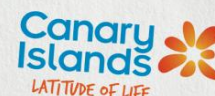


Tourist profile. Historical data (2019 - 2025)

SPANISH MAINLAND: First Quarter



How many are they and how much do they spend?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	414	325	407	420	399
Tourist arrivals ≥ 16 years old (EGT) (*)	380	299	372	386	363
- book holiday package (*)	69	34	53	67	73
- do not book holiday package (*)	310	265	320	318	291
- % tourists who book holiday package	18.3%	11.4%	14.1%	17.5%	20.0%
Children < 16 years old (FRONTUR - EGT) (*)	35	26	35	34	35
Expenditure per tourist (€)	572	725	711	874	833
- book holiday package	854	995	1,091	1,164	1,198
- holiday package	634	760	834	916	937
- others	220	235	257	248	261
- do not book holiday package	509	690	649	812	742
- flight	122	172	164	202	179
- accommodation	139	237	210	289	268
- others	249	282	275	322	295
Average lenght of stay	6.0	6.9	6.5	6.4	6.0
- Median	6.0	6.4	6.0	6.0	6.0
Average daily expenditure (€)	110.43	124.66	127.87	154.39	159.38
- Median	108.63	120.22	135.20	157.53	149.31
Average daily expenditure (without flight)	82.25	92.10	95.50	114.22	119.35
- Median	83.31	94.16	102.26	118.44	117.01
Average cost of the flight (€)	138.05	179.59	178.25	218.61	202.30
Total turnover (≥ 16 years old) (€m)	217	217	265	337	303
Turnover without flight (≥ 16 years old) (€m)	165	163	198	253	229

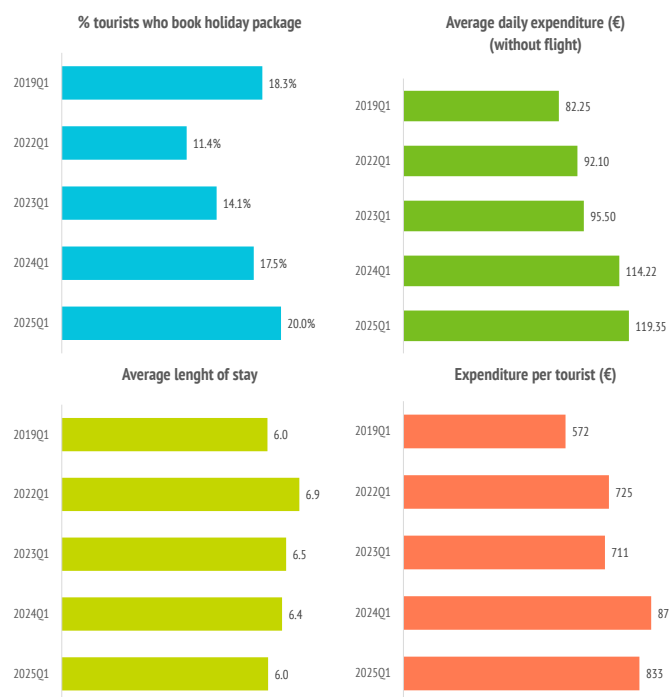
(*) Thousands of tourists

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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	63.0%	67.9%	67.1%	70.7%	75.3%
- Additional accommodation expenses	8.7%	9.5%	7.1%	7.4%	7.2%
Transport:					
- National/International Transport	90.1%	89.6%	91.1%	92.9%	92.1%
- Flights between islands	6.7%	8.0%	6.0%	5.8%	6.3%
- Taxi	22.7%	18.6%	20.5%	22.5%	25.0%
- Car rental	42.4%	49.6%	50.0%	49.4%	51.1%
- Public transport	11.2%	12.7%	14.8%	12.3%	15.7%
Food and drink:					
- Food purchases at supermarkets	51.2%	50.7%	52.2%	52.8%	54.8%
- Restaurants	75.0%	80.8%	76.4%	77.8%	77.2%
Leisure:					
- Organized excursions	15.9%	17.2%	20.5%	20.1%	22.6%
- Sport activities	3.0%	3.8%	4.6%	5.0%	4.7%
- Cultural activities	3.5%	2.8%	4.2%	3.7%	3.6%
- Museums	6.3%	6.9%	7.5%	7.4%	7.6%
- Theme Parks	6.3%	7.1%	8.8%	7.5%	9.2%
- Discos and pubs	12.5%	8.2%	14.3%	12.8%	11.4%
- Wellness	3.3%	2.2%	3.1%	3.2%	3.3%
Purchases of goods:					
- Souvenirs	46.6%	40.1%	38.4%	41.5%	42.1%
- Other expenses	0.3%	0.6%	0.9%	0.4%	0.8%
Other:					
- Medical or pharmaceutical expenses	5.9%	5.8%	6.4%	6.5%	6.8%
- Other expenses	5.8%	5.2%	4.1%	4.6%	4.3%

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.



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	385	492	490	604	544
- Additional accommodation expenses	291	385	376	476	439
- Additional accommodation expenses	95	107	115	127	106
Transport:					
- National/International Transport	339	459	423	508	472
- National/International Transport	153	201	196	235	220
- Flights between islands	55	63	62	73	68
- Taxi	39	56	48	57	56
- Car rental	69	112	98	107	110
- Public transport	23	27	19	36	19
Food and drink:					
- Food purchases at supermarkets	179	203	199	227	205
- Food purchases at supermarkets	72	75	70	81	70
- Restaurants	107	128	129	146	135
Leisure:					
- Organized excursions	351	333	397	445	417
- Organized excursions	74	61	69	78	93
- Sport activities	54	62	69	83	68
- Cultural activities	39	30	44	42	41
- Museums	25	28	30	31	38
- Theme Parks	50	61	58	69	64
- Discos and pubs	61	50	68	92	62
- Wellness	48	41	60	50	52
Purchases of goods:					
- Souvenirs	557	276	185	138	100
- Souvenirs	80	69	66	73	62
- Other expenses	477	208	119	65	38
Other:					
- Medical or pharmaceutical expenses	68	91	136	91	61
- Medical or pharmaceutical expenses	18	19	31	30	13
- Other expenses	51	72	104	61	48

Tourist profile. Historical data (2019 - 2025)

SPANISH MAINLAND: First Quarter



What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	65.4%	68.4%	67.7%	73.0%	74.0%
Visiting family or friends	22.0%	20.9%	23.2%	20.0%	14.9%
Business and work	10.3%	8.8%	7.2%	5.7%	8.0%
Education and training	0.1%	0.2%	0.1%	0.2%	0.3%
Sports training	0.5%	0.8%	0.4%	0.2%	1.3%
Health or medical care	0.2%	0.3%	0.3%	0.3%	0.0%
Fairs and congresses	0.4%	0.0%	0.2%	0.1%	0.3%
Others	1.0%	0.5%	0.9%	0.4%	1.2%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	28.1%	28.0%	24.5%	27.4%	26.0%
Enjoy family time	22.5%	25.5%	25.6%	26.1%	21.5%
Have fun	16.3%	8.7%	14.8%	13.7%	15.2%
Explore the destination	28.3%	33.5%	32.2%	29.2%	32.2%
Practice their hobbies	2.7%	2.9%	1.5%	1.7%	2.7%
Other reasons	1.9%	1.4%	1.3%	1.8%	2.3%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	12.4%	4.9%	5.4%	4.6%
Canary Islands	--	18.4%	22.6%	21.5%	19.2%
Other destination	--	69.2%	72.5%	73.1%	76.2%
- Balearic Islands	--	7.5%	6.6%	7.0%	5.4%
- Rest of Spain	--	40.0%	31.5%	29.4%	32.7%
- Italy	--	4.6%	7.2%	7.1%	7.2%
- France	--	3.6%	5.0%	3.7%	4.3%
- Turkey	--	0.5%	1.2%	1.0%	0.8%
- Greece	--	1.0%	1.8%	2.6%	1.6%
- Portugal	--	4.5%	5.1%	5.6%	5.2%
- Croatia	--	0.7%	0.6%	1.1%	0.8%
- Egypt	--	0.5%	0.9%	0.9%	1.1%
- Tunisia	--	0.0%	0.0%	0.1%	0.2%
- Morocco	--	0.6%	1.2%	1.7%	2.3%
- Others	--	5.6%	11.4%	12.9%	14.7%

* 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")	--	47.3%	45.8%	42.8%	43.2%
Canary Islands (other island)	--	24.7%	25.8%	25.4%	27.6%
Other destination	--	28.0%	28.4%	31.8%	29.2%
- Balearic Islands	--	4.4%	4.6%	5.6%	5.1%
- Rest of Spain	--	9.4%	7.1%	8.5%	7.0%
- Italy	--	3.7%	3.9%	4.8%	5.1%
- France	--	1.6%	1.9%	1.0%	1.0%
- Turkey	--	0.9%	1.0%	0.9%	0.6%
- Greece	--	1.7%	1.6%	1.9%	1.5%
- Portugal	--	2.4%	2.9%	3.4%	3.7%
- Croatia	--	0.5%	0.7%	0.9%	0.8%
- Egypt	--	0.8%	1.9%	1.6%	1.3%
- Others	--	2.7%	2.8%	3.2%	3.2%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	70.1%	70.6%	71.7%	68.9%	69.1%
Landscapes	49.3%	51.4%	55.8%	50.9%	50.2%
Tranquility	47.6%	49.6%	50.1%	52.4%	49.4%
Sea	41.6%	46.5%	46.5%	48.8%	42.7%
Safety	30.7%	37.4%	39.8%	42.0%	39.7%
Environment	41.8%	41.7%	45.2%	41.1%	39.4%
Beaches	37.0%	43.4%	41.5%	43.4%	37.4%
European belonging	34.6%	37.3%	38.7%	36.9%	34.4%
Authenticity	29.7%	31.8%	35.5%	32.8%	29.9%
Gastronomy	26.9%	26.2%	33.7%	32.2%	28.1%
Effortless trip	26.0%	26.8%	30.3%	30.1%	27.0%
Fun possibilities	26.7%	21.6%	30.7%	29.2%	26.8%
Price	28.2%	24.2%	30.3%	27.5%	26.6%
Accommodation supply	16.9%	20.5%	20.6%	25.4%	20.5%
Historical heritage	15.2%	13.4%	16.5%	17.4%	15.4%
Exoticism	17.8%	15.6%	21.3%	18.1%	15.1%
Hiking trail network	16.7%	15.4%	19.1%	13.4%	13.9%
Culture	13.1%	10.7%	14.8%	15.1%	12.9%
Nightlife	13.4%	7.1%	15.9%	14.0%	12.4%
Shopping	7.2%	6.1%	8.6%	8.8%	8.3%

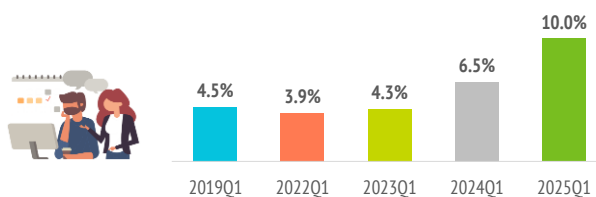
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	1.7%	1.5%	1.8%	1.4%	2.0%
Between 1 and 30 days	42.6%	44.5%	36.8%	32.8%	32.1%
Between 1 and 2 months	33.0%	32.9%	34.1%	30.6%	28.2%
Between 3 and 6 months	18.3%	17.1%	23.0%	28.7%	27.7%
More than 6 months	4.5%	3.9%	4.3%	6.5%	10.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

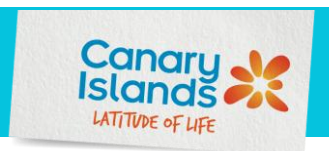


	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	36.4%	36.8%	37.6%	38.1%	38.1%
Friends or relatives	41.4%	38.9%	40.8%	40.9%	37.6%
Internet or social media	46.6%	48.7%	45.8%	45.3%	44.4%
Mass Media	1.2%	1.3%	1.0%	1.9%	1.2%
Travel guides and magazines	3.5%	2.6%	2.4%	3.5%	3.0%
Travel Blogs or Forums	6.6%	10.4%	8.6%	7.4%	6.7%
Travel TV Channels	0.4%	0.2%	0.3%	0.4%	0.1%
Tour Operator or Travel Agency	8.9%	7.2%	10.0%	6.8%	8.2%
Public administrations or similar	1.2%	1.9%	1.1%	0.7%	1.7%
Others	3.1%	4.4%	4.5%	4.8%	5.6%

* Multi-choice question

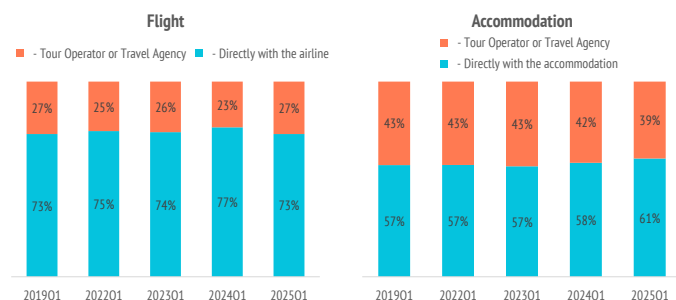
Tourist profile. Historical data (2019 - 2025)

SPANISH MAINLAND: First Quarter



With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	73.1%	74.6%	74.1%	76.6%	73.2%
- Tour Operator or Travel Agency	26.9%	25.4%	25.9%	23.4%	26.8%
Accommodation					
- Directly with the accommodation	57.3%	57.3%	56.6%	58.4%	60.6%
- Tour Operator or Travel Agency	42.7%	42.7%	43.4%	41.6%	39.4%



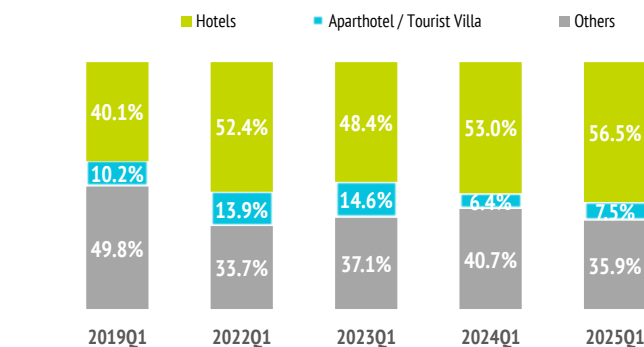
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Spanish Mainland	99.3%	99.5%	99.6%	99.7%	99.6%
Portugal	0.1%	0.2%	0.0%	0.0%	0.1%
Germany	0.1%	0.0%	0.1%	0.1%	0.1%
Others	0.1%	0.0%	0.1%	0.0%	0.1%
Italy	0.2%	0.0%	0.0%	0.0%	0.1%
Austria	0.0%	0.0%	0.0%	0.0%	0.0%
Finland	0.0%	0.0%	0.0%	0.0%	0.0%
United Kingdom	0.2%	0.0%	0.1%	0.0%	0.0%
Belgium	0.0%	0.1%	0.0%	0.0%	0.0%
France	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.2%	0.1%	0.1%	0.0%

Where do they stay?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	10.0%	13.4%	12.0%	11.9%	15.0%
4* Hotel	24.3%	31.9%	30.0%	33.1%	35.2%
5* Hotel / 5* Luxury Hotel	5.7%	7.0%	6.3%	7.9%	6.3%
Aparthotel / Tourist Villa	10.2%	13.9%	14.6%	6.4%	7.5%
House/room rented in a private dwelling	11.7%	7.1%	7.5%	15.5%	16.3%
Private accommodation (1)	27.3%	21.7%	24.5%	21.2%	16.3%
Others (Cottage, cruise, camping,...)	10.8%	4.9%	5.1%	4.0%	3.4%

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

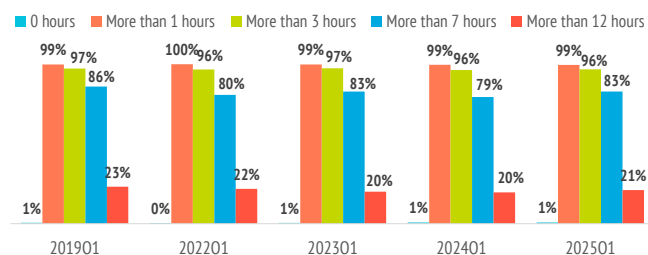


What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	41.6%	38.2%	41.0%	38.9%	44.7%
Bed and Breakfast	18.7%	24.0%	19.9%	19.7%	18.1%
Half board	17.0%	19.8%	18.1%	21.4%	16.8%
Full board	7.5%	4.4%	5.1%	4.3%	5.6%
All inclusive	15.1%	13.6%	15.9%	15.7%	14.7%

Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	0.6%	0.4%	0.5%	0.7%	0.8%
1 - 2 hours	2.5%	3.2%	2.4%	3.3%	2.8%
3 - 6 hours	11.2%	15.9%	14.6%	16.9%	13.9%
7 - 12 hours	62.6%	58.7%	62.6%	59.5%	61.6%
More than 12 hours	23.1%	21.8%	20.0%	19.6%	21.0%
Outdoor time per day	10.4	9.9	10.1	9.9	10.2



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	70.6%	75.3%	74.7%	75.6%	74.8%
Explore the island on their own	56.0%	63.1%	62.3%	61.9%	61.4%
Beach	53.5%	64.8%	63.5%	66.9%	59.7%
Taste Canarian gastronomy	39.2%	44.2%	45.4%	41.8%	42.8%
Swimming pool, hotel facilities	24.5%	31.7%	30.2%	37.3%	30.0%
Hiking	--	28.2%	24.5%	22.0%	22.1%
Wineries / markets / popular festivals	17.0%	13.7%	21.0%	19.5%	19.7%
Nightlife / concerts / shows	21.1%	12.3%	23.6%	20.7%	19.0%
Museums / exhibitions	13.9%	13.9%	14.4%	14.7%	13.7%
Theme parks	9.1%	9.3%	10.5%	11.6%	13.1%
Other Nature Activities	--	12.8%	14.8%	9.3%	11.6%
Organized excursions	8.6%	9.6%	11.1%	11.0%	11.0%
Sea excursions / whale watching	3.6%	6.0%	6.7%	4.7%	6.1%
Running	--	6.3%	6.0%	7.6%	5.9%
Astronomical observation	2.9%	3.2%	4.7%	3.1%	4.3%
Practice other sports	--	4.2%	4.1%	5.3%	3.9%
Surf	--	4.1%	3.8%	4.0%	3.0%
Beauty and health treatments	5.2%	2.7%	4.0%	3.6%	2.8%
Scuba Diving	--	1.8%	1.7%	2.6%	2.0%
Cycling / Mountain bike	--	2.2%	2.2%	1.7%	1.9%
Swim	--	9.1%	1.8%	1.5%	1.5%
Golf	--	0.5%	1.0%	1.0%	1.0%
Windsurf / Kitesurf	--	0.4%	0.5%	0.4%	0.4%

* Multi-choise question

Tourist profile. Historical data (2019 - 2025)

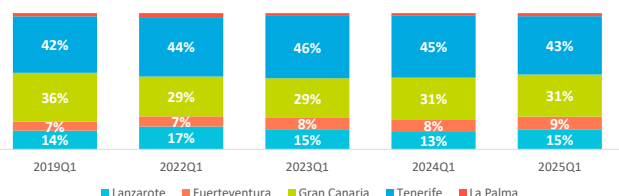
SPANISH MAINLAND: First Quarter



Which island do they choose?



Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	52,057	49,656	54,351	51,270	52,741
Fuerteventura	24,691	22,143	30,814	31,236	33,826
Gran Canaria	135,621	86,534	107,633	119,604	111,697
Tenerife	156,927	129,611	169,678	174,262	155,074
La Palma	8,788	8,639	7,627	7,612	8,035



How many are loyal to the Canary Islands?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	71.3%	76.2%	74.0%	74.8%	76.2%
At least 10 previous visits	20.5%	22.1%	24.5%	20.9%	18.4%
Repeat tourists (last 5 years)	67.0%	69.1%	68.4%	68.0%	71.2%
Repeat tourists (last 5 years)(5 or more visits)	22.8%	18.5%	22.3%	20.7%	20.5%

Who are they?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	55.9%	53.7%	50.3%	50.9%	51.5%
Women	44.1%	46.3%	49.7%	49.1%	48.5%
Age					
Average age	41.9	41.7	40.8	40.6	42.7
Standard deviation	13.6	14.2	14.3	14.7	14.8
Age range					
16 - 24 years old	7.7%	10.5%	12.1%	15.1%	8.8%
25 - 30 years old	16.4%	14.8%	17.3%	14.8%	14.6%
31 - 45 years old	39.9%	39.0%	36.3%	37.5%	39.5%
46 - 60 years old	24.5%	22.5%	22.9%	20.6%	21.5%
Over 60 years old	11.5%	13.2%	11.4%	12.0%	15.5%
Occupation					
Salaried worker	56.0%	60.1%	58.1%	59.6%	57.5%
Self-employed	14.4%	11.7%	13.4%	12.0%	12.4%
Unemployed	4.0%	3.4%	1.9%	2.5%	2.5%
Business owner	10.2%	8.5%	8.9%	8.9%	10.0%
Student	4.1%	5.8%	8.3%	8.6%	4.3%
Retired	10.3%	9.7%	8.0%	7.5%	11.9%
Unpaid domestic work	0.5%	0.0%	0.3%	0.1%	0.3%
Others	0.5%	0.8%	1.2%	0.7%	1.1%
Annual household income level					
Less than €25,000	30.9%	22.7%	23.5%	20.0%	18.2%
€25,000 - €49,999	45.6%	47.4%	48.6%	42.8%	47.0%
€50,000 - €74,999	14.3%	16.9%	16.5%	21.8%	20.9%
More than €74,999	9.2%	13.1%	11.4%	15.4%	13.9%
Education level					
No studies	0.4%	0.2%	0.7%	0.5%	0.3%
Primary education	3.3%	2.2%	3.1%	1.9%	3.1%
Secondary education	21.6%	17.2%	15.0%	13.3%	17.9%
Higher education	74.7%	80.4%	81.2%	84.4%	78.7%

Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	13.8%	16.7%	14.7%	13.4%	14.6%
Fuerteventura	6.5%	7.5%	8.3%	8.1%	9.4%
Gran Canaria	35.9%	29.2%	29.1%	31.1%	30.9%
Tenerife	41.5%	43.7%	45.8%	45.4%	42.9%
La Palma	2.3%	2.9%	2.1%	2.0%	2.2%

How many islands do they visit during their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	87.2%	88.6%	89.9%	91.4%	90.5%
Two islands	10.9%	10.1%	8.7%	7.5%	7.8%
Three or more islands	1.9%	1.3%	1.4%	1.1%	1.7%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.63	8.79	8.97	8.78	8.64

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	2.6%	3.5%	1.6%	4.4%	3.0%
Lived up to expectations	50.2%	52.4%	45.8%	51.2%	52.2%
Better or much better than expected	47.2%	44.1%	52.6%	44.4%	44.8%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	9.01	9.22	9.34	9.22	9.06
Recommend visiting the Canary Islands	9.11	9.31	9.42	9.26	9.19

Who do they come with?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	24.8%	21.6%	20.9%	18.3%	15.6%
Only with partner	38.3%	36.1%	34.5%	35.3%	35.7%
Only with children (< 13 years old)	3.1%	3.9%	3.8%	4.4%	3.2%
Partner + children (< 13 years old)	4.2%	7.4%	6.6%	6.6%	7.5%
Other relatives	5.5%	7.6%	6.9%	8.9%	8.7%
Friends	14.1%	10.4%	14.1%	12.2%	14.9%
Work colleagues	2.1%	2.4%	1.9%	1.5%	2.6%
Organized trip	0.2%	0.7%	0.0%	0.2%	0.4%
Other combinations (2)	7.5%	9.9%	11.3%	12.6%	11.4%

(2) Combination of some of the groups previously analyzed

Tourists with children	10.1%	15.1%	14.2%	15.9%	16.3%
- Between 0 and 2 years old	1.7%	2.3%	1.4%	1.5%	2.2%
- Between 3 and 12 years old	7.4%	12.2%	11.8%	13.3%	13.0%
- Between 0 -2 and 3-12 years old	1.0%	0.6%	1.0%	1.1%	1.1%
Tourists without children	89.9%	84.9%	85.8%	84.1%	83.7%
Group composition:					
- 1 person	31.1%	26.6%	25.0%	22.7%	19.5%
- 2 people	46.0%	43.6%	43.6%	42.1%	43.8%
- 3 people	8.8%	10.9%	12.0%	12.5%	10.9%
- 4 or 5 people	11.1%	15.2%	14.1%	16.9%	17.6%
- 6 or more people	2.9%	3.8%	5.3%	5.8%	8.3%
Average group size:	2.19	2.38	2.47	2.66	2.86

*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.