

PROFILE OF TOURIST BY AGE RANGE

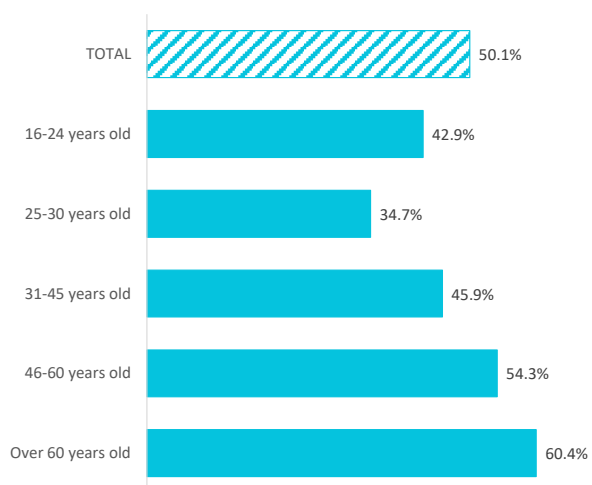
2024



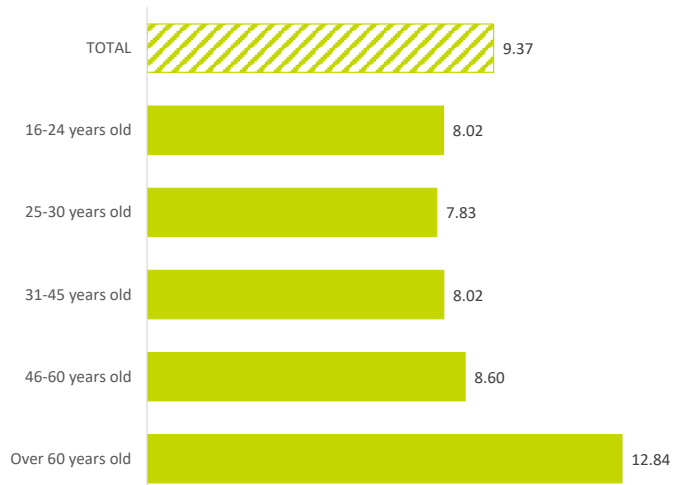
TOURIST EXPENDITURE

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	1,618,806	1,684,592	4,469,025	3,765,827	3,946,486
% Tourists	100%	10.5%	10.9%	28.9%	24.3%	25.5%
- Lanzarote	2,789,181	181,752	207,228	703,428	768,749	928,023
- Fuerteventura	2,186,254	221,140	227,335	594,181	585,536	558,062
- Gran Canaria	4,040,620	494,871	441,590	1,088,111	962,566	1,053,482
- Tenerife	6,277,692	709,905	790,276	2,032,749	1,386,082	1,358,679
- La Palma	155,114	7,742	14,463	39,194	53,132	40,583
% tourists who book holiday package	50.1%	42.9%	34.7%	45.9%	54.3%	60.4%
Expenditure per tourist (€)	1,443	1,005	1,040	1,524	1,511	1,639
- book holiday package	1,656	1,236	1,301	1,778	1,686	1,734
- holiday package	1,378	998	1,054	1,490	1,398	1,456
- others	278	238	247	289	288	278
- do not book holiday package	1,230	832	902	1,309	1,303	1,493
- flight	328	239	229	353	363	373
- accommodation	409	243	285	440	452	499
- others	493	350	388	516	488	621
Average length of stay	9.37	8.02	7.83	8.02	8.60	12.84
Average daily expenditure (€)	176.9	139.7	148.5	204.5	192.4	158.1
Average daily expenditure without flight (€)	125.7	99.7	107.1	144.5	135.6	113.4
Average cost of the flight (€)	410.7	290.5	281.0	440.0	440.4	453.9
Total turnover (≥ 16 years old) (€m)	22,351	1,628	1,753	6,812	5,691	6,467
% Turnover	100%	7.3%	7.8%	30.5%	25.5%	28.9%
Turnover without flight (≥ 16 years old) (€m)	15,991	1,157	1,279	4,846	4,033	4,676

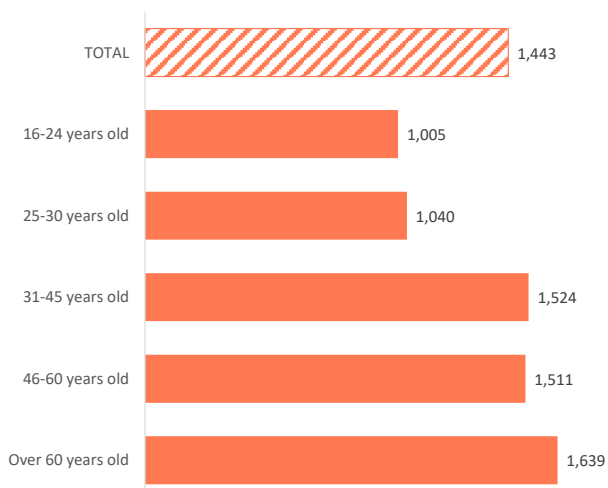
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



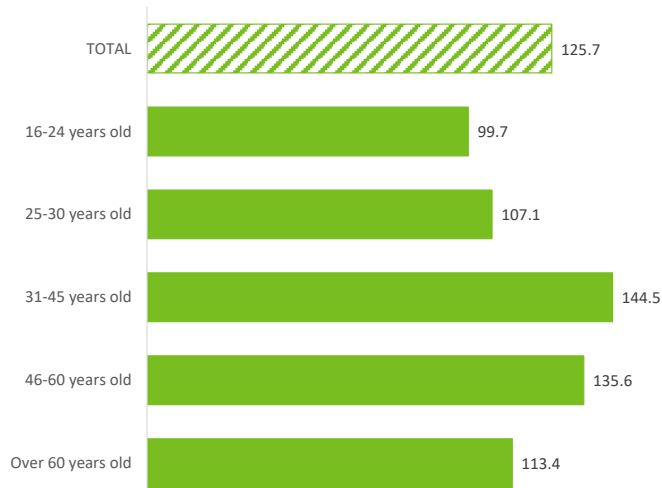
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY AGE RANGE

2024



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

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Accommodation:						
- Accommodation	84.5%	78.6%	79.8%	86.0%	87.3%	84.5%
- Additional accommodation expenses	6.2%	6.9%	8.0%	6.7%	6.2%	4.6%
Transport:						
- National/International Transport	95.7%	92.8%	95.3%	95.6%	96.2%	96.5%
- Flights between islands	4.5%	4.5%	6.6%	5.1%	4.5%	3.0%
- Taxi	50.9%	49.5%	40.4%	47.0%	53.0%	58.3%
- Car rental	31.6%	31.5%	42.0%	37.3%	31.3%	21.1%
- Public transport	11.0%	15.1%	12.2%	9.2%	8.9%	12.6%
Food and drink:						
- Food purchases at supermarkets	58.0%	64.0%	64.8%	59.0%	57.2%	52.2%
- Restaurants	66.6%	67.4%	71.5%	65.7%	67.1%	64.7%
Leisure:						
- Organized excursions	23.7%	30.0%	27.8%	26.0%	22.3%	18.1%
- Sport activities	6.9%	9.3%	11.6%	8.2%	6.3%	3.0%
- Cultural activities	2.8%	3.5%	3.3%	3.4%	2.2%	2.2%
- Museums	5.4%	5.3%	6.7%	5.9%	5.4%	4.2%
- Theme Parks	11.3%	18.3%	14.5%	16.1%	8.9%	4.1%
- Discos and pubs	10.7%	20.8%	15.7%	10.0%	9.0%	7.0%
- Wellness	4.5%	5.2%	4.0%	4.6%	4.7%	4.1%
Purchases of goods:						
- Souvenirs	41.2%	44.4%	40.1%	42.7%	43.2%	36.8%
- Real estate	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
- Other purchases	0.8%	1.5%	0.7%	0.7%	0.8%	0.8%
Others:						
- Medical expenses	6.7%	7.3%	6.8%	6.7%	6.0%	6.9%
- Other expenses	4.8%	6.0%	4.2%	5.0%	4.8%	4.3%

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

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Expenditure per tourist and trip (€)						
Accommodation:						
	881	599	622	881	913	1,091
- Accommodation	719	482	490	737	744	857
- Additional accommodation expenses	162	117	132	144	169	234
Transport:						
	752	575	580	789	777	842
- National/International Transport	429	313	295	460	458	471
- Flights between islands	81	54	69	87	81	99
- Taxi	88	80	81	91	86	92
- Car rental	123	101	109	125	122	144
- Public transport	30	28	25	26	31	37
Food and drink:						
	324	226	251	313	333	410
- Food purchases at supermarkets	115	84	88	110	113	155
- Restaurants	209	142	163	203	220	256
Leisure:						
	553	414	489	569	583	660
- Organized excursions	95	78	81	103	98	98
- Sport activities	104	65	84	106	114	159
- Cultural activities	62	38	66	64	65	70
- Museums	37	34	31	40	38	35
- Theme Parks	76	56	64	87	78	78
- Discos and pubs	102	86	102	92	111	127
- Wellness	78	57	60	78	80	93
Purchases of goods:						
	21,536	1,380	8,893	28,473	14,228	29,321
- Souvenirs	89	62	63	88	96	106
- Real estate	21,287	1,233	8,750	28,293	13,977	28,884
- Other purchases	160	85	80	91	155	331
Others:						
	123	97	90	134	120	140
- Medical expenses	39	27	25	40	38	51
- Other expenses	84	70	65	94	82	90

PROFILE OF TOURIST BY AGE RANGE

2024

TOURIST PROFILE

Who are they?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Gender						
Percentage of men	48.4%	45.4%	48.2%	49.6%	48.2%	48.6%
Percentage of women	51.6%	54.6%	51.8%	50.4%	51.8%	51.4%
Age						
Average age	46.79	21.31	27.54	38.27	53.11	69.06
Standard deviation	16.8	2.2	1.7	4.3	4.3	5.5
Age range						
16-24 years old	10.5%	100.0%	--	--	--	--
25-30 years old	10.9%	--	100.0%	--	--	--
31-45 years old	28.9%	--	--	100.0%	--	--
46-60 years old	24.3%	--	--	--	100.0%	--
Over 60 years old	25.5%	--	--	--	--	100.0%
Occupation						
Salaried worker	55.9%	54.2%	74.1%	71.3%	66.7%	21.3%
Self-employed	10.8%	7.8%	11.2%	13.6%	12.8%	6.7%
Unemployed	0.9%	2.2%	1.6%	0.8%	0.7%	0.4%
Business owner	7.7%	5.0%	6.5%	9.8%	10.3%	4.4%
Student	4.2%	28.5%	4.1%	1.3%	0.7%	0.7%
Retired	19.2%	1.7%	1.8%	1.8%	7.0%	65.0%
Unpaid domestic work	0.5%	0.1%	0.2%	0.8%	0.8%	0.2%
Others	0.8%	0.6%	0.5%	0.5%	1.0%	1.3%
Annual household income level						
Less than €25,000	12.6%	29.0%	18.1%	9.6%	8.4%	11.0%
€25,000 - €49,999	33.9%	35.4%	39.8%	31.7%	29.4%	37.6%
€50,000 - €74,999	25.5%	18.3%	23.3%	27.4%	26.5%	26.4%
More than €74,999	27.9%	17.4%	18.7%	31.3%	35.7%	25.1%
Education level						
No studies	4.0%	3.6%	2.9%	3.7%	4.6%	4.3%
Primary education	1.9%	2.0%	1.2%	1.2%	2.0%	2.7%
Secondary education	21.0%	20.9%	13.0%	16.6%	22.4%	28.2%
Higher education	73.1%	73.4%	82.8%	78.5%	71.1%	64.7%

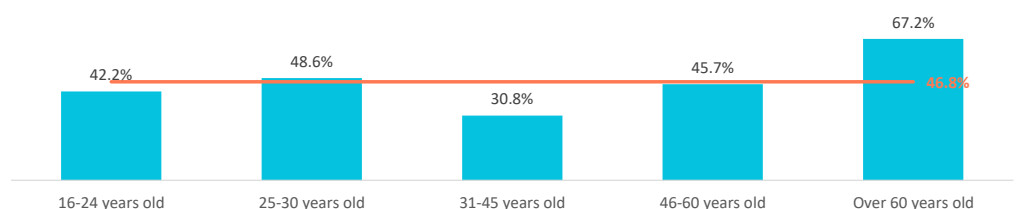
Who do they come with?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Unaccompanied	10.3%	10.5%	13.7%	10.3%	8.8%	10.1%
Only with partner	46.8%	42.2%	48.6%	30.8%	45.7%	67.2%
Only with children (< 13 years old)	4.3%	0.3%	1.0%	10.2%	4.1%	0.8%
Partner + children (< 13 years old)	6.8%	0.5%	2.4%	17.5%	5.3%	0.5%
Other relatives	10.4%	22.7%	11.7%	9.1%	8.8%	7.7%
Friends	7.2%	14.8%	13.0%	6.4%	4.9%	5.0%
Work colleagues	0.5%	0.8%	0.9%	0.7%	0.3%	0.1%
Organized trip	0.2%	0.1%	0.2%	0.2%	0.1%	0.3%
Other combinations ⁽²⁾	13.5%	8.1%	8.4%	15.0%	22.0%	8.2%
<i>(2) Different situations have been isolated</i>						
Tourists with children	17.0%	4.3%	6.3%	39.1%	13.6%	5.1%
- Between 0 and 2 years old	1.3%	0.5%	2.1%	3.0%	0.4%	0.4%
- Between 3 and 12 years old	14.5%	3.6%	3.4%	33.1%	12.8%	4.0%
- Between 0 -2 and 3-12 years old	1.2%	0.1%	0.8%	3.0%	0.5%	0.7%
Tourists without children	83.0%	95.7%	93.7%	60.9%	86.4%	94.9%
Group composition:						
- 1 person	12.5%	13.4%	17.3%	12.2%	10.6%	12.1%
- 2 people	54.9%	56.2%	60.6%	38.0%	53.1%	72.8%
- 3 people	11.9%	11.1%	9.6%	17.4%	13.8%	5.2%
- 4 or 5 people	16.2%	14.9%	9.0%	26.2%	18.8%	6.1%
- 6 or more people	4.5%	4.3%	3.4%	6.2%	3.7%	3.9%
Average group size:	2.61	2.58	2.33	2.97	2.65	2.28

*People who share the main expenses of the trip



% TOURIST WHO TRAVEL ONLY WITH PARTNER



PROFILE OF TOURIST BY AGE RANGE

2024



TRIP MOTIVATION AND DESTINATION CHOICE

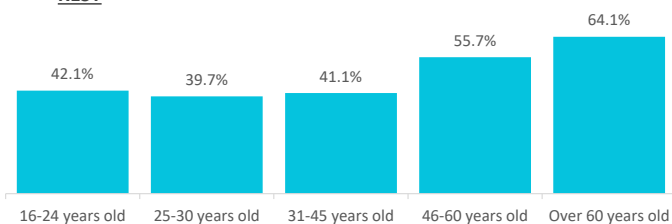
What is the main reason for visiting the Canary Islands?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Holidays	90.4%	87.0%	84.7%	89.4%	91.9%	93.8%
Family reasons	6.9%	10.4%	11.3%	7.3%	5.3%	4.8%
Business	1.3%	1.0%	1.9%	2.0%	1.5%	0.4%
Education and training	0.2%	0.5%	0.3%	0.2%	0.1%	0.1%
Sports training	0.5%	0.5%	0.8%	0.5%	0.6%	0.3%
Health	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%
Conventions and Exhibitions	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%
Others	0.4%	0.4%	0.5%	0.4%	0.3%	0.4%

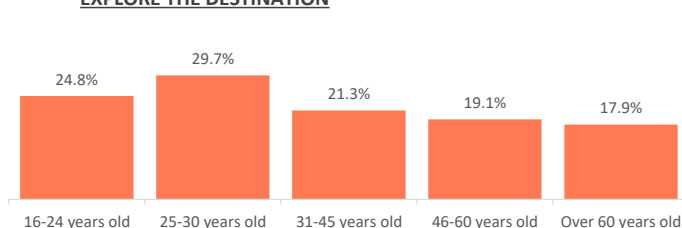
What is the main motivation for their holidays?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Rest	50.6%	42.1%	39.7%	41.1%	55.7%	64.1%
Enjoy family time	15.9%	10.8%	12.0%	25.1%	15.7%	9.5%
Have fun	9.0%	20.6%	14.4%	9.2%	6.1%	4.6%
Explore the destination	21.2%	24.8%	29.7%	21.3%	19.1%	17.9%
Practice their hobbies	1.9%	1.1%	2.6%	2.1%	2.0%	1.7%
Other reasons	1.4%	0.6%	1.5%	1.2%	1.4%	2.1%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Climate	75.6%	63.4%	71.2%	77.3%	78.4%	78.0%
Safety	55.7%	51.9%	50.7%	56.4%	57.0%	57.2%
Tranquility	49.3%	43.6%	47.9%	47.3%	51.8%	52.0%
Sea	45.1%	43.5%	48.7%	46.2%	44.9%	43.2%
Accommodation supply	43.5%	38.7%	34.7%	41.4%	46.0%	49.1%
Effortless trip	39.2%	35.1%	34.4%	37.4%	41.3%	42.8%
Beaches	38.8%	40.3%	42.2%	42.2%	38.2%	33.7%
Price	37.9%	41.8%	38.4%	38.3%	36.9%	36.7%
European belonging	37.2%	30.7%	33.0%	35.9%	38.2%	42.1%
Landscapes	35.3%	36.9%	44.1%	37.0%	33.1%	31.3%
Environment	34.5%	33.4%	36.2%	35.8%	34.1%	33.3%
Gastronomy	27.0%	22.5%	27.1%	26.9%	27.3%	28.6%
Fun possibilities	23.6%	39.9%	29.7%	28.1%	19.2%	13.6%
Authenticity	23.3%	24.7%	26.4%	24.2%	23.4%	20.5%
Exoticism	11.8%	17.7%	16.1%	13.6%	9.7%	7.6%
Hiking trail network	10.8%	9.8%	13.5%	10.8%	10.5%	10.4%
Shopping	10.1%	14.5%	9.4%	9.0%	9.7%	10.3%
Culture	10.1%	11.9%	11.0%	11.0%	8.9%	9.2%
Historical heritage	9.5%	8.8%	9.2%	9.5%	9.8%	9.8%
Nightlife	8.3%	17.1%	9.8%	8.1%	6.9%	5.5%

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	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Previous visits to the Canary Islands	48.4%	31.2%	31.9%	43.6%	53.9%	62.9%
Friends or relatives	29.7%	43.7%	42.3%	33.8%	24.8%	18.7%
Internet or social media	51.4%	58.9%	60.5%	58.2%	50.2%	37.9%
Mass Media	1.9%	3.4%	2.3%	1.9%	1.5%	1.4%
Travel guides and magazines	6.5%	6.8%	5.9%	6.6%	7.0%	5.9%
Travel Blogs or Forums	6.3%	7.3%	10.6%	8.6%	5.5%	2.1%
Travel TV Channels	0.8%	0.7%	0.7%	0.6%	1.1%	0.9%
Tour Operator or Travel Agency	20.2%	16.9%	12.5%	17.5%	22.2%	25.8%
Public administrations or similar	0.5%	0.6%	1.0%	0.6%	0.3%	0.4%
Others	3.3%	4.1%	3.7%	3.9%	3.0%	2.3%

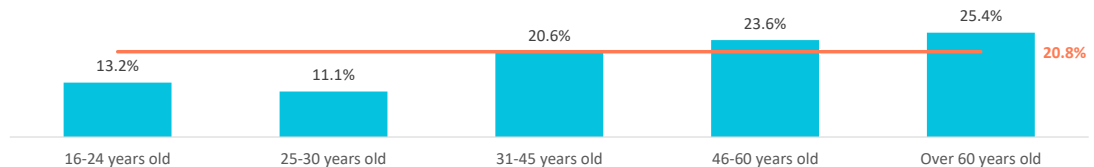
* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
The same day	0.9%	1.6%	1.4%	1.0%	0.6%	0.5%
Between 1 and 30 days	22.3%	26.2%	28.2%	23.5%	20.4%	18.9%
Between 1 and 2 months	23.0%	24.8%	27.9%	23.2%	21.5%	21.2%
Between 3 and 6 months	33.0%	34.2%	31.4%	31.6%	33.9%	34.0%
More than 6 months	20.8%	13.2%	11.1%	20.6%	23.6%	25.4%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



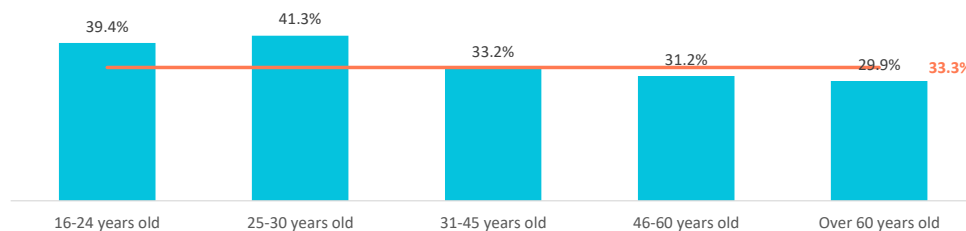
With whom did they book their flight and accommodation?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Flight						
- Directly with the airline	50.0%	55.4%	61.9%	53.4%	46.4%	42.5%
- Tour Operator or Travel Agency	50.0%	44.6%	38.1%	46.6%	53.6%	57.5%
Accommodation						
- Directly with the accommodation	37.0%	42.1%	45.9%	40.7%	34.3%	29.9%
- Tour Operator or Travel Agency	63.0%	57.9%	54.1%	59.3%	65.7%	70.1%

What do they book?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Room only	33.3%	39.4%	41.3%	33.2%	31.2%	29.9%
Bed and Breakfast	14.1%	13.6%	16.1%	13.6%	15.3%	12.7%
Half board	17.4%	13.5%	13.4%	14.9%	18.5%	22.4%
Full board	3.1%	2.8%	2.0%	2.5%	3.1%	4.2%
All inclusive	32.1%	30.6%	27.2%	35.9%	31.8%	30.7%

% TOURISTS WHO BOOK ROOM ONLY



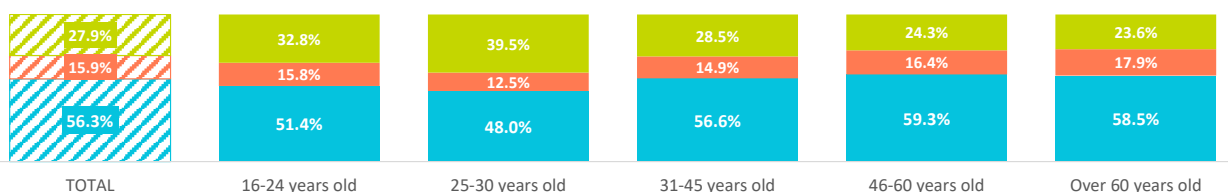
ACCOMMODATION

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
1-2-3* Hotel	10.3%	11.8%	10.1%	10.0%	10.8%	9.8%
4* Hotel	37.0%	33.7%	31.1%	37.0%	38.7%	39.0%
5* Hotel / 5* Luxury Hotel	9.0%	5.9%	6.8%	9.6%	9.8%	9.6%
Aparthotel / Tourist Villa	15.9%	15.8%	12.5%	14.9%	16.4%	17.9%
House/room rented in a private dwelling	15.5%	17.3%	21.2%	17.1%	14.4%	11.7%
Private accommodation ⁽¹⁾	9.3%	12.3%	13.6%	8.4%	7.1%	9.3%
Others (Cottage, cruise, camping,..)	3.0%	3.2%	4.7%	3.0%	2.7%	2.6%

(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

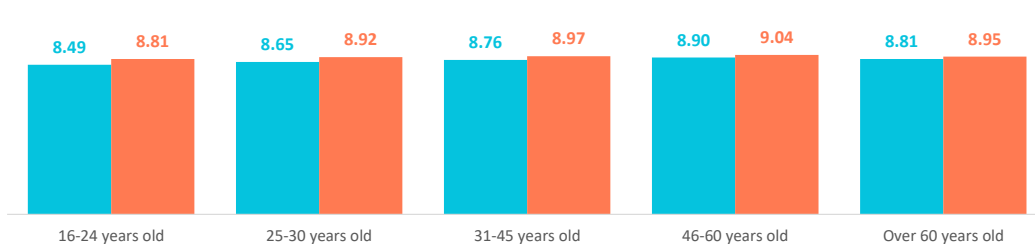
Satisfaction

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Satisfaction (scale 0-10)						
Average rating	8.74	8.61	8.70	8.74	8.81	8.76
Experience in the Canary Islands						
Worse or much worse than expected	2.9%	3.7%	3.1%	3.3%	2.7%	2.3%
Lived up to expectations	54.8%	46.9%	47.8%	50.0%	56.3%	64.9%
Better or much better than expected	42.3%	49.4%	49.1%	46.7%	41.1%	32.8%
Future intentions (scale 1-10)						
Return to the Canary Islands	8.77	8.49	8.65	8.76	8.90	8.81
Recommend visiting the Canary Islands	8.96	8.81	8.92	8.97	9.04	8.95

RETURN TO THE CANARY



8.77
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

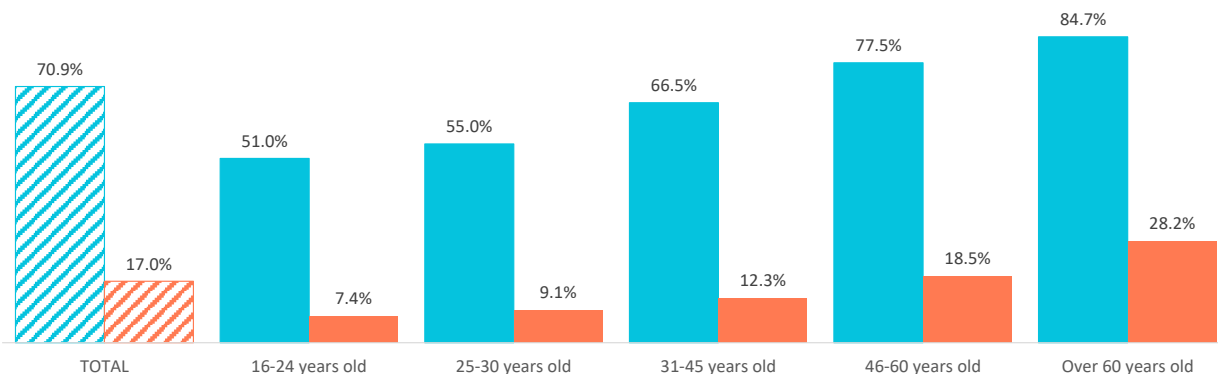


8.96
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Repeat tourists						
At least 10 previous visits	70.9%	51.0%	55.0%	66.5%	77.5%	84.7%
Repeat tourists (last 5 years)	19.9%	8.7%	9.7%	12.9%	21.5%	35.4%
Repeat tourists (last 5 years) (5 or more visits)	63.8%	45.5%	48.8%	58.6%	69.5%	78.4%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	7.4%	9.1%	12.3%	18.5%	28.2%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
One island	92.9%	92.9%	90.5%	92.6%	92.9%	94.4%
Two islands	6.1%	6.2%	8.2%	6.6%	6.3%	4.5%
Three or more islands	1.0%	1.0%	1.3%	0.8%	0.8%	1.1%

Visited islands during their trip (with overnight staying)

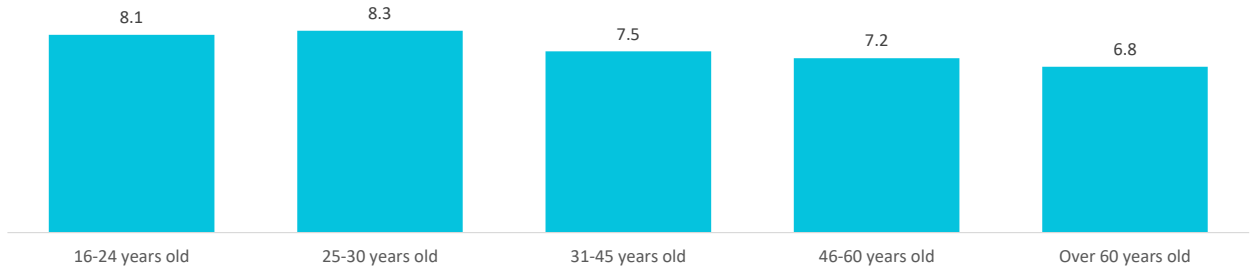
	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Lanzarote	18.6%	11.6%	13.1%	16.4%	21.0%	24.0%
Fuerteventura	14.6%	14.3%	14.1%	13.9%	16.0%	14.5%
Gran Canaria	26.6%	31.1%	27.5%	24.9%	25.9%	27.1%
Tenerife	41.4%	44.9%	48.3%	46.3%	37.4%	35.1%
La Gomera	0.3%	0.1%	0.6%	0.3%	0.4%	0.3%
La Palma	1.4%	0.9%	1.5%	1.4%	1.7%	1.2%
El Hierro	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%
Cruise	0.2%	0.1%	0.1%	0.1%	0.3%	0.3%

PROFILE OF TOURIST BY AGE RANGE 2024

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
0 hours	2.6%	2.0%	1.9%	2.6%	2.7%	2.9%
1 - 2 hours	9.6%	7.3%	7.4%	10.7%	10.6%	9.2%
3 - 6 hours	32.6%	28.4%	26.1%	30.9%	33.2%	38.7%
7 - 12 hours	46.6%	50.1%	52.1%	45.9%	46.2%	44.0%
More than 12 hours	8.6%	12.2%	12.6%	9.9%	7.3%	5.2%
Outdoor time per day	7.4	8.1	8.3	7.5	7.2	6.8



Activities in the Canary Islands

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Walk, wander	73.6%	77.7%	78.5%	73.9%	73.7%	69.5%
Beach	68.9%	80.1%	79.2%	76.0%	68.2%	52.6%
Swimming pool, hotel facilities	57.7%	61.2%	52.5%	61.6%	59.7%	52.0%
Explore the island on their own	48.8%	58.8%	62.5%	54.4%	45.9%	35.4%
Taste Canarian gastronomy	27.3%	29.6%	34.9%	29.0%	26.0%	22.4%
Hiking	18.8%	20.6%	29.3%	20.7%	16.5%	13.7%
Organized excursions	16.2%	23.1%	19.4%	17.2%	14.7%	12.3%
Nightlife / concerts / shows	15.4%	31.8%	22.5%	15.5%	12.4%	8.3%
Theme parks	14.7%	25.0%	18.9%	21.4%	11.0%	4.8%
Sea excursions / whale watching	12.0%	18.5%	16.0%	14.3%	10.7%	6.1%
Wineries / markets / popular festivals	11.2%	13.9%	14.2%	11.3%	10.6%	9.2%
Museums / exhibitions	10.8%	12.4%	13.0%	11.9%	9.9%	8.9%
Other Nature Activities	8.4%	14.2%	15.4%	9.6%	6.8%	3.2%
Swim	7.4%	11.6%	9.3%	8.4%	6.4%	4.9%
Running	6.0%	8.9%	7.7%	7.5%	6.0%	2.4%
Beauty and health treatments	5.2%	6.1%	5.5%	5.6%	5.5%	4.1%
Practice other sports	4.3%	7.6%	7.0%	5.0%	3.6%	1.6%
Astronomical observation	3.9%	5.9%	6.7%	4.5%	3.1%	2.0%
Surf	2.8%	5.9%	6.5%	3.1%	1.7%	0.6%
Cycling / Mountain bike	2.7%	2.6%	2.4%	3.0%	3.1%	2.3%
Golf	2.5%	5.6%	2.5%	1.9%	2.2%	2.1%
Scuba Diving	2.4%	4.6%	4.1%	2.9%	1.7%	0.8%
Windsurf / Kitesurf	0.8%	1.2%	1.3%	0.9%	0.8%	0.3%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
United Kingdom	34.6%	25.4%	25.4%	33.6%	37.2%	40.9%
Germany	16.4%	14.7%	16.5%	15.2%	16.7%	18.2%
Spanish Mainland	11.2%	15.8%	16.9%	14.1%	10.1%	4.7%
France	5.2%	6.6%	5.9%	4.7%	5.6%	4.5%
Italy	4.5%	7.6%	7.0%	4.7%	3.8%	2.8%
Ireland	4.3%	4.3%	3.3%	3.4%	4.8%	5.2%
Netherlands	4.2%	5.0%	4.3%	3.8%	4.0%	4.4%
Belgium	2.8%	2.1%	2.1%	2.4%	3.2%	3.4%
Norway	2.5%	2.5%	1.7%	1.6%	2.2%	4.1%
Sweden	2.1%	1.7%	0.9%	1.7%	1.9%	3.2%
Poland	1.9%	1.8%	2.9%	3.1%	1.4%	0.6%
Denmark	1.6%	1.8%	1.0%	1.3%	1.7%	2.1%
Finland	1.1%	1.0%	0.7%	1.1%	1.2%	1.4%
Switzerland	1.1%	1.3%	1.4%	1.0%	1.1%	1.0%
Czech Republic	1.0%	1.7%	1.7%	1.4%	0.7%	0.4%
Austria	0.8%	1.2%	1.4%	1.0%	0.5%	0.5%
Others	4.7%	5.6%	6.8%	6.1%	3.9%	2.6%

PROFILE OF TOURIST BY AGE RANGE 2024

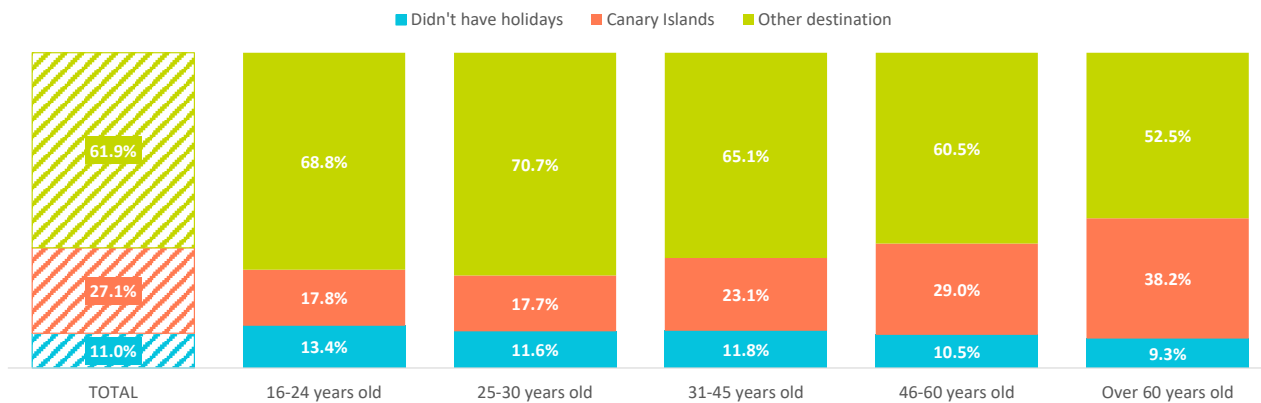


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Didn't have holidays	11.0%	13.4%	11.6%	11.8%	10.5%	9.3%
Canary Islands	27.1%	17.8%	17.7%	23.1%	29.0%	38.2%
Other destination	61.9%	68.8%	70.7%	65.1%	60.5%	52.5%
Balearic Islands	4.5%	4.5%	4.5%	4.7%	4.6%	4.0%
Rest of Spain	11.4%	14.8%	13.7%	12.5%	10.5%	8.7%
Italy	7.2%	9.2%	9.3%	7.5%	6.7%	5.7%
France	5.1%	5.6%	4.9%	5.4%	5.1%	4.7%
Turkey	3.1%	3.1%	2.6%	3.7%	3.3%	2.4%
Greece	7.2%	8.5%	6.9%	6.9%	7.6%	6.9%
Portugal	4.1%	3.9%	6.1%	4.4%	3.7%	3.3%
Croatia	2.0%	2.8%	2.2%	2.1%	2.1%	1.4%
Egypt	1.5%	2.0%	1.7%	1.5%	1.4%	1.2%
Tunisia	0.4%	0.6%	0.6%	0.4%	0.4%	0.3%
Morocco	1.0%	1.3%	1.8%	1.1%	0.8%	0.6%
Others	14.3%	12.6%	16.4%	14.9%	14.4%	13.1%

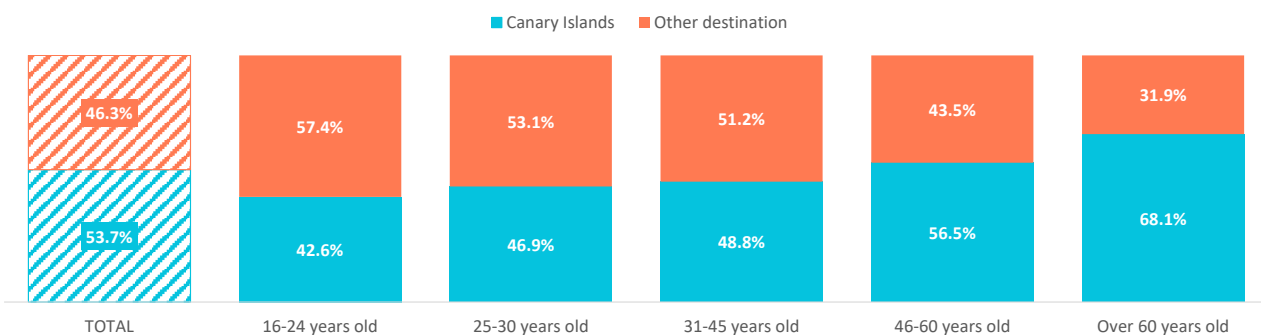
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
None (I was clear about "this Canary Island")	28.3%	20.0%	23.0%	22.5%	30.2%	42.7%
Canary Islands (other island)	25.4%	22.6%	23.9%	26.3%	26.3%	25.4%
Other destination	46.3%	57.4%	53.1%	51.2%	43.5%	31.9%
Balearic Islands	6.0%	5.7%	6.1%	7.1%	6.4%	4.2%
Rest of Spain	9.0%	11.1%	9.7%	9.8%	8.5%	6.6%
Italy	4.7%	7.1%	6.3%	5.0%	3.9%	2.8%
France	1.7%	2.3%	1.5%	1.8%	1.6%	1.3%
Turkey	3.4%	3.7%	3.4%	4.3%	3.2%	2.3%
Greece	8.2%	11.7%	9.7%	9.0%	7.3%	5.0%
Portugal	6.2%	7.3%	7.6%	6.6%	5.9%	4.5%
Croatia	2.4%	3.5%	3.1%	2.7%	2.0%	1.4%
Egypt	2.4%	3.0%	2.8%	2.6%	2.3%	1.7%
Others	2.3%	2.0%	3.0%	2.2%	2.4%	2.1%

* Percentage of valid answers



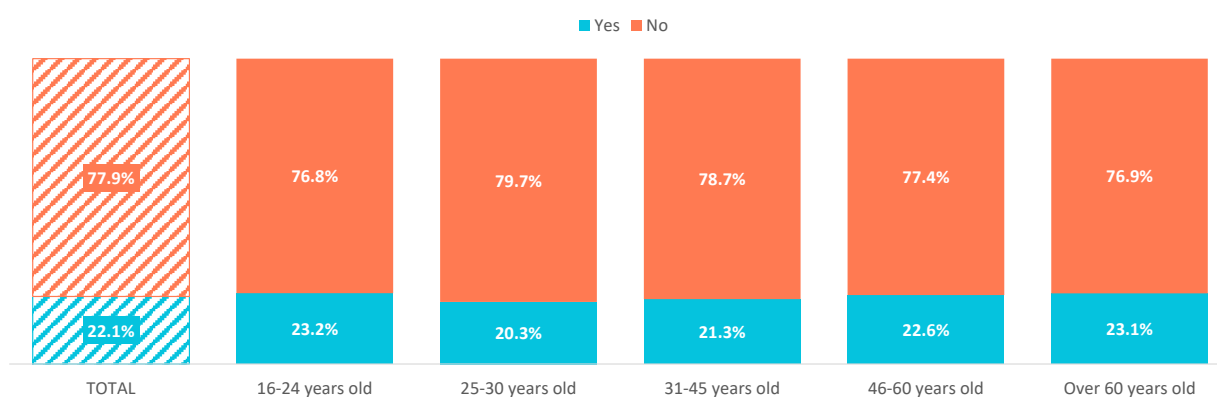
TOURIST TAX (Data available from Q2 2024)

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

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Yes	45.3%	39.8%	49.1%	47.6%	47.0%	41.3%
No	34.4%	34.5%	27.8%	31.2%	33.6%	42.1%
Not remember	20.4%	25.7%	23.1%	21.1%	19.4%	16.5%

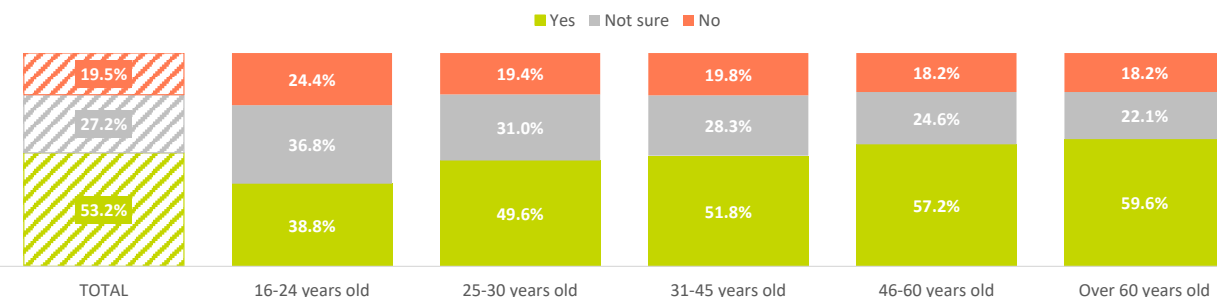
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Yes	22.1%	23.2%	20.3%	21.3%	22.6%	23.1%
No	77.9%	76.8%	79.7%	78.7%	77.4%	76.9%



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

	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Yes	53.2%	38.8%	49.6%	51.8%	57.2%	59.6%
- For any purpose	11.3%	8.9%	11.8%	12.4%	12.2%	10.1%
- Improve living conditions	9.2%	7.6%	8.2%	8.4%	9.1%	11.3%
- Improve economic development	4.6%	3.6%	4.1%	4.3%	4.5%	5.7%
- Improve the environment	17.5%	10.9%	16.0%	16.9%	19.5%	20.3%
- Improve the tourist environment	4.4%	3.7%	4.2%	4.0%	4.7%	5.2%
- Other purposes	6.2%	4.0%	5.2%	5.8%	7.1%	7.1%
Not sure	27.2%	36.8%	31.0%	28.3%	24.6%	22.1%
No	19.5%	24.4%	19.4%	19.8%	18.2%	18.2%

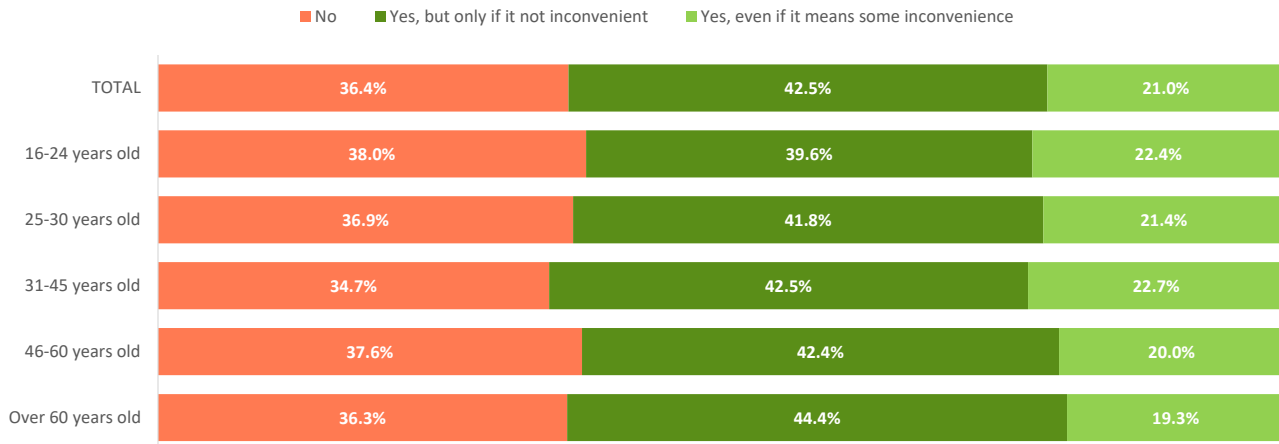


How much would they be willing to pay?

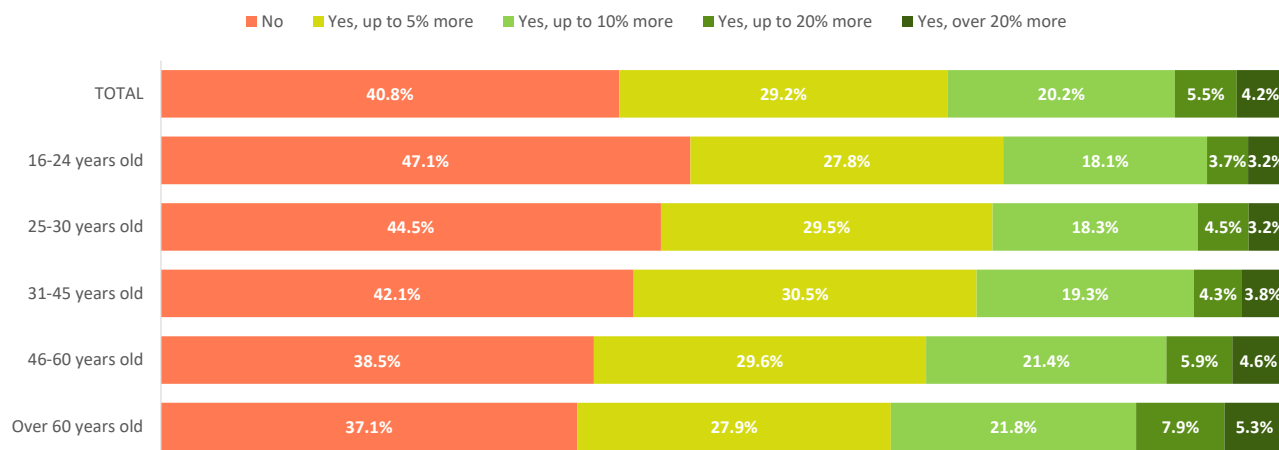
	TOTAL	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Up to 1 euro	37.6%	34.6%	35.0%	37.3%	39.6%	38.6%
Up to 2 euros	32.4%	34.7%	33.2%	31.2%	31.4%	33.6%
Up to 3 euros	19.5%	22.6%	21.7%	19.9%	18.1%	18.2%
More than 3 euros	10.4%	8.1%	10.1%	11.6%	10.9%	9.6%

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	16-24 years old	25-30 years old	31-45 years old	46-60 years old	Over 60 years old
Quality of life on the island	8.0	7.9	8.0	8.1	8.1	8.0
Tolerance towards tourism	8.6	8.4	8.4	8.6	8.6	8.6
Cleanliness of the island	8.2	8.0	8.1	8.2	8.3	8.4
Air quality	8.5	8.0	8.3	8.5	8.6	8.5
Rational water consumption	7.6	7.4	7.5	7.6	7.6	7.7
Energy saving	7.1	6.7	6.9	7.0	7.1	7.2
Use of renewable energy	7.0	6.7	7.0	7.0	7.1	7.2
Recycling	7.1	6.7	6.8	7.0	7.2	7.3
Easy to get around by public transport	7.5	7.4	7.2	7.3	7.6	7.8
Overcrowding in tourist areas	6.6	6.7	6.7	6.7	6.6	6.4
Supply of local products	7.2	7.2	7.3	7.2	7.2	7.1

* 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.