

TOURIST PROFILE

Who are they?

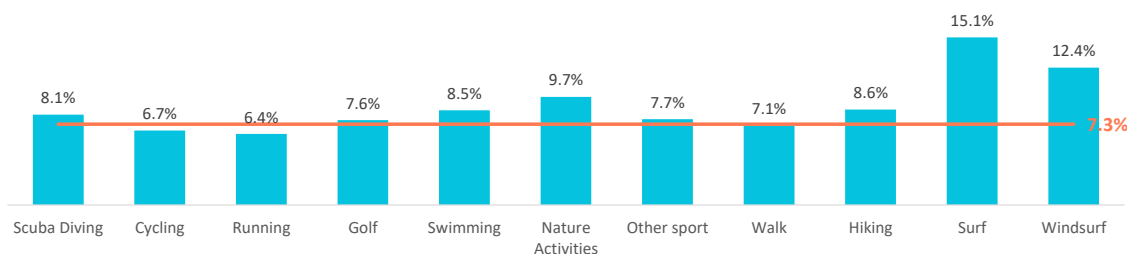
	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Gender												
Percentage of men	48.4%	58.2%	61.8%	58.4%	54.2%	50.2%	51.9%	54.5%	47.2%	53.5%	54.0%	55.8%
Percentage of women	51.6%	41.8%	38.2%	41.6%	45.8%	49.8%	48.1%	45.5%	52.8%	46.5%	46.0%	44.2%
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	Scuba 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

% TOURISTS WHO TRAVEL WITH FRIENDS

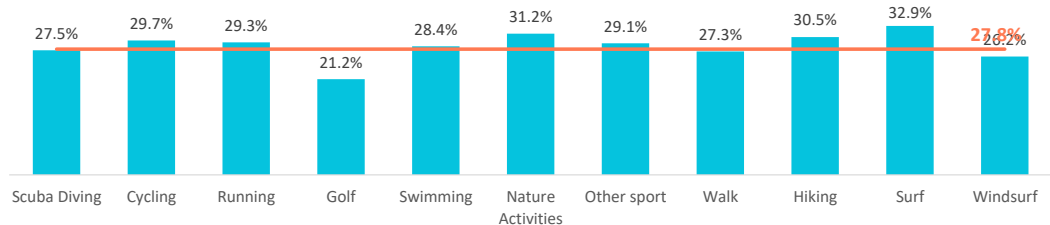


TRIP BOOKING

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%

% TOURISTS WHO BOOK THEIR TRIP BETWEEN 1 AND 30 DAYS



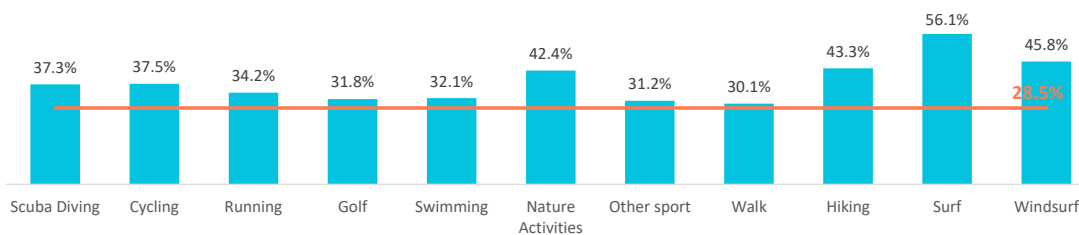
With whom did they book their flight and accommodation?

	TOTAL	Scuba 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 BOOK ROOM ONLY



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	Scuba 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 housing exchange / Other private accommodation.

TRIP MOTIVATION AND DESTINATION CHOICE

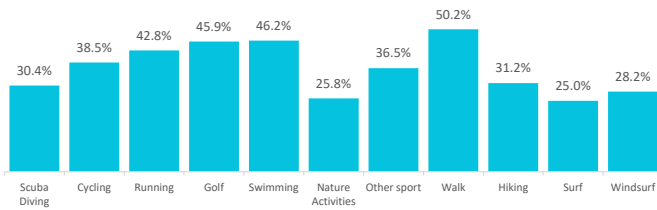
What is the main reason for visiting the Canary Islands?

	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%

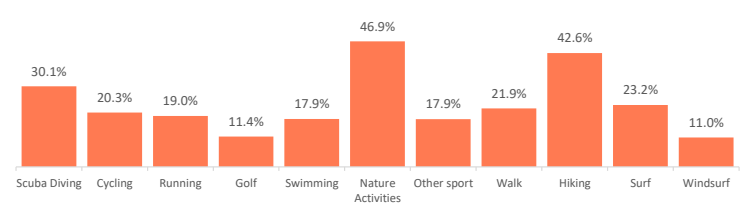
What is the main motivation for their holidays?

	TOTAL	Scuba 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%

REST



EXPLORE THE



Importance of each factor in the destination choice

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other 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%

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-choice question

SATISFACTION AND LOYALTY INDICATORS

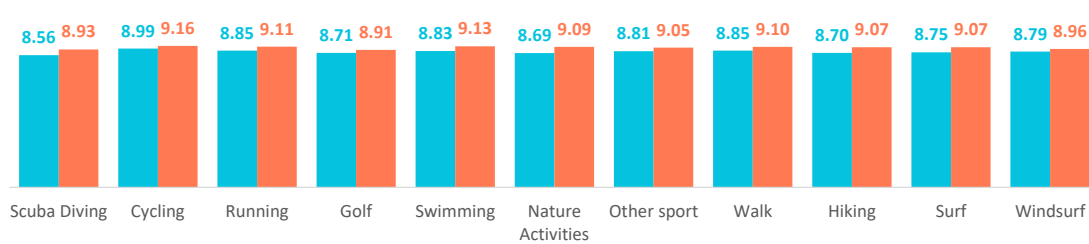
Satisfaction

Satisfaction (scale 0-10)	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Average rating	8.85	8.79	8.90	8.86	8.79	8.91	8.85	8.86	8.88	8.82	8.79	8.69
Experience in the Canary Islands	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Worse or much worse than expected	2.8%	2.7%	1.4%	2.0%	2.5%	2.2%	3.3%	2.8%	2.6%	2.4%	3.1%	2.9%
Lived up to expectations	53.5%	48.0%	52.8%	50.5%	50.5%	46.3%	45.0%	48.2%	52.9%	49.5%	47.8%	54.1%
Better or much better than expected	43.7%	49.3%	45.8%	47.4%	47.1%	51.5%	51.7%	49.0%	44.5%	48.2%	49.1%	43.0%
Future intentions (scale 1-10)	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
Return to the Canary Islands	8.82	8.56	8.99	8.85	8.71	8.83	8.69	8.81	8.85	8.70	8.75	8.79
Recommend visiting the Canary Islands	9.06	8.93	9.16	9.11	8.91	9.13	9.09	9.05	9.10	9.07	9.07	8.96

RETURN TO THE CANARY



8.82
TOTAL



RECOMMEND VISITING THE CANARY

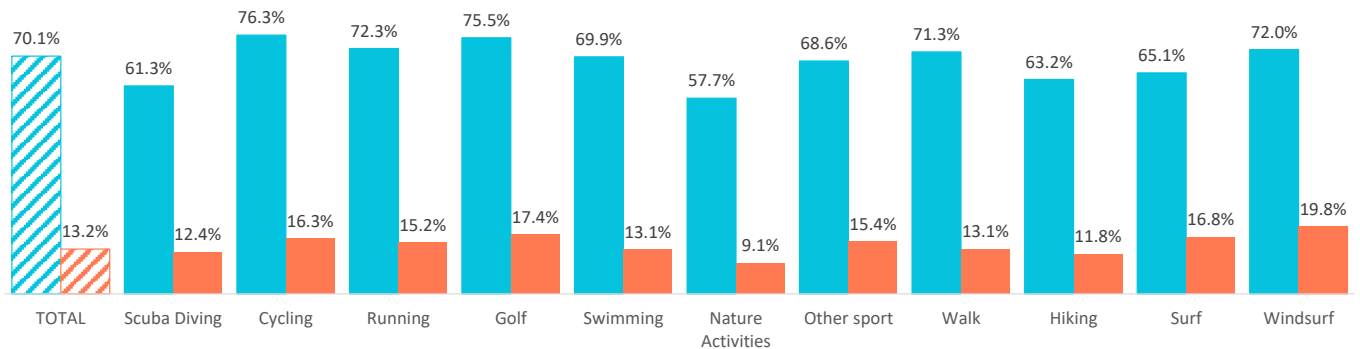


9.6
TOTAL

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Scuba 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	Scuba 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%

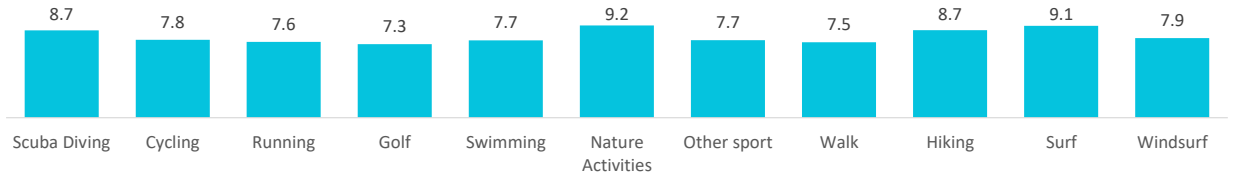
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
0 hours	2.5%	0.7%	1.8%	1.6%	1.6%	1.9%	0.5%	3.6%	1.4%	0.4%	0.8%	3.4%
1 - 2 hours	10.7%	7.1%	8.2%	9.4%	10.0%	7.6%	3.2%	9.8%	10.1%	4.0%	4.3%	9.4%
3 - 6 hours	32.7%	25.4%	30.4%	33.1%	35.5%	32.1%	22.0%	29.3%	33.0%	25.5%	23.3%	26.9%
7 - 12 hours	45.1%	51.9%	50.3%	46.6%	45.0%	48.9%	59.0%	44.7%	46.3%	58.4%	54.9%	47.2%
More than 12 hours	9.0%	15.0%	9.3%	9.2%	7.9%	9.4%	15.2%	12.7%	9.2%	11.7%	16.7%	13.1%
Outdoor time per day	7.3	8.7	7.8	7.6	7.3	7.7	9.2	7.7	7.5	8.7	9.1	7.9



7.3
TOTAL



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%

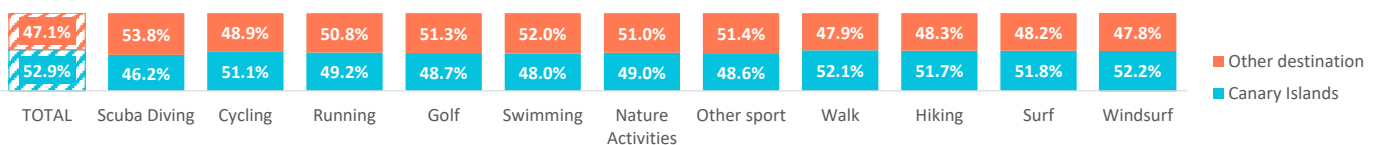
* Percentage of valid answers

What other destinations did they consider for this trip? *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other 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



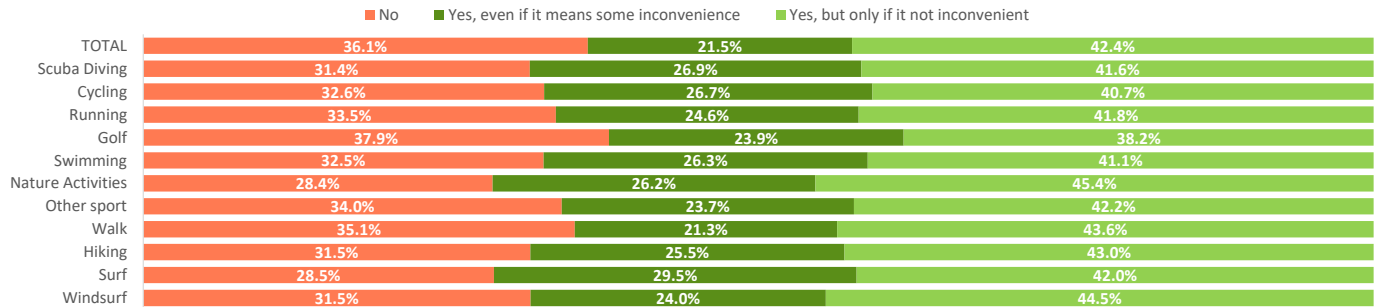
COUNTRY OF RESIDENCE

Where are they from?

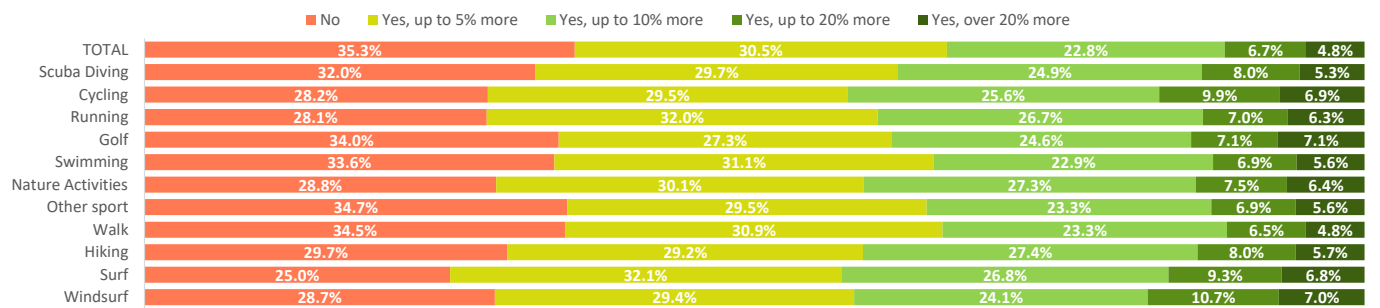
	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Nature Activities	Other sport	Walk	Hiking	Surf	Windsurf
United Kingdom	33.4%	22.2%	31.1%	27.5%	48.8%	41.0%	13.3%	23.0%	36.2%	11.7%	17.9%	24.0%
Germany	16.0%	20.5%	20.7%	6.6%	11.8%	11.4%	22.6%	19.1%	12.0%	17.0%	20.1%	21.0%
Spanish Mainland	13.3%	14.1%	8.1%	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?



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



Perception of the following sustainability measures during their stay *

	TOTAL	Scuba 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.