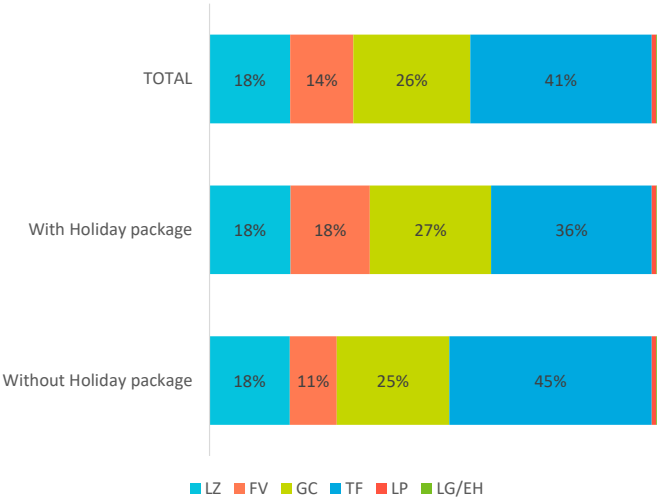


TOURIST EXPENDITURE

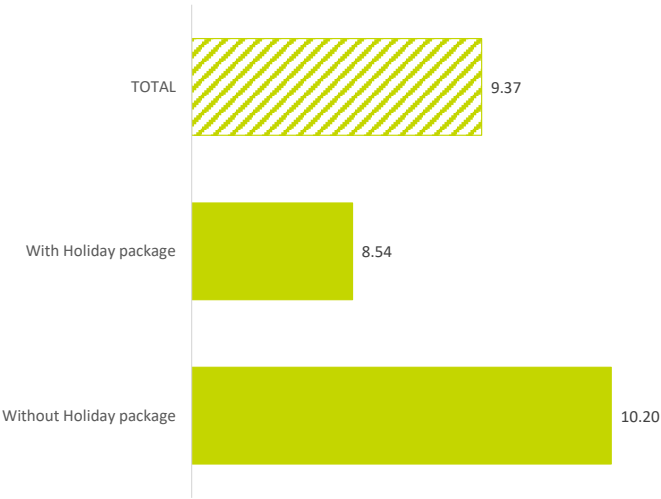
	TOTAL	With Holiday package	Without Holiday package
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	7,757,614	7,727,121
% Tourists	100%	50.1%	49.9%
- Lanzarote	2,789,181	1,405,188	1,383,993
- Fuerteventura	2,186,254	1,373,427	812,827
- Gran Canaria	4,040,620	2,100,388	1,940,232
- Tenerife	6,277,692	2,782,735	3,494,957
- La Palma	155,114	79,509	75,605

Expenditure per tourist (€)	1,443	1,656	1,230
- book holiday package	1,656	1,656	--
- holiday package	1,378	1,378	--
- others	278	278	--
- do not book holiday package	1,230	--	1,230
- flight	328	--	328
- accommodation	409	--	409
- others	493	--	493
Average lenght of stay	9.37	8.54	10.20
Average daily expenditure (€)	176.9	207.2	146.4
Average daily expenditure without flight (€)	125.7	145.8	105.4
Average cost of the flight (€)	410.7	493.0	328.1
Total turnover (≥ 16 years old) (€m)	22,351	12,847	9,503
% Turnover	100%	57.5%	42.5%
Turnover without flight (≥ 16 years old) (€m)	15,991	9,023	6,968

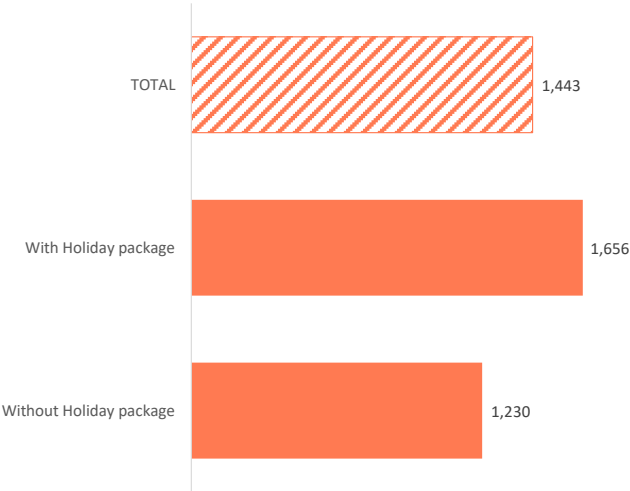
% TOURISTS BY ISLAND OF STAY



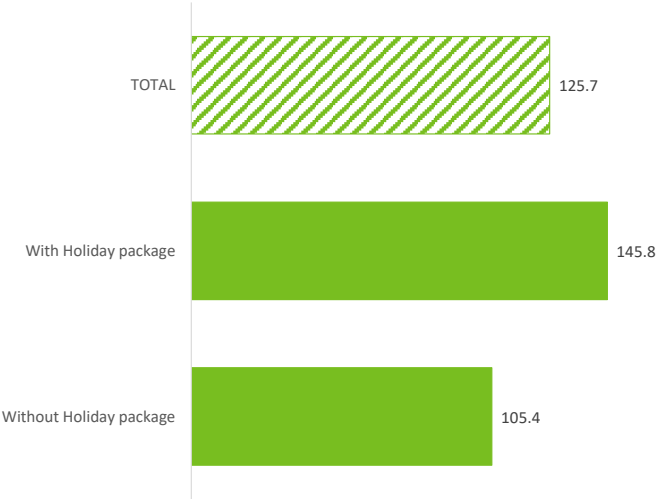
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY HOLIDAY PACKAGE

2024



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

	TOTAL	With Holiday package	Without Holiday package
Accommodation:			
- Accommodation	84.5%	99.7%	69.2%
- Additional accommodation expenses	6.2%	5.3%	7.1%
Transport:			
- National/International Transport	95.7%	99.7%	91.6%
- Flights between islands	4.5%	2.5%	6.6%
- Taxi	50.9%	74.6%	27.1%
- Car rental	31.6%	21.6%	41.6%
- Public transport	11.0%	8.1%	13.8%
Food and drink:			
- Food purchases at supermarkets	58.0%	44.3%	71.7%
- Restaurants	66.6%	53.5%	79.7%
Leisure:			
- Organized excursions	23.7%	25.5%	21.9%
- Sport activities	6.9%	5.2%	8.6%
- Cultural activities	2.8%	1.8%	3.8%
- Museums	5.4%	3.4%	7.3%
- Theme Parks	11.3%	10.4%	12.3%
- Discos and pubs	10.7%	8.5%	13.0%
- Wellness	4.5%	4.4%	4.6%
Purchases of goods:			
- Souvenirs	41.2%	40.6%	41.9%
- Real estate	0.1%	0.0%	0.1%
- Other purchases	0.8%	0.6%	1.1%
Others:			
- Medical expenses	6.7%	5.8%	7.5%
- Other expenses	4.8%	5.8%	3.8%

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

	TOTAL	With Holiday package	Without Holiday package
Expenditure per tourist and trip (€)			
Accommodation:	881	948	770
- Accommodation	719	808	591
- Additional accommodation expenses	162	140	179
Transport:	752	809	659
- National/International Transport	429	494	358
- Flights between islands	81	71	85
- Taxi	88	99	57
- Car rental	123	119	125
- Public transport	30	25	34
Food and drink:	324	294	344
- Food purchases at supermarkets	115	93	129
- Restaurants	209	201	215
Leisure:	553	556	550
- Organized excursions	95	102	86
- Sport activities	104	106	102
- Cultural activities	62	64	62
- Museums	37	36	37
- Theme Parks	76	76	76
- Discos and pubs	102	101	103
- Wellness	78	71	84
Purchases of goods:	21,536	610	26,724
- Souvenirs	89	90	87
- Real estate	21,287	415	26,448
- Other purchases	160	105	189
Others:	123	113	137
- Medical expenses	39	36	42
- Other expenses	84	77	96

PROFILE OF TOURIST BY HOLIDAY PACKAGE

2024



TOURIST PROFILE

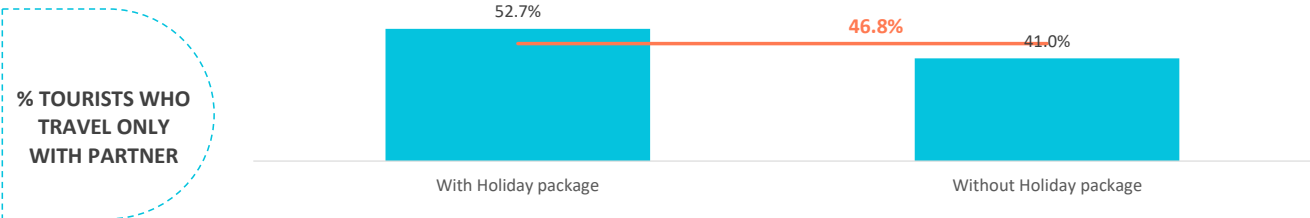
Who are they?

	TOTAL	With Holiday package	Without Holiday package
Gender			
Percentage of men	48.4%	46.3%	50.6%
Percentage of women	51.6%	53.7%	49.4%
Age			
Average age	46.79	49.48	44.08
Standard deviation	16.8	16.7	16.5
Age range			
16-24 years old	10.5%	8.9%	12.0%
25-30 years old	10.9%	7.5%	14.2%
31-45 years old	28.9%	26.4%	31.3%
46-60 years old	24.3%	26.4%	22.3%
Over 60 years old	25.5%	30.7%	20.2%
Occupation			
Salaried worker	55.9%	55.6%	56.3%
Self-employed	10.8%	9.3%	12.3%
Unemployed	0.9%	0.5%	1.3%
Business owner	7.7%	7.3%	8.1%
Student	4.2%	2.7%	5.6%
Retired	19.2%	23.2%	15.1%
Unpaid domestic work	0.5%	0.6%	0.5%
Others	0.8%	0.8%	0.8%
Annual household income level			
Less than €25,000	12.6%	10.4%	14.9%
€25,000 - €49,999	33.9%	33.6%	34.2%
€50,000 - €74,999	25.5%	26.7%	24.3%
More than €74,999	27.9%	29.3%	26.6%
Education level			
No studies	4.0%	5.1%	2.8%
Primary education	1.9%	2.2%	1.5%
Secondary education	21.0%	24.6%	17.4%
Higher education	73.1%	68.1%	78.3%

Who do they come with?

	TOTAL	With Holiday package	Without Holiday package
Unaccompanied	10.3%	5.4%	15.2%
Only with partner	46.8%	52.7%	41.0%
Only with children (< 13 years old)	4.3%	4.8%	3.7%
Partner + children (< 13 years old)	6.8%	7.4%	6.1%
Other relatives	10.4%	10.5%	10.2%
Friends	7.2%	5.4%	9.1%
Work colleagues	0.5%	0.1%	0.9%
Organized trip	0.2%	0.2%	0.2%
Other combinations ⁽²⁾	13.5%	13.4%	13.6%
⁽²⁾ Different situations have been isolated			
Tourists with children	17.0%	18.5%	15.6%
- Between 0 and 2 years old	1.3%	1.2%	1.5%
- Between 3 and 12 years old	14.5%	15.9%	13.0%
- Between 0 -2 and 3-12 years old	1.2%	1.3%	1.2%
Tourists without children	83.0%	81.5%	84.4%
Group composition:			
- 1 person	12.5%	6.7%	18.3%
- 2 people	54.9%	60.9%	48.9%
- 3 people	11.9%	12.1%	11.7%
- 4 or 5 people	16.2%	15.9%	16.5%
- 6 or more people	4.5%	4.4%	4.6%
Average group size:	2.61	2.66	2.56

*People who share the main expenses of the trip



PROFILE OF TOURIST BY HOLIDAY PACKAGE

2024



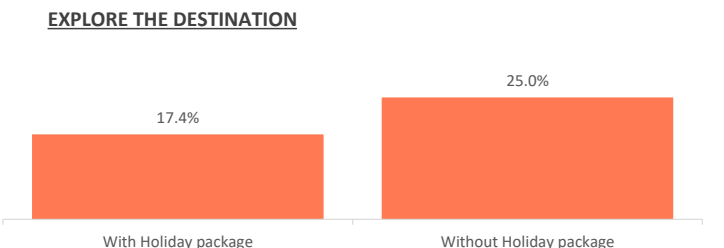
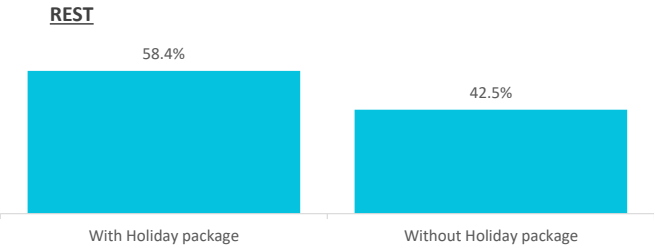
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	With Holiday package	Without Holiday package
Holidays	90.4%	98.4%	82.4%
Family reasons	6.9%	0.8%	13.0%
Business	1.3%	0.3%	2.4%
Education and training	0.2%	0.0%	0.3%
Sports training	0.5%	0.3%	0.7%
Health	0.2%	0.1%	0.3%
Conventions and Exhibitions	0.1%	0.0%	0.2%
Others	0.4%	0.1%	0.6%

What is the main motivation for their holidays?

	TOTAL	With Holiday package	Without Holiday package
Rest	50.6%	58.4%	42.5%
Enjoy family time	15.9%	13.4%	18.5%
Have fun	9.0%	8.7%	9.3%
Explore the destination	21.2%	17.4%	25.0%
Practice their hobbies	1.9%	1.1%	2.8%
Other reasons	1.4%	1.0%	1.9%



Importance of each factor in the destination choice

	TOTAL	With Holiday package	Without Holiday package
Climate	75.6%	78.4%	72.8%
Safety	55.7%	59.9%	51.3%
Tranquility	49.3%	49.9%	48.7%
Sea	45.1%	44.3%	45.9%
Accommodation supply	43.5%	51.5%	35.2%
Effortless trip	39.2%	42.4%	35.9%
Beaches	38.8%	38.6%	39.1%
Price	37.9%	40.4%	35.4%
European belonging	37.2%	37.7%	36.7%
Landscapes	35.3%	28.9%	42.0%
Environment	34.5%	30.8%	38.4%
Gastronomy	27.0%	25.6%	28.5%
Fun possibilities	23.6%	23.7%	23.5%
Authenticity	23.3%	21.0%	25.7%
Exoticism	11.8%	11.0%	12.6%
Hiking trail network	10.8%	7.5%	14.2%
Shopping	10.1%	10.7%	9.5%
Culture	10.1%	8.9%	11.3%
Historical heritage	9.5%	8.3%	10.8%
Nightlife	8.3%	7.3%	9.2%

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	With Holiday package	Without Holiday package
Previous visits to the Canary Islands	48.4%	48.9%	48.0%
Friends or relatives	29.7%	20.3%	39.2%
Internet or social media	51.4%	49.8%	53.0%
Mass Media	1.9%	1.9%	1.9%
Travel guides and magazines	6.5%	6.8%	6.1%
Travel Blogs or Forums	6.3%	4.5%	8.0%
Travel TV Channels	0.8%	0.9%	0.7%
Tour Operator or Travel Agency	20.2%	36.1%	4.1%
Public administrations or similar	0.5%	0.4%	0.7%
Others	3.3%	2.3%	4.3%

* Multi-choice question

PROFILE OF TOURIST BY HOLIDAY PACKAGE

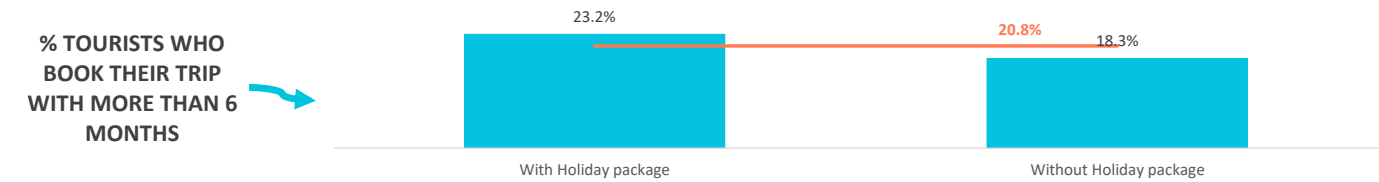
2024



TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	With Holiday package	Without Holiday package
The same day	0.9%	0.5%	1.2%
Between 1 and 30 days	22.3%	20.5%	24.2%
Between 1 and 2 months	23.0%	21.7%	24.3%
Between 3 and 6 months	33.0%	34.0%	32.1%
More than 6 months	20.8%	23.2%	18.3%

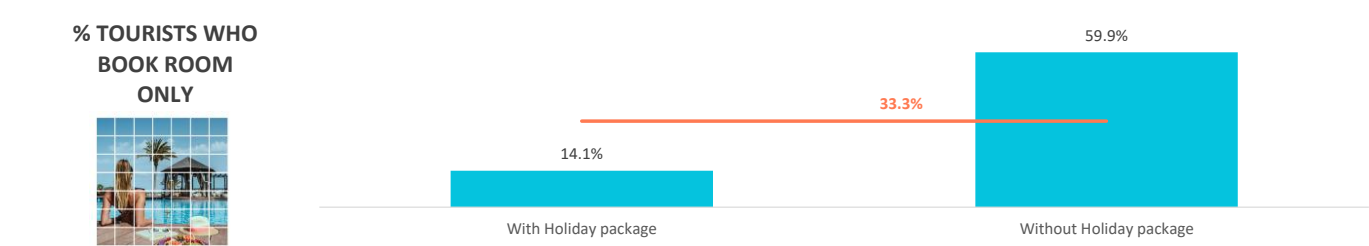


With whom did they book their flight and accommodation?

	TOTAL	With Holiday package	Without Holiday package
Flight			
- Directly with the airline	50.0%	15.5%	85.4%
- Tour Operator or Travel Agency	50.0%	84.5%	14.6%
Accommodation			
- Directly with the accommodation	37.0%	13.6%	68.5%
- Tour Operator or Travel Agency	63.0%	86.4%	31.5%

What do they book?

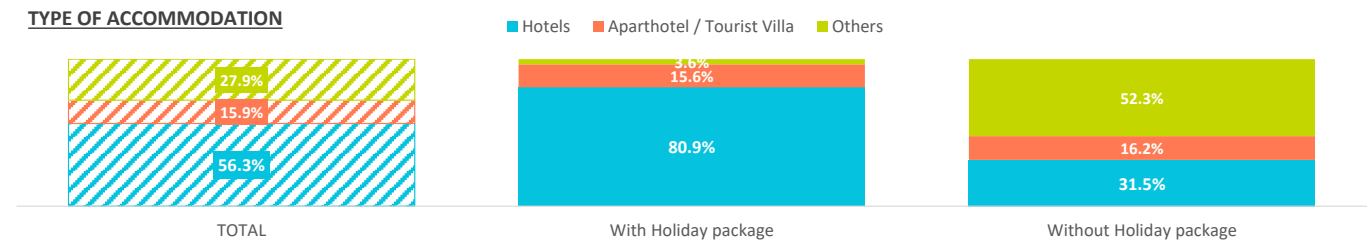
	TOTAL	With Holiday package	Without Holiday package
Room only	33.3%	14.1%	59.9%
Bed and Breakfast	14.1%	12.8%	15.8%
Half board	17.4%	21.9%	11.2%
Full board	3.1%	4.1%	1.7%
All inclusive	32.1%	47.1%	11.5%



ACCOMMODATION

	TOTAL	With Holiday package	Without Holiday package
1-2-3* Hotel	10.3%	13.3%	7.4%
4* Hotel	37.0%	56.1%	17.8%
5* Hotel / 5* Luxury Hotel	9.0%	11.6%	6.3%
Aparthotel / Tourist Villa	15.9%	15.6%	16.2%
House/room rented in a private dwelling	15.5%	2.5%	28.7%
Private accommodation ⁽¹⁾	9.3%	0.0%	18.6%
Others (Cottage, cruise, camping,...)	3.0%	1.1%	5.0%

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



PROFILE OF TOURIST BY HOLIDAY PACKAGE

2024



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	With Holiday package	Without Holiday package
Average rating	8.74	8.69	8.80
Experience in the Canary Islands	TOTAL	With Holiday package	Without Holiday package
Worse or much worse than expected	2.9%	3.1%	2.7%
Lived up to expectations	54.8%	56.1%	53.4%
Better or much better than expected	42.3%	40.8%	43.9%
Future intentions (scale 1-10)	TOTAL	With Holiday package	Without Holiday package
Return to the Canary Islands	8.77	8.64	8.90
Recommend visiting the Canary Islands	8.96	8.86	9.06

RETURN TO THE CANARY



8.77
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

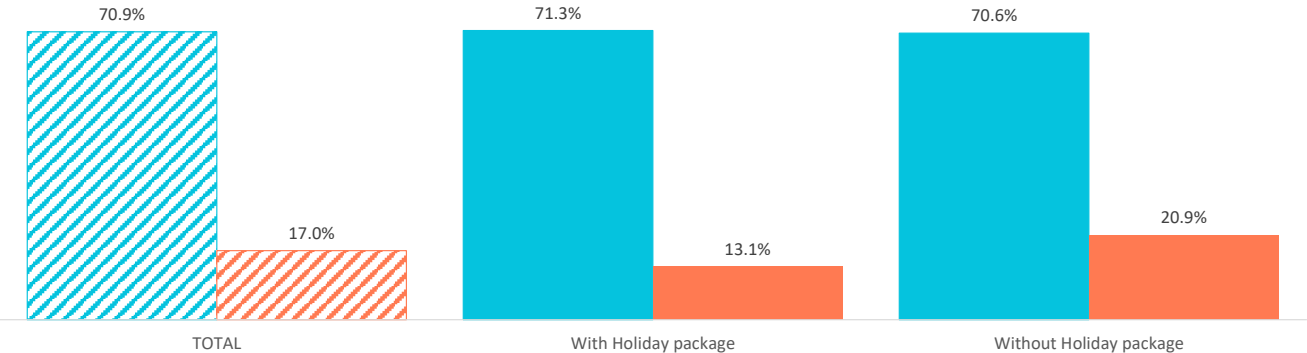


8.96
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	With Holiday package	Without Holiday package
Repeat tourists	70.9%	71.3%	70.6%
At least 10 previous visits	19.9%	17.3%	22.5%
Repeat tourists (last 5 years)	63.8%	63.0%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	13.1%	20.9%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	With Holiday package	Without Holiday package
One island	92.9%	94.9%	90.9%
Two islands	6.1%	4.3%	8.0%
Three or more islands	1.0%	0.8%	1.1%

Visited islands during their trip (with overnight staying)

	TOTAL	With Holiday package	Without Holiday package
Lanzarote	18.6%	18.4%	18.8%
Fuerteventura	14.6%	18.0%	11.2%
Gran Canaria	26.6%	27.3%	26.0%
Tenerife	41.4%	36.3%	46.5%
La Gomera	0.3%	0.1%	0.6%
La Palma	1.4%	1.1%	1.7%
El Hierro	0.1%	0.0%	0.2%
Cruise	0.2%	0.3%	0.1%

PROFILE OF TOURIST BY HOLIDAY PACKAGE

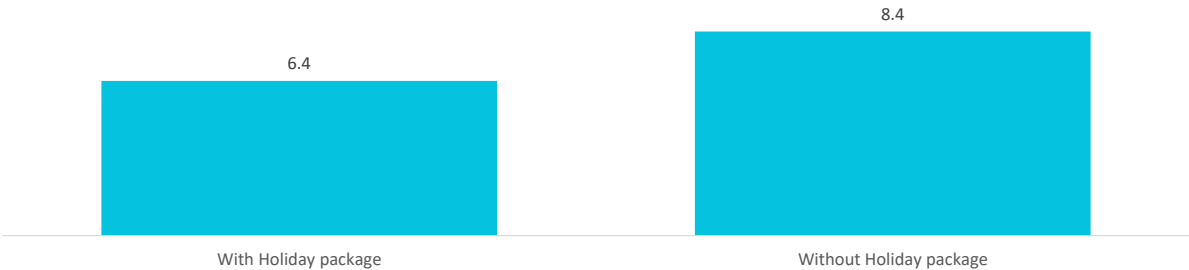
2024



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	With Holiday package	Without Holiday package
0 hours	2.6%	3.9%	1.2%
1 - 2 hours	9.6%	14.5%	4.7%
3 - 6 hours	32.6%	38.1%	27.1%
7 - 12 hours	46.6%	37.9%	55.4%
More than 12 hours	8.6%	5.7%	11.6%
Outdoor time per day	7.4	6.4	8.4



Activities in the Canary Islands

	TOTAL	With Holiday package	Without Holiday package
Walk, wander	73.6%	71.1%	76.1%
Beach	68.9%	65.8%	72.0%
Swimming pool, hotel facilities	57.7%	67.9%	47.4%
Explore the island on their own	48.8%	40.6%	57.1%
Taste Canarian gastronomy	27.3%	20.3%	34.3%
Hiking	18.8%	13.0%	24.6%
Organized excursions	16.2%	19.9%	12.4%
Nightlife / concerts / shows	15.4%	13.6%	17.2%
Theme parks	14.7%	14.1%	15.3%
Sea excursions / whale watching	12.0%	12.7%	11.3%
Wineries / markets / popular festivals	11.2%	8.5%	13.9%
Museums / exhibitions	10.8%	7.8%	13.9%
Other Nature Activities	8.4%	5.5%	11.4%
Swim	7.4%	7.1%	7.8%
Running	6.0%	5.0%	7.0%
Beauty and health treatments	5.2%	5.3%	5.1%
Practice other sports	4.3%	3.4%	5.2%
Astronomical observation	3.9%	3.1%	4.7%
Surf	2.8%	1.1%	4.4%
Cycling / Mountain bike	2.7%	2.3%	3.2%
Golf	2.5%	2.3%	2.6%
Scuba Diving	2.4%	1.9%	2.9%
Windsurf / Kitesurf	0.8%	0.6%	1.1%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	With Holiday package	Without Holiday package
United Kingdom	34.6%	40.9%	28.2%
Germany	16.4%	21.4%	11.4%
Spanish Mainland	11.2%	4.6%	17.8%
France	5.2%	4.5%	5.9%
Italy	4.5%	1.7%	7.4%
Ireland	4.3%	3.0%	5.5%
Netherlands	4.2%	5.4%	2.9%
Belgium	2.8%	2.8%	2.7%
Norway	2.5%	2.5%	2.5%
Sweden	2.1%	2.8%	1.3%
Poland	1.9%	2.4%	1.4%
Denmark	1.6%	2.3%	0.9%
Finland	1.1%	1.4%	0.9%
Switzerland	1.1%	0.8%	1.4%
Czech Republic	1.0%	0.9%	1.2%
Austria	0.8%	0.5%	1.1%
Others	4.7%	2.0%	7.4%

PROFILE OF TOURIST BY HOLIDAY PACKAGE

2024

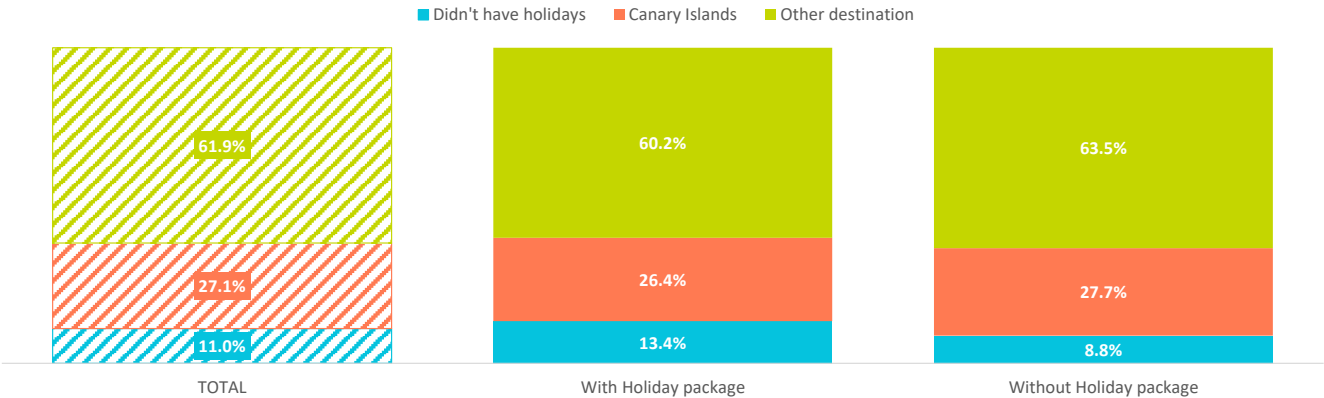


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	With Holiday package	Without Holiday package
Didn't have holidays	11.0%	13.4%	8.8%
Canary Islands	27.1%	26.4%	27.7%
Other destination	61.9%	60.2%	63.5%
Balearic Islands	4.5%	5.1%	3.9%
Rest of Spain	11.4%	9.4%	13.4%
Italy	7.2%	5.7%	8.7%
France	5.1%	4.6%	5.6%
Turkey	3.1%	4.2%	2.0%
Greece	7.2%	9.0%	5.5%
Portugal	4.1%	3.6%	4.6%
Croatia	2.0%	1.9%	2.2%
Egypt	1.5%	1.8%	1.2%
Tunisia	0.4%	0.6%	0.3%
Morocco	1.0%	0.7%	1.3%
Others	14.3%	13.7%	14.8%

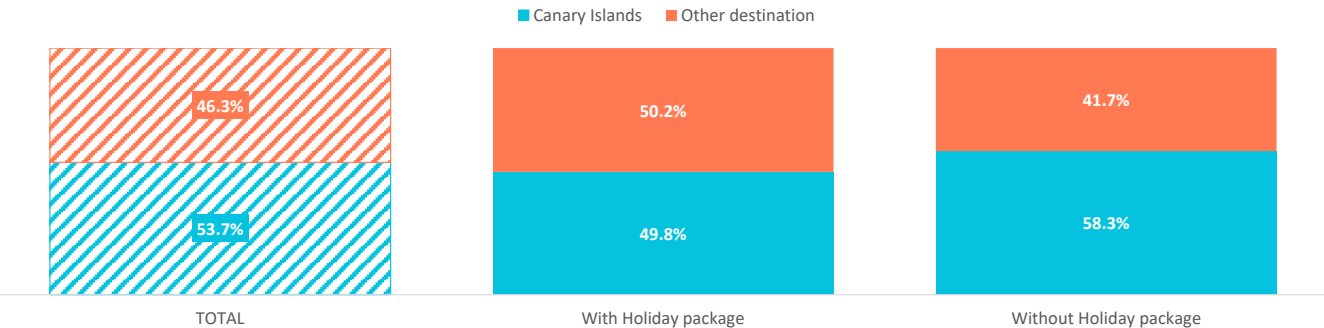
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	With Holiday package	Without Holiday package
None (I was clear about "this Canary Island")	28.3%	22.6%	35.0%
Canary Islands (other island)	25.4%	27.2%	23.2%
Other destination	46.3%	50.2%	41.7%
Balearic Islands	6.0%	6.8%	5.1%
Rest of Spain	9.0%	8.6%	9.4%
Italy	4.7%	4.5%	4.9%
France	1.7%	1.5%	1.9%
Turkey	3.4%	4.6%	2.1%
Greece	8.2%	10.1%	6.0%
Portugal	6.2%	6.3%	6.0%
Croatia	2.4%	2.7%	2.1%
Egypt	2.4%	2.9%	1.8%
Others	2.3%	2.2%	2.4%

* Percentage of valid answers



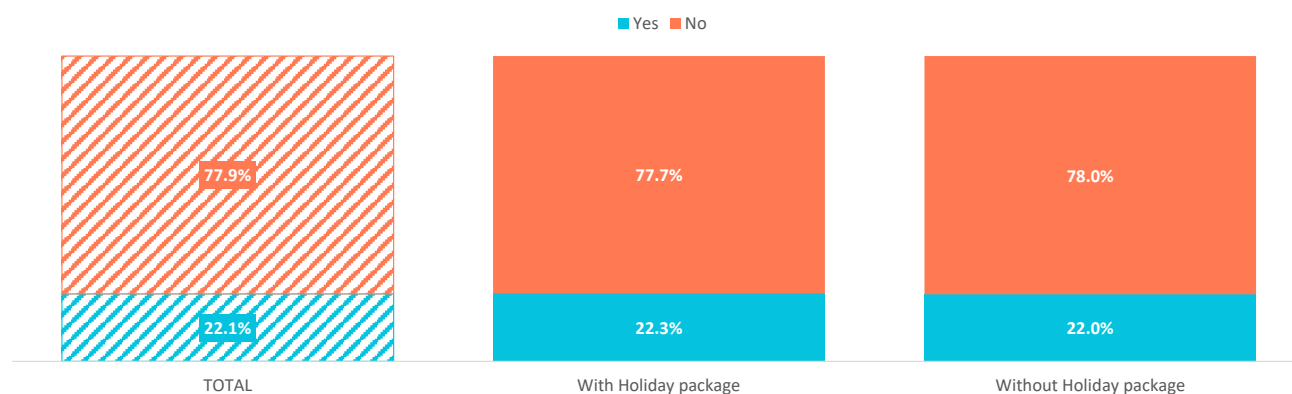
TOURIST TAX (Data available from Q2 2024)

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

	TOTAL	With Holiday package	Without Holiday package
Yes	45.3%	45.1%	45.5%
No	34.4%	34.7%	34.0%
Not remember	20.4%	20.2%	20.5%

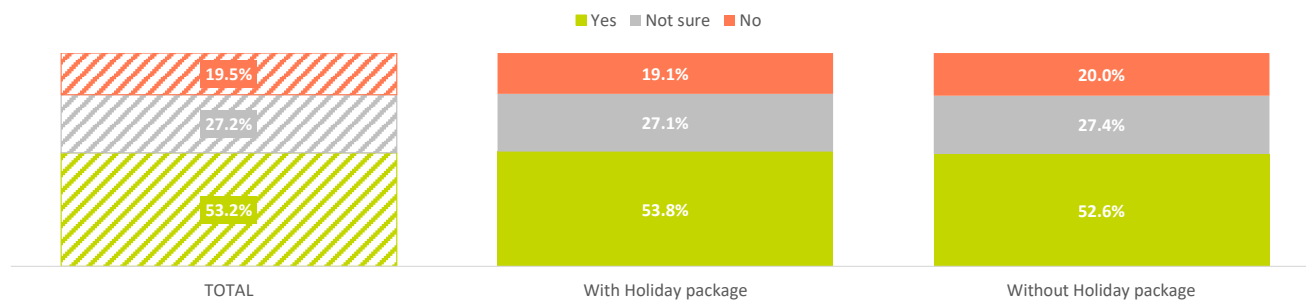
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	With Holiday package	Without Holiday package
Yes	22.1%	22.3%	22.0%
No	77.9%	77.7%	78.0%



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

	TOTAL	With Holiday package	Without Holiday package
Yes	53.2%	53.8%	52.6%
- For any purpose	11.3%	11.5%	11.2%
- Improve living conditions	9.2%	9.6%	8.7%
- Improve economic development	4.6%	4.6%	4.6%
- Improve the environment	17.5%	17.0%	18.1%
- Improve the tourist environment	4.4%	4.6%	4.3%
- Other purposes	6.2%	6.6%	5.7%
Not sure	27.2%	27.1%	27.4%
No	19.5%	19.1%	20.0%



How much would they be willing to pay?

	TOTAL	With Holiday package	Without Holiday package
Up to 1 euro	37.6%	36.5%	38.8%
Up to 2 euros	32.4%	34.3%	30.5%
Up to 3 euros	19.5%	19.6%	19.5%
More than 3 euros	10.4%	9.7%	11.1%

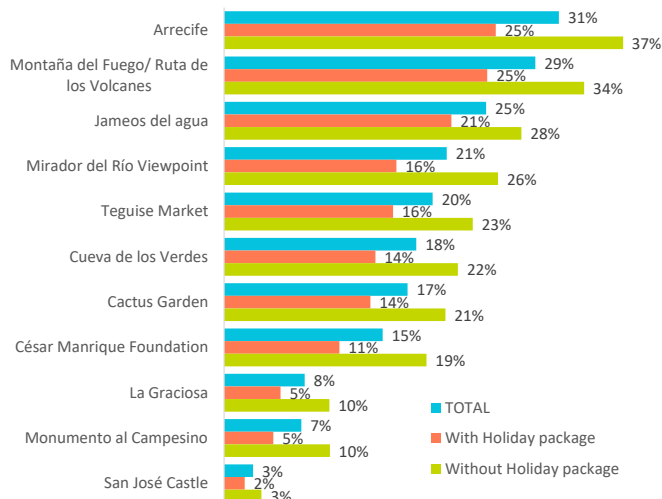
PROFILE OF TOURIST BY HOLIDAY PACKAGE

2024

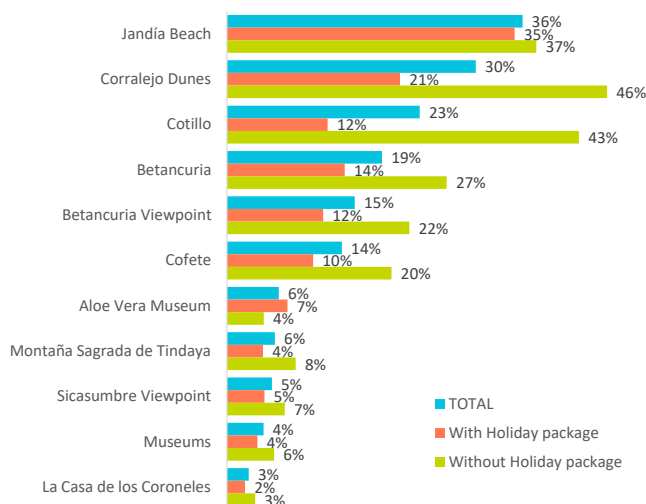


PLACES VISITED ON EACH ISLAND

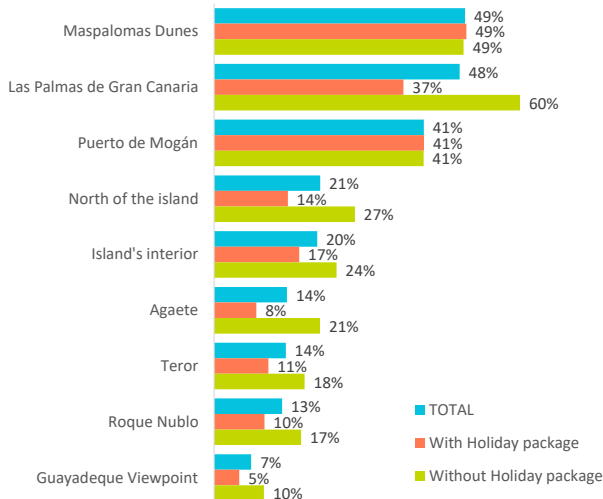
LANZAROTE



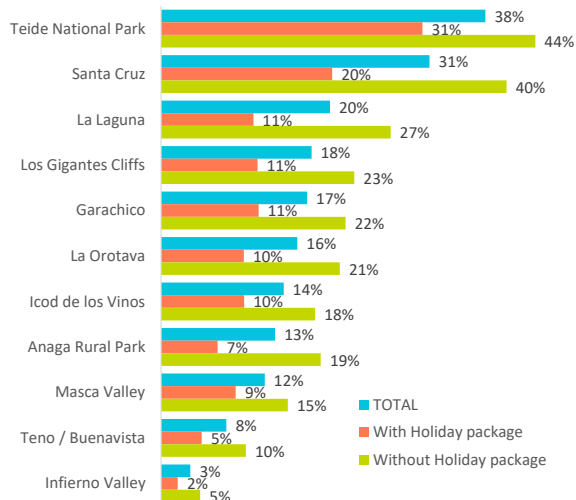
FUERTEVENTURA



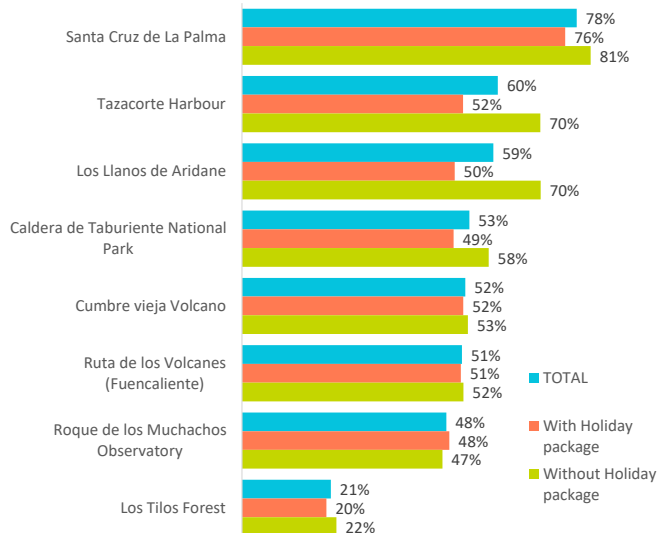
GRAN CANARIA



TENERIFE

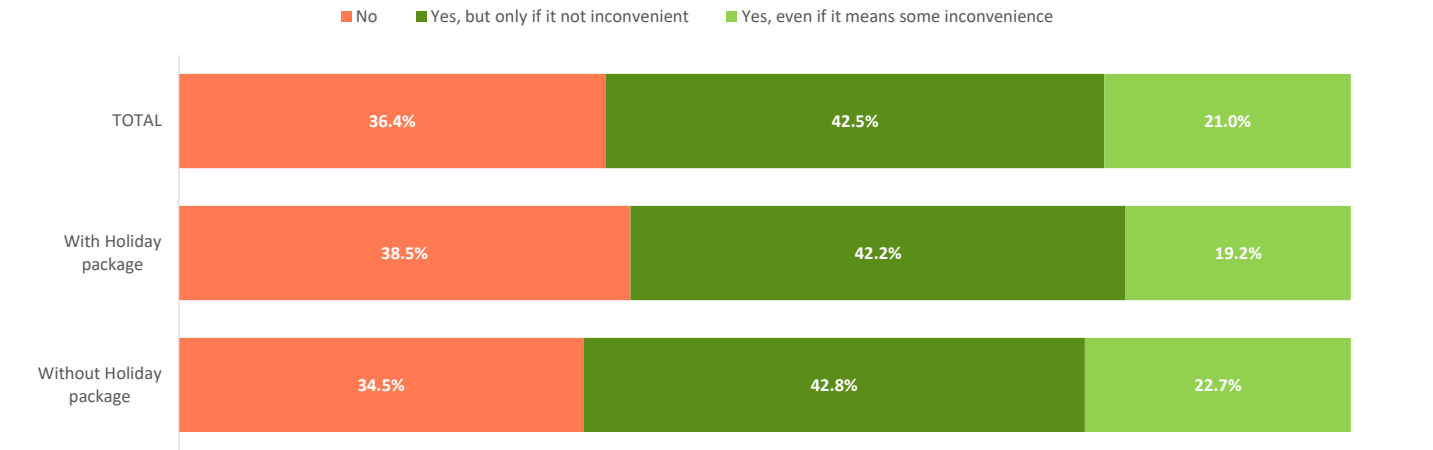


LA PALMA

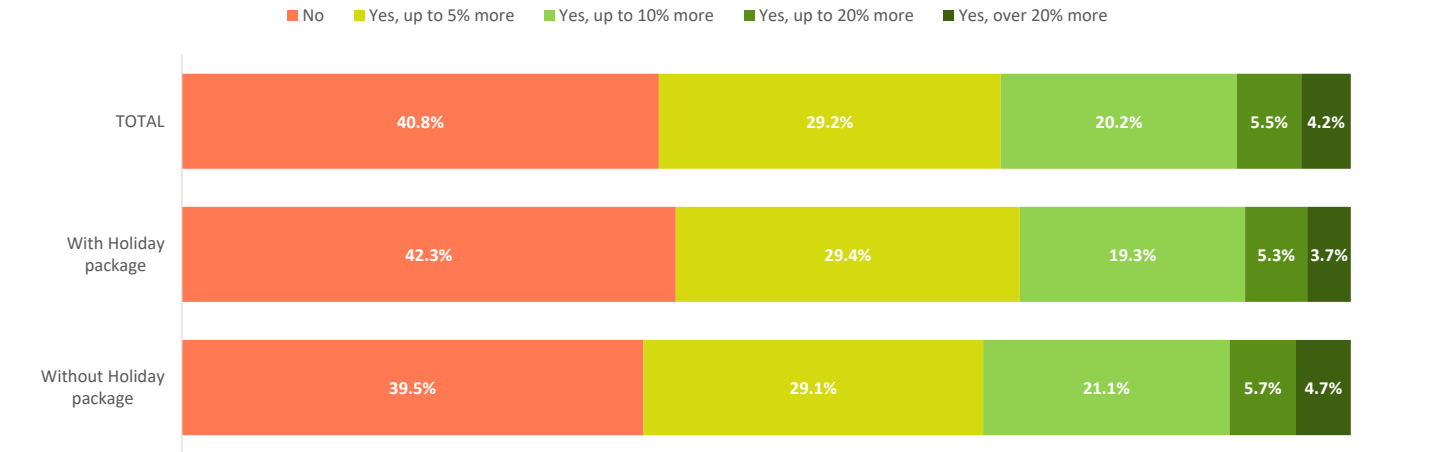


SUSTAINABLE DESTINATION (DATA = 2023)

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	With Holiday package	Without Holiday package
Quality of life on the island	8.0	7.9	8.1
Tolerance towards tourism	8.6	8.6	8.5
Cleanliness of the island	8.2	8.3	8.2
Air quality	8.5	8.5	8.4
Rational water consumption	7.6	7.6	7.6
Energy saving	7.1	7.1	7.0
Use of renewable energy	7.0	7.0	7.0
Recycling	7.1	7.2	6.9
Easy to get around by public transport	7.5	7.7	7.3
Overcrowding in tourist areas	6.6	6.6	6.6
Supply of local products	7.2	7.1	7.3

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