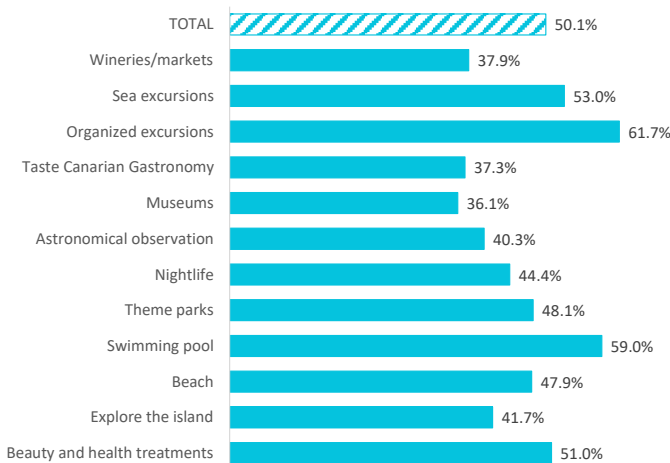


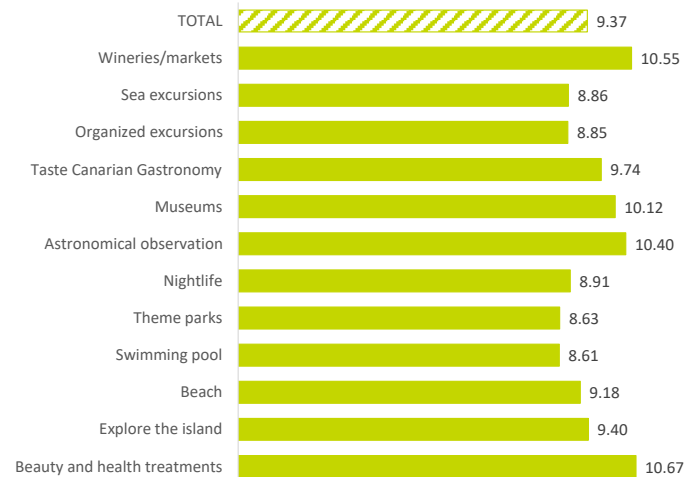
**TOURIST EXPENDITURE**

	TOTAL	Wineries	Sea exc. Org.an.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty	
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>15,484,736</b>	<b>1,731,509</b>	<b>1,851,516</b>	<b>2,505,572</b>	<b>4,222,924</b>	<b>1,678,403</b>	<b>603,790</b>	<b>2,385,099</b>	<b>2,281,508</b>	<b>8,929,756</b>	<b>10,670,838</b>	<b>7,562,317</b>	<b>810,632</b>
<b>% Tourists</b>	<b>100%</b>	<b>11.2%</b>	<b>12.0%</b>	<b>16.2%</b>	<b>27.3%</b>	<b>10.8%</b>	<b>3.9%</b>	<b>15.4%</b>	<b>14.7%</b>	<b>57.7%</b>	<b>68.9%</b>	<b>48.8%</b>	<b>5.2%</b>
- Lanzarote	2,789,181	484,560	193,647	469,333	767,775	550,569	43,455	348,755	232,765	1,671,891	1,847,812	1,376,027	119,034
- Fuerteventura	2,186,254	157,585	215,178	306,865	449,789	112,348	80,651	210,654	140,184	1,180,332	1,747,081	1,002,292	85,344
- Gran Canaria	4,040,620	455,706	415,621	496,767	1,001,042	472,286	143,447	718,659	392,401	2,178,469	2,834,252	1,819,030	220,669
- Tenerife	6,277,692	598,389	1,008,160	1,186,369	1,922,680	501,906	307,205	1,097,974	1,508,197	3,826,658	4,126,272	3,230,686	382,009
- La Palma	155,114	29,876	14,119	38,362	68,257	35,990	25,648	5,861	5,023	64,735	91,764	111,422	2,761
<b>% tourists who book holiday package</b>	<b>50.1%</b>	<b>37.9%</b>	<b>53.0%</b>	<b>61.7%</b>	<b>37.3%</b>	<b>36.1%</b>	<b>40.3%</b>	<b>44.4%</b>	<b>48.1%</b>	<b>59.0%</b>	<b>47.9%</b>	<b>41.7%</b>	<b>51.0%</b>
<b>Expenditure per tourist (€)</b>	<b>1,443</b>	<b>1,468</b>	<b>1,543</b>	<b>1,540</b>	<b>1,412</b>	<b>1,415</b>	<b>1,536</b>	<b>1,319</b>	<b>1,560</b>	<b>1,537</b>	<b>1,429</b>	<b>1,395</b>	<b>1,722</b>
- book holiday package	1,656	1,660	1,724	1,682	1,696	1,662	1,717	1,570	1,777	1,675	1,660	1,612	1,920
- holiday package	1,378	1,332	1,393	1,379	1,326	1,336	1,380	1,197	1,400	1,390	1,372	1,309	1,553
- others	278	328	331	302	371	326	336	373	377	285	289	303	367
- do not book holiday package	1,230	1,352	1,340	1,311	1,243	1,274	1,414	1,120	1,359	1,338	1,216	1,240	1,515
- flight	328	330	346	326	320	333	358	282	369	337	327	323	373
- accommodation	409	393	446	452	371	438	448	337	433	508	401	396	527
- others	493	628	548	533	551	503	607	500	557	492	488	520	615
<b>Average lenght of stay</b>	<b>9.37</b>	<b>10.55</b>	<b>8.86</b>	<b>8.85</b>	<b>9.74</b>	<b>10.12</b>	<b>10.40</b>	<b>8.91</b>	<b>8.63</b>	<b>8.61</b>	<b>9.18</b>	<b>9.40</b>	<b>10.67</b>
<b>Average daily expenditure (€)</b>	<b>176.9</b>	<b>163.6</b>	<b>190.6</b>	<b>190.4</b>	<b>166.7</b>	<b>161.2</b>	<b>171.7</b>	<b>167.4</b>	<b>199.0</b>	<b>194.7</b>	<b>175.8</b>	<b>169.5</b>	<b>195.7</b>
<b>Average daily expenditure without flight (€)</b>	<b>125.7</b>	<b>119.4</b>	<b>136.8</b>	<b>136.9</b>	<b>121.2</b>	<b>116.4</b>	<b>121.7</b>	<b>122.8</b>	<b>143.1</b>	<b>139.3</b>	<b>124.9</b>	<b>121.7</b>	<b>141.5</b>
<b>Average cost of the flight (€)</b>	<b>410.7</b>	<b>386.8</b>	<b>431.1</b>	<b>431.6</b>	<b>377.6</b>	<b>385.7</b>	<b>423.3</b>	<b>343.9</b>	<b>437.3</b>	<b>432.6</b>	<b>407.3</b>	<b>386.0</b>	<b>469.2</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>22,351</b>	<b>2,542</b>	<b>2,858</b>	<b>3,858</b>	<b>5,963</b>	<b>2,374</b>	<b>927</b>	<b>3,147</b>	<b>3,559</b>	<b>13,723</b>	<b>15,243</b>	<b>10,549</b>	<b>1,396</b>
<b>% Turnover</b>	<b>100%</b>	<b>11.4%</b>	<b>12.8%</b>	<b>17.3%</b>	<b>26.7%</b>	<b>10.6%</b>	<b>4.1%</b>	<b>14.1%</b>	<b>15.9%</b>	<b>61.4%</b>	<b>68.2%</b>	<b>47.2%</b>	<b>6.2%</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>15,991</b>	<b>1,873</b>	<b>2,059</b>	<b>2,777</b>	<b>4,369</b>	<b>1,727</b>	<b>672</b>	<b>2,327</b>	<b>2,562</b>	<b>9,860</b>	<b>10,897</b>	<b>7,631</b>	<b>1,015</b>

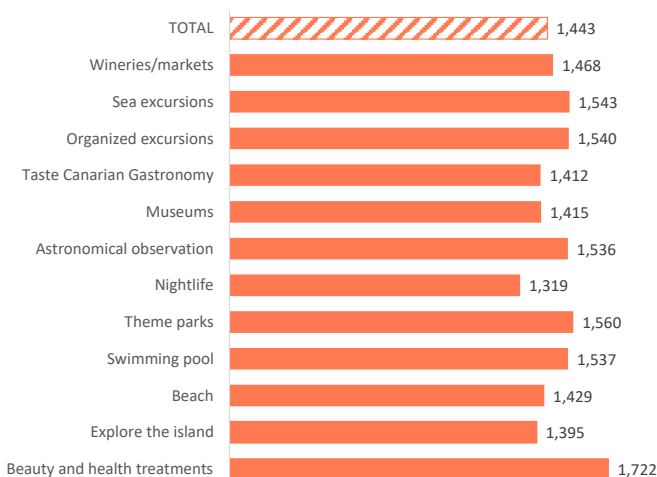
**TOURISTS WHO BOOK HOLIDAY PACKAGE (%)**



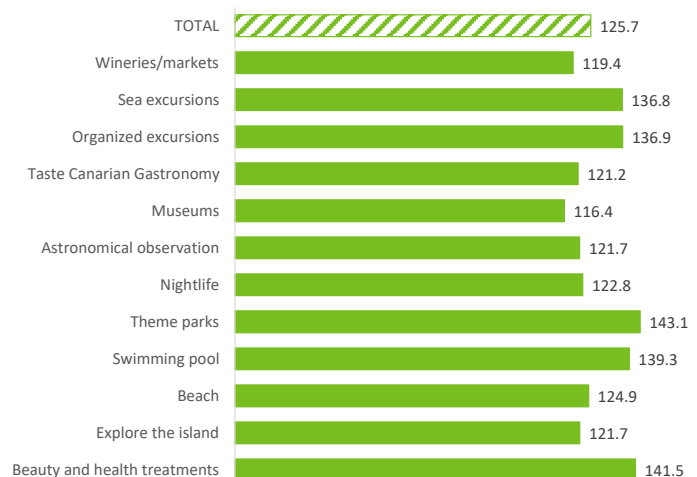
**AVERAGE LENGHT OF STAY**



**EXPENDITURE PER TRIP (€)**



**DAILY EXPENDITURE WITHOUT FLIGHT (€)**



Wineries = Wineries/markets, Sea exc. = Sea excursions, Org.Exc = Organized excursions, Gastronomy = Taste Canarian Gastronomy, Museums, Astron.obs. = Astronomical observation, Nightlife, Theme parks, Pool = Swimming pool, Beach, Explore island, Beauty = Beauty and health treatments



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

	TOTAL	Wineries	Sea exc.	Organ.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
<b>Accommodation:</b>													
- Accommodation	84.5%	80.9%	88.8%	91.6%	80.6%	84.9%	81.2%	81.5%	87.1%	90.1%	85.0%	84.3%	83.5%
- Additional accommodation expenses	6.2%	6.5%	7.2%	7.0%	7.0%	8.7%	10.9%	7.4%	7.3%	6.7%	6.6%	6.9%	8.3%
<b>Transport:</b>													
- National/International Transport	95.7%	95.8%	96.0%	96.0%	96.0%	96.1%	95.0%	95.1%	95.3%	96.1%	96.0%	96.1%	95.5%
- Flights between islands	4.5%	7.6%	7.1%	6.6%	5.8%	8.6%	7.7%	5.1%	5.1%	4.0%	5.3%	6.2%	5.4%
- Taxi	50.9%	38.9%	51.6%	58.7%	42.1%	32.3%	41.6%	55.4%	49.4%	58.9%	48.5%	39.6%	55.0%
- Car rental	31.6%	46.6%	38.6%	29.4%	43.9%	57.9%	46.6%	25.1%	42.0%	27.9%	35.4%	51.5%	29.3%
- Public transport	11.0%	15.4%	10.8%	12.9%	14.2%	15.1%	15.1%	13.8%	11.4%	9.3%	11.9%	13.4%	12.3%
<b>Food and drink:</b>													
- Food purchases at supermarkets	58.0%	66.7%	59.4%	53.7%	68.0%	68.0%	69.8%	64.2%	63.5%	54.7%	61.0%	65.0%	59.7%
- Restaurants	66.6%	76.7%	65.9%	61.1%	82.0%	76.4%	71.9%	76.0%	72.5%	64.1%	67.8%	73.3%	68.5%
<b>Leisure:</b>													
- Organized excursions	23.7%	32.4%	61.3%	68.6%	28.2%	35.5%	39.8%	24.5%	36.8%	25.8%	26.4%	29.1%	27.5%
- Sport activities	6.9%	8.8%	12.1%	8.6%	8.9%	8.1%	9.4%	9.3%	11.4%	7.1%	7.9%	8.3%	10.1%
- Cultural activities	2.8%	6.5%	4.1%	3.4%	4.7%	10.1%	6.4%	4.6%	4.3%	2.5%	3.2%	4.0%	4.1%
- Museums	5.4%	14.1%	5.9%	5.6%	9.2%	36.1%	9.9%	4.2%	6.7%	4.3%	6.1%	9.1%	5.6%
- Theme Parks	11.3%	13.3%	20.1%	18.2%	16.0%	14.2%	15.3%	17.6%	59.9%	14.2%	12.9%	14.0%	14.7%
- Discos and pubs	10.7%	13.7%	11.3%	11.1%	14.6%	8.8%	12.1%	42.2%	15.8%	12.0%	11.3%	10.9%	14.3%
- Wellness	4.5%	5.4%	5.9%	5.1%	5.9%	4.4%	5.4%	6.2%	5.8%	5.6%	4.7%	4.7%	47.5%
<b>Purchases of goods:</b>													
- Souvenirs	41.2%	51.1%	45.6%	46.1%	47.8%	49.2%	47.3%	42.7%	48.1%	42.9%	43.0%	44.8%	47.7%
- Real estate	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.4%
- Other purchases	0.8%	1.3%	1.2%	1.1%	1.2%	1.1%	2.0%	1.2%	0.9%	0.8%	0.9%	1.1%	2.5%
<b>Others:</b>													
- Medical expenses	6.7%	9.1%	7.9%	7.2%	8.7%	9.0%	8.7%	7.7%	8.7%	7.0%	7.1%	7.7%	11.3%
- Other expenses	4.8%	5.7%	5.4%	5.5%	5.3%	5.8%	6.5%	5.7%	6.3%	5.3%	5.1%	5.1%	6.9%

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

	TOTAL	Wineries	Sea exc.	Organ.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
<b>Expenditure per tourist and trip (€)</b>													
<b>Accommodation:</b>	<b>881</b>	<b>833</b>	<b>886</b>	<b>855</b>	<b>787</b>	<b>770</b>	<b>871</b>	<b>810</b>	<b>846</b>	<b>916</b>	<b>846</b>	<b>788</b>	<b>998</b>
- Accommodation	719	665	711	723	648	661	711	616	702	764	695	647	860
- Additional accommodation expenses	162	168	175	131	140	110	160	194	144	153	151	142	138
<b>Transport:</b>	<b>752</b>	<b>718</b>	<b>782</b>	<b>760</b>	<b>709</b>	<b>714</b>	<b>842</b>	<b>657</b>	<b>794</b>	<b>757</b>	<b>739</b>	<b>716</b>	<b>860</b>
- National/International Transport	429	404	449	450	393	401	446	361	459	450	424	402	491
- Flights between islands	81	79	85	76	82	75	119	79	94	79	76	77	117
- Taxi	88	80	93	93	81	84	97	76	92	87	88	87	88
- Car rental	123	124	125	112	123	121	141	116	121	115	122	122	126
- Public transport	30	31	29	30	30	33	39	25	29	26	29	28	38
<b>Food and drink:</b>	<b>324</b>	<b>330</b>	<b>316</b>	<b>290</b>	<b>327</b>	<b>311</b>	<b>354</b>	<b>326</b>	<b>310</b>	<b>318</b>	<b>317</b>	<b>300</b>	<b>359</b>
- Food purchases at supermarkets	115	124	108	96	110	115	143	109	103	105	113	107	126
- Restaurants	209	207	208	194	217	196	211	217	208	212	204	193	233
<b>Leisure:</b>	<b>553</b>	<b>513</b>	<b>573</b>	<b>563</b>	<b>528</b>	<b>486</b>	<b>523</b>	<b>534</b>	<b>554</b>	<b>549</b>	<b>540</b>	<b>513</b>	<b>613</b>
- Organized excursions	95	95	105	106	92	88	105	89	103	99	94	88	103
- Sport activities	104	92	96	99	94	92	98	91	95	94	97	95	114
- Cultural activities	62	60	76	80	57	54	55	62	69	68	61	61	69
- Museums	37	42	34	39	34	35	35	38	39	39	36	36	37
- Theme Parks	76	68	81	73	73	70	89	68	76	77	76	72	82
- Discos and pubs	102	79	103	92	98	81	66	107	96	103	101	89	129
- Wellness	78	76	77	74	80	66	74	79	77	70	74	71	79
<b>Purchases of goods:</b>	<b>21,536</b>	<b>41,642</b>	<b>2,429</b>	<b>12,913</b>	<b>21,213</b>	<b>184</b>	<b>8,930</b>	<b>2,480</b>	<b>11,675</b>	<b>24,961</b>	<b>27,416</b>	<b>45,779</b>	<b>1,813</b>
- Souvenirs	89	83	79	80	83	72	85	89	82	87	84	79	113
- Real estate	21,287	41,352	2,246	12,700	20,931	0	8,792	2,272	11,448	24,751	27,197	45,531	1,519
- Other purchases	160	206	104	133	199	112	53	119	144	123	135	169	181
<b>Others:</b>	<b>123</b>	<b>111</b>	<b>116</b>	<b>129</b>	<b>125</b>	<b>122</b>	<b>161</b>	<b>118</b>	<b>127</b>	<b>125</b>	<b>118</b>	<b>113</b>	<b>172</b>
- Medical expenses	39	32	31	25	38	40	50	33	31	40	35	34	61
- Other expenses	84	79	85	104	87	82	111	85	97	86	83	78	111



TOURIST PROFILE

Who are they?

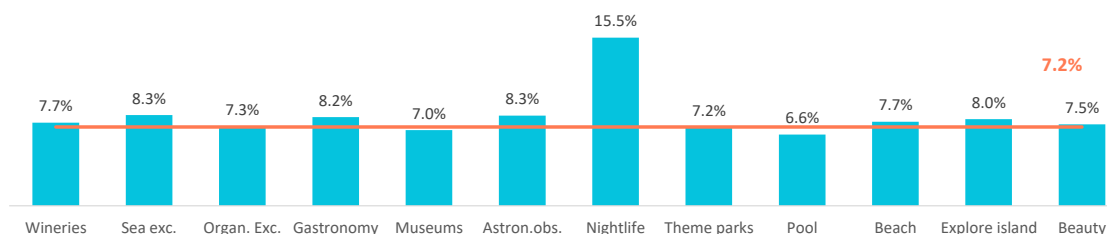
	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
<b>Gender</b>													
Percentage of men	48.4%	48.7%	47.5%	46.4%	49.1%	51.9%	55.0%	53.2%	50.0%	46.8%	48.4%	49.3%	39.3%
Percentage of women	51.6%	51.3%	52.5%	53.6%	50.9%	48.1%	45.0%	46.8%	50.0%	53.2%	51.6%	50.7%	60.7%
<b>Age</b>													
Average age	46.79	44.16	40.92	43.39	44.41	44.41	40.14	39.64	38.73	46.09	44.23	43.45	44.60
Standard deviation	16.8	16.7	15.1	16.5	16.4	16.4	15.2	16.0	13.7	16.4	16.1	16.0	16.3
<b>Age range</b>													
16-24 years old	10.5%	13.0%	16.2%	14.9%	11.4%	12.0%	15.8%	21.6%	17.7%	11.1%	12.1%	12.6%	12.2%
25-30 years old	10.9%	13.8%	14.5%	13.0%	13.9%	13.0%	18.7%	15.9%	13.9%	9.9%	12.5%	13.9%	11.5%
31-45 years old	28.9%	29.3%	34.6%	30.6%	30.6%	31.8%	33.4%	29.1%	41.9%	30.8%	31.8%	32.1%	30.9%
46-60 years old	24.3%	23.0%	21.8%	22.0%	23.2%	22.3%	19.0%	19.6%	18.1%	25.2%	24.1%	22.9%	25.5%
Over 60 years old	25.5%	20.9%	12.9%	19.5%	20.9%	21.0%	13.0%	13.8%	8.3%	23.0%	19.5%	18.5%	19.9%
<b>Occupation</b>													
Salaried worker	55.9%	56.3%	63.6%	60.3%	58.2%	56.2%	57.9%	60.5%	65.0%	57.9%	58.2%	59.0%	56.3%
Self-employed	10.8%	11.6%	10.8%	10.0%	11.3%	12.0%	10.4%	11.5%	12.0%	10.4%	11.6%	11.7%	12.7%
Unemployed	0.9%	1.0%	0.8%	1.2%	0.8%	0.8%	0.9%	1.2%	1.1%	0.7%	1.0%	1.0%	0.6%
Business owner	7.7%	7.8%	8.3%	7.3%	7.2%	7.9%	10.9%	7.2%	7.9%	7.5%	8.2%	8.0%	8.7%
Student	4.2%	5.5%	5.2%	5.0%	4.9%	5.9%	7.9%	7.0%	5.8%	3.8%	4.8%	5.0%	4.6%
Retired	19.2%	16.5%	9.9%	14.8%	16.1%	15.9%	10.7%	11.1%	6.8%	18.2%	14.8%	14.2%	15.6%
Unpaid domestic work	0.5%	0.3%	0.5%	0.6%	0.6%	0.4%	0.2%	0.4%	0.7%	0.6%	0.6%	0.5%	0.6%
Others	0.8%	1.0%	0.8%	0.7%	0.9%	1.0%	1.1%	1.1%	0.7%	0.8%	0.8%	0.7%	0.9%
<b>Annual household income level</b>													
Less than €25,000	12.6%	15.6%	13.8%	15.0%	13.3%	13.9%	14.1%	15.0%	15.2%	11.0%	13.4%	14.1%	11.1%
€25,000 - €49,999	33.9%	35.3%	34.7%	35.9%	35.8%	36.7%	32.9%	35.4%	33.8%	33.0%	34.4%	34.9%	30.0%
€50,000 - €74,999	25.5%	24.2%	24.8%	25.3%	25.3%	23.8%	26.6%	23.8%	24.3%	25.8%	25.4%	25.3%	24.6%
More than €74,999	27.9%	24.9%	26.7%	23.8%	25.6%	25.6%	26.4%	25.8%	26.7%	30.2%	26.7%	25.7%	34.3%
<b>Education level</b>													
No studies	4.0%	2.9%	3.9%	3.8%	2.5%	1.8%	2.3%	5.4%	4.3%	5.0%	3.4%	2.6%	4.6%
Primary education	1.9%	1.6%	1.4%	2.0%	1.5%	1.3%	2.1%	1.6%	1.6%	1.8%	1.8%	1.6%	1.8%
Secondary education	21.0%	17.7%	21.9%	22.9%	18.1%	15.7%	18.0%	20.8%	20.2%	21.6%	20.6%	18.8%	19.8%
Higher education	73.1%	77.8%	72.7%	71.3%	77.9%	81.2%	77.7%	72.1%	73.9%	71.6%	74.2%	77.0%	73.8%

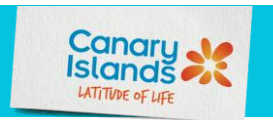
Who do they come with?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Unaccompanied	10.3%	10.0%	5.7%	6.6%	10.0%	9.2%	11.1%	11.8%	4.5%	6.1%	9.8%	9.0%	9.8%
Only with partner	46.8%	46.0%	43.0%	47.3%	47.6%	47.7%	44.7%	44.0%	33.3%	45.7%	44.4%	47.6%	46.4%
Only with children (< 13 years old)	4.3%	3.5%	6.0%	5.0%	3.4%	4.5%	3.9%	2.0%	8.8%	5.4%	5.1%	4.1%	4.6%
Partner + children (< 13 years old)	6.8%	5.9%	9.9%	6.7%	6.5%	7.5%	5.2%	3.6%	16.2%	8.8%	7.6%	7.0%	5.4%
Other relatives	10.4%	11.2%	10.0%	11.2%	9.8%	9.8%	8.6%	10.4%	11.6%	12.0%	10.5%	9.8%	11.0%
Friends	7.2%	7.7%	8.3%	7.3%	8.2%	7.0%	8.3%	15.5%	7.2%	6.6%	7.7%	8.0%	7.5%
Work colleagues	0.5%	0.4%	0.2%	0.4%	0.4%	0.4%	0.7%	0.6%	0.2%	0.2%	0.3%	0.3%	0.1%
Organized trip	0.2%	0.2%	0.3%	0.4%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%
Other combinations <sup>(2)</sup>	13.5%	15.2%	16.7%	15.0%	13.9%	13.8%	17.4%	11.9%	18.2%	15.1%	14.6%	14.1%	15.0%
<i><sup>(2)</sup> Different situations have been isolated</i>													
<b>Tourists with children</b>	<b>17.0%</b>	<b>14.9%</b>	<b>23.0%</b>	<b>18.3%</b>	<b>15.2%</b>	<b>16.7%</b>	<b>13.9%</b>	<b>10.0%</b>	<b>37.2%</b>	<b>22.1%</b>	<b>19.2%</b>	<b>16.5%</b>	<b>17.0%</b>
- Between 0 and 2 years old	1.3%	1.1%	1.2%	1.0%	1.2%	1.2%	0.7%	1.0%	2.2%	1.7%	1.4%	1.3%	1.8%
- Between 3 and 12 years old	14.5%	13.0%	20.8%	16.5%	13.2%	14.8%	12.8%	8.5%	32.7%	18.9%	16.5%	14.2%	14.0%
- Between 0 -2 and 3-12 years old	1.2%	0.8%	1.1%	0.8%	0.8%	0.8%	0.4%	0.5%	2.3%	1.5%	1.3%	1.0%	1.2%
<b>Tourists without children</b>	<b>83.0%</b>	<b>85.1%</b>	<b>77.0%</b>	<b>81.7%</b>	<b>84.8%</b>	<b>83.3%</b>	<b>86.1%</b>	<b>90.0%</b>	<b>62.8%</b>	<b>77.9%</b>	<b>80.8%</b>	<b>83.5%</b>	<b>83.0%</b>
<b>Group composition:</b>													
- 1 person	12.5%	12.4%	7.3%	8.2%	12.3%	11.6%	14.0%	15.2%	5.7%	7.8%	11.9%	11.2%	11.7%
- 2 people	54.9%	54.0%	51.8%	57.0%	55.5%	53.7%	53.9%	54.4%	41.2%	53.5%	52.7%	55.4%	55.7%
- 3 people	11.9%	11.5%	14.1%	12.9%	11.5%	12.4%	12.0%	11.0%	17.4%	13.6%	12.7%	12.3%	11.9%
- 4 or 5 people	16.2%	17.5%	21.2%	17.4%	16.5%	18.3%	17.3%	13.9%	28.0%	19.4%	18.0%	17.1%	16.0%
- 6 or more people	4.5%	4.6%	5.6%	4.5%	4.2%	4.1%	2.8%	5.5%	7.8%	5.7%	4.7%	4.0%	4.7%
<b>Average group size:</b>	<b>2.61</b>	<b>2.64</b>	<b>2.85</b>	<b>2.68</b>	<b>2.59</b>	<b>2.63</b>	<b>2.53</b>	<b>2.58</b>	<b>3.17</b>	<b>2.81</b>	<b>2.67</b>	<b>2.61</b>	<b>2.63</b>

\*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH FRIENDS





TRIP MOTIVATION AND DESTINATION CHOICE

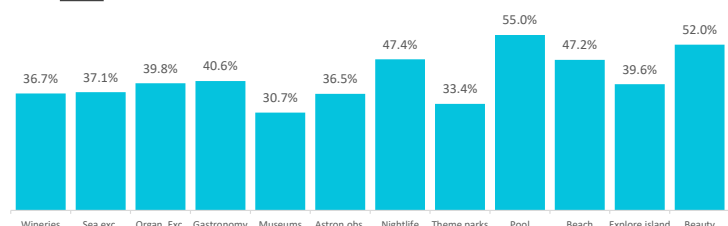
What is the main reason for visiting the Canary Islands?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Holidays	90.4%	87.2%	95.0%	96.1%	87.5%	89.3%	88.5%	88.6%	93.4%	95.8%	91.0%	90.2%	90.6%
Family reasons	6.9%	10.2%	3.9%	2.5%	10.4%	8.4%	7.7%	9.0%	5.3%	3.0%	7.2%	7.8%	7.2%
Business	1.3%	0.9%	0.2%	0.4%	0.9%	1.0%	1.6%	1.0%	0.4%	0.4%	0.6%	0.7%	0.7%
Education and training	0.2%	0.4%	0.2%	0.3%	0.2%	0.4%	0.4%	0.4%	0.2%	0.1%	0.2%	0.2%	0.2%
Sports training	0.5%	0.3%	0.2%	0.2%	0.3%	0.2%	0.6%	0.3%	0.2%	0.3%	0.4%	0.4%	0.4%
Health	0.2%	0.3%	0.1%	0.0%	0.1%	0.2%	0.5%	0.2%	0.0%	0.1%	0.1%	0.1%	0.5%
Conventions and Exhibitions	0.1%	0.3%	0.1%	0.3%	0.2%	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
Others	0.4%	0.3%	0.3%	0.2%	0.4%	0.4%	0.6%	0.5%	0.3%	0.2%	0.3%	0.4%	0.3%

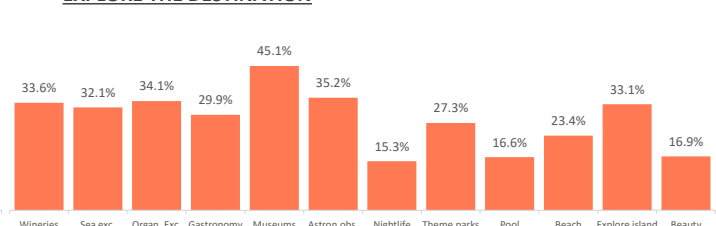
What is the main motivation for their holidays?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Rest	50.6%	36.7%	37.1%	39.8%	40.6%	30.7%	36.5%	47.4%	33.4%	55.0%	47.2%	39.6%	52.0%
Enjoy family time	15.9%	17.2%	16.2%	12.9%	16.4%	14.2%	13.2%	13.2%	24.7%	16.4%	16.7%	14.9%	16.8%
Have fun	9.0%	9.2%	12.4%	11.2%	9.6%	7.1%	11.2%	21.4%	13.2%	9.9%	9.8%	9.1%	10.5%
Explore the destination	21.2%	33.6%	32.1%	34.1%	29.9%	45.1%	35.2%	15.3%	27.3%	16.6%	23.4%	33.1%	16.9%
Practice their hobbies	1.9%	1.8%	1.3%	1.1%	2.0%	1.6%	2.2%	1.2%	0.7%	1.1%	1.8%	1.9%	1.6%
Other reasons	1.4%	1.4%	0.9%	0.9%	1.6%	1.4%	1.6%	1.4%	0.8%	1.0%	1.2%	1.4%	2.3%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Climate	75.6%	73.1%	72.5%	72.3%	72.7%	67.1%	71.1%	76.3%	72.8%	78.3%	76.0%	72.8%	79.4%
Safety	55.7%	52.6%	56.2%	56.1%	53.3%	49.5%	52.1%	57.1%	56.6%	58.8%	55.2%	52.4%	61.7%
Tranquility	49.3%	49.1%	45.9%	47.3%	49.3%	48.1%	50.7%	45.3%	44.8%	49.8%	48.9%	48.6%	57.0%
Sea	45.1%	47.6%	49.9%	45.9%	46.6%	46.6%	52.7%	43.8%	41.8%	43.2%	51.7%	47.2%	47.1%
Accommodation supply	43.5%	37.7%	42.3%	43.5%	38.0%	35.0%	36.0%	44.5%	42.9%	49.4%	41.4%	37.7%	49.5%
Effortless trip	39.2%	35.6%	35.3%	36.7%	37.5%	31.4%	35.9%	39.9%	36.9%	40.5%	38.1%	35.9%	44.1%
Beaches	38.8%	38.8%	41.8%	38.7%	38.2%	36.1%	39.5%	41.2%	37.6%	38.1%	47.0%	39.5%	40.6%
Price	37.9%	36.2%	38.5%	37.0%	34.7%	32.0%	34.4%	43.3%	39.4%	41.1%	37.8%	35.3%	40.2%
European belonging	37.2%	36.8%	34.0%	35.8%	36.3%	34.5%	40.1%	35.5%	35.9%	37.2%	36.9%	36.1%	41.2%
Landscapes	35.3%	46.2%	40.4%	41.6%	42.9%	52.4%	47.2%	31.4%	38.0%	30.7%	38.0%	44.8%	35.3%
Environment	34.5%	42.1%	35.4%	36.8%	39.0%	42.5%	41.4%	35.5%	36.6%	32.9%	35.3%	38.2%	37.2%
Gastronomy	27.0%	30.7%	25.6%	24.7%	33.9%	27.6%	31.2%	30.2%	26.8%	26.8%	26.7%	27.2%	31.7%
Fun possibilities	23.6%	24.9%	30.4%	28.7%	24.6%	21.0%	26.0%	39.2%	36.5%	26.2%	24.8%	23.4%	29.8%
Authenticity	23.3%	30.2%	25.5%	26.7%	28.0%	32.8%	30.8%	24.3%	24.5%	22.3%	24.3%	26.3%	27.4%
Exoticism	11.8%	15.0%	15.1%	14.9%	13.1%	14.8%	18.6%	14.7%	14.5%	11.7%	12.7%	13.5%	15.5%
Hiking trail network	10.8%	15.1%	10.8%	11.1%	13.1%	16.9%	19.2%	8.9%	10.2%	7.8%	11.4%	14.4%	11.4%
Shopping	10.1%	11.6%	10.9%	11.0%	10.1%	8.5%	11.7%	16.2%	11.0%	10.4%	10.2%	9.5%	16.5%
Culture	10.1%	14.2%	11.4%	12.4%	12.6%	19.7%	14.3%	12.2%	11.9%	9.4%	10.4%	11.8%	13.8%
Historical heritage	9.5%	13.6%	10.3%	12.3%	12.1%	19.9%	14.8%	9.3%	10.5%	8.6%	9.7%	11.5%	11.4%
Nightlife	8.3%	9.0%	9.8%	8.6%	8.7%	5.9%	9.2%	25.3%	10.2%	8.5%	8.8%	7.8%	11.6%

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.

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

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Previous visits to the Canary Islands	48.4%	47.0%	37.9%	37.8%	50.6%	41.7%	42.8%	50.5%	43.2%	50.9%	46.6%	44.8%	50.1%
Friends or relatives	29.7%	38.9%	32.8%	29.8%	37.3%	36.5%	39.0%	40.0%	36.8%	28.5%	32.3%	34.6%	31.4%
Internet or social media	51.4%	58.6%	60.7%	57.8%	58.1%	63.8%	59.4%	54.6%	61.1%	54.0%	54.9%	59.4%	52.3%
Mass Media	1.9%	2.9%	2.6%	2.6%	2.3%	2.9%	2.3%	3.1%	3.1%	2.1%	2.0%	2.5%	1.8%
Travel guides and magazines	6.5%	11.6%	9.9%	9.7%	8.4%	14.6%	10.4%	5.4%	7.5%	6.1%	6.8%	8.9%	6.6%
Travel Blogs or Forums	6.3%	10.8%	9.3%	8.7%	9.8%	12.7%	10.1%	6.7%	9.4%	6.3%	7.4%	9.3%	6.3%
Travel TV Channels	0.8%	1.3%	0.9%	1.2%	1.2%	1.4%	1.2%	0.8%	1.0%	0.8%	0.8%	0.9%	0.9%
Tour Operator or Travel Agency	20.2%	17.5%	23.4%	31.0%	16.5%	16.8%	19.0%	16.7%	20.4%	24.1%	19.2%	17.1%	22.4%
Public administrations or similar	0.5%	1.0%	0.7%	0.9%	0.8%	1.2%	1.8%	0.5%	0.6%	0.5%	0.6%	0.7%	0.5%
Others	3.3%	3.3%	3.5%	3.5%	3.3%	4.0%	4.6%	3.7%	3.4%	2.8%	3.1%	3.4%	4.2%

\* Multi-choice question

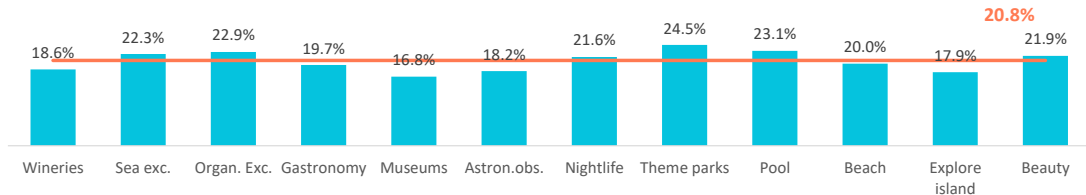


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
The same day	0.9%	0.8%	0.6%	0.5%	0.9%	1.0%	1.6%	0.7%	0.4%	0.6%	0.8%	0.7%	1.4%
Between 1 and 30 days	22.3%	21.0%	20.0%	19.4%	21.7%	21.7%	23.3%	23.4%	17.7%	19.7%	22.6%	22.9%	20.6%
Between 1 and 2 months	23.0%	23.6%	20.9%	21.6%	23.1%	24.6%	22.7%	22.1%	21.6%	22.2%	23.7%	24.7%	22.4%
Between 3 and 6 months	33.0%	35.9%	36.2%	35.7%	34.6%	35.9%	34.3%	32.2%	35.7%	34.3%	32.9%	33.8%	33.8%
More than 6 months	20.8%	18.6%	22.3%	22.9%	19.7%	16.8%	18.2%	21.6%	24.5%	23.1%	20.0%	17.9%	21.9%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



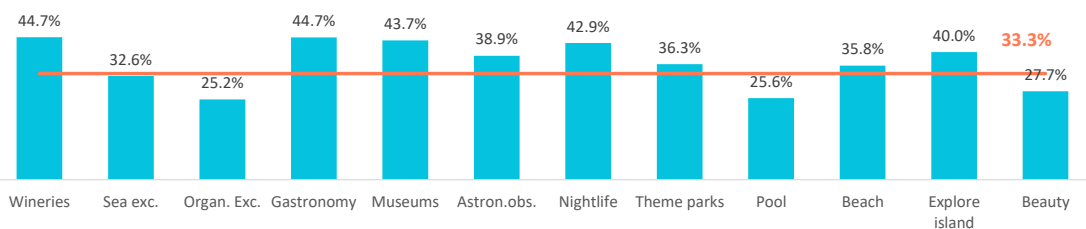
With whom did they book their flight and accommodation?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
<b>Flight</b>													
- Directly with the airline	50.0%	59.1%	46.3%	38.4%	60.1%	60.3%	54.9%	56.5%	50.6%	43.2%	51.5%	56.2%	49.4%
- Tour Operator or Travel Agency	50.0%	40.9%	53.7%	61.6%	39.9%	39.7%	45.1%	43.5%	49.4%	56.8%	48.5%	43.8%	50.6%
<b>Accommodation</b>													
- Directly with the accommodation	37.0%	42.6%	33.9%	29.0%	44.4%	46.1%	40.3%	41.1%	38.6%	33.1%	38.2%	42.5%	37.6%
- Tour Operator or Travel Agency	63.0%	57.4%	66.1%	71.0%	55.6%	53.9%	59.7%	58.9%	61.4%	66.9%	61.8%	57.5%	62.4%

What do they book?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Room only	33.3%	44.7%	32.6%	25.2%	44.7%	43.7%	38.9%	42.9%	36.3%	25.6%	35.8%	40.0%	27.7%
Bed and Breakfast	14.1%	14.0%	13.6%	12.9%	18.2%	16.1%	18.4%	16.8%	14.0%	14.9%	13.3%	14.6%	16.5%
Half board	17.4%	16.1%	17.2%	19.0%	16.6%	18.6%	15.3%	14.0%	17.7%	19.0%	17.0%	17.4%	19.3%
Full board	3.1%	2.2%	3.1%	4.4%	1.9%	2.5%	2.9%	2.1%	2.5%	3.3%	2.8%	2.6%	3.3%
All inclusive	32.1%	23.0%	33.6%	38.6%	18.7%	19.0%	24.4%	24.3%	29.5%	37.2%	31.1%	25.4%	33.2%

% TOURISTS WHO BOOK ROOM ONLY



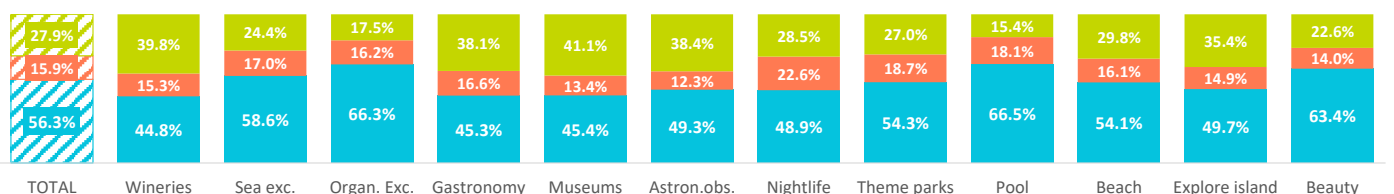
ACCOMMODATION

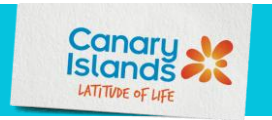
	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
1-2-3* Hotel	10.3%	9.4%	11.5%	11.9%	9.4%	9.8%	10.1%	11.9%	10.3%	10.6%	10.7%	10.2%	8.6%
4* Hotel	37.0%	28.9%	39.5%	46.1%	28.4%	28.4%	31.5%	30.1%	36.5%	44.4%	35.8%	32.6%	39.2%
5* Hotel / 5* Luxury Hotel	9.0%	6.5%	7.6%	8.2%	7.5%	7.2%	7.7%	6.8%	7.5%	11.5%	7.7%	6.9%	15.6%
Aparthotel / Tourist Villa	15.9%	15.3%	17.0%	16.2%	16.6%	13.4%	12.3%	22.6%	18.7%	18.1%	16.1%	14.9%	14.0%
House/room rented in a private dwelling	15.5%	21.8%	16.4%	12.3%	21.1%	26.1%	23.0%	14.6%	17.5%	9.9%	17.4%	21.4%	11.0%
Private accommodation <sup>(1)</sup>	9.3%	13.6%	5.2%	3.0%	13.2%	10.1%	9.9%	11.2%	6.8%	4.1%	9.4%	9.9%	9.4%
Others (Cottage, cruise, camping,...)	3.0%	4.4%	2.8%	2.1%	3.8%	4.9%	5.5%	2.7%	2.8%	1.4%	3.1%	4.1%	2.1%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



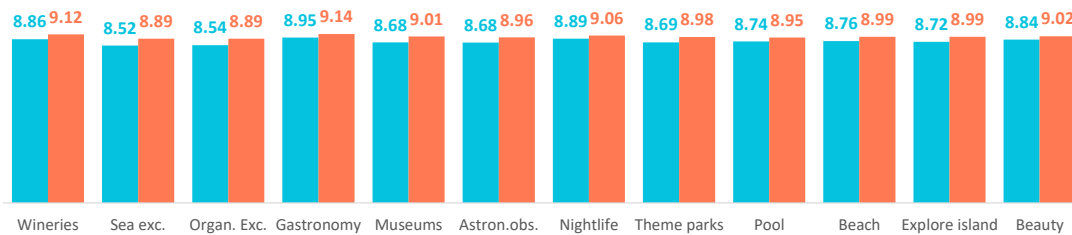


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Average rating	8.74	8.84	8.72	8.71	8.85	8.79	8.72	8.79	8.75	8.75	8.75	8.76	8.80
Experience in the Canary Islands	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Worse or much worse than expected	2.9%	2.4%	3.2%	3.1%	2.4%	2.6%	2.6%	3.0%	3.2%	2.8%	2.9%	2.7%	2.8%
Lived up to expectations	54.8%	49.1%	48.3%	48.9%	51.8%	48.4%	48.6%	51.5%	48.7%	54.8%	52.7%	51.6%	51.5%
Better or much better than expected	42.3%	48.6%	48.5%	48.0%	45.8%	49.0%	48.9%	45.5%	48.1%	42.4%	44.4%	45.7%	45.7%
Future intentions (scale 1-10)	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Return to the Canary Islands	8.77	8.86	8.52	8.54	8.95	8.68	8.68	8.89	8.69	8.74	8.76	8.72	8.84
Recommend visiting the Canary Islands	8.96	9.12	8.89	8.89	9.14	9.01	8.96	9.06	8.98	8.95	8.99	8.99	9.02

RETURN TO THE CANARY



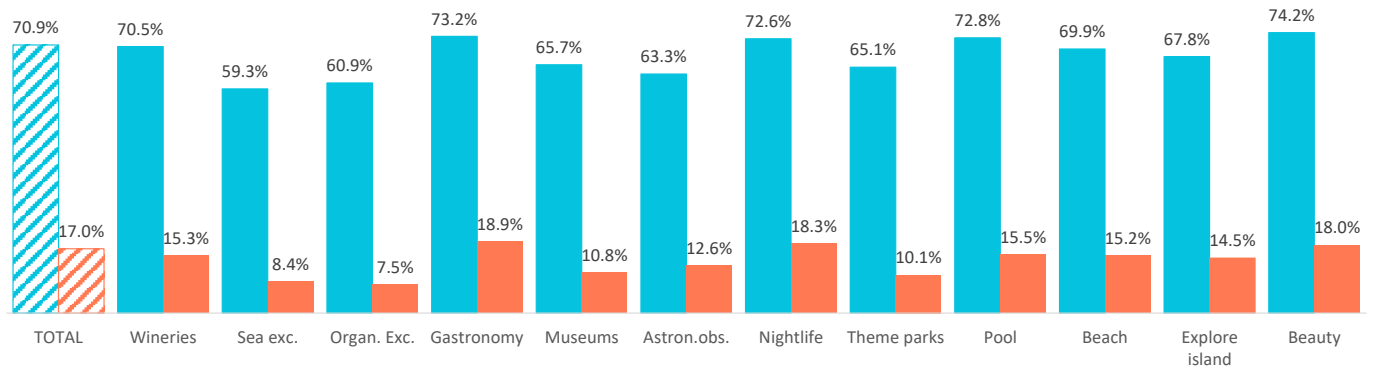
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Repeat tourists	70.9%	70.5%	59.3%	60.9%	73.2%	65.7%	63.3%	72.6%	65.1%	72.8%	69.9%	67.8%	74.2%
At least 10 previous visits	19.9%	17.9%	10.5%	9.3%	21.0%	12.6%	16.7%	20.7%	11.7%	18.8%	17.8%	16.1%	20.7%
Repeat tourists (last 5 years)	63.8%	62.8%	51.8%	52.9%	66.5%	57.1%	58.1%	66.0%	56.6%	64.6%	62.8%	61.0%	67.2%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	15.3%	8.4%	7.5%	18.9%	10.8%	12.6%	18.3%	10.1%	15.5%	15.2%	14.5%	18.0%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
One island	92.9%	89.1%	90.4%	88.2%	91.4%	88.0%	87.7%	92.6%	92.1%	93.9%	92.3%	91.1%	91.3%
Two islands	6.1%	8.9%	8.3%	10.0%	7.4%	10.2%	10.7%	6.3%	7.1%	5.4%	6.8%	7.7%	6.9%
Three or more islands	1.0%	2.0%	1.3%	1.8%	1.2%	1.8%	1.5%	1.0%	0.8%	0.7%	1.0%	1.3%	1.9%

Visited islands during their trip (with overnight staying)

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Lanzarote	18.6%	29.0%	10.8%	19.3%	18.8%	33.8%	7.7%	15.2%	10.6%	19.1%	17.9%	18.9%	15.2%
Fuerteventura	14.6%	9.9%	12.0%	12.8%	11.3%	8.0%	14.4%	9.3%	6.5%	13.6%	17.0%	13.9%	10.9%
Gran Canaria	26.6%	27.3%	22.9%	20.5%	24.5%	29.0%	24.9%	30.6%	18.1%	24.8%	27.2%	24.9%	28.1%
Tenerife	41.4%	36.0%	55.4%	48.3%	46.5%	31.8%	52.6%	47.0%	67.1%	43.3%	39.5%	43.7%	48.0%
La Gomera	0.3%	0.5%	0.7%	0.4%	0.5%	0.5%	1.0%	0.2%	0.2%	0.2%	0.3%	0.6%	0.4%
La Palma	1.4%	2.5%	1.2%	2.2%	2.2%	3.0%	5.9%	0.8%	0.5%	0.9%	1.3%	2.0%	0.8%
El Hierro	0.1%	0.2%	0.1%	0.1%	0.2%	0.3%	0.2%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%
Cruise	0.2%	0.2%	0.2%	0.5%	0.2%	0.3%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%

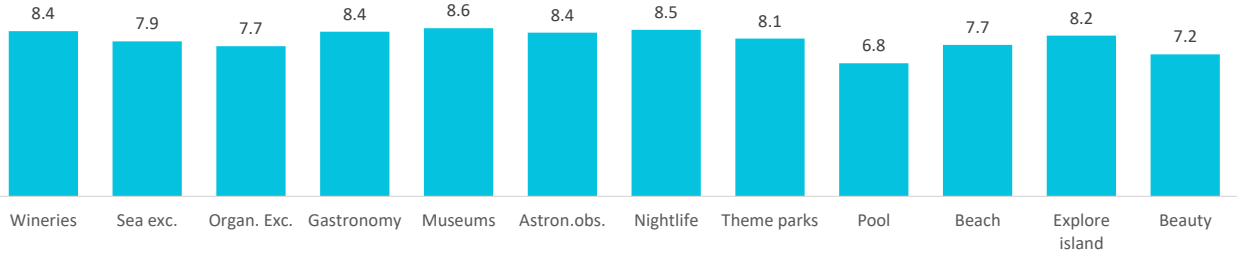
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
0 hours	2.6%	0.6%	0.9%	1.1%	0.6%	0.3%	1.3%	1.1%	0.8%	3.3%	1.6%	0.6%	2.7%
1 - 2 hours	9.6%	4.0%	6.3%	7.7%	4.2%	2.6%	6.3%	5.2%	6.2%	12.2%	8.2%	5.3%	8.7%
3 - 6 hours	32.6%	29.3%	31.9%	33.8%	29.4%	27.8%	26.4%	29.2%	31.2%	36.2%	30.9%	29.6%	34.9%
7 - 12 hours	46.6%	54.0%	51.0%	48.3%	54.1%	58.5%	53.2%	50.3%	51.1%	41.2%	50.0%	54.2%	45.2%
More than 12 hours	8.6%	12.2%	10.0%	9.2%	11.7%	10.8%	12.8%	14.2%	10.8%	6.9%	9.3%	10.2%	8.4%
<b>Outdoor time per day</b>	<b>7.4</b>	<b>8.4</b>	<b>7.9</b>	<b>7.7</b>	<b>8.4</b>	<b>8.6</b>	<b>8.4</b>	<b>8.5</b>	<b>8.1</b>	<b>6.8</b>	<b>7.7</b>	<b>8.2</b>	<b>7.2</b>



7.4  
TOTAL



Activities in the Canary Islands

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Walk, wander	73.6%	89.3%	81.2%	82.7%	87.2%	87.4%	85.6%	86.1%	84.1%	81.6%	80.6%	86.0%	85.8%
Beach	68.9%	81.9%	84.0%	79.4%	79.5%	81.6%	84.3%	79.7%	82.2%	75.4%	100%	81.2%	77.3%
Swimming pool, hotel facilities	57.7%	57.2%	70.0%	70.3%	56.3%	52.1%	54.6%	69.0%	73.6%	100%	63.1%	56.7%	76.9%
Explore the island on their own	48.8%	74.8%	63.7%	55.3%	70.1%	83.5%	74.6%	54.1%	63.5%	48.0%	57.5%	100%	57.2%
Taste Canarian gastronomy	27.3%	57.4%	34.1%	33.3%	100%	50.1%	51.7%	38.7%	39.9%	26.6%	31.4%	39.2%	40.5%
Hiking	18.8%	32.3%	25.0%	22.6%	29.3%	39.4%	41.5%	18.9%	23.2%	16.2%	22.3%	30.9%	21.1%
Organized excursions	16.2%	26.0%	46.4%	100%	19.8%	23.3%	34.0%	20.5%	27.9%	19.7%	18.6%	18.3%	23.8%
Nightlife / concerts / shows	15.4%	24.1%	20.7%	19.5%	21.9%	15.6%	22.8%	100%	26.1%	18.4%	17.8%	17.1%	28.4%
Theme parks	14.7%	20.7%	27.4%	25.4%	21.6%	20.7%	22.1%	25.0%	100%	18.8%	17.6%	19.2%	22.6%
Sea excursions / whale watching	12.0%	16.7%	100%	34.3%	14.9%	16.0%	25.2%	16.1%	22.3%	14.5%	14.6%	15.6%	19.0%
Wineries / markets / popular festivals	11.2%	100%	15.6%	18.0%	23.5%	32.0%	25.5%	17.5%	15.7%	11.1%	13.3%	17.1%	19.6%
Museums / exhibitions	10.8%	31.1%	14.5%	15.6%	19.9%	100%	24.8%	11.0%	15.2%	9.8%	12.8%	18.5%	14.1%
Other Nature Activities	8.4%	18.5%	12.2%	11.4%	16.0%	21.5%	25.5%	10.3%	12.9%	7.0%	10.6%	14.8%	10.7%
Swim	7.4%	10.6%	15.0%	10.6%	10.1%	9.3%	16.1%	13.5%	13.0%	10.1%	9.3%	9.5%	14.3%
Running	6.0%	10.1%	7.6%	6.5%	7.3%	9.1%	13.2%	7.7%	8.0%	7.0%	7.1%	8.1%	10.0%
Beauty and health treatments	5.2%	9.2%	8.3%	7.7%	7.8%	6.8%	10.0%	9.7%	8.0%	7.0%	5.9%	6.1%	100%
Practice other sports	4.3%	6.7%	5.8%	5.5%	6.0%	6.0%	11.0%	7.2%	6.7%	4.7%	5.1%	5.6%	11.0%
Astronomical observation	3.9%	8.9%	8.2%	8.2%	7.4%	8.9%	100%	5.8%	5.8%	3.7%	4.8%	6.0%	7.4%
Surf	2.8%	5.6%	4.2%	3.4%	3.8%	4.8%	8.0%	4.4%	3.1%	2.0%	3.7%	4.0%	4.5%
Cycling / Mountain bike	2.7%	5.0%	3.4%	3.0%	3.5%	4.9%	5.4%	2.9%	2.9%	2.7%	3.0%	3.7%	5.5%
Golf	2.5%	3.9%	4.0%	3.5%	3.2%	3.2%	5.3%	4.2%	4.6%	3.3%	2.6%	2.8%	5.5%
Scuba Diving	2.4%	4.9%	7.1%	4.2%	3.9%	4.8%	8.6%	4.0%	4.1%	2.5%	3.1%	3.5%	4.9%
Windsurf / Kitesurf	0.8%	1.4%	1.3%	0.9%	1.0%	1.4%	2.7%	1.3%	1.4%	0.7%	1.0%	1.1%	1.9%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
United Kingdom	34.6%	25.4%	31.4%	30.2%	30.0%	21.3%	17.2%	44.3%	35.3%	42.6%	30.3%	25.0%	34.3%
Germany	16.4%	16.0%	16.8%	16.0%	19.6%	17.5%	26.8%	9.8%	12.5%	11.4%	18.8%	18.3%	13.6%
Spanish Mainland	11.2%	18.5%	10.0%	11.2%	18.6%	18.8%	14.0%	11.9%	13.8%	9.3%	11.7%	15.1%	8.0%
France	5.2%	7.1%	8.6%	8.5%	2.9%	11.0%	3.2%	3.7%	5.1%	5.2%	5.7%	6.9%	6.5%
Italy	4.5%	5.1%	5.0%	6.5%	4.6%	5.5%	4.7%	4.7%	5.0%	3.1%	5.5%	5.8%	4.4%
Ireland	4.3%	3.6%	3.9%	4.2%	3.8%	2.0%	2.1%	6.9%	4.3%	5.1%	4.2%	3.0%	6.9%
Netherlands	4.2%	2.3%	5.2%	4.8%	3.0%	3.9%	6.3%	3.0%	3.8%	4.6%	3.9%	4.4%	3.8%
Belgium	2.8%	1.8%	3.0%	3.2%	2.2%	2.8%	3.4%	1.4%	2.1%	2.9%	2.4%	2.9%	4.7%
Norway	2.5%	3.3%	1.3%	1.1%	0.7%	1.0%	1.5%	2.6%	2.2%	2.4%	2.4%	1.9%	4.6%
Sweden	2.1%	3.4%	1.2%	1.2%	1.5%	1.1%	1.1%	1.5%	1.2%	2.4%	2.1%	1.6%	1.5%
Poland	1.9%	1.8%	3.3%	3.8%	2.0%	2.2%	1.9%	1.1%	3.1%	1.8%	2.3%	2.6%	0.4%
Denmark	1.6%	1.1%	1.3%	1.1%	1.3%	1.0%	1.5%	1.0%	0.8%	1.7%	1.3%	1.8%	1.9%
Finland	1.1%	1.0%	0.8%	1.0%	1.1%	1.7%	6.6%	1.0%	1.1%	1.3%	1.1%	1.3%	1.9%
Switzerland	1.1%	1.3%	1.2%	0.9%	1.2%	1.3%	1.1%	0.9%	1.0%	0.8%	1.2%	1.3%	2.1%
Czech Republic	1.0%	1.1%	1.3%	1.3%	1.2%	1.5%	0.8%	0.8%	1.6%	0.9%	1.3%	1.4%	0.7%
Austria	0.8%	1.1%	1.3%	0.8%	1.4%	1.0%	1.7%	0.9%	0.8%	0.5%	0.9%	1.1%	0.4%
Others	4.7%	6.2%	4.4%	4.2%	5.0%	6.3%	6.0%	4.6%	6.4%	3.8%	5.0%	5.6%	4.3%

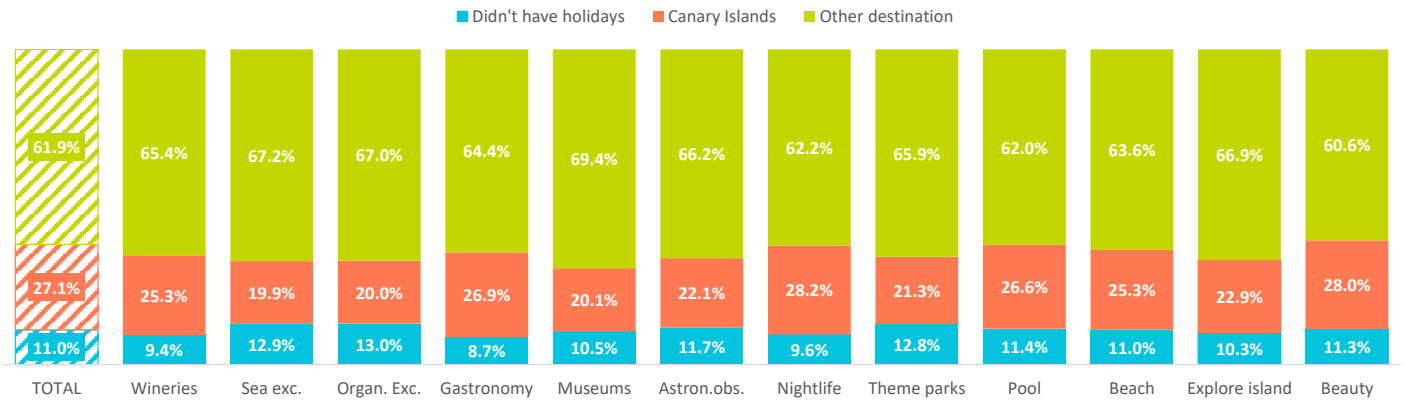


COMPETITORS

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

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Didn't have holidays	11.0%	9.4%	12.9%	13.0%	8.7%	10.5%	11.7%	9.6%	12.8%	11.4%	11.0%	10.3%	11.3%
Canary Islands	27.1%	25.3%	19.9%	20.0%	26.9%	20.1%	22.1%	28.2%	21.3%	26.6%	25.3%	22.9%	28.0%
Other destination	61.9%	65.4%	67.2%	67.0%	64.4%	69.4%	66.2%	62.2%	65.9%	62.0%	63.6%	66.9%	60.6%
Balearic Islands	4.5%	4.0%	4.5%	4.6%	4.4%	3.6%	3.6%	4.2%	4.5%	4.7%	4.5%	4.3%	4.5%
Rest of Spain	11.4%	13.9%	10.9%	11.1%	14.0%	14.4%	11.8%	13.1%	13.8%	11.3%	11.9%	13.0%	10.0%
Italy	7.2%	8.3%	9.1%	8.3%	7.8%	8.6%	9.3%	7.2%	7.9%	6.6%	7.9%	8.2%	7.2%
France	5.1%	6.3%	6.8%	5.9%	4.7%	7.8%	5.3%	3.8%	5.0%	5.1%	5.2%	6.0%	5.7%
Turkey	3.1%	2.9%	3.3%	3.8%	2.5%	2.2%	1.5%	3.3%	3.7%	3.5%	3.2%	2.7%	2.6%
Greece	7.2%	6.6%	7.8%	8.3%	6.5%	7.0%	6.9%	7.3%	7.1%	8.0%	7.4%	7.3%	6.5%
Portugal	4.1%	4.2%	4.3%	3.9%	4.4%	5.0%	5.1%	4.2%	4.1%	4.0%	4.3%	4.5%	3.5%
Croatia	2.0%	2.1%	2.6%	1.7%	2.0%	2.2%	2.3%	1.9%	2.4%	1.9%	2.1%	2.4%	1.8%
Egypt	1.5%	1.3%	1.8%	2.3%	1.5%	1.4%	2.4%	1.6%	1.6%	1.5%	1.6%	1.6%	1.7%
Tunisia	0.4%	0.6%	0.6%	0.5%	0.3%	0.3%	0.7%	0.5%	0.4%	0.4%	0.4%	0.4%	0.7%
Morocco	1.0%	1.2%	1.5%	1.3%	1.0%	1.4%	1.1%	1.3%	1.3%	0.9%	1.1%	1.2%	1.4%
Others	14.3%	13.8%	14.1%	15.3%	15.4%	15.3%	16.4%	13.9%	14.2%	14.0%	13.9%	15.3%	15.1%

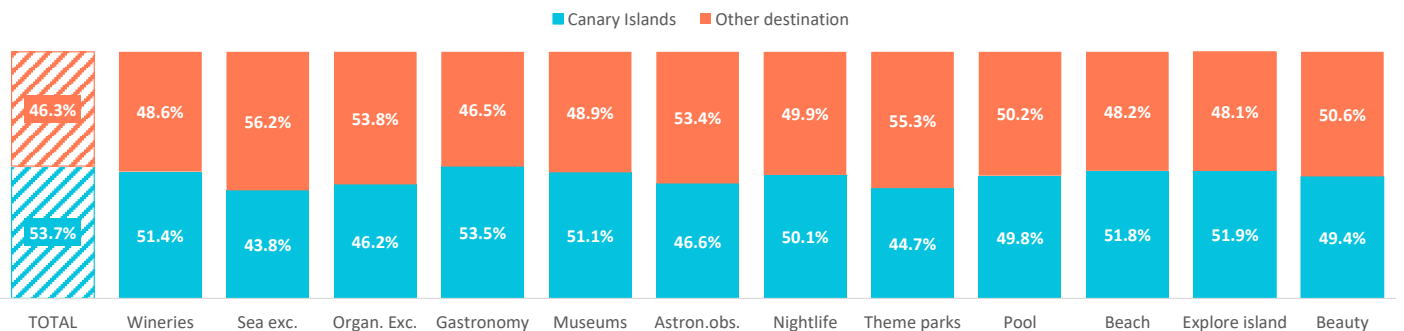
\* Percentage of valid answers



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

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
None (I was clear about "this Canary Island")	28.3%	28.1%	19.3%	20.3%	28.8%	25.6%	23.7%	25.3%	20.4%	24.7%	26.1%	26.6%	25.4%
Canary Islands (other island)	25.4%	23.4%	24.5%	25.9%	24.7%	25.5%	23.0%	24.8%	24.4%	25.1%	25.7%	25.3%	24.0%
Other destination	46.3%	48.6%	56.2%	53.8%	46.5%	48.9%	53.4%	49.9%	55.3%	50.2%	48.2%	48.1%	50.6%
Balearic Islands	6.0%	5.8%	7.0%	6.8%	5.9%	5.4%	5.3%	6.4%	6.8%	6.8%	6.2%	6.0%	6.3%
Rest of Spain	9.0%	10.0%	9.8%	9.5%	9.3%	9.2%	9.4%	10.6%	11.0%	9.6%	9.3%	9.2%	9.4%
Italy	4.7%	5.5%	6.2%	5.8%	5.0%	5.4%	6.7%	4.4%	5.3%	4.9%	4.9%	5.2%	4.8%
France	1.7%	1.9%	2.0%	1.6%	1.8%	2.2%	2.5%	1.8%	1.9%	1.7%	1.8%	1.8%	2.2%
Turkey	3.4%	2.8%	4.4%	4.2%	2.9%	2.7%	3.1%	3.8%	4.4%	4.0%	3.5%	3.0%	3.7%
Greece	8.2%	7.8%	11.3%	10.5%	7.6%	8.2%	8.9%	8.8%	10.0%	9.5%	8.7%	8.4%	8.7%
Portugal	6.2%	7.0%	7.0%	6.5%	6.4%	6.8%	7.7%	6.7%	7.3%	6.5%	6.3%	6.7%	6.8%
Croatia	2.4%	3.0%	3.5%	3.0%	2.7%	3.1%	3.3%	2.8%	3.3%	2.7%	2.6%	2.6%	2.9%
Egypt	2.4%	2.1%	2.9%	3.1%	2.1%	2.6%	2.7%	2.2%	2.8%	2.4%	2.6%	2.6%	2.6%
Others	2.3%	2.7%	2.3%	2.7%	2.7%	3.4%	3.6%	2.3%	2.4%	2.2%	2.4%	2.7%	3.1%

\* Percentage of valid answers





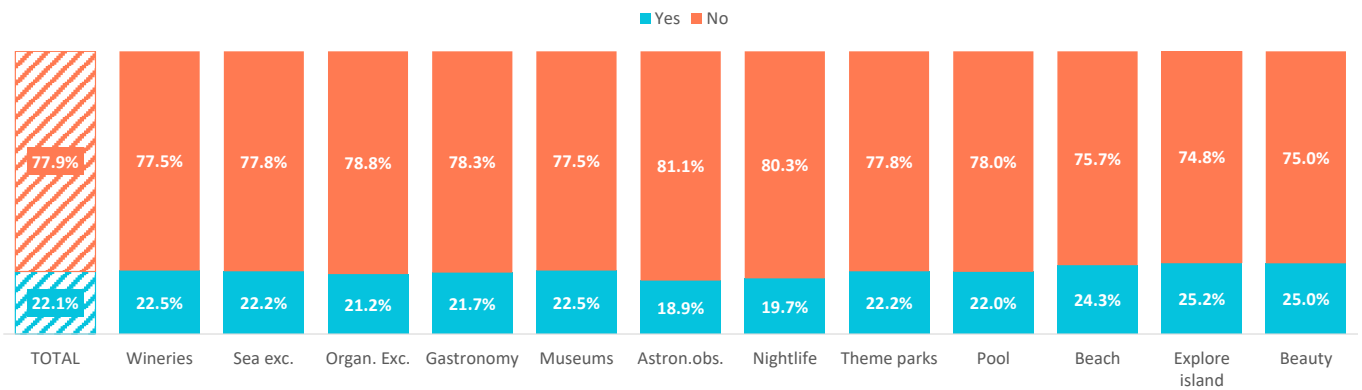
TOURIST TAX (Data available from Q2 2024)

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

	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	heme parks	Pool	Beach xplore island	Beauty	
Yes	45.3%	45.8%	46.2%	48.1%	46.9%	46.0%	49.6%	48.3%	47.8%	47.8%	44.5%	44.9%	46.7%
No	34.4%	33.2%	33.7%	31.9%	31.5%	32.3%	29.0%	32.2%	33.0%	33.5%	34.8%	34.7%	32.6%
Not remember	20.4%	21.0%	20.1%	20.0%	21.6%	21.7%	21.5%	19.5%	19.2%	18.6%	20.7%	20.4%	20.7%

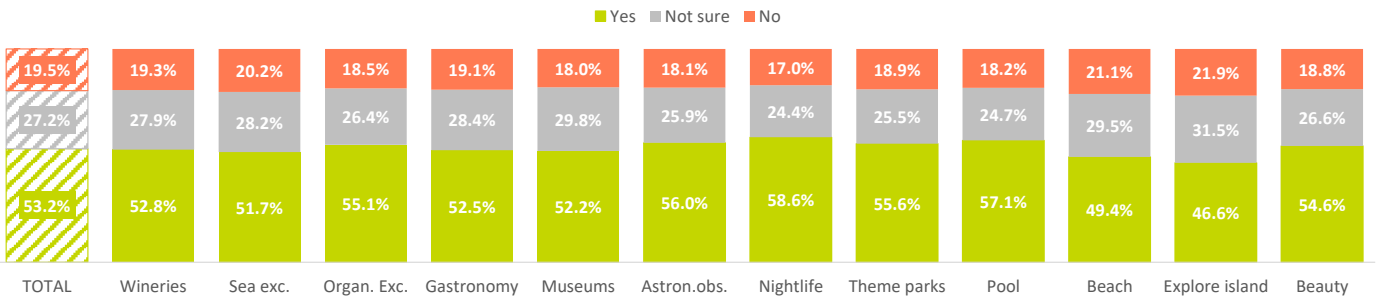
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	heme parks	Pool	Beach xplore island	Beauty	
Yes	22.1%	22.5%	22.2%	21.2%	21.7%	22.5%	18.9%	19.7%	22.2%	22.0%	24.3%	25.2%	25.0%
No	77.9%	77.5%	77.8%	78.8%	78.3%	77.5%	81.1%	80.3%	77.8%	78.0%	75.7%	74.8%	75.0%



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

	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	heme parks	Pool	Beach xplore island	Beauty	
Yes	53.2%	52.8%	51.7%	55.1%	52.5%	52.2%	56.0%	58.6%	55.6%	57.1%	49.4%	46.6%	54.6%
- For any purpose	11.3%	11.3%	11.4%	11.8%	11.2%	11.5%	12.8%	14.1%	12.0%	12.8%	12.4%	10.0%	11.3%
- Improve living conditions	9.2%	8.8%	8.7%	9.1%	9.2%	9.0%	9.6%	9.0%	8.9%	9.5%	8.1%	8.0%	9.7%
- Improve economic development	4.6%	4.5%	5.0%	4.3%	4.2%	4.4%	3.7%	3.8%	4.0%	4.8%	3.7%	4.5%	4.6%
- Improve the environment	17.5%	17.8%	15.7%	20.1%	18.4%	17.5%	20.6%	22.1%	20.7%	20.1%	15.5%	13.7%	16.9%
- Improve the tourist environment	4.4%	4.3%	4.7%	4.3%	3.8%	4.2%	3.6%	3.9%	4.4%	4.4%	5.0%	4.9%	4.2%
- Other purposes	6.2%	6.0%	6.2%	5.5%	5.6%	5.6%	5.7%	5.7%	5.7%	5.5%	4.7%	5.6%	7.8%
Not sure	27.2%	27.9%	28.2%	26.4%	28.4%	29.8%	25.9%	24.4%	25.5%	24.7%	29.5%	31.5%	26.6%
No	19.5%	19.3%	20.2%	18.5%	19.1%	18.0%	18.1%	17.0%	18.9%	18.2%	21.1%	21.9%	18.8%

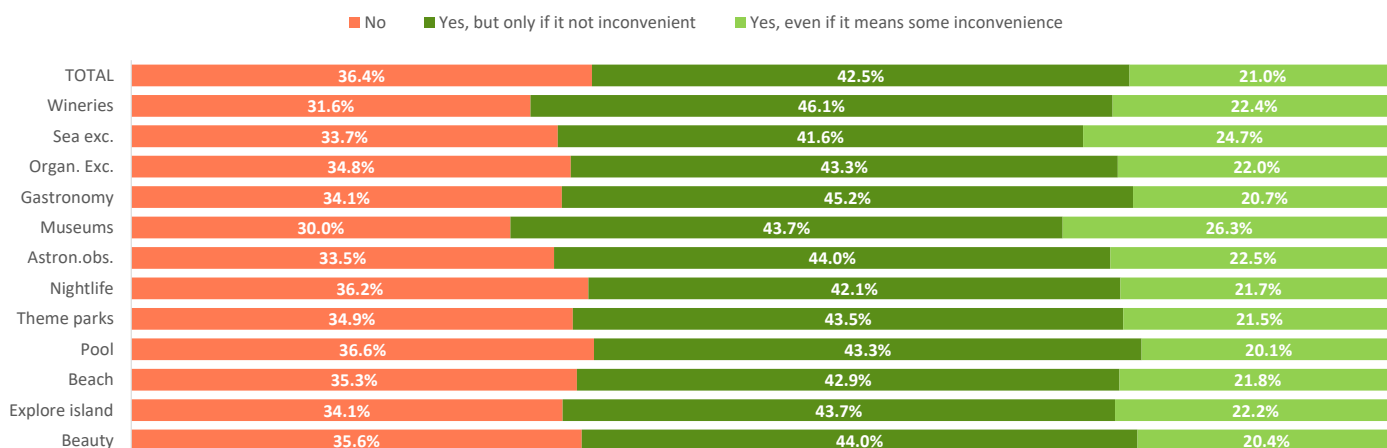


How much would they be willing to pay?

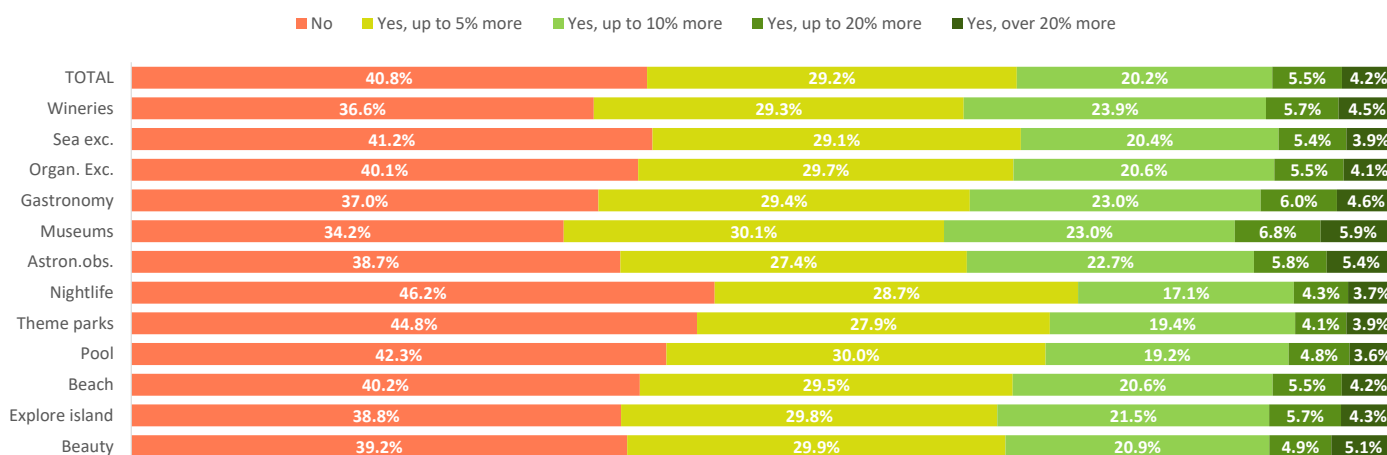
	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	heme parks	Pool	Beach xplore island	Beauty	
Up to 1 euro	37.6%	38.2%	37.1%	38.6%	38.9%	38.3%	35.2%	36.5%	38.3%	35.6%	38.3%	36.3%	36.7%
Up to 2 euros	32.4%	32.6%	33.1%	32.4%	33.0%	31.7%	31.9%	31.9%	33.0%	32.3%	32.9%	32.0%	31.7%
Up to 3 euros	19.5%	19.3%	19.7%	19.1%	19.1%	19.5%	19.9%	19.3%	18.8%	20.6%	18.9%	20.8%	20.4%
More than 3 euros	10.4%	9.9%	10.2%	9.9%	9.0%	10.4%	12.9%	12.4%	9.9%	11.5%	9.8%	10.9%	11.2%

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?



Perception of the following sustainability measures during their stay \*

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Quality of life on the island	8.0	8.2	8.0	8.0	8.2	8.1	8.1	8.2	8.1	8.0	8.1	8.1	8.2
Tolerance towards tourism	8.6	8.6	8.6	8.6	8.6	8.6	8.5	8.5	8.6	8.6	8.6	8.6	8.6
Cleanliness of the island	8.2	8.3	8.2	8.3	8.2	8.3	8.2	8.2	8.2	8.3	8.2	8.2	8.4
Air quality	8.5	8.5	8.4	8.5	8.5	8.6	8.5	8.3	8.4	8.5	8.5	8.5	8.4
Rational water consumption	7.6	7.6	7.5	7.6	7.6	7.6	7.5	7.6	7.6	7.7	7.6	7.5	7.6
Energy saving	7.1	7.1	7.0	7.0	7.0	7.1	6.9	7.1	7.1	7.1	7.0	7.0	7.1
Use of renewable energy	7.0	7.1	7.0	7.0	7.0	7.1	6.9	7.0	7.0	7.1	7.0	7.0	7.2
Recycling	7.1	7.1	7.0	7.1	7.0	6.9	7.0	7.1	7.1	7.2	7.0	6.9	7.2
Easy to get around by public transport	7.5	7.4	7.6	7.7	7.4	7.3	7.3	7.7	7.6	7.6	7.5	7.4	7.6
Overcrowding in tourist areas	6.6	6.6	6.6	6.7	6.5	6.6	6.4	6.7	6.7	6.7	6.6	6.6	6.7
Supply of local products	7.2	7.5	7.2	7.3	7.4	7.4	7.2	7.3	7.3	7.2	7.2	7.3	7.3

\* 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.