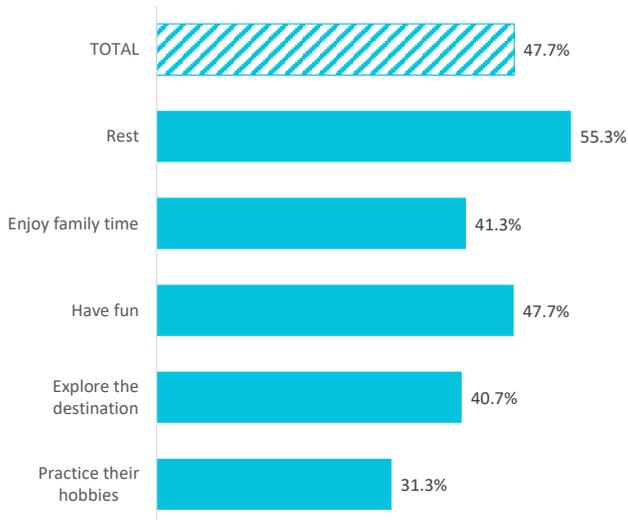


# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2023

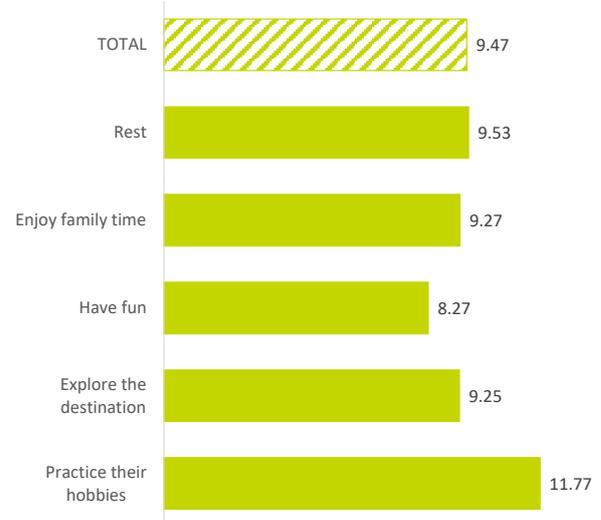
## TOURIST EXPENDITURE

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>14,108,401</b>	<b>7,016,325</b>	<b>2,152,452</b>	<b>1,264,493</b>	<b>2,855,131</b>	<b>276,409</b>
<b>% Tourists</b>	<b>100%</b>	<b>49.7%</b>	<b>15.3%</b>	<b>9.0%</b>	<b>20.2%</b>	<b>2.0%</b>
- Lanzarote	2,601,667	1,360,875	354,294	179,338	594,380	57,531
- Fuerteventura	1,984,658	1,060,512	252,574	185,625	349,364	67,402
- Gran Canaria	3,737,159	1,911,708	633,183	370,961	574,154	52,767
- Tenerife	5,601,943	2,636,025	894,916	517,373	1,248,120	92,775
- La Palma	133,951	32,904	11,245	9,046	67,354	4,063
<b>% tourists who book holiday package</b>	<b>47.7%</b>	<b>55.3%</b>	<b>41.3%</b>	<b>47.7%</b>	<b>40.7%</b>	<b>31.3%</b>
<b>Expenditure per tourist (€)</b>	<b>1,387</b>	<b>1,434</b>	<b>1,485</b>	<b>1,229</b>	<b>1,278</b>	<b>1,508</b>
- book holiday package	1,596	1,567	1,874	1,479	1,525	1,788
- holiday package	1,319	1,303	1,585	1,189	1,226	1,447
- others	277	263	290	290	299	341
- do not book holiday package	1,196	1,269	1,211	1,003	1,108	1,380
- flight	328	339	386	267	293	317
- accommodation	420	492	360	333	382	488
- others	448	439	465	403	433	575
<b>Average length of stay</b>	<b>9.47</b>	<b>9.53</b>	<b>9.27</b>	<b>8.27</b>	<b>9.25</b>	<b>11.77</b>
<b>Average daily expenditure (€)</b>	<b>167.8</b>	<b>171.0</b>	<b>184.2</b>	<b>163.0</b>	<b>153.6</b>	<b>155.5</b>
<b>Average daily expenditure without flight (€)</b>	<b>120.2</b>	<b>123.4</b>	<b>126.0</b>	<b>118.6</b>	<b>111.4</b>	<b>114.9</b>
<b>Average cost of the flight (€)</b>	<b>387.4</b>	<b>396.0</b>	<b>459.6</b>	<b>332.7</b>	<b>345.6</b>	<b>379.4</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>19,565</b>	<b>10,059</b>	<b>3,195</b>	<b>1,555</b>	<b>3,648</b>	<b>417</b>
<b>% Turnover</b>	<b>100%</b>	<b>51.4%</b>	<b>16.3%</b>	<b>7.9%</b>	<b>18.6%</b>	<b>2.1%</b>

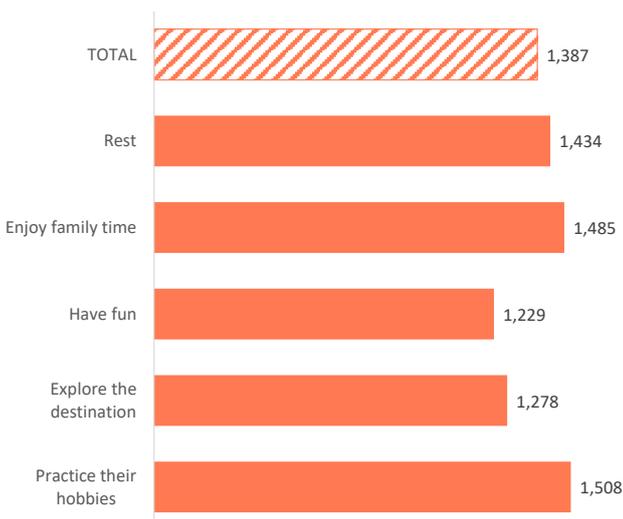
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



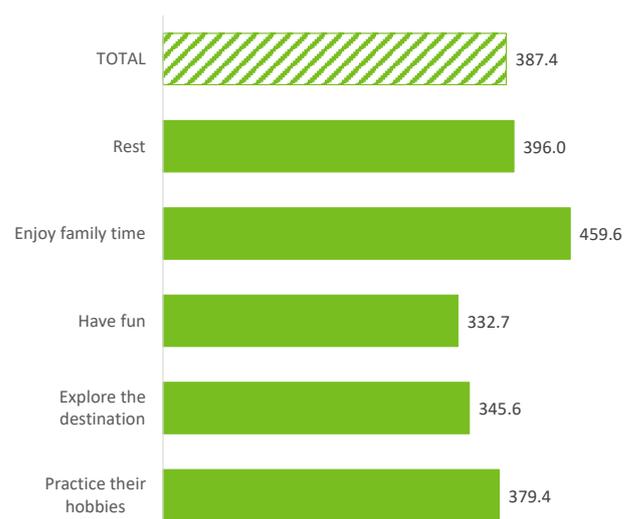
AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2023

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Accommodation:</b>						
- Accommodation	83.7%	87.6%	69.5%	83.6%	88.7%	84.6%
- Additional accommodation expenses	7.1%	6.9%	5.8%	8.8%	7.9%	6.9%
<b>Transport:</b>						
- National/International Transport	94.9%	95.9%	93.9%	95.0%	95.8%	97.4%
- Flights between islands	5.6%	4.4%	4.8%	4.6%	9.0%	6.7%
- Taxi	52.6%	61.5%	48.3%	55.7%	36.3%	35.3%
- Car rental	32.4%	22.9%	27.6%	27.2%	61.2%	42.3%
- Public transport	11.2%	10.7%	8.9%	11.8%	13.0%	15.0%
<b>Food and drink:</b>						
- Food purchases at supermarkets	58.8%	56.2%	59.0%	61.0%	63.8%	68.4%
- Restaurants	66.5%	64.3%	65.3%	68.0%	70.5%	72.1%
<b>Leisure:</b>						
- Organized excursions	24.7%	20.5%	21.2%	26.9%	39.6%	16.0%
- Sport activities	8.1%	5.8%	9.5%	10.7%	8.4%	37.6%
- Cultural activities	2.8%	2.0%	3.1%	2.7%	4.6%	2.3%
- Museums	5.5%	3.3%	3.8%	3.2%	13.9%	3.2%
- Theme Parks	10.9%	7.2%	17.1%	17.8%	14.0%	5.2%
- Discos and pubs	10.7%	10.5%	8.7%	25.6%	7.1%	7.5%
- Wellness	5.3%	6.1%	4.6%	5.0%	4.2%	4.7%
<b>Purchases of goods:</b>						
- Souvenirs	41.5%	41.1%	42.2%	39.3%	45.4%	33.5%
- Real state	0.2%	0.1%	0.2%	0.3%	0.1%	0.8%
- Other expenses	0.8%	0.8%	0.9%	0.5%	0.9%	1.9%
<b>Other:</b>						
- Medical or pharmaceutical expenses	7.7%	7.6%	8.6%	6.7%	7.7%	7.8%
- Other expenses	5.4%	5.5%	5.7%	5.3%	4.8%	7.5%

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

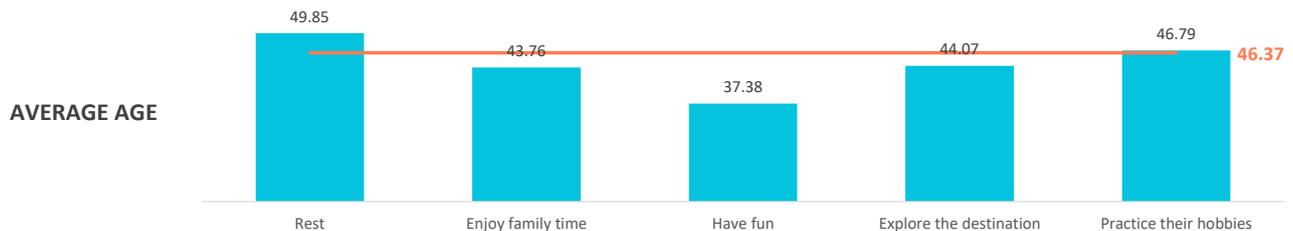
	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Expenditure per tourist and trip (€)</b>						
<b>Accommodation:</b>	<b>866</b>	<b>903</b>	<b>1,053</b>	<b>744</b>	<b>721</b>	<b>859</b>
- Accommodation	709	743	866	608	581	705
- Additional accommodation expenses	157	160	187	136	140	154
<b>Transport:</b>	<b>733</b>	<b>727</b>	<b>799</b>	<b>650</b>	<b>698</b>	<b>755</b>
- National/International Transport	408	413	490	350	361	390
- Flights between islands	84	83	80	73	83	57
- Taxi	89	89	81	86	97	107
- Car rental	122	116	117	116	125	164
- Public transport	29	26	32	25	32	37
<b>Food and drink:</b>	<b>306</b>	<b>315</b>	<b>346</b>	<b>268</b>	<b>254</b>	<b>341</b>
- Food purchases at supermarkets	108	105	127	89	90	131
- Restaurants	199	210	219	179	165	210
<b>Leisure:</b>	<b>535</b>	<b>516</b>	<b>538</b>	<b>515</b>	<b>479</b>	<b>619</b>
- Organized excursions	95	92	106	89	94	99
- Sport activities	99	87	85	82	88	176
- Cultural activities	58	59	58	46	52	75
- Museums	39	35	50	58	36	58
- Theme Parks	71	66	84	73	64	60
- Discos and pubs	99	103	90	98	78	68
- Wellness	74	75	65	69	66	82
<b>Purchases of goods:</b>	<b>1,242</b>	<b>1,909</b>	<b>910</b>	<b>298</b>	<b>479</b>	<b>1,307</b>
- Souvenirs	87	89	101	73	69	119
- Real state	934	1,709	455	161	138	811
- Other expenses	221	110	354	64	273	378
<b>Other:</b>	<b>138</b>	<b>125</b>	<b>150</b>	<b>130</b>	<b>104</b>	<b>169</b>
- Medical or pharmaceutical expenses	47	46	56	46	31	35
- Other expenses	91	79	94	83	73	135

# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2023

## TOURIST PROFILE

### Who are they?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Gender</b>						
Percentage of men	48.2%	47.3%	45.7%	50.5%	48.0%	59.6%
Percentage of women	51.8%	52.7%	54.3%	49.5%	52.0%	40.4%
<b>Age</b>						
Average age	46.37	49.85	43.76	37.38	44.07	46.79
Standard deviation	16.8	16.9	14.0	15.9	16.4	16.1
<b>Age range</b>						
16-24 years old	11.1%	8.9%	8.4%	26.8%	12.3%	6.5%
25-30 years old	10.8%	8.7%	8.0%	17.5%	14.5%	11.9%
31-45 years old	28.7%	22.9%	45.0%	27.9%	30.1%	31.3%
46-60 years old	25.2%	28.0%	24.6%	16.0%	22.6%	28.2%
Over 60 years old	24.2%	31.6%	14.0%	11.9%	20.5%	22.1%
<b>Occupation</b>						
Salaried worker	55.7%	52.8%	59.2%	61.1%	58.1%	55.3%
Self-employed	10.8%	10.4%	11.7%	10.9%	10.0%	11.2%
Unemployed	0.9%	0.6%	1.2%	1.3%	1.3%	0.6%
Business owner	8.1%	7.4%	10.4%	7.0%	7.6%	9.1%
Student	4.2%	2.9%	5.1%	8.5%	4.8%	4.6%
Retired	18.9%	24.5%	10.7%	9.6%	16.7%	17.8%
Unpaid domestic work	0.6%	0.6%	0.8%	0.6%	0.4%	0.6%
Others	0.9%	0.8%	0.9%	1.0%	1.0%	0.8%
<b>Annual household income level</b>						
Less than €25,000	13.1%	11.6%	12.4%	17.2%	15.0%	10.6%
€25,000 - €49,999	34.9%	34.5%	30.2%	34.3%	40.4%	28.5%
€50,000 - €74,999	24.4%	24.7%	25.2%	22.9%	23.7%	26.7%
More than €74,999	27.7%	29.2%	32.1%	25.6%	20.9%	34.3%
<b>Education level</b>						
No studies	4.0%	5.0%	4.3%	5.5%	1.3%	1.3%
Primary education	1.9%	1.9%	1.9%	1.9%	2.0%	1.3%
Secondary education	20.1%	21.6%	19.0%	20.7%	18.7%	12.6%
Higher education	73.9%	71.4%	74.7%	71.9%	77.9%	84.8%



### Who do they come with?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Unaccompanied	10.1%	8.4%	12.5%	8.6%	7.4%	20.0%
Only with partner	47.5%	57.8%	14.5%	42.0%	54.2%	41.2%
Only with children (< 13 years old)	4.4%	2.8%	12.2%	3.7%	3.7%	2.2%
Partner + children (< 13 years old)	6.8%	4.2%	20.6%	4.6%	5.4%	2.3%
Other relatives	10.0%	9.6%	15.8%	10.3%	7.9%	6.0%
Friends	7.1%	6.0%	1.0%	18.4%	8.5%	14.7%
Work colleagues	0.6%	0.1%	0.0%	0.2%	0.2%	0.1%
Organized trip	0.2%	0.1%	0.1%	0.1%	0.2%	1.2%
Other combinations <sup>(2)</sup>	13.3%	11.1%	23.4%	12.1%	12.6%	12.2%
<i>(2) Different situations have been isolated</i>						
<b>Tourists with children</b>	<b>16.9%</b>	<b>10.8%</b>	<b>48.5%</b>	<b>14.5%</b>	<b>12.6%</b>	<b>5.4%</b>
- Between 0 and 2 years old	1.5%	1.0%	4.2%	0.9%	1.0%	0.7%
- Between 3 and 12 years old	14.1%	8.9%	39.7%	12.9%	10.9%	4.7%
- Between 0 -2 and 3-12 years old	1.3%	0.8%	4.6%	0.6%	0.7%	0.0%
<b>Tourists without children</b>	<b>83.1%</b>	<b>89.2%</b>	<b>51.5%</b>	<b>85.5%</b>	<b>87.4%</b>	<b>94.6%</b>
<b>Group composition:</b>						
- 1 person	12.6%	10.4%	14.4%	12.1%	9.5%	25.6%
- 2 people	55.3%	65.3%	18.2%	53.9%	62.8%	53.6%
- 3 people	12.1%	9.8%	22.1%	11.8%	11.5%	8.5%
- 4 or 5 people	16.0%	11.7%	35.4%	17.1%	13.7%	9.8%
- 6 or more people	4.0%	2.7%	10.0%	5.2%	2.5%	2.4%
<b>Average group size:</b>	<b>2.57</b>	<b>2.40</b>	<b>3.43</b>	<b>2.67</b>	<b>2.45</b>	<b>2.19</b>

<sup>\*</sup>People who share the main expenses of the trip

# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2023

## TRIP MOTIVATION AND DESTINATION CHOICE

### What is the main reason for visiting the Canary Islands?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Holidays	90.0%	96.9%	74.1%	92.3%	95.4%	91.6%
Family reasons	6.9%	2.7%	25.5%	6.9%	3.8%	4.4%
Business	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
Education and training	0.2%	0.1%	0.1%	0.0%	0.3%	1.5%
Sports training	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%
Health	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%
Conventions and Exhibitions	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.5%	0.3%	0.4%	0.6%	0.4%	2.0%

### What is the main motivation for their holidays?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Rest	50.9%	100%	--	--	--	--
Enjoy family time	15.6%	--	100%	--	--	--
Have fun	9.2%	--	--	100%	--	--
Explore the destination	20.7%	--	--	--	100%	--
Practice their hobbies	2.0%	--	--	--	--	100%
Other reasons	1.7%	--	--	--	--	--

### Importance of each factor in the destination choice

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Climate	75.1%	80.0%	72.5%	72.5%	66.7%	74.5%
Safety	54.6%	58.8%	54.1%	53.5%	47.3%	39.6%
Tranquility	47.9%	53.0%	42.7%	39.2%	44.4%	35.9%
Sea	45.4%	45.1%	43.0%	45.5%	47.2%	55.2%
Accommodation supply	42.9%	50.2%	37.1%	41.3%	32.6%	23.5%
Beaches	38.8%	39.1%	38.2%	43.6%	37.0%	35.8%
Effortless trip	38.3%	42.8%	36.2%	36.7%	30.8%	27.1%
Price	37.3%	40.3%	35.1%	41.9%	31.2%	23.7%
European belonging	35.3%	37.5%	33.7%	30.7%	33.5%	31.4%
Landscapes	35.0%	27.0%	29.3%	31.8%	59.9%	39.2%
Environment	34.6%	31.8%	32.2%	32.9%	44.2%	33.0%
Gastronomy	26.9%	28.0%	26.2%	27.8%	25.2%	20.0%
Fun possibilities	24.0%	20.8%	28.5%	46.1%	19.2%	23.5%
Authenticity	22.6%	19.6%	21.4%	23.4%	30.7%	19.4%
Exoticism	12.0%	9.9%	10.4%	15.7%	17.5%	7.4%
Hiking trail network	10.4%	7.0%	8.5%	8.0%	19.9%	21.9%
Shopping	9.6%	10.2%	9.6%	13.6%	7.4%	3.9%
Culture	9.5%	7.7%	9.0%	9.9%	14.1%	7.5%
Historical heritage	9.1%	6.8%	8.4%	8.0%	15.9%	6.0%
Nightlife	8.4%	7.8%	6.9%	22.7%	5.5%	3.2%

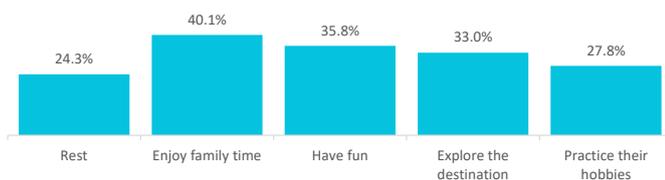
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

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

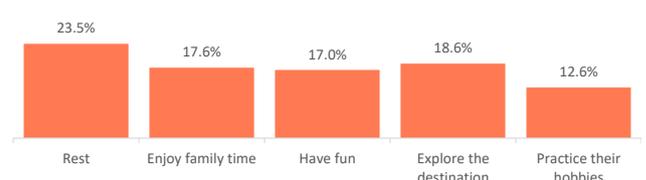
	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Previous visits to the Canary Islands	49.0%	56.4%	51.5%	43.1%	33.3%	54.0%
Friends or relatives	29.6%	24.3%	40.1%	35.8%	33.0%	27.8%
Internet or social media	53.0%	51.9%	45.8%	54.1%	63.0%	55.4%
Mass Media	2.1%	1.8%	1.8%	2.8%	2.8%	1.3%
Travel guides and magazines	7.0%	5.4%	4.4%	5.5%	14.1%	7.5%
Travel Blogs or Forums	6.7%	4.8%	4.2%	6.4%	14.0%	7.5%
Travel TV Channels	0.8%	0.7%	0.5%	0.9%	1.1%	0.4%
Tour Operator or Travel Agency	20.4%	23.5%	17.6%	17.0%	18.6%	12.6%
Public administrations or similar	0.7%	0.4%	0.5%	0.6%	1.1%	0.4%
Others	3.2%	2.6%	3.0%	3.0%	2.8%	5.4%

\* Multi-choice question

#### FRIENDS OR RELATIVES



#### TOUR OPERATOR OR TRAVEL AGENCY



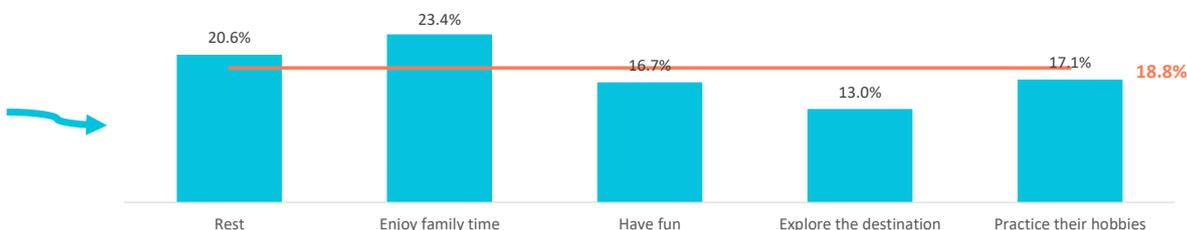
# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2023

## TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
The same day	0.7%	0.5%	0.6%	1.4%	0.8%	0.6%
Between 1 and 30 days	23.5%	22.5%	20.9%	24.4%	23.8%	28.4%
Between 1 and 2 months	24.6%	24.4%	22.6%	23.9%	28.0%	22.8%
Between 3 and 6 months	32.4%	32.1%	32.5%	33.6%	34.3%	31.0%
More than 6 months	18.8%	20.6%	23.4%	16.7%	13.0%	17.1%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



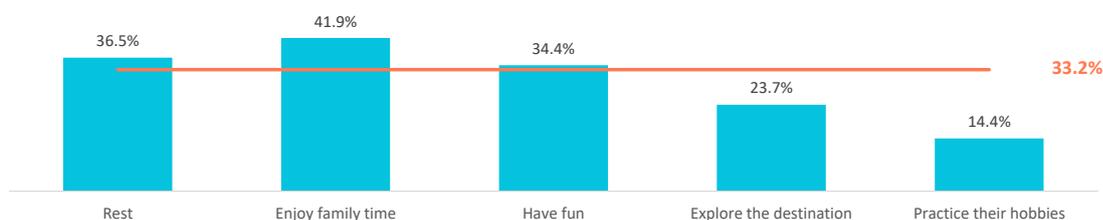
With whom did they book their flight and accommodation?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Flight</b>						
- Directly with the airline	49.6%	45.0%	54.6%	50.8%	53.3%	64.3%
- Tour Operator or Travel Agency	50.4%	55.0%	45.4%	49.2%	46.7%	35.7%
<b>Accommodation</b>						
- Directly with the accommodation	36.7%	33.6%	37.4%	38.5%	40.4%	49.4%
- Tour Operator or Travel Agency	63.3%	66.4%	62.6%	61.5%	59.6%	50.6%

What do they book?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Room only	29.1%	25.3%	27.4%	32.0%	35.4%	48.7%
Bed and Breakfast	14.3%	14.0%	11.7%	14.8%	14.5%	12.7%
Half board	20.1%	21.3%	15.1%	15.9%	22.9%	21.2%
Full board	3.3%	2.9%	3.9%	2.8%	3.6%	2.9%
All inclusive	33.2%	36.5%	41.9%	34.4%	23.7%	14.4%

% TOURISTS WHO BOOK ALL INCLUSIVE



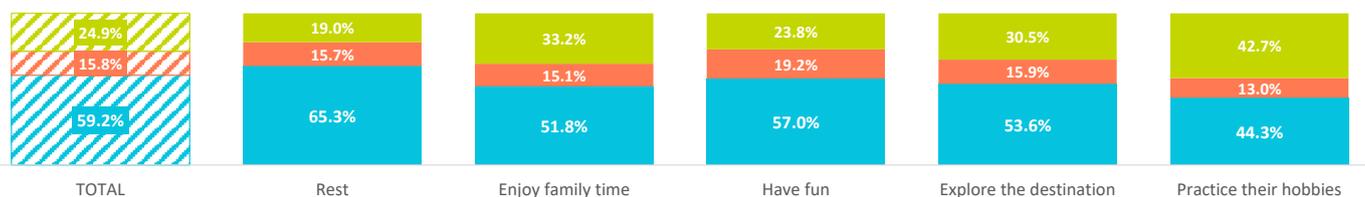
## ACCOMMODATION

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
1-2-3* Hotel	10.7%	10.2%	10.4%	14.1%	10.1%	13.0%
4* Hotel	38.6%	42.9%	31.7%	35.9%	37.3%	25.3%
5* Hotel / 5* Luxury Hotel	9.9%	12.2%	9.6%	7.0%	6.2%	6.1%
Aparthotel / Tourist Villa	15.8%	15.7%	15.1%	19.2%	15.9%	13.0%
House/room rented in a private dwelling	7.8%	5.7%	5.1%	6.5%	14.3%	15.0%
Private accommodation <sup>(1)</sup>	9.0%	5.8%	21.9%	9.1%	6.0%	11.0%
Others (Cottage, cruise, camping,...)	8.2%	7.5%	6.1%	8.2%	10.2%	16.7%

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

### TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2023

## SATISFACTION AND LOYALTY INDICATORS

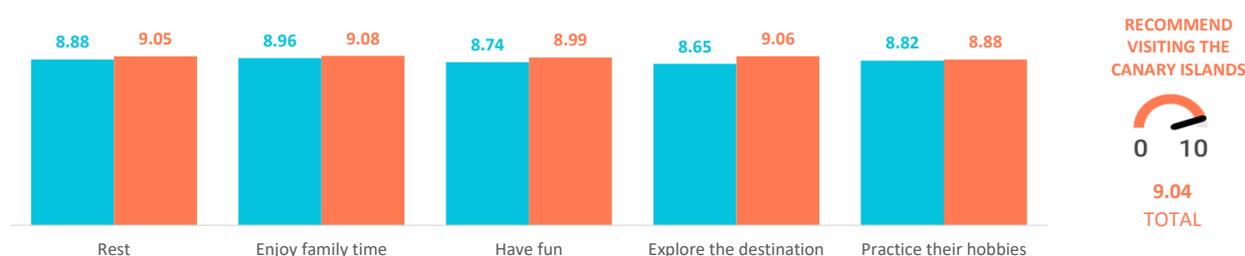
### Satisfaction

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Satisfaction (scale 0-10)</b>						
Average rating	<b>8.82</b>	8.83	8.84	8.78	8.82	8.68
<b>Experience in the Canary Islands</b>						
Worse or much worse than expected	<b>2.5%</b>	2.5%	2.4%	2.6%	2.4%	3.3%
Lived up to expectations	<b>54.0%</b>	57.7%	53.4%	49.4%	46.7%	52.5%
Better or much better than expected	<b>43.5%</b>	39.8%	44.3%	48.0%	50.9%	44.3%
<b>Future intentions (scale 1-10)</b>						
Return to the Canary Islands	<b>8.83</b>	8.88	8.96	8.74	8.65	8.82
Recommend visiting the Canary Islands	<b>9.04</b>	9.05	9.08	8.99	9.06	8.88

### RETURN TO THE CANARY



8.83  
TOTAL



### RECOMMEND VISITING THE CANARY ISLANDS

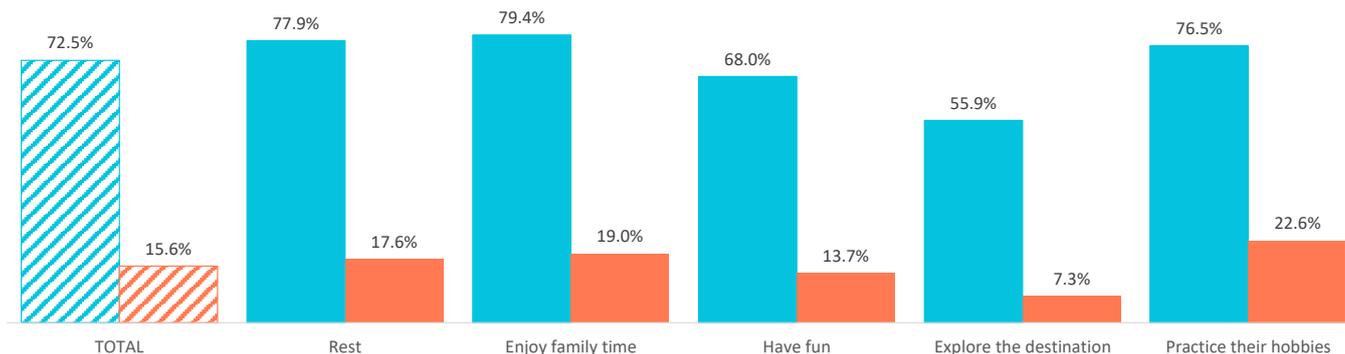


9.04  
TOTAL

### How many are loyal to the Canary Islands?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Repeat tourists</b>						
At least 10 previous visits	<b>19.6%</b>	77.9%	79.4%	68.0%	55.9%	76.5%
Repeat tourists (last 5 years)	<b>65.0%</b>	23.3%	23.3%	15.4%	8.4%	24.6%
Repeat tourists (last 5 years) (5 or more visits)	<b>15.6%</b>	70.0%	70.8%	61.5%	49.7%	69.4%
Repeat tourists (last 5 years) (5 or more visits)	<b>15.6%</b>	17.6%	19.0%	13.7%	7.3%	22.6%

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



## ISLANDS

### How many islands do they visit during their trip?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>One island</b>						
92.1%	93.9%	93.1%	93.0%	87.5%	90.6%	
<b>Two islands</b>						
6.7%	5.4%	5.8%	6.0%	10.4%	6.9%	
<b>Three or more islands</b>						
1.2%	0.7%	1.1%	1.1%	2.0%	2.5%	

### Visited islands during their trip (with overnight staying)

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
<b>Lanzarote</b>						
19.0%	19.7%	17.0%	14.5%	21.8%	22.2%	
<b>Fuerteventura</b>						
14.8%	15.6%	12.3%	15.1%	13.8%	25.9%	
<b>Gran Canaria</b>						
27.2%	27.6%	30.0%	29.9%	21.3%	20.3%	
<b>Tenerife</b>						
40.5%	38.1%	42.2%	41.5%	45.2%	35.2%	
<b>La Gomera</b>						
0.5%	0.2%	0.4%	0.5%	1.2%	1.5%	
<b>La Palma</b>						
1.4%	0.7%	0.9%	1.4%	3.0%	2.3%	
<b>El Hierro</b>						
0.2%	0.1%	0.2%	0.3%	0.3%	1.1%	
<b>Cruise</b>						
0.2%	0.2%	0.1%	0.1%	0.4%	0.2%	

# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2023

## ACTIVITIES IN THE CANARY ISLANDS

### Outdoor time per day

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
0 hours	2.3%	2.9%	3.4%	1.9%	0.3%	2.7%
1 - 2 hours	10.6%	13.7%	12.6%	8.7%	3.4%	7.5%
3 - 6 hours	33.3%	38.1%	34.8%	28.4%	24.4%	22.9%
7 - 12 hours	45.2%	39.2%	41.8%	47.5%	60.7%	54.5%
More than 12 hours	8.6%	6.1%	7.4%	13.5%	11.2%	12.4%
<b>Outdoor time per day</b>	<b>7.3</b>	<b>6.6</b>	<b>6.9</b>	<b>8.1</b>	<b>8.7</b>	<b>8.3</b>



7.3  
TOTAL



### Activities in the Canary Islands

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Walk, wander	73.1%	73.1%	73.0%	71.1%	78.9%	59.7%
Beach	69.4%	65.2%	73.0%	75.9%	78.4%	59.3%
Swimming pool, hotel facilities	59.3%	65.1%	62.1%	63.7%	47.9%	34.6%
Explore the island on their own	48.0%	38.5%	42.7%	47.9%	77.7%	44.0%
Taste Canarian gastronomy	26.5%	21.8%	25.4%	26.8%	39.6%	23.1%
Hiking	18.5%	12.0%	14.1%	16.1%	37.8%	31.2%
Organized excursions	16.8%	14.3%	13.9%	20.4%	26.1%	7.6%
Nightlife / concerts / shows	15.9%	15.1%	13.8%	34.8%	12.0%	9.7%
Theme parks	14.1%	9.7%	22.2%	21.9%	17.8%	3.2%
Sea excursions / whale watching	12.4%	9.7%	11.7%	16.1%	19.4%	6.9%
Wineries / markets / popular festivals	11.4%	8.5%	11.4%	10.2%	19.5%	10.2%
Museums / exhibitions	10.5%	6.5%	8.5%	6.5%	24.2%	8.8%
Other Nature Activities	8.1%	4.2%	7.1%	8.2%	17.6%	14.6%
Swim	7.8%	7.4%	8.3%	12.6%	6.3%	11.9%
Beauty and health treatments	6.1%	6.6%	6.7%	5.8%	4.7%	3.5%
Running	5.7%	4.7%	7.8%	6.6%	4.9%	14.3%
Practice other sports	4.5%	3.3%	5.4%	6.3%	3.8%	19.4%
Astronomical observation	4.0%	3.2%	3.0%	4.6%	6.0%	5.0%
Cycling / Mountain bike	3.0%	2.2%	2.7%	2.7%	3.6%	20.3%
Surf	2.9%	1.3%	2.6%	4.6%	4.0%	18.0%
Scuba Diving	2.9%	1.8%	3.2%	4.4%	4.0%	8.3%
Golf	2.5%	2.4%	2.7%	3.8%	1.1%	11.5%
Windsurf / Kitesurf	0.9%	0.4%	0.8%	1.1%	0.8%	10.3%

## COUNTRY OF RESIDENCE

### Where are they from?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
United Kingdom	34.1%	44.9%	33.4%	37.2%	11.4%	20.1%
Germany	16.3%	14.5%	10.6%	15.6%	24.3%	27.4%
Spanish Mainland	12.1%	6.0%	16.3%	13.0%	20.6%	8.3%
France	5.3%	3.1%	3.8%	3.0%	13.3%	5.8%
Ireland	4.3%	5.9%	3.9%	4.4%	1.4%	2.3%
Italy	4.2%	3.4%	3.9%	4.2%	6.0%	4.3%
Netherlands	4.2%	3.9%	3.4%	8.4%	3.4%	3.3%
Belgium	2.7%	2.6%	2.2%	2.4%	3.4%	3.7%
Norway	2.5%	3.2%	3.7%	1.2%	0.6%	2.6%
Sweden	2.3%	1.7%	6.6%	1.9%	0.5%	2.8%
Denmark	1.8%	1.9%	2.8%	1.2%	0.9%	3.7%
Poland	1.8%	1.8%	0.9%	0.5%	3.3%	1.3%
Finland	1.3%	1.5%	1.7%	0.4%	0.5%	2.7%
Switzerland	1.2%	1.0%	0.9%	1.5%	1.6%	2.9%
Czech Republic	0.9%	0.8%	0.6%	0.4%	1.7%	0.7%
Austria	0.9%	0.6%	0.5%	0.6%	1.5%	4.5%
Others	4.2%	3.1%	4.8%	4.2%	5.7%	3.7%

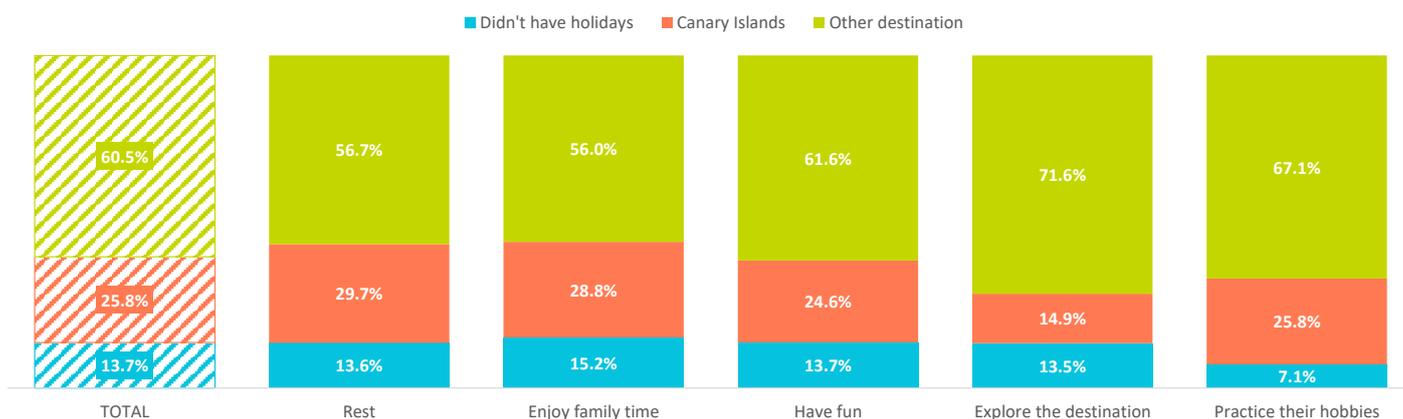
# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2023

## COMPETITORS

Where did they spend their main holiday last year? \*

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Didn't have holidays	13.7%	13.6%	15.2%	13.7%	13.5%	7.1%
Canary Islands	25.8%	29.7%	28.8%	24.6%	14.9%	25.8%
Other destination	60.5%	56.7%	56.0%	61.6%	71.6%	67.1%
Balearic Islands	4.5%	4.5%	4.0%	4.6%	5.1%	4.0%
Rest of Spain	11.4%	9.4%	12.5%	13.9%	14.4%	9.4%
Italy	7.4%	7.0%	5.9%	6.7%	9.9%	9.8%
France	5.3%	4.1%	5.3%	4.0%	8.1%	8.5%
Turkey	2.8%	3.0%	2.8%	3.7%	2.0%	1.4%
Greece	6.9%	7.3%	6.0%	7.9%	6.6%	4.1%
Portugal	4.1%	3.8%	3.7%	3.6%	5.1%	5.0%
Croatia	2.3%	2.2%	1.7%	2.2%	2.8%	3.5%
Egypt	1.1%	1.0%	0.8%	1.3%	1.6%	1.6%
Tunisia	0.3%	0.2%	0.2%	0.3%	0.4%	0.3%
Morocco	0.8%	0.6%	0.8%	1.2%	1.0%	0.7%
Others	13.7%	13.6%	12.2%	12.1%	14.7%	18.5%

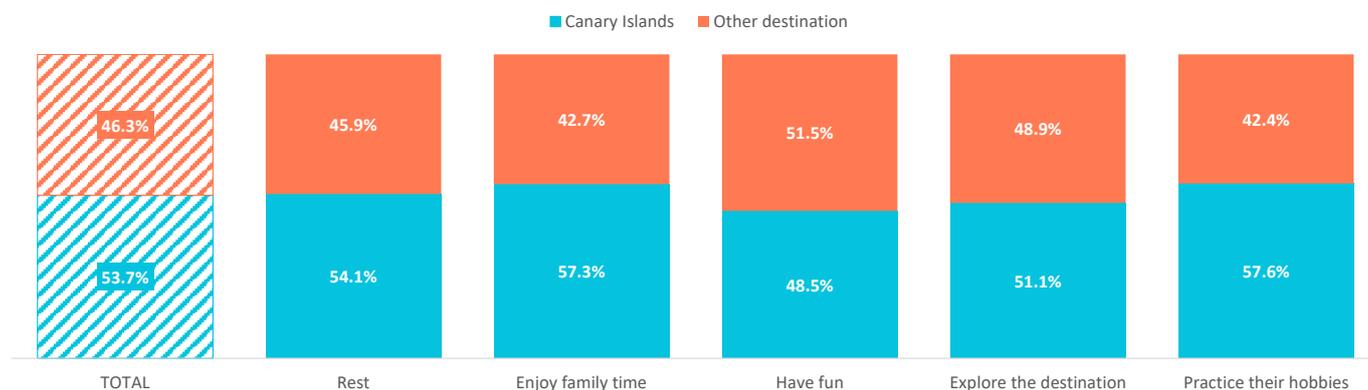
\* Percentage of valid answers



What other destinations did they consider for this trip? \*

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
None (I was clear about "this Canary Island")	28.5%	28.8%	32.8%	23.7%	25.6%	35.2%
Canary Islands (other island)	25.1%	25.3%	24.5%	24.9%	25.6%	22.3%
Other destination	46.3%	45.9%	42.7%	51.5%	48.9%	42.4%
Balearic Islands	6.1%	6.1%	6.3%	6.2%	6.4%	4.0%
Rest of Spain	8.6%	8.7%	8.3%	10.0%	8.2%	8.9%
Italy	4.8%	4.7%	3.6%	5.0%	5.8%	5.0%
France	1.6%	1.5%	1.5%	1.7%	1.8%	2.4%
Turkey	3.4%	3.5%	4.1%	4.2%	2.5%	2.7%
Greece	8.1%	8.4%	7.1%	10.2%	7.7%	4.3%
Portugal	6.3%	5.9%	5.6%	7.0%	7.3%	6.0%
Croatia	2.5%	2.5%	1.9%	3.1%	2.7%	1.3%
Egypt	2.5%	2.4%	2.2%	2.2%	2.8%	2.7%
Others	2.5%	2.2%	2.2%	1.8%	3.4%	5.1%

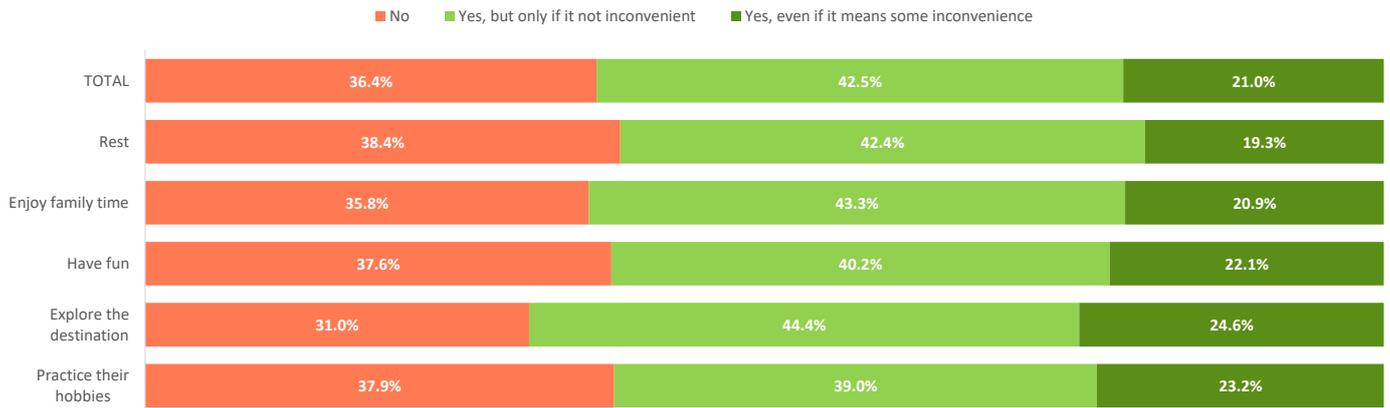
\* Percentage of valid answers



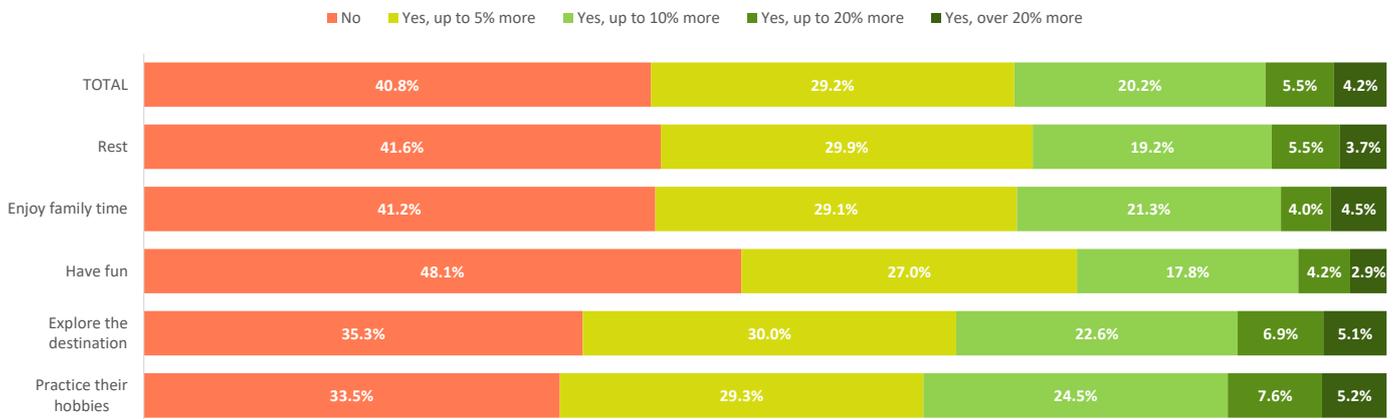
# PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS 2023

## 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	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Quality of life on the island	8.0	8.0	8.0	8.1	8.1	7.8
Tolerance towards tourism	8.6	8.6	8.5	8.4	8.6	8.3
Cleanliness of the island	8.2	8.3	8.1	8.2	8.3	7.9
Air quality	8.5	8.5	8.3	8.3	8.5	8.3
Rational water consumption	7.6	7.7	7.6	7.5	7.5	7.0
Energy saving	7.1	7.2	7.0	6.9	7.0	6.4
Use of renewable energy	7.0	7.1	7.0	6.9	7.1	6.5
Recycling	7.1	7.2	6.9	7.0	6.9	6.5
Easy to get around by public transport	7.5	7.7	7.3	7.6	7.3	6.7
Overcrowding in tourist areas	6.6	6.6	6.6	6.8	6.5	5.9
Supply of local products	7.2	7.1	7.2	7.2	7.4	6.7

\* Scale 0 - 10 (0 = Not important and 10 = Very important)