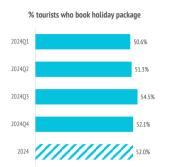
# How many are they and how much do they spend?

|  | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|--|--------|--------|--------|--------|-------|
| TOURISTS   |        |        |        |        |       |
| Tourist arrivals (FRONTUR) (*)                         | 1.4    | 0.9    | 1.0    | 1.3    | 4.6   |
| Tourist arrivals ≥ 16 years old (EGT) (*)              | 1.2    | 0.8    | 0.8    | 1.2    | 4.0   |
| <ul> <li>book holiday package (*)</li> </ul>           | 0.6    | 0.4    | 0.4    | 0.6    | 2.1   |
| <ul> <li>do not book holiday package (*)</li> </ul>    | 0.6    | 0.4    | 0.4    | 0.6    | 1.9   |
| - % tourists who book holiday package                  | 50.6%  | 51.3%  | 54.5%  | 52.1%  | 52.0% |
| Children < 16 years old (FRONTUR - EGT) (*)            | 0.1    | 0.1    | 0.2    | 0.1    | 0.5   |
|  |        |        |        |        |       |
| Expenditure per tourist (€)                            | 1,678  | 1,307  | 1,449  | 1,463  | 1,494 |
| <ul> <li>book holiday package</li> </ul>               | 373    | 291    | 284    | 318    | 321   |
| - holiday package                                      | 305    | 244    | 243    | 262    | 267   |
| - others   | 67     | 47     | 41     | 56     | 54    |
| - do not book holiday package                          | 284    | 222    | 214    | 224    | 239   |
| - flight   | 78     | 57     | 63     | 62     | 66    |
| - accommodation  | 89     | 80     | 65     | 74     | 78    |
| - others   | 116    | 85     | 87     | 87     | 95    |
| Average lenght of stay                                 | 12.62  | 9.44   | 9.36   | 9.78   | 10.48 |
| Average daily expenditure (€)                          | 169.1  | 162.8  | 175.8  | 174.7  | 170.9 |
| Average daily expenditure (without flight)             | 121.7  | 114.1  | 119.5  | 123.2  | 120.2 |
| Average cost of the flight (€)                         | 87.9   | 74.2   | 79.7   | 80.1   | 81.2  |
| Total turnover ( ≥ 16 years old) (€m)                  | 2,031  | 1,047  | 1,180  | 1,777  | 6,035 |
| Turnover without flight ( $\geq 16$ years old) ( $m$ ) | 1,490  | 746    | 807    | 1,258  | 4,301 |
| (*) Thousands of tourists                              |        |        |        |        |       |

% Tourists whose spendin<mark>g has been greater than €0 in each item</mark>

|                                      | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|--------------------------------------|--------|--------|--------|--------|-------|
| Accommodation:                       |        |        |        |        |       |
| - Accommodation                      | 78.9%  | 83.3%  | 81.5%  | 83.0%  | 81.5% |
| - Additional accommodation expenses  | 5.2%   | 5.3%   | 6.1%   | 5.8%   | 5.6%  |
| Transport:                           |        |        |        |        |       |
| - National/International Transport   | 96.8%  | 93.4%  | 93.3%  | 95.5%  | 95.0% |
| - Flights between islands            | 3.4%   | 3.5%   | 3.5%   | 3.2%   | 3.4%  |
| - Taxi                               | 52.5%  | 52.1%  | 53.6%  | 56.0%  | 53.7% |
| - Car rental                         | 23.6%  | 22.2%  | 23.5%  | 21.8%  | 22.7% |
| - Public transport                   | 18.2%  | 13.4%  | 14.6%  | 16.4%  | 16.0% |
| Food and drink:                      |        |        |        |        |       |
| - Food purchases at supermarkets     | 60.0%  | 55.3%  | 57.5%  | 60.4%  | 58.7% |
| - Restaurants                        | 67.2%  | 62.4%  | 59.1%  | 65.6%  | 64.2% |
| Leisure:                             |        |        |        |        |       |
| - Organized excursions               | 14.6%  | 15.5%  | 21.0%  | 15.9%  | 16.5% |
| - Sport activities                   | 5.3%   | 4.4%   | 6.9%   | 5.5%   | 5.5%  |
| - Cultural activities                | 3.2%   | 2.7%   | 3.0%   | 3.2%   | 3.1%  |
| - Museums                            | 4.9%   | 3.9%   | 5.0%   | 4.7%   | 4.7%  |
| - Theme Parks                        | 4.1%   | 5.1%   | 6.5%   | 4.5%   | 4.9%  |
| - Discos and pubs                    | 8.4%   | 7.9%   | 11.6%  | 9.5%   | 9.3%  |
| - Wellness                           | 3.9%   | 3.7%   | 4.0%   | 3.2%   | 3.7%  |
| Purchases of goods:                  |        |        |        |        |       |
| - Souvenirs                          | 37.3%  | 40.2%  | 44.1%  | 40.1%  | 40.1% |
| - Real state                         | 0.3%   | 0.1%   | 0.0%   | 0.0%   | 0.1%  |
| - Other expenses                     | 0.6%   | 0.9%   | 0.7%   | 1.0%   | 0.8%  |
| Other:                               |        |        |        |        |       |
| - Medical or pharmaceutical expenses | 6.5%   | 5.7%   | 6.6%   | 6.3%   | 6.3%  |
| - Other expenses                     | 4.6%   | 4.3%   | 3.6%   | 4.1%   | 4.2%  |
|                                      |        |        |        |        |       |



Average lenght of stay

202401

2024Q2

2024Q3

202404

2024

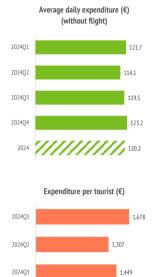
12.62

9.44

9.36

9.78

10.48



1,463

1,494

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

2024Q4

2024

| Expenditure per tourist and trip (€) | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024   |
|--------------------------------------|--------|--------|--------|--------|--------|
| Accommodation:                       | 1,247  | 861    | 880    | 996    | 1,017  |
| - Accommodation                      | 927    | 687    | 700    | 754    | 780    |
| - Additional accommodation expenses  | 320    | 173    | 179    | 242    | 237    |
| Transport:                           | 842    | 697    | 833    | 780    | 793    |
| - National/International Transport   | 462    | 402    | 490    | 447    | 451    |
| - Flights between islands            | 98     | 88     | 96     | 106    | 98     |
| - Taxi                               | 91     | 80     | 83     | 78     | 83     |
| - Car rental                         | 148    | 96     | 122    | 120    | 125    |
| - Public transport                   | 42     | 30     | 41     | 28     | 36     |
| Food and drink:                      | 396    | 334    | 341    | 364    | 364    |
| - Food purchases at supermarkets     | 175    | 131    | 126    | 129    | 143    |
| - Restaurants                        | 221    | 203    | 215    | 235    | 221    |
| Leisure:                             | 531    | 526    | 667    | 520    | 561    |
| - Organized excursions               | 105    | 87     | 107    | 94     | 99     |
| - Sport activities                   | 99     | 95     | 182    | 84     | 115    |
| - Cultural activities                | 65     | 73     | 55     | 70     | 66     |
| - Museums                            | 27     | 36     | 32     | 35     | 32     |
| - Theme Parks                        | 71     | 79     | 71     | 64     | 71     |
| - Discos and pubs                    | 106    | 89     | 146    | 99     | 111    |
| - Wellness                           | 58     | 66     | 74     | 73     | 67     |
| Purchases of goods:                  | 17,156 | 350    | 200    | 229    | 12,477 |
| - Souvenirs                          | 124    | 96     | 132    | 104    | 114    |
| - Real state                         | 16,958 | 110    | 0      | 0      | 12,254 |
| - Other expenses                     | 74     | 144    | 69     | 125    | 108    |
| Other:                               | 120    | 124    | 135    | 87     | 114    |
| - Medical or pharmaceutical expenses | 38     | 61     | 64     | 34     | 46     |
|                                      | 81     | 64     | 71     | 53     | 68     |

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.



### What is the main purpose of their trip?

|                            | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|----------------------------|--------|--------|--------|--------|-------|
| Holiday, leisure           | 83.4%  | 85.6%  | 88.2%  | 87.2%  | 85.9% |
| Visiting family or friends | 12.9%  | 6.7%   | 8.5%   | 8.2%   | 9.4%  |
| Business and work          | 1.7%   | 5.3%   | 2.1%   | 2.7%   | 2.8%  |
| Education and training     | 0.2%   | 0.2%   | 0.4%   | 0.5%   | 0.3%  |
| Sports training            | 0.6%   | 0.7%   | 0.3%   | 0.5%   | 0.5%  |
| Health or medical care     | 0.4%   | 0.3%   | 0.1%   | 0.2%   | 0.3%  |
| Fairs and congresses       | 0.0%   | 0.8%   | 0.1%   | 0.2%   | 0.2%  |
| Others                     | 0.8%   | 0.5%   | 0.4%   | 0.5%   | 0.6%  |

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

|                         | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|-------------------------|--------|--------|--------|--------|-------|
| Rest                    | 54.0%  | 56.8%  | 51.6%  | 55.4%  | 54.5% |
| Enjoy family time       | 19.4%  | 13.4%  | 18.3%  | 17.9%  | 17.6% |
| Have fun                | 7.3%   | 10.3%  | 11.9%  | 8.3%   | 9.1%  |
| Explore the destination | 15.3%  | 17.2%  | 16.2%  | 14.5%  | 15.6% |
| Practice their hobbies  | 1.7%   | 1.0%   | 1.3%   | 1.7%   | 1.5%  |
| Other reasons           | 2.2%   | 1.4%   | 0.8%   | 2.1%   | 1.7%  |

Ě

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

|                      | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|----------------------|--------|--------|--------|--------|-------|
| Didn't have holidays | 10.2%  | 14.0%  | 13.3%  | 11.4%  | 12.2% |
| Canary Islands       | 29.2%  | 26.1%  | 31.8%  | 29.7%  | 29.6% |
| Other destination    | 60.6%  | 59.9%  | 54.9%  | 58.9%  | 58.2% |
| - Balearic Islands   | 4.3%   | 5.1%   | 3.1%   | 3.5%   | 3.8%  |
| - Rest of Spain      | 11.1%  | 12.3%  | 10.4%  | 10.3%  | 10.8% |
| - Italy              | 6.8%   | 6.3%   | 6.3%   | 7.6%   | 6.8%  |
| - France             | 4.9%   | 3.6%   | 4.0%   | 5.2%   | 4.5%  |
| - Turkey             | 3.5%   | 3.7%   | 2.5%   | 3.2%   | 3.1%  |
| - Greece             | 8.2%   | 8.0%   | 7.9%   | 5.8%   | 7.3%  |
| - Portugal           | 3.1%   | 4.3%   | 3.0%   | 3.3%   | 3.4%  |
| - Croatia            | 1.7%   | 1.7%   | 2.1%   | 2.5%   | 2.1%  |
| - Egypt              | 1.9%   | 1.4%   | 1.1%   | 1.1%   | 1.3%  |
| - Tunisia            | 0.8%   | 0.5%   | 0.6%   | 0.3%   | 0.5%  |
| - Morocco            | 1.2%   | 1.2%   | 1.3%   | 0.7%   | 1.1%  |
| - Others             | 13.1%  | 11.8%  | 12.7%  | 15.3%  | 13.4% |

\* Percentage of valid answers

# What other destinations did they consider for this trip? $^{*}$

|   | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|---|--------|--------|--------|--------|-------|
| None (I was clear about "this Canary Island") | 38.6%  | 24.9%  | 18.2%  | 33.7%  | 29.5% |
| Canary Islands (other island)                 | 28.9%  | 27.8%  | 23.3%  | 27.0%  | 26.8% |
| Other destination                             | 32.5%  | 47.3%  | 58.4%  | 39.3%  | 43.8% |
| - Balearic Islands                            | 2.9%   | 6.7%   | 8.4%   | 3.9%   | 5.3%  |
| - Rest of Spain                               | 7.0%   | 9.1%   | 11.3%  | 8.4%   | 8.9%  |
| - Italy                                       | 3.0%   | 4.4%   | 5.7%   | 3.8%   | 4.2%  |
| - France                                      | 1.7%   | 1.6%   | 1.5%   | 1.3%   | 1.5%  |
| - Turkey                                      | 2.3%   | 4.2%   | 4.3%   | 2.9%   | 3.4%  |
| - Greece                                      | 4.5%   | 8.2%   | 12.3%  | 7.0%   | 7.9%  |
| - Portugal                                    | 3.9%   | 5.9%   | 7.2%   | 4.8%   | 5.4%  |
| - Croatia                                     | 1.4%   | 2.4%   | 3.9%   | 1.8%   | 2.3%  |
| - Egypt                                       | 3.0%   | 2.3%   | 2.2%   | 3.2%   | 2.7%  |
| - Others                                      | 2.8%   | 2.4%   | 1.6%   | 2.3%   | 2.3%  |

\* Percentage of valid answers



1

| Importance of each fa | ictor in the destination c | hoice 🚑 |
|-----------------------|----------------------------|---------|
|-----------------------|----------------------------|---------|

| Climate       80.2%       74.5%       67.9%       80.5%       76.79         Safety       51.4%       55.6%       56.1%       51.4%       53.29         Sea       46.3%       47.8%       48.6%       51.5%       48.69         Tranquility       44.9%       50.8%       50.5%       47.4%       47.99         Beaches       41.0%       44.9%       46.2%       45.2%       44.19         Accommodation supply       37.0%       48.6%       47.6%       41.8%       42.89         European belonging       36.6%       39.4%       36.5%       41.0%       38.49         Effortless trip       36.3%       39.6%       39.4%       36.9%       37.79         Price       30.5%       39.4%       42.9%       34.7%       36.09         Landscapes       32.1%       32.5%       32.1%       31.8%       32.19         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       21.4%       16.5%       11.5%       12.8%         Shopping <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>  |                      |        |        |        |        |       |
|---|----------------------|--------|--------|--------|--------|-------|
| Safety       51.4%       55.6%       56.1%       51.4%       53.29         Sea       46.3%       47.8%       48.6%       51.5%       48.69         Tranquility       44.9%       50.8%       50.5%       47.4%       47.99         Beaches       41.0%       44.9%       46.2%       45.2%       44.19         Accommodation supply       37.0%       48.6%       47.6%       41.8%       42.89         European belonging       36.6%       39.4%       36.5%       41.0%       38.49         Effortless trip       36.3%       39.6%       39.4%       36.9%       37.79         Price       30.5%       39.4%       42.9%       34.7%       36.09         Landscapes       32.1%       32.1%       31.8%       32.19         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.1%       20.6%       22.49         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Nightlife       10.8%       10.1%       9.5%       10.2%  |                      | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
| Sea       46.3%       47.8%       48.6%       51.5%       48.69         Tranquility       44.9%       50.8%       50.5%       47.4%       47.99         Beaches       41.0%       44.9%       46.2%       45.2%       44.19         Accommodation supply       37.0%       48.6%       47.6%       41.8%       42.89         European belonging       36.6%       39.4%       36.5%       41.0%       38.49         Effortless trip       36.3%       39.6%       39.4%       36.9%       37.79         Price       30.5%       39.4%       42.9%       34.7%       36.09         Landscapes       32.1%       32.1%       31.8%       32.19         Environment       30.7%       32.7%       31.1%       28.4%       30.59         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13  | Climate              | 80.2%  | 74.5%  | 67.9%  | 80.5%  | 76.7% |
| Tranquility       44.9%       50.8%       50.5%       47.4%       47.99         Beaches       41.0%       44.9%       46.2%       45.2%       44.19         Accommodation supply       37.0%       48.6%       47.6%       41.8%       42.89         European belonging       36.6%       39.4%       36.5%       41.0%       38.49         Effortless trip       36.3%       39.6%       39.4%       36.9%       37.79         Price       30.5%       39.4%       42.9%       34.7%       36.09         Landscapes       32.1%       32.5%       32.1%       31.8%       32.19         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8% <td>Safety</td> <td>51.4%</td> <td>55.6%</td> <td>56.1%</td> <td>51.4%</td> <td>53.2%</td> | Safety               | 51.4%  | 55.6%  | 56.1%  | 51.4%  | 53.2% |
| Beaches       41.0%       44.9%       46.2%       45.2%       44.19         Accommodation supply       37.0%       48.6%       47.6%       41.8%       42.89         European belonging       36.6%       39.4%       36.5%       41.0%       38.49         Effortless trip       36.3%       39.6%       39.4%       36.9%       37.79         Price       30.5%       39.4%       42.9%       34.7%       36.09         Landscapes       32.1%       32.5%       32.1%       31.8%       32.19         Environment       30.7%       32.7%       31.1%       28.4%       30.59         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8% <td>Sea</td> <td>46.3%</td> <td>47.8%</td> <td>48.6%</td> <td>51.5%</td> <td>48.6%</td>    | Sea                  | 46.3%  | 47.8%  | 48.6%  | 51.5%  | 48.6% |
| Accommodation supply       37.0%       48.6%       47.6%       41.8%       42.89         European belonging       36.6%       39.4%       36.5%       41.0%       38.49         Effortless trip       36.3%       39.6%       39.4%       36.5%       31.0%       38.49         Effortless trip       36.3%       39.6%       39.4%       36.9%       37.79         Price       30.5%       39.4%       42.9%       34.7%       36.09         Landscapes       32.1%       32.5%       32.1%       31.8%       32.19         Environment       30.7%       32.7%       31.1%       28.4%       30.59         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail ne   | Tranquility          | 44.9%  | 50.8%  | 50.5%  | 47.4%  | 47.9% |
| European belonging       36.6%       39.4%       36.5%       41.0%       38.49         Effortless trip       36.3%       39.6%       39.4%       36.9%       37.79         Price       30.5%       39.4%       42.9%       34.7%       36.09         Landscapes       32.1%       32.5%       32.1%       31.8%       32.19         Environment       30.7%       32.7%       31.1%       28.4%       30.59         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8%       10.1%       9.5%       10.2%       10.89         Culture       9.8%       11.4%       11.7%       10.3%       10.69   | Beaches              | 41.0%  | 44.9%  | 46.2%  | 45.2%  | 44.1% |
| Effortless trip       36.3%       39.6%       39.4%       36.9%       37.79         Price       30.5%       39.4%       42.9%       34.7%       36.09         Landscapes       32.1%       32.5%       32.1%       31.8%       32.19         Environment       30.7%       32.7%       31.1%       28.4%       30.59         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8%       10.1%       9.5%       10.2%       10.89         Culture       9.8%       11.4%       11.7%       10.3%       10.69  | Accommodation supply | 37.0%  | 48.6%  | 47.6%  | 41.8%  | 42.8% |
| Price       30.5%       39.4%       42.9%       34.7%       36.09         Landscapes       32.1%       32.5%       32.1%       31.8%       32.19         Environment       30.7%       32.7%       31.1%       28.4%       30.59         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       20.6%       22.49       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8%       10.1%       9.5%       10.2%       10.89         Culture       9.8%       11.4%       11.7%       10.3%       10.69  | European belonging   | 36.6%  | 39.4%  | 36.5%  | 41.0%  | 38.4% |
| Landscapes       32.1%       32.5%       32.1%       31.8%       32.19         Environment       30.7%       32.7%       31.1%       28.4%       30.59         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8%       10.1%       9.5%       10.2%       10.89         Culture       9.8%       11.4%       11.7%       10.3%       10.69  | Effortless trip      | 36.3%  | 39.6%  | 39.4%  | 36.9%  | 37.7% |
| Environment       30.7%       32.7%       31.1%       28.4%       30.59         Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8%       10.1%       9.5%       10.2%       10.89         Culture       9.8%       11.4%       11.7%       10.3%       10.69   | Price                | 30.5%  | 39.4%  | 42.9%  | 34.7%  | 36.0% |
| Gastronomy       27.3%       30.9%       28.7%       26.1%       27.99         Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8%       10.1%       9.5%       10.2%       10.89         Culture       9.8%       11.4%       11.7%       10.3%       10.69   | Landscapes           | 32.1%  | 32.5%  | 32.1%  | 31.8%  | 32.1% |
| Fun possibilities       21.8%       26.8%       32.3%       22.5%       25.19         Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8%       10.1%       9.5%       10.2%       10.89         Culture       9.8%       11.4%       11.7%       10.3%       10.69  | Environment          | 30.7%  | 32.7%  | 31.1%  | 28.4%  | 30.5% |
| Authenticity       20.3%       24.8%       26.1%       20.6%       22.49         Exoticism       10.9%       14.0%       16.4%       11.5%       12.89         Shopping       10.1%       13.0%       14.7%       11.3%       12.09         Nightlife       10.8%       10.5%       13.4%       10.7%       11.29         Hiking trail network       12.8%       10.1%       9.5%       10.2%       10.89         Culture       9.8%       11.4%       11.7%       10.3%       10.69  | Gastronomy           | 27.3%  | 30.9%  | 28.7%  | 26.1%  | 27.9% |
| Exoticism         10.9%         14.0%         16.4%         11.5%         12.89           Shopping         10.1%         13.0%         14.7%         11.3%         12.09           Nightlife         10.8%         10.5%         13.4%         10.7%         11.29           Hiking trail network         12.8%         10.1%         9.5%         10.2%         10.89           Culture         9.8%         11.4%         11.7%         10.3%         10.69   | Fun possibilities    | 21.8%  | 26.8%  | 32.3%  | 22.5%  | 25.1% |
| Shopping         10.1%         13.0%         14.7%         11.3%         12.09           Nightlife         10.8%         10.5%         13.4%         10.7%         11.29           Hiking trail network         12.8%         10.1%         9.5%         10.2%         10.89           Culture         9.8%         11.4%         11.7%         10.3%         10.69   | Authenticity         | 20.3%  | 24.8%  | 26.1%  | 20.6%  | 22.4% |
| Nightlife         10.8%         10.5%         13.4%         10.7%         11.29           Hiking trail network         12.8%         10.1%         9.5%         10.2%         10.8%           Culture         9.8%         11.4%         11.7%         10.3%         10.6%  | Exoticism            | 10.9%  | 14.0%  | 16.4%  | 11.5%  | 12.8% |
| Hiking trail network         12.8%         10.1%         9.5%         10.2%         10.8%           Culture         9.8%         11.4%         11.7%         10.3%         10.6%  | Shopping             | 10.1%  | 13.0%  | 14.7%  | 11.3%  | 12.0% |
| Culture         9.8%         11.4%         11.7%         10.3%         10.6%  | Nightlife            | 10.8%  | 10.5%  | 13.4%  | 10.7%  | 11.2% |
|   | Hiking trail network | 12.8%  | 10.1%  | 9.5%   | 10.2%  | 10.8% |
| Historical heritage 8.6% 10.2% 10.7% 9.8% 9.7%  | Culture              | 9.8%   | 11.4%  | 11.7%  | 10.3%  | 10.6% |
|   | Historical heritage  | 8.6%   | 10.2%  | 10.7%  | 9.8%   | 9.7%  |

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?

|                        | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|------------------------|--------|--------|--------|--------|-------|
| The same day           | 1.2%   | 1.1%   | 1.5%   | 1.1%   | 1.2%  |
| Between 1 and 30 days  | 27.2%  | 25.7%  | 24.6%  | 24.8%  | 25.7% |
| Between 1 and 2 months | 25.6%  | 23.5%  | 19.2%  | 20.9%  | 22.5% |
| Between 3 and 6 months | 31.8%  | 32.8%  | 32.8%  | 31.2%  | 32.0% |
| More than 6 months     | 14.1%  | 16.9%  | 21.9%  | 22.0%  | 18.6% |

#### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

|                                       | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|---------------------------------------|--------|--------|--------|--------|-------|
| Previous visits to the Canary Islands | 50.9%  | 44.2%  | 38.3%  | 50.9%  | 47.0% |
| Friends or relatives                  | 29.4%  | 26.1%  | 28.9%  | 28.0%  | 28.2% |
| Internet or social media              | 46.7%  | 47.0%  | 50.1%  | 43.2%  | 46.4% |
| Mass Media                            | 1.4%   | 1.4%   | 2.0%   | 1.4%   | 1.5%  |
| Travel guides and magazines           | 5.8%   | 5.8%   | 6.1%   | 4.6%   | 5.5%  |
| Travel Blogs or Forums                | 4.2%   | 4.5%   | 5.0%   | 4.4%   | 4.5%  |
| Travel TV Channels                    | 0.8%   | 0.7%   | 0.4%   | 0.9%   | 0.7%  |
| Tour Operator or Travel Agency        | 18.6%  | 21.8%  | 22.0%  | 20.0%  | 20.3% |
| Public administrations or similar     | 0.6%   | 0.6%   | 0.4%   | 0.7%   | 0.6%  |
| Others<br>* Multi-choise question     | 3.1%   | 5.3%   | 4.5%   | 3.4%   | 3.9%  |

#### With whom did they book their flight and accommodation? •

|                                   | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|-----------------------------------|--------|--------|--------|--------|-------|
| Flight                            |        |        |        |        |       |
| - Directly with the airline       | 48.1%  | 45.9%  | 44.0%  | 46.1%  | 46.2% |
| - Tour Operator or Travel Agency  | 51.9%  | 54.1%  | 56.0%  | 53.9%  | 53.8% |
| Accommodation                     |        |        |        |        |       |
| - Directly with the accommodation | 33.3%  | 33.3%  | 31.3%  | 34.4%  | 33.2% |
| - Tour Operator or Travel Agency  | 66.7%  | 66.7%  | 68.7%  | 65.6%  | 66.8% |

#### Where are they from? 2024Q1 2024Q2 2024Q3 2024Q4 2024 United Kingdom 17.2% 27.7% 27.3% 18.4% 21.7% 15.5% 22.1% Germany 20.4% 18.0% 19.4% Spanish Mainland 9.9% 8.7% 15.6% 16.6% 12.0% Norway 10.8% 3.2% 3.3% 9.0% 7.2% 5.6% 6.3% Netherlands 6.7% 7.4% 8.4% Sweden 8.4% 2.5% 1.7% 7.1% 5.5%

27.7%

25.5%

27.4%

28.3%

27.4%

Þ

#### Where do they stay?

Others

|   | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|---|--------|--------|--------|--------|-------|
| 1-2-3* Hotel                            | 13.9%  | 14.1%  | 15.2%  | 12.1%  | 13.7% |
| 4* Hotel                                | 30.7%  | 35.6%  | 37.0%  | 31.1%  | 33.1% |
| 5* Hotel / 5* Luxury Hotel              | 7.5%   | 11.3%  | 10.3%  | 8.7%   | 9.2%  |
| Aparthotel / Tourist Villa              | 16.3%  | 17.2%  | 17.8%  | 17.6%  | 17.2% |
| House/room rented in a private dwelling | 11.7%  | 11.0%  | 8.5%   | 15.9%  | 12.2% |
| Private accommodation (1)               | 16.9%  | 8.5%   | 9.2%   | 10.2%  | 11.7% |
| Others (Cottage, cruise, camping,)      | 2.9%   | 2.4%   | 2.0%   | 4.3%   | 3.0%  |

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

#### What do they book?

|                   | 2024Q1 | 2024Q2 | 2024Q3 | 202404 | 2024  |
|-------------------|--------|--------|--------|--------|-------|
| Room only         | 37.3%  | 32.1%  | 29.6%  | 39.7%  | 35.4% |
| Bed and Breakfast | 14.4%  | 16.1%  | 12.8%  | 15.8%  | 14.9% |
| Half board        | 16.0%  | 16.3%  | 16.1%  | 14.6%  | 15.7% |
| Full board        | 2.3%   | 2.3%   | 3.2%   | 3.2%   | 2.7%  |
| All inclusive     | 30.0%  | 33.2%  | 38.4%  | 26.7%  | 31.4% |

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

|  | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|--|--------|--------|--------|--------|-------|
| Yes  |        | 42.5%  | 42.0%  | 42.1%  | 42.2% |
| No   |        | 36.4%  | 35.7%  | 34.6%  | 35.4% |
| Not remember                                   |        | 21.1%  | 22.3%  | 23.3%  | 22.4% |
|  |        |        |        |        |       |
| Do they exclude destinations with tourist tax? | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
| Yes  |        | 23.9%  | 24.4%  | 21.1%  | 22.9% |
| No   |        | 76.1%  | 75.6%  | 78.9%  | 77.1% |
|  |        |        |        |        |       |
| How much would they be willing to pay?         | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
| Up to 1 euro                                   |        | 40.7%  | 37.0%  | 40.0%  | 39.4% |
| Up to 2 euros                                  |        | 31.8%  | 30.4%  | 31.3%  | 31.2% |
| Up to 3 euros                                  |        | 17.9%  | 23.0%  | 17.6%  | 19.2% |
| More than 3 euros                              |        | 9.6%   | 9.6%   | 11.2%  | 10.3% |



大卡

#### Activities in the Canary Islands

| Outdoor time per day | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|----------------------|--------|--------|--------|--------|-------|
| 0 hours              | 2.5%   | 2.5%   | 2.3%   | 2.3%   | 2.4%  |
| 1 - 2 hours          | 8.8%   | 11.8%  | 11.2%  | 8.0%   | 9.6%  |
| 3 - 6 hours          | 31.6%  | 30.6%  | 33.9%  | 33.6%  | 32.5% |
| 7 - 12 hours         | 47.8%  | 44.1%  | 43.8%  | 46.9%  | 46.0% |
| More than 12 hours   | 9.3%   | 11.0%  | 8.8%   | 9.1%   | 9.5%  |
| Outdoor time per day | 7.6    | 74     | 7.3    | 7.5    | 7.5   |



| Activities in the Canary Islands       | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|--|--------|--------|--------|--------|-------|
| Beach                                  | 69.7%  | 67.4%  | 74.7%  | 69.2%  | 70.1% |
| Walk, wander                           | 70.2%  | 65.6%  | 68.5%  | 66.5%  | 67.9% |
| Swimming pool, hotel facilities        | 47.5%  | 56.6%  | 67.2%  | 49.7%  | 53.9% |
| Explore the island on their own        | 46.6%  | 43.4%  | 44.9%  | 44.6%  | 45.0% |
| Taste Canarian gastronomy              | 24.2%  | 23.3%  | 25.9%  | 25.5%  | 24.8% |
| Hiking                                 | 21.6%  | 15.6%  | 15.1%  | 18.6%  | 18.2% |
| Nightlife / concerts / shows           | 16.2%  | 19.0%  | 21.1%  | 16.3%  | 17.8% |
| Organized excursions                   | 9.2%   | 14.7%  | 17.5%  | 10.3%  | 12.3% |
| Museums / exhibitions                  | 11.9%  | 9.8%   | 12.3%  | 12.3%  | 11.7% |
| Wineries / markets / popular festivals | 12.9%  | 8.6%   | 12.4%  | 10.7%  | 11.3% |
| Sea excursions / whale watching        | 7.1%   | 12.0%  | 15.8%  | 8.7%   | 10.3% |
| Theme parks                            | 7.6%   | 9.4%   | 14.9%  | 8.5%   | 9.7%  |
| Swim                                   | 5.7%   | 7.7%   | 9.6%   | 6.2%   | 7.0%  |
| Other Nature Activities                | 7.0%   | 6.6%   | 8.0%   | 5.9%   | 6.8%  |
| Running                                | 6.7%   | 6.8%   | 6.9%   | 6.6%   | 6.7%  |
| Beauty and health treatments           | 5.9%   | 5.1%   | 6.1%   | 4.8%   | 5.5%  |
| Practice other sports                  | 4.3%   | 5.2%   | 4.8%   | 4.4%   | 4.6%  |
| Astronomical observation               | 3.6%   | 2.5%   | 3.5%   | 4.2%   | 3.6%  |
| Golf                                   | 2.5%   | 1.8%   | 4.5%   | 2.1%   | 2.6%  |
| Surf                                   | 2.7%   | 2.0%   | 2.7%   | 2.1%   | 2.4%  |
| Cycling / Mountain bike                | 2.4%   | 2.3%   | 1.7%   | 1.8%   | 2.1%  |
| Scuba Diving                           | 1.3%   | 1.6%   | 3.0%   | 1.8%   | 1.9%  |
| Windsurf / Kitesurf                    | 0.4%   | 0.5%   | 0.6%   | 0.4%   | 0.5%  |
| * Multi-choise question                |        |        |        |        |       |

|                                   | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|-----------------------------------|--------|--------|--------|--------|-------|
| Yes                               |        | 51.2%  | 45.7%  | 55.4%  | 36.0% |
| - For any purpose                 |        | 11.7%  | 10.8%  | 12.7%  | 8.3%  |
| - Improve living conditions       |        | 10.0%  | 9.6%   | 11.1%  | 7.2%  |
| - Improve economic development    |        | 5.0%   | 4.0%   | 4.5%   | 3.2%  |
| - Improve the environment         |        | 14.4%  | 11.9%  | 15.9%  | 10.0% |
| - Improve the tourist environment |        | 3.9%   | 4.5%   | 4.5%   | 3.0%  |
| - Other purposes                  |        | 6.1%   | 4.9%   | 6.7%   | 4.2%  |
| Not sure                          |        | 28.7%  | 31.7%  | 26.9%  | 20.2% |
| No                                |        | 20.1%  | 22.6%  | 17.7%  | 13.9% |



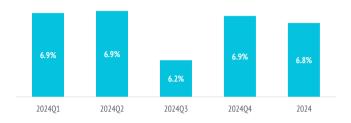
|                            | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|----------------------------|--------|--------|--------|--------|-------|
| Maspalomas dunes           | 46.9%  | 50.4%  | 52.0%  | 48.1%  | 49.0% |
| Las Palmas de Gran Canaria | 47.6%  | 46.2%  | 52.3%  | 46.5%  | 47.9% |
| Puerto de Mogán            | 38.8%  | 40.4%  | 46.0%  | 40.1%  | 41.0% |
| The north                  | 22.0%  | 18.8%  | 23.1%  | 19.1%  | 20.7% |
| The interior (mountains)   | 22.2%  | 19.5%  | 18.7%  | 19.4%  | 20.1% |
| Agaete                     | 15.3%  | 13.2%  | 14.0%  | 13.9%  | 14.2% |
| Teror                      | 14.9%  | 12.4%  | 15.6%  | 13.2%  | 14.0% |
| Roque Nublo                | 14.5%  | 12.7%  | 11.8%  | 13.4%  | 13.3% |
| Guayadeque ravine          | 7.6%   | 7.4%   | 7.2%   | 6.8%   | 7.2%  |
|                            |        |        |        |        |       |



How many islands do they visit during their trip?

|                       | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|-----------------------|--------|--------|--------|--------|-------|
| One island            | 93.1%  | 93.1%  | 93.8%  | 93.1%  | 93.2% |
| Two islands           | 5.6%   | 5.9%   | 5.8%   | 5.4%   | 5.6%  |
| Three or more islands | 1.3%   | 1.0%   | 0.4%   | 1.5%   | 1.1%  |

% TOURISTS WHO VISIT MORE THAN ONE ISLANDS



2024Q1 2024Q2 2024Q3 2024Q4

# How many are loyal to the Canary Islands?

|   | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|---|--------|--------|--------|--------|-------|
| Gran Canaria: Repeat tourists             | 70.5%  | 61.1%  | 55.0%  | 68.1%  | 64.8% |
| Gran Canaria: At least 10 previous visits | 16.0%  | 12.4%  | 11.1%  | 14.6%  | 13.9% |
| Canary Islands: Repeat tourists           | 77.2%  | 69.0%  | 61.1%  | 75.8%  | 71.9% |
| Canary Islands: At least 10 previous visi | 25.0%  | 20.9%  | 15.8%  | 24.7%  | 22.2% |

| A transmission of the transmission of transmissio | Who are they?                 |        |        |        |        | (in   |
|---|-------------------------------|--------|--------|--------|--------|-------|
| Men         49.0%         51.5%         52.1%         51.1%         50.7%           Women         51.0%         48.5%         47.9%         48.9%         49.3%           Age          48.5%         47.9%         48.9%         49.3%           Average age         49.0         45.5         40.5         49.1         46.4%           Standard deviation         17.5         17.4         15.9         17.1         17.4           Age range          9.4%         13.3%         20.5%         8.8%         12.29           25 - 30 years old         0.5%         11.9%         12.9%         9.3%         10.99           46 - 60 years old         24.6%         21.7%         22.3%         26.6%         26.4%           Over 60 years old         31.2%         24.5%         30.8%         25.9%         26.4%           Occupation          13.2%         24.5%         30.4%         26.5%         23.8%           Outpedid owrker         50.6%         57.9%         62.1%         53.8%         55.3%           Self-employed         0.7%         1.4%         1.0%         0.19%         1.0%           Business owner         8.6%   |                               | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
| Nomen         51.0%         48.5%         47.9%         48.9%         49.3%           Age         40.0         45.5         40.5         49.1         46.4           Standard deviation         17.5         17.4         15.9         17.1         17.4           Age range         9.4%         13.3%         20.5%         8.8%         12.2%           25 - 30 years old         10.5%         11.9%         12.9%         9.3%         10.9%           31 - 45 years old         24.3%         28.5%         30.8%         25.9%         26.9%           46 - 60 years old         24.6%         21.7%         22.3         25.6%         23.8%           Over 60 years old         11.2%         24.5%         13.5%         30.4%         26.1%           Occupation         10.7%         9.8%         10.1%         9.4%         10.1%           Unemployed         0.7%         1.4%         1.0%         0.9%         1.09%           Standard devistion worker         50.6%         57.9%         62.1%         53.8%         55.3%           Statried         0.3%         0.4%         1.0%         0.9%         1.01%           Unemployed         0.7%         1.4%  | Gender                        |        |        |        |        |       |
| AgeAverage age49.045.540.549.146.6Standard deviation17.517.415.917.117.4Age range </td <td>Men</td> <td>49.0%</td> <td>51.5%</td> <td>52.1%</td> <td>51.1%</td> <td>50.7%</td>  | Men                           | 49.0%  | 51.5%  | 52.1%  | 51.1%  | 50.7% |
| Average age         49.0         45.5         40.5         49.1         46.4           Standard deviation         17.5         17.4         15.9         17.1         17.4           Age range         16 - 24 years old         9.4%         13.3%         20.5%         8.8%         12.29           25 - 30 years old         10.5%         11.9%         12.9%         9.3%         10.99           31 - 45 years old         24.3%         28.5%         30.8%         25.9%         26.69           46 - 60 years old         24.6%         21.7%         22.3%         25.6%         23.8%           Over 60 years old         31.2%         24.5%         13.5%         30.4%         26.19           Occupation         31.2%         24.5%         13.5%         30.4%         26.19           Occupation         10.7%         9.8%         10.4%         9.4%         10.19           Business owner         8.6%         7.5%         7.9%         9.6%         8.59           Student         4.6%         3.4%         8.6%         21.4%         1.88           Unpaid domestic work         0.3%         0.4%         0.3%         0.5%         0.48           Student         2   | Women                         | 51.0%  | 48.5%  | 47.9%  | 48.9%  | 49.3% |
| Standard deviation       17.5       17.4       15.9       17.1       17.4         Age range       16 - 24 years old       9.4%       13.3%       20.5%       8.8%       12.29         25 - 30 years old       10.5%       11.9%       12.9%       9.3%       10.9%         31 - 45 years old       24.3%       28.5%       30.8%       25.9%       26.9%         46 - 60 years old       24.6%       21.7%       22.3%       25.6%       23.8%         Over 60 years old       31.2%       24.5%       13.5%       30.4%       26.19         Occupation       31.2%       24.5%       13.5%       30.4%       26.19         Occupation       57.9%       62.1%       53.8%       55.39         Self-employed       0.7%       1.4%       1.0%       0.9%       10.19         Unemployed       0.7%       1.4%       1.0%       0.9%       10.9         Business owner       8.6%       7.5%       7.9%       9.6%       8.59         Student       4.6%       3.4%       8.6%       21.4%       18.8%         Unpaid domestic work       0.3%       0.4%       0.3%       0.5%       0.4%         Others       1.2%   | Age                           |        |        |        |        |       |
| Age range         Age range           16 - 24 years old         9.4%         13.3%         20.5%         8.8%         12.29           25 - 30 years old         10.5%         11.9%         12.9%         9.3%         10.99           31 - 45 years old         24.3%         28.5%         30.8%         25.9%         26.99           46 - 60 years old         24.6%         21.7%         22.3%         25.6%         23.89           Over 60 years old         31.2%         24.5%         13.5%         30.4%         26.19           Occupation         31.2%         24.5%         13.5%         30.4%         26.19           Occupation         50.6%         57.9%         62.1%         53.8%         55.39           Self-employed         0.7%         1.4%         1.0%         0.9%         1.019           Unemployed         0.7%         1.4%         1.0%         0.9%         1.09           Business owner         8.6%         7.5%         7.9%         9.6%         8.59           Student         4.6%         3.4%         8.6%         21.4%         18.8%           Unpaid domestic work         0.3%         0.4%         0.3%         0.4%           Oth  | Average age                   | 49.0   | 45.5   | 40.5   | 49.1   | 46.6  |
| 16 - 24 years old9.4%13.3%20.5%8.8%12.2925 - 30 years old10.5%11.9%12.9%9.3%10.9931 - 45 years old24.3%28.5%30.8%25.9%26.9946 - 60 years old24.6%21.7%22.3%25.6%23.89Over 60 years old31.2%24.5%13.5%30.4%26.19Occupation9.8%10.4%9.4%10.19Occupation0.7%1.4%1.0%0.9%10.19Self-employed0.7%1.4%1.0%0.9%1.09Business owner8.6%7.5%7.9%9.6%8.59Student4.6%3.4%8.5%3.5%4.89Retired23.2%18.4%8.6%21.4%1.88Unpaid domestic work0.3%0.4%0.3%0.5%0.49Others11.2%12.9%15.2%10.8%13.19 $\xi$ 5,000 - $\xi$ 49,99926.9%26.9%24.0%27.8%26.9% $\xi$ 50,000 - $\xi$ 74,99929.8%25.2%24.0%31.1%28.19Education level21.%3.6%3.5%2.8%2.99Primary education3.1%2.1%3.6%3.5%2.6%Student2.1%3.6%3.5%2.8%2.99Primary education2.1%3.6%3.5%2.6%2.6%Student2.1%3.6%3.5%2.8%2.99Primary education2.1%3.6%3.5% <t< td=""><td>Standard deviation</td><td>17.5</td><td>17.4</td><td>15.9</td><td>17.1</td><td>17.4</td></t<>  | Standard deviation            | 17.5   | 17.4   | 15.9   | 17.1   | 17.4  |
| 25 - 30 years old       10.5%       11.9%       12.9%       9.3%       10.9%         31 - 45 years old       24.3%       28.5%       30.8%       25.9%       26.99         46 - 60 years old       24.6%       21.7%       22.3%       25.6%       23.89         Over 60 years old       31.2%       24.5%       13.5%       30.4%       26.19         Occupation       31.2%       24.5%       13.5%       30.4%       26.19         Occupation       50.6%       57.9%       62.1%       53.8%       55.39         Self-employed       10.7%       9.8%       10.4%       9.4%       10.19         Unemployed       0.7%       1.4%       1.0%       0.9%       1.09         Business owner       8.6%       7.5%       7.9%       9.6%       8.59         Student       4.6%       3.4%       8.5%       3.5%       4.89         Inpaid domestic work       0.3%       0.4%       0.3%       0.5%       0.49         Others       1.2%       1.2%       1.2%       1.0%       1.19         Annual household income level       11.2%       12.9%       36.8%       30.3%       33.19         650,000 - €74,999       26  | Age range                     |        |        |        |        |       |
| 31 - 45 years old24.3%28.5%30.8%25.9%26.9%46 - 60 years old24.6%21.7%22.3%25.6%23.89Over 60 years old31.2%24.5%13.5%30.4%26.19Occupation $24.5\%$ 57.9%62.1%53.8%55.39Salaried worker50.6%57.9%62.1%53.8%55.39Self-employed10.7%9.8%10.4%9.4%10.19Unemployed0.7%1.4%1.0%0.9%1.09Business owner8.6%7.5%7.9%9.6%8.59Student4.6%3.4%8.5%3.5%4.89Retired23.2%18.4%8.6%21.4%1.88Unpaid domestic work0.3%0.4%0.3%0.5%0.49Others1.2%1.2%15.2%10.8%12.29 $40.00 \cdot €74,999$ 26.9%26.9%24.0%27.8%26.9% $Education level$ 2.1%3.6%3.5%2.8%2.9%Primary education3.1%2.1%2.6%2.6%2.6%Primary education2.1%3.6%3.5%2.8%2.9%Primary education2.1%2.6%2.4%2.6%2.6%Primary education2.6%2.6%2.4%2.6%2.6%Primary education2.6%2.6%2.4%2.6%2.6%  | 16 - 24 years old             | 9.4%   | 13.3%  | 20.5%  | 8.8%   | 12.2% |
| 46 - 60 years old24.6%21.7%22.3%25.6%23.8%Over 60 years old31.2%24.5%13.5%30.4%26.19Occupation $24.5\%$ 13.5%30.4%26.19Occupation $50.6\%$ $57.9\%$ 62.1% $53.8\%$ $55.3\%$ Salaried worker $50.6\%$ $57.9\%$ 62.1% $53.8\%$ $55.3\%$ Self-employed $10.7\%$ $9.8\%$ $10.4\%$ $9.4\%$ $10.19$ Unemployed $0.7\%$ $1.4\%$ $1.0\%$ $0.9\%$ $1.0\%$ Business owner $8.6\%$ $7.5\%$ $7.9\%$ $9.6\%$ $8.5\%$ Student $4.6\%$ $3.4\%$ $8.5\%$ $3.5\%$ $4.8\%$ Retired $23.2\%$ $18.4\%$ $8.6\%$ $21.4\%$ $18.8\%$ Unpaid domestic work $0.3\%$ $0.4\%$ $0.3\%$ $0.5\%$ $0.4\%$ Others $1.2\%$ $1.2\%$ $1.2\%$ $10.8\%$ $12.2\%$ Annual household income level $11.2\%$ $12.9\%$ $15.2\%$ $10.8\%$ $12.2\%$ $625,000 \cdot €74,999$ $26.9\%$ $26.9\%$ $24.0\%$ $27.8\%$ $26.6\%$ More than $€74,999$ $29.8\%$ $25.2\%$ $24.0\%$ $31.1\%$ $28.19$ Education level $21.\%$ $3.6\%$ $3.5\%$ $2.8\%$ $2.9\%$ Primary education $3.1\%$ $2.1\%$ $2.4\%$ $2.6\%$ $2.6\%$   | 25 - 30 years old             | 10.5%  | 11.9%  | 12.9%  | 9.3%   | 10.9% |
| Over 60 years old $31.2\%$ $24.5\%$ $13.5\%$ $30.4\%$ $26.1\%$ OccupationSalaried worker $50.6\%$ $57.9\%$ $62.1\%$ $53.8\%$ $55.3\%$ Self-employed $10.7\%$ $9.8\%$ $10.4\%$ $9.4\%$ $10.1\%$ Unemployed $0.7\%$ $1.4\%$ $10.\%$ $0.9\%$ $1.0\%$ Business owner $8.6\%$ $7.5\%$ $7.9\%$ $9.6\%$ $8.5\%$ Student $4.6\%$ $3.4\%$ $8.5\%$ $3.5\%$ $4.8\%$ Retired $23.2\%$ $18.4\%$ $8.6\%$ $21.4\%$ $18.8\%$ Unpaid domestic work $0.3\%$ $0.4\%$ $0.3\%$ $0.5\%$ $0.4\%$ Others $1.2\%$ $1.2\%$ $1.0\%$ $1.1\%$ Annual household income level $11.2\%$ $12.9\%$ $15.2\%$ $10.8\%$ $12.2\%$ $625,000 - €74,999$ $26.9\%$ $26.9\%$ $24.0\%$ $27.8\%$ $26.6\%$ More than $€74,999$ $29.8\%$ $25.2\%$ $24.0\%$ $31.1\%$ $28.1\%$ Education level $11.\%$ $3.6\%$ $3.5\%$ $2.8\%$ $2.9\%$ Primary education $3.1\%$ $2.1\%$ $2.6\%$ $2.6\%$ $2.6\%$ $2.6\%$   | 31 - 45 years old             | 24.3%  | 28.5%  | 30.8%  | 25.9%  | 26.9% |
| Occupation           Salaried worker $50.6\%$ $57.9\%$ $62.1\%$ $53.8\%$ $55.3\%$ Self-employed $10.7\%$ $9.8\%$ $10.4\%$ $9.4\%$ $10.1\%$ Unemployed $0.7\%$ $1.4\%$ $1.0\%$ $0.9\%$ $1.0\%$ Business owner $8.6\%$ $7.5\%$ $7.9\%$ $9.6\%$ $8.5\%$ Student $4.6\%$ $3.4\%$ $8.5\%$ $3.5\%$ $4.8\%$ Retired $23.2\%$ $18.4\%$ $8.6\%$ $21.4\%$ $18.8\%$ Unpaid domestic work $0.3\%$ $0.4\%$ $0.3\%$ $0.5\%$ $0.4\%$ Others $1.2\%$ $1.2\%$ $1.2\%$ $1.0\%$ $1.1\%$ Annual household income level         E         E $50.000 \cdot €74.999$ $26.9\%$ $26.9\%$ $24.0\%$ $27.8\%$ $26.9\%$ Kostudies $2.1\%$ $3.6\%$ $3.5\%$ $2.8\%$ $2.9\%$ Primary education $3.1\%$ $2.1\%$ $3.6\%$ $3.5\%$ $2.6\%$  | 46 - 60 years old             | 24.6%  | 21.7%  | 22.3%  | 25.6%  | 23.8% |
| Salaried worker50.6%57.9%62.1%53.8%55.3%Self-employed10.7%9.8%10.4%9.4%10.1%Unemployed0.7%1.4%1.0%0.9%1.0%Business owner8.6%7.5%7.9%9.6%8.59Student4.6%3.4%8.5%3.5%4.89Retired23.2%18.4%8.6%21.4%18.8%Unpaid domestic work0.3%0.4%0.3%0.5%0.49Others1.2%1.2%1.2%1.0%1.19Annual household income level11.2%12.9%15.2%10.8%22.6%€25,000 - €49,99926.9%26.9%24.0%27.8%26.9%€50,000 - €74,99929.8%25.2%24.0%31.1%28.19Education level21.1%3.6%3.5%2.8%2.99Primary education3.1%2.1%2.4%2.6%2.6%22.6%25.3%2.19%2.3.7%2.6%2.4%  | Over 60 years old             | 31.2%  | 24.5%  | 13.5%  | 30.4%  | 26.1% |
| Numerical<br>Self-employed10.7%9.8%10.4%9.4%10.19Unemployed0.7%1.4%1.0%0.9%1.09Business owner8.6%7.5%7.9%9.6%8.59Student4.6%3.4%8.5%3.5%4.89Retired23.2%18.4%8.6%21.4%18.89Unpaid domestic work0.3%0.4%0.3%0.5%0.49Others1.2%1.2%1.2%1.0%1.19Annual household income level11.2%12.9%15.2%10.8%12.29€25,000 - €49,99932.0%35.1%36.8%30.3%33.19€50,000 - €74,99926.9%26.9%24.0%27.8%26.69More than €74,99929.8%25.2%24.0%31.1%28.19Education level11%3.6%3.5%2.8%2.99Primary education3.1%2.1%3.6%3.5%2.6%Secondary education22.6%25.3%21.9%2.6%26.9%   | Occupation                    |        |        |        |        |       |
| Unemployed         0.7%         1.4%         1.0%         0.9%         1.0%           Business owner         8.6%         7.5%         7.9%         9.6%         8.59           Student         4.6%         3.4%         8.5%         3.5%         4.89           Retired         23.2%         18.4%         8.6%         21.4%         18.89           Unpaid domestic work         0.3%         0.4%         0.3%         0.5%         0.49           Others         1.2%         1.2%         1.2%         1.0%         1.19           Annual household income level         11.2%         12.9%         15.2%         10.8%         12.29           £25,000 - €49,999         26.9%         26.9%         24.0%         27.8%         26.69           £0,000 - €74,999         29.8%         25.2%         24.0%         31.1%         28.19           Education level         21.1%         3.6%         3.5%         2.8%         2.99           No studies         2.1%         3.6%         3.5%         2.8%         2.99           Primary education         3.1%         2.1%         2.6%         2.6%         2.6%           Secondary education         22.6%         2.5%  | Salaried worker               | 50.6%  | 57.9%  | 62.1%  | 53.8%  | 55.3% |
| Business owner       8.6%       7.5%       7.9%       9.6%       8.59         Student       4.6%       3.4%       8.5%       3.5%       4.89         Retired       23.2%       18.4%       8.6%       21.4%       18.89         Unpaid domestic work       0.3%       0.4%       0.3%       0.5%       0.49         Others       1.2%       1.2%       1.2%       1.0%       1.19         Annual household income level       25,000       11.2%       12.9%       15.2%       10.8%       12.29         £25,000 - €49,999       26.9%       26.9%       24.0%       27.8%       26.69         More than €74,999       29.8%       25.2%       24.0%       31.1%       28.19         Education level       2.1%       3.6%       3.5%       2.8%       2.99         Primary education       3.1%       2.1%       2.6%       2.6%       2.6%       2.6%         Secondary education       2.6%       2.6%       3.5%       2.8%       2.9%  | Self-employed                 | 10.7%  | 9.8%   | 10.4%  | 9.4%   | 10.1% |
| Student       4.6%       3.4%       8.5%       3.5%       4.89         Retired       23.2%       18.4%       8.6%       21.4%       18.89         Unpaid domestic work       0.3%       0.4%       0.3%       0.5%       0.49         Others       1.2%       1.2%       1.2%       1.0%       1.19         Annual household income level       25,000       11.2%       12.9%       15.2%       10.8%       12.29         E25,000 - €49,999       32.0%       35.1%       36.8%       30.3%       33.19         €50,000 - €74,999       26.9%       26.9%       24.0%       27.8%       26.69         More than €74,999       29.8%       25.2%       24.0%       31.1%       28.19         Education level       21.1%       3.6%       3.5%       2.8%       2.99         Primary education       3.1%       2.1%       2.6%       2.6%       2.6%       2.6%         Secondary education       2.26%       25.3%       2.19%       3.2.4%       2.6%       2.6%   | Unemployed                    | 0.7%   | 1.4%   | 1.0%   | 0.9%   | 1.0%  |
| Retired       23.2%       18.4%       8.6%       21.4%       18.8%         Unpaid domestic work       0.3%       0.4%       0.3%       0.5%       0.4%         Others       1.2%       1.2%       1.2%       1.0%       1.1%         Annual household income level       11.2%       1.2%       1.2%       1.0%       1.1%         Association €25,000       11.2%       12.9%       15.2%       10.8%       12.2%         €25,000 - €49,999       32.0%       35.1%       36.8%       30.3%       33.1%         €50,000 - €74,999       26.9%       26.9%       24.0%       27.8%       26.6%         More than €74,999       29.8%       25.2%       24.0%       31.1%       28.1%         Education level       21.1%       3.6%       3.5%       2.8%       2.9%         Primary education       3.1%       2.1%       2.6%       2.6%       2.6%       2.6%         Secondary education       2.26%       2.5%       2.1%       3.6%       3.2%       2.6%   | Business owner                | 8.6%   | 7.5%   | 7.9%   | 9.6%   | 8.5%  |
| Unpaid domestic work         0.3%         0.4%         0.3%         0.5%         0.49           Others         1.2%         1.2%         1.2%         1.0%         1.19           Annual household income level         Unpaid domestic work         1.2%         1.2%         1.2%         1.0%         1.19           Annual household income level         Unpaid domestic work         11.2%         12.9%         15.2%         10.8%         12.29           €25,000 - €49,999         32.0%         35.1%         36.8%         30.3%         33.19           €50,000 - €74,999         29.8%         25.2%         24.0%         27.8%         26.69           More than €74,999         29.8%         25.2%         24.0%         31.1%         28.19           Education level         Unpaid domestic         Unpaid domestic         2.1%         3.6%         3.5%         2.8%         2.99           Primary education         3.1%         2.1%         2.4%         2.6%  | Student                       | 4.6%   | 3.4%   | 8.5%   | 3.5%   | 4.8%  |
| Others         1.2%         1.2%         1.2%         1.2%         1.0%         1.1%           Annual household income level         1  | Retired                       | 23.2%  | 18.4%  | 8.6%   | 21.4%  | 18.8% |
| Annual household income level         Less than €25,000       11.2%       12.9%       15.2%       10.8%       12.2%         €25,000 - €49,999       32.0%       35.1%       36.8%       30.3%       33.1%         €50,000 - €74,999       26.9%       26.9%       24.0%       27.8%       26.6%         More than €74,999       29.8%       25.2%       24.0%       31.1%       28.1%         Education level       21.1%       3.6%       3.5%       2.8%       2.9%         Primary education       3.1%       2.1%       3.6%       2.6%       2.6%         Secondary education       22.6%       25.3%       21.9%       23.7%       23.4%  | Unpaid domestic work          | 0.3%   | 0.4%   | 0.3%   | 0.5%   | 0.4%  |
| Less than $\notin 25,000$ 11.2%12.9%15.2%10.8%12.2% $\notin 25,000 - \notin 49,999$ 32.0%35.1%36.8%30.3%33.1% $\notin 50,000 - \notin 74,999$ 26.9%26.9%24.0%27.8%26.6%More than $\notin 74,999$ 29.8%25.2%24.0%31.1%28.1%Education levelNo studies2.1%3.6%3.5%2.8%2.9%Primary education3.1%2.1%2.4%2.6%2.6%Secondary education22.6%25.3%21.9%23.7%23.4%  | Others                        | 1.2%   | 1.2%   | 1.2%   | 1.0%   | 1.1%  |
| $\pounds 25,000 - \pounds 49,999$ $32.0\%$ $35.1\%$ $36.8\%$ $30.3\%$ $33.1\%$ $\pounds 50,000 - \pounds 74,999$ $26.9\%$ $26.9\%$ $24.0\%$ $27.8\%$ $26.6\%$ More than $\pounds 74,999$ $29.8\%$ $25.2\%$ $24.0\%$ $31.1\%$ $28.1\%$ Education levelNo studies $2.1\%$ $3.6\%$ $3.5\%$ $2.8\%$ $2.9\%$ Primary education $3.1\%$ $2.1\%$ $2.4\%$ $2.6\%$ $2.6\%$ Secondary education $22.6\%$ $25.3\%$ $21.9\%$ $23.7\%$ $23.4\%$  | Annual household income level |        |        |        |        |       |
| €50,000 - €74,999         26.9%         26.9%         24.0%         27.8%         26.6%           More than €74,999         29.8%         25.2%         24.0%         31.1%         28.1%           Education level         21.1%         3.6%         3.5%         2.8%         2.9%           No studies         2.1%         3.6%         3.5%         2.8%         2.9%           Primary education         3.1%         2.1%         2.4%         2.6%         2.6%           Secondary education         22.6%         25.3%         21.9%         23.7%         23.4%  | Less than €25,000             | 11.2%  | 12.9%  | 15.2%  | 10.8%  | 12.2% |
| More than €74,999         29.8%         25.2%         24.0%         31.1%         28.1%           Education level         21.1%         3.6%         3.5%         2.8%         2.9%           No studies         2.1%         3.6%         3.5%         2.8%         2.9%           Primary education         3.1%         2.1%         2.4%         2.6%         2.6%           Secondary education         22.6%         25.3%         21.9%         23.7%         23.4%  | €25,000 - €49,999             | 32.0%  | 35.1%  | 36.8%  | 30.3%  | 33.1% |
| Education level           No studies         2.1%         3.6%         3.5%         2.8%         2.9%           Primary education         3.1%         2.1%         2.4%         2.6%         2.6%           Secondary education         22.6%         25.3%         21.9%         23.7%         23.4%  | €50,000 - €74,999             | 26.9%  | 26.9%  | 24.0%  | 27.8%  | 26.6% |
| No studies         2.1%         3.6%         3.5%         2.8%         2.9%           Primary education         3.1%         2.1%         2.4%         2.6%         2.6%           Secondary education         22.6%         25.3%         21.9%         23.7%         23.4%  | More than €74,999             | 29.8%  | 25.2%  | 24.0%  | 31.1%  | 28.1% |
| Primary education         3.1%         2.1%         2.4%         2.6%         2.6%           Secondary education         22.6%         25.3%         21.9%         23.7%         23.4%  | Education level               |        |        |        |        |       |
| Secondary education 22.6% 25.3% 21.9% 23.7% 23.4%   | No studies                    | 2.1%   | 3.6%   | 3.5%   | 2.8%   | 2.9%  |
|   | Primary education             | 3.1%   | 2.1%   | 2.4%   | 2.6%   | 2.6%  |
| Higher education 72.2% 68.9% 72.2% 70.9% 71.1%  | Secondary education           | 22.6%  | 25.3%  | 21.9%  | 23.7%  | 23.4% |
|   | Higher education              | 72.2%  | 68.9%  | 72.2%  | 70.9%  | 71.1% |

| How do | they rate | the | Canary Islands? |
|--------|-----------|-----|-----------------|
|        |           |     |                 |
|        |           |     |                 |

| Average rating                        | 8.73   | 8.73   | 8.63   | 8.65   | 8.69  |
|---------------------------------------|--------|--------|--------|--------|-------|
|                                       |        |        |        |        |       |
| Experience in the Canary Islands      | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
| Worse or much worse than expected     | 2.7%   | 2.3%   | 4.5%   | 2.8%   | 3.0%  |
| Lived up to expectations              | 57.9%  | 55.1%  | 54.1%  | 57.9%  | 56.6% |
| Better or much better than expected   | 39.4%  | 42.6%  | 41.4%  | 39.3%  | 40.4% |
|                                       |        |        |        |        |       |
| Future intentions (scale 1-10)        | 2024Q1 | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
| Return to the Canary Islands          | 8.85   | 8.73   | 8.42   | 8.77   | 8.72  |
| Recommend visiting the Canary Islands | 8.97   | 8.92   | 8.74   | 8.89   | 8.89  |
|                                       |        |        |        |        |       |

#### Who do they come with?

Satisfaction (scale 0-10)

8

| <b>##</b>  |
|------------|
| <b>NUV</b> |

1¢

2024

|   | 2024Q1   | 2024Q2 | 2024Q3 | 2024Q4 | 2024  |
|---|----------|--------|--------|--------|-------|
| Unaccompanied                                       | 16.8%    | 17.6%  | 12.0%  | 14.9%  | 15.4% |
| Only with partner                                   | 47.1%    | 43.1%  | 40.7%  | 46.3%  | 44.8% |
| Only with children (< 13 years old)                 | 4.1%     | 2.9%   | 5.6%   | 4.8%   | 4.4%  |
| Partner + children (< 13 years old)                 | 4.1%     | 5.7%   | 6.2%   | 3.8%   | 4.8%  |
| Other relatives                                     | 7.3%     | 9.5%   | 12.6%  | 9.2%   | 9.4%  |
| Friends   | 8.4%     | 8.9%   | 7.2%   | 8.6%   | 8.3%  |
| Work colleagues                                     | 0.4%     | 1.8%   | 0.6%   | 1.0%   | 0.9%  |
| Organized trip                                      | 0.0%     | 0.5%   | 0.2%   | 0.2%   | 0.2%  |
| Other combinations (2)                              | 11.8%    | 10.0%  | 14.8%  | 11.3%  | 11.9% |
| (2) Combination of some of the groups previously of | inalyzed |        |        |        |       |
| Tourists with children                              | 12.5%    | 13.2%  | 16.9%  | 13.1%  | 13.7% |
| - Between 0 and 2 years old                         | 1.7%     | 1.4%   | 1.1%   | 0.9%   | 1.3%  |
| - Between 3 and 12 years old                        | 9.7%     | 10.8%  | 14.8%  | 10.7%  | 11.2% |
| - Between 0 -2 and 3-12 years old                   | 1.1%     | 1.0%   | 0.9%   | 1.4%   | 1.2%  |
| Tourists without children                           | 87.5%    | 86.8%  | 83.1%  | 86.9%  | 86.3% |
| Group composition:                                  |          |        |        |        |       |
| - 1 person  | 19.7%    | 20.2%  | 14.5%  | 17.6%  | 18.1% |
| - 2 people  | 54.6%    | 54.4%  | 49.8%  | 54.8%  | 53.7% |
| - 3 people  | 10.2%    | 9.7%   | 15.9%  | 9.8%   | 11.1% |
| - 4 or 5 people                                     | 12.5%    | 12.8%  | 16.2%  | 13.4%  | 13.6% |
| - 6 or more people                                  | 3.0%     | 2.9%   | 3.6%   | 4.3%   | 3.5%  |
| Average group size:                                 | 2.36     | 2.34   | 2.56   | 2.48   | 2.43  |
| *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.