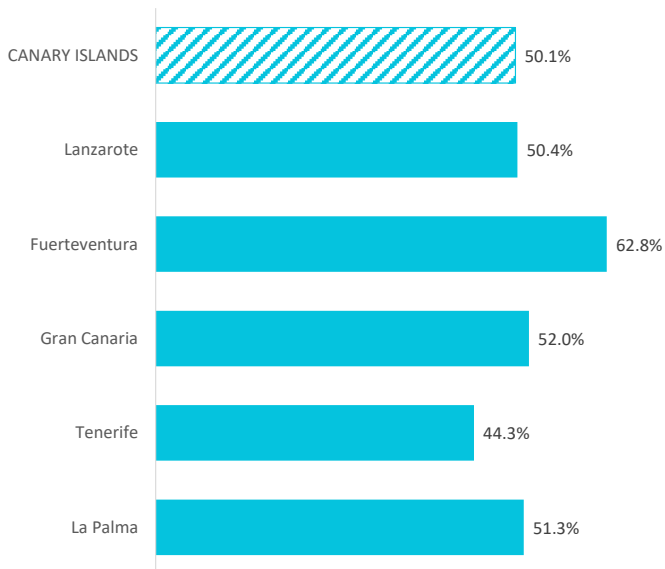


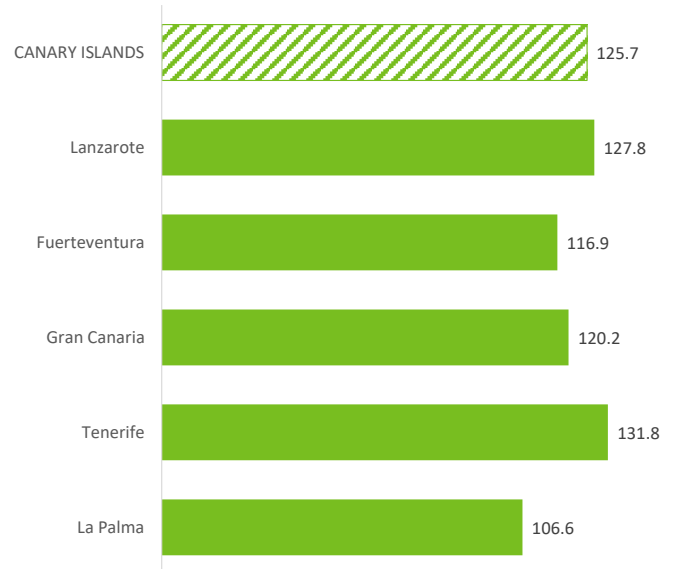
INBOUND TOURISM AND TOURIST EXPENDITURE

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	2,789,181	2,186,254	4,040,620	6,277,692	155,114
% Tourists	100%	18.0%	14.1%	26.1%	40.5%	1.0%
% tourists who book holiday package	50.1%	50.4%	62.8%	52.0%	44.3%	51.3%
Expenditure per tourist (€)	1,443	1,428	1,417	1,494	1,431	1,294
- book holiday package	1,656	1,590	1,571	1,733	1,680	1,377
- holiday package	1,378	1,325	1,382	1,441	1,362	1,119
- others	278	266	189	293	317	258
- do not book holiday package	1,230	1,264	1,155	1,234	1,233	1,206
- flight	328	327	317	341	323	358
- accommodation	409	480	418	401	383	420
- others	493	457	420	493	526	427
Average lenght of stay	9.37	8.78	9.19	10.48	8.97	9.46
Average daily expenditure (€)	176.9	177.9	170.6	170.9	183.1	154.3
Average daily expenditure without flight (€)	125.7	127.8	116.9	120.2	131.8	106.6
Average cost of the flight (€)	410.7	400.0	440.9	429.1	393.3	394.2
Total turnover (≥ 16 years old) (€m)	22,351	3,983	3,097	6,035	8,982	201
% Turnover	100%	17.8%	13.9%	27.0%	40.2%	0.9%
Turnover without flight (≥ 16 years old) (€m)	15,991	2,868	2,133	4,301	6,513	140
Tourist arrivals (FRONTUR)	17,767,833	3,238,044	2,493,116	4,587,405	7,237,603	170,147
Passenger arrivals on non-stop flights (AENA)	21,240,161	3,660,281	2,675,296	6,020,647	8,660,792	223,092
Children < 15 years old (FRONTUR - EGT)	2,283,097	448,863	306,862	546,785	959,911	15,033

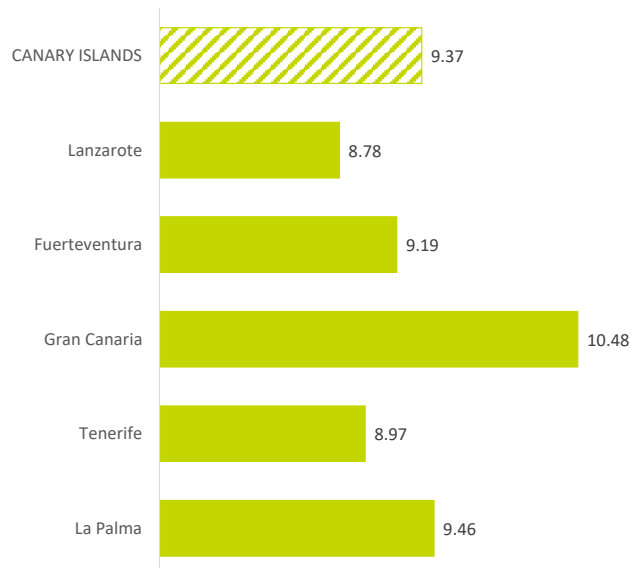
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



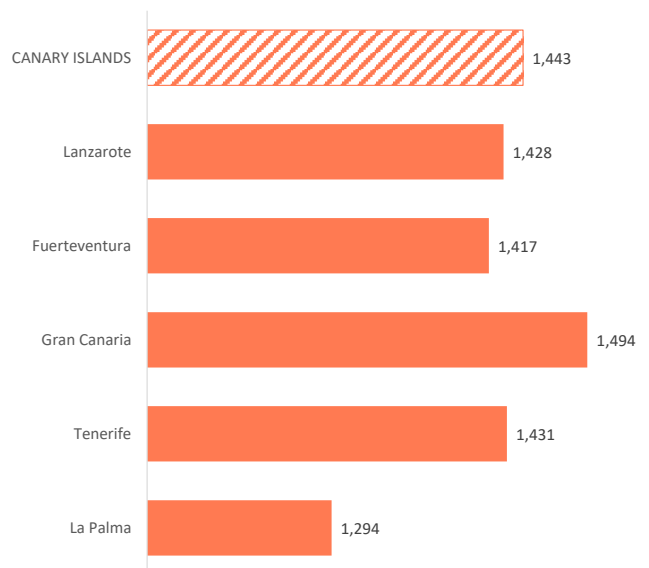
EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



AVERAGE LENGHT OF STAY



EXPENDITURE PER TOURIST (€)



Tourist profile

CANARY ISLANDS AND ISLANDS: 2024



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

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	84.5%	90.7%	90.0%	81.5%	81.6%	91.7%
- Additional accommodation expenses	6.2%	4.6%	7.1%	5.6%	7.0%	7.8%
Transport:						
- National/International Transport	95.7%	97.6%	97.6%	95.0%	94.5%	97.0%
- Flights between islands	4.5%	5.7%	6.0%	3.4%	4.1%	7.9%
- Taxi	50.9%	47.9%	53.2%	53.7%	50.2%	22.3%
- Car rental	31.6%	32.6%	29.5%	22.7%	36.7%	68.1%
- Public transport	11.0%	7.4%	7.7%	16.0%	10.4%	13.0%
Food and drink:						
- Food purchases at supermarkets	58.0%	59.7%	54.7%	58.7%	57.6%	71.8%
- Restaurants	66.6%	68.0%	49.6%	64.2%	73.2%	82.3%
Leisure:						
- Organized excursions	23.7%	22.9%	19.5%	16.5%	29.9%	30.6%
- Sport activities	6.9%	6.5%	7.9%	5.5%	7.6%	7.5%
- Cultural activities	2.8%	3.8%	1.0%	3.1%	2.8%	2.9%
- Museums	5.4%	12.2%	2.6%	4.7%	3.5%	13.6%
- Theme Parks	11.3%	6.1%	4.2%	4.9%	20.5%	1.6%
- Discos and pubs	10.7%	10.6%	6.0%	9.3%	13.7%	1.0%
- Wellness	4.5%	3.4%	3.4%	3.7%	6.0%	2.2%
Purchases of goods:						
- Souvenirs	41.2%	43.4%	42.1%	40.1%	40.8%	39.4%
- Real estate	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
- Other purchases	0.8%	0.7%	0.7%	0.8%	1.0%	0.7%
Others:						
- Medical expenses	6.7%	6.8%	6.0%	6.3%	7.1%	7.3%
- Other expenses	4.8%	4.5%	5.7%	4.2%	4.9%	9.2%

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:	881	824	906	1,017	821	672
- Accommodation	719	699	723	780	693	565
- Additional accommodation expenses	162	125	184	237	128	107
Transport:	752	682	765	793	755	801
- National/International Transport	429	410	452	451	416	406
- Flights between islands	81	59	61	98	95	113
- Taxi	88	77	100	83	91	106
- Car rental	123	110	121	125	126	150
- Public transport	30	26	32	36	27	26
Food and drink:	324	331	245	364	320	213
- Food purchases at supermarkets	115	113	100	143	105	82
- Restaurants	209	219	146	221	216	131
Leisure:	553	522	539	561	549	362
- Organized excursions	95	88	100	99	94	90
- Sport activities	104	94	114	115	99	62
- Cultural activities	62	57	70	66	64	23
- Museums	37	49	25	32	27	19
- Theme Parks	76	68	67	71	79	26
- Discos and pubs	102	101	91	111	101	78
- Wellness	78	66	72	67	86	62
Purchases of goods:	21,536	601	48,532	12,477	31,151	205
- Souvenirs	89	82	79	114	81	56
- Real estate	21,287	354	48,386	12,254	30,860	50
- Other purchases	160	165	68	108	211	99
Others:	123	116	128	114	131	88
- Medical expenses	39	38	39	46	36	17
- Other expenses	84	78	89	68	95	71

Tourist profile

CANARY ISLANDS AND ISLANDS: 2024

TOURIST PROFILE

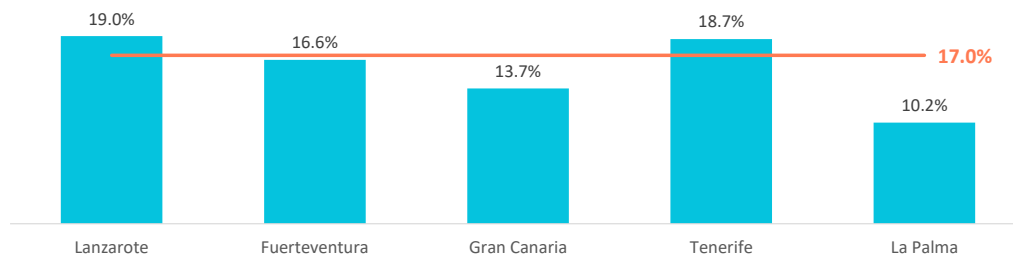
Who are they?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	48.4%	47.5%	46.9%	50.7%	47.8%	48.2%
Percentage of women	51.6%	52.5%	53.1%	49.3%	52.2%	51.8%
Age						
Average age (tourists above 16 years old)	46.79	50.83	47.37	46.62	44.83	49.19
Standard deviation	16.8	16.4	16.8	17.4	16.4	14.8
Age range						
16-24 years old	10.5%	6.5%	10.1%	12.2%	11.3%	5.0%
25-30 years old	10.9%	7.4%	10.4%	10.9%	12.6%	9.3%
31-45 years old	28.9%	25.2%	27.2%	26.9%	32.4%	25.3%
46-60 years old	24.3%	27.6%	26.8%	23.8%	22.1%	34.3%
Over 60 years old	25.5%	33.3%	25.5%	26.1%	21.6%	26.2%
Occupation						
Salaried worker	55.9%	53.6%	57.0%	55.3%	57.0%	58.3%
Self-employed	10.8%	10.3%	10.6%	10.1%	11.5%	12.0%
Unemployed	0.9%	0.7%	0.8%	1.0%	1.0%	1.0%
Business owner	7.7%	6.2%	8.0%	8.5%	7.8%	5.6%
Student	4.2%	2.8%	3.6%	4.8%	4.6%	2.9%
Retired	19.2%	25.3%	18.7%	18.8%	16.9%	19.5%
Unpaid domestic work	0.5%	0.5%	0.5%	0.4%	0.6%	0.2%
Others	0.8%	0.7%	0.8%	1.1%	0.7%	0.5%
Annual household income level						
Less than €25,000	12.6%	11.4%	12.6%	12.2%	13.5%	9.5%
€25,000 - €49,999	33.9%	32.9%	35.1%	33.1%	34.5%	36.7%
€50,000 - €74,999	25.5%	25.5%	25.2%	26.6%	24.9%	27.2%
More than €74,999	27.9%	30.3%	27.0%	28.1%	27.2%	26.6%
Education level						
No studies	4.0%	5.4%	3.1%	2.9%	4.4%	0.9%
Primary education	1.9%	1.3%	2.1%	2.6%	1.6%	1.3%
Secondary education	21.0%	19.8%	22.5%	23.4%	19.6%	17.0%
Higher education	73.1%	73.4%	72.3%	71.1%	74.4%	80.8%

Who do they come with?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	10.3%	5.6%	11.5%	15.4%	8.7%	9.3%
Only with partner	46.8%	49.2%	46.7%	44.8%	47.0%	55.8%
Only with children (< 13 years old)	4.3%	4.6%	5.0%	4.4%	3.9%	2.9%
Partner + children (< 13 years old)	6.8%	7.0%	6.2%	4.8%	8.2%	4.0%
Other relatives	10.4%	12.1%	9.6%	9.4%	10.6%	5.9%
Friends	7.2%	5.8%	6.5%	8.3%	7.5%	5.7%
Work colleagues	0.5%	0.2%	0.2%	0.9%	0.5%	1.7%
Organized trip	0.2%	0.1%	0.2%	0.2%	0.2%	0.6%
Other combinations ⁽²⁾	13.5%	15.4%	14.2%	11.9%	13.5%	14.1%
⁽²⁾ Different situations have been isolated						
Tourists with children	17.0%	19.0%	16.6%	13.7%	18.7%	10.2%
- Between 0 and 2 years old	1.3%	1.3%	1.0%	1.3%	1.5%	1.0%
- Between 3 and 12 years old	14.5%	16.3%	14.4%	11.2%	15.9%	8.0%
- Between 0-2 and 3-12 years old	1.2%	1.4%	1.2%	1.2%	1.2%	1.2%
Tourists without children	83.0%	81.0%	83.4%	86.3%	81.3%	89.8%
Group composition:						
- 1 person	12.5%	7.8%	14.1%	18.1%	10.4%	11.1%
- 2 people	54.9%	55.5%	55.9%	53.7%	54.9%	63.3%
- 3 people	11.9%	11.7%	12.5%	11.1%	12.3%	10.7%
- 4 or 5 people	16.2%	18.8%	13.9%	13.6%	17.6%	13.2%
- 6 or more people	4.5%	6.1%	3.7%	3.5%	4.8%	1.6%
Average group size:	2.61	2.79	2.49	2.43	2.68	2.37

*People who share the main expenses of the trip



TRIP MOTIVATION AND DESTINATION CHOICE

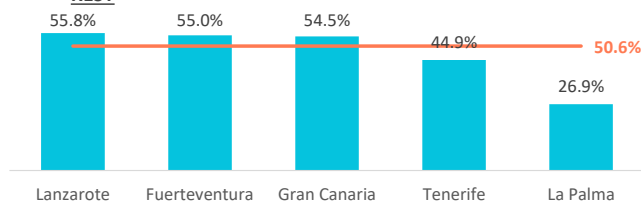
What is the main reason for visiting the Canary Islands?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	90.4%	95.2%	93.4%	85.9%	90.1%	90.6%
Family reasons	6.9%	3.4%	5.1%	9.4%	7.5%	6.4%
Business	1.3%	0.3%	0.6%	2.8%	1.1%	2.7%
Education and training	0.2%	0.1%	0.1%	0.3%	0.2%	0.1%
Sports training	0.5%	0.6%	0.6%	0.5%	0.4%	0.0%
Health	0.2%	0.1%	0.0%	0.3%	0.2%	0.0%
Conventions and Exhibitions	0.1%	0.1%	0.1%	0.2%	0.1%	0.0%
Others	0.4%	0.2%	0.2%	0.6%	0.4%	0.2%

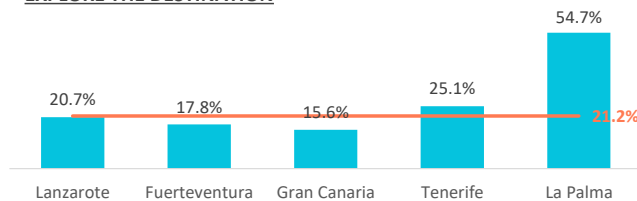
What is the main motivation for their holidays?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	50.6%	55.8%	55.0%	54.5%	44.9%	26.9%
Enjoy family time	15.9%	13.7%	13.7%	17.6%	16.8%	8.0%
Have fun	9.0%	7.1%	8.3%	9.1%	10.2%	5.1%
Explore the destination	21.2%	20.7%	17.8%	15.6%	25.1%	54.7%
Practice their hobbies	1.9%	1.8%	4.0%	1.5%	1.5%	3.3%
Other reasons	1.4%	0.9%	1.3%	1.7%	1.5%	2.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	75.6%	75.0%	76.5%	76.7%	75.3%	63.3%
Safety	55.7%	60.2%	58.0%	53.2%	54.7%	46.7%
Tranquility	49.3%	53.0%	53.4%	47.9%	47.0%	52.7%
Sea	45.1%	41.3%	58.2%	48.6%	40.1%	39.7%
Accommodation supply	43.5%	48.6%	44.4%	42.8%	41.8%	28.9%
Effortless trip	39.2%	42.0%	42.2%	37.7%	38.1%	29.2%
Beaches	38.8%	34.5%	55.5%	44.1%	32.1%	20.7%
Price	37.9%	41.4%	39.2%	36.0%	37.5%	26.0%
European belonging	37.2%	37.2%	37.2%	38.4%	36.6%	33.8%
Landscapes	35.3%	34.3%	29.4%	32.1%	39.0%	67.9%
Environment	34.5%	37.6%	29.9%	30.5%	37.0%	49.4%
Gastronomy	27.0%	27.2%	25.2%	27.9%	27.1%	22.6%
Fun possibilities	23.6%	19.7%	20.6%	25.1%	25.8%	11.1%
Authenticity	23.3%	25.4%	22.4%	22.4%	22.9%	35.9%
Exoticism	11.8%	10.1%	10.3%	12.8%	12.4%	15.8%
Hiking trail network	10.8%	7.8%	7.8%	10.8%	12.5%	37.7%
Shopping	10.1%	8.2%	8.9%	12.0%	10.3%	5.4%
Culture	10.1%	11.7%	7.1%	10.6%	10.1%	7.6%
Historical heritage	9.5%	11.0%	6.9%	9.7%	9.7%	10.6%
Nightlife	8.3%	5.9%	5.3%	11.2%	8.7%	2.7%

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	48.4%	55.6%	45.1%	47.0%	47.6%	40.6%
Friends or relatives	29.7%	27.2%	24.1%	28.2%	33.9%	27.7%
Internet or social media	51.4%	53.5%	52.3%	46.4%	53.3%	56.9%
Mass Media	1.9%	1.9%	1.2%	1.5%	2.3%	4.3%
Travel guides and magazines	6.5%	7.2%	5.1%	5.5%	6.9%	18.6%
Travel Blogs or Forums	6.3%	6.7%	5.9%	4.5%	7.3%	9.6%
Travel TV Channels	0.8%	0.8%	0.6%	0.7%	0.9%	1.7%
Tour Operator or Travel Agency	20.2%	19.6%	24.7%	20.3%	18.7%	21.5%
Public administrations or similar	0.5%	0.5%	0.7%	0.6%	0.4%	1.3%
Others	3.3%	2.7%	2.6%	3.9%	3.4%	2.2%

* Multi-choice question

Tourist profile

CANARY ISLANDS AND ISLANDS: 2024

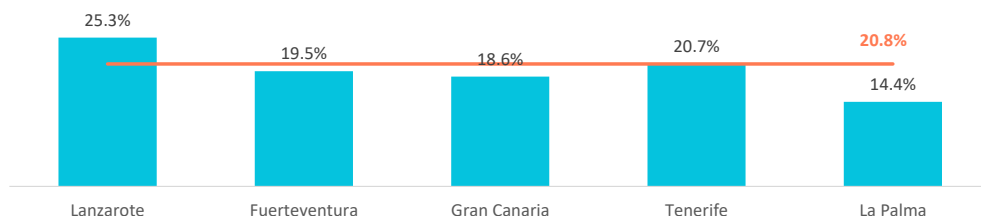


TRIP BOOKING

How far in advance do they book their trip?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	0.9%	0.5%	0.6%	1.2%	0.9%	0.8%
Between 1 and 30 days	22.3%	19.1%	22.3%	25.7%	21.8%	16.9%
Between 1 and 2 months	23.0%	20.4%	24.6%	22.5%	23.7%	31.4%
Between 3 and 6 months	33.0%	34.7%	32.9%	32.0%	32.9%	36.6%
More than 6 months	20.8%	25.3%	19.5%	18.6%	20.7%	14.4%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



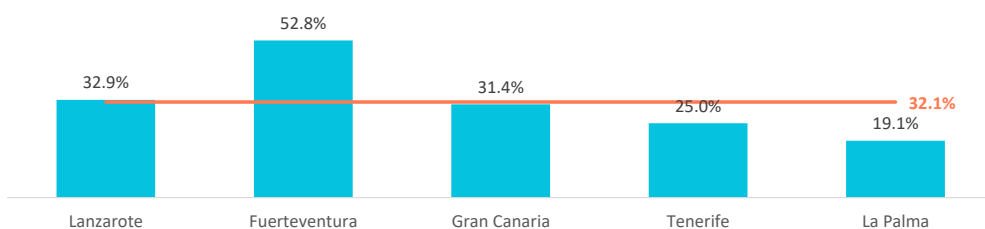
With whom did they book their flight and accommodation?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	50.0%	54.1%	39.1%	46.2%	54.4%	44.8%
- Tour Operator or Travel Agency	50.0%	45.9%	60.9%	53.8%	45.6%	55.2%
Accommodation						
- Directly with the accommodation	37.0%	41.9%	28.6%	33.2%	40.2%	37.9%
- Tour Operator or Travel Agency	63.0%	58.1%	71.4%	66.8%	59.8%	62.1%

What do they book?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	33.3%	37.0%	22.4%	35.4%	34.4%	28.5%
Bed and Breakfast	14.1%	11.9%	5.5%	14.9%	17.6%	17.3%
Half board	17.4%	15.5%	15.2%	15.7%	19.9%	31.5%
Full board	3.1%	2.7%	4.0%	2.7%	3.0%	3.5%
All inclusive	32.1%	32.9%	52.8%	31.4%	25.0%	19.1%

% TOURISTS WHO BOOK ALL INCLUSIVE



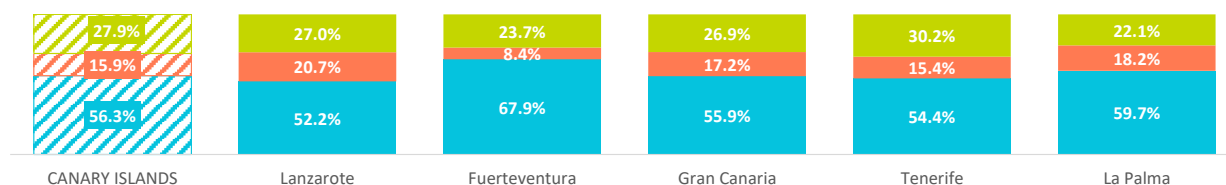
ACCOMMODATION

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	10.3%	9.0%	12.1%	13.7%	8.3%	5.4%
4* Hotel	37.0%	33.2%	51.8%	33.1%	35.7%	54.3%
5* Hotel / 5* Luxury Hotel	9.0%	10.0%	4.0%	9.2%	10.3%	0.0%
Aparthotel / Tourist Villa	15.9%	20.7%	8.4%	17.2%	15.4%	18.2%
House/room rented in a private dwelling	15.5%	19.4%	15.1%	12.2%	16.2%	11.2%
Private accommodation ⁽¹⁾	9.3%	5.3%	5.8%	11.7%	10.9%	4.9%
Others (Cottage, cruise, camping,...)	3.0%	2.3%	2.8%	3.0%	3.1%	6.0%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



Tourist profile

CANARY ISLANDS AND ISLANDS: 2024



SATISFACTION AND LOYALTY INDICATORS

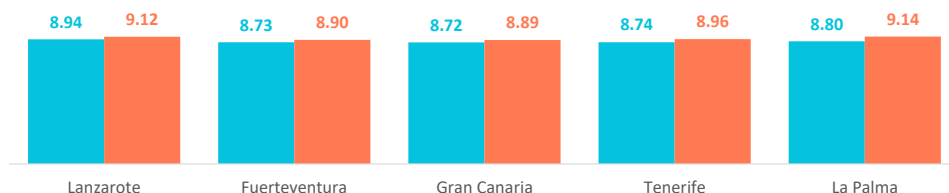
Satisfaction

Satisfaction (scale 0-10)	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	8.74	8.90	8.68	8.69	8.73	8.92
Experience in the Canary Islands						
Worse or much worse than expected	2.9%	2.0%	3.3%	3.0%	3.1%	2.2%
Lived up to expectations	54.8%	55.6%	56.9%	56.6%	52.7%	48.4%
Better or much better than expected	42.3%	42.4%	39.8%	40.4%	44.2%	49.4%
Future intentions (scale 1-10)						
Return to the Canary Islands	8.77	8.94	8.73	8.72	8.74	8.80
Recommend visiting the Canary Islands	8.96	9.12	8.90	8.89	8.96	9.14

RETURN TO THE
CANARY ISLANDS



8.77
CANARY
ISLANDS



RECOMMEND
VISITING THE



8.96
CANARY
ISLANDS

How many are loyal to the Canary Islands?

REPEAT TOURISTS FROM THE CANARY ISLANDS ACCORDING TO THE ISLAND WITH THE LONGEST STAY ON "THIS TRIP"

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	29.1%	23.3%	30.7%	28.1%	31.7%	27.5%
Repeat tourists	70.9%	76.7%	69.3%	71.9%	68.3%	72.5%
At least 10 previous visits	19.9%	23.4%	17.7%	22.2%	17.9%	14.5%
Repeat tourists (last 5 years)	63.8%	68.6%	63.2%	65.4%	60.9%	64.9%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	19.0%	14.7%	18.3%	16.3%	12.4%

REPEAT TOURISTS FROM EACH ISLAND ACCORDING TO THE ISLAND WITH THE LONGEST STAY IN "THIS TRIP"

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	38.1%	68.7%	12.0%	16.4%	26.5%	1.6%
Fuerteventura	29.6%	15.9%	60.4%	14.7%	17.8%	1.9%
Gran Canaria	42.2%	11.3%	9.1%	64.8%	22.1%	2.5%
Tenerife	51.6%	12.7%	6.9%	15.4%	62.9%	1.9%
La Palma	7.7%	15.1%	11.3%	17.5%	27.3%	61.5%
CANARY ISLANDS	70.9%	76.7%	69.3%	71.9%	68.3%	72.5%

How to interpret the above table?

- The **CANARY ISLANDS** column refers to the % of repeat tourists on each island regardless of the island with the longest stay in 2024. Therefore, the denominator is the total number of tourists who visited the Canary Islands in 2024.
- The columns **for each island** refer to the % of repeat tourists on each island according to the island with the longest stay in 2024. Therefore, the denominator is the total number of tourists of each island in 2024. For example: 68.7% refers to the % of repeat tourists of Lanzarote who in 2024 choose Lanzarote as their island with the longest stay. In 2024, 15.9% of tourists of Lanzarote have previously been in Fuerteventura.
- The **CANARY ISLANDS** row refers to the % of repeat tourists of the Canary Islands according to the island with the longest stay in 2024. For example: 68.3% of tourists whose choose Tenerife as their island with the longest stay have previously been in the Canary Islands.

ISLANDS

How many islands do they visit during their trip?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	92.9%	92.9%	92.4%	93.2%	93.4%	85.0%
Two islands	6.1%	6.2%	6.9%	5.6%	5.8%	12.0%
Three or more islands	1.0%	0.8%	0.7%	1.1%	0.8%	3.0%

Visited islands during their trip (with overnight staying)

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	18.6%	100%	1.5%	0.6%	0.4%	0.6%
Fuerteventura	14.6%	1.4%	100%	0.5%	0.2%	0.3%
Gran Canaria	26.6%	0.5%	0.6%	100%	0.8%	2.8%
Tenerife	41.4%	0.8%	0.6%	1.8%	100%	5.8%
La Gomera	0.3%	0.0%	0.0%	0.1%	0.5%	1.3%
La Palma	1.4%	0.1%	0.2%	0.6%	0.5%	100%
El Hierro	0.1%	0.0%	0.1%	0.1%	0.1%	0.6%
Cruise	0.2%	0.0%	0.1%	0.3%	0.1%	0.0%

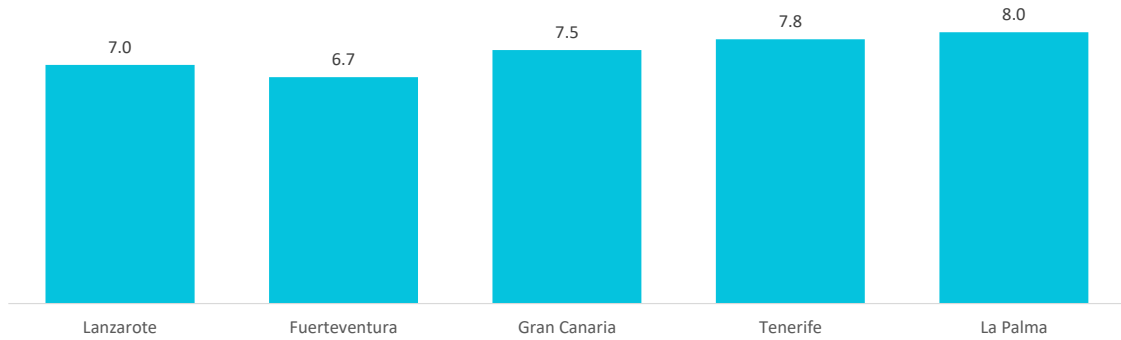
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	2.6%	2.2%	3.9%	2.4%	2.4%	2.4%
1 - 2 hours	9.6%	10.2%	13.8%	9.6%	8.0%	3.9%
3 - 6 hours	32.6%	38.1%	34.2%	32.5%	30.0%	26.2%
7 - 12 hours	46.6%	42.8%	42.4%	46.0%	49.7%	60.9%
More than 12 hours	8.6%	6.7%	5.7%	9.5%	10.0%	6.5%
Outdoor time per day	7.4	7.0	6.7	7.5	7.8	8.0



7.4
CANARY
ISLANDS

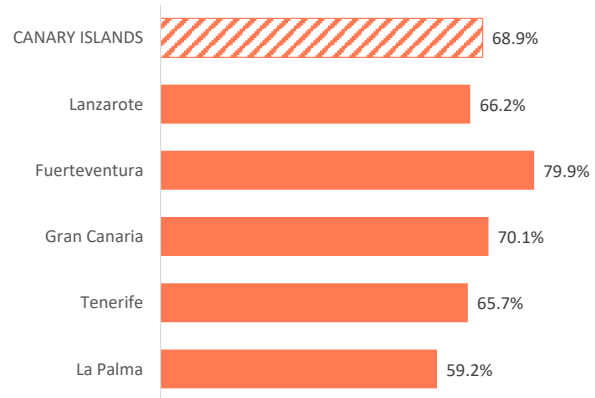
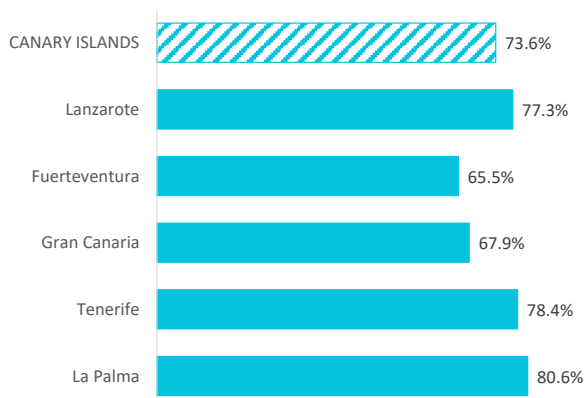


Activities in the Canary Islands

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	73.6%	77.3%	65.5%	67.9%	78.4%	80.6%
Beach	68.9%	66.2%	79.9%	70.1%	65.7%	59.2%
Swimming pool, hotel facilities	57.7%	59.9%	54.0%	53.9%	61.0%	41.7%
Explore the island on their own	48.8%	49.3%	45.8%	45.0%	51.5%	71.8%
Taste Canarian gastronomy	27.3%	27.5%	20.6%	24.8%	30.6%	44.0%
Hiking	18.8%	15.1%	15.9%	18.2%	20.9%	55.6%
Organized excursions	16.2%	16.8%	14.0%	12.3%	18.9%	24.7%
Nightlife / concerts / shows	15.4%	12.5%	9.6%	17.8%	17.5%	3.8%
Theme parks	14.7%	8.3%	6.4%	9.7%	24.0%	3.2%
Sea excursions / whale watching	12.0%	6.9%	9.8%	10.3%	16.1%	9.1%
Wineries / markets / popular festivals	11.2%	17.4%	7.2%	11.3%	9.5%	19.3%
Museums / exhibitions	10.8%	19.7%	5.1%	11.7%	8.0%	23.2%
Other Nature Activities	8.4%	7.7%	7.9%	6.8%	9.7%	18.3%
Swim	7.4%	8.2%	7.0%	7.0%	7.7%	4.0%
Running	6.0%	6.3%	5.5%	6.7%	5.6%	6.2%
Beauty and health treatments	5.2%	4.3%	3.9%	5.5%	6.1%	1.8%
Practice other sports	4.3%	3.3%	5.5%	4.6%	4.1%	2.4%
Astronomical observation	3.9%	1.6%	3.7%	3.6%	4.9%	16.5%
Surf	2.8%	2.3%	5.7%	2.4%	2.3%	0.6%
Cycling / Mountain bike	2.7%	6.2%	2.8%	2.1%	1.6%	1.9%
Golf	2.5%	1.8%	2.4%	2.6%	2.8%	0.3%
Scuba Diving	2.4%	2.7%	2.3%	1.9%	2.5%	3.6%
Windsurf / Kitesurf	0.8%	0.9%	2.1%	0.5%	0.6%	0.1%

WALK, WANDER

BEACH

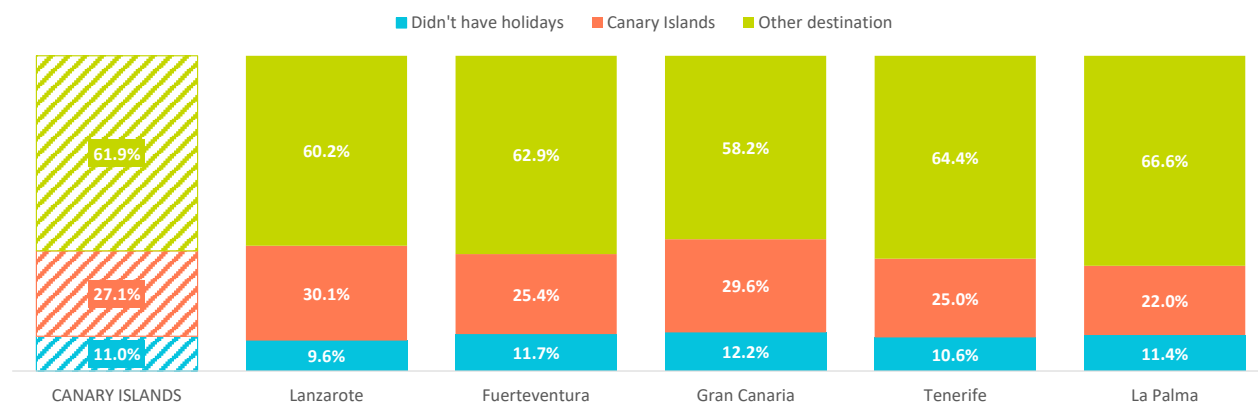


COMPETITORS

Where did they spend their main holiday last year? *

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	11.0%	9.6%	11.7%	12.2%	10.6%	11.4%
Canary Islands	27.1%	30.1%	25.4%	29.6%	25.0%	22.0%
Other destination	61.9%	60.2%	62.9%	58.2%	64.4%	66.6%
Balearic Islands	4.5%	4.6%	4.7%	3.8%	4.7%	4.0%
Rest of Spain	11.4%	10.7%	9.3%	10.8%	12.8%	13.8%
Italy	7.2%	5.8%	7.9%	6.8%	7.8%	9.9%
France	5.1%	5.8%	4.8%	4.5%	5.3%	5.6%
Turkey	3.1%	2.7%	3.8%	3.1%	3.0%	1.1%
Greece	7.2%	6.9%	8.8%	7.3%	6.8%	4.6%
Portugal	4.1%	4.6%	3.9%	3.4%	4.3%	6.8%
Croatia	2.0%	1.6%	2.3%	2.1%	2.1%	1.6%
Egypt	1.5%	1.4%	2.2%	1.3%	1.4%	0.6%
Tunisia	0.4%	0.4%	0.7%	0.5%	0.3%	0.2%
Morocco	1.0%	0.9%	0.9%	1.1%	1.1%	1.6%
Others	14.3%	14.6%	13.5%	13.4%	14.8%	16.9%

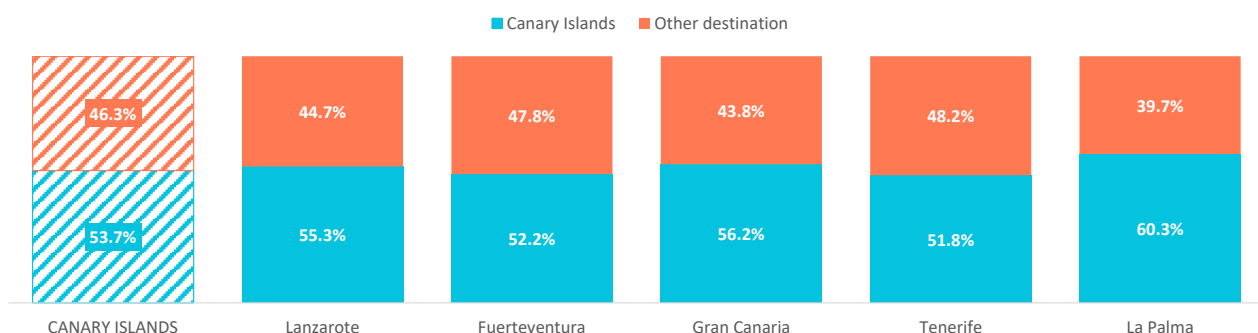
* Percentage of valid answers



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")	28.3%	29.3%	24.8%	29.5%	28.4%	31.6%
Canary Islands (other island)	25.4%	26.1%	27.4%	26.8%	23.4%	28.8%
Other destination	46.3%	44.7%	47.8%	43.8%	48.2%	39.7%
Balearic Islands	6.0%	6.7%	6.0%	5.3%	6.2%	5.1%
Rest of Spain	9.0%	8.4%	7.4%	8.9%	9.9%	6.5%
Italy	4.7%	4.2%	4.8%	4.2%	5.2%	5.6%
France	1.7%	1.5%	1.7%	1.5%	1.8%	1.7%
Turkey	3.4%	3.2%	4.0%	3.4%	3.4%	1.3%
Greece	8.2%	7.6%	9.8%	7.9%	8.1%	6.6%
Portugal	6.2%	6.6%	5.9%	5.4%	6.6%	7.6%
Croatia	2.4%	2.5%	2.6%	2.3%	2.4%	1.6%
Egypt	2.4%	1.9%	3.2%	2.7%	2.3%	1.2%
Others	2.3%	2.2%	2.5%	2.3%	2.3%	2.5%

* Percentage of valid answers



Tourist profile

CANARY ISLANDS AND ISLANDS: 2024



ORIGIN COUNTRY

Where are they from?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
United Kingdom	34.6%	51.6%	30.7%	21.7%	37.5%	6.8%
Germany	16.4%	8.6%	31.6%	19.4%	11.9%	43.0%
Spanish Mainland	11.2%	9.0%	7.2%	12.0%	12.7%	24.2%
France	5.2%	7.3%	5.4%	3.6%	5.3%	2.9%
Italy	4.5%	2.5%	5.9%	3.1%	6.0%	1.1%
Ireland	4.3%	10.4%	2.6%	2.5%	3.4%	0.0%
Netherlands	4.2%	2.9%	2.9%	6.7%	3.5%	7.8%
Belgium	2.8%	2.0%	1.2%	2.7%	3.7%	1.8%
Norway	2.5%	0.5%	0.3%	7.2%	1.2%	0.0%
Sweden	2.1%	0.4%	0.9%	5.5%	1.1%	0.0%
Poland	1.9%	0.8%	3.8%	1.5%	2.0%	1.2%
Denmark	1.6%	0.7%	1.2%	3.2%	1.1%	3.6%
Finland	1.1%	0.3%	0.4%	2.2%	1.1%	0.1%
Others	7.6%	3.2%	6.1%	8.6%	9.5%	7.4%

TOURIST TAX (Data available from Q2 2024)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	45.3%	45.3%	45.6%	42.2%	47.0%	45.5%
No	34.4%	36.3%	33.1%	35.4%	33.4%	30.1%
Not remember	20.4%	18.4%	21.3%	22.4%	19.6%	24.4%

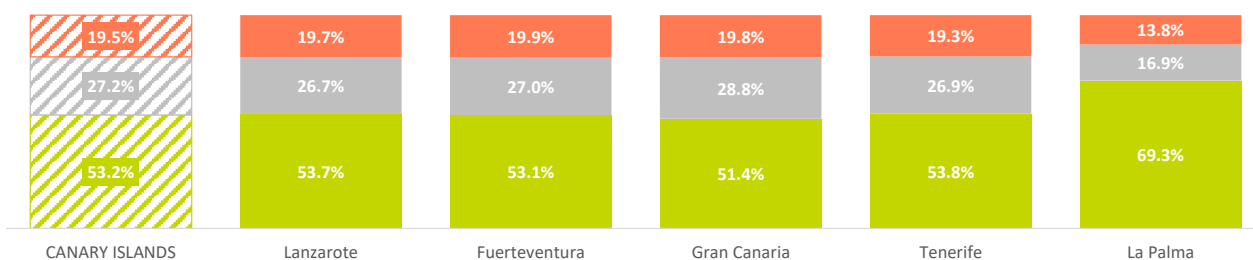
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	22.1%	22.7%	22.7%	22.9%	21.5%	13.5%
No	77.9%	77.3%	77.3%	77.1%	78.5%	86.5%

Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Yes	53.2%	53.7%	53.1%	51.4%	53.8%	69.3%
- For any purpose	11.3%	11.6%	10.5%	11.9%	11.1%	14.9%
- Improve living conditions	9.2%	8.4%	8.6%	10.3%	8.9%	11.5%
- Improve economic development	4.6%	4.6%	5.0%	4.5%	4.5%	5.7%
- Improve the environment	17.5%	17.9%	19.0%	14.3%	18.6%	26.7%
- Improve the tourist environment	4.4%	4.3%	4.3%	4.3%	4.6%	3.3%
- Other purposes	6.2%	6.9%	5.7%	6.0%	6.1%	7.2%
Not sure	27.2%	26.7%	27.0%	28.8%	26.9%	16.9%
No	19.5%	19.7%	19.9%	19.8%	19.3%	13.8%

Yes Not sure No

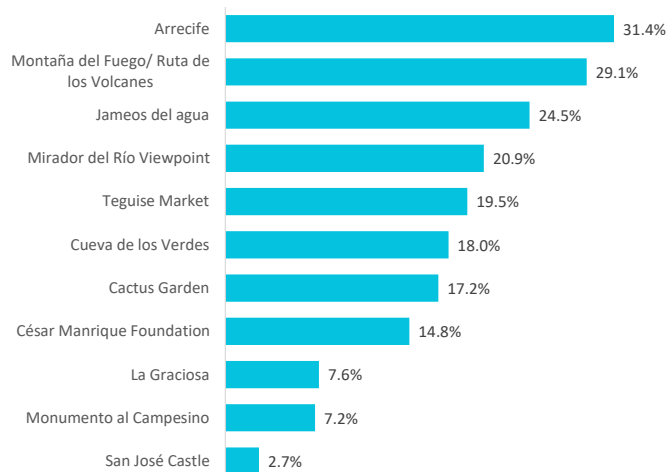


How much would they be willing to pay?

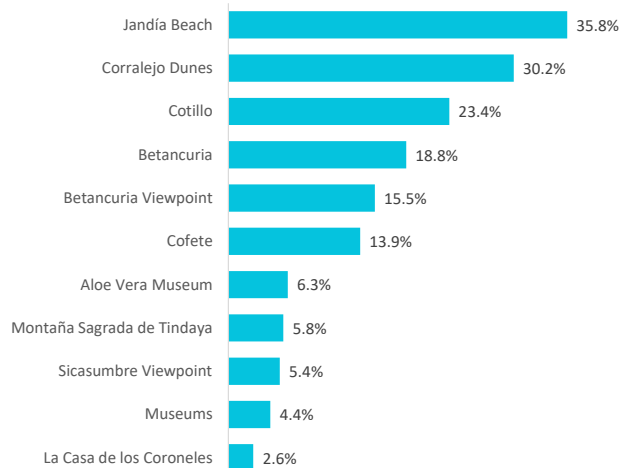
	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Up to 1 euro	37.6%	36.4%	38.6%	39.4%	36.9%	33.7%
Up to 2 euros	32.4%	33.4%	34.1%	31.2%	32.0%	39.7%
Up to 3 euros	19.5%	19.0%	19.2%	19.2%	20.1%	19.1%
More than 3 euros	10.4%	11.3%	8.0%	10.3%	11.0%	7.5%

PLACES VISITED ON EACH ISLAND

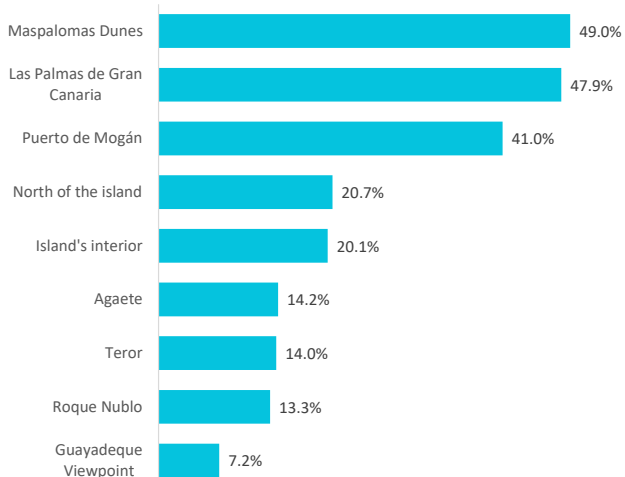
LANZAROTE



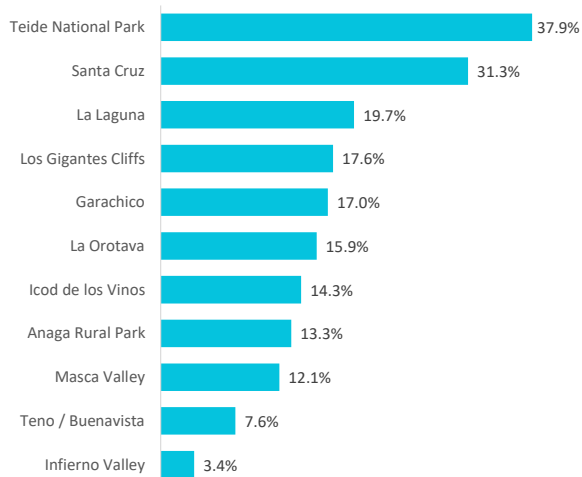
FUERTEVENTURA



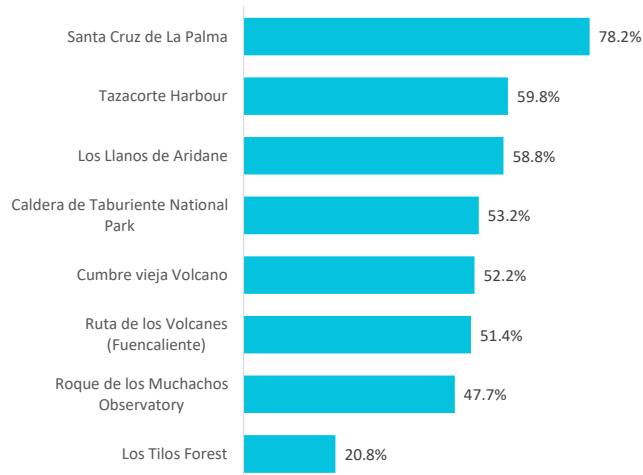
GRAN CANARIA



TENERIFE

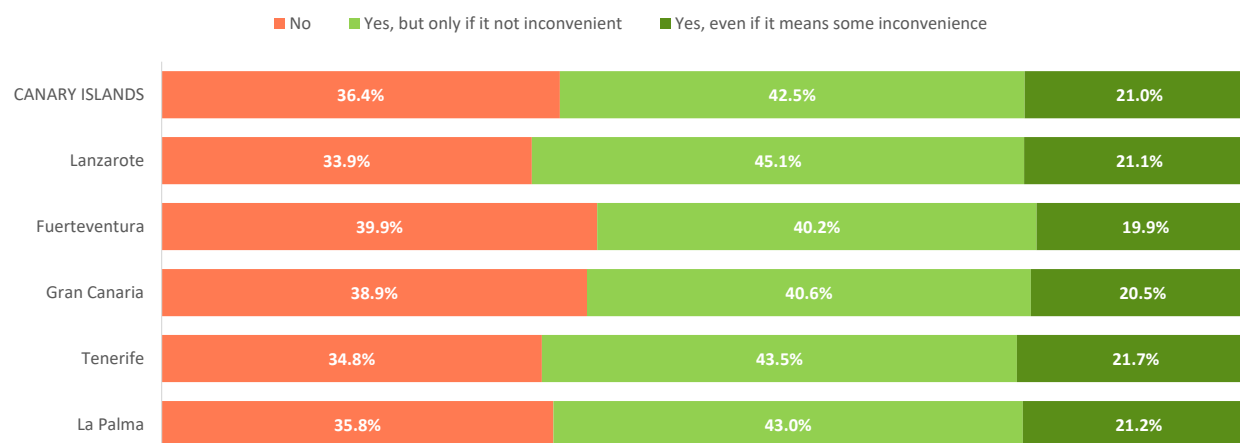


LA PALMA

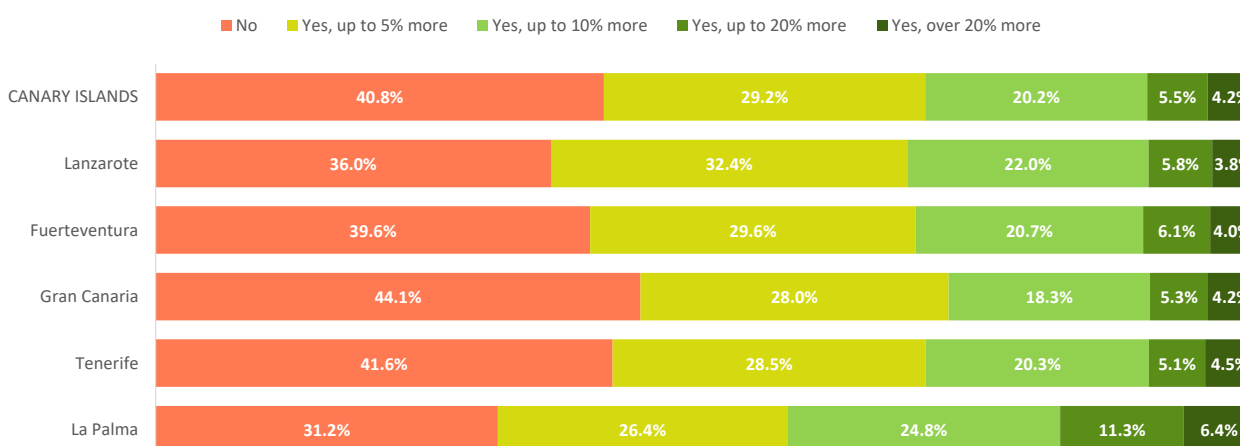


SUSTAINABLE DESTINATION (DATA = 2023)

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 **

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.0	8.2	7.8	8.0	8.1	8.2
Tolerance towards tourism	8.6	8.7	8.6	8.6	8.5	8.6
Cleanliness of the island	8.2	8.7	8.2	8.0	8.2	8.6
Air quality	8.5	8.7	8.6	8.3	8.4	8.9
Rational water consumption	7.6	7.8	7.5	7.5	7.6	7.6
Energy saving	7.1	7.3	7.0	7.0	7.0	7.1
Use of renewable energy	7.0	7.2	6.8	7.3	6.9	6.8
Recycling	7.1	7.3	7.0	6.9	7.1	6.7
Easy to get around by public transport	7.5	7.5	7.0	7.8	7.5	7.2
Overcrowding in tourist areas	6.6	6.6	6.4	6.6	6.6	6.6
Supply of local products	7.2	7.3	7.1	7.1	7.2	7.5

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