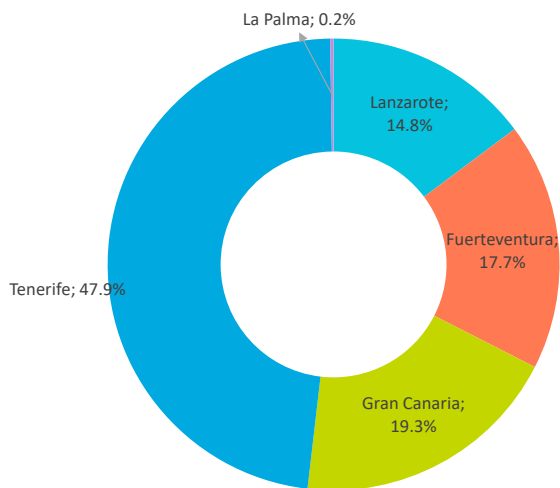


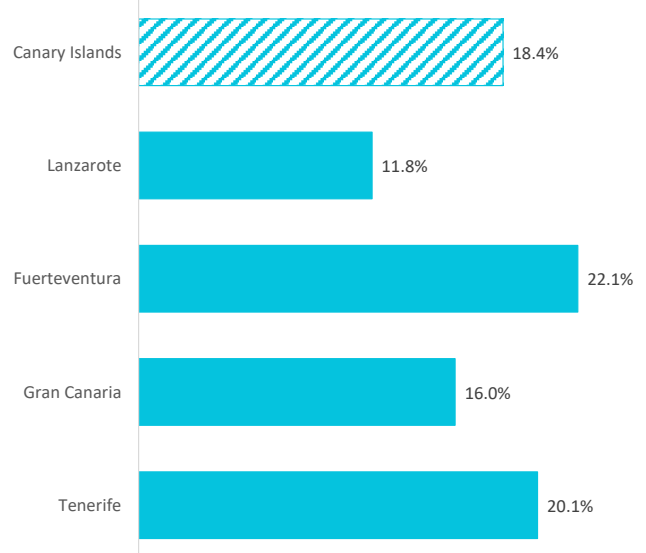
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>590,449</b>	<b>87,188</b>	<b>104,589</b>	<b>114,086</b>	<b>282,673</b>	<b>1,432</b>
<b>% Tourists</b>	<b>100%</b>	<b>14.8%</b>	<b>17.7%</b>	<b>19.3%</b>	<b>47.9%</b>	<b>0.2%</b>
% tourists who book holiday package	18.4%	11.8%	22.1%	16.0%	20.1%	--
<b>Expenditure per tourist (€)</b>	<b>1,129</b>	<b>1,099</b>	<b>1,115</b>	<b>1,255</b>	<b>1,095</b>	<b>--</b>
- book holiday package	1,396	1,396	1,345	1,456	1,397	--
- holiday package	1,168	1,056	1,179	1,203	1,173	--
- others	228	340	166	254	225	--
- do not book holiday package	1,070	1,060	1,050	1,217	1,019	--
- flight	298	245	315	374	278	--
- accommodation	330	366	326	417	281	--
- others	442	449	409	425	459	--
<b>Average length of stay</b>	<b>10.09</b>	<b>9.60</b>	<b>10.43</b>	<b>12.26</b>	<b>9.25</b>	<b>--</b>
<b>Average daily expenditure (€)</b>	<b>135.1</b>	<b>126.8</b>	<b>139.9</b>	<b>127.6</b>	<b>139.0</b>	<b>--</b>
<b>Average daily expenditure without flight (€)</b>	<b>95.0</b>	<b>97.9</b>	<b>92.9</b>	<b>87.4</b>	<b>97.9</b>	<b>--</b>
<b>Average cost of the flight (€)</b>	<b>323.4</b>	<b>253.1</b>	<b>345.8</b>	<b>392.4</b>	<b>309.6</b>	<b>--</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>667</b>	<b>96</b>	<b>117</b>	<b>143</b>	<b>310</b>	<b>--</b>
<b>% Turnover</b>	<b>100%</b>	<b>14.4%</b>	<b>17.5%</b>	<b>21.5%</b>	<b>46.4%</b>	<b>--</b>
<b>Tourist arrivals (FRONTUR)</b>	<b>654,625</b>	<b>97,546</b>	<b>117,762</b>	<b>124,867</b>	<b>312,439</b>	<b>1,533</b>
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>663,758</b>	<b>99,208</b>	<b>117,337</b>	<b>119,370</b>	<b>327,840</b>	<b>3</b>
<b>Children &lt; 16 years old (FRONTUR - EGT)</b>	<b>64,176</b>	<b>10,358</b>	<b>13,173</b>	<b>10,781</b>	<b>29,766</b>	<b>101</b>

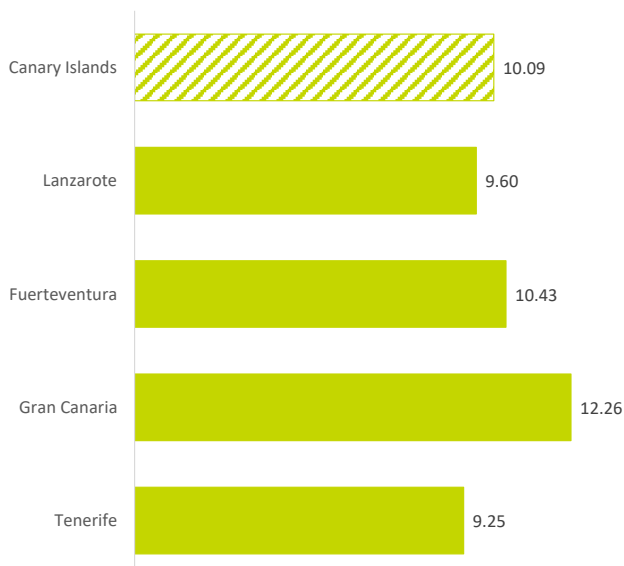
% TOURISTS (≥ 16 years old)



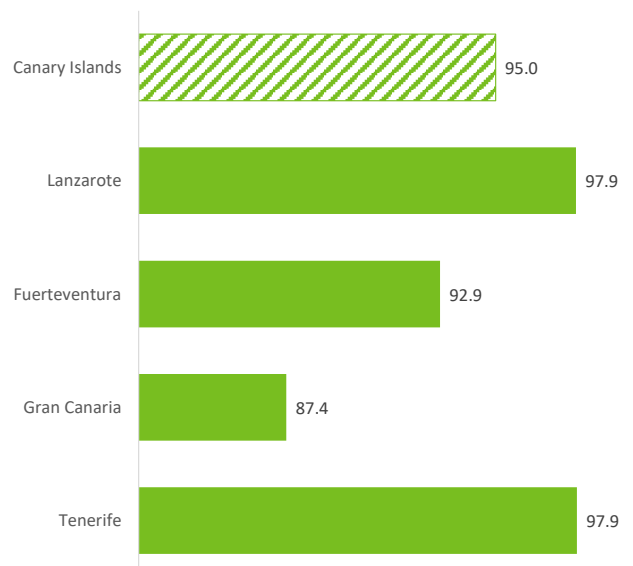
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



# TOURIST PROFILE BY ISLAND OF STAY (2023)

## ITALY

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation:</b>						
- Accommodation	75.6%	87.8%	78.9%	72.9%	71.7%	--
- Additional accommodation expenses	7.9%	10.5%	8.7%	8.1%	6.8%	--
<b>Transport:</b>						
- National/International Transport	95.2%	96.2%	96.5%	96.0%	94.0%	--
- Flights between islands	10.4%	18.8%	15.0%	6.8%	7.5%	--
- Taxi	28.6%	18.3%	24.9%	26.8%	33.9%	--
- Car rental	49.8%	75.1%	54.2%	35.8%	45.9%	--
- Public transport	11.7%	8.4%	3.4%	22.0%	11.7%	--
<b>Food and drink:</b>						
- Food purchases at supermarkets	63.7%	74.5%	62.3%	69.9%	58.4%	--
- Restaurants	70.3%	78.4%	55.7%	70.0%	73.1%	--
<b>Leisure:</b>						
- Organized excursions	33.5%	42.8%	25.8%	19.8%	39.1%	--
- Sport activities	8.5%	11.4%	8.6%	6.9%	8.3%	--
- Cultural activities	2.4%	3.5%	0.8%	1.7%	3.0%	--
- Museums	7.9%	30.8%	1.3%	7.8%	3.3%	--
- Theme Parks	12.1%	6.7%	2.7%	3.8%	20.6%	--
- Discos and pubs	14.1%	4.7%	10.3%	12.6%	19.2%	--
- Wellness	3.7%	1.2%	3.0%	2.1%	5.5%	--
<b>Purchases of goods:</b>						
- Souvenirs	43.2%	48.9%	40.8%	42.4%	42.7%	--
- Real estate	0.4%	0.0%	0.7%	0.4%	0.5%	--
- Other purchases	0.8%	1.7%	0.3%	0.6%	0.8%	--
<b>Others:</b>						
- Medical expenses	8.2%	11.8%	9.4%	3.9%	8.4%	--
- Other expenses	4.5%	1.9%	9.0%	2.9%	4.2%	--

### 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>646</b>	<b>660</b>	<b>630</b>	<b>799</b>	<b>574</b>	--
- Accommodation	511	457	498	621	491	--
- Additional accommodation expenses	135	202	132	178	83	--
<b>Transport:</b>	<b>678</b>	<b>519</b>	<b>689</b>	<b>924</b>	<b>649</b>	--
- National/International Transport	340	263	358	409	329	--
- Flights between islands	94	58	60	266	84	--
- Taxi	78	45	95	69	81	--
- Car rental	124	132	131	128	115	--
- Public transport	42	21	44	53	39	--
<b>Food and drink:</b>	<b>294</b>	<b>281</b>	<b>289</b>	<b>309</b>	<b>292</b>	--
- Food purchases at supermarkets	116	117	140	129	101	--
- Restaurants	178	164	150	180	191	--
<b>Leisure:</b>	<b>475</b>	<b>427</b>	<b>553</b>	<b>507</b>	<b>435</b>	--
- Organized excursions	89	63	83	89	100	--
- Sport activities	90	83	128	118	70	--
- Cultural activities	46	23	85	29	54	--
- Museums	43	53	19	42	16	--
- Theme Parks	58	39	44	72	59	--
- Discos and pubs	81	70	63	96	81	--
- Wellness	68	95	132	63	55	--
<b>Purchases of goods:</b>	<b>3,034</b>	<b>115</b>	<b>442</b>	<b>159</b>	<b>5,471</b>	--
- Souvenirs	66	50	62	83	67	--
- Real estate	2,923	0	357	50	5,366	--
- Other purchases	44	65	22	26	38	--
<b>Others:</b>	<b>120</b>	<b>54</b>	<b>177</b>	<b>119</b>	<b>108</b>	--
- Medical expenses	35	10	84	28	27	--
- Other expenses	84	44	93	91	80	--



TOURIST PROFILE

Who are they?

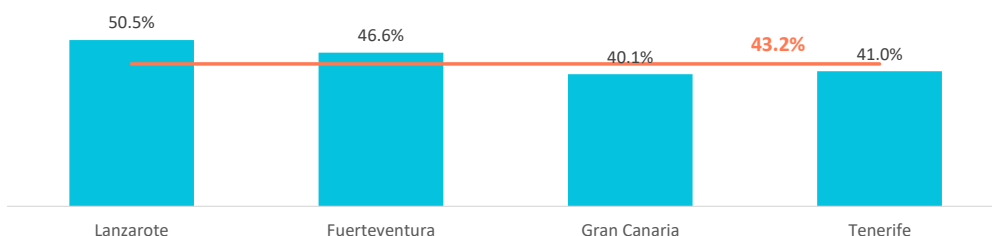
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Gender</b>						
Percentage of men	49.9%	44.2%	48.6%	54.1%	50.2%	--
Percentage of women	50.1%	55.8%	51.4%	45.9%	49.8%	--
<b>Age</b>						
Average age (tourists above 16 years old)	41.65	42.81	43.58	43.68	39.83	--
Standard deviation	16.5	15.3	16.0	16.8	16.6	--
<b>Age range</b>						
16-24 years old	18.1%	10.7%	11.6%	14.7%	24.1%	--
25-30 years old	15.0%	16.9%	15.8%	15.6%	13.7%	--
31-45 years old	28.5%	34.1%	29.5%	27.2%	26.8%	--
46-60 years old	21.6%	18.5%	26.2%	22.6%	20.6%	--
Over 60 years old	16.8%	19.8%	16.8%	19.9%	14.7%	--
<b>Occupation</b>						
Salaried worker	43.2%	44.4%	46.7%	46.4%	40.3%	--
Self-employed	22.3%	19.4%	24.9%	19.5%	23.3%	--
Unemployed	3.5%	4.0%	3.1%	4.3%	3.1%	--
Business owner	6.9%	6.7%	7.0%	6.2%	7.2%	--
Student	10.9%	10.7%	7.5%	7.5%	13.6%	--
Retired	11.1%	12.8%	9.2%	14.6%	9.8%	--
Unpaid domestic work	1.1%	0.3%	0.3%	0.8%	1.8%	--
Others	1.0%	1.7%	1.3%	0.7%	0.9%	--
<b>Annual household income level</b>						
Less than €25,000	25.3%	29.2%	14.4%	25.1%	28.2%	--
€25,000 - €49,999	45.6%	36.9%	52.2%	48.0%	45.0%	--
€50,000 - €74,999	16.3%	19.9%	19.6%	16.1%	14.1%	--
More than €74,999	12.7%	14.0%	13.8%	10.9%	12.6%	--
<b>Education level</b>						
No studies	0.6%	0.4%	0.4%	0.7%	0.8%	--
Primary education	1.8%	1.1%	4.1%	2.7%	0.8%	--
Secondary education	15.0%	11.5%	17.6%	16.0%	14.7%	--
Higher education	82.6%	87.0%	77.9%	80.6%	83.7%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	13.8%	4.9%	9.9%	22.5%	14.4%	--
Only with partner	43.2%	50.5%	46.6%	40.1%	41.0%	--
Only with children (< 13 years old)	4.8%	2.3%	4.7%	4.7%	5.7%	--
Partner + children (< 13 years old)	4.0%	5.3%	4.6%	3.0%	3.8%	--
Other relatives	7.9%	4.5%	9.3%	6.3%	9.1%	--
Friends	12.9%	17.0%	11.2%	11.0%	13.1%	--
Work colleagues	1.0%	0.9%	1.7%	0.6%	0.9%	--
Organized trip	0.3%	0.0%	0.7%	0.1%	0.3%	--
Other combinations <sup>(2)</sup>	12.1%	14.7%	11.3%	11.7%	11.8%	--
<i><sup>(2)</sup> Different situations have been isolated</i>						
<b>Tourists with children</b>	<b>11.6%</b>	<b>8.9%</b>	<b>12.4%</b>	<b>10.8%</b>	<b>12.5%</b>	<b>--</b>
- Between 0 and 2 years old	0.6%	0.0%	2.0%	0.2%	0.4%	--
- Between 3 and 12 years old	10.6%	8.4%	9.9%	9.6%	12.0%	--
- Between 0 -2 and 3-12 years old	0.4%	0.5%	0.4%	1.1%	0.1%	--
<b>Tourists without children</b>	<b>88.4%</b>	<b>91.1%</b>	<b>87.6%</b>	<b>89.2%</b>	<b>87.5%</b>	<b>--</b>
<b>Group composition:</b>						
- 1 person	18.2%	10.7%	16.2%	28.6%	16.9%	--
- 2 people	51.8%	58.2%	55.7%	46.7%	50.6%	--
- 3 people	13.9%	17.0%	15.1%	11.7%	13.4%	--
- 4 or 5 people	12.6%	12.8%	10.6%	9.9%	14.5%	--
- 6 or more people	3.5%	1.3%	2.4%	3.1%	4.7%	--
<b>Average group size:</b>	<b>2.42</b>	<b>2.42</b>	<b>2.37</b>	<b>2.29</b>	<b>2.50</b>	<b>--</b>

<sup>(2)</sup>People who share the main expenses of the trip

**% TOURISTS WHO TRAVEL ONLY WITH PARTNER**

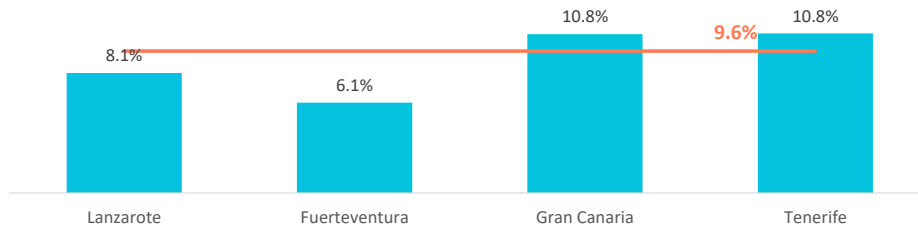


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.0%	0.0%	0.9%	2.1%	0.8%	--
Between 1 and 30 days	23.5%	22.1%	25.9%	26.8%	21.8%	--
Between 1 and 2 months	34.1%	35.2%	38.3%	32.4%	32.9%	--
Between 3 and 6 months	31.8%	34.5%	28.8%	27.9%	33.6%	--
More than 6 months	9.6%	8.1%	6.1%	10.8%	10.8%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



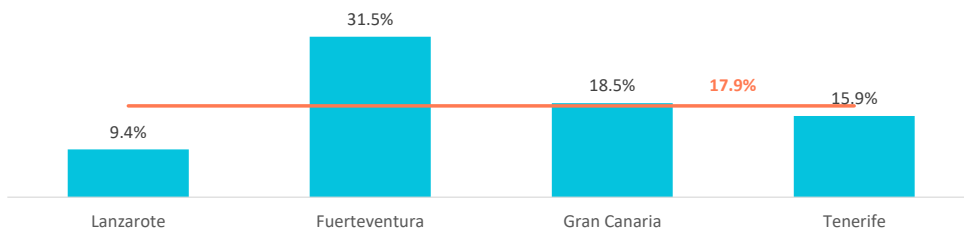
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Flight</b>						
- Directly with the airline	68.8%	82.3%	64.0%	70.0%	65.9%	--
- Tour Operator or Travel Agency	31.2%	17.7%	36.0%	30.0%	34.1%	--
<b>Accommodation</b>						
- Directly with the accommodation	50.6%	60.6%	43.8%	56.7%	47.0%	--
- Tour Operator or Travel Agency	49.4%	39.4%	56.2%	43.3%	53.0%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	51.5%	62.1%	43.8%	52.6%	50.0%	--
Bed and Breakfast	10.6%	10.5%	7.8%	11.3%	11.2%	--
Half board	13.8%	13.3%	13.4%	14.3%	13.9%	--
Full board	6.2%	4.7%	3.6%	3.3%	8.9%	--
All inclusive	17.9%	9.4%	31.5%	18.5%	15.9%	--

% TOURISTS WHO BOOK ALL INCLUSIVE

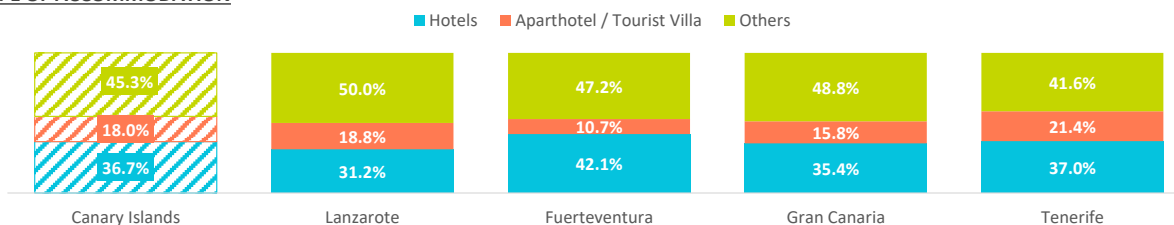


ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	8.7%	8.4%	6.5%	10.3%	8.9%	--
4* Hotel	24.2%	17.5%	33.8%	20.8%	24.2%	--
5* Hotel / 5* Luxury Hotel	3.8%	5.3%	1.7%	4.3%	3.9%	--
Aparthotel / Tourist Villa	18.0%	18.8%	10.7%	15.8%	21.4%	--
House/room rented in a private dwelling	15.7%	26.2%	20.5%	16.8%	10.1%	--
Private accommodation <sup>(1)</sup>	17.4%	8.3%	16.0%	19.2%	20.0%	--
Others (Cottage, cruise, camping,...)	12.2%	15.5%	10.7%	12.8%	11.5%	--

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

TYPE OF ACCOMMODATION



TRIP MOTIVATION AND DESTINATION CHOICE

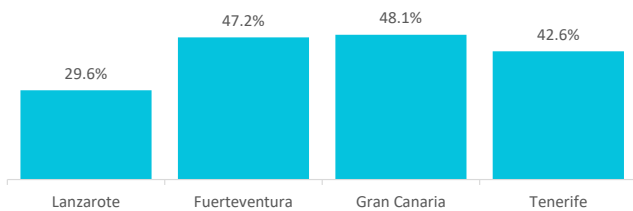
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	80.7%	92.1%	82.1%	79.3%	77.4%	--
Family reasons	14.7%	4.3%	10.4%	15.7%	19.2%	--
Business	1.7%	0.4%	2.0%	1.7%	1.9%	--
Education and training	0.3%	0.0%	0.3%	1.5%	0.0%	--
Sports training	1.2%	1.8%	4.3%	0.3%	0.3%	--
Health	0.1%	0.0%	0.0%	0.4%	0.0%	--
Conventions and Exhibitions	0.6%	0.2%	0.5%	0.5%	0.7%	--
Others	0.6%	1.1%	0.4%	0.6%	0.6%	--

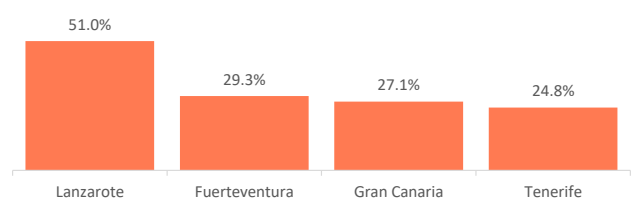
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	42.4%	29.6%	47.2%	48.1%	42.6%	--
Enjoy family time	14.8%	9.1%	10.6%	12.4%	18.9%	--
Have fun	9.2%	4.3%	6.4%	9.9%	11.5%	--
Explore the destination	30.0%	51.0%	29.3%	27.1%	24.8%	--
Practice their hobbies	2.1%	4.4%	2.3%	0.2%	2.0%	--
Other reasons	1.5%	1.4%	4.1%	2.4%	0.3%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	76.5%	75.1%	73.9%	78.9%	77.1%	--
Safety	62.0%	77.0%	60.2%	56.4%	60.2%	--
Tranquility	59.8%	70.2%	63.7%	56.8%	56.3%	--
Sea	53.5%	51.4%	65.2%	53.7%	49.7%	--
Accommodation supply	52.9%	70.7%	57.8%	50.1%	46.7%	--
Beaches	51.8%	48.5%	67.5%	53.0%	47.0%	--
Effortless trip	41.9%	51.1%	40.2%	41.9%	39.8%	--
Price	37.1%	39.0%	40.9%	34.0%	36.3%	--
European belonging	32.8%	34.4%	32.7%	33.0%	32.4%	--
Landscapes	31.8%	33.2%	33.9%	32.2%	30.4%	--
Environment	27.9%	44.3%	26.2%	29.8%	22.6%	--
Gastronomy	26.7%	25.5%	24.0%	32.1%	26.0%	--
Fun possibilities	25.5%	30.8%	21.1%	25.5%	25.6%	--
Authenticity	22.7%	6.9%	13.7%	25.8%	29.6%	--
Exoticism	20.3%	15.5%	23.9%	21.9%	19.9%	--
Hiking trail network	13.7%	0.6%	6.7%	18.3%	18.5%	--
Shopping	13.3%	20.9%	10.8%	14.5%	11.2%	--
Culture	13.0%	3.6%	10.0%	18.7%	14.8%	--
Historical heritage	11.9%	11.0%	10.1%	15.5%	11.3%	--
Nightlife	10.6%	12.7%	7.3%	13.2%	10.0%	--

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?

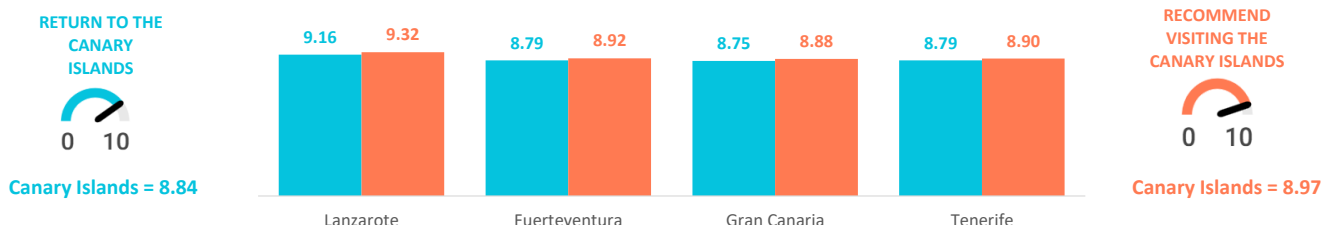
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	31.4%	36.9%	24.1%	35.9%	30.6%	--
Friends or relatives	39.5%	32.1%	32.2%	38.7%	44.8%	--
Internet or social media	47.6%	63.6%	47.0%	44.6%	43.9%	--
Mass Media	1.1%	0.4%	1.5%	1.0%	1.1%	--
Travel guides and magazines	6.2%	14.9%	4.5%	7.7%	3.6%	--
Travel Blogs or Forums	8.5%	18.4%	6.4%	7.7%	6.5%	--
Travel TV Channels	0.6%	0.4%	0.7%	1.1%	0.4%	--
Tour Operator or Travel Agency	13.2%	8.7%	18.7%	7.0%	15.0%	--
Public administrations or similar	0.5%	0.0%	0.4%	1.3%	0.3%	--
Others	2.5%	1.3%	4.6%	3.9%	1.6%	--

\* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.72	8.91	8.72	8.67	8.69	--
<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	3.0%	1.1%	4.1%	3.2%	3.1%	--
Lived up to expectations	51.0%	45.2%	53.5%	54.1%	50.7%	--
Better or much better than expected	46.1%	53.8%	42.5%	42.7%	46.2%	--
<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	8.84	9.16	8.79	8.75	8.79	--
Recommend visiting the Canary Islands	8.97	9.32	8.92	8.88	8.90	--



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	44.2%	48.2%	42.5%	39.8%	45.2%	--
Repeat tourists	55.8%	51.8%	57.5%	60.2%	54.8%	--
At least 10 previous visits	11.9%	12.8%	10.8%	10.9%	12.6%	--
Repeat tourists (last 5 years)	49.7%	46.5%	48.8%	56.7%	48.3%	--
Repeat tourists (last 5 years) (5 or more visits)	12.4%	13.3%	11.5%	13.9%	11.8%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	23.8%	44.8%	12.7%	8.9%	7.6%	--
Fuerteventura	25.8%	8.4%	44.3%	6.6%	14.4%	--
Gran Canaria	24.9%	4.7%	6.9%	48.7%	14.1%	--
Tenerife	40.9%	4.5%	3.4%	7.1%	50.1%	--
La Palma	3.6%	0.0%	0.0%	0.0%	21.9%	--
CANARY ISLANDS	55.8%	51.8%	57.5%	60.2%	54.8%	--

How to interpret the table

- Column Canary Islands = refers to the % of repeat italian tourists on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of repeat italian tourist on each island by island of stay in 2023. For example: 44.8% refers to % repeat italian tourist who repeat Lanzarote in 2023 and stay in Lanzarote in this trip. 8.4% italian tourist who stay in Lanzarote in 2023 and has previously been to Fuerteventura.
- Row CANARY ISLANDS = refers to the % repeat italian tourists by island of stay. For exdample: 54.8% refers to % italian 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	88.7%	87.9%	86.4%	88.7%	90.1%	--
Two islands	9.8%	10.2%	12.2%	9.3%	8.8%	--
Three or more islands	1.5%	1.9%	1.5%	2.0%	1.1%	--

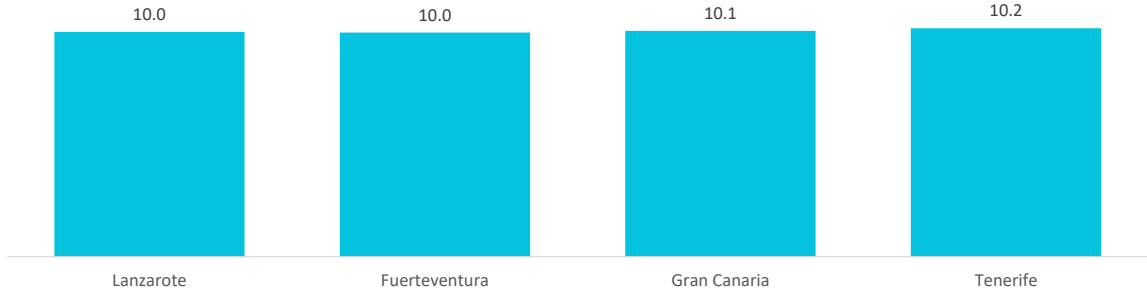
Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	15.9%	100%	3.6%	0.9%	0.5%	--
Fuerteventura	19.4%	6.4%	100%	2.5%	0.5%	--
Gran Canaria	19.9%	0.5%	1.1%	100%	0.6%	--
Tenerife	48.9%	0.7%	1.7%	3.2%	100%	--
La Gomera	0.3%	0.2%	0.0%	0.0%	0.5%	--
La Palma	0.7%	0.0%	0.0%	0.2%	1.0%	--
El Hierro	0.1%	0.0%	0.0%	0.0%	0.2%	--
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	0.3%	0.0%	0.5%	0.4%	0.2%	--
1 - 2 hours	1.5%	1.2%	0.8%	2.0%	1.6%	--
3 - 6 hours	12.9%	11.4%	14.4%	11.7%	13.4%	--
7 - 12 hours	67.2%	73.2%	65.1%	69.3%	65.5%	--
More than 12 hours	18.1%	14.2%	19.2%	16.7%	19.3%	--
<b>Outdoor time per day</b>	<b>10.1</b>	<b>10.0</b>	<b>10.0</b>	<b>10.1</b>	<b>10.2</b>	--



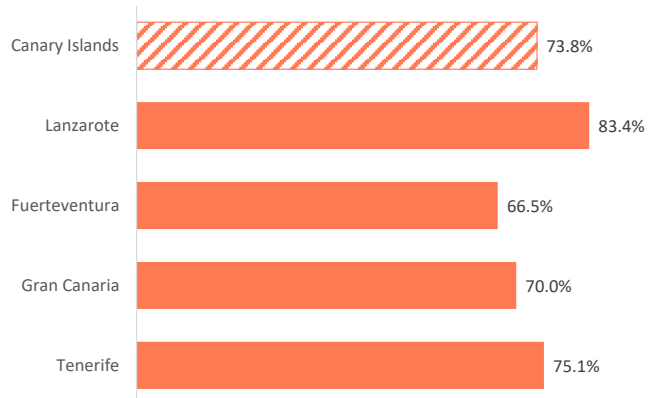
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	82.8%	89.7%	78.1%	80.7%	83.4%	--
Beach	73.8%	83.4%	66.5%	70.0%	75.1%	--
Swimming pool, hotel facilities	62.0%	77.6%	53.9%	60.9%	60.5%	--
Explore the island on their own	40.3%	28.6%	33.3%	39.6%	46.9%	--
Taste Canarian gastronomy	27.5%	36.2%	19.6%	25.3%	28.4%	--
Hiking	21.5%	23.7%	17.8%	16.1%	24.5%	--
Organized excursions	16.8%	5.9%	4.6%	11.4%	26.9%	--
Nightlife / concerts / shows	16.5%	27.6%	14.1%	17.0%	13.6%	--
Theme parks	16.2%	3.0%	10.5%	16.5%	22.3%	--
Sea excursions / whale watching	15.4%	42.3%	8.8%	12.5%	10.6%	--
Wineries / markets / popular festivals	14.1%	39.7%	4.6%	16.5%	8.5%	--
Museums / exhibitions	13.1%	19.1%	12.6%	11.7%	11.9%	--
Other Nature Activities	12.0%	4.6%	4.2%	6.7%	19.3%	--
Swim	8.5%	11.8%	14.9%	4.7%	6.7%	--
Beauty and health treatments	5.8%	2.0%	4.2%	7.2%	7.1%	--
Running	5.4%	4.7%	4.0%	6.0%	5.8%	--
Practice other sports	4.1%	1.4%	3.3%	3.2%	5.7%	--
Astronomical observation	3.9%	2.5%	4.0%	4.5%	4.1%	--
Cycling / Mountain bike	3.8%	5.8%	2.9%	1.0%	4.5%	--
Surf	3.7%	0.1%	4.9%	3.7%	4.2%	--
Scuba Diving	3.0%	5.8%	2.6%	3.2%	2.2%	--
Golf	1.7%	0.0%	0.2%	3.0%	2.2%	--
Windsurf / Kitesurf	1.5%	1.2%	0.6%	1.2%	2.1%	--

WALK, WANDER



BEACH

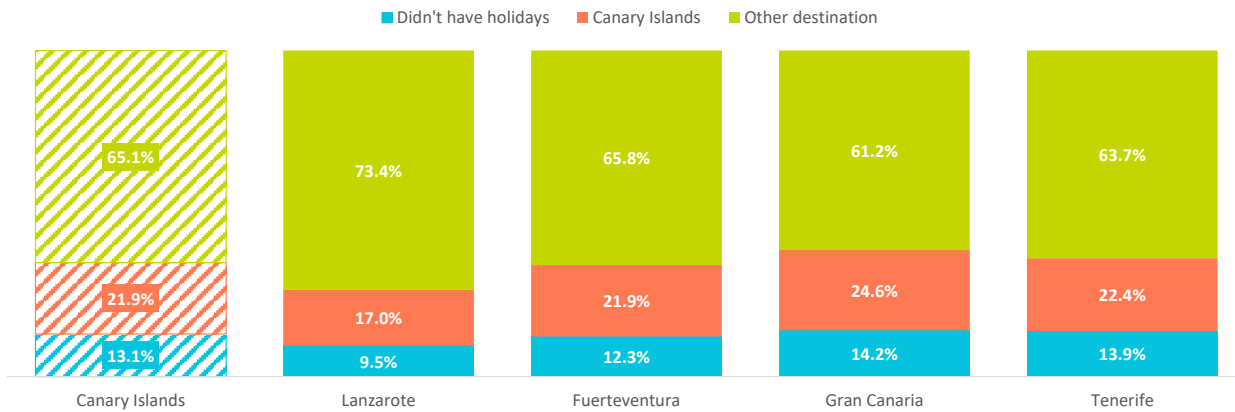


COMPETITORS

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	13.1%	9.5%	12.3%	14.2%	13.9%	--
Canary Islands	21.9%	17.0%	21.9%	24.6%	22.4%	--
Other destination	65.1%	73.4%	65.8%	61.2%	63.7%	--
Balearic Islands	3.4%	5.1%	4.2%	2.2%	3.1%	--
Rest of Spain	8.8%	9.9%	4.9%	8.9%	9.7%	--
Italy	25.0%	29.6%	24.2%	24.0%	24.3%	--
France	4.5%	4.5%	5.3%	3.3%	4.7%	--
Turkey	0.5%	0.2%	1.3%	0.9%	0.1%	--
Greece	6.1%	4.7%	7.9%	6.6%	5.7%	--
Portugal	2.1%	4.5%	2.3%	2.1%	1.3%	--
Croatia	4.3%	7.3%	4.2%	3.0%	3.9%	--
Egypt	2.1%	1.0%	2.8%	1.6%	2.5%	--
Tunisia	0.1%	0.0%	0.8%	0.0%	0.0%	--
Morocco	0.5%	1.0%	0.3%	0.6%	0.5%	--
Others	7.6%	5.6%	7.7%	8.0%	8.1%	--

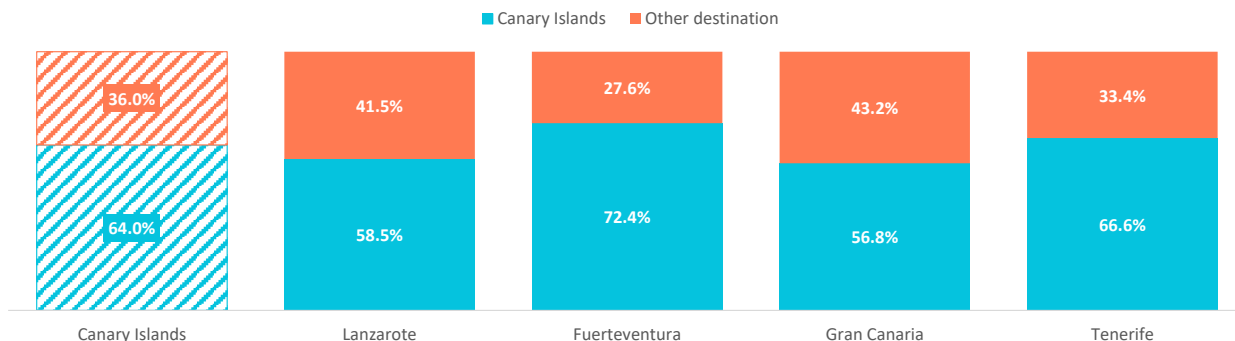
\* Percentage of valid answers



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")	33.3%	30.9%	40.0%	22.1%	37.4%	--
Canary Islands (other island)	30.7%	27.6%	32.3%	34.7%	29.2%	--
Other destination	36.0%	41.5%	27.6%	43.2%	33.4%	--
Balearic Islands	5.1%	8.1%	5.8%	4.5%	4.1%	--
Rest of Spain	7.1%	5.7%	3.0%	9.3%	7.9%	--
Italy	4.1%	3.1%	4.1%	5.1%	4.0%	--
France	0.5%	0.1%	0.0%	0.6%	0.8%	--
Turkey	2.0%	4.6%	0.4%	2.2%	1.6%	--
Greece	6.0%	6.9%	4.2%	7.9%	5.3%	--
Portugal	4.7%	6.3%	4.1%	6.9%	3.1%	--
Croatia	1.0%	0.9%	0.5%	1.0%	1.3%	--
Egypt	4.0%	3.6%	3.2%	4.3%	4.3%	--
Others	1.5%	2.2%	2.3%	1.4%	1.0%	--

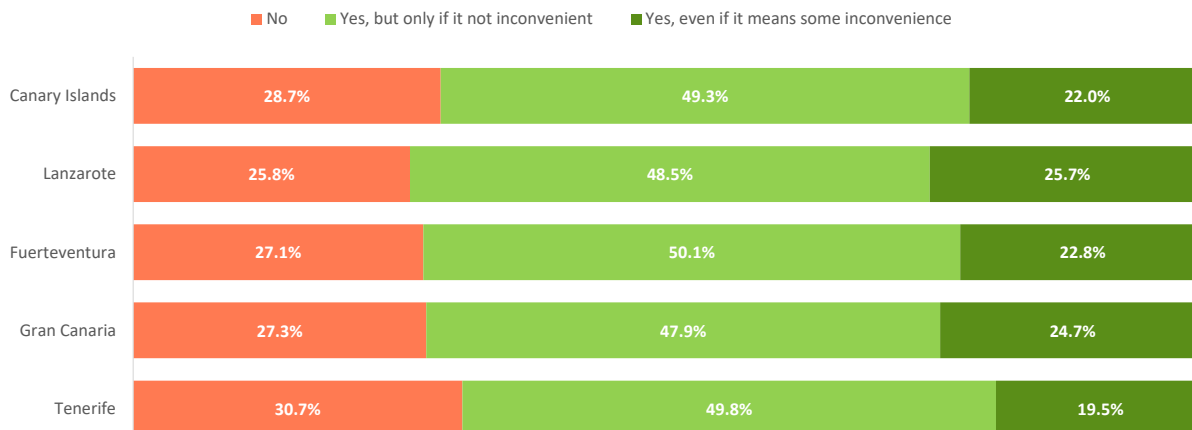
\* Percentage of valid answers



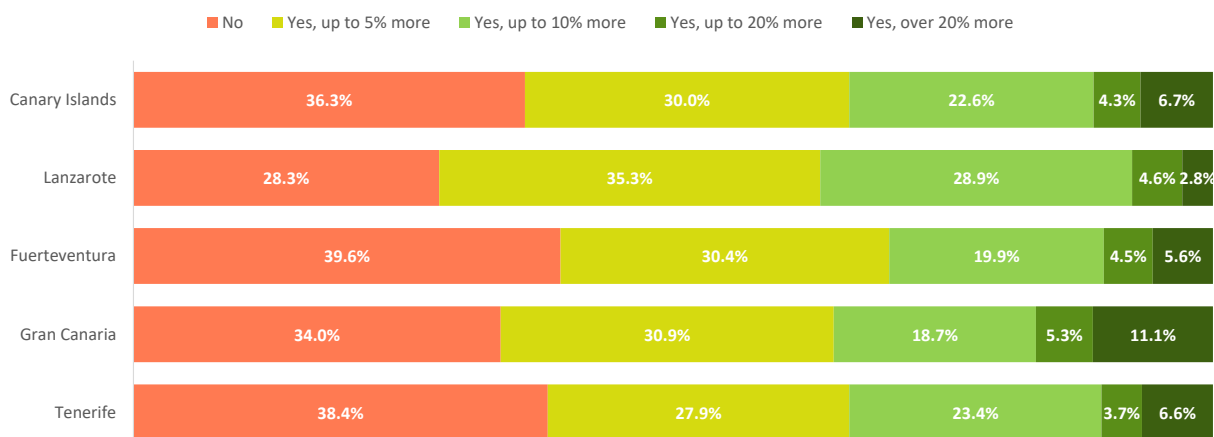


### SUSTAINABLE DESTINATION

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	8.3	8.4	8.2	8.4	8.3	--
Tolerance towards tourism	8.6	8.7	8.6	8.5	8.7	--
Cleanliness of the island	8.2	8.5	8.4	8.2	8.1	--
Air quality	8.8	9.2	8.9	8.8	8.6	--
Rational water consumption	7.7	7.9	8.0	7.7	7.6	--
Energy saving	7.5	7.6	7.8	7.5	7.3	--
Use of renewable energy	7.6	7.6	8.0	7.8	7.5	--
Recycling	7.0	6.9	7.2	6.9	7.0	--
Easy to get around by public transport	7.5	7.3	7.1	7.7	7.6	--
Overcrowding in tourist areas	7.0	6.7	6.7	7.2	7.2	--
Supply of local products	7.5	7.6	7.6	7.4	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
Italy	82.5%	76.9%	82.3%	74.6%	88.0%	--
Spanish Mainland	14.6%	19.7%	16.0%	19.9%	9.9%	--
Portugal	0.9%	0.0%	0.0%	2.2%	0.9%	--
United Kingdom	0.7%	1.7%	0.4%	0.4%	0.6%	--
Switzerland	0.4%	0.0%	0.7%	1.1%	0.2%	--
Others	0.9%	1.7%	0.7%	1.9%	0.3%	--

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.