

Profile of tourist (2024)

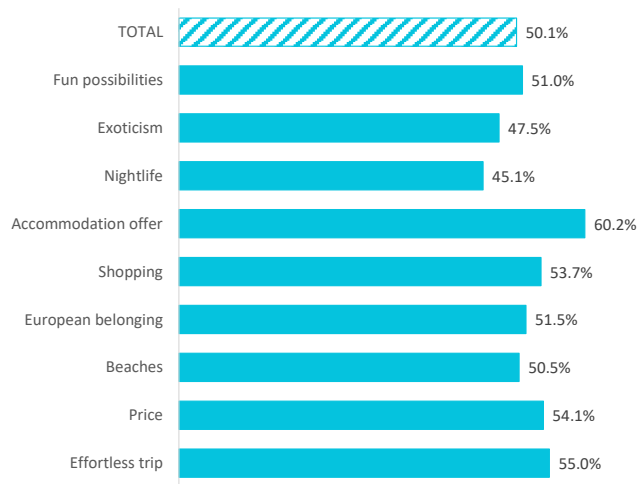
ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)



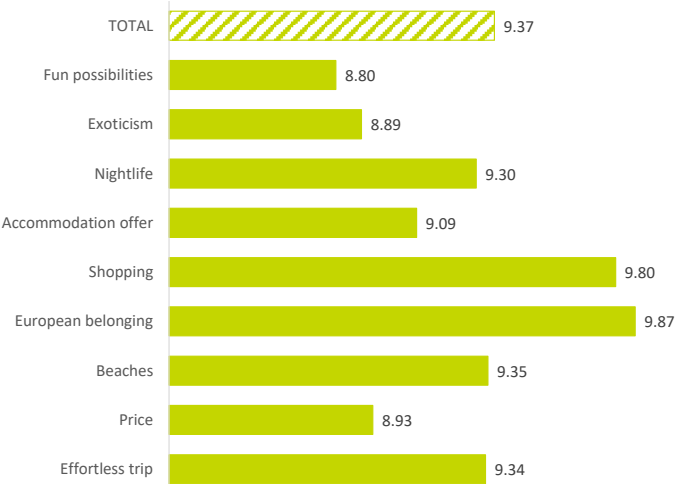
TOURIST EXPENDITURE

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	3,584,000	1,790,899	1,254,316	6,598,038	1,535,878	5,648,847	5,890,678	5,757,258	5,945,400
% Tourists	100%	23.1%	11.6%	8.1%	42.6%	9.9%	36.5%	38.0%	37.2%	38.4%
- Lanzarote	2,789,181	543,636	279,544	162,365	1,343,090	227,816	1,027,857	953,090	1,144,680	1,159,268
- Fuerteventura	2,186,254	445,440	222,976	114,186	958,321	192,770	803,999	1,199,171	845,882	912,104
- Gran Canaria	4,040,620	978,776	497,849	437,327	1,667,899	466,522	1,497,672	1,717,964	1,401,797	1,469,400
- Tenerife	6,277,692	1,592,268	763,479	534,508	2,576,486	638,409	2,257,141	1,978,263	2,315,920	2,348,612
- La Palma	155,114	16,795	23,845	4,001	43,598	8,097	51,005	31,215	39,289	44,032
% tourists who book holiday package	50.1%	51.0%	47.5%	45.1%	60.2%	53.7%	51.5%	50.5%	54.1%	55.0%
Expenditure per tourist (€)	1,443	1,446	1,362	1,358	1,555	1,460	1,504	1,440	1,392	1,490
- book holiday package	1,656	1,675	1,557	1,552	1,683	1,640	1,707	1,675	1,560	1,684
- holiday package	1,378	1,373	1,288	1,226	1,411	1,331	1,430	1,396	1,297	1,410
- others	278	302	269	326	272	309	277	279	263	274
- do not book holiday package	1,230	1,208	1,185	1,199	1,360	1,250	1,288	1,200	1,195	1,253
- flight	328	323	312	306	350	328	340	335	318	337
- accommodation	409	393	332	353	525	374	437	398	403	434
- others	493	492	541	541	486	547	511	467	474	482
Average lenght of stay	9.37	8.80	8.89	9.30	9.09	9.80	9.87	9.35	8.93	9.34
Average daily expenditure (€)	176.9	183.6	171.2	168.3	190.9	172.4	177.5	174.0	173.6	181.3
Average daily expenditure without flight (€)	125.7	130.7	121.6	122.2	136.0	123.6	125.9	122.6	123.8	128.8
Average cost of the flight (€)	410.7	410.9	384.7	361.0	441.4	406.1	429.2	419.7	394.2	425.4
Total turnover (≥ 16 years old) (€m)	22,351	5,182	2,438	1,704	10,258	2,242	8,495	8,480	8,014	8,860
% Turnover	100%	23.2%	10.9%	7.6%	45.9%	10.0%	38.0%	37.9%	35.9%	39.6%
Turnover without flight (≥ 16 years old) (€m)	15,991	3,709	1,749	1,251	7,345	1,618	6,071	6,008	5,744	6,331

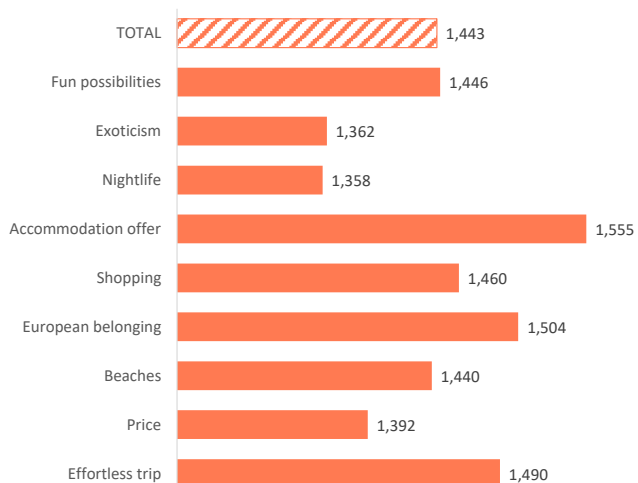
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



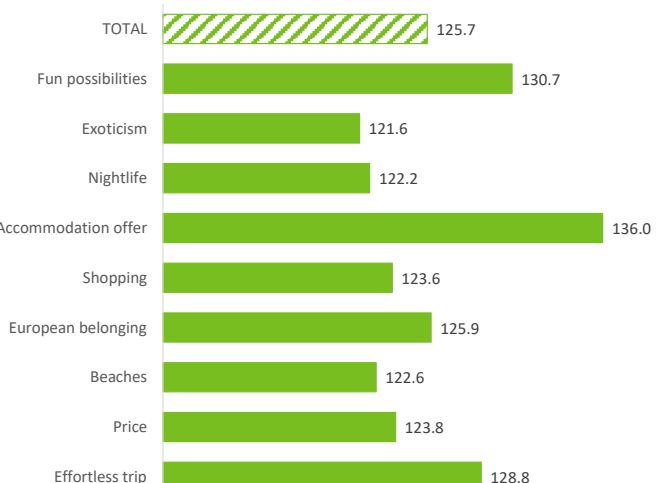
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Profile of tourist (2024)

ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)



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

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Accommodation:										
- Accommodation	84.5%	84.7%	82.0%	81.2%	90.9%	82.2%	85.7%	85.1%	86.8%	86.4%
- Additional accommodation expenses	6.2%	6.8%	8.0%	7.5%	6.4%	6.4%	6.2%	6.2%	6.0%	6.2%
Transport:										
- National/International Transport	95.7%	95.6%	95.2%	95.4%	96.7%	95.7%	96.4%	96.6%	96.5%	96.7%
- Flights between islands	4.5%	4.6%	6.2%	5.4%	3.9%	4.7%	4.6%	5.2%	4.5%	4.1%
- Taxi	50.9%	52.4%	44.7%	51.2%	60.0%	53.7%	51.8%	50.2%	55.4%	56.4%
- Car rental	31.6%	28.9%	35.6%	24.1%	25.1%	26.6%	30.5%	31.4%	26.5%	26.4%
- Public transport	11.0%	10.3%	9.7%	11.5%	9.1%	10.4%	10.8%	11.5%	10.7%	10.4%
Food and drink:										
- Food purchases at supermarkets	58.0%	57.1%	55.9%	58.0%	53.0%	56.2%	56.7%	57.6%	56.1%	56.4%
- Restaurants	66.6%	65.6%	63.7%	68.7%	62.2%	63.8%	64.3%	64.5%	64.0%	64.8%
Leisure:										
- Organized excursions	23.7%	25.8%	28.8%	22.6%	22.5%	23.9%	23.0%	23.9%	22.9%	22.1%
- Sport activities	6.9%	9.3%	6.5%	7.3%	6.1%	6.3%	5.9%	7.1%	6.4%	6.1%
- Cultural activities	2.8%	3.4%	3.7%	3.4%	2.3%	2.7%	2.8%	2.9%	2.6%	2.4%
- Museums	5.4%	4.5%	6.1%	3.5%	4.2%	4.4%	5.2%	4.6%	4.4%	4.2%
- Theme Parks	11.3%	17.9%	12.8%	12.8%	11.3%	11.0%	10.6%	10.7%	11.7%	10.6%
- Discos and pubs	10.7%	16.2%	12.1%	29.3%	10.8%	13.9%	9.9%	10.2%	12.4%	10.5%
- Wellness	4.5%	5.4%	4.8%	4.7%	5.2%	5.5%	4.9%	4.5%	4.6%	5.1%
Purchases of goods:										
- Souvenirs	41.2%	42.4%	42.1%	39.3%	41.1%	44.3%	41.0%	41.1%	41.5%	41.2%
- Real estate	0.1%	0.2%	0.3%	0.3%	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%
- Other purchases	0.8%	1.0%	1.2%	1.0%	0.8%	1.1%	0.8%	1.0%	0.8%	0.8%
Others:										
- Medical expenses	6.7%	7.0%	7.2%	6.3%	7.0%	7.4%	7.3%	7.3%	6.9%	6.9%
- Other expenses	4.8%	5.0%	4.8%	4.6%	4.6%	4.6%	4.4%	4.7%	4.7%	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	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Expenditure per tourist and trip (€)										
Accommodation:	881	880	791	891	964	865	927	897	848	906
- Accommodation	719	707	636	641	781	722	750	714	687	757
- Additional accommodation expenses	162	173	155	250	183	143	177	184	161	149
Transport:	752	740	725	691	773	750	769	760	711	754
- National/International Transport	429	430	404	378	456	424	445	434	409	440
- Flights between islands	81	80	81	84	80	82	80	81	79	74
- Taxi	88	87	88	79	87	86	88	90	83	87
- Car rental	123	114	118	112	121	125	124	122	113	124
- Public transport	30	30	33	37	29	33	32	33	27	29
Food and drink:	324	328	306	355	335	359	341	330	317	333
- Food purchases at supermarkets	115	117	118	133	114	137	125	121	113	116
- Restaurants	209	212	188	222	221	221	216	210	205	217
Leisure:	553	582	556	578	569	611	567	545	549	582
- Organized excursions	95	103	98	97	97	100	95	97	93	93
- Sport activities	104	115	105	95	107	105	105	98	95	116
- Cultural activities	62	64	69	73	68	64	64	59	63	72
- Museums	37	36	37	37	38	40	36	36	41	38
- Theme Parks	76	83	71	74	76	83	76	75	74	80
- Discos and pubs	102	106	106	128	107	133	110	103	109	105
- Wellness	78	74	70	74	77	85	80	77	73	78
Purchases of goods:	21,536	4,688	20,966	7,380	4,720	6,537	26,236	4,977	16,061	8,941
- Souvenirs	89	91	90	102	92	120	94	91	87	90
- Real estate	21,287	4,473	20,802	7,162	4,496	6,277	25,973	4,754	15,835	8,660
- Other purchases	160	125	74	117	132	140	168	131	139	191
Others:	123	146	120	151	127	163	134	124	132	125
- Medical expenses	39	30	31	32	40	43	43	34	37	37
- Other expenses	84	116	90	119	87	120	91	91	95	88

TOURIST PROFILE

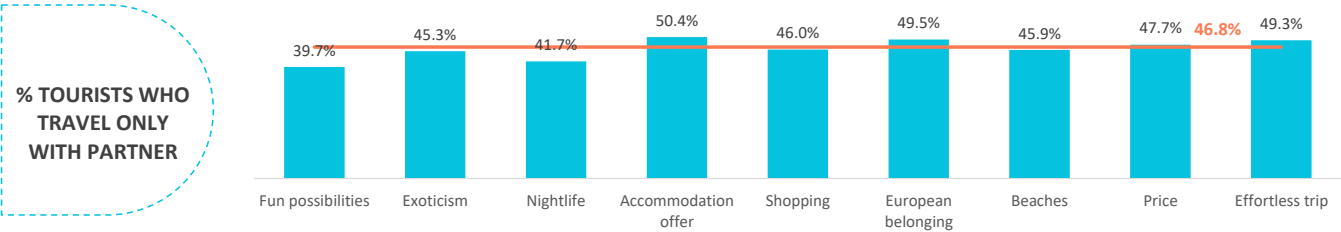
Who are they?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Gender										
Percentage of men	48.4%	47.6%	49.0%	54.0%	44.0%	40.3%	46.2%	45.7%	42.4%	43.7%
Percentage of women	51.6%	52.4%	51.0%	46.0%	56.0%	59.7%	53.8%	54.3%	57.6%	56.3%
Age										
Average age	46.79	41.07	41.79	41.17	48.63	45.96	48.49	45.56	46.25	48.10
Standard deviation	16.8	15.9	16.2	17.1	16.8	17.5	16.8	16.5	16.8	16.7
Age range										
16-24 years old	10.5%	17.7%	15.7%	21.7%	9.3%	15.0%	8.7%	10.9%	11.6%	9.4%
25-30 years old	10.9%	13.6%	14.7%	12.8%	8.6%	10.0%	9.6%	11.7%	10.9%	9.5%
31-45 years old	28.9%	34.1%	33.2%	28.1%	27.3%	25.6%	27.6%	31.1%	29.0%	27.4%
46-60 years old	24.3%	19.7%	19.9%	20.3%	25.6%	23.2%	24.9%	23.8%	23.6%	25.6%
Over 60 years old	25.5%	14.9%	16.6%	17.2%	29.1%	26.2%	29.2%	22.4%	25.0%	28.2%
Occupation										
Salaried worker	55.9%	60.0%	57.5%	54.7%	55.1%	52.7%	53.4%	56.9%	57.2%	55.3%
Self-employed	10.8%	11.7%	12.1%	13.9%	9.9%	12.0%	10.7%	11.0%	10.1%	10.4%
Unemployed	0.9%	1.1%	1.6%	1.2%	0.7%	0.8%	0.9%	0.9%	0.9%	0.8%
Business owner	7.7%	8.0%	8.5%	9.1%	7.2%	8.2%	7.9%	8.3%	6.3%	7.1%
Student	4.2%	6.1%	5.8%	6.3%	3.3%	4.8%	3.8%	4.8%	4.6%	3.4%
Retired	19.2%	11.6%	12.5%	13.2%	22.4%	19.6%	21.7%	16.7%	19.4%	21.6%
Unpaid domestic work	0.5%	0.5%	0.6%	0.4%	0.6%	0.7%	0.5%	0.5%	0.6%	0.5%
Others	0.8%	1.0%	1.4%	1.2%	1.0%	1.4%	1.0%	1.0%	0.9%	0.8%
Annual household income level										
Less than €25,000	12.6%	15.6%	17.6%	17.4%	11.0%	15.6%	13.2%	13.7%	14.6%	12.1%
€25,000 - €49,999	33.9%	33.6%	37.4%	36.1%	32.6%	36.3%	34.3%	34.5%	34.3%	33.1%
€50,000 - €74,999	25.5%	24.3%	23.7%	23.0%	25.5%	24.7%	25.0%	25.3%	25.0%	25.2%
More than €74,999	27.9%	26.6%	21.3%	23.5%	31.0%	23.4%	27.5%	26.5%	26.2%	29.5%
Education level										
No studies	4.0%	5.0%	4.1%	5.0%	5.2%	5.3%	3.6%	3.4%	5.5%	4.5%
Primary education	1.9%	2.0%	2.0%	2.3%	1.6%	2.3%	2.1%	2.1%	1.6%	1.7%
Secondary education	21.0%	21.3%	21.1%	21.3%	21.0%	23.2%	21.9%	20.7%	20.9%	21.0%
Higher education	73.1%	71.7%	72.8%	71.4%	72.1%	69.2%	72.4%	73.7%	72.0%	72.8%

Who do they come with?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Unaccompanied										
Only with partner	46.8%	39.7%	45.3%	41.7%	50.4%	46.0%	49.5%	45.9%	47.7%	49.3%
Only with children (< 13 years old)	4.3%	5.6%	4.7%	2.9%	4.5%	4.5%	4.3%	5.2%	4.2%	4.2%
Partner + children (< 13 years old)	6.8%	9.0%	5.7%	2.5%	7.3%	3.8%	6.4%	6.7%	6.5%	6.4%
Other relatives	10.4%	12.2%	11.1%	11.4%	11.1%	13.7%	10.2%	10.3%	11.6%	10.5%
Friends	7.2%	9.2%	8.7%	15.6%	6.3%	7.8%	6.5%	7.7%	7.6%	6.9%
Work colleagues	0.5%	0.2%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%
Organized trip	0.2%	0.1%	0.3%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Other combinations ⁽²⁾	13.5%	14.8%	13.5%	11.7%	13.8%	14.0%	13.2%	13.7%	13.7%	13.2%
⁽²⁾ Different situations have been isolated										
Tourists with children										
- Between 0 and 2 years old	1.3%	1.4%	1.3%	0.7%	1.4%	1.2%	1.3%	1.2%	1.3%	1.2%
- Between 3 and 12 years old	14.5%	19.6%	13.8%	8.7%	15.8%	12.4%	14.2%	15.2%	14.9%	14.2%
- Between 0 -2 and 3-12 years old	1.2%	1.4%	1.2%	0.8%	1.6%	1.2%	1.2%	1.3%	1.4%	1.4%
Tourists without children										
Group composition:										
- 1 person	12.5%	11.2%	13.3%	17.1%	8.1%	11.9%	11.6%	12.4%	10.3%	11.1%
- 2 people	54.9%	48.8%	52.9%	52.3%	58.0%	55.3%	57.0%	54.0%	56.0%	57.7%
- 3 people	11.9%	14.2%	13.9%	11.8%	12.4%	13.0%	11.8%	12.8%	12.2%	11.3%
- 4 or 5 people	16.2%	20.1%	15.8%	13.1%	16.5%	15.3%	15.3%	16.7%	16.7%	15.6%
- 6 or more people	4.5%	5.6%	4.1%	5.7%	5.0%	4.5%	4.3%	4.1%	4.9%	4.3%
Average group size:	2.61	2.79	2.59	2.55	2.69	2.59	2.58	2.60	2.65	2.58

*People who share the main expenses of the trip



Profile of tourist (2024)

ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)



TRIP MOTIVATION AND DESTINATION CHOICE

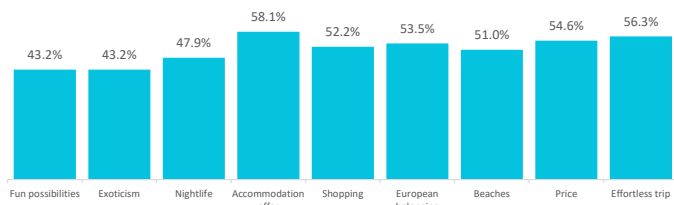
What is the main reason for visiting the Canary Islands?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Holidays	90.4%	91.9%	89.2%	88.6%	96.4%	90.5%	92.9%	91.6%	93.7%	93.3%
Family reasons	6.9%	7.3%	9.7%	10.4%	3.0%	8.6%	6.3%	7.6%	5.7%	6.1%
Business	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Education and training	0.2%	0.2%	0.3%	0.3%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
Sports training	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Health	0.2%	0.1%	0.3%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
Conventions and Exhibitions	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.4%	0.5%	0.5%	0.3%	0.5%	0.4%	0.4%	0.3%	0.3%

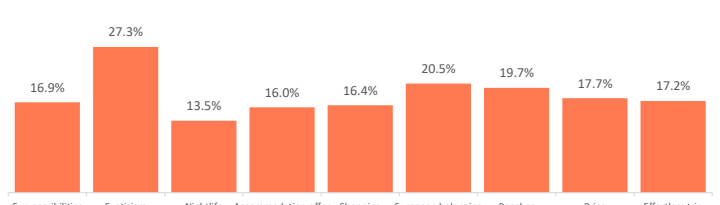
What is the main motivation for their holidays?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Rest	50.6%	43.2%	43.2%	47.9%	58.1%	52.2%	53.5%	51.0%	54.6%	56.3%
Enjoy family time	15.9%	18.9%	15.1%	13.1%	14.6%	16.2%	14.7%	16.2%	14.9%	14.8%
Have fun	9.0%	17.7%	11.8%	23.9%	9.1%	13.5%	8.1%	10.1%	10.3%	8.9%
Explore the destination	21.2%	16.9%	27.3%	13.5%	16.0%	16.4%	20.5%	19.7%	17.7%	17.2%
Practice their hobbies	1.9%	2.1%	1.4%	0.7%	1.2%	0.7%	1.9%	1.8%	1.3%	1.6%
Other reasons	1.4%	1.1%	1.3%	1.0%	1.0%	0.9%	1.4%	1.2%	1.2%	1.2%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip	
Climate	75.6%	81.9%	82.7%	85.2%		85.8%	85.7%	84.3%	90.5%	84.8%	84.4%
Safety	55.7%	72.0%	74.5%	74.1%		74.3%	83.1%	75.6%	65.4%	76.8%	84.4%
Tranquility	49.3%	63.0%	75.8%	63.5%		63.4%	73.9%	73.9%	60.6%	67.6%	72.2%
Sea	45.1%	56.4%	64.9%	61.2%		50.7%	64.0%	54.5%	87.0%	52.8%	53.6%
Accommodation supply	43.5%	60.1%	56.3%	61.5%	100%	70.6%	55.2%	50.8%	63.2%	62.4%	
Effortless trip	39.2%	53.8%	56.8%	59.4%		56.2%	66.9%	55.9%	47.5%	58.2%	100%
Beaches	38.8%	54.0%	59.8%	61.9%		45.4%	60.6%	47.7%	100%	48.4%	47.0%
Price	37.9%	54.1%	70.3%	61.8%		55.2%	69.0%	58.3%	47.3%	100%	56.4%
European belonging	37.2%	47.3%	65.7%	53.8%		47.2%	60.0%	100%	45.7%	57.2%	53.1%
Landscapes	35.3%	45.6%	63.6%	49.6%		37.2%	54.3%	43.6%	51.5%	40.1%	40.5%
Environment	34.5%	48.1%	58.2%	54.5%		42.8%	56.6%	44.7%	46.7%	44.1%	44.6%
Gastronomy	27.0%	41.5%	47.3%	51.7%		37.8%	60.9%	36.4%	35.0%	38.0%	44.2%
Fun possibilities	23.6%	100%	47.8%	76.7%		32.6%	56.7%	30.0%	32.9%	33.7%	32.4%
Authenticity	23.3%	38.2%	77.4%	44.1%		30.3%	47.9%	36.5%	31.9%	37.0%	34.8%
Exoticism	11.8%	23.9%	100%	34.5%		15.3%	32.2%	20.8%	18.2%	21.9%	17.1%
Hiking trail network	10.8%	15.0%	24.3%	23.0%		12.3%	22.2%	14.8%	14.6%	11.8%	12.7%
Shopping	10.1%	24.3%	27.7%	48.7%		16.4%	100%	16.3%	15.8%	18.4%	17.3%
Culture	10.1%	24.5%	29.7%	29.5%		15.2%	29.4%	15.4%	15.0%	14.8%	15.4%
Historical heritage	9.5%	18.9%	27.0%	24.5%		14.0%	26.1%	14.8%	14.0%	13.8%	14.0%
Nightlife	8.3%	26.9%	24.2%	100%		11.7%	39.8%	12.0%	13.2%	13.5%	12.5%

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	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip	
Previous visits to the Canary Islands	48.4%	46.2%	40.0%	47.0%		52.8%	50.0%	51.6%	47.3%	50.3%	52.8%
Friends or relatives	29.7%	34.3%	34.3%	34.7%		25.5%	28.8%	27.8%	29.5%	28.8%	27.9%
Internet or social media	51.4%	51.0%	49.5%	46.8%		52.5%	43.6%	49.3%	50.8%	52.0%	50.2%
Mass Media	1.9%	2.4%	3.0%	2.2%		2.0%	2.0%	2.0%	2.1%	2.1%	1.9%
Travel guides and magazines	6.5%	6.0%	6.8%	4.3%		6.1%	5.4%	5.9%	5.7%	5.6%	5.7%
Travel Blogs or Forums	6.3%	6.2%	6.9%	3.7%		5.5%	4.2%	5.8%	6.1%	5.9%	5.3%
Travel TV Channels	0.8%	0.8%	1.0%	0.8%		0.8%	1.0%	0.9%	0.8%	0.8%	0.8%
Tour Operator or Travel Agency	20.2%	18.3%	17.5%	14.2%		24.7%	20.4%	21.4%	18.7%	21.3%	22.6%
Public administrations or similar	0.5%	0.5%	0.5%	0.4%		0.4%	0.6%	0.5%	0.4%	0.5%	0.4%
Others	3.3%	3.4%	4.6%	4.5%		2.6%	3.8%	2.9%	3.1%	3.1%	3.0%

* Multi-choice question

Profile of tourist (2024)

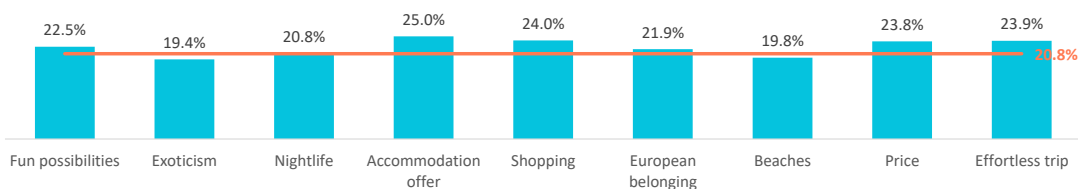
ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
The same day	0.9%	0.9%	1.3%	1.1%	0.6%	1.0%	0.9%	0.9%	0.7%	0.8%
Between 1 and 30 days	22.3%	22.0%	24.7%	24.2%	19.3%	21.2%	21.9%	23.7%	21.3%	21.1%
Between 1 and 2 months	23.0%	22.0%	22.9%	23.7%	21.7%	21.4%	22.5%	23.4%	21.5%	22.4%
Between 3 and 6 months	33.0%	32.7%	31.7%	30.2%	33.5%	32.3%	32.9%	32.2%	32.7%	31.8%
More than 6 months	20.8%	22.5%	19.4%	20.8%	25.0%	24.0%	21.9%	19.8%	23.8%	23.9%

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



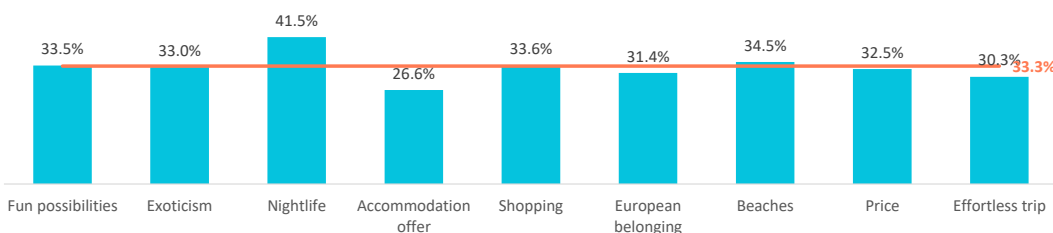
With whom did they book their flight and accommodation?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Flight										
- Directly with the airline	50.0%	50.7%	52.2%	55.9%	43.2%	48.0%	48.9%	49.8%	48.5%	47.6%
- Tour Operator or Travel Agency	50.0%	49.3%	47.8%	44.1%	56.8%	52.0%	51.1%	50.2%	51.5%	52.4%
Accommodation										
- Directly with the accommodation	37.0%	37.8%	39.3%	41.7%	33.3%	34.4%	36.5%	36.5%	35.9%	35.4%
- Tour Operator or Travel Agency	63.0%	62.2%	60.7%	58.3%	66.7%	65.6%	63.5%	63.5%	64.1%	64.6%

What do they book?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Room only	33.3%	33.5%	33.0%	41.5%	26.6%	33.6%	31.4%	34.5%	32.5%	30.3%
Bed and Breakfast	14.1%	13.4%	13.2%	15.1%	13.8%	12.4%	13.1%	12.6%	12.6%	13.4%
Half board	17.4%	15.1%	16.3%	12.1%	18.9%	16.1%	18.9%	17.1%	15.9%	18.1%
Full board	3.1%	3.0%	4.4%	3.5%	3.2%	3.3%	3.4%	3.3%	2.9%	2.8%
All inclusive	32.1%	35.1%	33.1%	27.7%	37.5%	34.6%	33.3%	32.5%	36.1%	35.4%

% TOURISTS WHO
BOOK ROOM
ONLY



ACCOMMODATION

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
1-2-3* Hotel	10.3%	11.4%	11.5%	12.0%	9.9%	10.7%	10.1%	11.2%	10.8%	10.1%
4* Hotel	37.0%	37.3%	37.3%	31.4%	43.0%	36.4%	38.3%	36.8%	38.7%	38.9%
5* Hotel / 5* Luxury Hotel	9.0%	8.1%	7.9%	6.8%	12.4%	9.1%	10.0%	7.6%	8.3%	10.4%
Aparthotel / Tourist Villa	15.9%	17.8%	14.1%	21.4%	16.4%	18.3%	15.7%	15.8%	17.9%	15.8%
House/room rented in a private dwelling	15.5%	13.5%	14.8%	13.8%	11.8%	12.3%	14.0%	15.5%	14.0%	13.7%
Private accommodation ⁽¹⁾	9.3%	9.6%	11.2%	12.0%	4.5%	11.5%	9.2%	10.0%	7.8%	8.4%
Others (Cottage, cruise, camping,...)	3.0%	2.3%	3.2%	2.6%	1.9%	1.8%	2.7%	3.1%	2.5%	2.8%

(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	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Average rating	8.74	8.92	8.96	8.92	8.90	8.95	8.91	8.86	8.90	8.93
Experience in the Canary Islands	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Worse or much worse than expected	2.9%	3.1%	3.7%	4.0%	2.6%	3.6%	2.3%	3.0%	2.7%	2.4%
Lived up to expectations	54.8%	47.3%	44.5%	49.0%	54.1%	49.8%	52.9%	51.0%	51.8%	53.4%
Better or much better than expected	42.3%	49.6%	51.8%	47.0%	43.2%	46.7%	44.7%	46.0%	45.5%	44.2%
Future intentions (scale 1-10)	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Return to the Canary Islands	8.77	8.94	8.94	9.01	8.90	9.06	8.99	8.91	8.95	8.99
Recommend visiting the Canary Islands	8.96	9.13	9.16	9.15	9.09	9.20	9.16	9.09	9.11	9.15

RETURN TO THE CANARY



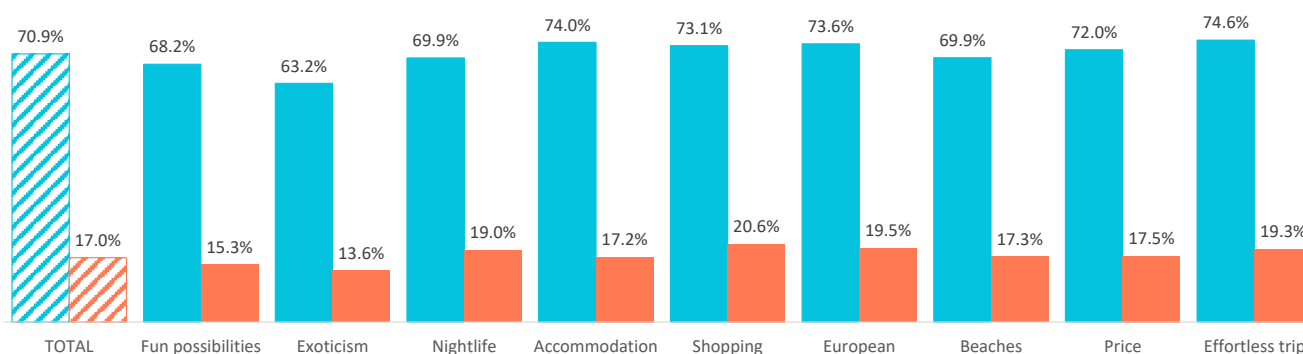
RECOMMEND VISITING THE CANARY



How many are loyal to the Canary Islands?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Repeat tourists	70.9%	68.2%	63.2%	69.9%	74.0%	73.1%	73.6%	69.9%	72.0%	74.6%
At least 10 previous visits	19.9%	17.5%	14.3%	22.3%	20.9%	24.0%	22.0%	19.9%	20.0%	23.0%
Repeat tourists (last 5 years)	63.8%	61.1%	56.0%	63.5%	66.3%	67.1%	66.6%	63.6%	64.3%	67.3%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	15.3%	13.6%	19.0%	17.2%	20.6%	19.5%	17.3%	17.5%	19.3%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
One island	92.9%	93.2%	90.0%	92.2%	93.8%	91.8%	92.5%	92.3%	93.3%	93.6%
Two islands	6.1%	5.9%	8.8%	6.7%	5.4%	6.9%	6.5%	6.7%	5.9%	5.5%
Three or more islands	1.0%	0.9%	1.1%	1.1%	0.8%	1.3%	1.1%	1.0%	0.8%	0.8%

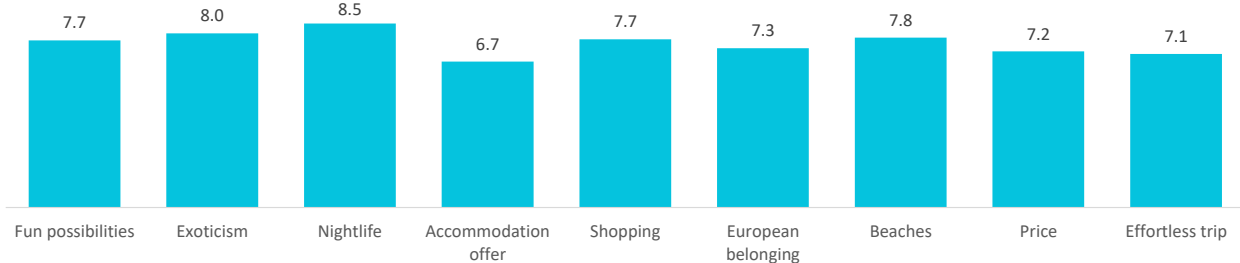
Visited islands during their trip (with overnight staying)

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Lanzarote	18.6%	15.6%	16.7%	13.4%	20.8%	15.2%	18.8%	16.9%	20.4%	19.9%
Fuerteventura	14.6%	12.8%	13.2%	9.4%	14.9%	13.0%	14.7%	21.0%	15.1%	15.7%
Gran Canaria	26.6%	27.9%	28.4%	35.5%	25.7%	30.8%	27.1%	29.9%	24.8%	25.2%
Tenerife	41.4%	45.2%	43.9%	43.8%	39.6%	42.7%	40.9%	34.5%	40.8%	40.2%
La Gomera	0.3%	0.2%	0.4%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%
La Palma	1.4%	0.8%	1.7%	0.7%	0.9%	1.0%	1.2%	0.9%	1.0%	1.0%
El Hierro	0.1%	0.1%	0.1%	0.3%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%
Cruise	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
0 hours	2.6%	2.5%	2.2%	1.6%	3.6%	1.8%	2.8%	1.9%	3.0%	3.2%
1 - 2 hours	9.6%	9.0%	7.6%	6.3%	13.1%	7.8%	10.1%	7.8%	10.7%	11.1%
3 - 6 hours	32.6%	31.4%	27.9%	28.8%	35.9%	33.3%	32.6%	30.4%	33.6%	34.1%
7 - 12 hours	46.6%	46.4%	51.4%	49.0%	40.9%	46.8%	46.0%	50.3%	44.4%	43.9%
More than 12 hours	8.6%	10.7%	10.9%	14.3%	6.5%	10.3%	8.4%	9.6%	8.3%	7.7%
Outdoor time per day	7.4	7.7	8.0	8.5	6.7	7.7	7.3	7.8	7.2	7.1



Activities in the Canary Islands

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Walk, wander	73.6%	73.5%	73.8%	73.5%	73.9%	71.3%	73.1%	72.1%	75.1%	73.1%
Beach	68.9%	72.9%	75.1%	73.9%	66.2%	69.9%	68.9%	84.1%	69.3%	67.7%
Swimming pool, hotel facilities	57.7%	64.8%	57.8%	60.2%	66.4%	60.2%	58.4%	57.3%	63.3%	60.3%
Explore the island on their own	48.8%	48.8%	56.1%	46.5%	42.6%	46.4%	47.7%	50.1%	45.7%	45.1%
Taste Canarian gastronomy	27.3%	28.5%	30.5%	28.8%	24.0%	27.4%	26.8%	27.0%	25.1%	26.2%
Hiking	18.8%	16.5%	22.3%	14.7%	13.5%	13.4%	17.4%	17.9%	14.7%	14.7%
Organized excursions	16.2%	19.9%	20.7%	17.0%	16.4%	17.8%	15.7%	16.3%	15.9%	15.3%
Nightlife / concerts / shows	15.4%	25.7%	19.3%	47.4%	15.8%	24.8%	14.8%	16.5%	17.7%	15.8%
Theme parks	14.7%	23.1%	18.3%	18.5%	14.7%	16.2%	14.4%	14.4%	15.5%	14.1%
Sea excursions / whale watching	12.0%	15.6%	15.5%	14.3%	11.8%	13.1%	11.1%	13.1%	12.3%	10.9%
Wineries / markets / popular festivals	11.2%	11.9%	14.2%	12.3%	9.7%	12.8%	11.1%	11.2%	10.7%	10.2%
Museums / exhibitions	10.8%	9.7%	13.6%	7.8%	8.8%	9.1%	10.1%	10.2%	9.2%	8.8%
Other Nature Activities	8.4%	8.7%	11.3%	7.2%	6.0%	7.8%	7.8%	8.6%	6.7%	7.0%
Swim	7.4%	11.0%	9.5%	10.2%	7.7%	9.6%	7.0%	8.8%	8.1%	7.0%
Running	6.0%	7.6%	6.5%	6.3%	5.3%	4.9%	5.6%	6.0%	5.4%	5.2%
Beauty and health treatments	5.2%	6.7%	6.9%	7.4%	6.0%	8.6%	5.8%	5.5%	5.6%	5.9%
Practice other sports	4.3%	5.9%	4.8%	5.2%	3.9%	3.8%	3.9%	4.4%	3.5%	3.9%
Astronomical observation	3.9%	4.3%	6.1%	4.3%	3.2%	4.5%	4.2%	4.0%	3.5%	3.6%
Surf	2.8%	3.5%	3.4%	3.5%	1.9%	2.9%	2.5%	3.8%	2.4%	2.4%
Cycling / Mountain bike	2.7%	2.6%	2.7%	2.5%	2.3%	2.2%	2.5%	2.3%	2.5%	2.5%
Golf	2.5%	3.8%	2.5%	3.6%	2.5%	3.0%	2.4%	2.3%	2.4%	2.7%
Scuba Diving	2.4%	3.1%	3.9%	3.6%	2.1%	3.1%	2.2%	3.0%	2.2%	2.1%
Windsurf / Kitesurf	0.8%	1.2%	1.1%	0.9%	0.7%	0.8%	0.9%	1.0%	0.8%	0.8%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
United Kingdom	34.6%	38.1%	25.2%	39.2%	45.7%	36.9%	31.4%	28.5%	44.9%	43.1%
Germany	16.4%	12.3%	11.0%	9.3%	15.1%	17.5%	18.3%	20.6%	12.7%	20.1%
Spanish Mainland	11.2%	12.2%	15.8%	12.1%	6.4%	8.3%	11.3%	11.0%	8.4%	7.8%
France	5.2%	4.0%	10.3%	4.8%	5.0%	6.4%	5.4%	5.6%	6.2%	3.7%
Italy	4.5%	4.7%	5.8%	9.0%	2.9%	5.7%	4.7%	5.7%	3.8%	3.6%
Ireland	4.3%	5.5%	3.5%	6.6%	5.8%	5.9%	5.6%	4.6%	6.6%	5.8%
Netherlands	4.2%	6.4%	5.3%	2.4%	3.6%	2.4%	3.1%	3.3%	2.6%	1.6%
Belgium	2.8%	2.8%	3.9%	1.8%	2.3%	3.0%	3.0%	2.0%	2.3%	1.7%
Norway	2.5%	1.7%	1.4%	2.7%	2.3%	2.2%	2.4%	2.8%	1.7%	2.1%
Sweden	2.1%	1.4%	1.2%	1.5%	1.2%	0.7%	2.0%	2.5%	1.5%	1.8%
Poland	1.9%	1.2%	4.3%	1.6%	1.7%	1.1%	2.6%	2.4%	1.6%	1.6%
Denmark	1.6%	1.6%	2.0%	0.6%	1.2%	1.2%	1.5%	1.2%	1.0%	0.2%
Finland	1.1%	0.4%	0.8%	0.6%	0.9%	0.6%	1.1%	0.8%	0.7%	0.4%
Switzerland	1.1%	0.8%	1.1%	0.8%	1.0%	1.0%	1.2%	1.3%	0.7%	1.1%
Czech Republic	1.0%	0.7%	1.7%	1.0%	0.7%	0.5%	1.2%	1.2%	0.6%	0.9%
Austria	0.8%	0.8%	0.9%	1.1%	0.6%	1.2%	0.9%	1.0%	0.6%	1.0%
Others	4.7%	5.4%	6.0%	5.0%	3.4%	5.4%	4.4%	5.4%	4.1%	3.6%

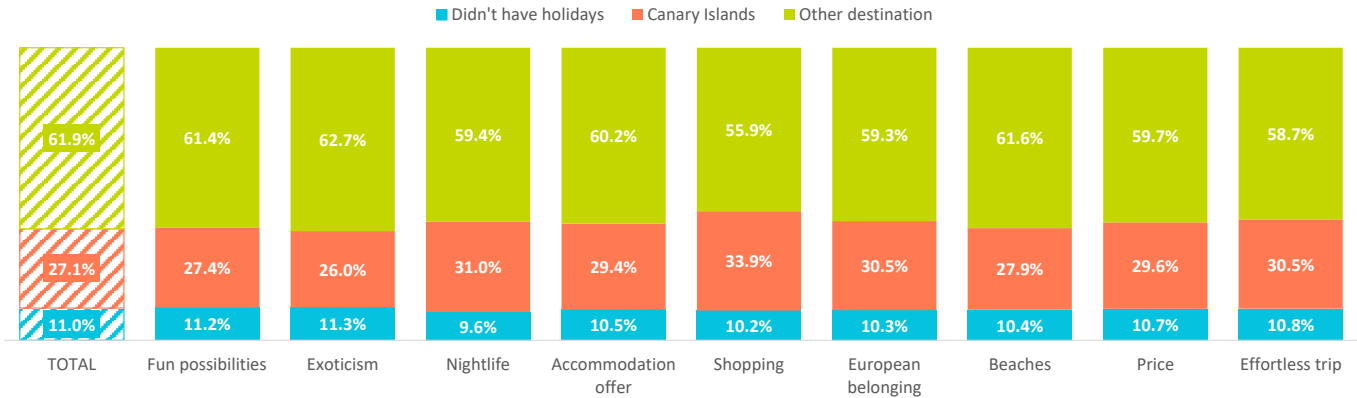


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Didn't have holidays	11.0%	11.2%	11.3%	9.6%	10.5%	10.2%	10.3%	10.4%	10.7%	10.8%
Canary Islands	27.1%	27.4%	26.0%	31.0%	29.4%	33.9%	30.5%	27.9%	29.6%	30.5%
Other destination	61.9%	61.4%	62.7%	59.4%	60.2%	55.9%	59.3%	61.6%	59.7%	58.7%
Balearic Islands	4.5%	4.7%	4.2%	4.5%	4.9%	4.2%	4.6%	4.6%	4.9%	4.7%
Rest of Spain	11.4%	12.9%	13.4%	12.9%	10.1%	10.7%	11.7%	11.8%	11.1%	10.2%
Italy	7.2%	6.8%	7.0%	6.7%	6.2%	6.1%	6.9%	7.4%	6.0%	6.4%
France	5.1%	4.6%	6.1%	3.8%	4.7%	4.4%	4.7%	4.9%	4.9%	4.2%
Turkey	3.1%	4.0%	3.2%	3.8%	3.7%	4.4%	3.0%	3.4%	3.6%	3.2%
Greece	7.2%	6.2%	7.0%	6.7%	7.8%	7.0%	7.1%	7.4%	7.7%	7.4%
Portugal	4.1%	4.0%	3.8%	4.2%	4.0%	3.5%	4.1%	3.7%	4.1%	4.1%
Croatia	2.0%	1.8%	2.3%	1.9%	1.8%	1.9%	2.0%	2.1%	1.9%	2.0%
Egypt	1.5%	1.6%	1.7%	1.5%	1.6%	1.6%	1.3%	1.8%	1.5%	1.6%
Tunisia	0.4%	0.4%	0.8%	0.6%	0.4%	0.6%	0.4%	0.5%	0.5%	0.3%
Morocco	1.0%	1.2%	1.8%	1.4%	1.0%	1.1%	1.0%	1.3%	1.1%	0.8%
Others	14.3%	13.3%	11.3%	11.4%	14.0%	10.4%	12.6%	12.8%	12.5%	13.8%

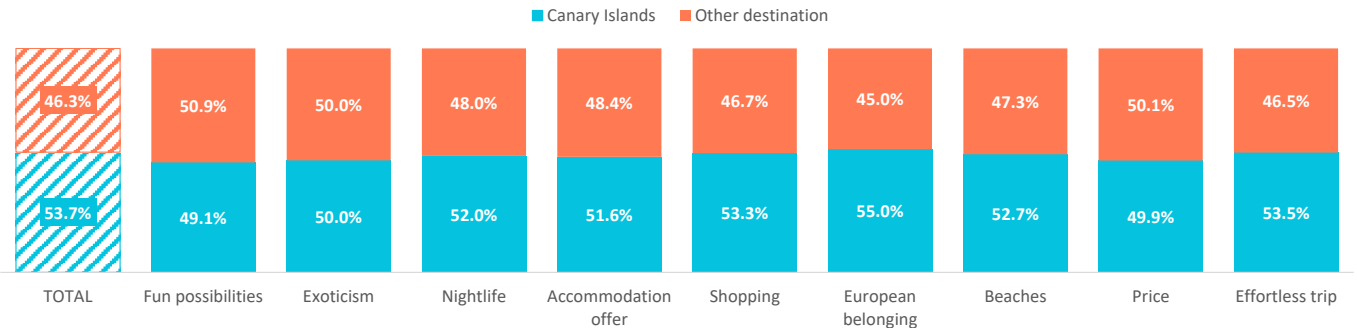
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
None (I was clear about "this Canary Island")	28.3%	23.9%	23.4%	26.0%	24.8%	26.1%	28.1%	26.0%	24.0%	27.5%
Canary Islands (other island)	25.4%	25.2%	26.7%	26.0%	26.8%	27.1%	26.9%	26.8%	25.9%	26.0%
Other destination	46.3%	50.9%	50.0%	48.0%	48.4%	46.7%	45.0%	47.3%	50.1%	46.5%
Balearic Islands	6.0%	6.2%	6.2%	6.4%	6.7%	6.3%	6.1%	6.4%	6.7%	6.3%
Rest of Spain	9.0%	10.3%	10.2%	10.6%	9.2%	9.1%	9.2%	9.0%	9.6%	8.8%
Italy	4.7%	5.0%	5.5%	4.6%	4.6%	4.7%	4.6%	5.0%	4.7%	4.4%
France	1.7%	1.9%	2.0%	2.0%	1.6%	2.0%	1.7%	1.7%	1.8%	1.6%
Turkey	3.4%	4.3%	3.6%	3.7%	4.0%	4.2%	3.0%	3.4%	4.1%	3.7%
Greece	8.2%	8.9%	8.4%	8.0%	8.8%	7.7%	7.4%	8.2%	9.0%	8.3%
Portugal	6.2%	6.7%	6.1%	6.1%	6.5%	5.8%	6.1%	6.1%	6.8%	6.2%
Croatia	2.4%	2.7%	2.8%	2.6%	2.6%	2.4%	2.5%	2.6%	2.7%	2.6%
Egypt	2.4%	2.7%	3.0%	2.7%	2.4%	2.9%	2.3%	2.8%	2.5%	2.4%
Others	2.3%	2.0%	2.1%	1.5%	2.1%	1.6%	2.1%	2.2%	2.1%	2.2%

* Percentage of valid answers



TOURIST TAX (Data available from Q2 2024)

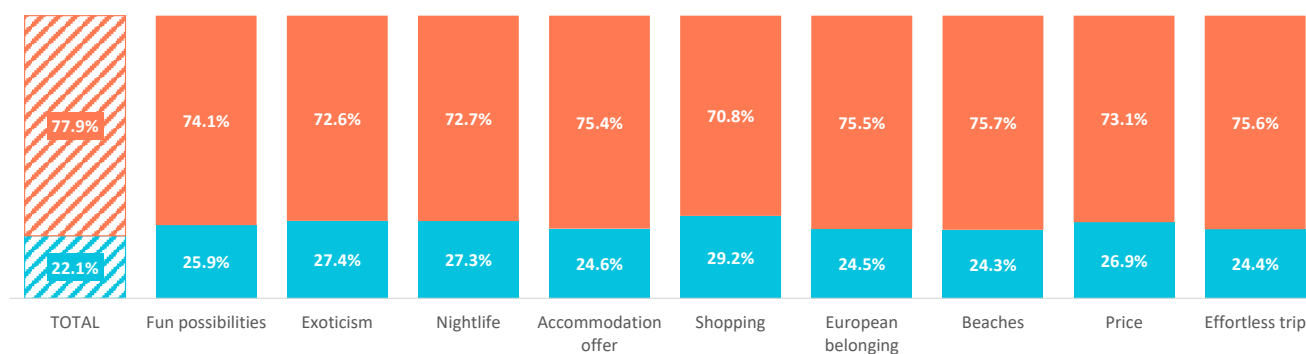
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Yes	45.3%	43.4%	43.7%	39.8%	45.0%	39.5%	44.5%	43.7%	44.0%	43.2%
No	34.4%	35.9%	33.8%	39.7%	35.7%	41.8%	35.6%	35.3%	36.9%	36.9%
Not remember	20.4%	20.7%	22.6%	20.5%	19.4%	18.8%	19.9%	21.0%	19.1%	19.8%

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

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Yes	22.1%	25.9%	27.4%	27.3%	24.6%	29.2%	24.5%	24.3%	26.9%	24.4%
No	77.9%	74.1%	72.6%	72.7%	75.4%	70.8%	75.5%	75.7%	73.1%	75.6%

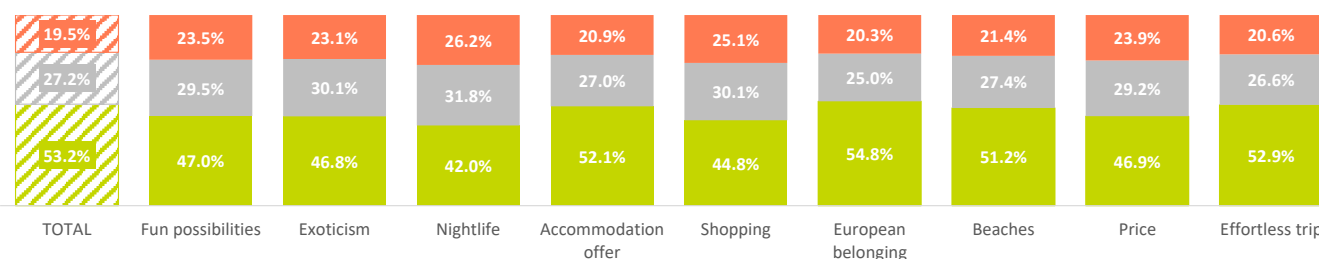
Yes No



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

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Yes	53.2%	47.0%	46.8%	42.0%	52.1%	44.8%	54.8%	51.2%	46.9%	52.9%
- For any purpose	11.3%	10.0%	9.1%	7.3%	10.8%	7.4%	11.4%	10.4%	9.5%	10.8%
- Improve living conditions	9.2%	8.7%	8.7%	8.1%	9.2%	9.5%	9.6%	9.1%	8.3%	9.4%
- Improve economic development	4.6%	4.3%	3.9%	4.2%	4.7%	4.4%	4.8%	4.5%	4.4%	5.0%
- Improve the environment	17.5%	12.8%	14.0%	10.6%	15.8%	12.2%	17.5%	16.6%	13.8%	16.5%
- Improve the tourist environment	4.4%	4.7%	4.9%	5.6%	4.8%	4.5%	4.7%	4.4%	4.4%	4.4%
- Other purposes	6.2%	6.5%	6.2%	6.2%	6.8%	6.8%	6.7%	6.2%	6.5%	6.8%
Not sure	27.2%	29.5%	30.1%	31.8%	27.0%	30.1%	25.0%	27.4%	29.2%	26.6%
No	19.5%	23.5%	23.1%	26.2%	20.9%	25.1%	20.3%	21.4%	23.9%	20.6%

Yes Not sure No



How much would they be willing to pay?

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Up to 1 euro	37.6%	38.5%	43.2%	44.0%	37.7%	44.3%	39.0%	39.6%	41.0%	37.7%
Up to 2 euros	32.4%	29.2%	28.8%	26.5%	31.9%	28.6%	30.9%	30.5%	30.3%	31.6%
Up to 3 euros	19.5%	21.9%	17.2%	18.8%	20.2%	18.1%	19.0%	19.4%	19.2%	20.5%
More than 3 euros	10.4%	10.4%	10.7%	10.7%	10.1%	9.1%	11.1%	10.5%	9.5%	10.2%

Profile of tourist (2024)

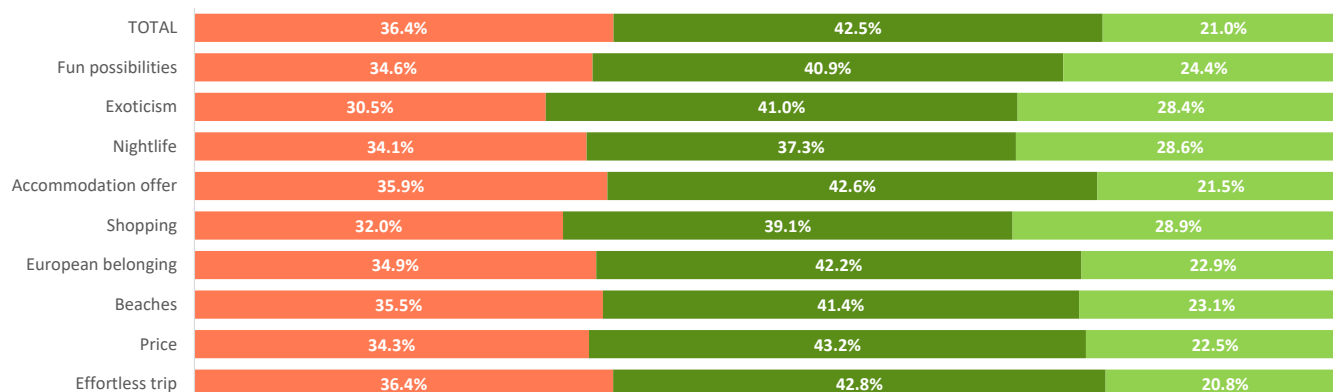
ASPECTS INFLUENCING THE DESTINATION CHOICE (2/2)



SUSTAINABLE DESTINATION (DATA = 2023)

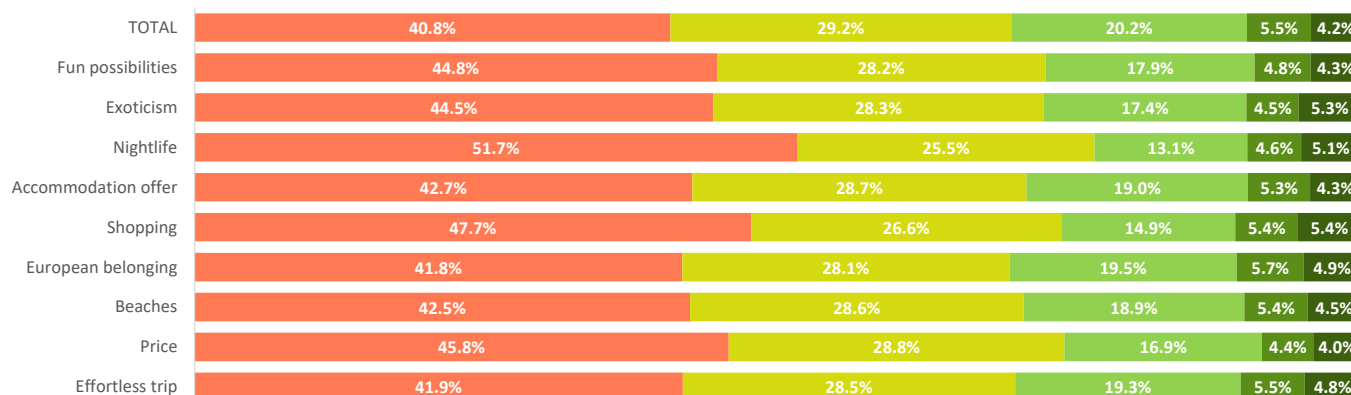
When booking a trip, do they tend to choose the most sustainable options?

■ No
 ■ Yes, but only if it not inconvenient
 ■ Yes, even if it means some inconvenience



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

■ No
 ■ Yes, up to 5% more
 ■ Yes, up to 10% more
 ■ Yes, up to 20% more
 ■ Yes, over 20% more



Percepcion of the following sustainability measures during their stay *

	TOTAL	Fun possibilities	Exoticism	Nightlife	Accommodation offer	Shopping	European belonging	Beaches	Price	Effortless trip
Quality of life on the island	8.0	8.3	8.5	8.4	8.2	8.5	8.3	8.3	8.2	8.2
Tolerance towards tourism	8.6	8.7	8.8	8.7	8.7	8.8	8.8	8.7	8.7	8.8
Cleanliness of the island	8.2	8.4	8.5	8.4	8.5	8.5	8.4	8.4	8.5	8.5
Air quality	8.5	8.5	8.7	8.5	8.6	8.6	8.7	8.6	8.6	8.7
Rational water consumption	7.6	7.8	7.9	7.8	7.8	8.0	7.8	7.7	7.9	7.8
Energy saving	7.1	7.3	7.5	7.4	7.3	7.6	7.3	7.2	7.3	7.3
Use of renewable energy	7.0	7.2	7.5	7.4	7.2	7.5	7.3	7.1	7.3	7.2
Recycling	7.1	7.3	7.5	7.4	7.4	7.6	7.3	7.1	7.4	7.3
Easy to get around by public transport	7.5	7.8	7.9	8.0	7.8	8.1	7.7	7.6	7.8	7.7
Overcrowding in tourist areas	6.6	6.9	7.1	7.1	6.7	7.1	6.7	6.7	6.8	6.7
Supply of local products	7.2	7.5	7.9	7.6	7.4	7.8	7.4	7.3	7.5	7.4

* 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.