

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME 2023

## TOURIST EXPENDITURE

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>14,108,401</b>	<b>1,844,178</b>	<b>4,918,840</b>	<b>3,437,691</b>	<b>3,907,691</b>
<b>% Tourists</b>	<b>100%</b>	<b>13.1%</b>	<b>34.9%</b>	<b>24.4%</b>	<b>27.7%</b>
- Lanzarote	2,601,667	291,300	931,980	641,409	736,978
- Fuerteventura	1,984,658	229,673	666,022	516,247	572,717
- Gran Canaria	3,737,159	491,094	1,268,904	942,867	1,034,293
- Tenerife	5,601,943	811,088	1,984,953	1,291,975	1,513,928
- La Palma	133,951	14,979	50,314	32,128	36,530
<b>% tourists who book holiday package</b>	<b>47.7%</b>	<b>40.1%</b>	<b>46.9%</b>	<b>50.8%</b>	<b>49.6%</b>
<b>Expenditure per tourist (€)</b>	<b>1,387</b>	<b>1,157</b>	<b>1,276</b>	<b>1,426</b>	<b>1,600</b>
- book holiday package	1,596	1,396	1,491	1,642	1,756
- holiday package	1,319	1,138	1,231	1,363	1,453
- others	277	258	260	280	303
- do not book holiday package	1,196	997	1,087	1,203	1,445
- flight	328	285	288	336	396
- accommodation	420	299	365	408	570
- others	448	413	433	459	480
<b>Average lenght of stay</b>	<b>9.47</b>	<b>9.94</b>	<b>9.38</b>	<b>9.72</b>	<b>9.17</b>
<b>Average daily expenditure (€)</b>	<b>167.8</b>	<b>139.5</b>	<b>154.7</b>	<b>168.5</b>	<b>197.0</b>
<b>Average daily expenditure without flight (€)</b>	<b>120.2</b>	<b>99.9</b>	<b>111.5</b>	<b>120.4</b>	<b>140.6</b>
<b>Average cost of the flight (€)</b>	<b>387.4</b>	<b>324.8</b>	<b>349.5</b>	<b>403.8</b>	<b>450.2</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>19,565</b>	<b>2,134</b>	<b>6,278</b>	<b>4,903</b>	<b>6,251</b>
<b>% Turnover</b>	<b>100%</b>	<b>10.9%</b>	<b>32.1%</b>	<b>25.1%</b>	<b>31.9%</b>

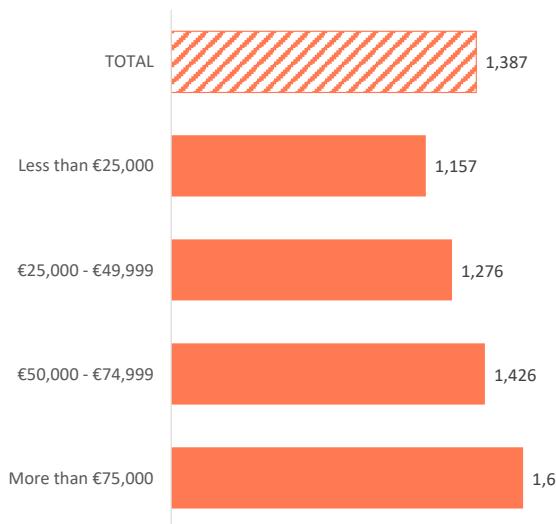
### TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



### AVERAGE LENGTH OF STAY



### EXPENDITURE PER TOURIST (€)



### DAILY EXPENDITURE WITHOUT FLIGHT (€)



# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME 2023



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

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Accommodation:</b>					
- Accommodation	83.7%	77.5%	83.1%	84.4%	86.8%
- Additional accommodation expenses	7.1%	7.0%	6.9%	6.8%	7.7%
<b>Transport:</b>					
- National/International Transport	94.9%	93.9%	94.6%	95.1%	95.5%
- Flights between islands	5.6%	7.3%	5.6%	5.1%	5.1%
- Taxi	52.6%	46.3%	51.0%	54.6%	55.8%
- Car rental	32.4%	31.4%	33.0%	33.6%	31.1%
- Public transport	11.2%	14.1%	12.4%	10.8%	8.8%
<b>Food and drink:</b>					
- Food purchases at supermarkets	58.8%	61.0%	59.0%	59.2%	57.2%
- Restaurants	66.5%	65.7%	66.3%	66.3%	67.4%
<b>Leisure:</b>					
- Organized excursions	24.7%	28.2%	25.0%	24.9%	22.6%
- Sport activities	8.1%	7.4%	7.4%	8.0%	9.4%
- Cultural activities	2.8%	3.0%	2.8%	3.0%	2.4%
- Museums	5.5%	5.4%	5.6%	6.1%	5.0%
- Theme Parks	10.9%	11.8%	10.5%	11.3%	10.7%
- Discos and pubs	10.7%	13.5%	11.6%	9.9%	9.1%
- Wellness	5.3%	4.3%	4.8%	5.9%	6.1%
<b>Purchases of goods:</b>					
- Souvenirs	41.5%	43.0%	42.0%	42.0%	39.8%
- Real state	0.2%	0.3%	0.1%	0.2%	0.2%
- Other expenses	0.8%	0.9%	0.9%	0.7%	0.7%
<b>Other:</b>					
- Medical or pharmaceutical expenses	7.7%	7.9%	7.5%	7.4%	7.9%
- Other expenses	5.4%	5.0%	5.3%	5.6%	5.7%

Average expenditure of tourists whose spending has been greater than €0 in each item

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Expenditure per tourist and trip (€)</b>					
<b>Accommodation:</b>					
- Accommodation	866	702	804	894	986
- Additional accommodation expenses	709	576	645	725	828
	157	127	159	169	158
<b>Transport:</b>					
- National/International Transport	733	656	692	742	812
- Flights between islands	408	346	369	425	472
- Taxi	84	79	81	74	101
- Car rental	89	89	90	90	86
- Public transport	122	112	121	126	127
	29	30	31	28	27
<b>Food and drink:</b>					
- Food purchases at supermarkets	306	282	290	308	335
- Restaurants	108	112	104	109	109
	199	170	187	199	227
<b>Leisure:</b>					
- Organized excursions	535	535	513	539	556
- Sport activities	95	93	93	94	100
- Cultural activities	99	91	88	99	112
- Museums	58	57	57	59	58
- Theme Parks	39	46	37	37	40
- Discos and pubs	71	69	67	74	74
- Wellness	99	103	94	100	102
	74	74	78	76	70
<b>Purchases of goods:</b>					
- Souvenirs	1,242	895	989	657	2,269
- Real state	87	85	83	84	95
- Other expenses	934	680	679	356	1,907
	221	130	228	217	266
<b>Other:</b>					
- Medical or pharmaceutical expenses	138	143	142	140	129
- Other expenses	47	47	42	56	47
	91	96	100	85	83

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME

## 2023



### TOURIST PROFILE

#### Who are they?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Gender</b>					
Percentage of men	48.2%	42.5%	45.6%	48.9%	53.5%
Percentage of women	51.8%	57.5%	54.4%	51.1%	46.5%
<b>Age</b>					
Average age	46.37	41.63	46.81	47.10	47.41
Standard deviation	16.8	18.5	17.3	16.3	15.1
<b>Age range</b>					
16-24 years old	11.1%	25.4%	10.7%	8.5%	7.3%
25-30 years old	10.8%	14.1%	12.5%	10.3%	7.4%
31-45 years old	28.7%	22.0%	27.1%	30.4%	32.3%
46-60 years old	25.2%	16.6%	21.9%	26.2%	32.3%
Over 60 years old	24.2%	21.9%	27.7%	24.5%	20.7%
<b>Occupation</b>					
Salaried worker	55.7%	43.8%	55.4%	58.1%	59.5%
Self-employed	10.8%	11.3%	10.9%	11.3%	10.0%
Unemployed	0.9%	3.0%	0.8%	0.5%	0.5%
Business owner	8.1%	5.0%	5.7%	7.9%	12.7%
Student	4.2%	13.2%	3.0%	2.9%	2.7%
Retired	18.9%	21.2%	22.6%	18.5%	13.6%
Unpaid domestic work	0.6%	0.6%	0.6%	0.3%	0.7%
Others	0.9%	2.0%	1.0%	0.6%	0.5%
<b>Annual household income level</b>					
Less than €25,000	13.1%	100%	--	--	--
€25,000 - €49,999	34.9%	--	100%	--	--
€50,000 - €74,999	24.4%	--	--	100%	--
More than €74,999	27.7%	--	--	--	100%
<b>Education level</b>					
No studies	4.0%	5.0%	4.6%	3.5%	3.4%
Primary education	1.9%	2.7%	2.3%	1.8%	1.1%
Secondary education	20.1%	26.3%	24.0%	18.8%	13.5%
Higher education	73.9%	65.9%	69.1%	76.0%	82.0%



#### Who do they come with?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Unaccompanied	10.1%	16.3%	11.9%	8.5%	6.2%
Only with partner	47.5%	43.3%	49.7%	49.0%	45.5%
Only with children (< 13 years old)	4.4%	3.1%	3.7%	4.6%	5.8%
Partner + children (< 13 years old)	6.8%	3.2%	4.9%	7.9%	10.1%
Other relatives	10.0%	11.4%	9.3%	9.8%	10.3%
Friends	7.1%	11.0%	7.8%	6.0%	5.3%
Work colleagues	0.6%	1.0%	0.5%	0.4%	0.6%
Organized trip	0.2%	0.4%	0.3%	0.1%	0.1%
Other combinations <sup>(2)</sup>	13.3%	10.3%	11.9%	13.7%	16.1%
<sup>(2)</sup> Different situations have been isolated					
<b>Tourists with children</b>	16.9%	10.7%	13.2%	18.5%	23.1%
- Between 0 and 2 years old	1.5%	1.1%	1.1%	1.7%	1.9%
- Between 3 and 12 years old	14.1%	8.8%	11.1%	15.5%	19.4%
- Between 0-2 and 3-12 years old	1.3%	0.9%	1.0%	1.3%	1.8%
<b>Tourists without children</b>	83.1%	89.3%	86.8%	81.5%	76.9%
<b>Group composition:</b>					
- 1 person	12.6%	20.4%	14.4%	10.6%	8.2%
- 2 people	55.3%	54.2%	58.9%	55.6%	51.1%
- 3 people	12.1%	10.2%	10.6%	12.9%	14.2%
- 4 or 5 people	16.0%	11.8%	12.9%	17.0%	21.1%
- 6 or more people	4.0%	3.4%	3.2%	3.8%	5.5%
<b>Average group size:</b>	2.57	2.35	2.42	2.61	2.82

<sup>\*</sup>People who share the main expenses of the trip

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## TRIP MOTIVATION AND DESTINATION CHOICE

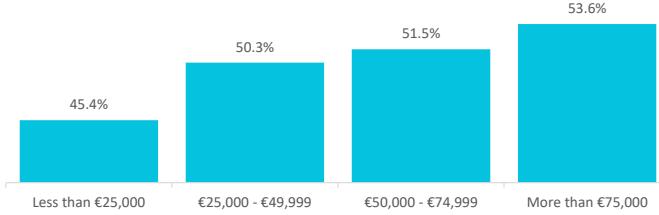
What is the main reason for visiting the Canary Islands?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Holidays	90.0%	83.6%	89.2%	91.0%	93.2%
Family reasons	6.9%	12.3%	7.6%	6.2%	3.9%
Business	1.6%	1.9%	1.5%	1.3%	1.7%
Education and training	0.2%	0.5%	0.2%	0.3%	0.1%
Sports training	0.5%	0.6%	0.5%	0.5%	0.4%
Health	0.1%	0.0%	0.2%	0.1%	0.1%
Conventions and Exhibitions	0.2%	0.4%	0.1%	0.1%	0.2%
Others	0.5%	0.7%	0.6%	0.5%	0.4%

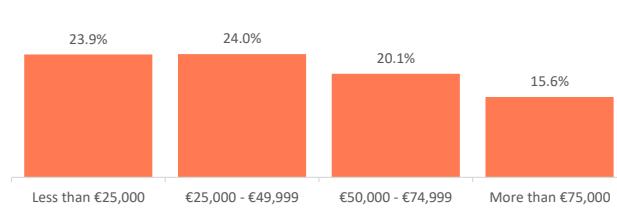
What is the main motivation for their holidays?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Rest	50.9%	45.4%	50.3%	51.5%	53.6%
Enjoy family time	15.6%	14.9%	13.5%	16.1%	18.1%
Have fun	9.2%	12.1%	9.0%	8.6%	8.5%
Explore the destination	20.7%	23.9%	24.0%	20.1%	15.6%
Practice their hobbies	2.0%	1.6%	1.6%	2.2%	2.5%
Other reasons	1.7%	2.1%	1.6%	1.5%	1.7%

### REST



### EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Climate	75.1%	70.1%	73.3%	75.4%	79.5%
Safety	54.6%	54.5%	53.9%	54.4%	55.9%
Tranquility	47.9%	49.5%	48.3%	47.1%	47.3%
Sea	45.4%	48.9%	44.8%	44.7%	45.1%
Accommodation supply	42.9%	40.4%	41.3%	42.0%	46.8%
Beaches	38.8%	44.3%	39.1%	37.1%	37.3%
Effortless trip	38.3%	35.9%	38.0%	38.0%	39.9%
Price	37.3%	43.9%	38.8%	35.3%	34.0%
European belonging	35.3%	37.0%	34.9%	34.7%	35.5%
Landscapes	35.0%	43.3%	37.7%	32.4%	30.0%
Environment	34.6%	41.0%	35.6%	32.8%	31.9%
Gastronomy	26.9%	27.1%	26.4%	26.2%	28.0%
Fun possibilities	24.0%	29.3%	23.9%	22.1%	23.2%
Authenticity	22.6%	29.2%	23.5%	20.7%	20.0%
Exoticism	12.0%	18.0%	12.7%	11.2%	9.1%
Hiking trail network	10.4%	13.2%	11.3%	9.1%	9.2%
Shopping	9.6%	13.1%	10.3%	8.7%	8.1%
Culture	9.5%	12.6%	10.2%	8.6%	8.1%
Historical heritage	9.1%	12.4%	10.1%	8.5%	6.9%
Nightlife	8.4%	13.1%	8.9%	7.3%	6.8%

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	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Previous visits to the Canary Islands	49.0%	40.5%	48.3%	50.0%	53.1%
Friends or relatives	29.6%	35.8%	30.2%	28.0%	27.3%
Internet or social media	53.0%	49.2%	51.7%	54.4%	55.2%
Mass Media	2.1%	2.5%	2.2%	2.0%	1.9%
Travel guides and magazines	7.0%	5.8%	6.8%	7.3%	7.4%
Travel Blogs or Forums	6.7%	7.2%	6.7%	7.2%	6.0%
Travel TV Channels	0.8%	0.9%	0.8%	0.7%	0.8%
Tour Operator or Travel Agency	20.4%	18.2%	21.1%	20.9%	20.1%
Public administrations or similar	0.7%	0.8%	0.6%	0.8%	0.5%
Others	3.2%	3.7%	3.0%	3.0%	3.3%

\* Multi-choice question

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME 2023



## TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
The same day	0.7%	1.1%	0.8%	0.5%	0.7%
Between 1 and 30 days	23.5%	26.7%	24.4%	22.8%	21.5%
Between 1 and 2 months	24.6%	26.4%	25.7%	23.5%	23.4%
Between 3 and 6 months	32.4%	30.6%	31.8%	33.0%	33.5%
More than 6 months	18.8%	15.2%	17.4%	20.2%	20.9%

% TOURISTS WHO  
BOOK THEIR TRIP  
WITH MORE THAN 6  
MONTHS



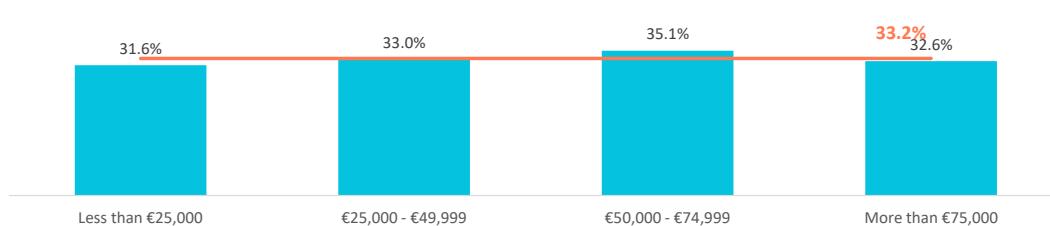
With whom did they book their flight and accommodation?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
<b>Flight</b>					
- Directly with the airline	49.6%	52.9%	50.1%	47.1%	49.7%
- Tour Operator or Travel Agency	50.4%	47.1%	49.9%	52.9%	50.3%
<b>Accommodation</b>					
- Directly with the accommodation	36.7%	38.3%	36.1%	35.1%	38.2%
- Tour Operator or Travel Agency	63.3%	61.7%	63.9%	64.9%	61.8%

What do they book?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Room only	29.1%	34.3%	30.4%	28.3%	25.8%
Bed and Breakfast	14.3%	12.4%	13.0%	13.6%	17.4%
Half board	20.1%	18.0%	20.3%	20.2%	20.7%
Full board	3.3%	3.8%	3.3%	2.8%	3.4%
All inclusive	33.2%	31.6%	33.0%	35.1%	32.6%

% TOURISTS WHO  
BOOK ALL  
INCLUSIVE



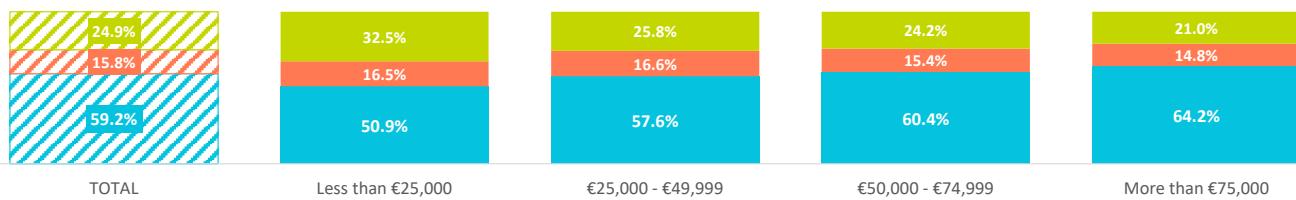
## ACCOMMODATION

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
1-2-3* Hotel	10.7%	11.7%	11.2%	10.8%	9.5%
4* Hotel	38.6%	34.0%	39.2%	39.6%	39.1%
5* Hotel / 5* Luxury Hotel	9.9%	5.3%	7.2%	10.0%	15.6%
Aparthotel / Tourist Villa	15.8%	16.5%	16.6%	15.4%	14.8%
House/room rented in a private dwelling	7.8%	8.1%	8.1%	7.3%	7.6%
Private accommodation <sup>(1)</sup>	9.0%	14.4%	9.6%	8.3%	6.4%
Others (Cottage, cruise, camping,..)	8.2%	10.1%	8.1%	8.6%	7.0%

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

### TYPE OF ACCOMMODATION

■ Hotels ■ Aparthotel / Tourist Villa ■ Others



# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME

## 2023

### SATISFACTION AND LOYALTY INDICATORS

#### Satisfaction

Satisfaction (scale 0-10)	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Average rating	8.82	8.83	8.84	8.80	8.79
Experience in the Canary Islands	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Worse or much worse than expected	2.5%	3.1%	2.7%	2.5%	2.0%
Lived up to expectations	54.0%	50.2%	53.4%	55.7%	54.8%
Better or much better than expected	43.5%	46.7%	43.9%	41.8%	43.1%
Future intentions (scale 1-10)	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Return to the Canary Islands	8.83	8.80	8.87	8.80	8.81
Recommend visiting the Canary Islands	9.04	9.07	9.08	9.01	9.00

#### RETURN TO THE CANARY



#### RECOMMEND VISITING THE CANARY ISLANDS



#### How many are loyal to the Canary Islands?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Repeat tourists	72.5%	65.3%	71.7%	73.3%	76.0%
At least 10 previous visits	19.6%	16.3%	19.7%	19.8%	20.7%
Repeat tourists (last 5 years)	65.0%	58.3%	65.0%	65.8%	67.5%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	14.0%	16.0%	15.7%	15.9%

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



### ISLANDS

#### How many islands do they visit during their trip?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
One island	92.1%	90.4%	91.9%	92.5%	92.9%
Two islands	6.7%	8.2%	7.0%	6.2%	6.0%
Three or more islands	1.2%	1.4%	1.1%	1.3%	1.1%

#### Visited islands during their trip (with overnight staying)

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Lanzarote	19.0%	16.3%	19.5%	19.2%	19.4%
Fuerteventura	14.8%	13.3%	14.4%	15.7%	15.3%
Gran Canaria	27.2%	27.4%	26.5%	28.1%	27.1%
Tenerife	40.5%	44.8%	41.2%	38.5%	39.5%
La Gomera	0.5%	0.5%	0.4%	0.7%	0.5%
La Palma	1.4%	1.3%	1.4%	1.5%	1.3%
El Hierro	0.2%	0.3%	0.2%	0.1%	0.1%
Cruise	0.2%	0.1%	0.2%	0.2%	0.3%

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME

## 2023



### ACTIVITIES IN THE CANARY ISLANDS

#### Outdoor time per day

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
0 hours	2.3%	2.1%	1.7%	2.3%	3.2%
1 - 2 hours	10.6%	7.1%	9.1%	11.5%	13.4%
3 - 6 hours	33.3%	27.5%	32.3%	34.3%	36.3%
7 - 12 hours	45.2%	51.6%	47.8%	44.1%	40.0%
More than 12 hours	8.6%	11.7%	9.1%	7.8%	7.2%
<b>Outdoor time per day</b>	<b>7.3</b>	<b>8.2</b>	<b>7.6</b>	<b>7.1</b>	<b>6.7</b>



#### Activities in the Canary Islands

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Walk, wander	73.1%	74.3%	75.2%	72.8%	70.3%
Beach	69.4%	72.1%	69.6%	70.3%	67.2%
Swimming pool, hotel facilities	59.3%	52.7%	58.4%	60.3%	62.5%
Explore the island on their own	48.0%	52.5%	50.0%	48.0%	43.3%
Taste Canarian gastronomy	26.5%	28.2%	27.9%	26.6%	23.8%
Hiking	18.5%	19.4%	18.4%	19.3%	17.5%
Organized excursions	16.8%	19.9%	17.4%	16.6%	14.9%
Nightlife / concerts / shows	15.9%	20.0%	16.9%	14.7%	13.7%
Theme parks	14.1%	16.6%	13.8%	14.4%	13.2%
Sea excursions / whale watching	12.4%	14.4%	12.4%	12.5%	11.5%
Wineries / markets / popular festivals	11.4%	13.7%	12.1%	11.2%	9.7%
Museums / exhibitions	10.5%	12.1%	11.3%	10.6%	8.9%
Other Nature Activities	8.1%	10.4%	8.5%	7.6%	6.8%
Swim	7.8%	8.6%	7.0%	8.3%	8.0%
Beauty and health treatments	6.1%	5.8%	5.5%	6.1%	6.9%
Running	5.7%	5.1%	4.9%	5.8%	6.9%
Practice other sports	4.5%	4.5%	4.0%	4.5%	5.0%
Astronomical observation	4.0%	4.2%	4.0%	4.0%	3.9%
Cycling / Mountain bike	3.0%	2.2%	2.3%	3.0%	4.3%
Surf	2.9%	3.6%	2.6%	2.7%	3.0%
Scuba Diving	2.9%	3.5%	2.5%	2.9%	2.9%
Golf	2.5%	2.3%	2.1%	2.3%	3.2%
Windsurf / Kitesurf	0.9%	0.5%	0.7%	1.1%	1.2%

### COUNTRY OF RESIDENCE

#### Where are they from?

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
United Kingdom	34.1%	28.2%	32.8%	33.9%	38.7%
Germany	16.3%	11.7%	14.6%	19.1%	18.0%
Spanish Mainland	12.1%	20.9%	16.3%	9.4%	5.2%
France	5.3%	5.5%	6.2%	5.7%	3.9%
Ireland	4.3%	3.0%	3.9%	4.0%	5.7%
Italy	4.2%	8.1%	5.5%	2.8%	1.9%
Netherlands	4.2%	3.3%	3.8%	5.2%	4.1%
Belgium	2.7%	1.9%	3.4%	3.4%	1.6%
Norway	2.5%	0.5%	1.0%	2.8%	5.1%
Sweden	2.3%	1.3%	1.9%	2.7%	2.7%
Denmark	1.8%	0.8%	1.2%	2.1%	2.8%
Poland	1.8%	3.7%	2.1%	1.5%	0.8%
Finland	1.3%	0.8%	1.1%	1.4%	1.6%
Switzerland	1.2%	0.4%	0.4%	1.1%	2.6%
Czech Republic	0.9%	1.3%	1.1%	0.6%	0.6%
Austria	0.9%	1.1%	0.8%	1.2%	0.6%
Others	4.2%	7.5%	3.9%	3.0%	4.0%

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME

## 2023



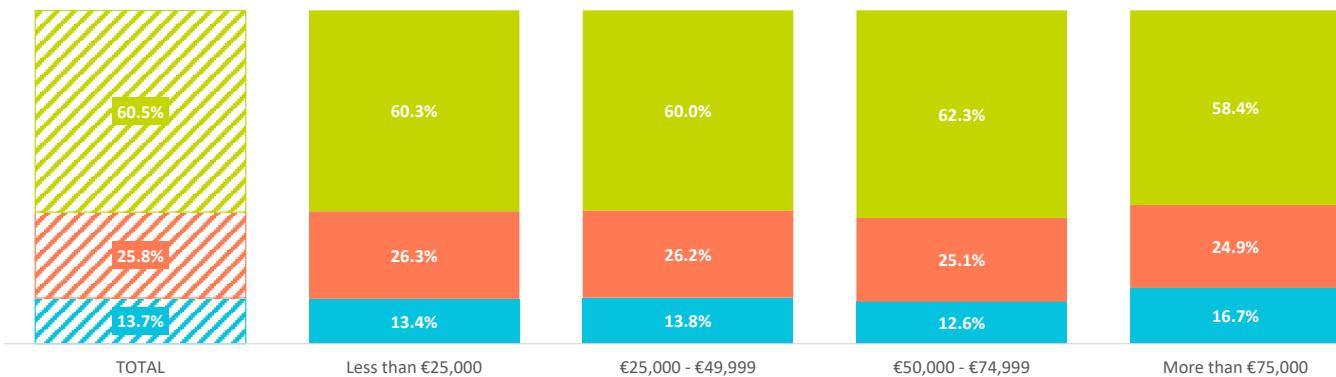
### COMPETITORS

Where did they spend their main holiday last year? \*

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Didn't have holidays	13.7%	13.4%	13.8%	12.6%	16.7%
Canary Islands	25.8%	26.3%	26.2%	25.1%	24.9%
Other destination	60.5%	60.3%	60.0%	62.3%	58.4%
Balearic Islands	4.5%	4.6%	4.7%	4.5%	4.1%
Rest of Spain	11.4%	12.7%	10.5%	9.4%	13.9%
Italy	7.4%	7.2%	7.1%	8.2%	7.0%
France	5.3%	5.1%	5.6%	5.5%	4.5%
Turkey	2.8%	2.7%	2.6%	2.9%	3.0%
Greece	6.9%	6.8%	7.0%	7.5%	5.9%
Portugal	4.1%	4.1%	4.2%	4.0%	4.1%
Croatia	2.3%	2.3%	2.2%	2.3%	2.5%
Egypt	1.1%	1.2%	1.0%	1.1%	1.3%
Tunisia	0.3%	0.3%	0.3%	0.3%	0.4%
Morocco	0.8%	0.9%	0.5%	0.7%	1.2%
Others	13.7%	12.5%	14.4%	16.0%	10.5%

\* Percentage of valid answers

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



What other destinations did they consider for this trip? \*

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
None (I was clear about "this Canary Island")	28.5%	29.0%	28.3%	27.9%	29.2%
Canary Islands (other island)	25.1%	25.4%	25.4%	24.4%	25.6%
Other destination	46.3%	45.6%	46.4%	47.7%	45.2%
Balearic Islands	6.1%	6.1%	6.2%	6.1%	6.0%
Rest of Spain	8.6%	9.0%	8.7%	8.0%	9.0%
Italy	4.8%	4.8%	4.6%	4.7%	5.2%
France	1.6%	1.4%	1.5%	1.8%	1.8%
Turkey	3.4%	3.4%	3.3%	3.6%	3.1%
Greece	8.1%	7.7%	8.5%	8.6%	7.6%
Portugal	6.3%	6.1%	6.1%	6.9%	5.5%
Croatia	2.5%	2.4%	2.5%	2.5%	2.5%
Egypt	2.5%	2.3%	2.6%	2.5%	2.5%
Others	2.5%	2.4%	2.5%	2.9%	2.0%

\* Percentage of valid answers

■ Canary Islands ■ Other destination



# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME

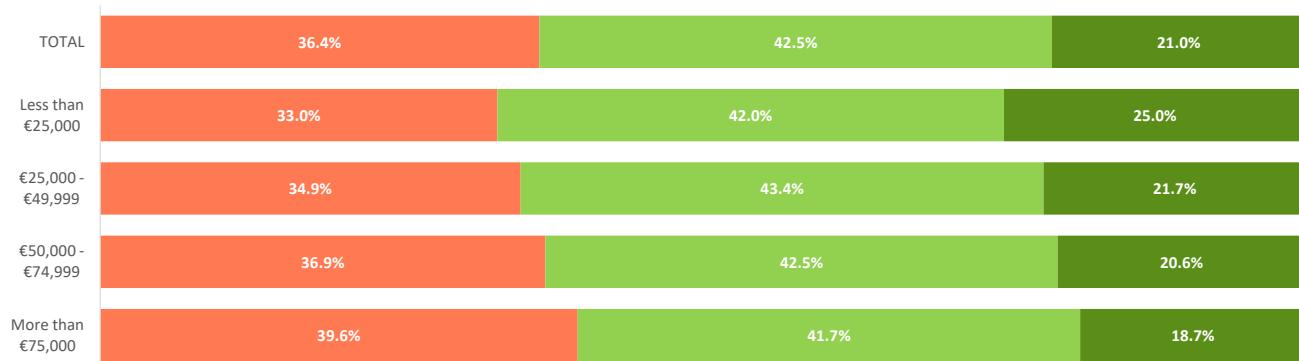
## 2023



### SUSTAINABLE DESTINATION

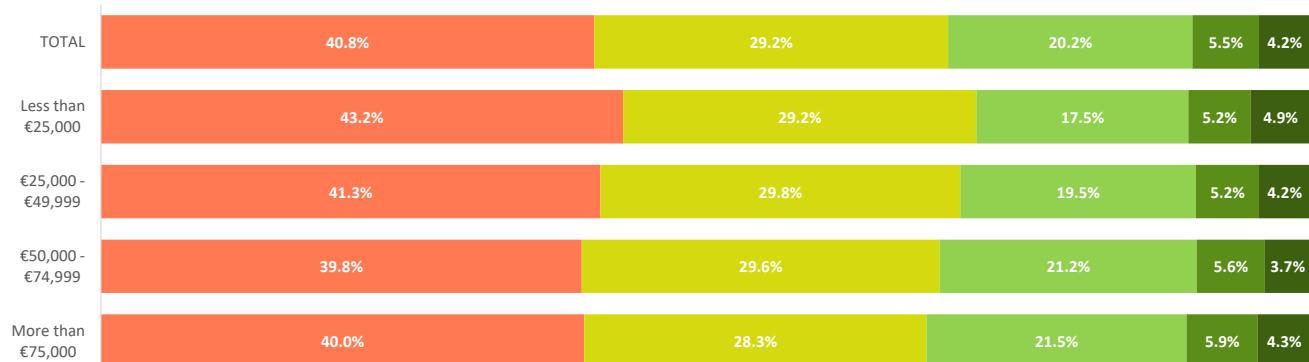
When booking a trip, do they tend to choose the most sustainable options?

■ No ■ Yes, but only if it is 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



Perception of the following sustainability measures during their stay \*

	TOTAL	Less than €25,000	€25,000 - €49,999	€50,000 - €74,999	More than €75,000
Quality of life on the island	8.0	8.1	8.1	8.0	7.9
Tolerance towards tourism	8.6	8.5	8.6	8.5	8.5
Cleanliness of the island	8.2	8.2	8.3	8.2	8.2
Air quality	8.5	8.4	8.5	8.4	8.4
Rational water consumption	7.6	7.6	7.7	7.6	7.5
Energy saving	7.1	7.2	7.2	7.0	6.9
Use of renewable energy	7.0	7.2	7.1	7.0	6.9
Recycling	7.1	7.2	7.2	7.0	6.9
Easy to get around by public transport	7.5	7.6	7.6	7.5	7.3
Overcrowding in tourist areas	6.6	6.9	6.7	6.5	6.4
Supply of local products	7.2	7.4	7.3	7.2	7.0

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