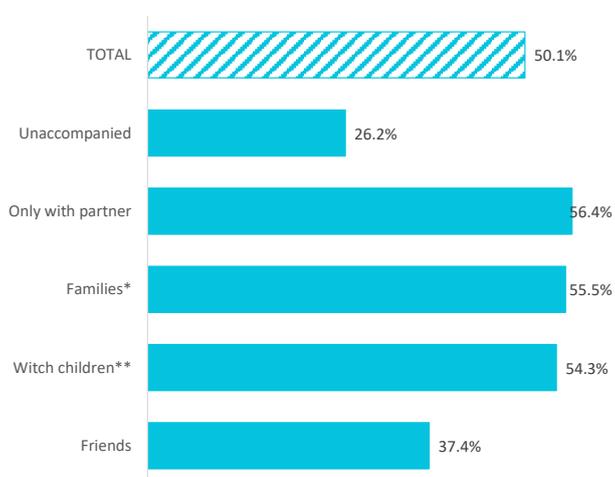


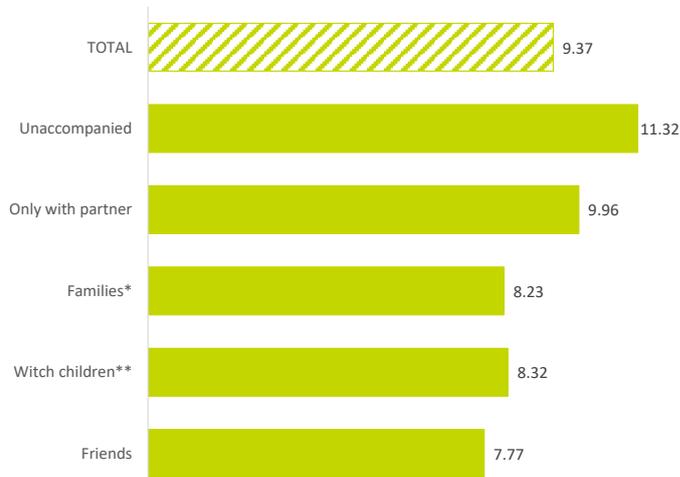
TOURIST EXPENDITURE

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	1,593,152	7,253,195	1,710,732	2,637,539	1,122,515
% Tourists	100%	10.3%	46.8%	11.0%	17.0%	7.2%
- Lanzarote	2,789,181	156,077	1,371,668	323,721	529,077	162,417
- Fuerteventura	2,186,254	252,059	1,021,718	244,023	362,173	142,591
- Gran Canaria	4,040,620	622,556	1,808,826	369,026	552,817	335,603
- Tenerife	6,277,692	543,646	2,948,466	759,392	1,172,380	469,725
- La Palma	155,114	14,365	86,579	10,708	15,863	8,909
% tourists who book holiday package	50.1%	26.2%	56.4%	55.5%	54.3%	37.4%
Expenditure per tourist (€)	1,443	1,392	1,403	2,099	1,973	954
- book holiday package	1,656	1,984	1,548	2,240	2,139	1,173
- holiday package	1,378	1,633	1,272	1,922	1,837	913
- others	278	350	276	318	303	260
- do not book holiday package	1,230	1,181	1,217	1,923	1,776	823
- flight	328	327	295	559	526	219
- accommodation	409	323	428	651	616	263
- others	493	531	494	713	635	341
Average length of stay	9.37	11.32	9.96	8.23	8.32	7.77
Average daily expenditure (€)	176.9	163.5	163.0	269.7	252.6	131.6
Average daily expenditure without flight (€)	125.7	114.3	118.6	185.5	173.4	96.0
Average cost of the flight (€)	410.7	387.7	379.0	647.5	612.9	256.7
Total turnover (≥ 16 years old) (€m)	22,351	2,217	10,179	3,591	5,205	1,071
% Turnover	100%	9.9%	45.5%	16.1%	23.3%	4.8%
Turnover without flight (≥ 16 years old) (€m)	15,991	1,599	7,430	2,483	3,588	783

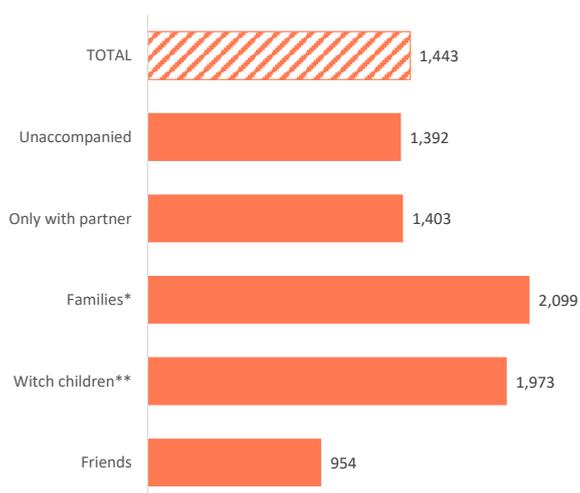
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



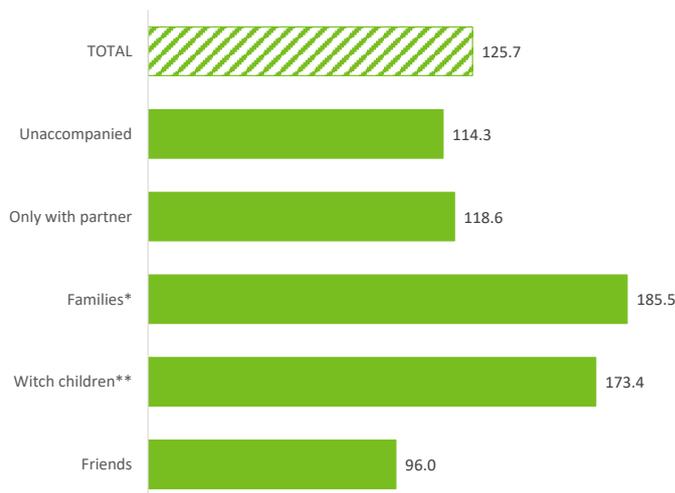
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Note: \*Families: single or couple with children under 13 years of age. \*\*With children: accompanied by children under 13 years of age

# PROFILE OF TOURIST BY COMPANIONS

## 2024



### % Tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
<b>Accommodation:</b>						
- Accommodation	84.5%	58.0%	89.3%	89.7%	89.2%	84.0%
- Additional accommodation expenses	6.2%	5.7%	6.3%	6.5%	6.5%	6.7%
<b>Transport:</b>						
- National/International Transport	95.7%	93.1%	97.0%	96.8%	96.4%	95.7%
- Flights between islands	4.5%	6.0%	4.3%	3.9%	3.6%	4.7%
- Taxi	50.9%	37.3%	54.1%	51.9%	52.3%	47.2%
- Car rental	31.6%	19.7%	32.0%	37.4%	35.2%	33.4%
- Public transport	11.0%	20.0%	11.2%	5.8%	5.8%	13.9%
<b>Food and drink:</b>						
- Food purchases at supermarkets	58.0%	62.6%	56.1%	57.3%	57.0%	62.7%
- Restaurants	66.6%	69.4%	67.8%	58.9%	58.5%	72.3%
<b>Leisure:</b>						
- Organized excursions	23.7%	15.3%	23.5%	28.0%	27.0%	23.5%
- Sport activities	6.9%	7.3%	5.6%	8.8%	8.2%	8.4%
- Cultural activities	2.8%	3.2%	2.4%	3.3%	3.1%	2.8%
- Museums	5.4%	3.7%	5.7%	6.7%	5.7%	5.1%
- Theme Parks	11.3%	4.1%	8.5%	25.1%	24.1%	11.6%
- Discos and pubs	10.7%	13.5%	10.5%	4.1%	4.9%	22.6%
- Wellness	4.5%	4.5%	4.7%	4.5%	4.2%	3.7%
<b>Purchases of goods:</b>						
- Souvenirs	41.2%	36.7%	41.0%	45.2%	44.1%	39.1%
- Real estate	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
- Other purchases	0.8%	1.2%	0.8%	0.6%	0.5%	1.1%
<b>Others:</b>						
- Medical expenses	6.7%	5.8%	6.5%	8.2%	7.8%	5.8%
- Other expenses	4.8%	4.4%	4.9%	4.7%	4.9%	4.2%

### Average expenditure of tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
<b>Expenditure per tourist and trip (€)</b>						
<b>Accommodation:</b>	<b>881</b>	<b>1,037</b>	<b>845</b>	<b>1,177</b>	<b>1,134</b>	<b>552</b>
- Accommodation	719	830	682	1,013	968	434
- Additional accommodation expenses	162	207	164	163	166	118
<b>Transport:</b>	<b>752</b>	<b>913</b>	<b>711</b>	<b>1,027</b>	<b>972</b>	<b>524</b>
- National/International Transport	429	416	391	669	636	268
- Flights between islands	81	112	81	87	83	69
- Taxi	88	141	88	104	92	67
- Car rental	123	199	123	133	128	99
- Public transport	30	45	29	34	33	21
<b>Food and drink:</b>	<b>324</b>	<b>409</b>	<b>322</b>	<b>362</b>	<b>364</b>	<b>241</b>
- Food purchases at supermarkets	115	167	110	122	125	92
- Restaurants	209	242	212	240	239	150
<b>Leisure:</b>	<b>553</b>	<b>819</b>	<b>517</b>	<b>660</b>	<b>617</b>	<b>411</b>
- Organized excursions	95	131	87	120	114	81
- Sport activities	104	202	94	110	103	81
- Cultural activities	62	68	58	92	89	40
- Museums	37	41	34	49	50	29
- Theme Parks	76	97	60	103	97	51
- Discos and pubs	102	147	109	115	97	74
- Wellness	78	133	75	72	66	56
<b>Purchases of goods:</b>	<b>21,536</b>	<b>2,324</b>	<b>24,555</b>	<b>65,855</b>	<b>48,299</b>	<b>4,838</b>
- Souvenirs	89	135	83	101	99	67
- Real estate	21,287	2,000	24,257	65,677	48,055	4,706
- Other purchases	160	190	215	77	145	65
<b>Others:</b>	<b>123</b>	<b>210</b>	<b>115</b>	<b>158</b>	<b>145</b>	<b>77</b>
- Medical expenses	39	80	33	56	47	33
- Other expenses	84	130	82	102	98	43

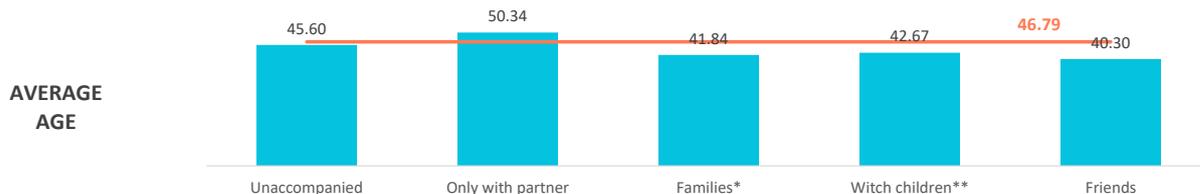
# PROFILE OF TOURIST BY COMPANIONS

## 2024

### TOURIST PROFILE

#### Who are they?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
<b>Gender</b>						
Percentage of men	48.4%	54.9%	50.1%	48.4%	47.7%	41.7%
Percentage of women	51.6%	45.1%	49.9%	51.6%	52.3%	58.3%
<b>Age</b>						
Average age	46.79	45.60	50.34	41.84	42.67	40.30
Standard deviation	16.8	17.3	17.8	8.0	10.3	17.4
<b>Age range</b>						
16-24 years old	10.5%	10.7%	9.4%	0.7%	2.6%	21.3%
25-30 years old	10.9%	14.5%	11.3%	3.4%	4.0%	19.4%
31-45 years old	28.9%	28.8%	19.0%	72.2%	66.3%	25.3%
46-60 years old	24.3%	20.9%	23.7%	20.6%	19.5%	16.3%
Over 60 years old	25.5%	25.1%	36.6%	3.1%	7.6%	17.7%
<b>Occupation</b>						
Salaried worker	55.9%	52.6%	51.3%	69.1%	66.3%	57.7%
Self-employed	10.8%	11.6%	9.7%	13.4%	13.1%	10.9%
Unemployed	0.9%	1.8%	0.6%	0.7%	0.9%	1.4%
Business owner	7.7%	8.2%	6.4%	11.8%	11.0%	6.5%
Student	4.2%	6.1%	2.7%	1.0%	1.8%	9.2%
Retired	19.2%	18.3%	28.0%	2.7%	5.3%	13.4%
Unpaid domestic work	0.5%	0.3%	0.3%	1.1%	1.2%	0.4%
Others	0.8%	1.1%	1.0%	0.3%	0.4%	0.6%
<b>Annual household income level</b>						
Less than €25,000	12.6%	20.1%	11.8%	6.6%	7.9%	18.5%
€25,000 - €49,999	33.9%	38.0%	35.3%	25.7%	26.6%	39.1%
€50,000 - €74,999	25.5%	24.0%	26.2%	28.2%	27.0%	21.2%
More than €74,999	27.9%	17.9%	26.7%	39.5%	38.5%	21.2%
<b>Education level</b>						
No studies	4.0%	2.1%	4.2%	4.1%	4.6%	3.6%
Primary education	1.9%	2.5%	2.0%	1.4%	1.6%	1.5%
Secondary education	21.0%	18.1%	23.5%	17.2%	17.8%	18.9%
Higher education	73.1%	77.3%	70.4%	77.3%	75.9%	76.1%



#### Who do they come with?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Unaccompanied	10.3%	100%	--	--	--	--
Only with partner	46.8%	--	100%	--	--	--
Only with children (< 13 years old)	4.3%	--	--	38.8%	25.2%	--
Partner + children (< 13 years old)	6.8%	--	--	61.2%	39.7%	--
Other relatives	10.4%	--	--	--	14.3%	--
Friends	7.2%	--	--	--	1.2%	100%
Work colleagues	0.5%	--	--	--	0.1%	--
Organized trip	0.2%	--	--	--	0.1%	--
Other combinations <sup>(2)</sup>	13.5%	--	--	--	19.5%	--
<i><sup>(2)</sup> Different situations have been isolated</i>						
<b>Tourists with children</b>	<b>17.0%</b>	<b>--</b>	<b>--</b>	<b>100%</b>	<b>100%</b>	<b>2.8%</b>
- Between 0 and 2 years old	1.3%	--	--	7.1%	7.9%	0.6%
- Between 3 and 12 years old	14.5%	--	--	87.0%	84.9%	1.8%
- Between 0 -2 and 3-12 years old	1.2%	--	--	5.8%	7.2%	0.3%
<b>Tourists without children</b>	<b>83.0%</b>	<b>100%</b>	<b>100%</b>	<b>--</b>	<b>--</b>	<b>97.2%</b>
<b>Group composition:</b>						
- 1 person	12.5%	100%	1.6%	--	--	6.8%
- 2 people	54.9%	--	95.8%	5.5%	4.3%	50.5%
- 3 people	11.9%	--	1.2%	35.4%	29.4%	17.0%
- 4 or 5 people	16.2%	--	1.1%	55.0%	50.2%	17.4%
- 6 or more people	4.5%	--	0.3%	4.1%	16.1%	8.2%
<b>Average group size:</b>	<b>2.61</b>	<b>1.00</b>	<b>2.04</b>	<b>3.78</b>	<b>4.35</b>	<b>2.99</b>

\*People who share the main expenses of the trip

TRIP MOTIVATION AND DESTINATION CHOICE

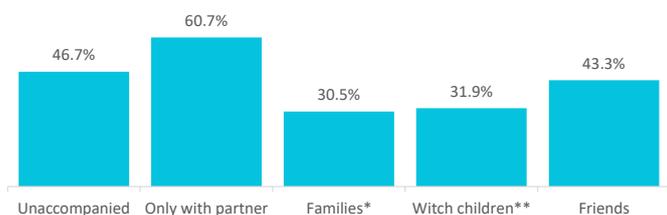
What is the main reason for visiting the Canary Islands?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Holidays	90.4%	61.2%	95.1%	94.9%	95.1%	90.1%
Family reasons	6.9%	27.8%	3.7%	4.4%	4.2%	7.3%
Business	1.3%	7.0%	0.3%	0.2%	0.1%	0.5%
Education and training	0.2%	0.8%	0.1%	0.0%	0.0%	0.4%
Sports training	0.5%	1.5%	0.2%	0.3%	0.3%	1.0%
Health	0.2%	0.4%	0.1%	0.0%	0.1%	0.1%
Conventions and Exhibitions	0.1%	0.4%	0.1%	0.0%	0.0%	0.1%
Others	0.4%	1.0%	0.4%	0.1%	0.1%	0.4%

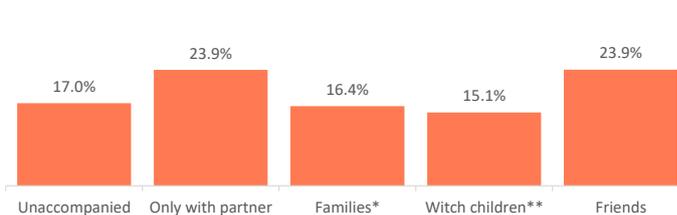
What is the main motivation for their holidays?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Rest	50.6%	46.7%	60.7%	30.5%	31.9%	43.3%
Enjoy family time	15.9%	20.4%	4.6%	46.0%	45.3%	3.5%
Have fun	9.0%	7.9%	8.0%	5.7%	6.4%	24.0%
Explore the destination	21.2%	17.0%	23.9%	16.4%	15.1%	23.9%
Practice their hobbies	1.9%	4.7%	1.5%	0.9%	0.9%	3.6%
Other reasons	1.4%	3.3%	1.4%	0.5%	0.5%	1.8%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Climate	75.6%	71.4%	76.8%	78.6%	77.6%	72.2%
Safety	55.7%	49.0%	56.1%	60.5%	61.6%	50.1%
Tranquility	49.3%	49.9%	52.0%	45.1%	44.4%	47.2%
Sea	45.1%	49.5%	44.4%	44.5%	43.2%	47.4%
Accommodation supply	43.5%	29.6%	46.2%	45.4%	47.1%	37.5%
Effortless trip	39.2%	37.9%	40.7%	37.2%	38.0%	37.1%
Beaches	38.8%	41.5%	37.5%	41.2%	39.8%	41.3%
Price	37.9%	33.2%	38.1%	36.3%	38.5%	39.7%
European belonging	37.2%	37.5%	38.8%	35.5%	36.1%	33.5%
Landscapes	35.3%	41.4%	36.1%	30.9%	29.5%	38.0%
Environment	34.5%	36.7%	35.2%	31.6%	32.1%	34.8%
Gastronomy	27.0%	26.5%	28.4%	24.3%	24.5%	26.1%
Fun possibilities	23.6%	22.9%	19.8%	30.6%	30.6%	29.8%
Authenticity	23.3%	26.4%	23.5%	21.2%	21.1%	22.9%
Exoticism	11.8%	13.0%	11.3%	11.0%	11.1%	14.1%
Hiking trail network	10.8%	17.5%	11.4%	7.3%	7.2%	10.0%
Shopping	10.1%	10.6%	9.8%	7.5%	8.6%	10.9%
Culture	10.1%	12.6%	9.9%	9.3%	9.3%	9.5%
Historical heritage	9.5%	11.4%	10.0%	7.9%	8.0%	8.1%
Nightlife	8.3%	12.0%	7.3%	4.0%	4.9%	17.7%

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.

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

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Previous visits to the Canary Islands	48.4%	45.3%	51.0%	47.5%	49.1%	35.8%
Friends or relatives	29.7%	38.4%	23.7%	28.1%	30.9%	44.1%
Internet or social media	51.4%	38.8%	52.5%	59.3%	56.2%	55.2%
Mass Media	1.9%	1.2%	1.9%	1.5%	1.6%	1.5%
Travel guides and magazines	6.5%	3.9%	6.8%	6.5%	6.3%	5.2%
Travel Blogs or Forums	6.3%	4.4%	6.4%	8.0%	7.1%	6.4%
Travel TV Channels	0.8%	0.5%	0.8%	0.5%	0.7%	0.8%
Tour Operator or Travel Agency	20.2%	11.2%	22.3%	22.1%	22.0%	12.9%
Public administrations or similar	0.5%	0.7%	0.4%	0.4%	0.4%	0.5%
Others	3.3%	5.0%	2.8%	3.2%	3.0%	3.4%

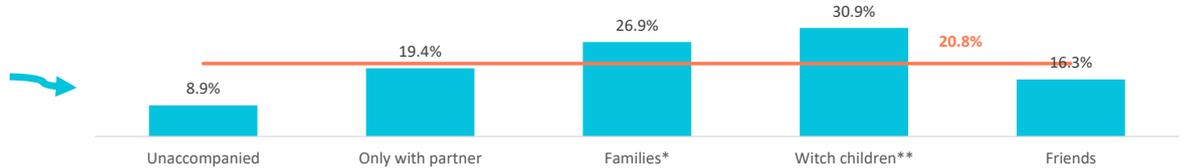
\* Multi-choice question

### TRIP BOOKING

#### How far in advance do they book their trip?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
The same day	0.9%	2.7%	0.7%	0.3%	0.2%	0.7%
Between 1 and 30 days	22.3%	41.8%	21.2%	16.8%	15.2%	23.8%
Between 1 and 2 months	23.0%	24.5%	24.4%	20.5%	18.8%	25.7%
Between 3 and 6 months	33.0%	22.1%	34.3%	35.5%	34.9%	33.6%
More than 6 months	20.8%	8.9%	19.4%	26.9%	30.9%	16.3%

#### % TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



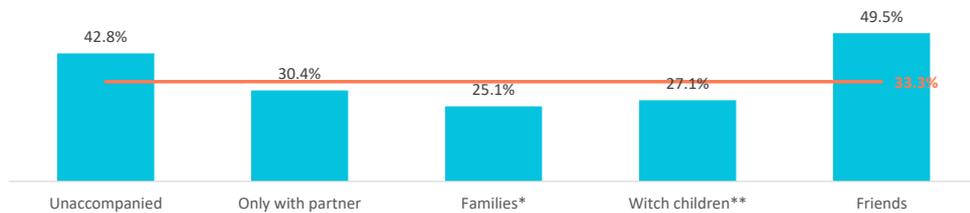
#### With whom did they book their flight and accommodation?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
<b>Flight</b>						
- Directly with the airline	50.0%	68.3%	45.5%	46.1%	47.3%	60.1%
- Tour Operator or Travel Agency	50.0%	31.7%	54.5%	53.9%	52.7%	39.9%
<b>Accommodation</b>						
- Directly with the accommodation	37.0%	45.0%	34.7%	36.1%	37.3%	46.0%
- Tour Operator or Travel Agency	63.0%	55.0%	65.3%	63.9%	62.7%	54.0%

#### What do they book?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Room only	33.3%	42.8%	30.4%	25.1%	27.1%	49.5%
Bed and Breakfast	14.1%	18.1%	16.1%	9.8%	9.2%	13.3%
Half board	17.4%	15.5%	20.1%	16.6%	15.3%	12.2%
Full board	3.1%	2.8%	3.0%	3.2%	3.2%	2.3%
All inclusive	32.1%	20.8%	30.4%	45.3%	45.2%	22.7%

#### % TOURISTS WHO BOOK ROOM ONLY



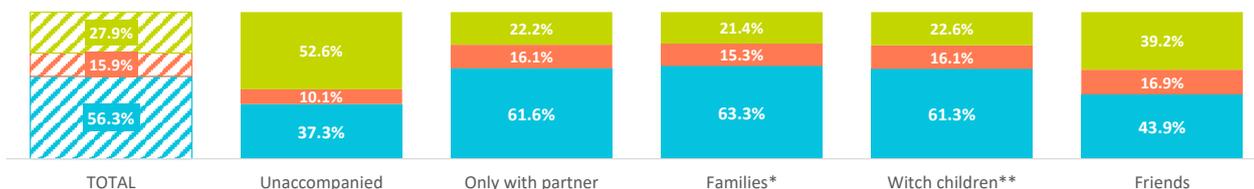
### ACCOMMODATION

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
1-2-3* Hotel	10.3%	10.2%	10.2%	9.8%	10.1%	10.2%
4* Hotel	37.0%	22.5%	41.2%	42.9%	41.1%	28.8%
5* Hotel / 5* Luxury Hotel	9.0%	4.6%	10.3%	10.5%	10.1%	4.9%
Aparthotel / Tourist Villa	15.9%	10.1%	16.1%	15.3%	16.1%	16.9%
House/room rented in a private dwelling	15.5%	13.9%	13.5%	14.1%	15.6%	24.9%
Private accommodation <sup>(1)</sup>	9.3%	32.2%	6.1%	6.1%	5.8%	9.3%
Others (Cottage, cruise, camping,..)	3.0%	6.5%	2.6%	1.3%	1.2%	5.0%

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

#### TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



SATISFACTION AND LOYALTY INDICATORS

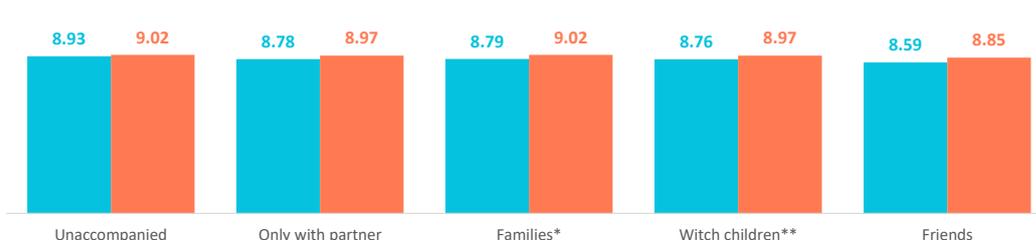
Satisfaction

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
<b>Satisfaction (scale 0-10)</b>						
Average rating	8.74	8.73	8.75	8.77	8.76	8.67
<b>Experience in the Canary Islands</b>						
Worse or much worse than expected	2.9%	3.2%	2.9%	2.7%	2.9%	3.2%
Lived up to expectations	54.8%	55.6%	56.5%	51.6%	51.8%	52.2%
Better or much better than expected	42.3%	41.2%	40.6%	45.7%	45.3%	44.6%
<b>Future intentions (scale 1-10)</b>						
Return to the Canary Islands	8.77	8.93	8.78	8.79	8.76	8.59
Recommend visiting the Canary Islands	8.96	9.02	8.97	9.02	8.97	8.85

RETURN TO THE CANARY



8.77  
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

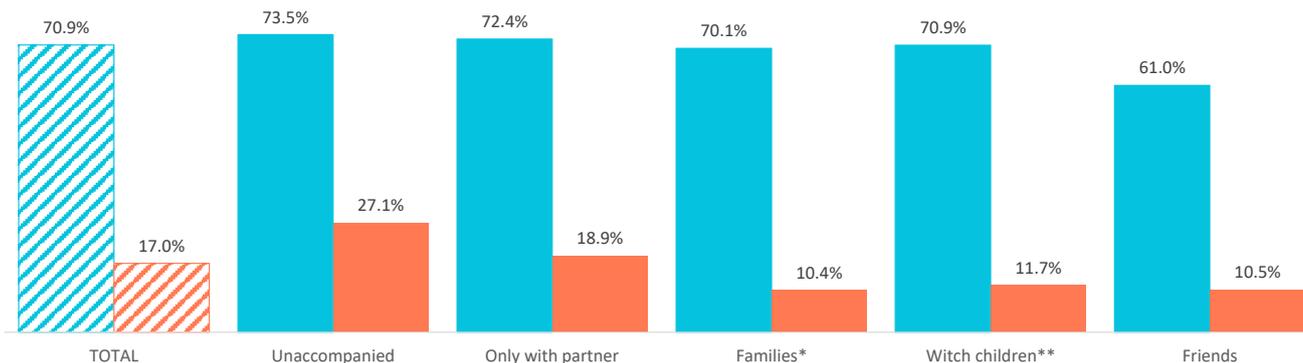


8.96  
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
<b>Repeat tourists</b>						
At least 10 previous visits	70.9%	73.5%	72.4%	70.1%	70.9%	61.0%
Repeat tourists (last 5 years)	19.9%	28.7%	22.3%	12.6%	14.4%	13.2%
Repeat tourists (last 5 years) (5 or more visits)	63.8%	68.7%	66.2%	59.7%	60.8%	53.5%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	27.1%	18.9%	10.4%	11.7%	10.5%

Repeat tourists Repeat tourists (last 5 years) (5 or more visits)



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
One island	92.9%	90.0%	93.3%	94.3%	94.6%	92.5%
Two islands	6.1%	8.4%	5.7%	5.3%	5.0%	6.6%
Three or more islands	1.0%	1.6%	1.0%	0.4%	0.4%	0.9%

Visited islands during their trip (with overnight staying)

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Lanzarote	18.6%	10.9%	19.5%	19.3%	20.4%	15.0%
Fuerteventura	14.6%	16.4%	14.6%	14.6%	14.1%	13.0%
Gran Canaria	26.6%	40.0%	25.5%	22.0%	21.3%	30.4%
Tenerife	41.4%	36.1%	41.4%	44.8%	44.9%	42.8%
La Gomera	0.3%	0.5%	0.4%	0.2%	0.1%	0.3%
La Palma	1.4%	1.7%	1.5%	0.8%	0.8%	1.7%
El Hierro	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%
Cruise	0.2%	0.3%	0.2%	0.1%	0.1%	0.2%

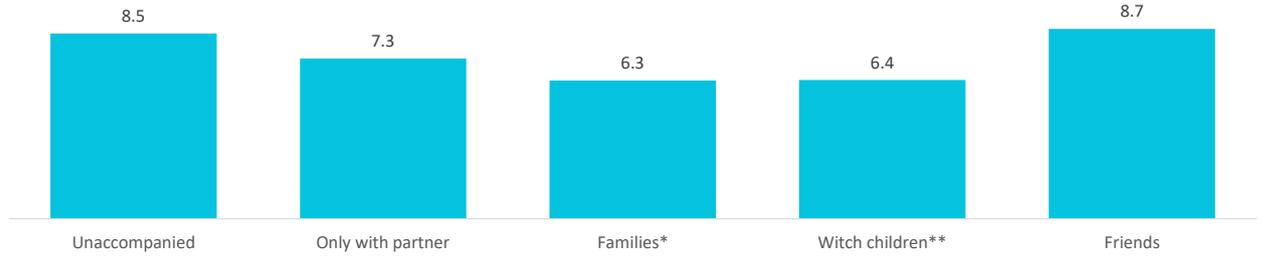
# PROFILE OF TOURIST BY COMPANIONS

## 2024

### ACTIVITIES IN THE CANARY ISLANDS

#### Outdoor time per day

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
0 hours	2.6%	1.4%	2.5%	3.4%	3.6%	2.2%
1 - 2 hours	9.6%	5.5%	9.0%	15.0%	14.7%	6.3%
3 - 6 hours	32.6%	26.4%	33.9%	36.6%	37.3%	22.5%
7 - 12 hours	46.6%	53.2%	46.6%	40.0%	39.1%	54.2%
More than 12 hours	8.6%	13.5%	8.0%	4.9%	5.2%	14.8%
<b>Outdoor time per day</b>	<b>7.4</b>	<b>8.5</b>	<b>7.3</b>	<b>6.3</b>	<b>6.4</b>	<b>8.7</b>



#### Activities in the Canary Islands

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Walk, wander	73.6%	66.2%	75.8%	70.9%	71.8%	73.7%
Beach	68.9%	65.4%	65.3%	78.9%	77.8%	73.6%
Swimming pool, hotel facilities	57.7%	34.3%	56.3%	74.1%	74.8%	52.2%
Explore the island on their own	48.8%	42.8%	49.6%	48.8%	47.3%	53.7%
Taste Canarian gastronomy	27.3%	26.5%	27.7%	24.4%	24.3%	30.7%
Hiking	18.8%	20.9%	19.7%	14.0%	14.1%	21.0%
Organized excursions	16.2%	10.4%	16.4%	17.2%	17.4%	16.3%
Nightlife / concerts / shows	15.4%	17.7%	14.5%	7.8%	9.1%	32.9%
Theme parks	14.7%	6.5%	10.5%	33.3%	32.2%	14.7%
Sea excursions / whale watching	12.0%	6.6%	11.0%	17.2%	16.2%	13.8%
Wineries / markets / popular festivals	11.2%	10.8%	11.0%	9.4%	9.8%	11.8%
Museums / exhibitions	10.8%	9.7%	11.0%	11.7%	10.7%	10.4%
Other Nature Activities	8.4%	9.5%	8.3%	7.5%	6.8%	9.8%
Swim	7.4%	5.7%	6.9%	9.2%	9.7%	7.5%
Running	6.0%	6.5%	4.9%	7.5%	7.8%	5.9%
Beauty and health treatments	5.2%	5.0%	5.2%	4.7%	5.2%	5.4%
Practice other sports	4.3%	5.7%	3.2%	4.7%	4.3%	5.1%
Astronomical observation	3.9%	4.2%	3.7%	3.2%	3.2%	4.5%
Surf	2.8%	5.8%	1.8%	2.0%	2.1%	5.0%
Cycling / Mountain bike	2.7%	3.5%	2.5%	2.5%	2.6%	2.7%
Golf	2.5%	1.7%	2.3%	2.4%	2.6%	2.1%
Scuba Diving	2.4%	2.4%	2.1%	2.5%	2.7%	2.9%
Windsurf / Kitesurf	0.8%	1.3%	0.6%	0.7%	0.7%	0.8%

### COUNTRY OF RESIDENCE

#### Where are they from?

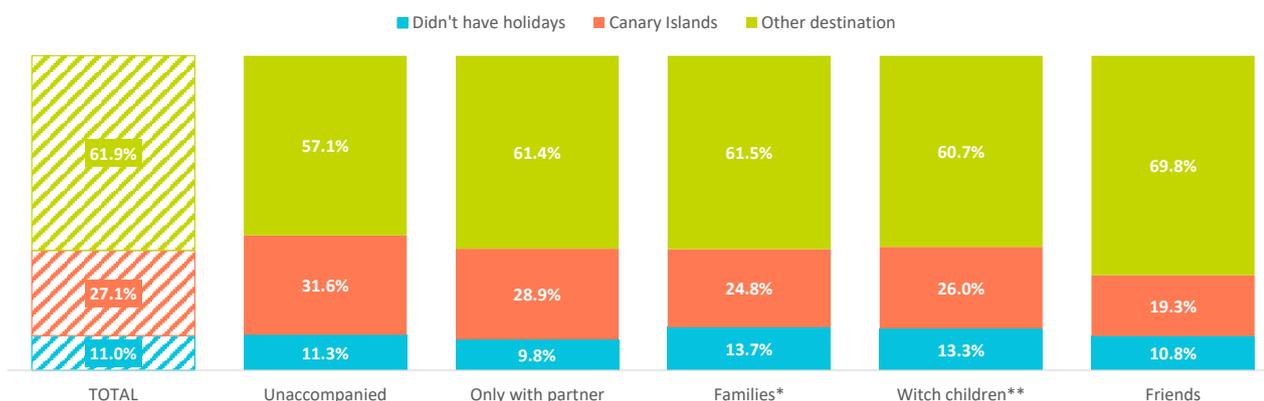
	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
United Kingdom	34.6%	25.3%	35.8%	36.2%	39.8%	30.3%
Germany	16.4%	19.1%	17.7%	15.7%	13.1%	16.3%
Spanish Mainland	11.2%	15.3%	9.8%	12.5%	11.2%	14.8%
France	5.2%	4.4%	5.1%	4.9%	4.4%	5.3%
Italy	4.5%	5.8%	4.5%	3.0%	2.7%	8.1%
Ireland	4.3%	3.9%	4.7%	3.5%	3.9%	2.9%
Netherlands	4.2%	3.9%	4.4%	4.3%	3.8%	3.5%
Belgium	2.8%	2.7%	3.1%	2.7%	2.6%	1.6%
Norway	2.5%	2.5%	2.6%	1.6%	2.0%	2.8%
Sweden	2.1%	2.1%	1.8%	2.7%	2.6%	1.8%
Poland	1.9%	0.9%	1.8%	2.4%	2.5%	1.7%
Denmark	1.6%	1.5%	1.5%	1.5%	1.6%	1.5%
Finland	1.1%	1.2%	1.1%	1.1%	1.1%	1.2%
Switzerland	1.1%	1.2%	1.1%	1.2%	1.1%	1.3%
Czech Republic	1.0%	0.7%	0.7%	1.4%	1.4%	1.0%
Austria	0.8%	1.5%	0.7%	0.6%	0.6%	1.3%
Others	4.7%	8.1%	3.5%	4.8%	5.5%	4.4%

### COMPETITORS

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

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Didn't have holidays	11.0%	11.3%	9.8%	13.7%	13.3%	10.8%
Canary Islands	27.1%	31.6%	28.9%	24.8%	26.0%	19.3%
Other destination	61.9%	57.1%	61.4%	61.5%	60.7%	69.8%
Balearic Islands	4.5%	3.8%	4.6%	5.1%	4.8%	4.4%
Rest of Spain	11.4%	11.0%	11.1%	12.1%	11.6%	14.2%
Italy	7.2%	7.3%	7.1%	6.4%	6.3%	8.7%
France	5.1%	4.2%	4.7%	6.4%	6.0%	5.4%
Turkey	3.1%	2.5%	2.8%	3.7%	4.1%	2.8%
Greece	7.2%	5.6%	7.9%	6.1%	6.6%	7.3%
Portugal	4.1%	3.7%	4.3%	3.7%	3.4%	5.0%
Croatia	2.0%	1.7%	1.8%	2.3%	2.1%	3.4%
Egypt	1.5%	1.6%	1.4%	1.5%	1.4%	1.9%
Tunisia	0.4%	0.5%	0.4%	0.3%	0.3%	0.8%
Morocco	1.0%	1.3%	0.9%	0.9%	0.9%	1.8%
Others	14.3%	14.0%	14.3%	12.9%	13.1%	14.2%

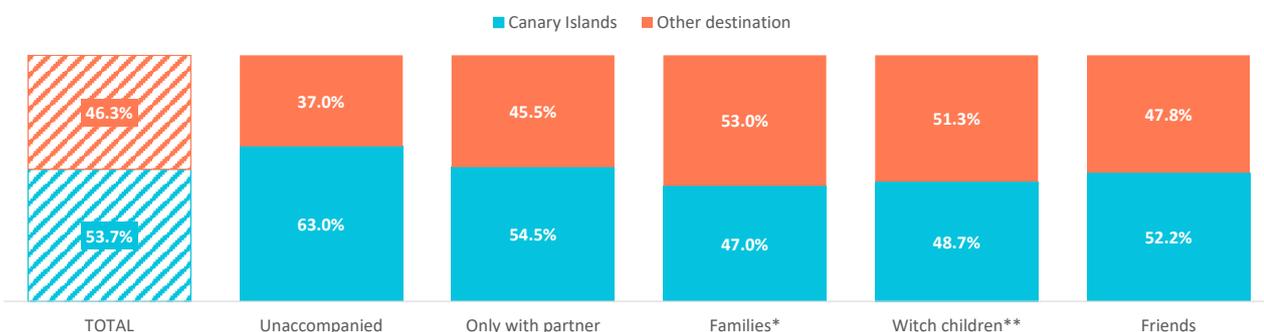
\* Percentage of valid answers



#### What other destinations did they consider for this trip? \*

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
None (I was clear about "this Canary Island")	28.3%	39.1%	28.8%	20.4%	22.2%	28.8%
Canary Islands (other island)	25.4%	23.9%	25.8%	26.6%	26.5%	23.5%
Other destination	46.3%	37.0%	45.5%	53.0%	51.3%	47.8%
Balearic Islands	6.0%	3.8%	5.9%	7.8%	7.4%	5.5%
Rest of Spain	9.0%	8.3%	8.6%	10.4%	10.3%	9.9%
Italy	4.7%	3.7%	4.8%	4.7%	4.5%	5.0%
France	1.7%	1.9%	1.5%	1.9%	1.9%	1.9%
Turkey	3.4%	2.2%	3.1%	4.7%	4.7%	2.8%
Greece	8.2%	5.4%	8.3%	9.5%	9.0%	8.4%
Portugal	6.2%	5.5%	6.1%	6.3%	6.3%	7.0%
Croatia	2.4%	1.6%	2.5%	2.4%	2.2%	2.7%
Egypt	2.4%	2.0%	2.5%	2.9%	2.7%	2.2%
Others	2.3%	2.6%	2.3%	2.5%	2.3%	2.4%

\* Percentage of valid answers



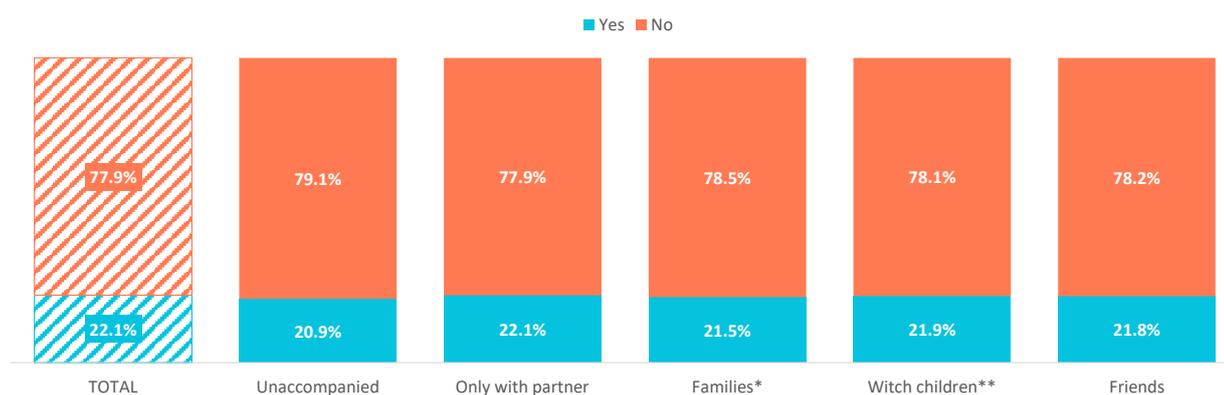
TOURIST TAX (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Yes	45.3%	37.6%	46.9%	45.1%	44.7%	45.3%
No	34.4%	38.7%	34.5%	33.5%	33.4%	34.0%
Not remember	20.4%	23.6%	18.6%	21.4%	21.9%	20.8%

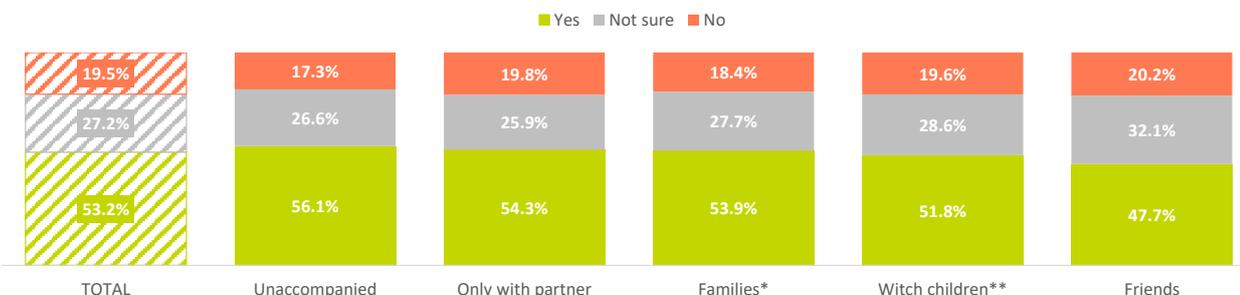
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Yes	22.1%	20.9%	22.1%	21.5%	21.9%	21.8%
No	77.9%	79.1%	77.9%	78.5%	78.1%	78.2%



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

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Yes	53.2%	56.1%	54.3%	53.9%	51.8%	47.7%
- For any purpose	11.3%	12.1%	11.2%	13.4%	12.3%	9.4%
- Improve living conditions	9.2%	11.7%	9.3%	8.5%	8.0%	7.7%
- Improve economic development	4.6%	5.2%	4.7%	4.7%	4.7%	3.2%
- Improve the environment	17.5%	17.5%	18.1%	16.5%	16.2%	17.4%
- Improve the tourist environment	4.4%	3.5%	4.7%	4.5%	4.5%	4.6%
- Other purposes	6.2%	6.1%	6.4%	6.3%	6.1%	5.3%
Not sure	27.2%	26.6%	25.9%	27.7%	28.6%	32.1%
No	19.5%	17.3%	19.8%	18.4%	19.6%	20.2%

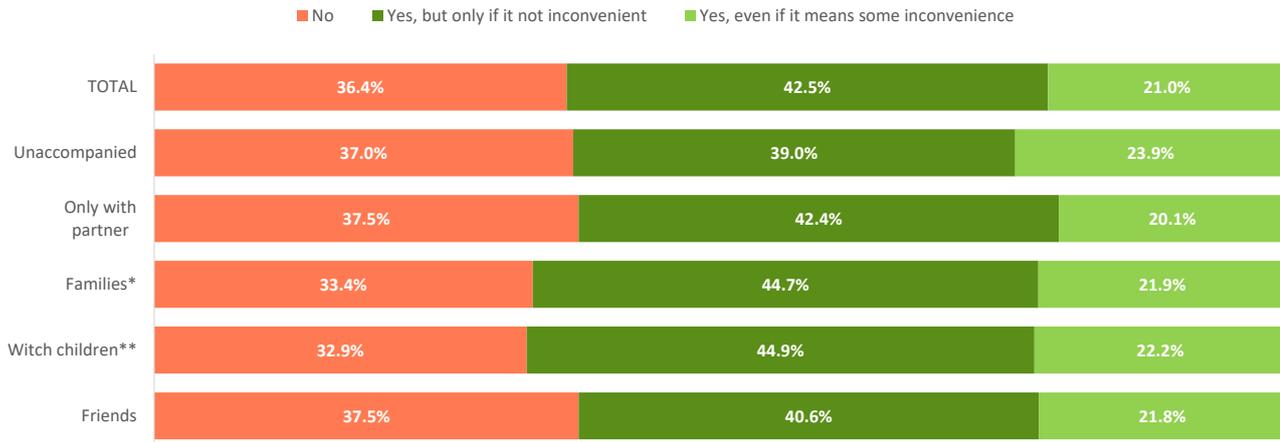


How much would they be willing to pay?

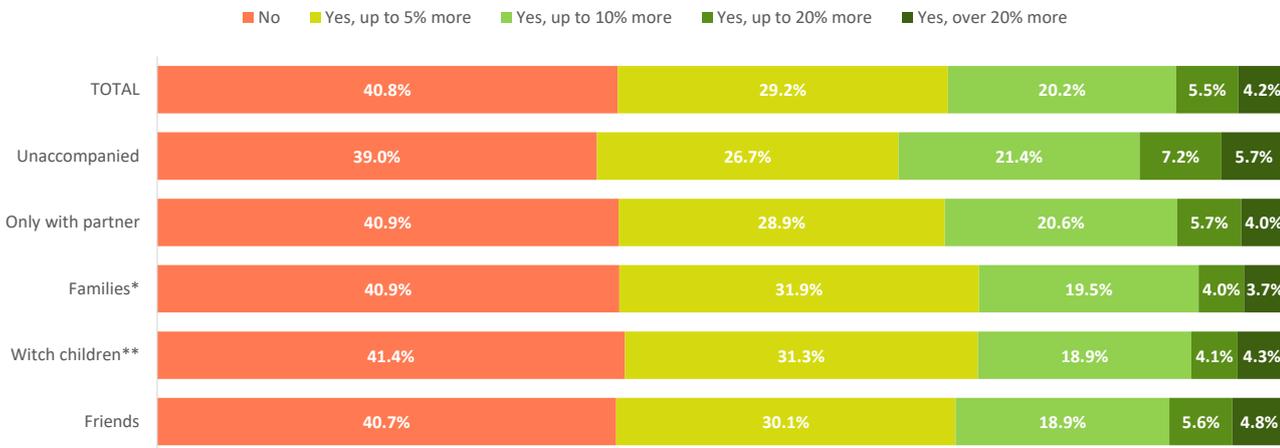
	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Up to 1 euro	37.6%	33.2%	38.1%	39.6%	39.5%	37.4%
Up to 2 euros	32.4%	30.5%	33.2%	32.0%	31.6%	33.2%
Up to 3 euros	19.5%	20.3%	19.3%	18.6%	18.6%	20.0%
More than 3 euros	10.4%	16.0%	9.4%	9.8%	10.3%	9.4%

SUSTAINABLE DESTINATION (DATA = 2023)

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Percepcion of the following sustainability measures during their stay \*

	TOTAL	Unaccompanied	Only with partner	Families*	Witch children**	Friends
Quality of life on the island	8.0	8.1	8.0	8.1	8.1	8.0
Tolerance towards tourism	8.6	8.4	8.6	8.6	8.6	8.5
Cleanliness of the island	8.2	8.0	8.3	8.3	8.3	8.1
Air quality	8.5	8.3	8.5	8.5	8.5	8.4
Rational water consumption	7.6	7.4	7.6	7.6	7.6	7.5
Energy saving	7.1	7.0	7.1	7.1	7.1	6.9
Use of renewable energy	7.0	6.9	7.1	7.0	7.0	6.9
Recycling	7.1	6.8	7.2	7.0	7.1	6.9
Easy to get around by public transport	7.5	7.3	7.6	7.4	7.4	7.4
Overcrowding in tourist areas	6.6	6.4	6.6	6.7	6.7	6.6
Supply of local products	7.2	7.2	7.2	7.1	7.2	7.2

\* Scale 0 - 10 ( 0 = Not important and 10 = Very important)

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.