

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME

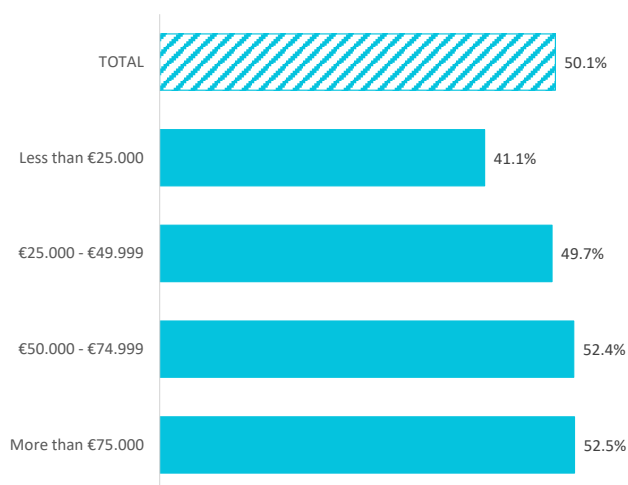
2024



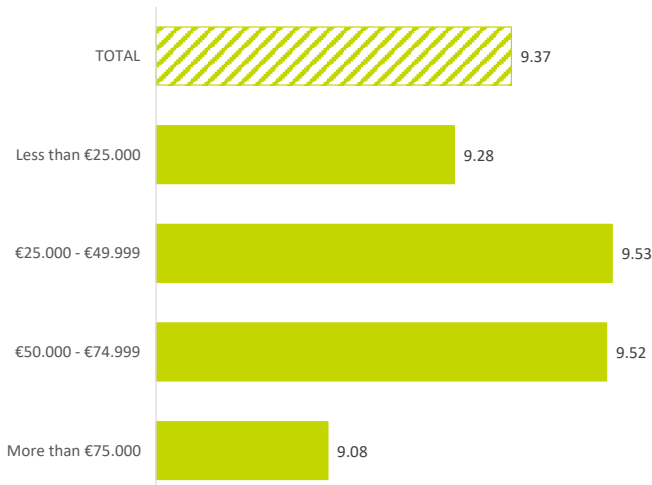
TOURIST EXPENDITURE

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	1,953,146	5,253,033	3,951,327	4,327,229
% Tourists	100%	12.6%	33.9%	25.5%	27.9%
- Lanzarote	2,789,181	316,895	916,271	712,117	843,898
- Fuerteventura	2,186,254	276,552	767,858	551,466	590,377
- Gran Canaria	4,040,620	494,440	1,336,667	1,074,023	1,135,489
- Tenerife	6,277,692	845,450	2,164,549	1,560,296	1,707,397
- La Palma	155,114	14,764	56,990	42,133	41,226
% tourists who book holiday package	50.1%	41.1%	49.7%	52.4%	52.5%
Expenditure per tourist (€)	1,443	1,146	1,322	1,519	1,656
- book holiday package	1,656	1,426	1,563	1,690	1,813
- holiday package	1,378	1,164	1,300	1,402	1,523
- others	278	262	263	289	290
- do not book holiday package	1,230	951	1,084	1,331	1,482
- flight	328	268	294	340	394
- accommodation	409	287	354	412	545
- others	493	396	436	579	542
Average length of stay	9.37	9.28	9.53	9.52	9.08
Average daily expenditure (€)	176.9	143.1	161.7	181.7	206.1
Average daily expenditure without flight (€)	125.7	102.0	115.1	129.4	145.7
Average cost of the flight (€)	410.7	327.4	375.1	426.5	477.0
Total turnover (≥ 16 years old) (€m)	22,351	2,239	6,944	6,003	7,164
% Turnover	100%	10.0%	31.1%	26.9%	32.1%
Turnover without flight (≥ 16 years old) (€m)	15,991	1,599	4,974	4,318	5,100

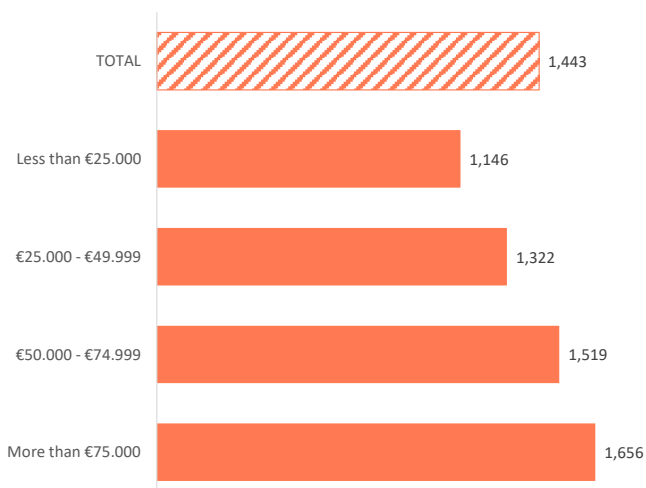
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



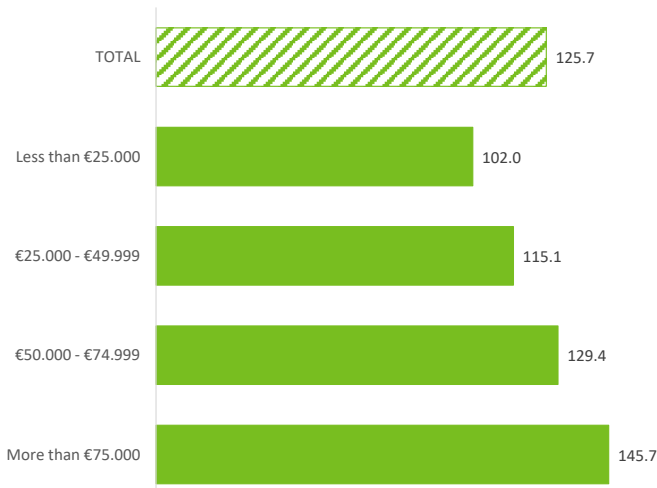
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME

2024



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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Accommodation:					
- Accommodation	84.5%	77.6%	84.0%	85.6%	87.3%
- Additional accommodation expenses	6.2%	6.4%	5.9%	6.2%	6.6%
Transport:					
- National/International Transport	95.7%	93.7%	95.5%	96.0%	96.5%
- Flights between islands	4.5%	4.8%	4.9%	3.9%	4.5%
- Taxi	50.9%	42.7%	49.0%	52.8%	55.0%
- Car rental	31.6%	32.8%	33.1%	31.5%	29.4%
- Public transport	11.0%	14.6%	11.6%	11.1%	8.4%
Food and drink:					
- Food purchases at supermarkets	58.0%	60.8%	57.3%	58.6%	57.0%
- Restaurants	66.6%	65.9%	65.7%	67.4%	67.3%
Leisure:					
- Organized excursions	23.7%	25.9%	25.3%	23.1%	21.2%
- Sport activities	6.9%	6.7%	6.0%	7.1%	7.8%
- Cultural activities	2.8%	2.8%	2.8%	3.1%	2.6%
- Museums	5.4%	5.8%	5.6%	5.2%	5.0%
- Theme Parks	11.3%	12.6%	11.9%	10.6%	10.7%
- Discos and pubs	10.7%	12.3%	11.7%	10.0%	9.5%
- Wellness	4.5%	3.2%	4.0%	4.6%	5.6%
Purchases of goods:					
- Souvenirs	41.2%	42.5%	42.5%	41.0%	39.3%
- Real estate	0.1%	0.0%	0.0%	0.1%	0.1%
- Other purchases	0.8%	0.9%	0.8%	0.8%	0.9%
Others:					
- Medical expenses	6.7%	6.5%	6.8%	6.9%	6.4%
- Other expenses	4.8%	4.9%	4.4%	4.9%	5.1%

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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Expenditure per tourist and trip (€)					
Accommodation:	881	699	806	869	1,052
- Accommodation	719	573	662	729	836
- Additional accommodation expenses	162	126	144	140	217
Transport:	752	667	716	770	815
- National/International Transport	429	349	393	444	495
- Flights between islands	81	78	83	80	81
- Taxi	88	88	90	89	85
- Car rental	123	118	119	127	126
- Public transport	30	33	30	31	29
Food and drink:	324	287	306	325	362
- Food purchases at supermarkets	115	109	111	117	122
- Restaurants	209	178	195	209	240
Leisure:	553	524	520	584	583
- Organized excursions	95	89	91	99	98
- Sport activities	104	88	89	117	112
- Cultural activities	62	50	63	65	66
- Museums	37	34	35	34	43
- Theme Parks	76	72	74	76	80
- Discos and pubs	102	91	95	115	107
- Wellness	78	100	72	77	77
Purchases of goods:	21,536	393	980	44,116	9,256
- Souvenirs	89	84	84	90	97
- Real estate	21,287	242	655	43,912	9,011
- Other purchases	160	68	242	114	148
Others:	123	114	114	113	148
- Medical expenses	39	24	38	34	52
- Other expenses	84	90	75	79	96

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2024

TOURIST PROFILE

Who are they?

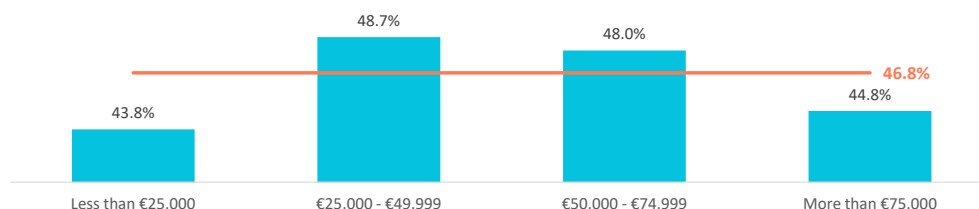
	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Gender					
Percentage of men	48.4%	42.5%	46.4%	49.2%	52.8%
Percentage of women	51.6%	57.5%	53.6%	50.8%	47.2%
Age					
Average age	46.79	41.58	46.92	47.76	48.08
Standard deviation	16.8	18.5	17.6	16.3	15.1
Age range					
16-24 years old	10.5%	24.0%	10.9%	7.5%	6.5%
25-30 years old	10.9%	15.6%	12.8%	9.9%	7.3%
31-45 years old	28.9%	22.0%	27.0%	31.0%	32.3%
46-60 years old	24.3%	16.2%	21.1%	25.3%	31.1%
Over 60 years old	25.5%	22.2%	28.2%	26.3%	22.9%
Occupation					
Salaried worker	55.9%	46.1%	54.5%	58.5%	59.9%
Self-employed	10.8%	12.4%	11.4%	10.1%	9.9%
Unemployed	0.9%	3.4%	0.7%	0.5%	0.4%
Business owner	7.7%	4.7%	5.7%	7.6%	11.6%
Student	4.2%	12.4%	3.5%	3.0%	2.3%
Retired	19.2%	18.5%	23.0%	19.2%	14.8%
Unpaid domestic work	0.5%	0.9%	0.5%	0.5%	0.4%
Others	0.8%	1.5%	0.9%	0.6%	0.6%
Annual household income level					
Less than €25,000	12.6%	100%	--	--	--
€25,000 - €49,999	33.9%	--	100%	--	--
€50,000 - €74,999	25.5%	--	--	100%	--
More than €74,999	27.9%	--	--	--	100%
Education level					
No studies	4.0%	5.2%	4.1%	3.6%	3.6%
Primary education	1.9%	4.0%	2.1%	1.2%	1.2%
Secondary education	21.0%	24.9%	24.8%	21.2%	14.5%
Higher education	73.1%	66.0%	69.0%	74.0%	80.7%

Who do they come with?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Unaccompanied	10.3%	16.4%	11.5%	9.7%	6.6%
Only with partner	46.8%	43.8%	48.7%	48.0%	44.8%
Only with children (< 13 years old)	4.3%	2.6%	3.6%	4.8%	5.5%
Partner + children (< 13 years old)	6.8%	3.2%	4.8%	7.4%	10.2%
Other relatives	10.4%	12.7%	10.2%	9.8%	10.0%
Friends	7.2%	10.6%	8.4%	6.0%	5.5%
Work colleagues	0.5%	0.8%	0.5%	0.4%	0.4%
Organized trip	0.2%	0.2%	0.2%	0.2%	0.1%
Other combinations ⁽²⁾	13.5%	9.7%	12.1%	13.6%	16.9%
<i>⁽²⁾ Different situations have been isolated</i>					
Tourists with children	17.0%	10.6%	13.4%	18.0%	23.5%
- Between 0 and 2 years old	1.3%	1.0%	1.1%	1.6%	1.5%
- Between 3 and 12 years old	14.5%	9.0%	11.3%	14.9%	20.3%
- Between 0 -2 and 3-12 years old	1.2%	0.6%	0.9%	1.6%	1.6%
Tourists without children	83.0%	89.4%	86.6%	82.0%	76.5%
Group composition:					
- 1 person	12.5%	19.4%	13.9%	11.8%	8.3%
- 2 people	54.9%	55.6%	58.0%	55.3%	50.4%
- 3 people	11.9%	10.2%	11.4%	11.6%	13.5%
- 4 or 5 people	16.2%	12.1%	12.6%	16.7%	22.0%
- 6 or more people	4.5%	2.8%	4.0%	4.6%	5.8%
Average group size:	2.61	2.33	2.48	2.63	2.87

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER



TRIP MOTIVATION AND DESTINATION CHOICE

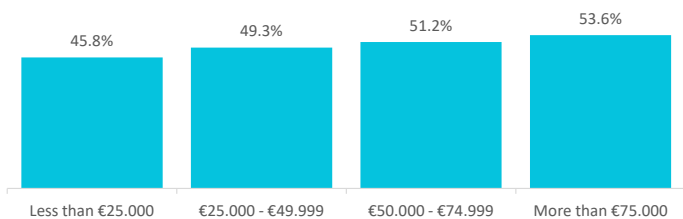
What is the main reason for visiting the Canary Islands?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Holidays	90.4%	84.7%	89.8%	91.5%	92.7%
Family reasons	6.9%	11.9%	7.6%	5.9%	4.8%
Business	1.3%	1.3%	1.4%	1.5%	1.2%
Education and training	0.2%	0.5%	0.1%	0.2%	0.2%
Sports training	0.5%	0.7%	0.5%	0.3%	0.6%
Health	0.2%	0.2%	0.2%	0.1%	0.2%
Conventions and Exhibitions	0.1%	0.2%	0.2%	0.1%	0.1%
Others	0.4%	0.5%	0.3%	0.4%	0.3%

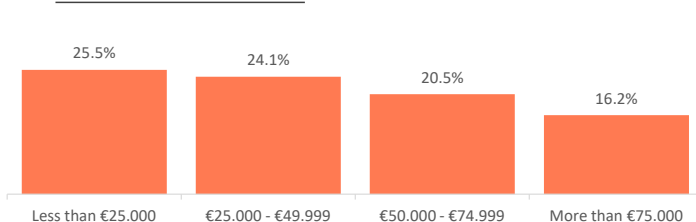
What is the main motivation for their holidays?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Rest	50.6%	45.8%	49.3%	51.2%	53.6%
Enjoy family time	15.9%	13.8%	13.9%	16.2%	19.0%
Have fun	9.0%	10.9%	9.8%	8.4%	7.8%
Explore the destination	21.2%	25.5%	24.1%	20.5%	16.2%
Practice their hobbies	1.9%	2.0%	1.6%	2.1%	2.1%
Other reasons	1.4%	1.9%	1.3%	1.4%	1.4%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Climate	75.6%	68.1%	74.3%	76.5%	79.9%
Safety	55.7%	53.6%	54.9%	56.4%	56.9%
Tranquility	49.3%	49.2%	49.5%	49.8%	48.7%
Sea	45.1%	46.7%	46.4%	45.0%	42.8%
Accommodation supply	43.5%	37.9%	41.8%	43.5%	48.1%
Effortless trip	39.2%	37.7%	38.3%	38.7%	41.3%
Beaches	38.8%	42.1%	39.5%	38.5%	36.8%
Price	37.9%	44.0%	38.3%	37.1%	35.5%
European belonging	37.2%	39.1%	37.7%	36.4%	36.6%
Landscapes	35.3%	41.7%	38.7%	34.1%	29.6%
Environment	34.5%	38.4%	36.2%	32.9%	32.3%
Gastronomy	27.0%	27.9%	27.6%	25.8%	27.1%
Fun possibilities	23.6%	29.2%	23.4%	22.4%	22.4%
Authenticity	23.3%	28.2%	25.5%	22.4%	19.4%
Exoticism	11.8%	16.5%	13.0%	11.0%	9.0%
Hiking trail network	10.8%	13.2%	11.5%	10.6%	9.2%
Shopping	10.1%	12.5%	10.8%	9.8%	8.5%
Culture	10.1%	13.0%	10.8%	9.5%	8.4%
Historical heritage	9.5%	12.0%	10.7%	9.0%	7.4%
Nightlife	8.3%	11.4%	8.8%	7.4%	6.9%

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	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Previous visits to the Canary Islands	48.4%	38.6%	45.9%	50.7%	53.9%
Friends or relatives	29.7%	35.8%	30.1%	28.2%	28.0%
Internet or social media	51.4%	49.7%	50.0%	51.3%	54.0%
Mass Media	1.9%	2.4%	1.9%	1.8%	1.7%
Travel guides and magazines	6.5%	5.5%	6.3%	6.5%	7.0%
Travel Blogs or Forums	6.3%	6.8%	6.6%	6.1%	5.9%
Travel TV Channels	0.8%	0.9%	0.8%	0.8%	0.8%
Tour Operator or Travel Agency	20.2%	18.0%	20.4%	21.2%	19.9%
Public administrations or similar	0.5%	0.6%	0.7%	0.4%	0.4%
Others	3.3%	4.1%	3.3%	3.0%	3.1%

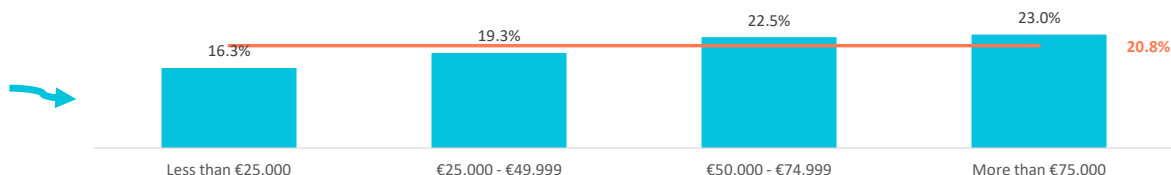
* Multi-choise question

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
The same day	0.9%	1.3%	0.8%	0.9%	0.7%
Between 1 and 30 days	22.3%	28.3%	22.2%	21.5%	20.5%
Between 1 and 2 months	23.0%	23.1%	23.7%	22.5%	22.5%
Between 3 and 6 months	33.0%	30.9%	34.0%	32.5%	33.3%
More than 6 months	20.8%	16.3%	19.3%	22.5%	23.0%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



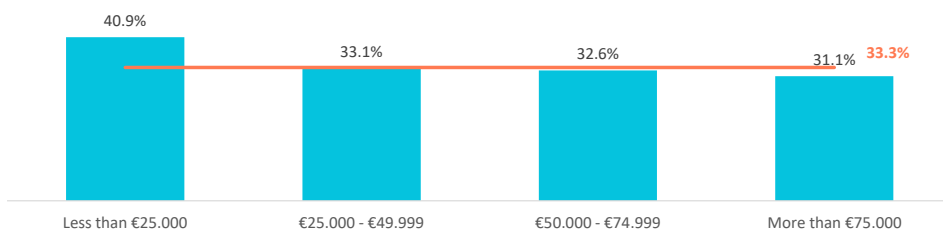
With whom did they book their flight and accommodation?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Flight					
- Directly with the airline	50.0%	55.8%	49.8%	48.2%	49.2%
- Tour Operator or Travel Agency	50.0%	44.2%	50.2%	51.8%	50.8%
Accommodation					
- Directly with the accommodation	37.0%	40.6%	36.7%	34.5%	38.1%
- Tour Operator or Travel Agency	63.0%	59.4%	63.3%	65.5%	61.9%

What do they book?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Room only	33.3%	40.9%	33.1%	32.6%	31.1%
Bed and Breakfast	14.1%	12.1%	13.2%	14.1%	15.9%
Half board	17.4%	14.8%	17.8%	17.7%	17.9%
Full board	3.1%	3.5%	3.3%	2.9%	2.7%
All inclusive	32.1%	28.7%	32.6%	32.8%	32.4%

% TOURISTS WHO BOOK ROOM ONLY



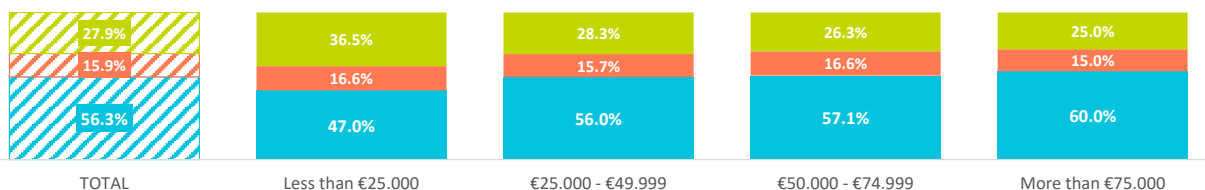
ACCOMMODATION

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
1-2-3* Hotel	10.3%	11.9%	11.0%	10.6%	8.7%
4* Hotel	37.0%	30.1%	38.3%	37.8%	37.6%
5* Hotel / 5* Luxury Hotel	9.0%	5.0%	6.8%	8.7%	13.7%
Aparthotel / Tourist Villa	15.9%	16.6%	15.7%	16.6%	15.0%
House/room rented in a private dwelling	15.5%	17.1%	15.3%	14.9%	15.7%
Private accommodation ⁽¹⁾	9.3%	15.0%	9.5%	8.7%	7.0%
Others (Cottage, cruise, camping,...)	3.0%	4.4%	3.4%	2.6%	2.3%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



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SATISFACTION AND LOYALTY INDICATORS

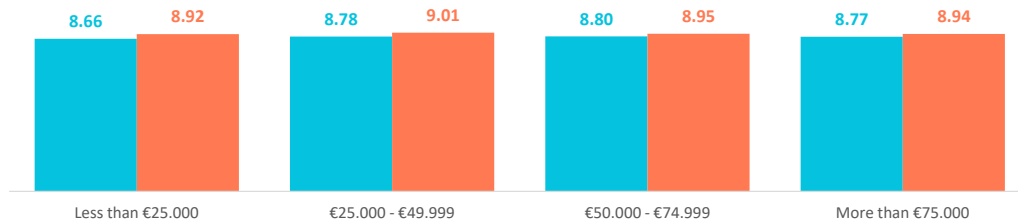
Satisfaction

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Satisfaction (scale 0-10)					
Average rating	8.74	8.74	8.77	8.74	8.72
Experience in the Canary Islands					
Worse or much worse than expected	2.9%	4.1%	2.9%	2.8%	2.4%
Lived up to expectations	54.8%	49.3%	54.9%	55.8%	56.1%
Better or much better than expected	42.3%	46.6%	42.1%	41.4%	41.5%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.77	8.66	8.78	8.80	8.77
Recommend visiting the Canary Islands	8.96	8.92	9.01	8.95	8.94

RETURN TO THE CANARY



8.77
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

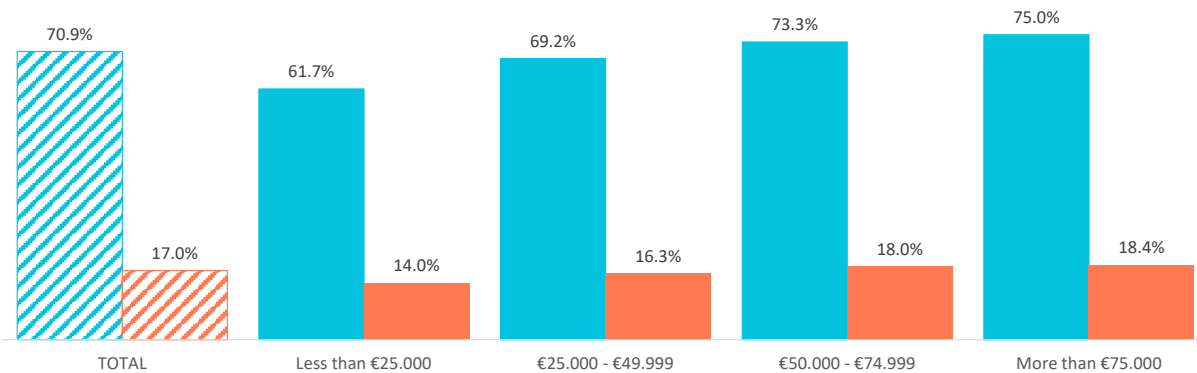


8.96
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Repeat tourists	70.9%	61.7%	69.2%	73.3%	75.0%
At least 10 previous visits	19.9%	15.0%	19.1%	21.3%	22.0%
Repeat tourists (last 5 years)	63.8%	55.6%	62.6%	65.9%	67.2%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	14.0%	16.3%	18.0%	18.4%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
One island	92.9%	91.8%	92.6%	93.4%	93.4%
Two islands	6.1%	6.8%	6.3%	5.7%	5.9%
Three or more islands	1.0%	1.4%	1.1%	0.9%	0.7%

Visited islands during their trip (with overnight staying)

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Lanzarote	18.6%	17.0%	18.0%	18.6%	20.0%
Fuerteventura	14.6%	14.7%	15.1%	14.3%	14.2%
Gran Canaria	26.6%	26.0%	26.2%	27.6%	26.7%
Tenerife	41.4%	44.5%	42.1%	40.2%	40.2%
La Gomera	0.3%	0.3%	0.4%	0.4%	0.3%
La Palma	1.4%	1.4%	1.5%	1.4%	1.3%
El Hierro	0.1%	0.1%	0.2%	0.1%	0.1%
Cruise	0.2%	0.1%	0.2%	0.3%	0.2%

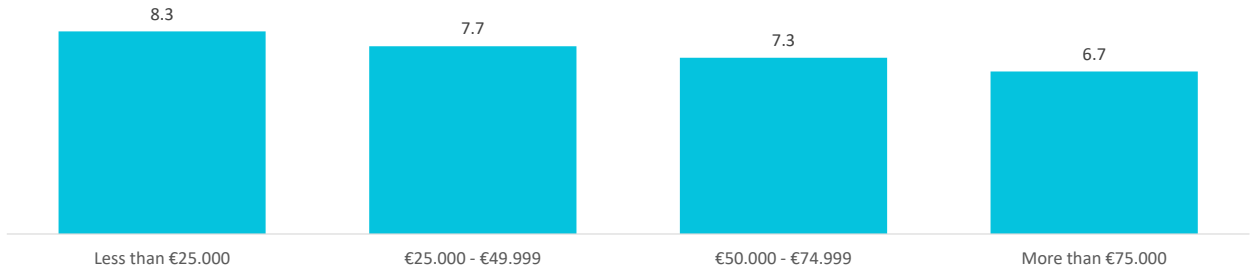
PROFILE OF TOURIST BY FAMILY ANNUAL INCOME

2024

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
0 hours	2.6%	1.4%	2.1%	2.4%	3.7%
1 - 2 hours	9.6%	5.9%	8.2%	9.9%	12.7%
3 - 6 hours	32.6%	27.3%	30.8%	34.0%	36.0%
7 - 12 hours	46.6%	53.3%	49.2%	46.0%	41.0%
More than 12 hours	8.6%	12.2%	9.6%	7.7%	6.6%
Outdoor time per day	7.4	8.3	7.7	7.3	6.7



Activities in the Canary Islands

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Walk, wander	73.6%	76.1%	74.1%	73.0%	72.4%
Beach	68.9%	73.3%	70.0%	68.7%	65.9%
Swimming pool, hotel facilities	57.7%	50.4%	56.0%	58.3%	62.3%
Explore the island on their own	48.8%	54.7%	50.2%	48.3%	44.9%
Taste Canarian gastronomy	27.3%	28.8%	28.8%	27.1%	25.0%
Hiking	18.8%	20.9%	18.8%	19.5%	17.3%
Organized excursions	16.2%	19.2%	17.1%	16.1%	13.8%
Nightlife / concerts / shows	15.4%	18.4%	16.1%	14.4%	14.2%
Theme parks	14.7%	17.8%	14.7%	14.0%	14.1%
Sea excursions / whale watching	12.0%	13.0%	12.2%	11.6%	11.4%
Wineries / markets / popular festivals	11.2%	13.8%	11.6%	10.6%	10.0%
Museums / exhibitions	10.8%	12.0%	11.7%	10.1%	9.9%
Other Nature Activities	8.4%	11.3%	8.6%	8.0%	7.3%
Swim	7.4%	7.5%	6.9%	7.4%	8.1%
Running	6.0%	5.1%	5.0%	6.1%	7.5%
Beauty and health treatments	5.2%	4.6%	4.6%	5.1%	6.4%
Practice other sports	4.3%	5.0%	3.8%	3.8%	5.0%
Astronomical observation	3.9%	4.4%	3.8%	4.1%	3.7%
Surf	2.8%	4.4%	2.6%	2.6%	2.3%
Cycling / Mountain bike	2.7%	2.0%	2.3%	2.9%	3.4%
Golf	2.5%	2.6%	2.1%	2.2%	3.1%
Scuba Diving	2.4%	2.8%	2.3%	2.5%	2.2%
Windsurf / Kitesurf	0.8%	0.9%	0.8%	0.7%	0.9%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
United Kingdom	34.6%	25.7%	31.6%	34.3%	42.4%
Germany	16.4%	12.6%	15.7%	19.8%	15.8%
Spanish Mainland	11.2%	18.4%	15.1%	9.3%	5.0%
France	5.2%	6.3%	6.2%	4.8%	3.8%
Italy	4.5%	8.5%	6.7%	2.8%	1.8%
Ireland	4.3%	3.5%	3.7%	4.3%	5.4%
Netherlands	4.2%	3.9%	3.6%	5.2%	4.0%
Belgium	2.8%	2.4%	3.2%	3.5%	1.8%
Norway	2.5%	1.0%	1.0%	3.2%	4.4%
Sweden	2.1%	1.1%	1.9%	2.5%	2.2%
Poland	1.9%	4.0%	2.1%	1.4%	1.2%
Denmark	1.6%	0.8%	0.9%	1.8%	2.7%
Finland	1.1%	1.0%	1.0%	1.3%	1.2%
Switzerland	1.1%	0.6%	0.4%	0.9%	2.4%
Czech Republic	1.0%	1.8%	1.2%	0.8%	0.7%
Austria	0.8%	0.7%	0.9%	0.8%	0.8%
Others	4.7%	7.9%	4.7%	3.2%	4.6%

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME

2024



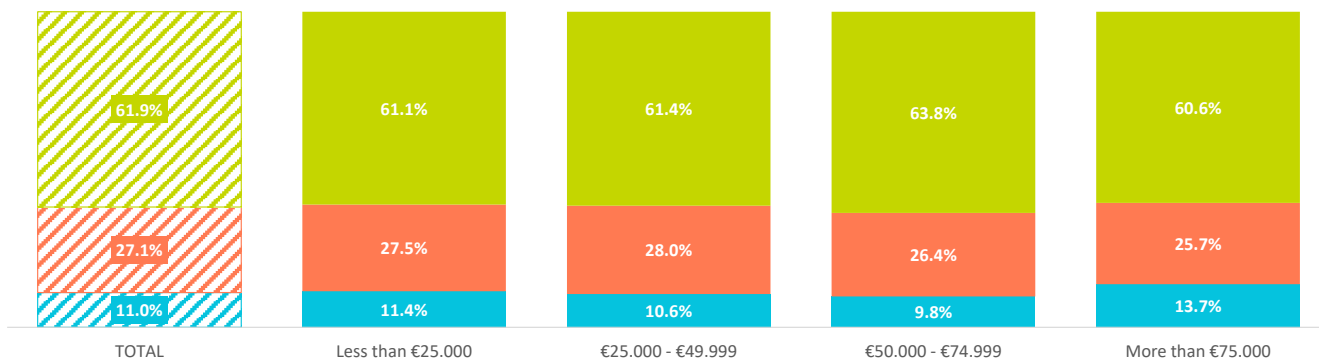
COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Didn't have holidays	11.0%	11.4%	10.6%	9.8%	13.7%
Canary Islands	27.1%	27.5%	28.0%	26.4%	25.7%
Other destination	61.9%	61.1%	61.4%	63.8%	60.6%
Balearic Islands	4.5%	4.5%	4.6%	4.4%	4.1%
Rest of Spain	11.4%	12.5%	10.5%	9.9%	14.1%
Italy	7.2%	7.2%	7.4%	7.3%	7.2%
France	5.1%	4.8%	5.1%	5.7%	4.9%
Turkey	3.1%	2.8%	3.3%	3.5%	2.5%
Greece	7.2%	7.1%	7.6%	7.6%	6.1%
Portugal	4.1%	4.4%	4.1%	3.8%	3.8%
Croatia	2.0%	2.0%	2.0%	2.1%	2.0%
Egypt	1.5%	1.5%	1.5%	1.2%	1.9%
Tunisia	0.4%	0.4%	0.5%	0.2%	0.6%
Morocco	1.0%	1.1%	1.0%	0.8%	1.3%
Others	14.3%	12.9%	13.8%	17.2%	12.1%

* Percentage of valid answers

■ Didn't have holidays ■ Canary Islands ■ Other destination

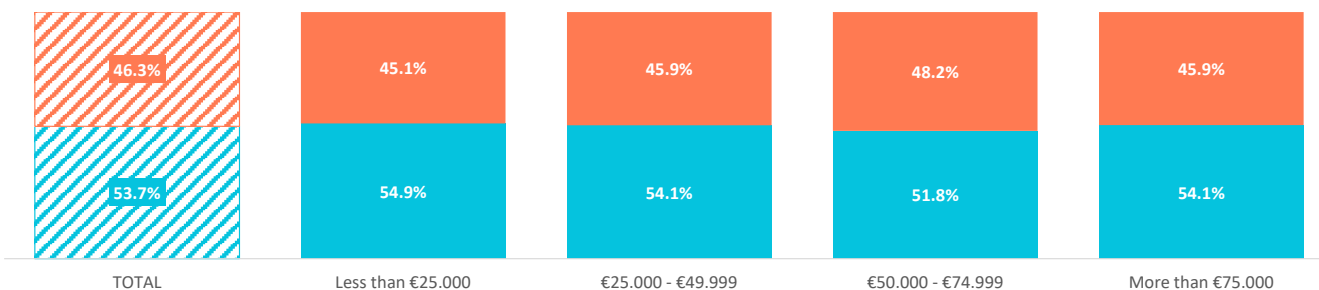


What other destinations did they consider for this trip? *

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
None (I was clear about "this Canary Island")	28.3%	28.9%	28.8%	26.9%	28.8%
Canary Islands (other island)	25.4%	25.9%	25.2%	24.9%	25.3%
Other destination	46.3%	45.1%	45.9%	48.2%	45.9%
Balearic Islands	6.0%	6.1%	5.8%	6.6%	5.0%
Rest of Spain	9.0%	9.0%	8.8%	8.9%	9.4%
Italy	4.7%	4.4%	4.5%	4.8%	5.7%
France	1.7%	1.4%	1.7%	1.7%	2.3%
Turkey	3.4%	3.3%	3.6%	3.5%	3.0%
Greece	8.2%	8.0%	8.5%	8.4%	7.6%
Portugal	6.2%	5.8%	6.2%	6.8%	5.6%
Croatia	2.4%	2.4%	2.4%	2.5%	2.4%
Egypt	2.4%	2.4%	2.5%	2.3%	2.8%
Others	2.3%	2.3%	2.1%	2.6%	2.2%

* Percentage of valid answers

■ Canary Islands ■ Other destination





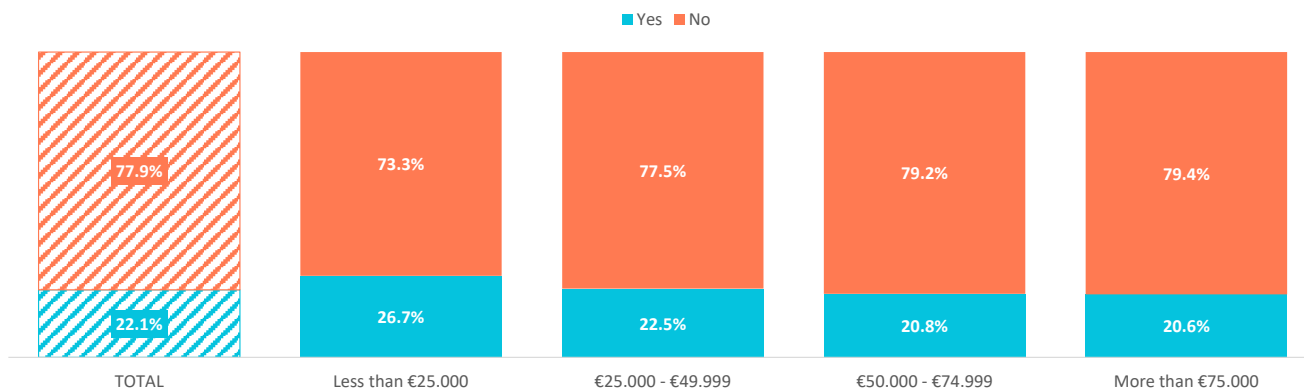
TOURIST TAX (Data available from Q2 2024)

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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Yes	45.3%	39.0%	43.8%	46.2%	49.2%
No	34.4%	40.2%	36.1%	33.6%	30.1%
Not remember	20.4%	20.8%	20.1%	20.1%	20.7%

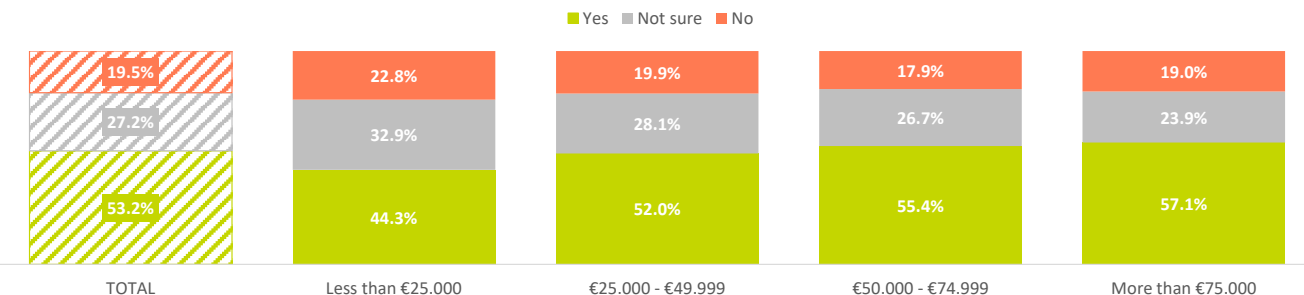
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Yes	22.1%	26.7%	22.5%	20.8%	20.6%
No	77.9%	73.3%	77.5%	79.2%	79.4%



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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Yes	53.2%	44.3%	52.0%	55.4%	57.1%
- For any purpose	11.3%	7.4%	10.0%	11.6%	14.6%
- Improve living conditions	9.2%	8.8%	9.4%	9.9%	8.3%
- Improve economic development	4.6%	3.9%	4.7%	4.5%	4.9%
- Improve the environment	17.5%	15.1%	17.7%	18.4%	17.7%
- Improve the tourist environment	4.4%	3.9%	4.2%	4.8%	4.6%
- Other purposes	6.2%	5.2%	5.8%	6.3%	6.9%
Not sure	27.2%	32.9%	28.1%	26.7%	23.9%
No	19.5%	22.8%	19.9%	17.9%	19.0%



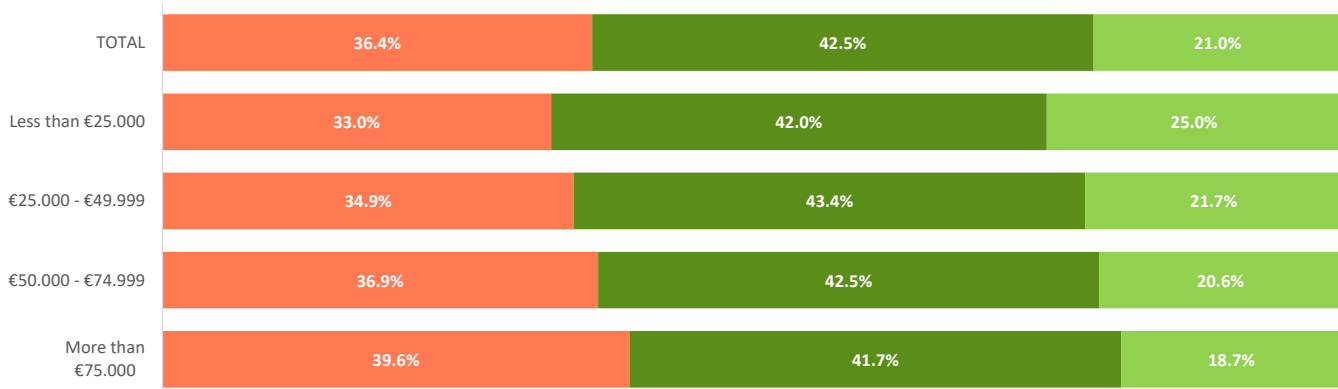
How much would they be willing to pay?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Up to 1 euro	37.6%	43.5%	39.4%	37.7%	32.7%
Up to 2 euros	32.4%	30.3%	32.8%	32.4%	33.0%
Up to 3 euros	19.5%	18.3%	19.0%	19.7%	20.6%
More than 3 euros	10.4%	7.9%	8.8%	10.1%	13.8%

SUSTAINABLE DESTINATION (DATA = 2023)

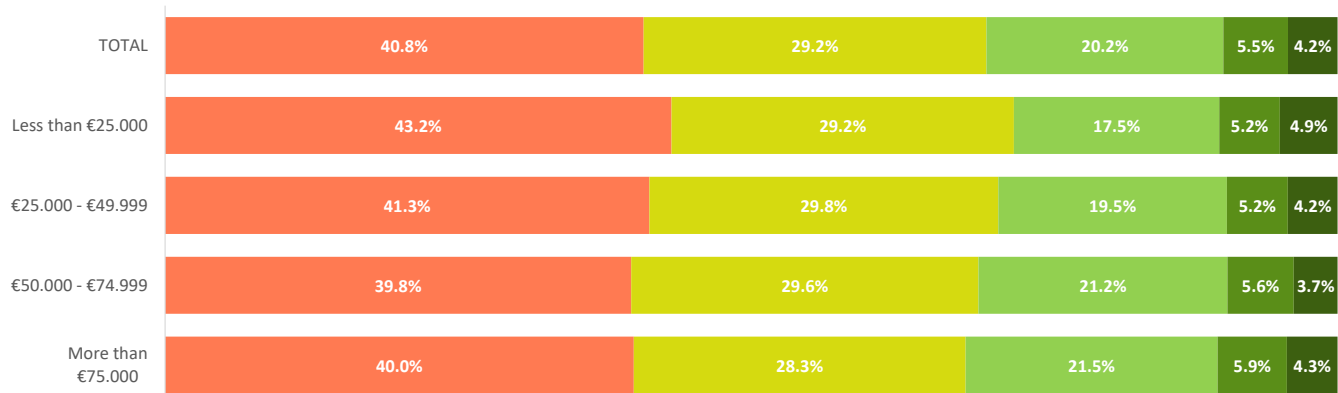
When booking a trip, do they tend to choose the most sustainable options?

■ 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



Perception of the following sustainability measures during their stay *

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Quality of life on the island	8.0	8.1	8.1	8.0	7.9
Tolerance towards tourism	8.6	8.5	8.6	8.5	8.5
Cleanliness of the island	8.2	8.2	8.3	8.2	8.2
Air quality	8.5	8.4	8.5	8.4	8.4
Rational water consumption	7.6	7.6	7.7	7.6	7.5
Energy saving	7.1	7.2	7.2	7.0	6.9
Use of renewable energy	7.0	7.2	7.1	7.0	6.9
Recycling	7.1	7.2	7.2	7.0	6.9
Easy to get around by public transport	7.5	7.6	7.6	7.5	7.3
Overcrowding in tourist areas	6.6	6.9	6.7	6.5	6.4
Supply of local products	7.2	7.4	7.3	7.2	7.0

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