

# Tourist profile by markets by markets

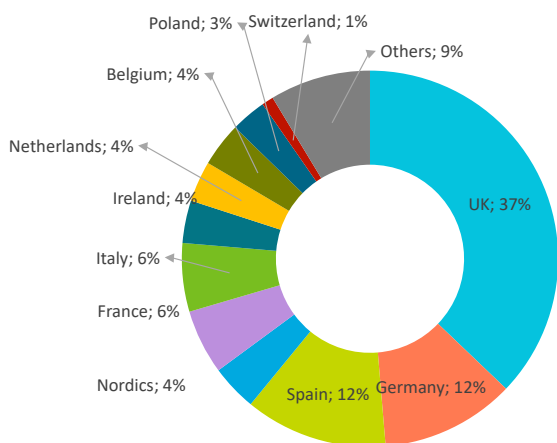
## TENERIFE (2025)



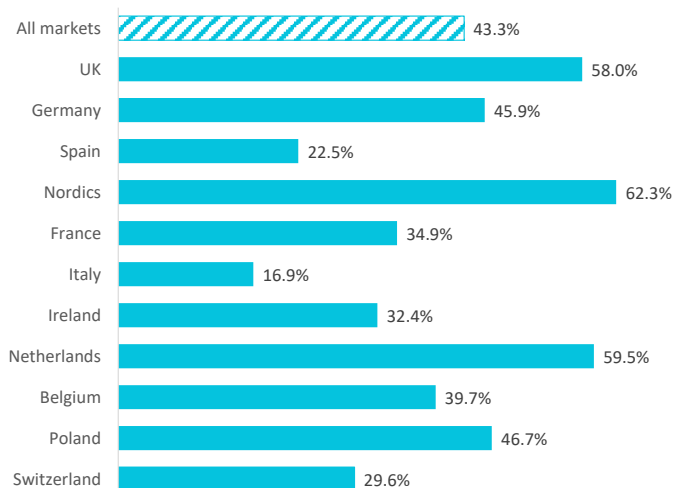
### INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>6,443,553</b>	<b>2,392,915</b>	<b>743,280</b>	<b>790,063</b>	<b>255,516</b>	<b>358,249</b>	<b>378,944</b>	<b>235,630</b>	<b>225,622</b>	<b>244,152</b>	<b>196,625</b>	<b>64,801</b>
<b>% Tourists</b>	<b>100%</b>	<b>37.1%</b>	<b>11.5%</b>	<b>12.3%</b>	<b>4.0%</b>	<b>5.6%</b>	<b>5.9%</b>	<b>3.7%</b>	<b>3.5%</b>	<b>3.8%</b>	<b>3.1%</b>	<b>1.0%</b>
% tourists who book holiday package	43.3%	58.0%	45.9%	22.5%	62.3%	34.9%	16.9%	32.4%	59.5%	39.7%	46.7%	29.6%
<b>Expenditure per tourist (€)</b>	<b>1,418</b>	<b>1,550</b>	<b>1,517</b>	<b>871</b>	<b>1,797</b>	<b>1,277</b>	<b>1,087</b>	<b>1,606</b>	<b>1,483</b>	<b>1,539</b>	<b>1,358</b>	<b>1,747</b>
- book holiday package	1,689	1,746	1,782	1,145	1,876	1,538	1,409	1,551	1,706	1,810	1,580	2,025
- holiday package	1,350	1,412	1,434	860	1,388	1,290	1,156	1,116	1,331	1,530	1,286	1,603
- others	339	333	348	285	488	248	253	435	375	280	294	422
- do not book holiday package	1,211	1,279	1,293	792	1,666	1,138	1,022	1,632	1,157	1,361	1,163	1,631
- flight	319	320	378	196	479	291	288	367	305	415	301	419
- accommodation	398	439	387	277	547	391	279	672	362	347	364	615
- others	494	519	529	318	640	456	455	592	489	600	498	597
<b>Average length of stay</b>	<b>8.9</b>	<b>8.6</b>	<b>11.2</b>	<b>5.8</b>	<b>11.3</b>	<b>8.4</b>	<b>9.4</b>	<b>9.3</b>	<b>9.1</b>	<b>11.1</b>	<b>8.7</b>	<b>10.6</b>
- Median	7.0	7.0	9.0	5.5	7.0	7.0	7.0	7.0	8.0	7.6	7.0	9.0
<b>Average daily expenditure (€)</b>	<b>182.15</b>	<b>201.71</b>	<b>160.92</b>	<b>166.86</b>	<b>188.60</b>	<b>167.19</b>	<b>137.06</b>	<b>202.17</b>	<b>178.14</b>	<b>176.56</b>	<b>176.52</b>	<b>204.65</b>
- Median	170.84	180.52	164.29	165.00	167.87	163.57	145.36	185.75	169.34	175.00	166.27	190.11
<b>Average daily expenditure without flight (€)</b>	<b>132.16</b>	<b>147.45</b>	<b>114.00</b>	<b>123.31</b>	<b>132.50</b>	<b>121.02</b>	<b>99.33</b>	<b>156.73</b>	<b>126.78</b>	<b>122.58</b>	<b>124.81</b>	<b>146.43</b>
- Median	125.42	135.77	117.86	125.00	122.09	120.00	103.96	145.39	123.88	128.35	116.15	140.54
<b>Average cost of the flight (€)</b>	<b>387.88</b>	<b>412.97</b>	<b>449.93</b>	<b>219.79</b>	<b>516.10</b>	<b>350.83</b>	<b>313.80</b>	<b>357.47</b>	<b>430.94</b>	<b>475.03</b>	<b>384.07</b>	<b>477.73</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>9,134</b>	<b>3,709</b>	<b>1,128</b>	<b>688</b>	<b>459</b>	<b>458</b>	<b>412</b>	<b>378</b>	<b>335</b>	<b>376</b>	<b>267</b>	<b>113</b>
<b>% Tourists</b>	<b>100%</b>	<b>40.6%</b>	<b>12.3%</b>	<b>7.5%</b>	<b>5.0%</b>	<b>5.0%</b>	<b>4.5%</b>	<b>4.1%</b>	<b>3.7%</b>	<b>4.1%</b>	<b>2.9%</b>	<b>1.2%</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>6,635</b>	<b>2,721</b>	<b>793</b>	<b>515</b>	<b>327</b>	<b>332</b>	<b>293</b>	<b>294</b>	<b>237</b>	<b>260</b>	<b>191</b>	<b>82</b>
<b>Tourist arrivals (FRONTUR)</b>	<b>7,412,046</b>	<b>2,744,363</b>	<b>809,802</b>	<b>911,069</b>	<b>299,845</b>	<b>408,026</b>	<b>417,781</b>	<b>277,013</b>	<b>254,446</b>	<b>275,166</b>	-	-
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>8,939,751</b>	<b>2,825,537</b>	<b>906,014</b>	<b>2,520,623</b>	<b>274,457</b>	<b>275,916</b>	<b>457,951</b>	<b>268,965</b>	<b>222,594</b>	<b>282,586</b>	<b>244,514</b>	<b>123,997</b>
<b>Children &lt;16 years old (FRONTUR - EGT)</b>	<b>968,493</b>	<b>351,448</b>	<b>66,522</b>	<b>121,006</b>	<b>44,329</b>	<b>49,777</b>	<b>38,837</b>	<b>41,383</b>	<b>28,824</b>	<b>31,014</b>	-	-

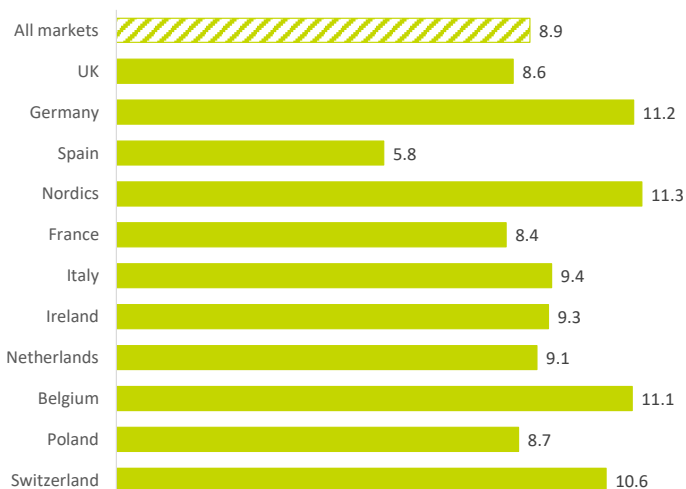
% TOURISTS (≥ 16 years old)



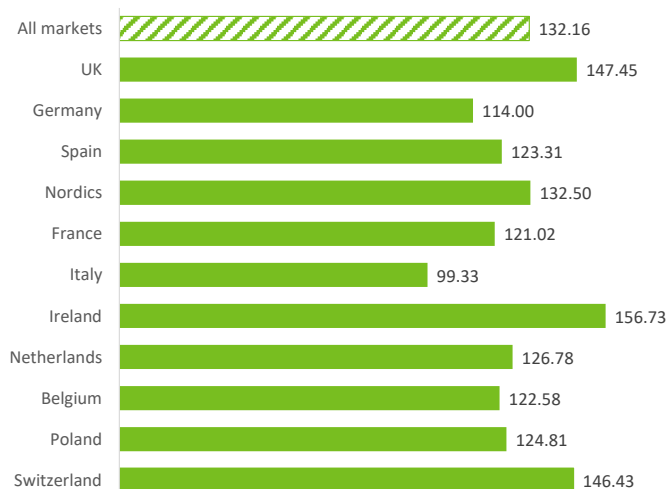
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



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
<b>Accommodation:</b>												
- Accommodation	82.3%	84.8%	81.2%	81.6%	87.2%	86.4%	75.7%	85.8%	86.3%	68.7%	85.7%	82.0%
- Additional accommodation expenses	7.8%	7.7%	4.5%	10.3%	5.6%	8.5%	6.0%	9.1%	7.1%	7.7%	7.3%	7.8%
<b>Transport:</b>												
- National/International Transport	93.9%	95.2%	94.3%	92.8%	94.7%	94.0%	91.0%	95.0%	92.5%	94.4%	96.1%	92.4%
- Flights between islands	3.5%	2.0%	4.5%	3.9%	3.9%	4.7%	3.4%	2.7%	2.1%	4.5%	2.7%	8.3%
- Taxi	48.8%	71.1%	37.0%	17.8%	62.5%	35.3%	25.0%	63.9%	52.0%	48.4%	41.2%	36.9%
- Car rental	39.4%	14.3%	56.8%	67.2%	32.4%	65.0%	58.7%	14.7%	45.7%	38.2%	60.8%	47.1%
- Public transport	12.2%	10.1%	16.7%	11.4%	17.7%	9.4%	15.6%	12.4%	8.5%	14.4%	14.8%	14.5%
<b>Food and drink:</b>												
- Food purchases at supermarkets	57.3%	53.4%	64.3%	53.6%	59.3%	54.7%	62.4%	58.0%	60.9%	55.6%	59.2%	61.8%
- Restaurants	77.1%	74.2%	77.6%	81.8%	81.4%	70.1%	80.8%	82.4%	80.8%	76.2%	72.8%	78.1%
<b>Leisure:</b>												
- Organized excursions	30.5%	23.0%	35.7%	30.8%	29.2%	48.5%	37.5%	27.5%	36.2%	27.0%	43.0%	30.8%
- Sport activities	6.6%	6.1%	7.6%	4.9%	4.3%	7.1%	5.1%	9.7%	8.5%	8.5%	6.1%	9.8%
- Cultural activities	2.7%	1.7%	3.6%	3.6%	2.4%	3.1%	2.0%	3.6%	5.9%	2.6%	4.6%	1.2%
- Museums	4.1%	1.5%	5.7%	6.6%	3.3%	8.0%	4.7%	2.2%	2.5%	3.0%	6.6%	7.0%
- Theme Parks	20.1%	18.4%	18.8%	25.7%	15.3%	19.5%	21.1%	24.7%	15.7%	14.8%	25.4%	11.0%
- Discos and pubs	13.8%	19.5%	6.3%	11.0%	10.5%	6.9%	19.3%	25.7%	7.2%	8.1%	4.1%	2.8%
- Wellness	7.1%	7.8%	5.1%	3.2%	11.9%	6.5%	6.4%	15.4%	11.2%	10.8%	1.9%	9.3%
<b>Purchases of goods:</b>												
- Souvenirs	41.8%	38.5%	40.7%	46.9%	36.4%	42.5%	42.2%	39.8%	42.3%	43.7%	47.8%	48.8%
- Other purchases	0.8%	0.6%	1.1%	0.8%	0.2%	0.8%	0.6%	1.0%	1.0%	1.0%	1.2%	0.0%
<b>Others:</b>												
- Medical expenses	6.8%	5.6%	7.4%	8.2%	6.3%	5.1%	6.2%	14.7%	8.4%	7.9%	4.5%	10.6%
- Other expenses	4.7%	4.8%	3.4%	5.0%	6.1%	3.9%	5.1%	5.8%	4.6%	4.3%	3.6%	3.5%

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
<b>Expenditure per tourist and trip (€)</b>												
<b>Accommodation:</b>												
- Accommodation	801	926	820	483	902	696	530	934	736	915	729	964
- Additional accommodation expenses	112	118	119	81	120	118	83	131	71	109	131	126
<b>Transport:</b>												
- National/International Transport	747	706	860	488	941	765	830	689	787	877	745	917
- Flights between islands	413	434	477	237	545	373	345	376	466	503	400	517
- Taxi	97	64	88	77	128	117	267	81	78	111	83	87
- Car rental	88	79	120	52	108	104	83	85	109	88	119	132
- Public transport	122	107	146	99	126	124	112	108	116	145	114	158
- Public transport	27	22	29	23	35	47	24	38	18	29	30	23
<b>Food and drink:</b>												
- Food purchases at supermarkets	330	362	334	195	471	251	293	384	324	383	277	388
- Restaurants	103	102	118	59	144	77	96	118	87	138	98	125
- Restaurants	227	260	216	137	327	174	197	266	236	245	179	263
<b>Leisure:</b>												
- Organized excursions	588	626	586	402	563	516	580	730	501	599	599	669
- Organized excursions	98	93	110	75	113	98	82	105	93	125	145	131
- Sport activities	120	132	142	71	75	108	90	163	104	170	84	143
- Cultural activities	58	66	49	47	77	52	38	83	42	43	91	64
- Museums	33	32	22	21	30	25	66	57	23	23	42	57
- Theme Parks	80	89	75	76	80	71	65	82	72	72	71	59
- Discos and pubs	98	113	74	61	85	74	79	110	91	83	49	73
- Wellness	100	100	114	50	102	88	160	130	77	83	117	142
<b>Purchases of goods:</b>												
- Souvenirs	333	265	272	534	143	223	100	1,030	149	394	239	129
- Souvenirs	82	87	71	51	83	74	60	108	84	102	73	129
- Other purchases	252	178	201	483	60	149	40	922	65	292	166	0
<b>Others:</b>												
- Medical expenses	163	174	109	81	310	150	147	150	139	114	104	171
- Medical expenses	48	71	48	13	37	42	40	43	25	47	43	94
- Other expenses	115	103	62	68	273	108	107	107	114	67	61	76

# Tourist profile by markets by markets

## TENERIFE (2025)

### TOURIST PROFILE

#### Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
<b>Gender</b>												
Percentage of men	46.6%	40.3%	52.0%	51.5%	48.0%	47.5%	51.6%	43.1%	49.5%	52.4%	56.8%	55.0%
Percentage of women	53.4%	59.7%	48.0%	48.5%	52.0%	52.5%	48.4%	56.9%	50.5%	47.6%	43.2%	45.0%
<b>Age</b>												
Average age (tourists above 16 years old)	45.98	49.81	46.17	38.46	53.22	43.33	39.09	48.31	48.95	51.42	38.41	44.33
Standard deviation	16.7	16.7	16.8	13.0	16.9	16.3	16.2	16.2	18.6	16.7	12.4	16.2
<b>Age range</b>												
16-24 years old	10.4%	7.3%	10.4%	14.0%	6.8%	13.2%	21.9%	9.2%	12.0%	6.3%	11.9%	9.6%
25-30 years old	12.1%	7.7%	12.4%	19.2%	6.4%	15.2%	19.0%	9.1%	11.2%	7.7%	19.5%	12.7%
31-45 years old	31.0%	29.6%	29.8%	39.8%	21.1%	29.7%	27.9%	26.8%	22.1%	23.0%	44.0%	35.3%
46-60 years old	21.9%	23.1%	21.6%	20.1%	24.3%	24.0%	16.8%	26.0%	19.9%	25.5%	18.3%	23.8%
Over 60 years old	24.7%	32.3%	25.9%	6.9%	41.4%	17.9%	14.3%	28.9%	34.8%	37.5%	6.3%	18.5%
<b>Occupation</b>												
Salaried worker	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Self-employed	11.0%	10.0%	8.3%	11.1%	5.1%	10.1%	16.8%	8.9%	7.6%	11.0%	24.7%	14.6%
Unemployed	1.4%	0.7%	0.8%	2.1%	0.9%	0.2%	4.9%	0.1%	1.0%	0.4%	4.0%	0.0%
Business owner	7.0%	4.5%	6.7%	8.3%	7.0%	7.2%	8.5%	5.2%	8.2%	9.9%	12.8%	14.9%
Student	4.1%	2.2%	4.4%	5.4%	2.6%	4.6%	11.5%	1.3%	3.0%	5.1%	6.6%	3.3%
Retired	19.5%	27.6%	18.3%	4.7%	32.3%	15.5%	9.8%	19.5%	22.8%	32.6%	3.7%	10.6%
Unpaid domestic work	0.6%	0.7%	0.5%	0.1%	0.0%	0.1%	0.8%	1.0%	2.5%	0.2%	0.5%	0.0%
Others	0.7%	0.4%	0.9%	0.8%	0.3%	1.2%	1.6%	1.1%	1.5%	1.5%	0.6%	0.0%
<b>Annual household income level</b>												
Less than €25,000	13.5%	10.2%	9.5%	19.6%	5.9%	16.0%	23.5%	5.4%	8.5%	9.9%	25.2%	1.3%
€25,000 - €49,999	34.0%	29.6%	32.7%	45.7%	25.0%	38.8%	48.4%	30.8%	25.4%	39.5%	39.7%	10.9%
€50,000 - €74,999	24.1%	24.1%	29.3%	22.1%	29.0%	27.7%	15.1%	22.1%	30.5%	30.1%	20.6%	22.1%
More than €74,999	28.4%	36.1%	28.5%	12.7%	40.1%	17.5%	13.0%	41.7%	35.6%	20.5%	14.5%	65.7%
<b>Education level</b>												
No studies	4.6%	10.8%	0.7%	0.6%	0.7%	0.9%	0.4%	4.4%	0.8%	0.6%	0.5%	0.6%
Primary education	1.7%	0.6%	2.4%	2.2%	2.4%	3.0%	1.9%	0.9%	1.5%	2.1%	0.5%	4.0%
Secondary education	20.7%	19.8%	22.0%	16.0%	24.7%	16.5%	15.1%	17.7%	46.8%	34.7%	17.6%	20.1%
Higher education	73.0%	68.8%	74.9%	81.1%	72.2%	79.7%	82.5%	76.9%	51.0%	62.6%	81.5%	75.3%

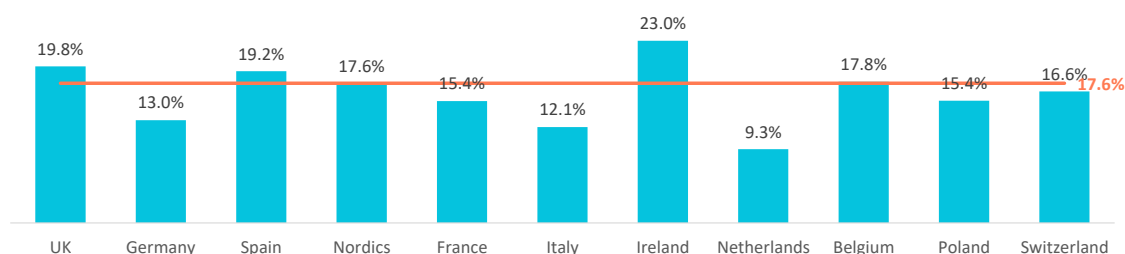
#### Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	8.1%	5.9%	12.5%	9.0%	7.7%	6.9%	9.1%	6.9%	8.7%	8.2%	5.9%	13.8%
Only with partner	48.0%	49.3%	52.7%	41.6%	51.2%	46.4%	47.4%	45.6%	60.7%	53.0%	42.6%	50.5%
Only with children (< 13 years old)	4.0%	4.3%	3.2%	3.6%	5.1%	4.8%	3.8%	4.8%	1.6%	3.7%	3.0%	2.6%
Partner + children (< 13 years old)	7.8%	8.2%	7.7%	10.6%	5.4%	6.6%	5.4%	6.1%	5.3%	9.0%	5.6%	9.2%
Other relatives	10.3%	11.8%	5.9%	8.1%	7.3%	9.4%	7.1%	17.9%	8.0%	8.9%	13.9%	4.8%
Friends	7.4%	6.0%	7.3%	11.6%	6.9%	8.9%	13.1%	6.1%	4.7%	4.5%	5.0%	7.6%
Work colleagues	0.5%	0.0%	0.3%	2.4%	0.3%	0.5%	0.7%	0.0%	0.0%	0.2%	0.6%	0.0%
Organized trip	0.3%	0.1%	0.2%	0.3%	0.1%	0.3%	1.1%	0.0%	0.0%	0.3%	0.8%	0.0%
Other combinations <sup>(2)</sup>	13.6%	14.4%	10.2%	12.8%	16.1%	16.3%	12.2%	12.6%	10.9%	12.1%	22.6%	11.6%
<i>(2) Different situations have been isolated</i>												
<b>Tourists with children</b>	<b>17.6%</b>	<b>19.8%</b>	<b>13.0%</b>	<b>19.2%</b>	<b>17.6%</b>	<b>15.4%</b>	<b>12.1%</b>	<b>23.0%</b>	<b>9.3%</b>	<b>17.8%</b>	<b>15.4%</b>	<b>16.6%</b>
- Between 0 and 2 years old	1.4%	1.3%	1.3%	1.8%	0.6%	1.3%	1.6%	2.4%	1.1%	2.3%	0.4%	2.8%
- Between 3 and 12 years old	15.1%	17.0%	11.0%	16.6%	15.3%	12.6%	9.7%	19.4%	7.7%	14.5%	14.6%	12.5%
- Between 0 -2 and 3-12 years old	1.2%	1.5%	0.7%	0.8%	1.7%	1.5%	0.8%	1.2%	0.4%	1.0%	0.3%	1.3%
<b>Tourists without children</b>	<b>82.4%</b>	<b>80.2%</b>	<b>87.0%</b>	<b>80.8%</b>	<b>82.4%</b>	<b>84.6%</b>	<b>87.9%</b>	<b>77.0%</b>	<b>90.7%</b>	<b>82.2%</b>	<b>84.6%</b>	<b>83.4%</b>
<b>Group composition:</b>												
- 1 person	9.5%	6.9%	14.0%	11.2%	8.3%	7.6%	10.4%	8.6%	10.0%	9.6%	9.3%	15.6%
- 2 people	56.4%	57.5%	60.8%	50.2%	59.0%	55.7%	58.2%	55.0%	66.1%	59.6%	50.3%	60.8%
- 3 people	13.0%	12.8%	12.9%	13.4%	9.8%	14.2%	12.9%	13.7%	9.2%	13.7%	15.6%	8.6%
- 4 or 5 people	16.7%	18.1%	10.9%	18.7%	16.4%	18.9%	15.0%	17.1%	13.3%	12.7%	20.5%	11.5%
- 6 or more people	4.4%	4.8%	1.4%	6.6%	6.5%	3.7%	3.4%	5.6%	1.4%	4.4%	4.3%	3.5%
<b>Average group size:</b>	<b>2.66</b>	<b>2.72</b>	<b>2.31</b>	<b>2.89</b>	<b>2.81</b>	<b>2.69</b>	<b>2.55</b>	<b>2.73</b>	<b>2.36</b>	<b>2.59</b>	<b>2.72</b>	<b>2.41</b>

\*People who share the main expenses of the trip



%  
TOURISTS  
WHO  
TRAVEL  
WITH  
CHILDREN



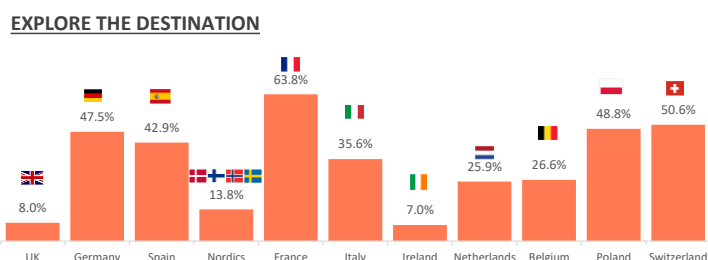
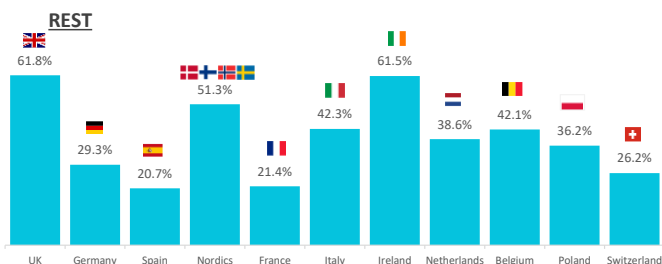
### TRIP MOTIVATION AND DESTINATION CHOICE

#### What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	90.7%	95.1%	89.4%	81.0%	92.4%	94.5%	85.3%	95.5%	94.0%	92.0%	91.6%	86.0%
Family reasons	7.0%	4.1%	8.4%	11.7%	6.2%	3.8%	11.5%	4.1%	5.4%	6.8%	6.7%	11.9%
Business	1.1%	0.2%	0.7%	5.0%	0.7%	0.8%	0.8%	0.0%	0.3%	0.4%	0.6%	0.0%
Education and training	0.2%	0.0%	0.3%	0.4%	0.1%	0.0%	0.7%	0.1%	0.0%	0.0%	0.4%	0.0%
Sports training	0.5%	0.2%	0.7%	0.8%	0.6%	0.4%	1.3%	0.2%	0.0%	0.5%	0.4%	0.8%
Health	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Conventions and Exhibitions	0.1%	0.0%	0.2%	0.5%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.3%	0.3%	0.2%	0.5%	0.0%	0.2%	0.1%	0.2%	0.3%	0.1%	0.3%	1.3%

#### What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	44.1%	61.8%	29.3%	20.7%	51.3%	21.4%	42.3%	61.5%	38.6%	42.1%	36.2%	26.2%
Enjoy family time	16.4%	17.6%	9.3%	21.3%	27.6%	9.4%	13.5%	18.4%	12.0%	16.4%	10.0%	14.6%
Have fun	9.1%	10.7%	8.6%	11.6%	4.6%	2.7%	7.1%	11.2%	18.6%	10.2%	2.2%	1.7%
Explore the destination	27.4%	8.0%	47.5%	42.9%	13.8%	63.8%	35.6%	7.0%	25.9%	26.6%	48.8%	50.6%
Practice their hobbies	1.3%	0.6%	3.1%	1.1%	1.3%	1.2%	0.4%	1.4%	2.7%	3.4%	0.9%	3.1%
Other reasons	1.7%	1.4%	2.2%	2.5%	1.5%	1.4%	1.1%	0.4%	2.3%	1.4%	1.9%	3.8%



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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Climate	73.5%	78.4%	72.3%	58.4%	82.7%	72.3%	72.4%	79.4%	73.6%	76.9%	70.4%	75.7%
Safety	56.1%	68.9%	53.9%	40.0%	43.0%	48.2%	37.8%	75.7%	30.4%	40.7%	62.1%	50.9%
Tranquility	47.1%	47.1%	45.8%	49.4%	37.5%	50.1%	45.2%	55.1%	38.9%	52.7%	51.0%	52.4%
Accommodation supply	41.9%	56.4%	33.1%	25.2%	32.7%	40.2%	25.4%	61.6%	34.6%	34.1%	33.1%	32.5%
Landscapes	39.9%	21.9%	50.6%	55.4%	30.9%	67.2%	62.2%	24.0%	34.4%	35.7%	66.3%	53.2%
Sea	39.6%	30.8%	50.4%	39.4%	44.5%	47.0%	47.3%	38.4%	34.9%	38.4%	47.5%	63.0%
Price	39.0%	50.1%	27.1%	29.6%	31.4%	42.8%	28.3%	55.9%	22.6%	31.5%	31.6%	29.0%
Environment	38.4%	35.9%	32.5%	43.9%	32.8%	49.7%	60.7%	37.8%	11.8%	22.8%	57.4%	38.9%
Effortless trip	37.4%	47.5%	39.5%	28.5%	21.3%	27.0%	31.0%	57.0%	14.5%	23.6%	28.8%	41.4%
European belonging	36.9%	35.5%	36.9%	38.6%	38.4%	33.4%	37.9%	48.0%	26.3%	42.0%	47.5%	34.5%
Beaches	31.8%	26.8%	31.9%	36.1%	29.9%	33.0%	44.5%	35.7%	27.8%	27.1%	32.4%	43.4%
Gastronomy	27.8%	29.0%	26.2%	33.8%	23.2%	21.8%	19.7%	31.8%	18.1%	25.2%	32.6%	37.7%
Authenticity	24.9%	20.6%	22.9%	33.4%	16.9%	34.8%	30.6%	24.7%	12.3%	22.0%	31.7%	24.5%
Fun possibilities	24.8%	28.0%	15.1%	29.8%	14.4%	19.5%	27.5%	32.1%	35.7%	24.4%	11.8%	11.5%
Exoticism	12.9%	8.3%	9.0%	17.1%	10.7%	22.0%	17.0%	13.6%	15.2%	17.9%	25.3%	11.2%
Hiking trail network	12.8%	4.8%	20.1%	15.3%	12.7%	19.9%	22.8%	6.6%	14.7%	15.3%	19.6%	17.8%
Historical heritage	10.7%	7.6%	10.0%	17.9%	4.5%	18.0%	11.3%	11.1%	5.8%	10.1%	12.4%	15.6%
Culture	10.4%	9.8%	8.4%	14.0%	5.0%	13.4%	10.8%	13.8%	6.8%	7.7%	10.5%	11.8%
Shopping	10.1%	11.5%	8.4%	8.1%	8.6%	12.0%	11.0%	17.4%	3.4%	8.7%	5.0%	4.9%
Nightlife	8.2%	10.0%	4.2%	9.2%	3.4%	5.2%	15.8%	12.1%	3.5%	3.9%	3.9%	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.

#### 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	47.5%	64.2%	43.0%	32.1%	56.3%	24.8%	27.5%	53.1%	41.0%	49.5%	35.0%	44.0%
Friends or relatives	31.9%	28.6%	33.0%	42.2%	24.9%	26.8%	30.8%	31.8%	21.0%	31.8%	32.5%	27.7%
Internet or social media	52.6%	49.6%	56.3%	53.5%	47.7%	60.8%	52.0%	52.3%	55.4%	40.3%	65.2%	57.5%
Mass Media	2.2%	2.1%	3.6%	1.3%	0.6%	3.2%	0.9%	3.9%	0.9%	1.2%	5.9%	1.2%
Travel guides and magazines	6.1%	4.3%	11.0%	3.2%	3.5%	15.5%	3.5%	4.7%	6.2%	5.9%	9.1%	10.1%
Travel Blogs or Forums	7.3%	4.0%	8.2%	8.5%	5.8%	12.9%	7.9%	6.9%	4.7%	3.4%	24.8%	8.1%
Travel TV Channels	1.0%	0.9%	1.4%	0.5%	1.2%	0.5%	0.9%	0.6%	0.7%	0.4%	3.6%	1.3%
Tour Operator or Travel Agency	17.5%	20.7%	19.1%	11.0%	25.0%	16.7%	13.7%	14.9%	21.9%	19.9%	22.8%	13.6%
Public administrations or similar	0.5%	0.3%	0.6%	1.5%	0.7%	0.3%	0.3%	0.5%	0.1%	0.0%	1.2%	0.0%
Others	3.4%	2.6%	4.3%	5.2%	2.4%	3.9%	3.3%	2.8%	2.0%	3.9%	2.2%	4.6%

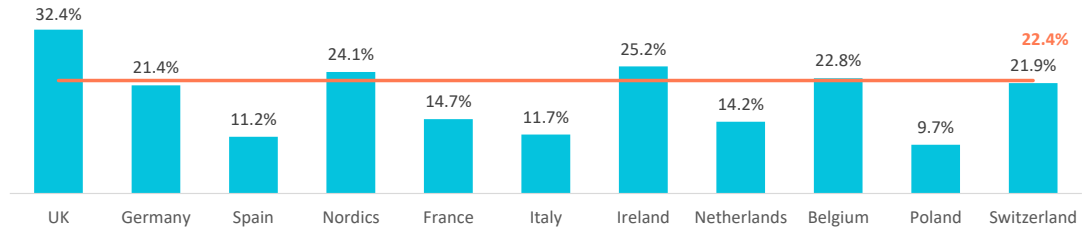
\* Multi-choice question

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	0.8%	0.4%	0.3%	1.9%	2.0%	0.9%	1.5%	1.1%	0.9%	1.1%	1.0%	1.0%
Between 1 and 30 days	21.4%	17.4%	23.6%	27.5%	20.7%	19.5%	20.7%	13.7%	17.7%	28.1%	32.2%	23.3%
Between 1 and 2 months	22.8%	18.4%	21.2%	27.8%	23.9%	26.7%	32.7%	19.6%	25.1%	20.1%	29.9%	25.0%
Between 3 and 6 months	32.6%	31.3%	33.4%	31.6%	29.3%	38.2%	33.5%	40.5%	42.0%	27.9%	27.1%	28.9%
More than 6 months	22.4%	32.4%	21.4%	11.2%	24.1%	14.7%	11.7%	25.2%	14.2%	22.8%	9.7%	21.9%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



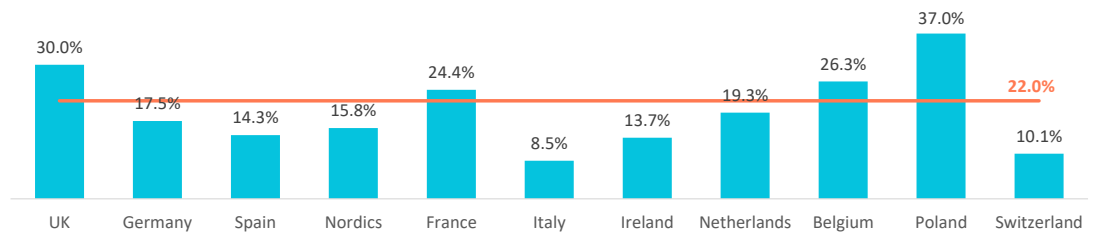
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
<b>Flight</b>												
- Directly with the airline	56.2%	50.0%	50.7%	68.5%	32.0%	60.7%	75.2%	67.7%	39.6%	54.3%	47.9%	65.1%
- Tour Operator or Travel Agency	43.8%	50.0%	49.3%	31.5%	68.0%	39.3%	24.8%	32.3%	60.4%	45.7%	52.1%	34.9%
<b>Accommodation</b>												
- Directly with the accommodation	42.3%	35.8%	35.8%	54.2%	26.8%	48.1%	59.0%	54.6%	29.7%	35.5%	34.5%	50.2%
- Tour Operator or Travel Agency	57.7%	64.2%	64.2%	45.8%	73.2%	51.9%	41.0%	45.4%	70.3%	64.5%	65.5%	49.8%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	39.6%	32.3%	40.2%	39.3%	45.6%	44.9%	65.6%	42.9%	34.9%	34.6%	36.1%	46.2%
Bed and Breakfast	17.0%	16.7%	14.7%	21.2%	24.1%	11.2%	9.0%	26.6%	24.8%	10.4%	10.4%	26.0%
Half board	18.9%	19.5%	25.5%	22.0%	10.8%	13.5%	10.1%	13.9%	20.5%	26.6%	15.5%	17.3%
Full board	2.5%	1.5%	2.0%	3.2%	3.7%	5.9%	6.8%	3.0%	0.5%	2.1%	1.0%	0.4%
All inclusive	22.0%	30.0%	17.5%	14.3%	15.8%	24.4%	8.5%	13.7%	19.3%	26.3%	37.0%	10.1%

% TOURISTS WHO BOOK ALL INCLUSIVE

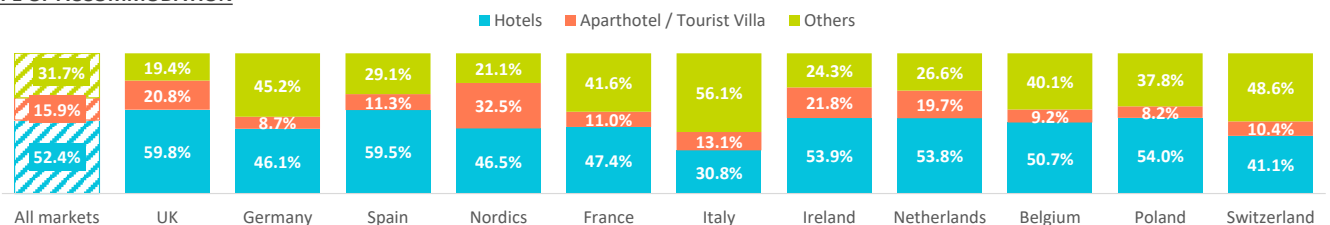


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	9.0%	8.7%	8.8%	12.4%	7.5%	8.1%	8.7%	10.8%	7.8%	4.4%	8.7%	4.7%
4* Hotel	33.6%	37.3%	29.7%	39.3%	33.8%	32.3%	19.5%	32.1%	37.3%	36.8%	38.6%	30.9%
5* Hotel / 5* Luxury Hotel	9.7%	13.8%	7.6%	7.8%	5.2%	7.0%	2.6%	11.0%	8.7%	9.5%	6.7%	5.4%
Aparthotel / Tourist Villa	15.9%	20.8%	8.7%	11.3%	32.5%	11.0%	13.1%	21.8%	19.7%	9.2%	8.2%	10.4%
House/room rented in a private dwelling	19.7%	11.4%	29.0%	16.6%	12.2%	29.6%	38.9%	17.4%	17.4%	20.2%	22.4%	29.8%
Private accommodation <sup>(1)</sup>	9.2%	6.8%	12.4%	10.9%	6.4%	5.6%	13.7%	6.1%	4.8%	18.5%	9.3%	10.7%
Others (Cottage, cruise, camping,...)	2.8%	1.2%	3.8%	1.7%	2.5%	6.4%	3.5%	0.8%	4.4%	1.5%	6.1%	8.1%

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

TYPE OF ACCOMMODATION





# Tourist profile by markets by markets

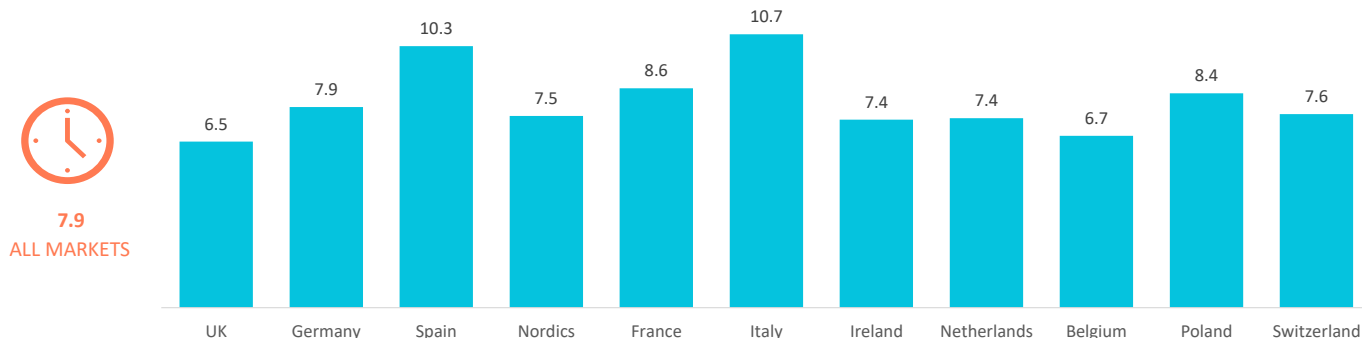
## TENERIFE (2025)



### ACTIVITIES IN THE CANARY ISLANDS

#### Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
0 hours	2.0%	3.7%	0.5%	1.6%	1.4%	0.6%	0.1%	1.9%	1.3%	1.0%	0.0%	0.0%
1 - 2 hours	7.5%	12.4%	5.3%	1.7%	9.2%	3.4%	1.2%	7.0%	8.7%	9.0%	4.2%	6.8%
3 - 6 hours	29.8%	39.7%	30.6%	13.9%	32.6%	21.3%	9.6%	35.0%	35.3%	44.2%	23.3%	26.1%
7 - 12 hours	51.2%	38.9%	57.2%	59.6%	48.2%	67.1%	66.5%	49.6%	47.3%	42.1%	66.4%	61.2%
More than 12 hours	9.6%	5.3%	6.3%	23.2%	8.5%	7.6%	22.6%	6.6%	7.4%	3.8%	6.2%	5.9%
<b>Outdoor time per day</b>	<b>7.9</b>	<b>6.5</b>	<b>7.9</b>	<b>10.3</b>	<b>7.5</b>	<b>8.6</b>	<b>10.7</b>	<b>7.4</b>	<b>7.4</b>	<b>6.7</b>	<b>8.4</b>	<b>7.6</b>



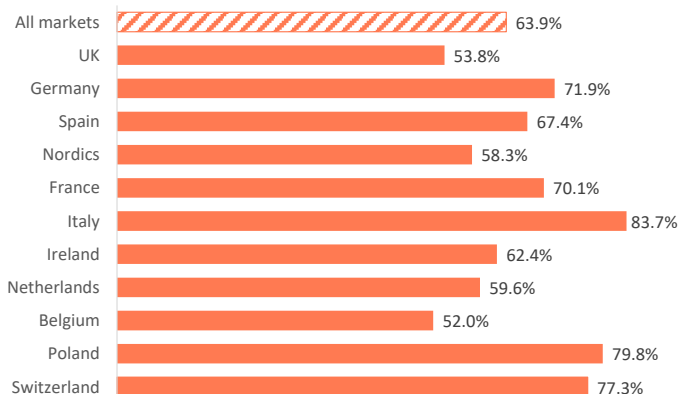
#### Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Walk, wander	79.4%	81.3%	74.0%	80.1%	84.3%	78.6%	78.2%	80.5%	78.9%	78.8%	80.3%	62.3%
Beach	63.9%	53.8%	71.9%	67.4%	58.3%	70.1%	83.7%	62.4%	59.6%	52.0%	79.8%	77.3%
Swimming pool, hotel facilities	58.9%	72.9%	35.0%	47.2%	68.1%	61.3%	44.1%	75.2%	64.3%	63.5%	51.6%	39.3%
Explore the island on their own	52.1%	33.2%	66.9%	69.6%	55.9%	70.6%	68.7%	25.6%	54.4%	49.5%	72.9%	63.7%
Taste Canarian gastronomy	32.1%	24.8%	46.2%	52.2%	30.8%	16.6%	34.4%	24.0%	26.6%	23.1%	34.7%	29.6%
Theme parks	22.7%	19.5%	22.4%	30.8%	16.3%	22.4%	23.8%	25.6%	19.0%	16.2%	31.6%	14.3%
Hiking	22.1%	6.4%	36.3%	27.8%	25.6%	36.9%	20.1%	8.0%	42.4%	44.4%	41.1%	31.2%
Organized excursions	18.4%	15.3%	20.1%	17.8%	15.9%	28.3%	25.1%	15.9%	23.6%	13.9%	27.6%	18.7%
Nightlife / concerts / shows	16.5%	22.6%	7.2%	15.9%	12.3%	13.1%	18.0%	25.6%	9.4%	6.7%	6.7%	8.3%
Sea excursions / whale watching	16.3%	12.1%	18.5%	16.1%	10.3%	33.4%	20.0%	14.3%	18.8%	13.7%	24.0%	9.7%
Other Nature Activities	10.4%	3.1%	19.9%	16.3%	8.1%	15.9%	18.2%	3.8%	9.4%	6.8%	7.6%	10.4%
Wineries / markets / popular festivals	10.2%	6.7%	12.2%	15.4%	14.9%	11.0%	14.5%	6.6%	6.1%	5.4%	10.1%	12.4%
Museums / exhibitions	8.5%	3.9%	10.7%	14.7%	7.8%	13.4%	9.1%	5.8%	7.0%	5.6%	11.5%	9.6%
Swim	7.7%	9.8%	3.2%	1.9%	10.2%	2.0%	4.9%	10.4%	16.4%	10.8%	11.7%	6.1%
Beauty and health treatments	6.5%	7.4%	3.0%	3.2%	11.3%	8.1%	4.8%	14.6%	9.9%	6.5%	2.6%	10.3%
Astronomical observation	5.5%	2.9%	9.1%	5.4%	9.2%	9.1%	7.0%	3.8%	8.3%	6.3%	4.8%	5.7%
Running	5.5%	4.1%	1.6%	6.0%	9.1%	5.7%	4.8%	5.5%	20.5%	8.3%	6.5%	3.9%
Practice other sports	3.4%	2.0%	4.0%	4.7%	4.4%	4.1%	4.1%	2.1%	2.7%	4.7%	4.2%	4.9%
Golf	2.6%	3.4%	1.6%	1.1%	1.5%	1.0%	2.9%	4.1%	2.5%	3.4%	1.5%	1.7%
Scuba Diving	2.6%	1.2%	3.8%	3.1%	3.2%	5.8%	2.8%	1.3%	1.9%	3.9%	3.8%	2.1%
Surf	2.1%	0.8%	3.0%	1.6%	1.9%	3.7%	4.1%	2.5%	0.5%	3.1%	3.5%	5.9%
Cycling / Mountain bike	1.3%	0.7%	1.9%	0.6%	3.1%	0.3%	1.1%	1.7%	1.6%	2.6%	3.9%	3.6%
Windsurf / Kitesurf	0.7%	0.4%	0.9%	0.3%	0.7%	0.4%	1.6%	1.0%	0.3%	1.4%	3.4%	2.1%

#### WALK, WANDER



#### BEACH



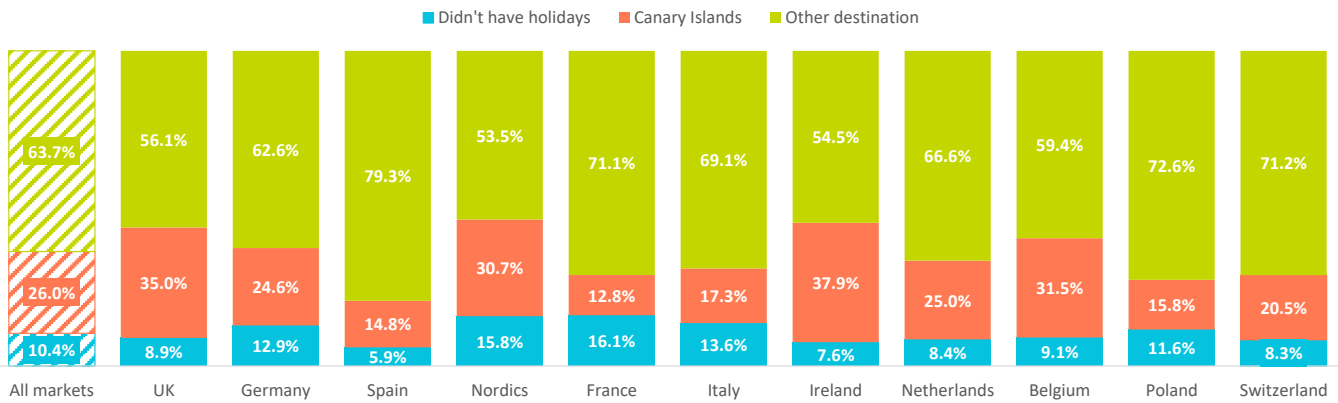


COMPETITORS

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	10.4%	8.9%	12.9%	5.9%	15.8%	16.1%	13.6%	7.6%	8.4%	9.1%	11.6%	8.3%
Canary Islands	26.0%	35.0%	24.6%	14.8%	30.7%	12.8%	17.3%	37.9%	25.0%	31.5%	15.8%	20.5%
Other destination	63.7%	56.1%	62.6%	79.3%	53.5%	71.1%	69.1%	54.5%	66.6%	59.4%	72.6%	71.2%
- Balearic Islands	4.2%	5.3%	5.0%	6.8%	1.8%	3.2%	3.2%	3.3%	1.3%	2.0%	1.4%	2.8%
- Rest of Spain	12.6%	9.6%	6.2%	36.3%	9.1%	8.5%	8.6%	14.4%	11.1%	9.9%	8.2%	9.0%
- Italy	7.6%	3.8%	9.6%	7.6%	5.1%	8.2%	19.9%	5.2%	7.2%	7.8%	12.6%	11.9%
- France	4.9%	2.8%	4.9%	4.8%	4.2%	17.8%	3.6%	4.6%	9.0%	11.1%	1.7%	9.8%
- Turkey	2.9%	4.2%	2.0%	1.1%	1.9%	0.9%	2.0%	1.8%	3.5%	2.6%	6.6%	2.4%
- Greece	7.0%	8.2%	6.7%	2.0%	9.4%	6.4%	8.5%	3.8%	9.1%	6.8%	12.6%	2.7%
- Portugal	4.4%	4.1%	3.7%	4.9%	3.4%	3.7%	1.5%	9.5%	3.6%	2.4%	4.7%	9.6%
- Croatia	2.1%	1.2%	3.3%	0.6%	2.4%	2.1%	2.8%	0.7%	1.6%	1.3%	7.3%	0.9%
- Egypt	1.5%	1.2%	1.1%	0.9%	0.1%	1.4%	4.6%	0.1%	1.0%	1.1%	3.7%	4.4%
- Tunisia	0.3%	0.3%	0.3%	0.1%	0.0%	1.4%	0.5%	0.0%	0.1%	0.9%	0.7%	0.8%
- Morocco	1.3%	1.1%	1.0%	1.9%	0.1%	2.4%	2.0%	0.9%	0.5%	1.1%	1.8%	0.3%
- Others	14.8%	14.4%	18.7%	12.3%	16.0%	15.2%	11.9%	10.4%	18.7%	12.3%	11.4%	16.4%

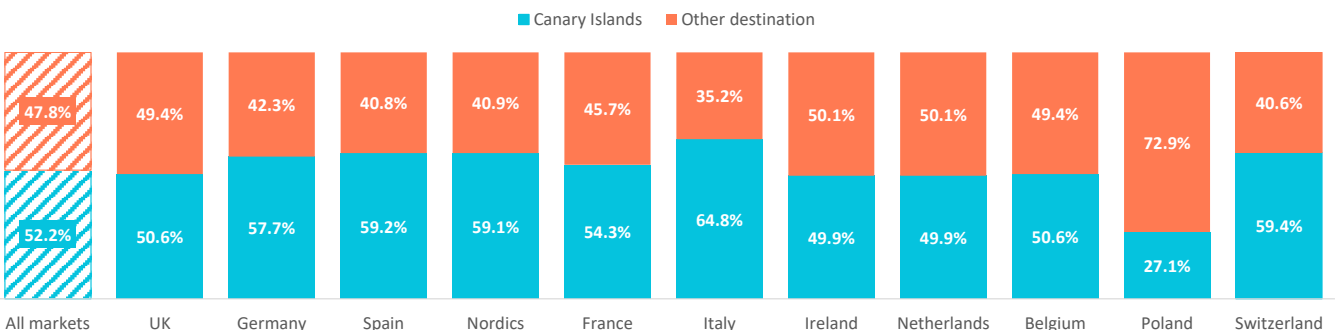
\* Percentage of valid answers



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")	28.1%	26.9%	29.9%	37.5%	34.2%	25.7%	33.5%	27.7%	25.2%	30.9%	8.0%	37.9%
Canary Islands (other island)	24.1%	23.7%	27.8%	21.7%	24.9%	28.6%	31.3%	22.2%	24.7%	19.7%	19.1%	21.5%
Other destination	47.8%	49.4%	42.3%	40.8%	40.9%	45.7%	35.2%	50.1%	50.1%	49.4%	72.9%	40.6%
- Balearic Islands	5.7%	7.5%	5.5%	8.1%	0.7%	5.4%	4.4%	4.2%	2.3%	3.4%	3.0%	5.6%
- Rest of Spain	9.3%	9.3%	5.4%	11.1%	7.7%	5.7%	6.8%	13.1%	10.4%	10.3%	13.4%	4.2%
- Italy	5.5%	4.2%	4.7%	5.8%	5.4%	5.8%	3.8%	7.3%	6.0%	5.7%	13.7%	3.9%
- France	2.1%	1.5%	2.1%	1.9%	2.0%	3.6%	0.7%	2.8%	1.6%	4.1%	2.9%	1.4%
- Turkey	3.3%	4.4%	2.5%	0.8%	2.1%	2.1%	1.8%	3.4%	3.4%	3.3%	4.6%	3.3%
- Greece	7.7%	8.9%	6.9%	3.0%	7.7%	7.4%	5.8%	4.4%	11.6%	7.7%	12.4%	8.9%
- Portugal	7.1%	7.7%	6.6%	4.8%	6.2%	7.1%	3.9%	11.2%	7.2%	4.7%	9.5%	5.1%
- Croatia	2.3%	2.4%	2.4%	1.3%	2.1%	2.6%	1.5%	2.6%	1.8%	2.3%	5.4%	1.4%
- Egypt	2.4%	2.0%	2.9%	1.6%	2.6%	1.6%	4.2%	0.2%	2.9%	4.6%	4.4%	0.5%
- Others	2.4%	1.6%	3.2%	2.5%	4.3%	4.3%	2.3%	0.9%	2.7%	3.3%	3.6%	6.1%

\* Percentage of valid answers



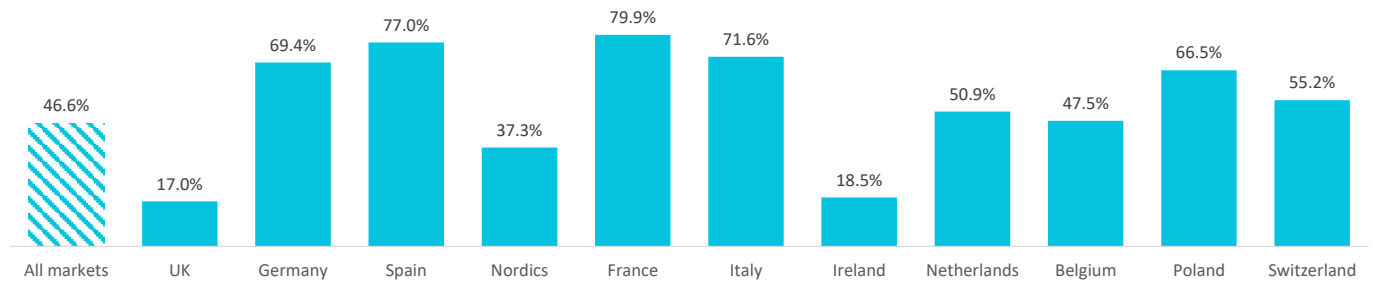
TRANSPORT (Data Q4 2025)

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	46.6%	17.0%	69.4%	77.0%	37.3%	79.9%	71.6%	18.5%	50.9%	47.5%	66.5%	55.2%
Public transport	25.5%	25.6%	30.5%	16.9%	32.9%	20.8%	20.8%	30.3%	21.8%	26.0%	36.5%	25.2%
Taxi / Private hire vehicle	29.5%	47.1%	10.1%	15.2%	32.0%	14.3%	14.4%	61.7%	29.3%	24.6%	6.0%	18.7%
Organised excursions with transport included	11.9%	11.9%	13.8%	7.4%	14.0%	13.7%	10.3%	9.7%	10.7%	8.4%	23.9%	17.8%
Bicycle	2.5%	2.0%	2.8%	0.8%	4.8%	1.3%	3.8%	4.0%	4.3%	2.8%	4.2%	5.5%
On foot	16.4%	26.7%	10.0%	4.0%	27.9%	2.9%	6.4%	13.0%	17.6%	18.1%	7.9%	11.0%

\* Multi-choice question

RENTAL VEHICLE

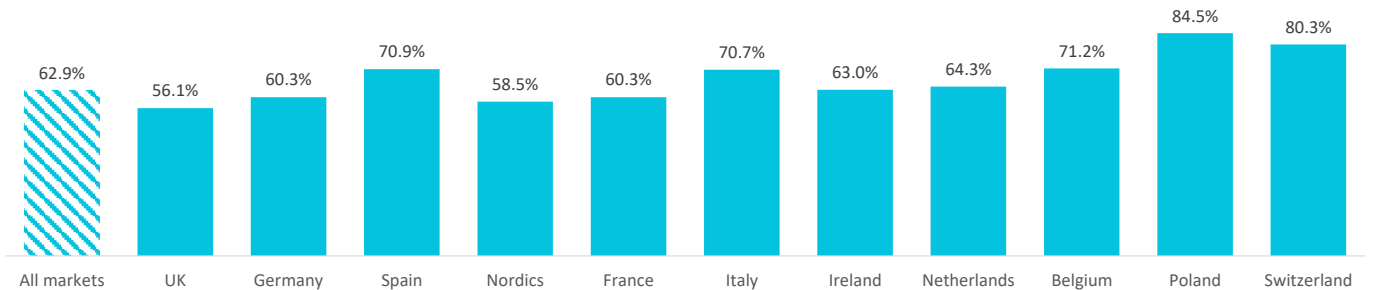


What factors influenced their choice of transport?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
No other alternative	15.3%	16.4%	19.0%	13.5%	9.4%	17.5%	9.0%	7.6%	27.6%	15.4%	2.4%	14.1%
Comfort and convenience	62.9%	56.1%	60.3%	70.9%	58.5%	60.3%	70.7%	63.0%	64.3%	71.2%	84.5%	80.3%
Price	30.2%	33.7%	30.9%	25.0%	24.5%	33.2%	20.5%	31.9%	22.0%	35.1%	36.9%	17.2%
Accessibility	23.6%	22.3%	29.2%	17.9%	38.5%	22.6%	15.4%	20.9%	9.7%	28.3%	38.6%	18.5%
Environmental impact	3.7%	3.5%	5.0%	2.7%	7.3%	1.1%	2.5%	1.6%	0.0%	4.2%	5.0%	6.4%
Safety	10.8%	14.3%	4.6%	6.9%	11.2%	7.3%	5.8%	20.3%	12.5%	7.6%	7.6%	5.8%
Available travel time	11.1%	10.8%	7.9%	13.8%	6.3%	7.2%	12.1%	9.5%	5.9%	7.8%	20.3%	5.6%
Punctuality	6.2%	7.0%	2.7%	3.2%	10.7%	5.3%	6.4%	14.6%	4.7%	6.1%	7.3%	5.4%
Flexible timetable	16.2%	16.5%	6.5%	24.1%	15.8%	18.8%	19.6%	10.0%	12.2%	16.9%	13.8%	12.2%

\* 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	7.0%	5.3%	8.1%	5.5%	6.5%	5.3%	5.9%	6.5%	4.5%	8.9%	9.4%	5.7%
- Infrequent service	2.1%	1.8%	2.3%	2.2%	1.0%	3.0%	3.3%	0.0%	0.0%	0.8%	2.8%	1.3%
- Confusing or insufficient information	1.7%	1.1%	2.4%	1.1%	3.0%	1.5%	0.5%	0.8%	0.0%	0.4%	5.0%	2.5%
- Accessibility barriers	0.3%	0.1%	0.0%	0.4%	0.0%	0.9%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%
- Delays or cancellations	1.8%	1.2%	3.2%	1.2%	2.8%	0.9%	0.0%	0.9%	0.8%	0.8%	5.0%	1.9%
- High fares	1.0%	0.6%	0.2%	0.7%	1.4%	0.7%	2.4%	1.1%	0.6%	0.0%	0.0%	2.5%
- Difficulties with booking systems	0.4%	0.3%	0.2%	0.2%	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Poor connections	0.6%	0.1%	1.1%	1.3%	0.4%	0.7%	0.3%	0.0%	1.2%	1.3%	0.8%	0.0%
- Others	1.5%	0.8%	2.3%	1.7%	0.7%	1.4%	0.8%	3.7%	1.1%	5.9%	1.4%	0.0%
No	93.0%	94.7%	91.9%	94.5%	93.5%	94.7%	94.1%	93.5%	95.5%	91.1%	90.6%	94.3%

\* 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

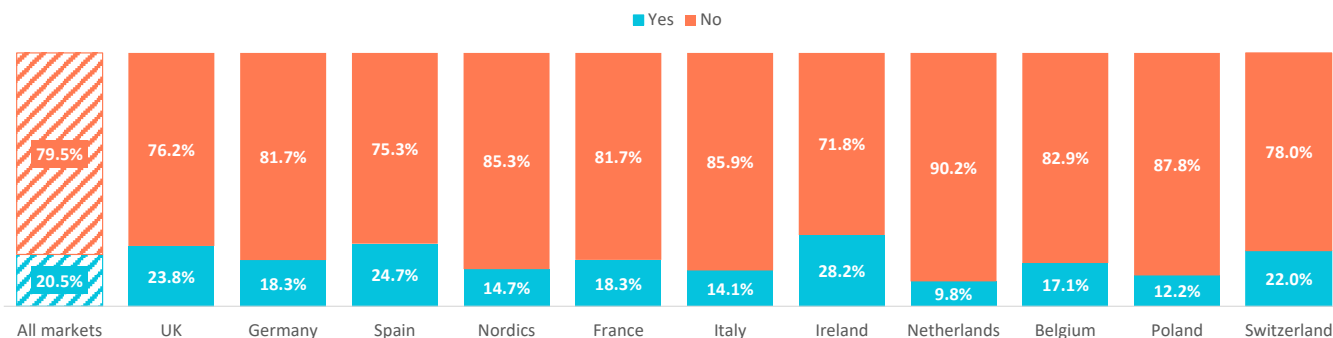
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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	49.4%	48.5%	42.9%	54.6%	45.6%	45.5%	58.7%	39.7%	66.8%	49.3%	63.9%	42.7%
No	31.6%	34.7%	34.1%	30.0%	34.6%	29.9%	26.8%	38.3%	17.4%	32.3%	14.7%	27.7%
Not remember	19.0%	16.9%	22.9%	15.4%	19.8%	24.7%	14.4%	22.0%	15.8%	18.4%	21.4%	29.6%

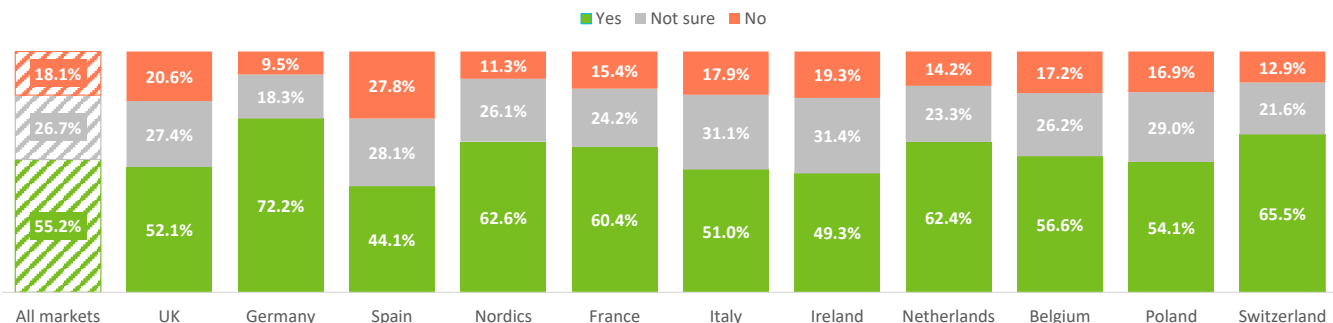
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	20.5%	23.8%	18.3%	24.7%	14.7%	18.3%	14.1%	28.2%	9.8%	17.1%	12.2%	22.0%
No	79.5%	76.2%	81.7%	75.3%	85.3%	81.7%	85.9%	71.8%	90.2%	82.9%	87.8%	78.0%



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	55.2%	52.1%	72.2%	44.1%	62.6%	60.4%	51.0%	49.3%	62.4%	56.6%	54.1%	65.5%
- For any purpose	12.4%	12.5%	17.3%	7.0%	16.6%	11.3%	7.8%	8.0%	15.9%	13.0%	13.2%	23.1%
- Improve living conditions	9.4%	8.4%	13.1%	8.1%	10.2%	10.8%	7.5%	9.1%	14.5%	13.9%	4.1%	6.5%
- Improve economic development	4.0%	5.4%	4.2%	3.3%	2.2%	2.0%	2.9%	4.3%	3.7%	2.6%	2.8%	2.4%
- Improve the environment	18.1%	12.6%	29.0%	17.9%	24.3%	27.4%	23.3%	11.6%	15.0%	14.3%	25.8%	23.0%
- Improve the tourist environment	5.0%	5.4%	3.0%	4.3%	3.7%	4.2%	4.4%	7.5%	6.8%	4.9%	3.5%	4.9%
- Other purposes	6.2%	7.7%	5.5%	3.4%	5.6%	4.8%	5.0%	8.8%	6.6%	7.8%	4.6%	5.6%
Not sure	26.7%	27.4%	18.3%	28.1%	26.1%	24.2%	31.1%	31.4%	23.3%	26.2%	29.0%	21.6%
No	18.1%	20.6%	9.5%	27.8%	11.3%	15.4%	17.9%	19.3%	14.2%	17.2%	16.9%	12.9%



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	37.3%	31.8%	27.7%	44.1%	38.1%	49.6%	42.6%	42.0%	38.5%	47.7%	51.2%	25.6%
Up to 2 euros	32.0%	31.2%	40.7%	27.9%	29.7%	28.8%	33.2%	29.7%	38.0%	26.9%	30.5%	33.3%
Up to 3 euros	19.5%	22.9%	20.3%	18.9%	17.5%	13.2%	17.3%	17.0%	16.4%	18.6%	12.8%	18.4%
More than 3 euros	11.3%	14.1%	11.3%	9.1%	14.7%	8.5%	6.9%	11.3%	7.1%	6.7%	5.6%	22.7%

# Tourist profile by markets by markets

## TENERIFE (2025)

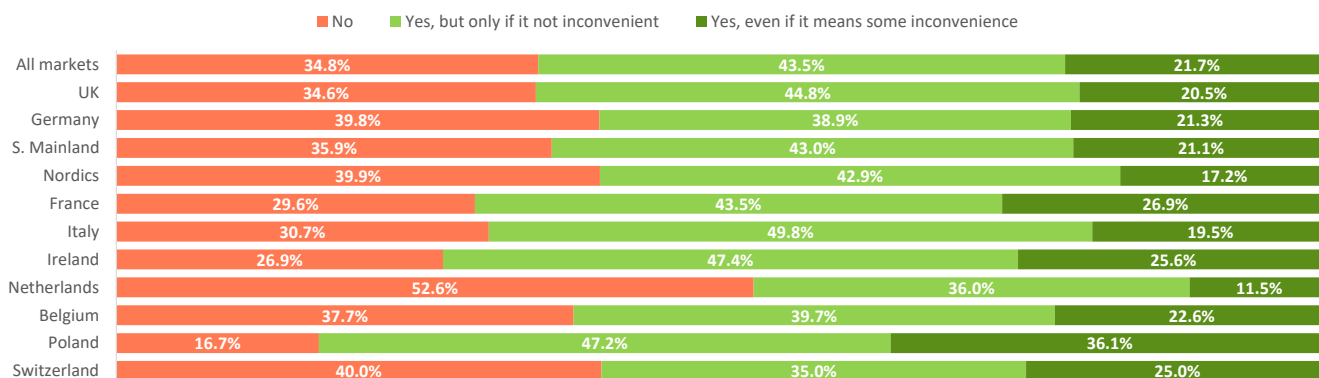


### PLACES VISITED ON TENERIFE

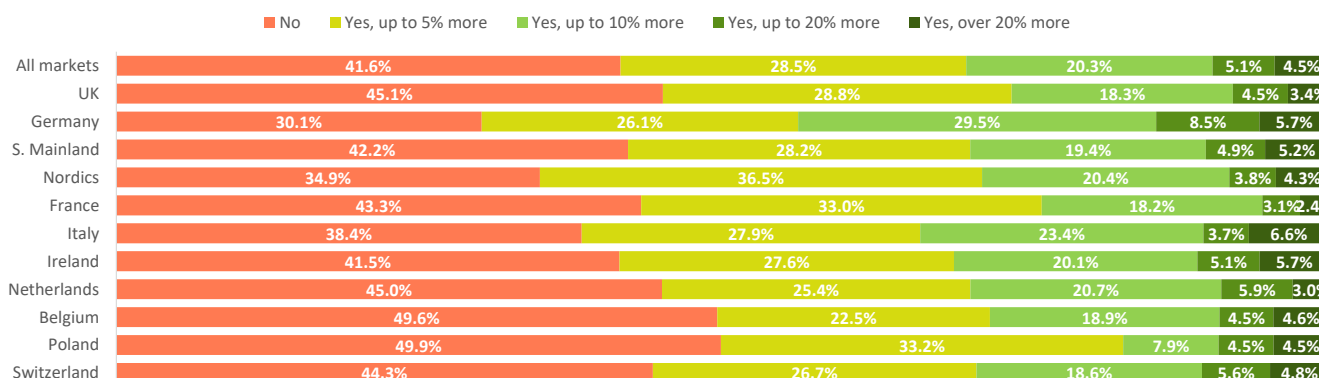
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Teide National Park	38.4%	14.8%	55.3%	57.5%	24.3%	67.6%	59.7%	19.7%	51.8%	39.8%	63.8%	56.9%
Santa Cruz	32.3%	9.9%	46.1%	58.8%	27.6%	46.7%	55.7%	13.9%	32.3%	26.8%	56.3%	40.9%
La Laguna	19.7%	3.9%	26.7%	49.2%	14.9%	37.9%	26.5%	5.0%	20.2%	15.4%	28.5%	23.9%
Garachico	18.0%	4.0%	26.2%	41.2%	10.4%	36.4%	25.4%	3.6%	13.8%	14.9%	35.0%	23.0%
Los Gigantes Cliffs	17.8%	4.1%	18.7%	40.4%	10.8%	34.6%	34.9%	4.8%	14.5%	12.7%	34.1%	15.4%
La Orotava	16.2%	2.9%	24.5%	40.5%	11.1%	33.6%	19.1%	3.4%	13.8%	10.9%	28.5%	19.7%
Anaga Rural Park	14.3%	2.3%	24.7%	27.2%	6.8%	29.9%	14.2%	3.0%	14.6%	10.0%	36.4%	22.4%
Icod de los Vinos	14.0%	3.2%	21.0%	34.2%	9.0%	23.7%	18.1%	3.9%	10.5%	10.5%	23.6%	13.6%
Masca Valley	13.5%	2.1%	16.6%	22.8%	9.5%	32.4%	25.0%	3.3%	13.9%	13.2%	35.4%	24.2%
Teno / Buenavista	6.9%	1.0%	16.4%	10.0%	2.7%	14.4%	9.4%	1.3%	5.5%	6.1%	14.7%	14.8%
Infierno Valley	3.0%	0.5%	3.9%	6.1%	1.8%	4.2%	4.8%	1.6%	2.9%	4.5%	6.0%	1.1%

### 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	Netherlands	Belgium	Poland	Switzerland
Quality of life on the island	8.07	8.04	7.90	8.33	7.81	8.11	8.26	8.20	7.73	8.02	7.77	7.76
Tolerance towards tourism	8.50	8.47	8.52	8.61	8.37	8.48	8.67	8.60	8.08	8.24	8.90	8.35
Cleanliness of the island	8.20	8.44	7.72	8.18	8.04	8.00	8.11	8.56	7.73	8.03	8.35	7.52
Air quality	8.36	8.40	8.32	8.48	8.07	8.21	8.61	8.49	7.83	8.17	8.45	7.95
Rational water consumption	7.58	7.84	6.91	7.58	7.46	7.22	7.60	7.79	7.31	7.58	7.48	7.44
Energy saving	7.03	7.24	6.32	7.06	6.87	6.86	7.33	7.16	6.81	7.16	6.87	6.46
Use of renewable energy	6.89	6.97	6.33	7.00	6.70	6.86	7.47	6.85	6.53	6.98	6.99	6.26
Recycling	7.07	7.51	6.12	6.92	6.51	6.98	6.97	7.17	6.70	7.17	7.12	6.66
Easy to get around by public transport	7.50	7.84	7.13	6.85	7.11	7.60	7.56	7.92	7.30	7.58	7.63	6.99
Overcrowding in tourist areas	6.63	6.75	5.41	6.96	6.57	6.63	7.22	6.88	6.51	6.66	6.84	6.32
Supply of local products	7.24	7.18	6.82	7.66	6.86	7.30	7.45	7.15	7.03	7.44	7.42	7.00

\* 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.