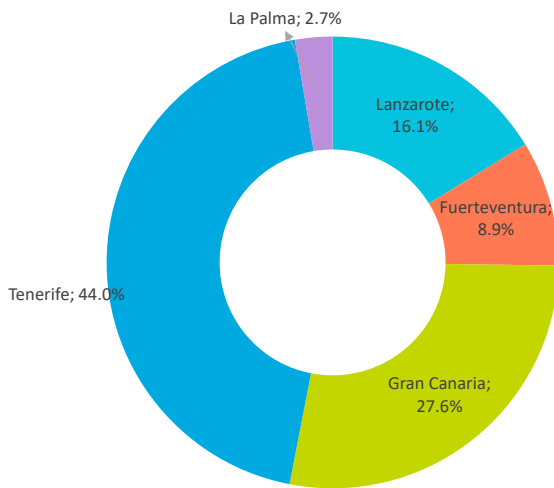


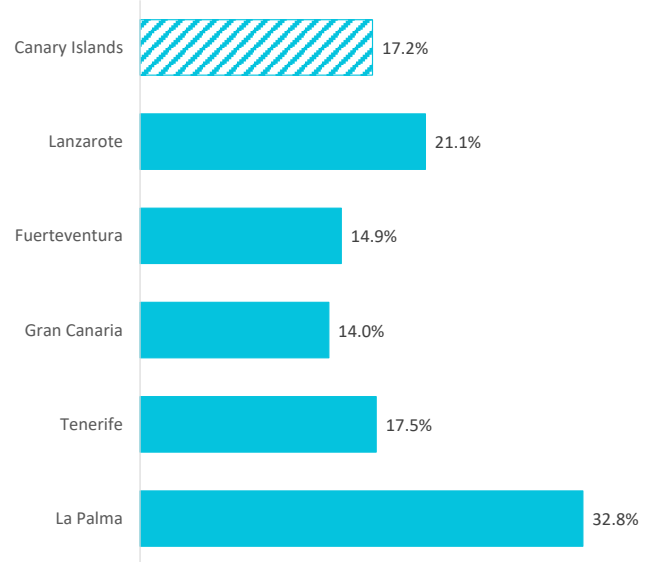
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	1,710,796	276,075	152,378	472,843	752,050	45,391
% Tourists	100%	16.1%	8.9%	27.6%	44.0%	2.7%
% tourists who book holiday package	17.2%	21.1%	14.9%	14.0%	17.5%	32.8%
Expenditure per tourist (€)	848	988	964	766	821	914
- book holiday package	1,135	1,211	1,135	1,136	1,111	1,035
- holiday package	874	947	928	896	829	788
- others	261	265	207	240	282	247
- do not book holiday package	789	928	934	706	760	856
- flight	205	221	234	184	205	254
- accommodation	270	384	348	226	242	311
- others	314	323	352	296	314	291
Average length of stay	6.93	6.99	7.25	6.97	6.74	7.51
Average daily expenditure (€)	140.9	154.8	143.6	134.6	139.9	134.7
Average daily expenditure without flight (€)	102.6	116.9	106.8	96.8	101.0	92.6
Average cost of the flight (€)	221.3	236.3	243.4	200.5	220.6	277.0
Total turnover (≥ 16 years old) (€m)	1,451	273	147	362	618	42
% Turnover	100%	18.8%	10.1%	25.0%	42.6%	2.9%
Tourist arrivals (FRONTUR)	1,944,338	317,923	170,997	518,833	873,192	50,339
Passenger arrivals on non-stop flights (AENA)	5,131,906	741,565	402,074	1,779,254	2,103,827	105,131
Children < 16 years old (FRONTUR - EGT)	233,542	41,848	18,619	45,990	121,142	4,948

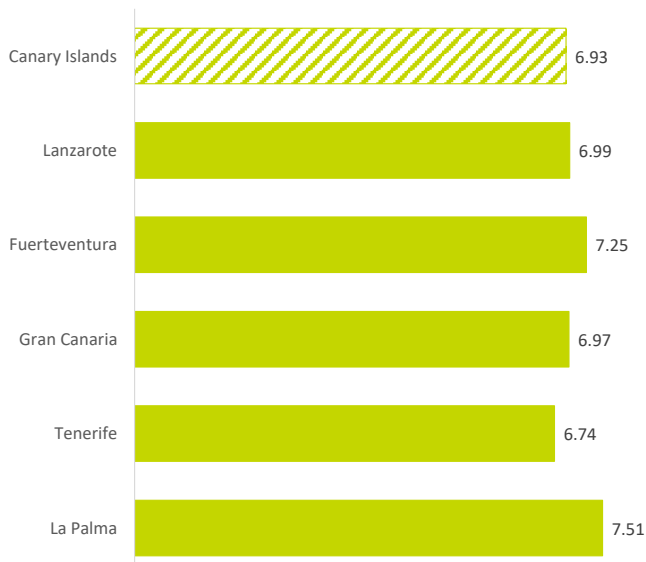
% TOURISTS (≥ 16 years old)



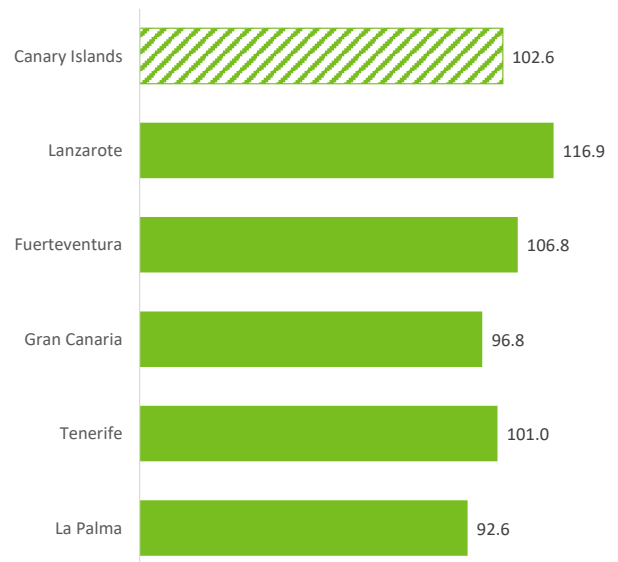
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2023)

SPANISH MAINLAND

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	73.5%	87.8%	82.7%	65.2%	70.6%	89.9%
- Additional accommodation expenses	8.5%	8.1%	13.4%	7.1%	8.7%	8.0%
Transport:						
- National/International Transport	91.5%	94.9%	95.4%	89.0%	90.9%	95.5%
- Flights between islands	7.5%	13.6%	14.0%	5.2%	5.4%	3.6%
- Taxi	19.1%	18.1%	17.7%	24.6%	16.6%	14.5%
- Car rental	55.5%	67.7%	58.0%	34.0%	62.5%	77.8%
- Public transport	12.2%	8.4%	8.3%	16.5%	11.7%	11.7%
Food and drink:						
- Food purchases at supermarkets	55.0%	57.7%	61.0%	55.0%	51.9%	65.9%
- Restaurants	73.9%	72.1%	58.3%	72.3%	78.2%	81.7%
Leisure:						
- Organized excursions	27.6%	48.8%	26.7%	12.4%	29.3%	35.2%
- Sport activities	5.2%	4.8%	8.1%	4.9%	5.1%	1.9%
- Cultural activities	3.6%	3.9%	1.9%	3.5%	4.1%	0.8%
- Museums	8.5%	22.5%	4.7%	6.0%	5.3%	14.0%
- Theme Parks	12.6%	4.8%	2.9%	3.6%	23.8%	1.3%
- Discos and pubs	10.6%	6.3%	7.6%	11.7%	12.7%	2.6%
- Wellness	3.1%	3.4%	4.9%	2.6%	3.0%	1.8%
Purchases of goods:						
- Souvenirs	42.7%	50.7%	42.3%	35.1%	44.6%	45.2%
- Real estate	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%
- Other purchases	0.6%	0.6%	0.6%	0.5%	0.7%	0.8%
Others:						
- Medical expenses	7.4%	8.1%	9.7%	6.7%	7.1%	7.5%
- Other expenses	5.1%	4.0%	7.4%	4.6%	5.3%	6.3%

Average expenditure of tourists whose spending has been greater than €0 in each item

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Expenditure per tourist and trip (€)						
Accommodation:	536	614	598	553	487	420
- Accommodation	424	488	458	418	396	376
- Additional accommodation expenses	112	126	141	136	90	44
Transport:	499	467	576	465	515	539
- National/International Transport	242	249	255	225	243	290
- Flights between islands	71	47	70	76	90	72
- Taxi	56	49	91	48	59	49
- Car rental	102	100	111	95	102	114
- Public transport	23	23	49	21	21	14
Food and drink:	218	208	230	244	205	176
- Food purchases at supermarkets	77	65	93	93	68	57
- Restaurants	141	143	137	151	137	119
Leisure:	429	370	553	404	411	232
- Organized excursions	76	71	71	65	82	81
- Sport activities	79	76	170	65	60	44
- Cultural activities	54	38	84	50	59	36
- Museums	33	46	25	23	25	15
- Theme Parks	67	47	50	65	69	21
- Discos and pubs	58	46	82	63	55	11
- Wellness	62	45	72	73	61	23
Purchases of goods:	641	91	149	896	470	139
- Souvenirs	66	52	78	84	62	53
- Real estate	495	0	0	713	323	0
- Other purchases	79	39	71	99	84	85
Others:	145	71	150	294	90	51
- Medical expenses	27	21	35	26	28	10
- Other expenses	118	51	115	268	62	40



TOURIST PROFILE

Who are they?

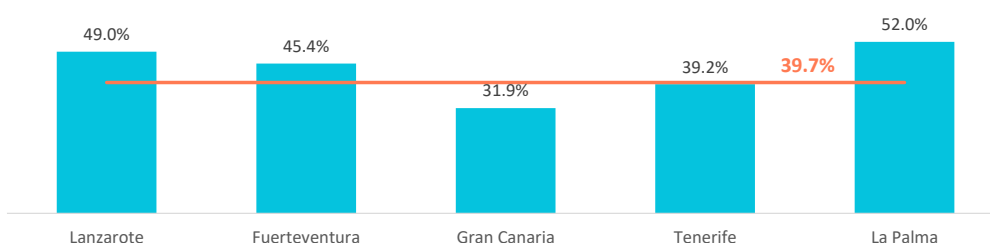
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	50.9%	47.8%	51.7%	51.8%	52.0%	41.3%
Percentage of women	49.1%	52.2%	48.3%	48.2%	48.0%	58.7%
Age						
Average age (tourists above 16 years old)	39.97	41.19	42.33	40.88	37.86	50.08
Standard deviation	13.9	14.5	13.6	15.0	12.6	14.5
Age range						
16-24 years old	13.8%	13.9%	7.7%	14.8%	14.9%	5.2%
25-30 years old	17.1%	14.2%	16.2%	16.2%	19.5%	6.8%
31-45 years old	36.8%	36.7%	37.9%	33.3%	39.5%	25.8%
46-60 years old	22.6%	22.7%	26.4%	23.9%	20.5%	30.6%
Over 60 years old	9.8%	12.5%	11.8%	11.9%	5.7%	31.7%
Occupation						
Salaried worker	64.1%	64.7%	64.4%	61.4%	66.2%	53.5%
Self-employed	10.7%	10.9%	14.3%	11.3%	9.6%	10.0%
Unemployed	2.2%	2.5%	1.6%	2.2%	2.1%	1.9%
Business owner	8.5%	6.5%	9.4%	9.0%	8.7%	9.9%
Student	6.3%	4.0%	3.6%	6.9%	7.4%	2.6%
Retired	7.2%	10.1%	6.2%	8.3%	4.7%	21.4%
Unpaid domestic work	0.4%	0.3%	0.1%	0.2%	0.5%	0.0%
Others	0.8%	1.0%	0.5%	0.7%	0.7%	0.7%
Annual household income level						
Less than €25,000	22.5%	20.0%	18.0%	23.2%	24.3%	12.9%
€25,000 - €49,999	46.8%	47.6%	47.7%	45.9%	46.3%	57.6%
€50,000 - €74,999	18.9%	20.7%	21.6%	18.0%	18.1%	20.3%
More than €74,999	11.8%	11.6%	12.6%	12.9%	11.3%	9.2%
Education level						
No studies	0.4%	0.3%	0.6%	0.5%	0.4%	0.0%
Primary education	2.4%	3.3%	1.8%	2.2%	2.2%	4.3%
Secondary education	15.9%	17.3%	14.5%	14.9%	16.2%	17.7%
Higher education	81.3%	79.1%	83.2%	82.4%	81.2%	78.1%

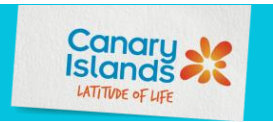
Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	16.3%	7.2%	12.0%	27.3%	14.4%	4.4%
Only with partner	39.7%	49.0%	45.4%	31.9%	39.2%	52.0%
Only with children (< 13 years old)	4.3%	4.9%	4.5%	4.1%	4.4%	1.9%
Partner + children (< 13 years old)	7.9%	8.2%	7.2%	4.4%	10.4%	4.6%
Other relatives	8.3%	8.7%	8.6%	8.3%	7.9%	9.6%
Friends	9.1%	6.6%	9.8%	10.6%	9.1%	7.4%
Work colleagues	2.3%	1.0%	0.7%	3.7%	2.0%	4.6%
Organized trip	0.2%	0.1%	0.0%	0.3%	0.2%	0.3%
Other combinations ⁽²⁾	11.8%	14.3%	11.7%	9.2%	12.5%	15.2%
<i>(2) Different situations have been isolated</i>						
Tourists with children	16.1%	17.0%	14.1%	11.2%	19.7%	10.0%
- Between 0 and 2 years old	1.5%	2.3%	0.9%	1.3%	1.7%	0.1%
- Between 3 and 12 years old	13.3%	13.1%	12.0%	9.3%	16.6%	9.3%
- Between 0 -2 and 3-12 years old	1.2%	1.6%	1.2%	0.6%	1.4%	0.6%
Tourists without children	83.9%	83.0%	85.9%	88.8%	80.3%	90.0%
Group composition:						
- 1 person	19.8%	10.0%	15.1%	31.7%	17.6%	6.0%
- 2 people	47.6%	54.5%	54.6%	42.1%	46.3%	62.3%
- 3 people	12.4%	14.2%	13.0%	10.1%	13.0%	13.0%
- 4 or 5 people	16.2%	16.7%	14.8%	12.9%	18.4%	17.6%
- 6 or more people	4.0%	4.6%	2.6%	3.2%	4.7%	1.2%
Average group size:	2.50	2.68	2.44	2.25	2.62	2.49

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER



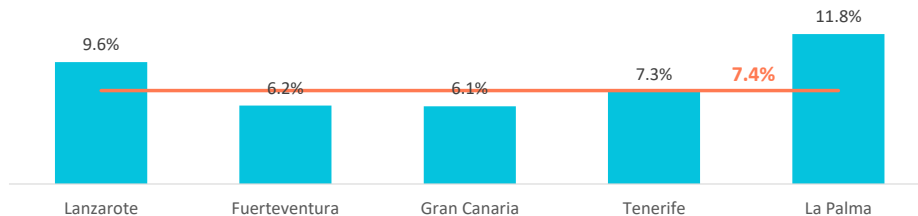


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.3%	1.2%	1.0%	1.9%	1.1%	0.3%
Between 1 and 30 days	31.6%	26.1%	28.4%	37.0%	31.8%	17.2%
Between 1 and 2 months	31.1%	32.2%	32.3%	29.4%	31.1%	35.1%
Between 3 and 6 months	28.7%	30.9%	32.2%	25.5%	28.7%	35.5%
More than 6 months	7.4%	9.6%	6.2%	6.1%	7.3%	11.8%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



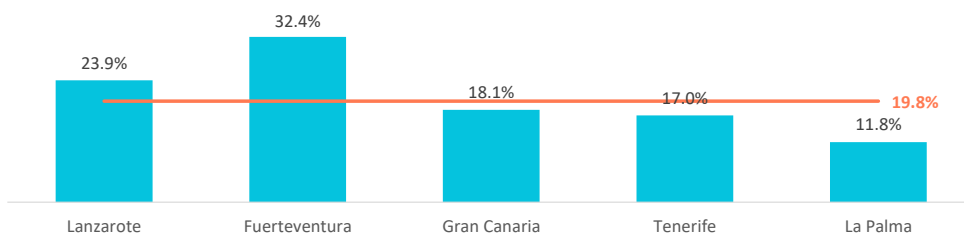
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	70.2%	68.7%	75.4%	71.8%	69.2%	58.8%
- Tour Operator or Travel Agency	29.8%	31.3%	24.6%	28.2%	30.8%	41.2%
Accommodation						
- Directly with the accommodation	53.5%	54.7%	57.5%	56.1%	50.9%	46.8%
- Tour Operator or Travel Agency	46.5%	45.3%	42.5%	43.9%	49.1%	53.2%

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	35.2%	34.7%	30.8%	41.9%	33.2%	18.7%
Bed and Breakfast	18.6%	12.1%	11.1%	22.3%	20.9%	21.4%
Half board	21.8%	25.6%	20.1%	13.7%	24.1%	42.1%
Full board	4.5%	3.8%	5.6%	4.0%	4.8%	6.0%
All inclusive	19.8%	23.9%	32.4%	18.1%	17.0%	11.8%

% TOURISTS WHO BOOK ALL INCLUSIVE

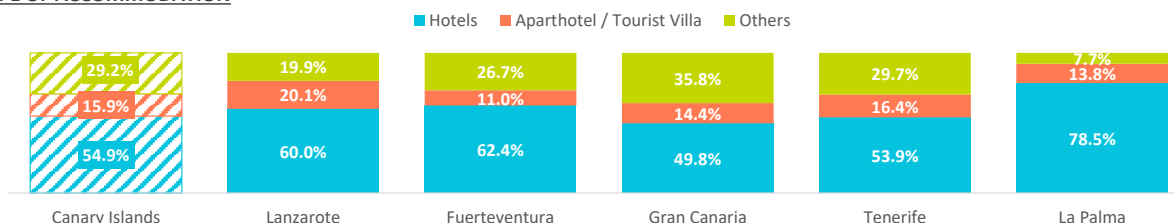


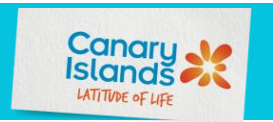
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	11.5%	10.5%	10.2%	15.8%	10.1%	3.2%
4* Hotel	35.7%	37.4%	47.6%	26.8%	36.4%	75.3%
5* Hotel / 5* Luxury Hotel	7.7%	12.2%	4.6%	7.3%	7.5%	0.0%
Aparthotel / Tourist Villa	15.9%	20.1%	11.0%	14.4%	16.4%	13.8%
House/room rented in a private dwelling	7.8%	9.3%	10.4%	8.0%	6.8%	2.3%
Private accommodation ⁽¹⁾	17.3%	6.7%	11.6%	23.0%	19.4%	3.1%
Others (Cottage, cruise, camping,...)	4.1%	3.8%	4.6%	4.8%	3.5%	2.2%

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

TYPE OF ACCOMMODATION





TRIP MOTIVATION AND DESTINATION CHOICE

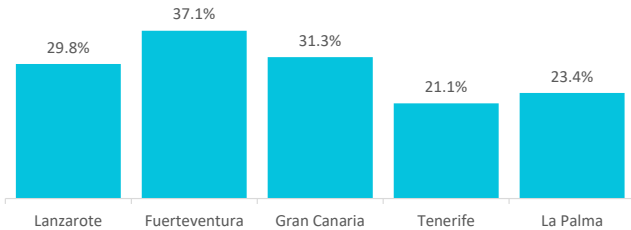
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	72.9%	89.9%	84.8%	60.4%	71.3%	86.7%
Family reasons	17.3%	6.3%	10.1%	23.1%	19.9%	3.7%
Business	6.8%	2.5%	3.7%	13.0%	5.2%	6.2%
Education and training	0.6%	0.1%	0.0%	0.8%	0.9%	0.5%
Sports training	0.6%	0.2%	0.9%	0.7%	0.7%	0.8%
Health	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%
Conventions and Exhibitions	0.8%	0.2%	0.0%	0.8%	1.1%	1.6%
Others	0.8%	0.7%	0.6%	1.0%	0.9%	0.5%

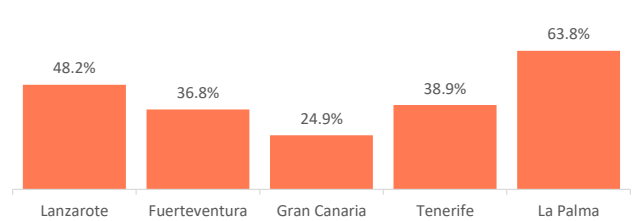
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	26.7%	29.8%	37.1%	31.3%	21.1%	23.4%
Enjoy family time	22.3%	12.5%	15.2%	27.0%	25.8%	6.4%
Have fun	10.5%	7.1%	8.1%	13.0%	11.3%	3.8%
Explore the destination	37.4%	48.2%	36.8%	24.9%	38.9%	63.8%
Practice their hobbies	1.5%	1.2%	1.9%	1.4%	1.3%	2.4%
Other reasons	1.6%	1.2%	0.8%	2.4%	1.6%	0.2%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	63.2%	63.7%	73.0%	65.2%	60.2%	59.7%
Safety	53.5%	56.9%	52.4%	43.8%	56.9%	71.7%
Tranquility	51.3%	57.0%	57.9%	50.3%	48.1%	51.6%
Sea	46.5%	45.0%	58.0%	49.8%	43.2%	37.8%
Accommodation supply	43.3%	45.4%	42.8%	36.0%	45.3%	65.0%
Beaches	42.5%	43.3%	62.5%	47.9%	35.8%	27.4%
Effortless trip	40.9%	42.6%	42.0%	40.9%	39.9%	41.7%
Price	38.7%	39.0%	39.2%	40.8%	37.6%	31.4%
European belonging	34.1%	39.2%	32.0%	30.6%	33.9%	42.0%
Landscapes	32.0%	29.4%	28.3%	31.6%	34.0%	28.2%
Environment	31.3%	28.8%	29.0%	32.5%	32.6%	21.8%
Gastronomy	28.9%	29.7%	27.7%	31.4%	27.5%	24.6%
Fun possibilities	27.7%	20.4%	20.6%	30.5%	30.8%	18.4%
Authenticity	25.2%	26.7%	24.3%	26.0%	24.7%	21.1%
Exoticism	19.2%	20.8%	16.4%	16.6%	20.5%	22.5%
Hiking trail network	16.7%	19.5%	11.1%	15.3%	17.6%	17.5%
Shopping	16.3%	12.0%	14.2%	14.5%	17.8%	38.5%
Culture	13.1%	13.2%	9.0%	13.4%	13.6%	13.9%
Historical heritage	10.4%	6.3%	4.7%	15.1%	10.7%	5.0%
Nightlife	8.4%	5.8%	4.7%	11.5%	8.4%	6.7%

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	35.0%	38.4%	32.6%	36.0%	33.1%	44.7%
Friends or relatives	38.7%	34.6%	30.2%	39.2%	42.4%	24.5%
Internet or social media	49.1%	56.5%	52.9%	40.3%	51.3%	45.7%
Mass Media	1.2%	1.6%	1.5%	0.6%	1.1%	4.3%
Travel guides and magazines	3.3%	4.9%	2.9%	2.7%	2.8%	8.5%
Travel Blogs or Forums	9.5%	14.2%	9.7%	5.9%	9.8%	8.9%
Travel TV Channels	0.5%	1.2%	0.1%	0.3%	0.4%	0.8%
Tour Operator or Travel Agency	10.3%	10.9%	9.1%	9.0%	10.8%	19.6%
Public administrations or similar	1.1%	1.1%	0.6%	1.0%	1.1%	2.7%
Others	5.0%	2.8%	3.1%	7.1%	4.9%	4.3%

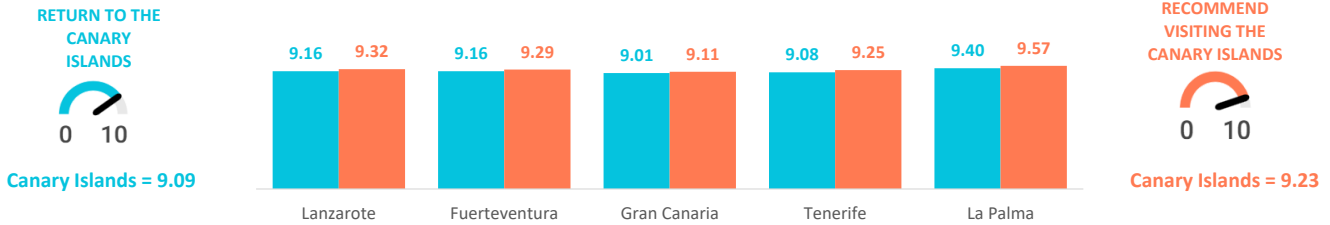
* Multi-choice question



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.83	8.97	8.83	8.73	8.82	9.13
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	3.3%	2.9%	3.7%	3.7%	3.2%	3.3%
Lived up to expectations	49.4%	46.0%	55.1%	52.3%	47.7%	49.7%
Better or much better than expected	47.3%	51.2%	41.1%	44.0%	49.1%	47.0%
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	9.09	9.16	9.16	9.01	9.08	9.40
Recommend visiting the Canary Islands	9.23	9.32	9.29	9.11	9.25	9.57



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	28.2%	25.4%	24.0%	25.0%	33.0%	15.1%
Repeat tourists	71.8%	74.6%	76.0%	75.0%	67.0%	84.9%
At least 10 previous visits	18.4%	13.1%	15.4%	24.6%	16.9%	18.6%
Repeat tourists (last 5 years)	64.8%	66.0%	69.1%	69.9%	59.4%	76.7%
Repeat tourists (last 5 years) (5 or more visits)	17.1%	11.5%	13.7%	22.3%	16.7%	12.9%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	44.2%	65.3%	9.2%	15.7%	27.2%	3.5%
Fuerteventura	29.3%	18.3%	58.8%	18.9%	29.3%	3.0%
Gran Canaria	45.8%	15.0%	8.2%	67.5%	31.3%	3.8%
Tenerife	59.1%	12.6%	7.6%	15.8%	62.4%	4.7%
La Palma	15.7%	18.1%	8.4%	15.8%	39.4%	69.4%
CANARY ISLANDS	71.8%	74.6%	76.0%	75.0%	67.0%	84.9%

How to interpret the table

- Column **Canary Islands** = refers to the % of repeat Spanish Mainland tourists on each island regardless of island of stay in this trip (2023).
- Column **each island** = refers to the % of repeat Spanish Mainland tourists on each island by island of stay in 2023. For example: 65.3% refers to % repeat Spanish Mainland tourists who repeat Lanzarote in 2023 and stay in Lanzarote in this trip. 18.3% Spanish Mainland tourists who stay in Lanzarote in 2023 and has previously been to Fuerteventura.
- Row **CANARY ISLANDS** = refers to the % repeat Spanish Mainland tourists by island of stay. For example: 67% refers to % Spanish Mainland 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	88.9%	88.7%	88.0%	90.2%	89.9%	79.3%
Two islands	9.5%	9.1%	10.8%	8.7%	8.6%	18.2%
Three or more islands	1.6%	2.2%	1.2%	1.1%	1.4%	2.6%

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	17.2%	100%	3.1%	1.3%	0.8%	1.8%
Fuerteventura	10.0%	3.2%	100%	1.2%	0.4%	0.9%
Gran Canaria	28.7%	1.1%	1.6%	100%	1.4%	2.3%
Tenerife	45.5%	2.1%	1.5%	3.0%	100%	4.9%
La Gomera	0.8%	0.2%	0.0%	0.1%	1.0%	1.0%
La Palma	3.3%	0.8%	0.1%	0.7%	0.7%	100%
El Hierro	0.6%	0.2%	0.0%	0.2%	0.3%	3.1%
Cruise	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%

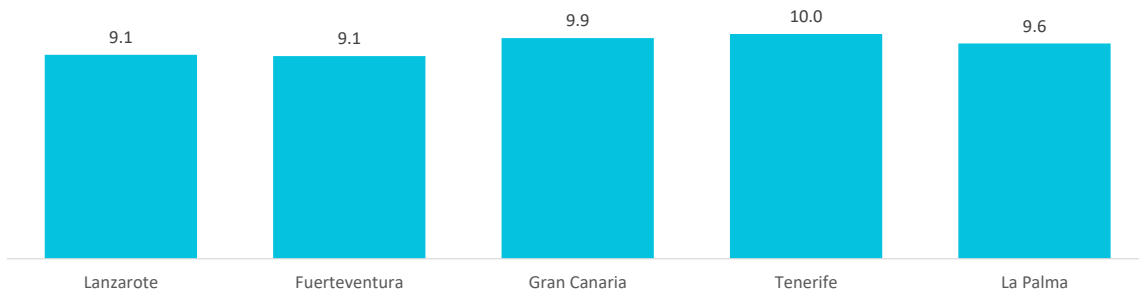
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	0.8%	0.4%	0.6%	1.1%	0.8%	0.0%
1 - 2 hours	3.3%	3.2%	5.5%	3.6%	2.8%	1.9%
3 - 6 hours	17.4%	22.9%	21.6%	17.1%	14.9%	16.3%
7 - 12 hours	59.3%	59.2%	57.3%	57.4%	60.3%	69.3%
More than 12 hours	19.3%	14.2%	14.9%	20.8%	21.3%	12.5%
Outdoor time per day	9.8	9.1	9.1	9.9	10.0	9.6



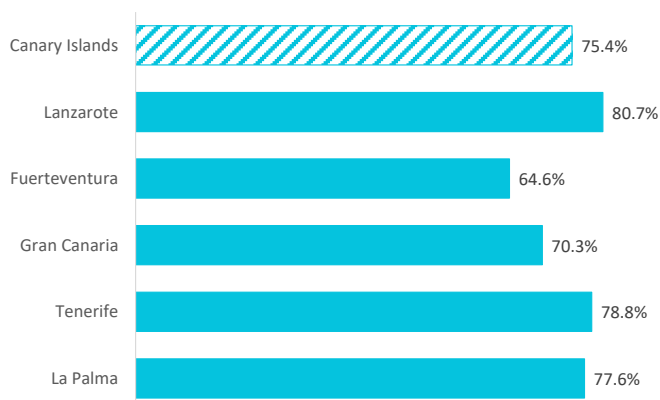
Canary Islands
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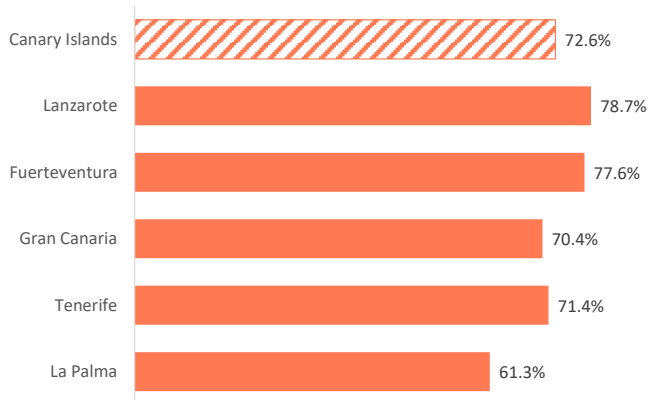
Activities in the Canary Islands

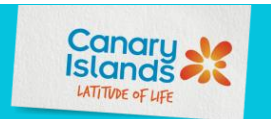
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	75.4%	80.7%	64.6%	70.3%	78.8%	77.6%
Beach	72.6%	78.7%	77.6%	70.4%	71.4%	61.3%
Swimming pool, hotel facilities	65.3%	78.2%	65.1%	52.7%	67.9%	71.8%
Explore the island on their own	46.5%	58.5%	47.6%	38.0%	47.1%	54.5%
Taste Canarian gastronomy	43.6%	47.0%	32.8%	35.9%	49.0%	48.1%
Hiking	23.5%	23.1%	22.5%	16.1%	26.3%	51.6%
Organized excursions	18.2%	36.4%	9.3%	13.1%	16.2%	23.1%
Nightlife / concerts / shows	17.8%	39.2%	8.8%	14.0%	13.6%	24.6%
Theme parks	17.5%	12.7%	9.5%	20.5%	19.9%	3.9%
Sea excursions / whale watching	16.2%	6.3%	3.1%	6.7%	29.5%	1.1%
Wineries / markets / popular festivals	15.3%	27.5%	11.6%	7.3%	15.9%	27.4%
Museums / exhibitions	13.2%	14.5%	9.7%	8.4%	16.2%	15.3%
Other Nature Activities	10.5%	7.6%	10.7%	5.3%	14.5%	15.3%
Swim	5.5%	4.8%	2.8%	7.0%	5.5%	2.1%
Beauty and health treatments	5.4%	5.5%	4.1%	6.1%	5.0%	5.8%
Running	4.8%	3.5%	3.3%	3.0%	6.1%	14.0%
Practice other sports	4.0%	4.7%	3.4%	3.5%	4.2%	1.9%
Astronomical observation	3.1%	2.8%	4.5%	3.5%	2.7%	0.8%
Cycling / Mountain bike	3.0%	3.0%	3.3%	2.1%	3.3%	0.8%
Surf	2.2%	3.2%	1.9%	2.2%	1.9%	2.6%
Scuba Diving	1.7%	5.0%	1.6%	1.0%	1.0%	0.0%
Golf	1.1%	1.4%	1.8%	0.7%	1.3%	0.0%
Windsurf / Kitesurf	0.8%	0.6%	2.1%	0.7%	0.6%	0.0%

WALK, WANDER



BEACH



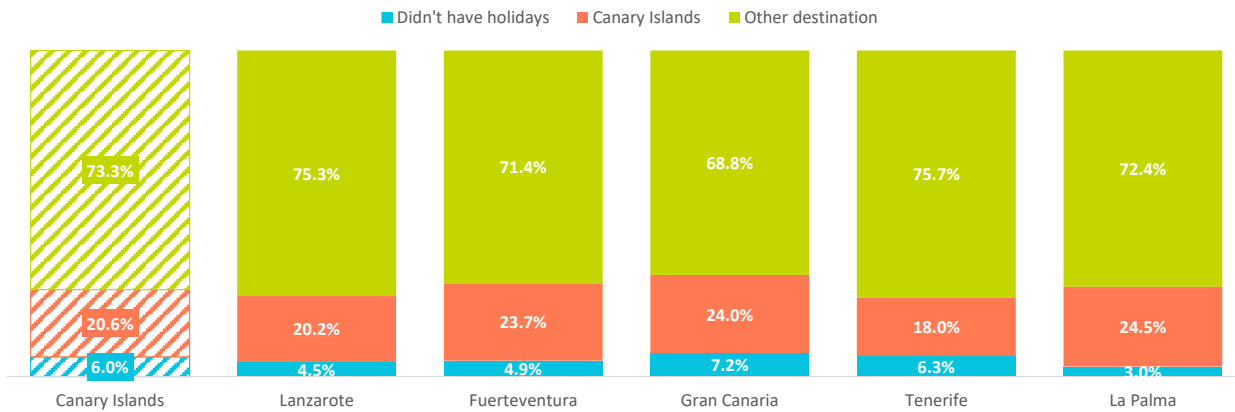


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	6.0%	4.5%	4.9%	7.2%	6.3%	3.0%
Canary Islands	20.6%	20.2%	23.7%	24.0%	18.0%	24.5%
Other destination	73.3%	75.3%	71.4%	68.8%	75.7%	72.4%
Balearic Islands	7.2%	7.8%	8.7%	6.0%	7.5%	5.2%
Rest of Spain	34.1%	34.6%	31.1%	32.9%	35.4%	33.3%
Italy	6.4%	6.7%	6.2%	6.3%	6.4%	3.8%
France	4.4%	4.5%	4.4%	3.7%	4.8%	4.1%
Turkey	0.9%	0.6%	1.4%	1.1%	0.9%	0.9%
Greece	1.6%	1.4%	0.9%	1.6%	1.7%	3.1%
Portugal	5.6%	7.1%	4.6%	5.2%	5.3%	9.1%
Croatia	0.5%	0.2%	0.2%	0.7%	0.6%	0.1%
Egypt	1.0%	1.2%	0.8%	0.8%	1.1%	3.2%
Tunisia	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%
Morocco	1.3%	1.4%	1.1%	1.4%	1.4%	0.4%
Others	10.1%	9.8%	11.8%	9.2%	10.4%	9.2%

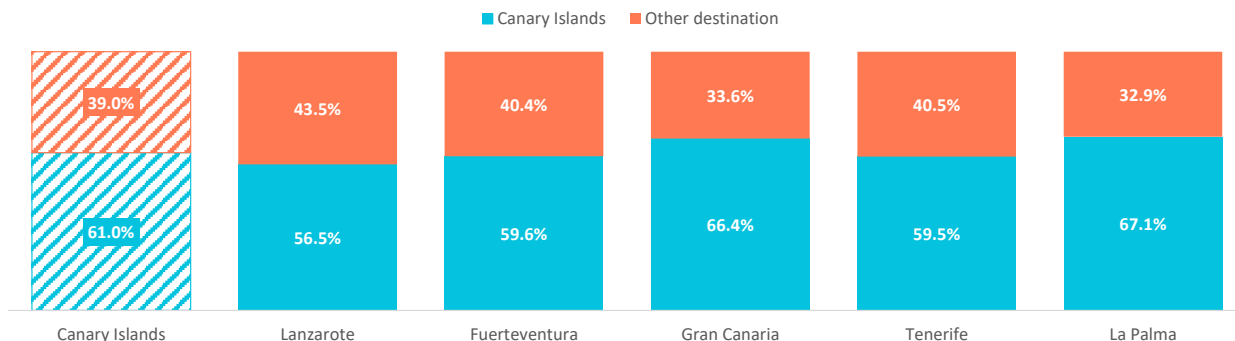
* Percentage of valid answers



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")	36.9%	30.6%	34.5%	38.8%	38.0%	46.6%
Canary Islands (other island)	24.1%	25.9%	25.0%	27.6%	21.5%	20.5%
Other destination	39.0%	43.5%	40.4%	33.6%	40.5%	32.9%
Balearic Islands	8.7%	10.3%	11.4%	7.8%	8.4%	4.1%
Rest of Spain	9.3%	10.7%	7.5%	9.0%	9.5%	5.6%
Italy	4.7%	5.2%	5.7%	3.9%	4.7%	5.9%
France	1.7%	0.9%	0.6%	1.2%	2.4%	1.3%
Turkey	0.9%	0.9%	1.0%	0.7%	1.0%	1.4%
Greece	3.4%	3.8%	3.8%	2.7%	3.6%	4.4%
Portugal	4.1%	4.4%	4.4%	4.0%	4.1%	4.4%
Croatia	1.5%	1.5%	1.7%	1.0%	1.7%	1.3%
Egypt	1.7%	1.9%	1.8%	1.3%	1.8%	1.8%
Others	3.1%	4.0%	2.5%	2.1%	3.4%	2.7%

* Percentage of valid answers



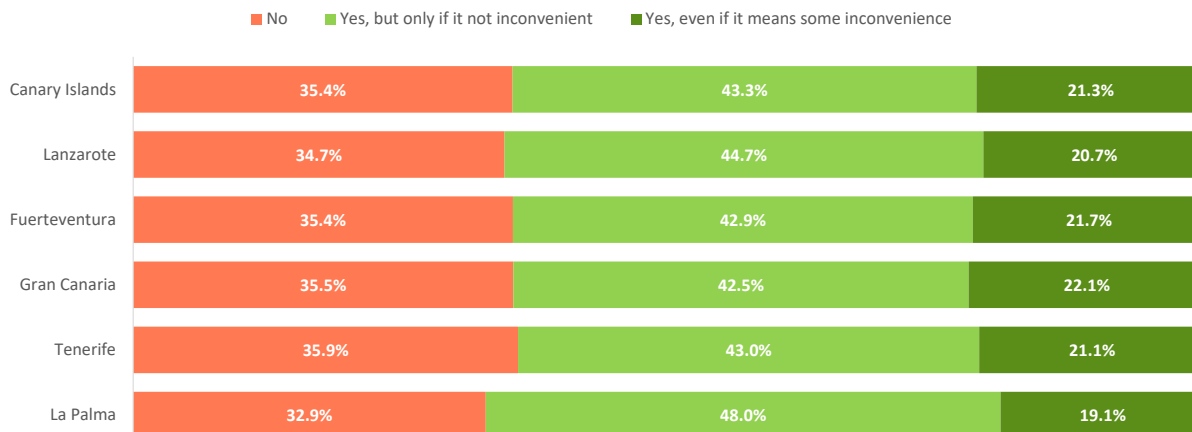
TOURIST PROFILE BY ISLAND OF STAY (2023)

SPANISH MAINLAND

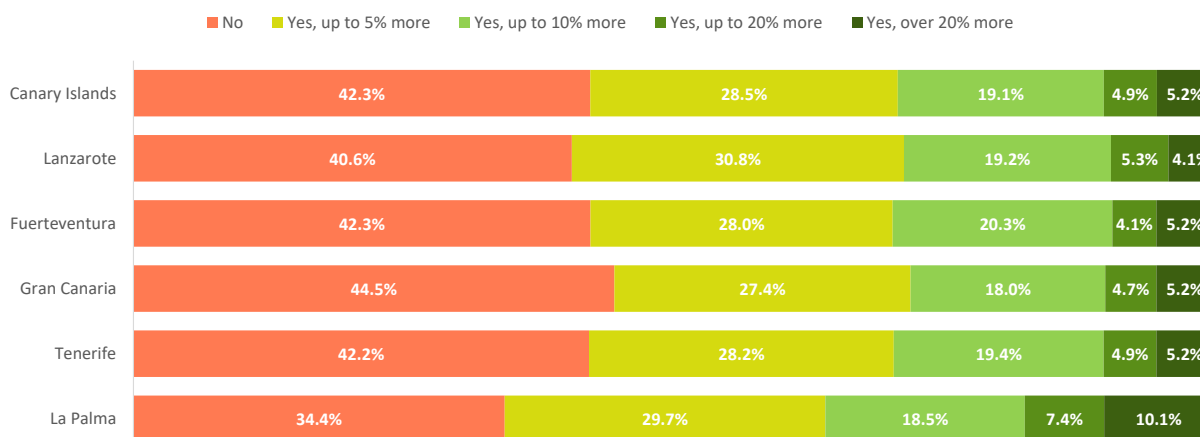


SUSTAINABLE DESTINATION

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?



Percepcion of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.3	8.2	8.3	8.2	8.3	8.4
Tolerance towards tourism	8.7	8.8	8.9	8.7	8.6	9.0
Cleanliness of the island	8.2	8.5	8.3	7.8	8.2	8.7
Air quality	8.5	8.7	8.7	8.3	8.5	9.1
Rational water consumption	7.6	7.7	7.6	7.6	7.6	7.9
Energy saving	7.1	7.3	7.1	7.1	7.1	7.4
Use of renewable energy	7.1	7.0	7.2	7.3	7.0	7.0
Recycling	6.9	6.9	6.9	7.0	6.9	6.7
Easy to get around by public transport	6.9	6.6	6.3	7.4	6.8	7.1
Overcrowding in tourist areas	7.0	7.0	6.9	7.1	7.0	7.7
Supply of local products	7.6	7.5	7.3	7.5	7.7	7.7

* 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
Spanish Mainland	99.7%	99.6%	99.8%	99.4%	99.8%	100.0%
United Kingdom	0.1%	0.1%	0.2%	0.0%	0.1%	0.0%
Germany	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Switzerland	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Portugal	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Others	0.2%	0.2%	0.0%	0.3%	0.1%	0.0%

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.