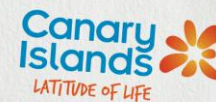


Tourist profile. Historical data (2019 - 2024)

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How many are they and how much do they spend?



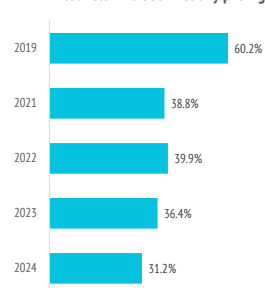
	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals ≥ 16 years old (EGT) (*)	82	39	122	125	125
- book holiday package (*)	49	15	49	46	39
- do not book holiday package (*)	33	24	73	80	86
- % tourists who book holiday package	60.2%	38.8%	39.9%	36.4%	31.2%
Children < 16 years old (FRONTUR - EGT) (*)	n.d.	n.d.	n.d.	n.d.	n.d.
Expenditure per tourist (€)					
- book holiday package	1,369	1,692	1,695	1,846	1,674
- holiday package	1,160	1,391	1,430	1,563	1,424
- others	209	301	265	283	250
- do not book holiday package	928	1,235	1,181	1,337	1,647
- flight	261	317	320	406	422
- accommodation	280	448	374	455	396
- others	387	470	486	477	830
Average lenght of stay	10.11	11.13	11.46	11.64	11.67
Average daily expenditure (€)	138.3	151.4	145.2	152.0	169.8
Average daily expenditure (without flight)	94.9	108.9	105.7	104.2	117.1
Average cost of the flight (€)	371.4	380.7	376.9	466.1	453.8
Total turnover (≥ 16 years old) (€m)	98	55	169	190	206
Turnover without flight (≥ 16 years old) (€m)	67	40	123	132	150

(*) Thousands of tourists

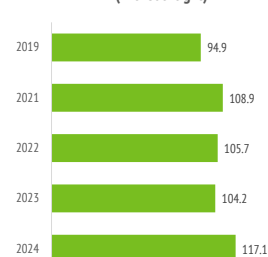
% Tourists whose spending has been greater than €0 in each item

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	84.2%	81.5%	80.1%	79.2%	76.6%
- Additional accommodation expenses	7.3%	10.2%	6.3%	4.5%	6.6%
Transport:					
- National/International Transport	94.1%	98.0%	95.4%	95.9%	96.4%
- Flights between islands	5.8%	4.3%	6.0%	7.8%	5.5%
- Taxi	51.8%	34.0%	41.5%	37.6%	36.1%
- Car rental	32.2%	43.3%	43.1%	49.2%	46.1%
- Public transport	8.4%	15.5%	16.1%	13.9%	11.0%
Food and drink:					
- Food purchases at supermarkets	52.0%	61.9%	62.0%	64.4%	64.0%
- Restaurants	56.1%	71.3%	65.7%	72.9%	74.3%
Leisure:					
- Organized excursions	25.9%	23.2%	24.1%	22.7%	31.9%
- Sport activities	7.7%	13.3%	11.0%	15.5%	12.3%
- Cultural activities	1.5%	2.9%	4.9%	2.9%	2.9%
- Museums	4.2%	4.8%	6.1%	4.6%	6.5%
- Theme Parks	5.6%	8.7%	9.9%	7.9%	12.0%
- Discos and pubs	3.0%	5.4%	6.8%	4.4%	8.2%
- Wellness	4.7%	3.1%	4.6%	5.5%	4.7%
Purchases of goods:					
- Souvenirs	45.9%	32.0%	34.7%	39.0%	45.0%
- Real state	0.0%	0.0%	0.0%	0.7%	0.3%
- Other expenses	0.7%	0.7%	1.5%	1.0%	0.9%
Other:					
- Medical or pharmaceutical expenses	5.3%	12.2%	7.3%	6.7%	3.9%
- Other expenses	5.2%	7.9%	4.4%	4.8%	2.3%

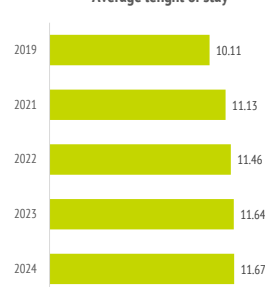
% tourists who book holiday package



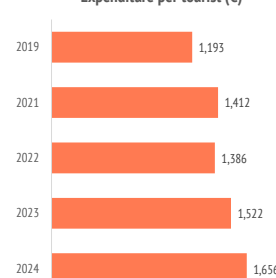
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

	2019	2021	2022	2023	2024
Expenditure per tourist and trip (€)					
Accommodation:	727	853	1,002	888	895
- Accommodation	590	719	717	777	681
- Additional accommodation expenses	138	134	285	110	215
Transport:	640	749	737	837	820
- National/International Transport	395	388	395	486	471
- Flights between islands	45	62	61	82	69
- Taxi	85	110	90	100	98
- Car rental	100	167	167	138	154
- Public transport	15	22	24	31	29
Food and drink:	257	304	305	300	376
- Food purchases at supermarkets	104	114	126	108	169
- Restaurants	153	189	179	192	207
Leisure:	567	518	610	512	500
- Organized excursions	87	100	83	100	85
- Sport activities	158	165	179	132	99
- Cultural activities	43	22	38	28	26
- Museums	24	15	26	22	25
- Theme Parks	50	58	61	77	63
- Discos and pubs	109	102	66	64	83
- Wellness	97	57	157	89	118
Purchases of goods:	122	176	227	2,124	65,165
- Souvenirs	87	113	92	81	89
- Real state	0	0	0	2,000	65,000
- Other expenses	35	63	135	42	76
Other:	149	167	144	114	313
- Medical or pharmaceutical expenses	62	47	99	26	33
- Other expenses	88	120	45	88	280

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.

Tourist profile. Historical data (2019 - 2024)

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What is the main purpose of their trip?

	2019	2021	2022	2023	2024
Holiday, leisure	90.5%	90.2%	89.4%	87.0%	83.9%
Visiting family or friends	2.8%	7.0%	7.2%	7.4%	12.7%
Business and work	2.2%	1.2%	2.0%	0.2%	0.4%
Education and training	0.5%	0.0%	0.0%	0.5%	0.5%
Sports training	3.4%	1.1%	0.9%	3.9%	2.4%
Health or medical care	0.5%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.6%	0.5%	1.0%	0.1%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	44.9%	40.6%	35.1%	33.6%	27.9%
Enjoy family time	8.7%	8.5%	11.0%	8.7%	14.2%
Have fun	9.3%	4.2%	8.9%	6.8%	11.3%
Explore the destination	30.7%	34.7%	37.5%	35.9%	40.3%
Practice their hobbies	4.2%	11.1%	6.1%	10.5%	4.4%
Other reasons	2.2%	1.0%	1.4%	4.5%	1.9%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	36.9%	18.6%	13.3%	8.4%
Canary Islands	--	19.6%	15.4%	19.0%	22.0%
Other destination	--	43.5%	66.0%	67.7%	69.5%
Balearic Islands	--	5.7%	2.7%	2.1%	3.5%
Rest of Spain	--	4.0%	4.4%	7.1%	5.4%
Italy	--	10.6%	15.3%	14.5%	9.9%
France	--	1.6%	5.6%	5.1%	3.3%
Turkey	--	0.6%	1.3%	1.4%	2.0%
Greece	--	6.9%	9.7%	9.3%	10.4%
Portugal	--	1.6%	2.8%	3.3%	3.8%
Croatia	--	3.5%	11.0%	9.3%	8.8%
Egypt	--	0.0%	0.6%	2.6%	2.7%
Tunisia	--	0.0%	0.0%	0.5%	0.2%
Morocco	--	0.0%	0.0%	0.4%	0.3%
Others	--	9.1%	12.7%	12.1%	19.1%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	34.3%	32.8%	35.3%	27.6%
Canary Islands (other island)	--	28.0%	28.4%	28.7%	28.3%
Other destination	--	37.7%	38.8%	36.1%	44.2%
Balearic Islands	--	2.0%	3.4%	2.6%	2.7%
Rest of Spain	--	4.2%	3.7%	4.8%	8.3%
Italy	--	7.6%	6.1%	3.6%	4.8%
France	--	0.3%	1.2%	0.9%	0.6%
Turkey	--	0.6%	1.6%	2.0%	0.8%
Greece	--	10.6%	6.8%	7.6%	7.7%
Portugal	--	4.0%	4.4%	5.4%	7.6%
Croatia	--	3.1%	2.1%	1.6%	3.5%
Egypt	--	2.2%	3.2%	4.9%	3.5%
Others	--	3.1%	6.4%	2.6%	4.4%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019	2021	2022	2023	2024
Climate	72.3%	72.1%	69.2%	73.0%	70.3%
Sea	63.1%	64.9%	62.4%	66.8%	64.9%
Safety	60.4%	52.8%	55.6%	53.0%	54.9%
Landscapes	43.7%	50.6%	43.9%	46.4%	50.8%
Beaches	51.8%	50.5%	50.7%	48.8%	50.6%
Effortless trip	42.1%	43.3%	48.0%	42.8%	49.0%
Tranquility	47.1%	48.1%	44.4%	50.3%	46.8%
European belonging	39.7%	41.9%	43.2%	41.2%	41.8%
Environment	31.1%	34.9%	32.0%	31.4%	41.4%
Gastronomy	29.0%	37.8%	30.2%	31.0%	35.6%
Accommodation supply	40.6%	30.8%	34.7%	29.3%	35.1%
Price	28.0%	27.1%	26.3%	29.3%	26.2%
Authenticity	26.6%	25.7%	27.3%	24.1%	26.2%
Hiking trail network	12.0%	22.0%	10.0%	20.1%	24.8%
Fun possibilities	21.7%	21.5%	19.1%	25.5%	24.4%
Shopping	11.8%	8.1%	10.2%	10.3%	15.5%
Culture	7.5%	8.8%	6.7%	9.5%	12.9%
Exoticism	11.4%	9.5%	11.1%	8.7%	12.6%
Historical heritage	5.5%	9.7%	8.4%	8.5%	11.3%
Nightlife	7.5%	7.3%	8.1%	4.3%	11.1%

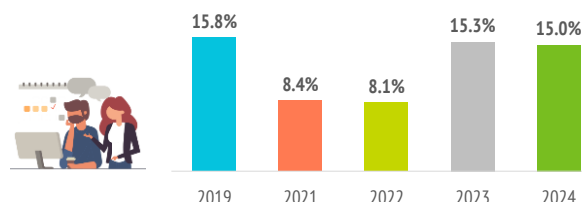
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019	2021	2022	2023	2024
The same day	0.3%	1.4%	1.4%	0.4%	1.1%
Between 1 and 30 days	22.4%	43.7%	33.9%	25.0%	25.1%
Between 1 and 2 months	26.3%	30.7%	23.2%	22.9%	29.9%
Between 3 and 6 months	35.2%	15.7%	33.4%	36.4%	29.0%
More than 6 months	15.8%	8.4%	8.1%	15.3%	15.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



What channels did they use to get information about the trip?



	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	41.5%	32.5%	38.4%	40.3%	38.5%
Friends or relatives	23.5%	31.4%	30.0%	31.4%	32.1%
Internet or social media	52.1%	48.8%	57.5%	55.3%	55.8%
Mass Media	1.7%	2.4%	2.2%	3.3%	3.7%
Travel guides and magazines	15.9%	10.2%	12.9%	15.6%	14.5%
Travel Blogs or Forums	7.7%	12.3%	9.4%	12.1%	13.8%
Travel TV Channels	0.4%	0.1%	1.3%	0.6%	2.0%
Tour Operator or Travel Agency	28.6%	18.3%	16.4%	18.1%	15.6%
Public administrations or similar	1.7%	0.4%	0.3%	1.1%	0.2%
Others	1.7%	4.6%	3.3%	3.2%	3.8%

* Multi-choice question

Tourist profile. Historical data (2019 - 2024)

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With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	31.0%	47.1%	55.4%	53.6%	64.0%
- Tour Operator or Travel Agency	69.0%	52.9%	44.6%	46.4%	36.0%
Accommodation					
- Directly with the accommodation	22.9%	37.2%	36.9%	45.3%	42.8%
- Tour Operator or Travel Agency	77.1%	62.8%	63.1%	54.7%	57.2%

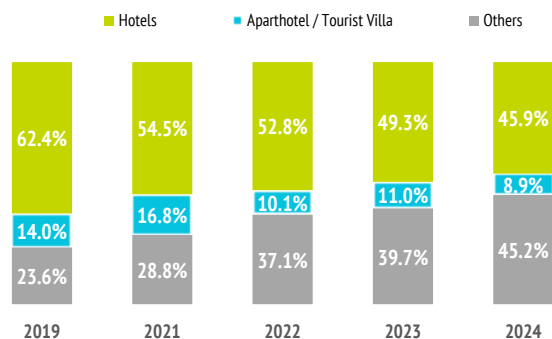
Where does the flight come from?

	2019	2021	2022	2023	2024
Austria	56.8%	65.3%	66.1%	67.3%	67.5%
Germany	21.3%	18.2%	16.8%	18.9%	19.8%
Spanish Mainland	14.3%	8.1%	8.9%	7.7%	5.7%
Switzerland	3.9%	5.1%	4.4%	3.1%	2.7%
Italy	0.0%	0.0%	0.3%	1.5%	1.3%
Portugal	0.0%	1.0%	1.1%	0.7%	1.1%
Slovakia	0.0%	0.0%	0.0%	0.0%	0.9%
Finland	0.0%	0.0%	0.0%	0.0%	0.3%
Czech Republic	0.0%	0.0%	0.1%	0.0%	0.2%
Ireland	0.0%	0.5%	0.0%	0.0%	0.2%
Others	3.8%	1.8%	2.2%	0.9%	0.3%

Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	10.5%	6.4%	9.9%	7.7%	9.2%
4* Hotel	42.8%	38.3%	33.5%	33.1%	29.3%
5* Hotel / 5* Luxury Hotel	9.2%	9.7%	9.5%	8.5%	7.5%
Aparthotel / Tourist Villa	14.0%	16.8%	10.1%	11.0%	8.9%
House/room rented in a private dwelling	6.2%	8.0%	14.3%	11.0%	23.2%
Private accommodation (1)	10.8%	14.8%	13.7%	15.2%	15.2%
Others (Cottage, cruise, camping,...)	6.6%	6.0%	9.1%	13.5%	6.9%

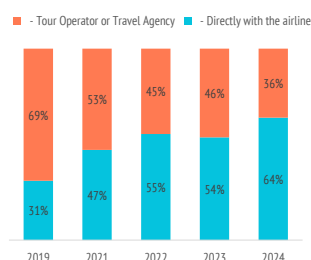
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



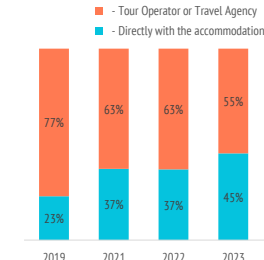
What do they book?

	2019	2021	2022	2023	2024
Room only	22.7%	26.8%	31.3%	34.8%	36.2%
Bed and Breakfast	15.2%	21.3%	14.0%	13.6%	18.4%
Half board	28.6%	25.8%	26.6%	28.1%	20.0%
Full board	3.3%	4.3%	2.1%	2.6%	2.6%
All inclusive	30.2%	21.9%	26.0%	20.9%	22.9%

Flight

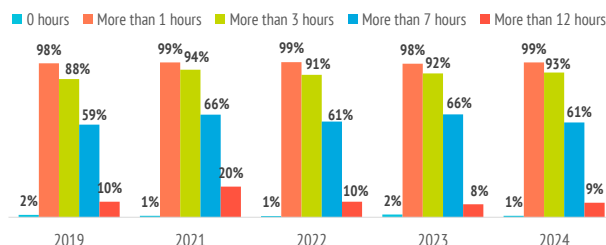


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	1.5%	0.9%	0.8%	1.7%	0.9%
1 - 2 hours	10.1%	4.7%	8.1%	6.2%	6.5%
3 - 6 hours	29.2%	28.7%	29.9%	26.2%	32.0%
7 - 12 hours	49.3%	46.0%	51.3%	57.6%	51.3%
More than 12 hours	10.0%	19.6%	9.9%	8.3%	9.3%
Outdoor time per day	7.6	9.1	8.0	8.2	8.0



Activities in the Canary Islands	2019	2021	2022	2023	2024
Beach	78.7%	79.2%	81.0%	78.3%	80.1%
Walk, wander	54.6%	62.7%	64.3%	59.7%	70.2%
Explore the island on their own	48.2%	55.3%	58.3%	57.1%	68.9%
Taste Canarian gastronomy	29.6%	33.7%	40.3%	36.0%	46.2%
Swimming pool, hotel facilities	42.3%	39.5%	40.5%	35.9%	38.5%
Hiking	--	29.2%	29.3%	27.5%	34.0%
Sea excursions / whale watching	13.6%	13.6%	15.4%	14.6%	19.3%
Other Nature Activities	--	13.0%	17.1%	17.0%	17.5%
Nightlife / concerts / shows	10.0%	6.4%	15.5%	11.7%	16.9%
Wineries / markets / popular festivals	8.4%	8.7%	11.8%	10.2%	15.5%
Organized excursions	17.9%	18.0%	12.8%	13.2%	15.4%
Theme parks	16.8%	11.6%	14.4%	11.0%	14.3%
Museums / exhibitions	8.6%	9.9%	14.2%	12.8%	13.9%
Surf	--	12.0%	9.0%	7.4%	10.1%
Astronomical observation	4.5%	10.0%	5.0%	6.8%	8.3%
Swim	--	49.9%	13.9%	3.6%	8.1%
Practice other sports	--	6.9%	7.7%	9.7%	7.8%
Cycling / Mountain bike	--	5.6%	3.2%	5.7%	5.5%
Windsurf / Kitesurf	--	0.9%	1.1%	0.9%	4.3%
Scuba Diving	--	4.7%	5.1%	5.5%	3.3%
Golf	--	7.4%	1.5%	3.5%	2.6%
Running	--	6.9%	4.5%	3.8%	2.5%
Beauty and health treatments	4.2%	4.9%	5.5%	4.8%	2.5%

* Multi-choise question

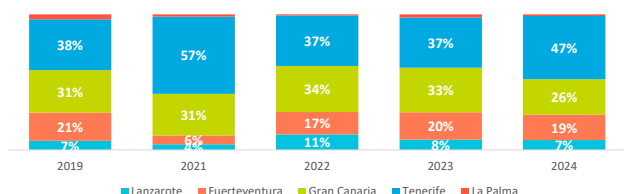
Tourist profile. Historical data (2019 - 2024)

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Which island do they choose?

Tourists (≥ 16 year old)	2019	2021	2022	2023	2024
Lanzarote	5,346	1,567	13,812	9,406	9,011
Fuerteventura	16,637	2,456	19,917	24,882	23,325
Gran Canaria	24,835	11,624	40,906	40,581	32,408
Tenerife	29,916	21,521	44,773	45,808	57,849
La Palma	2,891	623	1,012	2,881	1,518



How many are loyal to the Canary Islands?

	2019	2021	2022	2023	2024
Repeat tourists	60.6%	61.4%	56.2%	59.2%	60.8%
At least 10 previous visits	14.4%	17.7%	14.4%	12.7%	17.8%
Repeat tourists (last 5 years)	59.3%	58.2%	52.3%	54.1%	55.5%
Repeat tourists (last 5 years)(5 or more visits)	17.8%	16.9%	7.9%	9.4%	13.9%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	50.9%	51.5%	50.5%	50.0%	53.2%
Women	49.1%	48.5%	49.5%	50.0%	46.8%
Age					
Average age	45.4	42.0	41.4	43.8	40.7
Standard deviation	16.1	16.8	16.7	17.6	16.0
Age range					
16 - 24 years old	12.9%	14.6%	19.2%	16.3%	15.0%
25 - 30 years old	9.7%	22.7%	15.4%	15.2%	19.1%
31 - 45 years old	27.3%	24.0%	26.6%	23.7%	34.1%
46 - 60 years old	29.1%	20.5%	21.2%	24.9%	16.4%
Over 60 years old	21.0%	18.3%	17.6%	19.9%	15.4%
Occupation					
Salaried worker	51.7%	53.2%	58.3%	51.4%	60.7%
Self-employed	7.9%	10.8%	9.5%	12.4%	10.7%
Unemployed	1.0%	0.0%	0.8%	0.4%	0.0%
Business owner	16.0%	14.6%	4.9%	12.5%	9.2%
Student	5.0%	6.7%	10.7%	7.8%	4.5%
Retired	16.8%	11.0%	13.0%	15.2%	14.5%
Unpaid domestic work	0.0%	1.3%	0.7%	0.2%	0.0%
Others	1.7%	2.5%	2.1%	0.0%	0.4%
Annual household income level					
Less than €25,000	19.3%	11.0%	20.0%	15.8%	10.5%
€25,000 - €49,999	35.5%	48.7%	36.6%	33.3%	37.8%
€50,000 - €74,999	26.6%	28.7%	30.3%	32.6%	25.1%
More than €74,999	18.5%	11.5%	13.1%	18.3%	26.6%
Education level					
No studies	0.8%	0.3%	0.0%	0.7%	0.9%
Primary education	7.4%	4.0%	4.6%	4.0%	6.6%
Secondary education	25.6%	20.6%	16.7%	15.5%	17.7%
Higher education	66.3%	75.1%	78.7%	79.8%	74.9%

Share by islands	2019	2021	2022	2023	2024
Lanzarote	6.7%	4.1%	11.5%	7.6%	7.3%
Fuerteventura	20.9%	6.5%	16.5%	20.1%	18.8%
Gran Canaria	31.2%	30.8%	34.0%	32.8%	26.1%
Tenerife	37.6%	56.9%	37.2%	37.1%	46.6%
La Palma	3.6%	1.6%	0.8%	2.3%	1.2%

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	87.8%	91.8%	88.6%	89.5%	90.8%
Two islands	8.6%	5.7%	9.0%	8.4%	6.7%
Three or more islands	3.6%	2.6%	2.5%	2.1%	2.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.77	8.84	8.97	8.93	9.00

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	1.1%	1.6%	1.4%	0.6%	1.9%
Lived up to expectations	46.2%	48.8%	48.8%	47.6%	47.8%
Better or much better than expected	52.7%	49.7%	49.9%	51.8%	50.3%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.50	8.76	8.56	8.62	8.88
Recommend visiting the Canary Islands	8.92	9.15	9.10	9.08	9.23

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	10.7%	19.6%	13.5%	12.6%	18.7%
Only with partner	49.7%	52.1%	52.8%	47.9%	41.2%
Only with children (< 13 years old)	5.1%	0.7%	2.9%	5.4%	3.4%
Partner + children (< 13 years old)	4.6%	1.9%	3.7%	4.1%	4.8%
Other relatives	4.7%	4.9%	5.0%	5.7%	7.2%
Friends	9.9%	13.8%	9.3%	9.0%	11.8%
Work colleagues	0.5%	0.5%	0.0%	0.0%	0.5%
Organized trip	0.3%	0.5%	0.2%	0.0%	0.3%
Other combinations (2)	14.5%	6.1%	12.6%	15.3%	12.2%

(2) Combination of some of the groups previously analyzed

Tourists with children	12.9%	3.0%	8.1%	11.2%	13.1%
- Between 0 and 2 years old	0.0%	1.2%	1.4%	1.1%	0.1%
- Between 3 and 12 years old	12.9%	1.8%	6.7%	9.3%	12.9%
- Between 0 -2 and 3-12 years old	0.0%	0.0%	0.0%	0.8%	0.0%
Tourists without children	87.1%	97.0%	91.9%	88.8%	86.9%
Group composition:					
- 1 person	17.5%	23.3%	15.3%	15.6%	20.8%
- 2 people	57.7%	64.2%	61.7%	59.0%	52.9%
- 3 people	15.1%	5.7%	10.7%	11.7%	9.7%
- 4 or 5 people	7.9%	4.7%	10.2%	12.6%	14.0%
- 6 or more people	1.7%	2.0%	2.0%	1.1%	2.6%
Average group size:	2.29	2.01	2.26	2.29	2.35

*People who share the main expenses of the trip

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.