Canary Islands · LATITUDE OF LIFE

INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	**5,354,753**	**1,437,942**	**670,821**	**875,392**	**2,355,897**	**10,598**
% Tourists	**100%**	**26.9%**	**12.5%**	**16.3%**	**44.0%**	**0.2%**
% tourists who book holiday package	59.2%	56.2%	66.1%	61.7%	58.1%	83.9%
Expenditure per tourist (€)	**1,472**	**1,462**	**1,394**	**1,416**	**1,521**	**1,497**
- book holiday package	1,617	1,578	1,512	1,556	1,698	1,443
- holiday package	1,331	1,309	1,294	1,270	1,380	1,272
- others	762	748	679	731	807	706
- do not book holiday package	1,262	1,314	1,164	1,190	1,274	1,777
- flight	320	329	316	307	318	334
- accommodation	466	506	387	438	468	908
- others	762	748	679	731	807	706
Average lenght of stay	**8.46**	**8.57**	**8.38**	**8.48**	**8.39**	**8.66**
Average daily expenditure (€)	**191.1**	**183.5**	**179.9**	**181.7**	**202.5**	**180.9**
Average daily expenditure without flight (€)	**138.7**	**132.5**	**122.9**	**131.9**	**149.6**	**126.9**
Average cost of the flight (€)	**398.4**	**399.5**	**437.0**	**384.5**	**391.8**	**422.9**
Total turnover (≥ 16 years old) (€m)	**7,882**	**2,103**	**935**	**1,239**	**3,583**	**16**
% Turnover	**100%**	**26.7%**	**11.9%**	**15.7%**	**45.5%**	**0.2%**
Turnover without flight (≥ 16 years old) (€m)	**5,749**	**1,528**	**642**	**903**	**2,660**	**11**
Tourist arrivals (FRONTUR)	**6,191,903**	**1,670,066**	**774,966**	**1,003,439**	**2,726,522**	**12,519**
Passenger arrivals on non-stop flights (AENA)	**6,286,375**	**1,690,057**	**785,236**	**1,015,393**	**2,783,265**	**12,424**
Children < 16 years old (FRONTUR - EGT)	**837,150**	**232,124**	**104,145**	**128,047**	**370,625**	**1,921**

% TOURISTS (≥ 16 years old)

La Palma; 0.2%
Lanzarote; 26.9%
Fuerteventura; 12.5%
Gran Canaria; 16.3%
Tenerife; 44.0%

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)

Canary Islands 59.2%
Lanzarote 56.2%
Fuerteventura 66.1%
Gran Canaria 61.7%
Tenerife 58.1%
La Palma 83.9%

AVERAGE LENGHT OF STAY

Canary Islands 8.46
Lanzarote 8.57
Fuerteventura 8.38
Gran Canaria 8.48
Tenerife 8.39
La Palma 8.66
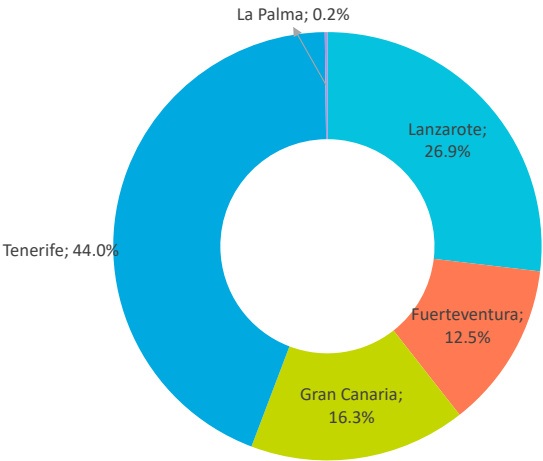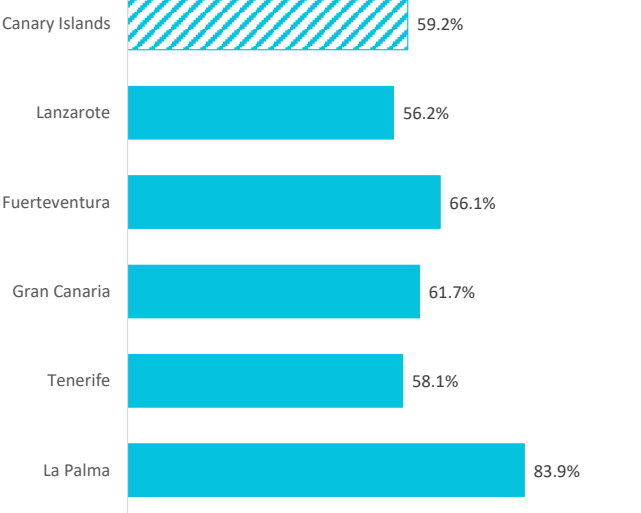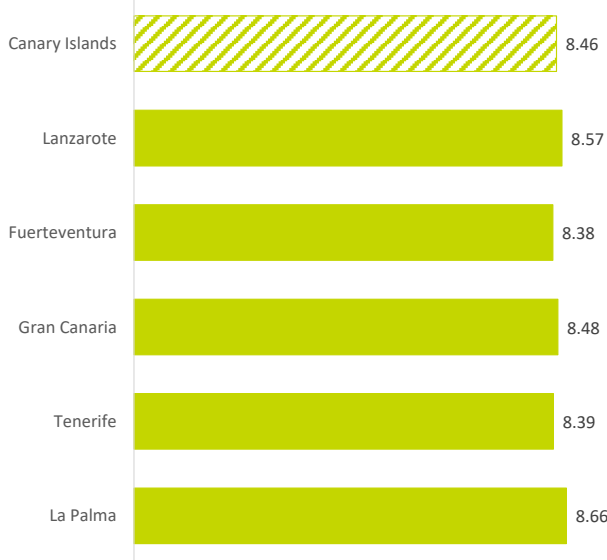
EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)
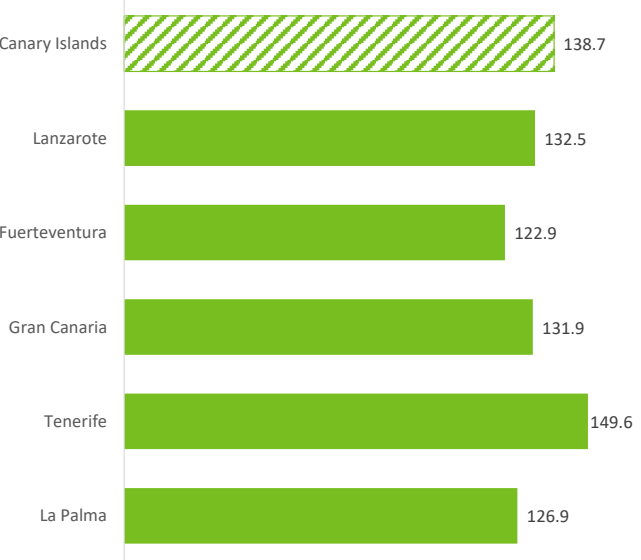
Canary Islands 138.7
Lanzarote 132.5
Fuerteventura 122.9
Gran Canaria 131.9
Tenerife 149.6
La Palma 126.9

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	**87.2%**	90.4%	88.5%	87.4%	84.7%	95.6%
- Additional accommodation expenses	**5.4%**	3.2%	6.4%	4.7%	6.7%	8.0%
Transport:						
- National/International Transport	**96.8%**	98.0%	97.8%	97.5%	95.5%	100.0%
- Flights between islands	**3.2%**	3.4%	5.9%	2.7%	2.5%	6.9%
- Taxi	**65.7%**	59.1%	63.2%	66.1%	70.3%	49.5%
- Car rental	**15.3%**	20.7%	15.8%	12.3%	12.8%	21.8%
- Public transport	**8.7%**	7.8%	7.4%	13.2%	7.9%	18.6%
Food and drink:						
- Food purchases at supermarkets	**56.1%**	60.9%	58.6%	54.6%	53.1%	51.5%
- Restaurants	**67.7%**	69.1%	55.5%	64.2%	71.7%	72.8%
Leisure:						
- Organized excursions	**17.6%**	13.9%	13.6%	14.5%	22.0%	33.9%
- Sport activities	**6.5%**	5.7%	6.8%	6.6%	6.9%	7.4%
- Cultural activities	**1.9%**	2.4%	1.1%	2.3%	1.6%	1.4%
- Museums	**2.9%**	6.2%	1.4%	2.0%	1.6%	4.5%
- Theme Parks	**12.4%**	6.2%	5.4%	6.1%	20.5%	1.0%
- Discos and pubs	**15.5%**	12.4%	10.8%	13.7%	19.5%	4.1%
- Wellness	**4.8%**	3.3%	3.1%	4.7%	6.2%	9.0%
Purchases of goods:						
- Souvenirs	**39.8%**	42.3%	44.0%	38.0%	37.9%	32.4%
- Real estate	**0.1%**	0.1%	0.0%	0.1%	0.1%	0.0%
- Other purchases	**0.8%**	0.7%	0.6%	0.5%	1.0%	0.9%
Others:						
- Medical expenses	**6.0%**	6.0%	5.5%	5.8%	6.2%	5.2%
- Other expenses	**4.9%**	4.4%	6.1%	4.0%	5.2%	9.9%

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:	**929**	**876**	**965**	**918**	**953**	**1,025**
- Accommodation	**772**	738	700	748	825	817
- Additional accommodation expenses	**157**	138	264	170	129	209
Transport:	**704**	**671**	**698**	**711**	**740**	**872**
- National/International Transport	**412**	408	447	394	410	423
- Flights between islands	**78**	58	48	100	104	152
- Taxi	**76**	75	69	69	81	146
- Car rental	**112**	107	106	123	116	127
- Public transport	**26**	24	29	24	29	24
Food and drink:	**336**	**357**	**257**	**340**	**341**	**138**
- Food purchases at supermarkets	**107**	117	93	111	102	56
- Restaurants	**230**	240	163	229	239	82
Leisure:	**582**	**542**	**496**	**596**	**602**	**321**
- Organized excursions	**92**	91	85	86	94	104
- Sport activities	**98**	94	88	96	102	40
- Cultural activities	**76**	66	51	87	87	8
- Museums	**44**	49	35	40	36	19
- Theme Parks	**81**	81	63	70	84	19
- Discos and pubs	**115**	94	108	149	115	50
- Wellness	**77**	67	66	69	84	82
Purchases of goods:	**6,544**	**652**	**61,549**	**354**	**3,204**	**69**
- Souvenirs	**87**	84	84	106	83	44
- Real estate	**6,205**	416	61,415	150	2,756	0
- Other purchases	**252**	152	50	98	365	25
Others:	**126**	**111**	**131**	**97**	**140**	**108**
- Medical expenses	**37**	31	30	44	39	16
- Other expenses	**89**	79	102	53	100	92

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	**44.3%**	44.9%	42.5%	46.9%	43.5%	38.9%
Percentage of women	**55.7%**	55.1%	57.5%	53.1%	56.5%	61.1%
Age						
Average age (tourists above 16 years old)	**49.41**	53.60	49.21	45.28	48.47	44.99
Standard deviation	**16.5**	15.9	16.2	16.2	16.5	13.8
Age range						
16-24 years old	**7.7%**	4.2%	8.2%	12.0%	8.1%	4.8%
25-30 years old	**8.0%**	4.9%	8.3%	10.8%	8.8%	7.8%
31-45 years old	**28.0%**	23.6%	26.0%	29.8%	30.6%	45.9%
46-60 years old	**26.2%**	28.0%	29.0%	27.1%	23.9%	25.9%
Over 60 years old	**30.2%**	39.4%	28.4%	20.4%	28.7%	15.6%
Occupation						
Salaried worker	**56.5%**	51.1%	58.7%	62.8%	56.7%	66.3%
Self-employed	**10.8%**	10.5%	10.9%	12.0%	10.5%	8.3%
Unemployed	**0.4%**	0.2%	0.9%	0.7%	0.2%	0.5%
Business owner	**4.8%**	4.7%	3.8%	4.0%	5.5%	3.1%
Student	**2.0%**	1.5%	1.5%	2.2%	2.4%	0.0%
Retired	**24.3%**	31.3%	22.7%	17.0%	23.2%	19.9%
Unpaid domestic work	**0.7%**	0.4%	0.8%	0.6%	0.8%	1.0%
Others	**0.6%**	0.3%	0.7%	0.8%	0.8%	0.9%
Annual household income level						
Less than €25,000	**9.4%**	9.8%	9.2%	9.9%	9.0%	0.9%
€25,000 - €49,999	**31.0%**	30.0%	32.8%	30.8%	31.2%	29.9%
€50,000 - €74,999	**25.3%**	26.4%	23.9%	26.1%	24.9%	21.4%
More than €74,999	**34.3%**	33.9%	34.1%	33.2%	34.9%	47.8%
Education level						
No studies	**9.9%**	9.5%	9.4%	9.8%	10.3%	6.5%
Primary education	**0.7%**	0.5%	1.0%	0.5%	0.7%	0.0%
Secondary education	**18.0%**	18.5%	19.0%	18.6%	17.1%	19.2%
Higher education	**71.5%**	71.5%	70.6%	71.1%	71.9%	74.3%

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	**7.5%**	4.8%	9.6%	13.7%	6.3%	9.0%
Only with partner	**48.5%**	50.5%	45.1%	47.9%	48.5%	42.9%
Only with children (< 13 years old)	**3.9%**	3.9%	5.5%	3.1%	3.6%	8.8%
Partner + children (< 13 years old)	**7.7%**	6.9%	8.3%	5.9%	8.7%	12.2%
Other relatives	**12.6%**	13.5%	11.8%	11.2%	12.8%	11.7%
Friends	**6.4%**	5.2%	5.6%	7.2%	7.0%	3.1%
Work colleagues	**0.1%**	0.0%	0.0%	0.2%	0.1%	0.0%
Organized trip	**0.1%**	0.1%	0.0%	0.0%	0.1%	0.0%
Other combinations [2]	**13.3%**	15.0%	14.1%	10.7%	12.9%	12.3%

[2] Different situations have been isolated

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists with children	**6.8%**	**10.3%**	**6.7%**	**3.3%**	**7.7%**	**2.4%**
- Between 0 and 2 years old	**0.5%**	0.8%	0.4%	0.4%	0.5%	0.3%
- Between 3 and 12 years old	**5.8%**	8.7%	5.7%	2.6%	6.7%	1.6%
- Between 0 -2 and 3-12 years old	**0.5%**	0.8%	0.6%	0.2%	0.5%	0.5%
Tourists without children	**93.2%**	**89.7%**	**93.3%**	**96.7%**	**92.3%**	**97.6%**
Group composition:						
- 1 person	**9.4%**	7.4%	11.1%	16.1%	7.6%	9.6%
- 2 people	**55.1%**	55.0%	53.3%	54.7%	56.0%	47.1%
- 3 people	**12.1%**	11.1%	13.1%	11.7%	12.6%	13.7%
- 4 or 5 people	**17.5%**	19.5%	16.7%	14.0%	17.8%	20.6%
- 6 or more people	**5.9%**	7.0%	5.8%	3.5%	6.1%	9.0%
Average group size:	**2.73**	2.84	2.69	2.46	2.78	3.01

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL ONLY WITH PARTNER

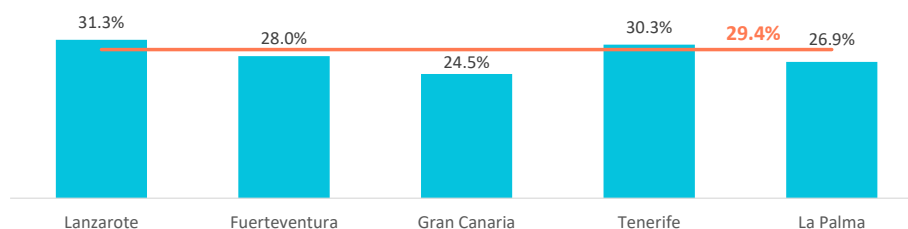| Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
50.5%	45.1%	47.9%	48.5%	42.9%
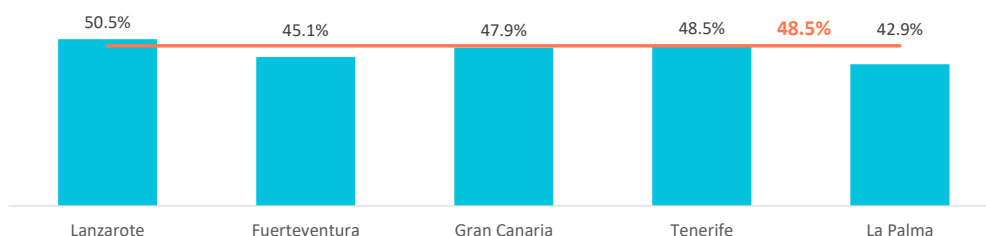
TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.6%	0.4%	0.4%	0.8%	0.6%	0.0%
Between 1 and 30 days	18.3%	18.6%	17.2%	20.9%	17.6%	23.7%
Between 1 and 2 months	19.9%	18.1%	22.3%	20.3%	20.2%	24.7%
Between 3 and 6 months	31.8%	31.6%	32.1%	33.5%	31.4%	24.7%
More than 6 months	29.4%	31.3%	28.0%	24.5%	30.3%	26.9%

**% 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	48.7%	52.5%	43.7%	45.9%	48.9%	21.9%
- Tour Operator or Travel Agency	51.3%	47.5%	56.3%	54.1%	51.1%	78.1%
Accommodation						
- Directly with the accommodation	35.3%	39.7%	30.3%	32.3%	35.2%	15.8%
- Tour Operator or Travel Agency	64.7%	60.3%	69.7%	67.7%	64.8%	84.2%

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	29.4%	35.2%	22.4%	31.4%	27.4%	4.6%
Bed and Breakfast	14.6%	13.0%	6.9%	14.1%	18.1%	2.5%
Half board	15.4%	13.5%	12.4%	11.7%	18.8%	16.3%
Full board	1.9%	1.5%	1.3%	2.1%	2.2%	1.8%
All inclusive	38.6%	36.9%	57.0%	40.8%	33.4%	74.9%

% TOURISTS WHO BOOK ALL INCLUSIVE
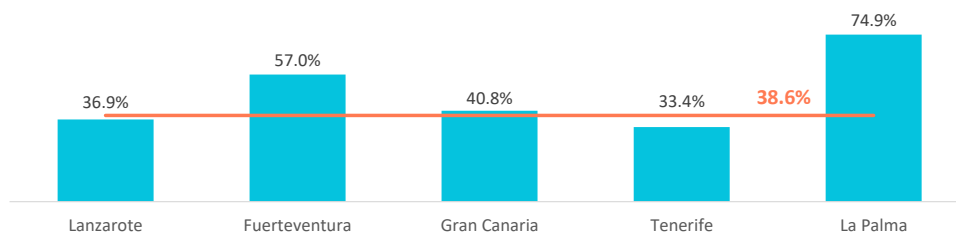
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	8.6%	7.3%	11.8%	12.2%	7.1%	0.0%
4* Hotel	39.4%	33.4%	50.7%	39.3%	39.7%	89.8%
5* Hotel / 5* Luxury Hotel	11.8%	11.7%	4.7%	9.5%	14.7%	0.0%
Aparthotel / Tourist Villa	19.5%	23.0%	10.9%	20.3%	19.6%	2.5%
House/room rented in a private dwelling	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Private accommodation [1]	6.5%	5.1%	6.2%	7.1%	7.3%	4.4%
Others (Cottage, cruise, camping,..)	1.7%	1.3%	1.4%	2.1%	1.7%	0.3%

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

TYPE OF ACCOMMODATION
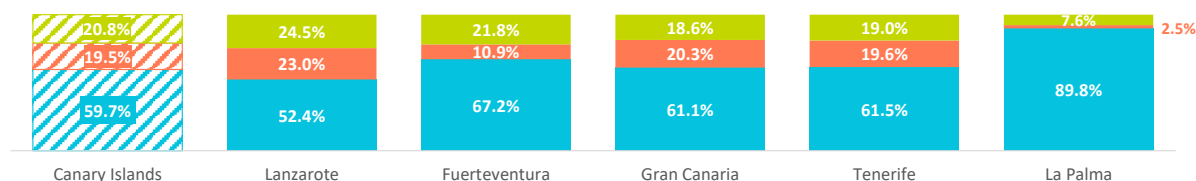
TRIP MOTIVATION AND DESTINATION CHOICE

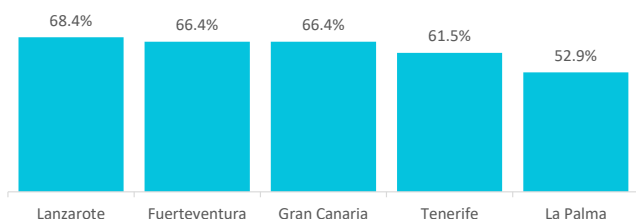### What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	**95.0%**	96.4%	95.2%	91.9%	95.1%	99.4%
Family reasons	**4.1%**	2.8%	4.4%	6.1%	4.1%	0.6%
Business	**0.3%**	0.1%	0.2%	0.8%	0.3%	0.0%
Education and training	**0.1%**	0.0%	0.0%	0.2%	0.0%	0.0%
Sports training	**0.2%**	0.4%	0.2%	0.3%	0.1%	0.0%
Health	**0.0%**	0.0%	0.0%	0.0%	0.1%	0.0%
Conventions and Exhibitions	**0.0%**	0.0%	0.0%	0.0%	0.0%	0.0%
Others	**0.3%**	0.2%	0.0%	0.6%	0.3%	0.0%

What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	**64.7%**	68.4%	66.4%	66.4%	61.5%	52.9%
Enjoy family time	**16.0%**	14.4%	16.0%	16.0%	17.0%	17.0%
Have fun	**10.3%**	8.2%	8.9%	10.0%	12.1%	13.9%
Explore the destination	**7.0%**	7.0%	6.4%	6.6%	7.2%	10.8%
Practice their hobbies	**1.0%**	1.1%	1.8%	0.5%	0.9%	1.5%
Other reasons	**1.0%**	0.9%	0.6%	0.5%	1.4%	4.0%

REST

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
68.4%	66.4%	66.4%	61.5%	52.9%

EXPLORE THE DESTINATION

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
7.0%	6.4%	6.6%	7.2%	10.8%
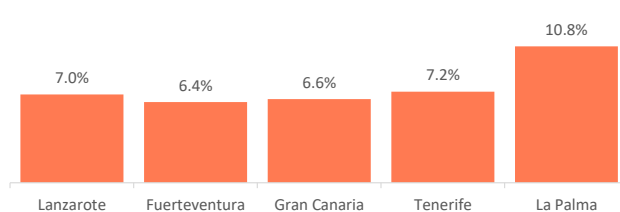
Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	**79.9%**	77.9%	80.5%	81.1%	80.6%	74.6%
Safety	**66.3%**	66.6%	66.7%	65.8%	66.3%	61.6%
Tranquility	**56.7%**	57.1%	54.7%	58.1%	56.5%	65.2%
Sea	**49.9%**	52.5%	49.1%	50.9%	48.2%	53.9%
Accommodation supply	**48.5%**	46.7%	51.9%	52.4%	47.2%	61.7%
Beaches	**48.1%**	48.4%	47.3%	50.1%	47.5%	35.0%
Effortless trip	**34.8%**	36.9%	30.5%	35.0%	34.6%	45.3%
Price	**34.6%**	34.9%	42.0%	38.4%	31.1%	23.4%
European belonging	**33.3%**	34.2%	30.0%	33.9%	33.5%	38.1%
Landscapes	**31.6%**	29.0%	42.3%	39.1%	27.4%	14.6%
Environment	**27.3%**	28.7%	25.9%	29.4%	26.0%	20.1%
Gastronomy	**25.6%**	20.0%	25.3%	28.7%	28.0%	19.3%
Fun possibilities	**23.2%**	24.8%	19.4%	24.1%	23.0%	41.1%
Authenticity	**20.7%**	20.7%	20.5%	24.2%	19.5%	30.9%
Exoticism	**10.6%**	8.0%	10.0%	12.6%	11.7%	4.2%
Hiking trail network	**10.2%**	11.0%	7.0%	12.5%	9.8%	11.1%
Shopping	**9.2%**	6.3%	6.3%	14.1%	10.0%	5.2%
Culture	**8.5%**	6.7%	8.5%	12.2%	8.1%	16.2%
Historical heritage	**7.7%**	8.6%	5.9%	9.0%	7.2%	10.3%
Nightlife	**4.3%**	3.6%	2.9%	5.5%	4.7%	18.9%

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?

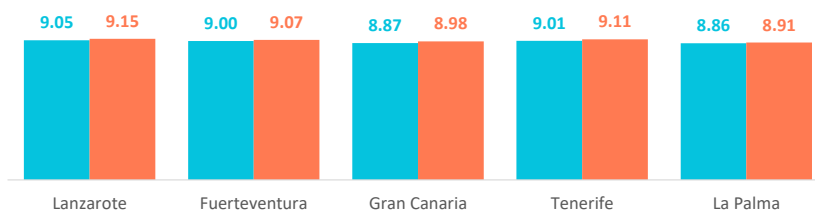|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	**61.8%**	65.6%	58.3%	54.2%	63.2%	56.7%
Friends or relatives	**28.1%**	26.4%	26.5%	27.4%	30.0%	17.1%
Internet or social media	**51.6%**	53.3%	52.1%	51.6%	50.3%	57.1%
Mass Media	**2.1%**	2.3%	1.2%	2.1%	2.1%	5.5%
Travel guides and magazines	**4.9%**	5.6%	4.6%	4.9%	4.7%	9.1%
Travel Blogs or Forums	**4.3%**	4.3%	3.6%	4.7%	4.4%	2.1%
Travel TV Channels	**0.8%**	0.8%	0.5%	0.5%	1.0%	0.7%
Tour Operator or Travel Agency	**22.4%**	21.1%	25.4%	22.4%	22.3%	35.2%
Public administrations or similar	**0.5%**	0.6%	0.8%	0.3%	0.3%	3.0%
Others	**3.1%**	2.8%	3.8%	3.0%	3.2%	0.8%

* Multi-choise question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.90	8.96	8.85	8.87	8.90	8.79

Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.4%	1.8%	2.7%	2.9%	2.4%	5.1%
Lived up to expectations	55.4%	56.5%	57.8%	53.2%	55.0%	46.9%
Better or much better than expected	42.2%	41.7%	39.5%	43.9%	42.6%	48.0%

Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	9.00	9.05	9.00	8.87	9.01	8.86
Recommend visiting the Canary Islands	9.09	9.15	9.07	8.98	9.11	8.91

RETURN TO THE CANARY ISLANDS — Canary Islands 9

RECOMMEND VISITING THE CANARY ISLANDS — Canary Islands 9,09

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return	9.05	9.00	8.87	9.01	8.86
Recommend	9.15	9.07	8.98	9.11	8.91

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	19.9%	16.9%	21.9%	25.3%	19.1%	17.7%
Repeat tourists	80.1%	83.1%	78.1%	74.7%	80.9%	82.3%
At least 10 previous visits	25.6%	29.8%	22.9%	22.8%	24.9%	14.2%
Repeat tourists (last 5 years)	70.8%	73.8%	69.5%	65.9%	71.2%	70.3%
Repeat tourists (last 5 years) (5 or more visits)	21.1%	23.6%	19.1%	19.2%	20.9%	20.4%

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	50.4%	**75.5%**	14.1%	16.5%	34.1%	1.1%
Fuerteventura	33.1%	24.0%	**65.2%**	15.2%	26.4%	0.9%
Gran Canaria	42.1%	16.9%	9.9%	**66.1%**	27.9%	1.7%
Tenerife	61.7%	19.8%	8.9%	16.9%	**75.5%**	1.5%
La Palma	5.0%	17.7%	14.2%	15.3%	30.7%	**61.0%**
CANARY ISLANDS	**80.1%**	83.1%	78.1%	74.7%	80.9%	82.3%

How to interpret the table

*1. Column Canary Islands = refers to the % of **repeat british tourists** on each island regardless of island of stay in this trip (2024).*

*2. Column each island = refers to the % of **repeat british tourists** on each island by island of stay in 2024. For example: 75.5% refers to % **repeat british tourists** who repeat Lanzarote in 2024 and stay in Lanzarote in this trip. 24.0% **british tourists who stay in Lanzarote in 2024** and has previously been to Fuerteventura.*

*3. Row CANARY ISLANDS = refers to the % **repeat british tourists** by island of stay. For exdample: 80.9% refers to % **british 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	96.0%	95.4%	95.5%	95.8%	96.7%	89.9%
Two islands	3.8%	4.5%	4.3%	3.9%	3.0%	10.1%
Three or more islands	0.2%	0.1%	0.2%	0.3%	0.3%	0.0%

Visited islands during their trip (with overnight staying)

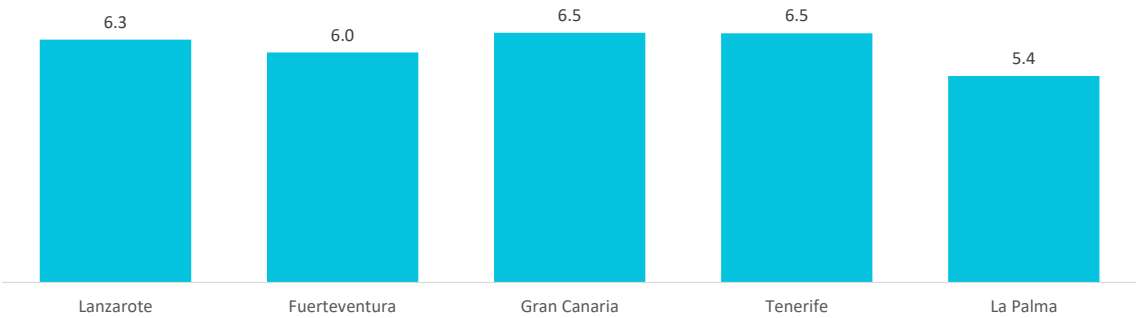|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	27.1%	100%	0.8%	0.2%	0.2%	0.0%
Fuerteventura	12.7%	0.4%	100%	0.2%	0.0%	0.0%
Gran Canaria	16.6%	0.0%	0.2%	100%	0.4%	0.4%
Tenerife	44.2%	0.0%	0.3%	1.1%	100%	3.0%
La Gomera	0.1%	0.0%	0.0%	0.1%	0.1%	0.4%
La Palma	0.3%	0.0%	0.0%	0.3%	0.0%	100%
El Hierro	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cruise	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	**3.9%**	2.8%	4.0%	4.3%	4.4%	18.7%
1 - 2 hours	**14.0%**	13.7%	17.9%	13.6%	13.2%	19.1%
3 - 6 hours	**38.7%**	43.6%	38.3%	36.4%	36.9%	23.7%
7 - 12 hours	**37.6%**	34.2%	35.0%	38.5%	40.0%	34.3%
More than 12 hours	**5.8%**	5.8%	4.8%	7.2%	5.5%	4.1%
Outdoor time per day	**6.4**	6.3	6.0	6.5	6.5	5.4

Canary Islands
6,4

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
6.3	6.0	6.5	6.5	5.4

Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	**79.3%**	81.9%	77.5%	73.5%	80.4%	77.5%
Beach	**71.1%**	67.3%	68.2%	70.9%	74.2%	75.8%
Swimming pool, hotel facilities	**60.3%**	60.2%	72.3%	67.3%	54.5%	30.8%
Explore the island on their own	**35.3%**	38.7%	36.6%	35.6%	32.7%	39.4%
Taste Canarian gastronomy	**23.7%**	25.7%	19.0%	22.5%	24.2%	21.4%
Hiking	**19.7%**	14.4%	15.2%	24.1%	22.7%	6.8%
Organized excursions	**15.0%**	9.0%	8.0%	11.5%	22.1%	2.3%
Nightlife / concerts / shows	**14.1%**	12.7%	10.7%	13.0%	16.3%	30.3%
Theme parks	**10.9%**	6.4%	9.6%	13.3%	13.0%	9.3%
Sea excursions / whale watching	**10.1%**	9.9%	10.6%	11.0%	9.7%	9.1%
Wineries / markets / popular festivals	**8.2%**	12.0%	7.2%	8.1%	6.2%	11.0%
Museums / exhibitions	**6.9%**	6.8%	8.3%	6.5%	6.5%	22.2%
Other Nature Activities	**6.7%**	11.4%	3.9%	7.6%	4.2%	16.8%
Swim	**5.2%**	4.1%	4.9%	5.2%	5.9%	7.0%
Beauty and health treatments	**4.9%**	5.7%	5.1%	5.0%	4.3%	4.4%
Running	**3.7%**	3.6%	4.5%	3.5%	3.6%	9.1%
Practice other sports	**3.2%**	2.0%	4.5%	3.3%	3.6%	2.3%
Astronomical observation	**2.9%**	3.0%	3.1%	2.5%	2.9%	3.0%
Cycling / Mountain bike	**2.6%**	5.0%	3.0%	1.5%	1.4%	1.1%
Surf	**1.9%**	1.0%	1.7%	1.8%	2.6%	12.7%
Scuba Diving	**1.5%**	0.9%	3.7%	1.7%	1.1%	0.0%
Golf	**1.5%**	2.0%	1.5%	1.2%	1.3%	0.5%
Windsurf / Kitesurf	**0.5%**	0.5%	1.0%	0.4%	0.5%	0.0%

WALK, WANDER

Canary Islands	79.3%
Lanzarote	81.9%
Fuerteventura	77.5%
Gran Canaria	73.5%
Tenerife	80.4%
La Palma	77.5%

BEACH

|	
Canary Islands	71.1%
Lanzarote	67.3%
Fuerteventura	68.2%
Gran Canaria	70.9%
Tenerife	74.2%
La Palma	75.8%
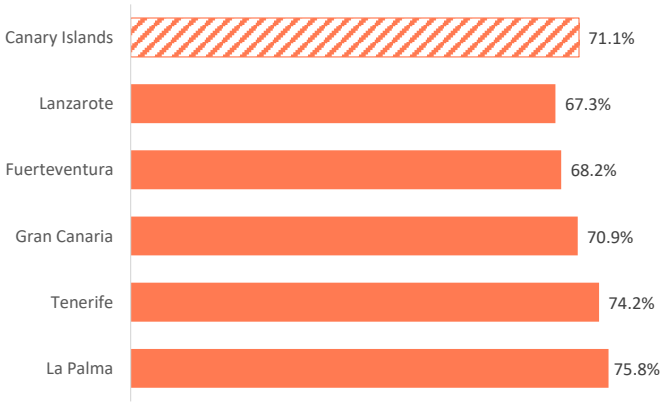
COMPETITORS

Where did they spend their main holiday last year? *

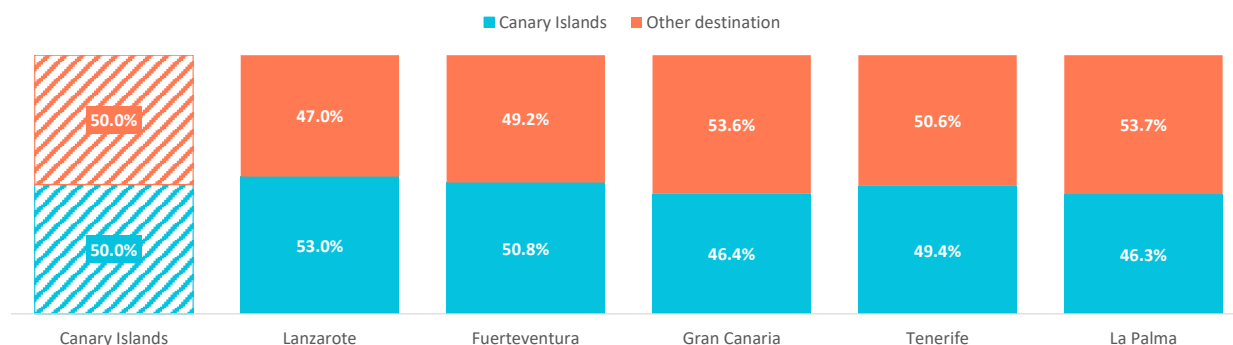|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	**10.5%**	9.7%	12.4%	10.5%	10.5%	15.9%
Canary Islands	**32.8%**	35.5%	31.1%	31.7%	32.2%	35.0%
Other destination	**56.6%**	54.8%	56.5%	57.8%	57.3%	49.1%
- Balearic Islands	**5.1%**	4.8%	3.6%	5.1%	5.7%	1.1%
- Rest of Spain	**9.0%**	7.5%	9.1%	9.1%	9.8%	8.2%
- Italy	**4.1%**	2.9%	4.6%	3.9%	4.6%	5.8%
- France	**3.3%**	3.7%	3.2%	2.8%	3.2%	1.8%
- Turkey	**4.4%**	4.1%	4.2%	4.7%	4.5%	3.9%
- Greece	**8.2%**	8.1%	9.3%	8.8%	7.7%	3.6%
- Portugal	**3.9%**	4.3%	3.0%	3.8%	3.9%	5.0%
- Croatia	**1.5%**	1.4%	1.1%	1.8%	1.5%	1.9%
- Egypt	**1.2%**	1.3%	1.4%	1.2%	1.0%	1.9%
- Tunisia	**0.3%**	0.4%	0.5%	0.3%	0.2%	0.0%
- Morocco	**0.7%**	0.6%	0.5%	1.4%	0.7%	0.4%
- Others	**15.1%**	15.8%	16.1%	14.9%	14.6%	15.4%

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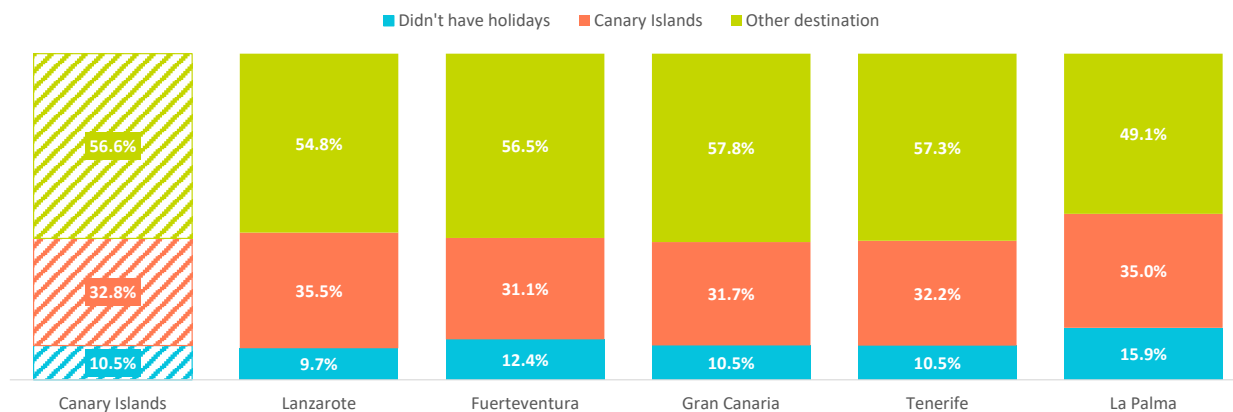
What other destinations did they consider for this trip? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	**25.1%**	27.2%	22.9%	20.9%	26.3%	13.8%
Canary Islands (other island)	**24.9%**	25.9%	27.9%	25.5%	23.2%	32.5%
Other destination	**50.0%**	47.0%	49.2%	53.6%	50.6%	53.7%
- Balearic Islands	**7.3%**	7.6%	6.1%	7.0%	7.7%	11.0%
- Rest of Spain	**9.5%**	8.5%	7.9%	10.4%	10.1%	4.8%
- Italy	**3.8%**	3.5%	3.3%	4.0%	4.1%	4.0%
- France	**1.3%**	1.3%	1.7%	1.2%	1.2%	0.3%
- Turkey	**5.1%**	4.4%	5.7%	5.5%	5.1%	3.9%
- Greece	**9.6%**	8.6%	11.0%	10.1%	9.5%	11.4%
- Portugal	**6.9%**	6.8%	6.2%	7.5%	7.0%	7.2%
- Croatia	**2.6%**	2.6%	2.5%	3.1%	2.5%	3.1%
- Egypt	**2.0%**	1.6%	2.7%	2.9%	1.6%	4.7%
- Others	**1.9%**	2.1%	2.1%	1.8%	1.7%	3.1%

* Percentage of valid answers

UNITED KINGDOM

FLIGHT ORIGIN

Where does the flight come from?

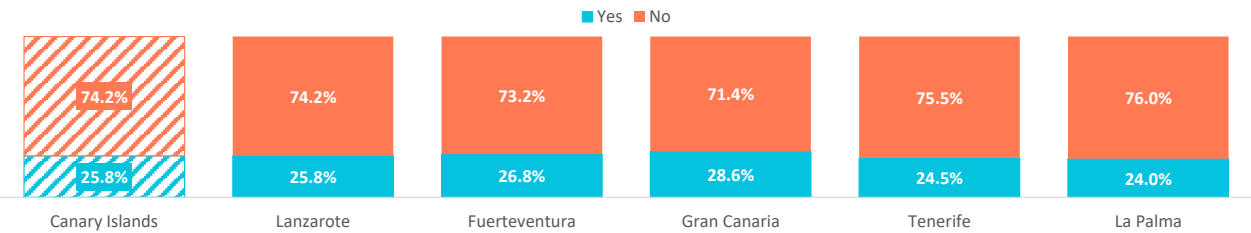|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
United Kingdom	**98.3%**	98.6%	98.6%	96.5%	98.8%	95.5%
Spanish Mainland	**0.7%**	0.4%	0.5%	2.1%	0.4%	3.4%
Portugal	**0.1%**	0.0%	0.0%	0.1%	0.2%	0.0%
Switzerland	**0.1%**	0.3%	0.0%	0.0%	0.0%	0.0%
Belgium	**0.1%**	0.0%	0.0%	0.0%	0.1%	0.0%
Others	**0.7%**	0.8%	0.9%	1.3%	0.5%	1.1%

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?

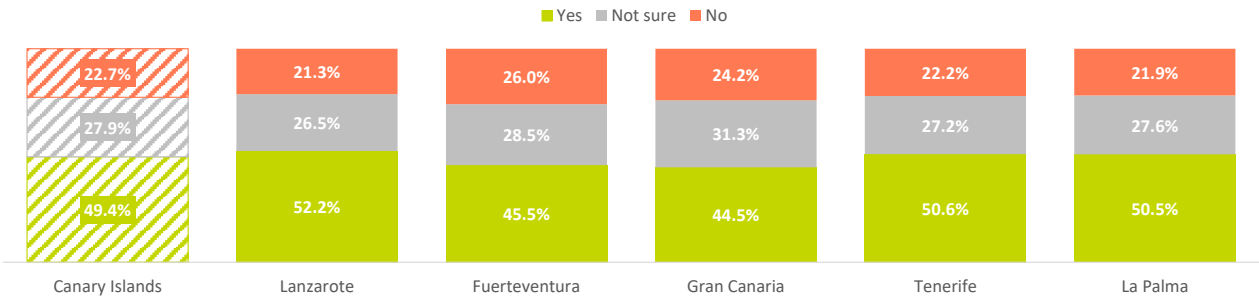|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	**44.0%**	43.8%	42.2%	40.7%	45.8%	45.0%
No	**38.5%**	40.0%	39.9%	39.8%	36.7%	43.3%
Not remember	**17.5%**	16.2%	17.9%	19.5%	17.5%	11.7%

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	**25.8%**	25.8%	26.8%	28.6%	24.5%	24.0%
No	**74.2%**	74.2%	73.2%	71.4%	75.5%	76.0%

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	**49.4%**	52.2%	45.5%	44.5%	50.6%	50.5%
- For any purpose	**11.6%**	12.3%	10.2%	11.6%	11.6%	4.4%
- Improve living conditions	**6.9%**	7.1%	5.7%	6.6%	7.3%	14.0%
- Improve economic development	**5.8%**	5.4%	6.2%	5.7%	5.9%	4.0%
- Improve the environment	**12.9%**	14.8%	11.0%	9.5%	13.5%	14.8%
- Improve the tourist environment	**4.8%**	4.4%	5.1%	4.7%	4.9%	1.7%
- Other purposes	**7.5%**	8.2%	7.3%	6.5%	7.5%	11.5%
Not sure	**27.9%**	26.5%	28.5%	31.3%	27.2%	27.6%
No	**22.7%**	21.3%	26.0%	24.2%	22.2%	21.9%

How much would they be willing to pay?

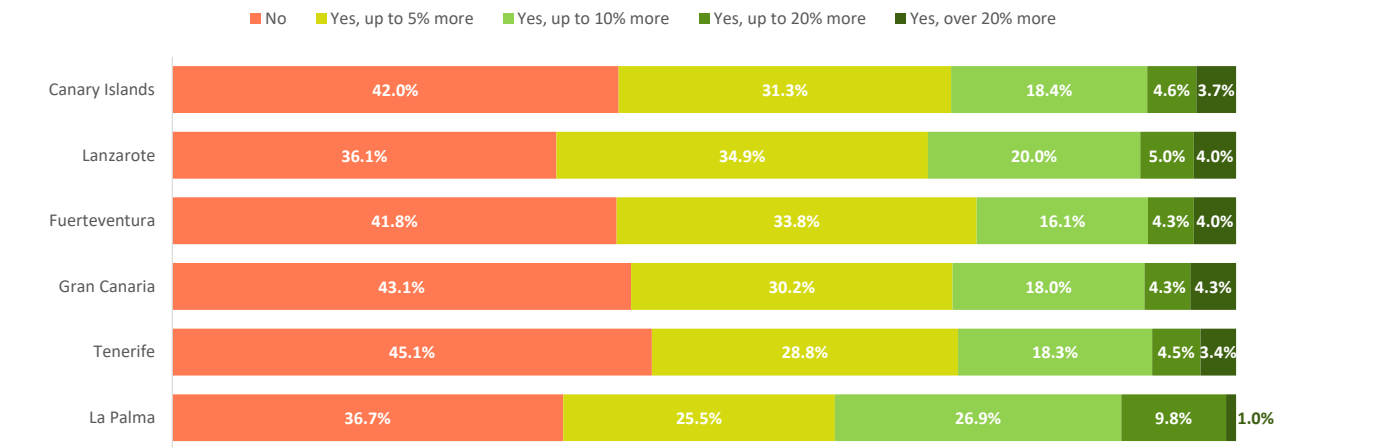|	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	**32.5%**	32.5%	34.8%	33.9%	31.4%	21.0%
Up to 2 euros	**32.2%**	33.0%	33.3%	31.1%	31.8%	47.9%
Up to 3 euros	**22.6%**	21.1%	22.8%	23.5%	23.1%	22.3%
More than 3 euros	**12.7%**	13.4%	9.1%	11.5%	13.6%	8.7%

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	34.9%	44.7%	20.3%
Lanzarote	34.9%	46.1%	19.0%
Fuerteventura	37.9%	41.8%	20.3%
Gran Canaria	33.6%	44.6%	21.8%
Tenerife	34.6%	44.8%	20.5%
La Palma	36.1%	44.6%	19.3%
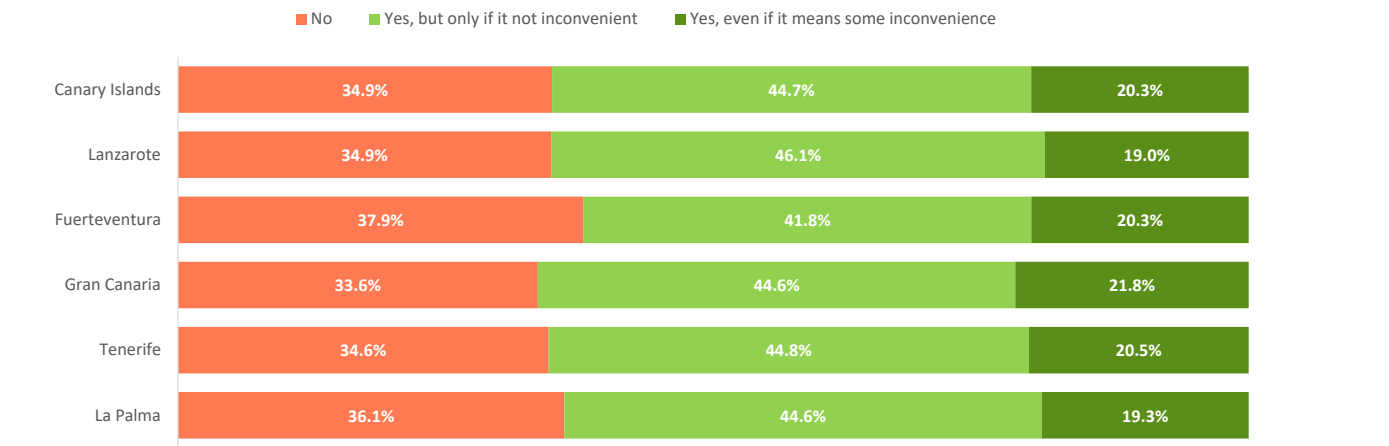
Would they be willing to spend more on travel to reduce their carbon footprint?

- 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	42.0%	31.3%	18.4%	4.6%	3.7%
Lanzarote	36.1%	34.9%	20.0%	5.0%	4.0%
Fuerteventura	41.8%	33.8%	16.1%	4.3%	4.0%
Gran Canaria	43.1%	30.2%	18.0%	4.3%	4.3%
Tenerife	45.1%	28.8%	18.3%	4.5%	3.4%
La Palma	36.7%	25.5%	26.9%	9.8%	1.0%

Percepcion of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.1	8.2	8.0	8.1	8.0	7.9
Tolerance towards tourism	8.6	8.7	8.5	8.6	8.5	8.6
Cleanliness of the island	8.6	8.8	8.5	8.7	8.4	8.6
Air quality	8.5	8.7	8.6	8.5	8.4	8.7
Rational water consumption	7.9	8.0	7.9	7.9	7.8	7.7
Energy saving	7.3	7.4	7.5	7.4	7.2	7.3
Use of renewable energy	7.2	7.3	7.3	7.6	7.0	7.0
Recycling	7.6	7.7	7.6	7.6	7.5	7.4
Easy to get around by public transport	7.9	7.9	7.5	8.1	7.8	7.6
Overcrowding in tourist areas	6.8	6.7	6.8	6.9	6.7	6.4
Supply of local products	7.3	7.4	7.3	7.2	7.2	6.8

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