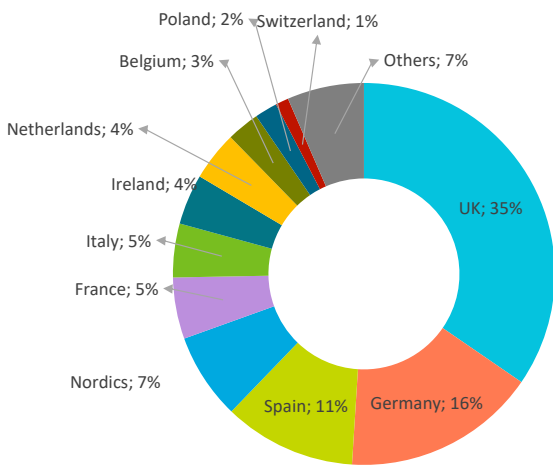


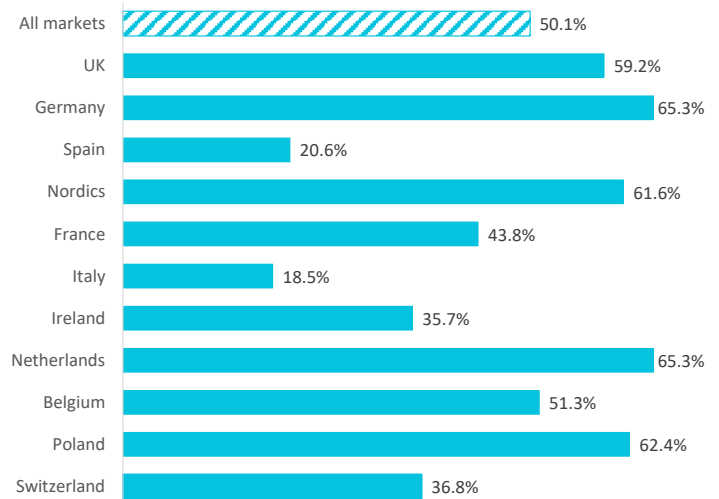
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>15,484,736</b>	<b>5,354,753</b>	<b>2,542,209</b>	<b>1,735,246</b>	<b>1,130,132</b>	<b>805,365</b>	<b>704,104</b>	<b>661,801</b>	<b>646,330</b>	<b>428,771</b>	<b>297,113</b>	<b>171,194</b>
<b>% Tourists</b>	<b>100%</b>	<b>34.6%</b>	<b>16.4%</b>	<b>11.2%</b>	<b>7.3%</b>	<b>5.2%</b>	<b>4.5%</b>	<b>4.3%</b>	<b>4.2%</b>	<b>2.8%</b>	<b>1.9%</b>	<b>1.1%</b>
- Lanzarote	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
- Fuerteventura	2,186,254	670,821	689,777	158,370	58,030	117,342	129,582	56,554	63,935	25,206	82,806	23,232
- Gran Canaria	4,040,620	875,392	785,835	485,525	731,430	145,376	125,046	101,068	272,355	108,978	61,661	59,722
- Tenerife	6,277,692	2,355,897	744,297	794,245	282,885	333,721	376,501	214,022	217,367	234,709	128,177	61,812
- La Palma	155,114	10,598	66,743	37,535	5,768	4,478	1,760	0	12,148	2,734	1,932	2,546
<b>% tourists who book holiday package</b>	<b>50.1%</b>	<b>59.2%</b>	<b>65.3%</b>	<b>20.6%</b>	<b>61.6%</b>	<b>43.8%</b>	<b>18.5%</b>	<b>35.7%</b>	<b>65.3%</b>	<b>51.3%</b>	<b>62.4%</b>	<b>36.8%</b>
<b>Expenditure per tourist (€)</b>	<b>1,443</b>	<b>1,472</b>	<b>1,641</b>	<b>878</b>	<b>1,774</b>	<b>1,349</b>	<b>1,169</b>	<b>1,459</b>	<b>1,516</b>	<b>1,747</b>	<b>1,385</b>	<b>1,784</b>
- book holiday package	1,656	1,617	1,807	1,165	1,787	1,575	1,512	1,555	1,601	1,784	1,520	2,143
- holiday package	1,378	1,331	1,565	921	1,424	1,359	1,297	1,125	1,299	1,658	1,280	1,785
- others	278	286	241	244	362	216	215	431	303	125	239	358
- do not book holiday package	1,230	1,262	1,330	804	1,754	1,173	1,091	1,406	1,355	1,708	1,161	1,575
- flight	328	320	401	204	478	306	308	352	381	361	310	440
- accommodation	409	466	427	290	422	415	357	516	460	330	400	577
- others	493	476	502	309	854	452	425	538	514	1,017	450	557
<b>Average length of stay</b>	<b>9.37</b>	<b>8.46</b>	<b>11.15</b>	<b>6.50</b>	<b>12.25</b>	<b>8.98</b>	<b>10.57</b>	<b>8.92</b>	<b>9.56</b>	<b>10.08</b>	<b>8.61</b>	<b>11.37</b>
<b>Average daily expenditure (€)</b>	<b>176.9</b>	<b>191.1</b>	<b>170.7</b>	<b>152.2</b>	<b>187.8</b>	<b>170.9</b>	<b>137.0</b>	<b>181.5</b>	<b>176.3</b>	<b>193.2</b>	<b>173.9</b>	<b>201.5</b>
<b>Average daily expenditure without flight (€)</b>	<b>125.7</b>	<b>138.7</b>	<b>117.4</b>	<b>111.8</b>	<b>127.3</b>	<b>120.6</b>	<b>97.2</b>	<b>133.3</b>	<b>121.1</b>	<b>135.3</b>	<b>121.0</b>	<b>142.8</b>
<b>Average cost of the flight (€)</b>	<b>410.7</b>	<b>398.4</b>	<b>503.4</b>	<b>224.7</b>	<b>539.0</b>	<b>391.3</b>	<b>337.9</b>	<b>374.5</b>	<b>458.7</b>	<b>490.2</b>	<b>413.9</b>	<b>521.4</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>22,351</b>	<b>7,882</b>	<b>4,173</b>	<b>1,524</b>	<b>2,005</b>	<b>1,086</b>	<b>823</b>	<b>966</b>	<b>980</b>	<b>749</b>	<b>411</b>	<b>305</b>
<b>% Turnover</b>	<b>100%</b>	<b>35.3%</b>	<b>18.7%</b>	<b>6.8%</b>	<b>9.0%</b>	<b>4.9%</b>	<b>3.7%</b>	<b>4.3%</b>	<b>4.4%</b>	<b>3.4%</b>	<b>1.8%</b>	<b>1.4%</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>15,991</b>	<b>5,749</b>	<b>2,893</b>	<b>1,134</b>	<b>1,396</b>	<b>771</b>	<b>585</b>	<b>718</b>	<b>683</b>	<b>539</b>	<b>289</b>	<b>216</b>
<b>Tourist arrivals (FRONTUR)</b>	<b>17,767,833</b>	<b>6,191,903</b>	<b>2,820,162</b>	<b>1,983,921</b>	<b>1,326,887</b>	<b>915,846</b>	<b>778,290</b>	<b>803,851</b>	<b>737,044</b>	<b>480,675</b>	<b>489,573</b>	<b>191,143</b>
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>21,240,161</b>	<b>6,286,375</b>	<b>2,923,163</b>	<b>5,707,404</b>	<b>1,270,339</b>	<b>626,705</b>	<b>786,592</b>	<b>772,334</b>	<b>671,132</b>	<b>458,446</b>	<b>446,142</b>	<b>313,943</b>
<b>Children &lt; 16 years old (FRONTUR - EGT)</b>	<b>2,283,097</b>	<b>837,150</b>	<b>277,953</b>	<b>248,675</b>	<b>196,755</b>	<b>110,481</b>	<b>74,186</b>	<b>142,050</b>	<b>90,714</b>	<b>51,904</b>	<b>192,460</b>	<b>19,949</b>

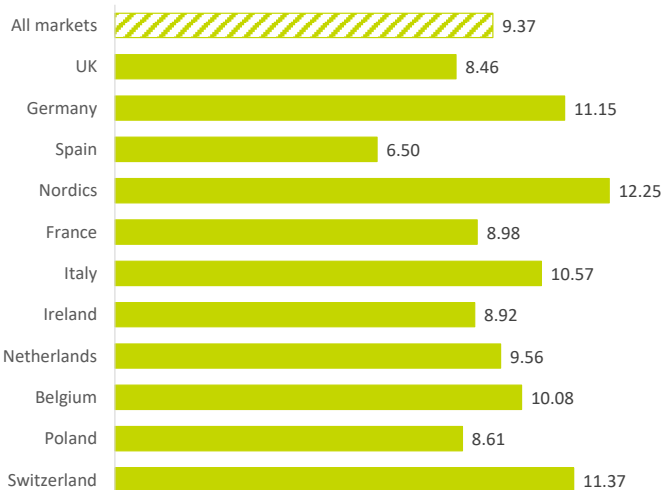
% TOURISTS (≥ 16 years old)



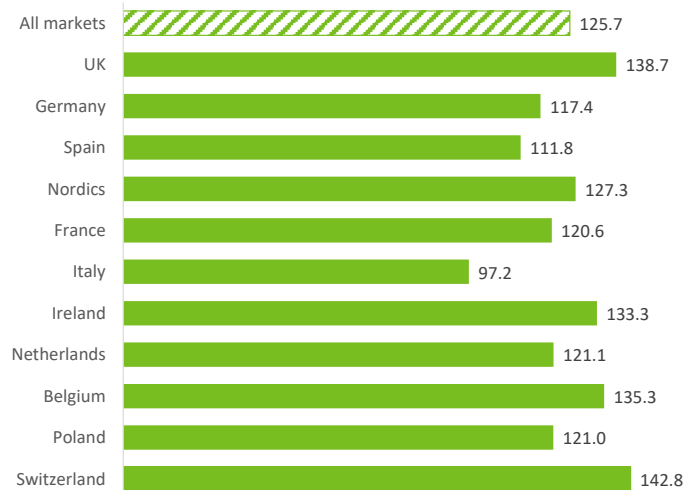
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



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	84.5%	87.2%	88.2%	77.4%	83.5%	88.8%	75.4%	86.6%	89.2%	76.2%	90.0%	83.2%
- Additional accommodation expenses	6.2%	5.4%	5.5%	7.9%	4.1%	8.8%	6.9%	8.5%	8.6%	5.4%	5.8%	9.5%
<b>Transport:</b>												
- National/International Transport	95.7%	96.8%	97.7%	91.9%	95.7%	96.3%	94.1%	97.5%	95.4%	91.5%	96.2%	96.2%
- Flights between islands	4.5%	3.2%	2.9%	6.2%	2.8%	8.9%	8.3%	5.8%	3.3%	5.5%	7.2%	7.8%
- Taxi	50.9%	65.7%	55.1%	19.3%	61.1%	37.0%	27.0%	54.8%	47.9%	48.4%	54.9%	40.6%
- Car rental	31.6%	15.3%	37.3%	56.9%	20.0%	50.9%	50.5%	16.2%	37.5%	34.5%	44.2%	41.6%
- Public transport	11.0%	8.7%	14.0%	9.8%	14.8%	9.2%	12.8%	10.2%	9.7%	12.2%	12.1%	14.7%
<b>Food and drink:</b>												
- Food purchases at supermarkets	58.0%	56.1%	56.7%	54.3%	66.4%	51.9%	63.6%	64.9%	63.3%	56.4%	53.4%	64.9%
- Restaurants	66.6%	67.7%	56.2%	73.9%	68.5%	59.7%	72.2%	77.6%	66.9%	64.7%	52.3%	73.5%
<b>Leisure:</b>												
- Organized excursions	23.7%	17.6%	25.6%	28.1%	16.5%	39.5%	34.0%	20.4%	26.1%	27.7%	39.7%	26.0%
- Sport activities	6.9%	6.5%	7.5%	4.9%	6.0%	6.6%	7.8%	9.5%	7.1%	10.3%	4.3%	9.3%
- Cultural activities	2.8%	1.9%	3.1%	3.7%	2.9%	3.1%	2.4%	2.7%	4.0%	3.1%	3.8%	2.0%
- Museums	5.4%	2.9%	5.9%	9.4%	3.2%	11.4%	8.5%	2.5%	5.3%	6.2%	4.5%	6.3%
- Theme Parks	11.3%	12.4%	8.3%	13.7%	6.2%	9.6%	13.9%	12.2%	9.6%	9.5%	16.4%	9.2%
- Discos and pubs	10.7%	15.5%	4.1%	10.3%	8.0%	5.7%	14.8%	21.8%	6.3%	5.2%	5.8%	6.1%
- Wellness	4.5%	4.8%	4.2%	2.6%	4.9%	4.9%	5.3%	7.3%	4.8%	5.5%	0.6%	5.8%
<b>Purchases of goods:</b>												
- Souvenirs	41.2%	39.8%	38.8%	44.1%	36.5%	44.4%	39.7%	46.1%	43.6%	38.3%	54.0%	46.1%
- Real estate	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.1%	0.2%	0.0%	0.2%	0.0%	0.0%
- Other purchases	0.8%	0.8%	0.7%	0.8%	0.9%	0.4%	1.1%	1.2%	1.0%	1.8%	0.3%	2.3%
<b>Others:</b>												
- Medical expenses	6.7%	6.0%	7.3%	7.4%	4.9%	5.6%	7.4%	11.9%	7.6%	6.7%	6.2%	4.3%
- Other expenses	4.8%	4.9%	4.9%	4.9%	5.8%	4.4%	3.8%	4.8%	4.8%	3.7%	4.2%	3.3%

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
<b>Expenditure per tourist and trip (€)</b>												
<b>Accommodation:</b>	<b>881</b>	<b>929</b>	<b>987</b>	<b>564</b>	<b>1,192</b>	<b>812</b>	<b>697</b>	<b>813</b>	<b>849</b>	<b>873</b>	<b>818</b>	<b>1,068</b>
- Accommodation	719	772	843	446	761	639	567	658	705	783	652	896
- Additional accommodation expenses	162	157	144	118	431	173	129	155	144	90	166	172
<b>Transport:</b>	<b>752</b>	<b>704</b>	<b>883</b>	<b>504</b>	<b>971</b>	<b>737</b>	<b>673</b>	<b>674</b>	<b>797</b>	<b>863</b>	<b>763</b>	<b>860</b>
- National/International Transport	429	412	515	244	563	406	359	384	481	535	430	542
- Flights between islands	81	78	77	73	119	77	80	66	61	81	87	51
- Taxi	88	76	115	59	99	98	84	63	108	87	102	107
- Car rental	123	112	144	100	152	119	127	127	122	126	113	138
- Public transport	30	26	32	27	38	36	23	34	25	34	29	22
<b>Food and drink:</b>	<b>324</b>	<b>336</b>	<b>299</b>	<b>212</b>	<b>441</b>	<b>278</b>	<b>299</b>	<b>405</b>	<b>330</b>	<b>339</b>	<b>247</b>	<b>375</b>
- Food purchases at supermarkets	115	107	118	73	176	105	119	131	100	130	101	131
- Restaurants	209	230	181	139	266	173	180	274	230	210	146	245
<b>Leisure:</b>	<b>553</b>	<b>582</b>	<b>529</b>	<b>418</b>	<b>530</b>	<b>547</b>	<b>480</b>	<b>641</b>	<b>564</b>	<b>572</b>	<b>556</b>	<b>622</b>
- Organized excursions	95	92	98	77	112	104	79	95	91	86	135	100
- Sport activities	104	98	115	72	82	113	80	91	173	119	89	151
- Cultural activities	62	76	51	48	76	59	50	90	46	82	89	43
- Museums	37	44	30	32	34	45	36	69	27	44	35	38
- Theme Parks	76	81	71	70	83	75	63	73	77	71	70	73
- Discos and pubs	102	115	85	66	85	80	71	139	84	83	63	102
- Wellness	78	77	80	54	58	71	100	83	66	87	73	116
<b>Purchases of goods:</b>	<b>21,536</b>	<b>6,544</b>	<b>3,783</b>	<b>2,054</b>	<b>53,450</b>	<b>558</b>	<b>200</b>	<b>1,845</b>	<b>173</b>	<b>125,173</b>	<b>118</b>	<b>199</b>
- Souvenirs	89	87	89	62	119	77	60	105	75	102	80	123
- Real estate	21,287	6,205	3,517	1,925	53,211	333	83	1,556	0	125,000	0	0
- Other purchases	160	252	178	67	119	148	57	184	97	70	37	76
<b>Others:</b>	<b>123</b>	<b>126</b>	<b>125</b>	<b>88</b>	<b>109</b>	<b>85</b>	<b>111</b>	<b>156</b>	<b>122</b>	<b>147</b>	<b>147</b>	<b>182</b>
- Medical expenses	39	37	46	22	36	29	46	50	44	61	39	35
- Other expenses	84	89	79	66	73	57	66	106	78	86	108	146



TOURIST PROFILE

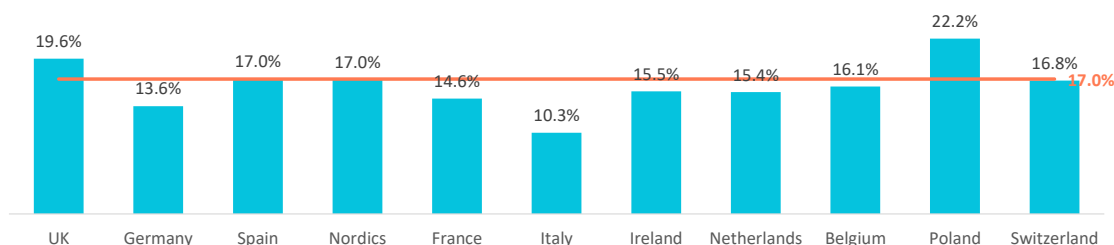
Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
<b>Gender</b>												
Percentage of men	48.4%	44.3%	52.1%	51.5%	49.0%	47.0%	51.8%	44.3%	47.7%	50.7%	54.3%	54.4%
Percentage of women	51.6%	55.7%	47.9%	48.5%	51.0%	53.0%	48.2%	55.7%	52.3%	49.3%	45.7%	45.6%
<b>Age</b>												
Average age (tourists above 16 years old)	46.79	49.41	48.01	40.14	51.44	45.24	41.03	49.06	46.69	49.87	39.63	45.53
Standard deviation	16.8	16.5	17.1	14.4	17.8	16.8	16.4	17.0	17.2	16.7	12.9	17.4
<b>Age range</b>												
16-24 years old	10.5%	7.7%	9.3%	14.7%	9.9%	13.2%	17.6%	10.4%	12.5%	8.0%	10.0%	12.5%
25-30 years old	10.9%	8.0%	10.9%	16.4%	6.5%	12.4%	16.7%	8.4%	11.1%	8.4%	16.5%	13.9%
31-45 years old	28.9%	28.0%	26.6%	36.3%	22.4%	26.2%	29.6%	22.8%	26.3%	24.6%	47.3%	26.8%
46-60 years old	24.3%	26.2%	24.8%	21.9%	23.2%	26.2%	20.4%	27.5%	23.2%	28.1%	17.8%	24.2%
Over 60 years old	25.5%	30.2%	28.3%	10.6%	38.0%	21.9%	15.7%	30.8%	26.9%	30.9%	8.3%	22.5%
<b>Occupation</b>												
Salaried worker	55.9%	56.5%	57.4%	63.5%	49.0%	58.2%	44.7%	56.6%	56.9%	45.7%	49.0%	62.0%
Self-employed	10.8%	10.8%	8.1%	10.6%	6.7%	8.4%	22.9%	11.5%	8.3%	11.0%	23.5%	8.7%
Unemployed	0.9%	0.4%	0.4%	2.3%	0.9%	1.1%	3.6%	0.8%	0.9%	0.6%	0.8%	0.0%
Business owner	7.7%	4.8%	8.5%	8.8%	10.3%	9.1%	7.9%	5.3%	8.0%	9.6%	16.8%	10.0%
Student	4.2%	2.0%	4.4%	6.6%	4.8%	5.0%	8.4%	2.5%	4.0%	4.1%	4.3%	5.7%
Retired	19.2%	24.3%	20.0%	7.0%	27.1%	17.3%	10.9%	21.7%	19.5%	27.4%	4.0%	12.1%
Unpaid domestic work	0.5%	0.7%	0.4%	0.4%	0.1%	0.0%	1.2%	1.0%	0.3%	0.6%	1.0%	0.6%
Others	0.8%	0.6%	0.9%	0.9%	1.2%	0.9%	0.4%	0.6%	2.1%	1.1%	0.5%	0.8%
<b>Annual household income level</b>												
Less than €25,000	12.6%	9.4%	9.7%	20.7%	6.7%	15.2%	23.5%	10.2%	11.7%	10.9%	26.2%	6.8%
€25,000 - €49,999	33.9%	31.0%	32.5%	45.8%	22.3%	40.8%	49.7%	29.0%	29.7%	39.4%	37.8%	11.2%
€50,000 - €74,999	25.5%	25.3%	30.8%	21.1%	30.9%	23.5%	15.9%	25.6%	31.9%	31.9%	19.0%	21.3%
More than €74,999	27.9%	34.3%	26.9%	12.4%	40.0%	20.5%	10.9%	35.2%	26.8%	17.8%	16.9%	60.6%
<b>Education level</b>												
No studies	4.0%	9.9%	0.4%	0.5%	1.2%	0.7%	0.5%	3.3%	1.0%	1.0%	0.3%	1.4%
Primary education	1.9%	0.7%	3.1%	2.8%	3.7%	1.7%	1.9%	0.6%	0.7%	2.0%	0.7%	4.1%
Secondary education	21.0%	18.0%	23.1%	16.2%	25.0%	23.3%	13.2%	22.5%	43.6%	31.1%	17.6%	24.2%
Higher education	73.1%	71.5%	73.3%	80.5%	70.2%	74.3%	84.5%	73.6%	54.6%	66.0%	81.4%	70.3%

Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	10.3%	7.5%	12.0%	14.0%	10.2%	8.8%	13.2%	9.3%	9.6%	10.2%	4.7%	11.2%
Only with partner	46.8%	48.5%	50.5%	40.9%	45.3%	45.8%	46.4%	51.1%	49.4%	52.5%	45.1%	46.2%
Only with children (< 13 years old)	4.3%	3.9%	4.9%	4.1%	4.9%	5.4%	4.0%	3.7%	4.2%	3.7%	3.4%	5.2%
Partner + children (< 13 years old)	6.8%	7.7%	5.7%	8.2%	5.5%	5.0%	3.2%	5.5%	7.2%	6.9%	10.4%	7.1%
Other relatives	10.4%	12.6%	6.2%	8.4%	9.8%	10.7%	6.1%	13.6%	10.4%	7.9%	15.4%	8.7%
Friends	7.2%	6.4%	7.2%	9.6%	7.3%	7.4%	12.9%	5.0%	6.1%	4.3%	6.5%	8.6%
Work colleagues	0.5%	0.1%	0.1%	2.4%	0.4%	0.6%	0.5%	0.0%	0.3%	0.0%	1.2%	0.0%
Organized trip	0.2%	0.1%	0.1%	0.3%	0.1%	0.7%	0.2%	0.0%	0.1%	0.4%	0.1%	0.3%
Other combinations <sup>(2)</sup>	13.5%	13.3%	13.4%	12.0%	16.4%	15.8%	13.4%	11.8%	12.7%	14.1%	13.3%	12.8%
<i><sup>(2)</sup> Different situations have been isolated</i>												
<b>Tourists with children</b>	<b>17.0%</b>	<b>19.6%</b>	<b>13.6%</b>	<b>17.0%</b>	<b>17.0%</b>	<b>14.6%</b>	<b>10.3%</b>	<b>15.5%</b>	<b>15.4%</b>	<b>16.1%</b>	<b>22.2%</b>	<b>16.8%</b>
- Between 0 and 2 years old	1.3%	1.5%	0.8%	1.6%	1.6%	1.4%	1.6%	1.2%	1.9%	0.9%	0.6%	0.5%
- Between 3 and 12 years old	14.5%	16.7%	11.9%	14.4%	13.8%	11.9%	8.1%	12.9%	12.5%	13.9%	20.8%	15.6%
- Between 0-2 and 3-12 years old	1.2%	1.5%	0.9%	1.0%	1.5%	1.2%	0.6%	1.4%	1.0%	1.2%	0.7%	0.8%
<b>Tourists without children</b>	<b>83.0%</b>	<b>80.4%</b>	<b>86.4%</b>	<b>83.0%</b>	<b>83.0%</b>	<b>85.4%</b>	<b>89.7%</b>	<b>84.5%</b>	<b>84.6%</b>	<b>83.9%</b>	<b>77.8%</b>	<b>83.2%</b>
<b>Group composition:</b>												
- 1 person	12.5%	9.4%	13.5%	17.3%	13.0%	10.8%	16.9%	11.9%	10.5%	11.1%	6.8%	12.7%
- 2 people	54.9%	55.1%	60.7%	48.4%	53.8%	55.6%	53.7%	57.0%	60.8%	61.3%	52.2%	55.1%
- 3 people	11.9%	12.1%	11.3%	12.9%	9.9%	11.8%	12.8%	10.7%	10.6%	10.0%	18.3%	10.9%
- 4 or 5 people	16.2%	17.5%	12.5%	16.9%	16.9%	18.0%	13.8%	16.0%	14.7%	14.0%	19.7%	17.6%
- 6 or more people	4.5%	5.9%	1.8%	4.4%	6.4%	3.8%	2.8%	4.4%	3.3%	3.6%	3.0%	3.7%
<b>Average group size:</b>	<b>2.61</b>	<b>2.73</b>	<b>2.35</b>	<b>2.59</b>	<b>2.73</b>	<b>2.65</b>	<b>2.40</b>	<b>2.60</b>	<b>2.55</b>	<b>2.49</b>	<b>2.70</b>	<b>2.57</b>

\*People who share the main expenses of the trip



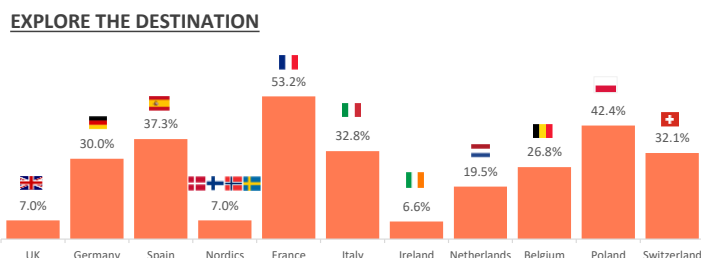
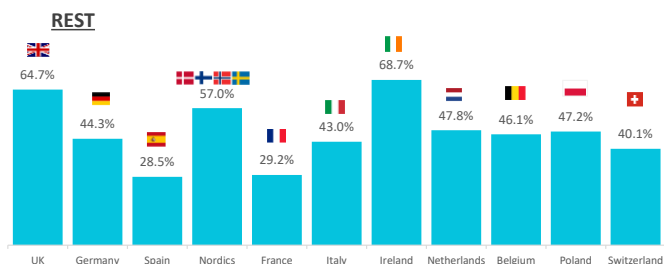
### TRIP MOTIVATION AND DESTINATION CHOICE

#### What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	90.4%	95.0%	92.3%	76.0%	91.7%	93.5%	82.7%	95.7%	92.9%	92.2%	92.2%	90.5%
Family reasons	6.9%	4.1%	5.9%	15.2%	5.3%	4.4%	13.0%	4.1%	5.2%	6.4%	4.3%	7.7%
Business	1.3%	0.3%	0.5%	7.0%	0.7%	0.6%	1.4%	0.0%	0.6%	0.2%	1.4%	0.7%
Education and training	0.2%	0.1%	0.2%	0.3%	0.3%	0.2%	0.5%	0.0%	0.1%	0.0%	1.0%	0.0%
Sports training	0.5%	0.2%	0.6%	0.5%	1.1%	0.5%	1.1%	0.1%	0.3%	0.8%	1.0%	0.3%
Health	0.2%	0.0%	0.2%	0.1%	0.4%	0.4%	0.1%	0.0%	0.3%	0.1%	0.0%	0.0%
Conventions and Exhibitions	0.1%	0.0%	0.0%	0.5%	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.3%	0.3%	0.4%	0.6%	0.3%	0.8%	0.1%	0.5%	0.4%	0.1%	0.8%

#### What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	50.6%	64.7%	44.3%	28.5%	57.0%	29.2%	43.0%	68.7%	47.8%	46.1%	47.2%	40.1%
Enjoy family time	15.9%	16.0%	12.1%	21.4%	25.5%	8.6%	13.5%	13.2%	13.0%	12.7%	5.7%	16.1%
Have fun	9.0%	10.3%	8.2%	10.0%	5.1%	5.6%	8.4%	9.6%	15.1%	9.4%	2.0%	5.4%
Explore the destination	21.2%	7.0%	30.0%	37.3%	7.0%	53.2%	32.8%	6.6%	19.5%	26.8%	42.4%	32.1%
Practice their hobbies	1.9%	1.0%	3.5%	1.2%	3.3%	2.1%	1.5%	1.1%	1.9%	3.3%	2.1%	4.2%
Other reasons	1.4%	1.0%	2.0%	1.6%	2.1%	1.3%	0.9%	0.9%	2.6%	1.6%	0.6%	2.2%



#### Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Climate	75.6%	79.9%	74.7%	61.4%	82.2%	75.8%	76.1%	80.7%	71.4%	76.4%	77.5%	76.1%
Safety	55.7%	66.3%	57.5%	41.7%	40.3%	50.7%	42.0%	74.1%	30.6%	39.9%	61.2%	53.2%
Tranquility	49.3%	49.9%	50.9%	51.5%	35.5%	53.8%	50.7%	57.3%	43.7%	54.3%	53.1%	45.4%
Sea	45.1%	34.6%	61.2%	45.0%	46.2%	50.7%	51.8%	42.5%	38.1%	40.0%	58.5%	58.9%
Accommodation supply	43.5%	56.7%	39.6%	26.6%	33.8%	41.2%	28.3%	57.8%	36.6%	36.3%	39.3%	37.5%
Effortless trip	39.2%	48.1%	47.4%	29.0%	24.0%	27.7%	31.5%	51.9%	14.9%	23.5%	33.6%	37.9%
Beaches	38.8%	31.6%	48.2%	40.7%	38.7%	41.2%	49.5%	40.8%	30.8%	27.4%	48.7%	45.0%
Price	37.9%	48.5%	29.1%	30.3%	25.8%	44.8%	31.6%	57.1%	23.6%	31.3%	31.3%	25.4%
European belonging	37.2%	33.3%	41.0%	39.9%	35.4%	38.3%	39.0%	47.8%	27.5%	40.1%	50.5%	39.9%
Landscapes	35.3%	23.2%	39.4%	51.7%	22.6%	61.8%	57.9%	21.0%	22.6%	37.3%	64.2%	39.9%
Environment	34.5%	34.8%	27.3%	40.4%	26.9%	44.6%	57.6%	36.0%	12.7%	24.0%	50.4%	31.9%
Gastronomy	27.0%	27.3%	27.1%	31.8%	20.1%	23.4%	20.0%	35.0%	17.1%	25.5%	33.7%	35.3%
Fun possibilities	23.6%	25.6%	17.5%	27.4%	16.8%	18.1%	24.5%	29.6%	36.1%	23.6%	14.7%	16.1%
Authenticity	23.3%	20.7%	21.5%	33.5%	11.6%	36.9%	29.1%	24.8%	11.9%	21.7%	35.7%	24.5%
Exoticism	11.8%	8.5%	7.8%	17.8%	8.8%	23.3%	15.2%	9.4%	14.7%	16.4%	26.5%	11.1%
Hiking trail network	10.8%	4.3%	13.8%	13.0%	12.0%	19.7%	21.9%	5.3%	10.4%	15.8%	16.7%	15.5%
Shopping	10.1%	10.6%	10.7%	8.0%	6.7%	12.3%	12.7%	13.6%	5.7%	10.9%	5.8%	9.5%
Culture	10.1%	10.2%	8.4%	14.2%	5.1%	15.1%	10.5%	9.7%	5.1%	6.0%	11.3%	11.1%
Historical heritage	9.5%	7.7%	8.0%	17.5%	4.0%	17.9%	11.1%	7.2%	4.9%	8.7%	10.7%	11.2%
Nightlife	8.3%	9.2%	4.6%	9.5%	6.1%	7.6%	16.5%	12.6%	4.7%	5.4%	7.0%	5.8%

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	48.4%	61.8%	44.7%	33.7%	57.0%	30.0%	29.5%	60.1%	38.5%	45.0%	35.9%	40.7%
Friends or relatives	29.7%	28.1%	24.3%	39.0%	26.5%	28.4%	37.8%	32.2%	24.4%	29.7%	25.7%	24.8%
Internet or social media	51.4%	51.6%	52.6%	49.1%	44.4%	53.7%	52.0%	49.5%	57.4%	42.5%	64.5%	51.0%
Mass Media	1.9%	2.1%	2.1%	1.3%	1.2%	2.7%	1.1%	1.9%	1.0%	1.4%	3.8%	0.4%
Travel guides and magazines	6.5%	4.9%	9.1%	3.0%	3.8%	13.1%	5.4%	3.9%	7.2%	11.7%	12.0%	11.4%
Travel Blogs or Forums	6.3%	4.3%	5.5%	8.7%	2.9%	10.2%	8.3%	6.6%	3.6%	4.6%	21.0%	5.1%
Travel TV Channels	0.8%	0.8%	1.2%	0.4%	0.7%	0.4%	0.6%	1.1%	0.7%	0.5%	1.4%	0.4%
Tour Operator or Travel Agency	20.2%	22.4%	26.0%	10.7%	21.7%	22.5%	11.9%	13.7%	22.3%	24.2%	28.6%	16.5%
Public administrations or similar	0.5%	0.5%	0.2%	1.0%	0.7%	0.6%	0.6%	0.3%	0.2%	0.4%	0.5%	0.0%
Others	3.3%	3.1%	2.3%	5.6%	2.8%	3.7%	2.4%	2.2%	3.2%	3.1%	3.6%	3.0%

\* Multi-choice question

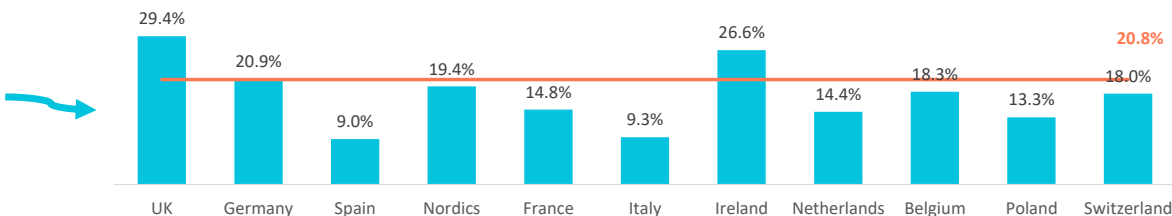


TRIP BOOKING

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	0.9%	0.6%	0.8%	1.5%	0.6%	1.0%	0.9%	0.4%	1.0%	1.8%	0.7%	0.5%
Between 1 and 30 days	22.3%	18.3%	21.1%	29.3%	23.9%	21.6%	22.2%	17.2%	26.3%	29.2%	32.5%	22.1%
Between 1 and 2 months	23.0%	19.9%	22.1%	28.8%	23.7%	23.4%	30.7%	19.7%	23.4%	21.0%	27.6%	28.2%
Between 3 and 6 months	33.0%	31.8%	35.1%	31.4%	32.4%	39.2%	36.9%	36.2%	34.9%	29.7%	25.9%	31.1%
More than 6 months	20.8%	29.4%	20.9%	9.0%	19.4%	14.8%	9.3%	26.6%	14.4%	18.3%	13.3%	18.0%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



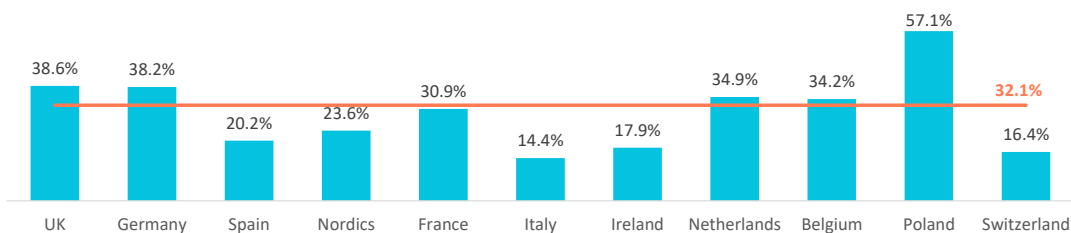
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
<b>Flight</b>												
- Directly with the airline	50.0%	48.7%	32.9%	69.1%	36.3%	52.8%	73.0%	65.4%	34.3%	48.3%	33.8%	63.9%
- Tour Operator or Travel Agency	50.0%	51.3%	67.1%	30.9%	63.7%	47.2%	27.0%	34.6%	65.7%	51.7%	66.2%	36.1%
<b>Accommodation</b>												
- Directly with the accommodation	37.0%	35.3%	22.2%	54.1%	28.8%	40.8%	60.1%	50.2%	23.7%	35.3%	25.6%	49.4%
- Tour Operator or Travel Agency	63.0%	64.7%	77.8%	45.9%	71.2%	59.2%	39.9%	49.8%	76.3%	64.7%	74.4%	50.6%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	33.3%	29.4%	23.2%	34.7%	45.0%	38.3%	60.1%	47.1%	29.9%	29.0%	23.9%	31.4%
Bed and Breakfast	14.1%	14.6%	8.7%	19.4%	17.9%	7.5%	8.4%	19.6%	18.6%	9.1%	5.7%	26.9%
Half board	17.4%	15.4%	27.1%	21.2%	10.0%	14.1%	11.0%	13.4%	15.3%	24.3%	10.8%	21.5%
Full board	3.1%	1.9%	2.7%	4.4%	3.5%	9.1%	6.1%	2.0%	1.2%	3.4%	2.5%	3.7%
All inclusive	32.1%	38.6%	38.2%	20.2%	23.6%	30.9%	14.4%	17.9%	34.9%	34.2%	57.1%	16.4%

% TOURISTS WHO BOOK ALL INCLUSIVE

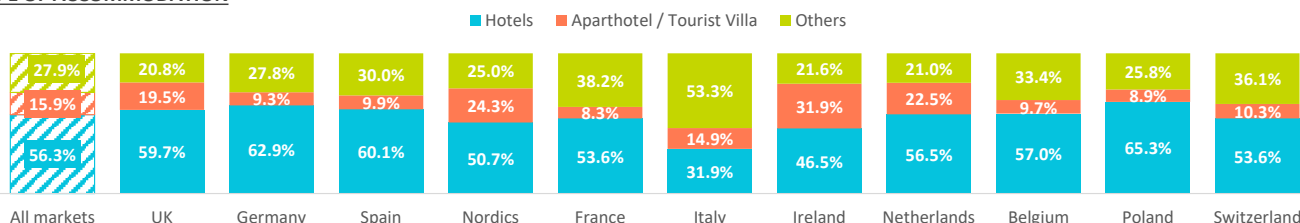


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	10.3%	8.6%	11.7%	13.4%	16.1%	7.6%	8.3%	9.6%	12.2%	7.7%	11.1%	7.8%
4* Hotel	37.0%	39.4%	42.4%	38.2%	30.5%	39.3%	20.5%	28.0%	37.0%	37.5%	50.2%	32.9%
5* Hotel / 5* Luxury Hotel	9.0%	11.8%	8.8%	8.4%	4.1%	6.7%	3.1%	8.9%	7.3%	11.8%	4.0%	12.9%
Aparthotel / Tourist Villa	15.9%	19.5%	9.3%	9.9%	24.3%	8.3%	14.9%	31.9%	22.5%	9.7%	8.9%	10.3%
House/room rented in a private dwelling	15.5%	12.6%	15.3%	13.3%	12.2%	25.5%	31.9%	11.6%	13.5%	16.7%	15.1%	19.2%
Private accommodation <sup>(1)</sup>	9.3%	6.5%	8.6%	14.5%	9.9%	6.2%	16.4%	7.5%	5.3%	12.3%	6.1%	12.4%
Others (Cottage, cruise, camping,...)	3.0%	1.7%	3.9%	2.2%	2.8%	6.4%	5.0%	2.6%	2.2%	4.3%	4.6%	4.5%

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

TYPE OF ACCOMMODATION



# Tourist profile by markets by markets (1/2)

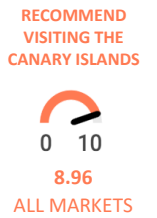
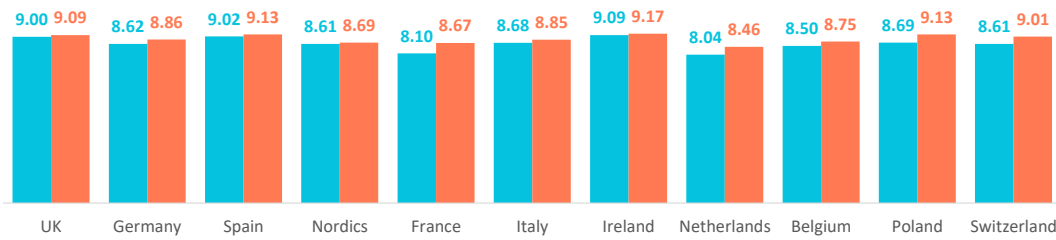
## CANARY ISLANDS (2024)



### SATISFACTION AND LOYALTY INDICATORS

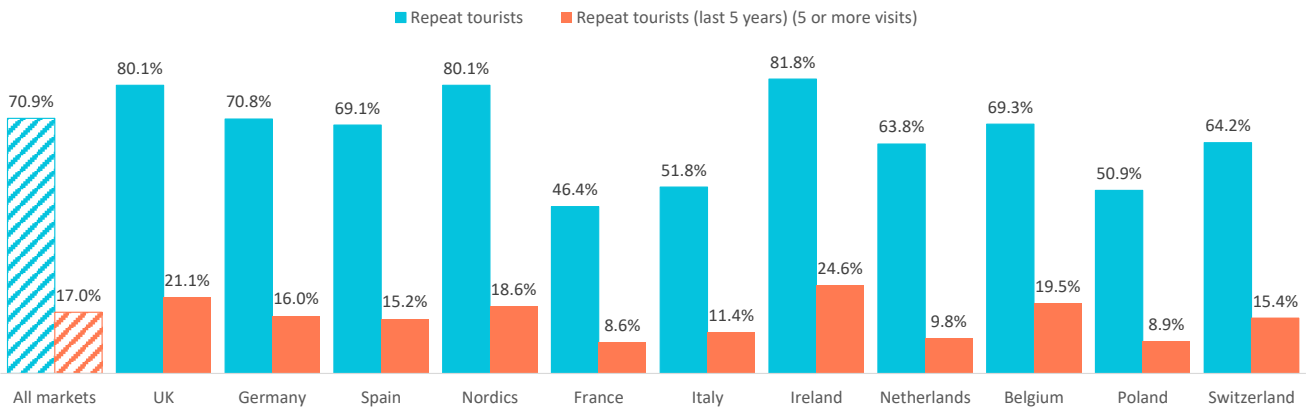
#### Satisfaction

Satisfaction (scale 0-10)	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Average rating	<b>8.74</b>	8.90	8.61	8.73	8.56	8.55	8.61	8.89	8.38	8.60	9.00	8.73
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>2.9%</b>	2.4%	2.3%	4.2%	2.8%	5.7%	3.9%	1.6%	3.1%	2.9%	2.8%	2.9%
Lived up to expectations	<b>54.8%</b>	55.4%	55.7%	51.2%	63.7%	62.7%	47.4%	51.7%	55.9%	57.3%	53.2%	48.0%
Better or much better than expected	<b>42.3%</b>	42.2%	42.0%	44.5%	33.5%	31.6%	48.6%	46.6%	41.0%	39.8%	43.9%	49.2%
Future intentions (scale 1-10)	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Return to the Canary Islands	<b>8.77</b>	9.00	8.62	9.02	8.61	8.10	8.68	9.09	8.04	8.50	8.69	8.61
Recommend visiting the Canary Islands	<b>8.96</b>	9.09	8.86	9.13	8.69	8.67	8.85	9.17	8.46	8.75	9.13	9.01



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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Repeat tourists	<b>70.9%</b>	80.1%	70.8%	69.1%	80.1%	46.4%	51.8%	81.8%	63.8%	69.3%	50.9%	64.2%
At least 10 previous visits	<b>19.9%</b>	25.6%	20.1%	15.9%	27.5%	7.8%	10.0%	29.0%	11.5%	18.9%	4.8%	13.2%
Repeat tourists (last 5 years)	<b>63.8%</b>	70.8%	65.1%	62.0%	72.7%	42.6%	47.0%	74.4%	57.0%	63.5%	46.2%	58.9%
Repeat tourists (last 5 years) (5 or more visits)	<b>17.0%</b>	21.1%	16.0%	15.2%	18.6%	8.6%	11.4%	24.6%	9.8%	19.5%	8.9%	15.4%



### 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>92.9%</b>	96.0%	93.2%	90.7%	95.2%	86.8%	88.4%	93.6%	94.8%	91.0%	83.4%	89.6%
Two islands	<b>6.1%</b>	3.8%	5.2%	8.1%	4.1%	11.1%	10.2%	6.2%	4.5%	7.7%	14.8%	8.2%
Three or more islands	<b>1.0%</b>	0.2%	1.6%	1.2%	0.7%	2.2%	1.4%	0.2%	0.7%	1.3%	1.9%	2.2%

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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Lanzarote	<b>18.6%</b>	27.1%	9.9%	15.3%	5.0%	26.8%	11.2%	44.0%	12.8%	13.5%	8.3%	14.4%
Fuerteventura	<b>14.6%</b>	12.7%	27.6%	9.9%	5.3%	15.9%	19.6%	8.7%	10.4%	6.0%	28.6%	14.9%
Gran Canaria	<b>26.6%</b>	16.6%	31.6%	28.8%	64.8%	19.3%	18.7%	15.3%	42.3%	26.4%	21.6%	35.9%
Tenerife	<b>41.4%</b>	44.2%	30.2%	47.3%	25.8%	43.2%	54.4%	32.5%	34.2%	55.5%	44.0%	38.6%
La Gomera	<b>0.3%</b>	0.1%	0.6%	0.5%	0.3%	0.4%	0.3%	0.3%	0.3%	0.4%	0.8%	1.0%
La Palma	<b>1.4%</b>	0.3%	3.1%	2.8%	0.8%	1.5%	1.0%	0.1%	2.2%	1.6%	1.3%	2.4%
El Hierro	<b>0.1%</b>	0.0%	0.1%	0.4%	0.0%	0.2%	0.3%	0.0%	0.0%	0.3%	0.5%	0.1%
Cruise	<b>0.2%</b>	0.1%	0.7%	0.0%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.3%



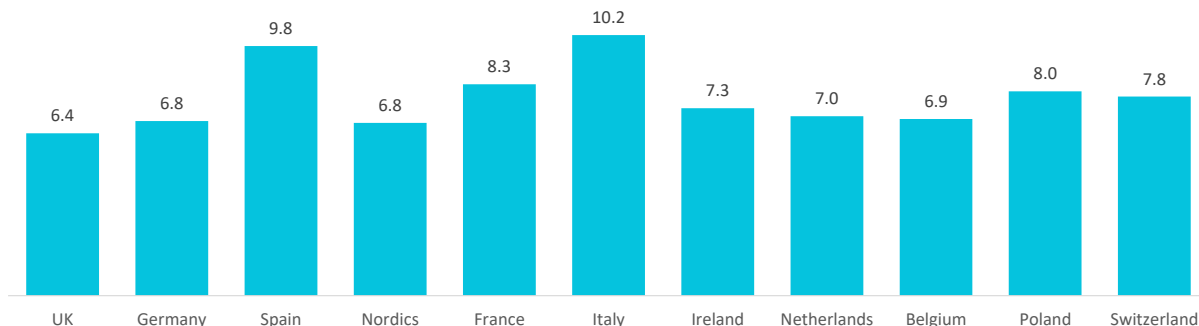
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
0 hours	2.6%	3.9%	2.3%	1.1%	4.5%	0.5%	0.6%	1.3%	2.4%	2.4%	0.8%	1.9%
1 - 2 hours	9.6%	14.0%	10.7%	3.2%	11.0%	3.2%	1.1%	7.1%	12.4%	10.5%	5.4%	6.1%
3 - 6 hours	32.6%	38.7%	36.5%	16.9%	35.3%	26.6%	11.7%	37.5%	35.7%	38.2%	31.7%	29.6%
7 - 12 hours	46.6%	37.6%	45.2%	58.7%	43.1%	61.8%	67.8%	47.8%	41.0%	41.6%	53.9%	54.8%
More than 12 hours	8.6%	5.8%	5.3%	20.1%	6.1%	7.8%	18.8%	6.3%	8.4%	7.3%	8.1%	7.6%
<b>Outdoor time per day</b>	<b>7.4</b>	<b>6.4</b>	<b>6.8</b>	<b>9.8</b>	<b>6.8</b>	<b>8.3</b>	<b>10.2</b>	<b>7.3</b>	<b>7.0</b>	<b>6.9</b>	<b>8.0</b>	<b>7.8</b>



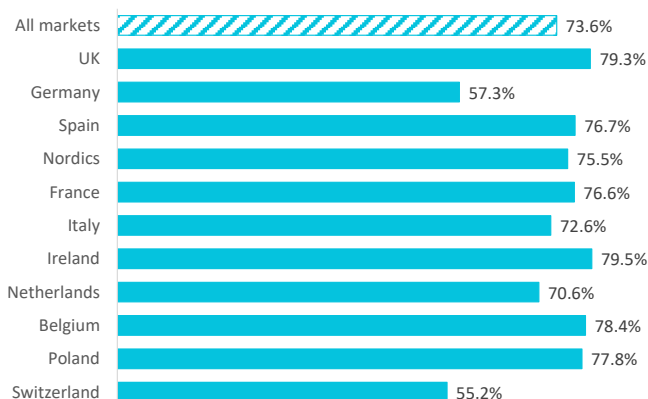
7.4  
ALL MARKETS



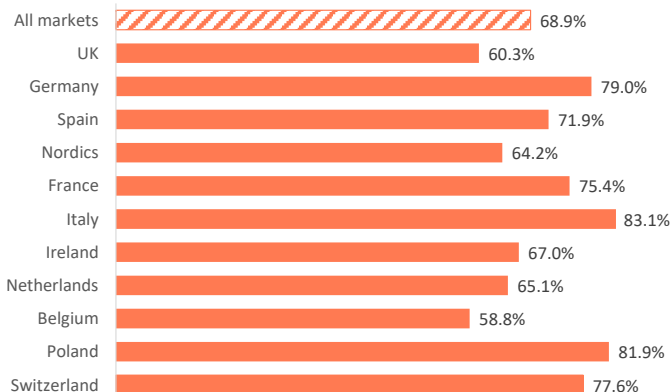
Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Walk, wander	73.6%	79.3%	57.3%	76.7%	75.5%	76.6%	72.6%	79.5%	70.6%	78.4%	77.8%	55.2%
Beach	68.9%	60.3%	79.0%	71.9%	64.2%	75.4%	83.1%	67.0%	65.1%	58.8%	81.9%	77.6%
Swimming pool, hotel facilities	57.7%	71.1%	40.0%	48.0%	61.8%	57.4%	39.4%	69.2%	63.4%	61.2%	54.9%	43.2%
Explore the island on their own	48.8%	35.3%	54.5%	66.0%	44.0%	65.1%	61.8%	34.2%	51.1%	50.4%	67.3%	55.3%
Taste Canarian gastronomy	27.3%	23.7%	32.6%	45.3%	17.0%	15.1%	27.3%	24.4%	19.6%	21.6%	28.5%	29.0%
Hiking	18.8%	6.9%	22.7%	23.1%	24.1%	35.1%	17.9%	7.4%	36.4%	39.4%	36.2%	20.2%
Organized excursions	16.2%	14.1%	15.8%	16.1%	9.8%	26.3%	23.1%	15.8%	18.6%	18.8%	32.4%	12.5%
Nightlife / concerts / shows	15.4%	19.7%	9.2%	16.4%	12.8%	11.0%	15.9%	24.8%	11.0%	7.8%	8.5%	12.4%
Theme parks	14.7%	15.0%	11.3%	18.1%	10.7%	14.4%	16.1%	14.9%	13.4%	11.2%	23.8%	12.8%
Sea excursions / whale watching	12.0%	10.9%	12.2%	10.6%	7.6%	19.8%	13.2%	10.9%	14.8%	13.1%	20.3%	13.2%
Wineries / markets / popular festivals	11.2%	8.2%	10.9%	18.4%	13.6%	15.2%	12.6%	9.3%	6.1%	7.1%	10.5%	13.5%
Museums / exhibitions	10.8%	6.7%	11.6%	18.2%	7.0%	22.9%	13.1%	5.2%	10.2%	11.1%	12.6%	12.6%
Other Nature Activities	8.4%	3.7%	12.3%	12.7%	5.5%	11.6%	14.8%	3.0%	8.1%	6.6%	10.2%	13.5%
Swim	7.4%	10.1%	3.0%	2.1%	9.0%	3.5%	4.7%	10.4%	14.3%	10.5%	13.5%	4.1%
Running	6.0%	4.9%	2.3%	5.7%	10.1%	7.6%	6.6%	4.9%	20.9%	6.6%	7.2%	3.7%
Beauty and health treatments	5.2%	5.2%	4.3%	3.8%	7.1%	6.5%	5.0%	8.4%	4.8%	8.8%	1.0%	9.9%
Practice other sports	4.3%	2.9%	4.6%	5.2%	6.1%	4.0%	5.2%	3.7%	3.4%	5.3%	7.2%	5.1%
Astronomical observation	3.9%	1.9%	6.4%	4.9%	5.7%	2.4%	4.1%	1.9%	5.9%	4.8%	3.9%	3.7%
Surf	2.8%	1.5%	3.7%	2.9%	1.7%	4.0%	7.7%	1.2%	1.9%	3.0%	4.0%	3.9%
Cycling / Mountain bike	2.7%	2.6%	3.1%	1.6%	2.8%	3.2%	2.3%	5.4%	1.7%	4.0%	3.7%	3.1%
Golf	2.5%	3.2%	2.0%	1.2%	3.0%	1.4%	1.4%	4.0%	2.4%	2.4%	0.5%	2.6%
Scuba Diving	2.4%	1.5%	3.3%	3.1%	1.3%	4.4%	2.3%	1.7%	2.4%	3.4%	4.7%	2.8%
Windsurf / Kitesurf	0.8%	0.5%	1.0%	0.5%	0.7%	1.4%	1.7%	0.5%	0.8%	0.7%	1.0%	2.0%

WALK, WANDER



BEACH



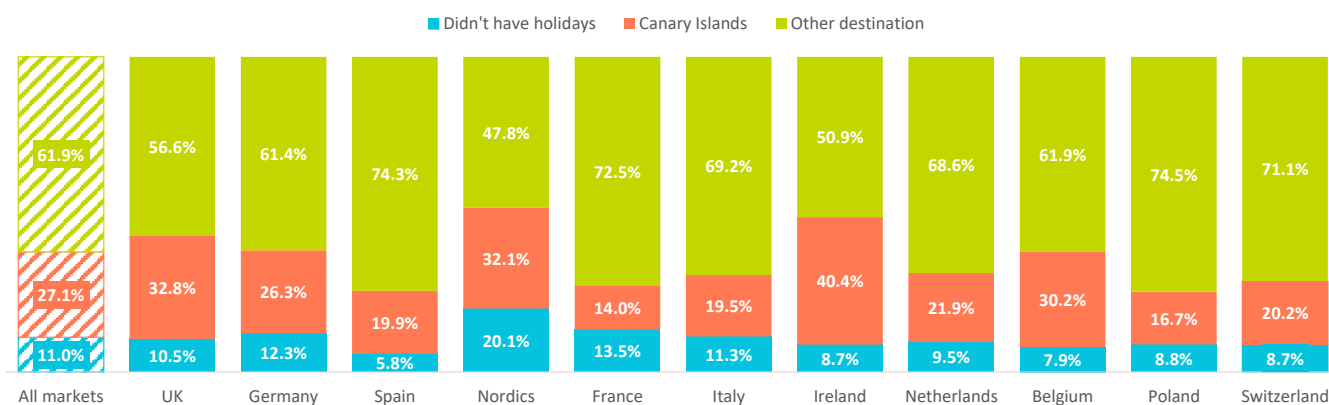


COMPETITORS

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	11.0%	10.5%	12.3%	5.8%	20.1%	13.5%	11.3%	8.7%	9.5%	7.9%	8.8%	8.7%
Canary Islands	27.1%	32.8%	26.3%	19.9%	32.1%	14.0%	19.5%	40.4%	21.9%	30.2%	16.7%	20.2%
Other destination	61.9%	56.6%	61.4%	74.3%	47.8%	72.5%	69.2%	50.9%	68.6%	61.9%	74.5%	71.1%
Balearic Islands	4.5%	5.1%	5.2%	7.0%	1.6%	4.1%	4.6%	2.7%	2.0%	1.6%	3.7%	5.4%
Rest of Spain	11.4%	9.0%	5.7%	34.3%	8.1%	7.9%	8.6%	13.7%	10.2%	10.8%	9.7%	7.5%
Italy	7.2%	4.1%	8.8%	6.4%	5.5%	7.1%	22.0%	4.9%	8.1%	6.7%	10.1%	17.9%
France	5.1%	3.3%	4.1%	4.0%	3.5%	22.5%	4.3%	3.6%	8.5%	11.7%	3.1%	8.3%
Turkey	3.1%	4.4%	3.8%	0.9%	2.1%	1.0%	1.3%	1.4%	2.5%	2.4%	8.8%	2.1%
Greece	7.2%	8.2%	8.1%	1.8%	8.9%	5.7%	8.0%	3.8%	10.3%	6.6%	13.9%	5.0%
Portugal	4.1%	3.9%	3.7%	5.2%	2.3%	4.5%	3.3%	7.7%	2.7%	2.5%	3.7%	4.8%
Croatia	2.0%	1.5%	3.0%	0.9%	2.2%	1.8%	1.9%	0.6%	2.4%	2.0%	4.0%	1.3%
Egypt	1.5%	1.2%	2.4%	0.9%	0.5%	1.1%	2.6%	0.4%	1.5%	1.6%	3.8%	1.6%
Tunisia	0.4%	0.3%	0.6%	0.2%	0.2%	1.4%	0.6%	0.0%	0.2%	1.1%	1.2%	0.0%
Morocco	1.0%	0.7%	0.5%	1.5%	0.2%	2.7%	1.8%	1.3%	1.0%	1.4%	0.9%	1.3%
Others	14.3%	15.1%	15.5%	11.1%	12.4%	12.6%	10.4%	10.8%	19.4%	13.4%	11.7%	15.8%

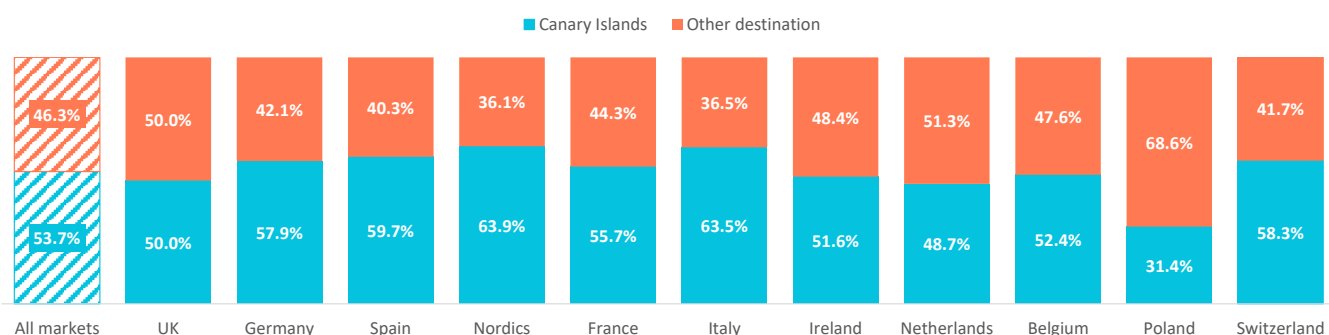
\* Percentage of valid answers



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")	28.3%	25.1%	29.3%	35.7%	40.9%	29.6%	34.0%	30.3%	24.9%	29.5%	6.1%	32.6%
Canary Islands (other island)	25.4%	24.9%	28.6%	24.0%	23.0%	26.1%	29.5%	21.3%	23.7%	22.8%	25.2%	25.7%
Other destination	46.3%	50.0%	42.1%	40.3%	36.1%	44.3%	36.5%	48.4%	51.3%	47.6%	68.6%	41.7%
Balearic Islands	6.0%	7.3%	5.8%	9.0%	1.4%	7.2%	4.0%	5.3%	3.4%	3.9%	4.0%	3.9%
Rest of Spain	9.0%	9.5%	5.6%	10.4%	8.2%	5.1%	8.7%	12.8%	10.6%	10.2%	10.5%	6.9%
Italy	4.7%	3.8%	4.3%	5.6%	4.2%	5.0%	4.9%	4.9%	5.6%	5.3%	10.8%	4.8%
France	1.7%	1.3%	1.3%	1.5%	1.5%	3.2%	1.1%	2.1%	2.2%	3.7%	2.2%	1.3%
Turkey	3.4%	5.1%	2.8%	0.8%	2.3%	1.7%	1.2%	2.4%	3.8%	3.2%	5.8%	2.5%
Greece	8.2%	9.6%	8.5%	3.4%	7.5%	8.1%	4.8%	6.3%	11.4%	7.7%	13.2%	8.3%
Portugal	6.2%	6.9%	5.7%	4.5%	3.3%	5.3%	4.6%	9.9%	6.0%	5.1%	9.1%	4.9%
Croatia	2.4%	2.6%	2.2%	1.6%	2.3%	3.5%	1.1%	3.0%	2.2%	2.5%	4.8%	1.2%
Egypt	2.4%	2.0%	3.5%	1.5%	2.7%	2.1%	3.6%	0.9%	3.0%	3.9%	4.1%	3.8%
Others	2.3%	1.9%	2.4%	2.1%	2.7%	3.2%	2.6%	0.7%	3.0%	2.0%	4.1%	4.0%

\* Percentage of valid answers







TOURIST TAX (Data available from Q2 2024)

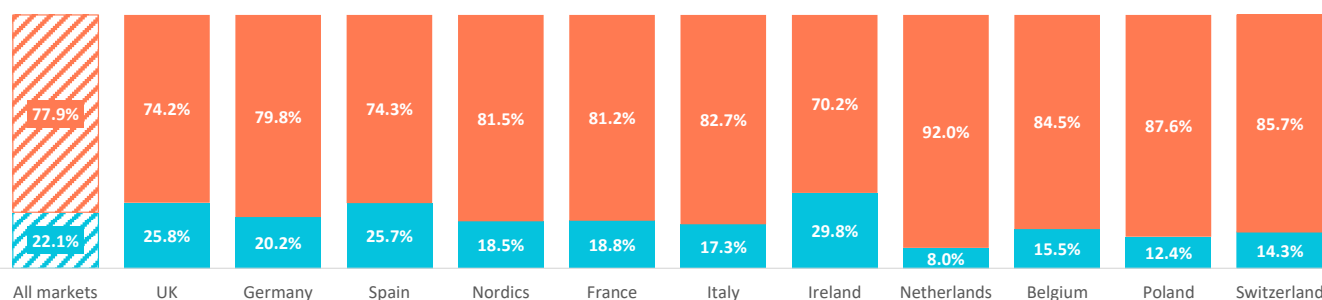
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	45.3%	44.0%	40.1%	51.3%	37.9%	42.0%	60.7%	33.3%	64.0%	47.8%	64.0%	48.9%
No	34.4%	38.5%	34.5%	33.0%	39.4%	29.2%	25.8%	44.8%	15.4%	32.6%	15.8%	25.2%
Not remember	20.4%	17.5%	25.4%	15.6%	22.7%	28.8%	13.5%	21.9%	20.6%	19.7%	20.2%	25.9%

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	22.1%	25.8%	20.2%	25.7%	18.5%	18.8%	17.3%	29.8%	8.0%	15.5%	12.4%	14.3%
No	77.9%	74.2%	79.8%	74.3%	81.5%	81.2%	82.7%	70.2%	92.0%	84.5%	87.6%	85.7%

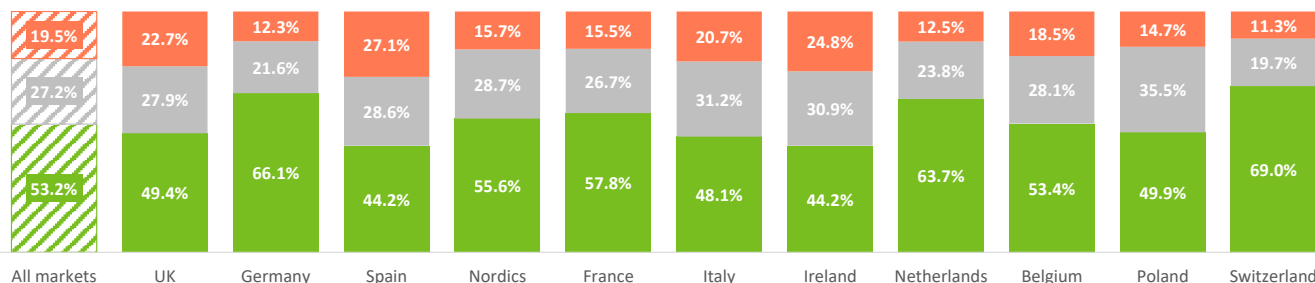
Yes No



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	53.2%	49.4%	66.1%	44.2%	55.6%	57.8%	48.1%	44.2%	63.7%	53.4%	49.9%	69.0%
- For any purpose of the Canary Islands Government	11.3%	11.6%	14.7%	6.7%	14.5%	9.0%	5.6%	7.9%	15.7%	12.2%	10.6%	18.4%
- Only to improve living conditions	9.2%	6.9%	13.6%	7.6%	10.1%	12.1%	4.3%	8.3%	17.2%	13.4%	4.9%	9.0%
- Only to improve economic development	4.6%	5.8%	4.4%	4.0%	2.9%	2.1%	2.9%	4.3%	6.0%	3.4%	3.0%	7.3%
- Only to improve and protect the environment	17.5%	12.9%	25.4%	17.6%	18.6%	24.6%	27.0%	11.2%	11.3%	12.8%	22.3%	22.0%
- Only to improve the quality of the tourist environment	4.4%	4.8%	2.8%	4.2%	3.2%	4.3%	4.0%	5.2%	6.9%	4.0%	4.8%	4.7%
- Other purposes	6.2%	7.5%	5.3%	4.0%	6.3%	5.7%	4.3%	7.3%	6.6%	7.6%	4.2%	7.5%
Not sure	27.2%	27.9%	21.6%	28.6%	28.7%	26.7%	31.2%	30.9%	23.8%	28.1%	35.5%	19.7%
No	19.5%	22.7%	12.3%	27.1%	15.7%	15.5%	20.7%	24.8%	12.5%	18.5%	14.7%	11.3%

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	37.6%	32.5%	31.1%	43.7%	39.0%	49.3%	48.4%	39.0%	37.0%	44.4%	54.2%	29.5%
Up to 2 euros	32.4%	32.2%	40.1%	27.9%	30.6%	28.8%	29.1%	30.2%	36.4%	29.3%	29.2%	35.0%
Up to 3 euros	19.5%	22.6%	20.1%	19.5%	16.3%	14.2%	17.2%	18.9%	17.8%	18.1%	10.0%	17.1%
More than 3 euros	10.4%	12.7%	8.7%	8.9%	14.1%	7.7%	5.3%	12.0%	8.8%	8.3%	6.7%	18.4%



PLACES VISITED ON EACH ISLAND

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%	--	--
Tegüise 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%	--	--

FUERTEVENTURA

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Jandía Beach	35.8%	18.4%	45.3%	61.5%	15.4%	42.7%	45.4%	13.4%	21.9%	--	57.9%	--
Corralejo Dunes	30.2%	26.4%	18.6%	60.4%	14.8%	47.9%	55.2%	26.5%	25.6%	--	39.3%	--
Cotillo	23.4%	14.0%	15.2%	50.8%	16.9%	38.1%	65.0%	16.9%	24.1%	--	25.5%	--
Betancuria	18.8%	6.6%	16.3%	39.6%	10.7%	38.2%	33.7%	13.6%	25.2%	--	40.0%	--
Betancuria Viewpoint	15.5%	5.8%	14.7%	35.0%	4.1%	24.0%	26.7%	14.8%	17.4%	--	31.6%	--
Cofete	13.9%	4.1%	13.2%	31.3%	4.8%	22.6%	31.1%	7.3%	10.6%	--	31.9%	--
Aloe Vera Museum	6.3%	2.5%	6.2%	6.8%	7.1%	15.5%	6.8%	3.2%	5.6%	--	17.7%	--
Montaña Sagrada de Tindaya	5.8%	2.0%	4.1%	18.2%	3.7%	14.1%	12.6%	1.8%	4.6%	--	11.8%	--
Sicasumbre Viewpoint	5.4%	1.0%	5.6%	12.8%	1.8%	11.4%	4.7%	2.4%	4.3%	--	19.9%	--
Museums	4.4%	2.7%	4.1%	11.1%	3.1%	8.0%	2.8%	2.4%	4.6%	--	7.6%	--
La Casa de los Coroneles	2.6%	1.0%	2.5%	7.8%	0.9%	2.8%	3.5%	3.4%	8.5%	--	2.1%	--

GRAN CANARIA

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

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%

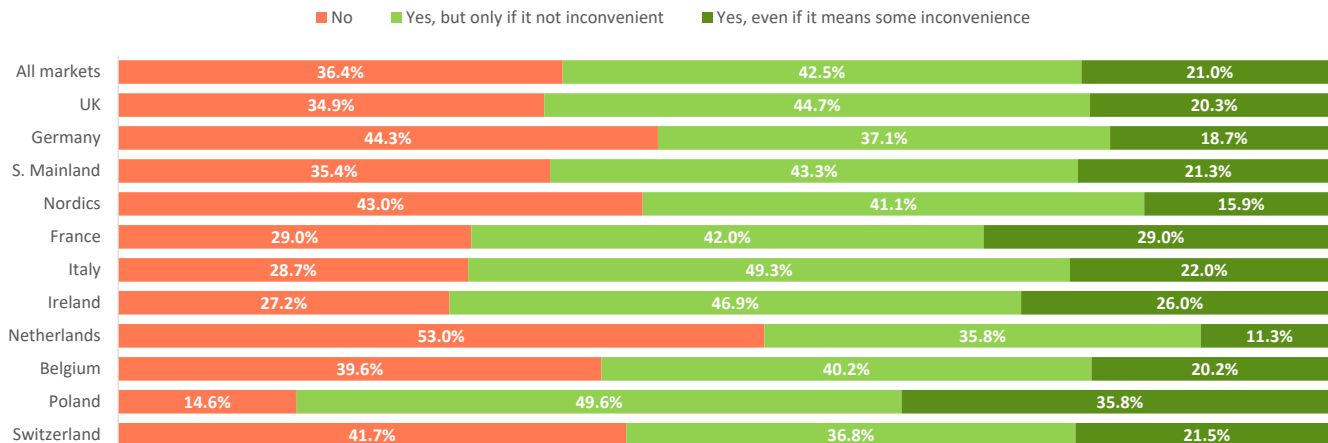
LA PALMA

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

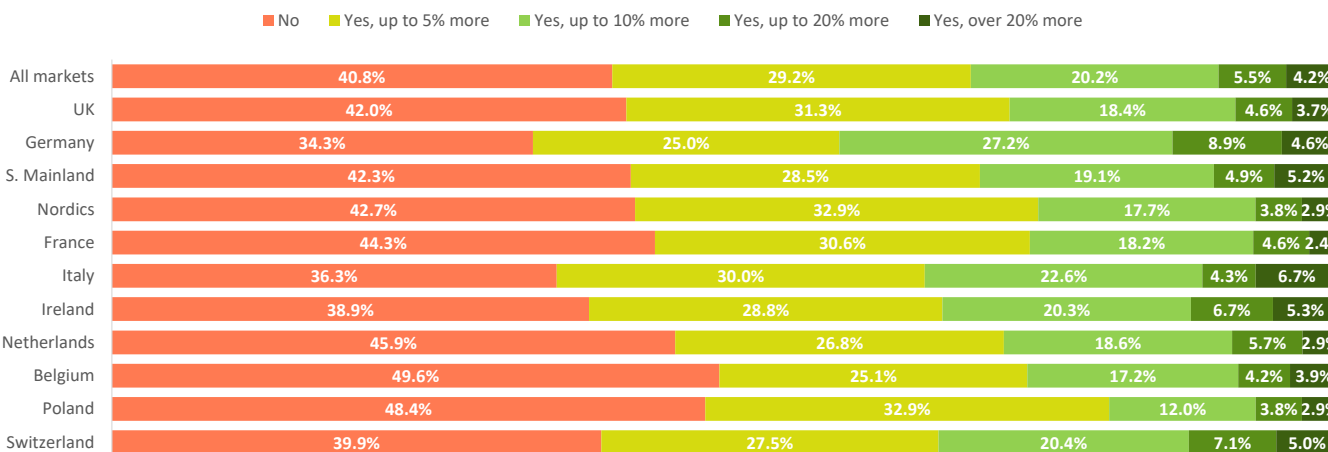


SUSTAINABLE DESTINATION (DATA = 2023)

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



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



Perception of the following sustainability measures during their stay \*

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Quality of life on the island	8.0	8.1	7.8	8.3	7.7	8.1	8.3	8.2	7.8	8.0	7.8	7.8
Tolerance towards tourism	8.6	8.6	8.5	8.7	8.4	8.5	8.6	8.6	8.1	8.3	8.9	8.3
Cleanliness of the island	8.2	8.6	7.8	8.2	7.9	8.2	8.2	8.7	7.8	8.1	8.4	7.6
Air quality	8.5	8.5	8.5	8.5	8.1	8.4	8.8	8.6	8.0	8.3	8.8	8.1
Rational water consumption	7.6	7.9	6.9	7.6	7.5	7.4	7.7	7.9	7.4	7.6	7.6	7.3
Energy saving	7.1	7.3	6.4	7.1	6.9	7.0	7.5	7.3	6.9	7.1	7.0	6.6
Use of renewable energy	7.0	7.2	6.4	7.1	6.9	7.1	7.6	7.2	6.8	7.0	7.2	6.6
Recycling	7.1	7.6	6.3	6.9	6.5	7.0	7.0	7.4	6.9	7.1	7.2	6.5
Easy to get around by public transport	7.5	7.9	7.2	6.9	7.3	7.6	7.5	8.0	7.5	7.4	7.7	6.9
Overcrowding in tourist areas	6.6	6.8	5.6	7.0	6.5	6.7	7.0	6.7	6.7	6.7	6.8	6.4
Supply of local products	7.2	7.3	6.8	7.6	6.7	7.3	7.5	7.1	7.1	7.3	7.5	7.1

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

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.