

TOURIST PROFILE BY ISLAND OF STAY (2024)

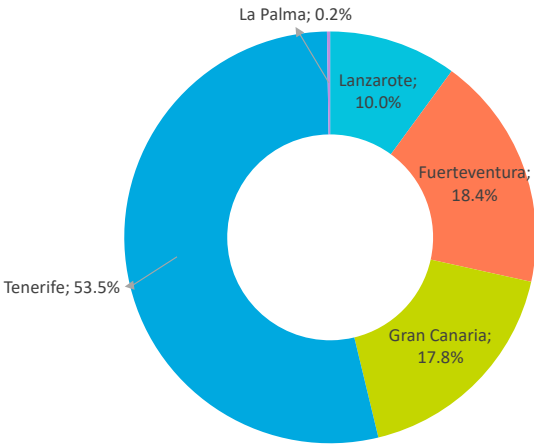
ITALY



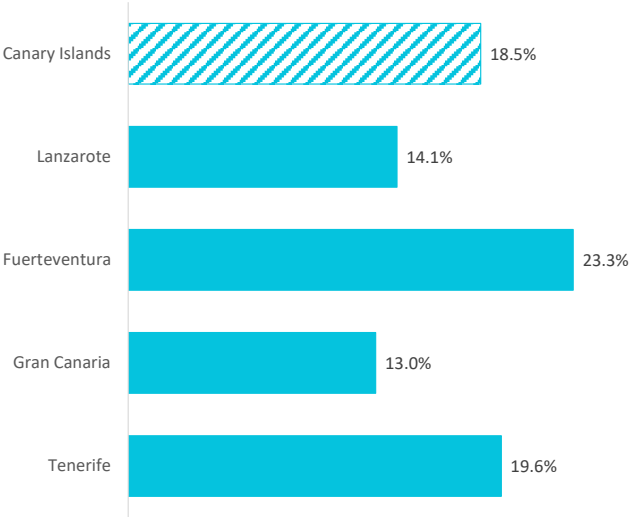
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	704,104	70,679	129,582	125,046	376,501	1,760
% Tourists	100%	10.0%	18.4%	17.8%	53.5%	0.2%
% tourists who book holiday package	18.5%	14.1%	23.3%	13.0%	19.6%	--
Expenditure per tourist (€)	1,169	1,075	1,141	1,249	1,171	--
- book holiday package	1,512	1,522	1,562	1,676	1,454	--
- holiday package	1,297	1,289	1,395	1,400	1,234	--
- others	640	599	530	711	674	--
- do not book holiday package	1,091	1,002	1,013	1,185	1,103	--
- flight	308	258	313	390	288	--
- accommodation	357	378	337	360	360	--
- others	640	599	530	711	674	--
Average lenght of stay	10.57	8.02	10.54	13.94	9.94	--
Average daily expenditure (€)	137.0	143.4	138.8	120.8	140.9	--
Average daily expenditure without flight (€)	97.2	104.5	92.1	86.0	101.7	--
Average cost of the flight (€)	337.9	284.6	380.8	398.9	313.4	--
Total turnover (≥ 16 years old) (€m)	823	76	148	156	441	--
% Turnover	100%	9.2%	18.0%	19.0%	53.6%	--
Turnover without flight (≥ 16 years old) (€m)	585	56	99	106	323	--
Tourist arrivals (FRONTUR)	778,290	78,133	143,820	136,189	417,714	1,866
Passenger arrivals on non-stop flights (AENA)	786,592	75,407	140,331	131,899	438,955	n.d.
Children < 16 years old (FRONTUR - EGT)	74,186	7,454	14,238	11,143	41,213	106

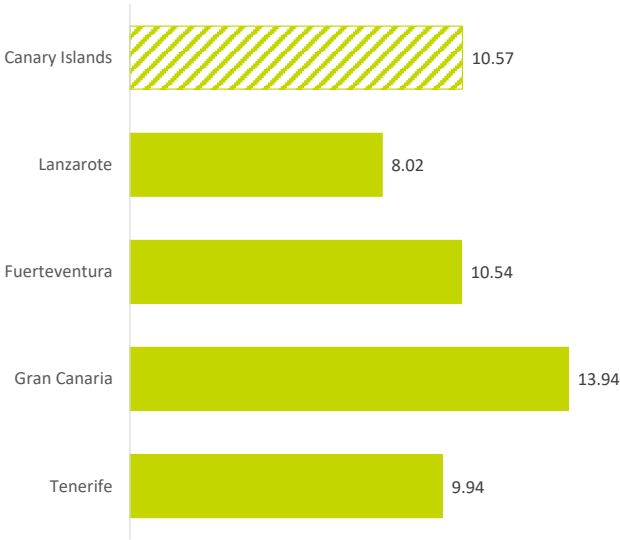
% TOURISTS (≥ 16 years old)



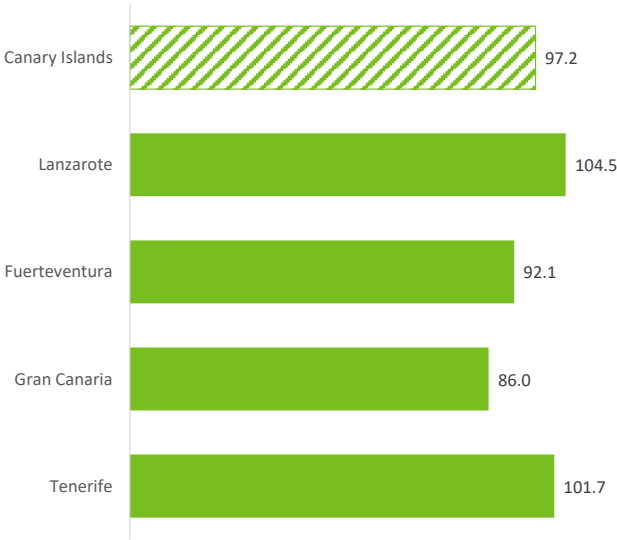
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2024)

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	75.4%	92.8%	77.6%	61.8%	76.1%	--
- Additional accommodation expenses	6.9%	6.6%	8.9%	10.5%	5.0%	--
Transport:						
- National/International Transport	94.1%	98.5%	92.0%	93.9%	94.1%	--
- Flights between islands	8.3%	17.2%	12.4%	6.0%	6.0%	--
- Taxi	27.0%	23.6%	23.6%	23.8%	30.1%	--
- Car rental	50.5%	67.9%	49.5%	37.1%	52.1%	--
- Public transport	12.8%	6.0%	8.3%	17.1%	14.2%	--
Food and drink:						
- Food purchases at supermarkets	63.6%	66.7%	63.3%	70.9%	60.7%	--
- Restaurants	72.2%	78.5%	61.0%	72.0%	74.9%	--
Leisure:						
- Organized excursions	34.0%	43.7%	21.2%	17.8%	42.2%	--
- Sport activities	7.8%	7.3%	10.3%	5.5%	7.7%	--
- Cultural activities	2.4%	4.7%	0.7%	3.4%	2.2%	--
- Museums	8.5%	31.9%	5.4%	9.2%	5.0%	--
- Theme Parks	13.9%	12.2%	2.8%	5.8%	20.8%	--
- Discos and pubs	14.8%	7.4%	10.3%	14.8%	17.8%	--
- Wellness	5.3%	4.0%	0.7%	1.7%	8.3%	--
Purchases of goods:						
- Souvenirs	39.7%	44.1%	41.4%	42.7%	37.2%	--
- Real estate	0.1%	0.0%	0.0%	0.0%	0.3%	--
- Other purchases	1.1%	0.7%	0.4%	0.9%	1.5%	--
Others:						
- Medical expenses	7.4%	8.3%	6.8%	7.5%	7.4%	--
- Other expenses	3.8%	5.5%	5.5%	2.7%	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:	697	581	651	894	662	--
- Accommodation	567	462	549	691	565	--
- Additional accommodation expenses	129	119	102	203	97	--
Transport:	673	505	749	705	682	--
- National/International Transport	359	289	414	425	333	--
- Flights between islands	80	45	72	73	107	--
- Taxi	84	59	107	66	86	--
- Car rental	127	101	137	112	134	--
- Public transport	23	11	19	29	22	--
Food and drink:	299	238	245	344	309	--
- Food purchases at supermarkets	119	97	109	176	105	--
- Restaurants	180	141	136	168	203	--
Leisure:	480	335	709	712	442	--
- Organized excursions	79	66	73	80	83	--
- Sport activities	80	62	94	118	68	--
- Cultural activities	50	43	100	70	38	--
- Museums	36	39	21	62	23	--
- Theme Parks	63	48	48	127	60	--
- Discos and pubs	71	39	59	61	78	--
- Wellness	100	37	313	194	93	--
Purchases of goods:	200	75	138	91	205	--
- Souvenirs	60	47	63	74	55	--
- Real estate	83	0	0	0	83	--
- Other purchases	57	28	75	17	66	--
Others:	111	136	117	148	80	--
- Medical expenses	46	50	15	100	36	--
- Other expenses	66	85	102	48	44	--

TOURIST PROFILE BY ISLAND OF STAY (2024)

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TOURIST PROFILE

Who are they?

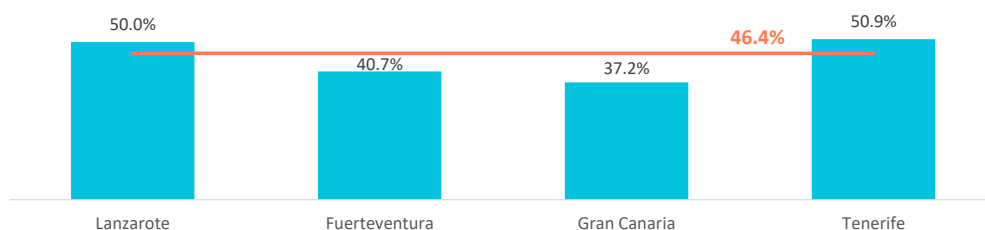
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	51.8%	51.6%	46.4%	52.9%	53.4%	--
Percentage of women	48.2%	48.4%	53.6%	47.1%	46.6%	--
Age						
Average age (tourists above 16 years old)	41.03	44.54	42.66	42.72	39.22	--
Standard deviation	16.4	16.2	16.5	16.5	16.1	--
Age range						
16-24 years old	17.6%	9.3%	12.7%	14.6%	21.8%	--
25-30 years old	16.7%	16.8%	16.1%	16.7%	16.8%	--
31-45 years old	29.6%	27.7%	31.5%	28.4%	29.9%	--
46-60 years old	20.4%	24.7%	24.0%	22.6%	17.6%	--
Over 60 years old	15.7%	21.5%	15.7%	17.6%	13.9%	--
Occupation						
Salaried worker	44.7%	46.3%	48.2%	44.2%	43.5%	--
Self-employed	22.9%	20.2%	23.3%	17.3%	25.1%	--
Unemployed	3.6%	1.9%	2.7%	2.8%	4.5%	--
Business owner	7.9%	4.3%	9.7%	9.9%	7.3%	--
Student	8.4%	7.4%	5.0%	9.6%	9.4%	--
Retired	10.9%	18.7%	9.1%	14.3%	8.8%	--
Unpaid domestic work	1.2%	0.1%	2.0%	0.8%	1.2%	--
Others	0.4%	1.1%	0.0%	1.0%	0.2%	--
Annual household income level						
Less than €25,000	23.5%	19.7%	20.1%	28.2%	23.6%	--
€25,000 - €49,999	49.7%	49.7%	53.3%	42.9%	50.7%	--
€50,000 - €74,999	15.9%	13.5%	13.3%	17.7%	16.7%	--
More than €74,999	10.9%	17.1%	13.4%	11.2%	8.9%	--
Education level						
No studies	0.5%	0.0%	0.3%	1.5%	0.2%	--
Primary education	1.9%	0.9%	3.1%	1.8%	1.6%	--
Secondary education	13.2%	8.5%	12.7%	11.2%	14.9%	--
Higher education	84.5%	90.6%	83.9%	85.5%	83.3%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	13.2%	10.0%	18.2%	22.7%	8.7%	--
Only with partner	46.4%	50.0%	40.7%	37.2%	50.9%	--
Only with children (< 13 years old)	4.0%	3.1%	4.0%	5.9%	3.6%	--
Partner + children (< 13 years old)	3.2%	4.9%	4.0%	2.5%	2.9%	--
Other relatives	6.1%	6.0%	6.6%	5.6%	6.2%	--
Friends	12.9%	7.5%	11.4%	16.6%	13.3%	--
Work colleagues	0.5%	0.0%	0.3%	0.7%	0.4%	--
Organized trip	0.2%	0.3%	0.2%	0.0%	0.3%	--
Other combinations ⁽²⁾	13.4%	18.2%	14.7%	8.8%	13.6%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	0.5%	0.3%	0.7%	0.3%	0.6%	--
- Between 0 and 2 years old	0.1%	0.0%	0.0%	0.0%	0.1%	--
- Between 3 and 12 years old	0.4%	0.2%	0.6%	0.2%	0.4%	--
- Between 0 - 2 and 3-12 years old	0.0%	0.0%	0.1%	0.0%	0.0%	--
Tourists without children	99.5%	99.7%	99.3%	99.7%	99.4%	--
Group composition:						
- 1 person	16.9%	12.5%	28.0%	26.3%	10.7%	--
- 2 people	53.7%	59.2%	45.3%	43.8%	59.0%	--
- 3 people	12.8%	6.8%	15.0%	14.4%	12.6%	--
- 4 or 5 people	13.8%	16.5%	9.5%	14.0%	14.8%	--
- 6 or more people	2.8%	5.0%	2.2%	1.5%	2.9%	--
Average group size:	2.40	2.61	2.17	2.26	2.49	--

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY WITH
PARTNER



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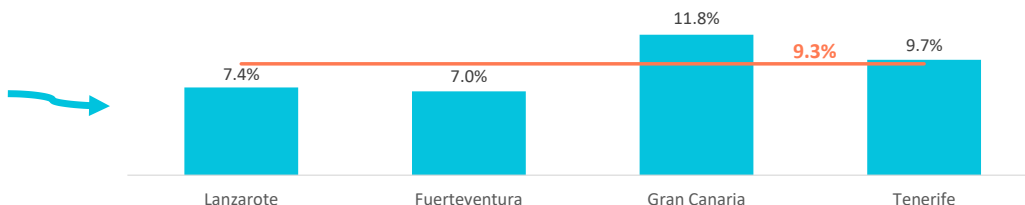


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.9%	1.1%	0.4%	1.9%	0.7%	--
Between 1 and 30 days	22.2%	24.0%	22.6%	25.1%	20.7%	--
Between 1 and 2 months	30.7%	26.4%	30.3%	28.2%	32.2%	--
Between 3 and 6 months	36.9%	41.1%	39.6%	33.1%	36.6%	--
More than 6 months	9.3%	7.4%	7.0%	11.8%	9.7%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



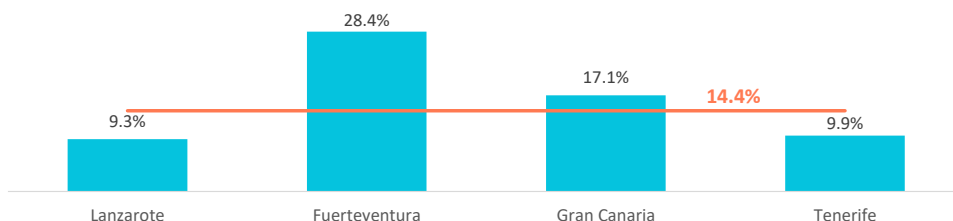
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	73.0%	79.9%	67.8%	75.9%	72.4%	--
- Tour Operator or Travel Agency	27.0%	20.1%	32.2%	24.1%	27.6%	--
Accommodation						
- Directly with the accommodation	60.1%	67.8%	59.1%	57.3%	59.5%	--
- Tour Operator or Travel Agency	39.9%	32.2%	40.9%	42.7%	40.5%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	60.1%	68.0%	52.9%	61.0%	60.7%	--
Bed and Breakfast	8.4%	6.8%	7.7%	9.2%	8.7%	--
Half board	11.0%	11.9%	7.8%	10.9%	12.0%	--
Full board	6.1%	4.0%	3.2%	1.8%	8.8%	--
All inclusive	14.4%	9.3%	28.4%	17.1%	9.9%	--

% TOURISTS WHO BOOK ALL INCLUSIVE

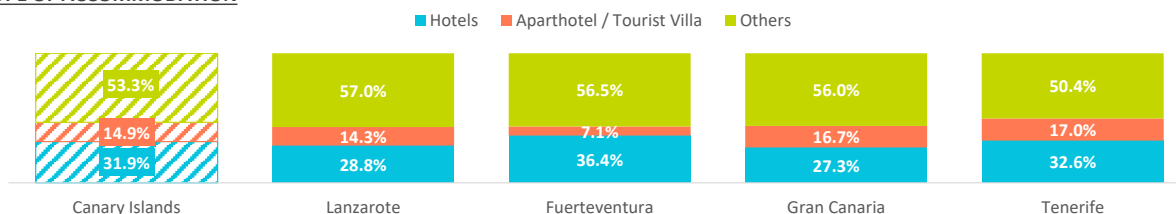


ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	8.3%	8.7%	7.2%	10.8%	7.8%	--
4* Hotel	20.5%	17.1%	28.2%	12.2%	21.4%	--
5* Hotel / 5* Luxury Hotel	3.1%	3.0%	1.0%	4.3%	3.4%	--
Aparthotel / Tourist Villa	14.9%	14.3%	7.1%	16.7%	17.0%	--
House/room rented in a private dwelling	0.0%	0.0%	0.0%	0.0%	0.0%	--
Private accommodation ⁽¹⁾	16.4%	4.2%	14.1%	29.1%	15.2%	--
Others (Cottage, cruise, camping,...)	5.0%	5.6%	9.8%	7.2%	2.3%	--

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

TYPE OF ACCOMMODATION



TOURIST PROFILE BY ISLAND OF STAY (2024)

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TRIP MOTIVATION AND DESTINATION CHOICE

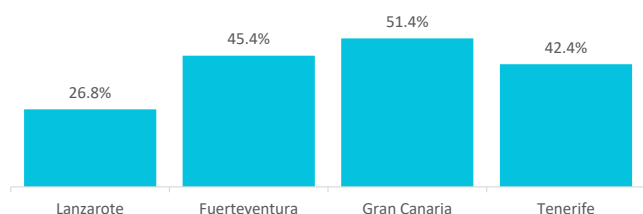
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	82.7%	95.1%	82.5%	68.4%	85.4%	--
Family reasons	13.0%	4.4%	13.0%	22.9%	11.2%	--
Business	1.4%	0.4%	1.3%	1.7%	1.5%	--
Education and training	0.5%	0.0%	0.0%	2.6%	0.1%	--
Sports training	1.1%	0.0%	1.7%	1.8%	0.9%	--
Health	0.1%	0.0%	0.0%	0.3%	0.1%	--
Conventions and Exhibitions	0.4%	0.0%	0.6%	0.0%	0.5%	--
Others	0.8%	0.2%	0.8%	2.3%	0.4%	--

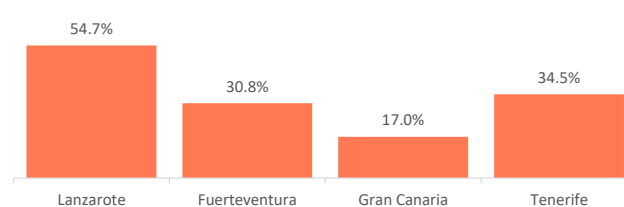
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	43.0%	26.8%	45.4%	51.4%	42.4%	--
Enjoy family time	13.5%	11.3%	12.0%	23.1%	11.3%	--
Have fun	8.4%	2.8%	6.0%	6.8%	10.8%	--
Explore the destination	32.8%	54.7%	30.8%	17.0%	34.5%	--
Practice their hobbies	1.5%	4.1%	3.7%	0.8%	0.5%	--
Other reasons	0.9%	0.3%	2.0%	0.9%	0.5%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	76.1%	71.5%	73.7%	72.7%	78.9%	--
Safety	57.9%	72.9%	58.5%	52.3%	56.5%	--
Tranquility	57.6%	74.3%	54.0%	53.2%	56.9%	--
Sea	51.8%	57.2%	63.0%	49.8%	47.5%	--
Accommodation supply	50.7%	53.6%	51.2%	51.8%	49.5%	--
Beaches	49.5%	53.9%	65.1%	46.1%	44.4%	--
Effortless trip	42.0%	43.9%	40.7%	45.4%	40.8%	--
Price	39.0%	33.8%	37.4%	39.0%	40.6%	--
European belonging	31.6%	27.3%	31.1%	28.4%	33.5%	--
Landscapes	31.5%	30.6%	32.2%	30.7%	31.6%	--
Environment	29.1%	34.1%	33.3%	28.8%	26.7%	--
Gastronomy	28.3%	25.1%	24.7%	28.3%	30.0%	--
Fun possibilities	24.5%	6.7%	18.2%	30.9%	28.2%	--
Authenticity	21.9%	27.3%	19.5%	17.8%	23.1%	--
Exoticism	20.0%	17.9%	23.0%	19.4%	19.4%	--
Hiking trail network	16.5%	2.1%	12.6%	24.5%	17.9%	--
Shopping	15.2%	14.7%	14.2%	16.6%	15.2%	--
Culture	12.7%	4.6%	11.6%	17.1%	13.1%	--
Historical heritage	11.1%	15.3%	8.0%	14.7%	9.9%	--
Nightlife	10.5%	12.1%	9.1%	14.6%	9.1%	--

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	29.5%	36.6%	28.3%	32.5%	27.6%	--
Friends or relatives	37.8%	34.6%	31.6%	42.8%	38.7%	--
Internet or social media	52.0%	65.2%	47.5%	43.5%	53.9%	--
Mass Media	1.1%	1.6%	2.0%	1.2%	0.7%	--
Travel guides and magazines	5.4%	11.2%	2.5%	3.2%	6.1%	--
Travel Blogs or Forums	8.3%	17.4%	7.8%	4.6%	8.0%	--
Travel TV Channels	0.6%	2.7%	0.3%	1.5%	0.0%	--
Tour Operator or Travel Agency	11.9%	8.9%	16.5%	5.7%	12.9%	--
Public administrations or similar	0.6%	1.3%	0.6%	0.6%	0.4%	--
Others	2.4%	1.1%	3.1%	5.7%	1.2%	--

* Multi-choise question

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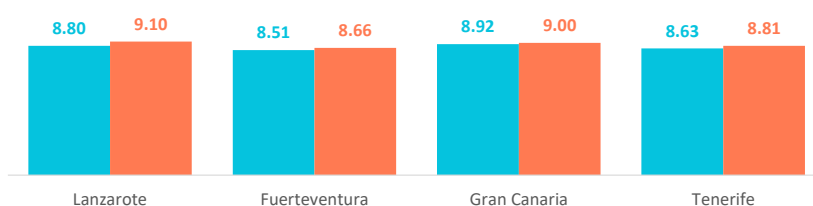
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SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.61	8.89	8.44	8.65	8.60	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	3.9%	1.1%	4.2%	2.6%	4.8%	--
Lived up to expectations	47.4%	52.5%	50.9%	47.9%	45.2%	--
Better or much better than expected	48.6%	46.4%	44.8%	49.5%	50.0%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.68	8.80	8.51	8.92	8.63	--
Recommend visiting the Canary Islands	8.85	9.10	8.66	9.00	8.81	--

RETURN TO THE
CANARYCanary Islands
8.68RECOMMEND
VISITING THE
CANARY ISLANDSCanary Islands
8.85

How many are loyal to the Canary Islands?

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	48.2%	46.6%	45.9%	38.6%	52.6%	--
Repeat tourists	51.8%	53.4%	54.1%	61.4%	47.4%	--
At least 10 previous visits	10.0%	7.9%	11.8%	12.0%	9.1%	--
Repeat tourists (last 5 years)	47.0%	51.6%	49.9%	54.9%	42.4%	--
Repeat tourists (last 5 years) (5 or more visits)	11.4%	10.1%	11.6%	13.8%	10.7%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	23.7%	45.3%	11.9%	10.2%	9.6%	--
Fuerteventura	26.5%	9.3%	46.7%	8.7%	7.1%	--
Gran Canaria	25.3%	6.9%	8.9%	48.3%	16.1%	--
Tenerife	37.3%	5.0%	4.4%	7.3%	42.7%	--
La Palma	3.5%	5.5%	5.5%	15.9%	21.2%	--
CANARY ISLANDS	51.8%	53.4%	54.1%	61.4%	47.4%	--

How to interpret the table

- Column Canary Islands = refers to the % of **repeat Italian tourists** on each island regardless of island of stay in this trip (2024).
- Column each island = refers to the % of **repeat Italian tourists** on each island by island of stay in 2024. For example: 45.3% refers to % **repeat Italian tourists** who repeat Lanzarote in 2024 and stay in Lanzarote in this trip. 9.3% **Italian tourists who stay in Lanzarote in 2024** and has previously been to Fuerteventura.
- Row CANARY ISLANDS = refers to the % **repeat Italian tourists** by island of stay. For example: 47.4% refers to % **Italian 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	88.4%	82.6%	84.2%	88.1%	91.1%	--
Two islands	10.2%	15.9%	14.7%	10.0%	7.6%	--
Three or more islands	1.4%	1.4%	1.1%	1.9%	1.3%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	11.2%	100%	3.2%	1.4%	0.5%	--
Fuerteventura	19.6%	7.6%	100%	1.0%	0.5%	--
Gran Canaria	18.7%	1.0%	0.7%	100%	1.3%	--
Tenerife	54.4%	1.5%	1.2%	2.5%	100%	--
La Gomera	0.3%	0.0%	0.0%	0.8%	0.2%	--
La Palma	1.0%	0.2%	0.2%	1.4%	0.7%	--
El Hierro	0.3%	0.0%	0.0%	0.3%	0.5%	--
Cruise	0.1%	0.0%	0.0%	0.0%	0.1%	--

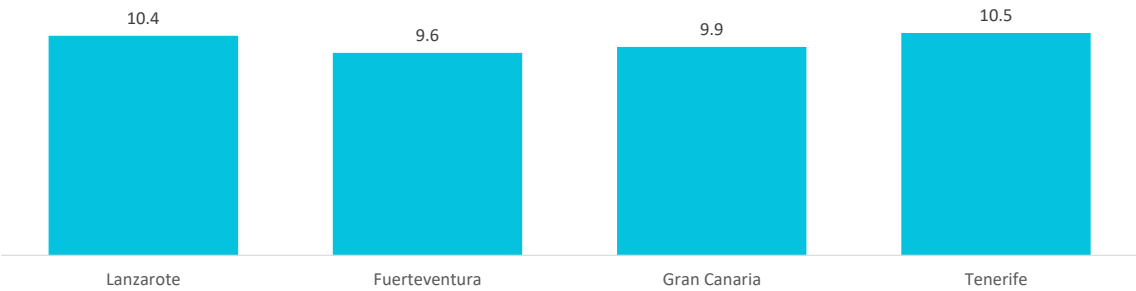
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	0.6%	0.4%	0.7%	0.3%	0.7%	--
1 - 2 hours	1.1%	1.1%	2.7%	1.4%	0.4%	--
3 - 6 hours	11.7%	8.6%	14.4%	19.6%	8.5%	--
7 - 12 hours	67.8%	76.0%	67.6%	58.4%	69.6%	--
More than 12 hours	18.8%	13.9%	14.5%	20.2%	20.7%	--
Outdoor time per day	10.2	10.4	9.6	9.9	10.5	--



Canary Islands
10.2



Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	83.1%	85.5%	81.8%	77.8%	84.9%	--
Beach	72.6%	77.0%	69.9%	66.3%	74.9%	--
Swimming pool, hotel facilities	61.8%	73.6%	58.8%	56.3%	62.5%	--
Explore the island on their own	39.4%	26.1%	33.4%	30.5%	47.1%	--
Taste Canarian gastronomy	27.3%	41.1%	20.8%	18.8%	29.8%	--
Hiking	23.1%	26.0%	17.7%	13.8%	27.7%	--
Organized excursions	17.9%	26.4%	17.4%	14.2%	17.4%	--
Nightlife / concerts / shows	16.1%	8.6%	4.6%	8.7%	24.0%	--
Theme parks	15.9%	4.1%	10.5%	19.4%	18.7%	--
Sea excursions / whale watching	14.8%	17.2%	12.1%	10.8%	16.6%	--
Wineries / markets / popular festivals	13.2%	4.1%	6.1%	7.4%	19.3%	--
Museums / exhibitions	13.1%	38.5%	5.6%	18.0%	9.3%	--
Other Nature Activities	12.6%	34.7%	7.2%	14.5%	9.7%	--
Swim	7.7%	11.4%	12.9%	6.9%	5.3%	--
Beauty and health treatments	6.6%	4.9%	9.1%	6.2%	6.2%	--
Running	5.2%	1.6%	4.4%	9.2%	4.9%	--
Practice other sports	5.0%	4.6%	1.4%	2.8%	7.1%	--
Astronomical observation	4.7%	6.9%	3.5%	6.3%	4.3%	--
Cycling / Mountain bike	4.1%	2.6%	2.5%	2.9%	5.2%	--
Surf	2.3%	8.4%	2.3%	2.7%	1.0%	--
Scuba Diving	2.3%	1.9%	0.4%	2.5%	2.9%	--
Golf	1.7%	3.0%	5.2%	0.3%	0.7%	--
Windsurf / Kitesurf	1.4%	1.9%	0.6%	1.9%	1.4%	--

WALK, WANDER

BEACH



TOURIST PROFILE BY ISLAND OF STAY (2024)

ITALY

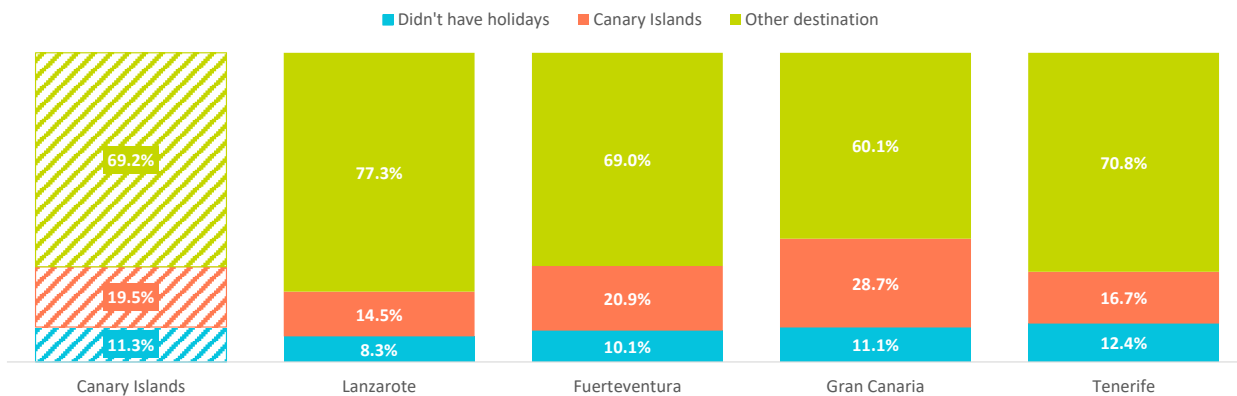


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	11.3%	8.3%	10.1%	11.1%	12.4%	--
Canary Islands	19.5%	14.5%	20.9%	28.7%	16.7%	--
Other destination	69.2%	77.3%	69.0%	60.1%	70.8%	--
- Balearic Islands	4.6%	3.4%	5.4%	3.4%	5.0%	--
- Rest of Spain	8.6%	10.3%	8.7%	7.3%	8.6%	--
- Italy	22.0%	24.8%	22.6%	19.3%	22.2%	--
- France	4.3%	6.0%	3.7%	5.2%	3.8%	--
- Turkey	1.3%	1.4%	0.3%	1.2%	1.6%	--
- Greece	8.0%	9.1%	6.6%	6.9%	8.6%	--
- Portugal	3.3%	2.7%	5.3%	0.9%	3.5%	--
- Croatia	1.9%	2.5%	1.2%	1.8%	2.1%	--
- Egypt	2.6%	1.8%	3.7%	1.1%	2.9%	--
- Tunisia	0.6%	0.8%	0.1%	0.9%	0.6%	--
- Morocco	1.8%	2.8%	2.3%	0.9%	1.6%	--
- Others	10.4%	11.6%	9.0%	11.4%	10.4%	--

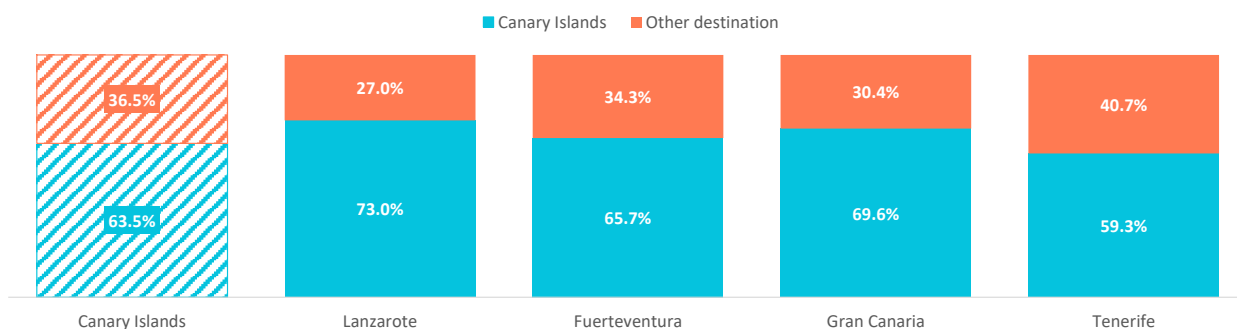
* Percentage of valid answers



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")	34.0%	40.3%	35.7%	34.6%	32.3%	--
Canary Islands (other island)	29.5%	32.7%	30.0%	35.0%	27.1%	--
Other destination	36.5%	27.0%	34.3%	30.4%	40.7%	--
- Balearic Islands	4.0%	3.1%	3.1%	3.3%	4.6%	--
- Rest of Spain	8.7%	3.8%	6.1%	8.2%	10.7%	--
- Italy	4.9%	3.6%	6.2%	4.8%	4.7%	--
- France	1.1%	0.2%	0.9%	1.0%	1.3%	--
- Turkey	1.2%	1.1%	1.3%	0.8%	1.3%	--
- Greece	4.8%	4.8%	4.0%	3.8%	5.3%	--
- Portugal	4.6%	6.0%	4.4%	2.8%	4.9%	--
- Croatia	1.1%	0.8%	0.4%	0.2%	1.7%	--
- Egypt	3.6%	1.3%	4.0%	3.7%	3.8%	--
- Others	2.6%	2.3%	3.9%	1.9%	2.5%	--

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2024)

ITALY



FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Italy	84.4%	77.6%	80.6%	74.1%	90.6%	--
Spanish Mainland	11.8%	12.7%	13.5%	22.8%	7.2%	--
United Kingdom	0.7%	0.9%	2.7%	0.0%	0.3%	--
Slovakia	0.7%	6.9%	0.0%	0.0%	0.0%	--
Switzerland	0.4%	0.0%	0.5%	0.3%	0.4%	--
Others	2.0%	1.8%	2.6%	2.8%	1.5%	--

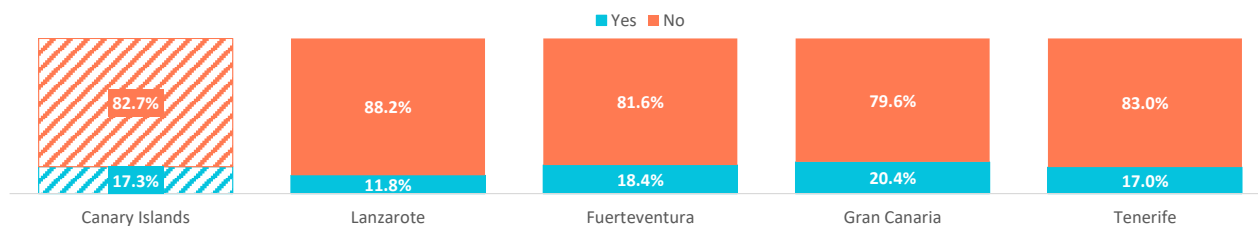
TOURIST TAX (Data available from Q2 2024)

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	60.7%	70.4%	61.1%	51.1%	62.2%	--
No	25.8%	19.2%	24.6%	31.3%	25.3%	--
Not remember	13.5%	10.4%	14.3%	17.6%	12.5%	--

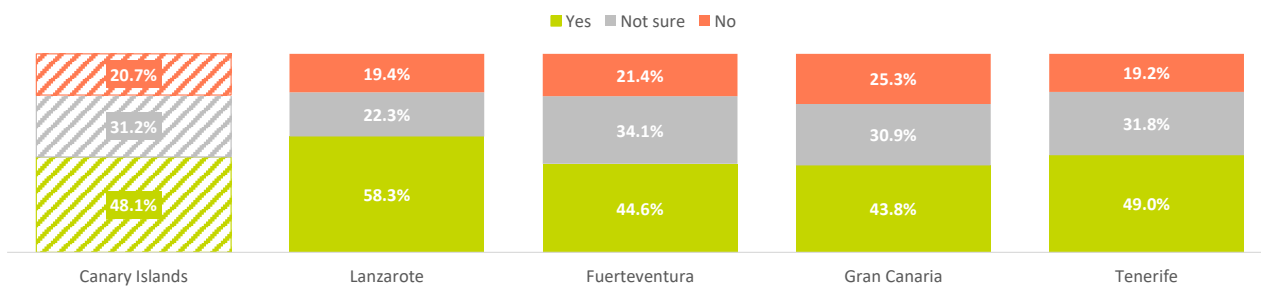
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	17.3%	11.8%	18.4%	20.4%	17.0%	--
No	82.7%	88.2%	81.6%	79.6%	83.0%	--



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	48.1%	58.3%	44.6%	43.8%	49.0%	--
- For any purpose	5.6%	5.9%	4.3%	9.1%	5.0%	--
- Improve living conditions	4.3%	2.9%	3.1%	2.4%	5.6%	--
- Improve economic development	2.9%	3.4%	3.0%	1.4%	3.3%	--
- Improve the environment	27.0%	40.5%	24.3%	22.6%	26.9%	--
- Improve the tourist environment	4.0%	1.8%	5.1%	3.9%	4.0%	--
- Other purposes	4.3%	3.8%	4.7%	4.4%	4.2%	--
Not sure	31.2%	22.3%	34.1%	30.9%	31.8%	--
No	20.7%	19.4%	21.4%	25.3%	19.2%	--

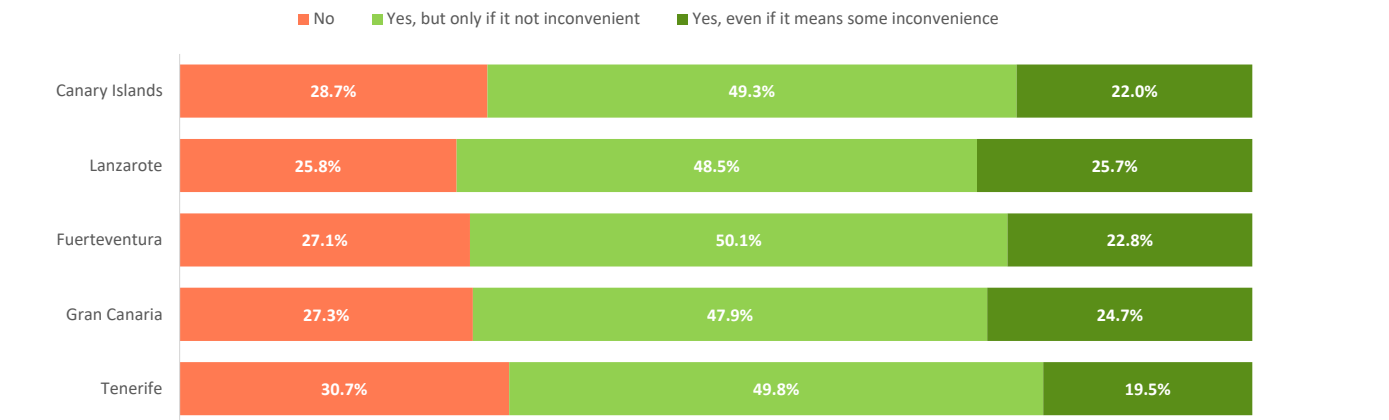


How much would they be willing to pay?

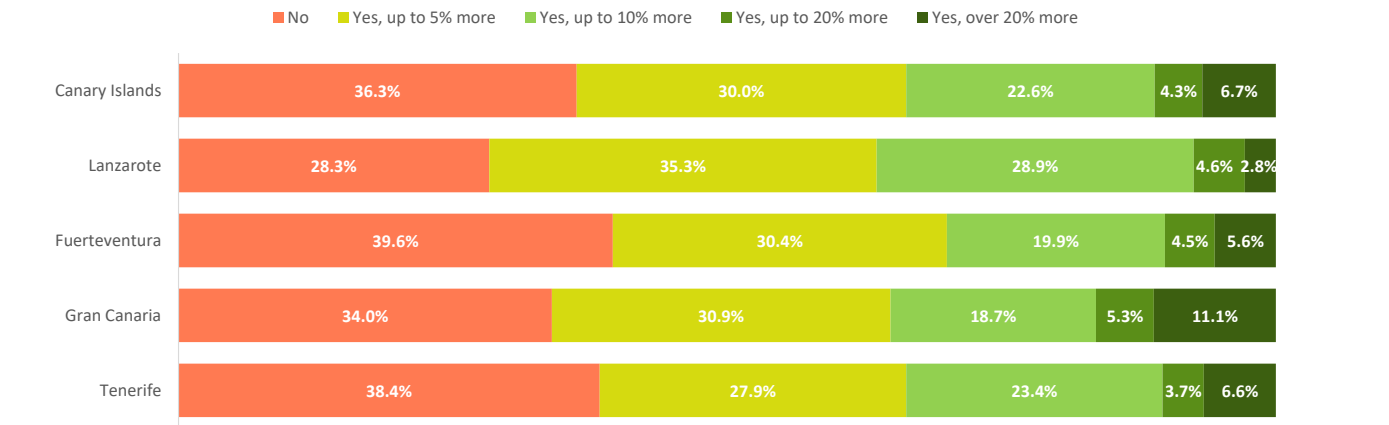
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	48.4%	55.8%	56.1%	52.1%	43.4%	--
Up to 2 euros	29.1%	25.1%	25.6%	24.3%	32.5%	--
Up to 3 euros	17.2%	16.5%	14.6%	15.5%	18.7%	--
More than 3 euros	5.3%	2.7%	3.8%	8.1%	5.4%	--

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?



Perception 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	8.4	8.2	8.4	8.3	--
Tolerance towards tourism	8.6	8.7	8.6	8.5	8.7	--
Cleanliness of the island	8.2	8.5	8.4	8.2	8.1	--
Air quality	8.8	9.2	8.9	8.8	8.6	--
Rational water consumption	7.7	7.9	8.0	7.7	7.6	--
Energy saving	7.5	7.6	7.8	7.5	7.3	--
Use of renewable energy	7.6	7.6	8.0	7.8	7.5	--
Recycling	7.0	6.9	7.2	6.9	7.0	--
Easy to get around by public transport	7.5	7.3	7.1	7.7	7.6	--
Overcrowding in tourist areas	7.0	6.7	6.7	7.2	7.2	--
Supply of local products	7.5	7.6	7.6	7.4	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.