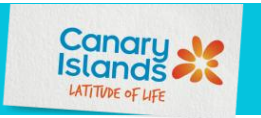# TOURIST PROFILE BY ISLAND OF STAY (2024)
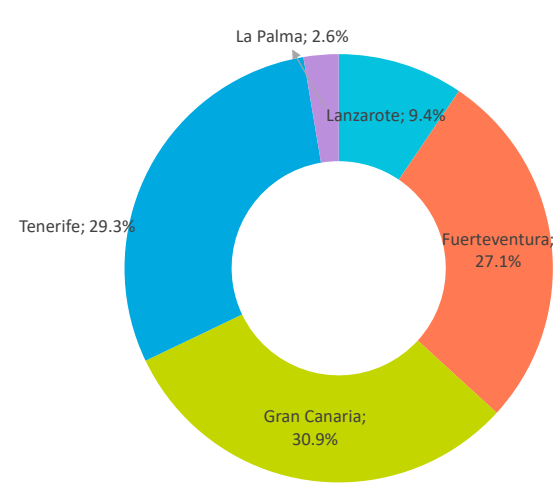# GERMANY
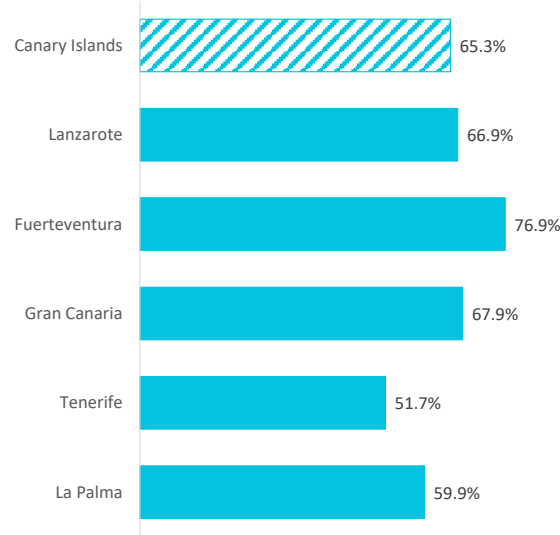
INBOUND TOURISM AND TOURIST EXPENDITURE

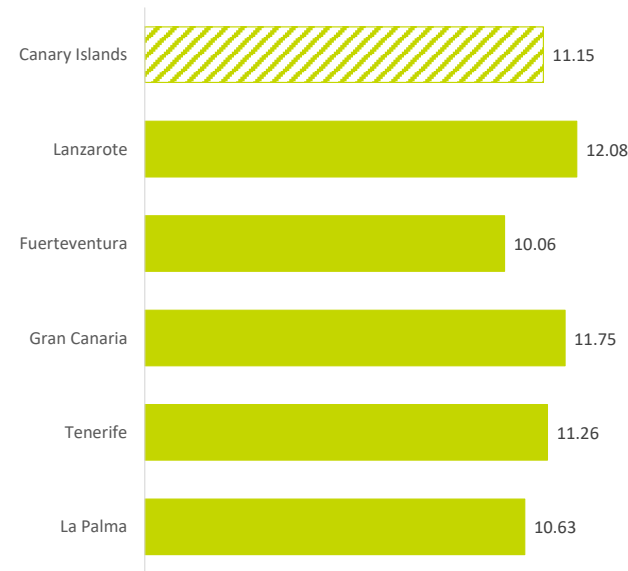|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	2,542,209	239,766	689,777	785,835	744,297	66,743
% Tourists	100%	9.4%	27.1%	30.9%	29.3%	2.6%
% tourists who book holiday package	65.3%	66.9%	76.9%	67.9%	51.7%	59.9%
Expenditure per tourist (€)	1,641	1,731	1,628	1,731	1,549	1,402
- book holiday package	1,807	1,806	1,713	1,945	1,784	1,412
- holiday package	1,565	1,576	1,550	1,674	1,475	1,142
- others	743	795	604	738	849	745
- do not book holiday package	1,330	1,579	1,344	1,278	1,298	1,387
- flight	401	541	369	363	410	425
- accommodation	427	473	535	448	348	487
- others	743	795	604	738	849	745
Average lenght of stay	11.15	12.08	10.06	11.75	11.26	10.63
Average daily expenditure (€)	170.7	176.0	176.6	170.2	165.3	150.6
Average daily expenditure without flight (€)	117.4	116.7	120.2	119.6	113.7	103.4
Average cost of the flight (€)	503.4	591.4	512.4	499.0	477.1	435.9
Total turnover (≥ 16 years old) (€m)	4,173	415	1,123	1,360	1,153	94
% Turnover	100%	9.9%	26.9%	32.6%	27.6%	2.2%
Turnover without flight (≥ 16 years old) (€m)	2,893	273	770	968	798	64
Tourist arrivals (FRONTUR)	2,820,162	268,077	769,847	866,293	826,975	72,208
Passenger arrivals on non-stop flights (AENA)	2,923,163	275,686	801,502	913,665	864,223	68,087
Children < 16 years old (FRONTUR - EGT)	277,953	28,311	80,070	80,458	82,678	5,465

% TOURISTS (≥ 16 years old)

La Palma; 2.6%
Lanzarote; 9.4%
Tenerife; 29.3%
Fuerteventura; 27.1%
Gran Canaria; 30.9%

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)

Canary Islands 65.3%
Lanzarote 66.9%
Fuerteventura 76.9%
Gran Canaria 67.9%
Tenerife 51.7%
La Palma 59.9%

AVERAGE LENGHT OF STAY

Canary Islands 11.15
Lanzarote 12.08
Fuerteventura 10.06
Gran Canaria 11.75
Tenerife 11.26
La Palma 10.63

EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)
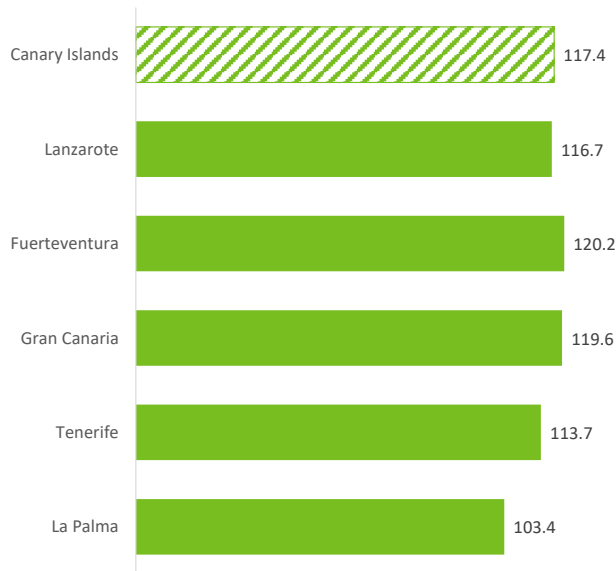
Canary Islands 117.4
Lanzarote 116.7
Fuerteventura 120.2
Gran Canaria 119.6
Tenerife 113.7
La Palma 103.4

% Tourists whose spending has been greater than €0 in each item

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	**88.2%**	90.4%	95.9%	87.6%	80.4%	93.1%
- Additional accommodation expenses	**5.5%**	4.5%	6.8%	3.6%	6.7%	6.3%
Transport:						
- National/International Transport	**97.7%**	97.9%	99.2%	98.3%	95.6%	98.9%
- Flights between islands	**2.9%**	4.1%	1.3%	2.0%	4.5%	4.8%
- Taxi	**55.1%**	42.4%	64.5%	61.5%	46.2%	23.4%
- Car rental	**37.3%**	47.6%	28.2%	24.8%	52.9%	71.5%
- Public transport	**14.0%**	9.3%	8.3%	18.6%	15.7%	15.4%
Food and drink:						
- Food purchases at supermarkets	**56.7%**	56.6%	48.5%	55.0%	64.9%	75.0%
- Restaurants	**56.2%**	58.1%	39.7%	54.5%	70.1%	85.8%
Leisure:						
- Organized excursions	**25.6%**	28.5%	18.9%	19.3%	37.1%	27.4%
- Sport activities	**7.5%**	6.8%	8.8%	4.8%	9.7%	6.2%
- Cultural activities	**3.1%**	5.6%	0.6%	3.1%	4.7%	2.5%
- Museums	**5.9%**	18.7%	1.9%	5.4%	5.3%	14.0%
- Theme Parks	**8.3%**	4.4%	2.9%	4.0%	19.9%	1.0%
- Discos and pubs	**4.1%**	3.6%	2.2%	4.1%	6.3%	0.7%
- Wellness	**4.2%**	3.5%	3.6%	3.0%	6.7%	1.3%
Purchases of goods:						
- Souvenirs	**38.8%**	42.1%	36.7%	38.9%	39.7%	37.5%
- Real estate	**0.0%**	0.0%	0.0%	0.1%	0.0%	0.0%
- Other purchases	**0.7%**	1.2%	0.7%	0.5%	0.9%	0.4%
Others:						
- Medical expenses	**7.3%**	8.0%	6.4%	7.3%	7.7%	7.3%
- Other expenses	**4.9%**	4.7%	5.1%	3.8%	5.2%	10.3%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:	**987**	**926**	**1,009**	**1,117**	**864**	**665**
- Accommodation	**843**	811	842	975	727	604
- Additional accommodation expenses	**144**	115	167	142	137	61
Transport:	**883**	**964**	**872**	**825**	**900**	**845**
- National/International Transport	**515**	604	517	507	499	441
- Flights between islands	**77**	65	51	70	89	91
- Taxi	**115**	136	135	82	128	119
- Car rental	**144**	136	132	129	157	166
- Public transport	**32**	22	37	36	26	28
Food and drink:	**299**	**299**	**226**	**349**	**305**	**220**
- Food purchases at supermarkets	**118**	121	97	147	108	86
- Restaurants	**181**	178	129	202	197	134
Leisure:	**529**	**534**	**481**	**488**	**552**	**358**
- Organized excursions	**98**	92	100	101	97	83
- Sport activities	**115**	126	120	97	122	55
- Cultural activities	**51**	59	40	60	45	20
- Museums	**30**	42	21	26	25	22
- Theme Parks	**71**	44	73	56	76	15
- Discos and pubs	**85**	83	62	83	94	96
- Wellness	**80**	90	64	65	92	66
Purchases of goods:	**3,783**	**517**	**31,139**	**5,338**	**316**	**193**
- Souvenirs	**89**	78	76	116	77	63
- Real estate	**3,517**	0	31,000	5,142	35	0
- Other purchases	**178**	439	62	80	203	130
Others:	**125**	**141**	**106**	**115**	**154**	**92**
- Medical expenses	**46**	57	49	28	61	25
- Other expenses	**79**	84	57	87	93	67

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	**52.1%**	57.1%	49.9%	50.2%	54.8%	50.9%
Percentage of women	**47.9%**	42.9%	50.1%	49.8%	45.2%	49.1%
Age						
Average age (tourists above 16 years old)	**48.01**	51.09	48.01	48.94	45.68	51.84
Standard deviation	**17.1**	15.3	17.3	18.1	16.4	13.5
Age range						
16-24 years old	**9.3%**	4.7%	10.9%	10.4%	9.0%	2.4%
25-30 years old	**10.9%**	6.4%	10.7%	10.7%	13.3%	5.5%
31-45 years old	**26.6%**	28.0%	23.8%	24.1%	31.9%	21.6%
46-60 years old	**24.8%**	28.4%	27.2%	21.9%	22.8%	41.7%
Over 60 years old	**28.3%**	32.5%	27.4%	32.9%	23.0%	28.8%
Occupation						
Salaried worker	**57.4%**	56.2%	58.0%	55.1%	59.5%	58.3%
Self-employed	**8.1%**	7.4%	7.9%	7.4%	8.9%	11.6%
Unemployed	**0.4%**	0.9%	0.2%	0.5%	0.2%	0.7%
Business owner	**8.5%**	8.0%	10.2%	7.5%	8.1%	7.5%
Student	**4.4%**	2.6%	4.4%	4.3%	5.1%	2.0%
Retired	**20.0%**	22.4%	18.2%	23.8%	17.0%	19.6%
Unpaid domestic work	**0.4%**	0.2%	0.2%	0.6%	0.4%	0.2%
Others	**0.9%**	2.3%	0.9%	0.8%	0.8%	0.1%
Annual household income level						
Less than €25,000	**9.7%**	7.1%	11.2%	9.4%	9.8%	7.1%
€25,000 - €49,999	**32.5%**	28.8%	31.0%	35.9%	31.8%	32.4%
€50,000 - €74,999	**30.8%**	31.4%	31.6%	29.3%	31.0%	35.6%
More than €74,999	**26.9%**	32.7%	26.2%	25.5%	27.4%	24.8%
Education level						
No studies	**0.4%**	0.4%	0.1%	0.4%	0.6%	0.4%
Primary education	**3.1%**	3.3%	3.4%	4.2%	1.9%	0.7%
Secondary education	**23.1%**	20.6%	24.9%	26.5%	19.2%	18.5%
Higher education	**73.3%**	75.7%	71.6%	68.9%	78.4%	80.5%

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	**12.0%**	8.7%	11.4%	13.8%	12.0%	9.1%
Only with partner	**50.5%**	51.4%	47.6%	51.7%	50.8%	60.7%
Only with children (< 13 years old)	**4.9%**	7.1%	5.2%	5.3%	3.7%	1.8%
Partner + children (< 13 years old)	**5.7%**	8.3%	4.9%	3.8%	7.9%	2.4%
Other relatives	**6.2%**	5.0%	7.1%	5.5%	6.6%	3.8%
Friends	**7.2%**	5.5%	7.5%	8.8%	5.9%	6.5%
Work colleagues	**0.1%**	0.1%	0.1%	0.1%	0.0%	0.8%
Organized trip	**0.1%**	0.1%	0.0%	0.1%	0.1%	0.0%
Other combinations [(2)]	**13.4%**	13.8%	16.1%	10.9%	13.0%	14.8%

[(2)] *Different situations have been isolated*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists with children	**2.2%**	**1.6%**	**4.2%**	**2.2%**	**1.8%**	**2.4%**
- Between 0 and 2 years old	**0.1%**	0.1%	0.2%	0.2%	0.1%	0.0%
- Between 3 and 12 years old	**2.0%**	1.4%	3.8%	1.8%	1.6%	2.0%
- Between 0 -2 and 3-12 years old	**0.1%**	0.1%	0.2%	0.2%	0.1%	0.4%
Tourists without children	**97.8%**	**98.4%**	**95.8%**	**97.8%**	**98.2%**	**97.6%**
Group composition:						
- 1 person	**13.5%**	10.1%	13.6%	15.5%	12.8%	10.7%
- 2 people	**60.7%**	60.1%	60.2%	62.1%	59.3%	70.1%
- 3 people	**11.3%**	11.9%	11.6%	11.0%	11.5%	8.2%
- 4 or 5 people	**12.5%**	16.0%	11.9%	9.9%	14.9%	10.5%
- 6 or more people	**1.8%**	2.0%	2.7%	1.5%	1.4%	0.5%
Average group size:	**2.35**	2.47	2.40	2.25	2.40	2.23

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

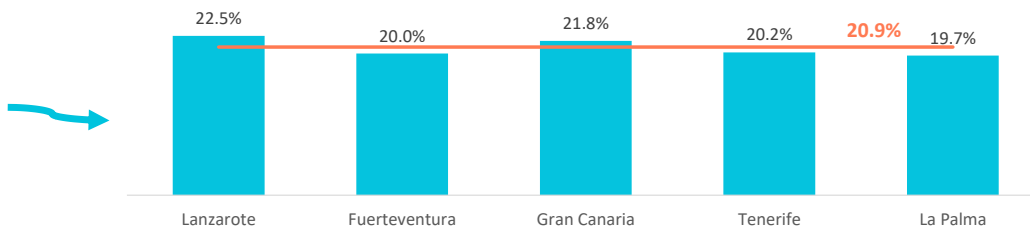| Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
51.4%	47.6%	51.7%	50.8%	60.7%

50.5%
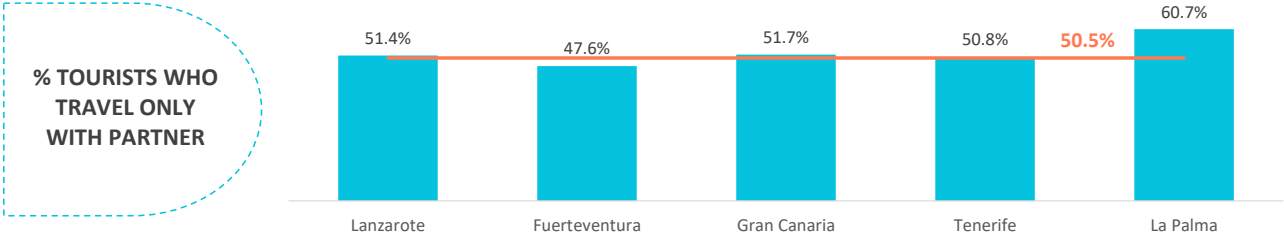
TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.8%	0.4%	0.6%	1.0%	1.0%	0.0%
Between 1 and 30 days	21.1%	16.3%	22.2%	22.2%	21.5%	11.1%
Between 1 and 2 months	22.1%	22.1%	24.2%	20.3%	21.6%	26.8%
Between 3 and 6 months	35.1%	38.8%	32.9%	34.7%	35.7%	42.4%
More than 6 months	20.9%	22.5%	20.0%	21.8%	20.2%	19.7%

**% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS**

With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	32.9%	35.5%	23.3%	30.3%	43.4%	40.0%
- Tour Operator or Travel Agency	67.1%	64.5%	76.7%	69.7%	56.6%	60.0%
Accommodation						
- Directly with the accommodation	22.2%	27.0%	17.8%	18.5%	28.8%	30.1%
- Tour Operator or Travel Agency	77.8%	73.0%	82.2%	81.5%	71.2%	69.9%

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	23.2%	26.3%	15.0%	21.8%	31.4%	36.3%
Bed and Breakfast	8.7%	4.8%	3.2%	10.7%	13.5%	12.8%
Half board	27.1%	26.6%	20.1%	30.9%	30.0%	33.4%
Full board	2.7%	2.0%	3.4%	2.2%	2.3%	5.3%
All inclusive	38.2%	40.2%	58.2%	34.5%	22.8%	12.2%

% TOURISTS WHO BOOK ALL INCLUSIVE
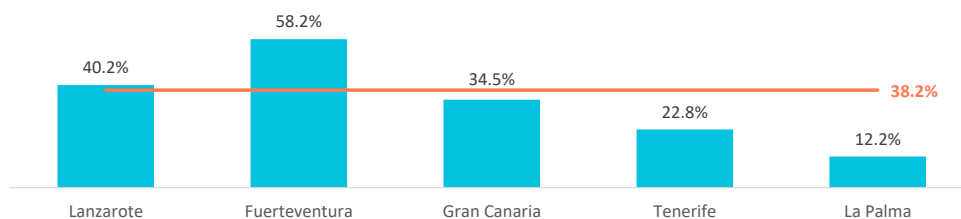
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	11.7%	15.8%	13.3%	12.0%	9.2%	5.3%
4* Hotel	42.4%	37.5%	57.0%	39.9%	34.1%	40.2%
5* Hotel / 5* Luxury Hotel	8.8%	8.5%	4.8%	13.4%	8.5%	0.0%
Aparthotel / Tourist Villa	9.3%	8.1%	7.3%	11.6%	7.8%	26.7%
House/room rented in a private dwelling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Private accommodation [1]	8.6%	8.0%	2.4%	9.3%	14.4%	5.2%
Others (Cottage, cruise, camping,..)	3.9%	4.3%	2.5%	3.2%	4.1%	7.7%

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

**TYPE OF ACCOMMODATION**
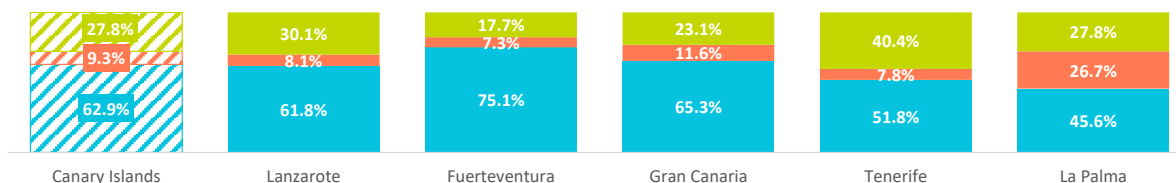
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	92.3%	92.3%	95.7%	90.9%	90.5%	91.6%
Family reasons	5.9%	4.1%	2.9%	7.5%	7.5%	7.5%
Business	0.5%	0.7%	0.5%	0.5%	0.3%	0.8%
Education and training	0.2%	0.4%	0.1%	0.1%	0.3%	0.0%
Sports training	0.6%	1.3%	0.5%	0.4%	0.8%	0.0%
Health	0.2%	0.7%	0.1%	0.1%	0.3%	0.0%
Conventions and Exhibitions	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.5%	0.2%	0.4%	0.3%	0.2%

What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	44.3%	37.8%	53.0%	52.2%	31.8%	27.0%
Enjoy family time	12.1%	11.7%	11.9%	11.9%	13.4%	6.1%
Have fun	8.2%	4.6%	9.7%	10.0%	6.6%	2.7%
Explore the destination	30.0%	39.7%	18.2%	21.2%	44.1%	58.6%
Practice their hobbies	3.5%	5.0%	5.6%	2.2%	2.5%	2.9%
Other reasons	2.0%	1.3%	1.6%	2.6%	1.7%	2.7%

REST
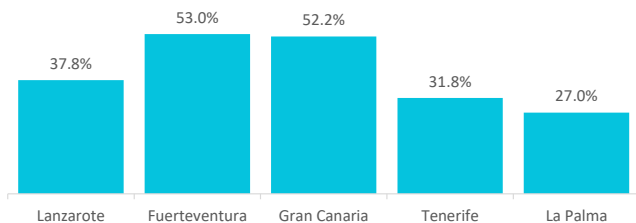
EXPLORE THE DESTINATION
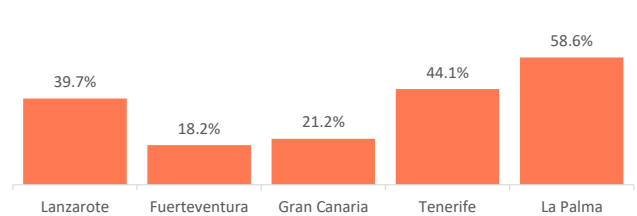
Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	74.7%	77.8%	75.2%	76.5%	72.3%	67.3%
Safety	61.2%	60.6%	72.6%	62.1%	51.4%	44.3%
Tranquility	57.5%	52.9%	60.9%	61.9%	52.3%	49.5%
Sea	50.9%	51.4%	56.4%	50.9%	45.5%	53.4%
Accommodation supply	48.2%	43.8%	66.9%	52.3%	30.8%	20.3%
Beaches	47.4%	41.8%	51.2%	50.5%	43.8%	33.7%
Effortless trip	41.0%	39.2%	41.7%	44.4%	38.1%	34.8%
Price	39.6%	35.9%	43.7%	45.4%	32.4%	25.4%
European belonging	39.4%	43.2%	23.3%	38.2%	50.9%	73.1%
Landscapes	29.1%	24.2%	33.1%	32.4%	24.1%	23.7%
Environment	27.3%	28.6%	21.1%	24.8%	33.6%	47.4%
Gastronomy	27.1%	21.2%	23.0%	32.7%	27.7%	20.1%
Fun possibilities	21.5%	22.5%	17.8%	23.4%	21.5%	31.1%
Authenticity	17.5%	13.7%	18.4%	19.7%	16.5%	5.9%
Exoticism	13.8%	11.8%	6.1%	12.3%	20.8%	38.8%
Hiking trail network	10.7%	9.8%	8.7%	15.3%	8.5%	5.2%
Shopping	8.4%	9.1%	5.2%	10.6%	9.1%	2.8%
Culture	8.0%	10.2%	4.3%	10.2%	8.3%	6.9%
Historical heritage	7.8%	6.7%	5.3%	10.1%	7.9%	9.8%
Nightlife	4.6%	1.6%	3.1%	7.9%	3.8%	1.3%

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?

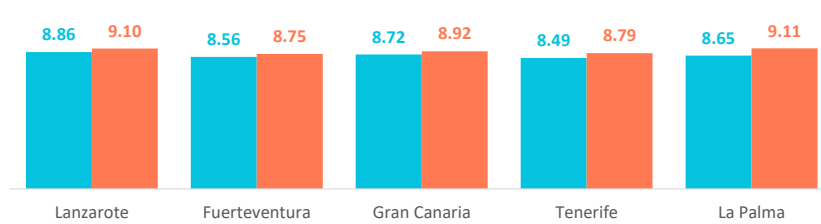|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	44.7%	52.4%	43.5%	46.9%	41.2%	44.4%
Friends or relatives	24.3%	19.7%	20.0%	23.4%	30.4%	27.3%
Internet or social media	52.6%	55.5%	52.7%	45.8%	58.7%	52.2%
Mass Media	2.1%	1.4%	1.1%	1.6%	3.4%	4.8%
Travel guides and magazines	9.1%	12.5%	5.3%	7.2%	11.8%	28.7%
Travel Blogs or Forums	5.5%	6.6%	5.5%	3.7%	6.7%	11.0%
Travel TV Channels	1.2%	1.7%	0.9%	1.0%	1.2%	3.2%
Tour Operator or Travel Agency	26.0%	27.4%	27.5%	28.4%	21.7%	23.3%
Public administrations or similar	0.2%	0.6%	0.1%	0.4%	0.1%	1.2%
Others	2.3%	1.9%	1.4%	2.5%	2.9%	2.5%

* Multi-choise question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.61	8.77	8.54	8.65	8.54	8.97

Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.3%	1.9%	2.7%	1.8%	2.7%	1.0%
Lived up to expectations	55.7%	56.3%	58.7%	56.9%	51.6%	52.7%
Better or much better than expected	42.0%	41.7%	38.5%	41.3%	45.7%	46.3%

Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.62	8.86	8.56	8.72	8.49	8.65
Recommend visiting the Canary Islands	8.86	9.10	8.75	8.92	8.79	9.11

RETURN TO THE CANARY ISLANDS

Canary Islands 8.62

RECOMMEND VISITING THE CANARY ISLANDS

Canary Islands 8.86

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return	8.86	8.56	8.72	8.49	8.65
Recommend	9.10	8.75	8.92	8.79	9.11

How many are loyal to the Canary Islands?

REPEAT TOURISTS WHO VISIT CANAY ISLANDS BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	29.2%	21.6%	30.5%	26.0%	33.8%	30.0%
Repeat tourists	70.8%	78.4%	69.5%	74.0%	66.2%	70.0%
At least 10 previous visits	20.1%	20.6%	19.1%	25.8%	15.4%	15.9%
Repeat tourists (last 5 years)	65.1%	71.3%	64.8%	68.7%	60.0%	63.0%
Repeat tourists (last 5 years) (5 or more visits)	16.0%	15.6%	13.3%	20.1%	14.9%	11.0%

REPEAT TOURIST OF EACH ISLAND BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	31.7%	**70.6%**	19.8%	21.0%	20.7%	4.2%
Fuerteventura	42.7%	11.5%	**64.1%**	15.7%	12.1%	3.4%
Gran Canaria	46.1%	11.1%	17.4%	**67.9%**	18.1%	3.1%
Tenerife	44.7%	8.7%	12.1%	16.3%	**60.7%**	3.1%
La Palma	12.3%	13.4%	11.5%	13.6%	21.4%	**62.2%**
CANARY ISLANDS	**70.8%**	78.4%	69.5%	74.0%	66.2%	70.0%

How to interpret the table

*1. Column Canary Islands = refers to the % of **repeat german tourists** on each island regardless of island of stay in this trip (2024).*

*2. Column each island = refers to the % of **repeat german tourists** on each island by island of stay in 2024. For example: 70.6% refers to % **repeat german tourists** who repeat Lanzarote in 2024 and stay in Lanzarote in this trip. 11.5% **german tourists who stay in Lanzarote in 2024** and has previously been to Fuerteventura.*

*3. Row CANARY ISLANDS = refers to the % **repeat german tourists** by island of stay. For exdample: 66.2% refers to % **german tourists who visit Tenerife in 2024** and has previously been to Canary Islands.*

ISLANDS

How many islands do they visit during their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	93.2%	93.1%	96.1%	93.0%	92.4%	91.8%
Two islands	5.2%	5.6%	3.0%	4.9%	6.5%	7.9%
Three or more islands	1.6%	1.2%	0.9%	2.1%	1.1%	0.3%

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	9.9%	100%	0.7%	0.4%	0.4%	0.0%
Fuerteventura	27.6%	1.4%	100%	0.6%	0.4%	0.0%
Gran Canaria	31.6%	0.1%	0.6%	100%	1.3%	0.6%
Tenerife	30.2%	0.9%	0.3%	1.8%	100%	2.7%
La Gomera	0.6%	0.0%	0.1%	0.1%	1.1%	0.7%
La Palma	3.1%	0.0%	0.3%	0.7%	0.4%	100%
El Hierro	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
Cruise	0.7%	0.0%	0.2%	0.9%	0.3%	0.0%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	2.3%	1.2%	5.6%	1.3%	1.0%	0.8%
1 - 2 hours	10.7%	9.7%	16.0%	9.9%	7.9%	2.0%
3 - 6 hours	36.5%	43.6%	36.3%	37.0%	34.2%	30.2%
7 - 12 hours	45.2%	40.2%	38.7%	46.5%	49.7%	63.1%
More than 12 hours	5.3%	5.4%	3.3%	5.4%	7.2%	3.9%
Outdoor time per day	6.8	6.7	6.0	7.0	7.4	7.7

Canary Islands 6.8
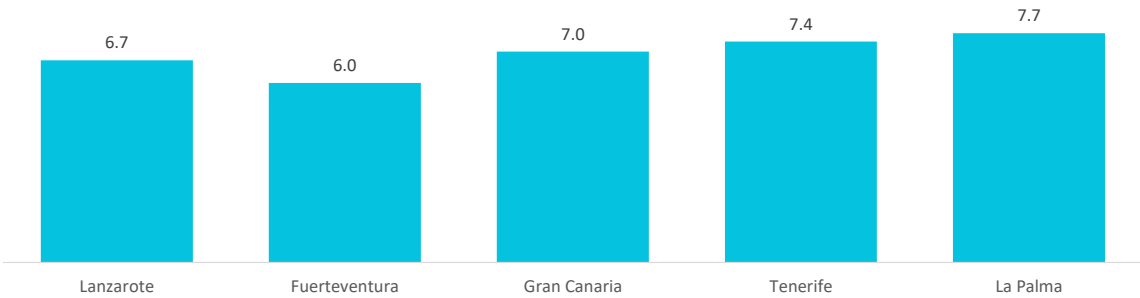
Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
6.7	6.0	7.0	7.4	7.7

Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	79.0%	79.1%	86.7%	79.7%	72.9%	63.1%
Beach	57.3%	54.8%	47.1%	53.9%	68.6%	85.8%
Swimming pool, hotel facilities	54.5%	62.0%	42.7%	49.3%	66.6%	75.4%
Explore the island on their own	40.0%	35.3%	40.6%	39.2%	43.2%	29.4%
Taste Canarian gastronomy	32.6%	36.3%	20.6%	33.1%	40.4%	50.1%
Hiking	22.7%	21.8%	13.1%	17.2%	34.2%	60.4%
Organized excursions	15.8%	17.9%	12.6%	14.8%	18.3%	22.3%
Nightlife / concerts / shows	12.3%	12.6%	9.5%	9.3%	17.2%	19.3%
Theme parks	12.2%	6.0%	10.9%	11.6%	16.6%	6.5%
Sea excursions / whale watching	11.6%	28.0%	4.1%	13.8%	9.5%	25.3%
Wineries / markets / popular festivals	11.3%	4.9%	4.6%	7.3%	24.5%	2.0%
Museums / exhibitions	10.9%	24.1%	5.1%	9.2%	12.6%	23.1%
Other Nature Activities	9.2%	5.5%	5.6%	14.4%	9.1%	1.2%
Swim	6.4%	3.8%	6.5%	4.1%	8.7%	13.8%
Beauty and health treatments	4.6%	3.4%	7.1%	3.5%	4.1%	2.4%
Running	4.3%	4.1%	3.5%	4.1%	5.9%	0.8%
Practice other sports	3.7%	3.7%	6.4%	2.6%	2.8%	0.0%
Astronomical observation	3.3%	3.3%	3.3%	2.5%	4.1%	2.7%
Cycling / Mountain bike	3.1%	7.0%	2.3%	3.2%	2.5%	2.8%
Surf	3.0%	4.4%	2.8%	2.0%	3.8%	1.2%
Scuba Diving	2.3%	2.3%	2.4%	2.3%	2.2%	3.3%
Golf	2.0%	0.9%	1.6%	2.3%	2.5%	0.0%
Windsurf / Kitesurf	1.0%	1.4%	2.0%	0.2%	1.0%	0.0%

WALK, WANDER

Canary Islands	79.0%
Lanzarote	79.1%
Fuerteventura	86.7%
Gran Canaria	79.7%
Tenerife	72.9%
La Palma	63.1%

BEACH

|	
Canary Islands	57.3%
Lanzarote	54.8%
Fuerteventura	47.1%
Gran Canaria	53.9%
Tenerife	68.6%
La Palma	85.8%
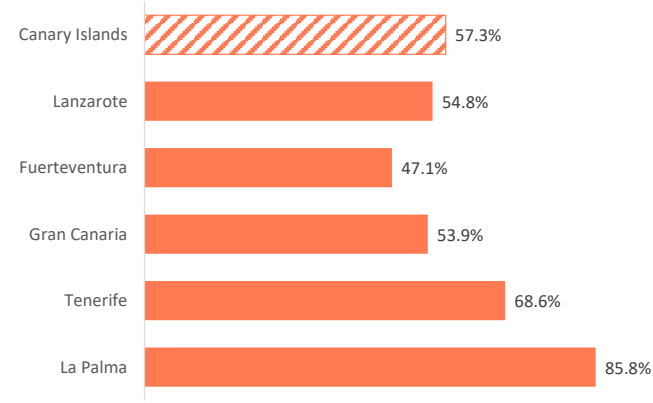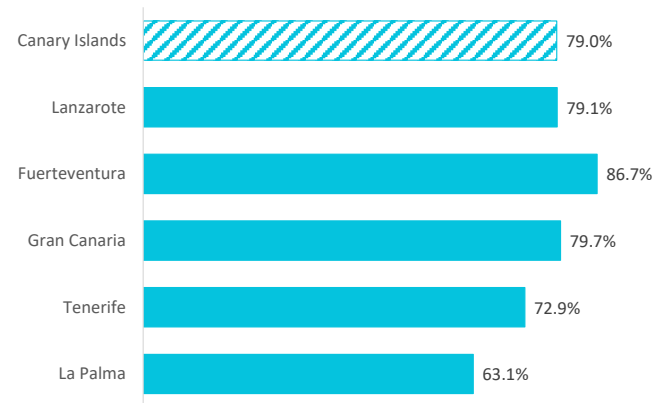
COMPETITORS

Where did they spend their main holiday last year? *

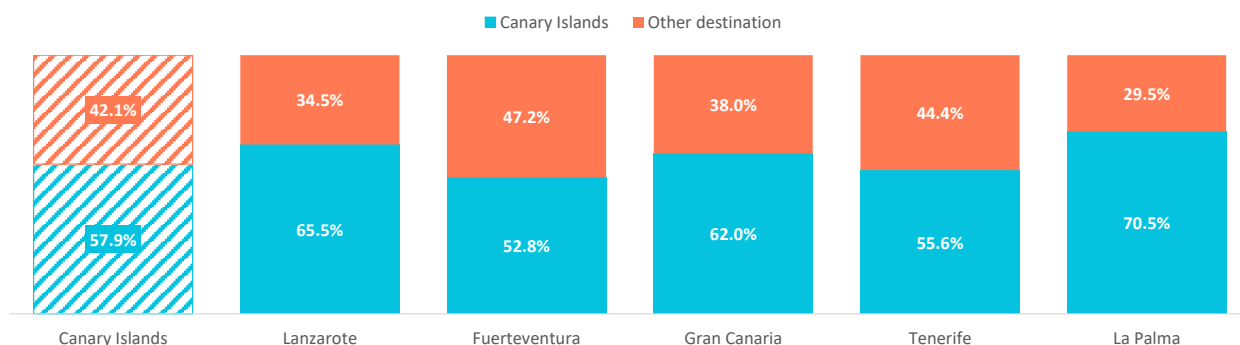|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	12.3%	9.8%	13.3%	11.8%	12.2%	16.7%
Canary Islands	26.3%	30.4%	24.0%	31.7%	21.6%	25.2%
Other destination	61.4%	59.7%	62.7%	56.5%	66.2%	58.1%
- Balearic Islands	5.2%	4.8%	6.3%	4.6%	5.1%	3.6%
- Rest of Spain	5.7%	5.8%	6.4%	5.3%	5.7%	4.4%
- Italy	8.8%	10.5%	8.0%	7.5%	10.3%	9.7%
- France	4.1%	4.0%	4.1%	3.6%	4.3%	6.1%
- Turkey	3.8%	2.2%	5.0%	4.0%	3.1%	0.9%
- Greece	8.1%	8.4%	9.0%	8.4%	7.3%	3.5%
- Portugal	3.7%	3.4%	3.5%	2.4%	4.9%	7.8%
- Croatia	3.0%	4.0%	3.0%	2.8%	3.3%	1.0%
- Egypt	2.4%	2.6%	2.6%	2.2%	2.5%	0.0%
- Tunisia	0.6%	0.1%	0.8%	0.8%	0.3%	0.0%
- Morocco	0.5%	0.5%	0.3%	0.6%	0.6%	1.3%
- Others	15.5%	13.4%	13.6%	14.4%	18.6%	19.9%

Percentage of valid answers
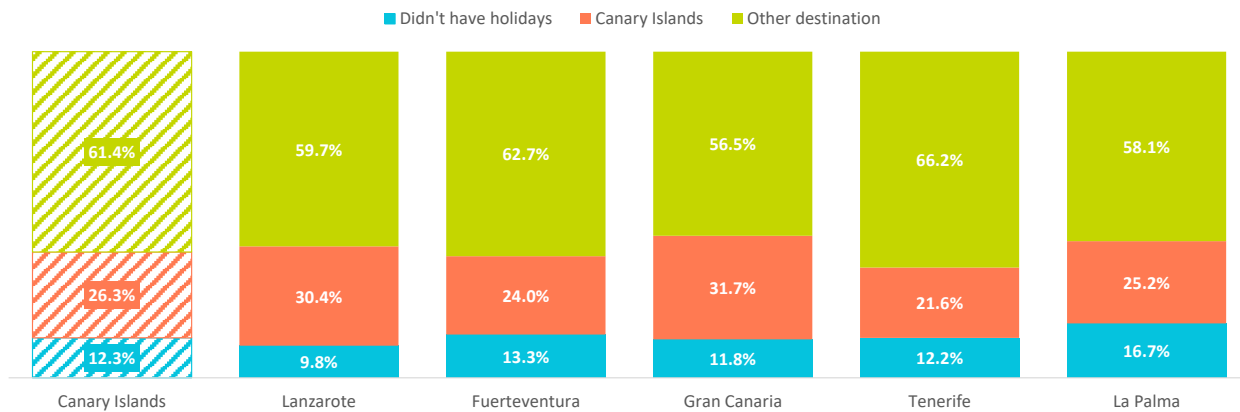
What other destinations did they consider for this trip? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	29.3%	30.6%	25.3%	30.7%	30.8%	36.7%
Canary Islands (other island)	28.6%	34.9%	27.4%	31.3%	24.8%	33.8%
Other destination	42.1%	34.5%	47.2%	38.0%	44.4%	29.5%
- Balearic Islands	5.8%	5.0%	6.2%	5.8%	5.7%	4.8%
- Rest of Spain	5.6%	3.8%	5.8%	5.7%	6.0%	2.8%
- Italy	4.3%	3.1%	5.0%	3.2%	4.9%	5.0%
- France	1.3%	0.7%	1.4%	0.9%	1.9%	0.5%
- Turkey	2.8%	1.9%	4.3%	2.5%	2.3%	1.0%
- Greece	8.5%	7.8%	10.5%	7.8%	7.9%	5.7%
- Portugal	5.7%	4.3%	5.7%	4.6%	6.9%	7.5%
- Croatia	2.2%	2.1%	2.5%	2.0%	2.2%	0.3%
- Egypt	3.5%	4.4%	4.1%	2.9%	3.4%	0.7%
- Others	2.4%	1.5%	1.7%	2.5%	3.2%	1.2%

Percentage of valid answers

FLIGHT ORIGIN

Where does the flight come from?

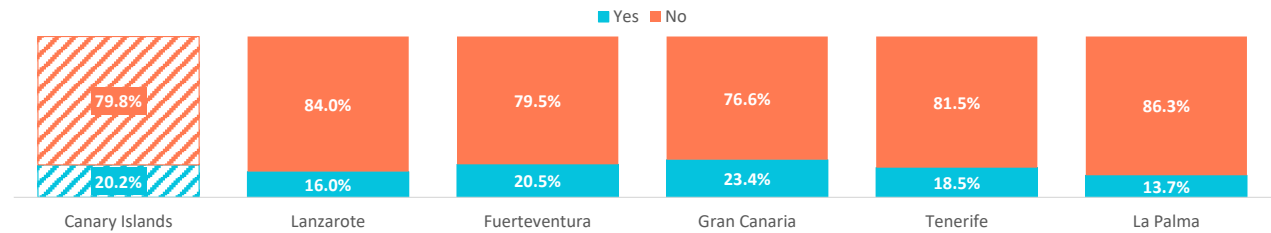|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Germany	92.8%	93.8%	95.0%	92.4%	91.4%	86.6%
Spanish Mainland	2.1%	1.4%	1.6%	2.2%	2.1%	8.7%
Luxembourg	1.2%	1.1%	1.5%	1.2%	0.9%	1.9%
Portugal	0.8%	0.0%	0.0%	1.1%	1.6%	0.0%
Austria	0.2%	0.0%	0.0%	0.2%	0.4%	0.0%
Others	2.8%	3.6%	1.8%	2.8%	3.6%	2.8%

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?

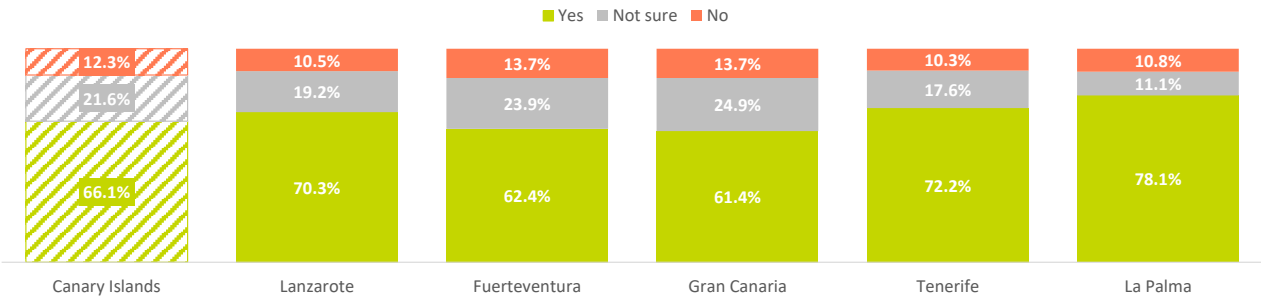|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	40.1%	47.0%	40.3%	36.5%	41.8%	36.9%
No	34.5%	26.6%	34.3%	36.3%	35.6%	29.9%
Not remember	25.4%	26.5%	25.4%	27.2%	22.6%	33.2%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	20.2%	16.0%	20.5%	23.4%	18.5%	13.7%
No	79.8%	84.0%	79.5%	76.6%	81.5%	86.3%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	66.1%	70.3%	62.4%	61.4%	72.2%	78.1%
- For any purpose	14.7%	18.4%	12.5%	13.3%	16.8%	16.8%
- Improve living conditions	13.6%	12.3%	11.9%	13.9%	15.3%	14.0%
- Improve economic development	4.4%	2.5%	5.3%	4.3%	3.9%	7.4%
- Improve the environment	25.4%	28.2%	24.7%	21.4%	28.9%	31.0%
- Improve the tourist environment	2.8%	3.9%	2.7%	3.1%	2.3%	1.8%
- Other purposes	5.3%	5.0%	5.4%	5.4%	5.0%	7.0%
Not sure	21.6%	19.2%	23.9%	24.9%	17.6%	11.1%
No	12.3%	10.5%	13.7%	13.7%	10.3%	10.8%

How much would they be willing to pay?

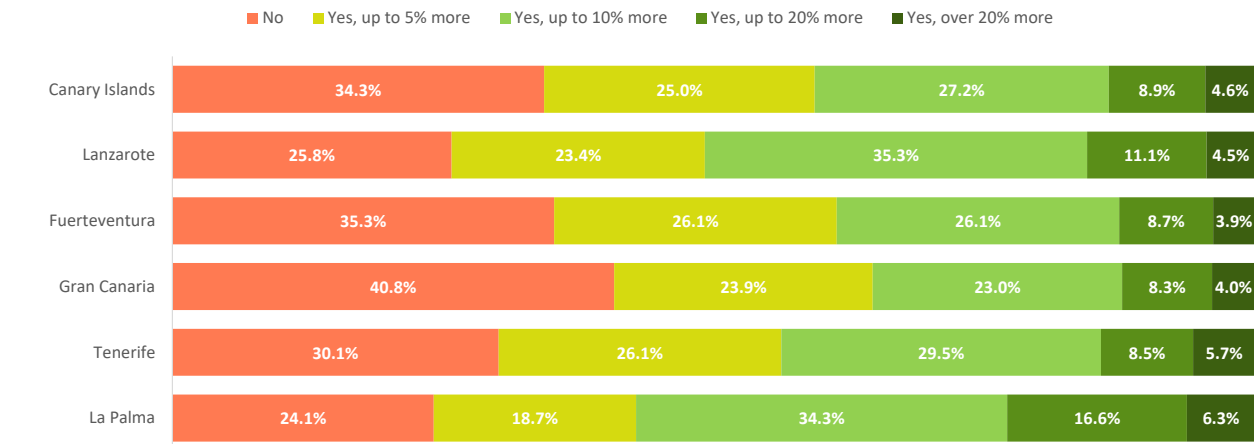|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	31.1%	32.4%	32.3%	35.2%	25.9%	25.3%
Up to 2 euros	40.1%	43.2%	39.4%	37.9%	41.7%	43.0%
Up to 3 euros	20.1%	15.5%	20.6%	20.0%	21.3%	20.9%
More than 3 euros	8.7%	9.0%	7.7%	6.9%	11.1%	10.9%

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

Island	No	Yes, but only if it not inconvenient	Yes, even if it means some inconvenience
Canary Islands	44.3%	37.1%	18.7%
Lanzarote	38.1%	42.8%	19.1%
Fuerteventura	50.0%	34.2%	15.8%
Gran Canaria	45.5%	36.0%	18.5%
Tenerife	39.8%	38.9%	21.3%
La Palma	39.5%	40.3%	20.2%
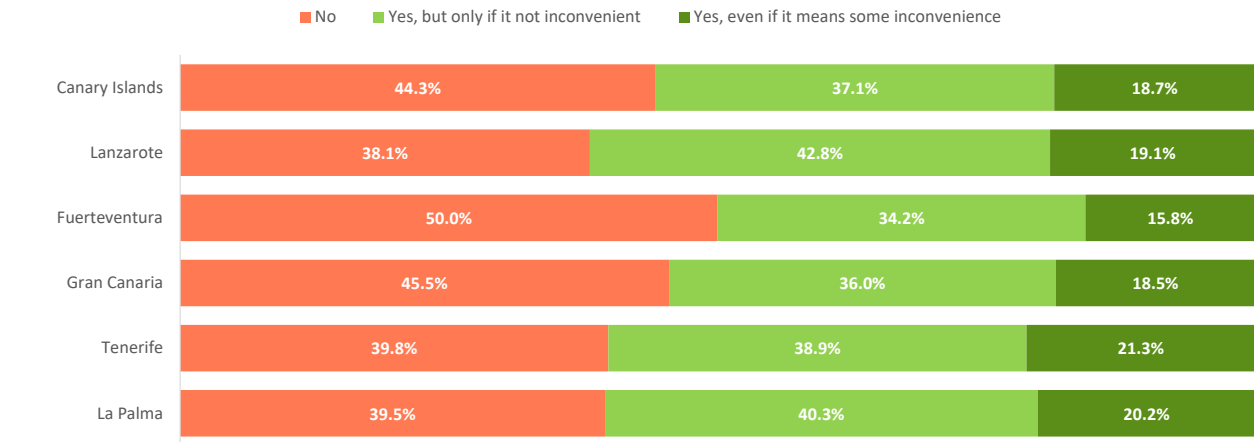
Would they be willing to spend more on travel to reduce their carbon footprint?

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

Island	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
Canary Islands	34.3%	25.0%	27.2%	8.9%	4.6%
Lanzarote	25.8%	23.4%	35.3%	11.1%	4.5%
Fuerteventura	35.3%	26.1%	26.1%	8.7%	3.9%
Gran Canaria	40.8%	23.9%	23.0%	8.3%	4.0%
Tenerife	30.1%	26.1%	29.5%	8.5%	5.7%
La Palma	24.1%	18.7%	34.3%	16.6%	6.3%

Percepcion of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.8	8.0	7.5	7.9	7.9	8.1
Tolerance towards tourism	8.5	8.5	8.5	8.6	8.5	8.6
Cleanliness of the island	7.8	8.1	7.9	7.7	7.7	8.4
Air quality	8.5	8.7	8.6	8.4	8.3	8.8
Rational water consumption	6.9	7.2	6.9	6.9	6.9	7.4
Energy saving	6.4	6.5	6.4	6.5	6.3	6.7
Use of renewable energy	6.4	6.3	6.0	6.8	6.3	6.3
Recycling	6.3	6.3	6.4	6.4	6.1	6.2
Easy to get around by public transport	7.2	6.9	6.7	7.7	7.1	7.2
Overcrowding in tourist areas	5.6	5.5	5.6	5.7	5.4	5.4
Supply of local products	6.8	7.0	6.6	6.9	6.8	7.6

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