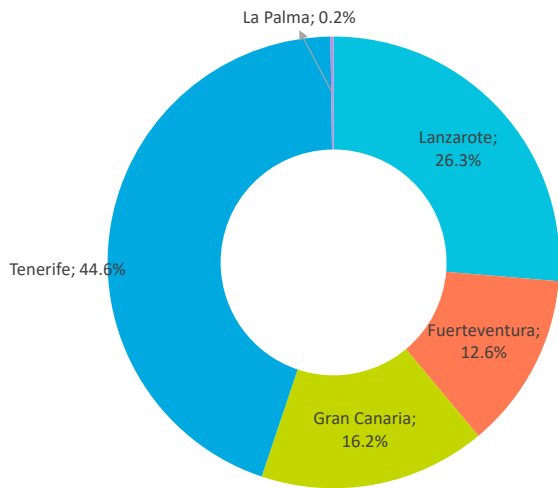


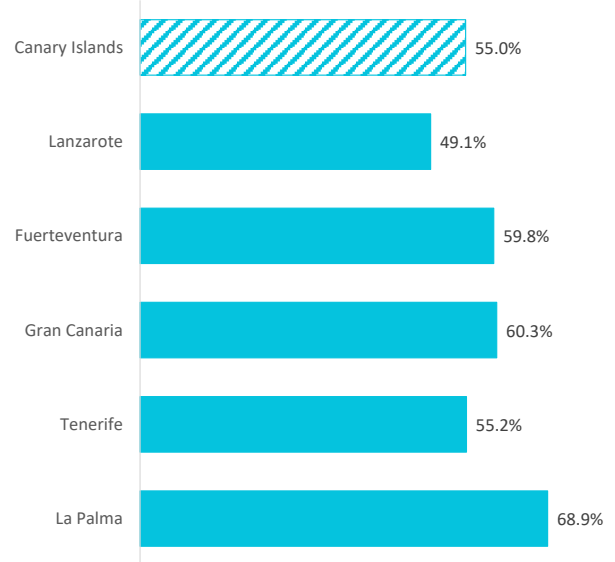
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	4,810,709	1,265,031	605,719	779,522	2,144,205	10,655
% Tourists	100%	26.3%	12.6%	16.2%	44.6%	0.2%
% tourists who book holiday package	55.0%	49.1%	59.8%	60.3%	55.2%	68.9%
Expenditure per tourist (€)	1,384	1,340	1,299	1,413	1,423	1,319
- book holiday package	1,528	1,516	1,409	1,519	1,578	858
- holiday package	1,258	1,274	1,210	1,231	1,276	1,032
- others	270	242	199	288	302	-174
- do not book holiday package	1,208	1,170	1,135	1,252	1,233	2,342
- flight	316	299	318	380	306	371
- accommodation	460	449	398	442	487	1,199
- others	432	421	420	430	441	771
Average length of stay	8.85	8.80	9.52	8.78	8.70	10.29
Average daily expenditure (€)	176.2	165.9	161.8	180.4	185.2	120.9
Average daily expenditure without flight (€)	128.6	120.7	117.2	121.2	139.4	92.7
Average cost of the flight (€)	369.9	364.5	356.2	448.5	349.1	251.3
Total turnover (≥ 16 years old) (€m)	6,657	1,695	787	1,102	3,052	14
% Turnover	100%	25.5%	11.8%	16.5%	45.8%	0.2%
Tourist arrivals (FRONTUR)	5,612,270	1,496,007	702,055	905,811	2,489,323	12,965
Passenger arrivals on non-stop flights (AENA)	5,747,725	1,522,477	708,858	928,636	2,576,067	11,687
Children < 16 years old (FRONTUR - EGT)	801,561	230,976	96,336	126,289	345,118	2,310

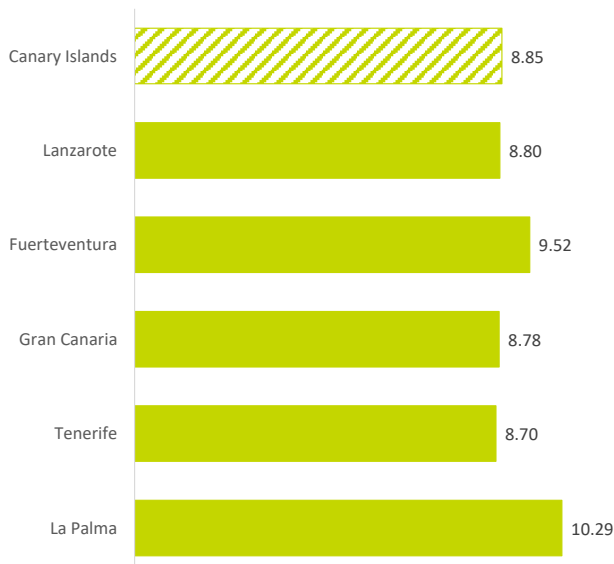
% TOURISTS (≥ 16 years old)



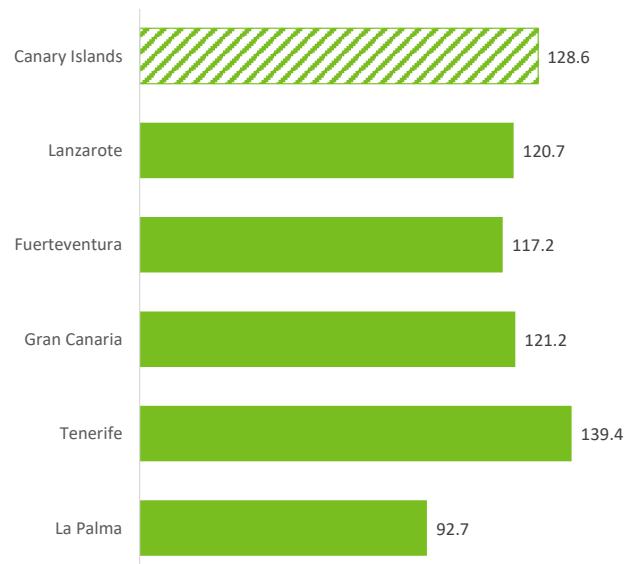
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2023)

UNITED KINGDOM

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	85.5%	85.4%	86.4%	87.3%	84.8%	75.7%
- Additional accommodation expenses	6.4%	5.4%	7.1%	5.5%	7.1%	3.9%
Transport:						
- National/International Transport	95.3%	95.0%	98.9%	96.7%	94.1%	77.6%
- Flights between islands	3.6%	3.5%	5.2%	4.1%	2.8%	16.4%
- Taxi	66.1%	64.6%	65.4%	64.4%	67.8%	56.4%
- Car rental	16.7%	20.2%	16.6%	10.9%	16.8%	28.2%
- Public transport	8.8%	9.7%	5.8%	11.4%	8.2%	19.7%
Food and drink:						
- Food purchases at supermarkets	58.3%	65.2%	60.9%	55.8%	54.5%	46.3%
- Restaurants	67.3%	71.1%	56.8%	62.1%	69.9%	60.5%
Leisure:						
- Organized excursions	18.6%	15.7%	13.2%	14.3%	23.3%	31.2%
- Sport activities	7.8%	7.1%	7.6%	6.6%	8.7%	6.3%
- Cultural activities	2.2%	2.5%	1.6%	2.0%	2.4%	1.4%
- Museums	3.3%	7.4%	1.1%	2.5%	1.9%	3.1%
- Theme Parks	11.3%	6.3%	5.2%	6.2%	17.8%	2.0%
- Discos and pubs	15.1%	14.4%	11.0%	13.7%	17.3%	1.2%
- Wellness	5.7%	4.8%	3.7%	3.9%	7.5%	4.2%
Purchases of goods:						
- Souvenirs	41.2%	45.9%	42.8%	38.0%	39.1%	34.2%
- Real estate	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%
- Other purchases	0.7%	0.6%	0.8%	0.4%	0.8%	0.7%
Others:						
- Medical expenses	7.0%	7.2%	8.5%	5.3%	7.2%	8.4%
- Other expenses	5.2%	3.9%	7.8%	3.8%	5.7%	6.6%

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:	901	842	864	881	953	927
- Accommodation	741	713	719	675	789	880
- Additional accommodation expenses	160	129	145	206	164	48
Transport:	680	655	634	768	672	871
- National/International Transport	388	384	360	464	371	324
- Flights between islands	73	50	75	80	81	198
- Taxi	75	72	67	71	81	188
- Car rental	115	114	117	127	113	143
- Public transport	28	36	15	26	26	19
Food and drink:	310	291	285	346	315	305
- Food purchases at supermarkets	102	95	109	122	97	113
- Restaurants	208	196	176	224	218	192
Leisure:	529	481	539	533	548	316
- Organized excursions	90	89	81	90	93	70
- Sport activities	94	70	101	90	105	36
- Cultural activities	55	51	64	52	57	27
- Museums	41	40	60	42	41	11
- Theme Parks	75	65	58	65	77	76
- Discos and pubs	106	99	101	118	107	52
- Wellness	70	68	75	76	69	44
Purchases of goods:	405	582	297	350	371	74
- Souvenirs	80	75	66	107	79	44
- Real estate	204	465	0	155	159	0
- Other purchases	121	42	230	88	133	30
Others:	122	93	133	125	132	65
- Medical expenses	39	23	40	49	46	22
- Other expenses	83	70	93	76	86	43

TOURIST PROFILE

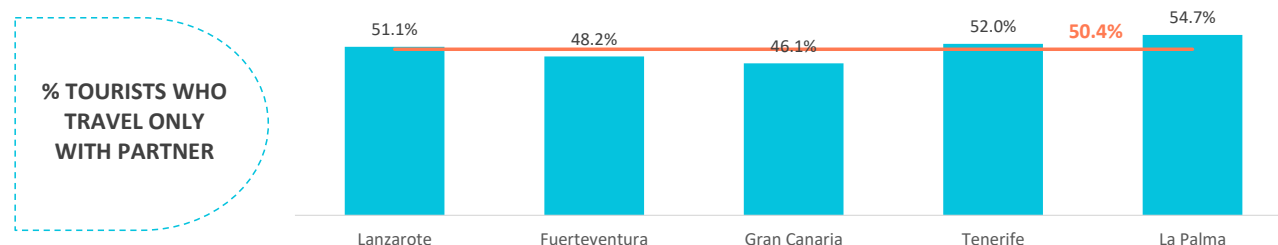
Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	44.2%	46.6%	38.2%	45.8%	43.9%	35.1%
Percentage of women	55.8%	53.4%	61.8%	54.2%	56.1%	64.9%
Age						
Average age (tourists above 16 years old)	49.00	51.64	49.00	46.78	48.23	50.33
Standard deviation	16.7	16.2	15.4	16.8	17.1	16.2
Age range						
16-24 years old	8.7%	5.6%	6.9%	11.3%	10.1%	5.6%
25-30 years old	8.1%	6.5%	7.3%	8.6%	9.1%	8.8%
31-45 years old	27.4%	25.0%	27.7%	30.5%	27.7%	29.3%
46-60 years old	26.4%	28.2%	31.6%	25.0%	24.5%	20.8%
Over 60 years old	29.3%	34.7%	26.5%	24.6%	28.6%	35.5%
Occupation						
Salaried worker	55.6%	52.4%	58.2%	58.7%	55.7%	55.1%
Self-employed	10.3%	10.1%	10.7%	11.2%	10.1%	5.1%
Unemployed	0.4%	0.4%	0.3%	0.6%	0.3%	0.0%
Business owner	5.3%	4.3%	5.0%	5.1%	6.1%	1.2%
Student	2.0%	1.9%	1.8%	2.4%	2.1%	0.8%
Retired	24.9%	29.8%	22.7%	20.0%	24.3%	37.6%
Unpaid domestic work	0.8%	0.8%	0.6%	1.1%	0.7%	0.2%
Others	0.7%	0.3%	0.7%	1.0%	0.8%	0.0%
Annual household income level						
Less than €25,000	10.8%	10.2%	12.8%	10.6%	10.8%	5.4%
€25,000 - €49,999	33.5%	35.8%	29.5%	34.6%	32.9%	30.0%
€50,000 - €74,999	24.2%	24.2%	25.2%	25.1%	23.7%	27.8%
More than €74,999	31.4%	29.9%	32.5%	29.7%	32.7%	36.8%
Education level						
No studies	10.1%	10.1%	8.3%	10.6%	10.4%	5.8%
Primary education	0.6%	0.4%	0.7%	0.6%	0.7%	0.0%
Secondary education	16.9%	17.9%	18.4%	15.1%	16.7%	15.3%
Higher education	72.4%	71.7%	72.5%	73.8%	72.2%	78.9%

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	6.9%	5.1%	8.5%	10.7%	6.1%	7.6%
Only with partner	50.4%	51.1%	48.2%	46.1%	52.0%	54.7%
Only with children (< 13 years old)	3.8%	3.4%	4.5%	5.1%	3.4%	3.0%
Partner + children (< 13 years old)	7.5%	8.1%	8.9%	6.6%	7.0%	8.7%
Other relatives	12.3%	11.9%	14.1%	12.4%	12.0%	6.8%
Friends	6.2%	6.0%	4.3%	7.2%	6.5%	3.5%
Work colleagues	0.2%	0.1%	0.0%	0.0%	0.4%	2.5%
Organized trip	0.1%	0.1%	0.1%	0.2%	0.1%	0.0%
Other combinations ⁽²⁾	12.6%	14.1%	11.2%	11.7%	12.5%	13.2%
⁽²⁾ Different situations have been isolated						
Tourists with children	19.2%	20.8%	22.0%	18.5%	17.7%	20.9%
- Between 0 and 2 years old	1.4%	1.8%	1.0%	1.3%	1.4%	0.3%
- Between 3 and 12 years old	16.0%	17.1%	19.5%	15.9%	14.3%	19.9%
- Between 0 -2 and 3-12 years old	1.8%	1.9%	1.5%	1.2%	2.0%	0.6%
Tourists without children	80.8%	79.2%	78.0%	81.5%	82.3%	79.1%
Group composition:						
- 1 person	8.9%	8.0%	10.7%	12.4%	7.7%	11.1%
- 2 people	56.6%	55.1%	55.0%	54.2%	58.6%	56.6%
- 3 people	11.6%	10.6%	12.2%	12.8%	11.6%	12.9%
- 4 or 5 people	17.7%	19.6%	18.0%	16.8%	16.9%	12.9%
- 6 or more people	5.1%	6.6%	4.1%	3.7%	5.1%	6.4%
Average group size:	2.70	2.82	2.64	2.56	2.70	2.64

*People who share the main expenses of the trip

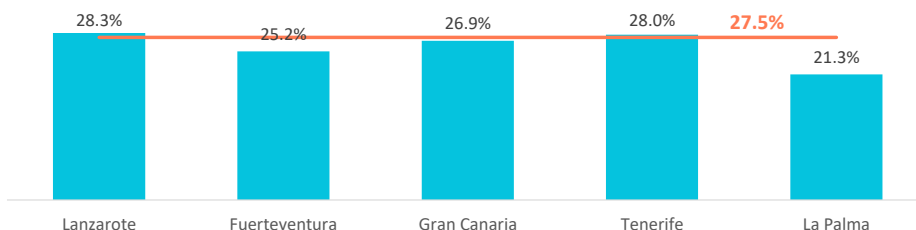


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.2%	0.1%	0.1%	0.6%	0.2%	0.0%
Between 1 and 30 days	18.7%	17.1%	19.5%	20.6%	18.7%	24.3%
Between 1 and 2 months	21.2%	22.8%	20.7%	21.8%	20.2%	26.9%
Between 3 and 6 months	32.3%	31.8%	34.6%	30.0%	32.9%	27.5%
More than 6 months	27.5%	28.3%	25.2%	26.9%	28.0%	21.3%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



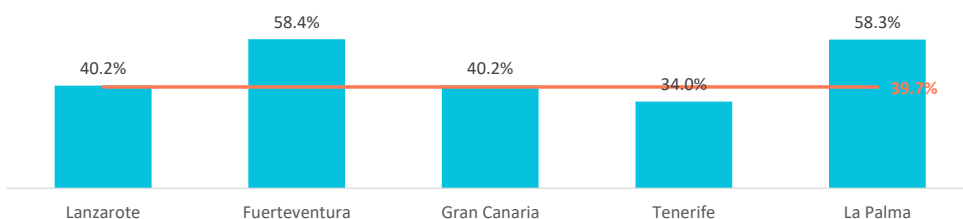
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	49.6%	53.9%	43.3%	44.0%	50.9%	35.0%
- Tour Operator or Travel Agency	50.4%	46.1%	56.7%	56.0%	49.1%	65.0%
Accommodation						
- Directly with the accommodation	36.7%	41.5%	27.7%	31.3%	38.3%	29.8%
- Tour Operator or Travel Agency	63.3%	58.5%	72.3%	68.7%	61.7%	70.2%

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	25.5%	32.6%	19.1%	27.2%	22.7%	13.3%
Bed and Breakfast	14.0%	11.2%	8.2%	14.2%	17.3%	9.1%
Half board	18.8%	14.8%	12.8%	17.3%	23.4%	19.2%
Full board	1.9%	1.2%	1.6%	1.1%	2.6%	0.0%
All inclusive	39.7%	40.2%	58.4%	40.2%	34.0%	58.3%

% TOURISTS WHO BOOK ALL INCLUSIVE

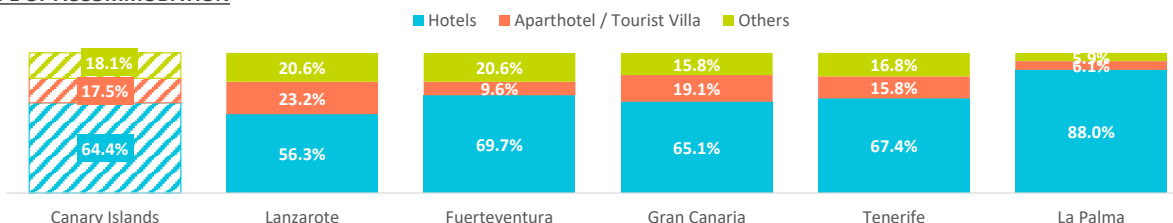


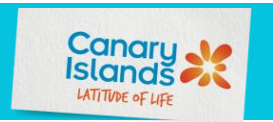
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	9.8%	8.5%	13.1%	14.1%	8.1%	8.6%
4* Hotel	41.1%	36.3%	52.2%	38.5%	41.6%	79.3%
5* Hotel / 5* Luxury Hotel	13.5%	11.5%	4.4%	12.5%	17.8%	0.0%
Aparthotel / Tourist Villa	17.5%	23.2%	9.6%	19.1%	15.8%	6.1%
House/room rented in a private dwelling	4.8%	6.0%	7.2%	3.3%	4.0%	0.9%
Private accommodation ⁽¹⁾	6.5%	5.7%	10.4%	5.9%	6.0%	2.4%
Others (Cottage, cruise, camping,...)	6.9%	8.9%	3.1%	6.6%	6.8%	2.6%

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

TYPE OF ACCOMMODATION





TRIP MOTIVATION AND DESTINATION CHOICE

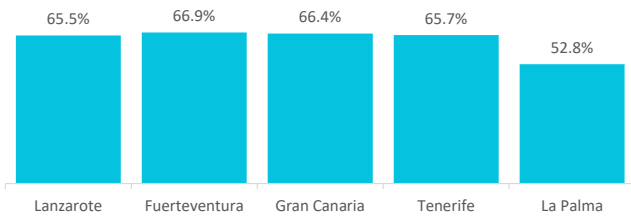
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	94.8%	96.2%	93.3%	93.7%	94.7%	96.1%
Family reasons	4.1%	2.8%	5.7%	5.2%	4.0%	1.3%
Business	0.4%	0.2%	0.2%	0.6%	0.5%	0.0%
Education and training	0.1%	0.0%	0.0%	0.0%	0.1%	2.5%
Sports training	0.2%	0.3%	0.2%	0.1%	0.2%	0.0%
Health	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%
Conventions and Exhibitions	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Others	0.4%	0.5%	0.5%	0.1%	0.4%	0.0%

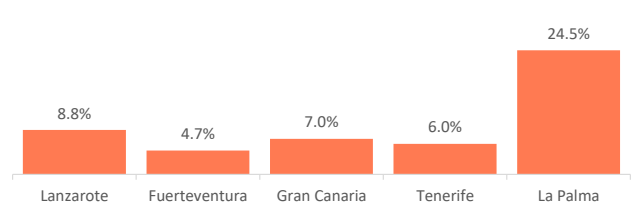
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	65.9%	65.5%	66.9%	66.4%	65.7%	52.8%
Enjoy family time	15.0%	15.4%	15.7%	14.1%	15.1%	9.5%
Have fun	9.8%	7.9%	9.9%	10.5%	10.7%	4.2%
Explore the destination	6.8%	8.8%	4.7%	7.0%	6.0%	24.5%
Practice their hobbies	1.2%	1.4%	2.3%	0.8%	0.8%	0.5%
Other reasons	1.3%	1.0%	0.5%	1.2%	1.7%	8.4%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	78.7%	78.1%	80.5%	79.9%	78.2%	69.9%
Safety	64.6%	64.5%	65.1%	66.0%	64.2%	62.0%
Tranquility	55.4%	54.9%	54.1%	55.9%	55.9%	44.9%
Sea	47.9%	48.9%	46.0%	49.4%	47.4%	44.0%
Accommodation supply	47.5%	45.8%	48.2%	50.6%	47.2%	38.3%
Beaches	46.9%	47.8%	49.3%	48.7%	45.1%	51.9%
Effortless trip	35.1%	34.9%	34.8%	35.9%	35.0%	53.2%
Price	35.0%	35.5%	44.3%	37.8%	31.1%	27.2%
European belonging	31.7%	31.2%	45.1%	35.0%	27.0%	17.4%
Landscapes	31.4%	30.8%	28.7%	33.7%	31.6%	28.2%
Environment	27.9%	28.2%	26.8%	29.1%	27.6%	34.7%
Gastronomy	25.7%	20.6%	24.5%	29.2%	27.9%	18.6%
Fun possibilities	21.4%	22.8%	21.6%	21.2%	20.4%	53.6%
Authenticity	19.9%	19.5%	18.8%	21.1%	19.9%	24.7%
Exoticism	9.9%	7.2%	6.9%	14.5%	10.8%	1.7%
Hiking trail network	9.7%	7.8%	8.0%	12.0%	10.6%	5.0%
Shopping	8.7%	9.8%	8.2%	10.0%	7.7%	10.3%
Culture	7.9%	6.5%	6.7%	10.3%	8.2%	6.6%
Historical heritage	6.8%	9.7%	6.0%	7.1%	5.1%	9.2%
Nightlife	4.4%	4.3%	4.3%	4.5%	4.3%	27.0%

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?

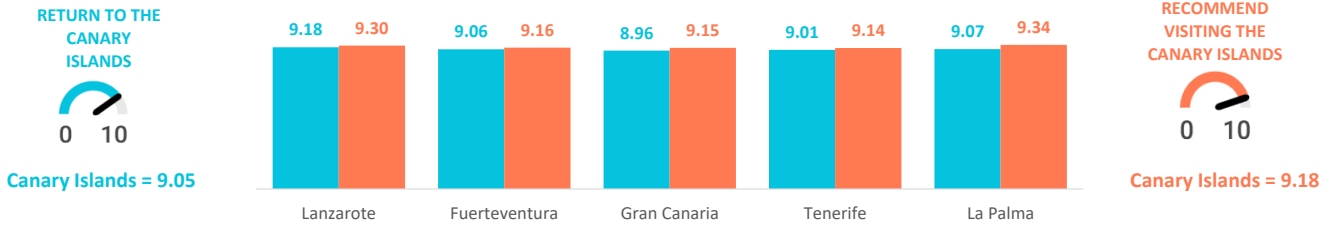
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	62.6%	68.8%	50.1%	60.6%	63.2%	55.8%
Friends or relatives	28.7%	29.3%	22.2%	28.4%	30.3%	14.6%
Internet or social media	55.8%	60.2%	52.4%	56.7%	53.9%	65.1%
Mass Media	2.5%	2.6%	1.5%	2.2%	2.8%	1.3%
Travel guides and magazines	6.0%	6.3%	4.4%	6.8%	5.9%	12.1%
Travel Blogs or Forums	4.7%	5.2%	3.6%	4.5%	4.8%	1.6%
Travel TV Channels	0.7%	1.0%	0.5%	1.1%	0.6%	0.9%
Tour Operator or Travel Agency	21.8%	21.4%	24.8%	21.4%	21.2%	30.6%
Public administrations or similar	0.6%	0.7%	0.5%	0.2%	0.7%	6.9%
Others	2.7%	3.2%	1.9%	3.0%	2.6%	10.7%

* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.97	9.08	8.90	8.95	8.93	9.03
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.3%	1.5%	2.6%	2.8%	2.5%	3.7%
Lived up to expectations	54.2%	57.0%	54.5%	51.7%	53.3%	45.2%
Better or much better than expected	43.5%	41.5%	42.9%	45.5%	44.2%	51.1%
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	9.05	9.18	9.06	8.96	9.01	9.07
Recommend visiting the Canary Islands	9.18	9.30	9.16	9.15	9.14	9.34



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	18.7%	14.0%	22.2%	21.1%	19.5%	23.7%
Repeat tourists	81.3%	86.0%	77.8%	78.9%	80.5%	76.3%
At least 10 previous visits	24.4%	29.9%	21.7%	24.3%	21.9%	23.0%
Repeat tourists (last 5 years)	72.1%	77.0%	67.1%	69.5%	71.5%	64.8%
Repeat tourists (last 5 years) (5 or more visits)	18.5%	20.3%	18.4%	18.2%	17.5%	8.6%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	51.4%	77.7%	15.1%	18.6%	33.8%	1.1%
Fuerteventura	33.2%	24.4%	62.5%	13.8%	28.4%	0.9%
Gran Canaria	43.8%	21.8%	11.5%	68.8%	32.4%	2.0%
Tenerife	62.8%	22.3%	9.4%	16.6%	74.0%	1.5%
La Palma	5.0%	15.9%	6.9%	13.0%	35.4%	58.9%
CANARY ISLANDS	81.3%	86.0%	77.8%	78.9%	80.5%	76.3%

How to interpret the table

- Column Canary Islands = refers to the % of repeat british tourists on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of repeat british tourists on each island by island of stay in 2023. For example: 77.7% refers to % repeat british tourists who repeat Lanzarote in 2023 and stay in Lanzarote in this trip. 24.4% british tourists who stay in Lanzarote in 2023 and has previously been to Fuerteventura.
- Row CANARY ISLANDS = refers to the % repeat british tourists by island of stay. For example: 80.5% refers to % british 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	95.4%	96.5%	94.3%	94.3%	95.8%	83.0%
Two islands	4.2%	3.5%	5.4%	5.3%	3.7%	11.4%
Three or more islands	0.4%	0.1%	0.3%	0.4%	0.5%	5.6%

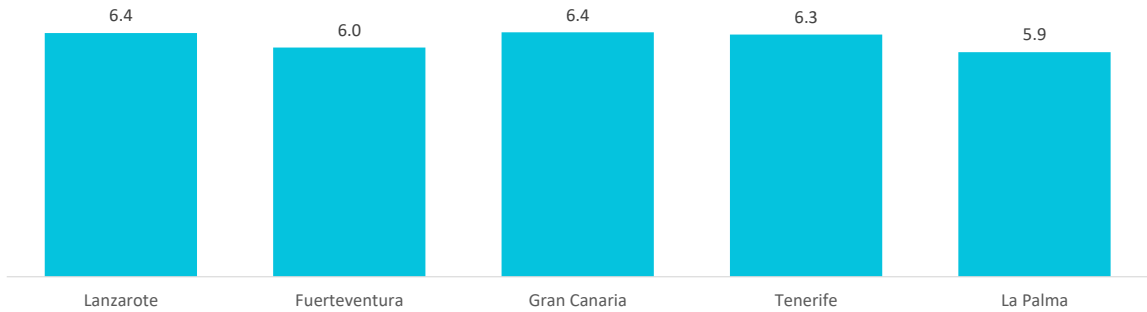
Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	26.5%	100%	0.4%	0.4%	0.1%	3.1%
Fuerteventura	12.8%	0.5%	100%	0.2%	0.1%	3.1%
Gran Canaria	16.5%	0.1%	0.9%	100%	0.3%	5.8%
Tenerife	44.8%	0.0%	0.1%	0.7%	100%	10.4%
La Gomera	0.1%	0.0%	0.0%	0.0%	0.2%	1.2%
La Palma	0.4%	0.0%	0.1%	0.6%	0.2%	100%
El Hierro	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%
Cruise	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

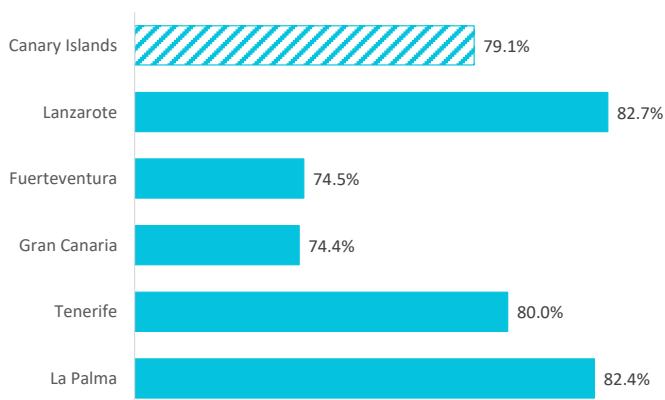
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	3.5%	2.3%	4.7%	3.7%	3.7%	12.3%
1 - 2 hours	15.5%	15.8%	16.8%	15.5%	14.8%	20.5%
3 - 6 hours	38.5%	39.0%	39.1%	37.6%	38.5%	20.7%
7 - 12 hours	37.0%	37.6%	34.1%	37.1%	37.5%	39.6%
More than 12 hours	5.5%	5.3%	5.3%	6.1%	5.5%	6.8%
Outdoor time per day	6.3	6.4	6.0	6.4	6.3	5.9



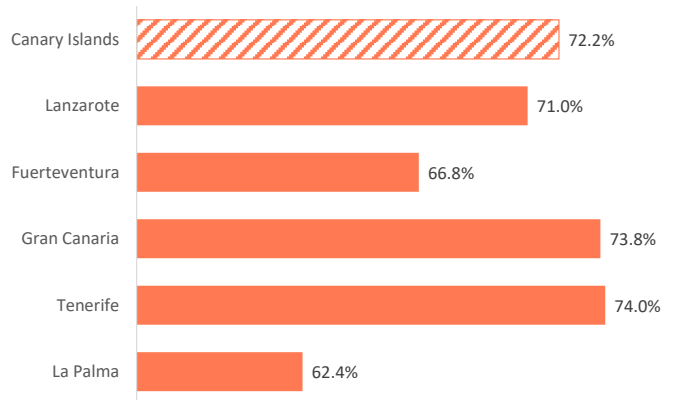
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	79.1%	82.7%	74.5%	74.4%	80.0%	82.4%
Beach	72.2%	71.0%	66.8%	73.8%	74.0%	62.4%
Swimming pool, hotel facilities	60.6%	60.0%	72.5%	67.3%	55.4%	36.4%
Explore the island on their own	35.0%	39.1%	31.0%	36.0%	33.2%	57.2%
Taste Canarian gastronomy	22.7%	26.6%	17.3%	20.9%	22.7%	23.6%
Hiking	19.9%	15.7%	16.2%	24.6%	21.7%	9.1%
Organized excursions	14.9%	14.1%	10.4%	12.8%	17.3%	32.7%
Nightlife / concerts / shows	13.9%	8.5%	6.6%	11.6%	20.0%	0.7%
Theme parks	11.0%	6.0%	7.6%	12.8%	14.3%	10.8%
Sea excursions / whale watching	10.7%	11.2%	10.9%	11.7%	10.0%	4.6%
Wineries / markets / popular festivals	8.4%	13.0%	6.9%	7.1%	6.5%	18.7%
Museums / exhibitions	7.1%	7.3%	5.6%	6.7%	7.3%	38.4%
Other Nature Activities	6.7%	12.4%	4.4%	6.4%	4.0%	26.9%
Swim	6.3%	4.7%	5.6%	5.5%	7.7%	3.0%
Beauty and health treatments	4.7%	6.1%	4.7%	4.4%	3.9%	5.4%
Running	3.6%	4.0%	3.0%	3.4%	3.5%	9.7%
Practice other sports	3.1%	2.9%	3.2%	2.9%	3.3%	4.4%
Astronomical observation	3.1%	1.6%	3.6%	2.9%	3.8%	0.0%
Cycling / Mountain bike	2.8%	5.9%	1.3%	1.7%	1.7%	0.0%
Surf	2.5%	1.1%	1.3%	2.0%	3.7%	29.1%
Scuba Diving	2.0%	2.6%	1.0%	1.6%	2.0%	0.6%
Golf	1.3%	1.2%	2.0%	1.6%	1.1%	1.4%
Windsurf / Kitesurf	0.6%	0.6%	1.3%	0.4%	0.6%	0.0%

WALK, WANDER



BEACH

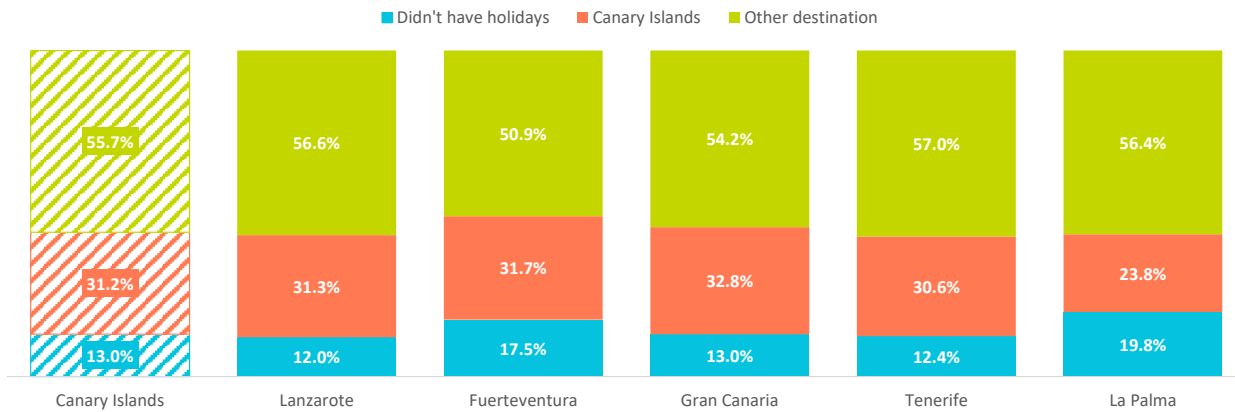


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	13.0%	12.0%	17.5%	13.0%	12.4%	19.8%
Canary Islands	31.2%	31.3%	31.7%	32.8%	30.6%	23.8%
Other destination	55.7%	56.6%	50.9%	54.2%	57.0%	56.4%
Balearic Islands	5.0%	5.2%	4.5%	4.9%	5.2%	1.9%
Rest of Spain	8.4%	8.6%	7.4%	8.7%	8.5%	5.5%
Italy	4.3%	4.1%	4.3%	4.2%	4.5%	6.9%
France	3.5%	3.4%	4.7%	2.4%	3.5%	5.0%
Turkey	4.0%	3.9%	4.2%	3.4%	4.2%	1.8%
Greece	7.7%	7.7%	8.4%	8.5%	7.2%	12.8%
Portugal	4.2%	4.9%	3.1%	3.5%	4.4%	3.1%
Croatia	1.4%	1.0%	1.1%	2.1%	1.5%	0.5%
Egypt	0.8%	0.9%	1.0%	1.2%	0.5%	0.9%
Tunisia	0.2%	0.2%	0.0%	0.5%	0.2%	0.4%
Morocco	0.6%	0.8%	1.0%	0.7%	0.5%	0.0%
Others	15.5%	16.1%	11.2%	14.2%	16.8%	17.5%

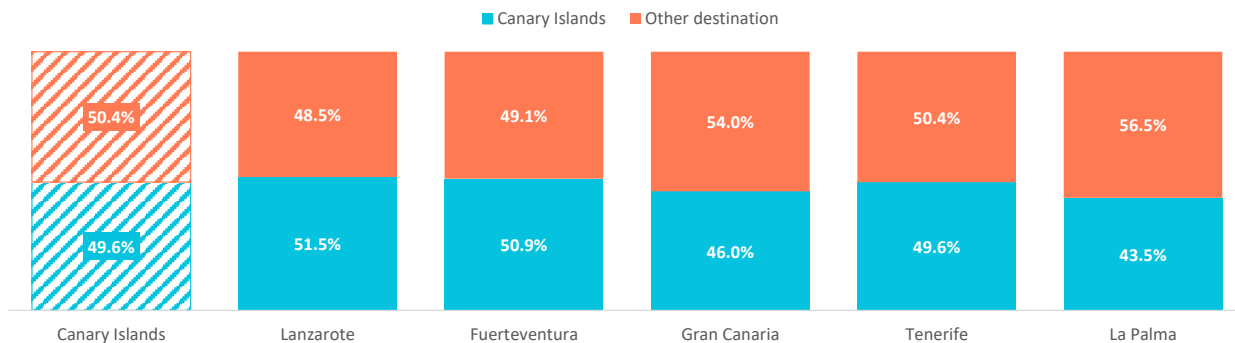
* Percentage of valid answers



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")	25.4%	26.3%	23.3%	21.1%	27.1%	17.2%
Canary Islands (other island)	24.3%	25.2%	27.7%	24.9%	22.5%	26.3%
Other destination	50.4%	48.5%	49.1%	54.0%	50.4%	56.5%
Balearic Islands	7.8%	7.8%	7.9%	8.0%	7.6%	6.9%
Rest of Spain	9.5%	8.9%	9.2%	9.8%	9.8%	7.7%
Italy	4.3%	3.8%	4.0%	4.7%	4.5%	6.3%
France	1.4%	1.2%	1.0%	1.6%	1.5%	0.7%
Turkey	4.8%	4.5%	4.7%	5.5%	4.8%	5.1%
Greece	9.1%	8.8%	9.7%	9.8%	8.9%	10.3%
Portugal	7.1%	7.0%	6.7%	7.4%	7.2%	8.3%
Croatia	2.9%	3.2%	2.0%	3.3%	2.8%	4.5%
Egypt	1.9%	1.6%	2.2%	2.5%	1.7%	3.5%
Others	1.5%	1.6%	1.7%	1.6%	1.4%	3.2%

* Percentage of valid answers



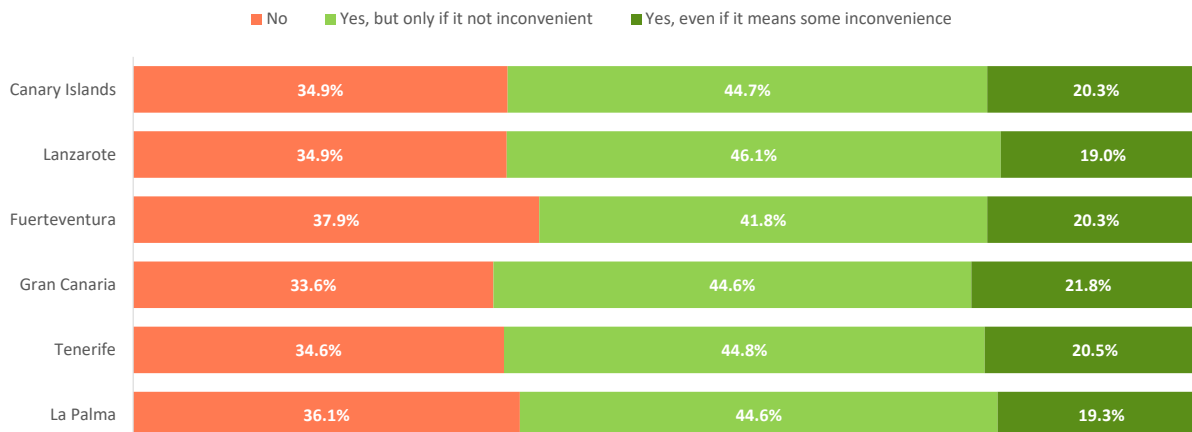
TOURIST PROFILE BY ISLAND OF STAY (2023)

UNITED KINGDOM

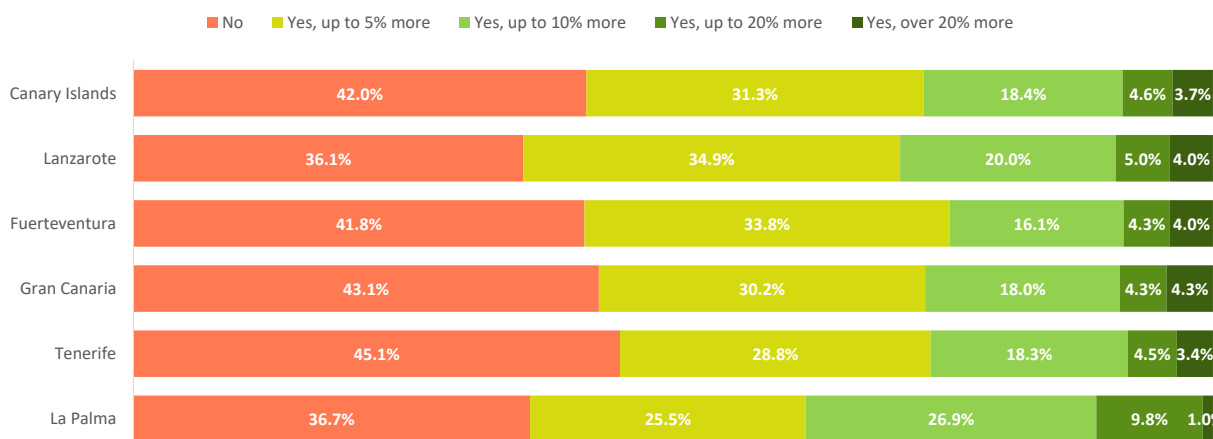


SUSTAINABLE DESTINATION

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.1	8.2	8.0	8.1	8.0	7.9
Tolerance towards tourism	8.6	8.7	8.5	8.6	8.5	8.6
Cleanliness of the island	8.6	8.8	8.5	8.7	8.4	8.6
Air quality	8.5	8.7	8.6	8.5	8.4	8.7
Rational water consumption	7.9	8.0	7.9	7.9	7.8	7.7
Energy saving	7.3	7.4	7.5	7.4	7.2	7.3
Use of renewable energy	7.2	7.3	7.3	7.6	7.0	7.0
Recycling	7.6	7.7	7.6	7.6	7.5	7.4
Easy to get around by public transport	7.9	7.9	7.5	8.1	7.8	7.6
Overcrowding in tourist areas	6.8	6.7	6.8	6.9	6.7	6.4
Supply of local products	7.3	7.4	7.3	7.2	7.2	6.8

* 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
United Kingdom	98.3%	98.8%	98.5%	96.5%	98.7%	93.8%
Spanish Mainland	0.6%	0.1%	0.3%	2.0%	0.4%	6.2%
Portugal	0.1%	0.0%	0.0%	0.4%	0.2%	0.0%
Switzerland	0.1%	0.2%	0.2%	0.0%	0.0%	0.0%
Netherlands	0.1%	0.1%	0.4%	0.0%	0.0%	0.0%
Others	0.8%	0.8%	0.6%	1.1%	0.6%	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.