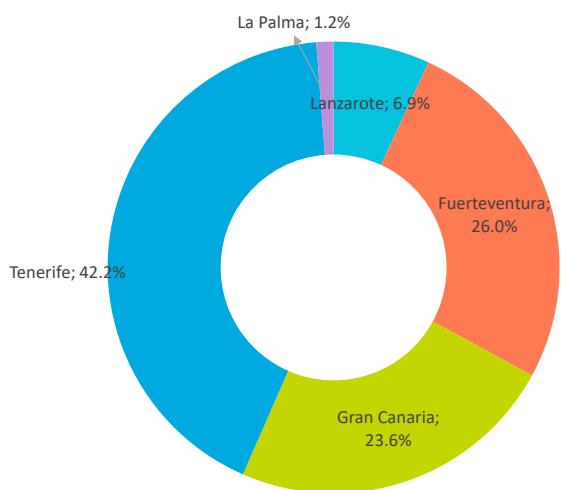
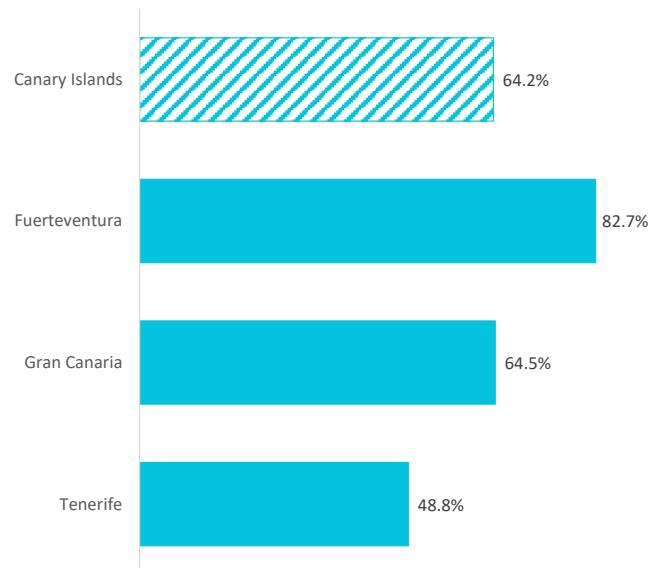


INBOUND TOURISM AND TOURIST EXPENDITURE

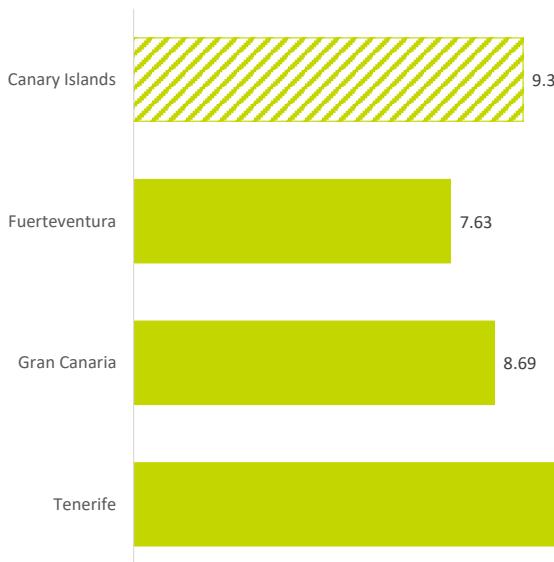
	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals \geq 16 years old (EGT)	254,137	17,513	66,146	60,018	107,182	3,106
% Tourists	100%	6.9%	26.0%	23.6%	42.2%	1.2%
% tourists who book holiday package	64.2%	--	82.7%	64.5%	48.8%	--
Expenditure per tourist (€)	1,414	--	1,291	1,593	1,386	--
- book holiday package	1,555	--	1,327	1,820	1,602	--
- holiday package	1,304	--	1,151	1,529	1,290	--
- others	251	--	176	291	312	--
- do not book holiday package	1,163	--	1,119	1,180	1,181	--
- flight	335	--	327	373	324	--
- accommodation	343	--	362	294	351	--
- others	485	--	430	512	505	--
Average lenght of stay	9.38	--	7.63	8.69	10.94	--
Average daily expenditure (€)	172.2	--	172.1	195.7	158.8	--
Average daily expenditure without flight (€)	118.6	--	116.0	138.1	109.7	--
Average cost of the flight (€)	431.8	--	416.3	483.3	406.5	--
Total turnover (\geq 16 years old) (€m)	359	--	85	96	149	--
% Turnover	100%	--	23.8%	26.6%	41.3%	--
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.
Passenger arrivals on non-stop flights (AENA)	339,133	24,199	94,019	62,972	155,660	2,283
Children $<$ 16 years old (FRONTUR - EGT)	n.d.	n.d.	n.d.	n.d.	n.d.	n.d.

% TOURISTS (\geq 16 years old)

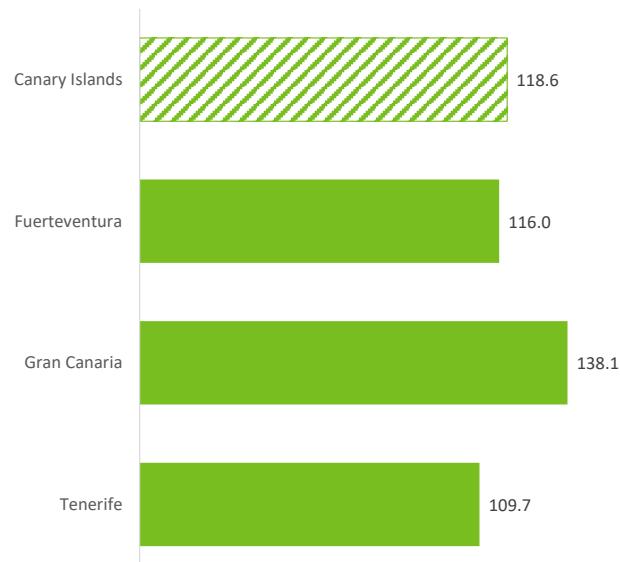
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	87.6%	--	97.0%	82.6%	82.8%	--
- Additional accommodation expenses	6.0%	--	4.1%	4.9%	8.5%	--
Transport:						
- National/International Transport	95.9%	--	98.2%	95.4%	94.3%	--
- Flights between islands	9.5%	--	9.4%	8.4%	11.3%	--
- Taxi	56.9%	--	67.0%	61.6%	46.3%	--
- Car rental	39.5%	--	31.9%	32.5%	50.7%	--
- Public transport	12.3%	--	10.2%	15.3%	12.8%	--
Food and drink:						
- Food purchases at supermarkets	53.6%	--	42.4%	54.0%	62.8%	--
- Restaurants	49.2%	--	34.5%	49.2%	60.8%	--
Leisure:						
- Organized excursions	38.1%	--	45.5%	29.3%	36.3%	--
- Sport activities	4.9%	--	4.9%	2.7%	5.7%	--
- Cultural activities	3.7%	--	3.2%	2.9%	5.2%	--
- Museums	4.2%	--	4.0%	6.8%	1.9%	--
- Theme Parks	14.8%	--	4.8%	9.9%	25.0%	--
- Discos and pubs	4.0%	--	2.8%	4.5%	4.7%	--
- Wellness	1.6%	--	2.0%	1.3%	1.9%	--
Purchases of goods:						
- Souvenirs	49.4%	--	43.0%	51.0%	51.9%	--
- Real estate	0.3%	--	1.1%	0.0%	0.0%	--
- Other purchases	1.1%	--	0.6%	2.4%	0.5%	--
Others:						
- Medical expenses	4.2%	--	6.0%	2.8%	4.6%	--
- Other expenses	7.0%	--	7.7%	5.8%	8.0%	--

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:						
- Accommodation	791	--	666	942	766	--
- Additional accommodation expenses	659	--	593	817	611	--
Transport:						
- National/International Transport	132	--	73	125	156	--
- Flights between islands	807	--	724	837	829	--
- Taxi	450	--	424	507	431	--
- Car rental	94	--	85	78	106	--
- Public transport	110	--	97	100	126	--
Food and drink:						
- Food purchases at supermarkets	120	--	100	101	137	--
- Restaurants	33	--	18	51	29	--
Leisure:						
- Organized excursions	259	--	185	344	262	--
- Sport activities	113	--	82	160	108	--
- Cultural activities	146	--	103	184	153	--
- Museums	578	--	583	471	655	--
- Theme Parks	132	--	117	106	147	--
- Discos and pubs	134	--	235	81	118	--
- Wellness	45	--	44	43	46	--
Purchases of goods:						
- Souvenirs	45	--	44	31	71	--
- Real estate	81	--	46	98	83	--
- Other purchases	60	--	39	63	73	--
Others:						
- Medical expenses	82	--	58	51	116	--
- Other expenses	183	--	159	232	141	--
	108	--	84	146	108	--
	13	--	13	0	0	--
	62	--	62	86	33	--
	182	--	162	287	136	--
	50	--	95	15	26	--
	132	--	67	273	110	--

TOURIST PROFILE

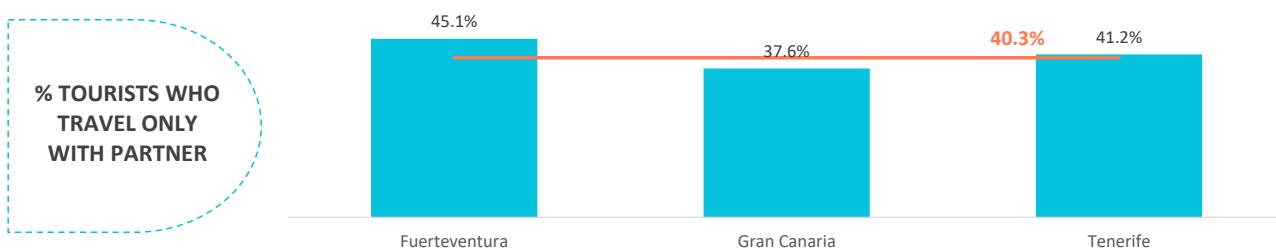
Who are they?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	49.3%	--	50.0%	52.2%	47.1%	--
Percentage of women	50.7%	--	50.0%	47.8%	52.9%	--
Age						
Average age (tourists above 16 years old)	37.77	--	38.47	40.71	35.46	--
Standard deviation	12.8	--	12.8	13.7	11.8	--
Age range						
16-24 years old	17.5%	--	17.4%	11.6%	21.3%	--
25-30 years old	15.6%	--	14.2%	11.8%	18.0%	--
31-45 years old	44.1%	--	44.5%	46.3%	43.5%	--
46-60 years old	15.8%	--	18.0%	19.2%	11.6%	--
Over 60 years old	7.0%	--	5.8%	11.1%	5.6%	--
Occupation						
Salaried worker	48.2%	--	50.9%	44.4%	47.4%	--
Self-employed	22.3%	--	22.9%	24.9%	21.0%	--
Unemployed	1.6%	--	0.5%	1.1%	2.1%	--
Business owner	17.9%	--	16.4%	18.9%	18.9%	--
Student	5.0%	--	4.9%	3.7%	6.5%	--
Retired	4.3%	--	4.4%	6.2%	3.4%	--
Unpaid domestic work	0.4%	--	0.0%	0.7%	0.0%	--
Others	0.4%	--	0.0%	0.0%	0.8%	--
Annual household income level						
Less than €25,000	26.7%	--	22.2%	25.6%	31.9%	--
€25,000 - €49,999	40.8%	--	40.6%	38.8%	40.1%	--
€50,000 - €74,999	19.7%	--	20.7%	22.6%	16.1%	--
More than €74,999	12.8%	--	16.5%	13.1%	11.9%	--
Education level						
No studies	0.1%	--	0.0%	0.0%	0.3%	--
Primary education	1.1%	--	0.6%	0.7%	1.9%	--
Secondary education	18.5%	--	20.7%	18.1%	19.5%	--
Higher education	80.2%	--	78.7%	81.2%	78.3%	--

Who do they come with?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	5.6%	--	4.0%	7.1%	6.6%	--
Only with partner	40.3%	--	45.1%	37.6%	41.2%	--
Only with children (< 13 years old)	4.9%	--	3.4%	5.2%	6.0%	--
Partner + children (< 13 years old)	9.8%	--	10.9%	7.3%	8.9%	--
Other relatives	14.7%	--	12.2%	17.8%	13.4%	--
Friends	7.5%	--	3.4%	8.2%	9.9%	--
Work colleagues	1.0%	--	0.8%	2.6%	0.3%	--
Organized trip	0.2%	--	0.0%	0.8%	0.0%	--
Other combinations ⁽²⁾	16.0%	--	20.2%	13.5%	13.6%	--
⁽²⁾ Different situations have been isolated						
Tourists with children	24.3%	--	20.2%	24.8%	23.8%	--
- Between 0 and 2 years old	1.1%	--	0.8%	3.1%	0.2%	--
- Between 3 and 12 years old	22.1%	--	18.7%	20.1%	22.6%	--
- Between 0-2 and 3-12 years old	1.1%	--	0.8%	1.6%	0.9%	--
Tourists without children	75.7%	--	79.8%	75.2%	76.2%	--
Group composition:						
- 1 person	7.5%	--	4.5%	12.4%	7.4%	--
- 2 people	51.6%	--	58.0%	47.0%	53.2%	--
- 3 people	19.1%	--	16.1%	22.2%	19.2%	--
- 4 or 5 people	18.4%	--	18.1%	16.3%	16.8%	--
- 6 or more people	3.4%	--	3.3%	2.1%	3.4%	--
Average group size:	2.72	--	2.69	2.58	2.72	--

*People who share the main expenses of the trip



TOURIST PROFILE BY ISLAND OF STAY (2023)

POLAND



TRIP BOOKING

How far in advance do they book their trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	1.3%	--	0.0%	2.8%	1.6%	--
Between 1 and 30 days	34.0%	--	43.9%	32.6%	29.3%	--
Between 1 and 2 months	28.7%	--	22.0%	28.7%	32.5%	--
Between 3 and 6 months	24.4%	--	22.8%	26.3%	23.9%	--
More than 6 months	11.6%	--	11.4%	9.5%	12.7%	--

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



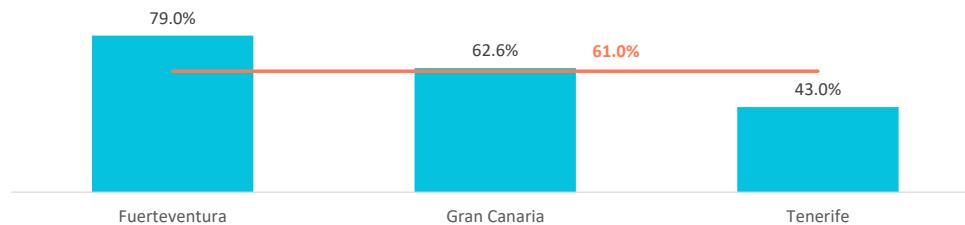
With whom did they book their flight and accommodation?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	32.8%	--	14.3%	31.8%	48.1%	--
- Tour Operator or Travel Agency	67.2%	--	85.7%	68.2%	51.9%	--
Accommodation						
- Directly with the accommodation	19.6%	--	9.2%	23.7%	27.6%	--
- Tour Operator or Travel Agency	80.4%	--	90.8%	76.3%	72.4%	--

What do they book?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	18.8%	--	8.6%	18.4%	29.4%	--
Bed and Breakfast	7.2%	--	3.0%	8.8%	10.7%	--
Half board	11.8%	--	9.0%	10.1%	14.8%	--
Full board	1.1%	--	0.4%	0.0%	2.1%	--
All inclusive	61.0%	--	79.0%	62.6%	43.0%	--

% TOURISTS WHO
BOOK ALL
INCLUSIVE



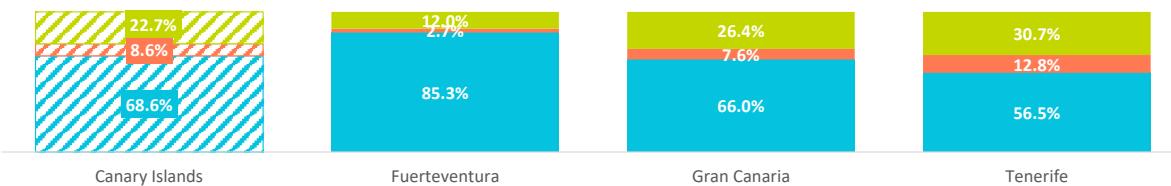
ACCOMMODATION

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	10.1%	--	9.7%	13.8%	8.3%	--
4* Hotel	54.0%	--	73.4%	44.7%	43.7%	--
5* Hotel / 5* Luxury Hotel	4.6%	--	2.2%	7.5%	4.5%	--
Aparthotel / Tourist Villa	8.6%	--	2.7%	7.6%	12.8%	--
House/room rented in a private dwelling	8.2%	--	6.5%	9.7%	10.1%	--
Private accommodation ⁽¹⁾	6.1%	--	0.4%	8.7%	9.4%	--
Others (Cottage, cruise, camping,..)	8.4%	--	5.1%	8.0%	11.3%	--

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

TYPE OF ACCOMMODATION

■ Hotels ■ Aparthotel / Tourist Villa ■ Others



TRIP MOTIVATION AND DESTINATION CHOICE

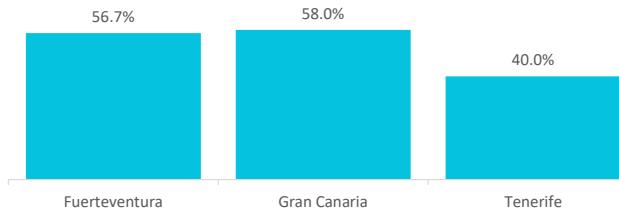
What is the main reason for visiting the Canary Islands?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	91.8%	--	97.4%	88.1%	89.5%	--
Family reasons	5.1%	--	1.9%	6.3%	7.4%	--
Business	1.6%	--	0.3%	3.7%	1.6%	--
Education and training	0.1%	--	0.2%	0.0%	0.0%	--
Sports training	0.3%	--	0.0%	0.0%	0.5%	--
Health	0.0%	--	0.0%	0.0%	0.0%	--
Conventions and Exhibitions	0.2%	--	0.0%	1.0%	0.0%	--
Others	0.8%	--	0.3%	1.0%	0.9%	--

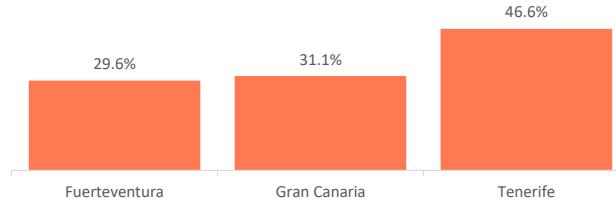
What is the main motivation for their holidays?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	49.6%	--	56.7%	58.0%	40.0%	--
Enjoy family time	7.7%	--	9.3%	8.0%	6.8%	--
Have fun	2.6%	--	1.4%	1.8%	4.2%	--
Explore the destination	37.9%	--	29.6%	31.1%	46.6%	--
Practice their hobbies	1.4%	--	2.5%	1.1%	1.2%	--
Other reasons	0.8%	--	0.4%	0.0%	1.3%	--

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	75.8%	--	77.7%	74.1%	74.8%	--
Safety	66.4%	--	69.6%	69.8%	62.3%	--
Tranquility	64.3%	--	54.2%	62.7%	72.2%	--
Sea	57.7%	--	64.1%	59.4%	53.4%	--
Accommodation supply	55.3%	--	61.5%	57.7%	47.7%	--
Beaches	49.4%	--	44.1%	46.8%	53.7%	--
Effortless trip	49.4%	--	51.7%	53.6%	46.7%	--
Price	48.4%	--	66.4%	50.9%	38.2%	--
European belonging	39.7%	--	46.2%	46.6%	30.5%	--
Landscapes	35.4%	--	32.6%	38.6%	33.2%	--
Environment	33.9%	--	28.2%	38.3%	34.5%	--
Gastronomy	33.1%	--	34.4%	30.4%	33.8%	--
Fun possibilities	31.6%	--	28.4%	37.2%	29.6%	--
Authenticity	30.2%	--	28.2%	28.9%	32.8%	--
Exoticism	16.6%	--	12.6%	16.6%	18.7%	--
Hiking trail network	12.9%	--	8.9%	15.3%	15.4%	--
Shopping	8.7%	--	7.2%	9.1%	9.1%	--
Culture	7.9%	--	7.3%	11.4%	5.9%	--
Historical heritage	5.6%	--	4.9%	7.8%	6.0%	--
Nightlife	5.2%	--	3.0%	9.1%	5.0%	--

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.

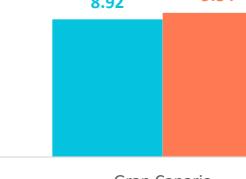
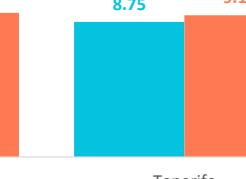
What channels did they use to get information about the trip?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	35.2%	--	27.0%	40.4%	33.9%	--
Friends or relatives	27.7%	--	21.3%	27.4%	33.0%	--
Internet or social media	64.9%	--	60.4%	54.0%	70.7%	--
Mass Media	3.4%	--	4.6%	4.7%	1.9%	--
Travel guides and magazines	10.9%	--	6.0%	11.9%	12.0%	--
Travel Blogs or Forums	19.2%	--	20.7%	13.1%	21.5%	--
Travel TV Channels	1.2%	--	0.0%	1.0%	2.0%	--
Tour Operator or Travel Agency	33.9%	--	44.1%	32.0%	26.3%	--
Public administrations or similar	0.3%	--	0.0%	0.7%	0.2%	--
Others	3.1%	--	2.5%	5.1%	2.8%	--

* Multi-choice question

SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	9.07	--	8.93	9.33	9.00	--
Experience in the Canary Islands	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	3.2%	--	3.1%	2.8%	3.5%	--
Lived up to expectations	51.0%	--	52.4%	55.6%	48.0%	--
Better or much better than expected	45.8%	--	44.5%	41.6%	48.5%	--
Future intentions (scale 1-10)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	8.82	--	8.87	8.92	8.75	--
Recommend visiting the Canary Islands	9.21	--	9.14	9.34	9.19	--
RETURN TO THE CANARY ISLANDS	8.87	9.14	8.92	9.34	8.75	9.19
Canary Islands = 8.82						RECOMMEND VISITING THE CANARY ISLANDS
						
						Canary Islands = 9.21

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	47.0%	--	50.6%	42.1%	49.6%	--
Repeat tourists	53.0%	--	49.4%	57.9%	50.4%	--
At least 10 previous visits	6.1%	--	3.2%	9.0%	5.8%	--
Repeat tourists (last 5 years)	48.5%	--	43.9%	51.5%	47.8%	--
Repeat tourists (last 5 years) (5 or more visits)	8.5%	--	3.9%	13.5%	7.3%	--

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

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	23.4%	--	12.6%	7.0%	14.1%	--
Fuerteventura	29.3%	--	41.8%	4.6%	6.0%	--
Gran Canaria	28.4%	--	8.1%	47.8%	13.0%	--
Tenerife	37.9%	--	3.7%	6.2%	44.1%	--
La Palma	5.1%	--	15.2%	5.3%	4.3%	--
CANARY ISLANDS	53.0%	--	49.4%	57.9%	50.4%	--

How to interpret the table

1. Column Canary Islands = refers to the % of repeat polish tourists on each island regardless of island of stay in this trip (2023).

2. Column each island = refers to the % of repeat polish tourist on each island by island of stay in 2023. For example: 41.8% refers to % repeat polish tourist who repeat Fuerteventura in 2023 and stay in Fuerteventura in this trip. 8.1% polish tourist who stay in Fuerteventura in 2023 and has previously been to Gran Canaria.

3. Row CANARY ISLANDS = refers to the % repeat polish tourists by island of stay. For example: 50.4% refers to % polish 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	83.1%	--	78.0%	88.3%	81.8%	--
Two islands	15.1%	--	22.0%	9.5%	15.4%	--
Three or more islands	1.9%	--	0.0%	2.2%	2.7%	--

Visited islands during their trip (with overnight staying)

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	7.6%	--	2.1%	0.0%	0.2%	--
Fuerteventura	27.5%	--	100%	0.2%	3.0%	--
Gran Canaria	24.9%	--	0.0%	100%	2.8%	--
Tenerife	43.2%	--	0.0%	3.1%	100%	--
La Gomera	0.5%	--	0.0%	0.0%	1.0%	--
La Palma	1.4%	--	0.0%	0.0%	0.4%	--
El Hierro	0.7%	--	0.0%	0.0%	1.5%	--
Cruise	0.2%	--	0.0%	0.0%	0.4%	--

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	0.5%	--	0.4%	1.4%	0.0%	--
1 - 2 hours	8.1%	--	14.3%	8.7%	2.6%	--
3 - 6 hours	30.4%	--	34.4%	36.4%	24.9%	--
7 - 12 hours	50.9%	--	42.3%	43.9%	60.4%	--
More than 12 hours	10.1%	--	8.6%	9.6%	12.2%	--
Outdoor time per day	7.9	--	7.1	7.6	8.7	--


 Canary
Islands
7.9


Activities in the Canary Islands

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	80.9%	--	83.6%	77.1%	81.9%	--
Beach	77.9%	--	73.1%	73.1%	83.8%	--
Swimming pool, hotel facilities	66.1%	--	56.4%	61.4%	74.8%	--
Explore the island on their own	58.7%	--	68.4%	57.4%	49.0%	--
Taste Canarian gastronomy	31.8%	--	28.9%	24.3%	38.5%	--
Hiking	30.4%	--	37.5%	21.7%	29.2%	--
Organized excursions	26.2%	--	19.8%	28.9%	28.2%	--
Nightlife / concerts / shows	21.7%	--	10.6%	15.0%	33.6%	--
Theme parks	17.8%	--	13.8%	12.7%	24.7%	--
Sea excursions / whale watching	13.0%	--	8.1%	14.9%	12.7%	--
Wineries / markets / popular festivals	11.6%	--	10.6%	7.3%	14.1%	--
Museums / exhibitions	10.4%	--	7.8%	18.7%	5.6%	--
Other Nature Activities	7.0%	--	3.9%	7.7%	9.2%	--
Swim	6.3%	--	7.9%	2.5%	7.9%	--
Beauty and health treatments	5.9%	--	3.2%	3.6%	9.2%	--
Running	5.2%	--	0.9%	7.2%	5.7%	--
Practice other sports	4.3%	--	3.5%	4.5%	4.6%	--
Astronomical observation	3.0%	--	2.7%	3.0%	2.8%	--
Cycling / Mountain bike	2.7%	--	4.3%	0.2%	3.7%	--
Surf	2.4%	--	2.4%	0.8%	2.1%	--
Scuba Diving	1.7%	--	2.1%	2.6%	1.0%	--
Golf	1.3%	--	2.8%	0.0%	1.4%	--
Windsurf / Kitesurf	0.9%	--	2.2%	0.3%	0.4%	--

WALK, WANDERBEACH

TOURIST PROFILE BY ISLAND OF STAY (2023)

POLAND



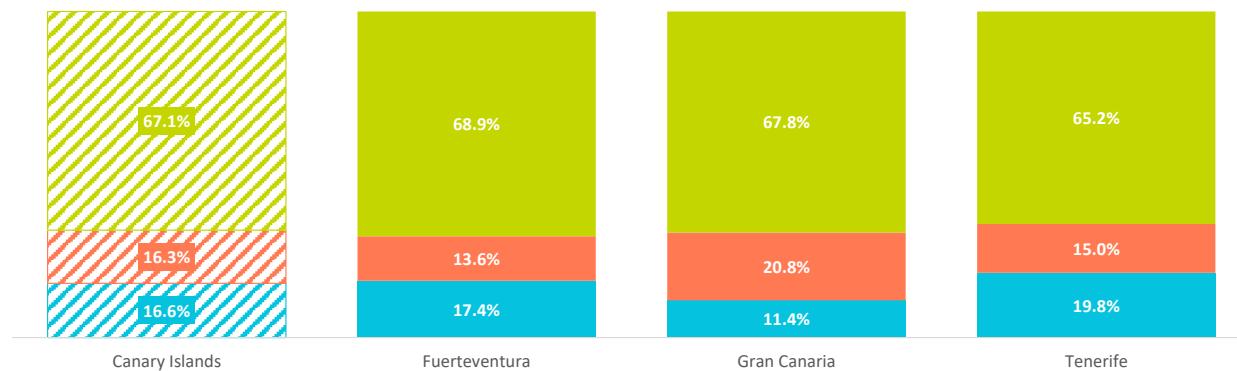
COMPETITORS

Where did they spend their main holiday last year? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	16.6%	--	17.4%	11.4%	19.8%	--
Canary Islands	16.3%	--	13.6%	20.8%	15.0%	--
Other destination	67.1%	--	68.9%	67.8%	65.2%	--
Balearic Islands	2.9%	--	4.2%	2.5%	3.0%	--
Rest of Spain	5.8%	--	3.0%	6.3%	6.6%	--
Italy	9.3%	--	8.8%	7.5%	10.4%	--
France	2.1%	--	2.3%	1.1%	2.9%	--
Turkey	7.5%	--	11.0%	10.4%	4.3%	--
Greece	12.3%	--	14.8%	12.6%	8.9%	--
Portugal	1.7%	--	2.0%	1.8%	1.4%	--
Croatia	6.1%	--	5.6%	6.6%	7.0%	--
Egypt	2.7%	--	1.9%	4.0%	2.5%	--
Tunisia	0.8%	--	1.2%	1.1%	0.4%	--
Morocco	0.3%	--	0.0%	1.0%	0.2%	--
Others	15.6%	--	14.1%	12.9%	17.5%	--

* Percentage of valid answers

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

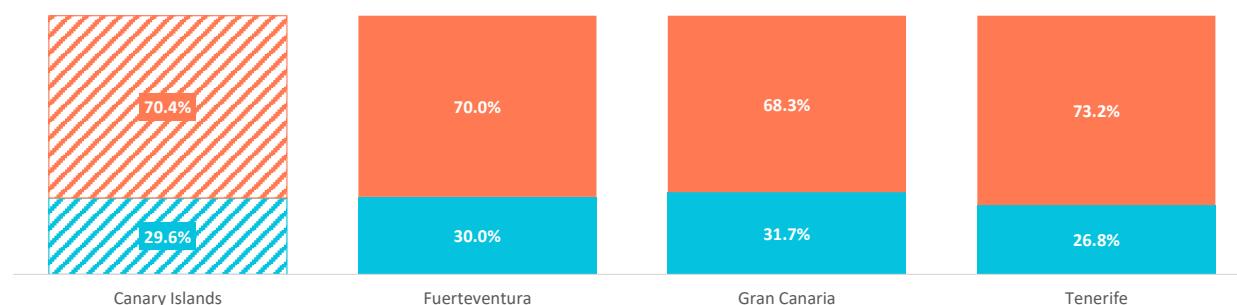


What other destinations did they consider for this trip? *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	8.0%	--	8.3%	9.3%	7.0%	--
Canary Islands (other island)	21.5%	--	21.7%	22.4%	19.8%	--
Other destination	70.4%	--	70.0%	68.3%	73.2%	--
Balearic Islands	4.1%	--	4.1%	3.1%	4.6%	--
Rest of Spain	11.5%	--	11.2%	13.3%	10.3%	--
Italy	11.0%	--	10.9%	9.5%	12.0%	--
France	2.5%	--	0.6%	2.1%	4.1%	--
Turkey	6.5%	--	8.5%	7.5%	5.3%	--
Greece	11.8%	--	13.8%	11.7%	11.3%	--
Portugal	8.8%	--	7.2%	7.8%	10.3%	--
Croatia	5.4%	--	4.7%	5.6%	6.2%	--
Egypt	5.4%	--	5.2%	4.7%	5.6%	--
Others	3.3%	--	3.8%	2.8%	3.5%	--

* Percentage of valid answers

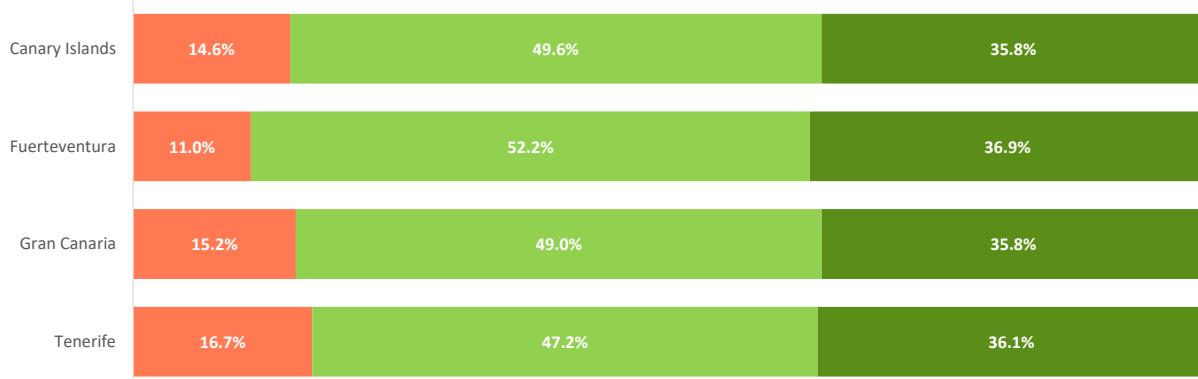
■ Canary Islands ■ Other destination



SUSTAINABLE DESTINATION

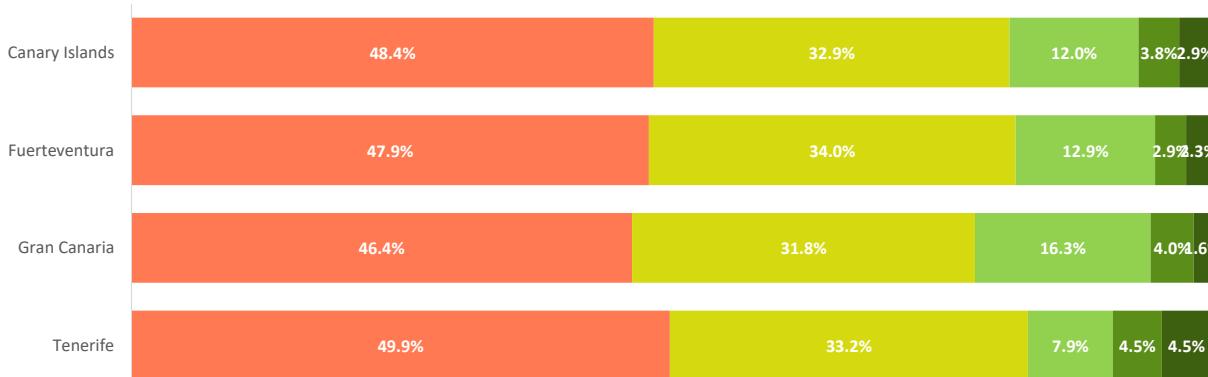
When booking a trip, do they tend to choose the most sustainable options?

■ 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 *

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	7.8	--	7.7	7.8	7.8	--
Tolerance towards tourism	8.9	--	9.0	9.0	8.9	--
Cleanliness of the island	8.4	--	8.6	8.3	8.3	--
Air quality	8.8	--	9.0	8.9	8.4	--
Rational water consumption	7.6	--	7.6	7.6	7.5	--
Energy saving	7.0	--	7.0	7.2	6.9	--
Use of renewable energy	7.2	--	7.0	7.7	7.0	--
Recycling	7.2	--	7.0	7.4	7.1	--
Easy to get around by public transport	7.7	--	7.2	8.4	7.6	--
Overcrowding in tourist areas	6.8	--	6.4	7.2	6.8	--
Supply of local products	7.5	--	7.4	7.6	7.4	--

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

FLIGHT ORIGIN

Where does the flight come from?

	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Poland	84.4%	--	90.3%	81.6%	81.9%	--
Germany	6.2%	--	6.1%	10.7%	2.9%	--
United Kingdom	5.2%	--	1.5%	0.7%	10.4%	--
Spanish Mainland	2.3%	--	0.4%	5.5%	2.1%	--
Switzerland	0.5%	--	0.9%	0.0%	0.7%	--
Others	1.4%	--	0.8%	1.5%	1.9%	--

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.