TOURIST PROFILE BY ISLAND OF STAY (2024)
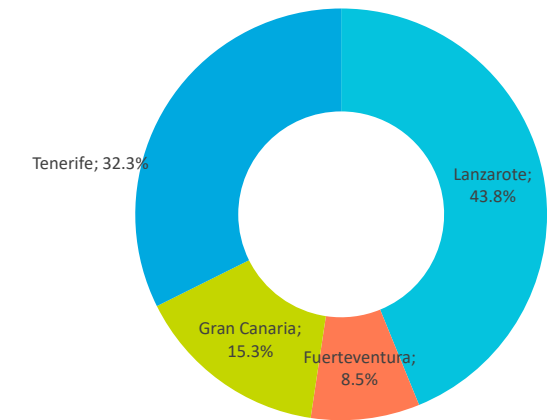# IRELAND
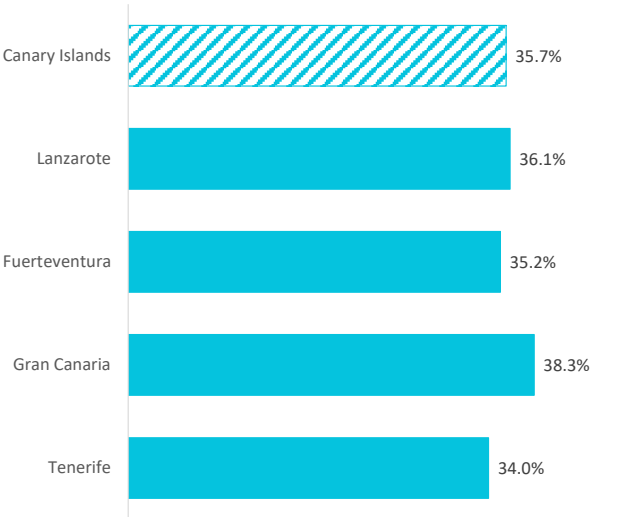
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	661,801	289,909	56,554	101,068	214,022	0
% Tourists	100%	43.8%	8.5%	15.3%	32.3%	0.0%
% tourists who book holiday package	35.7%	36.1%	35.2%	38.3%	34.0%	--
Expenditure per tourist (€)	1,459	1,518	1,260	1,528	1,399	--
- book holiday package	**1,555**	1,616	1,401	1,548	1,517	--
- holiday package	**1,125**	1,156	989	1,148	1,104	--
- others	**969**	998	917	987	936	--
- do not book holiday package	**1,406**	1,464	1,184	1,516	1,338	--
- flight	**352**	394	272	343	320	--
- accommodation	**516**	531	407	585	495	--
- others	**969**	998	917	987	936	--
Average lenght of stay	**8.92**	**9.15**	**9.36**	**9.51**	**8.22**	--
Average daily expenditure (€)	181.5	181.5	151.1	180.5	190.0	--
Average daily expenditure without flight (€)	133.3	130.6	114.6	135.7	140.8	--
Average cost of the flight (€)	374.5	416.4	286.5	360.3	347.7	--
Total turnover (≥ 16 years old) (€m)	966	440	71	154	299	--
% Turnover	100%	45.6%	7.4%	16.0%	31.0%	--
Turnover without flight (≥ 16 years old) (€m)	718	320	55	118	225	--
Tourist arrivals (FRONTUR)	803,851	356,812	68,294	122,734	255,646	118
Passenger arrivals on non-stop flights (AENA)	772,334	344,246	67,822	121,518	238,748	n.d.
Children < 16 years old (FRONTUR - EGT)	142,050	66,903	11,740	21,666	41,624	118

% TOURISTS (≥ 16 years old)

Tenerife; 32.3%
Lanzarote; 43.8%
Gran Canaria; 15.3%
Fuerteventura; 8.5%

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)

Canary Islands 35.7%
Lanzarote 36.1%
Fuerteventura 35.2%
Gran Canaria 38.3%
Tenerife 34.0%

AVERAGE LENGHT OF STAY

Canary Islands 8.92
Lanzarote 9.15
Fuerteventura 9.36
Gran Canaria 9.51
Tenerife 8.22
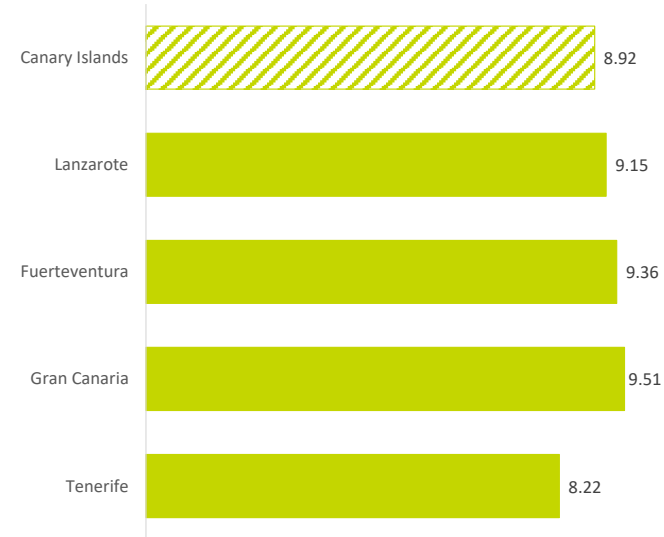
EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)

Canary Islands 133.3
Lanzarote 130.6
Fuerteventura 114.6
Gran Canaria 135.7
Tenerife 140.8
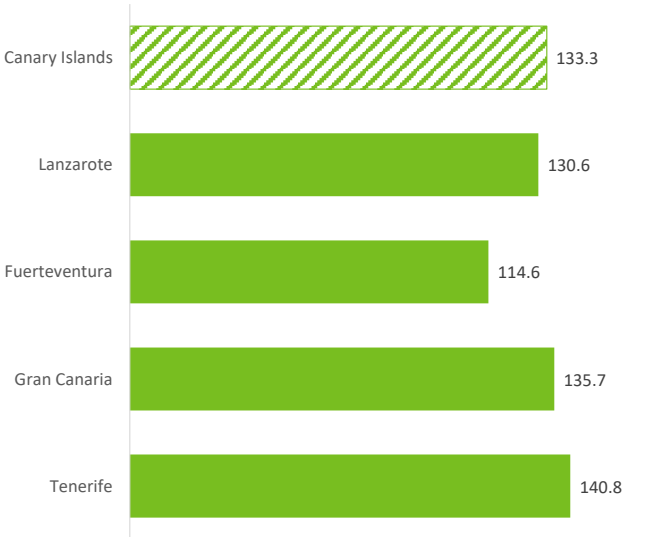
TOURIST PROFILE BY ISLAND OF STAY (2024)
IRELAND

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	**86.6%**	91.7%	75.9%	86.6%	82.4%	--
- Additional accommodation expenses	**8.5%**	5.4%	7.6%	9.7%	12.3%	--
Transport:						
- National/International Transport	**97.5%**	98.6%	100.0%	96.3%	95.8%	--
- Flights between islands	**5.8%**	6.5%	9.8%	8.7%	2.4%	--
- Taxi	**54.8%**	54.0%	55.5%	46.5%	59.5%	--
- Car rental	**16.2%**	14.2%	16.6%	18.2%	17.8%	--
- Public transport	**10.2%**	9.6%	11.2%	16.5%	7.9%	--
Food and drink:						
- Food purchases at supermarkets	**64.9%**	68.1%	71.6%	62.1%	60.2%	--
- Restaurants	**77.6%**	80.0%	73.8%	70.1%	79.1%	--
Leisure:						
- Organized excursions	**20.4%**	20.5%	18.0%	13.2%	24.3%	--
- Sport activities	**9.5%**	6.8%	7.0%	10.5%	13.5%	--
- Cultural activities	**2.7%**	3.8%	0.4%	2.8%	2.0%	--
- Museums	**2.5%**	3.4%	2.4%	3.2%	0.8%	--
- Theme Parks	**12.2%**	8.9%	6.5%	9.1%	19.6%	--
- Discos and pubs	**21.8%**	24.2%	12.5%	17.4%	23.0%	--
- Wellness	**7.3%**	4.7%	11.0%	8.1%	9.5%	--
Purchases of goods:						
- Souvenirs	**46.1%**	50.6%	50.4%	46.5%	38.8%	--
- Real estate	**0.2%**	0.1%	0.0%	0.0%	0.4%	--
- Other purchases	**1.2%**	0.1%	3.8%	1.9%	1.6%	--
Others:						
- Medical expenses	**11.9%**	12.9%	8.3%	14.0%	10.6%	--
- Other expenses	**4.8%**	4.8%	3.5%	3.2%	5.9%	--

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:	**813**	**731**	**786**	**1,021**	**805**	**--**
- Accommodation	**658**	632	646	724	667	--
- Additional accommodation expenses	**155**	99	139	297	138	--
Transport:	**674**	**715**	**556**	**741**	**623**	**--**
- National/International Transport	**384**	422	286	374	363	--
- Flights between islands	**66**	62	35	88	70	--
- Taxi	**63**	57	48	94	64	--
- Car rental	**127**	134	160	149	100	--
- Public transport	**34**	39	27	37	27	--
Food and drink:	**405**	**421**	**391**	**414**	**379**	**--**
- Food purchases at supermarkets	**131**	135	148	144	113	--
- Restaurants	**274**	286	242	269	266	--
Leisure:	**641**	**620**	**647**	**613**	**653**	**--**
- Organized excursions	**95**	102	145	70	83	--
- Sport activities	**91**	80	107	109	91	--
- Cultural activities	**90**	69	90	59	165	--
- Museums	**69**	91	9	48	27	--
- Theme Parks	**73**	68	43	83	77	--
- Discos and pubs	**139**	142	133	163	128	--
- Wellness	**83**	69	120	81	83	--
Purchases of goods:	**1,845**	**802**	**222**	**379**	**2,503**	**--**
- Souvenirs	**105**	102	102	134	93	--
- Real estate	**1,556**	200	0	0	2,250	--
- Other purchases	**184**	500	120	245	160	--
Others:	**156**	**130**	**128**	**189**	**166**	**--**
- Medical expenses	**50**	50	20	94	30	--
- Other expenses	**106**	81	108	95	136	--

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	**44.3%**	42.9%	45.0%	51.7%	42.4%	--
Percentage of women	**55.7%**	57.1%	55.0%	48.3%	57.6%	--
Age						
Average age (tourists above 16 years old)	**49.06**	53.45	53.44	44.04	44.32	--
Standard deviation	**17.0**	15.5	15.3	16.8	17.6	--
Age range						
16-24 years old	**10.4%**	6.2%	7.7%	13.0%	15.6%	--
25-30 years old	**8.4%**	3.6%	2.5%	14.7%	13.4%	--
31-45 years old	**22.8%**	20.3%	18.8%	27.5%	25.1%	--
46-60 years old	**27.5%**	29.9%	37.0%	24.0%	23.5%	--
Over 60 years old	**30.8%**	40.0%	34.0%	20.7%	22.3%	--
Occupation						
Salaried worker	**56.6%**	53.9%	52.5%	62.0%	58.8%	--
Self-employed	**11.5%**	9.2%	9.7%	13.9%	14.0%	--
Unemployed	**0.8%**	1.0%	1.7%	0.7%	0.3%	--
Business owner	**5.3%**	6.3%	3.0%	5.7%	4.3%	--
Student	**2.5%**	1.3%	2.0%	3.1%	3.9%	--
Retired	**21.7%**	26.3%	29.4%	12.1%	17.7%	--
Unpaid domestic work	**1.0%**	1.1%	0.7%	1.0%	1.0%	--
Others	**0.6%**	0.8%	0.8%	1.4%	0.0%	--
Annual household income level						
Less than €25,000	**10.2%**	9.2%	17.1%	10.0%	9.9%	--
€25,000 - €49,999	**29.0%**	28.6%	26.6%	32.3%	28.6%	--
€50,000 - €74,999	**25.6%**	26.4%	21.9%	26.3%	25.2%	--
More than €74,999	**35.2%**	35.8%	34.4%	31.3%	36.3%	--
Education level						
No studies	**3.3%**	2.7%	0.8%	4.0%	4.4%	--
Primary education	**0.6%**	0.6%	0.9%	1.3%	0.3%	--
Secondary education	**22.5%**	23.5%	31.1%	17.7%	21.2%	--
Higher education	**73.6%**	73.2%	67.3%	77.1%	74.1%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	**9.3%**	4.6%	21.5%	16.5%	9.1%	--
Only with partner	**51.1%**	52.3%	47.9%	42.9%	54.2%	--
Only with children (< 13 years old)	**3.7%**	4.0%	3.3%	4.8%	2.7%	--
Partner + children (< 13 years old)	**5.5%**	5.8%	3.0%	3.9%	6.4%	--
Other relatives	**13.6%**	15.0%	15.6%	14.6%	10.7%	--
Friends	**5.0%**	4.4%	2.5%	6.8%	5.6%	--
Work colleagues	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Organized trip	**0.0%**	0.0%	0.0%	0.0%	0.1%	--
Other combinations [2]	**11.8%**	13.9%	6.0%	10.5%	11.1%	--

[2] Different situations have been isolated

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists with children	**0.7%**	**1.7%**	**0.3%**	**0.3%**	**0.6%**	**--**
- Between 0 and 2 years old	**0.0%**	0.0%	0.0%	0.0%	0.1%	--
- Between 3 and 12 years old	**0.6%**	1.6%	0.1%	0.2%	0.4%	--
- Between 0 -2 and 3-12 years old	**0.1%**	0.1%	0.1%	0.1%	0.1%	--
Tourists without children	**99.3%**	98.3%	99.7%	99.7%	99.4%	--
Group composition:						
- 1 person	**11.9%**	6.5%	24.1%	20.8%	11.9%	--
- 2 people	**57.0%**	58.7%	54.4%	50.6%	58.3%	--
- 3 people	**10.7%**	9.9%	11.2%	12.0%	11.2%	--
- 4 or 5 people	**16.0%**	19.8%	7.7%	13.3%	14.3%	--
- 6 or more people	**4.4%**	5.1%	2.6%	3.4%	4.4%	--
Average group size:	**2.60**	2.76	2.17	2.41	2.57	--

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

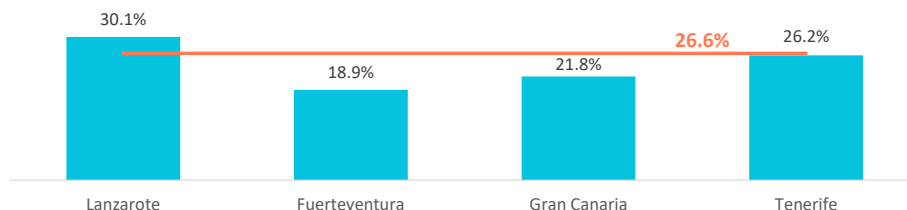| Lanzarote	Fuerteventura	Gran Canaria	Tenerife
52.3%	47.9%	42.9%	54.2%

51.1%
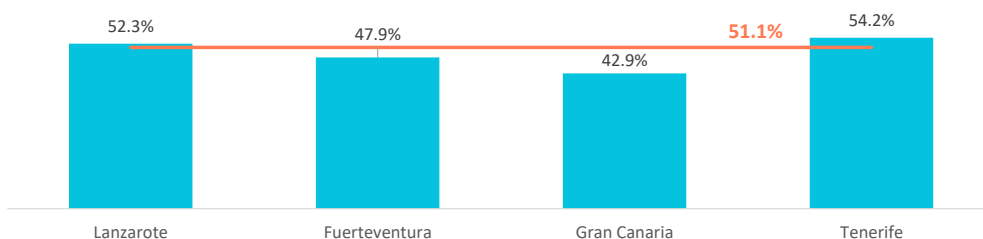
TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.4%	0.3%	0.8%	0.4%	0.5%	--
Between 1 and 30 days	17.2%	13.9%	15.2%	22.1%	19.7%	--
Between 1 and 2 months	19.7%	18.8%	20.5%	17.4%	21.7%	--
Between 3 and 6 months	36.2%	36.9%	44.6%	38.3%	31.9%	--
More than 6 months	26.6%	30.1%	18.9%	21.8%	26.2%	--

**% 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	65.4%	66.3%	65.8%	60.7%	66.2%	--
- Tour Operator or Travel Agency	34.6%	33.7%	34.2%	39.3%	33.8%	--
Accommodation						
- Directly with the accommodation	50.2%	54.0%	40.3%	47.4%	48.4%	--
- Tour Operator or Travel Agency	49.8%	46.0%	59.7%	52.6%	51.6%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	47.1%	53.5%	38.9%	49.7%	38.8%	--
Bed and Breakfast	19.6%	16.4%	11.6%	15.3%	27.9%	--
Half board	13.4%	11.1%	24.2%	10.2%	15.9%	--
Full board	2.0%	2.1%	0.8%	2.1%	1.9%	--
All inclusive	17.9%	16.9%	24.5%	22.5%	15.5%	--

% TOURISTS WHO BOOK ALL INCLUSIVE
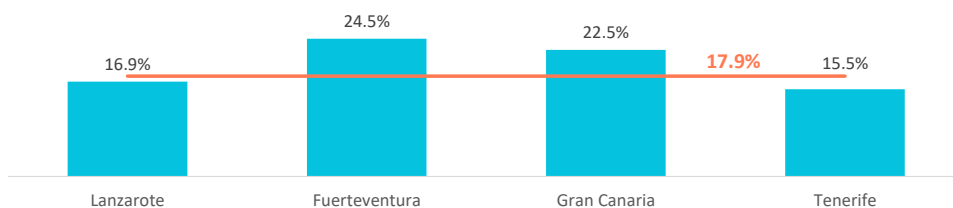
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	9.6%	7.4%	14.8%	12.4%	9.8%	--
4* Hotel	28.0%	24.4%	25.5%	32.5%	31.4%	--
5* Hotel / 5* Luxury Hotel	8.9%	8.6%	6.7%	7.3%	10.7%	--
Aparthotel / Tourist Villa	31.9%	41.6%	13.0%	26.8%	26.1%	--
House/room rented in a private dwelling	0.0%	0.0%	0.0%	0.0%	0.0%	--
Private accommodation [1]	7.5%	2.9%	18.9%	8.4%	10.3%	--
Others (Cottage, cruise, camping,..)	2.6%	0.4%	3.6%	2.4%	5.3%	--

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

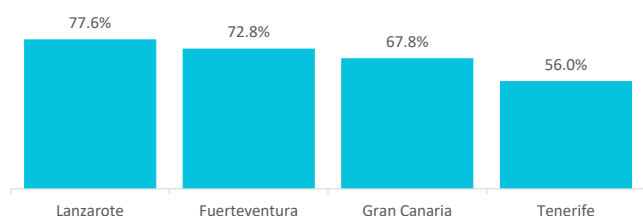### TYPE OF ACCOMMODATION
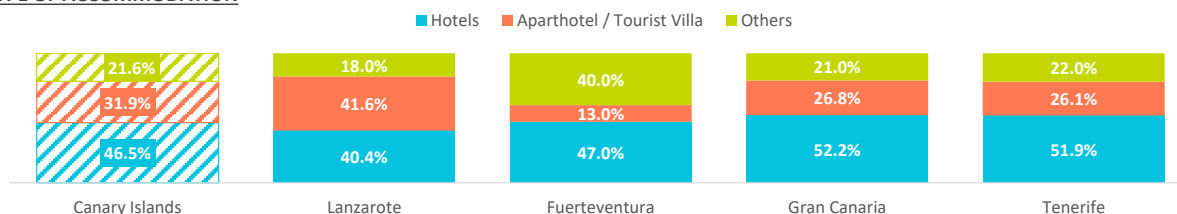
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

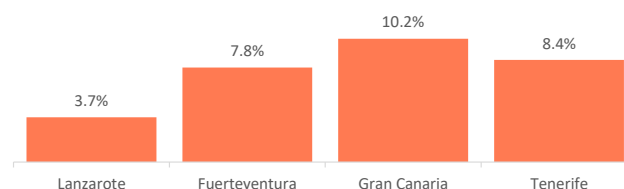|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	**95.7%**	98.7%	96.0%	91.1%	93.7%	--
Family reasons	**4.1%**	1.0%	4.0%	8.9%	6.0%	--
Business	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Education and training	**0.0%**	0.1%	0.0%	0.0%	0.0%	--
Sports training	**0.1%**	0.0%	0.0%	0.0%	0.2%	--
Health	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Conventions and Exhibitions	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Others	**0.1%**	0.2%	0.0%	0.0%	0.0%	--

What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	**68.7%**	77.6%	72.8%	67.8%	56.0%	--
Enjoy family time	**13.2%**	12.0%	12.2%	10.8%	16.1%	--
Have fun	**9.6%**	5.3%	6.1%	9.0%	16.6%	--
Explore the destination	**6.6%**	3.7%	7.8%	10.2%	8.4%	--
Practice their hobbies	**1.1%**	0.3%	1.1%	1.1%	2.2%	--
Other reasons	**0.9%**	1.1%	0.0%	1.2%	0.7%	--

REST

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
77.6%	72.8%	67.8%	56.0%

EXPLORE THE DESTINATION

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
3.7%	7.8%	10.2%	8.4%

Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	**80.7%**	78.3%	82.7%	81.4%	83.3%	--
Safety	**74.1%**	75.8%	80.2%	70.9%	71.7%	--
Tranquility	**57.8%**	61.4%	59.9%	56.6%	53.0%	--
Sea	**57.3%**	61.1%	71.8%	54.9%	49.5%	--
Accommodation supply	**57.1%**	58.3%	58.4%	57.0%	55.3%	--
Beaches	**51.9%**	52.5%	61.4%	48.9%	50.1%	--
Effortless trip	**47.8%**	49.3%	45.9%	45.8%	47.0%	--
Price	**42.5%**	38.0%	50.5%	46.0%	45.0%	--
European belonging	**40.8%**	37.2%	46.8%	46.8%	41.3%	--
Landscapes	**36.0%**	34.2%	36.8%	39.0%	36.8%	--
Environment	**35.0%**	34.0%	38.3%	41.2%	32.4%	--
Gastronomy	**29.6%**	25.6%	24.5%	36.8%	33.2%	--
Fun possibilities	**24.8%**	25.6%	24.2%	32.3%	20.4%	--
Authenticity	**21.0%**	18.5%	19.0%	25.7%	22.6%	--
Exoticism	**13.6%**	12.8%	9.8%	17.7%	13.8%	--
Hiking trail network	**12.6%**	9.7%	5.1%	19.9%	14.9%	--
Shopping	**9.7%**	9.3%	12.7%	14.8%	7.1%	--
Culture	**9.4%**	7.7%	7.3%	14.0%	10.2%	--
Historical heritage	**7.2%**	6.9%	9.9%	11.8%	4.6%	--
Nightlife	**5.3%**	3.0%	5.3%	10.8%	5.7%	--

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?

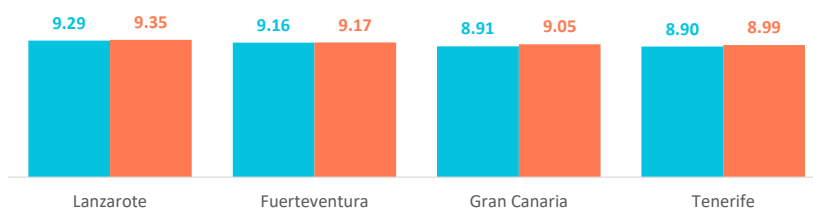|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	**60.1%**	65.0%	59.0%	56.6%	55.4%	--
Friends or relatives	**32.2%**	27.3%	27.8%	29.6%	41.3%	--
Internet or social media	**49.5%**	44.6%	49.3%	51.8%	55.1%	--
Mass Media	**1.9%**	1.1%	0.7%	1.9%	3.4%	--
Travel guides and magazines	**3.9%**	3.8%	2.3%	4.4%	4.2%	--
Travel Blogs or Forums	**6.6%**	5.5%	3.1%	6.2%	9.4%	--
Travel TV Channels	**1.1%**	0.9%	0.0%	0.9%	1.8%	--
Tour Operator or Travel Agency	**13.7%**	14.1%	15.2%	16.0%	11.7%	--
Public administrations or similar	**0.3%**	0.2%	1.2%	0.0%	0.3%	--
Others	**2.2%**	2.2%	0.6%	2.9%	2.4%	--

* Multi-choise question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	**8.89**	9.04	8.92	8.81	8.72	--

Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	**1.6%**	0.8%	2.0%	3.5%	1.9%	--
Lived up to expectations	**51.7%**	55.4%	50.3%	51.7%	47.0%	--
Better or much better than expected	**46.6%**	43.8%	47.7%	44.8%	51.1%	--

Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	**9.09**	9.29	9.16	8.91	8.90	--
Recommend visiting the Canary Islands	**9.17**	9.35	9.17	9.05	8.99	--

RETURN TO THE CANARY

0 10

Canary Islands 9.09

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife
	9.29 9.35	9.16 9.17	8.91 9.05	8.90 8.99

RECOMMEND VISITING THE CANARY ISLANDS

0 10

Canary Islands 9.17

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	**18.2%**	12.7%	16.8%	22.2%	24.0%	--
Repeat tourists	**81.8%**	87.3%	83.2%	77.8%	76.0%	--
At least 10 previous visits	**29.0%**	32.2%	26.9%	30.2%	24.7%	--
Repeat tourists (last 5 years)	**74.4%**	79.2%	78.8%	69.2%	69.0%	--
Repeat tourists (last 5 years) (5 or more visits)	**24.6%**	27.1%	24.1%	21.7%	22.6%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	63.2%	**<u>80.8%</u>**	9.2%	18.7%	18.1%	--
Fuerteventura	24.5%	43.2%	**<u>69.4%</u>**	22.0%	22.1%	--
Gran Canaria	40.6%	34.4%	10.3%	**<u>67.7%</u>**	25.1%	--
Tenerife	49.1%	31.1%	2.9%	18.4%	**<u>68.0%</u>**	--
La Palma	4.0%	0.0%	0.0%	0.0%	0.0%	--
CANARY ISLANDS	**<u>81.8%</u>**	87.3%	83.2%	77.8%	76.0%	--

How to interpret the table
*1. Column <u>Canary Islands</u> = refers to the % of **repeat irish tourists** on each island regardless of island of stay in this trip (2024).*

*2. Column <u>each</u> island = refers to the % of **repeat irish tourists** on each island by island of stay in 2024. For example: 80.8% refers to % **repeat irish tourists** who repeat Lanzarote in 2024 and stay in Lanzarote in this trip. 43.2% **irish tourists who stay in Lanzarote in 2024** and has previously been to Fuerteventura.*

*3. Row <u>CANARY ISLANDS</u> = refers to the % **repeat irish tourists** by island of stay. For exdample: 76.0% refers to % **irish 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	**93.6%**	93.3%	92.4%	90.2%	95.9%	--
Two islands	**6.2%**	6.6%	7.6%	9.8%	3.5%	--
Three or more islands	**0.2%**	0.1%	0.0%	0.0%	0.6%	--

Visited islands during their trip (with overnight staying)

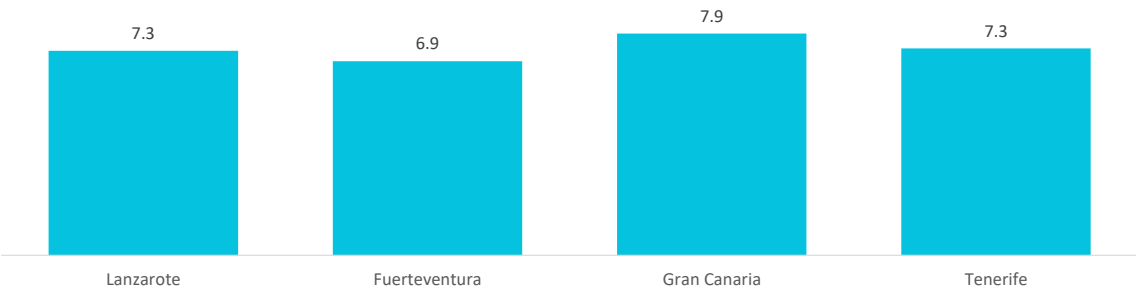|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	**44.0%**	100%	1.9%	0.0%	0.0%	--
Fuerteventura	**8.7%**	0.3%	100%	0.0%	0.0%	--
Gran Canaria	**15.3%**	0.0%	0.0%	100%	0.2%	--
Tenerife	**32.5%**	0.2%	0.7%	0.3%	100%	--
La Gomera	**0.3%**	0.0%	0.0%	0.0%	0.8%	--
La Palma	**0.1%**	0.0%	0.0%	0.5%	0.1%	--
El Hierro	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
Cruise	**0.1%**	0.0%	0.0%	0.0%	0.4%	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	**1.3%**	0.8%	1.2%	0.5%	2.6%	--
1 - 2 hours	**7.1%**	7.6%	10.3%	6.2%	5.9%	--
3 - 6 hours	**37.5%**	38.6%	41.4%	33.9%	36.6%	--
7 - 12 hours	**47.8%**	48.2%	40.5%	49.1%	48.5%	--
More than 12 hours	**6.3%**	4.8%	6.7%	10.4%	6.5%	--
Outdoor time per day	**7.3**	7.3	6.9	7.9	7.3	--

Canary Islands 7.3

Lanzarote	Fuerteventura	Gran Canaria	Tenerife
7.3	6.9	7.9	7.3

Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	**79.5%**	81.5%	82.6%	67.2%	81.7%	--
Beach	**69.2%**	68.0%	55.9%	68.4%	74.7%	--
Swimming pool, hotel facilities	**67.0%**	63.9%	75.1%	67.0%	68.9%	--
Explore the island on their own	**34.2%**	34.3%	34.3%	31.3%	35.3%	--
Taste Canarian gastronomy	**24.8%**	23.1%	10.3%	28.6%	29.1%	--
Hiking	**24.4%**	23.3%	17.3%	22.4%	28.8%	--
Organized excursions	**15.8%**	16.6%	10.5%	10.5%	18.6%	--
Nightlife / concerts / shows	**14.9%**	11.5%	7.2%	10.5%	23.7%	--
Theme parks	**10.9%**	8.7%	4.2%	13.3%	14.5%	--
Sea excursions / whale watching	**10.4%**	10.5%	10.7%	11.4%	9.7%	--
Wineries / markets / popular festivals	**9.3%**	10.0%	5.8%	15.0%	6.8%	--
Museums / exhibitions	**8.4%**	6.2%	6.5%	11.6%	10.4%	--
Other Nature Activities	**7.4%**	7.2%	4.2%	7.5%	8.6%	--
Swim	**5.4%**	9.1%	3.5%	1.9%	2.6%	--
Beauty and health treatments	**5.2%**	5.4%	3.5%	8.7%	3.7%	--
Running	**4.9%**	5.4%	5.0%	6.1%	3.5%	--
Practice other sports	**4.0%**	1.4%	4.1%	4.1%	7.4%	--
Astronomical observation	**3.7%**	1.7%	4.6%	6.8%	4.7%	--
Cycling / Mountain bike	**3.0%**	3.8%	6.4%	2.2%	1.3%	--
Surf	**1.9%**	1.7%	0.0%	1.9%	2.7%	--
Scuba Diving	**1.7%**	1.2%	1.3%	0.7%	3.1%	--
Golf	**1.2%**	0.8%	0.4%	1.5%	1.8%	--
Windsurf / Kitesurf	**0.5%**	0.4%	0.0%	1.6%	0.3%	--

WALK, WANDER

Canary Islands	79.5%
Lanzarote	81.5%
Fuerteventura	82.6%
Gran Canaria	67.2%
Tenerife	81.7%

BEACH

|	
Canary Islands	69.2%
Lanzarote	68.0%
Fuerteventura	55.9%
Gran Canaria	68.4%
Tenerife	74.7%
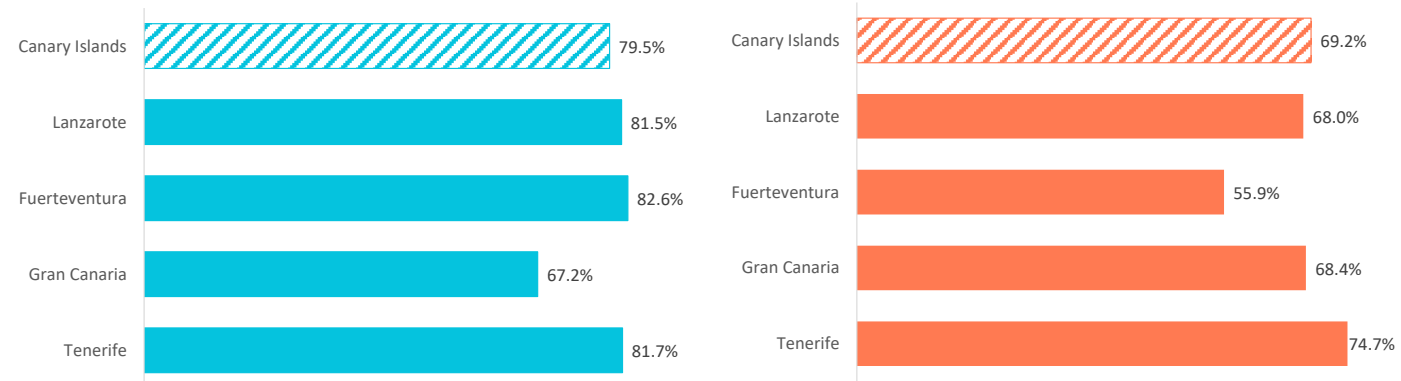
COMPETITORS

Where did they spend their main holiday last year? *

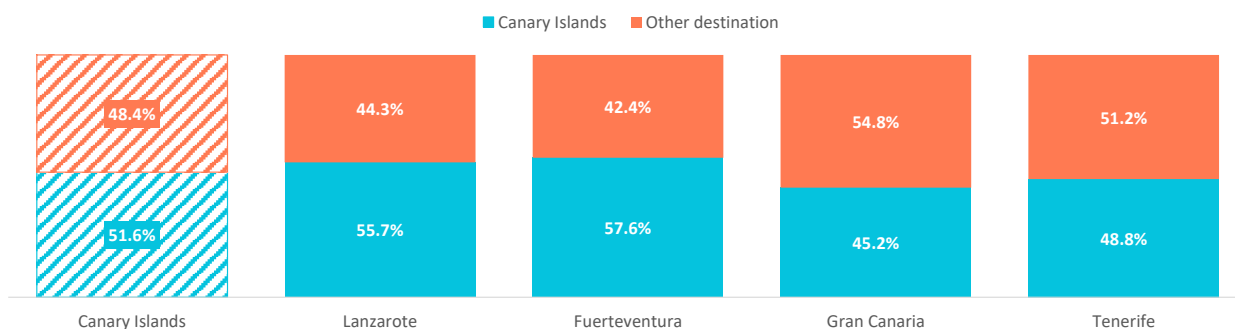|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	**8.7%**	9.2%	13.4%	7.5%	7.4%	--
Canary Islands	**40.4%**	43.9%	47.1%	38.6%	34.9%	--
Other destination	**50.9%**	46.9%	39.5%	53.9%	57.7%	--
- Balearic Islands	**2.7%**	1.8%	3.0%	3.9%	3.1%	--
- Rest of Spain	**13.7%**	14.9%	6.0%	11.4%	15.5%	--
- Italy	**4.9%**	3.7%	5.7%	4.0%	6.8%	--
- France	**3.6%**	3.3%	1.0%	4.5%	4.3%	--
- Turkey	**1.4%**	0.8%	1.1%	1.5%	2.2%	--
- Greece	**3.8%**	3.7%	5.0%	5.2%	3.0%	--
- Portugal	**7.7%**	7.1%	4.3%	9.5%	8.4%	--
- Croatia	**0.6%**	0.5%	2.1%	0.0%	0.6%	--
- Egypt	**0.4%**	0.0%	0.8%	0.2%	0.8%	--
- Tunisia	**0.0%**	0.0%	0.0%	0.0%	0.0%	--
- Morocco	**1.3%**	0.6%	0.8%	1.1%	2.5%	--
- Others	**10.8%**	10.5%	9.7%	12.6%	10.5%	--

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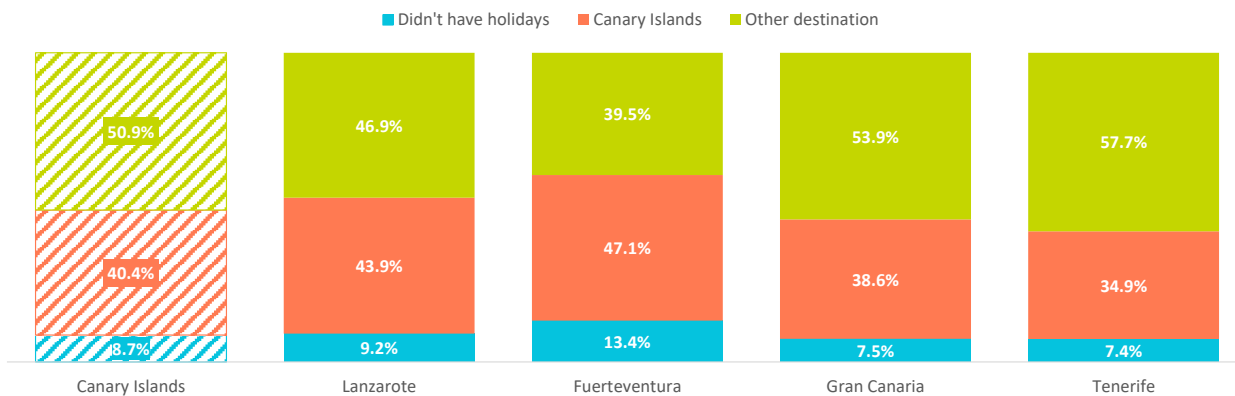
What other destinations did they consider for this trip? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	**30.3%**	37.1%	33.9%	21.4%	26.2%	--
Canary Islands (other island)	**21.3%**	18.6%	23.7%	23.8%	22.5%	--
Other destination	**48.4%**	44.3%	42.4%	54.8%	51.2%	--
- Balearic Islands	**5.3%**	5.1%	3.8%	6.4%	5.2%	--
- Rest of Spain	**12.8%**	13.3%	10.3%	11.5%	13.6%	--
- Italy	**4.9%**	4.3%	3.5%	6.7%	5.0%	--
- France	**2.1%**	2.7%	1.1%	2.0%	1.9%	--
- Turkey	**2.4%**	1.6%	2.3%	3.9%	2.5%	--
- Greece	**6.3%**	4.3%	7.1%	8.7%	7.3%	--
- Portugal	**9.9%**	10.2%	6.7%	9.0%	10.9%	--
- Croatia	**3.0%**	1.8%	4.9%	4.1%	3.4%	--
- Egypt	**0.9%**	0.5%	1.6%	1.4%	1.1%	--
- Others	**0.7%**	0.5%	1.1%	1.3%	0.3%	--

* Percentage of valid answers

FLIGHT ORIGIN

Where does the flight come from?

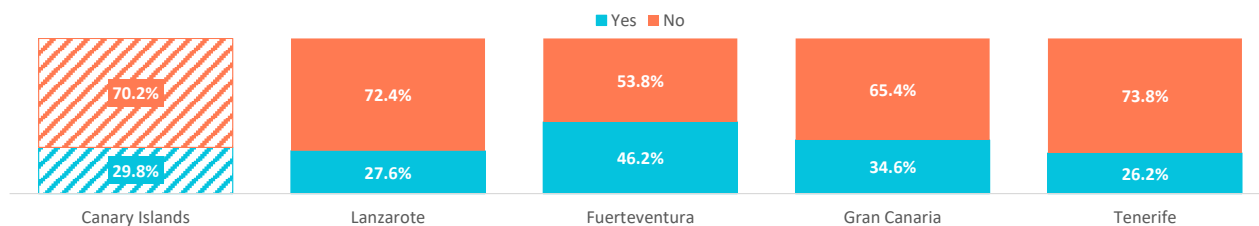|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Ireland	**94.2%**	95.6%	98.0%	92.5%	92.0%	--
United Kingdom	**4.3%**	3.8%	1.1%	2.4%	6.7%	--
Portugal	**0.3%**	0.0%	0.0%	0.6%	0.5%	--
Germany	**0.2%**	0.3%	0.0%	0.3%	0.0%	--
Hungary	**0.1%**	0.0%	0.0%	0.9%	0.0%	--
Others	**1.0%**	0.4%	0.8%	3.3%	0.8%	--

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?

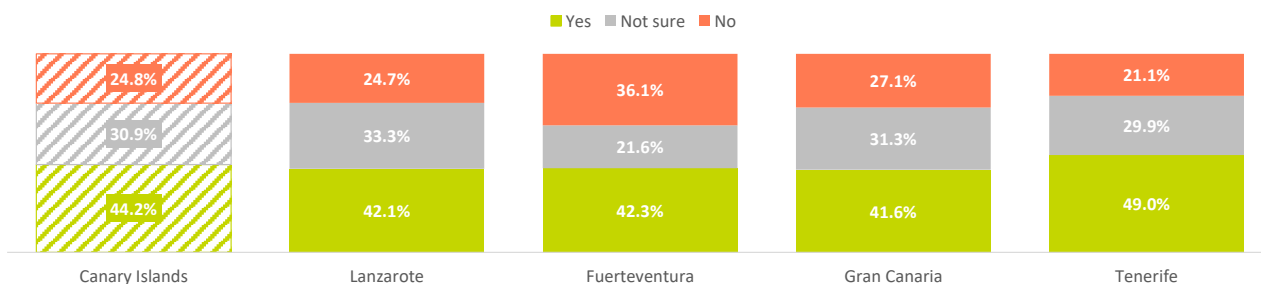|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	**33.3%**	30.1%	23.6%	38.3%	37.9%	--
No	**44.8%**	50.1%	48.1%	40.6%	38.7%	--
Not remember	**21.9%**	19.8%	28.3%	21.1%	23.4%	--

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	**29.8%**	27.6%	46.2%	34.6%	26.2%	--
No	**70.2%**	72.4%	53.8%	65.4%	73.8%	--

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	**44.2%**	42.1%	42.3%	41.6%	49.0%	--
- For any purpose	**7.9%**	7.7%	6.6%	10.7%	7.3%	--
- Improve living conditions	**8.3%**	7.2%	7.6%	10.1%	9.3%	--
- Improve economic development	**4.3%**	3.7%	3.3%	6.7%	4.3%	--
- Improve the environment	**11.2%**	12.0%	10.5%	5.9%	12.7%	--
- Improve the tourist environment	**5.2%**	5.5%	7.0%	1.5%	6.1%	--
- Other purposes	**7.3%**	6.0%	7.4%	6.8%	9.3%	--
Not sure	**30.9%**	33.3%	21.6%	31.3%	29.9%	--
No	**24.8%**	24.7%	36.1%	27.1%	21.1%	--

How much would they be willing to pay?

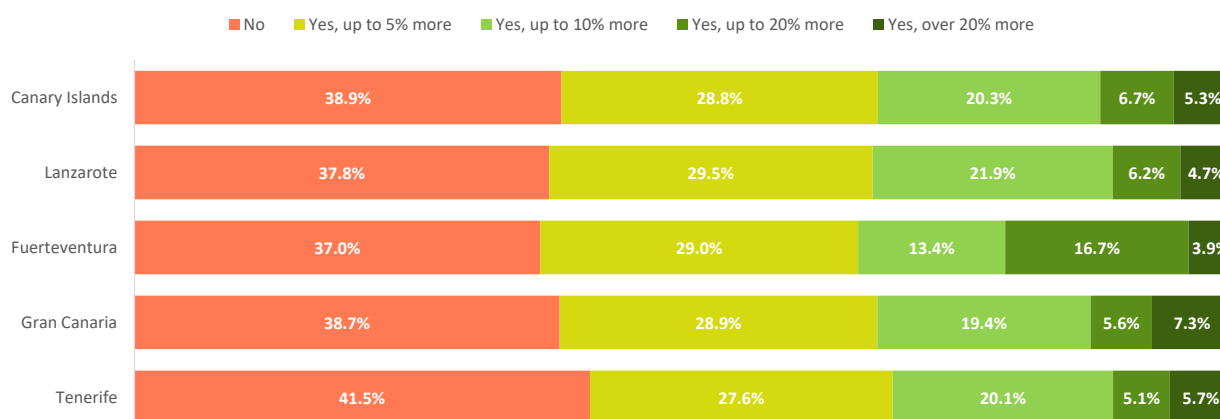|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	**39.0%**	36.5%	44.3%	34.7%	43.1%	--
Up to 2 euros	**30.2%**	28.6%	30.4%	36.4%	29.6%	--
Up to 3 euros	**18.9%**	23.4%	10.1%	16.9%	15.6%	--
More than 3 euros	**12.0%**	11.6%	15.2%	12.0%	11.7%	--

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 inconvenience ■ Yes, even if it means some inconvenience

Island	No	Yes, but only if it not inconvenience	Yes, even if it means some inconvenience
Canary Islands	27.2%	46.9%	26.0%
Lanzarote	28.5%	48.9%	22.6%
Fuerteventura	22.2%	47.4%	30.4%
Gran Canaria	26.3%	39.2%	34.5%
Tenerife	26.9%	47.4%	25.6%
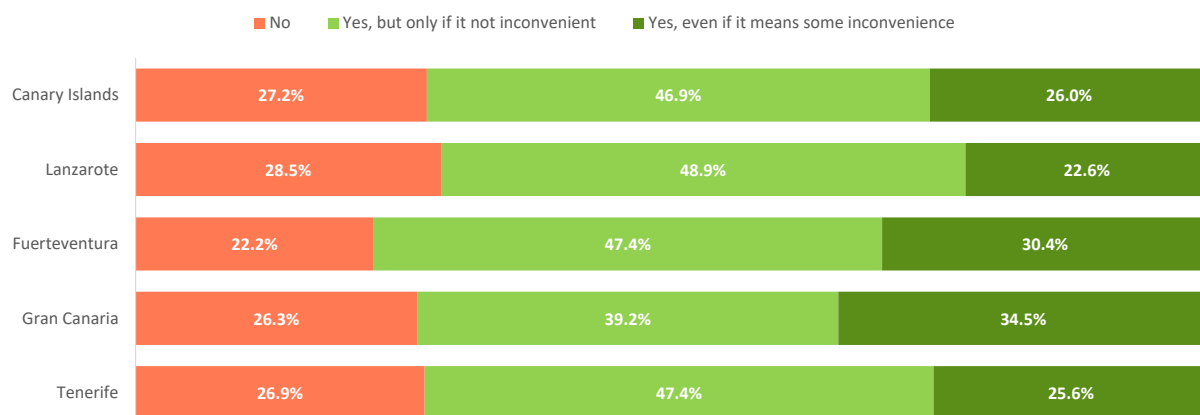
Would they be willing to spend more on travel to reduce their carbon footprint?

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	38.9%	28.8%	20.3%	6.7%	5.3%
Lanzarote	37.8%	29.5%	21.9%	6.2%	4.7%
Fuerteventura	37.0%	29.0%	13.4%	16.7%	3.9%
Gran Canaria	38.7%	28.9%	19.4%	5.6%	7.3%
Tenerife	41.5%	27.6%	20.1%	5.1%	5.7%

Percepcion of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.2	8.2	8.1	8.1	8.2	--
Tolerance towards tourism	8.6	8.6	8.6	8.8	8.6	--
Cleanliness of the island	8.7	8.9	8.6	8.7	8.6	--
Air quality	8.6	8.9	8.4	8.2	8.5	--
Rational water consumption	7.9	8.0	8.1	7.7	7.8	--
Energy saving	7.3	7.5	7.6	7.1	7.2	--
Use of renewable energy	7.2	7.3	7.3	7.6	6.9	--
Recycling	7.4	7.5	7.8	7.5	7.2	--
Easy to get around by public transport	8.0	8.1	7.7	7.9	7.9	--
Overcrowding in tourist areas	6.7	6.6	6.8	6.7	6.9	--
Supply of local products	7.1	7.0	7.2	7.0	7.1	--

* 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.