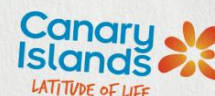


Tourist profile. Historical data (2019 - 2025)

HOLLAND: First Quarter



How many are they and how much do they spend?

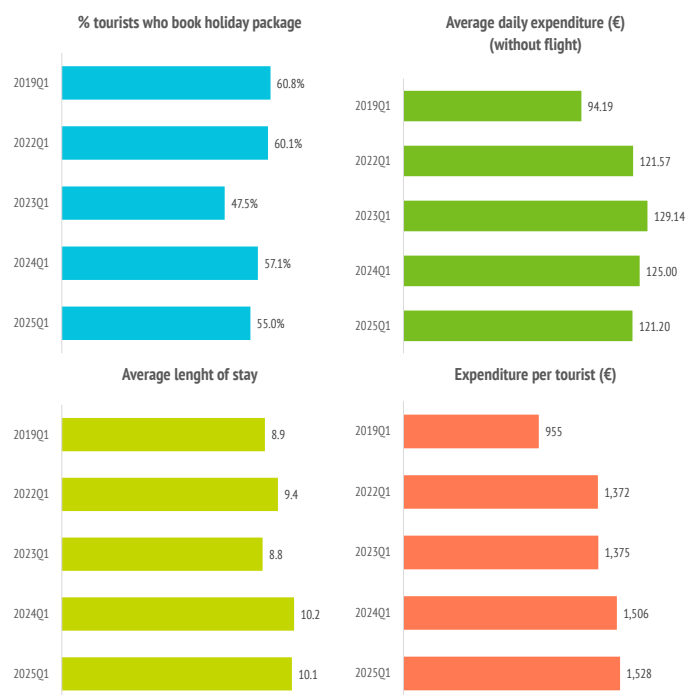


	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	153	157	156	192	200
Tourist arrivals ≥ 16 years old (EGT) (*)	136	142	145	170	177
- book holiday package (*)	83	85	69	97	97
- do not book holiday package (*)	53	57	76	73	80
- % tourists who book holiday package	60.8%	60.1%	47.5%	57.1%	55.0%
Children < 16 years old (FRONTUR - EGT) (*)	17	15	11	23	23
Expenditure per tourist (€)	955	1,372	1,375	1,506	1,528
- book holiday package	1,085	1,451	1,591	1,580	1,679
- holiday package	822	1,197	1,305	1,286	1,367
- others	263	254	286	295	312
- do not book holiday package	754	1,253	1,179	1,407	1,345
- flight	160	346	298	334	413
- accommodation	291	463	446	576	479
- others	303	444	436	497	453
Average lenght of stay	8.9	9.4	8.8	10.2	10.1
- Median	7.0	7.2	7.0	8.0	8.0
Average daily expenditure (€)	119.42	170.74	177.66	167.44	176.14
- Median	102.65	154.20	164.16	146.45	159.98
Average daily expenditure (without flight)	94.19	121.57	129.14	125.00	121.20
- Median	79.16	108.54	113.90	114.32	108.09
Average cost of the flight (€)	196.86	370.67	363.58	365.01	477.95
Total turnover (≥ 16 years old) (€m)	130	195	200	255	270
Turnover without flight (≥ 16 years old) (€m)	103	142	147	193	186

(*) Thousands of tourists

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	87.7%	91.0%	85.9%	85.2%	88.2%
- Additional accommodation expenses	9.0%	8.6%	9.4%	9.2%	5.3%
Transport:					
- National/International Transport	95.7%	96.7%	94.3%	93.2%	95.3%
- Flights between islands	4.6%	5.1%	5.2%	4.2%	5.6%
- Taxi	49.8%	57.2%	46.8%	58.8%	44.4%
- Car rental	33.8%	41.1%	48.2%	37.6%	38.4%
- Public transport	12.2%	8.1%	9.8%	10.9%	10.9%
Food and drink:					
- Food purchases at supermarkets	68.0%	59.4%	68.3%	68.0%	65.3%
- Restaurants	68.3%	68.6%	72.3%	70.3%	70.6%
Leisure:					
- Organized excursions	15.6%	23.6%	22.0%	20.6%	18.7%
- Sport activities	5.9%	11.5%	9.1%	7.6%	9.1%
- Cultural activities	2.6%	1.7%	4.7%	3.3%	5.1%
- Museums	7.8%	6.5%	10.4%	4.6%	5.1%
- Theme Parks	5.6%	10.0%	6.8%	7.0%	6.7%
- Discos and pubs	5.0%	6.8%	8.1%	7.0%	8.1%
- Wellness	3.3%	5.2%	4.8%	5.7%	7.6%
Purchases of goods:					
- Souvenirs	41.5%	33.9%	38.8%	42.8%	38.8%
- Other expenses	1.5%	0.5%	0.8%	0.8%	1.1%
Other:					
- Medical or pharmaceutical expenses	11.0%	10.0%	8.4%	9.7%	8.7%
- Other expenses	5.5%	4.3%	4.2%	3.5%	4.4%



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

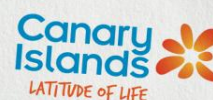
Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	634	784	846	1,045	846
- Additional accommodation expenses	508	676	682	828	706
- Additional accommodation expenses	126	108	164	217	139
Transport:					
- National/International Transport	415	699	726	692	916
- National/International Transport	206	383	386	391	501
- Flights between islands	36	52	41	51	77
- Taxi	60	101	121	100	130
- Car rental	77	142	147	121	159
- Public transport	36	20	31	29	49
Food and drink:					
- Food purchases at supermarkets	239	279	277	333	297
- Food purchases at supermarkets	84	94	82	100	103
- Restaurants	156	184	196	233	194
Leisure:					
- Organized excursions	426	419	427	440	572
- Organized excursions	82	65	72	85	80
- Sport activities	65	89	91	68	131
- Cultural activities	44	53	37	37	68
- Museums	36	24	28	27	21
- Theme Parks	72	56	59	62	60
- Discos and pubs	82	74	86	92	114
- Wellness	45	58	53	68	98
Purchases of goods:					
- Souvenirs	265	250	153	188	123
- Souvenirs	66	73	72	63	80
- Other expenses	199	177	81	125	43
Other:					
- Medical or pharmaceutical expenses	196	93	152	105	78
- Medical or pharmaceutical expenses	75	37	73	52	16
- Other expenses	121	56	79	53	61

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.

Tourist profile. Historical data (2019 - 2025)

HOLLAND: First Quarter



What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	94.3%	96.0%	91.0%	90.3%	93.7%
Visiting family or friends	4.8%	3.4%	4.2%	6.3%	5.4%
Business and work	0.0%	0.1%	1.8%	1.0%	0.6%
Education and training	0.1%	0.0%	1.2%	0.6%	0.0%
Sports training	0.7%	0.1%	0.5%	0.2%	0.0%
Health or medical care	0.0%	0.0%	0.0%	0.5%	0.2%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.4%	1.2%	1.1%	0.1%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	56.0%	46.0%	43.7%	51.9%	47.6%
Enjoy family time	7.5%	14.2%	13.7%	10.8%	11.2%
Have fun	11.9%	15.1%	13.9%	11.8%	12.0%
Explore the destination	19.2%	15.8%	22.3%	19.4%	20.4%
Practice their hobbies	1.8%	3.1%	3.8%	1.5%	2.7%
Other reasons	3.6%	5.8%	2.6%	4.7%	6.1%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	25.2%	11.5%	6.9%	7.4%
Canary Islands	--	11.8%	19.5%	21.8%	24.9%
Other destination	--	63.0%	69.0%	71.3%	67.8%
- Balearic Islands	--	2.1%	1.6%	0.5%	1.2%
- Rest of Spain	--	8.6%	11.5%	10.9%	9.7%
- Italy	--	9.3%	10.1%	10.2%	8.5%
- France	--	12.5%	11.7%	9.7%	10.6%
- Turkey	--	0.9%	1.2%	1.8%	1.5%
- Greece	--	5.7%	5.4%	9.5%	7.5%
- Portugal	--	1.9%	2.5%	2.7%	4.1%
- Croatia	--	2.2%	3.0%	1.9%	2.1%
- Egypt	--	0.5%	1.3%	2.0%	1.1%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.4%	1.6%	0.9%	0.9%
- Others	--	18.8%	19.0%	21.1%	20.5%

* 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")	--	33.3%	27.3%	34.9%	35.3%
Canary Islands (other island)	--	30.4%	34.6%	28.3%	31.5%
Other destination	--	36.3%	38.1%	36.8%	33.2%
- Balearic Islands	--	2.2%	2.3%	1.5%	1.1%
- Rest of Spain	--	5.8%	7.3%	9.3%	7.8%
- Italy	--	2.3%	3.7%	3.3%	2.5%
- France	--	0.8%	1.9%	2.5%	0.9%
- Turkey	--	3.2%	2.0%	2.2%	2.2%
- Greece	--	5.0%	4.1%	4.5%	5.9%
- Portugal	--	4.3%	6.0%	4.6%	5.7%
- Croatia	--	0.2%	0.9%	0.6%	1.4%
- Egypt	--	5.1%	3.2%	5.3%	3.0%
- Others	--	7.5%	6.8%	3.2%	2.7%

* Percentage of valid answers

Importance of each factor in the destination choice

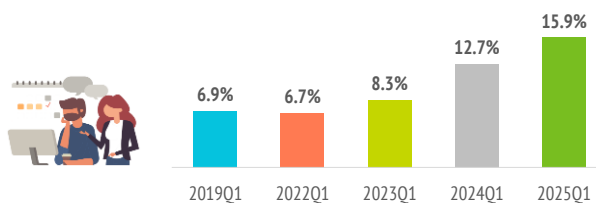
	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	81.3%	81.8%	76.3%	81.8%	79.8%
Tranquility	41.0%	29.4%	38.1%	43.0%	45.5%
Sea	36.2%	33.3%	35.3%	40.0%	40.8%
Fun possibilities	27.5%	29.3%	29.6%	27.9%	32.7%
Landscapes	24.3%	19.8%	25.6%	22.1%	32.0%
Beaches	27.9%	28.3%	31.7%	35.0%	31.7%
Accommodation supply	30.9%	29.3%	30.6%	33.4%	28.7%
European belonging	27.2%	33.5%	22.6%	30.7%	27.4%
Safety	28.7%	22.9%	25.2%	29.1%	22.6%
Price	24.1%	19.3%	20.1%	24.5%	19.8%
Exoticism	16.2%	10.5%	10.4%	12.8%	15.8%
Hiking trail network	13.2%	10.8%	13.2%	13.2%	15.6%
Gastronomy	15.0%	14.0%	18.2%	21.8%	14.9%
Effortless trip	15.4%	11.1%	14.3%	17.5%	14.6%
Environment	8.3%	9.4%	8.9%	19.2%	12.6%
Authenticity	13.2%	10.9%	14.4%	14.0%	11.7%
Nightlife	2.8%	5.2%	5.8%	5.9%	6.8%
Shopping	2.6%	1.5%	3.5%	5.4%	4.2%
Historical heritage	3.4%	3.1%	4.6%	6.9%	3.0%
Culture	3.4%	1.9%	4.6%	6.4%	2.8%

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	0.6%	2.1%	1.2%	0.7%	0.4%
Between 1 and 30 days	38.2%	43.7%	33.6%	25.3%	23.0%
Between 1 and 2 months	26.7%	25.4%	31.8%	30.9%	23.5%
Between 3 and 6 months	27.6%	22.1%	25.1%	30.5%	37.3%
More than 6 months	6.9%	6.7%	8.3%	12.7%	15.9%

% 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	47.8%	38.9%	39.8%	43.1%	48.8%
Friends or relatives	24.9%	22.2%	27.6%	23.0%	21.0%
Internet or social media	58.8%	62.6%	56.8%	60.0%	52.8%
Mass Media	0.5%	1.4%	0.5%	0.6%	0.0%
Travel guides and magazines	11.2%	8.0%	8.2%	7.0%	6.7%
Travel Blogs or Forums	5.2%	3.7%	6.6%	3.5%	3.3%
Travel TV Channels	0.4%	0.3%	0.6%	0.4%	0.5%
Tour Operator or Travel Agency	19.3%	19.1%	16.0%	18.6%	16.6%
Public administrations or similar	0.0%	0.7%	0.1%	0.4%	0.3%
Others	1.5%	3.7%	4.4%	3.3%	3.2%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

HOLLAND: First Quarter



With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	40.5%	39.2%	49.2%	37.4%	45.8%
- Tour Operator or Travel Agency	59.5%	60.8%	50.8%	62.6%	54.2%
Accommodation					
- Directly with the accommodation	33.4%	33.6%	38.5%	27.7%	35.5%
- Tour Operator or Travel Agency	66.6%	66.4%	61.5%	72.3%	64.5%

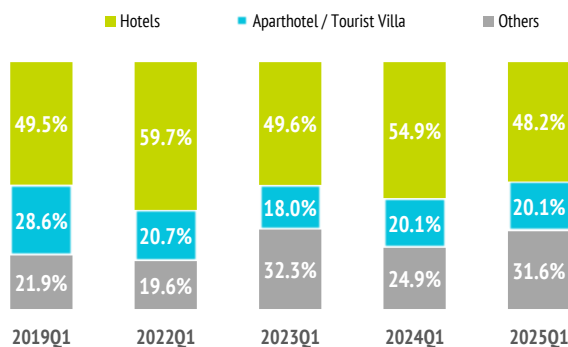
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Netherlands	89.4%	78.2%	80.9%	79.1%	80.0%
Germany	6.7%	12.9%	10.8%	11.7%	15.2%
Spanish Mainland	1.3%	3.8%	2.8%	2.1%	2.9%
Belgium	1.1%	1.9%	2.4%	4.9%	1.6%
United Kingdom	0.6%	0.8%	1.5%	0.4%	0.4%
Slovakia	0.0%	0.0%	0.0%	0.6%	0.0%
Austria	0.4%	0.0%	0.0%	0.0%	0.0%
Denmark	0.0%	0.2%	0.0%	0.0%	0.0%
France	0.0%	0.3%	0.0%	0.0%	0.0%
Italy	0.0%	0.2%	0.5%	0.9%	0.0%
Others	0.6%	1.6%	1.1%	0.3%	0.0%

Where do they stay?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	13.8%	12.2%	10.4%	17.2%	10.4%
4* Hotel	28.5%	39.9%	34.1%	32.6%	31.7%
5* Hotel / 5* Luxury Hotel	7.1%	7.6%	5.1%	5.1%	6.2%
Aparthotel / Tourist Villa	28.6%	20.7%	18.0%	20.1%	20.1%
House/room rented in a private dwelling	8.2%	5.8%	9.8%	15.4%	17.6%
Private accommodation (1)	4.1%	4.2%	7.3%	5.3%	6.8%
Others (Cottage, cruise, camping,...)	9.6%	9.5%	15.2%	4.2%	7.2%

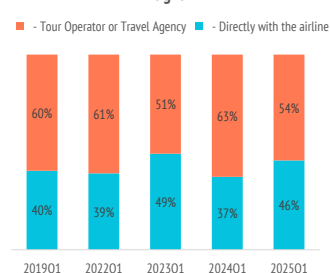
(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



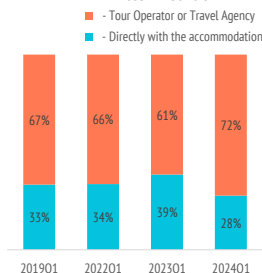
What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	38.1%	31.0%	37.6%	31.5%	33.1%
Bed and Breakfast	15.7%	14.4%	13.1%	18.2%	20.9%
Half board	15.0%	16.6%	15.9%	18.0%	19.5%
Full board	1.6%	1.0%	2.1%	0.6%	1.2%
All inclusive	29.6%	37.0%	31.3%	31.7%	25.3%

Flight

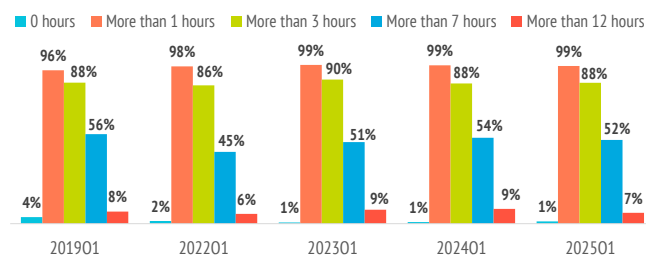


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	4.1%	1.7%	0.8%	1.0%	1.4%
1 - 2 hours	7.7%	11.9%	9.2%	11.4%	10.5%
3 - 6 hours	32.2%	41.6%	39.1%	34.0%	35.7%
7 - 12 hours	48.4%	38.7%	42.2%	44.4%	45.5%
More than 12 hours	7.5%	6.1%	8.7%	9.2%	6.8%
Outdoor time per day	7.2	6.7	7.2	7.4	7.2



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	73.0%	72.3%	73.4%	75.8%	80.2%
Beach	57.9%	70.1%	63.1%	71.9%	64.1%
Swimming pool, hotel facilities	53.5%	59.9%	57.7%	58.2%	55.7%
Explore the island on their own	47.4%	52.8%	55.3%	50.1%	50.7%
Hiking	--	38.0%	41.0%	39.3%	45.9%
Taste Canarian gastronomy	14.7%	20.0%	22.1%	21.4%	22.1%
Running	--	15.7%	19.4%	19.1%	18.1%
Swim	--	18.7%	12.2%	15.2%	13.2%
Organized excursions	14.3%	16.8%	17.9%	15.0%	12.9%
Nightlife / concerts / shows	7.9%	10.4%	10.8%	14.1%	11.7%
Sea excursions / whale watching	6.4%	7.9%	10.2%	8.2%	8.9%
Theme parks	7.1%	12.5%	10.8%	10.4%	8.1%
Museums / exhibitions	13.1%	8.0%	12.4%	10.7%	8.0%
Other Nature Activities	--	7.1%	14.4%	8.4%	7.1%
Beauty and health treatments	2.1%	4.3%	4.2%	4.3%	6.6%
Wineries / markets / popular festivals	5.4%	4.8%	9.5%	5.2%	6.3%
Astronomical observation	4.7%	4.3%	8.3%	3.6%	4.9%
Cycling / Mountain bike	--	5.2%	2.8%	2.6%	4.4%
Practice other sports	--	2.8%	5.6%	2.7%	2.6%
Scuba Diving	--	3.5%	1.1%	2.6%	2.3%
Surf	--	3.5%	1.4%	2.2%	2.2%
Golf	--	2.6%	3.7%	3.2%	2.1%
Windsurf / Kitesurf	--	0.8%	1.2%	--	0.1%

* Multi-choice question

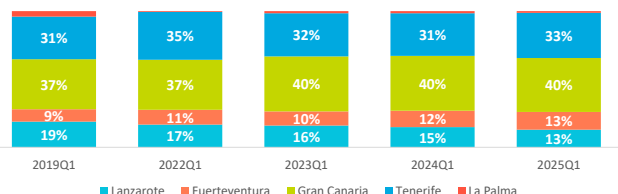
Tourist profile. Historical data (2019 - 2025)

HOLLAND: First Quarter



Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	25,444	23,441	23,149	25,096	22,788
Fuerteventura	12,116	15,317	15,036	20,328	23,184
Gran Canaria	49,547	51,730	58,698	68,257	69,829
Tenerife	42,039	49,400	45,859	53,056	58,592
La Palma	5,464	808	2,319	2,646	2,286



How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	72.4%	64.4%	69.7%	67.7%	72.7%
At least 10 previous visits	17.1%	14.8%	18.6%	15.7%	14.1%
Repeat tourists (last 5 years)	68.8%	55.8%	62.8%	61.6%	66.5%
Repeat tourists (last 5 years)(5 or more visits)	15.7%	10.2%	16.8%	11.5%	14.9%

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	49.7%	55.5%	50.5%	49.4%	51.8%
Women	50.3%	44.5%	49.5%	50.6%	48.2%
Age					
Average age	51.1	46.9	46.0	49.8	52.9
Standard deviation	15.6	15.4	16.9	17.1	17.5
Age range					
16 - 24 years old	5.0%	11.6%	13.4%	6.9%	6.5%
25 - 30 years old	8.6%	5.8%	10.7%	12.3%	5.5%
31 - 45 years old	20.5%	30.0%	24.2%	24.0%	25.2%
46 - 60 years old	33.6%	29.7%	26.2%	22.5%	21.2%
Over 60 years old	32.3%	23.0%	25.5%	34.3%	41.5%
Occupation					
Salaried worker	45.0%	49.0%	51.7%	44.9%	43.8%
Self-employed	12.6%	15.6%	8.8%	8.5%	13.9%
Unemployed	0.0%	0.3%	0.4%	0.6%	0.0%
Business owner	11.1%	13.7%	15.4%	10.5%	8.1%
Student	2.5%	4.3%	7.5%	3.2%	2.2%
Retired	25.3%	13.8%	15.3%	28.8%	26.7%
Unpaid domestic work	1.8%	2.4%	0.1%	0.2%	3.1%
Others	1.7%	0.9%	0.9%	3.4%	2.2%
Annual household income level					
Less than €25,000	11.6%	7.4%	11.3%	10.3%	8.0%
€25,000 - €49,999	45.0%	28.2%	31.4%	28.7%	27.1%
€50,000 - €74,999	22.6%	28.7%	26.5%	30.0%	27.1%
More than €74,999	20.8%	35.7%	30.9%	31.0%	37.8%
Education level					
No studies	0.3%	1.1%	1.2%	1.9%	0.4%
Primary education	0.7%	1.1%	0.8%	0.4%	0.8%
Secondary education	40.1%	33.1%	35.3%	40.1%	40.9%
Higher education	58.9%	64.7%	62.6%	57.6%	57.9%

Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	18.9%	16.7%	16.0%	14.8%	12.9%
Fuerteventura	9.0%	10.9%	10.4%	12.0%	13.1%
Gran Canaria	36.8%	36.8%	40.5%	40.3%	39.5%
Tenerife	31.2%	35.1%	31.6%	31.3%	33.2%
La Palma	4.1%	0.6%	1.6%	1.6%	1.3%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	93.4%	93.6%	93.8%	94.1%	92.9%
Two islands	6.0%	5.4%	4.2%	5.0%	6.8%
Three or more islands	0.6%	1.0%	2.0%	0.9%	0.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.36	8.48	8.38	8.44	8.49

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	2.5%	3.7%	3.0%	2.1%	2.2%
Lived up to expectations	56.1%	52.6%	58.5%	56.2%	60.3%
Better or much better than expected	41.4%	43.7%	38.5%	41.7%	37.5%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.21	8.21	8.22	8.28	8.27
Recommend visiting the Canary Islands	8.44	8.51	8.57	8.59	8.59

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	7.0%	6.6%	11.3%	9.0%	10.8%
Only with partner	59.5%	40.5%	42.7%	57.1%	57.1%
Only with children (< 13 years old)	3.6%	8.3%	5.4%	4.4%	2.4%
Partner + children (< 13 years old)	5.3%	9.9%	7.5%	4.7%	4.8%
Other relatives	6.2%	10.1%	8.3%	9.6%	8.6%
Friends	6.3%	8.3%	6.4%	6.6%	5.2%
Work colleagues	1.1%	0.0%	0.0%	0.6%	0.0%
Organized trip	0.0%	0.0%	0.2%	0.4%	0.0%
Other combinations (2)	11.0%	16.3%	18.2%	7.5%	11.1%

(2) Combination of some of the groups previously analyzed

Tourists with children	10.4%	23.6%	18.2%	11.5%	11.6%
- Between 0 and 2 years old	2.3%	1.5%	1.5%	2.6%	1.9%
- Between 3 and 12 years old	6.6%	20.4%	15.0%	8.4%	8.3%
- Between 0-2 and 3-12 years old	1.5%	1.7%	1.7%	0.5%	1.4%
Tourists without children	89.6%	76.4%	81.8%	88.5%	88.4%
Group composition:					
- 1 person	10.1%	9.4%	12.7%	11.0%	13.0%
- 2 people	68.6%	49.8%	49.5%	67.2%	63.9%
- 3 people	8.1%	10.8%	12.9%	9.5%	6.0%
- 4 or 5 people	10.6%	24.4%	19.6%	11.0%	12.9%
- 6 or more people	2.6%	5.6%	5.3%	1.3%	4.3%
Average group size:	2.34	2.82	2.77	2.30	2.43

*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.