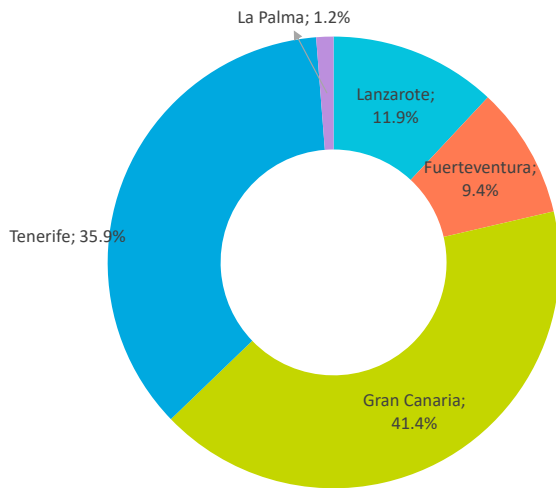


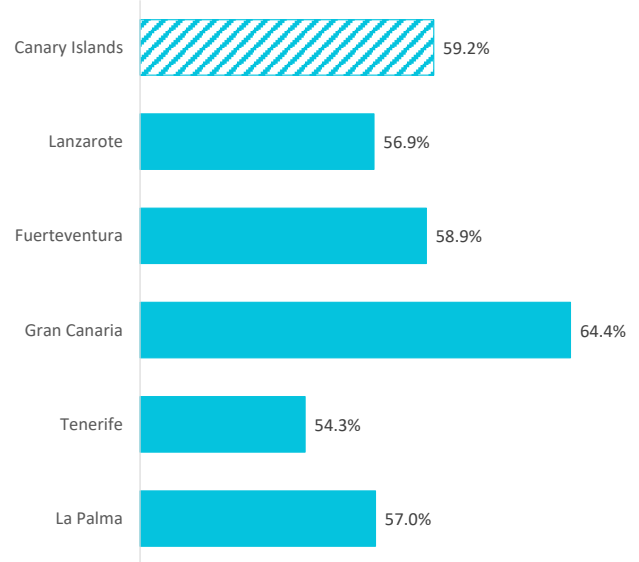
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>587,381</b>	<b>70,125</b>	<b>55,228</b>	<b>242,946</b>	<b>210,978</b>	<b>7,230</b>
<b>% Tourists</b>	<b>100%</b>	<b>11.9%</b>	<b>9.4%</b>	<b>41.4%</b>	<b>35.9%</b>	<b>1.2%</b>
% tourists who book holiday package	59.2%	56.9%	58.9%	64.4%	54.3%	57.0%
<b>Expenditure per tourist (€)</b>	<b>1,469</b>	<b>1,456</b>	<b>1,365</b>	<b>1,512</b>	<b>1,457</b>	<b>1,342</b>
- book holiday package	1,618	1,519	1,532	1,638	1,659	1,396
- holiday package	1,325	1,274	1,292	1,364	1,305	1,126
- others	293	246	240	273	353	270
- do not book holiday package	1,252	1,372	1,125	1,286	1,219	1,270
- flight	335	355	335	371	296	363
- accommodation	439	524	413	438	423	412
- others	478	494	377	477	500	495
<b>Average length of stay</b>	<b>9.74</b>	<b>9.16</b>	<b>8.55</b>	<b>10.03</b>	<b>9.92</b>	<b>10.01</b>
<b>Average daily expenditure (€)</b>	<b>171.8</b>	<b>185.2</b>	<b>169.0</b>	<b>172.6</b>	<b>168.5</b>	<b>147.5</b>
<b>Average daily expenditure without flight (€)</b>	<b>123.0</b>	<b>129.9</b>	<b>120.9</b>	<b>121.3</b>	<b>124.3</b>	<b>98.4</b>
<b>Average cost of the flight (€)</b>	<b>413.4</b>	<b>423.2</b>	<b>390.5</b>	<b>450.9</b>	<b>373.6</b>	<b>425.3</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>863</b>	<b>102</b>	<b>75</b>	<b>367</b>	<b>307</b>	<b>10</b>
<b>% Turnover</b>	<b>100%</b>	<b>11.8%</b>	<b>8.7%</b>	<b>42.6%</b>	<b>35.6%</b>	<b>1.1%</b>
<b>Tourist arrivals (FRONTUR)</b>	<b>658,423</b>	<b>80,142</b>	<b>62,090</b>	<b>271,629</b>	<b>235,918</b>	<b>7,743</b>
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>627,390</b>	<b>84,052</b>	<b>57,478</b>	<b>266,199</b>	<b>211,330</b>	<b>8,331</b>
<b>Children &lt; 16 years old (FRONTUR - EGT)</b>	<b>71,042</b>	<b>10,017</b>	<b>6,862</b>	<b>28,683</b>	<b>24,940</b>	<b>513</b>

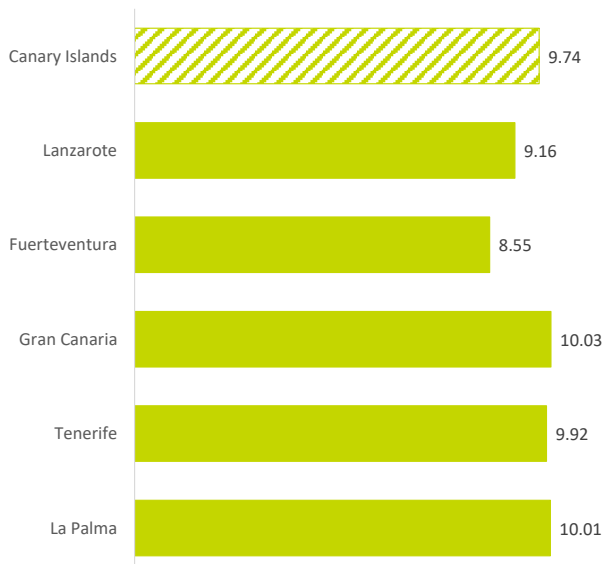
% TOURISTS (≥ 16 years old)



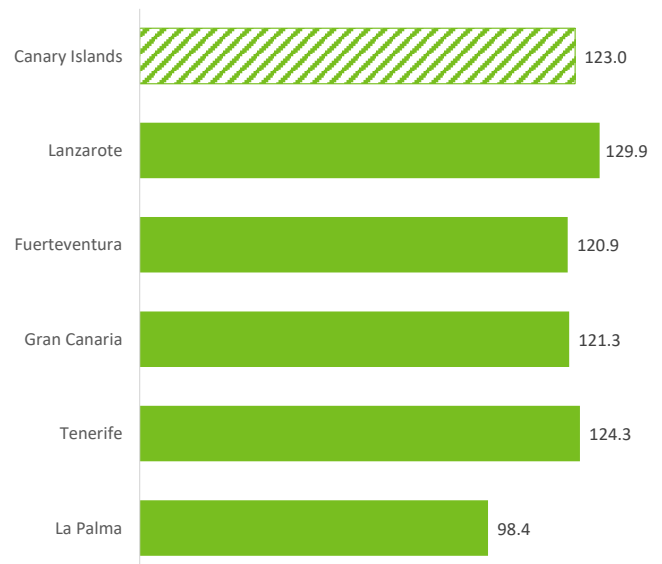
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



# TOURIST PROFILE BY ISLAND OF STAY (2023)

## NETHERLANDS

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation:</b>						
- Accommodation	86.7%	91.2%	86.8%	86.8%	84.9%	93.9%
- Additional accommodation expenses	9.2%	8.5%	12.4%	8.8%	9.2%	8.0%
<b>Transport:</b>						
- National/International Transport	93.3%	92.3%	95.3%	95.8%	90.1%	99.4%
- Flights between islands	4.1%	5.1%	7.4%	3.9%	2.9%	9.5%
- Taxi	58.9%	54.4%	58.4%	63.2%	56.8%	32.6%
- Car rental	38.1%	42.3%	40.1%	28.0%	46.6%	75.6%
- Public transport	11.0%	10.8%	5.6%	13.1%	9.9%	14.6%
<b>Food and drink:</b>						
- Food purchases at supermarkets	61.6%	62.7%	61.9%	57.9%	64.8%	84.5%
- Restaurants	64.5%	57.7%	50.6%	63.2%	71.1%	86.7%
<b>Leisure:</b>						
- Organized excursions	25.8%	22.9%	18.0%	17.9%	37.9%	25.7%
- Sport activities	11.2%	9.8%	10.6%	8.9%	14.6%	8.3%
- Cultural activities	3.6%	5.6%	2.0%	4.1%	2.7%	2.5%
- Museums	6.9%	21.7%	1.7%	5.9%	4.1%	13.2%
- Theme Parks	11.0%	3.9%	6.5%	6.6%	20.0%	2.0%
- Discos and pubs	7.5%	4.5%	4.3%	7.7%	9.3%	0.3%
- Wellness	4.7%	4.9%	4.2%	3.9%	5.7%	3.9%
<b>Purchases of goods:</b>						
- Souvenirs	42.8%	50.4%	35.3%	43.4%	41.9%	38.4%
- Real estate	0.2%	0.9%	0.0%	0.1%	0.1%	0.4%
- Other purchases	0.9%	3.0%	0.4%	0.6%	0.7%	1.3%
<b>Others:</b>						
- Medical expenses	9.7%	5.6%	8.3%	10.1%	11.0%	6.8%
- Other expenses	5.3%	4.8%	8.5%	3.5%	6.6%	8.1%

### 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>855</b>	<b>992</b>	<b>879</b>	<b>877</b>	<b>784</b>	<b>685</b>
- Accommodation	710	690	693	757	675	521
- Additional accommodation expenses	145	303	186	120	108	164
<b>Transport:</b>	<b>808</b>	<b>740</b>	<b>820</b>	<b>831</b>	<b>799</b>	<b>831</b>
- National/International Transport	443	458	410	471	415	428
- Flights between islands	87	36	91	113	77	69
- Taxi	120	99	129	99	153	93
- Car rental	133	128	156	124	134	151
- Public transport	24	19	34	25	20	90
<b>Food and drink:</b>	<b>285</b>	<b>268</b>	<b>232</b>	<b>293</b>	<b>294</b>	<b>213</b>
- Food purchases at supermarkets	85	80	86	85	86	68
- Restaurants	200	188	145	207	208	145
<b>Leisure:</b>	<b>541</b>	<b>532</b>	<b>566</b>	<b>566</b>	<b>494</b>	<b>639</b>
- Organized excursions	103	133	95	92	103	86
- Sport activities	91	99	93	70	103	109
- Cultural activities	80	48	81	107	56	40
- Museums	31	45	42	21	20	19
- Theme Parks	59	52	61	57	60	89
- Discos and pubs	91	101	118	93	85	150
- Wellness	87	52	76	126	67	147
<b>Purchases of goods:</b>	<b>238</b>	<b>188</b>	<b>168</b>	<b>273</b>	<b>282</b>	<b>101</b>
- Souvenirs	97	72	68	101	110	42
- Real estate	74	57	0	100	100	10
- Other purchases	67	59	100	72	72	49
<b>Others:</b>	<b>208</b>	<b>143</b>	<b>120</b>	<b>240</b>	<b>192</b>	<b>103</b>
- Medical expenses	114	37	42	178	76	13
- Other expenses	94	105	78	61	116	90

## TOURIST PROFILE

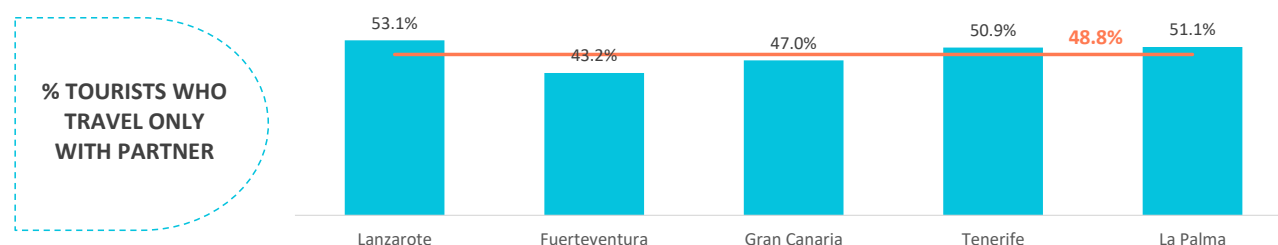
## Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Gender</b>						
Percentage of men	50.4%	52.6%	53.3%	49.8%	50.0%	38.1%
Percentage of women	49.6%	47.4%	46.7%	50.2%	50.0%	61.9%
<b>Age</b>						
Average age (tourists above 16 years old)	44.78	46.90	44.76	44.96	43.90	45.46
Standard deviation	16.9	15.9	15.4	17.9	16.4	15.1
<b>Age range</b>						
16-24 years old	16.0%	8.8%	12.1%	20.2%	14.6%	10.3%
25-30 years old	10.6%	9.1%	10.4%	8.4%	13.7%	12.9%
31-45 years old	24.8%	31.0%	27.2%	21.9%	25.7%	21.6%
46-60 years old	26.0%	25.8%	31.8%	24.7%	25.4%	41.5%
Over 60 years old	22.6%	25.3%	18.6%	24.7%	20.5%	13.7%
<b>Occupation</b>						
Salaried worker	55.8%	54.2%	62.6%	50.4%	60.6%	61.7%
Self-employed	10.2%	12.0%	6.2%	11.9%	8.4%	13.0%
Unemployed	0.8%	0.3%	0.0%	1.0%	0.8%	5.2%
Business owner	10.3%	9.5%	12.6%	12.2%	8.0%	6.6%
Student	6.5%	6.0%	7.8%	7.0%	5.9%	2.7%
Retired	14.7%	15.8%	8.2%	16.0%	14.7%	8.9%
Unpaid domestic work	0.2%	0.6%	0.7%	0.1%	0.0%	0.0%
Others	1.5%	1.6%	1.8%	1.4%	1.7%	1.9%
<b>Annual household income level</b>						
Less than €25,000	10.2%	8.4%	10.1%	11.3%	9.6%	11.4%
€25,000 - €49,999	31.9%	29.3%	30.8%	32.1%	33.1%	22.1%
€50,000 - €74,999	30.5%	29.1%	35.6%	33.0%	26.7%	34.8%
More than €74,999	27.3%	33.2%	23.6%	23.6%	30.6%	31.6%
<b>Education level</b>						
No studies	1.0%	0.4%	0.0%	1.5%	0.6%	0.9%
Primary education	1.4%	0.5%	0.0%	1.8%	1.6%	0.0%
Secondary education	40.1%	36.3%	35.5%	44.8%	37.3%	37.0%
Higher education	57.5%	62.8%	64.5%	51.9%	60.4%	62.1%

## Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	9.1%	4.0%	12.1%	12.3%	6.3%	8.6%
Only with partner	48.8%	53.1%	43.2%	47.0%	50.9%	51.1%
Only with children (< 13 years old)	4.6%	6.6%	1.4%	4.5%	4.9%	5.7%
Partner + children (< 13 years old)	7.8%	9.0%	10.6%	7.0%	7.4%	9.3%
Other relatives	8.3%	9.2%	11.2%	7.9%	7.4%	8.2%
Friends	6.4%	3.2%	6.6%	6.7%	7.0%	4.7%
Work colleagues	0.1%	0.0%	0.0%	0.3%	0.0%	0.8%
Organized trip	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
Other combinations <sup>(2)</sup>	14.9%	14.9%	14.4%	14.2%	16.0%	11.7%
<sup>(2)</sup> Different situations have been isolated						
<b>Tourists with children</b>	<b>16.2%</b>	<b>19.1%</b>	<b>20.4%</b>	<b>14.9%</b>	<b>15.6%</b>	<b>16.9%</b>
- Between 0 and 2 years old	2.1%	3.3%	2.0%	1.9%	2.1%	0.0%
- Between 3 and 12 years old	12.8%	13.8%	16.9%	11.2%	13.1%	16.9%
- Between 0 -2 and 3-12 years old	1.2%	2.0%	1.5%	1.8%	0.3%	0.0%
<b>Tourists without children</b>	<b>83.8%</b>	<b>80.9%</b>	<b>79.6%</b>	<b>85.1%</b>	<b>84.4%</b>	<b>83.1%</b>
<b>Group composition:</b>						
- 1 person	10.9%	5.8%	15.4%	14.1%	7.9%	10.0%
- 2 people	57.0%	59.7%	49.2%	54.9%	60.6%	60.2%
- 3 people	12.4%	13.6%	11.8%	13.2%	11.4%	10.8%
- 4 or 5 people	15.5%	16.4%	19.9%	13.8%	16.0%	15.6%
- 6 or more people	4.1%	4.4%	3.8%	4.0%	4.1%	3.4%
<b>Average group size:</b>	<b>2.59</b>	<b>2.67</b>	<b>2.61</b>	<b>2.55</b>	<b>2.59</b>	<b>2.66</b>

\*People who share the main expenses of the trip

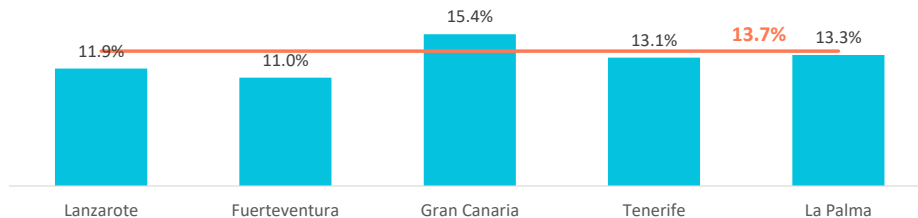


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.6%	0.0%	0.3%	2.4%	1.5%	0.1%
Between 1 and 30 days	27.3%	38.9%	28.4%	24.8%	26.2%	22.1%
Between 1 and 2 months	24.9%	19.7%	24.5%	25.2%	26.3%	29.4%
Between 3 and 6 months	32.5%	29.4%	35.8%	32.1%	33.0%	35.1%
More than 6 months	13.7%	11.9%	11.0%	15.4%	13.1%	13.3%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



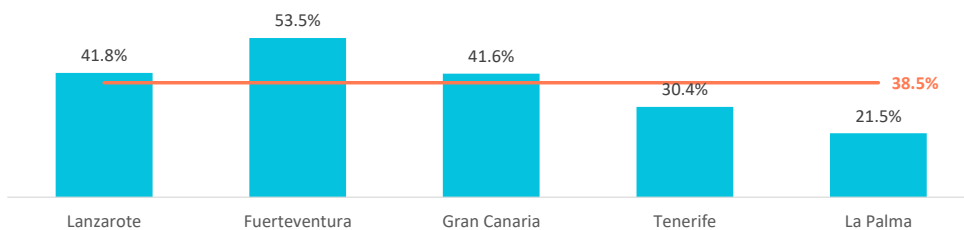
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Flight</b>						
- Directly with the airline	38.7%	42.6%	43.2%	36.2%	38.9%	46.4%
- Tour Operator or Travel Agency	61.3%	57.4%	56.8%	63.8%	61.1%	53.6%
<b>Accommodation</b>						
- Directly with the accommodation	29.0%	32.1%	28.8%	28.1%	29.0%	31.4%
- Tour Operator or Travel Agency	71.0%	67.9%	71.2%	71.9%	71.0%	68.6%

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	26.2%	22.9%	22.7%	26.1%	27.7%	51.0%
Bed and Breakfast	16.2%	12.5%	10.3%	15.2%	20.3%	7.3%
Half board	17.0%	17.7%	11.8%	15.0%	20.2%	20.2%
Full board	2.2%	5.2%	1.6%	2.1%	1.4%	0.0%
All inclusive	38.5%	41.8%	53.5%	41.6%	30.4%	21.5%

% TOURISTS WHO BOOK ALL INCLUSIVE

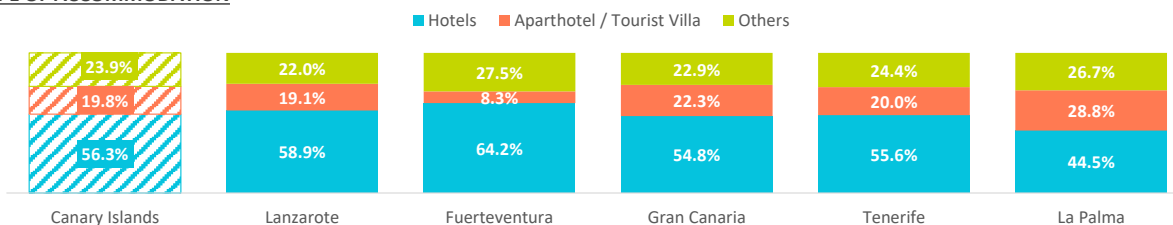


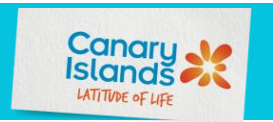
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	11.8%	9.9%	8.8%	16.8%	7.9%	0.0%
4* Hotel	37.6%	43.5%	52.8%	30.0%	40.2%	44.5%
5* Hotel / 5* Luxury Hotel	6.9%	5.5%	2.6%	8.0%	7.5%	0.0%
Aparthotel / Tourist Villa	19.8%	19.1%	8.3%	22.3%	20.0%	28.8%
House/room rented in a private dwelling	5.4%	4.3%	7.7%	2.3%	8.6%	6.3%
Private accommodation <sup>(1)</sup>	5.2%	2.8%	6.3%	6.8%	3.9%	6.9%
Others (Cottage, cruise, camping,...)	13.3%	14.9%	13.6%	13.8%	11.9%	13.5%

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

TYPE OF ACCOMMODATION





TRIP MOTIVATION AND DESTINATION CHOICE

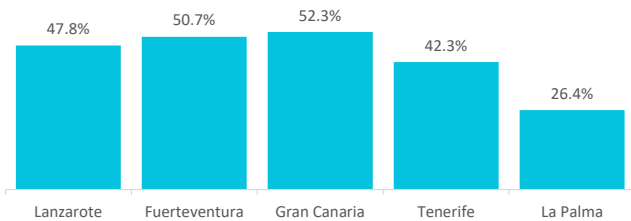
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	92.8%	96.1%	90.6%	90.5%	94.7%	96.9%
Family reasons	4.7%	1.6%	5.3%	6.4%	3.7%	2.3%
Business	1.1%	1.2%	1.4%	1.3%	0.7%	0.8%
Education and training	0.4%	0.0%	0.4%	0.6%	0.4%	0.0%
Sports training	0.4%	1.2%	0.7%	0.1%	0.5%	0.0%
Health	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Conventions and Exhibitions	0.1%	0.0%	1.0%	0.0%	0.0%	0.0%
Others	0.5%	0.0%	0.6%	1.0%	0.1%	0.0%

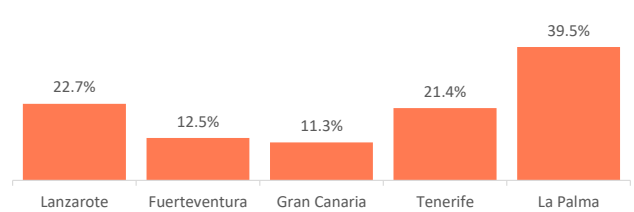
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	47.7%	47.8%	50.7%	52.3%	42.3%	26.4%
Enjoy family time	12.5%	9.6%	13.6%	14.3%	11.1%	7.9%
Have fun	18.3%	15.6%	16.6%	17.6%	20.5%	14.2%
Explore the destination	16.8%	22.7%	12.5%	11.3%	21.4%	39.5%
Practice their hobbies	1.6%	1.5%	2.8%	1.4%	1.4%	4.2%
Other reasons	3.2%	2.8%	3.7%	3.1%	3.3%	7.8%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	70.5%	78.1%	72.9%	65.7%	73.3%	53.5%
Safety	43.4%	42.1%	49.9%	45.7%	39.4%	40.6%
Tranquility	38.2%	30.9%	37.5%	42.0%	37.2%	20.4%
Sea	37.6%	32.3%	51.2%	35.6%	38.7%	18.1%
Accommodation supply	36.3%	35.8%	34.7%	38.6%	35.0%	14.6%
Beaches	32.2%	31.2%	49.6%	34.3%	26.3%	9.9%
Effortless trip	29.2%	28.4%	30.2%	31.1%	27.5%	16.5%
Price	27.3%	28.1%	32.1%	28.0%	25.1%	18.0%
European belonging	24.5%	25.2%	18.4%	17.7%	32.7%	46.3%
Landscapes	23.7%	24.0%	27.4%	24.6%	22.1%	13.8%
Environment	16.4%	17.1%	8.4%	18.6%	16.0%	9.1%
Gastronomy	15.9%	9.3%	14.9%	16.5%	17.6%	19.5%
Fun possibilities	13.7%	16.1%	14.5%	14.7%	11.0%	27.9%
Authenticity	13.4%	11.6%	13.6%	14.4%	12.9%	9.7%
Exoticism	11.0%	10.7%	6.0%	8.8%	14.8%	13.0%
Hiking trail network	9.4%	6.7%	7.0%	7.8%	12.2%	25.2%
Shopping	6.3%	7.3%	4.9%	6.1%	6.8%	5.6%
Culture	5.9%	5.4%	5.3%	5.3%	6.9%	6.3%
Historical heritage	5.8%	3.9%	2.6%	9.2%	3.6%	1.0%
Nightlife	5.1%	2.7%	1.1%	7.8%	3.9%	0.6%

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?

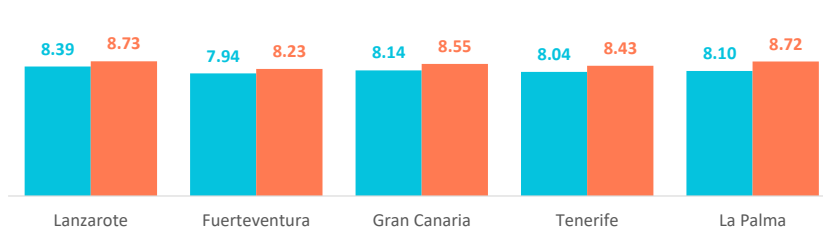
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	38.7%	38.6%	25.6%	43.4%	36.7%	38.6%
Friends or relatives	25.6%	27.2%	15.6%	23.2%	30.8%	19.5%
Internet or social media	57.4%	71.1%	60.7%	49.2%	61.1%	67.7%
Mass Media	1.2%	0.8%	0.8%	1.4%	1.2%	1.0%
Travel guides and magazines	6.8%	6.6%	4.4%	4.5%	9.8%	20.9%
Travel Blogs or Forums	5.2%	8.3%	3.4%	3.3%	6.5%	12.4%
Travel TV Channels	0.7%	0.0%	0.7%	0.5%	1.2%	1.5%
Tour Operator or Travel Agency	20.6%	19.1%	23.7%	20.1%	20.8%	19.1%
Public administrations or similar	0.5%	0.8%	0.4%	0.4%	0.5%	0.0%
Others	3.8%	1.8%	2.3%	4.3%	4.4%	2.3%

\* Multi-choice question

## SATISFACTION AND LOYALTY INDICATORS

## Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.42	8.63	8.15	8.48	8.35	8.63
<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	2.4%	2.0%	4.0%	2.2%	2.3%	4.4%
Lived up to expectations	57.1%	49.8%	61.2%	61.7%	53.3%	44.6%
Better or much better than expected	40.5%	48.2%	34.8%	36.1%	44.3%	51.0%
<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	8.12	8.39	7.94	8.14	8.04	8.10
Recommend visiting the Canary Islands	8.50	8.73	8.23	8.55	8.43	8.72



## 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	32.0%	29.5%	33.6%	29.3%	35.8%	27.8%
Repeat tourists	68.0%	70.5%	66.4%	70.7%	64.2%	72.2%
At least 10 previous visits	14.3%	15.2%	10.0%	19.8%	8.8%	8.6%
Repeat tourists (last 5 years)	59.8%	64.5%	57.6%	64.3%	53.6%	57.3%
Repeat tourists (last 5 years) (5 or more visits)	11.3%	13.2%	12.1%	13.2%	8.3%	7.0%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	31.1%	57.3%	10.3%	20.6%	13.3%	4.2%
Fuerteventura	22.6%	11.2%	50.5%	17.1%	13.7%	2.1%
Gran Canaria	50.5%	10.0%	5.4%	62.8%	16.7%	2.9%
Tenerife	45.1%	10.4%	4.1%	20.5%	54.0%	2.2%
La Palma	8.7%	9.6%	7.5%	13.8%	18.7%	52.5%
CANARY ISLANDS	68.0%	70.5%	66.4%	70.7%	64.2%	72.2%

## How to interpret the table

- Column Canary Islands = refers to the % of repeat dutch tourists on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of repeat dutch tourists on each island by island of stay in 2023. For example: 57.3% refers to % repeat dutch tourists who repeat Lanzarote in 2023 and stay in Lanzarote in this trip. 11.2% dutch tourists who stay in Lanzarote in 2023 and has previously been to Fuerteventura.
- Row CANARY ISLANDS = refers to the % repeat dutch tourists by island of stay. For example: 64.2% refers to % dutch 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	94.1%	92.4%	95.7%	93.3%	95.7%	87.8%
Two islands	4.4%	5.6%	4.3%	4.0%	4.2%	10.8%
Three or more islands	1.5%	1.9%	0.0%	2.7%	0.1%	1.4%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	12.6%	100%	1.7%	1.2%	0.0%	0.2%
Fuerteventura	10.4%	2.3%	100%	1.8%	0.0%	0.1%
Gran Canaria	41.9%	1.9%	2.0%	100%	0.4%	0.6%
Tenerife	37.2%	2.3%	0.0%	2.0%	100%	11.8%
La Gomera	0.3%	0.0%	0.0%	0.0%	0.8%	1.0%
La Palma	1.5%	0.0%	0.0%	0.6%	0.0%	100%
El Hierro	0.2%	0.0%	0.0%	0.2%	0.2%	0.0%
Cruise	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%

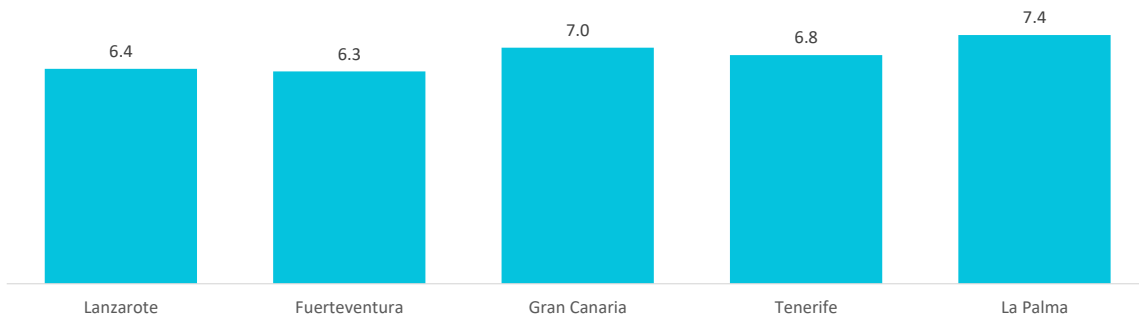
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	2.5%	2.2%	4.1%	1.8%	3.1%	3.3%
1 - 2 hours	12.4%	16.6%	17.3%	12.0%	10.5%	3.7%
3 - 6 hours	39.0%	41.0%	34.4%	39.9%	38.4%	45.7%
7 - 12 hours	38.8%	33.2%	37.5%	38.1%	41.6%	41.1%
More than 12 hours	7.2%	7.0%	6.7%	8.2%	6.4%	6.2%
<b>Outdoor time per day</b>	<b>6.8</b>	<b>6.4</b>	<b>6.3</b>	<b>7.0</b>	<b>6.8</b>	<b>7.4</b>



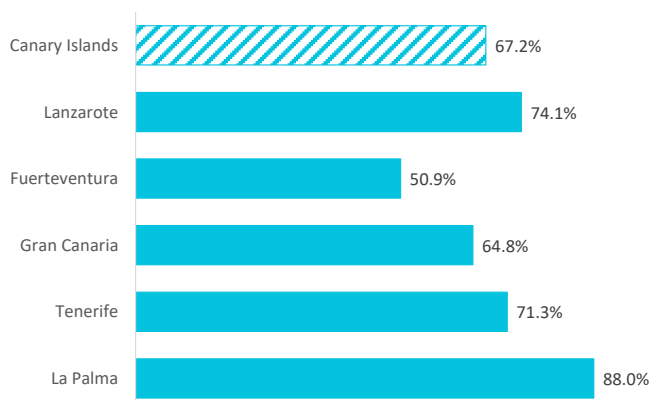
Canary Islands  
6.8



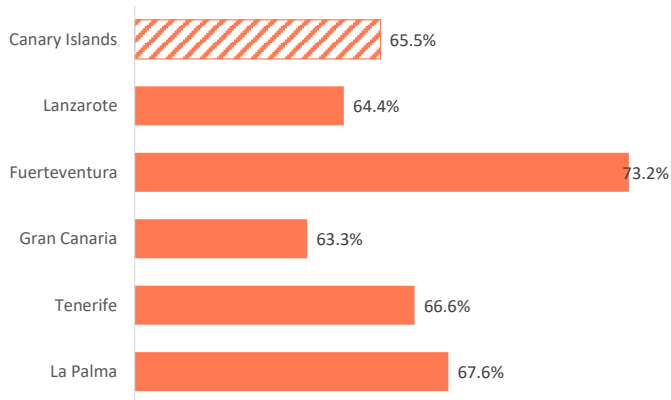
Activities in the Canary Islands

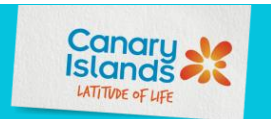
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	67.2%	74.1%	50.9%	64.8%	71.3%	88.0%
Beach	65.5%	64.4%	73.2%	63.3%	66.6%	67.6%
Swimming pool, hotel facilities	63.9%	61.8%	58.5%	60.7%	70.3%	55.8%
Explore the island on their own	49.5%	54.0%	34.8%	45.4%	55.2%	82.3%
Taste Canarian gastronomy	35.3%	35.6%	28.7%	32.5%	38.6%	70.5%
Hiking	19.4%	17.7%	8.1%	13.4%	29.8%	19.7%
Organized excursions	19.1%	12.0%	14.2%	18.3%	23.3%	32.0%
Nightlife / concerts / shows	18.3%	15.7%	16.9%	16.6%	20.7%	32.8%
Theme parks	17.7%	12.8%	19.3%	18.1%	18.5%	21.9%
Sea excursions / whale watching	16.0%	4.2%	12.1%	11.9%	25.1%	32.5%
Wineries / markets / popular festivals	14.4%	5.8%	6.1%	12.5%	21.9%	6.7%
Museums / exhibitions	11.3%	5.6%	4.5%	16.2%	9.5%	7.5%
Other Nature Activities	9.6%	11.4%	9.1%	8.6%	9.8%	20.6%
Swim	9.0%	26.0%	2.5%	8.2%	5.4%	27.4%
Beauty and health treatments	6.9%	4.5%	4.8%	4.8%	10.4%	19.4%
Running	5.9%	11.4%	2.9%	5.8%	4.5%	17.7%
Practice other sports	4.7%	5.3%	4.5%	4.5%	4.8%	6.5%
Astronomical observation	3.8%	4.5%	3.6%	3.9%	3.5%	2.1%
Cycling / Mountain bike	3.8%	2.8%	0.4%	3.3%	5.4%	9.2%
Surf	2.7%	8.3%	2.2%	1.4%	2.4%	3.9%
Scuba Diving	2.5%	5.8%	6.5%	1.0%	2.2%	0.0%
Golf	2.4%	0.5%	1.6%	2.7%	3.0%	0.7%
Windsurf / Kitesurf	1.5%	1.7%	7.1%	0.3%	1.4%	0.0%

WALK, WANDER



BEACH



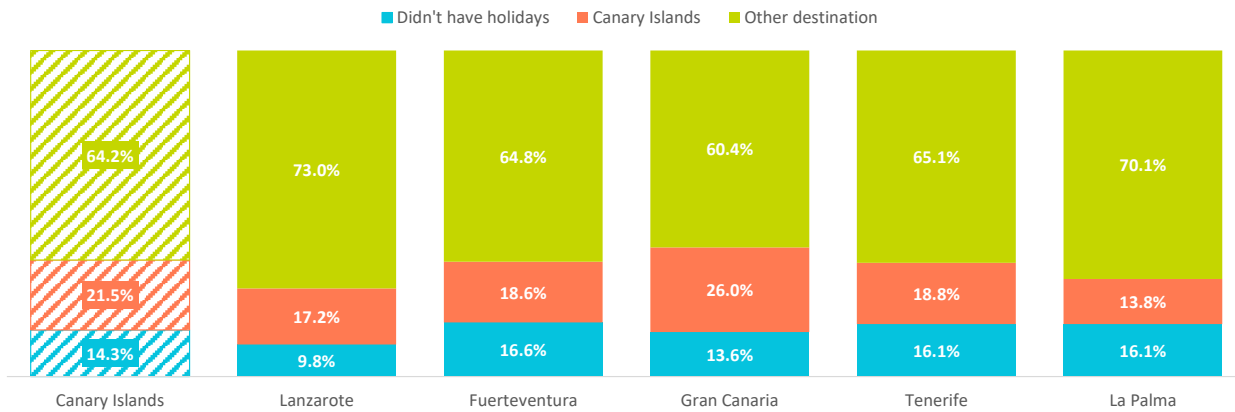


COMPETITORS

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	14.3%	9.8%	16.6%	13.6%	16.1%	16.1%
Canary Islands	21.5%	17.2%	18.6%	26.0%	18.8%	13.8%
Other destination	64.2%	73.0%	64.8%	60.4%	65.1%	70.1%
Balearic Islands	1.8%	1.2%	2.2%	1.5%	2.2%	1.7%
Rest of Spain	10.8%	12.3%	9.0%	10.5%	11.3%	3.7%
Italy	7.3%	8.9%	9.1%	5.2%	8.4%	10.4%
France	8.7%	11.6%	9.0%	8.6%	7.8%	9.2%
Turkey	2.2%	3.0%	0.6%	2.8%	1.5%	1.7%
Greece	8.5%	7.4%	8.2%	8.8%	8.8%	6.3%
Portugal	3.4%	4.5%	7.3%	3.0%	2.6%	5.8%
Croatia	1.9%	2.0%	2.2%	2.0%	1.7%	2.6%
Egypt	1.4%	3.1%	0.8%	1.5%	0.8%	0.2%
Tunisia	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%
Morocco	1.0%	0.3%	0.0%	1.8%	0.5%	0.2%
Others	17.2%	18.7%	16.4%	14.4%	19.5%	28.2%

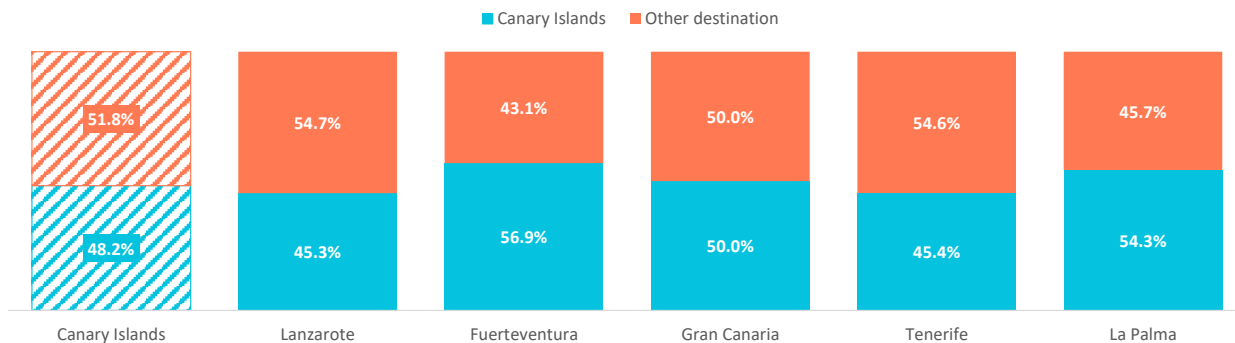
\* Percentage of valid answers



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")	22.4%	15.6%	27.3%	24.7%	21.1%	31.2%
Canary Islands (other island)	25.8%	29.7%	29.6%	25.3%	24.2%	23.1%
Other destination	51.8%	54.7%	43.1%	50.0%	54.6%	45.7%
Balearic Islands	3.2%	2.6%	4.9%	4.0%	2.4%	2.4%
Rest of Spain	9.9%	7.8%	7.6%	9.1%	12.1%	6.2%
Italy	5.6%	7.8%	4.2%	4.8%	6.1%	6.8%
France	2.1%	4.3%	1.4%	1.8%	1.8%	2.2%
Turkey	3.9%	3.1%	2.7%	4.8%	3.5%	2.7%
Greece	11.5%	10.2%	10.5%	11.3%	12.5%	7.5%
Portugal	6.1%	9.3%	3.2%	6.2%	5.3%	10.3%
Croatia	2.6%	2.1%	0.8%	2.0%	3.6%	2.6%
Egypt	2.9%	4.4%	4.7%	2.6%	2.3%	1.9%
Others	3.9%	3.0%	3.0%	3.3%	5.1%	3.1%

\* Percentage of valid answers





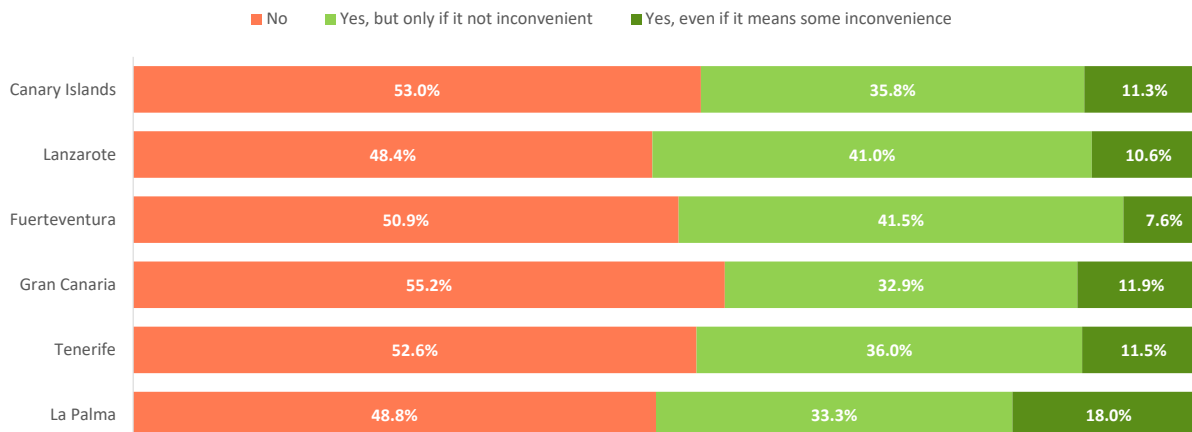
# TOURIST PROFILE BY ISLAND OF STAY (2023)

## NETHERLANDS

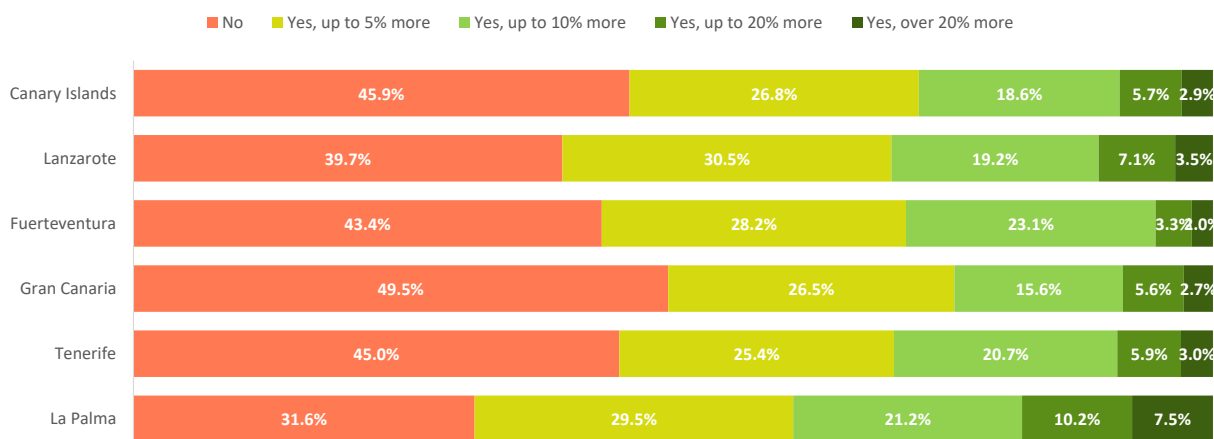


### SUSTAINABLE DESTINATION

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	7.9	7.7	7.8	7.7	7.9
Tolerance towards tourism	8.1	8.4	8.0	8.2	8.1	7.9
Cleanliness of the island	7.8	8.3	8.1	7.7	7.7	8.1
Air quality	8.0	8.2	8.1	7.9	7.8	8.3
Rational water consumption	7.4	7.4	7.3	7.4	7.3	7.7
Energy saving	6.9	7.0	6.8	7.0	6.8	7.2
Use of renewable energy	6.8	6.9	6.6	7.0	6.5	6.9
Recycling	6.9	7.0	6.8	7.0	6.7	6.9
Easy to get around by public transport	7.5	7.3	7.0	7.8	7.3	7.0
Overcrowding in tourist areas	6.7	6.8	6.6	6.9	6.5	6.7
Supply of local products	7.1	7.1	7.0	7.2	7.0	7.2

\* 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
Netherlands	79.2%	83.6%	68.4%	82.3%	77.1%	80.5%
Germany	12.8%	7.6%	18.7%	10.8%	15.1%	11.9%
Spanish Mainland	2.6%	1.5%	3.8%	3.3%	1.7%	6.7%
United Kingdom	1.2%	5.4%	4.0%	0.0%	0.6%	0.0%
Portugal	0.8%	0.0%	0.0%	0.6%	1.6%	0.0%
Others	3.4%	1.9%	5.0%	3.0%	4.0%	0.9%

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.