

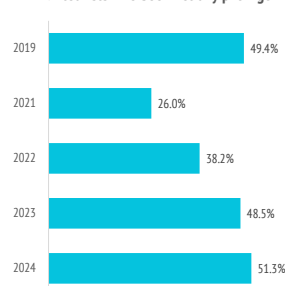
How many are they and how much do they spend?



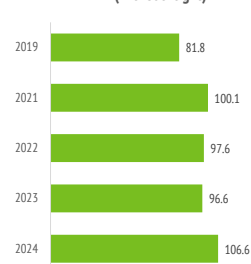
	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	258	111	146	149	170
Tourist arrivals ≥ 16 years old (EGT) (*)	236	103	132	134	155
- book holiday package (*)	116	27	50	65	80
- do not book holiday package (*)	119	76	82	69	76
- % tourists who book holiday package	49.4%	26.0%	38.2%	48.5%	51.3%
Children < 16 years old (FRONTUR - EGT) (*)	22	8	14	15	15
Expenditure per tourist (€)					
- book holiday package	1,183	1,224	1,289	1,314	1,377
- holiday package	931	954	1,051	1,115	1,119
- others	252	270	238	199	258
- do not book holiday package	1,049	932	965	1,172	1,206
- flight	314	256	267	344	358
- accommodation	343	314	341	418	420
- others	392	362	357	410	427
Average length of stay	10.50	8.62	8.79	9.71	9.46
Average daily expenditure (€)	119.5	141.1	138.1	140.8	154.3
Average daily expenditure (without flight)	81.8	100.1	97.6	96.6	106.6
Average cost of the flight (€)	342.6	281.7	317.0	372.3	394.2
Total turnover (≥ 16 years old) (€m)	263	103	144	166	201
Turnover without flight (≥ 16 years old) (€m)	182	74	102	116	140

(*) Thousands of tourists

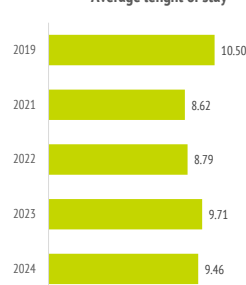
% tourists who book holiday package



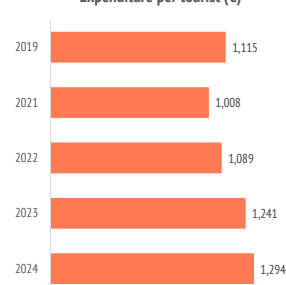
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



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

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	89.0%	86.0%	89.5%	89.8%	91.7%
- Additional accommodation expenses	10.0%	9.9%	5.8%	6.7%	7.8%
Transport:					
- National/International Transport	98.0%	92.7%	96.5%	96.2%	97.0%
- Flights between islands	5.7%	12.3%	7.4%	7.1%	7.9%
- Taxi	31.7%	27.0%	27.0%	31.6%	22.3%
- Car rental	64.6%	72.0%	71.5%	67.0%	68.1%
- Public transport	16.7%	8.9%	12.6%	12.0%	13.0%
Food and drink:					
- Food purchases at supermarkets	73.9%	61.8%	66.9%	66.6%	71.8%
- Restaurants	77.2%	77.8%	75.1%	75.1%	82.3%
Leisure:					
- Organized excursions	28.8%	26.1%	26.9%	32.6%	30.6%
- Sport activities	5.7%	4.4%	6.1%	5.2%	7.5%
- Cultural activities	4.1%	2.3%	2.0%	2.3%	2.9%
- Museums	15.1%	9.6%	8.7%	11.2%	13.6%
- Theme Parks	2.0%	1.2%	2.0%	1.2%	1.6%
- Discos and pubs	2.9%	0.9%	2.4%	1.7%	1.0%
- Wellness	2.3%	2.3%	3.5%	2.7%	2.2%
Purchases of goods:					
- Souvenirs	54.0%	40.0%	42.0%	38.9%	39.4%
- Real state	0.2%	0.0%	0.1%	0.0%	0.0%
- Other expenses	1.1%	1.3%	0.8%	0.9%	0.7%
Other:					
- Medical or pharmaceutical expenses	7.8%	9.4%	8.8%	8.2%	7.3%
- Other expenses	8.4%	8.2%	6.5%	7.7%	9.2%

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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:					
Accommodation:	545	518	533	613	672
- Accommodation	458	418	473	545	565
- Additional accommodation expenses	87	100	59	67	107
Transport:					
Transport:	644	627	691	799	801
- National/International Transport	350	304	329	387	406
- Flights between islands	73	80	102	124	113
- Taxi	82	93	99	123	106
- Car rental	121	128	136	143	150
- Public transport	18	21	25	22	26
Food and drink:					
Food and drink:	218	202	208	216	213
- Food purchases at supermarkets	89	76	69	86	82
- Restaurants	129	126	138	131	131
Leisure:					
Leisure:	315	1,042	333	399	362
- Organized excursions	84	70	70	95	90
- Sport activities	76	101	85	108	62
- Cultural activities	28	32	44	57	23
- Museums	16	11	17	19	19
- Theme Parks	19	33	22	33	26
- Discos and pubs	41	756	48	29	78
- Wellness	49	40	46	60	62
Purchases of goods:					
Purchases of goods:	1,687	3,564	328	153	205
- Souvenirs	57	72	49	58	56
- Real state	1,378	2,848	44	10	50
- Other expenses	252	643	235	85	99
Other:					
Other:	93	130	107	99	88
- Medical or pharmaceutical expenses	24	28	19	18	17
- Other expenses	69	102	87	81	71

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?

	2019	2021	2022	2023	2024
Holiday, leisure	92.1%	76.0%	87.3%	90.4%	90.6%
Visiting family or friends	6.5%	6.4%	7.4%	4.7%	6.4%
Business and work	0.7%	8.5%	4.0%	2.9%	2.7%
Education and training	0.2%	1.9%	0.2%	0.4%	0.1%
Sports training	0.1%	0.3%	0.3%	0.4%	0.0%
Health or medical care	0.1%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.1%	0.0%	0.9%	0.0%
Others	0.3%	6.7%	0.7%	0.3%	0.2%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	30.2%	18.0%	24.7%	25.6%	26.9%
Enjoy family time	8.9%	7.7%	10.5%	8.8%	8.0%
Have fun	3.1%	2.6%	6.2%	7.0%	5.1%
Explore the destination	51.6%	66.7%	54.3%	52.5%	54.7%
Practice their hobbies	3.4%	3.8%	2.8%	3.2%	3.3%
Other reasons	2.9%	1.2%	1.5%	2.9%	2.0%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	16.3%	19.7%	9.5%	11.4%
Canary Islands	--	19.0%	18.0%	22.9%	22.0%
Other destination	--	64.8%	62.3%	67.6%	66.6%
Balearic Islands	--	5.7%	5.8%	4.2%	4.0%
Rest of Spain	--	29.9%	21.4%	14.7%	13.8%
Italy	--	4.2%	5.8%	8.0%	9.9%
France	--	4.2%	5.5%	6.5%	5.6%
Turkey	--	0.3%	0.9%	1.6%	1.1%
Greece	--	2.9%	3.3%	7.7%	4.6%
Portugal	--	4.1%	3.7%	6.3%	6.8%
Croatia	--	0.9%	1.2%	1.8%	1.6%
Egypt	--	0.5%	0.5%	1.7%	0.6%
Tunisia	--	0.1%	0.5%	0.2%	0.2%
Morocco	--	0.1%	0.4%	0.2%	1.6%
Others	--	11.9%	13.4%	14.8%	16.9%

* 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")	--	38.0%	31.1%	32.8%	31.6%
Canary Islands (other island)	--	23.3%	24.4%	26.3%	28.8%
Other destination	--	38.6%	44.5%	40.9%	39.7%
Balearic Islands	--	4.9%	6.2%	4.5%	5.1%
Rest of Spain	--	8.9%	8.6%	6.3%	6.5%
Italy	--	4.2%	3.9%	5.5%	5.6%
France	--	0.8%	2.1%	1.8%	1.7%
Turkey	--	0.8%	1.9%	2.1%	1.3%
Greece	--	5.1%	7.0%	6.9%	6.6%
Portugal	--	7.1%	7.0%	6.4%	7.6%
Croatia	--	2.5%	2.5%	1.8%	1.6%
Egypt	--	1.4%	2.2%	2.3%	1.2%
Others	--	3.0%	3.2%	3.3%	2.5%

* Percentage of valid answers

Importance of each factor in the destination choice

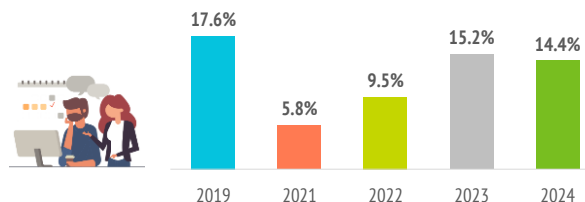
	2019	2021	2022	2023	2024
Landscapes	67.7%	71.8%	66.0%	67.6%	67.9%
Climate	68.0%	56.1%	59.9%	63.0%	63.3%
Tranquility	53.9%	54.5%	54.6%	50.4%	52.7%
Environment	49.3%	56.1%	48.6%	52.3%	49.4%
Safety	42.0%	44.2%	42.7%	42.6%	46.7%
Sea	39.4%	38.1%	34.8%	38.5%	39.7%
Hiking trail network	39.1%	45.6%	37.2%	37.9%	37.7%
Authenticity	30.1%	39.9%	36.6%	34.6%	35.9%
European belonging	29.1%	36.6%	31.4%	30.7%	33.8%
Effortless trip	26.0%	24.7%	27.1%	27.2%	29.2%
Accommodation supply	26.5%	20.9%	27.1%	25.5%	28.9%
Price	23.0%	18.4%	27.4%	24.2%	26.0%
Gastronomy	19.5%	30.1%	24.5%	26.3%	22.6%
Beaches	14.6%	21.7%	17.4%	21.3%	20.7%
Exoticism	10.8%	16.2%	15.8%	18.1%	15.8%
Fun possibilities	11.1%	12.4%	12.3%	16.7%	11.1%
Historical heritage	8.1%	10.0%	10.0%	13.7%	10.6%
Culture	5.5%	5.5%	7.3%	10.6%	7.6%
Shopping	3.5%	4.9%	3.1%	6.8%	5.4%
Nightlife	1.3%	5.5%	1.2%	4.7%	2.7%

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?

	2019	2021	2022	2023	2024
The same day	0.6%	1.3%	1.4%	0.2%	0.8%
Between 1 and 30 days	24.3%	47.9%	33.0%	18.5%	16.9%
Between 1 and 2 months	21.1%	30.9%	30.2%	28.4%	31.4%
Between 3 and 6 months	36.4%	14.2%	25.8%	37.8%	36.6%
More than 6 months	17.6%	5.8%	9.5%	15.2%	14.4%

% 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	52.8%	29.5%	40.5%	45.3%	40.6%
Friends or relatives	26.3%	27.7%	27.7%	23.9%	27.7%
Internet or social media	65.3%	58.8%	62.8%	55.4%	56.9%
Mass Media	4.4%	5.1%	4.3%	3.9%	4.3%
Travel guides and magazines	25.7%	11.2%	13.5%	19.8%	18.6%
Travel Blogs or Forums	10.6%	16.4%	14.3%	8.1%	9.6%
Travel TV Channels	2.1%	1.2%	3.4%	1.0%	1.7%
Tour Operator or Travel Agency	22.1%	13.0%	17.3%	20.9%	21.5%
Public administrations or similar	1.0%	2.2%	3.8%	2.7%	1.3%
Others	1.3%	9.0%	3.0%	4.9%	2.2%

* Multi-choice question

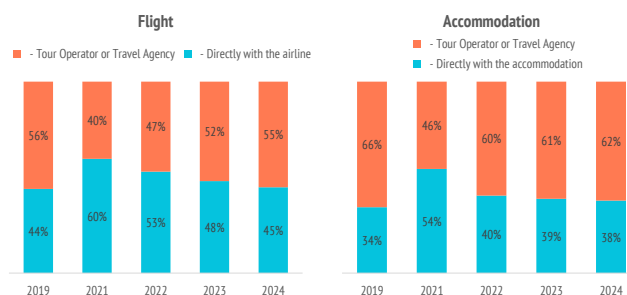
Tourist profile. Historical data (2019 - 2024)

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With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	44.0%	59.6%	53.0%	48.1%	44.8%
- Tour Operator or Travel Agency	56.0%	40.4%	47.0%	51.9%	55.2%
Accommodation					
- Directly with the accommodation	34.4%	54.4%	40.5%	38.8%	37.9%
- Tour Operator or Travel Agency	65.6%	45.6%	59.5%	61.2%	62.1%

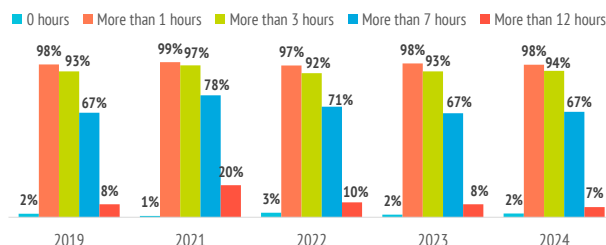


Where are they from?

	2019	2021	2022	2023	2024
Netherlands	8.5%	2.0%	5.6%	5.4%	7.8%
United Kingdom	10.1%	2.1%	8.1%	8.0%	6.8%
Denmark	3.0%	0.4%	1.4%	3.8%	3.6%
France	3.3%	2.2%	2.8%	2.4%	2.9%
Czech Republic	0.1%	0.0%	0.7%	0.5%	2.3%
Belgium	2.6%	2.1%	2.5%	2.2%	1.8%
Switzerland	3.6%	2.6%	3.2%	1.9%	1.6%
Others	1.0%	0.8%	0.5%	0.4%	1.3%
Poland	2.4%	3.2%	0.7%	2.3%	1.2%
Italy	0.8%	0.8%	0.4%	1.1%	1.1%
Others	64.6%	83.7%	74.1%	72.0%	69.5%

Activities in the Canary Islands

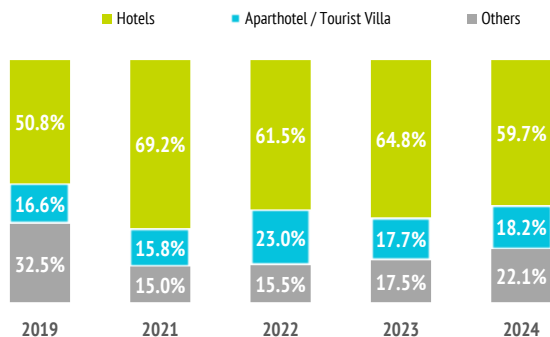
Outdoor time per day	2019	2021	2022	2023	2024
0 hours	2.3%	0.8%	2.9%	1.6%	2.4%
1 - 2 hours	4.4%	2.0%	4.9%	5.0%	3.9%
3 - 6 hours	26.5%	19.2%	21.4%	26.8%	26.2%
7 - 12 hours	58.6%	57.5%	61.2%	58.3%	60.9%
More than 12 hours	8.3%	20.5%	9.5%	8.3%	6.5%
Outdoor time per day	8.1	9.7	8.4	8.2	8.0



Where do they stay?

	2019	2021	2022	2023	2024
1-2-3* Hotel	10.7%	6.6%	3.1%	5.3%	5.4%
4* Hotel	40.1%	62.7%	58.5%	59.5%	54.3%
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%
Aparthotel / Tourist Villa	16.6%	15.8%	23.0%	17.7%	18.2%
House/room rented in a private dwelling	11.2%	3.9%	4.3%	6.4%	11.2%
Private accommodation (1)	8.8%	6.1%	5.9%	5.3%	4.9%
Others (Cottage, cruise, camping,...)	12.5%	5.0%	5.3%	5.8%	6.0%

(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	40.7%	26.8%	29.6%	25.9%	28.5%
Bed and Breakfast	12.5%	24.2%	19.7%	16.4%	17.3%
Half board	25.7%	27.4%	31.6%	30.9%	31.5%
Full board	0.6%	1.9%	1.6%	4.0%	3.5%
All inclusive	20.5%	19.6%	17.5%	22.8%	19.1%

Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	80.3%	68.2%	76.5%	79.8%	80.6%
Explore the island on their own	76.2%	75.4%	73.8%	75.0%	71.8%
Beach	60.1%	60.7%	60.6%	65.2%	59.2%
Hiking	--	58.6%	50.0%	51.9%	55.6%
Taste Canarian gastronomy	41.1%	48.9%	41.1%	41.7%	44.0%
Swimming pool, hotel facilities	39.3%	39.0%	43.6%	46.6%	41.7%
Organized excursions	16.9%	17.2%	19.7%	26.0%	24.7%
Museums / exhibitions	22.6%	18.0%	18.6%	22.8%	23.2%
Wineries / markets / popular festivals	18.8%	14.8%	18.5%	19.0%	19.3%
Other Nature Activities	--	18.5%	17.6%	16.6%	18.3%
Astronomical observation	16.2%	17.7%	16.7%	15.8%	16.5%
Sea excursions / whale watching	15.1%	15.6%	9.8%	14.9%	9.1%
Running	--	4.9%	5.2%	6.4%	6.2%
Swim	--	24.4%	4.7%	4.0%	4.0%
Nightlife / concerts / shows	5.0%	2.0%	3.1%	6.8%	3.8%
Scuba Diving	--	4.0%	4.0%	2.4%	3.6%
Theme parks	1.8%	2.6%	1.9%	1.4%	3.2%
Practice other sports	--	3.5%	3.0%	2.0%	2.4%
Cycling / Mountain bike	--	3.4%	2.7%	1.7%	1.9%
Beauty and health treatments	3.0%	1.7%	3.4%	3.7%	1.8%
Surf	--	0.4%	0.4%	0.5%	0.6%
Golf	--	0.0%	0.1%	0.0%	0.3%
Windsurf / Kitesurf	--	0.1%	0.1%	0.0%	0.1%

* Multi-choice question

Tourist profile. Historical data (2019 - 2024)

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What places do they visit?

	2019	2021	2022	2023	2024
Santa Cruz de La Palma	74.1%	70.7%	76.6%	78.1%	78.2%
Tazacorte Harbour	64.5%	63.1%	59.3%	62.5%	59.8%
Los Llanos de Aridane	63.1%	63.1%	59.5%	60.4%	58.8%
Caldera de Taburiente National Pa	62.3%	60.0%	54.3%	53.9%	53.2%
Nuevo Volcán en Cumbre Vieja	0.0%	0.0%	53.7%	54.0%	52.2%
Ruta de los Volcanes	55.9%	57.9%	45.8%	52.1%	51.4%
Roque de Los Muchachos Observa	47.9%	57.2%	48.1%	48.2%	47.7%
Los Tilos Forest	41.9%	52.1%	48.5%	46.4%	20.8%

¿Cuántos son fieles al destino?

	2019	2021	2022	2023	2024
La Palma: Repeat tourists	68.9%	56.5%	63.4%	63.6%	61.5%
La Palma: At least 10 previous visits	5.7%	3.7%	5.1%	4.1%	2.9%
Canary Islands: Repeat tourists	79.4%	66.0%	73.7%	77.6%	72.5%
Canary Islands: At least 10 previous visits	19.7%	12.0%	17.4%	16.3%	14.5%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	52.2%	46.0%	40.7%	43.9%	48.2%
Women	47.8%	54.0%	59.3%	56.1%	51.8%
Age					
Average age	50.94	44.71	45.86	48.06	49.19
Standard deviation	14.1	13.2	13.7	15.2	14.8
Age range					
16 - 24 years old	3.7%	6.1%	4.4%	7.7%	5.0%
25 - 30 years old	6.7%	10.4%	12.7%	8.3%	9.3%
31 - 45 years old	22.5%	32.3%	33.8%	27.0%	25.3%
46 - 60 years old	40.2%	40.6%	33.1%	31.6%	34.3%
Over 60 years old	26.9%	10.6%	16.1%	25.4%	26.2%
Occupation					
Salaried worker	54.9%	65.7%	66.0%	59.7%	58.3%
Self-employed	10.2%	9.9%	8.4%	8.2%	12.0%
Unemployed	1.3%	2.1%	2.8%	1.0%	1.0%
Business owner	9.6%	10.5%	7.0%	9.1%	5.6%
Student	3.3%	3.2%	2.6%	3.0%	2.9%
Retired	20.0%	7.6%	11.6%	17.9%	19.5%
Unpaid domestic work	0.3%	0.0%	0.7%	0.0%	0.2%
Others	0.4%	1.0%	0.9%	1.0%	0.5%
Annual household income level					
Less than €25,000	12.4%	17.1%	15.8%	11.2%	9.5%
€25,000 - €49,999	36.3%	39.0%	35.8%	37.6%	36.7%
€50,000 - €74,999	25.8%	25.1%	24.1%	24.0%	27.2%
More than €74,999	25.5%	18.8%	24.3%	27.3%	26.6%
Education level					
No studies	1.1%	0.2%	0.5%	1.1%	0.9%
Primary education	3.2%	2.1%	1.7%	2.5%	1.3%
Secondary education	19.7%	14.3%	19.5%	18.5%	17.0%
Higher education	76.1%	83.3%	78.2%	77.9%	80.8%

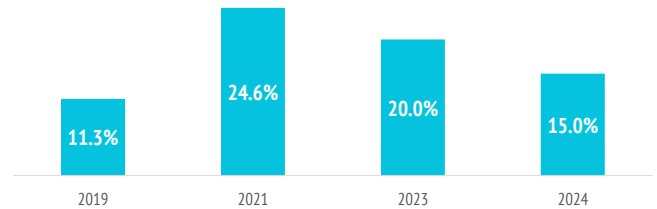
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	88.7%	75.4%	78.6%	80.0%	85.0%
Two islands	8.2%	22.3%	18.0%	16.5%	12.0%
Three or more islands	3.1%	2.3%	3.4%	3.5%	3.0%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.86	8.85	9.08	9.01	8.92

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	2.0%	2.0%	1.7%	2.1%	2.2%
Lived up to expectations	50.6%	47.7%	50.3%	48.7%	48.4%
Better or much better than expected	47.4%	50.3%	47.9%	49.2%	49.4%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.87	9.03	9.15	9.07	8.80
Recommend visiting the Canary Islands	9.19	9.25	9.37	9.38	9.14

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	10.6%	15.5%	9.9%	7.3%	9.3%
Only with partner	57.7%	44.3%	51.1%	54.7%	55.8%
Only with children (< 13 years old)	3.0%	1.9%	4.7%	3.2%	2.9%
Partner + children (< 13 years old)	5.4%	3.4%	6.4%	5.5%	4.0%
Other relatives	5.2%	6.1%	5.8%	8.5%	5.9%
Friends	5.6%	7.2%	6.7%	5.4%	5.7%
Work colleagues	0.3%	5.3%	1.3%	2.0%	1.7%
Organized trip	0.3%	1.5%	0.3%	0.6%	0.6%
Other combinations (2)	11.8%	14.8%	13.8%	12.9%	14.1%

(2) Combination of some of the groups previously analyzed

Tourists with children	11.2%	6.3%	14.2%	11.5%	10.2%
- Between 0 and 2 years old	0.7%	0.6%	0.4%	0.5%	1.0%
- Between 3 and 12 years old	10.0%	5.2%	13.5%	10.2%	8.0%
- Between 0 -2 and 3-12 years old	0.5%	0.4%	0.3%	0.8%	1.2%
Tourists without children	88.8%	93.7%	85.8%	88.5%	89.8%
Group composition:					
- 1 person	13.6%	21.7%	11.0%	9.3%	11.1%
- 2 people	63.4%	55.5%	58.9%	63.4%	63.3%
- 3 people	10.8%	9.2%	13.1%	10.8%	10.7%
- 4 or 5 people	10.6%	11.2%	14.7%	14.1%	13.2%
- 6 or more people	1.6%	2.5%	2.3%	2.4%	1.6%
Average group size:	2.29	2.24	2.47	2.45	2.37

*People who share the main expenses of the trip