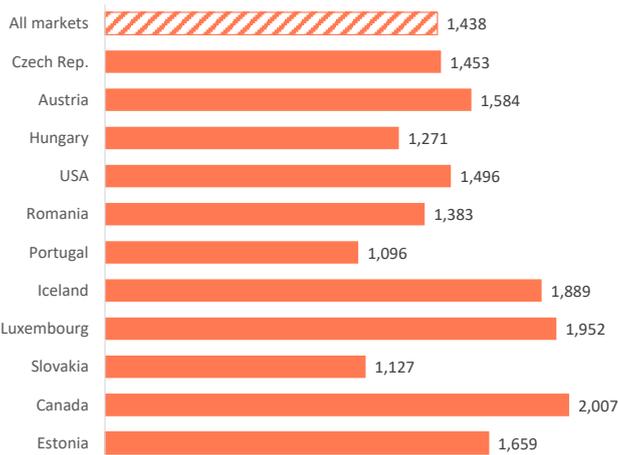


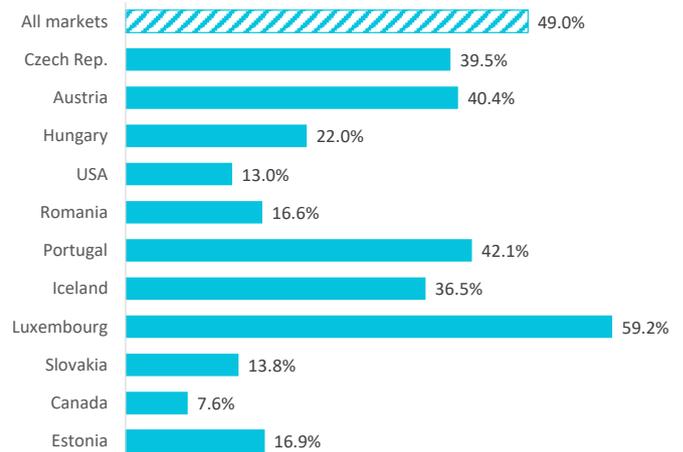
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Tourist arrivals ≥ 16 years old (EGT)	16,125,238	155,087	138,620	74,141	73,325	72,247	69,558	66,111	35,511	35,503	32,899	30,047
% Tourists	100%	1.0%	0.9%	0.5%	0.5%	0.4%	0.4%	0.4%	0.2%	0.2%	0.2%	0.2%
- Lanzarote	2,871,074	15,596	11,622	802	2,680	2,429	4,671	469	7,087	9,442	2,526	1,132
- Fuerteventura	2,388,592	32,197	25,296	10,876	2,720	3,073	9,393	5,033	7,141	7,950	1,796	730
- Gran Canaria	4,192,419	24,928	47,039	20,132	19,504	27,194	24,825	9,719	10,608	6,169	8,025	10,788
- Tenerife	6,443,553	81,615	51,084	42,331	46,985	39,504	29,110	50,833	9,519	11,873	20,295	17,397
- La Palma	188,913	750	2,238	0	1,362	0	1,517	57	962	30	257	0
% tourists who book holiday package	49.0%	39.5%	40.4%	22.0%	13.0%	16.6%	42.1%	36.5%	59.2%	13.8%	7.6%	16.9%
Expenditure per tourist (€)	1,438	1,453	1,584	1,271	1,496	1,383	1,096	1,889	1,952	1,127	2,007	1,659
- book holiday package	1,660	1,495	1,927	1,565	1,427	1,726	1,280	1,945	2,119	1,404	1,543	2,337
- holiday package	1,375	1,258	1,630	1,304	999	1,333	1,149	1,497	1,850	1,267	1,184	1,626
- others	285	237	297	261	428	394	131	448	269	138	359	711
- do not book holiday package	1,224	1,426	1,351	1,188	1,506	1,314	962	1,856	1,710	1,083	2,045	1,522
- flight	323	359	358	276	495	397	225	475	361	272	649	527
- accommodation	425	485	476	439	485	346	364	719	775	350	660	452
- others	477	583	517	473	526	572	373	662	574	461	736	542
Average lenght of stay	9.2	9.1	9.8	8.4	7.6	9.7	7.8	11.1	9.6	7.4	15.0	8.7
- Median	7.0	7.0	8.0	7.0	6.0	7.0	7.0	10.0	7.0	7.0	9.0	7.0
Average daily expenditure (€)	178.16	160.55	177.52	172.09	236.43	175.15	162.63	191.64	226.12	160.08	170.91	218.38
- Median	163.48	141.48	158.86	158.72	205.32	170.72	154.20	174.42	221.42	141.96	153.59	168.00
Average daily expenditure without flight (€)	129.30	113.77	124.63	128.92	161.59	129.34	116.13	137.48	161.72	118.09	108.09	144.94
- Median	120.02	100.81	112.45	113.93	140.26	125.00	111.11	124.27	152.95	107.82	101.71	118.07
Average cost of the flight (€)	393.66	389.62	446.65	310.22	477.89	412.36	303.78	508.61	536.46	292.79	633.08	534.00
Total turnover (≥ 16 years old) (€m)	23,186	225	220	94	110	100	76	125	69	40	66	50
% Turnover	100%	1.0%	0.9%	0.4%	0.5%	0.4%	0.3%	0.5%	0.3%	0.2%	0.3%	0.2%
Turnover without flight (≥ 16 years old) (€m)	16,838	165	158	71	75	70	55	91	50	30	45	34
Tourist arrivals (FRONTUR)	18,386,276	--	139,017	100,265	82,627	77,937	-	82,615	53,008	69,987	--	-
Passenger arrivals on non-stop flights (AENA)	22,065,485	99,754	182,744	131,254	6,204	61,575	119,683	80,722	79,583	12,517	16	11,941
Children < 16 years old (FRONTUR - EGT)	2,261,038	-	397	26,124	9,302	5,690	-	16,504	17,497	34,484	-	-

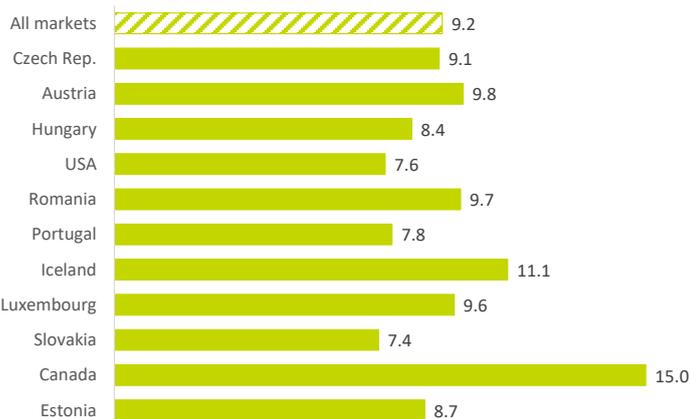
EXPENDITURE PER TOURIST (€)



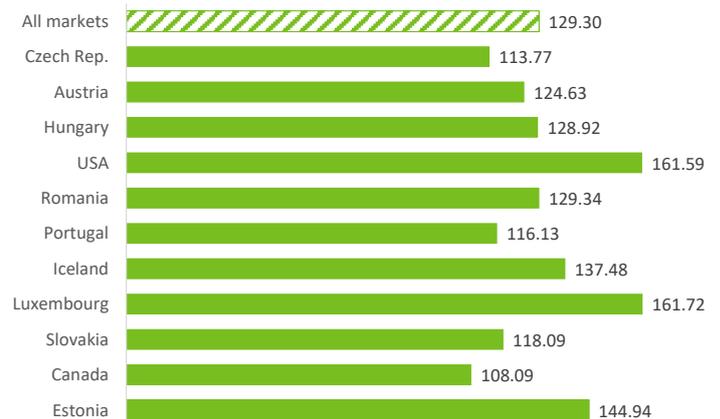
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



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EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



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

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Accommodation:												
- Accommodation	85.1%	80.2%	84.4%	80.2%	71.8%	77.2%	80.5%	81.4%	90.3%	86.7%	73.3%	84.5%
- Additional accommodation expenses	6.7%	5.9%	8.4%	9.7%	10.1%	10.9%	4.1%	8.1%	10.7%	15.4%	9.3%	3.3%
Transport:												
- National/International Transport	95.4%	93.2%	95.8%	90.8%	91.6%	91.7%	87.3%	87.8%	98.1%	92.9%	91.8%	95.9%
- Flights between islands	4.8%	7.9%	7.5%	3.1%	8.9%	8.0%	4.4%	1.6%	6.7%	18.9%	25.3%	9.3%
- Taxi	50.8%	38.3%	41.2%	27.0%	29.4%	14.9%	37.2%	49.3%	59.7%	18.5%	28.8%	24.6%
- Car rental	33.6%	58.8%	53.8%	57.3%	46.5%	57.3%	39.9%	38.7%	36.1%	63.9%	53.7%	67.5%
- Public transport	12.6%	11.5%	11.6%	11.2%	12.5%	18.1%	5.6%	5.2%	8.8%	15.8%	21.5%	21.3%
Food and drink:												
- Food purchases at supermarkets	57.8%	67.6%	65.3%	63.2%	62.9%	61.3%	40.9%	48.9%	49.2%	78.0%	75.2%	73.5%
- Restaurants	68.9%	64.1%	69.9%	71.0%	79.5%	82.5%	50.1%	78.4%	66.2%	75.3%	81.5%	75.2%
Leisure:												
- Organized excursions	24.5%	34.7%	32.3%	31.3%	33.4%	31.5%	20.3%	16.6%	34.3%	37.6%	32.5%	27.2%
- Sport activities	6.4%	10.8%	11.9%	4.6%	12.8%	7.8%	2.9%	6.1%	6.5%	17.1%	8.7%	4.2%
- Cultural activities	2.7%	3.5%	4.5%	5.2%	4.1%	4.8%	1.1%	1.3%	3.4%	5.0%	0.0%	0.7%
- Museums	5.8%	9.1%	8.0%	10.7%	6.4%	13.5%	7.5%	0.5%	9.7%	20.8%	13.0%	6.5%
- Theme Parks	10.9%	15.1%	13.9%	22.8%	11.4%	22.9%	9.2%	18.2%	1.0%	9.9%	9.4%	35.5%
- Discos and pubs	11.0%	7.2%	5.7%	5.9%	14.6%	9.5%	6.3%	9.1%	3.2%	6.0%	14.9%	5.7%
- Wellness	5.0%	2.1%	3.0%	1.2%	10.2%	7.2%	2.9%	11.2%	13.2%	3.8%	3.9%	4.0%
Purchases of goods:												
- Souvenirs	41.8%	45.7%	46.4%	42.1%	44.9%	52.6%	39.7%	44.8%	46.8%	49.6%	51.7%	55.0%
- Other purchases	0.9%	0.9%	1.1%	2.2%	0.4%	3.0%	2.2%	1.4%	0.4%	0.5%	2.8%	0.0%
Others:												
- Medical expenses	6.7%	5.0%	5.7%	2.1%	9.9%	8.5%	4.7%	5.4%	8.9%	5.6%	6.0%	11.2%
- Other expenses	4.4%	3.7%	5.3%	4.9%	4.0%	4.7%	5.3%	6.4%	7.9%	1.1%	1.1%	3.6%

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

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Expenditure per tourist and trip (€)												
Accommodation:	880	792	963	810	862	607	863	1,016	1,207	608	1,092	1,213
- Accommodation	729	716	789	641	690	539	603	952	1,054	469	906	626
- Additional accommodation expenses	151	76	174	169	172	68	260	64	153	139	185	587
Transport:	739	777	839	667	907	800	679	1,173	901	618	1,172	1,049
- National/International Transport	413	418	466	341	522	450	348	579	547	315	690	557
- Flights between islands	84	87	87	81	98	92	89	323	50	111	128	160
- Taxi	93	106	108	89	69	76	90	90	124	72	60	155
- Car rental	121	145	150	135	163	129	125	151	164	103	234	149
- Public transport	28	21	28	21	55	53	26	29	16	17	60	27
Food and drink:	328	366	310	289	346	402	301	468	310	271	474	366
- Food purchases at supermarkets	114	137	113	107	133	142	114	141	107	108	174	151
- Restaurants	214	228	197	183	214	260	187	327	203	163	300	214
Leisure:	565	535	528	551	591	525	390	582	428	393	457	440
- Organized excursions	96	105	97	104	92	91	71	143	88	75	106	116
- Sport activities	106	82	159	76	112	75	53	61	60	62	69	89
- Cultural activities	58	33	36	79	60	40	70	37	35	35	0	50
- Museums	39	35	38	46	45	68	24	75	63	34	46	21
- Theme Parks	77	67	77	81	66	94	57	95	59	79	108	83
- Discos and pubs	100	152	71	69	135	93	68	107	29	30	66	49
- Wellness	89	60	51	95	82	65	46	64	93	77	63	31
Purchases of goods:	309	127	89	250	179	185	225	681	612	105	337	107
- Souvenirs	88	77	72	90	85	94	75	159	86	70	87	107
- Other purchases	220	50	17	160	94	91	150	522	526	35	250	0
Others:	155	75	111	352	323	117	86	400	310	65	314	202
- Medical expenses	47	16	46	18	54	30	30	123	36	15	98	92
- Other expenses	109	60	65	333	269	87	56	278	274	50	216	110

TOURIST PROFILE

Who are they?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Gender												
Percentage of men	48.2%	49.5%	49.6%	49.9%	53.3%	48.5%	51.5%	48.2%	52.6%	40.9%	39.2%	54.6%
Percentage of women	51.8%	50.5%	50.4%	50.1%	46.7%	51.5%	48.5%	51.8%	47.4%	59.1%	60.8%	45.4%
Age												
Average age (tourists above 16 years old)	47.57	39.51	43.35	42.07	42.45	37.73	42.23	51.40	47.54	36.43	52.73	40.25
Standard deviation	17.0	14.7	17.0	14.0	15.3	11.8	15.7	16.4	18.3	13.3	17.0	9.6
Age range												
16-24 years old	9.8%	17.6%	16.2%	8.4%	13.9%	12.2%	11.1%	5.8%	8.4%	20.7%	6.7%	2.5%
25-30 years old	10.4%	14.2%	16.2%	15.4%	13.1%	15.9%	15.3%	7.8%	13.9%	19.4%	11.2%	16.4%
31-45 years old	28.8%	36.7%	26.7%	40.7%	36.8%	48.9%	38.2%	24.2%	30.0%	34.5%	18.1%	54.8%
46-60 years old	23.1%	20.5%	19.2%	22.5%	18.5%	18.3%	19.1%	25.4%	17.5%	19.2%	21.8%	23.3%
Over 60 years old	27.9%	11.0%	21.8%	12.9%	17.8%	4.7%	16.3%	36.9%	30.2%	6.1%	42.3%	3.1%
Occupation												
Salaried worker	54.5%	44.5%	56.3%	54.6%	53.5%	57.9%	47.3%	63.7%	45.6%	52.0%	44.0%	74.3%
Self-employed	10.5%	23.5%	9.4%	13.3%	11.5%	9.7%	22.7%	7.7%	8.5%	16.1%	8.6%	7.5%
Unemployed	1.2%	2.9%	1.2%	3.9%	1.2%	1.1%	0.6%	0.4%	0.7%	0.0%	0.0%	1.0%
Business owner	7.1%	11.2%	7.7%	19.0%	9.9%	18.9%	15.3%	4.7%	11.0%	13.6%	5.3%	11.2%
Student	3.9%	9.2%	6.4%	1.4%	11.5%	7.8%	5.8%	2.2%	6.6%	12.4%	2.8%	5.0%
Retired	21.5%	7.4%	17.3%	6.6%	11.4%	3.5%	7.4%	18.3%	27.5%	5.8%	37.9%	0.9%
Unpaid domestic work	0.5%	1.1%	0.6%	0.6%	0.5%	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.8%	0.2%	1.2%	0.6%	0.7%	0.3%	0.7%	3.0%	0.0%	0.0%	1.4%	0.0%
Annual household income level												
Less than €25,000	12.3%	19.7%	15.1%	40.1%	10.3%	19.7%	26.6%	4.8%	5.5%	25.8%	7.7%	16.1%
€25,000 - €49,999	33.6%	39.1%	33.8%	34.8%	12.0%	44.4%	52.5%	16.0%	15.6%	39.0%	25.6%	45.7%
€50,000 - €74,999	25.1%	25.8%	28.9%	17.4%	6.9%	24.2%	14.7%	34.0%	27.9%	21.2%	21.4%	18.6%
More than €74,999	29.0%	15.4%	22.2%	7.8%	70.8%	11.8%	6.2%	45.2%	51.0%	14.0%	45.3%	19.6%
Education level												
No studies	4.2%	1.0%	0.8%	0.0%	0.0%	1.4%	0.8%	1.4%	0.9%	0.0%	0.7%	1.8%
Primary education	2.1%	4.0%	3.8%	0.5%	1.1%	2.0%	1.0%	7.6%	7.1%	0.7%	0.0%	1.6%
Secondary education	21.4%	29.3%	17.5%	26.9%	8.3%	10.4%	26.1%	41.1%	28.5%	17.1%	10.2%	21.2%
Higher education	72.4%	65.7%	77.9%	72.6%	90.6%	86.2%	72.1%	49.8%	63.5%	82.1%	89.1%	75.4%

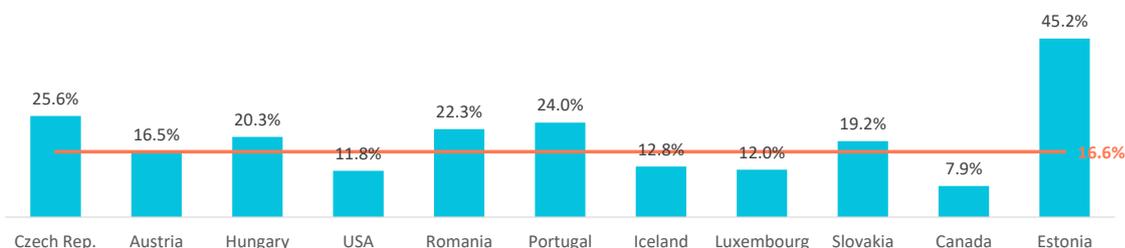
Who do they come with?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Unaccompanied	10.2%	8.2%	11.3%	9.5%	16.8%	11.7%	14.6%	8.8%	12.8%	6.4%	14.4%	7.8%
Only with partner	47.1%	37.6%	42.6%	48.0%	34.3%	38.2%	34.2%	50.0%	42.9%	36.8%	37.3%	20.7%
Only with children (< 13 years old)	4.1%	8.6%	7.4%	3.8%	2.7%	6.0%	7.4%	0.2%	2.3%	5.0%	2.3%	14.7%
Partner + children (< 13 years old)	6.7%	6.0%	6.5%	10.5%	5.6%	6.7%	8.9%	5.3%	5.5%	7.7%	0.0%	15.8%
Other relatives	10.1%	21.8%	8.1%	6.8%	13.9%	20.3%	11.1%	7.2%	15.4%	27.9%	20.7%	21.9%
Friends	7.3%	3.6%	10.4%	4.5%	11.7%	2.3%	2.1%	7.1%	7.4%	1.2%	8.3%	6.1%
Work colleagues	0.6%	0.6%	0.1%	0.0%	0.0%	0.4%	4.5%	1.1%	0.0%	1.9%	0.0%	0.0%
Organized trip	0.3%	0.4%	1.3%	0.5%	0.8%	1.7%	0.8%	0.0%	0.0%	2.0%	0.0%	0.0%
Other combinations ⁽²⁾	13.6%	13.2%	12.2%	16.4%	14.2%	12.6%	16.5%	20.3%	13.7%	10.9%	17.1%	13.1%
<i>(2) Different situations have been isolated</i>												
Tourists with children	16.6%	25.6%	16.5%	20.3%	11.8%	22.3%	24.0%	12.8%	12.0%	19.2%	7.9%	45.2%
- Between 0 and 2 years old	1.3%	1.9%	0.2%	0.6%	0.8%	1.2%	2.7%	0.0%	1.6%	1.0%	0.0%	2.0%
- Between 3 and 12 years old	14.1%	21.7%	15.8%	19.3%	9.1%	21.1%	19.5%	9.5%	9.5%	18.2%	7.9%	39.5%
- Between 0 -2 and 3-12 years old	1.1%	2.0%	0.5%	0.4%	1.9%	0.0%	1.8%	3.3%	0.9%	0.0%	0.0%	3.6%
Tourists without children	83.4%	74.4%	83.5%	79.7%	88.2%	77.7%	76.0%	87.2%	88.0%	80.8%	92.1%	54.8%
Group composition:												
- 1 person	12.2%	10.0%	12.3%	13.1%	18.6%	16.2%	18.6%	10.0%	19.3%	7.5%	15.4%	11.5%
- 2 people	55.5%	46.4%	52.4%	50.2%	50.5%	43.9%	42.7%	57.2%	54.7%	42.5%	56.9%	28.1%
- 3 people	11.9%	12.9%	16.6%	16.3%	10.1%	17.0%	16.8%	6.5%	14.0%	18.8%	11.1%	18.6%
- 4 or 5 people	16.0%	28.1%	15.3%	16.9%	16.2%	17.3%	16.1%	19.6%	5.2%	30.1%	11.3%	31.7%
- 6 or more people	4.4%	2.6%	3.4%	3.5%	4.6%	5.6%	5.8%	6.7%	6.7%	1.1%	5.2%	10.2%
Average group size:	2.60	2.78	2.56	2.59	2.53	2.66	2.64	2.93	2.40	2.82	2.53	3.48

*People who share the main expenses of the trip



%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN





TRIP MOTIVATION AND DESTINATION CHOICE

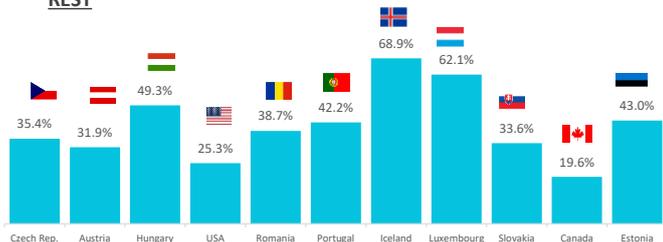
What is the main reason for visiting the Canary Islands?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Holidays	91.1%	91.3%	90.6%	91.3%	68.7%	89.7%	78.9%	91.4%	91.9%	92.9%	79.9%	93.7%
Family reasons	6.2%	6.4%	4.2%	8.0%	22.3%	7.5%	8.6%	7.2%	6.2%	0.8%	18.5%	2.3%
Business	1.4%	0.0%	0.4%	0.0%	4.7%	1.5%	8.9%	1.1%	1.9%	2.3%	0.0%	2.9%
Education and training	0.2%	0.4%	0.6%	0.6%	0.0%	0.0%	0.3%	0.0%	0.0%	1.6%	1.6%	0.0%
Sports training	0.5%	0.8%	2.2%	0.0%	0.5%	0.5%	0.9%	0.0%	0.0%	0.7%	0.0%	0.0%
Health	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	1.1%
Conventions and Exhibitions	0.2%	0.0%	0.6%	0.0%	1.1%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.8%	1.3%	0.0%	2.7%	0.8%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%

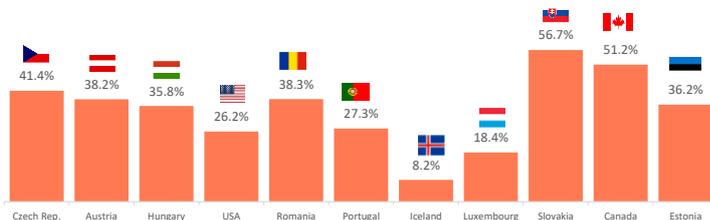
What is the main motivation for their holidays?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Rest	50.2%	35.4%	31.9%	49.3%	25.3%	38.7%	42.2%	68.9%	62.1%	33.6%	19.6%	43.0%
Enjoy family time	15.0%	18.1%	12.9%	12.7%	25.2%	14.0%	19.6%	13.8%	5.7%	2.9%	14.7%	11.7%
Have fun	8.5%	2.5%	8.1%	1.6%	15.2%	6.2%	8.3%	5.4%	6.6%	1.0%	8.7%	9.1%
Explore the destination	22.7%	41.4%	38.2%	35.8%	26.2%	38.3%	27.3%	8.2%	18.4%	56.7%	51.2%	36.2%
Practice their hobbies	2.0%	0.8%	7.1%	0.6%	4.8%	1.5%	1.2%	1.9%	2.7%	5.9%	1.6%	0.0%
Other reasons	1.7%	1.7%	1.8%	0.0%	3.3%	1.3%	1.3%	1.8%	4.6%	0.0%	4.4%	0.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Climate	74.6%	68.2%	71.3%	72.4%	58.2%	71.1%	63.9%	82.9%	73.0%	64.8%	53.1%	87.0%
Safety	56.0%	52.8%	55.3%	64.6%	44.5%	70.5%	53.2%	61.4%	44.3%	68.5%	54.5%	63.8%
Tranquility	49.3%	41.1%	45.1%	69.7%	46.9%	54.5%	51.9%	41.3%	54.3%	39.3%	39.4%	31.1%
Sea	44.5%	53.5%	62.1%	74.3%	38.6%	62.2%	44.8%	23.8%	51.5%	58.2%	37.1%	57.3%
Accommodation supply	42.5%	26.2%	35.5%	39.1%	24.4%	43.3%	36.5%	49.5%	45.1%	21.7%	32.5%	37.8%
Price	38.6%	26.2%	30.9%	40.8%	27.6%	51.9%	42.5%	44.2%	33.4%	31.4%	31.7%	42.5%
Beaches	38.4%	42.3%	44.4%	60.3%	40.2%	62.5%	47.8%	28.2%	41.2%	50.6%	28.1%	51.1%
Effortless trip	38.0%	29.5%	42.1%	37.8%	30.1%	33.2%	30.5%	56.3%	28.1%	23.6%	20.5%	28.6%
European belonging	37.7%	50.0%	47.9%	38.4%	19.3%	40.9%	43.6%	32.3%	38.9%	42.7%	29.0%	45.2%
Landscapes	36.5%	50.3%	44.5%	67.7%	49.2%	70.6%	43.7%	18.2%	45.3%	45.2%	59.6%	59.2%
Environment	35.4%	26.9%	26.7%	64.2%	44.4%	56.9%	32.1%	33.9%	34.5%	36.7%	38.6%	33.3%
Gastronomy	26.5%	27.1%	28.1%	40.2%	29.3%	46.7%	24.0%	26.6%	35.0%	31.3%	39.4%	27.9%
Authenticity	24.3%	29.1%	27.2%	35.7%	25.3%	50.1%	33.5%	17.4%	22.4%	40.7%	32.8%	29.9%
Fun possibilities	22.9%	17.8%	14.2%	15.7%	32.0%	35.1%	27.0%	21.7%	17.2%	8.2%	22.5%	21.1%
Exoticism	12.4%	17.6%	10.4%	31.4%	8.7%	35.6%	13.4%	7.4%	14.6%	14.9%	8.0%	20.5%
Hiking trail network	11.1%	15.4%	17.6%	17.8%	17.5%	22.8%	12.5%	15.5%	13.3%	21.0%	28.7%	20.7%
Culture	10.2%	7.4%	9.4%	12.0%	18.0%	22.0%	15.0%	7.1%	6.2%	15.6%	16.7%	11.5%
Historical heritage	9.9%	12.0%	10.8%	14.5%	18.8%	14.7%	15.2%	8.6%	5.4%	16.5%	17.4%	5.5%
Shopping	9.9%	6.5%	9.8%	13.2%	9.2%	17.1%	7.7%	20.8%	5.7%	1.5%	7.3%	6.8%
Nightlife	8.0%	6.2%	5.3%	5.8%	10.5%	13.0%	11.1%	8.8%	2.3%	4.9%	5.7%	5.9%

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	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Previous visits to the Canary Islands	49.1%	33.2%	28.7%	32.4%	18.2%	34.3%	26.8%	70.3%	37.0%	38.7%	21.8%	60.9%
Friends or relatives	28.6%	39.1%	35.7%	35.8%	45.3%	36.7%	24.9%	27.6%	21.9%	44.3%	53.0%	33.1%
Internet or social media	51.4%	64.0%	57.0%	68.0%	57.4%	62.7%	46.2%	32.4%	42.7%	66.5%	64.8%	55.4%
Mass Media	1.9%	1.2%	1.7%	0.5%	5.2%	3.6%	0.3%	1.7%	0.9%	0.6%	1.3%	0.0%
Travel guides and magazines	6.1%	10.8%	12.5%	6.3%	10.6%	9.6%	2.1%	1.9%	10.9%	6.0%	9.1%	7.5%
Travel Blogs or Forums	6.2%	13.0%	8.8%	18.0%	9.1%	15.1%	6.6%	0.0%	3.2%	20.8%	17.4%	15.3%
Travel TV Channels	0.9%	1.6%	0.1%	1.3%	3.0%	1.0%	0.0%	0.7%	1.7%	2.1%	3.3%	0.0%
Tour Operator or Travel Agency	18.8%	7.8%	15.1%	10.1%	3.9%	7.4%	29.4%	7.8%	35.8%	5.5%	7.6%	9.3%
Public administrations or similar	0.6%	0.0%	0.3%	0.0%	1.6%	0.0%	1.4%	0.4%	0.0%	0.0%	3.0%	0.7%
Others	3.3%	2.3%	3.9%	0.9%	8.0%	6.1%	4.0%	5.6%	2.7%	3.8%	8.2%	2.6%

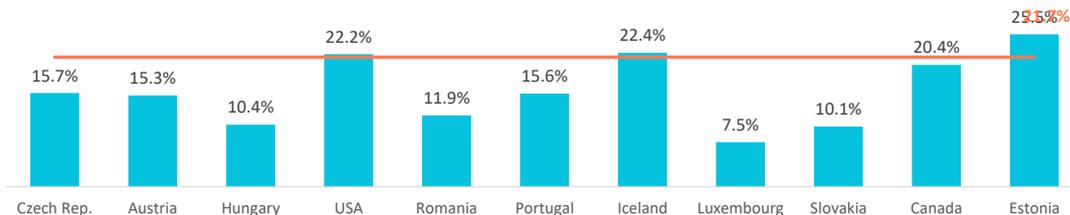
* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
The same day	0.9%	1.3%	1.4%	0.6%	0.6%	2.7%	1.0%	0.0%	2.3%	1.8%	0.0%	0.0%
Between 1 and 30 days	22.7%	32.6%	22.1%	20.8%	19.7%	38.2%	28.4%	23.2%	30.6%	24.6%	26.3%	17.7%
Between 1 and 2 months	22.4%	23.9%	26.6%	24.4%	25.8%	23.2%	23.2%	16.6%	29.9%	26.6%	15.7%	16.6%
Between 3 and 6 months	32.3%	26.5%	34.7%	43.9%	31.7%	24.0%	31.8%	37.8%	29.7%	37.0%	37.7%	40.2%
More than 6 months	21.7%	15.7%	15.3%	10.4%	22.2%	11.9%	15.6%	22.4%	7.5%	10.1%	20.4%	25.5%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



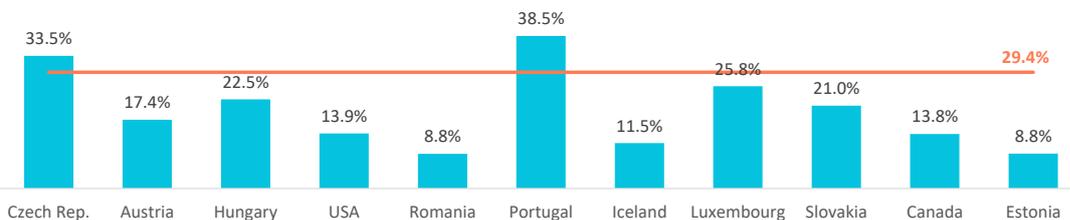
With whom did they book their flight and accommodation?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Flight												
- Directly with the airline	51.7%	59.8%	56.2%	76.7%	86.3%	80.5%	50.5%	72.9%	45.2%	81.7%	83.0%	76.2%
- Tour Operator or Travel Agency	48.3%	40.2%	43.8%	23.3%	13.7%	19.5%	49.5%	27.1%	54.8%	18.3%	17.0%	23.8%
Accommodation												
- Directly with the accommodation	38.6%	42.6%	43.0%	56.8%	68.5%	66.4%	38.3%	57.0%	33.3%	62.3%	80.1%	75.5%
- Tour Operator or Travel Agency	61.4%	57.4%	57.0%	43.2%	31.5%	33.6%	61.7%	43.0%	66.7%	37.7%	19.9%	24.5%

What do they book?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Room only	36.3%	43.3%	38.0%	50.2%	43.7%	55.9%	25.8%	38.5%	22.3%	54.8%	58.8%	69.9%
Bed and Breakfast	14.2%	7.5%	17.5%	9.3%	30.2%	18.4%	16.9%	22.7%	8.5%	12.1%	20.1%	10.1%
Half board	17.3%	13.4%	25.6%	17.4%	9.8%	16.9%	14.2%	21.1%	38.7%	12.2%	7.3%	10.7%
Full board	2.8%	2.3%	1.5%	0.5%	2.4%	0.0%	4.6%	6.3%	4.7%	0.0%	0.0%	0.4%
All inclusive	29.4%	33.5%	17.4%	22.5%	13.9%	8.8%	38.5%	11.5%	25.8%	21.0%	13.8%	8.8%

% TOURISTS WHO BOOK ALL INCLUSIVE

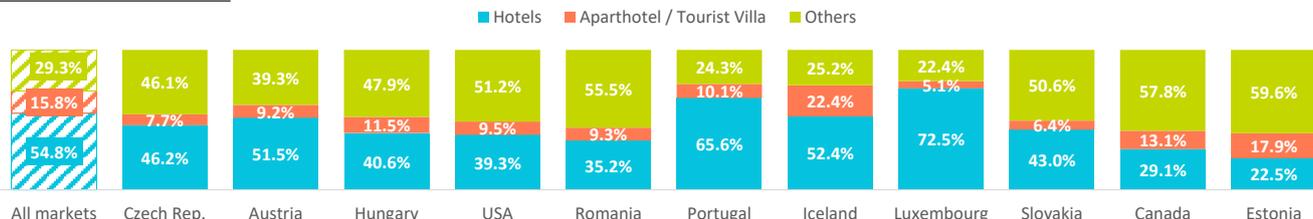


ACCOMMODATION

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
1-2-3* Hotel	10.9%	10.9%	9.6%	8.2%	6.3%	12.3%	12.3%	7.5%	7.2%	18.0%	4.1%	6.6%
4* Hotel	35.5%	33.7%	32.9%	26.1%	12.7%	19.5%	41.8%	35.9%	44.4%	22.3%	17.0%	11.9%
5* Hotel / 5* Luxury Hotel	8.4%	1.6%	9.0%	6.4%	20.4%	3.4%	11.5%	9.1%	20.9%	2.7%	8.0%	4.0%
Aparthotel / Tourist Villa	15.8%	7.7%	9.2%	11.5%	9.5%	9.3%	10.1%	22.4%	5.1%	6.4%	13.1%	17.9%
House/room rented in a private dwelling	18.0%	30.4%	24.7%	32.2%	25.8%	37.4%	15.4%	20.1%	12.7%	37.3%	40.8%	49.2%
Private accommodation ⁽¹⁾	8.4%	11.4%	8.4%	8.5%	18.8%	14.9%	6.5%	5.1%	7.8%	4.9%	11.5%	6.6%
Others (Cottage, cruise, camping...)	2.9%	4.3%	6.2%	7.3%	6.6%	3.1%	2.3%	0.0%	1.9%	8.4%	5.6%	3.8%

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

TYPE OF ACCOMMODATION



Tourist profile by markets by markets (2/2)

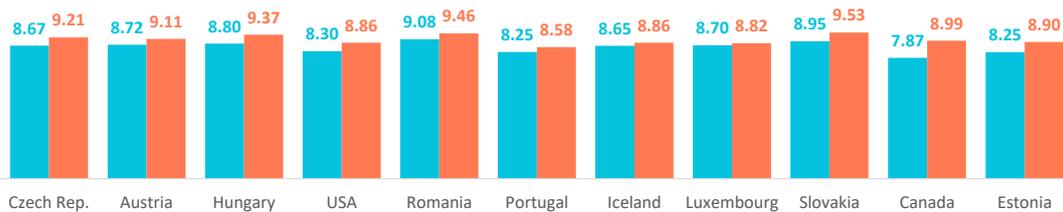
CANARY ISLANDS (2025)



SATISFACTION AND LOYALTY INDICATORS

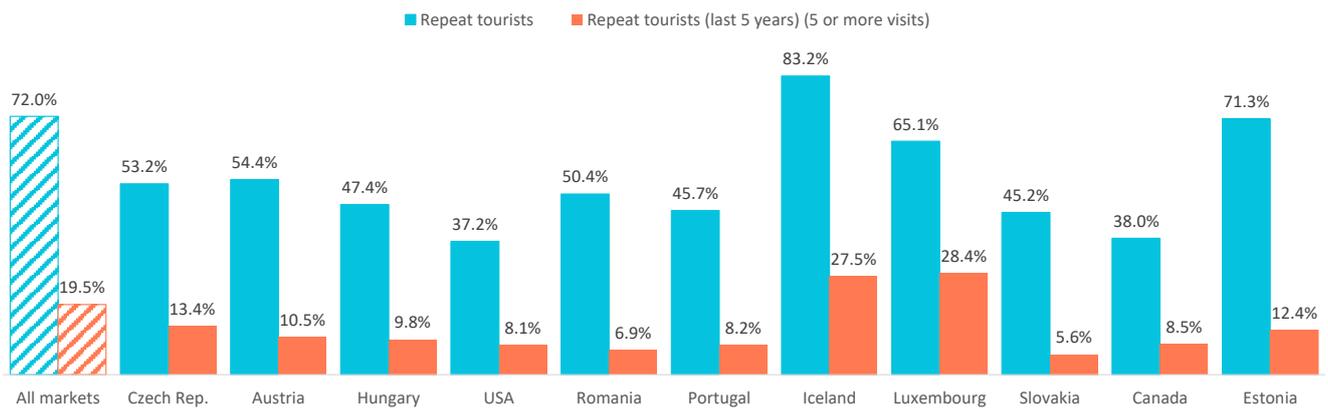
Satisfaction

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Satisfaction (scale 0-10)												
Average rating	8.77	8.95	8.80	9.05	8.92	9.21	8.45	8.67	8.70	9.14	8.64	8.71
Experience in the Canary Islands												
Worse or much worse than expected	2.7%	2.1%	1.5%	3.4%	5.5%	3.5%	5.8%	0.6%	1.2%	2.8%	2.2%	2.8%
Lived up to expectations	55.3%	37.2%	48.4%	35.8%	36.3%	32.5%	42.0%	62.3%	58.7%	42.5%	46.8%	60.8%
Better or much better than expected	42.0%	60.7%	50.0%	60.8%	58.2%	64.0%	52.1%	37.1%	40.2%	54.6%	51.0%	36.5%
Future intentions (scale 0-10)												
Return to the Canary Islands	8.81	8.67	8.72	8.80	8.30	9.08	8.25	8.65	8.70	8.95	7.87	8.25
Recommend visiting the Canary Islands	9.01	9.21	9.11	9.37	8.86	9.46	8.58	8.86	8.82	9.53	8.99	8.90



How many are loyal to the Canary Islands?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Repeat tourists	72.0%	53.2%	54.4%	47.4%	37.2%	50.4%	45.7%	83.2%	65.1%	45.2%	38.0%	71.3%
At least 10 previous visits	20.4%	10.7%	17.4%	6.5%	6.3%	4.1%	6.2%	23.0%	21.2%	5.6%	8.4%	7.2%
Repeat tourists (last 5 years)	66.1%	48.6%	48.3%	43.8%	33.1%	46.8%	41.6%	80.4%	62.6%	45.2%	36.6%	60.8%
Repeat tourists (last 5 years) (5 or more visits)	19.5%	13.4%	10.5%	9.8%	8.1%	6.9%	8.2%	27.5%	28.4%	5.6%	8.5%	12.4%



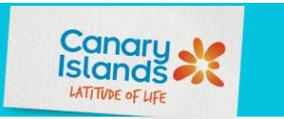
ISLANDS

How many islands do they visit during their trip?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
One island	93.3%	87.4%	89.3%	93.3%	83.6%	88.4%	86.7%	96.6%	93.9%	82.1%	69.2%	86.6%
Two islands	5.7%	10.7%	8.2%	5.6%	13.7%	10.1%	11.6%	3.4%	4.6%	17.8%	22.1%	11.8%
Three or more islands	1.0%	2.0%	2.5%	1.1%	2.8%	1.5%	1.7%	0.0%	1.5%	0.1%	8.7%	1.6%

Visited islands during their trip (with overnight staying)

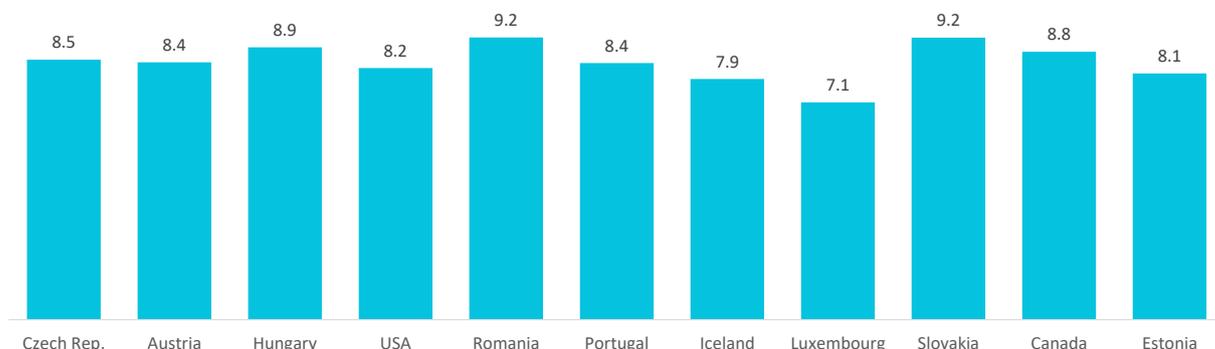
	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Lanzarote	18.4%	10.7%	8.5%	2.4%	4.6%	3.4%	7.6%	0.7%	20.0%	30.7%	11.2%	3.8%
Fuerteventura	15.3%	22.0%	19.5%	15.4%	5.4%	4.3%	14.0%	7.6%	20.6%	24.9%	8.7%	2.4%
Gran Canaria	26.6%	17.7%	35.8%	27.2%	28.9%	39.5%	38.0%	14.7%	29.9%	19.2%	34.3%	35.9%
Tenerife	40.7%	55.1%	38.9%	59.1%	67.3%	57.9%	46.3%	77.5%	26.8%	34.7%	66.0%	57.9%
La Gomera	0.4%	1.1%	2.7%	0.0%	2.3%	0.0%	1.6%	0.0%	0.4%	0.0%	7.8%	0.0%
La Palma	1.5%	0.9%	2.9%	0.4%	3.5%	1.1%	3.3%	0.1%	5.0%	0.1%	10.3%	0.0%
El Hierro	0.1%	0.4%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cruise	0.2%	0.0%	1.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	2.2%	0.0%



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

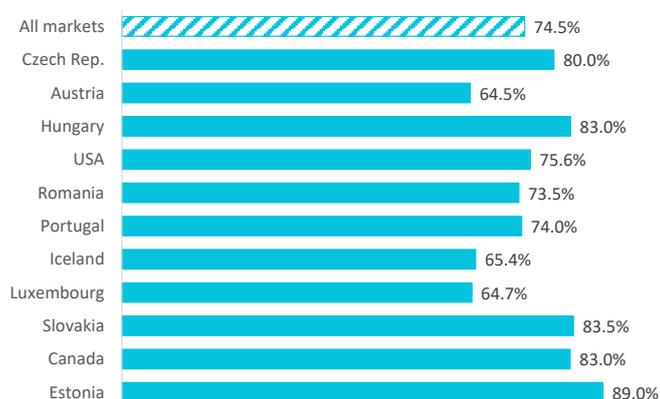
	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
0 hours	2.3%	1.6%	1.2%	2.3%	6.1%	1.4%	0.6%	0.4%	1.1%	1.2%	0.0%	11.0%
1 - 2 hours	9.2%	3.5%	6.2%	5.7%	3.7%	2.3%	9.8%	7.2%	16.2%	0.0%	3.6%	2.2%
3 - 6 hours	32.6%	20.7%	24.6%	15.1%	26.7%	14.9%	28.4%	31.3%	29.1%	14.6%	20.3%	16.7%
7 - 12 hours	47.6%	67.6%	56.5%	62.6%	50.5%	70.7%	49.5%	56.0%	44.9%	77.9%	65.4%	60.3%
More than 12 hours	8.4%	6.6%	11.4%	14.3%	12.9%	10.7%	11.7%	5.1%	8.7%	6.4%	10.6%	9.7%
Outdoor time per day	7.5	8.5	8.4	8.9	8.2	9.2	8.4	7.9	7.1	9.2	8.8	8.1



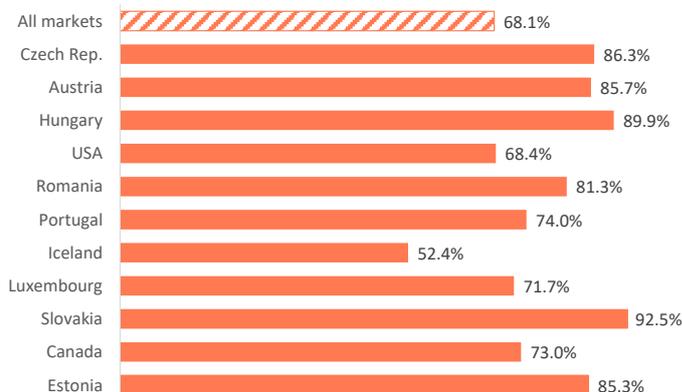
Activities in the Canary Islands

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Walk, wander	74.5%	80.0%	64.5%	83.0%	75.6%	73.5%	74.0%	65.4%	64.7%	83.5%	83.0%	89.0%
Beach	68.1%	86.3%	85.7%	89.9%	68.4%	81.3%	74.0%	52.4%	71.7%	92.5%	73.0%	85.3%
Swimming pool, hotel facilities	56.2%	53.3%	37.4%	43.3%	55.0%	36.2%	59.8%	65.5%	69.1%	41.1%	49.2%	60.2%
Explore the island on their own	49.1%	70.0%	61.9%	62.5%	67.9%	67.8%	57.9%	42.2%	52.5%	79.3%	69.9%	75.0%
Taste Canarian gastronomy	28.2%	32.8%	39.3%	25.7%	39.7%	27.9%	28.0%	22.4%	16.2%	35.6%	33.4%	29.7%
Hiking	19.9%	47.6%	29.5%	33.7%	38.3%	19.0%	28.7%	9.1%	21.4%	50.7%	34.6%	29.8%
Organized excursions	15.8%	17.7%	15.8%	16.6%	21.5%	17.5%	12.4%	8.1%	24.8%	14.3%	22.3%	18.7%
Nightlife / concerts / shows	15.2%	11.2%	7.4%	9.6%	17.6%	13.7%	15.8%	13.6%	4.8%	9.0%	10.6%	16.6%
Theme parks	13.8%	27.9%	16.1%	29.7%	9.5%	25.1%	20.6%	19.5%	6.1%	16.8%	18.1%	30.2%
Wineries / markets / popular festivals	11.9%	7.4%	12.9%	14.7%	20.0%	9.7%	16.0%	6.4%	20.1%	17.0%	23.0%	14.1%
Sea excursions / whale watching	11.9%	17.1%	18.0%	19.6%	24.2%	22.7%	6.4%	6.9%	11.9%	11.5%	7.5%	18.5%
Museums / exhibitions	10.9%	13.9%	15.6%	16.1%	21.6%	16.2%	20.6%	4.9%	12.7%	25.1%	23.8%	20.4%
Other Nature Activities	9.0%	23.9%	21.0%	20.6%	21.7%	19.0%	12.7%	6.0%	12.0%	24.2%	12.0%	18.8%
Swim	7.6%	13.6%	8.0%	7.7%	11.9%	7.0%	4.9%	3.0%	2.8%	11.6%	16.4%	17.4%
Running	6.2%	10.0%	3.9%	6.4%	12.1%	10.6%	7.7%	3.6%	3.3%	23.7%	7.5%	4.6%
Beauty and health treatments	5.4%	1.1%	4.4%	1.5%	9.8%	2.0%	5.2%	12.9%	14.0%	4.5%	3.9%	3.2%
Astronomical observation	4.2%	7.7%	4.6%	4.9%	6.8%	3.6%	6.0%	2.8%	4.2%	0.0%	10.4%	1.9%
Practice other sports	3.9%	4.3%	8.5%	4.6%	1.4%	2.2%	4.5%	2.3%	5.9%	4.8%	1.6%	14.0%
Surf	2.9%	7.6%	8.3%	3.6%	9.3%	4.6%	3.1%	0.8%	5.3%	10.9%	2.8%	1.0%
Cycling / Mountain bike	2.7%	4.2%	4.4%	3.5%	6.1%	2.9%	2.0%	1.7%	3.3%	5.4%	5.1%	0.7%
Scuba Diving	2.5%	4.6%	4.3%	1.8%	3.8%	5.0%	1.2%	1.1%	0.9%	4.2%	5.0%	1.4%
Golf	2.3%	3.6%	2.7%	1.1%	4.8%	0.5%	2.7%	6.9%	0.9%	0.0%	0.0%	1.3%
Windsurf / Kitesurf	0.9%	1.3%	3.0%	1.2%	2.8%	0.9%	0.4%	1.3%	1.6%	2.1%	0.0%	1.6%

WALK, WANDER



BEACH



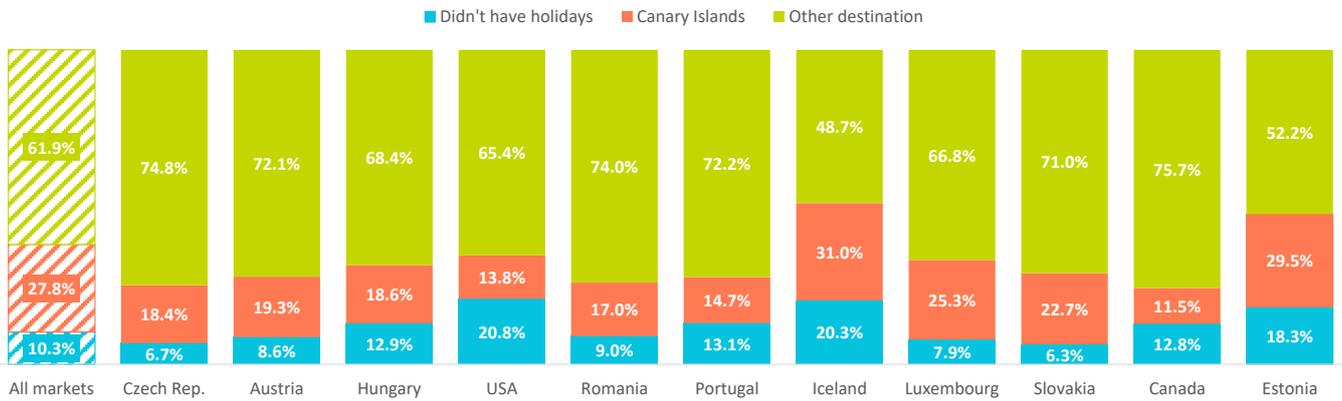


COMPETITORS

Where did they spend their main holiday last year? *

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Didn't have holidays	10.3%	6.7%	8.6%	12.9%	20.8%	9.0%	13.1%	20.3%	7.9%	6.3%	12.8%	18.3%
Canary Islands	27.8%	18.4%	19.3%	18.6%	13.8%	17.0%	14.7%	31.0%	25.3%	22.7%	11.5%	29.5%
Other destination	61.9%	74.8%	72.1%	68.4%	65.4%	74.0%	72.2%	48.7%	66.8%	71.0%	75.7%	52.2%
- Balearic Islands	4.1%	3.7%	3.0%	2.3%	0.5%	1.7%	6.6%	0.0%	1.9%	4.0%	1.7%	0.7%
- Rest of Spain	11.5%	7.2%	7.2%	12.1%	11.1%	11.6%	15.1%	10.0%	11.8%	5.5%	9.5%	3.7%
- Italy	7.4%	14.2%	14.2%	11.7%	5.6%	12.5%	3.7%	10.0%	9.9%	13.6%	5.6%	8.1%
- France	4.9%	2.3%	3.3%	2.3%	6.2%	5.2%	1.5%	4.2%	10.3%	6.6%	7.6%	4.1%
- Turkey	3.2%	4.3%	2.9%	2.8%	1.3%	4.9%	0.4%	1.0%	1.3%	0.7%	0.0%	5.6%
- Greece	7.4%	10.2%	14.4%	7.3%	5.2%	13.9%	2.0%	1.4%	2.1%	11.5%	2.0%	9.6%
- Portugal	4.1%	6.0%	2.8%	5.7%	3.0%	4.1%	21.1%	3.1%	8.9%	5.3%	10.4%	2.0%
- Croatia	2.1%	7.2%	7.5%	10.8%	0.6%	2.8%	1.7%	2.3%	0.8%	8.3%	2.0%	0.0%
- Egypt	1.5%	4.1%	3.4%	2.7%	0.0%	3.8%	1.5%	0.0%	0.8%	0.8%	1.7%	3.7%
- Tunisia	0.5%	1.0%	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.3%	1.0%	0.7%
- Morocco	1.3%	0.3%	0.6%	0.5%	0.9%	0.5%	4.6%	0.4%	1.7%	0.0%	3.2%	0.0%
- Others	13.9%	14.3%	12.5%	10.4%	30.9%	12.3%	14.2%	16.2%	17.3%	13.6%	31.0%	13.9%

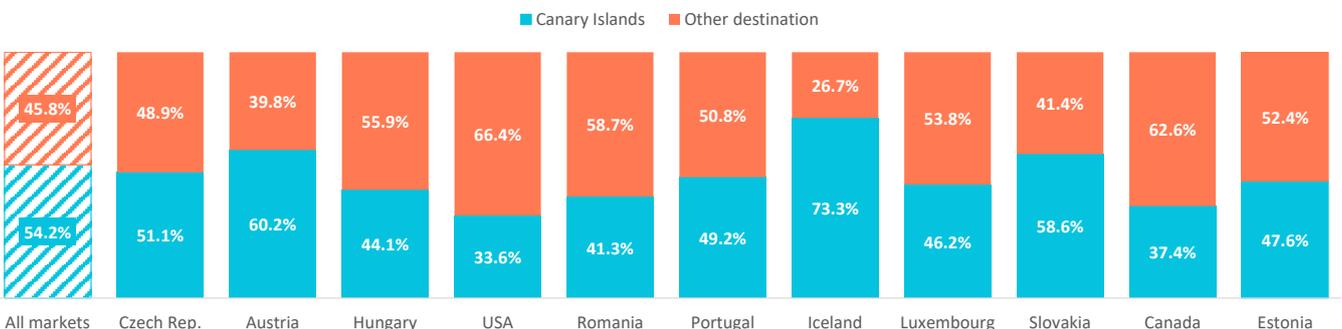
* Percentage of valid answers



What other destinations did they consider for this trip? *

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
None (I was clear about "this Canary Island")	28.1%	19.9%	35.1%	19.8%	13.4%	13.3%	21.9%	55.4%	16.4%	23.5%	21.2%	25.9%
Canary Islands (other island)	26.1%	31.3%	25.1%	24.3%	20.3%	28.0%	27.3%	17.9%	29.8%	35.1%	16.2%	21.7%
Other destination	45.8%	48.9%	39.8%	55.9%	66.4%	58.7%	50.8%	26.7%	53.8%	41.4%	62.6%	52.4%
- Balearic Islands	5.7%	4.3%	2.8%	2.3%	2.9%	0.8%	12.7%	0.0%	3.9%	2.6%	1.9%	2.8%
- Rest of Spain	8.9%	9.8%	8.1%	14.3%	19.2%	17.1%	7.2%	7.4%	7.1%	12.2%	16.7%	7.8%
- Italy	4.9%	7.0%	4.0%	6.6%	7.7%	9.1%	3.9%	6.1%	5.6%	9.8%	5.9%	6.1%
- France	1.7%	2.7%	2.2%	3.5%	3.7%	2.8%	0.0%	0.2%	5.2%	1.1%	3.2%	4.5%
- Turkey	3.2%	2.0%	2.1%	4.5%	3.2%	3.6%	2.9%	1.1%	2.4%	1.1%	1.1%	6.7%
- Greece	7.8%	7.8%	7.9%	6.9%	6.2%	10.9%	8.0%	4.7%	10.4%	3.2%	5.8%	8.3%
- Portugal	6.4%	8.0%	5.5%	3.8%	11.1%	6.5%	6.9%	3.3%	11.3%	7.2%	19.2%	7.5%
- Croatia	2.3%	2.0%	1.3%	4.2%	3.2%	2.9%	3.4%	2.1%	1.1%	2.0%	1.1%	1.3%
- Egypt	2.5%	3.0%	4.2%	6.7%	2.6%	3.7%	3.0%	1.8%	4.3%	0.7%	1.8%	5.0%
- Others	2.3%	2.3%	1.5%	3.1%	6.5%	1.3%	2.9%	0.0%	2.6%	1.5%	5.9%	2.3%

* Percentage of valid answers



Tourist profile by markets by markets (2/2)

CANARY ISLANDS (2025)



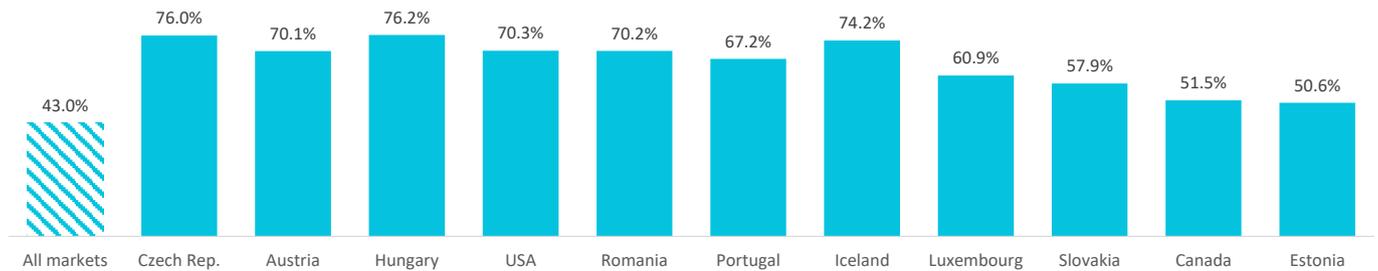
TRANSPORT (Data Q4 2025)

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

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Rental vehicle	43.0%	76.0%	70.1%	76.2%	70.3%	70.2%	67.2%	74.2%	60.9%	57.9%	51.5%	50.6%
Public transport	28.7%	16.9%	24.3%	29.9%	11.1%	43.0%	21.3%	18.6%	23.4%	66.9%	37.2%	34.2%
Taxi / Private hire vehicle	31.6%	10.8%	16.7%	12.8%	21.3%	5.7%	21.5%	33.7%	9.1%	14.4%	38.5%	28.4%
Organised excursions with transport included	11.4%	10.0%	10.6%	1.5%	7.7%	0.0%	0.0%	6.9%	26.2%	8.2%	16.7%	33.6%
Bicycle	3.0%	1.1%	0.0%	1.7%	17.3%	0.0%	0.0%	3.2%	10.7%	0.0%	0.0%	0.0%
On foot	15.7%	9.2%	5.8%	6.5%	6.1%	9.3%	4.9%	21.7%	7.6%	5.9%	5.7%	7.0%

* Multi-choise question

RENTAL VEHICLE

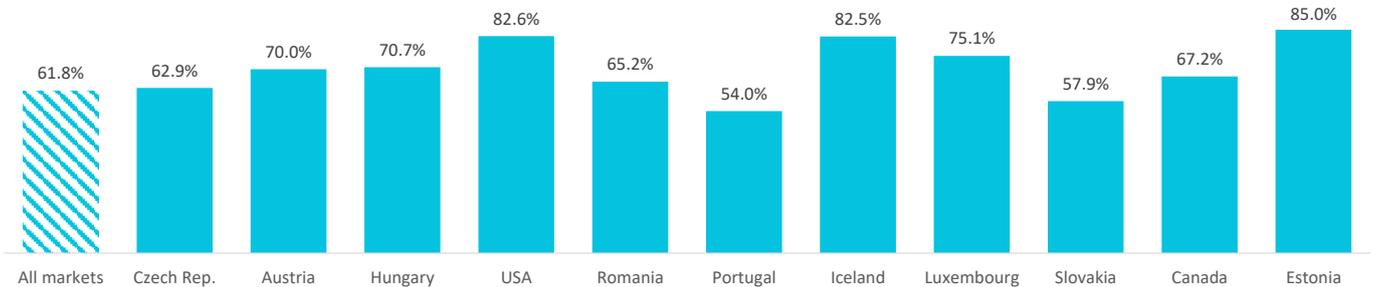


What factors influenced their choice of transport?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
No other alternative	15.5%	14.7%	7.3%	9.2%	6.5%	8.8%	28.2%	9.5%	7.7%	20.6%	9.6%	13.0%
Comfort and convenience	61.8%	62.9%	70.0%	70.7%	82.6%	65.2%	54.0%	82.5%	75.1%	57.9%	67.2%	85.0%
Price	31.8%	21.6%	38.7%	42.9%	17.7%	39.6%	15.2%	30.2%	27.6%	58.0%	21.4%	25.3%
Accessibility	24.6%	21.1%	24.8%	28.6%	33.0%	11.4%	12.2%	20.9%	31.1%	17.5%	33.7%	16.7%
Environmental impact	4.3%	1.9%	9.0%	5.8%	15.1%	0.0%	0.0%	2.2%	9.7%	8.2%	13.2%	2.4%
Safety	11.4%	16.9%	9.4%	13.7%	3.1%	8.5%	11.1%	13.6%	21.1%	0.0%	48.0%	20.2%
Available travel time	11.6%	19.2%	10.2%	5.4%	9.3%	19.8%	4.3%	18.7%	11.4%	36.4%	26.8%	33.3%
Punctuality	6.8%	3.8%	6.6%	4.9%	3.1%	10.8%	2.4%	8.2%	0.0%	0.0%	14.8%	9.9%
Flexible timetable	15.0%	13.6%	15.4%	34.0%	12.1%	24.2%	23.5%	20.4%	12.8%	21.0%	29.5%	35.3%

* Multi-choise question

COMFORT AND CONVENIENCE



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

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Yes	6.6%	9.9%	4.3%	19.4%	19.2%	17.7%	3.5%	17.4%	5.9%	8.2%	20.9%	13.0%
- Infrequent service	2.0%	1.8%	0.0%	0.0%	7.8%	9.4%	1.5%	10.4%	2.1%	0.0%	0.0%	3.0%
- Confusing or insufficient information	1.8%	4.0%	0.9%	4.7%	3.1%	4.2%	0.0%	3.2%	2.1%	0.0%	0.0%	13.0%
- Accessibility barriers	0.3%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	3.0%
- Delays or cancellations	1.9%	3.6%	0.0%	5.2%	3.1%	8.3%	0.0%	0.0%	2.1%	8.2%	1.7%	9.9%
- High fares	0.7%	0.0%	0.0%	7.6%	14.6%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	3.0%
- Difficulties with booking systems	0.5%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	5.7%	0.0%	0.0%	7.0%	0.0%
- Poor connections	0.8%	0.8%	2.0%	0.0%	0.0%	0.0%	1.9%	0.0%	5.9%	0.0%	7.0%	0.0%
- Others	1.4%	1.8%	1.4%	2.5%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%
No	93.4%	90.1%	95.7%	80.6%	80.8%	82.3%	96.5%	82.6%	94.1%	91.8%	79.1%	87.0%

* 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



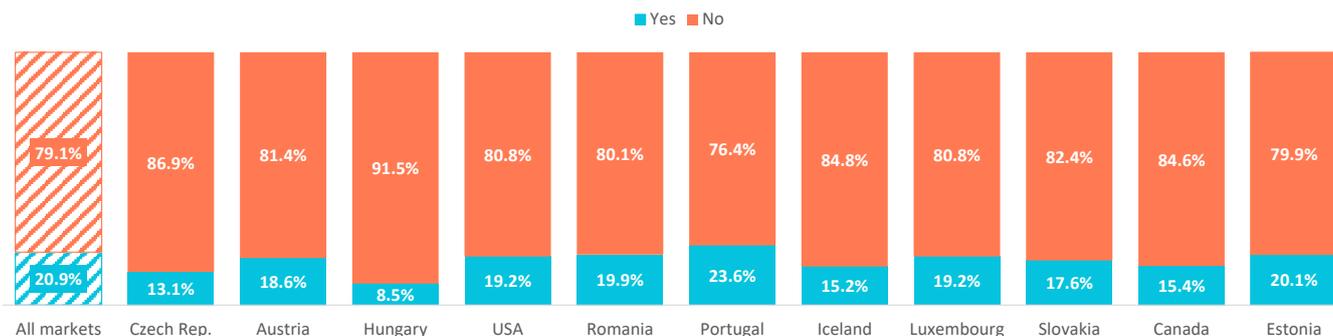
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Yes	48.2%	46.4%	42.2%	67.1%	33.4%	56.0%	60.6%	27.3%	60.1%	55.2%	32.4%	46.5%
No	31.8%	26.1%	25.1%	13.6%	36.7%	18.7%	26.1%	40.0%	20.8%	21.1%	46.8%	31.1%
Not remember	20.0%	27.4%	32.7%	19.2%	29.9%	25.3%	13.3%	32.8%	19.2%	23.8%	20.7%	22.3%

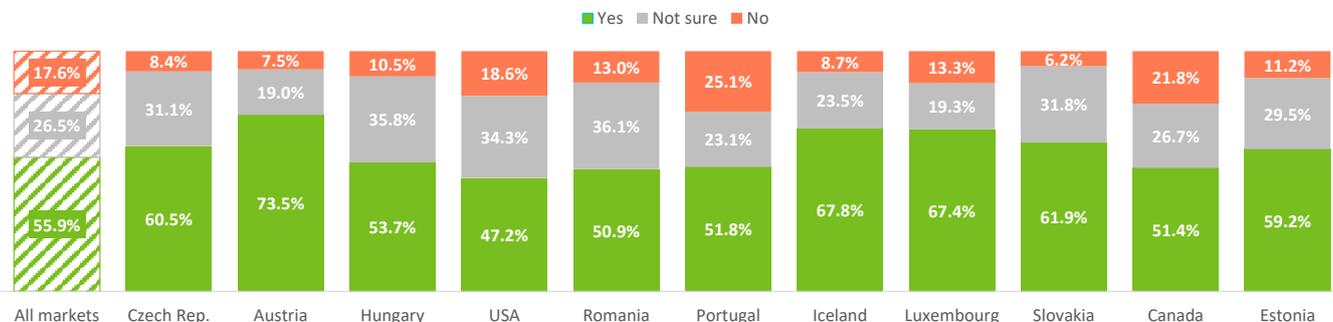
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Yes	20.9%	13.1%	18.6%	8.5%	19.2%	19.9%	23.6%	15.2%	19.2%	17.6%	15.4%	20.1%
No	79.1%	86.9%	81.4%	91.5%	80.8%	80.1%	76.4%	84.8%	80.8%	82.4%	84.6%	79.9%



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

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Yes	55.9%	60.5%	73.5%	53.7%	47.2%	50.9%	51.8%	67.8%	67.4%	61.9%	51.4%	59.2%
- For any purpose	13.0%	20.5%	20.7%	8.7%	15.2%	9.4%	10.0%	18.2%	8.5%	17.1%	15.8%	12.2%
- Improve living conditions	9.4%	6.2%	11.0%	6.1%	5.6%	1.8%	12.3%	16.1%	13.6%	7.2%	4.0%	3.7%
- Improve economic development	4.5%	1.6%	4.8%	5.3%	3.3%	5.9%	2.1%	5.3%	4.5%	7.1%	9.4%	1.6%
- Improve the environment	17.6%	21.1%	30.2%	11.4%	14.8%	16.1%	15.6%	12.2%	19.1%	17.2%	14.4%	30.2%
- Improve the tourist environment	5.1%	2.8%	3.1%	15.9%	3.3%	10.3%	2.9%	11.0%	10.8%	8.1%	5.0%	4.3%
- Other purposes	6.3%	8.2%	3.6%	6.3%	5.1%	7.4%	8.8%	5.0%	11.0%	5.2%	2.8%	7.3%
Not sure	26.5%	31.1%	19.0%	35.8%	34.3%	36.1%	23.1%	23.5%	19.3%	31.8%	31.8%	29.5%
No	17.6%	8.4%	7.5%	10.5%	18.6%	13.0%	25.1%	8.7%	13.3%	6.2%	21.8%	11.2%



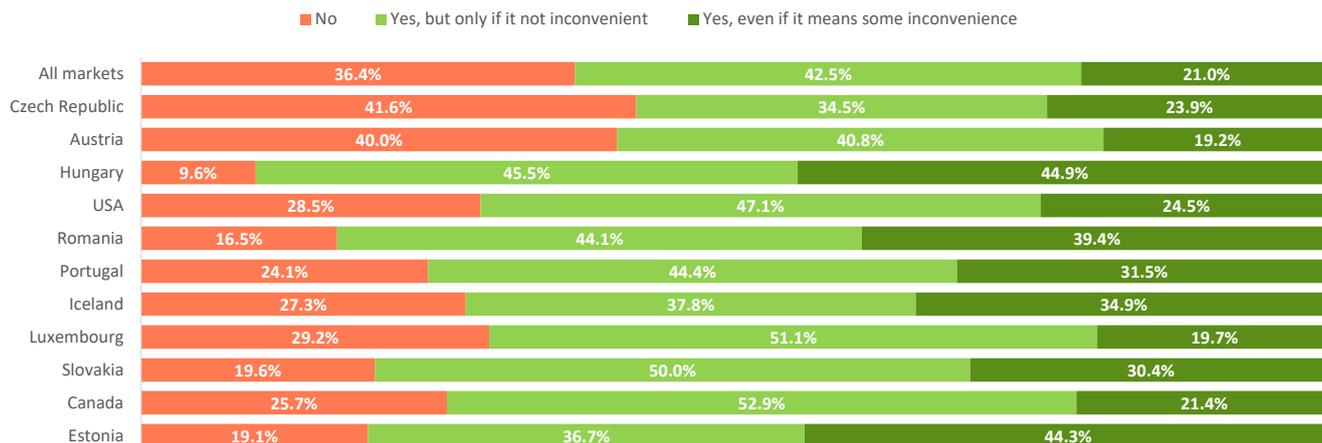
How much would they be willing to pay?

	All markets	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Up to 1 euro	38.1%	48.7%	29.7%	60.5%	32.0%	48.8%	46.5%	30.8%	32.7%	53.4%	32.3%	49.6%
Up to 2 euros	32.1%	33.4%	36.7%	27.5%	23.7%	28.0%	34.5%	37.8%	42.1%	31.7%	30.9%	23.3%
Up to 3 euros	19.2%	12.0%	22.3%	7.4%	20.6%	19.9%	14.6%	17.9%	19.9%	12.1%	23.6%	21.5%
More than 3 euros	10.6%	6.0%	11.3%	4.6%	23.7%	3.3%	4.4%	13.5%	5.2%	2.8%	13.3%	5.6%

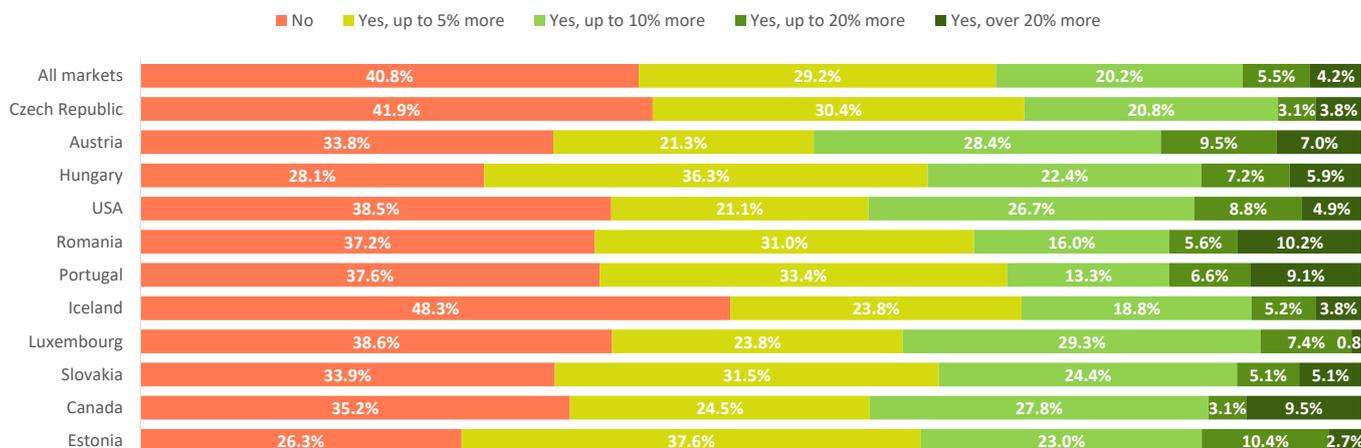


SUSTAINABLE DESTINATION (DATA = 2023)

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	Czech Rep.	Austria	Hungary	USA	Romania	Portugal	Iceland	Luxembourg	Slovakia	Canada	Estonia
Quality of life on the island	8.03	7.99	8.06	8.27	8.51	8.78	7.90	7.69	8.07	8.33	8.00	8.19
Tolerance towards tourism	8.55	8.81	8.66	8.54	8.70	9.22	8.54	8.14	8.46	8.80	8.39	8.82
Cleanliness of the island	8.25	8.19	7.92	8.27	8.67	8.93	7.70	8.44	8.17	8.08	8.27	8.67
Air quality	8.46	8.74	8.37	8.76	8.75	8.80	8.11	8.26	8.53	8.65	8.13	8.83
Rational water consumption	7.58	7.66	7.02	7.70	7.86	8.43	7.43	7.64	7.46	7.49	7.92	8.05
Energy saving	7.06	6.93	6.27	7.54	7.61	8.17	7.03	6.56	7.07	6.96	7.78	7.38
Use of renewable energy	7.03	7.13	6.51	7.59	7.74	8.20	7.47	6.90	7.37	7.70	7.06	7.00
Recycling	7.07	7.28	6.49	7.49	7.89	8.25	6.82	6.90	7.12	7.39	6.90	7.12
Easy to get around by public transport	7.49	7.61	7.06	6.74	7.63	7.94	7.53	8.10	7.10	7.33	7.75	7.11
Overcrowding in tourist areas	6.58	7.22	5.80	7.37	6.97	7.75	7.11	6.34	7.02	6.62	6.63	6.99
Supply of local products	7.20	7.61	6.92	7.27	7.68	8.18	7.52	7.13	7.10	7.34	7.37	7.54

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