INBOUND TOURISM AND TOURIST EXPENDITURE

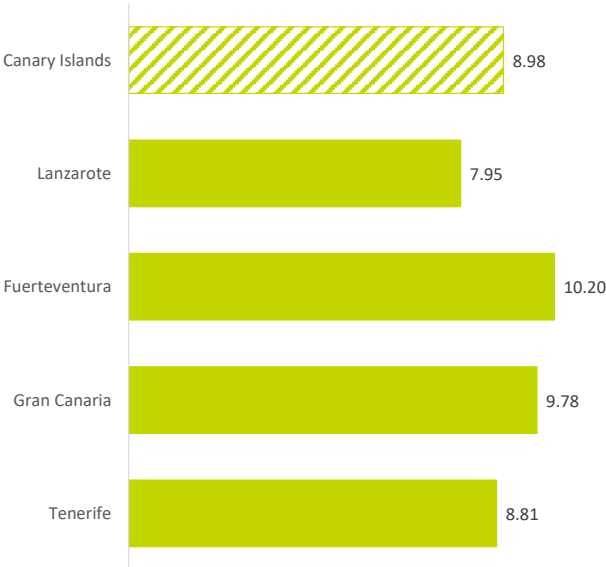|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	**805,365**	**203,132**	**117,342**	**145,376**	**333,721**	**4,478**
% Tourists	**100%**	25.2%	14.6%	18.1%	41.4%	0.6%
% tourists who book holiday package	43.8%	42.0%	62.5%	47.4%	36.9%	--
Expenditure per tourist (€)	**1,349**	**1,283**	**1,389**	**1,375**	**1,367**	**--**
- book holiday package	1,575	1,466	1,487	1,530	1,731	--
- holiday package	1,359	1,297	1,311	1,312	1,459	--
- others	669	587	635	690	735	--
- do not book holiday package	1,173	1,150	1,226	1,234	1,154	--
- flight	306	273	342	301	318	--
- accommodation	415	460	425	461	372	--
- others	669	587	635	690	735	--
Average lenght of stay	**8.98**	**7.95**	**10.20**	**9.78**	**8.81**	**--**
Average daily expenditure (€)	**170.9**	**169.3**	**164.1**	**168.3**	**175.9**	**--**
Average daily expenditure without flight (€)	**120.6**	**122.7**	**109.5**	**121.1**	**123.5**	**--**
Average cost of the flight (€)	391.3	344.4	453.0	373.7	405.6	--
Total turnover (≥ 16 years old) (€m)	1,086	261	163	200	456	--
% Turnover	**100%**	24.0%	15.0%	18.4%	42.0%	--
Turnover without flight (≥ 16 years old) (€m)	771	191	110	146	321	--
Tourist arrivals (FRONTUR)	**915,846**	**231,320**	**132,596**	**161,732**	**383,834**	**4,889**
Passenger arrivals on non-stop flights (AENA)	**626,705**	**183,821**	**88,505**	**93,534**	**260,334**	**511**
Children < 16 years old (FRONTUR - EGT)	**110,481**	**28,188**	**15,254**	**16,356**	**50,113**	**411**

% TOURISTS (≥ 16 years old)
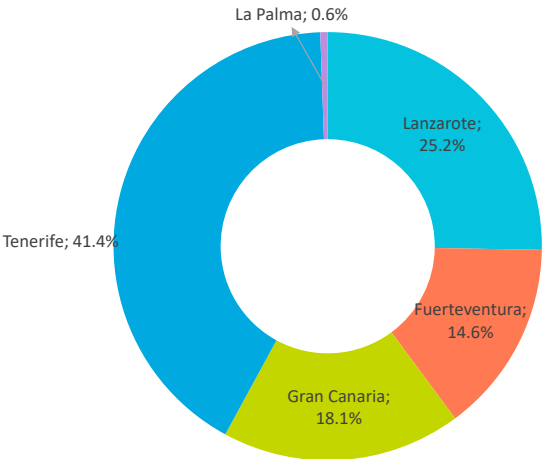
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)
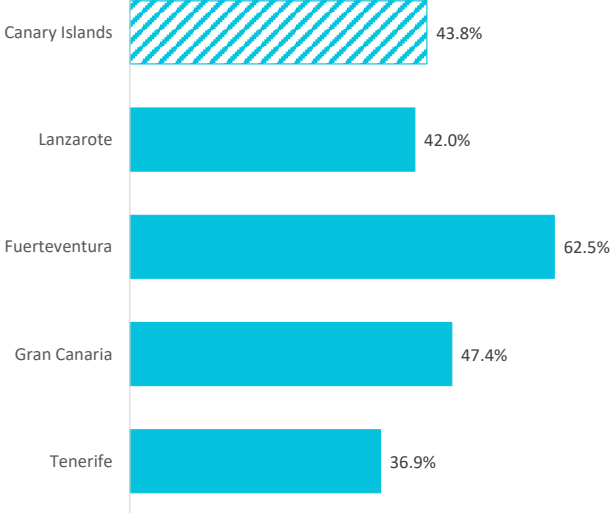
AVERAGE LENGHT OF STAY

### EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)
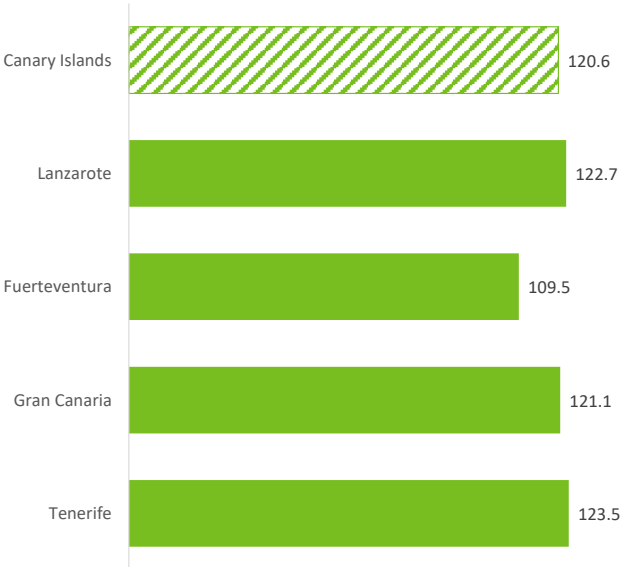
% Tourists whose spending has been greater than €0 in each item

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	**88.8%**	94.4%	91.2%	86.7%	85.8%	--
- Additional accommodation expenses	**8.8%**	7.4%	8.6%	8.1%	10.1%	--
Transport:						
- National/International Transport	**96.3%**	96.8%	97.5%	95.5%	95.9%	--
- Flights between islands	**8.9%**	9.9%	11.6%	5.7%	8.3%	--
- Taxi	**37.0%**	31.5%	35.5%	48.5%	36.0%	--
- Car rental	**50.9%**	56.1%	40.1%	35.0%	58.4%	--
- Public transport	**9.2%**	4.3%	6.8%	14.6%	10.5%	--
Food and drink:						
- Food purchases at supermarkets	**51.9%**	48.0%	45.6%	55.6%	54.4%	--
- Restaurants	**59.7%**	59.3%	42.7%	54.4%	67.8%	--
Leisure:						
- Organized excursions	**39.5%**	37.4%	33.1%	30.3%	47.3%	--
- Sport activities	**6.6%**	7.6%	6.4%	5.6%	6.7%	--
- Cultural activities	**3.1%**	4.8%	0.7%	3.2%	2.9%	--
- Museums	**11.4%**	29.2%	3.7%	7.3%	5.1%	--
- Theme Parks	**9.6%**	4.4%	3.5%	3.4%	17.9%	--
- Discos and pubs	**5.7%**	3.7%	1.7%	7.1%	7.7%	--
- Wellness	**4.9%**	1.8%	6.0%	4.0%	6.7%	--
Purchases of goods:						
- Souvenirs	**44.4%**	44.9%	39.9%	50.2%	43.2%	--
- Real estate	**0.0%**	0.0%	0.0%	0.1%	0.0%	--
- Other purchases	**0.4%**	0.7%	0.3%	0.8%	0.2%	--
Others:						
- Medical expenses	**5.6%**	3.7%	5.7%	5.7%	6.8%	--
- Other expenses	**4.4%**	3.8%	8.6%	4.3%	3.3%	--

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:	**812**	**816**	**821**	**896**	**775**	--
- Accommodation	**639**	624	668	696	616	--
- Additional accommodation expenses	**173**	192	152	201	159	--
Transport:	**737**	**643**	**847**	**750**	**754**	--
- National/International Transport	**406**	356	465	391	423	--
- Flights between islands	**77**	53	73	80	93	--
- Taxi	**98**	96	114	92	97	--
- Car rental	**119**	107	120	132	122	--
- Public transport	**36**	31	76	54	18	--
Food and drink:	**278**	**248**	**242**	**295**	**294**	--
- Food purchases at supermarkets	**105**	87	123	119	104	--
- Restaurants	**173**	162	119	176	190	--
Leisure:	**547**	**508**	**536**	**526**	**531**	--
- Organized excursions	**104**	93	135	115	99	--
- Sport activities	**113**	88	119	87	137	--
- Cultural activities	**59**	74	69	53	46	--
- Museums	**45**	55	51	32	20	--
- Theme Parks	**75**	44	62	58	82	--
- Discos and pubs	**80**	82	60	125	62	--
- Wellness	**71**	72	40	55	84	--
Purchases of goods:	**558**	**96**	**244**	**712**	**232**	--
- Souvenirs	**77**	69	94	104	62	--
- Real estate	**333**	0	0	333	0	--
- Other purchases	**148**	26	150	275	170	--
Others:	**85**	**57**	**96**	**96**	**98**	--
- Medical expenses	**29**	17	45	46	22	--
- Other expenses	**57**	41	51	50	76	--
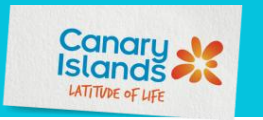
TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	**47.0%**	49.3%	45.3%	55.8%	42.1%	--
Percentage of women	**53.0%**	50.7%	54.7%	44.2%	57.9%	--
Age						
Average age (tourists above 16 years old)	**45.24**	45.78	48.36	45.55	43.69	--
Standard deviation	**16.8**	16.6	17.1	17.1	16.6	--
Age range						
16-24 years old	**13.2%**	12.7%	10.8%	13.0%	14.7%	--
25-30 years old	**12.4%**	12.3%	8.1%	11.7%	14.3%	--
31-45 years old	**26.2%**	25.6%	25.1%	26.5%	26.7%	--
46-60 years old	**26.2%**	27.0%	28.6%	26.9%	24.6%	--
Over 60 years old	**21.9%**	22.4%	27.5%	21.9%	19.7%	--
Occupation						
Salaried worker	**58.2%**	60.7%	60.1%	53.2%	58.2%	--
Self-employed	**8.4%**	7.5%	6.0%	11.3%	8.7%	--
Unemployed	**1.1%**	1.2%	0.8%	0.7%	1.2%	--
Business owner	**9.1%**	6.5%	4.8%	12.7%	10.5%	--
Student	**5.0%**	5.8%	4.3%	5.7%	4.5%	--
Retired	**17.3%**	17.6%	21.8%	15.3%	16.5%	--
Unpaid domestic work	**0.0%**	0.1%	0.0%	0.0%	0.0%	--
Others	**0.9%**	0.6%	2.2%	1.1%	0.4%	--
Annual household income level						
Less than €25,000	**15.2%**	17.2%	14.5%	13.8%	15.0%	--
€25,000 - €49,999	**40.8%**	40.1%	44.1%	41.4%	40.0%	--
€50,000 - €74,999	**23.5%**	20.8%	25.4%	23.2%	24.6%	--
More than €74,999	**20.5%**	21.9%	16.0%	21.7%	20.4%	--
Education level						
No studies	**0.7%**	1.1%	0.4%	0.7%	0.7%	--
Primary education	**1.7%**	2.0%	0.8%	2.6%	1.4%	--
Secondary education	**23.3%**	20.6%	31.4%	21.4%	23.1%	--
Higher education	**74.3%**	76.3%	67.4%	75.3%	74.8%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	**8.8%**	3.5%	11.1%	13.7%	8.9%	--
Only with partner	**45.8%**	45.6%	48.8%	46.0%	44.5%	--
Only with children (< 13 years old)	**5.4%**	5.6%	4.8%	6.1%	5.2%	--
Partner + children (< 13 years old)	**5.0%**	3.8%	7.2%	2.6%	5.9%	--
Other relatives	**10.7%**	13.3%	9.3%	9.3%	10.3%	--
Friends	**7.4%**	9.8%	4.8%	6.7%	7.1%	--
Work colleagues	**0.6%**	0.0%	1.1%	0.0%	0.9%	--
Organized trip	**0.7%**	0.0%	1.4%	2.2%	0.3%	--
Other combinations [2]	**15.8%**	18.4%	11.5%	13.4%	17.0%	--

[2] *Different situations have been isolated*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists with children	**0.8%**	**1.1%**	**0.8%**	**0.4%**	**0.8%**	**--**
- Between 0 and 2 years old	**0.1%**	0.1%	0.1%	0.1%	0.1%	--
- Between 3 and 12 years old	**0.6%**	0.9%	0.7%	0.3%	0.7%	--
- Between 0 -2 and 3-12 years old	**0.1%**	0.1%	0.0%	0.1%	0.1%	--
Tourists without children	**99.2%**	98.9%	99.2%	99.6%	99.2%	**--**
Group composition:						
- 1 person	**10.8%**	5.8%	14.8%	15.6%	10.3%	--
- 2 people	**55.6%**	55.8%	55.1%	56.5%	55.1%	--
- 3 people	**11.8%**	14.5%	13.8%	10.5%	10.1%	--
- 4 or 5 people	**18.0%**	18.9%	14.2%	14.2%	20.6%	--
- 6 or more people	**3.8%**	5.0%	2.2%	3.3%	3.9%	--
Average group size:	**2.65**	2.84	2.46	2.43	2.70	--

People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

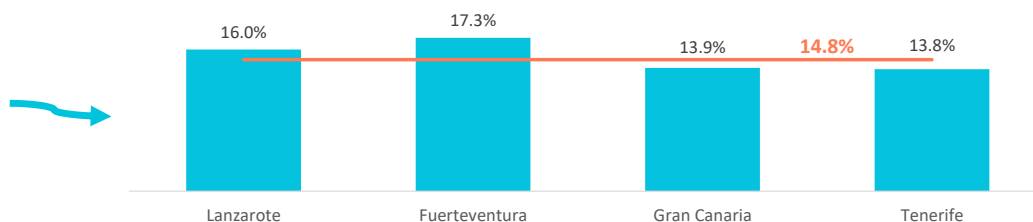| Lanzarote	Fuerteventura	Gran Canaria	Tenerife
45.6%	48.8%	46.0%	**45.8%**
			44.5%
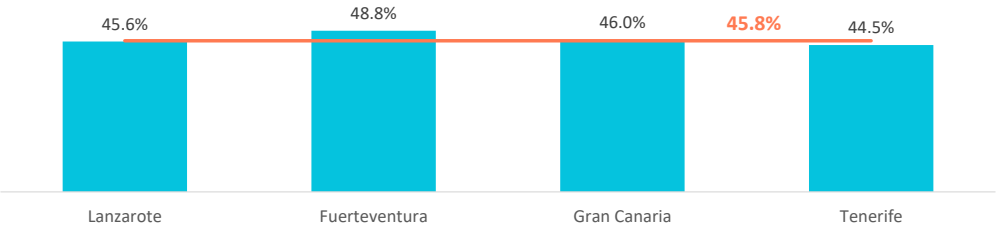
TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.0%	0.6%	0.8%	1.7%	0.9%	--
Between 1 and 30 days	21.6%	18.1%	20.1%	23.9%	23.2%	--
Between 1 and 2 months	23.4%	24.5%	21.5%	24.9%	22.6%	--
Between 3 and 6 months	39.2%	40.8%	40.3%	35.5%	39.6%	--
More than 6 months	14.8%	16.0%	17.3%	13.9%	13.8%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
16.0%	17.3%	13.9%	13.8%

14.8%

### With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	52.8%	56.8%	35.1%	47.4%	58.6%	--
- Tour Operator or Travel Agency	47.2%	43.2%	64.9%	52.6%	41.4%	--
Accommodation						
- Directly with the accommodation	40.8%	44.9%	22.7%	34.3%	47.5%	--
- Tour Operator or Travel Agency	59.2%	55.1%	77.3%	65.7%	52.5%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	38.3%	39.9%	22.4%	38.2%	43.3%	--
Bed and Breakfast	7.5%	7.6%	4.6%	9.0%	7.9%	--
Half board	14.1%	13.1%	7.3%	12.5%	18.0%	--
Full board	9.1%	8.9%	16.5%	9.5%	6.4%	--
All inclusive	30.9%	30.4%	49.2%	30.8%	24.4%	--

% TOURISTS WHO BOOK ALL INCLUSIVE

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
30.4%	49.2%	30.8%	24.4%

30.9%
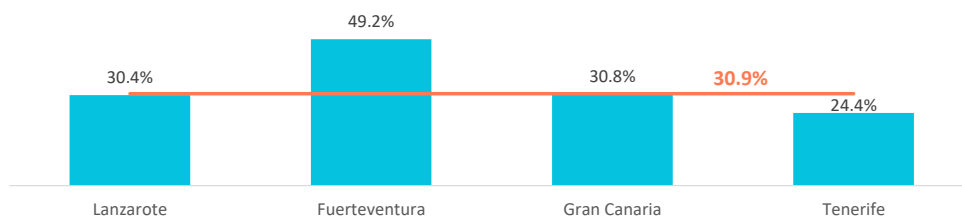
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	7.6%	9.1%	10.4%	8.0%	5.6%	--
4* Hotel	39.3%	33.4%	57.7%	37.6%	37.3%	--
5* Hotel / 5* Luxury Hotel	6.7%	6.9%	2.5%	9.7%	6.9%	--
Aparthotel / Tourist Villa	8.3%	9.1%	4.3%	12.0%	7.5%	--
House/room rented in a private dwelling	0.0%	0.0%	0.0%	0.0%	0.0%	--
Private accommodation [(1)]	6.2%	3.5%	4.4%	8.8%	7.2%	--
Others (Cottage, cruise, camping,..)	6.4%	6.5%	4.5%	2.8%	8.4%	--

(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	Fuerteventura	Gran Canaria	Tenerife
Others	38.2%	41.6%	25.0%	32.7%	42.7%
Aparthotel / Tourist Villa	8.3%	9.1%	4.3%	12.0%	7.5%
Hotels	53.6%	49.3%	70.6%	55.3%	49.8%
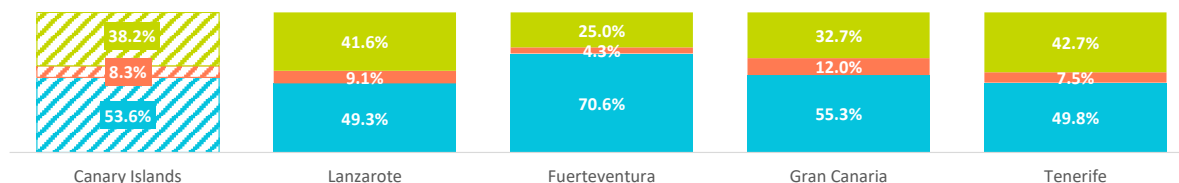
TRIP MOTIVATION AND DESTINATION CHOICE

### What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	**93.5%**	97.4%	93.7%	92.6%	91.6%	--
Family reasons	**4.4%**	2.1%	4.8%	5.7%	5.0%	--
Business	**0.6%**	0.0%	1.1%	0.0%	1.1%	--
Education and training	**0.2%**	0.0%	0.0%	0.4%	0.4%	--
Sports training	**0.5%**	0.5%	0.4%	0.6%	0.6%	--
Health	**0.4%**	0.0%	0.0%	0.2%	0.8%	--
Conventions and Exhibitions	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Others	**0.3%**	0.0%	0.0%	0.4%	0.5%	--

What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	**29.2%**	23.0%	42.6%	41.3%	23.1%	--
Enjoy family time	**8.6%**	6.8%	8.3%	5.5%	11.2%	--
Have fun	**5.6%**	5.7%	5.2%	9.0%	4.3%	--
Explore the destination	**53.2%**	62.4%	38.2%	42.3%	57.6%	--
Practice their hobbies	**2.1%**	1.2%	4.7%	1.2%	2.1%	--
Other reasons	**1.3%**	0.9%	1.0%	0.7%	1.9%	--

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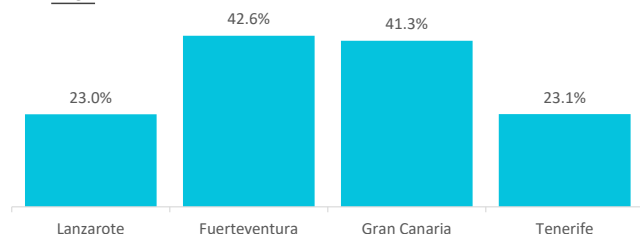
EXPLORE THE DESTINATION
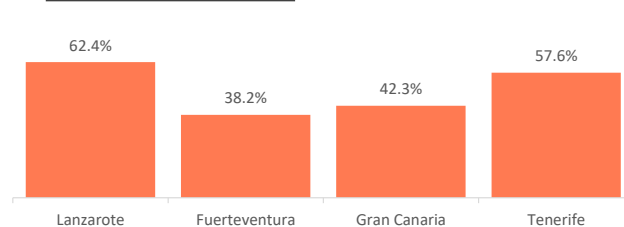
Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	**75.8%**	70.7%	78.4%	78.7%	76.8%	--
Safety	**61.8%**	67.1%	55.0%	52.1%	64.9%	--
Tranquility	**53.8%**	54.7%	51.6%	54.3%	54.1%	--
Sea	**50.7%**	47.4%	49.8%	52.8%	52.4%	--
Accommodation supply	**50.7%**	51.3%	62.2%	50.0%	46.7%	--
Beaches	**44.8%**	43.1%	43.3%	47.4%	45.6%	--
Effortless trip	**44.6%**	50.1%	40.9%	41.9%	43.6%	--
Price	**41.2%**	39.0%	45.1%	46.8%	39.2%	--
European belonging	**41.2%**	40.6%	53.6%	44.2%	36.4%	--
Landscapes	**38.3%**	36.2%	38.9%	43.1%	37.5%	--
Environment	**36.9%**	45.4%	35.4%	34.6%	33.3%	--
Gastronomy	**27.7%**	26.2%	28.3%	26.4%	28.9%	--
Fun possibilities	**23.4%**	21.6%	24.2%	28.1%	22.5%	--
Authenticity	**23.3%**	26.0%	27.9%	23.7%	20.1%	--
Exoticism	**19.7%**	19.2%	19.4%	15.5%	21.8%	--
Hiking trail network	**18.1%**	14.4%	14.0%	24.6%	19.0%	--
Shopping	**17.9%**	19.0%	17.3%	19.1%	17.2%	--
Culture	**15.1%**	18.8%	13.4%	15.4%	13.4%	--
Historical heritage	**12.3%**	9.8%	12.8%	15.3%	12.4%	--
Nightlife	**7.6%**	5.5%	4.2%	13.7%	7.5%	--

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?

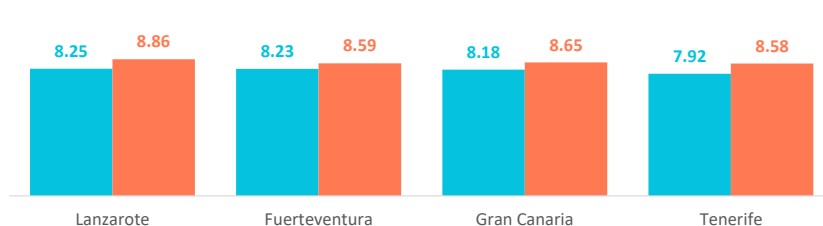|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	**30.0%**	25.3%	34.2%	37.1%	28.0%	--
Friends or relatives	**28.4%**	31.8%	20.7%	24.7%	30.8%	--
Internet or social media	**53.7%**	59.0%	44.3%	51.2%	55.1%	--
Mass Media	**2.7%**	1.8%	0.9%	2.5%	3.9%	--
Travel guides and magazines	**13.1%**	19.1%	6.3%	10.9%	12.6%	--
Travel Blogs or Forums	**10.2%**	13.9%	5.4%	7.6%	10.8%	--
Travel TV Channels	**0.4%**	0.3%	0.0%	0.6%	0.5%	--
Tour Operator or Travel Agency	**22.5%**	19.1%	33.2%	24.2%	20.1%	--
Public administrations or similar	**0.6%**	0.6%	0.5%	0.3%	0.8%	--
Others	**3.7%**	2.7%	2.9%	3.0%	5.0%	--

* Multi-choise question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.55	8.76	8.44	8.57	8.45	--

Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	5.7%	2.4%	5.6%	6.8%	7.3%	--
Lived up to expectations	62.7%	59.5%	69.6%	67.4%	60.3%	--
Better or much better than expected	31.6%	38.1%	24.8%	25.9%	32.4%	--

Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.10	8.25	8.23	8.18	7.92	--
Recommend visiting the Canary Islands	8.67	8.86	8.59	8.65	8.58	--

RETURN TO THE CANARY ISLANDS

RECOMMEND VISITING THE CANARY ISLANDS

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife
Return	8.25	8.23	8.18	7.92
Recommend	8.86	8.59	8.65	8.58

Canary Islands 8.1

Canary Islands 8.67

How many are loyal to the Canary Islands?

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	53.6%	59.0%	47.3%	44.1%	57.0%	--
Repeat tourists	46.4%	41.0%	52.7%	55.9%	43.0%	--
At least 10 previous visits	7.8%	4.5%	7.3%	10.8%	8.5%	--
Repeat tourists (last 5 years)	42.6%	37.2%	48.8%	50.9%	39.7%	--
Repeat tourists (last 5 years) (5 or more visits)	8.6%	6.0%	7.5%	12.2%	9.0%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	27.2%	**34.3%**	4.3%	3.5%	8.8%	--
Fuerteventura	22.3%	5.6%	**46.3%**	5.6%	10.8%	--
Gran Canaria	22.3%	6.0%	3.4%	**46.8%**	12.3%	--
Tenerife	33.3%	4.7%	2.9%	4.3%	**38.4%**	--
La Palma	6.8%	23.9%	9.7%	11.1%	12.3%	**--**
CANARY ISLANDS	**46.4%**	41.0%	52.7%	55.9%	43.0%	--

How to interpret the table

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

*2. Column each island = refers to the % of **repeat french tourists** on each island by island of stay in 2024. For example: 34.3% refers to % **repeat french tourists** who repeat Lanzarote in 2024 and stay in Lanzarote in this trip. 5.6% **french tourists who stay in Lanzarote in 2024** and has previously been to Fuerteventura.*

*3. Row CANARY ISLANDS = refers to the % **repeat french tourists** by island of stay. For exdample: 43.0% refers to % **french 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	86.8%	87.5%	84.0%	88.8%	86.8%	--
Two islands	11.1%	9.0%	15.2%	9.5%	11.3%	--
Three or more islands	2.2%	3.5%	0.8%	1.7%	1.9%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	26.8%	100%	2.8%	2.3%	1.7%	--
Fuerteventura	15.9%	2.4%	100%	1.3%	1.2%	--
Gran Canaria	19.3%	1.5%	1.5%	100%	1.4%	--
Tenerife	43.2%	3.7%	1.8%	2.6%	100%	--
La Gomera	0.4%	0.3%	0.0%	0.3%	0.6%	--
La Palma	1.5%	1.1%	0.5%	1.9%	0.5%	--
El Hierro	0.2%	0.0%	0.0%	0.0%	0.2%	--
Cruise	0.1%	0.0%	0.0%	0.0%	0.2%	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	0.5%	1.0%	1.1%	0.4%	0.1%	--
1 - 2 hours	3.2%	3.3%	6.3%	3.6%	1.9%	--
3 - 6 hours	26.6%	22.2%	31.3%	29.0%	26.5%	--
7 - 12 hours	61.8%	67.6%	54.6%	59.7%	61.8%	--
More than 12 hours	7.8%	6.0%	6.7%	7.3%	9.6%	--
Outdoor time per day	**8.3**	8.2	7.8	8.0	8.6	--
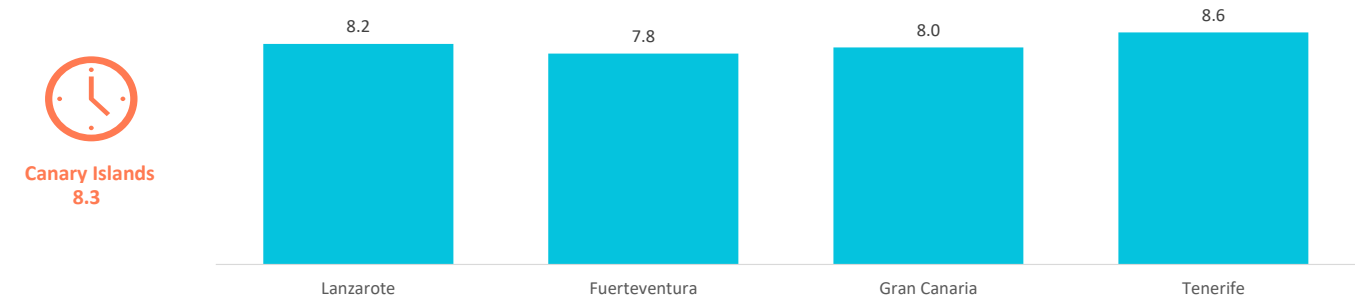
Canary Islands 8.3

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
8.2	7.8	8.0	8.6

Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	76.6%	75.9%	70.3%	75.1%	80.1%	--
Beach	75.4%	76.6%	79.0%	73.6%	74.4%	--
Swimming pool, hotel facilities	65.1%	75.1%	53.4%	57.6%	66.6%	--
Explore the island on their own	57.4%	52.2%	60.8%	56.2%	60.4%	--
Taste Canarian gastronomy	35.1%	40.8%	29.1%	25.5%	37.5%	--
Hiking	26.3%	26.9%	28.4%	25.7%	25.5%	--
Organized excursions	22.9%	50.4%	8.4%	20.4%	12.3%	--
Nightlife / concerts / shows	19.8%	13.2%	9.5%	15.4%	29.6%	--
Theme parks	15.2%	31.6%	8.8%	10.7%	9.6%	--
Sea excursions / whale watching	15.1%	14.2%	13.5%	16.7%	15.4%	--
Wineries / markets / popular festivals	14.4%	5.1%	7.6%	12.8%	23.2%	--
Museums / exhibitions	11.6%	16.9%	10.6%	7.5%	10.4%	--
Other Nature Activities	11.0%	8.7%	8.1%	14.2%	12.2%	--
Swim	7.6%	8.8%	5.9%	6.0%	8.1%	--
Beauty and health treatments	6.5%	3.4%	5.4%	7.9%	8.4%	--
Running	4.4%	5.6%	2.5%	3.0%	4.8%	--
Practice other sports	4.0%	1.9%	3.6%	6.0%	4.5%	--
Astronomical observation	4.0%	5.9%	6.0%	2.7%	2.7%	--
Cycling / Mountain bike	3.5%	3.0%	5.7%	2.8%	3.3%	--
Surf	3.2%	5.5%	2.7%	1.9%	2.6%	--
Scuba Diving	2.4%	0.8%	1.7%	2.0%	3.6%	--
Golf	1.4%	1.1%	5.4%	0.7%	0.5%	--
Windsurf / Kitesurf	1.4%	0.9%	0.3%	2.8%	1.4%	--

WALK, WANDER

Canary Islands	76.6%
Lanzarote	75.9%
Fuerteventura	70.3%
Gran Canaria	75.1%
Tenerife	80.1%

BEACH

Canary Islands	75.4%
Lanzarote	76.6%
Fuerteventura	79.0%
Gran Canaria	73.6%
Tenerife	74.4%
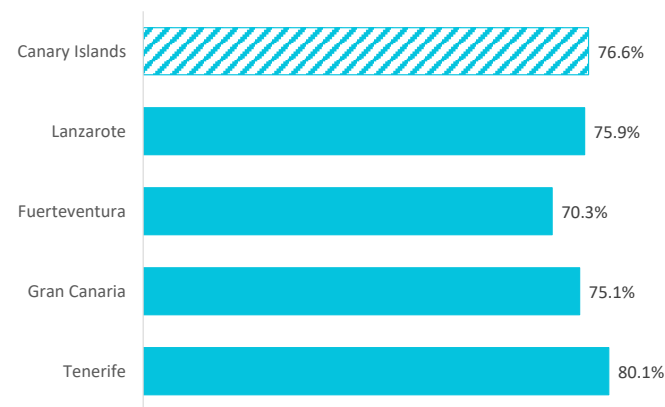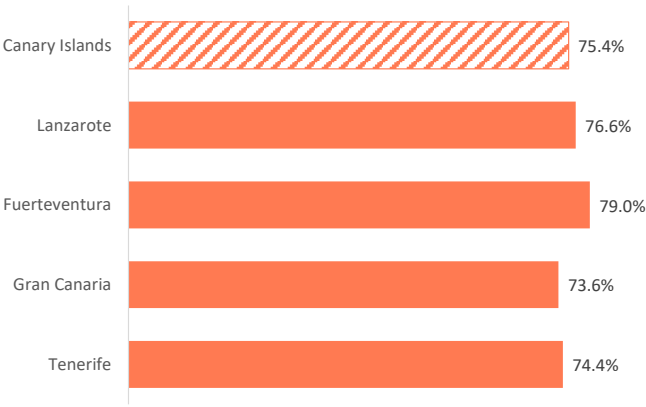
# TOURIST PROFILE BY ISLAND OF STAY (2024)
FRANCE

COMPETITORS

Where did they spend their main holiday last year? *

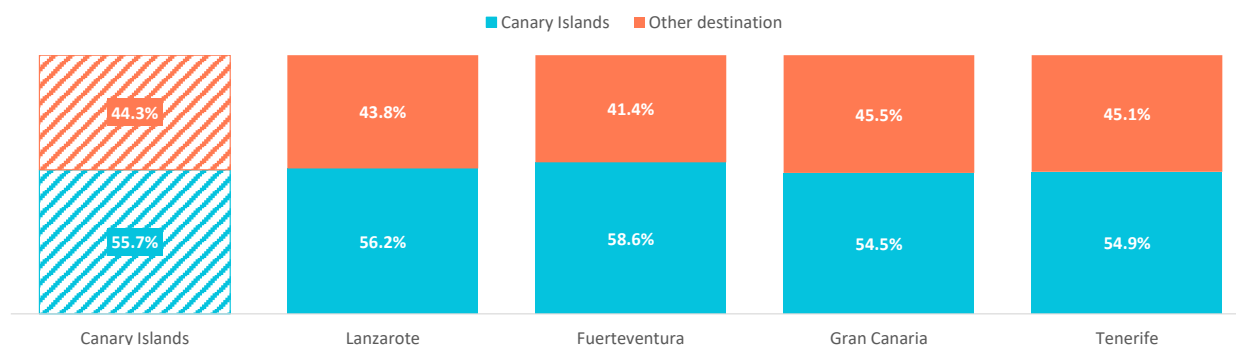|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	13.5%	13.4%	12.5%	11.8%	14.9%	--
Canary Islands	14.0%	10.2%	18.9%	20.4%	11.5%	--
Other destination	72.5%	76.4%	68.6%	67.8%	73.6%	--
- Balearic Islands	4.1%	4.9%	3.6%	3.9%	3.9%	--
- Rest of Spain	7.9%	7.5%	4.0%	10.8%	8.2%	--
- Italy	7.1%	6.9%	7.3%	5.8%	7.8%	--
- France	22.5%	25.7%	21.8%	17.0%	23.2%	--
- Turkey	1.0%	0.0%	1.4%	2.4%	0.8%	--
- Greece	5.7%	5.7%	6.7%	6.0%	5.3%	--
- Portugal	4.5%	5.4%	5.0%	4.1%	4.0%	--
- Croatia	1.8%	1.6%	2.2%	0.6%	2.3%	--
- Egypt	1.1%	1.9%	1.6%	0.9%	0.6%	--
- Tunisia	1.4%	1.2%	2.6%	1.6%	1.1%	--
- Morocco	2.7%	2.4%	2.6%	3.0%	2.7%	--
- Others	12.6%	13.2%	9.9%	11.4%	13.8%	--

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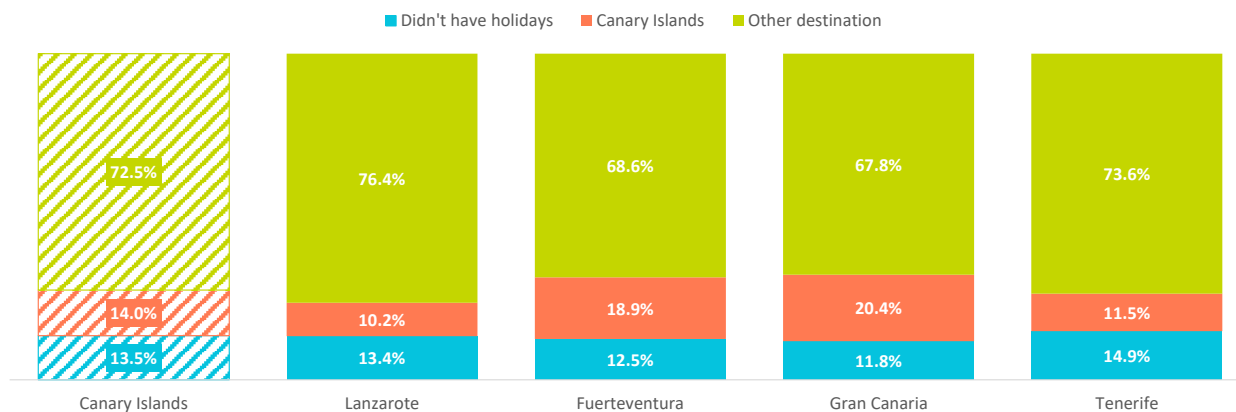
What other destinations did they consider for this trip? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	29.6%	34.1%	30.1%	25.5%	28.5%	--
Canary Islands (other island)	26.1%	22.1%	28.5%	29.0%	26.4%	--
Other destination	44.3%	43.8%	41.4%	45.5%	45.1%	--
- Balearic Islands	7.2%	6.4%	9.3%	6.7%	7.1%	--
- Rest of Spain	5.1%	4.8%	4.7%	6.8%	4.6%	--
- Italy	5.0%	6.2%	2.8%	4.3%	5.3%	--
- France	3.2%	2.0%	4.1%	4.2%	3.2%	--
- Turkey	1.7%	0.9%	1.1%	2.9%	1.9%	--
- Greece	8.1%	8.2%	6.3%	8.4%	8.4%	--
- Portugal	5.3%	6.4%	5.2%	4.1%	5.1%	--
- Croatia	3.5%	3.6%	2.3%	3.0%	4.2%	--
- Egypt	2.1%	2.3%	1.4%	2.7%	2.0%	--
- Others	3.2%	3.0%	4.1%	2.3%	3.3%	--

* Percentage of valid answers

TOURIST PROFILE BY ISLAND OF STAY (2024)
FRANCE

FLIGHT ORIGIN

Where does the flight come from?

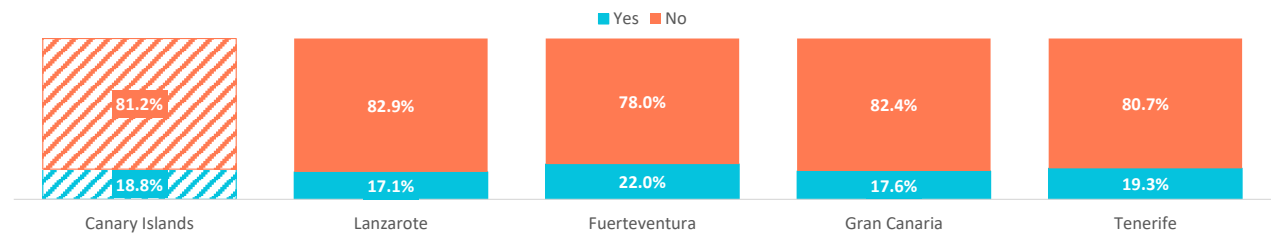|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
France	**68.7%**	68.2%	71.0%	62.5%	71.7%	--
Spanish Mainland	**15.6%**	15.9%	11.5%	25.0%	12.0%	--
Switzerland	**3.6%**	4.7%	4.5%	1.6%	3.5%	--
Belgium	**3.3%**	4.0%	2.4%	2.3%	3.7%	--
Germany	**1.3%**	0.7%	3.2%	2.2%	0.6%	--
Others	**7.4%**	6.5%	7.4%	6.4%	8.5%	--

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?

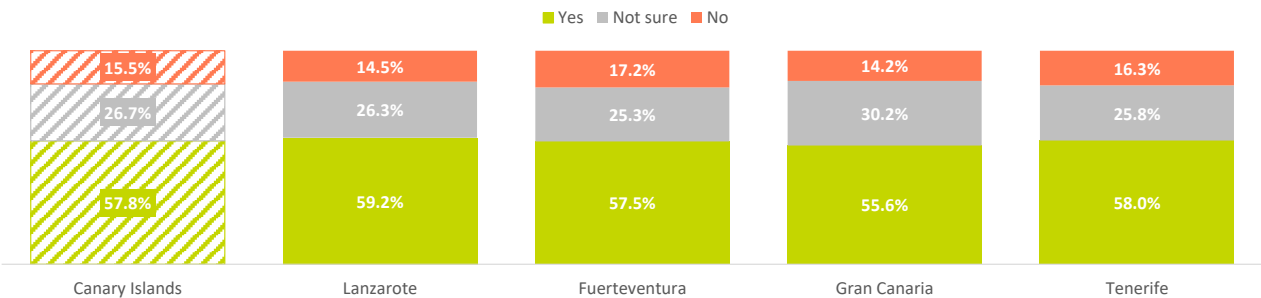|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	**42.0%**	42.4%	43.6%	45.9%	39.4%	--
No	**29.2%**	27.4%	30.2%	24.1%	32.2%	--
Not remember	**28.8%**	30.2%	26.2%	30.0%	28.3%	--

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	**18.8%**	17.1%	22.0%	17.6%	19.3%	--
No	**81.2%**	82.9%	78.0%	82.4%	80.7%	--

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	**57.8%**	59.2%	57.5%	55.6%	58.0%	--
- For any purpose	**9.0%**	9.2%	6.0%	11.3%	9.0%	--
- Improve living conditions	**12.1%**	12.1%	15.0%	12.5%	10.9%	--
- Improve economic development	**2.1%**	2.1%	2.0%	3.8%	1.4%	--
- Improve the environment	**24.6%**	26.8%	24.6%	17.8%	25.9%	--
- Improve the tourist environment	**4.3%**	3.0%	4.9%	5.4%	4.5%	--
- Other purposes	**5.7%**	6.0%	5.0%	4.9%	6.2%	--
Not sure	**26.7%**	26.3%	25.3%	30.2%	25.8%	--
No	**15.5%**	14.5%	17.2%	14.2%	16.3%	--

How much would they be willing to pay?

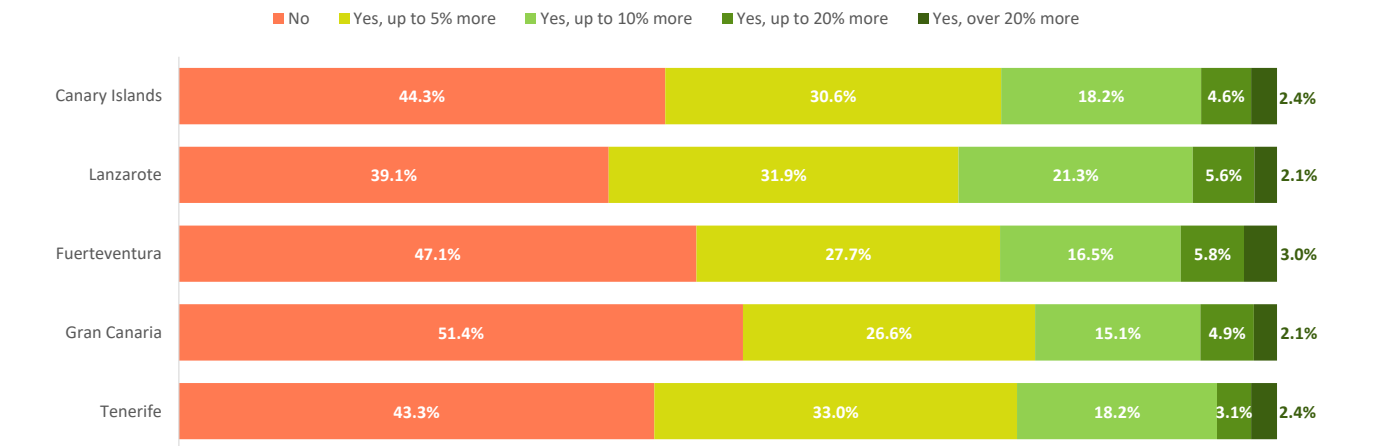|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	**49.3%**	48.2%	50.7%	46.5%	50.6%	--
Up to 2 euros	**28.8%**	31.5%	33.0%	29.5%	25.8%	--
Up to 3 euros	**14.2%**	11.4%	11.1%	15.9%	15.9%	--
More than 3 euros	**7.7%**	8.9%	5.2%	8.0%	7.8%	--

SUSTAINABLE DESTINATION (DATA = 2023)

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

Legend: ■ No ■ Yes, but only if it not inconvenient ■ Yes, even if it means some inconvenience

Island	No	Yes, but only if it not inconvenient	Yes, even if it means some inconvenience
Canary Islands	29.0%	42.0%	29.0%
Lanzarote	26.6%	39.8%	33.6%
Fuerteventura	31.5%	42.5%	26.0%
Gran Canaria	28.9%	41.7%	29.4%
Tenerife	29.6%	43.5%	26.9%
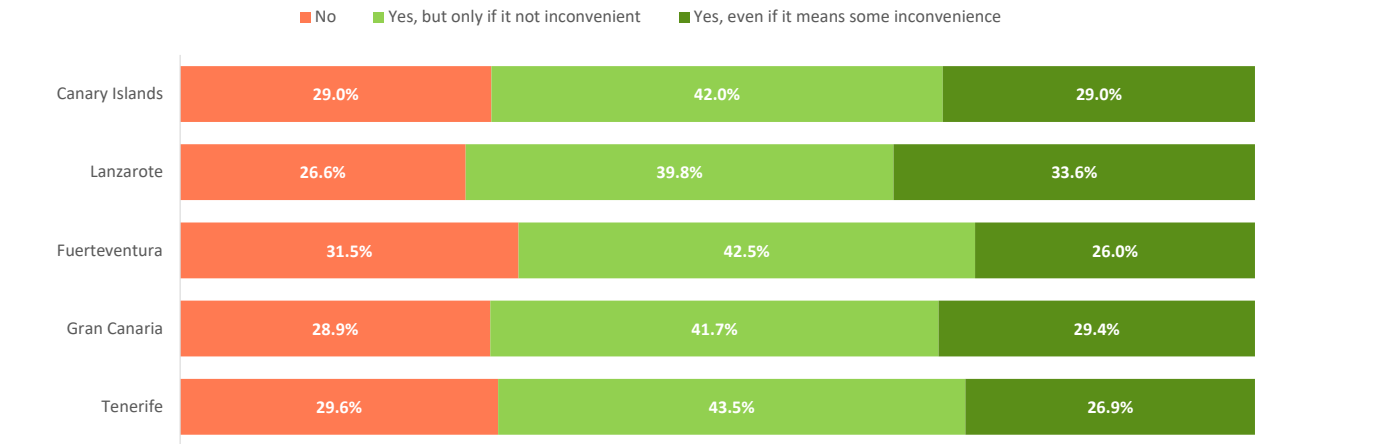
Would they be willing to spend more on travel to reduce their carbon footprint?

Legend: ■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more

Island	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
Canary Islands	44.3%	30.6%	18.2%	4.6%	2.4%
Lanzarote	39.1%	31.9%	21.3%	5.6%	2.1%
Fuerteventura	47.1%	27.7%	16.5%	5.8%	3.0%
Gran Canaria	51.4%	26.6%	15.1%	4.9%	2.1%
Tenerife	43.3%	33.0%	18.2%	3.1%	2.4%

Percepcion of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.1	8.2	8.1	8.1	8.1	--
Tolerance towards tourism	8.5	8.5	8.6	8.6	8.5	--
Cleanliness of the island	8.2	8.6	8.3	8.1	8.0	--
Air quality	8.4	8.5	8.7	8.3	8.2	--
Rational water consumption	7.4	7.6	7.5	7.3	7.2	--
Energy saving	7.0	7.1	7.2	7.0	6.9	--
Use of renewable energy	7.1	7.1	7.0	7.4	6.9	--
Recycling	7.0	7.1	7.0	7.1	7.0	--
Easy to get around by public transport	7.6	7.4	7.1	8.1	7.6	--
Overcrowding in tourist areas	6.7	6.6	6.7	6.8	6.6	--
Supply of local products	7.3	7.3	7.1	7.6	7.3	--

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