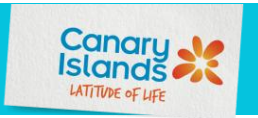


TOURIST PROFILE BY ISLAND OF STAY (2024)

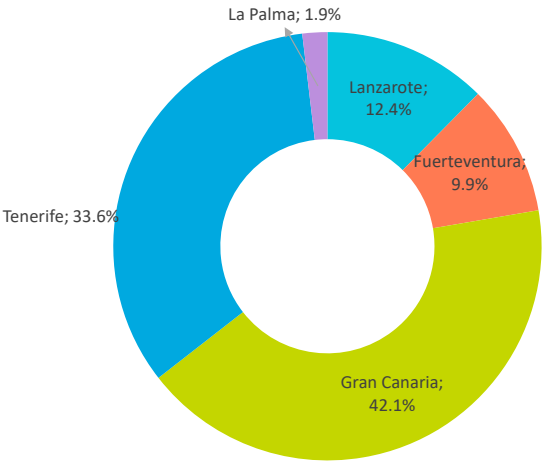
NETHERLANDS



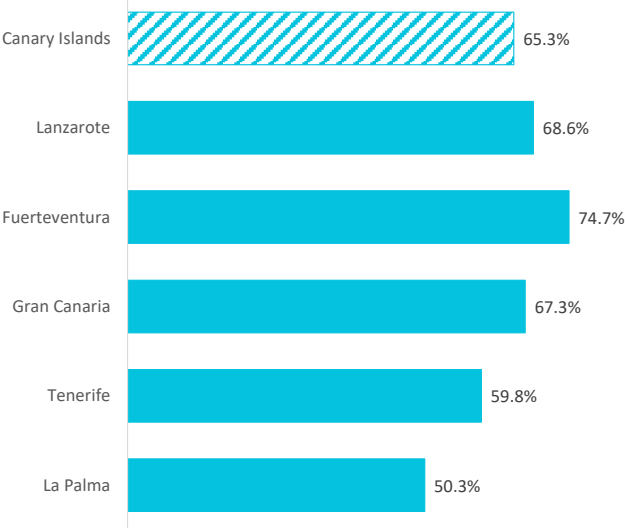
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	646,330	80,165	63,935	272,355	217,367	12,148
% Tourists	100%	12.4%	9.9%	42.1%	33.6%	1.9%
% tourists who book holiday package	65.3%	68.6%	74.7%	67.3%	59.8%	50.3%
Expenditure per tourist (€)	1,516	1,385	1,365	1,658	1,436	1,398
- book holiday package	1,601	1,487	1,456	1,673	1,606	1,506
- holiday package	1,299	1,263	1,225	1,357	1,260	1,242
- others	817	611	584	920	841	672
- do not book holiday package	1,355	1,164	1,097	1,627	1,183	1,288
- flight	381	294	296	461	335	436
- accommodation	460	482	448	561	353	445
- others	817	611	584	920	841	672
Average lenght of stay	9.56	8.92	8.65	10.60	8.77	9.45
Average daily expenditure (€)	176.3	165.4	162.3	182.0	178.3	156.7
Average daily expenditure without flight (€)	121.1	119.8	116.4	121.8	122.5	111.0
Average cost of the flight (€)	458.7	380.5	380.7	511.6	445.8	431.9
Total turnover (≥ 16 years old) (€m)	980	111	87	452	312	17
% Turnover	100%	11.3%	8.9%	46.1%	31.9%	1.7%
Turnover without flight (≥ 16 years old) (€m)	683	81	63	312	215	12
Tourist arrivals (FRONTUR)	737,044	93,089	72,110	310,625	247,148	13,512
Passenger arrivals on non-stop flights (AENA)	671,132	89,905	60,395	280,922	226,437	13,473
Children < 16 years old (FRONTUR - EGT)	90,714	12,924	8,175	38,270	29,781	1,364

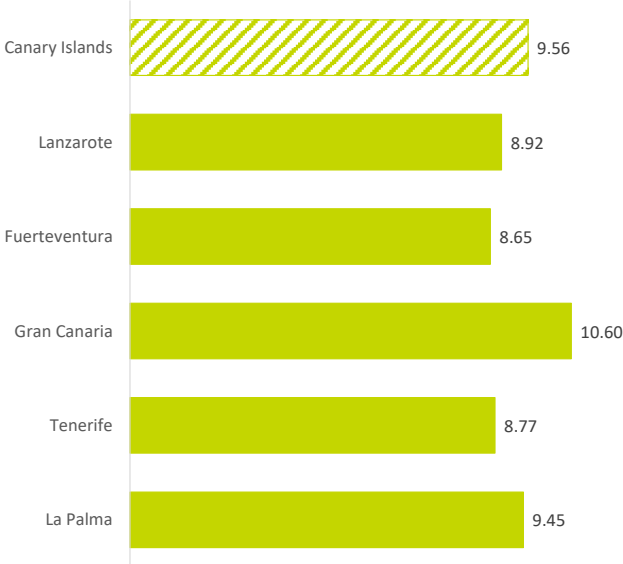
% TOURISTS (≥ 16 years old)



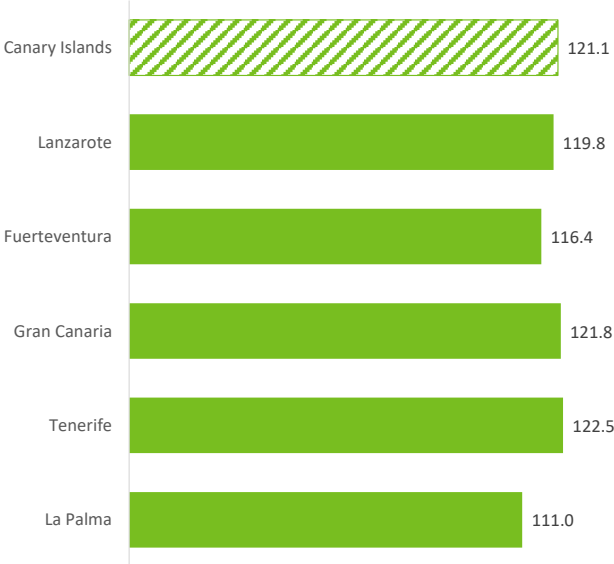
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2024)

NETHERLANDS



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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	89.2%	93.3%	92.4%	88.8%	86.9%	97.1%
- Additional accommodation expenses	8.6%	3.6%	12.1%	9.9%	7.4%	15.9%
Transport:						
- National/International Transport	95.4%	96.0%	96.2%	96.0%	93.8%	99.1%
- Flights between islands	3.3%	5.4%	4.2%	2.7%	2.9%	6.8%
- Taxi	47.9%	45.0%	31.2%	54.5%	47.3%	18.6%
- Car rental	37.5%	40.8%	35.9%	27.9%	45.8%	88.2%
- Public transport	9.7%	7.5%	5.9%	13.5%	6.7%	11.9%
Food and drink:						
- Food purchases at supermarkets	63.3%	61.4%	67.3%	60.1%	65.5%	87.4%
- Restaurants	66.9%	59.9%	48.2%	65.1%	76.2%	86.1%
Leisure:						
- Organized excursions	26.1%	25.7%	20.6%	18.6%	37.1%	33.1%
- Sport activities	7.1%	7.1%	7.2%	4.3%	9.9%	20.7%
- Cultural activities	4.0%	10.9%	1.9%	4.1%	1.4%	13.4%
- Museums	5.3%	11.8%	6.0%	4.1%	3.5%	19.2%
- Theme Parks	9.6%	2.9%	7.4%	4.3%	19.5%	7.2%
- Discos and pubs	6.3%	2.2%	3.0%	7.7%	7.5%	0.0%
- Wellness	4.8%	5.6%	5.8%	3.4%	6.3%	0.1%
Purchases of goods:						
- Souvenirs	43.6%	38.0%	51.5%	43.7%	43.1%	46.3%
- Real estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Other purchases	1.0%	1.4%	1.1%	0.9%	1.0%	1.0%
Others:						
- Medical expenses	7.6%	7.2%	10.6%	7.2%	7.1%	10.4%
- Other expenses	4.8%	4.5%	4.8%	5.2%	4.0%	12.5%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Expenditure per tourist and trip (€)						
Accommodation:	849	846	892	909	762	756
- Accommodation	705	731	743	775	602	585
- Additional accommodation expenses	144	115	149	134	160	171
Transport:	797	638	680	861	817	725
- National/International Transport	481	396	396	533	475	436
- Flights between islands	61	38	38	70	78	41
- Taxi	108	86	94	104	123	88
- Car rental	122	107	111	124	126	153
- Public transport	25	11	42	30	14	8
Food and drink:	330	265	232	398	307	184
- Food purchases at supermarkets	100	83	76	125	87	67
- Restaurants	230	182	156	272	220	117
Leisure:	564	388	518	811	534	167
- Organized excursions	91	75	100	86	97	67
- Sport activities	173	107	94	444	76	38
- Cultural activities	46	41	70	41	85	22
- Museums	27	33	12	28	31	9
- Theme Parks	77	65	48	75	82	16
- Discos and pubs	84	22	82	83	93	0
- Wellness	66	46	112	53	69	13
Purchases of goods:	173	104	104	208	194	56
- Souvenirs	75	64	58	84	76	29
- Real estate	0	0	0	0	0	0
- Other purchases	97	41	46	124	117	27
Others:	122	169	143	131	106	52
- Medical expenses	44	38	17	77	19	8
- Other expenses	78	131	127	54	86	44

TOURIST PROFILE

Who are they?

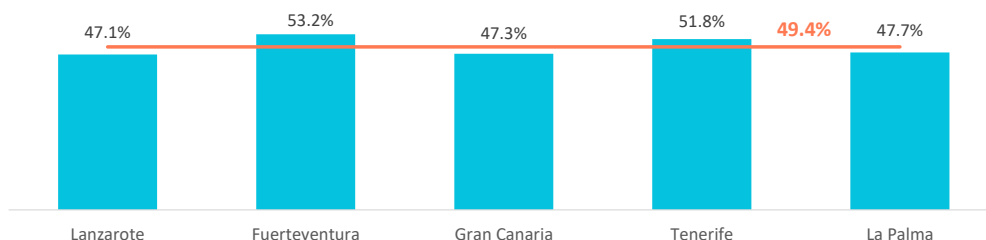
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	47.7%	52.4%	47.7%	48.8%	45.0%	39.8%
Percentage of women	52.3%	47.6%	52.3%	51.2%	55.0%	60.2%
Age						
Average age (tourists above 16 years old)	46.69	50.35	50.08	46.29	45.09	42.40
Standard deviation	17.2	17.3	16.9	17.3	16.7	16.0
Age range						
16-24 years old	12.5%	5.0%	8.8%	14.6%	13.5%	16.4%
25-30 years old	11.1%	10.0%	8.2%	11.3%	12.0%	14.8%
31-45 years old	26.3%	28.2%	24.2%	24.4%	28.8%	24.4%
46-60 years old	23.2%	26.3%	23.2%	23.4%	21.3%	32.4%
Over 60 years old	26.9%	30.6%	35.5%	26.4%	24.4%	12.0%
Occupation						
Salaried worker	56.9%	57.8%	51.5%	54.8%	61.0%	52.4%
Self-employed	8.3%	9.5%	7.3%	8.4%	7.7%	13.5%
Unemployed	0.9%	0.0%	0.5%	1.1%	1.2%	0.0%
Business owner	8.0%	8.4%	9.3%	9.1%	6.2%	3.0%
Student	4.0%	1.6%	1.1%	4.9%	4.3%	12.0%
Retired	19.5%	21.1%	27.5%	19.0%	17.3%	17.3%
Unpaid domestic work	0.3%	0.2%	0.0%	0.1%	0.6%	0.0%
Others	2.1%	1.3%	2.8%	2.6%	1.6%	1.8%
Annual household income level						
Less than €25,000	11.7%	6.1%	7.7%	12.0%	14.6%	12.6%
€25,000 - €49,999	29.7%	39.3%	32.3%	27.7%	27.9%	26.3%
€50,000 - €74,999	31.9%	28.5%	27.8%	33.3%	32.8%	27.5%
More than €74,999	26.8%	26.1%	32.2%	27.0%	24.7%	33.6%
Education level						
No studies	1.0%	1.3%	0.0%	1.2%	0.9%	0.5%
Primary education	0.7%	0.0%	0.0%	0.8%	1.2%	0.0%
Secondary education	43.6%	42.8%	44.5%	46.4%	41.0%	30.5%
Higher education	54.6%	56.0%	55.5%	51.6%	56.9%	69.1%

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	9.6%	3.4%	14.9%	12.8%	6.4%	7.0%
Only with partner	49.4%	47.1%	53.2%	47.3%	51.8%	47.7%
Only with children (< 13 years old)	4.2%	4.2%	3.6%	4.6%	3.9%	4.5%
Partner + children (< 13 years old)	7.2%	8.3%	4.2%	6.8%	8.2%	6.6%
Other relatives	10.4%	11.2%	7.0%	10.1%	11.1%	20.1%
Friends	6.1%	6.5%	5.6%	7.3%	4.7%	4.5%
Work colleagues	0.3%	0.0%	0.7%	0.2%	0.5%	0.9%
Organized trip	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%
Other combinations ⁽²⁾	12.7%	19.4%	10.8%	10.9%	13.3%	8.7%
⁽²⁾ Different situations have been isolated						
Tourists with children	0.6%	0.6%	0.3%	1.0%	0.5%	1.2%
- Between 0 and 2 years old	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%
- Between 3 and 12 years old	0.5%	0.5%	0.3%	0.9%	0.4%	0.9%
- Between 0 -2 and 3-12 years old	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
Tourists without children	99.4%	99.4%	99.7%	99.0%	99.5%	98.8%
Group composition:						
- 1 person	10.5%	4.1%	15.5%	13.9%	7.4%	7.5%
- 2 people	60.8%	58.6%	60.5%	56.6%	67.1%	56.2%
- 3 people	10.6%	12.8%	9.1%	10.5%	10.5%	9.8%
- 4 or 5 people	14.7%	17.0%	13.6%	15.0%	13.4%	24.1%
- 6 or more people	3.3%	7.6%	1.2%	4.0%	1.5%	2.4%
Average group size:	2.55	2.90	2.41	2.58	2.41	2.67

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY
WITH PARTNER

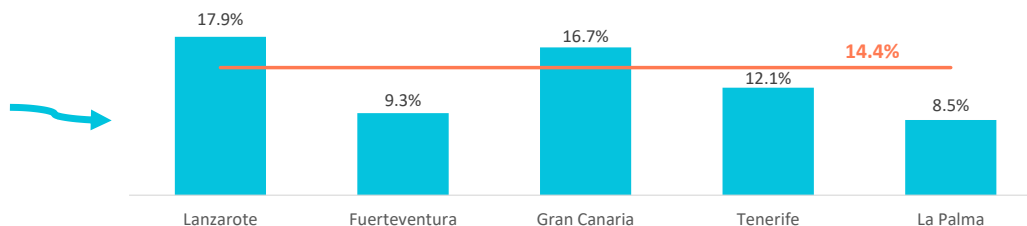


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.0%	0.0%	0.8%	1.8%	0.4%	0.0%
Between 1 and 30 days	26.3%	19.4%	33.6%	26.6%	26.7%	23.0%
Between 1 and 2 months	23.4%	21.2%	31.6%	22.7%	22.2%	31.5%
Between 3 and 6 months	34.9%	41.6%	24.8%	32.2%	38.5%	37.0%
More than 6 months	14.4%	17.9%	9.3%	16.7%	12.1%	8.5%

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



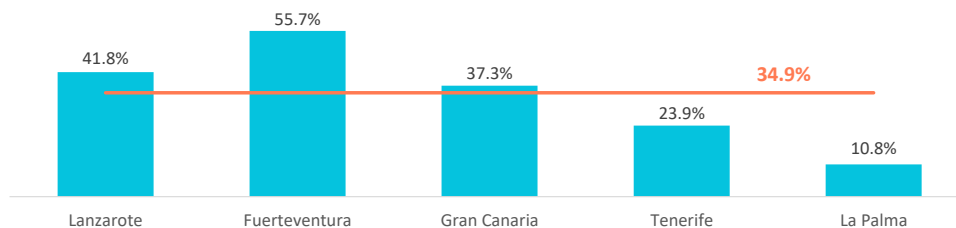
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	34.3%	32.8%	29.2%	33.1%	37.1%	47.5%
- Tour Operator or Travel Agency	65.7%	67.2%	70.8%	66.9%	62.9%	52.5%
Accommodation						
- Directly with the accommodation	23.7%	22.5%	24.0%	22.8%	24.9%	28.4%
- Tour Operator or Travel Agency	76.3%	77.5%	76.0%	77.2%	75.1%	71.6%

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	29.9%	29.3%	22.9%	31.3%	29.9%	41.9%
Bed and Breakfast	18.6%	12.3%	8.0%	16.5%	26.8%	26.5%
Half board	15.3%	15.7%	12.3%	13.0%	18.9%	20.7%
Full board	1.2%	1.0%	1.0%	1.9%	0.6%	0.0%
All inclusive	34.9%	41.8%	55.7%	37.3%	23.9%	10.8%

% TOURISTS WHO
BOOK ALL
INCLUSIVE



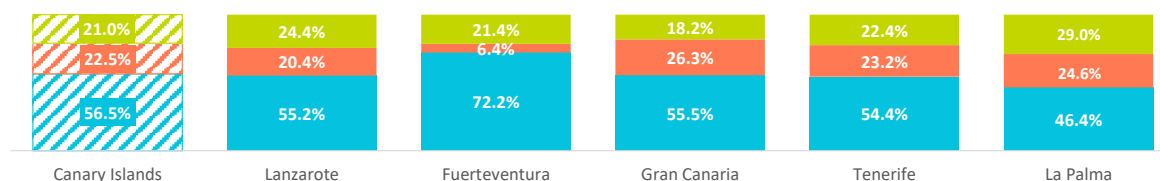
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	12.2%	10.9%	12.5%	15.9%	8.3%	2.4%
4* Hotel	37.0%	38.3%	57.8%	30.6%	38.1%	44.0%
5* Hotel / 5* Luxury Hotel	7.3%	6.0%	1.9%	8.9%	7.9%	0.0%
Aparthotel / Tourist Villa	22.5%	20.4%	6.4%	26.3%	23.2%	24.6%
House/room rented in a private dwelling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Private accommodation ⁽¹⁾	5.3%	2.3%	2.2%	5.9%	6.7%	2.1%
Others (Cottage, cruise, camping,...)	2.2%	2.4%	0.2%	1.5%	3.1%	7.4%

(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

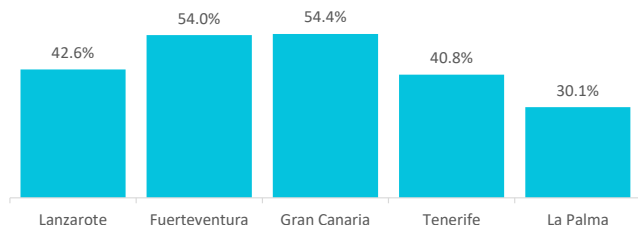
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	92.9%	98.9%	92.1%	90.8%	93.3%	96.0%
Family reasons	5.2%	1.1%	5.8%	6.3%	5.3%	3.2%
Business	0.6%	0.0%	0.0%	1.2%	0.3%	0.0%
Education and training	0.1%	0.0%	0.0%	0.1%	0.2%	0.9%
Sports training	0.3%	0.0%	1.8%	0.3%	0.0%	0.0%
Health	0.3%	0.0%	0.0%	0.8%	0.0%	0.0%
Conventions and Exhibitions	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Others	0.5%	0.0%	0.0%	0.6%	0.8%	0.0%

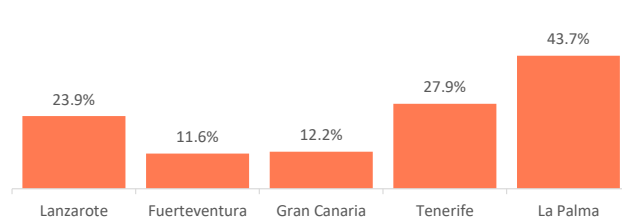
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	47.8%	42.6%	54.0%	54.4%	40.8%	30.1%
Enjoy family time	13.0%	16.8%	11.1%	13.1%	12.3%	7.6%
Have fun	15.1%	15.1%	17.2%	16.0%	13.6%	12.2%
Explore the destination	19.5%	23.9%	11.6%	12.2%	27.9%	43.7%
Practice their hobbies	1.9%	1.0%	3.2%	1.7%	2.0%	4.8%
Other reasons	2.6%	0.7%	3.0%	2.7%	3.3%	1.6%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	71.4%	72.8%	70.2%	72.0%	71.0%	62.4%
Safety	43.7%	46.2%	45.2%	45.8%	39.7%	40.1%
Tranquility	38.1%	37.4%	44.9%	38.7%	36.7%	16.9%
Sea	36.6%	37.2%	33.6%	38.6%	36.1%	13.9%
Accommodation supply	36.1%	36.6%	34.4%	39.2%	33.5%	19.2%
Beaches	30.8%	31.6%	39.1%	33.9%	25.5%	9.8%
Effortless trip	30.6%	30.7%	22.7%	30.2%	33.7%	24.7%
Price	27.5%	29.4%	28.3%	26.6%	28.3%	17.6%
European belonging	23.6%	23.9%	26.0%	24.2%	22.5%	15.1%
Landscapes	22.6%	21.2%	23.4%	21.0%	23.7%	42.7%
Environment	17.1%	16.7%	15.4%	16.1%	19.4%	7.5%
Gastronomy	14.9%	12.6%	12.9%	16.3%	14.9%	12.0%
Fun possibilities	14.7%	15.0%	12.4%	14.5%	15.3%	18.7%
Authenticity	12.7%	14.1%	14.0%	10.9%	13.9%	14.5%
Exoticism	11.9%	17.5%	9.6%	10.4%	11.9%	22.0%
Hiking trail network	10.4%	9.9%	6.4%	9.4%	11.6%	35.8%
Shopping	5.7%	5.1%	3.8%	5.8%	6.6%	0.7%
Culture	5.1%	9.0%	1.6%	4.8%	5.1%	5.0%
Historical heritage	4.9%	6.9%	3.1%	4.7%	5.2%	2.7%
Nightlife	4.7%	2.6%	1.2%	7.2%	3.6%	0.0%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

What channels did they use to get information about the trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	38.5%	39.5%	31.5%	40.5%	37.6%	39.3%
Friends or relatives	24.4%	19.4%	17.7%	24.3%	28.2%	26.6%
Internet or social media	57.4%	60.8%	56.4%	53.2%	60.5%	79.4%
Mass Media	1.0%	0.3%	1.0%	0.7%	1.7%	2.2%
Travel guides and magazines	7.2%	7.0%	9.3%	5.8%	7.7%	17.4%
Travel Blogs or Forums	3.6%	4.7%	3.7%	1.8%	5.2%	6.0%
Travel TV Channels	0.7%	0.0%	0.0%	0.9%	1.0%	0.0%
Tour Operator or Travel Agency	22.3%	22.8%	26.5%	21.7%	22.1%	13.2%
Public administrations or similar	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%
Others	3.2%	2.0%	2.6%	3.5%	3.4%	2.2%

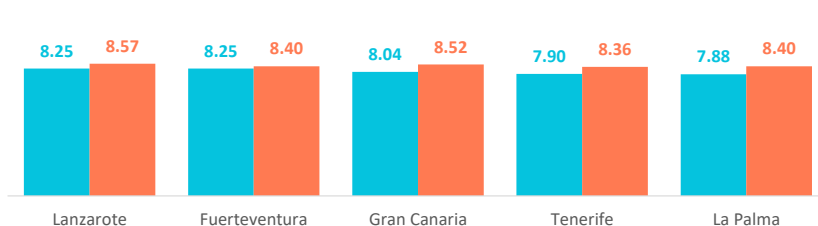
* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.38	8.52	8.38	8.39	8.31	8.43
Experience in the Canary Islands						
Worse or much worse than expected	3.1%	2.1%	2.4%	2.9%	3.9%	3.4%
Lived up to expectations	55.9%	56.8%	62.2%	56.1%	54.5%	36.3%
Better or much better than expected	41.0%	41.1%	35.4%	41.0%	41.6%	60.3%
Future intentions (scale 1-10)						
Return to the Canary Islands	8.04	8.25	8.25	8.04	7.90	7.88
Recommend visiting the Canary Islands	8.46	8.57	8.40	8.52	8.36	8.40

 RETURN TO THE
CANARY
ISLANDS

 Canary Islands
8.04

 RECOMMEND
VISITING THE
CANARY ISLANDS

 Canary Islands
8.46

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	36.2%	33.8%	35.1%	34.4%	40.0%	31.6%
Repeat tourists	63.8%	66.2%	64.9%	65.6%	60.0%	68.4%
At least 10 previous visits	11.5%	9.7%	10.0%	13.4%	10.6%	4.8%
Repeat tourists (last 5 years)	57.0%	58.4%	60.7%	58.9%	52.9%	59.3%
Repeat tourists (last 5 years) (5 or more visits)	9.8%	7.3%	9.6%	11.9%	8.3%	5.1%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	27.9%	55.1%	9.5%	22.3%	17.3%	3.5%
Fuerteventura	21.9%	7.0%	50.2%	19.0%	15.4%	1.7%
Gran Canaria	47.1%	5.9%	6.2%	58.7%	17.3%	1.5%
Tenerife	41.0%	6.6%	5.8%	18.5%	49.2%	2.3%
La Palma	8.4%	4.4%	5.1%	10.0%	13.7%	56.1%
CANARY ISLANDS	63.8%	66.2%	64.9%	65.6%	60.0%	68.4%

How to interpret the table

- Column Canary Islands = refers to the % of **repeat dutch tourists** on each island regardless of island of stay in this trip (2024).
- Column each island = refers to the % of **repeat dutch tourists** on each island by island of stay in 2024. For example: 55.1% refers to % **repeat dutch tourists** who repeat Lanzarote in 2024 and stay in Lanzarote in this trip. 7.0% **dutch tourists who stay in Lanzarote in 2024** and has previously been to Fuerteventura.
- Row CANARY ISLANDS = refers to the % **repeat dutch tourists** by island of stay. For example: 60.0% refers to % **dutch 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%	93.8%	94.0%	95.0%	95.6%	89.7%
Two islands	4.5%	6.2%	5.0%	4.4%	4.1%	0.0%
Three or more islands	0.7%	0.0%	1.0%	0.5%	0.3%	10.3%

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	12.8%	100%	1.1%	0.6%	0.0%	0.0%
Fuerteventura	10.4%	2.7%	100%	0.3%	0.3%	0.0%
Gran Canaria	42.3%	0.0%	0.0%	100%	0.5%	0.0%
Tenerife	34.2%	0.0%	0.0%	0.8%	100%	10.3%
La Gomera	0.3%	0.0%	0.0%	0.0%	0.2%	10.3%
La Palma	2.2%	0.0%	0.0%	0.1%	0.8%	100%
El Hierro	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cruise	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%

TOURIST PROFILE BY ISLAND OF STAY (2024)

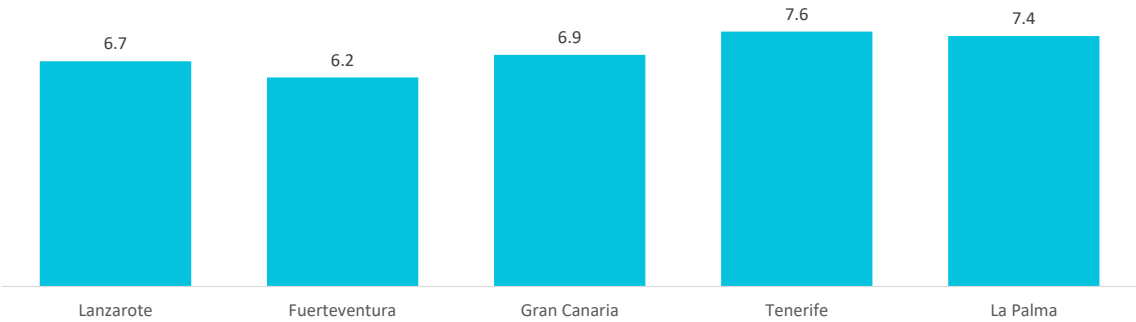
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ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	2.4%	2.2%	4.6%	2.6%	1.5%	4.3%
1 - 2 hours	12.4%	14.7%	19.9%	13.6%	8.5%	2.1%
3 - 6 hours	35.7%	38.7%	34.5%	36.1%	34.6%	35.8%
7 - 12 hours	41.0%	39.7%	35.7%	38.2%	46.1%	49.6%
More than 12 hours	8.4%	4.7%	5.3%	9.5%	9.4%	8.1%
Outdoor time per day	7.0	6.7	6.2	6.9	7.6	7.4



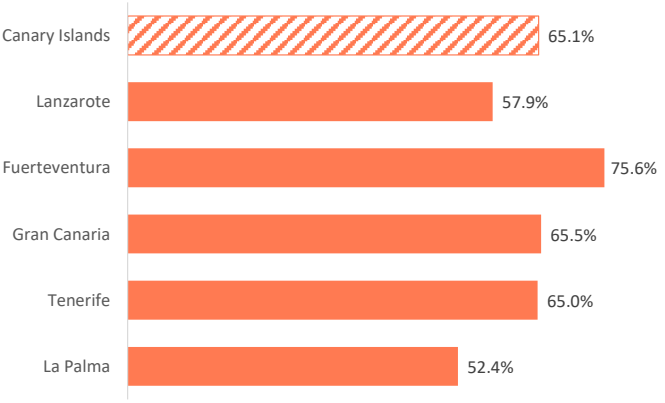
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	70.6%	67.4%	65.5%	69.1%	74.5%	83.0%
Beach	65.1%	57.9%	75.6%	65.5%	65.0%	52.4%
Swimming pool, hotel facilities	63.4%	58.4%	64.6%	64.1%	64.7%	50.6%
Explore the island on their own	51.1%	49.8%	47.0%	45.3%	58.6%	77.8%
Taste Canarian gastronomy	36.4%	33.9%	35.6%	32.6%	40.7%	63.6%
Hiking	20.9%	21.0%	19.3%	21.3%	20.6%	27.3%
Organized excursions	19.6%	24.8%	12.5%	17.4%	22.0%	26.3%
Nightlife / concerts / shows	18.6%	15.0%	13.1%	16.6%	23.1%	33.0%
Theme parks	14.8%	6.5%	9.2%	11.7%	23.2%	19.7%
Sea excursions / whale watching	14.3%	11.3%	15.2%	11.2%	18.8%	21.1%
Wineries / markets / popular festivals	13.4%	7.0%	8.8%	9.3%	22.5%	10.5%
Museums / exhibitions	11.0%	2.1%	3.6%	15.0%	11.9%	1.2%
Other Nature Activities	10.2%	24.1%	6.3%	8.4%	7.6%	26.3%
Swim	8.1%	9.7%	5.3%	6.9%	9.6%	13.0%
Beauty and health treatments	6.1%	11.3%	4.1%	5.9%	4.8%	7.4%
Running	5.9%	1.4%	3.3%	4.9%	8.1%	31.4%
Practice other sports	4.8%	4.3%	2.9%	4.9%	5.7%	0.0%
Astronomical observation	3.4%	2.9%	2.4%	4.6%	2.5%	2.0%
Cycling / Mountain bike	2.4%	2.2%	1.8%	2.0%	2.6%	11.0%
Surf	2.4%	1.4%	2.0%	3.4%	1.7%	0.0%
Scuba Diving	1.9%	2.4%	4.1%	1.2%	1.9%	0.0%
Golf	1.7%	6.1%	2.3%	1.5%	0.4%	0.0%
Windsurf / Kitesurf	0.8%	2.1%	1.4%	0.3%	0.8%	0.0%

WALK, WANDER



BEACH



TOURIST PROFILE BY ISLAND OF STAY (2024)

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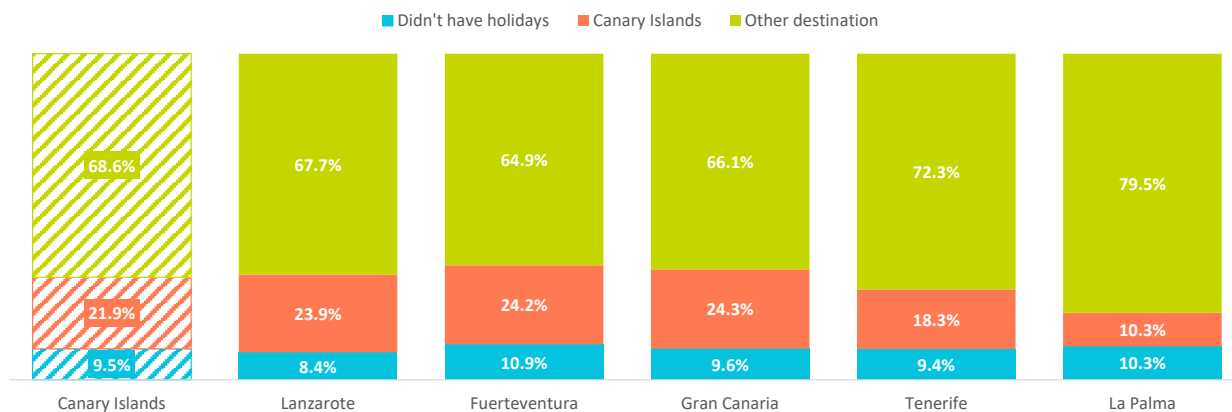


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	9.5%	8.4%	10.9%	9.6%	9.4%	10.3%
Canary Islands	21.9%	23.9%	24.2%	24.3%	18.3%	10.3%
Other destination	68.6%	67.7%	64.9%	66.1%	72.3%	79.5%
- Balearic Islands	2.0%	2.3%	1.8%	1.5%	2.4%	3.6%
- Rest of Spain	10.2%	8.9%	6.0%	11.0%	10.8%	13.3%
- Italy	8.1%	8.7%	6.4%	8.8%	7.1%	16.8%
- France	8.5%	6.8%	7.9%	8.1%	9.8%	7.1%
- Turkey	2.5%	2.3%	1.7%	3.6%	1.4%	1.1%
- Greece	10.3%	10.7%	13.0%	8.3%	12.0%	5.7%
- Portugal	2.7%	4.8%	4.6%	1.4%	2.5%	9.2%
- Croatia	2.4%	1.3%	1.3%	2.7%	2.7%	2.5%
- Egypt	1.5%	1.4%	1.9%	1.2%	1.7%	0.0%
- Tunisia	0.2%	0.0%	0.0%	0.4%	0.0%	0.0%
- Morocco	1.0%	0.2%	1.2%	0.8%	1.4%	0.3%
- Others	19.4%	20.3%	19.2%	18.4%	20.4%	19.8%

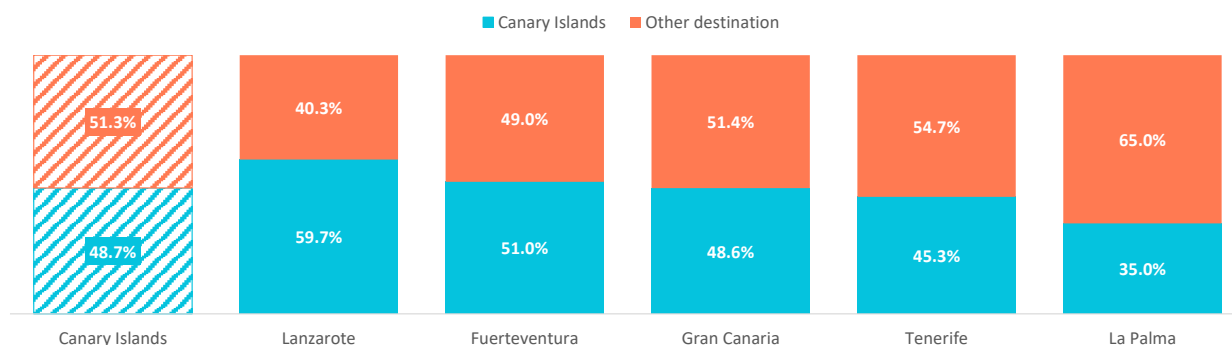
* Percentage of valid answers



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")	24.9%	22.1%	23.2%	26.4%	25.1%	17.3%
Canary Islands (other island)	23.7%	37.6%	27.8%	22.2%	20.2%	17.6%
Other destination	51.3%	40.3%	49.0%	51.4%	54.7%	65.0%
- Balearic Islands	3.4%	4.2%	2.0%	4.5%	2.4%	1.8%
- Rest of Spain	10.6%	10.2%	7.9%	10.7%	11.6%	8.5%
- Italy	5.6%	3.4%	5.5%	5.0%	6.8%	11.6%
- France	2.2%	1.2%	2.6%	2.5%	1.9%	5.9%
- Turkey	3.8%	1.6%	2.4%	4.1%	4.8%	1.3%
- Greece	11.4%	8.0%	12.4%	11.0%	12.7%	10.9%
- Portugal	6.0%	6.4%	7.4%	5.8%	5.6%	10.6%
- Croatia	2.2%	1.2%	2.2%	2.6%	1.9%	7.0%
- Egypt	3.0%	1.7%	3.8%	3.0%	3.2%	0.9%
- Others	3.0%	2.5%	2.8%	2.3%	3.9%	6.5%

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2024)

NETHERLANDS



FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Netherlands	81.4%	89.0%	68.5%	84.5%	78.8%	76.6%
Germany	12.2%	5.1%	21.6%	9.0%	15.7%	15.8%
Spanish Mainland	1.6%	1.1%	2.0%	1.7%	1.3%	7.5%
Portugal	0.3%	0.0%	0.0%	0.5%	0.3%	0.0%
United Kingdom	0.3%	0.0%	1.0%	0.2%	0.3%	0.0%
Others	4.2%	4.9%	7.0%	4.1%	3.6%	0.0%

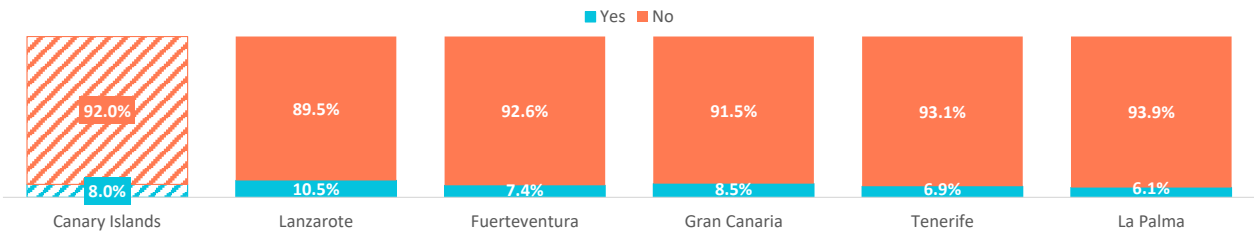
TOURIST TAX (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	64.0%	69.0%	69.2%	61.8%	63.5%	68.7%
No	15.4%	12.4%	9.4%	17.6%	15.7%	9.4%
Not remember	20.6%	18.6%	21.4%	20.7%	20.8%	21.9%

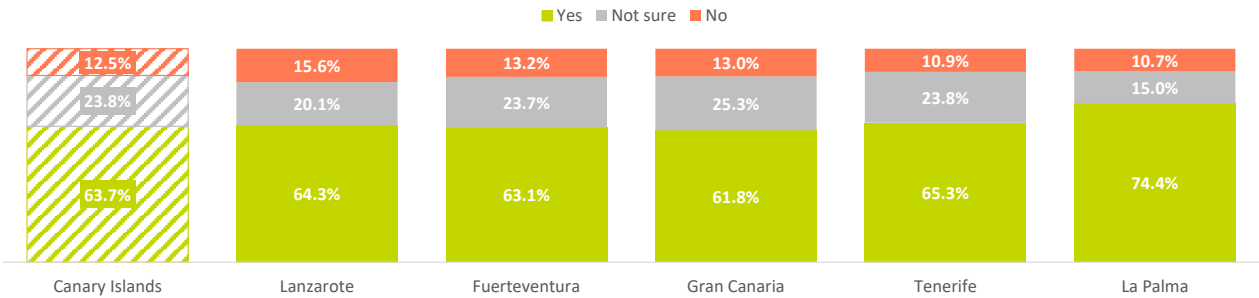
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	8.0%	10.5%	7.4%	8.5%	6.9%	6.1%
No	92.0%	89.5%	92.6%	91.5%	93.1%	93.9%



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	63.7%	64.3%	63.1%	61.8%	65.3%	74.4%
- For any purpose	15.7%	13.7%	21.6%	15.7%	14.4%	19.0%
- Improve living conditions	17.2%	20.5%	12.8%	17.4%	16.9%	17.7%
- Improve economic development	6.0%	9.7%	6.0%	5.7%	5.5%	0.7%
- Improve the environment	11.3%	7.3%	14.2%	8.1%	15.7%	17.6%
- Improve the tourist environment	6.9%	6.8%	4.5%	7.6%	6.3%	10.0%
- Other purposes	6.6%	6.3%	4.1%	7.2%	6.5%	9.2%
Not sure	23.8%	20.1%	23.7%	25.3%	23.8%	15.0%
No	12.5%	15.6%	13.2%	13.0%	10.9%	10.7%



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	37.0%	35.4%	37.1%	38.1%	36.4%	34.9%
Up to 2 euros	36.4%	45.6%	38.3%	34.2%	35.1%	45.8%
Up to 3 euros	17.8%	10.7%	18.7%	20.0%	17.3%	15.4%
More than 3 euros	8.8%	8.4%	5.9%	7.7%	11.2%	3.9%

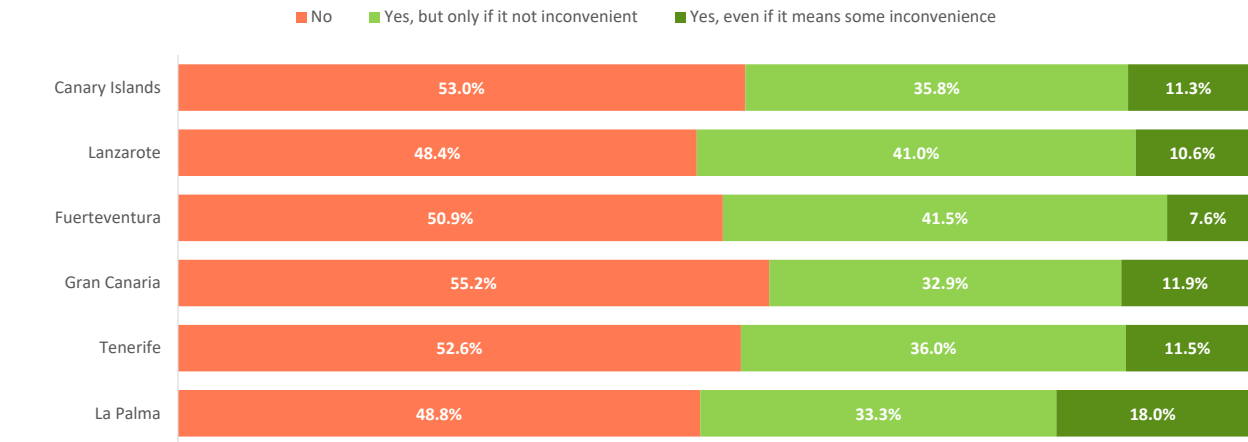
TOURIST PROFILE BY ISLAND OF STAY (2024)

NETHERLANDS

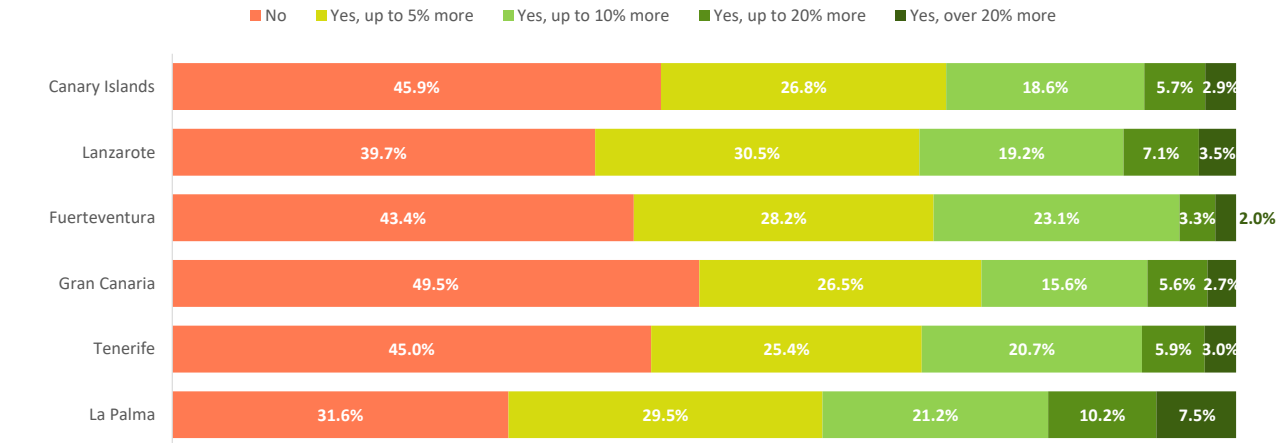


SUSTAINABLE DESTINATION (DATA = 2023)

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?



Percepction of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.8	7.9	7.7	7.8	7.7	7.9
Tolerance towards tourism	8.1	8.4	8.0	8.2	8.1	7.9
Cleanliness of the island	7.8	8.3	8.1	7.7	7.7	8.1
Air quality	8.0	8.2	8.1	7.9	7.8	8.3
Rational water consumption	7.4	7.4	7.3	7.4	7.3	7.7
Energy saving	6.9	7.0	6.8	7.0	6.8	7.2
Use of renewable energy	6.8	6.9	6.6	7.0	6.5	6.9
Recycling	6.9	7.0	6.8	7.0	6.7	6.9
Easy to get around by public transport	7.5	7.3	7.0	7.8	7.3	7.0
Overcrowding in tourist areas	6.7	6.8	6.6	6.9	6.5	6.7
Supply of local products	7.1	7.1	7.0	7.2	7.0	7.2

* 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.