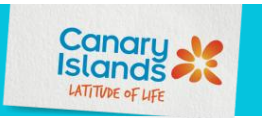


TOURIST PROFILE BY ISLAND OF STAY (2024)

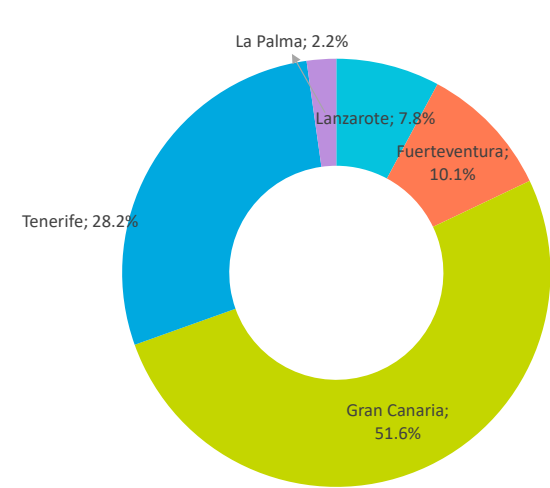
DENMARK



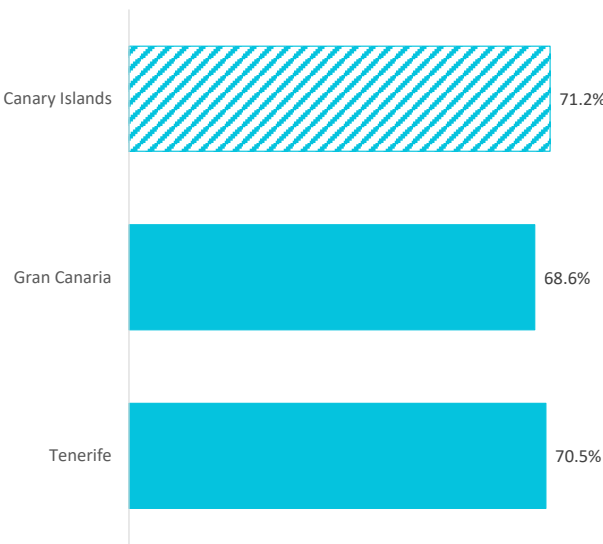
INBOUND TOURISM AND TOURIST EXPENDITURE

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|----------------|-----------|---------------|--------------|----------|----------|
| Tourist arrivals ≥ 16 years old (EGT) | 250,444 | 19,611 | 25,269 | 129,117 | 70,658 | 5,560 |
| % Tourists | 100% | 7.8% | 10.1% | 51.6% | 28.2% | 2.2% |
| % tourists who book holiday package | 71.2% | -- | -- | 68.6% | 70.5% | -- |
| Expenditure per tourist (€) | 1,601 | -- | -- | 1,618 | 1,787 | -- |
| - book holiday package | 1,606 | -- | -- | 1,682 | 1,678 | -- |
| - holiday package | 1,339 | -- | -- | 1,388 | 1,367 | -- |
| - others | 841 | -- | -- | 841 | 1,016 | -- |
| - do not book holiday package | 1,587 | -- | -- | 1,478 | 2,047 | -- |
| - flight | 523 | -- | -- | 421 | 803 | -- |
| - accommodation | 491 | -- | -- | 510 | 538 | -- |
| - others | 841 | -- | -- | 841 | 1,016 | -- |
| Average lenght of stay | 9.72 | -- | -- | 9.28 | 11.94 | -- |
| Average daily expenditure (€) | 196.5 | -- | -- | 201.6 | 205.4 | -- |
| Average daily expenditure without flight (€) | 133.0 | -- | -- | 137.5 | 139.3 | -- |
| Average cost of the flight (€) | 526.6 | -- | -- | 503.0 | 633.4 | -- |
| Total turnover (≥ 16 years old) (€m) | 401 | -- | -- | 209 | 126 | -- |
| % Turnover | 100% | -- | -- | 52.1% | 31.5% | -- |
| Turnover without flight (≥ 16 years old) (€m) | 269 | -- | -- | 144 | 82 | -- |
| Tourist arrivals (FRONTUR) | 294,654 | n.d. | n.d. | n.d. | n.d. | n.d. |
| Passenger arrivals on non-stop flights (AENA) | 339,224 | 25,342 | 31,825 | 182,121 | 88,215 | 11,721 |
| Children < 16 years old (FRONTUR - EGT) | 44,210 | n.d. | n.d. | n.d. | n.d. | n.d. |

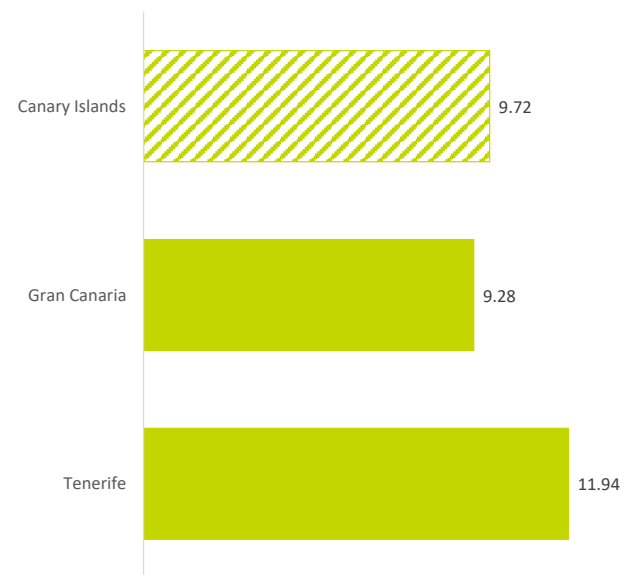
% TOURISTS (≥ 16 years old)



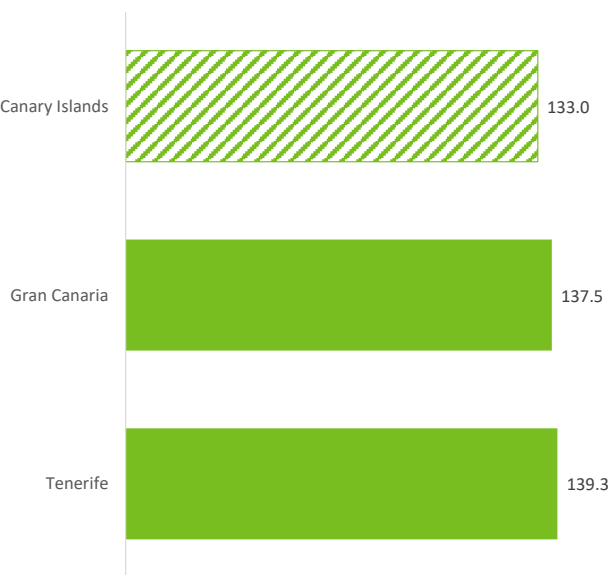
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2024)

DENMARK



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

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-------------------------------------|----------------|-----------|---------------|--------------|----------|----------|
| Accommodation: | | | | | | |
| - Accommodation | 88.5% | -- | -- | 90.3% | 90.5% | -- |
| - Additional accommodation expenses | 4.3% | -- | -- | 3.8% | 6.5% | -- |
| Transport: | | | | | | |
| - National/International Transport | 94.3% | -- | -- | 94.1% | 96.8% | -- |
| - Flights between islands | 2.6% | -- | -- | 2.7% | 2.1% | -- |
| - Taxi | 60.6% | -- | -- | 66.5% | 66.2% | -- |
| - Car rental | 21.0% | -- | -- | 15.8% | 29.2% | -- |
| - Public transport | 9.4% | -- | -- | 14.6% | 5.2% | -- |
| Food and drink: | | | | | | |
| - Food purchases at supermarkets | 57.1% | -- | -- | 59.0% | 53.6% | -- |
| - Restaurants | 61.9% | -- | -- | 63.8% | 68.9% | -- |
| Leisure: | | | | | | |
| - Organized excursions | 15.7% | -- | -- | 14.4% | 23.0% | -- |
| - Sport activities | 5.4% | -- | -- | 3.8% | 4.6% | -- |
| - Cultural activities | 2.9% | -- | -- | 3.5% | 1.4% | -- |
| - Museums | 2.8% | -- | -- | 4.3% | 1.2% | -- |
| - Theme Parks | 4.3% | -- | -- | 2.7% | 10.2% | -- |
| - Discos and pubs | 8.9% | -- | -- | 9.3% | 12.9% | -- |
| - Wellness | 4.4% | -- | -- | 4.4% | 5.5% | -- |
| Purchases of goods: | | | | | | |
| - Souvenirs | 33.6% | -- | -- | 36.7% | 33.6% | -- |
| - Real estate | 0.0% | -- | -- | 0.0% | 0.0% | -- |
| - Other purchases | 1.3% | -- | -- | 1.4% | 2.2% | -- |
| Others: | | | | | | |
| - Medical expenses | 4.0% | -- | -- | 5.3% | 2.5% | -- |
| - Other expenses | 7.1% | -- | -- | 7.2% | 5.1% | -- |

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: | 985 | -- | -- | 993 | 1,035 | -- |
| - Accommodation | 736 | -- | -- | 762 | 728 | -- |
| - Additional accommodation expenses | 249 | -- | -- | 231 | 307 | -- |
| Transport: | 961 | -- | -- | 983 | 1,060 | -- |
| - National/International Transport | 558 | -- | -- | 535 | 654 | -- |
| - Flights between islands | 145 | -- | -- | 185 | 120 | -- |
| - Taxi | 99 | -- | -- | 96 | 111 | -- |
| - Car rental | 132 | -- | -- | 144 | 133 | -- |
| - Public transport | 26 | -- | -- | 23 | 43 | -- |
| Food and drink: | 407 | -- | -- | 391 | 444 | -- |
| - Food purchases at supermarkets | 148 | -- | -- | 139 | 144 | -- |
| - Restaurants | 259 | -- | -- | 253 | 300 | -- |
| Leisure: | 545 | -- | -- | 711 | 399 | -- |
| - Organized excursions | 91 | -- | -- | 78 | 102 | -- |
| - Sport activities | 57 | -- | -- | 65 | 71 | -- |
| - Cultural activities | 152 | -- | -- | 232 | 31 | -- |
| - Museums | 35 | -- | -- | 29 | 16 | -- |
| - Theme Parks | 100 | -- | -- | 205 | 49 | -- |
| - Discos and pubs | 55 | -- | -- | 59 | 55 | -- |
| - Wellness | 53 | -- | -- | 43 | 74 | -- |
| Purchases of goods: | 129 | -- | -- | 153 | 97 | -- |
| - Souvenirs | 91 | -- | -- | 101 | 76 | -- |
| - Real estate | 0 | -- | -- | 0 | 0 | -- |
| - Other purchases | 38 | -- | -- | 52 | 21 | -- |
| Others: | 127 | -- | -- | 104 | 134 | -- |
| - Medical expenses | 41 | -- | -- | 33 | 101 | -- |
| - Other expenses | 85 | -- | -- | 72 | 33 | -- |

TOURIST PROFILE

Who are they?

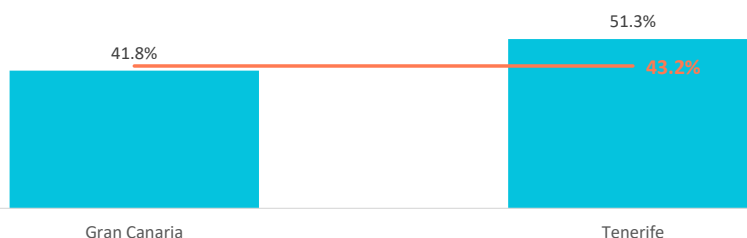
| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|----------------|-----------|---------------|--------------|----------|----------|
| Gender | | | | | | |
| Percentage of men | 52.6% | -- | -- | 53.5% | 51.3% | -- |
| Percentage of women | 47.4% | -- | -- | 46.5% | 48.7% | -- |
| Age | | | | | | |
| Average age (tourists above 16 years old) | 49.87 | -- | -- | 49.52 | 51.58 | -- |
| Standard deviation | 17.7 | -- | -- | 17.9 | 17.2 | -- |
| Age range | | | | | | |
| 16-24 years old | 11.5% | -- | -- | 12.7% | 8.4% | -- |
| 25-30 years old | 6.9% | -- | -- | 6.4% | 5.1% | -- |
| 31-45 years old | 22.6% | -- | -- | 22.5% | 25.7% | -- |
| 46-60 years old | 25.8% | -- | -- | 26.6% | 22.7% | -- |
| Over 60 years old | 33.2% | -- | -- | 31.8% | 38.2% | -- |
| Occupation | | | | | | |
| Salaried worker | 55.2% | -- | -- | 56.1% | 53.6% | -- |
| Self-employed | 8.0% | -- | -- | 7.9% | 9.4% | -- |
| Unemployed | 1.6% | -- | -- | 1.8% | 0.0% | -- |
| Business owner | 10.3% | -- | -- | 12.9% | 6.0% | -- |
| Student | 3.0% | -- | -- | 1.8% | 3.6% | -- |
| Retired | 21.6% | -- | -- | 19.5% | 27.0% | -- |
| Unpaid domestic work | 0.0% | -- | -- | 0.0% | 0.0% | -- |
| Others | 0.2% | -- | -- | 0.1% | 0.5% | -- |
| Annual household income level | | | | | | |
| Less than €25,000 | 5.9% | -- | -- | 5.3% | 4.5% | -- |
| €25,000 - €49,999 | 18.8% | -- | -- | 19.2% | 19.2% | -- |
| €50,000 - €74,999 | 28.5% | -- | -- | 32.1% | 25.0% | -- |
| More than €74,999 | 46.8% | -- | -- | 43.3% | 51.3% | -- |
| Education level | | | | | | |
| No studies | 2.7% | -- | -- | 3.4% | 1.4% | -- |
| Primary education | 2.6% | -- | -- | 4.0% | 1.4% | -- |
| Secondary education | 11.8% | -- | -- | 9.8% | 13.6% | -- |
| Higher education | 82.9% | -- | -- | 82.8% | 83.6% | -- |

Who do they come with?

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|--|----------------|-----------|---------------|--------------|----------|----------|
| Unaccompanied | 9.4% | -- | -- | 10.5% | 6.1% | -- |
| Only with partner | 43.2% | -- | -- | 41.8% | 51.3% | -- |
| Only with children (< 13 years old) | 4.1% | -- | -- | 3.6% | 6.0% | -- |
| Partner + children (< 13 years old) | 6.2% | -- | -- | 6.1% | 7.7% | -- |
| Other relatives | 9.9% | -- | -- | 7.2% | 13.1% | -- |
| Friends | 6.7% | -- | -- | 9.8% | 0.8% | -- |
| Work colleagues | 0.8% | -- | -- | 1.5% | 0.0% | -- |
| Organized trip | 0.1% | -- | -- | 0.0% | 0.0% | -- |
| Other combinations ⁽²⁾ | 19.5% | -- | -- | 19.6% | 15.0% | -- |
| ⁽²⁾ Different situations have been isolated | | | | | | |
| Tourists with children | 0.3% | -- | -- | 0.5% | 0.2% | -- |
| - Between 0 and 2 years old | 0.0% | -- | -- | 0.1% | 0.0% | -- |
| - Between 3 and 12 years old | 0.2% | -- | -- | 0.4% | 0.2% | -- |
| - Between 0 -2 and 3-12 years old | 0.0% | -- | -- | 0.1% | 0.0% | -- |
| Tourists without children | 99.7% | -- | -- | 99.5% | 99.8% | -- |
| Group composition: | | | | | | |
| - 1 person | 12.6% | -- | -- | 12.7% | 10.8% | -- |
| - 2 people | 51.3% | -- | -- | 55.0% | 50.6% | -- |
| - 3 people | 10.3% | -- | -- | 7.9% | 14.0% | -- |
| - 4 or 5 people | 18.6% | -- | -- | 16.5% | 21.9% | -- |
| - 6 or more people | 7.1% | -- | -- | 7.9% | 2.6% | -- |
| Average group size: | 2.84 | -- | -- | 2.85 | 2.72 | -- |

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY
WITH PARTNER



TOURIST PROFILE BY ISLAND OF STAY (2024)

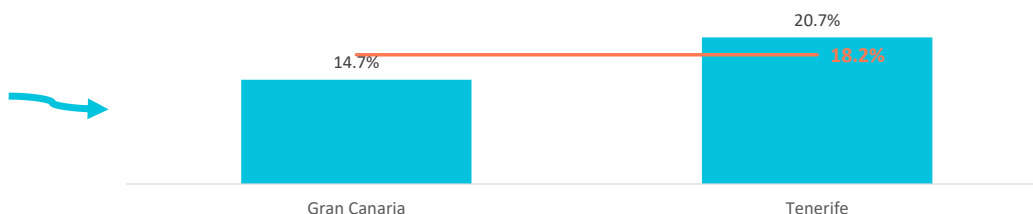
DENMARK

TRIP BOOKING

How far in advance do they book their trip?

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|------------------------|----------------|-----------|---------------|--------------|----------|----------|
| The same day | 1.4% | -- | -- | 1.6% | 0.0% | -- |
| Between 1 and 30 days | 22.1% | -- | -- | 23.1% | 21.7% | -- |
| Between 1 and 2 months | 22.7% | -- | -- | 20.5% | 27.6% | -- |
| Between 3 and 6 months | 35.6% | -- | -- | 40.1% | 30.1% | -- |
| More than 6 months | 18.2% | -- | -- | 14.7% | 20.7% | -- |

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



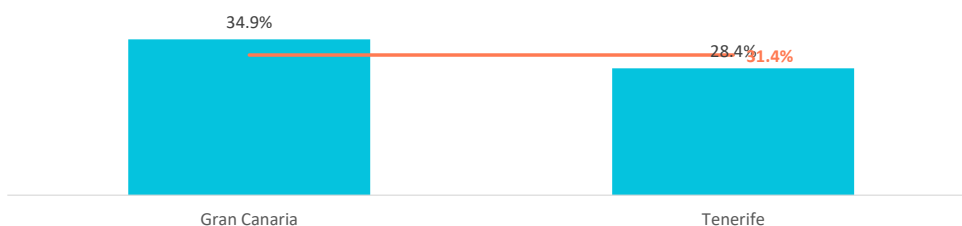
With whom did they book their flight and accommodation?

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-----------------------------------|----------------|-----------|---------------|--------------|----------|----------|
| Flight | | | | | | |
| - Directly with the airline | 23.5% | -- | -- | 24.2% | 20.2% | -- |
| - Tour Operator or Travel Agency | 76.5% | -- | -- | 75.8% | 79.8% | -- |
| Accommodation | | | | | | |
| - Directly with the accommodation | 22.4% | -- | -- | 23.0% | 19.6% | -- |
| - Tour Operator or Travel Agency | 77.6% | -- | -- | 77.0% | 80.4% | -- |

What do they book?

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-------------------|----------------|-----------|---------------|--------------|----------|----------|
| Room only | 38.6% | -- | -- | 43.7% | 36.2% | -- |
| Bed and Breakfast | 16.0% | -- | -- | 11.3% | 25.1% | -- |
| Half board | 10.3% | -- | -- | 6.9% | 8.0% | -- |
| Full board | 3.7% | -- | -- | 3.1% | 2.3% | -- |
| All inclusive | 31.4% | -- | -- | 34.9% | 28.4% | -- |

% TOURISTS WHO
BOOK ALL
INCLUSIVE



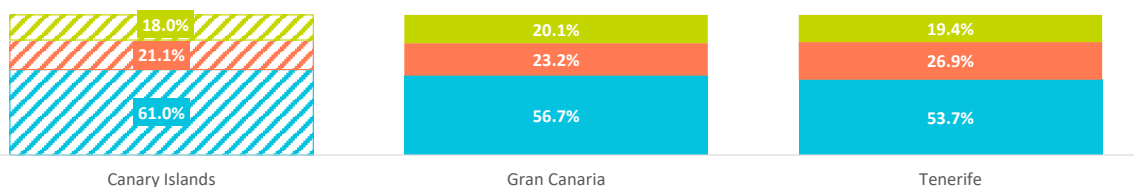
ACCOMMODATION

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|----------------|-----------|---------------|--------------|----------|----------|
| 1-2-3* Hotel | 18.2% | -- | -- | 16.6% | 8.8% | -- |
| 4* Hotel | 37.5% | -- | -- | 33.1% | 39.6% | -- |
| 5* Hotel / 5* Luxury Hotel | 5.3% | -- | -- | 6.9% | 5.3% | -- |
| Aparthotel / Tourist Villa | 21.1% | -- | -- | 23.2% | 26.9% | -- |
| House/room rented in a private dwelling | 0.0% | -- | -- | 0.0% | 0.0% | -- |
| Private accommodation ⁽¹⁾ | 5.2% | -- | -- | 3.7% | 6.3% | -- |
| Others (Cottage, cruise, camping,...) | 3.3% | -- | -- | 4.5% | 2.7% | -- |

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



TRIP MOTIVATION AND DESTINATION CHOICE

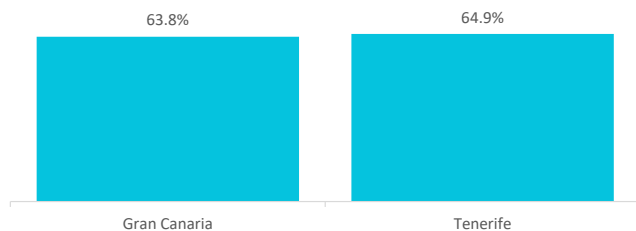
What is the main reason for visiting the Canary Islands?

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-----------------------------|----------------|-----------|---------------|--------------|----------|----------|
| Holidays | 92.3% | -- | -- | 94.0% | 95.7% | -- |
| Family reasons | 4.2% | -- | -- | 3.1% | 4.1% | -- |
| Business | 0.1% | -- | -- | 0.2% | 0.0% | -- |
| Education and training | 0.3% | -- | -- | 0.2% | 0.0% | -- |
| Sports training | 2.6% | -- | -- | 1.6% | 0.2% | -- |
| Health | 0.0% | -- | -- | 0.0% | 0.0% | -- |
| Conventions and Exhibitions | 0.3% | -- | -- | 0.6% | 0.0% | -- |
| Others | 0.3% | -- | -- | 0.3% | 0.0% | -- |

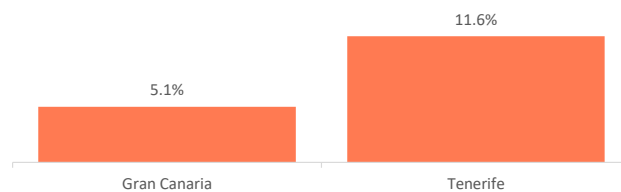
What is the main motivation for their holidays?

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-------------------------|----------------|-----------|---------------|--------------|----------|----------|
| Rest | 60.5% | -- | -- | 63.8% | 64.9% | -- |
| Enjoy family time | 21.3% | -- | -- | 21.7% | 21.1% | -- |
| Have fun | 4.9% | -- | -- | 5.6% | 1.6% | -- |
| Explore the destination | 7.6% | -- | -- | 5.1% | 11.6% | -- |
| Practice their hobbies | 4.3% | -- | -- | 2.4% | 0.0% | -- |
| Other reasons | 1.5% | -- | -- | 1.3% | 0.9% | -- |

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|----------------------|----------------|-----------|---------------|--------------|----------|----------|
| Climate | 73.3% | -- | -- | 73.3% | 84.4% | -- |
| Safety | 34.2% | -- | -- | 32.0% | 42.6% | -- |
| Tranquility | 34.0% | -- | -- | 35.1% | 37.8% | -- |
| Sea | 33.9% | -- | -- | 33.3% | 35.9% | -- |
| Accommodation supply | 32.1% | -- | -- | 30.1% | 34.7% | -- |
| Beaches | 31.7% | -- | -- | 33.1% | 33.9% | -- |
| Effortless trip | 28.0% | -- | -- | 28.3% | 32.7% | -- |
| Price | 23.8% | -- | -- | 23.1% | 27.0% | -- |
| European belonging | 23.6% | -- | -- | 23.8% | 25.9% | -- |
| Landscapes | 23.1% | -- | -- | 23.8% | 18.1% | -- |
| Environment | 21.3% | -- | -- | 19.8% | 29.3% | -- |
| Gastronomy | 18.6% | -- | -- | 17.7% | 19.5% | -- |
| Fun possibilities | 15.5% | -- | -- | 17.4% | 14.6% | -- |
| Authenticity | 14.9% | -- | -- | 14.4% | 20.0% | -- |
| Exoticism | 8.0% | -- | -- | 7.7% | 10.1% | -- |
| Hiking trail network | 7.8% | -- | -- | 8.6% | 7.5% | -- |
| Shopping | 5.4% | -- | -- | 6.0% | 3.7% | -- |
| Culture | 3.6% | -- | -- | 4.3% | 3.9% | -- |
| Historical heritage | 2.9% | -- | -- | 3.8% | 0.8% | -- |
| Nightlife | 2.5% | -- | -- | 1.6% | 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 | 55.5% | -- | -- | 55.4% | 62.8% | -- |
| Friends or relatives | 25.3% | -- | -- | 25.8% | 24.0% | -- |
| Internet or social media | 43.3% | -- | -- | 41.0% | 49.2% | -- |
| Mass Media | 0.9% | -- | -- | 1.2% | 0.8% | -- |
| Travel guides and magazines | 5.4% | -- | -- | 5.7% | 7.9% | -- |
| Travel Blogs or Forums | 3.3% | -- | -- | 4.4% | 1.8% | -- |
| Travel TV Channels | 0.3% | -- | -- | 0.1% | 0.8% | -- |
| Tour Operator or Travel Agency | 28.3% | -- | -- | 28.9% | 24.8% | -- |
| Public administrations or similar | 0.8% | -- | -- | 1.3% | 0.0% | -- |
| Others | 3.4% | -- | -- | 4.3% | 1.8% | -- |

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2024)

DENMARK

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

| Satisfaction (scale 0-10) | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---------------------------------------|----------------|-----------|---------------|--------------|----------|----------|
| Average rating | 8.64 | -- | -- | 8.60 | 8.66 | -- |
| Experience in the Canary Islands | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
| Worse or much worse than expected | 3.4% | -- | -- | 3.0% | 4.4% | -- |
| Lived up to expectations | 62.4% | -- | -- | 62.4% | 59.5% | -- |
| Better or much better than expected | 34.2% | -- | -- | 34.6% | 36.1% | -- |
| Future intentions (scale 1-10) | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
| Return to the Canary Islands | 8.85 | -- | -- | 8.88 | 8.90 | -- |
| Recommend visiting the Canary Islands | 8.85 | -- | -- | 8.81 | 8.93 | -- |

RETURN TO THE
CANARY
ISLANDSCanary Islands
8.85

8.88

8.81

8.90

8.93

Gran Canaria

Tenerife

RECOMMEND
VISITING THE
CANARY ISLANDSCanary Islands
8.85

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 | 21.8% | -- | -- | 19.8% | 18.8% | -- |
| Repeat tourists | 78.2% | -- | -- | 80.2% | 81.2% | -- |
| At least 10 previous visits | 25.9% | -- | -- | 28.6% | 24.4% | -- |
| Repeat tourists (last 5 years) | 71.4% | -- | -- | 73.6% | 74.8% | -- |
| Repeat tourists (last 5 years) (5 or more visits) | 18.5% | -- | -- | 20.7% | 18.3% | -- |

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

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|----------------|----------------|-----------|---------------|--------------|----------|----------|
| Lanzarote | 20.6% | -- | -- | 23.4% | 20.7% | -- |
| Fuerteventura | 24.5% | -- | -- | 22.6% | 16.9% | -- |
| Gran Canaria | 62.3% | -- | -- | 75.5% | 22.1% | -- |
| Tenerife | 51.0% | -- | -- | 32.2% | 74.1% | -- |
| La Palma | 10.3% | -- | -- | 30.8% | 15.4% | -- |
| CANARY ISLANDS | 78.2% | -- | -- | 80.2% | 81.2% | -- |

How to interpret the table

- Column Canary Islands = refers to the % of **repeat danish tourists** on each island regardless of island of stay in this trip (2024).
- Column each island = refers to the % of **repeat danish tourists** on each island by island of stay in 2024. For example: 75.5% refers to % **repeat danish tourists** who repeat Gran Canaria in 2024 and stay in Gran Canaria in this trip. 32.2% **danish tourists** who stay in Gran Canaria in 2024 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % **repeat danish tourists** by island of stay. For exdample: 81.2% refers to % **danish 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 | 94.8% | -- | -- | 95.1% | 92.6% | -- |
| Two islands | 4.2% | -- | -- | 3.6% | 6.3% | -- |
| Three or more islands | 1.0% | -- | -- | 1.3% | 1.1% | -- |

Visited islands during their trip (with overnight staying)

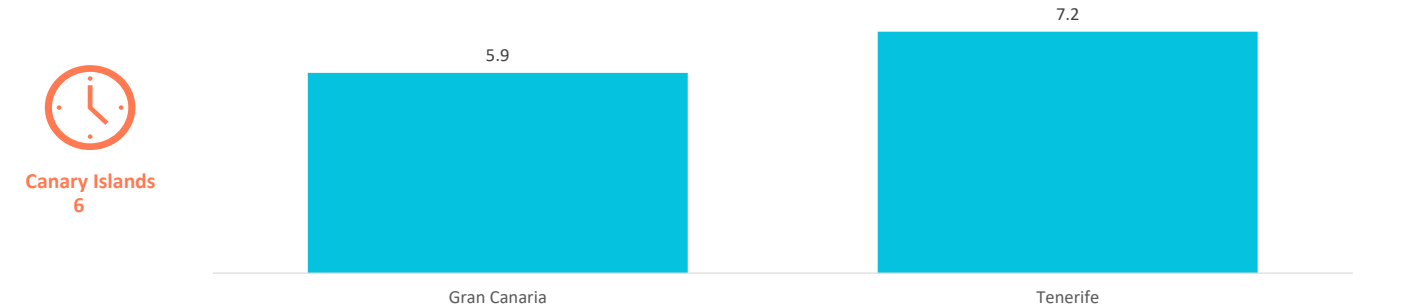
| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---------------|----------------|-----------|---------------|--------------|----------|----------|
| Lanzarote | 8.3% | -- | -- | 0.6% | 0.0% | -- |
| Fuerteventura | 10.5% | -- | -- | 0.8% | 0.0% | -- |
| Gran Canaria | 51.6% | -- | -- | 100% | 0.0% | -- |
| Tenerife | 29.2% | -- | -- | 1.8% | 100% | -- |
| La Gomera | 0.1% | -- | -- | 0.0% | 0.0% | -- |
| La Palma | 2.2% | -- | -- | 0.0% | 0.0% | -- |
| El Hierro | 0.0% | -- | -- | 0.0% | 0.0% | -- |
| Cruise | 0.0% | -- | -- | 0.0% | 0.0% | -- |



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|----------------------|----------------|-----------|---------------|--------------|----------|----------|
| 0 hours | 8.4% | -- | -- | 6.4% | 3.5% | -- |
| 1 - 2 hours | 13.9% | -- | -- | 14.9% | 7.9% | -- |
| 3 - 6 hours | 37.0% | -- | -- | 37.8% | 35.2% | -- |
| 7 - 12 hours | 35.2% | -- | -- | 36.0% | 45.5% | -- |
| More than 12 hours | 5.6% | -- | -- | 4.9% | 7.9% | -- |
| Outdoor time per day | 6.0 | -- | -- | 5.9 | 7.2 | -- |



Activities in the Canary Islands

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|--|----------------|-----------|---------------|--------------|----------|----------|
| Walk, wander | 65.5% | -- | -- | 66.2% | 79.2% | -- |
| Beach | 60.0% | -- | -- | 60.3% | 60.6% | -- |
| Swimming pool, hotel facilities | 55.2% | -- | -- | 57.1% | 61.8% | -- |
| Explore the island on their own | 54.5% | -- | -- | 58.1% | 53.1% | -- |
| Taste Canarian gastronomy | 21.2% | -- | -- | 20.9% | 26.4% | -- |
| Hiking | 17.4% | -- | -- | 16.0% | 18.1% | -- |
| Organized excursions | 11.3% | -- | -- | 9.5% | 14.3% | -- |
| Nightlife / concerts / shows | 9.8% | -- | -- | 12.6% | 8.9% | -- |
| Theme parks | 9.8% | -- | -- | 12.6% | 9.6% | -- |
| Sea excursions / whale watching | 9.5% | -- | -- | 5.3% | 9.4% | -- |
| Wineries / markets / popular festivals | 8.4% | -- | -- | 5.2% | 2.3% | -- |
| Museums / exhibitions | 7.8% | -- | -- | 8.6% | 7.2% | -- |
| Other Nature Activities | 7.2% | -- | -- | 5.9% | 13.1% | -- |
| Swim | 6.6% | -- | -- | 8.8% | 1.5% | -- |
| Beauty and health treatments | 6.1% | -- | -- | 7.3% | 6.5% | -- |
| Running | 5.7% | -- | -- | 3.6% | 9.9% | -- |
| Practice other sports | 5.2% | -- | -- | 2.4% | 2.7% | -- |
| Astronomical observation | 4.7% | -- | -- | 3.1% | 4.1% | -- |
| Cycling / Mountain bike | 3.7% | -- | -- | 4.6% | 4.0% | -- |
| Surf | 2.6% | -- | -- | 1.5% | 3.6% | -- |
| Scuba Diving | 1.9% | -- | -- | 1.1% | 3.4% | -- |
| Golf | 1.6% | -- | -- | 0.2% | 0.0% | -- |
| Windsurf / Kitesurf | 1.6% | -- | -- | 1.8% | 0.6% | -- |

WALK, WANDER



BEACH



TOURIST PROFILE BY ISLAND OF STAY (2024)

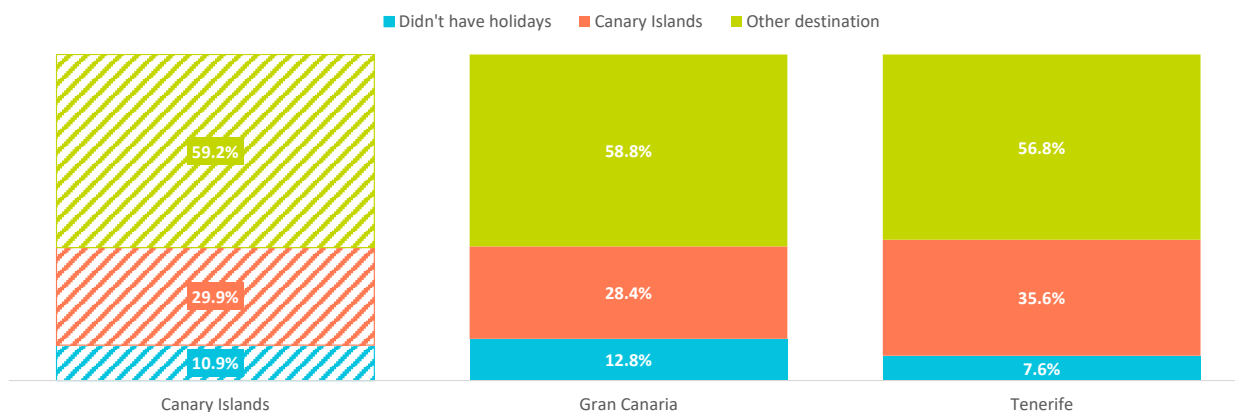
DENMARK

COMPETITORS

Where did they spend their main holiday last year? *

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|----------------------|----------------|-----------|---------------|--------------|----------|----------|
| Didn't have holidays | 10.9% | -- | -- | 12.8% | 7.6% | -- |
| Canary Islands | 29.9% | -- | -- | 28.4% | 35.6% | -- |
| Other destination | 59.2% | -- | -- | 58.8% | 56.8% | -- |
| - Balearic Islands | 2.1% | -- | -- | 1.7% | 3.4% | -- |
| - Rest of Spain | 10.0% | -- | -- | 8.6% | 13.3% | -- |
| - Italy | 7.2% | -- | -- | 6.8% | 4.3% | -- |
| - France | 4.5% | -- | -- | 4.2% | 3.0% | -- |
| - Turkey | 4.0% | -- | -- | 5.2% | 2.2% | -- |
| - Greece | 9.9% | -- | -- | 9.8% | 11.4% | -- |
| - Portugal | 2.8% | -- | -- | 2.1% | 3.5% | -- |
| - Croatia | 1.4% | -- | -- | 1.5% | 1.4% | -- |
| - Egypt | 0.6% | -- | -- | 0.8% | 0.3% | -- |
| - Tunisia | 0.6% | -- | -- | 1.1% | 0.0% | -- |
| - Morocco | 0.1% | -- | -- | 0.3% | 0.0% | -- |
| - Others | 16.1% | -- | -- | 16.7% | 13.9% | -- |

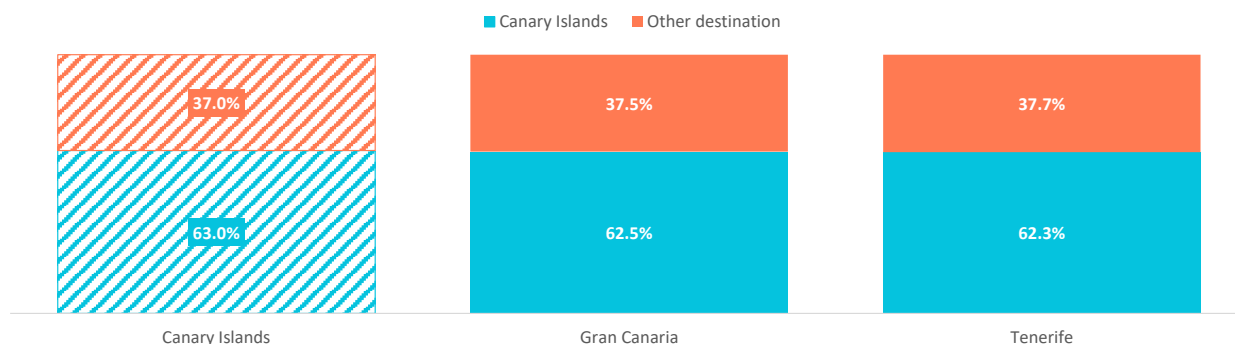
* Percentage of valid answers



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") | 35.7% | -- | -- | 35.7% | 31.9% | -- |
| Canary Islands (other island) | 27.2% | -- | -- | 26.8% | 30.4% | -- |
| Other destination | 37.0% | -- | -- | 37.5% | 37.7% | -- |
| - Balearic Islands | 1.5% | -- | -- | 2.0% | 1.2% | -- |
| - Rest of Spain | 8.4% | -- | -- | 9.4% | 6.6% | -- |
| - Italy | 4.7% | -- | -- | 3.9% | 6.4% | -- |
| - France | 1.0% | -- | -- | 0.6% | 0.9% | -- |
| - Turkey | 2.4% | -- | -- | 2.2% | 2.1% | -- |
| - Greece | 8.3% | -- | -- | 8.4% | 9.2% | -- |
| - Portugal | 3.1% | -- | -- | 3.1% | 3.2% | -- |
| - Croatia | 1.6% | -- | -- | 2.0% | 1.1% | -- |
| - Egypt | 4.2% | -- | -- | 4.3% | 4.6% | -- |
| - Others | 1.9% | -- | -- | 1.5% | 2.4% | -- |

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2024)

DENMARK

FLIGHT ORIGIN

Where does the flight come from?

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|----------------|----------------|-----------|---------------|--------------|----------|----------|
| Denmark | 91.6% | -- | -- | 94.8% | 90.6% | -- |
| Germany | 3.1% | -- | -- | 2.2% | 3.8% | -- |
| Netherlands | 0.7% | -- | -- | 0.0% | 0.0% | -- |
| Italy | 0.6% | -- | -- | 0.0% | 2.2% | -- |
| United Kingdom | 0.6% | -- | -- | 0.4% | 0.0% | -- |
| Others | 3.4% | -- | -- | 2.5% | 3.4% | -- |

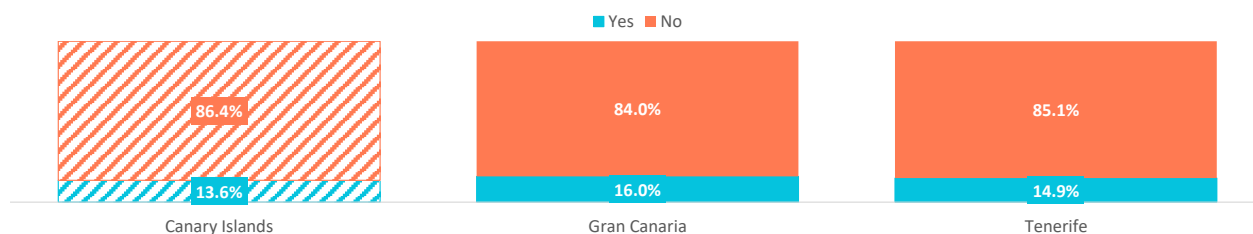
TOURIST TAX (Data available from Q2 2024)

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 | 44.0% | -- | -- | 35.4% | 59.8% | -- |
| No | 27.8% | -- | -- | 34.6% | 15.2% | -- |
| Not remember | 28.2% | -- | -- | 30.0% | 24.9% | -- |

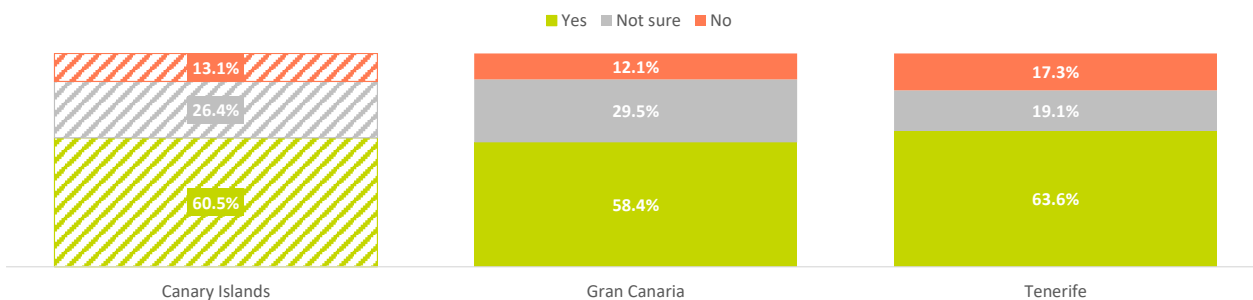
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-----|----------------|-----------|---------------|--------------|----------|----------|
| Yes | 13.6% | -- | -- | 16.0% | 14.9% | -- |
| No | 86.4% | -- | -- | 84.0% | 85.1% | -- |



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 | 60.5% | -- | -- | 58.4% | 63.6% | -- |
| - For any purpose | 15.3% | -- | -- | 14.2% | 11.6% | -- |
| - Improve living conditions | 9.4% | -- | -- | 12.9% | 4.8% | -- |
| - Improve economic development | 3.9% | -- | -- | 3.6% | 6.7% | -- |
| - Improve the environment | 21.1% | -- | -- | 19.0% | 24.6% | -- |
| - Improve the tourist environment | 4.3% | -- | -- | 3.5% | 4.6% | -- |
| - Other purposes | 6.3% | -- | -- | 5.2% | 11.4% | -- |
| Not sure | 26.4% | -- | -- | 29.5% | 19.1% | -- |
| No | 13.1% | -- | -- | 12.1% | 17.3% | -- |



How much would they be willing to pay?

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-------------------|----------------|-----------|---------------|--------------|----------|----------|
| Up to 1 euro | 36.4% | -- | -- | 42.6% | 19.8% | -- |
| Up to 2 euros | 27.0% | -- | -- | 22.0% | 43.0% | -- |
| Up to 3 euros | 18.5% | -- | -- | 16.6% | 19.0% | -- |
| More than 3 euros | 18.0% | -- | -- | 18.9% | 18.3% | -- |

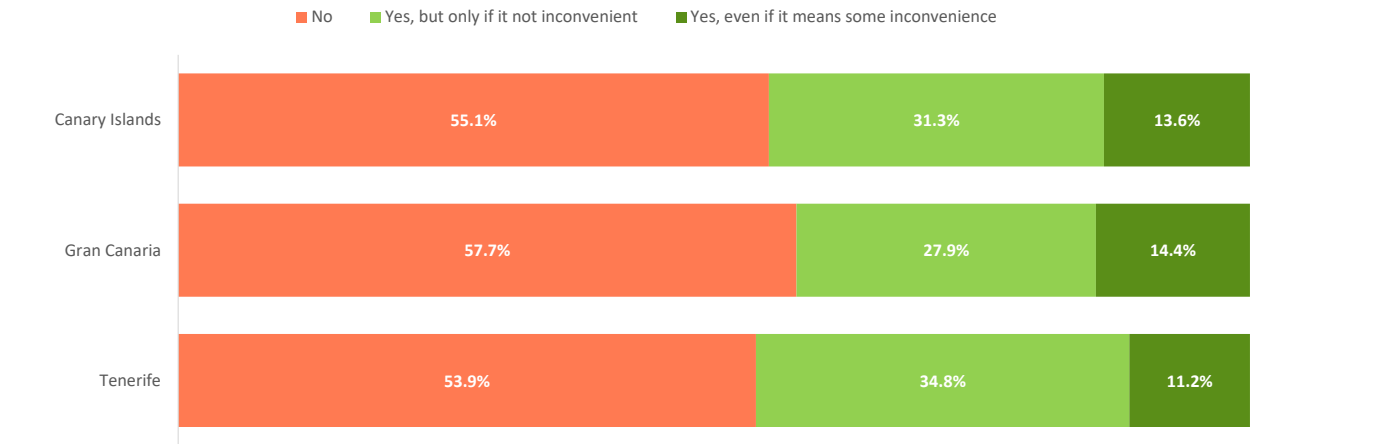
TOURIST PROFILE BY ISLAND OF STAY (2024)

DENMARK

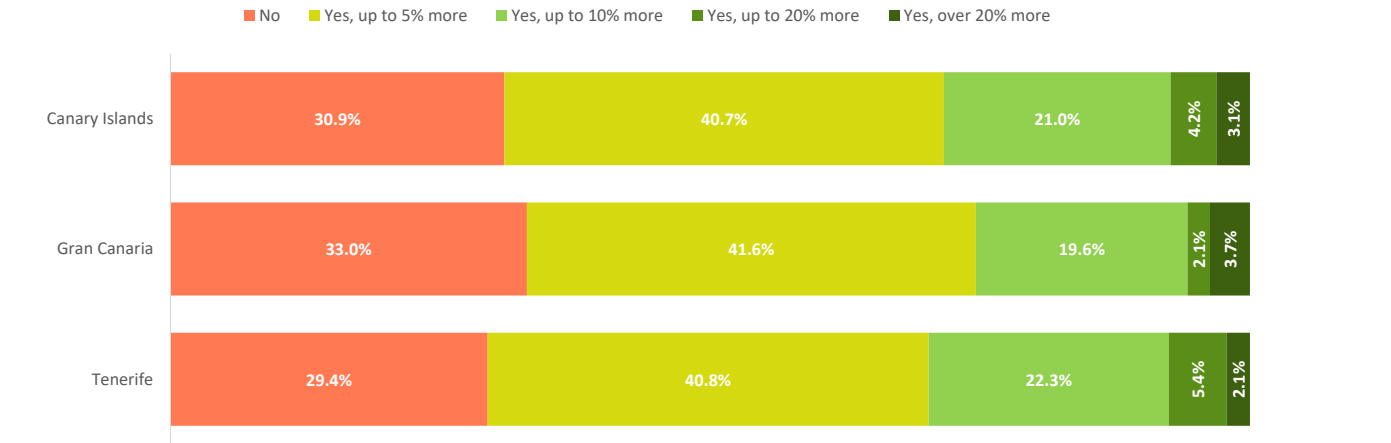


SUSTAINABLE DESTINATION (DATA = 2023)

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



Would they be willing to spend more on travel to reduce their carbon footprint?



Percepcion of the following sustainability measures during their stay *

| | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|--|----------------|-----------|---------------|--------------|----------|----------|
| Quality of life on the island | 7.7 | -- | -- | 7.8 | 7.7 | -- |
| Tolerance towards tourism | 8.4 | -- | -- | 8.5 | 8.6 | -- |
| Cleanliness of the island | 8.1 | -- | -- | 8.1 | 8.2 | -- |
| Air quality | 8.3 | -- | -- | 8.4 | 8.2 | -- |
| Rational water consumption | 7.5 | -- | -- | 7.6 | 7.4 | -- |
| Energy saving | 6.8 | -- | -- | 6.9 | 6.7 | -- |
| Use of renewable energy | 7.0 | -- | -- | 7.1 | 6.8 | -- |
| Recycling | 6.5 | -- | -- | 6.5 | 6.5 | -- |
| Easy to get around by public transport | 7.0 | -- | -- | 7.5 | 6.9 | -- |
| Overcrowding in tourist areas | 6.5 | -- | -- | 6.4 | 6.8 | -- |
| Supply of local products | 6.8 | -- | -- | 6.8 | 7.0 | -- |

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