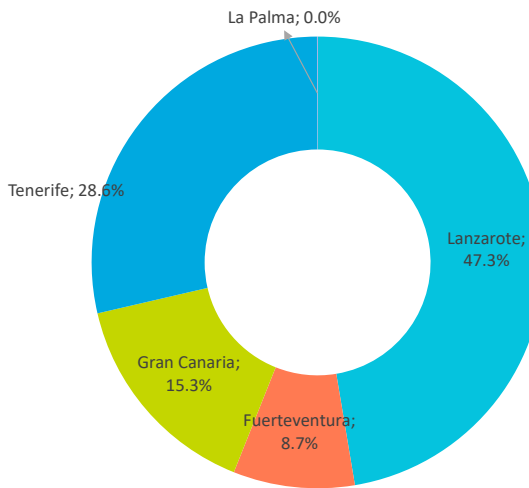


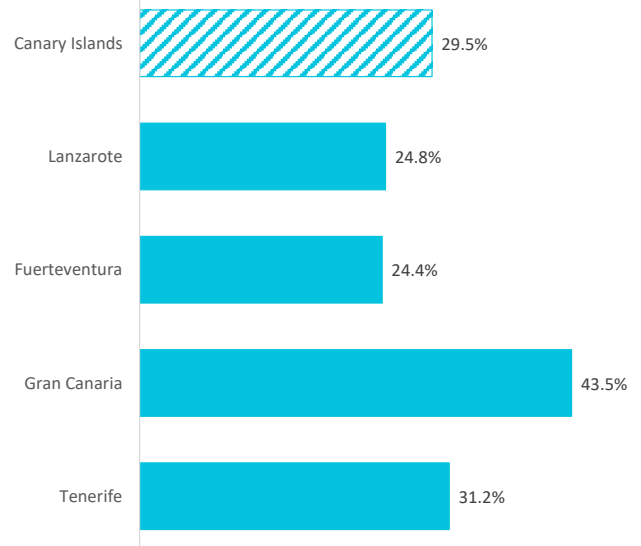
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	603,391	285,586	52,397	92,477	172,347	264
% Tourists	100%	47.3%	8.7%	15.3%	28.6%	0.0%
% tourists who book holiday package	29.5%	24.8%	24.4%	43.5%	31.2%	--
Expenditure per tourist (€)	1,498	1,539	1,327	1,523	1,468	--
- book holiday package	1,518	1,555	1,325	1,405	1,600	--
- holiday package	1,086	1,154	945	981	1,108	--
- others	432	401	380	424	492	--
- do not book holiday package	1,490	1,534	1,328	1,614	1,408	--
- flight	386	433	362	348	326	--
- accommodation	576	601	471	627	545	--
- others	527	500	495	638	537	--
Average length of stay	9.06	8.75	9.77	9.15	9.29	--
Average daily expenditure (€)	186.5	197.4	155.3	181.7	180.8	--
Average daily expenditure without flight (€)	136.4	139.6	113.5	138.6	137.1	--
Average cost of the flight (€)	386.4	436.0	344.3	336.3	343.5	--
Total turnover (≥ 16 years old) (€m)	904	440	70	141	253	--
% Turnover	100%	48.6%	7.7%	15.6%	28.0%	--
Tourist arrivals (FRONTUR)	725,824	348,679	62,599	108,475	205,472	264
Passenger arrivals on non-stop flights (AENA)	684,497	327,655	64,875	108,298	183,669	n.d.
Children < 16 years old (FRONTUR - EGT)	122,433	63,093	10,202	15,998	33,125	0

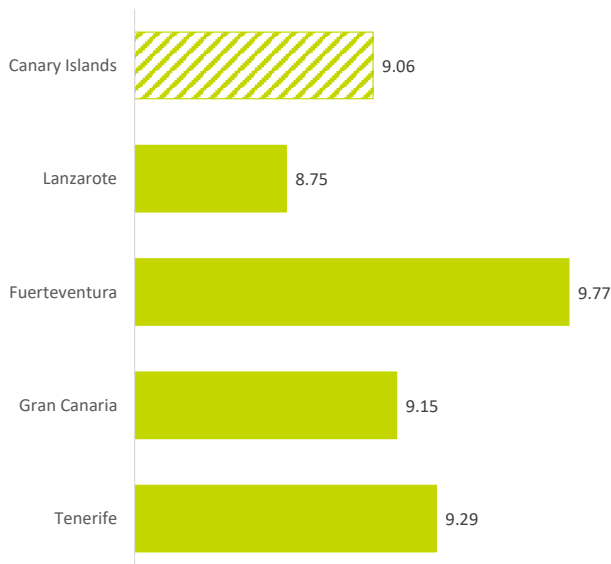
% TOURISTS (≥ 16 years old)



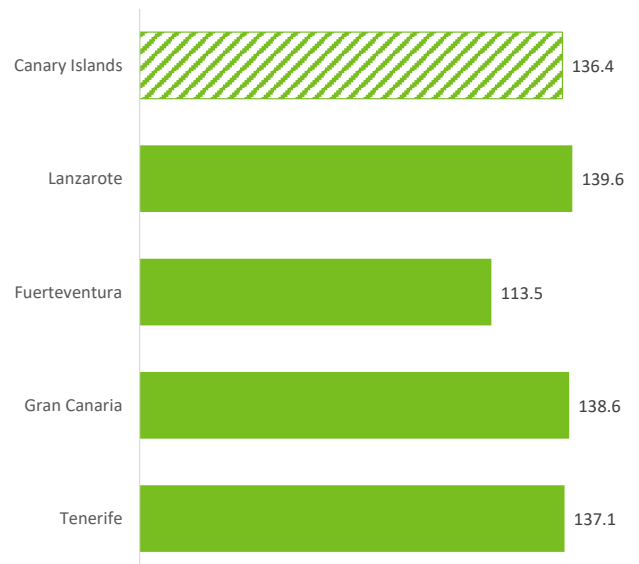
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2023)

IRELAND

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	88.5%	91.2%	75.0%	90.5%	87.1%	--
- Additional accommodation expenses	11.1%	11.7%	14.3%	9.8%	9.8%	--
Transport:						
- National/International Transport	97.1%	97.1%	97.8%	98.2%	96.2%	--
- Flights between islands	7.2%	7.4%	9.6%	8.7%	5.1%	--
- Taxi	59.3%	63.3%	46.2%	56.9%	58.0%	--
- Car rental	18.2%	15.8%	21.9%	12.8%	24.0%	--
- Public transport	10.9%	11.4%	10.5%	13.3%	8.7%	--
Food and drink:						
- Food purchases at supermarkets	69.1%	70.3%	70.5%	65.4%	68.5%	--
- Restaurants	77.6%	78.0%	74.0%	76.5%	78.6%	--
Leisure:						
- Organized excursions	19.8%	17.6%	13.2%	16.1%	27.4%	--
- Sport activities	11.2%	9.2%	16.1%	8.5%	14.3%	--
- Cultural activities	2.5%	2.0%	2.1%	1.3%	4.2%	--
- Museums	3.6%	4.3%	1.4%	3.9%	2.8%	--
- Theme Parks	12.7%	9.4%	7.8%	8.7%	21.9%	--
- Discos and pubs	21.5%	22.7%	12.8%	17.2%	24.4%	--
- Wellness	8.6%	8.6%	6.6%	6.9%	10.0%	--
Purchases of goods:						
- Souvenirs	48.5%	53.7%	46.0%	41.7%	44.4%	--
- Real estate	0.3%	0.3%	0.0%	0.4%	0.3%	--
- Other purchases	1.1%	0.5%	0.0%	2.2%	1.9%	--
Others:						
- Medical expenses	13.3%	15.2%	10.8%	10.4%	12.4%	--
- Other expenses	5.2%	6.1%	3.1%	4.0%	5.0%	--

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:	864	838	972	926	836	--
- Accommodation	673	678	670	670	668	--
- Additional accommodation expenses	191	160	302	256	167	--
Transport:	770	719	662	1,046	697	--
- National/International Transport	398	449	352	343	357	--
- Flights between islands	150	76	81	466	85	--
- Taxi	65	51	64	96	74	--
- Car rental	125	118	139	113	131	--
- Public transport	32	26	26	28	50	--
Food and drink:	365	363	358	396	354	--
- Food purchases at supermarkets	118	111	134	131	116	--
- Restaurants	247	252	224	265	238	--
Leisure:	610	534	475	953	600	--
- Organized excursions	113	106	98	152	112	--
- Sport activities	105	76	133	127	121	--
- Cultural activities	42	46	10	62	41	--
- Museums	71	50	15	170	61	--
- Theme Parks	91	80	56	199	79	--
- Discos and pubs	123	115	124	191	110	--
- Wellness	64	61	38	53	77	--
Purchases of goods:	387	374	90	173	491	--
- Souvenirs	104	97	90	104	122	--
- Real estate	114	177	0	10	100	--
- Other purchases	169	100	0	59	268	--
Others:	148	112	127	215	198	--
- Medical expenses	52	53	46	73	42	--
- Other expenses	96	59	81	142	156	--

TOURIST PROFILE

Who are they?

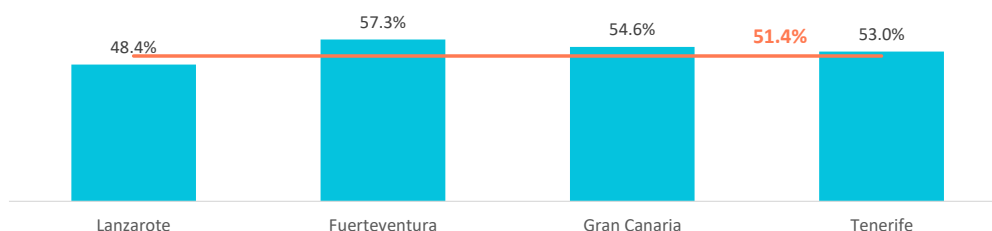
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	46.7%	46.5%	42.9%	51.7%	45.4%	--
Percentage of women	53.3%	53.5%	57.1%	48.3%	54.6%	--
Age						
Average age (tourists above 16 years old)	48.01	50.69	48.89	44.61	45.11	--
Standard deviation	16.2	15.0	16.8	16.7	17.0	--
Age range						
16-24 years old	10.0%	6.2%	9.5%	15.3%	13.7%	--
25-30 years old	8.4%	4.8%	10.4%	10.0%	13.1%	--
31-45 years old	26.2%	25.7%	22.9%	28.0%	27.0%	--
46-60 years old	28.8%	34.3%	22.9%	24.3%	24.0%	--
Over 60 years old	26.5%	29.0%	34.3%	22.5%	22.2%	--
Occupation						
Salaried worker	58.7%	59.3%	52.8%	61.1%	58.3%	--
Self-employed	10.7%	10.8%	12.4%	9.5%	10.7%	--
Unemployed	0.7%	0.9%	1.9%	0.8%	0.1%	--
Business owner	5.8%	5.1%	12.6%	4.0%	5.9%	--
Student	2.1%	1.1%	1.7%	4.2%	2.8%	--
Retired	19.0%	21.2%	16.9%	16.3%	17.3%	--
Unpaid domestic work	2.2%	1.4%	1.8%	2.4%	3.5%	--
Others	0.8%	0.4%	0.0%	1.6%	1.4%	--
Annual household income level						
Less than €25,000	9.1%	6.3%	7.7%	13.9%	11.6%	--
€25,000 - €49,999	31.6%	29.6%	36.1%	30.2%	34.3%	--
€50,000 - €74,999	22.6%	24.7%	14.6%	23.1%	21.5%	--
More than €74,999	36.6%	39.4%	41.6%	32.7%	32.6%	--
Education level						
No studies	3.6%	3.9%	1.8%	2.0%	4.4%	--
Primary education	0.7%	0.8%	0.0%	0.7%	0.8%	--
Secondary education	18.4%	18.5%	19.5%	19.6%	17.3%	--
Higher education	77.3%	76.8%	78.8%	77.7%	77.5%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	6.9%	4.0%	13.9%	9.0%	8.5%	--
Only with partner	51.4%	48.4%	57.3%	54.6%	53.0%	--
Only with children (< 13 years old)	4.8%	5.6%	3.6%	4.3%	4.2%	--
Partner + children (< 13 years old)	5.5%	7.0%	3.9%	3.5%	4.4%	--
Other relatives	14.8%	16.2%	12.2%	13.1%	14.2%	--
Friends	4.5%	4.4%	3.4%	5.1%	4.7%	--
Work colleagues	0.1%	0.2%	0.0%	0.0%	0.0%	--
Organized trip	0.1%	0.0%	0.0%	0.4%	0.0%	--
Other combinations ⁽²⁾	11.9%	14.2%	5.6%	10.0%	11.0%	--
<i>(2) Different situations have been isolated</i>						
Tourists with children	17.6%	20.8%	16.7%	13.3%	14.9%	--
- Between 0 and 2 years old	1.1%	1.3%	1.2%	0.6%	1.1%	--
- Between 3 and 12 years old	15.1%	17.6%	13.9%	11.1%	13.3%	--
- Between 0 -2 and 3-12 years old	1.4%	1.9%	1.7%	1.6%	0.5%	--
Tourists without children	82.4%	79.2%	83.3%	86.7%	85.1%	--
Group composition:						
- 1 person	9.9%	6.9%	17.0%	12.3%	11.3%	--
- 2 people	57.4%	53.6%	59.5%	60.7%	61.2%	--
- 3 people	10.5%	12.6%	9.0%	8.9%	8.4%	--
- 4 or 5 people	17.9%	22.3%	10.4%	16.1%	13.9%	--
- 6 or more people	4.3%	4.7%	4.1%	2.0%	5.1%	--
Average group size:	2.62	2.79	2.39	2.43	2.50	--

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

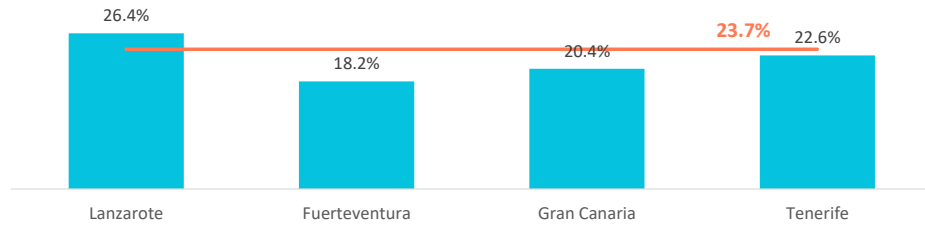


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.4%	0.4%	0.0%	0.6%	0.3%	--
Between 1 and 30 days	17.8%	17.5%	14.6%	16.2%	20.0%	--
Between 1 and 2 months	21.0%	20.9%	24.8%	23.9%	18.5%	--
Between 3 and 6 months	37.2%	34.9%	42.3%	38.9%	38.5%	--
More than 6 months	23.7%	26.4%	18.2%	20.4%	22.6%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



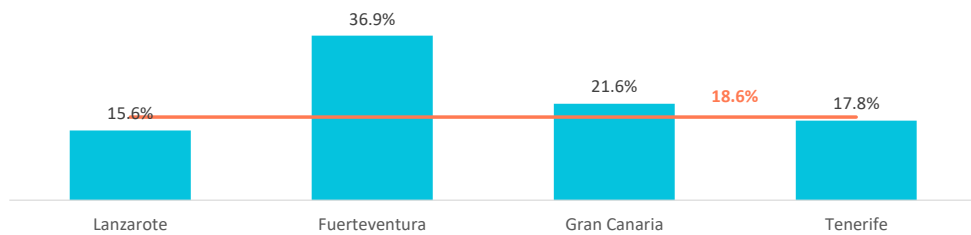
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	69.2%	73.0%	71.1%	58.1%	68.2%	--
- Tour Operator or Travel Agency	30.8%	27.0%	28.9%	41.9%	31.8%	--
Accommodation						
- Directly with the accommodation	53.9%	58.7%	47.0%	46.0%	51.8%	--
- Tour Operator or Travel Agency	46.1%	41.3%	53.0%	54.0%	48.2%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	41.5%	44.1%	35.1%	40.4%	39.3%	--
Bed and Breakfast	23.7%	22.8%	16.7%	26.0%	25.8%	--
Half board	14.3%	15.8%	9.7%	10.7%	14.6%	--
Full board	1.9%	1.7%	1.6%	1.4%	2.5%	--
All inclusive	18.6%	15.6%	36.9%	21.6%	17.8%	--

% TOURISTS WHO BOOK ALL INCLUSIVE

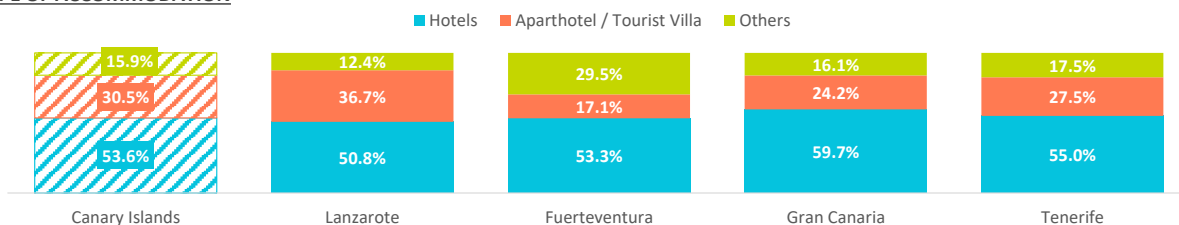


ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	9.6%	6.3%	16.6%	12.9%	11.0%	--
4* Hotel	33.2%	29.8%	32.6%	39.6%	35.7%	--
5* Hotel / 5* Luxury Hotel	10.8%	14.8%	4.1%	7.1%	8.2%	--
Aparthotel / Tourist Villa	30.5%	36.7%	17.1%	24.2%	27.5%	--
House/room rented in a private dwelling	6.1%	6.0%	4.7%	6.5%	6.5%	--
Private accommodation ⁽¹⁾	6.1%	3.5%	21.1%	6.5%	5.6%	--
Others (Cottage, cruise, camping,...)	3.8%	3.0%	3.7%	3.1%	5.4%	--

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

TYPE OF ACCOMMODATION



TRIP MOTIVATION AND DESTINATION CHOICE

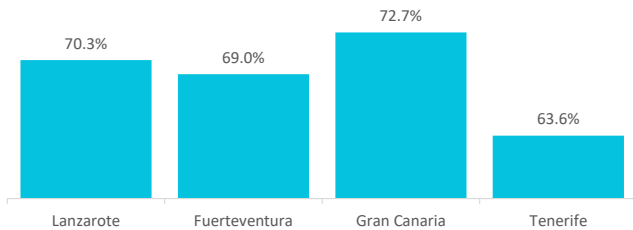
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	97.0%	98.1%	97.4%	95.9%	95.8%	--
Family reasons	2.3%	1.2%	1.8%	3.0%	3.8%	--
Business	0.2%	0.1%	0.0%	0.3%	0.4%	--
Education and training	0.0%	0.0%	0.0%	0.0%	0.0%	--
Sports training	0.1%	0.1%	0.0%	0.3%	0.0%	--
Health	0.0%	0.0%	0.0%	0.0%	0.0%	--
Conventions and Exhibitions	0.0%	0.0%	0.0%	0.0%	0.0%	--
Others	0.4%	0.6%	0.8%	0.4%	0.0%	--

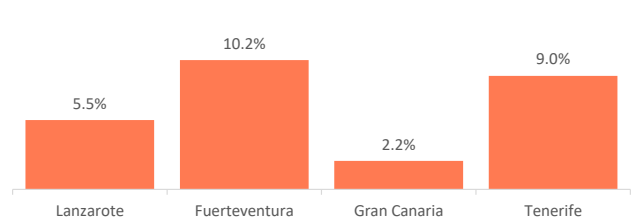
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	68.6%	70.3%	69.0%	72.7%	63.6%	--
Enjoy family time	14.0%	15.6%	11.2%	12.4%	13.2%	--
Have fun	9.2%	7.7%	9.1%	11.6%	10.5%	--
Explore the destination	6.4%	5.5%	10.2%	2.2%	9.0%	--
Practice their hobbies	1.1%	0.1%	0.0%	0.6%	3.1%	--
Other reasons	0.7%	0.9%	0.5%	0.4%	0.6%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	79.1%	74.9%	83.8%	84.3%	82.1%	--
Safety	74.3%	73.5%	69.0%	78.5%	75.0%	--
Tranquility	61.0%	60.7%	51.9%	64.7%	62.5%	--
Sea	54.8%	56.1%	55.8%	50.4%	54.7%	--
Accommodation supply	53.6%	49.2%	54.1%	57.4%	58.7%	--
Beaches	50.5%	52.7%	53.4%	45.9%	48.6%	--
Effortless trip	47.8%	46.9%	50.4%	45.9%	49.3%	--
Price	46.4%	42.1%	59.0%	52.8%	46.1%	--
European belonging	42.6%	38.6%	58.2%	49.5%	40.8%	--
Landscapes	39.9%	38.2%	42.8%	44.5%	39.1%	--
Environment	35.1%	32.5%	38.5%	36.9%	37.6%	--
Gastronomy	33.5%	27.9%	30.9%	39.6%	40.3%	--
Fun possibilities	28.1%	22.5%	39.2%	30.9%	32.4%	--
Authenticity	25.4%	21.1%	26.8%	27.0%	31.2%	--
Exoticism	17.3%	15.1%	20.3%	20.7%	18.3%	--
Hiking trail network	14.2%	9.6%	20.0%	19.0%	17.4%	--
Shopping	12.9%	8.6%	16.9%	19.6%	15.4%	--
Culture	10.5%	9.5%	8.3%	14.4%	10.8%	--
Historical heritage	7.5%	7.1%	13.1%	7.6%	6.2%	--
Nightlife	6.5%	4.1%	10.1%	10.2%	7.2%	--

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?

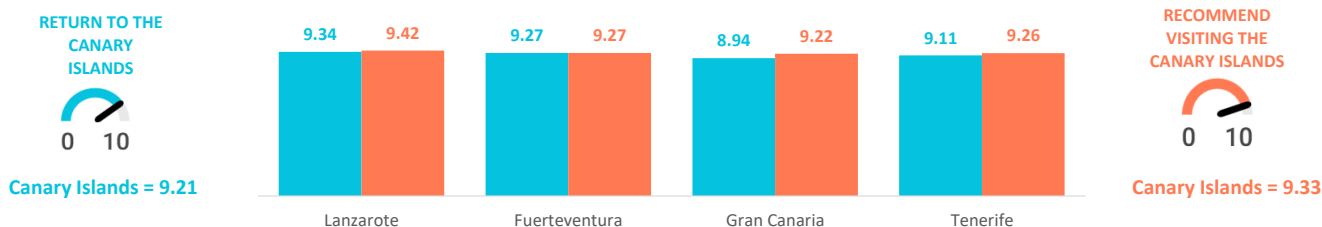
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	66.6%	76.3%	51.2%	52.4%	62.9%	--
Friends or relatives	29.2%	26.2%	18.3%	28.6%	38.0%	--
Internet or social media	52.1%	51.7%	54.1%	59.8%	47.9%	--
Mass Media	1.5%	1.8%	0.0%	2.1%	1.2%	--
Travel guides and magazines	4.5%	5.5%	1.6%	5.4%	3.1%	--
Travel Blogs or Forums	6.1%	6.6%	7.4%	4.2%	5.9%	--
Travel TV Channels	1.1%	1.1%	1.0%	2.1%	0.7%	--
Tour Operator or Travel Agency	11.6%	11.6%	9.8%	16.2%	9.5%	--
Public administrations or similar	0.3%	0.3%	0.0%	1.0%	0.2%	--
Others	3.6%	3.5%	0.7%	6.1%	3.0%	--

* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.99	9.08	8.81	8.93	8.93	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	1.2%	0.9%	2.0%	0.7%	1.6%	--
Lived up to expectations	55.1%	59.8%	50.1%	53.0%	50.1%	--
Better or much better than expected	43.7%	39.3%	47.9%	46.3%	48.3%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	9.21	9.34	9.27	8.94	9.11	--
Recommend visiting the Canary Islands	9.33	9.42	9.27	9.22	9.26	--



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	16.9%	10.4%	22.7%	26.4%	21.0%	--
Repeat tourists	83.1%	89.6%	77.3%	73.6%	79.0%	--
At least 10 previous visits	27.6%	31.1%	35.8%	21.6%	22.5%	--
Repeat tourists (last 5 years)	76.0%	81.9%	73.6%	65.8%	72.2%	--
Repeat tourists (last 5 years) (5 or more visits)	21.9%	23.2%	31.5%	18.4%	18.8%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	65.4%	83.9%	12.1%	19.3%	21.3%	--
Fuerteventura	29.0%	41.0%	59.7%	17.9%	26.2%	--
Gran Canaria	43.2%	29.0%	7.6%	64.3%	19.3%	--
Tenerife	50.3%	35.9%	7.8%	20.4%	66.8%	--
La Palma	4.5%	0.0%	32.8%	0.0%	67.2%	--
CANARY ISLANDS	83.1%	89.6%	77.3%	73.6%	79.0%	--

How to interpret the table

- Column Canary Islands = refers to the % of repeat irish tourists on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of repeat irish tourist on each island by island of stay in 2023. For example: 83.9% refers to % repeat irish tourist who repeat Lanzarote in 2023 and stay in Lanzarote in this trip. 41% irish tourist who stay in Lanzarote in 2023 and has previously been to Fuerteventura.
- Row CANARY ISLANDS = refers to the % repeat irish tourists by island of stay. For exdample: 79% refers to % irish 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	92.1%	90.6%	96.0%	90.7%	94.3%	--
Two islands	7.4%	8.8%	3.3%	8.0%	5.7%	--
Three or more islands	0.6%	0.6%	0.7%	1.3%	0.0%	--

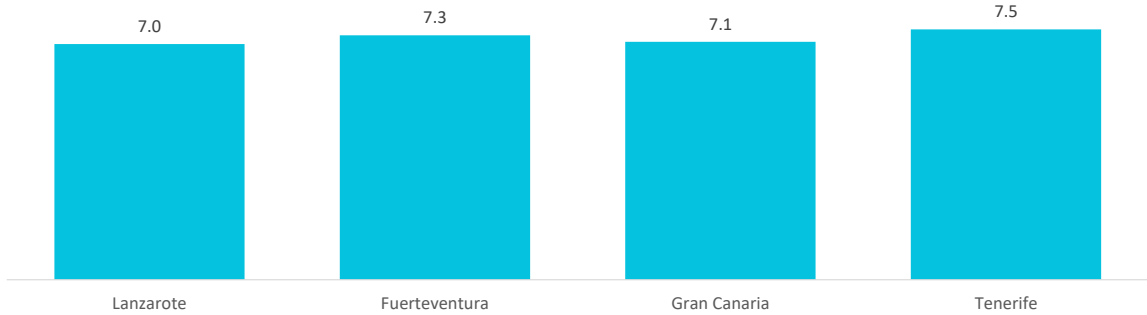
Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	47.7%	100%	0.2%	1.8%	0.4%	--
Fuerteventura	9.0%	0.6%	100%	0.4%	0.0%	--
Gran Canaria	15.5%	0.2%	0.2%	100%	0.3%	--
Tenerife	28.9%	0.3%	0.0%	1.1%	100%	--
La Gomera	0.2%	0.0%	0.0%	0.4%	0.2%	--
La Palma	0.1%	0.0%	0.0%	0.4%	0.0%	--
El Hierro	0.1%	0.0%	0.0%	0.4%	0.0%	--
Cruise	0.0%	0.0%	0.0%	0.0%	0.0%	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

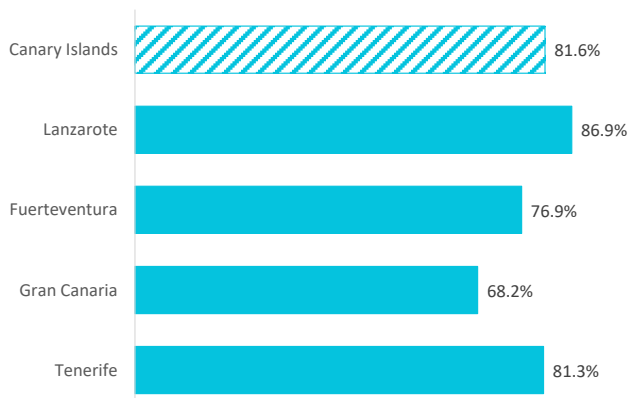
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	1.1%	1.5%	0.0%	1.3%	0.6%	--
1 - 2 hours	6.9%	6.4%	7.6%	9.0%	6.2%	--
3 - 6 hours	42.2%	45.8%	38.0%	42.7%	37.2%	--
7 - 12 hours	43.5%	39.4%	50.9%	40.1%	49.5%	--
More than 12 hours	6.5%	6.9%	3.4%	6.9%	6.5%	--
Outdoor time per day	7.2	7.0	7.3	7.1	7.5	--



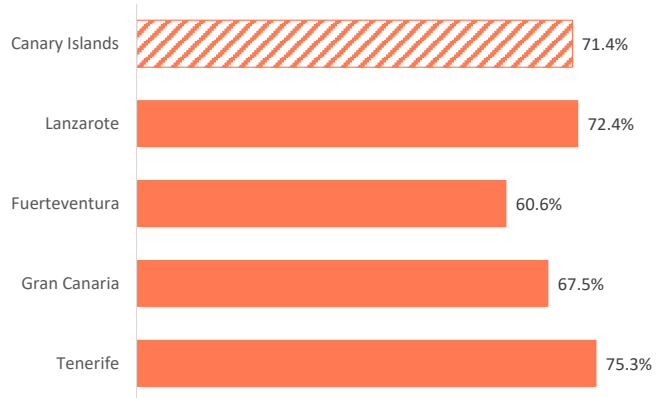
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	81.6%	86.9%	76.9%	68.2%	81.3%	--
Beach	71.4%	72.4%	60.6%	67.5%	75.3%	--
Swimming pool, hotel facilities	70.9%	72.0%	73.7%	68.4%	69.7%	--
Explore the island on their own	32.7%	31.7%	28.7%	33.6%	35.0%	--
Taste Canarian gastronomy	26.1%	24.7%	16.4%	25.3%	31.8%	--
Hiking	20.8%	20.4%	15.3%	17.9%	24.6%	--
Organized excursions	16.4%	13.4%	7.0%	12.4%	26.4%	--
Nightlife / concerts / shows	15.9%	14.4%	12.2%	10.6%	22.4%	--
Theme parks	12.7%	12.4%	14.6%	15.3%	11.3%	--
Sea excursions / whale watching	10.5%	10.6%	11.8%	7.8%	11.6%	--
Wineries / markets / popular festivals	10.5%	6.9%	7.6%	14.0%	15.4%	--
Museums / exhibitions	7.6%	7.1%	7.8%	5.1%	9.3%	--
Other Nature Activities	6.7%	8.5%	5.2%	4.1%	5.6%	--
Swim	5.0%	6.5%	1.6%	1.9%	5.1%	--
Beauty and health treatments	4.7%	5.7%	3.1%	5.1%	3.1%	--
Running	4.6%	7.5%	2.1%	3.1%	1.5%	--
Practice other sports	4.0%	1.7%	10.4%	3.8%	6.1%	--
Astronomical observation	3.0%	2.0%	6.1%	1.5%	4.6%	--
Cycling / Mountain bike	2.6%	2.7%	4.4%	1.9%	2.3%	--
Surf	2.0%	2.0%	0.8%	1.7%	2.7%	--
Scuba Diving	2.0%	0.6%	2.2%	3.1%	3.5%	--
Golf	1.8%	1.0%	5.6%	0.8%	2.5%	--
Windsurf / Kitesurf	0.5%	0.3%	0.0%	0.0%	1.1%	--

WALK, WANDER



BEACH

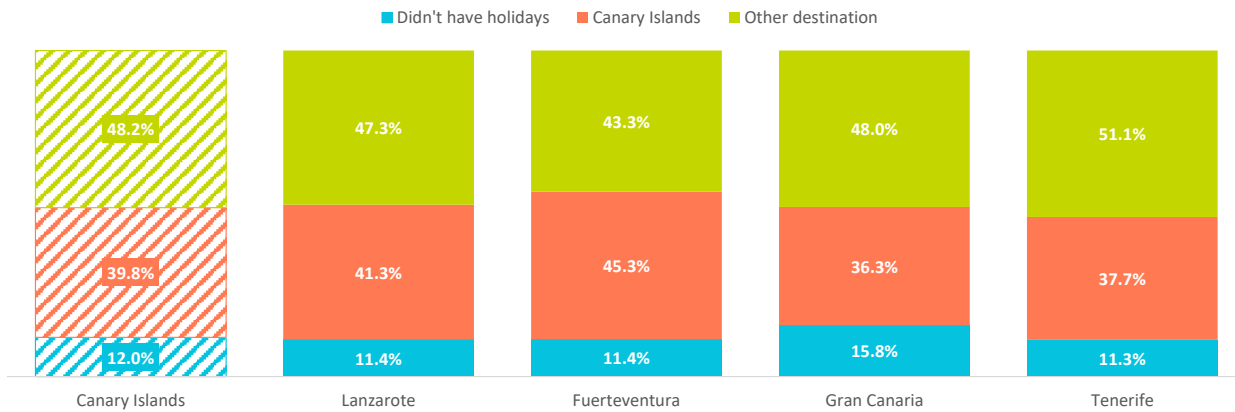


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	12.0%	11.4%	11.4%	15.8%	11.3%	--
Canary Islands	39.8%	41.3%	45.3%	36.3%	37.7%	--
Other destination	48.2%	47.3%	43.3%	48.0%	51.1%	--
Balearic Islands	3.4%	3.3%	1.7%	5.2%	3.2%	--
Rest of Spain	12.8%	13.2%	12.3%	11.5%	13.1%	--
Italy	5.3%	6.5%	4.1%	3.8%	4.5%	--
France	2.8%	2.8%	2.8%	2.6%	2.9%	--
Turkey	1.0%	0.7%	0.5%	1.7%	1.1%	--
Greece	3.6%	2.3%	6.4%	5.3%	4.0%	--
Portugal	6.7%	6.6%	6.0%	6.2%	7.2%	--
Croatia	1.2%	0.9%	1.7%	1.0%	1.4%	--
Egypt	0.2%	0.2%	0.0%	0.0%	0.3%	--
Tunisia	0.0%	0.0%	0.0%	0.0%	0.0%	--
Morocco	0.0%	0.1%	0.0%	0.0%	0.0%	--
Others	11.2%	10.7%	7.9%	10.6%	13.3%	--

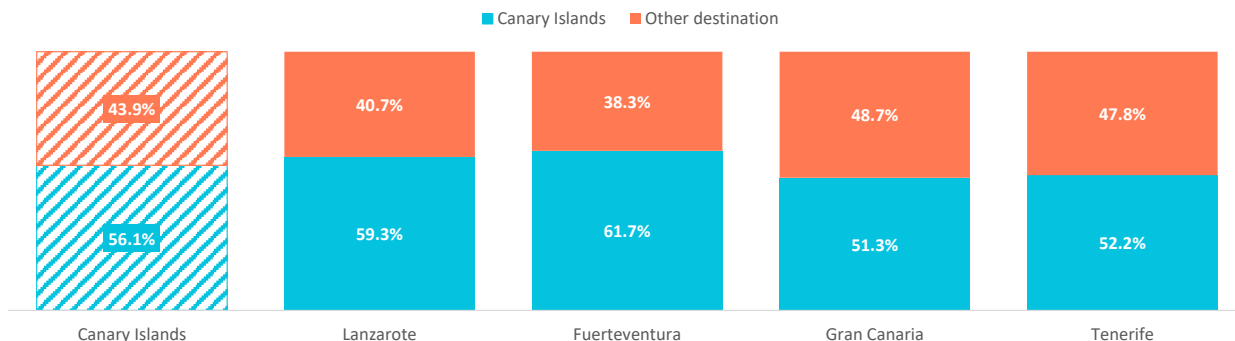
* Percentage of valid answers



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")	32.8%	39.6%	34.1%	22.1%	27.8%	--
Canary Islands (other island)	23.3%	19.7%	27.5%	29.2%	24.5%	--
Other destination	43.9%	40.7%	38.3%	48.7%	47.8%	--
Balearic Islands	4.2%	3.4%	1.8%	6.2%	5.1%	--
Rest of Spain	10.6%	10.4%	12.2%	12.2%	9.5%	--
Italy	5.9%	5.8%	4.4%	6.0%	6.7%	--
France	1.7%	1.6%	2.6%	1.8%	1.5%	--
Turkey	1.8%	1.5%	2.1%	2.5%	1.8%	--
Greece	5.8%	4.6%	5.5%	7.8%	6.8%	--
Portugal	10.0%	11.0%	8.1%	9.1%	9.6%	--
Croatia	2.1%	1.2%	1.1%	2.0%	3.9%	--
Egypt	0.4%	0.1%	0.0%	0.4%	0.9%	--
Others	1.3%	1.2%	0.6%	0.8%	2.0%	--

* Percentage of valid answers



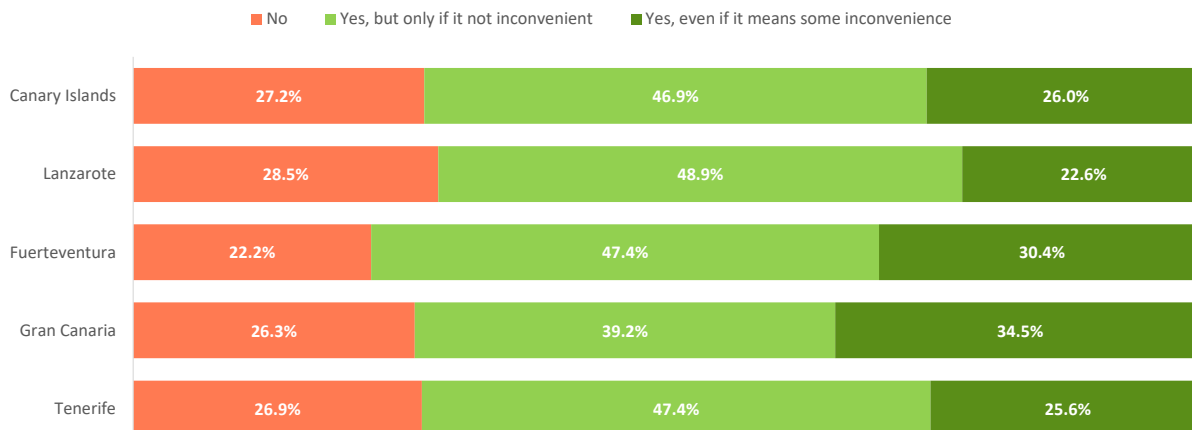
TOURIST PROFILE BY ISLAND OF STAY (2023)

IRELAND

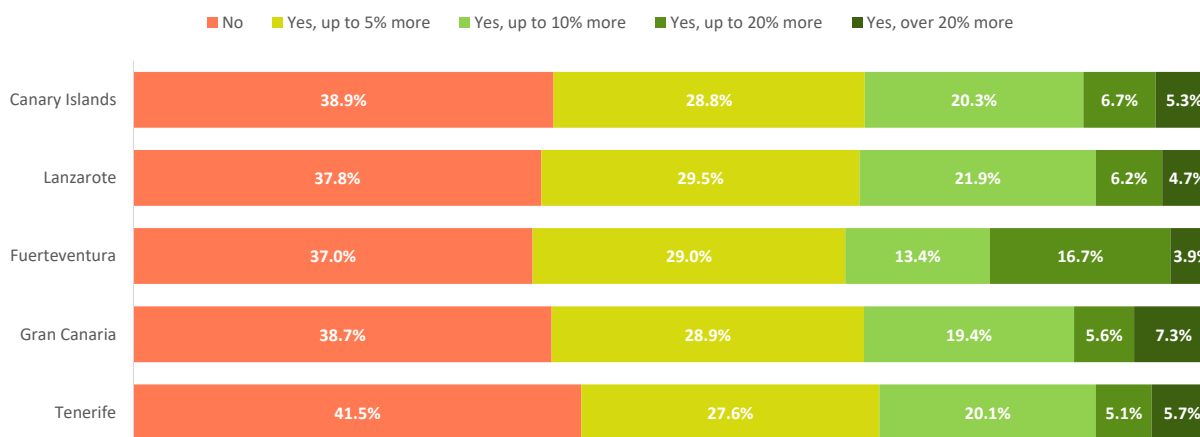


SUSTAINABLE DESTINATION

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	8.2	8.2	8.1	8.1	8.2	--
Tolerance towards tourism	8.6	8.6	8.6	8.8	8.6	--
Cleanliness of the island	8.7	8.9	8.6	8.7	8.6	--
Air quality	8.6	8.9	8.4	8.2	8.5	--
Rational water consumption	7.9	8.0	8.1	7.7	7.8	--
Energy saving	7.3	7.5	7.6	7.1	7.2	--
Use of renewable energy	7.2	7.3	7.3	7.6	6.9	--
Recycling	7.4	7.5	7.8	7.5	7.2	--
Easy to get around by public transport	8.0	8.1	7.7	7.9	7.9	--
Overcrowding in tourist areas	6.7	6.6	6.8	6.7	6.9	--
Supply of local products	7.1	7.0	7.2	7.0	7.1	--

* 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
Ireland	94.0%	95.5%	97.6%	94.2%	90.4%	--
United Kingdom	3.8%	3.3%	1.0%	2.5%	6.3%	--
Spanish Mainland	1.0%	0.7%	1.2%	1.7%	1.0%	--
Portugal	0.2%	0.0%	0.0%	0.6%	0.4%	--
Germany	0.2%	0.1%	0.0%	0.4%	0.2%	--
Others	0.8%	0.4%	0.2%	0.7%	1.6%	--

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.