

Tourist profile. Historical data (2019 - 2024)

PORTUGAL



How many are they and how much do they spend?



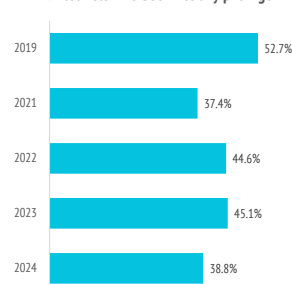
| | 2019 | 2021 | 2022 | 2023 | 2024 |
|---|--------------|--------------|--------------|--------------|--------------|
| TOURISTS | | | | | |
| Tourist arrivals (FRONTUR) (*) | n.d. | n.d. | n.d. | n.d. | n.d. |
| Tourist arrivals ≥ 16 years old (EGT) (*) | 66 | 39 | 99 | 99 | 101 |
| - book holiday package (*) | 35 | 14 | 44 | 45 | 39 |
| - do not book holiday package (*) | 31 | 24 | 55 | 55 | 62 |
| - % tourists who book holiday package | 52.7% | 37.4% | 44.6% | 45.1% | 38.8% |
| Children < 16 years old (FRONTUR - EGT) (*) | n.d. | n.d. | n.d. | n.d. | n.d. |
| Expenditure per tourist (€) | | | | | |
| - book holiday package | 1,037 | 1,057 | 1,119 | 1,209 | 1,481 |
| - holiday package | 882 | 839 | 929 | 998 | 1,291 |
| - others | 155 | 217 | 191 | 212 | 190 |
| - do not book holiday package | 771 | 879 | 806 | 881 | 927 |
| - flight | 270 | 225 | 198 | 254 | 270 |
| - accommodation | 273 | 298 | 322 | 314 | 354 |
| - others | 228 | 355 | 287 | 313 | 304 |
| Average lenght of stay | 7.37 | 8.82 | 7.17 | 7.01 | 7.64 |
| Average daily expenditure (€) | 131.7 | 127.4 | 140.2 | 162.9 | 171.7 |
| Average daily expenditure (without flight) | 89.4 | 93.5 | 100.9 | 114.0 | 118.1 |
| Average cost of the flight (€) | 308.1 | 249.0 | 255.6 | 306.3 | 351.6 |
| Total turnover (≥ 16 years old) (€m) | 60 | 36 | 93 | 102 | 115 |
| Turnover without flight (≥ 16 years old) (€m) | 40 | 27 | 68 | 72 | 80 |

(*) Thousands of tourists

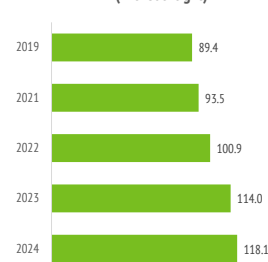
% Tourists whose spending has been greater than €0 in each item

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|--------------------------------------|-------|-------|-------|-------|-------|
| Accommodation: | | | | | |
| - Accommodation | 88.4% | 77.0% | 85.3% | 89.3% | 82.3% |
| - Additional accommodation expenses | 6.8% | 8.1% | 5.9% | 8.3% | 3.8% |
| Transport: | | | | | |
| - National/International Transport | 92.3% | 94.1% | 94.4% | 97.5% | 96.6% |
| - Flights between islands | 3.2% | 7.2% | 4.1% | 5.5% | 4.4% |
| - Taxi | 45.7% | 39.3% | 37.7% | 43.5% | 37.3% |
| - Car rental | 40.8% | 37.6% | 42.3% | 44.5% | 49.4% |
| - Public transport | 11.7% | 9.3% | 6.4% | 8.5% | 8.3% |
| Food and drink: | | | | | |
| - Food purchases at supermarkets | 44.6% | 44.3% | 46.0% | 45.8% | 50.1% |
| - Restaurants | 46.9% | 59.4% | 51.3% | 57.1% | 57.1% |
| Leisure: | | | | | |
| - Organized excursions | 15.2% | 15.7% | 20.6% | 20.7% | 18.9% |
| - Sport activities | 3.1% | 4.4% | 6.0% | 5.5% | 2.4% |
| - Cultural activities | 1.9% | 1.5% | 1.2% | 4.1% | 2.1% |
| - Museums | 3.7% | 9.2% | 5.8% | 5.0% | 7.1% |
| - Theme Parks | 14.5% | 6.8% | 16.3% | 17.0% | 14.1% |
| - Discos and pubs | 4.1% | 2.9% | 8.4% | 8.2% | 7.0% |
| - Wellness | 2.0% | 3.7% | 3.0% | 2.9% | 2.0% |
| Purchases of goods: | | | | | |
| - Souvenirs | 55.6% | 49.6% | 47.7% | 45.0% | 46.9% |
| - Real state | 0.0% | 0.7% | 0.3% | 0.0% | 0.0% |
| - Other expenses | 0.0% | 0.5% | 2.2% | 1.5% | 0.3% |
| Other: | | | | | |
| - Medical or pharmaceutical expenses | 9.1% | 12.3% | 8.3% | 4.5% | 7.5% |
| - Other expenses | 4.7% | 5.8% | 2.8% | 4.1% | 3.4% |

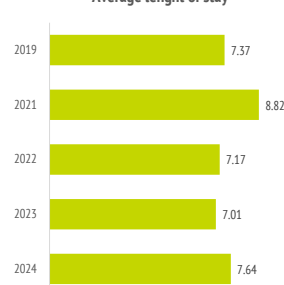
% tourists who book holiday package



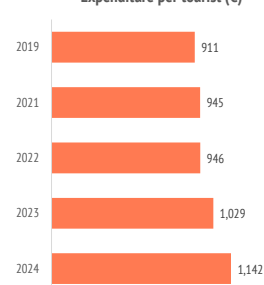
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

| Expenditure per tourist and trip (€) | 2019 | 2021 | 2022 | 2023 | 2024 |
|--------------------------------------|------|------|------|------|------|
| Accommodation: | | | | | |
| - Accommodation | 510 | 670 | 585 | 724 | 815 |
| - Additional accommodation expenses | 420 | 470 | 475 | 459 | 601 |
| - Additional accommodation expenses | 90 | 200 | 110 | 265 | 214 |
| Transport: | | | | | |
| - National/International Transport | 592 | 588 | 559 | 668 | 660 |
| - National/International Transport | 334 | 265 | 271 | 314 | 364 |
| - Flights between islands | 41 | 86 | 55 | 136 | 83 |
| - Taxi | 91 | 90 | 101 | 100 | 93 |
| - Car rental | 79 | 122 | 106 | 91 | 103 |
| - Public transport | 47 | 25 | 26 | 28 | 18 |
| Food and drink: | | | | | |
| - Food purchases at supermarkets | 164 | 233 | 208 | 213 | 218 |
| - Food purchases at supermarkets | 60 | 85 | 72 | 91 | 81 |
| - Restaurants | 104 | 148 | 135 | 122 | 137 |
| Leisure: | | | | | |
| - Organized excursions | 395 | 415 | 489 | 477 | 460 |
| - Organized excursions | 67 | 83 | 90 | 105 | 84 |
| - Sport activities | 68 | 80 | 64 | 48 | 82 |
| - Cultural activities | 37 | 34 | 154 | 39 | 38 |
| - Museums | 27 | 23 | 29 | 23 | 36 |
| - Theme Parks | 53 | 54 | 63 | 48 | 72 |
| - Discos and pubs | 64 | 66 | 53 | 52 | 57 |
| - Wellness | 79 | 76 | 36 | 162 | 91 |
| Purchases of goods: | | | | | |
| - Souvenirs | 71 | 695 | 629 | 240 | 88 |
| - Souvenirs | 71 | 108 | 71 | 76 | 81 |
| - Real state | 0 | 469 | 130 | 0 | 0 |
| - Other expenses | 0 | 118 | 428 | 163 | 7 |
| Other: | | | | | |
| - Medical or pharmaceutical expenses | 67 | 260 | 92 | 100 | 75 |
| - Medical or pharmaceutical expenses | 16 | 41 | 20 | 24 | 29 |
| - Other expenses | 51 | 219 | 72 | 77 | 46 |

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Tourist profile. Historical data (2019 - 2024)

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What is the main purpose of their trip?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|----------------------------|-------|-------|-------|-------|-------|
| Holiday, leisure | 84.5% | 72.7% | 88.6% | 86.1% | 80.6% |
| Visiting family or friends | 6.6% | 17.6% | 8.0% | 7.2% | 12.2% |
| Business and work | 6.9% | 7.3% | 0.3% | 3.8% | 2.6% |
| Education and training | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Sports training | 1.5% | 0.2% | 0.0% | 0.0% | 0.3% |
| Health or medical care | 0.0% | 0.0% | 0.0% | 0.2% | 0.0% |
| Fairs and congresses | 0.6% | 1.8% | 2.8% | 2.6% | 3.8% |
| Others | 0.0% | 0.4% | 0.3% | 0.2% | 0.6% |

What is the main motivation for their holidays?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|-------------------------|-------|-------|-------|-------|-------|
| Rest | 47.1% | 40.0% | 41.1% | 35.7% | 47.0% |
| Enjoy family time | 23.2% | 25.4% | 21.8% | 17.1% | 23.8% |
| Have fun | 5.8% | 5.7% | 8.1% | 10.3% | 3.8% |
| Explore the destination | 22.9% | 23.7% | 27.4% | 31.4% | 23.8% |
| Practice their hobbies | 0.9% | 5.2% | 0.9% | 3.0% | 1.1% |
| Other reasons | 0.0% | 0.0% | 0.8% | 2.4% | 0.4% |

Where did they spend their main holiday last year? *

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|----------------------|------|-------|-------|-------|-------|
| Didn't have holidays | -- | 40.7% | 27.5% | 18.9% | 11.6% |
| Canary Islands | -- | 11.8% | 8.3% | 12.7% | 17.8% |
| Other destination | -- | 47.5% | 64.3% | 68.3% | 70.6% |
| Balearic Islands | -- | 2.4% | 4.8% | 6.3% | 4.6% |
| Rest of Spain | -- | 3.1% | 9.9% | 13.3% | 12.0% |
| Italy | -- | 1.4% | 2.4% | 4.0% | 5.7% |
| France | -- | 1.0% | 3.7% | 4.3% | 3.4% |
| Turkey | -- | 0.0% | 0.2% | 0.1% | 0.1% |
| Greece | -- | 0.0% | 0.8% | 1.6% | 2.2% |
| Portugal | -- | 32.8% | 34.9% | 25.2% | 18.9% |
| Croatia | -- | 0.0% | 0.4% | 0.4% | 0.0% |
| Egypt | -- | 0.0% | 0.0% | 0.9% | 0.9% |
| Tunisia | -- | 0.0% | 0.7% | 0.7% | 0.7% |
| Morocco | -- | 0.8% | 0.3% | 2.1% | 2.7% |
| Others | -- | 5.9% | 6.4% | 9.7% | 19.3% |

* 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") | -- | 38.4% | 20.1% | 23.6% | 23.1% |
| Canary Islands (other island) | -- | 23.5% | 22.4% | 21.9% | 26.5% |
| Other destination | -- | 38.0% | 57.5% | 54.5% | 50.4% |
| Balearic Islands | -- | 10.9% | 15.1% | 13.3% | 14.5% |
| Rest of Spain | -- | 2.6% | 4.5% | 8.5% | 7.6% |
| Italy | -- | 5.1% | 7.6% | 6.3% | 5.9% |
| France | -- | 2.0% | 2.7% | 1.1% | 1.0% |
| Turkey | -- | 0.5% | 3.0% | 2.1% | 1.9% |
| Greece | -- | 5.3% | 7.2% | 6.7% | 5.9% |
| Portugal | -- | 5.5% | 9.3% | 7.0% | 3.9% |
| Croatia | -- | 2.8% | 2.7% | 1.8% | 3.1% |
| Egypt | -- | 0.9% | 1.2% | 2.3% | 2.4% |
| Others | -- | 2.5% | 4.1% | 5.4% | 4.2% |

* Percentage of valid answers

Importance of each factor in the destination choice

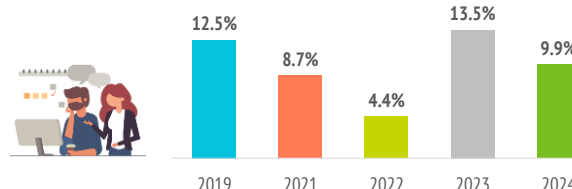
| | 2019 | 2021 | 2022 | 2023 | 2024 |
|----------------------|-------|-------|-------|-------|-------|
| Climate | 66.5% | 59.7% | 58.5% | 61.9% | 62.6% |
| Tranquility | 44.3% | 56.8% | 44.5% | 46.3% | 54.0% |
| Safety | 39.5% | 49.7% | 40.3% | 47.3% | 50.4% |
| Sea | 39.9% | 49.3% | 46.4% | 45.5% | 46.3% |
| Landscapes | 30.9% | 38.5% | 32.1% | 37.0% | 44.7% |
| Beaches | 42.0% | 45.9% | 46.2% | 50.8% | 44.5% |
| European belonging | 40.0% | 55.9% | 44.2% | 46.4% | 41.8% |
| Environment | 27.6% | 29.2% | 24.5% | 26.3% | 39.3% |
| Price | 32.4% | 36.3% | 30.3% | 38.3% | 33.5% |
| Accommodation supply | 36.8% | 26.2% | 28.8% | 26.3% | 28.6% |
| Authenticity | 17.4% | 26.1% | 19.6% | 18.5% | 27.7% |
| Effortless trip | 17.0% | 27.1% | 28.2% | 21.6% | 26.8% |
| Fun possibilities | 20.8% | 14.6% | 22.6% | 27.1% | 22.2% |
| Gastronomy | 15.4% | 14.0% | 17.4% | 12.1% | 22.2% |
| Exoticism | 8.8% | 22.1% | 12.4% | 12.7% | 12.8% |
| Historical heritage | 8.5% | 10.3% | 9.1% | 11.8% | 12.4% |
| Shopping | 11.3% | 7.8% | 9.5% | 14.6% | 11.4% |
| Hiking trail network | 8.6% | 6.8% | 10.5% | 9.1% | 10.9% |
| Culture | 7.2% | 7.9% | 8.1% | 11.3% | 10.8% |
| Nightlife | 9.6% | 6.7% | 9.9% | 14.8% | 8.6% |

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 | 1.0% | 0.5% | 0.3% | 0.3% | 1.4% |
| Between 1 and 30 days | 23.9% | 39.5% | 37.4% | 24.1% | 22.2% |
| Between 1 and 2 months | 23.7% | 33.9% | 32.2% | 26.9% | 26.2% |
| Between 3 and 6 months | 38.9% | 17.3% | 25.7% | 35.2% | 40.3% |
| More than 6 months | 12.5% | 8.7% | 4.4% | 13.5% | 9.9% |

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



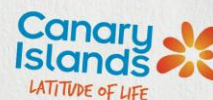
What channels did they use to get information about the trip?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|---------------------------------------|-------|-------|-------|-------|-------|
| Previous visits to the Canary Islands | 26.5% | 41.1% | 22.7% | 23.4% | 28.7% |
| Friends or relatives | 23.9% | 26.6% | 25.8% | 24.4% | 29.1% |
| Internet or social media | 60.6% | 49.7% | 58.2% | 53.0% | 52.9% |
| Mass Media | 1.5% | 1.9% | 1.6% | 3.9% | 3.7% |
| Travel guides and magazines | 7.1% | 2.4% | 5.4% | 7.7% | 7.8% |
| Travel Blogs or Forums | 9.3% | 7.8% | 9.5% | 8.9% | 10.4% |
| Travel TV Channels | 0.0% | 0.2% | 0.0% | 0.0% | 0.9% |
| Tour Operator or Travel Agency | 26.2% | 19.5% | 25.3% | 26.7% | 25.0% |
| Public administrations or similar | 0.0% | 0.6% | 1.0% | 1.5% | 0.4% |
| Others | 2.5% | 3.5% | 3.6% | 3.6% | 1.9% |

* 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 | 42.5% | 55.1% | 46.2% | 44.1% | 51.9% |
| - Tour Operator or Travel Agency | 57.5% | 44.9% | 53.8% | 55.9% | 48.1% |
| Accommodation | | | | | |
| - Directly with the accommodation | 29.8% | 41.8% | 36.9% | 30.3% | 36.1% |
| - Tour Operator or Travel Agency | 70.2% | 58.2% | 63.1% | 69.7% | 63.9% |

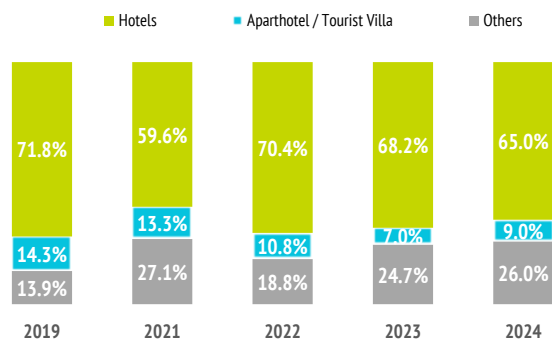
Where does the flight come from?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|------------------|-------|-------|-------|-------|-------|
| Portugal | 74.4% | 77.0% | 77.6% | 74.0% | 67.2% |
| Spanish Mainland | 22.5% | 21.7% | 20.8% | 24.2% | 31.3% |
| United Kingdom | 1.6% | 0.4% | 0.0% | 0.0% | 0.7% |
| Germany | 0.5% | 0.0% | 0.2% | 0.4% | 0.2% |
| Italy | 0.0% | 0.0% | 0.0% | 0.0% | 0.2% |
| Belgium | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% |
| France | 0.6% | 0.0% | 0.6% | 0.4% | 0.0% |
| Netherlands | 0.0% | 0.0% | 0.5% | 0.6% | 0.0% |
| Sweden | 0.0% | 0.9% | 0.3% | 0.0% | 0.0% |
| Others | 0.0% | 0.0% | 0.0% | 0.4% | 0.4% |

Where do they stay?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|---|-------|-------|-------|-------|-------|
| 1-2-3* Hotel | 18.7% | 10.8% | 13.9% | 21.4% | 14.9% |
| 4* Hotel | 44.1% | 41.5% | 47.6% | 38.5% | 41.8% |
| 5* Hotel / 5* Luxury Hotel | 9.0% | 7.3% | 8.9% | 8.4% | 8.3% |
| Aparthotel / Tourist Villa | 14.3% | 13.3% | 10.8% | 7.0% | 9.0% |
| House/room rented in a private dwelling | 4.8% | 6.8% | 5.1% | 9.5% | 9.3% |
| Private accommodation (1) | 5.2% | 15.2% | 9.2% | 8.1% | 14.5% |
| Others (Cottage, cruise, camping,...) | 4.0% | 5.1% | 4.5% | 7.1% | 2.2% |

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

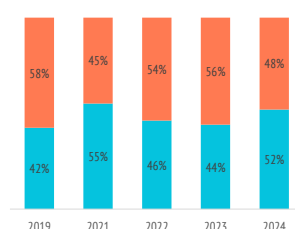


What do they book?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|-------------------|-------|-------|-------|-------|-------|
| Room only | 16.2% | 23.8% | 15.4% | 19.4% | 22.9% |
| Bed and Breakfast | 12.6% | 18.2% | 10.6% | 16.3% | 9.2% |
| Half board | 19.6% | 12.8% | 22.5% | 21.7% | 27.5% |
| Full board | 3.9% | 11.4% | 7.3% | 4.4% | 4.2% |
| All inclusive | 47.7% | 33.8% | 44.2% | 38.2% | 36.2% |

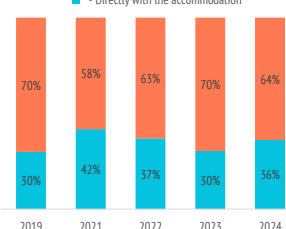
Flight

■ - Tour Operator or Travel Agency ■ - Directly with the airline



Accommodation

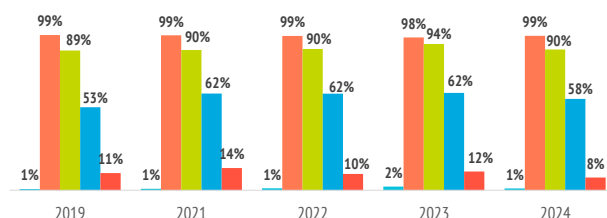
■ - Tour Operator or Travel Agency ■ - Directly with the accommodation



Activities in the Canary Islands

| Outdoor time per day | 2019 | 2021 | 2022 | 2023 | 2024 |
|----------------------|-------|-------|-------|-------|-------|
| 0 hours | 0.7% | 0.9% | 1.2% | 2.3% | 1.2% |
| 1 - 2 hours | 9.9% | 9.4% | 8.4% | 4.2% | 8.8% |
| 3 - 6 hours | 36.3% | 27.9% | 28.6% | 31.3% | 31.6% |
| 7 - 12 hours | 42.1% | 47.7% | 51.4% | 50.4% | 50.3% |
| More than 12 hours | 11.0% | 14.2% | 10.4% | 11.9% | 8.1% |
| Outdoor time per day | 7.4 | 8.2 | 8.2 | 8.1 | 7.7 |

■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



| Activities in the Canary Islands | 2019 | 2021 | 2022 | 2023 | 2024 |
|--|-------|-------|-------|-------|-------|
| Walk, wander | 68.9% | 76.9% | 71.3% | 71.0% | 79.2% |
| Beach | 76.3% | 75.6% | 80.8% | 78.1% | 77.9% |
| Swimming pool, hotel facilities | 69.6% | 51.2% | 65.8% | 61.7% | 63.1% |
| Explore the island on their own | 58.9% | 54.0% | 58.8% | 59.7% | 56.1% |
| Taste Canarian gastronomy | 23.3% | 20.5% | 26.6% | 27.8% | 26.5% |
| Hiking | -- | 23.2% | 30.2% | 30.9% | 25.8% |
| Theme parks | 22.1% | 13.6% | 25.5% | 22.8% | 24.5% |
| Other Nature Activities | -- | 9.8% | 11.3% | 9.3% | 17.6% |
| Nightlife / concerts / shows | 15.9% | 11.9% | 17.4% | 19.8% | 15.9% |
| Wineries / markets / popular festivals | 12.6% | 6.6% | 11.2% | 10.6% | 15.2% |
| Museums / exhibitions | 15.1% | 13.4% | 13.3% | 13.8% | 13.7% |
| Organized excursions | 10.3% | 13.6% | 12.8% | 13.9% | 11.9% |
| Running | -- | 6.0% | 4.1% | 5.9% | 5.7% |
| Sea excursions / whale watching | 5.2% | 5.4% | 9.2% | 8.0% | 5.6% |
| Swim | -- | 32.8% | 5.3% | 3.2% | 3.9% |
| Beauty and health treatments | 4.3% | 2.9% | 3.0% | 2.9% | 2.6% |
| Practice other sports | -- | 3.2% | 2.1% | 2.4% | 2.4% |
| Scuba Diving | -- | 1.6% | 2.7% | 5.6% | 2.2% |
| Astronomical observation | 2.8% | 0.4% | 3.3% | 4.5% | 1.9% |
| Windsurf / Kitesurf | -- | 0.4% | -- | 1.4% | 1.2% |
| Golf | -- | 0.9% | 1.1% | 0.8% | 0.3% |
| Cycling / Mountain bike | -- | 3.7% | 1.2% | 1.1% | 0.3% |
| Surf | -- | 1.5% | 2.9% | 3.1% | 0.3% |

* Multi-choise question

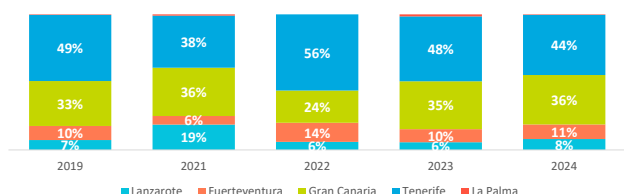
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Which island do they choose?

| Tourists (≥ 16 year old) | 2019 | 2021 | 2022 | 2023 | 2024 |
|--------------------------|--------|--------|--------|--------|--------|
| Lanzarote | 4,763 | 7,119 | 5,852 | 5,684 | 8,062 |
| Fuerteventura | 6,830 | 2,387 | 13,851 | 9,498 | 10,847 |
| Gran Canaria | 21,700 | 13,544 | 23,522 | 35,087 | 36,671 |
| Tenerife | 32,007 | 14,602 | 55,318 | 47,590 | 44,762 |
| La Palma | 212 | 347 | 0 | 1,475 | 322 |



How many are loyal to the Canary Islands?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|--|-------|-------|-------|-------|-------|
| Repeat tourists | 41.9% | 63.8% | 41.4% | 41.3% | 53.9% |
| At least 10 previous visits | 3.3% | 9.5% | 3.5% | 9.6% | 9.7% |
| Repeat tourists (last 5 years) | 34.6% | 59.1% | 34.1% | 35.7% | 44.7% |
| Repeat tourists (last 5 years)(5 or more visits) | 4.9% | 9.5% | 2.7% | 6.2% | 9.9% |

Who are they?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|--------------------------------------|-------|-------|-------|-------|-------|
| Gender | | | | | |
| Men | 53.6% | 53.5% | 53.6% | 51.1% | 47.9% |
| Women | 46.4% | 46.5% | 46.4% | 48.9% | 52.1% |
| Age | | | | | |
| Average age | 39.8 | 45.1 | 38.9 | 40.0 | 41.2 |
| Standard deviation | 11.6 | 15.8 | 12.3 | 14.2 | 13.1 |
| Age range | | | | | |
| 16 - 24 years old | 7.8% | 7.1% | 10.0% | 14.1% | 7.1% |
| 25 - 30 years old | 16.0% | 12.8% | 20.0% | 16.4% | 16.9% |
| 31 - 45 years old | 46.5% | 36.9% | 44.5% | 40.8% | 42.7% |
| 46 - 60 years old | 24.2% | 19.6% | 17.1% | 19.0% | 24.0% |
| Over 60 years old | 5.5% | 23.6% | 8.5% | 9.7% | 9.3% |
| Occupation | | | | | |
| Salaried worker | 52.9% | 53.9% | 49.7% | 49.7% | 55.0% |
| Self-employed | 23.5% | 12.3% | 20.7% | 20.0% | 20.6% |
| Unemployed | 1.5% | 1.0% | 1.0% | 0.9% | 0.8% |
| Business owner | 14.7% | 12.5% | 18.9% | 19.4% | 11.2% |
| Student | 6.1% | 5.1% | 2.5% | 3.5% | 6.5% |
| Retired | 0.9% | 15.1% | 4.8% | 6.5% | 5.8% |
| Unpaid domestic work | 0.0% | 0.0% | 0.2% | 0.0% | 0.0% |
| Others | 0.4% | 0.0% | 2.2% | 0.0% | 0.0% |
| Annual household income level | | | | | |
| Less than €25,000 | 44.8% | 36.3% | 32.6% | 35.1% | 27.4% |
| €25,000 - €49,999 | 34.6% | 39.9% | 42.2% | 43.2% | 45.6% |
| €50,000 - €74,999 | 11.7% | 15.2% | 15.7% | 16.0% | 14.7% |
| More than €74,999 | 8.9% | 8.7% | 9.5% | 5.7% | 12.4% |
| Education level | | | | | |
| No studies | 0.0% | 0.4% | 1.1% | 0.3% | 0.7% |
| Primary education | 0.8% | 0.6% | 0.5% | 0.4% | 1.5% |
| Secondary education | 27.2% | 26.5% | 27.2% | 22.9% | 25.7% |
| Higher education | 72.0% | 72.5% | 71.2% | 76.3% | 72.1% |

| Share by islands | 2019 | 2021 | 2022 | 2023 | 2024 |
|------------------|-------|-------|-------|-------|-------|
| Lanzarote | 7.3% | 18.7% | 5.9% | 5.7% | 8.0% |
| Fuerteventura | 10.4% | 6.3% | 14.1% | 9.6% | 10.8% |
| Gran Canaria | 33.1% | 35.6% | 23.9% | 35.3% | 36.4% |
| Tenerife | 48.9% | 38.4% | 56.1% | 47.9% | 44.5% |
| La Palma | 0.3% | 0.9% | 0.0% | 1.5% | 0.3% |

How many islands do they visit during their trip?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|-----------------------|-------|-------|-------|-------|-------|
| One island | 90.6% | 87.0% | 91.0% | 91.1% | 89.7% |
| Two islands | 8.1% | 11.6% | 8.5% | 7.1% | 7.9% |
| Three or more islands | 1.3% | 1.5% | 0.5% | 1.8% | 2.3% |

How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2019 | 2021 | 2022 | 2023 | 2024 |
|---------------------------|------|------|------|------|------|
| Average rating | 8.20 | 8.56 | 8.43 | 8.48 | 8.50 |

| Experience in the Canary Islands | 2019 | 2021 | 2022 | 2023 | 2024 |
|-------------------------------------|-------|-------|-------|-------|-------|
| Worse or much worse than expected | 5.4% | 2.5% | 7.4% | 5.0% | 6.6% |
| Lived up to expectations | 51.9% | 52.8% | 46.8% | 45.4% | 46.0% |
| Better or much better than expected | 42.7% | 44.7% | 45.8% | 49.5% | 47.4% |

| Future intentions (scale 1-10) | 2019 | 2021 | 2022 | 2023 | 2024 |
|---------------------------------------|------|------|------|------|------|
| Return to the Canary Islands | 7.76 | 8.46 | 8.03 | 8.06 | 8.30 |
| Recommend visiting the Canary Islands | 8.29 | 8.82 | 8.42 | 8.42 | 8.72 |

Who do they come with?

| | 2019 | 2021 | 2022 | 2023 | 2024 |
|-------------------------------------|-------|-------|-------|-------|-------|
| Unaccompanied | 6.8% | 18.6% | 8.0% | 9.0% | 10.7% |
| Only with partner | 35.4% | 39.0% | 44.2% | 37.7% | 38.5% |
| Only with children (< 13 years old) | 13.1% | 4.2% | 8.0% | 4.5% | 6.3% |
| Partner + children (< 13 years old) | 7.1% | 6.7% | 9.3% | 12.9% | 10.4% |
| Other relatives | 11.3% | 5.0% | 8.0% | 8.6% | 9.9% |
| Friends | 2.9% | 13.2% | 8.0% | 8.8% | 4.4% |
| Work colleagues | 4.1% | 1.6% | 0.5% | 2.1% | 1.1% |
| Organized trip | 0.4% | 0.1% | 0.0% | 0.0% | 0.4% |
| Other combinations (2) | 18.8% | 11.5% | 14.1% | 16.4% | 18.3% |

(2) Combination of some of the groups previously analyzed

| Tourists with children | 29.9% | 15.1% | 23.7% | 23.9% | 28.7% |
|------------------------------------|-------|-------|-------|-------|-------|
| - Between 0 and 2 years old | 5.0% | 2.1% | 1.4% | 5.3% | 2.7% |
| - Between 3 and 12 years old | 22.9% | 11.7% | 20.0% | 17.0% | 22.5% |
| - Between 0 - 2 and 3-12 years old | 1.9% | 1.3% | 2.3% | 1.6% | 3.5% |
| Tourists without children | 70.1% | 84.9% | 76.3% | 76.1% | 71.3% |
| Group composition: | | | | | |
| - 1 person | 12.0% | 24.7% | 11.7% | 12.1% | 13.1% |
| - 2 people | 44.2% | 48.3% | 46.8% | 46.3% | 44.1% |
| - 3 people | 17.1% | 9.4% | 18.3% | 18.5% | 17.1% |
| - 4 or 5 people | 19.1% | 13.9% | 19.9% | 19.5% | 19.1% |
| - 6 or more people | 7.6% | 3.7% | 3.4% | 3.5% | 6.5% |
| Average group size: | 2.87 | 2.32 | 2.71 | 2.69 | 2.84 |

*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.