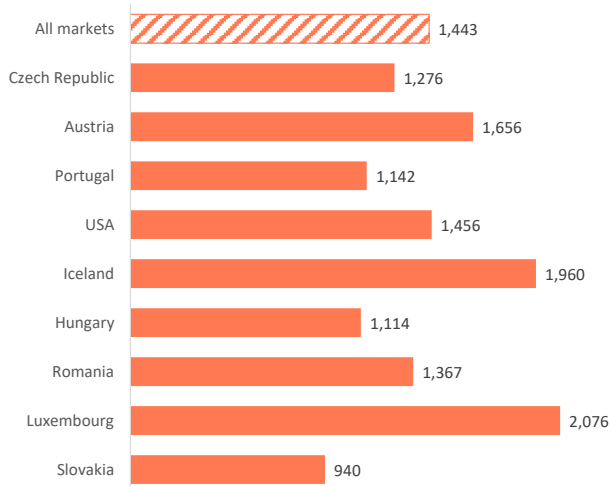


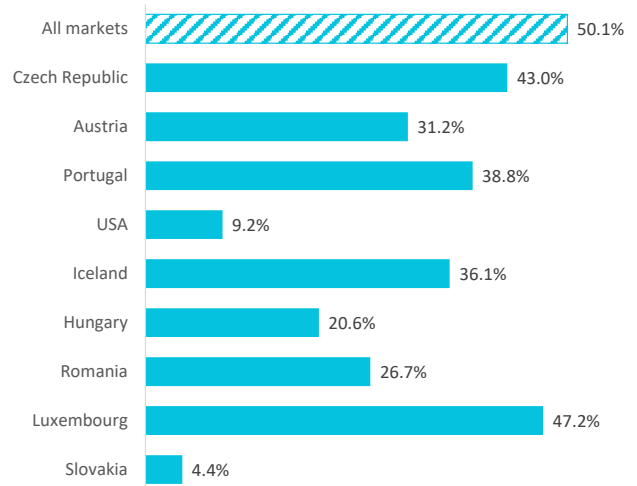
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>15,484,736</b>	<b>159,055</b>	<b>124,612</b>	<b>100,888</b>	<b>80,378</b>	<b>71,356</b>	<b>62,569</b>	<b>54,029</b>	<b>43,302</b>	<b>28,506</b>
<b>% Tourists</b>	<b>100%</b>	<b>1.0%</b>	<b>0.8%</b>	<b>0.7%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>0.2%</b>
- Lanzarote	2,789,181	17,634	9,011	8,062	3,769	0	2,266	2,669	7,888	5,367
- Fuerteventura	2,186,254	34,168	23,325	10,847	1,266	0	10,548	2,513	7,653	2,606
- Gran Canaria	4,040,620	30,255	32,408	36,671	23,486	13,114	16,381	10,920	8,432	8,213
- Tenerife	6,277,692	73,292	57,849	44,762	51,132	58,196	33,374	37,815	18,946	11,973
- La Palma	155,114	3,619	1,518	322	676	0	0	0	383	296
<b>% tourists who book holiday package</b>	<b>50.1%</b>	<b>43.0%</b>	<b>31.2%</b>	<b>38.8%</b>	<b>9.2%</b>	<b>36.1%</b>	<b>20.6%</b>	<b>26.7%</b>	<b>47.2%</b>	<b>4.4%</b>
<b>Expenditure per tourist (€)</b>	<b>1,443</b>	<b>1,276</b>	<b>1,656</b>	<b>1,142</b>	<b>1,456</b>	<b>1,960</b>	<b>1,114</b>	<b>1,367</b>	<b>2,076</b>	<b>940</b>
- book holiday package	1,656	1,538	1,674	1,481	1,705	2,110	1,347	1,762	2,597	922
- holiday package	1,378	1,342	1,424	1,291	1,380	1,576	1,060	1,314	2,239	800
- others	278	196	250	190	325	534	287	449	358	122
- do not book holiday package	1,230	1,079	1,647	927	1,430	1,875	1,054	1,223	1,610	941
- flight	328	322	422	270	551	417	318	295	460	195
- accommodation	409	355	396	354	436	661	338	437	397	299
- others	493	402	830	304	444	798	398	490	754	447
<b>Average lenght of stay</b>	<b>9.37</b>	<b>9.69</b>	<b>11.67</b>	<b>7.64</b>	<b>7.60</b>	<b>12.43</b>	<b>8.42</b>	<b>8.82</b>	<b>11.21</b>	<b>9.58</b>
<b>Average daily expenditure (€)</b>	<b>176.9</b>	<b>151.8</b>	<b>169.8</b>	<b>171.7</b>	<b>230.5</b>	<b>183.8</b>	<b>152.0</b>	<b>175.7</b>	<b>222.1</b>	<b>107.1</b>
<b>Average daily expenditure without flight (€)</b>	<b>125.7</b>	<b>103.7</b>	<b>117.1</b>	<b>118.1</b>	<b>144.1</b>	<b>134.2</b>	<b>106.1</b>	<b>128.1</b>	<b>153.3</b>	<b>82.4</b>
<b>Average cost of the flight (€)</b>	<b>410.7</b>	<b>404.9</b>	<b>453.8</b>	<b>351.6</b>	<b>546.0</b>	<b>488.6</b>	<b>332.3</b>	<b>348.5</b>	<b>645.4</b>	<b>198.0</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>22,351</b>	<b>203</b>	<b>206</b>	<b>115</b>	<b>117</b>	<b>140</b>	<b>70</b>	<b>74</b>	<b>90</b>	<b>27</b>
<b>% Turnover</b>	<b>100%</b>	<b>0.9%</b>	<b>0.9%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.6%</b>	<b>0.3%</b>	<b>0.3%</b>	<b>0.4%</b>	<b>0.1%</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>Tourist arrivals (FRONTUR)</b>	<b>17,767,833</b>	<b>164,096</b>	<b>124,417</b>	<b>84,886</b>	-	-	-	-	<b>38,498</b>	-
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>21,240,161</b>	<b>99,709</b>	<b>188,530</b>	<b>102,815</b>	-	-	-	-	<b>82,349</b>	-
<b>Children &lt; 16 years old (FRONTUR - EGT)</b>	<b>2,283,097</b>	<b>5,041</b>	-	-	-	-	-	-	-	-

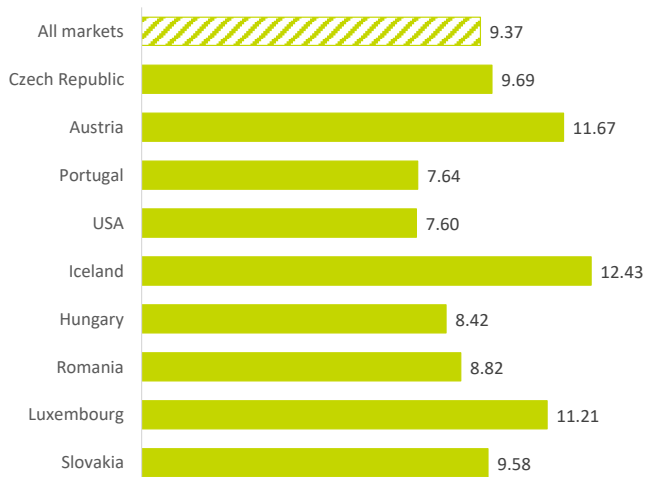
EXPENDITURE PER TOURIST (€)



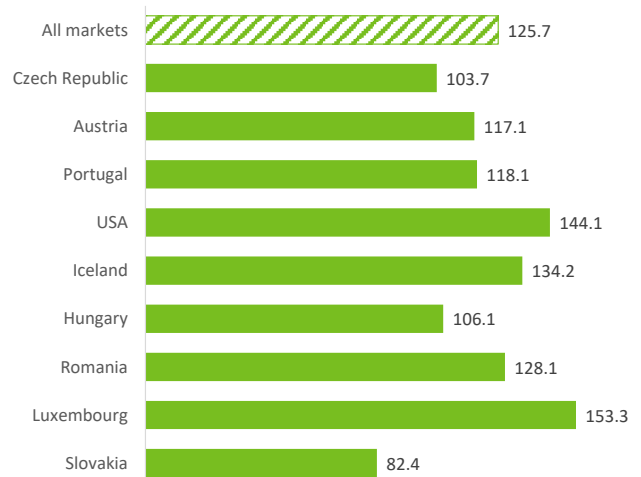
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



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EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)





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

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
<b>Accommodation:</b>										
- Accommodation	84.5%	86.4%	76.6%	82.3%	72.1%	75.4%	78.5%	86.0%	83.0%	70.4%
- Additional accommodation expenses	6.2%	6.0%	6.6%	3.8%	7.2%	4.7%	1.8%	7.3%	5.3%	2.2%
<b>Transport:</b>										
- National/International Transport	95.7%	96.8%	96.4%	96.6%	90.3%	88.4%	91.1%	95.9%	99.2%	83.5%
- Flights between islands	4.5%	5.3%	5.5%	4.4%	14.6%	2.9%	5.3%	7.1%	4.7%	1.3%
- Taxi	50.9%	34.7%	36.1%	37.3%	29.1%	53.1%	24.7%	40.6%	50.3%	16.7%
- Car rental	31.6%	52.7%	46.1%	49.4%	33.8%	32.0%	50.6%	53.8%	26.9%	66.7%
- Public transport	11.0%	10.1%	11.0%	8.3%	16.1%	11.8%	13.8%	14.3%	6.0%	17.2%
<b>Food and drink:</b>										
- Food purchases at supermarkets	58.0%	63.2%	64.0%	50.1%	60.8%	49.3%	63.7%	63.8%	55.5%	82.9%
- Restaurants	66.6%	60.0%	74.3%	57.1%	75.9%	73.0%	68.6%	81.9%	64.4%	85.6%
<b>Leisure:</b>										
- Organized excursions	23.7%	33.0%	31.9%	18.9%	27.7%	23.7%	27.3%	39.1%	21.4%	20.1%
- Sport activities	6.9%	12.4%	12.3%	2.4%	3.6%	3.5%	9.0%	10.4%	11.0%	15.6%
- Cultural activities	2.8%	1.5%	2.9%	2.1%	7.2%	3.7%	5.0%	9.0%	6.7%	16.1%
- Museums	5.4%	9.8%	6.5%	7.1%	4.3%	1.0%	5.3%	7.1%	8.0%	11.9%
- Theme Parks	11.3%	16.3%	12.0%	14.1%	5.6%	22.3%	22.3%	27.0%	8.0%	16.1%
- Discos and pubs	10.7%	9.4%	8.2%	7.0%	8.6%	8.5%	8.3%	5.0%	3.9%	14.1%
- Wellness	4.5%	2.5%	4.7%	2.0%	7.7%	8.2%	2.3%	3.8%	4.2%	9.0%
<b>Purchases of goods:</b>										
- Souvenirs	41.2%	47.4%	45.0%	46.9%	43.0%	31.2%	43.3%	53.1%	41.2%	45.9%
- Real estate	0.1%	0.0%	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
- Other purchases	0.8%	1.0%	0.9%	0.3%	0.0%	0.4%	0.5%	0.6%	1.0%	1.5%
<b>Others:</b>										
- Medical expenses	6.7%	4.1%	3.9%	7.5%	3.5%	5.1%	5.7%	10.4%	7.6%	10.5%
- Other expenses	4.8%	5.2%	2.3%	3.4%	1.7%	5.3%	6.9%	4.8%	8.8%	1.5%

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

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
<b>Expenditure per tourist and trip (€)</b>										
<b>Accommodation:</b>	<b>881</b>	<b>704</b>	<b>895</b>	<b>815</b>	<b>1,015</b>	<b>1,049</b>	<b>646</b>	<b>717</b>	<b>1,193</b>	<b>471</b>
- Accommodation	719	603	681	601	654	982	494	592	991	432
- Additional accommodation expenses	162	101	215	214	361	68	152	125	202	39
<b>Transport:</b>	<b>752</b>	<b>722</b>	<b>820</b>	<b>660</b>	<b>956</b>	<b>1,408</b>	<b>699</b>	<b>763</b>	<b>1,081</b>	<b>465</b>
- National/International Transport	429	419	471	364	605	553	365	363	651	237
- Flights between islands	81	55	69	83	129	522	83	160	108	40
- Taxi	88	101	98	93	55	136	84	110	98	51
- Car rental	123	115	154	103	128	129	147	103	188	106
- Public transport	30	33	29	18	40	69	21	27	37	31
<b>Food and drink:</b>	<b>324</b>	<b>234</b>	<b>376</b>	<b>218</b>	<b>296</b>	<b>617</b>	<b>280</b>	<b>294</b>	<b>488</b>	<b>304</b>
- Food purchases at supermarkets	115	91	169	81	104	215	96	100	189	145
- Restaurants	209	143	207	137	192	402	183	194	299	159
<b>Leisure:</b>	<b>553</b>	<b>415</b>	<b>500</b>	<b>460</b>	<b>547</b>	<b>1,101</b>	<b>595</b>	<b>643</b>	<b>1,211</b>	<b>400</b>
- Organized excursions	95	87	85	84	156	134	94	102	121	100
- Sport activities	104	60	99	82	83	260	104	215	367	40
- Cultural activities	62	38	26	38	53	152	37	25	71	30
- Museums	37	28	25	36	32	150	30	21	37	31
- Theme Parks	76	65	63	72	67	122	72	82	64	48
- Discos and pubs	102	56	83	57	62	188	65	150	416	71
- Wellness	78	80	118	91	93	95	192	48	135	81
<b>Purchases of goods:</b>	<b>21,536</b>	<b>119</b>	<b>65,165</b>	<b>88</b>	<b>290</b>	<b>1,958</b>	<b>170</b>	<b>112</b>	<b>917</b>	<b>168</b>
- Souvenirs	89	74	89	81	108	208	70	106	167	68
- Real estate	21,287	0	65,000	0	0	1,750	0	0	0	0
- Other purchases	160	45	76	7	182	1	100	6	750	100
<b>Others:</b>	<b>123</b>	<b>117</b>	<b>313</b>	<b>75</b>	<b>222</b>	<b>334</b>	<b>94</b>	<b>152</b>	<b>186</b>	<b>42</b>
- Medical expenses	39	18	33	29	27	36	18	35	70	32
- Other expenses	84	99	280	46	195	298	76	117	116	10

**TOURIST PROFILE**

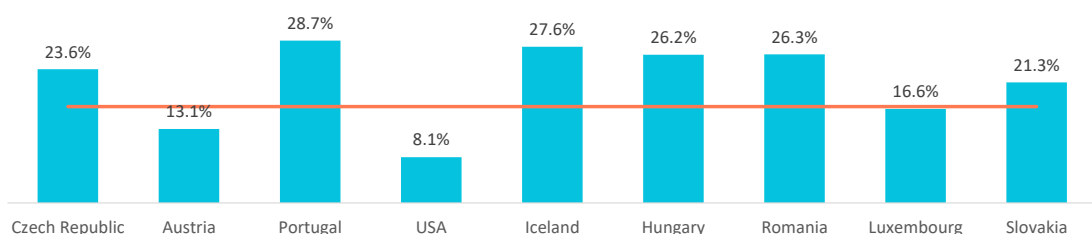
*Who are they?*

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
<b>Gender</b>										
Percentage of men	48.4%	55.1%	53.2%	47.9%	43.8%	51.9%	61.7%	50.9%	54.3%	56.3%
Percentage of women	51.6%	44.9%	46.8%	52.1%	56.2%	48.1%	38.3%	49.1%	45.7%	43.7%
<b>Age</b>										
Average age (tourists above 16 years old)	46.79	38.54	40.74	41.25	40.88	48.17	36.85	38.28	47.70	34.06
Standard deviation	16.8	14.6	16.0	13.1	16.7	17.7	11.9	9.6	16.1	12.0
<b>Age range</b>										
16-24 years old	10.5%	17.3%	15.0%	7.1%	23.0%	11.6%	13.7%	5.9%	2.5%	29.9%
25-30 years old	10.9%	17.5%	19.1%	16.9%	12.4%	9.6%	21.7%	14.9%	15.9%	16.9%
31-45 years old	28.9%	38.7%	34.1%	42.7%	27.8%	26.9%	41.7%	61.5%	32.3%	42.1%
46-60 years old	24.3%	15.6%	16.4%	24.0%	21.5%	19.2%	17.6%	15.3%	21.7%	7.1%
Over 60 years old	25.5%	10.9%	15.4%	9.3%	15.3%	32.7%	5.3%	2.4%	27.7%	4.0%
<b>Occupation</b>										
Salaried worker	55.9%	51.4%	60.7%	55.0%	58.7%	53.2%	58.3%	58.9%	61.0%	41.2%
Self-employed	10.8%	16.1%	10.7%	20.6%	7.4%	7.4%	12.8%	18.8%	3.5%	20.7%
Unemployed	0.9%	0.6%	0.0%	0.8%	0.8%	0.0%	0.3%	0.0%	0.0%	1.6%
Business owner	7.7%	13.7%	9.2%	11.2%	5.8%	11.6%	18.2%	17.6%	7.2%	6.8%
Student	4.2%	12.3%	4.5%	6.5%	16.5%	5.5%	5.2%	1.6%	1.9%	22.7%
Retired	19.2%	5.7%	14.5%	5.8%	10.8%	20.7%	3.7%	2.2%	23.8%	3.4%
Unpaid domestic work	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.5%	2.2%
Others	0.8%	0.1%	0.4%	0.0%	0.0%	1.6%	0.5%	0.8%	2.2%	1.4%
<b>Annual household income level</b>										
Less than €25,000	12.6%	21.6%	10.5%	27.4%	12.7%	7.8%	31.7%	25.6%	3.1%	21.2%
€25,000 - €49,999	33.9%	39.2%	37.8%	45.6%	13.2%	22.5%	40.7%	43.1%	33.6%	56.5%
€50,000 - €74,999	25.5%	20.2%	25.1%	14.7%	8.2%	22.9%	14.5%	19.8%	32.7%	12.9%
More than €74,999	27.9%	19.0%	26.6%	12.4%	65.9%	46.9%	13.0%	11.5%	30.6%	9.3%
<b>Education level</b>										
No studies	4.0%	0.2%	0.9%	0.7%	0.4%	1.2%	1.4%	0.0%	0.0%	2.2%
Primary education	1.9%	1.1%	6.6%	1.5%	0.4%	5.6%	4.4%	2.0%	1.6%	4.8%
Secondary education	21.0%	30.4%	17.7%	25.7%	13.1%	33.6%	13.6%	2.9%	18.9%	16.6%
Higher education	73.1%	68.3%	74.9%	72.1%	86.1%	59.6%	80.7%	95.1%	79.5%	76.4%

*Who do they come with?*

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Unaccompanied	10.3%	7.2%	18.7%	10.7%	20.1%	11.9%	7.9%	8.4%	17.2%	5.6%
Only with partner	46.8%	32.4%	41.2%	38.5%	33.1%	41.7%	45.6%	43.1%	50.0%	41.9%
Only with children (< 13 years old)	4.3%	5.0%	3.4%	6.3%	2.6%	4.3%	6.4%	3.2%	5.1%	7.3%
Partner + children (< 13 years old)	6.8%	9.9%	4.8%	10.4%	1.4%	7.8%	9.8%	3.1%	9.4%	6.7%
Other relatives	10.4%	18.9%	7.2%	9.9%	15.0%	8.0%	9.9%	22.2%	3.3%	15.0%
Friends	7.2%	6.9%	11.8%	4.4%	15.9%	1.8%	6.3%	8.3%	7.0%	6.3%
Work colleagues	0.5%	0.3%	0.5%	1.1%	0.9%	0.4%	0.0%	0.0%	0.0%	3.8%
Organized trip	0.2%	0.3%	0.3%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations <sup>(2)</sup>	13.5%	19.1%	12.2%	18.3%	10.5%	24.1%	14.1%	11.7%	7.9%	13.5%
<i>(2) Different situations have been isolated</i>										
<b>Tourists with children</b>	<b>17.0%</b>	<b>23.6%</b>	<b>13.1%</b>	<b>28.7%</b>	<b>8.1%</b>	<b>27.6%</b>	<b>26.2%</b>	<b>26.3%</b>	<b>16.6%</b>	<b>21.3%</b>
- Between 0 and 2 years old	1.3%	1.5%	0.1%	2.7%	0.5%	3.2%	0.3%	3.5%	1.1%	2.2%
- Between 3 and 12 years old	14.5%	20.3%	12.9%	22.5%	7.6%	21.2%	24.9%	21.6%	12.9%	14.8%
- Between 0-2 and 3-12 years old	1.2%	1.8%	0.0%	3.5%	0.0%	3.2%	1.0%	1.1%	2.6%	4.4%
<b>Tourists without children</b>	<b>83.0%</b>	<b>76.4%</b>	<b>86.9%</b>	<b>71.3%</b>	<b>91.9%</b>	<b>72.4%</b>	<b>73.8%</b>	<b>73.7%</b>	<b>83.4%</b>	<b>78.7%</b>
<b>Group composition:</b>										
- 1 person	12.5%	10.1%	20.8%	13.1%	23.4%	12.5%	13.0%	12.6%	18.1%	9.9%
- 2 people	54.9%	48.8%	52.9%	44.1%	44.8%	46.1%	43.3%	46.3%	55.7%	45.3%
- 3 people	11.9%	15.3%	9.7%	17.1%	3.7%	8.6%	14.7%	13.9%	14.2%	21.5%
- 4 or 5 people	16.2%	19.8%	14.0%	19.1%	20.2%	19.6%	22.2%	16.5%	9.8%	22.0%
- 6 or more people	4.5%	6.0%	2.6%	6.5%	7.9%	13.2%	6.8%	10.8%	2.3%	1.4%
<b>Average group size:</b>	<b>2.61</b>	<b>2.86</b>	<b>2.35</b>	<b>2.84</b>	<b>2.76</b>	<b>3.23</b>	<b>2.84</b>	<b>3.10</b>	<b>2.28</b>	<b>2.74</b>

\*People who share the main expenses of the trip

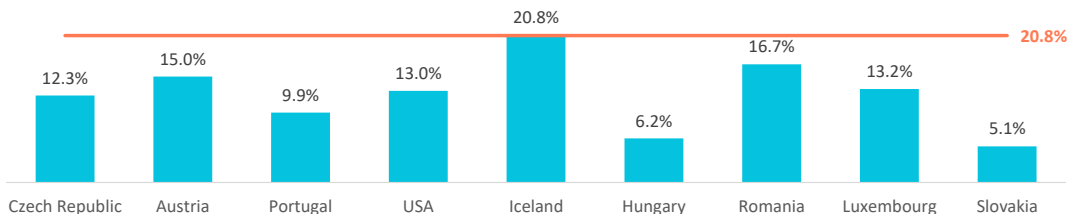


TRIP BOOKING

How far in advance do they book their trip?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
The same day	0.9%	1.4%	1.1%	1.4%	0.2%	0.7%	0.0%	0.9%	0.5%	0.0%
Between 1 and 30 days	22.3%	35.0%	25.1%	22.2%	29.1%	25.1%	31.3%	24.1%	34.3%	47.3%
Between 1 and 2 months	23.0%	25.1%	29.9%	26.2%	20.3%	23.7%	37.8%	23.7%	26.7%	17.4%
Between 3 and 6 months	33.0%	26.1%	29.0%	40.3%	37.4%	29.7%	24.7%	34.6%	25.2%	30.2%
More than 6 months	20.8%	12.3%	15.0%	9.9%	13.0%	20.8%	6.2%	16.7%	13.2%	5.1%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



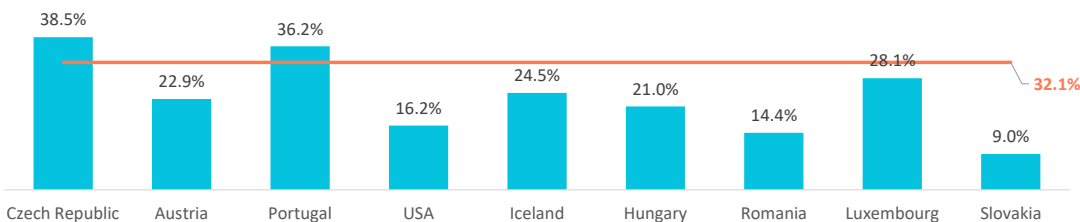
With whom did they book their flight and accommodation?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
<b>Flight</b>										
- Directly with the airline	50.0%	52.2%	64.0%	51.9%	85.0%	66.1%	81.1%	66.8%	57.6%	87.0%
- Tour Operator or Travel Agency	50.0%	47.8%	36.0%	48.1%	15.0%	33.9%	18.9%	33.2%	42.4%	13.0%
<b>Accommodation</b>										
- Directly with the accommodation	37.0%	40.2%	42.8%	36.1%	72.0%	45.6%	62.4%	51.1%	47.4%	78.4%
- Tour Operator or Travel Agency	63.0%	59.8%	57.2%	63.9%	28.0%	54.4%	37.6%	48.9%	52.6%	21.6%

What do they book?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Room only	33.3%	46.1%	36.2%	22.9%	43.9%	26.8%	45.6%	39.5%	28.3%	54.4%
Bed and Breakfast	14.1%	4.4%	18.4%	9.2%	32.3%	27.6%	18.4%	28.6%	10.7%	18.8%
Half board	17.4%	10.0%	20.0%	27.5%	4.9%	19.3%	13.4%	16.1%	28.5%	15.7%
Full board	3.1%	1.1%	2.6%	4.2%	2.8%	1.8%	1.6%	1.4%	4.4%	2.0%
All inclusive	32.1%	38.5%	22.9%	36.2%	16.2%	24.5%	21.0%	14.4%	28.1%	9.0%

% TOURISTS WHO BOOK ALL INCLUSIVE

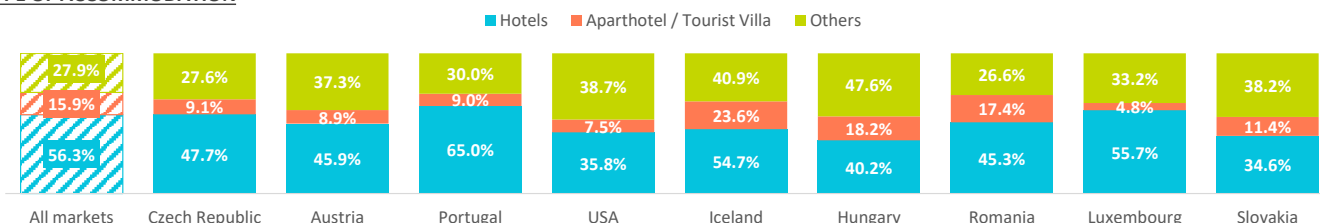


ACCOMMODATION

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
1-2-3* Hotel	10.3%	10.8%	9.2%	14.9%	4.0%	7.9%	8.3%	7.1%	6.0%	12.0%
4* Hotel	37.0%	33.7%	29.3%	41.8%	16.3%	35.8%	27.8%	27.2%	34.2%	21.4%
5* Hotel / 5* Luxury Hotel	9.0%	3.2%	7.5%	8.3%	15.6%	11.0%	4.0%	11.0%	15.5%	1.2%
Aparthotel / Tourist Villa	15.9%	9.1%	8.9%	9.0%	7.5%	23.6%	18.2%	17.4%	4.8%	11.4%
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%
Private accommodation <sup>(1)</sup>	9.3%	9.6%	15.2%	14.5%	20.5%	11.5%	7.9%	9.4%	15.6%	18.2%
Others (Cottage, cruise, camping,...)	3.0%	5.4%	6.9%	2.2%	6.0%	3.9%	7.8%	5.7%	4.1%	3.2%

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

TYPE OF ACCOMMODATION





TRIP MOTIVATION AND DESTINATION CHOICE

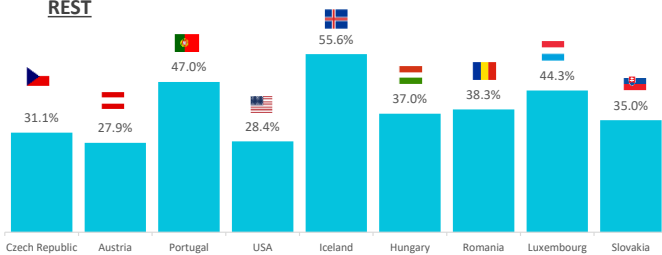
What is the main reason for visiting the Canary Islands?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Holidays	90.4%	93.3%	83.9%	80.6%	73.0%	87.0%	93.9%	88.0%	90.8%	82.2%
Family reasons	6.9%	4.6%	12.7%	12.2%	23.3%	9.2%	4.3%	7.7%	8.8%	16.6%
Business	1.3%	0.8%	0.4%	2.6%	3.4%	2.6%	0.0%	2.7%	0.0%	1.2%
Education and training	0.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Sports training	0.5%	0.1%	2.4%	0.3%	0.0%	0.4%	1.5%	1.1%	0.0%	0.0%
Health	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%
Conventions and Exhibitions	0.1%	0.1%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.7%	0.1%	0.6%	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%

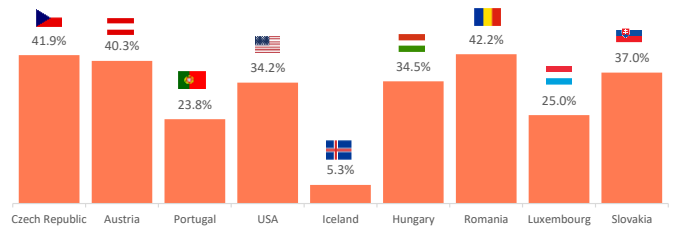
What is the main motivation for their holidays?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Rest	50.6%	31.1%	27.9%	47.0%	28.4%	55.6%	37.0%	38.3%	44.3%	35.0%
Enjoy family time	15.9%	19.6%	14.2%	23.8%	23.5%	26.6%	17.1%	9.8%	15.3%	14.1%
Have fun	9.0%	3.7%	11.3%	3.8%	10.2%	9.5%	6.5%	7.8%	11.8%	4.6%
Explore the destination	21.2%	41.9%	40.3%	23.8%	34.2%	5.3%	34.5%	42.2%	25.0%	37.0%
Practice their hobbies	1.9%	2.5%	4.4%	1.1%	0.8%	1.5%	1.0%	1.0%	3.7%	9.3%
Other reasons	1.4%	1.1%	1.9%	0.4%	2.8%	1.5%	3.8%	0.9%	0.0%	0.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Climate	75.6%	67.5%	70.3%	62.6%	56.2%	80.0%	73.3%	71.4%	76.6%	58.6%
Safety	55.7%	52.8%	54.9%	50.4%	49.2%	54.2%	60.0%	65.2%	49.4%	60.3%
Tranquility	49.3%	36.3%	46.8%	54.0%	48.3%	29.7%	33.8%	41.8%	52.9%	37.1%
Sea	45.1%	52.6%	64.9%	46.3%	45.9%	29.0%	59.8%	60.4%	65.9%	48.2%
Accommodation supply	43.5%	29.1%	35.1%	28.6%	35.2%	34.8%	26.8%	47.7%	43.3%	38.7%
Effortless trip	39.2%	34.2%	49.0%	26.8%	31.6%	42.3%	21.0%	30.7%	37.0%	30.1%
Beaches	38.8%	46.7%	50.6%	44.5%	39.0%	31.3%	49.5%	54.9%	48.0%	39.5%
Price	37.9%	21.8%	26.2%	33.5%	37.8%	34.9%	30.0%	38.5%	27.2%	37.6%
European belonging	37.2%	41.9%	41.8%	41.8%	20.4%	34.6%	38.4%	53.9%	38.8%	40.5%
Landscapes	35.3%	56.3%	50.8%	44.7%	45.3%	22.5%	50.3%	58.4%	47.0%	48.4%
Environment	34.5%	34.8%	41.4%	39.3%	42.4%	28.3%	43.9%	41.2%	34.4%	34.8%
Gastronomy	27.0%	27.3%	35.6%	22.2%	28.5%	14.7%	35.3%	45.3%	40.3%	46.4%
Fun possibilities	23.6%	15.8%	24.4%	22.2%	31.1%	38.7%	26.2%	30.6%	13.6%	29.9%
Authenticity	23.3%	31.7%	26.2%	27.7%	25.7%	12.2%	17.3%	42.2%	26.3%	39.8%
Exoticism	11.8%	19.4%	12.6%	12.8%	8.4%	7.6%	13.6%	30.8%	9.7%	26.9%
Hiking trail network	10.8%	23.5%	24.8%	10.9%	16.0%	9.1%	13.4%	12.5%	9.8%	24.8%
Shopping	10.1%	4.5%	15.5%	11.4%	4.8%	11.6%	8.3%	10.5%	11.1%	7.0%
Culture	10.1%	7.3%	12.9%	10.8%	15.4%	12.0%	12.2%	21.1%	11.3%	14.3%
Historical heritage	9.5%	10.2%	11.3%	12.4%	8.8%	8.8%	11.5%	14.0%	16.2%	15.7%
Nightlife	8.3%	7.7%	11.1%	8.6%	5.2%	4.1%	6.5%	6.3%	10.1%	13.4%

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	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Previous visits to the Canary Islands	48.4%	41.0%	38.5%	28.7%	14.0%	62.2%	38.4%	29.5%	44.8%	33.5%
Friends or relatives	29.7%	41.3%	32.1%	29.1%	50.8%	38.2%	41.6%	37.5%	27.9%	36.8%
Internet or social media	51.4%	67.5%	55.8%	52.9%	64.1%	32.8%	64.0%	66.4%	44.9%	64.3%
Mass Media	1.9%	0.7%	3.7%	3.7%	4.4%	2.2%	2.4%	5.1%	3.5%	0.0%
Travel guides and magazines	6.5%	8.7%	14.5%	7.8%	10.6%	4.2%	12.4%	11.5%	15.8%	6.5%
Travel Blogs or Forums	6.3%	14.7%	13.8%	10.4%	19.4%	2.0%	8.3%	16.0%	4.1%	15.4%
Travel TV Channels	0.8%	0.8%	2.0%	0.9%	2.0%	0.3%	1.3%	2.4%	0.0%	0.0%
Tour Operator or Travel Agency	20.2%	8.6%	15.6%	25.0%	7.7%	10.0%	10.8%	12.2%	22.5%	7.3%
Public administrations or similar	0.5%	0.3%	0.2%	0.4%	1.4%	0.9%	1.1%	1.2%	0.0%	4.0%
Others	3.3%	0.9%	3.8%	1.9%	6.6%	2.5%	1.8%	7.0%	3.3%	5.0%

\* Multi-choice question

# Tourist profile by markets (2/2)

## CANARY ISLANDS (2024)



### SATISFACTION AND LOYALTY INDICATORS

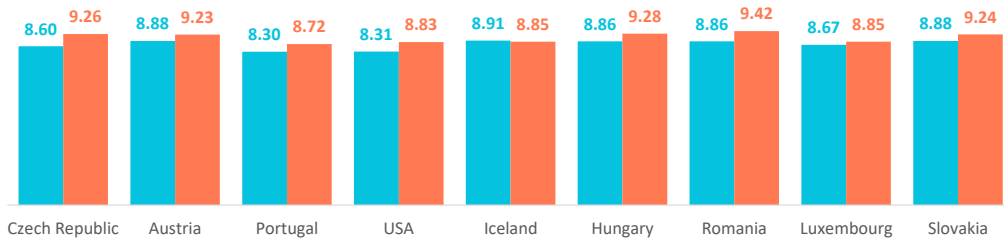
#### Satisfaction

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
<b>Satisfaction (scale 0-10)</b>										
Average rating	<b>8.74</b>	8.98	9.00	8.50	8.85	8.75	9.07	9.16	8.62	9.00
<b>Experience in the Canary Islands</b>										
Worse or much worse than expected	<b>2.9%</b>	1.6%	1.9%	6.6%	1.9%	1.9%	4.4%	0.6%	0.0%	3.5%
Lived up to expectations	<b>54.8%</b>	47.7%	47.8%	46.0%	35.4%	58.1%	32.4%	36.4%	69.4%	42.7%
Better or much better than expected	<b>42.3%</b>	50.7%	50.3%	47.4%	62.6%	40.0%	63.2%	63.0%	30.6%	53.8%
<b>Future intentions (scale 1-10)</b>										
Return to the Canary Islands	<b>8.77</b>	8.60	8.88	8.30	8.31	8.91	8.86	8.86	8.67	8.88
Recommend visiting the Canary Islands	<b>8.96</b>	9.26	9.23	8.72	8.83	8.85	9.28	9.42	8.85	9.24

#### RETURN TO THE CANARY ISLANDS



8.77  
ALL MARKETS



#### RECOMMEND VISITING THE CANARY ISLANDS

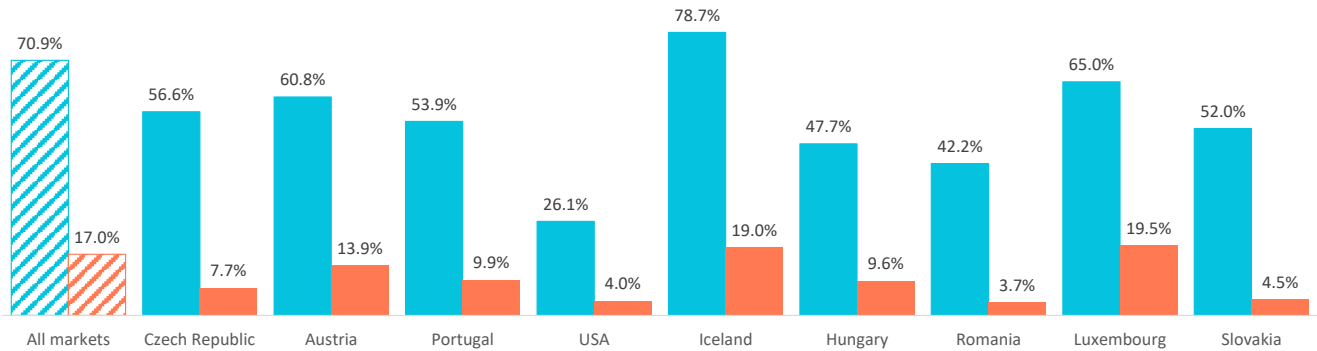


8.96  
ALL MARKETS

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

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
<b>Repeat tourists</b>										
At least 10 previous visits	<b>70.9%</b>	56.6%	60.8%	53.9%	26.1%	78.7%	47.7%	42.2%	65.0%	52.0%
Repeat tourists (last 5 years)	<b>19.9%</b>	5.4%	17.8%	9.7%	4.1%	16.6%	4.7%	6.4%	20.8%	7.3%
Repeat tourists (last 5 years) (5 or more visits)	<b>63.8%</b>	54.0%	55.5%	44.7%	21.9%	76.9%	45.4%	37.4%	56.9%	46.2%
Repeat tourists (last 5 years) (5 or more visits)	<b>17.0%</b>	7.7%	13.9%	9.9%	4.0%	19.0%	9.6%	3.7%	19.5%	4.5%

■ Repeat tourists ■ Repeat tourists (last 5 years) (5 or more visits)



### ISLANDS

#### How many islands do they visit during their trip?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
<b>One island</b>										
One island	<b>92.9%</b>	89.6%	90.8%	89.7%	75.9%	94.1%	89.7%	91.5%	90.4%	95.8%
Two islands	<b>6.1%</b>	8.7%	6.7%	7.9%	21.3%	5.9%	6.1%	7.7%	9.3%	2.7%
Three or more islands	<b>1.0%</b>	1.7%	2.5%	2.3%	2.8%	0.0%	4.2%	0.8%	0.4%	1.5%

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

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
<b>Lanzarote</b>										
Lanzarote	<b>18.6%</b>	13.3%	8.9%	8.7%	7.8%	0.0%	5.2%	4.9%	18.6%	20.2%
<b>Fuerteventura</b>										
Fuerteventura	<b>14.6%</b>	22.7%	19.0%	12.0%	1.9%	0.0%	19.6%	4.7%	18.6%	10.4%
<b>Gran Canaria</b>										
Gran Canaria	<b>26.6%</b>	20.8%	27.9%	38.5%	32.3%	19.5%	26.2%	20.5%	19.5%	28.8%
<b>Tenerife</b>										
Tenerife	<b>41.4%</b>	48.6%	47.3%	47.2%	65.8%	81.9%	55.6%	72.0%	44.9%	43.4%
<b>La Gomera</b>										
La Gomera	<b>0.3%</b>	1.4%	1.7%	0.1%	0.5%	0.0%	0.0%	0.1%	0.0%	0.0%
<b>La Palma</b>										
La Palma	<b>1.4%</b>	2.7%	1.4%	0.8%	5.0%	0.0%	0.0%	0.0%	4.1%	1.0%
<b>El Hierro</b>										
El Hierro	<b>0.1%</b>	0.0%	0.6%	0.5%	0.7%	0.0%	0.0%	0.1%	0.0%	0.0%
<b>Cruise</b>										
Cruise	<b>0.2%</b>	0.1%	0.6%	0.9%	1.5%	0.0%	0.0%	0.7%	0.0%	0.2%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
0 hours	2.6%	0.3%	0.9%	1.2%	2.8%	1.6%	1.3%	0.3%	1.5%	0.0%
1 - 2 hours	9.6%	5.9%	6.5%	8.8%	4.7%	5.6%	6.2%	1.8%	4.4%	3.8%
3 - 6 hours	32.6%	23.6%	32.0%	31.6%	30.2%	40.3%	19.5%	16.8%	37.8%	19.6%
7 - 12 hours	46.6%	60.6%	51.3%	50.3%	53.2%	42.6%	55.9%	74.4%	43.8%	60.6%
More than 12 hours	8.6%	9.5%	9.3%	8.1%	9.2%	9.9%	17.1%	6.7%	12.5%	16.0%
<b>Outdoor time per day</b>	<b>7.4</b>	<b>8.6</b>	<b>8.0</b>	<b>7.7</b>	<b>7.9</b>	<b>7.6</b>	<b>9.0</b>	<b>9.2</b>	<b>7.6</b>	<b>9.2</b>



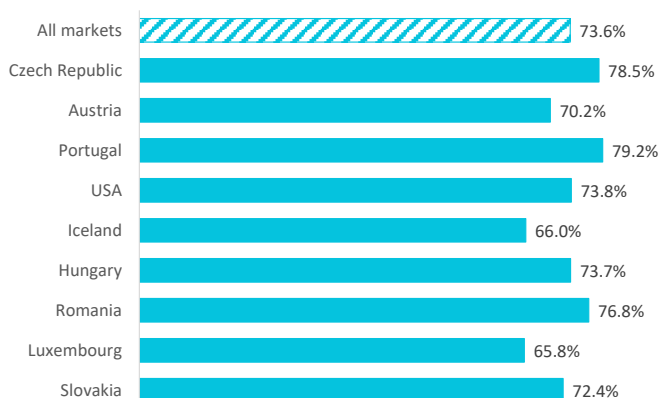
7.4  
ALL MARKETS



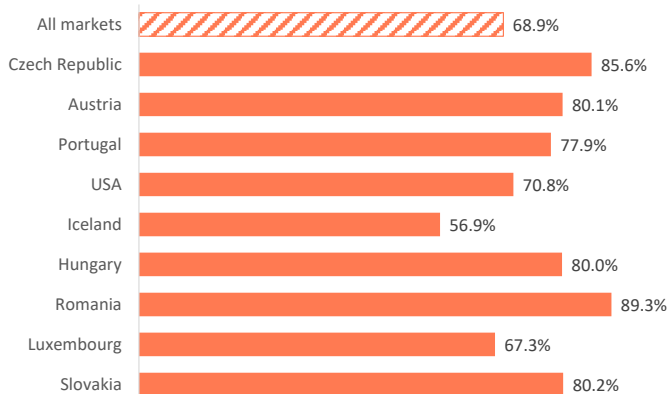
Activities in the Canary Islands

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Walk, wander	73.6%	78.5%	70.2%	79.2%	73.8%	66.0%	73.7%	76.8%	65.8%	72.4%
Beach	68.9%	85.6%	80.1%	77.9%	70.8%	56.9%	80.0%	89.3%	67.3%	80.2%
Swimming pool, hotel facilities	57.7%	51.4%	38.5%	63.1%	49.5%	65.6%	48.6%	45.7%	55.9%	24.6%
Explore the island on their own	48.8%	68.6%	68.9%	56.1%	62.6%	35.2%	62.3%	72.6%	52.2%	73.2%
Taste Canarian gastronomy	27.3%	30.5%	46.2%	26.5%	45.6%	18.2%	20.7%	27.1%	32.5%	19.7%
Hiking	18.8%	54.1%	34.0%	25.8%	29.4%	8.5%	23.5%	16.9%	25.5%	29.8%
Organized excursions	16.2%	21.2%	15.4%	11.9%	26.7%	12.9%	12.6%	19.6%	18.3%	7.5%
Nightlife / concerts / shows	15.4%	12.3%	16.9%	15.9%	22.2%	16.9%	18.5%	10.6%	13.6%	13.1%
Theme parks	14.7%	23.6%	14.3%	24.5%	11.2%	21.1%	21.3%	34.8%	11.2%	11.4%
Sea excursions / whale watching	12.0%	14.9%	19.3%	5.6%	19.2%	8.9%	18.1%	21.1%	9.0%	11.3%
Wineries / markets / popular festivals	11.2%	11.5%	15.5%	15.2%	16.0%	5.6%	15.9%	19.9%	16.0%	10.4%
Museums / exhibitions	10.8%	15.7%	13.9%	13.7%	13.7%	3.2%	14.5%	14.6%	10.6%	20.4%
Other Nature Activities	8.4%	20.5%	17.5%	17.6%	15.1%	2.1%	17.4%	11.9%	11.1%	23.7%
Swim	7.4%	13.5%	8.1%	3.9%	9.5%	5.6%	12.2%	5.0%	3.3%	11.3%
Running	6.0%	10.6%	2.5%	5.7%	3.1%	7.1%	6.6%	3.4%	5.4%	10.7%
Beauty and health treatments	5.2%	3.8%	2.5%	2.6%	8.5%	10.9%	1.3%	3.6%	6.6%	3.8%
Practice other sports	4.3%	6.4%	7.8%	2.4%	2.2%	5.7%	6.0%	4.8%	8.3%	9.5%
Astronomical observation	3.9%	3.0%	8.3%	1.9%	8.4%	2.3%	2.0%	3.7%	5.8%	0.0%
Surf	2.8%	8.2%	10.1%	0.3%	2.3%	1.5%	5.6%	1.3%	7.1%	2.8%
Cycling / Mountain bike	2.7%	3.1%	5.5%	0.3%	1.1%	1.6%	4.6%	1.1%	2.1%	5.1%
Golf	2.5%	2.2%	2.6%	0.3%	2.8%	10.0%	0.0%	0.5%	2.1%	0.0%
Scuba Diving	2.4%	4.2%	3.3%	2.2%	1.7%	2.5%	3.0%	1.1%	2.7%	1.6%
Windsurf / Kitesurf	0.8%	0.7%	4.3%	1.2%	0.9%	1.5%	0.4%	0.0%	0.0%	0.0%

WALK, WANDER



BEACH



# Tourist profile by markets (2/2)

## CANARY ISLANDS (2024)

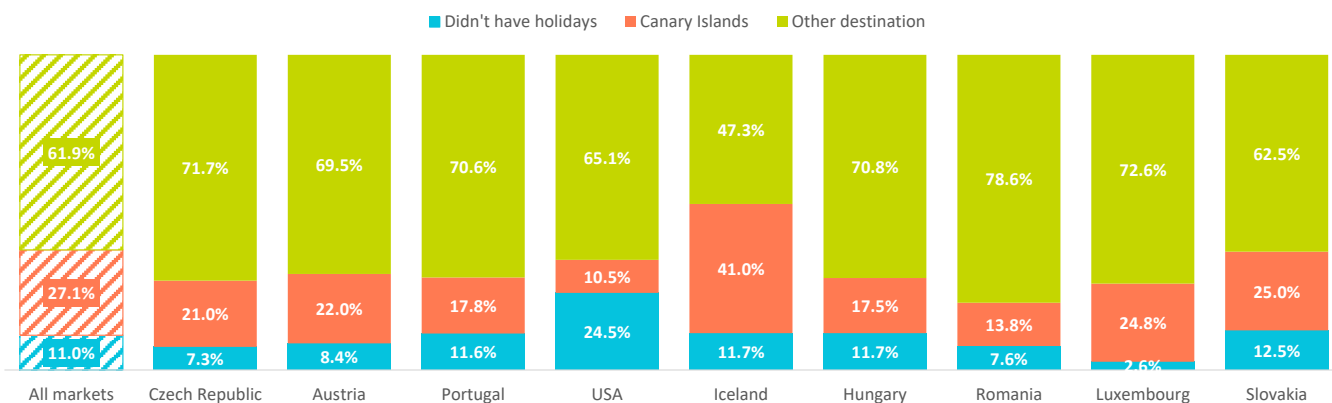


### COMPETITORS

Where did they spend their main holiday last year? \*

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Didn't have holidays	11.0%	7.3%	8.4%	11.6%	24.5%	11.7%	11.7%	7.6%	2.6%	12.5%
Canary Islands	27.1%	21.0%	22.0%	17.8%	10.5%	41.0%	17.5%	13.8%	24.8%	25.0%
Other destination	61.9%	71.7%	69.5%	70.6%	65.1%	47.3%	70.8%	78.6%	72.6%	62.5%
Balearic Islands	4.5%	2.3%	3.5%	4.6%	2.0%	0.0%	3.4%	3.0%	7.9%	0.6%
Rest of Spain	11.4%	9.3%	5.4%	12.0%	6.4%	11.8%	9.7%	7.8%	6.1%	4.2%
Italy	7.2%	12.5%	9.9%	5.7%	7.5%	4.6%	11.0%	16.4%	9.2%	18.6%
France	5.1%	1.8%	3.3%	3.4%	6.4%	4.0%	1.4%	4.7%	9.6%	0.0%
Turkey	3.1%	2.9%	2.0%	0.1%	0.5%	1.0%	3.4%	8.9%	5.4%	2.3%
Greece	7.2%	6.4%	10.4%	2.2%	5.7%	3.3%	7.2%	17.2%	6.2%	7.3%
Portugal	4.1%	6.6%	3.8%	18.9%	4.3%	4.6%	3.1%	2.2%	6.8%	5.4%
Croatia	2.0%	7.6%	8.8%	0.0%	3.2%	2.5%	7.2%	0.8%	0.4%	12.6%
Egypt	1.5%	4.4%	2.7%	0.9%	0.6%	0.5%	4.3%	4.4%	0.0%	0.0%
Tunisia	0.4%	0.9%	0.2%	0.7%	0.0%	0.0%	0.3%	0.4%	1.2%	0.0%
Morocco	1.0%	1.2%	0.3%	2.7%	0.0%	1.2%	0.5%	0.0%	1.4%	0.0%
Others	14.3%	15.7%	19.1%	19.3%	28.4%	13.8%	19.4%	12.7%	18.4%	11.4%

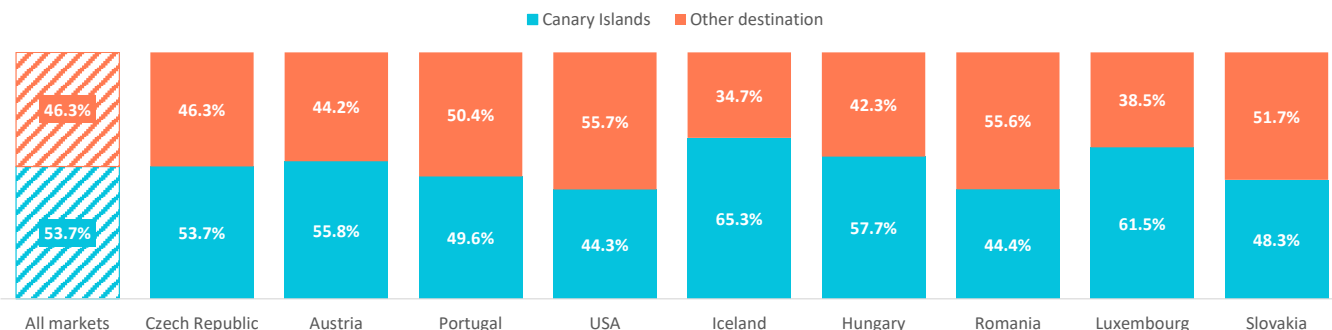
\* Percentage of valid answers



What other destinations did they consider for this trip? \*

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
None (I was clear about "this Canary Island")	28.3%	23.0%	27.6%	23.1%	23.5%	46.7%	31.4%	11.8%	37.1%	26.3%
Canary Islands (other island)	25.4%	30.7%	28.3%	26.5%	20.9%	18.6%	26.3%	32.6%	24.4%	22.0%
Other destination	46.3%	46.3%	44.2%	50.4%	55.7%	34.7%	42.3%	55.6%	38.5%	51.7%
Balearic Islands	6.0%	3.4%	2.7%	14.5%	3.2%	0.3%	1.9%	3.6%	5.4%	5.8%
Rest of Spain	9.0%	9.4%	8.3%	7.6%	14.2%	8.6%	9.5%	19.9%	5.8%	11.7%
Italy	4.7%	5.3%	4.8%	5.9%	9.1%	6.8%	7.2%	8.5%	2.8%	9.3%
France	1.7%	1.7%	0.6%	1.0%	5.1%	1.9%	2.5%	3.2%	0.5%	1.1%
Turkey	3.4%	2.0%	0.8%	1.9%	1.5%	2.1%	1.8%	3.4%	5.3%	3.5%
Greece	8.2%	7.4%	7.7%	5.9%	8.0%	4.9%	6.3%	8.9%	2.8%	6.1%
Portugal	6.2%	9.4%	7.6%	3.9%	8.4%	4.5%	4.3%	5.2%	4.8%	10.1%
Croatia	2.4%	1.2%	3.5%	3.1%	2.8%	1.9%	4.5%	0.0%	1.3%	1.1%
Egypt	2.4%	2.5%	3.5%	2.4%	1.1%	1.8%	3.1%	0.8%	2.8%	1.1%
Others	2.3%	4.0%	4.4%	4.2%	2.4%	1.8%	1.1%	2.1%	7.0%	1.7%

\* Percentage of valid answers





# Tourist profile by markets (2/2)

## CANARY ISLANDS (2024)



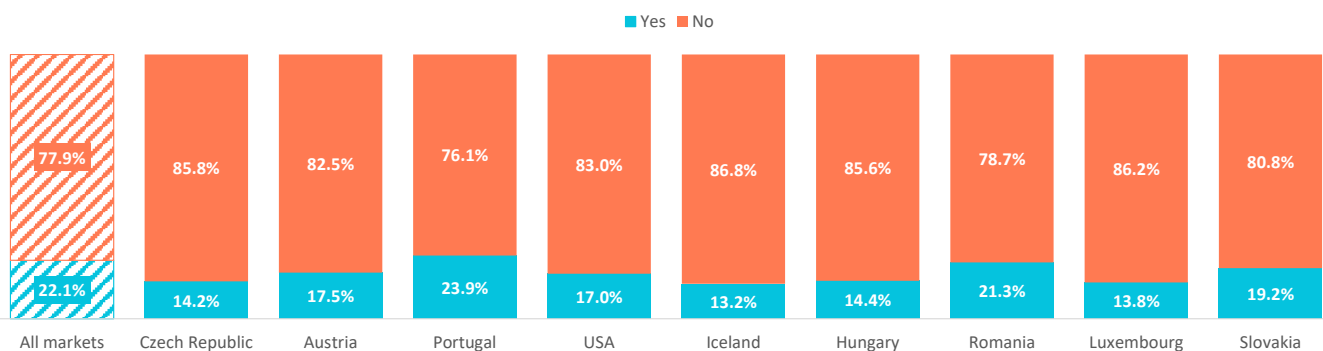
### TOURIST TAX (Data available from Q2 2024)

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

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Yes	45.3%	41.8%	45.4%	55.9%	26.0%	27.0%	44.7%	48.7%	45.0%	43.8%
No	34.4%	26.6%	25.0%	28.5%	45.6%	34.5%	27.8%	29.0%	28.6%	26.6%
Not remember	20.4%	31.5%	29.6%	15.7%	28.3%	38.5%	27.5%	22.3%	26.4%	29.5%

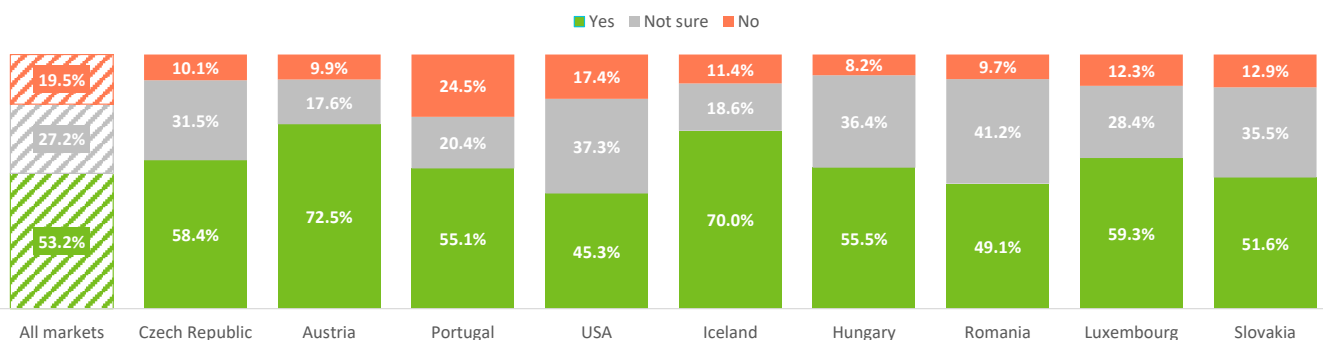
#### When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Yes	22.1%	14.2%	17.5%	23.9%	17.0%	13.2%	14.4%	21.3%	13.8%	19.2%
No	77.9%	85.8%	82.5%	76.1%	83.0%	86.8%	85.6%	78.7%	86.2%	80.8%



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

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Yes	53.2%	58.4%	72.5%	55.1%	45.3%	70.0%	55.5%	49.1%	59.3%	51.6%
- For any purpose of the Canary Islands Government	11.3%	17.0%	19.3%	10.4%	9.9%	9.3%	9.4%	8.9%	2.0%	11.8%
- Only to improve living conditions	9.2%	6.2%	11.5%	11.3%	8.7%	17.5%	6.0%	2.2%	15.9%	10.7%
- Only to improve economic development	4.6%	4.8%	4.0%	7.2%	4.5%	4.4%	6.5%	3.0%	3.2%	1.8%
- Only to improve and project the environment	17.5%	22.0%	30.3%	15.0%	14.9%	23.1%	14.0%	17.1%	24.0%	16.6%
- Only to improve the quality of the tourist environment	4.4%	3.3%	5.4%	5.5%	1.6%	8.5%	12.3%	11.0%	5.3%	6.2%
- Other purposes	6.2%	5.1%	2.0%	5.9%	5.8%	7.3%	7.4%	6.8%	8.9%	4.4%
Not sure	27.2%	31.5%	17.6%	20.4%	37.3%	18.6%	36.4%	41.2%	28.4%	35.5%
No	19.5%	10.1%	9.9%	24.5%	17.4%	11.4%	8.2%	9.7%	12.3%	12.9%

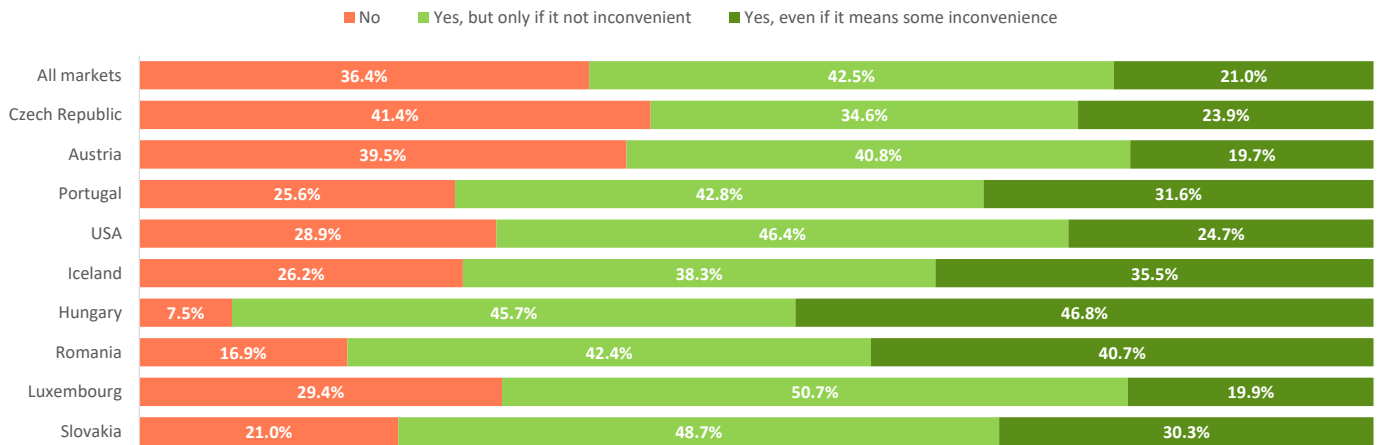


#### How much would they be willing to pay?

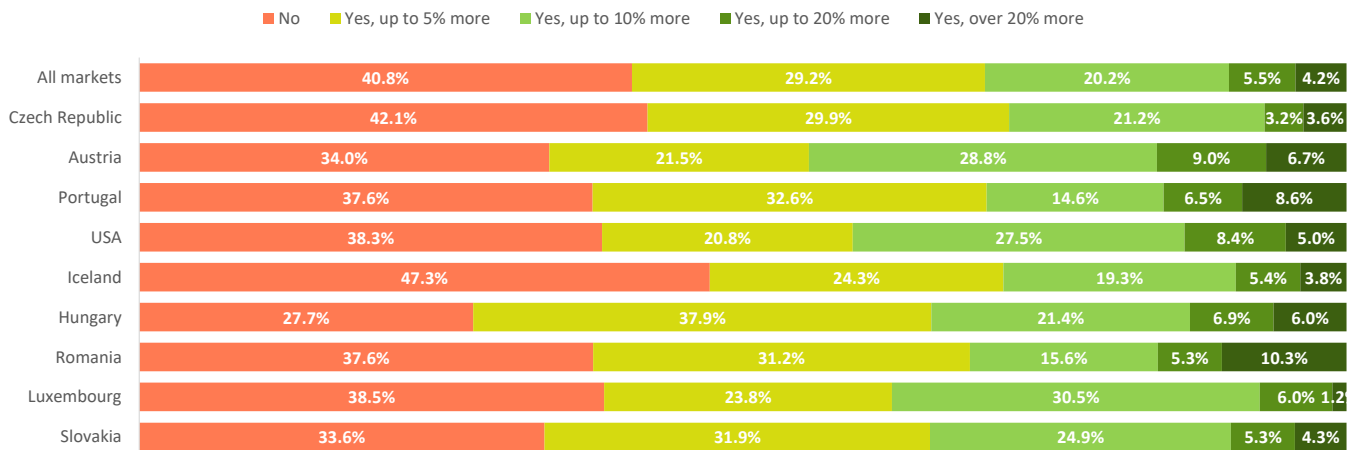
	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Up to 1 euro	37.6%	54.2%	34.2%	57.1%	36.8%	35.4%	51.4%	40.8%	34.7%	52.9%
Up to 2 euros	32.4%	31.2%	34.4%	26.7%	22.2%	25.9%	29.4%	28.0%	32.6%	28.6%
Up to 3 euros	19.5%	11.6%	20.4%	11.6%	23.0%	28.1%	13.3%	18.8%	20.3%	14.3%
More than 3 euros	10.4%	2.9%	11.0%	4.5%	17.9%	10.6%	5.9%	12.4%	12.4%	4.1%

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	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Quality of life on the island	8.0	8.0	8.1	7.9	8.5	7.7	8.3	8.8	8.1	8.4
Tolerance towards tourism	8.6	8.8	8.7	8.6	8.7	8.1	8.5	9.2	8.4	8.8
Cleanliness of the island	8.2	8.2	7.9	7.7	8.6	8.5	8.3	8.9	8.2	8.1
Air quality	8.5	8.8	8.4	8.1	8.7	8.3	8.8	8.8	8.5	8.7
Rational water consumption	7.6	7.7	7.1	7.4	7.8	7.7	7.7	8.4	7.4	7.5
Energy saving	7.1	6.9	6.3	7.0	7.6	6.6	7.5	8.2	7.1	7.0
Use of renewable energy	7.0	7.2	6.5	7.5	7.7	6.9	7.6	8.2	7.3	7.7
Recycling	7.1	7.3	6.5	6.8	7.8	6.9	7.5	8.3	7.1	7.4
Easy to get around by public transport	7.5	7.6	7.1	7.6	7.5	8.1	6.9	8.0	7.1	7.3
Overcrowding in tourist areas	6.6	7.2	5.8	7.1	7.0	6.3	7.3	7.7	7.1	6.7
Supply of local products	7.2	7.6	7.0	7.5	7.7	7.2	7.2	8.2	7.1	7.4

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