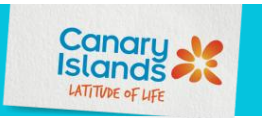


TOURIST PROFILE BY ISLAND OF STAY (2024)

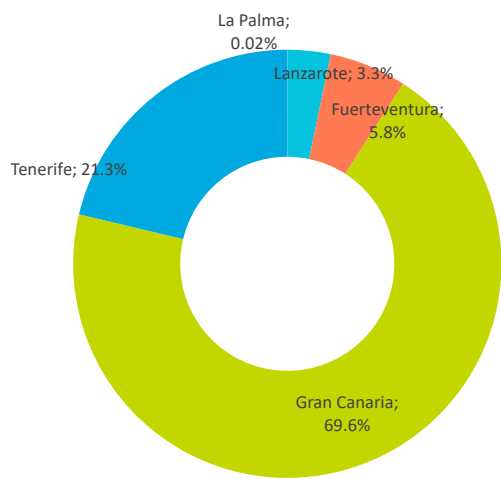
SWEDEN



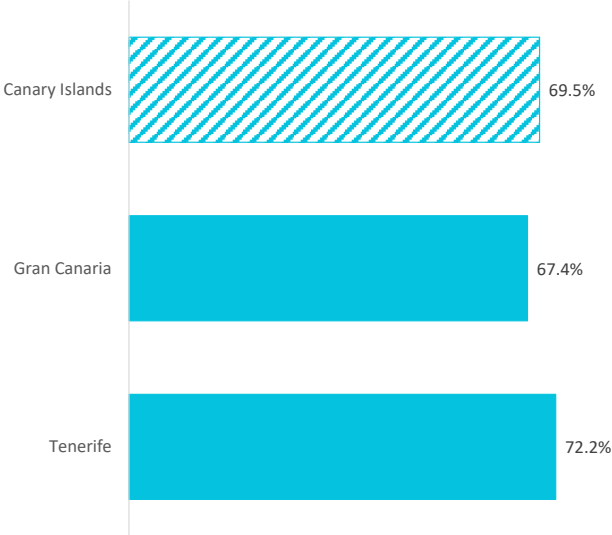
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	318,043	10,361	18,596	221,331	67,635	53
% Tourists	100%	3.3%	5.8%	69.6%	21.3%	0.02%
% tourists who book holiday package	69.5%	--	--	67.4%	72.2%	--
Expenditure per tourist (€)	1,706	--	--	1,771	1,572	--
- book holiday package	1,835	--	--	1,938	1,673	--
- holiday package	1,525	--	--	1,608	1,369	--
- others	888	--	--	921	822	--
- do not book holiday package	1,413	--	--	1,425	1,308	--
- flight	452	--	--	442	431	--
- accommodation	382	--	--	392	360	--
- others	888	--	--	921	822	--
Average lenght of stay	11.20	--	--	12.27	8.75	--
Average daily expenditure (€)	195.3	--	--	194.8	197.9	--
Average daily expenditure without flight (€)	128.3	--	--	130.2	127.0	--
Average cost of the flight (€)	568.1	--	--	569.9	549.3	--
Total turnover (≥ 16 years old) (€m)	543	--	--	392	106	--
% Turnover	100%	--	--	72.2%	19.6%	--
Turnover without flight (≥ 16 years old) (€m)	362	--	--	266	69	--
Tourist arrivals (FRONTUR)	379,235	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	333,520	11,550	16,827	234,638	70,501	n.d.
Children < 16 years old (FRONTUR - EGT)	61,192	n.d.	n.d.	n.d.	n.d.	n.d.

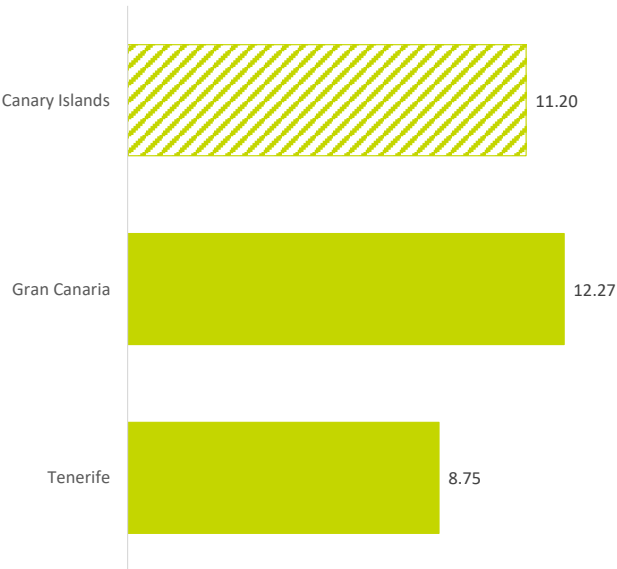
% TOURISTS (≥ 16 years old)



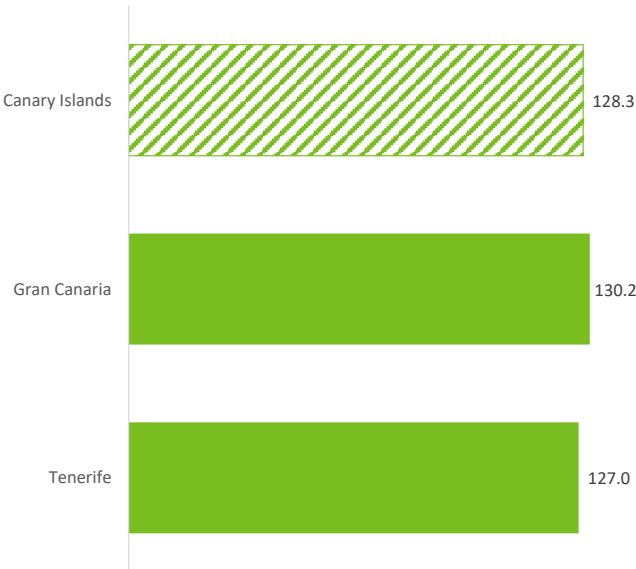
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2024)

SWEDEN



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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	86.0%	--	--	85.2%	87.4%	--
- Additional accommodation expenses	3.8%	--	--	3.2%	5.1%	--
Transport:						
- National/International Transport	96.7%	--	--	96.6%	96.2%	--
- Flights between islands	2.8%	--	--	2.4%	2.4%	--
- Taxi	68.6%	--	--	70.4%	71.7%	--
- Car rental	16.8%	--	--	13.7%	26.1%	--
- Public transport	14.8%	--	--	17.0%	11.7%	--
Food and drink:						
- Food purchases at supermarkets	62.9%	--	--	65.2%	55.3%	--
- Restaurants	67.7%	--	--	67.6%	70.1%	--
Leisure:						
- Organized excursions	16.8%	--	--	14.8%	26.7%	--
- Sport activities	6.3%	--	--	6.1%	4.5%	--
- Cultural activities	3.3%	--	--	4.0%	1.9%	--
- Museums	2.5%	--	--	2.4%	1.7%	--
- Theme Parks	5.8%	--	--	4.8%	11.8%	--
- Discos and pubs	6.9%	--	--	6.3%	10.8%	--
- Wellness	2.9%	--	--	2.4%	5.8%	--
Purchases of goods:						
- Souvenirs	38.0%	--	--	37.6%	40.9%	--
- Real estate	0.0%	--	--	0.0%	0.0%	--
- Other purchases	0.4%	--	--	0.2%	0.5%	--
Others:						
- Medical expenses	6.5%	--	--	5.8%	9.8%	--
- Other expenses	7.3%	--	--	7.4%	7.7%	--

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:	960	--	--	1,048	794	--
- Accommodation	799	--	--	854	683	--
- Additional accommodation expenses	161	--	--	194	111	--
Transport:	964	--	--	1,008	830	--
- National/International Transport	587	--	--	590	571	--
- Flights between islands	97	--	--	110	51	--
- Taxi	103	--	--	107	94	--
- Car rental	130	--	--	151	98	--
- Public transport	46	--	--	51	16	--
Food and drink:	398	--	--	417	372	--
- Food purchases at supermarkets	145	--	--	155	123	--
- Restaurants	253	--	--	262	249	--
Leisure:	491	--	--	535	383	--
- Organized excursions	95	--	--	112	66	--
- Sport activities	95	--	--	96	59	--
- Cultural activities	43	--	--	45	27	--
- Museums	35	--	--	38	41	--
- Theme Parks	87	--	--	88	86	--
- Discos and pubs	81	--	--	95	55	--
- Wellness	55	--	--	60	49	--
Purchases of goods:	136	--	--	151	87	--
- Souvenirs	100	--	--	106	84	--
- Real estate	0	--	--	0	0	--
- Other purchases	37	--	--	45	3	--
Others:	78	--	--	77	75	--
- Medical expenses	27	--	--	29	22	--
- Other expenses	51	--	--	49	53	--

TOURIST PROFILE BY ISLAND OF STAY (2024)

SWEDEN



TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	46.3%	--	--	45.7%	45.1%	--
Percentage of women	53.7%	--	--	54.3%	54.9%	--
Age						
Average age (tourists above 16 years old)	52.49	--	--	54.42	47.51	--
Standard deviation	17.7	--	--	17.4	17.4	--
Age range						
16-24 years old	8.8%	--	--	7.5%	10.8%	--
25-30 years old	4.9%	--	--	4.0%	6.8%	--
31-45 years old	24.2%	--	--	21.4%	34.6%	--
46-60 years old	22.0%	--	--	21.8%	20.0%	--
Over 60 years old	40.1%	--	--	45.3%	27.8%	--
Occupation						
Salaried worker	37.6%	--	--	34.9%	50.0%	--
Self-employed	7.6%	--	--	8.6%	3.5%	--
Unemployed	0.6%	--	--	0.6%	0.5%	--
Business owner	14.8%	--	--	15.0%	12.0%	--
Student	5.8%	--	--	5.2%	6.5%	--
Retired	33.0%	--	--	35.0%	27.1%	--
Unpaid domestic work	0.1%	--	--	0.2%	0.0%	--
Others	0.5%	--	--	0.6%	0.4%	--
Annual household income level						
Less than €25,000	6.9%	--	--	7.5%	5.9%	--
€25,000 - €49,999	32.1%	--	--	33.8%	26.0%	--
€50,000 - €74,999	31.7%	--	--	29.2%	36.9%	--
More than €74,999	29.3%	--	--	29.5%	31.2%	--
Education level						
No studies	1.0%	--	--	1.2%	0.4%	--
Primary education	4.1%	--	--	4.6%	3.0%	--
Secondary education	29.2%	--	--	30.2%	29.3%	--
Higher education	65.7%	--	--	64.0%	67.3%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	10.4%	--	--	11.5%	3.8%	--
Only with partner	42.0%	--	--	43.8%	38.3%	--
Only with children (< 13 years old)	6.5%	--	--	7.0%	6.1%	--
Partner + children (< 13 years old)	7.9%	--	--	7.5%	10.5%	--
Other relatives	7.8%	--	--	6.7%	12.0%	--
Friends	6.3%	--	--	5.4%	9.6%	--
Work colleagues	0.1%	--	--	0.1%	0.0%	--
Organized trip	0.4%	--	--	0.5%	0.0%	--
Other combinations ⁽²⁾	18.6%	--	--	17.5%	19.7%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	0.4%	--	--	1.2%	0.3%	--
- Between 0 and 2 years old	0.0%	--	--	0.1%	0.0%	--
- Between 3 and 12 years old	0.4%	--	--	1.0%	0.2%	--
- Between 0 -2 and 3-12 years old	0.0%	--	--	0.1%	0.0%	--
Tourists without children	99.6%	--	--	98.8%	99.7%	--
Group composition:						
- 1 person	12.3%	--	--	13.9%	4.9%	--
- 2 people	50.6%	--	--	50.6%	50.9%	--
- 3 people	9.6%	--	--	7.3%	14.1%	--
- 4 or 5 people	20.0%	--	--	20.5%	21.1%	--
- 6 or more people	7.5%	--	--	7.6%	9.1%	--
Average group size:	2.90	--	--	2.88	3.15	--

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY
WITH PARTNER

43.8%

38.3%
42.0%

Gran Canaria

Tenerife

TOURIST PROFILE BY ISLAND OF STAY (2024)

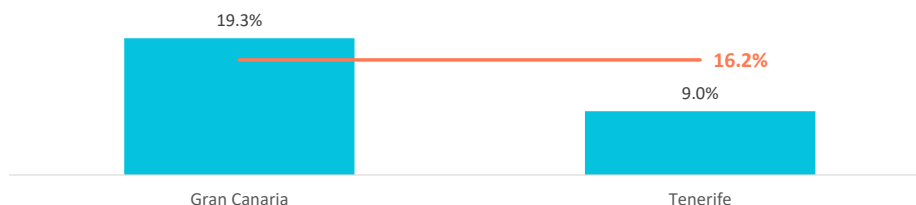
SWEDEN

TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.1%	--	--	0.1%	0.0%	--
Between 1 and 30 days	25.1%	--	--	25.4%	21.2%	--
Between 1 and 2 months	22.7%	--	--	21.1%	27.8%	--
Between 3 and 6 months	35.8%	--	--	34.1%	42.0%	--
More than 6 months	16.2%	--	--	19.3%	9.0%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



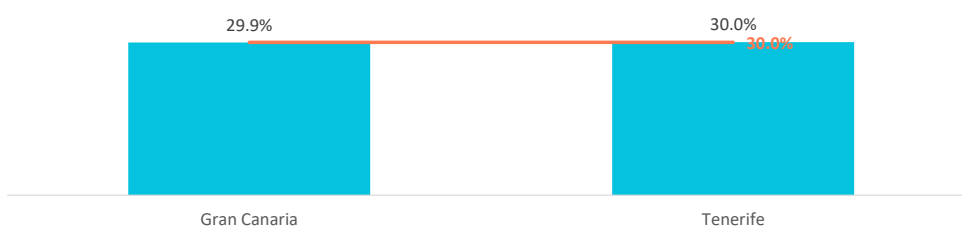
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	38.1%	--	--	41.6%	33.9%	--
- Tour Operator or Travel Agency	61.9%	--	--	58.4%	66.1%	--
Accommodation						
- Directly with the accommodation	28.1%	--	--	30.2%	25.8%	--
- Tour Operator or Travel Agency	71.9%	--	--	69.8%	74.2%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	38.2%	--	--	41.9%	33.2%	--
Bed and Breakfast	17.1%	--	--	16.5%	21.1%	--
Half board	11.6%	--	--	8.6%	14.7%	--
Full board	3.1%	--	--	3.0%	1.0%	--
All inclusive	30.0%	--	--	29.9%	30.0%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



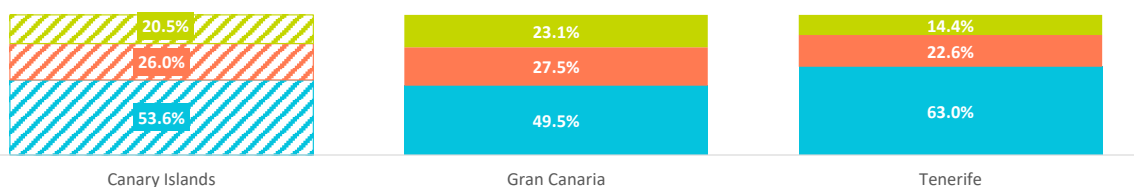
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	16.5%	--	--	18.2%	9.9%	--
4* Hotel	33.4%	--	--	27.7%	48.4%	--
5* Hotel / 5* Luxury Hotel	3.7%	--	--	3.6%	4.7%	--
Aparthotel / Tourist Villa	26.0%	--	--	27.5%	22.6%	--
House/room rented in a private dwelling	0.0%	--	--	0.0%	0.0%	--
Private accommodation ⁽¹⁾	9.0%	--	--	9.7%	7.2%	--
Others (Cottage, cruise, camping,...)	1.8%	--	--	2.0%	0.0%	--

(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

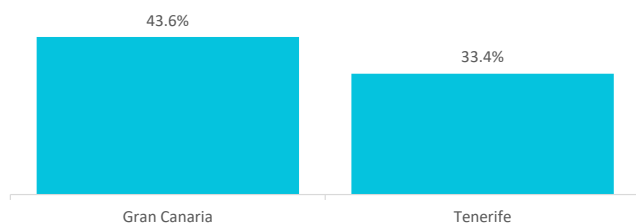
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	92.8%	--	--	93.3%	93.9%	--
Family reasons	4.9%	--	--	4.1%	6.1%	--
Business	0.8%	--	--	1.2%	0.0%	--
Education and training	0.3%	--	--	0.2%	0.0%	--
Sports training	0.6%	--	--	0.5%	0.0%	--
Health	0.1%	--	--	0.1%	0.0%	--
Conventions and Exhibitions	0.0%	--	--	0.0%	0.0%	--
Others	0.5%	--	--	0.6%	0.0%	--

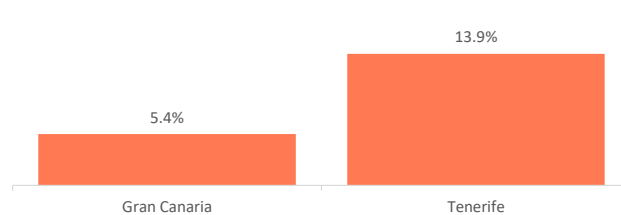
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	41.3%	--	--	43.6%	33.4%	--
Enjoy family time	39.8%	--	--	39.9%	42.4%	--
Have fun	7.3%	--	--	7.2%	8.0%	--
Explore the destination	7.2%	--	--	5.4%	13.9%	--
Practice their hobbies	1.7%	--	--	1.1%	2.3%	--
Other reasons	2.6%	--	--	2.9%	0.0%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	85.9%	--	--	85.7%	88.7%	--
Safety	55.0%	--	--	56.9%	48.0%	--
Tranquility	46.6%	--	--	49.8%	35.4%	--
Sea	46.2%	--	--	46.7%	48.7%	--
Accommodation supply	39.8%	--	--	41.4%	32.9%	--
Beaches	36.2%	--	--	37.8%	26.5%	--
Effortless trip	33.5%	--	--	34.7%	30.5%	--
Price	30.4%	--	--	30.2%	33.1%	--
European belonging	28.2%	--	--	27.1%	28.1%	--
Landscapes	25.5%	--	--	27.1%	22.6%	--
Environment	21.9%	--	--	23.3%	18.2%	--
Gastronomy	18.4%	--	--	16.4%	26.2%	--
Fun possibilities	16.4%	--	--	16.1%	15.1%	--
Authenticity	12.3%	--	--	12.3%	11.8%	--
Exoticism	7.5%	--	--	7.1%	9.0%	--
Hiking trail network	7.0%	--	--	7.0%	5.4%	--
Shopping	6.2%	--	--	6.3%	8.1%	--
Culture	4.8%	--	--	4.8%	4.4%	--
Historical heritage	3.7%	--	--	4.4%	2.6%	--
Nightlife	3.4%	--	--	3.0%	4.6%	--

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	57.5%	--	--	61.1%	50.4%	--
Friends or relatives	21.3%	--	--	19.8%	25.2%	--
Internet or social media	44.6%	--	--	43.2%	50.2%	--
Mass Media	1.3%	--	--	1.2%	2.2%	--
Travel guides and magazines	4.9%	--	--	4.4%	7.5%	--
Travel Blogs or Forums	2.4%	--	--	2.0%	3.8%	--
Travel TV Channels	0.8%	--	--	0.5%	1.2%	--
Tour Operator or Travel Agency	17.0%	--	--	15.6%	22.0%	--
Public administrations or similar	1.0%	--	--	1.0%	1.2%	--
Others	2.9%	--	--	2.6%	4.5%	--

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2024)

SWEDEN

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.53	--	--	8.49	8.56	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	3.3%	--	--	4.2%	1.1%	--
Lived up to expectations	60.2%	--	--	60.7%	58.6%	--
Better or much better than expected	36.5%	--	--	35.2%	40.3%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.41	--	--	8.41	8.24	--
Recommend visiting the Canary Islands	8.65	--	--	8.64	8.57	--

 RETURN TO THE
CANARY
ISLANDS

 Canary Islands
8.41

8.41

8.64

8.24

8.57

 RECOMMEND
VISITING THE
CANARY ISLANDS

 Canary Islands
8.65

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	19.3%	--	--	17.0%	27.2%	--
Repeat tourists	80.7%	--	--	83.0%	72.8%	--
At least 10 previous visits	25.7%	--	--	26.1%	22.0%	--
Repeat tourists (last 5 years)	70.5%	--	--	72.7%	65.1%	--
Repeat tourists (last 5 years) (5 or more visits)	18.4%	--	--	18.6%	15.7%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	21.2%	--	--	38.1%	24.9%	--
Fuerteventura	21.2%	--	--	45.2%	23.1%	--
Gran Canaria	71.9%	--	--	78.7%	24.8%	--
Tenerife	54.1%	--	--	41.6%	67.4%	--
La Palma	4.6%	--	--	0.0%	0.0%	--
CANARY ISLANDS	80.7%	--	--	83.0%	72.8%	--

How to interpret the table

- Column Canary Islands = refers to the % of **repeat swedish tourists** on each island regardless of island of stay in this trip (2024).
- Column each island = refers to the % of **repeat swedish tourists** on each island by island of stay in 2024. For example: 78.7% refers to % **repeat swedish tourists** who repeat Gran Canaria in 2024 and stay in Gran Canaria in this trip. 41.6% **swedish tourists** who stay in Gran Canaria in 2024 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % **repeat swedish tourists** by island of stay. For exdample: 73% refers to % **swedish 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	95.6%	--	--	96.5%	95.3%	--
Two islands	3.9%	--	--	3.0%	4.7%	--
Three or more islands	0.5%	--	--	0.5%	0.0%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	3.6%	--	--	0.2%	0.0%	--
Fuerteventura	6.0%	--	--	0.2%	0.0%	--
Gran Canaria	69.6%	--	--	100%	0.0%	--
Tenerife	21.8%	--	--	0.7%	100%	--
La Gomera	0.1%	--	--	0.0%	0.3%	--
La Palma	0.3%	--	--	0.3%	0.5%	--
El Hierro	0.0%	--	--	0.0%	0.0%	--
Cruise	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	3.2%	--	--	2.7%	2.8%	--
1 - 2 hours	12.5%	--	--	13.2%	9.0%	--
3 - 6 hours	34.1%	--	--	33.6%	37.9%	--
7 - 12 hours	43.1%	--	--	43.2%	43.2%	--
More than 12 hours	7.1%	--	--	7.3%	7.1%	--
Outdoor time per day	6.9	--	--	7.0	6.9	--



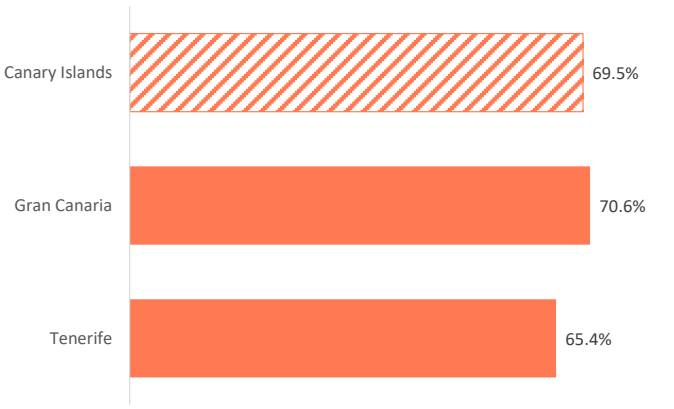
Activities in the Canary Islands

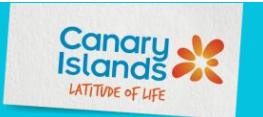
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	77.0%	--	--	76.2%	83.2%	--
Beach	69.5%	--	--	70.6%	65.4%	--
Swimming pool, hotel facilities	68.5%	--	--	70.0%	66.3%	--
Explore the island on their own	37.5%	--	--	35.0%	44.4%	--
Taste Canarian gastronomy	19.8%	--	--	18.8%	24.8%	--
Hiking	18.5%	--	--	18.8%	19.1%	--
Organized excursions	12.0%	--	--	10.4%	14.6%	--
Nightlife / concerts / shows	11.2%	--	--	11.4%	13.9%	--
Theme parks	9.7%	--	--	7.4%	14.8%	--
Sea excursions / whale watching	9.6%	--	--	8.6%	14.6%	--
Wineries / markets / popular festivals	8.4%	--	--	6.1%	17.0%	--
Museums / exhibitions	7.1%	--	--	6.8%	9.4%	--
Other Nature Activities	6.8%	--	--	7.0%	5.8%	--
Swim	5.7%	--	--	5.5%	5.2%	--
Beauty and health treatments	5.6%	--	--	5.0%	5.0%	--
Running	3.9%	--	--	3.4%	6.2%	--
Practice other sports	3.8%	--	--	2.9%	7.7%	--
Astronomical observation	2.3%	--	--	2.2%	1.3%	--
Cycling / Mountain bike	2.3%	--	--	1.5%	4.7%	--
Surf	2.1%	--	--	0.8%	6.5%	--
Scuba Diving	1.6%	--	--	0.8%	2.2%	--
Golf	0.7%	--	--	0.8%	0.2%	--
Windsurf / Kitesurf	0.2%	--	--	0.1%	0.1%	--

WALK, WANDER



BEACH



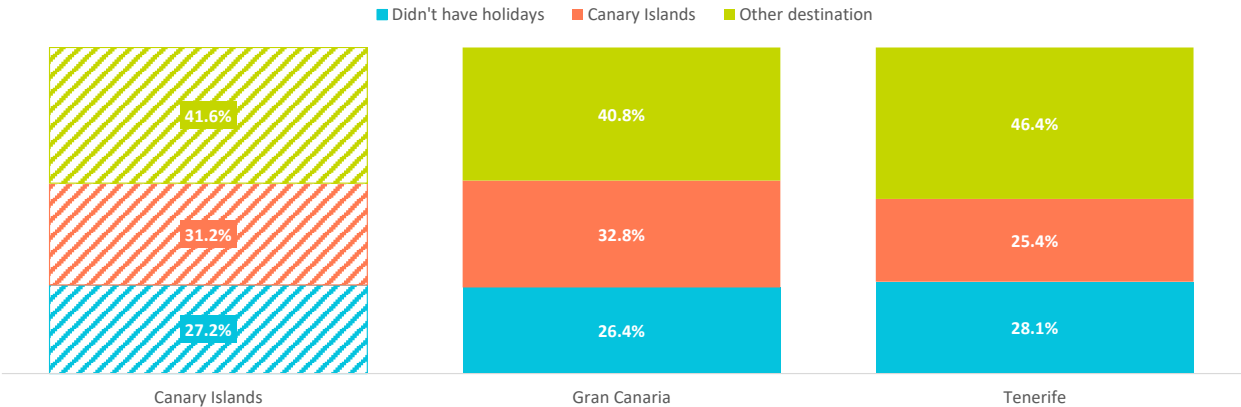


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	27.2%	--	--	26.4%	28.1%	--
Canary Islands	31.2%	--	--	32.8%	25.4%	--
Other destination	41.6%	--	--	40.8%	46.4%	--
- Balearic Islands	1.5%	--	--	1.5%	0.4%	--
- Rest of Spain	7.4%	--	--	8.2%	5.2%	--
- Italy	4.4%	--	--	3.9%	6.8%	--
- France	3.7%	--	--	4.2%	3.3%	--
- Turkey	1.3%	--	--	1.4%	1.5%	--
- Greece	8.5%	--	--	7.8%	10.2%	--
- Portugal	2.3%	--	--	2.3%	2.1%	--
- Croatia	2.1%	--	--	2.0%	3.1%	--
- Egypt	0.5%	--	--	0.6%	0.0%	--
- Tunisia	0.0%	--	--	0.0%	0.0%	--
- Morocco	0.1%	--	--	0.1%	0.0%	--
- Others	9.7%	--	--	8.8%	13.9%	--

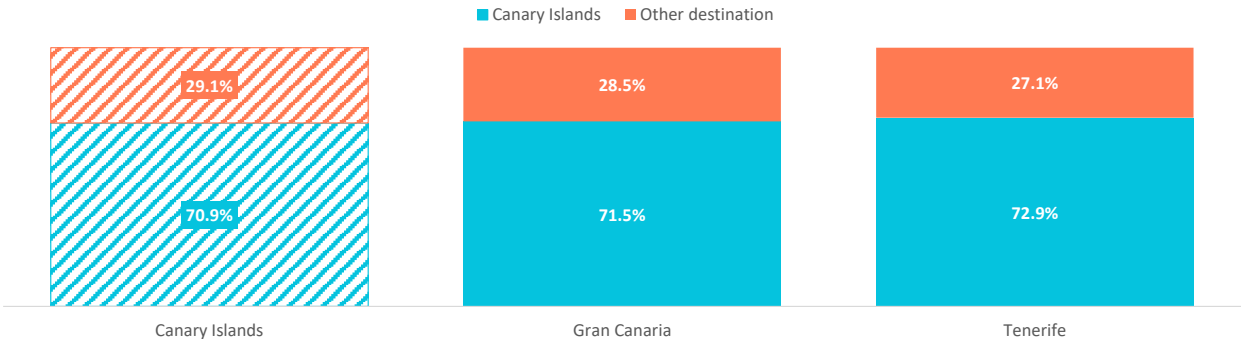
* Percentage of valid answers



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")	48.1%	--	--	50.8%	43.6%	--
Canary Islands (other island)	22.8%	--	--	20.7%	29.4%	--
Other destination	29.1%	--	--	28.5%	27.1%	--
- Balearic Islands	1.4%	--	--	1.3%	0.3%	--
- Rest of Spain	6.7%	--	--	6.2%	6.3%	--
- Italy	2.8%	--	--	3.0%	1.9%	--
- France	1.3%	--	--	1.1%	2.3%	--
- Turkey	1.7%	--	--	1.9%	1.7%	--
- Greece	5.5%	--	--	6.0%	3.3%	--
- Portugal	2.2%	--	--	2.0%	3.3%	--
- Croatia	2.1%	--	--	1.9%	1.9%	--
- Egypt	1.8%	--	--	1.7%	1.4%	--
- Others	3.7%	--	--	3.2%	4.6%	--

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2024)

SWEDEN



FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Sweden	81.0%	--	--	81.6%	83.7%	--
Denmark	11.7%	--	--	11.6%	10.7%	--
Spanish Mainland	2.0%	--	--	2.3%	0.7%	--
Germany	1.8%	--	--	1.6%	0.0%	--
Netherlands	0.3%	--	--	0.2%	1.1%	--
Others	3.2%	--	--	2.8%	3.8%	--

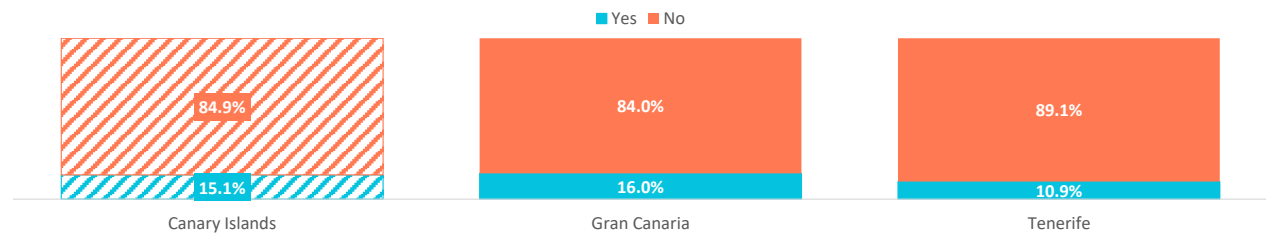
TOURIST TAX (Data available from Q2 2024)

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	42.1%	--	--	41.0%	39.3%	--
No	35.6%	--	--	35.8%	37.0%	--
Not remember	22.3%	--	--	23.2%	23.7%	--

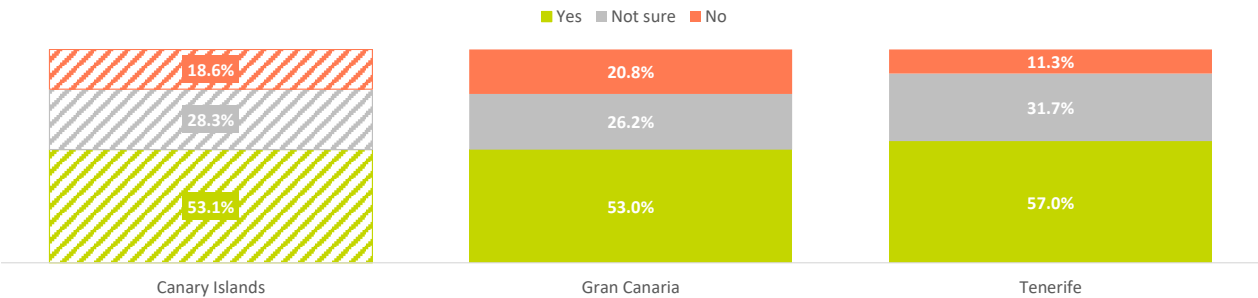
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	15.1%	--	--	16.0%	10.9%	--
No	84.9%	--	--	84.0%	89.1%	--



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	53.1%	--	--	53.0%	57.0%	--
- For any purpose	15.2%	--	--	15.4%	16.1%	--
- Improve living conditions	10.8%	--	--	11.3%	12.8%	--
- Improve economic development	2.1%	--	--	2.8%	0.0%	--
- Improve the environment	17.1%	--	--	14.6%	23.5%	--
- Improve the tourist environment	1.9%	--	--	2.4%	0.0%	--
- Other purposes	6.0%	--	--	6.5%	4.6%	--
Not sure	28.3%	--	--	26.2%	31.7%	--
No	18.6%	--	--	20.8%	11.3%	--



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	42.3%	--	--	41.7%	47.1%	--
Up to 2 euros	33.4%	--	--	33.3%	32.7%	--
Up to 3 euros	15.0%	--	--	15.2%	11.0%	--
More than 3 euros	9.3%	--	--	9.8%	9.2%	--

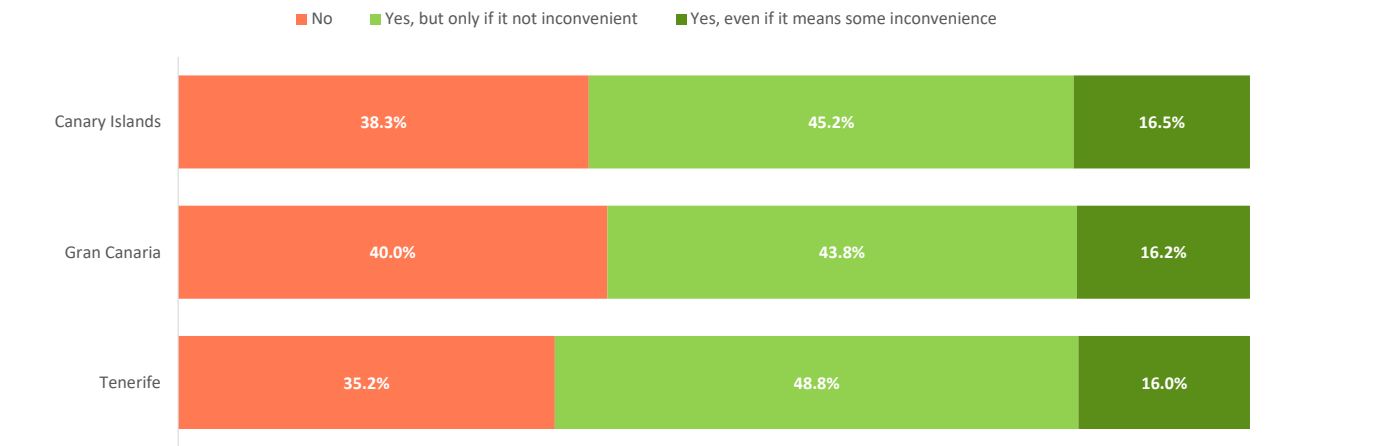
TOURIST PROFILE BY ISLAND OF STAY (2024)

SWEDEN

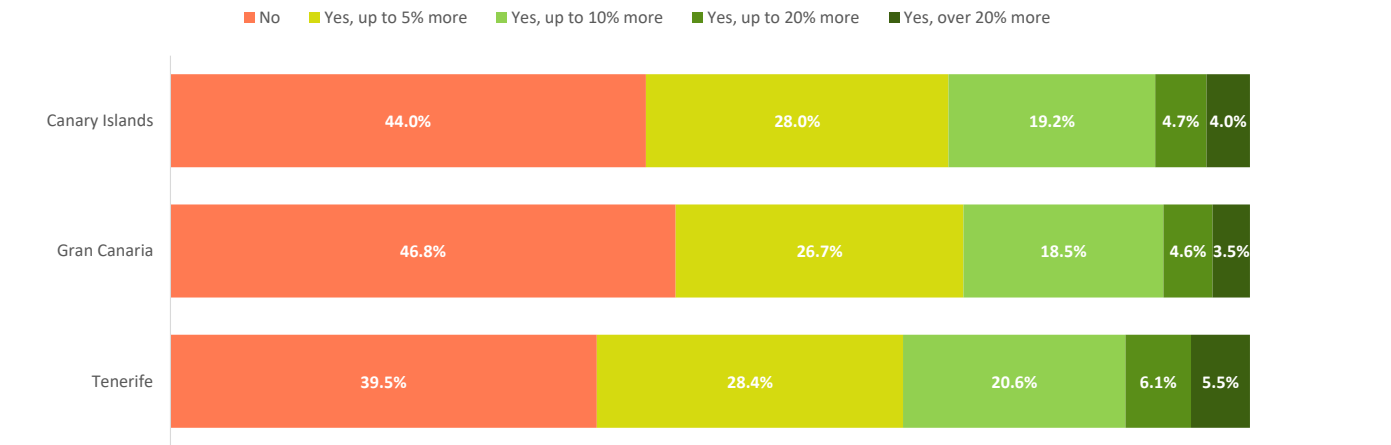


SUSTAINABLE DESTINATION (DATA = 2023)

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?



Percepcion of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.7	--	--	7.7	7.7	--
Tolerance towards tourism	8.3	--	--	8.3	8.3	--
Cleanliness of the island	7.9	--	--	7.9	8.1	--
Air quality	7.9	--	--	7.9	7.8	--
Rational water consumption	7.3	--	--	7.4	7.2	--
Energy saving	6.8	--	--	6.9	6.6	--
Use of renewable energy	6.8	--	--	7.0	6.1	--
Recycling	6.5	--	--	6.6	6.1	--
Easy to get around by public transport	7.2	--	--	7.4	6.8	--
Overcrowding in tourist areas	6.4	--	--	6.5	6.3	--
Supply of local products	6.5	--	--	6.6	6.4	--

* 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.