

Tourist Expenditure Survey by markets (2/2)

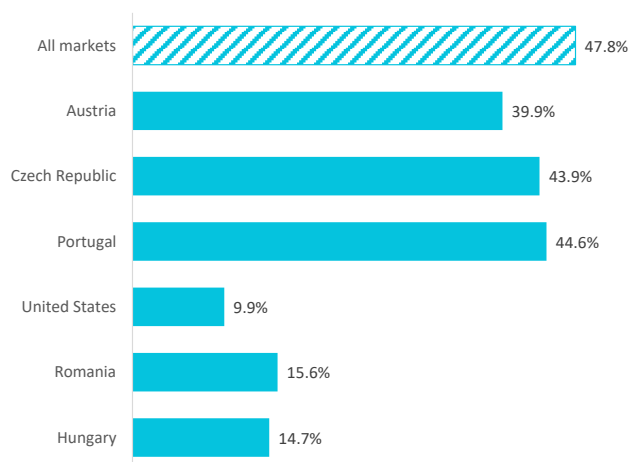
CANARY ISLANDS (2022)



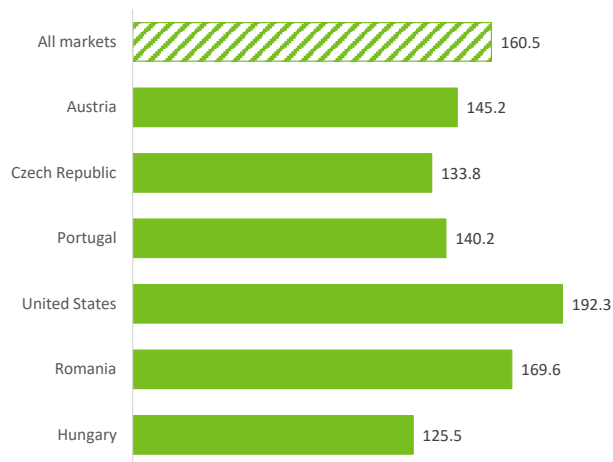
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Tourist arrivals > 15 years old (EGT)	12,832,078	122,141	102,740	98,679	46,018	39,904	36,978
% Tourists	100%	1.0%	0.8%	0.8%	0.4%	0.3%	0.3%
- Lanzarote	2,377,525	13,812	8,231	5,852	1,726	1,413	1,406
- Fuerteventura	1,822,701	19,917	25,965	13,851	2,896	2,851	1,351
- Gran Canaria	3,352,820	40,906	22,933	23,522	9,357	7,664	20,558
- Tenerife	5,083,082	44,773	44,419	55,318	30,543	27,976	13,115
- La Palma	132,040	1,012	919	0	1,442	0	409
% tourists who book holiday package	47.8%	39.9%	43.9%	44.6%	9.9%	15.6%	14.7%
Expenditure per tourist (€)	1,314	1,386	1,168	946	1,689	1,283	1,164
- book holiday package	1,492	1,695	1,248	1,119	2,196	1,854	1,306
- holiday package	1,236	1,430	1,064	929	1,832	1,272	1,103
- others	256	265	184	191	363	583	204
- do not book holiday package	1,152	1,181	1,104	806	1,633	1,177	1,140
- flight	311	320	321	198	393	355	304
- accommodation	405	374	296	322	513	347	412
- others	436	486	488	287	727	475	424
Average lenght of stay	9.24	11.46	9.74	7.17	11.60	8.33	10.81
- book holiday package	8.45	9.71	8.14	6.77	11.74	7.46	8.30
- do not book holiday package	9.96	12.61	10.99	7.49	11.59	8.49	11.24
Average daily expenditure (€)	160.5	145.2	133.8	140.2	192.3	169.6	125.5
- book holiday package	186.1	184.7	155.2	170.7	256.0	241.1	164.6
- do not book holiday package	137.1	119.0	117.0	115.5	185.3	156.4	118.8
Total turnover (> 15 years old) (€m)	16,863	169	120	93	78	51	43
- book holiday package	9,143	83	56	49	10	12	7
- do not book holiday package	7,720	87	64	44	68	40	36
Passenger arrivals on non-stop flights (AENA)	17,321,891	149,876	78,743	135,573	7,509	32,644	44,622

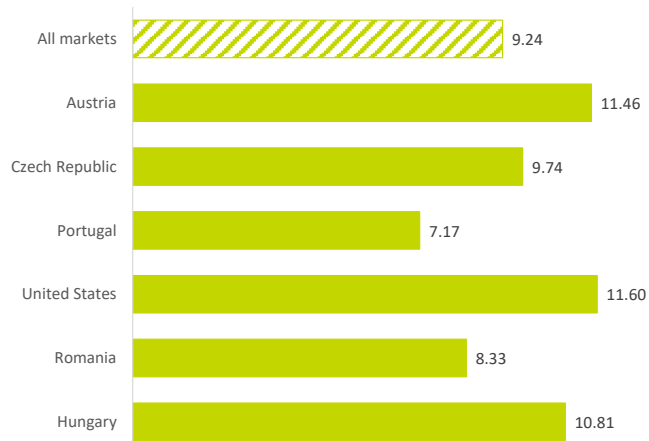
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



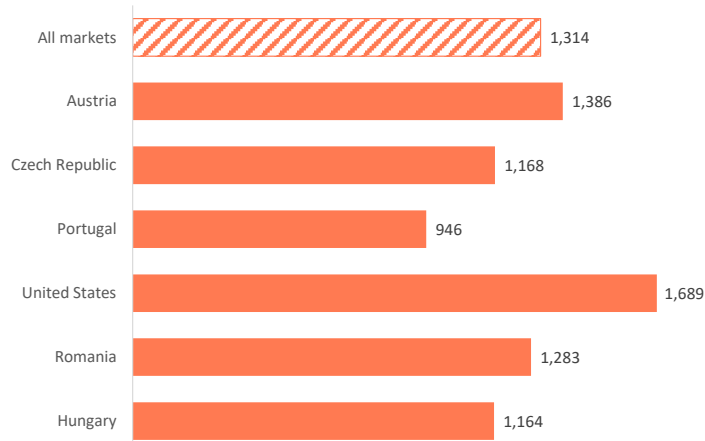
AVERAGE DAILY EXPENDITURE (€)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST (€)



Tourist Expenditure Survey by markets (2/2)

CANARY ISLANDS (2022)



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

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Accommodation:							
- Accommodation	84.4%	80.1%	80.1%	85.3%	74.6%	79.4%	78.0%
- Additional accommodation expenses	7.1%	6.3%	9.2%	5.9%	12.5%	15.4%	10.8%
Transport:							
- National/International Transport	95.8%	95.4%	95.2%	94.4%	89.7%	91.8%	91.2%
- Flights between islands	5.0%	6.0%	3.7%	4.1%	8.3%	10.1%	7.6%
- Taxi	51.8%	41.5%	44.9%	37.7%	28.2%	28.7%	21.8%
- Car rental	32.0%	43.1%	47.8%	42.3%	44.4%	58.8%	46.7%
- Public transport	9.6%	16.1%	11.9%	6.4%	23.1%	6.4%	16.4%
Food and drink:							
- Food purchases at supermarkets	55.9%	62.0%	63.9%	46.0%	50.6%	67.3%	72.5%
- Restaurants	66.4%	65.7%	60.8%	51.3%	74.0%	70.6%	62.5%
Leisure:							
- Organized excursions	23.6%	24.1%	28.0%	20.6%	25.1%	31.4%	23.4%
- Sport activities	7.9%	11.0%	10.0%	6.0%	7.3%	11.6%	7.6%
- Cultural activities	2.5%	4.9%	3.5%	1.2%	7.5%	5.5%	5.4%
- Museums	5.2%	6.1%	8.8%	5.8%	5.7%	8.8%	9.0%
- Theme Parks	10.9%	9.9%	13.9%	16.3%	9.5%	27.6%	18.0%
- Discos and pubs	9.9%	6.8%	3.6%	8.4%	9.2%	4.5%	4.0%
- Wellness	5.2%	4.6%	0.5%	3.0%	15.6%	1.6%	1.4%
Purchases of goods:							
- Souvenirs	40.0%	34.7%	47.0%	47.7%	22.3%	49.5%	40.7%
- Real estate	0.2%	0.0%	0.6%	0.3%	0.0%	0.0%	0.5%
- Other purchases	0.7%	1.5%	0.5%	2.2%	0.9%	0.0%	0.7%
Others:							
- Medical expenses	7.6%	7.3%	3.8%	8.3%	5.9%	6.5%	5.1%
- Other expenses	5.4%	4.4%	4.9%	2.8%	6.3%	1.9%	2.8%

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

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Expenditure per tourist and trip (€)							
Accommodation:	810	1,002	662	585	925	718	679
- Accommodation	665	717	548	475	770	501	572
- Additional accommodation expenses	145	285	114	110	155	217	107
Transport:	711	737	682	559	1,044	827	688
- National/International Transport	377	395	351	271	464	404	342
- Flights between islands	79	61	66	55	104	160	75
- Taxi	90	90	103	101	81	111	97
- Car rental	134	167	128	106	131	115	137
- Public transport	32	24	34	26	264	37	37
Food and drink:	297	305	278	208	760	345	308
- Food purchases at supermarkets	104	126	116	72	585	105	149
- Restaurants	193	179	162	135	175	240	159
Leisure:	530	610	372	489	539	615	497
- Organized excursions	94	83	79	90	74	111	95
- Sport activities	100	179	65	64	108	72	75
- Cultural activities	55	38	59	154	29	17	50
- Museums	35	26	30	29	21	28	26
- Theme Parks	70	61	58	63	73	96	63
- Discos and pubs	99	66	52	53	110	175	45
- Wellness	78	157	29	36	124	117	142
Purchases of goods:	666	227	880	629	143	76	154
- Souvenirs	85	92	95	71	92	76	86
- Real estate	360	0	730	130	0	0	35
- Other purchases	221	135	55	428	51	0	33
Others:	124	144	108	92	261	86	214
- Medical expenses	42	99	33	20	111	34	28
- Other expenses	81	45	74	72	151	52	186

Tourist Expenditure Survey by markets (2/2)

CANARY ISLANDS (2022)

TOURIST PROFILE

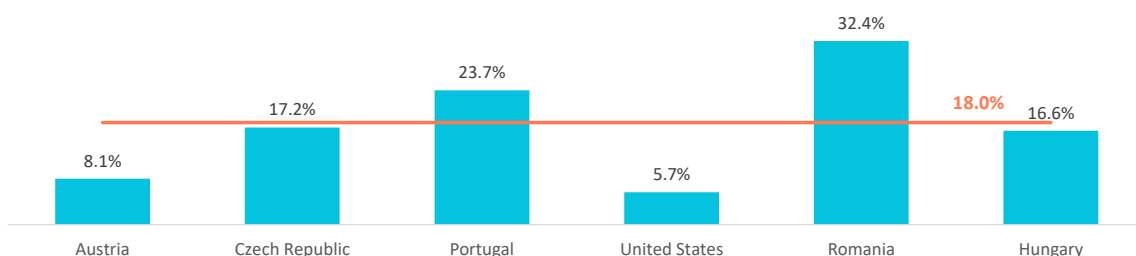
Who are they?

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Gender							
Percentage of men	48.4%	50.5%	52.7%	53.6%	44.7%	58.1%	57.1%
Percentage of women	51.6%	49.5%	47.3%	46.4%	55.3%	41.9%	42.9%
Age							
Average age (tourists above 16 years old)	45.73	41.39	39.73	38.93	42.16	36.44	34.35
Standard deviation	16.0	16.7	14.0	12.3	17.9	9.1	11.5
Age range							
16-24 years old	10.4%	19.2%	12.5%	10.0%	23.7%	6.9%	18.5%
25-30 years old	11.5%	15.4%	19.5%	20.0%	7.4%	14.0%	28.5%
31-45 years old	29.4%	26.6%	37.8%	44.5%	28.9%	64.7%	32.9%
46-60 years old	27.2%	21.2%	19.0%	17.1%	21.0%	13.6%	17.0%
Over 60 years old	21.5%	17.6%	11.2%	8.5%	19.0%	0.8%	3.2%
Occupation							
Salaried worker	57.4%	58.3%	49.5%	49.7%	50.7%	70.2%	39.0%
Self-employed	10.8%	9.5%	19.1%	20.7%	12.4%	14.9%	20.3%
Unemployed	1.0%	0.8%	0.0%	1.0%	2.9%	0.0%	2.5%
Business owner	8.3%	4.9%	13.3%	18.9%	10.7%	10.1%	23.3%
Student	4.6%	10.7%	6.0%	2.5%	10.0%	3.7%	11.3%
Retired	16.5%	13.0%	10.0%	4.8%	10.9%	0.8%	1.9%
Unpaid domestic work	0.6%	0.7%	2.1%	0.2%	1.2%	0.3%	0.0%
Others	0.8%	2.1%	0.0%	2.2%	1.2%	0.0%	1.5%
Annual household income level							
Less than €25,000	14.3%	20.0%	28.7%	32.6%	13.5%	29.9%	34.4%
€25,000 - €49,999	34.3%	36.6%	49.8%	42.2%	13.4%	44.0%	27.8%
€50,000 - €74,999	25.4%	30.3%	14.5%	15.7%	16.3%	15.3%	17.6%
More than €74,999	26.0%	13.1%	6.9%	9.5%	56.8%	10.8%	20.2%
Education level							
No studies	3.6%	0.0%	0.1%	1.1%	0.0%	2.2%	0.5%
Primary education	1.7%	4.6%	2.3%	0.5%	0.0%	0.6%	4.2%
Secondary education	20.2%	16.7%	35.5%	27.2%	6.8%	6.1%	21.7%
Higher education	74.5%	78.7%	62.0%	71.2%	93.2%	91.1%	73.7%

Who do they come with?

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Unaccompanied	10.0%	13.5%	9.8%	8.0%	16.2%	8.1%	12.1%
Only with partner	46.1%	52.8%	36.3%	44.2%	38.6%	41.9%	40.9%
Only with children (< 13 years old)	4.9%	2.9%	6.0%	8.0%	1.3%	10.5%	8.5%
Partner + children (< 13 years old)	7.3%	3.7%	6.0%	9.3%	1.8%	8.3%	1.4%
Other relatives	9.9%	5.0%	20.1%	8.0%	4.4%	12.4%	13.1%
Friends	7.3%	9.3%	9.5%	8.0%	17.8%	4.9%	11.4%
Work colleagues	0.6%	0.0%	0.0%	0.5%	0.7%	1.2%	0.0%
Organized trip	0.3%	0.2%	0.0%	0.0%	0.5%	0.0%	0.3%
Other combinations ⁽²⁾	13.7%	12.6%	12.2%	14.1%	18.6%	12.7%	12.2%
⁽²⁾ Different situations have been isolated							
Tourists with children	18.0%	8.1%	17.2%	23.7%	5.7%	32.4%	16.6%
- Between 0 and 2 years old	1.3%	1.4%	2.2%	1.4%	0.7%	5.6%	1.2%
- Between 3 and 12 years old	15.5%	6.7%	13.3%	20.0%	5.0%	23.0%	12.3%
- Between 0 -2 and 3-12 years old	1.2%	0.0%	1.7%	2.3%	0.0%	3.8%	3.0%
Tourists without children	82.0%	91.9%	82.8%	76.3%	94.3%	67.6%	83.4%
Group composition:							
- 1 person	12.6%	15.3%	13.1%	11.7%	18.6%	13.9%	14.9%
- 2 people	53.9%	61.7%	52.2%	46.8%	53.0%	44.3%	47.5%
- 3 people	12.1%	10.7%	13.6%	18.3%	11.1%	21.1%	9.2%
- 4 or 5 people	17.3%	10.2%	19.4%	19.9%	13.4%	16.6%	23.5%
- 6 or more people	4.1%	2.0%	1.7%	3.4%	3.9%	4.1%	5.0%
Average group size:	2.60	2.26	2.49	2.71	2.42	2.64	2.79

*People who share the main expenses of the trip



Tourist Expenditure Survey by markets (2/2)

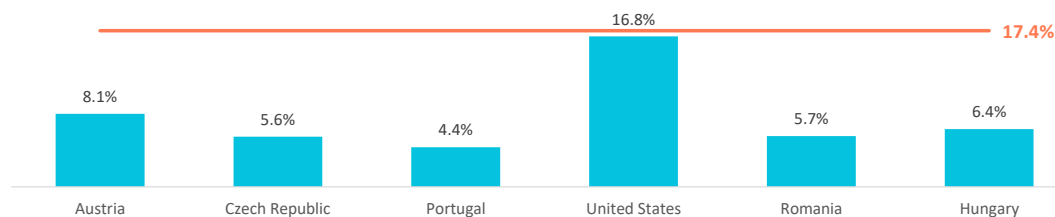
CANARY ISLANDS (2022)

TRIP BOOKING

How far in advance do they book their trip?

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
The same day	0.7%	1.4%	0.5%	0.3%	1.0%	1.9%	0.0%
Between 1 and 30 days	27.8%	33.9%	43.0%	37.4%	23.9%	35.9%	38.2%
Between 1 and 2 months	25.3%	23.2%	31.8%	32.2%	27.3%	30.0%	33.0%
Between 3 and 6 months	28.8%	33.4%	19.1%	25.7%	31.1%	26.5%	22.4%
More than 6 months	17.4%	8.1%	5.6%	4.4%	16.8%	5.7%	6.4%

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



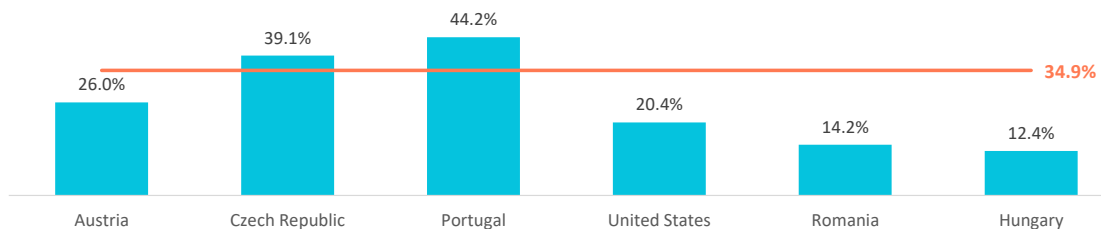
With whom did they book their flight and accommodation?

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Flight							
- Directly with the airline	50.0%	55.4%	47.4%	46.2%	83.6%	80.8%	83.1%
- Tour Operator or Travel Agency	50.0%	44.6%	52.6%	53.8%	16.4%	19.2%	16.9%
Accommodation							
- Directly with the accommodation	36.6%	36.9%	41.1%	36.9%	59.0%	64.0%	66.8%
- Tour Operator or Travel Agency	63.4%	63.1%	58.9%	63.1%	41.0%	36.0%	33.2%

What do they book?

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Room only	28.5%	31.3%	31.1%	15.4%	34.7%	37.9%	43.0%
Bed and Breakfast	13.9%	14.0%	7.0%	10.6%	34.2%	20.2%	17.1%
Half board	19.1%	26.6%	20.0%	22.5%	4.9%	27.6%	25.4%
Full board	3.5%	2.1%	2.9%	7.3%	5.7%	0.0%	2.1%
All inclusive	34.9%	26.0%	39.1%	44.2%	20.4%	14.2%	12.4%

% TOURISTS WHO
BOOK ALL
INCLUSIVE



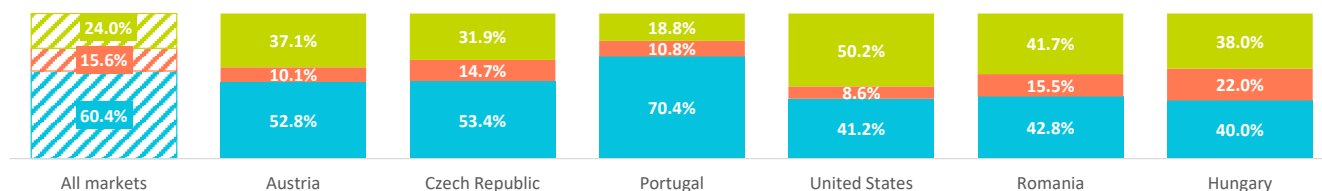
ACCOMMODATION

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
1-2-3* Hotel	10.9%	9.9%	13.4%	13.9%	3.7%	2.4%	6.1%
4* Hotel	39.0%	33.5%	36.6%	47.6%	14.7%	30.8%	32.3%
5* Hotel / 5* Luxury Hotel	10.5%	9.5%	3.3%	8.9%	22.8%	9.6%	1.6%
Aparthotel / Tourist Villa	15.6%	10.1%	14.7%	10.8%	8.6%	15.5%	22.0%
House/room rented in a private dwelling	7.2%	14.3%	10.9%	5.1%	15.7%	13.6%	14.2%
Private accommodation ⁽¹⁾	8.7%	13.7%	8.5%	9.2%	15.6%	6.5%	9.5%
Others (Cottage, cruise, camping,...)	8.1%	9.1%	12.5%	4.5%	18.9%	21.6%	14.3%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



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CANARY ISLANDS (2022)



TRIP MOTIVATION AND DESTINATION CHOICE

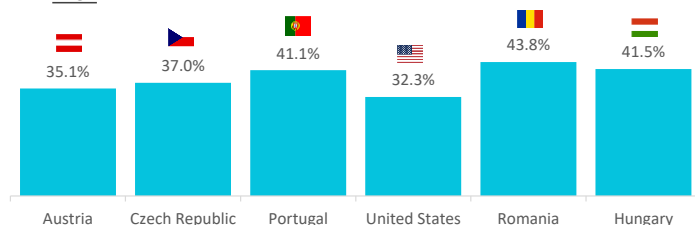
What is the main reason for visiting the Canary Islands?

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Holidays	90.2%	89.4%	92.2%	88.6%	72.0%	93.3%	89.9%
Family reasons	6.7%	7.2%	5.6%	7.5%	19.8%	4.2%	2.7%
Business	1.4%	2.0%	0.2%	0.3%	5.0%	1.4%	3.1%
Education and training	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	3.4%
Sports training	0.4%	0.9%	0.3%	0.0%	0.0%	0.0%	0.9%
Health	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Conventions and Exhibitions	0.2%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%
Others	0.7%	0.5%	1.3%	0.8%	3.3%	1.1%	0.0%

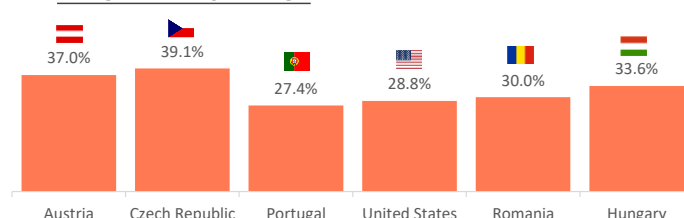
What is the main motivation for their holidays?

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Rest	51.1%	35.1%	37.0%	41.1%	32.3%	43.8%	41.5%
Enjoy family time	16.1%	10.4%	16.8%	21.5%	16.9%	14.0%	5.6%
Have fun	8.5%	8.9%	2.5%	8.1%	17.3%	8.0%	14.4%
Explore the destination	20.3%	37.0%	39.1%	27.4%	28.8%	30.0%	33.6%
Practice their hobbies	1.9%	6.0%	3.4%	0.6%	1.5%	2.8%	0.5%
Other reasons	2.1%	2.6%	1.1%	1.4%	3.1%	1.5%	4.5%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Climate	75.0%	69.2%	63.8%	58.5%	67.9%	83.0%	65.0%
Safety	51.3%	55.6%	47.0%	40.3%	40.5%	65.3%	53.0%
Tranquility	46.5%	44.4%	34.4%	44.5%	51.3%	49.0%	28.9%
Sea	46.0%	62.4%	51.6%	46.4%	43.8%	61.8%	57.6%
Accommodation supply	41.8%	34.7%	30.4%	28.8%	28.3%	44.7%	30.7%
Beaches	39.3%	50.7%	42.0%	46.2%	45.5%	63.5%	49.8%
Effortless trip	37.5%	48.0%	32.9%	28.2%	26.7%	23.5%	20.1%
European belonging	36.5%	43.2%	50.7%	44.2%	25.4%	45.2%	36.2%
Price	35.8%	26.3%	23.9%	30.3%	26.3%	40.6%	30.2%
Landscapes	34.1%	43.9%	47.0%	32.1%	49.8%	66.0%	57.0%
Environment	33.3%	32.0%	32.2%	24.5%	47.0%	52.2%	43.6%
Gastronomy	26.6%	30.2%	27.4%	17.4%	25.5%	35.6%	37.9%
Fun possibilities	23.3%	19.1%	12.7%	22.6%	35.3%	40.9%	34.8%
Authenticity	22.3%	27.3%	26.1%	19.6%	30.9%	42.7%	23.9%
Exoticism	11.8%	11.1%	19.3%	12.4%	15.2%	43.2%	27.3%
Hiking trail network	10.1%	10.0%	15.8%	10.5%	21.6%	8.0%	16.5%
Shopping	9.1%	10.2%	3.9%	9.5%	7.5%	9.1%	8.6%
Culture	9.0%	6.7%	7.1%	8.1%	18.2%	14.6%	23.2%
Historical heritage	8.4%	8.4%	9.5%	9.1%	14.5%	12.6%	15.3%
Nightlife	7.9%	8.1%	4.7%	9.9%	8.0%	6.4%	11.7%

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	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Previous visits to the Canary Islands	49.8%	38.4%	38.2%	22.7%	14.7%	37.9%	29.9%
Friends or relatives	30.4%	30.0%	34.4%	25.8%	54.3%	43.1%	40.1%
Internet or social media	54.2%	57.5%	64.8%	58.2%	57.9%	61.6%	71.8%
Mass Media	2.0%	2.2%	1.5%	1.6%	1.6%	2.3%	4.5%
Travel guides and magazines	7.0%	12.9%	15.1%	5.4%	11.5%	5.7%	13.9%
Travel Blogs or Forums	6.9%	9.4%	15.5%	9.5%	17.1%	16.7%	16.0%
Travel TV Channels	0.8%	1.3%	0.8%	0.0%	0.6%	0.0%	0.0%
Tour Operator or Travel Agency	20.7%	16.4%	9.6%	25.3%	4.9%	11.3%	8.5%
Public administrations or similar	1.3%	0.3%	0.9%	1.0%	1.4%	0.0%	2.4%
Others	3.2%	3.3%	3.5%	3.6%	6.5%	2.6%	4.7%

* Multi-choice question

Tourist Expenditure Survey by markets (2/2)

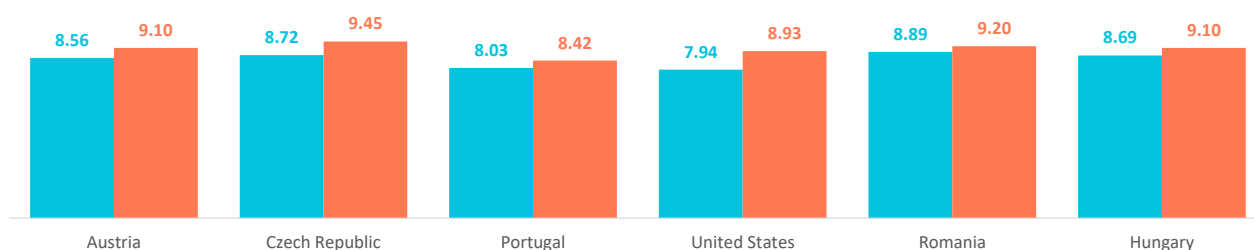
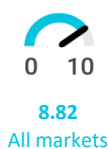
CANARY ISLANDS (2022)

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Average rating	8.85	8.97	9.14	8.43	9.09	9.25	9.03
Experience in the Canary Islands	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Worse or much worse than expected	2.8%	1.4%	1.4%	7.4%	4.4%	4.5%	2.8%
Lived up to expectations	53.5%	48.8%	40.1%	46.8%	31.3%	31.0%	41.2%
Better or much better than expected	43.7%	49.9%	58.5%	45.8%	64.3%	64.5%	56.0%
Future intentions (scale 1-10)	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Return to the Canary Islands	8.82	8.56	8.72	8.03	7.94	8.89	8.69
Recommend visiting the Canary Islands	9.06	9.10	9.45	8.42	8.93	9.20	9.10

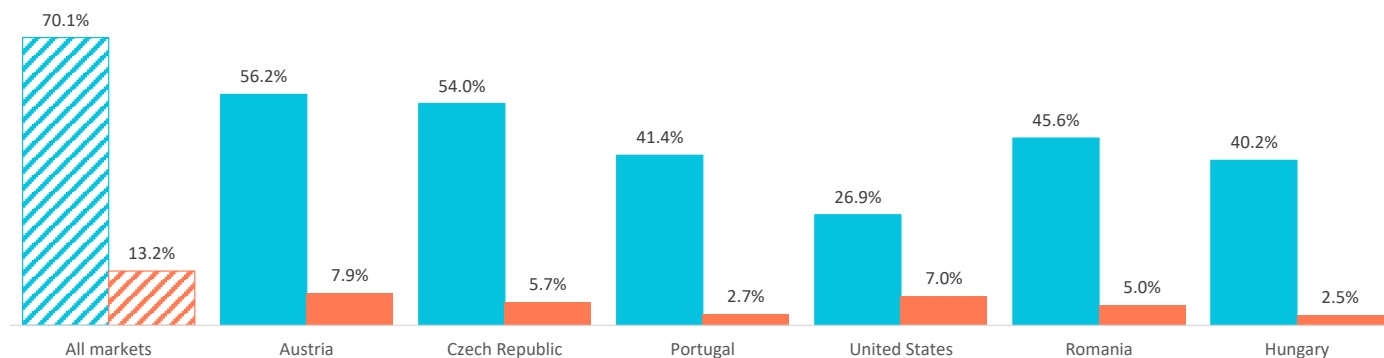
RETURN TO THE CANARY



How many are loyal to the Canary Islands?

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Repeat tourists	70.1%	56.2%	54.0%	41.4%	26.9%	45.6%	40.2%
At least 10 previous visits	19.1%	14.4%	7.2%	3.5%	5.6%	2.6%	4.3%
Repeat tourists (last 5 years)	62.7%	52.3%	50.6%	34.1%	25.3%	43.1%	37.2%
Repeat tourists (last 5 years) (5 or more visits)	13.2%	7.9%	5.7%	2.7%	7.0%	5.0%	2.5%

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



ISLANDS

How many islands do they visit during their trip?

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
One island	92.6%	88.6%	89.4%	91.0%	87.2%	87.3%	87.3%
Two islands	6.3%	9.0%	9.0%	8.5%	11.7%	12.2%	10.3%
Three or more islands	1.1%	2.5%	1.6%	0.5%	1.1%	0.6%	2.3%

Visited islands during their trip (with overnight staying)

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Lanzarote	19.3%	11.6%	9.4%	6.3%	4.3%	3.5%	5.3%
Fuerteventura	15.0%	17.5%	25.9%	14.4%	7.5%	8.4%	5.6%
Gran Canaria	26.8%	35.6%	23.8%	24.6%	24.9%	21.1%	57.0%
Tenerife	40.5%	38.5%	46.1%	58.2%	66.9%	70.1%	36.4%
La Gomera	0.6%	1.7%	0.7%	0.1%	0.6%	0.9%	1.4%
La Palma	1.5%	1.3%	1.0%	0.0%	3.8%	1.4%	1.1%
El Hierro	0.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Cruise	0.2%	0.7%	0.1%	0.0%	0.0%	0.0%	0.0%

Tourist Expenditure Survey by markets (2/2)

CANARY ISLANDS (2022)



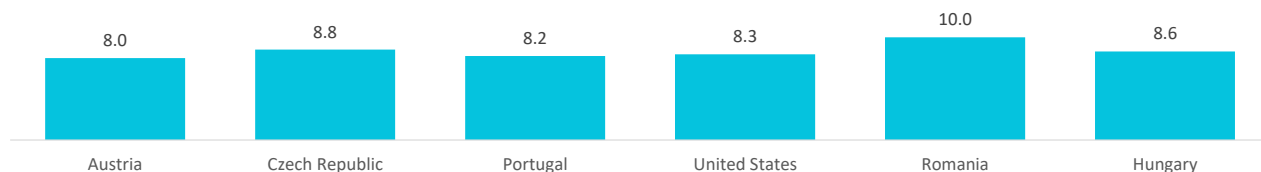
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
0 hours	2.5%	0.8%	1.3%	1.2%	0.0%	0.0%	0.0%
1 - 2 hours	10.7%	8.1%	5.7%	8.4%	9.6%	0.7%	7.9%
3 - 6 hours	32.7%	29.9%	17.7%	28.6%	31.2%	12.3%	24.7%
7 - 12 hours	45.1%	51.3%	66.0%	51.4%	44.6%	69.3%	55.6%
More than 12 hours	9.0%	9.9%	9.2%	10.4%	14.6%	17.7%	11.8%
Outdoor time per day	7.3	8.0	8.8	8.2	8.3	10.0	8.6



7.3
All markets



Activities in the Canary Islands

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Walk, wander	73.8%	64.3%	79.7%	71.3%	83.5%	75.1%	66.9%
Beach	71.3%	81.0%	87.5%	80.8%	80.1%	89.2%	74.0%
Swimming pool, hotel facilities	61.1%	40.5%	61.6%	65.8%	45.5%	54.6%	41.3%
Explore the island on their own	48.7%	58.3%	68.9%	58.8%	72.5%	77.7%	61.0%
Taste Canarian gastronomy	27.0%	40.3%	34.6%	26.6%	36.3%	26.5%	21.1%
Hiking	18.5%	29.3%	46.3%	30.2%	36.7%	29.1%	37.0%
Organized excursions	17.4%	12.8%	18.3%	12.8%	18.6%	26.4%	19.0%
Nightlife / concerts / shows	15.3%	15.5%	7.9%	17.4%	17.3%	10.6%	13.5%
Theme parks	14.4%	14.4%	21.8%	25.5%	10.4%	41.4%	20.0%
Sea excursions / whale watching	12.7%	15.4%	12.8%	9.2%	18.9%	23.0%	17.5%
Wineries / markets / popular festivals	10.6%	11.8%	7.2%	11.2%	13.4%	12.5%	10.2%
Swim	10.1%	13.9%	14.7%	5.3%	10.2%	15.1%	15.9%
Museums / exhibitions	10.0%	14.2%	13.4%	13.3%	16.1%	22.6%	18.0%
Other Nature Activities	8.1%	17.1%	17.7%	11.3%	15.5%	15.7%	18.2%
Running	5.9%	4.5%	8.7%	4.1%	7.3%	5.9%	12.6%
Beauty and health treatments	5.9%	5.5%	1.4%	3.0%	12.5%	5.5%	2.4%
Practice other sports	4.7%	7.7%	5.1%	2.1%	2.0%	3.4%	7.4%
Astronomical observation	3.7%	5.0%	5.5%	3.3%	6.4%	6.1%	4.2%
Cycling / Mountain bike	3.3%	3.2%	4.0%	1.2%	0.7%	4.7%	4.6%
Surf	3.1%	9.0%	6.6%	2.9%	7.4%	5.6%	1.8%
Scuba Diving	3.0%	5.1%	3.2%	2.7%	4.1%	6.0%	4.8%
Golf	2.1%	1.5%	2.6%	1.1%	1.3%	0.7%	0.7%
Windsurf / Kitesurf	1.2%	1.1%	0.7%	0.0%	0.0%	1.2%	1.7%

COMPETITORS

Where did they spend their main holiday last year? *

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Didn't have holidays	31.7%	18.6%	24.1%	27.5%	50.3%	11.4%	21.2%
Canary Islands	20.4%	15.4%	15.6%	8.3%	12.0%	11.0%	14.9%
Other destination	48.0%	66.0%	60.3%	64.3%	37.7%	77.6%	63.9%

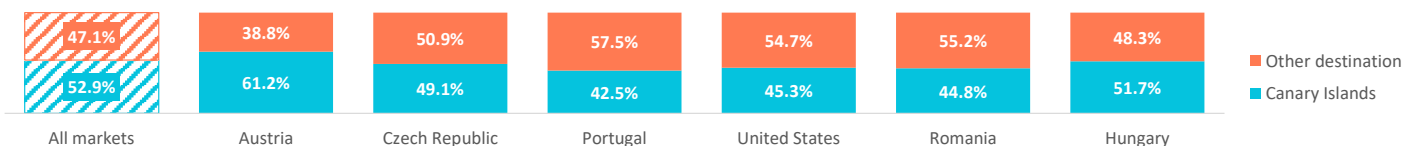
* Percentage of valid answers

What other destinations did they consider for this trip? *

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
None (I was clear about "this Canary Island")	28.3%	32.8%	20.8%	20.1%	26.9%	17.6%	20.7%
Canary Islands (other island)	24.6%	28.4%	28.3%	22.4%	18.4%	27.2%	31.0%
Other destination	47.1%	38.8%	50.9%	57.5%	54.7%	55.2%	48.3%

* Percentage of valid answers

CONSIDERED DESTINATIONS



Tourist Expenditure Survey by markets (2/2)

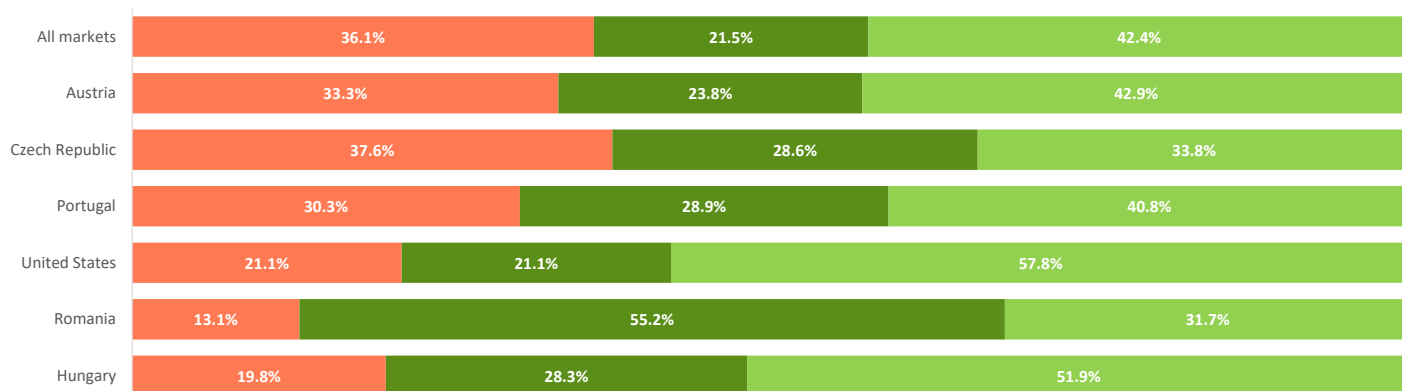
CANARY ISLANDS (2022)



SUSTAINABLE DESTINATION

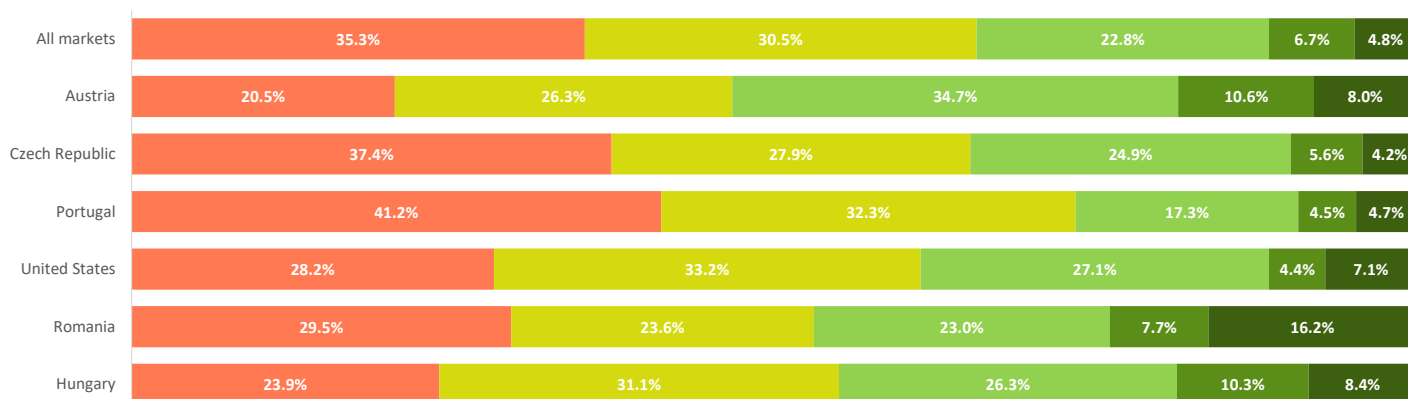
When booking a trip, do they tend to choose the most sustainable options?

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



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

■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more



Perception of the following sustainability measures during their stay *

	All markets	Austria	Czech Republic	Portugal	United States	Romania	Hungary
Quality of life on the island	8.1	7.9	8.1	8.0	8.6	8.8	8.4
Tolerance towards tourism	8.6	8.4	8.7	8.6	8.7	9.3	8.8
Cleanliness of the island	8.3	7.8	8.3	8.0	8.4	9.0	8.3
Air quality	8.5	8.5	8.6	8.3	8.5	9.0	8.6
Rational water consumption	7.5	6.9	7.3	7.4	7.7	8.4	7.4
Energy saving	6.9	6.2	6.8	7.0	7.1	7.8	6.8
Use of renewable energy	7.0	6.5	7.4	7.2	7.1	7.9	7.1
Recycling	7.1	6.5	7.6	7.2	7.5	8.1	7.3
Easy to get around by public transport	7.4	7.0	7.8	7.5	7.4	8.2	7.2
Overcrowding in tourist areas	6.7	5.9	7.4	7.2	6.8	7.8	6.9
Supply of local products	7.1	7.0	7.6	7.4	7.4	8.1	7.3

* 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.