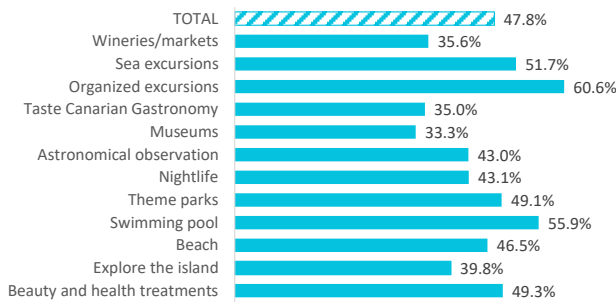


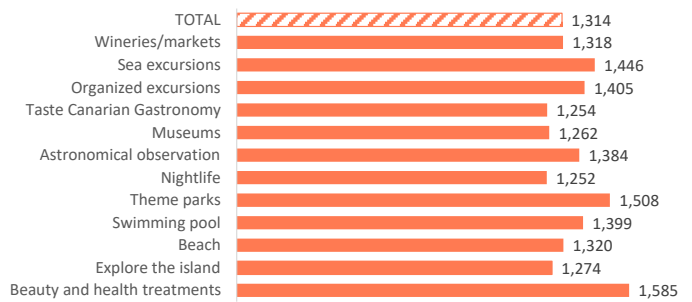
INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL	Wineries	Sea exc.	Organ. exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Tourist arrivals > 15 years old (EGT)	12,832,078	1,354,187	1,627,870	2,228,073	3,467,786	1,277,997	469,405	1,958,630	1,844,459	7,839,321	9,155,025	6,247,979	757,261
% Tourists	100%	10.6%	12.7%	17.4%	27.0%	10.0%	3.7%	15.3%	14.4%	61.1%	71.3%	48.7%	5.9%
- Lanzarote	2,377,525	451,976	178,726	440,948	701,338	454,360	45,710	318,233	209,008	1,556,304	1,683,472	1,192,150	123,266
- Fuerteventura	1,822,701	128,362	209,015	276,186	372,759	84,969	72,818	186,557	120,683	1,065,587	1,498,393	820,718	84,792
- Gran Canaria	3,352,820	307,870	330,625	383,887	781,598	320,711	106,536	604,370	315,125	1,899,037	2,435,022	1,501,529	207,641
- Tenerife	5,083,082	434,491	887,448	1,087,756	1,536,380	386,727	218,546	842,810	1,195,233	3,245,546	3,419,802	2,594,552	335,406
- La Palma	132,040	24,448	12,957	26,001	54,322	24,521	22,009	4,041	2,566	57,600	80,041	97,480	4,466
% tourists who book holiday package	47.8%	35.6%	51.7%	60.6%	35.0%	33.3%	43.0%	43.1%	49.1%	55.9%	46.5%	39.8%	49.3%
Expenditure per tourist (€)	1,314	1,318	1,446	1,405	1,254	1,262	1,384	1,252	1,508	1,399	1,320	1,274	1,585
- book holiday package	1,492	1,530	1,567	1,522	1,497	1,520	1,562	1,403	1,694	1,512	1,493	1,473	1,633
- holiday package	1,236	1,187	1,234	1,216	1,147	1,193	1,248	1,065	1,337	1,252	1,226	1,175	1,284
- others	256	343	333	306	350	327	315	338	358	259	268	297	349
- do not book holiday package	1,152	1,201	1,317	1,226	1,123	1,134	1,249	1,139	1,328	1,257	1,169	1,143	1,539
- flight	311	308	346	312	306	301	337	293	364	330	317	302	356
- accommodation	405	384	453	434	346	368	386	366	451	498	403	388	572
- others	436	509	519	481	472	465	526	480	512	428	450	453	611
Average length of stay	9.24	10.56	9.23	8.85	9.74	9.76	10.84	9.27	9.01	8.68	9.28	9.42	10.86
- book holiday package	8.45	8.90	8.52	8.44	8.62	8.78	8.71	7.99	8.36	8.24	8.42	8.49	8.62
- do not book holiday package	9.96	11.48	9.98	9.49	10.34	10.24	12.45	10.23	9.64	9.25	10.02	10.03	13.04
Average daily expenditure (€)	160.5	145.2	172.4	173.6	147.4	147.5	152.6	154.7	184.2	175.9	160.1	152.5	178.7
- book holiday package	186.1	182.6	191.8	189.0	183.6	183.2	187.3	182.7	211.3	191.9	186.5	182.5	199.4
- do not book holiday package	137.1	124.5	151.6	149.9	129.9	129.6	126.5	133.5	157.9	155.6	137.2	132.8	158.6
Total turnover (> 15 years old) (€m)	16,863	1,785	2,354	3,131	4,348	1,613	649	2,453	2,781	10,969	12,084	7,959	1,200
- book holiday package	9,143	738	1,319	2,054	1,816	647	315	1,183	1,535	6,626	6,355	3,658	610
- do not book holiday package	7,720	1,047	1,035	1,077	2,533	967	334	1,270	1,246	4,343	5,729	4,300	591

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



EXPENDITURE PER TOURIST (€)



	TOTAL	Wineries	Sea exc.	Organ. exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Expenditure per tourist and trip (€) (*)													
Accommodation:	810	738	789	786	698	719	748	730	849	849	796	746	932
- Accommodation	665	609	659	661	577	569	634	582	701	704	648	599	784
- Additional accommodation expenses	145	130	130	125	121	150	114	148	148	146	147	147	149
Transport:	711	691	732	702	678	676	761	635	771	713	710	687	742
- National/International Transport	377	359	399	390	346	353	392	331	428	397	376	353	415
- Flights between islands	79	73	83	66	79	68	96	70	97	77	77	77	72
- Taxi	90	94	94	95	82	88	100	77	90	89	91	92	86
- Car rental	134	141	134	119	138	138	145	127	133	126	134	134	145
- Public transport	32	24	22	30	33	29	27	29	24	24	32	31	25
Food and drink:	297	296	287	274	300	261	309	304	285	284	295	278	355
- Food purchases at supermarkets	104	105	96	92	104	95	129	105	94	89	104	99	132
- Restaurants	193	191	191	182	196	165	180	199	191	194	190	178	222
Leisure:	530	497	533	516	501	434	524	513	544	523	522	485	561
- Organized excursions	94	90	105	106	87	84	112	93	109	96	94	88	96
- Sport activities	100	97	99	96	99	82	98	88	83	91	96	87	112
- Cultural activities	55	52	58	54	55	49	60	59	55	56	54	50	64
- Museums	35	35	33	34	36	31	29	32	48	34	34	34	35
- Theme Parks	70	65	76	75	62	63	63	62	69	72	69	65	72
- Discos and pubs	99	84	99	85	84	69	86	108	100	101	98	88	104
- Wellness	78	74	64	65	78	57	76	73	80	73	76	72	78
Purchases of goods:	666	1,160	860	415	666	301	1,016	1,211	889	343	567	912	1,366
- Souvenirs	85	87	73	74	79	73	83	83	73	80	83	79	98
- Real estate	360	912	659	120	419	93	160	833	662	105	293	579	1,110
- Other purchases	221	161	128	222	167	134	772	295	154	158	191	255	159
Others:	124	105	117	104	111	161	129	117	111	118	119	125	145
- Medical expenses	42	35	49	42	33	31	26	38	31	42	43	36	61
- Other expenses	81	70	67	62	78	129	103	79	80	76	76	89	84

(*) Expenditure without taking into account the tourists whose spending has been €0 in each concept

TOURIST PROFILE

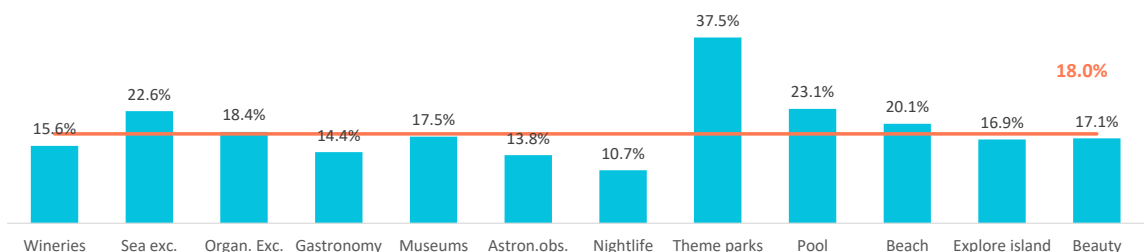
Who are they?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Gender													
Percentage of men	48.4%	49.6%	45.4%	44.7%	49.7%	53.2%	52.7%	51.6%	46.8%	46.4%	48.5%	49.2%	38.9%
Percentage of women	51.6%	50.4%	54.6%	55.3%	50.3%	46.8%	47.3%	48.4%	53.2%	53.6%	51.5%	50.8%	61.1%
Age													
Average age (tourists above 16 years old)	45.73	43.33	40.47	42.01	43.63	42.60	39.42	38.99	38.67	45.37	43.80	42.88	45.38
Standard deviation	16.0	15.6	14.7	15.6	15.7	15.3	14.8	15.4	13.2	15.6	15.5	15.3	15.8
Age range													
16-24 years old	10.4%	12.0%	16.6%	15.6%	11.7%	12.1%	17.2%	20.9%	16.3%	10.5%	11.7%	12.3%	10.8%
25-30 years old	11.5%	14.5%	14.8%	14.3%	14.7%	15.1%	19.1%	18.5%	15.4%	10.7%	12.9%	14.8%	11.5%
31-45 years old	29.4%	30.3%	33.4%	31.0%	30.4%	32.5%	30.7%	27.8%	40.3%	30.9%	31.9%	31.6%	28.9%
46-60 years old	27.2%	26.3%	23.8%	24.0%	25.4%	24.8%	22.3%	21.2%	20.7%	27.9%	26.4%	25.6%	29.0%
Over 60 years old	21.5%	16.8%	11.4%	15.1%	17.8%	15.5%	10.7%	11.5%	7.3%	20.0%	17.1%	15.8%	19.9%
Occupation													
Salaried worker	57.4%	58.9%	63.6%	62.2%	59.4%	58.1%	60.6%	62.4%	64.4%	59.3%	59.4%	59.6%	58.8%
Self-employed	10.8%	11.6%	11.1%	9.5%	10.8%	11.6%	11.5%	11.5%	11.5%	10.5%	11.2%	11.4%	11.1%
Unemployed	1.0%	1.0%	1.0%	1.4%	1.2%	1.5%	1.7%	1.4%	1.4%	0.8%	1.0%	1.3%	1.4%
Business owner	8.3%	8.6%	8.2%	7.3%	8.2%	8.6%	9.5%	6.6%	8.7%	8.1%	8.5%	8.7%	8.7%
Student	4.6%	5.7%	5.9%	5.8%	5.7%	7.3%	6.7%	7.2%	6.1%	4.3%	5.3%	5.5%	3.8%
Retired	16.5%	13.0%	8.7%	12.4%	13.6%	11.7%	8.6%	9.9%	6.5%	15.6%	13.1%	12.4%	14.5%
Unpaid domestic work	0.6%	0.5%	0.6%	0.6%	0.4%	0.5%	0.6%	0.4%	0.7%	0.7%	0.6%	0.5%	0.4%
Others	0.8%	0.7%	0.8%	0.9%	0.7%	0.7%	0.9%	0.8%	0.6%	0.6%	0.7%	0.7%	1.3%
Annual household income level													
Less than €25,000	14.3%	17.1%	14.7%	15.5%	15.9%	17.5%	17.2%	18.0%	15.0%	12.5%	14.9%	16.1%	11.7%
€25,000 - €49,999	34.3%	36.1%	34.5%	35.5%	35.3%	35.5%	33.8%	35.2%	34.4%	32.7%	34.2%	35.4%	29.8%
€50,000 - €74,999	25.4%	24.1%	25.3%	25.7%	24.6%	24.8%	23.8%	22.8%	25.3%	26.5%	25.6%	24.8%	25.4%
More than €74,999	26.0%	22.7%	25.5%	23.3%	24.2%	22.3%	25.2%	24.0%	25.3%	28.2%	25.3%	23.7%	33.1%
Education level													
No studies	3.6%	1.8%	3.7%	3.9%	2.2%	1.4%	1.5%	5.1%	3.8%	4.5%	3.2%	2.4%	2.4%
Primary education	1.7%	1.8%	1.7%	1.8%	1.5%	1.3%	2.3%	1.4%	1.5%	1.6%	1.8%	1.4%	1.3%
Secondary education	20.2%	18.3%	19.7%	21.3%	18.1%	14.9%	18.4%	19.0%	20.1%	20.5%	19.6%	18.6%	19.2%
Higher education	74.5%	78.1%	74.9%	73.0%	78.2%	82.3%	77.9%	74.5%	74.6%	73.4%	75.4%	77.5%	77.0%

Who do they come with?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Unaccompanied	10.0%	9.1%	5.5%	5.8%	10.1%	9.5%	10.7%	12.7%	3.9%	5.6%	9.4%	9.1%	10.0%
Only with partner	46.1%	47.3%	43.3%	47.6%	47.9%	46.5%	47.0%	43.1%	34.9%	45.5%	44.4%	47.4%	44.1%
Only with children (< 13 years old)	4.9%	3.4%	5.8%	4.9%	3.1%	4.2%	3.4%	2.2%	9.5%	6.0%	5.5%	4.5%	3.1%
Partner + children (< 13 years old)	7.3%	7.0%	9.4%	7.3%	6.8%	8.2%	6.3%	3.6%	16.9%	9.5%	8.1%	7.4%	6.7%
Other relatives	9.9%	9.6%	10.9%	10.8%	9.5%	9.7%	8.9%	10.3%	11.7%	11.2%	10.2%	9.7%	12.1%
Friends	7.3%	6.5%	7.8%	7.0%	7.8%	6.3%	10.0%	15.4%	5.7%	6.5%	7.6%	7.6%	7.7%
Work colleagues	0.6%	0.3%	0.2%	0.4%	0.5%	0.3%	0.9%	0.9%	0.2%	0.3%	0.3%	0.4%	0.3%
Organized trip	0.3%	0.2%	0.1%	0.8%	0.2%	0.6%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.4%
Other combinations ⁽²⁾	13.7%	16.5%	16.9%	15.4%	14.0%	14.7%	12.6%	11.5%	17.1%	15.3%	14.3%	13.8%	15.6%
<i>(2) Different situations have been isolated</i>													
Tourists with children	18.0%	15.6%	22.6%	18.4%	14.4%	17.5%	13.8%	10.7%	37.5%	23.1%	20.1%	16.9%	17.1%
- Between 0 and 2 years old	1.3%	1.2%	0.9%	0.8%	1.0%	1.2%	0.7%	0.6%	1.9%	1.6%	1.4%	1.3%	1.7%
- Between 3 and 12 years old	15.5%	13.6%	20.7%	16.6%	12.5%	15.4%	12.4%	9.6%	33.1%	19.8%	17.3%	14.6%	14.3%
- Between 0-2 and 3-12 years old	1.2%	0.8%	1.0%	1.0%	0.8%	0.9%	0.6%	0.5%	2.5%	1.6%	1.4%	1.0%	1.2%
Tourists without children	82.0%	84.4%	77.4%	81.6%	85.6%	82.5%	86.2%	89.3%	62.5%	76.9%	79.9%	83.1%	82.9%
Group composition:													
- 1 person	12.6%	11.9%	7.5%	8.2%	12.6%	12.1%	13.1%	16.2%	5.5%	7.8%	12.0%	11.4%	12.1%
- 2 people	53.9%	54.5%	51.6%	56.5%	55.5%	53.3%	55.8%	54.0%	41.1%	52.7%	52.2%	55.2%	54.1%
- 3 people	12.1%	12.0%	13.2%	12.6%	11.9%	12.4%	11.7%	10.4%	17.7%	13.8%	12.8%	12.1%	13.0%
- 4 or 5 people	17.3%	17.6%	22.9%	18.7%	16.4%	19.3%	15.9%	14.3%	28.9%	20.7%	18.7%	17.6%	15.4%
- 6 or more people	4.1%	3.9%	4.8%	3.9%	3.6%	2.8%	3.4%	5.1%	6.7%	5.0%	4.3%	3.6%	5.4%
Average group size:	2.60	2.60	2.83	2.68	2.55	2.57	2.52	2.54	3.12	2.79	2.65	2.59	2.65

*People who share the main expenses of the trip

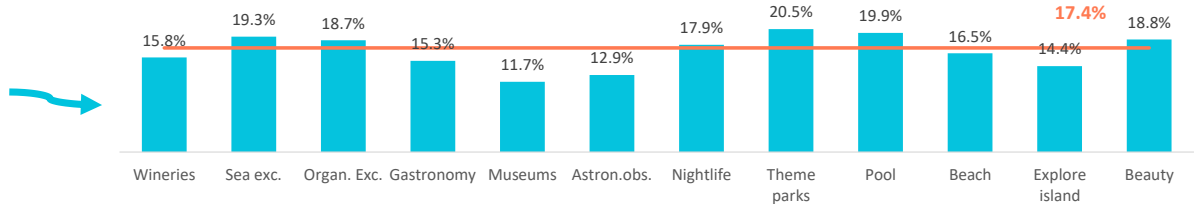


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
The same day	0.7%	0.5%	0.7%	0.6%	0.6%	0.7%	0.8%	0.8%	0.5%	0.6%	0.7%	0.7%	0.6%
Between 1 and 30 days	27.8%	26.0%	22.5%	24.2%	27.4%	28.0%	29.3%	28.4%	22.0%	24.9%	28.0%	29.1%	23.8%
Between 1 and 2 months	25.3%	26.6%	24.7%	25.8%	27.0%	28.9%	28.5%	24.5%	24.1%	24.3%	25.9%	27.3%	25.3%
Between 3 and 6 months	28.8%	31.1%	32.8%	30.7%	29.7%	30.7%	28.5%	28.4%	32.8%	30.3%	29.0%	28.6%	31.4%
More than 6 months	17.4%	15.8%	19.3%	18.7%	15.3%	11.7%	12.9%	17.9%	20.5%	19.9%	16.5%	14.4%	18.8%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



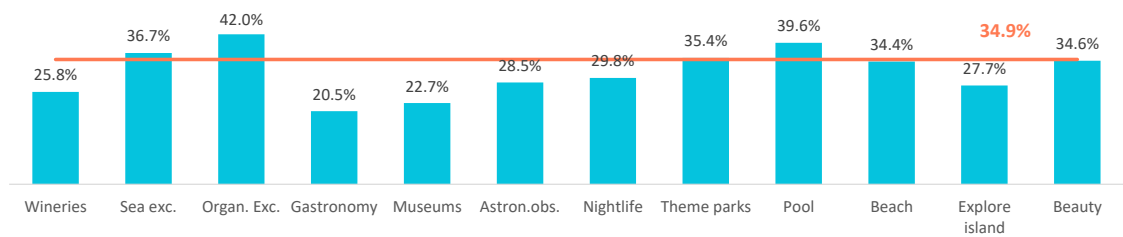
With whom did they book their flight and accommodation?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Flight													
- Directly with the airline	50.0%	58.9%	45.0%	36.4%	59.9%	60.0%	51.4%	54.5%	47.8%	43.8%	50.8%	55.3%	48.5%
- Tour Operator or Travel Agency	50.0%	41.1%	55.0%	63.6%	40.1%	40.0%	48.6%	45.5%	52.2%	56.2%	49.2%	44.7%	51.5%
Accommodation													
- Directly with the accommodation	36.6%	43.4%	33.0%	26.5%	43.2%	45.0%	39.0%	40.0%	35.0%	33.1%	37.3%	41.2%	36.4%
- Tour Operator or Travel Agency	63.4%	56.6%	67.0%	73.5%	56.8%	55.0%	61.0%	60.0%	65.0%	66.9%	62.7%	58.8%	63.6%

What do they book?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Room only	28.5%	40.5%	26.0%	19.5%	39.9%	38.4%	35.4%	34.9%	26.6%	21.8%	30.0%	34.8%	21.8%
Bed and Breakfast	13.9%	13.4%	14.0%	12.0%	18.3%	16.7%	15.1%	16.1%	13.5%	14.3%	13.5%	14.9%	17.8%
Half board	19.1%	17.8%	19.8%	22.0%	19.3%	19.4%	17.8%	16.8%	20.6%	20.7%	18.8%	19.8%	21.2%
Full board	3.5%	2.4%	3.4%	4.6%	2.1%	2.8%	3.3%	2.4%	3.9%	3.7%	3.4%	2.8%	4.7%
All inclusive	34.9%	25.8%	36.7%	42.0%	20.5%	22.7%	28.5%	29.8%	35.4%	39.6%	34.4%	27.7%	34.6%

% TOURISTS WHO BOOK ALL INCLUSIVE



Other expenses

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Restaurants or cafes	66.4%	78.2%	66.4%	60.7%	82.5%	77.0%	68.5%	73.8%	69.3%	63.8%	67.1%	73.0%	68.7%
Supermarkets	55.9%	69.2%	58.7%	52.9%	66.1%	68.4%	65.7%	62.1%	62.4%	53.4%	59.0%	63.2%	56.4%
Car rental	32.0%	48.5%	39.3%	27.9%	46.1%	60.4%	48.2%	25.3%	42.8%	28.7%	35.2%	53.6%	29.4%
Organized excursions	23.6%	34.6%	64.6%	72.2%	27.7%	34.3%	36.2%	25.8%	36.8%	26.3%	26.3%	27.8%	32.0%
Taxi, transfer, chauffeur service	51.8%	41.9%	54.7%	63.1%	42.2%	33.3%	44.7%	56.8%	53.9%	60.4%	50.5%	40.1%	58.7%
Theme Parks	10.9%	12.8%	18.7%	17.8%	14.0%	14.4%	13.1%	15.5%	60.1%	13.3%	12.2%	13.4%	14.0%
Sport activities	7.9%	9.1%	15.6%	10.8%	9.1%	9.5%	11.8%	10.7%	12.2%	8.3%	9.0%	9.1%	10.6%
Museums	5.2%	15.5%	5.7%	5.7%	9.1%	38.5%	8.0%	4.0%	6.0%	4.2%	5.9%	9.0%	5.7%
Flights between islands	5.0%	7.9%	7.8%	7.5%	6.4%	8.9%	6.9%	5.9%	4.4%	4.6%	5.6%	6.7%	6.4%

ACCOMMODATION

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
1-2-3* Hotel	10.9%	9.2%	11.1%	11.2%	9.7%	10.6%	10.6%	12.7%	10.7%	11.1%	11.3%	10.6%	8.6%
4* Hotel	39.0%	29.7%	43.0%	48.5%	30.5%	31.2%	34.3%	35.1%	41.1%	45.8%	38.4%	35.0%	41.1%
5* Hotel / 5* Luxury Hotel	10.5%	7.3%	9.3%	10.1%	8.1%	6.7%	6.1%	7.9%	9.4%	13.5%	9.1%	8.1%	16.6%
Aparthotel / Tourist Villa	15.6%	18.9%	15.8%	14.9%	18.8%	17.3%	16.7%	19.8%	17.9%	15.5%	16.4%	17.3%	12.4%
House/room rented in a private dwelling	7.2%	12.4%	8.1%	4.6%	10.7%	13.7%	11.2%	6.4%	7.1%	3.2%	8.1%	10.3%	5.1%
Private accommodation ⁽¹⁾	8.7%	12.2%	4.3%	2.8%	13.4%	10.1%	10.4%	10.4%	6.9%	3.3%	8.9%	9.4%	7.7%
Others (Cottage, cruise, camping,...)	8.1%	10.3%	8.5%	7.9%	8.7%	10.4%	10.7%	7.8%	6.9%	7.5%	7.9%	9.3%	8.4%

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

TRIP MOTIVATION AND DESTINATION CHOICE

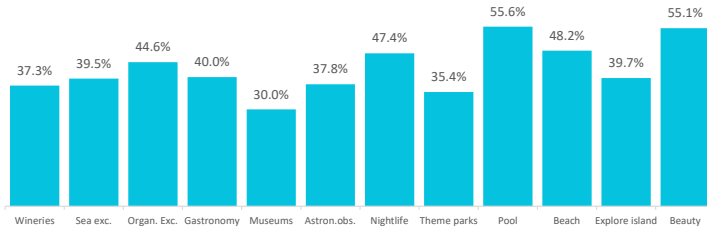
What is the main reason for visiting the Canary Islands?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Holidays	90.2%	88.7%	95.5%	96.1%	86.9%	89.6%	88.5%	89.2%	93.8%	95.8%	91.3%	90.6%	91.6%
Family reasons	6.7%	9.3%	3.1%	2.3%	10.3%	8.0%	7.8%	8.2%	5.0%	2.8%	6.7%	7.2%	6.4%
Business	1.4%	0.7%	0.4%	0.6%	1.0%	0.8%	1.2%	1.1%	0.4%	0.4%	0.7%	0.7%	0.6%
Education and training	0.2%	0.2%	0.1%	0.3%	0.4%	0.3%	0.7%	0.4%	0.1%	0.1%	0.2%	0.2%	0.2%
Sports training	0.4%	0.2%	0.2%	0.2%	0.3%	0.1%	0.7%	0.2%	0.1%	0.2%	0.3%	0.3%	0.2%
Health	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.5%
Conventions and Exhibitions	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.1%	0.3%	0.1%	0.1%	0.1%	0.1%	0.0%
Others	0.7%	0.6%	0.5%	0.4%	0.7%	0.9%	0.9%	0.6%	0.4%	0.5%	0.6%	0.7%	0.5%

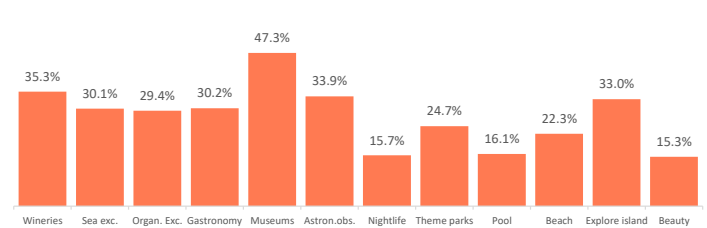
What is the main motivation for their holidays?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Rest	51.1%	37.3%	39.5%	44.6%	40.0%	30.0%	37.8%	47.4%	35.4%	55.6%	48.2%	39.7%	55.1%
Enjoy family time	16.1%	15.8%	15.2%	13.0%	16.2%	13.4%	12.2%	13.0%	24.8%	16.6%	16.7%	14.7%	16.8%
Have fun	8.5%	7.9%	12.5%	10.7%	9.5%	5.9%	9.5%	20.1%	13.6%	9.2%	9.2%	8.4%	9.4%
Explore the destination	20.3%	35.3%	30.1%	29.4%	30.2%	47.3%	33.9%	15.7%	24.7%	16.1%	22.3%	33.0%	15.3%
Practice their hobbies	1.9%	2.0%	1.2%	0.9%	2.0%	1.5%	3.3%	1.6%	0.4%	1.1%	1.6%	2.0%	1.4%
Other reasons	2.1%	1.7%	1.4%	1.4%	2.1%	2.1%	3.3%	2.2%	1.1%	1.4%	1.9%	2.1%	2.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Climate	75.0%	70.8%	71.3%	72.3%	70.8%	66.3%	72.2%	75.2%	71.8%	77.3%	75.3%	72.2%	79.1%
Safety	51.3%	47.4%	51.2%	52.9%	48.5%	42.6%	46.9%	54.2%	54.2%	54.2%	50.8%	47.7%	57.7%
Tranquility	46.5%	45.4%	42.9%	43.9%	46.1%	42.5%	48.3%	42.6%	42.8%	46.7%	45.9%	45.4%	52.6%
Sea	46.0%	45.7%	51.0%	46.4%	47.1%	44.1%	53.8%	45.8%	43.3%	43.8%	52.0%	48.1%	49.8%
Accommodation supply	41.8%	35.5%	42.7%	43.3%	35.7%	32.4%	33.5%	43.3%	41.9%	47.4%	39.9%	36.3%	46.5%
Beaches	39.3%	37.7%	41.7%	39.6%	38.8%	36.1%	40.2%	41.9%	37.4%	38.4%	46.3%	39.6%	42.3%
Effortless trip	37.5%	33.3%	34.9%	35.4%	36.6%	28.1%	34.9%	39.5%	36.7%	38.6%	37.1%	33.4%	40.8%
European belonging	36.5%	34.7%	32.9%	34.7%	36.1%	33.9%	39.0%	34.5%	35.2%	36.4%	36.6%	35.8%	38.6%
Price	35.8%	33.7%	35.9%	36.8%	32.8%	31.3%	32.3%	42.0%	38.0%	38.4%	35.7%	33.3%	39.3%
Landscapes	34.1%	45.4%	39.0%	38.7%	42.3%	53.2%	51.2%	30.9%	35.7%	29.0%	36.1%	44.0%	33.0%
Environment	33.3%	40.4%	34.6%	34.6%	37.4%	43.6%	39.6%	33.4%	33.2%	31.1%	33.5%	37.6%	34.8%
Gastronomy	26.6%	30.8%	26.0%	23.9%	33.4%	25.4%	28.3%	29.8%	26.2%	25.9%	26.1%	26.1%	30.1%
Fun possibilities	23.3%	21.9%	30.2%	28.5%	22.9%	20.6%	22.9%	39.0%	36.0%	25.2%	24.0%	22.6%	27.5%
Authenticity	22.3%	31.2%	22.6%	23.7%	27.2%	31.0%	29.8%	24.4%	22.3%	21.0%	23.2%	26.1%	24.2%
Exoticism	11.8%	15.0%	15.0%	14.7%	13.6%	16.5%	20.2%	15.2%	15.3%	11.7%	12.7%	14.2%	13.7%
Hiking trail network	10.1%	13.2%	9.5%	9.4%	11.9%	15.9%	19.3%	7.7%	8.3%	7.0%	10.2%	13.3%	8.8%
Shopping	9.1%	9.9%	9.8%	9.6%	8.9%	6.4%	8.1%	14.4%	10.8%	9.4%	9.2%	8.3%	11.7%
Culture	9.0%	13.3%	9.5%	10.1%	11.3%	17.6%	11.3%	10.5%	10.6%	8.4%	9.2%	10.5%	11.1%
Historical heritage	8.4%	13.7%	8.9%	10.0%	11.4%	18.7%	12.5%	8.0%	9.1%	7.2%	8.5%	10.6%	9.2%
Nightlife	7.9%	7.2%	8.0%	7.6%	7.5%	5.5%	7.0%	25.4%	9.5%	8.1%	8.2%	7.1%	9.3%

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?

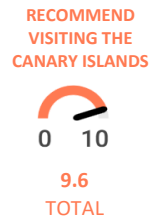
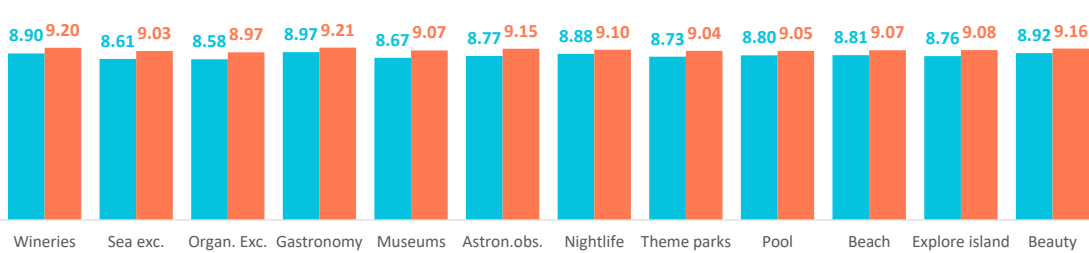
	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Previous visits to the Canary Islands	49.8%	49.2%	38.3%	37.3%	49.5%	40.3%	42.5%	50.4%	44.1%	51.8%	48.0%	44.5%	55.3%
Friends or relatives	30.4%	36.6%	33.4%	30.5%	38.3%	36.0%	35.2%	39.4%	36.3%	28.6%	32.3%	34.5%	30.8%
Internet or social media	54.2%	62.1%	62.9%	60.5%	59.4%	66.3%	63.8%	57.0%	62.6%	57.0%	56.4%	61.1%	53.2%
Mass Media	2.0%	2.5%	2.7%	3.2%	2.4%	3.1%	2.1%	2.9%	3.2%	2.1%	2.1%	2.5%	2.1%
Travel guides and magazines	7.0%	10.7%	10.4%	9.8%	8.8%	14.9%	10.8%	5.6%	8.4%	6.9%	7.5%	9.7%	6.1%
Travel Blogs or Forums	6.9%	12.0%	10.0%	9.1%	10.6%	15.5%	12.7%	6.7%	9.5%	6.5%	8.0%	10.5%	5.8%
Travel TV Channels	0.8%	1.3%	1.3%	1.2%	1.1%	1.3%	1.5%	0.5%	1.1%	0.8%	0.9%	1.0%	1.1%
Tour Operator or Travel Agency	20.7%	18.0%	24.7%	31.4%	17.0%	16.6%	18.3%	17.9%	22.4%	24.6%	19.9%	17.4%	24.3%
Public administrations or similar	1.3%	1.9%	1.2%	1.5%	2.0%	2.3%	2.1%	1.7%	1.5%	1.4%	1.3%	1.5%	1.7%
Others	3.2%	4.0%	3.1%	3.0%	3.5%	3.9%	3.4%	3.8%	2.8%	2.7%	2.8%	3.0%	3.2%

* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

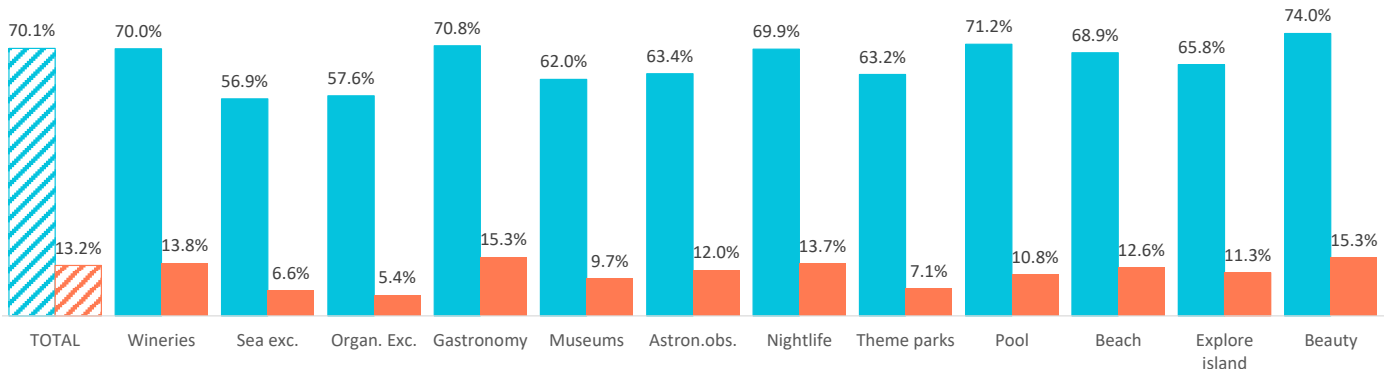
Satisfaction (scale 0-10)	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Average rating	8.85	8.90	8.87	8.83	8.94	8.86	8.91	8.88	8.85	8.87	8.85	8.85	8.94
Experience in the Canary Islands	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Worse or much worse than expected	2.8%	2.5%	3.3%	3.3%	2.1%	2.8%	2.5%	2.8%	2.9%	2.9%	2.8%	2.9%	2.6%
Lived up to expectations	53.5%	50.2%	46.3%	47.8%	50.1%	48.0%	47.4%	49.8%	47.0%	52.6%	51.4%	50.4%	49.4%
Better or much better than expected	43.7%	47.3%	50.4%	48.9%	47.7%	49.2%	50.1%	47.4%	50.1%	44.6%	45.8%	46.7%	47.9%
Future intentions (scale 1-10)	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Return to the Canary Islands	8.82	8.90	8.61	8.58	8.97	8.67	8.77	8.88	8.73	8.80	8.81	8.76	8.92
Recommend visiting the Canary Islands	9.06	9.20	9.03	8.97	9.21	9.07	9.15	9.10	9.04	9.05	9.07	9.08	9.16



How many are loyal to the Canary Islands?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Repeat tourists	70.1%	70.0%	56.9%	57.6%	70.8%	62.0%	63.4%	69.9%	63.2%	71.2%	68.9%	65.8%	74.0%
At least 10 previous visits	19.1%	18.2%	9.7%	8.2%	20.1%	12.6%	15.5%	18.9%	10.8%	17.5%	17.6%	15.3%	20.9%
Repeat tourists (last 5 years)	62.7%	62.5%	48.8%	49.9%	63.9%	55.1%	57.7%	63.1%	53.8%	62.7%	61.6%	58.7%	66.2%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	13.8%	6.6%	5.4%	15.3%	9.7%	12.0%	13.7%	7.1%	10.8%	12.6%	11.3%	15.3%

Repeat tourists (blue), Repeat tourists (last 5 years) (5 or more visits) (orange)



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
One island	92.6%	89.3%	89.8%	88.8%	91.2%	87.9%	89.0%	92.2%	93.4%	93.8%	92.2%	90.5%	91.4%
Two islands	6.3%	9.0%	8.7%	9.8%	7.4%	10.2%	8.1%	6.8%	5.8%	5.5%	6.7%	8.0%	7.7%
Three or more islands	1.1%	1.7%	1.5%	1.4%	1.3%	1.9%	2.9%	1.0%	0.8%	0.7%	1.1%	1.5%	0.9%

Visited islands during their trip (with overnight staying)

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Lanzarote	19.3%	34.7%	11.9%	20.8%	21.1%	37.3%	10.9%	17.0%	11.8%	20.4%	19.2%	20.1%	17.2%
Fuerteventura	15.0%	10.8%	13.5%	13.1%	11.9%	8.8%	16.8%	10.4%	7.0%	14.0%	17.2%	14.2%	11.9%
Gran Canaria	26.8%	23.5%	21.2%	18.1%	23.4%	26.1%	24.5%	31.5%	17.7%	24.7%	27.3%	25.0%	27.8%
Tenerife	40.5%	33.7%	55.3%	49.5%	45.4%	31.7%	49.1%	43.9%	65.4%	41.9%	38.3%	42.8%	45.2%
La Gomera	0.6%	0.5%	1.1%	0.7%	0.8%	0.8%	1.4%	0.2%	0.5%	0.4%	0.6%	0.9%	0.5%
La Palma	1.5%	2.3%	1.6%	1.6%	2.1%	2.7%	5.6%	0.7%	0.5%	1.0%	1.3%	2.2%	0.9%
El Hierro	0.2%	0.3%	0.3%	0.2%	0.4%	0.5%	0.5%	0.1%	0.0%	0.1%	0.2%	0.3%	0.1%
Cruise	0.2%	0.2%	0.2%	0.5%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%

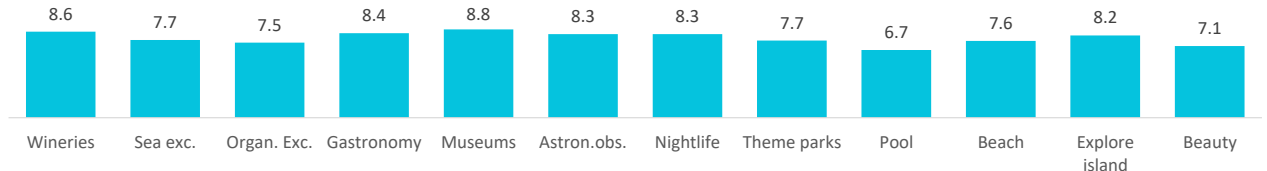
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
0 hours	2.5%	0.5%	0.8%	0.9%	0.6%	0.2%	1.1%	1.1%	0.9%	3.1%	1.6%	0.6%	2.3%
1 - 2 hours	10.7%	4.6%	8.2%	10.5%	5.1%	3.0%	7.7%	6.6%	8.1%	13.6%	9.2%	6.0%	11.9%
3 - 6 hours	32.7%	27.3%	32.7%	33.8%	28.8%	24.5%	26.4%	30.5%	33.5%	36.0%	31.7%	29.5%	35.0%
7 - 12 hours	45.1%	55.1%	48.8%	46.0%	53.4%	60.5%	52.4%	48.2%	48.3%	40.1%	47.9%	53.2%	42.2%
More than 12 hours	9.0%	12.5%	9.4%	8.7%	12.1%	11.7%	12.4%	13.6%	9.2%	7.1%	9.6%	10.6%	8.5%
Outdoor time per day	7.3	8.6	7.7	7.5	8.4	8.8	8.3	8.3	7.7	6.7	7.6	8.2	7.1



7.3
TOTAL



Activities in the Canary Islands

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Walk, wander	73.8%	88.7%	80.3%	81.1%	86.0%	87.9%	87.1%	85.8%	82.1%	80.6%	80.2%	85.0%	84.3%
Beach	71.3%	84.4%	84.4%	80.2%	81.3%	82.8%	85.9%	81.8%	83.3%	77.4%	100.0%	82.2%	80.3%
Swimming pool, hotel facilities	61.1%	59.9%	71.9%	74.5%	57.1%	53.5%	60.8%	71.6%	75.8%	100.0%	66.3%	59.7%	78.7%
Explore the island on their own	48.7%	75.0%	62.1%	51.3%	69.7%	83.8%	74.2%	53.7%	62.9%	47.6%	56.1%	100.0%	51.9%
Taste Canarian gastronomy	27.0%	58.6%	32.1%	32.0%	100.0%	50.1%	49.5%	37.2%	36.2%	25.2%	30.8%	38.7%	37.5%
Hiking	18.5%	33.3%	23.1%	19.9%	28.7%	39.8%	38.4%	17.9%	20.6%	15.5%	21.5%	30.7%	20.1%
Organized excursions	17.4%	26.8%	46.9%	100.0%	20.6%	23.1%	32.9%	21.8%	30.0%	21.2%	19.5%	18.3%	28.6%
Nightlife / concerts / shows	15.3%	22.6%	19.8%	19.1%	21.0%	15.3%	23.9%	100.0%	23.6%	17.9%	17.5%	16.8%	27.0%
Theme parks	14.4%	18.6%	26.8%	24.8%	19.3%	20.8%	21.1%	22.3%	100.0%	17.8%	16.8%	18.6%	20.7%
Sea excursions / whale watching	12.7%	17.2%	100.0%	34.3%	15.0%	15.2%	25.3%	16.4%	23.6%	14.9%	15.0%	16.2%	20.7%
Wineries / markets / popular festivals	10.6%	100.0%	14.3%	16.3%	22.9%	32.7%	23.1%	15.6%	13.7%	10.4%	12.5%	16.3%	19.0%
Swim	10.1%	13.0%	16.6%	12.0%	12.8%	13.2%	19.1%	16.9%	15.0%	12.3%	12.4%	12.2%	16.6%
Museums / exhibitions	10.0%	30.9%	11.9%	13.2%	18.5%	100.0%	20.7%	10.0%	14.4%	8.7%	11.6%	17.1%	12.2%
Other Nature Activities	8.1%	17.7%	12.3%	10.0%	15.5%	21.0%	22.1%	10.1%	11.7%	6.7%	10.0%	14.3%	8.5%
Running	5.9%	8.8%	6.6%	6.1%	7.3%	8.4%	11.9%	7.8%	7.3%	6.8%	6.9%	7.7%	10.0%
Beauty and health treatments	5.9%	10.6%	9.6%	9.7%	8.2%	7.2%	10.8%	10.4%	8.5%	7.6%	6.6%	6.3%	100.0%
Practice other sports	4.7%	7.9%	7.0%	6.0%	6.5%	6.6%	11.2%	7.9%	7.0%	5.2%	5.5%	5.7%	9.0%
Astronomical observation	3.7%	8.0%	7.3%	6.9%	6.7%	7.6%	100.0%	5.7%	5.4%	3.6%	4.4%	5.6%	6.7%
Cycling / Mountain bike	3.3%	5.2%	3.6%	3.6%	4.0%	4.7%	7.0%	3.6%	3.2%	3.3%	3.7%	4.2%	5.0%
Surf	3.1%	5.3%	4.2%	3.4%	4.4%	5.3%	9.5%	5.0%	3.6%	2.3%	4.0%	4.5%	4.9%
Scuba Diving	3.0%	5.1%	8.6%	5.6%	4.3%	5.8%	9.8%	3.9%	5.2%	3.1%	3.8%	4.3%	5.5%
Golf	2.1%	2.3%	3.0%	2.2%	2.4%	2.6%	5.2%	3.8%	3.6%	2.6%	2.2%	2.2%	3.8%
Windsurf / Kitesurf	1.2%	2.2%	1.6%	1.2%	1.5%	1.7%	3.3%	1.7%	1.6%	1.1%	1.3%	1.4%	3.0%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Didn't have holidays	31.7%	26.3%	35.4%	37.5%	26.7%	24.4%	27.1%	31.7%	37.5%	36.1%	30.7%	27.1%	28.8%
Canary Islands	20.4%	20.1%	13.9%	12.8%	21.2%	16.0%	17.8%	22.7%	15.1%	18.3%	19.6%	18.2%	25.6%
Other destination	48.0%	53.6%	50.7%	49.7%	52.1%	59.6%	55.1%	45.5%	47.4%	45.6%	49.7%	54.6%	45.6%

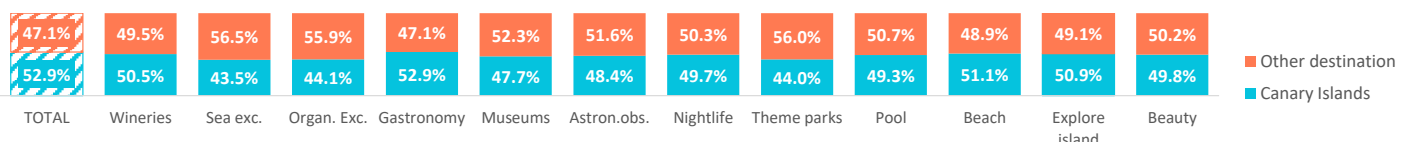
* Percentage of valid answers

What other destinations did they consider for this trip? *

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
None (I was clear about "this Canary Island")	28.3%	27.2%	19.8%	19.2%	29.5%	24.2%	23.7%	26.8%	20.3%	24.9%	26.2%	26.1%	26.1%
Canary Islands (other island)	24.6%	23.3%	23.8%	24.8%	23.5%	23.5%	24.7%	22.9%	23.6%	24.5%	24.9%	24.5%	23.7%
Other destination	47.1%	49.5%	56.5%	55.9%	47.1%	52.3%	51.6%	50.3%	56.0%	50.7%	48.9%	49.1%	50.2%

* Percentage of valid answers

CONSIDERED DESTINATIONS



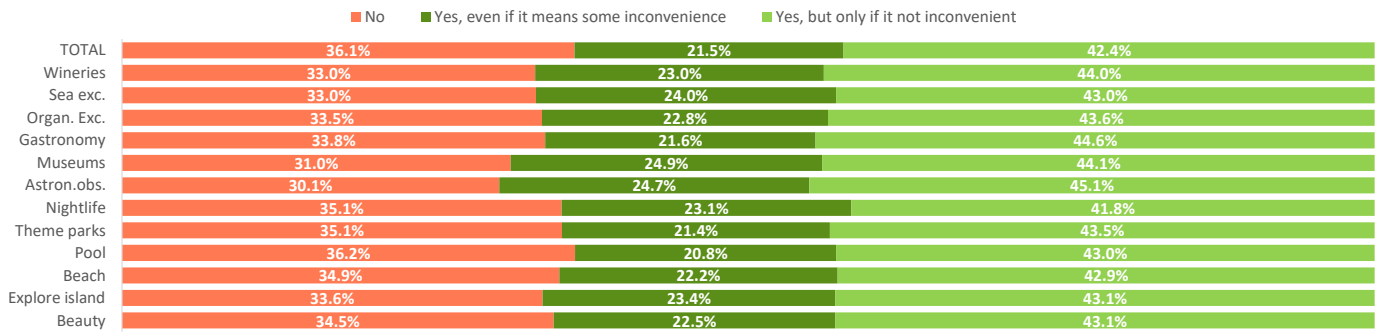
COUNTRY OF RESIDENCE

Where are they from?

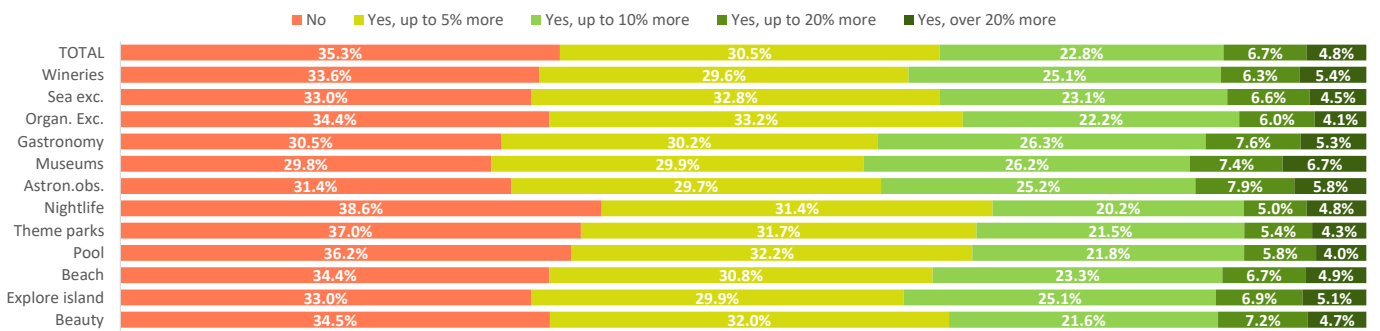
	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
United Kingdom	33.4%	25.3%	32.0%	32.9%	28.5%	18.5%	18.2%	44.7%	34.1%	41.1%	29.7%	23.9%	34.5%
Germany	16.0%	15.5%	18.1%	16.0%	19.2%	16.1%	25.3%	9.9%	12.8%	11.1%	18.3%	17.3%	13.6%
Spanish Mainland	13.3%	21.6%	11.3%	12.3%	21.6%	23.1%	17.3%	13.2%	14.6%	10.8%	13.7%	17.9%	9.6%
France	5.4%	7.5%	8.7%	7.5%	2.7%	10.7%	4.2%	4.2%	5.4%	5.3%	5.7%	7.2%	8.3%
Netherlands	4.5%	2.7%	5.1%	5.2%	3.2%	4.2%	5.6%	3.6%	4.7%	4.8%	4.5%	4.6%	3.8%
Italy	4.3%	5.7%	3.9%	4.4%	4.7%	5.6%	4.5%	3.5%	4.2%	2.8%	5.0%	5.5%	3.6%
Ireland	3.8%	3.1%	3.2%	3.8%	3.3%	2.0%	1.7%	6.0%	4.3%	4.5%	3.8%	2.5%	6.3%
Belgium	2.9%	2.1%	3.6%	3.2%	2.6%	2.8%	2.4%	1.5%	2.7%	3.2%	2.4%	3.0%	3.3%
Norway	2.3%	2.2%	1.0%	1.2%	0.6%	1.1%	1.1%	2.0%	1.7%	2.5%	2.2%	1.5%	4.8%
Denmark	2.3%	1.2%	1.6%	1.7%	1.6%	1.3%	2.2%	1.5%	1.2%	2.6%	1.7%	2.5%	2.6%
Sweden	2.1%	2.3%	0.9%	1.0%	1.5%	1.0%	1.1%	1.2%	1.0%	2.4%	2.1%	1.6%	1.7%
Poland	1.9%	2.2%	2.2%	3.6%	2.3%	2.2%	1.9%	1.0%	2.8%	1.9%	2.4%	2.7%	0.3%
Finland	1.1%	1.0%	0.8%	0.9%	0.8%	1.4%	6.8%	1.1%	1.3%	1.4%	1.1%	1.2%	1.5%
Switzerland	1.1%	1.2%	1.3%	0.9%	1.0%	1.1%	1.6%	1.0%	1.2%	0.8%	1.1%	1.2%	1.1%
Austria	1.0%	1.1%	1.2%	0.7%	1.4%	1.4%	1.3%	1.0%	1.0%	0.6%	1.1%	1.1%	0.9%
Czech Republic	0.8%	0.5%	0.8%	0.8%	1.0%	1.1%	1.2%	0.4%	1.2%	0.8%	1.0%	1.1%	0.2%
Others	3.9%	5.1%	4.4%	3.8%	3.9%	6.3%	3.7%	4.1%	5.8%	3.4%	4.3%	5.1%	3.9%

SUSTAINABLE DESTINATION

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 *

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Quality of life on the island	8.1	8.2	8.1	8.1	8.2	8.1	8.2	8.1	8.1	8.1	8.1	8.1	8.1
Tolerance towards tourism	8.6	8.6	8.5	8.6	8.7	8.6	8.6	8.6	8.5	8.6	8.6	8.6	8.5
Cleanliness of the island	8.3	8.3	8.3	8.4	8.3	8.3	8.2	8.3	8.3	8.4	8.3	8.3	8.3
Air quality	8.5	8.5	8.5	8.5	8.5	8.6	8.6	8.3	8.5	8.5	8.5	8.5	8.4
Rational water consumption	7.5	7.5	7.5	7.5	7.5	7.5	7.4	7.5	7.5	7.5	7.5	7.5	7.6
Energy saving	6.9	6.9	6.9	7.0	6.9	7.0	7.0	6.9	6.9	7.0	6.9	6.9	7.0
Use of renewable energy	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.1	7.0	7.0	7.0
Recycling	7.1	7.0	7.1	7.2	7.1	7.0	7.0	7.1	7.2	7.3	7.1	7.0	7.2
Easy to get around by public transport	7.4	7.3	7.5	7.6	7.3	7.3	7.3	7.6	7.5	7.5	7.4	7.3	7.5
Overcrowding in tourist areas	6.7	6.7	6.7	6.8	6.6	6.7	6.7	6.7	6.8	6.7	6.7	6.7	6.7
Supply of local products	7.1	7.5	7.2	7.3	7.4	7.5	7.4	7.2	7.2	7.1	7.2	7.3	7.2

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

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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