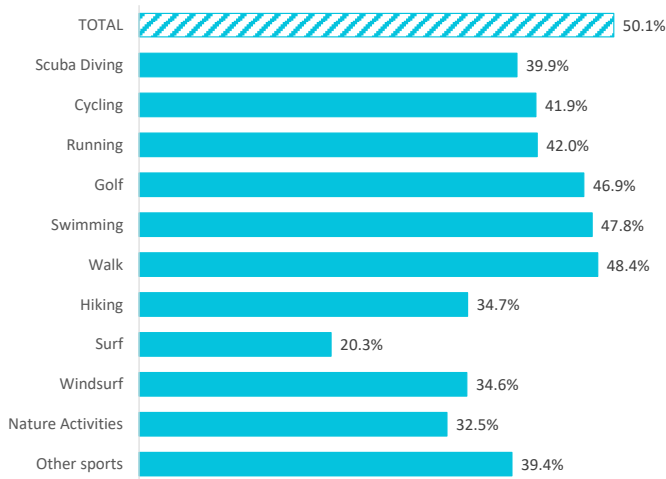


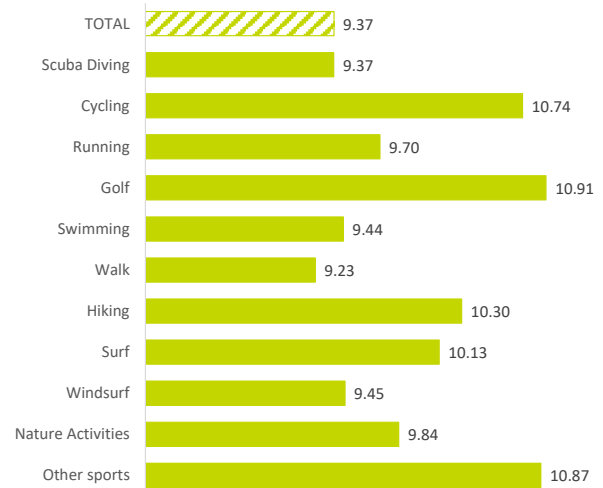
TOURIST EXPENDITURE

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	369,231	423,036	931,264	383,005	1,152,267	11,399,913	2,914,654	427,973	126,852	1,302,955	662,796
% Tourists	100%	2.4%	2.7%	6.0%	2.5%	7.4%	73.6%	18.8%	2.8%	0.8%	8.4%	4.3%
- Lanzarote	2,789,181	75,976	172,989	176,880	48,819	227,797	2,157,002	420,508	63,299	25,114	215,180	92,895
- Fuerteventura	2,186,254	50,298	60,359	120,668	53,093	152,153	1,432,294	348,192	124,160	45,298	173,219	119,651
- Gran Canaria	4,040,620	75,103	83,286	271,694	105,702	283,201	2,742,520	734,402	96,044	18,760	273,901	186,223
- Tenerife	6,277,692	160,021	102,406	351,211	174,357	481,185	4,919,805	1,311,983	141,685	36,956	606,634	258,833
- La Palma	155,114	5,599	3,006	9,584	462	6,191	124,992	86,218	977	147	28,446	3,715
% tourists who book holiday package	50.1%	39.9%	41.9%	42.0%	46.9%	47.8%	48.4%	34.7%	20.3%	34.6%	32.5%	39.4%
Expenditure per tourist (€)	1,443	1,458	1,496	1,424	1,748	1,658	1,421	1,336	1,281	1,424	1,329	1,491
- book holiday package	1,656	1,734	1,796	1,663	2,006	1,677	1,631	1,582	1,775	1,745	1,622	1,716
- holiday package	1,378	1,420	1,495	1,379	1,664	1,343	1,336	1,295	1,458	1,489	1,295	1,418
- others	278	314	301	285	342	335	294	287	317	256	327	298
- do not book holiday package	1,230	1,275	1,280	1,250	1,520	1,641	1,224	1,206	1,155	1,254	1,188	1,345
- flight	328	307	320	339	416	373	319	330	288	318	323	343
- accommodation	409	396	456	415	450	415	407	374	345	403	361	421
- others	493	572	504	495	655	852	498	503	522	532	504	581
Average length of stay	9.37	9.37	10.74	9.70	10.91	9.44	9.23	10.30	10.13	9.45	9.84	10.87
Average daily expenditure (€)	176.9	179.3	170.0	173.5	196.4	193.6	175.3	152.0	147.3	171.4	153.9	167.2
Average daily expenditure without flight (€)	125.7	130.3	121.6	121.9	141.4	141.4	125.5	107.6	106.9	122.3	110.0	120.4
Average cost of the flight (€)	410.7	392.8	418.8	413.2	504.5	428.6	395.5	381.1	337.1	395.4	369.6	409.0
Total turnover (≥ 16 years old) (€m)	22,351	538	633	1,326	670	1,911	16,195	3,895	548	181	1,731	988
% Turnover	100%	2.4%	2.8%	5.9%	3.0%	8.5%	72.5%	17.4%	2.5%	0.8%	7.7%	4.4%
Turnover without flight (≥ 16 years old) (€m)	15,991	393	456	941	476	1,417	11,687	2,785	404	130	1,249	717

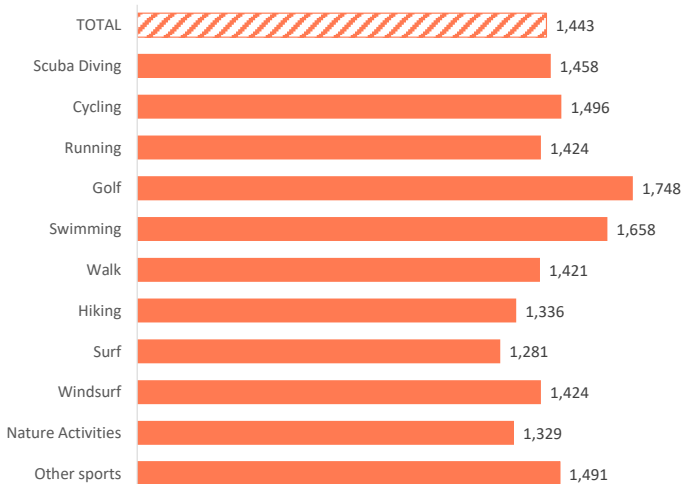
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



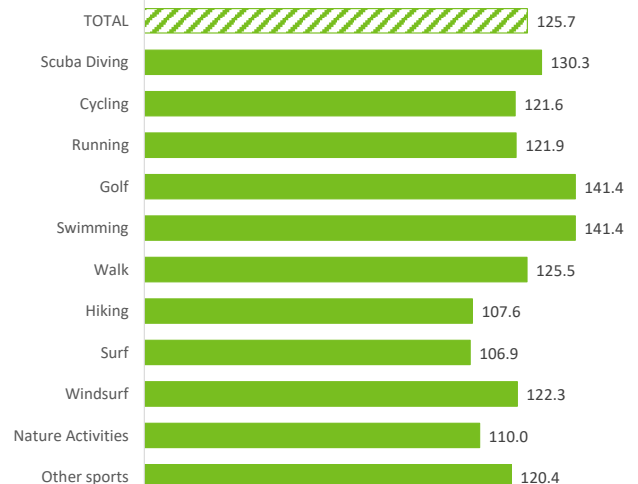
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Accommodation:												
- Accommodation	84.5%	82.5%	83.2%	80.2%	77.4%	83.5%	80.4%	76.9%	84.6%	81.8%	76.0%	80.6%
- Additional accommodation expenses	6.2%	9.8%	7.9%	8.8%	9.3%	7.7%	7.2%	8.3%	6.4%	7.3%	10.3%	8.2%
Transport:												
- National/International Transport	95.7%	94.4%	96.1%	94.4%	93.1%	95.0%	95.7%	93.1%	95.8%	95.8%	92.6%	94.8%
- Flights between islands	4.5%	7.2%	8.3%	5.7%	4.5%	5.5%	8.9%	5.2%	4.9%	7.7%	7.9%	4.3%
- Taxi	50.9%	40.5%	43.2%	44.9%	54.7%	51.8%	29.9%	42.1%	50.6%	32.8%	28.0%	35.2%
- Car rental	31.6%	45.1%	36.3%	38.5%	28.2%	30.6%	60.0%	38.0%	33.2%	54.4%	48.2%	49.7%
- Public transport	11.0%	12.2%	15.0%	12.2%	10.0%	11.3%	12.7%	12.0%	12.3%	15.5%	13.5%	7.9%
Food and drink:												
- Food purchases at supermarkets	58.0%	63.5%	66.2%	66.5%	60.1%	65.7%	70.7%	67.5%	61.0%	70.0%	76.4%	63.7%
- Restaurants	66.6%	68.9%	70.8%	70.5%	68.7%	71.5%	76.7%	69.3%	70.2%	74.9%	71.6%	63.7%
Leisure:												
- Organized excursions	23.7%	36.1%	23.2%	23.1%	24.2%	26.9%	34.5%	24.9%	25.1%	30.6%	25.1%	19.3%
- Sport activities	6.9%	29.4%	24.3%	12.6%	33.0%	12.4%	11.1%	24.4%	7.1%	9.7%	34.5%	31.4%
- Cultural activities	2.8%	5.3%	3.2%	4.1%	4.8%	3.9%	7.0%	4.5%	3.1%	4.5%	3.4%	2.0%
- Museums	5.4%	8.7%	8.6%	7.9%	4.8%	5.3%	11.9%	5.4%	6.1%	10.9%	7.4%	5.7%
- Theme Parks	11.3%	15.4%	11.6%	12.9%	18.3%	17.9%	16.3%	15.3%	12.6%	13.1%	10.6%	11.6%
- Discos and pubs	10.7%	13.9%	11.4%	13.5%	16.1%	17.3%	10.7%	13.4%	12.1%	9.2%	13.5%	10.5%
- Wellness	4.5%	6.6%	4.7%	6.3%	6.9%	6.4%	4.7%	7.8%	5.0%	4.4%	4.4%	3.2%
Purchases of goods:												
- Souvenirs	41.2%	45.3%	40.1%	43.4%	41.0%	45.5%	47.7%	45.0%	43.3%	44.3%	42.1%	41.0%
- Real estate	0.1%	0.2%	0.0%	0.0%	0.2%	0.3%	0.1%	0.1%	0.0%	0.1%	0.1%	0.5%
- Other purchases	0.8%	1.4%	2.0%	1.2%	1.1%	1.6%	0.9%	1.9%	0.9%	1.1%	1.3%	1.0%
Others:												
- Medical expenses	6.7%	8.5%	7.9%	8.8%	8.6%	8.0%	8.6%	9.1%	7.2%	7.6%	8.1%	10.9%
- Other expenses	4.8%	5.6%	7.6%	6.5%	8.1%	5.6%	5.0%	7.2%	4.9%	5.0%	4.9%	4.6%

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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	881	824	855	863	1,085	859	854	761	793	790	740	909
- Additional accommodation expenses	162	147	105	154	182	155	159	155	209	104	134	161
Transport:												
- National/International Transport	752	755	748	764	871	783	724	726	668	719	701	806
- Flights between islands	429	416	436	438	542	451	413	398	364	417	386	439
- Taxi	81	104	77	95	78	98	77	75	60	61	69	102
- Car rental	88	87	76	82	81	80	85	90	73	94	86	93
- Public transport	123	123	128	122	140	124	120	130	132	123	127	130
- Public transport	30	26	32	28	30	31	29	33	38	23	33	42
Food and drink:												
- Food purchases at supermarkets	324	338	336	322	371	348	316	305	323	294	298	346
- Restaurants	115	123	129	119	128	124	110	115	137	118	109	141
- Restaurants	209	216	207	203	243	224	206	189	186	175	189	205
Leisure:												
- Organized excursions	553	569	512	530	674	593	534	471	529	633	469	542
- Sport activities	95	110	88	95	108	105	94	84	93	67	87	105
- Sport activities	104	113	100	98	161	102	92	85	112	174	81	100
- Cultural activities	62	76	61	76	54	68	62	53	50	149	61	50
- Museums	37	33	39	37	38	40	36	33	43	38	34	35
- Theme Parks	76	77	80	67	69	89	75	69	71	86	69	80
- Discos and pubs	102	83	74	92	148	109	100	73	78	59	70	97
- Wellness	78	78	71	66	96	80	75	75	82	60	68	75
Purchases of goods:												
- Souvenirs	21,536	8,902	1,179	662	8,904	60,115	41,633	21,488	8,881	8,888	35,131	9,211
- Souvenirs	89	76	87	82	96	86	85	70	89	92	70	97
- Real estate	21,287	8,750	1,000	500	8,750	59,964	41,378	21,235	8,750	8,750	34,993	8,750
- Other purchases	160	76	93	80	58	65	169	183	43	46	68	364
Others:												
- Medical expenses	123	122	191	145	163	157	119	119	123	153	122	171
- Medical expenses	39	38	43	47	60	42	37	33	54	51	39	28
- Other expenses	84	84	148	98	103	114	81	87	69	102	82	143

TOURIST PROFILE

Who are they?

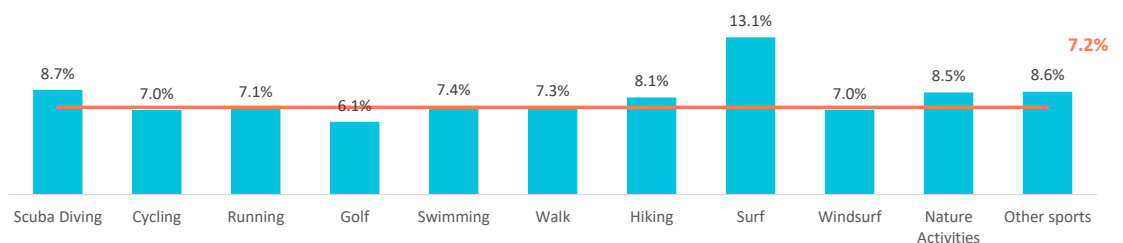
	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Gender												
Percentage of men	48.4%	57.6%	59.8%	57.5%	52.1%	50.3%	47.4%	53.7%	54.8%	56.9%	50.9%	57.2%
Percentage of women	51.6%	42.4%	40.2%	42.5%	47.9%	49.7%	52.6%	46.3%	45.2%	43.1%	49.1%	42.8%
Age												
Average age	46.79	37.62	45.51	40.51	42.85	42.09	46.09	43.07	34.80	39.51	38.65	39.18
Standard deviation	16.8	14.3	15.5	14.3	18.2	16.3	16.7	16.1	12.8	14.3	14.5	15.0
Age range												
16-24 years old	10.5%	20.3%	10.1%	15.4%	23.7%	16.3%	11.0%	11.4%	22.2%	15.7%	17.6%	18.6%
25-30 years old	10.9%	18.8%	9.7%	14.0%	10.9%	13.6%	11.6%	16.9%	25.4%	16.9%	19.9%	17.7%
31-45 years old	28.9%	34.6%	31.7%	36.1%	22.3%	32.5%	29.0%	31.7%	32.4%	33.4%	33.1%	33.7%
46-60 years old	24.3%	17.3%	27.3%	24.2%	21.4%	21.0%	24.3%	21.3%	14.7%	24.2%	19.6%	20.2%
Over 60 years old	25.5%	9.1%	21.2%	10.3%	21.7%	16.7%	24.1%	18.6%	5.2%	9.8%	9.8%	9.8%
Occupation												
Salaried worker	55.9%	58.2%	55.5%	60.1%	50.8%	57.7%	56.2%	58.5%	56.7%	54.6%	62.1%	57.4%
Self-employed	10.8%	13.2%	13.4%	13.9%	13.2%	13.0%	10.9%	11.7%	16.9%	15.7%	12.1%	14.5%
Unemployed	0.9%	1.1%	0.7%	1.0%	0.7%	0.9%	0.9%	1.2%	2.4%	2.8%	1.4%	1.7%
Business owner	7.7%	10.9%	10.6%	9.6%	12.0%	8.1%	7.3%	8.4%	9.6%	10.0%	8.1%	10.9%
Student	4.2%	7.5%	3.8%	6.5%	6.8%	5.3%	4.4%	5.3%	10.5%	7.6%	7.6%	6.5%
Retired	19.2%	7.1%	14.6%	7.5%	16.0%	13.1%	19.0%	13.9%	3.1%	7.0%	7.9%	7.8%
Unpaid domestic work	0.5%	0.0%	0.5%	0.6%	0.1%	0.7%	0.5%	0.3%	0.3%	1.0%	0.1%	0.2%
Others	0.8%	1.8%	0.9%	0.8%	0.3%	1.2%	0.8%	0.8%	0.4%	1.3%	0.6%	1.1%
Annual household income level												
Less than €25,000	12.6%	14.7%	9.5%	10.6%	13.0%	12.8%	13.0%	14.0%	20.1%	14.5%	16.9%	14.7%
€25,000 - €49,999	33.9%	32.5%	28.5%	28.3%	28.6%	31.4%	34.1%	33.9%	32.2%	32.2%	34.6%	30.5%
€50,000 - €74,999	25.5%	26.5%	27.3%	26.0%	22.8%	25.5%	25.3%	26.4%	24.0%	21.3%	24.1%	22.4%
More than €74,999	27.9%	26.4%	34.8%	35.1%	35.5%	30.3%	27.5%	25.7%	23.7%	32.1%	24.4%	32.4%
Education level												
No studies	4.0%	3.2%	3.6%	3.1%	6.5%	6.4%	4.1%	1.3%	2.7%	3.3%	1.2%	2.9%
Primary education	1.9%	1.2%	1.3%	1.2%	1.0%	1.1%	1.6%	1.5%	0.9%	1.3%	1.9%	1.2%
Secondary education	21.0%	15.4%	15.4%	18.2%	18.6%	20.5%	20.3%	18.2%	9.3%	14.6%	14.2%	18.7%
Higher education	73.1%	80.1%	79.6%	77.5%	73.9%	72.1%	73.9%	79.0%	87.1%	80.8%	82.7%	77.3%

Who do they come with?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Unaccompanied	10.3%	10.4%	13.4%	11.2%	7.1%	7.9%	9.3%	11.4%	21.4%	16.6%	11.7%	13.6%
Only with partner	46.8%	41.7%	43.7%	37.9%	44.5%	43.2%	48.2%	49.0%	30.2%	34.6%	46.4%	35.5%
Only with children (< 13 years old)	4.3%	5.4%	3.9%	4.8%	4.2%	5.8%	3.8%	2.8%	3.2%	2.9%	3.6%	4.7%
Partner + children (< 13 years old)	6.8%	6.0%	6.2%	9.0%	6.3%	7.8%	6.8%	5.5%	4.7%	6.9%	6.2%	7.5%
Other relatives	10.4%	9.7%	9.0%	11.8%	13.8%	13.0%	10.5%	8.7%	7.8%	11.2%	8.9%	11.3%
Friends	7.2%	8.7%	7.0%	7.1%	6.1%	7.4%	7.3%	8.1%	13.1%	7.0%	8.5%	8.6%
Work colleagues	0.5%	0.7%	0.3%	0.5%	0.4%	0.3%	0.3%	0.3%	0.7%	1.0%	0.3%	1.3%
Organized trip	0.2%	0.7%	0.3%	0.4%	0.3%	0.1%	0.1%	0.2%	0.9%	1.0%	0.3%	0.5%
Other combinations ⁽²⁾	13.5%	16.7%	16.1%	17.3%	17.5%	14.4%	13.6%	14.0%	18.1%	18.6%	14.1%	17.0%
⁽²⁾ Different situations have been isolated												
Tourists with children												
- Between 0 and 2 years old	1.3%	0.8%	1.0%	1.5%	1.1%	1.5%	1.4%	1.0%	1.0%	0.5%	0.9%	0.8%
- Between 3 and 12 years old	14.5%	17.6%	14.2%	19.1%	15.9%	20.1%	14.1%	11.0%	11.4%	12.5%	12.2%	16.0%
- Between 0 -2 and 3-12 years old	1.2%	1.2%	1.2%	1.6%	0.9%	0.7%	1.1%	0.7%	0.5%	0.8%	0.6%	0.5%
Tourists without children												
Group composition:												
- 1 person	12.5%	12.9%	16.1%	13.8%	9.1%	10.4%	11.3%	13.7%	26.9%	19.3%	14.3%	17.1%
- 2 people	54.9%	48.6%	50.0%	44.4%	50.9%	49.4%	56.0%	56.6%	38.7%	47.3%	55.0%	45.2%
- 3 people	11.9%	14.9%	11.2%	13.9%	11.0%	14.2%	11.9%	10.6%	11.2%	11.6%	12.4%	12.9%
- 4 or 5 people	16.2%	18.3%	17.1%	22.0%	20.4%	20.6%	16.3%	15.1%	18.2%	18.0%	15.7%	20.8%
- 6 or more people	4.5%	5.3%	5.5%	5.9%	8.6%	5.4%	4.5%	3.9%	5.0%	3.8%	2.7%	4.0%
Average group size:	2.61	2.77	2.65	2.86	2.94	2.79	2.62	2.53	2.53	2.51	2.48	2.65

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH FRIENDS





TRIP MOTIVATION AND DESTINATION CHOICE

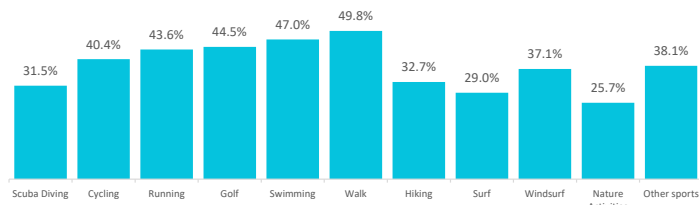
What is the main reason for visiting the Canary Islands?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Holidays	90.4%	87.6%	86.1%	86.7%	89.7%	91.5%	91.2%	89.5%	80.0%	85.2%	86.8%	83.1%
Family reasons	6.9%	8.9%	6.1%	9.2%	7.4%	5.6%	7.0%	8.2%	12.8%	7.6%	10.6%	11.1%
Business	1.3%	0.9%	0.4%	1.3%	0.6%	0.2%	0.8%	0.8%	1.8%	0.5%	0.9%	1.8%
Education and training	0.2%	0.5%	0.8%	0.4%	0.2%	0.3%	0.2%	0.3%	1.0%	1.4%	0.4%	0.5%
Sports training	0.5%	1.2%	5.4%	1.6%	1.2%	1.3%	0.3%	0.6%	3.2%	4.9%	0.7%	2.3%
Health	0.2%	0.0%	0.6%	0.0%	0.0%	0.5%	0.1%	0.1%	0.3%	0.0%	0.2%	0.1%
Conventions and Exhibitions	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%
Others	0.4%	0.8%	0.5%	0.5%	0.7%	0.7%	0.3%	0.5%	1.0%	0.5%	0.3%	1.0%

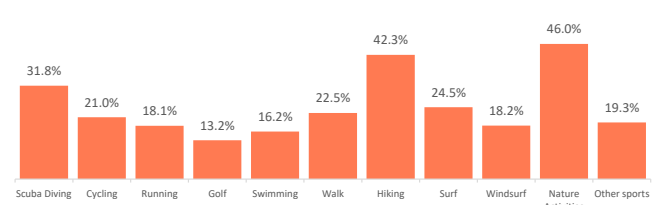
What is the main motivation for their holidays?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Rest	50.6%	31.5%	40.4%	43.6%	44.5%	47.0%	49.8%	32.7%	29.0%	37.1%	25.7%	38.1%
Enjoy family time	15.9%	14.4%	14.1%	20.9%	22.2%	18.4%	15.6%	12.3%	17.0%	13.5%	13.6%	22.2%
Have fun	9.0%	13.2%	8.9%	10.9%	11.7%	15.1%	9.1%	7.7%	12.2%	8.4%	9.1%	11.9%
Explore the destination	21.2%	31.8%	21.0%	18.1%	13.2%	16.2%	22.5%	42.3%	24.5%	18.2%	46.0%	19.3%
Practice their hobbies	1.9%	7.2%	14.3%	4.3%	7.5%	2.0%	1.6%	3.2%	14.1%	21.2%	4.0%	7.3%
Other reasons	1.4%	1.9%	1.2%	2.1%	1.0%	1.4%	1.3%	1.8%	3.2%	1.6%	1.6%	1.3%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Climate	75.6%	70.2%	73.8%	75.1%	74.2%	75.8%	75.8%	70.3%	73.0%	72.2%	67.6%	72.0%
Safety	55.7%	51.5%	50.1%	49.4%	60.5%	58.6%	55.7%	44.9%	46.5%	46.3%	48.9%	51.3%
Tranquility	49.3%	50.5%	46.0%	49.1%	46.5%	49.9%	49.1%	46.7%	44.9%	47.0%	47.6%	47.3%
Sea	45.1%	63.9%	42.1%	45.8%	42.5%	51.2%	44.0%	47.0%	65.1%	63.9%	50.3%	49.3%
Accommodation supply	43.5%	37.7%	38.5%	38.9%	44.3%	44.8%	43.3%	31.0%	30.8%	36.8%	30.8%	40.1%
Effortless trip	39.2%	34.3%	37.0%	34.0%	42.6%	36.8%	38.6%	30.4%	35.3%	38.3%	32.3%	36.1%
Beaches	38.8%	49.3%	33.9%	39.4%	36.0%	45.5%	37.7%	36.7%	55.5%	49.1%	39.4%	40.9%
Price	37.9%	35.3%	36.0%	34.5%	37.5%	41.0%	38.4%	29.4%	33.7%	37.7%	30.1%	32.1%
European belonging	37.2%	34.0%	35.5%	35.3%	35.7%	34.7%	36.6%	34.1%	34.4%	41.3%	34.5%	34.8%
Landscapes	35.3%	46.5%	39.1%	37.4%	27.0%	35.2%	36.7%	54.2%	47.3%	36.8%	58.7%	37.3%
Environment	34.5%	38.4%	36.8%	34.5%	32.8%	37.8%	35.7%	41.2%	43.1%	39.3%	46.0%	34.4%
Gastronomy	27.0%	32.0%	24.8%	23.6%	26.2%	27.5%	26.6%	25.0%	28.0%	25.6%	27.4%	28.5%
Fun possibilities	23.6%	30.7%	23.1%	30.3%	36.4%	34.9%	23.4%	20.6%	31.2%	35.0%	24.3%	33.3%
Authenticity	23.3%	29.1%	25.5%	20.7%	23.3%	24.9%	23.6%	25.9%	32.4%	28.7%	31.9%	25.7%
Exoticism	11.8%	19.4%	12.1%	12.9%	12.1%	15.0%	11.7%	13.9%	15.0%	16.6%	15.8%	13.5%
Hiking trail network	10.8%	18.0%	17.8%	15.6%	10.4%	11.3%	11.3%	29.0%	17.1%	10.9%	22.3%	13.9%
Shopping	10.1%	13.4%	8.5%	8.4%	12.3%	13.0%	9.7%	7.2%	11.0%	10.3%	9.3%	9.2%
Culture	10.1%	13.0%	11.1%	9.6%	12.8%	11.6%	10.3%	11.6%	13.1%	10.0%	14.7%	11.5%
Historical heritage	9.5%	12.3%	9.1%	8.1%	10.7%	9.5%	9.7%	12.0%	11.2%	8.7%	14.6%	10.4%
Nightlife	8.3%	12.4%	7.8%	8.7%	12.0%	11.3%	8.2%	6.4%	10.8%	9.2%	7.1%	10.3%

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	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Previous visits to the Canary Islands	48.4%	38.1%	53.1%	48.2%	52.8%	50.5%	50.1%	41.7%	40.2%	48.5%	37.5%	46.6%
Friends or relatives	29.7%	37.7%	28.9%	34.2%	37.2%	34.3%	31.9%	36.0%	39.4%	34.3%	39.7%	36.8%
Internet or social media	51.4%	60.6%	56.6%	54.7%	49.4%	56.4%	54.4%	62.2%	58.4%	51.5%	63.3%	53.6%
Mass Media	1.9%	3.3%	1.8%	2.3%	2.1%	3.5%	2.0%	2.6%	2.4%	2.5%	2.3%	1.9%
Travel guides and magazines	6.5%	8.1%	6.7%	7.8%	4.7%	8.6%	7.0%	12.3%	6.6%	4.4%	11.7%	6.4%
Travel Blogs or Forums	6.3%	10.9%	7.3%	8.4%	4.8%	7.0%	7.2%	13.1%	9.8%	6.8%	13.4%	7.6%
Travel TV Channels	0.8%	0.9%	1.2%	0.7%	0.9%	1.2%	0.8%	0.9%	0.6%	0.5%	1.0%	0.5%
Tour Operator or Travel Agency	20.2%	14.2%	15.6%	16.5%	19.7%	18.6%	20.1%	14.8%	7.0%	13.0%	13.9%	15.6%
Public administrations or similar	0.5%	1.0%	0.4%	1.1%	0.6%	0.7%	0.6%	0.8%	0.8%	0.2%	1.1%	0.9%
Others	3.3%	5.1%	4.3%	3.6%	3.7%	3.6%	3.1%	3.1%	4.7%	5.0%	4.2%	6.5%

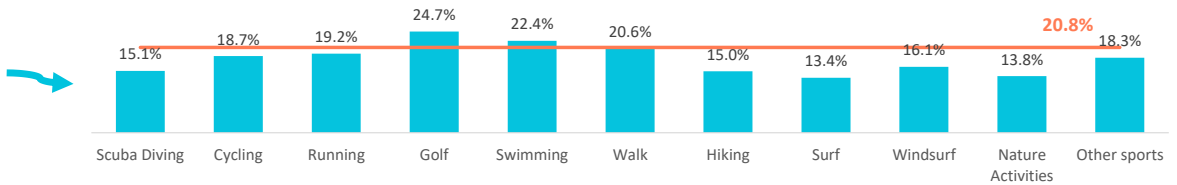
* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
The same day	0.9%	2.8%	1.2%	1.3%	0.9%	0.8%	0.8%	1.2%	2.7%	4.0%	1.2%	1.3%
Between 1 and 30 days	22.3%	26.1%	23.7%	23.1%	17.7%	22.9%	21.8%	24.6%	31.4%	21.0%	24.3%	24.0%
Between 1 and 2 months	23.0%	23.3%	22.7%	23.2%	22.1%	23.5%	23.6%	26.4%	25.2%	24.5%	26.2%	23.2%
Between 3 and 6 months	33.0%	32.8%	33.8%	33.2%	34.7%	30.3%	33.3%	32.8%	27.4%	34.3%	34.6%	33.2%
More than 6 months	20.8%	15.1%	18.7%	19.2%	24.7%	22.4%	20.6%	15.0%	13.4%	16.1%	13.8%	18.3%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



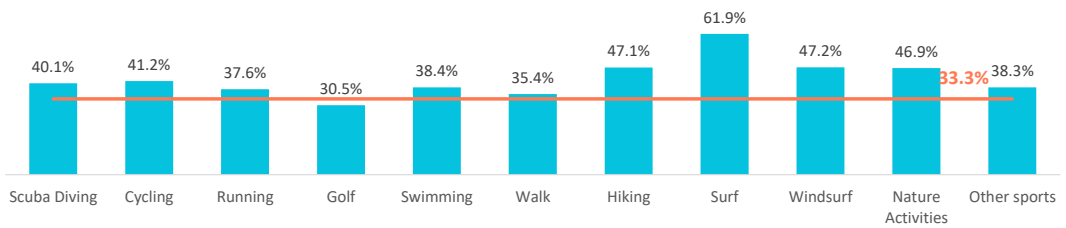
With whom did they book their flight and accommodation?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Flight												
- Directly with the airline	50.0%	59.3%	61.1%	57.6%	53.6%	52.2%	51.7%	60.9%	73.3%	65.4%	63.7%	58.1%
- Tour Operator or Travel Agency	50.0%	40.7%	38.9%	42.4%	46.4%	47.8%	48.3%	39.1%	26.7%	34.6%	36.3%	41.9%
Accommodation												
- Directly with the accommodation	37.0%	43.5%	45.9%	42.3%	37.7%	39.8%	38.3%	45.9%	56.9%	48.8%	48.7%	42.3%
- Tour Operator or Travel Agency	63.0%	56.5%	54.1%	57.7%	62.3%	60.2%	61.7%	54.1%	43.1%	51.2%	51.3%	57.7%

What do they book?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Room only	33.3%	40.1%	41.2%	37.6%	30.5%	38.4%	35.4%	47.1%	61.9%	47.2%	46.9%	38.3%
Bed and Breakfast	14.1%	13.6%	13.1%	15.1%	17.5%	15.0%	14.8%	14.6%	12.2%	10.4%	15.6%	13.1%
Half board	17.4%	14.5%	18.2%	14.9%	18.4%	14.0%	17.4%	16.9%	6.9%	13.6%	15.6%	15.9%
Full board	3.1%	3.1%	3.4%	3.2%	4.0%	3.1%	2.7%	2.2%	3.3%	6.1%	2.8%	3.1%
All inclusive	32.1%	28.7%	24.1%	29.3%	29.6%	29.5%	29.6%	19.1%	15.7%	22.7%	19.2%	29.6%

% TOURISTS WHO BOOK ROOM ONLY

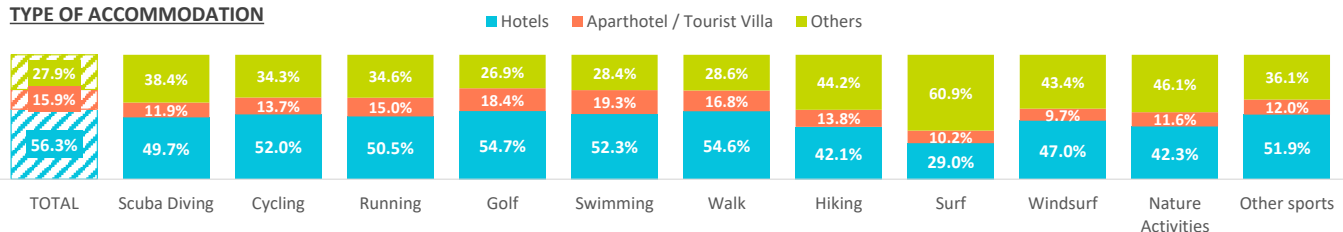


ACCOMMODATION

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
1-2-3* Hotel	10.3%	8.3%	14.7%	10.3%	9.5%	10.1%	10.2%	9.7%	7.5%	13.8%	9.6%	12.6%
4* Hotel	37.0%	32.7%	30.2%	32.6%	30.5%	34.9%	35.9%	26.7%	17.5%	26.3%	26.6%	30.0%
5* Hotel / 5* Luxury Hotel	9.0%	8.7%	7.1%	7.6%	14.8%	7.4%	8.6%	5.7%	3.9%	6.9%	6.2%	9.4%
Aparthotel / Tourist Villa	15.9%	11.9%	13.7%	15.0%	18.4%	19.3%	16.8%	13.8%	10.2%	9.7%	11.6%	12.0%
House/room rented in a private dwelling	15.5%	23.8%	19.9%	18.9%	12.0%	17.7%	16.5%	26.5%	36.8%	24.8%	27.6%	18.7%
Private accommodation ⁽¹⁾	9.3%	9.9%	10.4%	12.1%	13.4%	8.3%	9.2%	11.9%	12.3%	11.1%	13.3%	14.2%
Others (Cottage, cruise, camping,..)	3.0%	4.6%	4.0%	3.5%	1.4%	2.4%	3.0%	5.8%	11.7%	7.5%	5.2%	3.2%

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

TYPE OF ACCOMMODATION





SATISFACTION AND LOYALTY INDICATORS

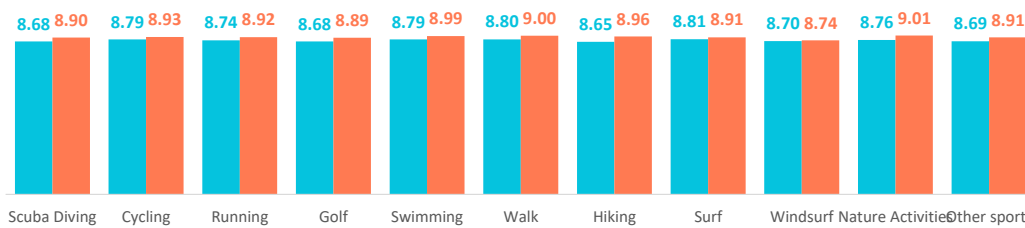
Satisfaction

Satisfaction (scale 0-10)	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Average rating	8.74	8.74	8.72	8.72	8.72	8.80	8.77	8.74	8.75	8.53	8.80	8.74
Experience in the Canary Islands	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Worse or much worse than expected	2.9%	3.1%	2.3%	2.8%	2.7%	2.8%	2.6%	2.4%	3.2%	6.3%	2.5%	3.1%
Lived up to expectations	54.8%	49.2%	56.4%	52.7%	54.5%	50.1%	54.7%	52.3%	48.4%	45.4%	45.5%	50.4%
Better or much better than expected	42.3%	47.7%	41.3%	44.5%	42.8%	47.1%	42.7%	45.3%	48.4%	48.3%	52.0%	46.5%
Future intentions (scale 1-10)	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Return to the Canary Islands	8.77	8.68	8.79	8.74	8.68	8.79	8.80	8.65	8.81	8.70	8.76	8.69
Recommend visiting the Canary Islands	8.96	8.90	8.93	8.92	8.89	8.99	9.00	8.96	8.91	8.74	9.01	8.91

RETURN TO THE CANARY



8.77 TOTAL



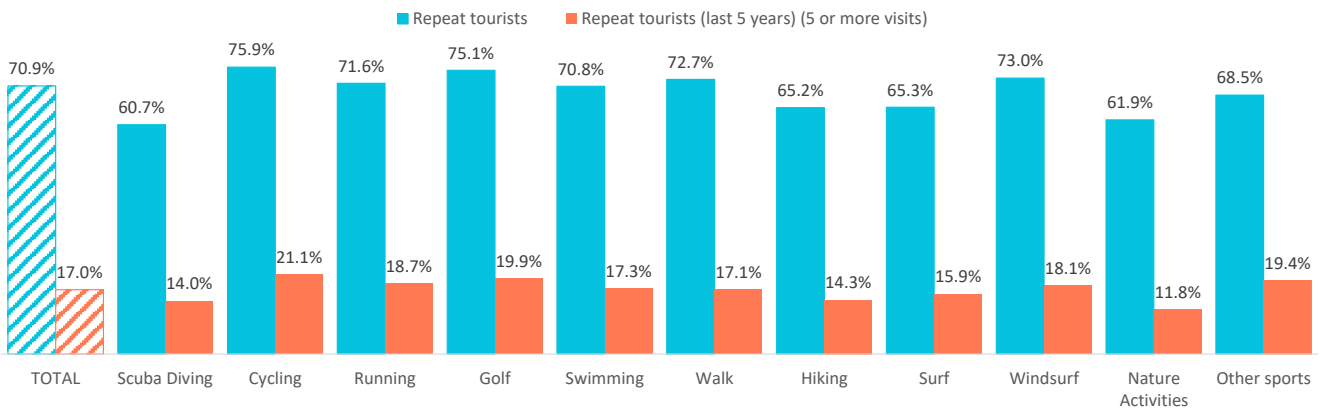
RECOMMEND VISITING THE CANARY ISLANDS



8.96 TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Repeat tourists	70.9%	60.7%	75.9%	71.6%	75.1%	70.8%	72.7%	65.2%	65.3%	73.0%	61.9%	68.5%
At least 10 previous visits	19.9%	14.5%	23.0%	19.3%	23.3%	18.6%	20.1%	14.6%	16.5%	19.9%	12.0%	21.0%
Repeat tourists (last 5 years)	63.8%	55.8%	67.7%	64.1%	67.5%	63.4%	65.3%	59.3%	58.7%	66.1%	55.2%	63.2%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	14.0%	21.1%	18.7%	19.9%	17.3%	17.1%	14.3%	15.9%	18.1%	11.8%	19.4%



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
One island	92.9%	88.5%	90.4%	91.6%	92.9%	91.9%	92.9%	89.6%	89.1%	93.0%	88.5%	91.5%
Two islands	6.1%	9.0%	8.0%	6.9%	6.2%	7.1%	6.2%	8.8%	9.6%	5.1%	9.7%	7.6%
Three or more islands	1.0%	2.5%	1.6%	1.5%	0.9%	1.0%	0.9%	1.6%	1.2%	2.0%	1.8%	0.9%

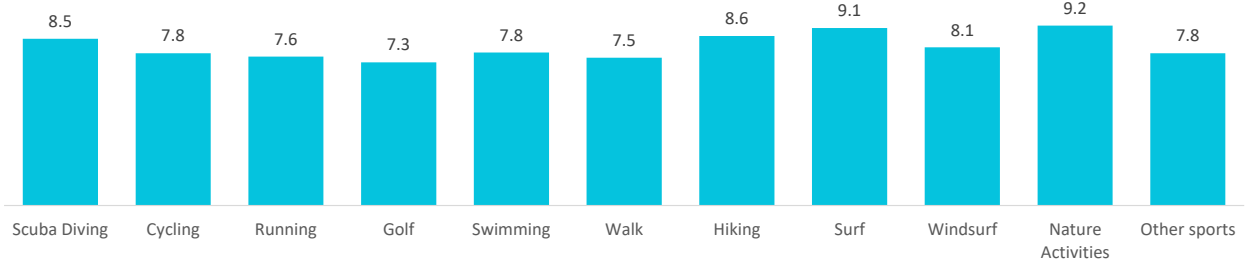
Visited islands during their trip (with overnight staying)

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Lanzarote	18.6%	22.4%	41.7%	19.7%	13.4%	20.6%	19.4%	15.1%	16.5%	20.6%	17.3%	14.7%
Fuerteventura	14.6%	14.6%	15.2%	13.7%	14.1%	13.7%	13.0%	12.9%	30.4%	36.9%	14.3%	18.9%
Gran Canaria	26.6%	21.4%	20.2%	29.6%	28.1%	25.3%	24.6%	26.2%	23.7%	16.3%	22.4%	28.8%
Tenerife	41.4%	45.2%	25.0%	39.1%	46.5%	42.4%	44.0%	46.5%	35.2%	30.4%	48.3%	40.3%
La Gomera	0.3%	1.4%	0.2%	0.4%	0.1%	0.4%	0.4%	1.0%	0.5%	0.6%	0.9%	0.4%
La Palma	1.4%	1.9%	1.0%	1.5%	0.5%	0.9%	1.5%	3.8%	1.2%	0.2%	3.3%	1.7%
El Hierro	0.1%	1.2%	0.5%	0.1%	0.0%	0.2%	0.1%	0.4%	0.1%	0.2%	0.3%	0.2%
Cruise	0.2%	0.1%	0.3%	0.0%	0.0%	0.1%	0.1%	0.2%	0.1%	0.3%	0.3%	0.0%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
0 hours	2.6%	1.3%	1.8%	1.8%	2.2%	1.4%	1.5%	0.4%	1.0%	1.5%	0.4%	3.8%
1 - 2 hours	9.6%	4.9%	5.8%	10.0%	8.0%	6.9%	8.8%	3.6%	3.2%	10.1%	2.4%	8.9%
3 - 6 hours	32.6%	28.6%	33.2%	30.7%	36.1%	32.6%	33.1%	25.9%	22.0%	25.8%	21.7%	28.9%
7 - 12 hours	46.6%	50.4%	50.9%	48.1%	46.2%	48.8%	48.0%	58.3%	59.4%	52.1%	61.3%	46.9%
More than 12 hours	8.6%	14.8%	8.4%	9.4%	7.4%	10.3%	8.7%	11.7%	14.4%	10.5%	14.1%	11.5%
Outdoor time per day	7.4	8.5	7.8	7.6	7.3	7.8	7.5	8.6	9.1	8.1	9.2	7.8



Activities in the Canary Islands

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Walk, wander	73.6%	79.1%	79.5%	89.1%	78.9%	88.1%	100%	90.8%	77.4%	69.7%	89.3%	80.3%
Beach	68.9%	89.6%	76.4%	81.2%	73.4%	86.1%	75.5%	81.6%	92.4%	81.7%	86.5%	81.7%
Swimming pool, hotel facilities	57.7%	61.6%	57.6%	67.4%	76.8%	78.0%	63.9%	49.5%	41.0%	48.1%	48.0%	63.0%
Explore the island on their own	48.8%	70.8%	66.0%	65.5%	55.7%	62.4%	57.1%	80.3%	70.5%	65.1%	86.1%	63.3%
Taste Canarian gastronomy	27.3%	44.3%	34.5%	33.0%	35.2%	37.1%	32.3%	42.5%	37.7%	33.8%	51.8%	38.0%
Hiking	18.8%	41.3%	38.3%	44.1%	21.3%	29.7%	23.2%	100%	39.7%	30.1%	55.4%	32.9%
Organized excursions	16.2%	28.5%	18.0%	17.5%	23.0%	23.0%	18.2%	19.4%	19.7%	18.5%	21.9%	20.7%
Nightlife / concerts / shows	15.4%	26.1%	16.6%	19.7%	26.2%	28.0%	18.0%	15.5%	24.5%	24.1%	18.9%	25.8%
Theme parks	14.7%	25.1%	15.9%	19.6%	27.4%	25.7%	16.8%	18.2%	16.4%	25.0%	22.6%	23.2%
Sea excursions / whale watching	12.0%	35.4%	14.7%	15.1%	19.2%	24.1%	13.2%	15.9%	18.3%	19.1%	17.3%	16.2%
Wineries / markets / popular festivals	11.2%	22.8%	20.6%	18.8%	17.7%	15.9%	13.6%	19.2%	22.6%	18.8%	24.6%	17.5%
Museums / exhibitions	10.8%	22.0%	19.5%	16.4%	14.2%	13.6%	12.9%	22.7%	19.0%	19.0%	27.6%	15.1%
Other Nature Activities	8.4%	22.9%	19.9%	16.3%	12.3%	15.1%	10.2%	24.8%	20.2%	22.7%	100%	20.0%
Swim	7.4%	29.0%	20.5%	19.7%	17.5%	100%	8.9%	11.7%	18.8%	24.3%	13.3%	18.0%
Running	6.0%	16.8%	22.9%	100%	12.9%	15.9%	7.3%	14.1%	16.7%	19.3%	11.6%	20.9%
Beauty and health treatments	5.2%	10.8%	10.5%	8.7%	11.6%	10.1%	6.1%	5.9%	8.5%	12.0%	6.7%	13.5%
Practice other sports	4.3%	13.0%	14.8%	14.8%	13.6%	10.4%	4.7%	7.5%	14.4%	20.1%	10.2%	100%
Astronomical observation	3.9%	14.1%	7.8%	8.6%	8.3%	8.4%	4.5%	8.6%	11.4%	12.8%	11.8%	10.1%
Surf	2.8%	14.2%	10.1%	7.7%	7.1%	7.0%	2.9%	5.8%	100%	38.5%	6.6%	9.3%
Cycling / Mountain bike	2.7%	10.6%	100%	10.4%	9.4%	7.5%	3.0%	5.6%	10.0%	23.5%	6.4%	9.5%
Golf	2.5%	7.3%	8.5%	5.3%	100%	5.8%	2.7%	2.8%	6.4%	14.3%	3.6%	7.9%
Scuba Diving	2.4%	100%	9.3%	6.7%	7.1%	9.3%	2.6%	5.2%	12.2%	18.6%	6.5%	7.2%
Windsurf / Kitesurf	0.8%	6.4%	7.0%	2.6%	4.7%	2.7%	0.8%	1.3%	11.4%	100%	2.2%	3.8%

COUNTRY OF RESIDENCE

Where are they from?

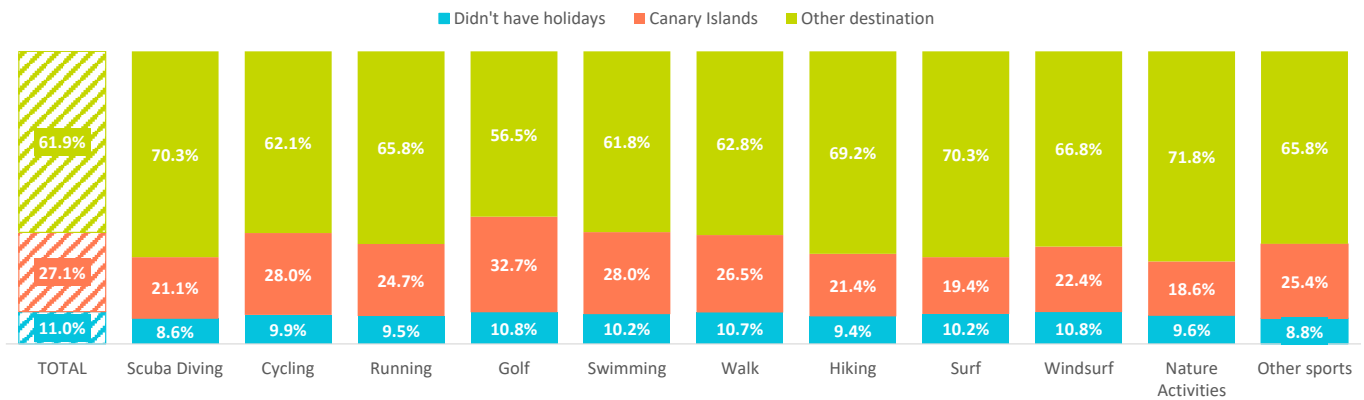
	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
United Kingdom	34.6%	21.4%	32.4%	28.3%	45.4%	46.8%	15.2%	23.3%	37.2%	12.6%	18.6%	23.2%
Germany	16.4%	22.6%	18.7%	6.3%	13.1%	6.6%	24.0%	17.7%	12.8%	19.8%	22.0%	20.8%
Spanish Mainland	11.2%	14.5%	6.7%	10.7%	5.6%	3.2%	16.9%	13.6%	11.7%	13.8%	11.9%	7.5%
France	5.2%	9.6%	6.1%	6.6%	2.9%	2.4%	7.2%	4.9%	5.4%	9.7%	7.5%	8.9%
Italy	4.5%	4.3%	3.9%	5.0%	2.6%	2.9%	8.0%	5.5%	4.5%	4.3%	12.6%	9.4%
Ireland	4.3%	3.1%	8.5%	3.5%	6.9%	6.0%	1.5%	3.7%	4.6%	1.7%	1.9%	2.6%
Netherlands	4.2%	4.2%	2.7%	14.5%	4.0%	8.0%	4.0%	3.3%	4.0%	8.1%	2.8%	4.1%
Belgium	2.8%	3.9%	4.1%	3.0%	2.6%	3.9%	2.2%	3.4%	3.0%	5.8%	3.0%	2.2%
Norway	2.5%	1.6%	1.7%	4.1%	4.0%	2.6%	1.4%	2.6%	2.6%	5.3%	1.7%	2.4%
Sweden	2.1%	0.6%	1.2%	3.3%	1.9%	1.9%	0.9%	2.7%	2.1%	1.3%	1.7%	0.5%
Poland	1.9%	3.8%	2.6%	2.3%	0.4%	3.5%	2.3%	3.2%	2.0%	3.7%	2.8%	2.4%
Denmark	1.6%	1.3%	3.1%	2.5%	1.7%	1.0%	1.1%	3.2%	1.4%	1.5%	0.9%	3.2%
Finland	1.1%	0.5%	1.7%	2.2%	1.2%	3.3%	1.3%	2.0%	1.3%	1.2%	0.2%	0.4%
Switzerland	1.1%	1.3%	1.2%	0.7%	1.2%	0.6%	1.8%	1.3%	0.8%	1.2%	1.6%	2.8%
Czech Republic	1.0%	1.8%	1.2%	1.8%	0.9%	1.9%	2.5%	1.5%	1.1%	3.0%	3.1%	0.9%
Austria	0.8%	1.1%	1.6%	0.3%	0.8%	0.9%	1.7%	1.5%	0.8%	1.5%	3.0%	4.2%
Others	4.7%	4.6%	2.8%	4.8%	4.7%	4.5%	8.0%	6.6%	4.6%	5.6%	4.8%	4.6%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Didn't have holidays	11.0%	8.6%	9.9%	9.5%	10.8%	10.2%	10.7%	9.4%	10.2%	10.8%	9.6%	8.8%
Canary Islands	27.1%	21.1%	28.0%	24.7%	32.7%	28.0%	26.5%	21.4%	19.4%	22.4%	18.6%	25.4%
Other destination	61.9%	70.3%	62.1%	65.8%	56.5%	61.8%	62.8%	69.2%	70.3%	66.8%	71.8%	65.8%
Balearic Islands	4.5%	3.2%	5.3%	4.2%	3.0%	3.7%	4.5%	3.4%	3.7%	2.7%	3.6%	4.1%
Rest of Spain	11.4%	10.5%	11.0%	11.5%	9.3%	10.1%	12.0%	12.5%	9.6%	10.9%	13.4%	12.4%
Italy	7.2%	9.8%	7.6%	7.8%	7.6%	6.3%	7.2%	9.3%	10.3%	6.7%	10.5%	8.3%
France	5.1%	6.5%	6.9%	7.5%	5.4%	5.2%	5.2%	7.4%	6.9%	3.6%	6.3%	5.2%
Turkey	3.1%	3.2%	2.3%	2.0%	3.9%	4.2%	3.0%	2.1%	2.3%	1.5%	2.1%	2.9%
Greece	7.2%	8.6%	7.2%	6.8%	5.6%	7.9%	7.4%	6.3%	5.3%	6.4%	6.8%	6.3%
Portugal	4.1%	3.8%	3.9%	4.4%	3.8%	3.9%	4.2%	5.2%	7.1%	6.2%	4.9%	3.7%
Croatia	2.0%	2.5%	2.2%	2.9%	1.4%	2.3%	2.0%	2.8%	3.0%	2.4%	3.5%	3.1%
Egypt	1.5%	2.8%	1.4%	1.3%	1.4%	1.5%	1.5%	1.4%	1.6%	4.7%	1.9%	1.6%
Tunisia	0.4%	0.7%	0.5%	0.9%	0.5%	0.5%	0.4%	0.4%	0.0%	0.7%	0.2%	0.3%
Morocco	1.0%	1.4%	0.7%	1.1%	0.9%	1.1%	1.0%	1.4%	3.0%	1.3%	1.3%	1.5%
Others	14.3%	17.5%	13.2%	15.5%	13.7%	15.1%	14.6%	17.0%	17.4%	19.7%	17.4%	16.3%

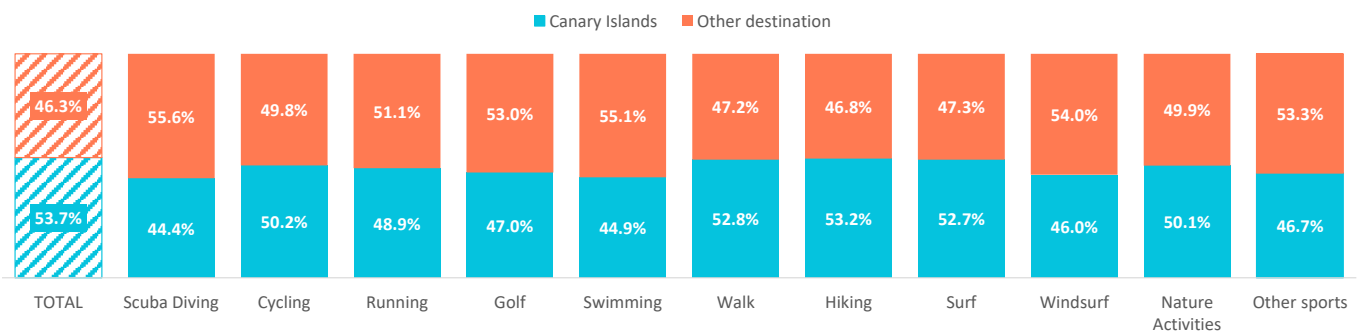
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
None (I was clear about "this Canary Island")	28.3%	22.2%	24.9%	25.8%	26.0%	20.9%	27.7%	28.3%	28.4%	24.9%	24.9%	25.5%
Canary Islands (other island)	25.4%	22.3%	25.3%	23.1%	21.0%	23.9%	25.1%	24.9%	24.4%	21.1%	25.2%	21.3%
Other destination	46.3%	55.6%	49.8%	51.1%	53.0%	55.1%	47.2%	46.8%	47.3%	54.0%	49.9%	53.3%
Balearic Islands	6.0%	6.1%	7.3%	5.4%	5.5%	6.1%	6.0%	4.8%	3.5%	4.4%	5.6%	5.3%
Rest of Spain	9.0%	8.9%	9.9%	9.8%	9.2%	10.9%	9.2%	8.6%	8.3%	8.6%	9.5%	9.8%
Italy	4.7%	6.5%	5.5%	5.5%	5.5%	5.8%	4.9%	5.5%	4.9%	4.9%	5.8%	6.3%
France	1.7%	3.1%	3.3%	2.8%	2.6%	2.1%	1.7%	2.1%	3.0%	4.7%	2.1%	2.3%
Turkey	3.4%	3.5%	3.3%	3.6%	5.6%	4.6%	3.4%	2.6%	2.4%	4.1%	2.8%	3.8%
Greece	8.2%	9.1%	6.4%	8.6%	8.8%	9.7%	8.3%	7.7%	5.7%	6.9%	7.6%	8.6%
Portugal	6.2%	6.8%	6.6%	6.9%	7.7%	6.8%	6.4%	7.0%	9.5%	8.5%	7.5%	6.4%
Croatia	2.4%	3.5%	2.1%	2.9%	2.9%	3.6%	2.5%	2.5%	2.5%	3.0%	2.8%	4.0%
Egypt	2.4%	5.3%	2.5%	2.3%	2.4%	2.8%	2.3%	2.6%	2.7%	3.7%	2.7%	3.2%
Others	2.3%	2.7%	2.8%	3.3%	2.7%	2.7%	2.5%	3.4%	4.7%	5.2%	3.4%	3.6%

* Percentage of valid answers



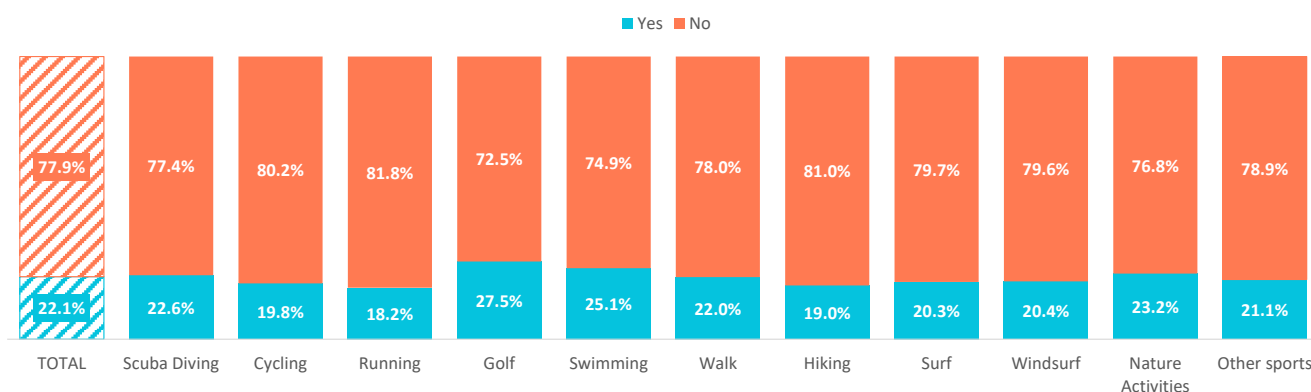
TOURIST TAX (Data available from Q2 2024)

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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Yes	45.3%	45.0%	43.5%	53.3%	38.6%	44.5%	46.5%	50.6%	50.4%	52.4%	48.8%	44.3%
No	34.4%	33.6%	31.4%	28.0%	37.4%	36.1%	33.8%	28.8%	28.3%	23.2%	30.0%	30.4%
Not remember	20.4%	21.4%	25.2%	18.7%	23.9%	19.3%	19.6%	20.6%	21.2%	24.3%	21.3%	25.3%

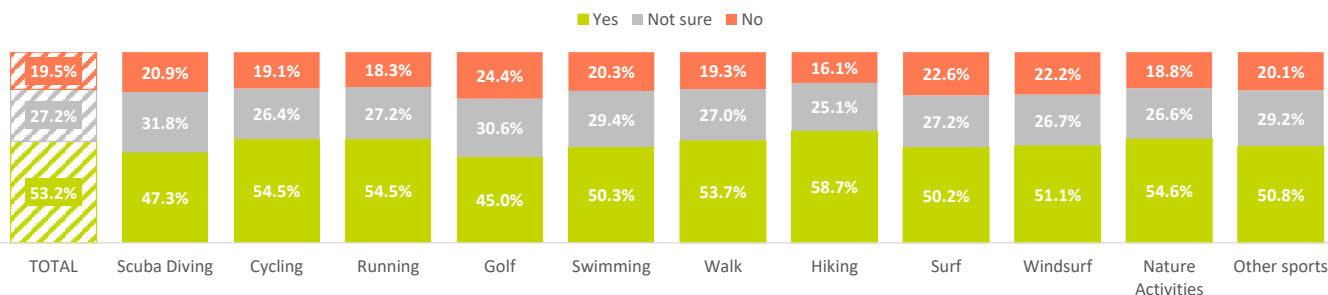
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Yes	22.1%	22.6%	19.8%	18.2%	27.5%	25.1%	22.0%	19.0%	20.3%	20.4%	23.2%	21.1%
No	77.9%	77.4%	80.2%	81.8%	72.5%	74.9%	78.0%	81.0%	79.7%	79.6%	76.8%	78.9%



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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Yes	53.2%	47.3%	54.5%	54.5%	45.0%	50.3%	53.7%	58.7%	50.2%	51.1%	54.6%	50.8%
- For any purpose	11.3%	7.3%	13.3%	14.1%	8.0%	11.6%	11.7%	13.8%	10.2%	8.3%	12.4%	11.8%
- Improve living conditions	9.2%	7.1%	6.8%	9.7%	9.2%	8.0%	8.9%	9.5%	6.3%	10.0%	8.7%	8.8%
- Improve economic development	4.6%	4.8%	2.5%	5.1%	5.7%	4.5%	4.7%	3.7%	3.6%	7.0%	3.9%	3.5%
- Improve the environment	17.5%	19.1%	23.5%	17.0%	13.7%	15.8%	17.7%	22.8%	22.8%	15.9%	21.6%	16.4%
- Improve the tourist environment	4.4%	2.6%	3.4%	3.8%	4.1%	3.9%	4.6%	3.9%	2.0%	2.0%	3.2%	4.7%
- Other purposes	6.2%	6.3%	5.0%	4.7%	4.3%	6.5%	6.1%	4.9%	5.3%	7.9%	4.8%	5.6%
Not sure	27.2%	31.8%	26.4%	27.2%	30.6%	29.4%	27.0%	25.1%	27.2%	26.7%	26.6%	29.2%
No	19.5%	20.9%	19.1%	18.3%	24.4%	20.3%	19.3%	16.1%	22.6%	22.2%	18.8%	20.1%

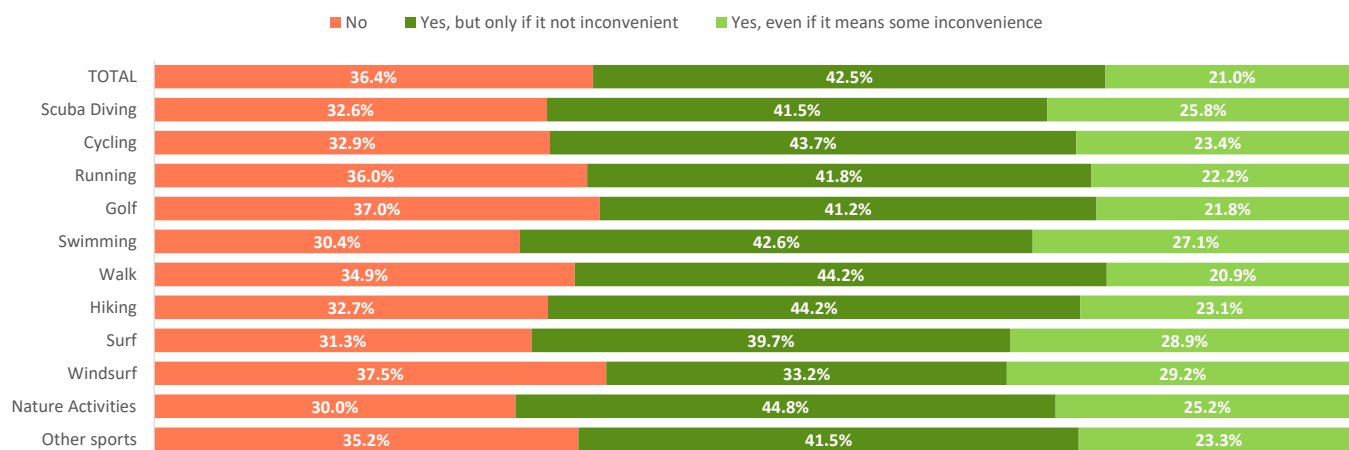


How much would they be willing to pay?

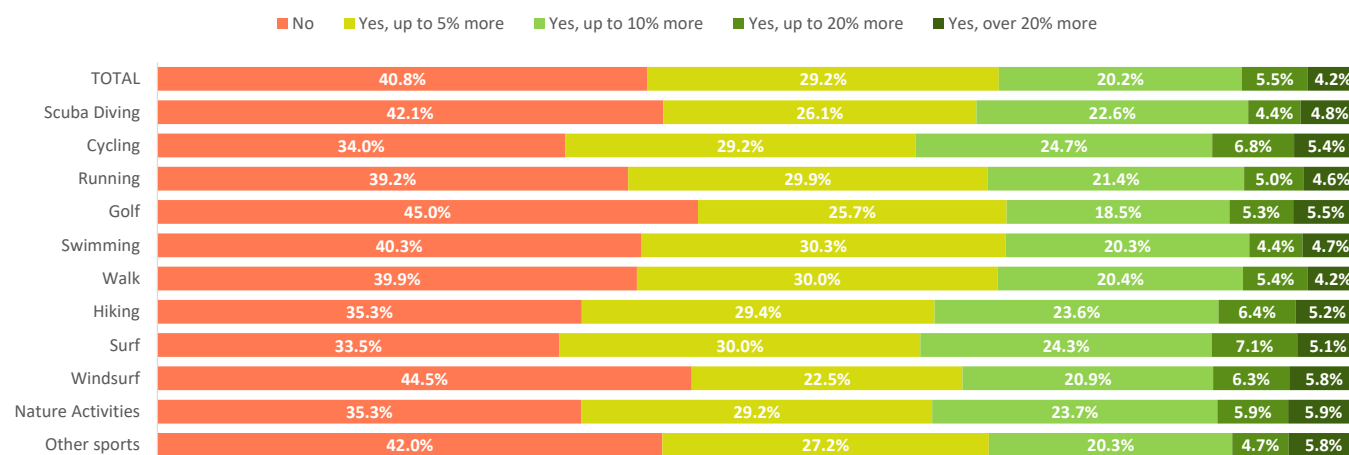
	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Up to 1 euro	37.6%	41.2%	42.1%	37.7%	36.8%	36.8%	37.4%	38.7%	39.5%	41.2%	38.0%	37.2%
Up to 2 euros	32.4%	31.8%	29.8%	30.3%	27.8%	30.9%	32.5%	31.6%	31.1%	28.3%	32.0%	30.2%
Up to 3 euros	19.5%	16.1%	18.3%	19.7%	24.8%	20.4%	19.6%	19.0%	21.8%	22.3%	18.8%	21.3%
More than 3 euros	10.4%	10.9%	9.8%	12.2%	10.7%	11.9%	10.5%	10.7%	7.6%	8.2%	11.2%	11.3%

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	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Quality of life on the island	8.0	8.0	8.0	8.0	8.1	8.2	8.1	8.0	8.0	7.9	8.1	8.0
Tolerance towards tourism	8.6	8.5	8.6	8.4	8.5	8.5	8.6	8.5	8.3	8.4	8.5	8.4
Cleanliness of the island	8.2	8.0	8.1	8.1	8.2	8.3	8.3	8.1	8.0	8.2	8.1	7.9
Air quality	8.5	8.5	8.4	8.3	8.3	8.4	8.5	8.4	8.4	8.4	8.5	8.3
Rational water consumption	7.6	7.5	7.5	7.5	7.5	7.7	7.6	7.4	7.2	7.2	7.5	7.2
Energy saving	7.1	6.9	6.9	6.9	7.2	7.2	7.1	6.9	6.8	6.7	6.9	6.8
Use of renewable energy	7.0	6.9	7.1	6.9	7.1	7.1	7.1	6.9	6.7	6.4	7.0	6.8
Recycling	7.1	6.8	6.9	6.9	7.1	7.2	7.1	6.7	6.5	6.5	6.8	6.8
Easy to get around by public transport	7.5	7.3	7.4	7.3	7.5	7.7	7.6	7.2	6.7	6.6	7.1	7.1
Overcrowding in tourist areas	6.6	6.7	6.3	6.6	6.6	6.8	6.6	6.4	6.2	6.3	6.4	6.5
Supply of local products	7.2	7.2	7.0	7.1	7.1	7.3	7.2	7.2	7.0	6.7	7.3	7.0

* 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.