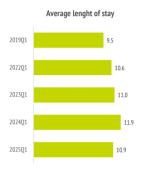
How many are they and how much do they spend?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	1,244	850	1,179	1,359	1,369
Tourist arrivals ≥ 16 years old (EGT) (*)	1,096	767	1,063	1,211	1,213
- % tourists who book holiday package	53.0%	50.0%	51.5%	51.0%	47.7%
Children < 16 years old (FRONTUR - EGT) (*)	148	83	116	149	156
Expenditure per tourist (€)	1,060	1,440	1,535	1,665	1,556
- book holiday package	1,278	1,696	1,740	1,936	1,816
 holiday package 	999	1,394	1,421	1,589	1,526
- others	279	302	318	347	290
 do not book holiday package 	813	1,184	1,317	1,383	1,318
- flight	197	289	404	372	357
- accommodation	281	393	432	515	475
- others	335	502	482	496	486
Average lenght of stay	9.5	10.6	11.0	11.9	10.9
- Median	7.0	8.0	8.0	8.0	7.9
Average daily expenditure (€)	126.76	161.77	172.83	173.67	174.69
- Median	116.97	143.23	160.98	166.37	174.07
Average daily expenditure (without flight)	95.14	118.89	116.25	126.18	126.71
- Median	90.52	107.90	115.52	121.29	126.12
Average cost of the flight (€)	259.4	370.3	480.6	433.4	420.2
Total turnover (≥ 16 years old) (€m)	1,161	1,105	1,632	2,016	1,887
Turnover without flight (\geq 16 years old) (\in m)	877	821	1,121	1,491	1,378
(*) Thousands of tourists					

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	82.2%	81.9%	81.6%	83.2%	83.3%
- Additional accommodation expenses	6.9%	7.6%	5.5%	5.7%	5.6%
Transport:					
- National/International Transport	96.1%	95.1%	95.7%	96.1%	96.3%
- Flights between islands	3.9%	3.7%	3.6%	3.6%	3.6%
- Taxi	50.1%	53.6%	53.9%	54.4%	50.2%
- Car rental	25.5%	21.3%	22.0%	23.5%	25.2%
- Public transport	16.3%	16.3%	17.6%	18.0%	20.8%
Food and drink:					
- Food purchases at supermarkets	62.4%	56.1%	58.0%	58.8%	59.6%
- Restaurants	71.4%	68.3%	68.3%	67.9%	68.9%
Leisure:					
- Organized excursions	14.1%	12.4%	14.6%	14.9%	15.5%
- Sport activities	5.4%	5.7%	7.0%	5.3%	5.3%
- Cultural activities	2.7%	1.7%	2.8%	3.0%	3.0%
- Museums	4.0%	2.3%	4.7%	4.9%	5.3%
- Theme Parks	4.5%	4.0%	4.0%	4.3%	4.6%
- Discos and pubs	9.1%	8.4%	9.1%	8.1%	9.4%
- Wellness	4.7%	4.3%	4.2%	3.9%	3.2%
Purchases of goods:					
- Souvenirs	41.6%	34.0%	34.2%	37.7%	39.5%
- Other expenses	0.7%	0.4%	0.7%	0.6%	0.6%
Other:					
- Medical or pharmaceutical expenses	7.4%	6.8%	7.7%	6.5%	6.8%
- Other expenses	7.0%	4.6%	4.9%	4.8%	4.1%







Canary Islands

LATITUDE OF LIFE

Average daily expenditure (€)



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

Expenditure per tourist and trip (€)	201901	202201	2023Q1	202401	202501
Accommodation:	712	980	963	1,187	1,125
- Accommodation	570	769	753	928	845
- Additional accommodation expenses	142	211	210	260	280
Transport:	525	759	883	858	809
- National/International Transport	270	389	502	451	436
- Flights between islands	76	74	116	116	98
- Taxi	65	95	92	92	99
- Car rental	86	151	141	156	148
- Public transport	28	49	33	43	28
Food and drink:	263	387	377	396	358
- Food purchases at supermarkets	102	165	141	169	138
- Restaurants	161	222	236	226	220
Leisure:	405	573	539	522	498
- Organized excursions	74	92	89	98	89
- Sport activities	73	145	92	107	99
- Cultural activities	45	48	52	64	49
- Museums	21	22	42	26	32
- Theme Parks	58	55	87	68	63
- Discos and pubs	76	117	109	104	93
- Wellness	57	94	67	55	73
Purchases of goods:	360	559	846	204	325
- Souvenirs	95	120	118	120	106
- Other expenses	265	439	729	83	219
Other:	147	107	160	121	133
- Medical or pharmaceutical expenses	74	52	67	37	38
- Other expenses	73	55	93	84	96

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.

•€

What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	87.2%	86.9%	86.2%	87.3%	86.9%
Visiting family or friends	8.6%	9.4%	9.8%	9.1%	9.2%
Business and work	3.2%	2.1%	2.3%	1.9%	2.1%
Education and training	0.0%	0.2%	0.3%	0.1%	0.3%
Sports training	0.5%	0.9%	0.7%	0.6%	0.6%
Health or medical care	0.2%	0.0%	0.1%	0.3%	0.2%
Fairs and congresses	0.0%	0.0%	0.1%	0.1%	0.1%
Others	0.3%	0.5%	0.5%	0.6%	0.6%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	55.0%	54.7%	51.6%	56.1%	52.7%
Enjoy family time	15.4%	17.5%	18.4%	17.5%	17.7%
Have fun	7.8%	8.6%	8.7%	7.4%	7.0%
Explore the destination	17.3%	15.0%	16.9%	15.2%	17.8%
Practice their hobbies	2.7%	2.3%	2.3%	1.7%	2.6%
Other reasons	1.7%	1.8%	2.1%	2.1%	2.3%

ř.

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays		34.2%	15.8%	11.2%	10.8%
Canary Islands		19.7%	26.6%	29.2%	29.7%
Other destination		46.1%	57.6%	59.6%	59.5%
- Balearic Islands		4.3%	4.1%	3.7%	2.8%
- Rest of Spain		9.4%	10.6%	10.8%	11.7%
- Italy		6.5%	8.7%	7.6%	8.6%
- France		4.1%	4.3%	5.2%	4.8%
- Turkey		1.0%	2.5%	3.2%	2.7%
- Greece		6.1%	6.5%	6.0%	7.6%
- Portugal		2.1%	3.7%	3.4%	3.7%
- Croatia		2.4%	3.2%	2.4%	2.0%
- Egypt		0.5%	1.1%	1.2%	1.2%
- Tunisia		0.1%	0.2%	0.3%	0.3%
- Morocco		0.1%	0.8%	0.8%	1.3%
- Others		9.4%	12.0%	14.9%	12.8%

* 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")		40.0%	37.7%	37.3%	36.1%
Canary Islands (other island)		28.6%	29.9%	29.3%	32.1%
Other destination		31.4%	32.4%	33.4%	31.8%
- Balearic Islands		3.1%	3.4%	3.0%	3.0%
- Rest of Spain		6.3%	6.6%	7.1%	7.3%
- Italy		3.0%	3.2%	3.1%	3.0%
- France		1.4%	1.5%	1.6%	1.3%
- Turkey		2.1%	1.5%	2.3%	1.9%
- Greece		3.9%	3.6%	4.6%	4.3%
- Portugal		3.8%	5.0%	4.0%	4.0%
- Croatia		1.1%	1.3%	1.4%	1.5%
- Egypt		2.7%	2.9%	3.3%	2.7%
- Others		4.1%	3.5%	3.0%	2.7%

* Percentage of valid answers

Canary Islands

•?

1

Importance of each	factor in the destination choice
--------------------	----------------------------------

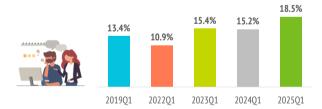
	2019Q1	202201	2023Q1	2024Q1	202501
Climate	84.3%	83.7%	80.0%	81.2%	83.5%
Safety	46.5%	47.6%	48.8%	51.6%	52.1%
Sea	45.2%	49.4%	46.2%	46.4%	48.4%
Tranquility	42.3%	42.1%	45.3%	44.7%	46.6%
Beaches	40.5%	45.2%	39.5%	41.4%	41.5%
European belonging	36.8%	41.5%	37.0%	36.4%	39.7%
Accommodation supply	35.7%	37.3%	36.2%	38.9%	38.3%
Effortless trip	33.9%	35.9%	36.3%	36.2%	35.7%
Landscapes	32.0%	32.5%	33.3%	30.9%	35.5%
Environment	27.6%	30.5%	30.4%	30.5%	32.7%
Price	33.2%	29.9%	28.8%	30.9%	31.2%
Gastronomy	22.8%	26.5%	26.9%	27.3%	25.1%
Authenticity	16.4%	19.6%	18.0%	19.2%	22.2%
Fun possibilities	17.1%	24.2%	22.2%	21.8%	20.7%
Hiking trail network	12.4%	12.4%	13.2%	11.9%	13.3%
Exoticism	9.7%	11.1%	9.1%	10.4%	12.4%
Nightlife	8.3%	12.3%	10.3%	10.9%	9.5%
Shopping	8.2%	9.5%	9.1%	10.1%	9.5%
Culture	8.1%	8.7%	8.9%	9.4%	9.3%
Historical heritage	7.4%	8.0%	8.5%	8.3%	8.6%

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.

How far in advance do they book their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	1.1%	0.8%	0.9%	1.2%	0.9%
Between 1 and 30 days	32.6%	41.2%	29.7%	26.5%	25.9%
Between 1 and 2 months	26.3%	26.0%	27.5%	24.9%	25.1%
Between 3 and 6 months	26.6%	21.1%	26.6%	32.2%	29.7%
More than 6 months	13.4%	10.9%	15.4%	15.2%	18.5%

% 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	55.2%	52.3%	52.2%	52.4%	53.2%
Friends or relatives	28.4%	31.4%	28.9%	27.4%	29.9%
Internet or social media	52.6%	49.7%	45.5%	48.3%	45.8%
Mass Media	1.5%	1.6%	1.6%	1.4%	1.5%
Travel guides and magazines	7.1%	5.7%	6.3%	5.9%	5.9%
Travel Blogs or Forums	3.9%	4.4%	4.2%	4.5%	4.5%
Travel TV Channels	0.7%	0.7%	0.7%	0.7%	0.9%
Tour Operator or Travel Agency	19.1%	18.3%	20.3%	19.2%	17.8%
Public administrations or similar	0.2%	1.1%	0.5%	0.7%	0.5%
Others * Multi-choise question	2.1%	2.9%	3.2%	3.0%	3.0%

lulti-choise question

Tourist profile. Historical data (2019 - 2025) **GRAN CANARIA: First Quarter**

With whom did they book their flight and accommodation? O

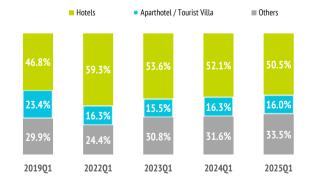
	201901	2022Q1	2023Q1	2024Q1	202501
Flight	2013Q1	LULLQI	202001	202401	2023Q1
- Directly with the airline	45.3%	47.9%	45.7%	47.3%	51.0%
- Tour Operator or Travel Agency	54.7%	52.1%	54.3%	52.7%	49.0%
Accommodation					
- Directly with the accommodation	32.1%	35.3%	34.2%	34.6%	37.1%
- Tour Operator or Travel Agency	67.9%	64.7%	65.8%	65.4%	62.9%
Where are they from?					\oplus

Where are they from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Germany	22.7%	19.6%	20.4%	20.4%	21.5%
United Kingdom	12.4%	16.1%	16.5%	17.2%	16.3%
Norway	10.9%	8.5%	10.6%	10.5%	10.1%
Spanish Mainland	12.4%	11.3%	10.1%	9.9%	9.2%
Sweden	11.5%	8.3%	8.8%	8.4%	7.3%
Netherlands	4.5%	6.7%	5.5%	5.6%	5.8%
Denmark	4.9%	6.2%	4.8%	4.5%	4.5%
Finland	4.8%	4.0%	3.6%	3.3%	3.7%
Italy	2.5%	2.7%	2.8%	3.1%	3.7%
France	1.6%	2.7%	3.4%	3.1%	3.0%
Others	11.8%	13.8%	13.5%	14.0%	14.9%

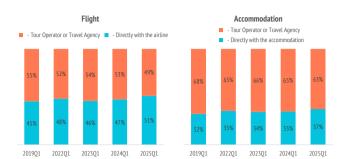
Where do they stay?					Ħ
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	14.5%	17.2%	13.6%	13.9%	12.3%
4* Hotel	26.4%	33.7%	30.0%	30.7%	30.1%
5* Hotel / 5* Luxury Hotel	5.9%	8.4%	10.0%	7.5%	8.0%
Aparthotel / Tourist Villa	23.4%	16.3%	15.5%	16.3%	16.0%
House/room rented in a private dwelling	9.2%	6.1%	8.8%	16.3%	18.4%
Private accommodation (1)	10.8%	10.8%	12.6%	10.3%	11.1%
Others (Cottage, cruise, camping,)	9.8%	7.5%	9.4%	5.0%	3.9%

(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	41.5%	33.9%	35.6%	38.3%	39.9%
Bed and Breakfast	15.6%	18.1%	17.5%	14.9%	16.1%
Half board	17.1%	15.8%	18.2%	15.5%	18.1%
Full board	2.3%	2.5%	2.2%	2.3%	2.6%
All inclusive	23.6%	29.7%	26.6%	29.0%	23.3%



Activities in the Canary Islands

.

101

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	1.1%	1.9%	2.4%	2.3%	1.3%
1 - 2 hours	8.1%	8.3%	7.7%	8.9%	8.1%
3 - 6 hours	30.7%	34.1%	31.6%	32.1%	32.1%
7 - 12 hours	50.7%	45.7%	49.3%	47.9%	49.6%
More than 12 hours	9.4%	10.0%	9.0%	8.8%	8.9%
Outdoor time per day	7.9	7.6	7.6	7.5	7.7



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	71.8%	70.3%	69.5%	70.5%	71.1%
Beach	66.7%	72.0%	65.4%	69.9%	68.4%
Explore the island on their own	47.2%	46.9%	44.8%	46.1%	48.4%
Swimming pool, hotel facilities	47.2%	51.8%	48.6%	51.4%	44.8%
Taste Canarian gastronomy	23.4%	24.8%	23.2%	23.0%	26.1%
Hiking		20.4%	21.1%	21.2%	24.7%
Nightlife / concerts / shows	16.4%	17.6%	16.8%	16.2%	17.4%
Museums / exhibitions	9.4%	7.9%	10.8%	11.5%	12.3%
Wineries / markets / popular festivals	11.4%	7.6%	11.0%	12.2%	12.0%
Organized excursions	10.0%	8.6%	9.7%	9.6%	9.9%
Theme parks	6.9%	7.7%	7.2%	8.1%	8.3%
Other Nature Activities		7.2%	7.1%	6.8%	8.2%
Running		8.2%	6.0%	7.0%	6.7%
Sea excursions / whale watching	7.5%	7.6%	6.7%	7.1%	6.1%
Beauty and health treatments	5.2%	6.1%	5.9%	6.0%	5.6%
Swim		20.8%	5.4%	5.8%	5.4%
Practice other sports		4.0%	4.0%	4.2%	4.5%
Astronomical observation	3.1%	3.7%	3.5%	3.4%	3.4%
Cycling / Mountain bike		4.5%	3.3%	2.6%	2.6%
Golf		2.5%	3.0%	2.6%	2.2%
Surf		2.9%	2.1%	2.3%	2.1%
Scuba Diving		1.9%	0.9%	1.4%	1.4%
Windsurf / Kitesurf		0.5%	0.2%	0.4%	0.2%
* Multi-choise question					



∱†

Tourist profile. Historical data (2019 - 2025) GRAN CANARIA: First Quarter



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The north	47.8%	47.9%	47.8%	48.6%	49.9%
Maspalomas dunes	45.6%	46.9%	46.4%	45.7%	49.5%
Teror	41.3%	37.7%	37.6%	39.7%	40.1%
Puerto de Mogán	24.5%	22.7%	20.1%	21.3%	23.6%
Las Palmas de Gran Canaria	20.9%	19.2%	18.3%	20.4%	22.7%
Roque Nublo	15.3%	13.7%	14.0%	14.8%	15.4%
The interior (mountains)	15.6%	15.1%	13.4%	14.0%	14.9%
Guayadeque ravine	13.4%	12.6%	12.9%	14.1%	14.9%
Agaete	7.9%	6.8%	6.6%	7.4%	7.0%

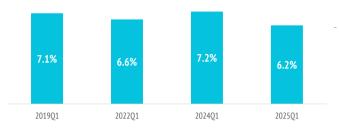
Canary K Islands LATITUDE OF LIFE

How many islands do they visit during their trip?

1

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	92.9%	93.4%	94.0%	92.8%	93.8%
Two islands	5.6%	5.6%	5.0%	5.7%	5.0%
Three or more islands	1.5%	1.0%	1.0%	1.6%	1.1%

% TOURISTS VISITING MORE THAN ONE ISLAND



¿Cuántos son fieles al destino?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gran Canaria: Repeat tourists	70.6%	68.9%	72.2%	70.8%	70.5%
Gran Canaria: At least 10 previous visits	14.9%	15.3%	16.5%	15.1%	14.7%
Canary Islands: Repeat tourists	77.8%	75.9%	78.2%	77.6%	77.8%
Canary Islands: At least 10 previous visits	22.9%	24.2%	24.9%	24.2%	23.2%

Who are they?					
	201901	202201	202301	202401	

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	49.6%	52.2%	51.2%	49.0%	49.8%
Women	50.4%	47.8%	48.8%	51.0%	50.2%
Age					
Average age	49.29	46.35	49.78	49.31	49.92
Standard deviation	15.7	16.7	17.3	17.3	17.8
Age range					
16 - 24 years old	6.5%	12.4%	9.2%	9.1%	8.8%
25 - 30 years old	9.0%	9.7%	8.4%	9.4%	9.0%
31 - 45 years old	25.5%	26.8%	24.0%	25.1%	26.5%
46 - 60 years old	31.5%	27.7%	26.5%	24.9%	20.5%
Over 60 years old	27.5%	23.5%	31.9%	31.6%	35.2%
Occupation					
Salaried worker	46.3%	52.4%	47.2%	51.5%	47.0%
Self-employed	11.3%	12.6%	10.1%	10.3%	10.6%
Unemployed	1.3%	0.9%	0.8%	0.8%	1.8%
Business owner	11.8%	11.2%	9.9%	8.6%	8.2%
Student	3.7%	4.7%	5.7%	3.9%	4.5%
Retired	24.1%	16.6%	25.3%	23.7%	26.4%
Unpaid domestic work	0.5%	0.3%	0.3%	0.4%	0.5%
Others	1.0%	1.5%	0.8%	1.0%	1.2%
Annual household income level					
Less than €25,000	15.7%	11.3%	11.6%	10.4%	11.3%
€25,000 - €49,999	36.5%	32.0%	31.4%	31.7%	30.6%
€50,000 - €74,999	23.7%	27.1%	25.6%	27.1%	25.4%
More than €74,999	24.1%	29.6%	31.3%	30.7%	32.7%
Education level					
No studies	2.4%	1.7%	2.3%	2.3%	1.7%
Primary education	3.3%	2.7%	2.3%	3.3%	3.2%
Secondary education	27.0%	20.9%	22.0%	23.7%	22.9%
Higher education	67.2%	74.7%	73.4%	70.8%	72.2%

How do they ra	te the C	Canary Islands?	
----------------	----------	-----------------	--

.

å

2025Q1

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.71	8.84	8.75	8.72	8.68
Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	2.1%	2.4%	2.0%	2.8%	2.6%
Lived up to expectations	56.2%	53.0%	57.1%	57.9%	58.2%
Better or much better than expected	41.7%	44.6%	41.0%	39.3%	39.2%
Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.82	8.87	8.85	8.85	8.85
Recommend visiting the Canary Islands	8.99	9.05	9.00	8.96	8.96

Who do they come with?

000
7115

1¢

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	14.1%	17.3%	15.3%	14.5%	15.2%
Only with partner	50.5%	45.4%	47.2%	48.7%	46.8%
Only with children (< 13 years old)	3.4%	4.0%	4.4%	4.5%	3.8%
Partner + children (< 13 years old)	4.3%	4.2%	4.4%	4.3%	4.5%
Other relatives	6.3%	8.8%	8.3%	7.5%	8.0%
Friends	9.4%	8.6%	7.4%	7.8%	8.7%
Work colleagues	0.8%	0.5%	0.5%	0.5%	0.5%
Organized trip	0.2%	0.1%	0.2%	0.1%	0.1%
Other combinations (2) (2) Combination of some of the groups previously of	11.0% analyzed	11.0%	12.5%	12.2%	12.4%
Tourists with children	11.0%	12.4%	13.1%	13.2%	13.6%
- Between 0 and 2 years old	1.6%	0.8%	1.2%	1.5%	1.6%
- Between 3 and 12 years old	8.6%	10.7%	11.0%	10.5%	10.7%
- Between 0 -2 and 3-12 years old	0.9%	0.9%	0.9%	1.1%	1.3%
Tourists without children	89.0%	87.6%	86.9%	86.8%	86.4%
Group composition:					
- 1 person	17.4%	20.6%	18.0%	17.1%	18.0%
- 2 people	58.9%	54.2%	55.2%	56.1%	55.1%
- 3 people	9.4%	8.7%	10.7%	10.4%	9.0%
- 4 or 5 people	12.0%	12.6%	12.9%	13.2%	13.5%
- 6 or more people	2.2%	3.9%	3.3%	3.2%	4.4%
Average group size:	2.29	2.36	2.42	2.42	2.43
*People who share the main expenses of the trip					

*People who share the main expenses of the trip

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