

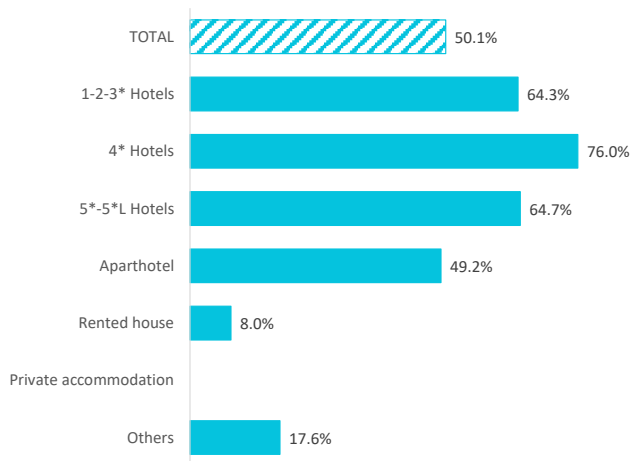
PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2024



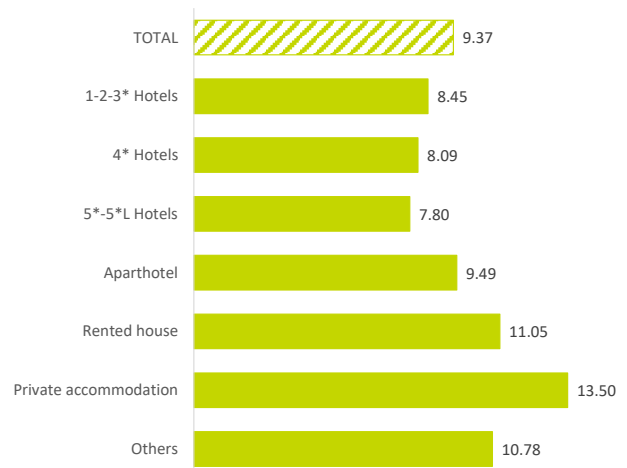
TOURIST EXPENDITURE

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	1,601,694	5,722,401	1,387,312	2,455,026	2,407,310	1,441,058	469,933
% Tourists	100%	10.3%	37.0%	9.0%	15.9%	15.5%	9.3%	3.0%
- Lanzarote	2,789,181	251,611	925,384	279,552	578,231	542,385	146,759	65,258
- Fuerteventura	2,186,254	265,123	1,132,566	87,697	182,953	330,349	126,038	61,526
- Gran Canaria	4,040,620	551,923	1,336,415	370,903	694,276	492,200	472,099	122,804
- Tenerife	6,277,692	521,742	2,241,127	649,159	968,072	1,019,763	684,698	193,131
- La Palma	155,114	8,349	84,256	0	28,191	17,394	7,604	9,320
% tourists who book holiday package	50.1%	64.3%	76.0%	64.7%	49.2%	8.0%	0.0%	17.6%
Expenditure per tourist (€)	1,443	1,357	1,532	2,021	1,398	1,342	936	1,261
- book holiday package	1,656	1,511	1,624	2,139	1,548	1,531	-	1,775
- holiday package	1,378	1,249	1,398	1,821	1,141	1,081	-	1,302
- others	278	262	226	318	407	450	-	473
- do not book holiday package	1,230	1,081	1,242	1,804	1,254	1,325	936	1,151
- flight	328	270	298	390	325	338	354	301
- accommodation	409	406	593	983	413	437	6	357
- others	493	405	351	431	515	551	576	493
Average length of stay	9.37	8.45	8.09	7.80	9.49	11.05	13.50	10.78
Average daily expenditure (€)	176.9	173.3	199.3	273.1	165.1	143.2	88.0	137.9
Average daily expenditure without flight (€)	125.7	123.4	140.7	198.2	120.4	104.2	52.0	98.9
Average cost of the flight (€)	410.7	384.7	451.4	551.9	368.5	342.6	353.9	330.2
Total turnover (≥ 16 years old) (€m)	22,351	2,174	8,769	2,803	3,433	3,230	1,349	593
% Turnover	100%	9.7%	39.2%	12.5%	15.4%	14.5%	6.0%	2.7%
Turnover without flight (≥ 16 years old) (€m)	15,991	1,558	6,186	2,038	2,528	2,405	839	438

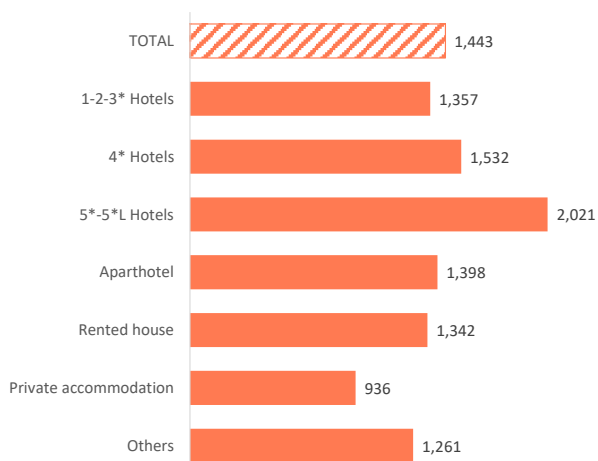
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



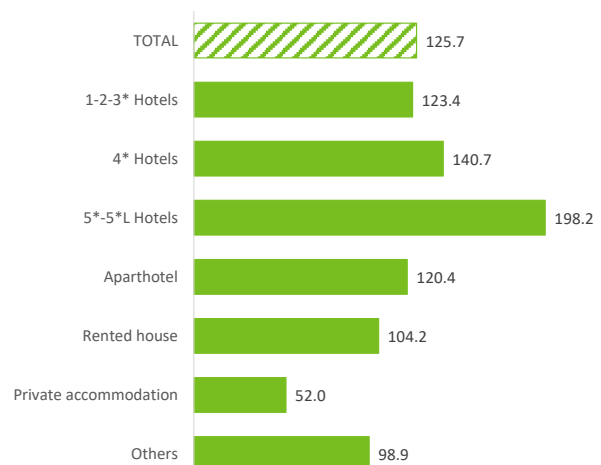
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



1-2-3* Hotel, 4* Hotel, 5* Hotel / 5* Luxury Hotel, Aparthotel = Aparthotel / Tourist Villa, Rented house = House/room rented in a private dwelling, Private accommodation = Own property /House of friends or relatives / Free housing exchange / Other private accommodation, Others = Cottage, cruise, camping.

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION

2024



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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Accommodation:								
- Accommodation	84.5%	94.1%	95.8%	94.5%	90.2%	89.2%	1.5%	86.0%
- Additional accommodation expenses	6.2%	6.7%	6.2%	8.9%	6.1%	6.9%	1.4%	8.5%
Transport:								
- National/International Transport	95.7%	95.6%	96.0%	95.7%	96.3%	95.5%	94.1%	93.3%
- Flights between islands	4.5%	3.8%	3.2%	3.5%	4.5%	7.6%	5.4%	8.2%
- Taxi	50.9%	57.0%	65.0%	62.4%	54.6%	25.7%	20.4%	26.7%
- Car rental	31.6%	28.3%	25.5%	24.1%	28.3%	55.0%	27.7%	49.5%
- Public transport	11.0%	12.5%	8.1%	5.9%	12.0%	13.6%	16.3%	20.2%
Food and drink:								
- Food purchases at supermarkets	58.0%	53.6%	40.6%	38.0%	71.9%	86.5%	73.3%	77.4%
- Restaurants	66.6%	62.3%	51.4%	61.5%	79.0%	84.5%	80.8%	81.3%
Leisure:								
- Organized excursions	23.7%	25.8%	26.2%	21.7%	23.3%	25.6%	10.4%	25.0%
- Sport activities	6.9%	7.2%	5.2%	6.2%	6.9%	9.9%	7.4%	10.9%
- Cultural activities	2.8%	2.4%	1.8%	2.3%	2.7%	4.9%	3.9%	4.6%
- Museums	5.4%	4.8%	3.9%	4.0%	4.8%	10.1%	5.0%	9.4%
- Theme Parks	11.3%	10.9%	10.9%	9.7%	13.9%	13.1%	8.3%	8.8%
- Discos and pubs	10.7%	11.0%	7.9%	7.4%	16.4%	11.7%	14.8%	7.7%
- Wellness	4.5%	3.6%	4.7%	8.0%	3.7%	3.5%	5.1%	3.4%
Purchases of goods:								
- Souvenirs	41.2%	41.5%	41.4%	39.1%	41.9%	43.0%	39.1%	38.1%
- Real estate	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%	0.3%	0.0%
- Other purchases	0.8%	0.7%	0.7%	0.6%	0.8%	1.0%	1.5%	1.4%
Others:								
- Medical expenses	6.7%	6.2%	6.1%	5.3%	7.1%	7.9%	7.7%	7.5%
- Other expenses	4.8%	5.3%	5.4%	4.9%	4.4%	3.8%	4.6%	3.6%

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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Expenditure per tourist and trip (€)								
Accommodation:	881	799	939	1,288	730	743	541	635
- Accommodation	719	646	796	1,118	594	506	424	499
- Additional accommodation expenses	162	154	144	170	136	237	116	136
Transport:	752	704	780	889	703	678	694	672
- National/International Transport	429	402	470	577	383	359	376	354
- Flights between islands	81	73	79	77	87	80	95	71
- Taxi	88	90	96	92	79	68	54	77
- Car rental	123	106	112	115	124	136	133	139
- Public transport	30	32	23	28	30	36	37	32
Food and drink:	324	290	248	362	366	347	379	360
- Food purchases at supermarkets	115	100	73	103	123	135	166	140
- Restaurants	209	190	174	259	243	211	213	220
Leisure:	553	521	534	606	570	535	582	546
- Organized excursions	95	92	99	99	94	83	88	110
- Sport activities	104	81	106	132	98	98	115	117
- Cultural activities	62	67	62	54	72	62	57	53
- Museums	37	38	36	37	39	37	35	31
- Theme Parks	76	70	73	84	78	79	81	69
- Discos and pubs	102	103	91	106	120	93	108	66
- Wellness	78	69	68	93	68	82	99	100
Purchases of goods:	21,536	144	502	1,450	12,266	127,683	34,935	1,231
- Souvenirs	89	82	87	105	88	73	120	90
- Real estate	21,287	0	303	1,137	12,074	127,485	34,444	1,000
- Other purchases	160	62	112	207	105	125	372	140
Others:	123	91	115	189	122	111	164	109
- Medical expenses	39	30	38	45	46	30	58	23
- Other expenses	84	61	77	144	76	81	106	87

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION

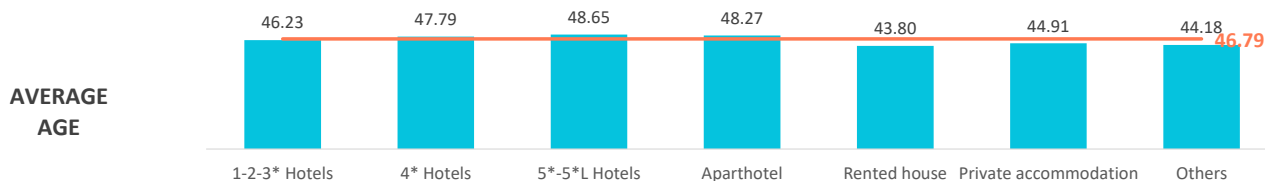
2024



TOURIST PROFILE

Who are they?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Gender								
Percentage of men	48.4%	50.0%	47.1%	49.9%	45.7%	51.9%	48.7%	50.4%
Percentage of women	51.6%	50.0%	52.9%	50.1%	54.3%	48.1%	51.3%	49.6%
Age								
Average age	46.79	46.23	47.79	48.65	48.27	43.80	44.91	44.18
Standard deviation	16.8	16.8	16.6	16.1	17.0	16.3	18.1	17.2
Age range								
16-24 years old	10.5%	11.9%	9.5%	6.9%	10.4%	11.7%	13.8%	11.1%
25-30 years old	10.9%	10.6%	9.2%	8.3%	8.6%	14.8%	15.9%	17.0%
31-45 years old	28.9%	27.9%	28.9%	30.8%	27.1%	31.7%	26.2%	28.3%
46-60 years old	24.3%	25.4%	25.5%	26.6%	25.2%	22.6%	18.7%	22.0%
Over 60 years old	25.5%	24.1%	26.9%	27.4%	28.8%	19.3%	25.5%	21.6%
Occupation								
Salaried worker	55.9%	57.0%	57.8%	54.0%	55.7%	56.9%	48.7%	54.5%
Self-employed	10.8%	11.6%	9.1%	10.9%	9.9%	13.2%	13.1%	13.3%
Unemployed	0.9%	1.0%	0.8%	0.3%	0.7%	1.0%	1.6%	1.9%
Business owner	7.7%	7.5%	7.6%	11.2%	6.1%	7.6%	8.2%	7.2%
Student	4.2%	4.2%	2.9%	2.4%	3.4%	5.8%	8.2%	7.6%
Retired	19.2%	17.1%	20.5%	20.0%	22.5%	14.5%	18.8%	14.4%
Unpaid domestic work	0.5%	0.6%	0.5%	0.4%	0.6%	0.4%	0.5%	0.5%
Others	0.8%	1.1%	0.8%	0.8%	1.0%	0.6%	0.9%	0.6%
Annual household income level								
Less than €25,000	12.6%	14.5%	10.3%	7.0%	13.2%	13.9%	20.4%	18.2%
€25,000 - €49,999	33.9%	36.0%	35.2%	25.6%	33.6%	33.3%	34.7%	38.5%
€50,000 - €74,999	25.5%	26.1%	26.1%	24.7%	26.8%	24.5%	24.0%	22.2%
More than €74,999	27.9%	23.5%	28.4%	42.7%	26.4%	28.3%	20.9%	21.1%
Education level								
No studies	4.0%	3.4%	4.5%	4.9%	5.8%	2.6%	1.8%	0.9%
Primary education	1.9%	2.0%	2.2%	1.3%	1.9%	1.3%	2.0%	1.8%
Secondary education	21.0%	23.9%	23.5%	16.6%	24.6%	15.4%	17.4%	15.5%
Higher education	73.1%	70.7%	69.8%	77.3%	67.8%	80.8%	78.8%	81.8%



Who do they come with?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Unaccompanied	10.3%	10.1%	6.3%	5.3%	6.6%	9.2%	35.5%	21.9%
Only with partner	46.8%	46.0%	52.2%	54.0%	47.7%	40.7%	30.7%	40.6%
Only with children (< 13 years old)	4.3%	4.4%	5.0%	4.7%	4.1%	3.4%	3.4%	1.8%
Partner + children (< 13 years old)	6.8%	6.1%	7.8%	8.3%	6.6%	6.6%	3.8%	2.8%
Other relatives	10.4%	10.6%	10.0%	10.8%	11.5%	11.2%	8.4%	9.5%
Friends	7.2%	7.1%	5.6%	4.0%	7.7%	11.6%	7.2%	12.0%
Work colleagues	0.5%	1.0%	0.6%	0.6%	0.1%	0.5%	0.2%	0.8%
Organized trip	0.2%	0.4%	0.3%	0.1%	0.0%	0.1%	0.0%	0.1%
Other combinations ⁽²⁾	13.5%	14.2%	12.3%	12.3%	15.7%	16.7%	10.7%	10.6%
⁽²⁾ Different situations have been isolated								
Tourists with children	17.0%	16.6%	18.9%	19.3%	17.3%	17.1%	10.5%	6.8%
- Between 0 and 2 years old	1.3%	0.9%	1.4%	1.6%	1.3%	1.7%	1.1%	0.2%
- Between 3 and 12 years old	14.5%	14.5%	16.1%	16.4%	14.8%	14.1%	8.7%	6.4%
- Between 0 -2 and 3-12 years old	1.2%	1.2%	1.4%	1.3%	1.2%	1.3%	0.8%	0.1%
Tourists without children	83.0%	83.4%	81.1%	80.7%	82.7%	82.9%	89.5%	93.2%
Group composition:								
- 1 person	12.5%	12.3%	8.0%	7.4%	8.3%	11.6%	39.4%	26.9%
- 2 people	54.9%	55.3%	60.1%	59.8%	55.8%	48.3%	39.1%	53.0%
- 3 people	11.9%	11.7%	12.5%	11.8%	12.5%	12.3%	10.0%	6.3%
- 4 or 5 people	16.2%	16.0%	15.4%	16.1%	18.2%	21.1%	9.6%	12.1%
- 6 or more people	4.5%	4.6%	4.0%	5.0%	5.2%	6.7%	1.9%	1.7%
Average group size:	2.61	2.62	2.62	2.67	2.74	2.84	2.02	2.15

*People who share the main expenses of the trip

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION

2024



TRIP MOTIVATION AND DESTINATION CHOICE

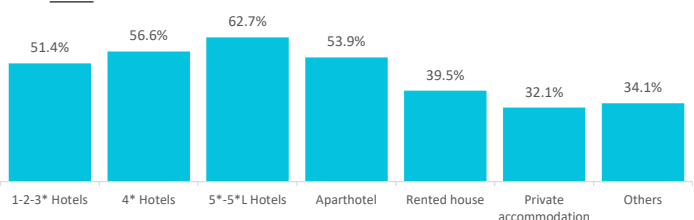
What is the main reason for visiting the Canary Islands?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Holidays	90.4%	93.5%	96.5%	96.4%	96.6%	90.5%	47.4%	86.6%
Family reasons	6.9%	2.4%	1.2%	1.3%	2.2%	5.9%	49.8%	6.5%
Business	1.3%	2.4%	1.4%	1.5%	0.3%	1.3%	0.9%	2.8%
Education and training	0.2%	0.1%	0.1%	0.1%	0.1%	0.3%	0.2%	1.7%
Sports training	0.5%	0.7%	0.4%	0.2%	0.3%	1.0%	0.4%	1.0%
Health	0.2%	0.1%	0.1%	0.1%	0.1%	0.3%	0.3%	0.3%
Conventions and Exhibitions	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
Others	0.4%	0.5%	0.2%	0.1%	0.3%	0.6%	1.0%	0.9%

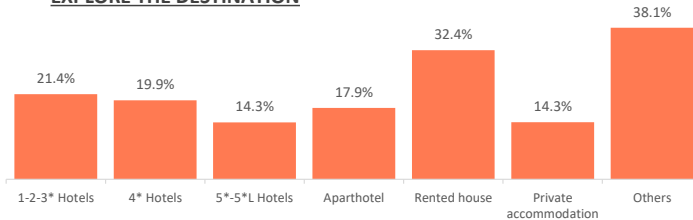
What is the main motivation for their holidays?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Rest	50.6%	51.4%	56.6%	62.7%	53.9%	39.5%	32.1%	34.1%
Enjoy family time	15.9%	12.8%	13.1%	14.0%	14.4%	14.3%	40.1%	7.0%
Have fun	9.0%	10.5%	8.4%	6.9%	11.3%	8.6%	8.3%	9.3%
Explore the destination	21.2%	21.4%	19.9%	14.3%	17.9%	32.4%	14.3%	38.1%
Practice their hobbies	1.9%	2.4%	1.0%	1.4%	1.1%	3.6%	2.4%	7.2%
Other reasons	1.4%	1.6%	1.1%	0.7%	1.2%	1.5%	2.8%	4.4%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Climate	75.6%	75.0%	76.9%	80.6%	77.9%	74.5%	65.5%	72.2%
Safety	55.7%	55.4%	59.1%	62.5%	57.1%	48.8%	47.8%	45.6%
Tranquility	49.3%	45.6%	50.2%	56.6%	46.4%	47.9%	49.8%	50.1%
Sea	45.1%	46.8%	44.6%	40.3%	41.0%	48.6%	48.4%	52.7%
Accommodation supply	43.5%	42.4%	50.6%	60.3%	44.4%	33.2%	20.7%	28.3%
Effortless trip	39.2%	38.7%	41.2%	45.5%	38.4%	34.7%	35.1%	36.8%
Beaches	38.8%	42.5%	38.7%	32.9%	38.1%	38.9%	41.6%	40.4%
Price	37.9%	40.0%	39.7%	35.0%	42.4%	34.4%	31.5%	32.5%
European belonging	37.2%	36.7%	38.5%	41.5%	36.5%	33.8%	36.4%	34.3%
Landscapes	35.3%	33.4%	31.8%	28.7%	29.7%	46.9%	42.3%	54.2%
Environment	34.5%	32.5%	32.5%	32.2%	33.4%	40.3%	37.2%	42.8%
Gastronomy	27.0%	24.7%	25.4%	34.1%	26.0%	26.8%	31.3%	26.0%
Fun possibilities	23.6%	26.5%	23.8%	21.3%	26.2%	20.6%	24.1%	18.2%
Authenticity	23.3%	23.5%	22.6%	21.7%	20.8%	25.1%	27.3%	28.5%
Exoticism	11.8%	13.3%	11.9%	10.4%	10.3%	11.3%	14.1%	12.6%
Hiking trail network	10.8%	9.5%	7.8%	6.6%	8.8%	17.8%	16.7%	22.1%
Shopping	10.1%	10.7%	10.0%	10.2%	11.6%	8.0%	12.4%	6.0%
Culture	10.1%	10.7%	9.2%	10.0%	9.0%	10.9%	13.5%	10.6%
Historical heritage	9.5%	10.6%	8.8%	9.3%	7.9%	9.9%	13.3%	11.2%
Nightlife	8.3%	9.7%	7.0%	6.3%	11.0%	7.4%	10.6%	7.2%

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	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Previous visits to the Canary Islands	48.4%	45.7%	46.2%	50.7%	57.8%	45.8%	50.5%	36.9%
Friends or relatives	29.7%	24.3%	21.5%	25.1%	28.7%	37.3%	61.3%	32.1%
Internet or social media	51.4%	51.7%	51.9%	52.5%	51.4%	65.2%	22.7%	58.8%
Mass Media	1.9%	1.9%	2.1%	1.9%	1.7%	2.2%	0.5%	2.9%
Travel guides and magazines	6.5%	6.0%	6.6%	6.0%	5.8%	9.0%	2.5%	10.7%
Travel Blogs or Forums	6.3%	5.8%	5.2%	5.4%	6.0%	11.2%	2.1%	13.4%
Travel TV Channels	0.8%	0.5%	0.9%	0.8%	0.8%	1.0%	0.4%	1.3%
Tour Operator or Travel Agency	20.2%	24.2%	31.3%	26.8%	18.9%	3.0%	0.8%	5.6%
Public administrations or similar	0.5%	0.8%	0.5%	0.4%	0.4%	0.8%	0.3%	0.8%
Others	3.3%	3.1%	2.8%	3.2%	2.7%	3.6%	5.0%	5.1%

* Multi-choice question

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION

2024

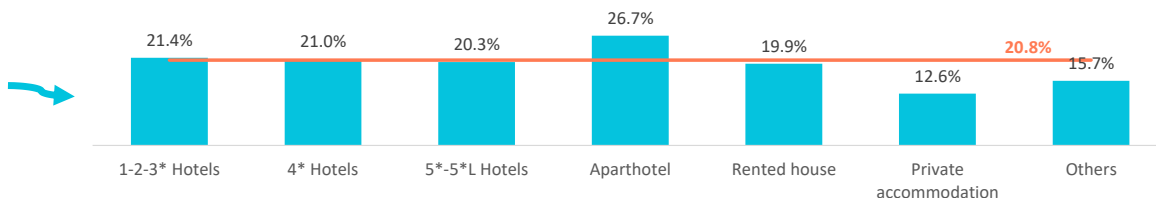


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
The same day	0.9%	0.9%	0.7%	1.1%	0.5%	0.8%	2.1%	0.7%
Between 1 and 30 days	22.3%	23.2%	21.3%	24.0%	17.5%	20.8%	32.7%	29.1%
Between 1 and 2 months	23.0%	22.9%	23.1%	21.9%	21.1%	23.1%	26.2%	24.0%
Between 3 and 6 months	33.0%	31.7%	33.9%	32.7%	34.1%	35.5%	26.4%	30.4%
More than 6 months	20.8%	21.4%	21.0%	20.3%	26.7%	19.9%	12.6%	15.7%

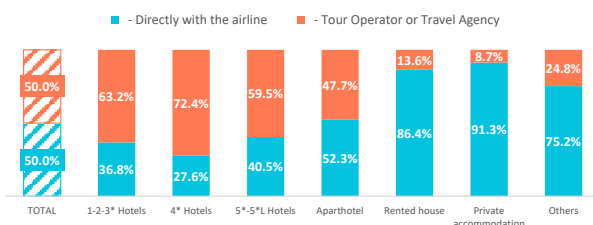
% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



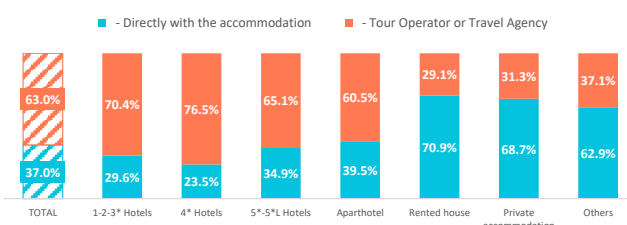
With whom did they book their flight and accommodation?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Flight								
- Directly with the airline	50.0%	36.8%	27.6%	40.5%	52.3%	86.4%	91.3%	75.2%
- Tour Operator or Travel Agency	50.0%	63.2%	72.4%	59.5%	47.7%	13.6%	8.7%	24.8%
Accommodation								
- Directly with the accommodation	37.0%	29.6%	23.5%	34.9%	39.5%	70.9%	68.7%	62.9%
- Tour Operator or Travel Agency	63.0%	70.4%	76.5%	65.1%	60.5%	29.1%	31.3%	37.1%

FLIGHT



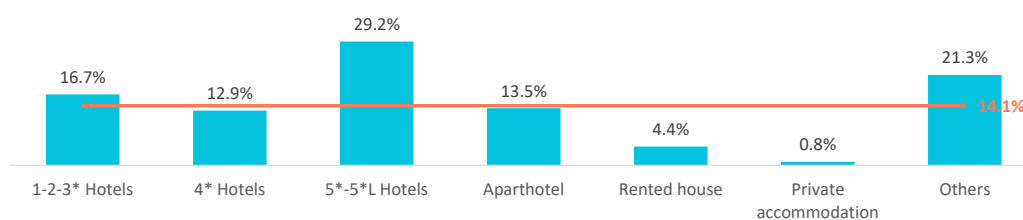
ACCOMMODATION



What do they book?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Room only	33.3%	27.0%	5.9%	5.1%	62.8%	95.3%	99.2%	65.4%
Bed and Breakfast	14.1%	16.7%	12.9%	29.2%	13.5%	4.4%	0.8%	21.3%
Half board	17.4%	14.1%	25.7%	32.1%	7.7%	0.1%	0.0%	3.6%
Full board	3.1%	3.7%	4.5%	3.7%	1.3%	0.0%	0.0%	3.4%
All inclusive	32.1%	38.5%	50.9%	29.8%	14.7%	0.1%	0.0%	6.2%

% TOURISTS WHO BOOK BED & BREAKFAST



ACCOMMODATION

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
1-2-3* Hotel	10.3%	100%	--	--	--	--	--	--
4* Hotel	37.0%	--	100%	--	--	--	--	--
5* Hotel / 5* Luxury Hotel	9.0%	--	--	100%	--	--	--	--
Aparthotel / Tourist Villa	15.9%	--	--	--	100%	--	--	--
House/room rented in a private dwelling	15.5%	--	--	--	--	100%	--	--
Private accommodation ⁽¹⁾	9.3%	--	--	--	--	--	100%	--
Others (Cottage, cruise, camping,...)	3.0%	--	--	--	--	--	--	100%

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

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION

2024



SATISFACTION AND LOYALTY INDICATORS

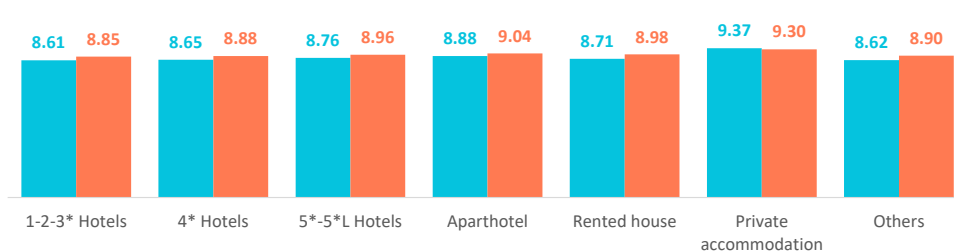
Satisfaction

Satisfaction (scale 0-10)	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Average rating	8.74	8.60	8.69	8.84	8.77	8.77	8.96	8.68
Experience in the Canary Islands	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Worse or much worse than expected	2.9%	4.2%	3.3%	2.5%	2.6%	2.5%	1.7%	2.6%
Lived up to expectations	54.8%	55.4%	54.8%	55.3%	56.9%	51.8%	56.0%	50.3%
Better or much better than expected	42.3%	40.4%	41.9%	42.2%	40.4%	45.7%	42.3%	47.1%
Future intentions (scale 1-10)	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Return to the Canary Islands	8.77	8.61	8.65	8.76	8.88	8.71	9.37	8.62
Recommend visiting the Canary Islands	8.96	8.85	8.88	8.96	9.04	8.98	9.30	8.90

RETURN TO THE CANARY



8.77
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

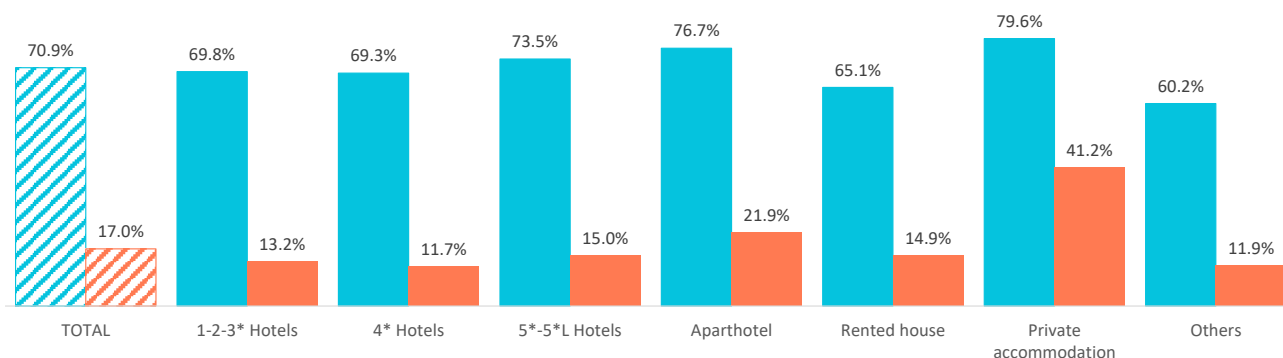


8.96
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Repeat tourists	70.9%	69.8%	69.3%	73.5%	76.7%	65.1%	79.6%	60.2%
At least 10 previous visits	19.9%	17.5%	15.8%	17.8%	24.7%	16.3%	41.2%	14.3%
Repeat tourists (last 5 years)	63.8%	62.6%	61.1%	64.7%	70.0%	59.5%	75.9%	52.5%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	13.2%	11.7%	15.0%	21.9%	14.9%	41.2%	11.9%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
One island	92.9%	93.5%	94.2%	93.9%	93.9%	90.5%	91.5%	84.2%
Two islands	6.1%	5.6%	5.0%	4.9%	5.5%	8.5%	7.7%	11.3%
Three or more islands	1.0%	1.0%	0.8%	1.2%	0.6%	1.0%	0.9%	4.5%

Visited islands during their trip (with overnight staying)

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Lanzarote	18.6%	16.2%	16.5%	20.9%	23.8%	23.5%	10.8%	16.2%
Fuerteventura	14.6%	17.2%	20.1%	6.9%	7.8%	14.5%	9.1%	15.1%
Gran Canaria	26.6%	34.9%	23.7%	27.2%	28.6%	21.4%	33.5%	28.2%
Tenerife	41.4%	33.8%	39.7%	47.4%	39.9%	43.7%	48.5%	44.0%
La Gomera	0.3%	0.5%	0.1%	0.1%	0.3%	0.5%	0.6%	1.8%
La Palma	1.4%	1.0%	1.7%	0.2%	1.3%	1.6%	1.2%	3.8%
El Hierro	0.1%	0.2%	0.0%	0.1%	0.0%	0.3%	0.3%	0.2%
Cruise	0.2%	0.3%	0.1%	0.3%	0.1%	0.1%	0.0%	3.0%

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION

2024



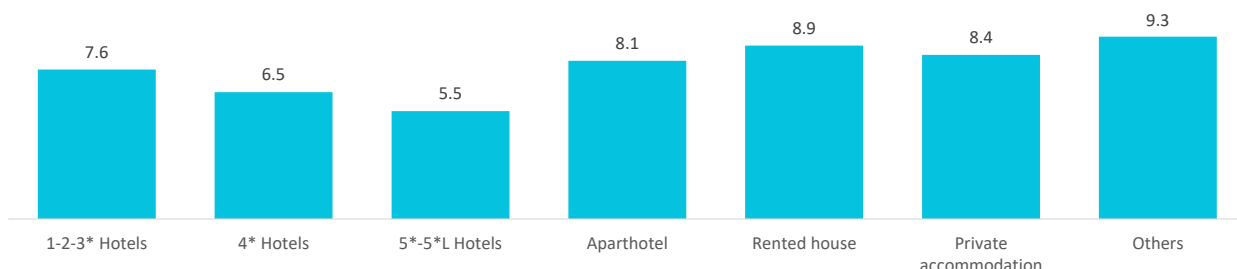
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
0 hours	2.6%	2.9%	3.8%	7.1%	0.7%	0.3%	0.4%	0.5%
1 - 2 hours	9.6%	10.1%	14.8%	19.0%	4.9%	1.9%	3.0%	0.6%
3 - 6 hours	32.6%	30.4%	36.8%	39.8%	32.4%	25.0%	29.0%	20.0%
7 - 12 hours	46.6%	46.1%	38.2%	29.9%	52.1%	61.2%	57.5%	63.8%
More than 12 hours	8.6%	10.4%	6.4%	4.3%	9.9%	11.6%	10.1%	15.1%
Outdoor time per day	7.4	7.6	6.5	5.5	8.1	8.9	8.4	9.3



7.4
TOTAL



Activities in the Canary Islands

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Walk, wander	73.6%	72.3%	71.4%	70.4%	77.9%	78.0%	72.8%	72.1%
Beach	68.9%	71.1%	66.7%	59.1%	69.9%	76.9%	69.3%	69.7%
Swimming pool, hotel facilities	57.7%	58.8%	69.3%	74.3%	65.9%	36.8%	25.2%	26.5%
Explore the island on their own	48.8%	48.3%	43.1%	37.6%	45.8%	67.2%	52.1%	65.6%
Taste Canarian gastronomy	27.3%	24.8%	21.0%	22.7%	28.6%	37.0%	38.7%	34.1%
Hiking	18.8%	17.6%	13.6%	12.0%	16.3%	32.1%	24.1%	35.9%
Organized excursions	16.2%	18.7%	20.2%	14.9%	16.6%	12.8%	5.2%	11.3%
Nightlife / concerts / shows	15.4%	17.8%	12.6%	11.7%	22.0%	14.5%	18.5%	13.8%
Theme parks	14.7%	14.7%	14.5%	12.3%	17.3%	16.5%	10.7%	13.4%
Sea excursions / whale watching	12.0%	13.3%	12.8%	10.2%	12.8%	12.6%	6.7%	11.2%
Wineries / markets / popular festivals	11.2%	10.2%	8.8%	8.1%	10.8%	15.7%	16.4%	16.3%
Museums / exhibitions	10.8%	10.3%	8.3%	8.7%	9.2%	18.2%	11.8%	17.3%
Other Nature Activities	8.4%	7.8%	6.0%	5.8%	6.1%	14.9%	12.0%	14.4%
Swim	7.4%	7.2%	7.0%	6.1%	9.1%	8.5%	6.7%	5.8%
Running	6.0%	6.0%	5.3%	5.1%	5.7%	7.3%	7.9%	6.9%
Beauty and health treatments	5.2%	4.3%	5.6%	9.1%	4.6%	3.7%	5.3%	3.7%
Practice other sports	4.3%	5.2%	3.5%	4.5%	3.2%	5.1%	6.5%	4.5%
Astronomical observation	3.9%	3.8%	3.3%	3.4%	3.0%	5.8%	4.2%	7.0%
Surf	2.8%	2.0%	1.3%	1.2%	1.8%	6.6%	3.6%	10.7%
Cycling / Mountain bike	2.7%	3.9%	2.2%	2.2%	2.4%	3.5%	3.0%	3.6%
Golf	2.5%	2.3%	2.0%	4.1%	2.9%	1.9%	3.6%	1.2%
Scuba Diving	2.4%	1.9%	2.1%	2.3%	1.8%	3.7%	2.5%	3.6%
Windsurf / Kitesurf	0.8%	1.1%	0.6%	0.6%	0.5%	1.3%	1.0%	2.0%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
United Kingdom	34.6%	28.6%	36.9%	45.4%	42.5%	28.0%	24.2%	19.1%
Germany	16.4%	18.5%	18.9%	16.0%	9.7%	16.1%	15.2%	20.9%
Spanish Mainland	11.2%	14.5%	11.6%	10.6%	7.0%	9.6%	17.5%	8.1%
France	5.2%	3.8%	5.5%	3.9%	2.7%	8.5%	3.5%	11.0%
Italy	4.5%	3.6%	2.5%	1.6%	4.3%	9.3%	8.0%	7.5%
Ireland	4.3%	4.0%	3.2%	4.2%	8.6%	3.2%	3.5%	3.6%
Netherlands	4.2%	4.9%	4.2%	3.4%	5.9%	3.6%	2.4%	3.0%
Belgium	2.8%	2.1%	2.8%	3.6%	1.7%	3.0%	3.7%	3.9%
Norway	2.5%	3.5%	1.5%	1.0%	4.1%	2.4%	4.0%	2.7%
Sweden	2.1%	3.3%	1.9%	0.9%	3.4%	1.3%	2.0%	1.2%
Poland	1.9%	2.1%	2.6%	0.9%	1.1%	1.9%	1.3%	2.9%
Denmark	1.6%	2.8%	1.6%	1.0%	2.1%	1.0%	0.9%	1.8%
Finland	1.1%	1.7%	1.0%	0.6%	1.6%	1.1%	0.9%	1.1%
Switzerland	1.1%	0.8%	1.0%	1.6%	0.7%	1.4%	1.5%	1.6%
Czech Republic	1.0%	1.1%	0.9%	0.4%	0.6%	1.9%	1.1%	1.8%
Austria	0.8%	0.7%	0.6%	0.7%	0.4%	1.2%	1.3%	1.8%
Others	4.7%	3.9%	3.2%	4.4%	3.5%	6.6%	9.2%	7.8%

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION 2024

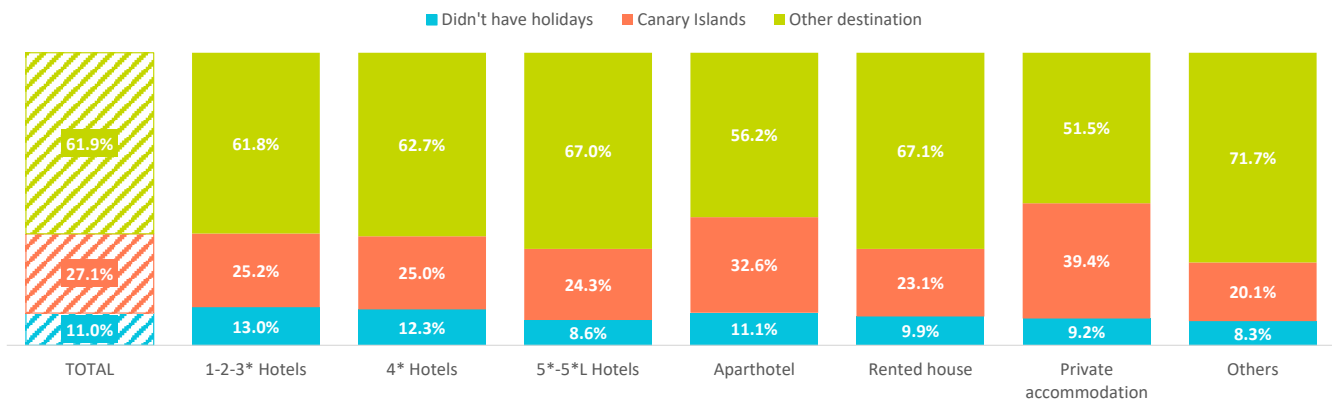


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Didn't have holidays	11.0%	13.0%	12.3%	8.6%	11.1%	9.9%	9.2%	8.3%
Canary Islands	27.1%	25.2%	25.0%	24.3%	32.6%	23.1%	39.4%	20.1%
Other destination	61.9%	61.8%	62.7%	67.0%	56.2%	67.1%	51.5%	71.7%
Balearic Islands	4.5%	5.1%	5.3%	5.5%	4.0%	3.3%	2.5%	3.5%
Rest of Spain	11.4%	12.0%	11.5%	10.9%	11.2%	11.6%	11.6%	11.0%
Italy	7.2%	6.6%	6.4%	6.9%	6.2%	9.9%	7.9%	9.7%
France	5.1%	4.9%	4.5%	5.7%	4.3%	7.3%	4.1%	7.7%
Turkey	3.1%	3.9%	3.6%	3.8%	3.1%	2.1%	1.3%	2.1%
Greece	7.2%	7.5%	8.1%	8.1%	7.5%	6.6%	3.8%	5.6%
Portugal	4.1%	4.1%	4.0%	4.3%	3.9%	4.9%	3.0%	4.8%
Croatia	2.0%	1.6%	2.1%	1.8%	1.6%	2.6%	1.9%	3.2%
Egypt	1.5%	1.4%	1.9%	1.5%	0.9%	1.3%	1.0%	1.8%
Tunisia	0.4%	0.6%	0.5%	0.4%	0.4%	0.2%	0.3%	1.0%
Morocco	1.0%	1.0%	0.8%	0.9%	0.9%	1.5%	0.8%	2.6%
Others	14.3%	13.2%	13.9%	17.4%	12.2%	15.7%	13.2%	18.4%

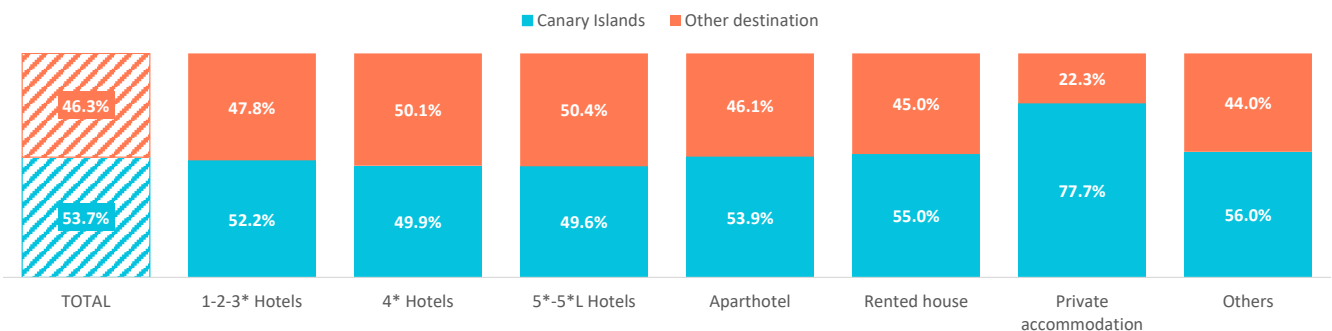
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
None (I was clear about "this Canary Island")	28.3%	25.8%	22.7%	23.9%	29.8%	30.7%	59.6%	30.2%
Canary Islands (other island)	25.4%	26.4%	27.2%	25.7%	24.1%	24.4%	18.1%	25.8%
Other destination	46.3%	47.8%	50.1%	50.4%	46.1%	45.0%	22.3%	44.0%
Balearic Islands	6.0%	6.3%	7.0%	7.2%	6.0%	4.8%	2.2%	3.5%
Rest of Spain	9.0%	9.3%	8.9%	8.9%	9.6%	9.6%	6.2%	8.1%
Italy	4.7%	4.4%	4.8%	5.2%	4.3%	5.5%	3.2%	4.3%
France	1.7%	1.4%	1.5%	1.6%	1.6%	2.2%	1.5%	2.7%
Turkey	3.4%	3.9%	4.1%	3.5%	4.0%	1.9%	1.3%	2.3%
Greece	8.2%	8.4%	9.7%	9.5%	8.2%	6.5%	2.4%	6.7%
Portugal	6.2%	6.1%	6.1%	6.9%	6.4%	7.2%	2.5%	7.3%
Croatia	2.4%	2.2%	2.9%	2.4%	2.1%	2.6%	1.0%	2.0%
Egypt	2.4%	3.3%	2.8%	2.2%	2.2%	1.9%	0.9%	3.4%
Others	2.3%	2.4%	2.3%	3.0%	1.7%	2.9%	1.2%	3.5%

* Percentage of valid answers



PROFILE OF TOURIST BY TYPE OF ACCOMMODATION

2024



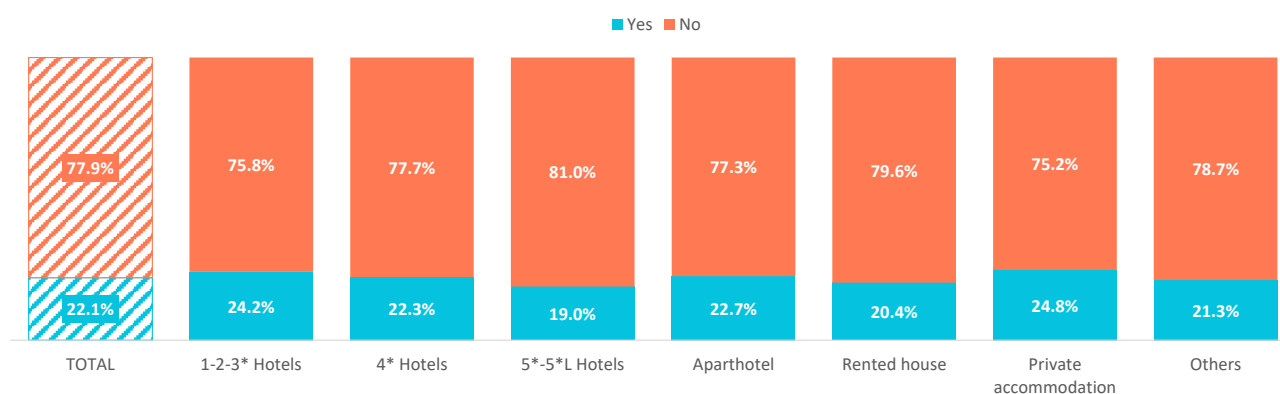
TOURIST TAX (Data available from Q2 2024)

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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house rivate accommodation	Others
Yes	45.3%	43.8%	46.8%	47.9%	44.0%	47.2%	36.9%
No	34.4%	36.6%	33.2%	29.0%	37.5%	32.9%	41.1%
Not remember	20.4%	19.6%	20.1%	23.1%	18.5%	19.9%	22.0%

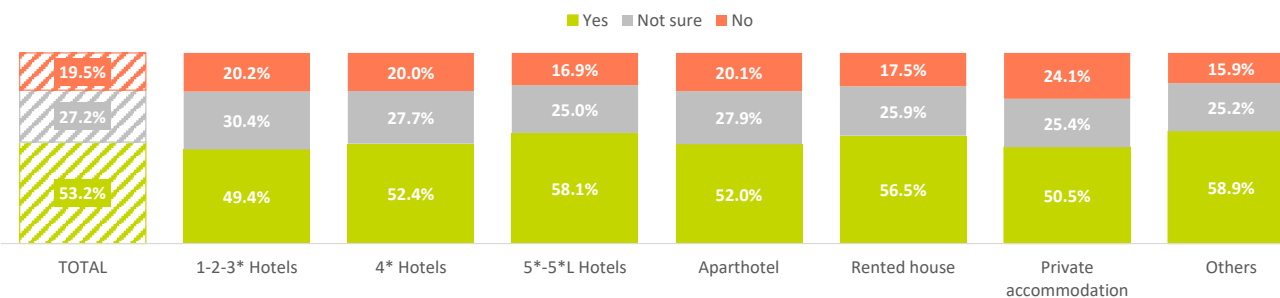
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house rivate accommodation	Others
Yes	22.1%	24.2%	22.3%	19.0%	22.7%	20.4%	24.8%
No	77.9%	75.8%	77.7%	81.0%	77.3%	79.6%	75.2%



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

	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house rivate accommodation	Others
Yes	53.2%	49.4%	52.4%	58.1%	52.0%	56.5%	50.5%
- For any purpose	11.3%	10.8%	11.0%	13.3%	10.7%	13.0%	9.1%
- Improve living conditions	9.2%	8.4%	9.1%	9.7%	9.5%	8.7%	10.4%
- Improve economic development	4.6%	3.9%	4.9%	5.7%	4.7%	3.5%	5.3%
- Improve the environment	17.5%	16.4%	16.6%	15.9%	16.7%	21.0%	16.4%
- Improve the tourist environment	4.4%	4.4%	4.5%	5.0%	4.9%	4.2%	3.4%
- Other purposes	6.2%	5.5%	6.2%	8.4%	5.6%	6.1%	6.0%
Not sure	27.2%	30.4%	27.7%	25.0%	27.9%	25.9%	25.4%
No	19.5%	20.2%	20.0%	16.9%	20.1%	17.5%	24.1%

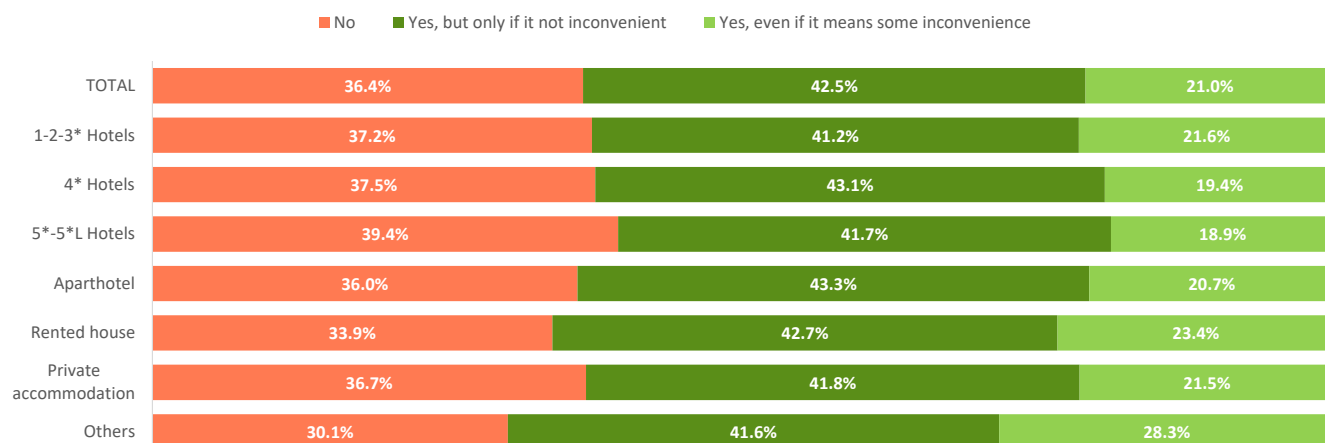


How much would they be willing to pay?

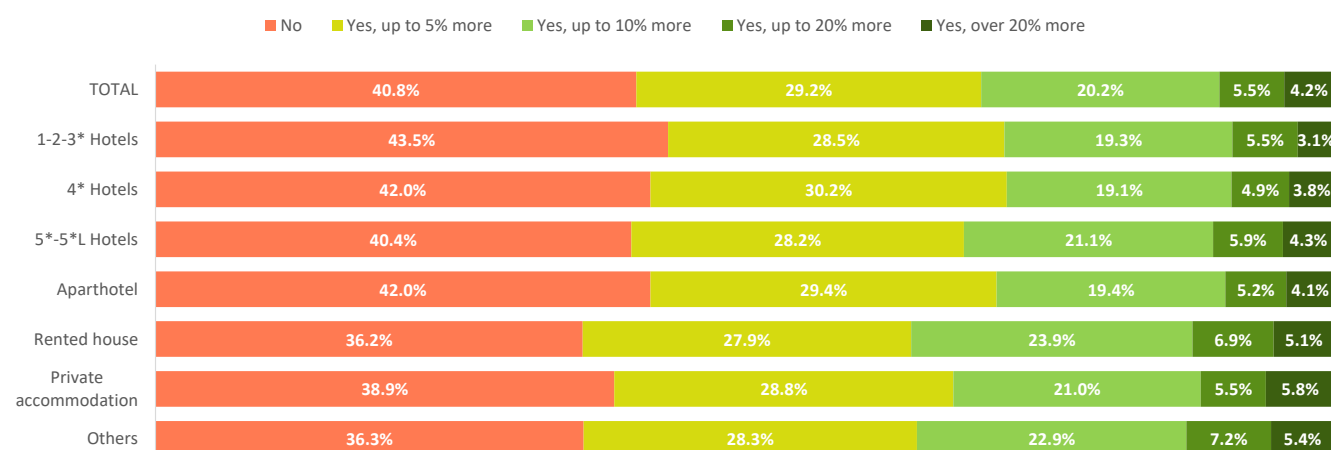
	TOTAL	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house rivate accommodation	Others
Up to 1 euro	37.6%	38.6%	37.5%	31.9%	39.3%	37.5%	39.4%
Up to 2 euros	32.4%	32.6%	33.7%	31.4%	32.3%	31.9%	29.7%
Up to 3 euros	19.5%	18.8%	19.7%	22.3%	18.9%	20.0%	17.8%
More than 3 euros	10.4%	10.0%	9.1%	14.5%	9.5%	10.7%	13.1%

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	1-2-3* Hotels	4* Hotels	5*-5*L Hotels	Aparthotel	Rented house	Private accommodation	Others
Quality of life on the island	8.0	7.9	8.0	7.9	8.1	8.1	8.3	8.1
Tolerance towards tourism	8.6	8.6	8.6	8.6	8.6	8.5	8.4	8.5
Cleanliness of the island	8.2	8.2	8.3	8.4	8.3	8.1	7.9	8.2
Air quality	8.5	8.4	8.5	8.5	8.4	8.4	8.3	8.4
Rational water consumption	7.6	7.5	7.6	7.7	7.6	7.4	7.4	7.6
Energy saving	7.1	7.0	7.1	7.1	7.1	6.7	6.9	7.1
Use of renewable energy	7.0	7.0	7.0	7.0	7.1	6.8	7.1	7.0
Recycling	7.1	7.0	7.2	7.3	7.0	6.6	6.7	6.9
Easy to get around by public transport	7.5	7.6	7.6	7.3	7.7	7.1	7.2	7.5
Overcrowding in tourist areas	6.6	6.6	6.6	6.6	6.7	6.3	6.4	6.4
Supply of local products	7.2	7.2	7.2	7.1	7.2	7.2	7.5	7.2

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