

TOURIST PROFILE BY ISLAND OF STAY (2023)

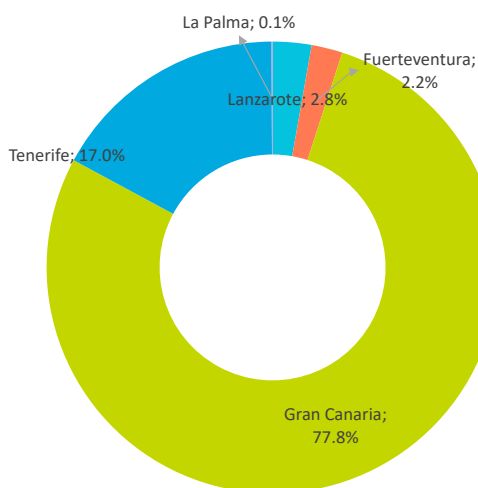
NORWAY



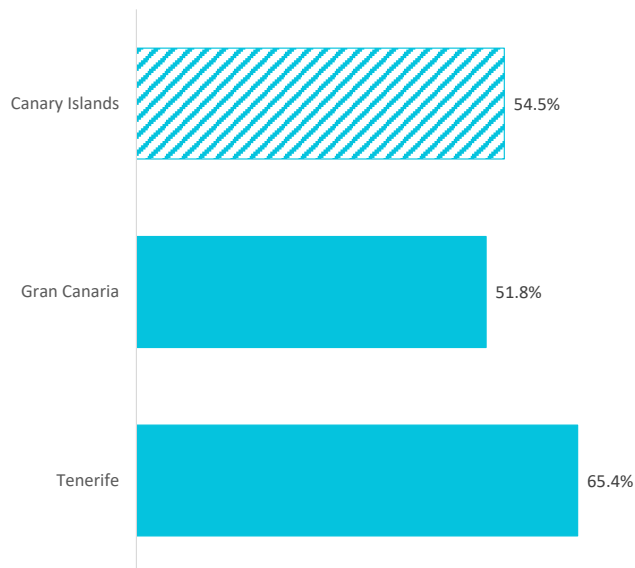
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	358,740	9,941	7,973	279,257	61,124	302
% Tourists	100%	2.8%	2.2%	77.8%	17.0%	0.1%
% tourists who book holiday package	54.5%	--	--	51.8%	65.4%	--
Expenditure per tourist (€)	1,886	--	--	1,945	1,715	--
- book holiday package	1,887	--	--	1,922	1,823	--
- holiday package	1,416	--	--	1,421	1,401	--
- others	472	--	--	501	422	--
- do not book holiday package	1,885	--	--	1,969	1,510	--
- flight	581	--	--	607	441	--
- accommodation	567	--	--	612	376	--
- others	737	--	--	751	694	--
Average lenght of stay	13.68	--	--	14.47	10.20	--
Average daily expenditure (€)	171.9	--	--	166.3	198.0	--
Average daily expenditure without flight (€)	119.8	--	--	116.6	138.0	--
Average cost of the flight (€)	549.9	--	--	559.3	500.5	--
Total turnover (≥ 16 years old) (€m)	677	--	--	543	105	--
% Turnover	100%	--	--	80.3%	15.5%	--
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	370,688	11,329	4,193	284,552	70,614	n.d.
Children < 16 years old (FRONTUR - EGT)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.

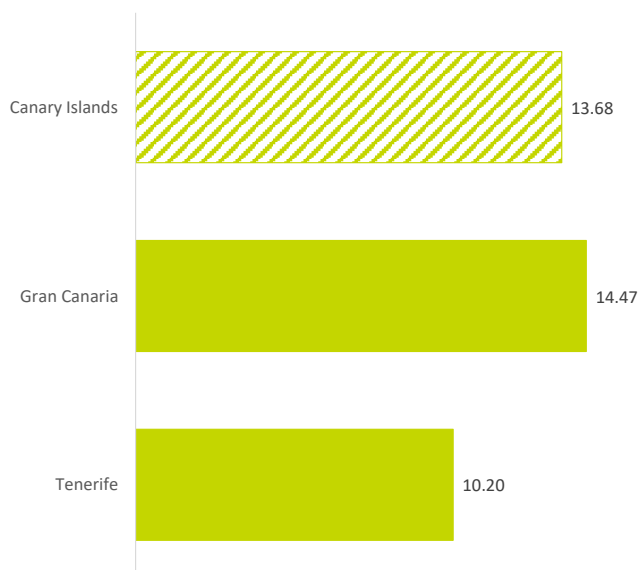
% TOURISTS (≥ 16 years old)



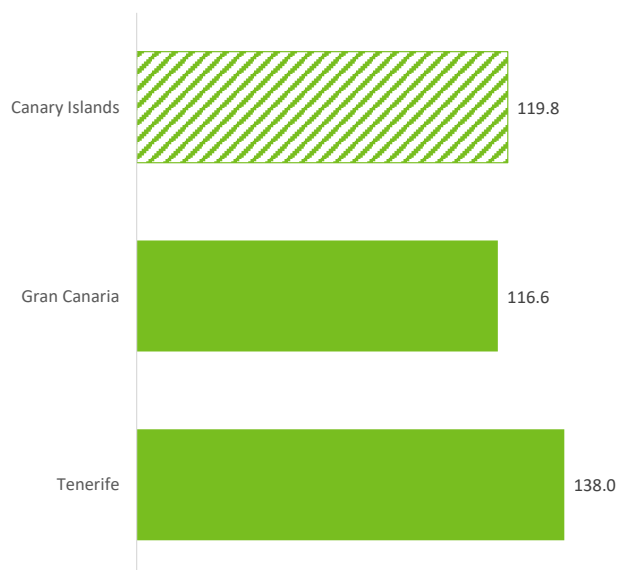
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2023)

NORWAY

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	78.9%	--	--	77.5%	87.8%	--
- Additional accommodation expenses	3.9%	--	--	3.6%	4.0%	--
Transport:						
- National/International Transport	96.7%	--	--	97.0%	96.4%	--
- Flights between islands	4.5%	--	--	3.3%	6.5%	--
- Taxi	61.8%	--	--	62.4%	66.6%	--
- Car rental	17.9%	--	--	15.6%	24.1%	--
- Public transport	12.5%	--	--	14.0%	6.9%	--
Food and drink:						
- Food purchases at supermarkets	67.5%	--	--	67.9%	67.8%	--
- Restaurants	75.4%	--	--	77.7%	68.1%	--
Leisure:						
- Organized excursions	13.7%	--	--	12.0%	20.4%	--
- Sport activities	6.1%	--	--	5.8%	7.8%	--
- Cultural activities	2.1%	--	--	2.5%	0.5%	--
- Museums	1.3%	--	--	1.0%	1.5%	--
- Theme Parks	7.3%	--	--	5.6%	17.0%	--
- Discos and pubs	8.3%	--	--	8.7%	7.9%	--
- Wellness	8.0%	--	--	6.3%	15.4%	--
Purchases of goods:						
- Souvenirs	28.8%	--	--	29.0%	26.9%	--
- Real estate	0.6%	--	--	0.8%	0.0%	--
- Other purchases	1.8%	--	--	1.8%	2.0%	--
Others:						
- Medical expenses	8.0%	--	--	7.9%	8.6%	--
- Other expenses	6.3%	--	--	5.0%	10.9%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Expenditure per tourist and trip (€)						
Accommodation:	1,075	--	--	1,139	746	--
- Accommodation	883	--	--	932	708	--
- Additional accommodation expenses	192	--	--	207	38	--
Transport:	983	--	--	1,007	892	--
- National/International Transport	568	--	--	577	519	--
- Flights between islands	76	--	--	67	92	--
- Taxi	107	--	--	103	128	--
- Car rental	185	--	--	211	130	--
- Public transport	47	--	--	50	23	--
Food and drink:	548	--	--	571	496	--
- Food purchases at supermarkets	180	--	--	195	131	--
- Restaurants	368	--	--	376	365	--
Leisure:	568	--	--	555	553	--
- Organized excursions	86	--	--	70	127	--
- Sport activities	95	--	--	95	100	--
- Cultural activities	87	--	--	90	23	--
- Museums	46	--	--	57	28	--
- Theme Parks	75	--	--	67	88	--
- Discos and pubs	114	--	--	118	102	--
- Wellness	65	--	--	57	86	--
Purchases of goods:	3,758	--	--	3,868	734	--
- Souvenirs	133	--	--	131	126	--
- Real estate	2,540	--	--	2,540	0	--
- Other purchases	1,084	--	--	1,198	608	--
Others:	151	--	--	131	132	--
- Medical expenses	88	--	--	99	34	--
- Other expenses	64	--	--	31	99	--

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	47.9%	--	--	49.1%	45.6%	--
Percentage of women	52.1%	--	--	50.9%	54.4%	--
Age						
Average age (tourists above 16 years old)	53.42	--	--	54.41	48.78	--
Standard deviation	16.9	--	--	17.1	15.3	--
Age range						
16-24 years old	6.7%	--	--	6.6%	7.8%	--
25-30 years old	6.5%	--	--	6.3%	6.8%	--
31-45 years old	20.3%	--	--	18.2%	28.2%	--
46-60 years old	25.0%	--	--	23.5%	33.4%	--
Over 60 years old	41.5%	--	--	45.3%	23.8%	--
Occupation						
Salaried worker	51.4%	--	--	49.5%	64.8%	--
Self-employed	9.3%	--	--	9.1%	7.0%	--
Unemployed	0.5%	--	--	0.6%	0.4%	--
Business owner	7.2%	--	--	7.3%	6.0%	--
Student	1.6%	--	--	1.5%	1.3%	--
Retired	28.0%	--	--	30.2%	17.2%	--
Unpaid domestic work	0.0%	--	--	0.0%	0.0%	--
Others	2.0%	--	--	1.9%	3.2%	--
Annual household income level						
Less than €25,000	2.6%	--	--	2.4%	3.1%	--
€25,000 - €49,999	14.2%	--	--	14.6%	14.0%	--
€50,000 - €74,999	27.2%	--	--	29.1%	17.8%	--
More than €74,999	56.0%	--	--	53.9%	65.2%	--
Education level						
No studies	0.9%	--	--	0.8%	1.8%	--
Primary education	3.0%	--	--	3.2%	3.1%	--
Secondary education	25.4%	--	--	25.8%	27.3%	--
Higher education	70.7%	--	--	70.2%	67.8%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	10.0%	--	--	10.6%	8.3%	--
Only with partner	47.5%	--	--	48.3%	43.8%	--
Only with children (< 13 years old)	4.5%	--	--	4.2%	4.7%	--
Partner + children (< 13 years old)	5.6%	--	--	5.1%	8.6%	--
Other relatives	10.3%	--	--	10.7%	8.6%	--
Friends	5.4%	--	--	4.6%	8.0%	--
Work colleagues	0.1%	--	--	0.1%	0.0%	--
Organized trip	0.0%	--	--	0.0%	0.0%	--
Other combinations ⁽²⁾	16.6%	--	--	16.3%	18.0%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	17.3%	--	--	15.8%	23.3%	--
- Between 0 and 2 years old	1.4%	--	--	1.4%	0.6%	--
- Between 3 and 12 years old	14.5%	--	--	12.6%	22.7%	--
- Between 0 -2 and 3-12 years old	1.4%	--	--	1.8%	0.0%	--
Tourists without children	82.7%	--	--	84.2%	76.7%	--
Group composition:						
- 1 person	12.7%	--	--	13.2%	10.6%	--
- 2 people	57.2%	--	--	58.1%	54.4%	--
- 3 people	10.6%	--	--	10.7%	10.0%	--
- 4 or 5 people	13.8%	--	--	12.5%	19.6%	--
- 6 or more people	5.7%	--	--	5.5%	5.3%	--
Average group size:	2.60	--	--	2.55	2.76	--

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY
WITH PARTNER

48.3% 47.5% 43.8%

Gran Canaria

Tenerife

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NORWAY

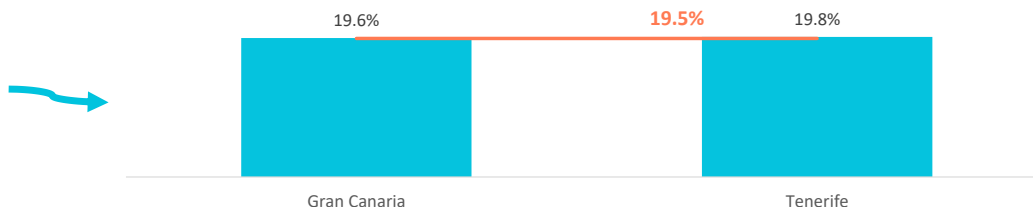


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.8%	--	--	0.5%	2.1%	--
Between 1 and 30 days	26.0%	--	--	26.6%	26.3%	--
Between 1 and 2 months	21.1%	--	--	20.7%	22.3%	--
Between 3 and 6 months	32.6%	--	--	32.6%	29.6%	--
More than 6 months	19.5%	--	--	19.6%	19.8%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



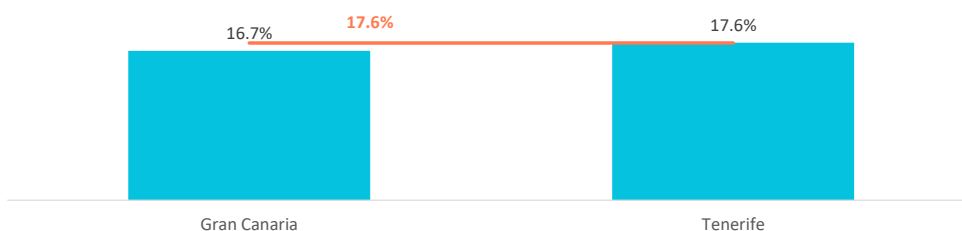
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	42.5%	--	--	46.9%	25.5%	--
- Tour Operator or Travel Agency	57.5%	--	--	53.1%	74.5%	--
Accommodation						
- Directly with the accommodation	32.6%	--	--	36.7%	19.6%	--
- Tour Operator or Travel Agency	67.4%	--	--	63.3%	80.4%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	51.3%	--	--	56.7%	35.3%	--
Bed and Breakfast	19.7%	--	--	17.8%	27.1%	--
Half board	8.8%	--	--	7.4%	13.9%	--
Full board	2.6%	--	--	1.3%	6.1%	--
All inclusive	17.6%	--	--	16.7%	17.6%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



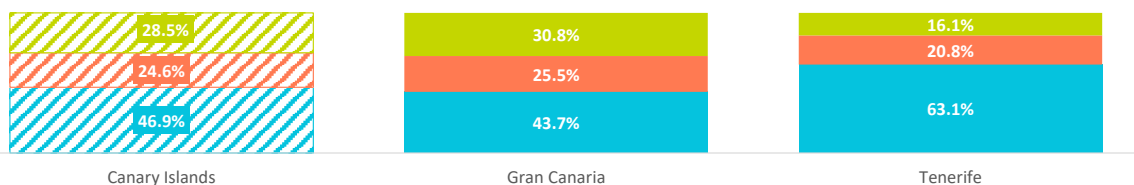
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	15.7%	--	--	16.8%	12.8%	--
4* Hotel	26.0%	--	--	20.9%	47.2%	--
5* Hotel / 5* Luxury Hotel	5.3%	--	--	5.9%	3.1%	--
Aparthotel / Tourist Villa	24.6%	--	--	25.5%	20.8%	--
House/room rented in a private dwelling	10.0%	--	--	10.9%	5.8%	--
Private accommodation ⁽¹⁾	12.3%	--	--	12.6%	8.7%	--
Others (Cottage, cruise, camping,...)	6.2%	--	--	7.4%	1.6%	--

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



TRIP MOTIVATION AND DESTINATION CHOICE

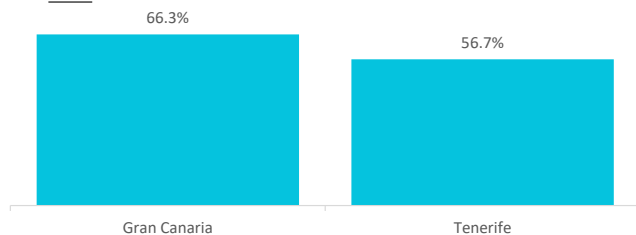
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	92.5%	--	--	92.8%	94.6%	--
Family reasons	5.2%	--	--	5.2%	3.3%	--
Business	0.5%	--	--	0.4%	1.0%	--
Education and training	0.2%	--	--	0.3%	0.0%	--
Sports training	0.1%	--	--	0.0%	0.7%	--
Health	0.6%	--	--	0.6%	0.4%	--
Conventions and Exhibitions	0.0%	--	--	0.0%	0.0%	--
Others	0.8%	--	--	0.7%	0.0%	--

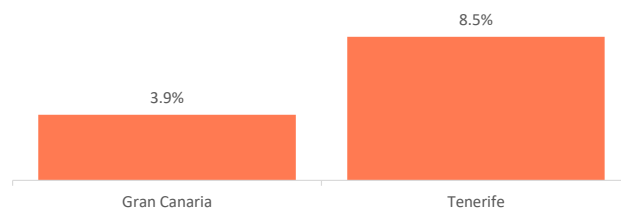
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	63.7%	--	--	66.3%	56.7%	--
Enjoy family time	22.6%	--	--	21.5%	26.0%	--
Have fun	4.1%	--	--	4.4%	3.2%	--
Explore the destination	5.0%	--	--	3.9%	8.5%	--
Practice their hobbies	2.0%	--	--	1.7%	4.1%	--
Other reasons	2.5%	--	--	2.4%	1.5%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	84.2%	--	--	85.3%	81.8%	--
Safety	42.7%	--	--	40.5%	50.6%	--
Tranquility	41.5%	--	--	40.2%	44.9%	--
Sea	36.9%	--	--	36.3%	42.0%	--
Accommodation supply	35.8%	--	--	35.8%	32.9%	--
Beaches	34.6%	--	--	35.2%	32.8%	--
Effortless trip	33.7%	--	--	35.1%	29.0%	--
Price	28.1%	--	--	28.5%	26.4%	--
European belonging	24.1%	--	--	24.6%	22.2%	--
Landscapes	21.6%	--	--	20.8%	27.7%	--
Environment	18.3%	--	--	18.2%	19.1%	--
Gastronomy	15.3%	--	--	11.6%	29.6%	--
Fun possibilities	13.8%	--	--	12.9%	20.7%	--
Authenticity	12.9%	--	--	13.6%	9.3%	--
Exoticism	8.9%	--	--	7.8%	16.2%	--
Hiking trail network	6.9%	--	--	6.2%	9.7%	--
Shopping	6.5%	--	--	6.7%	7.5%	--
Culture	4.8%	--	--	4.4%	5.9%	--
Historical heritage	3.9%	--	--	3.6%	4.8%	--
Nightlife	3.4%	--	--	3.0%	6.2%	--

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?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	58.3%	--	--	60.7%	50.3%	--
Friends or relatives	27.8%	--	--	31.0%	16.9%	--
Internet or social media	41.6%	--	--	41.2%	44.5%	--
Mass Media	1.5%	--	--	1.6%	1.9%	--
Travel guides and magazines	1.9%	--	--	1.7%	3.0%	--
Travel Blogs or Forums	1.3%	--	--	1.2%	0.9%	--
Travel TV Channels	0.6%	--	--	0.7%	0.7%	--
Tour Operator or Travel Agency	21.9%	--	--	18.9%	28.6%	--
Public administrations or similar	0.1%	--	--	0.1%	0.0%	--
Others	3.6%	--	--	3.7%	2.7%	--

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2023)

NORWAY

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.56	--	--	8.54	8.65	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	1.6%	--	--	0.9%	5.0%	--
Lived up to expectations	65.9%	--	--	69.4%	51.9%	--
Better or much better than expected	32.5%	--	--	29.6%	43.1%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.86	--	--	8.89	8.72	--
Recommend visiting the Canary Islands	8.84	--	--	8.86	8.81	--

RETURN TO THE
CANARY
ISLANDS

Canary Islands = 8.86

8.89

8.86

8.72

8.81

Gran Canaria

Tenerife

RECOMMEND
VISITING THE
CANARY ISLANDS

Canary Islands = 8.84

How many are loyal to the Canary Islands?

REPEAT TOURISTS WHO VISIT CANARY ISLANDS BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	15.8%	--	--	14.6%	19.0%	--
Repeat tourists	84.2%	--	--	85.4%	81.0%	--
At least 10 previous visits	34.7%	--	--	37.6%	22.6%	--
Repeat tourists (last 5 years)	74.5%	--	--	75.8%	71.0%	--
Repeat tourists (last 5 years) (5 or more visits)	21.9%	--	--	23.8%	16.3%	--

REPEAT TOURIST OF EACH ISLAND BY ISLAND OF STAY IN THIS TRIP

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	30.1%	--	--	37.2%	15.5%	--
Fuerteventura	14.0%	--	--	30.3%	23.5%	--
Gran Canaria	76.6%	--	--	82.6%	23.7%	--
Tenerife	47.0%	--	--	36.1%	72.2%	--
La Palma	5.8%	--	--	44.4%	44.4%	--
CANARY ISLANDS	84.2%	--	--	85.4%	81.0%	--

How to interpret the table

- Column Canary Islands = refers to the % of repeat norwegian tourists on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of repeat norwegian tourist on each island by island of stay in 2023. For example: 82.6% refers to % repeat norwegian tourist who repeat Gran Canaria in 2023 and stay in Gran Canaria in this trip. 36.1% norwegian tourist who stay in Gran Canaria in 2023 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % repeat norwegian tourists by island of stay. For example: 81% refers to % norwegian tourist who visit Tenerife in 2023 and has previously been to Canary Islands.

ISLANDS

How many islands do they visit during their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	94.0%	--	--	95.1%	93.5%	--
Two islands	5.5%	--	--	4.6%	5.3%	--
Three or more islands	0.6%	--	--	0.3%	1.2%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	3.0%	--	--	0.3%	0.0%	--
Fuerteventura	2.7%	--	--	0.6%	0.0%	--
Gran Canaria	78.1%	--	--	100%	0.0%	--
Tenerife	17.8%	--	--	0.9%	100%	--
La Gomera	0.5%	--	--	0.0%	2.4%	--
La Palma	0.2%	--	--	0.0%	0.5%	--
El Hierro	0.2%	--	--	0.0%	0.6%	--
Cruise	0.0%	--	--	0.0%	0.0%	--

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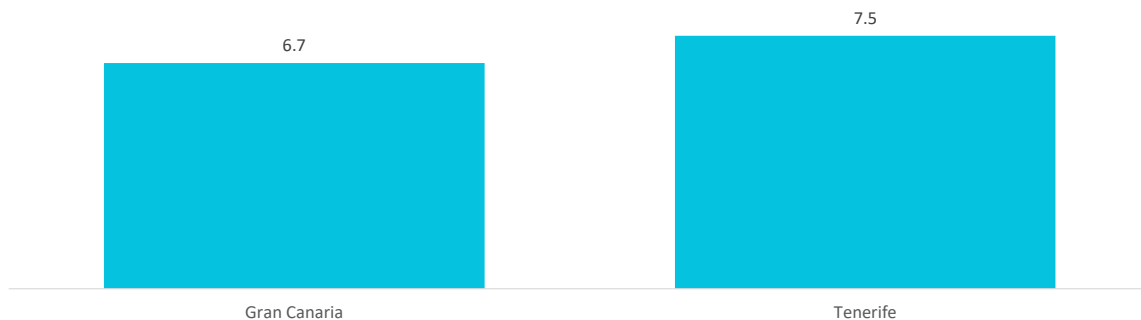
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	3.6%	--	--	3.7%	2.2%	--
1 - 2 hours	11.6%	--	--	12.6%	7.5%	--
3 - 6 hours	36.4%	--	--	35.5%	37.8%	--
7 - 12 hours	42.3%	--	--	42.6%	45.1%	--
More than 12 hours	6.1%	--	--	5.7%	7.4%	--
Outdoor time per day	6.9	--	--	6.7	7.5	--



Canary
Islands
6.9



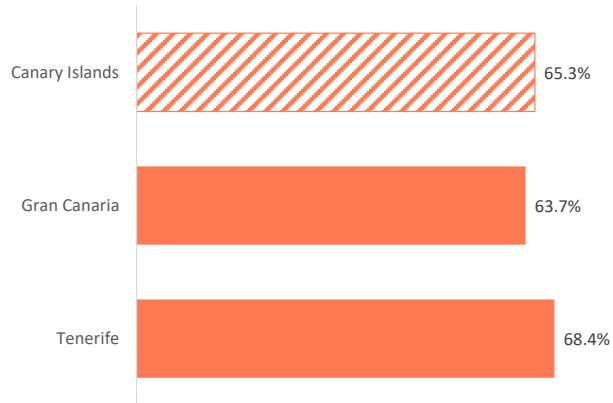
Activities in the Canary Islands

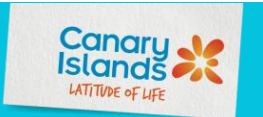
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	75.2%	--	--	74.7%	78.2%	--
Beach	65.3%	--	--	63.7%	68.4%	--
Swimming pool, hotel facilities	62.9%	--	--	63.9%	63.8%	--
Explore the island on their own	34.7%	--	--	35.6%	27.9%	--
Taste Canarian gastronomy	32.7%	--	--	32.6%	32.4%	--
Hiking	14.9%	--	--	16.1%	12.4%	--
Organized excursions	10.3%	--	--	10.5%	9.0%	--
Nightlife / concerts / shows	9.6%	--	--	7.6%	20.4%	--
Theme parks	9.4%	--	--	8.9%	10.2%	--
Sea excursions / whale watching	9.3%	--	--	8.7%	12.4%	--
Wineries / markets / popular festivals	8.0%	--	--	5.5%	18.4%	--
Museums / exhibitions	6.5%	--	--	5.4%	12.7%	--
Other Nature Activities	5.5%	--	--	4.2%	9.5%	--
Swim	5.0%	--	--	4.3%	6.0%	--
Beauty and health treatments	3.8%	--	--	3.9%	2.1%	--
Running	3.7%	--	--	3.6%	5.1%	--
Practice other sports	2.6%	--	--	1.7%	5.0%	--
Astronomical observation	2.5%	--	--	2.3%	1.7%	--
Cycling / Mountain bike	2.5%	--	--	2.5%	1.6%	--
Surf	1.7%	--	--	1.2%	2.8%	--
Scuba Diving	1.4%	--	--	0.7%	2.0%	--
Golf	1.2%	--	--	0.8%	3.0%	--
Windsurf / Kitesurf	0.4%	--	--	0.2%	1.0%	--

WALK, WANDER



BEACH



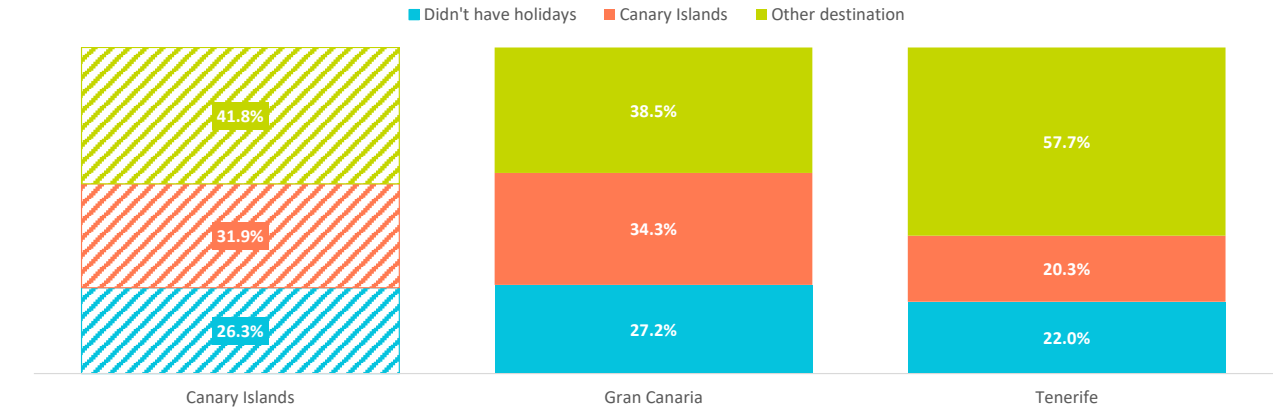


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	26.3%	--	--	27.2%	22.0%	--
Canary Islands	31.9%	--	--	34.3%	20.3%	--
Other destination	41.8%	--	--	38.5%	57.7%	--
Balearic Islands	1.5%	--	--	1.6%	1.7%	--
Rest of Spain	8.7%	--	--	8.4%	10.7%	--
Italy	4.6%	--	--	4.9%	3.9%	--
France	2.3%	--	--	2.4%	2.6%	--
Turkey	1.4%	--	--	1.0%	3.3%	--
Greece	8.1%	--	--	6.7%	14.0%	--
Portugal	0.9%	--	--	1.0%	0.5%	--
Croatia	2.0%	--	--	2.3%	0.9%	--
Egypt	0.7%	--	--	0.7%	0.8%	--
Tunisia	0.0%	--	--	0.0%	0.0%	--
Morocco	0.1%	--	--	0.1%	0.0%	--
Others	11.5%	--	--	9.4%	19.2%	--

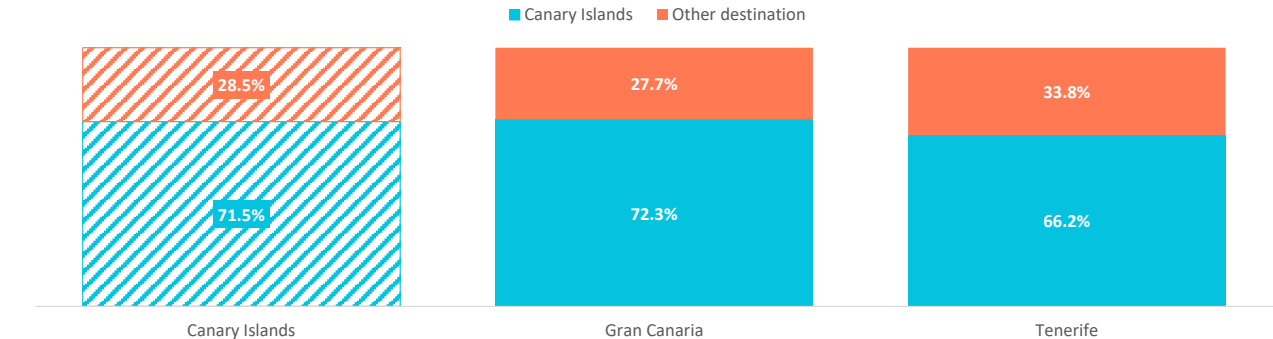
* Percentage of valid answers



What other destinations did they consider for this trip? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	52.1%	--	--	54.0%	42.3%	--
Canary Islands (other island)	19.4%	--	--	18.3%	23.9%	--
Other destination	28.5%	--	--	27.7%	33.8%	--
Balearic Islands	1.1%	--	--	0.9%	1.9%	--
Rest of Spain	7.2%	--	--	6.3%	11.9%	--
Italy	3.3%	--	--	3.3%	3.9%	--
France	1.2%	--	--	1.4%	0.4%	--
Turkey	1.4%	--	--	1.4%	1.6%	--
Greece	6.4%	--	--	6.5%	7.1%	--
Portugal	1.4%	--	--	1.1%	1.6%	--
Croatia	2.3%	--	--	2.7%	1.4%	--
Egypt	1.6%	--	--	1.3%	1.8%	--
Others	2.6%	--	--	2.6%	2.1%	--

* Percentage of valid answers



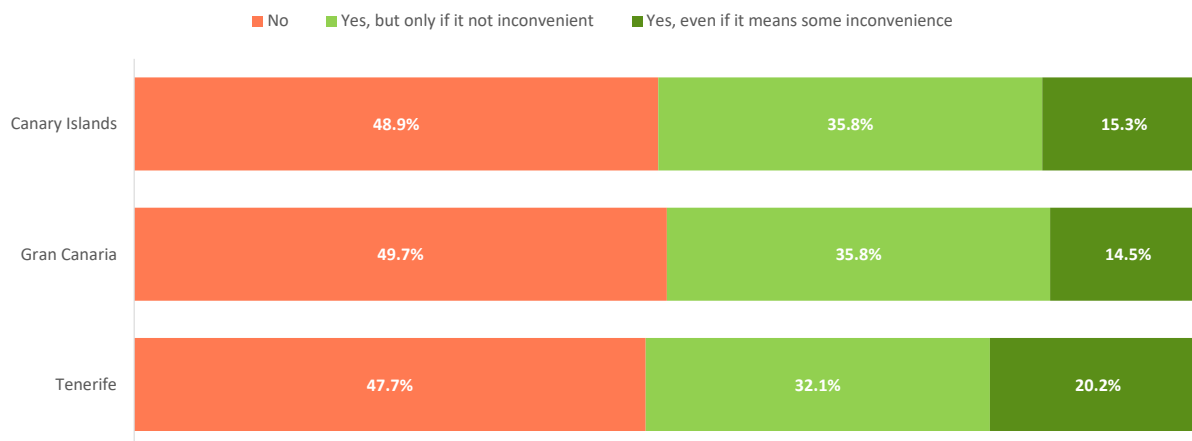
TOURIST PROFILE BY ISLAND OF STAY (2023)

NORWAY

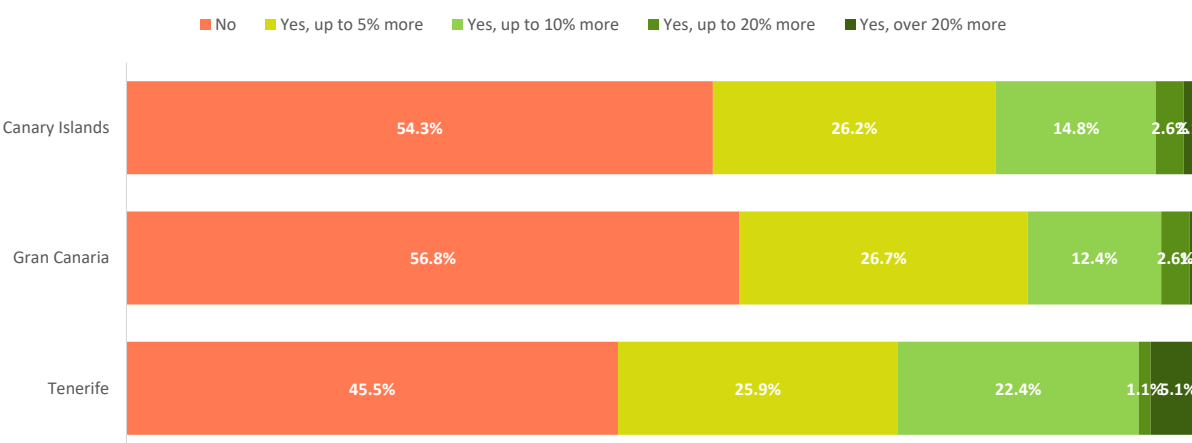


SUSTAINABLE DESTINATION

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?



Percepction of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.5	--	--	7.5	7.5	--
Tolerance towards tourism	8.4	--	--	8.4	8.2	--
Cleanliness of the island	7.5	--	--	7.4	7.5	--
Air quality	7.9	--	--	7.8	7.7	--
Rational water consumption	7.2	--	--	7.3	7.2	--
Energy saving	6.7	--	--	6.7	6.8	--
Use of renewable energy	6.6	--	--	6.7	6.2	--
Recycling	6.1	--	--	6.2	5.7	--
Easy to get around by public transport	7.4	--	--	7.5	7.0	--
Overcrowding in tourist areas	6.3	--	--	6.4	6.1	--
Supply of local products	6.5	--	--	6.4	6.4	--

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

FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Norway	94.5%	--	--	94.3%	96.9%	--
Denmark	1.7%	--	--	1.9%	0.4%	--
Spanish Mainland	1.2%	--	--	1.2%	1.3%	--
Germany	1.1%	--	--	1.2%	0.0%	--
Sweden	0.5%	--	--	0.6%	0.0%	--
Others	0.9%	--	--	0.8%	1.4%	--

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.