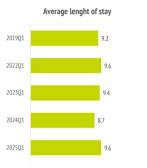
## How many are they and how much do they spend?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	464	398	560	648	697
Tourist arrivals $\geq$ 16 years old (EGT) (*)	413	359	498	579	614
- % tourists who book holiday package	72.5%	66.1%	58.9%	63.3%	62.5%
Children < 16 years old (FRONTUR - EGT) (*)	51	39	62	70	83
Expenditure per tourist (€)	964	1,244	1,412	1,400	1,510
<ul> <li>book holiday package</li> </ul>	1,036	1,297	1,563	1,550	1,626
- holiday package	896	1,156	1,375	1,356	1,440
- others	140	141	188	194	186
<ul> <li>do not book holiday package</li> </ul>	773	1,140	1,194	1,140	1,317
- flight	183	251	341	310	399
- accommodation	311	521	409	458	471
- others	279	368	444	372	447
Average lenght of stay	9.2	9.6	9.4	8.7	9.6
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	113.92	143.83	166.51	173.46	170.79
- Median	101.27	130.67	154.10	154.63	156.05
Average daily expenditure (without flight)	84.41	109.80	116.75	122.32	118.42
- Median	72.96	97.31	110.69	112.43	114.15
Average cost of the flight (€)	244.7	290.4	422.3	408.2	477.1
Total turnover ( ≥ 16 years old) (€m)	398	447	703	810	928
Turnover without flight (≥ 16 years old) (€m) (*) Thousands of tourists	297	342	493	574	635

% Tourists whose spendin<mark>g has been greater than €0 in each item</mark>

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	93.5%	95.4%	90.0%	92.8%	90.3%
- Additional accommodation expenses	5.8%	6.0%	10.9%	8.0%	7.6%
Transport:					
- National/International Transport	98.7%	99.3%	97.9%	98.7%	97.5%
- Flights between islands	3.8%	6.0%	7.8%	5.8%	7.0%
- Taxi	56.8%	56.8%	57.2%	54.7%	51.1%
- Car rental	25.6%	25.8%	30.3%	27.6%	28.8%
- Public transport	6.3%	4.8%	8.1%	9.1%	7.6%
Food and drink:					
- Food purchases at supermarkets	40.5%	42.0%	55.1%	52.0%	53.3%
- Restaurants	43.1%	43.5%	52.7%	49.9%	52.0%
Leisure:					
- Organized excursions	12.8%	11.7%	18.8%	17.0%	17.5%
- Sport activities	4.4%	7.6%	9.5%	7.7%	6.6%
- Cultural activities	0.9%	0.6%	1.4%	0.9%	1.4%
- Museums	2.3%	1.1%	2.4%	3.3%	3.1%
- Theme Parks	3.2%	1.2%	3.3%	4.0%	3.7%
- Discos and pubs	5.8%	5.6%	7.3%	4.9%	7.3%
- Wellness	3.4%	3.3%	5.2%	3.7%	2.5%
Purchases of goods:					
- Souvenirs	43.9%	29.4%	39.7%	40.5%	43.5%
- Other expenses	0.3%	0.5%	0.4%	0.7%	1.0%
Other:					
- Medical or pharmaceutical expenses	5.2%	6.0%	7.4%	5.9%	6.9%
- Other expenses	7.4%	6.3%	5.5%	4.8%	5.0%





# (without flight) 201901 84.41 202201 109.80 202301 116.75 202401 1122.32 202501 118.42 Expenditure per tourist (€) 201901 964

1,244

Average daily expenditure (€)



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

2022Q1

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:	639	905	896	951	965
- Accommodation	549	717	714	737	772
- Additional accommodation expenses	89	187	182	214	192
Transport:	451	619	770	736	845
- National/International Transport	248	292	431	414	489
- Flights between islands	46	75	90	70	82
- Taxi	46	92	99	99	110
- Car rental	78	139	130	121	144
- Public transport	34	21	19	32	19
Food and drink:	194	250	254	247	262
- Food purchases at supermarkets	80	92	110	98	102
- Restaurants	114	158	144	150	160
Leisure:	374	449	543	531	478
- Organized excursions	62	79	118	92	89
- Sport activities	77	119	115	127	104
- Cultural activities	27	44	42	31	39
- Museums	29	36	27	29	17
- Theme Parks	53	40	53	84	52
- Discos and pubs	82	72	119	82	80
- Wellness	43	59	70	87	97
Purchases of goods:	391	153	121	117	310
- Souvenirs	82	75	71	67	81
- Other expenses	309	78	51	50	229
Other:	151	116	149	101	131
- Medical or pharmaceutical expenses	53	78	55	45	42
- Other expenses	98	38	94	55	89

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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



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## What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	94.4%	95.2%	92.3%	94.1%	94.7%
Visiting family or friends	4.1%	2.9%	5.3%	4.7%	3.6%
Business and work	0.3%	0.6%	1.1%	0.1%	0.4%
Education and training	0.0%	0.0%	0.1%	0.1%	0.2%
Sports training	0.9%	0.7%	1.1%	0.8%	0.7%
Health or medical care	0.1%	0.0%	0.0%	0.1%	0.1%
Fairs and congresses	0.0%	0.0%	0.1%	0.1%	0.0%
Others	0.1%	0.6%	0.1%	0.2%	0.2%

## What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	59.9%	56.2%	53.2%	53.9%	60.0%
Enjoy family time	9.1%	8.6%	12.6%	11.1%	10.1%
Have fun	5.3%	6.6%	6.9%	8.1%	6.4%
Explore the destination	19.5%	22.0%	20.4%	18.8%	18.0%
Practice their hobbies	4.2%	4.1%	4.6%	6.0%	3.5%
Other reasons	2.1%	2.5%	2.3%	2.2%	2.1%

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays		28.9%	14.1%	9.5%	9.2%
Canary Islands		18.2%	23.6%	23.2%	25.9%
Other destination		52.9%	62.4%	67.3%	65.0%
- Balearic Islands		3.9%	4.2%	4.3%	4.1%
- Rest of Spain		6.8%	9.8%	10.5%	10.1%
- Italy		8.3%	9.1%	9.4%	8.0%
- France		4.9%	6.4%	5.3%	6.2%
- Turkey		2.3%	2.8%	2.9%	3.1%
- Greece		8.1%	7.8%	9.3%	8.4%
- Portugal		4.5%	2.9%	4.2%	5.0%
- Croatia		2.8%	3.3%	2.7%	2.8%
- Egypt		1.0%	2.2%	1.6%	1.6%
- Tunisia		0.2%	0.2%	0.4%	0.5%
- Morocco		0.4%	0.7%	0.9%	1.2%
- Others		9.7%	13.2%	15.7%	14.2%

\* Percentage of valid answers

## What other destinations did they consider for this trip? \*

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")		29.8%	30.0%	26.4%	30.4%
Canary Islands (other island)		32.9%	33.8%	34.0%	33.9%
Other destination		37.3%	36.1%	39.6%	35.7%
- Balearic Islands		4.4%	4.3%	4.4%	4.4%
- Rest of Spain		6.0%	5.5%	6.2%	6.3%
- Italy		2.9%	3.1%	3.8%	3.2%
- France		1.1%	1.0%	1.8%	1.1%
- Turkey		2.8%	2.3%	2.8%	2.6%
- Greece		4.3%	5.0%	6.0%	4.6%
- Portugal		4.9%	4.9%	5.2%	4.4%
- Croatia		1.7%	0.9%	2.3%	1.4%
- Egypt		5.4%	5.7%	4.2%	4.9%
- Others		3.8%	3.5%	2.9%	2.8%

\* Percentage of valid answers



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Importance	of eacl	factor in th	e destination	choice
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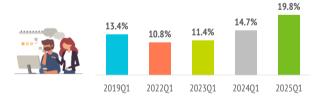
2019Q1         2022Q1           Climate         82.7%         82.6%           Sea         52.4%         59.0%           Tranquility         53.7%         52.7%           Safety         51.6%         54.4%           Beaches         50.0%         57.5%           Accommodation supply         42.1%         43.2%           European belonging         38.0%         44.5%           Effortless trip         37.6%         44.0%           Price         40.1%         35.2%           Landscapes         29.7%         31.4%           Environment         31.4%         30.6%           Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trial network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%           Culture         5.6%         5.7%			
Climate         82.7%         82.6%           Sea         52.4%         59.0%           Tranquility         53.7%         52.7%           Safety         51.6%         54.4%           Beaches         50.0%         57.5%           Accommodation supply         42.1%         43.2%           European belonging         38.0%         44.5%           Effortless trip         37.6%         44.0%           Price         40.1%         35.2%           Landscapes         29.7%         31.4%           Environment         31.4%         30.6%           Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	202301	202401	202501
Tranquility         53.7%         52.7%           Safety         51.6%         54.4%           Beaches         50.0%         57.5%           Accommodation supply         42.1%         43.2%           European belonging         38.0%         44.5%           Effortless trip         37.6%         44.0%           Price         40.1%         35.2%           Landscapes         29.7%         31.4%           Environment         31.4%         30.6%           Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%		82.1%	85.6%
Safety       51.6%       54.4%         Beaches       50.0%       57.5%         Accommodation supply       42.1%       43.2%         European belonging       38.0%       44.5%         Effortless trip       37.6%       44.0%         Price       40.1%       35.2%         Landscapes       29.7%       31.4%         Environment       31.4%       30.6%         Authenticity       17.9%       18.8%         Gastronomy       21.4%       24.7%         Fun possibilities       12.8%       18.5%         Exoticism       10.2%       9.7%         Hiking trail network       8.6%       8.2%         Shopping       5.6%       7.4%	55.0%	59.4%	57.0%
Beaches         50.0%         57.5%           Accommodation supply         42.1%         43.2%           European belonging         38.0%         44.5%           Effortless trip         37.6%         44.0%           Price         40.1%         35.2%           Landscapes         29.7%         31.4%           Environment         31.4%         30.6%           Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	51.9%	53.0%	55.9%
Accommodation supply       42.1%       43.2%         European belonging       38.0%       44.5%         Effortless trip       37.6%       44.0%         Price       40.1%       35.2%         Landscapes       29.7%       31.4%         Environment       31.4%       30.6%         Authenticity       17.9%       18.8%         Gastronomy       21.4%       24.7%         Fun possibilities       12.8%       18.5%         Exoticism       10.2%       9.7%         Hiking trail network       8.6%       8.2%         Shopping       5.6%       7.4%         Historical heritage       6.5%       6.7%	53.3%	57.8%	55.3%
European belonging         38.0%         44.5%           Effortless trip         37.6%         44.0%           Price         40.1%         35.2%           Landscapes         29.7%         31.4%           Environment         31.4%         30.6%           Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	49.7%	54.5%	54.9%
Effortless trip         37.6%         44.0%           Price         40.1%         35.2%           Landscapes         29.7%         31.4%           Environment         31.4%         30.6%           Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	40.6%	43.8%	43.7%
Price         40.1%         35.2%           Landscapes         29.7%         31.4%           Environment         31.4%         30.6%           Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	32.7%	38.8%	42.6%
Landscapes         29.7%         31.4%           Environment         31.4%         30.6%           Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	38.9%	42.9%	41.5%
Environment         31.4%         30.6%           Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	31.8%	35.6%	39.8%
Authenticity         17.9%         18.8%           Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	31.3%	30.8%	32.4%
Gastronomy         21.4%         24.7%           Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	29.6%	30.5%	32.2%
Fun possibilities         12.8%         18.5%           Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	17.5%	22.6%	21.1%
Exoticism         10.2%         9.7%           Hiking trail network         8.6%         8.2%           Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	22.7%	24.8%	20.4%
Hiking trail network8.6%8.2%Shopping5.6%7.4%Historical heritage6.5%6.7%	21.1%	20.0%	15.8%
Shopping         5.6%         7.4%           Historical heritage         6.5%         6.7%	6.2%	10.2%	10.3%
Historical heritage 6.5% 6.7%	8.0%	9.3%	8.8%
	4.6%	7.8%	6.8%
Culturo 5.6% 5.7%	5.2%	7.1%	6.6%
Culture 5.0% 5.7%	7.1%	7.4%	6.6%
Nightlife 4.7% 5.6%	4.1%	5.2%	4.3%

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.

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	0.8%	1.4%	0.2%	0.9%	0.7%
Between 1 and 30 days	28.7%	42.8%	28.5%	25.8%	24.3%
Between 1 and 2 months	28.1%	22.3%	29.7%	28.4%	25.0%
Between 3 and 6 months	29.1%	22.8%	30.2%	30.2%	30.2%
More than 6 months	13.4%	10.8%	11.4%	14.7%	19.8%

### % TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



## What channels did they use to get information about the trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	53.4%	47.9%	45.2%	48.7%	50.7%
Friends or relatives	18.7%	23.2%	22.5%	23.9%	21.4%
Internet or social media	50.3%	54.2%	50.5%	54.8%	51.5%
Mass Media	1.4%	2.4%	1.7%	1.7%	1.7%
Travel guides and magazines	8.1%	7.8%	6.0%	5.7%	6.4%
Travel Blogs or Forums	5.3%	5.8%	4.2%	8.0%	4.2%
Travel TV Channels	0.9%	1.8%	0.8%	0.5%	0.9%
Tour Operator or Travel Agency	25.3%	24.5%	18.6%	22.5%	19.9%
Public administrations or similar	0.6%	1.0%	0.5%	0.7%	0.6%
Others * Multi-choise question	1.4%	1.9%	1.9%	2.7%	2.8%

## Tourist profile. Historical data (2019 - 2025) FUERTEVENTURA: First Quarter

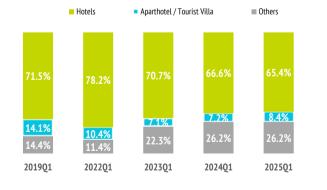
## With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	38.0%	39.3%	40.3%	41.1%	39.3%
- Tour Operator or Travel Agency	62.0%	60.7%	59.7%	58.9%	60.7%
Accommodation					
- Directly with the accommodation	30.2%	30.7%	28.4%	30.6%	28.0%
- Tour Operator or Travel Agency	69.8%	69.3%	71.6%	69.4%	72.0%
Where are they from?					$\oplus$

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
United Kingdom	27.5%	25.9%	30.1%	29.7%	30.7%
Germany	35.0%	33.4%	32.3%	33.0%	29.9%
Italy	4.5%	4.6%	4.9%	5.1%	5.9%
Poland	4.3%	4.7%	2.7%	4.6%	5.6%
France	5.4%	8.4%	6.4%	5.1%	5.6%
Spanish Mainland	6.0%	6.2%	6.2%	5.4%	5.5%
Netherlands	2.9%	4.3%	3.0%	3.5%	3.8%
Ireland	1.7%	1.9%	2.1%	2.9%	2.8%
Denmark	2.5%	1.9%	1.8%	1.6%	1.6%
Belgium	0.7%	1.1%	1.3%	1.6%	1.4%
Others	9.6%	7.7%	9.1%	7.6%	7.3%

Where do they stay?					Ħ
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	16.3%	18.5%	12.9%	13.2%	13.2%
4* Hotel	52.9%	54.3%	54.0%	49.2%	50.0%
5* Hotel / 5* Luxury Hotel	2.3%	5.4%	3.8%	4.2%	2.3%
Aparthotel / Tourist Villa	14.1%	10.4%	7.1%	7.2%	8.4%
House/room rented in a private dwelling	4.9%	4.2%	7.2%	17.5%	16.3%
Private accommodation (1)	4.6%	2.9%	7.5%	4.2%	6.1%
Others (Cottage, cruise, camping,)	4.9%	4.3%	7.5%	4.5%	3.7%

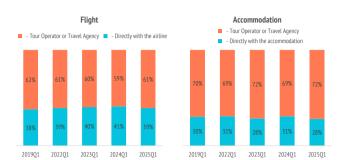
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



## What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	16.6%	17.5%	18.7%	24.2%	25.6%
Bed and Breakfast	4.4%	7.7%	7.6%	6.0%	6.2%
Half board	16.7%	13.6%	20.2%	16.5%	17.5%
Full board	9.0%	4.5%	4.9%	5.2%	4.2%
All inclusive	53.3%	56.7%	48.6%	48.1%	46.5%

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## Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	3.4%	4.0%	3.3%	3.0%	2.8%
1 - 2 hours	9.8%	12.6%	12.5%	11.9%	11.8%
3 - 6 hours	37.2%	35.6%	34.4%	34.1%	35.5%
7 - 12 hours	44.0%	42.0%	42.1%	45.3%	43.5%
More than 12 hours	5.7%	5.8%	7.7%	5.6%	6.4%
Outdoor time per day	6.8	6.6	6.8	6.8	69



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Beach	68.3%	79.1%	72.0%	76.7%	79.2%
Walk, wander	63.1%	67.4%	64.2%	67.2%	69.8%
Swimming pool, hotel facilities	46.0%	55.2%	48.4%	48.1%	49.1%
Explore the island on their own	42.1%	43.9%	40.2%	48.4%	47.0%
Taste Canarian gastronomy	17.6%	21.9%	19.8%	19.2%	21.2%
Hiking		19.1%	18.2%	18.1%	18.8%
Nightlife / concerts / shows	7.5%	7.7%	10.9%	8.8%	10.8%
Organized excursions	11.2%	11.1%	10.6%	11.2%	10.2%
Other Nature Activities		6.5%	7.8%	9.0%	8.0%
Wineries / markets / popular festivals	7.9%	4.8%	7.4%	6.5%	7.7%
Sea excursions / whale watching	3.9%	6.6%	5.9%	7.4%	7.7%
Running		4.5%	5.6%	5.5%	6.0%
Surf		6.7%	7.4%	6.1%	5.9%
Swim		17.9%	5.6%	5.9%	5.9%
Theme parks	5.1%	4.8%	3.7%	6.2%	5.3%
Museums / exhibitions	6.3%	3.4%	4.8%	4.7%	5.3%
Astronomical observation	3.2%	3.2%	4.3%	3.3%	4.7%
Cycling / Mountain bike		4.6%	4.2%	4.2%	3.9%
Practice other sports		5.1%	5.5%	5.2%	3.7%
Beauty and health treatments	3.8%	3.5%	5.3%	3.6%	2.7%
Windsurf / Kitesurf		2.0%	1.7%	2.2%	2.2%
Scuba Diving		2.2%	1.5%	2.1%	1.9%
Golf		1.3%	2.7%	2.6%	1.8%
* Multi-choise question					

Canary Islands LATITIVE of LIFE

**∱**†

## What places do they visit?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Cotillo	37.1%	40.3%	34.0%	35.0%	34.3%
Corralejo Dunes and Isle of Lobos	24.1%	30.9%	26.7%	27.7%	31.5%
Jandía Beach	23.8%	24.6%	20.7%	23.0%	26.4%
Betancuria	20.1%	18.8%	20.4%	20.2%	19.3%
La Casa de los Coroneles	16.8%	14.8%	15.3%	15.0%	15.0%
Cofete	14.1%	17.3%	12.8%	13.5%	12.7%
Betancuria Viewpoint	7.7%	6.6%	5.3%	6.1%	6.0%
Sicasumbre Viewpoint	9.0%	5.2%	7.0%	5.8%	5.9%
Museums	6.2%	5.7%	5.0%	5.6%	5.7%
Aloe Vera Museum	5.6%	3.2%	4.5%	4.3%	5.4%
Montaña Sagrada de Tindaya	5.0%	3.9%	2.0%	2.0%	3.2%

## ¿Cuántos son fieles al destino?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Fuerteventura: Repeat tourists	62.3%	60.4%	60.8%	64.0%	68.4%
Fuerteventura: At least 10 previous visi	5.8%	6.9%	5.6%	7.6%	9.0%
Canary Islands: Repeat tourists	72.8%	69.5%	70.5%	72.7%	76.1%
Canary Islands: At least 10 previous visits	16.7%	18.0%	18.7%	20.3%	19.7%

Who are they?					ġ
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	48.8%	48.1%	44.6%	47.0%	47.9%
Women	51.2%	51.9%	55.4%	53.0%	52.1%
Age					
Average age	52.20	47.42	48.61	49.57	51.53
Standard deviation	15.6	16.6	15.7	16.5	17.4
Age range					
16 - 24 years old	4.3%	10.9%	6.7%	7.6%	7.7%
25 - 30 years old	8.0%	9.7%	9.0%	8.5%	7.8%
31 - 45 years old	21.5%	25.2%	28.1%	26.2%	23.5%
46 - 60 years old	30.4%	28.0%	29.8%	28.3%	24.5%
Over 60 years old	35.8%	26.3%	26.4%	29.5%	36.6%
Occupation					
Salaried worker	44.6%	48.6%	52.8%	50.7%	47.3%
Self-employed	8.9%	13.0%	12.3%	10.7%	11.0%
Unemployed	1.0%	0.7%	0.5%	1.1%	1.6%
Business owner	10.8%	10.2%	8.5%	10.3%	6.4%
Student	3.0%	5.8%	2.7%	2.9%	3.3%
Retired	29.9%	20.2%	22.2%	23.2%	29.0%
Unpaid domestic work	1.0%	1.2%	0.2%	0.4%	0.7%
Others	0.7%	0.4%	0.8%	0.6%	0.7%
Annual household income level					
Less than €25,000	16.3%	14.4%	12.2%	11.3%	12.2%
€25,000 - €49,999	44.0%	33.2%	33.3%	35.6%	35.6%
€50,000 - €74,999	21.0%	24.8%	25.6%	25.3%	27.3%
More than €74,999	18.7%	27.7%	28.9%	27.8%	25.0%
Education level					
No studies	3.9%	2.8%	2.7%	2.8%	4.0%
Primary education	2.6%	1.9%	2.3%	2.5%	1.7%
Secondary education	26.9%	18.8%	20.3%	18.4%	22.5%
Higher education	66.6%	76.5%	74.6%	76.4%	71.9%

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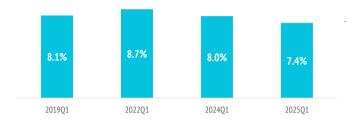
How many islands do they visit during their trip?

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	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	91.9%	91.3%	91.2%	92.0%	92.6%
Two islands	6.6%	6.7%	7.5%	7.0%	6.4%
Three or more islands	1.4%	2.0%	1.3%	1.0%	0.9%

% TOURISTS VISITING MORE THAN ONE ISLAND

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.73	8.73	8.72	8.69	8.65
Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	1.6%	3.7%	2.7%	3.0%	3.4%
Lived up to expectations	52.0%	53.7%	55.5%	57.5%	57.4%
Better or much better than expected	46.4%	42.6%	41.8%	39.5%	39.2%
Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.91	8.75	8.89	8.79	8.83
Recommend visiting the Canary Islands	9.03	8.97	9.01	8.93	8.99

## Who do they come with?

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	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	7.1%	10.4%	10.6%	9.8%	10.7%
Only with partner	60.4%	49.9%	49.9%	50.0%	53.6%
Only with children (< 13 years old)	3.8%	6.7%	5.0%	4.1%	2.7%
Partner + children (< 13 years old)	3.8%	4.5%	6.9%	5.8%	5.6%
Other relatives	6.4%	8.6%	8.3%	8.2%	9.1%
Friends	5.7%	8.9%	6.8%	8.0%	6.3%
Work colleagues	0.2%	0.3%	0.2%	0.0%	0.2%
Organized trip	0.4%	0.3%	0.2%	0.3%	0.7%
Other combinations (2) (2) Combination of some of the groups previously of	12.1% analyzed	10.4%	12.3%	13.8%	11.1%
Tourists with children	12.0%	13.5%	17.3%	14.7%	12.5%
- Between 0 and 2 years old	1.1%	1.2%	2.1%	0.7%	1.4%
- Between 3 and 12 years old	9.7%	11.5%	14.5%	12.1%	10.2%
- Between 0 -2 and 3-12 years old	1.1%	0.8%	0.8%	1.8%	1.0%
Tourists without children	88.0%	86.5%	82.7%	85.3%	87.5%
Group composition:					
- 1 person	12.0%	12.6%	14.5%	12.2%	13.3%
- 2 people	66.7%	60.2%	55.7%	60.3%	61.5%
- 3 people	7.8%	11.3%	11.4%	11.7%	8.4%
- 4 or 5 people	10.6%	13.4%	15.8%	12.7%	13.8%
- 6 or more people	3.0%	2.4%	2.7%	3.1%	3.0%
Average group size:	2.35	2.39	2.47	2.41	2.41
*People who share the main expenses of the trip					

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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