

TOURIST PROFILE BY ISLAND OF STAY (2023)

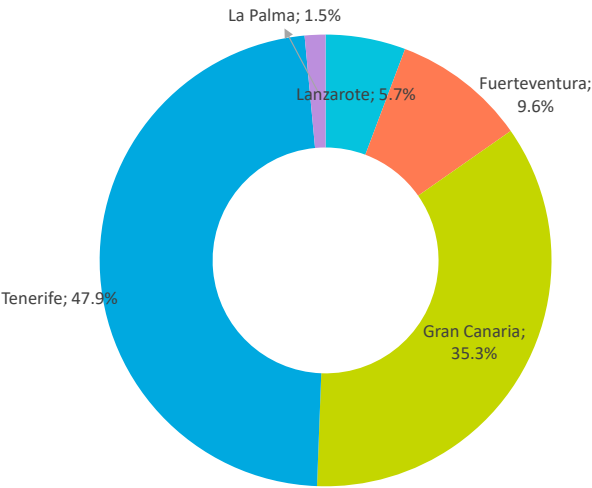
PORTUGAL



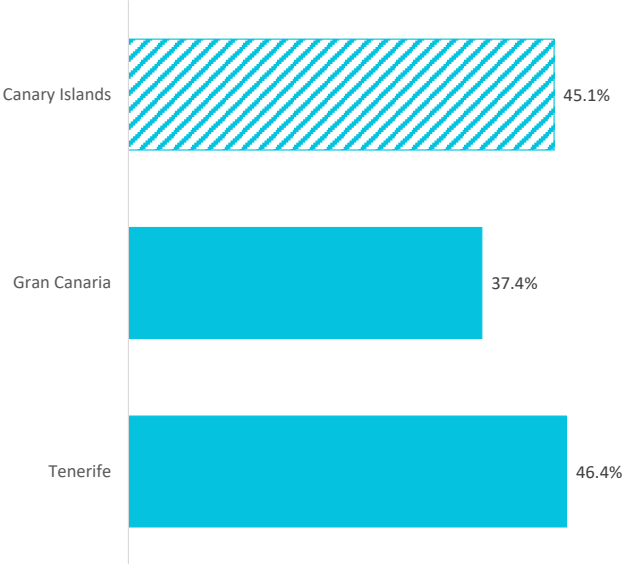
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	99,412	5,684	9,498	35,087	47,590	1,475
% Tourists	100%	5.7%	9.6%	35.3%	47.9%	1.5%
% tourists who book holiday package	45.1%	--	--	37.4%	46.4%	--
Expenditure per tourist (€)	1,029	--	--	874	1,061	--
- book holiday package	1,209	--	--	1,159	1,224	--
- holiday package	998	--	--	961	986	--
- others	212	--	--	198	238	--
- do not book holiday package	881	--	--	703	920	--
- flight	254	--	--	194	264	--
- accommodation	314	--	--	270	328	--
- others	313	--	--	239	328	--
Average lenght of stay	7.01	--	--	6.52	6.33	--
Average daily expenditure (€)	162.9	--	--	146.2	172.2	--
Average daily expenditure without flight (€)	114.0	--	--	103.0	119.6	--
Average cost of the flight (€)	306.3	--	--	247.1	319.8	--
Total turnover (≥ 16 years old) (€m)	102	--	--	31	50	--
% Turnover	100%	--	--	30.0%	49.3%	--
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	129,486	1,469	6,597	57,706	63,712	2
Children < 16 years old (FRONTUR - EGT)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.

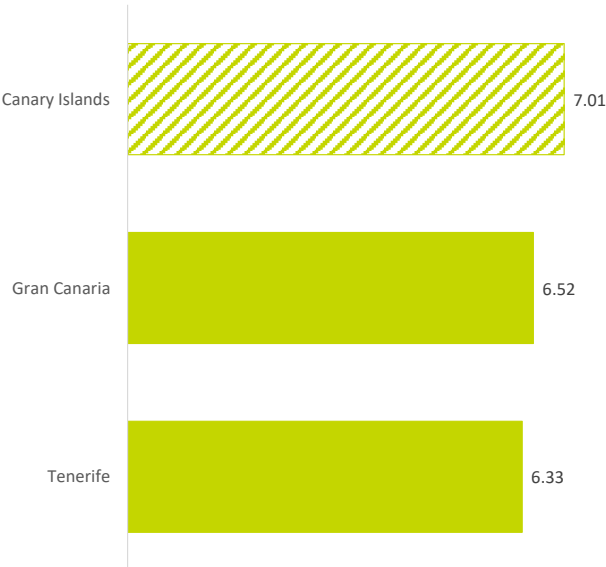
% TOURISTS (≥ 16 years old)



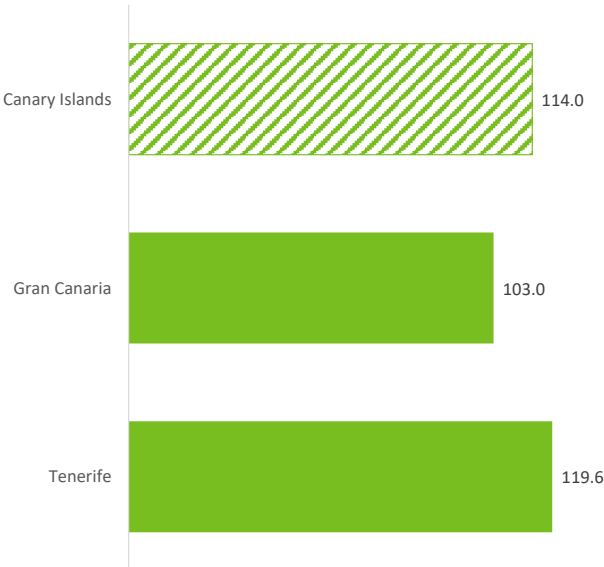
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2023)

PORTUGAL

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	89.3%	--	--	83.0%	92.7%	--
- Additional accommodation expenses	8.3%	--	--	8.0%	9.0%	--
Transport:						
- National/International Transport	97.5%	--	--	97.0%	97.1%	--
- Flights between islands	5.5%	--	--	3.3%	6.4%	--
- Taxi	43.5%	--	--	48.8%	36.5%	--
- Car rental	44.5%	--	--	29.0%	55.0%	--
- Public transport	8.5%	--	--	10.2%	10.0%	--
Food and drink:						
- Food purchases at supermarkets	45.8%	--	--	50.7%	46.6%	--
- Restaurants	57.1%	--	--	53.8%	64.1%	--
Leisure:						
- Organized excursions	20.7%	--	--	12.0%	25.6%	--
- Sport activities	5.5%	--	--	6.0%	5.8%	--
- Cultural activities	4.1%	--	--	2.9%	5.8%	--
- Museums	5.0%	--	--	7.0%	3.4%	--
- Theme Parks	17.0%	--	--	9.1%	25.8%	--
- Discos and pubs	8.2%	--	--	7.2%	9.9%	--
- Wellness	2.9%	--	--	0.8%	3.1%	--
Purchases of goods:						
- Souvenirs	45.0%	--	--	46.7%	45.3%	--
- Real estate	0.0%	--	--	0.0%	0.0%	--
- Other purchases	1.5%	--	--	1.7%	1.3%	--
Others:						
- Medical expenses	4.5%	--	--	3.3%	5.1%	--
- Other expenses	4.1%	--	--	3.6%	4.8%	--

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:	724	--	--	724	668	--
- Accommodation	459	--	--	445	439	--
- Additional accommodation expenses	265	--	--	279	229	--
Transport:	668	--	--	528	719	--
- National/International Transport	314	--	--	255	330	--
- Flights between islands	136	--	--	80	158	--
- Taxi	100	--	--	87	104	--
- Car rental	91	--	--	81	98	--
- Public transport	28	--	--	26	28	--
Food and drink:	213	--	--	181	181	--
- Food purchases at supermarkets	91	--	--	61	68	--
- Restaurants	122	--	--	120	113	--
Leisure:	477	--	--	355	573	--
- Organized excursions	105	--	--	72	129	--
- Sport activities	48	--	--	55	51	--
- Cultural activities	39	--	--	66	32	--
- Museums	23	--	--	17	20	--
- Theme Parks	48	--	--	48	49	--
- Discos and pubs	52	--	--	77	41	--
- Wellness	162	--	--	20	252	--
Purchases of goods:	240	--	--	114	423	--
- Souvenirs	76	--	--	87	66	--
- Real estate	0	--	--	0	0	--
- Other purchases	163	--	--	28	357	--
Others:	100	--	--	55	132	--
- Medical expenses	24	--	--	29	16	--
- Other expenses	77	--	--	26	116	--

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	51.1%	--	--	48.5%	50.7%	--
Percentage of women	48.9%	--	--	51.5%	49.3%	--
Age						
Average age (tourists above 16 years old)	39.99	--	--	40.47	38.48	--
Standard deviation	14.2	--	--	13.3	13.5	--
Age range						
16-24 years old	14.1%	--	--	8.3%	17.2%	--
25-30 years old	16.4%	--	--	19.4%	16.8%	--
31-45 years old	40.8%	--	--	43.8%	40.1%	--
46-60 years old	19.0%	--	--	18.2%	20.3%	--
Over 60 years old	9.7%	--	--	10.3%	5.6%	--
Occupation						
Salaried worker	49.7%	--	--	57.3%	45.2%	--
Self-employed	20.0%	--	--	19.7%	21.8%	--
Unemployed	0.9%	--	--	0.7%	0.0%	--
Business owner	19.4%	--	--	18.9%	24.4%	--
Student	3.5%	--	--	0.0%	4.6%	--
Retired	6.5%	--	--	3.4%	4.0%	--
Unpaid domestic work	0.0%	--	--	0.0%	0.0%	--
Others	0.0%	--	--	0.0%	0.0%	--
Annual household income level						
Less than €25,000	35.1%	--	--	36.8%	38.4%	--
€25,000 - €49,999	43.2%	--	--	40.3%	36.6%	--
€50,000 - €74,999	16.0%	--	--	11.8%	22.1%	--
More than €74,999	5.7%	--	--	11.1%	3.0%	--
Education level						
No studies	0.3%	--	--	0.0%	0.6%	--
Primary education	0.4%	--	--	0.6%	0.0%	--
Secondary education	22.9%	--	--	28.2%	20.7%	--
Higher education	76.3%	--	--	71.3%	78.7%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	9.0%	--	--	12.4%	6.7%	--
Only with partner	37.7%	--	--	32.9%	38.5%	--
Only with children (< 13 years old)	4.5%	--	--	5.3%	5.4%	--
Partner + children (< 13 years old)	12.9%	--	--	11.8%	15.4%	--
Other relatives	8.6%	--	--	12.0%	6.7%	--
Friends	8.8%	--	--	9.0%	8.3%	--
Work colleagues	2.1%	--	--	1.1%	3.6%	--
Organized trip	0.0%	--	--	0.0%	0.0%	--
Other combinations ⁽²⁾	16.4%	--	--	15.7%	15.3%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	23.9%	--	--	26.6%	25.5%	--
- Between 0 and 2 years old	5.3%	--	--	4.3%	7.8%	--
- Between 3 and 12 years old	17.0%	--	--	18.7%	17.0%	--
- Between 0 -2 and 3-12 years old	1.6%	--	--	3.6%	0.7%	--
Tourists without children	76.1%	--	--	73.4%	74.5%	--
Group composition:						
- 1 person	12.1%	--	--	14.4%	11.8%	--
- 2 people	46.3%	--	--	43.1%	43.4%	--
- 3 people	18.5%	--	--	19.2%	19.5%	--
- 4 or 5 people	19.5%	--	--	20.4%	23.0%	--
- 6 or more people	3.5%	--	--	2.9%	2.4%	--
Average group size:	2.69	--	--	2.68	2.69	--

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY
WITH PARTNER

32.9% 37.7% 38.5%

Gran Canaria

Tenerife

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PORTUGAL

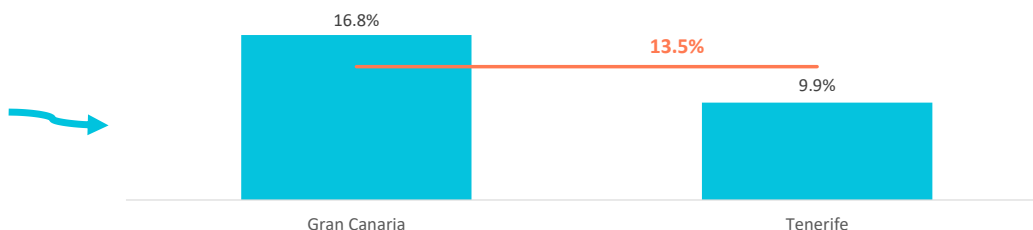


TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.3%	--	--	0.7%	0.0%	--
Between 1 and 30 days	24.1%	--	--	19.4%	28.3%	--
Between 1 and 2 months	26.9%	--	--	24.2%	30.6%	--
Between 3 and 6 months	35.2%	--	--	38.9%	31.2%	--
More than 6 months	13.5%	--	--	16.8%	9.9%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



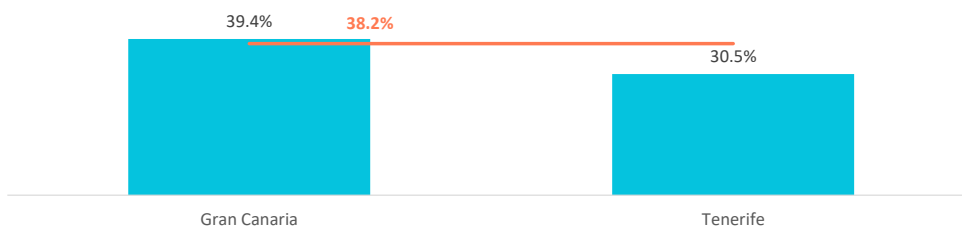
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	44.1%	--	--	43.7%	45.1%	--
- Tour Operator or Travel Agency	55.9%	--	--	56.3%	54.9%	--
Accommodation						
- Directly with the accommodation	30.3%	--	--	31.0%	29.4%	--
- Tour Operator or Travel Agency	69.7%	--	--	69.0%	70.6%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	19.4%	--	--	27.0%	18.2%	--
Bed and Breakfast	16.3%	--	--	14.3%	19.1%	--
Half board	21.7%	--	--	16.5%	27.0%	--
Full board	4.4%	--	--	2.8%	5.1%	--
All inclusive	38.2%	--	--	39.4%	30.5%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



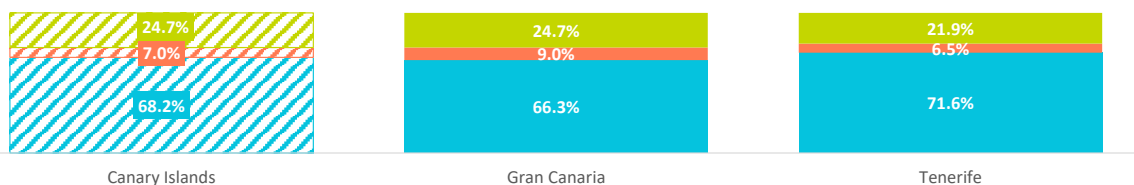
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	21.4%	--	--	24.9%	21.7%	--
4* Hotel	38.5%	--	--	35.7%	38.4%	--
5* Hotel / 5* Luxury Hotel	8.4%	--	--	5.7%	11.4%	--
Aparthotel / Tourist Villa	7.0%	--	--	9.0%	6.5%	--
House/room rented in a private dwelling	9.5%	--	--	7.5%	11.5%	--
Private accommodation ⁽¹⁾	8.1%	--	--	12.0%	5.5%	--
Others (Cottage, cruise, camping,...)	7.1%	--	--	5.2%	5.0%	--

(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

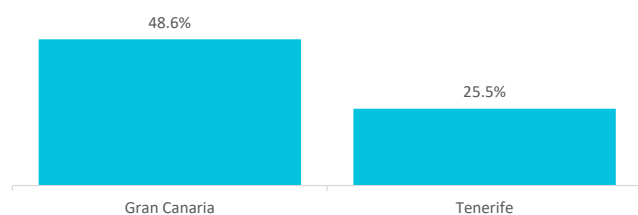
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	86.1%	--	--	83.8%	88.1%	--
Family reasons	7.2%	--	--	9.7%	3.8%	--
Business	3.8%	--	--	4.0%	3.8%	--
Education and training	0.0%	--	--	0.0%	0.0%	--
Sports training	0.0%	--	--	0.0%	0.0%	--
Health	0.2%	--	--	0.0%	0.4%	--
Conventions and Exhibitions	2.6%	--	--	2.4%	3.6%	--
Others	0.2%	--	--	0.0%	0.3%	--

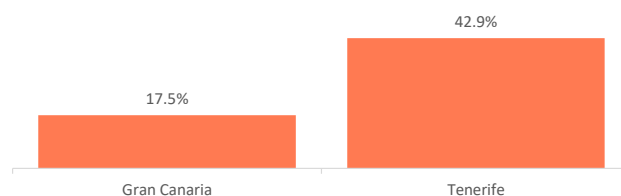
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	35.7%	--	--	48.6%	25.5%	--
Enjoy family time	17.1%	--	--	19.1%	16.6%	--
Have fun	10.3%	--	--	12.7%	8.5%	--
Explore the destination	31.4%	--	--	17.5%	42.9%	--
Practice their hobbies	3.0%	--	--	0.9%	2.3%	--
Other reasons	2.4%	--	--	1.3%	4.2%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	61.9%	--	--	62.7%	61.0%	--
Safety	50.8%	--	--	46.8%	44.1%	--
Tranquility	47.3%	--	--	53.4%	41.3%	--
Sea	46.4%	--	--	49.1%	42.9%	--
Accommodation supply	46.3%	--	--	44.7%	43.0%	--
Beaches	45.5%	--	--	44.6%	38.6%	--
Effortless trip	38.3%	--	--	38.6%	36.8%	--
Price	37.0%	--	--	19.9%	45.4%	--
European belonging	27.1%	--	--	22.4%	28.5%	--
Landscapes	26.3%	--	--	23.1%	24.2%	--
Environment	26.3%	--	--	26.0%	26.9%	--
Gastronomy	21.6%	--	--	23.6%	18.6%	--
Fun possibilities	18.5%	--	--	15.5%	18.5%	--
Authenticity	14.8%	--	--	17.3%	12.2%	--
Exoticism	14.6%	--	--	16.5%	10.5%	--
Hiking trail network	12.7%	--	--	7.6%	13.0%	--
Shopping	12.1%	--	--	9.7%	11.2%	--
Culture	11.8%	--	--	5.5%	10.3%	--
Historical heritage	11.3%	--	--	6.7%	10.1%	--
Nightlife	9.1%	--	--	7.3%	9.4%	--

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.

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	23.4%	--	--	32.1%	14.5%	--
Friends or relatives	24.4%	--	--	26.5%	26.2%	--
Internet or social media	53.0%	--	--	45.4%	60.7%	--
Mass Media	3.9%	--	--	1.8%	3.8%	--
Travel guides and magazines	7.7%	--	--	4.5%	8.8%	--
Travel Blogs or Forums	8.9%	--	--	6.2%	10.6%	--
Travel TV Channels	0.0%	--	--	0.0%	0.0%	--
Tour Operator or Travel Agency	26.7%	--	--	21.4%	28.2%	--
Public administrations or similar	1.5%	--	--	0.7%	2.6%	--
Others	3.6%	--	--	4.2%	3.7%	--

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2023)

PORTUGAL



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.48	--	--	8.53	8.60	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	5.0%	--	--	4.0%	3.3%	--
Lived up to expectations	45.4%	--	--	54.4%	44.6%	--
Better or much better than expected	49.5%	--	--	41.7%	52.1%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.06	--	--	8.15	8.10	--
Recommend visiting the Canary Islands	8.42	--	--	8.54	8.49	--

RETURN TO THE
CANARY
ISLANDS

Canary Islands = 8.06

8.15

8.54

8.10

8.49

Gran Canaria

Tenerife

RECOMMEND
VISITING THE
CANARY ISLANDS

Canary Islands = 8.42

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	58.7%	--	--	51.8%	75.2%	--
Repeat tourists	41.3%	--	--	48.2%	24.8%	--
At least 10 previous visits	9.6%	--	--	10.9%	6.7%	--
Repeat tourists (last 5 years)	35.7%	--	--	39.6%	21.9%	--
Repeat tourists (last 5 years) (5 or more visits)	6.2%	--	--	7.4%	5.6%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	9.9%	--	--	21.0%	14.8%	--
Fuerteventura	13.6%	--	--	46.9%	2.8%	--
Gran Canaria	31.9%	--	--	44.4%	5.3%	--
Tenerife	24.9%	--	--	10.1%	21.8%	--
La Palma	3.9%	--	--	0.0%	0.0%	--
CANARY ISLANDS	41.3%	--	--	48.2%	24.8%	--

How to interpret the table

- Column Canary Islands = refers to the % of repeat portuguese tourists on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of repeat portuguese tourist on each island by island of stay in 2023. For example: 44.4% refers to % repeat portuguese tourist who repeat Gran Canaria in 2023 and stay in Gran Canaria in this trip. 10.1% portuguese tourist who stay in Gran Canaria in 2023 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % repeat portuguese tourists by island of stay. For exdample: 24.8% refers to % portuguese 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	91.1%	--	--	93.6%	92.2%	--
Two islands	7.1%	--	--	5.4%	6.7%	--
Three or more islands	1.8%	--	--	1.0%	1.2%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	6.0%	--	--	0.7%	0.0%	--
Fuerteventura	11.2%	--	--	1.0%	1.5%	--
Gran Canaria	35.7%	--	--	100%	0.4%	--
Tenerife	49.3%	--	--	1.6%	100%	--
La Gomera	0.0%	--	--	0.0%	0.0%	--
La Palma	3.1%	--	--	2.3%	1.7%	--
El Hierro	0.0%	--	--	0.0%	0.0%	--
Cruise	0.0%	--	--	0.0%	0.0%	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	2.3%	--	--	0.0%	3.3%	--
1 - 2 hours	4.2%	--	--	4.3%	1.7%	--
3 - 6 hours	31.3%	--	--	37.3%	25.8%	--
7 - 12 hours	50.4%	--	--	50.6%	53.8%	--
More than 12 hours	11.9%	--	--	7.7%	15.5%	--
Outdoor time per day	8.1	--	--	7.8	8.6	--



Canary
Islands
8.1

7.8

Gran Canaria

8.6

Tenerife

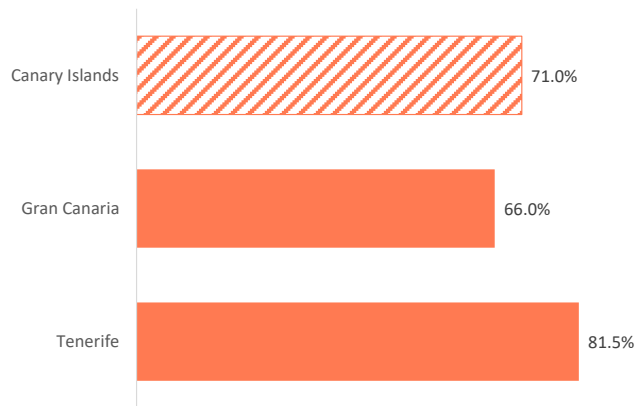
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	78.1%	--	--	70.2%	82.2%	--
Beach	71.0%	--	--	66.0%	81.5%	--
Swimming pool, hotel facilities	61.7%	--	--	60.3%	62.3%	--
Explore the island on their own	59.7%	--	--	49.4%	68.0%	--
Taste Canarian gastronomy	30.9%	--	--	24.7%	38.9%	--
Hiking	27.8%	--	--	18.7%	35.5%	--
Organized excursions	22.8%	--	--	17.8%	29.2%	--
Nightlife / concerts / shows	19.8%	--	--	19.8%	21.0%	--
Theme parks	13.9%	--	--	9.8%	18.0%	--
Sea excursions / whale watching	13.8%	--	--	11.1%	14.4%	--
Wineries / markets / popular festivals	10.6%	--	--	6.5%	12.8%	--
Museums / exhibitions	9.3%	--	--	1.6%	15.5%	--
Other Nature Activities	8.0%	--	--	2.6%	11.1%	--
Swim	5.9%	--	--	8.6%	4.9%	--
Beauty and health treatments	5.6%	--	--	1.8%	9.4%	--
Running	4.5%	--	--	3.1%	5.2%	--
Practice other sports	3.2%	--	--	2.4%	2.5%	--
Astronomical observation	3.1%	--	--	4.0%	2.9%	--
Cycling / Mountain bike	2.9%	--	--	2.1%	3.3%	--
Surf	2.4%	--	--	1.6%	3.2%	--
Scuba Diving	1.4%	--	--	0.9%	1.7%	--
Golf	1.1%	--	--	2.1%	0.4%	--
Windsurf / Kitesurf	0.8%	--	--	0.9%	1.1%	--

WALK, WANDER



BEACH



TOURIST PROFILE BY ISLAND OF STAY (2023)

PORTUGAL

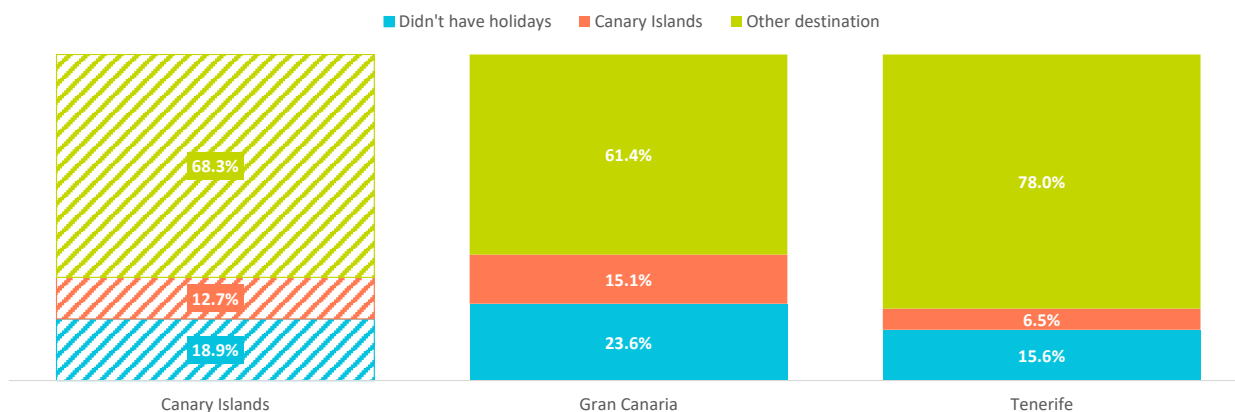


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	18.9%	--	--	23.6%	15.6%	--
Canary Islands	12.7%	--	--	15.1%	6.5%	--
Other destination	68.3%	--	--	61.4%	78.0%	--
Balearic Islands	6.3%	--	--	5.5%	6.0%	--
Rest of Spain	13.3%	--	--	9.2%	15.8%	--
Italy	4.0%	--	--	4.0%	5.1%	--
France	4.3%	--	--	4.1%	5.1%	--
Turkey	0.1%	--	--	0.0%	0.2%	--
Greece	1.6%	--	--	0.9%	2.4%	--
Portugal	25.2%	--	--	24.8%	28.1%	--
Croatia	0.4%	--	--	0.7%	0.4%	--
Egypt	0.9%	--	--	0.0%	1.2%	--
Tunisia	0.7%	--	--	1.0%	0.7%	--
Morocco	2.1%	--	--	2.2%	2.2%	--
Others	9.7%	--	--	9.1%	10.9%	--

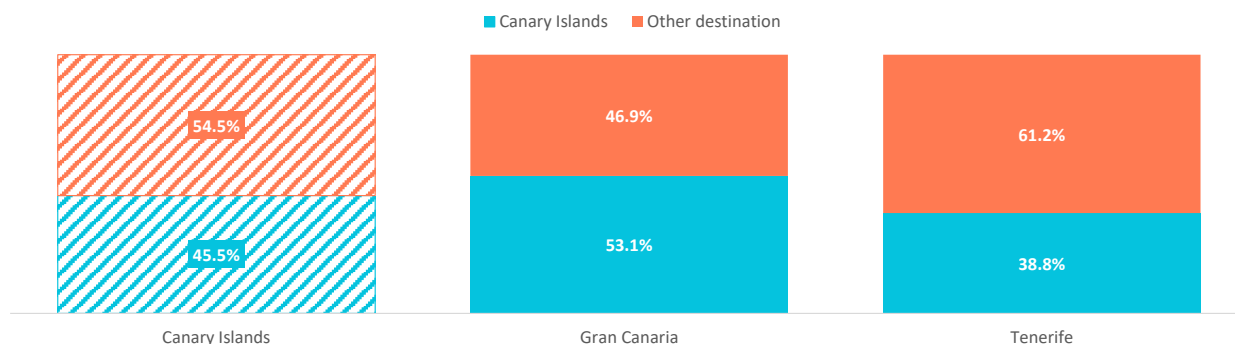
* Percentage of valid answers



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")	23.6%	--	--	25.7%	24.1%	--
Canary Islands (other island)	21.9%	--	--	27.4%	14.7%	--
Other destination	54.5%	--	--	46.9%	61.2%	--
Balearic Islands	13.3%	--	--	12.1%	13.5%	--
Rest of Spain	8.5%	--	--	8.3%	8.9%	--
Italy	6.3%	--	--	5.3%	7.0%	--
France	1.1%	--	--	0.5%	1.6%	--
Turkey	2.1%	--	--	2.2%	2.3%	--
Greece	6.7%	--	--	9.1%	6.3%	--
Portugal	7.0%	--	--	4.3%	8.3%	--
Croatia	1.8%	--	--	1.4%	2.5%	--
Egypt	2.3%	--	--	1.1%	3.7%	--
Others	5.4%	--	--	2.7%	7.2%	--

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2023)

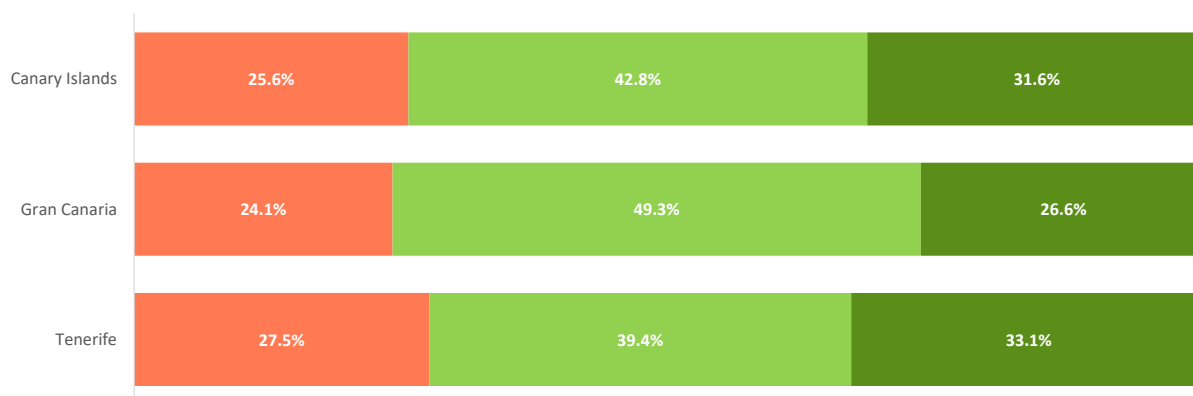
PORTUGAL



SUSTAINABLE DESTINATION

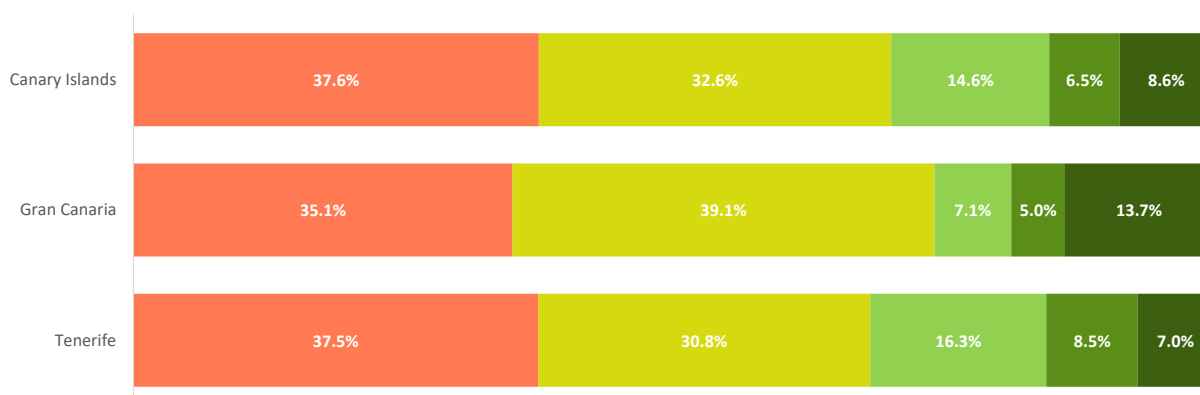
When booking a trip, do they tend to choose the most sustainable options?

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



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



Percepçion of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.9	--	--	7.8	8.1	--
Tolerance towards tourism	8.6	--	--	8.7	8.6	--
Cleanliness of the island	7.7	--	--	7.5	7.7	--
Air quality	8.1	--	--	7.8	8.3	--
Rational water consumption	7.4	--	--	7.3	7.7	--
Energy saving	7.0	--	--	7.2	7.1	--
Use of renewable energy	7.5	--	--	7.8	7.4	--
Recycling	6.8	--	--	7.0	6.8	--
Easy to get around by public transport	7.6	--	--	7.7	7.4	--
Overcrowding in tourist areas	7.1	--	--	7.4	6.9	--
Supply of local products	7.5	--	--	7.3	7.5	--

* 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
Portugal	74.0%	--	--	69.2%	86.7%	--
Spanish Mainland	24.2%	--	--	29.7%	12.5%	--
Netherlands	0.6%	--	--	0.0%	0.0%	--
France	0.4%	--	--	0.0%	0.0%	--
Germany	0.4%	--	--	0.0%	0.9%	--
Others	0.4%	--	--	1.1%	0.0%	--

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.