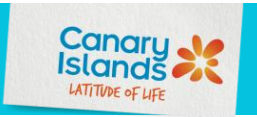


TOURIST PROFILE BY ISLAND OF STAY (2024)

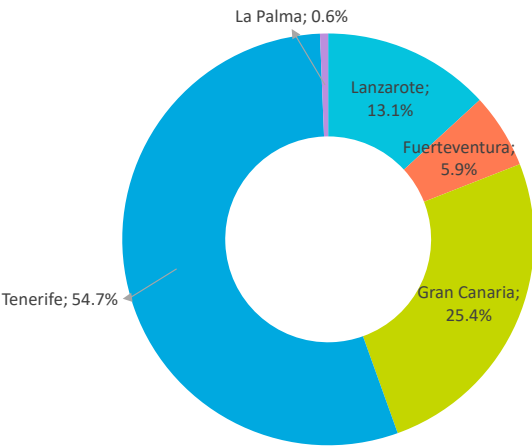
BELGIUM



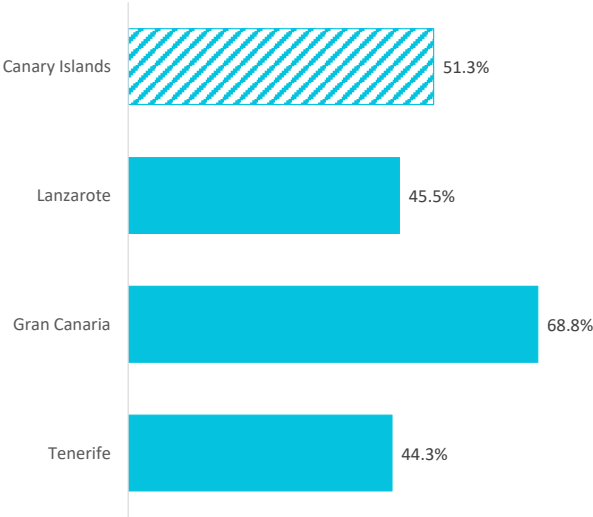
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	428,771	56,329	25,206	108,978	234,709	2,734
% Tourists	100%	13.1%	5.9%	25.4%	54.7%	0.6%
% tourists who book holiday package	51.3%	45.5%	--	68.8%	44.3%	--
Expenditure per tourist (€)	1,747	1,526	--	1,481	1,966	--
- book holiday package	1,784	1,943	--	1,658	1,868	--
- holiday package	1,658	1,731	--	1,787	1,581	--
- others	1,142	654	--	207	1,676	--
- do not book holiday package	1,708	1,177	--	1,094	2,044	--
- flight	361	310	--	339	381	--
- accommodation	330	425	--	419	273	--
- others	1,142	654	--	207	1,676	--
Average lenght of stay	10.08	9.26	--	9.36	10.82	--
Average daily expenditure (€)	193.2	177.1	--	169.7	209.5	--
Average daily expenditure without flight (€)	135.3	127.8	--	108.9	151.1	--
Average cost of the flight (€)	490.2	424.1	--	513.3	501.3	--
Total turnover (≥ 16 years old) (€m)	749	86	--	161	462	--
% Turnover	100%	11.5%	--	21.6%	61.6%	--
Turnover without flight (≥ 16 years old) (€m)	539	62	--	105	344	--
Tourist arrivals (FRONTUR)	480,675	64,508	27,856	121,347	262,958	3,101
Passenger arrivals on non-stop flights (AENA)	458,446	54,410	19,009	115,562	269,465	n.d.
Children < 16 years old (FRONTUR - EGT)	51,904	8,179	2,650	12,369	28,249	367

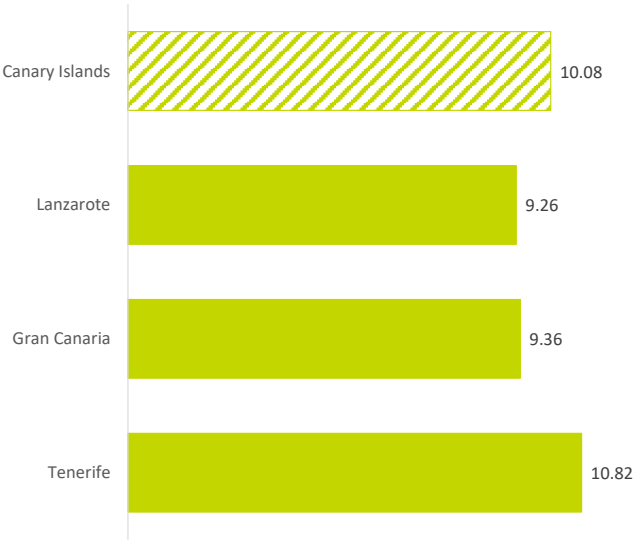
% TOURISTS (≥ 16 years old)



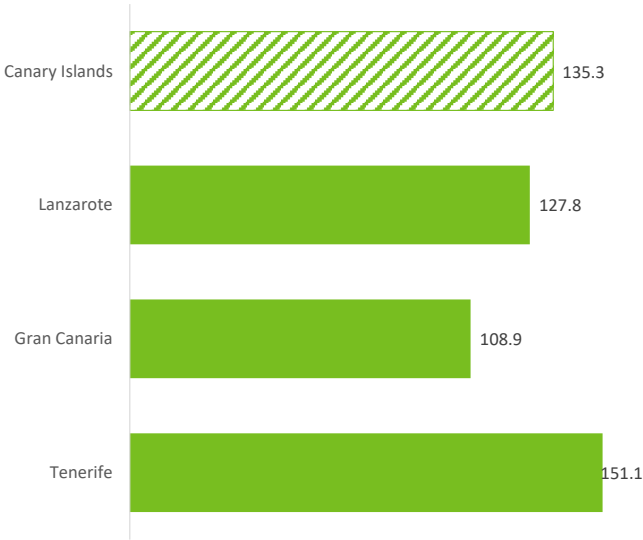
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2024)

BELGIUM



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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	76.2%	87.2%	--	76.5%	71.5%	--
- Additional accommodation expenses	5.4%	1.8%	--	7.1%	4.8%	--
Transport:						
- National/International Transport	91.5%	98.4%	--	82.0%	94.0%	--
- Flights between islands	5.5%	4.4%	--	3.1%	5.6%	--
- Taxi	48.4%	33.3%	--	48.6%	54.8%	--
- Car rental	34.5%	42.0%	--	20.6%	37.9%	--
- Public transport	12.2%	7.2%	--	14.2%	12.4%	--
Food and drink:						
- Food purchases at supermarkets	56.4%	60.8%	--	40.9%	61.7%	--
- Restaurants	64.7%	69.5%	--	48.1%	71.5%	--
Leisure:						
- Organized excursions	27.7%	35.9%	--	15.6%	32.1%	--
- Sport activities	10.3%	20.8%	--	6.3%	9.0%	--
- Cultural activities	3.1%	4.0%	--	2.7%	3.4%	--
- Museums	6.2%	23.1%	--	4.2%	3.5%	--
- Theme Parks	9.5%	2.7%	--	3.6%	14.2%	--
- Discos and pubs	5.2%	8.5%	--	3.5%	4.9%	--
- Wellness	5.5%	5.2%	--	3.3%	6.3%	--
Purchases of goods:						
- Souvenirs	38.3%	39.0%	--	36.2%	39.1%	--
- Real estate	0.2%	0.0%	--	0.0%	0.4%	--
- Other purchases	1.8%	0.6%	--	1.8%	1.8%	--
Others:						
- Medical expenses	6.7%	4.9%	--	6.3%	7.3%	--
- Other expenses	3.7%	4.3%	--	1.6%	3.4%	--

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:	873	995	--	1,015	798	--
- Accommodation	783	851	--	893	726	--
- Additional accommodation expenses	90	144	--	122	72	--
Transport:	863	642	--	854	908	--
- National/International Transport	535	431	--	626	534	--
- Flights between islands	81	28	--	30	101	--
- Taxi	87	50	--	69	100	--
- Car rental	126	118	--	90	138	--
- Public transport	34	15	--	39	36	--
Food and drink:	339	267	--	297	382	--
- Food purchases at supermarkets	130	90	--	112	149	--
- Restaurants	210	177	--	185	233	--
Leisure:	572	439	--	499	608	--
- Organized excursions	86	68	--	70	93	--
- Sport activities	119	117	--	105	113	--
- Cultural activities	82	36	--	127	81	--
- Museums	44	64	--	12	35	--
- Theme Parks	71	32	--	52	77	--
- Discos and pubs	83	50	--	59	116	--
- Wellness	87	73	--	74	92	--
Purchases of goods:	125,173	190	--	265	125,140	--
- Souvenirs	102	80	--	126	102	--
- Real estate	125,000	0	--	0	125,000	--
- Other purchases	70	110	--	139	38	--
Others:	147	117	--	212	161	--
- Medical expenses	61	57	--	86	56	--
- Other expenses	86	59	--	126	105	--

TOURIST PROFILE BY ISLAND OF STAY (2024)

BELGIUM



TOURIST PROFILE

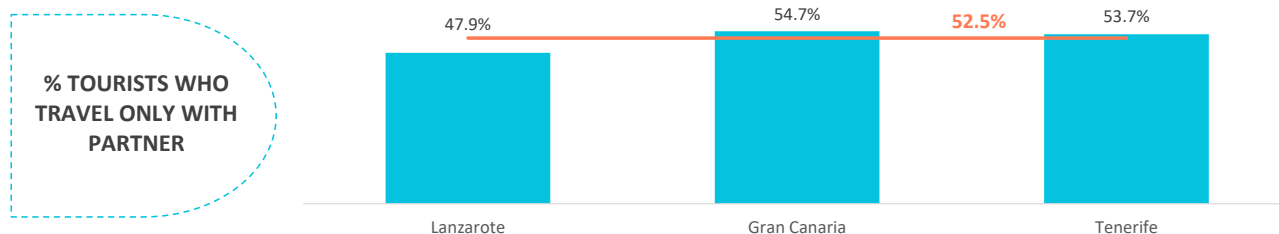
Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	50.7%	50.0%	--	50.6%	49.7%	--
Percentage of women	49.3%	50.0%	--	49.4%	50.3%	--
Age						
Average age (tourists above 16 years old)	49.87	47.11	--	50.77	50.46	--
Standard deviation	16.7	16.9	--	17.4	16.4	--
Age range						
16-24 years old	8.0%	9.8%	--	10.1%	7.0%	--
25-30 years old	8.4%	11.5%	--	6.3%	8.3%	--
31-45 years old	24.6%	25.7%	--	21.2%	24.8%	--
46-60 years old	28.1%	26.6%	--	30.0%	27.0%	--
Over 60 years old	30.9%	26.3%	--	32.4%	32.9%	--
Occupation						
Salaried worker	45.7%	45.1%	--	43.5%	45.8%	--
Self-employed	11.0%	17.3%	--	7.4%	11.2%	--
Unemployed	0.6%	0.0%	--	0.2%	0.7%	--
Business owner	9.6%	8.2%	--	10.5%	9.2%	--
Student	4.1%	3.3%	--	7.0%	2.9%	--
Retired	27.4%	25.0%	--	27.9%	28.9%	--
Unpaid domestic work	0.6%	0.8%	--	1.1%	0.5%	--
Others	1.1%	0.3%	--	2.4%	0.8%	--
Annual household income level						
Less than €25,000	10.9%	8.1%	--	11.4%	12.3%	--
€25,000 - €49,999	39.4%	37.6%	--	36.7%	41.5%	--
€50,000 - €74,999	31.9%	34.8%	--	31.1%	31.5%	--
More than €74,999	17.8%	19.5%	--	20.9%	14.7%	--
Education level						
No studies	1.0%	1.2%	--	1.0%	1.0%	--
Primary education	2.0%	2.1%	--	0.9%	2.2%	--
Secondary education	31.1%	21.9%	--	33.1%	32.9%	--
Higher education	66.0%	74.8%	--	65.0%	64.0%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	10.2%	12.5%	--	10.5%	8.8%	--
Only with partner	52.5%	47.9%	--	54.7%	53.7%	--
Only with children (< 13 years old)	3.7%	4.7%	--	4.5%	3.3%	--
Partner + children (< 13 years old)	6.9%	7.0%	--	7.1%	6.4%	--
Other relatives	7.9%	4.8%	--	7.9%	8.9%	--
Friends	4.3%	5.8%	--	3.5%	4.2%	--
Work colleagues	0.0%	0.0%	--	0.0%	0.0%	--
Organized trip	0.4%	1.0%	--	0.4%	0.1%	--
Other combinations ⁽²⁾	14.1%	16.3%	--	11.5%	14.5%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	0.4%	0.3%	--	0.4%	0.6%	--
- Between 0 and 2 years old	0.0%	0.0%	--	0.0%	0.0%	--
- Between 3 and 12 years old	0.4%	0.3%	--	0.4%	0.5%	--
- Between 0 - 2 and 3-12 years old	0.0%	0.1%	--	0.0%	0.1%	--
Tourists without children	99.6%	99.7%	--	99.6%	99.4%	--
Group composition:						
- 1 person	11.1%	12.5%	--	10.8%	10.1%	--
- 2 people	61.3%	62.6%	--	62.8%	61.6%	--
- 3 people	10.0%	8.7%	--	12.4%	9.4%	--
- 4 or 5 people	14.0%	12.0%	--	12.2%	14.5%	--
- 6 or more people	3.6%	4.1%	--	1.8%	4.3%	--
Average group size:	2.49	2.46	--	2.39	2.54	--

*People who share the main expenses of the trip



TOURIST PROFILE BY ISLAND OF STAY (2024)

BELGIUM

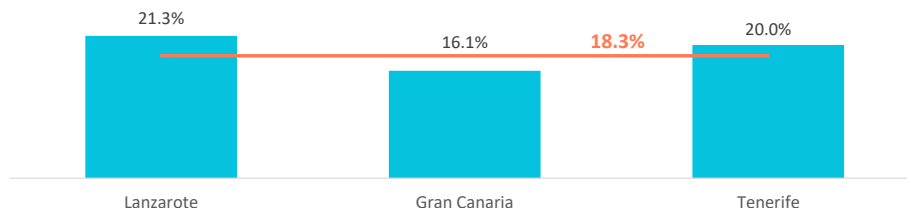


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.8%	1.1%	--	0.0%	3.0%	--
Between 1 and 30 days	29.2%	22.8%	--	34.6%	28.3%	--
Between 1 and 2 months	21.0%	16.3%	--	19.3%	20.9%	--
Between 3 and 6 months	29.7%	38.5%	--	30.0%	27.8%	--
More than 6 months	18.3%	21.3%	--	16.1%	20.0%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



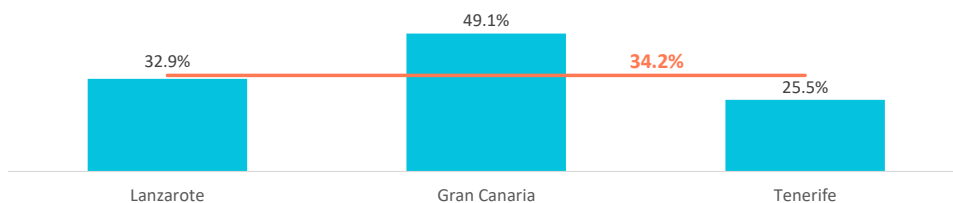
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	48.3%	52.4%	--	34.9%	53.6%	--
- Tour Operator or Travel Agency	51.7%	47.6%	--	65.1%	46.4%	--
Accommodation						
- Directly with the accommodation	35.3%	39.2%	--	31.9%	35.3%	--
- Tour Operator or Travel Agency	64.7%	60.8%	--	68.1%	64.7%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	29.0%	31.3%	--	13.6%	35.2%	--
Bed and Breakfast	9.1%	11.3%	--	9.6%	9.0%	--
Half board	24.3%	16.0%	--	24.8%	28.0%	--
Full board	3.4%	8.5%	--	2.9%	2.4%	--
All inclusive	34.2%	32.9%	--	49.1%	25.5%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



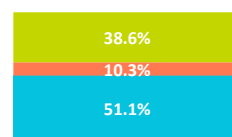
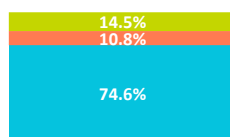
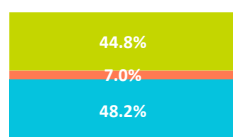
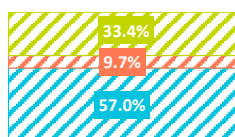
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	7.7%	6.2%	--	14.7%	4.2%	--
4* Hotel	37.5%	37.7%	--	41.1%	35.4%	--
5* Hotel / 5* Luxury Hotel	11.8%	4.3%	--	18.9%	11.4%	--
Aparthotel / Tourist Villa	9.7%	7.0%	--	10.8%	10.3%	--
House/room rented in a private dwelling	0.0%	0.0%	--	0.0%	0.0%	--
Private accommodation ⁽¹⁾	12.3%	11.8%	--	5.4%	17.1%	--
Others (Cottage, cruise, camping,...)	4.3%	6.0%	--	4.1%	3.6%	--

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



Canary Islands

Lanzarote

Gran Canaria

Tenerife

TOURIST PROFILE BY ISLAND OF STAY (2024)

BELGIUM



TRIP MOTIVATION AND DESTINATION CHOICE

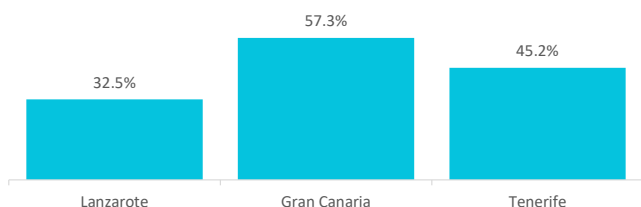
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	92.2%	88.4%	--	95.4%	91.6%	--
Family reasons	6.4%	8.8%	--	3.6%	7.3%	--
Business	0.2%	0.0%	--	0.0%	0.1%	--
Education and training	0.0%	0.0%	--	0.0%	0.0%	--
Sports training	0.8%	2.8%	--	0.6%	0.5%	--
Health	0.1%	0.0%	--	0.0%	0.2%	--
Conventions and Exhibitions	0.0%	0.0%	--	0.0%	0.0%	--
Others	0.4%	0.0%	--	0.3%	0.3%	--

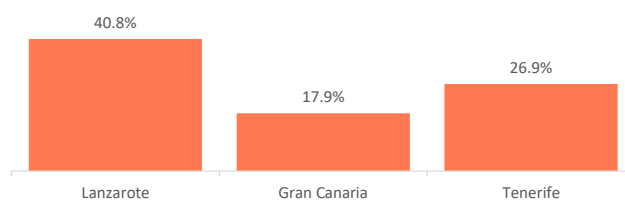
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	46.1%	32.5%	--	57.3%	45.2%	--
Enjoy family time	12.7%	12.3%	--	15.0%	12.5%	--
Have fun	9.4%	7.6%	--	7.1%	10.8%	--
Explore the destination	26.8%	40.8%	--	17.9%	26.9%	--
Practice their hobbies	3.3%	5.0%	--	0.3%	3.2%	--
Other reasons	1.6%	1.6%	--	2.5%	1.3%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	76.4%	77.6%	--	78.3%	74.4%	--
Safety	54.3%	51.9%	--	60.5%	51.8%	--
Tranquility	40.1%	37.5%	--	40.5%	41.6%	--
Sea	40.0%	38.6%	--	38.9%	39.7%	--
Accommodation supply	39.9%	46.2%	--	47.5%	35.6%	--
Beaches	37.3%	41.7%	--	30.1%	39.9%	--
Effortless trip	36.3%	34.4%	--	50.1%	31.6%	--
Price	31.3%	27.2%	--	36.5%	29.8%	--
European belonging	27.4%	23.7%	--	31.5%	24.9%	--
Landscapes	25.5%	23.9%	--	21.1%	28.4%	--
Environment	24.0%	28.2%	--	20.2%	24.6%	--
Gastronomy	23.6%	16.5%	--	27.0%	24.3%	--
Fun possibilities	23.5%	25.4%	--	22.5%	24.5%	--
Authenticity	21.7%	29.4%	--	21.9%	19.3%	--
Exoticism	16.4%	8.3%	--	17.6%	18.2%	--
Hiking trail network	15.8%	13.0%	--	8.1%	17.9%	--
Shopping	10.9%	8.3%	--	10.9%	12.3%	--
Culture	8.7%	12.6%	--	7.8%	8.8%	--
Historical heritage	6.0%	10.2%	--	5.6%	5.7%	--
Nightlife	5.4%	8.6%	--	8.3%	3.8%	--

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	45.0%	40.0%	--	42.3%	48.3%	--
Friends or relatives	29.7%	35.8%	--	22.0%	33.0%	--
Internet or social media	42.5%	48.0%	--	42.2%	38.7%	--
Mass Media	1.4%	2.4%	--	0.4%	1.6%	--
Travel guides and magazines	11.7%	8.5%	--	11.8%	11.7%	--
Travel Blogs or Forums	4.6%	5.7%	--	4.7%	3.6%	--
Travel TV Channels	0.5%	0.0%	--	0.8%	0.4%	--
Tour Operator or Travel Agency	24.2%	18.9%	--	34.7%	20.7%	--
Public administrations or similar	0.4%	0.0%	--	0.0%	0.7%	--
Others	3.1%	1.0%	--	2.1%	3.5%	--

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2024)

BELGIUM

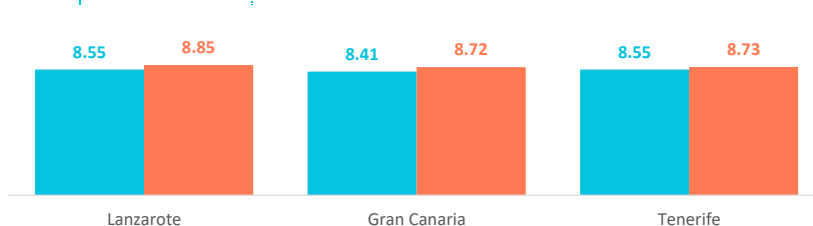


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.60	8.69	--	8.60	8.58	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.9%	3.0%	--	4.1%	2.6%	--
Lived up to expectations	57.3%	51.1%	--	64.0%	55.6%	--
Better or much better than expected	39.8%	45.9%	--	31.9%	41.8%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.50	8.55	--	8.41	8.55	--
Recommend visiting the Canary Islands	8.75	8.85	--	8.72	8.73	--

RETURN TO THE CANARY

Canary Islands
8.5

RECOMMEND VISITING THE CANARY ISLANDS

Canary Islands
8.75

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	30.7%	35.6%	--	30.5%	29.4%	--
Repeat tourists	69.3%	64.4%	--	69.5%	70.6%	--
At least 10 previous visits	18.9%	6.8%	--	19.4%	22.4%	--
Repeat tourists (last 5 years)	63.5%	57.3%	--	64.5%	65.0%	--
Repeat tourists (last 5 years) (5 or more visits)	19.5%	10.0%	--	19.4%	21.9%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	27.2%	52.4%	--	16.0%	24.5%	--
Fuerteventura	16.5%	21.8%	--	11.5%	25.2%	--
Gran Canaria	42.2%	4.9%	--	60.7%	30.9%	--
Tenerife	57.1%	6.7%	--	14.0%	64.7%	--
La Palma	8.9%	10.6%	--	15.6%	72.1%	--
CANARY ISLANDS	69.3%	64.4%	--	69.5%	70.6%	--

How to interpret the table

- Column **Canary Islands** = refers to the % of repeat belgian tourists on each island regardless of island of stay in this trip (2024).
- Column **each island** = refers to the % of repeat belgian tourists on each island by island of stay in 2024. For example: 52.4% refers to % repeat belgian tourists who repeat Lanzarote in 2024 and stay in Lanzarote in this trip. 21.8% belgian tourists who stay in Lanzarote in 2024 and has previously been to Fuerteventura.
- Row **CANARY ISLANDS** = refers to the % repeat belgian tourists by island of stay. For exdample: 70.6% refers to % belgian 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	91.0%	90.5%	--	94.6%	89.6%	--
Two islands	7.7%	7.3%	--	4.8%	8.9%	--
Three or more islands	1.3%	2.2%	--	0.6%	1.5%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	13.5%	100%	--	0.6%	0.3%	--
Fuerteventura	6.0%	0.7%	--	0.0%	0.0%	--
Gran Canaria	26.4%	2.2%	--	100%	0.9%	--
Tenerife	55.5%	2.4%	--	0.6%	100%	--
La Gomera	0.4%	0.0%	--	0.0%	0.5%	--
La Palma	1.6%	0.0%	--	1.2%	0.9%	--
El Hierro	0.3%	0.0%	--	0.0%	0.5%	--
Cruise	0.0%	0.0%	--	0.0%	0.0%	--

TOURIST PROFILE BY ISLAND OF STAY (2024)

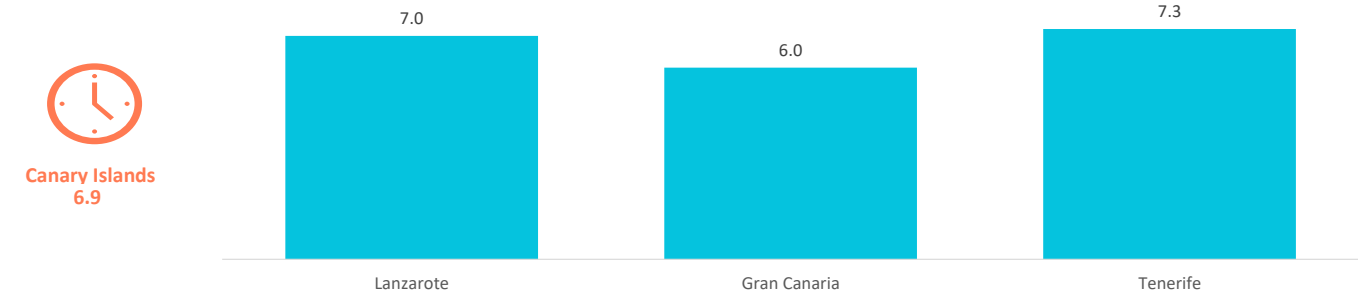
BELGIUM



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	2.4%	3.4%	--	5.3%	0.7%	--
1 - 2 hours	10.5%	8.4%	--	18.4%	7.4%	--
3 - 6 hours	38.2%	40.3%	--	38.6%	37.9%	--
7 - 12 hours	41.6%	38.2%	--	29.4%	46.9%	--
More than 12 hours	7.3%	9.7%	--	8.3%	7.0%	--
Outdoor time per day	6.9	7.0	--	6.0	7.3	--

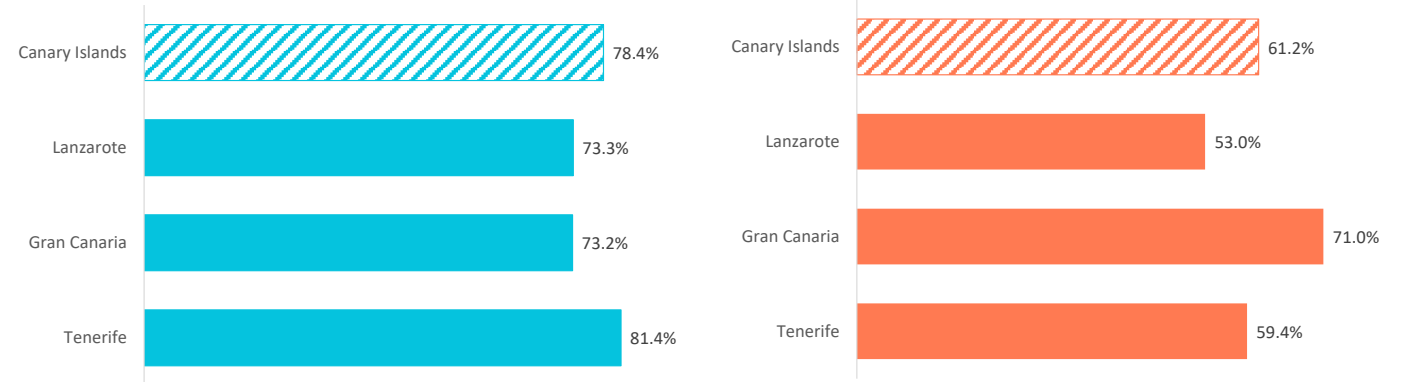


Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	78.4%	73.3%	--	73.2%	81.4%	--
Beach	61.2%	53.0%	--	71.0%	59.4%	--
Swimming pool, hotel facilities	58.8%	69.2%	--	58.9%	53.1%	--
Explore the island on their own	50.4%	63.2%	--	39.4%	50.8%	--
Taste Canarian gastronomy	39.4%	33.2%	--	31.3%	42.5%	--
Hiking	21.6%	19.7%	--	19.5%	23.0%	--
Organized excursions	18.8%	23.1%	--	15.6%	19.7%	--
Nightlife / concerts / shows	13.1%	6.8%	--	10.6%	16.2%	--
Theme parks	11.2%	3.7%	--	6.7%	15.6%	--
Sea excursions / whale watching	11.1%	33.7%	--	9.9%	7.1%	--
Wineries / markets / popular festivals	10.5%	7.7%	--	10.1%	10.8%	--
Museums / exhibitions	8.8%	6.5%	--	9.1%	9.7%	--
Other Nature Activities	7.8%	7.7%	--	11.3%	6.1%	--
Swim	7.1%	18.1%	--	5.9%	5.3%	--
Beauty and health treatments	6.6%	5.2%	--	5.2%	7.5%	--
Running	6.6%	10.2%	--	5.2%	6.5%	--
Practice other sports	5.3%	10.3%	--	3.9%	4.0%	--
Astronomical observation	4.8%	0.0%	--	2.2%	7.5%	--
Cycling / Mountain bike	4.0%	9.1%	--	2.7%	2.6%	--
Surf	3.4%	5.2%	--	1.9%	3.3%	--
Scuba Diving	3.0%	3.4%	--	0.6%	3.0%	--
Golf	2.4%	0.7%	--	2.9%	2.6%	--
Windsurf / Kitesurf	0.7%	2.0%	--	0.6%	0.0%	--

WALK, WANDER

BEACH



TOURIST PROFILE BY ISLAND OF STAY (2024)

BELGIUM

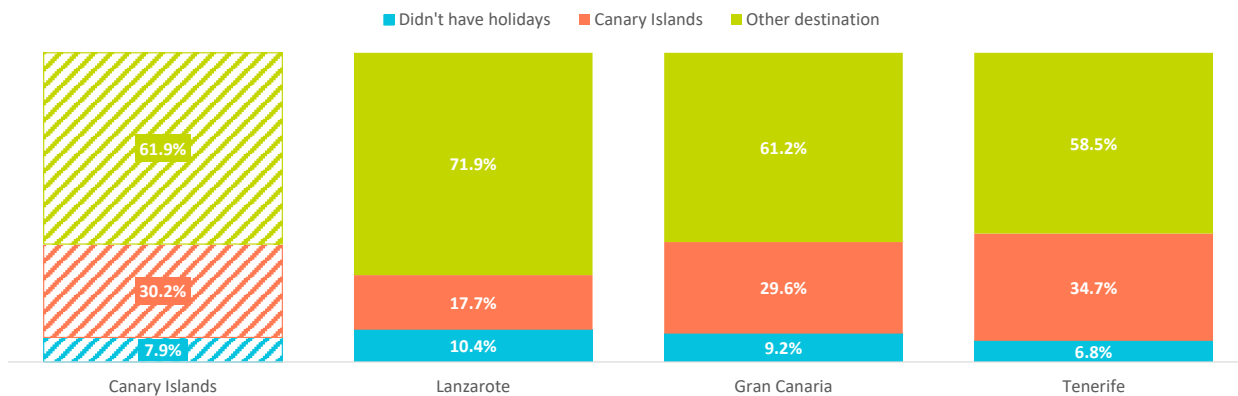


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	7.9%	10.4%	--	9.2%	6.8%	--
Canary Islands	30.2%	17.7%	--	29.6%	34.7%	--
Other destination	61.9%	71.9%	--	61.2%	58.5%	--
- Balearic Islands	1.6%	1.5%	--	1.6%	1.5%	--
- Rest of Spain	10.8%	11.3%	--	11.6%	10.3%	--
- Italy	6.7%	9.2%	--	6.1%	6.4%	--
- France	11.7%	15.0%	--	9.5%	11.5%	--
- Turkey	2.4%	0.0%	--	2.3%	2.7%	--
- Greece	6.6%	9.2%	--	8.7%	5.2%	--
- Portugal	2.5%	3.2%	--	2.8%	2.0%	--
- Croatia	2.0%	2.6%	--	2.2%	1.3%	--
- Egypt	1.6%	0.6%	--	3.5%	1.2%	--
- Tunisia	1.1%	1.1%	--	1.9%	0.8%	--
- Morocco	1.4%	0.7%	--	2.1%	1.1%	--
- Others	13.4%	17.6%	--	9.0%	14.4%	--

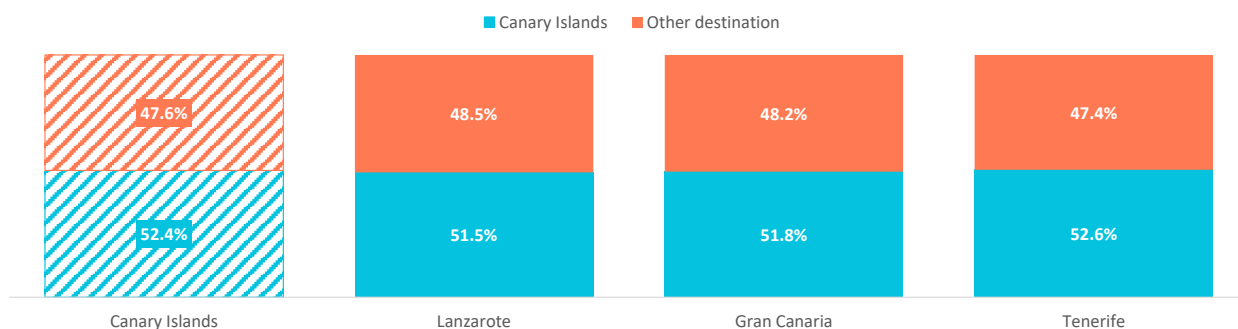
* Percentage of valid answers



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")	29.5%	24.9%	--	24.5%	33.8%	--
Canary Islands (other island)	22.8%	26.6%	--	27.4%	18.8%	--
Other destination	47.6%	48.5%	--	48.2%	47.4%	--
- Balearic Islands	3.9%	4.2%	--	5.8%	2.9%	--
- Rest of Spain	10.2%	9.2%	--	9.4%	11.2%	--
- Italy	5.3%	6.2%	--	4.7%	5.4%	--
- France	3.7%	3.6%	--	2.9%	3.9%	--
- Turkey	3.2%	3.2%	--	4.6%	2.8%	--
- Greece	7.7%	6.8%	--	9.3%	7.2%	--
- Portugal	5.1%	4.1%	--	5.1%	5.7%	--
- Croatia	2.5%	3.8%	--	1.1%	2.9%	--
- Egypt	3.9%	2.8%	--	3.7%	4.3%	--
- Others	2.0%	4.6%	--	1.6%	1.2%	--

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2024)

BELGIUM



FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Belgium	76.5%	74.3%	--	76.3%	79.5%	--
Netherlands	8.1%	11.4%	--	5.9%	7.6%	--
Luxembourg	3.5%	4.1%	--	6.6%	2.0%	--
Spanish Mainland	3.3%	5.1%	--	3.1%	2.0%	--
France	1.0%	1.5%	--	0.9%	0.7%	--
Others	7.6%	3.5%	--	7.1%	8.3%	--

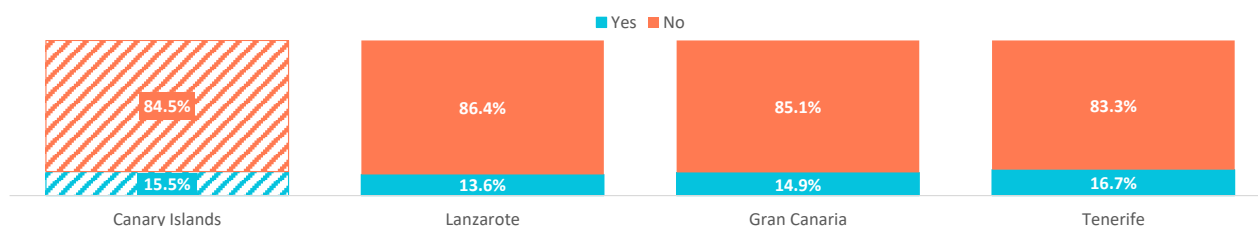
TOURIST TAX (Data available from Q2 2024)

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	47.8%	46.9%	--	44.9%	48.0%	--
No	32.6%	33.2%	--	32.4%	34.2%	--
Not remember	19.7%	19.9%	--	22.7%	17.8%	--

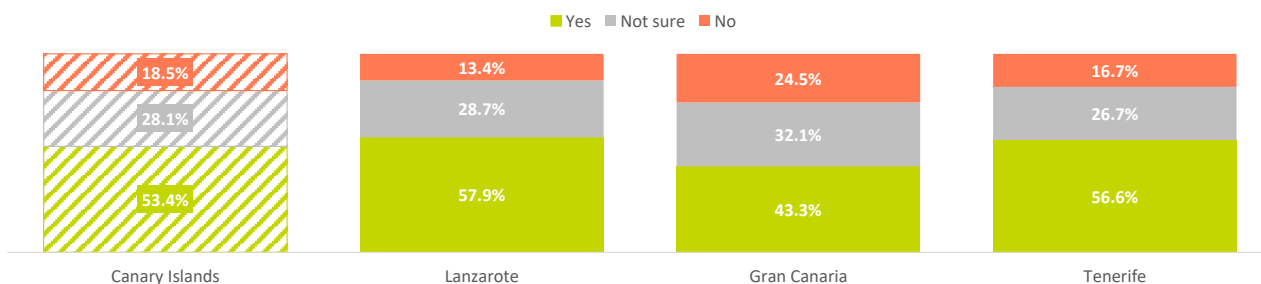
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	15.5%	13.6%	--	14.9%	16.7%	--
No	84.5%	86.4%	--	85.1%	83.3%	--



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	53.4%	57.9%	--	43.3%	56.6%	--
- For any purpose	12.2%	20.0%	--	9.4%	11.3%	--
- Improve living conditions	13.4%	17.7%	--	10.2%	13.9%	--
- Improve economic development	3.4%	2.9%	--	3.9%	3.3%	--
- Improve the environment	12.8%	9.5%	--	7.6%	15.3%	--
- Improve the tourist environment	4.0%	0.5%	--	3.3%	5.4%	--
- Other purposes	7.6%	7.3%	--	9.0%	7.4%	--
Not sure	28.1%	28.7%	--	32.1%	26.7%	--
No	18.5%	13.4%	--	24.5%	16.7%	--



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	44.4%	43.8%	--	44.2%	45.2%	--
Up to 2 euros	29.3%	34.6%	--	30.1%	27.7%	--
Up to 3 euros	18.1%	15.3%	--	15.5%	19.3%	--
More than 3 euros	8.3%	6.3%	--	10.2%	7.8%	--

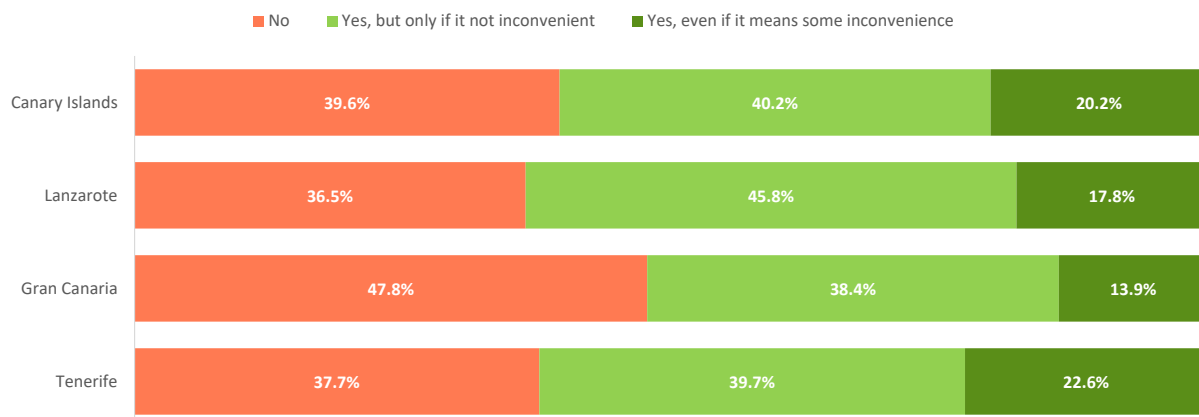
TOURIST PROFILE BY ISLAND OF STAY (2024)

BELGIUM

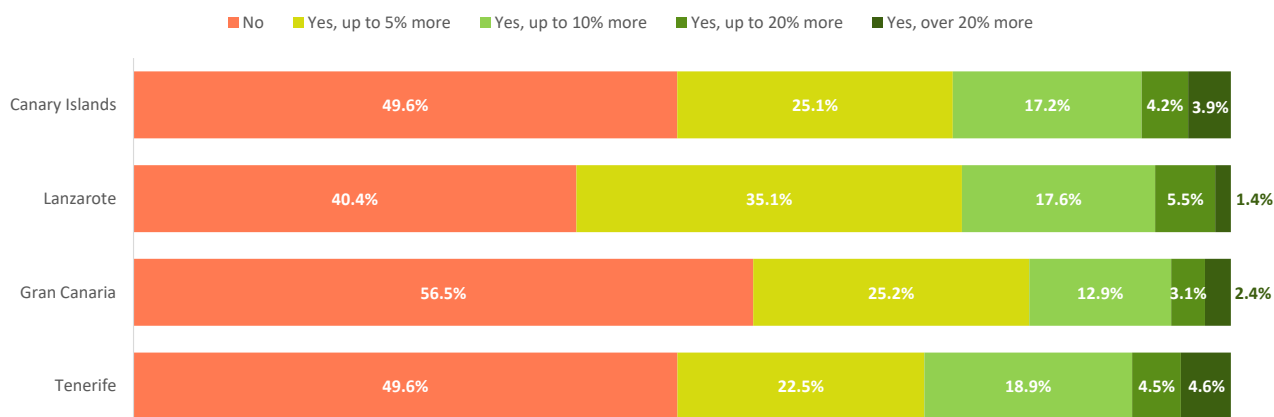


SUSTAINABLE DESTINATION (DATA = 2023)

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	8.0	8.1	--	7.9	8.0	--
Tolerance towards tourism	8.3	8.4	--	8.4	8.2	--
Cleanliness of the island	8.1	8.4	--	8.2	8.0	--
Air quality	8.3	8.7	--	8.2	8.2	--
Rational water consumption	7.6	7.8	--	7.6	7.6	--
Energy saving	7.1	7.1	--	7.2	7.2	--
Use of renewable energy	7.0	6.7	--	7.4	7.0	--
Recycling	7.1	6.8	--	7.1	7.2	--
Easy to get around by public transport	7.4	6.9	--	7.6	7.6	--
Overcrowding in tourist areas	6.7	6.6	--	6.8	6.7	--
Supply of local products	7.3	7.3	--	7.2	7.4	--

* 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.