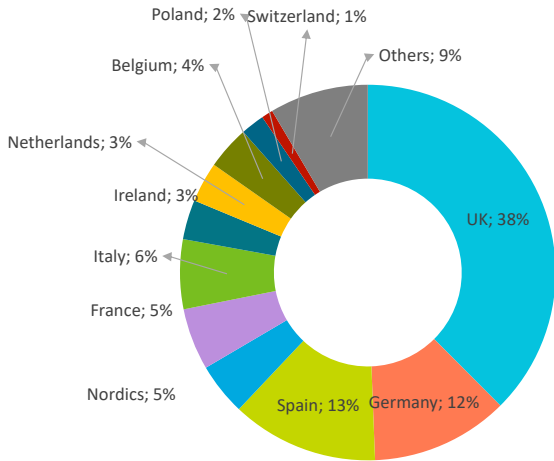


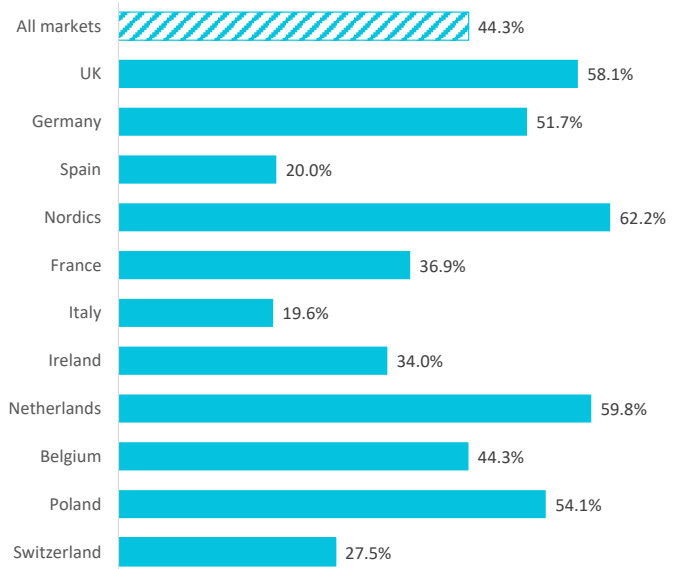
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>6,277,692</b>	<b>2,355,897</b>	<b>744,297</b>	<b>794,245</b>	<b>282,885</b>	<b>333,721</b>	<b>376,501</b>	<b>214,022</b>	<b>217,367</b>	<b>234,709</b>	<b>128,177</b>	<b>61,812</b>
<b>% Tourists</b>	<b>100%</b>	37.5%	11.9%	12.7%	4.5%	5.3%	6.0%	3.4%	3.5%	3.7%	2.0%	1.0%
<b>% tourists who book holiday package</b>	<b>44.3%</b>	58.1%	51.7%	20.0%	62.2%	36.9%	19.6%	34.0%	59.8%	44.3%	54.1%	27.5%
<b>Expenditure per tourist (€)</b>	<b>1,431</b>	<b>1,521</b>	<b>1,549</b>	<b>844</b>	<b>1,918</b>	<b>1,367</b>	<b>1,171</b>	<b>1,399</b>	<b>1,436</b>	<b>1,966</b>	<b>1,385</b>	<b>1,733</b>
- book holiday package	1,680	1,698	1,784	1,165	1,709	1,731	1,454	1,517	1,606	1,868	1,601	2,201
- holiday package	1,362	1,380	1,475	889	1,359	1,459	1,234	1,104	1,260	1,581	1,302	1,753
- others	317	318	309	276	350	272	220	413	346	287	299	449
- do not book holiday package	1,233	1,274	1,298	764	2,262	1,154	1,103	1,338	1,183	2,044	1,130	1,555
- flight	323	318	410	200	495	318	288	320	335	381	278	422
- accommodation	383	468	348	260	433	372	360	495	353	273	353	491
- others	526	488	540	304	1,334	463	454	524	496	1,389	499	642
<b>Average length of stay</b>	<b>8.97</b>	<b>8.39</b>	<b>11.26</b>	<b>5.93</b>	<b>10.99</b>	<b>8.81</b>	<b>9.94</b>	<b>8.22</b>	<b>8.77</b>	<b>10.82</b>	<b>8.25</b>	<b>12.66</b>
<b>Average daily expenditure (€)</b>	<b>183.1</b>	<b>202.5</b>	<b>165.3</b>	<b>155.1</b>	<b>206.0</b>	<b>175.9</b>	<b>140.9</b>	<b>190.0</b>	<b>178.3</b>	<b>209.5</b>	<b>178.9</b>	<b>193.4</b>
<b>Average daily expenditure without flight (€)</b>	<b>131.8</b>	<b>149.6</b>	<b>113.7</b>	<b>112.4</b>	<b>142.9</b>	<b>123.5</b>	<b>101.7</b>	<b>140.8</b>	<b>122.5</b>	<b>151.1</b>	<b>126.4</b>	<b>140.1</b>
<b>Average cost of the flight (€)</b>	<b>393.3</b>	<b>391.8</b>	<b>477.1</b>	<b>223.0</b>	<b>552.9</b>	<b>405.6</b>	<b>313.4</b>	<b>347.7</b>	<b>445.8</b>	<b>501.3</b>	<b>397.6</b>	<b>480.7</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>8,982</b>	<b>3,583</b>	<b>1,153</b>	<b>670</b>	<b>542</b>	<b>456</b>	<b>441</b>	<b>299</b>	<b>312</b>	<b>462</b>	<b>177</b>	<b>107</b>
<b>% Tourists</b>	<b>100%</b>	39.9%	12.8%	7.5%	6.0%	5.1%	4.9%	3.3%	3.5%	5.1%	2.0%	1.2%
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>6,513</b>	<b>2,660</b>	<b>798</b>	<b>493</b>	<b>386</b>	<b>321</b>	<b>323</b>	<b>225</b>	<b>215</b>	<b>344</b>	<b>127</b>	<b>77</b>
<b>Tourist arrivals (FRONTUR)</b>	<b>7,237,603</b>	<b>2,726,522</b>	<b>826,975</b>	<b>926,263</b>	<b>328,813</b>	<b>383,834</b>	<b>417,714</b>	<b>255,646</b>	<b>247,148</b>	<b>262,958</b>	-	-
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>8,660,792</b>	<b>2,783,265</b>	<b>864,223</b>	<b>2,406,304</b>	<b>302,740</b>	<b>260,334</b>	<b>438,955</b>	<b>238,748</b>	<b>226,437</b>	<b>269,465</b>	<b>225,281</b>	<b>115,278</b>
<b>Children &lt;16 years old (FRONTUR - EGT)</b>	<b>959,911</b>	<b>370,625</b>	<b>82,678</b>	<b>132,018</b>	<b>45,928</b>	<b>50,113</b>	<b>41,213</b>	<b>41,624</b>	<b>29,781</b>	<b>28,249</b>	-	-

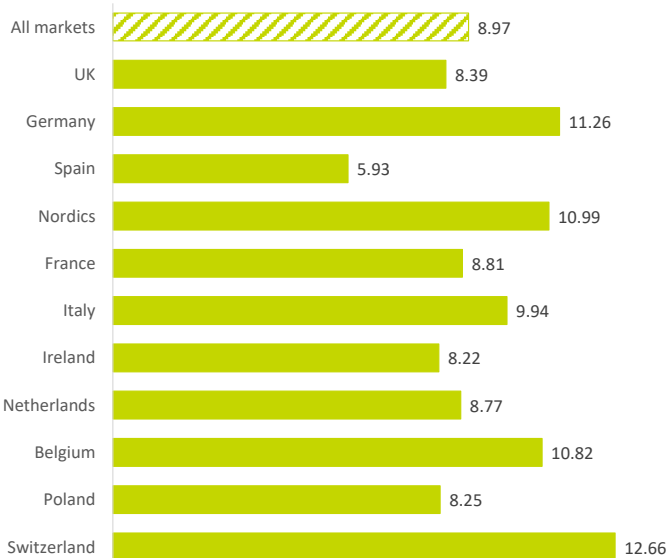
% TOURISTS (≥ 16 years old)



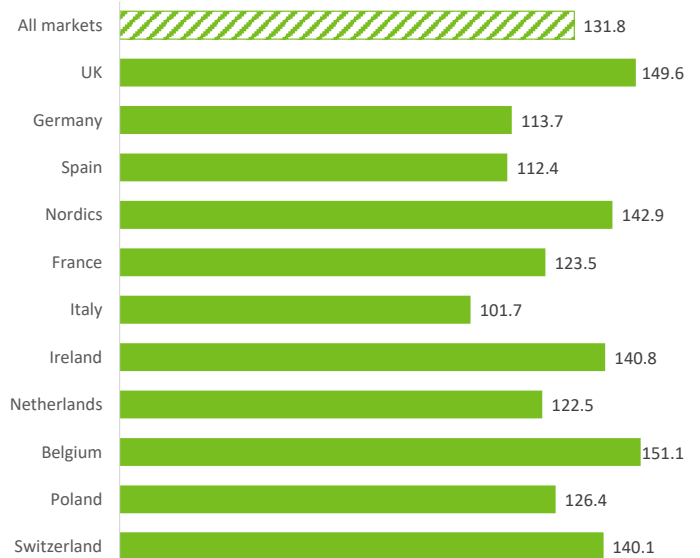
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



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
<b>Accommodation:</b>												
- Accommodation	81.6%	84.7%	80.4%	77.6%	86.1%	85.8%	76.1%	82.4%	86.9%	71.5%	89.4%	77.9%
- Additional accommodation expenses	7.0%	6.7%	6.7%	8.5%	5.0%	10.1%	5.0%	12.3%	7.4%	4.8%	6.6%	9.2%
<b>Transport:</b>												
- National/International Transport	94.5%	95.5%	95.6%	91.7%	95.5%	95.9%	94.1%	95.8%	93.8%	94.0%	94.5%	96.0%
- Flights between islands	4.1%	2.5%	4.5%	4.2%	3.1%	8.3%	6.0%	2.4%	2.9%	5.6%	7.1%	7.4%
- Taxi	50.2%	70.3%	46.2%	16.1%	63.6%	36.0%	30.1%	59.5%	47.3%	54.8%	47.7%	43.2%
- Car rental	36.7%	12.8%	52.9%	65.6%	30.5%	58.4%	52.1%	17.8%	45.8%	37.9%	52.3%	44.4%
- Public transport	10.4%	7.9%	15.7%	9.8%	12.7%	10.5%	14.2%	7.9%	6.7%	12.4%	10.8%	16.5%
<b>Food and drink:</b>												
- Food purchases at supermarkets	57.6%	53.1%	64.9%	53.1%	63.2%	54.4%	60.7%	60.2%	65.5%	61.7%	58.1%	63.3%
- Restaurants	73.2%	71.7%	70.1%	79.5%	71.3%	67.8%	74.9%	79.1%	76.2%	71.5%	60.8%	76.6%
<b>Leisure:</b>												
- Organized excursions	29.9%	22.0%	37.1%	31.6%	26.3%	47.3%	42.2%	24.3%	37.1%	32.1%	44.4%	29.3%
- Sport activities	7.6%	6.9%	9.7%	4.7%	6.7%	6.7%	7.7%	13.5%	9.9%	9.0%	3.9%	14.6%
- Cultural activities	2.8%	1.6%	4.7%	3.7%	2.0%	2.9%	2.2%	2.0%	1.4%	3.4%	6.0%	2.5%
- Museums	3.5%	1.6%	5.3%	6.4%	3.7%	5.1%	5.0%	0.8%	3.5%	3.5%	2.5%	1.9%
- Theme Parks	20.5%	20.5%	19.9%	25.7%	12.1%	17.9%	20.8%	19.6%	19.5%	14.2%	28.7%	20.6%
- Discos and pubs	13.7%	19.5%	6.3%	12.4%	9.5%	7.7%	17.8%	23.0%	7.5%	4.9%	7.9%	6.9%
- Wellness	6.0%	6.2%	6.7%	3.0%	7.1%	6.7%	8.3%	9.5%	6.3%	6.3%	0.3%	7.4%
<b>Purchases of goods:</b>												
- Souvenirs	40.8%	37.9%	39.7%	46.5%	37.9%	43.2%	37.2%	38.8%	43.1%	39.1%	54.2%	46.6%
- Real estate	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.3%	0.4%	0.0%	0.4%	0.0%	0.0%
- Other purchases	1.0%	1.0%	0.9%	0.6%	1.4%	0.2%	1.5%	1.6%	1.0%	1.8%	0.0%	2.3%
<b>Others:</b>												
- Medical expenses	7.1%	6.2%	7.7%	8.2%	5.0%	6.8%	7.4%	10.6%	7.1%	7.3%	6.9%	4.5%
- Other expenses	4.9%	5.2%	5.2%	5.4%	4.9%	3.3%	3.3%	5.9%	4.0%	3.4%	4.9%	3.7%

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
<b>Expenditure per tourist and trip (€)</b>												
<b>Accommodation:</b>	<b>821</b>	<b>953</b>	<b>864</b>	<b>480</b>	<b>870</b>	<b>775</b>	<b>662</b>	<b>805</b>	<b>762</b>	<b>798</b>	<b>719</b>	<b>1,019</b>
- Accommodation	693	825	727	399	685	616	565	667	602	726	586	808
- Additional accommodation expenses	128	129	137	81	184	159	97	138	160	72	133	211
<b>Transport:</b>	<b>755</b>	<b>740</b>	<b>900</b>	<b>499</b>	<b>917</b>	<b>754</b>	<b>682</b>	<b>623</b>	<b>817</b>	<b>908</b>	<b>787</b>	<b>842</b>
- National/International Transport	416	410	499	243	579	423	333	363	475	534	421	501
- Flights between islands	95	104	89	76	81	93	107	70	78	101	74	56
- Taxi	91	81	128	62	102	97	86	64	123	100	126	119
- Car rental	126	116	157	99	131	122	134	100	126	138	131	138
- Public transport	27	29	26	19	24	18	22	27	14	36	36	28
<b>Food and drink:</b>	<b>320</b>	<b>341</b>	<b>305</b>	<b>194</b>	<b>417</b>	<b>294</b>	<b>309</b>	<b>379</b>	<b>307</b>	<b>382</b>	<b>280</b>	<b>443</b>
- Food purchases at supermarkets	105	102	108	59	145	104	105	113	87	149	105	141
- Restaurants	216	239	197	135	273	190	203	266	220	233	175	302
<b>Leisure:</b>	<b>549</b>	<b>602</b>	<b>552</b>	<b>377</b>	<b>487</b>	<b>531</b>	<b>442</b>	<b>653</b>	<b>534</b>	<b>608</b>	<b>551</b>	<b>644</b>
- Organized excursions	94	94	97	73	97	99	83	83	97	93	145	126
- Sport activities	99	102	122	55	75	137	68	91	76	113	63	141
- Cultural activities	64	87	45	40	71	46	38	165	85	81	78	35
- Museums	27	36	25	21	31	20	23	27	31	35	31	24
- Theme Parks	79	84	76	73	80	82	60	77	82	77	69	78
- Discos and pubs	101	115	94	56	68	62	78	128	93	116	65	87
- Wellness	86	84	92	60	64	84	93	83	69	92	100	154
<b>Purchases of goods:</b>	<b>31,151</b>	<b>3,204</b>	<b>316</b>	<b>1,338</b>	<b>150,214</b>	<b>232</b>	<b>205</b>	<b>2,503</b>	<b>194</b>	<b>125,140</b>	<b>80</b>	<b>196</b>
- Souvenirs	81	83	77	51	84	62	55	93	76	102	80	119
- Real estate	30,860	2,756	35	1,199	150,000	0	83	2,250	0	125,000	0	0
- Other purchases	211	365	203	89	131	170	66	160	117	38	0	77
<b>Others:</b>	<b>131</b>	<b>140</b>	<b>154</b>	<b>79</b>	<b>102</b>	<b>98</b>	<b>80</b>	<b>166</b>	<b>106</b>	<b>161</b>	<b>160</b>	<b>317</b>
- Medical expenses	36	39	61	19	32	22	36	30	19	56	26	26
- Other expenses	95	100	93	60	69	76	44	136	86	105	135	291



TOURIST PROFILE

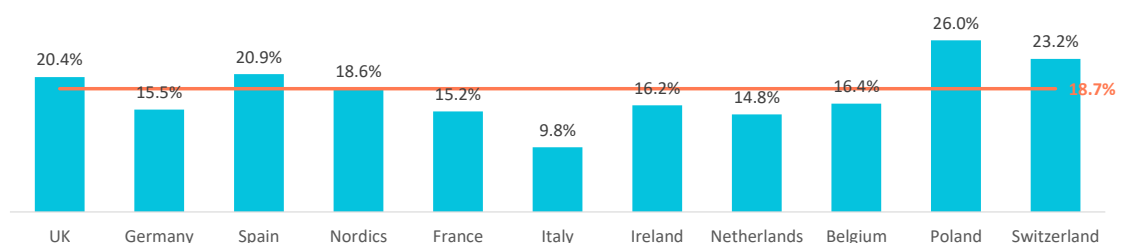
Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
<b>Gender</b>												
Percentage of men	47.8%	43.5%	54.8%	51.2%	46.8%	42.1%	53.4%	42.4%	45.0%	49.7%	54.8%	57.4%
Percentage of women	52.2%	56.5%	45.2%	48.8%	53.2%	57.9%	46.6%	57.6%	55.0%	50.3%	45.2%	42.6%
<b>Age</b>												
Average age (tourists above 16 years old)	44.83	48.47	45.68	37.36	49.51	43.69	39.22	44.32	45.09	50.46	38.67	45.11
Standard deviation	16.4	16.5	16.4	12.3	17.5	16.6	16.1	17.6	16.7	16.4	11.5	16.9
<b>Age range</b>												
16-24 years old	11.3%	8.1%	9.0%	16.3%	9.6%	14.7%	21.8%	15.6%	13.5%	7.0%	8.7%	11.7%
25-30 years old	12.6%	8.8%	13.3%	19.2%	7.3%	14.3%	16.8%	13.4%	12.0%	8.3%	17.5%	12.5%
31-45 years old	32.4%	30.6%	31.9%	40.5%	28.2%	26.7%	29.9%	25.1%	28.8%	24.8%	49.9%	34.5%
46-60 years old	22.1%	23.9%	22.8%	19.2%	22.1%	24.6%	17.6%	23.5%	21.3%	27.0%	18.1%	19.4%
Over 60 years old	21.6%	28.7%	23.0%	4.8%	33.0%	19.7%	13.9%	22.3%	24.4%	32.9%	5.7%	21.9%
<b>Occupation</b>												
Salaried worker	57.0%	56.7%	59.5%	66.1%	52.8%	58.2%	43.5%	58.8%	61.0%	45.8%	46.9%	64.9%
Self-employed	11.5%	10.5%	8.9%	10.0%	6.2%	8.7%	25.1%	14.0%	7.7%	11.2%	26.8%	9.5%
Unemployed	1.0%	0.2%	0.2%	2.5%	0.9%	1.2%	4.5%	0.3%	1.2%	0.7%	0.8%	0.0%
Business owner	7.8%	5.5%	8.1%	9.4%	7.4%	10.5%	7.3%	4.3%	6.2%	9.2%	19.0%	8.7%
Student	4.6%	2.4%	5.1%	7.1%	4.9%	4.5%	9.4%	3.9%	4.3%	2.9%	3.5%	3.5%
Retired	16.9%	23.2%	17.0%	3.5%	26.9%	16.5%	8.8%	17.7%	17.3%	28.9%	2.3%	11.1%
Unpaid domestic work	0.6%	0.8%	0.4%	0.4%	0.0%	0.0%	1.2%	1.0%	0.6%	0.5%	0.6%	1.4%
Others	0.7%	0.8%	0.8%	1.0%	0.7%	0.4%	0.2%	0.0%	1.6%	0.8%	0.0%	0.9%
<b>Annual household income level</b>												
Less than €25,000	13.5%	9.0%	9.8%	22.0%	7.1%	15.0%	23.6%	9.9%	14.6%	12.3%	27.2%	5.8%
€25,000 - €49,999	34.5%	31.2%	31.8%	45.6%	22.1%	40.0%	50.7%	28.6%	27.9%	41.5%	35.7%	11.8%
€50,000 - €74,999	24.9%	24.9%	31.0%	21.2%	30.8%	24.6%	16.7%	25.2%	32.8%	31.5%	20.8%	23.4%
More than €74,999	27.2%	34.9%	27.4%	11.2%	40.1%	20.4%	8.9%	36.3%	24.7%	14.7%	16.3%	59.1%
<b>Education level</b>												
No studies	4.4%	10.3%	0.6%	0.8%	0.8%	0.7%	0.2%	4.4%	0.9%	1.0%	0.5%	0.8%
Primary education	1.6%	0.7%	1.9%	2.4%	2.2%	1.4%	1.6%	0.3%	1.2%	2.2%	0.8%	4.1%
Secondary education	19.6%	17.1%	19.2%	16.5%	23.1%	23.1%	14.9%	21.2%	41.0%	32.9%	17.9%	27.3%
Higher education	74.4%	71.9%	78.4%	80.2%	73.9%	74.8%	83.3%	74.1%	56.9%	64.0%	80.7%	67.8%

Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	8.7%	6.3%	12.0%	10.0%	8.3%	8.9%	8.7%	9.1%	6.4%	8.8%	4.4%	8.5%
Only with partner	47.0%	48.5%	50.8%	40.8%	45.8%	44.5%	50.9%	54.2%	51.8%	53.7%	42.5%	45.1%
Only with children (< 13 years old)	3.9%	3.6%	3.7%	4.1%	5.8%	5.2%	3.6%	2.7%	3.9%	3.3%	3.7%	6.2%
Partner + children (< 13 years old)	8.2%	8.7%	7.9%	11.1%	6.9%	5.9%	2.9%	6.4%	8.2%	6.4%	13.4%	8.4%
Other relatives	10.6%	12.8%	6.6%	8.2%	10.3%	10.3%	6.2%	10.7%	11.1%	8.9%	13.7%	11.1%
Friends	7.5%	7.0%	5.9%	10.5%	6.9%	7.1%	13.3%	5.6%	4.7%	4.2%	7.3%	7.8%
Work colleagues	0.5%	0.1%	0.0%	1.8%	0.4%	0.9%	0.4%	0.0%	0.5%	0.0%	1.4%	0.0%
Organized trip	0.2%	0.1%	0.1%	0.3%	0.0%	0.3%	0.3%	0.1%	0.3%	0.1%	0.0%	0.0%
Other combinations <sup>(2)</sup>	13.5%	12.9%	13.0%	13.2%	15.7%	17.0%	13.6%	11.1%	13.3%	14.5%	13.6%	12.9%
<i><sup>(2)</sup> Different situations have been isolated</i>												
<b>Tourists with children</b>	<b>18.7%</b>	<b>20.4%</b>	<b>15.5%</b>	<b>20.9%</b>	<b>18.6%</b>	<b>15.2%</b>	<b>9.8%</b>	<b>16.2%</b>	<b>14.8%</b>	<b>16.4%</b>	<b>26.0%</b>	<b>23.2%</b>
- Between 0 and 2 years old	1.5%	1.4%	0.9%	1.7%	2.5%	1.3%	2.1%	2.1%	3.4%	1.0%	0.3%	1.0%
- Between 3 and 12 years old	15.9%	17.7%	13.5%	17.9%	15.0%	12.4%	7.3%	12.6%	11.0%	13.9%	25.1%	21.5%
- Between 0-2 and 3-12 years old	1.2%	1.3%	1.0%	1.2%	1.1%	1.5%	0.4%	1.5%	0.4%	1.5%	0.6%	0.7%
<b>Tourists without children</b>	<b>81.3%</b>	<b>79.6%</b>	<b>84.5%</b>	<b>79.1%</b>	<b>81.4%</b>	<b>84.8%</b>	<b>90.2%</b>	<b>83.8%</b>	<b>85.2%</b>	<b>83.6%</b>	<b>74.0%</b>	<b>76.8%</b>
<b>Group composition:</b>												
- 1 person	10.4%	7.6%	12.8%	12.9%	11.3%	10.3%	10.7%	11.9%	7.4%	10.1%	7.0%	10.4%
- 2 people	54.9%	56.0%	59.3%	47.5%	53.1%	55.1%	59.0%	58.3%	67.1%	61.6%	49.9%	51.9%
- 3 people	12.3%	12.6%	11.5%	13.4%	11.0%	10.1%	12.6%	11.2%	10.5%	9.4%	19.6%	9.9%
- 4 or 5 people	17.6%	17.8%	14.9%	20.6%	18.8%	20.6%	14.8%	14.3%	13.4%	14.5%	19.7%	24.5%
- 6 or more people	4.8%	6.1%	1.4%	5.6%	5.7%	3.9%	2.9%	4.4%	1.5%	4.3%	3.7%	3.3%
<b>Average group size:</b>	<b>2.68</b>	<b>2.78</b>	<b>2.40</b>	<b>2.80</b>	<b>2.78</b>	<b>2.70</b>	<b>2.49</b>	<b>2.57</b>	<b>2.41</b>	<b>2.54</b>	<b>2.75</b>	<b>2.69</b>

\*People who share the main expenses of the trip





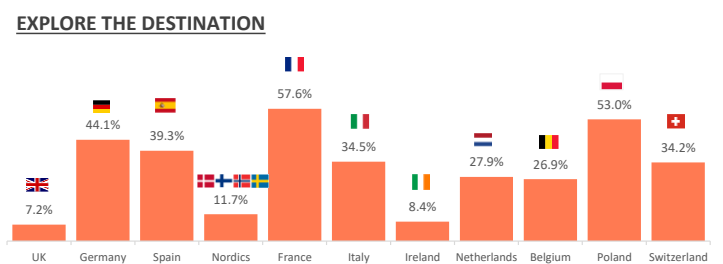
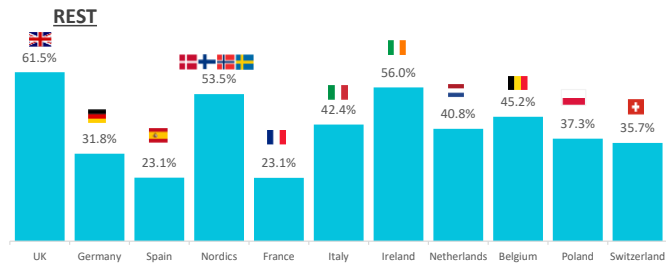
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	90.1%	95.1%	90.5%	78.9%	92.0%	91.6%	85.4%	93.7%	93.3%	91.6%	90.8%	85.0%
Family reasons	7.5%	4.1%	7.5%	15.1%	5.7%	5.0%	11.2%	6.0%	5.3%	7.3%	4.1%	12.1%
Business	1.1%	0.3%	0.3%	4.5%	0.9%	1.1%	1.5%	0.0%	0.3%	0.1%	2.2%	0.0%
Education and training	0.2%	0.0%	0.3%	0.2%	0.0%	0.4%	0.1%	0.0%	0.2%	0.0%	1.4%	0.0%
Sports training	0.4%	0.1%	0.8%	0.4%	0.8%	0.6%	0.9%	0.2%	0.0%	0.5%	1.4%	0.8%
Health	0.2%	0.1%	0.3%	0.1%	0.2%	0.8%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%
Conventions and Exhibitions	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.3%	0.3%	0.5%	0.4%	0.5%	0.4%	0.0%	0.8%	0.3%	0.0%	2.2%

What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	44.9%	61.5%	31.8%	23.1%	53.5%	23.1%	42.4%	56.0%	40.8%	45.2%	37.3%	35.7%
Enjoy family time	16.8%	17.0%	13.4%	23.0%	25.9%	11.2%	11.3%	16.1%	12.3%	12.5%	4.6%	17.3%
Have fun	10.2%	12.1%	6.6%	12.0%	5.7%	4.3%	10.8%	16.6%	13.6%	10.8%	1.0%	5.4%
Explore the destination	25.1%	7.2%	44.1%	39.3%	11.7%	57.6%	34.5%	8.4%	27.9%	26.9%	53.0%	34.2%
Practice their hobbies	1.5%	0.9%	2.5%	0.8%	2.4%	2.1%	0.5%	2.2%	2.0%	3.2%	3.5%	3.7%
Other reasons	1.5%	1.4%	1.7%	1.8%	0.8%	1.9%	0.5%	0.7%	3.3%	1.3%	0.6%	3.6%



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Climate	75.3%	80.6%	72.3%	59.0%	85.9%	76.8%	78.9%	83.3%	71.0%	74.4%	76.3%	70.7%
Safety	54.7%	66.3%	52.3%	41.0%	39.0%	52.4%	40.8%	71.7%	33.7%	35.6%	56.7%	48.8%
Tranquility	47.0%	48.2%	45.5%	48.7%	34.9%	54.1%	49.5%	49.5%	39.7%	51.8%	47.6%	43.8%
Accommodation supply	41.8%	56.5%	32.4%	25.5%	32.7%	39.2%	30.0%	53.0%	36.1%	31.6%	32.1%	34.9%
Sea	40.1%	31.1%	51.4%	41.2%	41.8%	46.7%	47.5%	45.0%	36.7%	39.7%	49.8%	51.5%
Landscapes	39.0%	23.0%	50.9%	54.2%	32.5%	64.9%	56.5%	22.6%	23.7%	39.9%	71.5%	38.5%
Effortless trip	38.1%	47.5%	43.8%	29.3%	19.9%	28.9%	31.6%	50.1%	14.9%	24.5%	31.0%	35.7%
Price	37.5%	47.2%	24.1%	31.7%	24.4%	45.6%	33.5%	55.3%	22.5%	29.8%	28.9%	23.2%
Environment	37.0%	34.6%	33.6%	42.3%	30.9%	43.6%	56.9%	36.8%	13.9%	24.6%	58.9%	29.6%
European belonging	36.6%	33.5%	38.1%	39.1%	34.5%	37.5%	40.6%	47.0%	28.3%	41.6%	43.9%	40.3%
Beaches	32.1%	27.4%	30.8%	34.4%	30.8%	36.4%	44.4%	41.3%	25.5%	24.9%	39.7%	36.3%
Gastronomy	27.1%	26.0%	27.7%	34.5%	21.7%	22.5%	19.4%	32.4%	19.4%	28.4%	34.6%	34.8%
Fun possibilities	25.8%	28.0%	16.5%	31.1%	16.0%	19.0%	28.2%	33.2%	33.5%	24.3%	15.8%	13.0%
Authenticity	22.9%	19.5%	21.5%	33.7%	12.3%	33.3%	26.7%	20.4%	11.9%	19.3%	36.2%	25.1%
Hiking trail network	12.5%	4.7%	20.8%	13.6%	13.8%	21.8%	23.1%	5.7%	11.6%	17.9%	20.6%	16.3%
Exoticism	12.4%	8.1%	7.9%	19.1%	11.6%	20.1%	15.2%	10.2%	15.3%	18.2%	27.5%	9.3%
Shopping	10.3%	11.7%	8.5%	8.2%	6.3%	12.4%	13.1%	13.8%	6.6%	12.3%	5.2%	6.9%
Culture	10.1%	9.8%	9.1%	14.6%	5.0%	13.4%	9.1%	7.1%	5.1%	5.7%	11.3%	6.5%
Historical heritage	9.7%	7.2%	8.3%	17.4%	5.5%	17.2%	9.9%	4.6%	5.2%	8.8%	9.2%	9.5%
Nightlife	8.7%	10.0%	3.8%	9.6%	6.2%	7.5%	17.9%	14.9%	3.6%	3.8%	6.2%	3.6%

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	47.6%	63.2%	41.2%	32.2%	54.8%	28.0%	27.6%	55.4%	37.6%	48.3%	33.0%	39.4%
Friends or relatives	33.9%	30.0%	30.4%	44.5%	28.7%	30.8%	38.7%	41.3%	28.2%	33.0%	22.8%	33.1%
Internet or social media	53.3%	50.3%	58.7%	52.5%	51.2%	55.1%	53.9%	55.1%	60.5%	38.7%	66.1%	51.1%
Mass Media	2.3%	2.1%	3.4%	1.1%	1.9%	3.9%	0.7%	3.4%	1.7%	1.6%	4.0%	0.0%
Travel guides and magazines	6.9%	4.7%	11.8%	2.7%	4.9%	12.6%	6.1%	4.2%	7.7%	11.7%	19.3%	12.7%
Travel Blogs or Forums	7.3%	4.4%	6.7%	9.7%	3.8%	10.8%	8.0%	9.4%	5.2%	3.6%	24.8%	6.4%
Travel TV Channels	0.9%	1.0%	1.2%	0.3%	0.8%	0.5%	0.0%	1.8%	1.0%	0.4%	1.2%	0.6%
Tour Operator or Travel Agency	18.7%	22.3%	21.7%	11.4%	23.3%	20.1%	12.9%	11.7%	22.1%	20.7%	26.0%	14.5%
Public administrations or similar	0.4%	0.3%	0.1%	0.5%	0.6%	0.8%	0.4%	0.3%	0.6%	0.7%	0.2%	0.0%
Others	3.4%	3.2%	2.9%	4.8%	2.5%	5.0%	1.2%	2.4%	3.4%	3.5%	6.2%	4.1%

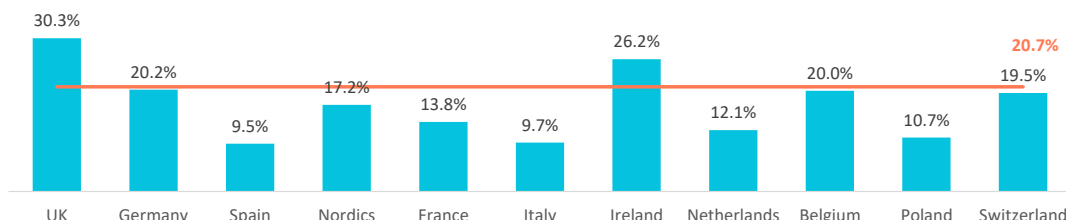
\* Multi-choice question

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	0.9%	0.6%	1.0%	1.3%	0.2%	0.9%	0.7%	0.5%	0.4%	3.0%	0.7%	1.0%
Between 1 and 30 days	21.8%	17.6%	21.5%	28.4%	21.2%	23.2%	20.7%	19.7%	26.7%	28.3%	30.9%	17.6%
Between 1 and 2 months	23.7%	20.2%	21.6%	28.4%	27.1%	22.6%	32.2%	21.7%	22.2%	20.9%	30.8%	36.6%
Between 3 and 6 months	32.9%	31.4%	35.7%	32.5%	34.4%	39.6%	36.6%	31.9%	38.5%	27.8%	27.0%	25.2%
More than 6 months	20.7%	30.3%	20.2%	9.5%	17.2%	13.8%	9.7%	26.2%	12.1%	20.0%	10.7%	19.5%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



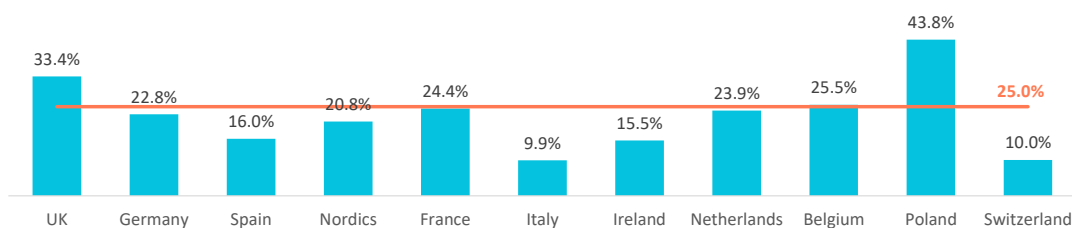
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
<b>Flight</b>												
- Directly with the airline	54.4%	48.9%	43.4%	68.6%	34.7%	58.6%	72.4%	66.2%	37.1%	53.6%	42.7%	68.3%
- Tour Operator or Travel Agency	45.6%	51.1%	56.6%	31.4%	65.3%	41.4%	27.6%	33.8%	62.9%	46.4%	57.3%	31.7%
<b>Accommodation</b>												
- Directly with the accommodation	40.2%	35.2%	28.8%	53.1%	27.4%	47.5%	59.5%	48.4%	24.9%	35.3%	33.0%	51.2%
- Tour Operator or Travel Agency	59.8%	64.8%	71.2%	46.9%	72.6%	52.5%	40.5%	51.6%	75.1%	64.7%	67.0%	48.8%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	34.4%	27.4%	31.4%	34.8%	39.3%	43.3%	60.7%	38.8%	29.9%	35.2%	30.8%	30.3%
Bed and Breakfast	17.6%	18.1%	13.5%	21.0%	24.4%	7.9%	8.7%	27.9%	26.8%	9.0%	9.6%	34.1%
Half board	19.9%	18.8%	30.0%	24.5%	11.8%	18.0%	12.0%	15.9%	18.9%	28.0%	13.7%	18.9%
Full board	3.0%	2.2%	2.3%	3.7%	3.7%	6.4%	8.8%	1.9%	0.6%	2.4%	2.1%	6.7%
All inclusive	25.0%	33.4%	22.8%	16.0%	20.8%	24.4%	9.9%	15.5%	23.9%	25.5%	43.8%	10.0%

% TOURISTS WHO BOOK ALL INCLUSIVE

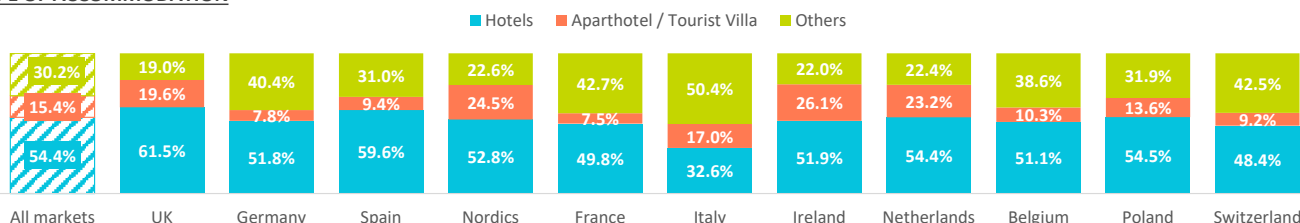


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	8.3%	7.1%	9.2%	12.7%	10.5%	5.6%	7.8%	9.8%	8.3%	4.2%	9.3%	6.5%
4* Hotel	35.7%	39.7%	34.1%	38.4%	37.5%	37.3%	21.4%	31.4%	38.1%	35.4%	41.1%	26.8%
5* Hotel / 5* Luxury Hotel	10.3%	14.7%	8.5%	8.5%	4.8%	6.9%	3.4%	10.7%	7.9%	11.4%	4.1%	15.0%
Aparthotel / Tourist Villa	15.4%	19.6%	7.8%	9.4%	24.5%	7.5%	17.0%	26.1%	23.2%	10.3%	13.6%	9.2%
House/room rented in a private dwelling	16.2%	10.0%	22.0%	14.4%	12.6%	27.1%	32.9%	6.4%	12.6%	17.9%	19.4%	21.6%
Private accommodation <sup>(1)</sup>	10.9%	7.3%	14.4%	14.9%	8.4%	7.2%	15.2%	10.3%	6.7%	17.1%	4.9%	18.0%
Others (Cottage, cruise, camping,...)	3.1%	1.7%	4.1%	1.7%	1.7%	8.4%	2.3%	5.3%	3.1%	3.6%	7.6%	2.8%

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

TYPE OF ACCOMMODATION



# Tourist profile by markets by markets

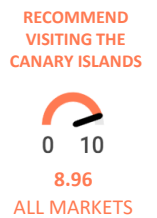
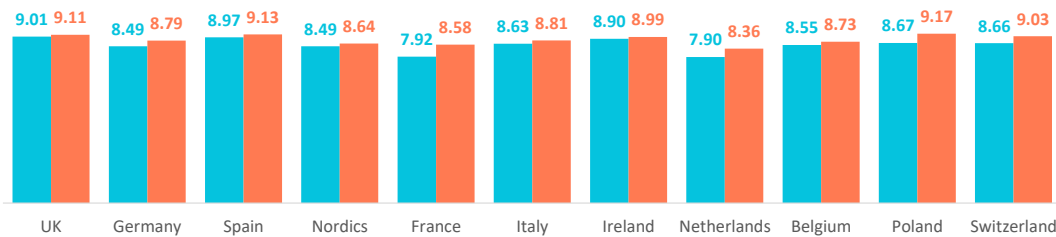
## TENERIFE (2024)



### SATISFACTION AND LOYALTY INDICATORS

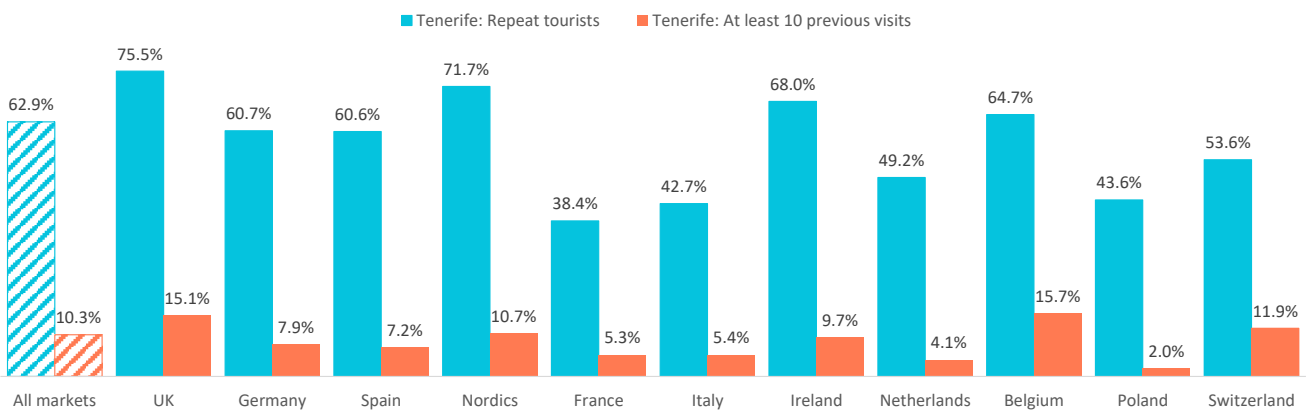
#### Satisfaction

Satisfaction (scale 0-10)	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Average rating	<b>8.73</b>	8.90	8.54	8.71	8.56	8.45	8.60	8.72	8.31	8.58	9.04	8.65
Experience in the Canary Islands	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Worse or much worse than expected	<b>3.1%</b>	2.4%	2.7%	3.9%	3.0%	7.3%	4.8%	1.9%	3.9%	2.6%	2.0%	2.9%
Lived up to expectations	<b>52.7%</b>	55.0%	51.6%	50.0%	58.4%	60.3%	45.2%	47.0%	54.5%	55.6%	52.8%	49.6%
Better or much better than expected	<b>44.2%</b>	42.6%	45.7%	46.1%	38.6%	32.4%	50.0%	51.1%	41.6%	41.8%	45.2%	47.5%
Future intentions (scale 1-10)	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Return to the Canary Islands	<b>8.74</b>	9.01	8.49	8.97	8.49	7.92	8.63	8.90	7.90	8.55	8.67	8.66
Recommend visiting the Canary Islands	<b>8.96</b>	9.11	8.79	9.13	8.64	8.58	8.81	8.99	8.36	8.73	9.17	9.03



#### How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Tenerife: Repeat tourists	<b>62.9%</b>	75.5%	60.7%	60.6%	71.7%	38.4%	42.7%	68.0%	49.2%	64.7%	43.6%	53.6%
Tenerife: At least 10 previous visits	<b>10.3%</b>	15.1%	7.9%	7.2%	10.7%	5.3%	5.4%	9.7%	4.1%	15.7%	2.0%	11.9%
Canary Islands: Repeat tourists	<b>68.3%</b>	80.9%	66.2%	64.8%	77.4%	43.0%	47.4%	76.0%	60.0%	70.6%	46.6%	58.6%
Canary Islands: At least 10 previous visits	<b>17.9%</b>	24.9%	15.4%	13.1%	23.0%	8.5%	9.1%	24.7%	10.6%	22.4%	3.6%	12.7%



### 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	<b>93.4%</b>	96.7%	92.4%	92.2%	94.0%	86.8%	91.1%	95.9%	95.6%	89.6%	83.6%	89.7%
Two islands	<b>5.8%</b>	3.0%	6.5%	6.8%	5.6%	11.3%	7.6%	3.5%	4.1%	8.9%	14.2%	8.6%
Three or more islands	<b>0.8%</b>	0.3%	1.1%	0.9%	0.5%	1.9%	1.3%	0.6%	0.3%	1.5%	2.2%	1.8%

#### Visited islands during their trip (with overnight staying)

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Lanzarote	<b>0.4%</b>	0.2%	0.4%	0.6%	0.0%	1.7%	0.5%	0.0%	0.0%	0.3%	0.0%	0.9%
Fuerteventura	<b>0.2%</b>	0.0%	0.4%	0.2%	0.0%	1.2%	0.5%	0.0%	0.3%	0.0%	0.3%	0.3%
Gran Canaria	<b>0.8%</b>	0.4%	1.3%	0.8%	0.2%	1.4%	1.3%	0.2%	0.5%	0.9%	0.4%	2.1%
Tenerife	<b>100.0%</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
La Gomera	<b>0.5%</b>	0.1%	1.1%	0.7%	0.6%	0.6%	0.2%	0.8%	0.2%	0.5%	1.7%	1.6%
La Palma	<b>0.5%</b>	0.0%	0.4%	0.7%	0.6%	0.5%	0.7%	0.1%	0.8%	0.9%	1.0%	1.3%
El Hierro	<b>0.1%</b>	0.0%	0.0%	0.3%	0.2%	0.2%	0.5%	0.0%	0.0%	0.5%	0.0%	0.0%
Cruise	<b>0.1%</b>	0.0%	0.3%	0.0%	0.0%	0.2%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%



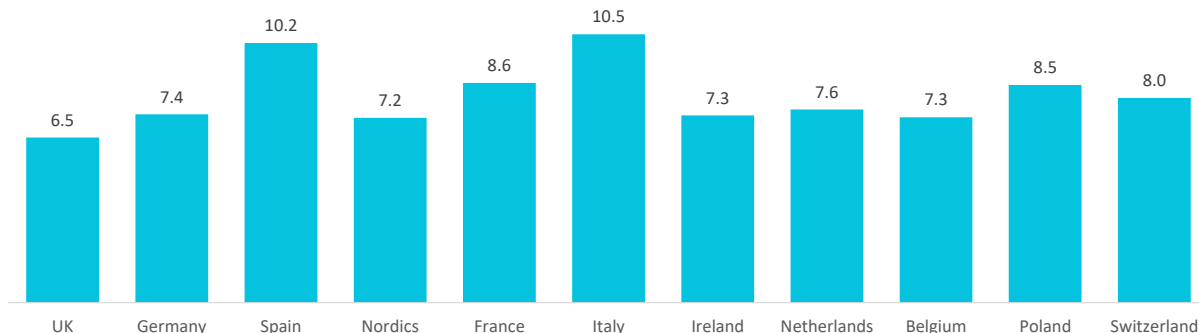
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
0 hours	2.4%	4.4%	1.0%	1.1%	3.0%	0.1%	0.7%	2.6%	1.5%	0.7%	0.0%	0.9%
1 - 2 hours	8.0%	13.2%	7.9%	2.9%	7.4%	1.9%	0.4%	5.9%	8.5%	7.4%	4.3%	4.9%
3 - 6 hours	30.0%	36.9%	34.2%	13.8%	34.1%	26.5%	8.5%	36.6%	34.6%	37.9%	26.5%	29.3%
7 - 12 hours	49.7%	40.0%	49.7%	59.3%	48.8%	61.8%	69.6%	48.5%	46.1%	46.9%	59.6%	54.7%
More than 12 hours	10.0%	5.5%	7.2%	22.8%	6.8%	9.6%	20.7%	6.5%	9.4%	7.0%	9.6%	10.2%
<b>Outdoor time per day</b>	<b>7.8</b>	<b>6.5</b>	<b>7.4</b>	<b>10.2</b>	<b>7.2</b>	<b>8.6</b>	<b>10.5</b>	<b>7.3</b>	<b>7.6</b>	<b>7.3</b>	<b>8.5</b>	<b>8.0</b>



7.8  
ALL MARKETS

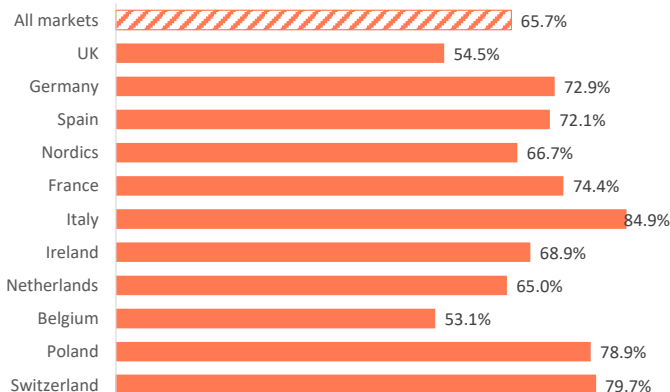
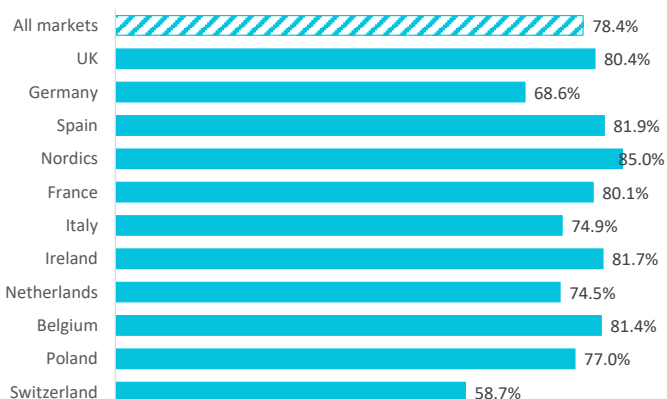


Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Walk, wander	78.4%	80.4%	68.6%	81.9%	85.0%	80.1%	74.9%	81.7%	74.5%	81.4%	77.0%	58.7%
Beach	65.7%	54.5%	72.9%	72.1%	66.7%	74.4%	84.9%	68.9%	65.0%	53.1%	78.9%	79.7%
Swimming pool, hotel facilities	61.0%	74.2%	43.2%	50.3%	60.8%	60.4%	47.1%	74.7%	64.7%	59.4%	57.1%	47.7%
Explore the island on their own	51.5%	32.7%	66.6%	70.5%	51.4%	66.6%	62.5%	35.3%	58.6%	50.8%	73.5%	53.2%
Taste Canarian gastronomy	30.6%	24.2%	40.4%	51.5%	23.6%	15.4%	29.8%	28.8%	22.0%	23.0%	31.7%	27.6%
Theme parks	24.0%	22.1%	24.5%	31.4%	17.5%	23.2%	24.0%	23.7%	22.5%	15.6%	36.0%	23.2%
Hiking	20.9%	6.5%	34.2%	26.5%	25.1%	37.5%	17.4%	8.6%	40.7%	42.5%	38.7%	23.4%
Organized excursions	18.9%	16.3%	18.3%	18.0%	18.0%	25.5%	27.7%	18.6%	23.1%	19.7%	32.7%	15.0%
Nightlife / concerts / shows	17.5%	22.7%	9.1%	18.4%	13.0%	12.2%	18.7%	29.1%	11.9%	6.1%	10.3%	12.6%
Sea excursions / whale watching	16.1%	13.0%	16.6%	14.8%	10.7%	29.6%	19.3%	14.5%	23.2%	16.2%	26.4%	21.3%
Other Nature Activities	9.7%	3.6%	17.2%	14.7%	8.8%	10.4%	16.6%	1.3%	9.6%	6.5%	12.9%	13.6%
Wineries / markets / popular festivals	9.5%	6.2%	12.6%	15.8%	13.7%	9.6%	9.7%	6.8%	4.8%	5.3%	6.4%	12.4%
Museums / exhibitions	8.0%	4.2%	9.5%	15.1%	6.5%	12.3%	9.3%	3.7%	7.6%	7.1%	11.8%	8.6%
Swim	7.7%	9.7%	3.8%	1.7%	10.6%	3.3%	4.3%	9.7%	18.8%	10.8%	14.0%	2.9%
Beauty and health treatments	6.1%	5.9%	5.9%	3.6%	9.6%	8.4%	7.1%	10.4%	5.7%	9.7%	1.4%	7.4%
Running	5.6%	4.3%	2.2%	4.7%	11.4%	8.1%	6.2%	3.5%	20.6%	7.5%	6.1%	1.8%
Astronomical observation	4.9%	2.6%	8.7%	5.4%	9.0%	3.6%	5.2%	2.7%	8.1%	7.5%	3.9%	6.0%
Practice other sports	4.1%	2.9%	4.1%	5.1%	4.6%	4.5%	4.9%	4.7%	2.5%	4.0%	7.3%	6.4%
Golf	2.8%	3.6%	2.5%	1.1%	2.6%	1.4%	1.4%	7.4%	1.7%	2.6%	0.7%	4.5%
Scuba Diving	2.5%	1.3%	4.1%	2.8%	1.9%	4.8%	2.9%	3.1%	2.6%	3.3%	5.3%	2.4%
Surf	2.3%	1.1%	2.8%	1.9%	2.2%	2.7%	5.3%	1.8%	1.9%	3.0%	4.5%	3.7%
Cycling / Mountain bike	1.6%	1.4%	2.5%	0.8%	2.3%	2.6%	1.0%	2.6%	0.4%	2.6%	2.7%	3.0%
Windsurf / Kitesurf	0.6%	0.5%	1.0%	0.3%	0.0%	0.5%	0.7%	0.3%	0.8%	0.0%	0.9%	1.6%

WALK, WANDER

BEACH



# Tourist profile by markets by markets

## TENERIFE (2024)

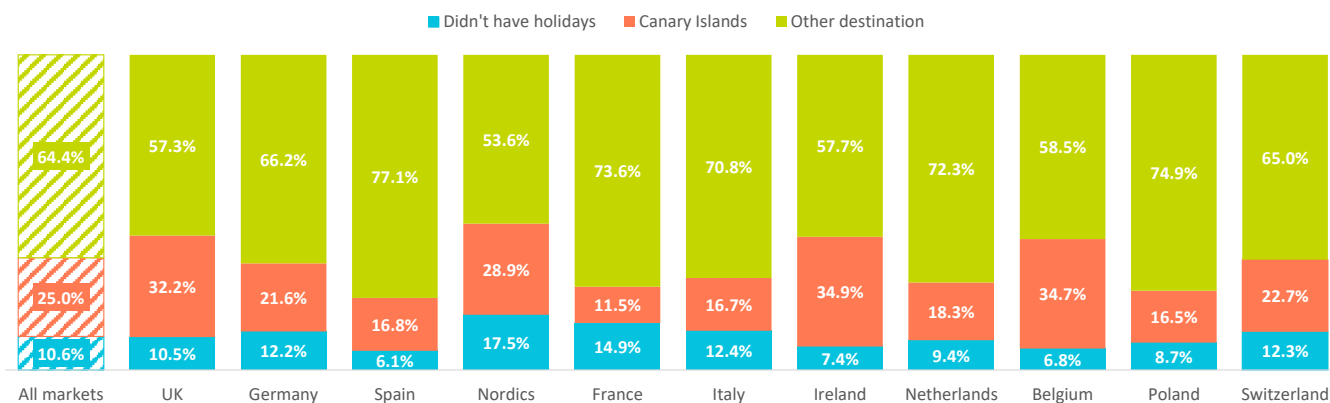


### COMPETITORS

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	10.6%	10.5%	12.2%	6.1%	17.5%	14.9%	12.4%	7.4%	9.4%	6.8%	8.7%	12.3%
Canary Islands	25.0%	32.2%	21.6%	16.8%	28.9%	11.5%	16.7%	34.9%	18.3%	34.7%	16.5%	22.7%
Other destination	64.4%	57.3%	66.2%	77.1%	53.6%	73.6%	70.8%	57.7%	72.3%	58.5%	74.9%	65.0%
Balearic Islands	4.7%	5.7%	5.1%	6.2%	1.7%	3.9%	5.0%	3.1%	2.4%	1.5%	4.6%	4.2%
Rest of Spain	12.8%	9.8%	5.7%	37.5%	9.1%	8.2%	8.6%	15.5%	10.8%	10.3%	9.8%	6.4%
Italy	7.8%	4.6%	10.3%	6.4%	6.1%	7.8%	22.2%	6.8%	7.1%	6.4%	7.7%	15.0%
France	5.3%	3.2%	4.3%	4.3%	3.9%	23.2%	3.8%	4.3%	9.8%	11.5%	4.2%	9.5%
Turkey	3.0%	4.5%	3.1%	0.7%	2.3%	0.8%	1.6%	2.2%	1.4%	2.7%	8.4%	1.2%
Greece	6.8%	7.7%	7.3%	2.0%	9.6%	5.3%	8.6%	3.0%	12.0%	5.2%	13.2%	4.6%
Portugal	4.3%	3.9%	4.9%	5.3%	3.1%	4.0%	3.5%	8.4%	2.5%	2.0%	3.4%	4.2%
Croatia	2.1%	1.5%	3.3%	0.9%	3.4%	2.3%	2.1%	0.6%	2.7%	1.3%	5.9%	0.6%
Egypt	1.4%	1.0%	2.5%	0.9%	0.3%	0.6%	2.9%	0.8%	1.7%	1.2%	2.8%	1.0%
Tunisia	0.3%	0.2%	0.3%	0.2%	0.0%	1.1%	0.6%	0.0%	0.0%	0.8%	0.1%	0.0%
Morocco	1.1%	0.7%	0.6%	1.4%	0.1%	2.7%	1.6%	2.5%	1.4%	1.1%	1.3%	1.7%
Others	14.8%	14.6%	18.6%	11.3%	13.9%	13.8%	10.4%	10.5%	20.4%	14.4%	13.4%	16.5%

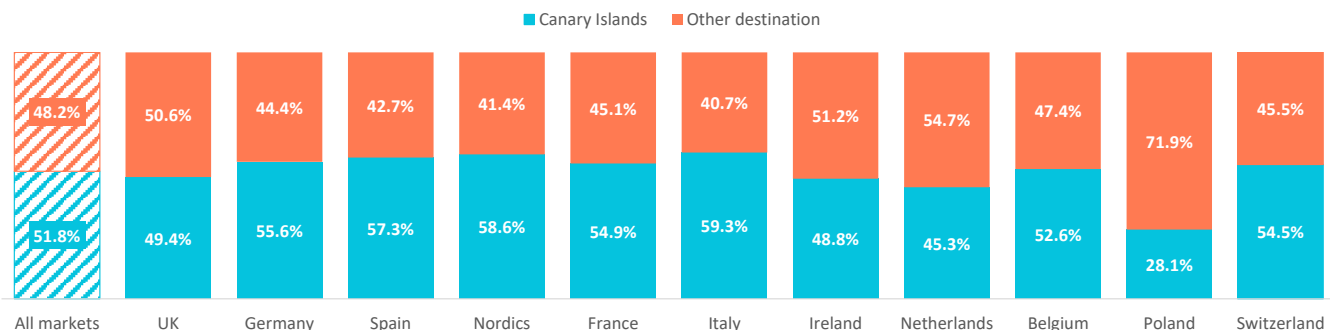
\* Percentage of valid answers



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")	28.4%	26.3%	30.8%	35.6%	32.9%	28.5%	32.3%	26.2%	25.1%	33.8%	5.3%	30.3%
Canary Islands (other island)	23.4%	23.2%	24.8%	21.7%	25.7%	26.4%	27.1%	22.5%	20.2%	18.8%	22.8%	24.2%
Other destination	48.2%	50.6%	44.4%	42.7%	41.4%	45.1%	40.7%	51.2%	54.7%	47.4%	71.9%	45.5%
Balearic Islands	6.2%	7.7%	5.7%	9.0%	1.3%	7.1%	4.6%	5.2%	2.4%	2.9%	4.5%	4.9%
Rest of Spain	9.9%	10.1%	6.0%	11.3%	9.5%	4.6%	10.7%	13.6%	11.6%	11.2%	10.9%	8.9%
Italy	5.2%	4.1%	4.9%	6.0%	5.8%	5.3%	4.7%	5.0%	6.8%	5.4%	10.8%	5.4%
France	1.8%	1.2%	1.9%	2.3%	1.8%	3.2%	1.3%	1.9%	1.9%	3.9%	2.8%	2.0%
Turkey	3.4%	5.1%	2.3%	0.7%	2.3%	1.9%	1.3%	2.5%	4.8%	2.8%	5.8%	1.3%
Greece	8.1%	9.5%	7.9%	3.4%	8.2%	8.4%	5.3%	7.3%	12.7%	7.2%	13.2%	9.1%
Portugal	6.6%	7.0%	6.9%	4.7%	4.0%	5.1%	4.9%	10.9%	5.6%	5.7%	10.5%	6.8%
Croatia	2.4%	2.5%	2.2%	1.5%	2.4%	4.2%	1.7%	3.4%	1.9%	2.9%	4.4%	1.3%
Egypt	2.3%	1.6%	3.4%	1.7%	3.0%	2.0%	3.8%	1.1%	3.2%	4.3%	4.3%	3.2%
Others	2.3%	1.7%	3.2%	2.0%	3.1%	3.3%	2.5%	0.3%	3.9%	1.2%	4.8%	2.6%

\* Percentage of valid answers





# Tourist profile by markets by markets

## TENERIFE (2024)



### TOURIST TAX (Data available from Q2 2024)

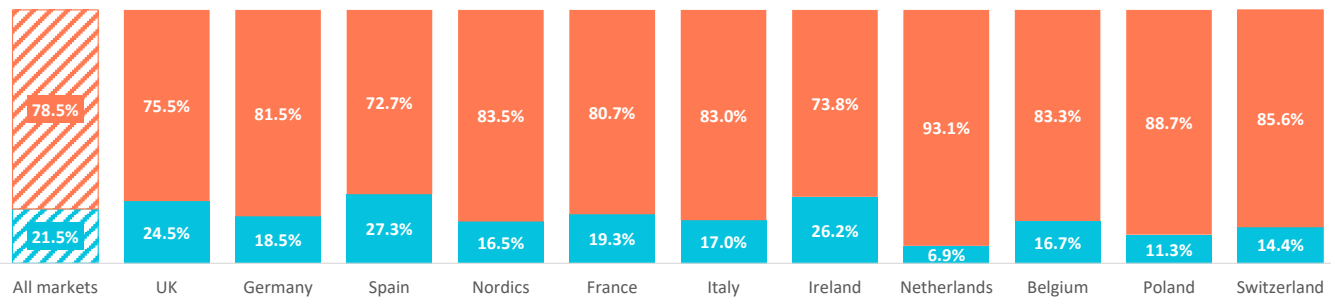
#### Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	47.0%	45.8%	41.8%	50.8%	41.8%	39.4%	62.2%	37.9%	63.5%	48.0%	63.4%	57.7%
No	33.4%	36.7%	35.6%	33.4%	36.4%	32.2%	25.3%	38.7%	15.7%	34.2%	15.8%	19.3%
Not remember	19.6%	17.5%	22.6%	15.8%	21.8%	28.3%	12.5%	23.4%	20.8%	17.8%	20.8%	22.9%

#### 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	21.5%	24.5%	18.5%	27.3%	16.5%	19.3%	17.0%	26.2%	6.9%	16.7%	11.3%	14.4%
No	78.5%	75.5%	81.5%	72.7%	83.5%	80.7%	83.0%	73.8%	93.1%	83.3%	88.7%	85.6%

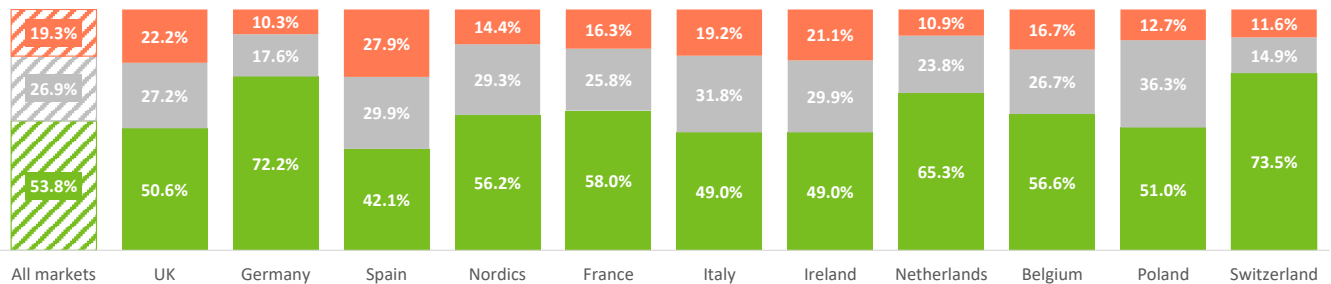
■ Yes ■ No



#### 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	53.8%	50.6%	72.2%	42.1%	56.2%	58.0%	49.0%	49.0%	65.3%	56.6%	51.0%	73.5%
- For any purpose of the Canary Islands Government	11.1%	11.6%	16.8%	6.6%	12.3%	9.0%	5.0%	7.3%	14.4%	11.3%	10.4%	22.7%
- Only to improve living conditions	8.9%	7.3%	15.3%	6.9%	8.4%	10.9%	5.6%	9.3%	16.9%	13.9%	2.9%	11.9%
- Only to improve economic development	4.5%	5.9%	3.9%	3.7%	1.8%	1.4%	3.3%	4.3%	5.5%	3.3%	2.6%	7.5%
- Only to improve and protect the environment	18.6%	13.5%	28.9%	17.4%	24.8%	25.9%	26.9%	12.7%	15.7%	15.3%	24.3%	20.2%
- Only to improve the quality of the tourist environment	4.6%	4.9%	2.3%	3.9%	2.0%	4.5%	4.0%	6.1%	6.3%	5.4%	5.5%	6.5%
- Other purposes	6.1%	7.5%	5.0%	3.6%	6.8%	6.2%	4.2%	9.3%	6.5%	7.4%	5.2%	4.9%
Not sure	26.9%	27.2%	17.6%	29.9%	29.3%	25.8%	31.8%	29.9%	23.8%	26.7%	36.3%	14.9%
No	19.3%	22.2%	10.3%	27.9%	14.4%	16.3%	19.2%	21.1%	10.9%	16.7%	12.7%	11.6%

■ 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	36.9%	31.4%	25.9%	43.2%	36.2%	50.6%	43.4%	43.1%	36.4%	45.2%	56.0%	23.0%
Up to 2 euros	32.0%	31.8%	41.7%	26.6%	34.4%	25.8%	32.5%	29.6%	35.1%	27.7%	28.9%	38.2%
Up to 3 euros	20.1%	23.1%	21.3%	21.3%	14.8%	15.9%	18.7%	15.6%	17.3%	19.3%	9.4%	18.4%
More than 3 euros	11.0%	13.6%	11.1%	8.9%	14.5%	7.8%	5.4%	11.7%	11.2%	7.8%	5.7%	20.4%

# Tourist profile by markets by markets

## TENERIFE (2024)

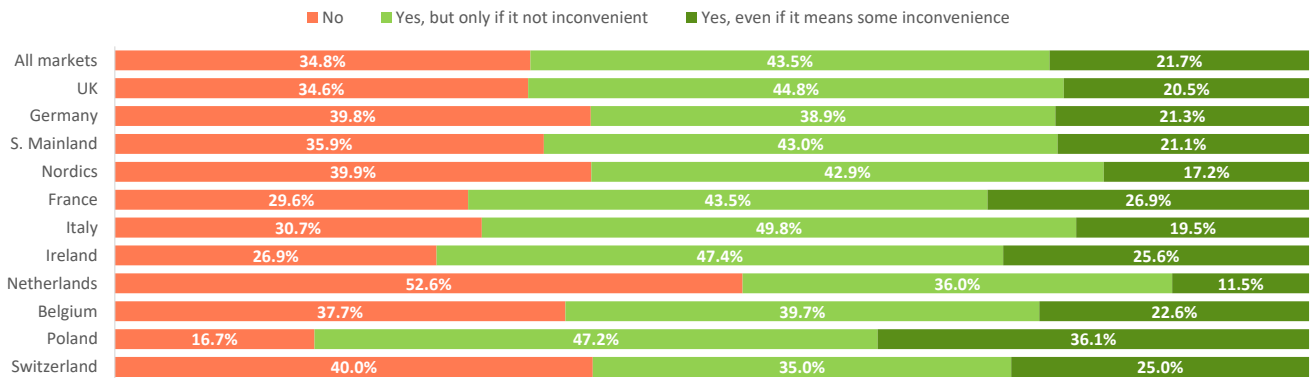


### PLACES VISITED ON TENERIFE

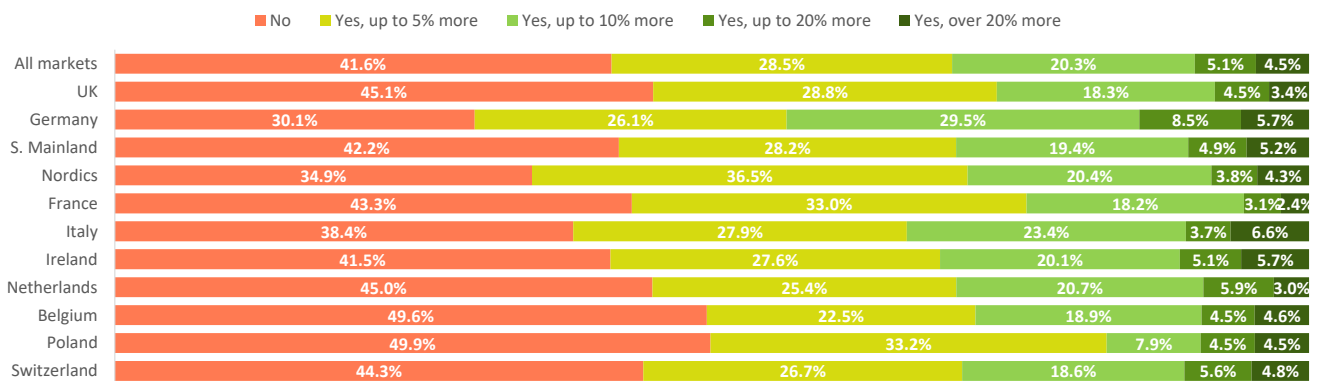
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Teide National Park	37.9%	15.1%	55.7%	58.9%	29.9%	61.9%	54.2%	20.9%	47.9%	44.5%	69.1%	49.0%
Santa Cruz	31.3%	9.9%	44.7%	58.5%	25.8%	46.9%	49.4%	14.6%	29.8%	27.8%	52.5%	40.7%
La Laguna	19.7%	4.0%	27.4%	49.9%	13.2%	34.6%	26.2%	7.9%	14.0%	20.6%	31.0%	17.1%
Los Gigantes Cliffs	17.6%	4.0%	17.7%	43.3%	9.0%	29.9%	35.5%	9.4%	13.0%	15.6%	42.3%	11.3%
Garachico	17.0%	3.5%	25.2%	41.7%	10.0%	31.5%	23.1%	4.9%	12.6%	17.9%	35.3%	14.7%
La Orotava	15.9%	2.9%	24.2%	42.5%	9.3%	30.3%	19.5%	3.8%	11.2%	13.8%	25.5%	11.1%
Icod de los Vinos	14.3%	2.9%	22.7%	37.4%	7.3%	21.3%	18.5%	5.9%	10.3%	13.1%	25.8%	12.3%
Anaga Rural Park	13.3%	2.1%	25.7%	26.7%	5.2%	26.8%	12.1%	3.6%	10.3%	11.6%	34.2%	13.1%
Masca Valley	12.1%	2.1%	17.1%	22.7%	7.9%	26.3%	16.5%	7.6%	12.1%	15.8%	38.8%	7.5%
Teno / Buenavista	7.6%	1.2%	18.6%	12.9%	5.8%	13.8%	10.2%	3.7%	2.4%	9.1%	11.7%	11.4%
Infierno Valley	3.4%	1.1%	4.6%	7.2%	1.2%	5.0%	5.5%	2.8%	2.7%	5.8%	4.8%	0.9%

### 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	8.1	8.0	7.9	8.3	7.8	8.1	8.3	8.2	7.7	8.0	7.8	7.8
Tolerance towards tourism	8.5	8.5	8.5	8.6	8.4	8.5	8.7	8.6	8.1	8.2	8.9	8.4
Cleanliness of the island	8.2	8.4	7.7	8.2	8.0	8.0	8.1	8.6	7.7	8.0	8.3	7.5
Air quality	8.4	8.4	8.3	8.5	8.1	8.2	8.6	8.5	7.8	8.2	8.4	7.9
Rational water consumption	7.6	7.8	6.9	7.6	7.5	7.2	7.6	7.8	7.3	7.6	7.5	7.4
Energy saving	7.0	7.2	6.3	7.1	6.9	6.9	7.3	7.2	6.8	7.2	6.9	6.5
Use of renewable energy	6.9	7.0	6.3	7.0	6.7	6.9	7.5	6.9	6.5	7.0	7.0	6.3
Recycling	7.1	7.5	6.1	6.9	6.5	7.0	7.0	7.2	6.7	7.2	7.1	6.7
Easy to get around by public transport	7.5	7.8	7.1	6.8	7.1	7.6	7.6	7.9	7.3	7.6	7.6	7.0
Overcrowding in tourist areas	6.6	6.7	5.4	7.0	6.6	6.6	7.2	6.9	6.5	6.7	6.8	6.3
Supply of local products	7.2	7.2	6.8	7.7	6.9	7.3	7.4	7.1	7.0	7.4	7.4	7.0

\* 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.