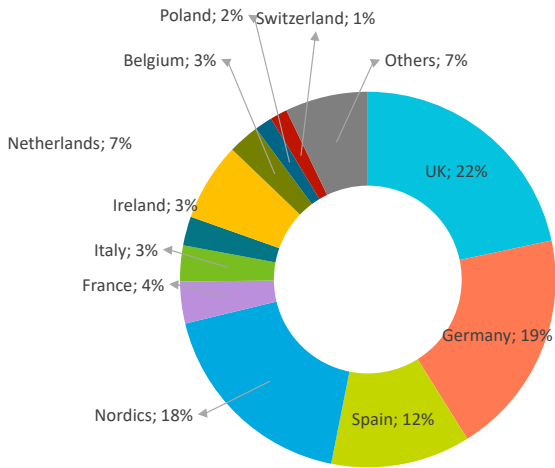


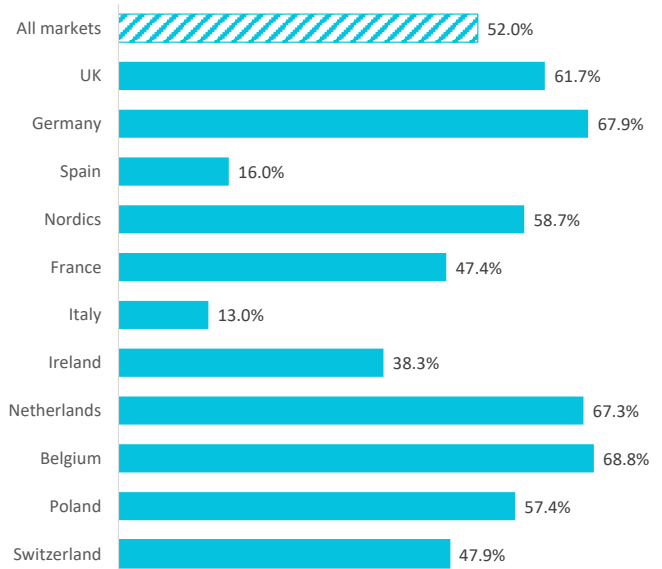
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	4,040,620	875,392	785,835	485,525	731,430	145,376	125,046	101,068	272,355	108,978	61,661	59,722
% Tourists	100%	21.7%	19.4%	12.0%	18.1%	3.6%	3.1%	2.5%	6.7%	2.7%	1.5%	1.5%
% tourists who book holiday package	52.0%	61.7%	67.9%	16.0%	58.7%	47.4%	13.0%	38.3%	67.3%	68.8%	57.4%	47.9%
Expenditure per tourist (€)	1,494	1,416	1,731	810	1,767	1,375	1,249	1,528	1,658	1,481	1,472	1,930
- book holiday package	1,733	1,556	1,945	1,131	1,876	1,530	1,676	1,548	1,673	--	1,619	2,144
- holiday package	1,441	1,270	1,674	931	1,473	1,312	1,400	1,148	1,357	--	1,427	1,806
- others	293	286	271	200	402	218	275	399	316	--	191	338
- do not book holiday package	1,234	1,190	1,278	749	1,613	1,234	1,185	1,516	1,627	--	1,274	1,734
- flight	341	307	363	194	474	301	390	343	461	--	353	504
- accommodation	401	438	448	253	426	461	360	585	561	--	500	708
- others	493	445	467	303	713	473	436	588	605	--	421	521
Average length of stay	10.48	8.48	11.75	6.83	13.30	9.78	13.94	9.51	10.60	9.36	9.96	10.99
Average daily expenditure (€)	170.9	181.7	170.2	143.9	181.4	168.3	120.8	180.5	182.0	169.7	172.9	214.1
Average daily expenditure without flight (€)	120.2	131.9	119.6	104.9	123.3	121.1	86.0	135.7	121.8	108.9	118.9	149.3
Average cost of the flight (€)	429.1	384.5	499.0	209.1	532.6	373.7	398.9	360.3	511.6	513.3	439.1	583.3
Total turnover (≥ 16 years old) (€m)	6,035	1,239	1,360	393	1,293	200	156	154	452	161	91	115
% Tourists	100%	20.5%	22.5%	6.5%	21.4%	3.3%	2.6%	2.6%	7.5%	2.7%	1.5%	1.9%
Turnover without flight (≥ 16 years old) (€m)	4,301	903	968	292	903	146	106	118	312	105	64	80
Tourist arrivals (FRONTUR)	4,587,405	1,003,439	866,293	541,098	860,363	161,732	136,189	122,734	310,625	121,347	-	-
Passenger arrivals on non-stop flights (AENA)	6,020,647	1,015,393	913,665	2,039,495	838,163	93,534	131,899	121,518	280,922	115,562	76,014	97,608
Children <16 years old (FRONTUR - EGT)	546,785	128,047	80,458	55,573	128,933	16,356	11,143	21,666	38,270	12,369	-	-

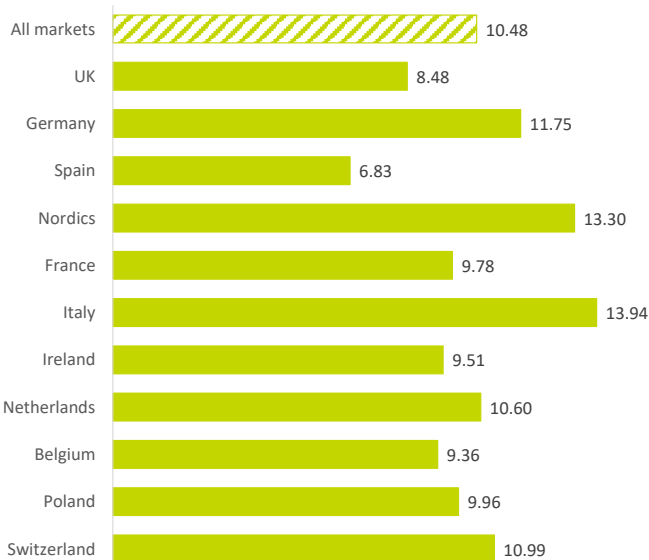
% TOURISTS (≥ 16 years old)



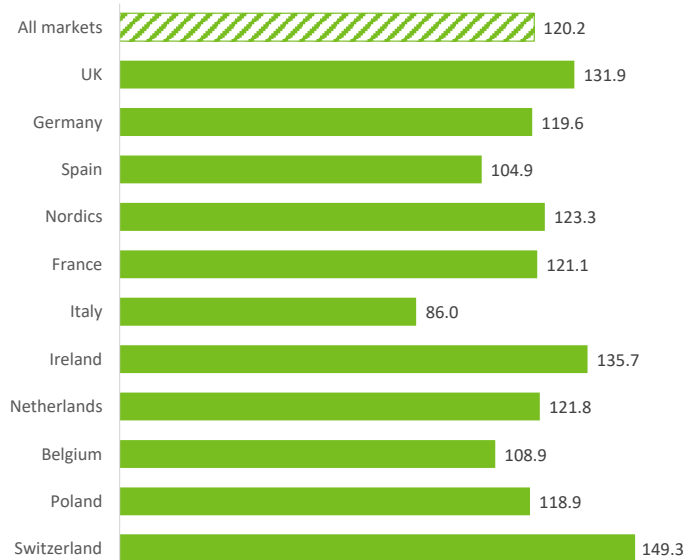
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Tourist profile by markets by markets

GRAN CANARIA (2024)



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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Accommodation:												
- Accommodation	81.5%	87.4%	87.6%	66.3%	82.1%	86.7%	61.8%	86.6%	88.8%	76.5%	83.2%	86.5%
- Additional accommodation expenses	5.6%	4.7%	3.6%	6.7%	3.9%	8.1%	10.5%	9.7%	9.9%	7.1%	4.1%	5.2%
Transport:												
- National/International Transport	95.0%	97.5%	98.3%	88.6%	95.9%	95.5%	93.9%	96.3%	96.0%	82.0%	97.1%	95.3%
- Flights between islands	3.4%	2.7%	2.0%	4.4%	2.3%	5.7%	6.0%	8.7%	2.7%	3.1%	4.1%	3.5%
- Taxi	53.7%	66.1%	61.5%	27.3%	63.8%	48.5%	23.8%	46.5%	54.5%	48.6%	55.3%	51.9%
- Car rental	22.7%	12.3%	24.8%	33.9%	15.8%	35.0%	37.1%	18.2%	27.9%	20.6%	33.8%	26.7%
- Public transport	16.0%	13.2%	18.6%	14.1%	17.1%	14.6%	17.1%	16.5%	13.5%	14.2%	21.6%	17.7%
Food and drink:												
- Food purchases at supermarkets	58.7%	54.6%	55.0%	54.3%	68.5%	55.6%	70.9%	62.1%	60.1%	40.9%	48.6%	63.9%
- Restaurants	64.2%	64.2%	54.5%	71.3%	69.9%	54.4%	72.0%	70.1%	65.1%	48.1%	55.8%	75.3%
Leisure:												
- Organized excursions	16.5%	14.5%	19.3%	13.4%	13.3%	30.3%	17.8%	13.2%	18.6%	15.6%	29.8%	20.1%
- Sport activities	5.5%	6.6%	4.8%	4.5%	5.2%	5.6%	5.5%	10.5%	4.3%	6.3%	2.3%	6.2%
- Cultural activities	3.1%	2.3%	3.1%	3.4%	3.3%	3.2%	3.4%	2.8%	4.1%	2.7%	2.1%	2.3%
- Museums	4.7%	2.0%	5.4%	7.5%	3.1%	7.3%	9.2%	3.2%	4.1%	4.2%	6.3%	3.2%
- Theme Parks	4.9%	6.1%	4.0%	3.7%	4.7%	3.4%	5.8%	9.1%	4.3%	3.6%	4.9%	1.8%
- Discos and pubs	9.3%	13.7%	4.1%	12.1%	8.2%	7.1%	14.8%	17.4%	7.7%	3.5%	8.3%	5.7%
- Wellness	3.7%	4.7%	3.0%	2.5%	4.3%	4.0%	1.7%	8.1%	3.4%	3.3%	0.5%	5.5%
Purchases of goods:												
- Souvenirs	40.1%	38.0%	38.9%	39.5%	36.7%	50.2%	42.7%	46.5%	43.7%	36.2%	54.1%	42.8%
- Real estate	0.1%	0.1%	0.1%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Other purchases	0.8%	0.5%	0.5%	1.3%	0.8%	0.8%	0.9%	1.9%	0.9%	1.8%	0.4%	1.8%
Others:												
- Medical expenses	6.3%	5.8%	7.3%	6.6%	5.0%	5.7%	7.5%	14.0%	7.2%	6.3%	4.9%	5.3%
- Other expenses	4.2%	4.0%	3.8%	4.0%	6.0%	4.3%	2.7%	3.2%	5.2%	1.6%	2.1%	2.1%

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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Expenditure per tourist and trip (€)												
Accommodation:	1,017	918	1,117	655	1,408	896	894	1,021	909	1,015	1,079	1,179
- Accommodation	780	748	975	464	802	696	691	724	775	893	842	1,001
- Additional accommodation expenses	237	170	142	191	606	201	203	297	134	122	237	178
Transport:	793	711	825	510	1,024	750	705	741	861	854	788	933
- National/International Transport	451	394	507	236	555	391	425	374	533	626	452	612
- Flights between islands	98	100	70	88	152	80	73	88	70	30	140	41
- Taxi	83	69	82	54	100	92	66	94	104	69	74	108
- Car rental	125	123	129	94	175	132	112	149	124	90	96	153
- Public transport	36	24	36	37	42	54	29	37	30	39	26	19
Food and drink:	364	340	349	242	463	295	344	414	398	297	259	362
- Food purchases at supermarkets	143	111	147	97	192	119	176	144	125	112	123	123
- Restaurants	221	229	202	146	271	176	168	269	272	185	136	239
Leisure:	561	596	488	424	569	526	712	613	811	499	462	668
- Organized excursions	99	86	101	70	128	115	80	70	86	70	114	82
- Sport activities	115	96	97	86	88	87	118	109	444	105	133	179
- Cultural activities	66	87	60	54	83	53	70	59	41	127	70	60
- Museums	32	40	26	25	33	32	62	48	28	12	16	55
- Theme Parks	71	70	56	50	88	58	127	83	75	52	60	38
- Discos and pubs	111	149	83	86	95	125	61	163	83	59	57	160
- Wellness	67	69	65	54	55	55	194	81	53	74	11	93
Purchases of goods:	12,477	354	5,338	141	17,952	712	91	379	208	265	117	238
- Souvenirs	114	106	116	82	133	104	74	134	84	126	97	144
- Real estate	12,254	150	5,142	0	17,695	333	0	0	0	0	0	0
- Other purchases	108	98	80	59	123	275	17	245	124	139	20	94
Others:	114	97	115	94	103	96	148	189	131	212	65	66
- Medical expenses	46	44	28	20	37	46	100	94	77	86	40	49
- Other expenses	68	53	87	74	66	50	48	95	54	126	25	17

Tourist profile by markets by markets

GRAN CANARIA (2024)

TOURIST PROFILE

Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	50.7%	46.9%	50.2%	54.7%	48.9%	55.8%	52.9%	51.7%	48.8%	50.6%	54.7%	54.2%
Percentage of women	49.3%	53.1%	49.8%	45.3%	51.1%	44.2%	47.1%	48.3%	51.2%	49.4%	45.3%	45.8%
Age												
Average age (tourists above 16 years old)	46.62	45.28	48.94	41.17	52.38	45.55	42.72	44.04	46.29	50.77	41.97	48.21
Standard deviation	17.4	16.2	18.1	15.3	17.9	17.1	16.5	16.8	17.3	17.4	13.8	18.2
Age range												
16-24 years old	12.2%	12.0%	10.4%	15.2%	10.1%	13.0%	14.6%	13.0%	14.6%	10.1%	10.3%	13.4%
25-30 years old	10.9%	10.8%	10.7%	15.0%	5.9%	11.7%	16.7%	14.7%	11.3%	6.3%	10.8%	11.0%
31-45 years old	26.9%	29.8%	24.1%	33.9%	20.1%	26.5%	28.4%	27.5%	24.4%	21.2%	47.7%	18.4%
46-60 years old	23.8%	27.1%	21.9%	22.9%	23.0%	26.9%	22.6%	24.0%	23.4%	30.0%	19.4%	27.9%
Over 60 years old	26.1%	20.4%	32.9%	13.1%	40.9%	21.9%	17.6%	20.7%	26.4%	32.4%	11.8%	29.3%
Occupation												
Salaried worker	55.3%	62.8%	55.1%	62.0%	47.4%	53.2%	44.2%	62.0%	54.8%	43.5%	48.2%	54.9%
Self-employed	10.1%	12.0%	7.4%	10.6%	6.9%	11.3%	17.3%	13.9%	8.4%	7.4%	21.2%	9.8%
Unemployed	1.0%	0.7%	0.5%	2.2%	0.7%	0.7%	2.8%	0.7%	1.1%	0.2%	0.6%	0.0%
Business owner	8.5%	4.0%	7.5%	8.9%	11.2%	12.7%	9.9%	5.7%	9.1%	10.5%	18.5%	11.8%
Student	4.8%	2.2%	4.3%	7.2%	4.6%	5.7%	9.6%	3.1%	4.9%	7.0%	4.5%	4.9%
Retired	18.8%	17.0%	23.8%	8.1%	27.5%	15.3%	14.3%	12.1%	19.0%	27.9%	6.3%	17.6%
Unpaid domestic work	0.4%	0.6%	0.6%	0.3%	0.2%	0.0%	0.8%	1.0%	0.1%	1.1%	0.2%	0.0%
Others	1.1%	0.8%	0.8%	0.8%	1.5%	1.1%	1.0%	1.4%	2.6%	2.4%	0.6%	1.0%
Annual household income level												
Less than €25,000	12.2%	9.9%	9.4%	20.2%	6.6%	13.8%	28.2%	10.0%	12.0%	11.4%	27.2%	6.6%
€25,000 - €49,999	33.1%	30.8%	35.9%	45.8%	22.4%	41.4%	42.9%	32.3%	27.7%	36.7%	36.0%	9.7%
€50,000 - €74,999	26.6%	26.1%	29.3%	20.1%	31.5%	23.2%	17.7%	26.3%	33.3%	31.1%	20.8%	22.9%
More than €74,999	28.1%	33.2%	25.5%	13.9%	39.5%	21.7%	11.2%	31.3%	27.0%	20.9%	16.0%	60.7%
Education level												
No studies	2.9%	9.8%	0.4%	0.4%	1.2%	0.7%	1.5%	4.0%	1.2%	1.0%	0.3%	2.0%
Primary education	2.6%	0.5%	4.2%	2.5%	4.3%	2.6%	1.8%	1.3%	0.8%	0.9%	1.0%	6.4%
Secondary education	23.4%	18.6%	26.5%	14.9%	26.6%	21.4%	11.2%	17.7%	46.4%	33.1%	19.0%	26.6%
Higher education	71.1%	71.1%	68.9%	82.2%	67.9%	75.3%	85.5%	77.1%	51.6%	65.0%	79.7%	65.0%

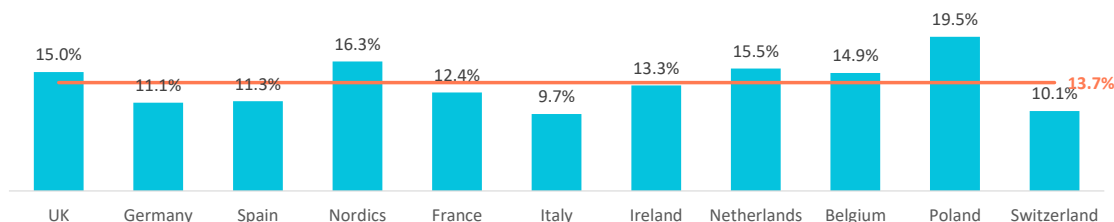
Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	15.4%	13.7%	13.8%	25.7%	10.7%	13.7%	22.7%	16.5%	12.8%	10.5%	7.6%	13.5%
Only with partner	44.8%	47.9%	51.7%	32.4%	46.2%	46.0%	37.2%	42.9%	47.3%	54.7%	37.7%	49.8%
Only with children (< 13 years old)	4.4%	3.1%	5.3%	3.7%	4.6%	6.1%	5.9%	4.8%	4.6%	4.5%	2.5%	4.1%
Partner + children (< 13 years old)	4.8%	5.9%	3.8%	4.3%	4.9%	2.6%	2.5%	3.9%	6.8%	7.1%	8.7%	4.8%
Other relatives	9.4%	11.2%	5.5%	8.3%	9.7%	9.3%	5.6%	14.6%	10.1%	7.9%	25.0%	6.9%
Friends	8.3%	7.2%	8.8%	10.6%	7.6%	6.7%	16.6%	6.8%	7.3%	3.5%	6.6%	10.8%
Work colleagues	0.9%	0.2%	0.1%	4.9%	0.5%	0.0%	0.7%	0.0%	0.2%	0.0%	1.0%	0.0%
Organized trip	0.2%	0.0%	0.1%	0.2%	0.2%	2.2%	0.0%	0.0%	0.0%	0.4%	0.6%	0.0%
Other combinations ⁽²⁾	11.9%	10.7%	10.9%	10.0%	15.7%	13.4%	8.8%	10.5%	10.9%	11.5%	10.2%	10.1%
<i>⁽²⁾ Different situations have been isolated</i>												
Tourists with children	13.7%	15.0%	11.1%	11.3%	16.3%	12.4%	9.7%	13.3%	15.5%	14.9%	19.5%	10.1%
- Between 0 and 2 years old	1.3%	1.9%	0.9%	1.0%	1.4%	1.5%	1.5%	1.6%	0.9%	1.5%	0.7%	0.0%
- Between 3 and 12 years old	11.2%	12.0%	9.5%	9.5%	13.1%	9.5%	7.8%	9.7%	12.8%	13.4%	18.0%	10.1%
- Between 0-2 and 3-12 years old	1.2%	1.1%	0.8%	0.8%	1.8%	1.4%	0.4%	2.1%	1.8%	0.0%	0.7%	0.0%
Tourists without children	86.3%	85.0%	88.9%	88.7%	83.7%	87.6%	90.3%	86.7%	84.5%	85.1%	80.5%	89.9%
Group composition:												
- 1 person	18.1%	16.1%	15.5%	30.9%	13.3%	15.6%	26.3%	20.8%	13.9%	10.8%	10.8%	14.5%
- 2 people	53.7%	54.7%	62.1%	41.4%	55.3%	56.5%	43.8%	50.6%	56.6%	62.8%	47.4%	61.2%
- 3 people	11.1%	11.7%	11.0%	11.9%	8.9%	10.5%	14.4%	12.0%	10.5%	12.4%	20.8%	10.6%
- 4 or 5 people	13.6%	14.0%	9.9%	12.7%	16.1%	14.2%	14.0%	13.3%	15.0%	12.2%	17.4%	11.4%
- 6 or more people	3.5%	3.5%	1.5%	3.1%	6.3%	3.3%	1.5%	3.4%	4.0%	1.8%	3.7%	2.4%
Average group size:	2.43	2.46	2.25	2.25	2.70	2.43	2.26	2.41	2.58	2.39	2.70	2.31

*People who share the main expenses of the trip



%
TOURISTS WHO TRAVEL WITH CHILDREN



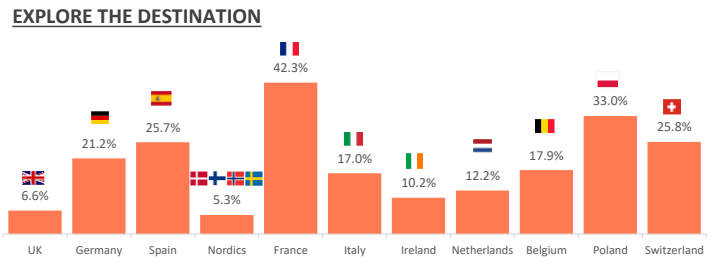
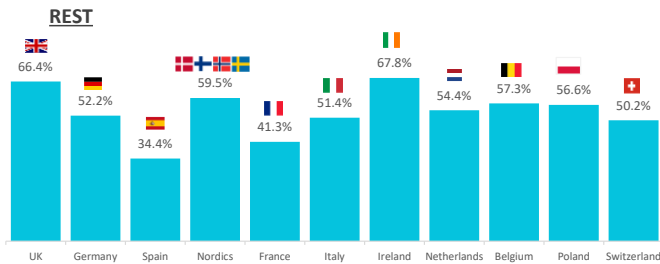
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	85.9%	91.9%	90.9%	59.4%	92.4%	92.6%	68.4%	91.1%	90.8%	95.4%	87.0%	95.0%
Family reasons	9.4%	6.1%	7.5%	22.1%	4.8%	5.7%	22.9%	8.9%	6.3%	3.6%	8.2%	5.0%
Business	2.8%	0.8%	0.5%	15.7%	0.7%	0.0%	1.7%	0.0%	1.2%	0.0%	2.1%	0.0%
Education and training	0.3%	0.2%	0.1%	0.4%	0.2%	0.4%	2.6%	0.0%	0.1%	0.0%	0.0%	0.0%
Sports training	0.5%	0.3%	0.4%	0.6%	0.7%	0.6%	1.8%	0.0%	0.3%	0.6%	2.1%	0.0%
Health	0.3%	0.0%	0.1%	0.3%	0.5%	0.2%	0.3%	0.0%	0.8%	0.0%	0.0%	0.0%
Conventions and Exhibitions	0.2%	0.0%	0.0%	1.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.6%	0.6%	0.4%	0.5%	0.7%	0.4%	2.3%	0.0%	0.6%	0.3%	0.6%	0.0%

What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	54.5%	66.4%	52.2%	34.4%	59.5%	41.3%	51.4%	67.8%	54.4%	57.3%	56.6%	50.2%
Enjoy family time	17.6%	16.0%	11.9%	26.0%	25.6%	5.5%	23.1%	10.8%	13.1%	15.0%	7.5%	13.6%
Have fun	9.1%	10.0%	10.0%	10.7%	4.8%	9.0%	6.8%	9.0%	16.0%	7.1%	2.9%	5.9%
Explore the destination	15.6%	6.6%	21.2%	25.7%	5.3%	42.3%	17.0%	10.2%	12.2%	17.9%	33.0%	25.8%
Practice their hobbies	1.5%	0.5%	2.2%	1.1%	2.6%	1.2%	0.8%	1.1%	1.7%	0.3%	0.0%	3.6%
Other reasons	1.7%	0.5%	2.6%	2.2%	2.2%	0.7%	0.9%	1.2%	2.7%	2.5%	0.0%	0.8%



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Climate	76.7%	81.1%	76.5%	63.8%	82.3%	78.7%	72.7%	81.4%	72.0%	78.3%	81.4%	85.1%
Safety	53.2%	65.8%	61.9%	41.3%	41.1%	52.8%	45.4%	70.9%	30.2%	47.5%	61.7%	56.3%
Sea	48.6%	38.4%	62.1%	47.2%	48.2%	50.0%	49.8%	46.0%	38.7%	38.9%	58.8%	60.5%
Tranquility	47.9%	50.9%	50.9%	50.5%	35.6%	54.3%	51.8%	54.9%	45.8%	60.5%	52.3%	44.3%
Beaches	44.1%	39.1%	52.3%	45.7%	42.3%	44.2%	46.1%	46.8%	33.9%	31.5%	50.5%	46.3%
Accommodation supply	42.8%	58.1%	45.4%	27.2%	34.2%	46.8%	28.3%	56.6%	38.6%	50.1%	42.2%	42.7%
European belonging	38.4%	33.9%	44.4%	41.5%	35.8%	43.1%	39.0%	45.8%	26.6%	40.5%	58.5%	42.1%
Effortless trip	37.7%	50.1%	50.5%	30.4%	26.4%	26.4%	30.7%	48.9%	16.3%	22.5%	31.4%	38.9%
Price	36.0%	52.4%	32.4%	29.9%	26.1%	47.4%	28.4%	57.0%	24.2%	36.5%	35.3%	23.3%
Landscapes	32.1%	24.1%	38.2%	43.4%	19.5%	52.1%	52.3%	25.7%	21.0%	30.1%	58.4%	33.1%
Environment	30.5%	35.0%	24.8%	35.2%	26.0%	41.9%	53.2%	39.0%	10.9%	20.2%	43.9%	25.2%
Gastronomy	27.9%	29.4%	32.7%	31.7%	19.5%	28.1%	19.4%	41.2%	16.1%	21.1%	30.7%	38.7%
Fun possibilities	25.1%	28.7%	19.7%	29.2%	16.6%	24.6%	30.9%	36.8%	39.2%	27.0%	13.2%	17.1%
Authenticity	22.4%	24.2%	23.4%	29.9%	11.3%	34.6%	28.8%	32.3%	10.4%	21.9%	33.6%	17.6%
Exoticism	12.8%	12.2%	10.1%	15.1%	7.6%	23.7%	16.6%	14.0%	14.5%	17.6%	29.9%	8.4%
Shopping	12.0%	12.6%	15.3%	10.9%	7.1%	15.3%	17.1%	17.7%	5.8%	10.9%	6.8%	9.8%
Nightlife	11.2%	14.1%	7.9%	14.3%	6.3%	13.7%	24.5%	19.9%	7.2%	8.3%	8.3%	8.0%
Hiking trail network	10.8%	5.5%	12.3%	11.2%	11.8%	15.5%	17.8%	10.8%	9.4%	8.1%	10.5%	10.1%
Culture	10.6%	12.5%	10.6%	14.2%	5.3%	15.4%	14.6%	14.8%	4.8%	5.6%	9.0%	15.0%
Historical heritage	9.7%	9.0%	10.2%	16.5%	3.5%	19.1%	14.7%	11.8%	4.7%	7.8%	10.2%	11.0%

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?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	47.0%	54.2%	46.9%	35.0%	59.0%	37.1%	32.5%	56.6%	40.5%	42.3%	39.9%	45.5%
Friends or relatives	28.2%	27.4%	23.4%	36.1%	26.4%	24.7%	42.8%	29.6%	24.3%	22.0%	28.8%	19.1%
Internet or social media	46.4%	51.6%	45.8%	39.4%	41.8%	51.2%	43.5%	51.8%	53.2%	42.2%	59.4%	44.9%
Mass Media	1.5%	2.1%	1.6%	1.2%	1.0%	2.5%	1.2%	1.9%	0.7%	0.4%	3.1%	0.0%
Travel guides and magazines	5.5%	4.9%	7.2%	2.7%	3.8%	10.9%	3.2%	4.4%	5.8%	11.8%	5.8%	10.8%
Travel Blogs or Forums	4.5%	4.7%	3.7%	4.4%	2.6%	7.6%	4.6%	6.2%	1.8%	4.7%	15.8%	3.5%
Travel TV Channels	0.7%	0.5%	1.0%	0.3%	0.6%	0.6%	1.5%	0.9%	0.9%	0.8%	2.1%	0.5%
Tour Operator or Travel Agency	20.3%	22.4%	28.4%	8.3%	20.1%	24.2%	5.7%	16.0%	21.7%	34.7%	25.0%	20.7%
Public administrations or similar	0.6%	0.3%	0.4%	1.3%	0.9%	0.3%	0.6%	0.0%	0.0%	0.0%	1.3%	0.0%
Others	3.9%	3.0%	2.5%	8.3%	3.1%	3.0%	5.7%	2.9%	3.5%	2.1%	4.1%	2.2%

* Multi-choice question

Tourist profile by markets by markets

GRAN CANARIA (2024)

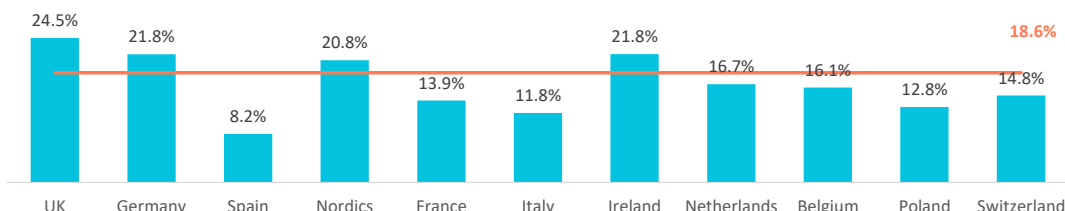


TRIP BOOKING

How far in advance do they book their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
The same day	1.2%	0.8%	1.0%	2.3%	0.6%	1.7%	1.9%	0.4%	1.8%	0.0%	0.0%	0.0%
Between 1 and 30 days	25.7%	20.9%	22.2%	34.4%	24.6%	23.9%	25.1%	22.1%	26.6%	34.6%	36.8%	24.8%
Between 1 and 2 months	22.5%	20.3%	20.3%	29.2%	22.4%	24.9%	28.2%	17.4%	22.7%	19.3%	23.0%	27.0%
Between 3 and 6 months	32.0%	33.5%	34.7%	25.8%	31.7%	35.5%	33.1%	38.3%	32.2%	30.0%	27.4%	33.3%
More than 6 months	18.6%	24.5%	21.8%	8.2%	20.8%	13.9%	11.8%	21.8%	16.7%	16.1%	12.8%	14.8%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



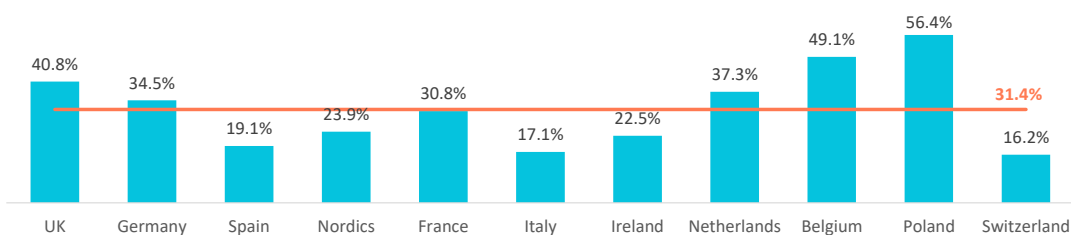
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	46.2%	45.9%	30.3%	70.8%	38.9%	47.4%	75.9%	60.7%	33.1%	34.9%	35.1%	56.7%
- Tour Operator or Travel Agency	53.8%	54.1%	69.7%	29.2%	61.1%	52.6%	24.1%	39.3%	66.9%	65.1%	64.9%	43.3%
Accommodation												
- Directly with the accommodation	33.2%	32.3%	18.5%	55.1%	30.7%	34.3%	57.3%	47.4%	22.8%	31.9%	24.5%	48.0%
- Tour Operator or Travel Agency	66.8%	67.7%	81.5%	44.9%	69.3%	65.7%	42.7%	52.6%	77.2%	68.1%	75.5%	52.0%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	35.4%	31.4%	21.8%	38.7%	50.3%	38.2%	61.0%	49.7%	31.3%	13.6%	24.2%	28.3%
Bed and Breakfast	14.9%	14.1%	10.7%	25.0%	16.0%	9.0%	9.2%	15.3%	16.5%	9.6%	4.5%	27.9%
Half board	15.7%	11.7%	30.9%	12.5%	7.3%	12.5%	10.9%	10.2%	13.0%	24.8%	11.4%	26.1%
Full board	2.7%	2.1%	2.2%	4.7%	2.6%	9.5%	1.8%	2.1%	1.9%	2.9%	3.5%	1.5%
All inclusive	31.4%	40.8%	34.5%	19.1%	23.9%	30.8%	17.1%	22.5%	37.3%	49.1%	56.4%	16.2%

% TOURISTS WHO BOOK ALL INCLUSIVE

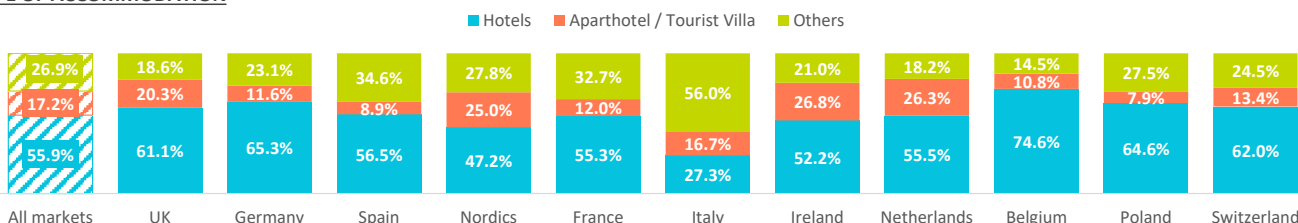


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	13.7%	12.2%	12.0%	16.7%	17.5%	8.0%	10.8%	12.4%	15.9%	14.7%	12.8%	9.2%
4* Hotel	33.1%	39.3%	39.9%	31.1%	25.7%	37.6%	12.2%	32.5%	30.6%	41.1%	42.7%	39.0%
5* Hotel / 5* Luxury Hotel	9.2%	9.5%	13.4%	8.6%	4.1%	9.7%	4.3%	7.3%	8.9%	18.9%	9.2%	13.8%
Aparthotel / Tourist Villa	17.2%	20.3%	11.6%	8.9%	25.0%	12.0%	16.7%	26.8%	26.3%	10.8%	7.9%	13.4%
House/room rented in a private dwelling	12.2%	9.4%	10.5%	10.7%	13.7%	21.1%	19.7%	10.2%	10.9%	5.1%	11.1%	12.6%
Private accommodation ⁽¹⁾	11.7%	7.1%	9.3%	21.5%	10.9%	8.8%	29.1%	8.4%	5.9%	5.4%	13.7%	7.2%
Others (Cottage, cruise, camping,...)	3.0%	2.1%	3.2%	2.5%	3.2%	2.8%	7.2%	2.4%	1.5%	4.1%	2.7%	4.7%

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

TYPE OF ACCOMMODATION



Tourist profile by markets by markets

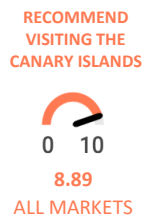
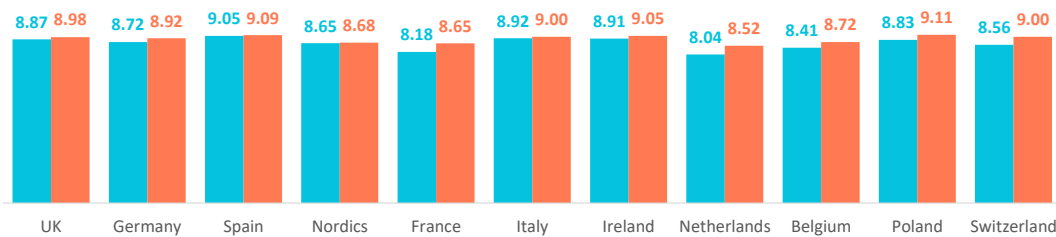
GRAN CANARIA (2024)



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

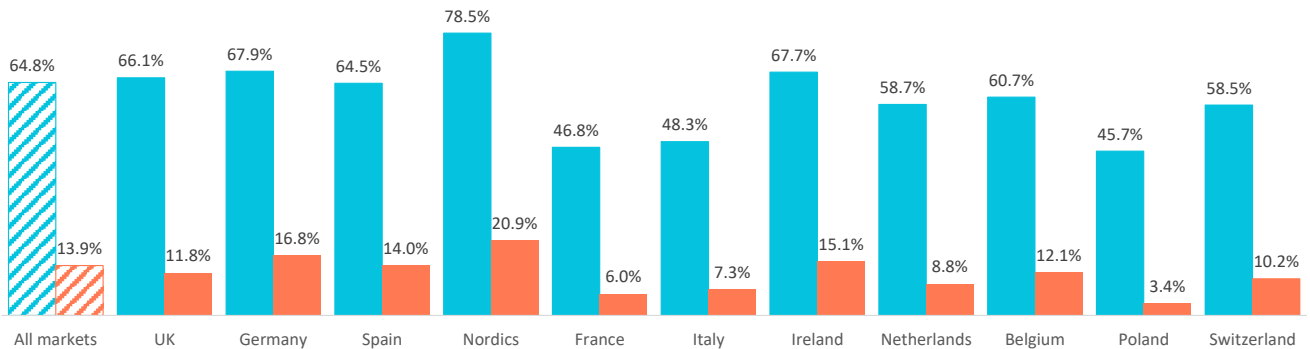
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Satisfaction (scale 0-10)												
Average rating	8.69	8.87	8.65	8.70	8.54	8.57	8.65	8.81	8.39	8.60	8.97	8.81
Experience in the Canary Islands												
Worse or much worse than expected	3.0%	2.9%	1.8%	4.5%	2.8%	6.8%	2.6%	3.5%	2.9%	4.1%	4.5%	2.1%
Lived up to expectations	56.6%	53.2%	56.9%	53.6%	66.0%	67.4%	47.9%	51.7%	56.1%	64.0%	57.2%	47.2%
Better or much better than expected	40.4%	43.9%	41.3%	42.0%	31.3%	25.9%	49.5%	44.8%	41.0%	31.9%	38.3%	50.7%
Future intentions (scale 1-10)												
Return to the Canary Islands	8.72	8.87	8.72	9.05	8.65	8.18	8.92	8.91	8.04	8.41	8.83	8.56
Recommend visiting the Canary Islands	8.89	8.98	8.92	9.09	8.68	8.65	9.00	9.05	8.52	8.72	9.11	9.00



How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Gran Canaria: Repeat tourists	64.8%	66.1%	67.9%	64.5%	78.5%	46.8%	48.3%	67.7%	58.7%	60.7%	45.7%	58.5%
Gran Canaria: At least 10 previous visits	13.9%	11.8%	16.8%	14.0%	20.9%	6.0%	7.3%	15.1%	8.8%	12.1%	3.4%	10.2%
Canary Islands: Repeat tourists	71.9%	74.7%	74.0%	71.9%	81.7%	55.9%	61.4%	77.8%	65.6%	69.5%	58.0%	68.8%
Canary Islands: At least 10 previous visits	22.2%	22.8%	25.8%	22.2%	29.5%	10.8%	12.0%	30.2%	13.4%	19.4%	7.3%	14.9%

■ Gran Canaria: Repeat tourists ■ Gran Canaria: At least 10 previous visits



ISLANDS

How many islands do they visit during their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
One island	93.2%	95.8%	93.0%	91.1%	96.2%	88.8%	88.1%	90.2%	95.0%	94.6%	93.4%	93.7%
Two islands	5.6%	3.9%	4.9%	7.6%	3.0%	9.5%	10.0%	9.8%	4.4%	4.8%	5.3%	4.2%
Three or more islands	1.1%	0.3%	2.1%	1.4%	0.8%	1.7%	1.9%	0.0%	0.5%	0.6%	1.3%	2.1%

Visited islands during their trip (with overnight staying)

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Lanzarote	0.6%	0.2%	0.4%	0.9%	0.5%	2.3%	1.4%	0.0%	0.6%	0.6%	0.3%	0.0%
Fuerteventura	0.5%	0.2%	0.6%	0.8%	0.3%	1.3%	1.0%	0.0%	0.3%	0.0%	0.6%	0.0%
Gran Canaria	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Tenerife	1.8%	1.1%	1.8%	3.2%	1.2%	2.6%	2.5%	0.3%	0.8%	0.6%	1.2%	3.5%
La Gomera	0.1%	0.1%	0.1%	0.1%	0.1%	0.3%	0.8%	0.0%	0.0%	0.0%	0.3%	0.6%
La Palma	0.6%	0.3%	0.7%	0.7%	0.2%	1.9%	1.4%	0.5%	0.1%	1.2%	0.3%	0.0%
El Hierro	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%
Cruise	0.3%	0.1%	0.9%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.6%

Tourist profile by markets by markets

GRAN CANARIA (2024)



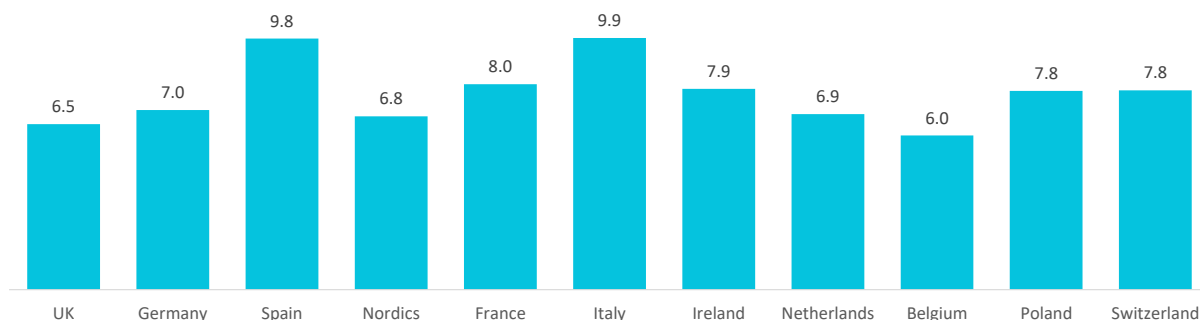
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
0 hours	2.4%	4.3%	1.3%	1.0%	3.7%	0.4%	0.3%	0.5%	2.6%	5.3%	1.3%	2.3%
1 - 2 hours	9.6%	13.6%	9.9%	3.8%	11.5%	3.6%	1.4%	6.2%	13.6%	18.4%	2.4%	8.2%
3 - 6 hours	32.5%	36.4%	37.0%	17.3%	35.7%	29.0%	19.6%	33.9%	36.1%	38.6%	39.5%	26.3%
7 - 12 hours	46.0%	38.5%	46.5%	55.7%	43.0%	59.7%	58.4%	49.1%	38.2%	29.4%	50.0%	56.8%
More than 12 hours	9.5%	7.2%	5.4%	22.1%	6.0%	7.3%	20.2%	10.4%	9.5%	8.3%	6.8%	6.4%
Outdoor time per day	7.5	6.5	7.0	9.8	6.8	8.0	9.9	7.9	6.9	6.0	7.8	7.8



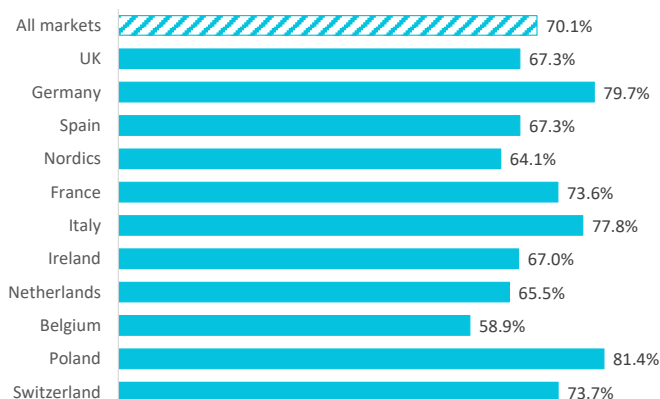
7,5
ALL MARKETS



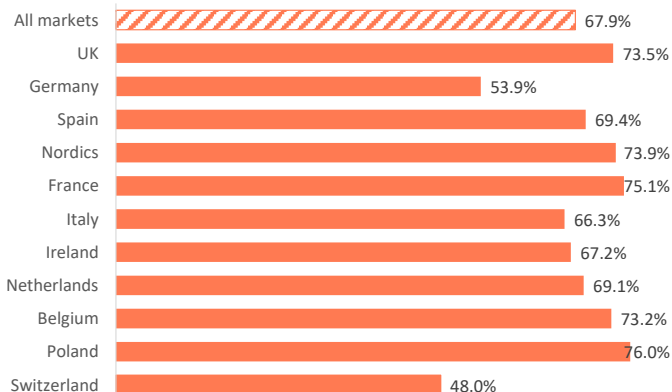
Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Beach	70.1%	67.3%	79.7%	67.3%	64.1%	73.6%	77.8%	67.0%	65.5%	58.9%	81.4%	73.7%
Walk, wander	67.9%	73.5%	53.9%	69.4%	73.9%	75.1%	66.3%	67.2%	69.1%	73.2%	76.0%	48.0%
Swimming pool, hotel facilities	53.9%	70.9%	39.2%	38.1%	62.1%	56.2%	30.5%	68.4%	64.1%	71.0%	49.4%	40.4%
Explore the island on their own	45.0%	35.6%	49.3%	52.0%	40.7%	57.6%	56.3%	31.3%	45.3%	39.4%	63.0%	50.0%
Taste Canarian gastronomy	24.8%	22.5%	33.1%	37.5%	14.9%	16.7%	18.8%	22.4%	17.4%	19.5%	30.9%	28.3%
Hiking	18.2%	6.5%	17.2%	15.6%	24.0%	25.5%	14.2%	7.5%	32.6%	31.3%	34.8%	12.8%
Nightlife / concerts / shows	17.8%	24.1%	14.4%	19.8%	14.3%	14.2%	19.4%	28.6%	15.0%	11.3%	8.8%	13.7%
Organized excursions	12.3%	13.0%	14.8%	7.9%	6.5%	25.7%	13.8%	10.5%	16.6%	15.6%	25.8%	7.8%
Museums / exhibitions	11.7%	7.6%	13.8%	16.2%	7.1%	20.4%	18.0%	8.7%	8.4%	9.9%	14.5%	9.1%
Wineries / markets / popular festivals	11.3%	8.1%	9.2%	16.1%	14.5%	10.7%	14.5%	15.0%	5.9%	5.9%	16.1%	6.8%
Sea excursions / whale watching	10.3%	13.3%	11.6%	5.7%	7.1%	15.4%	7.4%	13.3%	11.7%	10.6%	14.6%	9.9%
Theme parks	9.7%	11.5%	7.3%	7.7%	9.1%	12.8%	8.7%	10.5%	9.3%	6.7%	19.3%	7.4%
Swim	7.0%	11.0%	2.0%	2.9%	8.2%	2.8%	6.3%	11.4%	11.2%	10.1%	13.1%	5.7%
Other Nature Activities	6.8%	3.5%	9.3%	7.5%	4.5%	7.5%	10.8%	2.2%	6.9%	5.2%	11.1%	7.8%
Running	6.7%	5.0%	2.3%	7.0%	8.7%	6.0%	6.2%	6.1%	21.3%	5.2%	7.2%	1.9%
Beauty and health treatments	5.5%	5.2%	4.1%	4.3%	6.7%	7.9%	2.8%	11.6%	4.9%	9.1%	0.0%	15.8%
Practice other sports	4.6%	2.5%	3.5%	6.7%	5.2%	6.0%	9.2%	6.8%	4.6%	3.9%	5.8%	6.7%
Astronomical observation	3.6%	1.8%	4.1%	4.0%	5.0%	2.0%	2.9%	1.9%	4.9%	2.2%	1.9%	2.3%
Golf	2.6%	3.3%	2.3%	1.6%	3.0%	2.8%	1.9%	4.1%	3.4%	2.9%	0.0%	2.6%
Surf	2.4%	1.7%	2.6%	3.4%	1.4%	2.7%	6.9%	1.5%	1.2%	0.6%	2.8%	1.5%
Cycling / Mountain bike	2.1%	1.5%	3.2%	1.5%	1.6%	1.9%	2.7%	1.9%	1.5%	2.7%	1.5%	3.2%
Scuba Diving	1.9%	1.2%	2.5%	2.1%	1.0%	3.0%	2.5%	0.7%	2.0%	1.9%	6.9%	0.7%
Windsurf / Kitesurf	0.5%	0.4%	0.2%	0.5%	0.5%	0.7%	0.3%	1.6%	0.3%	0.6%	0.2%	0.6%

BEACH



WALK, WANDER



Tourist profile by markets by markets

GRAN CANARIA (2024)

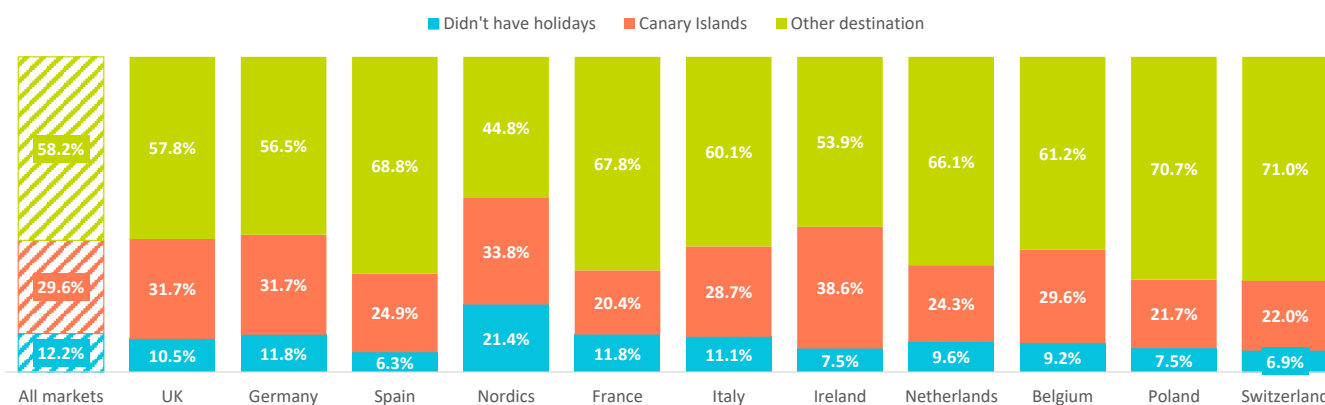


COMPETITORS

Where did they spend their main holiday last year? *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Didn't have holidays	12.2%	10.5%	11.8%	6.3%	21.4%	11.8%	11.1%	7.5%	9.6%	9.2%	7.5%	6.9%
Canary Islands	29.6%	31.7%	31.7%	24.9%	33.8%	20.4%	28.7%	38.6%	24.3%	29.6%	21.7%	22.0%
Other destination	58.2%	57.8%	56.5%	68.8%	44.8%	67.8%	60.1%	53.9%	66.1%	61.2%	70.7%	71.0%
Balearic Islands	3.8%	5.1%	4.6%	6.8%	1.6%	3.9%	3.4%	3.9%	1.5%	1.6%	2.1%	4.4%
Rest of Spain	10.8%	9.1%	5.3%	31.5%	8.0%	10.8%	7.3%	11.4%	11.0%	11.6%	11.5%	7.0%
Italy	6.8%	3.9%	7.5%	6.2%	4.8%	5.8%	19.3%	4.0%	8.8%	6.1%	13.3%	18.4%
France	4.5%	2.8%	3.6%	3.2%	3.3%	17.0%	5.2%	4.5%	8.1%	9.5%	1.1%	7.4%
Turkey	3.1%	4.7%	4.0%	1.0%	2.1%	2.4%	1.2%	1.5%	3.6%	2.3%	10.3%	4.1%
Greece	7.3%	8.8%	8.4%	1.1%	8.4%	6.0%	6.9%	5.2%	8.3%	8.7%	9.4%	5.9%
Portugal	3.4%	3.8%	2.4%	5.3%	1.9%	4.1%	0.9%	9.5%	1.4%	2.8%	5.5%	4.4%
Croatia	2.1%	1.8%	2.8%	0.7%	2.0%	0.6%	1.8%	0.0%	2.7%	2.2%	2.1%	1.9%
Egypt	1.3%	1.2%	2.2%	0.9%	0.6%	0.9%	1.1%	0.2%	1.2%	3.5%	3.5%	2.1%
Tunisia	0.5%	0.3%	0.8%	0.3%	0.4%	1.6%	0.9%	0.0%	0.4%	1.9%	0.7%	0.0%
Morocco	1.1%	1.4%	0.6%	1.5%	0.2%	3.0%	0.9%	1.1%	0.8%	2.1%	0.7%	1.3%
Others	13.4%	14.9%	14.4%	10.2%	11.8%	11.4%	11.4%	12.6%	18.4%	9.0%	10.7%	14.1%

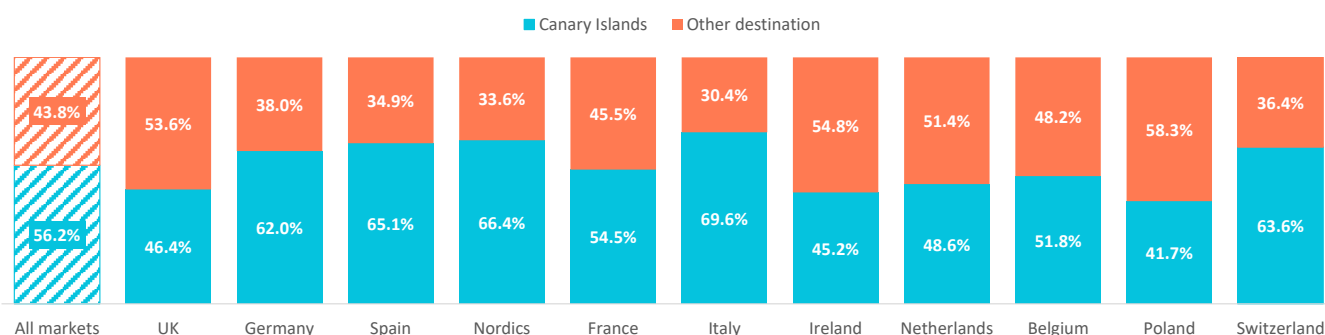
* Percentage of valid answers



What other destinations did they consider for this trip? *

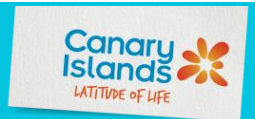
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	29.5%	20.9%	30.7%	38.8%	45.0%	25.5%	34.6%	21.4%	26.4%	24.5%	9.4%	33.3%
Canary Islands (other island)	26.8%	25.5%	31.3%	26.3%	21.4%	29.0%	35.0%	23.8%	22.2%	27.4%	32.2%	30.3%
Other destination	43.8%	53.6%	38.0%	34.9%	33.6%	45.5%	30.4%	54.8%	51.4%	48.2%	58.3%	36.4%
Balearic Islands	5.3%	7.0%	5.8%	8.0%	1.3%	6.7%	3.3%	6.4%	4.5%	5.8%	3.4%	4.2%
Rest of Spain	8.9%	10.4%	5.7%	9.4%	7.7%	6.8%	8.2%	11.5%	10.7%	9.4%	9.6%	3.7%
Italy	4.2%	4.0%	3.2%	4.5%	3.7%	4.3%	4.8%	6.7%	5.0%	4.7%	9.0%	2.4%
France	1.5%	1.2%	0.9%	0.7%	1.3%	4.2%	1.0%	2.0%	2.5%	2.9%	1.3%	0.0%
Turkey	3.4%	5.5%	2.5%	0.9%	2.4%	2.9%	0.8%	3.9%	4.1%	4.6%	5.2%	3.8%
Greece	7.9%	10.1%	7.8%	3.0%	7.2%	8.4%	3.8%	8.7%	11.0%	9.3%	9.4%	6.5%
Portugal	5.4%	7.5%	4.6%	3.9%	2.9%	4.1%	2.8%	9.0%	5.8%	5.1%	9.0%	3.4%
Croatia	2.3%	3.1%	2.0%	1.2%	2.3%	3.0%	0.2%	4.1%	2.6%	1.1%	3.7%	1.5%
Egypt	2.7%	2.9%	2.9%	1.6%	2.5%	2.7%	3.7%	1.4%	3.0%	3.7%	3.8%	4.7%
Others	2.3%	1.8%	2.5%	1.5%	2.3%	2.3%	1.9%	1.3%	2.3%	1.6%	4.0%	6.2%

* Percentage of valid answers



Tourist profile by markets by markets

GRAN CANARIA (2024)



TOURIST TAX (Data available from Q2 2024)

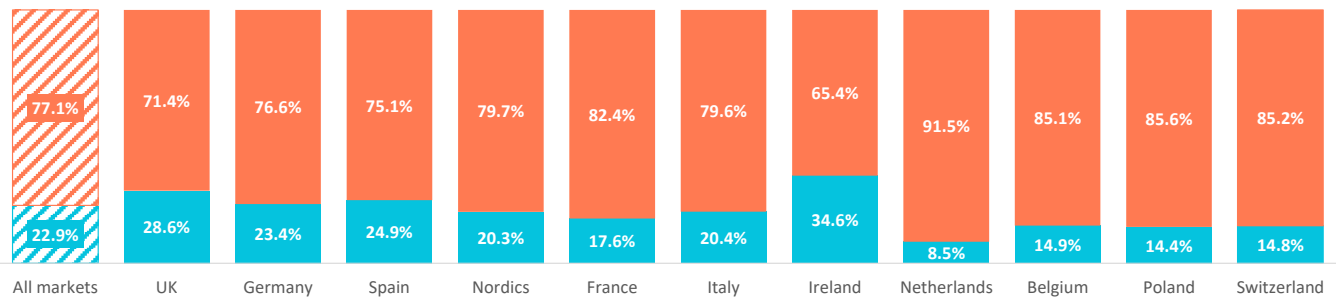
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	42.2%	40.7%	36.5%	49.9%	34.1%	45.9%	51.1%	38.3%	61.8%	44.9%	59.7%	39.6%
No	35.4%	39.8%	36.3%	32.9%	42.4%	24.1%	31.3%	40.6%	17.6%	32.4%	15.7%	31.9%
Not remember	22.4%	19.5%	27.2%	17.2%	23.5%	30.0%	17.6%	21.1%	20.7%	22.7%	24.6%	28.5%

When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	22.9%	28.6%	23.4%	24.9%	20.3%	17.6%	20.4%	34.6%	8.5%	14.9%	14.4%	14.8%
No	77.1%	71.4%	76.6%	75.1%	79.7%	82.4%	79.6%	65.4%	91.5%	85.1%	85.6%	85.2%

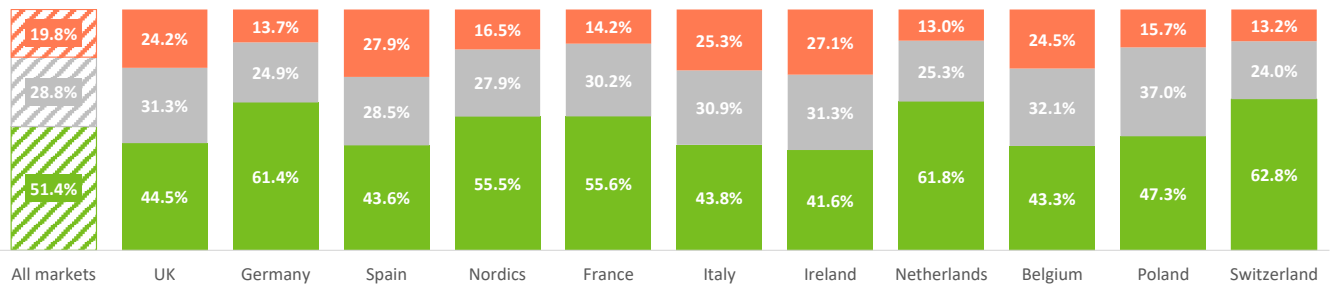
■ Yes ■ No



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	51.4%	44.5%	61.4%	43.6%	55.5%	55.6%	43.8%	41.6%	61.8%	43.3%	47.3%	62.8%
- For any purpose of the Canary Islands Government	11.9%	11.6%	13.3%	7.3%	14.8%	11.3%	9.1%	10.7%	15.7%	9.4%	12.1%	14.2%
- Only to improve living conditions	10.3%	6.6%	13.9%	8.6%	11.1%	12.5%	2.4%	10.1%	17.4%	10.2%	8.4%	9.5%
- Only to improve economic development	4.5%	5.7%	4.3%	4.3%	3.6%	3.8%	1.4%	6.7%	5.7%	3.9%	1.1%	7.0%
- Only to improve and protect the environment	14.3%	9.5%	21.4%	14.3%	16.1%	17.8%	22.6%	5.9%	8.1%	7.6%	20.1%	17.4%
- Only to improve the quality of the tourist environment	4.3%	4.7%	3.1%	4.9%	3.4%	5.4%	3.9%	1.5%	7.6%	3.3%	3.2%	4.1%
- Other purposes	6.0%	6.5%	5.4%	4.2%	6.5%	4.9%	4.4%	6.8%	7.2%	9.0%	2.4%	10.6%
Not sure	28.8%	31.3%	24.9%	28.5%	27.9%	30.2%	30.9%	31.3%	25.3%	32.1%	37.0%	24.0%
No	19.8%	24.2%	13.7%	27.9%	16.5%	14.2%	25.3%	27.1%	13.0%	24.5%	15.7%	13.2%

■ Yes ■ Not sure ■ No

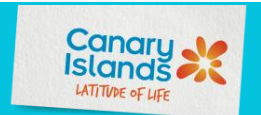


How much would they be willing to pay?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Up to 1 euro	39.4%	33.9%	35.2%	45.3%	40.3%	46.5%	52.1%	34.7%	38.1%	44.2%	54.2%	36.5%
Up to 2 euros	31.2%	31.1%	37.9%	26.2%	29.5%	29.5%	24.3%	36.4%	34.2%	30.1%	25.6%	30.8%
Up to 3 euros	19.2%	23.5%	20.0%	18.6%	16.1%	15.9%	15.5%	16.9%	20.0%	15.5%	11.4%	17.2%
More than 3 euros	10.3%	11.5%	6.9%	9.8%	14.2%	8.0%	8.1%	12.0%	7.7%	10.2%	8.8%	15.5%

Tourist profile by markets by markets

GRAN CANARIA (2024)

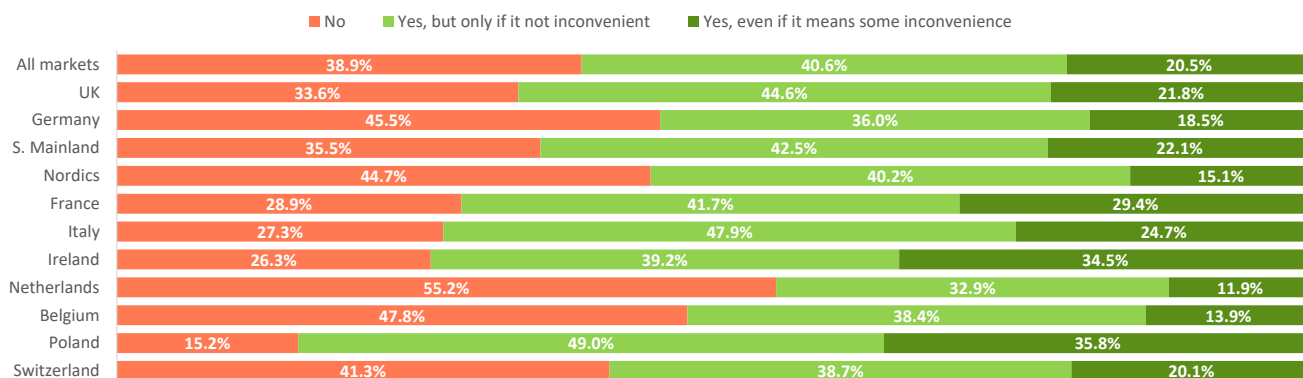


PLACES VISITED ON GRAN CANARIA

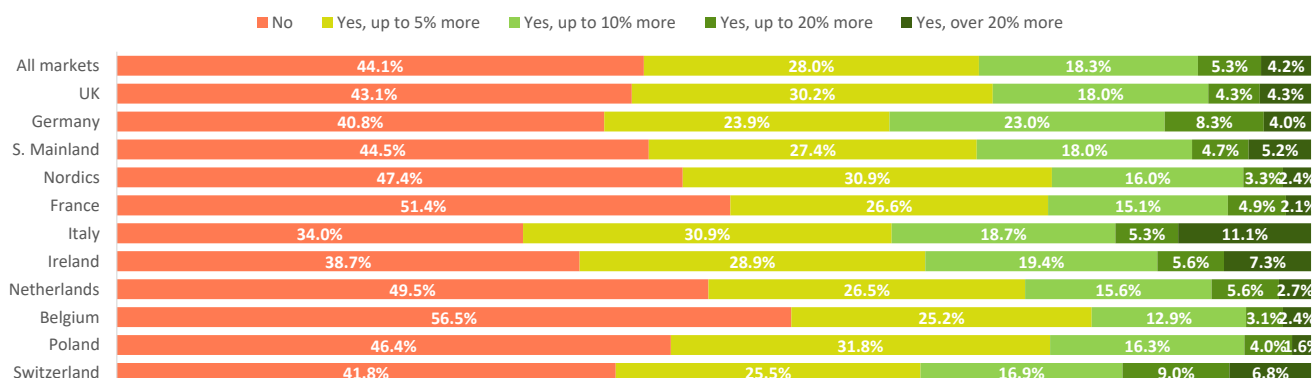
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Maspalomas Dunes	49.0%	41.2%	64.7%	53.6%	28.6%	68.5%	61.9%	31.2%	54.1%	53.4%	74.4%	56.1%
Las Palmas de Gran Canaria	47.9%	35.1%	49.1%	71.2%	32.3%	67.4%	62.1%	42.3%	47.4%	40.4%	68.8%	51.3%
Puerto de Mogán	41.0%	38.6%	41.8%	42.2%	35.5%	53.3%	54.0%	41.9%	42.3%	41.5%	63.6%	38.9%
North of the island	20.7%	10.4%	23.3%	39.7%	9.4%	38.2%	29.3%	9.7%	19.0%	15.5%	52.8%	21.3%
Island's interior	20.1%	10.5%	28.4%	23.5%	11.0%	46.0%	17.5%	7.6%	25.8%	23.0%	46.5%	21.1%
Agaete	14.2%	5.5%	16.3%	30.2%	6.2%	28.9%	26.3%	4.4%	11.5%	10.2%	35.5%	12.4%
Teror	14.0%	6.5%	17.5%	24.6%	5.9%	28.3%	22.2%	5.0%	12.6%	12.1%	32.7%	17.7%
Roque Nublo	13.3%	6.1%	17.4%	20.2%	6.5%	25.8%	20.6%	3.8%	13.3%	18.1%	27.9%	11.6%
Guayadeque Viewpoint	7.2%	2.4%	9.2%	15.4%	2.6%	15.5%	11.6%	0.3%	6.8%	5.1%	20.6%	8.7%

SUSTAINABLE DESTINATION (DATA = 2023)

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



¿Estaría dispuesto a gastar más en el viaje para reducir su huella de carbono?



Percepcion of the following sustainability measures during their stay *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Quality of life on the island	8.0	8.1	7.9	8.2	7.7	8.1	8.4	8.1	7.8	7.9	7.8	7.9
Tolerance towards tourism	8.6	8.6	8.6	8.7	8.4	8.6	8.5	8.8	8.2	8.4	9.0	8.4
Cleanliness of the island	8.0	8.7	7.7	7.8	7.8	8.1	8.2	8.7	7.7	8.2	8.3	7.5
Air quality	8.3	8.5	8.4	8.3	8.1	8.3	8.8	8.2	7.9	8.2	8.9	8.0
Rational water consumption	7.5	7.9	6.9	7.6	7.5	7.3	7.7	7.7	7.4	7.6	7.6	7.2
Energy saving	7.0	7.4	6.5	7.1	6.9	7.0	7.5	7.1	7.0	7.2	7.2	6.7
Use of renewable energy	7.3	7.6	6.8	7.3	7.0	7.4	7.8	7.6	7.0	7.4	7.7	7.2
Recycling	6.9	7.6	6.4	7.0	6.5	7.1	6.9	7.5	7.0	7.1	7.4	6.6
Easy to get around by public transport	7.8	8.1	7.7	7.4	7.5	8.1	7.7	7.9	7.8	7.6	8.4	7.5
Overcrowding in tourist areas	6.6	6.9	5.7	7.1	6.5	6.8	7.2	6.7	6.9	6.8	7.2	6.6
Supply of local products	7.1	7.2	6.9	7.5	6.7	7.6	7.4	7.0	7.2	7.2	7.6	7.1

* Scale 0 - 10 (0 = Not important and 10 = Very important)

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.