

TOURIST PROFILE BY ISLAND OF STAY (2023)

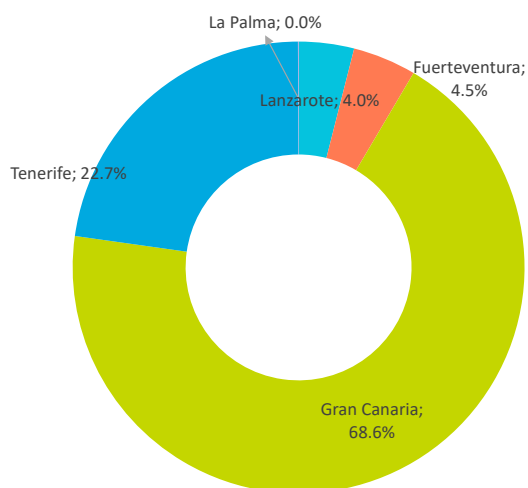
SWEDEN



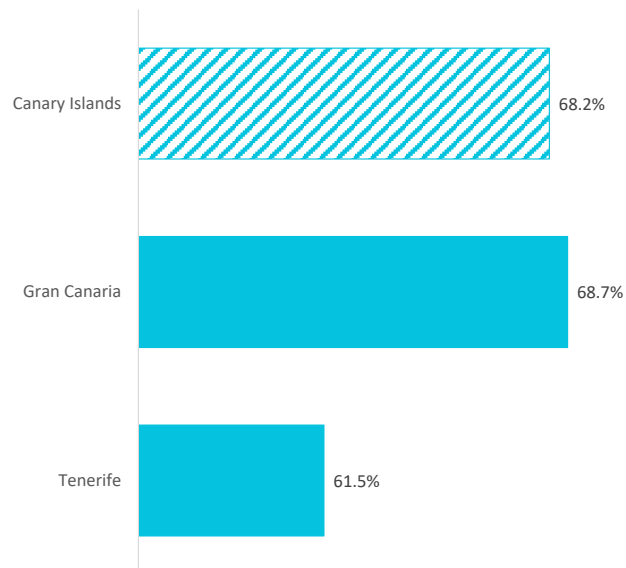
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	318,374	12,587	14,443	218,511	72,265	144
% Tourists	100%	4.0%	4.5%	68.6%	22.7%	0.0%
% tourists who book holiday package	68.2%	--	--	68.7%	61.5%	--
Expenditure per tourist (€)	1,556	--	--	1,557	1,557	--
- book holiday package	1,690	--	--	1,688	1,749	--
- holiday package	1,415	--	--	1,424	1,432	--
- others	275	--	--	264	317	--
- do not book holiday package	1,268	--	--	1,269	1,250	--
- flight	447	--	--	470	394	--
- accommodation	391	--	--	397	387	--
- others	429	--	--	402	469	--
Average lenght of stay	9.40	--	--	9.44	9.49	--
Average daily expenditure (€)	186.6	--	--	186.3	185.1	--
Average daily expenditure without flight (€)	125.2	--	--	125.2	125.6	--
Average cost of the flight (€)	501.8	--	--	503.0	484.1	--
Total turnover (≥ 16 years old) (€m)	495	--	--	340	113	--
% Turnover	100%	--	--	68.7%	22.7%	--
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	334,265	11,294	17,402	232,802	72,767	n.d.
Children < 16 years old (FRONTUR - EGT)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.

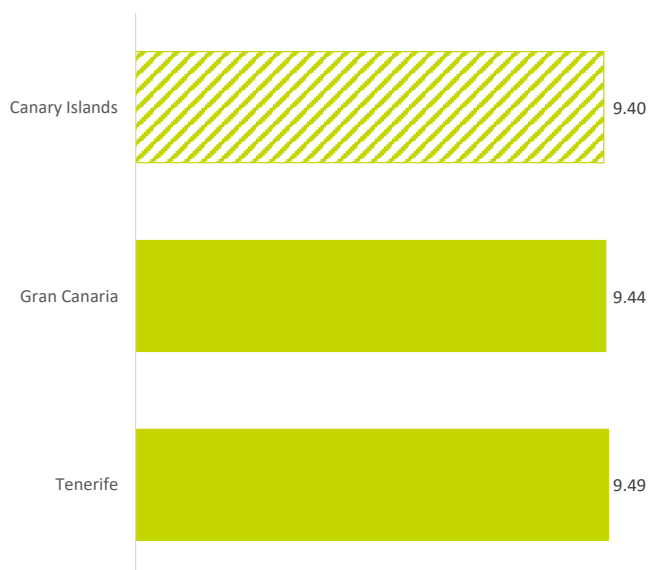
% TOURISTS (≥ 16 years old)



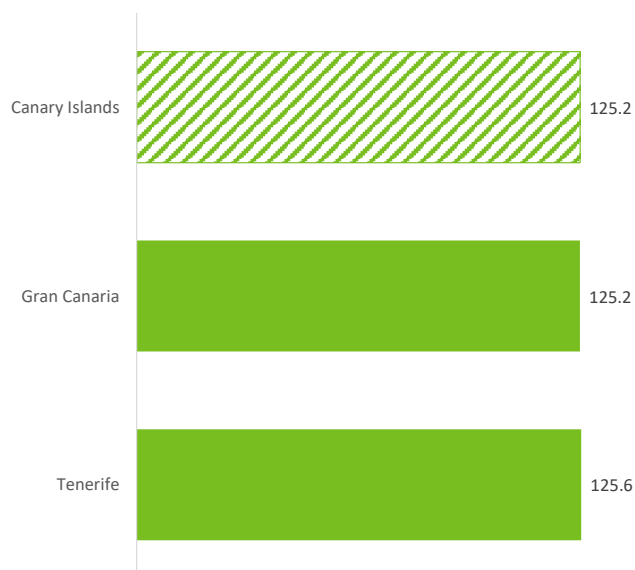
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



TOURIST PROFILE BY ISLAND OF STAY (2023)

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	85.9%	--	--	85.1%	85.8%	--
- Additional accommodation expenses	3.5%	--	--	3.0%	2.2%	--
Transport:						
- National/International Transport	96.5%	--	--	97.2%	94.2%	--
- Flights between islands	1.9%	--	--	1.3%	2.8%	--
- Taxi	69.5%	--	--	71.8%	68.7%	--
- Car rental	16.9%	--	--	12.0%	27.1%	--
- Public transport	13.7%	--	--	16.5%	9.4%	--
Food and drink:						
- Food purchases at supermarkets	58.8%	--	--	57.6%	59.3%	--
- Restaurants	63.3%	--	--	61.6%	70.9%	--
Leisure:						
- Organized excursions	17.0%	--	--	13.9%	25.1%	--
- Sport activities	7.4%	--	--	5.4%	9.2%	--
- Cultural activities	1.1%	--	--	1.4%	0.7%	--
- Museums	1.8%	--	--	1.4%	2.0%	--
- Theme Parks	5.1%	--	--	3.8%	10.4%	--
- Discos and pubs	6.6%	--	--	7.0%	6.0%	--
- Wellness	4.3%	--	--	3.6%	6.9%	--
Purchases of goods:						
- Souvenirs	34.0%	--	--	34.4%	33.8%	--
- Real estate	0.0%	--	--	0.1%	0.0%	--
- Other purchases	0.8%	--	--	1.2%	0.0%	--
Others:						
- Medical expenses	7.4%	--	--	6.7%	8.8%	--
- Other expenses	8.4%	--	--	8.3%	8.3%	--

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:	1,017	--	--	1,094	870	--
- Accommodation	779	--	--	814	725	--
- Additional accommodation expenses	238	--	--	280	144	--
Transport:	833	--	--	796	840	--
- National/International Transport	520	--	--	517	514	--
- Flights between islands	72	--	--	47	50	--
- Taxi	107	--	--	98	125	--
- Car rental	109	--	--	111	111	--
- Public transport	25	--	--	23	40	--
Food and drink:	331	--	--	331	355	--
- Food purchases at supermarkets	112	--	--	118	107	--
- Restaurants	219	--	--	214	248	--
Leisure:	456	--	--	406	532	--
- Organized excursions	86	--	--	71	99	--
- Sport activities	102	--	--	87	89	--
- Cultural activities	26	--	--	22	50	--
- Museums	29	--	--	32	27	--
- Theme Parks	71	--	--	70	74	--
- Discos and pubs	74	--	--	73	91	--
- Wellness	69	--	--	50	102	--
Purchases of goods:	492	--	--	481	81	--
- Souvenirs	85	--	--	89	81	--
- Real estate	25	--	--	25	0	--
- Other purchases	381	--	--	367	0	--
Others:	98	--	--	79	71	--
- Medical expenses	36	--	--	34	21	--
- Other expenses	61	--	--	45	50	--

TOURIST PROFILE BY ISLAND OF STAY (2023)

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TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	48.0%	--	--	48.8%	45.1%	--
Percentage of women	52.0%	--	--	51.2%	54.9%	--
Age						
Average age (tourists above 16 years old)	52.17	--	--	52.16	53.29	--
Standard deviation	16.9	--	--	17.0	16.3	--
Age range						
16-24 years old	8.6%	--	--	9.0%	6.5%	--
25-30 years old	4.9%	--	--	4.5%	5.6%	--
31-45 years old	21.8%	--	--	22.3%	19.4%	--
46-60 years old	29.1%	--	--	28.2%	30.7%	--
Over 60 years old	35.7%	--	--	36.0%	37.8%	--
Occupation						
Salaried worker	41.5%	--	--	40.9%	40.4%	--
Self-employed	7.3%	--	--	7.1%	7.4%	--
Unemployed	0.6%	--	--	0.6%	0.7%	--
Business owner	15.2%	--	--	15.6%	14.1%	--
Student	5.5%	--	--	5.0%	6.8%	--
Retired	29.8%	--	--	30.6%	30.3%	--
Unpaid domestic work	0.0%	--	--	0.0%	0.0%	--
Others	0.2%	--	--	0.3%	0.3%	--
Annual household income level						
Less than €25,000	7.7%	--	--	7.5%	11.1%	--
€25,000 - €49,999	29.5%	--	--	30.3%	27.3%	--
€50,000 - €74,999	29.5%	--	--	29.9%	26.0%	--
More than €74,999	33.3%	--	--	32.2%	35.6%	--
Education level						
No studies	1.2%	--	--	1.3%	1.4%	--
Primary education	4.3%	--	--	5.0%	2.3%	--
Secondary education	31.8%	--	--	32.5%	29.6%	--
Higher education	62.7%	--	--	61.2%	66.7%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	7.4%	--	--	8.1%	5.4%	--
Only with partner	42.5%	--	--	41.9%	45.7%	--
Only with children (< 13 years old)	5.9%	--	--	5.8%	5.9%	--
Partner + children (< 13 years old)	8.1%	--	--	7.5%	9.0%	--
Other relatives	6.9%	--	--	7.7%	3.6%	--
Friends	5.9%	--	--	7.3%	3.3%	--
Work colleagues	0.4%	--	--	0.4%	0.0%	--
Organized trip	0.2%	--	--	0.0%	0.8%	--
Other combinations ⁽²⁾	22.8%	--	--	21.2%	26.4%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	20.5%	--	--	20.3%	20.0%	--
- Between 0 and 2 years old	1.0%	--	--	0.9%	1.8%	--
- Between 3 and 12 years old	17.7%	--	--	17.5%	16.8%	--
- Between 0 -2 and 3-12 years old	1.7%	--	--	2.0%	1.4%	--
Tourists without children	79.5%	--	--	79.7%	80.0%	--
Group composition:						
- 1 person	9.7%	--	--	10.7%	7.6%	--
- 2 people	50.9%	--	--	51.1%	54.0%	--
- 3 people	11.2%	--	--	10.1%	12.9%	--
- 4 or 5 people	21.7%	--	--	20.8%	20.4%	--
- 6 or more people	6.5%	--	--	7.3%	5.1%	--
Average group size:	2.95	--	--	2.98	2.78	--

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY
WITH PARTNER

41.9%

42.5%

45.7%

Gran Canaria

Tenerife

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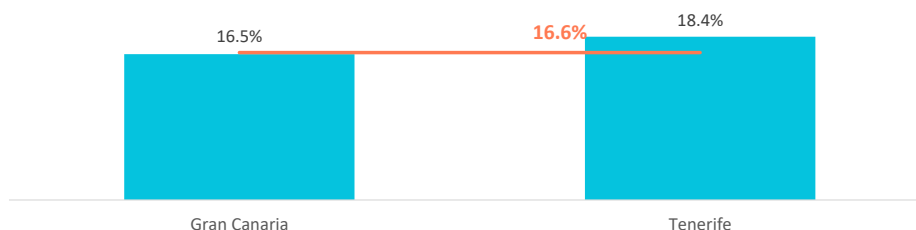
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TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.7%	--	--	0.7%	1.2%	--
Between 1 and 30 days	26.1%	--	--	25.0%	27.8%	--
Between 1 and 2 months	24.2%	--	--	25.1%	23.5%	--
Between 3 and 6 months	32.3%	--	--	32.8%	29.0%	--
More than 6 months	16.6%	--	--	16.5%	18.4%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



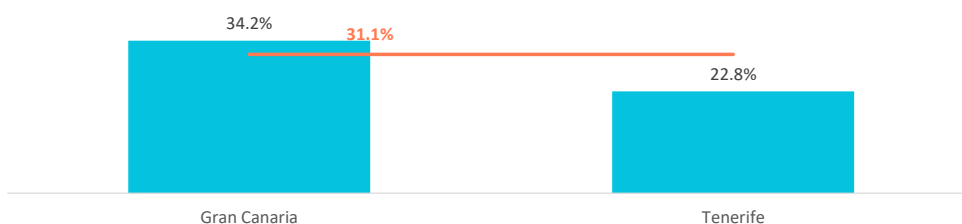
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	35.7%	--	--	37.6%	35.8%	--
- Tour Operator or Travel Agency	64.3%	--	--	62.4%	64.2%	--
Accommodation						
- Directly with the accommodation	27.0%	--	--	28.2%	29.1%	--
- Tour Operator or Travel Agency	73.0%	--	--	71.8%	70.9%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	30.2%	--	--	31.6%	28.9%	--
Bed and Breakfast	20.4%	--	--	20.2%	21.3%	--
Half board	13.9%	--	--	10.7%	20.3%	--
Full board	4.4%	--	--	3.3%	6.7%	--
All inclusive	31.1%	--	--	34.2%	22.8%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



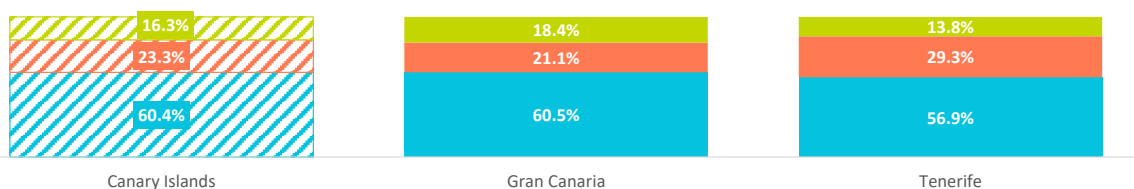
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	15.6%	--	--	18.2%	7.9%	--
4* Hotel	37.1%	--	--	33.7%	42.2%	--
5* Hotel / 5* Luxury Hotel	7.8%	--	--	8.6%	6.8%	--
Aparthotel / Tourist Villa	23.3%	--	--	21.1%	29.3%	--
House/room rented in a private dwelling	3.2%	--	--	3.9%	2.4%	--
Private accommodation ⁽¹⁾	7.3%	--	--	8.3%	6.7%	--
Others (Cottage, cruise, camping,...)	5.8%	--	--	6.2%	4.7%	--

(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

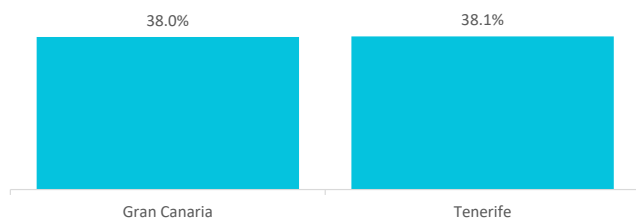
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	92.0%	--	--	93.2%	90.5%	--
Family reasons	5.2%	--	--	4.9%	7.1%	--
Business	0.4%	--	--	0.4%	0.0%	--
Education and training	0.3%	--	--	0.3%	0.2%	--
Sports training	1.4%	--	--	0.2%	2.3%	--
Health	0.1%	--	--	0.2%	0.0%	--
Conventions and Exhibitions	0.2%	--	--	0.2%	0.0%	--
Others	0.4%	--	--	0.5%	0.0%	--

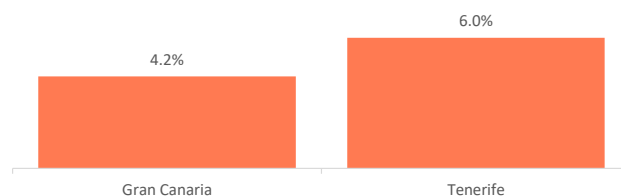
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	37.4%	--	--	38.0%	38.1%	--
Enjoy family time	45.3%	--	--	44.8%	46.6%	--
Have fun	7.7%	--	--	8.7%	5.1%	--
Explore the destination	4.7%	--	--	4.2%	6.0%	--
Practice their hobbies	2.4%	--	--	1.6%	2.7%	--
Other reasons	2.4%	--	--	2.7%	1.5%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	86.7%	--	--	84.7%	92.9%	--
Safety	54.1%	--	--	53.0%	54.3%	--
Tranquility	44.6%	--	--	45.5%	41.1%	--
Sea	44.3%	--	--	42.7%	50.3%	--
Accommodation supply	38.9%	--	--	38.1%	40.4%	--
Beaches	31.0%	--	--	30.5%	32.0%	--
Effortless trip	30.2%	--	--	29.8%	30.4%	--
Price	29.4%	--	--	29.2%	32.0%	--
European belonging	28.6%	--	--	28.4%	31.1%	--
Landscapes	23.0%	--	--	21.9%	25.4%	--
Environment	21.3%	--	--	21.3%	20.7%	--
Gastronomy	18.5%	--	--	16.0%	27.7%	--
Fun possibilities	16.7%	--	--	15.7%	18.5%	--
Authenticity	16.4%	--	--	15.1%	19.8%	--
Exoticism	6.2%	--	--	6.4%	5.8%	--
Hiking trail network	5.7%	--	--	4.8%	8.1%	--
Shopping	5.3%	--	--	5.1%	5.8%	--
Culture	4.3%	--	--	4.7%	4.2%	--
Historical heritage	3.9%	--	--	3.6%	3.7%	--
Nightlife	2.9%	--	--	2.3%	4.6%	--

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	61.2%	--	--	63.0%	60.0%	--
Friends or relatives	19.3%	--	--	18.4%	23.7%	--
Internet or social media	39.2%	--	--	37.3%	42.2%	--
Mass Media	0.8%	--	--	0.6%	0.5%	--
Travel guides and magazines	3.4%	--	--	2.6%	5.4%	--
Travel Blogs or Forums	3.3%	--	--	3.4%	1.9%	--
Travel TV Channels	0.3%	--	--	0.2%	0.6%	--
Tour Operator or Travel Agency	16.3%	--	--	15.4%	16.3%	--
Public administrations or similar	0.4%	--	--	0.4%	0.0%	--
Others	3.8%	--	--	4.4%	1.5%	--

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2023)

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SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.66	--	--	8.64	8.76	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	3.9%	--	--	4.5%	3.2%	--
Lived up to expectations	51.1%	--	--	52.1%	48.3%	--
Better or much better than expected	45.0%	--	--	43.4%	48.5%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.51	--	--	8.47	8.66	--
Recommend visiting the Canary Islands	8.83	--	--	8.75	9.11	--

RETURN TO THE
CANARY
ISLANDS

Canary Islands = 8.51

8.47

8.75

8.66

9.11

Gran Canaria

Tenerife

RECOMMEND
VISITING THE
CANARY ISLANDS

Canary Islands = 8.83

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	15.7%	--	--	15.3%	16.0%	--
Repeat tourists	84.3%	--	--	84.7%	84.0%	--
At least 10 previous visits	26.9%	--	--	29.6%	19.1%	--
Repeat tourists (last 5 years)	70.8%	--	--	70.1%	73.3%	--
Repeat tourists (last 5 years) (5 or more visits)	16.1%	--	--	16.5%	16.3%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	22.6%	--	--	47.4%	23.0%	--
Fuerteventura	21.4%	--	--	42.7%	20.5%	--
Gran Canaria	75.4%	--	--	79.4%	26.4%	--
Tenerife	55.4%	--	--	50.6%	74.7%	--
La Palma	5.7%	--	--	30.8%	0.0%	--
CANARY ISLANDS	84.3%	--	--	84.7%	84.0%	--

How to interpret the table

- Column Canary Islands = refers to the % of **repeat swedish tourists** on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of **repeat swedish tourist** on each island by island of stay in 2023. For example: 79.4% refers to % **repeat swedish tourist** who repeat Gran Canaria in 2023 and stay in Gran Canaria in this trip. 50.6% **swedish tourist** who stay in Gran Canaria in 2023 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % **repeat swedish tourists** by island of stay. For example: 84% refers to % **swedish 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	95.5%	--	--	95.7%	96.0%	--
Two islands	4.1%	--	--	3.8%	4.0%	--
Three or more islands	0.4%	--	--	0.5%	0.0%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	4.2%	--	--	0.3%	0.0%	--
Fuerteventura	4.8%	--	--	0.4%	0.0%	--
Gran Canaria	68.8%	--	--	100%	0.6%	--
Tenerife	23.0%	--	--	0.4%	100%	--
La Gomera	0.4%	--	--	0.2%	0.8%	--
La Palma	0.1%	--	--	0.1%	0.0%	--
El Hierro	0.0%	--	--	0.0%	0.0%	--
Cruise	0.0%	--	--	0.0%	0.0%	--

TOURIST PROFILE BY ISLAND OF STAY (2023)

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ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	4.4%	--	--	4.7%	1.8%	--
1 - 2 hours	13.4%	--	--	14.1%	10.4%	--
3 - 6 hours	31.8%	--	--	31.5%	31.0%	--
7 - 12 hours	41.8%	--	--	41.9%	47.2%	--
More than 12 hours	8.6%	--	--	7.8%	9.6%	--
Outdoor time per day	6.9	--	--	6.8	7.6	--



Canary
Islands
6.9

6.8

Gran Canaria

7.6

Tenerife

Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	74.4%	--	--	72.3%	81.8%	--
Beach	71.8%	--	--	69.7%	74.7%	--
Swimming pool, hotel facilities	71.3%	--	--	69.7%	73.3%	--
Explore the island on their own	37.4%	--	--	34.4%	43.1%	--
Taste Canarian gastronomy	18.5%	--	--	19.6%	13.3%	--
Hiking	17.6%	--	--	14.7%	25.9%	--
Organized excursions	12.6%	--	--	11.7%	12.2%	--
Nightlife / concerts / shows	10.1%	--	--	10.8%	9.0%	--
Theme parks	10.1%	--	--	6.4%	19.2%	--
Sea excursions / whale watching	8.4%	--	--	6.9%	9.1%	--
Wineries / markets / popular festivals	7.7%	--	--	5.5%	8.8%	--
Museums / exhibitions	6.9%	--	--	5.7%	12.5%	--
Other Nature Activities	5.8%	--	--	4.5%	11.4%	--
Swim	5.0%	--	--	4.9%	4.6%	--
Beauty and health treatments	4.8%	--	--	3.2%	5.9%	--
Running	4.7%	--	--	4.4%	5.6%	--
Practice other sports	3.1%	--	--	2.2%	5.1%	--
Astronomical observation	2.4%	--	--	2.4%	1.8%	--
Cycling / Mountain bike	2.0%	--	--	2.2%	1.1%	--
Surf	1.8%	--	--	0.9%	1.9%	--
Scuba Diving	1.8%	--	--	1.1%	1.2%	--
Golf	1.6%	--	--	0.7%	3.0%	--
Windsurf / Kitesurf	0.6%	--	--	0.3%	0.5%	--

WALK, WANDER



BEACH



TOURIST PROFILE BY ISLAND OF STAY (2023)

SWEDEN

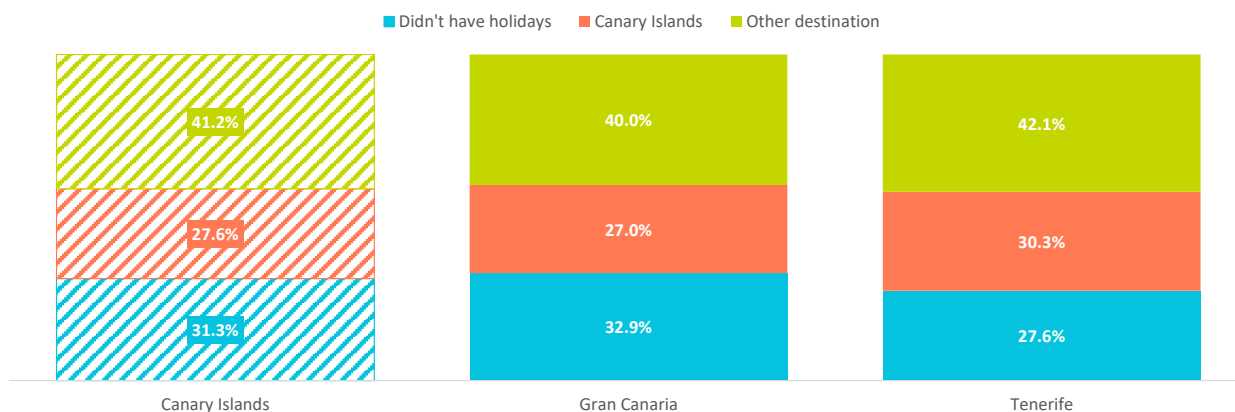


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	31.3%	--	--	32.9%	27.6%	--
Canary Islands	27.6%	--	--	27.0%	30.3%	--
Other destination	41.2%	--	--	40.0%	42.1%	--
Balearic Islands	0.9%	--	--	0.6%	0.7%	--
Rest of Spain	8.9%	--	--	9.9%	6.4%	--
Italy	4.2%	--	--	4.3%	2.9%	--
France	3.2%	--	--	3.6%	2.2%	--
Turkey	0.9%	--	--	0.8%	1.2%	--
Greece	8.0%	--	--	8.0%	6.3%	--
Portugal	0.8%	--	--	0.8%	1.3%	--
Croatia	2.4%	--	--	2.7%	2.3%	--
Egypt	0.1%	--	--	0.0%	0.4%	--
Tunisia	0.0%	--	--	0.0%	0.0%	--
Morocco	0.1%	--	--	0.0%	0.0%	--
Others	11.5%	--	--	9.4%	18.5%	--

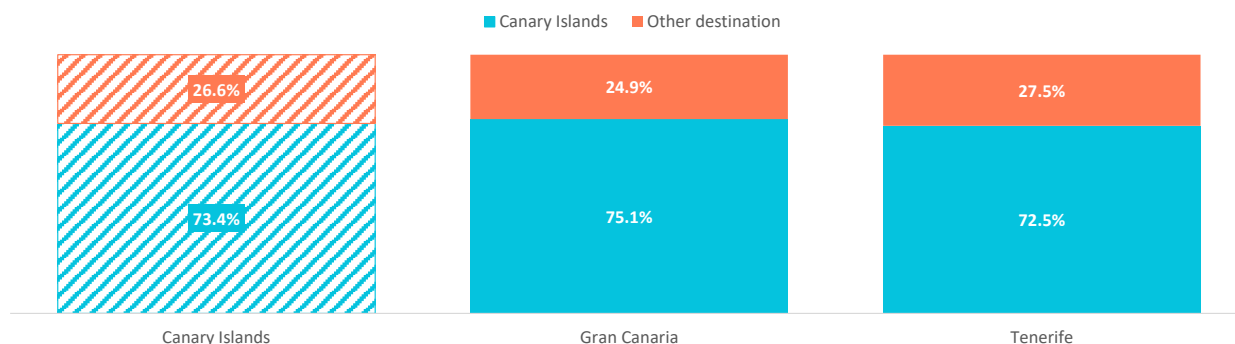
* Percentage of valid answers



What other destinations did they consider for this trip? *

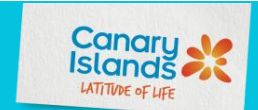
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	49.4%	--	--	52.5%	45.8%	--
Canary Islands (other island)	24.0%	--	--	22.7%	26.7%	--
Other destination	26.6%	--	--	24.9%	27.5%	--
Balearic Islands	1.7%	--	--	2.2%	0.0%	--
Rest of Spain	5.6%	--	--	5.0%	5.6%	--
Italy	3.3%	--	--	3.1%	3.3%	--
France	0.9%	--	--	1.1%	0.9%	--
Turkey	0.8%	--	--	0.9%	0.3%	--
Greece	4.4%	--	--	3.9%	5.5%	--
Portugal	2.6%	--	--	1.7%	4.6%	--
Croatia	1.4%	--	--	1.2%	2.4%	--
Egypt	1.7%	--	--	1.3%	2.3%	--
Others	4.1%	--	--	4.5%	2.5%	--

* Percentage of valid answers



TOURIST PROFILE BY ISLAND OF STAY (2023)

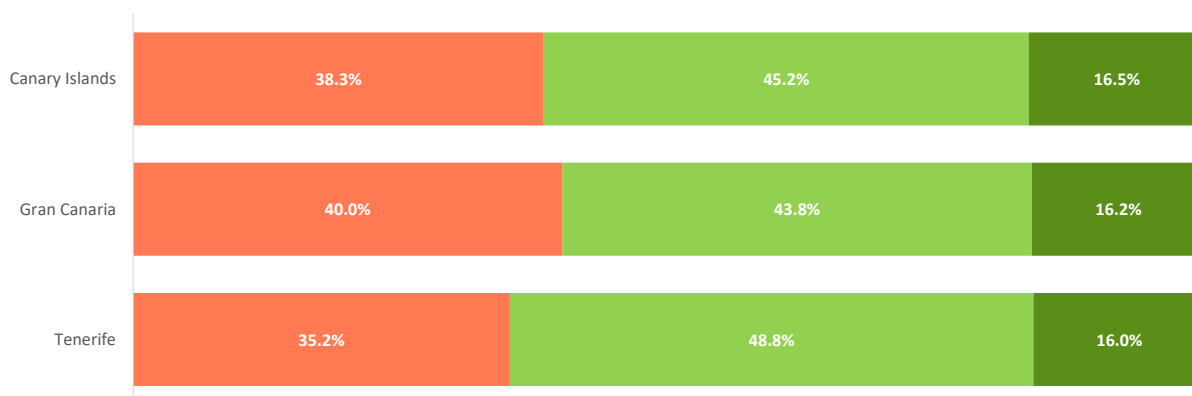
SWEDEN



SUSTAINABLE DESTINATION

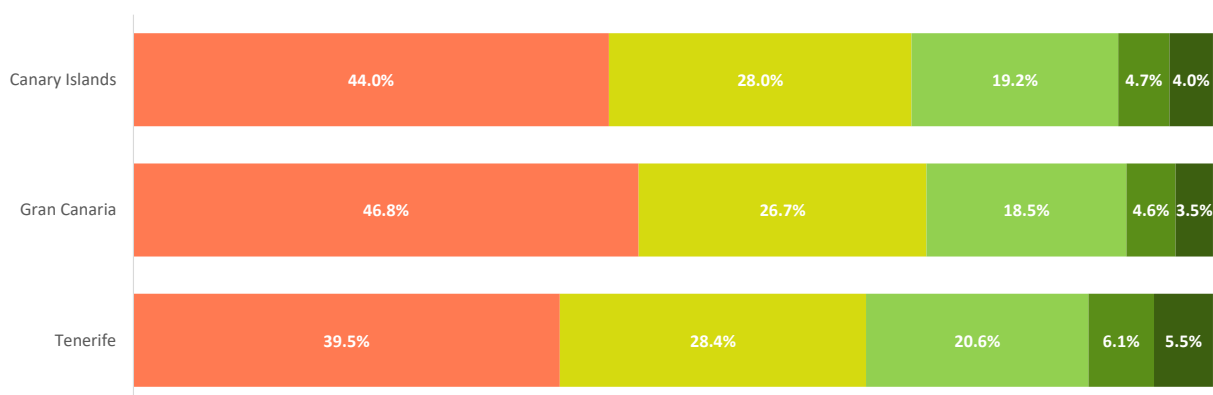
When booking a trip, do they tend to choose the most sustainable options?

■ 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



Percepcion of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.7	--	--	7.7	7.7	--
Tolerance towards tourism	8.3	--	--	8.3	8.3	--
Cleanliness of the island	7.9	--	--	7.9	8.1	--
Air quality	7.9	--	--	7.9	7.8	--
Rational water consumption	7.3	--	--	7.4	7.2	--
Energy saving	6.8	--	--	6.9	6.6	--
Use of renewable energy	6.8	--	--	7.0	6.1	--
Recycling	6.5	--	--	6.6	6.1	--
Easy to get around by public transport	7.2	--	--	7.4	6.8	--
Overcrowding in tourist areas	6.4	--	--	6.5	6.3	--
Supply of local products	6.5	--	--	6.6	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
Sweden	79.6%	--	--	80.6%	79.3%	--
Denmark	14.5%	--	--	13.5%	18.3%	--
Spanish Mainland	2.3%	--	--	2.4%	0.0%	--
Norway	2.1%	--	--	2.5%	1.1%	--
Germany	0.5%	--	--	0.4%	0.6%	--
Others	1.0%	--	--	0.6%	0.7%	--

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.