

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

| | Exoticism | Total |
|---------------------------------------|-----------|-------|
| Previous visits to the Canary Islands | 37.9% | 45.7% |
| Friends or relatives | 34.0% | 30.9% |
| Internet or social media | 54.4% | 53.5% |
| Mass Media | 3.2% | 2.3% |
| Travel guides and magazines | 7.7% | 7.0% |
| Travel Blogs or Forums | 12.9% | 8.4% |
| Travel TV Channels | 0.8% | 0.5% |
| Tour Operator or Travel Agency | 17.6% | 19.4% |
| Public administrations or similar | 1.5% | 1.9% |
| Others | 3.3% | 2.9% |

* Multi-choice question

With whom did they book their flight and accommodation?

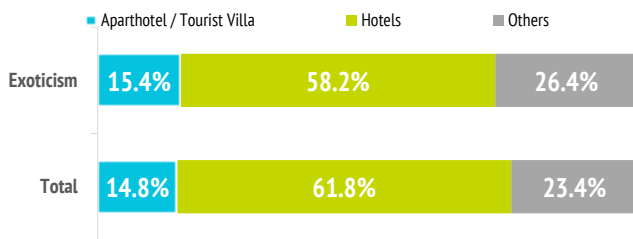
| | Exoticism | Total |
|----------------------------------|-----------|-------|
| Flight | | |
| - Directly with the airline | 56.7% | 52.8% |
| - Tour Operator or Travel Agency | 43.3% | 47.2% |

| | Exoticism | Total |
|-----------------------------------|-----------|-------|
| Accommodation | | |
| - Directly with the accommodation | 42.2% | 39.9% |
| - Tour Operator or Travel Agency | 57.8% | 60.1% |

Where do they stay?

| | Exoticism | Total |
|---|-----------|-------|
| 1-2-3* Hotel | 10.6% | 11.5% |
| 4* Hotel | 37.5% | 39.4% |
| 5* Hotel / 5* Luxury Hotel | 10.1% | 10.9% |
| Aparthotel / Tourist Villa | 15.4% | 14.8% |
| House/room rented in a private dwelling | 7.7% | 6.9% |
| Private accommodation (1) | 11.8% | 9.9% |
| Others (Cottage, cruise, camping,...) | 6.8% | 6.6% |

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



What do they book?

| | Exoticism | Total |
|-------------------|-----------|-------|
| Room only | 31.4% | 28.1% |
| Bed and Breakfast | 14.0% | 15.3% |
| Half board | 17.6% | 19.5% |
| Full board | 2.8% | 3.2% |
| All inclusive | 34.1% | 33.8% |

”
31.4% of tourists book room only.
(Canary Islands: 28.1%)

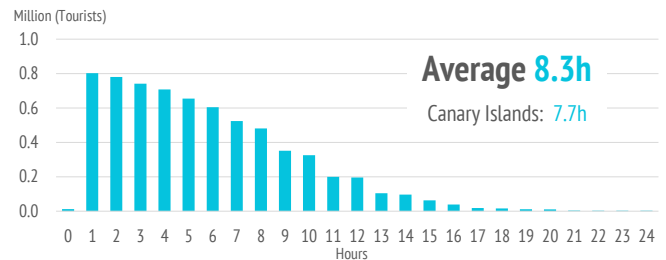
Other expenses

| | Exoticism | Total |
|-----------------------------------|-----------|-------|
| Restaurants or cafes | 65.3% | 66.9% |
| Supermarkets | 56.8% | 55.6% |
| Car rental | 42.4% | 37.3% |
| Organized excursions | 29.1% | 23.7% |
| Taxi, transfer, chauffeur service | 39.7% | 46.0% |
| Theme Parks | 9.7% | 8.6% |
| Sport activities | 9.4% | 9.3% |
| Museums | 5.9% | 4.7% |
| Flights between islands | 7.5% | 6.3% |

Activities in the Canary Islands

| Outdoor time per day | Exoticism | Total |
|----------------------|-----------|-------|
| 0 hours | 1.5% | 2.4% |
| 1 - 2 hours | 7.5% | 10.0% |
| 3 - 6 hours | 26.6% | 30.1% |
| 7 - 12 hours | 51.5% | 47.1% |
| More than 12 hours | 12.9% | 10.5% |

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



| Activities in the Canary Islands | Exoticism | Total |
|--|-----------|-------|
| Beach | 79.3% | 75.1% |
| Walk, wander | 76.3% | 72.2% |
| Swimming pool, hotel facilities | 59.9% | 57.5% |
| Explore the island on their own | 59.8% | 52.5% |
| Swim | 40.9% | 38.8% |
| Taste Canarian gastronomy | 33.0% | 30.2% |
| Hiking | 27.3% | 22.5% |
| Organized excursions | 21.2% | 16.0% |
| Sea excursions / whale watching | 17.0% | 13.5% |
| Theme parks | 15.5% | 12.2% |
| Museums / exhibitions | 14.4% | 10.7% |
| Nightlife / concerts / shows | 14.3% | 12.3% |
| Wineries / markets / popular festivals | 13.6% | 10.0% |
| Other Nature Activities | 13.6% | 9.5% |
| Running | 8.5% | 7.6% |
| Practice other sports | 6.2% | 5.9% |
| Beauty and health treatments | 6.1% | 5.6% |
| Surf | 5.7% | 4.8% |
| Scuba Diving | 5.4% | 4.2% |
| Astronomical observation | 5.4% | 4.2% |
| Cycling / Mountain bike | 3.5% | 4.2% |
| Golf | 1.9% | 2.3% |
| Windsurf / Kitesurf | 1.2% | 1.5% |

* Multi-choice question

PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2021)

EXOTICISM

Which island do they choose?

| Tourist > 15 years old | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-----------------------------------|----------------|-----------|---------------|--------------|-----------|----------|
| Tourists motivated by exoticism | 814,276 | 134,491 | 105,872 | 204,857 | 348,492 | 15,147 |
| - Share by islands | 100% | 16.5% | 13.0% | 25.2% | 42.8% | 1.9% |
| Total tourists | 5,827,892 | 963,331 | 843,805 | 1,545,237 | 2,320,313 | 102,576 |
| - Share by islands | 100% | 16.5% | 14.5% | 26.5% | 39.8% | 1.8% |
| % Tourists motivated by exoticism | 14.5% | 14.2% | 12.8% | 14.0% | 15.6% | 16.2% |

How many islands do they visit during their trip?

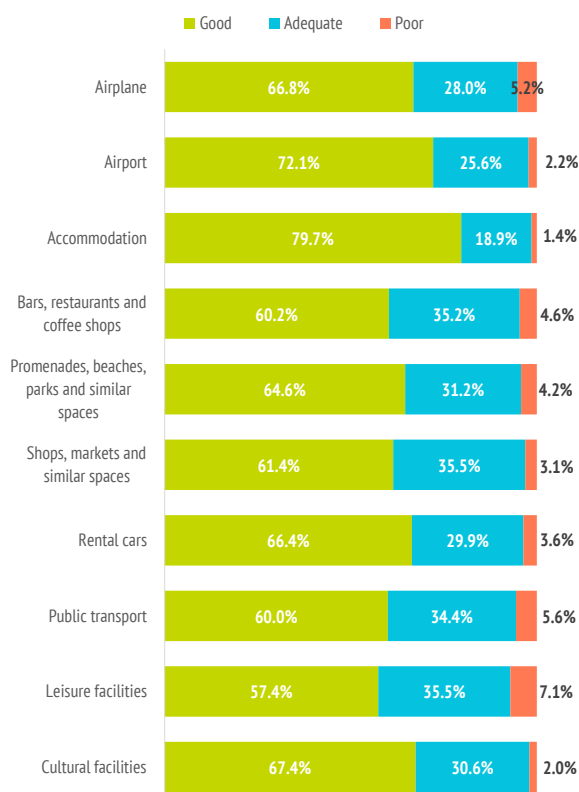
| | Exoticism | Total |
|-----------------------|-----------|-------|
| One island | 88.7% | 90.9% |
| Two islands | 9.4% | 7.8% |
| Three or more islands | 1.9% | 1.3% |

Health safety

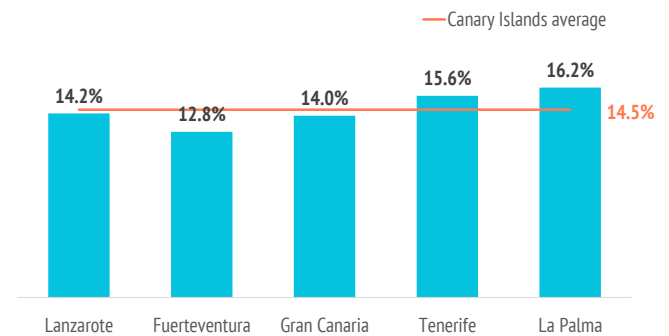
| Planning the trip: Importance | Exoticism | Total |
|-------------------------------|-----------|-------|
| Average rating (scale 0-10) | 8.28 | 7.99 |

| During the stay: Rate | Exoticism | Total |
|-----------------------------|-----------|-------|
| Average rating (scale 0-10) | 8.66 | 8.42 |

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

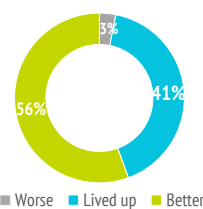


How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | Exoticism | Total |
|---------------------------|-----------|-------|
| Average rating | 9.18 | 8.86 |

| Experience in the Canary Islands | Exoticism | Total |
|-------------------------------------|-----------|-------|
| Worse or much worse than expected | 3.1% | 2.7% |
| Lived up to expectations | 41.3% | 51.4% |
| Better or much better than expected | 55.5% | 45.9% |

| Future intentions (scale 1-10) | Exoticism | Total |
|---------------------------------------|-----------|-------|
| Return to the Canary Islands | 9.02 | 8.86 |
| Recommend visiting the Canary Islands | 9.34 | 9.10 |



9.02/10

Experience in the Canary Islands



9.34/10

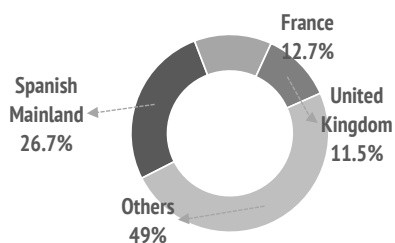
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

| | Exoticism | Total |
|---|--------------|--------------|
| Repeat tourists | 58.9% | 68.0% |
| Repeat tourists (last 5 years) | 53.4% | 61.9% |
| Repeat tourists (last 5 years) (5 or more visits) | 14.1% | 15.0% |
| At least 10 previous visits | 14.6% | 18.3% |

Where are they from?

| | % | Absolute |
|------------------|-------|----------|
| Spanish Mainland | 26.7% | 217,315 |
| France | 12.7% | 103,037 |
| United Kingdom | 11.5% | 93,819 |
| Germany | 9.7% | 79,204 |
| Poland | 7.8% | 63,609 |
| Belgium | 5.6% | 45,219 |
| Netherlands | 5.2% | 41,965 |
| Italy | 5.1% | 41,570 |
| Ireland | 2.9% | 23,260 |
| Denmark | 2.0% | 16,579 |
| Sweden | 1.6% | 13,208 |
| Czech Republic | 1.4% | 11,071 |
| Switzerland | 1.1% | 8,855 |
| Portugal | 0.9% | 7,723 |
| Norway | 0.8% | 6,163 |
| Finland | 0.5% | 4,314 |
| Luxembourg | 0.5% | 3,799 |
| Others | 4.1% | 33,566 |



Who are they?

| | Exoticism | Total |
|--------------------------------------|-----------|-------|
| Gender | | |
| Men | 46.9% | 49.6% |
| Women | 53.1% | 50.4% |
| Age | | |
| Average age (tourist > 15 years old) | 38.9 | 43.3 |
| Standard deviation | 14.6 | 15.6 |
| Age range (> 15 years old) | | |
| 16 - 24 years old | 17.2% | 11.9% |
| 25 - 30 years old | 19.7% | 14.8% |
| 31 - 45 years old | 32.7% | 30.2% |
| 46 - 60 years old | 20.1% | 26.6% |
| Over 60 years old | 10.2% | 16.4% |
| Occupation | | |
| Salaried worker | 57.3% | 57.8% |
| Self-employed | 12.5% | 11.1% |
| Unemployed | 2.7% | 1.7% |
| Business owner | 9.9% | 10.0% |
| Student | 8.5% | 5.9% |
| Retired | 7.8% | 12.2% |
| Unpaid domestic work | 0.3% | 0.5% |
| Others | 1.0% | 0.9% |
| Annual household income level | | |
| Less than €25,000 | 22.5% | 16.1% |
| €25,000 - €49,999 | 41.6% | 37.0% |
| €50,000 - €74,999 | 19.9% | 23.4% |
| More than €74,999 | 16.0% | 23.5% |
| Education level | | |
| No studies | 1.9% | 2.2% |
| Primary education | 3.0% | 2.2% |
| Secondary education | 19.7% | 18.8% |
| Higher education | 75.4% | 76.9% |

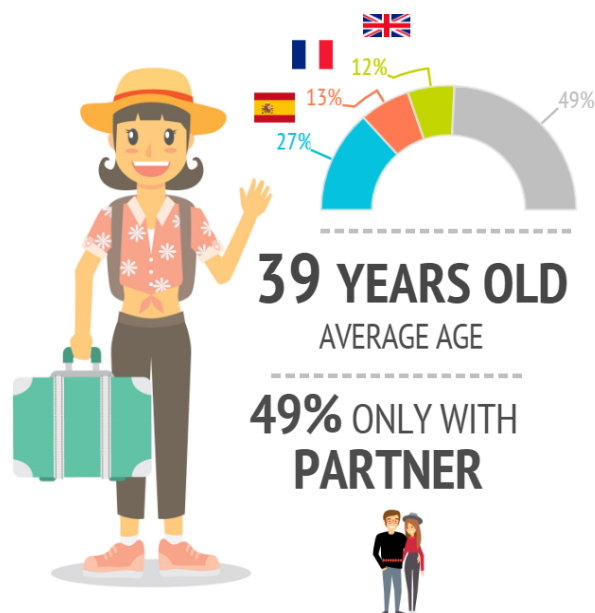
Who do they come with?

| | Exoticism | Total |
|-------------------------------------|-----------|-------|
| Unaccompanied | 13.0% | 13.5% |
| Only with partner | 48.9% | 48.2% |
| Only with children (< 13 years old) | 4.2% | 3.9% |
| Partner + children (< 13 years old) | 4.3% | 4.9% |
| Other relatives | 8.6% | 8.4% |
| Friends | 9.4% | 8.5% |
| Work colleagues | 0.2% | 0.8% |
| Organized trip | 0.1% | 0.2% |
| Other combinations (1) | 11.4% | 11.5% |

(1) Different situations have been isolated

| | | |
|----------------------------------|--------------|--------------|
| Tourists with children | 12.2% | 12.5% |
| - Between 0 and 2 years old | 1.6% | 1.2% |
| - Between 3 and 12 years old | 9.9% | 10.2% |
| - Between 0 -2 and 3-12 years | 0.7% | 1.0% |
| Tourists without children | 87.8% | 87.5% |
| Group composition: | | |
| - 1 person | 16.5% | 16.5% |
| - 2 people | 57.6% | 56.7% |
| - 3 people | 12.0% | 10.7% |
| - 4 or 5 people | 12.2% | 13.6% |
| - 6 or more people | 1.8% | 2.5% |
| Average group size: | 2.32 | 2.37 |

*People who share the main expenses of the trip



Pictures: Freepik.com