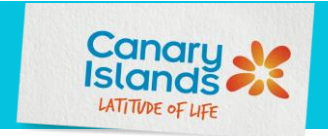


PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021) COMPARISON

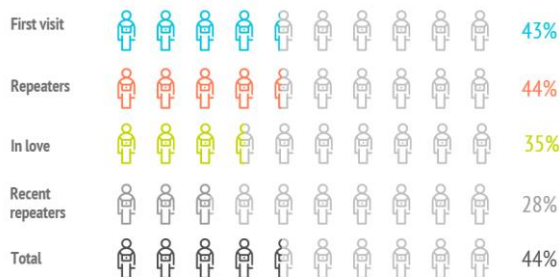


How many are they and how much do they spend?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
TOURISTS					
Tourist arrivals (FRONTUR) (MM)	n.d.	n.d.	n.d.	n.d.	6.70
Tourist arrivals > 15 years old (EGT) (MM)	1.86	3.96	1.07	0.88	5.83
- book holiday package (MM)	0.80	1.75	0.37	0.25	2.55
- do not book holiday package (MM)	1.06	2.22	0.70	0.63	3.28
- % tourists who book holiday package	43.1%	44.0%	34.7%	28.1%	43.7%
Share of total tourist	32.0%	68.0%	18.3%	15.0%	100%

74% in love tourists (at least 10 previous visits) have made at least 5 visits in the last 5 years

% TOURISTS WHO BOOK HOLIDAY PACKAGE



	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Expenditure per tourist (€)	1,081	1,265	1,322	1,292	1,206
- book holiday package	1,272	1,480	1,609	1,626	1,415
- holiday package	1,034	1,181	1,295	1,295	1,135
- others	238	299	314	331	280
- do not book holiday package	936	1,095	1,169	1,161	1,044
- flight	217	263	294	295	248
- accommodation	338	384	339	318	369
- others	382	448	536	549	427
Average length of stay	8.37	10.10	12.58	13.25	9.54
- book holiday package	7.86	8.93	10.22	10.51	8.59
- do not book holiday package	8.75	11.01	13.84	14.32	10.28
Average daily expenditure (€)	142.0	144.9	130.5	123.7	144.0
- book holiday package	167.7	175.2	169.3	168.0	172.8
- do not book holiday package	122.5	121.1	109.8	106.4	121.6
Total turnover (> 15 years old) (€m)	2,014	5,014	1,413	1,132	7,028
- book holiday package	1,022	2,584	598	400	3,606
- do not book holiday package	992	2,430	816	732	3,422

Where did they spend their main holiday last year?*

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Didn't have holidays	40.6%	33.4%	30.0%	21.7%	35.7%
Canary Islands	2.7%	24.4%	38.7%	49.0%	17.6%
Other destination	56.7%	42.3%	31.2%	29.3%	46.8%

What other destinations do they consider for this trip?*

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
None	21.6%	33.6%	50.1%	50.2%	29.4%
Canary Islands (other island)	23.6%	26.4%	25.7%	26.0%	25.4%
Other destination	54.7%	40.0%	24.2%	23.8%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) In love: repeat tourists at least 10 previous visits. (2) Recent repeaters: repeat tourists at least 5 visits in the last 5 years

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

Importance of each factor in the destination choice

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Climate	72.2%	77.8%	78.7%	78.7%	76.0%
Sea	52.6%	51.8%	53.8%	54.5%	52.0%
Safety	44.4%	51.2%	53.4%	54.5%	49.0%
Tranquility	45.1%	50.0%	54.1%	56.4%	48.5%
Beaches	44.7%	44.6%	46.7%	47.5%	44.6%
European belonging	39.4%	40.6%	42.3%	44.8%	40.2%
Landscapes	44.4%	36.7%	36.9%	39.7%	39.1%
Accommodation supply	34.3%	39.5%	38.0%	37.5%	37.8%
Effortless trip	31.5%	36.5%	40.1%	40.1%	34.9%
Environment	35.8%	34.2%	35.8%	38.2%	34.7%
Price	32.7%	32.3%	32.6%	35.3%	32.4%
Gastronomy	25.2%	29.2%	33.9%	35.2%	27.9%
Authenticity	26.5%	23.5%	25.6%	28.2%	24.4%
Fun possibilities	23.5%	21.9%	22.4%	23.9%	22.4%
Exoticism	18.6%	12.6%	11.7%	14.0%	14.5%
Hiking trail network	13.9%	11.2%	12.9%	13.5%	12.1%
Historical heritage	9.8%	8.7%	10.0%	10.8%	9.1%
Shopping	8.0%	9.3%	11.2%	13.0%	8.8%
Culture	10.0%	8.2%	8.9%	10.0%	8.7%
Nightlife	8.7%	8.2%	9.0%	10.9%	8.4%

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.

% TOURISTS WHO CHOOSE GASTRONOMY



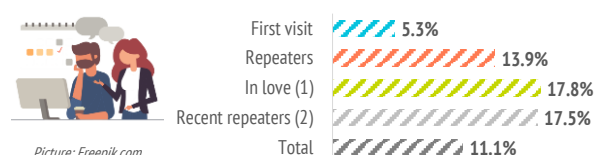
What is the main motivation for their holidays?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Rest	42.9%	54.3%	56.4%	53.8%	50.7%
Enjoy family time	9.5%	16.1%	22.2%	23.9%	14.0%
Have fun	9.1%	6.5%	5.6%	6.2%	7.3%
Explore the destination	34.4%	18.0%	9.7%	9.7%	23.3%
Practice their hobbies	2.2%	2.7%	3.0%	3.0%	2.6%
Other reasons	1.8%	2.3%	3.1%	3.5%	2.1%

How far in advance do they book their trip?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
The same day	1.3%	0.9%	1.2%	1.3%	1.0%
Between 1 and 30 days	49.4%	39.2%	34.6%	36.7%	42.5%
Between 1 and 2 months	28.4%	25.9%	24.6%	24.4%	26.7%
Between 3 and 6 months	15.7%	20.2%	21.8%	20.0%	18.7%
More than 6 months	5.3%	13.9%	17.8%	17.5%	11.1%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021) COMPARISON



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

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Previous visits to the Canary Islands	0.0%	67.1%	78.8%	78.6%	45.7%
Friends or relatives	40.0%	26.7%	24.3%	26.8%	30.9%
Internet or social media	64.8%	48.1%	33.8%	33.5%	53.5%
Mass Media	3.2%	1.9%	1.9%	2.3%	2.3%
Travel guides and magazines	9.5%	5.8%	2.9%	3.1%	7.0%
Travel Blogs or Forums	13.5%	6.0%	2.1%	2.7%	8.4%
Travel TV Channels	0.6%	0.5%	0.3%	0.4%	0.5%
Tour Operator or Travel Agency	21.5%	18.5%	13.1%	10.4%	19.4%
Public administrations or similar	1.5%	2.1%	2.0%	1.9%	1.9%
Others	3.3%	2.7%	3.0%	3.5%	2.9%

* Multi-choise question

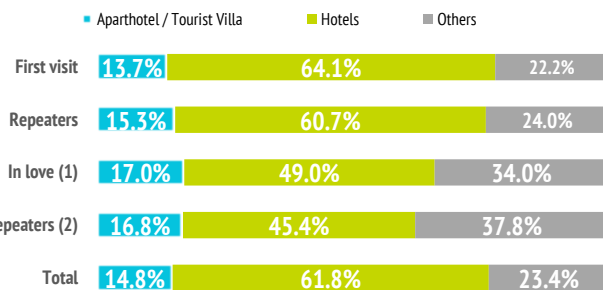
With whom did they book their flight and accomodation?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Flight					
- Directly with the airline	50.9%	53.7%	63.5%	69.2%	52.8%
- Tour Operator or Travel Agency	49.1%	46.3%	36.5%	30.8%	47.2%
Accommodation					
- Directly with the accommodation	39.9%	39.8%	44.8%	49.5%	39.9%
- Tour Operator or Travel Agency	60.1%	60.2%	55.2%	50.5%	60.1%

Where do they stay?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
1-2-3* Hotel	11.7%	11.5%	10.8%	9.7%	11.5%
4* Hotel	41.8%	38.3%	28.9%	27.5%	39.4%
5* Hotel / 5* Luxury Hotel	10.6%	11.0%	9.3%	8.2%	10.9%
Aparthotel / Tourist Villa	13.7%	15.3%	17.0%	16.8%	14.8%
House/room rented in a private dwelling	9.1%	5.9%	4.8%	5.4%	6.9%
Private accommodation (1)	6.2%	11.6%	22.0%	26.7%	9.9%
Others (Cottage, cruise, camping,...)	6.8%	6.5%	7.2%	5.6%	6.6%

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



What do they book?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Room only	28.6%	27.8%	35.9%	37.2%	28.1%
Bed and Breakfast	16.4%	14.8%	14.1%	14.0%	15.3%
Half board	17.8%	20.4%	19.5%	18.2%	19.5%
Full board	3.3%	3.2%	3.6%	3.6%	3.2%
All inclusive	33.9%	33.8%	27.0%	26.9%	33.8%

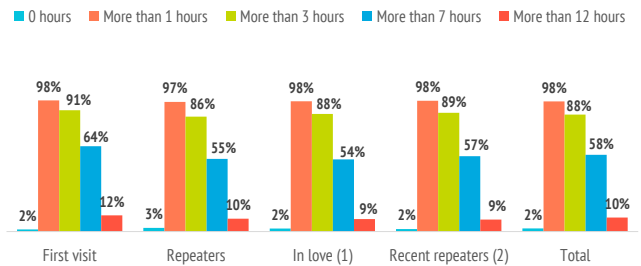
Other expenses

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Restaurants or cafes	66.6%	67.0%	72.0%	71.5%	66.9%
Supermarkets	53.9%	56.3%	61.1%	62.8%	55.6%
Car rental	42.5%	34.9%	30.2%	31.2%	37.3%
Organized excursions	32.0%	19.9%	10.5%	10.1%	23.7%
Taxi, transfer, chauffeur service	44.4%	46.8%	42.6%	37.4%	46.0%
Theme Parks	10.4%	7.7%	4.9%	4.5%	8.6%
Sport activities	10.6%	8.6%	7.6%	7.6%	9.3%
Museums	5.5%	4.4%	2.7%	2.4%	4.7%
Flights between islands	7.0%	6.0%	5.0%	5.7%	6.3%

Activities in the Canary Islands

Outdoor time per day	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
0 hours	1.6%	2.7%	2.3%	1.9%	2.4%
1 - 2 hours	7.5%	11.1%	9.5%	9.0%	10.0%
3 - 6 hours	27.0%	31.6%	34.1%	32.6%	30.1%
7 - 12 hours	51.8%	44.9%	44.7%	47.6%	47.1%
More than 12 hours	12.2%	9.7%	9.4%	9.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Beach	78.2%	73.7%	67.6%	68.4%	75.1%
Walk, wander	71.6%	72.6%	71.3%	70.3%	72.2%
Swimming pool, hotel facilities	57.2%	57.6%	50.3%	46.5%	57.5%
Explore the island on their own	58.8%	49.5%	41.0%	42.6%	52.5%
Swim	39.7%	38.3%	36.9%	35.2%	38.8%
Taste Canarian gastronomy	29.8%	30.3%	30.7%	32.6%	30.2%
Hiking	26.7%	20.5%	17.2%	17.4%	22.5%
Organized excursions	22.8%	12.8%	5.6%	5.2%	16.0%
Sea excursions / whale watching	19.1%	10.8%	5.7%	5.4%	13.5%
Nightlife / concerts / shows	11.7%	12.5%	11.8%	12.0%	12.3%
Theme parks	15.0%	10.8%	7.2%	7.2%	12.2%
Museums / exhibitions	13.4%	9.4%	6.5%	6.5%	10.7%
Wineries / markets	11.1%	9.4%	8.7%	8.8%	10.0%
Other Nature Activities	12.4%	8.2%	6.6%	7.2%	9.5%
Running	7.1%	7.9%	7.6%	8.4%	7.6%
Practice other sports	5.7%	6.0%	6.5%	6.5%	5.9%
Beauty and health treatments	4.7%	6.0%	6.4%	6.9%	5.6%
Surf	5.8%	4.4%	4.2%	4.2%	4.8%
Astronomical observation	4.8%	3.9%	3.1%	3.1%	4.2%
Cycling / Mountain bike	3.5%	4.5%	4.4%	4.8%	4.2%
Scuba Diving	5.1%	3.7%	2.8%	3.1%	4.2%
Golf	1.9%	2.5%	3.1%	2.7%	2.3%
Windsurf / Kitesurf	1.5%	1.5%	1.6%	1.6%	1.5%

* Multi-choise question

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021) COMPARISON



Which island do they choose?

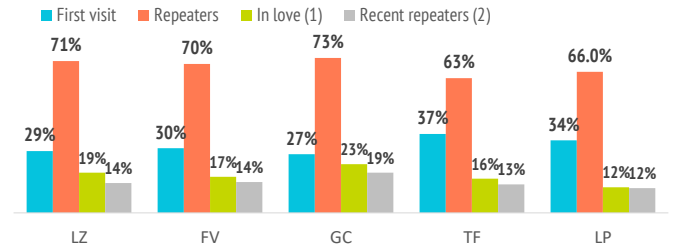
Tourists (> 15 years old)	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Lanzarote	278,813	684,518	181,133	134,760	963,331
Fuerteventura	255,365	588,440	142,657	121,684	843,805
Gran Canaria	424,626	1,120,611	352,404	290,571	1,545,237
Tenerife	857,197	1,463,116	371,067	309,746	2,320,313
La Palma	34,843	67,733	12,291	11,848	102,576

Share by islands	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Lanzarote	15.1%	17.4%	17.1%	15.5%	16.7%
Fuerteventura	13.8%	15.0%	13.5%	14.0%	14.6%
Gran Canaria	22.9%	28.6%	33.3%	33.5%	26.8%
Tenerife	46.3%	37.3%	35.0%	35.7%	40.2%
La Palma	1.9%	1.7%	1.2%	1.4%	1.8%

How many islands do they visit during their trip?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
One island	90.0%	91.4%	92.5%	91.7%	90.9%
Two islands	8.7%	7.4%	6.5%	7.1%	7.8%
Three or more islands	1.4%	1.3%	1.0%	1.1%	1.3%

% TOURISTS BY ISLANDS



Health safety

Planning the trip: Importance	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Average rating (scale 0-10)	7.72	8.11	8.17	8.17	7.99

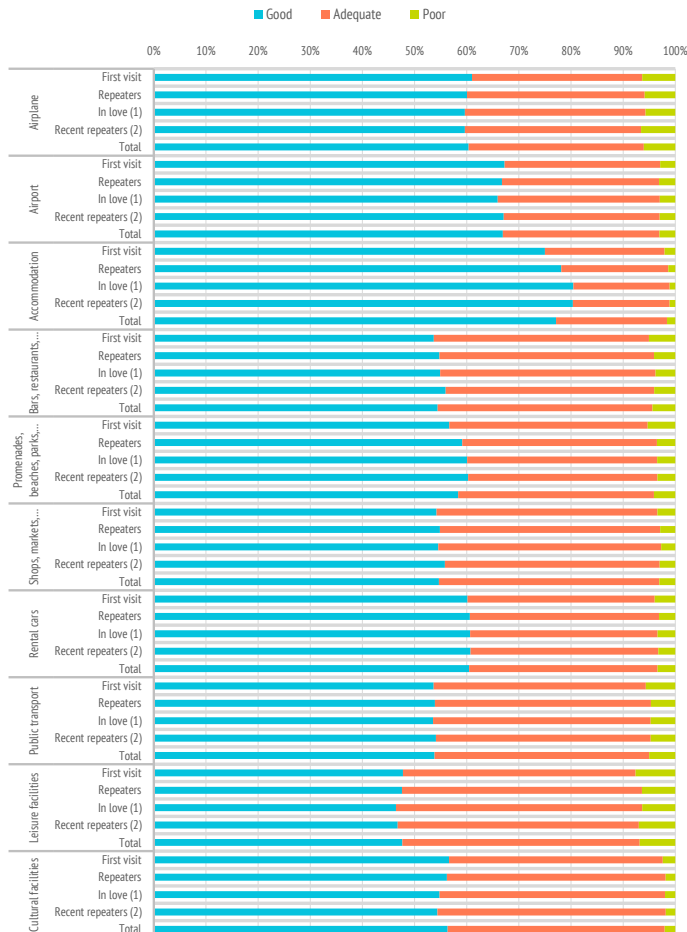
During the stay: Rate	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Average rating (scale 0-10)	8.33	8.46	8.45	8.45	8.42

How do they rate the Canary Islands?

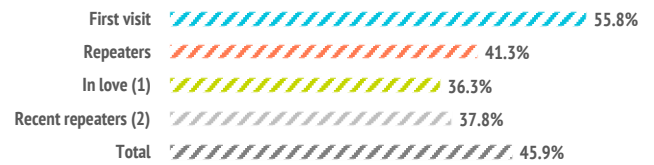
Satisfaction (scale 0-10)	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Average rating	8.71	8.93	9.03	9.10	8.86

Experience in the Canary Islands	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Worse or much worse than expected	4.1%	2.1%	1.8%	1.6%	2.7%
Lived up to expectations	40.1%	56.7%	62.0%	60.6%	51.4%
Better or much better than expected	55.8%	41.3%	36.3%	37.8%	45.9%

HEALTH SAFETY MEASURES (RATE)

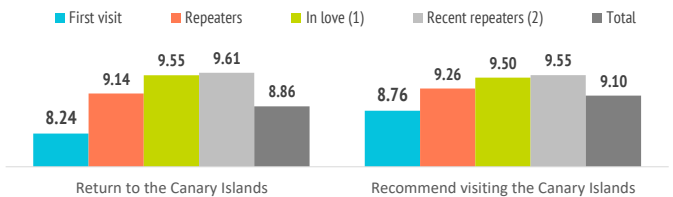


EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED



Future intentions (scale 1-10)	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Return to the Canary Islands	8.24	9.14	9.55	9.61	8.86
Recommend visiting the Canary Islands	8.76	9.26	9.50	9.55	9.10

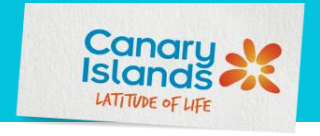
FUTURE INTENTIONS (SCALE 0-10)



How many are loyal to the Canary Islands?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Repeat tourists	--	100%	100%	100%	68.0%
Repeat tourists (last 5 years)	--	91.0%	98.7%	100%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	--	22.1%	60.3%	100%	15.0%
At least 10 previous visits	--	27.0%	100%	74%	18.3%

PROFILE OF TOURIST BY LOYALTY TO THE DESTINATION (2021) COMPARISON



Where are they from?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Spanish Mainland	20.9%	21.8%	21.9%	25.3%	21.5%
Germany	18.0%	20.6%	20.9%	19.0%	19.8%
United Kingdom	11.1%	22.1%	25.4%	23.2%	18.6%
France	12.3%	4.3%	2.5%	3.1%	6.9%
Netherlands	5.7%	4.3%	3.4%	3.0%	4.8%
Italy	6.9%	3.3%	2.8%	3.7%	4.5%
Belgium	3.8%	3.8%	4.7%	5.2%	3.8%
Poland	5.5%	2.8%	0.7%	1.5%	3.7%
Ireland	1.8%	3.1%	3.6%	3.4%	2.6%
Sweden	1.3%	2.6%	3.0%	2.3%	2.2%
Denmark	1.7%	2.3%	2.7%	1.8%	2.1%
Switzerland	1.9%	1.3%	1.3%	1.3%	1.5%
Norway	0.6%	1.7%	2.5%	2.2%	1.4%
Czech Republic	1.6%	0.7%	0.3%	0.3%	1.0%
Finland	0.6%	1.0%	1.1%	0.8%	0.9%
Luxembourg	0.7%	0.7%	0.7%	0.6%	0.7%
Austria	0.8%	0.6%	0.6%	0.7%	0.7%
Others	4.9%	2.8%	1.8%	2.4%	3.4%

Who do they come with?

	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Unaccompanied	11.6%	14.4%	22.9%	25.7%	13.5%
Only with partner	49%	48%	47%	45%	48%
Only with children (< 13 years old)	3.6%	4.1%	2.8%	3.2%	3.9%
Partner + children (< 13 years old)	4.3%	5.2%	3.8%	3.5%	4.9%
Other relatives	7.6%	8.8%	8.3%	7.8%	8.4%
Friends	11.7%	7.0%	4.4%	4.5%	8.5%
Work colleagues	0.9%	0.8%	0.5%	0.7%	0.8%
Organized trip	0.3%	0.1%	0.1%	0.1%	0.2%
Other combinations (1)	10.7%	12.0%	10.7%	9.2%	11.5%

(1) Different situations have been isolated

Tourists with children	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
- Between 0 and 2 years old	1.3%	1.2%	0.8%	0.1%	1.2%
- Between 3 and 12 years old	8.6%	11.0%	8.4%	1.2%	10.2%
- Between 0-2 and 3-12 years old	1.0%	1.0%	0.8%	0.1%	1.0%

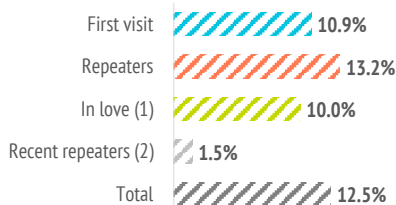
Tourists without children	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
	89.1%	86.8%	90.0%	98.5%	87.5%

Group composition:

- 1 person	14.8%	17.2%	25.6%	28.4%	16.5%
- 2 people	59.9%	55.2%	51.4%	50.2%	56.7%
- 3 people	10.4%	10.8%	9.1%	9.4%	10.7%
- 4 or 5 people	12.8%	14.0%	11.7%	10.1%	13.6%
- 6 or more people	2.2%	2.7%	2.2%	1.9%	2.5%
Average group size:	2.35	2.38	2.21	2.12	2.37

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH CHILDREN



Who are they?

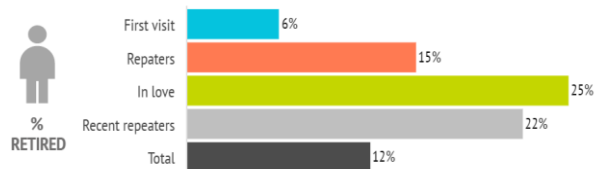
	First visit	Repeaters	In love ⁽¹⁾	Recent repeaters ⁽²⁾	Total
Gender					
Men	49.1%	49.8%	53.2%	53.7%	49.6%
Women	50.9%	50.2%	46.8%	46.3%	50.4%
Age					
Average age (tourist > 15 years old)	37.0	46.2	51.8	50.0	43.3
Standard deviation	13.9	15.5	15.6	15.7	15.6
Age range (> 15 years old)					
16 - 24 years old	19.2%	8.5%	5.9%	6.7%	11.9%
25 - 30 years old	22.6%	11.1%	6.5%	7.4%	14.8%
31 - 45 years old	32.4%	29.2%	20.8%	24.7%	30.2%
46 - 60 years old	17.9%	30.6%	34.3%	32.6%	26.6%
Over 60 years old	7.8%	20.5%	32.4%	28.6%	16.4%
Occupation					
Salaried worker	61.5%	56.1%	46.6%	48.1%	57.8%
Self-employed	11.2%	11.1%	10.4%	11.0%	11.1%
Unemployed	2.1%	1.5%	1.1%	1.5%	1.7%
Business owner	9.7%	10.1%	11.5%	10.7%	10.0%
Student	8.5%	4.7%	4.3%	5.3%	5.9%
Retired	5.8%	15.2%	24.5%	22.0%	12.2%
Unpaid domestic work	0.5%	0.5%	0.5%	0.4%	0.5%
Others	0.8%	0.9%	1.1%	1.1%	0.9%

Annual household income level

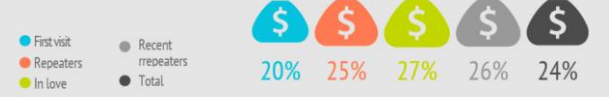
Less than €25,000	21.0%	13.8%	11.7%	13.4%	16.1%
€25,000 - €49,999	38.3%	36.3%	35.8%	36.3%	37.0%
€50,000 - €74,999	21.1%	24.5%	25.5%	24.2%	23.4%
More than €74,999	19.6%	25.4%	27.0%	26.1%	23.5%

Education level

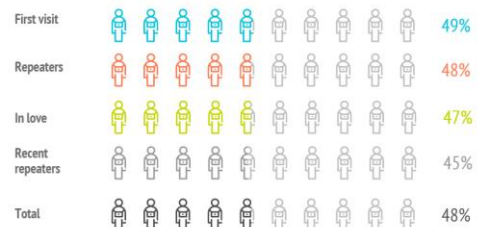
No studies	1.8%	2.4%	2.4%	2.3%	2.2%
Primary education	2.3%	2.1%	2.7%	2.1%	2.2%
Secondary education	16.7%	19.8%	21.2%	21.3%	18.8%
Higher education	79.2%	75.7%	73.7%	74.3%	76.9%



% OF TOURISTS WITH INCOMES OVER €74,999



% TOURISTS WHO TRAVEL WITH PARTNER



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) In love: repeat tourists at least 10 previous visits. (2) Recent repeaters: repeat tourists at least 5 visits in the last 5 years

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.