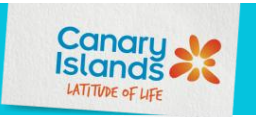


TOURIST PROFILE BY ISLAND OF STAY (2024)

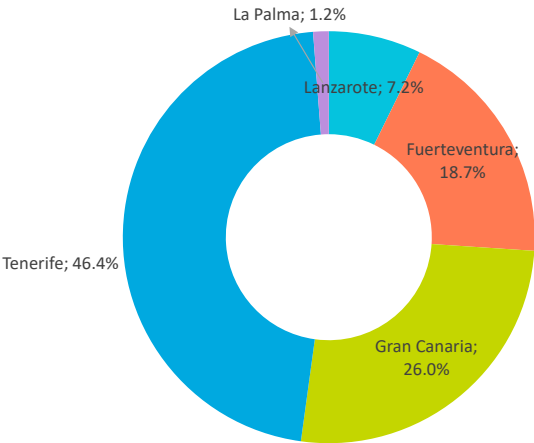
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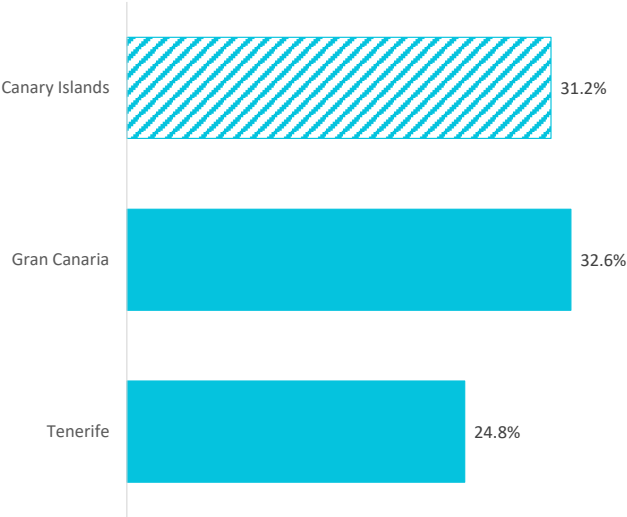
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	124,612	9,011	23,325	32,408	57,849	1,518
% Tourists	100%	7.2%	18.7%	26.0%	46.4%	1.2%
% tourists who book holiday package	31.2%	--	--	32.6%	24.8%	--
Expenditure per tourist (€)	1,656	--	--	2,185	1,435	--
- book holiday package	1,674	--	--	1,533	1,535	--
- holiday package	1,424	--	--	1,267	1,224	--
- others	1,080	--	--	1,850	953	--
- do not book holiday package	1,647	--	--	2,501	1,401	--
- flight	422	--	--	576	362	--
- accommodation	396	--	--	340	398	--
- others	1,080	--	--	1,850	953	--
Average lenght of stay	11.67	--	--	13.83	11.09	--
Average daily expenditure (€)	169.8	--	--	165.7	165.7	--
Average daily expenditure without flight (€)	117.1	--	--	116.3	114.8	--
Average cost of the flight (€)	453.8	--	--	533.8	387.8	--
Total turnover (≥ 16 years old) (€m)	206	--	--	71	83	--
% Turnover	100%	--	--	34.3%	40.2%	--
Turnover without flight (≥ 16 years old) (€m)	150	--	--	54	61	--
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	188,530	7,429	22,881	52,889	105,331	n.d.
Children < 16 years old (FRONTUR - EGT)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.

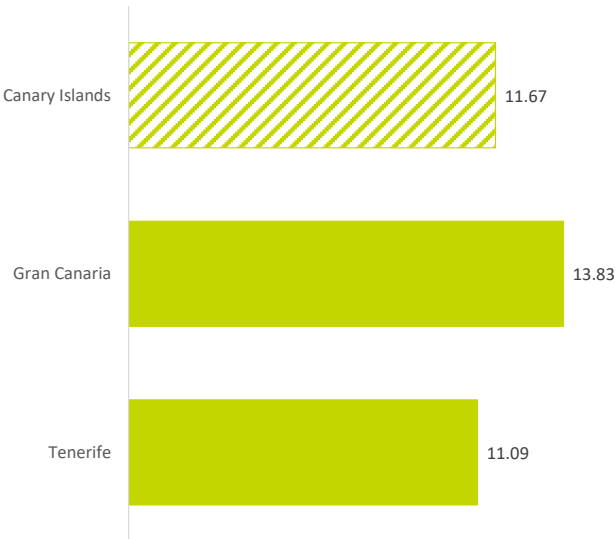
% TOURISTS (≥ 16 years old)



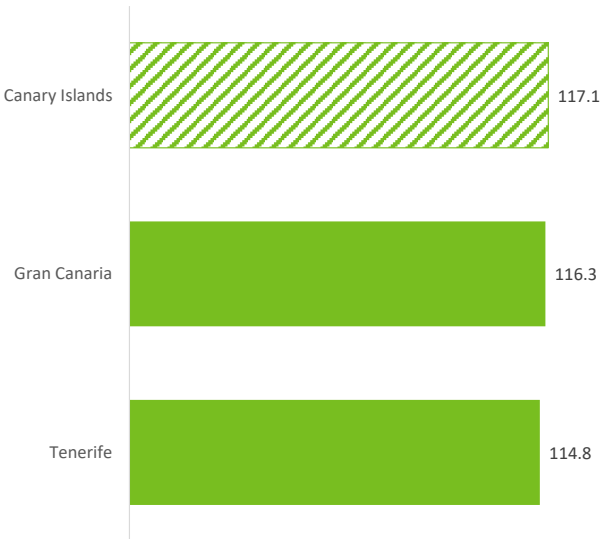
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2024)

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	76.6%	--	--	73.2%	76.1%	--
- Additional accommodation expenses	6.6%	--	--	8.3%	6.0%	--
Transport:						
- National/International Transport	96.4%	--	--	97.6%	95.8%	--
- Flights between islands	5.5%	--	--	4.9%	4.7%	--
- Taxi	36.1%	--	--	36.4%	31.6%	--
- Car rental	46.1%	--	--	29.6%	59.2%	--
- Public transport	11.0%	--	--	16.7%	10.6%	--
Food and drink:						
- Food purchases at supermarkets	64.0%	--	--	65.6%	70.2%	--
- Restaurants	74.3%	--	--	65.5%	86.2%	--
Leisure:						
- Organized excursions	31.9%	--	--	21.8%	39.1%	--
- Sport activities	12.3%	--	--	12.4%	14.1%	--
- Cultural activities	2.9%	--	--	3.2%	3.0%	--
- Museums	6.5%	--	--	5.7%	5.5%	--
- Theme Parks	12.0%	--	--	3.4%	18.5%	--
- Discos and pubs	8.2%	--	--	11.5%	9.9%	--
- Wellness	4.7%	--	--	4.9%	5.9%	--
Purchases of goods:						
- Souvenirs	45.0%	--	--	38.0%	49.0%	--
- Real estate	0.3%	--	--	1.1%	0.0%	--
- Other purchases	0.9%	--	--	1.1%	1.3%	--
Others:						
- Medical expenses	3.9%	--	--	3.5%	4.9%	--
- Other expenses	2.3%	--	--	1.1%	0.5%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Expenditure per tourist and trip (€)						
Accommodation:	895	--	--	844	896	--
- Accommodation	681	--	--	646	604	--
- Additional accommodation expenses	215	--	--	198	292	--
Transport:	820	--	--	835	784	--
- National/International Transport	471	--	--	547	405	--
- Flights between islands	69	--	--	31	69	--
- Taxi	98	--	--	84	109	--
- Car rental	154	--	--	135	174	--
- Public transport	29	--	--	38	28	--
Food and drink:	376	--	--	469	363	--
- Food purchases at supermarkets	169	--	--	303	116	--
- Restaurants	207	--	--	166	246	--
Leisure:	500	--	--	333	599	--
- Organized excursions	85	--	--	69	90	--
- Sport activities	99	--	--	65	129	--
- Cultural activities	26	--	--	20	21	--
- Museums	25	--	--	12	29	--
- Theme Parks	63	--	--	48	71	--
- Discos and pubs	83	--	--	65	99	--
- Wellness	118	--	--	55	160	--
Purchases of goods:	65,165	--	--	65,280	117	--
- Souvenirs	89	--	--	105	87	--
- Real estate	65,000	--	--	65,000	0	--
- Other purchases	76	--	--	175	30	--
Others:	313	--	--	262	64	--
- Medical expenses	33	--	--	72	14	--
- Other expenses	280	--	--	190	50	--

TOURIST PROFILE BY ISLAND OF STAY (2024)

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TOURIST PROFILE

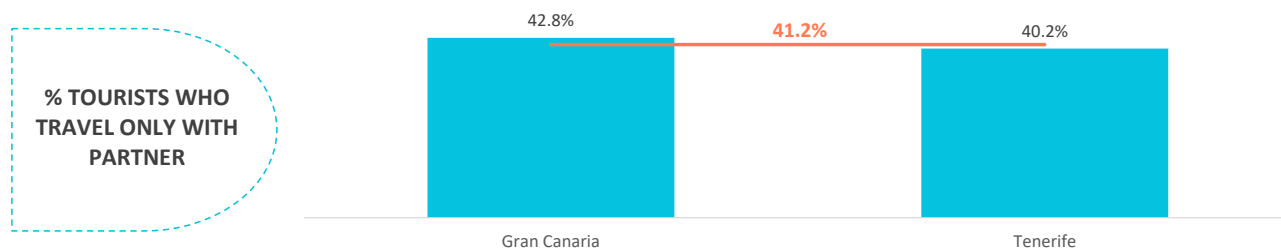
Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	53.2%	--	--	66.3%	55.0%	--
Percentage of women	46.8%	--	--	33.7%	45.0%	--
Age						
Average age (tourists above 16 years old)	40.74	--	--	40.75	39.17	--
Standard deviation	16.0	--	--	16.5	15.0	--
Age range						
16-24 years old	15.0%	--	--	17.3%	14.0%	--
25-30 years old	19.1%	--	--	17.8%	24.3%	--
31-45 years old	34.1%	--	--	29.4%	35.1%	--
46-60 years old	16.4%	--	--	18.6%	15.2%	--
Over 60 years old	15.4%	--	--	16.9%	11.4%	--
Occupation						
Salaried worker	60.7%	--	--	65.2%	62.2%	--
Self-employed	10.7%	--	--	12.2%	12.1%	--
Unemployed	0.0%	--	--	0.0%	0.0%	--
Business owner	9.2%	--	--	4.3%	11.9%	--
Student	4.5%	--	--	5.1%	2.2%	--
Retired	14.5%	--	--	13.1%	11.6%	--
Unpaid domestic work	0.0%	--	--	0.0%	0.0%	--
Others	0.4%	--	--	0.0%	0.0%	--
Annual household income level						
Less than €25,000	10.5%	--	--	11.2%	8.2%	--
€25,000 - €49,999	37.8%	--	--	41.2%	32.4%	--
€50,000 - €74,999	25.1%	--	--	28.6%	25.5%	--
More than €74,999	26.6%	--	--	19.0%	33.9%	--
Education level						
No studies	0.9%	--	--	1.2%	0.6%	--
Primary education	6.6%	--	--	6.9%	5.7%	--
Secondary education	17.7%	--	--	21.2%	14.4%	--
Higher education	74.9%	--	--	70.7%	79.4%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	18.7%	--	--	19.0%	21.1%	--
Only with partner	41.2%	--	--	42.8%	40.2%	--
Only with children (< 13 years old)	3.4%	--	--	1.6%	2.3%	--
Partner + children (< 13 years old)	4.8%	--	--	3.3%	5.4%	--
Other relatives	7.2%	--	--	2.4%	8.5%	--
Friends	11.8%	--	--	17.4%	9.5%	--
Work colleagues	0.5%	--	--	0.0%	1.0%	--
Organized trip	0.3%	--	--	0.0%	0.6%	--
Other combinations ⁽²⁾	12.2%	--	--	13.5%	11.5%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	0.1%	--	--	0.0%	0.1%	--
- Between 0 and 2 years old	0.0%	--	--	0.0%	0.0%	--
- Between 3 and 12 years old	0.1%	--	--	0.0%	0.1%	--
- Between 0 - 2 and 3-12 years old	0.0%	--	--	0.0%	0.0%	--
Tourists without children	99.9%	--	--	100.0%	99.9%	--
Group composition:						
- 1 person	20.8%	--	--	22.8%	21.7%	--
- 2 people	52.9%	--	--	53.8%	51.5%	--
- 3 people	9.7%	--	--	6.3%	8.8%	--
- 4 or 5 people	14.0%	--	--	15.7%	13.6%	--
- 6 or more people	2.6%	--	--	1.4%	4.5%	--
Average group size:	2.35	--	--	2.24	2.44	--

*People who share the main expenses of the trip



TOURIST PROFILE BY ISLAND OF STAY (2024)

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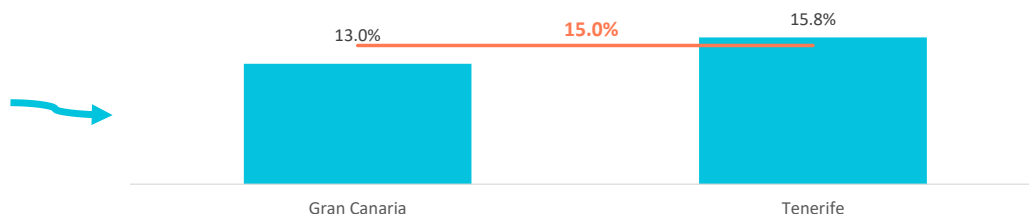


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.1%	--	--	1.8%	0.7%	--
Between 1 and 30 days	25.1%	--	--	35.3%	24.1%	--
Between 1 and 2 months	29.9%	--	--	21.3%	35.5%	--
Between 3 and 6 months	29.0%	--	--	28.6%	23.8%	--
More than 6 months	15.0%	--	--	13.0%	15.8%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



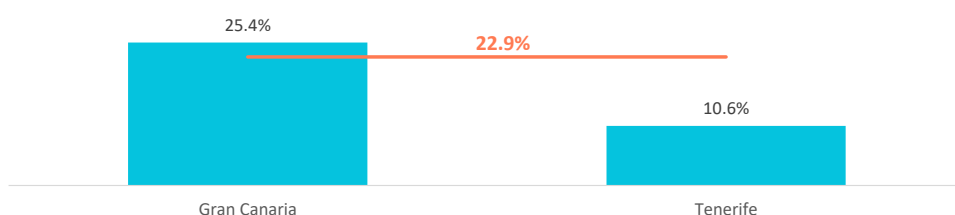
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	64.0%	--	--	61.5%	69.6%	--
- Tour Operator or Travel Agency	36.0%	--	--	38.5%	30.4%	--
Accommodation						
- Directly with the accommodation	42.8%	--	--	42.8%	46.1%	--
- Tour Operator or Travel Agency	57.2%	--	--	57.2%	53.9%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	36.2%	--	--	34.3%	44.4%	--
Bed and Breakfast	18.4%	--	--	16.2%	25.0%	--
Half board	20.0%	--	--	23.5%	19.0%	--
Full board	2.6%	--	--	0.6%	1.0%	--
All inclusive	22.9%	--	--	25.4%	10.6%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



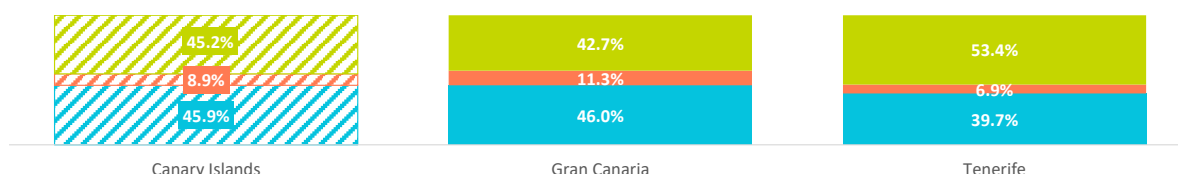
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	9.2%	--	--	8.6%	9.5%	--
4* Hotel	29.3%	--	--	26.5%	24.2%	--
5* Hotel / 5* Luxury Hotel	7.5%	--	--	10.8%	5.9%	--
Aparthotel / Tourist Villa	8.9%	--	--	11.3%	6.9%	--
House/room rented in a private dwelling	0.0%	--	--	0.0%	0.0%	--
Private accommodation ⁽¹⁾	15.2%	--	--	17.0%	17.6%	--
Others (Cottage, cruise, camping,...)	6.9%	--	--	6.9%	6.8%	--

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



TOURIST PROFILE BY ISLAND OF STAY (2024)

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TRIP MOTIVATION AND DESTINATION CHOICE

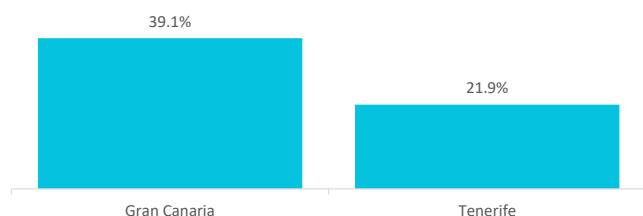
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	83.9%	--	--	82.3%	82.3%	--
Family reasons	12.7%	--	--	15.6%	12.6%	--
Business	0.4%	--	--	1.6%	0.0%	--
Education and training	0.5%	--	--	0.0%	1.0%	--
Sports training	2.4%	--	--	0.5%	4.2%	--
Health	0.0%	--	--	0.0%	0.0%	--
Conventions and Exhibitions	0.0%	--	--	0.0%	0.0%	--
Others	0.1%	--	--	0.0%	0.0%	--

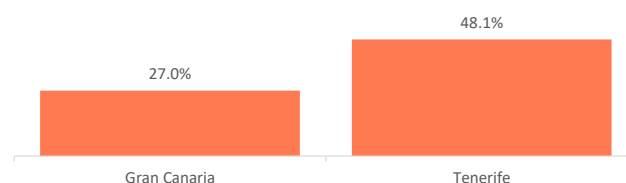
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	27.9%	--	--	39.1%	21.9%	--
Enjoy family time	14.2%	--	--	14.7%	15.5%	--
Have fun	11.3%	--	--	14.5%	9.5%	--
Explore the destination	40.3%	--	--	27.0%	48.1%	--
Practice their hobbies	4.4%	--	--	3.2%	2.3%	--
Other reasons	1.9%	--	--	1.5%	2.7%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	70.3%	--	--	64.3%	72.7%	--
Safety	64.9%	--	--	65.9%	58.8%	--
Tranquility	54.9%	--	--	61.0%	50.6%	--
Sea	50.8%	--	--	48.8%	61.0%	--
Accommodation supply	50.6%	--	--	52.1%	36.0%	--
Beaches	49.0%	--	--	53.7%	49.4%	--
Effortless trip	46.8%	--	--	44.8%	43.9%	--
Price	41.8%	--	--	41.8%	40.6%	--
European belonging	41.4%	--	--	41.0%	41.3%	--
Landscapes	35.6%	--	--	40.3%	36.5%	--
Environment	35.1%	--	--	36.3%	29.1%	--
Gastronomy	26.2%	--	--	30.6%	23.6%	--
Fun possibilities	26.2%	--	--	37.1%	21.1%	--
Authenticity	24.8%	--	--	25.8%	30.7%	--
Exoticism	24.4%	--	--	30.6%	23.5%	--
Hiking trail network	15.5%	--	--	20.7%	12.7%	--
Shopping	12.9%	--	--	19.2%	12.1%	--
Culture	12.6%	--	--	20.1%	13.2%	--
Historical heritage	11.3%	--	--	8.3%	14.0%	--
Nightlife	11.1%	--	--	21.1%	5.6%	--

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	38.5%	--	--	35.6%	44.8%	--
Friends or relatives	32.1%	--	--	39.0%	34.0%	--
Internet or social media	55.8%	--	--	47.1%	58.6%	--
Mass Media	3.7%	--	--	4.8%	4.2%	--
Travel guides and magazines	14.5%	--	--	11.8%	18.8%	--
Travel Blogs or Forums	13.8%	--	--	9.9%	18.5%	--
Travel TV Channels	2.0%	--	--	2.5%	2.6%	--
Tour Operator or Travel Agency	15.6%	--	--	13.4%	12.0%	--
Public administrations or similar	0.2%	--	--	0.8%	0.0%	--
Others	3.8%	--	--	3.6%	4.4%	--

* Multi-choise question

TOURIST PROFILE BY ISLAND OF STAY (2024)

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SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	9.00	--	--	9.03	9.06	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	1.9%	--	--	1.2%	3.0%	--
Lived up to expectations	47.8%	--	--	50.7%	45.2%	--
Better or much better than expected	50.3%	--	--	48.1%	51.7%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.88	--	--	8.78	8.94	--
Recommend visiting the Canary Islands	9.23	--	--	9.21	9.31	--

RETURN TO THE CANARY

Canary Islands
8.88

8.78

9.21

8.94

9.31

Gran Canaria

Tenerife

RECOMMEND VISITING THE CANARY ISLANDS

Canary Islands
9.23

How many are loyal to the Canary Islands?

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	39.2%	--	--	39.4%	38.2%	--
Repeat tourists	60.8%	--	--	60.6%	61.8%	--
At least 10 previous visits	17.8%	--	--	24.1%	14.0%	--
Repeat tourists (last 5 years)	55.5%	--	--	53.1%	57.2%	--
Repeat tourists (last 5 years) (5 or more visits)	13.9%	--	--	18.6%	12.6%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	19.8%	--	--	8.5%	19.8%	--
Fuerteventura	24.9%	--	--	23.0%	17.4%	--
Gran Canaria	37.5%	--	--	56.5%	13.6%	--
Tenerife	43.5%	--	--	9.3%	57.8%	--
La Palma	10.4%	--	--	15.1%	34.6%	--
CANARY ISLANDS	60.8%	--	--	60.6%	61.8%	--

How to interpret the table

- Column **Canary Islands** = refers to the % of repeat austrian tourists on each island regardless of island of stay in this trip (2024).
- Column **each island** = refers to the % of repeat austrian tourists on each island by island of stay in 2024. For example: 56.5% refers to % repeat austrian tourists who repeat Gran Canaria in 2024 and stay in Gran Canaria in this trip. 9.3% austrian tourists who stay in Gran Canaria in 2024 and has previously been to Tenerife.
- Row **CANARY ISLANDS** = refers to the % repeat austrian tourists by island of stay. For exdample: 61.8% refers to % austrian 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	90.8%	--	--	87.6%	93.8%	--
Two islands	6.7%	--	--	9.4%	4.7%	--
Three or more islands	2.5%	--	--	2.9%	1.5%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	8.9%	--	--	3.1%	0.0%	--
Fuerteventura	19.0%	--	--	0.7%	0.0%	--
Gran Canaria	27.9%	--	--	100%	0.7%	--
Tenerife	47.3%	--	--	0.9%	100%	--
La Gomera	1.7%	--	--	0.0%	3.3%	--
La Palma	1.4%	--	--	0.8%	0.0%	--
El Hierro	0.6%	--	--	2.1%	0.0%	--
Cruise	0.6%	--	--	1.4%	0.0%	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	0.9%	--	--	1.5%	0.6%	--
1 - 2 hours	6.5%	--	--	6.2%	3.5%	--
3 - 6 hours	32.0%	--	--	35.5%	23.6%	--
7 - 12 hours	51.3%	--	--	49.5%	62.2%	--
More than 12 hours	9.3%	--	--	7.4%	10.2%	--
Outdoor time per day	8.0	--	--	7.8	8.7	--



Canary Islands
8

7.8

Gran Canaria

8.7

Tenerife

Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	80.1%	--	--	84.4%	78.0%	--
Beach	70.2%	--	--	66.8%	74.6%	--
Swimming pool, hotel facilities	68.9%	--	--	63.6%	75.9%	--
Explore the island on their own	46.2%	--	--	48.7%	49.8%	--
Taste Canarian gastronomy	38.5%	--	--	44.4%	37.1%	--
Hiking	34.0%	--	--	40.1%	36.0%	--
Organized excursions	19.3%	--	--	16.4%	26.9%	--
Nightlife / concerts / shows	17.5%	--	--	22.6%	14.8%	--
Theme parks	16.9%	--	--	26.4%	14.5%	--
Sea excursions / whale watching	15.5%	--	--	21.3%	14.9%	--
Wineries / markets / popular festivals	15.4%	--	--	18.4%	14.8%	--
Museums / exhibitions	14.3%	--	--	7.5%	21.8%	--
Other Nature Activities	13.9%	--	--	15.0%	12.6%	--
Swim	10.1%	--	--	8.5%	12.3%	--
Beauty and health treatments	8.3%	--	--	4.2%	10.8%	--
Running	8.1%	--	--	10.4%	9.6%	--
Practice other sports	7.8%	--	--	1.4%	12.2%	--
Astronomical observation	5.5%	--	--	7.8%	3.6%	--
Cycling / Mountain bike	4.3%	--	--	0.7%	4.3%	--
Surf	3.3%	--	--	0.8%	3.4%	--
Scuba Diving	2.6%	--	--	3.1%	2.8%	--
Golf	2.5%	--	--	3.9%	2.1%	--
Windsurf / Kitesurf	2.5%	--	--	1.6%	3.2%	--

WALK, WANDER

BEACH



TOURIST PROFILE BY ISLAND OF STAY (2024)

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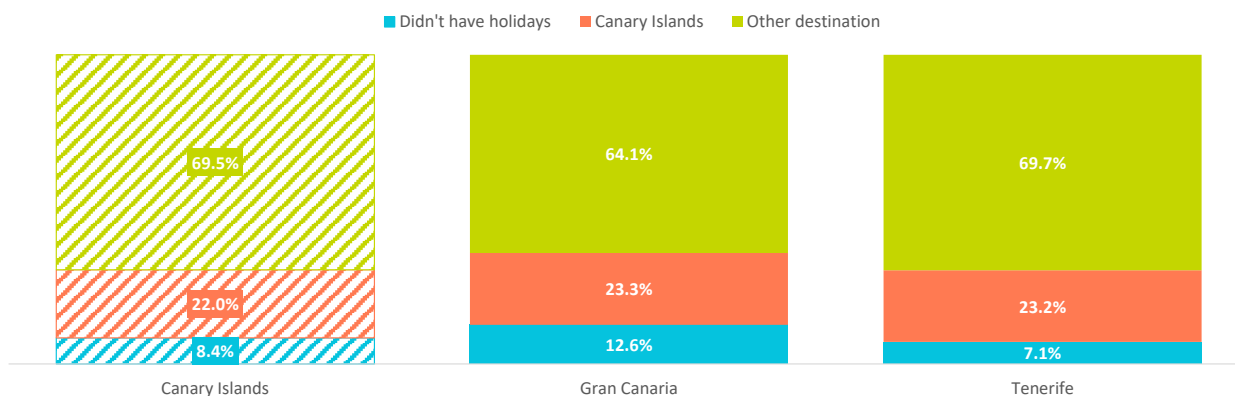


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	8.4%	--	--	12.6%	7.1%	--
Canary Islands	22.0%	--	--	23.3%	23.2%	--
Other destination	69.5%	--	--	64.1%	69.7%	--
- Balearic Islands	3.5%	--	--	6.8%	3.1%	--
- Rest of Spain	5.4%	--	--	6.0%	4.3%	--
- Italy	9.9%	--	--	8.5%	12.3%	--
- France	3.3%	--	--	4.8%	2.3%	--
- Turkey	2.0%	--	--	2.0%	2.6%	--
- Greece	10.4%	--	--	9.1%	10.4%	--
- Portugal	3.8%	--	--	1.8%	4.8%	--
- Croatia	8.8%	--	--	9.7%	5.6%	--
- Egypt	2.7%	--	--	1.4%	3.0%	--
- Tunisia	0.2%	--	--	0.0%	0.0%	--
- Morocco	0.3%	--	--	1.0%	0.0%	--
- Others	19.1%	--	--	13.0%	21.2%	--

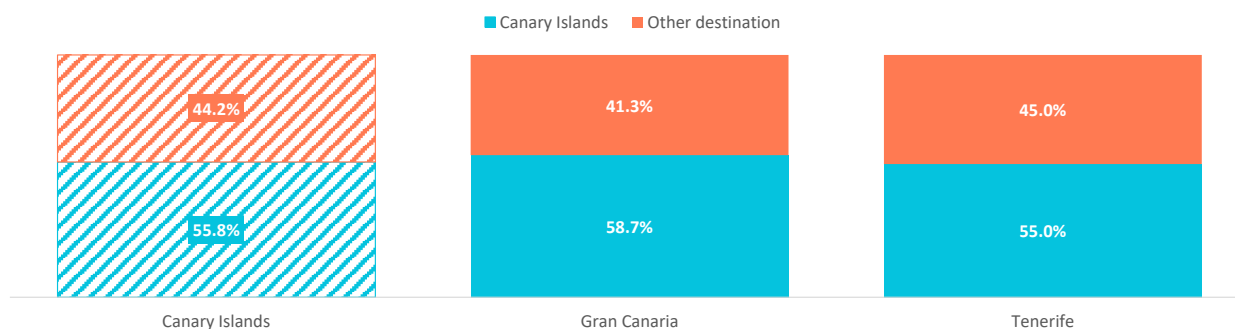
* Percentage of valid answers



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")	27.6%	--	--	19.7%	30.4%	--
Canary Islands (other island)	28.3%	--	--	38.9%	24.6%	--
Other destination	44.2%	--	--	41.3%	45.0%	--
- Balearic Islands	2.7%	--	--	3.4%	1.7%	--
- Rest of Spain	8.3%	--	--	6.8%	8.8%	--
- Italy	4.8%	--	--	6.2%	4.5%	--
- France	0.6%	--	--	0.0%	0.9%	--
- Turkey	0.8%	--	--	1.6%	0.8%	--
- Greece	7.7%	--	--	5.4%	8.1%	--
- Portugal	7.6%	--	--	6.5%	8.4%	--
- Croatia	3.5%	--	--	3.7%	3.5%	--
- Egypt	3.5%	--	--	4.7%	2.7%	--
- Others	4.4%	--	--	3.1%	5.5%	--

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2024)

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FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Austria	67.5%	--	--	66.8%	74.6%	--
Germany	19.8%	--	--	16.1%	18.4%	--
Switzerland	2.7%	--	--	1.5%	2.5%	--
Italy	1.3%	--	--	3.6%	0.0%	--
Portugal	1.1%	--	--	0.0%	2.5%	--
Others	7.6%	--	--	12.1%	2.0%	--

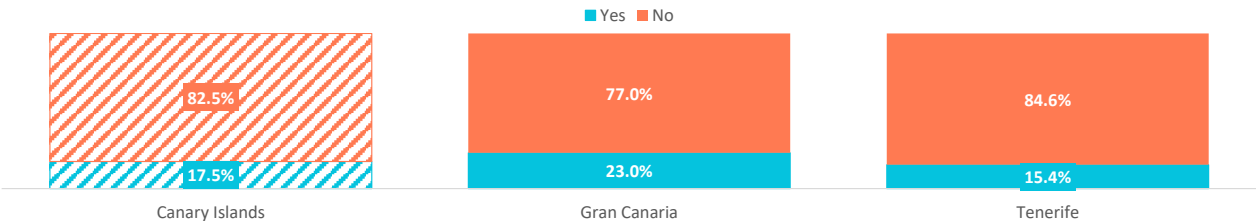
TOURIST TAX (Data available from Q2 2024)

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	45.4%	--	--	42.5%	46.4%	--
No	25.0%	--	--	35.4%	24.8%	--
Not remember	29.6%	--	--	22.2%	28.8%	--

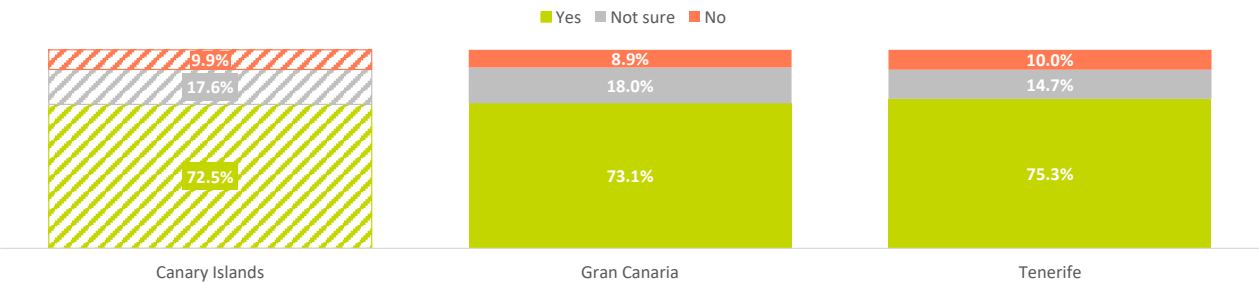
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	17.5%	--	--	23.0%	15.4%	--
No	82.5%	--	--	77.0%	84.6%	--



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	72.5%	--	--	73.1%	75.3%	--
- For any purpose	19.3%	--	--	19.4%	24.4%	--
- Improve living conditions	11.5%	--	--	15.2%	12.0%	--
- Improve economic development	4.0%	--	--	2.4%	1.7%	--
- Improve the environment	30.3%	--	--	28.9%	29.4%	--
- Improve the tourist environment	5.4%	--	--	3.1%	7.9%	--
- Other purposes	2.0%	--	--	4.1%	0.0%	--
Not sure	17.6%	--	--	18.0%	14.7%	--
No	9.9%	--	--	8.9%	10.0%	--



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	34.2%	--	--	23.8%	38.9%	--
Up to 2 euros	34.4%	--	--	31.1%	35.7%	--
Up to 3 euros	20.4%	--	--	31.8%	14.2%	--
More than 3 euros	11.0%	--	--	13.4%	11.2%	--

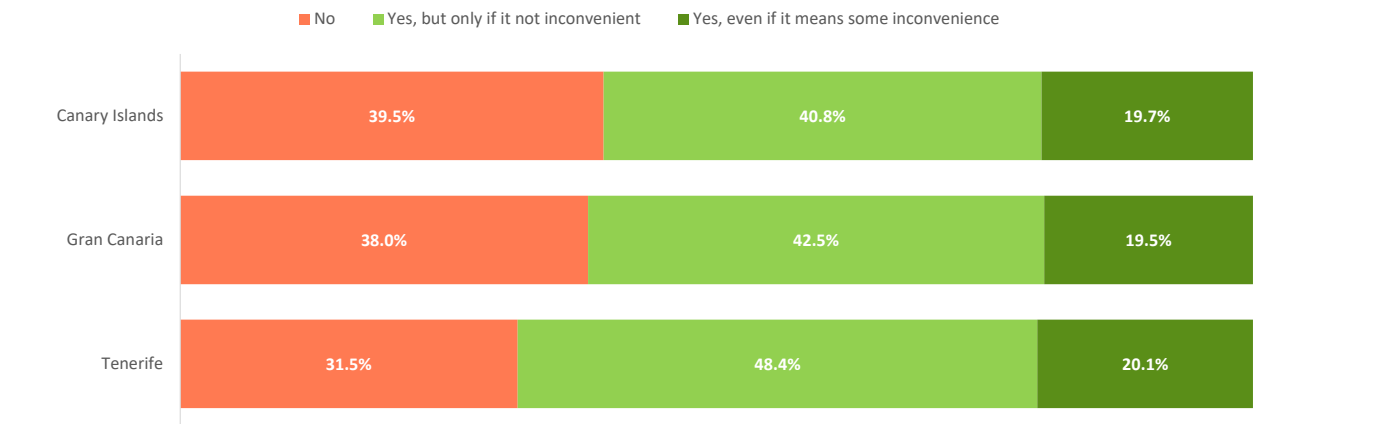
TOURIST PROFILE BY ISLAND OF STAY (2024)

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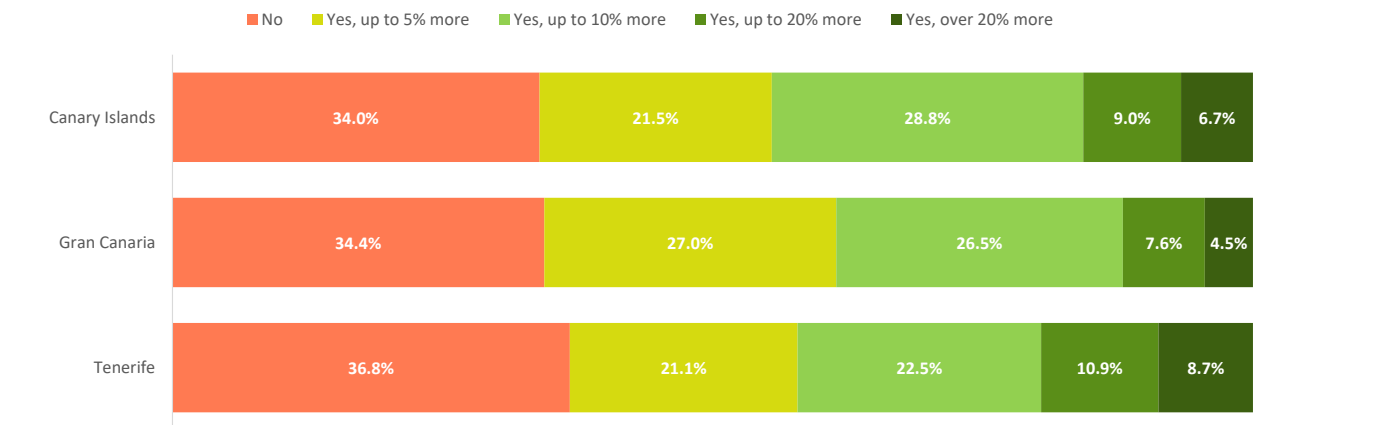


SUSTAINABLE DESTINATION (DATA = 2023)

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?



Perception of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.1	--	--	8.0	8.4	--
Tolerance towards tourism	8.7	--	--	8.9	8.6	--
Cleanliness of the island	7.9	--	--	7.7	7.8	--
Air quality	8.4	--	--	8.4	8.3	--
Rational water consumption	7.1	--	--	7.2	6.8	--
Energy saving	6.3	--	--	6.6	6.1	--
Use of renewable energy	6.5	--	--	7.2	6.3	--
Recycling	6.5	--	--	6.6	6.5	--
Easy to get around by public transport	7.1	--	--	7.7	7.4	--
Overcrowding in tourist areas	5.8	--	--	6.1	5.5	--
Supply of local products	7.0	--	--	7.0	7.0	--

* 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.