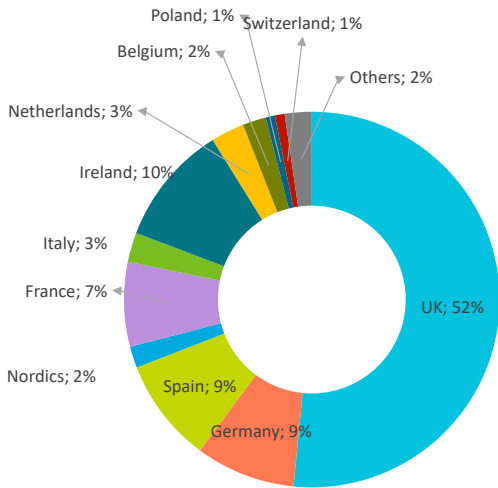


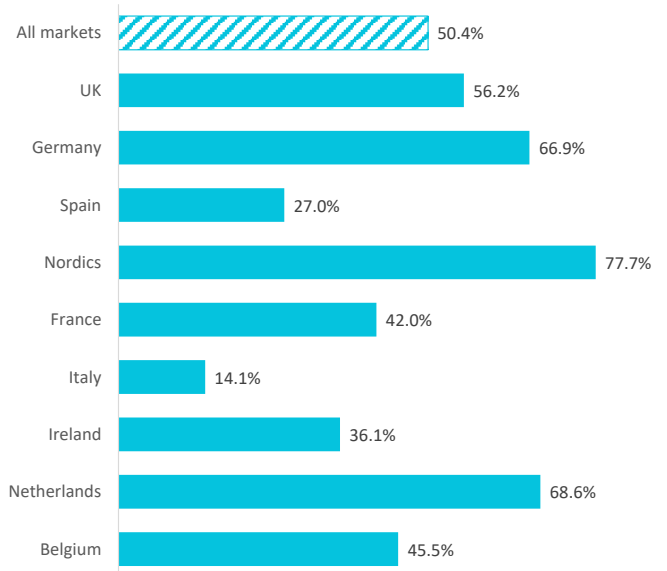
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	2,789,181	1,437,942	239,766	249,721	51,453	203,132	70,679	289,909	80,165	56,329	22,168	23,271
% Tourists	100%	51.6%	8.6%	9.0%	1.8%	7.3%	2.5%	10.4%	2.9%	2.0%	0.8%	0.8%
% tourists who book holiday package	50.4%	56.2%	66.9%	27.0%	77.7%	42.0%	14.1%	36.1%	68.6%	45.5%	--	--
Expenditure per tourist (€)	1,428	1,462	1,731	1,050	1,466	1,283	1,075	1,518	1,385	1,526	--	--
- book holiday package	1,590	1,578	1,806	1,251	1,535	1,466	1,522	1,616	1,487	1,943	--	--
- holiday package	1,325	1,309	1,576	1,010	1,294	1,297	1,289	1,156	1,263	1,731	--	--
- others	266	269	230	241	242	169	233	459	224	212	--	--
- do not book holiday package	1,264	1,314	1,579	976	1,224	1,150	1,002	1,464	1,164	1,177	--	--
- flight	327	329	541	225	387	273	258	394	294	310	--	--
- accommodation	480	506	473	414	229	460	378	531	482	425	--	--
- others	457	479	565	338	608	418	366	539	387	442	--	--
Average length of stay	8.78	8.57	12.08	6.84	8.95	7.95	8.02	9.15	8.92	9.26	--	--
Average daily expenditure (€)	177.9	183.5	176.0	164.9	183.3	169.3	143.4	181.5	165.4	177.1	--	--
Average daily expenditure without flight (€)	127.8	132.5	116.7	126.2	113.1	122.7	104.5	130.6	119.8	127.8	--	--
Average cost of the flight (€)	400.0	399.5	591.4	246.5	545.4	344.4	284.6	416.4	380.5	424.1	--	--
Total turnover (≥ 16 years old) (€m)	3,983	2,103	415	262	75	261	76	440	111	86	--	--
% Tourists	100%	52.8%	10.4%	6.6%	1.9%	6.5%	1.9%	11.1%	2.8%	2.2%	--	--
Turnover without flight (≥ 16 years old) (€m)	2,868	1,528	273	201	47	191	56	320	81	62	--	--
Tourist arrivals (FRONTUR)	3,238,044	1,670,066	268,077	286,386	61,022	231,320	78,133	356,812	93,089	64,508	--	--
Passenger arrivals on non-stop flights (AENA)	3,660,281	1,690,057	275,686	737,359	58,032	183,821	75,407	344,246	89,905	54,410	--	--
Children <16 years old (FRONTUR - EGT)	448,863	232,124	28,311	36,665	9,569	28,188	7,454	66,903	12,924	8,179	--	--

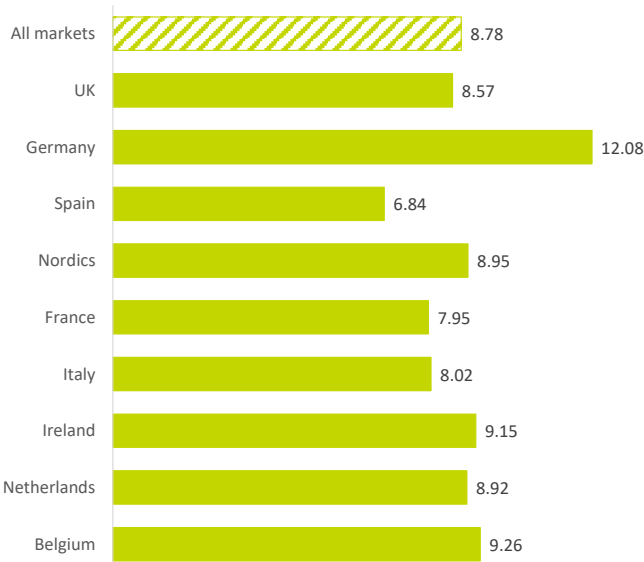
% TOURISTS (≥ 16 years old)



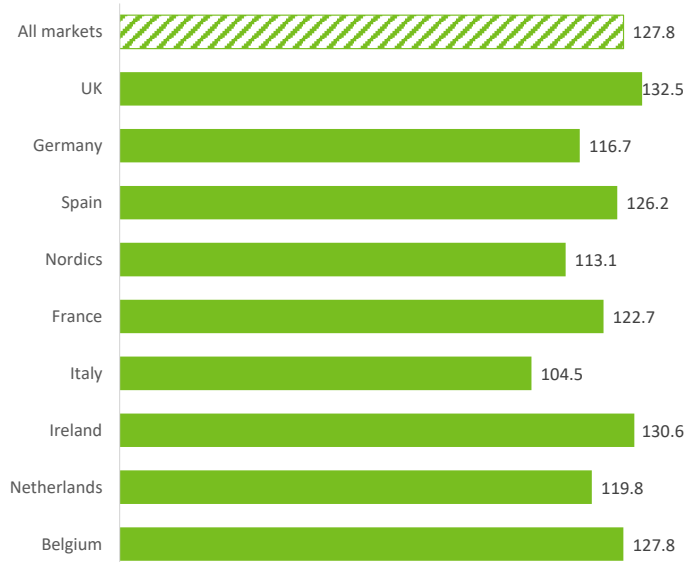
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



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	90.7%	90.4%	90.4%	90.4%	81.8%	94.4%	92.8%	91.7%	93.3%	87.2%	--	--
- Additional accommodation expenses	4.6%	3.2%	4.5%	7.2%	3.1%	7.4%	6.6%	5.4%	3.6%	1.8%	--	--
Transport:												
- National/International Transport	97.6%	98.0%	97.9%	95.7%	93.4%	96.8%	98.5%	98.6%	96.0%	98.4%	--	--
- Flights between islands	5.7%	3.4%	4.1%	12.1%	3.3%	9.9%	17.2%	6.5%	5.4%	4.4%	--	--
- Taxi	47.9%	59.1%	42.4%	15.9%	29.5%	31.5%	23.6%	54.0%	45.0%	33.3%	--	--
- Car rental	32.6%	20.7%	47.6%	68.7%	19.1%	56.1%	67.9%	14.2%	40.8%	42.0%	--	--
- Public transport	7.4%	7.8%	9.3%	4.2%	4.0%	4.3%	6.0%	9.6%	7.5%	7.2%	--	--
Food and drink:												
- Food purchases at supermarkets	59.7%	60.9%	56.6%	54.6%	60.7%	48.0%	66.7%	68.1%	61.4%	60.8%	--	--
- Restaurants	68.0%	69.1%	58.1%	70.0%	52.2%	59.3%	78.5%	80.0%	59.9%	69.5%	--	--
Leisure:												
- Organized excursions	22.9%	13.9%	28.5%	46.0%	14.6%	37.4%	43.7%	20.5%	25.7%	35.9%	--	--
- Sport activities	6.5%	5.7%	6.8%	6.0%	5.4%	7.6%	7.3%	6.8%	7.1%	20.8%	--	--
- Cultural activities	3.8%	2.4%	5.6%	5.7%	2.9%	4.8%	4.7%	3.8%	10.9%	4.0%	--	--
- Museums	12.2%	6.2%	18.7%	24.7%	1.7%	29.2%	31.9%	3.4%	11.8%	23.1%	--	--
- Theme Parks	6.1%	6.2%	4.4%	4.7%	1.8%	4.4%	12.2%	8.9%	2.9%	2.7%	--	--
- Discos and pubs	10.6%	12.4%	3.6%	4.9%	2.1%	3.7%	7.4%	24.2%	2.2%	8.5%	--	--
- Wellness	3.4%	3.3%	3.5%	2.5%	3.1%	1.8%	4.0%	4.7%	5.6%	5.2%	--	--
Purchases of goods:												
- Souvenirs	43.4%	42.3%	42.1%	46.0%	29.3%	44.9%	44.1%	50.6%	38.0%	39.0%	--	--
- Real estate	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	--	--
- Other purchases	0.7%	0.7%	1.2%	0.3%	1.6%	0.7%	0.7%	0.1%	1.4%	0.6%	--	--
Others:												
- Medical expenses	6.8%	6.0%	8.0%	7.1%	3.3%	3.7%	8.3%	12.9%	7.2%	4.9%	--	--
- Other expenses	4.5%	4.4%	4.7%	5.0%	6.7%	3.8%	5.5%	4.8%	4.5%	4.3%	--	--

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:												
- Accommodation	824	876	926	607	736	816	581	731	846	995	--	--
- Additional accommodation expenses	125	138	115	83	77	192	119	99	115	144	--	--
Transport:												
- National/International Transport	682	671	964	513	879	643	505	715	638	642	--	--
- Flights between islands	410	408	604	258	584	356	289	422	396	431	--	--
- Taxi	59	58	65	65	103	53	45	62	38	28	--	--
- Car rental	77	75	136	61	69	96	59	57	86	50	--	--
- Public transport	110	107	136	100	111	107	101	134	107	118	--	--
- Other purchases	26	24	22	29	12	31	11	39	11	15	--	--
Food and drink:												
- Food purchases at supermarkets	331	357	299	218	447	248	238	421	265	267	--	--
- Restaurants	113	117	121	67	204	87	97	135	83	90	--	--
- Other purchases	219	240	178	150	243	162	141	286	182	177	--	--
Leisure:												
- Organized excursions	522	542	534	398	428	508	335	620	388	439	--	--
- Sport activities	88	91	92	83	65	93	66	102	75	68	--	--
- Cultural activities	94	94	126	68	107	88	62	80	107	117	--	--
- Museums	57	66	59	46	16	74	43	69	41	36	--	--
- Theme Parks	49	49	42	49	75	55	39	91	33	64	--	--
- Discos and pubs	68	81	44	52	52	44	48	68	65	32	--	--
- Wellness	101	94	83	67	42	82	39	142	22	50	--	--
- Other purchases	66	67	90	34	70	72	37	69	46	73	--	--
Purchases of goods:												
- Souvenirs	601	652	517	80	241	96	75	802	104	190	--	--
- Real estate	82	84	78	57	191	69	47	102	64	80	--	--
- Other purchases	354	416	0	0	0	0	0	200	0	0	--	--
- Other purchases	165	152	439	23	50	26	28	500	41	110	--	--
Others:												
- Medical expenses	116	111	141	101	113	57	136	130	169	117	--	--
- Other expenses	38	31	57	32	81	17	50	50	38	57	--	--
- Other expenses	78	79	84	70	32	41	85	81	131	59	--	--



TOURIST PROFILE

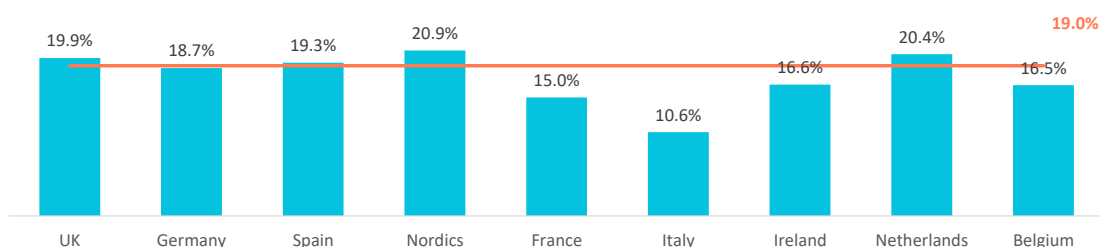
Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	47.5%	44.9%	57.1%	50.2%	55.6%	49.3%	51.6%	42.9%	52.4%	50.0%	--	--
Percentage of women	52.5%	55.1%	42.9%	49.8%	44.4%	50.7%	48.4%	57.1%	47.6%	50.0%	--	--
Age												
Average age (tourists above 16 years old)	50.83	53.60	51.09	42.83	51.07	45.78	44.54	53.45	50.35	47.11	--	--
Standard deviation	16.4	15.9	15.3	15.2	17.1	16.6	16.2	15.5	17.3	16.9	--	--
Age range												
16-24 years old	6.5%	4.2%	4.7%	13.1%	8.9%	12.7%	9.3%	6.2%	5.0%	9.8%	--	--
25-30 years old	7.4%	4.9%	6.4%	14.5%	8.8%	12.3%	16.8%	3.6%	10.0%	11.5%	--	--
31-45 years old	25.2%	23.6%	28.0%	30.6%	18.8%	25.6%	27.7%	20.3%	28.2%	25.7%	--	--
46-60 years old	27.6%	28.0%	28.4%	27.0%	29.4%	27.0%	24.7%	29.9%	26.3%	26.6%	--	--
Over 60 years old	33.3%	39.4%	32.5%	14.8%	34.0%	22.4%	21.5%	40.0%	30.6%	26.3%	--	--
Occupation												
Salaried worker	53.6%	51.1%	56.2%	60.9%	45.7%	60.7%	46.3%	53.9%	57.8%	45.1%	--	--
Self-employed	10.3%	10.5%	7.4%	11.6%	5.0%	7.5%	20.2%	9.2%	9.5%	17.3%	--	--
Unemployed	0.7%	0.2%	0.9%	2.2%	3.4%	1.2%	1.9%	1.0%	0.0%	0.0%	--	--
Business owner	6.2%	4.7%	8.0%	8.3%	12.1%	6.5%	4.3%	6.3%	8.4%	8.2%	--	--
Student	2.8%	1.5%	2.6%	6.1%	8.2%	5.8%	7.4%	1.3%	1.6%	3.3%	--	--
Retired	25.3%	31.3%	22.4%	9.2%	24.9%	17.6%	18.7%	26.3%	21.1%	25.0%	--	--
Unpaid domestic work	0.5%	0.4%	0.2%	0.6%	0.0%	0.1%	0.1%	1.1%	0.2%	0.8%	--	--
Others	0.7%	0.3%	2.3%	1.0%	0.7%	0.6%	1.1%	0.8%	1.3%	0.3%	--	--
Annual household income level												
Less than €25,000	11.4%	9.8%	7.1%	20.8%	6.6%	17.2%	19.7%	9.2%	6.1%	8.1%	--	--
€25,000 - €49,999	32.9%	30.0%	28.8%	44.7%	22.5%	40.1%	49.7%	28.6%	39.3%	37.6%	--	--
€50,000 - €74,999	25.5%	26.4%	31.4%	21.3%	26.8%	20.8%	13.5%	26.4%	28.5%	34.8%	--	--
More than €74,999	30.3%	33.9%	32.7%	13.1%	44.1%	21.9%	17.1%	35.8%	26.1%	19.5%	--	--
Education level												
No studies	5.4%	9.5%	0.4%	0.3%	0.0%	1.1%	0.0%	2.7%	1.3%	1.2%	--	--
Primary education	1.3%	0.5%	3.3%	4.1%	4.6%	2.0%	0.9%	0.6%	0.0%	2.1%	--	--
Secondary education	19.8%	18.5%	20.6%	17.3%	24.4%	20.6%	8.5%	23.5%	42.8%	21.9%	--	--
Higher education	73.4%	71.5%	75.7%	78.2%	70.9%	76.3%	90.6%	73.2%	56.0%	74.8%	--	--

Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	5.6%	4.8%	8.7%	6.8%	13.2%	3.5%	10.0%	4.6%	3.4%	12.5%	--	--
Only with partner	49.2%	50.5%	51.4%	48.7%	27.2%	45.6%	50.0%	52.3%	47.1%	47.9%	--	--
Only with children (< 13 years old)	4.6%	3.9%	7.1%	5.8%	6.1%	5.6%	3.1%	4.0%	4.2%	4.7%	--	--
Partner + children (< 13 years old)	7.0%	6.9%	8.3%	8.5%	7.2%	3.8%	4.9%	5.8%	8.3%	7.0%	--	--
Other relatives	12.1%	13.5%	5.0%	9.9%	10.8%	13.3%	6.0%	15.0%	11.2%	4.8%	--	--
Friends	5.8%	5.2%	5.5%	6.8%	7.2%	9.8%	7.5%	4.4%	6.5%	5.8%	--	--
Work colleagues	0.2%	0.0%	0.1%	0.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--
Organized trip	0.1%	0.1%	0.1%	0.2%	0.3%	0.0%	0.3%	0.0%	0.0%	1.0%	--	--
Other combinations ⁽²⁾	15.4%	15.0%	13.8%	12.5%	27.6%	18.4%	18.2%	13.9%	19.4%	16.3%	--	--
<i>⁽²⁾ Different situations have been isolated</i>												
Tourists with children	19.0%	19.9%	18.7%	19.3%	20.9%	15.0%	10.6%	16.6%	20.4%	16.5%	--	--
- Between 0 and 2 years old	1.3%	1.5%	1.0%	1.5%	1.4%	0.9%	1.6%	0.2%	1.9%	0.0%	--	--
- Between 3 and 12 years old	16.3%	16.8%	16.6%	16.6%	19.5%	12.7%	8.7%	15.6%	17.8%	13.5%	--	--
- Between 0-2 and 3-12 years old	1.4%	1.6%	1.1%	1.2%	0.0%	1.3%	0.3%	0.8%	0.7%	3.0%	--	--
Tourists without children	81.0%	80.1%	81.3%	80.7%	79.1%	85.0%	89.4%	83.4%	79.6%	83.5%	--	--
Group composition:												
- 1 person	7.8%	7.4%	10.1%	8.5%	17.4%	5.8%	12.5%	6.5%	4.1%	12.5%	--	--
- 2 people	55.5%	55.0%	60.1%	56.0%	34.4%	55.8%	59.2%	58.7%	58.6%	62.6%	--	--
- 3 people	11.7%	11.1%	11.9%	12.6%	14.6%	14.5%	6.8%	9.9%	12.8%	8.7%	--	--
- 4 or 5 people	18.8%	19.5%	16.0%	18.5%	18.4%	18.9%	16.5%	19.8%	17.0%	12.0%	--	--
- 6 or more people	6.1%	7.0%	2.0%	4.3%	15.2%	5.0%	5.0%	5.1%	7.6%	4.1%	--	--
Average group size:	2.79	2.84	2.47	2.70	3.10	2.84	2.61	2.76	2.90	2.46	--	--

*People who share the main expenses of the trip



TRIP MOTIVATION AND DESTINATION CHOICE

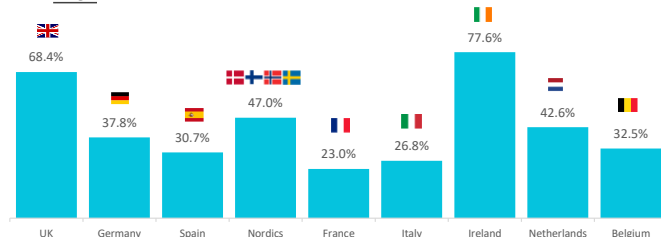
What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	95.2%	96.4%	92.3%	90.2%	81.2%	97.4%	95.1%	98.7%	98.9%	88.4%	--	--
Family reasons	3.4%	2.8%	4.1%	6.8%	10.8%	2.1%	4.4%	1.0%	1.1%	8.8%	--	--
Business	0.3%	0.1%	0.7%	1.2%	0.5%	0.0%	0.4%	0.0%	0.0%	0.0%	--	--
Education and training	0.1%	0.0%	0.4%	0.3%	0.7%	0.0%	0.0%	0.1%	0.0%	0.0%	--	--
Sports training	0.6%	0.4%	1.3%	0.5%	6.0%	0.5%	0.0%	0.0%	0.0%	2.8%	--	--
Health	0.1%	0.0%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--
Conventions and Exhibitions	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	--	--
Others	0.2%	0.2%	0.5%	0.1%	0.7%	0.0%	0.2%	0.2%	0.0%	0.0%	--	--

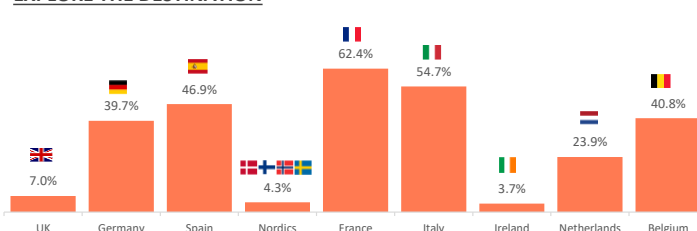
What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	55.8%	68.4%	37.8%	30.7%	47.0%	23.0%	26.8%	77.6%	42.6%	32.5%	--	--
Enjoy family time	13.7%	14.4%	11.7%	15.2%	26.9%	6.8%	11.3%	12.0%	16.8%	12.3%	--	--
Have fun	7.1%	8.2%	4.6%	4.9%	8.8%	5.7%	2.8%	5.3%	15.1%	7.6%	--	--
Explore the destination	20.7%	7.0%	39.7%	46.9%	4.3%	62.4%	54.7%	3.7%	23.9%	40.8%	--	--
Practice their hobbies	1.8%	1.1%	5.0%	1.2%	11.4%	1.2%	4.1%	0.3%	1.0%	5.0%	--	--
Other reasons	0.9%	0.9%	1.3%	1.1%	1.6%	0.9%	0.3%	1.1%	0.7%	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
Climate	75.0%	77.9%	77.8%	59.4%	70.9%	70.7%	71.5%	78.3%	72.8%	77.6%	--	--
Safety	60.2%	66.6%	52.9%	42.3%	37.6%	47.4%	43.9%	75.8%	30.7%	46.2%	--	--
Tranquility	53.0%	52.5%	51.4%	54.6%	36.3%	54.7%	53.6%	61.1%	46.2%	51.9%	--	--
Accommodation supply	48.6%	57.1%	35.9%	25.6%	32.6%	39.0%	25.1%	61.4%	37.2%	34.4%	--	--
Effortless trip	42.0%	48.4%	41.8%	27.7%	17.3%	26.2%	30.6%	52.5%	12.6%	25.4%	--	--
Price	41.4%	46.7%	24.2%	28.2%	22.0%	43.1%	27.3%	58.3%	23.9%	27.2%	--	--
Sea	41.3%	34.9%	60.6%	44.7%	44.9%	51.3%	57.2%	38.0%	37.4%	38.6%	--	--
Environment	37.6%	36.9%	28.6%	41.1%	24.8%	50.1%	74.3%	34.2%	14.1%	28.2%	--	--
European belonging	37.2%	34.2%	39.2%	38.7%	39.5%	36.2%	33.8%	49.3%	29.4%	37.5%	--	--
Beaches	34.5%	29.0%	43.8%	40.8%	35.8%	40.6%	53.9%	37.2%	31.6%	23.7%	--	--
Landscapes	34.3%	24.8%	43.2%	55.8%	22.0%	67.1%	72.9%	18.5%	21.2%	41.7%	--	--
Gastronomy	27.2%	28.7%	21.2%	26.7%	21.9%	21.6%	17.9%	34.0%	16.7%	23.9%	--	--
Authenticity	25.4%	20.7%	22.5%	36.5%	12.7%	45.4%	34.1%	25.6%	17.5%	29.4%	--	--
Fun possibilities	19.7%	20.0%	13.7%	19.6%	29.6%	14.4%	6.7%	25.6%	36.6%	16.5%	--	--
Culture	11.7%	11.0%	9.1%	13.9%	7.0%	18.8%	12.1%	9.3%	9.0%	10.2%	--	--
Historical heritage	11.0%	8.6%	10.2%	20.7%	5.9%	19.0%	15.3%	6.9%	6.9%	12.6%	--	--
Exoticism	10.1%	6.7%	6.7%	17.1%	12.3%	26.0%	14.7%	7.7%	15.0%	8.3%	--	--
Shopping	8.2%	8.0%	9.8%	4.2%	4.0%	9.8%	4.6%	12.8%	5.1%	8.3%	--	--
Hiking trail network	7.8%	3.6%	11.8%	10.0%	10.2%	19.2%	27.3%	3.0%	9.9%	13.0%	--	--
Nightlife	5.9%	6.3%	1.6%	4.5%	5.7%	5.5%	2.1%	9.7%	2.6%	8.6%	--	--

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	55.6%	65.6%	52.4%	34.4%	58.2%	25.3%	36.6%	65.0%	39.5%	40.0%	--	--
Friends or relatives	27.2%	26.4%	19.7%	34.6%	25.7%	31.8%	34.6%	27.3%	19.4%	35.8%	--	--
Internet or social media	53.5%	53.3%	55.5%	56.2%	37.6%	59.0%	65.2%	44.6%	60.8%	48.0%	--	--
Mass Media	1.9%	2.3%	1.4%	1.6%	0.0%	1.8%	1.6%	1.1%	0.3%	2.4%	--	--
Travel guides and magazines	7.2%	5.6%	12.5%	3.4%	2.0%	19.1%	11.2%	3.8%	7.0%	8.5%	--	--
Travel Blogs or Forums	6.7%	4.3%	6.6%	12.1%	3.8%	13.9%	17.4%	5.5%	4.7%	5.7%	--	--
Travel TV Channels	0.8%	0.8%	1.7%	0.6%	0.9%	0.3%	2.7%	0.9%	0.0%	0.0%	--	--
Tour Operator or Travel Agency	19.6%	21.1%	27.4%	13.1%	21.7%	19.1%	8.9%	14.1%	22.8%	18.9%	--	--
Public administrations or similar	0.5%	0.6%	0.6%	0.9%	0.0%	0.6%	1.3%	0.2%	0.0%	0.0%	--	--
Others	2.7%	2.8%	1.9%	4.2%	2.2%	2.7%	1.1%	2.2%	2.0%	1.0%	--	--

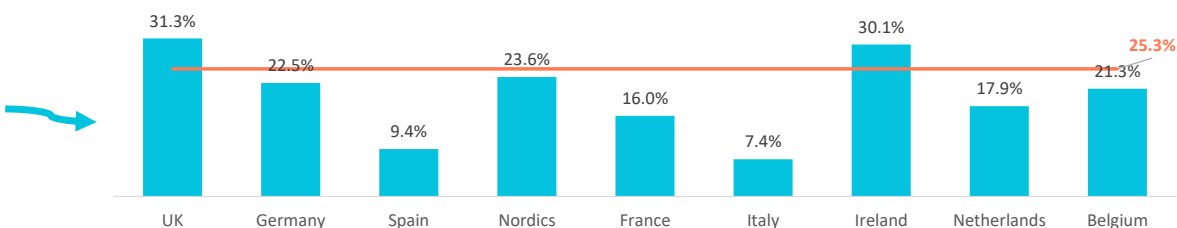
* Multi-choice question

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	0.5%	0.4%	0.4%	1.1%	0.3%	0.6%	1.1%	0.3%	0.0%	1.1%	--	--
Between 1 and 30 days	19.1%	18.6%	16.3%	25.7%	24.1%	18.1%	24.0%	13.9%	19.4%	22.8%	--	--
Between 1 and 2 months	20.4%	18.1%	22.1%	27.4%	20.1%	24.5%	26.4%	18.8%	21.2%	16.3%	--	--
Between 3 and 6 months	34.7%	31.6%	38.8%	36.4%	31.9%	40.8%	41.1%	36.9%	41.6%	38.5%	--	--
More than 6 months	25.3%	31.3%	22.5%	9.4%	23.6%	16.0%	7.4%	30.1%	17.9%	21.3%	--	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



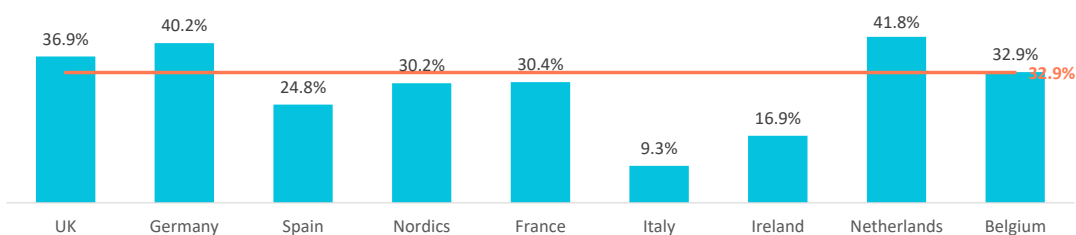
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	54.1%	52.5%	35.5%	68.4%	29.2%	56.8%	79.9%	66.3%	32.8%	52.4%	--	--
- Tour Operator or Travel Agency	45.9%	47.5%	64.5%	31.6%	70.8%	43.2%	20.1%	33.7%	67.2%	47.6%	--	--
Accommodation												
- Directly with the accommodation	41.9%	39.7%	27.0%	53.8%	26.2%	44.9%	67.8%	54.0%	22.5%	39.2%	--	--
- Tour Operator or Travel Agency	58.1%	60.3%	73.0%	46.2%	73.8%	55.1%	32.2%	46.0%	77.5%	60.8%	--	--

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	37.0%	35.2%	26.3%	34.3%	35.9%	39.9%	68.0%	53.5%	29.3%	31.3%	--	--
Bed and Breakfast	11.9%	13.0%	4.8%	12.4%	12.6%	7.6%	6.8%	16.4%	12.3%	11.3%	--	--
Half board	15.5%	13.5%	26.6%	24.9%	14.2%	13.1%	11.9%	11.1%	15.7%	16.0%	--	--
Full board	2.7%	1.5%	2.0%	3.6%	7.2%	8.9%	4.0%	2.1%	1.0%	8.5%	--	--
All inclusive	32.9%	36.9%	40.2%	24.8%	30.2%	30.4%	9.3%	16.9%	41.8%	32.9%	--	--

% TOURISTS WHO BOOK ALL INCLUSIVE

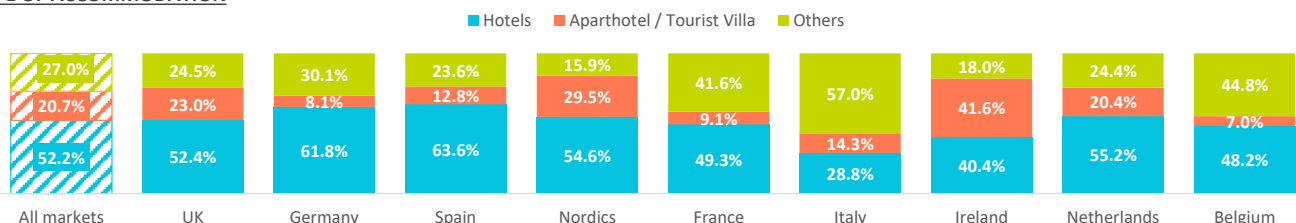


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	9.0%	7.3%	15.8%	9.4%	32.5%	9.1%	8.7%	7.4%	10.9%	6.2%	--	--
4* Hotel	33.2%	33.4%	37.5%	41.2%	21.6%	33.4%	17.1%	24.4%	38.3%	37.7%	--	--
5* Hotel / 5* Luxury Hotel	10.0%	11.7%	8.5%	13.0%	0.5%	6.9%	3.0%	8.6%	6.0%	4.3%	--	--
Aparthotel / Tourist Villa	20.7%	23.0%	8.1%	12.8%	29.5%	9.1%	14.3%	41.6%	20.4%	7.0%	--	--
House/room rented in a private dwelling	19.4%	18.1%	17.9%	16.3%	2.7%	31.7%	47.3%	14.7%	19.7%	27.0%	--	--
Private accommodation ⁽¹⁾	5.3%	5.1%	8.0%	5.1%	10.7%	3.5%	4.2%	2.9%	2.3%	11.8%	--	--
Others (Cottage, cruise, camping,...)	2.3%	1.3%	4.3%	2.2%	2.5%	6.5%	5.6%	0.4%	2.4%	6.0%	--	--

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

TYPE OF ACCOMMODATION



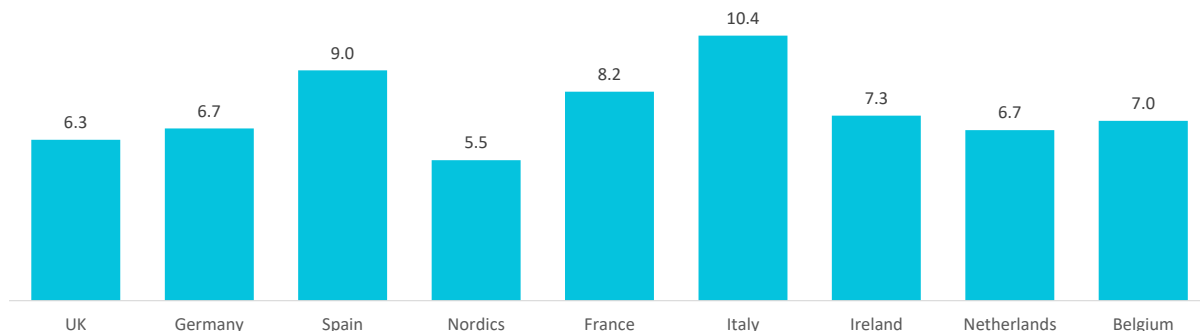
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
0 hours	2.2%	2.8%	1.2%	0.5%	14.0%	1.0%	0.4%	0.8%	2.2%	3.4%	--	--
1 - 2 hours	10.2%	13.7%	9.7%	3.4%	13.7%	3.3%	1.1%	7.6%	14.7%	8.4%	--	--
3 - 6 hours	38.1%	43.6%	43.6%	23.6%	39.7%	22.2%	8.6%	38.6%	38.7%	40.3%	--	--
7 - 12 hours	42.8%	34.2%	40.2%	58.9%	26.5%	67.6%	76.0%	48.2%	39.7%	38.2%	--	--
More than 12 hours	6.7%	5.8%	5.4%	13.6%	6.1%	6.0%	13.9%	4.8%	4.7%	9.7%	--	--
Outdoor time per day	7.0	6.3	6.7	9.0	5.5	8.2	10.4	7.3	6.7	7.0	--	--



7
ALL MARKETS

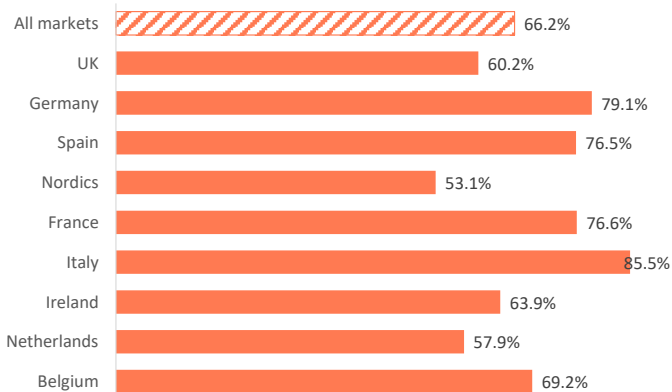
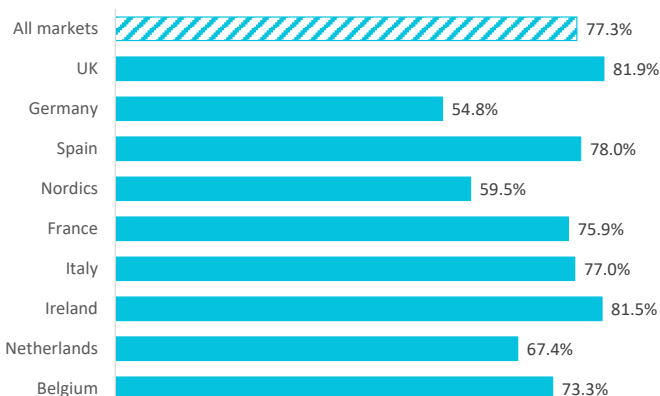


Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Walk, wander	77.3%	81.9%	54.8%	78.0%	59.5%	75.9%	77.0%	81.5%	67.4%	73.3%	--	--
Beach	66.2%	60.2%	79.1%	76.5%	53.1%	76.6%	85.5%	63.9%	57.9%	69.2%	--	--
Swimming pool, hotel facilities	59.9%	67.3%	35.3%	55.8%	56.2%	52.2%	26.1%	68.0%	58.4%	53.0%	--	--
Explore the island on their own	49.3%	38.7%	62.0%	76.8%	44.3%	75.1%	73.6%	34.3%	49.8%	63.2%	--	--
Taste Canarian gastronomy	27.5%	25.7%	36.3%	45.4%	12.1%	14.2%	41.1%	23.3%	24.8%	19.7%	--	--
Museums / exhibitions	19.7%	11.4%	28.0%	35.8%	10.9%	50.4%	38.5%	5.4%	24.1%	33.7%	--	--
Wineries / markets / popular festivals	17.4%	12.0%	24.1%	32.6%	5.7%	31.6%	34.7%	10.0%	11.3%	18.1%	--	--
Organized excursions	16.8%	12.7%	17.9%	24.9%	14.6%	26.9%	26.0%	16.6%	15.0%	23.1%	--	--
Hiking	15.1%	6.8%	21.8%	22.1%	15.2%	40.8%	26.4%	7.2%	33.9%	33.2%	--	--
Nightlife / concerts / shows	12.5%	14.4%	5.5%	8.9%	2.5%	8.7%	4.1%	23.1%	2.1%	7.7%	--	--
Theme parks	8.3%	9.0%	4.9%	6.9%	4.1%	5.1%	8.6%	11.5%	7.0%	3.7%	--	--
Swim	8.2%	9.9%	4.4%	1.8%	12.7%	3.0%	6.9%	10.5%	11.3%	7.7%	--	--
Other Nature Activities	7.7%	3.6%	12.6%	16.2%	2.2%	16.9%	17.2%	3.8%	9.7%	10.2%	--	--
Sea excursions / whale watching	6.9%	6.4%	6.0%	6.8%	0.9%	13.2%	4.1%	8.7%	6.5%	6.8%	--	--
Running	6.3%	5.7%	2.3%	6.1%	16.7%	8.8%	4.9%	5.4%	21.0%	5.2%	--	--
Cycling / Mountain bike	6.2%	5.0%	7.0%	4.8%	18.1%	5.5%	8.4%	9.1%	6.1%	9.1%	--	--
Beauty and health treatments	4.3%	4.1%	4.1%	3.4%	5.1%	3.4%	4.6%	6.2%	4.3%	6.5%	--	--
Practice other sports	3.3%	3.0%	3.4%	3.5%	12.5%	1.9%	1.6%	1.7%	2.9%	10.3%	--	--
Scuba Diving	2.7%	2.0%	3.3%	4.7%	2.8%	5.6%	1.9%	1.2%	2.2%	5.2%	--	--
Surf	2.3%	0.9%	3.7%	3.8%	0.5%	5.9%	11.4%	0.8%	2.4%	3.4%	--	--
Golf	1.8%	2.0%	0.9%	1.6%	3.2%	0.9%	1.9%	1.4%	1.4%	0.7%	--	--
Astronomical observation	1.6%	1.0%	3.8%	2.6%	2.4%	0.8%	2.6%	1.7%	1.4%	0.0%	--	--
Windsurf / Kitesurf	0.9%	0.5%	1.4%	0.3%	6.5%	1.1%	3.0%	0.4%	2.1%	2.0%	--	--

WALK, WANDER

BEACH



Tourist profile by markets by markets

LANZAROTE (2024)

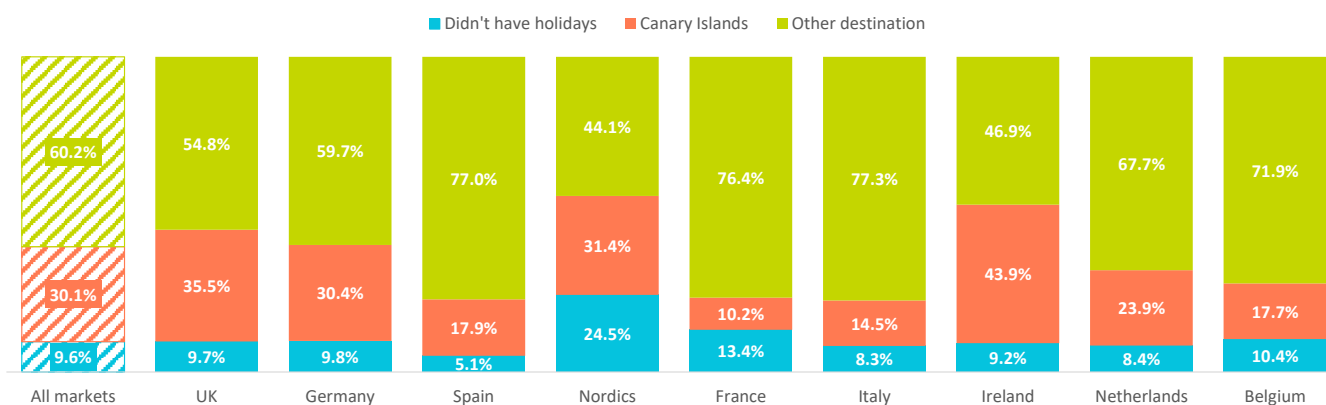


COMPETITORS

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	9.6%	9.7%	9.8%	5.1%	24.5%	13.4%	8.3%	9.2%	8.4%	10.4%	--	--
Canary Islands	30.1%	35.5%	30.4%	17.9%	31.4%	10.2%	14.5%	43.9%	23.9%	17.7%	--	--
Other destination	60.2%	54.8%	59.7%	77.0%	44.1%	76.4%	77.3%	46.9%	67.7%	71.9%	--	--
Balearic Islands	4.6%	4.8%	4.8%	9.0%	2.4%	4.9%	3.4%	1.8%	2.3%	1.5%	--	--
Rest of Spain	10.7%	7.5%	5.8%	33.4%	3.7%	7.5%	10.3%	14.9%	8.9%	11.3%	--	--
Italy	5.8%	2.9%	10.5%	6.9%	9.6%	6.9%	24.8%	3.7%	8.7%	9.2%	--	--
France	5.8%	3.7%	4.0%	5.0%	2.3%	25.7%	6.0%	3.3%	6.8%	15.0%	--	--
Turkey	2.7%	4.1%	2.2%	1.3%	3.0%	0.0%	1.4%	0.8%	2.3%	0.0%	--	--
Greece	6.9%	8.1%	8.4%	1.7%	5.5%	5.7%	9.1%	3.7%	10.7%	9.2%	--	--
Portugal	4.6%	4.3%	3.4%	4.9%	3.0%	5.4%	2.7%	7.1%	4.8%	3.2%	--	--
Croatia	1.6%	1.4%	4.0%	0.7%	0.8%	1.6%	2.5%	0.5%	1.3%	2.6%	--	--
Egypt	1.4%	1.3%	2.6%	0.7%	0.7%	1.9%	1.8%	0.0%	1.4%	0.6%	--	--
Tunisia	0.4%	0.4%	0.1%	0.1%	0.0%	1.2%	0.8%	0.0%	0.0%	1.1%	--	--
Morocco	0.9%	0.6%	0.5%	1.6%	0.0%	2.4%	2.8%	0.6%	0.2%	0.7%	--	--
Others	14.6%	15.8%	13.4%	11.7%	13.3%	13.2%	11.6%	10.5%	20.3%	17.6%	--	--

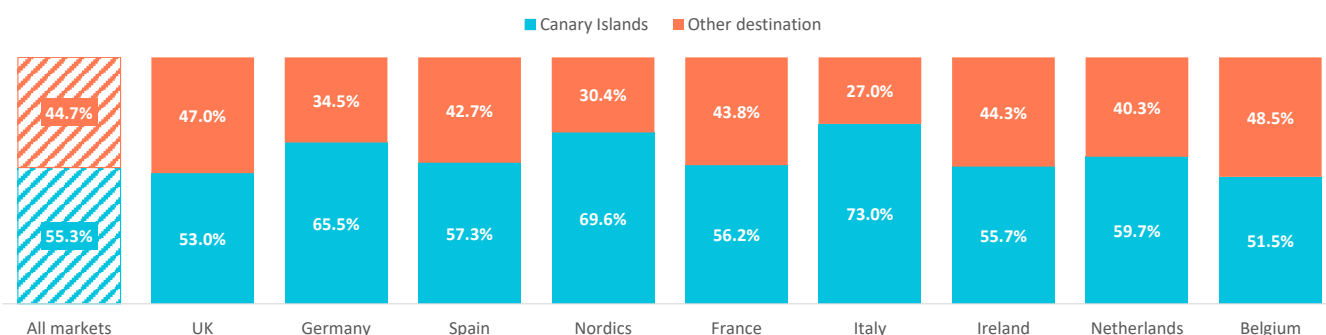
* Percentage of valid answers



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")	29.3%	27.2%	30.6%	32.3%	46.7%	34.1%	40.3%	37.1%	22.1%	24.9%	--	--
Canary Islands (other island)	26.1%	25.9%	34.9%	25.0%	22.8%	22.1%	32.7%	18.6%	37.6%	26.6%	--	--
Other destination	44.7%	47.0%	34.5%	42.7%	30.4%	43.8%	27.0%	44.3%	40.3%	48.5%	--	--
Balearic Islands	6.7%	7.6%	5.0%	9.4%	3.9%	6.4%	3.1%	5.1%	4.2%	4.2%	--	--
Rest of Spain	8.4%	8.5%	3.8%	9.9%	5.6%	4.8%	3.8%	13.3%	10.2%	9.2%	--	--
Italy	4.2%	3.5%	3.1%	6.3%	3.4%	6.2%	3.6%	4.3%	3.4%	6.2%	--	--
France	1.5%	1.3%	0.7%	0.7%	0.6%	2.0%	0.2%	2.7%	1.2%	3.6%	--	--
Turkey	3.2%	4.4%	1.9%	1.0%	2.3%	0.9%	1.1%	1.6%	1.6%	3.2%	--	--
Greece	7.6%	8.6%	7.8%	3.9%	4.9%	8.2%	4.8%	4.3%	8.0%	6.8%	--	--
Portugal	6.6%	6.8%	4.3%	4.8%	1.4%	6.4%	6.0%	10.2%	6.4%	4.1%	--	--
Croatia	2.5%	2.6%	2.1%	2.0%	2.3%	3.6%	0.8%	1.8%	1.2%	3.8%	--	--
Egypt	1.9%	1.6%	4.4%	1.7%	2.6%	2.3%	1.3%	0.5%	1.7%	2.8%	--	--
Others	2.2%	2.1%	1.5%	3.1%	3.4%	3.0%	2.3%	0.5%	2.5%	4.6%	--	--

* Percentage of valid answers



Tourist profile by markets by markets

LANZAROTE (2024)



TOURIST TAX (Data available from Q2 2024)

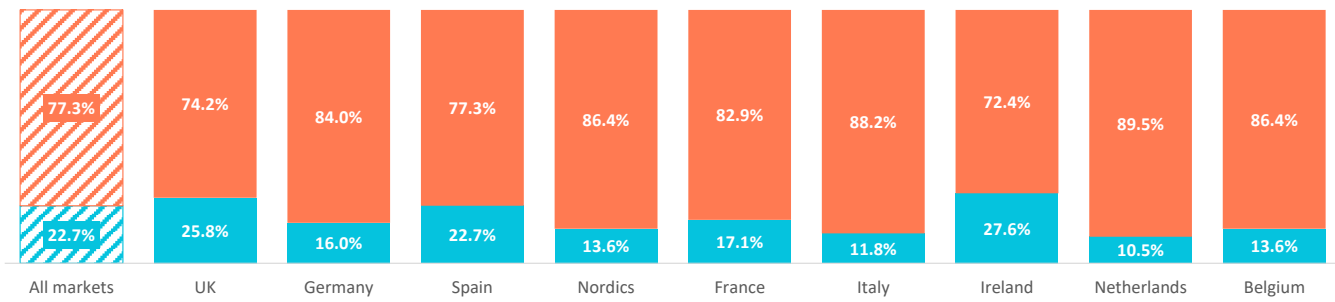
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	45.3%	43.8%	47.0%	54.4%	51.2%	42.4%	70.4%	30.1%	69.0%	46.9%	--	--
No	36.3%	40.0%	26.6%	31.7%	32.7%	27.4%	19.2%	50.1%	12.4%	33.2%	--	--
Not remember	18.4%	16.2%	26.5%	13.9%	16.1%	30.2%	10.4%	19.8%	18.6%	19.9%	--	--

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	22.7%	25.8%	16.0%	22.7%	13.6%	17.1%	11.8%	27.6%	10.5%	13.6%	--	--
No	77.3%	74.2%	84.0%	77.3%	86.4%	82.9%	88.2%	72.4%	89.5%	86.4%	--	--

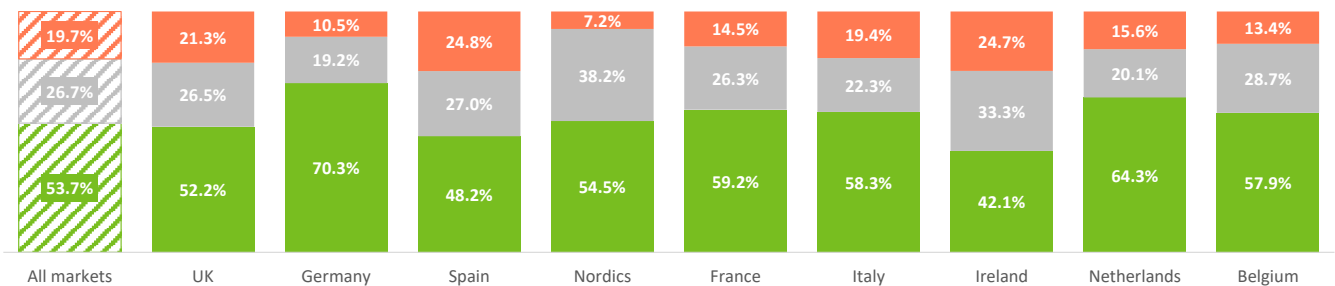
■ Yes ■ No



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	53.7%	52.2%	70.3%	48.2%	54.5%	59.2%	58.3%	42.1%	64.3%	57.9%	--	--
- For any purpose of the Canary Islands Government	11.6%	12.3%	18.4%	6.3%	20.2%	9.2%	5.9%	7.7%	13.7%	20.0%	--	--
- Only to improve living conditions	8.4%	7.1%	12.3%	8.4%	6.4%	12.1%	2.9%	7.2%	20.5%	17.7%	--	--
- Only to improve economic development	4.6%	5.4%	2.5%	3.8%	1.8%	2.1%	3.4%	3.7%	9.7%	2.9%	--	--
- Only to improve and protect the environment	17.9%	14.8%	28.2%	21.3%	15.9%	26.8%	40.5%	12.0%	7.3%	9.5%	--	--
- Only to improve the quality of the tourist environment	4.3%	4.4%	3.9%	4.4%	4.1%	3.0%	1.8%	5.5%	6.8%	0.5%	--	--
- Other purposes	6.9%	8.2%	5.0%	4.0%	6.2%	6.0%	3.8%	6.0%	6.3%	7.3%	--	--
Not sure	26.7%	26.5%	19.2%	27.0%	38.2%	26.3%	22.3%	33.3%	20.1%	28.7%	--	--
No	19.7%	21.3%	10.5%	24.8%	7.2%	14.5%	19.4%	24.7%	15.6%	13.4%	--	--

■ Yes ■ Not sure ■ No

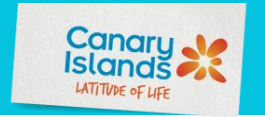


How much would they be willing to pay?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Up to 1 euro	36.4%	32.5%	32.4%	43.6%	37.0%	48.2%	55.8%	36.5%	35.4%	43.8%	--	--
Up to 2 euros	33.4%	33.0%	43.2%	33.3%	25.0%	31.5%	25.1%	28.6%	45.6%	34.6%	--	--
Up to 3 euros	19.0%	21.1%	15.5%	14.8%	22.7%	11.4%	16.5%	23.4%	10.7%	15.3%	--	--
More than 3 euros	11.3%	13.4%	9.0%	8.3%	15.3%	8.9%	2.7%	11.6%	8.4%	6.3%	--	--

Tourist profile by markets by markets

LANZAROTE (2024)

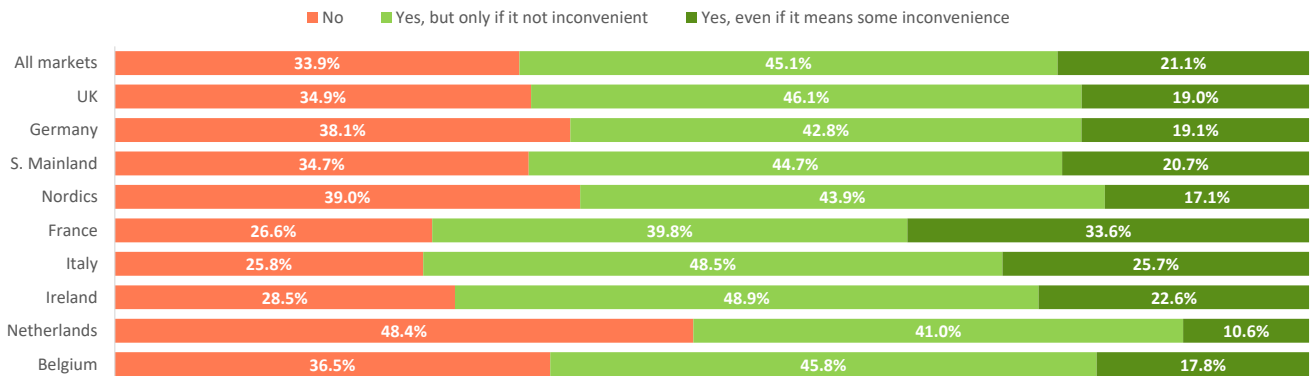


PLACES VISITED ON LANZAROTE

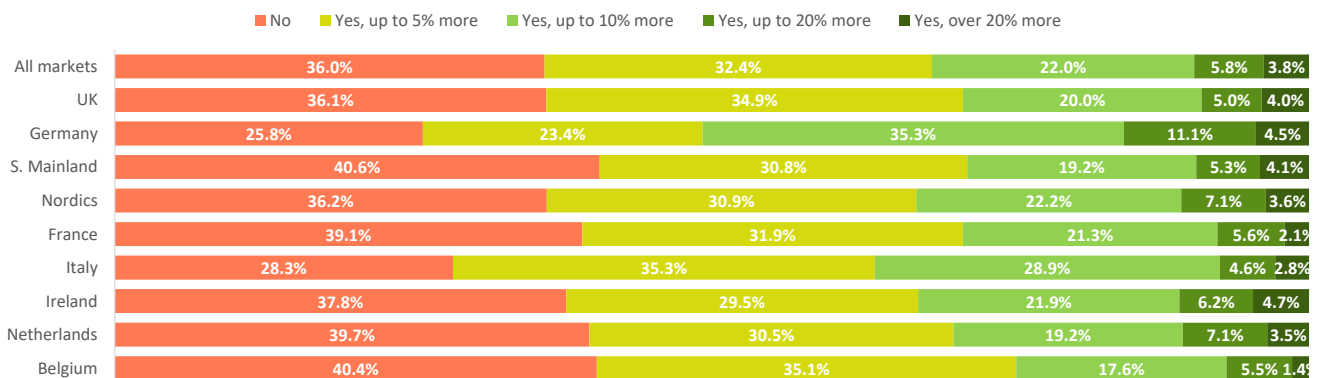
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Arrecife	31.4%	22.0%	43.1%	56.1%	26.5%	46.9%	52.5%	21.7%	37.5%	39.5%	--	--
Montaña del Fuego/ Ruta de los Volcanes	29.1%	17.0%	33.5%	65.3%	16.0%	64.0%	61.4%	14.3%	30.9%	38.2%	--	--
Jameos del agua	24.5%	11.3%	39.5%	64.8%	10.0%	49.5%	49.2%	9.3%	31.2%	36.2%	--	--
Mirador del Río Viewpoint	20.9%	9.1%	31.8%	48.6%	15.0%	52.7%	53.1%	3.9%	28.8%	32.3%	--	--
Teguse Market	19.5%	12.1%	26.0%	34.9%	11.2%	44.6%	38.8%	12.3%	18.8%	29.5%	--	--
Cueva de los Verdes	18.0%	6.3%	26.1%	55.3%	14.0%	43.9%	46.4%	3.1%	24.8%	28.0%	--	--
Cactus Garden	17.2%	6.3%	25.8%	35.1%	8.8%	57.1%	47.5%	4.1%	22.6%	28.3%	--	--
César Manrique Foundation	14.8%	6.2%	26.8%	27.1%	6.0%	45.6%	34.8%	4.3%	16.1%	31.9%	--	--
La Graciosa	7.6%	2.2%	10.2%	22.2%	2.8%	18.8%	26.6%	4.3%	7.1%	13.3%	--	--
Monumento al Campesino	7.2%	3.5%	8.6%	23.1%	1.7%	13.8%	19.8%	1.5%	5.7%	12.4%	--	--
San José Castle	2.7%	1.9%	2.9%	4.4%	1.3%	5.9%	4.4%	0.9%	3.5%	2.9%	--	--

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	8.2	8.2	8.0	8.2	7.7	8.2	8.4	8.2	7.9	8.1	--	--
Tolerance towards tourism	8.7	8.7	8.5	8.8	8.3	8.5	8.7	8.6	8.4	8.4	--	--
Cleanliness of the island	8.7	8.8	8.1	8.5	8.1	8.6	8.5	8.9	8.3	8.4	--	--
Air quality	8.7	8.7	8.7	8.7	8.3	8.5	9.2	8.9	8.2	8.7	--	--
Rational water consumption	7.8	8.0	7.2	7.7	7.1	7.6	7.9	8.0	7.4	7.8	--	--
Energy saving	7.3	7.4	6.5	7.3	6.8	7.1	7.6	7.5	7.0	7.1	--	--
Use of renewable energy	7.2	7.3	6.3	7.0	6.9	7.1	7.6	7.3	6.9	6.7	--	--
Recycling	7.3	7.7	6.3	6.9	6.7	7.1	6.9	7.5	7.0	6.8	--	--
Easy to get around by public transport	7.5	7.9	6.9	6.6	6.5	7.4	7.3	8.1	7.3	6.9	--	--
Overcrowding in tourist areas	6.6	6.7	5.5	7.0	6.3	6.6	6.7	6.6	6.8	6.6	--	--
Supply of local products	7.3	7.4	7.0	7.5	6.8	7.3	7.6	7.0	7.1	7.3	--	--

* 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.