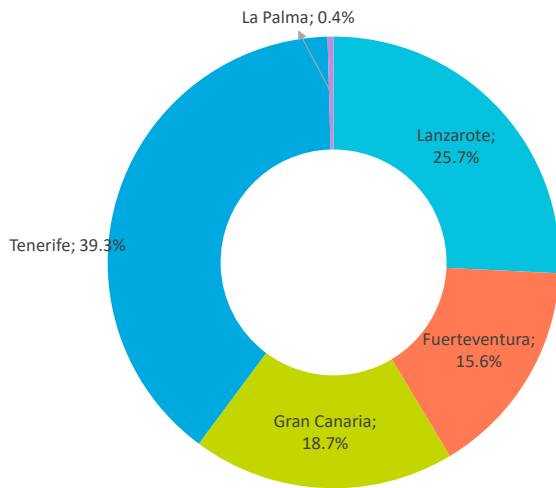


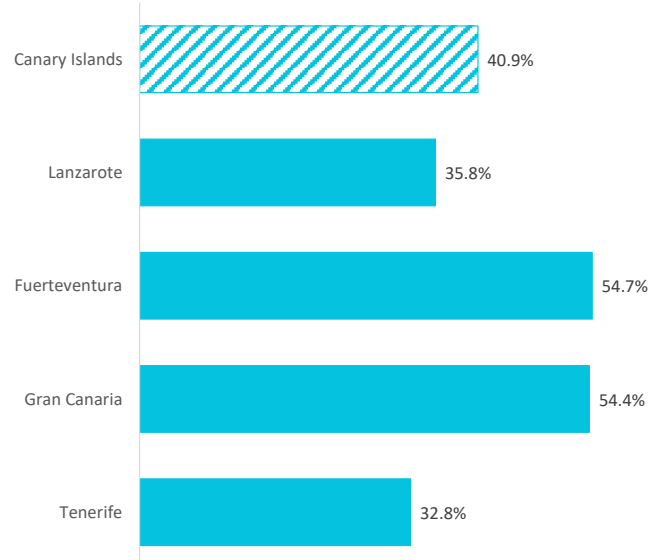
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	752,850	193,377	117,298	140,952	295,662	3,204
% Tourists	100%	25.7%	15.6%	18.7%	39.3%	0.4%
% tourists who book holiday package	40.9%	35.8%	54.7%	54.4%	32.8%	--
Expenditure per tourist (€)	1,343	1,334	1,362	1,409	1,290	--
- book holiday package	1,546	1,637	1,406	1,526	1,586	--
- holiday package	1,313	1,387	1,224	1,332	1,302	--
- others	233	249	182	194	284	--
- do not book holiday package	1,203	1,165	1,309	1,269	1,145	--
- flight	322	298	369	362	303	--
- accommodation	436	444	554	446	376	--
- others	445	423	386	461	466	--
Average length of stay	9.23	8.31	8.19	9.74	9.90	--
Average daily expenditure (€)	163.8	167.3	174.5	163.5	157.8	--
Average daily expenditure without flight (€)	117.2	119.8	126.1	114.0	113.7	--
Average cost of the flight (€)	375.6	372.8	370.6	419.7	353.7	--
Total turnover (≥ 16 years old) (€m)	1,011	258	160	199	381	--
% Turnover	100%	25.5%	15.8%	19.6%	37.7%	--
Tourist arrivals (FRONTUR)	841,310	218,740	132,159	154,957	329,505	3,467
Passenger arrivals on non-stop flights (AENA)	609,688	182,793	90,826	98,940	237,129	n.d.
Children < 16 years old (FRONTUR - EGT)	88,460	25,363	14,861	14,005	33,843	263

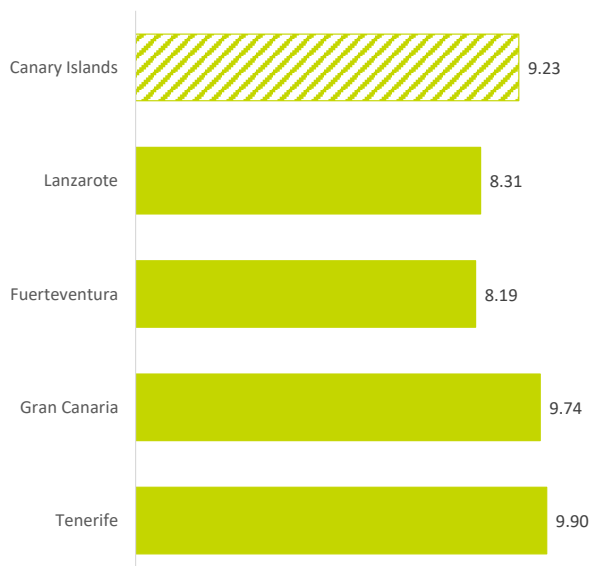
% TOURISTS (≥ 16 years old)



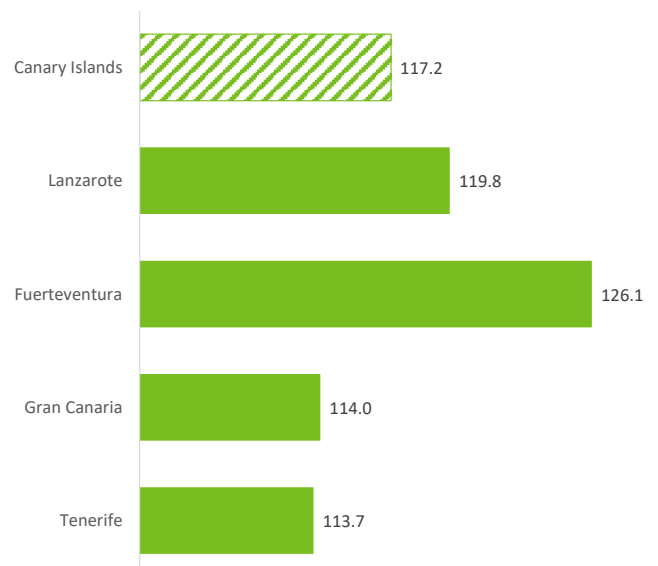
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2023)

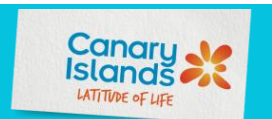
FRANCE

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	86.9%	89.1%	92.3%	87.5%	83.0%	--
- Additional accommodation expenses	10.0%	11.1%	14.3%	7.5%	8.9%	--
Transport:						
- National/International Transport	94.0%	93.1%	95.4%	96.3%	92.8%	--
- Flights between islands	9.9%	12.4%	11.1%	5.1%	9.8%	--
- Taxi	39.6%	35.9%	53.8%	54.6%	29.7%	--
- Car rental	52.0%	62.6%	38.4%	31.3%	59.9%	--
- Public transport	8.9%	7.9%	5.4%	11.9%	9.6%	--
Food and drink:						
- Food purchases at supermarkets	52.3%	58.6%	41.0%	45.5%	55.7%	--
- Restaurants	59.4%	64.8%	38.3%	50.7%	68.2%	--
Leisure:						
- Organized excursions	41.2%	46.7%	34.1%	31.1%	45.6%	--
- Sport activities	8.5%	11.8%	9.8%	4.9%	7.6%	--
- Cultural activities	2.6%	3.9%	0.6%	1.7%	3.1%	--
- Museums	11.4%	29.2%	1.3%	7.8%	5.5%	--
- Theme Parks	11.6%	8.1%	5.9%	4.9%	19.5%	--
- Discos and pubs	6.0%	4.4%	2.2%	6.4%	8.6%	--
- Wellness	6.4%	6.2%	6.3%	3.4%	8.0%	--
Purchases of goods:						
- Souvenirs	43.7%	47.7%	43.3%	44.9%	40.6%	--
- Real estate	0.0%	0.0%	0.0%	0.0%	0.0%	--
- Other purchases	0.4%	0.2%	0.7%	0.4%	0.3%	--
Others:						
- Medical expenses	5.5%	5.4%	5.3%	5.4%	5.6%	--
- Other expenses	5.9%	6.1%	5.9%	5.6%	5.8%	--

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:	785	784	854	848	706	--
- Accommodation	649	626	709	710	592	--
- Additional accommodation expenses	137	158	145	138	114	--
Transport:	732	698	706	753	739	--
- National/International Transport	400	400	388	436	381	--
- Flights between islands	75	59	75	61	84	--
- Taxi	112	108	120	95	124	--
- Car rental	121	112	112	130	125	--
- Public transport	24	19	12	32	25	--
Food and drink:	274	229	226	305	300	--
- Food purchases at supermarkets	108	89	103	131	113	--
- Restaurants	165	139	123	175	187	--
Leisure:	516	440	572	445	524	--
- Organized excursions	103	97	138	96	98	--
- Sport activities	100	99	142	66	89	--
- Cultural activities	49	38	77	28	62	--
- Museums	42	51	46	25	24	--
- Theme Parks	67	58	48	70	71	--
- Discos and pubs	92	41	67	98	110	--
- Wellness	64	56	54	62	71	--
Purchases of goods:	432	247	136	1,528	143	--
- Souvenirs	83	72	74	109	79	--
- Real estate	0	0	0	0	0	--
- Other purchases	349	175	61	1,419	64	--
Others:	119	133	148	142	89	--
- Medical expenses	28	18	25	32	34	--
- Other expenses	91	115	123	110	54	--



TOURIST PROFILE

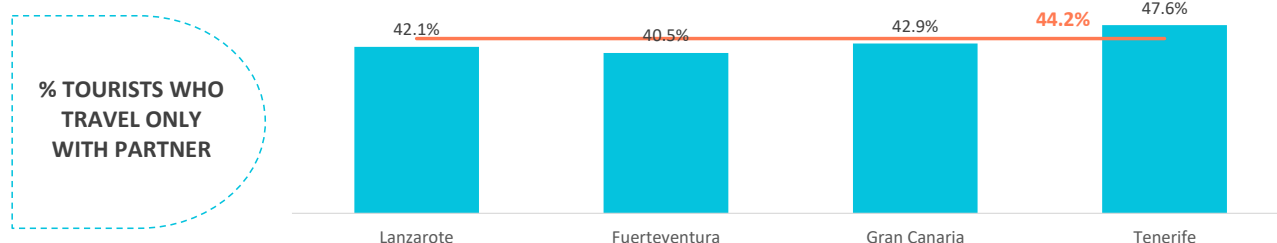
Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	48.5%	52.3%	47.6%	49.3%	45.8%	--
Percentage of women	51.5%	47.7%	52.4%	50.7%	54.2%	--
Age						
Average age (tourists above 16 years old)	43.83	44.51	43.14	47.52	41.89	--
Standard deviation	15.4	14.0	14.6	16.9	15.5	--
Age range						
16-24 years old	12.0%	7.6%	12.3%	12.5%	14.5%	--
25-30 years old	11.6%	11.3%	11.8%	6.6%	14.1%	--
31-45 years old	33.0%	36.7%	33.3%	26.8%	33.4%	--
46-60 years old	27.3%	30.3%	28.4%	30.0%	23.7%	--
Over 60 years old	16.1%	14.1%	14.2%	24.0%	14.3%	--
Occupation						
Salaried worker	65.1%	66.0%	69.0%	59.2%	65.9%	--
Self-employed	9.9%	11.4%	9.7%	7.8%	9.8%	--
Unemployed	0.9%	0.1%	0.1%	2.0%	1.1%	--
Business owner	5.4%	6.4%	3.8%	6.2%	5.0%	--
Student	4.0%	2.0%	3.9%	4.5%	5.2%	--
Retired	13.4%	12.7%	12.6%	19.6%	11.1%	--
Unpaid domestic work	0.3%	0.0%	0.2%	0.0%	0.6%	--
Others	1.1%	1.4%	0.6%	0.6%	1.4%	--
Annual household income level						
Less than €25,000	13.4%	12.1%	11.8%	17.0%	13.3%	--
€25,000 - €49,999	40.3%	35.8%	36.5%	44.7%	42.6%	--
€50,000 - €74,999	26.0%	28.4%	28.9%	23.4%	24.5%	--
More than €74,999	20.3%	23.8%	22.8%	14.9%	19.6%	--
Education level						
No studies	0.9%	0.3%	0.4%	2.2%	1.0%	--
Primary education	1.9%	1.5%	1.9%	3.3%	1.6%	--
Secondary education	18.1%	14.6%	19.1%	26.7%	15.9%	--
Higher education	79.1%	83.6%	78.6%	67.8%	81.6%	--

Who do they come with?

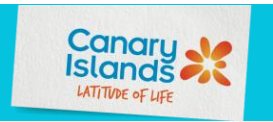
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	7.8%	4.4%	7.9%	13.8%	7.0%	--
Only with partner	44.2%	42.1%	40.5%	42.9%	47.6%	--
Only with children (< 13 years old)	8.0%	8.6%	9.0%	6.1%	8.1%	--
Partner + children (< 13 years old)	8.6%	9.8%	8.8%	8.3%	7.9%	--
Other relatives	7.8%	6.6%	10.6%	7.8%	7.5%	--
Friends	7.4%	8.8%	6.1%	6.8%	7.3%	--
Work colleagues	0.3%	0.3%	0.0%	0.0%	0.5%	--
Organized trip	0.9%	0.9%	0.6%	2.0%	0.4%	--
Other combinations ⁽²⁾	15.0%	18.4%	16.4%	12.4%	13.6%	--
<i>(2) Different situations have been isolated</i>						
Tourists with children	20.8%	23.1%	24.1%	17.5%	19.6%	--
- Between 0 and 2 years old	1.7%	1.2%	4.1%	0.5%	1.6%	--
- Between 3 and 12 years old	17.7%	20.3%	18.7%	15.7%	16.6%	--
- Between 0 -2 and 3-12 years old	1.4%	1.6%	1.3%	1.3%	1.4%	--
Tourists without children	79.2%	76.9%	75.9%	82.5%	80.4%	--
Group composition:						
- 1 person	9.6%	6.7%	9.6%	15.6%	8.5%	--
- 2 people	52.5%	48.0%	51.0%	51.8%	56.5%	--
- 3 people	13.6%	16.0%	16.7%	11.1%	12.0%	--
- 4 or 5 people	22.0%	26.6%	19.7%	19.0%	21.3%	--
- 6 or more people	2.3%	2.7%	3.0%	2.4%	1.7%	--
Average group size:	2.66	2.84	2.65	2.52	2.60	--

*People who share the main expenses of the trip



TOURIST PROFILE BY ISLAND OF STAY (2023)

FRANCE

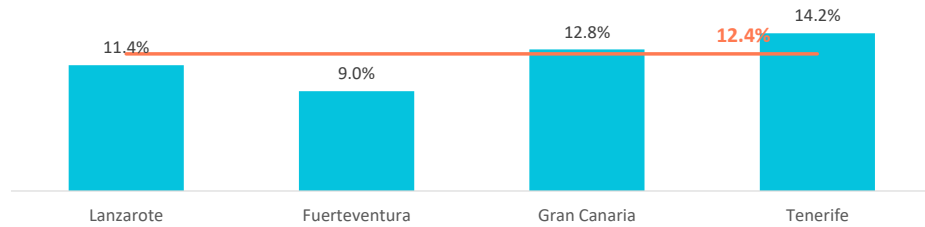


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.9%	0.8%	0.5%	1.2%	1.1%	--
Between 1 and 30 days	24.4%	24.7%	24.8%	26.7%	23.1%	--
Between 1 and 2 months	26.3%	27.2%	23.4%	25.2%	27.3%	--
Between 3 and 6 months	36.0%	36.0%	42.2%	34.0%	34.2%	--
More than 6 months	12.4%	11.4%	9.0%	12.8%	14.2%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



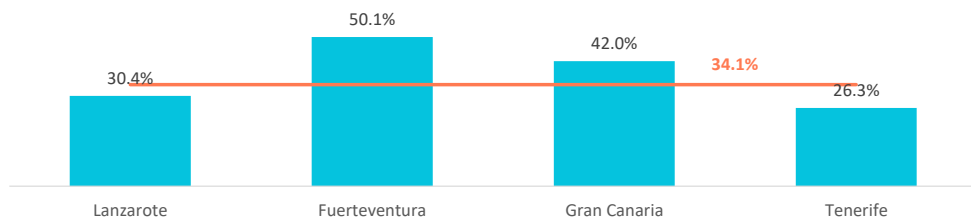
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	52.4%	56.8%	44.2%	42.5%	57.1%	--
- Tour Operator or Travel Agency	47.6%	43.2%	55.8%	57.5%	42.9%	--
Accommodation						
- Directly with the accommodation	40.0%	48.0%	33.4%	30.5%	41.7%	--
- Tour Operator or Travel Agency	60.0%	52.0%	66.6%	69.5%	58.3%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	31.3%	34.5%	18.0%	25.3%	37.3%	--
Bed and Breakfast	10.4%	11.9%	5.1%	8.3%	12.5%	--
Half board	14.6%	13.9%	11.2%	15.3%	16.5%	--
Full board	9.5%	9.3%	15.6%	9.0%	7.4%	--
All inclusive	34.1%	30.4%	50.1%	42.0%	26.3%	--

% TOURISTS WHO BOOK ALL INCLUSIVE

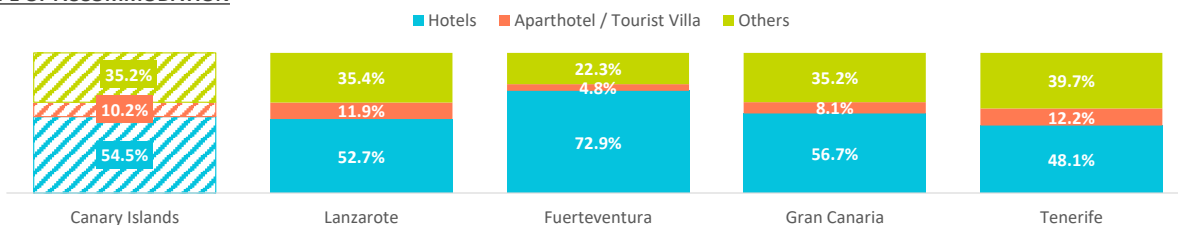


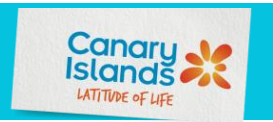
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	7.8%	6.8%	9.9%	8.4%	7.4%	--
4* Hotel	38.6%	34.8%	60.1%	40.1%	32.3%	--
5* Hotel / 5* Luxury Hotel	8.1%	11.1%	2.9%	8.3%	8.3%	--
Aparthotel / Tourist Villa	10.2%	11.9%	4.8%	8.1%	12.2%	--
House/room rented in a private dwelling	15.6%	20.6%	8.5%	11.2%	17.1%	--
Private accommodation ⁽¹⁾	6.0%	3.3%	2.7%	7.6%	8.3%	--
Others (Cottage, cruise, camping,...)	13.6%	11.6%	11.0%	16.4%	14.2%	--

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

TYPE OF ACCOMMODATION





TRIP MOTIVATION AND DESTINATION CHOICE

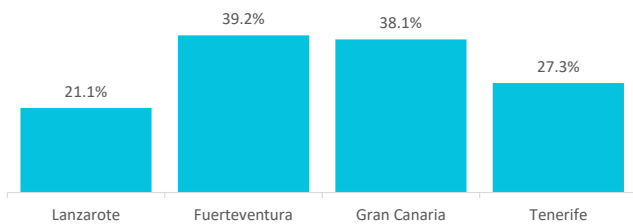
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	93.5%	97.8%	95.2%	90.3%	91.8%	--
Family reasons	4.9%	1.3%	4.0%	7.5%	6.1%	--
Business	0.8%	0.3%	0.8%	1.0%	0.9%	--
Education and training	0.2%	0.0%	0.0%	0.0%	0.4%	--
Sports training	0.3%	0.0%	0.0%	0.7%	0.5%	--
Health	0.0%	0.0%	0.0%	0.0%	0.0%	--
Conventions and Exhibitions	0.1%	0.6%	0.0%	0.0%	0.0%	--
Others	0.2%	0.0%	0.0%	0.4%	0.2%	--

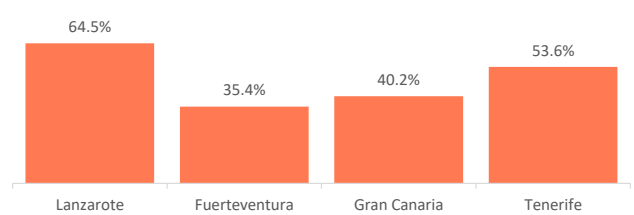
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	29.5%	21.1%	39.2%	38.1%	27.3%	--
Enjoy family time	11.0%	9.1%	14.0%	12.3%	10.3%	--
Have fun	5.2%	2.5%	5.3%	7.8%	5.6%	--
Explore the destination	51.1%	64.5%	35.4%	40.2%	53.6%	--
Practice their hobbies	2.2%	2.5%	4.3%	0.6%	1.8%	--
Other reasons	1.1%	0.4%	1.9%	1.1%	1.3%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	74.3%	70.9%	76.1%	78.1%	74.2%	--
Safety	60.6%	66.4%	45.7%	58.3%	63.5%	--
Tranquility	53.3%	56.5%	54.3%	58.6%	48.4%	--
Sea	50.4%	48.8%	49.7%	57.6%	48.6%	--
Accommodation supply	48.0%	44.4%	58.9%	50.0%	45.3%	--
Beaches	45.8%	49.0%	32.2%	47.9%	47.8%	--
Effortless trip	44.8%	42.5%	43.6%	48.3%	45.3%	--
Price	42.0%	40.7%	44.5%	52.3%	37.3%	--
European belonging	37.9%	35.5%	54.0%	43.6%	30.6%	--
Landscapes	36.0%	41.0%	32.7%	37.4%	33.2%	--
Environment	34.8%	34.4%	37.7%	41.4%	30.8%	--
Gastronomy	27.6%	29.1%	26.6%	32.6%	24.8%	--
Fun possibilities	25.4%	25.6%	25.3%	26.6%	24.7%	--
Authenticity	23.6%	26.3%	16.1%	25.9%	23.7%	--
Exoticism	19.5%	21.4%	11.9%	21.7%	20.1%	--
Hiking trail network	18.6%	14.0%	15.2%	26.6%	19.4%	--
Shopping	17.1%	15.6%	10.1%	16.5%	20.4%	--
Culture	15.6%	16.9%	13.3%	17.0%	15.0%	--
Historical heritage	11.3%	7.5%	13.1%	16.8%	10.5%	--
Nightlife	7.2%	1.9%	5.4%	12.8%	8.8%	--

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?

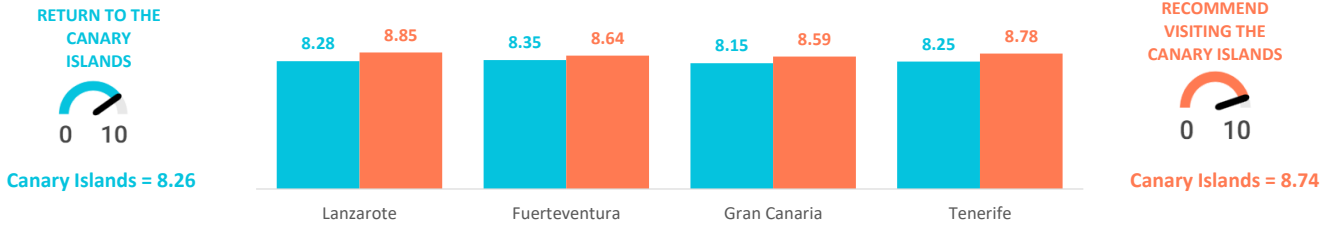
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	25.7%	26.2%	20.0%	28.5%	25.9%	--
Friends or relatives	28.9%	32.4%	16.2%	21.9%	35.0%	--
Internet or social media	54.9%	63.0%	47.5%	47.5%	56.1%	--
Mass Media	2.9%	2.4%	2.5%	2.8%	3.5%	--
Travel guides and magazines	15.6%	21.1%	8.9%	13.1%	15.9%	--
Travel Blogs or Forums	11.5%	16.2%	6.5%	6.9%	12.7%	--
Travel TV Channels	0.4%	0.6%	0.3%	0.2%	0.5%	--
Tour Operator or Travel Agency	21.7%	20.9%	29.1%	29.6%	15.7%	--
Public administrations or similar	0.6%	1.1%	0.4%	0.6%	0.3%	--
Others	3.2%	3.6%	1.7%	3.4%	3.4%	--

* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.65	8.75	8.54	8.63	8.64	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	5.3%	4.5%	6.9%	7.3%	4.1%	--
Lived up to expectations	58.0%	56.4%	59.7%	63.2%	56.1%	--
Better or much better than expected	36.7%	39.2%	33.3%	29.5%	39.8%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.26	8.28	8.35	8.15	8.25	--
Recommend visiting the Canary Islands	8.74	8.85	8.64	8.59	8.78	--



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	54.7%	58.2%	51.4%	47.9%	57.2%	--
Repeat tourists	45.3%	41.8%	48.6%	52.1%	42.8%	--
At least 10 previous visits	5.3%	2.9%	4.4%	7.8%	6.1%	--
Repeat tourists (last 5 years)	41.3%	37.7%	43.3%	48.0%	39.3%	--
Repeat tourists (last 5 years) (5 or more visits)	6.9%	5.4%	6.2%	6.3%	8.5%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	25.5%	35.3%	5.3%	3.1%	7.2%	--
Fuerteventura	20.6%	5.1%	36.3%	6.0%	8.5%	--
Gran Canaria	21.2%	4.0%	2.1%	42.6%	12.2%	--
Tenerife	31.4%	7.0%	4.8%	5.3%	37.0%	--
La Palma	4.8%	11.7%	4.4%	18.8%	18.3%	--
CANARY ISLANDS	45.3%	41.8%	48.6%	52.1%	42.8%	--

How to interpret the table

- Column Canary Islands = refers to the % of repeat french tourists on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of repeat french tourist on each island by island of stay in 2023. For example: 35.3% refers to % repeat french tourist who repeat Lanzarote in 2023 and stay in Lanzarote in this trip. 5.1% french tourist who stay in Lanzarote in 2023 and has previously been to Fuerteventura.
- Row CANARY ISLANDS = refers to the % repeat french tourists by island of stay. For exdample: 42.8% refers to % french 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	86.0%	85.1%	82.9%	90.4%	86.3%	--
Two islands	11.6%	12.4%	16.6%	6.7%	11.0%	--
Three or more islands	2.4%	2.4%	0.5%	2.9%	2.7%	--

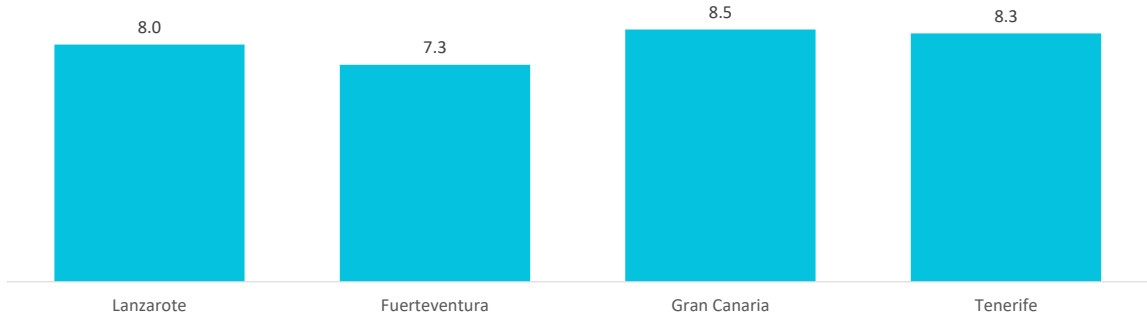
Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	26.6%	100%	2.7%	0.8%	0.8%	--
Fuerteventura	17.9%	5.2%	100%	1.3%	1.6%	--
Gran Canaria	19.9%	1.2%	1.2%	100%	1.6%	--
Tenerife	40.7%	2.5%	0.8%	2.9%	100%	--
La Gomera	1.1%	0.4%	0.2%	0.0%	2.2%	--
La Palma	1.3%	0.7%	0.0%	0.6%	1.5%	--
El Hierro	0.3%	0.1%	0.0%	0.0%	0.6%	--
Cruise	0.1%	0.1%	0.0%	0.0%	0.1%	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	0.4%	0.1%	0.7%	0.4%	0.4%	--
1 - 2 hours	6.4%	3.4%	13.4%	6.9%	5.5%	--
3 - 6 hours	26.5%	29.4%	31.1%	25.6%	23.4%	--
7 - 12 hours	58.5%	62.0%	47.0%	55.0%	62.1%	--
More than 12 hours	8.2%	5.1%	7.8%	12.1%	8.5%	--
Outdoor time per day	8.1	8.0	7.3	8.5	8.3	--



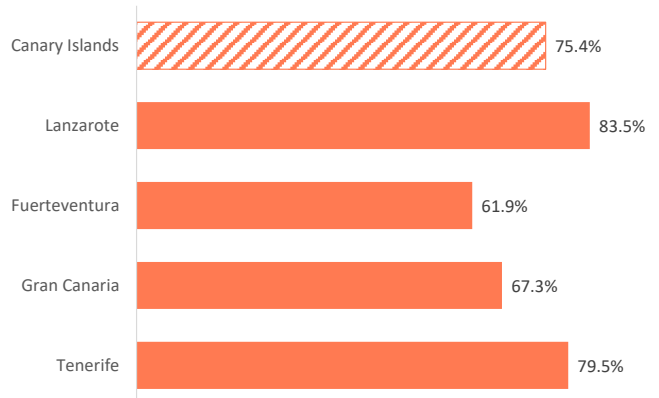
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	77.0%	80.5%	79.6%	70.6%	77.1%	--
Beach	75.4%	83.5%	61.9%	67.3%	79.5%	--
Swimming pool, hotel facilities	64.9%	77.2%	46.1%	54.1%	69.3%	--
Explore the island on their own	62.8%	59.1%	66.0%	61.5%	65.4%	--
Taste Canarian gastronomy	33.4%	44.4%	23.5%	21.6%	35.2%	--
Hiking	26.0%	27.3%	24.8%	25.2%	26.3%	--
Organized excursions	21.0%	44.0%	8.4%	19.3%	11.6%	--
Nightlife / concerts / shows	20.7%	14.2%	13.3%	13.2%	31.5%	--
Theme parks	16.9%	33.2%	7.5%	12.1%	12.2%	--
Sea excursions / whale watching	16.0%	15.3%	10.2%	14.6%	19.2%	--
Wineries / markets / popular festivals	14.3%	8.3%	6.5%	10.1%	23.4%	--
Museums / exhibitions	12.5%	6.7%	7.5%	14.2%	17.6%	--
Other Nature Activities	10.5%	11.0%	8.0%	7.9%	12.2%	--
Swim	7.8%	10.9%	7.4%	3.7%	7.9%	--
Beauty and health treatments	7.8%	6.1%	7.1%	8.8%	8.6%	--
Running	5.4%	7.9%	3.2%	2.6%	6.1%	--
Practice other sports	5.3%	7.1%	6.5%	2.6%	5.0%	--
Astronomical observation	5.3%	4.2%	6.0%	3.8%	6.4%	--
Cycling / Mountain bike	3.7%	3.0%	5.2%	2.6%	4.1%	--
Surf	3.1%	6.6%	2.4%	1.4%	1.9%	--
Scuba Diving	2.4%	2.2%	1.6%	0.5%	3.3%	--
Golf	2.1%	0.7%	4.9%	1.1%	2.4%	--
Windsurf / Kitesurf	1.4%	1.0%	4.7%	0.2%	0.8%	--

WALK, WANDER



BEACH

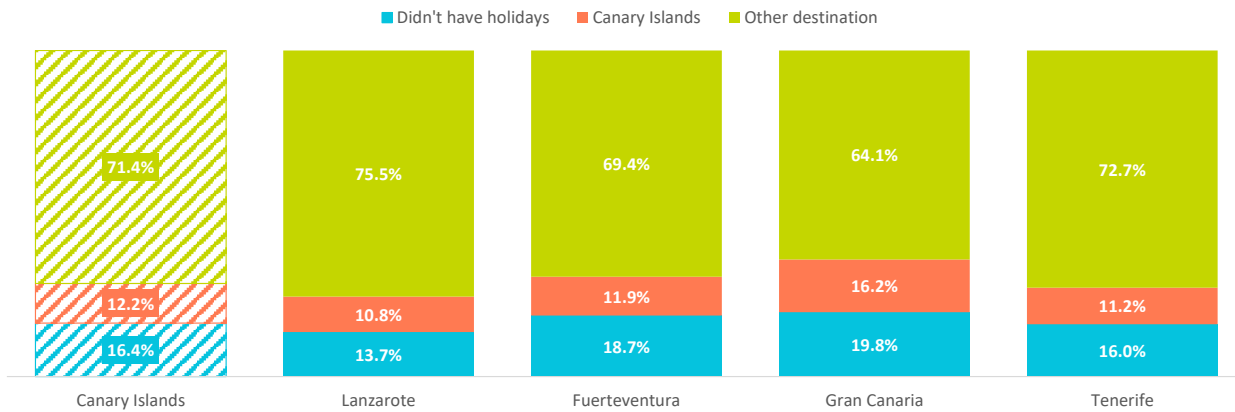


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	16.4%	13.7%	18.7%	19.8%	16.0%	--
Canary Islands	12.2%	10.8%	11.9%	16.2%	11.2%	--
Other destination	71.4%	75.5%	69.4%	64.1%	72.7%	--
Balearic Islands	4.2%	4.4%	5.2%	2.2%	4.5%	--
Rest of Spain	9.1%	6.5%	7.7%	12.7%	9.5%	--
Italy	7.9%	9.2%	7.6%	7.7%	7.2%	--
France	21.4%	24.8%	18.8%	18.3%	21.2%	--
Turkey	0.6%	0.6%	0.8%	0.7%	0.5%	--
Greece	7.0%	8.0%	10.4%	5.2%	5.9%	--
Portugal	5.0%	4.3%	4.3%	3.3%	6.4%	--
Croatia	1.7%	2.1%	2.0%	1.6%	1.4%	--
Egypt	1.2%	0.9%	1.1%	1.0%	1.6%	--
Tunisia	1.4%	1.7%	1.3%	1.2%	1.4%	--
Morocco	2.5%	2.1%	1.8%	3.6%	2.4%	--
Others	9.7%	10.9%	8.4%	6.8%	10.6%	--

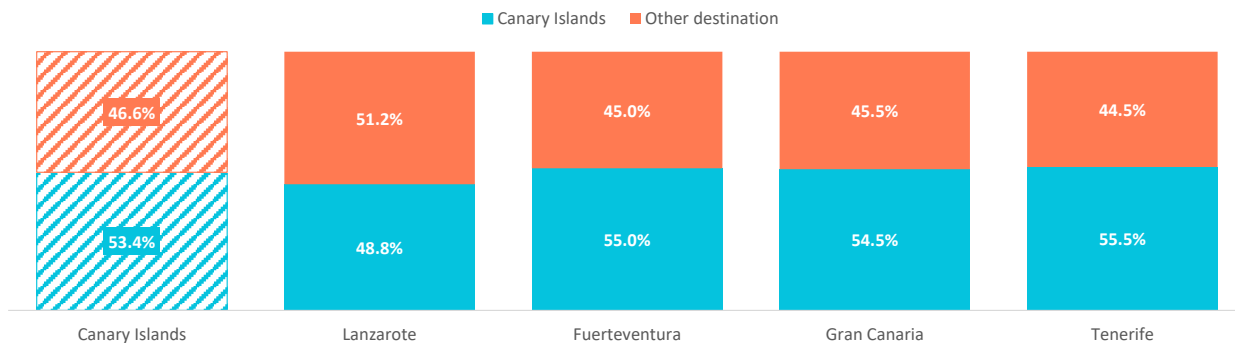
* Percentage of valid answers



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")	27.2%	23.5%	30.3%	25.2%	29.6%	--
Canary Islands (other island)	26.2%	25.3%	24.7%	29.4%	25.8%	--
Other destination	46.6%	51.2%	45.0%	45.5%	44.5%	--
Balearic Islands	7.3%	8.1%	5.8%	8.0%	7.0%	--
Rest of Spain	5.8%	5.4%	4.8%	6.8%	6.0%	--
Italy	5.8%	5.9%	4.5%	6.1%	6.1%	--
France	3.0%	3.2%	2.7%	2.9%	3.1%	--
Turkey	1.7%	1.8%	1.6%	1.5%	1.8%	--
Greece	8.9%	9.9%	11.2%	8.4%	7.5%	--
Portugal	5.6%	6.3%	5.3%	3.7%	6.2%	--
Croatia	2.7%	3.5%	2.5%	3.2%	2.0%	--
Egypt	2.1%	3.2%	3.0%	1.6%	1.1%	--
Others	3.7%	4.0%	3.5%	3.3%	3.6%	--

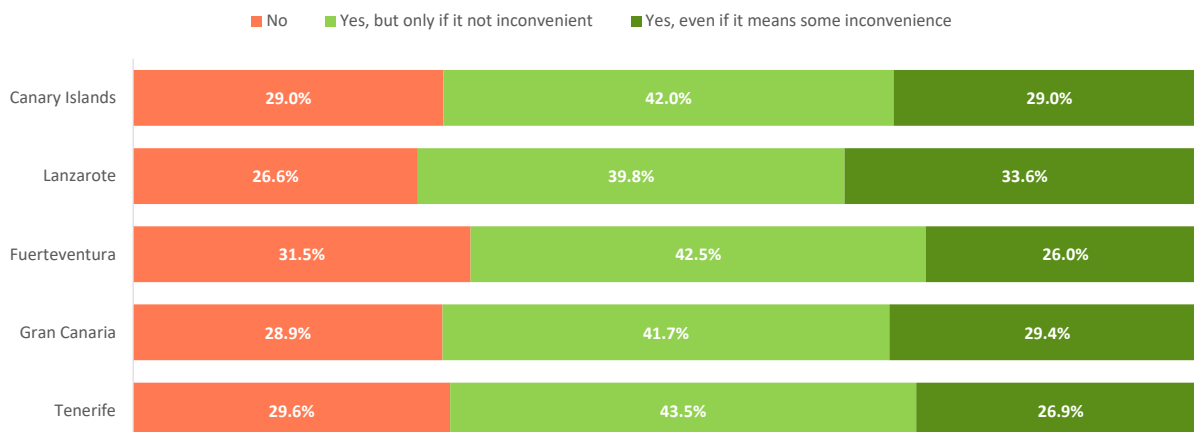
* Percentage of valid answers



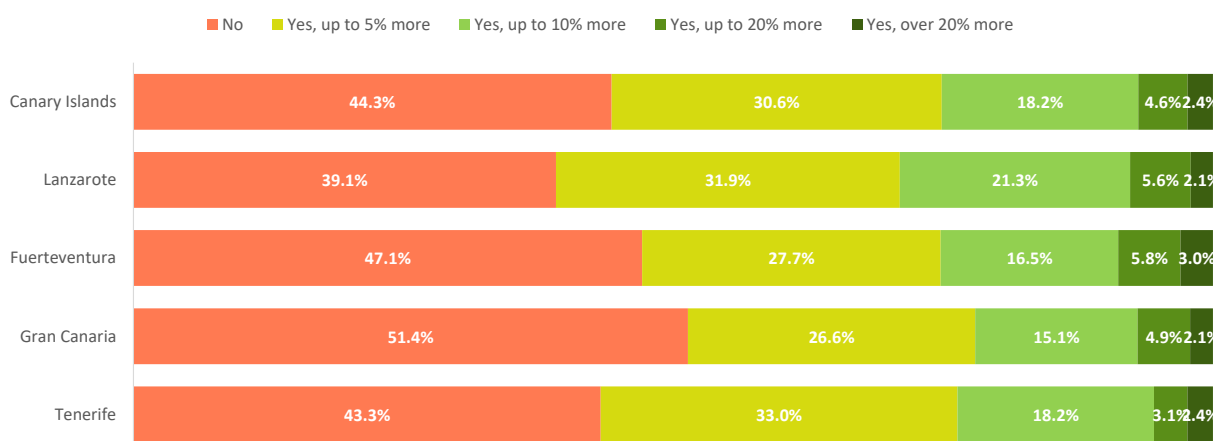


SUSTAINABLE DESTINATION

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 *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.1	8.2	8.1	8.1	8.1	--
Tolerance towards tourism	8.5	8.5	8.6	8.6	8.5	--
Cleanliness of the island	8.2	8.6	8.3	8.1	8.0	--
Air quality	8.4	8.5	8.7	8.3	8.2	--
Rational water consumption	7.4	7.6	7.5	7.3	7.2	--
Energy saving	7.0	7.1	7.2	7.0	6.9	--
Use of renewable energy	7.1	7.1	7.0	7.4	6.9	--
Recycling	7.0	7.1	7.0	7.1	7.0	--
Easy to get around by public transport	7.6	7.4	7.1	8.1	7.6	--
Overcrowding in tourist areas	6.7	6.6	6.7	6.8	6.6	--
Supply of local products	7.3	7.3	7.1	7.6	7.3	--

* 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
France	65.2%	74.1%	71.9%	48.6%	65.1%	--
Spanish Mainland	19.6%	14.3%	19.4%	29.0%	18.1%	--
Luxembourg	4.5%	4.6%	1.9%	5.6%	5.0%	--
Switzerland	3.0%	3.7%	2.1%	2.5%	3.1%	--
Belgium	2.3%	1.6%	0.0%	2.5%	3.5%	--
Others	5.4%	1.7%	4.7%	11.9%	5.2%	--

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.