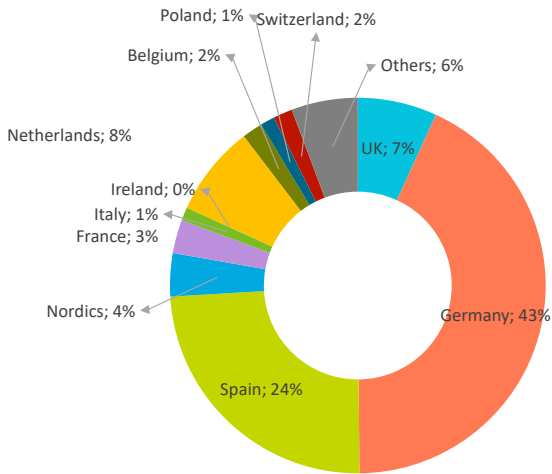


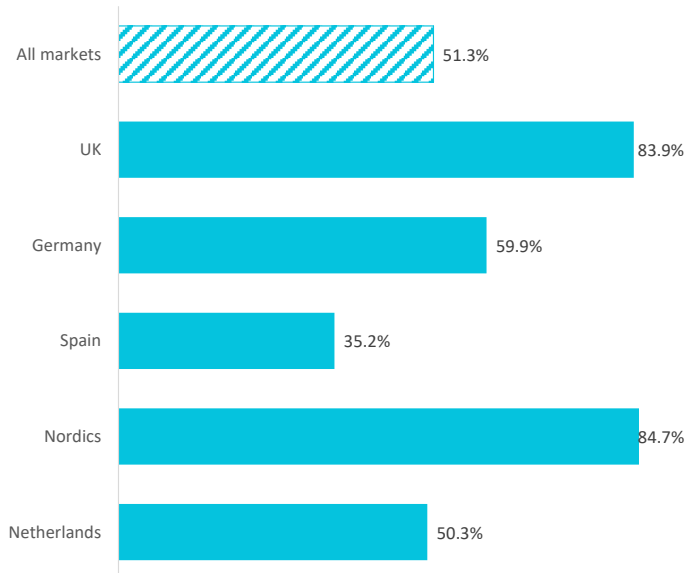
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	155,114	10,598	66,743	37,535	5,768	4,478	1,760	--	12,148	2,734	1,932	2,546
% Tourists	100%	6.8%	43.0%	24.2%	3.7%	2.9%	1.1%	--	7.8%	1.8%	1.2%	1.6%
% tourists who book holiday package	51.3%	83.9%	59.9%	35.2%	84.7%	--	--	--	50.3%	--	--	--
Expenditure per tourist (€)	1,294	1,497	1,402	1,018	1,224	--	--	--	1,398	--	--	--
- book holiday package	1,377	1,443	1,412	1,195	1,243	--	--	--	1,506	--	--	--
- holiday package	1,119	1,272	1,142	885	1,068	--	--	--	1,242	--	--	--
- others	258	171	270	310	175	--	--	--	264	--	--	--
- do not book holiday package	1,206	1,777	1,387	922	1,122	--	--	--	1,288	--	--	--
- flight	358	334	425	250	522	--	--	--	436	--	--	--
- accommodation	420	908	487	372	326	--	--	--	445	--	--	--
- others	427	535	475	299	273	--	--	--	408	--	--	--
Average length of stay	9.46	8.66	10.63	6.38	7.32	--	--	--	9.45	--	--	--
Average daily expenditure (€)	154.3	180.9	150.6	162.5	170.1	--	--	--	156.7	--	--	--
Average daily expenditure without flight (€)	106.6	126.9	103.4	117.4	101.4	--	--	--	111.0	--	--	--
Average cost of the flight (€)	394.2	422.9	435.9	271.7	490.4	--	--	--	431.9	--	--	--
Total turnover (≥ 16 years old) (€m)	201	16	94	38	7	--	--	--	17	--	--	--
% Tourists	100%	7.9%	46.6%	19.0%	3.5%	--	--	--	8.5%	--	--	--
Turnover without flight (≥ 16 years old) (€m)	140	11	64	28	4	--	--	--	12	--	--	--
Tourist arrivals (FRONTUR)	170,147	12,519	72,208	39,933	5,439	--	--	--	13,512	--	--	--
Passenger arrivals on non-stop flights (AENA)	223,092	12,424	68,087	106,674	11,721	--	--	--	13,473	--	--	--
Children <16 years old (FRONTUR - EGT)	15,033	1,921	5,465	2,398	-329	--	--	--	1,364	--	--	--

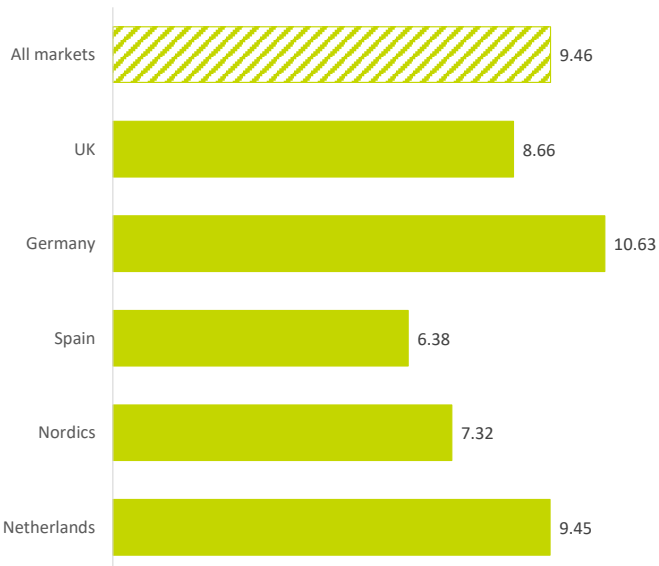
% TOURISTS (≥ 16 years old)



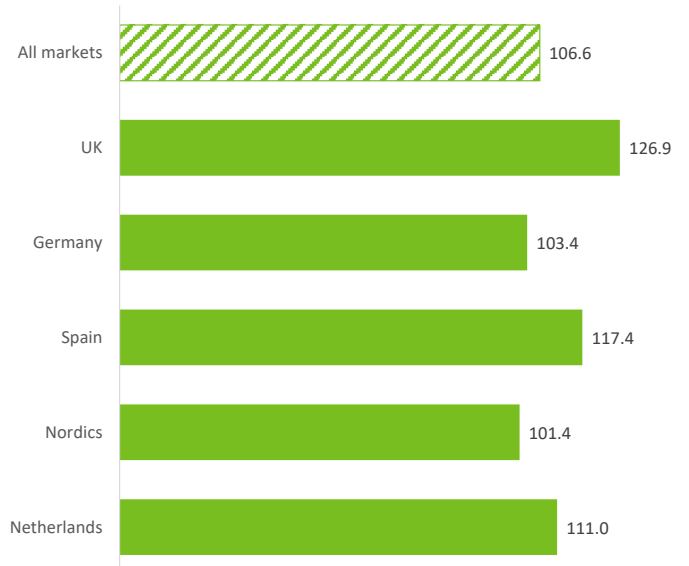
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



% 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	91.7%	95.6%	93.1%	93.7%	99.0%	--	--	--	97.1%	--	--	--
- Additional accommodation expenses	7.8%	8.0%	6.3%	8.3%	0.8%	--	--	--	15.9%	--	--	--
Transport:												
- National/International Transport	97.0%	100.0%	98.9%	94.7%	100.0%	--	--	--	99.1%	--	--	--
- Flights between islands	7.9%	6.9%	4.8%	3.9%	1.7%	--	--	--	6.8%	--	--	--
- Taxi	22.3%	49.5%	23.4%	16.4%	29.4%	--	--	--	18.6%	--	--	--
- Car rental	68.1%	21.8%	71.5%	77.0%	36.4%	--	--	--	88.2%	--	--	--
- Public transport	13.0%	18.6%	15.4%	8.2%	10.0%	--	--	--	11.9%	--	--	--
Food and drink:												
- Food purchases at supermarkets	71.8%	51.5%	75.0%	65.3%	55.8%	--	--	--	87.4%	--	--	--
- Restaurants	82.3%	72.8%	85.8%	82.7%	60.7%	--	--	--	86.1%	--	--	--
Leisure:												
- Organized excursions	30.6%	33.9%	27.4%	44.5%	4.9%	--	--	--	33.1%	--	--	--
- Sport activities	7.5%	7.4%	6.2%	4.8%	0.0%	--	--	--	20.7%	--	--	--
- Cultural activities	2.9%	1.4%	2.5%	1.5%	1.0%	--	--	--	13.4%	--	--	--
- Museums	13.6%	4.5%	14.0%	14.9%	3.9%	--	--	--	19.2%	--	--	--
- Theme Parks	1.6%	1.0%	1.0%	1.7%	0.0%	--	--	--	7.2%	--	--	--
- Discos and pubs	1.0%	4.1%	0.7%	0.1%	3.0%	--	--	--	0.0%	--	--	--
- Wellness	2.2%	9.0%	1.3%	0.5%	2.5%	--	--	--	0.1%	--	--	--
Purchases of goods:												
- Souvenirs	39.4%	32.4%	37.5%	43.1%	43.0%	--	--	--	46.3%	--	--	--
- Real estate	0.0%	0.0%	0.0%	0.2%	0.0%	--	--	--	0.0%	--	--	--
- Other purchases	0.7%	0.9%	0.4%	1.3%	0.0%	--	--	--	1.0%	--	--	--
Others:												
- Medical expenses	7.3%	5.2%	7.3%	7.8%	11.3%	--	--	--	10.4%	--	--	--
- Other expenses	9.2%	9.9%	10.3%	7.4%	16.2%	--	--	--	12.5%	--	--	--

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:	672	1,025	665	496	577	--	--	--	756	--	--	--
- Accommodation	565	817	604	442	517	--	--	--	585	--	--	--
- Additional accommodation expenses	107	209	61	54	59	--	--	--	171	--	--	--
Transport:	801	872	845	588	925	--	--	--	725	--	--	--
- National/International Transport	406	423	441	287	490	--	--	--	436	--	--	--
- Flights between islands	113	152	91	84	150	--	--	--	41	--	--	--
- Taxi	106	146	119	73	116	--	--	--	88	--	--	--
- Car rental	150	127	166	120	154	--	--	--	153	--	--	--
- Public transport	26	24	28	24	14	--	--	--	8	--	--	--
Food and drink:	213	138	220	177	152	--	--	--	184	--	--	--
- Food purchases at supermarkets	82	56	86	47	28	--	--	--	67	--	--	--
- Restaurants	131	82	134	130	124	--	--	--	117	--	--	--
Leisure:	362	321	358	348	231	--	--	--	167	--	--	--
- Organized excursions	90	104	83	98	118	--	--	--	67	--	--	--
- Sport activities	62	40	55	65	0	--	--	--	38	--	--	--
- Cultural activities	23	8	20	31	8	--	--	--	22	--	--	--
- Museums	19	19	22	20	11	--	--	--	9	--	--	--
- Theme Parks	26	19	15	47	0	--	--	--	16	--	--	--
- Discos and pubs	78	50	96	27	40	--	--	--	0	--	--	--
- Wellness	62	82	66	61	53	--	--	--	13	--	--	--
Purchases of goods:	205	69	193	189	34	--	--	--	56	--	--	--
- Souvenirs	56	44	63	48	34	--	--	--	29	--	--	--
- Real estate	50	0	0	50	0	--	--	--	0	--	--	--
- Other purchases	99	25	130	92	0	--	--	--	27	--	--	--
Others:	88	108	92	75	78	--	--	--	52	--	--	--
- Medical expenses	17	16	25	15	3	--	--	--	8	--	--	--
- Other expenses	71	92	67	60	75	--	--	--	44	--	--	--

TOURIST PROFILE

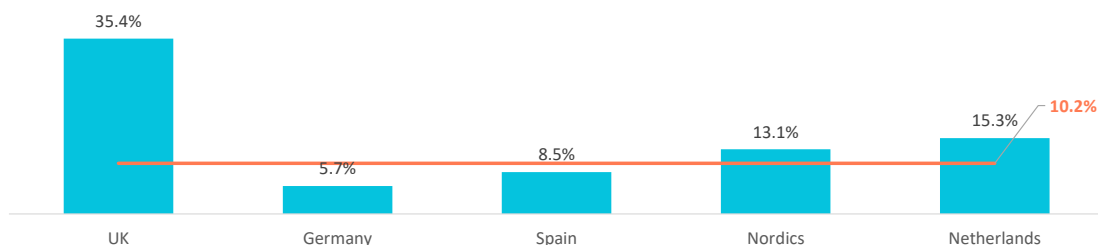
Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	48.2%	38.9%	50.9%	45.4%	50.7%	--	--	--	39.8%	--	--	--
Percentage of women	51.8%	61.1%	49.1%	54.6%	49.3%	--	--	--	60.2%	--	--	--
Age												
Average age (tourists above 16 years old)	49.19	44.99	51.84	51.34	54.53	--	--	--	42.40	--	--	--
Standard deviation	14.8	13.8	13.5	14.2	17.6	--	--	--	16.0	--	--	--
Age range												
16-24 years old	5.0%	4.8%	2.4%	1.8%	5.6%	--	--	--	16.4%	--	--	--
25-30 years old	9.3%	7.8%	5.5%	8.2%	11.5%	--	--	--	14.8%	--	--	--
31-45 years old	25.3%	45.9%	21.6%	24.4%	14.5%	--	--	--	24.4%	--	--	--
46-60 years old	34.3%	25.9%	41.7%	34.0%	21.7%	--	--	--	32.4%	--	--	--
Over 60 years old	26.2%	15.6%	28.8%	31.7%	46.6%	--	--	--	12.0%	--	--	--
Occupation												
Salaried worker	58.3%	66.3%	58.3%	58.8%	46.0%	--	--	--	52.4%	--	--	--
Self-employed	12.0%	8.3%	11.6%	14.6%	3.2%	--	--	--	13.5%	--	--	--
Unemployed	1.0%	0.5%	0.7%	1.1%	0.0%	--	--	--	0.0%	--	--	--
Business owner	5.6%	3.1%	7.5%	2.3%	9.1%	--	--	--	3.0%	--	--	--
Student	2.9%	0.0%	2.0%	1.3%	5.5%	--	--	--	12.0%	--	--	--
Retired	19.5%	19.9%	19.6%	20.7%	36.2%	--	--	--	17.3%	--	--	--
Unpaid domestic work	0.2%	1.0%	0.2%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Others	0.5%	0.9%	0.1%	1.2%	0.0%	--	--	--	1.8%	--	--	--
Annual household income level												
Less than €25,000	9.5%	0.9%	7.1%	11.6%	0.9%	--	--	--	12.6%	--	--	--
€25,000 - €49,999	36.7%	29.9%	32.4%	49.0%	18.9%	--	--	--	26.3%	--	--	--
€50,000 - €74,999	27.2%	21.4%	35.6%	21.2%	28.0%	--	--	--	27.5%	--	--	--
More than €74,999	26.6%	47.8%	24.8%	18.1%	52.2%	--	--	--	33.6%	--	--	--
Education level												
No studies	0.9%	6.5%	0.4%	0.0%	0.8%	--	--	--	0.5%	--	--	--
Primary education	1.3%	0.0%	0.7%	1.8%	0.0%	--	--	--	0.0%	--	--	--
Secondary education	17.0%	19.2%	18.5%	15.5%	3.1%	--	--	--	30.5%	--	--	--
Higher education	80.8%	74.3%	80.5%	82.8%	96.0%	--	--	--	69.1%	--	--	--

Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	9.3%	9.0%	9.1%	4.2%	1.7%	--	--	--	7.0%	--	--	--
Only with partner	55.8%	42.9%	60.7%	57.3%	58.1%	--	--	--	47.7%	--	--	--
Only with children (< 13 years old)	2.9%	8.8%	1.8%	3.4%	2.2%	--	--	--	4.5%	--	--	--
Partner + children (< 13 years old)	4.0%	12.2%	2.4%	4.0%	4.2%	--	--	--	6.6%	--	--	--
Other relatives	5.9%	11.7%	3.8%	5.5%	6.2%	--	--	--	20.1%	--	--	--
Friends	5.7%	3.1%	6.5%	6.7%	0.6%	--	--	--	4.5%	--	--	--
Work colleagues	1.7%	0.0%	0.8%	3.8%	0.0%	--	--	--	0.9%	--	--	--
Organized trip	0.6%	0.0%	0.0%	1.2%	2.8%	--	--	--	0.0%	--	--	--
Other combinations ⁽²⁾	14.1%	12.3%	14.8%	13.7%	24.1%	--	--	--	8.7%	--	--	--
<i>⁽²⁾ Different situations have been isolated</i>												
Tourists with children	10.2%	35.4%	5.7%	8.5%	13.1%	--	--	--	15.3%	--	--	--
- Between 0 and 2 years old	1.0%	4.1%	0.1%	0.7%	3.2%	--	--	--	2.6%	--	--	--
- Between 3 and 12 years old	8.0%	23.4%	4.7%	7.6%	7.7%	--	--	--	11.2%	--	--	--
- Between 0-2 and 3-12 years old	1.2%	7.9%	0.8%	0.1%	2.2%	--	--	--	1.5%	--	--	--
Tourists without children	89.8%	64.6%	94.3%	91.5%	86.9%	--	--	--	84.7%	--	--	--
Group composition:												
- 1 person	11.1%	9.6%	10.7%	6.4%	4.4%	--	--	--	7.5%	--	--	--
- 2 people	63.3%	47.1%	70.1%	65.5%	60.8%	--	--	--	56.2%	--	--	--
- 3 people	10.7%	13.7%	8.2%	15.7%	8.1%	--	--	--	9.8%	--	--	--
- 4 or 5 people	13.2%	20.6%	10.5%	11.2%	19.8%	--	--	--	24.1%	--	--	--
- 6 or more people	1.6%	9.0%	0.5%	1.1%	6.8%	--	--	--	2.4%	--	--	--
Average group size:	2.37	3.01	2.23	2.38	2.85	--	--	--	2.67	--	--	--

*People who share the main expenses of the trip



TRIP MOTIVATION AND DESTINATION CHOICE

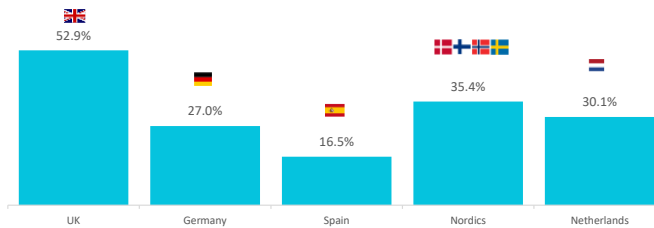
What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	90.6%	99.4%	91.6%	90.7%	98.0%	--	--	--	96.0%	--	--	--
Family reasons	6.4%	0.6%	7.5%	4.0%	1.3%	--	--	--	3.2%	--	--	--
Business	2.7%	0.0%	0.8%	5.2%	0.7%	--	--	--	0.0%	--	--	--
Education and training	0.1%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.9%	--	--	--
Sports training	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Health	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Conventions and Exhibitions	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Others	0.2%	0.0%	0.2%	0.0%	0.0%	--	--	--	0.0%	--	--	--

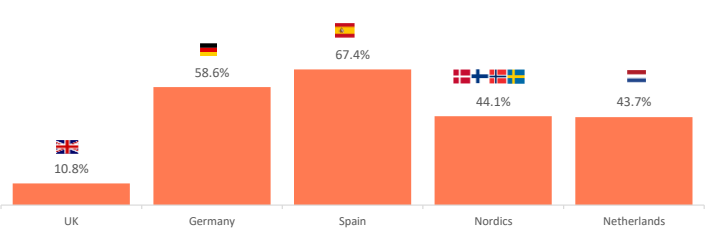
What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	26.9%	52.9%	27.0%	16.5%	35.4%	--	--	--	30.1%	--	--	--
Enjoy family time	8.0%	17.0%	6.1%	5.6%	14.8%	--	--	--	7.6%	--	--	--
Have fun	5.1%	13.9%	2.7%	6.1%	4.5%	--	--	--	12.2%	--	--	--
Explore the destination	54.7%	10.8%	58.6%	67.4%	44.1%	--	--	--	43.7%	--	--	--
Practice their hobbies	3.3%	1.5%	2.9%	4.4%	0.4%	--	--	--	4.8%	--	--	--
Other reasons	2.0%	4.0%	2.7%	0.0%	0.9%	--	--	--	1.6%	--	--	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Landscapes	67.9%	41.1%	73.1%	78.6%	28.8%	--	--	--	42.7%	--	--	--
Climate	63.3%	74.6%	67.3%	55.3%	61.3%	--	--	--	62.4%	--	--	--
Tranquility	52.7%	53.9%	53.4%	61.8%	19.9%	--	--	--	40.1%	--	--	--
Environment	49.4%	45.3%	47.4%	68.6%	23.4%	--	--	--	14.5%	--	--	--
Safety	46.7%	61.6%	49.5%	50.3%	35.5%	--	--	--	24.7%	--	--	--
Sea	39.7%	23.4%	44.3%	39.3%	19.0%	--	--	--	16.9%	--	--	--
Hiking trail network	37.7%	18.9%	38.8%	46.6%	19.3%	--	--	--	35.8%	--	--	--
Authenticity	35.9%	30.9%	31.1%	48.6%	23.3%	--	--	--	22.0%	--	--	--
European belonging	33.8%	38.1%	34.8%	38.5%	30.8%	--	--	--	17.6%	--	--	--
Effortless trip	29.2%	35.0%	33.7%	27.8%	11.5%	--	--	--	12.0%	--	--	--
Accommodation supply	28.9%	65.2%	25.4%	32.0%	36.2%	--	--	--	13.9%	--	--	--
Price	26.0%	61.7%	23.7%	26.0%	20.8%	--	--	--	15.1%	--	--	--
Gastronomy	22.6%	20.1%	20.1%	35.2%	15.6%	--	--	--	7.5%	--	--	--
Beaches	20.7%	14.6%	20.3%	24.5%	9.2%	--	--	--	9.8%	--	--	--
Exoticism	15.8%	16.2%	9.8%	27.5%	7.1%	--	--	--	18.7%	--	--	--
Fun possibilities	11.1%	19.3%	5.9%	16.3%	9.1%	--	--	--	19.2%	--	--	--
Historical heritage	10.6%	10.3%	6.9%	19.3%	7.5%	--	--	--	2.7%	--	--	--
Culture	7.6%	11.1%	2.8%	13.1%	0.4%	--	--	--	5.0%	--	--	--
Shopping	5.4%	4.2%	5.2%	6.0%	11.1%	--	--	--	0.7%	--	--	--
Nightlife	2.7%	5.2%	1.3%	2.9%	7.9%	--	--	--	0.0%	--	--	--

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	40.6%	56.7%	44.4%	32.5%	25.7%	--	--	--	39.3%	--	--	--
Friends or relatives	27.7%	17.1%	27.3%	28.8%	13.9%	--	--	--	26.6%	--	--	--
Internet or social media	56.9%	57.1%	52.2%	53.8%	70.1%	--	--	--	79.4%	--	--	--
Mass Media	4.3%	5.5%	4.8%	6.1%	1.2%	--	--	--	2.2%	--	--	--
Travel guides and magazines	18.6%	9.1%	28.7%	7.4%	1.0%	--	--	--	17.4%	--	--	--
Travel Blogs or Forums	9.6%	2.1%	11.0%	12.4%	2.7%	--	--	--	6.0%	--	--	--
Travel TV Channels	1.7%	0.7%	3.2%	0.3%	0.0%	--	--	--	0.0%	--	--	--
Tour Operator or Travel Agency	21.5%	35.2%	23.3%	17.5%	41.1%	--	--	--	13.2%	--	--	--
Public administrations or similar	1.3%	3.0%	1.2%	1.3%	0.0%	--	--	--	0.0%	--	--	--
Others	2.2%	0.8%	2.5%	1.3%	8.0%	--	--	--	2.2%	--	--	--

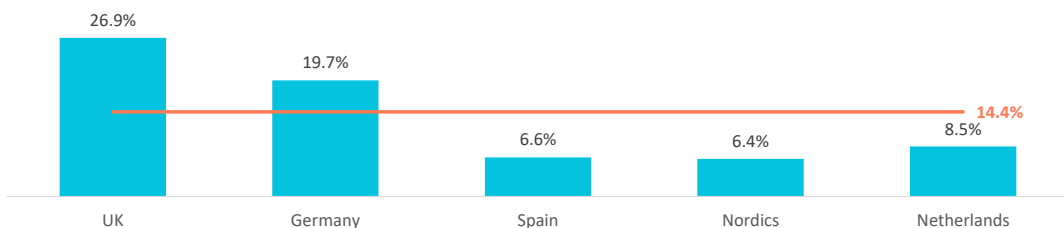
* Multi-choice question

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	0.8%	0.0%	0.0%	3.0%	0.0%	--	--	--	0.0%	--	--	--
Between 1 and 30 days	16.9%	23.7%	11.1%	18.0%	12.9%	--	--	--	23.0%	--	--	--
Between 1 and 2 months	31.4%	24.7%	26.8%	35.0%	37.0%	--	--	--	31.5%	--	--	--
Between 3 and 6 months	36.6%	24.7%	42.4%	37.4%	43.7%	--	--	--	37.0%	--	--	--
More than 6 months	14.4%	26.9%	19.7%	6.6%	6.4%	--	--	--	8.5%	--	--	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



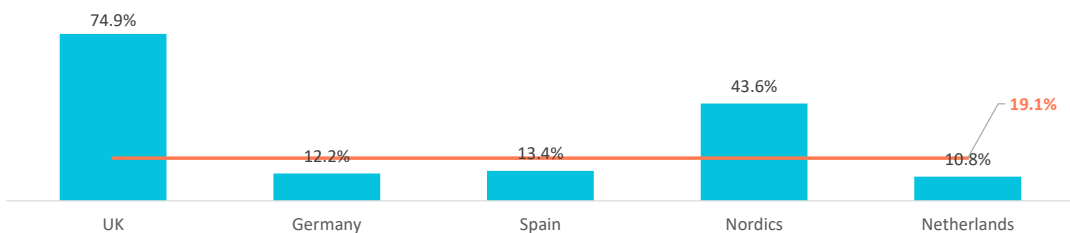
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	44.8%	21.9%	40.0%	56.6%	8.7%	--	--	--	47.5%	--	--	--
- Tour Operator or Travel Agency	55.2%	78.1%	60.0%	43.4%	91.3%	--	--	--	52.5%	--	--	--
Accommodation												
- Directly with the accommodation	37.9%	15.8%	30.1%	55.7%	13.8%	--	--	--	28.4%	--	--	--
- Tour Operator or Travel Agency	62.1%	84.2%	69.9%	44.3%	86.2%	--	--	--	71.6%	--	--	--

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	28.5%	4.6%	36.3%	10.9%	32.4%	--	--	--	41.9%	--	--	--
Bed and Breakfast	17.3%	2.5%	12.8%	24.7%	22.4%	--	--	--	26.5%	--	--	--
Half board	31.5%	16.3%	33.4%	47.4%	1.5%	--	--	--	20.7%	--	--	--
Full board	3.5%	1.8%	5.3%	3.6%	0.1%	--	--	--	0.0%	--	--	--
All inclusive	19.1%	74.9%	12.2%	13.4%	43.6%	--	--	--	10.8%	--	--	--

% TOURISTS WHO BOOK ALL INCLUSIVE

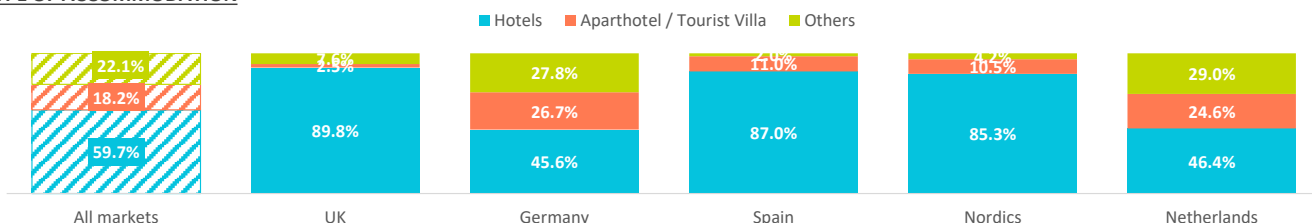


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	5.4%	0.0%	5.3%	3.9%	28.0%	--	--	--	2.4%	--	--	--
4* Hotel	54.3%	89.8%	40.2%	83.1%	57.3%	--	--	--	44.0%	--	--	--
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Aparthotel / Tourist Villa	18.2%	2.5%	26.7%	11.0%	10.5%	--	--	--	24.6%	--	--	--
House/room rented in a private dwelling	11.2%	2.9%	14.9%	0.7%	3.2%	--	--	--	19.5%	--	--	--
Private accommodation ⁽¹⁾	4.9%	4.4%	5.2%	1.1%	1.0%	--	--	--	2.1%	--	--	--
Others (Cottage, cruise, camping,...)	6.0%	0.3%	7.7%	0.2%	0.0%	--	--	--	7.4%	--	--	--

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

TYPE OF ACCOMMODATION



Tourist profile by markets by markets

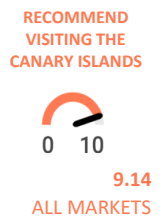
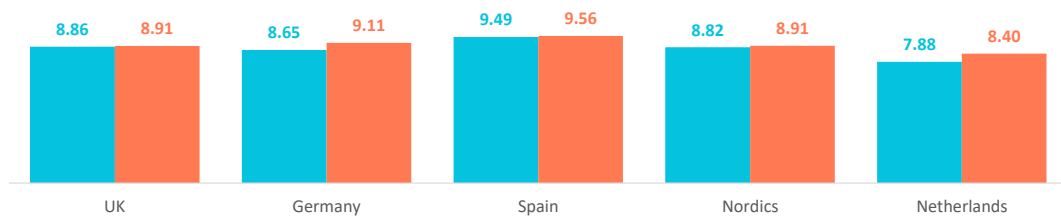
LA PALMA (2024)



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

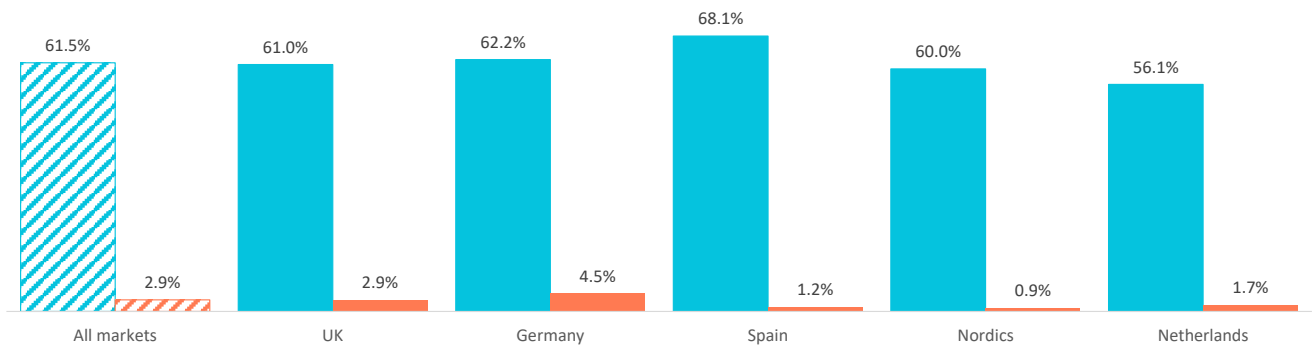
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Satisfaction (scale 0-10)												
Average rating	8.92	8.79	8.97	9.16	8.61	--	--	--	8.43	--	--	--
Experience in the Canary Islands												
Worse or much worse than expected	2.2%	5.1%	1.0%	3.3%	3.4%	--	--	--	3.4%	--	--	--
Lived up to expectations	48.4%	46.9%	52.7%	43.8%	59.6%	--	--	--	36.3%	--	--	--
Better or much better than expected	49.4%	48.0%	46.3%	52.9%	37.0%	--	--	--	60.3%	--	--	--
Future intentions (scale 1-10)												
Return to the Canary Islands	8.80	8.86	8.65	9.49	8.82	--	--	--	7.88	--	--	--
Recommend visiting the Canary Islands	9.14	8.91	9.11	9.56	8.91	--	--	--	8.40	--	--	--



How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
La Palma: Repeat tourists	61.5%	61.0%	62.2%	68.1%	60.0%	--	--	--	56.1%	--	--	--
La Palma: At least 10 previous visits	2.9%	2.9%	4.5%	1.2%	0.9%	--	--	--	1.7%	--	--	--
Canary Islands: Repeat tourists	72.5%	82.3%	70.0%	78.9%	68.4%	--	--	--	68.4%	--	--	--
Canary Islands: At least 10 previous visits	14.5%	14.2%	15.9%	19.7%	6.1%	--	--	--	4.8%	--	--	--

■ La Palma: Repeat tourists ■ La Palma: 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	85.0%	89.9%	91.8%	78.6%	97.5%	--	--	--	89.7%	--	--	--
Two islands	12.0%	10.1%	7.9%	18.7%	0.8%	--	--	--	0.0%	--	--	--
Three or more islands	3.0%	0.0%	0.3%	2.7%	1.7%	--	--	--	10.3%	--	--	--

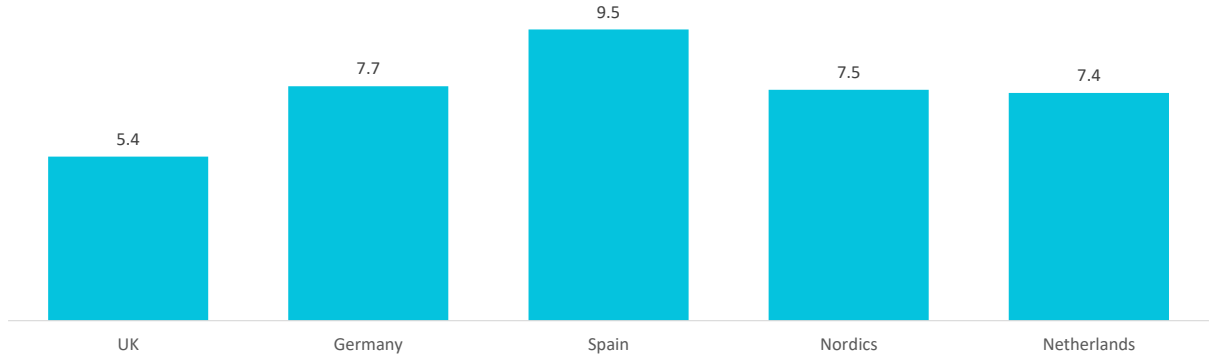
Visited islands during their trip (with overnight staying)

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Lanzarote	0.6%	0.0%	0.0%	0.9%	0.0%	--	--	--	0.0%	--	--	--
Fuerteventura	0.3%	0.0%	0.0%	0.3%	1.7%	--	--	--	0.0%	--	--	--
Gran Canaria	2.8%	0.4%	0.6%	3.3%	2.5%	--	--	--	0.0%	--	--	--
Tenerife	5.8%	3.0%	2.7%	5.8%	0.0%	--	--	--	10.3%	--	--	--
La Gomera	1.3%	0.4%	0.7%	0.0%	0.0%	--	--	--	10.3%	--	--	--
La Palma	100.0%	100.0%	100.0%	100.0%	100.0%	--	--	--	100.0%	--	--	--
El Hierro	0.6%	0.0%	0.0%	0.8%	0.0%	--	--	--	0.0%	--	--	--
Cruise	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--

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%	18.7%	0.8%	0.0%	10.3%	--	--	--	4.3%	--	--	--
1 - 2 hours	3.9%	19.1%	2.0%	0.8%	14.4%	--	--	--	2.1%	--	--	--
3 - 6 hours	26.2%	23.7%	30.2%	15.6%	15.0%	--	--	--	35.8%	--	--	--
7 - 12 hours	60.9%	34.3%	63.1%	73.8%	42.6%	--	--	--	49.6%	--	--	--
More than 12 hours	6.5%	4.1%	3.9%	9.9%	17.6%	--	--	--	8.1%	--	--	--
Outdoor time per day	8.0	5.4	7.7	9.5	7.5	--	--	--	7.4	--	--	--

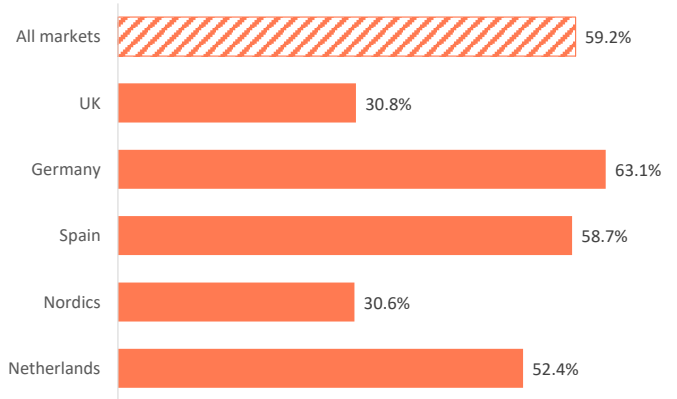
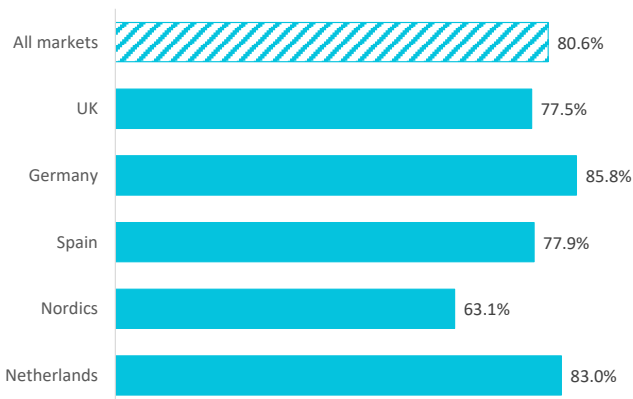


Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Walk, wander	80.6%	77.5%	85.8%	77.9%	63.1%	--	--	--	83.0%	--	--	--
Explore the island on their own	71.8%	39.4%	75.4%	76.7%	70.9%	--	--	--	77.8%	--	--	--
Beach	59.2%	30.8%	63.1%	58.7%	30.6%	--	--	--	52.4%	--	--	--
Hiking	55.6%	22.2%	60.4%	54.0%	37.3%	--	--	--	63.6%	--	--	--
Taste Canarian gastronomy	44.0%	21.4%	50.1%	56.6%	33.0%	--	--	--	26.3%	--	--	--
Swimming pool, hotel facilities	41.7%	75.8%	29.4%	54.8%	49.4%	--	--	--	50.6%	--	--	--
Organized excursions	24.7%	30.3%	22.3%	31.6%	12.7%	--	--	--	33.0%	--	--	--
Museums / exhibitions	23.2%	16.8%	25.3%	22.4%	4.8%	--	--	--	26.3%	--	--	--
Wineries / markets / popular festivals	19.3%	11.0%	23.1%	21.8%	2.8%	--	--	--	7.4%	--	--	--
Other Nature Activities	18.3%	9.1%	19.3%	18.8%	8.6%	--	--	--	13.0%	--	--	--
Astronomical observation	16.5%	12.7%	13.8%	17.3%	6.2%	--	--	--	31.4%	--	--	--
Sea excursions / whale watching	9.1%	9.3%	6.5%	10.3%	2.2%	--	--	--	19.7%	--	--	--
Running	6.2%	4.4%	3.3%	5.0%	7.6%	--	--	--	27.3%	--	--	--
Swim	4.0%	9.1%	1.2%	1.0%	2.3%	--	--	--	21.1%	--	--	--
Nightlife / concerts / shows	3.8%	6.8%	1.2%	5.0%	1.7%	--	--	--	1.2%	--	--	--
Scuba Diving	3.6%	0.5%	2.7%	4.2%	0.0%	--	--	--	11.0%	--	--	--
Theme parks	3.2%	2.3%	2.0%	2.5%	1.3%	--	--	--	10.5%	--	--	--
Practice other sports	2.4%	3.0%	2.4%	1.7%	5.8%	--	--	--	2.0%	--	--	--
Cycling / Mountain bike	1.9%	1.1%	2.8%	0.7%	3.4%	--	--	--	0.0%	--	--	--
Beauty and health treatments	1.8%	7.0%	0.8%	1.9%	3.8%	--	--	--	0.0%	--	--	--
Surf	0.6%	0.0%	0.0%	0.3%	0.6%	--	--	--	0.0%	--	--	--
Golf	0.3%	2.3%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Windsurf / Kitesurf	0.1%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--

WALK, WANDER

BEACH



Tourist profile by markets by markets

LA PALMA (2024)

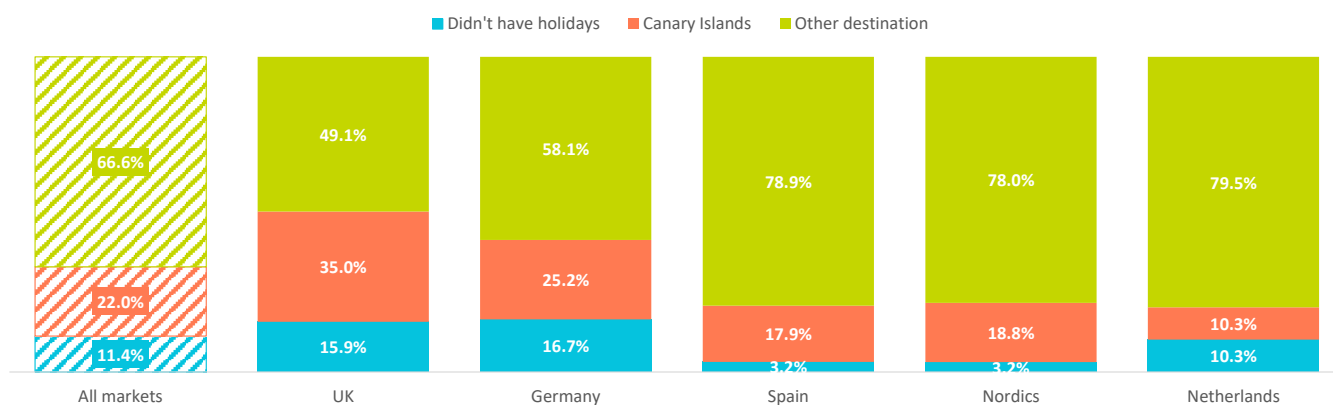


COMPETITORS

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	11.4%	15.9%	16.7%	3.2%	3.2%	--	--	--	10.3%	--	--	--
Canary Islands	22.0%	35.0%	25.2%	17.9%	18.8%	--	--	--	10.3%	--	--	--
Other destination	66.6%	49.1%	58.1%	78.9%	78.0%	--	--	--	79.5%	--	--	--
Balearic Islands	4.0%	1.1%	3.6%	6.8%	2.0%	--	--	--	3.6%	--	--	--
Rest of Spain	13.8%	8.2%	4.4%	36.2%	3.1%	--	--	--	13.3%	--	--	--
Italy	9.9%	5.8%	9.7%	5.5%	26.1%	--	--	--	16.8%	--	--	--
France	5.6%	1.8%	6.1%	2.8%	10.7%	--	--	--	7.1%	--	--	--
Turkey	1.1%	3.9%	0.9%	1.3%	1.4%	--	--	--	1.1%	--	--	--
Greece	4.6%	3.6%	3.5%	2.9%	16.1%	--	--	--	5.7%	--	--	--
Portugal	6.8%	5.0%	7.8%	7.4%	2.6%	--	--	--	9.2%	--	--	--
Croatia	1.6%	1.9%	1.0%	1.5%	0.0%	--	--	--	2.5%	--	--	--
Egypt	0.6%	1.9%	0.0%	1.6%	0.0%	--	--	--	0.0%	--	--	--
Tunisia	0.2%	0.0%	0.0%	0.1%	0.0%	--	--	--	0.0%	--	--	--
Morocco	1.6%	0.4%	1.3%	2.1%	0.5%	--	--	--	0.3%	--	--	--
Others	16.9%	15.4%	19.9%	10.8%	15.7%	--	--	--	19.8%	--	--	--

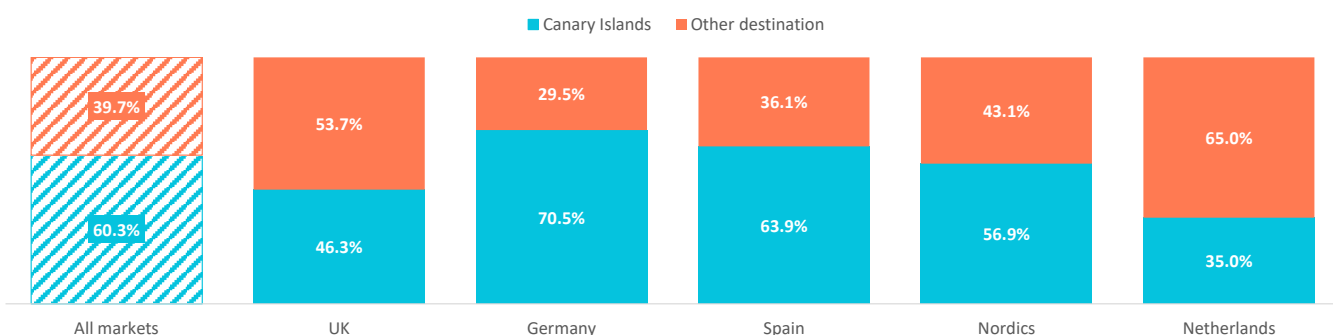
* Percentage of valid answers



What other destinations did they consider for this trip? *

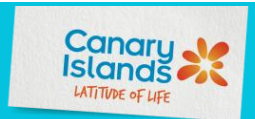
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	31.6%	13.8%	36.7%	38.0%	22.4%	--	--	--	17.3%	--	--	--
Canary Islands (other island)	28.8%	32.5%	33.8%	25.8%	34.5%	--	--	--	17.6%	--	--	--
Other destination	39.7%	53.7%	29.5%	36.1%	43.1%	--	--	--	65.0%	--	--	--
Balearic Islands	5.1%	11.0%	4.8%	5.3%	0.4%	--	--	--	1.8%	--	--	--
Rest of Spain	6.5%	4.8%	2.8%	13.5%	8.3%	--	--	--	8.5%	--	--	--
Italy	5.6%	4.0%	5.0%	4.6%	6.6%	--	--	--	11.6%	--	--	--
France	1.7%	0.3%	0.5%	0.9%	2.5%	--	--	--	5.9%	--	--	--
Turkey	1.3%	3.9%	1.0%	0.4%	2.9%	--	--	--	1.3%	--	--	--
Greece	6.6%	11.4%	5.7%	4.0%	6.7%	--	--	--	10.9%	--	--	--
Portugal	7.6%	7.2%	7.5%	4.7%	8.8%	--	--	--	10.6%	--	--	--
Croatia	1.6%	3.1%	0.3%	0.8%	2.8%	--	--	--	7.0%	--	--	--
Egypt	1.2%	4.7%	0.7%	0.1%	3.0%	--	--	--	0.9%	--	--	--
Others	2.5%	3.1%	1.2%	1.7%	1.0%	--	--	--	6.5%	--	--	--

* Percentage of valid answers



Tourist profile by markets by markets

LA PALMA (2024)



TOURIST TAX (Data available from Q2 2024)

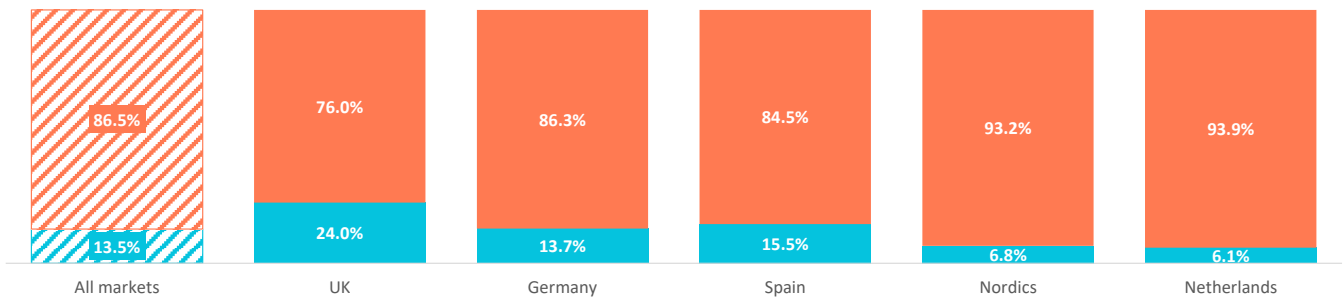
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	45.5%	45.0%	36.9%	51.4%	75.1%	--	--	--	68.7%	--	--	--
No	30.1%	43.3%	29.9%	33.7%	5.2%	--	--	--	9.4%	--	--	--
Not remember	24.4%	11.7%	33.2%	14.9%	19.7%	--	--	--	21.9%	--	--	--

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	13.5%	24.0%	13.7%	15.5%	6.8%	--	--	--	6.1%	--	--	--
No	86.5%	76.0%	86.3%	84.5%	93.2%	--	--	--	93.9%	--	--	--

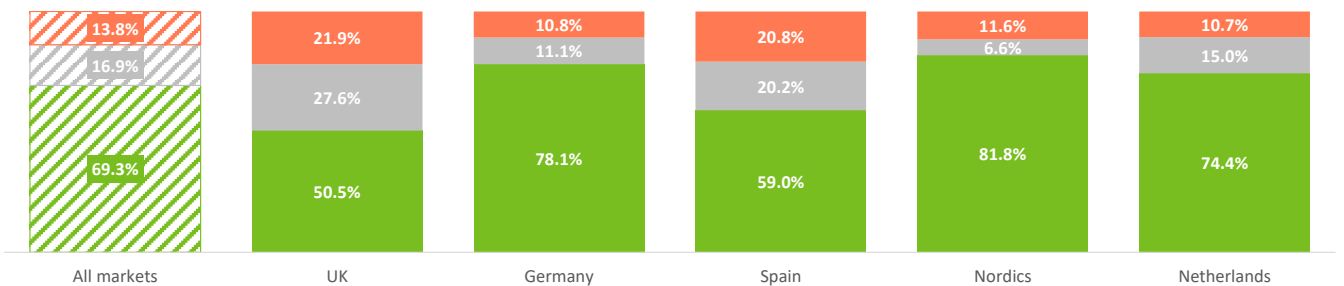
■ Yes ■ No



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	69.3%	50.5%	78.1%	59.0%	81.8%	--	--	--	74.4%	--	--	--
- For any purpose of the Canary Islands Government	14.9%	4.4%	16.8%	7.7%	38.8%	--	--	--	19.0%	--	--	--
- Only to improve living conditions	11.5%	14.0%	14.0%	10.0%	3.7%	--	--	--	17.7%	--	--	--
- Only to improve economic development	5.7%	4.0%	7.4%	8.1%	3.6%	--	--	--	0.7%	--	--	--
- Only to improve and protect the environment	26.7%	14.8%	31.0%	24.3%	32.0%	--	--	--	17.6%	--	--	--
- Only to improve the quality of the tourist environment	3.3%	1.7%	1.8%	3.5%	2.6%	--	--	--	10.0%	--	--	--
- Other purposes	7.2%	11.5%	7.0%	5.3%	1.2%	--	--	--	9.2%	--	--	--
Not sure	16.9%	27.6%	11.1%	20.2%	6.6%	--	--	--	15.0%	--	--	--
No	13.8%	21.9%	10.8%	20.8%	11.6%	--	--	--	10.7%	--	--	--

■ Yes ■ Not sure ■ No

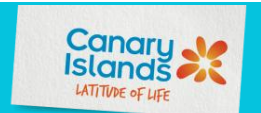


How much would they be willing to pay?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Up to 1 euro	33.7%	21.0%	25.3%	40.6%	6.7%	--	--	--	34.9%	--	--	--
Up to 2 euros	39.7%	47.9%	43.0%	37.0%	51.1%	--	--	--	45.8%	--	--	--
Up to 3 euros	19.1%	22.3%	20.9%	17.5%	37.3%	--	--	--	15.4%	--	--	--
More than 3 euros	7.5%	8.7%	10.9%	4.9%	4.9%	--	--	--	3.9%	--	--	--

Tourist profile by markets by markets

LA PALMA (2024)

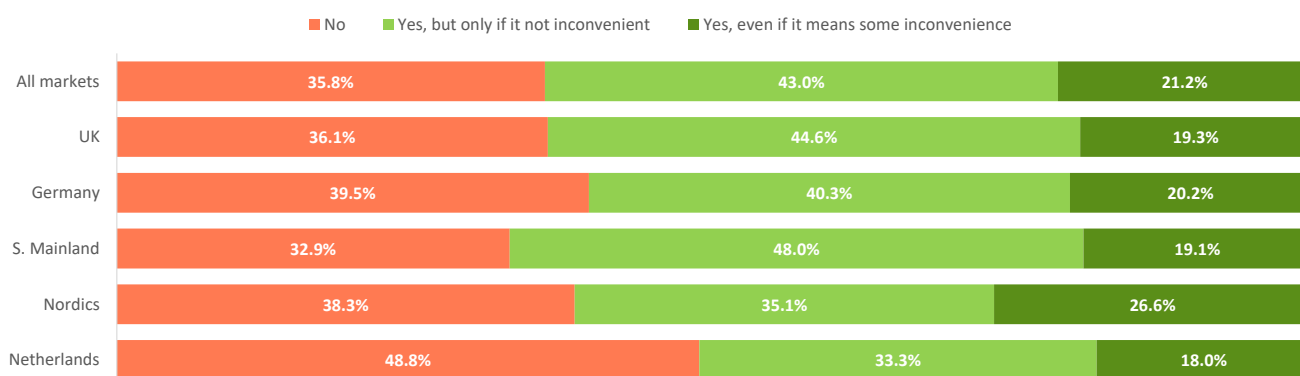


PLACES VISITED ON LA PALMA

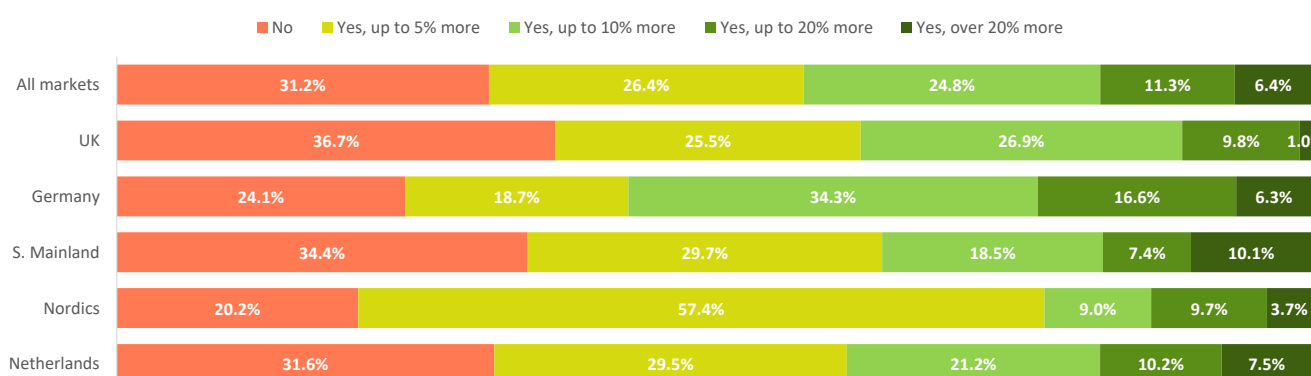
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland etherlands	Belgium	Poland	Switzerland
Santa Cruz de La Palma	78.2%	49.1%	76.6%	88.5%	69.2%	--	--	--	83.7%	--	--
Tazacorte Harbour	59.8%	24.4%	61.7%	73.5%	36.0%	--	--	--	54.5%	--	--
Los Llanos de Aridane	58.8%	23.4%	58.4%	72.7%	36.9%	--	--	--	63.7%	--	--
Caldera de Taburiente National Park	53.2%	24.4%	55.1%	61.9%	23.1%	--	--	--	52.0%	--	--
Cumbre vieja Volcano	52.2%	28.8%	49.0%	70.4%	43.7%	--	--	--	49.3%	--	--
Ruta de los Volcanes (Fuencaliente)	51.4%	27.6%	54.0%	60.6%	41.8%	--	--	--	48.0%	--	--
Roque de los Muchachos Observatory	47.7%	30.4%	47.0%	55.4%	28.4%	--	--	--	46.8%	--	--
Los Tilos Forest	20.8%	12.2%	22.8%	18.3%	5.8%	--	--	--	18.8%	--	--

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 etherlands	Belgium	Poland	Switzerland
Quality of life on the island	8.2	7.9	8.1	8.4	8.2	--	--	--	7.9	--	--
Tolerance towards tourism	8.6	8.6	8.6	9.0	8.5	--	--	--	7.9	--	--
Cleanliness of the island	8.6	8.6	8.4	8.7	8.8	--	--	--	8.1	--	--
Air quality	8.9	8.7	8.8	9.1	8.7	--	--	--	8.3	--	--
Rational water consumption	7.6	7.7	7.4	7.9	7.8	--	--	--	7.7	--	--
Energy saving	7.1	7.3	6.7	7.4	7.0	--	--	--	7.2	--	--
Use of renewable energy	6.8	7.0	6.3	7.0	7.2	--	--	--	6.9	--	--
Recycling	6.7	7.4	6.2	6.7	6.8	--	--	--	6.9	--	--
Easy to get around by public transport	7.2	7.6	7.2	7.1	7.7	--	--	--	7.0	--	--
Overcrowding in tourist areas	6.6	6.4	5.4	7.7	6.4	--	--	--	6.7	--	--
Supply of local products	7.5	6.8	7.6	7.7	7.4	--	--	--	7.2	--	--

* 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.