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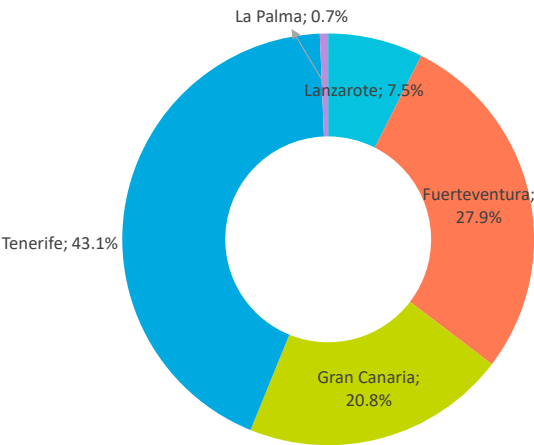# POLAND
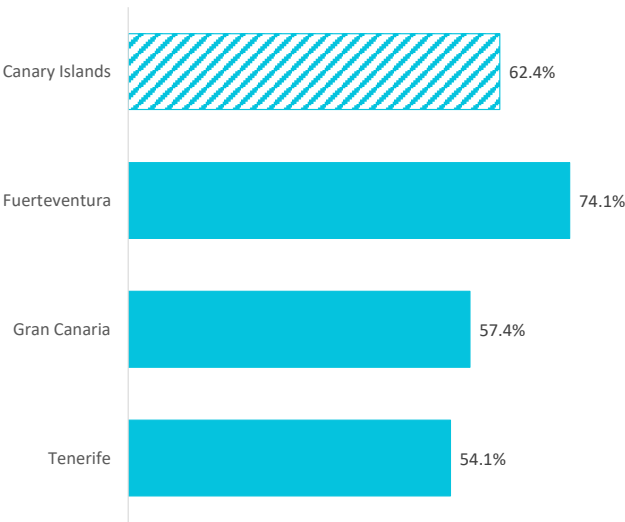
INBOUND TOURISM AND TOURIST EXPENDITURE

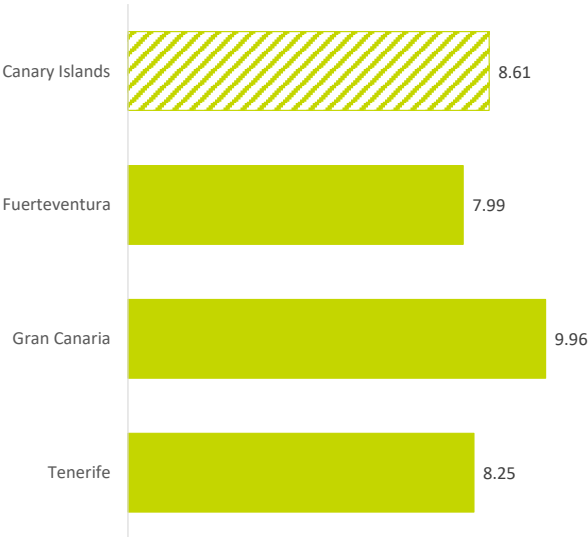|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	297,113	22,168	82,806	61,661	128,177	1,932
% Tourists	100%	7.5%	27.9%	20.8%	43.1%	0.7%
% tourists who book holiday package	62.4%	--	74.1%	57.4%	54.1%	--
Expenditure per tourist (€)	1,385	--	1,311	1,472	1,385	--
- book holiday package	1,520	--	1,398	1,619	1,601	--
- holiday package	1,280	--	1,186	1,427	1,302	--
- others	690	--	581	612	798	--
- do not book holiday package	1,161	--	1,062	1,274	1,130	--
- flight	310	--	332	353	278	--
- accommodation	400	--	361	500	353	--
- others	690	--	581	612	798	--
Average lenght of stay	8.61	--	7.99	9.96	8.25	--
Average daily expenditure (€)	173.9	--	165.4	172.9	178.9	--
Average daily expenditure without flight (€)	121.0	--	113.2	118.9	126.4	--
Average cost of the flight (€)	413.9	--	414.0	439.1	397.6	--
Total turnover (≥ 16 years old) (€m)	411	--	109	91	177	--
% Turnover	100%	--	26.4%	22.1%	43.1%	--
Turnover without flight (≥ 16 years old) (€m)	289	--	74	64	127	--
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	446,142	31,104	110,907	76,014	225,281	2,836
Children < 16 years old (FRONTUR - EGT)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.

% TOURISTS (≥ 16 years old)

La Palma; 0.7%
Lanzarote; 7.5%
Fuerteventura; 27.9%
Tenerife; 43.1%
Gran Canaria; 20.8%

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)

Canary Islands 62.4%
Fuerteventura 74.1%
Gran Canaria 57.4%
Tenerife 54.1%

AVERAGE LENGHT OF STAY

Canary Islands 8.61
Fuerteventura 7.99
Gran Canaria 9.96
Tenerife 8.25

EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)
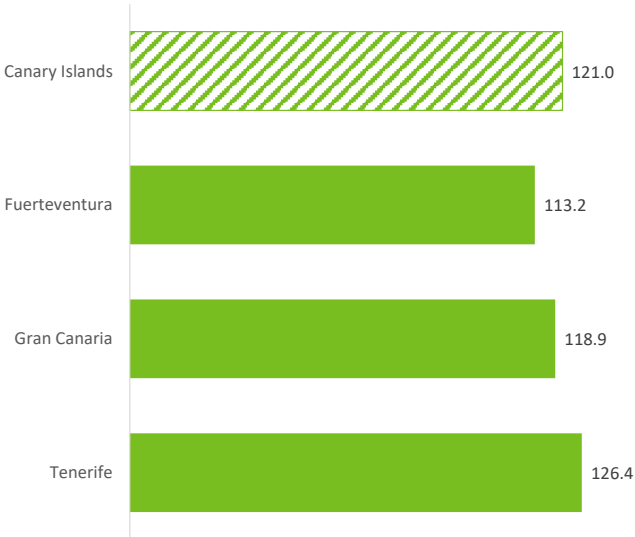
Canary Islands 121.0
Fuerteventura 113.2
Gran Canaria 118.9
Tenerife 126.4

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	90.0%	--	93.8%	83.2%	89.4%	--
- Additional accommodation expenses	5.8%	--	7.0%	4.1%	6.6%	--
Transport:						
- National/International Transport	96.2%	--	97.8%	97.1%	94.5%	--
- Flights between islands	7.2%	--	8.5%	4.1%	7.1%	--
- Taxi	54.9%	--	66.3%	55.3%	47.7%	--
- Car rental	44.2%	--	37.8%	33.8%	52.3%	--
- Public transport	12.1%	--	8.3%	21.6%	10.8%	--
Food and drink:						
- Food purchases at supermarkets	53.4%	--	53.1%	48.6%	58.1%	--
- Restaurants	52.3%	--	40.0%	55.8%	60.8%	--
Leisure:						
- Organized excursions	39.7%	--	39.4%	29.8%	44.4%	--
- Sport activities	4.3%	--	4.5%	2.3%	3.9%	--
- Cultural activities	3.8%	--	1.1%	2.1%	6.0%	--
- Museums	4.5%	--	1.5%	6.3%	2.5%	--
- Theme Parks	16.4%	--	8.0%	4.9%	28.7%	--
- Discos and pubs	5.8%	--	1.0%	8.3%	7.9%	--
- Wellness	0.6%	--	1.3%	0.5%	0.3%	--
Purchases of goods:						
- Souvenirs	54.0%	--	54.8%	54.1%	54.2%	--
- Real estate	0.0%	--	0.0%	0.0%	0.0%	--
- Other purchases	0.3%	--	0.8%	0.4%	0.0%	--
Others:						
- Medical expenses	6.2%	--	4.0%	4.9%	6.9%	--
- Other expenses	4.2%	--	4.4%	2.1%	4.9%	--

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:	818	--	795	1,079	719	--
- Accommodation	652	--	602	842	586	--
- Additional accommodation expenses	166	--	193	237	133	--
Transport:	763	--	741	788	787	--
- National/International Transport	430	--	423	452	421	--
- Flights between islands	87	--	87	140	74	--
- Taxi	102	--	103	74	126	--
- Car rental	113	--	98	96	131	--
- Public transport	29	--	29	26	36	--
Food and drink:	247	--	187	259	280	--
- Food purchases at supermarkets	101	--	87	123	105	--
- Restaurants	146	--	100	136	175	--
Leisure:	556	--	837	462	551	--
- Organized excursions	135	--	133	114	145	--
- Sport activities	89	--	118	133	63	--
- Cultural activities	89	--	300	70	78	--
- Museums	35	--	34	16	31	--
- Theme Parks	70	--	92	60	69	--
- Discos and pubs	63	--	78	57	65	--
- Wellness	73	--	82	11	100	--
Purchases of goods:	118	--	110	117	80	--
- Souvenirs	80	--	70	97	80	--
- Real estate	0	--	0	0	0	--
- Other purchases	37	--	39	20	0	--
Others:	147	--	180	65	160	--
- Medical expenses	39	--	100	40	26	--
- Other expenses	108	--	80	25	135	--

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	**54.3%**	--	49.7%	54.7%	54.8%	--
Percentage of women	**45.7%**	--	50.3%	45.3%	45.2%	--
Age						
Average age (tourists above 16 years old)	**39.63**	--	39.81	41.97	38.67	--
Standard deviation	**12.9**	--	13.8	13.8	11.5	--
Age range						
16-24 years old	**10.0%**	--	11.8%	10.3%	8.7%	--
25-30 years old	**16.5%**	--	17.0%	10.8%	17.5%	--
31-45 years old	**47.3%**	--	43.5%	47.7%	49.9%	--
46-60 years old	**17.8%**	--	17.6%	19.4%	18.1%	--
Over 60 years old	**8.3%**	--	10.2%	11.8%	5.7%	--
Occupation						
Salaried worker	**49.0%**	--	52.8%	48.2%	46.9%	--
Self-employed	**23.5%**	--	20.8%	21.2%	26.8%	--
Unemployed	**0.8%**	--	0.8%	0.6%	0.8%	--
Business owner	**16.8%**	--	12.5%	18.5%	19.0%	--
Student	**4.3%**	--	6.3%	4.5%	3.5%	--
Retired	**4.0%**	--	5.1%	6.3%	2.3%	--
Unpaid domestic work	**1.0%**	--	1.7%	0.2%	0.6%	--
Others	**0.5%**	--	0.0%	0.6%	0.0%	--
Annual household income level						
Less than €25,000	**26.2%**	--	25.1%	27.2%	27.2%	--
€25,000 - €49,999	**37.8%**	--	41.6%	36.0%	35.7%	--
€50,000 - €74,999	**19.0%**	--	13.7%	20.8%	20.8%	--
More than €74,999	**16.9%**	--	19.6%	16.0%	16.3%	--
Education level						
No studies	**0.3%**	--	0.0%	0.3%	0.5%	--
Primary education	**0.7%**	--	0.0%	1.0%	0.8%	--
Secondary education	**17.6%**	--	17.2%	19.0%	17.9%	--
Higher education	**81.4%**	--	82.8%	79.7%	80.7%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	**4.7%**	--	4.1%	7.6%	4.4%	--
Only with partner	**45.1%**	--	53.1%	37.7%	42.5%	--
Only with children (< 13 years old)	**3.4%**	--	4.0%	2.5%	3.7%	--
Partner + children (< 13 years old)	**10.4%**	--	5.9%	8.7%	13.4%	--
Other relatives	**15.4%**	--	12.6%	25.0%	13.7%	--
Friends	**6.5%**	--	5.7%	6.6%	7.3%	--
Work colleagues	**1.2%**	--	0.0%	1.0%	1.4%	--
Organized trip	**0.1%**	--	0.0%	0.6%	0.0%	--
Other combinations [2]	**13.3%**	--	14.6%	10.2%	13.6%	--

[2] Different situations have been isolated

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists with children	**0.4%**	**--**	**0.7%**	**0.3%**	**0.5%**	**--**
- Between 0 and 2 years old	**0.0%**	--	0.0%	0.0%	0.0%	--
- Between 3 and 12 years old	**0.4%**	--	0.6%	0.3%	0.5%	--
- Between 0 -2 and 3-12 years old	**0.0%**	--	0.0%	0.0%	0.0%	--
Tourists without children	**99.6%**	**--**	**99.3%**	**99.7%**	**99.5%**	**--**
Group composition:						
- 1 person	**6.8%**	--	5.4%	10.8%	7.0%	--
- 2 people	**52.2%**	--	58.5%	47.4%	49.9%	--
- 3 people	**18.3%**	--	13.0%	20.8%	19.6%	--
- 4 or 5 people	**19.7%**	--	21.8%	17.4%	19.7%	--
- 6 or more people	**3.0%**	--	1.3%	3.7%	3.7%	--
Average group size:	**2.70**	**--**	**2.60**	**2.70**	**2.75**	**--**

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

	Fuerteventura	Gran Canaria	Tenerife
	53.1%	37.7%	42.5%

45.1%

TOURIST PROFILE BY ISLAND OF STAY (2024)
POLAND
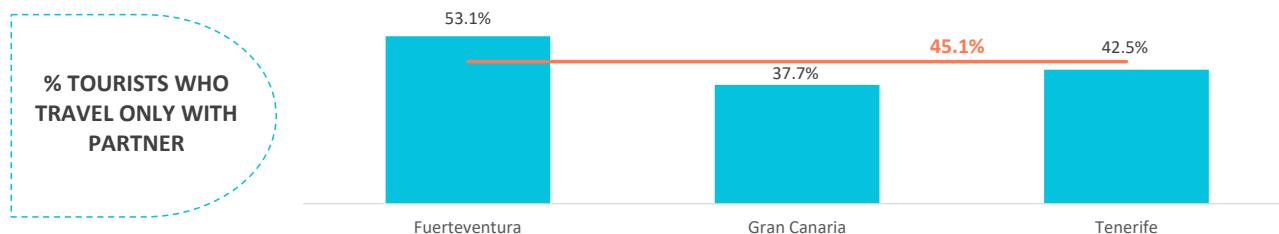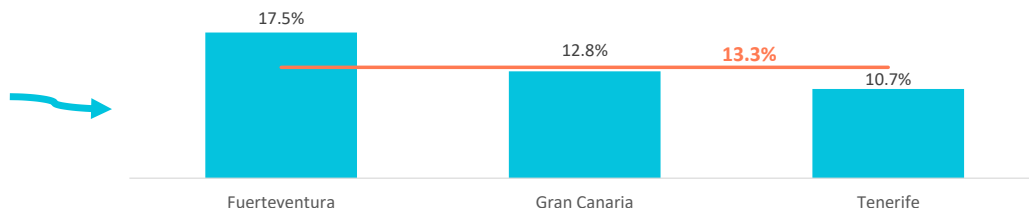
Canary Islands
LATITUDE OF LIFE

TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.7%	--	1.5%	0.0%	0.7%	--
Between 1 and 30 days	32.5%	--	31.7%	36.8%	30.9%	--
Between 1 and 2 months	27.6%	--	26.8%	23.0%	30.8%	--
Between 3 and 6 months	25.9%	--	22.5%	27.4%	27.0%	--
More than 6 months	13.3%	--	17.5%	12.8%	10.7%	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS

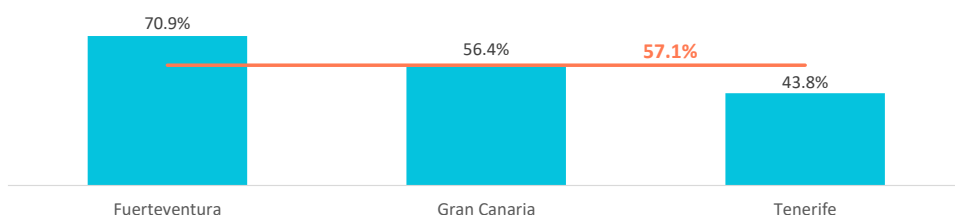17.5% Fuerteventura — 13.3% — 12.8% Gran Canaria — 10.7% Tenerife

With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	33.8%	--	23.8%	35.1%	42.7%	--
- Tour Operator or Travel Agency	66.2%	--	76.2%	64.9%	57.3%	--
Accommodation						
- Directly with the accommodation	25.6%	--	16.7%	24.5%	33.0%	--
- Tour Operator or Travel Agency	74.4%	--	83.3%	75.5%	67.0%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	23.9%	--	16.7%	24.2%	30.8%	--
Bed and Breakfast	5.7%	--	1.3%	4.5%	9.6%	--
Half board	10.8%	--	8.1%	11.4%	13.7%	--
Full board	2.5%	--	2.9%	3.5%	2.1%	--
All inclusive	57.1%	--	70.9%	56.4%	43.8%	--

% TOURISTS WHO BOOK ALL INCLUSIVE

70.9% Fuerteventura — 57.1% — 56.4% Gran Canaria — 43.8% Tenerife

ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	11.1%	--	14.1%	12.8%	9.3%	--
4* Hotel	50.2%	--	65.8%	42.7%	41.1%	--
5* Hotel / 5* Luxury Hotel	4.0%	--	0.7%	9.2%	4.1%	--
Aparthotel / Tourist Villa	8.9%	--	2.6%	7.9%	13.6%	--
House/room rented in a private dwelling	0.0%	--	0.0%	0.0%	0.0%	--
Private accommodation [1]	6.1%	--	4.0%	13.7%	4.9%	--
Others (Cottage, cruise, camping,..)	4.6%	--	1.3%	2.7%	7.6%	--

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

TYPE OF ACCOMMODATION

Legend: Hotels — Aparthotel / Tourist Villa — Others

	Hotels	Aparthotel / Tourist Villa	Others
Canary Islands	65.3%	8.9%	25.8%
Fuerteventura	80.6%	2.6%	16.8%
Gran Canaria	64.6%	7.9%	27.5%
Tenerife	54.5%	13.6%	31.9%
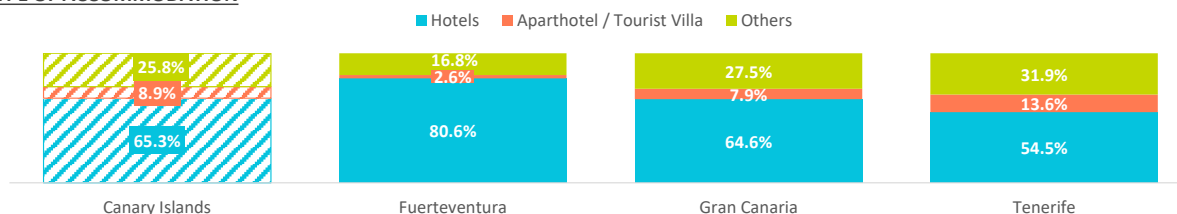
TOURIST PROFILE BY ISLAND OF STAY (2024)
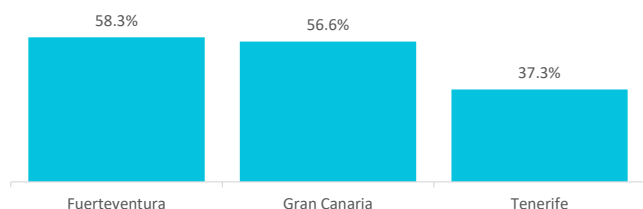# POLAND

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	92.2%	--	97.7%	87.0%	90.8%	--
Family reasons	4.3%	--	2.3%	8.2%	4.1%	--
Business	1.4%	--	0.0%	2.1%	2.2%	--
Education and training	1.0%	--	0.0%	0.0%	1.4%	--
Sports training	1.0%	--	0.0%	2.1%	1.4%	--
Health	0.0%	--	0.0%	0.0%	0.0%	--
Conventions and Exhibitions	0.0%	--	0.0%	0.0%	0.0%	--
Others	0.1%	--	0.0%	0.6%	0.0%	--

What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	47.2%	--	58.3%	56.6%	37.3%	--
Enjoy family time	5.7%	--	6.3%	7.5%	4.6%	--
Have fun	2.0%	--	2.8%	2.9%	1.0%	--
Explore the destination	42.4%	--	29.6%	33.0%	53.0%	--
Practice their hobbies	2.1%	--	1.7%	0.0%	3.5%	--
Other reasons	0.6%	--	1.2%	0.0%	0.6%	--

REST

EXPLORE THE DESTINATION

REST: Fuerteventura 58.3%, Gran Canaria 56.6%, Tenerife 37.3%
EXPLORE THE DESTINATION: Fuerteventura 29.6%, Gran Canaria 33.0%, Tenerife 53.0%
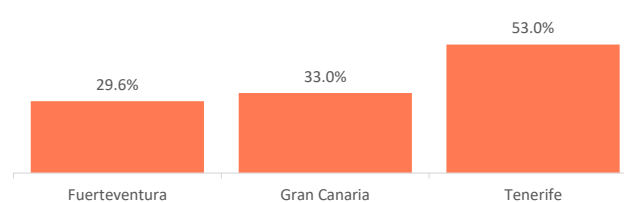
Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	77.5%	--	78.0%	81.4%	76.3%	--
Safety	64.2%	--	57.7%	58.4%	71.5%	--
Tranquility	61.2%	--	65.8%	61.7%	56.7%	--
Sea	58.5%	--	73.2%	58.8%	49.8%	--
Accommodation supply	53.1%	--	63.2%	52.3%	47.6%	--
Beaches	50.5%	--	53.6%	58.5%	43.9%	--
Effortless trip	50.4%	--	41.8%	43.9%	58.9%	--
Price	48.7%	--	64.4%	50.5%	39.7%	--
European belonging	39.3%	--	44.3%	42.2%	32.1%	--
Landscapes	35.7%	--	36.1%	33.6%	36.2%	--
Environment	33.7%	--	31.7%	30.7%	34.6%	--
Gastronomy	33.6%	--	38.2%	31.4%	31.0%	--
Fun possibilities	31.3%	--	32.2%	35.3%	28.9%	--
Authenticity	26.5%	--	26.9%	29.9%	27.5%	--
Exoticism	16.7%	--	15.8%	10.5%	20.6%	--
Hiking trail network	14.7%	--	13.0%	13.2%	15.8%	--
Shopping	11.3%	--	9.4%	9.0%	11.3%	--
Culture	10.7%	--	9.7%	10.2%	9.2%	--
Historical heritage	7.0%	--	7.5%	8.3%	6.2%	--
Nightlife	5.8%	--	5.9%	6.8%	5.2%	--

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	35.9%	--	33.8%	39.9%	33.0%	--
Friends or relatives	25.7%	--	28.7%	28.8%	22.8%	--
Internet or social media	64.5%	--	63.6%	59.4%	66.1%	--
Mass Media	3.8%	--	4.1%	3.1%	4.0%	--
Travel guides and magazines	12.0%	--	7.1%	5.8%	19.3%	--
Travel Blogs or Forums	21.0%	--	17.8%	15.8%	24.8%	--
Travel TV Channels	1.4%	--	1.3%	2.1%	1.2%	--
Tour Operator or Travel Agency	28.6%	--	33.0%	25.0%	26.0%	--
Public administrations or similar	0.5%	--	0.4%	1.3%	0.2%	--
Others	3.6%	--	0.4%	4.1%	6.2%	--

* Multi-choise question

# TOURIST PROFILE BY ISLAND OF STAY (2024)
POLAND

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	9.00	--	8.88	8.97	9.04	--

Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.8%	--	2.8%	4.5%	2.0%	--
Lived up to expectations	53.2%	--	52.8%	57.2%	52.8%	--
Better or much better than expected	43.9%	--	44.4%	38.3%	45.2%	--

Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.69	--	8.55	8.83	8.67	--
Recommend visiting the Canary Islands	9.13	--	9.00	9.11	9.17	--

RETURN TO THE CANARY

0 10

Canary Islands 8.69

Fuerteventura	Gran Canaria	Tenerife
8.55 / 9.00	8.83 / 9.11	8.67 / 9.17

RECOMMEND VISITING THE CANARY ISLANDS

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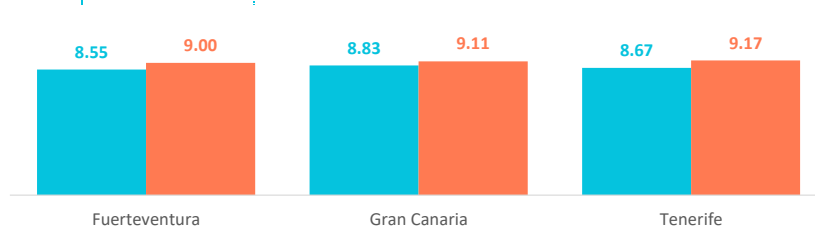
Canary Islands 9.13

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	49.1%	--	51.5%	42.0%	53.4%	--
Repeat tourists	50.9%	--	48.5%	58.0%	46.6%	--
At least 10 previous visits	4.8%	--	4.1%	7.3%	3.6%	--
Repeat tourists (last 5 years)	46.2%	--	41.4%	56.1%	42.8%	--
Repeat tourists (last 5 years) (5 or more visits)	8.9%	--	8.4%	8.9%	9.5%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	22.5%	--	4.6%	4.7%	14.5%	--
Fuerteventura	28.8%	--	**44.1%**	6.3%	8.3%	--
Gran Canaria	26.5%	--	9.8%	**45.7%**	13.2%	--
Tenerife	37.0%	--	6.2%	4.6%	**43.6%**	--
La Palma	3.1%	--	10.8%	0.0%	19.9%	--
CANARY ISLANDS	**50.9%**	--	48.5%	58.0%	46.6%	--

How to interpret the table
1. Column _Canary Islands_ = refers to the % of **repeat polish tourists** on each island regardless of island of stay in this trip (2024).

2. Column _each island_ = refers to the % of **repeat polish tourists** on each island by island of stay in 2024. For example: 44.1% refers to % **repeat polish tourists** who repeat Fuerteventura in 2024 and stay in Fuerteventura in this trip. 9.8% **polish tourists who stay in Fuerteventura in 2024** and has previously been to Gran Canaria.

3. Row _CANARY ISLANDS_ = refers to the % **repeat polish tourists** by island of stay. For exdample: 46.6% refers to % **polish 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	83.4%	--	75.2%	93.4%	83.6%	--
Two islands	14.8%	--	23.8%	5.3%	14.2%	--
Three or more islands	1.9%	--	1.0%	1.3%	2.2%	--

Visited islands during their trip (with overnight staying)

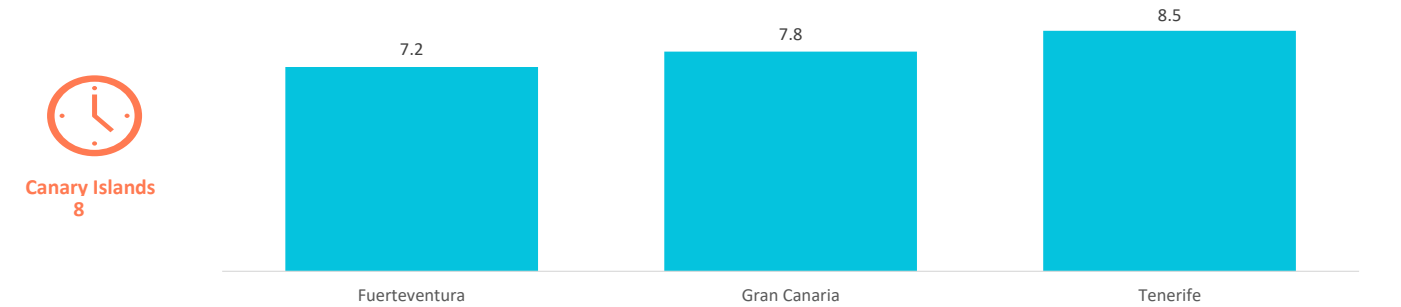|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	8.3%	--	2.4%	0.3%	0.0%	--
Fuerteventura	28.6%	--	**100%**	0.6%	0.3%	--
Gran Canaria	21.6%	--	1.7%	**100%**	0.4%	--
Tenerife	44.0%	--	0.9%	1.2%	**100%**	--
La Gomera	0.8%	--	0.0%	0.3%	1.7%	--
La Palma	1.3%	--	0.4%	0.3%	1.0%	--
El Hierro	0.5%	--	1.4%	0.3%	0.0%	--
Cruise	0.1%	--	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	0.8%	--	1.4%	1.3%	0.0%	--
1 - 2 hours	5.4%	--	10.6%	2.4%	4.3%	--
3 - 6 hours	31.7%	--	32.1%	39.5%	26.5%	--
7 - 12 hours	53.9%	--	51.2%	50.0%	59.6%	--
More than 12 hours	8.1%	--	4.7%	6.8%	9.6%	--
Outdoor time per day	8.0	--	7.2	7.8	8.5	--

Canary Islands 8

Fuerteventura 7.2 | Gran Canaria 7.8 | Tenerife 8.5

Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	81.9%	--	88.1%	81.4%	78.9%	--
Beach	77.8%	--	80.7%	76.0%	77.0%	--
Swimming pool, hotel facilities	67.3%	--	61.8%	63.0%	73.5%	--
Explore the island on their own	54.9%	--	56.4%	49.4%	57.1%	--
Taste Canarian gastronomy	36.2%	--	32.4%	34.8%	38.7%	--
Hiking	32.4%	--	34.1%	25.8%	32.7%	--
Organized excursions	28.5%	--	23.4%	30.9%	31.7%	--
Nightlife / concerts / shows	23.8%	--	10.4%	19.3%	36.0%	--
Theme parks	20.3%	--	17.3%	14.6%	26.4%	--
Sea excursions / whale watching	13.5%	--	14.6%	13.1%	14.0%	--
Wineries / markets / popular festivals	12.6%	--	6.1%	14.5%	11.8%	--
Museums / exhibitions	10.5%	--	8.9%	16.1%	6.4%	--
Other Nature Activities	10.2%	--	5.6%	11.1%	12.9%	--
Swim	8.5%	--	5.3%	8.8%	10.3%	--
Beauty and health treatments	7.2%	--	6.8%	5.8%	7.3%	--
Running	7.2%	--	9.7%	7.2%	6.1%	--
Practice other sports	4.7%	--	2.1%	6.9%	5.3%	--
Astronomical observation	4.0%	--	2.8%	2.8%	4.5%	--
Cycling / Mountain bike	3.9%	--	4.9%	1.9%	3.9%	--
Surf	3.7%	--	3.5%	1.5%	2.7%	--
Scuba Diving	1.0%	--	1.1%	0.0%	1.4%	--
Golf	1.0%	--	0.3%	0.2%	0.9%	--
Windsurf / Kitesurf	0.5%	--	0.3%	0.0%	0.7%	--

WALK, WANDER

Canary Islands	81.9%
Fuerteventura	88.1%
Gran Canaria	81.4%
Tenerife	78.9%

BEACH

|	
Canary Islands	77.8%
Fuerteventura	80.7%
Gran Canaria	76.0%
Tenerife	77.0%
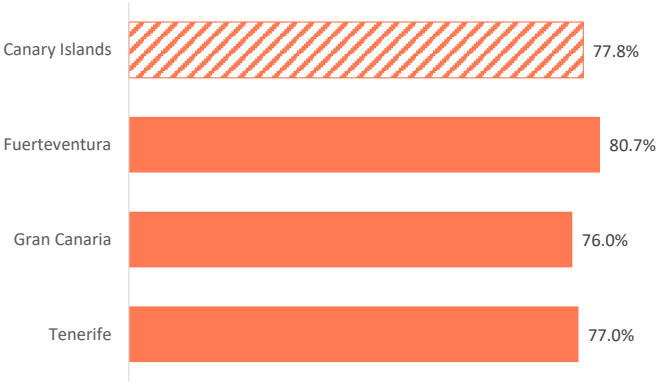
Canary Islands
LATITUDE OF LIFE

COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	8.8%	--	10.2%	7.5%	8.7%	--
Canary Islands	16.7%	--	13.1%	21.7%	16.5%	--
Other destination	74.5%	--	76.7%	70.7%	74.9%	--
- Balearic Islands	3.7%	--	2.6%	2.1%	4.6%	--
- Rest of Spain	9.7%	--	9.3%	11.5%	9.8%	--
- Italy	10.1%	--	12.2%	13.3%	7.7%	--
- France	3.1%	--	2.6%	1.1%	4.2%	--
- Turkey	8.8%	--	9.1%	10.3%	8.4%	--
- Greece	13.9%	--	17.6%	9.4%	13.2%	--
- Portugal	3.7%	--	1.8%	5.5%	3.4%	--
- Croatia	4.0%	--	3.2%	2.1%	5.9%	--
- Egypt	3.8%	--	5.1%	3.5%	2.8%	--
- Tunisia	1.2%	--	3.1%	0.7%	0.1%	--
- Morocco	0.9%	--	0.5%	0.7%	1.3%	--
- Others	11.7%	--	9.4%	10.7%	13.4%	--

* Percentage of valid answers

■ Didn't have holidays ■ Canary Islands ■ Other destination
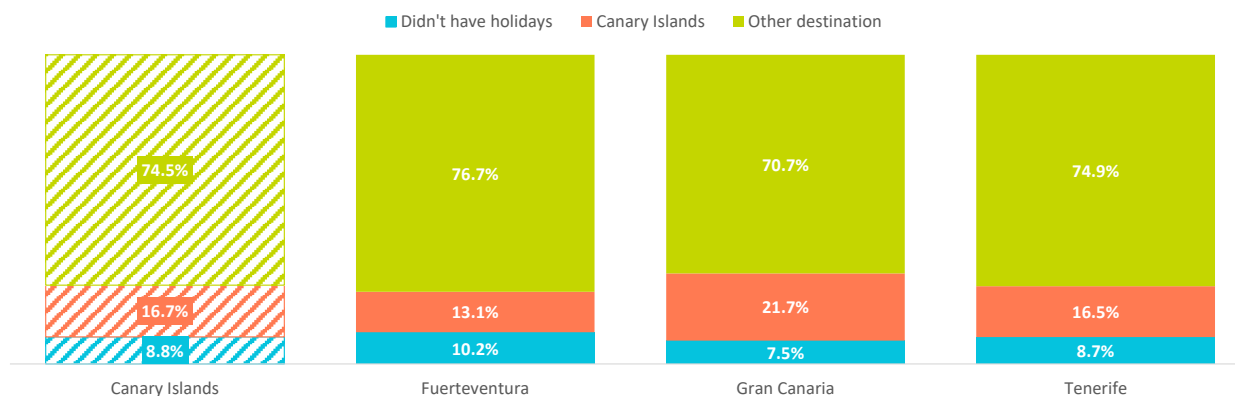
What other destinations did they consider for this trip? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	6.1%	--	4.9%	9.4%	5.3%	--
Canary Islands (other island)	25.2%	--	23.8%	32.2%	22.8%	--
Other destination	68.6%	--	71.3%	58.3%	71.9%	--
- Balearic Islands	4.0%	--	4.5%	3.4%	4.5%	--
- Rest of Spain	10.5%	--	10.8%	9.6%	10.9%	--
- Italy	10.8%	--	12.3%	9.0%	10.8%	--
- France	2.2%	--	2.0%	1.3%	2.8%	--
- Turkey	5.8%	--	6.0%	5.2%	5.8%	--
- Greece	13.2%	--	15.0%	9.4%	13.2%	--
- Portugal	9.1%	--	7.6%	9.0%	10.5%	--
- Croatia	4.8%	--	5.5%	3.7%	4.4%	--
- Egypt	4.1%	--	3.7%	3.8%	4.3%	--
- Others	4.1%	--	4.1%	4.0%	4.8%	--

* Percentage of valid answers

■ Canary Islands ■ Other destination
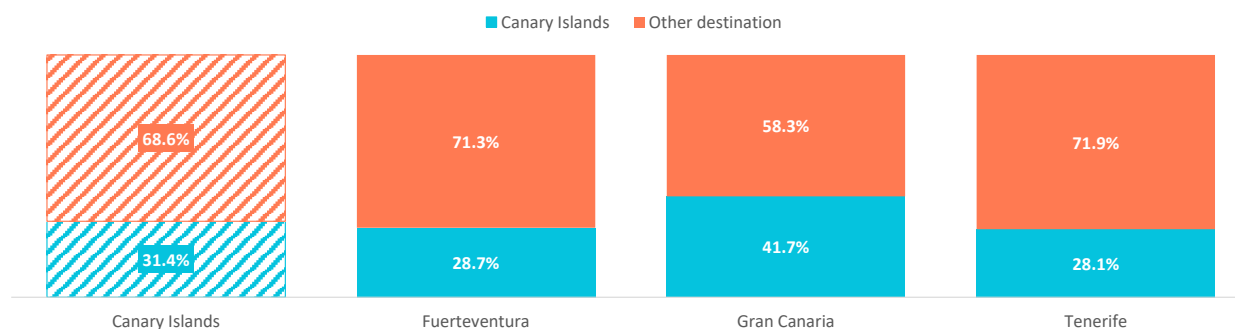
FLIGHT ORIGIN

Where does the flight come from?

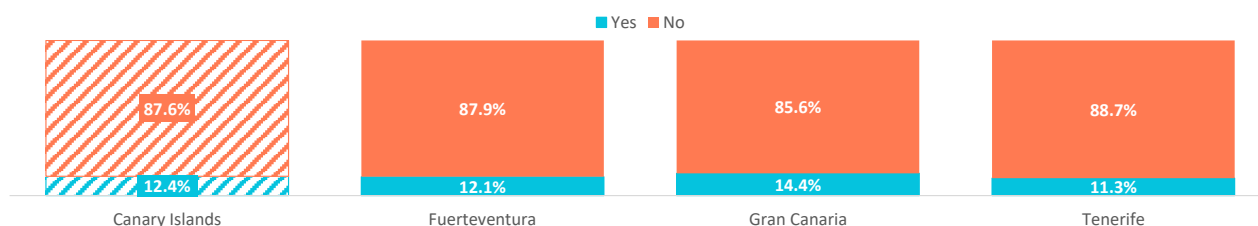|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Poland	85.6%	--	93.3%	67.4%	90.1%	--
Germany	6.3%	--	4.3%	13.7%	5.0%	--
United Kingdom	2.0%	--	0.9%	2.7%	1.3%	--
Denmark	0.7%	--	0.0%	3.6%	0.0%	--
Austria	0.5%	--	0.7%	1.3%	0.0%	--
Others	4.8%	--	0.8%	11.3%	3.6%	--

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?

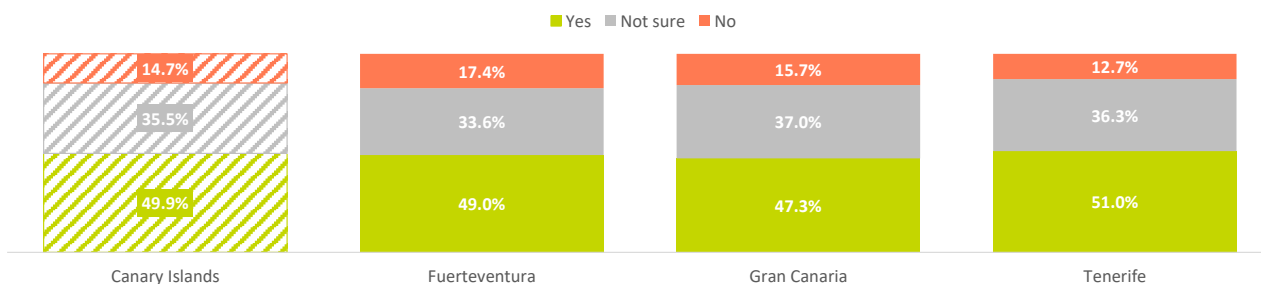|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	64.0%	--	67.5%	59.7%	63.4%	--
No	15.8%	--	13.9%	15.7%	15.8%	--
Not remember	20.2%	--	18.6%	24.6%	20.8%	--

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	12.4%	--	12.1%	14.4%	11.3%	--
No	87.6%	--	87.9%	85.6%	88.7%	--

Yes ■ No ■

Canary Islands	Fuerteventura	Gran Canaria	Tenerife
87.6%	87.9%	85.6%	88.7%
12.4%	12.1%	14.4%	11.3%

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	49.9%	--	49.0%	47.3%	51.0%	--
- For any purpose	10.6%	--	10.9%	12.1%	10.4%	--
- Improve living conditions	4.9%	--	6.6%	8.4%	2.9%	--
- Improve economic development	3.0%	--	4.3%	1.1%	2.6%	--
- Improve the environment	22.3%	--	19.8%	20.1%	24.3%	--
- Improve the tourist environment	4.8%	--	4.6%	3.2%	5.5%	--
- Other purposes	4.2%	--	2.9%	2.4%	5.2%	--
Not sure	35.5%	--	33.6%	37.0%	36.3%	--
No	14.7%	--	17.4%	15.7%	12.7%	--

Yes ■ Not sure ■ No ■

Canary Islands	Fuerteventura	Gran Canaria	Tenerife
14.7%	17.4%	15.7%	12.7%
35.5%	33.6%	37.0%	36.3%
49.9%	49.0%	47.3%	51.0%

How much would they be willing to pay?

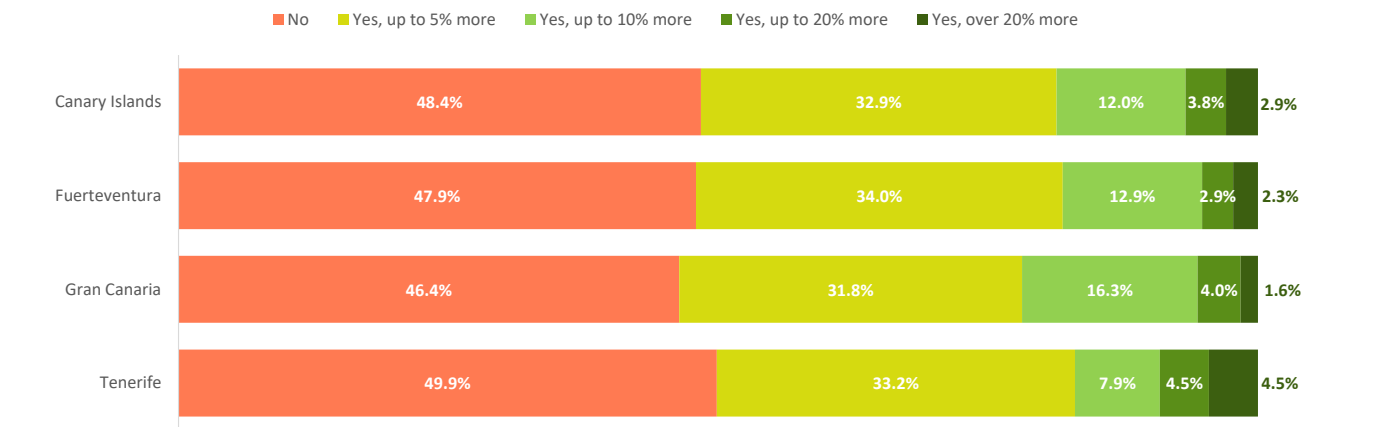|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	54.2%	--	52.3%	54.2%	56.0%	--
Up to 2 euros	29.2%	--	32.3%	25.6%	28.9%	--
Up to 3 euros	10.0%	--	8.0%	11.4%	9.4%	--
More than 3 euros	6.7%	--	7.4%	8.8%	5.7%	--
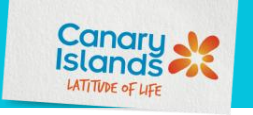
SUSTAINABLE DESTINATION (DATA = 2023)

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

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

Island	No	Yes, but only if it not inconvenient	Yes, even if it means some inconvenience
Canary Islands	14.6%	49.6%	35.8%
Fuerteventura	11.0%	52.2%	36.9%
Gran Canaria	15.2%	49.0%	35.8%
Tenerife	16.7%	47.2%	36.1%
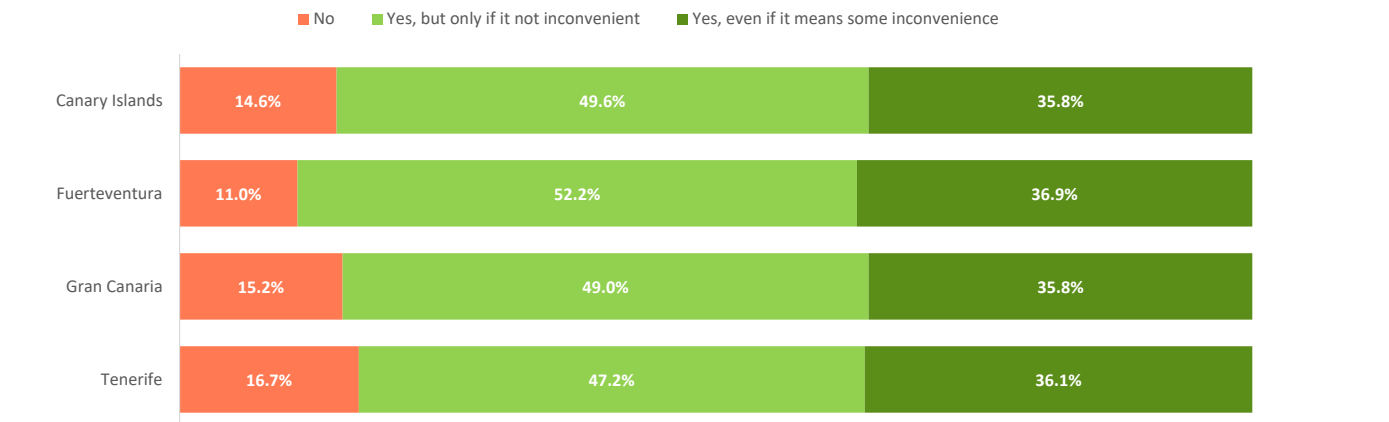
Would they be willing to spend more on travel to reduce their carbon footprint?

■ 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	48.4%	32.9%	12.0%	3.8%	2.9%
Fuerteventura	47.9%	34.0%	12.9%	2.9%	2.3%
Gran Canaria	46.4%	31.8%	16.3%	4.0%	1.6%
Tenerife	49.9%	33.2%	7.9%	4.5%	4.5%

Percepcion 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	--	7.7	7.8	7.8	--
Tolerance towards tourism	8.9	--	9.0	9.0	8.9	--
Cleanliness of the island	8.4	--	8.6	8.3	8.3	--
Air quality	8.8	--	9.0	8.9	8.4	--
Rational water consumption	7.6	--	7.6	7.6	7.5	--
Energy saving	7.0	--	7.0	7.2	6.9	--
Use of renewable energy	7.2	--	7.0	7.7	7.0	--
Recycling	7.2	--	7.0	7.4	7.1	--
Easy to get around by public transport	7.7	--	7.2	8.4	7.6	--
Overcrowding in tourist areas	6.8	--	6.4	7.2	6.8	--
Supply of local products	7.5	--	7.4	7.6	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.