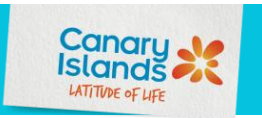


TOURIST PROFILE BY ISLAND OF STAY (2024)

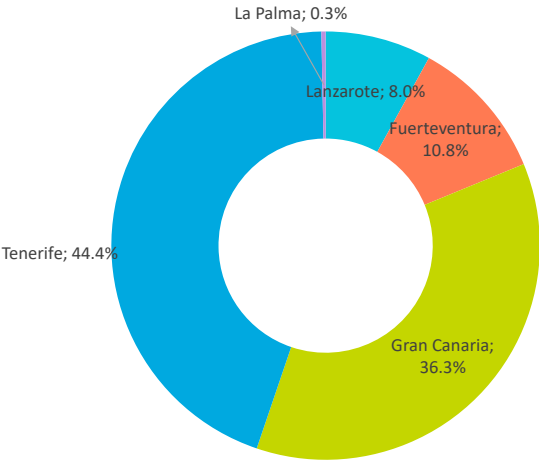
PORTUGAL



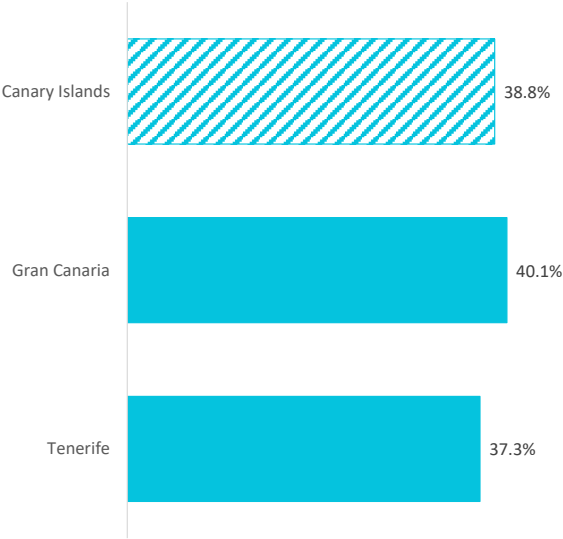
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	100,888	8,062	10,847	36,671	44,762	322
% Tourists	100%	8.0%	10.8%	36.3%	44.4%	0.3%
% tourists who book holiday package	38.8%	--	--	40.1%	37.3%	--
Expenditure per tourist (€)	1,142	--	--	1,008	1,141	--
- book holiday package	1,481	--	--	1,208	1,505	--
- holiday package	1,291	--	--	1,085	1,246	--
- others	493	--	--	430	588	--
- do not book holiday package	927	--	--	874	925	--
- flight	270	--	--	259	275	--
- accommodation	354	--	--	308	320	--
- others	493	--	--	430	588	--
Average lenght of stay	7.64	--	--	8.22	6.79	--
Average daily expenditure (€)	171.7	--	--	157.2	177.2	--
Average daily expenditure without flight (€)	118.1	--	--	107.8	120.9	--
Average cost of the flight (€)	351.6	--	--	316.2	350.9	--
Total turnover (≥ 16 years old) (€m)	115	--	--	37	51	--
% Turnover	100%	--	--	32.1%	44.3%	--
Turnover without flight (≥ 16 years old) (€m)	80	--	--	25	35	--
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	102,815	1,857	4,189	52,799	43,955	15
Children < 16 years old (FRONTUR - EGT)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.

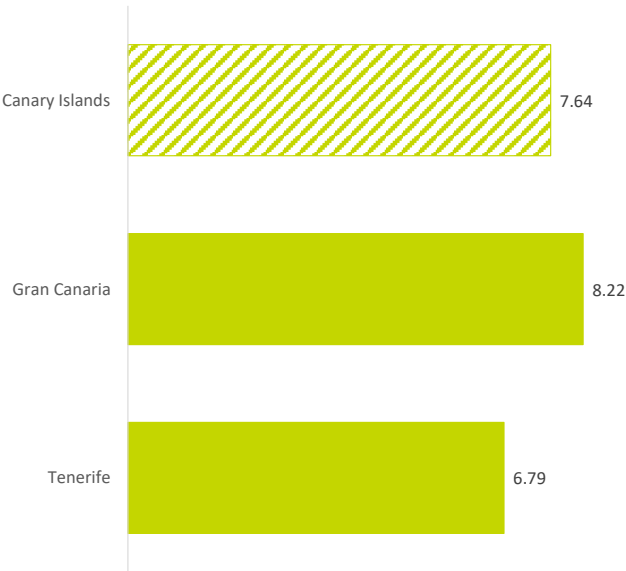
% TOURISTS (≥ 16 years old)



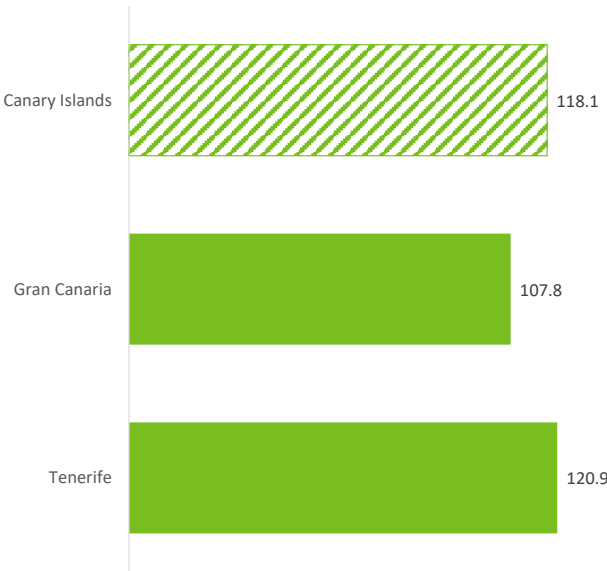
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



## TOURIST PROFILE BY ISLAND OF STAY (2024)

## PORTUGAL

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Accommodation:</b>						
- Accommodation	82.3%	--	--	78.7%	79.9%	--
- Additional accommodation expenses	3.8%	--	--	4.1%	3.9%	--
<b>Transport:</b>						
- National/International Transport	96.6%	--	--	92.4%	98.8%	--
- Flights between islands	4.4%	--	--	5.8%	3.3%	--
- Taxi	37.3%	--	--	34.7%	40.0%	--
- Car rental	49.4%	--	--	41.4%	51.4%	--
- Public transport	8.3%	--	--	8.5%	8.2%	--
<b>Food and drink:</b>						
- Food purchases at supermarkets	50.1%	--	--	50.1%	56.0%	--
- Restaurants	57.1%	--	--	48.6%	68.7%	--
<b>Leisure:</b>						
- Organized excursions	18.9%	--	--	13.9%	23.9%	--
- Sport activities	2.4%	--	--	2.0%	3.1%	--
- Cultural activities	2.1%	--	--	1.4%	2.0%	--
- Museums	7.1%	--	--	8.9%	1.5%	--
- Theme Parks	14.1%	--	--	4.7%	24.8%	--
- Discos and pubs	7.0%	--	--	6.2%	8.0%	--
- Wellness	2.0%	--	--	2.3%	1.7%	--
<b>Purchases of goods:</b>						
- Souvenirs	46.9%	--	--	43.4%	49.1%	--
- Real estate	0.0%	--	--	0.0%	0.0%	--
- Other purchases	0.3%	--	--	0.9%	0.0%	--
<b>Others:</b>						
- Medical expenses	7.5%	--	--	8.7%	6.8%	--
- Other expenses	3.4%	--	--	6.0%	0.0%	--

## 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>	815	--	--	1,007	609	--
- Accommodation	601	--	--	548	549	--
- Additional accommodation expenses	214	--	--	459	60	--
<b>Transport:</b>	660	--	--	637	684	--
- National/International Transport	364	--	--	342	355	--
- Flights between islands	83	--	--	111	82	--
- Taxi	93	--	--	75	111	--
- Car rental	103	--	--	89	117	--
- Public transport	18	--	--	19	19	--
<b>Food and drink:</b>	218	--	--	208	236	--
- Food purchases at supermarkets	81	--	--	81	80	--
- Restaurants	137	--	--	127	155	--
<b>Leisure:</b>	460	--	--	462	408	--
- Organized excursions	84	--	--	63	89	--
- Sport activities	82	--	--	87	52	--
- Cultural activities	38	--	--	63	23	--
- Museums	36	--	--	30	2	--
- Theme Parks	72	--	--	62	72	--
- Discos and pubs	57	--	--	35	68	--
- Wellness	91	--	--	121	103	--
<b>Purchases of goods:</b>	88	--	--	102	78	--
- Souvenirs	81	--	--	96	78	--
- Real estate	0	--	--	0	0	--
- Other purchases	7	--	--	7	0	--
<b>Others:</b>	75	--	--	66	30	--
- Medical expenses	29	--	--	27	30	--
- Other expenses	46	--	--	39	0	--

## TOURIST PROFILE

## Who are they?

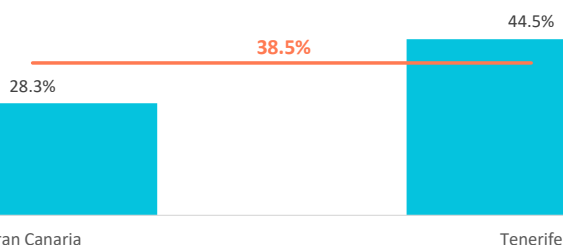
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Gender</b>						
Percentage of men	47.9%	--	--	56.4%	41.5%	--
Percentage of women	52.1%	--	--	43.6%	58.5%	--
<b>Age</b>						
Average age (tourists above 16 years old)	41.25	--	--	40.86	41.69	--
Standard deviation	13.1	--	--	13.6	13.6	--
<b>Age range</b>						
16-24 years old	7.1%	--	--	13.2%	2.5%	--
25-30 years old	16.9%	--	--	13.1%	24.0%	--
31-45 years old	42.7%	--	--	39.0%	39.5%	--
46-60 years old	24.0%	--	--	25.2%	23.1%	--
Over 60 years old	9.3%	--	--	9.4%	11.0%	--
<b>Occupation</b>						
Salaried worker	55.0%	--	--	47.9%	61.6%	--
Self-employed	20.6%	--	--	22.2%	17.8%	--
Unemployed	0.8%	--	--	1.5%	0.6%	--
Business owner	11.2%	--	--	13.2%	10.1%	--
Student	6.5%	--	--	10.8%	2.1%	--
Retired	5.8%	--	--	4.3%	7.9%	--
Unpaid domestic work	0.0%	--	--	0.0%	0.0%	--
Others	0.0%	--	--	0.0%	0.0%	--
<b>Annual household income level</b>						
Less than €25,000	27.4%	--	--	20.7%	32.7%	--
€25,000 - €49,999	45.6%	--	--	46.4%	42.1%	--
€50,000 - €74,999	14.7%	--	--	20.4%	12.4%	--
More than €74,999	12.4%	--	--	12.4%	12.8%	--
<b>Education level</b>						
No studies	0.7%	--	--	0.7%	0.0%	--
Primary education	1.5%	--	--	0.0%	3.4%	--
Secondary education	25.7%	--	--	26.5%	23.4%	--
Higher education	72.1%	--	--	72.8%	73.2%	--

## Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	10.7%	--	--	18.3%	8.0%	--
Only with partner	38.5%	--	--	28.3%	44.5%	--
Only with children (< 13 years old)	6.3%	--	--	5.4%	6.0%	--
Partner + children (< 13 years old)	10.4%	--	--	6.1%	14.2%	--
Other relatives	9.9%	--	--	12.6%	7.6%	--
Friends	4.4%	--	--	7.9%	2.1%	--
Work colleagues	1.1%	--	--	1.0%	1.7%	--
Organized trip	0.4%	--	--	0.4%	0.0%	--
Other combinations <sup>(2)</sup>	18.3%	--	--	19.9%	15.8%	--
<sup>(2)</sup> Different situations have been isolated						
<b>Tourists with children</b>	0.2%	--	--	0.2%	0.2%	--
- Between 0 and 2 years old	0.0%	--	--	0.0%	0.0%	--
- Between 3 and 12 years old	0.1%	--	--	0.1%	0.2%	--
- Between 0 -2 and 3-12 years old	0.0%	--	--	0.1%	0.0%	--
<b>Tourists without children</b>	99.8%	--	--	99.8%	99.8%	--
<b>Group composition:</b>						
- 1 person	13.1%	--	--	20.2%	10.1%	--
- 2 people	44.1%	--	--	37.8%	48.9%	--
- 3 people	17.1%	--	--	15.2%	20.5%	--
- 4 or 5 people	19.1%	--	--	19.0%	19.1%	--
- 6 or more people	6.5%	--	--	7.8%	1.4%	--
<b>Average group size:</b>	2.84	--	--	2.77	2.64	--

\*People who share the main expenses of the trip

% TOURISTS WHO  
TRAVEL ONLY  
WITH PARTNER

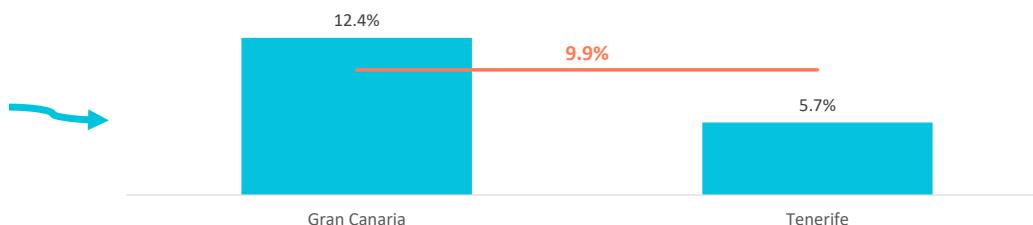


## TRIP BOOKING

## How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.4%	--	--	3.4%	0.0%	--
Between 1 and 30 days	22.2%	--	--	22.9%	20.5%	--
Between 1 and 2 months	26.2%	--	--	21.8%	33.8%	--
Between 3 and 6 months	40.3%	--	--	39.4%	39.9%	--
More than 6 months	9.9%	--	--	12.4%	5.7%	--

% TOURISTS WHO  
BOOK THEIR TRIP  
WITH MORE THAN 6  
MONTHS



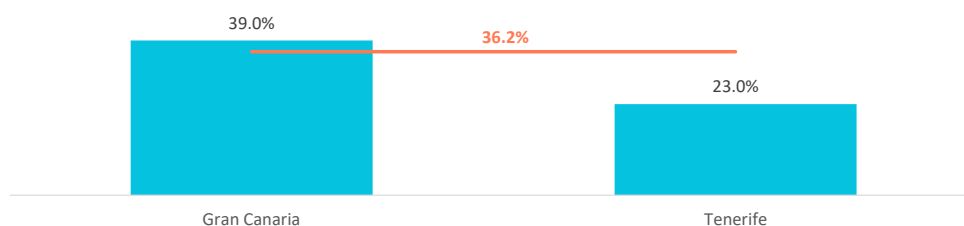
## With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
<b>Flight</b>						
- Directly with the airline	51.9%	--	--	51.4%	51.7%	--
- Tour Operator or Travel Agency	48.1%	--	--	48.6%	48.3%	--
<b>Accommodation</b>						
- Directly with the accommodation	36.1%	--	--	33.2%	31.4%	--
- Tour Operator or Travel Agency	63.9%	--	--	66.8%	68.6%	--

## What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	22.9%	--	--	27.8%	20.5%	--
Bed and Breakfast	9.2%	--	--	8.7%	9.8%	--
Half board	27.5%	--	--	20.6%	43.7%	--
Full board	4.2%	--	--	4.0%	3.1%	--
All inclusive	36.2%	--	--	39.0%	23.0%	--

% TOURISTS WHO  
BOOK ALL  
INCLUSIVE



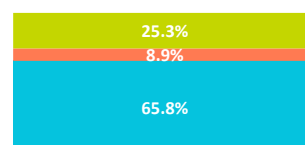
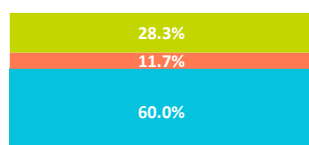
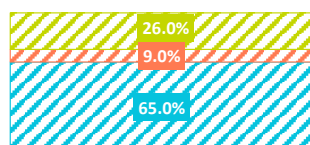
## ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	14.9%	--	--	19.8%	10.1%	--
4* Hotel	41.8%	--	--	30.5%	47.2%	--
5* Hotel / 5* Luxury Hotel	8.3%	--	--	9.8%	8.5%	--
Aparthotel / Tourist Villa	9.0%	--	--	11.7%	8.9%	--
House/room rented in a private dwelling	0.0%	--	--	0.0%	0.0%	--
Private accommodation <sup>(1)</sup>	14.5%	--	--	14.8%	18.9%	--
Others (Cottage, cruise, camping,...)	2.2%	--	--	1.9%	0.0%	--

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

## TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



Canary Islands

Gran Canaria

Tenerife

# TOURIST PROFILE BY ISLAND OF STAY (2024)

## PORTUGAL



### TRIP MOTIVATION AND DESTINATION CHOICE

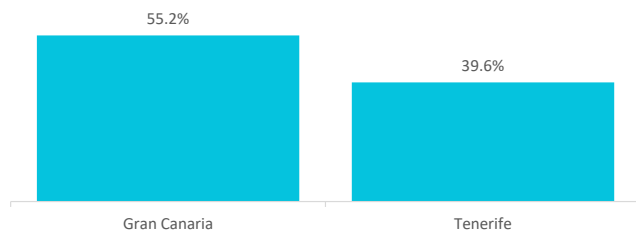
#### What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	80.6%	--	--	75.6%	79.3%	--
Family reasons	12.2%	--	--	15.0%	12.6%	--
Business	2.6%	--	--	4.5%	2.1%	--
Education and training	0.0%	--	--	0.0%	0.0%	--
Sports training	0.3%	--	--	0.0%	0.7%	--
Health	0.0%	--	--	0.0%	0.0%	--
Conventions and Exhibitions	3.8%	--	--	4.9%	4.6%	--
Others	0.6%	--	--	0.0%	0.7%	--

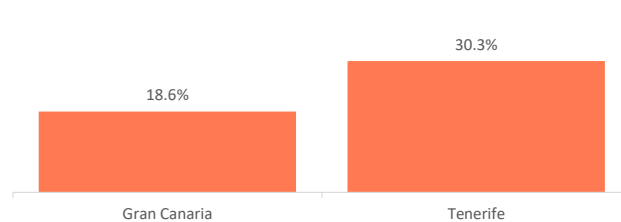
#### What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	47.0%	--	--	55.2%	39.6%	--
Enjoy family time	23.8%	--	--	21.7%	24.8%	--
Have fun	3.8%	--	--	3.9%	4.4%	--
Explore the destination	23.8%	--	--	18.6%	30.3%	--
Practice their hobbies	1.1%	--	--	0.6%	0.0%	--
Other reasons	0.4%	--	--	0.0%	1.0%	--

#### REST



#### EXPLORE THE DESTINATION



#### Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	62.6%	--	--	61.3%	63.3%	--
Safety	54.0%	--	--	50.4%	54.4%	--
Tranquility	50.4%	--	--	49.2%	49.8%	--
Sea	46.3%	--	--	44.8%	40.9%	--
Accommodation supply	44.7%	--	--	31.8%	52.9%	--
Beaches	44.5%	--	--	44.8%	39.4%	--
Effortless trip	41.8%	--	--	48.0%	34.7%	--
Price	39.3%	--	--	34.8%	41.2%	--
European belonging	33.5%	--	--	39.9%	29.2%	--
Landscapes	28.6%	--	--	29.4%	29.7%	--
Environment	27.7%	--	--	30.1%	24.5%	--
Gastronomy	26.8%	--	--	38.3%	18.6%	--
Fun possibilities	22.2%	--	--	24.9%	21.7%	--
Authenticity	22.2%	--	--	27.0%	19.6%	--
Exoticism	12.8%	--	--	18.1%	9.0%	--
Hiking trail network	12.4%	--	--	13.2%	10.2%	--
Shopping	11.4%	--	--	14.6%	11.7%	--
Culture	10.9%	--	--	11.5%	8.2%	--
Historical heritage	10.8%	--	--	13.6%	8.4%	--
Nightlife	8.6%	--	--	15.0%	6.9%	--

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	28.7%	--	--	24.5%	29.0%	--
Friends or relatives	29.1%	--	--	28.1%	36.2%	--
Internet or social media	52.9%	--	--	49.8%	52.6%	--
Mass Media	3.7%	--	--	1.3%	5.2%	--
Travel guides and magazines	7.8%	--	--	6.5%	8.0%	--
Travel Blogs or Forums	10.4%	--	--	4.7%	15.4%	--
Travel TV Channels	0.9%	--	--	0.0%	2.0%	--
Tour Operator or Travel Agency	25.0%	--	--	24.7%	24.4%	--
Public administrations or similar	0.4%	--	--	0.0%	0.9%	--
Others	1.9%	--	--	3.5%	0.7%	--

\* Multi-choice question

## TOURIST PROFILE BY ISLAND OF STAY (2024)

## PORTUGAL



## SATISFACTION AND LOYALTY INDICATORS

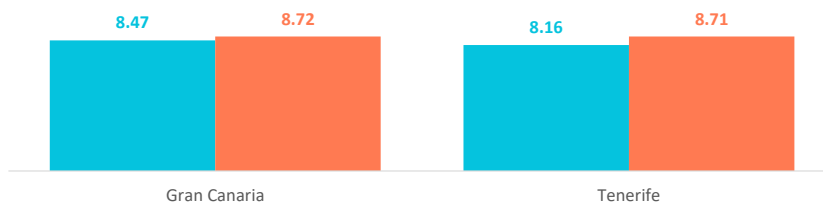
## Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.50	--	--	8.52	8.53	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	6.6%	--	--	4.3%	5.7%	--
Lived up to expectations	46.0%	--	--	52.8%	42.8%	--
Better or much better than expected	47.4%	--	--	42.9%	51.5%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.30	--	--	8.47	8.16	--
Recommend visiting the Canary Islands	8.72	--	--	8.72	8.71	--

RETURN TO THE  
CANARY  
ISLANDS



Canary Islands  
8.3



RECOMMEND  
VISITING THE  
CANARY ISLANDS



Canary Islands  
8.72

## 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	46.1%	--	--	51.4%	48.9%	--
Repeat tourists	53.9%	--	--	48.6%	51.1%	--
At least 10 previous visits	9.7%	--	--	16.8%	5.0%	--
Repeat tourists (last 5 years)	44.7%	--	--	40.0%	40.0%	--
Repeat tourists (last 5 years) (5 or more visits)	9.9%	--	--	10.8%	10.2%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	18.9%	--	--	24.2%	14.3%	--
Fuerteventura	18.9%	--	--	18.4%	27.9%	--
Gran Canaria	40.1%	--	--	45.1%	10.0%	--
Tenerife	42.7%	--	--	8.8%	49.6%	--
La Palma	9.7%	--	--	0.0%	0.0%	--
CANARY ISLANDS	53.9%	--	--	48.6%	51.1%	--

## How to interpret the table

- Column Canary Islands = refers to the % of repeat portuguese tourists on each island regardless of island of stay in this trip (2024).
- Column each island = refers to the % of repeat portuguese tourists on each island by island of stay in 2024. For example: 45.1% refers to % repeat portuguese tourists who repeat Gran Canaria in 2024 and stay in Gran Canaria in this trip. 8.8% portuguese tourists who stay in Gran Canaria in 2024 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % repeat portuguese tourists by island of stay. For exdample: 51.1% refers to % portuguese 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	89.7%	--	--	90.9%	92.5%	--
Two islands	7.9%	--	--	9.1%	5.8%	--
Three or more islands	2.3%	--	--	0.0%	1.7%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	8.7%	--	--	0.0%	0.5%	--
Fuerteventura	12.0%	--	--	0.0%	0.7%	--
Gran Canaria	38.5%	--	--	100%	3.4%	--
Tenerife	47.2%	--	--	3.1%	100%	--
La Gomera	0.1%	--	--	0.0%	0.0%	--
La Palma	0.8%	--	--	0.5%	0.0%	--
El Hierro	0.5%	--	--	0.0%	0.0%	--
Cruise	0.9%	--	--	0.5%	1.2%	--

TOURIST PROFILE BY ISLAND OF STAY (2024)

PORTUGAL



ACTIVITIES IN THE CANARY ISLANDS

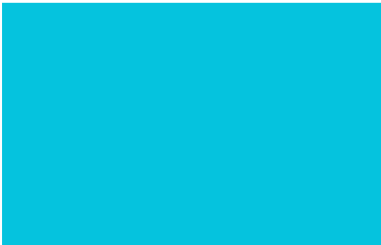
Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	1.2%	--	--	1.4%	1.5%	--
1 - 2 hours	8.8%	--	--	7.9%	8.7%	--
3 - 6 hours	31.6%	--	--	33.2%	28.2%	--
7 - 12 hours	50.3%	--	--	46.7%	54.0%	--
More than 12 hours	8.1%	--	--	10.8%	7.6%	--
Outdoor time per day	7.7	--	--	8.1	7.6	--



Canary Islands  
7.7

8.1



Gran Canaria

7.6



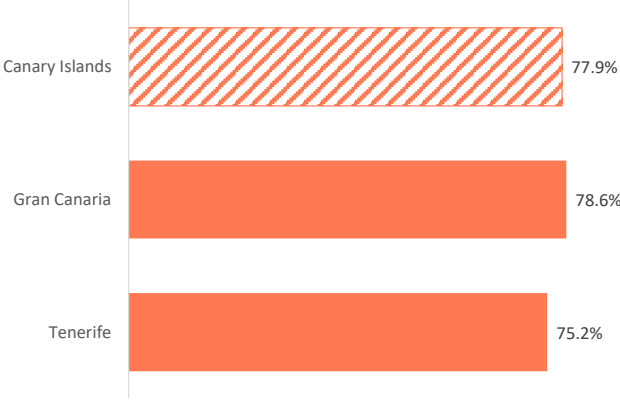
Tenerife

Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	79.2%	--	--	75.2%	81.4%	--
Beach	77.9%	--	--	78.6%	75.2%	--
Swimming pool, hotel facilities	63.1%	--	--	61.1%	63.2%	--
Explore the island on their own	56.1%	--	--	50.0%	56.1%	--
Taste Canarian gastronomy	26.5%	--	--	22.8%	29.7%	--
Hiking	25.8%	--	--	23.5%	27.5%	--
Organized excursions	24.5%	--	--	17.2%	32.7%	--
Nightlife / concerts / shows	17.6%	--	--	7.1%	23.9%	--
Theme parks	15.9%	--	--	20.3%	15.5%	--
Sea excursions / whale watching	15.2%	--	--	11.6%	16.4%	--
Wineries / markets / popular festivals	13.7%	--	--	14.9%	6.3%	--
Museums / exhibitions	11.9%	--	--	7.4%	15.6%	--
Other Nature Activities	5.7%	--	--	7.0%	2.0%	--
Swim	5.6%	--	--	3.3%	9.0%	--
Beauty and health treatments	3.9%	--	--	4.6%	3.0%	--
Running	2.6%	--	--	5.8%	1.1%	--
Practice other sports	2.4%	--	--	3.6%	0.7%	--
Astronomical observation	2.2%	--	--	2.0%	2.7%	--
Cycling / Mountain bike	1.9%	--	--	1.5%	2.4%	--
Surf	1.2%	--	--	0.5%	1.4%	--
Scuba Diving	0.3%	--	--	0.0%	0.0%	--
Golf	0.3%	--	--	0.0%	0.0%	--
Windsurf / Kitesurf	0.3%	--	--	0.0%	0.0%	--

WALK, WANDER

BEACH

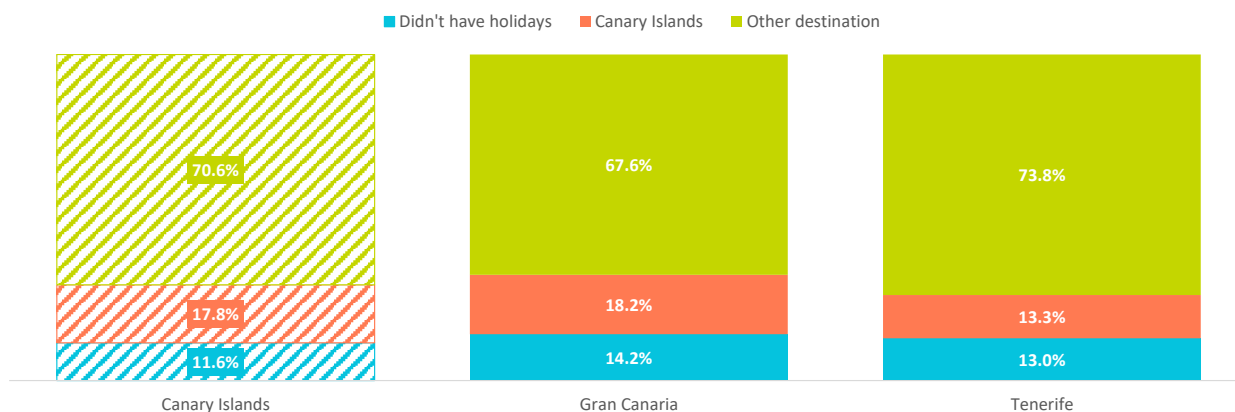


## COMPETITORS

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	11.6%	--	--	14.2%	13.0%	--
Canary Islands	17.8%	--	--	18.2%	13.3%	--
Other destination	70.6%	--	--	67.6%	73.8%	--
- Balearic Islands	4.6%	--	--	4.9%	5.7%	--
- Rest of Spain	12.0%	--	--	12.5%	10.8%	--
- Italy	5.7%	--	--	8.1%	5.1%	--
- France	3.4%	--	--	2.4%	4.6%	--
- Turkey	0.1%	--	--	0.0%	0.3%	--
- Greece	2.2%	--	--	2.5%	2.2%	--
- Portugal	18.9%	--	--	19.4%	17.8%	--
- Croatia	0.0%	--	--	0.0%	0.0%	--
- Egypt	0.9%	--	--	0.6%	0.8%	--
- Tunisia	0.7%	--	--	0.7%	0.5%	--
- Morocco	2.7%	--	--	2.3%	2.9%	--
- Others	19.3%	--	--	14.1%	23.0%	--

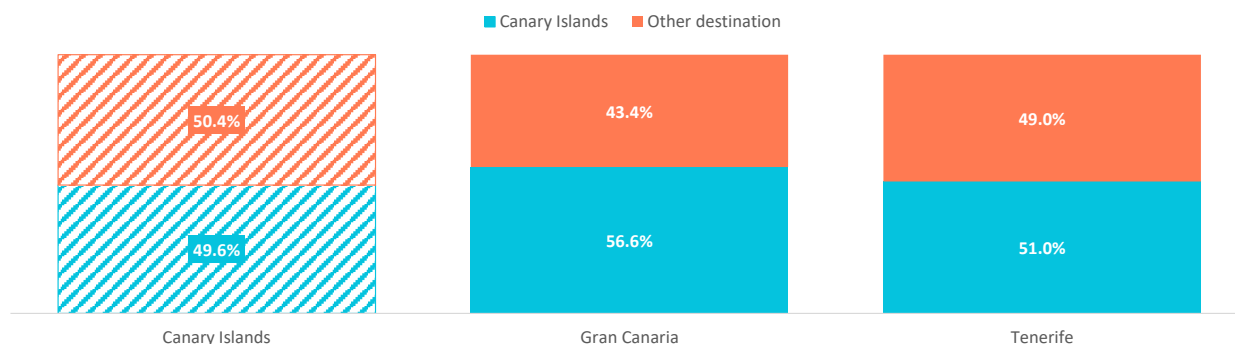
\* Percentage of valid answers



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")	23.1%	--	--	28.7%	25.4%	--
Canary Islands (other island)	26.5%	--	--	27.9%	25.6%	--
Other destination	50.4%	--	--	43.4%	49.0%	--
- Balearic Islands	14.5%	--	--	12.6%	14.1%	--
- Rest of Spain	7.6%	--	--	7.0%	8.0%	--
- Italy	5.9%	--	--	5.0%	6.1%	--
- France	1.0%	--	--	0.8%	1.4%	--
- Turkey	1.9%	--	--	0.0%	2.8%	--
- Greece	5.9%	--	--	4.6%	4.0%	--
- Portugal	3.9%	--	--	5.9%	1.3%	--
- Croatia	3.1%	--	--	2.5%	4.8%	--
- Egypt	2.4%	--	--	1.8%	2.3%	--
- Others	4.2%	--	--	3.4%	4.2%	--

\* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2024)

PORTUGAL



FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Portugal	67.2%	--	--	71.2%	74.0%	--
Spanish Mainland	31.3%	--	--	28.0%	24.0%	--
Others	0.4%	--	--	0.0%	0.0%	--
Germany	0.2%	--	--	0.0%	0.6%	--
Italy	0.2%	--	--	0.0%	0.5%	--
Others	0.7%	--	--	0.8%	0.9%	--

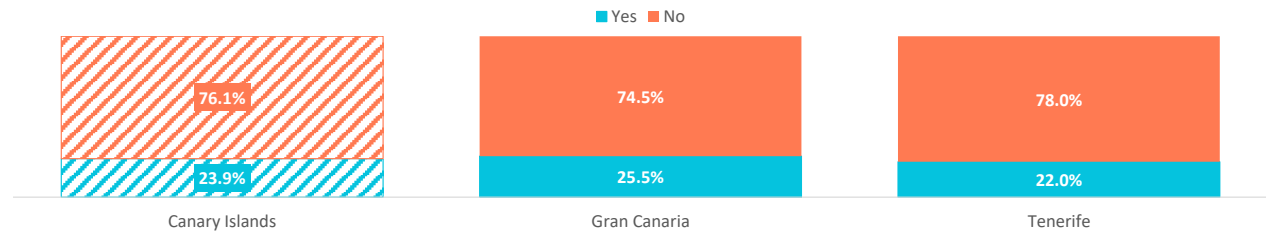
TOURIST TAX (Data available from Q2 2024)

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	55.9%	--	--	56.0%	57.6%	--
No	28.5%	--	--	33.0%	24.3%	--
Not remember	15.7%	--	--	11.1%	18.2%	--

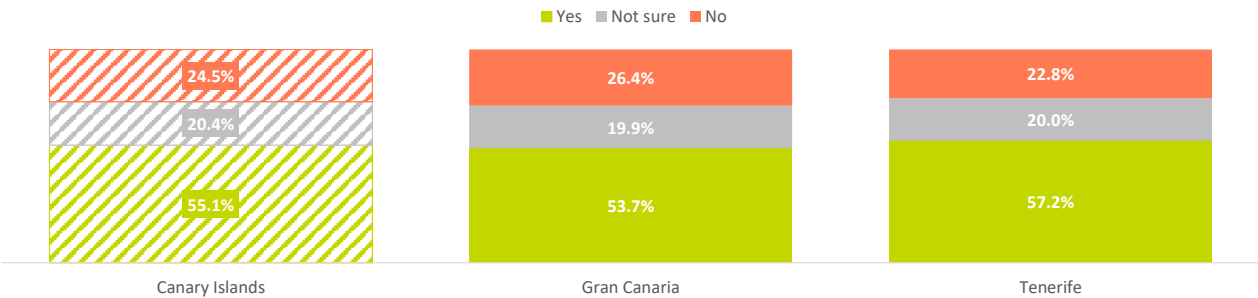
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	23.9%	--	--	25.5%	22.0%	--
No	76.1%	--	--	74.5%	78.0%	--



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	55.1%	--	--	53.7%	57.2%	--
- For any purpose	10.4%	--	--	9.3%	11.9%	--
- Improve living conditions	11.3%	--	--	10.3%	11.4%	--
- Improve economic development	7.2%	--	--	3.7%	10.4%	--
- Improve the environment	15.0%	--	--	16.7%	12.6%	--
- Improve the tourist environment	5.5%	--	--	5.9%	4.9%	--
- Other purposes	5.9%	--	--	7.8%	6.0%	--
Not sure	20.4%	--	--	19.9%	20.0%	--
No	24.5%	--	--	26.4%	22.8%	--



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	57.1%	--	--	66.7%	50.1%	--
Up to 2 euros	26.7%	--	--	16.3%	37.2%	--
Up to 3 euros	11.6%	--	--	9.5%	9.6%	--
More than 3 euros	4.5%	--	--	7.6%	3.2%	--

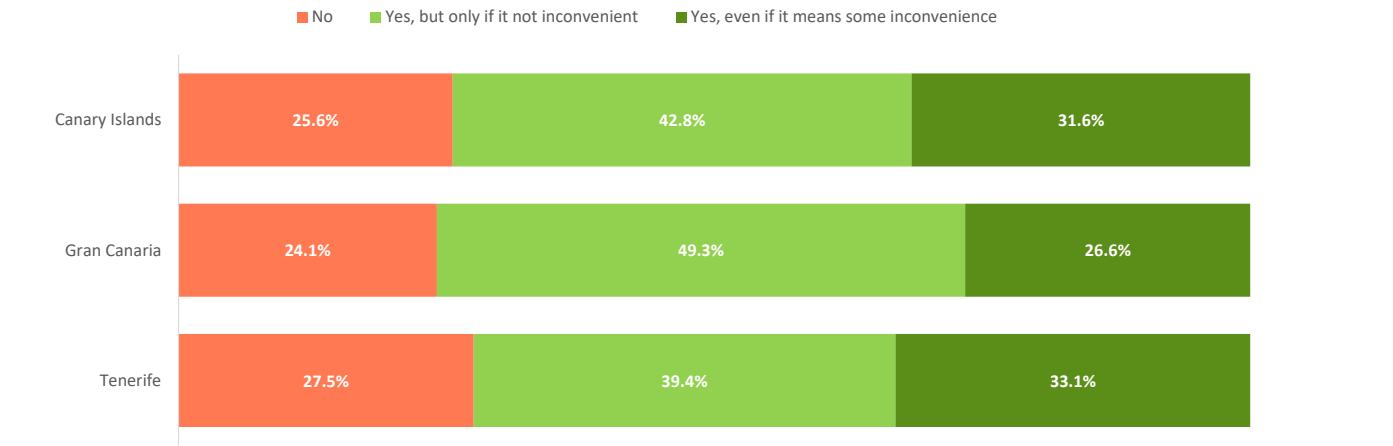
TOURIST PROFILE BY ISLAND OF STAY (2024)

PORTUGAL

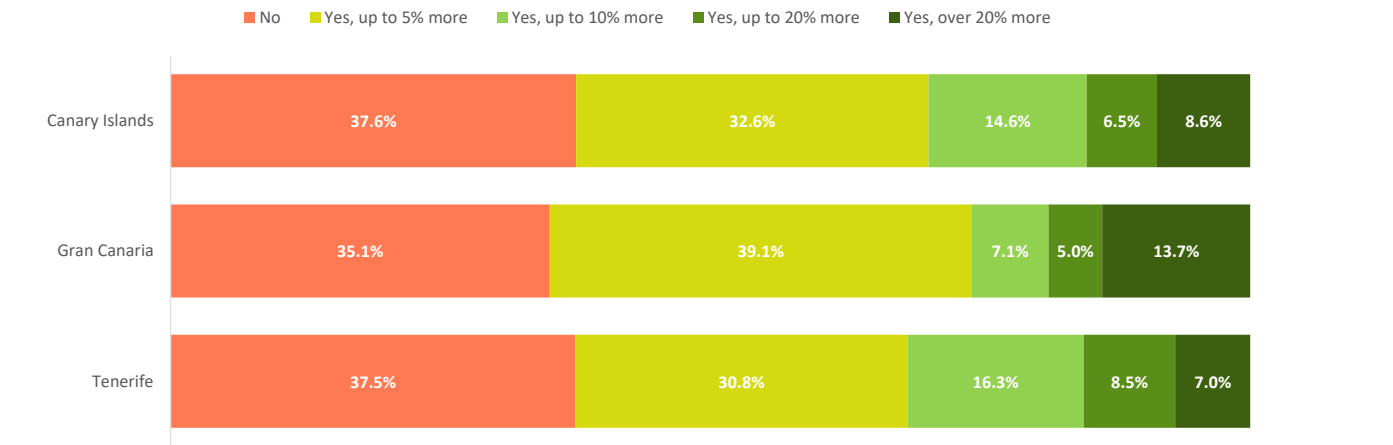


SUSTAINABLE DESTINATION (DATA = 2023)

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?



Percepçion of the following sustainability measures during their stay \*

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.9	--	--	7.8	8.1	--
Tolerance towards tourism	8.6	--	--	8.7	8.6	--
Cleanliness of the island	7.7	--	--	7.5	7.7	--
Air quality	8.1	--	--	7.8	8.3	--
Rational water consumption	7.4	--	--	7.3	7.7	--
Energy saving	7.0	--	--	7.2	7.1	--
Use of renewable energy	7.5	--	--	7.8	7.4	--
Recycling	6.8	--	--	7.0	6.8	--
Easy to get around by public transport	7.6	--	--	7.7	7.4	--
Overcrowding in tourist areas	7.1	--	--	7.4	6.9	--
Supply of local products	7.5	--	--	7.3	7.5	--

\* Scale 0 - 10 ( 0 = Not important and 10 = Very important)