

TOURIST PROFILE BY ISLAND OF STAY (2023)

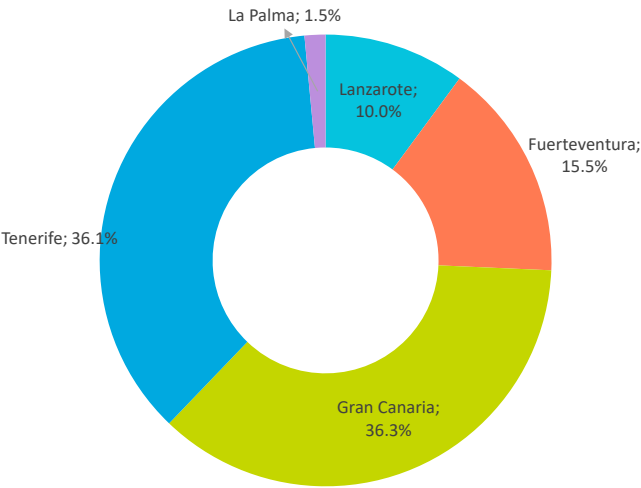
SWITZERLAND



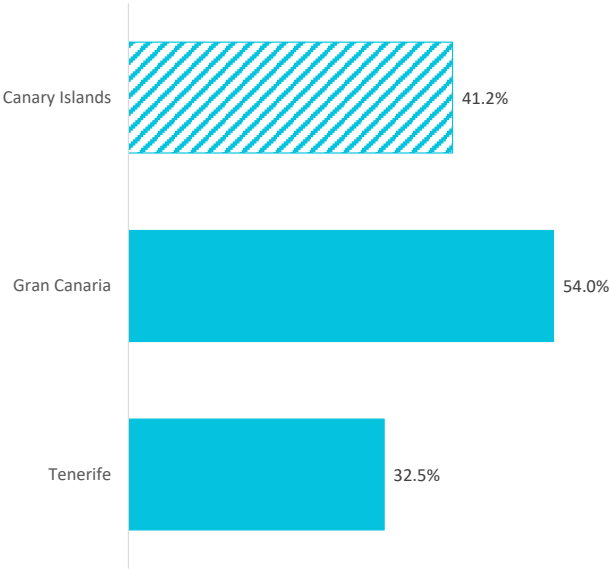
INBOUND TOURISM AND TOURIST EXPENDITURE

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	168,348	16,899	26,094	61,032	60,783	2,501
% Tourists	100%	10.0%	15.5%	36.3%	36.1%	1.5%
% tourists who book holiday package	41.2%	--	--	54.0%	32.5%	--
Expenditure per tourist (€)	1,614	--	--	1,780	1,552	--
- book holiday package	1,839	--	--	2,035	1,734	--
- holiday package	1,527	--	--	1,723	1,346	--
- others	312	--	--	311	388	--
- do not book holiday package	1,457	--	--	1,482	1,464	--
- flight	369	--	--	361	391	--
- accommodation	553	--	--	619	491	--
- others	535	--	--	502	581	--
Average lenght of stay	9.69	--	--	9.68	10.26	--
Average daily expenditure (€)	189.4	--	--	210.1	176.3	--
Average daily expenditure without flight (€)	138.6	--	--	152.8	130.8	--
Average cost of the flight (€)	427.4	--	--	470.9	416.0	--
Total turnover (≥ 16 years old) (€m)	272	--	--	109	94	--
% Turnover	100%	--	--	40.0%	34.7%	--
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	304,672	33,505	56,815	97,992	113,755	2,605
Children < 16 years old (FRONTUR - EGT)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.

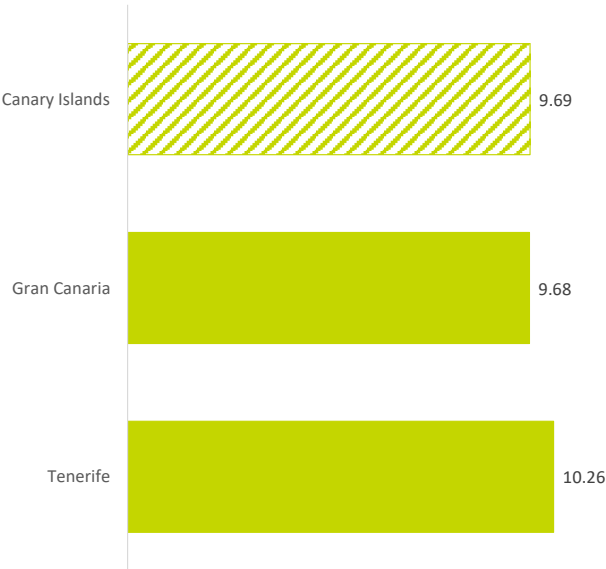
% TOURISTS (≥ 16 years old)



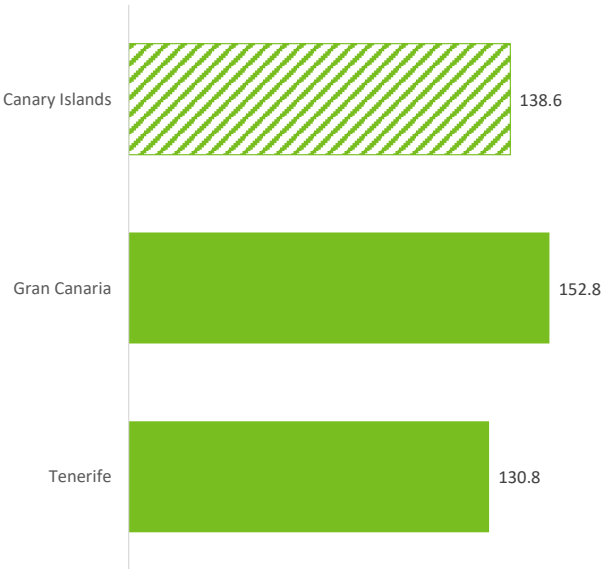
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



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	85.6%	--	--	88.7%	81.1%	--
- Additional accommodation expenses	9.1%	--	--	7.7%	6.5%	--
Transport:						
- National/International Transport	95.4%	--	--	96.7%	93.3%	--
- Flights between islands	6.4%	--	--	4.4%	5.5%	--
- Taxi	40.2%	--	--	48.4%	37.7%	--
- Car rental	42.2%	--	--	22.6%	54.6%	--
- Public transport	11.4%	--	--	11.2%	12.3%	--
Food and drink:						
- Food purchases at supermarkets	59.0%	--	--	54.2%	65.0%	--
- Restaurants	69.8%	--	--	67.5%	79.8%	--
Leisure:						
- Organized excursions	27.2%	--	--	17.7%	42.9%	--
- Sport activities	11.9%	--	--	7.8%	11.6%	--
- Cultural activities	3.3%	--	--	1.0%	5.2%	--
- Museums	6.8%	--	--	3.8%	5.3%	--
- Theme Parks	12.1%	--	--	6.5%	21.7%	--
- Discos and pubs	8.2%	--	--	10.6%	8.5%	--
- Wellness	11.1%	--	--	8.7%	17.1%	--
Purchases of goods:						
- Souvenirs	39.7%	--	--	33.2%	46.6%	--
- Real estate	0.2%	--	--	0.0%	0.0%	--
- Other purchases	0.0%	--	--	0.0%	0.0%	--
Others:						
- Medical expenses	10.5%	--	--	11.3%	12.9%	--
- Other expenses	4.5%	--	--	2.9%	4.6%	--

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:	1,077	--	--	1,260	858	--
- Accommodation	832	--	--	1,000	711	--
- Additional accommodation expenses	246	--	--	260	147	--
Transport:	811	--	--	783	856	--
- National/International Transport	448	--	--	487	446	--
- Flights between islands	95	--	--	55	128	--
- Taxi	94	--	--	75	103	--
- Car rental	146	--	--	134	146	--
- Public transport	29	--	--	33	34	--
Food and drink:	342	--	--	362	367	--
- Food purchases at supermarkets	117	--	--	142	109	--
- Restaurants	225	--	--	220	257	--
Leisure:	530	--	--	539	435	--
- Organized excursions	87	--	--	63	102	--
- Sport activities	133	--	--	146	59	--
- Cultural activities	47	--	--	50	38	--
- Museums	41	--	--	43	31	--
- Theme Parks	57	--	--	43	64	--
- Discos and pubs	78	--	--	112	51	--
- Wellness	87	--	--	82	90	--
Purchases of goods:	208	--	--	146	98	--
- Souvenirs	106	--	--	146	98	--
- Real estate	102	--	--	0	0	--
- Other purchases	0	--	--	0	0	--
Others:	131	--	--	123	132	--
- Medical expenses	51	--	--	70	42	--
- Other expenses	80	--	--	53	90	--

TOURIST PROFILE

Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	51.4%	--	--	55.6%	42.2%	--
Percentage of women	48.6%	--	--	44.4%	57.8%	--
Age						
Average age (tourists above 16 years old)	43.65	--	--	45.84	41.65	--
Standard deviation	16.1	--	--	17.7	14.9	--
Age range						
16-24 years old	11.2%	--	--	13.6%	11.7%	--
25-30 years old	15.1%	--	--	15.2%	11.8%	--
31-45 years old	28.9%	--	--	16.6%	39.5%	--
46-60 years old	26.1%	--	--	30.2%	21.9%	--
Over 60 years old	18.7%	--	--	24.4%	15.1%	--
Occupation						
Salaried worker	60.6%	--	--	56.9%	65.3%	--
Self-employed	6.8%	--	--	8.6%	5.3%	--
Unemployed	0.4%	--	--	0.0%	0.7%	--
Business owner	11.6%	--	--	8.0%	12.6%	--
Student	4.5%	--	--	5.4%	2.8%	--
Retired	13.1%	--	--	18.1%	10.2%	--
Unpaid domestic work	0.8%	--	--	0.0%	1.9%	--
Others	2.3%	--	--	3.0%	1.2%	--
Annual household income level						
Less than €25,000	4.1%	--	--	5.2%	1.7%	--
€25,000 - €49,999	13.1%	--	--	17.0%	11.2%	--
€50,000 - €74,999	21.7%	--	--	18.7%	23.6%	--
More than €74,999	61.1%	--	--	59.1%	63.4%	--
Education level						
No studies	1.0%	--	--	2.2%	0.0%	--
Primary education	4.2%	--	--	5.8%	3.8%	--
Secondary education	24.8%	--	--	27.1%	24.1%	--
Higher education	70.0%	--	--	64.9%	72.1%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	16.3%	--	--	23.1%	10.1%	--
Only with partner	49.6%	--	--	42.4%	56.5%	--
Only with children (< 13 years old)	3.6%	--	--	2.5%	4.2%	--
Partner + children (< 13 years old)	3.7%	--	--	4.2%	3.4%	--
Other relatives	7.7%	--	--	6.8%	9.6%	--
Friends	9.8%	--	--	12.7%	9.0%	--
Work colleagues	0.8%	--	--	1.4%	0.0%	--
Organized trip	0.1%	--	--	0.0%	0.0%	--
Other combinations ⁽²⁾	8.5%	--	--	7.0%	7.2%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	10.3%	--	--	9.0%	10.1%	--
- Between 0 and 2 years old	2.3%	--	--	1.7%	4.3%	--
- Between 3 and 12 years old	7.1%	--	--	5.6%	5.9%	--
- Between 0 -2 and 3-12 years old	1.0%	--	--	1.7%	0.0%	--
Tourists without children	89.7%	--	--	91.0%	89.9%	--
Group composition:						
- 1 person	19.2%	--	--	25.3%	13.3%	--
- 2 people	59.9%	--	--	53.2%	66.2%	--
- 3 people	9.4%	--	--	11.0%	9.6%	--
- 4 or 5 people	9.9%	--	--	7.9%	9.5%	--
- 6 or more people	1.7%	--	--	2.6%	1.3%	--
Average group size:	2.23	--	--	2.20	2.24	--

*People who share the main expenses of the trip

% TOURISTS WHO
TRAVEL ONLY
WITH PARTNER

42.4% 49.6% 56.5%

Gran Canaria

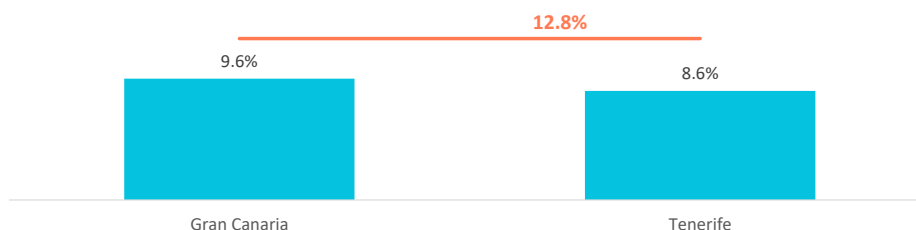
Tenerife

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	27.6%	--	--	34.4%	23.1%	--
Between 1 and 2 months	28.5%	--	--	23.3%	34.9%	--
Between 3 and 6 months	30.9%	--	--	31.9%	33.4%	--
More than 6 months	12.8%	--	--	9.6%	8.6%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



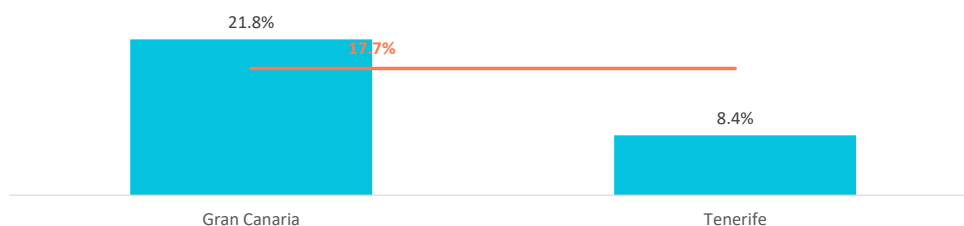
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	57.4%	--	--	47.8%	63.6%	--
- Tour Operator or Travel Agency	42.6%	--	--	52.2%	36.4%	--
Accommodation						
- Directly with the accommodation	42.6%	--	--	35.7%	47.8%	--
- Tour Operator or Travel Agency	57.4%	--	--	64.3%	52.2%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	28.8%	--	--	22.1%	34.3%	--
Bed and Breakfast	23.9%	--	--	22.0%	32.1%	--
Half board	26.7%	--	--	31.2%	22.5%	--
Full board	2.9%	--	--	2.8%	2.8%	--
All inclusive	17.7%	--	--	21.8%	8.4%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



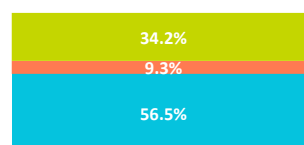
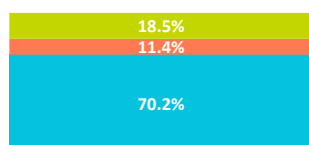
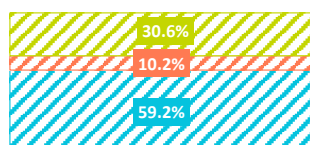
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	10.6%	--	--	14.5%	9.3%	--
4* Hotel	32.6%	--	--	35.8%	32.8%	--
5* Hotel / 5* Luxury Hotel	15.9%	--	--	19.9%	14.3%	--
Aparthotel / Tourist Villa	10.2%	--	--	11.4%	9.3%	--
House/room rented in a private dwelling	9.5%	--	--	3.7%	12.2%	--
Private accommodation ⁽¹⁾	8.8%	--	--	6.7%	12.1%	--
Others (Cottage, cruise, camping,...)	12.3%	--	--	8.0%	10.0%	--

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



Canary Islands

Gran Canaria

Tenerife

TRIP MOTIVATION AND DESTINATION CHOICE

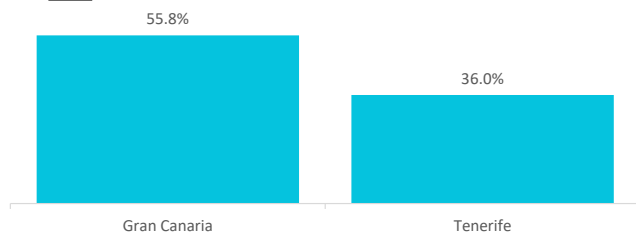
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	90.9%	--	--	90.0%	91.7%	--
Family reasons	5.2%	--	--	5.3%	7.1%	--
Business	0.4%	--	--	0.7%	0.0%	--
Education and training	0.0%	--	--	0.0%	0.0%	--
Sports training	1.7%	--	--	1.8%	0.8%	--
Health	0.2%	--	--	0.7%	0.0%	--
Conventions and Exhibitions	0.4%	--	--	0.0%	0.0%	--
Others	1.1%	--	--	1.5%	0.3%	--

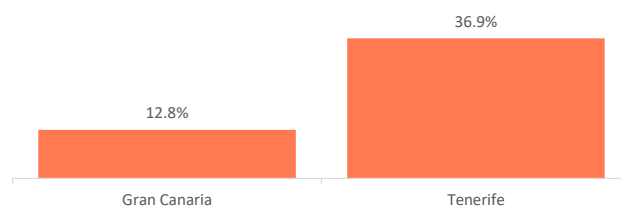
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	42.9%	--	--	55.8%	36.0%	--
Enjoy family time	11.3%	--	--	9.7%	15.1%	--
Have fun	11.3%	--	--	16.7%	6.9%	--
Explore the destination	27.7%	--	--	12.8%	36.9%	--
Practice their hobbies	4.8%	--	--	3.8%	4.7%	--
Other reasons	1.9%	--	--	1.2%	0.3%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	72.7%	--	--	74.1%	76.1%	--
Safety	58.8%	--	--	64.1%	52.0%	--
Tranquility	50.7%	--	--	59.2%	52.4%	--
Sea	49.3%	--	--	59.7%	39.6%	--
Accommodation supply	46.8%	--	--	47.9%	48.4%	--
Beaches	42.2%	--	--	30.8%	51.8%	--
Effortless trip	38.7%	--	--	47.9%	38.4%	--
Price	37.1%	--	--	36.7%	40.1%	--
European belonging	34.2%	--	--	47.0%	28.6%	--
Landscapes	32.9%	--	--	33.7%	35.6%	--
Environment	30.3%	--	--	26.9%	34.5%	--
Gastronomy	24.9%	--	--	24.6%	31.3%	--
Fun possibilities	22.8%	--	--	23.2%	24.5%	--
Authenticity	17.9%	--	--	20.8%	15.3%	--
Exoticism	10.5%	--	--	16.2%	8.6%	--
Hiking trail network	9.8%	--	--	7.2%	14.2%	--
Shopping	9.2%	--	--	7.6%	9.3%	--
Culture	8.9%	--	--	8.5%	9.2%	--
Historical heritage	6.6%	--	--	6.8%	5.6%	--
Nightlife	5.4%	--	--	11.2%	2.6%	--

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	40.9%	--	--	45.1%	43.8%	--
Friends or relatives	30.5%	--	--	27.0%	35.5%	--
Internet or social media	54.5%	--	--	48.7%	53.6%	--
Mass Media	1.9%	--	--	1.8%	1.2%	--
Travel guides and magazines	8.9%	--	--	3.8%	11.8%	--
Travel Blogs or Forums	7.1%	--	--	5.1%	7.2%	--
Travel TV Channels	1.2%	--	--	1.2%	1.2%	--
Tour Operator or Travel Agency	16.6%	--	--	20.4%	15.2%	--
Public administrations or similar	0.0%	--	--	0.0%	0.0%	--
Others	4.0%	--	--	4.4%	5.5%	--

* Multi-choice question

TOURIST PROFILE BY ISLAND OF STAY (2023)

SWITZERLAND

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.66	--	--	8.64	8.75	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	2.4%	--	--	3.6%	0.7%	--
Lived up to expectations	57.2%	--	--	64.1%	54.3%	--
Better or much better than expected	40.4%	--	--	32.3%	45.0%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.54	--	--	8.27	8.82	--
Recommend visiting the Canary Islands	8.78	--	--	8.46	9.14	--

 RETURN TO THE
CANARY
ISLANDS


Canary Islands = 8.54

8.27

8.46

8.82

9.14

Gran Canaria

Tenerife

 RECOMMEND
VISITING THE
CANARY ISLANDS


Canary Islands = 8.78

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	33.7%	--	--	25.9%	38.1%	--
Repeat tourists	66.3%	--	--	74.1%	61.9%	--
At least 10 previous visits	19.4%	--	--	23.1%	17.5%	--
Repeat tourists (last 5 years)	59.1%	--	--	64.4%	56.3%	--
Repeat tourists (last 5 years) (5 or more visits)	15.8%	--	--	18.2%	13.9%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	30.9%	--	--	6.9%	13.2%	--
Fuerteventura	26.9%	--	--	21.4%	18.2%	--
Gran Canaria	41.6%	--	--	60.9%	12.3%	--
Tenerife	43.2%	--	--	14.9%	55.4%	--
La Palma	8.4%	--	--	7.9%	13.3%	--
CANARY ISLANDS	66.3%	--	--	74.1%	61.9%	--

How to interpret the table

- Column Canary Islands = refers to the % of repeat swiss tourists on each island regardless of island of stay in this trip (2023).
- Column each island = refers to the % of repeat swiss tourist on each island by island of stay in 2023. For example: 60.9% refers to % repeat swiss tourist who repeat Gran Canaria in 2023 and stay in Gran Canaria in this trip. 14.9% swiss tourist who stay in Gran Canaria in 2023 and has previously been to Tenerife.
- Row CANARY ISLANDS = refers to the % repeat swiss tourists by island of stay. For example: 61.9% refers to % swiss 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	91.6%	--	--	91.0%	93.0%	--
Two islands	8.1%	--	--	9.0%	7.0%	--
Three or more islands	0.3%	--	--	0.0%	0.0%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	10.2%	--	--	0.0%	0.0%	--
Fuerteventura	16.0%	--	--	0.8%	0.0%	--
Gran Canaria	36.3%	--	--	100%	0.0%	--
Tenerife	37.3%	--	--	2.4%	100%	--
La Gomera	0.4%	--	--	0.0%	0.5%	--
La Palma	2.1%	--	--	1.0%	0.4%	--
El Hierro	0.1%	--	--	0.0%	0.0%	--
Cruise	0.3%	--	--	0.0%	0.0%	--

ACTIVITIES IN THE CANARY ISLANDS

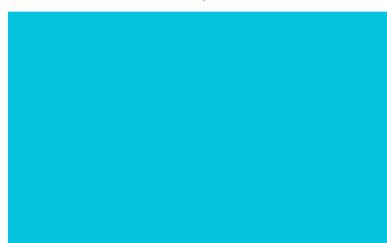
Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	0.6%	--	--	0.8%	0.0%	--
1 - 2 hours	8.3%	--	--	9.6%	5.7%	--
3 - 6 hours	26.8%	--	--	26.4%	25.2%	--
7 - 12 hours	52.8%	--	--	54.4%	58.2%	--
More than 12 hours	11.4%	--	--	8.8%	10.9%	--
Outdoor time per day	8.1	--	--	7.9	8.3	--



Canary
Islands
8.1

7.9



Gran Canaria

8.3



Tenerife

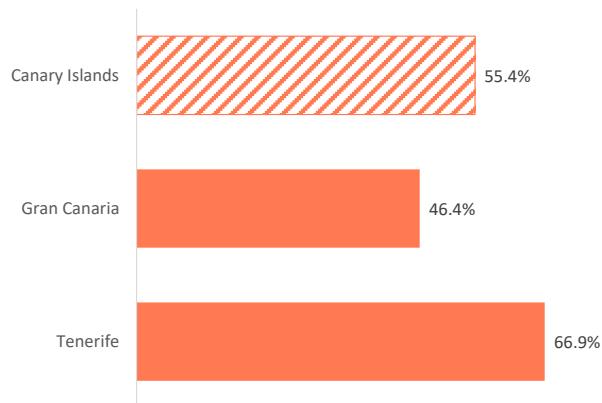
Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	77.6%	--	--	78.9%	83.4%	--
Beach	55.4%	--	--	46.4%	66.9%	--
Swimming pool, hotel facilities	49.1%	--	--	34.9%	61.1%	--
Explore the island on their own	46.3%	--	--	52.3%	49.8%	--
Taste Canarian gastronomy	29.7%	--	--	24.7%	39.2%	--
Hiking	21.1%	--	--	8.7%	29.8%	--
Organized excursions	17.6%	--	--	26.2%	16.7%	--
Nightlife / concerts / shows	17.0%	--	--	14.4%	25.5%	--
Theme parks	14.9%	--	--	10.0%	25.9%	--
Sea excursions / whale watching	12.5%	--	--	7.2%	9.6%	--
Wineries / markets / popular festivals	12.1%	--	--	7.8%	22.2%	--
Museums / exhibitions	11.3%	--	--	6.9%	6.8%	--
Other Nature Activities	9.4%	--	--	9.5%	11.9%	--
Swim	9.3%	--	--	4.3%	13.9%	--
Beauty and health treatments	8.3%	--	--	8.7%	10.9%	--
Running	5.7%	--	--	7.9%	4.5%	--
Practice other sports	5.0%	--	--	10.1%	2.6%	--
Astronomical observation	4.0%	--	--	3.0%	6.0%	--
Cycling / Mountain bike	4.0%	--	--	2.6%	5.2%	--
Surf	3.6%	--	--	1.4%	1.5%	--
Scuba Diving	3.4%	--	--	3.3%	4.1%	--
Golf	2.4%	--	--	1.2%	2.7%	--
Windsurf / Kitesurf	1.9%	--	--	0.0%	1.0%	--

WALK, WANDER



BEACH

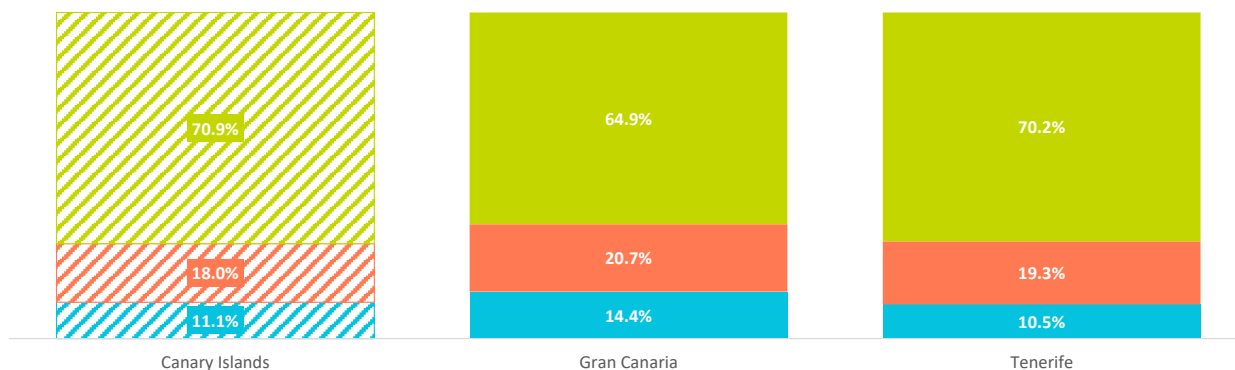


COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	11.1%	--	--	14.4%	10.5%	--
Canary Islands	18.0%	--	--	20.7%	19.3%	--
Other destination	70.9%	--	--	64.9%	70.2%	--
Balearic Islands	4.5%	--	--	5.6%	3.0%	--
Rest of Spain	7.3%	--	--	8.8%	6.8%	--
Italy	16.0%	--	--	10.1%	15.5%	--
France	8.4%	--	--	8.0%	6.0%	--
Turkey	2.4%	--	--	3.7%	2.0%	--
Greece	4.4%	--	--	4.7%	3.7%	--
Portugal	5.6%	--	--	2.5%	7.0%	--
Croatia	3.0%	--	--	2.7%	4.9%	--
Egypt	1.8%	--	--	1.1%	1.1%	--
Tunisia	0.0%	--	--	0.0%	0.0%	--
Morocco	1.2%	--	--	0.7%	2.3%	--
Others	16.3%	--	--	16.9%	17.9%	--

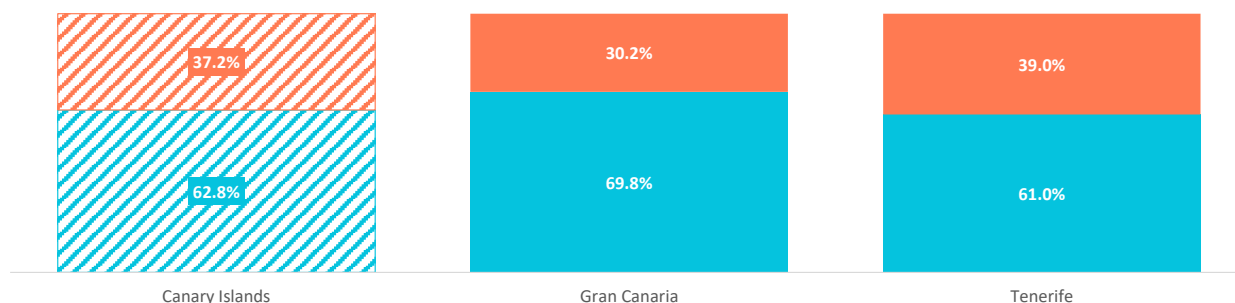
* Percentage of valid answers

■ Didn't have holidays
 ■ Canary Islands
 ■ Other destination


What other destinations did they consider for this trip? *

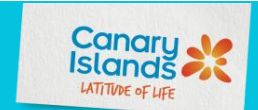
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	36.6%	--	--	38.0%	39.5%	--
Canary Islands (other island)	26.2%	--	--	31.8%	21.5%	--
Other destination	37.2%	--	--	30.2%	39.0%	--
Balearic Islands	3.0%	--	--	1.5%	3.9%	--
Rest of Spain	5.5%	--	--	6.6%	4.4%	--
Italy	4.0%	--	--	2.6%	3.1%	--
France	0.7%	--	--	1.3%	0.2%	--
Turkey	2.1%	--	--	1.8%	1.7%	--
Greece	9.3%	--	--	7.6%	9.3%	--
Portugal	4.3%	--	--	1.0%	7.7%	--
Croatia	0.7%	--	--	0.9%	0.9%	--
Egypt	3.5%	--	--	2.3%	4.6%	--
Others	4.0%	--	--	4.7%	3.1%	--

* Percentage of valid answers

■ Canary Islands
 ■ Other destination


TOURIST PROFILE BY ISLAND OF STAY (2023)

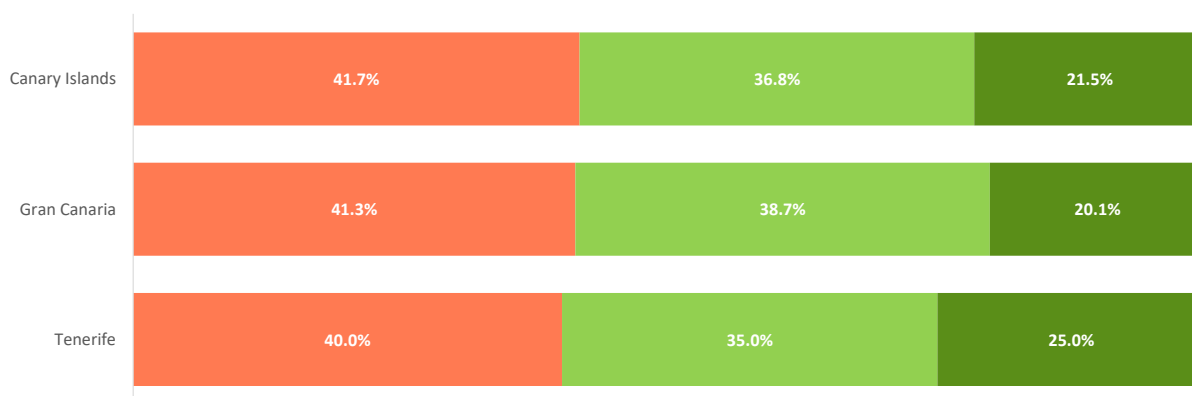
SWITZERLAND



SUSTAINABLE DESTINATION

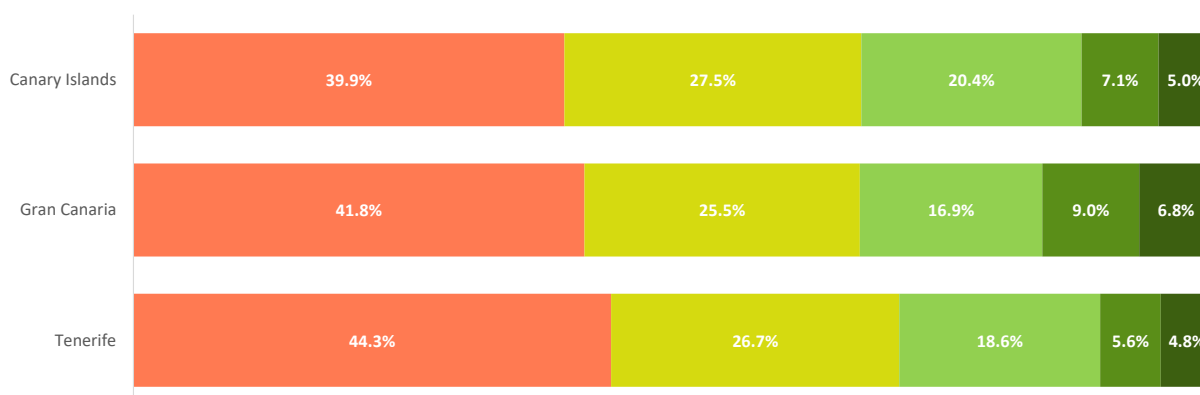
When booking a trip, do they tend to choose the most sustainable options?

■ 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



Percepction of the following sustainability measures during their stay *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.8	--	--	7.9	7.8	--
Tolerance towards tourism	8.3	--	--	8.4	8.4	--
Cleanliness of the island	7.6	--	--	7.5	7.5	--
Air quality	8.1	--	--	8.0	7.9	--
Rational water consumption	7.3	--	--	7.2	7.4	--
Energy saving	6.6	--	--	6.7	6.5	--
Use of renewable energy	6.6	--	--	7.2	6.3	--
Recycling	6.5	--	--	6.6	6.7	--
Easy to get around by public transport	6.9	--	--	7.5	7.0	--
Overcrowding in tourist areas	6.4	--	--	6.6	6.3	--
Supply of local products	7.1	--	--	7.1	7.0	--

* 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
Switzerland	80.7%	--	--	85.3%	81.5%	--
Spanish Mainland	10.2%	--	--	7.7%	10.2%	--
Germany	3.1%	--	--	1.7%	2.7%	--
Italy	2.4%	--	--	0.0%	4.0%	--
Austria	0.9%	--	--	1.6%	0.7%	--
Others	2.7%	--	--	3.7%	0.8%	--

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.