FINLAND

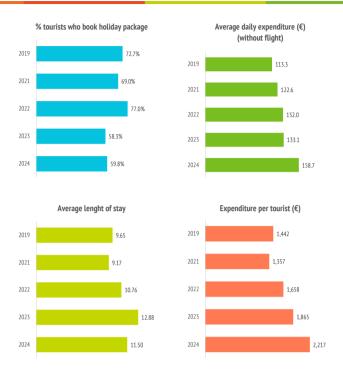


How many are they and how much do they spend?



∳€

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|---|-------|-------|-------|-------|-------|
| TOURISTS | | | | | |
| Tourist arrivals (FRONTUR) (*) | 261 | 61 | 176 | 213 | 208 |
| Tourist arrivals ≥ 16 years old (EGT) (*) | 211 | 52 | 145 | 182 | 177 |
| - book holiday package (*) | 154 | 36 | 112 | 106 | 106 |
| - do not book holiday package (*) | 58 | 16 | 33 | 76 | 71 |
| - % tourists who book holiday package | 72.7% | 69.0% | 77.0% | 58.3% | 59.8% |
| Children < 16 years old (FRONTUR - EGT) (*) | 50 | 9 | 31 | 32 | 31 |
| | | | | | |
| Expenditure per tourist (€) | 1,442 | 1,357 | 1,658 | 1,865 | 2,217 |
| - book holiday package | 1,440 | 1,403 | 1,658 | 1,918 | 1,800 |
| - holiday package | 1,144 | 1,053 | 1,345 | 1,582 | 1,437 |
| - others | 296 | 350 | 313 | 336 | 363 |
| - do not book holiday package | 1,448 | 1,255 | 1,654 | 1,790 | 2,838 |
| - flight | 487 | 327 | 470 | 512 | 522 |
| - accommodation | 445 | 399 | 596 | 669 | 475 |
| - others | 517 | 529 | 589 | 609 | 1,841 |
| Average lenght of stay | 9.65 | 9.17 | 10.76 | 12.88 | 11.50 |
| Average daily expenditure (€) | 172.1 | 173.1 | 193.4 | 196.3 | 226.6 |
| Average daily expenditure (without flight) | 113.3 | 122.6 | 132.0 | 133.1 | 158.7 |
| Average cost of the flight (€) | 487.3 | 393.1 | 509.4 | 560.5 | 571.9 |
| Total turnover (≥ 16 years old) (€m) | 305 | 71 | 241 | 339 | 392 |
| Turnover without flight (≥ 16 years old) (€m) | 202 | 50 | 167 | 237 | 291 |
| (*) Thousands of tourists | | | | | |
| | | | | | |



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

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

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|--------------------------------------|-------|-------|-------|-------|-------|
| Accommodation: | | | | | |
| - Accommodation | 93.4% | 90.8% | 93.1% | 90.9% | 88.0% |
| - Additional accommodation expenses | 7.4% | 6.2% | 4.0% | 3.3% | 5.8% |
| Transport: | | | | | |
| - National/International Transport | 98.5% | 97.2% | 97.1% | 96.6% | 97.3% |
| - Flights between islands | 2.8% | 0.9% | 3.3% | 2.9% | 5.1% |
| - Taxi | 66.8% | 62.1% | 75.3% | 62.5% | 60.8% |
| - Car rental | 20.8% | 27.7% | 23.9% | 31.6% | 27.2% |
| - Public transport | 15.5% | 16.9% | 15.0% | 17.1% | 21.3% |
| Food and drink: | | | | | |
| - Food purchases at supermarkets | 72.5% | 72.3% | 71.8% | 68.9% | 73.7% |
| - Restaurants | 67.7% | 76.8% | 69.7% | 74.8% | 71.2% |
| Leisure: | | | | | |
| - Organized excursions | 20.1% | 16.4% | 17.7% | 20.9% | 21.5% |
| - Sport activities | 5.5% | 9.4% | 6.1% | 7.9% | 7.0% |
| - Cultural activities | 2.7% | 3.1% | 2.1% | 2.2% | 3.5% |
| - Museums | 5.8% | 6.1% | 6.9% | 8.0% | 7.5% |
| - Theme Parks | 9.5% | 8.8% | 10.8% | 10.7% | 8.4% |
| - Discos and pubs | 8.0% | 9.0% | 9.7% | 10.5% | 7.8% |
| - Wellness | 7.4% | 8.4% | 8.6% | 8.0% | 5.9% |
| Purchases of goods: | | | | | |
| - Souvenirs | 57.1% | 46.3% | 46.6% | 42.1% | 51.0% |
| - Real state | 0.3% | 0.0% | 0.0% | 0.2% | 0.3% |
| - Other expenses | 0.3% | 0.2% | 1.5% | 0.7% | 1.3% |
| Other: | | | | | |
| - Medical or pharmaceutical expenses | 5.2% | 9.5% | 7.6% | 7.0% | 4.1% |
| - Other expenses | 7.2% | 6.1% | 8.5% | 7.8% | 4.9% |
| | | | | | |

| Expenditure per tourist and trip (€) | 2019 | 2021 | 2022 | 2023 | 2024 |
|--------------------------------------|------|------|------|-------|---------|
| Accommodation: | 766 | 648 | 873 | 1,045 | 1,903 |
| - Accommodation | 597 | 563 | 751 | 880 | 733 |
| - Additional accommodation expenses | 169 | 86 | 122 | 166 | 1,170 |
| Transport: | 819 | 739 | 840 | 919 | 931 |
| - National/International Transport | 495 | 404 | 525 | 580 | 587 |
| - Flights between islands | 138 | 105 | 66 | 43 | 96 |
| - Taxi | 75 | 89 | 110 | 131 | 96 |
| - Car rental | 83 | 105 | 118 | 141 | 130 |
| - Public transport | 28 | 37 | 22 | 24 | 22 |
| Food and drink: | 290 | 292 | 322 | 343 | 372 |
| - Food purchases at supermarkets | 111 | 104 | 115 | 133 | 147 |
| - Restaurants | 178 | 187 | 207 | 210 | 225 |
| Leisure: | 420 | 898 | 441 | 535 | 585 |
| - Organized excursions | 70 | 80 | 103 | 97 | 104 |
| - Sport activities | 95 | 148 | 107 | 96 | 70 |
| - Cultural activities | 41 | 25 | 28 | 32 | 43 |
| - Museums | 30 | 35 | 23 | 29 | 30 |
| - Theme Parks | 62 | 55 | 51 | 94 | 101 |
| - Discos and pubs | 63 | 515 | 76 | 88 | 173 |
| - Wellness | 59 | 40 | 53 | 98 | 64 |
| Purchases of goods: | 230 | 104 | 166 | 252 | 150,178 |
| - Souvenirs | 111 | 101 | 103 | 99 | 108 |
| - Real state | 33 | 0 | 0 | 100 | 150,000 |
| - Other expenses | 86 | 4 | 63 | 53 | 70 |
| Other: | 123 | 82 | 102 | 252 | 121 |
| - Medical or pharmaceutical expenses | 69 | 28 | 23 | 171 | 53 |
| - Other expenses | 53 | 54 | 79 | 81 | 68 |

Source: Encuesta sobre el Gasto Turístico (ISTAC).

FINLAND



1

What is the main purpose of their trip?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|----------------------------|-------|-------|-------|-------|-------|
| Holiday, leisure | 96.7% | 95.9% | 94.0% | 90.9% | 87.8% |
| Visiting family or friends | 1.4% | 3.3% | 2.2% | 3.7% | 6.7% |
| Business and work | 0.2% | 0.1% | 0.9% | 1.3% | 2.2% |
| Education and training | 0.0% | 0.3% | 0.0% | 0.0% | 0.3% |
| Sports training | 0.5% | 0.0% | 1.3% | 1.6% | 1.3% |
| Health or medical care | 1.1% | 0.2% | 0.8% | 1.8% | 0.5% |
| Fairs and congresses | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Others | 0.1% | 0.2% | 0.8% | 0.7% | 1.2% |

What is the main motivation for their holidays?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|-------------------------|-------|-------|-------|-------|-------|
| Rest | 72.7% | 67.5% | 70.8% | 61.5% | 61.2% |
| Enjoy family time | 17.8% | 14.7% | 18.2% | 21.2% | 19.4% |
| Have fun | 2.5% | 2.9% | 2.9% | 3.0% | 4.9% |
| Explore the destination | 5.3% | 11.4% | 4.8% | 8.4% | 7.6% |
| Practice their hobbies | 1.1% | 3.2% | 2.5% | 4.2% | 3.8% |
| Other reasons | 0.5% | 0.2% | 0.8% | 1.6% | 3.0% |

Where did they spend their main holiday last year? *

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|----------------------|------|-------|-------|-------|-------|
| Didn't have holidays | | 59.9% | 53.2% | 21.8% | 16.5% |
| Canary Islands | | 12.3% | 19.8% | 27.9% | 27.4% |
| Other destination | | 27.8% | 27.0% | 50.3% | 56.1% |
| Balearic Islands | | 0.5% | 0.3% | 0.8% | 1.3% |
| Rest of Spain | | 3.6% | 6.1% | 9.5% | 8.7% |
| Italy | | 1.5% | 2.4% | 6.7% | 6.5% |
| France | | 0.0% | 1.0% | 3.4% | 3.7% |
| Turkey | | 4.0% | 1.1% | 0.9% | 1.5% |
| Greece | | 4.9% | 5.7% | 9.4% | 10.9% |
| Portugal | | 0.6% | 0.9% | 2.4% | 3.1% |
| Croatia | | 0.0% | 0.3% | 2.8% | 3.8% |
| Egypt | | 0.3% | 0.2% | 0.4% | 0.2% |
| Tunisia | | 0.0% | 0.0% | 0.0% | 0.0% |
| Morocco | | 0.0% | 0.0% | 0.0% | 0.2% |
| Others | | 12.4% | 8.9% | 14.1% | 16.3% |

^{*} 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") | | 24.0% | 20.8% | 25.4% | 24.6% |
| Canary Islands (other island) | | 19.0% | 21.8% | 22.6% | 21.2% |
| Other destination | | 57.0% | 57.4% | 52.0% | 54.2% |
| Balearic Islands | | 2.2% | 2.1% | 1.0% | 1.1% |
| Rest of Spain | | 11.8% | 12.9% | 11.5% | 10.3% |
| Italy | | 6.6% | 6.7% | 5.2% | 6.9% |
| France | | 5.4% | 3.7% | 3.0% | 2.9% |
| Turkey | | 3.4% | 3.4% | 1.9% | 3.8% |
| Greece | | 11.5% | 9.9% | 10.4% | 10.9% |
| Portugal | | 7.1% | 6.4% | 8.1% | 5.5% |
| Croatia | | 3.4% | 5.5% | 3.9% | 5.0% |
| Egypt | | 1.1% | 2.5% | 1.9% | 3.2% |
| Others | | 4.5% | 4.3% | 4.9% | 4.7% |
| | | | | | |

^{*} Percentage of valid answers

Importance of each factor in the destination choice

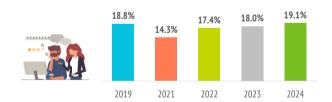
| | 2019 | 2021 | 2022 | 2023 | 2024 |
|----------------------|-------|-------|-------|-------|-------|
| Climate | 83.6% | 84.5% | 89.6% | 82.1% | 85.0% |
| Sea | 45.7% | 57.0% | 59.6% | 52.9% | 52.0% |
| Safety | 44.0% | 44.3% | 46.7% | 47.7% | 38.8% |
| Landscapes | 30.6% | 41.1% | 41.4% | 40.0% | 38.6% |
| European belonging | 33.7% | 37.6% | 44.6% | 34.6% | 37.3% |
| Accommodation supply | 38.0% | 38.2% | 41.5% | 36.4% | 35.4% |
| Tranquility | 32.0% | 28.2% | 32.0% | 33.8% | 31.1% |
| Environment | 24.3% | 31.0% | 32.7% | 34.6% | 28.8% |
| Beaches | 31.1% | 37.7% | 35.8% | 33.4% | 28.5% |
| Price | 26.6% | 28.1% | 27.4% | 23.8% | 25.2% |
| Hiking trail network | 18.6% | 25.9% | 26.3% | 20.7% | 20.5% |
| Gastronomy | 14.8% | 20.5% | 22.0% | 17.5% | 18.1% |
| Effortless trip | 9.0% | 10.9% | 15.4% | 12.6% | 12.2% |
| Authenticity | 5.3% | 11.6% | 8.2% | 8.2% | 10.2% |
| Fun possibilities | 7.5% | 15.5% | 11.0% | 11.1% | 9.2% |
| Historical heritage | 5.0% | 7.1% | 7.1% | 6.6% | 8.4% |
| Exoticism | 7.8% | 8.3% | 9.4% | 8.2% | 8.3% |
| Shopping | 6.6% | 12.4% | 7.8% | 7.7% | 5.6% |
| Culture | 2.7% | 3.8% | 7.0% | 5.2% | 5.3% |
| Nightlife | 2.3% | 7.4% | 5.7% | 4.6% | 4.2% |
| | | | | | |

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% | 0.9% | 1.2% | 0.2% | 0.7% |
| Between 1 and 30 days | 26.0% | 39.1% | 24.4% | 21.5% | 21.0% |
| Between 1 and 2 months | 25.2% | 28.9% | 29.7% | 23.2% | 24.2% |
| Between 3 and 6 months | 29.7% | 16.8% | 27.3% | 37.1% | 35.0% |
| More than 6 months | 18.8% | 14.3% | 17.4% | 18.0% | 19.1% |

% 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 | 64.1% | 58.5% | 61.8% | 60.9% | 56.4% |
| Friends or relatives | 22.1% | 25.2% | 26.9% | 24.2% | 32.4% |
| Internet or social media | 67.5% | 60.8% | 62.1% | 59.2% | 57.1% |
| Mass Media | 1.4% | 1.1% | 1.6% | 1.9% | 1.5% |
| Travel guides and magazines | 3.4% | 3.1% | 3.9% | 4.6% | 3.8% |
| Travel Blogs or Forums | 4.9% | 3.2% | 7.7% | 9.0% | 8.2% |
| Travel TV Channels | 0.1% | 0.4% | 0.4% | 0.8% | 0.8% |
| Tour Operator or Travel Agency | 23.3% | 20.1% | 36.4% | 27.4% | 26.0% |
| Public administrations or similar | 0.0% | 0.6% | 0.3% | 1.1% | 0.2% |
| Others | 1.2% | 0.6% | 0.7% | 1.7% | 2.7% |

^{*} Multi-choise question

FINLAND



大卡

2024

2.4%

9.8%

34.9%

50.0%

2.8%

With whom did they book their flight and accommodation?

| • | 0 | 0 | |
|---|---|---|--|
| | | | |

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|-----------------------------------|-------|-------|-------|-------|-------|
| Flight | | | | | |
| - Directly with the airline | 24.3% | 27.0% | 20.9% | 33.6% | 37.8% |
| - Tour Operator or Travel Agency | 75.7% | 73.0% | 79.1% | 66.4% | 62.2% |
| Accommodation | | | | | |
| - Directly with the accommodation | 23.2% | 21.6% | 18.7% | 30.7% | 31.9% |
| - Tour Operator or Travel Agency | 76.8% | 78.4% | 81.3% | 69.3% | 68.1% |

Where does the flight come from?



Activities in the Canary Islands

Outdoor time per day

2019

Swimming pool, hotel facilities

Explore the island on their own

Taste Canarian gastronomy

0 hours

1 - 2 hours

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|------------------|-------|-------|-------|-------|-------|
| Finland | 95.3% | 95.4% | 94.6% | 91.7% | 93.8% |
| Germany | 0.3% | 1.7% | 0.6% | 1.1% | 2.7% |
| Spanish Mainland | 0.3% | 1.9% | 1.4% | 0.9% | 1.3% |
| Sweden | 1.1% | 0.8% | 0.4% | 1.4% | 1.1% |
| Italy | 0.2% | 0.0% | 0.0% | 0.4% | 0.8% |
| Portugal | 0.3% | 0.0% | 0.2% | 1.3% | 0.2% |
| Iceland | 0.0% | 0.0% | 0.0% | 0.0% | 0.1% |
| Austria | 0.3% | 0.0% | 0.1% | 0.0% | 0.0% |
| Belgium | 0.0% | 0.0% | 0.0% | 0.4% | 0.0% |
| Denmark | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% |
| Others | 2.3% | 0.1% | 2.6% | 2.8% | 0.1% |
| | | | | | |

2019

9.4%

26.5%

4.6%

21.0%

4.1%

2.9%

31.5%

2021

8.8%

22.1%

6.0%

18.8%

3.4%

4.8%

36.0%

2022

13.5%

32.2%

5.7%

1.2%

3.5%

27.3%

16.5%

2023

8.8%

26.2%

7.7%

17.2%

5.1%

4.1%

30.9%

Where do they stay?

5* Hotel / 5* Luxury Hotel

Aparthotel / Tourist Villa

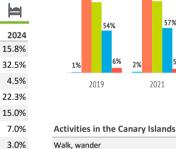
Private accommodation (1)

House/room rented in a private dwelling

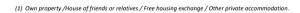
Others (Cottage, cruise, camping,..)

1-2-3* Hotel

| 0.2% | 3 - 6 hours |
|------|---------------------|
| 0.1% | 7 - 12 hours |
| 0.0% | More than 12 hours |
| 0.0% | Outdoor time per da |
| 0.0% | -01 -14 |
| 0.1% | ■ 0 hours ■ More |
| | 99% |



101





2022

2019

88.8%

74.9%

68.0%

49.9%

21.9%

2019

0.9%

8.6%

36.3%

48.0%

6.2%

2021

1.5%

6.7%

34.4%

52.2%

5.2%

2022

0.6%

12.6%

41.0%

41.0%

4.9%

2023

2021

89.0%

73.0%

70.4%

49.3%

26.2%

2022

87.6%

75.7%

67.1%

53.1%

18.7%

2023

1.0%

6.5%

43.6%

43.6%

5.3%

2024

2023

84.8%

69.9%

64.9%

52.7%

20.4%

2024

85.8%

64.3%

63.9%

56.3%

27.1%

| | Hotels | Aparthotel / Tou | ■ Others | | |
|-------|--------|------------------|----------|-------|--|
| 40.5% | 36.9% | 51.4% | 42.8% | 52.7% | |
| 21.0% | 18.8% | 16.5% | 17.2% | 22.3% | |
| 38.5% | 44.3% | 32.1% | 40.1% | 25.0% | |
| 2019 | 2021 | 2022 | 2023 | 2024 | |

What do they book?

| / Istronomical observation | ,,, | |
|--|-------|-------|
| Swim | | 53.3% |
| Hiking | | 14.2% |
| Museums / exhibitions | 9.6% | 11.4% |
| Theme parks | 16.1% | 13.2% |
| Organized excursions | 19.9% | 16.7% |
| Nightlife / concerts / shows | 16.5% | 18.8% |
| Running | | 9.1% |
| Wineries / markets / popular festivals | 11.0% | 5.1% |

2021

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|-------------------|-------|-------|-------|-------|-------|
| Room only | 34.4% | 38.3% | 29.9% | 34.9% | 42.1% |
| Bed and Breakfast | 25.7% | 24.5% | 28.1% | 26.4% | 22.0% |
| Half board | 14.3% | 15.8% | 12.8% | 14.0% | 12.1% |
| Full board | 7.5% | 8.4% | 10.4% | 11.1% | 7.5% |
| All inclusive | 18.1% | 13.0% | 18.8% | 13.7% | 16.3% |

| raste cananan gastronomy | 21.570 | 20.270 | 10.770 | 20.470 | 27.170 |
|--|--------|--------|--------|--------|--------|
| Astronomical observation | 22.5% | 22.8% | 22.0% | 22.2% | 22.7% |
| Swim | | 53.3% | 26.5% | 16.2% | 21.8% |
| Hiking | | 14.2% | 14.2% | 14.7% | 20.0% |
| Museums / exhibitions | 9.6% | 11.4% | 12.5% | 11.8% | 16.2% |
| Theme parks | 16.1% | 13.2% | 16.4% | 19.6% | 14.7% |
| Organized excursions | 19.9% | 16.7% | 13.9% | 13.5% | 14.5% |
| Nightlife / concerts / shows | 16.5% | 18.8% | 14.3% | 17.6% | 13.5% |
| Running | | 9.1% | 9.7% | 10.1% | 11.6% |
| Wineries / markets / popular festivals | 11.0% | 5.1% | 9.0% | 9.6% | 10.2% |
| Other Nature Activities | | 9.5% | 6.8% | 11.0% | 9.8% |
| Beauty and health treatments | 11.1% | 13.1% | 8.0% | 10.6% | 8.8% |
| Sea excursions / whale watching | 8.4% | 9.2% | 9.0% | 10.8% | 8.1% |
| Practice other sports | | 7.2% | 5.4% | 5.5% | 7.5% |
| Cycling / Mountain bike | | 4.1% | 3.3% | 3.6% | 4.1% |
| Golf | | 4.7% | 5.2% | 4.4% | 2.7% |
| Scuba Diving | | 2.2% | 1.6% | 1.0% | 1.0% |
| Surf | | 3.1% | 1.5% | 0.9% | 0.5% |
| Windsurf / Kitesurf | | 0.4% | | 0.9% | 0.3% |
| | | | | | |

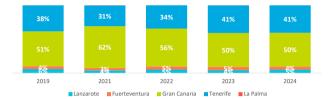
^{*} Multi-choise question

FINLAND



| Which island do they choose? | | 1.0 |
|------------------------------|--|-----|
| | | |

| Tourists (≥ 16 year old) | 2019 | 2021 | 2022 | 2023 | 2024 | Share by islands | 2019 | 2021 | 2022 | 2023 | 2024 |
|--------------------------|---------|--------|--------|--------|--------|------------------|-------|-------|-------|-------|-------|
| Lanzarote | 12,283 | 2,083 | 7,339 | 7,780 | 8,922 | Lanzarote | 5.9% | 4.0% | 5.1% | 4.3% | 5.1% |
| Fuerteventura | 8,936 | 1,808 | 6,948 | 8,973 | 7,795 | Fuerteventura | 4.3% | 3.5% | 4.8% | 4.9% | 4.4% |
| Gran Canaria | 107,789 | 31,930 | 80,633 | 90,478 | 88,225 | Gran Canaria | 51.4% | 61.6% | 55.8% | 49.9% | 49.9% |
| Tenerife | 80,723 | 15,879 | 49,635 | 73,889 | 71,612 | Tenerife | 38.5% | 30.6% | 34.3% | 40.7% | 40.5% |
| La Palma | 80 | 136 | 0 | 349 | 98 | La Palma | 0.0% | 0.3% | 0.0% | 0.2% | 0.1% |



How many islands do they visit during their trip?

À

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|-----------------------|-------|-------|-------|-------|-------|
| One island | 95.0% | 96.6% | 95.0% | 96.6% | 93.3% |
| Two islands | 5.0% | 3.4% | 4.5% | 3.4% | 6.3% |
| Three or more islands | 0.0% | 0.0% | 0.5% | 0.0% | 0.4% |

How many are loyal to the Canary Islands?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|--|-------|-------|-------|-------|-------|
| Repeat tourists | 84.1% | 79.3% | 80.9% | 80.2% | 79.7% |
| At least 10 previous visits | 22.6% | 23.1% | 23.7% | 27.0% | 24.1% |
| Repeat tourists (last 5 years) | 81.8% | 75.4% | 78.9% | 76.7% | 75.6% |
| Repeat tourists (last 5 years)(5 or more visits) | 21.1% | 14.1% | 14.1% | 15.0% | 12.7% |

How do they rate the Canary Islands?

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| Satisfaction (scale 0-10) | 2019 | 2021 | 2022 | 2023 | 2024 |
|---------------------------------------|-------|-------|-------|-------|-------|
| Average rating | 8.42 | 8.76 | 8.74 | 8.63 | 8.53 |
| | | | | | |
| Experience in the Canary Islands | 2019 | 2021 | 2022 | 2023 | 2024 |
| Worse or much worse than expected | 3.3% | 1.1% | 1.1% | 2.3% | 2.4% |
| Lived up to expectations | 68.0% | 59.5% | 62.4% | 65.2% | 64.4% |
| Better or much better than expected | 28.7% | 39.4% | 36.5% | 32.5% | 33.2% |
| | | | | | |
| Future intentions (scale 1-10) | 2019 | 2021 | 2022 | 2023 | 2024 |
| Return to the Canary Islands | 8.40 | 8.44 | 8.53 | 8.45 | 8.38 |
| Recommend visiting the Canary Islands | 8.65 | 8 71 | 8 82 | 8.73 | 8.55 |

Who are they?



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| who are they: | | | | | a |
|-------------------------------|-------|-------|-------|-------|----------|
| | 2019 | 2021 | 2022 | 2023 | 2024 |
| Gender | | | | | |
| Men | 44.7% | 45.3% | 42.1% | 46.3% | 50.1% |
| Women | 55.3% | 54.7% | 57.9% | 53.7% | 49.9% |
| Age | | | | | |
| Average age | 50.8 | 48.3 | 50.7 | 48.8 | 49.4 |
| Standard deviation | 14.3 | 16.7 | 16.8 | 17.3 | 16.5 |
| Age range | | | | | |
| 16 - 24 years old | 5.3% | 12.6% | 10.3% | 12.1% | 8.7% |
| 25 - 30 years old | 5.3% | 4.6% | 5.8% | 6.2% | 7.0% |
| 31 - 45 years old | 25.6% | 28.7% | 19.9% | 24.9% | 26.8% |
| 46 - 60 years old | 36.6% | 22.9% | 30.6% | 27.1% | 25.7% |
| Over 60 years old | 27.2% | 31.1% | 33.4% | 29.6% | 31.79 |
| <u>Occupation</u> | | | | | |
| Salaried worker | 52.0% | 42.2% | 48.3% | 52.2% | 57.9% |
| Self-employed | 5.9% | 9.4% | 7.7% | 7.1% | 5.89 |
| Unemployed | 2.2% | 6.3% | 1.6% | 0.3% | 1.59 |
| Business owner | 11.9% | 10.7% | 8.5% | 7.0% | 6.69 |
| Student | 2.8% | 6.7% | 8.4% | 7.8% | 4.79 |
| Retired | 24.5% | 24.6% | 25.3% | 24.9% | 23.09 |
| Unpaid domestic work | 0.7% | 0.0% | 0.2% | 0.3% | 0.29 |
| Others | 0.0% | 0.0% | 0.0% | 0.3% | 0.29 |
| Annual household income level | | | | | |
| Less than €25,000 | 8.8% | 10.1% | 8.1% | 8.6% | 11.0% |
| €25,000 - €49,999 | 31.1% | 36.7% | 32.3% | 30.4% | 28.9% |
| €50,000 - €74,999 | 28.9% | 20.0% | 26.4% | 26.6% | 29.6% |
| More than €74,999 | 31.2% | 33.2% | 33.3% | 34.5% | 30.5% |
| Education level | | | | | |
| No studies | 0.0% | 0.5% | 0.4% | 0.3% | 0.5% |
| Primary education | 6.3% | 9.1% | 5.3% | 6.1% | 4.9% |
| Secondary education | 46.5% | 35.1% | 41.1% | 32.5% | 31.5% |
| Higher education | 47.2% | 55.2% | 53.2% | 61.1% | 63.1% |

Who do they come with?

| | 2019 | 2021 | 2022 | 2023 | 2024 | |
|--|------------------|-------|-------|-------|-------|--|
| Unaccompanied | 8.1% | 11.2% | 7.6% | 10.6% | 10.5% | |
| Only with partner | 48.0% | 50.8% | 47.2% | 43.1% | 46.7% | |
| Only with children (< 13 years old) | 12.4% | 7.8% | 6.5% | 8.1% | 6.8% | |
| Partner + children (< 13 years old) | 3.7% | 2.5% | 5.0% | 4.0% | 4.0% | |
| Other relatives | 4.9% | 7.6% | 8.6% | 8.0% | 8.7% | |
| Friends | 4.3% | 7.1% | 7.0% | 5.8% | 7.7% | |
| Work colleagues | 0.0% | 0.4% | 0.0% | 0.2% | 0.7% | |
| Organized trip | 0.1% | 0.0% | 0.0% | 0.5% | 0.0% | |
| Other combinations (2) (2) Combination of some of the groups previously an | 18.5% nalyzed | 12.6% | 18.1% | 19.8% | 14.8% | |
| Tourists with children | 19.8% | 13.2% | 15.6% | 17.8% | 16.6% | |

| - Between 0 and 2 years old | 0.8% | 1.0% | 0.9% | 1.0% | 2.5% |
|-----------------------------------|-------|-------|-------|-------|-------|
| - Between 3 and 12 years old | 17.4% | 10.9% | 13.6% | 15.7% | 12.9% |
| - Between 0 -2 and 3-12 years old | 1.5% | 1.2% | 1.1% | 1.1% | 1.3% |
| Tourists without children | 80.2% | 86.8% | 84.4% | 82.2% | 83.4% |
| Group composition: | | | | | |
| - 1 person | 12.0% | 11.8% | 10.0% | 13.0% | 15.6% |
| - 2 people | 53.9% | 59.6% | 57.3% | 50.9% | 53.8% |
| - 3 people | 10.9% | 6.4% | 12.9% | 12.7% | 8.8% |
| - 4 or 5 people | 20.9% | 19.2% | 16.2% | 20.1% | 16.6% |
| - 6 or more people | 2.4% | 2.9% | 3.6% | 3.3% | 5.2% |
| Average group size: | 2.58 | 2.54 | 2.55 | 2.62 | 2.62 |
| | | | | | |