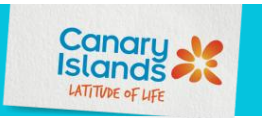


TOURIST PROFILE BY ISLAND OF STAY (2024)

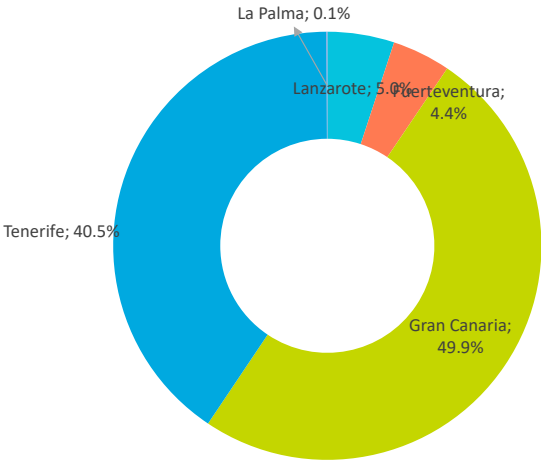
FINLAND



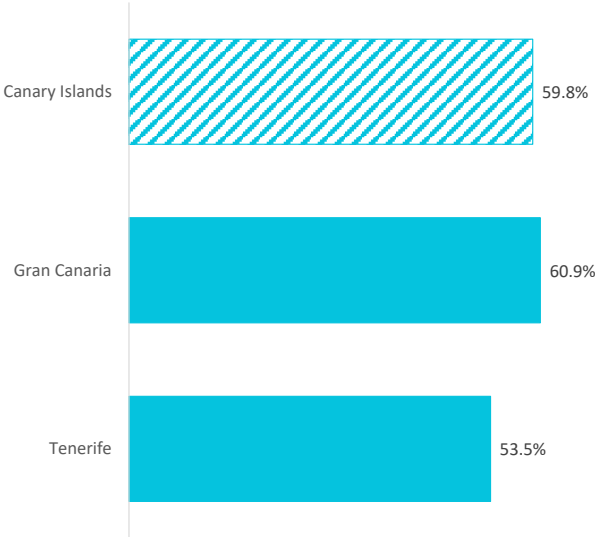
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	176,716	8,922	7,795	88,225	71,612	98
% Tourists	100%	5.0%	4.4%	49.9%	40.5%	0.1%
% tourists who book holiday package	59.8%	--	--	60.9%	53.5%	--
Expenditure per tourist (€)	2,217	--	--	1,863	2,788	--
- book holiday package	1,800	--	--	1,761	1,864	--
- holiday package	1,437	--	--	1,405	1,449	--
- others	2,204	--	--	1,316	3,319	--
- do not book holiday package	2,838	--	--	2,023	3,853	--
- flight	522	--	--	500	549	--
- accommodation	475	--	--	563	400	--
- others	2,204	--	--	1,316	3,319	--
Average lenght of stay	11.50	--	--	12.54	10.74	--
Average daily expenditure (€)	226.6	--	--	194.5	271.9	--
Average daily expenditure without flight (€)	158.7	--	--	131.3	202.8	--
Average cost of the flight (€)	571.9	--	--	531.5	594.6	--
Total turnover (≥ 16 years old) (€m)	392	--	--	164	200	--
% Turnover	100%	--	--	42.0%	51.0%	--
Turnover without flight (≥ 16 years old) (€m)	291	--	--	118	157	--
Tourist arrivals (FRONTUR)	207,607	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	205,255	9,554	6,313	116,773	72,615	n.d.
Children < 16 years old (FRONTUR - EGT)	30,891	n.d.	n.d.	n.d.	n.d.	n.d.

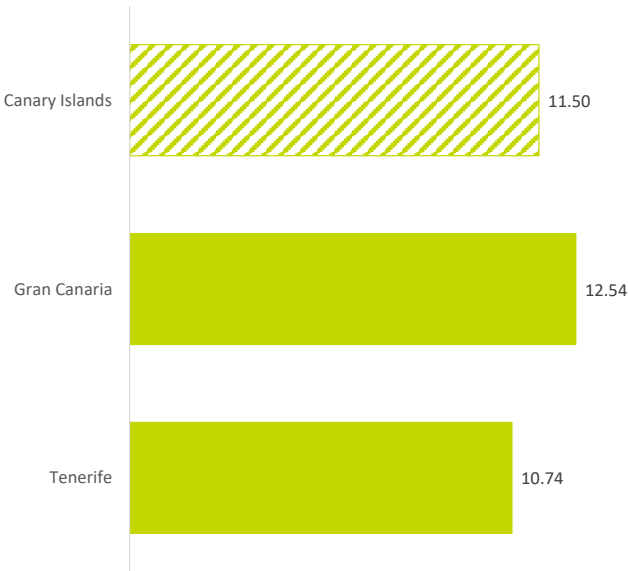
% TOURISTS (≥ 16 years old)



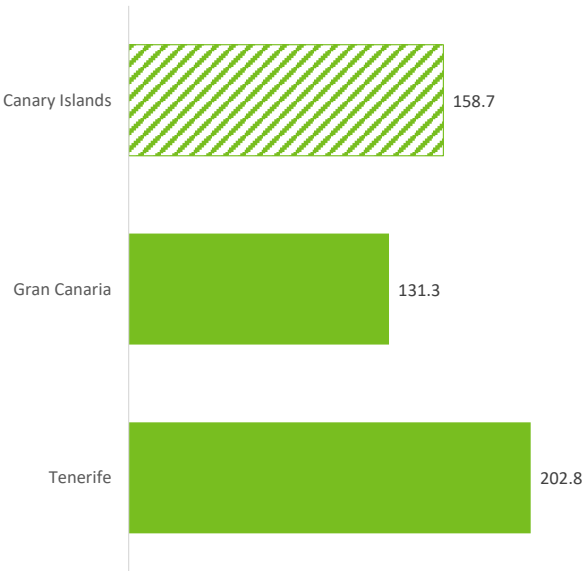
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2024)

FINLAND

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	88.0%	--	--	88.5%	86.3%	--
- Additional accommodation expenses	5.8%	--	--	7.3%	3.6%	--
Transport:						
- National/International Transport	97.3%	--	--	96.1%	98.7%	--
- Flights between islands	5.1%	--	--	4.0%	6.1%	--
- Taxi	60.8%	--	--	69.2%	58.2%	--
- Car rental	27.2%	--	--	22.3%	34.8%	--
- Public transport	21.3%	--	--	19.5%	24.1%	--
Food and drink:						
- Food purchases at supermarkets	73.7%	--	--	72.5%	76.5%	--
- Restaurants	71.2%	--	--	74.6%	72.6%	--
Leisure:						
- Organized excursions	21.5%	--	--	12.8%	31.6%	--
- Sport activities	7.0%	--	--	5.8%	8.9%	--
- Cultural activities	3.5%	--	--	4.1%	3.6%	--
- Museums	7.5%	--	--	7.7%	8.6%	--
- Theme Parks	8.4%	--	--	6.3%	11.7%	--
- Discos and pubs	7.8%	--	--	11.1%	4.2%	--
- Wellness	5.9%	--	--	4.2%	9.1%	--
Purchases of goods:						
- Souvenirs	51.0%	--	--	50.7%	52.1%	--
- Real estate	0.3%	--	--	0.0%	0.7%	--
- Other purchases	1.3%	--	--	1.2%	1.0%	--
Others:						
- Medical expenses	4.1%	--	--	4.6%	4.0%	--
- Other expenses	4.9%	--	--	6.2%	2.8%	--

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:	1,903	--	--	2,590	761	--
- Accommodation	733	--	--	783	670	--
- Additional accommodation expenses	1,170	--	--	1,807	91	--
Transport:	931	--	--	915	961	--
- National/International Transport	587	--	--	553	603	--
- Flights between islands	96	--	--	121	92	--
- Taxi	96	--	--	93	104	--
- Car rental	130	--	--	128	135	--
- Public transport	22	--	--	19	28	--
Food and drink:	372	--	--	392	361	--
- Food purchases at supermarkets	147	--	--	170	130	--
- Restaurants	225	--	--	222	231	--
Leisure:	585	--	--	547	631	--
- Organized excursions	104	--	--	77	125	--
- Sport activities	70	--	--	109	36	--
- Cultural activities	43	--	--	43	44	--
- Museums	30	--	--	28	33	--
- Theme Parks	101	--	--	56	136	--
- Discos and pubs	173	--	--	185	183	--
- Wellness	64	--	--	48	74	--
Purchases of goods:	150,178	--	--	213	150,153	--
- Souvenirs	108	--	--	130	92	--
- Real estate	150,000	--	--	0	150,000	--
- Other purchases	70	--	--	83	61	--
Others:	121	--	--	79	215	--
- Medical expenses	53	--	--	54	30	--
- Other expenses	68	--	--	25	185	--

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	50.1%	--	--	46.2%	52.1%	--
Percentage of women	49.9%	--	--	53.8%	47.9%	--
Age						
Average age (tourists above 16 years old)	49.43	--	--	50.41	48.50	--
Standard deviation	16.5	--	--	17.2	16.0	--
Age range						
16-24 years old	8.7%	--	--	10.1%	8.7%	--
25-30 years old	7.0%	--	--	6.5%	6.9%	--
31-45 years old	26.8%	--	--	22.6%	29.7%	--
46-60 years old	25.7%	--	--	25.5%	26.2%	--
Over 60 years old	31.7%	--	--	35.3%	28.6%	--
Occupation						
Salaried worker	57.9%	--	--	57.5%	56.2%	--
Self-employed	5.8%	--	--	7.3%	4.1%	--
Unemployed	1.5%	--	--	0.6%	3.1%	--
Business owner	6.6%	--	--	7.4%	5.1%	--
Student	4.7%	--	--	4.2%	5.7%	--
Retired	23.0%	--	--	22.5%	25.5%	--
Unpaid domestic work	0.2%	--	--	0.4%	0.0%	--
Others	0.2%	--	--	0.2%	0.4%	--
Annual household income level						
Less than €25,000	11.0%	--	--	10.2%	13.4%	--
€25,000 - €49,999	28.9%	--	--	28.2%	30.5%	--
€50,000 - €74,999	29.6%	--	--	29.8%	27.2%	--
More than €74,999	30.5%	--	--	31.8%	28.9%	--
Education level						
No studies	0.5%	--	--	1.1%	0.0%	--
Primary education	4.9%	--	--	5.0%	2.9%	--
Secondary education	31.5%	--	--	33.9%	29.6%	--
Higher education	63.1%	--	--	60.0%	67.6%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	10.5%	--	--	7.1%	14.6%	--
Only with partner	46.7%	--	--	55.9%	38.1%	--
Only with children (< 13 years old)	6.8%	--	--	4.0%	8.4%	--
Partner + children (< 13 years old)	4.0%	--	--	2.2%	5.9%	--
Other relatives	8.7%	--	--	8.4%	9.2%	--
Friends	7.7%	--	--	7.8%	7.6%	--
Work colleagues	0.7%	--	--	1.1%	0.0%	--
Organized trip	0.0%	--	--	0.0%	0.0%	--
Other combinations ⁽²⁾	14.8%	--	--	13.6%	16.3%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	0.2%	--	--	0.2%	0.2%	--
- Between 0 and 2 years old	0.0%	--	--	0.0%	0.1%	--
- Between 3 and 12 years old	0.1%	--	--	0.2%	0.2%	--
- Between 0 -2 and 3-12 years old	0.0%	--	--	0.0%	0.0%	--
Tourists without children	99.8%	--	--	99.8%	99.8%	--
Group composition:						
- 1 person	15.6%	--	--	11.6%	19.9%	--
- 2 people	53.8%	--	--	62.0%	47.0%	--
- 3 people	8.8%	--	--	9.8%	5.2%	--
- 4 or 5 people	16.6%	--	--	11.9%	22.1%	--
- 6 or more people	5.2%	--	--	4.8%	5.8%	--
Average group size:	2.62	--	--	2.50	2.78	--

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY
WITH PARTNER

55.9%

38.1%
46.7%

Gran Canaria

Tenerife

TOURIST PROFILE BY ISLAND OF STAY (2024)

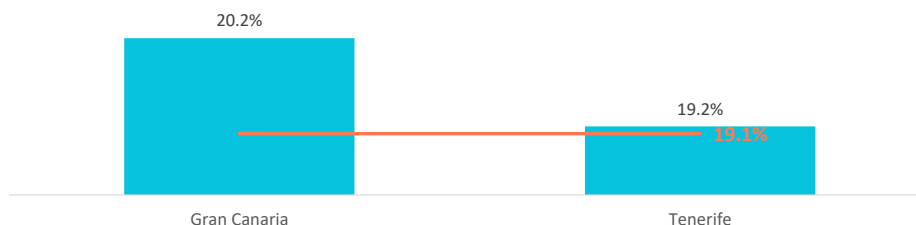
FINLAND

TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.7%	--	--	1.4%	0.1%	--
Between 1 and 30 days	21.0%	--	--	22.2%	17.1%	--
Between 1 and 2 months	24.2%	--	--	22.9%	25.4%	--
Between 3 and 6 months	35.0%	--	--	33.4%	38.2%	--
More than 6 months	19.1%	--	--	20.2%	19.2%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



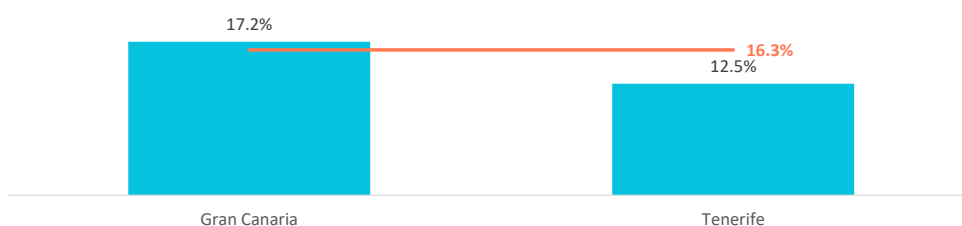
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	37.8%	--	--	33.9%	46.7%	--
- Tour Operator or Travel Agency	62.2%	--	--	66.1%	53.3%	--
Accommodation						
- Directly with the accommodation	31.9%	--	--	29.6%	39.0%	--
- Tour Operator or Travel Agency	68.1%	--	--	70.4%	61.0%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	42.1%	--	--	44.5%	43.0%	--
Bed and Breakfast	22.0%	--	--	21.2%	26.5%	--
Half board	12.1%	--	--	10.6%	11.7%	--
Full board	7.5%	--	--	6.5%	6.3%	--
All inclusive	16.3%	--	--	17.2%	12.5%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



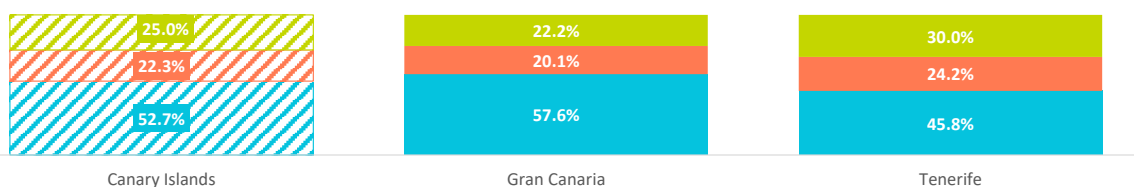
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	15.8%	--	--	23.4%	8.6%	--
4* Hotel	32.5%	--	--	29.8%	33.3%	--
5* Hotel / 5* Luxury Hotel	4.5%	--	--	4.4%	4.0%	--
Aparthotel / Tourist Villa	22.3%	--	--	20.1%	24.2%	--
House/room rented in a private dwelling	0.0%	--	--	0.0%	0.0%	--
Private accommodation ⁽¹⁾	7.0%	--	--	6.5%	8.2%	--
Others (Cottage, cruise, camping,...)	3.0%	--	--	2.3%	2.1%	--

(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

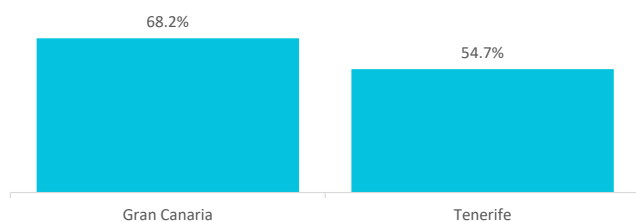
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	87.8%	--	--	88.6%	86.2%	--
Family reasons	6.7%	--	--	7.5%	6.2%	--
Business	2.2%	--	--	1.5%	3.0%	--
Education and training	0.3%	--	--	0.0%	0.0%	--
Sports training	1.3%	--	--	0.7%	2.3%	--
Health	0.5%	--	--	0.4%	0.6%	--
Conventions and Exhibitions	0.0%	--	--	0.0%	0.0%	--
Others	1.2%	--	--	1.2%	1.6%	--

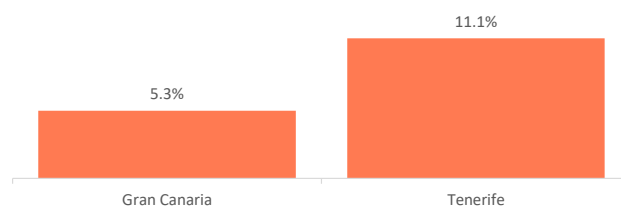
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	61.2%	--	--	68.2%	54.7%	--
Enjoy family time	19.4%	--	--	16.7%	22.7%	--
Have fun	4.9%	--	--	3.4%	7.0%	--
Explore the destination	7.6%	--	--	5.3%	11.1%	--
Practice their hobbies	3.8%	--	--	3.7%	2.4%	--
Other reasons	3.0%	--	--	2.6%	2.2%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	85.0%	--	--	86.0%	83.2%	--
Safety	52.0%	--	--	58.2%	41.2%	--
Tranquility	38.8%	--	--	42.3%	33.3%	--
Sea	38.6%	--	--	33.9%	46.3%	--
Accommodation supply	37.3%	--	--	39.1%	35.5%	--
Beaches	35.4%	--	--	38.5%	30.3%	--
Effortless trip	31.1%	--	--	33.5%	27.2%	--
Price	28.8%	--	--	25.4%	34.2%	--
European belonging	28.5%	--	--	37.0%	15.0%	--
Landscapes	25.2%	--	--	31.1%	17.4%	--
Environment	20.5%	--	--	21.2%	21.2%	--
Gastronomy	18.1%	--	--	14.5%	21.7%	--
Fun possibilities	12.2%	--	--	13.0%	9.5%	--
Authenticity	10.2%	--	--	8.1%	12.7%	--
Exoticism	9.2%	--	--	7.8%	12.3%	--
Hiking trail network	8.4%	--	--	8.7%	9.1%	--
Shopping	8.3%	--	--	8.3%	8.6%	--
Culture	5.6%	--	--	5.4%	6.5%	--
Historical heritage	5.3%	--	--	6.6%	4.6%	--
Nightlife	4.2%	--	--	5.8%	2.7%	--

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	56.4%	--	--	57.9%	55.0%	--
Friends or relatives	32.4%	--	--	30.3%	38.2%	--
Internet or social media	57.1%	--	--	58.5%	53.8%	--
Mass Media	1.5%	--	--	1.2%	1.9%	--
Travel guides and magazines	3.8%	--	--	5.7%	1.7%	--
Travel Blogs or Forums	8.2%	--	--	7.5%	8.8%	--
Travel TV Channels	0.8%	--	--	0.0%	1.4%	--
Tour Operator or Travel Agency	26.0%	--	--	28.0%	22.7%	--
Public administrations or similar	0.2%	--	--	0.0%	0.5%	--
Others	2.7%	--	--	2.7%	2.5%	--

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2024)

FINLAND

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.53	--	--	8.51	8.60	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.4%	--	--	1.2%	3.1%	--
Lived up to expectations	64.4%	--	--	69.5%	59.5%	--
Better or much better than expected	33.2%	--	--	29.3%	37.4%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.38	--	--	8.54	8.27	--
Recommend visiting the Canary Islands	8.55	--	--	8.67	8.42	--

 RETURN TO THE
CANARY
ISLANDS

 Canary Islands
8.38

8.54

8.67

8.27

8.42

Gran Canaria

Tenerife

 RECOMMEND
VISITING THE
CANARY ISLANDS

 Canary Islands
8.55

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	20.3%	--	--	19.7%	22.5%	--
Repeat tourists	79.7%	--	--	80.3%	77.5%	--
At least 10 previous visits	24.1%	--	--	27.0%	21.4%	--
Repeat tourists (last 5 years)	75.6%	--	--	77.9%	72.0%	--
Repeat tourists (last 5 years) (5 or more visits)	12.7%	--	--	13.0%	13.1%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	30.3%	--	--	62.5%	44.0%	--
Fuerteventura	20.8%	--	--	39.0%	25.0%	--
Gran Canaria	69.8%	--	--	77.1%	36.4%	--
Tenerife	65.5%	--	--	41.2%	74.5%	--
La Palma	5.8%	--	--	0.0%	60.3%	--
CANARY ISLANDS	79.7%	--	--	80.3%	77.5%	--

How to interpret the table

- Column Canary Islands = refers to the % of **repeat finn tourists** on each island regardless of island of stay in this trip (2024).
- Column each island = refers to the % of **repeat finn tourists** on each island by island of stay in 2024. For example: 77.1% refers to % **repeat finn tourists** who repeat Gran Canaria in 2024 and stay in Gran Canaria in this trip. 41.2% **finn tourists** who stay in Gran Canaria in 2024 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % **repeat finn tourists** by island of stay. For exdample: 77.5% refers to % **finn 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	93.3%	--	--	95.5%	92.7%	--
Two islands	6.3%	--	--	4.2%	6.6%	--
Three or more islands	0.4%	--	--	0.3%	0.7%	--

Visited islands during their trip (with overnight staying)

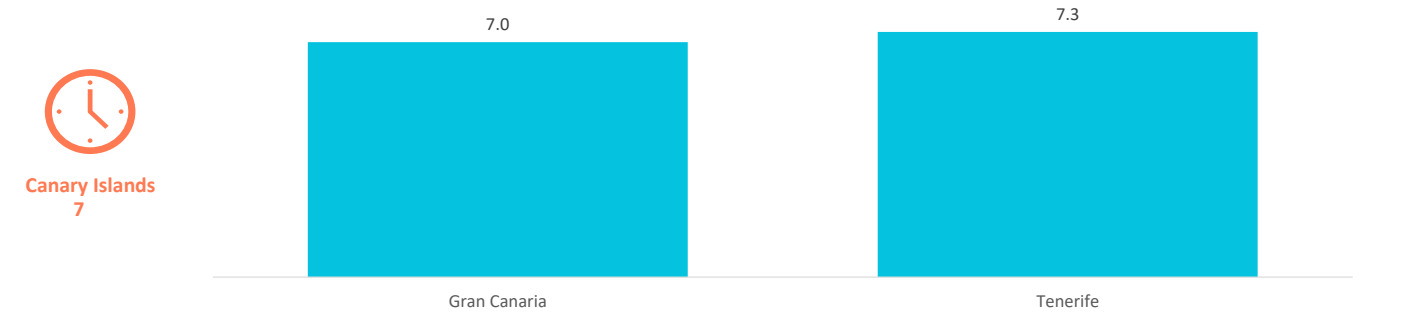
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	5.3%	--	--	0.0%	0.0%	--
Fuerteventura	4.4%	--	--	0.0%	0.0%	--
Gran Canaria	50.0%	--	--	100%	0.2%	--
Tenerife	41.0%	--	--	1.0%	100%	--
La Gomera	0.9%	--	--	0.3%	1.9%	--
La Palma	0.9%	--	--	0.0%	1.8%	--
El Hierro	0.3%	--	--	0.0%	0.7%	--
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	2.4%	--	--	2.5%	1.4%	--
1 - 2 hours	9.8%	--	--	9.8%	7.9%	--
3 - 6 hours	34.9%	--	--	35.8%	33.4%	--
7 - 12 hours	50.0%	--	--	50.6%	52.4%	--
More than 12 hours	2.8%	--	--	1.4%	4.9%	--
Outdoor time per day	7.0	--	--	7.0	7.3	--



Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	85.8%	--	--	81.2%	93.0%	--
Beach	64.3%	--	--	62.8%	64.4%	--
Swimming pool, hotel facilities	63.9%	--	--	61.1%	64.6%	--
Explore the island on their own	56.3%	--	--	55.3%	58.4%	--
Taste Canarian gastronomy	27.1%	--	--	24.2%	31.7%	--
Hiking	22.7%	--	--	25.8%	21.5%	--
Organized excursions	21.8%	--	--	22.9%	21.0%	--
Nightlife / concerts / shows	20.0%	--	--	13.6%	27.8%	--
Theme parks	16.2%	--	--	18.6%	14.8%	--
Sea excursions / whale watching	14.7%	--	--	12.4%	19.4%	--
Wineries / markets / popular festivals	14.5%	--	--	6.4%	24.6%	--
Museums / exhibitions	13.5%	--	--	15.5%	13.6%	--
Other Nature Activities	11.6%	--	--	10.8%	13.5%	--
Swim	10.2%	--	--	11.7%	10.7%	--
Beauty and health treatments	9.8%	--	--	8.4%	11.5%	--
Running	8.8%	--	--	8.7%	11.0%	--
Practice other sports	8.1%	--	--	6.2%	12.4%	--
Astronomical observation	7.5%	--	--	5.9%	9.2%	--
Cycling / Mountain bike	4.1%	--	--	3.0%	2.3%	--
Surf	2.7%	--	--	2.9%	2.9%	--
Scuba Diving	1.0%	--	--	2.0%	0.0%	--
Golf	0.5%	--	--	0.0%	0.7%	--
Windsurf / Kitesurf	0.3%	--	--	0.0%	0.0%	--

WALK, WANDER



BEACH



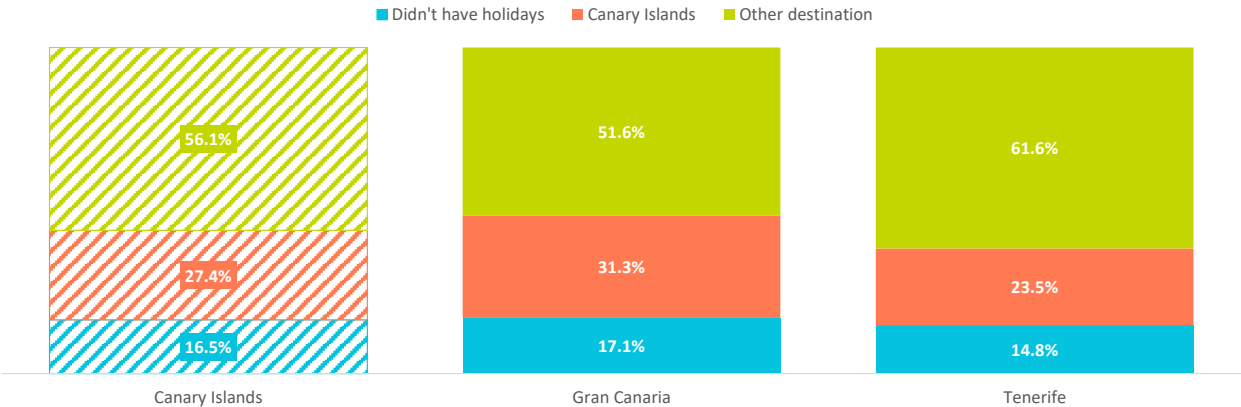


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	16.5%	--	--	17.1%	14.8%	--
Canary Islands	27.4%	--	--	31.3%	23.5%	--
Other destination	56.1%	--	--	51.6%	61.6%	--
- Balearic Islands	1.3%	--	--	1.8%	1.0%	--
- Rest of Spain	8.7%	--	--	9.7%	8.2%	--
- Italy	6.5%	--	--	4.3%	8.4%	--
- France	3.7%	--	--	2.6%	5.5%	--
- Turkey	1.5%	--	--	0.8%	2.1%	--
- Greece	10.9%	--	--	11.3%	8.6%	--
- Portugal	3.1%	--	--	2.2%	3.9%	--
- Croatia	3.8%	--	--	3.3%	4.4%	--
- Egypt	0.2%	--	--	0.0%	0.4%	--
- Tunisia	0.0%	--	--	0.0%	0.0%	--
- Morocco	0.2%	--	--	0.3%	0.0%	--
- Others	16.3%	--	--	15.1%	19.0%	--

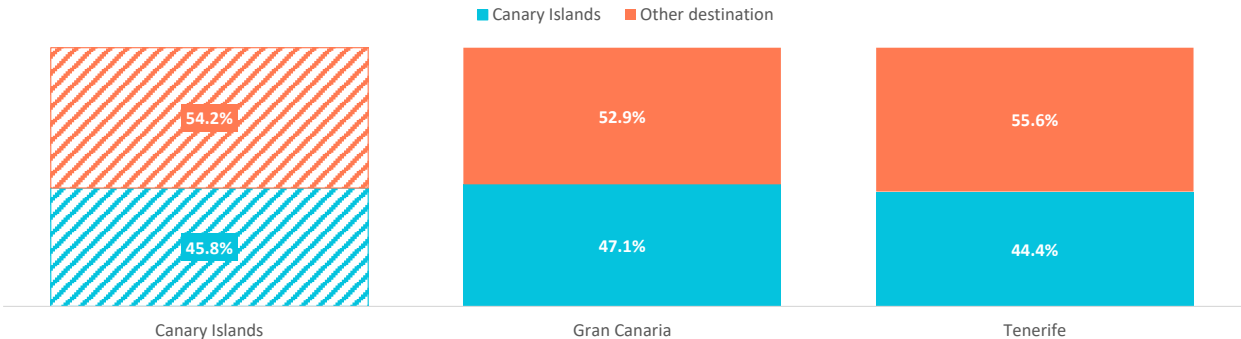
* Percentage of valid answers



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")	24.6%	--	--	29.0%	21.2%	--
Canary Islands (other island)	21.2%	--	--	18.1%	23.2%	--
Other destination	54.2%	--	--	52.9%	55.6%	--
- Balearic Islands	1.1%	--	--	0.4%	2.0%	--
- Rest of Spain	10.3%	--	--	10.9%	10.8%	--
- Italy	6.9%	--	--	6.5%	7.8%	--
- France	2.9%	--	--	2.8%	2.7%	--
- Turkey	3.8%	--	--	4.7%	3.6%	--
- Greece	10.9%	--	--	10.9%	10.5%	--
- Portugal	5.5%	--	--	4.5%	5.4%	--
- Croatia	5.0%	--	--	5.1%	4.9%	--
- Egypt	3.2%	--	--	2.6%	3.5%	--
- Others	4.7%	--	--	4.5%	4.5%	--

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2024)

FINLAND



FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Finland	93.8%	--	--	89.5%	98.1%	--
Germany	2.7%	--	--	5.3%	0.3%	--
Sweden	1.1%	--	--	2.0%	0.0%	--
Italy	0.8%	--	--	1.0%	0.7%	--
Portugal	0.2%	--	--	0.0%	0.4%	--
Others	1.4%	--	--	2.4%	0.5%	--

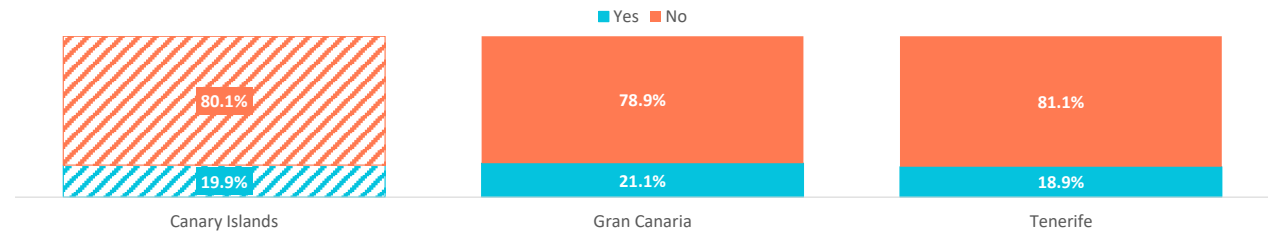
TOURIST TAX (Data available from Q2 2024)

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	33.5%	--	--	28.4%	36.1%	--
No	49.3%	--	--	54.5%	46.4%	--
Not remember	17.2%	--	--	17.0%	17.5%	--

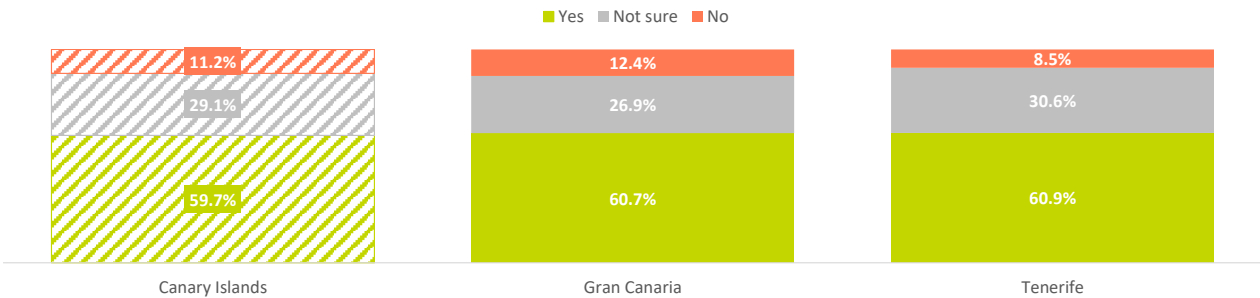
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	19.9%	--	--	21.1%	18.9%	--
No	80.1%	--	--	78.9%	81.1%	--



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	59.7%	--	--	60.7%	60.9%	--
- For any purpose	10.4%	--	--	11.2%	9.2%	--
- Improve living conditions	11.7%	--	--	11.8%	11.9%	--
- Improve economic development	2.1%	--	--	4.1%	0.0%	--
- Improve the environment	26.2%	--	--	22.5%	31.9%	--
- Improve the tourist environment	0.9%	--	--	0.4%	1.6%	--
- Other purposes	8.5%	--	--	10.8%	6.3%	--
Not sure	29.1%	--	--	26.9%	30.6%	--
No	11.2%	--	--	12.4%	8.5%	--



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	36.4%	--	--	37.8%	34.7%	--
Up to 2 euros	32.0%	--	--	30.9%	33.9%	--
Up to 3 euros	12.8%	--	--	12.4%	13.7%	--
More than 3 euros	18.9%	--	--	19.0%	17.7%	--

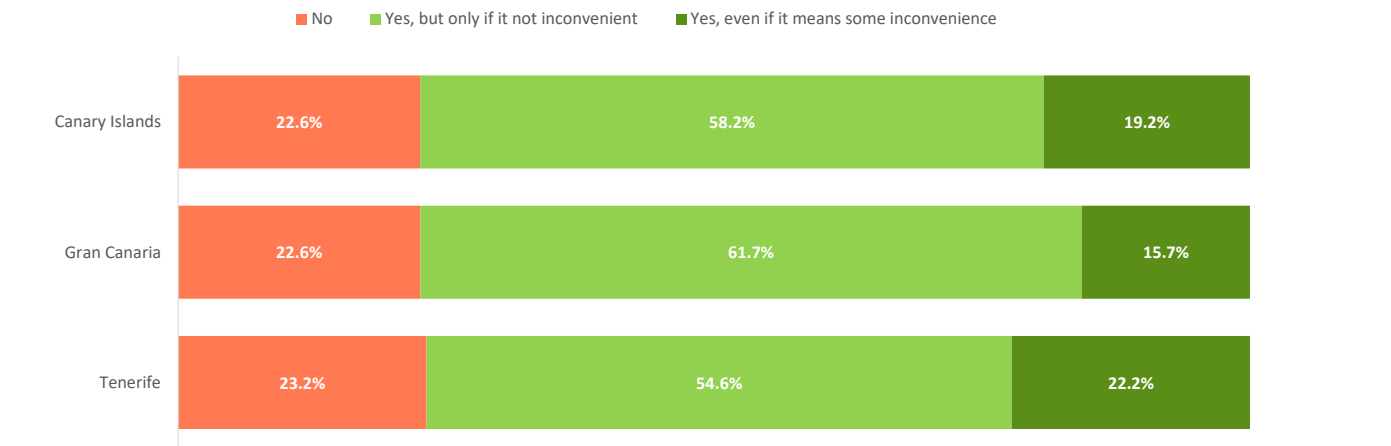
TOURIST PROFILE BY ISLAND OF STAY (2024)

FINLAND

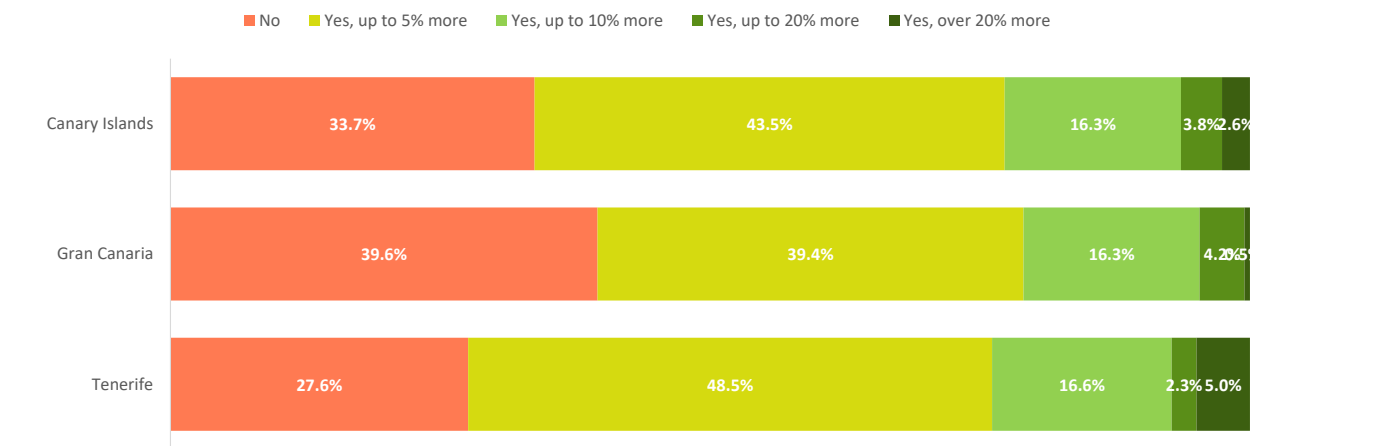


SUSTAINABLE DESTINATION (DATA = 2023)

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	8.3	--	--	8.3	8.2	--
Tolerance towards tourism	8.5	--	--	8.6	8.4	--
Cleanliness of the island	8.3	--	--	8.3	8.3	--
Air quality	8.6	--	--	8.6	8.5	--
Rational water consumption	8.1	--	--	8.1	8.0	--
Energy saving	7.6	--	--	7.7	7.5	--
Use of renewable energy	7.7	--	--	7.7	7.6	--
Recycling	7.4	--	--	7.4	7.5	--
Easy to get around by public transport	7.8	--	--	8.0	7.8	--
Overcrowding in tourist areas	7.0	--	--	7.0	7.0	--
Supply of local products	7.6	--	--	7.7	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.