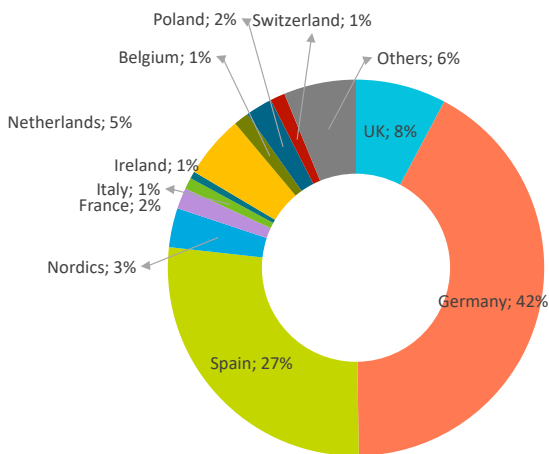


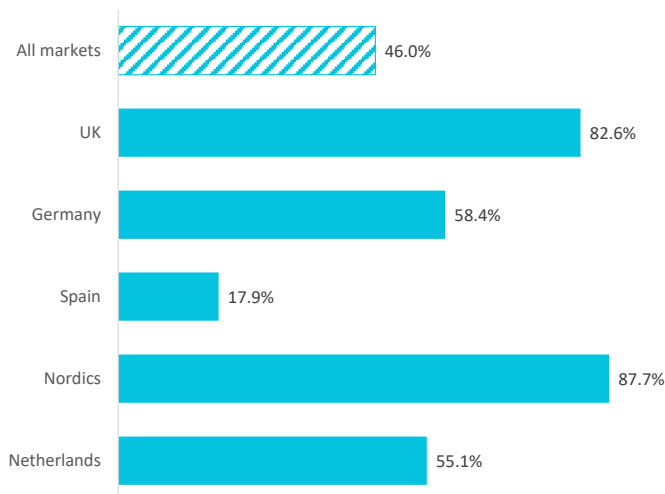
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	188,913	14,686	79,319	50,988	6,354	3,395	1,859	1,184	10,172	2,440	4,382	2,396
% Tourists	100%	7.8%	42.0%	27.0%	3.4%	1.8%	1.0%	0.6%	5.4%	1.3%	2.3%	1.3%
% tourists who book holiday package	46.0%	82.6%	58.4%	17.9%	87.7%	--	--	--	55.1%	--	--	--
Expenditure per tourist (€)	1,366	1,168	1,593	934	1,454	--	--	--	1,444	--	--	--
- book holiday package	1,524	1,231	1,704	1,002	1,441	--	--	--	1,618	--	--	--
- holiday package	1,235	1,103	1,366	733	1,249	--	--	--	1,214	--	--	--
- others	289	128	338	269	192	--	--	--	404	--	--	--
- do not book holiday package	1,233	870	1,436	919	1,548	--	--	--	1,231	--	--	--
- flight	404	244	472	245	307	--	--	--	366	--	--	--
- accommodation	400	314	488	331	661	--	--	--	470	--	--	--
- others	428	313	475	343	581	--	--	--	394	--	--	--
Average length of stay	9.7	8.2	11.1	7.3	9.2	--	--	--	10.4	--	--	--
- Median	7.5	7.0	10.3	6.7	7.0	--	--	--	8.0	--	--	--
Average daily expenditure (€)	158.97	149.30	161.63	145.38	179.51	--	--	--	156.12	--	--	--
- Median	140.47	128.76	145.54	132.74	165.58	--	--	--	148.22	--	--	--
Average daily expenditure without flight (€)	105.69	104.73	106.64	104.65	108.21	--	--	--	107.55	--	--	--
- Median	96.38	96.39	96.43	96.27	96.85	--	--	--	99.92	--	--	--
Average cost of the flight (€)	449.24	345.27	524.12	251.75	558.79	--	--	--	445.33	--	--	--
Total turnover (≥ 16 years old) (€m)	258	17	126	48	9	--	--	--	15	--	--	--
% Tourists	100%	6.6%	48.9%	18.4%	3.6%	--	--	--	5.7%	--	--	--
Turnover without flight (≥ 16 years old) (€m)	173	12	85	35	6	--	--	--	10	--	--	--
Tourist arrivals (FRONTUR)	202,200	16,755	83,510	54,124	5,117	--	--	--	10,636	--	--	--
Passenger arrivals on non-stop flights (AENA)	217,895	16,603	72,606	91,365	11,421	--	--	--	9,314	--	6,056	5,734
Children <16 years old (FRONTUR - EGT)	13,287	2,069	4,191	3,136	-1,237	--	--	--	464	--	--	--

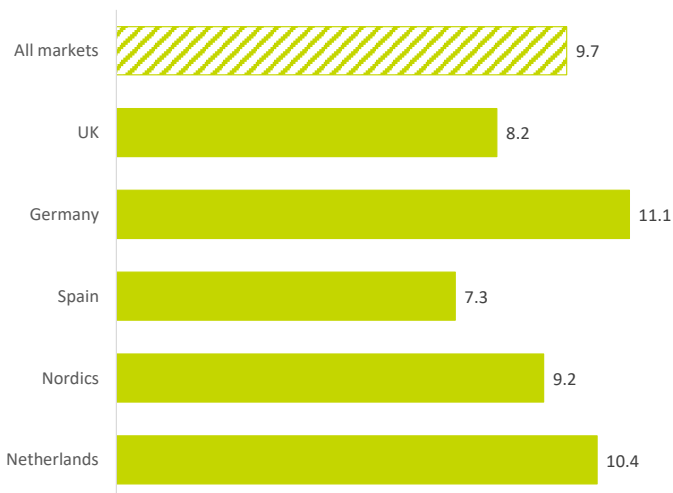
% TOURISTS (≥ 16 years old)



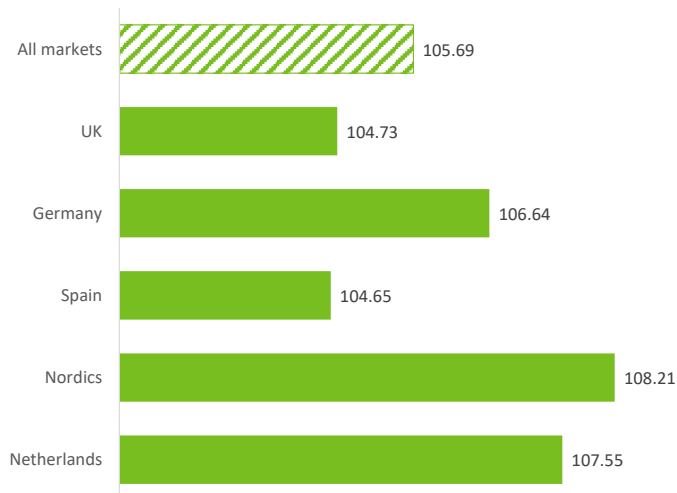
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Accommodation:												
- Accommodation	89.3%	94.4%	92.1%	86.0%	96.6%	--	--	--	89.9%	--	--	--
- Additional accommodation expenses	9.2%	5.3%	6.1%	14.3%	4.1%	--	--	--	11.6%	--	--	--
Transport:												
- National/International Transport	95.3%	97.9%	97.9%	91.5%	98.1%	--	--	--	93.6%	--	--	--
- Flights between islands	9.3%	4.8%	9.0%	9.6%	0.0%	--	--	--	7.1%	--	--	--
- Taxi	27.3%	68.5%	31.3%	16.1%	50.5%	--	--	--	16.1%	--	--	--
- Car rental	64.5%	20.4%	70.1%	73.8%	42.5%	--	--	--	77.3%	--	--	--
- Public transport	14.2%	19.1%	17.9%	8.2%	18.6%	--	--	--	13.4%	--	--	--
Food and drink:												
- Food purchases at supermarkets	65.5%	38.4%	74.7%	57.8%	52.8%	--	--	--	82.5%	--	--	--
- Restaurants	72.3%	39.5%	76.0%	78.4%	49.1%	--	--	--	72.4%	--	--	--
Leisure:												
- Organized excursions	34.2%	28.7%	32.6%	42.7%	25.0%	--	--	--	30.2%	--	--	--
- Sport activities	5.5%	3.4%	6.3%	4.5%	1.4%	--	--	--	2.7%	--	--	--
- Cultural activities	3.4%	4.2%	3.8%	3.5%	5.9%	--	--	--	3.5%	--	--	--
- Museums	15.7%	8.3%	19.2%	13.4%	16.1%	--	--	--	19.1%	--	--	--
- Theme Parks	1.2%	1.7%	1.0%	0.9%	0.0%	--	--	--	2.3%	--	--	--
- Discos and pubs	1.7%	4.2%	0.2%	3.9%	3.4%	--	--	--	0.2%	--	--	--
- Wellness	2.2%	7.3%	2.0%	0.7%	3.7%	--	--	--	2.7%	--	--	--
Purchases of goods:												
- Souvenirs	43.0%	37.1%	45.2%	43.3%	24.7%	--	--	--	42.8%	--	--	--
- Other purchases	0.5%	0.0%	0.5%	0.9%	0.0%	--	--	--	0.0%	--	--	--
Others:												
- Medical expenses	6.8%	7.3%	8.0%	7.2%	3.4%	--	--	--	5.6%	--	--	--
- Other expenses	6.3%	7.9%	5.6%	5.5%	13.6%	--	--	--	7.5%	--	--	--

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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	705	696	795	520	673	--	--	--	896	--	--	--
- Additional accommodation expenses	133	66	126	123	79	--	--	--	298	--	--	--
Transport:												
- National/International Transport	897	675	936	593	894	--	--	--	901	--	--	--
- Flights between islands	472	353	536	275	570	--	--	--	476	--	--	--
- Taxi	134	83	88	142	0	--	--	--	95	--	--	--
- Car rental	100	98	117	46	120	--	--	--	137	--	--	--
- Public transport	146	122	152	105	167	--	--	--	166	--	--	--
- Wellness	46	19	42	24	37	--	--	--	27	--	--	--
Food and drink:												
- Food purchases at supermarkets	247	168	255	218	229	--	--	--	266	--	--	--
- Restaurants	96	65	98	78	90	--	--	--	105	--	--	--
- Restaurants	151	103	157	140	139	--	--	--	161	--	--	--
Leisure:												
- Organized excursions	400	298	359	374	362	--	--	--	373	--	--	--
- Sport activities	86	77	89	66	127	--	--	--	73	--	--	--
- Cultural activities	106	46	84	88	142	--	--	--	80	--	--	--
- Museums	36	28	34	49	20	--	--	--	35	--	--	--
- Museums	23	21	26	18	22	--	--	--	22	--	--	--
- Theme Parks	39	42	59	44	0	--	--	--	23	--	--	--
- Discos and pubs	56	35	13	75	30	--	--	--	12	--	--	--
- Wellness	52	49	54	34	22	--	--	--	127	--	--	--
Purchases of goods:												
- Souvenirs	457	65	109	784	36	--	--	--	55	--	--	--
- Souvenirs	54	50	58	38	36	--	--	--	55	--	--	--
- Other purchases	404	15	51	746	0	--	--	--	0	--	--	--
Others:												
- Medical expenses	228	107	422	76	143	--	--	--	80	--	--	--
- Medical expenses	16	14	16	14	45	--	--	--	15	--	--	--
- Other expenses	212	93	406	62	98	--	--	--	65	--	--	--

TOURIST PROFILE

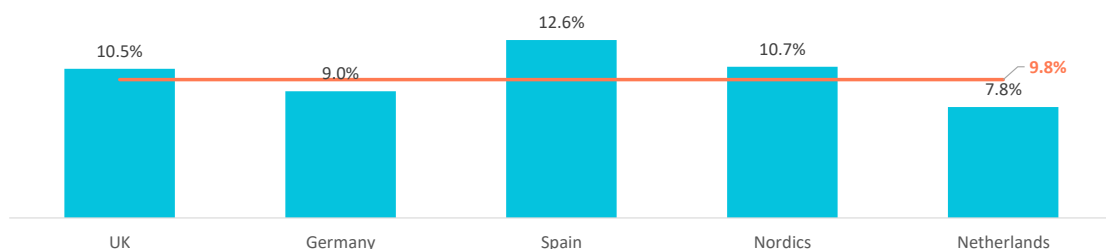
Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	57.6%	48.0%	56.9%	58.4%	60.6%	--	--	--	54.1%	--	--	--
Percentage of women	42.4%	52.0%	43.1%	41.6%	39.4%	--	--	--	45.9%	--	--	--
Age												
Average age (tourists above 16 years old)	49.61	51.72	51.84	46.20	56.29	--	--	--	50.07	--	--	--
Standard deviation	16.3	17.5	15.8	15.5	16.2	--	--	--	15.9	--	--	--
Age range												
16-24 years old	6.4%	9.0%	4.6%	6.9%	3.7%	--	--	--	7.7%	--	--	--
25-30 years old	8.9%	8.6%	8.7%	10.2%	7.6%	--	--	--	8.8%	--	--	--
31-45 years old	26.7%	20.0%	22.1%	34.7%	12.8%	--	--	--	22.2%	--	--	--
46-60 years old	26.0%	20.0%	29.0%	25.9%	25.7%	--	--	--	27.8%	--	--	--
Over 60 years old	32.0%	42.5%	35.7%	22.2%	50.2%	--	--	--	33.5%	--	--	--
Occupation												
Salaried worker	52.8%	49.8%	50.6%	60.3%	59.6%	--	--	--	57.7%	--	--	--
Self-employed	8.6%	9.8%	5.4%	10.5%	1.9%	--	--	--	12.5%	--	--	--
Unemployed	0.5%	1.2%	0.4%	0.3%	0.0%	--	--	--	2.8%	--	--	--
Business owner	8.1%	1.2%	9.1%	6.9%	12.3%	--	--	--	5.4%	--	--	--
Student	3.5%	3.4%	2.3%	3.9%	0.8%	--	--	--	3.5%	--	--	--
Retired	24.0%	34.0%	27.7%	16.6%	32.0%	--	--	--	19.6%	--	--	--
Unpaid domestic work	0.1%	0.5%	0.1%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Others	1.0%	0.2%	1.6%	0.7%	1.2%	--	--	--	0.4%	--	--	--
Annual household income level												
Less than €25,000	8.3%	5.8%	4.2%	14.2%	7.0%	--	--	--	4.5%	--	--	--
€25,000 - €49,999	32.8%	27.6%	28.9%	38.4%	14.3%	--	--	--	25.6%	--	--	--
€50,000 - €74,999	31.0%	30.1%	34.6%	27.9%	34.9%	--	--	--	32.2%	--	--	--
More than €74,999	27.8%	36.4%	32.4%	19.5%	43.7%	--	--	--	37.8%	--	--	--
Education level												
No studies	1.0%	9.1%	0.4%	0.1%	0.4%	--	--	--	0.0%	--	--	--
Primary education	1.9%	0.4%	2.0%	2.1%	3.8%	--	--	--	0.0%	--	--	--
Secondary education	17.1%	13.3%	16.2%	15.5%	12.6%	--	--	--	34.2%	--	--	--
Higher education	80.0%	77.2%	81.4%	82.3%	83.2%	--	--	--	65.8%	--	--	--

Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	9.9%	8.0%	8.6%	9.0%	7.1%	--	--	--	9.1%	--	--	--
Only with partner	57.0%	62.5%	65.0%	46.2%	55.0%	--	--	--	68.6%	--	--	--
Only with children (< 13 years old)	3.3%	3.0%	3.7%	3.5%	3.9%	--	--	--	2.7%	--	--	--
Partner + children (< 13 years old)	4.6%	4.5%	3.8%	6.6%	3.6%	--	--	--	4.7%	--	--	--
Other relatives	5.6%	7.7%	1.8%	6.0%	8.6%	--	--	--	9.1%	--	--	--
Friends	7.3%	4.4%	5.7%	12.4%	6.1%	--	--	--	0.8%	--	--	--
Work colleagues	1.4%	0.3%	0.2%	3.6%	0.0%	--	--	--	0.0%	--	--	--
Organized trip	0.6%	0.6%	0.8%	0.5%	0.0%	--	--	--	0.0%	--	--	--
Other combinations ⁽²⁾	10.4%	8.9%	10.5%	12.2%	15.7%	--	--	--	5.0%	--	--	--
<i>(2) Different situations have been isolated</i>												
Tourists with children	9.8%	10.5%	9.0%	12.6%	10.7%	--	--	--	7.8%	--	--	--
- Between 0 and 2 years old	0.5%	0.7%	0.4%	0.7%	0.0%	--	--	--	0.4%	--	--	--
- Between 3 and 12 years old	8.6%	9.4%	8.0%	10.6%	9.0%	--	--	--	7.1%	--	--	--
- Between 0 -2 and 3-12 years old	0.8%	0.4%	0.5%	1.2%	1.7%	--	--	--	0.3%	--	--	--
Tourists without children	90.2%	89.5%	91.0%	87.4%	89.3%	--	--	--	92.2%	--	--	--
Group composition:												
- 1 person	12.7%	11.1%	12.0%	11.5%	9.0%	--	--	--	13.1%	--	--	--
- 2 people	64.8%	67.7%	68.7%	56.9%	64.9%	--	--	--	67.9%	--	--	--
- 3 people	8.4%	8.7%	7.0%	11.9%	9.8%	--	--	--	4.8%	--	--	--
- 4 or 5 people	11.5%	10.8%	10.9%	15.2%	12.5%	--	--	--	14.2%	--	--	--
- 6 or more people	2.5%	1.7%	1.5%	4.5%	3.7%	--	--	--	0.0%	--	--	--
Average group size:	2.33	2.29	2.25	2.57	2.55	--	--	--	2.22	--	--	--

*People who share the main expenses of the trip



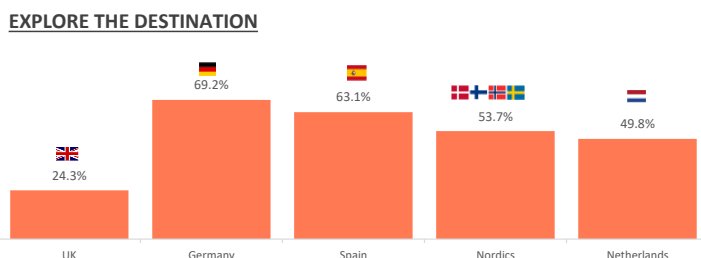
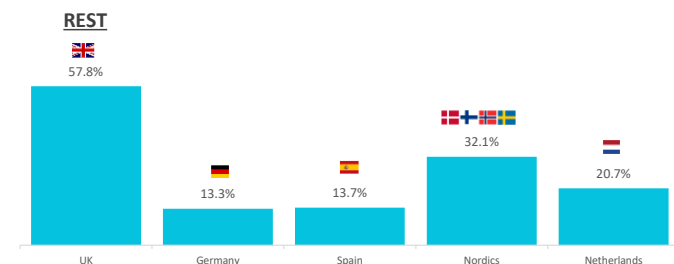
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	87.1%	96.1%	93.6%	77.6%	99.2%	--	--	--	95.8%	--	--	--
Family reasons	6.2%	1.5%	4.7%	8.9%	0.0%	--	--	--	3.7%	--	--	--
Business	3.4%	2.3%	0.1%	8.7%	0.0%	--	--	--	0.3%	--	--	--
Education and training	0.3%	0.1%	0.4%	0.2%	0.8%	--	--	--	0.0%	--	--	--
Sports training	1.4%	0.0%	0.5%	2.5%	0.0%	--	--	--	0.0%	--	--	--
Health	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Conventions and Exhibitions	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Others	0.8%	0.0%	0.0%	0.5%	0.0%	--	--	--	0.0%	--	--	--

What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	19.1%	57.8%	13.3%	13.7%	32.1%	--	--	--	20.7%	--	--	--
Enjoy family time	8.6%	8.8%	4.9%	14.1%	12.0%	--	--	--	7.4%	--	--	--
Have fun	5.8%	4.2%	5.2%	5.9%	1.1%	--	--	--	14.0%	--	--	--
Explore the destination	59.5%	24.3%	69.2%	63.1%	53.7%	--	--	--	49.8%	--	--	--
Practice their hobbies	4.7%	2.5%	5.8%	1.9%	1.1%	--	--	--	3.8%	--	--	--
Other reasons	2.3%	2.4%	1.6%	1.3%	0.0%	--	--	--	4.2%	--	--	--



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Landscapes	70.1%	38.4%	75.7%	74.4%	50.9%	--	--	--	52.5%	--	--	--
Climate	62.2%	62.7%	68.6%	52.3%	66.4%	--	--	--	59.8%	--	--	--
Tranquility	51.8%	53.7%	55.8%	47.5%	43.2%	--	--	--	42.2%	--	--	--
Environment	50.6%	36.8%	50.7%	63.5%	38.5%	--	--	--	16.5%	--	--	--
Safety	46.8%	62.7%	50.5%	39.0%	37.3%	--	--	--	24.9%	--	--	--
Sea	37.2%	18.2%	43.4%	36.4%	37.0%	--	--	--	24.4%	--	--	--
Hiking trail network	37.0%	17.8%	41.5%	34.0%	31.7%	--	--	--	36.9%	--	--	--
European belonging	33.2%	28.0%	37.0%	32.4%	31.3%	--	--	--	18.8%	--	--	--
Authenticity	33.2%	23.3%	32.3%	40.9%	27.6%	--	--	--	18.8%	--	--	--
Effortless trip	26.5%	37.0%	33.8%	20.2%	6.0%	--	--	--	7.9%	--	--	--
Accommodation supply	26.4%	49.1%	28.7%	17.4%	32.7%	--	--	--	18.2%	--	--	--
Price	23.8%	45.0%	21.9%	26.3%	19.2%	--	--	--	11.9%	--	--	--
Gastronomy	23.3%	18.8%	20.1%	35.4%	17.8%	--	--	--	13.9%	--	--	--
Beaches	15.4%	11.7%	11.9%	22.7%	9.6%	--	--	--	15.0%	--	--	--
Exoticism	11.1%	6.3%	6.8%	18.0%	8.8%	--	--	--	12.1%	--	--	--
Fun possibilities	10.0%	14.5%	5.4%	13.3%	15.2%	--	--	--	20.7%	--	--	--
Historical heritage	9.3%	10.5%	5.5%	14.4%	12.5%	--	--	--	7.5%	--	--	--
Culture	6.7%	9.6%	3.7%	10.0%	8.3%	--	--	--	6.8%	--	--	--
Shopping	3.7%	6.9%	2.6%	5.1%	3.4%	--	--	--	2.6%	--	--	--
Nightlife	1.9%	4.1%	0.4%	4.5%	0.0%	--	--	--	1.1%	--	--	--

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.

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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	48.2%	51.4%	56.8%	36.4%	41.8%	--	--	--	37.4%	--	--	--
Friends or relatives	28.7%	19.1%	28.6%	36.7%	21.1%	--	--	--	20.6%	--	--	--
Internet or social media	57.4%	60.6%	54.1%	59.6%	52.5%	--	--	--	72.3%	--	--	--
Mass Media	3.8%	2.2%	5.6%	1.4%	5.0%	--	--	--	2.2%	--	--	--
Travel guides and magazines	17.4%	12.9%	26.4%	6.4%	4.4%	--	--	--	18.2%	--	--	--
Travel Blogs or Forums	10.7%	3.9%	11.0%	12.8%	3.7%	--	--	--	8.1%	--	--	--
Travel TV Channels	1.4%	0.1%	2.5%	0.8%	0.0%	--	--	--	0.6%	--	--	--
Tour Operator or Travel Agency	19.0%	37.4%	23.0%	7.6%	42.2%	--	--	--	12.7%	--	--	--
Public administrations or similar	1.1%	0.3%	0.5%	1.7%	0.0%	--	--	--	1.0%	--	--	--
Others	4.5%	7.4%	0.7%	7.1%	1.7%	--	--	--	4.3%	--	--	--

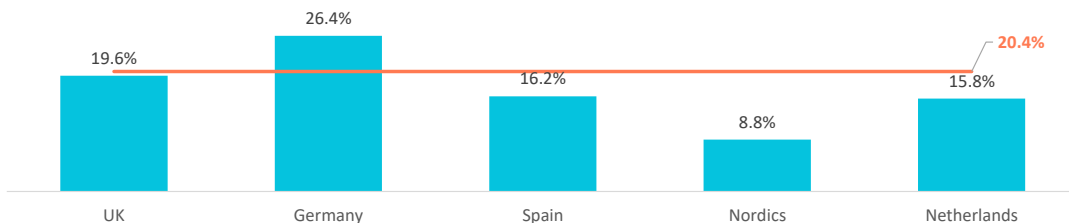
* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
The same day	0.7%	0.5%	0.5%	1.5%	0.5%	--	--	--	0.9%	--	--	--
Between 1 and 30 days	19.2%	19.1%	14.6%	26.4%	27.5%	--	--	--	19.3%	--	--	--
Between 1 and 2 months	20.1%	25.6%	16.3%	20.1%	22.0%	--	--	--	18.8%	--	--	--
Between 3 and 6 months	39.5%	35.1%	42.2%	35.8%	41.1%	--	--	--	45.2%	--	--	--
More than 6 months	20.4%	19.6%	26.4%	16.2%	8.8%	--	--	--	15.8%	--	--	--

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



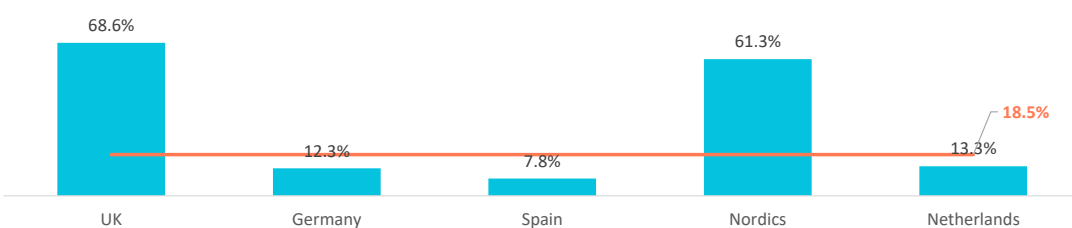
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	48.9%	26.7%	39.2%	69.0%	9.1%	--	--	--	43.6%	--	--	--
- Tour Operator or Travel Agency	51.1%	73.3%	60.8%	31.0%	90.9%	--	--	--	56.4%	--	--	--
Accommodation												
- Directly with the accommodation	38.9%	21.7%	26.8%	63.4%	6.3%	--	--	--	35.1%	--	--	--
- Tour Operator or Travel Agency	61.1%	78.3%	73.2%	36.6%	93.7%	--	--	--	64.9%	--	--	--

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	36.9%	9.5%	35.8%	39.3%	23.2%	--	--	--	52.3%	--	--	--
Bed and Breakfast	16.5%	3.6%	12.9%	27.7%	12.3%	--	--	--	21.1%	--	--	--
Half board	27.6%	16.1%	38.6%	24.8%	3.3%	--	--	--	13.3%	--	--	--
Full board	0.6%	2.2%	0.4%	0.4%	0.0%	--	--	--	0.0%	--	--	--
All inclusive	18.5%	68.6%	12.3%	7.8%	61.3%	--	--	--	13.3%	--	--	--

% TOURISTS WHO BOOK ALL INCLUSIVE

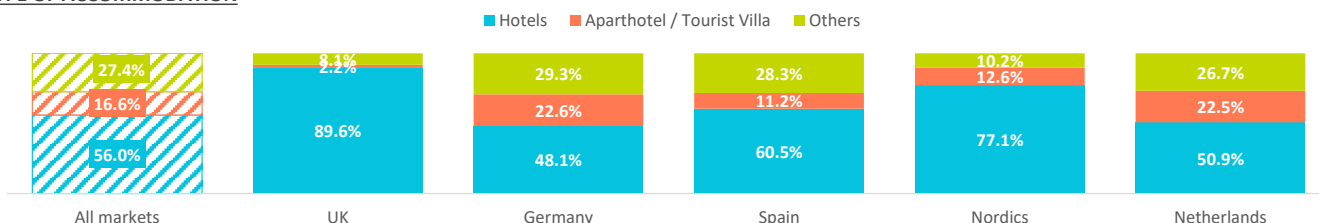


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	6.1%	3.6%	6.5%	5.6%	9.2%	--	--	--	6.6%	--	--	--
4* Hotel	49.9%	86.0%	41.6%	54.9%	68.0%	--	--	--	44.3%	--	--	--
5* Hotel / 5* Luxury Hotel	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Aparthotel / Tourist Villa	16.6%	2.2%	22.6%	11.2%	12.6%	--	--	--	22.5%	--	--	--
House/room rented in a private dwelling	16.4%	3.7%	19.1%	15.4%	7.9%	--	--	--	16.6%	--	--	--
Private accommodation ⁽¹⁾	5.9%	1.3%	5.2%	7.4%	0.0%	--	--	--	3.5%	--	--	--
Others (Cottage, cruise, camping,...)	5.1%	3.1%	5.0%	5.4%	2.3%	--	--	--	6.5%	--	--	--

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

TYPE OF ACCOMMODATION



Tourist profile by markets by markets

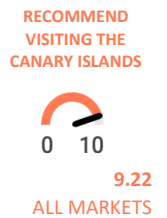
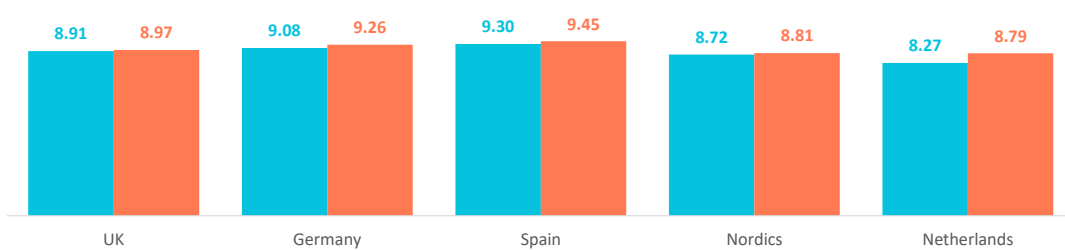
LA PALMA (2025)



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

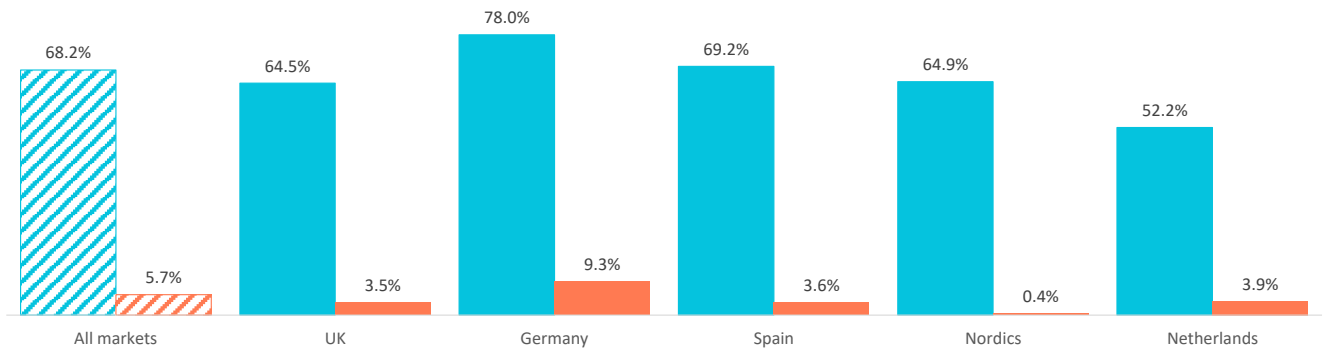
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Satisfaction (scale 0-10)												
Average rating	8.86	8.73	8.90	8.94	8.65	--	--	--	8.63	--	--	--
Experience in the Canary Islands												
Worse or much worse than expected	1.5%	2.2%	0.5%	2.3%	3.2%	--	--	--	1.3%	--	--	--
Lived up to expectations	49.2%	52.5%	52.0%	42.3%	61.3%	--	--	--	50.6%	--	--	--
Better or much better than expected	49.2%	45.3%	47.5%	55.3%	35.6%	--	--	--	48.2%	--	--	--
Future intentions (scale 0-10)												
Return to the Canary Islands	9.04	8.91	9.08	9.30	8.72	--	--	--	8.27	--	--	--
Recommend visiting the Canary Islands	9.22	8.97	9.26	9.45	8.81	--	--	--	8.79	--	--	--



How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
La Palma: Repeat tourists	68.2%	64.5%	78.0%	69.2%	64.9%	--	--	--	52.2%	--	--	--
La Palma: At least 10 previous visits	5.7%	3.5%	9.3%	3.6%	0.4%	--	--	--	3.9%	--	--	--
Canary Islands: Repeat tourists	79.9%	77.2%	83.6%	86.2%	72.9%	--	--	--	68.9%	--	--	--
Canary Islands: At least 10 previous visits	19.8%	20.0%	24.4%	19.2%	21.9%	--	--	--	11.6%	--	--	--

■ La Palma: Repeat tourists ■ La Palma: At least 10 previous visits



ISLANDS

How many islands do they visit during their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
One island	80.5%	90.3%	85.3%	73.6%	95.6%	--	--	--	87.6%	--	--	--
Two islands	16.1%	8.8%	13.0%	22.1%	4.4%	--	--	--	6.3%	--	--	--
Three or more islands	3.3%	0.9%	1.6%	4.3%	0.0%	--	--	--	6.1%	--	--	--

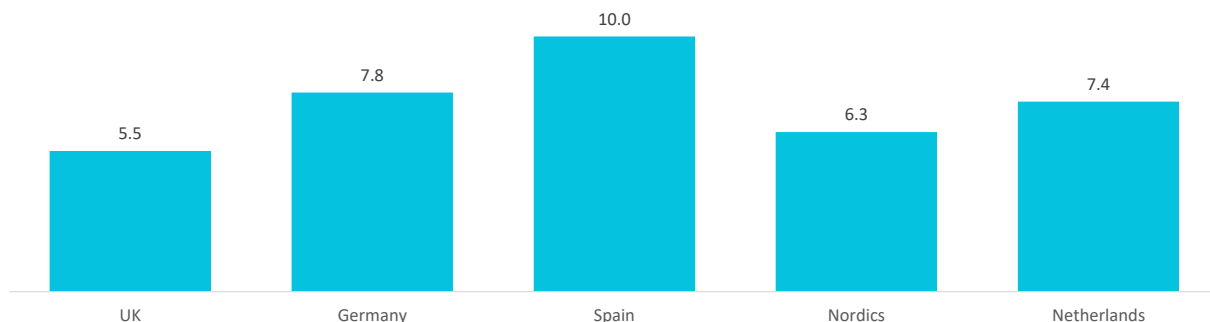
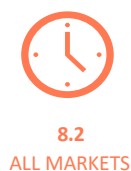
Visited islands during their trip (with overnight staying)

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Lanzarote	0.4%	0.0%	0.0%	0.6%	0.0%	--	--	--	1.2%	--	--	--
Fuerteventura	0.9%	0.0%	0.4%	0.4%	0.0%	--	--	--	1.2%	--	--	--
Gran Canaria	1.0%	0.5%	0.7%	1.1%	3.1%	--	--	--	2.8%	--	--	--
Tenerife	8.9%	5.9%	7.6%	9.6%	1.1%	--	--	--	5.5%	--	--	--
La Gomera	2.0%	1.7%	1.0%	3.4%	0.0%	--	--	--	4.2%	--	--	--
La Palma	100.0%	100.0%	100.0%	100.0%	100.0%	--	--	--	100.0%	--	--	--
El Hierro	1.4%	0.1%	0.0%	4.7%	0.0%	--	--	--	0.6%	--	--	--
Cruise	0.0%	0.0%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
0 hours	2.6%	19.8%	0.7%	1.0%	4.0%	--	--	--	0.8%	--	--	--
1 - 2 hours	3.1%	14.5%	2.4%	0.2%	9.6%	--	--	--	4.3%	--	--	--
3 - 6 hours	24.8%	28.4%	30.0%	10.7%	43.7%	--	--	--	40.7%	--	--	--
7 - 12 hours	61.9%	28.1%	63.1%	75.2%	38.4%	--	--	--	48.9%	--	--	--
More than 12 hours	7.6%	9.2%	3.8%	12.9%	4.3%	--	--	--	5.3%	--	--	--
Outdoor time per day	8.2	5.5	7.8	10.0	6.3	--	--	--	7.4	--	--	--

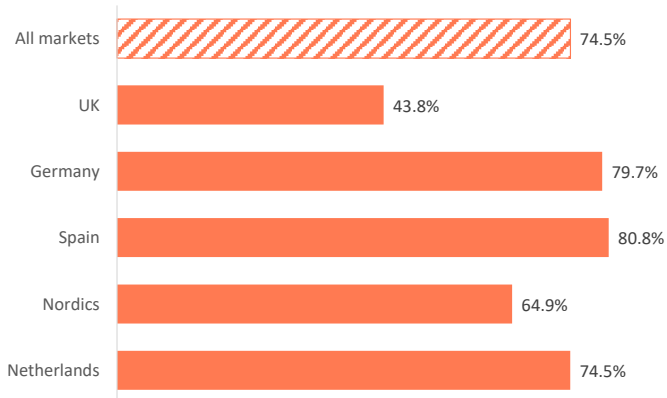
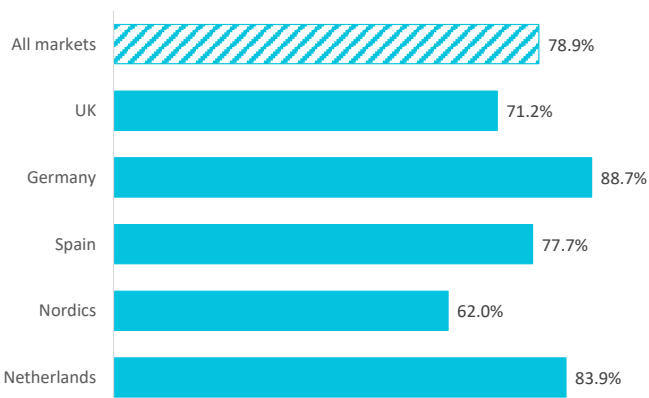


Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Walk, wander	78.9%	71.2%	88.7%	77.7%	62.0%	--	--	--	83.9%	--	--	--
Explore the island on their own	74.5%	43.8%	79.7%	80.8%	64.9%	--	--	--	74.5%	--	--	--
Beach	58.8%	32.2%	63.0%	68.1%	25.5%	--	--	--	60.2%	--	--	--
Hiking	57.6%	24.3%	60.6%	60.4%	52.2%	--	--	--	68.4%	--	--	--
Taste Canarian gastronomy	44.8%	20.0%	52.7%	54.2%	26.2%	--	--	--	27.0%	--	--	--
Swimming pool, hotel facilities	37.1%	68.8%	32.2%	34.1%	52.1%	--	--	--	46.1%	--	--	--
Museums / exhibitions	27.6%	16.7%	32.7%	23.8%	19.7%	--	--	--	30.3%	--	--	--
Organized excursions	25.0%	25.4%	24.0%	29.2%	27.4%	--	--	--	26.3%	--	--	--
Other Nature Activities	18.9%	6.2%	18.3%	19.8%	16.7%	--	--	--	17.3%	--	--	--
Wineries / markets / popular festivals	18.3%	9.5%	20.9%	20.6%	20.4%	--	--	--	8.6%	--	--	--
Astronomical observation	17.3%	10.7%	14.5%	23.0%	7.1%	--	--	--	16.2%	--	--	--
Sea excursions / whale watching	11.9%	6.9%	11.6%	13.5%	6.7%	--	--	--	17.8%	--	--	--
Running	6.8%	6.4%	1.8%	9.0%	11.5%	--	--	--	24.5%	--	--	--
Swim	4.0%	8.3%	1.2%	0.7%	6.3%	--	--	--	19.2%	--	--	--
Nightlife / concerts / shows	3.5%	3.7%	3.3%	5.6%	2.6%	--	--	--	1.3%	--	--	--
Practice other sports	3.0%	2.5%	4.2%	0.7%	7.5%	--	--	--	3.2%	--	--	--
Beauty and health treatments	2.6%	5.0%	3.0%	1.3%	4.4%	--	--	--	2.8%	--	--	--
Scuba Diving	2.5%	1.6%	1.9%	2.4%	0.5%	--	--	--	3.9%	--	--	--
Cycling / Mountain bike	2.4%	0.2%	2.7%	0.0%	3.8%	--	--	--	1.7%	--	--	--
Theme parks	2.2%	1.2%	1.6%	2.6%	2.3%	--	--	--	1.9%	--	--	--
Surf	0.3%	0.0%	0.3%	0.0%	0.0%	--	--	--	0.0%	--	--	--
Windsurf / Kitesurf	0.1%	0.0%	0.1%	0.3%	0.0%	--	--	--	0.0%	--	--	--
Golf	0.1%	0.0%	0.0%	0.3%	0.0%	--	--	--	0.0%	--	--	--

WALK, WANDER

BEACH

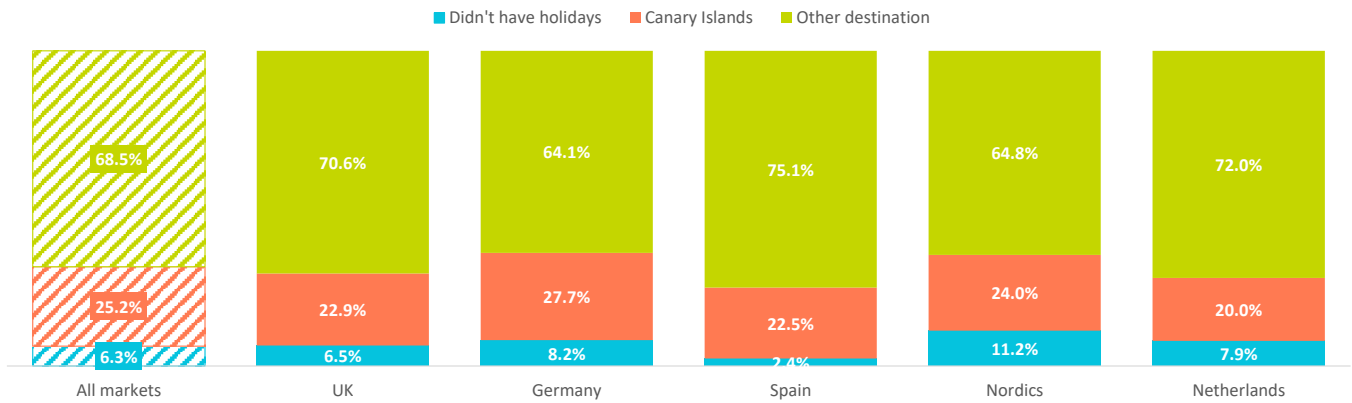


COMPETITORS

Where did they spend their main holiday last year? *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Didn't have holidays	6.3%	6.5%	8.2%	2.4%	11.2%	--	--	--	7.9%	--	--	--
Canary Islands	25.2%	22.9%	27.7%	22.5%	24.0%	--	--	--	20.0%	--	--	--
Other destination	68.5%	70.6%	64.1%	75.1%	64.8%	--	--	--	72.0%	--	--	--
- Balearic Islands	2.8%	4.5%	3.1%	2.9%	0.0%	--	--	--	2.1%	--	--	--
- Rest of Spain	14.2%	8.1%	7.3%	31.9%	4.9%	--	--	--	5.0%	--	--	--
- Italy	7.4%	3.0%	9.1%	8.0%	9.9%	--	--	--	8.2%	--	--	--
- France	5.8%	4.4%	6.6%	3.5%	6.2%	--	--	--	9.9%	--	--	--
- Turkey	1.1%	3.4%	0.7%	1.4%	3.4%	--	--	--	1.3%	--	--	--
- Greece	5.6%	10.1%	5.6%	2.4%	10.2%	--	--	--	7.1%	--	--	--
- Portugal	6.2%	5.9%	7.1%	3.8%	9.6%	--	--	--	10.3%	--	--	--
- Croatia	1.5%	1.3%	1.4%	1.2%	2.7%	--	--	--	1.8%	--	--	--
- Egypt	1.3%	1.5%	1.6%	1.3%	0.0%	--	--	--	0.5%	--	--	--
- Tunisia	0.3%	1.4%	0.0%	0.1%	0.0%	--	--	--	0.0%	--	--	--
- Morocco	1.1%	2.7%	0.8%	0.8%	0.0%	--	--	--	0.4%	--	--	--
- Others	21.2%	24.3%	20.7%	17.7%	18.0%	--	--	--	25.5%	--	--	--

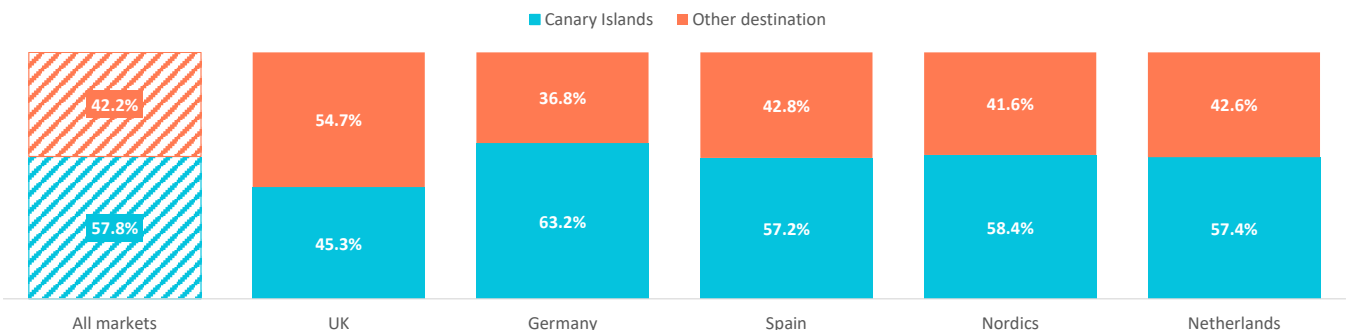
* Percentage of valid answers



What other destinations did they consider for this trip? *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	31.1%	20.2%	35.0%	32.8%	22.9%	--	--	--	36.2%	--	--	--
Canary Islands (other island)	26.7%	25.1%	28.2%	24.4%	35.5%	--	--	--	21.3%	--	--	--
Other destination	42.2%	54.7%	36.8%	42.8%	41.6%	--	--	--	42.6%	--	--	--
- Balearic Islands	4.3%	5.1%	4.4%	4.2%	1.1%	--	--	--	17.5%	--	--	--
- Rest of Spain	7.9%	8.3%	5.0%	12.4%	3.7%	--	--	--	38.2%	--	--	--
- Italy	5.6%	5.2%	5.4%	6.3%	4.3%	--	--	--	23.2%	--	--	--
- France	1.7%	1.4%	2.3%	0.7%	3.7%	--	--	--	7.4%	--	--	--
- Turkey	1.4%	4.3%	0.7%	0.9%	3.1%	--	--	--	0.0%	--	--	--
- Greece	5.4%	10.4%	4.2%	4.8%	4.1%	--	--	--	32.3%	--	--	--
- Portugal	8.8%	9.4%	8.6%	7.7%	11.0%	--	--	--	56.9%	--	--	--
- Croatia	1.6%	3.8%	0.7%	1.1%	0.0%	--	--	--	11.1%	--	--	--
- Egypt	2.1%	3.1%	2.2%	1.6%	9.3%	--	--	--	0.0%	--	--	--
- Others	3.5%	3.7%	3.3%	3.2%	1.3%	--	--	--	19.0%	--	--	--

* Percentage of valid answers



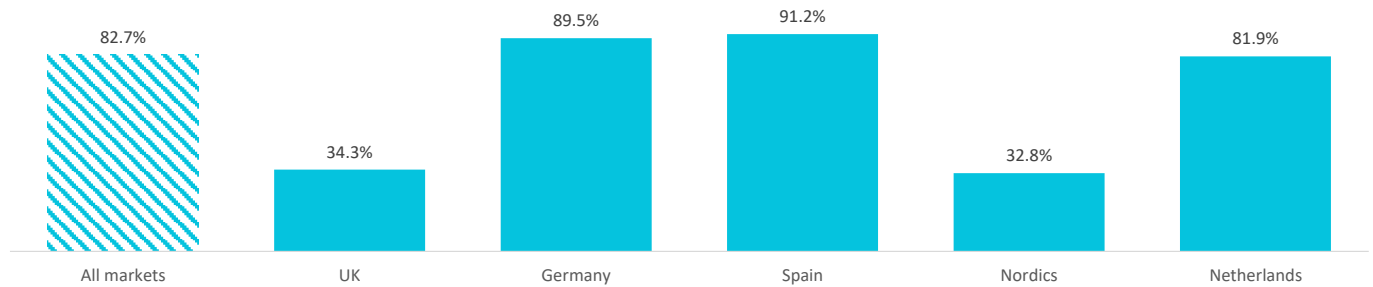
TRANSPORT (Data Q4 2025)

What means of transport have they used during their stay in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rental vehicle	82.7%	34.3%	89.5%	91.2%	32.8%	--	--	--	81.9%	--	--	--
Public transport	27.9%	39.8%	28.5%	17.4%	51.8%	--	--	--	18.8%	--	--	--
Taxi / Private hire vehicle	16.1%	29.3%	12.6%	13.2%	33.6%	--	--	--	19.0%	--	--	--
Organised excursions with transport included	14.5%	34.5%	12.6%	12.8%	29.7%	--	--	--	7.3%	--	--	--
Bicycle	3.2%	4.8%	1.3%	0.0%	0.0%	--	--	--	1.7%	--	--	--
On foot	3.5%	24.0%	2.8%	0.8%	9.4%	--	--	--	0.0%	--	--	--

* Multi-choice question

RENTAL VEHICLE

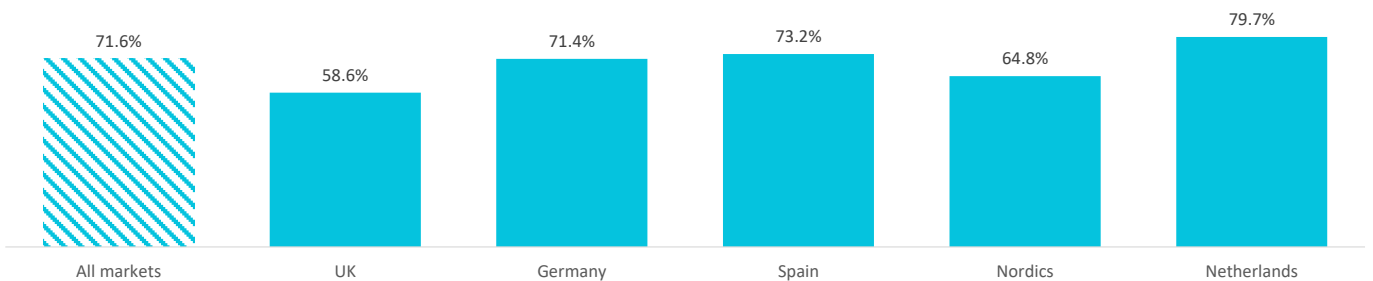


What factors influenced their choice of transport?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
No other alternative	13.3%	35.0%	13.3%	8.7%	8.1%	--	--	--	20.5%	--	--	--
Comfort and convenience	71.6%	58.6%	71.4%	73.2%	64.8%	--	--	--	79.7%	--	--	--
Price	28.4%	37.0%	28.7%	23.0%	52.4%	--	--	--	11.4%	--	--	--
Accessibility	36.1%	15.9%	41.5%	25.0%	43.7%	--	--	--	21.6%	--	--	--
Environmental impact	5.9%	11.6%	3.4%	2.8%	2.0%	--	--	--	0.0%	--	--	--
Safety	6.3%	13.7%	7.5%	2.5%	12.4%	--	--	--	2.9%	--	--	--
Available travel time	15.2%	8.1%	13.1%	19.8%	4.8%	--	--	--	10.1%	--	--	--
Punctuality	5.1%	3.7%	6.6%	2.0%	8.7%	--	--	--	2.7%	--	--	--
Flexible timetable	17.7%	13.6%	9.5%	36.7%	17.4%	--	--	--	18.2%	--	--	--

* Multi-choice question

COMFORT AND CONVENIENCE



Did you experience any difficulties with transport during their stay in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	4.2%	11.5%	0.6%	4.0%	8.6%	--	--	--	4.4%	--	--	--
- Infrequent service	0.7%	0.0%	0.3%	2.1%	0.0%	--	--	--	1.7%	--	--	--
- Confusing or insufficient information	1.0%	0.0%	0.3%	0.8%	1.3%	--	--	--	4.4%	--	--	--
- Accessibility barriers	0.1%	0.0%	0.0%	0.2%	2.7%	--	--	--	0.0%	--	--	--
- Delays or cancellations	1.0%	2.4%	0.3%	0.3%	1.3%	--	--	--	1.7%	--	--	--
- High fares	0.0%	0.6%	0.0%	0.0%	0.0%	--	--	--	0.0%	--	--	--
- Difficulties with booking systems	0.3%	0.8%	0.3%	0.0%	4.5%	--	--	--	0.0%	--	--	--
- Poor connections	0.9%	0.8%	0.3%	0.5%	1.3%	--	--	--	1.7%	--	--	--
- Others	1.9%	9.4%	0.0%	1.0%	0.0%	--	--	--	2.7%	--	--	--
No	95.8%	88.5%	99.4%	96.0%	91.4%	--	--	--	95.6%	--	--	--

* The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total num

TOURIST TAX (Data from Q4 2024 to Q3 2025)

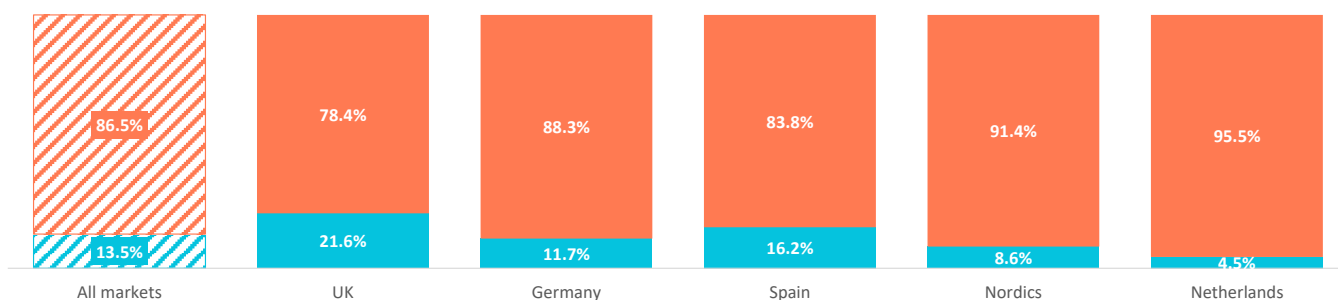
Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	51.4%	60.1%	40.7%	61.1%	58.8%	--	--	--	67.3%	--	--	--
No	26.8%	29.5%	29.4%	24.3%	15.8%	--	--	--	12.1%	--	--	--
Not remember	21.8%	10.4%	29.8%	14.6%	25.4%	--	--	--	20.6%	--	--	--

When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	13.5%	21.6%	11.7%	16.2%	8.6%	--	--	--	4.5%	--	--	--
No	86.5%	78.4%	88.3%	83.8%	91.4%	--	--	--	95.5%	--	--	--

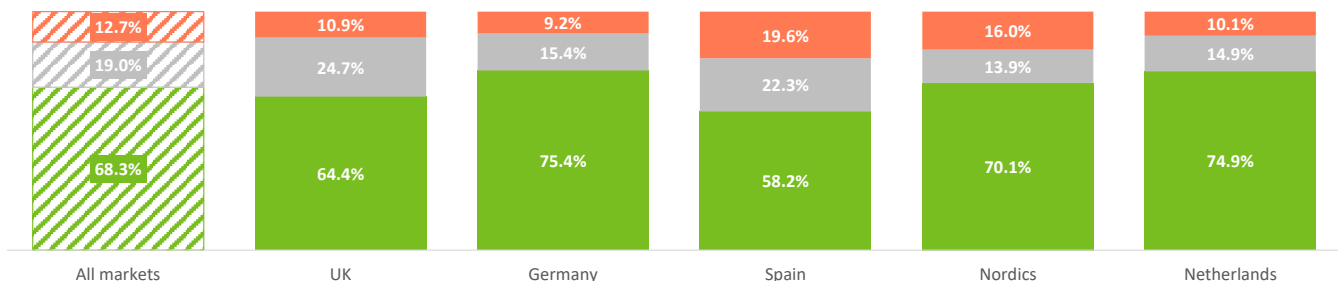
■ Yes ■ No



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	68.3%	64.4%	75.4%	58.2%	70.1%	--	--	--	74.9%	--	--	--
- For any purpose	19.6%	18.0%	24.0%	9.6%	24.6%	--	--	--	30.6%	--	--	--
- Improve living conditions	10.0%	11.5%	9.4%	11.3%	3.7%	--	--	--	18.8%	--	--	--
- Improve economic development	4.3%	3.1%	5.9%	4.3%	4.2%	--	--	--	1.3%	--	--	--
- Improve the environment	24.6%	23.3%	28.4%	21.3%	28.2%	--	--	--	15.8%	--	--	--
- Improve the tourist environment	3.9%	3.4%	2.2%	5.0%	6.3%	--	--	--	6.8%	--	--	--
- Other purposes	5.9%	5.1%	5.5%	6.7%	3.1%	--	--	--	1.6%	--	--	--
Not sure	19.0%	24.7%	15.4%	22.3%	13.9%	--	--	--	14.9%	--	--	--
No	12.7%	10.9%	9.2%	19.6%	16.0%	--	--	--	10.1%	--	--	--

■ Yes ■ Not sure ■ No



How much would they be willing to pay?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Up to 1 euro	30.2%	31.2%	23.1%	43.3%	17.0%	--	--	--	31.7%	--	--	--
Up to 2 euros	38.9%	29.9%	47.5%	26.9%	36.9%	--	--	--	35.3%	--	--	--
Up to 3 euros	20.4%	24.9%	21.2%	17.2%	38.1%	--	--	--	23.5%	--	--	--
More than 3 euros	10.4%	14.0%	8.1%	12.6%	8.0%	--	--	--	9.5%	--	--	--

Tourist profile by markets by markets

LA PALMA (2025)

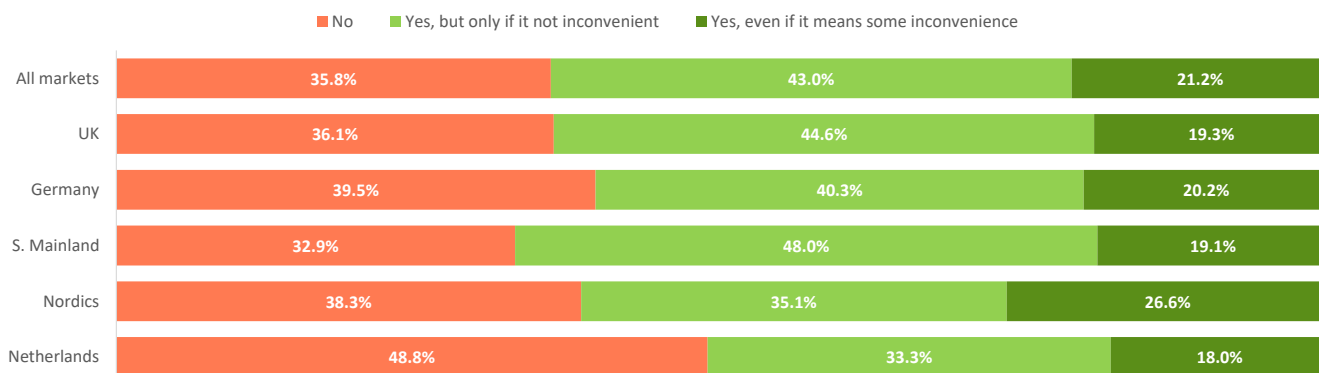


PLACES VISITED ON LA PALMA

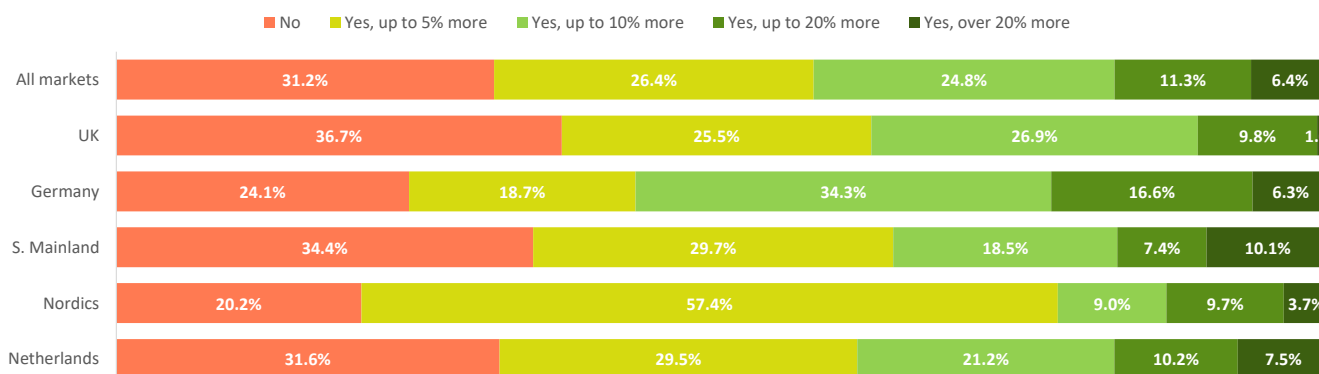
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	etherlands	Belgium	Poland	itzerland
Santa Cruz de La Palma	74.3%	44.4%	77.5%	83.4%	56.1%	--	--	--	80.0%	--	--	--
Los Llanos de Aridane	61.4%	19.0%	67.9%	70.6%	40.2%	--	--	--	65.9%	--	--	--
Tazacorte Harbour	60.1%	21.0%	68.9%	64.8%	31.7%	--	--	--	59.1%	--	--	--
Caldera de Taburiente National Park	57.2%	25.7%	63.9%	63.0%	26.6%	--	--	--	59.0%	--	--	--
Cumbre vieja Volcano	51.9%	24.8%	56.9%	62.1%	29.1%	--	--	--	44.6%	--	--	--
Ruta de los Volcanes (Fuencaliente)	50.4%	30.0%	53.0%	52.2%	40.8%	--	--	--	59.7%	--	--	--
Roque de los Muchachos Observatory	47.6%	24.1%	49.1%	59.1%	26.5%	--	--	--	39.6%	--	--	--
Los Tilos Forest	32.9%	7.9%	31.4%	51.9%	11.2%	--	--	--	33.9%	--	--	--

SUSTAINABLE DESTINATION (DATA = 2023)

Would they be willing to spend more on travel to reduce their carbon footprint?



¿Estaría dispuesto a gastar más en el viaje para reducir su huella de carbono?



Percepcion of the following sustainability measures during their stay *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	etherlands	Belgium	Poland	itzerland
Quality of life on the island	8.20	7.87	8.13	8.41	8.20	--	--	--	7.88	--	--	--
Tolerance towards tourism	8.63	8.56	8.57	9.02	8.45	--	--	--	7.89	--	--	--
Cleanliness of the island	8.56	8.64	8.41	8.72	8.76	--	--	--	8.14	--	--	--
Air quality	8.90	8.71	8.81	9.14	8.70	--	--	--	8.31	--	--	--
Rational water consumption	7.63	7.74	7.38	7.86	7.79	--	--	--	7.68	--	--	--
Energy saving	7.11	7.28	6.66	7.43	7.03	--	--	--	7.24	--	--	--
Use of renewable energy	6.77	6.96	6.32	6.95	7.24	--	--	--	6.89	--	--	--
Recycling	6.70	7.42	6.15	6.74	6.84	--	--	--	6.88	--	--	--
Easy to get around by public transport	7.20	7.63	7.21	7.07	7.66	--	--	--	6.99	--	--	--
Overcrowding in tourist areas	6.64	6.44	5.44	7.68	6.44	--	--	--	6.68	--	--	--
Supply of local products	7.53	6.77	7.60	7.72	7.38	--	--	--	7.18	--	--	--

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Source: Tourist Expenditure Survey (EGT, ISTAC).

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