

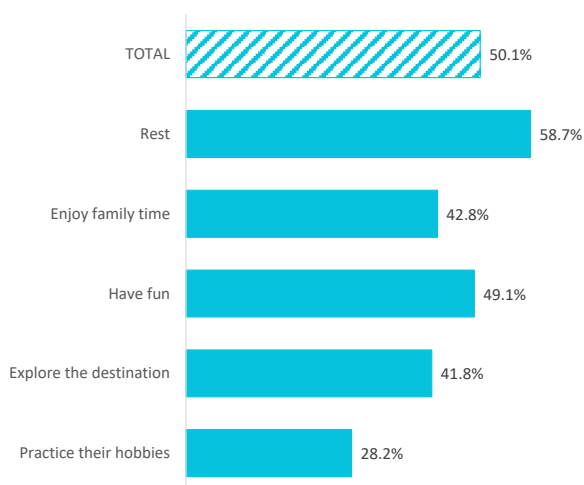
PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2024



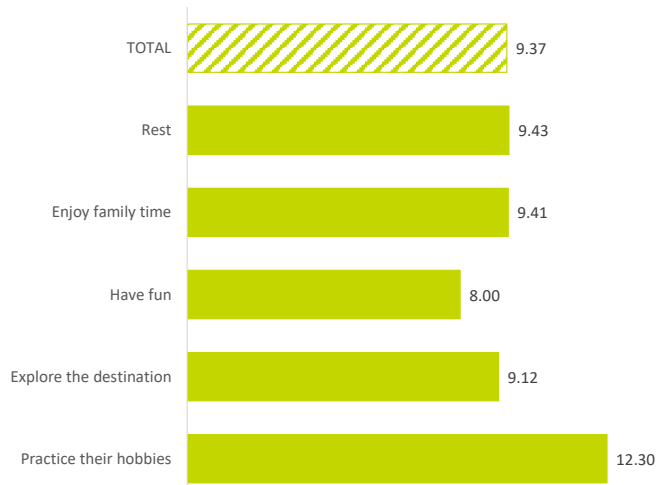
TOURIST EXPENDITURE

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	7,674,097	2,412,313	1,368,383	3,213,971	290,334
% Tourists	100%	49.6%	15.6%	8.8%	20.8%	1.9%
- Lanzarote	2,789,181	1,542,949	377,242	195,176	571,878	50,295
- Fuerteventura	2,186,254	1,187,021	296,135	179,705	383,624	85,423
- Gran Canaria	4,040,620	2,122,232	685,674	355,436	607,802	58,126
- Tenerife	6,277,692	2,771,669	1,037,159	628,248	1,551,670	90,311
- La Palma	155,114	40,622	12,077	7,735	82,508	4,912
% tourists who book holiday package	50.1%	58.7%	42.8%	49.1%	41.8%	28.2%
Expenditure per tourist (€)	1,443	1,474	1,645	1,267	1,311	1,691
- book holiday package	1,656	1,606	2,012	1,536	1,572	2,321
- holiday package	1,378	1,345	1,707	1,229	1,282	1,858
- others	278	261	305	307	290	463
- do not book holiday package	1,230	1,288	1,371	1,008	1,123	1,443
- flight	328	328	416	268	300	339
- accommodation	409	474	359	324	382	443
- others	493	486	595	416	440	661
Average length of stay	9.37	9.43	9.41	8.00	9.12	12.30
Average daily expenditure (€)	176.9	178.4	200.5	173.5	160.8	160.7
Average daily expenditure without flight (€)	125.7	127.8	137.0	125.2	115.4	115.6
Average cost of the flight (€)	410.7	413.4	512.0	355.1	365.9	438.6
Total turnover (≥ 16 years old) (€m)	22,351	11,314	3,969	1,734	4,213	491
% Turnover	100%	50.6%	17.8%	7.8%	18.8%	2.2%
Turnover without flight (≥ 16 years old) (€m)	15,991	8,142	2,734	1,248	3,037	364

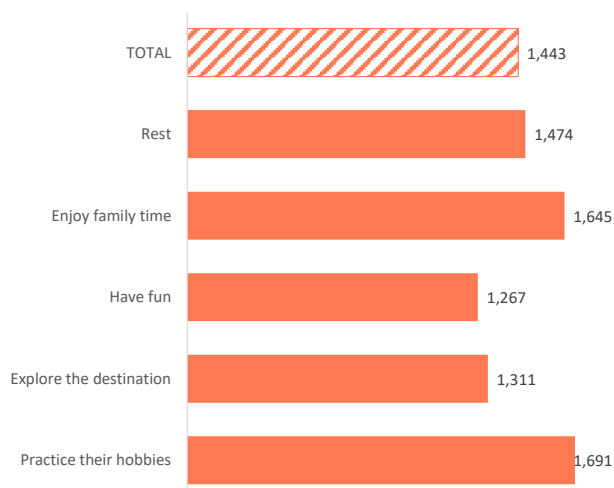
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



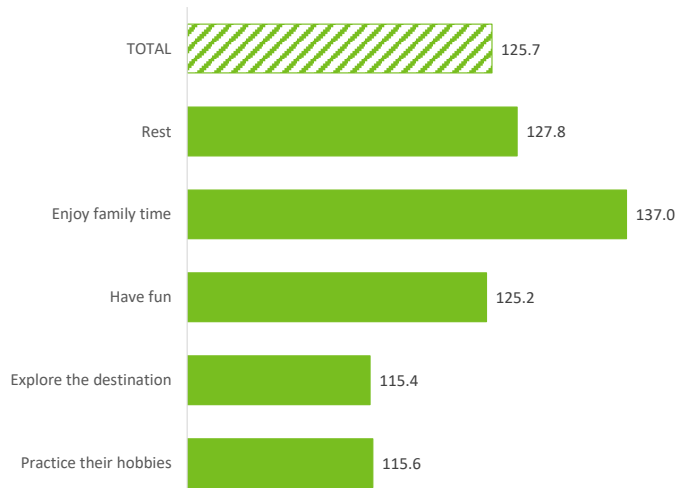
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

2024



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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Accommodation:						
- Accommodation	84.5%	88.5%	70.0%	85.4%	89.0%	80.5%
- Additional accommodation expenses	6.2%	5.9%	5.4%	7.1%	7.0%	7.5%
Transport:						
- National/International Transport	95.7%	96.8%	95.3%	95.3%	96.3%	95.8%
- Flights between islands	4.5%	3.3%	3.9%	4.8%	7.5%	4.1%
- Taxi	50.9%	59.9%	46.6%	54.3%	34.7%	33.6%
- Car rental	31.6%	21.6%	29.1%	26.2%	58.9%	43.4%
- Public transport	11.0%	10.2%	8.9%	12.3%	12.7%	15.9%
Food and drink:						
- Food purchases at supermarkets	58.0%	54.5%	59.9%	60.7%	62.9%	71.5%
- Restaurants	66.6%	63.8%	66.5%	69.3%	71.6%	67.9%
Leisure:						
- Organized excursions	23.7%	18.9%	20.2%	25.7%	39.5%	13.2%
- Sport activities	6.9%	4.9%	7.8%	10.4%	7.0%	32.2%
- Cultural activities	2.8%	2.0%	2.9%	3.4%	4.4%	4.1%
- Museums	5.4%	3.1%	4.4%	3.7%	12.4%	5.0%
- Theme Parks	11.3%	7.4%	17.7%	17.6%	14.8%	5.1%
- Discos and pubs	10.7%	10.7%	8.4%	24.9%	7.3%	7.4%
- Wellness	4.5%	4.8%	4.8%	4.9%	3.5%	4.1%
Purchases of goods:						
- Souvenirs	41.2%	39.9%	41.6%	41.8%	45.7%	30.8%
- Real estate	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%
- Other purchases	0.8%	0.8%	0.6%	1.1%	0.9%	0.9%
Others:						
- Medical expenses	6.7%	6.0%	8.4%	6.7%	7.1%	6.1%
- Other expenses	4.8%	4.7%	4.9%	5.4%	4.2%	9.0%

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Expenditure per tourist and trip (€)						
Accommodation:	881	926	1,052	736	737	933
- Accommodation	719	747	902	602	594	775
- Additional accommodation expenses	162	179	150	133	143	159
Transport:	752	747	858	651	709	870
- National/International Transport	429	427	537	373	380	458
- Flights between islands	81	81	82	71	80	81
- Taxi	88	88	81	81	97	127
- Car rental	123	122	124	101	121	162
- Public transport	30	29	33	25	31	43
Food and drink:	324	338	362	285	271	369
- Food purchases at supermarkets	115	116	132	93	97	165
- Restaurants	209	222	230	191	174	204
Leisure:	553	519	616	541	484	670
- Organized excursions	95	93	106	90	92	104
- Sport activities	104	83	92	89	85	247
- Cultural activities	62	57	78	81	54	58
- Museums	37	37	40	34	35	33
- Theme Parks	76	70	97	72	67	64
- Discos and pubs	102	101	122	112	80	59
- Wellness	78	77	82	65	70	106
Purchases of goods:	21,536	21,381	30,717	435	2,554	65,226
- Souvenirs	89	93	103	85	68	109
- Real estate	21,287	21,071	30,536	221	2,381	65,000
- Other purchases	160	217	79	130	104	117
Others:	123	122	148	87	106	196
- Medical expenses	39	41	56	22	23	73
- Other expenses	84	81	92	65	83	123

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

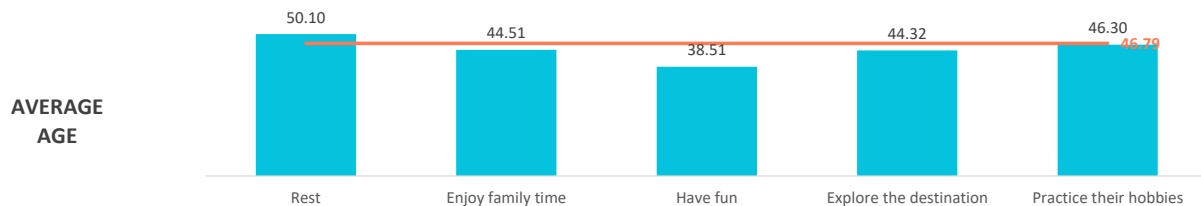
2024



TOURIST PROFILE

Who are they?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Gender						
Percentage of men	48.4%	48.0%	46.2%	49.7%	47.7%	57.9%
Percentage of women	51.6%	52.0%	53.8%	50.3%	52.3%	42.1%
Age						
Average age	46.79	50.10	44.51	38.51	44.32	46.30
Standard deviation	16.8	17.0	14.2	16.1	16.8	16.2
Age range						
16-24 years old	10.5%	8.7%	7.1%	24.0%	12.3%	5.8%
25-30 years old	10.9%	8.5%	8.1%	17.2%	15.1%	14.9%
31-45 years old	28.9%	23.3%	45.3%	29.3%	28.8%	31.8%
46-60 years old	24.3%	26.7%	24.0%	16.3%	21.9%	24.7%
Over 60 years old	25.5%	32.8%	15.5%	13.2%	21.9%	22.8%
Occupation						
Salaried worker	55.9%	53.1%	61.7%	61.4%	56.8%	55.0%
Self-employed	10.8%	10.2%	11.4%	11.2%	11.1%	11.2%
Unemployed	0.9%	0.6%	1.1%	1.1%	1.2%	2.6%
Business owner	7.7%	7.2%	8.8%	6.8%	7.4%	9.2%
Student	4.2%	3.0%	4.4%	7.6%	5.4%	5.8%
Retired	19.2%	24.7%	11.1%	10.8%	16.7%	15.0%
Unpaid domestic work	0.5%	0.4%	0.8%	0.5%	0.5%	0.4%
Others	0.8%	0.8%	0.7%	0.8%	0.9%	0.6%
Annual household income level						
Less than €25,000	12.6%	11.4%	11.0%	15.2%	15.2%	13.0%
€25,000 - €49,999	33.9%	33.1%	29.6%	36.7%	38.6%	28.5%
€50,000 - €74,999	25.5%	25.9%	26.1%	23.9%	24.8%	28.4%
More than €74,999	27.9%	29.7%	33.4%	24.2%	21.4%	30.1%
Education level						
No studies	4.0%	5.1%	4.4%	4.8%	1.2%	0.6%
Primary education	1.9%	2.0%	2.0%	1.9%	1.8%	0.9%
Secondary education	21.0%	22.7%	18.4%	22.4%	20.1%	13.7%
Higher education	73.1%	70.3%	75.1%	70.9%	76.9%	84.8%



Who do they come with?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Who do they come with?						
Unaccompanied	10.3%	8.8%	12.2%	8.3%	7.7%	23.6%
Only with partner	46.8%	57.0%	13.8%	42.0%	53.6%	36.3%
Only with children (< 13 years old)	4.3%	2.7%	12.4%	3.0%	3.2%	1.7%
Partner + children (< 13 years old)	6.8%	4.1%	20.1%	4.1%	5.5%	3.4%
Other relatives	10.4%	10.0%	15.9%	9.7%	8.8%	5.7%
Friends	7.2%	6.2%	1.6%	19.3%	8.2%	13.6%
Work colleagues	0.5%	0.1%	0.0%	0.3%	0.2%	0.0%
Organized trip	0.2%	0.1%	0.0%	0.2%	0.3%	0.3%
Other combinations ⁽²⁾	13.5%	11.1%	23.9%	13.1%	12.6%	15.2%
⁽²⁾ Different situations have been isolated						
Tourists with children	17.0%	10.9%	49.3%	12.3%	12.3%	7.7%
- Between 0 and 2 years old	1.3%	1.0%	3.6%	0.6%	0.9%	0.7%
- Between 3 and 12 years old	14.5%	9.2%	41.2%	10.8%	11.0%	6.6%
- Between 0 -2 and 3-12 years old	1.2%	0.7%	4.6%	0.9%	0.5%	0.4%
Tourists without children	83.0%	89.1%	50.7%	87.7%	87.7%	92.3%
Group composition:						
- 1 person	12.5%	10.7%	13.9%	11.6%	9.4%	28.8%
- 2 people	54.9%	64.8%	18.9%	53.9%	62.1%	47.9%
- 3 people	11.9%	10.1%	19.8%	11.7%	11.0%	11.9%
- 4 or 5 people	16.2%	11.4%	36.0%	16.7%	14.7%	9.7%
- 6 or more people	4.5%	3.0%	11.4%	6.2%	2.7%	1.8%
Average group size:	2.61	2.40	3.53	2.75	2.49	2.15

⁽²⁾ People who share the main expenses of the trip

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

2024



TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Holidays	90.4%	97.0%	74.5%	92.9%	95.2%	90.2%
Family reasons	6.9%	2.6%	25.3%	6.4%	4.2%	5.5%
Business	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Education and training	0.2%	0.0%	0.1%	0.1%	0.2%	1.1%
Sports training	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%
Health	0.2%	0.1%	0.0%	0.0%	0.1%	1.3%
Conventions and Exhibitions	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Others	0.4%	0.3%	0.1%	0.5%	0.2%	1.7%

What is the main motivation for their holidays?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Rest	50.6%	100%	--	--	--	--
Enjoy family time	15.9%	--	100%	--	--	--
Have fun	9.0%	--	--	100%	--	--
Explore the destination	21.2%	--	--	--	100%	--
Practice their hobbies	1.9%	--	--	--	--	100%
Other reasons	1.4%	--	--	--	--	--

Importance of each factor in the destination choice

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Climate	75.6%	80.5%	72.7%	73.2%	67.1%	77.7%
Safety	55.7%	59.2%	56.0%	56.2%	48.4%	44.0%
Tranquility	49.3%	54.8%	43.1%	41.8%	44.7%	42.2%
Sea	45.1%	44.7%	44.0%	45.5%	46.1%	54.1%
Accommodation supply	43.5%	49.9%	39.9%	43.9%	32.9%	27.9%
Effortless trip	39.2%	43.6%	36.5%	38.8%	31.8%	33.2%
Beaches	38.8%	39.2%	39.6%	43.3%	36.0%	36.3%
Price	37.9%	41.0%	35.5%	43.3%	31.7%	26.6%
European belonging	37.2%	39.4%	34.5%	33.4%	35.9%	36.6%
Landscapes	35.3%	27.2%	30.4%	31.6%	59.7%	40.9%
Environment	34.5%	31.9%	32.5%	32.6%	43.3%	35.3%
Gastronomy	27.0%	27.3%	26.5%	29.7%	26.3%	20.4%
Fun possibilities	23.6%	20.2%	28.0%	46.4%	18.9%	26.2%
Authenticity	23.3%	20.7%	22.2%	23.5%	30.6%	23.2%
Exoticism	11.8%	10.1%	11.2%	15.4%	15.2%	8.4%
Hiking trail network	10.8%	7.3%	8.9%	8.6%	20.1%	22.0%
Shopping	10.1%	10.4%	10.3%	15.2%	7.8%	4.0%
Culture	10.1%	8.5%	9.6%	12.3%	13.7%	6.8%
Historical heritage	9.5%	7.6%	8.7%	8.3%	15.6%	7.6%
Nightlife	8.3%	7.8%	6.8%	21.9%	5.3%	3.2%

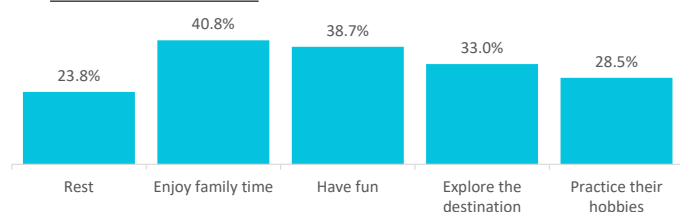
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

What channels did they use to get information about the trip?

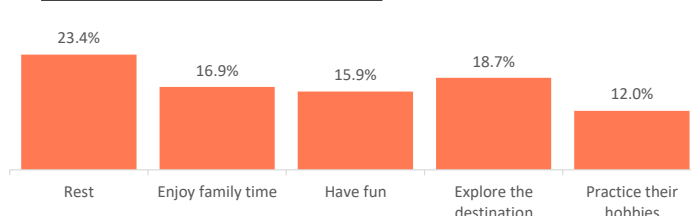
	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Previous visits to the Canary Islands	48.4%	55.4%	50.5%	42.9%	33.7%	55.5%
Friends or relatives	29.7%	23.8%	40.8%	38.7%	33.0%	28.5%
Internet or social media	51.4%	49.0%	45.5%	54.2%	62.6%	51.1%
Mass Media	1.9%	1.6%	1.4%	2.3%	2.6%	1.5%
Travel guides and magazines	6.5%	4.7%	4.8%	4.8%	12.9%	8.2%
Travel Blogs or Forums	6.3%	4.1%	5.2%	5.7%	12.7%	7.7%
Travel TV Channels	0.8%	0.7%	0.5%	1.2%	1.3%	0.6%
Tour Operator or Travel Agency	20.2%	23.4%	16.9%	15.9%	18.7%	12.0%
Public administrations or similar	0.5%	0.4%	0.2%	0.7%	0.9%	0.2%
Others	3.3%	2.8%	3.4%	3.7%	2.7%	2.6%

* Multi-choice question

FRIENDS OR RELATIVES



TOUR OPERATOR OR TRAVEL AGENCY



PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

2024

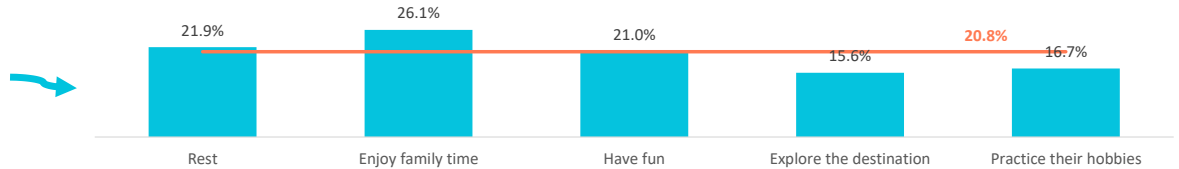


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
The same day	0.9%	0.6%	1.0%	0.9%	0.6%	1.5%
Between 1 and 30 days	22.3%	22.0%	19.5%	21.3%	23.0%	26.7%
Between 1 and 2 months	23.0%	22.4%	21.2%	24.0%	25.7%	22.6%
Between 3 and 6 months	33.0%	33.1%	32.2%	32.9%	35.1%	32.4%
More than 6 months	20.8%	21.9%	26.1%	21.0%	15.6%	16.7%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



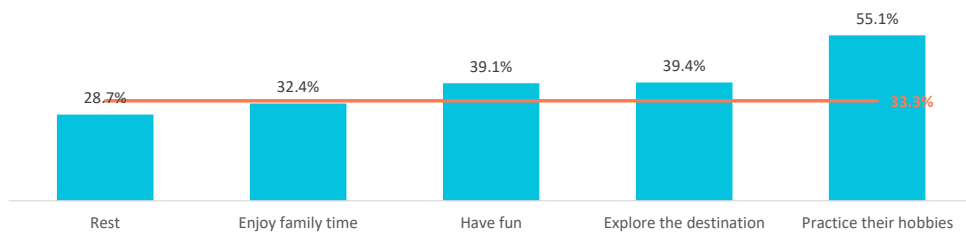
With whom did they book their flight and accommodation?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Flight						
- Directly with the airline	50.0%	44.3%	56.6%	52.1%	54.1%	72.2%
- Tour Operator or Travel Agency	50.0%	55.7%	43.4%	47.9%	45.9%	27.8%
Accommodation						
- Directly with the accommodation	37.0%	33.4%	37.8%	39.1%	41.5%	52.0%
- Tour Operator or Travel Agency	63.0%	66.6%	62.2%	60.9%	58.5%	48.0%

What do they book?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Room only	33.3%	28.7%	32.4%	39.1%	39.4%	55.1%
Bed and Breakfast	14.1%	13.6%	11.4%	14.8%	14.5%	12.4%
Half board	17.4%	18.5%	13.8%	13.9%	19.6%	14.3%
Full board	3.1%	3.0%	2.9%	2.3%	3.5%	3.3%
All inclusive	32.1%	36.1%	39.4%	29.8%	22.9%	14.8%

% TOURISTS WHO BOOK ROOM ONLY



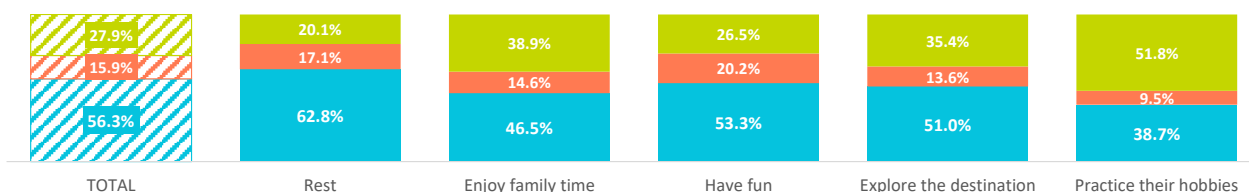
ACCOMMODATION

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
1-2-3* Hotel	10.3%	10.4%	8.2%	11.9%	10.3%	12.6%
4* Hotel	37.0%	41.3%	30.4%	34.6%	34.7%	19.5%
5* Hotel / 5* Luxury Hotel	9.0%	11.1%	7.9%	6.8%	6.1%	6.6%
Aparthotel / Tourist Villa	15.9%	17.1%	14.6%	20.2%	13.6%	9.5%
House/room rented in a private dwelling	15.5%	12.1%	13.9%	14.8%	23.7%	28.9%
Private accommodation ⁽¹⁾	9.3%	6.0%	23.6%	8.6%	6.3%	11.7%
Others (Cottage, cruise, camping,..)	3.0%	2.0%	1.3%	3.1%	5.3%	11.2%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

2024



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Satisfaction (scale 0-10)						
Average rating	8.74	8.76	8.80	8.73	8.73	8.66
Experience in the Canary Islands						
Worse or much worse than expected	2.9%	2.8%	2.9%	2.6%	3.1%	2.0%
Lived up to expectations	54.8%	58.4%	53.7%	49.4%	48.5%	57.8%
Better or much better than expected	42.3%	38.8%	43.4%	48.0%	48.4%	40.2%
Future intentions (scale 1-10)						
Return to the Canary Islands	8.77	8.82	8.92	8.72	8.56	8.75
Recommend visiting the Canary Islands	8.96	8.97	9.00	8.95	8.95	8.83

RETURN TO THE CANARY



8.77
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

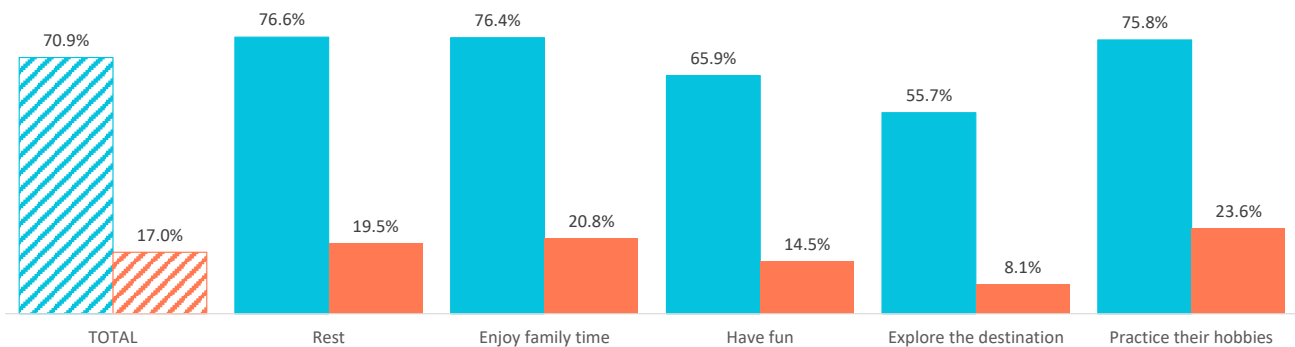


8.96
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Repeat tourists						
At least 10 previous visits	70.9%	76.6%	76.4%	65.9%	55.7%	75.8%
Repeat tourists (last 5 years)	19.9%	23.7%	24.2%	16.3%	8.7%	23.3%
Repeat tourists (last 5 years) (5 or more visits)	63.8%	69.4%	67.8%	58.3%	49.7%	69.3%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	19.5%	20.8%	14.5%	8.1%	23.6%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
One island						
One island	92.9%	94.7%	94.1%	93.1%	88.8%	92.2%
Two islands	6.1%	4.7%	5.4%	6.1%	9.2%	6.2%
Three or more islands	1.0%	0.6%	0.4%	0.8%	2.0%	1.7%

Visited islands during their trip (with overnight staying)

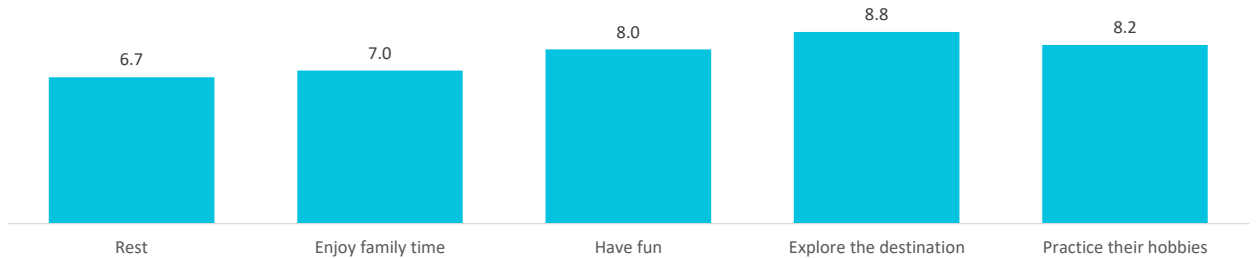
	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Lanzarote						
Lanzarote	18.6%	20.5%	16.0%	14.7%	18.9%	18.6%
Fuerteventura						
Fuerteventura	14.6%	15.8%	12.5%	13.4%	13.0%	30.3%
Gran Canaria						
Gran Canaria	26.6%	27.9%	28.8%	26.5%	20.1%	20.8%
Tenerife						
Tenerife	41.4%	36.6%	43.8%	46.5%	49.7%	32.7%
La Gomera						
La Gomera	0.3%	0.1%	0.1%	0.2%	1.0%	0.8%
La Palma						
La Palma	1.4%	0.7%	0.8%	0.9%	3.4%	2.4%
El Hierro						
El Hierro	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%
Cruise						
Cruise	0.2%	0.2%	0.1%	0.2%	0.4%	0.9%

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2024

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
0 hours	2.6%	3.5%	2.8%	1.9%	0.5%	3.8%
1 - 2 hours	9.6%	12.9%	11.0%	7.2%	2.7%	5.3%
3 - 6 hours	32.6%	36.6%	35.5%	30.0%	24.3%	26.9%
7 - 12 hours	46.6%	40.5%	43.1%	49.5%	61.4%	52.6%
More than 12 hours	8.6%	6.5%	7.5%	11.3%	11.2%	11.4%
Outdoor time per day	7.4	6.7	7.0	8.0	8.8	8.2



Activities in the Canary Islands

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Walk, wander	73.6%	73.2%	72.9%	74.8%	79.0%	62.3%
Beach	68.9%	64.8%	72.9%	75.2%	76.7%	66.3%
Swimming pool, hotel facilities	57.7%	63.5%	60.1%	64.4%	45.7%	34.4%
Explore the island on their own	48.8%	38.5%	46.2%	49.6%	77.0%	49.3%
Taste Canarian gastronomy	27.3%	22.0%	28.2%	29.1%	38.7%	29.2%
Hiking	18.8%	12.2%	14.7%	16.2%	37.8%	31.5%
Organized excursions	16.2%	12.9%	13.3%	20.3%	26.4%	9.0%
Nightlife / concerts / shows	15.4%	14.5%	12.9%	36.8%	11.2%	10.1%
Theme parks	14.7%	9.9%	23.2%	21.8%	19.2%	5.3%
Sea excursions / whale watching	12.0%	8.9%	12.3%	16.7%	18.4%	8.3%
Wineries / markets / popular festivals	11.2%	8.1%	12.2%	11.5%	17.8%	10.7%
Museums / exhibitions	10.8%	6.6%	9.8%	8.6%	23.2%	8.9%
Other Nature Activities	8.4%	4.3%	7.2%	8.5%	18.4%	17.7%
Swim	7.4%	6.9%	8.7%	12.5%	5.7%	7.6%
Running	6.0%	5.1%	7.8%	7.2%	5.1%	13.5%
Beauty and health treatments	5.2%	5.4%	5.6%	6.2%	4.2%	4.4%
Practice other sports	4.3%	3.1%	5.8%	5.5%	3.8%	15.9%
Astronomical observation	3.9%	2.8%	3.2%	4.8%	6.5%	4.5%
Surf	2.8%	1.5%	2.9%	3.6%	3.1%	19.7%
Cycling / Mountain bike	2.7%	2.1%	2.3%	2.6%	2.6%	19.7%
Golf	2.5%	2.2%	3.5%	3.2%	1.5%	9.7%
Scuba Diving	2.4%	1.5%	2.2%	3.5%	3.6%	8.9%
Windsurf / Kitesurf	0.8%	0.6%	0.7%	0.7%	0.7%	8.8%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
United Kingdom	34.6%	44.9%	35.4%	40.2%	11.5%	18.0%
Germany	16.4%	14.5%	12.6%	15.0%	23.4%	30.2%
Spanish Mainland	11.2%	5.9%	14.2%	11.6%	18.5%	6.8%
France	5.2%	3.0%	2.8%	3.3%	13.2%	5.7%
Italy	4.5%	3.8%	3.8%	4.2%	7.0%	3.5%
Ireland	4.3%	5.9%	3.6%	4.6%	1.3%	2.5%
Netherlands	4.2%	4.0%	3.4%	7.1%	3.9%	4.2%
Belgium	2.8%	2.6%	2.2%	2.9%	3.6%	4.8%
Norway	2.5%	3.3%	3.0%	1.0%	0.7%	5.0%
Sweden	2.1%	1.7%	5.2%	1.7%	0.7%	1.8%
Poland	1.9%	1.8%	0.7%	0.4%	3.8%	2.1%
Denmark	1.6%	1.9%	2.1%	0.9%	0.6%	3.6%
Finland	1.1%	1.4%	1.4%	0.6%	0.4%	2.3%
Switzerland	1.1%	0.9%	1.1%	0.7%	1.7%	2.4%
Czech Republic	1.0%	0.6%	1.3%	0.4%	2.1%	1.4%
Austria	0.8%	0.4%	0.7%	1.0%	1.5%	1.8%
Others	4.7%	3.4%	6.3%	4.4%	6.1%	3.9%

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

2024

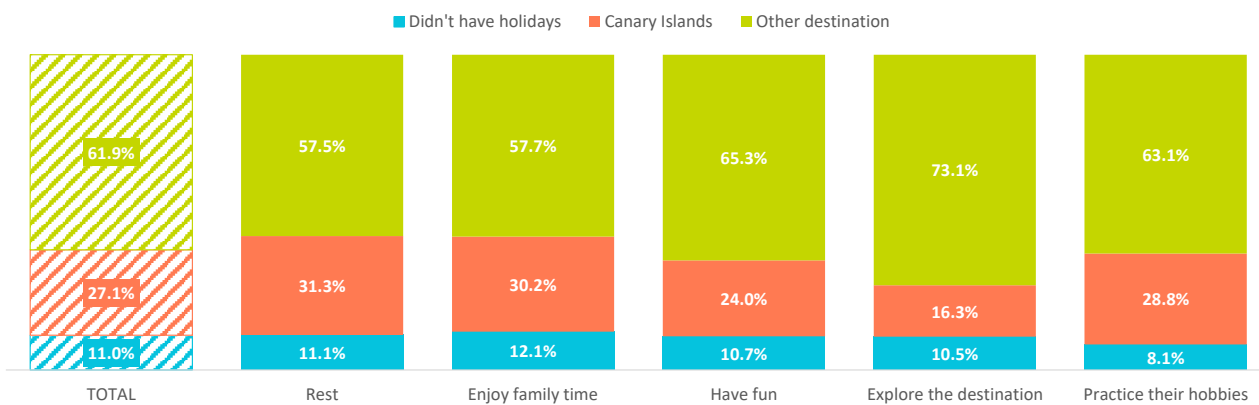


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Didn't have holidays	11.0%	11.1%	12.1%	10.7%	10.5%	8.1%
Canary Islands	27.1%	31.3%	30.2%	24.0%	16.3%	28.8%
Other destination	61.9%	57.5%	57.7%	65.3%	73.1%	63.1%
Balearic Islands	4.5%	4.4%	4.3%	4.5%	5.0%	3.8%
Rest of Spain	11.4%	9.6%	12.6%	13.7%	14.1%	8.0%
Italy	7.2%	6.4%	6.5%	6.9%	9.8%	7.8%
France	5.1%	4.1%	4.7%	4.6%	7.7%	7.9%
Turkey	3.1%	3.4%	2.9%	3.5%	2.6%	1.5%
Greece	7.2%	7.7%	5.8%	8.1%	7.2%	3.2%
Portugal	4.1%	3.8%	3.1%	5.2%	5.1%	4.9%
Croatia	2.0%	1.7%	1.9%	1.8%	2.9%	2.8%
Egypt	1.5%	1.4%	0.9%	1.8%	1.8%	2.0%
Tunisia	0.4%	0.4%	0.3%	0.5%	0.5%	0.6%
Morocco	1.0%	0.9%	0.5%	1.4%	1.3%	2.2%
Others	14.3%	13.8%	14.1%	13.2%	15.0%	18.3%

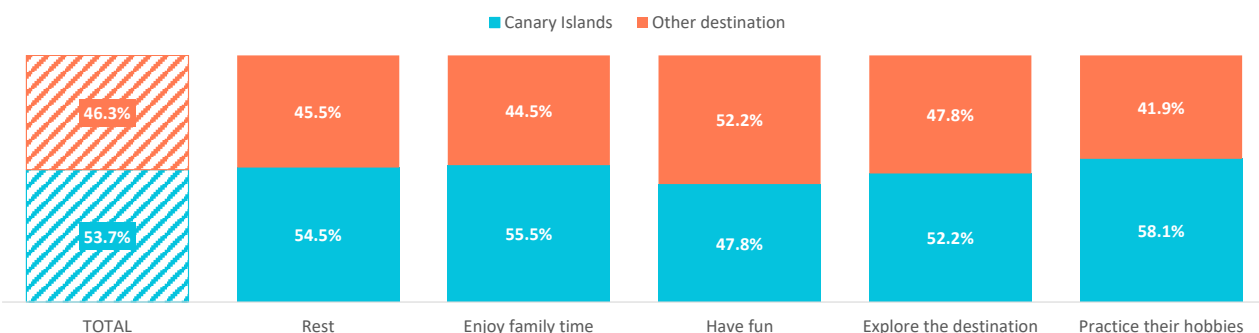
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
None (I was clear about "this Canary Island")	28.3%	28.8%	30.9%	23.8%	25.7%	36.9%
Canary Islands (other island)	25.4%	25.7%	24.6%	24.0%	26.4%	21.2%
Other destination	46.3%	45.5%	44.5%	52.2%	47.8%	41.9%
Balearic Islands	6.0%	6.2%	6.2%	6.2%	5.6%	5.7%
Rest of Spain	9.0%	8.5%	9.3%	11.1%	8.9%	8.5%
Italy	4.7%	4.4%	4.0%	5.3%	5.7%	3.5%
France	1.7%	1.5%	1.6%	1.8%	2.0%	3.2%
Turkey	3.4%	3.7%	3.7%	3.8%	2.4%	1.7%
Greece	8.2%	8.5%	7.7%	9.6%	7.8%	3.7%
Portugal	6.2%	5.9%	5.3%	7.4%	6.9%	8.5%
Croatia	2.4%	2.3%	1.9%	3.1%	2.9%	1.4%
Egypt	2.4%	2.4%	2.3%	2.3%	2.7%	2.1%
Others	2.3%	2.1%	2.4%	1.6%	3.0%	3.6%

* Percentage of valid answers



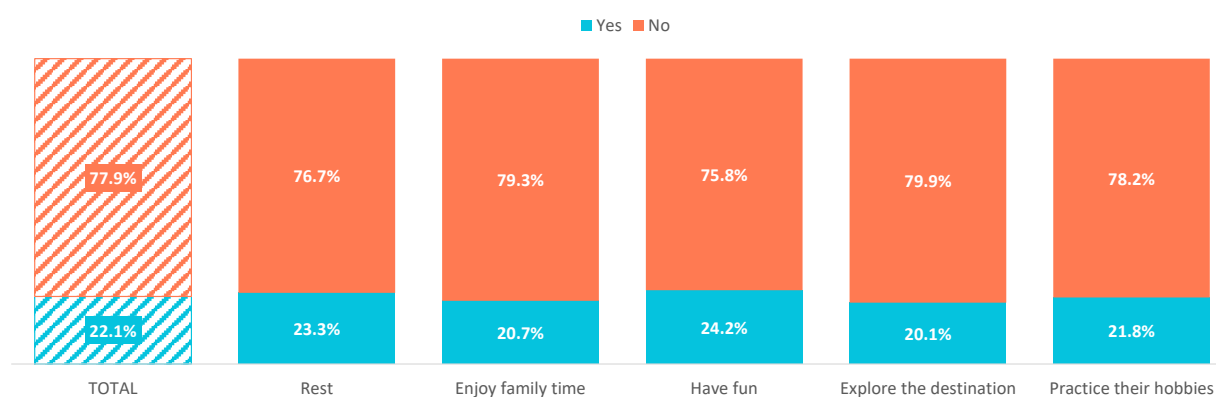
TOURIST TAX (Data available from Q2 2024)

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Yes	45.3%	44.0%	43.5%	44.1%	49.5%	49.0%
No	34.4%	35.9%	35.6%	32.8%	31.3%	29.9%
Not remember	20.4%	20.1%	20.9%	23.1%	19.2%	21.1%

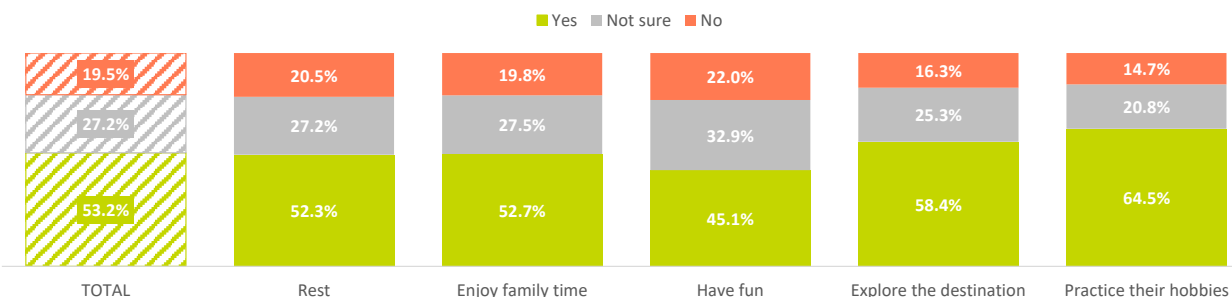
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Yes	22.1%	23.3%	20.7%	24.2%	20.1%	21.8%
No	77.9%	76.7%	79.3%	75.8%	79.9%	78.2%



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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Yes	53.2%	52.3%	52.7%	45.1%	58.4%	64.5%
- For any purpose	11.3%	11.1%	11.4%	11.3%	11.7%	14.7%
- Improve living conditions	9.2%	9.1%	9.1%	8.7%	9.3%	12.3%
- Improve economic development	4.6%	5.1%	4.9%	4.4%	3.6%	2.5%
- Improve the environment	17.5%	15.7%	17.3%	10.7%	23.9%	23.3%
- Improve the tourist environment	4.4%	4.7%	3.9%	4.3%	4.4%	3.9%
- Other purposes	6.2%	6.6%	6.1%	5.7%	5.5%	7.9%
Not sure	27.2%	27.2%	27.5%	32.9%	25.3%	20.8%
No	19.5%	20.5%	19.8%	22.0%	16.3%	14.7%

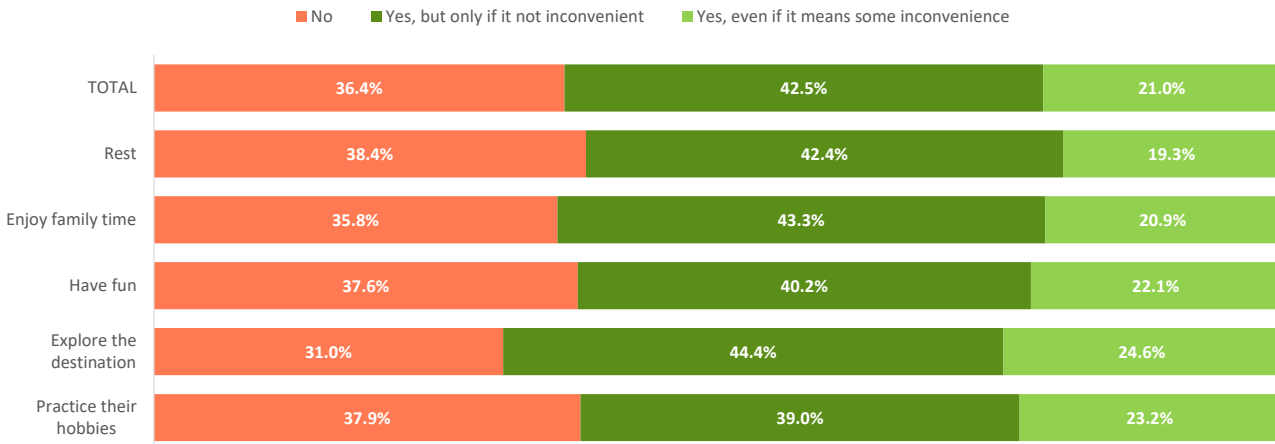


How much would they be willing to pay?

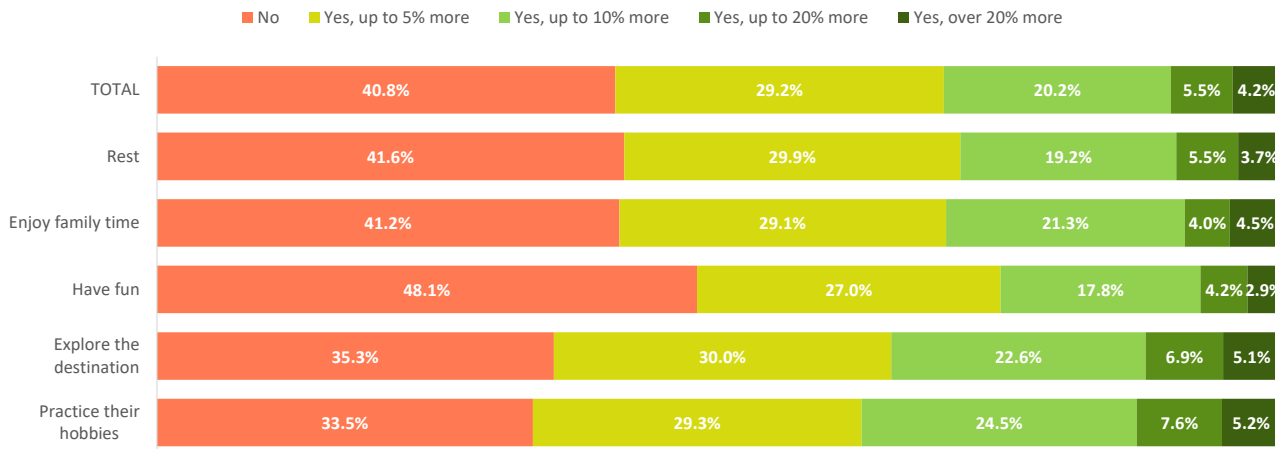
	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Up to 1 euro	37.6%	36.9%	37.2%	37.4%	39.7%	35.3%
Up to 2 euros	32.4%	32.5%	32.5%	31.6%	33.4%	28.0%
Up to 3 euros	19.5%	20.0%	18.7%	22.0%	17.6%	26.9%
More than 3 euros	10.4%	10.6%	11.6%	9.0%	9.3%	9.9%

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	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Quality of life on the island	8.0	8.0	8.0	8.1	8.1	7.8
Tolerance towards tourism	8.6	8.6	8.5	8.4	8.6	8.3
Cleanliness of the island	8.2	8.3	8.1	8.2	8.3	7.9
Air quality	8.5	8.5	8.3	8.3	8.5	8.3
Rational water consumption	7.6	7.7	7.6	7.5	7.5	7.0
Energy saving	7.1	7.2	7.0	6.9	7.0	6.4
Use of renewable energy	7.0	7.1	7.0	6.9	7.1	6.5
Recycling	7.1	7.2	6.9	7.0	6.9	6.5
Easy to get around by public transport	7.5	7.7	7.3	7.6	7.3	6.7
Overcrowding in tourist areas	6.6	6.6	6.6	6.8	6.5	5.9
Supply of local products	7.2	7.1	7.2	7.2	7.4	6.7

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