

Tourist Expenditure Survey by markets (1/2)

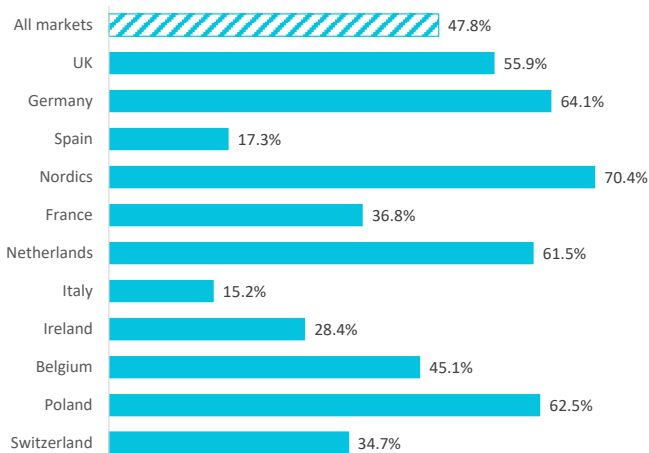
CANARY ISLANDS (2022)



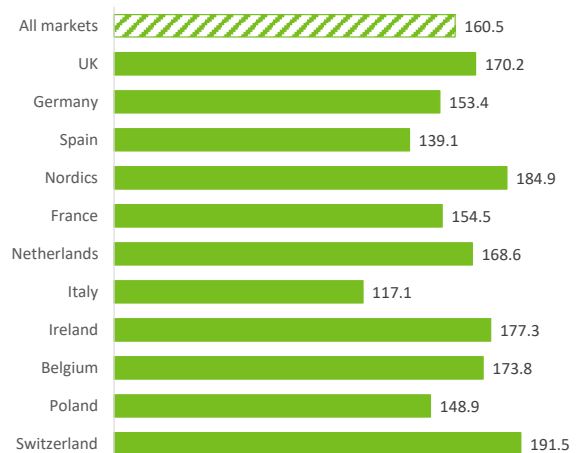
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Tourist arrivals > 15 years old (EGT)	12,832,078	4,287,369	2,054,670	1,712,752	998,607	691,181	576,741	549,341	484,590	370,398	249,186	134,911
% Tourists	100%	33.4%	16.0%	13.3%	7.8%	5.4%	4.5%	4.3%	3.8%	2.9%	1.9%	1.1%
- Lanzarote	2,377,525	1,121,461	203,250	299,451	66,998	160,700	80,774	79,683	225,649	44,708	15,266	14,320
- Fuerteventura	1,822,701	510,180	599,054	142,565	53,316	126,025	56,992	111,302	32,940	17,076	75,239	19,406
- Gran Canaria	3,352,820	678,992	635,157	488,286	625,122	119,126	239,499	102,885	69,789	94,584	58,857	45,216
- Tenerife	5,083,082	1,956,935	553,807	715,863	247,612	277,591	189,940	253,866	155,532	210,037	97,849	51,304
- La Palma	132,040	10,668	35,724	56,196	2,240	3,677	7,328	551	517	3,367	967	4,290
% tourists who book holiday package	47.8%	55.9%	64.1%	17.3%	70.4%	36.8%	61.5%	15.2%	28.4%	45.1%	62.5%	34.7%
Expenditure per tourist (€)	1,314	1,337	1,489	860	1,593	1,228	1,429	1,080	1,426	1,478	1,171	1,656
- book holiday package	1,492	1,455	1,561	1,110	1,641	1,356	1,536	1,356	1,489	1,720	1,296	1,899
- holiday package	1,236	1,195	1,339	857	1,363	1,144	1,255	1,114	1,088	1,462	1,080	1,605
- others	256	260	222	254	279	212	282	243	401	258	217	294
- do not book holiday package	1,152	1,187	1,361	807	1,479	1,153	1,257	1,030	1,402	1,279	963	1,527
- flight	311	304	379	210	477	297	356	285	394	364	272	431
- accommodation	405	447	478	286	411	424	450	307	512	422	317	585
- others	436	436	504	311	591	432	451	439	496	493	374	510
Average lenght of stay	9.24	8.62	11.17	7.01	10.16	8.80	9.37	10.97	8.95	9.76	8.36	9.59
- book holiday package	8.45	7.92	9.85	6.63	8.67	8.04	8.65	8.10	8.05	8.19	7.82	9.22
- do not book holiday package	9.96	9.51	13.52	7.08	13.71	9.24	10.52	11.49	9.31	11.05	9.26	9.78
Average daily expenditure (€)	160.5	170.2	153.4	139.1	184.9	154.5	168.6	117.1	177.3	173.8	148.9	191.5
- book holiday package	186.1	190.7	170.1	177.1	202.7	179.4	182.5	173.2	189.9	218.5	170.9	216.0
- do not book holiday package	137.1	144.3	123.6	131.1	142.4	140.0	146.4	107.1	172.3	137.0	112.5	178.4
Total turnover (> 15 years old) (€m)	16,863	5,731	3,059	1,473	1,591	848	824	593	691	547	292	223
- book holiday package	9,143	3,484	2,055	330	1,154	344	545	113	205	287	202	89
- do not book holiday package	7,720	2,247	1,004	1,143	437	504	279	480	486	260	90	134
Tourist arrivals (FRONTUR)	14,617,383	4,955,440	2,274,763	1,923,053	1,176,277	775,139	656,285	603,763	570,510	407,509	327,540	154,656
Passenger arrivals on non-stop flights (AENA)	17,321,891	5,079,816	2,397,527	4,683,172	1,069,595	570,526	641,951	648,368	551,340	405,661	271,051	262,946
Children <= 15 years old (FRONTUR - EGT)	1,785,305	668,071	220,093	210,301	177,670	83,958	79,544	54,422	85,920	37,111	78,354	19,745

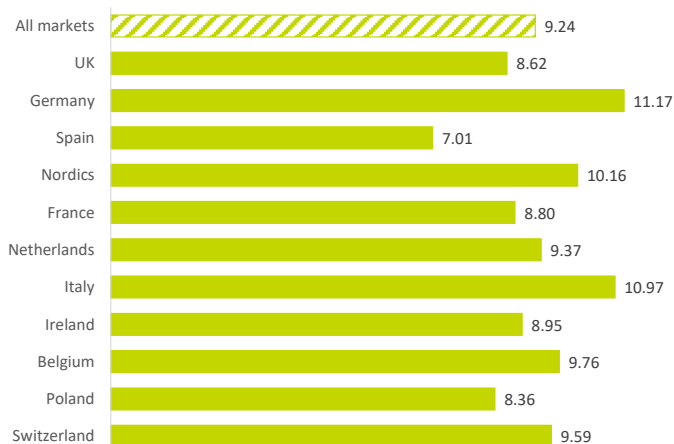
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



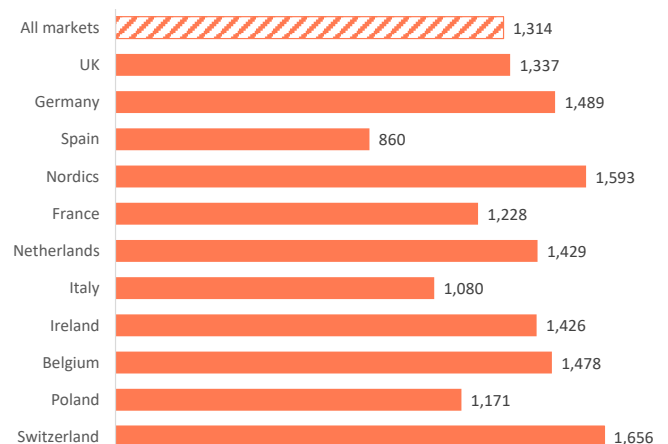
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST (€)



Tourist Expenditure Survey by markets (1/2)

CANARY ISLANDS (2022)



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

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Accommodation:												
- Accommodation	84.4%	86.3%	88.8%	74.9%	85.4%	89.6%	88.4%	73.2%	89.8%	80.8%	88.4%	85.5%
- Additional accommodation expenses	7.1%	6.7%	5.5%	8.9%	4.0%	8.8%	9.6%	8.0%	10.5%	6.5%	4.8%	6.8%
Transport:												
- National/International Transport	95.8%	96.6%	97.8%	91.9%	96.2%	96.2%	94.7%	94.6%	98.0%	94.9%	95.5%	97.1%
- Flights between islands	5.0%	3.6%	4.0%	7.7%	2.3%	9.3%	4.7%	7.4%	5.3%	5.1%	7.5%	7.3%
- Taxi	51.8%	65.7%	56.0%	21.0%	66.0%	38.0%	57.3%	25.4%	57.4%	49.2%	58.1%	41.3%
- Car rental	32.0%	16.3%	35.9%	54.5%	18.4%	51.3%	37.4%	48.0%	18.3%	37.4%	42.9%	44.3%
- Public transport	9.6%	7.3%	11.4%	11.0%	10.4%	9.9%	9.2%	11.3%	8.3%	12.6%	9.8%	9.5%
Food and drink:												
- Food purchases at supermarkets	55.9%	55.2%	54.4%	51.8%	58.2%	50.9%	60.7%	64.7%	65.0%	52.2%	54.6%	55.1%
- Restaurants	66.4%	67.4%	55.7%	74.7%	66.9%	62.9%	65.9%	71.6%	77.1%	67.2%	51.7%	71.2%
Leisure:												
- Organized excursions	23.6%	19.4%	26.5%	27.2%	14.2%	37.0%	26.7%	25.3%	20.3%	27.3%	36.0%	21.4%
- Sport activities	7.9%	8.6%	7.8%	4.9%	6.0%	8.3%	9.1%	7.4%	11.0%	10.2%	6.0%	10.0%
- Cultural activities	2.5%	2.2%	2.3%	2.9%	1.9%	3.3%	3.4%	1.8%	3.9%	2.1%	2.7%	3.4%
- Museums	5.2%	2.6%	5.2%	8.6%	3.1%	12.2%	4.7%	9.2%	3.6%	4.9%	5.9%	6.3%
- Theme Parks	10.9%	11.8%	8.2%	12.0%	6.5%	11.0%	12.4%	9.3%	12.0%	9.9%	14.4%	10.3%
- Discos and pubs	9.9%	14.3%	4.7%	9.9%	6.1%	6.3%	7.0%	10.8%	21.5%	5.9%	3.7%	7.7%
- Wellness	5.2%	5.8%	4.8%	3.4%	5.8%	7.2%	5.2%	4.3%	7.6%	6.5%	1.0%	5.6%
Purchases of goods:												
- Souvenirs	40.0%	39.7%	37.2%	42.6%	33.3%	41.8%	39.9%	39.3%	46.8%	42.0%	51.5%	42.4%
- Real estate	0.2%	0.1%	0.1%	0.2%	0.3%	0.1%	1.1%	0.2%	0.4%	0.5%	0.4%	0.4%
- Other purchases	0.7%	0.7%	0.8%	0.7%	0.9%	0.6%	0.5%	0.4%	1.0%	0.8%	0.6%	0.8%
Others:												
- Medical expenses	7.6%	7.2%	7.9%	7.2%	5.7%	6.6%	8.9%	7.9%	16.2%	8.9%	4.1%	9.7%
- Other expenses	5.4%	5.1%	5.4%	5.2%	7.7%	5.0%	5.8%	4.2%	5.7%	4.5%	5.2%	4.8%

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

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Expenditure per tourist and trip (€)												
Accommodation:	810	857	882	551	989	749	832	610	770	872	738	958
- Accommodation	665	713	762	433	748	559	694	488	599	762	572	831
- Additional accommodation expenses	145	144	120	118	241	190	137	122	171	111	166	127
Transport:	711	646	832	519	871	692	750	732	711	836	635	872
- National/International Transport	377	359	429	243	526	349	431	315	411	450	343	492
- Flights between islands	79	65	96	77	74	88	59	73	80	87	67	99
- Taxi	90	74	121	60	105	98	104	107	64	111	97	92
- Car rental	134	126	156	111	140	131	136	158	135	149	112	153
- Public transport	32	22	30	28	27	26	20	79	21	40	16	36
Food and drink:	297	305	286	211	398	250	272	307	357	314	224	332
- Food purchases at supermarkets	104	95	107	75	146	89	84	125	112	99	89	110
- Restaurants	193	210	180	136	251	160	187	182	246	215	136	222
Leisure:	530	550	552	428	529	514	497	511	569	495	420	604
- Organized excursions	94	98	100	77	90	103	90	85	94	91	112	90
- Sport activities	100	97	124	84	97	106	87	82	88	98	85	141
- Cultural activities	55	54	43	61	52	62	69	38	70	41	55	77
- Museums	35	38	32	31	27	34	29	53	45	33	28	27
- Theme Parks	70	74	63	63	81	70	64	78	75	51	62	55
- Discos and pubs	99	109	102	59	103	74	99	92	123	95	53	120
- Wellness	78	80	87	54	79	65	59	84	76	86	27	95
Purchases of goods:	666	930	629	368	808	743	1,130	271	667	375	192	3,939
- Souvenirs	85	78	93	65	109	81	85	65	98	122	69	99
- Real estate	360	694	423	145	236	519	75	6	269	124	25	3,414
- Other purchases	221	158	113	159	464	143	970	200	301	129	97	426
Others:	124	117	122	109	137	139	148	106	145	106	101	118
- Medical expenses	42	39	43	25	59	49	59	24	52	33	41	51
- Other expenses	81	78	79	84	78	90	89	82	93	73	61	67

Tourist Expenditure Survey by markets (1/2)

CANARY ISLANDS (2022)



TOURIST PROFILE

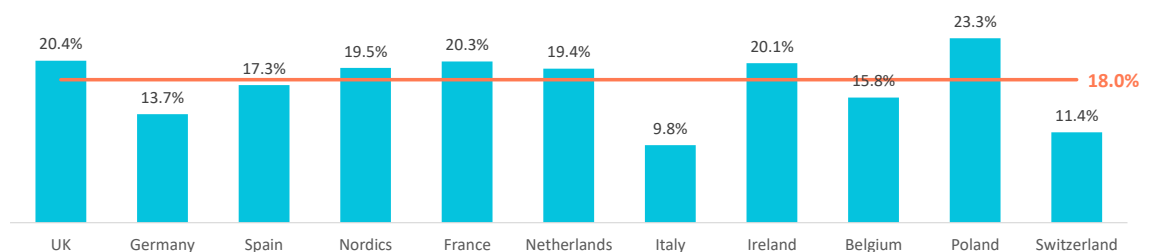
Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Gender												
Percentage of men	48.4%	44.3%	50.5%	52.6%	47.7%	49.5%	50.8%	51.1%	48.0%	50.7%	49.9%	51.0%
Percentage of women	51.6%	55.7%	49.5%	47.4%	52.3%	50.5%	49.2%	48.9%	52.0%	49.3%	50.1%	49.0%
Age												
Average age (tourists above 16 years old)	45.73	48.08	46.43	40.64	51.10	43.23	45.80	41.89	47.84	47.59	39.22	43.58
Standard deviation	16.0	15.9	16.6	13.8	17.0	15.3	16.1	16.1	15.6	15.3	12.7	16.3
Age range												
16-24 years old	10.4%	8.2%	11.0%	12.2%	9.2%	11.6%	12.1%	15.3%	8.9%	8.7%	10.4%	12.4%
25-30 years old	11.5%	9.1%	11.1%	16.7%	6.4%	14.5%	10.2%	16.9%	8.5%	8.5%	18.2%	16.3%
31-45 years old	29.4%	27.8%	27.4%	36.4%	21.1%	31.5%	27.3%	27.7%	26.6%	27.5%	44.5%	28.2%
46-60 years old	27.2%	28.8%	27.4%	24.5%	28.8%	27.4%	28.5%	23.5%	31.5%	33.2%	18.4%	25.8%
Over 60 years old	21.5%	26.1%	23.1%	10.1%	34.4%	15.0%	21.8%	16.6%	24.6%	22.1%	8.5%	17.3%
Occupation												
Salaried worker	57.4%	59.5%	58.2%	63.0%	49.2%	61.3%	56.4%	46.6%	61.0%	50.5%	41.2%	59.7%
Self-employed	10.8%	10.1%	7.3%	11.0%	8.0%	9.3%	12.5%	18.7%	10.4%	12.3%	28.4%	8.7%
Unemployed	1.0%	0.4%	0.3%	2.7%	1.4%	0.7%	0.3%	2.5%	0.5%	0.6%	1.6%	0.6%
Business owner	8.3%	4.3%	11.3%	8.1%	10.9%	9.0%	10.3%	8.8%	5.6%	13.7%	18.0%	12.2%
Student	4.6%	2.8%	4.7%	6.9%	4.5%	6.1%	3.9%	8.8%	2.8%	4.8%	4.8%	5.3%
Retired	16.5%	21.6%	16.8%	7.1%	24.9%	12.5%	14.4%	12.5%	17.8%	16.4%	5.5%	10.8%
Unpaid domestic work	0.6%	0.8%	0.5%	0.4%	0.1%	0.1%	1.0%	0.9%	1.4%	0.4%	0.2%	0.3%
Others	0.8%	0.6%	0.9%	0.7%	1.2%	1.0%	1.0%	1.1%	0.5%	1.2%	0.3%	2.5%
Annual household income level												
Less than €25,000	14.3%	10.6%	11.7%	24.7%	6.3%	12.8%	10.0%	25.6%	7.2%	13.8%	32.9%	5.7%
€25,000 - €49,999	34.3%	32.6%	32.2%	45.3%	22.5%	39.2%	29.3%	46.2%	27.5%	41.1%	37.4%	10.9%
€50,000 - €74,999	25.4%	25.9%	30.1%	18.5%	30.4%	26.7%	32.1%	18.6%	26.2%	25.7%	19.2%	17.4%
More than €74,999	26.0%	30.8%	26.0%	11.6%	40.9%	21.3%	28.7%	9.6%	39.1%	19.4%	10.5%	66.0%
Education level												
No studies	3.6%	9.4%	0.3%	0.3%	0.9%	0.5%	0.8%	0.4%	3.0%	0.3%	0.4%	0.7%
Primary education	1.7%	0.5%	3.2%	2.2%	3.5%	1.3%	0.8%	1.9%	1.6%	0.7%	1.3%	5.7%
Secondary education	20.2%	16.3%	23.4%	17.2%	24.7%	17.1%	42.0%	16.9%	21.0%	32.0%	17.0%	17.8%
Higher education	74.5%	73.8%	73.1%	80.4%	70.8%	81.1%	56.4%	80.8%	74.3%	67.1%	81.3%	75.8%

Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Unaccompanied	10.0%	7.3%	11.4%	15.9%	10.0%	7.5%	7.8%	12.3%	8.1%	7.8%	5.5%	16.3%
Only with partner	46.1%	48.8%	49.9%	40.3%	43.8%	43.2%	46.0%	46.3%	45.4%	47.2%	45.9%	47.7%
Only with children (< 13 years old)	4.9%	4.1%	5.4%	4.5%	5.4%	8.2%	5.5%	4.1%	4.9%	4.0%	6.0%	4.2%
Partner + children (< 13 years old)	7.3%	8.0%	5.5%	8.7%	7.1%	7.0%	9.1%	3.4%	7.2%	7.9%	8.9%	4.8%
Other relatives	9.9%	12.1%	6.4%	8.0%	9.8%	8.4%	8.9%	7.7%	16.3%	9.3%	11.4%	7.3%
Friends	7.3%	6.4%	7.0%	8.5%	5.4%	7.0%	8.9%	12.7%	6.1%	6.2%	6.2%	8.3%
Work colleagues	0.6%	0.2%	0.3%	2.4%	0.2%	0.5%	0.1%	0.5%	0.0%	0.0%	0.6%	0.1%
Organized trip	0.3%	0.2%	0.2%	0.4%	0.4%	0.8%	0.0%	0.6%	0.1%	0.3%	0.7%	0.0%
Other combinations ⁽²⁾	13.7%	12.9%	13.9%	11.4%	17.9%	17.4%	13.7%	12.4%	11.8%	17.2%	14.9%	11.3%
⁽²⁾ Different situations have been isolated												
Tourists with children	18.0%	20.4%	13.7%	17.3%	19.5%	20.3%	19.4%	9.8%	20.1%	15.8%	23.3%	11.4%
- Between 0 and 2 years old	1.3%	1.2%	1.0%	1.9%	1.4%	1.5%	1.9%	0.3%	1.0%	0.7%	2.0%	0.5%
- Between 3 and 12 years old	15.5%	17.7%	12.0%	14.4%	16.6%	17.5%	15.9%	9.0%	18.1%	14.4%	20.4%	9.4%
- Between 0 -2 and 3-12 years old	1.2%	1.5%	0.7%	1.1%	1.5%	1.3%	1.7%	0.5%	1.0%	0.7%	0.9%	1.5%
Tourists without children	82.0%	79.6%	86.3%	82.7%	80.5%	79.7%	80.6%	90.2%	79.9%	84.2%	76.7%	88.6%
Group composition:												
- 1 person	12.6%	9.4%	13.4%	19.1%	12.4%	10.3%	9.7%	16.4%	10.9%	11.1%	8.2%	17.8%
- 2 people	53.9%	55.0%	59.3%	47.4%	52.6%	52.1%	56.5%	55.3%	50.2%	56.8%	51.4%	58.2%
- 3 people	12.1%	11.2%	12.0%	13.7%	11.3%	13.0%	11.0%	12.3%	11.5%	12.9%	16.4%	8.5%
- 4 or 5 people	17.3%	19.1%	13.3%	16.3%	17.1%	21.1%	18.4%	14.0%	21.6%	16.1%	19.5%	13.2%
- 6 or more people	4.1%	5.3%	2.0%	3.4%	6.6%	3.4%	4.5%	2.0%	5.8%	3.0%	4.6%	2.4%
Average group size:	2.60	2.72	2.38	2.50	2.78	2.68	2.66	2.36	2.80	2.53	2.73	2.31

*People who share the main expenses of the trip



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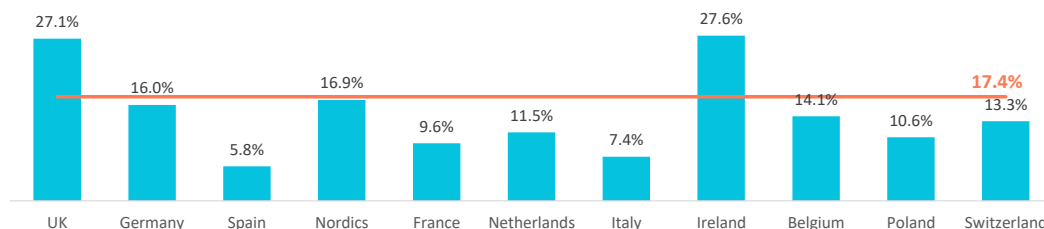
CANARY ISLANDS (2022)

TRIP BOOKING

How far in advance do they book their trip?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
The same day	0.7%	0.3%	0.7%	1.1%	1.0%	1.1%	1.6%	1.1%	0.4%	1.0%	0.4%	1.1%
Between 1 and 30 days	27.8%	22.5%	28.5%	34.1%	28.6%	28.5%	35.0%	30.4%	13.7%	34.1%	40.8%	26.8%
Between 1 and 2 months	25.3%	21.3%	23.6%	33.3%	24.2%	28.1%	24.5%	33.9%	23.3%	23.3%	28.5%	29.5%
Between 3 and 6 months	28.8%	28.8%	31.1%	25.7%	29.3%	32.7%	27.5%	27.3%	34.9%	27.5%	19.6%	29.3%
More than 6 months	17.4%	27.1%	16.0%	5.8%	16.9%	9.6%	11.5%	7.4%	27.6%	14.1%	10.6%	13.3%

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



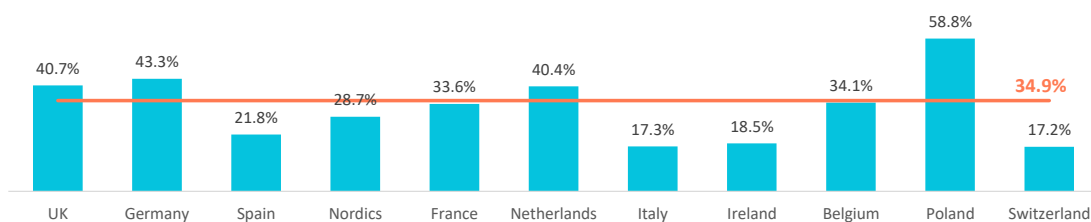
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	50.0%	49.1%	32.8%	69.0%	29.8%	58.1%	35.2%	75.9%	72.2%	50.8%	30.4%	63.1%
- Tour Operator or Travel Agency	50.0%	50.9%	67.2%	31.0%	70.2%	41.9%	64.8%	24.1%	27.8%	49.2%	69.6%	36.9%
Accommodation												
- Directly with the accommodation	36.6%	34.9%	22.4%	52.7%	23.2%	44.4%	28.1%	57.6%	56.2%	38.2%	21.4%	46.6%
- Tour Operator or Travel Agency	63.4%	65.1%	77.6%	47.3%	76.8%	55.6%	71.9%	42.4%	43.8%	61.8%	78.6%	53.4%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Room only	28.5%	26.0%	20.5%	32.2%	32.4%	32.8%	26.0%	50.9%	39.5%	24.7%	20.5%	29.1%
Bed and Breakfast	13.9%	13.5%	7.4%	19.1%	21.4%	10.3%	15.0%	12.0%	24.3%	7.6%	5.6%	21.1%
Half board	19.1%	17.4%	25.5%	22.1%	12.7%	15.3%	17.3%	15.1%	15.2%	29.6%	13.5%	27.7%
Full board	3.5%	2.4%	3.4%	4.8%	4.9%	7.9%	1.3%	4.6%	2.4%	4.0%	1.7%	4.9%
All inclusive	34.9%	40.7%	43.3%	21.8%	28.7%	33.6%	40.4%	17.3%	18.5%	34.1%	58.8%	17.2%

% TOURISTS WHO
BOOK ALL
INCLUSIVE

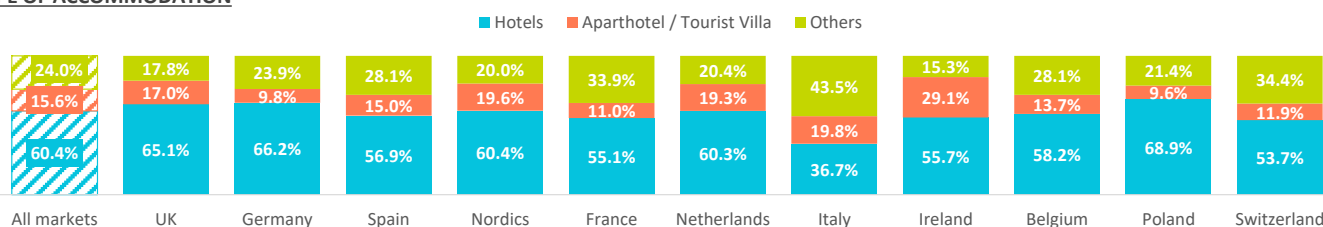


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
1-2-3* Hotel	10.9%	9.4%	11.9%	10.8%	18.3%	9.0%	12.0%	10.6%	11.0%	6.5%	16.0%	5.2%
4* Hotel	39.0%	41.2%	45.3%	37.4%	35.4%	38.3%	40.8%	22.3%	33.7%	38.0%	48.8%	32.2%
5* Hotel / 5* Luxury Hotel	10.5%	14.6%	9.0%	8.7%	6.7%	7.9%	7.5%	3.9%	11.0%	13.6%	4.1%	16.3%
Aparthotel / Tourist Villa	15.6%	17.0%	9.8%	15.0%	19.6%	11.0%	19.3%	19.8%	29.1%	13.7%	9.6%	11.9%
House/room rented in a private dwelling	7.2%	4.3%	9.2%	6.9%	3.5%	15.8%	5.9%	14.0%	4.9%	7.3%	5.9%	11.7%
Private accommodation ⁽¹⁾	8.7%	6.2%	7.7%	16.8%	6.5%	6.2%	4.7%	17.7%	6.0%	9.0%	5.5%	8.5%
Others (Cottage, cruise, camping,...)	8.1%	7.4%	7.0%	4.5%	10.0%	11.9%	9.8%	11.8%	4.4%	11.9%	10.1%	14.2%

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

TYPE OF ACCOMMODATION



Tourist Expenditure Survey by markets (1/2)

CANARY ISLANDS (2022)



TRIP MOTIVATION AND DESTINATION CHOICE

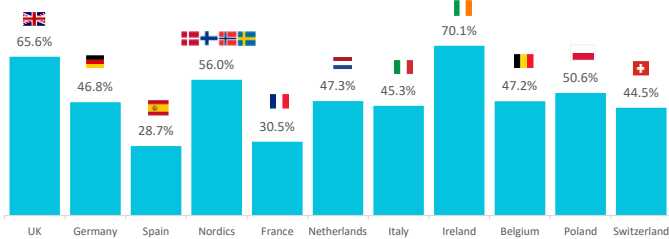
What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Holidays	90.2%	94.4%	92.8%	74.8%	93.7%	91.7%	94.5%	81.7%	96.9%	91.3%	93.6%	90.0%
Family reasons	6.7%	4.3%	4.9%	15.9%	3.6%	6.2%	3.9%	13.7%	2.7%	6.7%	4.3%	7.5%
Business	1.4%	0.4%	0.8%	6.2%	0.5%	0.8%	0.8%	2.2%	0.1%	0.6%	1.1%	0.8%
Education and training	0.2%	0.1%	0.1%	0.4%	0.4%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%
Sports training	0.4%	0.2%	0.5%	0.8%	0.8%	0.5%	0.3%	0.8%	0.2%	0.4%	0.3%	0.4%
Health	0.1%	0.1%	0.1%	0.2%	0.3%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.4%
Conventions and Exhibitions	0.2%	0.0%	0.1%	0.7%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Others	0.7%	0.5%	0.7%	1.1%	0.8%	0.4%	0.5%	0.9%	0.1%	0.9%	0.7%	0.8%

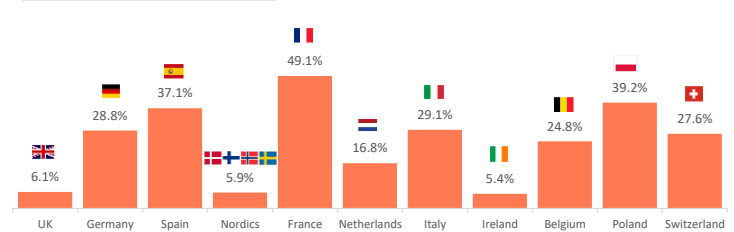
What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Rest	51.1%	65.6%	46.8%	28.7%	56.0%	30.5%	47.3%	45.3%	70.1%	47.2%	50.6%	44.5%
Enjoy family time	16.1%	15.8%	10.7%	21.9%	28.5%	11.4%	13.6%	15.6%	13.7%	14.0%	6.1%	11.6%
Have fun	8.5%	10.0%	7.9%	8.4%	4.8%	4.0%	16.4%	6.9%	7.9%	9.7%	2.1%	7.4%
Explore the destination	20.3%	6.1%	28.8%	37.1%	5.9%	49.1%	16.8%	29.1%	5.4%	24.8%	39.2%	27.6%
Practice their hobbies	1.9%	0.9%	2.8%	1.8%	2.7%	3.1%	2.0%	2.3%	1.0%	2.3%	0.4%	5.3%
Other reasons	2.1%	1.7%	2.9%	2.1%	2.0%	2.1%	4.0%	0.9%	2.0%	1.9%	1.6%	3.5%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Climate	75.0%	78.7%	74.6%	62.0%	85.2%	74.2%	74.5%	74.0%	79.8%	74.6%	75.7%	70.7%
Safety	51.3%	61.6%	53.0%	38.1%	40.7%	45.1%	29.4%	38.8%	70.4%	38.7%	62.4%	48.3%
Tranquility	46.5%	45.5%	50.5%	50.9%	35.4%	49.3%	36.9%	49.1%	54.9%	48.5%	53.2%	43.9%
Sea	46.0%	35.4%	63.8%	44.5%	49.1%	49.7%	37.8%	52.7%	43.4%	40.3%	57.9%	56.7%
Accommodation supply	41.8%	53.8%	39.4%	26.4%	37.6%	36.9%	34.7%	28.0%	57.9%	33.5%	42.9%	35.6%
Beaches	39.3%	32.7%	50.4%	40.6%	39.3%	37.0%	31.4%	48.7%	39.9%	27.2%	50.7%	44.9%
Effortless trip	37.5%	46.9%	46.6%	26.4%	25.3%	27.1%	13.7%	32.7%	51.6%	18.9%	33.4%	39.6%
European belonging	36.5%	31.8%	42.0%	37.6%	35.0%	37.8%	30.7%	35.5%	47.1%	37.6%	51.4%	34.1%
Price	35.8%	45.4%	28.0%	29.3%	24.8%	40.0%	23.4%	32.9%	55.2%	28.6%	37.0%	28.4%
Landscapes	34.1%	21.1%	35.8%	51.5%	23.6%	58.4%	23.6%	56.9%	19.6%	39.9%	63.5%	40.0%
Environment	33.3%	32.5%	24.9%	42.4%	28.0%	43.3%	11.3%	56.4%	34.2%	27.1%	48.8%	30.0%
Gastronomy	26.6%	27.8%	27.0%	28.9%	21.1%	21.9%	16.3%	19.8%	35.8%	24.9%	34.2%	32.5%
Fun possibilities	23.3%	26.3%	18.0%	24.1%	19.5%	17.3%	33.9%	21.1%	28.1%	23.0%	14.4%	19.2%
Authenticity	22.3%	19.1%	19.2%	32.2%	11.5%	34.1%	13.7%	28.3%	24.1%	22.8%	40.1%	23.1%
Exoticism	11.8%	7.9%	7.3%	17.3%	8.8%	23.9%	15.6%	13.3%	10.6%	17.1%	30.8%	9.5%
Hiking trail network	10.1%	3.8%	12.1%	14.0%	12.6%	16.9%	9.3%	20.9%	4.8%	15.8%	17.6%	11.1%
Shopping	9.1%	9.5%	9.8%	6.9%	6.9%	10.4%	5.2%	12.2%	16.8%	9.2%	5.8%	10.3%
Culture	9.0%	8.7%	7.6%	11.7%	5.7%	12.7%	5.1%	12.1%	9.6%	7.1%	8.2%	7.3%
Historical heritage	8.4%	6.3%	6.4%	15.6%	4.1%	15.5%	4.2%	12.1%	6.3%	8.8%	7.9%	7.6%
Nightlife	7.9%	9.5%	4.6%	8.0%	5.9%	7.6%	5.9%	12.0%	13.5%	4.5%	6.3%	7.8%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"): % of tourists who indicate that the factor is "very important" in their choice.

What channels did they use to get information about the trip?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	49.8%	62.7%	46.9%	34.4%	59.5%	30.1%	40.4%	36.3%	66.5%	50.5%	37.9%	43.5%
Friends or relatives	30.4%	30.7%	25.5%	37.9%	23.9%	27.2%	24.0%	36.2%	30.3%	33.2%	25.8%	30.5%
Internet or social media	54.2%	56.2%	53.1%	52.5%	46.0%	58.7%	58.8%	47.7%	53.5%	47.3%	65.3%	57.1%
Mass Media	2.0%	2.3%	2.6%	1.0%	1.5%	2.1%	1.4%	0.6%	3.2%	2.0%	3.4%	1.4%
Travel guides and magazines	7.0%	5.4%	10.2%	3.7%	3.6%	15.9%	8.0%	5.6%	4.4%	11.2%	13.1%	9.3%
Travel Blogs or Forums	6.9%	4.8%	5.6%	10.9%	3.1%	12.2%	4.1%	8.3%	5.2%	5.3%	19.6%	6.8%
Travel TV Channels	0.8%	0.8%	1.3%	0.5%	0.4%	0.2%	0.4%	0.3%	1.3%	0.2%	2.3%	1.2%
Tour Operator or Travel Agency	20.7%	23.3%	26.1%	10.5%	26.7%	19.3%	20.7%	11.6%	12.9%	28.6%	31.0%	13.3%
Public administrations or similar	1.3%	2.2%	0.5%	1.3%	1.2%	0.5%	0.5%	1.0%	1.8%	0.4%	0.7%	0.4%
Others	3.2%	3.2%	2.5%	4.6%	1.9%	2.9%	3.5%	2.9%	2.7%	2.1%	2.6%	3.6%

* Multi-choice question

Tourist Expenditure Survey by markets (1/2)

CANARY ISLANDS (2022)

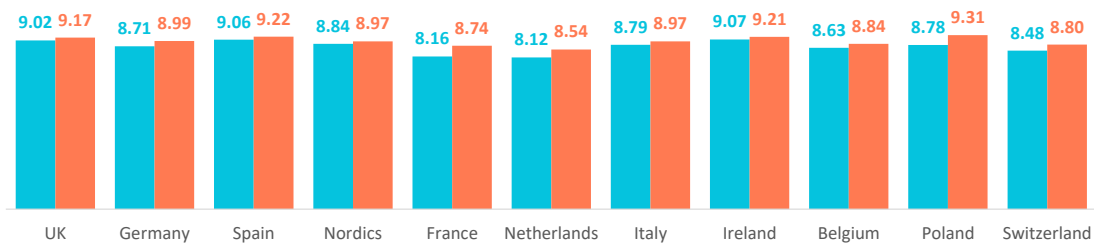


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Average rating	8.85	9.00	8.75	8.81	8.74	8.62	8.47	8.69	8.91	8.68	9.27	8.69
Experience in the Canary Islands	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Worse or much worse than expected	2.8%	2.7%	1.8%	3.4%	1.9%	5.1%	3.1%	3.6%	1.8%	2.7%	3.0%	2.8%
Lived up to expectations	53.5%	52.3%	54.7%	51.5%	60.8%	61.0%	55.0%	49.5%	54.4%	61.3%	48.2%	58.3%
Better or much better than expected	43.7%	45.0%	43.5%	45.1%	37.3%	34.0%	41.9%	46.9%	43.9%	36.0%	48.7%	38.9%
Future intentions (scale 1-10)	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Return to the Canary Islands	8.82	9.02	8.71	9.06	8.84	8.16	8.12	8.79	9.07	8.63	8.78	8.48
Recommend visiting the Canary Islands	9.06	9.17	8.99	9.22	8.97	8.74	8.54	8.97	9.21	8.84	9.31	8.80

RETURN TO THE CANARY



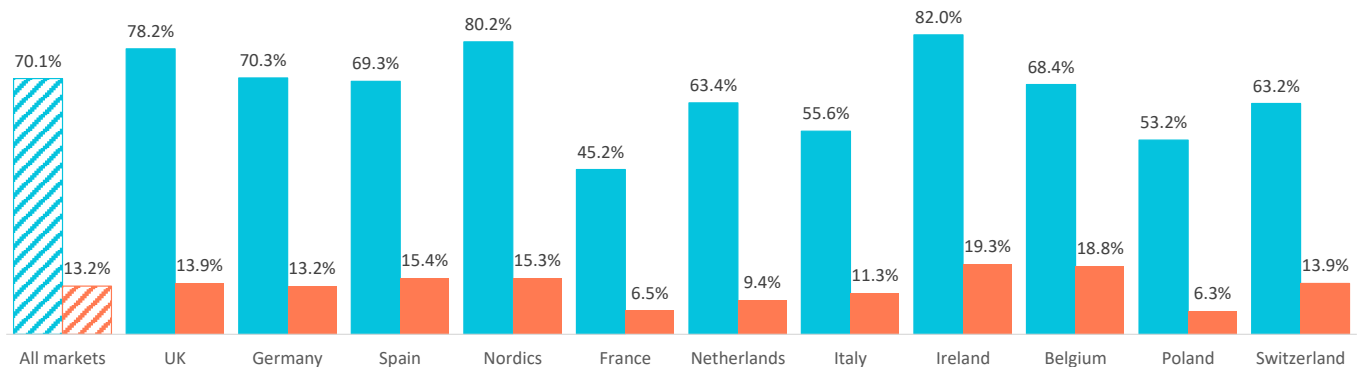
RECOMMEND VISITING THE CANARY



How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Repeat tourists	70.1%	78.2%	70.3%	69.3%	80.2%	45.2%	63.4%	55.6%	82.0%	68.4%	53.2%	63.2%
At least 10 previous visits	19.1%	22.5%	18.8%	17.0%	28.4%	6.8%	13.8%	11.9%	30.5%	22.7%	5.7%	18.2%
Repeat tourists (last 5 years)	62.7%	68.4%	64.9%	60.6%	72.3%	40.2%	56.6%	51.6%	75.3%	64.5%	50.2%	57.8%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	13.9%	13.2%	15.4%	15.3%	6.5%	9.4%	11.3%	19.3%	18.8%	6.3%	13.9%

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



ISLANDS

How many islands do they visit during their trip?

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
One island	92.6%	96.0%	92.5%	89.0%	95.9%	85.8%	93.4%	87.9%	94.5%	92.5%	84.7%	89.1%
Two islands	6.3%	3.7%	5.6%	9.4%	3.7%	11.7%	5.5%	10.5%	5.2%	6.2%	13.4%	9.1%
Three or more islands	1.1%	0.3%	1.9%	1.6%	0.4%	2.4%	1.0%	1.6%	0.3%	1.3%	1.9%	1.8%

Visited islands during their trip (with overnight staying)

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Lanzarote	19.3%	26.4%	10.7%	18.4%	6.7%	25.5%	14.9%	17.0%	46.8%	12.3%	7.4%	11.2%
Fuerteventura	15.0%	12.3%	30.0%	9.5%	5.5%	19.5%	10.5%	21.9%	7.3%	4.9%	31.1%	16.4%
Gran Canaria	26.8%	16.1%	32.0%	29.5%	62.9%	19.0%	42.1%	20.0%	14.4%	26.3%	24.6%	34.0%
Tenerife	40.5%	45.9%	28.0%	43.5%	25.3%	41.9%	34.0%	47.0%	32.3%	57.0%	41.4%	40.0%
La Gomera	0.6%	0.2%	1.3%	0.8%	0.5%	1.1%	0.4%	0.3%	0.2%	0.9%	0.9%	1.0%
La Palma	1.5%	0.4%	2.3%	3.9%	0.3%	2.1%	1.7%	0.9%	0.3%	1.5%	0.9%	4.0%
El Hierro	0.2%	0.0%	0.3%	0.7%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	1.3%
Cruise	0.2%	0.1%	0.7%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%

Tourist Expenditure Survey by markets (1/2)

CANARY ISLANDS (2022)



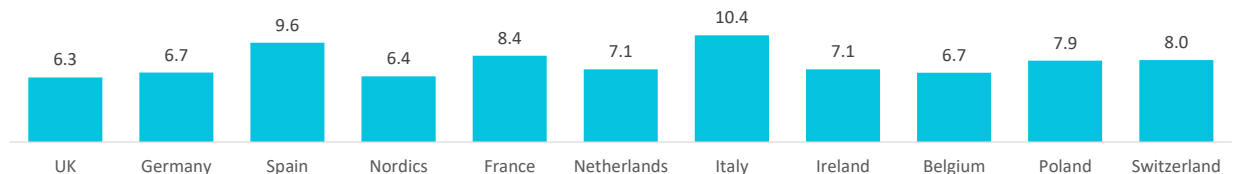
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
0 hours	2.5%	4.2%	2.4%	0.6%	4.5%	0.6%	2.1%	0.1%	0.8%	1.3%	1.6%	2.7%
1 - 2 hours	10.7%	15.3%	11.5%	3.8%	14.4%	5.0%	12.4%	0.8%	9.9%	11.7%	6.6%	9.0%
3 - 6 hours	32.7%	38.7%	37.7%	17.3%	37.1%	24.7%	36.6%	12.1%	38.9%	43.2%	29.9%	24.3%
7 - 12 hours	45.1%	36.1%	43.1%	59.2%	37.8%	58.5%	39.8%	66.2%	44.1%	37.8%	53.4%	54.1%
More than 12 hours	9.0%	5.7%	5.2%	19.1%	6.2%	11.2%	9.2%	20.8%	6.4%	6.0%	8.5%	9.9%
Outdoor time per day	7.3	6.3	6.7	9.6	6.4	8.4	7.1	10.4	7.1	6.7	7.9	8.0



7.3
All markets



Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Walk, wander	73.8%	79.9%	55.4%	77.3%	75.8%	73.6%	69.1%	76.2%	81.4%	77.9%	81.9%	57.0%
Beach	71.3%	63.4%	81.3%	73.3%	65.1%	75.6%	71.4%	83.8%	71.2%	59.8%	87.3%	77.0%
Swimming pool, hotel facilities	61.1%	75.1%	42.4%	49.2%	69.9%	59.7%	65.8%	40.3%	73.0%	66.9%	58.9%	48.3%
Explore the island on their own	48.7%	34.9%	52.6%	65.4%	42.4%	65.2%	50.4%	62.1%	31.8%	51.3%	68.8%	54.0%
Taste Canarian gastronomy	27.0%	23.1%	32.4%	43.8%	15.3%	13.7%	19.3%	29.8%	23.7%	24.5%	31.6%	26.9%
Hiking	18.5%	6.5%	19.6%	24.2%	20.1%	35.0%	34.2%	20.5%	6.9%	40.2%	34.8%	17.6%
Organized excursions	17.4%	17.1%	17.4%	16.0%	10.6%	24.3%	19.9%	17.9%	17.3%	19.3%	32.5%	15.6%
Nightlife / concerts / shows	15.3%	20.4%	9.4%	15.1%	11.5%	11.8%	12.2%	12.6%	24.3%	8.1%	8.1%	15.2%
Theme parks	14.4%	14.7%	11.5%	15.7%	9.6%	14.3%	15.2%	14.2%	16.5%	13.4%	20.4%	16.5%
Sea excursions / whale watching	12.7%	12.1%	14.3%	10.7%	7.1%	20.4%	14.3%	11.6%	10.9%	15.6%	14.2%	15.5%
Wineries / markets / popular festivals	10.6%	8.0%	10.2%	17.0%	9.0%	14.6%	6.3%	14.0%	8.6%	7.6%	11.8%	11.6%
Swim	10.1%	12.3%	7.2%	3.6%	12.5%	5.1%	16.3%	6.7%	13.8%	16.0%	14.2%	8.3%
Museums / exhibitions	10.0%	5.5%	10.0%	17.2%	6.3%	19.7%	9.3%	13.0%	5.1%	9.7%	11.5%	10.9%
Other Nature Activities	8.1%	3.2%	11.4%	12.8%	3.8%	12.4%	6.8%	16.1%	2.9%	7.0%	8.1%	12.7%
Running	5.9%	4.9%	2.4%	5.4%	9.2%	7.7%	17.2%	4.8%	5.6%	8.0%	8.4%	7.2%
Beauty and health treatments	5.9%	6.1%	5.0%	4.2%	8.1%	9.1%	4.9%	4.9%	9.8%	6.8%	0.9%	6.1%
Practice other sports	4.7%	3.3%	5.6%	5.5%	6.3%	5.1%	3.7%	6.0%	4.3%	4.7%	6.7%	6.7%
Astronomical observation	3.7%	2.0%	5.8%	4.7%	5.2%	2.9%	4.6%	3.8%	1.7%	3.0%	3.5%	5.5%
Cycling / Mountain bike	3.3%	3.0%	4.2%	2.0%	3.0%	2.2%	2.7%	3.0%	6.5%	5.5%	3.3%	4.5%
Surf	3.1%	1.7%	3.9%	2.8%	2.1%	5.4%	3.6%	8.7%	2.3%	2.6%	2.6%	7.6%
Scuba Diving	3.0%	2.0%	3.9%	3.2%	1.5%	6.4%	3.8%	3.2%	2.3%	3.4%	3.2%	6.1%
Golf	2.1%	3.1%	1.6%	0.8%	2.8%	1.0%	1.6%	0.8%	3.9%	1.6%	0.7%	3.3%
Windsurf / Kitesurf	1.2%	0.9%	1.6%	0.5%	1.5%	1.9%	1.7%	1.9%	1.4%	1.1%	1.0%	5.1%

COMPETITORS

Where did they spend their main holiday last year? *

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Didn't have holidays	31.7%	44.7%	25.7%	10.7%	48.9%	24.6%	29.6%	21.7%	42.1%	20.0%	18.1%	18.5%
Canary Islands	20.4%	22.0%	22.4%	19.0%	20.2%	11.9%	17.1%	20.3%	29.7%	24.6%	15.9%	18.8%
Other destination	48.0%	33.4%	52.0%	70.3%	30.8%	63.5%	53.3%	58.0%	28.1%	55.4%	65.9%	62.7%

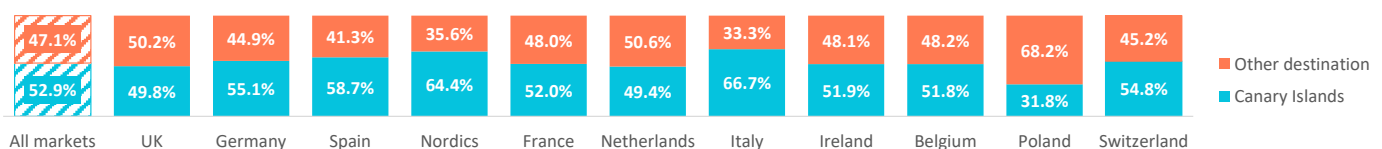
* Percentage of valid answers

What other destinations did they consider for this trip? *

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	28.3%	25.8%	28.0%	35.9%	40.2%	27.6%	23.7%	34.7%	30.9%	28.0%	7.7%	31.2%
Canary Islands (other island)	24.6%	23.9%	27.1%	22.7%	24.2%	24.4%	25.7%	32.0%	21.0%	23.8%	24.0%	23.6%
Other destination	47.1%	50.2%	44.9%	41.3%	35.6%	48.0%	50.6%	33.3%	48.1%	48.2%	68.2%	45.2%

* Percentage of valid answers

CONSIDERED DESTINATIONS



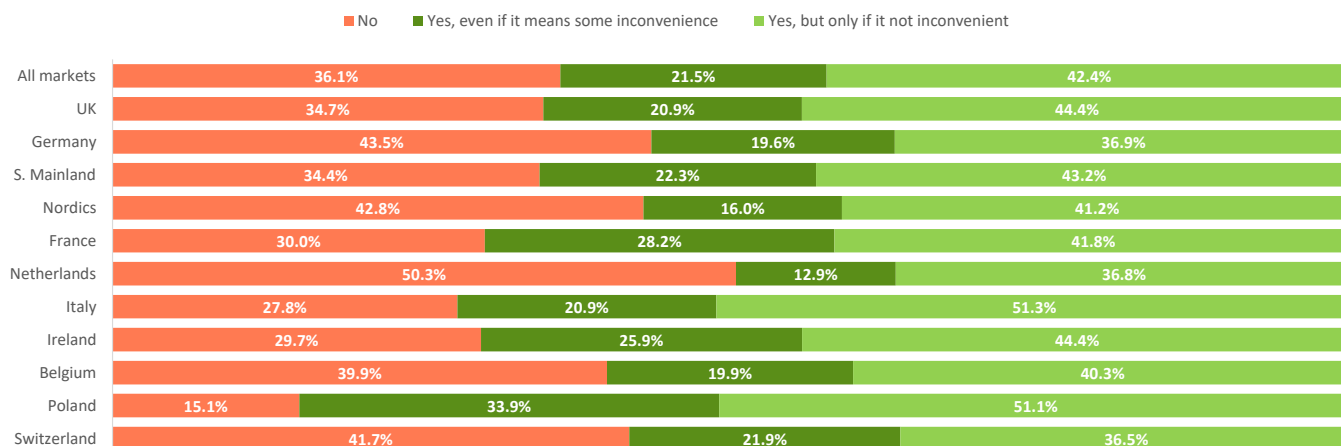
Tourist Expenditure Survey by markets (1/2)

CANARY ISLANDS (2022)

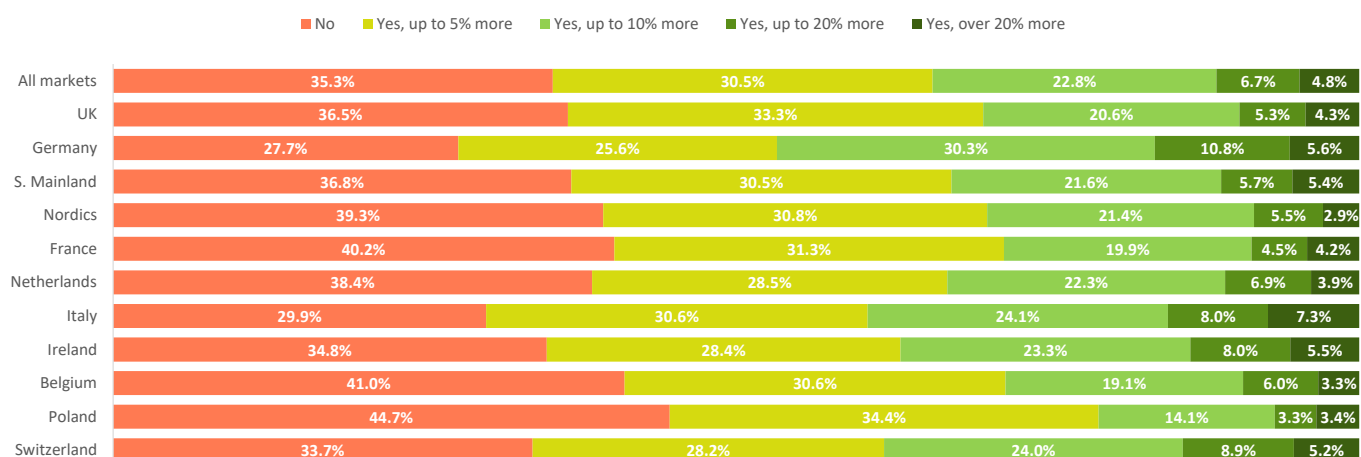


SUSTAINABLE DESTINATION

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 **

	All markets	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Quality of life on the island	8.1	8.1	7.9	8.3	7.8	8.1	7.9	8.3	8.1	8.1	7.9	8.1
Tolerance towards tourism	8.6	8.6	8.5	8.8	8.5	8.4	8.2	8.7	8.6	8.4	8.8	8.4
Cleanliness of the island	8.3	8.6	7.9	8.2	8.1	8.2	7.9	8.3	8.6	8.3	8.5	7.9
Air quality	8.5	8.6	8.5	8.5	8.3	8.4	8.0	8.7	8.6	8.3	8.8	8.2
Rational water consumption	7.5	7.7	7.0	7.5	7.3	7.4	7.3	7.5	7.7	7.4	7.4	7.2
Energy saving	6.9	7.1	6.4	7.0	6.8	6.8	6.9	7.2	7.1	7.0	7.0	6.5
Use of renewable energy	7.0	7.2	6.6	7.0	6.9	6.9	6.9	7.7	7.1	7.1	7.3	7.0
Recycling	7.1	7.6	6.6	7.0	6.9	7.0	7.1	6.9	7.4	7.2	7.3	7.0
Easy to get around by public transport	7.4	7.6	7.0	6.9	7.2	7.3	7.4	7.4	7.9	7.4	7.6	6.9
Overcrowding in tourist areas	6.7	6.7	5.8	7.2	6.6	6.8	6.8	7.0	6.8	6.8	7.0	6.2
Supply of local products	7.1	7.1	6.8	7.5	6.8	7.3	7.0	7.3	7.1	7.2	7.5	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.