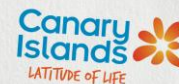


Tourist profile by markets (2/2)

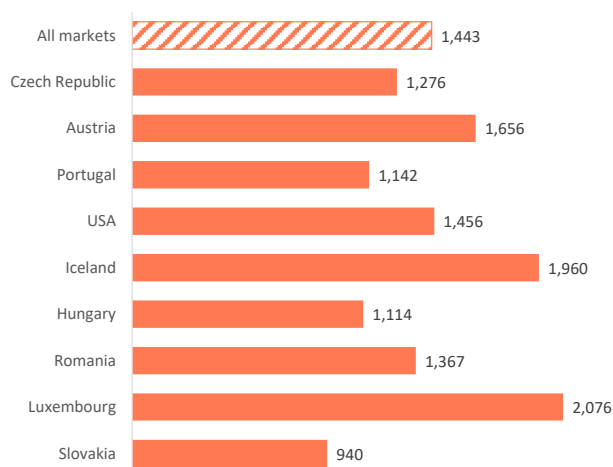
CANARY ISLANDS (2024)



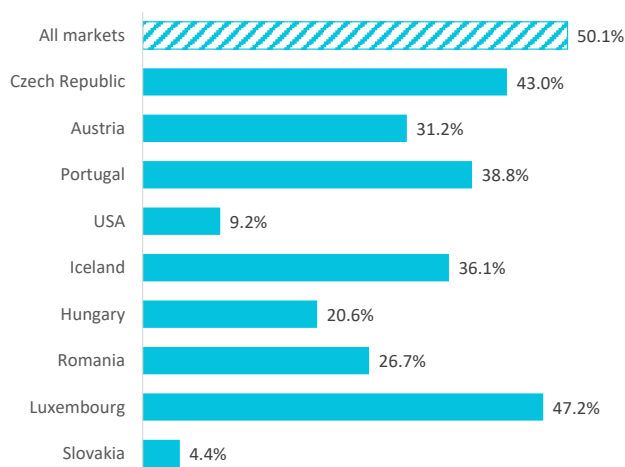
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	159,055	124,612	100,888	80,378	71,356	62,569	54,029	43,302	28,506
% Tourists	100%	1.0%	0.8%	0.7%	0.5%	0.5%	0.4%	0.3%	0.3%	0.2%
- Lanzarote	2,789,181	17,634	9,011	8,062	3,769	0	2,266	2,669	7,888	5,367
- Fuerteventura	2,186,254	34,168	23,325	10,847	1,266	0	10,548	2,513	7,653	2,606
- Gran Canaria	4,040,620	30,255	32,408	36,671	23,486	13,114	16,381	10,920	8,432	8,213
- Tenerife	6,277,692	73,292	57,849	44,762	51,132	58,196	33,374	37,815	18,946	11,973
- La Palma	155,114	3,619	1,518	322	676	0	0	0	383	296
% tourists who book holiday package	50.1%	43.0%	31.2%	38.8%	9.2%	36.1%	20.6%	26.7%	47.2%	4.4%
Expenditure per tourist (€)	1,443	1,276	1,656	1,142	1,456	1,960	1,114	1,367	2,076	940
- book holiday package	1,656	1,538	1,674	1,481	1,705	2,110	1,347	1,762	2,597	922
- holiday package	1,378	1,342	1,424	1,291	1,380	1,576	1,060	1,314	2,239	800
- others	278	196	250	190	325	534	287	449	358	122
- do not book holiday package	1,230	1,079	1,647	927	1,430	1,875	1,054	1,223	1,610	941
- flight	328	322	422	270	551	417	318	295	460	195
- accommodation	409	355	396	354	436	661	338	437	397	299
- others	493	402	830	304	444	798	398	490	754	447
Average lenght of stay	9.37	9.69	11.67	7.64	7.60	12.43	8.42	8.82	11.21	9.58
Average daily expenditure (€)	176.9	151.8	169.8	171.7	230.5	183.8	152.0	175.7	222.1	107.1
Average daily expenditure without flight (€)	125.7	103.7	117.1	118.1	144.1	134.2	106.1	128.1	153.3	82.4
Average cost of the flight (€)	410.7	404.9	453.8	351.6	546.0	488.6	332.3	348.5	645.4	198.0
Total turnover (≥ 16 years old) (€m)	22,351	203	206	115	117	140	70	74	90	27
% Turnover	100%	0.9%	0.9%	0.5%	0.5%	0.6%	0.3%	0.3%	0.4%	0.1%
Turnover without flight (≥ 16 years old) (€m)	15,991	139	150	80	73	105	49	55	62	21
Tourist arrivals (FRONTUR)	17,767,833	164,096	124,417	84,886	-	-	-	-	38,498	-
Passenger arrivals on non-stop flights (AENA)	21,240,161	99,709	188,530	102,815	-	-	-	-	82,349	-
Children < 16 years old (FRONTUR - EGT)	2,283,097	5,041	-	-	-	-	-	-	-	-

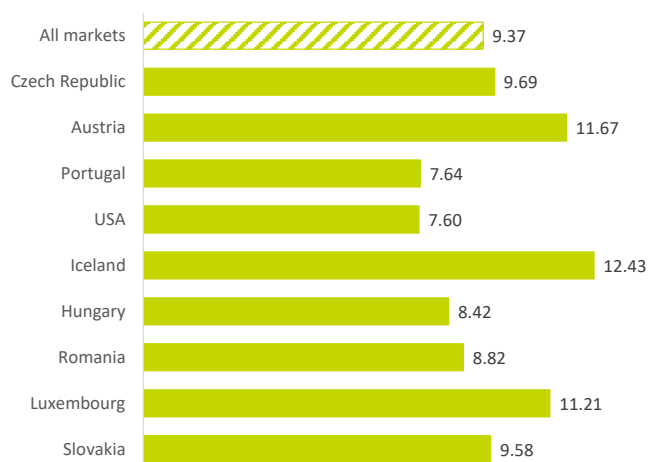
EXPENDITURE PER TOURIST (€)



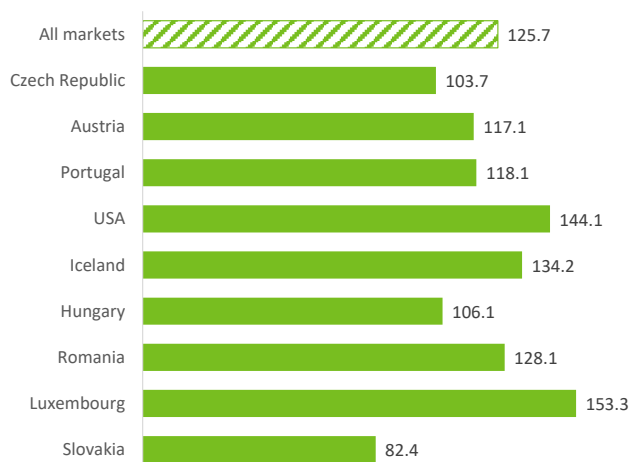
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Tourist profile by markets (2/2)

CANARY ISLANDS (2024)



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

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Accommodation:										
- Accommodation	84.5%	86.4%	76.6%	82.3%	72.1%	75.4%	78.5%	86.0%	83.0%	70.4%
- Additional accommodation expenses	6.2%	6.0%	6.6%	3.8%	7.2%	4.7%	1.8%	7.3%	5.3%	2.2%
Transport:										
- National/International Transport	95.7%	96.8%	96.4%	96.6%	90.3%	88.4%	91.1%	95.9%	99.2%	83.5%
- Flights between islands	4.5%	5.3%	5.5%	4.4%	14.6%	2.9%	5.3%	7.1%	4.7%	1.3%
- Taxi	50.9%	34.7%	36.1%	37.3%	29.1%	53.1%	24.7%	40.6%	50.3%	16.7%
- Car rental	31.6%	52.7%	46.1%	49.4%	33.8%	32.0%	50.6%	53.8%	26.9%	66.7%
- Public transport	11.0%	10.1%	11.0%	8.3%	16.1%	11.8%	13.8%	14.3%	6.0%	17.2%
Food and drink:										
- Food purchases at supermarkets	58.0%	63.2%	64.0%	50.1%	60.8%	49.3%	63.7%	63.8%	55.5%	82.9%
- Restaurants	66.6%	60.0%	74.3%	57.1%	75.9%	73.0%	68.6%	81.9%	64.4%	85.6%
Leisure:										
- Organized excursions	23.7%	33.0%	31.9%	18.9%	27.7%	23.7%	27.3%	39.1%	21.4%	20.1%
- Sport activities	6.9%	12.4%	12.3%	2.4%	3.6%	3.5%	9.0%	10.4%	11.0%	15.6%
- Cultural activities	2.8%	1.5%	2.9%	2.1%	7.2%	3.7%	5.0%	9.0%	6.7%	16.1%
- Museums	5.4%	9.8%	6.5%	7.1%	4.3%	1.0%	5.3%	7.1%	8.0%	11.9%
- Theme Parks	11.3%	16.3%	12.0%	14.1%	5.6%	22.3%	22.3%	27.0%	8.0%	16.1%
- Discos and pubs	10.7%	9.4%	8.2%	7.0%	8.6%	8.5%	8.3%	5.0%	3.9%	14.1%
- Wellness	4.5%	2.5%	4.7%	2.0%	7.7%	8.2%	2.3%	3.8%	4.2%	9.0%
Purchases of goods:										
- Souvenirs	41.2%	47.4%	45.0%	46.9%	43.0%	31.2%	43.3%	53.1%	41.2%	45.9%
- Real estate	0.1%	0.0%	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
- Other purchases	0.8%	1.0%	0.9%	0.3%	0.0%	0.4%	0.5%	0.6%	1.0%	1.5%
Others:										
- Medical expenses	6.7%	4.1%	3.9%	7.5%	3.5%	5.1%	5.7%	10.4%	7.6%	10.5%
- Other expenses	4.8%	5.2%	2.3%	3.4%	1.7%	5.3%	6.9%	4.8%	8.8%	1.5%

Average expenditure of tourists whose spending has been greater than €0 in each item

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Expenditure per tourist and trip (€)										
Accommodation:	881	704	895	815	1,015	1,049	646	717	1,193	471
- Accommodation	719	603	681	601	654	982	494	592	991	432
- Additional accommodation expenses	162	101	215	214	361	68	152	125	202	39
Transport:	752	722	820	660	956	1,408	699	763	1,081	465
- National/International Transport	429	419	471	364	605	553	365	363	651	237
- Flights between islands	81	55	69	83	129	522	83	160	108	40
- Taxi	88	101	98	93	55	136	84	110	98	51
- Car rental	123	115	154	103	128	129	147	103	188	106
- Public transport	30	33	29	18	40	69	21	27	37	31
Food and drink:	324	234	376	218	296	617	280	294	488	304
- Food purchases at supermarkets	115	91	169	81	104	215	96	100	189	145
- Restaurants	209	143	207	137	192	402	183	194	299	159
Leisure:	553	415	500	460	547	1,101	595	643	1,211	400
- Organized excursions	95	87	85	84	156	134	94	102	121	100
- Sport activities	104	60	99	82	83	260	104	215	367	40
- Cultural activities	62	38	26	38	53	152	37	25	71	30
- Museums	37	28	25	36	32	150	30	21	37	31
- Theme Parks	76	65	63	72	67	122	72	82	64	48
- Discos and pubs	102	56	83	57	62	188	65	150	416	71
- Wellness	78	80	118	91	93	95	192	48	135	81
Purchases of goods:	21,536	119	65,165	88	290	1,958	170	112	917	168
- Souvenirs	89	74	89	81	108	208	70	106	167	68
- Real estate	21,287	0	65,000	0	0	1,750	0	0	0	0
- Other purchases	160	45	76	7	182	1	100	6	750	100
Others:	123	117	313	75	222	334	94	152	186	42
- Medical expenses	39	18	33	29	27	36	18	35	70	32
- Other expenses	84	99	280	46	195	298	76	117	116	10

Tourist profile by markets (2/2)

CANARY ISLANDS (2024)



TOURIST PROFILE

Who are they?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Gender										
Percentage of men	48.4%	55.1%	53.2%	47.9%	43.8%	51.9%	61.7%	50.9%	54.3%	56.3%
Percentage of women	51.6%	44.9%	46.8%	52.1%	56.2%	48.1%	38.3%	49.1%	45.7%	43.7%
Age										
Average age (tourists above 16 years old)	46.79	38.54	40.74	41.25	40.88	48.17	36.85	38.28	47.70	34.06
Standard deviation	16.8	14.6	16.0	13.1	16.7	17.7	11.9	9.6	16.1	12.0
Age range										
16-24 years old	10.5%	17.3%	15.0%	7.1%	23.0%	11.6%	13.7%	5.9%	2.5%	29.9%
25-30 years old	10.9%	17.5%	19.1%	16.9%	12.4%	9.6%	21.7%	14.9%	15.9%	16.9%
31-45 years old	28.9%	38.7%	34.1%	42.7%	27.8%	26.9%	41.7%	61.5%	32.3%	42.1%
46-60 years old	24.3%	15.6%	16.4%	24.0%	21.5%	19.2%	17.6%	15.3%	21.7%	7.1%
Over 60 years old	25.5%	10.9%	15.4%	9.3%	15.3%	32.7%	5.3%	2.4%	27.7%	4.0%
Occupation										
Salaried worker	55.9%	51.4%	60.7%	55.0%	58.7%	53.2%	58.3%	58.9%	61.0%	41.2%
Self-employed	10.8%	16.1%	10.7%	20.6%	7.4%	7.4%	12.8%	18.8%	3.5%	20.7%
Unemployed	0.9%	0.6%	0.0%	0.8%	0.8%	0.0%	0.3%	0.0%	0.0%	1.6%
Business owner	7.7%	13.7%	9.2%	11.2%	5.8%	11.6%	18.2%	17.6%	7.2%	6.8%
Student	4.2%	12.3%	4.5%	6.5%	16.5%	5.5%	5.2%	1.6%	1.9%	22.7%
Retired	19.2%	5.7%	14.5%	5.8%	10.8%	20.7%	3.7%	2.2%	23.8%	3.4%
Unpaid domestic work	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.5%	2.2%
Others	0.8%	0.1%	0.4%	0.0%	0.0%	1.6%	0.5%	0.8%	2.2%	1.4%
Annual household income level										
Less than €25,000	12.6%	21.6%	10.5%	27.4%	12.7%	7.8%	31.7%	25.6%	3.1%	21.2%
€25,000 - €49,999	33.9%	39.2%	37.8%	45.6%	13.2%	22.5%	40.7%	43.1%	33.6%	56.5%
€50,000 - €74,999	25.5%	20.2%	25.1%	14.7%	8.2%	22.9%	14.5%	19.8%	32.7%	12.9%
More than €74,999	27.9%	19.0%	26.6%	12.4%	65.9%	46.9%	13.0%	11.5%	30.6%	9.3%
Education level										
No studies	4.0%	0.2%	0.9%	0.7%	0.4%	1.2%	1.4%	0.0%	0.0%	2.2%
Primary education	1.9%	1.1%	6.6%	1.5%	0.4%	5.6%	4.4%	2.0%	1.6%	4.8%
Secondary education	21.0%	30.4%	17.7%	25.7%	13.1%	33.6%	13.6%	2.9%	18.9%	16.6%
Higher education	73.1%	68.3%	74.9%	72.1%	86.1%	59.6%	80.7%	95.1%	79.5%	76.4%

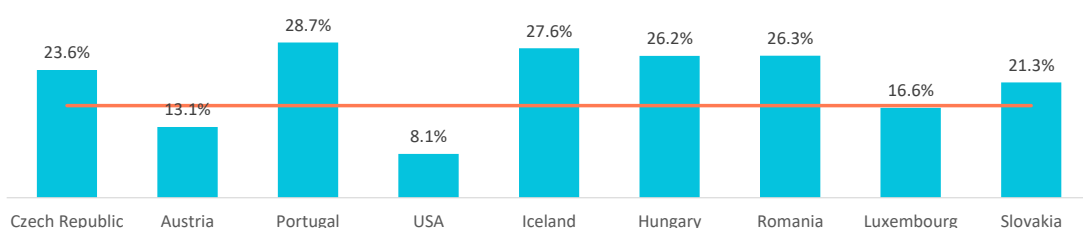
Who do they come with?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Unaccompanied	10.3%	7.2%	18.7%	10.7%	20.1%	11.9%	7.9%	8.4%	17.2%	5.6%
Only with partner	46.8%	32.4%	41.2%	38.5%	33.1%	41.7%	45.6%	43.1%	50.0%	41.9%
Only with children (< 13 years old)	4.3%	5.0%	3.4%	6.3%	2.6%	4.3%	6.4%	3.2%	5.1%	7.3%
Partner + children (< 13 years old)	6.8%	9.9%	4.8%	10.4%	1.4%	7.8%	9.8%	3.1%	9.4%	6.7%
Other relatives	10.4%	18.9%	7.2%	9.9%	15.0%	8.0%	9.9%	22.2%	3.3%	15.0%
Friends	7.2%	6.9%	11.8%	4.4%	15.9%	1.8%	6.3%	8.3%	7.0%	6.3%
Work colleagues	0.5%	0.3%	0.5%	1.1%	0.9%	0.4%	0.0%	0.0%	0.0%	3.8%
Organized trip	0.2%	0.3%	0.3%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Other combinations ⁽²⁾	13.5%	19.1%	12.2%	18.3%	10.5%	24.1%	14.1%	11.7%	7.9%	13.5%

⁽²⁾ Different situations have been isolated

Tourists with children	17.0%	23.6%	13.1%	28.7%	8.1%	27.6%	26.2%	26.3%	16.6%	21.3%
- Between 0 and 2 years old	1.3%	1.5%	0.1%	2.7%	0.5%	3.2%	0.3%	3.5%	1.1%	2.2%
- Between 3 and 12 years old	14.5%	20.3%	12.9%	22.5%	7.6%	21.2%	24.9%	21.6%	12.9%	14.8%
- Between 0-2 and 3-12 years old	1.2%	1.8%	0.0%	3.5%	0.0%	3.2%	1.0%	1.1%	2.6%	4.4%
Tourists without children	83.0%	76.4%	86.9%	71.3%	91.9%	72.4%	73.8%	73.7%	83.4%	78.7%
Group composition:										
- 1 person	12.5%	10.1%	20.8%	13.1%	23.4%	12.5%	13.0%	12.6%	18.1%	9.9%
- 2 people	54.9%	48.8%	52.9%	44.1%	44.8%	46.1%	43.3%	46.3%	55.7%	45.3%
- 3 people	11.9%	15.3%	9.7%	17.1%	3.7%	8.6%	14.7%	13.9%	14.2%	21.5%
- 4 or 5 people	16.2%	19.8%	14.0%	19.1%	20.2%	19.6%	22.2%	16.5%	9.8%	22.0%
- 6 or more people	4.5%	6.0%	2.6%	6.5%	7.9%	13.2%	6.8%	10.8%	2.3%	1.4%
Average group size:	2.61	2.86	2.35	2.84	2.76	3.23	2.84	3.10	2.28	2.74

*People who share the main expenses of the trip



Tourist profile by markets (2/2)

CANARY ISLANDS (2024)



TRIP MOTIVATION AND DESTINATION CHOICE

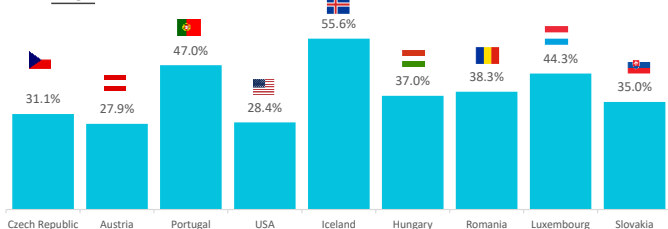
What is the main reason for visiting the Canary Islands?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Holidays	90.4%	93.3%	83.9%	80.6%	73.0%	87.0%	93.9%	88.0%	90.8%	82.2%
Family reasons	6.9%	4.6%	12.7%	12.2%	23.3%	9.2%	4.3%	7.7%	8.8%	16.6%
Business	1.3%	0.8%	0.4%	2.6%	3.4%	2.6%	0.0%	2.7%	0.0%	1.2%
Education and training	0.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Sports training	0.5%	0.1%	2.4%	0.3%	0.0%	0.4%	1.5%	1.1%	0.0%	0.0%
Health	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%	0.0%
Conventions and Exhibitions	0.1%	0.1%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.7%	0.1%	0.6%	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%

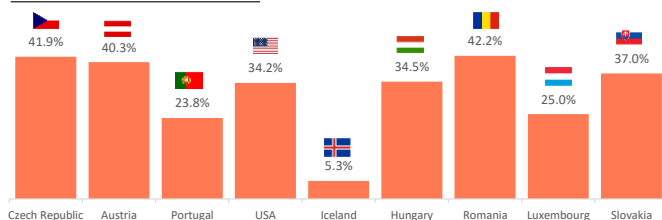
What is the main motivation for their holidays?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Rest	50.6%	31.1%	27.9%	47.0%	28.4%	55.6%	37.0%	38.3%	44.3%	35.0%
Enjoy family time	15.9%	19.6%	14.2%	23.8%	23.5%	26.6%	17.1%	9.8%	15.3%	14.1%
Have fun	9.0%	3.7%	11.3%	3.8%	10.2%	9.5%	6.5%	7.8%	11.8%	4.6%
Explore the destination	21.2%	41.9%	40.3%	23.8%	34.2%	5.3%	34.5%	42.2%	25.0%	37.0%
Practice their hobbies	1.9%	2.5%	4.4%	1.1%	0.8%	1.5%	1.0%	1.0%	3.7%	9.3%
Other reasons	1.4%	1.1%	1.9%	0.4%	2.8%	1.5%	3.8%	0.9%	0.0%	0.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Climate	75.6%	67.5%	70.3%	62.6%	56.2%	80.0%	73.3%	71.4%	76.6%	58.6%
Safety	55.7%	52.8%	54.9%	50.4%	49.2%	54.2%	60.0%	65.2%	49.4%	60.3%
Tranquility	49.3%	36.3%	46.8%	54.0%	48.3%	29.7%	33.8%	41.8%	52.9%	37.1%
Sea	45.1%	52.6%	64.9%	46.3%	45.9%	29.0%	59.8%	60.4%	65.9%	48.2%
Accommodation supply	43.5%	29.1%	35.1%	28.6%	35.2%	34.8%	26.8%	47.7%	43.3%	38.7%
Effortless trip	39.2%	34.2%	49.0%	26.8%	31.6%	42.3%	21.0%	37.7%	37.0%	30.1%
Beaches	38.8%	46.7%	50.6%	44.5%	39.0%	31.3%	49.5%	54.9%	48.0%	39.5%
Price	37.9%	21.8%	26.2%	33.5%	37.8%	34.9%	30.0%	38.5%	27.2%	37.6%
European belonging	37.2%	41.9%	41.8%	41.8%	20.4%	34.6%	38.4%	53.9%	38.8%	40.5%
Landscapes	35.3%	56.3%	50.8%	44.7%	45.3%	22.5%	50.3%	58.4%	47.0%	48.4%
Environment	34.5%	34.8%	41.4%	39.3%	42.4%	28.3%	43.9%	41.2%	34.4%	34.8%
Gastronomy	27.0%	27.3%	35.6%	22.2%	28.5%	14.7%	35.3%	45.3%	40.3%	46.4%
Fun possibilities	23.6%	15.8%	24.4%	22.2%	31.1%	38.7%	26.2%	30.6%	13.6%	29.9%
Authenticity	23.3%	31.7%	26.2%	27.7%	25.7%	12.2%	17.3%	42.2%	26.3%	39.8%
Exoticism	11.8%	19.4%	12.6%	12.8%	8.4%	7.6%	13.6%	30.8%	9.7%	26.9%
Hiking trail network	10.8%	23.5%	24.8%	10.9%	16.0%	9.1%	13.4%	12.5%	9.8%	24.8%
Shopping	10.1%	4.5%	15.5%	11.4%	4.8%	11.6%	8.3%	10.5%	11.1%	7.0%
Culture	10.1%	7.3%	12.9%	10.8%	15.4%	12.0%	12.2%	21.1%	11.3%	14.3%
Historical heritage	9.5%	10.2%	11.3%	12.4%	8.8%	8.8%	11.5%	14.0%	16.2%	15.7%
Nightlife	8.3%	7.7%	11.1%	8.6%	5.2%	4.1%	6.5%	6.3%	10.1%	13.4%

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?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Previous visits to the Canary Islands	48.4%	41.0%	38.5%	28.7%	14.0%	62.2%	38.4%	29.5%	44.8%	33.5%
Friends or relatives	29.7%	41.3%	32.1%	29.1%	50.8%	38.2%	41.6%	37.5%	27.9%	36.8%
Internet or social media	51.4%	67.5%	55.8%	52.9%	64.1%	32.8%	64.0%	66.4%	44.9%	64.3%
Mass Media	1.9%	0.7%	3.7%	3.7%	4.4%	2.2%	2.4%	5.1%	3.5%	0.0%
Travel guides and magazines	6.5%	8.7%	14.5%	7.8%	10.6%	4.2%	12.4%	11.5%	15.8%	6.5%
Travel Blogs or Forums	6.3%	14.7%	13.8%	10.4%	19.4%	2.0%	8.3%	16.0%	4.1%	15.4%
Travel TV Channels	0.8%	0.8%	2.0%	0.9%	2.0%	0.3%	1.3%	2.4%	0.0%	0.0%
Tour Operator or Travel Agency	20.2%	8.6%	15.6%	25.0%	7.7%	10.0%	10.8%	12.2%	22.5%	7.3%
Public administrations or similar	0.5%	0.3%	0.2%	0.4%	1.4%	0.9%	1.1%	1.2%	0.0%	4.0%
Others	3.3%	0.9%	3.8%	1.9%	6.6%	2.5%	1.8%	7.0%	3.3%	5.0%

* Multi-choice question

Tourist profile by markets (2/2)

CANARY ISLANDS (2024)

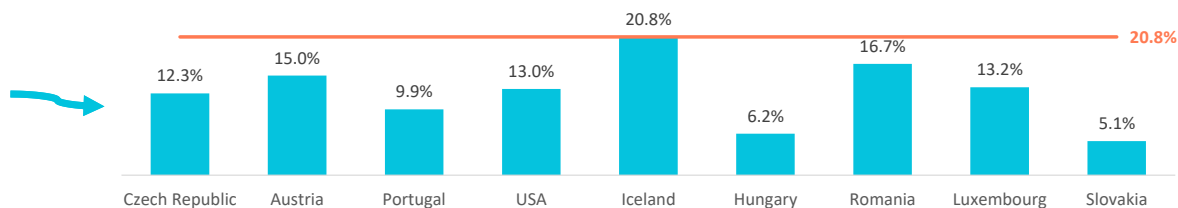


TRIP BOOKING

How far in advance do they book their trip?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
The same day	0.9%	1.4%	1.1%	1.4%	0.2%	0.7%	0.0%	0.9%	0.5%	0.0%
Between 1 and 30 days	22.3%	35.0%	25.1%	22.2%	29.1%	25.1%	31.3%	24.1%	34.3%	47.3%
Between 1 and 2 months	23.0%	25.1%	29.9%	26.2%	20.3%	23.7%	37.8%	23.7%	26.7%	17.4%
Between 3 and 6 months	33.0%	26.1%	29.0%	40.3%	37.4%	29.7%	24.7%	34.6%	25.2%	30.2%
More than 6 months	20.8%	12.3%	15.0%	9.9%	13.0%	20.8%	6.2%	16.7%	13.2%	5.1%

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE
THAN 6 MONTHS



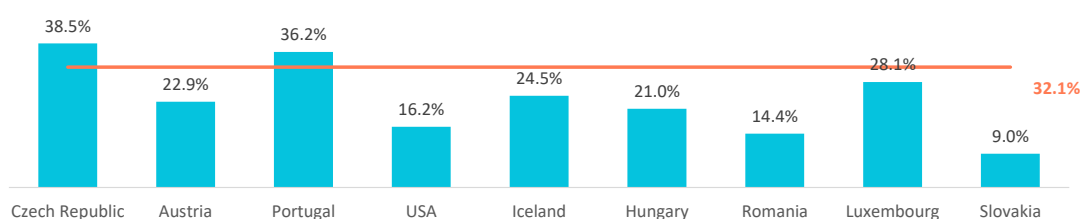
With whom did they book their flight and accommodation?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Flight										
- Directly with the airline	50.0%	52.2%	64.0%	51.9%	85.0%	66.1%	81.1%	66.8%	57.6%	87.0%
- Tour Operator or Travel Agency	50.0%	47.8%	36.0%	48.1%	15.0%	33.9%	18.9%	33.2%	42.4%	13.0%
Accommodation										
- Directly with the accommodation	37.0%	40.2%	42.8%	36.1%	72.0%	45.6%	62.4%	51.1%	47.4%	78.4%
- Tour Operator or Travel Agency	63.0%	59.8%	57.2%	63.9%	28.0%	54.4%	37.6%	48.9%	52.6%	21.6%

What do they book?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Room only	33.3%	46.1%	36.2%	22.9%	43.9%	26.8%	45.6%	39.5%	28.3%	54.4%
Bed and Breakfast	14.1%	4.4%	18.4%	9.2%	32.3%	27.6%	18.4%	28.6%	10.7%	18.8%
Half board	17.4%	10.0%	20.0%	27.5%	4.9%	19.3%	13.4%	16.1%	28.5%	15.7%
Full board	3.1%	1.1%	2.6%	4.2%	2.8%	1.8%	1.6%	1.4%	4.4%	2.0%
All inclusive	32.1%	38.5%	22.9%	36.2%	16.2%	24.5%	21.0%	14.4%	28.1%	9.0%

% TOURISTS WHO
BOOK ALL
INCLUSIVE



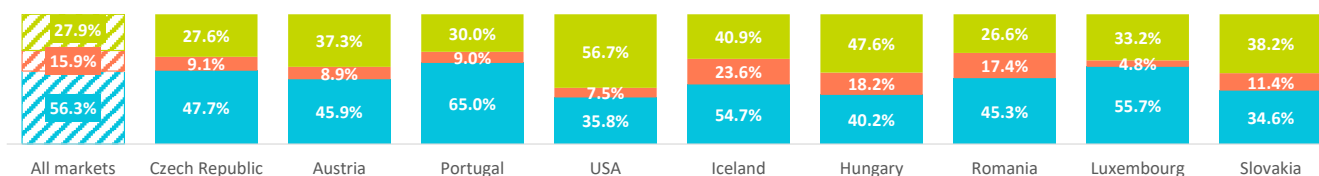
ACCOMMODATION

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
1-2-3* Hotel	10.3%	10.8%	9.2%	14.9%	4.0%	7.9%	8.3%	7.1%	6.0%	12.0%
4* Hotel	37.0%	33.7%	29.3%	41.8%	16.3%	35.8%	27.8%	27.2%	34.2%	21.4%
5* Hotel / 5* Luxury Hotel	9.0%	3.2%	7.5%	8.3%	15.6%	11.0%	4.0%	11.0%	15.5%	1.2%
Aparthotel / Tourist Villa	15.9%	9.1%	8.9%	9.0%	7.5%	23.6%	18.2%	17.4%	4.8%	11.4%
House/room rented in a private dwelling	15.5%	12.6%	15.3%	13.3%	30.3%	25.5%	31.9%	11.6%	13.5%	16.7%
Private accommodation ⁽¹⁾	9.3%	9.6%	15.2%	14.5%	20.5%	11.5%	7.9%	9.4%	15.6%	18.2%
Others (Cottage, cruise, camping...)	3.0%	5.4%	6.9%	2.2%	6.0%	3.9%	7.8%	5.7%	4.1%	3.2%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



Tourist profile by markets (2/2)

CANARY ISLANDS (2024)



SATISFACTION AND LOYALTY INDICATORS

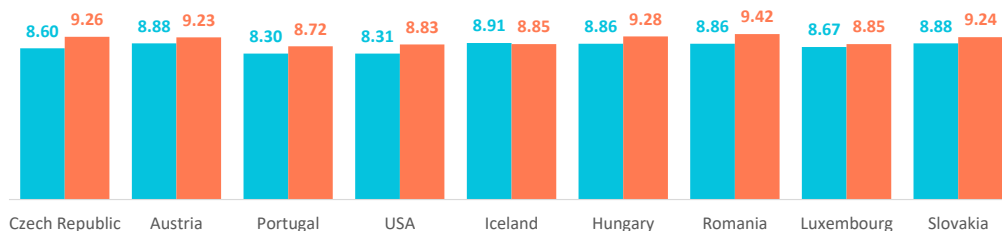
Satisfaction

Satisfaction (scale 0-10)	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Average rating	8.74	8.98	9.00	8.50	8.85	8.75	9.07	9.16	8.62	9.00
Experience in the Canary Islands	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Worse or much worse than expected	2.9%	1.6%	1.9%	6.6%	1.9%	1.9%	4.4%	0.6%	0.0%	3.5%
Lived up to expectations	54.8%	47.7%	47.8%	46.0%	35.4%	58.1%	32.4%	36.4%	69.4%	42.7%
Better or much better than expected	42.3%	50.7%	50.3%	47.4%	62.6%	40.0%	63.2%	63.0%	30.6%	53.8%
Future intentions (scale 1-10)	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Return to the Canary Islands	8.77	8.60	8.88	8.30	8.31	8.91	8.86	8.86	8.67	8.88
Recommend visiting the Canary Islands	8.96	9.26	9.23	8.72	8.83	8.85	9.28	9.42	8.85	9.24

RETURN TO THE CANARY ISLANDS



8.77
ALL MARKETS



RECOMMEND VISITING THE CANARY ISLANDS

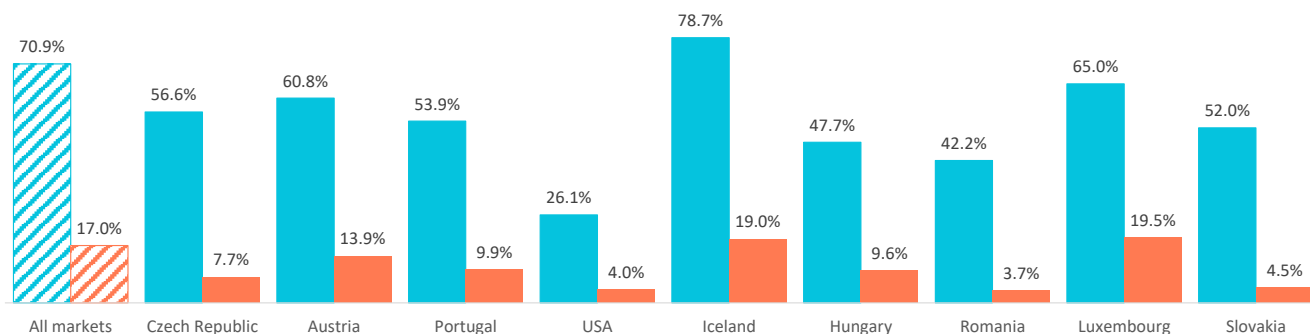


8.96
ALL MARKETS

How many are loyal to the Canary Islands?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Repeat tourists	70.9%	56.6%	60.8%	53.9%	26.1%	78.7%	47.7%	42.2%	65.0%	52.0%
At least 10 previous visits	19.9%	5.4%	17.8%	9.7%	4.1%	16.6%	4.7%	6.4%	20.8%	7.3%
Repeat tourists (last 5 years)	63.8%	54.0%	55.5%	44.7%	21.9%	76.9%	45.4%	37.4%	56.9%	46.2%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	7.7%	13.9%	9.9%	4.0%	19.0%	9.6%	3.7%	19.5%	4.5%

Repeat tourists Repeat tourists (last 5 years) (5 or more visits)



ISLANDS

How many islands do they visit during their trip?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
One island	92.9%	89.6%	90.8%	89.7%	75.9%	94.1%	89.7%	91.5%	90.4%	95.8%
Two islands	6.1%	8.7%	6.7%	7.9%	21.3%	5.9%	6.1%	7.7%	9.3%	2.7%
Three or more islands	1.0%	1.7%	2.5%	2.3%	2.8%	0.0%	4.2%	0.8%	0.4%	1.5%

Visited islands during their trip (with overnight staying)

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Lanzarote	18.6%	13.3%	8.9%	8.7%	7.8%	0.0%	5.2%	4.9%	18.6%	20.2%
Fuerteventura	14.6%	22.7%	19.0%	12.0%	1.9%	0.0%	19.6%	4.7%	18.6%	10.4%
Gran Canaria	26.6%	20.8%	27.9%	38.5%	32.3%	19.5%	26.2%	20.5%	19.5%	28.8%
Tenerife	41.4%	48.6%	47.3%	47.2%	65.8%	81.9%	55.6%	72.0%	44.9%	43.4%
La Gomera	0.3%	1.4%	1.7%	0.1%	0.5%	0.0%	0.0%	0.1%	0.0%	0.0%
La Palma	1.4%	2.7%	1.4%	0.8%	5.0%	0.0%	0.0%	0.0%	4.1%	1.0%
El Hierro	0.1%	0.0%	0.6%	0.5%	0.7%	0.0%	0.0%	0.1%	0.0%	0.0%
Cruise	0.2%	0.1%	0.6%	0.9%	1.5%	0.0%	0.0%	0.7%	0.0%	0.2%

Tourist profile by markets (2/2)

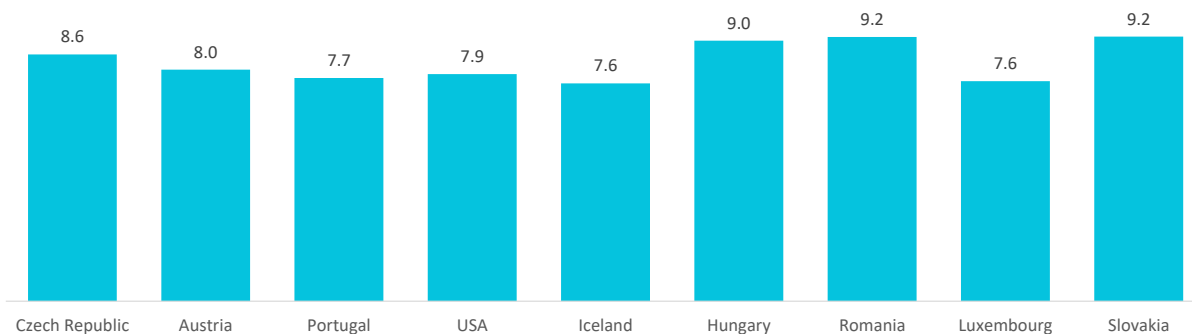
CANARY ISLANDS (2024)



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

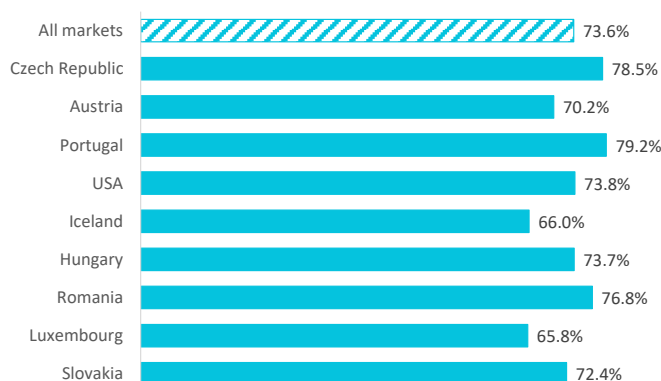
	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
0 hours	2.6%	0.3%	0.9%	1.2%	2.8%	1.6%	1.3%	0.3%	1.5%	0.0%
1 - 2 hours	9.6%	5.9%	6.5%	8.8%	4.7%	5.6%	6.2%	1.8%	4.4%	3.8%
3 - 6 hours	32.6%	23.6%	32.0%	31.6%	30.2%	40.3%	19.5%	16.8%	37.8%	19.6%
7 - 12 hours	46.6%	60.6%	51.3%	50.3%	53.2%	42.6%	55.9%	74.4%	43.8%	60.6%
More than 12 hours	8.6%	9.5%	9.3%	8.1%	9.2%	9.9%	17.1%	6.7%	12.5%	16.0%
Outdoor time per day	7.4	8.6	8.0	7.7	7.9	7.6	9.0	9.2	7.6	9.2



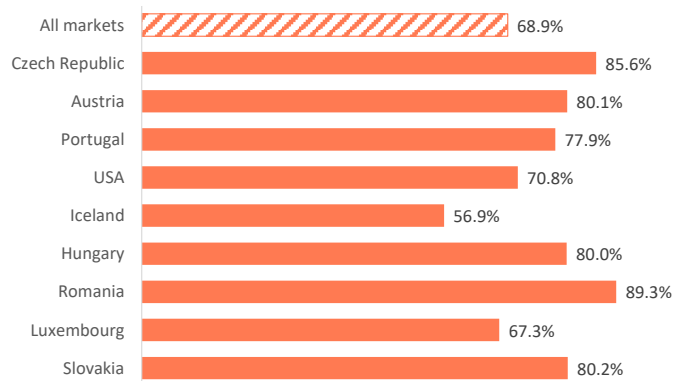
Activities in the Canary Islands

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Walk, wander	73.6%	78.5%	70.2%	79.2%	73.8%	66.0%	73.7%	76.8%	65.8%	72.4%
Beach	68.9%	85.6%	80.1%	77.9%	70.8%	56.9%	80.0%	89.3%	67.3%	80.2%
Swimming pool, hotel facilities	57.7%	51.4%	38.5%	63.1%	49.5%	65.6%	48.6%	45.7%	55.9%	24.6%
Explore the island on their own	48.8%	68.6%	68.9%	56.1%	62.6%	35.2%	62.3%	72.6%	52.2%	73.2%
Taste Canarian gastronomy	27.3%	30.5%	46.2%	26.5%	45.6%	18.2%	20.7%	27.1%	32.5%	19.7%
Hiking	18.8%	54.1%	34.0%	25.8%	29.4%	8.5%	23.5%	16.9%	25.5%	29.8%
Organized excursions	16.2%	21.2%	15.4%	11.9%	26.7%	12.9%	12.6%	19.6%	18.3%	7.5%
Nightlife / concerts / shows	15.4%	12.3%	16.9%	15.9%	22.2%	16.9%	18.5%	10.6%	13.6%	13.1%
Theme parks	14.7%	23.6%	14.3%	24.5%	11.2%	21.1%	21.3%	34.8%	11.2%	11.4%
Sea excursions / whale watching	12.0%	14.9%	19.3%	5.6%	19.2%	8.9%	18.1%	21.1%	9.0%	11.3%
Wineries / markets / popular festivals	11.2%	11.5%	15.5%	15.2%	16.0%	5.6%	15.9%	19.9%	16.0%	10.4%
Museums / exhibitions	10.8%	15.7%	13.9%	13.7%	13.7%	3.2%	14.5%	14.6%	10.6%	20.4%
Other Nature Activities	8.4%	20.5%	17.5%	17.6%	15.1%	2.1%	17.4%	11.9%	11.1%	23.7%
Swim	7.4%	13.5%	8.1%	3.9%	9.5%	5.6%	12.2%	5.0%	3.3%	11.3%
Running	6.0%	10.6%	2.5%	5.7%	3.1%	7.1%	6.6%	3.4%	5.4%	10.7%
Beauty and health treatments	5.2%	3.8%	2.5%	2.6%	8.5%	10.9%	1.3%	3.6%	6.6%	3.8%
Practice other sports	4.3%	6.4%	7.8%	2.4%	2.2%	5.7%	6.0%	4.8%	8.3%	9.5%
Astronomical observation	3.9%	3.0%	8.3%	1.9%	8.4%	2.3%	2.0%	3.7%	5.8%	0.0%
Surf	2.8%	8.2%	10.1%	0.3%	2.3%	1.5%	5.6%	1.3%	7.1%	2.8%
Cycling / Mountain bike	2.7%	3.1%	5.5%	0.3%	1.1%	1.6%	4.6%	1.1%	2.1%	5.1%
Golf	2.5%	2.2%	2.6%	0.3%	2.8%	10.0%	0.0%	0.5%	2.1%	0.0%
Scuba Diving	2.4%	4.2%	3.3%	2.2%	1.7%	2.5%	3.0%	1.1%	2.7%	1.6%
Windsurf / Kitesurf	0.8%	0.7%	4.3%	1.2%	0.9%	1.5%	0.4%	0.0%	0.0%	0.0%

WALK, WANDER

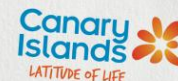


BEACH



Tourist profile by markets (2/2)

CANARY ISLANDS (2024)

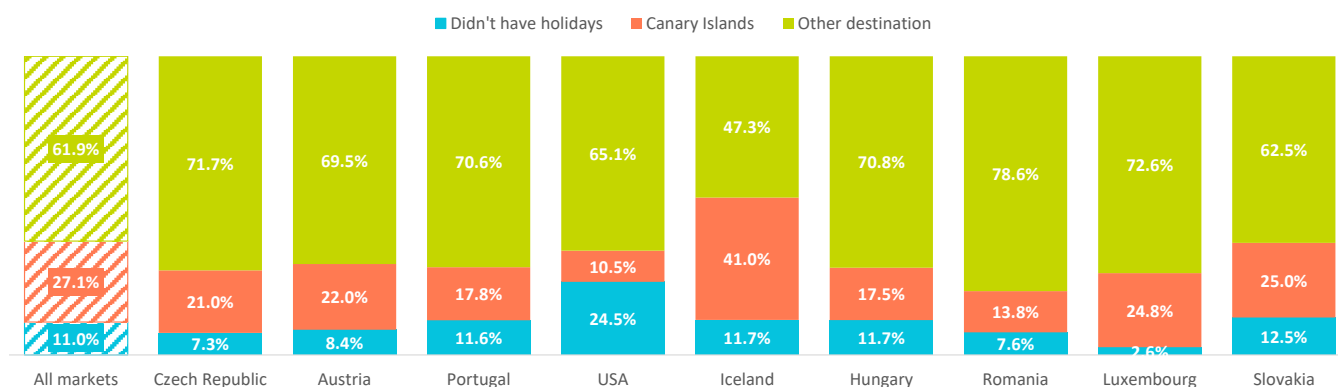


COMPETITORS

Where did they spend their main holiday last year? *

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Didn't have holidays	11.0%	7.3%	8.4%	11.6%	24.5%	11.7%	11.7%	7.6%	2.6%	12.5%
Canary Islands	27.1%	21.0%	22.0%	17.8%	10.5%	41.0%	17.5%	13.8%	24.8%	25.0%
Other destination	61.9%	71.7%	69.5%	70.6%	65.1%	47.3%	70.8%	78.6%	72.6%	62.5%
Balearic Islands	4.5%	2.3%	3.5%	4.6%	2.0%	0.0%	3.4%	3.0%	7.9%	0.6%
Rest of Spain	11.4%	9.3%	5.4%	12.0%	6.4%	11.8%	9.7%	7.8%	6.1%	4.2%
Italy	7.2%	12.5%	9.9%	5.7%	7.5%	4.6%	11.0%	16.4%	9.2%	18.6%
France	5.1%	1.8%	3.3%	3.4%	6.4%	4.0%	1.4%	4.7%	9.6%	0.0%
Turkey	3.1%	2.9%	2.0%	0.1%	0.5%	1.0%	3.4%	8.9%	5.4%	2.3%
Greece	7.2%	6.4%	10.4%	2.2%	5.7%	3.3%	7.2%	17.2%	6.2%	7.3%
Portugal	4.1%	6.6%	3.8%	18.9%	4.3%	4.6%	3.1%	2.2%	6.8%	5.4%
Croatia	2.0%	7.6%	8.8%	0.0%	3.2%	2.5%	7.2%	0.8%	0.4%	12.6%
Egypt	1.5%	4.4%	2.7%	0.9%	0.6%	0.5%	4.3%	4.4%	0.0%	0.0%
Tunisia	0.4%	0.9%	0.2%	0.7%	0.0%	0.0%	0.3%	0.4%	1.2%	0.0%
Morocco	1.0%	1.2%	0.3%	2.7%	0.0%	1.2%	0.5%	0.0%	1.4%	0.0%
Others	14.3%	15.7%	19.1%	19.3%	28.4%	13.8%	19.4%	12.7%	18.4%	11.4%

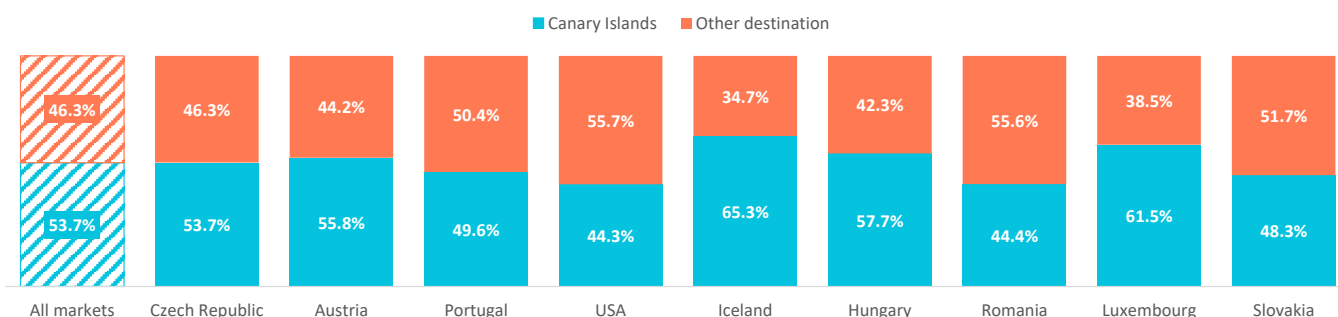
* Percentage of valid answers



What other destinations did they consider for this trip? *

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
None (I was clear about "this Canary Island")	28.3%	23.0%	27.6%	23.1%	23.5%	46.7%	31.4%	11.8%	37.1%	26.3%
Canary Islands (other island)	25.4%	30.7%	28.3%	26.5%	20.9%	18.6%	26.3%	32.6%	24.4%	22.0%
Other destination	46.3%	46.3%	44.2%	50.4%	55.7%	34.7%	42.3%	55.6%	38.5%	51.7%
Balearic Islands	6.0%	3.4%	2.7%	14.5%	3.2%	0.3%	1.9%	3.6%	5.4%	5.8%
Rest of Spain	9.0%	9.4%	8.3%	7.6%	14.2%	8.6%	9.5%	19.9%	5.8%	11.7%
Italy	4.7%	5.3%	4.8%	5.9%	9.1%	6.8%	7.2%	8.5%	2.8%	9.3%
France	1.7%	1.7%	0.6%	1.0%	5.1%	1.9%	2.5%	3.2%	0.5%	1.1%
Turkey	3.4%	2.0%	0.8%	1.9%	1.5%	2.1%	1.8%	3.4%	5.3%	3.5%
Greece	8.2%	7.4%	7.7%	5.9%	8.0%	4.9%	6.3%	8.9%	2.8%	6.1%
Portugal	6.2%	9.4%	7.6%	3.9%	8.4%	4.5%	4.3%	5.2%	4.8%	10.1%
Croatia	2.4%	1.2%	3.5%	3.1%	2.8%	1.9%	4.5%	0.0%	1.3%	1.1%
Egypt	2.4%	2.5%	3.5%	2.4%	1.1%	1.8%	3.1%	0.8%	2.8%	1.1%
Others	2.3%	4.0%	4.4%	4.2%	2.4%	1.8%	1.1%	2.1%	7.0%	1.7%

* Percentage of valid answers



Tourist profile by markets (2/2)

CANARY ISLANDS (2024)



TOURIST TAX (Data available from Q2 2024)

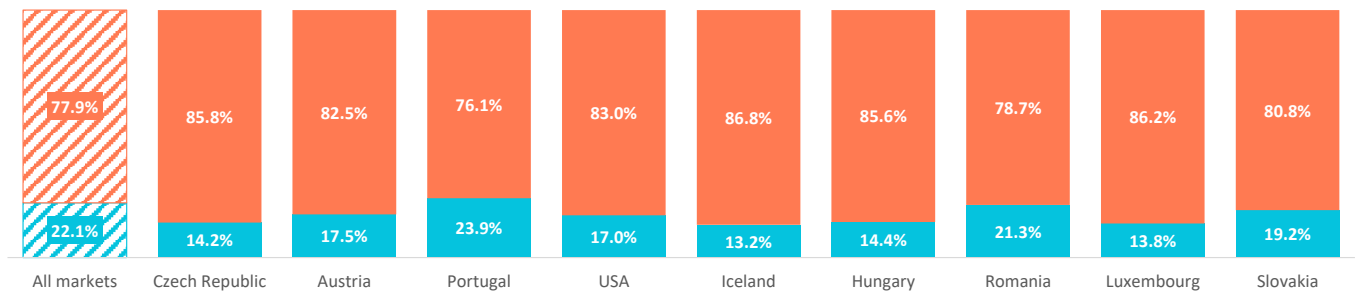
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Yes	45.3%	41.8%	45.4%	55.9%	26.0%	27.0%	44.7%	48.7%	45.0%	43.8%
No	34.4%	26.6%	25.0%	28.5%	45.6%	34.5%	27.8%	29.0%	28.6%	26.6%
Not remember	20.4%	31.5%	29.6%	15.7%	28.3%	38.5%	27.5%	22.3%	26.4%	29.5%

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

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Yes	22.1%	14.2%	17.5%	23.9%	17.0%	13.2%	14.4%	21.3%	13.8%	19.2%
No	77.9%	85.8%	82.5%	76.1%	83.0%	86.8%	85.6%	78.7%	86.2%	80.8%

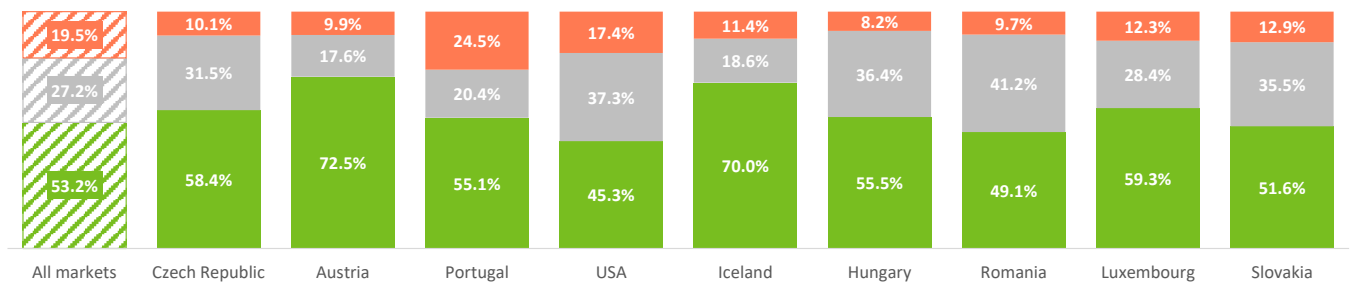
■ Yes ■ No



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Yes	53.2%	58.4%	72.5%	55.1%	45.3%	70.0%	55.5%	49.1%	59.3%	51.6%
- For any purpose of the Canary Islands Gov.	11.3%	17.0%	19.3%	10.4%	9.9%	9.3%	9.4%	8.9%	2.0%	11.8%
- To improve living conditions	9.2%	6.2%	11.5%	11.3%	8.7%	17.5%	6.0%	2.2%	15.9%	10.7%
- To improve economic development	4.6%	4.8%	4.0%	7.2%	4.5%	4.4%	6.5%	3.0%	3.2%	1.8%
- To improve and protect the environment	17.5%	22.0%	30.3%	15.0%	14.9%	23.1%	14.0%	17.1%	24.0%	16.6%
- To improve the tourist environment	4.4%	3.3%	5.4%	5.5%	1.6%	8.5%	12.3%	11.0%	5.3%	6.2%
- Other purposes	6.2%	5.1%	2.0%	5.9%	5.8%	7.3%	7.4%	6.8%	8.9%	4.4%
Not sure	27.2%	31.5%	17.6%	20.4%	37.3%	18.6%	36.4%	41.2%	28.4%	35.5%
No	19.5%	10.1%	9.9%	24.5%	17.4%	11.4%	8.2%	9.7%	12.3%	12.9%

■ Yes ■ Not sure ■ No



How much would they be willing to pay?

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Up to 1 euro	37.6%	54.2%	34.2%	57.1%	36.8%	35.4%	51.4%	40.8%	34.7%	52.9%
Up to 2 euros	32.4%	31.2%	34.4%	26.7%	22.2%	25.9%	29.4%	28.0%	32.6%	28.6%
Up to 3 euros	19.5%	11.6%	20.4%	11.6%	23.0%	28.1%	13.3%	18.8%	20.3%	14.3%
More than 3 euros	10.4%	2.9%	11.0%	4.5%	17.9%	10.6%	5.9%	12.4%	12.4%	4.1%

Islas Canarias
LATITUD DE VIDA

LANZAROTE[illegible][illegible]

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Maspalomas Dunes	49.0%	--	71.3%	52.4%	--	--	--	--	--	--
Las Palmas de Gran Canaria	47.9%	--	70.3%	70.6%	--	--	--	--	--	--
Puerto de Mogán	41.0%	--	54.0%	33.7%	--	--	--	--	--	--
North of the island	20.7%	--	44.9%	25.2%	--	--	--	--	--	--
Island's interior	20.1%	--	42.4%	16.6%	--	--	--	--	--	--
Agaete	14.2%	--	25.8%	13.4%	--	--	--	--	--	--
Teror	14.0%	--	25.4%	15.5%	--	--	--	--	--	--
Roque Nublo	13.3%	--	27.2%	13.2%	--	--	--	--	--	--
Guayadeque Viewpoint	7.2%	--	15.7%	10.2%	--	--	--	--	--	--

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Teide National Park	37.9%	60.8%	67.0%	56.6%	--	8.3%	--	--	--	--
Santa Cruz	31.3%	46.2%	50.4%	61.6%	--	22.1%	--	--	--	--
La Laguna	19.7%	22.7%	36.0%	30.2%	--	8.3%	--	--	--	--
Los Gigantes Cliffs	17.6%	32.1%	26.4%	24.7%	--	5.7%	--	--	--	--
Garachico	17.0%	25.8%	23.1%	24.2%	--	4.9%	--	--	--	--
La Orotava	15.9%	23.2%	15.9%	25.3%	--	2.6%	--	--	--	--
Icod de los Vinos	14.3%	17.0%	21.5%	26.2%	--	5.3%	--	--	--	--
Anaga Rural Park	13.3%	39.1%	31.9%	17.3%	--	1.5%	--	--	--	--
Masca Valley	12.1%	26.5%	17.4%	12.3%	--	3.7%	--	--	--	--
Teno / Buenavista	7.6%	10.7%	17.1%	6.5%	--	1.1%	--	--	--	--
Infierno Valley	3.4%	6.3%	3.7%	3.3%	--	2.0%	--	--	--	--

[illegible]

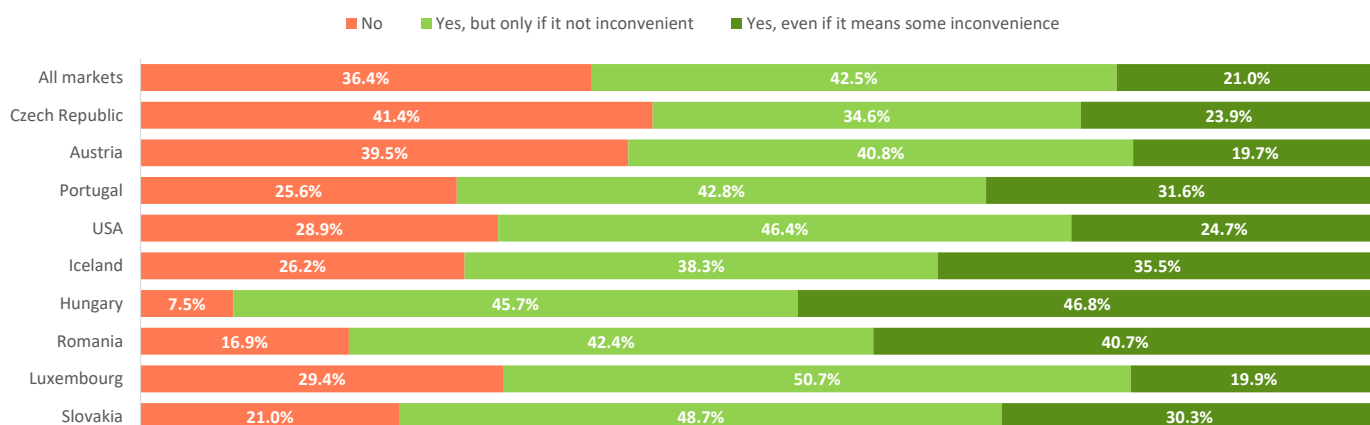
Tourist profile by markets (2/2)

CANARY ISLANDS (2024)

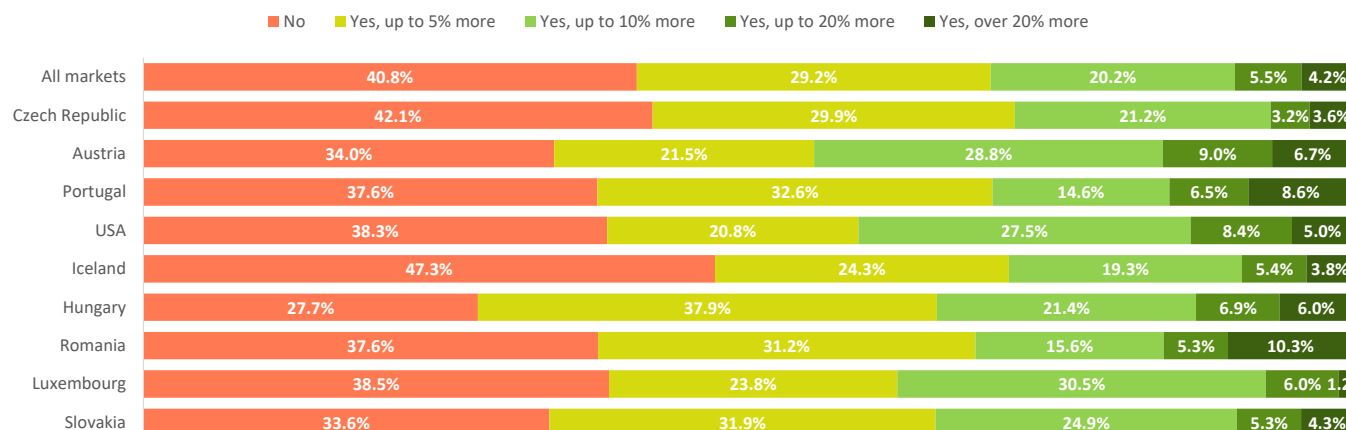


SUSTAINABLE DESTINATION (DATA = 2023)

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?



*Perception of the following sustainability measures during their stay **

	All markets	Czech Republic	Austria	Portugal	USA	Iceland	Hungary	Romania	Luxembourg	Slovakia
Quality of life on the island	8.0	8.0	8.1	7.9	8.5	7.7	8.3	8.8	8.1	8.4
Tolerance towards tourism	8.6	8.8	8.7	8.6	8.7	8.1	8.5	9.2	8.4	8.8
Cleanliness of the island	8.2	8.2	7.9	7.7	8.6	8.5	8.3	8.9	8.2	8.1
Air quality	8.5	8.8	8.4	8.1	8.7	8.3	8.8	8.8	8.5	8.7
Rational water consumption	7.6	7.7	7.1	7.4	7.8	7.7	7.7	8.4	7.4	7.5
Energy saving	7.1	6.9	6.3	7.0	7.6	6.6	7.5	8.2	7.1	7.0
Use of renewable energy	7.0	7.2	6.5	7.5	7.7	6.9	7.6	8.2	7.3	7.7
Recycling	7.1	7.3	6.5	6.8	7.8	6.9	7.5	8.3	7.1	7.4
Easy to get around by public transport	7.5	7.6	7.1	7.6	7.5	8.1	6.9	8.0	7.1	7.3
Overcrowding in tourist areas	6.6	7.2	5.8	7.1	7.0	6.3	7.3	7.7	7.1	6.7
Supply of local products	7.2	7.6	7.0	7.5	7.7	7.2	7.2	8.2	7.1	7.4

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

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.