

Profile of tourist (2024)

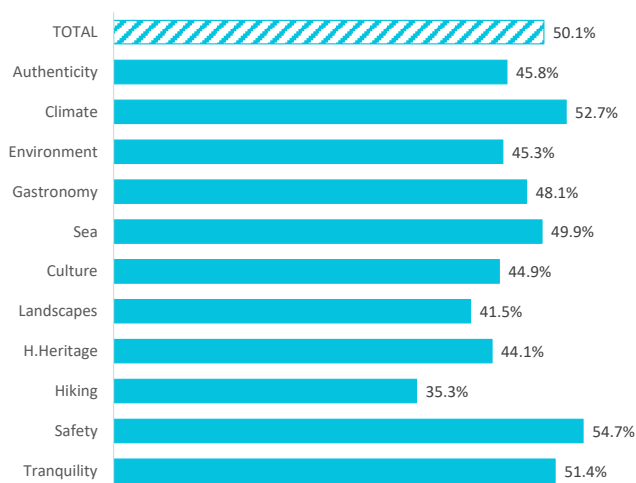
ASPECTS INFLUENCING THE DESTINATION CHOICE (1/2)



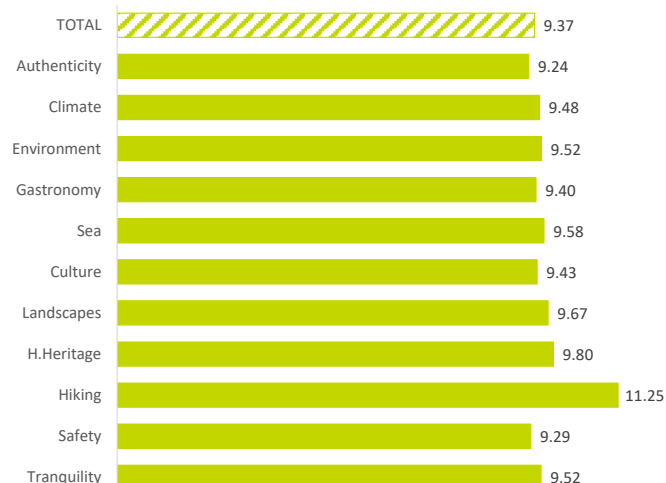
TOURIST EXPENDITURE

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|---|------------|--------------|------------|-------------|------------|-----------|-----------|------------|------------|-----------|-----------|-------------|
| Tourist arrivals ≥ 16 years old (EGT) | 15,484,736 | 3,540,855 | 11,479,493 | 5,242,775 | 4,099,393 | 6,843,419 | 1,532,724 | 5,362,136 | 1,446,685 | 1,642,559 | 8,449,254 | 7,479,155 |
| % Tourists | 100% | 22.9% | 74.1% | 33.9% | 26.5% | 44.2% | 9.9% | 34.6% | 9.3% | 10.6% | 54.6% | 48.3% |
| - Lanzarote | 2,789,181 | 703,062 | 2,073,387 | 1,038,020 | 752,149 | 1,141,351 | 322,051 | 947,322 | 302,842 | 214,667 | 1,662,590 | 1,463,214 |
| - Fuerteventura | 2,186,254 | 484,355 | 1,652,027 | 645,955 | 543,251 | 1,257,033 | 154,233 | 635,787 | 149,290 | 168,011 | 1,251,541 | 1,153,437 |
| - Gran Canaria | 4,040,620 | 873,306 | 2,988,961 | 1,186,984 | 1,087,166 | 1,893,565 | 414,658 | 1,250,159 | 376,677 | 421,530 | 2,071,471 | 1,865,916 |
| - Tenerife | 6,277,692 | 1,415,541 | 4,647,071 | 2,282,402 | 1,673,715 | 2,473,739 | 625,885 | 2,407,164 | 597,515 | 773,453 | 3,377,175 | 2,900,008 |
| - La Palma | 155,114 | 54,123 | 95,488 | 74,567 | 34,169 | 59,839 | 11,444 | 102,520 | 15,972 | 56,895 | 70,394 | 79,508 |
| % tourists who book holiday package | 50.1% | 45.8% | 52.7% | 45.3% | 48.1% | 49.9% | 44.9% | 41.5% | 44.1% | 35.3% | 54.7% | 51.4% |
| Expenditure per tourist (€) | 1,443 | 1,384 | 1,500 | 1,428 | 1,462 | 1,455 | 1,373 | 1,373 | 1,387 | 1,394 | 1,502 | 1,465 |
| - book holiday package | 1,656 | 1,618 | 1,676 | 1,646 | 1,704 | 1,685 | 1,618 | 1,636 | 1,676 | 1,689 | 1,682 | 1,669 |
| - holiday package | 1,378 | 1,343 | 1,396 | 1,355 | 1,396 | 1,407 | 1,317 | 1,345 | 1,372 | 1,370 | 1,403 | 1,401 |
| - others | 278 | 275 | 279 | 291 | 308 | 277 | 302 | 290 | 304 | 318 | 279 | 268 |
| - do not book holiday package | 1,230 | 1,186 | 1,305 | 1,246 | 1,238 | 1,226 | 1,173 | 1,187 | 1,160 | 1,233 | 1,285 | 1,248 |
| - flight | 328 | 311 | 344 | 331 | 328 | 341 | 317 | 320 | 313 | 340 | 343 | 333 |
| - accommodation | 409 | 378 | 446 | 405 | 416 | 408 | 374 | 378 | 374 | 378 | 451 | 425 |
| - others | 493 | 497 | 515 | 511 | 495 | 477 | 482 | 488 | 472 | 515 | 491 | 490 |
| Average lenght of stay | 9.37 | 9.24 | 9.48 | 9.52 | 9.40 | 9.58 | 9.43 | 9.67 | 9.80 | 11.25 | 9.29 | 9.52 |
| Average daily expenditure (€) | 176.9 | 168.8 | 181.4 | 171.9 | 176.0 | 173.5 | 168.4 | 163.8 | 166.8 | 153.5 | 182.5 | 176.1 |
| Average daily expenditure without flight (€) | 125.7 | 120.6 | 129.2 | 123.2 | 125.8 | 122.2 | 121.2 | 117.0 | 119.3 | 109.0 | 129.7 | 125.3 |
| Average cost of the flight (€) | 410.7 | 387.6 | 425.6 | 398.7 | 408.5 | 424.6 | 381.8 | 386.6 | 389.0 | 395.2 | 428.6 | 418.1 |
| Total turnover (≥ 16 years old) (€m) | 22,351 | 4,900 | 17,222 | 7,485 | 5,993 | 9,957 | 2,104 | 7,364 | 2,007 | 2,289 | 12,692 | 10,954 |
| % Turnover | 100% | 21.9% | 77.1% | 33.5% | 26.8% | 44.5% | 9.4% | 32.9% | 9.0% | 10.2% | 56.8% | 49.0% |
| Turnover without flight (≥ 16 years old) (€m) | 15,991 | 3,528 | 12,336 | 5,395 | 4,319 | 7,051 | 1,519 | 5,291 | 1,444 | 1,640 | 9,071 | 7,827 |

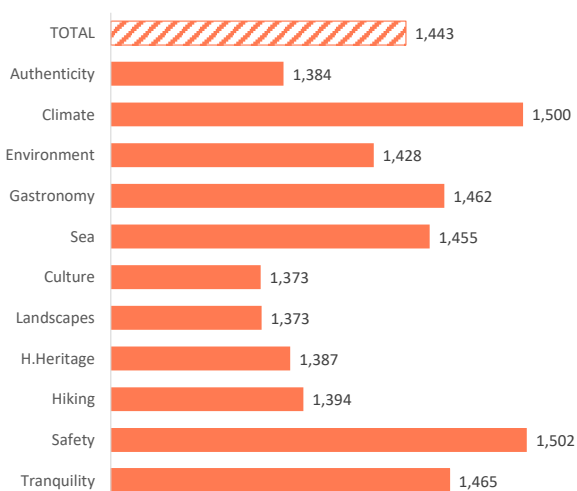
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



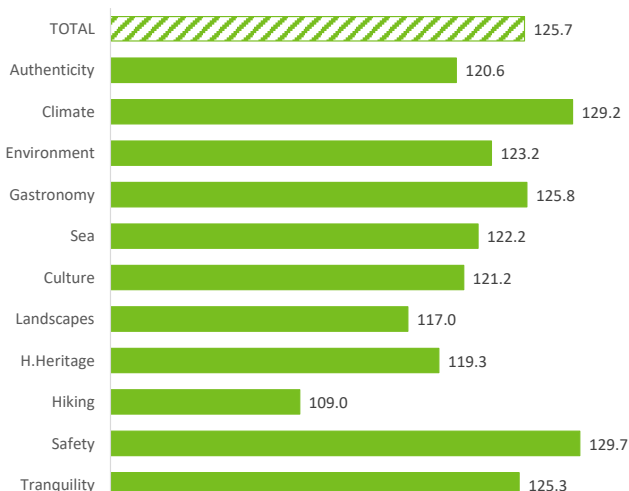
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Authenticity, Climate = Weather, Environment, Gastronomy, Sea, Culture = Cultural offer, Landscapes, H. Heritage = Historical Heritage, Hiking = Hiking trail network, Safety, Tranquility

Profile of tourist (2024)

ASPECTS INFLUENCING THE DESTINATION CHOICE (1/2)



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

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|-------------------------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Accommodation: | | | | | | | | | | | | |
| - Accommodation | 84.5% | 83.1% | 86.7% | 84.2% | 83.6% | 84.8% | 80.7% | 83.1% | 81.4% | 79.4% | 86.6% | 85.1% |
| - Additional accommodation expenses | 6.2% | 6.8% | 6.2% | 6.5% | 6.2% | 6.4% | 6.9% | 6.7% | 6.7% | 6.8% | 6.2% | 6.3% |
| Transport: | | | | | | | | | | | | |
| - National/International Transport | 95.7% | 95.8% | 96.5% | 96.0% | 96.1% | 96.6% | 95.0% | 95.9% | 95.8% | 95.8% | 96.3% | 96.4% |
| - Flights between islands | 4.5% | 5.5% | 4.5% | 5.4% | 4.5% | 5.0% | 6.0% | 6.2% | 6.3% | 6.7% | 4.3% | 4.6% |
| - Taxi | 50.9% | 45.1% | 53.4% | 46.8% | 49.6% | 49.4% | 45.2% | 40.3% | 41.9% | 33.2% | 55.8% | 51.8% |
| - Car rental | 31.6% | 36.7% | 30.4% | 36.0% | 31.7% | 33.1% | 36.5% | 45.0% | 40.8% | 48.8% | 27.5% | 30.5% |
| - Public transport | 11.0% | 10.2% | 11.1% | 10.5% | 10.3% | 11.9% | 11.3% | 11.4% | 11.6% | 14.4% | 10.3% | 10.3% |
| Food and drink: | | | | | | | | | | | | |
| - Food purchases at supermarkets | 58.0% | 58.4% | 58.0% | 58.9% | 57.0% | 58.7% | 58.6% | 60.6% | 58.0% | 65.2% | 56.3% | 57.0% |
| - Restaurants | 66.6% | 66.2% | 66.2% | 67.5% | 69.2% | 65.0% | 67.5% | 68.5% | 66.4% | 70.0% | 64.7% | 64.9% |
| Leisure: | | | | | | | | | | | | |
| - Organized excursions | 23.7% | 26.8% | 23.1% | 25.8% | 22.2% | 24.9% | 28.0% | 29.0% | 30.0% | 28.2% | 23.4% | 23.1% |
| - Sport activities | 6.9% | 6.7% | 6.8% | 6.8% | 6.5% | 7.4% | 6.5% | 6.7% | 5.8% | 7.1% | 6.5% | 5.8% |
| - Cultural activities | 2.8% | 3.6% | 2.6% | 3.5% | 3.3% | 2.9% | 5.6% | 3.7% | 4.8% | 4.4% | 2.5% | 2.6% |
| - Museums | 5.4% | 7.3% | 4.9% | 6.5% | 5.2% | 5.4% | 9.1% | 7.9% | 10.1% | 8.9% | 4.7% | 5.1% |
| - Theme Parks | 11.3% | 11.4% | 11.0% | 12.0% | 11.4% | 10.4% | 13.0% | 12.1% | 12.6% | 10.3% | 11.7% | 10.4% |
| - Discos and pubs | 10.7% | 11.0% | 10.8% | 11.3% | 11.0% | 9.5% | 11.1% | 9.1% | 9.6% | 8.9% | 10.8% | 9.8% |
| - Wellness | 4.5% | 4.5% | 4.8% | 4.7% | 4.7% | 4.6% | 4.4% | 4.3% | 4.3% | 4.9% | 4.9% | 5.1% |
| Purchases of goods: | | | | | | | | | | | | |
| - Souvenirs | 41.2% | 42.0% | 41.0% | 41.1% | 41.6% | 41.2% | 42.7% | 41.5% | 43.8% | 39.9% | 41.9% | 41.1% |
| - Real estate | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% | 0.2% | 0.2% | 0.1% | 0.1% |
| - Other purchases | 0.8% | 0.9% | 0.8% | 0.9% | 0.8% | 1.0% | 1.2% | 1.0% | 1.2% | 0.8% | 0.8% | 0.9% |
| Others: | | | | | | | | | | | | |
| - Medical expenses | 6.7% | 7.3% | 6.8% | 7.1% | 7.1% | 7.3% | 7.2% | 7.2% | 7.4% | 7.2% | 7.0% | 7.1% |
| - Other expenses | 4.8% | 4.4% | 4.7% | 4.6% | 4.2% | 4.8% | 5.3% | 4.4% | 5.1% | 4.5% | 4.8% | 4.7% |

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

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|--------------------------------------|--------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Expenditure per tourist and trip (€) | | | | | | | | | | | | |
| Accommodation: | 881 | 824 | 913 | 842 | 902 | 898 | 844 | 798 | 833 | 819 | 910 | 890 |
| - Accommodation | 719 | 678 | 741 | 693 | 732 | 722 | 688 | 657 | 695 | 658 | 757 | 739 |
| - Additional accommodation expenses | 162 | 146 | 172 | 149 | 170 | 175 | 156 | 142 | 138 | 161 | 153 | 151 |
| Transport: | 752 | 716 | 763 | 745 | 751 | 769 | 725 | 736 | 723 | 772 | 762 | 752 |
| - National/International Transport | 429 | 405 | 441 | 415 | 425 | 440 | 402 | 403 | 406 | 413 | 445 | 434 |
| - Flights between islands | 81 | 78 | 81 | 87 | 86 | 83 | 91 | 83 | 82 | 88 | 75 | 79 |
| - Taxi | 88 | 87 | 87 | 85 | 85 | 91 | 84 | 90 | 86 | 95 | 87 | 88 |
| - Car rental | 123 | 119 | 124 | 124 | 123 | 123 | 116 | 126 | 118 | 142 | 125 | 123 |
| - Public transport | 30 | 28 | 31 | 35 | 32 | 33 | 32 | 34 | 31 | 34 | 30 | 29 |
| Food and drink: | 324 | 312 | 331 | 339 | 351 | 329 | 337 | 317 | 333 | 347 | 333 | 331 |
| - Food purchases at supermarkets | 115 | 113 | 117 | 124 | 118 | 122 | 129 | 120 | 129 | 145 | 115 | 119 |
| - Restaurants | 209 | 199 | 215 | 216 | 233 | 208 | 208 | 197 | 204 | 202 | 218 | 212 |
| Leisure: | 553 | 563 | 548 | 547 | 571 | 553 | 572 | 528 | 561 | 554 | 568 | 546 |
| - Organized excursions | 95 | 95 | 94 | 93 | 96 | 97 | 102 | 97 | 99 | 92 | 96 | 94 |
| - Sport activities | 104 | 114 | 98 | 97 | 120 | 110 | 103 | 93 | 116 | 105 | 110 | 107 |
| - Cultural activities | 62 | 63 | 61 | 64 | 59 | 60 | 64 | 59 | 56 | 51 | 63 | 55 |
| - Museums | 37 | 39 | 37 | 38 | 35 | 35 | 35 | 36 | 35 | 29 | 38 | 35 |
| - Theme Parks | 76 | 78 | 75 | 77 | 77 | 75 | 84 | 71 | 75 | 74 | 78 | 75 |
| - Discos and pubs | 102 | 104 | 107 | 102 | 105 | 99 | 108 | 90 | 103 | 116 | 108 | 103 |
| - Wellness | 78 | 70 | 76 | 76 | 79 | 76 | 76 | 81 | 77 | 86 | 75 | 78 |
| Purchases of goods: | 21,536 | 33,312 | 26,590 | 14,309 | 10,804 | 5,606 | 610 | 18,813 | 531 | 7,960 | 8,994 | 18,976 |
| - Souvenirs | 89 | 88 | 90 | 91 | 90 | 91 | 91 | 84 | 95 | 89 | 93 | 92 |
| - Real estate | 21,287 | 33,073 | 26,343 | 14,057 | 10,571 | 5,373 | 251 | 18,606 | 159 | 7,808 | 8,764 | 18,705 |
| - Other purchases | 160 | 151 | 158 | 161 | 143 | 142 | 267 | 122 | 277 | 63 | 137 | 178 |
| Others: | 123 | 124 | 124 | 128 | 139 | 122 | 155 | 121 | 148 | 133 | 126 | 131 |
| - Medical expenses | 39 | 34 | 39 | 38 | 37 | 36 | 44 | 34 | 40 | 34 | 40 | 43 |
| - Other expenses | 84 | 90 | 85 | 89 | 102 | 86 | 111 | 87 | 108 | 99 | 86 | 87 |

TOURIST PROFILE

Who are they?

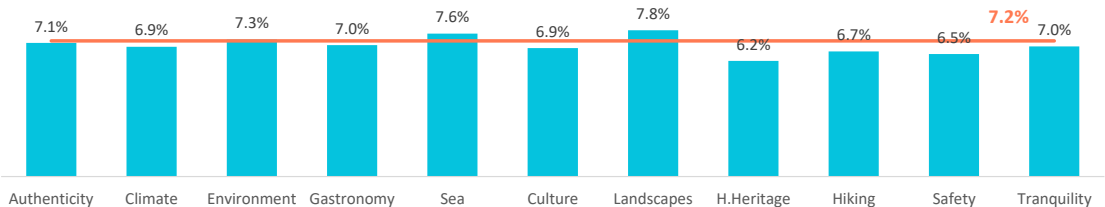
| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|--------------------------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Gender | | | | | | | | | | | | |
| Percentage of men | 48.4% | 45.0% | 47.3% | 45.8% | 46.2% | 46.2% | 45.6% | 46.8% | 46.5% | 51.0% | 43.6% | 45.3% |
| Percentage of women | 51.6% | 55.0% | 52.7% | 54.2% | 53.8% | 53.8% | 54.4% | 53.2% | 53.5% | 49.0% | 56.4% | 54.7% |
| Age | | | | | | | | | | | | |
| Average age | 46.79 | 45.52 | 47.64 | 46.47 | 47.58 | 46.47 | 45.12 | 45.30 | 47.20 | 46.10 | 47.43 | 47.72 |
| Standard deviation | 16.8 | 16.6 | 16.6 | 16.7 | 16.7 | 16.7 | 16.9 | 16.8 | 16.7 | 16.7 | 16.7 | 16.7 |
| Age range | | | | | | | | | | | | |
| 16-24 years old | 10.5% | 11.1% | 8.8% | 10.2% | 8.8% | 10.1% | 12.4% | 11.0% | 9.7% | 9.5% | 9.8% | 9.3% |
| 25-30 years old | 10.9% | 12.2% | 10.1% | 11.3% | 10.8% | 11.6% | 11.7% | 13.4% | 10.4% | 13.4% | 9.8% | 10.5% |
| 31-45 years old | 28.9% | 29.7% | 29.3% | 29.7% | 28.6% | 29.4% | 31.2% | 30.0% | 28.5% | 28.7% | 29.1% | 27.5% |
| 46-60 years old | 24.3% | 24.3% | 25.1% | 23.9% | 24.5% | 24.2% | 21.3% | 22.7% | 24.9% | 23.4% | 24.8% | 25.5% |
| Over 60 years old | 25.5% | 22.7% | 26.6% | 24.9% | 27.4% | 24.7% | 23.4% | 22.9% | 26.5% | 24.8% | 26.5% | 27.3% |
| Occupation | | | | | | | | | | | | |
| Salaried worker | 55.9% | 55.3% | 55.8% | 54.7% | 54.4% | 55.6% | 55.0% | 55.8% | 52.2% | 52.6% | 56.2% | 55.0% |
| Self-employed | 10.8% | 12.1% | 10.6% | 11.7% | 11.0% | 11.0% | 11.6% | 11.8% | 12.6% | 13.0% | 10.4% | 10.8% |
| Unemployed | 0.9% | 1.1% | 0.8% | 1.0% | 0.9% | 0.9% | 1.1% | 1.1% | 1.2% | 1.2% | 0.7% | 0.8% |
| Business owner | 7.7% | 7.8% | 7.6% | 7.8% | 8.1% | 8.1% | 8.2% | 8.0% | 8.4% | 8.6% | 7.3% | 7.6% |
| Student | 4.2% | 4.2% | 3.5% | 4.2% | 3.7% | 4.5% | 4.9% | 4.7% | 4.0% | 4.7% | 3.6% | 3.6% |
| Retired | 19.2% | 17.8% | 20.4% | 19.4% | 20.4% | 18.4% | 17.6% | 17.2% | 20.0% | 18.5% | 20.4% | 20.7% |
| Unpaid domestic work | 0.5% | 0.5% | 0.5% | 0.5% | 0.4% | 0.6% | 0.5% | 0.5% | 0.4% | 0.3% | 0.6% | 0.5% |
| Others | 0.8% | 1.2% | 0.8% | 0.8% | 0.9% | 0.9% | 1.1% | 0.9% | 1.2% | 1.0% | 0.8% | 0.9% |
| Annual household income level | | | | | | | | | | | | |
| Less than €25,000 | 12.6% | 15.2% | 11.3% | 14.0% | 13.0% | 13.0% | 16.2% | 14.8% | 15.9% | 15.3% | 12.1% | 12.6% |
| €25,000 - €49,999 | 33.9% | 37.0% | 33.3% | 35.5% | 34.6% | 34.9% | 36.4% | 37.1% | 38.2% | 36.0% | 33.4% | 34.0% |
| €50,000 - €74,999 | 25.5% | 24.5% | 25.8% | 24.3% | 24.4% | 25.5% | 24.1% | 24.7% | 24.2% | 25.0% | 25.8% | 25.8% |
| More than €74,999 | 27.9% | 23.3% | 29.6% | 26.2% | 28.0% | 26.6% | 23.3% | 23.4% | 21.8% | 23.7% | 28.6% | 27.6% |
| Education level | | | | | | | | | | | | |
| No studies | 4.0% | 3.7% | 4.1% | 4.3% | 3.7% | 3.1% | 3.6% | 2.6% | 3.1% | 1.5% | 4.8% | 3.9% |
| Primary education | 1.9% | 1.9% | 1.7% | 1.9% | 1.9% | 2.0% | 1.8% | 2.0% | 2.3% | 2.5% | 1.8% | 1.9% |
| Secondary education | 21.0% | 19.7% | 20.4% | 18.8% | 20.1% | 20.4% | 19.8% | 19.1% | 20.9% | 18.1% | 20.7% | 20.9% |
| Higher education | 73.1% | 74.7% | 73.8% | 75.0% | 74.4% | 74.6% | 74.7% | 76.3% | 73.7% | 77.9% | 72.7% | 73.3% |

Who do they come with?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Unaccompanied | 10.3% | 10.8% | 9.0% | 10.2% | 9.4% | 10.5% | 11.9% | 11.2% | 11.5% | 15.5% | 8.4% | 9.7% |
| Only with partner | 46.8% | 47.8% | 48.2% | 48.4% | 49.9% | 46.7% | 46.6% | 48.5% | 49.9% | 50.0% | 47.8% | 50.1% |
| Only with children (< 13 years old) | 4.3% | 4.3% | 4.4% | 4.1% | 4.0% | 4.9% | 4.2% | 4.1% | 4.0% | 3.2% | 4.8% | 4.1% |
| Partner + children (< 13 years old) | 6.8% | 5.9% | 7.2% | 6.2% | 6.1% | 6.2% | 6.1% | 5.7% | 5.3% | 4.4% | 7.4% | 6.2% |
| Other relatives | 10.4% | 10.3% | 10.4% | 10.5% | 10.2% | 10.0% | 11.7% | 9.9% | 10.0% | 8.5% | 11.1% | 10.5% |
| Friends | 7.2% | 7.1% | 6.9% | 7.3% | 7.0% | 7.6% | 6.9% | 7.8% | 6.2% | 6.7% | 6.5% | 7.0% |
| Work colleagues | 0.5% | 0.2% | 0.1% | 0.1% | 0.2% | 0.1% | 0.2% | 0.1% | 0.2% | 0.1% | 0.1% | 0.1% |
| Organized trip | 0.2% | 0.1% | 0.1% | 0.2% | 0.1% | 0.1% | 0.2% | 0.2% | 0.2% | 0.3% | 0.1% | 0.1% |
| Other combinations ⁽²⁾ | 13.5% | 13.4% | 13.6% | 13.1% | 13.1% | 13.8% | 12.2% | 12.5% | 12.8% | 11.4% | 13.7% | 12.2% |
| ⁽²⁾ Different situations have been isolated | | | | | | | | | | | | |
| Tourists with children | 17.0% | 15.6% | 17.8% | 16.1% | 15.7% | 16.6% | 15.9% | 14.5% | 14.4% | 11.5% | 19.2% | 15.6% |
| - Between 0 and 2 years old | 1.3% | 1.1% | 1.3% | 1.0% | 1.1% | 1.1% | 1.2% | 1.0% | 1.1% | 1.0% | 1.3% | 1.2% |
| - Between 3 and 12 years old | 14.5% | 13.4% | 15.1% | 13.9% | 13.3% | 14.3% | 13.6% | 12.4% | 12.4% | 9.5% | 16.4% | 13.2% |
| - Between 0 -2 and 3-12 years old | 1.2% | 1.2% | 1.3% | 1.2% | 1.3% | 1.2% | 1.0% | 1.1% | 1.0% | 1.0% | 1.5% | 1.1% |
| Tourists without children | 83.0% | 84.4% | 82.2% | 83.9% | 84.3% | 83.4% | 84.1% | 85.5% | 85.6% | 88.5% | 80.8% | 84.4% |
| Group composition: | | | | | | | | | | | | |
| - 1 person | 12.5% | 13.1% | 10.9% | 12.1% | 11.1% | 12.6% | 14.1% | 13.3% | 14.0% | 17.8% | 10.1% | 11.5% |
| - 2 people | 54.9% | 55.2% | 56.0% | 56.1% | 57.4% | 55.0% | 53.6% | 56.4% | 56.3% | 56.8% | 55.7% | 58.2% |
| - 3 people | 11.9% | 12.4% | 11.9% | 11.9% | 12.0% | 12.4% | 13.6% | 11.6% | 12.3% | 9.6% | 12.5% | 11.6% |
| - 4 or 5 people | 16.2% | 15.5% | 16.5% | 15.9% | 15.2% | 15.7% | 15.3% | 15.2% | 13.9% | 12.8% | 16.9% | 14.9% |
| - 6 or more people | 4.5% | 3.8% | 4.6% | 4.0% | 4.4% | 4.2% | 3.4% | 3.6% | 3.5% | 2.9% | 4.8% | 3.8% |
| Average group size: | 2.61 | 2.55 | 2.64 | 2.57 | 2.58 | 2.58 | 2.51 | 2.52 | 2.48 | 2.37 | 2.66 | 2.54 |

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH FRIENDS



TRIP MOTIVATION AND DESTINATION CHOICE

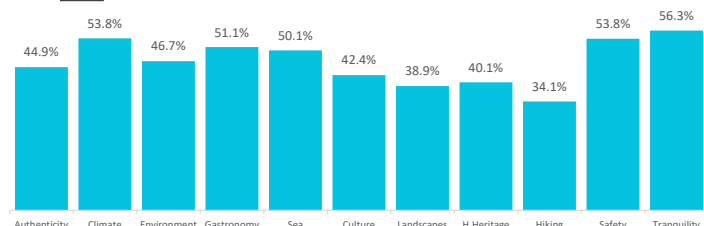
What is the main reason for visiting the Canary Islands?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|-----------------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Holidays | 90.4% | 89.8% | 93.9% | 91.7% | 91.2% | 91.7% | 88.8% | 90.6% | 88.7% | 87.9% | 93.7% | 92.6% |
| Family reasons | 6.9% | 9.2% | 5.4% | 7.5% | 8.2% | 7.5% | 10.1% | 8.4% | 10.4% | 10.4% | 5.7% | 6.7% |
| Business | 1.3% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Education and training | 0.2% | 0.3% | 0.2% | 0.2% | 0.1% | 0.2% | 0.4% | 0.3% | 0.3% | 0.5% | 0.2% | 0.2% |
| Sports training | 0.5% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Health | 0.2% | 0.2% | 0.2% | 0.2% | 0.1% | 0.2% | 0.2% | 0.2% | 0.2% | 0.4% | 0.1% | 0.2% |
| Conventions and Exhibitions | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Others | 0.4% | 0.5% | 0.3% | 0.4% | 0.4% | 0.4% | 0.5% | 0.5% | 0.4% | 0.9% | 0.3% | 0.3% |

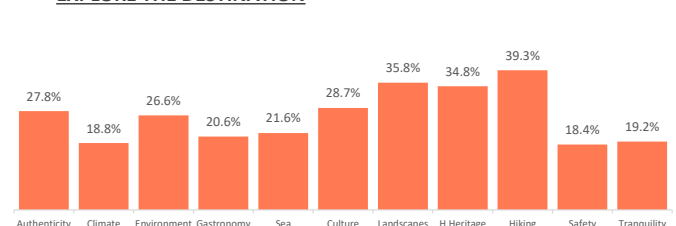
What is the main motivation for their holidays?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|-------------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Rest | 50.6% | 44.9% | 53.8% | 46.7% | 51.1% | 50.1% | 42.4% | 38.9% | 40.1% | 34.1% | 53.8% | 56.3% |
| Enjoy family time | 15.9% | 15.1% | 15.3% | 15.0% | 15.6% | 15.5% | 15.1% | 13.7% | 14.5% | 13.0% | 16.0% | 13.9% |
| Have fun | 9.0% | 9.1% | 8.7% | 8.5% | 9.9% | 9.1% | 10.9% | 8.1% | 7.9% | 7.2% | 9.1% | 7.6% |
| Explore the destination | 21.2% | 27.8% | 18.8% | 26.6% | 20.6% | 21.6% | 28.7% | 35.8% | 34.8% | 39.3% | 18.4% | 19.2% |
| Practice their hobbies | 1.9% | 1.9% | 2.0% | 1.9% | 1.4% | 2.3% | 1.3% | 2.2% | 1.5% | 3.9% | 1.5% | 1.6% |
| Other reasons | 1.4% | 1.3% | 1.4% | 1.3% | 1.3% | 1.4% | 1.7% | 1.4% | 1.3% | 2.6% | 1.3% | 1.3% |

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|----------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Climate | 75.6% | 81.1% | 100% | 83.8% | 83.8% | 88.4% | 80.7% | 81.8% | 80.0% | 80.6% | 82.7% | 83.6% |
| Safety | 55.7% | 77.6% | 60.8% | 70.6% | 77.8% | 63.6% | 78.5% | 62.5% | 76.1% | 61.0% | 100% | 79.0% |
| Tranquility | 49.3% | 75.4% | 54.4% | 65.3% | 69.1% | 59.9% | 74.4% | 62.0% | 73.9% | 63.8% | 69.9% | 100% |
| Sea | 45.1% | 60.7% | 52.7% | 60.9% | 57.9% | 100% | 64.8% | 67.5% | 66.1% | 63.8% | 51.5% | 54.8% |
| Accommodation supply | 43.5% | 56.5% | 49.3% | 53.9% | 60.9% | 48.9% | 65.4% | 45.8% | 63.8% | 49.5% | 58.0% | 55.9% |
| Effortless trip | 39.2% | 58.5% | 43.7% | 50.5% | 64.1% | 46.5% | 59.9% | 44.9% | 57.5% | 45.8% | 59.4% | 57.4% |
| Beaches | 38.8% | 53.1% | 46.4% | 52.4% | 50.3% | 74.9% | 57.8% | 56.6% | 57.2% | 52.3% | 45.6% | 47.7% |
| Price | 37.9% | 60.1% | 42.5% | 48.4% | 53.4% | 44.4% | 55.7% | 43.1% | 55.1% | 41.5% | 52.3% | 52.1% |
| European belonging | 37.2% | 58.2% | 41.5% | 48.2% | 50.2% | 45.0% | 56.9% | 45.9% | 57.9% | 51.0% | 50.5% | 55.8% |
| Landscapes | 35.3% | 61.4% | 38.2% | 68.6% | 49.0% | 52.9% | 71.3% | 100% | 78.5% | 81.7% | 39.7% | 44.4% |
| Environment | 34.5% | 60.4% | 38.3% | 100% | 49.8% | 46.6% | 70.0% | 67.1% | 72.8% | 71.5% | 43.8% | 45.8% |
| Gastronomy | 27.0% | 48.7% | 29.9% | 38.9% | 100% | 34.7% | 57.7% | 37.5% | 54.9% | 40.6% | 37.7% | 37.9% |
| Fun possibilities | 23.6% | 38.6% | 25.6% | 32.9% | 36.3% | 29.5% | 57.4% | 30.5% | 46.9% | 32.7% | 30.5% | 30.2% |
| Authenticity | 23.3% | 100% | 25.0% | 40.8% | 42.0% | 31.4% | 63.3% | 40.5% | 63.8% | 44.3% | 32.5% | 35.7% |
| Exoticism | 11.8% | 39.2% | 12.9% | 19.9% | 20.7% | 17.0% | 34.7% | 21.2% | 33.5% | 26.5% | 15.8% | 18.2% |
| Hiking trail network | 10.8% | 20.5% | 11.5% | 22.4% | 16.3% | 15.3% | 30.0% | 25.0% | 34.7% | 100% | 11.9% | 14.0% |
| Shopping | 10.1% | 20.8% | 11.5% | 16.6% | 22.8% | 14.4% | 29.4% | 15.6% | 27.7% | 20.8% | 15.1% | 15.2% |
| Culture | 10.1% | 27.4% | 10.8% | 20.5% | 21.6% | 14.5% | 100% | 20.4% | 66.4% | 28.0% | 14.2% | 15.2% |
| Historical heritage | 9.5% | 26.1% | 10.1% | 20.1% | 19.4% | 14.0% | 62.7% | 21.2% | 100% | 30.6% | 13.0% | 14.3% |
| Nightlife | 8.3% | 15.6% | 9.3% | 13.0% | 15.8% | 11.2% | 24.1% | 11.6% | 21.3% | 17.5% | 11.0% | 10.6% |

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 | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|---------------------------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Previous visits to the Canary Islands | 48.4% | 46.0% | 51.7% | 48.6% | 51.0% | 47.4% | 44.4% | 43.7% | 44.2% | 43.1% | 51.7% | 50.6% |
| Friends or relatives | 29.7% | 32.1% | 28.2% | 30.5% | 29.8% | 29.6% | 32.6% | 31.8% | 31.4% | 31.7% | 28.6% | 28.5% |
| Internet or social media | 51.4% | 49.7% | 52.3% | 51.1% | 50.9% | 51.6% | 47.4% | 52.9% | 46.2% | 51.1% | 51.3% | 49.7% |
| Mass Media | 1.9% | 2.3% | 1.9% | 2.4% | 2.0% | 2.1% | 3.0% | 2.4% | 2.7% | 2.2% | 2.0% | 1.9% |
| Travel guides and magazines | 6.5% | 7.6% | 6.3% | 7.3% | 5.9% | 6.4% | 8.9% | 8.8% | 8.3% | 9.8% | 5.9% | 6.1% |
| Travel Blogs or Forums | 6.3% | 7.0% | 6.2% | 7.3% | 6.7% | 6.3% | 8.3% | 8.9% | 7.4% | 9.5% | 5.9% | 6.0% |
| Travel TV Channels | 0.8% | 0.9% | 0.9% | 1.0% | 0.9% | 0.8% | 1.1% | 1.0% | 1.4% | 1.0% | 0.9% | 0.9% |
| Tour Operator or Travel Agency | 20.2% | 18.2% | 21.0% | 18.0% | 19.5% | 19.2% | 17.1% | 16.5% | 17.6% | 13.1% | 22.2% | 20.9% |
| Public administrations or similar | 0.5% | 0.7% | 0.4% | 0.6% | 0.5% | 0.4% | 0.8% | 0.6% | 0.9% | 0.9% | 0.5% | 0.5% |
| Others | 3.3% | 4.0% | 2.8% | 3.3% | 3.4% | 3.2% | 4.4% | 3.6% | 4.9% | 4.0% | 2.9% | 3.2% |

* Multi-choice question

Profile of tourist (2024)

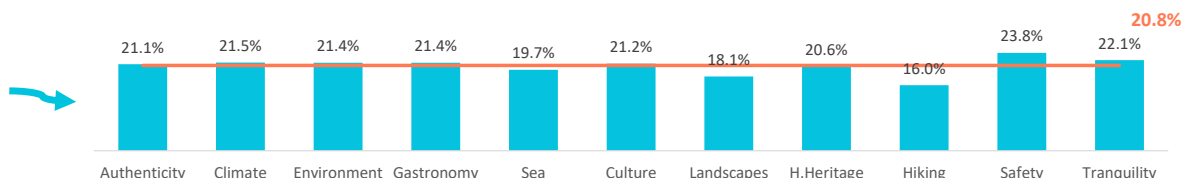
ASPECTS INFLUENCING THE DESTINATION CHOICE (1/2)

TRIP BOOKING

How far in advance do they book their trip?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|------------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| The same day | 0.9% | 0.9% | 0.7% | 0.9% | 1.0% | 0.9% | 1.2% | 0.9% | 1.3% | 1.2% | 0.7% | 0.7% |
| Between 1 and 30 days | 22.3% | 22.2% | 21.7% | 22.1% | 22.0% | 23.5% | 23.2% | 24.2% | 23.5% | 24.6% | 20.5% | 21.7% |
| Between 1 and 2 months | 23.0% | 23.8% | 22.7% | 22.9% | 22.7% | 23.4% | 21.9% | 24.1% | 22.5% | 25.6% | 21.8% | 22.8% |
| Between 3 and 6 months | 33.0% | 32.1% | 33.3% | 32.8% | 32.8% | 32.5% | 32.4% | 32.8% | 32.1% | 32.7% | 33.2% | 32.7% |
| More than 6 months | 20.8% | 21.1% | 21.5% | 21.4% | 21.4% | 19.7% | 21.2% | 18.1% | 20.6% | 16.0% | 23.8% | 22.1% |

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



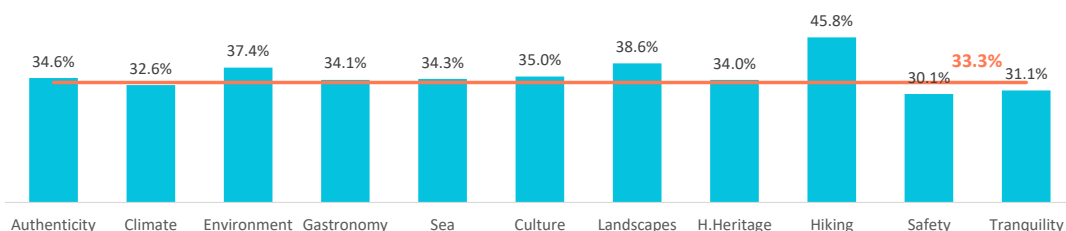
With whom did they book their flight and accommodation?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|-----------------------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Flight | | | | | | | | | | | | |
| - Directly with the airline | 50.0% | 53.8% | 48.5% | 55.0% | 52.7% | 50.0% | 53.9% | 56.9% | 54.6% | 62.0% | 47.5% | 49.7% |
| - Tour Operator or Travel Agency | 50.0% | 46.2% | 51.5% | 45.0% | 47.3% | 50.0% | 46.1% | 43.1% | 45.4% | 38.0% | 52.5% | 50.3% |
| Accommodation | | | | | | | | | | | | |
| - Directly with the accommodation | 37.0% | 40.1% | 36.0% | 41.5% | 39.0% | 36.8% | 40.2% | 43.0% | 41.3% | 46.6% | 35.3% | 37.3% |
| - Tour Operator or Travel Agency | 63.0% | 59.9% | 64.0% | 58.5% | 61.0% | 63.2% | 59.8% | 57.0% | 58.7% | 53.4% | 64.7% | 62.7% |

What do they book?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|-------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Room only | 33.3% | 34.6% | 32.6% | 37.4% | 34.1% | 34.3% | 35.0% | 38.6% | 34.0% | 45.8% | 30.1% | 31.1% |
| Bed and Breakfast | 14.1% | 13.8% | 13.8% | 14.0% | 16.0% | 12.8% | 14.5% | 13.9% | 14.5% | 15.1% | 13.4% | 13.6% |
| Half board | 17.4% | 16.9% | 17.8% | 16.6% | 17.4% | 18.0% | 17.4% | 17.7% | 19.1% | 16.2% | 18.2% | 18.5% |
| Full board | 3.1% | 3.7% | 2.9% | 3.3% | 2.9% | 3.3% | 3.8% | 3.4% | 4.5% | 3.5% | 3.0% | 3.1% |
| All inclusive | 32.1% | 31.0% | 32.9% | 28.7% | 29.6% | 31.6% | 29.3% | 26.4% | 27.8% | 19.3% | 35.3% | 33.7% |

% TOURISTS WHO BOOK ROOM ONLY



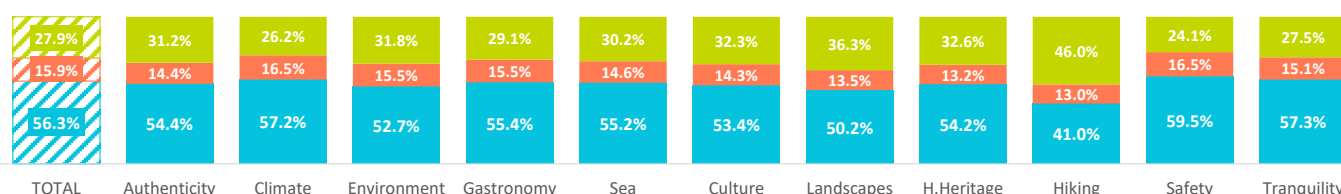
ACCOMMODATION

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|---|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| 1-2-3* Hotel | 10.3% | 10.3% | 10.1% | 9.6% | 9.3% | 10.6% | 10.8% | 9.6% | 11.3% | 9.0% | 10.2% | 9.4% |
| 4* Hotel | 37.0% | 35.8% | 37.6% | 34.7% | 34.8% | 36.6% | 33.7% | 33.3% | 34.1% | 26.6% | 39.2% | 37.6% |
| 5* Hotel / 5* Luxury Hotel | 9.0% | 8.4% | 9.5% | 8.3% | 11.3% | 8.0% | 8.8% | 7.3% | 8.8% | 5.4% | 10.1% | 10.3% |
| Aparthotel / Tourist Villa | 15.9% | 14.4% | 16.5% | 15.5% | 15.5% | 14.6% | 14.3% | 13.5% | 13.2% | 13.0% | 16.5% | 15.1% |
| House/room rented in a private dwelling | 15.5% | 16.7% | 15.3% | 18.0% | 15.4% | 16.7% | 16.7% | 20.5% | 16.0% | 25.5% | 13.6% | 15.0% |
| Private accommodation ⁽¹⁾ | 9.3% | 11.0% | 8.1% | 10.1% | 10.9% | 10.1% | 12.5% | 11.2% | 13.1% | 14.4% | 8.0% | 9.5% |
| Others (Cottage, cruise, camping,...) | 3.0% | 3.6% | 2.8% | 3.7% | 2.9% | 3.5% | 3.1% | 4.6% | 3.5% | 6.1% | 2.4% | 3.0% |

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

TYPE OF ACCOMMODATION

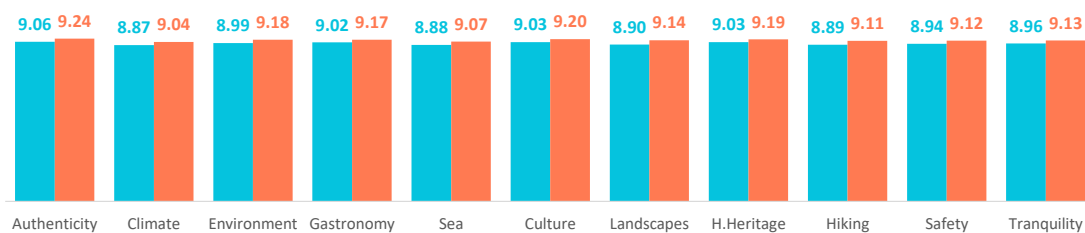
Hotels Aparthotel / Tourist Villa Others



SATISFACTION AND LOYALTY INDICATORS

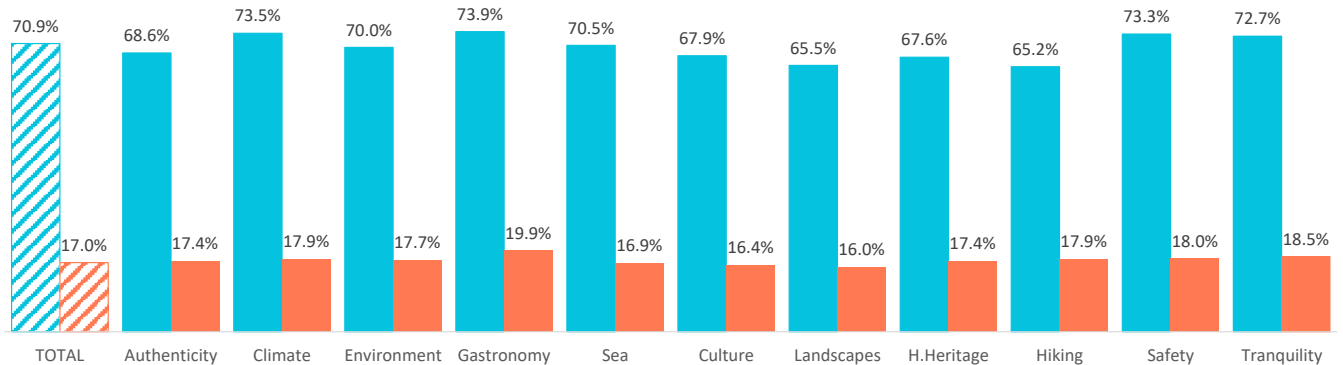
Satisfaction

| Satisfaction (scale 0-10) | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|---------------------------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Average rating | 8.74 | 9.03 | 8.81 | 8.95 | 8.96 | 8.85 | 9.02 | 8.91 | 8.99 | 8.90 | 8.90 | 8.91 |
| Experience in the Canary Islands | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
| Worse or much worse than expected | 2.9% | 3.1% | 2.6% | 2.9% | 2.6% | 2.9% | 3.5% | 3.0% | 3.5% | 3.1% | 2.6% | 2.6% |
| Lived up to expectations | 54.8% | 47.0% | 55.0% | 50.3% | 50.9% | 51.9% | 44.6% | 49.2% | 45.6% | 49.4% | 52.8% | 52.3% |
| Better or much better than expected | 42.3% | 49.9% | 42.4% | 46.8% | 46.5% | 45.2% | 51.8% | 47.8% | 50.8% | 47.5% | 44.6% | 45.1% |
| Future intentions (scale 1-10) | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
| Return to the Canary Islands | 8.77 | 9.06 | 8.87 | 8.99 | 9.02 | 8.88 | 9.03 | 8.90 | 9.03 | 8.89 | 8.94 | 8.96 |
| Recommend visiting the Canary Islands | 8.96 | 9.24 | 9.04 | 9.18 | 9.17 | 9.07 | 9.20 | 9.14 | 9.19 | 9.11 | 9.12 | 9.13 |

RETURN TO
THE CANARY8.77
TOTALRECOMMEND
VISITING THE
CANARY8.96
TOTAL

How many are loyal to the Canary Islands?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|---|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Repeat tourists | 70.9% | 68.6% | 73.5% | 70.0% | 73.9% | 70.5% | 67.9% | 65.5% | 67.6% | 65.2% | 73.3% | 72.7% |
| At least 10 previous visits | 19.9% | 18.7% | 21.0% | 19.8% | 23.3% | 19.9% | 18.5% | 17.6% | 19.9% | 19.0% | 21.2% | 21.6% |
| Repeat tourists (last 5 years) | 63.8% | 61.9% | 66.4% | 63.0% | 66.7% | 64.0% | 60.2% | 59.0% | 60.5% | 60.0% | 66.0% | 66.1% |
| Repeat tourists (last 5 years) (5 or more visits) | 17.0% | 17.4% | 17.9% | 17.7% | 19.9% | 16.9% | 16.4% | 16.0% | 17.4% | 17.9% | 18.0% | 18.5% |

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


ISLANDS

How many islands do they visit during their trip?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|-----------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| One island | 92.9% | 91.2% | 93.2% | 91.6% | 92.9% | 92.1% | 90.3% | 90.4% | 89.3% | 89.0% | 93.4% | 92.8% |
| Two islands | 6.1% | 7.6% | 5.9% | 7.3% | 6.2% | 6.9% | 8.4% | 8.2% | 9.1% | 9.1% | 5.8% | 6.3% |
| Three or more islands | 1.0% | 1.2% | 0.9% | 1.1% | 1.0% | 1.0% | 1.4% | 1.4% | 1.6% | 1.9% | 0.8% | 0.9% |

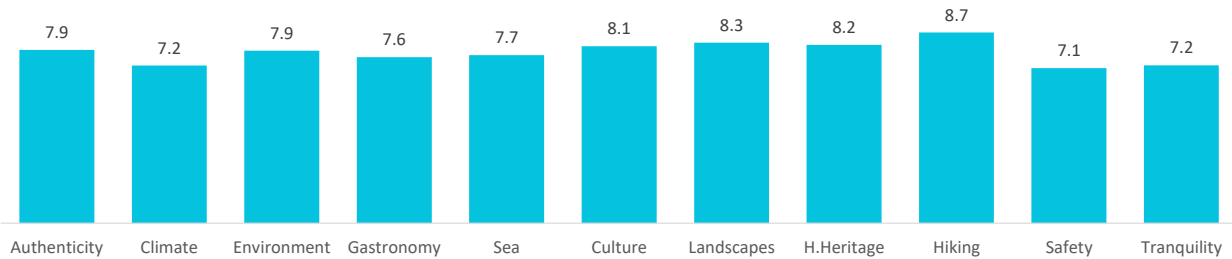
Visited islands during their trip (with overnight staying)

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|---------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Lanzarote | 18.6% | 20.6% | 18.6% | 20.5% | 18.9% | 17.4% | 21.7% | 18.5% | 21.8% | 14.0% | 20.2% | 20.2% |
| Fuerteventura | 14.6% | 14.3% | 14.8% | 12.9% | 13.7% | 19.0% | 10.8% | 12.6% | 11.1% | 11.1% | 15.2% | 15.9% |
| Gran Canaria | 26.6% | 25.4% | 26.5% | 23.3% | 27.2% | 28.4% | 27.4% | 24.1% | 26.5% | 26.7% | 25.0% | 25.5% |
| Tenerife | 41.4% | 41.0% | 41.2% | 44.6% | 41.8% | 37.0% | 42.4% | 46.1% | 42.7% | 49.1% | 40.6% | 39.6% |
| La Gomera | 0.3% | 0.4% | 0.3% | 0.5% | 0.3% | 0.4% | 0.3% | 0.7% | 0.4% | 1.1% | 0.3% | 0.3% |
| La Palma | 1.4% | 1.9% | 1.1% | 1.8% | 1.2% | 1.3% | 1.1% | 2.5% | 1.5% | 4.3% | 1.1% | 1.4% |
| El Hierro | 0.1% | 0.2% | 0.1% | 0.2% | 0.1% | 0.1% | 0.1% | 0.2% | 0.2% | 0.3% | 0.1% | 0.1% |
| Cruise | 0.2% | 0.1% | 0.2% | 0.2% | 0.2% | 0.3% | 0.2% | 0.2% | 0.2% | 0.1% | 0.2% | 0.2% |

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|----------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| 0 hours | 2.6% | 2.0% | 2.7% | 2.0% | 2.7% | 1.9% | 1.9% | 1.3% | 1.7% | 0.8% | 3.0% | 2.9% |
| 1 - 2 hours | 9.6% | 7.0% | 10.4% | 7.1% | 8.3% | 8.1% | 6.0% | 5.3% | 5.4% | 3.3% | 10.9% | 10.4% |
| 3 - 6 hours | 32.6% | 29.7% | 33.7% | 30.3% | 31.9% | 31.4% | 29.3% | 27.9% | 29.0% | 25.6% | 34.0% | 33.3% |
| 7 - 12 hours | 46.6% | 50.7% | 45.3% | 50.4% | 47.6% | 49.4% | 51.9% | 54.7% | 53.4% | 57.7% | 44.5% | 45.4% |
| More than 12 hours | 8.6% | 10.6% | 7.9% | 10.2% | 9.5% | 9.1% | 10.9% | 10.8% | 10.6% | 12.6% | 7.5% | 8.0% |
| Outdoor time per day | 7.4 | 7.9 | 7.2 | 7.9 | 7.6 | 7.7 | 8.1 | 8.3 | 8.2 | 8.7 | 7.1 | 7.2 |



Activities in the Canary Islands

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|--|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Walk, wander | 73.6% | 75.0% | 74.4% | 76.7% | 73.2% | 72.4% | 75.5% | 77.2% | 75.2% | 77.7% | 74.2% | 74.0% |
| Beach | 68.9% | 72.4% | 69.8% | 70.9% | 68.8% | 79.6% | 71.4% | 74.7% | 71.0% | 73.2% | 68.9% | 69.0% |
| Swimming pool, hotel facilities | 57.7% | 55.8% | 60.4% | 55.6% | 57.9% | 55.9% | 54.3% | 50.8% | 52.4% | 42.3% | 61.7% | 59.0% |
| Explore the island on their own | 48.8% | 55.5% | 47.4% | 54.4% | 49.6% | 51.5% | 57.4% | 62.4% | 59.2% | 65.6% | 46.3% | 48.5% |
| Taste Canarian gastronomy | 27.3% | 32.9% | 26.4% | 31.0% | 34.4% | 28.4% | 34.2% | 33.3% | 34.8% | 33.2% | 26.3% | 27.5% |
| Hiking | 18.8% | 21.0% | 17.6% | 22.6% | 17.5% | 19.7% | 21.7% | 29.0% | 23.8% | 50.7% | 15.3% | 17.9% |
| Organized excursions | 16.2% | 18.7% | 15.6% | 17.4% | 14.9% | 16.6% | 20.1% | 19.3% | 21.2% | 16.8% | 16.5% | 15.7% |
| Nightlife / concerts / shows | 15.4% | 16.1% | 15.6% | 15.9% | 17.3% | 15.1% | 18.7% | 13.8% | 15.1% | 12.8% | 15.9% | 14.2% |
| Theme parks | 14.7% | 15.7% | 14.4% | 15.8% | 14.8% | 13.8% | 17.6% | 16.0% | 16.5% | 14.1% | 15.2% | 13.6% |
| Sea excursions / whale watching | 12.0% | 13.2% | 11.6% | 12.4% | 11.5% | 13.4% | 13.7% | 13.9% | 13.2% | 12.2% | 12.2% | 11.3% |
| Wineries / markets / popular festivals | 11.2% | 14.5% | 10.9% | 13.7% | 12.8% | 11.9% | 15.8% | 14.7% | 16.0% | 15.7% | 10.6% | 11.2% |
| Museums / exhibitions | 10.8% | 15.3% | 9.7% | 13.4% | 11.1% | 11.3% | 21.3% | 16.2% | 22.8% | 17.0% | 9.7% | 10.6% |
| Other Nature Activities | 8.4% | 11.5% | 7.5% | 11.2% | 8.6% | 9.4% | 12.3% | 14.0% | 12.9% | 17.4% | 7.4% | 8.2% |
| Swim | 7.4% | 8.0% | 7.5% | 8.2% | 7.6% | 8.5% | 8.6% | 7.4% | 7.5% | 7.8% | 7.9% | 7.6% |
| Running | 6.0% | 5.3% | 5.9% | 5.9% | 5.2% | 6.0% | 5.6% | 6.3% | 5.1% | 8.6% | 5.3% | 5.9% |
| Beauty and health treatments | 5.2% | 6.2% | 5.5% | 5.7% | 6.2% | 5.5% | 7.2% | 5.3% | 6.3% | 5.6% | 5.9% | 6.1% |
| Practice other sports | 4.3% | 4.6% | 4.0% | 4.2% | 4.4% | 4.6% | 4.8% | 4.4% | 4.6% | 5.4% | 3.9% | 4.0% |
| Astronomical observation | 3.9% | 5.1% | 3.7% | 4.7% | 4.5% | 4.5% | 5.5% | 5.2% | 6.0% | 6.9% | 3.6% | 4.0% |
| Surf | 2.8% | 3.7% | 2.6% | 3.3% | 2.8% | 3.9% | 3.5% | 3.6% | 3.2% | 4.2% | 2.2% | 2.4% |
| Cycling / Mountain bike | 2.7% | 2.9% | 2.6% | 2.8% | 2.4% | 2.5% | 2.9% | 2.9% | 2.5% | 4.3% | 2.4% | 2.5% |
| Golf | 2.5% | 2.5% | 2.4% | 2.4% | 2.4% | 2.3% | 3.1% | 1.9% | 2.8% | 2.4% | 2.7% | 2.3% |
| Scuba Diving | 2.4% | 3.0% | 2.2% | 2.6% | 2.8% | 3.4% | 3.1% | 3.1% | 3.1% | 4.0% | 2.2% | 2.4% |
| Windsurf / Kitesurf | 0.8% | 1.0% | 0.8% | 0.9% | 0.8% | 1.1% | 0.8% | 0.8% | 0.7% | 0.8% | 0.7% | 0.8% |

COUNTRY OF RESIDENCE

Where are they from?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| United Kingdom | 34.6% | 31.2% | 37.1% | 35.3% | 35.4% | 27.0% | 35.4% | 23.1% | 28.4% | 14.0% | 41.8% | 35.5% |
| Germany | 16.4% | 15.2% | 16.4% | 13.1% | 16.6% | 22.5% | 13.7% | 18.5% | 13.9% | 21.1% | 17.1% | 17.1% |
| Spanish Mainland | 11.2% | 15.1% | 8.5% | 12.3% | 12.4% | 10.5% | 14.7% | 15.4% | 19.2% | 12.6% | 7.9% | 11.0% |
| France | 5.2% | 8.3% | 5.3% | 6.8% | 4.5% | 5.9% | 7.8% | 9.2% | 9.8% | 9.5% | 4.8% | 5.7% |
| Italy | 4.5% | 5.6% | 4.5% | 7.5% | 3.3% | 5.2% | 4.7% | 7.4% | 5.2% | 9.1% | 3.4% | 4.6% |
| Ireland | 4.3% | 4.6% | 4.7% | 4.5% | 5.6% | 4.1% | 4.2% | 2.6% | 3.3% | 2.1% | 5.8% | 5.1% |
| Netherlands | 4.2% | 2.2% | 4.0% | 1.6% | 2.7% | 3.6% | 2.1% | 2.7% | 2.2% | 4.1% | 2.3% | 3.7% |
| Belgium | 2.8% | 2.6% | 2.8% | 1.9% | 2.6% | 2.5% | 1.7% | 3.0% | 2.6% | 4.1% | 2.0% | 3.1% |
| Norway | 2.5% | 1.0% | 2.8% | 1.8% | 1.9% | 2.6% | 1.5% | 1.4% | 0.9% | 3.4% | 1.9% | 1.8% |
| Sweden | 2.1% | 1.1% | 2.3% | 1.8% | 1.7% | 2.5% | 1.0% | 1.1% | 0.7% | 1.4% | 1.7% | 1.7% |
| Poland | 1.9% | 2.9% | 2.0% | 2.8% | 2.4% | 2.5% | 2.1% | 3.5% | 2.1% | 2.9% | 2.1% | 2.1% |
| Denmark | 1.6% | 1.1% | 1.6% | 1.1% | 1.1% | 1.1% | 0.6% | 1.0% | 0.4% | 1.2% | 0.9% | 1.1% |
| Finland | 1.1% | 0.5% | 1.3% | 0.9% | 0.8% | 1.3% | 0.6% | 1.2% | 1.0% | 2.1% | 0.8% | 0.7% |
| Switzerland | 1.1% | 1.2% | 1.1% | 1.0% | 1.5% | 1.5% | 1.2% | 1.3% | 1.3% | 1.6% | 1.1% | 1.0% |
| Czech Republic | 1.0% | 1.4% | 0.9% | 1.0% | 1.0% | 1.2% | 0.7% | 1.7% | 1.1% | 2.3% | 1.0% | 0.8% |
| Austria | 0.8% | 0.9% | 0.7% | 1.0% | 1.1% | 1.1% | 1.0% | 1.1% | 0.9% | 1.8% | 0.8% | 0.8% |
| Others | 4.7% | 5.2% | 4.1% | 5.4% | 5.4% | 5.1% | 6.8% | 6.1% | 6.8% | 6.5% | 4.7% | 4.2% |

Profile of tourist (2024)

ASPECTS INFLUENCING THE DESTINATION CHOICE (1/2)

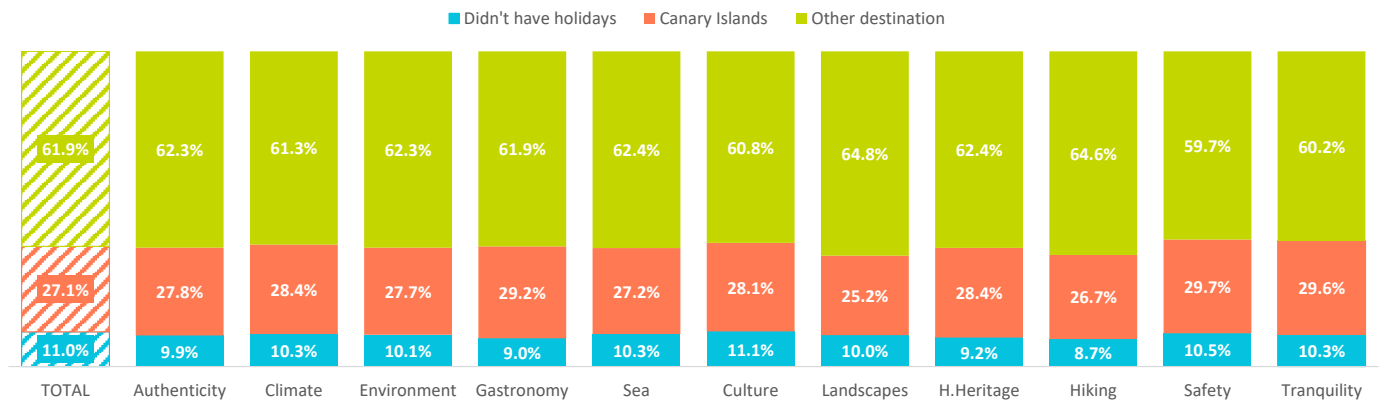


COMPETITORS

Where did they spend their main holiday last year? *

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|----------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Didn't have holidays | 11.0% | 9.9% | 10.3% | 10.1% | 9.0% | 10.3% | 11.1% | 10.0% | 9.2% | 8.7% | 10.5% | 10.3% |
| Canary Islands | 27.1% | 27.8% | 28.4% | 27.7% | 29.2% | 27.2% | 28.1% | 25.2% | 28.4% | 26.7% | 29.7% | 29.6% |
| Other destination | 61.9% | 62.3% | 61.3% | 62.3% | 61.9% | 62.4% | 60.8% | 64.8% | 62.4% | 64.6% | 59.7% | 60.2% |
| Balearic Islands | 4.5% | 4.7% | 4.6% | 4.5% | 4.7% | 4.5% | 3.8% | 4.2% | 3.7% | 3.7% | 4.7% | 4.5% |
| Rest of Spain | 11.4% | 13.0% | 10.8% | 12.3% | 12.0% | 11.3% | 13.1% | 12.7% | 13.8% | 11.2% | 10.5% | 11.2% |
| Italy | 7.2% | 7.4% | 7.1% | 7.4% | 7.2% | 7.5% | 7.4% | 8.2% | 7.4% | 9.4% | 6.5% | 6.8% |
| France | 5.1% | 5.8% | 5.0% | 5.3% | 4.6% | 5.1% | 5.8% | 6.1% | 6.1% | 6.4% | 4.5% | 5.0% |
| Turkey | 3.1% | 2.9% | 3.2% | 2.9% | 3.3% | 3.1% | 3.4% | 2.7% | 3.2% | 2.1% | 3.5% | 3.0% |
| Greece | 7.2% | 6.7% | 7.4% | 6.7% | 7.5% | 7.5% | 6.0% | 6.6% | 6.2% | 5.8% | 7.5% | 7.0% |
| Portugal | 4.1% | 4.1% | 4.1% | 4.4% | 4.5% | 4.0% | 4.1% | 4.5% | 3.9% | 5.1% | 4.1% | 4.0% |
| Croatia | 2.0% | 2.0% | 2.0% | 2.0% | 1.9% | 2.3% | 2.0% | 2.3% | 1.9% | 2.8% | 1.9% | 1.9% |
| Egypt | 1.5% | 1.6% | 1.5% | 1.4% | 1.4% | 1.7% | 1.3% | 1.6% | 1.5% | 1.2% | 1.6% | 1.6% |
| Tunisia | 0.4% | 0.5% | 0.4% | 0.5% | 0.4% | 0.5% | 0.4% | 0.5% | 0.7% | 0.6% | 0.4% | 0.4% |
| Morocco | 1.0% | 1.2% | 1.0% | 1.2% | 0.9% | 1.2% | 1.3% | 1.3% | 1.6% | 1.6% | 1.0% | 1.1% |
| Others | 14.3% | 12.4% | 14.1% | 13.8% | 13.5% | 13.7% | 12.2% | 14.1% | 12.3% | 14.7% | 13.6% | 13.6% |

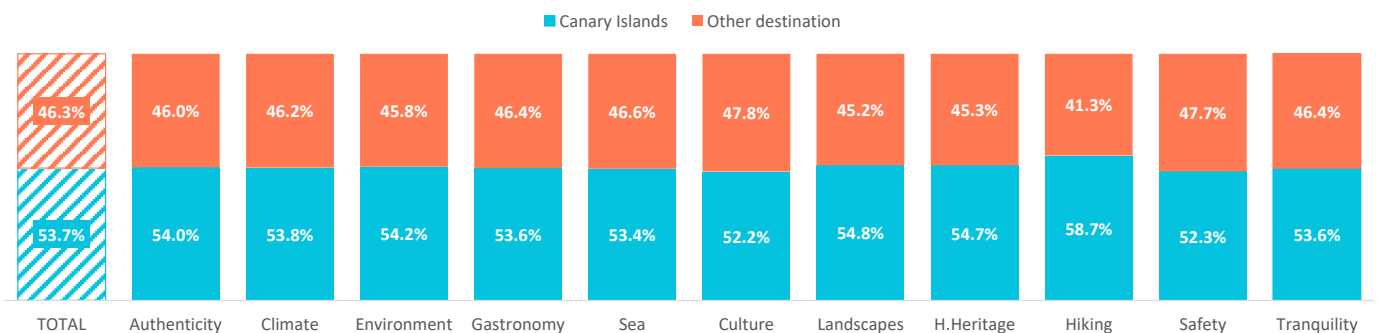
* Percentage of valid answers



What other destinations did they consider for this trip? *

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|---|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| None (I was clear about "this Canary Island") | 28.3% | 27.1% | 27.4% | 28.6% | 27.9% | 26.9% | 25.1% | 28.3% | 27.3% | 31.4% | 26.6% | 27.9% |
| Canary Islands (other island) | 25.4% | 26.8% | 26.4% | 25.7% | 25.7% | 26.5% | 27.1% | 26.5% | 27.4% | 27.3% | 25.7% | 25.7% |
| Other destination | 46.3% | 46.0% | 46.2% | 45.8% | 46.4% | 46.6% | 47.8% | 45.2% | 45.3% | 41.3% | 47.7% | 46.4% |
| Balearic Islands | 6.0% | 6.2% | 6.0% | 5.8% | 5.9% | 6.1% | 5.8% | 5.7% | 5.4% | 4.3% | 6.3% | 6.1% |
| Rest of Spain | 9.0% | 9.3% | 8.7% | 8.9% | 9.4% | 8.6% | 9.6% | 8.8% | 9.3% | 7.9% | 9.2% | 8.9% |
| Italy | 4.7% | 4.9% | 4.5% | 5.0% | 4.9% | 4.9% | 5.4% | 5.2% | 5.3% | 5.1% | 4.6% | 4.8% |
| France | 1.7% | 1.6% | 1.6% | 1.7% | 1.7% | 1.8% | 2.1% | 1.9% | 2.1% | 2.1% | 1.6% | 1.6% |
| Turkey | 3.4% | 3.1% | 3.5% | 3.2% | 3.3% | 3.2% | 3.4% | 2.9% | 3.3% | 2.4% | 3.9% | 3.3% |
| Greece | 8.2% | 7.7% | 8.2% | 7.4% | 7.7% | 8.1% | 7.2% | 7.1% | 6.6% | 5.8% | 8.6% | 8.1% |
| Portugal | 6.2% | 6.2% | 6.1% | 6.6% | 6.3% | 6.2% | 6.5% | 6.3% | 5.6% | 6.4% | 6.4% | 6.4% |
| Croatia | 2.4% | 2.6% | 2.4% | 2.5% | 2.7% | 2.6% | 2.9% | 2.4% | 2.8% | 2.2% | 2.6% | 2.4% |
| Egypt | 2.4% | 2.5% | 2.6% | 2.4% | 2.3% | 2.8% | 2.6% | 2.4% | 2.8% | 2.5% | 2.4% | 2.4% |
| Others | 2.3% | 2.0% | 2.4% | 2.3% | 2.2% | 2.3% | 2.3% | 2.4% | 2.1% | 2.7% | 2.2% | 2.3% |

* Percentage of valid answers



Profile of tourist (2024)

ASPECTS INFLUENCING THE DESTINATION CHOICE (1/2)



TOURIST TAX (Data available from Q2 2024)

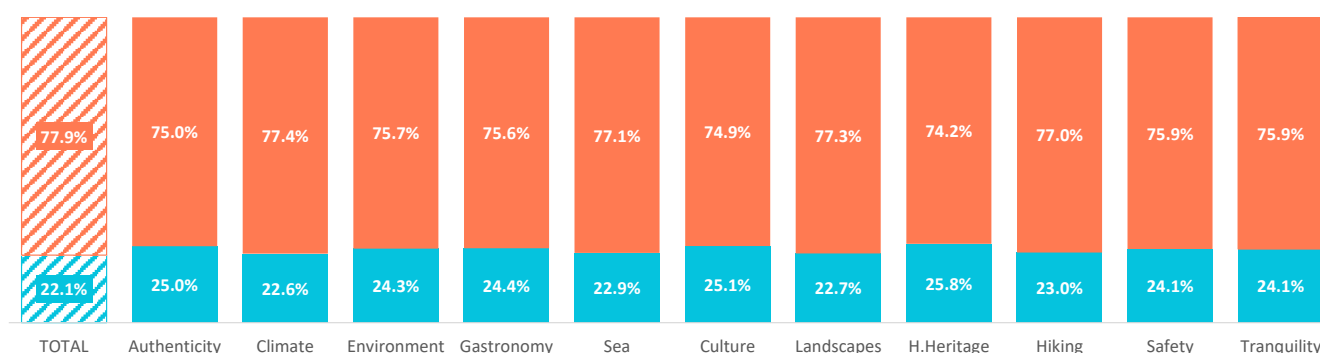
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|--------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Yes | 45.3% | 44.4% | 45.8% | 45.4% | 44.6% | 44.7% | 42.8% | 45.9% | 42.8% | 46.6% | 43.7% | 44.5% |
| No | 34.4% | 35.9% | 34.2% | 35.5% | 36.0% | 34.5% | 37.4% | 34.4% | 37.5% | 33.7% | 36.0% | 35.7% |
| Not remember | 20.4% | 19.7% | 20.0% | 19.1% | 19.4% | 20.8% | 19.8% | 19.6% | 19.7% | 19.7% | 20.3% | 19.8% |

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

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|-----|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Yes | 22.1% | 25.0% | 22.6% | 24.3% | 24.4% | 22.9% | 25.1% | 22.7% | 25.8% | 23.0% | 24.1% | 24.1% |
| No | 77.9% | 75.0% | 77.4% | 75.7% | 75.6% | 77.1% | 74.9% | 77.3% | 74.2% | 77.0% | 75.9% | 75.9% |

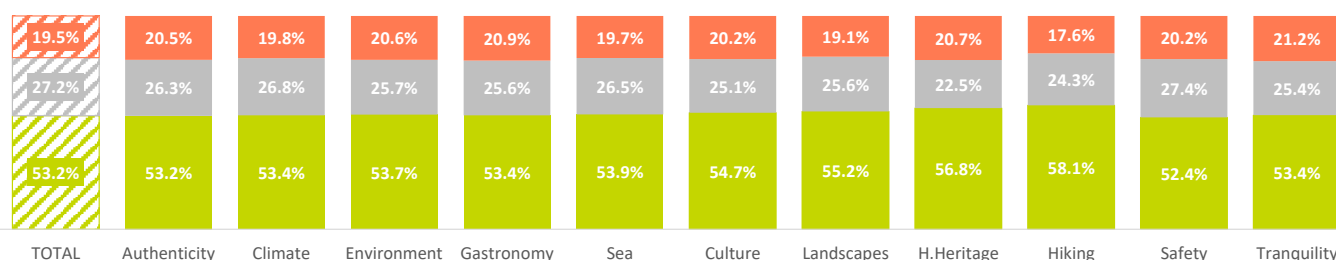
■ Yes ■ No



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

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|-----------------------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Yes | 53.2% | 53.2% | 53.4% | 53.7% | 53.4% | 53.9% | 54.7% | 55.2% | 56.8% | 58.1% | 52.4% | 53.4% |
| - For any purpose | 11.3% | 10.9% | 11.8% | 10.6% | 10.5% | 11.0% | 11.3% | 11.4% | 10.6% | 11.0% | 10.7% | 10.7% |
| - Improve living conditions | 9.2% | 9.6% | 8.9% | 8.5% | 9.2% | 9.5% | 9.3% | 9.3% | 11.0% | 9.3% | 9.2% | 9.5% |
| - Improve economic development | 4.6% | 4.1% | 4.8% | 4.4% | 4.7% | 4.6% | 4.6% | 4.2% | 4.6% | 3.7% | 4.8% | 4.7% |
| - Improve the environment | 17.5% | 18.2% | 17.2% | 19.6% | 17.2% | 18.0% | 18.5% | 20.7% | 19.9% | 23.8% | 16.5% | 17.6% |
| - Improve the tourist environment | 4.4% | 4.2% | 4.6% | 4.1% | 4.6% | 4.2% | 3.8% | 3.8% | 3.8% | 3.6% | 4.8% | 4.5% |
| - Other purposes | 6.2% | 6.2% | 6.3% | 6.5% | 7.2% | 6.5% | 7.3% | 5.8% | 6.9% | 6.6% | 6.5% | 6.5% |
| Not sure | 27.2% | 26.3% | 26.8% | 25.7% | 25.6% | 26.5% | 25.1% | 25.6% | 22.5% | 24.3% | 27.4% | 25.4% |
| No | 19.5% | 20.5% | 19.8% | 20.6% | 20.9% | 19.7% | 20.2% | 19.1% | 20.7% | 17.6% | 20.2% | 21.2% |

■ Yes ■ Not sure ■ No

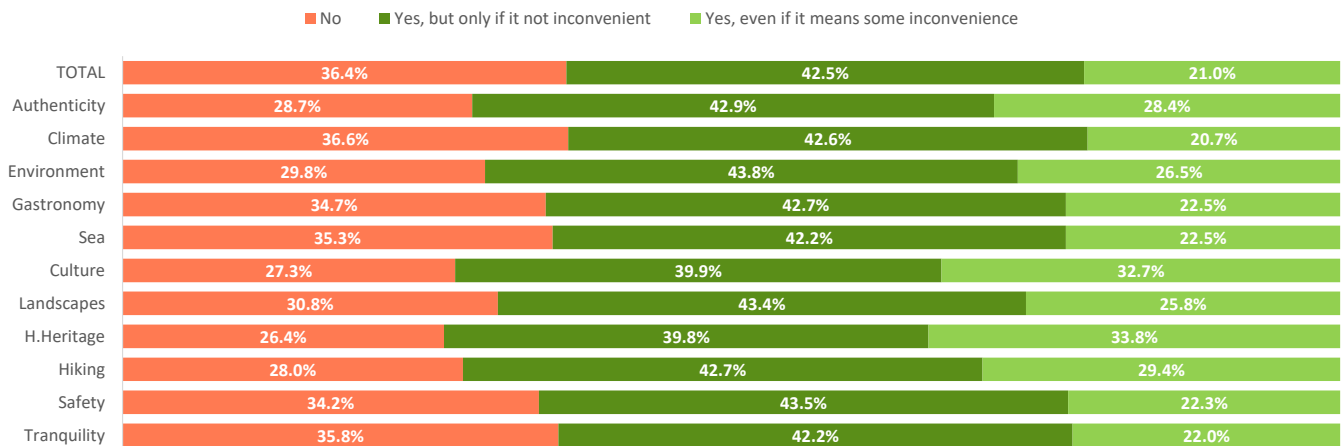


How much would they be willing to pay?

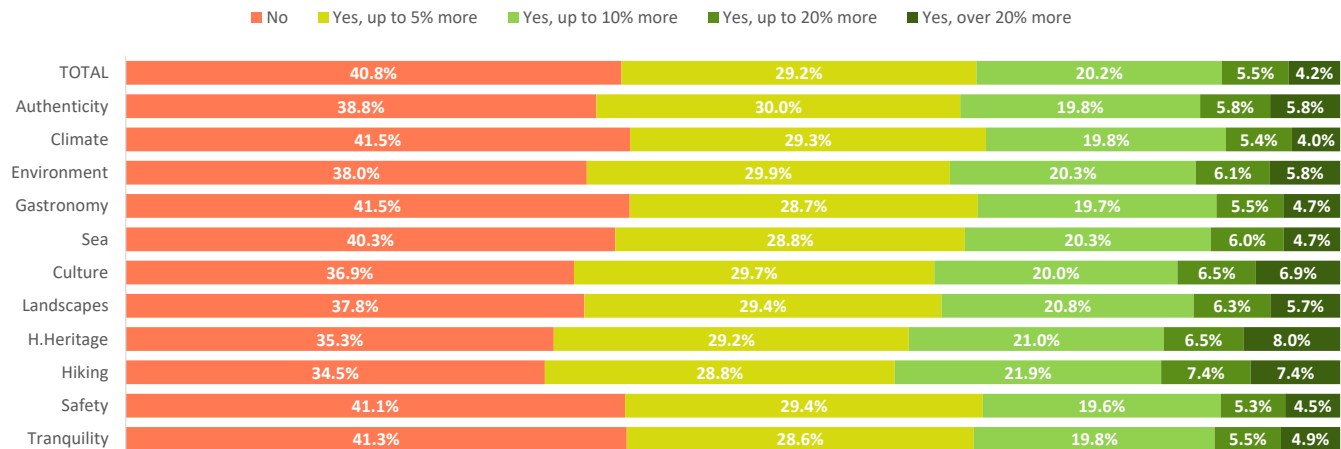
| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|-------------------|-------|--------------|---------|-------------|------------|-------|---------|------------|------------|--------|--------|-------------|
| Up to 1 euro | 37.6% | 39.2% | 37.9% | 39.0% | 37.7% | 38.9% | 39.6% | 39.8% | 40.3% | 42.8% | 38.0% | 38.2% |
| Up to 2 euros | 32.4% | 29.8% | 32.3% | 30.3% | 30.4% | 31.2% | 28.1% | 30.0% | 27.3% | 27.9% | 31.9% | 31.1% |
| Up to 3 euros | 19.5% | 19.2% | 19.6% | 19.3% | 20.5% | 19.3% | 18.3% | 18.8% | 19.2% | 17.4% | 20.0% | 19.7% |
| More than 3 euros | 10.4% | 11.8% | 10.2% | 11.4% | 11.4% | 10.5% | 14.0% | 11.3% | 13.2% | 11.9% | 10.1% | 11.0% |

SUSTAINABLE DESTINATION (DATA = 2023)

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



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



Percepcion of the following sustainability measures during their stay *

| | TOTAL | Authenticity | Climate | Environment | Gastronomy | Sea | Culture | Landscapes | H.Heritage | Hiking | Safety | Tranquility |
|--|-------|--------------|---------|-------------|------------|-----|---------|------------|------------|--------|--------|-------------|
| Quality of life on the island | 8.0 | 8.5 | 8.1 | 8.4 | 8.3 | 8.2 | 8.6 | 8.4 | 8.7 | 8.3 | 8.2 | 8.3 |
| Tolerance towards tourism | 8.6 | 8.9 | 8.6 | 8.8 | 8.8 | 8.7 | 8.8 | 8.7 | 8.8 | 8.7 | 8.8 | 8.8 |
| Cleanliness of the island | 8.2 | 8.6 | 8.3 | 8.5 | 8.5 | 8.3 | 8.6 | 8.4 | 8.7 | 8.4 | 8.5 | 8.5 |
| Air quality | 8.5 | 8.8 | 8.5 | 8.7 | 8.7 | 8.6 | 8.8 | 8.7 | 8.8 | 8.7 | 8.6 | 8.7 |
| Rational water consumption | 7.6 | 8.0 | 7.6 | 7.9 | 7.8 | 7.7 | 8.0 | 7.8 | 8.1 | 7.7 | 7.8 | 7.8 |
| Energy saving | 7.1 | 7.5 | 7.1 | 7.4 | 7.3 | 7.1 | 7.6 | 7.3 | 7.6 | 7.3 | 7.3 | 7.3 |
| Use of renewable energy | 7.0 | 7.5 | 7.1 | 7.4 | 7.3 | 7.1 | 7.6 | 7.3 | 7.7 | 7.4 | 7.2 | 7.3 |
| Recycling | 7.1 | 7.5 | 7.1 | 7.4 | 7.4 | 7.1 | 7.6 | 7.2 | 7.7 | 7.1 | 7.4 | 7.3 |
| Easy to get around by public transport | 7.5 | 7.8 | 7.6 | 7.7 | 7.7 | 7.6 | 8.0 | 7.6 | 8.0 | 7.6 | 7.8 | 7.7 |
| Overcrowding in tourist areas | 6.6 | 7.0 | 6.6 | 6.8 | 6.7 | 6.6 | 7.0 | 6.7 | 7.1 | 6.7 | 6.7 | 6.7 |
| Supply of local products | 7.2 | 7.8 | 7.2 | 7.6 | 7.6 | 7.3 | 8.0 | 7.6 | 8.0 | 7.6 | 7.4 | 7.4 |

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