

PROFILE OF TOURIST BY MEAL PLANS

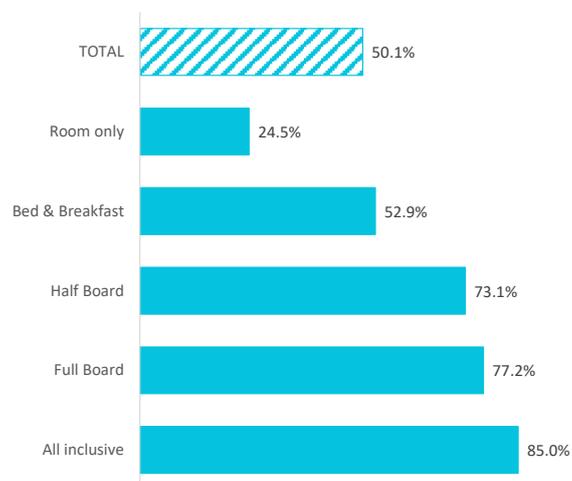
2024



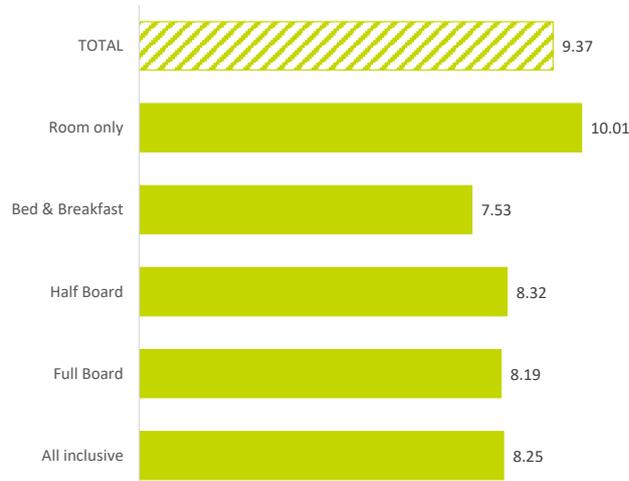
TOURIST EXPENDITURE

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Tourist arrivals ≥ 16 years old (EGT)	15,484,736	4,414,175	1,863,018	2,307,900	407,472	4,258,096
% Tourists	100%	28.5%	12.0%	14.9%	2.6%	27.5%
- Lanzarote	2,789,181	900,914	290,220	376,410	66,694	799,497
- Fuerteventura	2,186,254	439,858	108,910	298,889	77,956	1,036,836
- Gran Canaria	4,040,620	1,204,958	506,147	533,258	93,554	1,069,073
- Tenerife	6,277,692	1,816,503	930,664	1,051,201	160,562	1,317,483
- La Palma	155,114	40,520	24,540	44,756	5,033	27,174
% tourists who book holiday package	50.1%	24.5%	52.9%	73.1%	77.2%	85.0%
Expenditure per tourist (€)	1,443	1,325	1,533	1,687	1,541	1,577
- book holiday package	1,656	1,536	1,720	1,791	1,615	1,616
- holiday package	1,378	1,009	1,260	1,456	1,478	1,480
- others	278	527	460	335	137	136
- do not book holiday package	1,230	1,256	1,322	1,404	1,290	1,357
- flight	328	324	307	331	319	340
- accommodation	409	415	552	710	723	781
- others	493	517	462	364	249	236
Average length of stay	9.37	10.01	7.53	8.32	8.19	8.25
Average daily expenditure (€)	176.9	150.4	216.0	213.9	198.5	201.7
Average daily expenditure without flight (€)	125.7	110.3	162.0	154.9	136.4	137.6
Average cost of the flight (€)	410.7	334.4	379.0	465.2	484.4	503.5
Total turnover (≥ 16 years old) (€m)	22,351	5,848	2,855	3,894	628	6,715
% Turnover	100%	26.2%	12.8%	17.4%	2.8%	30.0%
Turnover without flight (≥ 16 years old) (€m)	15,991	4,372	2,149	2,821	431	4,571

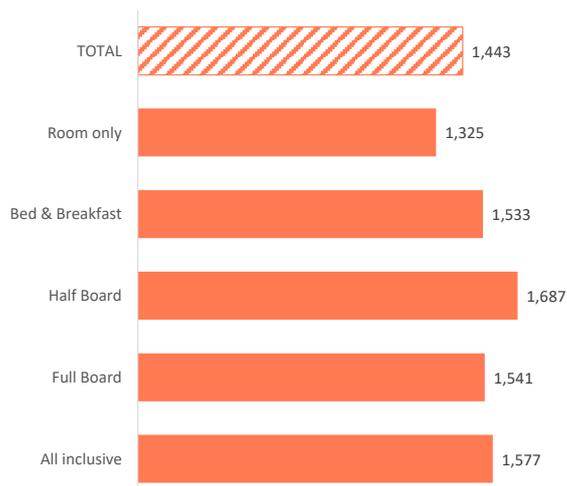
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



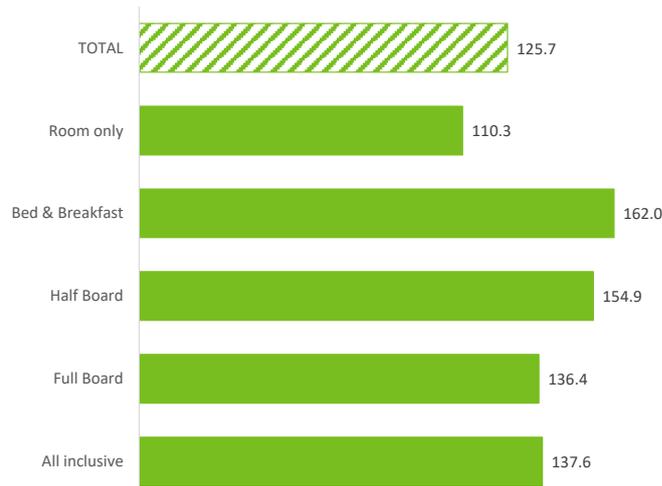
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY MEAL PLANS

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% Tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Accommodation:						
- Accommodation	84.5%	90.6%	93.7%	96.3%	95.9%	97.0%
- Additional accommodation expenses	6.2%	7.1%	8.5%	9.5%	5.9%	4.0%
Transport:						
- National/International Transport	95.7%	95.8%	94.0%	96.3%	96.2%	97.1%
- Flights between islands	4.5%	6.5%	4.8%	3.5%	3.0%	2.3%
- Taxi	50.9%	37.9%	53.4%	60.7%	59.6%	70.6%
- Car rental	31.6%	42.9%	34.0%	35.1%	22.3%	17.4%
- Public transport	11.0%	14.3%	12.0%	9.4%	6.1%	6.2%
Food and drink:						
- Food purchases at supermarkets	58.0%	82.6%	58.6%	53.7%	24.1%	28.1%
- Restaurants	66.6%	86.4%	90.5%	74.4%	29.8%	27.3%
Leisure:						
- Organized excursions	23.7%	24.2%	24.3%	30.1%	28.0%	23.7%
- Sport activities	6.9%	8.7%	7.2%	6.4%	4.9%	4.7%
- Cultural activities	2.8%	3.9%	3.0%	2.5%	1.3%	1.4%
- Museums	5.4%	7.5%	6.7%	5.5%	3.6%	2.5%
- Theme Parks	11.3%	13.0%	12.6%	13.1%	7.5%	9.4%
- Discos and pubs	10.7%	14.3%	12.4%	8.2%	5.9%	6.0%
- Wellness	4.5%	3.7%	5.9%	5.3%	3.7%	4.3%
Purchases of goods:						
- Souvenirs	41.2%	42.1%	41.5%	45.6%	30.8%	39.2%
- Real estate	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%
- Other purchases	0.8%	0.8%	0.9%	1.0%	0.8%	0.5%
Others:						
- Medical expenses	6.7%	7.1%	6.1%	7.4%	4.6%	5.5%
- Other expenses	4.8%	3.6%	4.4%	5.2%	6.3%	6.1%

Average expenditure of tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Expenditure per tourist and trip (€)						
Accommodation:						
- Accommodation	881	694	854	991	1,044	997
- Additional accommodation expenses	162	191	156	144	182	118
Transport:						
- National/International Transport	752	673	715	812	823	802
- Flights between islands	429	349	403	483	504	519
- Taxi	81	87	76	78	95	70
- Taxi	88	73	88	100	99	95
- Car rental	123	130	120	121	101	100
- Public transport	30	34	27	30	25	18
Food and drink:						
- Food purchases at supermarkets	324	371	357	255	166	145
- Restaurants	115	134	97	82	62	52
- Restaurants	209	237	260	173	104	93
Leisure:						
- Organized excursions	553	561	520	553	520	536
- Organized excursions	95	89	86	93	105	106
- Sport activities	104	107	101	116	121	87
- Cultural activities	62	68	44	56	44	73
- Museums	37	36	34	37	36	40
- Theme Parks	76	77	71	75	71	76
- Discos and pubs	102	110	99	99	81	86
- Wellness	78	75	85	78	61	68
Purchases of goods:						
- Souvenirs	21,536	7,009	2,466	1,130	485	378
- Souvenirs	89	80	83	91	91	90
- Real estate	21,287	6,827	2,250	911	333	205
- Other purchases	160	102	133	127	61	83
Others:						
- Medical expenses	123	118	112	127	153	115
- Medical expenses	39	33	28	39	55	38
- Other expenses	84	84	84	88	99	77

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TOURIST PROFILE

Who are they?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Gender						
Percentage of men	48.4%	49.5%	49.6%	48.3%	52.7%	46.1%
Percentage of women	51.6%	50.5%	50.4%	51.7%	47.3%	53.9%
Age						
Average age	46.79	45.28	46.38	50.43	50.85	46.88
Standard deviation	16.8	16.8	16.1	16.8	17.2	16.2
Age range						
16-24 years old	10.5%	11.8%	9.7%	7.7%	9.1%	9.5%
25-30 years old	10.9%	12.7%	11.8%	7.9%	6.8%	8.7%
31-45 years old	28.9%	29.2%	28.3%	25.0%	23.7%	32.7%
46-60 years old	24.3%	23.5%	27.3%	26.6%	25.5%	24.8%
Over 60 years old	25.5%	22.8%	23.0%	32.8%	34.9%	24.3%
Occupation						
Salaried worker	55.9%	56.4%	58.8%	52.9%	49.8%	59.8%
Self-employed	10.8%	11.8%	11.0%	9.2%	11.2%	9.6%
Unemployed	0.9%	1.2%	0.4%	0.7%	1.1%	0.7%
Business owner	7.7%	6.8%	8.6%	7.7%	9.7%	7.9%
Student	4.2%	5.2%	3.1%	3.3%	3.5%	2.5%
Retired	19.2%	17.3%	17.0%	25.1%	23.1%	18.0%
Unpaid domestic work	0.5%	0.4%	0.5%	0.4%	0.4%	0.7%
Others	0.8%	0.9%	0.6%	0.9%	1.2%	0.8%
Annual household income level						
Less than €25,000	12.6%	14.3%	10.1%	9.9%	13.4%	10.4%
€25,000 - €49,999	33.9%	33.6%	31.6%	34.5%	36.5%	34.3%
€50,000 - €74,999	25.5%	25.3%	26.0%	26.3%	24.6%	26.4%
More than €74,999	27.9%	26.8%	32.4%	29.4%	25.6%	28.9%
Education level						
No studies	4.0%	3.6%	4.3%	3.1%	3.8%	5.1%
Primary education	1.9%	1.3%	1.6%	2.2%	3.3%	2.1%
Secondary education	21.0%	19.4%	19.3%	22.7%	22.7%	24.4%
Higher education	73.1%	75.7%	74.7%	71.9%	70.2%	68.4%

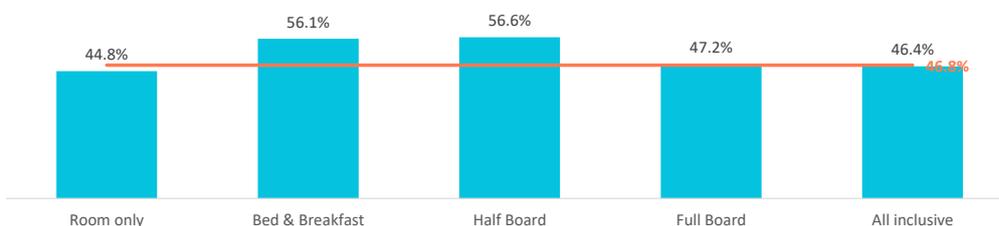
Who do they come with?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Unaccompanied	10.3%	9.4%	9.4%	6.5%	6.6%	4.8%
Only with partner	46.8%	44.8%	56.1%	56.6%	47.2%	46.4%
Only with children (< 13 years old)	4.3%	3.3%	2.8%	4.0%	4.8%	6.8%
Partner + children (< 13 years old)	6.8%	5.5%	5.4%	7.3%	7.3%	9.7%
Other relatives	10.4%	10.9%	7.5%	9.2%	12.4%	11.7%
Friends	7.2%	10.6%	6.7%	5.0%	5.3%	5.0%
Work colleagues	0.5%	0.5%	1.5%	0.3%	0.4%	0.1%
Organized trip	0.2%	0.1%	0.1%	0.2%	1.3%	0.2%
Other combinations ⁽²⁾	13.5%	14.8%	10.4%	10.9%	14.7%	15.2%
<i>⁽²⁾ Different situations have been isolated</i>						
Tourists with children	17.0%	14.6%	11.7%	15.8%	18.6%	25.2%
- Between 0 and 2 years old	1.3%	1.3%	1.2%	1.0%	1.4%	1.8%
- Between 3 and 12 years old	14.5%	12.3%	10.0%	13.5%	15.8%	21.5%
- Between 0 -2 and 3-12 years old	1.2%	1.0%	0.5%	1.3%	1.4%	1.9%
Tourists without children	83.0%	85.4%	88.3%	84.2%	81.4%	74.8%
Group composition:						
- 1 person	12.5%	11.9%	11.7%	8.0%	10.1%	6.0%
- 2 people	54.9%	53.2%	63.9%	64.1%	57.1%	54.4%
- 3 people	11.9%	11.7%	9.5%	10.9%	11.4%	14.7%
- 4 or 5 people	16.2%	18.0%	11.7%	14.3%	15.0%	19.1%
- 6 or more people	4.5%	5.2%	3.2%	2.7%	6.3%	5.7%
Average group size:	2.61	2.68	2.42	2.48	2.73	2.84

*People who share the main expenses of the trip



% TOURIST WHO TRAVEL ONLY WITH PARTNER



TRIP MOTIVATION AND DESTINATION CHOICE

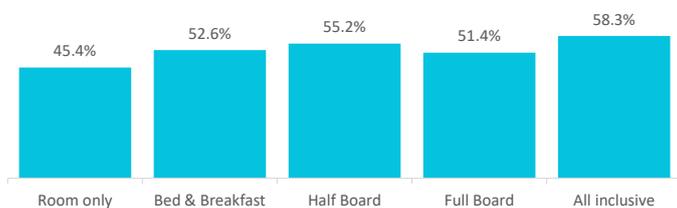
What is the main reason for visiting the Canary Islands?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Holidays	90.4%	92.1%	92.3%	97.6%	95.7%	98.3%
Family reasons	6.9%	4.6%	2.3%	1.0%	1.0%	0.7%
Business	1.3%	1.4%	4.1%	0.4%	1.6%	0.4%
Education and training	0.2%	0.2%	0.1%	0.1%	0.3%	0.0%
Sports training	0.5%	0.8%	0.5%	0.4%	1.1%	0.2%
Health	0.2%	0.3%	0.0%	0.1%	0.0%	0.1%
Conventions and Exhibitions	0.1%	0.1%	0.5%	0.1%	0.1%	0.1%
Others	0.4%	0.5%	0.2%	0.1%	0.2%	0.2%

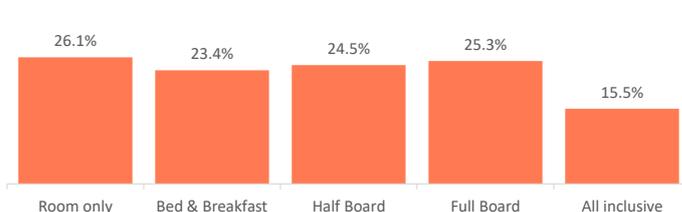
What is the main motivation for their holidays?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Rest	50.6%	45.4%	52.6%	55.2%	51.4%	58.3%
Enjoy family time	15.9%	13.1%	11.3%	10.5%	12.9%	16.2%
Have fun	9.0%	10.8%	9.9%	7.2%	7.0%	8.4%
Explore the destination	21.2%	26.1%	23.4%	24.5%	25.3%	15.5%
Practice their hobbies	1.9%	3.0%	1.7%	1.5%	2.0%	0.8%
Other reasons	1.4%	1.7%	1.2%	1.2%	1.4%	0.8%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Climate	75.6%	75.6%	77.8%	77.6%	74.4%	77.8%
Safety	55.7%	51.2%	55.4%	58.2%	55.6%	61.2%
Tranquility	49.3%	46.0%	49.1%	51.6%	49.9%	50.7%
Sea	45.1%	46.4%	42.4%	46.0%	48.5%	43.7%
Accommodation supply	43.5%	36.9%	46.8%	49.4%	48.6%	53.2%
Effortless trip	39.2%	36.1%	38.8%	40.8%	35.8%	43.0%
Beaches	38.8%	40.4%	36.1%	37.9%	41.6%	38.8%
Price	37.9%	37.8%	35.6%	34.9%	37.2%	42.8%
European belonging	37.2%	35.4%	35.9%	40.2%	41.4%	38.4%
Landscapes	35.3%	40.1%	35.2%	34.7%	38.0%	28.0%
Environment	34.5%	38.5%	35.0%	32.2%	37.2%	30.0%
Gastronomy	27.0%	27.2%	31.2%	26.3%	24.7%	24.1%
Fun possibilities	23.6%	23.9%	23.4%	20.3%	23.0%	25.6%
Authenticity	23.3%	23.7%	23.1%	21.9%	27.8%	21.7%
Exoticism	11.8%	11.6%	11.3%	10.8%	17.0%	11.9%
Hiking trail network	10.8%	14.1%	11.3%	9.4%	11.9%	6.1%
Shopping	10.1%	10.1%	9.1%	9.2%	10.8%	10.6%
Culture	10.1%	10.2%	10.3%	9.6%	12.0%	8.7%
Historical heritage	9.5%	9.4%	9.8%	10.0%	13.7%	7.9%
Nightlife	8.3%	10.1%	8.9%	5.5%	9.3%	6.9%

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?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Previous visits to the Canary Islands	48.4%	51.2%	46.3%	50.3%	36.5%	45.4%
Friends or relatives	29.7%	33.4%	27.0%	20.8%	22.6%	20.8%
Internet or social media	51.4%	58.5%	57.3%	52.7%	36.1%	51.5%
Mass Media	1.9%	2.1%	2.3%	1.9%	2.2%	1.8%
Travel guides and magazines	6.5%	7.0%	7.0%	7.9%	7.2%	5.9%
Travel Blogs or Forums	6.3%	9.0%	7.9%	6.1%	3.8%	4.5%
Travel TV Channels	0.8%	0.7%	0.8%	0.9%	1.2%	0.8%
Tour Operator or Travel Agency	20.2%	8.7%	19.7%	31.7%	32.7%	34.4%
Public administrations or similar	0.5%	0.7%	0.6%	0.4%	1.7%	0.4%
Others	3.3%	3.3%	3.4%	2.2%	3.5%	2.7%

* Multi-choice question

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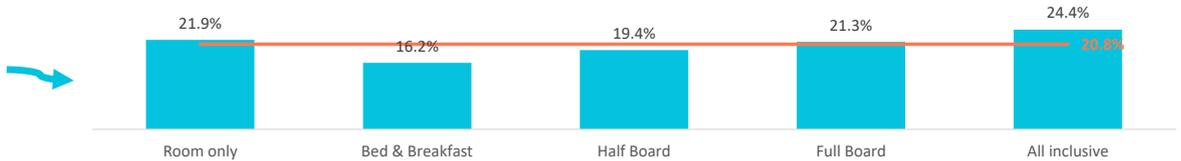


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
The same day	0.9%	0.8%	1.1%	0.4%	1.1%	0.6%
Between 1 and 30 days	22.3%	20.6%	25.4%	21.7%	22.2%	20.1%
Between 1 and 2 months	23.0%	23.2%	25.3%	23.4%	22.2%	21.0%
Between 3 and 6 months	33.0%	33.5%	31.9%	35.2%	33.1%	33.9%
More than 6 months	20.8%	21.9%	16.2%	19.4%	21.3%	24.4%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS

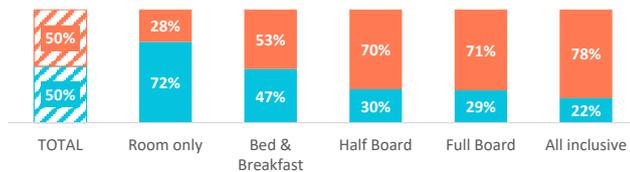


With whom did they book their flight and accommodation?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Flight						
- Directly with the airline	50.0%	71.6%	47.5%	29.6%	28.6%	21.8%
- Tour Operator or Travel Agency	50.0%	28.4%	52.5%	70.4%	71.4%	78.2%
Accommodation						
- Directly with the accommodation	37.0%	57.6%	39.0%	24.9%	23.2%	19.4%
- Tour Operator or Travel Agency	63.0%	42.4%	61.0%	75.1%	76.8%	80.6%

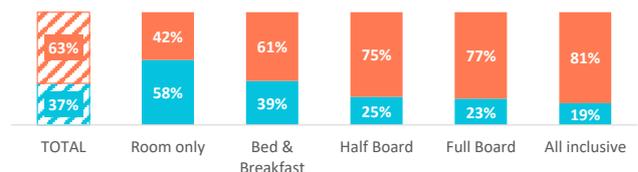
FLIGHT

■ - Directly with the airline ■ - Tour Operator or Travel Agency



ACCOMMODATION

■ - Directly with the accommodation ■ - Tour Operator or Travel Agency



What do they book?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Room only	33.3%	100%	--	--	--	--
Bed and Breakfast	14.1%	--	100%	--	--	--
Half board	17.4%	--	--	100%	--	--
Full board	3.1%	--	--	--	100%	--
All inclusive	32.1%	--	--	--	--	100%

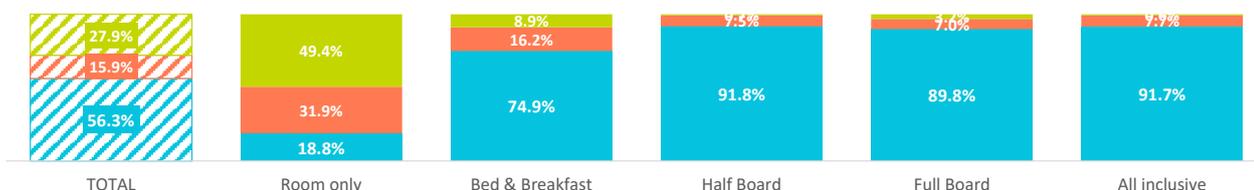
ACCOMMODATION

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
1-2-3* Hotel	10.3%	9.6%	14.1%	9.6%	14.3%	14.2%
4* Hotel	37.0%	7.6%	39.4%	63.2%	63.2%	67.9%
5* Hotel / 5* Luxury Hotel	9.0%	1.6%	21.4%	19.0%	12.4%	9.6%
Aparthotel / Tourist Villa	15.9%	31.9%	16.2%	7.5%	7.0%	7.7%
House/room rented in a private dwelling	15.5%	40.9%	4.5%	0.1%	0.0%	0.1%
Private accommodation ⁽¹⁾	9.3%	2.9%	0.1%	0.0%	0.0%	0.0%
Others (Cottage, cruise, camping,..)	3.0%	5.6%	4.3%	0.6%	3.2%	0.6%

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

TYPE OF ACCOMMODATION

■ Hotels ■ Aparthotel / Tourist Villa ■ Others



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Satisfaction (scale 0-10)						
Average rating	8.74	8.74	8.72	8.72	8.52	8.68
Experience in the Canary Islands						
Worse or much worse than expected	2.9%	2.7%	2.8%	2.8%	4.0%	3.6%
Lived up to expectations	54.8%	54.8%	53.9%	55.6%	57.5%	54.7%
Better or much better than expected	42.3%	42.5%	43.3%	41.6%	38.5%	41.7%
Future intentions (scale 1-10)						
Return to the Canary Islands	8.77	8.80	8.66	8.69	8.39	8.61
Recommend visiting the Canary Islands	8.96	8.99	8.92	8.91	8.68	8.85

RETURN TO THE CANARY



8.77
TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

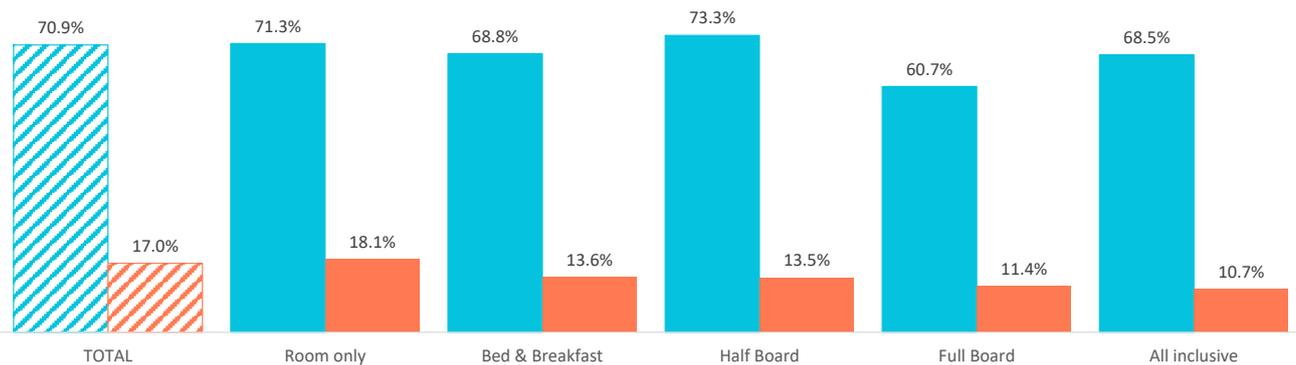


8.96
TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Repeat tourists						
At least 10 previous visits	70.9%	71.3%	68.8%	73.3%	60.7%	68.5%
Repeat tourists (last 5 years)	19.9%	20.4%	16.5%	18.2%	13.0%	14.5%
Repeat tourists (last 5 years) (5 or more visits)	63.8%	65.2%	61.1%	64.8%	53.9%	60.0%
Repeat tourists (last 5 years) (5 or more visits)	17.0%	18.1%	13.6%	13.5%	11.4%	10.7%

■ Repeat tourists ■ Repeat tourists (last 5 years) (5 or more visits)



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
One island	92.9%	91.3%	93.0%	93.9%	93.0%	94.9%
Two islands	6.1%	7.6%	6.0%	5.3%	4.8%	4.3%
Three or more islands	1.0%	1.1%	0.9%	0.8%	2.2%	0.9%

Visited islands during their trip (with overnight staying)

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Lanzarote	18.6%	21.2%	16.0%	16.7%	17.0%	19.2%
Fuerteventura	14.6%	10.7%	6.3%	13.3%	19.3%	24.7%
Gran Canaria	26.6%	28.0%	27.9%	23.5%	23.3%	25.5%
Tenerife	41.4%	42.3%	50.8%	46.1%	40.1%	31.5%
La Gomera	0.3%	0.5%	0.4%	0.3%	0.3%	0.1%
La Palma	1.4%	1.5%	1.7%	2.1%	1.5%	0.8%
El Hierro	0.1%	0.2%	0.2%	0.0%	0.0%	0.0%
Cruise	0.2%	0.2%	0.2%	0.0%	1.1%	0.4%

PROFILE OF TOURIST BY MEAL PLANS

2024

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
0 hours	2.6%	0.5%	1.7%	2.7%	4.8%	5.8%
1 - 2 hours	9.6%	2.5%	5.3%	11.1%	12.8%	21.2%
3 - 6 hours	32.6%	24.6%	31.4%	37.8%	31.6%	39.9%
7 - 12 hours	46.6%	59.5%	50.9%	43.3%	43.8%	28.4%
More than 12 hours	8.6%	12.9%	10.7%	5.2%	6.9%	4.7%
Outdoor time per day	7.4	8.1	6.7	6.8	8.9	5.5



Activities in the Canary Islands

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Walk, wander	73.6%	78.0%	77.4%	73.4%	65.6%	67.6%
Beach	68.9%	74.1%	65.4%	67.2%	63.6%	66.6%
Swimming pool, hotel facilities	57.7%	47.5%	65.7%	67.3%	65.5%	71.6%
Explore the island on their own	48.8%	57.5%	49.6%	47.9%	40.1%	37.9%
Taste Canarian gastronomy	27.3%	34.3%	33.0%	24.3%	15.4%	14.9%
Hiking	18.8%	25.5%	18.8%	17.5%	13.1%	10.7%
Organized excursions	16.2%	13.3%	16.1%	19.1%	25.2%	21.1%
Nightlife / concerts / shows	15.4%	19.3%	17.8%	12.0%	10.2%	11.3%
Theme parks	14.7%	16.6%	15.2%	15.4%	12.5%	14.0%
Sea excursions / whale watching	12.0%	12.2%	12.1%	12.3%	12.7%	13.0%
Wineries / markets / popular festivals	11.2%	14.1%	10.5%	9.7%	7.6%	7.5%
Museums / exhibitions	10.8%	13.9%	12.2%	11.3%	8.7%	6.3%
Other Nature Activities	8.4%	11.0%	8.7%	7.0%	7.1%	4.7%
Swim	7.4%	8.5%	7.9%	6.0%	7.6%	6.8%
Running	6.0%	6.4%	6.0%	4.8%	5.8%	5.2%
Beauty and health treatments	5.2%	4.4%	6.2%	5.9%	5.6%	5.4%
Practice other sports	4.3%	4.6%	3.7%	3.7%	4.1%	3.7%
Astronomical observation	3.9%	4.3%	4.9%	3.3%	3.6%	2.8%
Surf	2.8%	4.5%	2.1%	1.0%	2.6%	1.2%
Cycling / Mountain bike	2.7%	3.3%	2.5%	2.8%	2.9%	2.0%
Golf	2.5%	2.1%	2.9%	2.4%	3.0%	2.1%
Scuba Diving	2.4%	2.8%	2.2%	1.9%	2.3%	2.1%
Windsurf / Kitesurf	0.8%	1.1%	0.6%	0.6%	1.5%	0.5%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
United Kingdom	34.6%	30.9%	36.4%	30.9%	21.5%	42.1%
Germany	16.4%	11.7%	10.4%	26.1%	15.0%	20.0%
Spanish Mainland	11.2%	11.3%	14.9%	13.1%	15.6%	6.8%
France	5.2%	6.4%	3.0%	4.5%	16.4%	5.3%
Italy	4.5%	7.5%	2.5%	2.6%	8.3%	1.9%
Ireland	4.3%	5.9%	5.9%	3.2%	2.7%	2.3%
Netherlands	4.2%	3.9%	5.8%	3.9%	1.8%	4.8%
Belgium	2.8%	2.4%	1.8%	3.8%	3.0%	2.9%
Norway	2.5%	4.0%	3.0%	1.0%	1.2%	1.1%
Sweden	2.1%	2.5%	2.6%	1.4%	2.2%	2.0%
Poland	1.9%	1.5%	0.8%	1.3%	1.7%	3.6%
Denmark	1.6%	2.1%	2.0%	1.0%	2.1%	1.7%
Finland	1.1%	1.5%	1.9%	0.8%	2.9%	0.6%
Switzerland	1.1%	1.0%	2.0%	1.3%	1.3%	0.5%
Czech Republic	1.0%	1.5%	0.3%	0.6%	0.4%	1.3%
Austria	0.8%	0.8%	0.9%	0.8%	0.6%	0.5%
Others	4.7%	5.2%	5.8%	3.5%	3.2%	2.5%

PROFILE OF TOURIST BY MEAL PLANS 2024

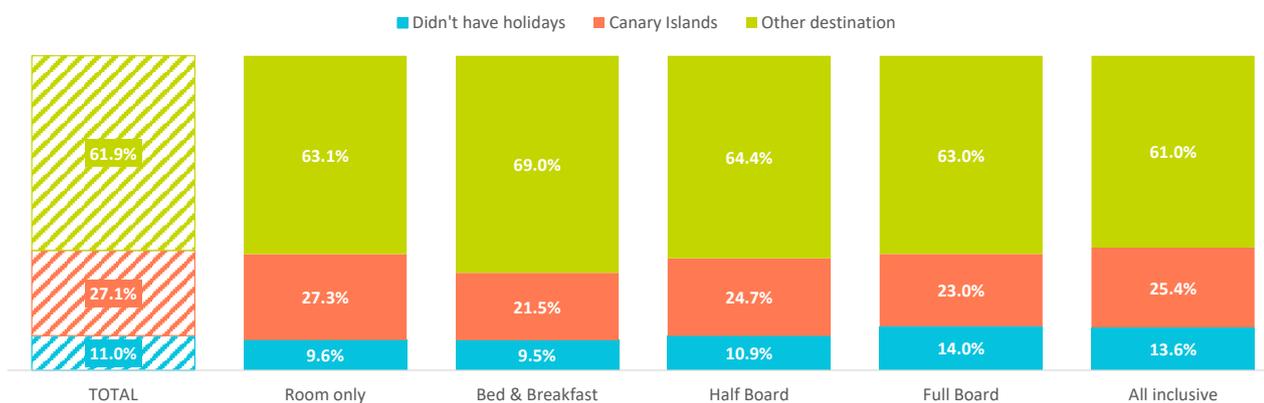


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Didn't have holidays	11.0%	9.6%	9.5%	10.9%	14.0%	13.6%
Canary Islands	27.1%	27.3%	21.5%	24.7%	23.0%	25.4%
Other destination	61.9%	63.1%	69.0%	64.4%	63.0%	61.0%
Balearic Islands	4.5%	3.5%	4.6%	6.1%	5.0%	5.4%
Rest of Spain	11.4%	12.6%	12.0%	12.6%	10.9%	9.5%
Italy	7.2%	8.4%	8.5%	7.6%	7.8%	5.0%
France	5.1%	5.9%	5.5%	5.0%	7.3%	4.5%
Turkey	3.1%	2.6%	2.6%	2.1%	2.9%	5.3%
Greece	7.2%	6.7%	8.1%	7.0%	6.8%	9.0%
Portugal	4.1%	4.6%	5.3%	4.6%	4.2%	3.3%
Croatia	2.0%	2.2%	2.3%	2.0%	2.2%	1.9%
Egypt	1.5%	1.3%	1.1%	1.5%	2.0%	2.2%
Tunisia	0.4%	0.3%	0.4%	0.3%	0.8%	0.7%
Morocco	1.0%	1.4%	1.2%	0.7%	0.6%	0.9%
Others	14.3%	13.7%	17.4%	14.9%	12.4%	13.3%

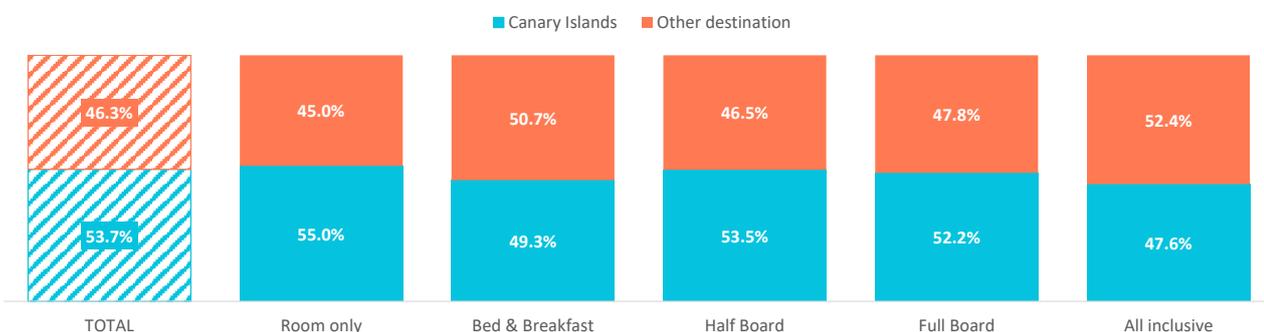
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
None (I was clear about "this Canary Island")	28.3%	30.7%	25.3%	26.5%	26.6%	19.3%
Canary Islands (other island)	25.4%	24.3%	24.0%	27.0%	25.6%	28.4%
Other destination	46.3%	45.0%	50.7%	46.5%	47.8%	52.4%
Balearic Islands	6.0%	5.0%	6.0%	7.2%	6.1%	7.7%
Rest of Spain	9.0%	9.9%	10.0%	8.7%	7.8%	8.6%
Italy	4.7%	5.0%	5.6%	4.8%	5.2%	4.3%
France	1.7%	2.0%	1.7%	1.4%	2.0%	1.5%
Turkey	3.4%	2.5%	2.9%	2.7%	3.0%	5.5%
Greece	8.2%	6.8%	8.9%	8.5%	7.8%	10.8%
Portugal	6.2%	6.6%	8.1%	6.2%	6.7%	5.8%
Croatia	2.4%	2.5%	2.8%	2.4%	2.8%	2.7%
Egypt	2.4%	2.1%	1.8%	2.5%	3.6%	3.4%
Others	2.3%	2.5%	3.0%	2.3%	2.7%	2.2%

* Percentage of valid answers



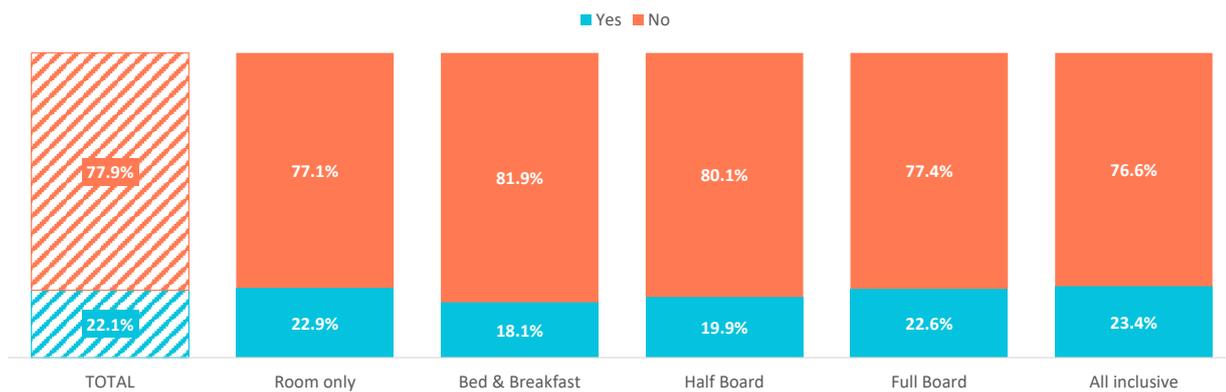
TOURIST TAX (Data available from Q2 2024)

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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Yes	45.3%	46.5%	49.1%	47.0%	42.1%	45.8%
No	34.4%	34.5%	30.3%	32.7%	36.1%	33.7%
Not remember	20.4%	19.0%	20.6%	20.3%	21.8%	20.5%

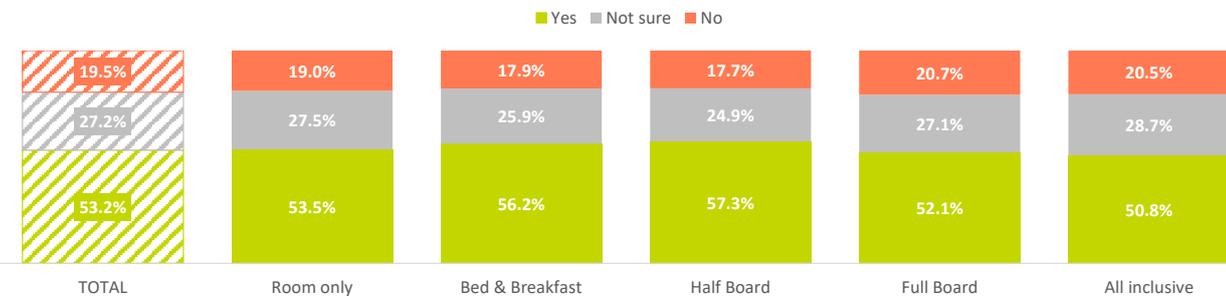
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Yes	22.1%	22.9%	18.1%	19.9%	22.6%	23.4%
No	77.9%	77.1%	81.9%	80.1%	77.4%	76.6%



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

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Yes	53.2%	53.5%	56.2%	57.3%	52.1%	50.8%
- For any purpose	11.3%	11.3%	12.2%	11.8%	9.6%	11.2%
- Improve living conditions	9.2%	9.2%	8.9%	10.0%	7.9%	8.8%
- Improve economic development	4.6%	4.1%	4.6%	4.9%	4.3%	4.8%
- Improve the environment	17.5%	18.7%	19.0%	20.2%	17.7%	15.1%
- Improve the tourist environment	4.4%	4.6%	4.3%	4.2%	6.3%	4.7%
- Other purposes	6.2%	5.7%	7.2%	6.2%	6.3%	6.2%
Not sure	27.2%	27.5%	25.9%	24.9%	27.1%	28.7%
No	19.5%	19.0%	17.9%	17.7%	20.7%	20.5%

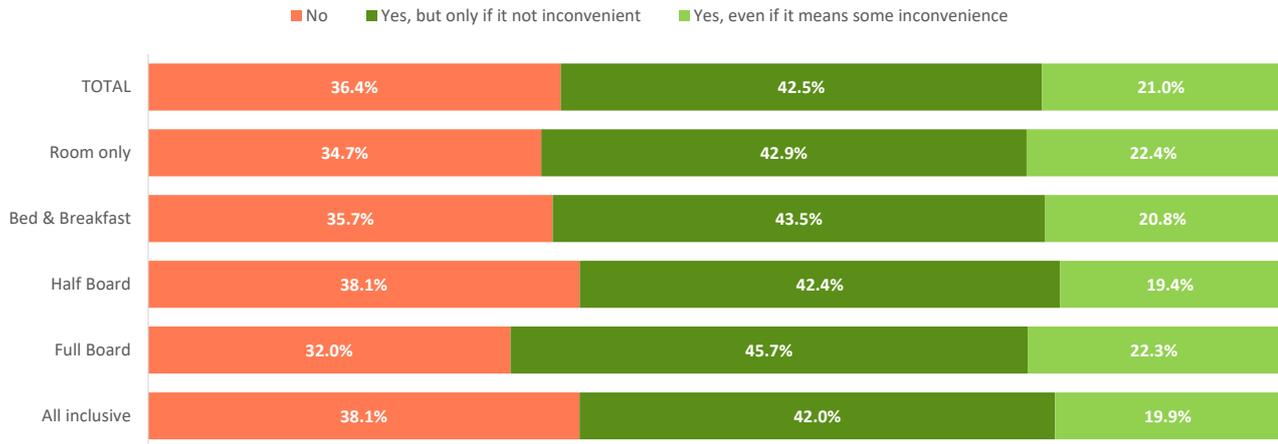


How much would they be willing to pay?

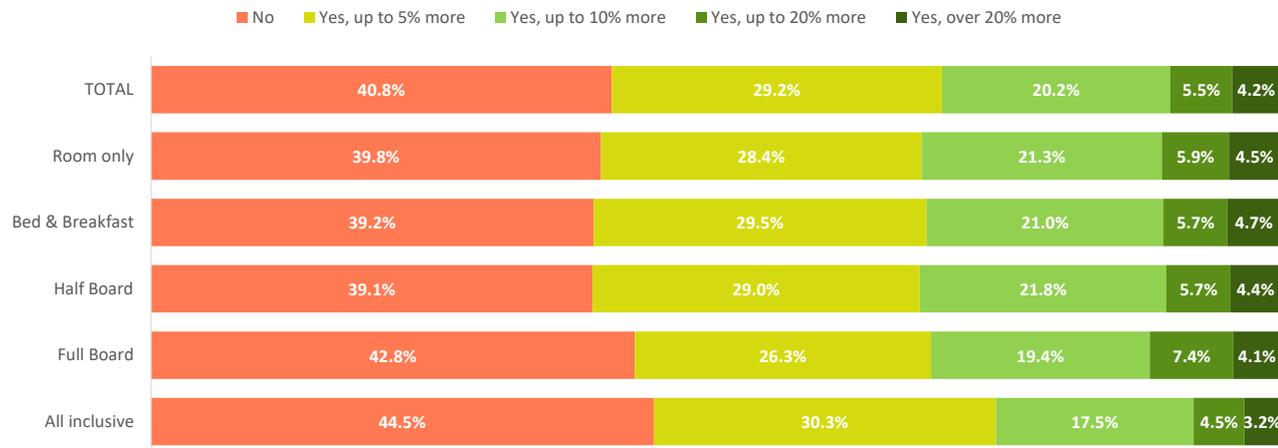
	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Up to 1 euro	37.6%	38.3%	34.5%	36.3%	39.8%	37.9%
Up to 2 euros	32.4%	32.1%	33.4%	33.9%	29.0%	33.4%
Up to 3 euros	19.5%	19.1%	20.6%	19.9%	20.7%	19.8%
More than 3 euros	10.4%	10.5%	11.5%	10.0%	10.5%	8.9%

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?



Percepcion of the following sustainability measures during their stay *

	TOTAL	Room only	Bed & Breakfast	Half Board	Full Board	All inclusive
Quality of life on the island	8.0	8.1	8.0	7.9	8.0	7.9
Tolerance towards tourism	8.6	8.5	8.6	8.6	8.6	8.6
Cleanliness of the island	8.2	8.2	8.3	8.3	8.3	8.3
Air quality	8.5	8.4	8.5	8.5	8.4	8.5
Rational water consumption	7.6	7.5	7.6	7.5	7.5	7.7
Energy saving	7.1	7.0	7.1	7.0	7.0	7.2
Use of renewable energy	7.0	7.0	7.0	7.0	7.0	7.1
Recycling	7.1	6.8	7.0	7.2	7.2	7.3
Easy to get around by public transport	7.5	7.4	7.4	7.6	7.4	7.7
Overcrowding in tourist areas	6.6	6.5	6.6	6.5	6.8	6.7
Supply of local products	7.2	7.2	7.2	7.1	7.1	7.2

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

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.