SPANISH MAINLAND: Second Quarter



How many are they and how muc

TOURISTS

Tourist arrivals (FRONTUR) (*)

Tourist arrivals ≥ 16 years old (EGT) (*)

| ch do | they sp | end? | | | | |
|-------|---------|--------|--------|--------|--------|---|
| 19Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 | | % |
| 480 | 499 | 489 | 509 | 528 | 201902 | |
| 443 | 448 | 427 | 437 | 476 | | |
| 162 | 77 | 87 | 104 | 135 | 202202 | |

6.0

5.5

110.46

102.70

160.60

351

275

- book holiday package (*) - do not book holiday package (*) 281 371 340 334 341 36.6% 17.3% 20.4% 23.7% 28.3% - % tourists who book holiday package Children < 16 years old (FRONTUR - EGT) (*) 37 50 62 72 52 Expenditure per tourist (€) 807 749 768 715 738 - book holiday package 985 970 979 988 931 - holiday package 761 737 739 762 705 - others 224 233 240 226 226 - do not book holiday package 705 702 714 630 662 - flight 210 179 182 148 141 - accommodation 220 248 252 227 230 275 276 280 256 291 - others

20

Average lenght of stay 6.7 6.1 6.0 5.6 6.2 5.7 5.6 5.8 - Median 138.41 139.78 140.66 142.50 Average daily expenditure (€) 144.20 - Median 123.19 123.15 127.15 129.55 132.81

97.81

86.35

101.21

92.50

104.20

94 55

195.28

328

244

105.26

99.59

169.17

313

239

Average cost of the flight (€) 237.41 190.29 Total turnover (≥ 16 years old) (€m) 358 336 Turnover without flight (≥ 16 years old) (€m) 252 250

Average daily expenditure (without flight)

- Median

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

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|--------------------------------------|--------|--------|--------|--------|--------|
| Accommodation: | | | | | |
| - Accommodation | 76.4% | 77.1% | 76.7% | 80.5% | 81.0% |
| - Additional accommodation expenses | 10.8% | 9.7% | 9.2% | 6.8% | 8.7% |
| Transport: | | | | | |
| - National/International Transport | 91.3% | 91.8% | 91.6% | 90.3% | 91.7% |
| - Flights between islands | 6.6% | 6.7% | 6.2% | 5.8% | 6.1% |
| - Taxi | 27.4% | 21.0% | 20.6% | 19.0% | 24.0% |
| - Car rental | 47.6% | 54.2% | 56.3% | 57.9% | 56.2% |
| - Public transport | 10.5% | 9.8% | 12.5% | 7.6% | 11.8% |
| Food and drink: | | | | | |
| - Food purchases at supermarkets | 43.4% | 49.6% | 52.4% | 52.2% | 51.4% |
| - Restaurants | 70.6% | 74.3% | 73.3% | 73.5% | 72.1% |
| Leisure: | | | | | |
| - Organized excursions | 27.2% | 27.2% | 29.6% | 27.1% | 27.6% |
| - Sport activities | 4.0% | 3.4% | 4.6% | 4.4% | 4.1% |
| - Cultural activities | 2.2% | 2.8% | 2.7% | 3.5% | 3.7% |
| - Museums | 7.6% | 7.2% | 8.2% | 8.5% | 8.0% |
| - Theme Parks | 12.1% | 10.3% | 10.8% | 12.2% | 10.4% |
| - Discos and pubs | 8.8% | 10.4% | 9.9% | 9.1% | 9.7% |
| - Wellness | 2.9% | 3.6% | 3.4% | 2.1% | 2.8% |
| Purchases of goods: | | | | | |
| - Souvenirs | 45.8% | 40.7% | 41.1% | 42.4% | 42.7% |
| - Other expenses | 0.2% | 0.6% | 0.4% | 0.7% | 0.9% |
| Other: | | | | | |
| - Medical or pharmaceutical expenses | 5.9% | 7.8% | 6.5% | 7.6% | 7.0% |
| - Other expenses | 5.6% | 4.4% | 5.1% | 4.4% | 4.3% |

% tourists who book holiday package Average daily expenditure (€) (without flight) 36.6% 2019Q2 97.81 202202 17.3% 101.21 202202 2023Q2 2024Q2 202402 2025Q2 202502 110.46 Average lenght of stay Expenditure per tourist (€) 2019Q2 201902 2022Q2 2023Q2 2023Q2

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

| Expenditure per tourist and trip (€) | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|--------------------------------------|--------|--------|--------|--------|--------|
| Accommodation: | 506 | 492 | 478 | 457 | 461 |
| - Accommodation | 385 | 364 | 378 | 355 | 358 |
| - Additional accommodation expenses | 120 | 128 | 100 | 102 | 103 |
| Transport: | 478 | 457 | 458 | 418 | 424 |
| - National/International Transport | 260 | 207 | 213 | 187 | 175 |
| - Flights between islands | 67 | 82 | 81 | 69 | 77 |
| - Taxi | 55 | 50 | 50 | 61 | 60 |
| - Car rental | 77 | 98 | 93 | 84 | 85 |
| - Public transport | 20 | 20 | 22 | 17 | 27 |
| Food and drink: | 200 | 184 | 196 | 183 | 201 |
| - Food purchases at supermarkets | 71 | 59 | 65 | 61 | 73 |
| - Restaurants | 129 | 125 | 131 | 122 | 128 |
| Leisure: | 461 | 414 | 418 | 389 | 428 |
| - Organized excursions | 85 | 80 | 64 | 69 | 72 |
| - Sport activities | 84 | 93 | 105 | 72 | 97 |
| - Cultural activities | 60 | 45 | 46 | 44 | 48 |
| - Museums | 31 | 27 | 32 | 31 | 31 |
| - Theme Parks | 60 | 60 | 63 | 64 | 63 |
| - Discos and pubs | 70 | 56 | 56 | 49 | 62 |
| - Wellness | 71 | 53 | 52 | 61 | 56 |
| Purchases of goods: | 120 | 256 | 101 | 107 | 681 |
| - Souvenirs | 70 | 60 | 62 | 53 | 53 |
| - Other expenses | 50 | 196 | 39 | 54 | 628 |
| Other: | 80 | 79 | 102 | 73 | 131 |
| - Medical or pharmaceutical expenses | 16 | 16 | 20 | 17 | 22 |
| - Other expenses | 65 | 63 | 82 | 56 | 109 |

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

SPANISH MAINLAND: Second Quarter



1

What is the main purpose of their trip?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|----------------------------|--------|--------|--------|--------|--------|
| Holiday, leisure | 72.8% | 74.0% | 73.3% | 75.0% | 75.2% |
| Visiting family or friends | 14.4% | 14.6% | 14.9% | 10.9% | 11.7% |
| Business and work | 10.2% | 8.0% | 7.4% | 11.2% | 9.1% |
| Education and training | 0.5% | 0.6% | 1.6% | 0.4% | 0.6% |
| Sports training | 0.6% | 1.3% | 0.9% | 0.6% | 1.4% |
| Health or medical care | 0.0% | 0.1% | 0.1% | 0.2% | 0.3% |
| Fairs and congresses | 0.7% | 0.6% | 1.2% | 1.3% | 0.8% |
| Others | 0.8% | 0.9% | 0.7% | 0.5% | 0.8% |

What is the main motivation for their holidays?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|-------------------------|--------|--------|--------|--------|--------|
| Rest | 36.9% | 30.9% | 27.3% | 31.1% | 27.3% |
| Enjoy family time | 21.4% | 20.9% | 18.7% | 15.4% | 16.0% |
| Have fun | 6.1% | 9.2% | 10.8% | 10.6% | 11.0% |
| Explore the destination | 32.5% | 36.3% | 39.7% | 40.1% | 42.1% |
| Practice their hobbies | 2.1% | 1.3% | 1.2% | 1.3% | 1.6% |
| Other reasons | 1.0% | 1.4% | 2.3% | 1.4% | 2.0% |

Where did they spend their main holiday last year? *

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|----------------------|--------|--------|--------|--------|--------|
| Didn't have holidays | | 11.2% | 5.5% | 5.3% | 4.6% |
| Canary Islands | | 16.8% | 18.2% | 17.3% | 17.3% |
| Other destination | | 72.0% | 76.3% | 77.4% | 78.2% |
| - Balearic Islands | | 10.0% | 8.3% | 7.3% | 6.0% |
| - Rest of Spain | | 42.3% | 36.5% | 35.2% | 33.5% |
| - Italy | | 4.0% | 6.0% | 6.3% | 7.5% |
| - France | | 2.6% | 4.6% | 3.7% | 4.3% |
| - Turkey | | 0.3% | 1.0% | 0.9% | 1.5% |
| - Greece | | 1.1% | 1.5% | 1.9% | 2.4% |
| - Portugal | | 4.5% | 5.3% | 6.0% | 5.4% |
| - Croatia | | 0.6% | 0.4% | 0.9% | 0.8% |
| - Egypt | | 0.6% | 0.9% | 0.9% | 0.9% |
| - Tunisia | | 0.1% | 0.1% | 0.0% | 0.2% |
| - Morocco | | 0.5% | 1.6% | 1.7% | 2.7% |
| - Others | | 5.3% | 10.1% | 12.6% | 12.8% |

^{*} Percentage of valid answers

What other destinations did they consider for this trip? *

| 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|--------|--------|--|---|---|
| | 37.9% | 35.0% | 32.9% | 38.9% |
| | 23.3% | 24.0% | 24.7% | 23.8% |
| | 38.8% | 41.0% | 42.4% | 37.3% |
| | 9.7% | 9.8% | 10.5% | 8.6% |
| | 9.6% | 8.0% | 9.3% | 9.2% |
| | 4.9% | 5.6% | 6.8% | 6.0% |
| | 1.7% | 2.0% | 2.0% | 1.6% |
| | 1.1% | 0.8% | 1.1% | 1.0% |
| | 2.7% | 3.6% | 3.7% | 2.6% |
| | 3.8% | 4.5% | 4.1% | 3.9% |
| | 1.3% | 1.9% | 1.6% | 1.1% |
| | 1.6% | 1.8% | 2.0% | 1.1% |
| | 2.3% | 3.0% | 1.3% | 2.2% |
| | | 37.9% 23.3% 38.8% 9.7% 9.6% 4.9% 1.7% 1.1% 2.7% 3.8% 1.3% 1.6% | 37.9% 35.0% 23.3% 24.0% 38.8% 41.0% 9.7% 9.8% 9.6% 8.0% 4.9% 5.6% 1.7% 2.0% 1.1% 0.8% 2.7% 3.6% 3.8% 4.5% 1.3% 1.9% 1.6% 1.8% | 37.9% 35.0% 32.9% 23.3% 24.0% 24.7% 38.8% 41.0% 42.4% 9.7% 9.8% 10.5% 9.6% 8.0% 9.3% 4.9% 5.6% 6.8% 1.7% 2.0% 2.0% 1.1% 0.8% 1.1% 2.7% 3.6% 3.7% 3.8% 4.5% 4.1% 1.3% 1.9% 1.6% 1.6% 1.8% 2.0% |

^{*} Percentage of valid answers

Importance of each factor in the destination choice

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|----------------------|--------|--------|--------|--------|--------|
| Climate | 61.6% | 62.5% | 65.2% | 59.4% | 59.4% |
| Landscapes | 46.1% | 50.9% | 51.0% | 52.3% | 55.0% |
| Tranquility | 50.0% | 53.6% | 50.7% | 52.8% | 52.4% |
| Sea | 42.2% | 44.2% | 45.7% | 45.0% | 45.5% |
| Beaches | 35.6% | 41.0% | 42.1% | 43.1% | 43.0% |
| Environment | 36.4% | 43.3% | 40.5% | 40.2% | 42.8% |
| European belonging | 35.7% | 39.8% | 37.5% | 40.8% | 40.9% |
| Safety | 34.3% | 40.3% | 40.7% | 42.1% | 40.6% |
| Authenticity | 26.9% | 32.9% | 32.6% | 33.4% | 33.9% |
| Gastronomy | 22.4% | 28.1% | 30.5% | 30.9% | 32.2% |
| Price | 27.4% | 31.9% | 31.1% | 32.5% | 32.2% |
| Effortless trip | 24.4% | 27.7% | 26.9% | 28.4% | 30.3% |
| Fun possibilities | 20.8% | 24.2% | 24.8% | 25.7% | 26.8% |
| Accommodation supply | 24.4% | 28.9% | 25.5% | 29.0% | 24.2% |
| Exoticism | 14.3% | 17.1% | 17.7% | 18.7% | 19.2% |
| Historical heritage | 14.6% | 15.2% | 15.3% | 17.1% | 16.0% |
| Hiking trail network | 10.9% | 14.5% | 14.6% | 13.1% | 15.7% |
| Culture | 10.8% | 12.0% | 12.0% | 14.4% | 14.2% |
| Nightlife | 6.6% | 8.8% | 8.0% | 8.3% | 9.8% |
| Shopping | 6.3% | 6.5% | 7.1% | 8.1% | 7.8% |
| | | | | | |

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?

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|------------------------|--------|--------|--------|--------|--------|
| The same day | 1.3% | 0.9% | 1.1% | 1.4% | 2.3% |
| Between 1 and 30 days | 27.1% | 36.6% | 33.2% | 34.8% | 33.8% |
| Between 1 and 2 months | 29.2% | 36.2% | 33.9% | 31.1% | 27.6% |
| Between 3 and 6 months | 33.0% | 23.1% | 26.1% | 27.5% | 28.1% |
| More than 6 months | 9.5% | 3.2% | 5.7% | 5.2% | 8.2% |

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Previous visits to the Canary Islands | 35.3% | 32.9% | 31.6% | 29.2% | 29.8% |
| Friends or relatives | 30.1% | 37.1% | 36.9% | 37.1% | 36.3% |
| Internet or social media | 48.1% | 53.6% | 53.5% | 50.4% | 47.1% |
| Mass Media | 0.8% | 0.8% | 1.0% | 1.0% | 1.5% |
| Travel guides and magazines | 4.0% | 3.5% | 3.2% | 2.8% | 3.4% |
| Travel Blogs or Forums | 7.7% | 11.0% | 9.9% | 9.5% | 8.1% |
| Travel TV Channels | 0.4% | 0.3% | 0.3% | 0.4% | 0.8% |
| Tour Operator or Travel Agency | 21.2% | 9.5% | 9.5% | 11.8% | 11.5% |
| Public administrations or similar | 2.2% | 1.7% | 1.5% | 1.6% | 2.4% |
| Others | 3.0% | 4.5% | 5.3% | 7.1% | 7.0% |

^{*} Multi-choise question

SPANISH MAINLAND: Second Quarter



2019Q2 2022Q2 2023Q2 2024Q2 2025Q2

With whom did they book their flight and accommodation? •

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|-----------------------------------|--------|--------|--------|--------|--------|
| Flight | | | | | |
| - Directly with the airline | 49.8% | 69.4% | 68.8% | 67.0% | 66.9% |
| - Tour Operator or Travel Agency | 50.2% | 30.6% | 31.2% | 33.0% | 33.1% |
| Accommodation | | | | | |
| - Directly with the accommodation | 36.3% | 52.5% | 54.8% | 52.9% | 52.1% |
| - Tour Operator or Travel Agency | 63.7% | 47.5% | 45.2% | 47.1% | 47.9% |

Where does the flight come from?



Activities in the Canary Islands

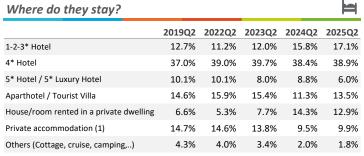
Outdoor time per day

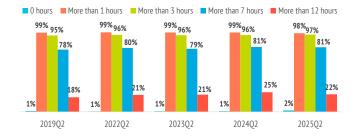
六十

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|------------------|--------|--------|--------|--------|--------|
| Spanish Mainland | 99.4% | 99.8% | 99.7% | 99.7% | 99.8% |
| United Kingdom | 0.1% | 0.0% | 0.1% | 0.1% | 0.1% |
| Others | 0.2% | 0.0% | 0.0% | 0.1% | 0.1% |
| Germany | 0.1% | 0.0% | 0.0% | 0.0% | 0.0% |
| Belgium | 0.1% | 0.0% | 0.1% | 0.0% | 0.0% |
| Denmark | 0.0% | 0.1% | 0.0% | 0.0% | 0.0% |
| France | 0.0% | 0.0% | 0.1% | 0.0% | 0.0% |
| Netherlands | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Ireland | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| Italy | 0.1% | 0.0% | 0.0% | 0.1% | 0.0% |
| Others | 0.1% | 0.0% | 0.0% | 0.1% | 0.0% |

Where do they stay?

| 0 hours | 1.0% | 0.6% | 0.8% | 0.8% | 1.8% |
|----------------------|-------|-------|-------|-------|-------|
| 1 - 2 hours | 3.5% | 3.1% | 3.5% | 3.3% | 1.7% |
| 3 - 6 hours | 17.6% | 16.4% | 17.0% | 14.8% | 15.8% |
| 7 - 12 hours | 59.6% | 58.7% | 57.3% | 56.6% | 58.9% |
| More than 12 hours | 18.2% | 21.2% | 21.5% | 24.5% | 21.9% |
| Outdoor time per day | 9.6 | 10.0 | 9.9 | 10.2 | 10.1 |
| | | | | | |





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

| Activities in the Canary Islands | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|--|--------|--------|--------|--------|--------|
| Walk, wander | 72.0% | 76.1% | 73.8% | 73.4% | 73.4% |
| Beach | 63.6% | 72.6% | 73.1% | 70.2% | 69.5% |
| Explore the island on their own | 55.9% | 62.0% | 63.3% | 62.9% | 62.4% |
| Swimming pool, hotel facilities | 47.3% | 50.2% | 49.0% | 47.0% | 44.7% |
| Taste Canarian gastronomy | 38.2% | 41.5% | 42.3% | 43.8% | 43.1% |
| Hiking | | 23.5% | 23.5% | 23.7% | 22.8% |
| Wineries / markets / popular festivals | 14.4% | 14.9% | 16.4% | 14.2% | 16.8% |
| Organized excursions | 16.5% | 15.0% | 16.5% | 16.1% | 16.3% |
| Museums / exhibitions | 16.2% | 14.8% | 17.4% | 15.9% | 15.9% |
| Theme parks | 17.4% | 14.1% | 14.6% | 16.6% | 14.7% |
| Nightlife / concerts / shows | 14.0% | 14.7% | 15.3% | 15.7% | 14.2% |
| Other Nature Activities | | 12.1% | 12.5% | 12.3% | 12.9% |
| Sea excursions / whale watching | 10.6% | 9.5% | 10.2% | 9.4% | 8.9% |
| Running | | 4.7% | 4.3% | 4.7% | 6.7% |
| Practice other sports | | 5.3% | 5.7% | 4.6% | 4.3% |
| Astronomical observation | 4.4% | 4.0% | 4.6% | 5.4% | 4.0% |
| Beauty and health treatments | 4.0% | 4.4% | 3.7% | 3.7% | 2.8% |
| Scuba Diving | | 2.3% | 2.5% | 3.0% | 2.8% |
| Surf | | 2.0% | 2.4% | 2.2% | 1.8% |
| Swim | | 2.1% | 2.3% | 2.1% | 1.8% |
| Cycling / Mountain bike | | 1.6% | 1.3% | 1.6% | 1.1% |
| Golf | | 1.0% | 0.8% | 1 2% | 1 0% |

0.5%

0.7%

0.8%

0.4%

| | Hotels | Aparthotel / Tou | rist Villa | Others | |
|--------|--------|------------------|------------|--------|--|
| 59.8% | 60.3% | 59.7% | 63.0% | 62.0% | |
| 14.6% | 15.9% | 15.4% | 11.3% | 13.5% | |
| 25.6% | 23.9% | 24.9% | 25.7% | 24.6% | |
| 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 | |

What do they book?



| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|-------------------|--------|--------|--------|--------|--------|
| Room only | 24.1% | 31.6% | 33.1% | 35.2% | 36.9% |
| Bed and Breakfast | 17.9% | 19.7% | 20.7% | 21.7% | 21.4% |
| Half board | 24.8% | 24.2% | 22.4% | 19.7% | 16.0% |
| Full board | 11.2% | 5.1% | 5.8% | 5.5% | 8.0% |
| All inclusive | 22.0% | 19.5% | 17.9% | 17.8% | 17.7% |

Windsurf / Kitesurf * Multi-choise question

101

SPANISH MAINLAND: Second Quarter

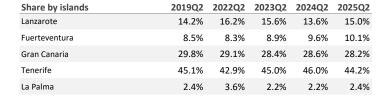


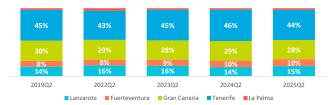
Which island do they choose?

A

8.79

| Tourists (≥ 16 year old) | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|--------------------------|---------|---------|---------|---------|---------|
| Lanzarote | 62,727 | 72,070 | 66,013 | 59,215 | 71,272 |
| Fuerteventura | 37,372 | 36,870 | 37,695 | 41,807 | 47,916 |
| Gran Canaria | 131,585 | 129,839 | 120,430 | 124,749 | 133,831 |
| Tenerife | 199,301 | 191,234 | 191,118 | 200,683 | 209,597 |
| La Palma | 10,522 | 16,206 | 9,251 | 9,586 | 11,319 |





| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|------------|--------|--------|--------|--------|--------|
| One island | 87.3% | 89.4% | 91.1% | 92.4% | 89.9% |

How many islands do they visit during their trip?

| How many | are | loyal | to i | the | Canary | / Islands? |
|----------|-----|-------|------|-----|--------|------------|
| | | | | | | |

| One island | 87.3% | 89.4% | 91.1% | 92.4% | 89.9% |
|-----------------------|-------|-------|-------|-------|-------|
| Two islands | 11.5% | 9.0% | 7.3% | 6.2% | 8.3% |
| Three or more islands | 1.1% | 1.6% | 1.6% | 1.5% | 1.9% |

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|--|--------|--------|--------|--------|--------|
| Repeat tourists | 71.3% | 68.0% | 65.9% | 64.8% | 68.4% |
| At least 10 previous visits | 18.1% | 15.5% | 16.5% | 13.0% | 14.4% |
| Repeat tourists (last 5 years) | 64.7% | 59.3% | 58.0% | 57.6% | 61.2% |
| Repeat tourists (last 5 years)(5 or more visits) | 18.8% | 14.9% | 15.0% | 12.7% | 15.4% |

| How do they rate the C | Canary Islai | nds? | | | 14 |
|---------------------------|--------------|--------|--------|--------|--------|
| Satisfaction (scale 0-10) | 201902 | 202202 | 202302 | 202402 | 202502 |

8.52

8.87

8.81

8.73

Who are they?

| Experience in the Canary Islands | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|-------------------------------------|--------|--------|--------|--------|--------|
| Worse or much worse than expected | 3.7% | 2.6% | 2.7% | 3.8% | 3.0% |
| Lived up to expectations | 56.0% | 51.9% | 50.3% | 49.5% | 49.5% |
| Better or much better than expected | 40.3% | 45.5% | 46.9% | 46.7% | 47.5% |
| | | | | | |
| | | | | | |

| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|-------------------------------|--------|--------|--------|--------|--------|
| <u>Gender</u> | | | | | |
| Men | 54.8% | 53.2% | 50.0% | 52.0% | 50.5% |
| Women | 45.2% | 46.8% | 50.0% | 48.0% | 49.5% |
| Age | | | | | |
| Average age | 44.1 | 40.3 | 39.1 | 39.3 | 42.0 |
| Standard deviation | 13.6 | 13.6 | 13.8 | 14.6 | 16.1 |
| Age range | | | | | |
| 16 - 24 years old | 5.8% | 12.6% | 14.8% | 15.2% | 11.3% |
| 25 - 30 years old | 13.3% | 16.6% | 19.0% | 19.9% | 18.9% |
| 31 - 45 years old | 38.6% | 37.8% | 36.8% | 35.3% | 35.2% |
| 46 - 60 years old | 27.8% | 23.5% | 19.9% | 18.3% | 16.6% |
| Over 60 years old | 14.5% | 9.6% | 9.5% | 11.3% | 18.0% |
| Occupation | | | | | |
| Salaried worker | 56.9% | 60.5% | 66.3% | 63.4% | 60.2% |
| Self-employed | 12.8% | 11.1% | 8.8% | 9.6% | 12.3% |
| Unemployed | 2.3% | 3.2% | 2.0% | 2.4% | 2.0% |
| Business owner | 9.5% | 8.6% | 7.3% | 9.2% | 7.3% |
| Student | 4.2% | 7.2% | 6.3% | 5.5% | 4.4% |
| Retired | 12.1% | 8.5% | 8.3% | 8.3% | 12.2% |
| Unpaid domestic work | 1.3% | 0.4% | 0.5% | 0.4% | 0.3% |
| Others | 0.9% | 0.7% | 0.4% | 1.2% | 1.2% |
| Annual household income level | | | | | |
| Less than €25,000 | 25.8% | 27.5% | 20.5% | 21.7% | 23.0% |
| €25,000 - €49,999 | 43.0% | 41.5% | 45.3% | 47.6% | 45.0% |
| €50,000 - €74,999 | 16.2% | 19.3% | 20.7% | 20.1% | 19.9% |
| More than €74,999 | 15.1% | 11.7% | 13.5% | 10.5% | 12.1% |
| Education level | | | | | |
| No studies | 0.2% | 0.4% | 0.3% | 0.5% | 0.8% |
| Primary education | 5.0% | 2.1% | 1.3% | 3.0% | 3.1% |
| Secondary education | 18.4% | 15.2% | 13.8% | 18.9% | 19.9% |

| Future intentions (scale 0-10) | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
|---------------------------------------|--------|--------|--------|--------|--------|
| Return to the Canary Islands | 8.81 | 9.05 | 9.04 | 9.03 | 9.07 |
| Recommend visiting the Canary Islands | 8.97 | 9.21 | 9.23 | 9.13 | 9.20 |

Who do they come with?

•

Average rating

| 400 |
|------|
| 7777 |

| villo do they come with: | | | | | 111111 |
|--|---------|--------|--------|--------|---------|
| | 204200 | | | 202402 | 2025.02 |
| | 2019Q2 | 2022Q2 | 2023Q2 | 2024Q2 | 2025Q2 |
| Unaccompanied | 19.0% | 16.4% | 16.2% | 14.5% | 16.6% |
| Only with partner | 39.3% | 41.2% | 42.8% | 45.4% | 43.8% |
| Only with children (< 13 years old) | 8.0% | 4.1% | 3.6% | 3.2% | 2.5% |
| Partner + children (< 13 years old) | 9.2% | 8.3% | 7.8% | 5.1% | 5.3% |
| Other relatives | 5.7% | 7.2% | 7.3% | 6.8% | 7.3% |
| Friends | 6.3% | 9.0% | 9.3% | 11.3% | 12.3% |
| Work colleagues | 1.9% | 3.1% | 2.7% | 4.5% | 3.0% |
| Organized trip | 0.2% | 0.4% | 0.2% | 0.2% | 1.3% |
| Other combinations (2) | 10.3% | 10.4% | 10.2% | 9.0% | 8.0% |
| (2) Combination of some of the groups previously a | nalyzed | | | | |
| Tourists with children | 21.4% | 16.3% | 15.0% | 12.0% | 9.6% |
| - Between 0 and 2 years old | 2.1% | 1.9% | 2.4% | 1.5% | 1.5% |
| - Between 3 and 12 years old | 17.8% | 13.3% | 11.8% | 9.6% | 7.3% |
| - Between 0 -2 and 3-12 years old | 1.5% | 1.0% | 0.8% | 0.8% | 0.8% |
| Tourists without children | 78.6% | 83.7% | 85.0% | 88.0% | 90.4% |
| Group composition: | | | | | |
| - 1 person | 22.1% | 20.0% | 19.6% | 18.0% | 19.8% |
| - 2 people | 45.6% | 49.5% | 52.1% | 55.3% | 54.7% |
| - 3 people | 13.0% | 13.4% | 10.1% | 9.8% | 9.9% |
| - 4 or 5 people | 16.4% | 14.4% | 14.7% | 13.4% | 12.0% |
| - 6 or more people | 2.9% | 2.8% | 3.5% | 3.5% | 3.5% |
| Average group size: | 2.43 | 2.40 | 2.44 | 2.41 | 2.41 |
| *People who share the main expenses of the trip | | | | | |
| | | | | | |

Higher education

82.4%

84.6%

77.6%

76.2%

76.4%