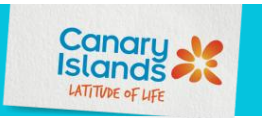


TOURIST PROFILE BY ISLAND OF STAY (2024)

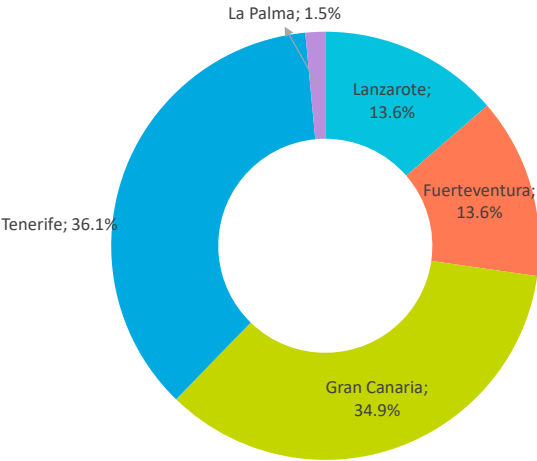
SWITZERLAND



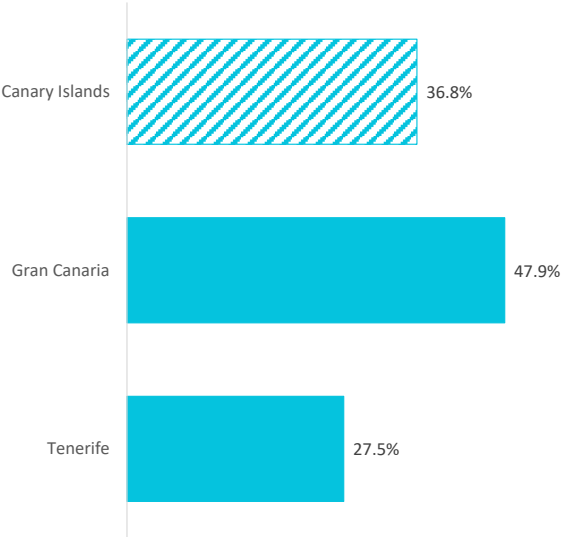
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	171,194	23,271	23,232	59,722	61,812	2,546
% Tourists	100%	13.6%	13.6%	34.9%	36.1%	1.5%
% tourists who book holiday package	36.8%	--	--	47.9%	27.5%	--
Expenditure per tourist (€)	1,784	--	--	1,930	1,733	--
- book holiday package	2,143	--	--	2,144	2,201	--
- holiday package	1,785	--	--	1,806	1,753	--
- others	915	--	--	859	1,090	--
- do not book holiday package	1,575	--	--	1,734	1,555	--
- flight	440	--	--	504	422	--
- accommodation	577	--	--	708	491	--
- others	915	--	--	859	1,090	--
Average lenght of stay	11.37	--	--	10.99	12.66	--
Average daily expenditure (€)	201.5	--	--	214.1	193.4	--
Average daily expenditure without flight (€)	142.8	--	--	149.3	140.1	--
Average cost of the flight (€)	521.4	--	--	583.3	480.7	--
Total turnover (≥ 16 years old) (€m)	305	--	--	115	107	--
% Turnover	100%	--	--	37.8%	35.1%	--
Turnover without flight (≥ 16 years old) (€m)	216	--	--	80	77	--
Tourist arrivals (FRONTUR)	191,143	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	313,943	47,065	50,966	97,608	115,278	3,026
Children < 16 years old (FRONTUR - EGT)	19,949	n.d.	n.d.	n.d.	n.d.	n.d.

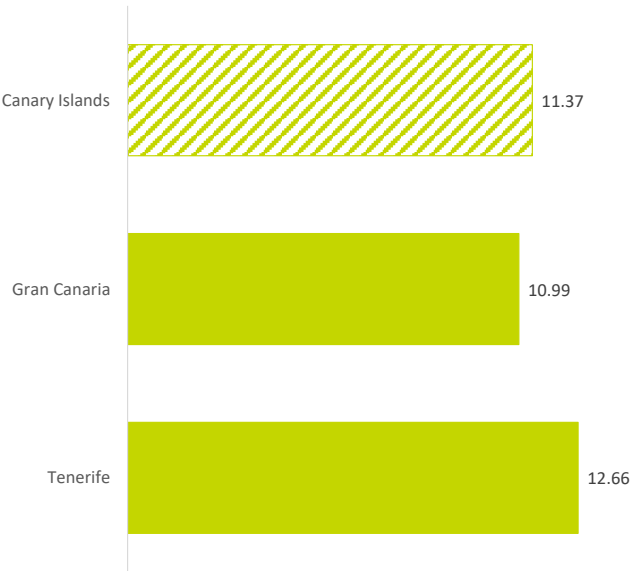
% TOURISTS (≥ 16 years old)



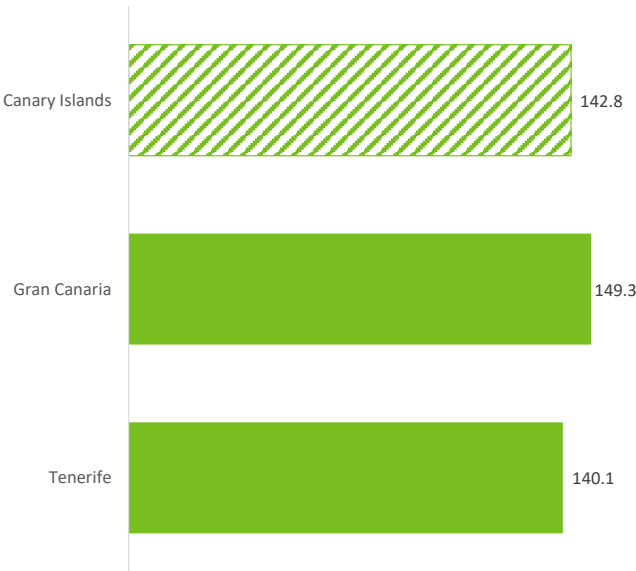
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2024)

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	83.2%	--	--	86.5%	77.9%	--
- Additional accommodation expenses	9.5%	--	--	5.2%	9.2%	--
Transport:						
- National/International Transport	96.2%	--	--	95.3%	96.0%	--
- Flights between islands	7.8%	--	--	3.5%	7.4%	--
- Taxi	40.6%	--	--	51.9%	43.2%	--
- Car rental	41.6%	--	--	26.7%	44.4%	--
- Public transport	14.7%	--	--	17.7%	16.5%	--
Food and drink:						
- Food purchases at supermarkets	64.9%	--	--	63.9%	63.3%	--
- Restaurants	73.5%	--	--	75.3%	76.6%	--
Leisure:						
- Organized excursions	26.0%	--	--	20.1%	29.3%	--
- Sport activities	9.3%	--	--	6.2%	14.6%	--
- Cultural activities	2.0%	--	--	2.3%	2.5%	--
- Museums	6.3%	--	--	3.2%	1.9%	--
- Theme Parks	9.2%	--	--	1.8%	20.6%	--
- Discos and pubs	6.1%	--	--	5.7%	6.9%	--
- Wellness	5.8%	--	--	5.5%	7.4%	--
Purchases of goods:						
- Souvenirs	46.1%	--	--	42.8%	46.6%	--
- Real estate	0.0%	--	--	0.0%	0.0%	--
- Other purchases	2.3%	--	--	1.8%	2.3%	--
Others:						
- Medical expenses	4.3%	--	--	5.3%	4.5%	--
- Other expenses	3.3%	--	--	2.1%	3.7%	--

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:	1,068	--	--	1,179	1,019	--
- Accommodation	896	--	--	1,001	808	--
- Additional accommodation expenses	172	--	--	178	211	--
Transport:	860	--	--	933	842	--
- National/International Transport	542	--	--	612	501	--
- Flights between islands	51	--	--	41	56	--
- Taxi	107	--	--	108	119	--
- Car rental	138	--	--	153	138	--
- Public transport	22	--	--	19	28	--
Food and drink:	375	--	--	362	443	--
- Food purchases at supermarkets	131	--	--	123	141	--
- Restaurants	245	--	--	239	302	--
Leisure:	622	--	--	668	644	--
- Organized excursions	100	--	--	82	126	--
- Sport activities	151	--	--	179	141	--
- Cultural activities	43	--	--	60	35	--
- Museums	38	--	--	55	24	--
- Theme Parks	73	--	--	38	78	--
- Discos and pubs	102	--	--	160	87	--
- Wellness	116	--	--	93	154	--
Purchases of goods:	199	--	--	238	196	--
- Souvenirs	123	--	--	144	119	--
- Real estate	0	--	--	0	0	--
- Other purchases	76	--	--	94	77	--
Others:	182	--	--	66	317	--
- Medical expenses	35	--	--	49	26	--
- Other expenses	146	--	--	17	291	--

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	54.4%	--	--	54.2%	57.4%	--
Percentage of women	45.6%	--	--	45.8%	42.6%	--
Age						
Average age (tourists above 16 years old)	45.53	--	--	48.21	45.11	--
Standard deviation	17.4	--	--	18.2	16.9	--
Age range						
16-24 years old	12.5%	--	--	13.4%	11.7%	--
25-30 years old	13.9%	--	--	11.0%	12.5%	--
31-45 years old	26.8%	--	--	18.4%	34.5%	--
46-60 years old	24.2%	--	--	27.9%	19.4%	--
Over 60 years old	22.5%	--	--	29.3%	21.9%	--
Occupation						
Salaried worker	62.0%	--	--	54.9%	64.9%	--
Self-employed	8.7%	--	--	9.8%	9.5%	--
Unemployed	0.0%	--	--	0.0%	0.0%	--
Business owner	10.0%	--	--	11.8%	8.7%	--
Student	5.7%	--	--	4.9%	3.5%	--
Retired	12.1%	--	--	17.6%	11.1%	--
Unpaid domestic work	0.6%	--	--	0.0%	1.4%	--
Others	0.8%	--	--	1.0%	0.9%	--
Annual household income level						
Less than €25,000	6.8%	--	--	6.6%	5.8%	--
€25,000 - €49,999	11.2%	--	--	9.7%	11.8%	--
€50,000 - €74,999	21.3%	--	--	22.9%	23.4%	--
More than €74,999	60.6%	--	--	60.7%	59.1%	--
Education level						
No studies	1.4%	--	--	2.0%	0.8%	--
Primary education	4.1%	--	--	6.4%	4.1%	--
Secondary education	24.2%	--	--	26.6%	27.3%	--
Higher education	70.3%	--	--	65.0%	67.8%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	11.2%	--	--	13.5%	8.5%	--
Only with partner	46.2%	--	--	49.8%	45.1%	--
Only with children (< 13 years old)	5.2%	--	--	4.1%	6.2%	--
Partner + children (< 13 years old)	7.1%	--	--	4.8%	8.4%	--
Other relatives	8.7%	--	--	6.9%	11.1%	--
Friends	8.6%	--	--	10.8%	7.8%	--
Work colleagues	0.0%	--	--	0.0%	0.0%	--
Organized trip	0.3%	--	--	0.0%	0.0%	--
Other combinations ⁽²⁾	12.8%	--	--	10.1%	12.9%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	0.2%	--	--	0.1%	0.2%	--
- Between 0 and 2 years old	0.0%	--	--	0.0%	0.0%	--
- Between 3 and 12 years old	0.2%	--	--	0.1%	0.2%	--
- Between 0 -2 and 3-12 years old	0.0%	--	--	0.0%	0.0%	--
Tourists without children	99.8%	--	--	99.9%	99.8%	--
Group composition:						
- 1 person	12.7%	--	--	14.5%	10.4%	--
- 2 people	55.1%	--	--	61.2%	51.9%	--
- 3 people	10.9%	--	--	10.6%	9.9%	--
- 4 or 5 people	17.6%	--	--	11.4%	24.5%	--
- 6 or more people	3.7%	--	--	2.4%	3.3%	--
Average group size:	2.57	--	--	2.31	2.69	--

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY
WITH PARTNER

49.8%

45.1%
46.2%

Gran Canaria

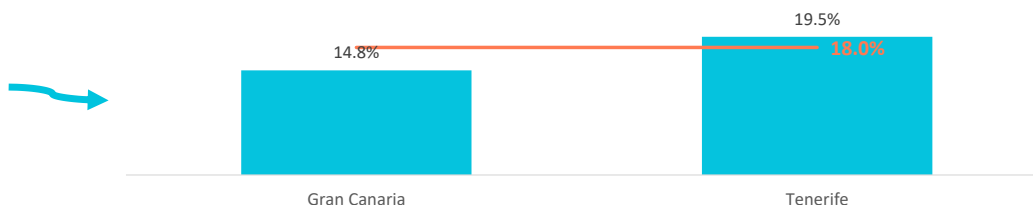
Tenerife

TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.5%	--	--	0.0%	1.0%	--
Between 1 and 30 days	22.1%	--	--	24.8%	17.6%	--
Between 1 and 2 months	28.2%	--	--	27.0%	36.6%	--
Between 3 and 6 months	31.1%	--	--	33.3%	25.2%	--
More than 6 months	18.0%	--	--	14.8%	19.5%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



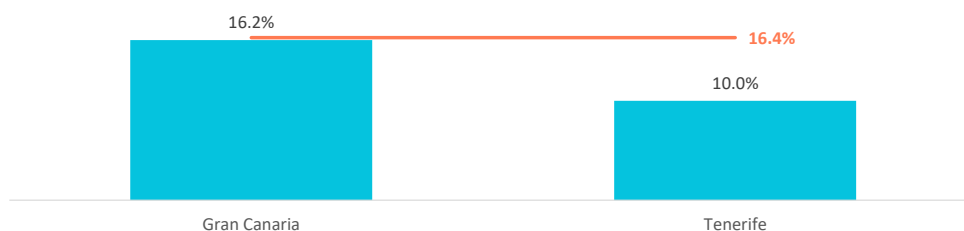
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	63.9%	--	--	56.7%	68.3%	--
- Tour Operator or Travel Agency	36.1%	--	--	43.3%	31.7%	--
Accommodation						
- Directly with the accommodation	49.4%	--	--	48.0%	51.2%	--
- Tour Operator or Travel Agency	50.6%	--	--	52.0%	48.8%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	31.4%	--	--	28.3%	30.3%	--
Bed and Breakfast	26.9%	--	--	27.9%	34.1%	--
Half board	21.5%	--	--	26.1%	18.9%	--
Full board	3.7%	--	--	1.5%	6.7%	--
All inclusive	16.4%	--	--	16.2%	10.0%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



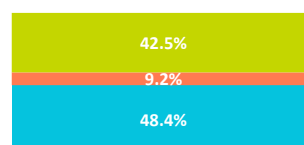
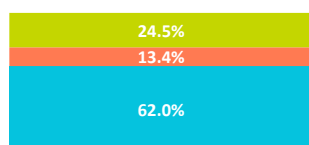
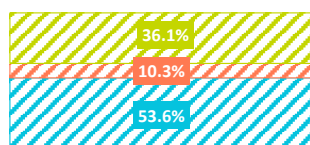
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	7.8%	--	--	9.2%	6.5%	--
4* Hotel	32.9%	--	--	39.0%	26.8%	--
5* Hotel / 5* Luxury Hotel	12.9%	--	--	13.8%	15.0%	--
Aparthotel / Tourist Villa	10.3%	--	--	13.4%	9.2%	--
House/room rented in a private dwelling	0.0%	--	--	0.0%	0.0%	--
Private accommodation ⁽¹⁾	12.4%	--	--	7.2%	18.0%	--
Others (Cottage, cruise, camping,...)	4.5%	--	--	4.7%	2.8%	--

(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

TRIP MOTIVATION AND DESTINATION CHOICE

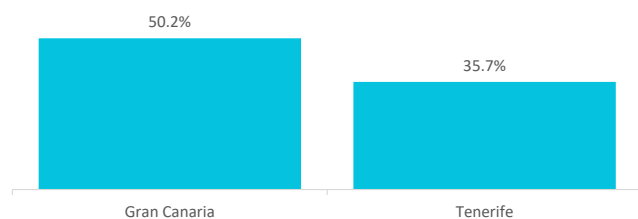
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	90.5%	--	--	95.0%	85.0%	--
Family reasons	7.7%	--	--	5.0%	12.1%	--
Business	0.7%	--	--	0.0%	0.0%	--
Education and training	0.0%	--	--	0.0%	0.0%	--
Sports training	0.3%	--	--	0.0%	0.8%	--
Health	0.0%	--	--	0.0%	0.0%	--
Conventions and Exhibitions	0.0%	--	--	0.0%	0.0%	--
Others	0.8%	--	--	0.0%	2.2%	--

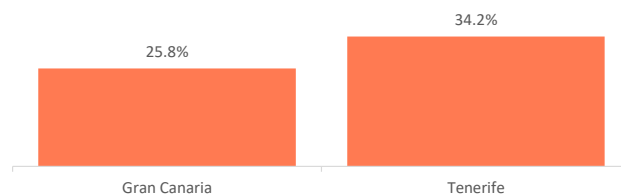
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	40.1%	--	--	50.2%	35.7%	--
Enjoy family time	16.1%	--	--	13.6%	17.3%	--
Have fun	5.4%	--	--	5.9%	5.4%	--
Explore the destination	32.1%	--	--	25.8%	34.2%	--
Practice their hobbies	4.2%	--	--	3.6%	3.7%	--
Other reasons	2.2%	--	--	0.8%	3.6%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	76.1%	--	--	85.1%	70.7%	--
Safety	58.9%	--	--	60.5%	51.5%	--
Tranquility	53.2%	--	--	56.3%	48.8%	--
Sea	45.4%	--	--	44.3%	43.8%	--
Accommodation supply	45.0%	--	--	46.3%	36.3%	--
Beaches	39.9%	--	--	33.1%	38.5%	--
Effortless trip	39.9%	--	--	42.1%	40.3%	--
Price	37.9%	--	--	38.9%	35.7%	--
European belonging	37.5%	--	--	42.7%	34.9%	--
Landscapes	35.3%	--	--	38.7%	34.8%	--
Environment	31.9%	--	--	25.2%	29.6%	--
Gastronomy	25.4%	--	--	23.3%	23.2%	--
Fun possibilities	24.5%	--	--	17.6%	25.1%	--
Authenticity	16.1%	--	--	17.1%	13.0%	--
Exoticism	15.5%	--	--	10.1%	16.3%	--
Hiking trail network	11.2%	--	--	11.0%	9.5%	--
Shopping	11.1%	--	--	8.4%	9.3%	--
Culture	11.1%	--	--	15.0%	6.5%	--
Historical heritage	9.5%	--	--	9.8%	6.9%	--
Nightlife	5.8%	--	--	8.0%	3.6%	--

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	40.7%	--	--	45.5%	39.4%	--
Friends or relatives	24.8%	--	--	19.1%	33.1%	--
Internet or social media	51.0%	--	--	44.9%	51.1%	--
Mass Media	0.4%	--	--	0.0%	0.0%	--
Travel guides and magazines	11.4%	--	--	10.8%	12.7%	--
Travel Blogs or Forums	5.1%	--	--	3.5%	6.4%	--
Travel TV Channels	0.4%	--	--	0.5%	0.6%	--
Tour Operator or Travel Agency	16.5%	--	--	20.7%	14.5%	--
Public administrations or similar	0.0%	--	--	0.0%	0.0%	--
Others	3.0%	--	--	2.2%	4.1%	--

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2024)

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SATISFACTION AND LOYALTY INDICATORS

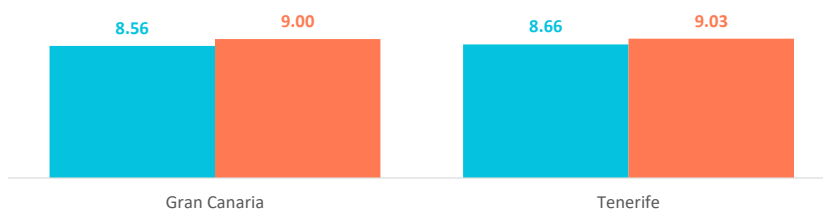
Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.73	--	--	8.81	8.65	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.9%	--	--	2.1%	2.9%	--
Lived up to expectations	48.0%	--	--	47.2%	49.6%	--
Better or much better than expected	49.2%	--	--	50.7%	47.5%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.61	--	--	8.56	8.66	--
Recommend visiting the Canary Islands	9.01	--	--	9.00	9.03	--

RETURN TO THE
CANARY
ISLANDS



Canary Islands
8.61



RECOMMEND
VISITING THE
CANARY ISLANDS



Canary Islands
9.01

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	35.8%	--	--	31.2%	41.4%	--
Repeat tourists	64.2%	--	--	68.8%	58.6%	--
At least 10 previous visits	13.2%	--	--	14.9%	12.7%	--
Repeat tourists (last 5 years)	58.9%	--	--	64.1%	54.9%	--
Repeat tourists (last 5 years) (5 or more visits)	15.4%	--	--	17.3%	14.5%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	29.9%	--	--	5.3%	13.5%	--
Fuerteventura	30.0%	--	--	17.3%	21.0%	--
Gran Canaria	37.4%	--	--	58.5%	12.7%	--
Tenerife	43.5%	--	--	11.5%	53.6%	--
La Palma	10.3%	--	--	16.1%	18.7%	--
CANARY ISLANDS	64.2%	--	--	68.8%	58.6%	--

How to interpret the table

- Column Canary Islands = refers to the % of repeat swiss tourists on each island regardless of island of stay in this trip (2024).
- Column each island = refers to the % of repeat swiss tourists on each island by island of stay in 2024. For example: 58.5% refers to % repeat swiss tourists who repeat Gran Canaria in 2024 and stay in Gran Canaria in this trip. 11.5% swiss tourists who stay in Gran Canaria in 2024 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % repeat swiss tourists by island of stay. For example: 58.6% refers to % swiss 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	89.6%	--	--	93.7%	89.7%	--
Two islands	8.2%	--	--	4.2%	8.6%	--
Three or more islands	2.2%	--	--	2.1%	1.8%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	14.4%	--	--	0.0%	0.9%	--
Fuerteventura	14.9%	--	--	0.0%	0.3%	--
Gran Canaria	35.9%	--	--	100%	2.1%	--
Tenerife	38.6%	--	--	3.5%	100%	--
La Gomera	1.0%	--	--	0.6%	1.6%	--
La Palma	2.4%	--	--	0.0%	1.3%	--
El Hierro	0.1%	--	--	0.0%	0.0%	--
Cruise	0.3%	--	--	0.6%	0.0%	--

TOURIST PROFILE BY ISLAND OF STAY (2024)

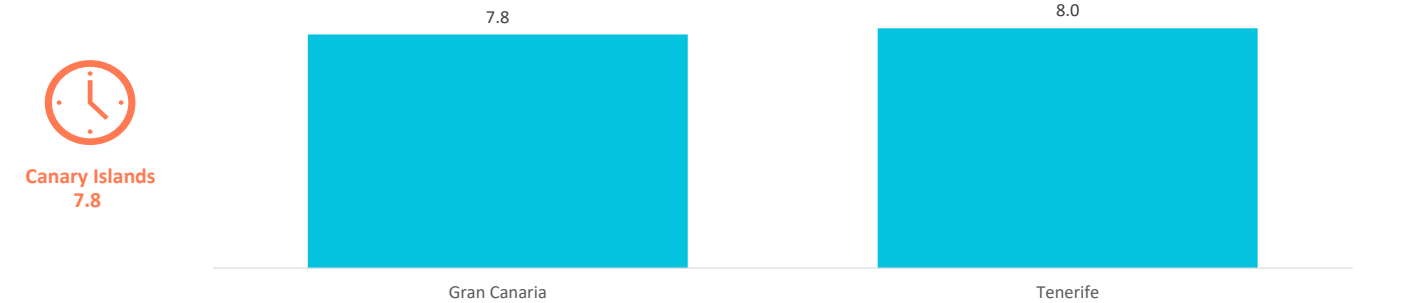
SWITZERLAND



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	1.9%	--	--	2.3%	0.9%	--
1 - 2 hours	6.1%	--	--	8.2%	4.9%	--
3 - 6 hours	29.6%	--	--	26.3%	29.3%	--
7 - 12 hours	54.8%	--	--	56.8%	54.7%	--
More than 12 hours	7.6%	--	--	6.4%	10.2%	--
Outdoor time per day	7.8	--	--	7.8	8.0	--



Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	77.6%	--	--	73.7%	79.7%	--
Beach	55.3%	--	--	50.0%	53.2%	--
Swimming pool, hotel facilities	55.2%	--	--	48.0%	58.7%	--
Explore the island on their own	43.2%	--	--	40.4%	47.7%	--
Taste Canarian gastronomy	29.0%	--	--	28.3%	27.6%	--
Hiking	20.2%	--	--	12.8%	23.4%	--
Organized excursions	13.5%	--	--	7.8%	13.6%	--
Nightlife / concerts / shows	13.5%	--	--	6.8%	12.4%	--
Theme parks	13.2%	--	--	9.9%	21.3%	--
Sea excursions / whale watching	12.8%	--	--	7.4%	23.2%	--
Wineries / markets / popular festivals	12.6%	--	--	9.1%	8.6%	--
Museums / exhibitions	12.5%	--	--	7.8%	15.0%	--
Other Nature Activities	12.4%	--	--	13.7%	12.6%	--
Swim	9.9%	--	--	15.8%	7.4%	--
Beauty and health treatments	5.1%	--	--	6.7%	6.4%	--
Running	4.1%	--	--	5.7%	2.9%	--
Practice other sports	3.9%	--	--	1.5%	3.7%	--
Astronomical observation	3.7%	--	--	2.3%	6.0%	--
Cycling / Mountain bike	3.7%	--	--	1.9%	1.8%	--
Surf	3.1%	--	--	3.2%	3.0%	--
Scuba Diving	2.8%	--	--	0.7%	2.4%	--
Golf	2.6%	--	--	2.6%	4.5%	--
Windsurf / Kitesurf	2.0%	--	--	0.6%	1.6%	--

WALK, WANDER

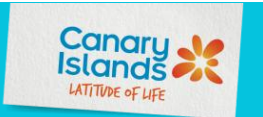


BEACH



TOURIST PROFILE BY ISLAND OF STAY (2024)

SWITZERLAND

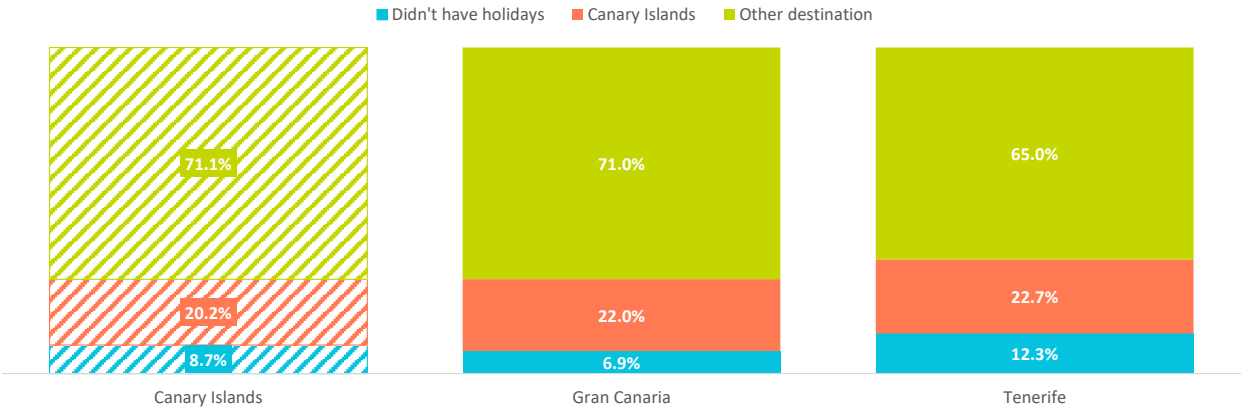


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	8.7%	--	--	6.9%	12.3%	--
Canary Islands	20.2%	--	--	22.0%	22.7%	--
Other destination	71.1%	--	--	71.0%	65.0%	--
- Balearic Islands	5.4%	--	--	4.4%	4.2%	--
- Rest of Spain	7.5%	--	--	7.0%	6.4%	--
- Italy	17.9%	--	--	18.4%	15.0%	--
- France	8.3%	--	--	7.4%	9.5%	--
- Turkey	2.1%	--	--	4.1%	1.2%	--
- Greece	5.0%	--	--	5.9%	4.6%	--
- Portugal	4.8%	--	--	4.4%	4.2%	--
- Croatia	1.3%	--	--	1.9%	0.6%	--
- Egypt	1.6%	--	--	2.1%	1.0%	--
- Tunisia	0.0%	--	--	0.0%	0.0%	--
- Morocco	1.3%	--	--	1.3%	1.7%	--
- Others	15.8%	--	--	14.1%	16.5%	--

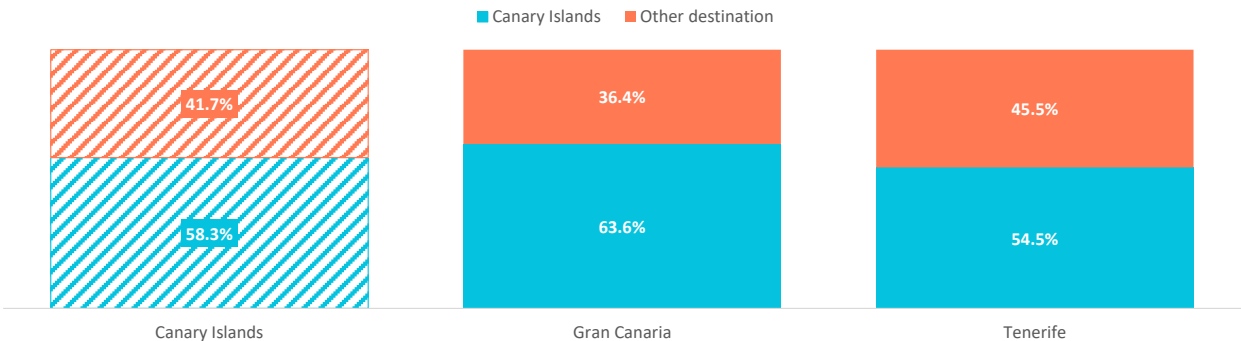
* Percentage of valid answers



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")	32.6%	--	--	33.3%	30.3%	--
Canary Islands (other island)	25.7%	--	--	30.3%	24.2%	--
Other destination	41.7%	--	--	36.4%	45.5%	--
- Balearic Islands	3.9%	--	--	4.2%	4.9%	--
- Rest of Spain	6.9%	--	--	3.7%	8.9%	--
- Italy	4.8%	--	--	2.4%	5.4%	--
- France	1.3%	--	--	0.0%	2.0%	--
- Turkey	2.5%	--	--	3.8%	1.3%	--
- Greece	8.3%	--	--	6.5%	9.1%	--
- Portugal	4.9%	--	--	3.4%	6.8%	--
- Croatia	1.2%	--	--	1.5%	1.3%	--
- Egypt	3.8%	--	--	4.7%	3.2%	--
- Others	4.0%	--	--	6.2%	2.6%	--

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2024)

SWITZERLAND



FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Switzerland	67.6%	--	--	76.3%	62.2%	--
Spanish Mainland	14.4%	--	--	11.2%	17.6%	--
Portugal	3.8%	--	--	1.1%	9.3%	--
Germany	3.1%	--	--	4.6%	2.1%	--
United Kingdom	1.4%	--	--	4.0%	0.0%	--
Others	9.8%	--	--	2.8%	8.9%	--

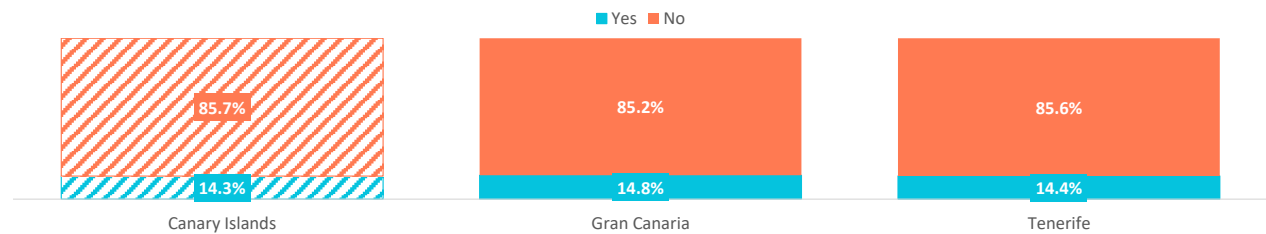
TOURIST TAX (Data available from Q2 2024)

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	48.9%	--	--	39.6%	57.7%	--
No	25.2%	--	--	31.9%	19.3%	--
Not remember	25.9%	--	--	28.5%	22.9%	--

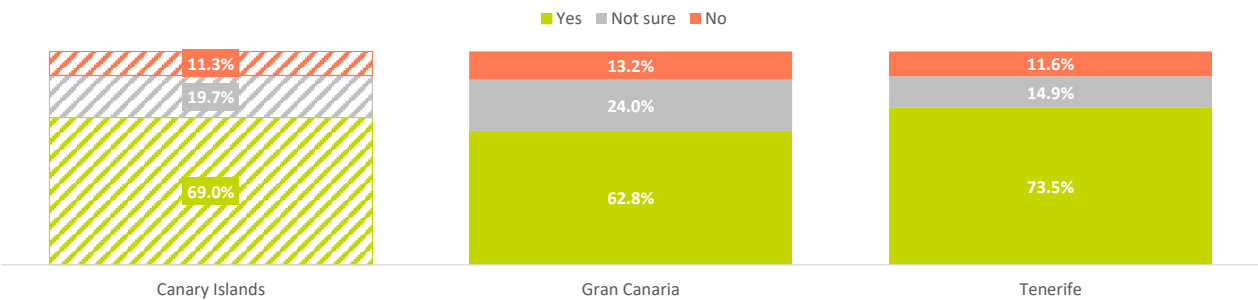
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	14.3%	--	--	14.8%	14.4%	--
No	85.7%	--	--	85.2%	85.6%	--



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	69.0%	--	--	62.8%	73.5%	--
- For any purpose	18.4%	--	--	14.2%	22.7%	--
- Improve living conditions	9.0%	--	--	9.5%	11.9%	--
- Improve economic development	7.3%	--	--	7.0%	7.5%	--
- Improve the environment	22.0%	--	--	17.4%	20.2%	--
- Improve the tourist environment	4.7%	--	--	4.1%	6.5%	--
- Other purposes	7.5%	--	--	10.6%	4.9%	--
Not sure	19.7%	--	--	24.0%	14.9%	--
No	11.3%	--	--	13.2%	11.6%	--



How much would they be willing to pay?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	29.5%	--	--	36.5%	23.0%	--
Up to 2 euros	35.0%	--	--	30.8%	38.2%	--
Up to 3 euros	17.1%	--	--	17.2%	18.4%	--
More than 3 euros	18.4%	--	--	15.5%	20.4%	--

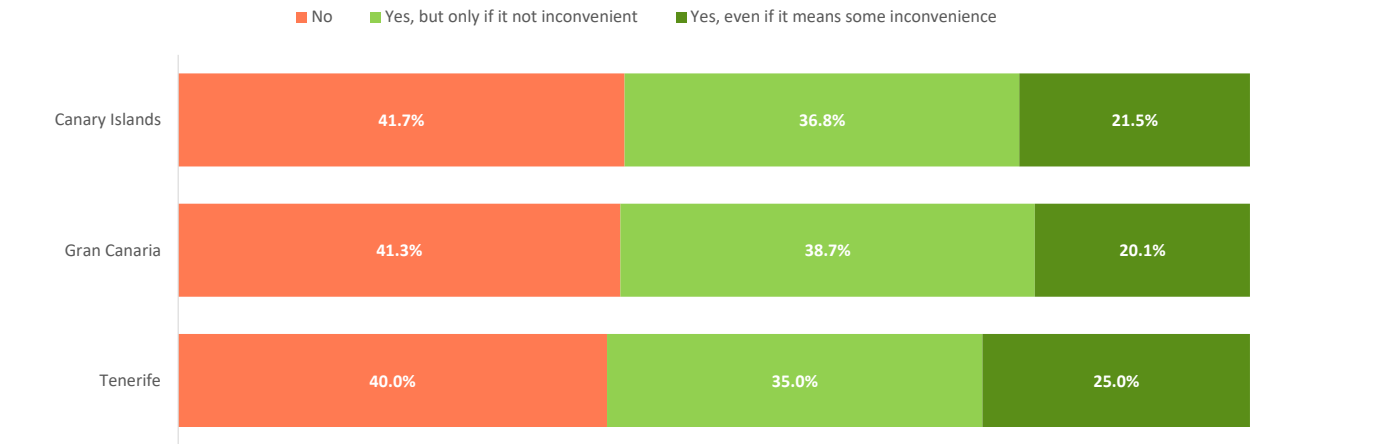
TOURIST PROFILE BY ISLAND OF STAY (2024)

SWITZERLAND

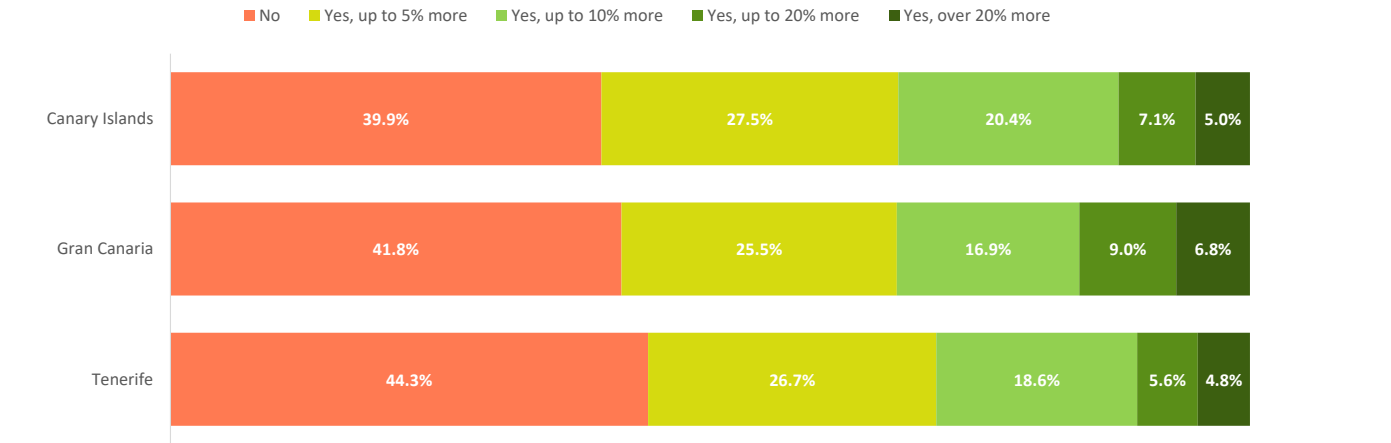


SUSTAINABLE DESTINATION (DATA = 2023)

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	7.8	--	--	7.9	7.8	--
Tolerance towards tourism	8.3	--	--	8.4	8.4	--
Cleanliness of the island	7.6	--	--	7.5	7.5	--
Air quality	8.1	--	--	8.0	7.9	--
Rational water consumption	7.3	--	--	7.2	7.4	--
Energy saving	6.6	--	--	6.7	6.5	--
Use of renewable energy	6.6	--	--	7.2	6.3	--
Recycling	6.5	--	--	6.6	6.7	--
Easy to get around by public transport	6.9	--	--	7.5	7.0	--
Overcrowding in tourist areas	6.4	--	--	6.6	6.3	--
Supply of local products	7.1	--	--	7.1	7.0	--

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