

Tourist profile by markets (1/2)

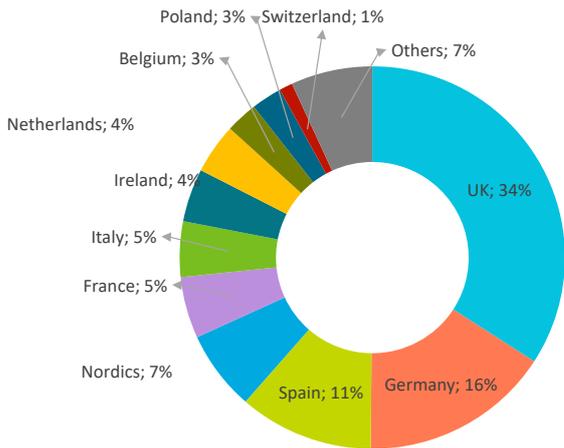
CANARY ISLANDS (2025)



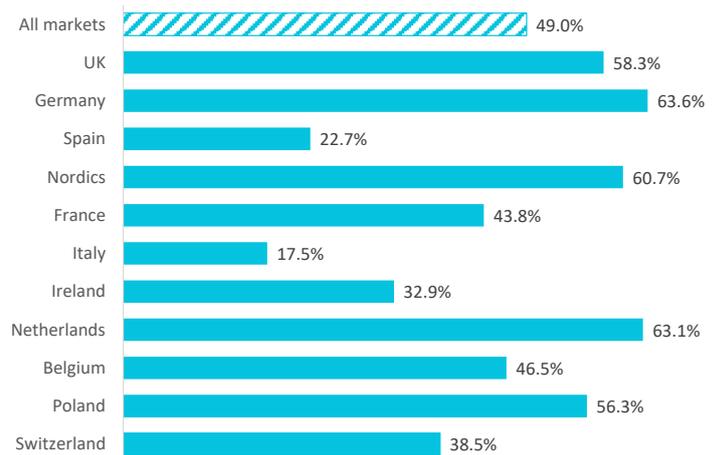
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	16,125,238	5,503,626	2,579,761	1,822,172	1,087,106	837,403	756,783	724,296	682,269	432,308	415,095	180,204
% Tourists	100%	34.1%	16.0%	11.3%	6.7%	5.2%	4.7%	4.5%	4.2%	2.7%	2.6%	1.1%
- Lanzarote	2,871,074	1,466,123	235,135	267,123	54,221	203,284	74,091	322,419	73,820	48,803	27,628	24,366
- Fuerteventura	2,388,592	733,058	691,803	193,655	61,336	126,939	154,807	62,795	71,689	31,145	111,817	23,816
- Gran Canaria	4,192,419	891,878	816,488	506,486	708,943	144,553	146,768	101,554	300,443	104,747	73,947	64,140
- Tenerife	6,443,553	2,392,915	743,280	790,063	255,516	358,249	378,944	235,630	225,622	244,152	196,625	64,801
- La Palma	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 who book holiday package	49.0%	58.3%	63.6%	22.7%	60.7%	43.8%	17.5%	32.9%	63.1%	46.5%	56.3%	38.5%
Expenditure per tourist (€)	1,438	1,483	1,625	880	1,794	1,322	1,099	1,516	1,532	1,548	1,353	1,774
- book holiday package	1,660	1,648	1,788	1,132	1,861	1,526	1,416	1,521	1,676	1,811	1,500	2,051
- holiday package	1,375	1,356	1,553	878	1,486	1,307	1,186	1,070	1,353	1,560	1,266	1,734
- others	285	292	235	254	375	219	230	451	324	251	234	317
- do not book holiday package	1,224	1,251	1,341	806	1,690	1,164	1,033	1,514	1,284	1,320	1,165	1,601
- flight	323	313	385	193	504	289	291	352	370	388	299	404
- accommodation	425	460	436	288	542	424	317	606	457	384	385	603
- others	477	478	520	325	644	451	424	557	457	547	481	593
Average length of stay	9.2	8.6	10.9	6.4	12.0	8.4	10.0	8.8	9.8	9.9	8.5	10.9
- Median	7.0	7.2	9.3	6.0	7.0	7.0	7.0	7.0	8.0	7.0	7.0	8.0
Average daily expenditure (€)	178.16	191.53	169.73	156.13	187.20	173.33	134.41	192.34	176.36	186.14	174.51	205.21
- Median	163.48	172.31	158.02	148.34	175.34	162.36	140.84	181.27	160.89	181.23	158.17	180.27
Average daily expenditure without flight (€)	129.30	140.64	120.86	117.09	131.15	125.60	96.67	146.14	125.05	127.88	124.46	149.33
- Median	120.02	129.65	111.99	113.32	124.45	119.24	101.40	139.33	114.63	127.46	114.10	137.50
Average cost of the flight (€)	393.66	391.49	471.34	213.08	526.20	359.37	316.54	352.94	447.70	482.26	379.99	465.56
Total turnover (≥ 16 years old) (€m)	23,186	8,160	4,193	1,604	1,950	1,107	832	1,098	1,045	669	562	320
% Turnover	100%	35.2%	18.1%	6.9%	8.4%	4.8%	3.6%	4.7%	4.5%	2.9%	2.4%	1.4%
Turnover without flight (≥ 16 years old) (€m)	16,838	6,006	2,977	1,216	1,378	806	593	843	739	461	404	236
Tourist arrivals (FRONTUR)	18,386,276	6,311,826	2,820,490	2,052,222	1,278,172	945,386	834,108	857,288	763,039	488,051	620,979	198,338
Passenger arrivals on non-stop flights (AENA)	22,065,485	6,468,817	2,990,573	5,973,632	1,203,261	631,816	876,425	842,212	694,310	493,098	513,420	341,774
Children < 16 years old (FRONTUR - EGT)	2,261,038	808,200	240,729	230,050	191,066	107,983	77,325	132,992	80,770	55,743	205,884	18,134

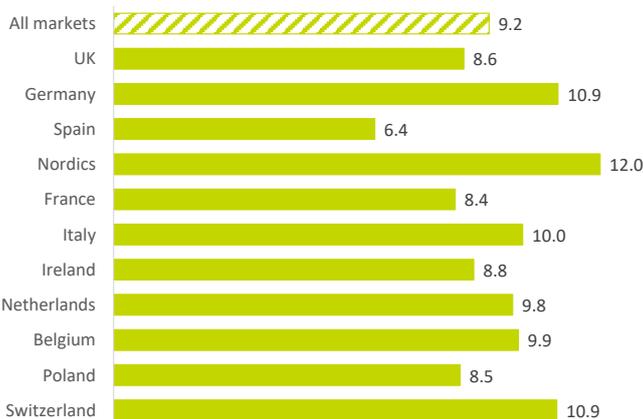
% TOURISTS (≥ 16 years old)



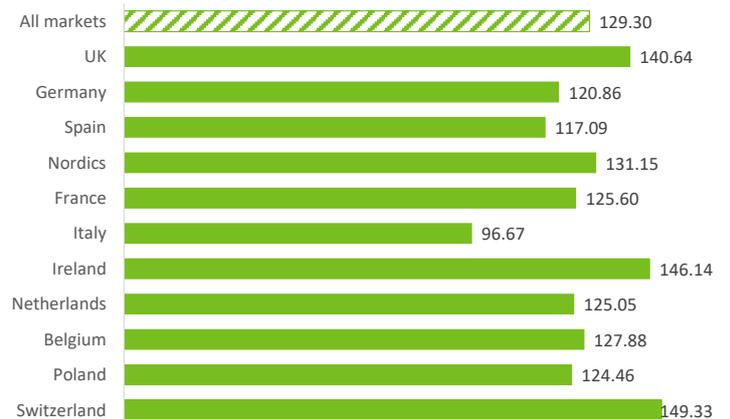
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



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	85.1%	86.9%	87.9%	79.5%	85.5%	89.8%	77.5%	87.8%	89.7%	77.3%	88.9%	83.8%
- Additional accommodation expenses	6.7%	5.8%	5.4%	8.2%	4.4%	7.5%	7.1%	8.2%	9.0%	7.7%	6.5%	5.9%
Transport:												
- National/International Transport	95.4%	96.5%	96.8%	92.3%	96.6%	95.7%	92.8%	96.8%	95.8%	95.6%	96.8%	94.6%
- Flights between islands	4.8%	3.0%	4.3%	6.7%	2.4%	7.5%	8.1%	4.9%	3.7%	6.0%	5.9%	8.2%
- Taxi	50.8%	66.0%	52.0%	21.5%	61.4%	40.0%	24.0%	57.7%	55.4%	48.3%	49.4%	40.3%
- Car rental	33.6%	15.6%	39.7%	58.3%	21.2%	58.4%	54.8%	14.0%	36.6%	36.5%	48.7%	40.8%
- Public transport	12.6%	10.7%	15.6%	11.7%	18.5%	9.2%	14.1%	11.3%	10.4%	13.3%	12.4%	15.8%
Food and drink:												
- Food purchases at supermarkets	57.8%	56.5%	55.9%	54.3%	64.0%	50.5%	65.4%	64.9%	61.2%	55.1%	54.4%	62.4%
- Restaurants	68.9%	69.4%	59.6%	75.1%	73.3%	61.3%	75.1%	81.7%	68.3%	68.0%	57.4%	72.0%
Leisure:												
- Organized excursions	24.5%	18.1%	26.9%	27.7%	17.2%	42.7%	32.9%	19.0%	26.3%	28.0%	35.8%	28.3%
- Sport activities	6.4%	6.1%	6.4%	5.2%	5.9%	6.9%	6.8%	7.8%	6.4%	7.3%	6.0%	7.7%
- Cultural activities	2.7%	2.0%	2.9%	3.5%	2.6%	3.4%	2.0%	2.6%	4.1%	2.8%	3.1%	1.4%
- Museums	5.8%	3.1%	6.7%	9.4%	3.2%	14.2%	7.6%	3.0%	4.5%	5.9%	6.2%	7.1%
- Theme Parks	10.9%	10.9%	8.0%	13.1%	6.2%	10.7%	12.9%	13.4%	8.3%	10.2%	17.1%	7.1%
- Discos and pubs	11.0%	15.6%	5.0%	9.4%	8.2%	6.1%	13.9%	22.3%	7.5%	7.4%	4.0%	3.1%
- Wellness	5.0%	5.4%	3.4%	2.9%	6.1%	5.6%	4.3%	10.3%	5.9%	7.4%	1.6%	6.7%
Purchases of goods:												
- Souvenirs	41.8%	39.8%	40.2%	44.3%	34.7%	43.9%	45.2%	43.3%	40.5%	44.5%	51.4%	47.4%
- Other purchases	0.9%	0.7%	0.8%	0.9%	0.7%	0.5%	0.8%	1.4%	1.2%	1.0%	1.2%	0.2%
Others:												
- Medical expenses	6.7%	5.9%	6.9%	6.9%	6.4%	4.7%	6.6%	14.0%	6.2%	7.5%	5.1%	7.9%
- Other expenses	4.4%	4.5%	3.1%	4.6%	6.1%	4.2%	4.1%	4.6%	4.8%	4.4%	5.1%	3.4%

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	880	939	974	561	1,103	813	642	892	843	914	772	1,106
- Additional accommodation expenses	729	788	834	436	861	628	488	717	736	794	642	935
- Additional accommodation expenses	151	151	140	125	243	185	154	175	107	120	130	171
Transport:												
- National/International Transport	739	681	878	482	911	727	667	659	805	865	743	878
- Flights between islands	413	406	487	231	545	376	341	365	468	504	393	492
- Taxi	84	68	79	71	86	95	111	77	77	96	102	83
- Car rental	93	75	143	57	111	105	77	71	98	97	107	107
- Public transport	121	107	142	100	139	118	114	115	127	132	113	171
- Public transport	28	25	27	23	30	34	25	31	35	35	28	25
Food and drink:												
- Food purchases at supermarkets	328	346	304	217	458	256	286	405	320	342	269	372
- Restaurants	114	108	119	75	166	92	114	124	104	118	110	131
- Restaurants	214	238	185	142	292	164	172	281	216	224	159	241
Leisure:												
- Organized excursions	565	596	558	442	597	535	517	653	501	572	581	623
- Organized excursions	96	89	109	78	98	103	76	113	87	113	134	116
- Sport activities	106	110	115	81	104	101	87	124	114	144	80	117
- Cultural activities	58	67	46	51	87	63	40	59	44	42	79	117
- Museums	39	45	31	36	35	44	43	58	29	33	36	41
- Theme Parks	77	85	71	74	78	68	62	78	65	69	68	62
- Discos and pubs	100	109	95	69	100	76	74	120	90	91	63	71
- Wellness	89	91	92	53	95	79	136	102	72	81	121	99
Purchases of goods:												
- Souvenirs	309	227	436	319	328	205	120	469	259	288	331	160
- Souvenirs	88	89	82	65	107	77	67	110	88	104	84	121
- Other purchases	220	138	354	254	221	127	54	359	171	185	247	39
Others:												
- Medical expenses	155	137	188	101	184	137	154	148	148	115	121	400
- Medical expenses	47	48	67	16	49	44	32	39	56	45	37	117
- Other expenses	109	89	121	84	135	94	122	109	92	70	84	283

TOURIST PROFILE

Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	48.2%	42.9%	52.2%	51.2%	49.5%	48.4%	51.1%	47.9%	49.9%	53.7%	54.3%	55.8%
Percentage of women	51.8%	57.1%	47.8%	48.8%	50.5%	51.6%	48.9%	52.1%	50.1%	46.3%	45.7%	44.2%
Age												
Average age (tourists above 16 years old)	47.57	50.44	48.86	41.49	53.55	45.05	40.52	49.83	48.94	49.65	39.10	45.49
Standard deviation	17.0	16.6	17.5	15.0	17.3	16.4	16.4	16.6	18.0	16.5	12.8	16.3
Age range												
16-24 years old	9.8%	6.9%	10.3%	12.5%	7.1%	11.5%	18.8%	9.6%	11.8%	6.9%	11.1%	9.4%
25-30 years old	10.4%	7.4%	10.0%	16.2%	5.2%	12.5%	18.0%	7.0%	9.3%	8.5%	17.2%	13.1%
31-45 years old	28.8%	28.1%	24.8%	35.9%	21.8%	30.3%	27.9%	23.9%	23.8%	26.4%	46.2%	29.3%
46-60 years old	23.1%	24.1%	23.1%	21.9%	23.9%	25.1%	18.6%	27.4%	21.6%	26.2%	18.1%	26.7%
Over 60 years old	27.9%	33.5%	31.8%	13.5%	42.0%	20.6%	16.7%	32.1%	33.5%	32.0%	7.4%	21.5%
Occupation												
Salaried worker	54.5%	53.3%	56.1%	62.9%	49.0%	61.2%	46.3%	57.9%	54.8%	43.9%	45.0%	57.3%
Self-employed	10.5%	10.2%	6.5%	11.5%	5.5%	10.0%	18.1%	9.9%	8.5%	11.8%	26.0%	12.2%
Unemployed	1.2%	0.8%	0.6%	1.9%	1.4%	0.6%	5.2%	0.4%	1.0%	0.4%	2.8%	0.3%
Business owner	7.1%	4.0%	8.6%	8.1%	8.0%	6.9%	8.0%	5.0%	8.0%	9.5%	14.0%	13.0%
Student	3.9%	2.2%	4.3%	5.2%	3.2%	4.1%	9.0%	2.1%	2.9%	5.0%	6.5%	3.6%
Retired	21.5%	28.3%	22.2%	9.3%	32.1%	16.3%	11.5%	22.9%	21.7%	27.5%	4.7%	12.6%
Unpaid domestic work	0.5%	0.6%	0.4%	0.2%	0.2%	0.1%	0.7%	1.1%	1.3%	0.3%	0.4%	0.7%
Others	0.8%	0.5%	1.2%	0.9%	0.7%	0.8%	1.2%	0.7%	1.7%	1.6%	0.6%	0.4%
Annual household income level												
Less than €25,000	12.3%	9.6%	9.7%	19.6%	5.2%	14.1%	24.0%	6.8%	8.2%	9.3%	22.5%	1.4%
€25,000 - €49,999	33.6%	31.1%	30.8%	45.3%	22.7%	39.5%	48.5%	28.9%	28.0%	40.7%	41.2%	12.3%
€50,000 - €74,999	25.1%	24.4%	29.2%	22.1%	29.4%	29.0%	14.9%	24.5%	30.1%	28.5%	22.7%	19.9%
More than €74,999	29.0%	34.9%	30.3%	13.0%	42.8%	17.4%	12.6%	39.8%	33.6%	21.6%	13.6%	66.4%
Education level												
No studies	4.2%	10.3%	0.6%	0.5%	1.2%	1.2%	0.7%	4.1%	0.6%	0.5%	0.7%	0.7%
Primary education	2.1%	0.6%	3.8%	3.0%	4.1%	2.8%	1.9%	0.8%	1.2%	1.6%	0.3%	6.9%
Secondary education	21.4%	19.4%	23.0%	17.6%	25.5%	17.4%	13.9%	20.4%	45.8%	32.8%	19.0%	17.1%
Higher education	72.4%	69.7%	72.6%	78.9%	69.2%	78.6%	83.5%	74.7%	52.5%	65.1%	80.0%	75.3%

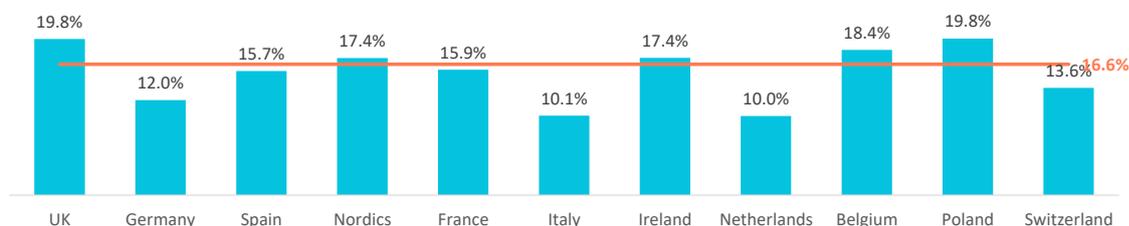
Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	10.2%	7.5%	12.9%	13.6%	9.6%	7.5%	13.1%	8.7%	9.3%	8.3%	6.3%	14.2%
Only with partner	47.1%	47.7%	51.2%	40.2%	47.6%	47.2%	46.3%	49.9%	56.3%	51.5%	43.1%	49.4%
Only with children (< 13 years old)	4.1%	4.2%	3.8%	3.5%	4.5%	5.4%	3.4%	3.9%	2.6%	4.6%	2.9%	6.3%
Partner + children (< 13 years old)	6.7%	7.7%	5.8%	7.8%	5.9%	5.9%	4.1%	5.2%	4.6%	8.1%	9.4%	4.8%
Other relatives	10.1%	12.3%	6.3%	8.8%	7.3%	8.9%	5.7%	15.4%	8.4%	8.9%	13.3%	6.0%
Friends	7.3%	5.9%	8.0%	10.6%	7.5%	7.7%	12.7%	5.5%	5.7%	4.7%	5.6%	8.8%
Work colleagues	0.6%	0.1%	0.3%	2.6%	0.2%	0.4%	1.1%	0.0%	0.6%	0.1%	0.5%	0.0%
Organized trip	0.3%	0.2%	0.2%	0.6%	0.2%	0.8%	0.9%	0.1%	0.1%	0.2%	0.8%	0.4%
Other combinations ⁽²⁾	13.6%	14.5%	11.6%	12.2%	17.3%	16.3%	12.6%	11.3%	12.3%	13.5%	18.0%	10.1%
<i>(2) Different situations have been isolated</i>												
Tourists with children	16.6%	19.8%	12.0%	15.7%	17.4%	15.9%	10.1%	17.4%	10.0%	18.4%	19.8%	13.6%
- Between 0 and 2 years old	1.3%	1.3%	1.1%	1.7%	1.1%	1.2%	1.5%	1.5%	1.6%	1.9%	0.9%	1.5%
- Between 3 and 12 years old	14.1%	17.1%	10.3%	13.2%	14.7%	13.6%	8.0%	15.0%	7.7%	15.0%	18.2%	11.4%
- Between 0 -2 and 3-12 years old	1.1%	1.4%	0.7%	0.9%	1.6%	1.1%	0.5%	0.9%	0.7%	1.5%	0.8%	0.7%
Tourists without children	83.4%	80.2%	88.0%	84.3%	82.6%	84.1%	89.9%	82.6%	90.0%	81.6%	80.2%	86.4%
Group composition:												
- 1 person	12.2%	8.9%	14.8%	16.4%	12.2%	9.0%	15.7%	11.2%	10.8%	10.7%	9.5%	16.3%
- 2 people	55.5%	55.2%	61.3%	49.5%	56.2%	56.4%	55.3%	56.6%	64.5%	57.7%	49.8%	58.6%
- 3 people	11.9%	12.2%	11.1%	12.7%	9.2%	12.9%	11.7%	11.4%	9.1%	12.2%	16.0%	10.5%
- 4 or 5 people	16.0%	18.2%	11.0%	16.0%	16.6%	17.4%	14.2%	15.7%	12.6%	15.1%	20.7%	12.3%
- 6 or more people	4.4%	5.5%	1.8%	5.4%	5.8%	4.3%	3.1%	5.2%	2.9%	4.3%	4.0%	2.2%
Average group size:	2.60	2.74	2.29	2.66	2.69	2.68	2.44	2.64	2.41	2.58	2.72	2.34

*People who share the main expenses of the trip



%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN



Tourist profile by markets by markets (1/2)

CANARY ISLANDS (2025)



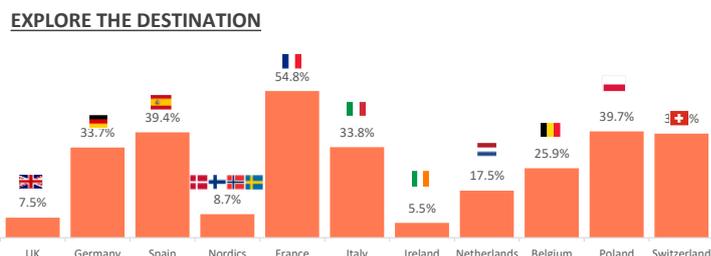
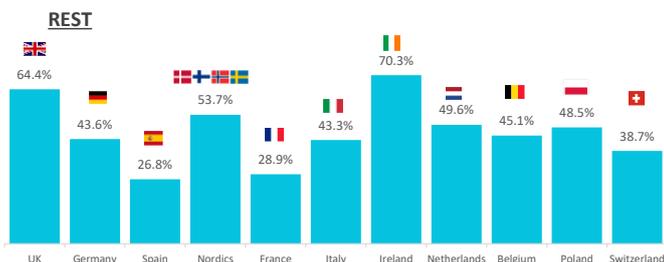
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	91.1%	94.9%	92.6%	77.0%	93.6%	95.3%	84.6%	95.8%	94.1%	92.9%	93.8%	88.3%
Family reasons	6.2%	4.1%	5.4%	12.8%	4.4%	3.4%	11.2%	3.5%	4.6%	5.8%	4.8%	9.3%
Business	1.4%	0.3%	0.7%	7.6%	0.5%	0.7%	1.2%	0.1%	0.4%	0.5%	0.6%	0.5%
Education and training	0.2%	0.0%	0.3%	0.3%	0.1%	0.0%	1.2%	0.0%	0.2%	0.0%	0.2%	0.1%
Sports training	0.5%	0.3%	0.6%	0.9%	0.8%	0.2%	1.2%	0.1%	0.3%	0.4%	0.3%	1.3%
Health	0.1%	0.0%	0.1%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Conventions and Exhibitions	0.2%	0.0%	0.1%	0.8%	0.0%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.3%	0.4%	0.6%	0.4%	0.3%	0.2%	0.4%	0.1%	0.1%	0.3%	0.5%

What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	50.2%	64.4%	43.6%	26.8%	53.7%	28.9%	43.3%	70.3%	49.6%	45.1%	48.5%	38.7%
Enjoy family time	15.0%	16.3%	8.9%	20.2%	26.7%	9.0%	12.4%	14.8%	10.3%	14.1%	7.7%	10.2%
Have fun	8.5%	9.4%	8.2%	10.2%	5.8%	4.0%	6.6%	7.1%	17.4%	9.2%	2.3%	6.7%
Explore the destination	22.7%	7.5%	33.7%	39.4%	8.7%	54.8%	33.8%	5.5%	17.5%	25.9%	39.7%	38.9%
Practice their hobbies	2.0%	1.1%	3.3%	1.6%	3.1%	1.9%	2.2%	1.1%	2.6%	3.9%	0.7%	3.7%
Other reasons	1.7%	1.3%	2.3%	1.8%	1.9%	1.4%	1.7%	1.2%	2.6%	1.8%	1.1%	1.9%



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Climate	74.6%	78.1%	74.5%	60.4%	84.5%	74.8%	72.8%	77.7%	73.7%	78.0%	73.9%	71.7%
Safety	56.0%	66.8%	57.0%	40.7%	42.4%	49.7%	40.7%	74.4%	31.4%	42.0%	64.6%	48.2%
Tranquility	49.3%	48.6%	50.9%	51.9%	37.8%	52.7%	51.5%	56.6%	45.4%	52.9%	54.0%	46.9%
Sea	44.5%	33.3%	61.2%	43.4%	46.8%	51.1%	52.2%	42.1%	39.0%	40.2%	53.1%	55.5%
Accommodation supply	42.5%	54.8%	39.2%	24.5%	33.8%	41.5%	24.6%	61.4%	36.5%	38.5%	37.8%	34.0%
Price	38.6%	49.3%	29.8%	30.0%	28.9%	43.2%	28.0%	55.8%	24.2%	31.0%	35.8%	26.1%
Beaches	38.4%	30.7%	47.9%	40.6%	38.4%	39.2%	49.6%	40.0%	33.9%	28.8%	43.8%	43.9%
Effortless trip	38.0%	46.3%	44.9%	29.3%	24.2%	25.7%	31.1%	54.4%	16.9%	21.2%	32.3%	36.2%
European belonging	37.7%	34.3%	41.5%	38.7%	36.8%	36.5%	37.4%	48.1%	31.0%	40.1%	48.2%	36.6%
Landscapes	36.5%	21.9%	40.5%	52.5%	24.7%	64.4%	62.9%	23.4%	27.1%	39.9%	63.2%	46.6%
Environment	35.4%	34.6%	27.6%	41.4%	30.3%	48.7%	60.5%	37.7%	11.2%	25.1%	52.1%	34.6%
Gastronomy	26.5%	27.2%	25.0%	32.0%	20.7%	21.4%	18.9%	33.9%	17.2%	25.8%	32.6%	37.4%
Authenticity	24.3%	20.9%	21.9%	33.4%	14.6%	35.3%	31.3%	25.6%	13.3%	25.1%	35.1%	26.4%
Fun possibilities	22.9%	25.2%	16.2%	26.3%	15.2%	17.5%	23.5%	30.8%	38.3%	23.8%	13.5%	16.6%
Exoticism	12.4%	8.2%	8.5%	17.0%	10.5%	22.9%	15.8%	11.9%	17.0%	17.9%	27.0%	11.8%
Hiking trail network	11.1%	4.8%	13.6%	14.1%	12.9%	18.3%	22.1%	6.2%	11.5%	14.8%	15.8%	11.8%
Culture	10.2%	10.0%	7.8%	13.4%	5.1%	13.9%	11.4%	13.0%	6.3%	8.5%	11.6%	13.8%
Historical heritage	9.9%	7.6%	8.4%	16.6%	4.6%	18.7%	11.5%	10.3%	5.2%	10.5%	12.0%	14.1%
Shopping	9.9%	10.7%	9.8%	8.0%	7.4%	12.0%	9.7%	16.2%	4.1%	9.7%	5.4%	10.4%
Nightlife	8.0%	9.3%	5.1%	9.2%	4.8%	6.7%	12.3%	13.4%	4.9%	5.4%	5.3%	7.1%

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	49.1%	62.9%	45.6%	33.9%	59.8%	26.6%	30.5%	63.5%	44.4%	43.5%	37.2%	41.9%
Friends or relatives	28.6%	27.7%	24.2%	37.8%	24.3%	24.2%	31.7%	29.6%	20.5%	28.1%	27.9%	28.5%
Internet or social media	51.4%	51.4%	52.8%	49.0%	40.8%	60.4%	53.0%	46.4%	52.2%	44.7%	63.3%	54.8%
Mass Media	1.9%	1.9%	2.5%	1.4%	0.8%	2.9%	0.7%	2.5%	0.9%	1.5%	4.6%	0.7%
Travel guides and magazines	6.1%	4.7%	9.4%	3.6%	2.7%	13.2%	3.9%	3.8%	5.5%	9.1%	9.5%	7.9%
Travel Blogs or Forums	6.2%	4.3%	5.4%	8.1%	2.4%	10.7%	8.0%	5.1%	3.6%	4.6%	20.7%	5.9%
Travel TV Channels	0.9%	0.8%	1.1%	0.5%	0.6%	0.5%	0.6%	0.7%	0.8%	0.2%	2.8%	1.0%
Tour Operator or Travel Agency	18.8%	20.9%	23.5%	10.6%	22.1%	20.5%	11.5%	13.2%	20.9%	23.6%	27.0%	12.8%
Public administrations or similar	0.6%	0.4%	0.4%	1.7%	0.4%	0.4%	0.3%	0.3%	0.4%	0.1%	0.8%	0.0%
Others	3.3%	2.9%	3.0%	5.5%	2.4%	3.3%	3.2%	2.4%	3.1%	3.4%	2.9%	2.6%

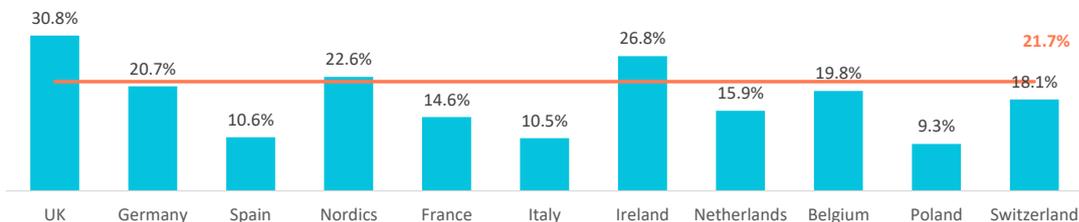
* Multi-choice question

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	0.9%	0.5%	0.8%	1.9%	1.1%	0.9%	1.1%	0.8%	0.8%	1.1%	1.5%	1.5%
Between 1 and 30 days	22.7%	18.4%	22.8%	30.0%	23.6%	22.2%	22.4%	15.2%	23.9%	28.4%	37.2%	24.1%
Between 1 and 2 months	22.4%	18.9%	21.5%	27.0%	22.9%	26.5%	31.3%	19.1%	23.1%	22.5%	25.8%	25.0%
Between 3 and 6 months	32.3%	31.5%	34.2%	30.4%	29.7%	35.7%	34.8%	38.2%	36.3%	28.2%	26.2%	31.3%
More than 6 months	21.7%	30.8%	20.7%	10.6%	22.6%	14.6%	10.5%	26.8%	15.9%	19.8%	9.3%	18.1%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



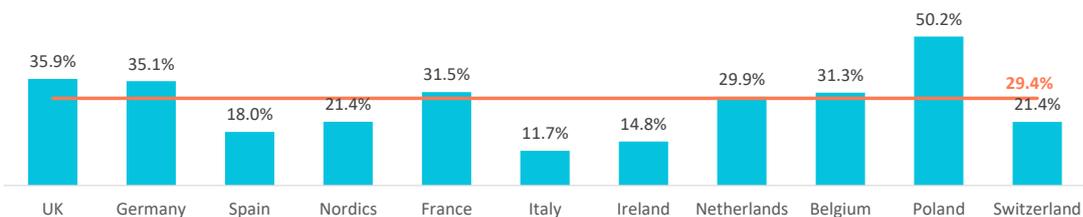
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	51.7%	49.7%	34.7%	69.1%	37.1%	54.7%	76.2%	69.1%	37.8%	50.1%	39.9%	61.8%
- Tour Operator or Travel Agency	48.3%	50.3%	65.3%	30.9%	62.9%	45.3%	23.8%	30.9%	62.2%	49.9%	60.1%	38.2%
Accommodation												
- Directly with the accommodation	38.6%	35.7%	24.5%	54.8%	28.7%	42.8%	59.5%	53.5%	29.9%	34.5%	28.7%	47.5%
- Tour Operator or Travel Agency	61.4%	64.3%	75.5%	45.2%	71.3%	57.2%	40.5%	46.5%	70.1%	65.5%	71.3%	52.5%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	36.3%	33.3%	25.5%	39.3%	45.8%	37.7%	63.9%	48.8%	31.4%	31.2%	27.9%	36.8%
Bed and Breakfast	14.2%	13.8%	9.3%	19.0%	19.2%	9.5%	9.9%	22.7%	19.5%	9.5%	7.2%	18.3%
Half board	17.3%	15.6%	27.3%	18.8%	9.9%	13.5%	9.8%	12.1%	17.8%	24.1%	12.9%	22.0%
Full board	2.8%	1.4%	2.9%	4.9%	3.6%	7.8%	4.7%	1.7%	1.4%	4.0%	1.9%	1.5%
All inclusive	29.4%	35.9%	35.1%	18.0%	21.4%	11.7%	14.8%	29.9%	31.3%	50.2%	21.4%	29.4%

% TOURISTS WHO BOOK ALL INCLUSIVE

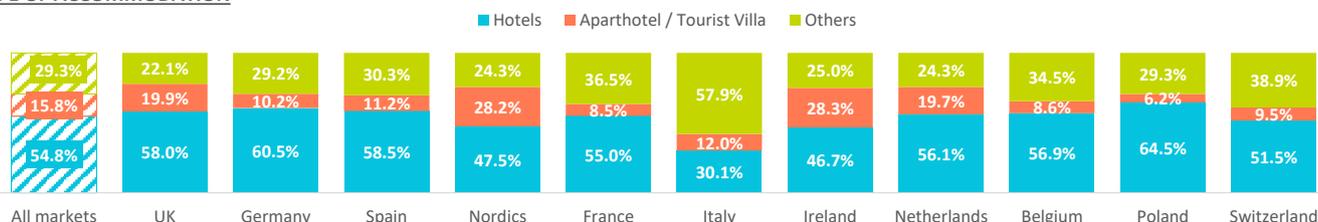


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	10.9%	9.7%	12.3%	13.9%	14.5%	9.8%	9.0%	9.0%	11.8%	8.0%	9.5%	7.6%
4* Hotel	35.5%	37.3%	40.7%	37.9%	28.2%	37.4%	18.1%	28.2%	36.2%	37.8%	50.2%	31.8%
5* Hotel / 5* Luxury Hotel	8.4%	11.1%	7.6%	6.6%	4.7%	7.9%	3.0%	9.6%	8.1%	11.1%	4.8%	12.2%
Aparthotel / Tourist Villa	15.8%	19.9%	10.2%	11.2%	28.2%	8.5%	12.0%	28.3%	19.7%	8.6%	6.2%	9.5%
House/room rented in a private dwelling	18.0%	13.8%	17.9%	15.7%	13.5%	25.8%	39.0%	16.6%	15.2%	18.4%	17.5%	24.2%
Private accommodation ⁽¹⁾	8.4%	6.7%	7.7%	12.3%	8.7%	4.3%	14.0%	7.1%	5.1%	13.6%	6.9%	9.4%
Others (Cottage, cruise, camping,...)	2.9%	1.5%	3.6%	2.3%	2.1%	6.4%	4.9%	1.3%	3.9%	2.5%	4.9%	5.4%

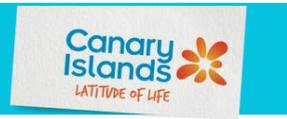
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

TYPE OF ACCOMMODATION



Tourist profile by markets by markets (1/2)

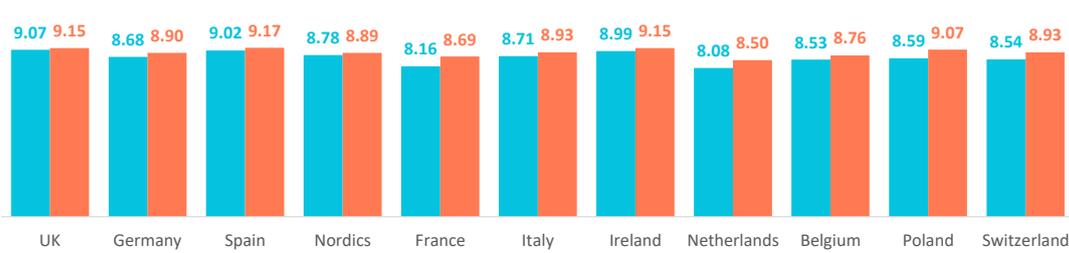
CANARY ISLANDS (2025)



SATISFACTION AND LOYALTY INDICATORS

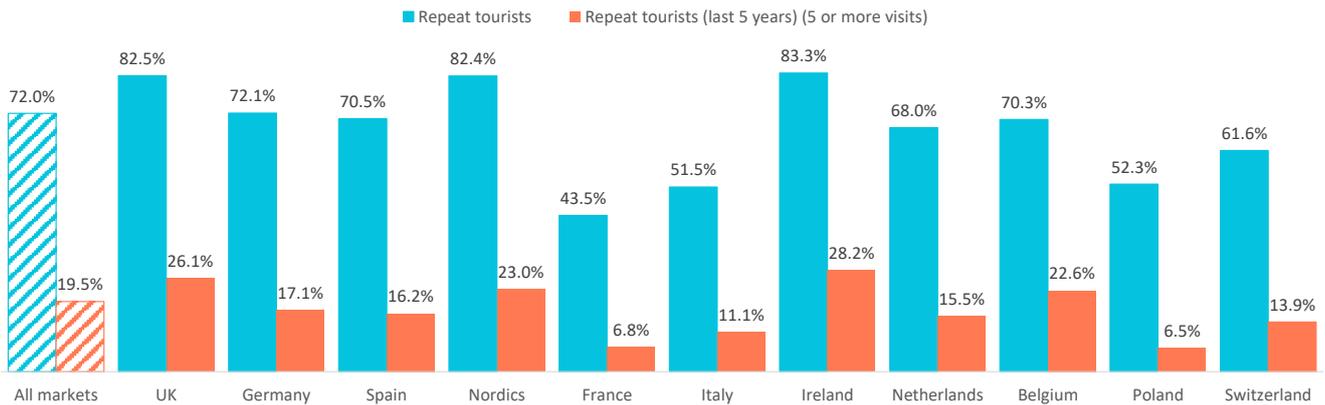
Satisfaction

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Satisfaction (scale 0-10)												
Average rating	8.77	8.93	8.64	8.74	8.64	8.62	8.60	8.78	8.44	8.61	8.92	8.67
Experience in the Canary Islands												
Worse or much worse than expected	2.7%	2.3%	1.9%	3.0%	2.4%	5.3%	2.9%	3.1%	2.7%	2.7%	4.3%	1.5%
Lived up to expectations	55.3%	56.1%	57.2%	51.4%	60.3%	59.1%	52.0%	56.6%	57.8%	65.6%	53.4%	57.3%
Better or much better than expected	42.0%	41.6%	40.9%	45.7%	37.3%	35.5%	45.1%	40.2%	39.6%	31.7%	42.3%	41.2%
Future intentions (scale 0-10)												
Return to the Canary Islands	8.81	9.07	8.68	9.02	8.78	8.16	8.71	8.99	8.08	8.53	8.59	8.54
Recommend visiting the Canary Islands	9.01	9.15	8.90	9.17	8.89	8.69	8.93	9.15	8.50	8.76	9.07	8.93



How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Repeat tourists	72.0%	82.5%	72.1%	70.5%	82.4%	43.5%	51.5%	83.3%	68.0%	70.3%	52.3%	61.6%
At least 10 previous visits	20.4%	27.9%	18.7%	14.7%	30.2%	4.3%	9.5%	30.0%	14.5%	19.7%	5.4%	17.1%
Repeat tourists (last 5 years)	66.1%	75.7%	67.6%	63.3%	75.8%	39.8%	46.8%	76.2%	61.4%	63.4%	48.7%	55.7%
Repeat tourists (last 5 years) (5 or more visits)	19.5%	26.1%	17.1%	16.2%	23.0%	6.8%	11.1%	28.2%	15.5%	22.6%	6.5%	13.9%



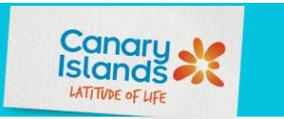
ISLANDS

How many islands do they visit during their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
One island	93.3%	96.6%	93.0%	90.4%	96.0%	90.6%	90.8%	93.3%	95.2%	91.0%	87.2%	87.0%
Two islands	5.7%	3.0%	5.6%	8.1%	3.7%	8.3%	7.7%	6.3%	4.3%	8.1%	11.3%	8.6%
Three or more islands	1.0%	0.3%	1.4%	1.6%	0.3%	1.2%	1.5%	0.3%	0.5%	0.8%	1.5%	4.4%

Visited islands during their trip (with overnight staying)

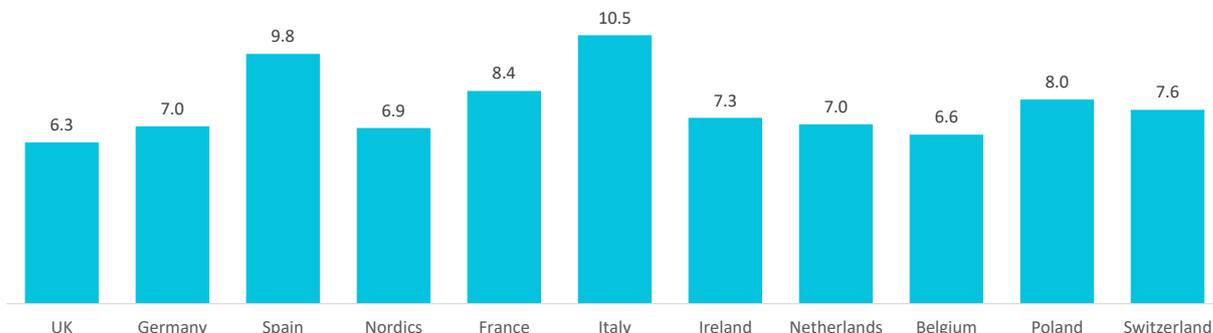
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Lanzarote	18.4%	26.8%	9.8%	15.6%	5.1%	25.8%	11.3%	44.8%	10.9%	12.3%	7.5%	15.3%
Fuerteventura	15.3%	13.5%	27.5%	11.3%	6.1%	16.0%	21.7%	9.2%	10.5%	7.8%	27.5%	16.0%
Gran Canaria	26.6%	16.4%	32.3%	29.0%	65.5%	18.2%	20.1%	14.3%	44.2%	24.9%	18.1%	36.7%
Tenerife	40.7%	43.7%	29.8%	44.8%	23.8%	44.0%	51.3%	33.0%	33.3%	57.3%	48.3%	37.7%
La Gomera	0.4%	0.1%	0.7%	0.6%	0.3%	0.8%	0.3%	0.2%	0.2%	0.3%	0.2%	0.3%
La Palma	1.5%	0.4%	3.3%	3.4%	0.7%	0.9%	0.5%	0.4%	1.5%	0.7%	1.6%	2.4%
El Hierro	0.1%	0.0%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Cruise	0.2%	0.1%	0.7%	0.2%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.2%	0.3%



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

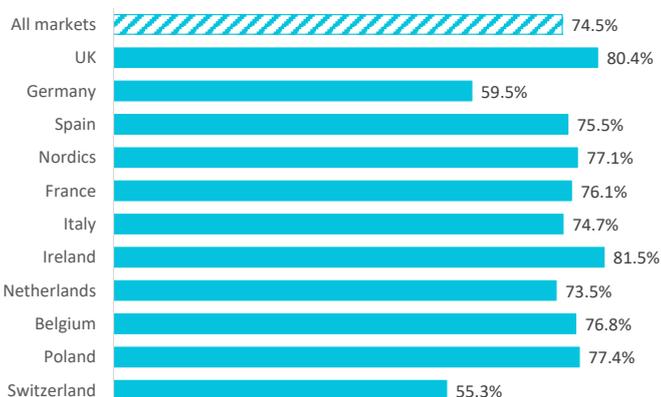
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
0 hours	2.3%	3.4%	2.3%	1.4%	3.6%	0.6%	0.2%	1.6%	2.3%	1.4%	1.0%	0.3%
1 - 2 hours	9.2%	13.9%	9.6%	2.6%	11.3%	4.0%	1.2%	6.5%	12.0%	10.1%	6.3%	5.4%
3 - 6 hours	32.6%	40.2%	36.6%	16.8%	35.2%	24.8%	10.8%	37.8%	35.7%	42.5%	26.0%	32.0%
7 - 12 hours	47.6%	37.4%	46.0%	59.5%	43.3%	63.3%	65.8%	48.7%	42.3%	42.1%	60.0%	56.1%
More than 12 hours	8.4%	5.0%	5.5%	19.8%	6.6%	7.4%	22.0%	5.4%	7.6%	3.9%	6.8%	6.2%
Outdoor time per day	7.5	6.3	7.0	9.8	6.9	8.4	10.5	7.3	7.0	6.6	8.0	7.6



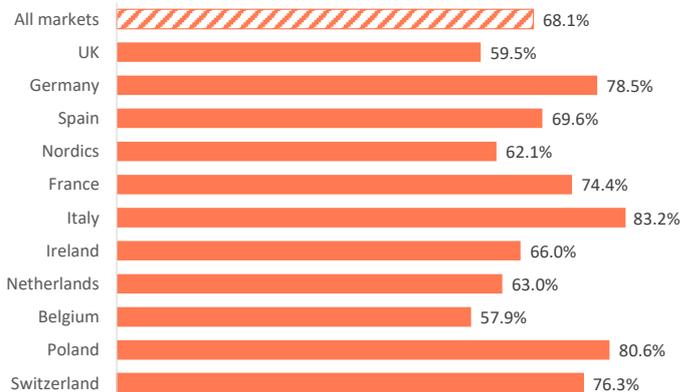
Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Walk, wander	74.5%	80.4%	59.5%	75.5%	77.1%	76.1%	74.7%	81.5%	73.5%	76.8%	77.4%	55.3%
Beach	68.1%	59.5%	78.5%	69.6%	62.1%	74.4%	83.2%	66.0%	63.0%	57.9%	80.6%	76.3%
Swimming pool, hotel facilities	56.2%	69.3%	37.8%	44.7%	63.3%	58.7%	37.4%	70.2%	62.2%	63.8%	53.3%	41.7%
Explore the island on their own	49.1%	35.0%	55.8%	65.0%	43.8%	66.7%	66.0%	30.4%	47.6%	50.5%	68.9%	55.3%
Taste Canarian gastronomy	28.2%	24.1%	35.5%	45.3%	18.6%	14.2%	30.7%	23.9%	21.8%	21.9%	29.8%	30.0%
Hiking	19.9%	7.1%	23.6%	23.6%	27.6%	35.9%	22.4%	7.3%	38.8%	43.9%	34.5%	19.6%
Organized excursions	15.8%	13.0%	17.2%	16.4%	10.3%	26.1%	22.0%	12.6%	17.9%	15.9%	25.8%	14.3%
Nightlife / concerts / shows	15.2%	19.8%	8.9%	15.1%	13.8%	12.5%	15.5%	24.0%	10.7%	9.4%	6.7%	10.1%
Theme parks	13.8%	13.1%	11.0%	17.0%	8.6%	13.4%	15.5%	16.2%	11.5%	12.9%	21.2%	10.3%
Wineries / markets / popular festivals	11.9%	8.9%	12.0%	18.8%	14.1%	15.5%	17.0%	9.0%	6.5%	7.4%	10.1%	12.0%
Sea excursions / whale watching	11.9%	10.1%	12.8%	10.7%	6.3%	22.7%	13.5%	9.6%	12.5%	13.1%	17.3%	12.8%
Museums / exhibitions	10.9%	6.3%	12.0%	17.6%	7.1%	21.3%	14.1%	5.7%	7.9%	10.0%	12.6%	13.3%
Other Nature Activities	9.0%	3.3%	13.6%	13.1%	5.8%	14.2%	18.5%	3.2%	7.6%	8.2%	8.1%	10.0%
Swim	7.6%	10.2%	3.1%	1.9%	9.1%	2.8%	4.6%	9.8%	16.6%	11.3%	12.7%	4.5%
Running	6.2%	4.8%	2.3%	6.1%	9.4%	7.3%	5.5%	6.1%	20.3%	8.8%	8.2%	4.8%
Beauty and health treatments	5.4%	5.6%	3.6%	3.2%	7.4%	7.3%	4.4%	11.5%	6.7%	6.5%	2.3%	10.0%
Astronomical observation	4.2%	2.1%	6.5%	4.8%	5.8%	5.2%	5.3%	2.8%	5.6%	5.2%	4.9%	4.6%
Practice other sports	3.9%	2.9%	4.9%	4.4%	5.2%	4.4%	4.1%	2.2%	3.0%	4.9%	5.1%	4.1%
Surf	2.9%	1.3%	3.8%	2.4%	2.0%	4.5%	9.2%	2.2%	1.9%	5.0%	3.8%	4.2%
Cycling / Mountain bike	2.7%	2.2%	3.6%	1.4%	3.1%	2.0%	3.1%	4.3%	1.9%	3.0%	4.3%	6.1%
Scuba Diving	2.5%	1.3%	3.4%	3.1%	2.2%	5.3%	2.7%	1.4%	1.9%	3.8%	4.4%	2.6%
Golf	2.3%	2.9%	1.6%	1.0%	2.4%	1.2%	1.9%	3.1%	2.8%	2.4%	1.2%	3.3%
Windsurf / Kitesurf	0.9%	0.6%	1.1%	0.6%	0.7%	1.2%	1.9%	0.8%	0.9%	1.1%	2.2%	1.3%

WALK, WANDER



BEACH



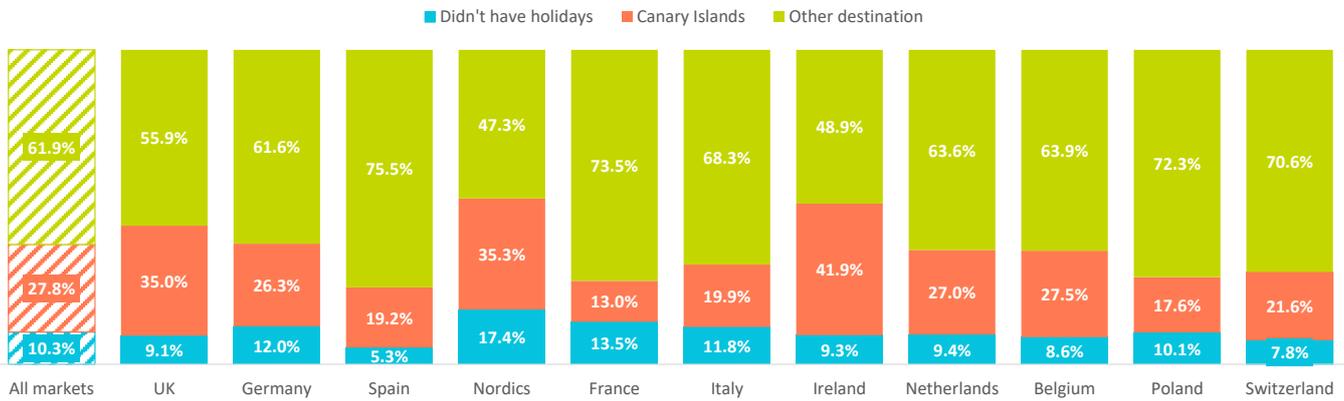


COMPETITORS

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	10.3%	9.1%	12.0%	5.3%	17.4%	13.5%	11.8%	9.3%	9.4%	8.6%	10.1%	7.8%
Canary Islands	27.8%	35.0%	26.3%	19.2%	35.3%	13.0%	19.9%	41.9%	27.0%	27.5%	17.6%	21.6%
Other destination	61.9%	55.9%	61.6%	75.5%	47.3%	73.5%	68.3%	48.9%	63.6%	63.9%	72.3%	70.6%
- Balearic Islands	4.1%	4.9%	5.4%	6.3%	1.4%	3.2%	3.0%	2.7%	1.6%	1.8%	2.3%	3.1%
- Rest of Spain	11.5%	8.9%	6.2%	33.8%	8.1%	7.9%	9.0%	13.2%	10.0%	10.9%	7.7%	8.7%
- Italy	7.4%	4.1%	8.9%	7.2%	5.6%	8.6%	19.3%	5.3%	6.8%	8.1%	10.9%	15.3%
- France	4.9%	3.1%	4.3%	4.0%	3.6%	19.4%	4.2%	3.4%	6.9%	12.6%	2.2%	6.8%
- Turkey	3.2%	4.5%	3.8%	1.0%	2.1%	1.2%	1.8%	2.0%	2.6%	2.6%	7.2%	2.2%
- Greece	7.4%	8.5%	7.3%	2.0%	8.8%	7.1%	8.6%	3.6%	9.6%	6.8%	13.6%	4.9%
- Portugal	4.1%	3.9%	3.4%	4.9%	2.4%	4.6%	2.5%	7.7%	3.9%	3.4%	3.8%	6.6%
- Croatia	2.1%	1.4%	3.0%	0.8%	2.3%	1.5%	2.6%	1.3%	1.9%	1.4%	5.6%	1.5%
- Egypt	1.5%	1.2%	2.0%	0.9%	0.3%	1.0%	3.6%	0.2%	0.8%	1.1%	4.3%	3.3%
- Tunisia	0.5%	0.3%	0.5%	0.1%	0.1%	1.7%	0.7%	0.1%	0.2%	0.9%	1.5%	0.6%
- Morocco	1.3%	1.0%	0.9%	2.0%	0.3%	3.0%	1.9%	0.7%	0.7%	2.0%	1.6%	1.8%
- Others	13.9%	14.1%	16.1%	12.5%	12.2%	14.3%	11.1%	8.7%	18.5%	12.2%	11.6%	15.9%

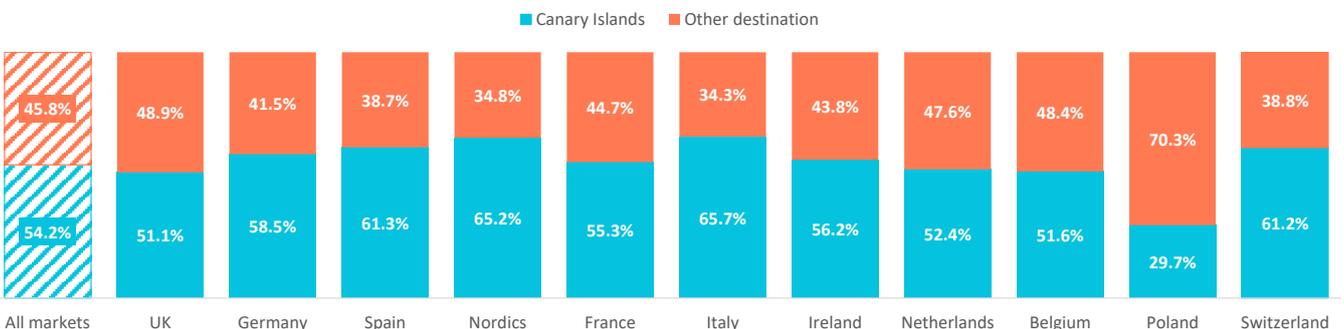
* Percentage of valid answers



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%	25.4%	29.7%	36.9%	41.4%	26.8%	32.3%	32.4%	27.1%	29.1%	7.5%	32.3%
Canary Islands (other island)	26.1%	25.8%	28.8%	24.3%	23.8%	28.5%	33.4%	23.8%	25.3%	22.5%	22.2%	28.9%
Other destination	45.8%	48.9%	41.5%	38.7%	34.8%	44.7%	34.3%	43.8%	47.6%	48.4%	70.3%	38.8%
- Balearic Islands	5.7%	7.3%	6.0%	8.3%	1.1%	6.7%	4.0%	3.8%	2.9%	3.7%	3.5%	4.6%
- Rest of Spain	8.9%	9.3%	5.4%	10.1%	7.4%	5.0%	7.4%	12.4%	9.7%	10.1%	12.9%	4.9%
- Italy	4.9%	4.1%	4.2%	5.4%	4.0%	5.6%	3.9%	5.4%	5.5%	5.9%	11.9%	3.6%
- France	1.7%	1.3%	1.4%	1.5%	1.8%	3.4%	0.8%	1.8%	1.6%	3.7%	2.6%	1.0%
- Turkey	3.2%	4.4%	2.7%	0.9%	2.1%	1.7%	1.5%	2.2%	3.3%	3.3%	5.2%	3.5%
- Greece	7.8%	8.9%	7.9%	3.0%	6.8%	7.7%	5.4%	5.1%	11.7%	8.0%	12.2%	9.2%
- Portugal	6.4%	7.2%	5.4%	4.3%	4.3%	6.2%	4.2%	9.6%	6.2%	5.0%	9.1%	4.2%
- Croatia	2.3%	2.6%	2.1%	1.4%	2.0%	2.5%	1.0%	2.0%	1.8%	2.2%	5.4%	1.3%
- Egypt	2.5%	2.2%	3.3%	1.3%	2.6%	2.2%	4.1%	0.6%	2.7%	3.7%	4.2%	2.8%
- Others	2.3%	1.6%	2.9%	2.5%	2.5%	3.7%	2.0%	1.0%	2.2%	2.8%	3.3%	3.7%

* Percentage of valid answers





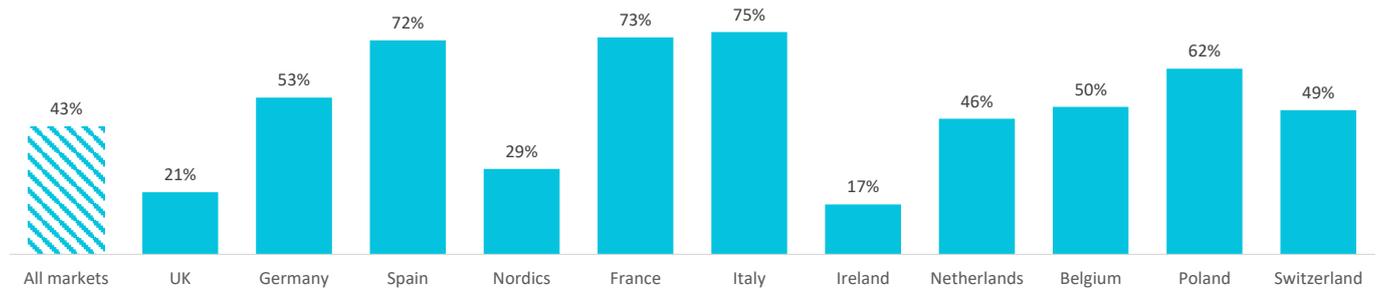
TRANSPORT (Data Q4 2025)

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	43.0%	20.9%	52.8%	72.0%	28.7%	73.1%	74.8%	16.8%	45.7%	49.6%	62.5%	48.5%
Public transport	28.7%	28.0%	33.9%	18.9%	39.9%	22.1%	21.5%	27.5%	25.8%	25.4%	38.9%	28.1%
Taxi / Private hire vehicle	31.6%	45.1%	17.4%	18.2%	43.8%	13.0%	13.1%	64.0%	36.6%	25.0%	8.5%	22.9%
Organised excursions with transport included	11.4%	11.2%	14.9%	6.2%	11.5%	13.6%	8.8%	6.2%	9.3%	10.2%	22.6%	14.5%
Bicycle	3.0%	2.7%	4.2%	0.9%	2.5%	1.9%	3.3%	5.1%	3.3%	3.4%	4.5%	7.2%
On foot	15.7%	23.3%	15.2%	4.4%	19.8%	6.4%	6.5%	13.4%	14.9%	17.4%	9.6%	11.3%

* Multi-choise question

RENTAL VEHICLE

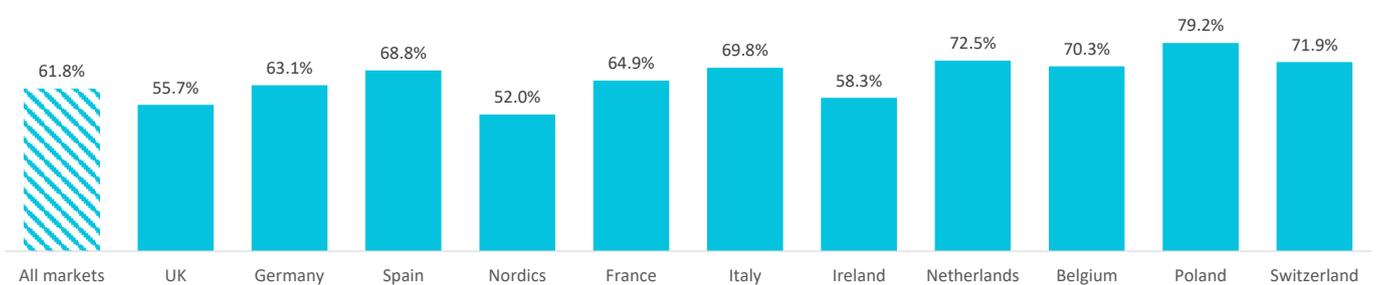


What factors influenced their choice of transport?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
No other alternative	15.5%	18.4%	16.1%	14.6%	11.2%	16.9%	10.6%	13.7%	17.7%	13.4%	6.3%	12.2%
Comfort and convenience	61.8%	55.7%	63.1%	68.8%	52.0%	64.9%	69.8%	58.3%	72.5%	70.3%	79.2%	71.9%
Price	31.8%	34.5%	32.8%	24.2%	32.8%	31.8%	22.6%	32.1%	26.3%	37.3%	38.5%	20.0%
Accessibility	24.6%	22.3%	29.1%	15.4%	39.5%	21.0%	14.0%	25.4%	17.7%	25.8%	41.3%	19.2%
Environmental impact	4.3%	4.4%	6.0%	2.5%	5.6%	2.3%	2.6%	1.5%	1.5%	4.2%	4.0%	7.9%
Safety	11.4%	14.4%	8.2%	5.9%	13.2%	8.7%	6.0%	16.6%	10.6%	7.3%	12.6%	7.0%
Available travel time	11.6%	13.1%	8.8%	13.5%	10.8%	5.8%	12.9%	9.9%	5.9%	6.7%	23.4%	8.2%
Punctuality	6.8%	8.0%	5.9%	4.0%	8.5%	5.4%	5.5%	11.3%	5.5%	5.7%	7.7%	3.7%
Flexible timetable	15.0%	16.5%	5.0%	23.1%	16.3%	19.3%	19.8%	9.7%	16.3%	17.0%	11.1%	12.8%

* Multi-choise 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	6.6%	5.5%	6.2%	7.3%	6.6%	5.0%	4.9%	8.5%	6.1%	8.7%	10.0%	6.5%
- Infrequent service	2.0%	1.9%	2.0%	2.4%	1.1%	1.7%	1.9%	2.9%	2.0%	1.1%	2.7%	1.2%
- Confusing or insufficient information	1.8%	1.1%	2.3%	1.6%	2.7%	1.6%	1.4%	0.7%	2.0%	1.5%	2.8%	2.7%
- Accessibility barriers	0.3%	0.1%	0.2%	0.5%	0.2%	0.6%	0.2%	0.3%	0.5%	0.0%	0.0%	0.6%
- Delays or cancellations	1.9%	1.4%	2.6%	1.4%	2.8%	0.7%	0.1%	2.0%	1.7%	1.6%	5.8%	1.6%
- High fares	0.7%	0.6%	0.3%	0.8%	0.6%	0.7%	1.4%	1.2%	0.2%	0.0%	0.8%	0.9%
- Difficulties with booking systems	0.5%	0.4%	0.1%	0.3%	1.1%	0.8%	0.4%	1.2%	0.5%	0.6%	0.3%	0.6%
- Poor connections	0.8%	0.4%	1.3%	1.1%	0.1%	1.0%	0.1%	0.8%	1.1%	1.9%	0.5%	0.0%
- Others	1.4%	1.3%	1.3%	1.6%	0.7%	0.7%	0.6%	2.5%	2.6%	4.3%	0.8%	1.2%
No	93.4%	94.5%	93.8%	92.7%	93.4%	95.0%	95.1%	91.5%	93.9%	91.3%	90.0%	93.5%

* 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



PLACES VISITED ON EACH ISLAND

LANZAROTE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Arrecife	32.1%	20.6%	47.2%	63.2%	22.2%	51.3%	58.3%	22.4%	38.0%	39.2%	--	--
Montaña del Fuego/ Ruta de los Volcanes	27.2%	13.7%	35.1%	63.6%	22.0%	63.7%	57.9%	10.1%	26.5%	55.3%	--	--
Jameos del agua	22.9%	9.8%	39.0%	63.4%	12.7%	49.0%	45.7%	7.1%	22.5%	42.1%	--	--
Mirador del Río Viewpoint	20.7%	7.6%	36.8%	50.7%	14.1%	48.2%	57.8%	5.4%	23.2%	36.9%	--	--
Teguise Market	19.3%	11.3%	26.3%	37.3%	16.0%	43.8%	40.8%	10.3%	17.3%	33.1%	--	--
Cueva de los Verdes	17.7%	5.1%	28.9%	55.5%	9.7%	44.4%	47.0%	4.3%	21.2%	36.5%	--	--
Cactus Garden	16.6%	6.1%	30.3%	33.5%	4.5%	52.3%	46.8%	4.5%	19.3%	26.2%	--	--
César Manrique Foundation	14.1%	5.6%	29.9%	24.9%	5.2%	44.8%	36.2%	3.1%	13.9%	29.8%	--	--
La Graciosa	7.8%	2.4%	14.5%	24.4%	1.7%	17.9%	28.3%	1.3%	9.0%	14.7%	--	--
Monumento al Campesino	7.7%	2.3%	14.6%	30.4%	4.2%	13.6%	24.3%	1.6%	5.3%	10.7%	--	--
San José Castle	2.8%	1.5%	3.6%	5.9%	0.0%	5.3%	7.9%	1.1%	1.7%	9.4%	--	--
Tourist ≥ 16 years old - Lanzarote	2,871,074	1,466,123	235,135	267,123	54,221	203,284	74,091	322,419	73,820	48,803	27,628	24,366

FUERTEVENTURA

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Jandía Beach	34.7%	13.8%	46.9%	60.2%	18.7%	42.6%	44.0%	12.6%	27.4%	--	47.3%	--
Corralejo Dunes	32.5%	28.0%	20.4%	58.1%	16.1%	48.3%	64.5%	28.6%	25.7%	--	38.7%	--
Cotillo	26.1%	18.4%	16.8%	50.4%	13.8%	36.9%	64.6%	23.5%	24.3%	--	24.4%	--
Betancuria	19.8%	7.8%	17.0%	42.2%	8.3%	38.9%	33.5%	10.6%	18.5%	--	33.6%	--
Betancuria Viewpoint	15.6%	6.4%	15.2%	34.9%	6.6%	23.6%	22.9%	7.2%	14.9%	--	28.1%	--
Cofete	13.8%	2.7%	14.4%	30.8%	5.0%	22.0%	27.8%	4.4%	4.9%	--	31.2%	--
Aloe Vera Museum	6.9%	2.8%	7.6%	8.8%	4.7%	14.1%	7.1%	4.5%	8.0%	--	16.0%	--
Montaña Sagrada de Tindaya	6.4%	1.8%	4.2%	18.5%	3.8%	13.3%	16.9%	4.4%	4.9%	--	12.2%	--
Sicasumbre Viewpoint	5.9%	1.3%	6.5%	16.3%	1.3%	8.3%	5.6%	2.5%	1.8%	--	18.3%	--
Museums	5.1%	3.1%	4.4%	11.3%	2.2%	7.0%	5.5%	6.2%	4.1%	--	6.3%	--
La Casa de los Coroneles	2.9%	1.4%	2.7%	7.2%	0.7%	3.0%	5.3%	1.7%	1.4%	--	6.9%	--
Tourist ≥ 16 years old - Fuerteventura	2,388,592	733,058	691,803	193,655	61,336	126,939	154,807	62,795	71,689	31,145	111,817	23,816

GRAN CANARIA

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Maspalomas Dunes	50.4%	40.1%	64.6%	51.7%	30.0%	68.3%	69.4%	39.4%	53.7%	61.6%	77.4%	62.7%
Las Palmas de Gran Canaria	48.4%	34.9%	51.3%	68.6%	32.2%	59.6%	70.6%	38.1%	43.9%	43.3%	76.5%	56.2%
Puerto de Mogán	41.9%	39.2%	43.7%	41.4%	35.0%	54.5%	53.7%	46.0%	42.7%	48.2%	62.5%	36.4%
North of the island	21.4%	10.0%	23.1%	37.4%	12.0%	35.5%	35.9%	8.1%	21.2%	22.4%	47.3%	14.9%
Island's interior	20.2%	9.7%	28.1%	21.0%	9.4%	43.0%	24.3%	6.0%	24.4%	29.3%	46.3%	21.2%
Agaeete	14.4%	4.8%	16.9%	28.7%	7.4%	27.1%	24.1%	4.5%	12.8%	10.3%	36.1%	10.9%
Teror	13.9%	5.4%	16.2%	23.5%	6.3%	27.2%	17.4%	3.6%	14.7%	16.2%	32.7%	13.6%
Roque Nublo	12.7%	5.0%	16.1%	17.3%	7.6%	23.4%	21.2%	2.1%	14.0%	13.5%	27.2%	15.2%
Guayadeque Viewpoint	7.0%	1.8%	8.6%	14.4%	3.0%	13.9%	11.3%	1.4%	7.5%	9.0%	21.7%	8.2%
Tourist ≥ 16 years old - Gran Canaria	4,192,419	891,878	816,488	506,486	708,943	144,553	146,768	101,554	300,443	104,747	73,947	64,140

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%
Tourist ≥ 16 years old - Tenerife	6,443,553	2,392,915	743,280	790,063	255,516	358,249	378,944	235,630	225,622	244,152	196,625	64,801

LA PALMA

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Santa Cruz de La Palma	74.3%	44.4%	77.5%	83.4%	--	--	--	--	80.0%	--	--	--
Los Llanos de Aridane	61.4%	19.0%	67.9%	70.6%	--	--	--	--	65.9%	--	--	--
Tazacorte Harbour	60.1%	21.0%	68.9%	64.8%	--	--	--	--	59.1%	--	--	--
Caldera de Taburiente National Park	57.2%	25.7%	63.9%	63.0%	--	--	--	--	59.0%	--	--	--
Cumbre vieja Volcano	51.9%	24.8%	56.9%	62.1%	--	--	--	--	44.6%	--	--	--
Ruta de los Volcanes (Fuencaliente)	50.4%	30.0%	53.0%	52.2%	--	--	--	--	59.7%	--	--	--
Roque de los Muchachos Observatory	47.6%	24.1%	49.1%	59.1%	--	--	--	--	39.6%	--	--	--
Los Tilos Forest	32.9%	7.9%	31.4%	51.9%	--	--	--	--	33.9%	--	--	--
Tourist ≥ 16 years old - La Palma	188,913	14,686	79,319	50,988	6,354	3,395	1,859	1,184	10,172	2,440	4,382	2,396

Tourist profile by markets by markets (1/2)

CANARY ISLANDS (2025)



PLACES VISITED ON EACH ISLAND

LANZAROTE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Arrecife	920,122	301,986	111,853	163,822	11,780	106,342	43,676	72,416	28,334	19,841	--	--
Montaña del Fuego/ Ruta de los Volcanes	779,000	200,873	83,272	164,778	11,646	131,949	43,357	32,681	19,753	27,994	--	--
Jameos del agua	657,952	143,251	92,404	164,231	6,727	101,492	34,178	22,964	16,794	21,300	--	--
Mirador del Río Viewpoint	592,978	110,818	87,106	131,384	7,475	99,924	43,245	17,518	17,267	18,660	--	--
Tegüise Market	552,758	166,021	62,392	96,722	8,482	90,750	30,547	33,361	12,878	16,768	--	--
Cueva de los Verdes	508,923	73,995	68,515	143,834	5,158	91,964	35,205	13,821	15,797	18,466	--	--
Cactus Garden	476,346	89,596	71,878	86,961	2,384	108,294	35,035	14,455	14,408	13,273	--	--
César Manrique Foundation	405,411	82,024	70,879	64,574	2,760	92,931	27,094	9,905	10,338	15,101	--	--
La Graciosa	224,089	35,650	34,428	63,132	889	36,999	21,201	4,263	6,686	7,414	--	--
Monumento al Campesino	221,854	33,687	34,637	78,902	2,250	28,097	18,169	5,102	3,980	5,437	--	--
San José Castle	79,501	22,326	8,620	15,323	-	11,065	5,940	3,421	1,277	4,747	--	--

FUERTEVENTURA

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Jandía Beach	825,032	101,290	324,736	110,974	11,378	53,609	66,695	7,826	19,114	--	53,615	--
Corralejo Dunes	771,997	205,297	141,015	107,225	9,808	60,787	97,777	17,795	17,882	--	43,908	--
Cotillo	619,475	135,096	115,965	92,888	8,398	46,476	97,890	14,656	16,938	--	27,670	--
Betancuria	469,494	57,172	117,564	77,744	5,043	49,023	50,856	6,614	12,885	--	38,101	--
Betancuria Viewpoint	371,159	47,116	105,268	64,441	4,047	29,700	34,720	4,470	10,421	--	31,881	--
Cofete	328,278	19,941	99,559	56,780	3,065	27,748	42,173	2,714	3,407	--	35,358	--
Aloe Vera Museum	162,758	20,817	52,710	16,158	2,846	17,796	10,753	2,779	5,601	--	18,178	--
Montaña Sagrada de Tindaya	152,125	13,210	29,079	34,040	2,334	16,716	25,580	2,715	3,440	--	13,836	--
Sicasumbre Viewpoint	139,204	9,712	44,631	30,031	783	10,516	8,438	1,555	1,277	--	20,712	--
Museums	120,887	22,390	30,651	20,852	1,333	8,863	8,282	3,858	2,874	--	7,189	--
La Casa de los Coroneles	69,999	10,315	18,527	13,231	404	3,764	7,963	1,073	1,002	--	7,833	--

GRAN CANARIA

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Maspalomas Dunes	2,118,464	357,823	526,984	265,442	212,670	98,459	#####	39,943	161,376	64,463	57,585	40,293
Las Palmas de Gran Canaria	2,035,103	311,356	418,154	352,445	228,612	85,975	#####	38,643	132,102	45,284	56,896	36,134
Puerto de Mogán	1,761,489	349,352	356,334	212,663	248,253	78,505	79,308	46,599	128,367	50,500	46,464	23,424
North of the island	898,440	88,918	188,825	192,127	85,530	51,253	52,968	8,177	63,652	23,489	35,203	9,552
Island's interior	848,529	86,720	229,291	107,766	66,972	62,017	35,828	6,049	73,324	30,681	34,464	13,646
Agaete	607,525	42,367	137,476	147,580	52,378	39,105	35,550	4,517	38,562	10,806	26,833	7,022
Teror	582,890	48,329	132,190	120,684	44,825	39,154	25,709	3,651	44,311	16,965	24,307	8,751
Roque Nublo	535,689	44,851	131,303	89,081	53,991	33,725	31,345	2,162	42,140	14,094	20,203	9,756
Guayadeque Viewpoint	292,576	15,643	70,206	73,868	21,219	19,976	16,764	1,405	22,445	9,427	16,133	5,247

TENERIFE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Teide National Park	2,481,908	353,635	418,578	460,559	61,824	240,429	#####	46,391	116,833	97,428	#####	37,148
Santa Cruz	2,088,852	236,841	349,107	470,816	70,308	166,107	#####	32,689	72,982	65,689	#####	26,684
La Laguna	1,274,360	92,637	201,732	393,890	37,908	134,666	#####	11,889	45,606	37,804	56,102	15,616
Garachico	1,166,490	94,701	198,503	329,979	26,518	129,332	96,106	8,463	31,075	36,506	68,905	15,001
Los Gigantes Cliffs	1,149,085	97,799	141,256	323,776	27,564	123,130	#####	11,430	32,670	31,179	67,145	10,033
La Orotava	1,044,621	70,535	185,025	324,284	28,287	119,715	72,363	8,134	31,151	26,614	56,123	12,859
Anaga Rural Park	924,882	55,871	186,865	217,877	17,295	106,434	53,932	7,122	32,869	24,509	71,593	14,584
Icod de los Vinos	905,856	76,526	159,095	273,552	23,040	84,458	68,608	9,137	23,728	25,593	46,347	8,878
Masca Valley	873,768	49,805	125,619	182,611	24,280	115,383	94,674	7,728	31,348	32,336	69,667	15,760
Teno / Buenavista	444,633	25,039	124,017	79,662	6,796	51,346	35,716	3,092	12,395	14,974	28,914	9,637
Infierno Valley	191,418	12,404	29,781	49,111	4,674	15,120	18,302	3,805	6,454	11,041	11,806	720

LA PALMA

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Santa Cruz de La Palma	113,688	6,379	55,198	27,726	--	--	--	--	8,100	--	--	--
Los Llanos de Aridane	94,012	2,727	48,316	23,468	--	--	--	--	6,676	--	--	--
Tazacorte Harbour	91,984	3,015	49,017	21,532	--	--	--	--	5,989	--	--	--
Caldera de Taburiente National Park	87,505	3,685	45,483	20,948	--	--	--	--	5,975	--	--	--
Cumbre vieja Volcano	79,400	3,561	40,478	20,632	--	--	--	--	4,520	--	--	--
Ruta de los Volcanes (Fuencaliente)	77,166	4,307	37,704	17,357	--	--	--	--	6,044	--	--	--
Roque de los Muchachos Observatory	72,790	3,455	34,935	19,661	--	--	--	--	4,012	--	--	--
Los Tilos Forest	50,330	1,140	22,378	17,247	--	--	--	--	3,431	--	--	--



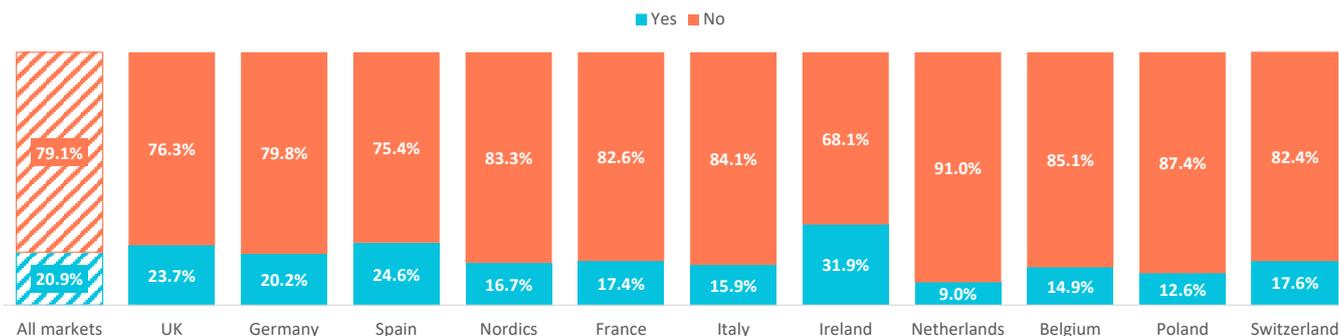
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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	48.2%	48.6%	41.7%	54.2%	40.4%	44.5%	59.8%	37.4%	64.3%	52.0%	63.1%	45.6%
No	31.8%	34.5%	33.2%	29.9%	39.2%	28.4%	24.9%	42.0%	15.8%	28.7%	14.2%	28.1%
Not remember	20.0%	16.9%	25.1%	15.9%	20.4%	27.0%	15.3%	20.6%	19.9%	19.3%	22.7%	26.3%

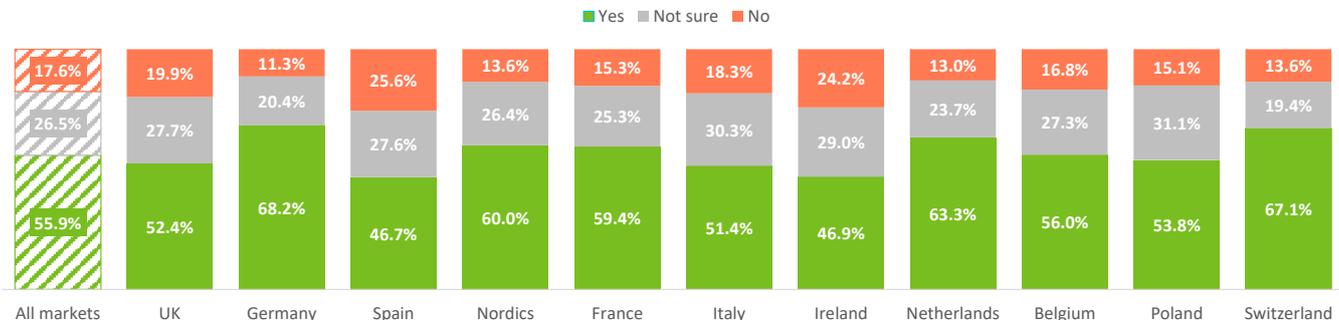
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	20.9%	23.7%	20.2%	24.6%	16.7%	17.4%	15.9%	31.9%	9.0%	14.9%	12.6%	17.6%
No	79.1%	76.3%	79.8%	75.4%	83.3%	82.6%	84.1%	68.1%	91.0%	85.1%	87.4%	82.4%



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	55.9%	52.4%	68.2%	46.7%	60.0%	59.4%	51.4%	46.9%	63.3%	56.0%	53.8%	67.1%
- For any purpose	13.0%	13.1%	16.6%	7.2%	17.5%	10.7%	7.0%	8.2%	18.7%	12.1%	12.4%	19.7%
- Improve living conditions	9.4%	7.7%	11.8%	8.6%	10.7%	12.2%	6.3%	8.5%	17.6%	12.1%	6.3%	9.8%
- Improve economic development	4.5%	5.7%	4.6%	3.9%	3.2%	3.2%	2.9%	4.5%	4.3%	3.1%	3.7%	4.2%
- Improve the environment	17.6%	12.6%	25.7%	17.7%	18.7%	24.2%	25.8%	11.6%	11.6%	15.6%	22.6%	20.5%
- Improve the tourist environment	5.1%	5.5%	3.4%	4.9%	4.2%	4.6%	4.8%	6.3%	6.1%	5.3%	5.6%	4.6%
- Other purposes	6.3%	7.7%	6.3%	4.4%	5.7%	4.6%	4.5%	7.7%	5.0%	7.7%	3.2%	8.2%
Not sure	26.5%	27.7%	20.4%	27.6%	26.4%	25.3%	30.3%	29.0%	23.7%	27.3%	31.1%	19.4%
No	17.6%	19.9%	11.3%	25.6%	13.6%	15.3%	18.3%	24.2%	13.0%	16.8%	15.1%	13.6%

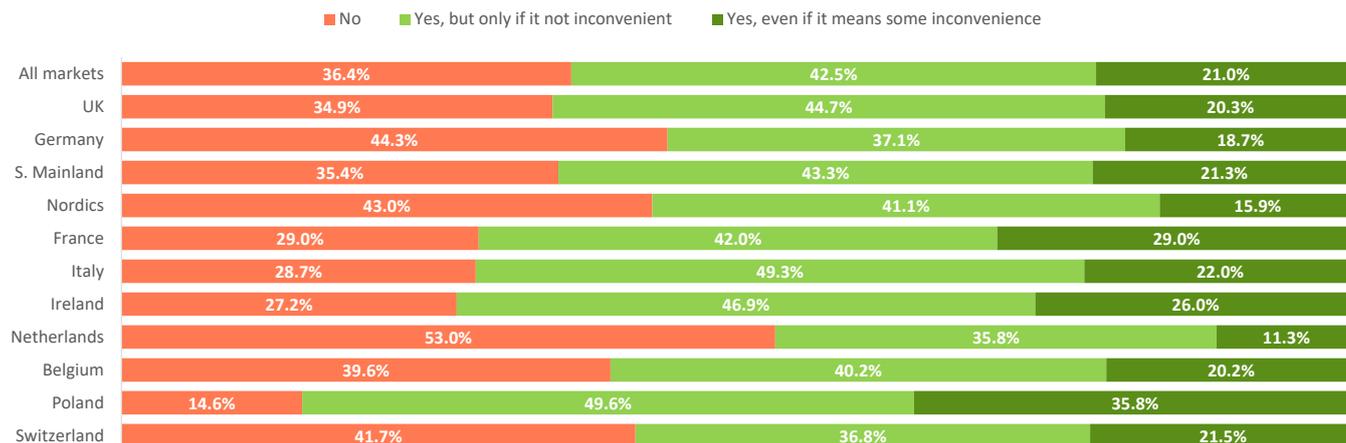


How much would they be willing to pay?

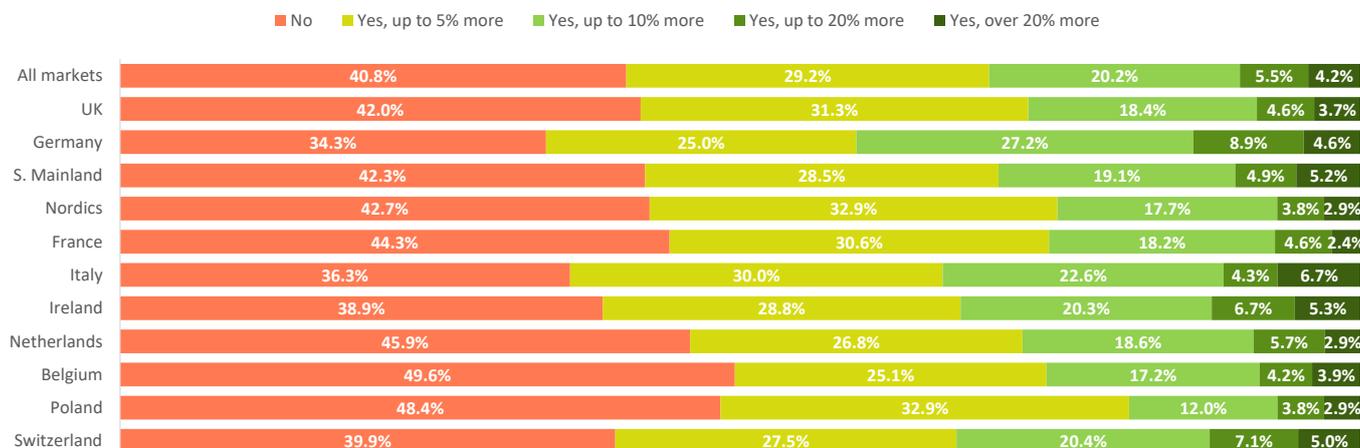
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Up to 1 euro	38.1%	33.9%	31.3%	44.0%	38.5%	49.4%	45.7%	42.5%	39.3%	44.2%	52.8%	29.5%
Up to 2 euros	32.1%	31.7%	39.1%	27.2%	29.1%	29.4%	31.6%	25.5%	36.0%	29.9%	29.5%	34.1%
Up to 3 euros	19.2%	21.8%	20.2%	19.1%	17.8%	13.5%	16.7%	18.6%	17.3%	17.9%	12.8%	21.2%
More than 3 euros	10.6%	12.6%	9.4%	9.7%	14.6%	7.6%	6.0%	13.4%	7.4%	8.1%	4.9%	15.2%

SUSTAINABLE DESTINATION (DATA = 2023)

When booking a trip, do they tend to choose the most sustainable options?



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



Perception 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	8.03	8.09	7.80	8.27	7.75	8.14	8.29	8.17	7.77	7.99	7.76	7.83
Tolerance towards tourism	8.55	8.57	8.53	8.71	8.40	8.55	8.63	8.64	8.14	8.33	8.93	8.32
Cleanliness of the island	8.25	8.58	7.82	8.17	7.89	8.23	8.24	8.73	7.84	8.15	8.43	7.62
Air quality	8.46	8.53	8.48	8.52	8.09	8.38	8.79	8.61	7.96	8.27	8.76	8.07
Rational water consumption	7.58	7.91	6.93	7.61	7.47	7.39	7.74	7.90	7.36	7.61	7.57	7.28
Energy saving	7.06	7.35	6.40	7.13	6.90	7.00	7.49	7.33	6.92	7.14	7.03	6.57
Use of renewable energy	7.03	7.20	6.41	7.11	6.93	7.06	7.64	7.22	6.79	7.02	7.18	6.61
Recycling	7.07	7.59	6.31	6.93	6.54	7.02	7.00	7.40	6.88	7.07	7.19	6.50
Easy to get around by public transport	7.49	7.86	7.16	6.90	7.30	7.57	7.46	7.97	7.46	7.42	7.69	6.85
Overcrowding in tourist areas	6.58	6.75	5.56	7.02	6.47	6.67	7.05	6.69	6.72	6.69	6.83	6.37
Supply of local products	7.20	7.26	6.83	7.55	6.74	7.34	7.48	7.08	7.13	7.33	7.47	7.07

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