

TOURIST PROFILE BY ISLAND OF STAY (2024)

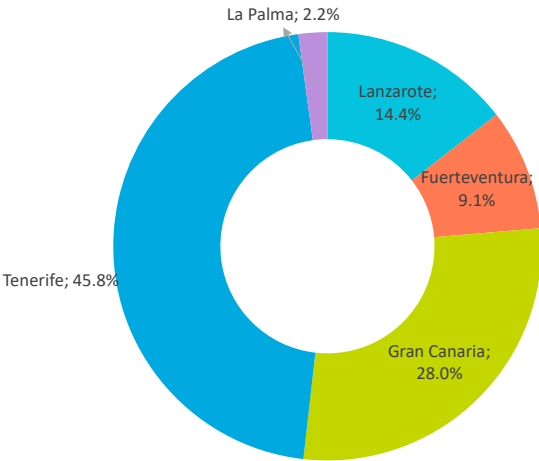
SPANISH MAINLAND



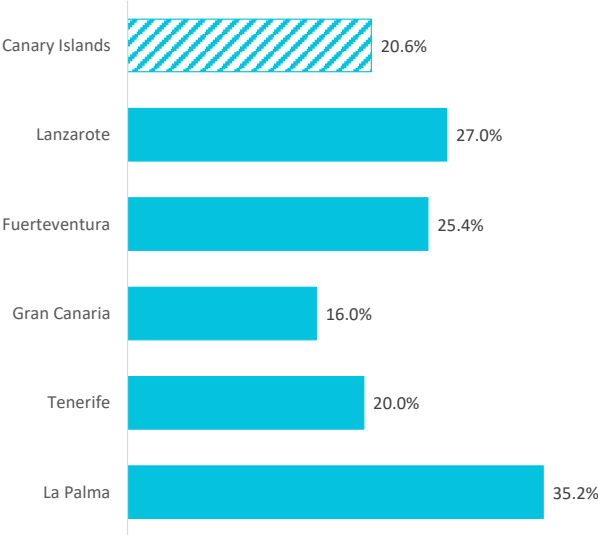
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	1,735,246	249,721	158,370	485,525	794,245	37,535
% Tourists	100%	14.4%	9.1%	28.0%	45.8%	2.2%
% tourists who book holiday package	20.6%	27.0%	25.4%	16.0%	20.0%	35.2%
Expenditure per tourist (€)	878	1,050	954	810	844	1,018
- book holiday package	1,165	1,251	1,080	1,131	1,165	1,195
- holiday package	921	1,010	894	931	889	885
- others	553	579	497	503	580	609
- do not book holiday package	804	976	911	749	764	922
- flight	204	225	219	194	200	250
- accommodation	290	414	380	253	260	372
- others	553	579	497	503	580	609
Average lenght of stay	6.50	6.84	7.63	6.83	5.93	6.38
Average daily expenditure (€)	152.2	164.9	142.2	143.9	155.1	162.5
Average daily expenditure without flight (€)	111.8	126.2	107.6	104.9	112.4	117.4
Average cost of the flight (€)	224.7	246.5	229.9	209.1	223.0	271.7
Total turnover (≥ 16 years old) (€m)	1,524	262	151	393	670	38
% Turnover	100%	17.2%	9.9%	25.8%	44.0%	2.5%
Turnover without flight (≥ 16 years old) (€m)	1,134	201	115	292	493	28
Tourist arrivals (FRONTUR)	1,983,921	286,386	178,133	541,098	926,263	39,933
Passenger arrivals on non-stop flights (AENA)	5,707,404	737,359	417,523	2,039,495	2,406,304	106,674
Children < 16 years old (FRONTUR - EGT)	248,675	36,665	19,763	55,573	132,018	2,398

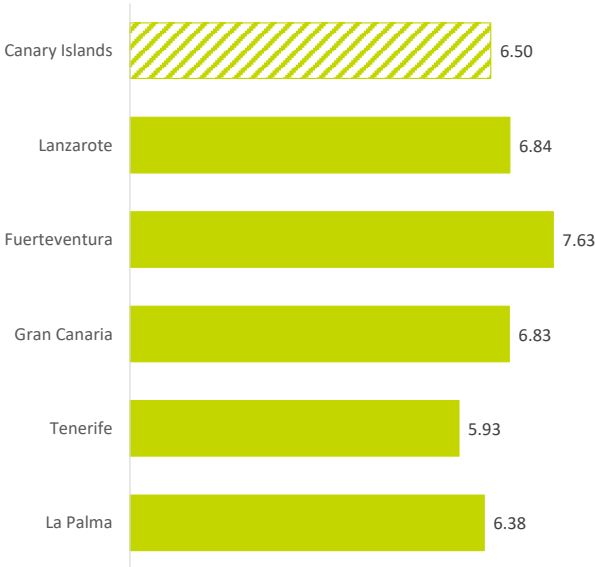
% TOURISTS (≥ 16 years old)



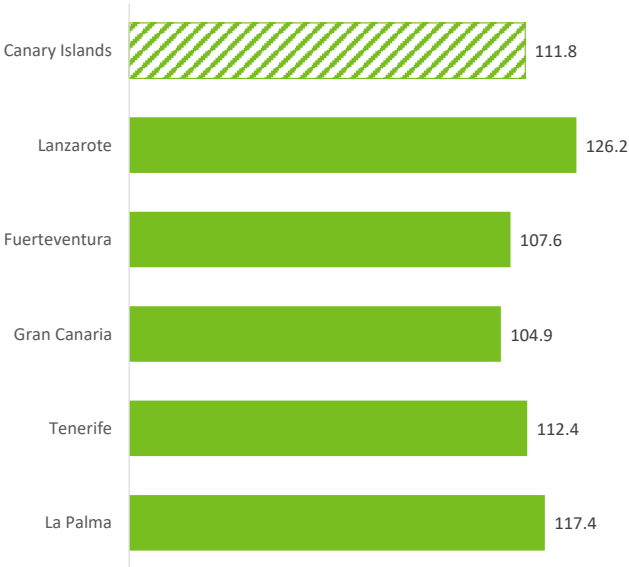
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



## TOURIST PROFILE BY ISLAND OF STAY (2024)

## SPANISH MAINLAND



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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation:</b>						
- Accommodation	77.4%	90.4%	86.9%	66.3%	77.6%	93.7%
- Additional accommodation expenses	7.9%	7.2%	9.6%	6.7%	8.5%	8.3%
<b>Transport:</b>						
- National/International Transport	91.9%	95.7%	96.5%	88.6%	91.7%	94.7%
- Flights between islands	6.2%	12.1%	12.1%	4.4%	4.2%	3.9%
- Taxi	19.3%	15.9%	16.4%	27.3%	16.1%	16.4%
- Car rental	56.9%	68.7%	60.3%	33.9%	65.6%	77.0%
- Public transport	9.8%	4.2%	5.5%	14.1%	9.8%	8.2%
<b>Food and drink:</b>						
- Food purchases at supermarkets	54.3%	54.6%	55.7%	54.3%	53.1%	65.3%
- Restaurants	73.9%	70.0%	58.3%	71.3%	79.5%	82.7%
<b>Leisure:</b>						
- Organized excursions	28.1%	46.0%	23.4%	13.4%	31.6%	44.5%
- Sport activities	4.9%	6.0%	4.9%	4.5%	4.7%	4.8%
- Cultural activities	3.7%	5.7%	2.1%	3.4%	3.7%	1.5%
- Museums	9.4%	24.7%	5.3%	7.5%	6.4%	14.9%
- Theme Parks	13.7%	4.7%	2.1%	3.7%	25.7%	1.7%
- Discos and pubs	10.3%	4.9%	5.3%	12.1%	12.4%	0.1%
- Wellness	2.6%	2.5%	2.0%	2.5%	3.0%	0.5%
<b>Purchases of goods:</b>						
- Souvenirs	44.1%	46.0%	44.1%	39.5%	46.5%	43.1%
- Real estate	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%
- Other purchases	0.8%	0.3%	0.9%	1.3%	0.6%	1.3%
<b>Others:</b>						
- Medical expenses	7.4%	7.1%	6.6%	6.6%	8.2%	7.8%
- Other expenses	4.9%	5.0%	4.3%	4.0%	5.4%	7.4%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Expenditure per tourist and trip (€)</b>						
<b>Accommodation:</b>	564	607	673	655	480	496
- Accommodation	446	524	496	464	399	442
- Additional accommodation expenses	118	83	177	191	81	54
<b>Transport:</b>	504	513	491	510	499	588
- National/International Transport	244	258	238	236	243	287
- Flights between islands	73	65	61	88	76	84
- Taxi	59	61	68	54	62	73
- Car rental	100	100	108	94	99	120
- Public transport	27	29	17	37	19	24
<b>Food and drink:</b>	212	218	203	242	194	177
- Food purchases at supermarkets	73	67	88	97	59	47
- Restaurants	139	150	115	146	135	130
<b>Leisure:</b>	418	398	497	424	377	348
- Organized excursions	77	83	86	70	73	98
- Sport activities	72	68	117	86	55	65
- Cultural activities	48	46	113	54	40	31
- Museums	32	49	23	25	21	20
- Theme Parks	70	52	70	50	73	47
- Discos and pubs	66	67	40	86	56	27
- Wellness	54	34	49	54	60	61
<b>Purchases of goods:</b>	2,054	80	7,158	141	1,338	189
- Souvenirs	62	57	71	82	51	48
- Real estate	1,925	0	7,033	0	1,199	50
- Other purchases	67	23	54	59	89	92
<b>Others:</b>	88	101	102	94	79	75
- Medical expenses	22	32	33	20	19	15
- Other expenses	66	70	69	74	60	60

## TOURIST PROFILE

## Who are they?

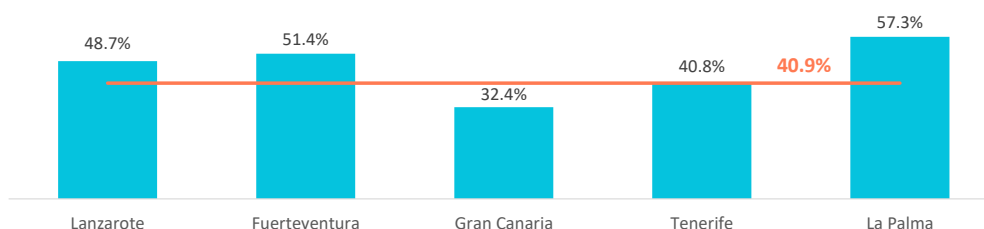
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Gender</b>						
Percentage of men	51.5%	50.2%	47.0%	54.7%	51.2%	45.4%
Percentage of women	48.5%	49.8%	53.0%	45.3%	48.8%	54.6%
<b>Age</b>						
Average age (tourists above 16 years old)	40.14	42.83	43.97	41.17	37.36	51.34
Standard deviation	14.4	15.2	15.8	15.3	12.3	14.2
<b>Age range</b>						
16-24 years old	14.7%	13.1%	10.8%	15.2%	16.3%	1.8%
25-30 years old	16.4%	14.5%	12.1%	15.0%	19.2%	8.2%
31-45 years old	36.3%	30.6%	35.1%	33.9%	40.5%	24.4%
46-60 years old	21.9%	27.0%	21.9%	22.9%	19.2%	34.0%
Over 60 years old	10.6%	14.8%	20.0%	13.1%	4.8%	31.7%
<b>Occupation</b>						
Salaried worker	63.5%	60.9%	60.4%	62.0%	66.1%	58.8%
Self-employed	10.6%	11.6%	11.5%	10.6%	10.0%	14.6%
Unemployed	2.3%	2.2%	2.0%	2.2%	2.5%	1.1%
Business owner	8.8%	8.3%	7.6%	8.9%	9.4%	2.3%
Student	6.6%	6.1%	4.0%	7.2%	7.1%	1.3%
Retired	7.0%	9.2%	13.9%	8.1%	3.5%	20.7%
Unpaid domestic work	0.4%	0.6%	0.3%	0.3%	0.4%	0.0%
Others	0.9%	1.0%	0.3%	0.8%	1.0%	1.2%
<b>Annual household income level</b>						
Less than €25,000	20.7%	20.8%	17.7%	20.2%	22.0%	11.6%
€25,000 - €49,999	45.8%	44.7%	47.6%	45.8%	45.6%	49.0%
€50,000 - €74,999	21.1%	21.3%	22.9%	20.1%	21.2%	21.2%
More than €74,999	12.4%	13.1%	11.7%	13.9%	11.2%	18.1%
<b>Education level</b>						
No studies	0.5%	0.3%	0.2%	0.4%	0.8%	0.0%
Primary education	2.8%	4.1%	3.5%	2.5%	2.4%	1.8%
Secondary education	16.2%	17.3%	16.7%	14.9%	16.5%	15.5%
Higher education	80.5%	78.2%	79.6%	82.2%	80.2%	82.8%

## Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	14.0%	6.8%	11.9%	25.7%	10.0%	4.2%
Only with partner	40.9%	48.7%	51.4%	32.4%	40.8%	57.3%
Only with children (< 13 years old)	4.1%	5.8%	3.3%	3.7%	4.1%	3.4%
Partner + children (< 13 years old)	8.2%	8.5%	6.1%	4.3%	11.1%	4.0%
Other relatives	8.4%	9.9%	8.3%	8.3%	8.2%	5.5%
Friends	9.6%	6.8%	7.0%	10.6%	10.5%	6.7%
Work colleagues	2.4%	0.8%	0.4%	4.9%	1.8%	3.8%
Organized trip	0.3%	0.2%	0.6%	0.2%	0.3%	1.2%
Other combinations <sup>(2)</sup>	12.0%	12.5%	11.0%	10.0%	13.2%	13.7%
<sup>(2)</sup> Different situations have been isolated						
<b>Tourists with children</b>	<b>1.9%</b>	<b>1.7%</b>	<b>1.0%</b>	<b>1.4%</b>	<b>2.6%</b>	<b>2.0%</b>
- Between 0 and 2 years old	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%
- Between 3 and 12 years old	1.6%	1.5%	0.8%	1.1%	2.3%	1.8%
- Between 0 -2 and 3-12 years old	0.1%	0.1%	0.1%	0.1%	0.2%	0.0%
<b>Tourists without children</b>	<b>98.1%</b>	<b>98.3%</b>	<b>99.0%</b>	<b>98.6%</b>	<b>97.4%</b>	<b>98.0%</b>
<b>Group composition:</b>						
- 1 person	17.3%	8.5%	14.1%	30.9%	12.9%	6.4%
- 2 people	48.4%	56.0%	58.1%	41.4%	47.5%	65.5%
- 3 people	12.9%	12.6%	14.0%	11.9%	13.4%	15.7%
- 4 or 5 people	16.9%	18.5%	10.8%	12.7%	20.6%	11.2%
- 6 or more people	4.4%	4.3%	3.2%	3.1%	5.6%	1.1%
<b>Average group size:</b>	<b>2.59</b>	<b>2.70</b>	<b>2.42</b>	<b>2.25</b>	<b>2.80</b>	<b>2.38</b>

\*People who share the main expenses of the trip

% TOURISTS WHO  
TRAVEL ONLY  
WITH PARTNER

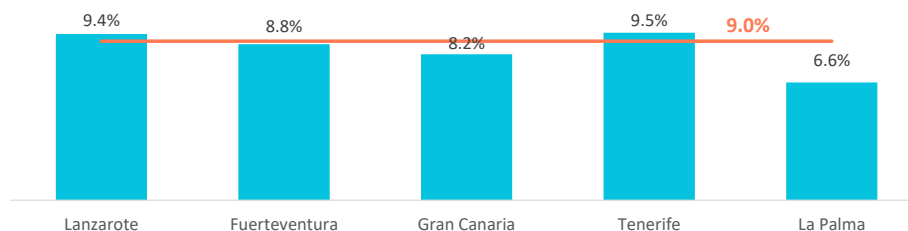


## TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.5%	1.1%	0.4%	2.3%	1.3%	3.0%
Between 1 and 30 days	29.3%	25.7%	27.5%	34.4%	28.4%	18.0%
Between 1 and 2 months	28.8%	27.4%	29.5%	29.2%	28.4%	35.0%
Between 3 and 6 months	31.4%	36.4%	33.8%	25.8%	32.5%	37.4%
More than 6 months	9.0%	9.4%	8.8%	8.2%	9.5%	6.6%

% TOURISTS WHO  
BOOK THEIR TRIP  
WITH MORE THAN 6  
MONTHS



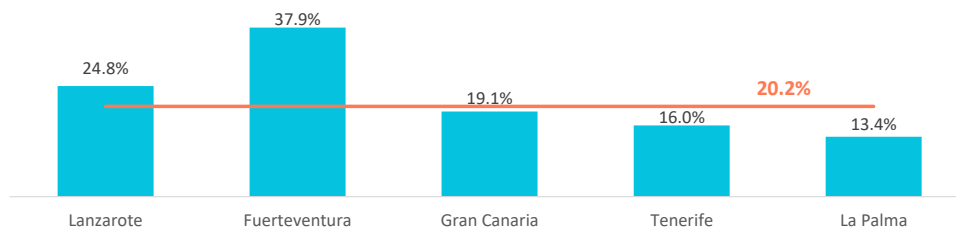
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Flight</b>						
- Directly with the airline	69.1%	68.4%	69.8%	70.8%	68.6%	56.6%
- Tour Operator or Travel Agency	30.9%	31.6%	30.2%	29.2%	31.4%	43.4%
<b>Accommodation</b>						
- Directly with the accommodation	54.1%	53.8%	56.3%	55.1%	53.1%	55.7%
- Tour Operator or Travel Agency	45.9%	46.2%	43.7%	44.9%	46.9%	44.3%

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	34.7%	34.3%	29.0%	38.7%	34.8%	10.9%
Bed and Breakfast	19.4%	12.4%	8.4%	25.0%	21.0%	24.7%
Half board	21.2%	24.9%	15.6%	12.5%	24.5%	47.4%
Full board	4.4%	3.6%	9.1%	4.7%	3.7%	3.6%
All inclusive	20.2%	24.8%	37.9%	19.1%	16.0%	13.4%

% TOURISTS WHO  
BOOK ALL  
INCLUSIVE



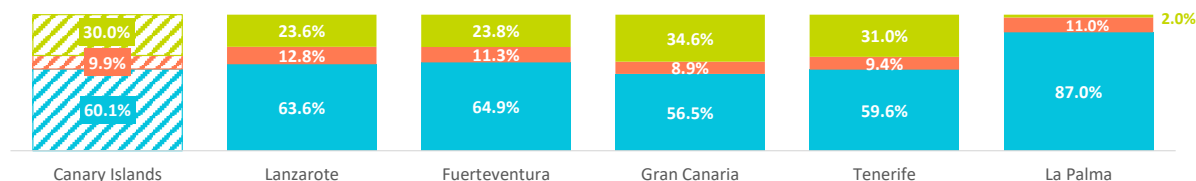
## ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	13.4%	9.4%	15.5%	16.7%	12.7%	3.9%
4* Hotel	38.2%	41.2%	46.2%	31.1%	38.4%	83.1%
5* Hotel / 5* Luxury Hotel	8.4%	13.0%	3.1%	8.6%	8.5%	0.0%
Aparthotel / Tourist Villa	9.9%	12.8%	11.3%	8.9%	9.4%	11.0%
House/room rented in a private dwelling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Private accommodation <sup>(1)</sup>	14.5%	5.1%	8.7%	21.5%	14.9%	1.1%
Others (Cottage, cruise, camping,...)	2.2%	2.2%	2.2%	2.5%	1.7%	0.2%

(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

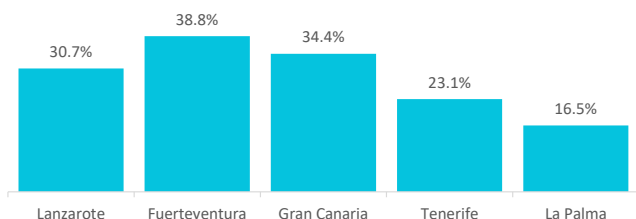
## What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	76.0%	90.2%	86.6%	59.4%	78.9%	90.7%
Family reasons	15.2%	6.8%	9.9%	22.1%	15.1%	4.0%
Business	7.0%	1.2%	2.7%	15.7%	4.5%	5.2%
Education and training	0.3%	0.3%	0.0%	0.4%	0.2%	0.0%
Sports training	0.5%	0.5%	0.5%	0.6%	0.4%	0.0%
Health	0.1%	0.1%	0.0%	0.3%	0.1%	0.0%
Conventions and Exhibitions	0.5%	0.7%	0.1%	1.1%	0.2%	0.0%
Others	0.4%	0.1%	0.1%	0.5%	0.5%	0.0%

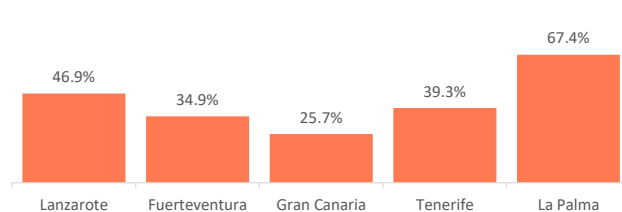
## What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	28.5%	30.7%	38.8%	34.4%	23.1%	16.5%
Enjoy family time	21.4%	15.2%	15.3%	26.0%	23.0%	5.6%
Have fun	10.0%	4.9%	7.3%	10.7%	12.0%	6.1%
Explore the destination	37.3%	46.9%	34.9%	25.7%	39.3%	67.4%
Practice their hobbies	1.2%	1.2%	3.0%	1.1%	0.8%	4.4%
Other reasons	1.6%	1.1%	0.8%	2.2%	1.8%	0.0%

## REST



## EXPLORE THE DESTINATION



## Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	61.4%	59.4%	71.6%	63.8%	59.0%	55.3%
Safety	51.7%	55.8%	48.2%	43.4%	54.2%	78.6%
Tranquility	51.5%	54.6%	60.9%	50.5%	48.7%	61.8%
Sea	45.0%	44.7%	59.7%	47.2%	41.2%	39.3%
Accommodation supply	41.7%	42.3%	43.3%	41.3%	41.0%	50.3%
Beaches	40.7%	40.8%	62.8%	45.7%	34.4%	24.5%
Effortless trip	40.4%	41.1%	36.8%	35.2%	42.3%	68.6%
Price	39.9%	38.7%	42.4%	41.5%	39.1%	38.5%
European belonging	33.5%	36.5%	33.4%	29.9%	33.7%	48.6%
Landscapes	31.8%	26.7%	26.0%	31.7%	34.5%	35.2%
Environment	30.3%	28.2%	29.0%	29.9%	31.7%	26.0%
Gastronomy	29.0%	27.7%	26.2%	30.4%	29.3%	27.8%
Fun possibilities	27.4%	19.6%	20.3%	29.2%	31.1%	16.3%
Authenticity	26.6%	25.6%	31.1%	27.2%	25.5%	32.0%
Exoticism	17.8%	17.1%	17.1%	15.1%	19.1%	27.5%
Hiking trail network	17.5%	20.7%	14.8%	16.5%	17.4%	19.3%
Shopping	14.2%	13.9%	12.7%	14.2%	14.6%	13.1%
Culture	13.0%	10.0%	11.2%	11.2%	13.6%	46.6%
Historical heritage	9.5%	4.5%	6.3%	14.3%	9.6%	2.9%
Nightlife	8.0%	4.2%	6.1%	10.9%	8.2%	6.0%

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	33.7%	34.4%	36.7%	35.0%	32.2%	32.5%
Friends or relatives	39.0%	34.6%	28.8%	36.1%	44.5%	28.8%
Internet or social media	49.1%	56.2%	49.5%	39.4%	52.5%	53.8%
Mass Media	1.3%	1.6%	1.1%	1.2%	1.1%	6.1%
Travel guides and magazines	3.0%	3.4%	3.5%	2.7%	2.7%	7.4%
Travel Blogs or Forums	8.7%	12.1%	10.5%	4.4%	9.7%	12.4%
Travel TV Channels	0.4%	0.6%	0.9%	0.3%	0.3%	0.3%
Tour Operator or Travel Agency	10.7%	13.1%	9.8%	8.3%	11.4%	17.5%
Public administrations or similar	1.0%	0.9%	3.0%	1.3%	0.5%	1.3%
Others	5.6%	4.2%	4.3%	8.3%	4.8%	1.3%

\* Multi-choice question

## TOURIST PROFILE BY ISLAND OF STAY (2024)

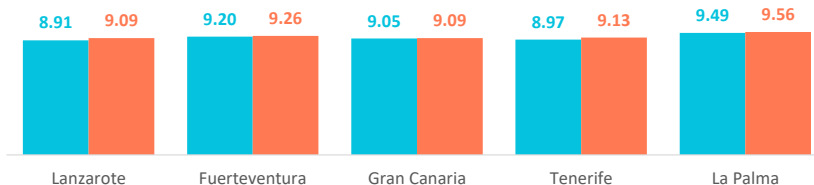
## SPANISH MAINLAND



## SATISFACTION AND LOYALTY INDICATORS

## Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.73	8.72	8.78	8.70	8.71	9.16
Experience in the Canary Islands						
Worse or much worse than expected	4.2%	4.0%	5.8%	4.5%	3.9%	3.3%
Lived up to expectations	51.2%	51.8%	51.8%	53.6%	50.0%	43.8%
Better or much better than expected	44.5%	44.2%	42.4%	42.0%	46.1%	52.9%
Future intentions (scale 1-10)						
Return to the Canary Islands	9.02	8.91	9.20	9.05	8.97	9.49
Recommend visiting the Canary Islands	9.13	9.09	9.26	9.09	9.13	9.56

RETURN TO THE  
CANARY  
ISLANDSCanary Islands  
9.02RECOMMEND  
VISITING THE  
CANARY ISLANDSCanary Islands  
9.13

## 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	30.9%	27.7%	26.3%	28.1%	35.2%	21.1%
Repeat tourists	69.1%	72.3%	73.7%	71.9%	64.8%	78.9%
At least 10 previous visits	15.9%	12.0%	15.2%	22.2%	13.1%	19.7%
Repeat tourists (last 5 years)	62.0%	63.2%	68.3%	66.7%	56.9%	72.5%
Repeat tourists (last 5 years) (5 or more visits)	15.2%	10.0%	16.4%	21.4%	12.7%	16.3%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	42.3%	63.9%	8.6%	16.1%	25.9%	2.2%
Fuerteventura	26.9%	20.5%	64.4%	16.1%	26.9%	2.8%
Gran Canaria	43.5%	14.7%	8.7%	64.5%	27.9%	4.4%
Tenerife	57.3%	10.8%	5.1%	14.3%	60.6%	3.2%
La Palma	14.1%	25.3%	13.5%	25.0%	43.4%	68.1%
CANARY ISLANDS	69.1%	72.3%	73.7%	71.9%	64.8%	78.9%

## How to interpret the table

- Column Canary Islands = refers to the % of **repeat Spanish Mainland tourists** on each island regardless of island of stay in this trip (2024).
- Column each island = refers to the % of **repeat Spanish Mainland tourists** on each island by island of stay in 2024. For example: 63.9% refers to % **repeat Spanish Mainland tourists** who repeat Lanzarote in 2024 and stay in Lanzarote in this trip. 20.5% **Spanish Mainland tourists** who stay in Lanzarote in 2024 and has previously been to Fuerteventura.
- Row CANARY ISLANDS = refers to the % **repeat Spanish Mainland tourists** by island of stay. For exdample: 64.8% refers to % **Spanish Mainland 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	90.7%	89.7%	89.0%	91.1%	92.2%	78.6%
Two islands	8.1%	9.3%	9.9%	7.6%	6.8%	18.7%
Three or more islands	1.2%	1.0%	1.0%	1.4%	0.9%	2.7%

## Visited islands during their trip (with overnight staying)

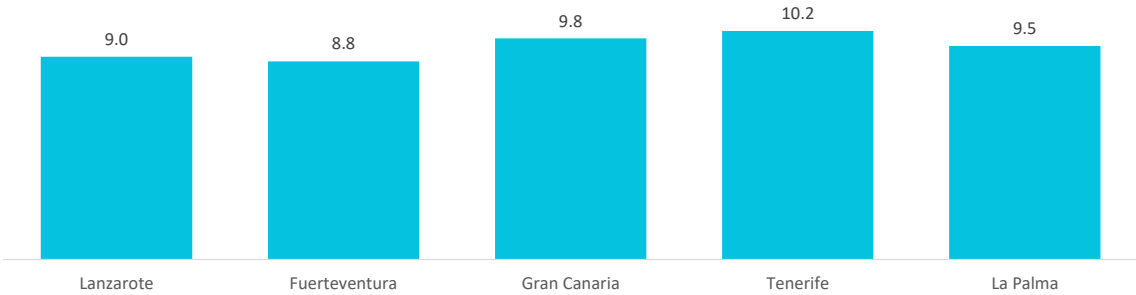
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	15.3%	100%	3.0%	0.9%	0.6%	0.9%
Fuerteventura	9.9%	2.8%	100%	0.8%	0.2%	0.3%
Gran Canaria	28.8%	1.1%	1.1%	100%	0.8%	3.3%
Tenerife	47.3%	1.5%	1.3%	3.2%	100%	5.8%
La Gomera	0.5%	0.1%	0.0%	0.1%	0.7%	0.0%
La Palma	2.8%	0.2%	0.2%	0.7%	0.7%	100%
El Hierro	0.4%	0.1%	0.1%	0.3%	0.3%	0.8%
Cruise	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

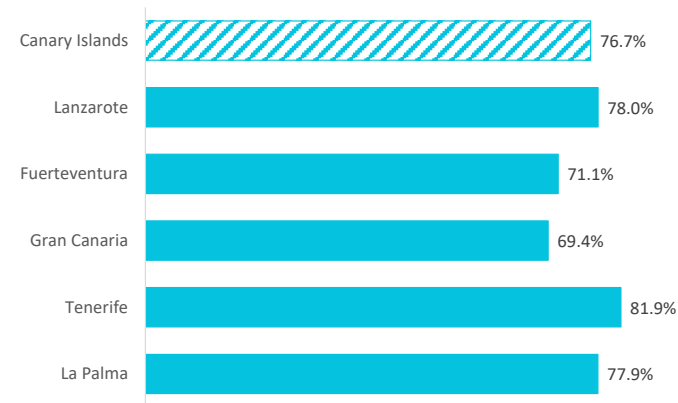
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	1.1%	0.5%	2.0%	1.0%	1.1%	0.0%
1 - 2 hours	3.2%	3.4%	3.6%	3.8%	2.9%	0.8%
3 - 6 hours	16.9%	23.6%	21.4%	17.3%	13.8%	15.6%
7 - 12 hours	58.7%	58.9%	60.2%	55.7%	59.3%	73.8%
More than 12 hours	20.1%	13.6%	12.8%	22.1%	22.8%	9.9%
Outdoor time per day	9.8	9.0	8.8	9.8	10.2	9.5



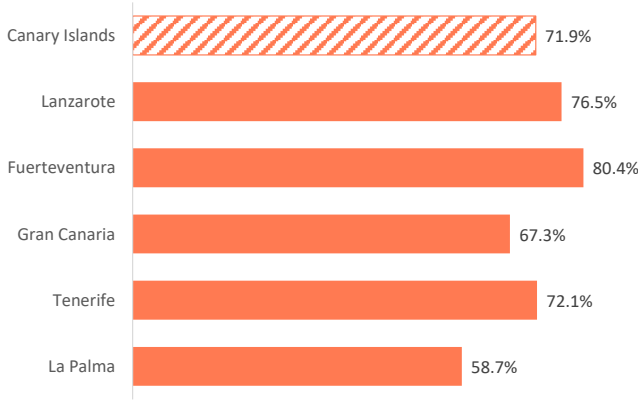
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	76.7%	78.0%	71.1%	69.4%	81.9%	77.9%
Beach	71.9%	76.5%	80.4%	67.3%	72.1%	58.7%
Swimming pool, hotel facilities	66.0%	76.8%	66.6%	52.0%	70.5%	76.7%
Explore the island on their own	48.0%	55.8%	54.4%	38.1%	50.3%	54.8%
Taste Canarian gastronomy	45.3%	45.4%	35.2%	37.5%	51.5%	56.6%
Hiking	23.1%	22.1%	22.0%	15.6%	26.5%	54.0%
Organized excursions	18.4%	32.6%	15.5%	16.1%	15.8%	21.8%
Nightlife / concerts / shows	18.2%	35.8%	10.9%	16.2%	15.1%	22.4%
Theme parks	18.1%	6.9%	5.2%	7.7%	31.4%	2.5%
Sea excursions / whale watching	16.4%	8.9%	10.8%	19.8%	18.4%	5.0%
Wineries / markets / popular festivals	16.1%	24.9%	14.2%	7.9%	18.0%	31.6%
Museums / exhibitions	12.7%	16.2%	10.6%	7.5%	14.7%	18.8%
Other Nature Activities	10.6%	6.8%	11.2%	5.7%	14.8%	10.3%
Swim	5.7%	6.1%	6.5%	7.0%	4.7%	5.0%
Beauty and health treatments	5.2%	3.5%	4.7%	6.7%	5.1%	1.7%
Running	4.9%	2.6%	4.8%	4.0%	5.4%	17.3%
Practice other sports	3.8%	3.4%	4.2%	4.3%	3.6%	1.9%
Astronomical observation	3.1%	4.7%	3.9%	2.1%	2.8%	4.2%
Cycling / Mountain bike	2.9%	3.8%	5.8%	3.4%	1.9%	0.3%
Surf	2.1%	1.8%	2.6%	2.9%	1.7%	1.0%
Scuba Diving	1.6%	4.8%	1.3%	1.5%	0.8%	0.7%
Golf	1.2%	1.6%	0.9%	1.6%	1.1%	0.0%
Windsurf / Kitesurf	0.5%	0.3%	2.0%	0.5%	0.3%	0.0%

WALK, WANDER



BEACH

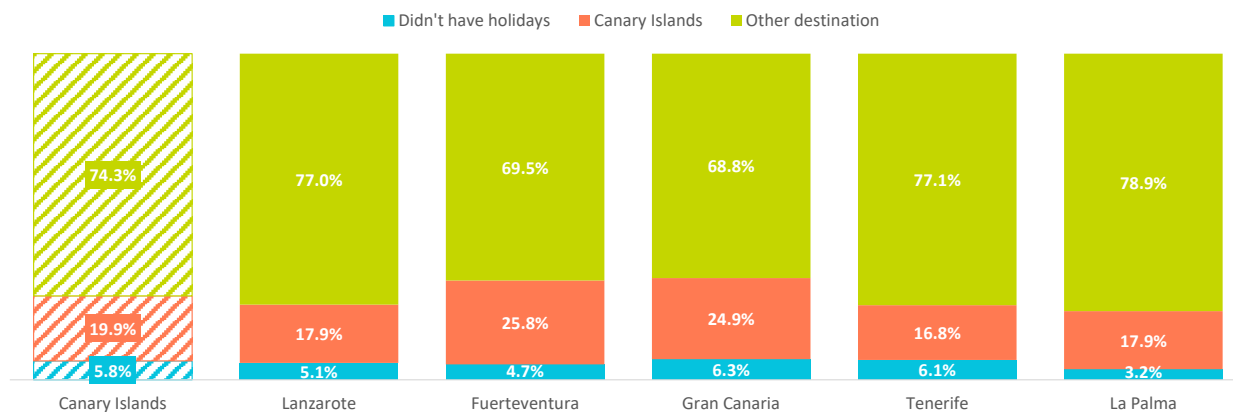


## COMPETITORS

Where did they spend their main holiday last year? \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	5.8%	5.1%	4.7%	6.3%	6.1%	3.2%
Canary Islands	19.9%	17.9%	25.8%	24.9%	16.8%	17.9%
Other destination	74.3%	77.0%	69.5%	68.8%	77.1%	78.9%
- Balearic Islands	7.0%	9.0%	8.1%	6.8%	6.2%	6.8%
- Rest of Spain	34.3%	33.4%	28.3%	31.5%	37.5%	36.2%
- Italy	6.4%	6.9%	6.0%	6.2%	6.4%	5.5%
- France	4.0%	5.0%	3.5%	3.2%	4.3%	2.8%
- Turkey	0.9%	1.3%	1.0%	1.0%	0.7%	1.3%
- Greece	1.8%	1.7%	2.4%	1.1%	2.0%	2.9%
- Portugal	5.2%	4.9%	4.6%	5.3%	5.3%	7.4%
- Croatia	0.9%	0.7%	1.7%	0.7%	0.9%	1.5%
- Egypt	0.9%	0.7%	1.1%	0.9%	0.9%	1.6%
- Tunisia	0.2%	0.1%	0.0%	0.3%	0.2%	0.1%
- Morocco	1.5%	1.6%	2.1%	1.5%	1.4%	2.1%
- Others	11.1%	11.7%	10.6%	10.2%	11.3%	10.8%

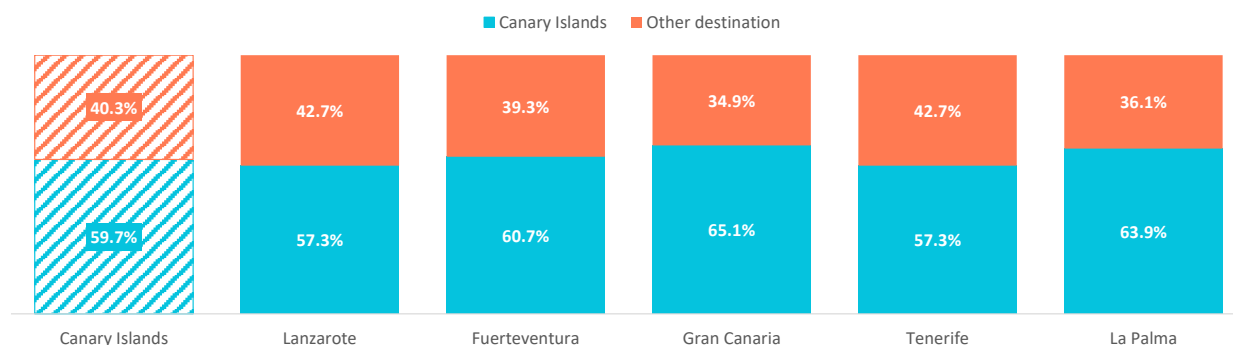
\* Percentage of valid answers



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")	35.7%	32.3%	33.5%	38.8%	35.6%	38.0%
Canary Islands (other island)	24.0%	25.0%	27.3%	26.3%	21.7%	25.8%
Other destination	40.3%	42.7%	39.3%	34.9%	42.7%	36.1%
- Balearic Islands	9.0%	9.4%	11.0%	8.0%	9.0%	5.3%
- Rest of Spain	10.4%	9.9%	8.5%	9.4%	11.3%	13.5%
- Italy	5.6%	6.3%	5.1%	4.5%	6.0%	4.6%
- France	1.5%	0.7%	0.9%	0.7%	2.3%	0.9%
- Turkey	0.8%	1.0%	0.4%	0.9%	0.7%	0.4%
- Greece	3.4%	3.9%	3.9%	3.0%	3.4%	4.0%
- Portugal	4.5%	4.8%	3.9%	3.9%	4.7%	4.7%
- Croatia	1.6%	2.0%	2.7%	1.2%	1.5%	0.8%
- Egypt	1.5%	1.7%	0.7%	1.6%	1.7%	0.1%
- Others	2.1%	3.1%	2.3%	1.5%	2.0%	1.7%

\* Percentage of valid answers





TOURIST PROFILE BY ISLAND OF STAY (2024)

SPANISH MAINLAND



FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Spanish Mainland	99.6%	99.5%	98.9%	99.6%	99.8%	99.9%
Germany	0.1%	0.0%	1.1%	0.1%	0.0%	0.0%
United Kingdom	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
Switzerland	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Portugal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.1%	0.0%	0.0%	0.2%	0.1%	0.0%

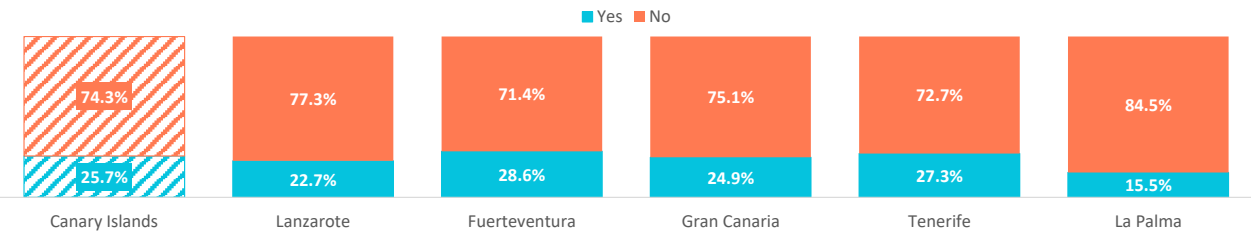
TOURIST TAX (Data available from Q2 2024)

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	51.3%	54.4%	53.5%	49.9%	50.8%	51.4%
No	33.0%	31.7%	33.4%	32.9%	33.4%	33.7%
Not remember	15.6%	13.9%	13.0%	17.2%	15.8%	14.9%

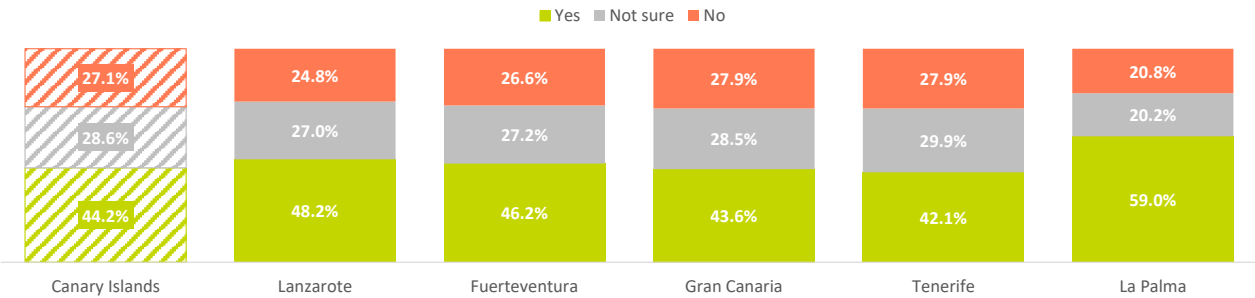
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	25.7%	22.7%	28.6%	24.9%	27.3%	15.5%
No	74.3%	77.3%	71.4%	75.1%	72.7%	84.5%



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%	48.2%	46.2%	43.6%	42.1%	59.0%
- For any purpose	6.7%	6.3%	6.2%	7.3%	6.6%	7.7%
- Improve living conditions	7.6%	8.4%	6.3%	8.6%	6.9%	10.0%
- Improve economic development	4.0%	3.8%	4.3%	4.3%	3.7%	8.1%
- Improve the environment	17.6%	21.3%	20.7%	14.3%	17.4%	24.3%
- Improve the tourist environment	4.2%	4.4%	4.1%	4.9%	3.9%	3.5%
- Other purposes	4.0%	4.0%	4.6%	4.2%	3.6%	5.3%
Not sure	28.6%	27.0%	27.2%	28.5%	29.9%	20.2%
No	27.1%	24.8%	26.6%	27.9%	27.9%	20.8%



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	43.7%	43.6%	42.8%	45.3%	43.2%	40.6%
Up to 2 euros	27.9%	33.3%	28.4%	26.2%	26.6%	37.0%
Up to 3 euros	19.5%	14.8%	21.2%	18.6%	21.3%	17.5%
More than 3 euros	8.9%	8.3%	7.6%	9.8%	8.9%	4.9%

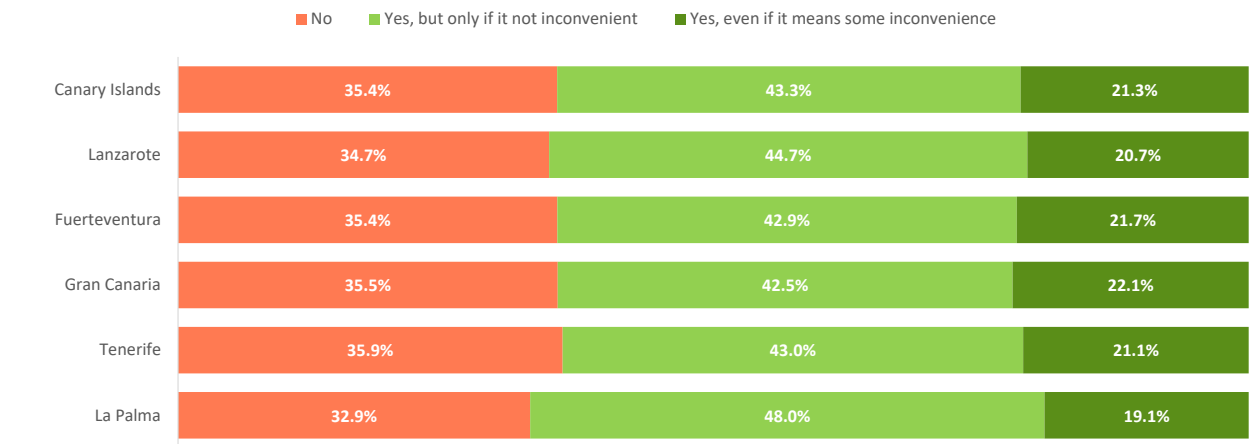
TOURIST PROFILE BY ISLAND OF STAY (2024)

SPANISH MAINLAND

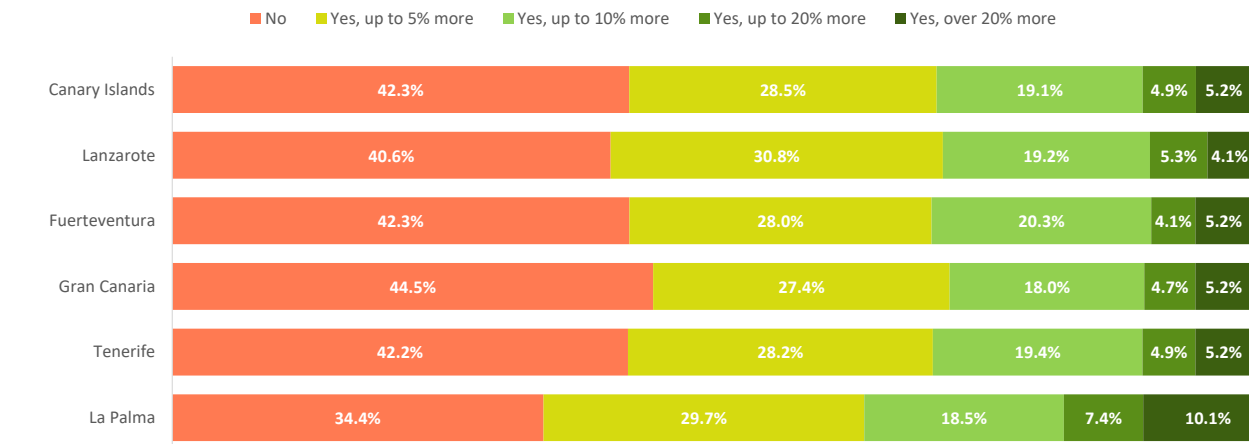


SUSTAINABLE DESTINATION (DATA = 2023)

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	8.3	8.2	8.3	8.2	8.3	8.4
Tolerance towards tourism	8.7	8.8	8.9	8.7	8.6	9.0
Cleanliness of the island	8.2	8.5	8.3	7.8	8.2	8.7
Air quality	8.5	8.7	8.7	8.3	8.5	9.1
Rational water consumption	7.6	7.7	7.6	7.6	7.6	7.9
Energy saving	7.1	7.3	7.1	7.1	7.1	7.4
Use of renewable energy	7.1	7.0	7.2	7.3	7.0	7.0
Recycling	6.9	6.9	6.9	7.0	6.9	6.7
Easy to get around by public transport	6.9	6.6	6.3	7.4	6.8	7.1
Overcrowding in tourist areas	7.0	7.0	6.9	7.1	7.0	7.7
Supply of local products	7.6	7.5	7.3	7.5	7.7	7.7

\* 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.