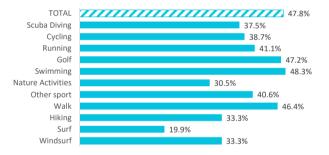
INBOUND TOURISM AND TOURIST EXPENDITURE

	TOTAL S	cuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Tourist arrivals > 15 years old (EGT)	12,832,078	386,437	419,936	760,715	271,738	1,291,006	1,038,743	606,366	9,465,130	2,376,120	402,471	154,496
% Tourists	100%	3.0%	3.3%	5.9%	2.1%	10.1%	8.1%	4.7%	73.8%	18.5%	3.1%	1.2%
- Lanzarote	2,377,525	90,233	176,771	187,467	39,641	243,199	196,778	120,625	1,888,184	387,647	69,151	34,928
- Fuerteventura	1,822,701	52,558	69,283	89,287	34,718	182,375	128,014	105,245	1,145,669	283,710	116,622	48,382
- Gran Canaria	3,352,820	83,614	83,042	216,110	69,683	357,528	227,471	146,612	2,258,242	575,638	89,326	23,635
- Tenerife	5,083,082	150,872	84,903	258,653	125,931	496,444	453,548	227,449	4,030,092	1,036,015	125,749	47,183
- La Palma	132,040	5,325	3,562	6,895	156	6,258	23,218	3,964	100,956	65,961	584	140
% tourists who book holiday package	47.8%	37.5%	38.7%	41.1%	47.2%	48.3%	30.5%	40.6%	46.4%	33.3%	19.9%	33.3%
Expenditure per tourist (€)	1,314	1,450	1,417	1,447	1,635	1,419	1,187	1,472	1,292	1,242	1,370	1,490
 book holiday package 	1,492	1,667	1,542	1,618	1,708	1,579	1,440	1,583	1,464	1,458	1,692	1,767
- holiday package	1,236	1,302	1,262	1,333	1,331	1,256	1,141	1,322	1,195	1,175	1,346	1,443
- others	256	365	280	285	377	323	299	260	269	283	346	325
 do not book holiday package 	1,152	1,320	1,338	1,328	1,570	1,270	1,076	1,397	1,143	1,133	1,291	1,352
- flight	311	324	353	366	376	338	283	351	305	300	345	373
- accommodation	405	402	459	481	533	443	333	477	401	362	366	423
- others	436	594	525	480	661	489	459	569	437	472	580	555
Average lenght of stay	9.24	10.58	10.37	9.87	10.61	9.71	9.86	10.77	9.16	10.14	12.50	11.67
 book holiday package 	8.45	8.72	8.50	8.42	8.64	8.54	8.42	8.52	8.33	8.71	8.89	8.82
 do not book holiday package 	9.96	11.69	11.54	10.88	12.36	10.80	10.49	12.30	9.88	10.85	13.39	13.10
Average daily expenditure (€)	160.5	160.0	160.1	167.2	185.3	165.6	139.6	162.6	158.5	140.5	134.8	157.2
 book holiday package 	186.1	198.1	195.1	199.0	207.2	194.3	179.0	196.4	184.6	176.5	202.8	206.9
 do not book holiday package 	137.1	137.1	138.1	145.1	165.7	138.8	122.4	139.5	135.9	122.5	117.9	132.4
Total turnover (> 15 years old) (€m)	16,863	560	595	1,101	444	1,832	1,233	893	12,229	2,950	552	230
 book holiday package 	9,143	241	250	505	219	984	456	390	6,431	1,155	135	91
 do not book holiday package 	7,720	319	345	596	225	848	777	503	5,798	1,795	416	139

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



EXPENDITURE PER TOURIST (€)

Canary Islands

LATITUDE OF LIFE



	TOTAL Scu	ba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Expenditure per tourist and trip (€) (*)												
Accommodation:	810	833	859	888	1,006	866	663	900	780	695	796	884
- Accommodation	665	635	687	738	798	695	524	746	640	560	587	686
- Additional accommodation expenses	145	199	172	150	208	171	139	154	140	135	209	198
Transport:	711	755	725	758	779	731	676	826	687	696	787	771
- National/International Transport	377	388	395	425	433	393	329	415	364	346	382	423
- Flights between islands	79	97	77	86	71	80	68	80	75	77	83	58
- Taxi	90	92	84	87	80	87	88	86	87	94	70	89
- Car rental	134	148	145	131	149	139	145	166	132	143	185	160
- Public transport	32	29	24	30	46	31	46	80	29	36	68	42
Food and drink:	297	310	304	308	407	314	265	328	289	284	345	335
- Food purchases at supermarkets	104	118	115	107	128	111	107	131	99	106	166	143
- Restaurants	193	193	190	200	279	203	158	197	190	177	179	191
Leisure:	530	687	609	484	675	546	448	584	503	487	570	653
- Organized excursions	94	117	109	98	109	101	82	96	90	82	94	94
- Sport activities	100	158	110	91	148	90	100	109	87	98	126	160
- Cultural activities	55	67	51	48	70	61	39	57	53	49	50	90
- Museums	35	39	40	40	30	35	32	34	34	30	36	34
- Theme Parks	70	80	70	69	75	81	63	100	68	64	84	80
- Discos and pubs	99	122	99	72	162	107	64	93	96	77	77	119
- Wellness	78	103	130	66	82	71	66	96	74	86	104	76
Purchases of goods:	666	403	265	622	291	853	406	541	666	935	1,309	436
- Souvenirs	85	77	76	95	100	85	67	89	80	73	80	76
- Real estate	360	38	92	107	31	701	149	327	328	648	986	3
- Other purchases	221	288	97	420	160	67	190	125	258	214	243	357
Others:	124	163	167	117	111	137	129	160	119	126	140	173
- Medical expenses	42	58	60	27	46	51	26	38	37	37	40	36
- Other expenses	81	105	108	90	65	86	104	123	81	89	101	137

(*) Expenditure without taking into account the tourists whose spending has been ${
m {\ensuremath{ \in } 0}}$ in each concept



TOURIST PROFILE

Who are they?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Gender												
Percentage of men	48.4%	58.2%	61.8%	58.4%	54.2%	50.2%	51.9%	54.5%	47.2%	53.5%	54.0%	55.8%
Percentage of women	51.6%	41.8%	38.2%	41.6%	45.8%	49.8%	48.1%	45.5%	52.8%	46.5%	46.0%	44.2%
Age												
Average age (tourists above 16 years old)	45.73	37.14	43.55	41.42	45.27	41.92	37.75	38.39	45.30	42.17	35.09	40.58
Standard deviation	16.0	13.5	14.3	13.9	17.6	15.5	14.1	14.7	15.9	15.2	12.0	14.6
Age range												
16-24 years old	10.4%	22.0%	10.4%	13.7%	17.1%	15.9%	18.7%	22.3%	10.6%	11.7%	19.1%	16.4%
25-30 years old	11.5%	18.8%	11.4%	12.1%	11.6%	14.1%	20.9%	15.6%	12.1%	17.1%	26.9%	15.0%
31-45 years old	29.4%	30.5%	32.7%	36.1%	22.5%	30.4%	32.6%	29.9%	29.6%	32.3%	33.0%	30.3%
46-60 years old	27.2%	23.4%	32.8%	27.9%	23.7%	25.2%	19.7%	23.8%	26.8%	23.7%	17.6%	28.3%
Over 60 years old	21.5%	5.3%	12.7%	10.2%	25.1%	14.4%	8.2%	8.4%	20.9%	15.2%	3.4%	9.9%
Occupation												
Salaried worker	57.4%	61.8%	60.2%	61.0%	49.0%	57.8%	60.5%	57.4%	57.9%	58.7%	56.8%	57.2%
Self-employed	10.8%	13.6%	12.7%	13.8%	11.3%	13.2%	11.3%	11.8%	10.8%	12.3%	16.3%	13.0%
Unemployed	1.0%	1.1%	0.3%	1.0%	0.5%	0.8%	2.1%	2.2%	1.0%	1.2%	1.5%	0.2%
Business owner	8.3%	10.3%	11.7%	11.3%	12.9%	9.3%	9.9%	10.6%	7.7%	9.0%	10.6%	12.9%
Student	4.6%	8.4%	4.1%	5.5%	6.1%	6.4%	9.1%	8.8%	4.8%	5.8%	9.7%	6.3%
Retired	16.5%	3.7%	9.9%	6.4%	18.1%	11.3%	6.3%	7.5%	16.5%	11.7%	3.7%	8.9%
Unpaid domestic work	0.6%	0.3%	0.4%	0.5%	0.7%	0.6%	0.2%	0.6%	0.6%	0.4%	0.7%	0.3%
Others	0.8%	0.7%	0.7%	0.6%	1.4%	0.8%	0.6%	1.1%	0.7%	0.8%	0.8%	1.2%
Annual household income level												
Less than €25,000	14.3%	16.5%	10.2%	12.2%	12.7%	13.2%	20.0%	15.4%	14.7%	16.3%	19.5%	17.3%
€25,000 - €49,999	34.3%	33.4%	30.0%	28.5%	25.5%	32.9%	36.8%	30.3%	34.7%	35.4%	36.3%	26.3%
€50,000 - €74,999	25.4%	25.6%	24.3%	24.9%	22.9%	24.8%	22.7%	23.8%	25.0%	25.0%	17.9%	20.5%
More than €74,999	26.0%	24.6%	35.4%	34.4%	38.9%	29.2%	20.5%	30.4%	25.6%	23.3%	26.4%	35.9%
Education level												
No studies	3.6%	3.7%	2.6%	2.5%	6.6%	4.2%	1.0%	2.7%	3.7%	0.9%	2.0%	1.4%
Primary education	1.7%	1.6%	1.2%	0.9%	1.3%	1.2%	1.6%	1.5%	1.6%	1.1%	1.0%	2.1%
Secondary education	20.2%	17.9%	13.2%	18.9%	18.4%	18.1%	17.7%	17.0%	19.6%	18.1%	11.5%	15.2%
Higher education	74.5%	76.8%	83.0%	77.7%	73.8%	76.5%	79.7%	78.9%	75.1%	79.9%	85.5%	81.3%

Who do they come with?

	TOTAL S	cuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Unaccompanied	10.0%	10.9%	13.4%	12.4%	8.4%	9.1%	11.0%	13.0%	9.2%	11.4%	21.5%	14.5%
Only with partner	46.1%	37.5%	43.4%	35.2%	41.0%	42.1%	44.3%	36.4%	47.7%	48.7%	26.2%	30.2%
Only with children (< 13 years old)	4.9%	5.5%	3.3%	5.1%	5.8%	5.7%	4.1%	5.8%	4.3%	3.2%	5.4%	6.6%
Partner + children (< 13 years old)	7.3%	6.3%	6.3%	9.4%	5.9%	7.5%	7.0%	6.3%	7.4%	5.9%	6.0%	6.7%
Other relatives	9.9%	12.2%	9.0%	12.6%	13.4%	12.1%	10.2%	12.3%	10.1%	8.6%	9.6%	11.3%
Friends	7.3%	8.1%	6.7%	6.4%	7.6%	8.5%	9.7%	7.7%	7.1%	8.6%	15.1%	12.4%
Work colleagues	0.6%	0.6%	0.2%	0.3%	0.4%	0.1%	0.5%	0.6%	0.4%	0.2%	0.2%	0.0%
Organized trip	0.3%	0.2%	0.4%	0.2%	0.5%	0.2%	0.2%	0.4%	0.2%	0.5%	0.7%	0.2%
Other combinations ⁽²⁾	13.7%	18.6%	17.3%	18.2%	17.1%	14.8%	13.1%	17.5%	13.5%	13.0%	15.3%	18.0%
⁽²⁾ Different situations have been isolated												
Tourists with children	18.0%	18.0%	17.1%	24.2%	19.7%	20.8%	15.3%	18.4%	17.5%	13.7%	15.5%	21.7%
- Between 0 and 2 years old	1.3%	0.7%	0.9%	1.5%	0.4%	0.9%	1.2%	0.5%	1.3%	1.0%	0.4%	2.8%
- Between 3 and 12 years old	15.5%	16.2%	14.8%	20.8%	18.4%	18.5%	13.3%	16.4%	15.1%	12.1%	14.5%	18.8%
- Between 0 -2 and 3-12 years old	1.2%	1.0%	1.3%	1.8%	0.9%	1.3%	0.8%	1.4%	1.1%	0.6%	0.5%	0.1%
Tourists without children	82.0%	82.0%	82.9%	75.8%	80.3%	79.2%	84.7%	81.6%	82.5%	86.3%	84.5%	78.3%
Group composition:												
- 1 person	12.6%	13.6%	17.2%	15.1%	11.2%	12.1%	13.6%	16.0%	11.5%	13.9%	27.5%	19.8%
- 2 people	53.9%	47.5%	48.7%	42.1%	47.3%	49.2%	53.9%	44.1%	55.2%	55.8%	36.6%	40.0%
- 3 people	12.1%	12.8%	11.7%	13.6%	13.7%	13.1%	12.2%	12.5%	11.9%	10.7%	11.0%	11.5%
- 4 or 5 people	17.3%	21.0%	16.2%	22.8%	21.2%	20.9%	16.8%	22.6%	17.2%	16.1%	20.7%	19.3%
- 6 or more people	4.1%	5.1%	6.2%	6.4%	6.6%	4.8%	3.5%	4.7%	4.1%	3.5%	4.3%	9.4%
Average group size:	2.60	2.72	2.68	2.85	2.84	2.73	2.53	2.73	2.61	2.51	2.51	2.89

*People who share the main expenses of the trip

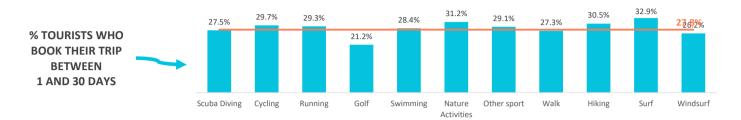




TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
The same day	0.7%	2.2%	0.9%	0.9%	0.7%	0.7%	0.8%	1.0%	0.6%	1.1%	2.6%	3.0%
Between 1 and 30 days	27.8%	27.5%	29.7%	29.3%	21.2%	28.4%	31.2%	29.1%	27.3%	30.5%	32.9%	26.2%
Between 1 and 2 months	25.3%	26.2%	24.7%	24.5%	23.9%	23.2%	29.9%	26.4%	26.1%	29.8%	28.2%	21.2%
Between 3 and 6 months	28.8%	29.0%	28.1%	29.7%	30.9%	28.3%	27.8%	28.1%	28.8%	27.6%	24.4%	33.9%
More than 6 months	17.4%	15.1%	16.6%	15.6%	23.4%	19.3%	10.3%	15.5%	17.2%	11.1%	11.9%	15.7%



With whom did they book their flight and accommodation?

	TOTAL Scu	ba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Flight												
- Directly with the airline	50.0%	58.7%	60.1%	56.7%	57.2%	52.2%	62.7%	57.0%	51.1%	60.4%	74.0%	66.3%
- Tour Operator or Travel Agency	50.0%	41.3%	39.9%	43.3%	42.8%	47.8%	37.3%	43.0%	48.9%	39.6%	26.0%	33.7%
Accommodation												
- Directly with the accommodation	36.6%	44.4%	46.8%	43.5%	41.0%	37.4%	47.4%	42.5%	37.3%	46.0%	62.3%	53.9%
- Tour Operator or Travel Agency	63.4%	55.6%	53.2%	56.5%	59.0%	62.6%	52.6%	57.5%	62.7%	54.0%	37.7%	46.1%

What do they book?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Room only	28.5%	37.3%	37.5%	34.2%	31.8%	32.1%	42.4%	31.2%	30.1%	43.3%	56.1%	45.8%
Bed and Breakfast	13.9%	11.2%	12.7%	14.8%	15.5%	15.6%	14.3%	14.0%	14.6%	14.9%	12.6%	7.4%
Half board	19.1%	16.0%	21.1%	18.3%	18.3%	16.2%	19.0%	18.4%	19.4%	18.4%	11.9%	14.6%
Full board	3.5%	3.8%	3.5%	4.2%	5.5%	2.7%	1.9%	5.3%	3.2%	2.4%	4.3%	6.5%
All inclusive	34.9%	31.7%	25.2%	28.6%	28.9%	33.3%	22.4%	31.1%	32.7%	21.0%	15.0%	25.7%

% TOURISTS WHO





Other expenses

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Restaurants or cafes	66.4%	69.7%	73.5%	70.5%	71.5%	69.6%	75.2%	67.5%	69.5%	75.3%	75.3%	68.1%
Supermarkets	55.9%	60.7%	66.2%	64.3%	58.9%	62.3%	68.5%	62.3%	59.0%	68.9%	74.4%	66.6%
Car rental	32.0%	46.4%	34.5%	39.1%	28.9%	31.3%	59.8%	36.6%	33.9%	55.9%	45.0%	41.0%
Organized excursions	23.6%	39.6%	25.0%	22.9%	20.2%	25.1%	32.7%	27.0%	25.2%	29.7%	24.5%	18.4%
Taxi, transfer, chauffeur service	51.8%	44.7%	48.4%	47.0%	52.0%	54.1%	30.9%	47.0%	51.8%	34.1%	30.0%	40.9%
Theme Parks	10.9%	15.1%	7.7%	11.5%	16.3%	14.6%	14.1%	12.8%	11.7%	11.4%	9.2%	7.2%
Sport activities	7.9%	38.4%	30.8%	15.2%	35.5%	13.6%	12.7%	29.7%	8.2%	10.9%	37.9%	41.4%
Museums	5.2%	9.3%	9.1%	7.3%	3.9%	6.4%	13.1%	6.7%	6.0%	11.1%	7.7%	6.0%
Flights between islands	5.0%	10.1%	10.4%	6.8%	4.4%	6.3%	9.3%	5.8%	5.4%	8.4%	9.9%	8.0%

ACCOMMODATION

	TOTAL So	uba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
1-2-3* Hotel	10.9%	13.3%	12.0%	11.1%	11.4%	12.5%	10.1%	13.3%	10.5%	10.5%	9.1%	16.2%
4* Hotel	39.0%	27.9%	32.3%	32.8%	31.2%	35.5%	29.1%	32.3%	38.6%	29.1%	18.9%	23.1%
5* Hotel / 5* Luxury Hotel	10.5%	8.1%	8.5%	11.4%	16.2%	9.6%	6.2%	10.7%	10.0%	5.7%	5.4%	5.2%
Aparthotel / Tourist Villa	15.6%	15.3%	17.2%	15.6%	18.5%	17.2%	16.6%	12.9%	16.6%	18.5%	15.3%	13.9%
House/room rented in a private dwelling	7.2%	14.6%	10.5%	8.4%	5.9%	7.1%	15.2%	8.8%	7.5%	14.9%	17.8%	14.9%
Private accommodation ⁽¹⁾	8.7%	9.6%	10.2%	10.2%	6.3%	8.7%	11.8%	11.5%	8.7%	10.9%	16.8%	11.2%
Others (Cottage, cruise, camping,)	8.1%	11.3%	9.4%	10.5%	10.5%	9.4%	10.9%	10.5%	8.2%	10.5%	16.7%	15.4%
(1) Own property /House of friends or relatives / Free housin	g exchange / Oth	er private acco	mmodation	л.								



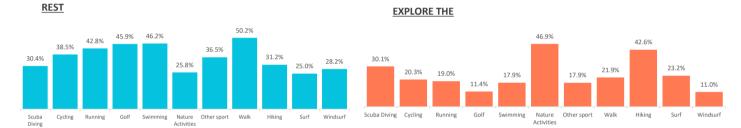
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Holidays	90.2%	88.8%	87.2%	87.1%	93.6%	91.2%	87.5%	84.6%	91.0%	89.4%	83.0%	87.5%
Family reasons	6.7%	7.9%	6.0%	7.5%	4.0%	6.3%	9.6%	9.3%	6.8%	7.8%	11.0%	7.2%
Business	1.4%	0.7%	1.0%	1.9%	0.3%	0.5%	0.7%	1.4%	0.8%	0.7%	1.9%	1.8%
Education and training	0.2%	0.7%	0.3%	0.4%	0.4%	0.1%	0.5%	0.9%	0.2%	0.3%	0.5%	0.5%
Sports training	0.4%	0.8%	4.4%	2.3%	1.0%	0.9%	0.6%	2.4%	0.3%	0.7%	1.6%	2.4%
Health	0.1%	0.3%	0.2%	0.0%	0.0%	0.2%	0.0%	0.2%	0.1%	0.1%	0.0%	0.0%
Conventions and Exhibitions	0.2%	0.1%	0.1%	0.2%	0.3%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
Others	0.7%	0.7%	0.8%	0.6%	0.5%	0.7%	1.0%	1.3%	0.6%	0.9%	1.7%	0.7%

What is the main motivation for their holidays?

	TOTAL Sc	uba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Rest	51.1%	30.4%	38.5%	42.8%	45.9%	46.2%	25.8%	36.5%	50.2%	31.2%	25.0%	28.2%
Enjoy family time	16.1%	15.5%	14.7%	22.2%	17.8%	17.4%	12.9%	20.1%	15.9%	12.2%	19.3%	20.9%
Have fun	8.5%	14.1%	12.0%	9.3%	15.0%	14.0%	8.5%	13.6%	8.5%	7.6%	15.3%	15.6%
Explore the destination	20.3%	30.1%	20.3%	19.0%	11.4%	17.9%	46.9%	17.9%	21.9%	42.6%	23.2%	11.0%
Practice their hobbies	1.9%	7.3%	11.4%	4.6%	6.6%	2.3%	3.3%	8.0%	1.6%	3.6%	13.6%	20.2%
Other reasons	2.1%	2.7%	3.1%	2.1%	3.3%	2.1%	2.5%	3.9%	1.9%	2.9%	3.7%	4.0%



Importance of each factor in the destination choice

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities C	ther sport	Walk	Hiking	Surf	Windsurf
Climate	75.0%	66.4%	74.4%	75.7%	75.2%	76.6%	66.0%	72.4%	75.1%	69.5%	70.2%	72.3%
Safety	51.3%	47.5%	48.7%	45.3%	53.1%	52.8%	43.5%	49.7%	51.2%	39.6%	41.1%	41.1%
Tranquility	46.5%	45.2%	42.4%	44.3%	41.0%	45.8%	42.9%	44.0%	45.8%	40.7%	36.9%	37.6%
Sea	46.0%	60.4%	45.2%	45.9%	38.4%	52.4%	49.4%	48.5%	44.7%	46.2%	65.4%	56.5%
Accommodation supply	41.8%	34.7%	39.5%	36.9%	43.6%	41.8%	30.2%	37.9%	41.6%	29.7%	23.3%	34.6%
Beaches	39.3%	45.9%	35.8%	39.2%	34.3%	44.7%	38.4%	40.4%	37.8%	36.0%	53.5%	46.1%
Effortless trip	37.5%	33.5%	33.9%	31.5%	38.3%	37.4%	30.2%	34.6%	37.0%	26.9%	29.4%	32.3%
European belonging	36.5%	32.8%	35.1%	34.6%	32.2%	36.6%	33.6%	34.6%	35.8%	33.5%	33.3%	33.2%
Price	35.8%	34.5%	30.1%	30.8%	34.0%	37.9%	31.6%	31.2%	36.1%	27.3%	27.9%	30.3%
Landscapes	34.1%	43.8%	37.0%	36.5%	27.4%	36.4%	59.1%	35.6%	35.6%	54.1%	45.2%	34.9%
Environment	33.3%	40.4%	34.7%	33.7%	30.5%	35.3%	46.4%	32.5%	34.5%	40.8%	38.4%	34.1%
Gastronomy	26.6%	26.3%	23.2%	24.1%	28.4%	26.1%	25.4%	25.9%	26.8%	23.3%	23.3%	23.9%
Fun possibilities	23.3%	34.4%	26.3%	26.9%	30.8%	32.5%	24.2%	33.2%	23.2%	19.8%	34.6%	37.4%
Authenticity	22.3%	30.2%	21.7%	23.8%	20.9%	24.1%	31.9%	23.7%	22.7%	26.0%	27.9%	24.0%
Exoticism	11.8%	18.4%	10.3%	15.7%	9.6%	14.6%	20.6%	15.0%	12.1%	15.6%	15.8%	11.2%
Hiking trail network	10.1%	13.2%	14.3%	14.9%	7.2%	11.4%	20.8%	11.3%	10.8%	26.8%	15.0%	10.7%
Shopping	9.1%	9.1%	7.2%	7.8%	10.5%	11.1%	7.9%	9.9%	8.8%	5.5%	7.8%	8.3%
Culture	9.0%	10.4%	7.2%	9.7%	7.5%	10.4%	12.1%	9.1%	9.2%	10.0%	7.7%	4.6%
Historical heritage	8.4%	9.7%	7.4%	8.1%	6.8%	8.6%	14.2%	8.1%	8.7%	11.0%	7.3%	5.0%
Nightlife	7.9%	10.6%	6.1%	7.7%	11.1%	11.1%	6.2%	9.7%	7.8%	5.0%	9.1%	8.6%
Fach aspect is rated individually ("Not important" "Somewi	hat important'	" "Ouite importe	nt" "Verv	important")	% of touris	sts who indica	te that the factor is "ve	w important" i	n their choice			

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	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Previous visits to the Canary Islands	49.8%	41.0%	55.3%	50.8%	56.1%	50.1%	36.7%	46.9%	51.0%	41.9%	43.0%	51.8%
Friends or relatives	30.4%	37.1%	31.5%	35.0%	34.5%	34.3%	39.1%	33.4%	32.1%	36.7%	41.2%	28.6%
Internet or social media	54.2%	61.1%	60.2%	59.4%	52.6%	58.2%	66.6%	54.7%	57.1%	62.7%	57.7%	54.0%
Mass Media	2.0%	3.2%	2.8%	2.6%	2.9%	3.1%	3.7%	2.4%	2.1%	2.4%	3.1%	4.0%
Travel guides and magazines	7.0%	9.6%	7.1%	8.1%	5.7%	8.7%	13.7%	7.4%	7.6%	13.2%	7.5%	6.8%
Travel Blogs or Forums	6.9%	11.5%	8.3%	7.0%	5.4%	7.8%	16.3%	7.4%	7.9%	14.6%	12.8%	6.4%
Travel TV Channels	0.8%	1.0%	1.1%	0.8%	2.8%	1.3%	1.3%	1.1%	0.8%	0.9%	0.9%	0.8%
Tour Operator or Travel Agency	20.7%	14.5%	15.5%	16.5%	18.4%	18.5%	14.2%	16.0%	20.8%	14.6%	7.2%	12.4%
Public administrations or similar	1.3%	1.4%	2.5%	2.0%	2.6%	1.6%	1.7%	1.2%	1.5%	1.7%	0.6%	0.6%
Others	3.2%	4.7%	4.3%	3.4%	4.5%	3.7%	4.2%	4.2%	2.9%	3.0%	3.5%	6.1%
* Multi-choise auestion												

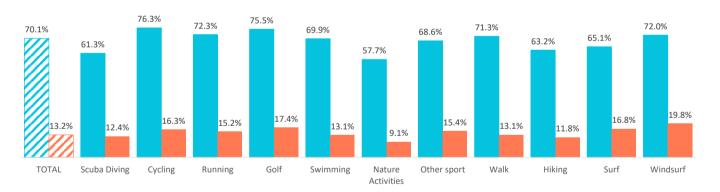


SATISFACTION AND LOYALTY INDICATORS



How many are loyal to the Canary Islands?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Repeat tourists	70.1%	61.3%	76.3%	72.3%	75.5%	69.9%	57.7%	68.6%	71.3%	63.2%	65.1%	72.0%
At least 10 previous visits	19.1%	15.7%	21.5%	20.5%	22.0%	19.7%	11.2%	18.3%	19.1%	15.4%	16.0%	26.7%
Repeat tourists (last 5 years)	62.7%	55.0%	68.3%	64.8%	67.2%	63.0%	51.2%	62.4%	63.7%	57.1%	59.3%	68.2%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	12.4%	16.3%	15.2%	17.4%	13.1%	9.1%	15.4%	13.1%	11.8%	16.8%	19.8%



Repeat tourists Repeat tourists (last 5 years) (5 or more visits)

ISLANDS

How many islands do they visit during their trip?

	TOTAL S	uba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
One island	92.6%	88.3%	90.1%	90.6%	93.2%	91.8%	87.8%	91.2%	92.5%	88.5%	87.5%	88.8%
Two islands	6.3%	9.2%	8.0%	7.7%	5.8%	6.9%	10.0%	7.2%	6.4%	9.6%	10.0%	10.1%
Three or more islands	1.1%	2.5%	1.9%	1.7%	1.1%	1.3%	2.3%	1.7%	1.0%	2.0%	2.6%	1.1%

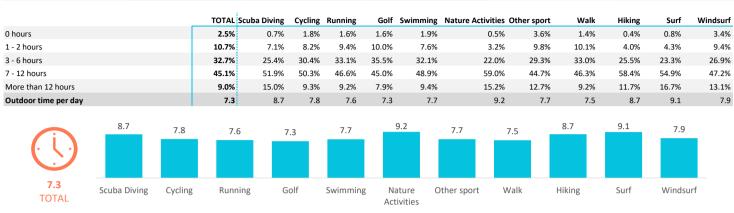
Visited islands during their trip (with overnight staying)

	TOTAL S	cuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Lanzarote	19.3%	24.6%	43.3%	25.5%	15.3%	19.4%	20.4%	21.0%	20.7%	17.6%	19.3%	24.0%
Fuerteventura	15.0%	14.8%	18.1%	12.8%	13.4%	14.7%	14.3%	18.5%	12.9%	13.2%	31.5%	33.5%
Gran Canaria	26.8%	23.7%	21.2%	29.9%	25.8%	28.7%	23.3%	25.3%	24.6%	25.6%	23.8%	15.7%
Tenerife	40.5%	40.7%	21.8%	35.4%	46.8%	39.5%	45.7%	38.5%	43.4%	45.5%	33.8%	32.0%
La Gomera	0.6%	1.1%	0.7%	0.5%	1.0%	0.7%	1.1%	0.5%	0.6%	1.8%	0.3%	0.1%
La Palma	1.5%	2.8%	1.3%	1.4%	0.6%	1.0%	2.9%	1.1%	1.5%	3.7%	1.0%	1.0%
El Hierro	0.2%	1.2%	0.3%	0.2%	0.0%	0.2%	0.6%	0.3%	0.2%	0.7%	0.3%	0.2%
Cruise	0.2%	0.4%	0.4%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.0%



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day



Activities in the Canary Islands

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Walk, wander	73.8%	78.5%	78.7%	86.5%	76.2%	85.1%	88.6%	79.6%	100.0%	91.7%	74.0%	63.8%
Beach	71.3%	90.2%	79.9%	82.7%	74.1%	88.2%	87.8%	83.1%	77.6%	82.9%	91.8%	79.2%
Swimming pool, hotel facilities	61.1%	62.2%	61.1%	70.0%	74.1%	74.8%	50.5%	67.5%	66.7%	51.0%	44.0%	58.3%
Explore the island on their own	48.7%	70.1%	61.8%	63.1%	49.8%	59.2%	85.7%	59.2%	56.1%	80.6%	70.0%	58.2%
Taste Canarian gastronomy	27.0%	38.8%	33.2%	33.3%	30.8%	34.4%	51.7%	37.0%	31.5%	42.0%	37.6%	34.0%
Hiking	18.5%	34.8%	34.8%	41.5%	18.5%	29.5%	53.4%	29.4%	23.0%	100.0%	37.2%	33.2%
Organized excursions	17.4%	32.1%	19.0%	18.0%	18.3%	20.7%	21.4%	22.1%	19.1%	18.7%	18.7%	17.6%
Nightlife / concerts / shows	15.3%	20.0%	16.6%	20.0%	27.3%	25.6%	19.0%	25.4%	17.8%	14.8%	24.4%	22.1%
Theme parks	14.4%	24.9%	13.9%	17.6%	24.1%	21.5%	20.8%	21.4%	16.0%	16.0%	16.3%	19.0%
Sea excursions / whale watching	12.7%	36.4%	13.9%	14.1%	17.8%	21.0%	19.3%	18.7%	13.8%	15.8%	17.1%	16.6%
Wineries / markets / popular festivals	10.6%	17.9%	16.8%	15.7%	11.6%	13.6%	23.0%	17.7%	12.7%	19.0%	17.8%	19.6%
Swim	10.1%	25.6%	23.0%	25.2%	20.4%	100.0%	17.0%	23.1%	11.6%	16.0%	21.6%	23.8%
Museums / exhibitions	10.0%	19.3%	14.3%	14.2%	12.0%	13.0%	25.8%	13.9%	11.9%	21.4%	16.8%	14.2%
Other Nature Activities	8.1%	20.3%	17.5%	16.6%	10.5%	13.7%	100.0%	20.3%	9.7%	23.4%	19.8%	16.4%
Running	5.9%	13.4%	26.2%	100.0%	11.9%	14.9%	12.2%	19.6%	7.0%	13.3%	15.1%	22.0%
Beauty and health treatments	5.9%	10.8%	9.0%	9.9%	10.7%	9.8%	6.2%	11.3%	6.7%	6.4%	9.2%	14.7%
Practice other sports	4.7%	14.5%	13.7%	15.6%	14.3%	10.8%	11.9%	100.0%	5.1%	7.5%	15.2%	21.9%
Astronomical observation	3.7%	11.9%	7.9%	7.3%	9.0%	7.0%	10.0%	8.7%	4.3%	7.6%	11.1%	10.2%
Cycling / Mountain bike	3.3%	8.0%	100.0%	14.5%	8.7%	7.5%	7.1%	9.5%	3.5%	6.1%	11.7%	18.0%
Surf	3.1%	13.4%	11.2%	8.0%	8.5%	6.7%	7.7%	10.1%	3.1%	6.3%	100.0%	34.3%
Scuba Diving	3.0%	100.0%	7.4%	6.8%	9.0%	7.7%	7.6%	9.2%	3.2%	5.7%	12.9%	13.2%
Golf	2.1%	6.4%	5.6%	4.3%	100.0%	4.3%	2.7%	6.4%	2.2%	2.1%	5.7%	9.2%
Windsurf / Kitesurf	1.2%	5.3%	6.6%	4.5%	5.2%	2.9%	2.4%	5.6%	1.0%	2.2%	13.2%	100.0%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Didn't have holidays	31.7%	26.4%	25.9%	27.9%	28.4%	34.4%	22.0%	24.0%	32.2%	23.2%	17.8%	23.2%
Canary Islands	20.4%	20.3%	21.2%	21.1%	26.9%	20.5%	15.2%	22.5%	19.8%	17.4%	22.2%	29.9%
Other destination	48.0%	53.3%	52.8%	51.0%	44.7%	45.2%	62.8%	53.5%	48.0%	59.3%	60.1%	47.0%
* Percentage of valid answers												

What other destinations did they consider for this trip? *

	TOTAL S	uba Diving	Cycling	Running	Golf	Swimming	Nature Activities	ther sport	Walk	Hiking	Surf	Windsurf
None (I was clear about "this Canary Island")	28.3%	22.6%	28.6%	25.3%	25.8%	23.5%	24.4%	25.4%	27.9%	27.7%	28.6%	33.1%
Canary Islands (other island)	24.6%	23.6%	22.5%	23.9%	22.9%	24.5%	24.6%	23.2%	24.2%	23.9%	23.1%	19.0%
Other destination	47.1%	53.8%	48.9%	50.8%	51.3%	52.0%	51.0%	51.4%	47.9%	48.3%	48.2%	47.8%

* Percentage of valid answers

CONSIDERED DESTINATIONS

147.1% 52.9%		48.9% 51.1%	50.8% 49.2%	51.3% 48.7%	52.0% 48.0%	51.0% 49.0%	51.4% 48.6%	47.9% 52.1%	48.3% 51.7%	48.2% 51.8%	47.8% 52.2%	Other destination
TOTAL	Scuba Diving	Cvcling	Running	Golf	Swimming	Nature	Other sport	Walk	Hiking	Surf	Windsurf	Canary Islands

Activities



COUNTRY OF RESIDENCE

Where are they from?

	TOTAL So	uba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
United Kingdom	33.4%	22.2%	31.1%	27.5%	48.8%	41.0%	13.3%	23.0%	36.2%	11.7%	17.9%	24.0%
Germany	16.0%	20.5%	20.7%	6.6%	11.8%	11.4%	22.6%	19.1%	12.0%	17.0%	20.1%	21.0%
Spanish Mainland	13.3%	14.1%	8.1%	12.1%	5.1%	4.8%	21.1%	15.5%	14.0%	17.5%	12.1%	5.7%
France	5.4%	11.4%	3.6%	7.0%	2.6%	2.7%	8.3%	5.8%	5.4%	10.2%	9.2%	8.5%
Netherlands	4.5%	5.6%	3.7%	13.1%	3.5%	7.3%	3.8%	3.5%	4.2%	8.3%	5.2%	6.4%
Italy	4.3%	4.5%	4.0%	3.5%	1.7%	2.8%	8.5%	5.4%	4.4%	4.7%	11.9%	6.7%
Ireland	3.8%	2.9%	7.5%	3.6%	6.9%	5.2%	1.4%	3.5%	4.2%	1.4%	2.8%	4.4%
Belgium	2.9%	3.3%	4.8%	3.9%	2.1%	4.6%	2.5%	2.9%	3.0%	6.3%	2.4%	2.6%
Norway	2.3%	1.1%	1.5%	2.9%	2.3%	3.1%	0.9%	2.1%	2.3%	4.5%	1.4%	1.6%
Denmark	2.3%	1.8%	3.0%	4.3%	2.5%	1.9%	1.1%	4.6%	2.2%	1.9%	2.3%	7.6%
Sweden	2.1%	0.5%	1.6%	3.0%	2.8%	1.8%	0.7%	2.4%	2.1%	1.2%	1.0%	0.8%
Poland	1.9%	2.1%	2.0%	2.7%	0.6%	2.7%	2.0%	2.8%	2.2%	3.6%	1.6%	1.6%
Finland	1.1%	0.6%	1.1%	1.9%	2.8%	3.0%	1.0%	1.3%	1.3%	0.9%	0.6%	0.0%
Switzerland	1.1%	2.1%	1.5%	1.3%	1.6%	0.9%	1.6%	1.5%	0.8%	1.0%	2.5%	4.4%
Austria	1.0%	1.6%	0.9%	0.7%	0.7%	1.3%	2.0%	1.6%	0.8%	1.5%	2.7%	0.9%
Czech Republic	0.8%	0.9%	1.0%	1.2%	1.0%	1.2%	1.8%	0.9%	0.9%	2.0%	1.7%	0.5%
Others	3.9%	4.8%	4.1%	4.9%	3.3%	4.4%	7.6%	4.2%	3.9%	6.3%	4.6%	3.3%

SUSTAINABLE DESTINATION

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

No Yes, even if it means some inconvenience Yes, but only if it not inconvenient

TOTAL	36.1%	21.5%	42.4%
Scuba Diving	31.4%	26.9%	41.6%
Cycling	32.6%	26.7%	40.7%
Running	33.5%	24.6%	41.8%
Golf	37.9%	23.9%	38.2%
Swimming	32.5%	26.3%	41.1%
Nature Activities	28.4%	26.2%	45.4%
Other sport	34.0%	23.7%	42.2%
Walk	35.1%	21.3%	43.6%
Hiking	31.5%	25.5%	43.0%
Surf	28.5%	29.5%	42.0%
Windsurf	31.5%	24.0%	44.5%

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

	No Yes, up to 5% more	Ves, up to 10% more Yes, up to 20% more	Yes, over 20% more	
TOTAL	35.3%	30.5%	22.8%	6.7% 4.8%
Scuba Diving	32.0%	29.7%	24.9%	8.0% 5.3%
Cycling	28.2%	29.5%	25.6%	9.9% 6.9%
Running	28.1%	32.0%	26.7%	7.0% 6.3%
Golf	34.0%	27.3%	24.6%	7.1% 7.1%
Swimming	33.6%	31.1%	22.9%	6.9% 5.6%
Nature Activities	28.8%	30.1%	27.3%	7.5% 6.4%
Other sport	34.7%	29.5%	23.3%	6.9% 5.6%
Walk	34.5%	30.9%	23.3%	6.5% 4.8%
Hiking	29.7%	29.2%	27.4%	8.0% 5.7%
Surf	25.0%	32.1%	26.8%	9.3% 6.8%
Windsurf	28.7%	29.4%	24.1%	10.7% 7.0%

Percepcion of the following sustainability measures during their stay *

	TOTAL S	cuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Quality of life on the island	8.1	8.0	8.0	8.0	8.0	8.1	8.1	8.0	8.1	8.0	8.1	8.0
Tolerance towards tourism	8.6	8.3	8.5	8.5	8.5	8.5	8.6	8.4	8.6	8.5	8.3	8.4
Cleanliness of the island	8.3	8.1	8.3	8.2	8.4	8.4	8.2	8.2	8.3	8.1	7.9	8.2
Air quality	8.5	8.4	8.6	8.4	8.3	8.5	8.5	8.4	8.5	8.5	8.3	8.3
Rational water consumption	7.5	7.3	7.3	7.5	7.4	7.5	7.3	7.3	7.5	7.3	7.0	7.4
Energy saving	6.9	6.7	6.8	6.9	6.7	7.0	6.8	6.8	7.0	6.8	6.6	6.6
Use of renewable energy	7.0	6.9	6.9	7.0	7.1	7.1	7.0	7.0	7.1	6.9	6.9	6.9
Recycling	7.1	6.8	7.0	7.1	7.2	7.2	6.8	7.0	7.2	6.8	6.7	7.1
Easy to get around by public transport	7.4	7.1	7.1	7.2	7.1	7.5	7.1	7.0	7.4	7.2	6.9	6.9
Overcrowding in tourist areas	6.7	6.5	6.5	6.8	6.5	6.6	6.6	6.6	6.7	6.6	6.5	6.3
Supply of local products	7.1	7.2	7.0	7.2	7.0	7.2	7.4	7.0	7.2	7.2	6.9	7.1

* 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.