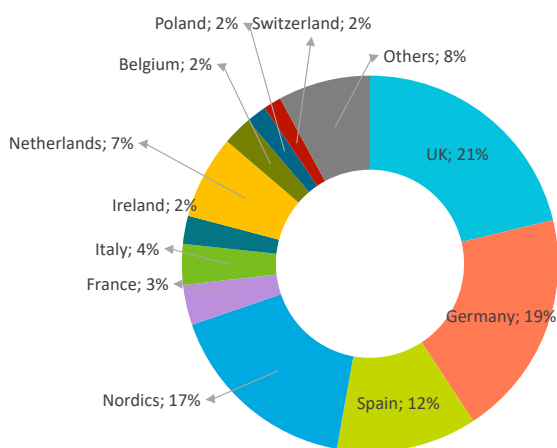




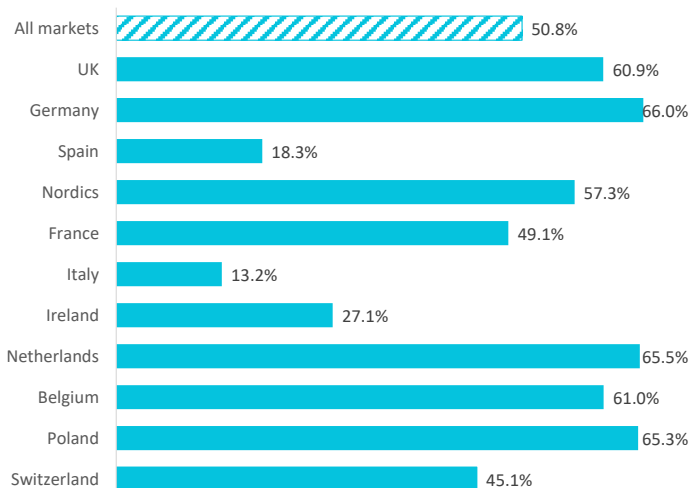
INBOUND TOURISM AND TOURIST EXPENDITURE

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Tourist arrivals ≥ 16 years old (EGT)	4,192,419	891,878	816,488	506,486	708,943	144,553	146,768	101,554	300,443	104,747	73,947	64,140
% Tourists	100%	21.3%	19.5%	12.1%	16.9%	3.4%	3.5%	2.4%	7.2%	2.5%	1.8%	1.5%
% tourists who book holiday package	50.8%	60.9%	66.0%	18.3%	57.3%	49.1%	13.2%	27.1%	65.5%	61.0%	65.3%	45.1%
Expenditure per tourist (€)	1,498	1,495	1,644	808	1,811	1,442	1,095	1,454	1,585	1,639	1,431	1,964
- book holiday package	1,739	1,685	1,797	1,097	1,891	1,636	1,592	1,476	1,728	1,824	1,528	2,179
- holiday package	1,447	1,379	1,560	837	1,542	1,369	1,326	995	1,420	1,598	1,262	1,864
- others	292	306	237	260	349	267	266	481	309	226	266	315
- do not book holiday package	1,249	1,199	1,347	743	1,702	1,254	1,019	1,446	1,313	1,350	1,249	1,787
- flight	333	291	342	174	522	315	278	324	386	370	314	444
- accommodation	429	452	469	245	526	493	356	546	509	476	425	634
- others	488	456	535	324	655	446	386	576	418	505	511	709
Average length of stay	10.1	8.5	10.9	6.9	12.7	9.4	12.8	8.9	10.4	8.5	8.9	12.4
- Median	7.5	7.5	9.4	6.0	8.0	8.0	7.0	7.3	8.0	7.5	7.0	8.0
Average daily expenditure (€)	175.35	192.03	170.64	141.80	182.70	174.14	127.44	182.02	179.49	206.90	175.19	224.34
- Median	161.75	171.02	146.33	143.95	171.49	161.18	135.71	167.50	164.40	192.55	173.92	204.59
Average daily expenditure without flight (€)	127.61	142.42	128.07	106.31	126.67	126.32	90.87	138.31	129.13	138.40	126.67	165.02
- Median	119.77	128.72	111.57	111.18	121.27	119.96	95.88	123.14	122.45	131.69	123.89	161.59
Average cost of the flight (€)	403.35	388.61	407.14	189.26	542.90	381.75	304.76	327.25	442.79	535.00	397.80	493.84
Total turnover (≥ 16 years old) (€m)	6,281	1,334	1,342	409	1,284	208	161	148	476	172	106	126
% Tourists	100%	21.2%	21.4%	6.5%	20.4%	3.3%	2.6%	2.4%	7.6%	2.7%	1.7%	2.0%
Turnover without flight (≥ 16 years old) (€m)	4,590	987	1,010	313	899	153	116	114	343	116	76	94
Tourist arrivals (FRONTUR)	4,725,554	1,013,170	884,629	555,184	835,023	161,303	161,146	118,686	332,465	119,207	-	-
Passenger arrivals on non-stop flights (AENA)	6,271,204	1,045,815	961,231	2,150,162	797,092	89,773	158,918	118,868	311,071	115,712	87,315	102,209
Children <16 years old (FRONTUR - EGT)	533,135	121,292	68,141	48,698	126,080	16,750	14,378	17,132	32,022	14,460	-	-

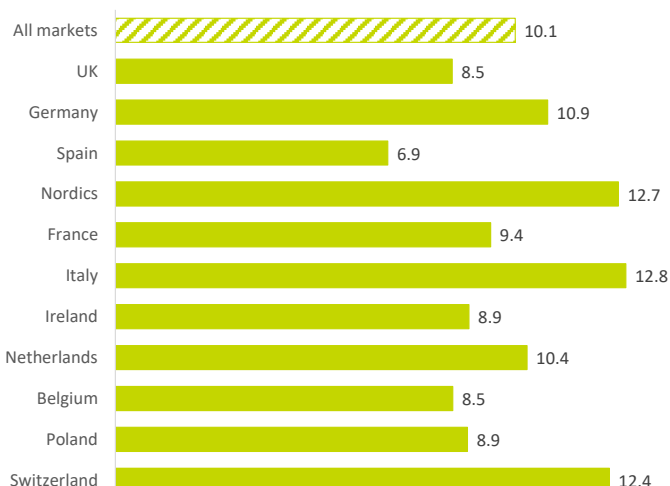
% TOURISTS (≥ 16 years old)



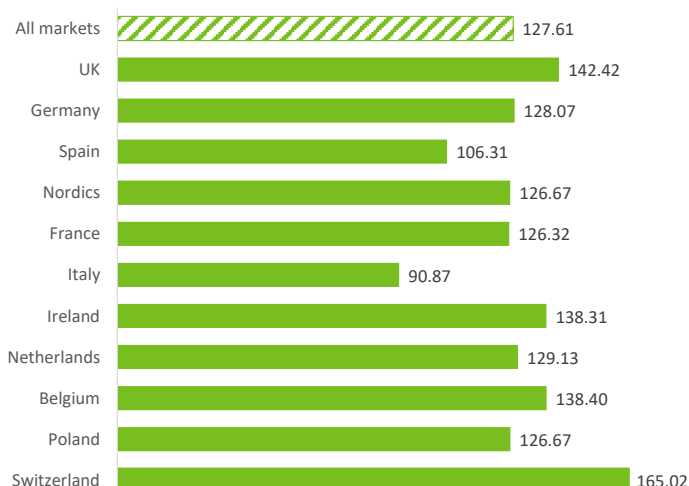
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



AVERAGE LENGTH OF STAY



EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)



Tourist profile by markets by markets

GRAN CANARIA (2025)



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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Accommodation:												
- Accommodation	83.8%	88.6%	88.5%	69.8%	83.1%	90.1%	74.6%	82.4%	90.4%	87.4%	92.2%	79.7%
- Additional accommodation expenses	6.4%	5.4%	5.2%	6.6%	4.0%	6.4%	8.9%	11.0%	10.4%	9.0%	3.7%	5.7%
Transport:												
- National/International Transport	95.4%	97.0%	97.3%	89.2%	97.0%	97.2%	94.9%	95.3%	96.9%	95.8%	98.1%	94.3%
- Flights between islands	3.7%	2.7%	3.2%	3.8%	1.6%	6.0%	9.3%	5.7%	2.7%	4.7%	7.0%	5.4%
- Taxi	54.2%	65.1%	58.3%	29.3%	61.8%	50.9%	28.1%	51.7%	64.5%	58.9%	58.6%	56.1%
- Car rental	25.3%	10.7%	29.9%	38.4%	16.2%	40.7%	45.6%	10.2%	26.9%	25.1%	38.4%	25.1%
- Public transport	18.4%	14.8%	22.0%	18.0%	20.6%	16.2%	24.3%	15.6%	13.8%	12.3%	17.2%	20.2%
Food and drink:												
- Food purchases at supermarkets	58.3%	54.2%	56.8%	54.8%	66.0%	47.7%	67.2%	64.4%	58.1%	51.9%	51.2%	62.9%
- Restaurants	66.1%	66.5%	59.6%	73.2%	72.8%	58.8%	74.0%	76.0%	60.1%	52.5%	48.0%	68.6%
Leisure:												
- Organized excursions	18.4%	15.8%	22.1%	13.5%	12.8%	32.3%	23.6%	16.0%	21.2%	26.4%	29.3%	19.2%
- Sport activities	5.3%	5.6%	5.2%	5.1%	5.3%	5.0%	4.1%	8.3%	4.5%	4.7%	5.0%	2.6%
- Cultural activities	2.8%	2.9%	2.5%	3.0%	2.4%	2.9%	2.4%	2.3%	3.2%	3.1%	1.8%	2.1%
- Museums	4.7%	3.7%	5.7%	5.7%	2.6%	7.5%	6.8%	3.3%	3.3%	4.8%	5.0%	3.0%
- Theme Parks	4.9%	6.2%	4.0%	3.2%	3.2%	4.1%	6.1%	5.7%	4.5%	4.4%	16.4%	5.6%
- Discos and pubs	9.6%	12.7%	7.0%	11.0%	8.0%	7.9%	9.7%	21.7%	9.3%	8.3%	4.5%	3.1%
- Wellness	3.4%	3.7%	2.7%	1.9%	4.2%	5.0%	3.5%	6.8%	2.9%	3.3%	0.3%	5.1%
Purchases of goods:												
- Souvenirs	41.1%	40.6%	42.0%	38.6%	34.8%	45.5%	47.4%	37.8%	42.1%	44.2%	57.6%	41.8%
- Other purchases	0.8%	0.3%	0.9%	1.1%	0.8%	0.2%	1.3%	1.9%	1.0%	0.9%	0.3%	0.0%
Others:												
- Medical expenses	6.2%	5.3%	7.1%	4.6%	6.6%	5.1%	8.2%	12.1%	5.6%	7.3%	4.2%	5.3%
- Other expenses	4.1%	4.1%	2.6%	3.9%	5.2%	5.4%	2.6%	2.5%	5.5%	3.8%	5.6%	2.7%

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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Expenditure per tourist and trip (€)												
Accommodation:	998	1,033	1,060	624	1,223	1,033	799	930	937	970	868	1,397
- Accommodation	782	795	885	427	892	724	546	691	828	814	671	1,125
- Additional accommodation expenses	216	238	176	197	331	309	252	239	109	156	197	272
Transport:	795	715	889	486	923	748	650	672	787	879	781	945
- National/International Transport	423	401	419	212	560	393	321	343	457	558	405	524
- Flights between islands	102	86	109	94	72	110	122	89	73	38	143	62
- Taxi	111	83	185	55	110	98	74	102	90	109	96	95
- Car rental	129	116	147	102	153	118	105	96	118	108	108	233
- Public transport	31	29	29	23	28	30	28	41	49	65	28	30
Food and drink:	351	341	310	256	464	298	271	457	321	307	303	442
- Food purchases at supermarkets	136	115	133	103	179	122	122	160	111	92	135	172
- Restaurants	215	226	177	153	285	177	149	297	210	216	167	270
Leisure:	553	601	510	441	599	618	415	651	493	584	494	694
- Organized excursions	103	98	125	70	87	113	79	140	84	102	128	130
- Sport activities	100	101	86	86	108	103	104	145	130	130	78	127
- Cultural activities	65	79	33	59	88	138	31	37	41	45	77	183
- Museums	32	36	26	30	38	33	25	64	29	31	22	47
- Theme Parks	67	77	61	60	75	73	49	83	47	66	51	73
- Discos and pubs	109	126	115	75	111	91	53	113	97	129	98	86
- Wellness	77	83	64	60	91	67	75	69	64	81	40	48
Purchases of goods:	330	371	311	167	347	150	165	252	382	172	3,131	161
- Souvenirs	115	120	98	107	118	105	83	129	95	133	131	161
- Other purchases	215	251	213	59	229	46	82	122	287	39	3,000	0
Others:	175	113	304	124	158	130	90	141	171	95	82	961
- Medical expenses	63	39	103	28	52	98	34	35	100	30	32	232
- Other expenses	112	73	201	96	106	32	56	106	71	65	50	729

Tourist profile by markets by markets

GRAN CANARIA (2025)

TOURIST PROFILE

Who are they?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Gender												
Percentage of men	51.1%	45.0%	54.1%	54.2%	49.8%	53.2%	54.8%	47.7%	48.7%	56.1%	53.6%	55.3%
Percentage of women	48.9%	55.0%	45.9%	45.8%	50.2%	46.8%	45.2%	52.3%	51.3%	43.9%	46.4%	44.7%
Age												
Average age (tourists above 16 years old)	47.66	48.31	48.83	42.74	54.10	46.47	41.37	43.16	48.10	48.52	40.57	48.10
Standard deviation	17.4	16.7	18.0	15.9	17.5	16.7	16.0	16.7	17.8	16.0	14.3	16.0
Age range												
16-24 years old	10.2%	7.3%	10.9%	13.5%	7.3%	11.9%	16.1%	17.0%	12.5%	7.4%	9.7%	6.1%
25-30 years old	10.2%	9.7%	9.6%	14.4%	4.7%	9.8%	17.8%	13.1%	9.0%	7.0%	16.1%	12.4%
31-45 years old	28.8%	32.3%	26.0%	32.5%	21.5%	27.8%	27.6%	28.5%	24.7%	31.5%	47.1%	25.7%
46-60 years old	21.8%	21.2%	20.6%	22.9%	22.4%	26.0%	20.3%	22.0%	22.5%	26.9%	15.4%	29.9%
Over 60 years old	28.9%	29.5%	32.9%	16.6%	44.1%	24.6%	18.2%	19.3%	31.2%	27.3%	11.7%	26.0%
Occupation												
Salaried worker	53.3%	56.4%	53.8%	59.3%	46.8%	59.1%	43.7%	57.5%	54.5%	48.9%	44.0%	52.9%
Self-employed	9.9%	10.0%	6.4%	12.5%	5.9%	9.5%	20.7%	13.1%	9.0%	11.2%	22.4%	13.7%
Unemployed	1.3%	1.0%	0.7%	1.9%	1.2%	0.6%	7.5%	1.3%	1.3%	0.4%	3.0%	0.0%
Business owner	8.4%	4.3%	10.3%	8.0%	8.0%	8.2%	7.3%	4.6%	9.3%	9.3%	13.9%	15.4%
Student	4.2%	2.8%	4.8%	5.7%	3.3%	3.5%	7.6%	3.2%	3.0%	3.3%	7.0%	0.0%
Retired	21.3%	24.1%	22.4%	11.2%	33.6%	18.5%	11.7%	17.8%	20.0%	24.5%	7.7%	16.3%
Unpaid domestic work	0.5%	0.6%	0.3%	0.4%	0.2%	0.1%	0.5%	0.9%	0.6%	0.4%	1.1%	1.8%
Others	1.1%	0.7%	1.3%	1.0%	1.0%	0.4%	1.1%	1.5%	2.4%	2.0%	0.9%	0.0%
Annual household income level												
Less than €25,000	12.4%	10.4%	10.9%	21.0%	5.2%	13.4%	24.1%	11.0%	8.6%	10.8%	20.5%	0.7%
€25,000 - €49,999	32.3%	31.0%	29.8%	44.5%	23.2%	41.7%	50.0%	30.1%	30.8%	38.9%	42.5%	12.9%
€50,000 - €74,999	25.4%	25.0%	28.4%	20.2%	29.0%	26.6%	13.5%	24.6%	28.9%	26.9%	24.5%	13.8%
More than €74,999	29.9%	33.7%	30.9%	14.3%	42.7%	18.4%	12.4%	34.2%	31.7%	23.4%	12.6%	72.6%
Education level												
No studies	2.7%	8.8%	0.6%	0.7%	1.4%	2.6%	0.5%	3.5%	0.6%	0.3%	0.0%	0.0%
Primary education	3.2%	0.7%	5.0%	3.3%	5.2%	2.6%	2.4%	1.2%	1.4%	0.7%	0.0%	11.7%
Secondary education	23.1%	17.8%	23.4%	19.0%	27.2%	19.2%	13.1%	18.3%	46.9%	33.5%	25.2%	10.5%
Higher education	71.1%	72.6%	70.9%	77.0%	66.2%	75.6%	83.9%	77.0%	51.0%	65.4%	74.8%	77.8%

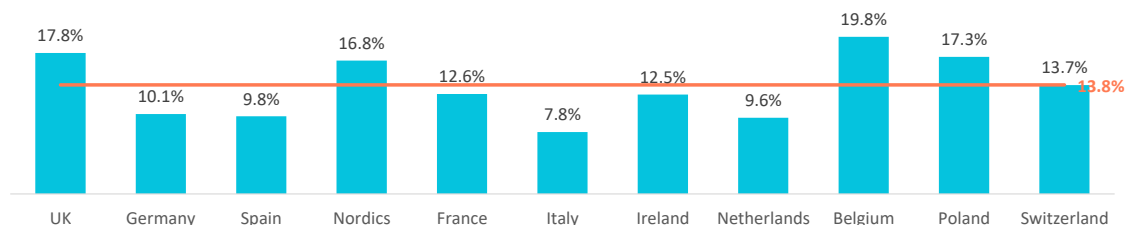
Who do they come with?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Unaccompanied	14.9%	12.3%	14.2%	25.0%	10.9%	11.6%	20.2%	15.1%	11.1%	7.7%	8.1%	17.8%
Only with partner	45.3%	45.1%	52.3%	32.6%	47.7%	47.9%	40.8%	47.6%	53.8%	46.4%	51.2%	48.2%
Only with children (< 13 years old)	3.9%	3.9%	3.4%	3.0%	4.1%	5.2%	1.5%	4.5%	2.4%	6.3%	2.6%	10.6%
Partner + children (< 13 years old)	5.0%	6.7%	4.7%	3.8%	5.3%	3.9%	3.1%	2.3%	4.1%	6.8%	10.2%	2.2%
Other relatives	8.7%	10.8%	6.2%	9.8%	7.1%	5.9%	5.6%	12.5%	8.6%	9.6%	10.4%	5.2%
Friends	8.5%	7.3%	8.9%	11.5%	7.7%	9.1%	15.0%	6.4%	6.9%	6.8%	6.0%	7.7%
Work colleagues	0.9%	0.0%	0.3%	4.4%	0.2%	0.1%	2.3%	0.0%	0.6%	0.0%	0.5%	0.0%
Organized trip	0.3%	0.2%	0.0%	0.5%	0.1%	1.2%	0.3%	0.3%	0.0%	0.3%	0.0%	0.0%
Other combinations ⁽²⁾	12.6%	13.7%	9.9%	9.5%	17.0%	15.2%	11.2%	11.3%	12.4%	16.0%	10.9%	8.2%
<i>(2) Different situations have been isolated</i>												
Tourists with children	13.8%	17.8%	10.1%	9.8%	16.8%	12.6%	7.8%	12.5%	9.6%	19.8%	17.3%	13.7%
- Between 0 and 2 years old	1.3%	1.4%	0.7%	1.2%	1.3%	0.5%	1.7%	2.3%	2.0%	2.1%	1.1%	1.2%
- Between 3 and 12 years old	11.5%	15.3%	8.7%	8.0%	13.9%	11.9%	6.1%	9.9%	6.4%	15.7%	16.2%	12.5%
- Between 0 -2 and 3-12 years old	1.0%	1.1%	0.7%	0.5%	1.6%	0.2%	0.0%	0.3%	1.2%	2.1%	0.0%	0.0%
Tourists without children	86.2%	82.2%	89.9%	90.2%	83.2%	87.4%	92.2%	87.5%	90.4%	80.2%	82.7%	86.3%
Group composition:												
- 1 person	17.8%	14.3%	16.0%	28.9%	13.9%	15.0%	23.0%	18.2%	13.1%	13.2%	11.8%	21.1%
- 2 people	53.9%	52.3%	62.8%	43.5%	56.0%	58.9%	49.3%	52.7%	62.1%	53.2%	52.8%	54.3%
- 3 people	10.8%	11.3%	10.7%	11.6%	8.4%	11.4%	13.7%	12.4%	9.6%	11.1%	15.3%	13.0%
- 4 or 5 people	13.7%	17.3%	9.0%	12.1%	16.4%	10.6%	11.0%	12.7%	11.0%	19.1%	16.6%	10.7%
- 6 or more people	3.8%	4.7%	1.6%	3.9%	5.2%	4.1%	3.0%	4.0%	4.1%	3.4%	3.5%	0.9%
Average group size:	2.44	2.61	2.23	2.32	2.61	2.44	2.34	2.45	2.39	2.54	2.54	2.17

*People who share the main expenses of the trip



%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN



TRIP MOTIVATION AND DESTINATION CHOICE

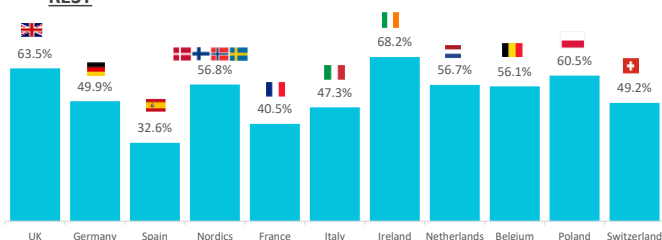
What is the main reason for visiting the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Holidays	87.7%	92.3%	93.0%	61.0%	94.0%	94.5%	76.3%	91.2%	93.2%	94.5%	93.2%	88.4%
Family reasons	7.9%	6.8%	5.3%	19.9%	4.2%	4.7%	15.3%	6.6%	5.2%	4.4%	3.4%	10.0%
Business	2.7%	0.6%	0.9%	14.7%	0.4%	0.6%	2.9%	0.8%	0.5%	0.6%	2.0%	0.6%
Education and training	0.3%	0.0%	0.3%	0.3%	0.1%	0.2%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Sports training	0.5%	0.3%	0.1%	1.3%	0.4%	0.0%	1.1%	0.0%	0.4%	0.5%	0.7%	1.1%
Health	0.2%	0.0%	0.1%	0.1%	0.4%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Conventions and Exhibitions	0.3%	0.0%	0.1%	1.8%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.1%	0.2%	0.9%	0.5%	0.0%	0.7%	1.3%	0.1%	0.0%	0.8%	0.0%

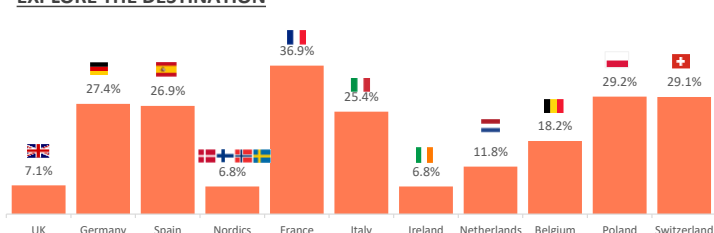
What is the main motivation for their holidays?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rest	53.0%	63.5%	49.9%	32.6%	56.8%	40.5%	47.3%	68.2%	56.7%	56.1%	60.5%	49.2%
Enjoy family time	15.8%	15.6%	8.3%	24.2%	26.6%	10.1%	12.7%	15.4%	10.5%	12.3%	5.5%	8.4%
Have fun	10.0%	11.1%	10.1%	13.0%	5.2%	9.7%	7.9%	7.1%	18.2%	7.8%	4.3%	9.7%
Explore the destination	17.5%	7.1%	27.4%	26.9%	6.8%	36.9%	25.4%	6.8%	11.8%	18.2%	29.2%	29.1%
Practice their hobbies	1.9%	1.2%	2.2%	1.9%	2.5%	1.3%	2.1%	0.2%	1.2%	3.2%	0.5%	2.3%
Other reasons	1.8%	1.5%	2.2%	1.5%	2.1%	1.5%	4.5%	2.2%	1.7%	2.4%	0.0%	1.4%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Climate	77.1%	79.6%	75.8%	63.3%	87.0%	79.9%	76.8%	81.5%	73.3%	78.0%	75.8%	70.5%
Safety	54.3%	67.2%	60.1%	40.9%	43.6%	53.9%	46.9%	74.7%	34.2%	46.9%	66.6%	50.0%
Tranquility	48.1%	46.7%	49.1%	50.8%	37.9%	58.3%	59.6%	61.3%	49.0%	54.4%	60.0%	42.3%
Sea	48.0%	36.0%	61.9%	45.3%	48.0%	52.0%	51.1%	54.9%	37.5%	43.4%	56.9%	43.2%
Beaches	43.4%	36.0%	51.0%	44.5%	41.5%	44.3%	50.2%	54.4%	36.5%	29.9%	47.5%	35.2%
Accommodation supply	41.3%	54.1%	42.3%	23.9%	34.8%	47.5%	22.5%	62.8%	40.3%	52.0%	44.6%	39.2%
European belonging	39.2%	32.8%	45.2%	38.6%	37.1%	43.0%	40.3%	47.9%	33.9%	43.7%	53.6%	40.6%
Effortless trip	36.7%	46.9%	48.3%	30.8%	26.6%	24.5%	33.1%	54.6%	18.7%	18.3%	34.3%	35.2%
Price	35.8%	48.3%	31.4%	32.0%	28.3%	46.2%	26.4%	60.2%	25.6%	32.9%	38.5%	26.0%
Landscapes	34.5%	23.8%	40.4%	43.5%	23.3%	58.2%	52.9%	31.6%	23.1%	40.5%	61.0%	40.1%
Environment	32.0%	34.2%	26.0%	34.5%	30.5%	47.3%	52.1%	44.8%	10.6%	24.5%	56.2%	27.3%
Gastronomy	26.9%	27.0%	28.3%	32.6%	20.9%	25.7%	18.2%	39.8%	17.0%	29.6%	30.5%	43.7%
Fun possibilities	25.2%	29.7%	18.9%	29.1%	15.0%	23.5%	24.1%	43.2%	43.0%	25.9%	19.4%	27.1%
Authenticity	23.0%	22.1%	22.7%	31.0%	14.0%	34.5%	22.8%	33.1%	14.0%	25.8%	43.1%	28.0%
Exoticism	13.8%	10.7%	10.0%	15.9%	10.4%	25.9%	13.2%	16.2%	19.9%	20.4%	33.8%	15.8%
Shopping	11.7%	12.8%	13.8%	10.5%	7.6%	15.8%	10.7%	18.7%	5.1%	13.6%	5.9%	19.7%
Hiking trail network	11.5%	6.1%	11.0%	12.5%	14.0%	23.8%	17.6%	8.5%	9.2%	11.7%	12.9%	7.7%
Nightlife	11.1%	13.7%	9.3%	14.7%	6.0%	15.8%	11.0%	22.7%	6.7%	11.5%	9.4%	16.1%
Culture	10.6%	11.3%	9.1%	13.8%	5.4%	14.6%	10.1%	18.6%	7.1%	8.5%	16.9%	16.3%
Historical heritage	9.5%	8.5%	8.7%	14.8%	5.0%	18.9%	9.4%	15.8%	4.9%	9.6%	12.0%	16.3%

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?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	48.8%	57.6%	46.1%	36.3%	62.3%	32.7%	38.7%	59.0%	46.0%	39.8%	44.9%	43.7%
Friends or relatives	27.9%	29.0%	22.6%	36.9%	25.5%	20.0%	35.2%	32.9%	21.9%	22.0%	27.4%	31.9%
Internet or social media	46.7%	52.4%	48.9%	38.3%	36.9%	55.6%	51.3%	49.8%	47.7%	45.2%	61.2%	48.1%
Mass Media	1.6%	1.9%	1.9%	1.7%	0.8%	2.7%	0.2%	1.9%	0.7%	1.4%	5.1%	0.6%
Travel guides and magazines	5.2%	4.8%	8.0%	2.9%	2.4%	9.9%	3.6%	3.9%	3.3%	9.6%	12.8%	6.2%
Travel Blogs or Forums	4.6%	4.0%	5.0%	5.2%	1.1%	9.0%	7.2%	3.6%	2.2%	3.4%	17.6%	3.3%
Travel TV Channels	0.8%	0.6%	1.0%	0.5%	0.4%	0.3%	0.2%	0.5%	1.1%	0.0%	3.3%	1.4%
Tour Operator or Travel Agency	18.4%	20.0%	23.5%	8.9%	20.0%	24.0%	5.2%	7.5%	20.3%	31.5%	34.6%	8.2%
Public administrations or similar	0.6%	0.5%	0.5%	1.7%	0.3%	0.0%	0.5%	0.0%	0.5%	0.0%	0.0%	0.0%
Others	3.9%	3.3%	2.8%	7.9%	2.6%	3.3%	3.8%	3.9%	3.8%	4.5%	4.0%	0.6%

* Multi-choice question

Tourist profile by markets by markets

GRAN CANARIA (2025)

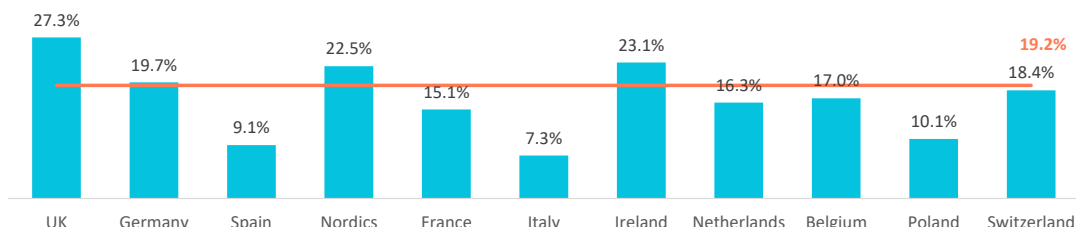


TRIP BOOKING

How far in advance do they book their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
The same day	1.3%	0.7%	1.4%	2.2%	0.7%	1.8%	1.6%	2.0%	1.0%	0.4%	3.4%	2.5%
Between 1 and 30 days	25.7%	20.8%	23.7%	35.9%	23.1%	25.4%	25.4%	18.1%	27.8%	28.2%	34.8%	23.4%
Between 1 and 2 months	22.4%	18.7%	20.8%	26.5%	23.3%	27.9%	28.0%	18.7%	21.2%	24.9%	26.8%	23.8%
Between 3 and 6 months	31.4%	32.5%	34.5%	26.4%	30.4%	29.8%	37.7%	38.2%	33.7%	29.5%	24.9%	32.0%
More than 6 months	19.2%	27.3%	19.7%	9.1%	22.5%	15.1%	7.3%	23.1%	16.3%	17.0%	10.1%	18.4%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



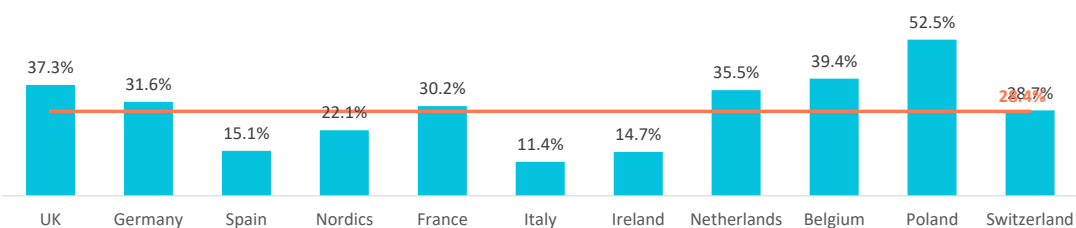
With whom did they book their flight and accommodation?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Flight												
- Directly with the airline	48.0%	46.2%	32.4%	72.1%	41.1%	48.4%	77.4%	73.9%	36.5%	36.8%	33.2%	56.6%
- Tour Operator or Travel Agency	52.0%	53.8%	67.6%	27.9%	58.9%	51.6%	22.6%	26.1%	63.5%	63.2%	66.8%	43.4%
Accommodation												
- Directly with the accommodation	35.5%	32.5%	22.8%	56.5%	30.5%	39.2%	62.6%	54.6%	28.8%	27.9%	23.3%	43.1%
- Tour Operator or Travel Agency	64.5%	67.5%	77.2%	43.5%	69.5%	60.8%	37.4%	45.4%	71.2%	72.1%	76.7%	56.9%

What do they book?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Room only	36.0%	32.1%	24.0%	44.8%	49.1%	34.0%	59.4%	50.9%	26.6%	21.3%	19.2%	29.9%
Bed and Breakfast	16.0%	15.9%	9.9%	23.7%	18.0%	13.5%	16.3%	25.2%	18.9%	9.7%	6.9%	13.2%
Half board	16.9%	13.0%	32.4%	11.5%	7.7%	16.6%	11.0%	7.4%	16.8%	23.6%	18.7%	26.2%
Full board	2.8%	1.8%	2.0%	4.9%	3.1%	5.8%	1.8%	1.8%	2.2%	6.1%	2.6%	1.9%
All inclusive	28.4%	37.3%	31.6%	15.1%	22.1%	30.2%	11.4%	14.7%	35.5%	39.4%	52.5%	28.7%

% TOURISTS WHO BOOK ALL INCLUSIVE

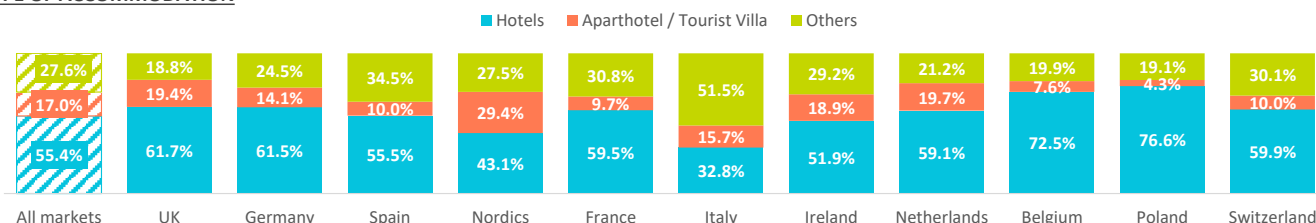


ACCOMMODATION

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
1-2-3* Hotel	13.4%	13.0%	10.5%	18.1%	14.5%	10.1%	10.7%	14.0%	15.9%	17.2%	17.8%	10.6%
4* Hotel	33.0%	39.2%	38.4%	31.1%	23.4%	38.8%	17.7%	28.2%	33.4%	38.4%	54.5%	29.1%
5* Hotel / 5* Luxury Hotel	8.9%	9.4%	12.5%	6.3%	5.2%	10.6%	4.4%	9.7%	9.7%	17.0%	4.4%	20.2%
Aparthotel / Tourist Villa	17.0%	19.4%	14.1%	10.0%	29.4%	9.7%	15.7%	18.9%	19.7%	7.6%	4.3%	10.0%
House/room rented in a private dwelling	14.6%	10.3%	14.1%	13.4%	14.8%	18.7%	27.4%	15.7%	11.6%	8.4%	9.3%	16.9%
Private accommodation ⁽¹⁾	10.0%	6.4%	7.2%	18.9%	10.6%	5.2%	18.4%	11.7%	6.3%	7.8%	6.5%	10.7%
Others (Cottage, cruise, camping,...)	3.1%	2.2%	3.2%	2.2%	2.1%	6.9%	5.7%	1.7%	3.3%	3.7%	3.3%	2.5%

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

TYPE OF ACCOMMODATION



Tourist profile by markets by markets

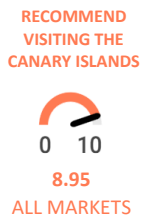
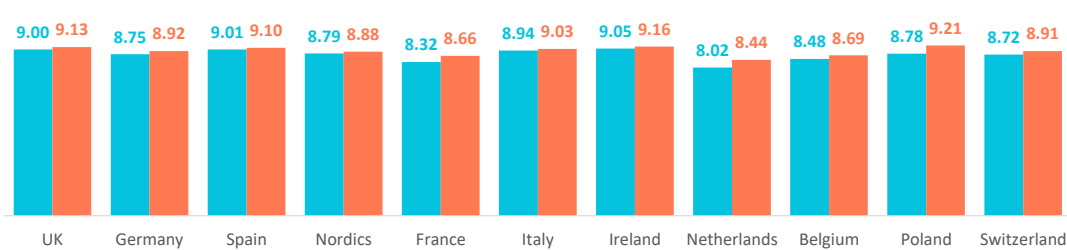
GRAN CANARIA (2025)



SATISFACTION AND LOYALTY INDICATORS

Satisfaction

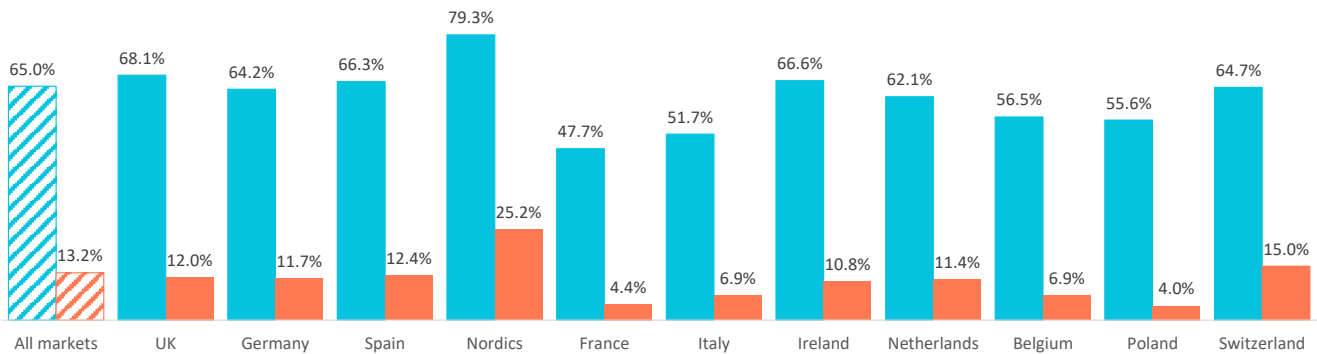
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Satisfaction (scale 0-10)												
Average rating	8.73	8.99	8.68	8.66	8.62	8.66	8.71	8.79	8.43	8.58	9.03	8.80
Experience in the Canary Islands												
Worse or much worse than expected	2.9%	2.2%	2.3%	3.3%	2.8%	6.1%	2.1%	2.6%	3.3%	3.2%	3.4%	1.4%
Lived up to expectations	55.7%	53.2%	56.1%	56.0%	62.5%	63.7%	51.4%	51.4%	57.9%	60.7%	58.7%	54.2%
Better or much better than expected	41.4%	44.6%	41.5%	40.7%	34.7%	30.2%	46.4%	45.9%	38.8%	36.1%	38.0%	44.4%
Future intentions (scale 0-10)												
Return to the Canary Islands	8.78	9.00	8.75	9.01	8.79	8.32	8.94	9.05	8.02	8.48	8.78	8.72
Recommend visiting the Canary Islands	8.95	9.13	8.92	9.10	8.88	8.66	9.03	9.16	8.44	8.69	9.21	8.91



How many are loyal to the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Gran Canaria: Repeat tourists	65.0%	68.1%	64.2%	66.3%	79.3%	47.7%	51.7%	66.6%	62.1%	56.5%	55.6%	64.7%
Gran Canaria: At least 10 previous visits	13.2%	12.0%	11.7%	12.4%	25.2%	4.4%	6.9%	10.8%	11.4%	6.9%	4.0%	15.0%
Canary Islands: Repeat tourists	72.8%	77.0%	72.2%	75.7%	83.7%	54.9%	59.7%	79.0%	69.9%	64.9%	60.3%	71.2%
Canary Islands: At least 10 previous visits	21.2%	23.8%	19.2%	21.4%	33.0%	7.1%	9.6%	28.1%	16.9%	13.7%	5.6%	20.8%

■ Gran Canaria: Repeat tourists ■ Gran Canaria: At least 10 previous visits



ISLANDS

How many islands do they visit during their trip?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
One island	93.4%	96.4%	93.5%	91.4%	97.2%	89.6%	87.0%	91.2%	96.2%	92.7%	85.1%	89.7%
Two islands	5.4%	3.1%	5.0%	7.4%	2.4%	8.2%	10.5%	7.2%	3.5%	7.0%	9.6%	6.5%
Three or more islands	1.2%	0.5%	1.5%	1.2%	0.3%	2.2%	2.5%	1.6%	0.3%	0.3%	5.3%	3.8%

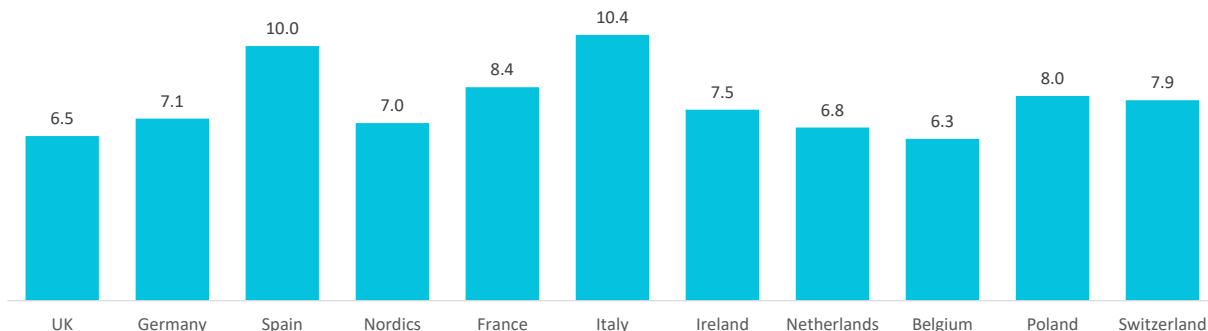
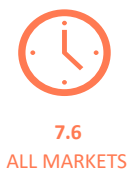
Visited islands during their trip (with overnight staying)

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Lanzarote	0.6%	0.1%	0.8%	1.1%	0.0%	1.1%	2.3%	0.5%	0.0%	0.5%	0.5%	1.9%
Fuerteventura	0.7%	0.2%	1.2%	0.8%	0.4%	1.2%	1.5%	0.9%	0.0%	0.0%	1.1%	2.2%
Gran Canaria	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Tenerife	1.6%	0.4%	1.6%	2.4%	0.4%	3.7%	4.0%	2.5%	0.3%	1.5%	3.5%	2.3%
La Gomera	0.1%	0.0%	0.2%	0.0%	0.0%	0.4%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%
La Palma	0.4%	0.2%	0.3%	0.7%	0.1%	0.6%	0.5%	0.5%	0.0%	0.0%	0.7%	0.0%
El Hierro	0.1%	0.1%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cruise	0.2%	0.2%	0.3%	0.0%	0.1%	0.1%	0.6%	0.0%	0.0%	0.0%	0.7%	0.0%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

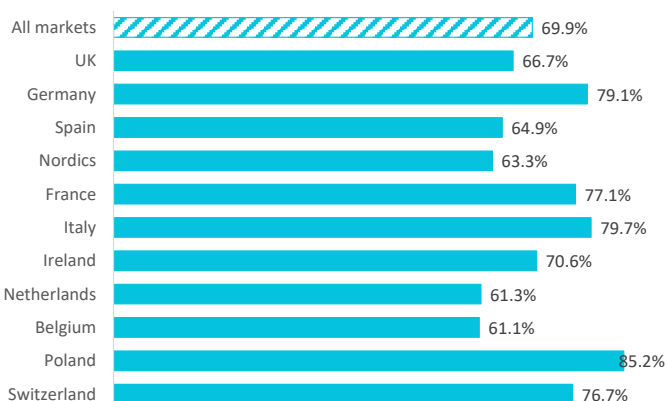
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
0 hours	2.0%	3.2%	1.5%	1.1%	2.7%	0.6%	0.0%	1.6%	3.0%	2.0%	0.5%	1.0%
1 - 2 hours	9.7%	15.7%	9.8%	2.7%	10.7%	3.8%	1.1%	7.0%	14.8%	13.0%	7.3%	5.6%
3 - 6 hours	31.9%	35.8%	37.1%	17.2%	36.8%	28.1%	10.7%	31.3%	36.4%	45.5%	30.5%	31.9%
7 - 12 hours	47.0%	39.3%	45.1%	57.0%	43.4%	59.2%	67.3%	54.0%	37.6%	34.3%	51.4%	53.6%
More than 12 hours	9.4%	6.0%	6.5%	22.0%	6.4%	8.2%	21.0%	6.1%	8.2%	5.2%	10.2%	8.0%
Outdoor time per day	7.6	6.5	7.1	10.0	7.0	8.4	10.4	7.5	6.8	6.3	8.0	7.9



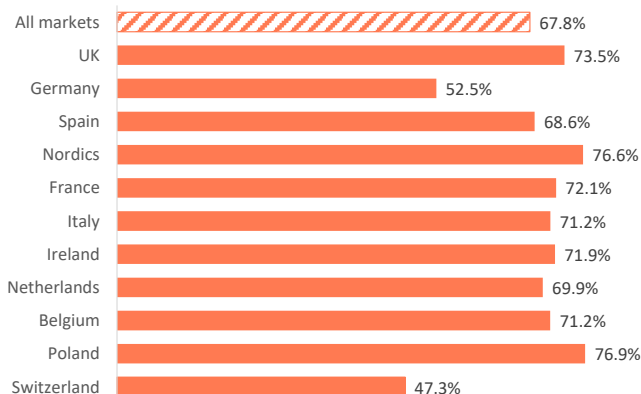
Activities in the Canary Islands

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Beach	69.9%	66.7%	79.1%	64.9%	63.3%	77.1%	79.7%	70.6%	61.3%	61.1%	85.2%	76.7%
Walk, wander	67.8%	73.5%	52.5%	68.6%	76.6%	72.1%	71.2%	71.9%	69.9%	71.2%	76.9%	47.3%
Swimming pool, hotel facilities	52.5%	66.6%	38.1%	37.2%	61.1%	59.3%	32.0%	67.6%	62.4%	66.9%	57.4%	44.5%
Explore the island on their own	45.5%	34.8%	53.5%	49.9%	38.6%	57.3%	56.8%	33.6%	41.7%	42.4%	67.8%	44.7%
Taste Canarian gastronomy	25.3%	23.3%	36.3%	34.9%	14.1%	10.7%	28.0%	21.9%	17.9%	18.1%	29.5%	31.4%
Hiking	19.2%	6.7%	18.7%	13.6%	28.3%	26.1%	20.4%	7.6%	33.2%	41.7%	28.2%	8.7%
Nightlife / concerts / shows	18.5%	24.4%	15.5%	19.6%	15.2%	20.7%	18.1%	34.4%	13.3%	18.3%	13.1%	16.3%
Organized excursions	12.4%	11.8%	16.1%	7.8%	7.5%	20.4%	13.0%	9.3%	16.2%	17.9%	26.0%	6.6%
Wineries / markets / popular festivals	11.2%	9.3%	9.7%	14.7%	14.5%	10.0%	17.9%	14.1%	5.8%	5.5%	9.1%	3.4%
Museums / exhibitions	11.2%	9.2%	12.1%	13.7%	6.5%	16.9%	18.9%	9.8%	6.6%	7.6%	16.0%	10.6%
Sea excursions / whale watching	9.7%	12.9%	10.4%	4.4%	5.3%	17.2%	7.8%	12.3%	10.3%	15.0%	11.2%	13.3%
Theme parks	9.1%	10.5%	8.3%	7.3%	6.2%	8.8%	9.1%	13.4%	9.3%	8.1%	18.0%	7.9%
Other Nature Activities	7.9%	3.7%	12.4%	7.3%	5.1%	8.1%	14.8%	4.2%	5.9%	6.7%	6.7%	10.3%
Swim	7.2%	10.4%	2.6%	1.4%	8.1%	2.8%	5.0%	9.9%	17.1%	12.8%	13.6%	1.7%
Running	6.5%	3.8%	2.4%	6.0%	8.1%	6.8%	4.5%	10.1%	21.0%	7.8%	7.0%	5.3%
Beauty and health treatments	5.4%	5.3%	4.6%	2.6%	6.6%	7.2%	4.8%	11.5%	6.2%	9.3%	1.8%	12.7%
Practice other sports	4.1%	3.0%	4.6%	4.6%	3.6%	4.9%	5.6%	3.9%	3.2%	4.4%	6.3%	2.4%
Astronomical observation	3.3%	1.5%	4.6%	3.7%	4.5%	2.8%	2.8%	1.7%	3.2%	2.2%	2.2%	1.9%
Surf	2.4%	0.9%	3.1%	2.7%	1.0%	3.2%	8.2%	2.2%	1.6%	3.1%	3.2%	0.0%
Golf	2.2%	2.6%	1.9%	1.1%	2.5%	1.7%	0.6%	5.6%	3.0%	1.7%	1.1%	5.3%
Cycling / Mountain bike	2.1%	1.3%	3.1%	0.8%	1.4%	1.7%	4.4%	3.3%	1.4%	1.3%	2.3%	7.0%
Scuba Diving	1.9%	0.7%	2.6%	1.6%	1.4%	3.6%	1.9%	1.8%	1.3%	2.6%	5.9%	2.6%
Windsurf / Kitesurf	0.5%	0.7%	0.5%	0.5%	0.3%	0.8%	0.6%	0.5%	0.0%	0.0%	0.7%	0.0%

WALK, WANDER



BEACH



Tourist profile by markets by markets

GRAN CANARIA (2025)

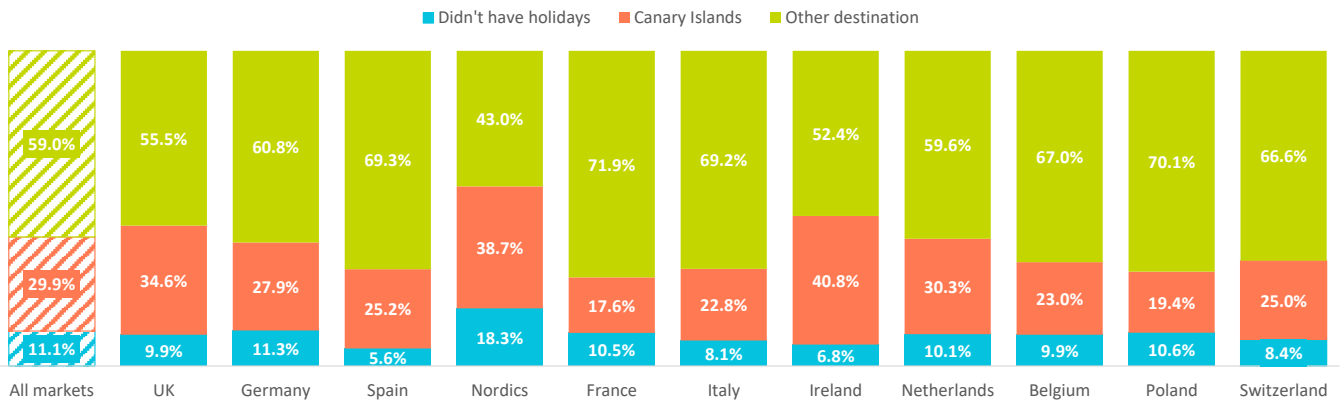


COMPETITORS

Where did they spend their main holiday last year? *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Didn't have holidays	11.1%	9.9%	11.3%	5.6%	18.3%	10.5%	8.1%	6.8%	10.1%	9.9%	10.6%	8.4%
Canary Islands	29.9%	34.6%	27.9%	25.2%	38.7%	17.6%	22.8%	40.8%	30.3%	23.0%	19.4%	25.0%
Other destination	59.0%	55.5%	60.8%	69.3%	43.0%	71.9%	69.2%	52.4%	59.6%	67.0%	70.1%	66.6%
- Balearic Islands	3.6%	4.2%	5.2%	5.7%	1.2%	3.1%	3.1%	3.4%	1.9%	2.2%	3.5%	4.5%
- Rest of Spain	11.2%	9.2%	6.9%	30.3%	7.5%	9.7%	10.3%	14.5%	10.6%	12.8%	8.4%	10.8%
- Italy	7.5%	4.7%	8.8%	7.0%	5.3%	8.5%	21.4%	5.5%	5.7%	6.7%	9.6%	14.9%
- France	4.4%	2.5%	3.6%	3.5%	3.1%	19.3%	3.9%	3.0%	4.9%	15.2%	2.7%	5.4%
- Turkey	3.3%	4.9%	4.5%	1.0%	2.1%	0.7%	2.4%	1.8%	2.3%	2.9%	8.2%	2.6%
- Greece	7.4%	7.5%	7.1%	1.7%	8.8%	6.8%	6.8%	4.3%	10.3%	7.5%	15.2%	7.0%
- Portugal	3.7%	3.8%	3.3%	4.7%	1.8%	5.2%	3.5%	7.8%	4.1%	4.8%	2.2%	5.0%
- Croatia	2.2%	1.6%	3.2%	0.8%	2.3%	1.4%	2.7%	1.7%	1.8%	1.0%	3.6%	1.6%
- Egypt	1.4%	1.1%	2.4%	1.0%	0.2%	1.0%	2.8%	0.8%	0.7%	1.3%	2.6%	1.7%
- Tunisia	0.4%	0.1%	0.5%	0.2%	0.1%	1.0%	0.3%	0.2%	0.4%	0.7%	2.7%	0.0%
- Morocco	1.2%	0.8%	1.0%	1.8%	0.4%	3.6%	2.2%	0.6%	0.5%	1.8%	1.3%	2.9%
- Others	12.8%	15.1%	14.3%	11.5%	10.4%	11.8%	9.7%	8.7%	16.5%	10.2%	10.1%	10.0%

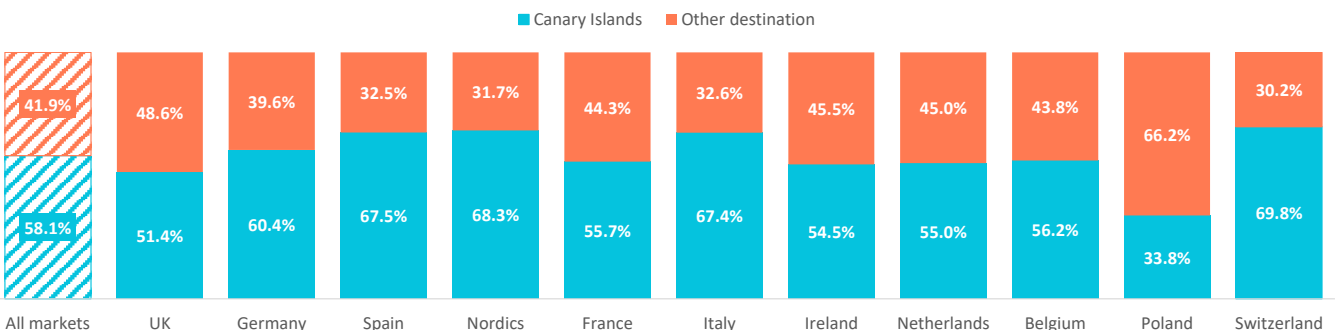
* Percentage of valid answers



What other destinations did they consider for this trip? *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	30.0%	23.9%	29.8%	39.8%	45.5%	22.7%	29.9%	23.2%	30.0%	27.3%	6.0%	32.2%
Canary Islands (other island)	28.1%	27.6%	30.6%	27.7%	22.9%	33.0%	37.5%	31.4%	25.0%	28.8%	27.8%	37.6%
Other destination	41.9%	48.6%	39.6%	32.5%	31.7%	44.3%	32.6%	45.5%	45.0%	43.8%	66.2%	30.2%
- Balearic Islands	5.0%	7.2%	6.0%	7.8%	1.2%	9.3%	2.0%	3.3%	2.8%	3.3%	4.2%	2.2%
- Rest of Spain	8.6%	9.1%	5.9%	9.4%	7.2%	5.5%	9.1%	13.9%	9.1%	9.4%	13.1%	6.9%
- Italy	4.6%	4.5%	4.0%	4.2%	3.5%	5.8%	3.8%	5.0%	5.3%	4.8%	8.3%	1.8%
- France	1.6%	1.3%	1.0%	0.9%	1.7%	3.9%	1.0%	0.4%	1.4%	2.9%	2.9%	0.9%
- Turkey	2.8%	4.5%	2.0%	0.6%	2.1%	1.3%	1.6%	1.8%	3.6%	3.4%	6.0%	2.6%
- Greece	7.6%	9.2%	7.8%	2.6%	6.2%	6.8%	4.7%	8.2%	11.9%	9.2%	12.1%	6.8%
- Portugal	5.0%	6.5%	4.5%	2.9%	3.2%	4.1%	4.3%	7.5%	5.3%	4.9%	7.8%	2.7%
- Croatia	2.2%	2.5%	2.3%	1.5%	2.1%	2.0%	0.7%	1.7%	1.7%	1.8%	5.2%	1.1%
- Egypt	2.4%	2.0%	3.2%	1.0%	2.4%	2.0%	3.5%	1.7%	2.2%	2.7%	2.9%	3.9%
- Others	2.1%	1.7%	2.8%	1.7%	1.7%	3.7%	1.9%	2.0%	1.7%	1.4%	3.8%	1.2%

* Percentage of valid answers



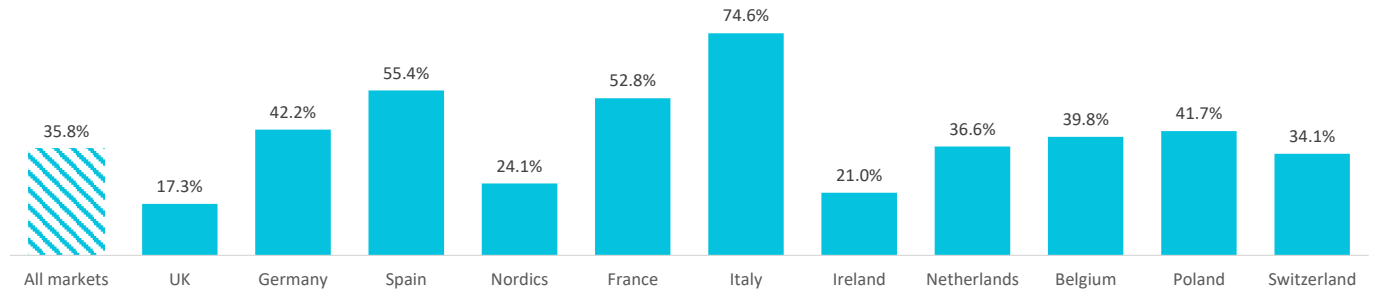
TRANSPORT (Data Q4 2025)

What means of transport have they used during their stay in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Rental vehicle	35.8%	17.3%	42.2%	55.4%	24.1%	52.8%	74.6%	21.0%	36.6%	39.8%	41.7%	34.1%
Public transport	41.2%	41.0%	47.2%	30.9%	44.9%	45.6%	34.0%	28.6%	31.0%	29.4%	57.6%	46.4%
Taxi / Private hire vehicle	38.6%	50.4%	27.2%	30.0%	51.8%	21.1%	18.6%	49.7%	46.7%	30.6%	10.6%	38.8%
Organised excursions with transport included	9.6%	10.3%	12.9%	2.3%	8.0%	15.0%	6.7%	3.9%	9.3%	16.9%	27.2%	10.4%
Bicycle	1.8%	1.1%	3.6%	0.8%	0.7%	0.0%	4.8%	0.0%	0.5%	1.8%	4.0%	8.4%
On foot	13.6%	17.4%	15.0%	5.4%	16.3%	10.1%	3.6%	16.6%	12.6%	20.7%	19.2%	6.7%

* Multi-choice question

RENTAL VEHICLE

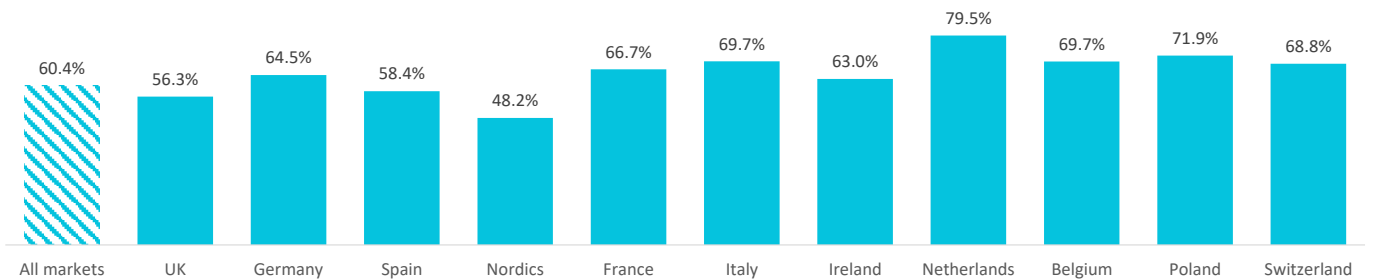


What factors influenced their choice of transport?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
No other alternative	14.1%	21.2%	14.1%	20.4%	10.3%	13.3%	14.3%	12.9%	12.2%	7.4%	4.0%	3.7%
Comfort and convenience	60.4%	56.3%	64.5%	58.4%	48.2%	66.7%	69.7%	63.0%	79.5%	69.7%	71.9%	68.8%
Price	36.1%	37.3%	41.6%	23.4%	36.7%	39.6%	26.3%	27.7%	28.5%	47.0%	50.2%	32.3%
Accessibility	27.9%	22.6%	31.7%	12.7%	40.5%	22.0%	19.1%	25.7%	21.7%	25.2%	57.6%	15.8%
Environmental impact	5.0%	4.3%	7.0%	3.1%	5.3%	3.9%	2.6%	1.6%	2.3%	4.7%	4.5%	12.1%
Safety	12.6%	15.8%	10.4%	5.1%	14.8%	15.1%	7.1%	15.2%	11.7%	6.5%	21.9%	5.5%
Available travel time	11.5%	15.3%	10.0%	10.4%	12.8%	7.8%	16.8%	12.0%	6.9%	4.1%	22.2%	5.9%
Punctuality	8.3%	11.2%	8.5%	6.4%	8.1%	5.5%	7.3%	13.4%	6.4%	5.1%	8.7%	3.8%
Flexible timetable	14.1%	18.1%	5.5%	19.7%	16.2%	15.5%	21.8%	8.6%	18.7%	10.8%	2.2%	6.5%

* Multi-choice question

COMFORT AND CONVENIENCE



Did you experience any difficulties with transport during their stay in the Canary Islands?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	7.0%	7.5%	5.0%	8.9%	6.9%	4.9%	3.5%	10.9%	5.5%	9.7%	9.9%	7.1%
- Infrequent service	1.7%	2.3%	1.0%	2.9%	1.0%	0.0%	0.8%	3.8%	1.1%	2.3%	3.0%	2.2%
- Confusing or insufficient information	2.2%	1.8%	2.8%	2.1%	2.5%	1.1%	1.4%	0.0%	1.8%	5.0%	0.0%	2.2%
- Accessibility barriers	0.5%	0.1%	0.3%	1.0%	0.3%	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%	1.7%
- Delays or cancellations	2.4%	2.1%	2.7%	2.1%	2.8%	1.7%	0.0%	3.0%	1.5%	3.3%	6.9%	1.4%
- High fares	0.6%	0.7%	0.0%	1.1%	0.4%	1.4%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%
- Difficulties with booking systems	0.8%	0.4%	0.0%	0.6%	1.6%	1.4%	0.0%	4.0%	1.1%	2.2%	0.0%	1.8%
- Poor connections	0.8%	1.0%	0.6%	1.5%	0.1%	2.5%	0.0%	2.2%	0.0%	2.2%	0.0%	0.0%
- Others	1.3%	2.4%	1.0%	1.8%	0.7%	0.0%	0.0%	0.9%	2.8%	2.3%	0.0%	0.0%
No	93.0%	92.5%	95.0%	91.1%	93.1%	95.1%	96.5%	89.1%	94.5%	90.3%	90.1%	92.9%

* The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total num

Tourist profile by markets by markets

GRAN CANARIA (2025)



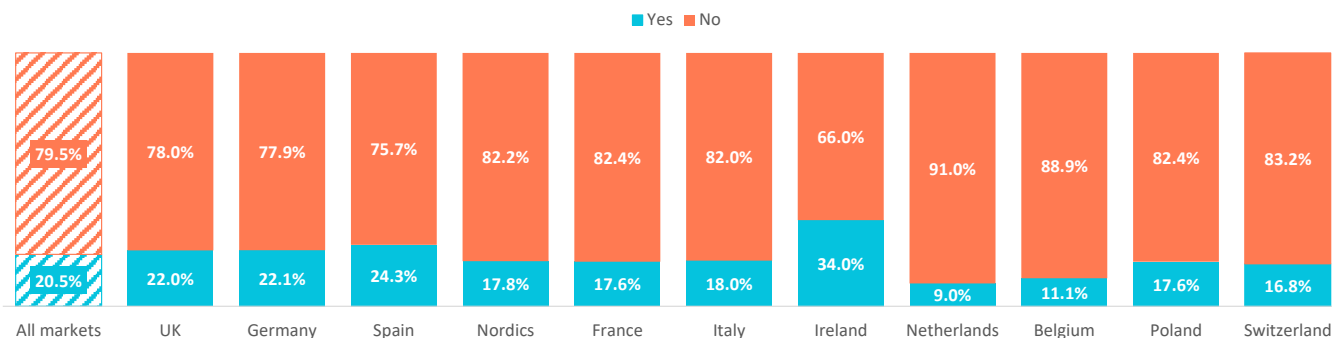
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	46.2%	49.3%	41.0%	51.6%	36.6%	44.5%	59.1%	39.8%	60.9%	53.5%	60.5%	49.1%
No	32.1%	33.3%	32.0%	30.0%	42.7%	28.3%	23.6%	38.9%	16.9%	27.2%	14.3%	31.9%
Not remember	21.7%	17.4%	27.0%	18.4%	20.7%	27.2%	17.3%	21.3%	22.3%	19.3%	25.2%	19.0%

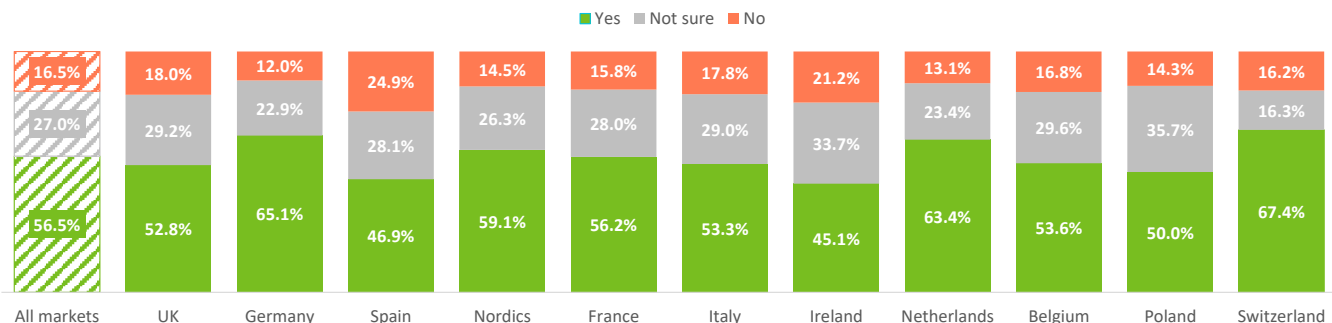
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	20.5%	22.0%	22.1%	24.3%	17.8%	17.6%	18.0%	34.0%	9.0%	11.1%	17.6%	16.8%
No	79.5%	78.0%	77.9%	75.7%	82.2%	82.4%	82.0%	66.0%	91.0%	88.9%	82.4%	83.2%



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

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Yes	56.5%	52.8%	65.1%	46.9%	59.1%	56.2%	53.3%	45.1%	63.4%	53.6%	50.0%	67.4%
- For any purpose	14.1%	14.1%	15.4%	7.3%	17.6%	9.4%	8.4%	8.8%	20.3%	11.0%	12.2%	17.8%
- Improve living conditions	10.4%	7.4%	11.6%	9.5%	11.2%	10.9%	7.5%	8.1%	20.7%	6.7%	9.4%	16.3%
- Improve economic development	4.5%	5.5%	5.0%	4.2%	3.8%	4.7%	2.1%	3.8%	4.2%	5.3%	1.9%	4.6%
- Improve the environment	15.8%	11.2%	22.4%	15.3%	16.0%	19.0%	26.3%	11.9%	8.2%	15.9%	18.4%	16.0%
- Improve the tourist environment	5.1%	6.0%	3.8%	5.3%	4.5%	6.6%	5.0%	3.7%	6.0%	5.8%	4.4%	3.5%
- Other purposes	6.6%	8.7%	6.9%	5.3%	6.0%	5.7%	3.9%	8.7%	4.0%	8.9%	3.6%	9.2%
Not sure	27.0%	29.2%	22.9%	28.1%	26.3%	28.0%	29.0%	33.7%	23.4%	29.6%	35.7%	16.3%
No	16.5%	18.0%	12.0%	24.9%	14.5%	15.8%	17.8%	21.2%	13.1%	16.8%	14.3%	16.2%



How much would they be willing to pay?

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	Netherlands	Belgium	Poland	Switzerland
Up to 1 euro	39.7%	37.6%	35.5%	42.9%	39.3%	54.7%	47.8%	43.0%	38.8%	37.6%	57.2%	30.9%
Up to 2 euros	31.0%	30.6%	36.9%	26.7%	28.9%	27.7%	24.4%	24.1%	34.5%	33.2%	25.0%	31.4%
Up to 3 euros	18.7%	20.7%	19.0%	20.0%	17.3%	13.2%	20.6%	19.2%	19.4%	18.4%	14.1%	24.5%
More than 3 euros	10.5%	11.1%	8.7%	10.5%	14.6%	4.4%	7.2%	13.7%	7.3%	10.8%	3.8%	13.2%

Tourist profile by markets by markets

GRAN CANARIA (2025)

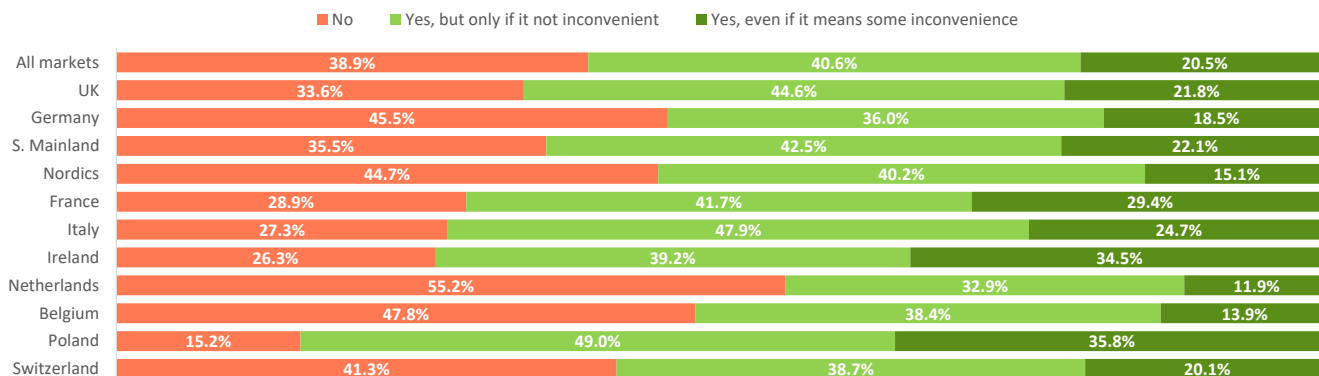


PLACES VISITED ON GRAN CANARIA

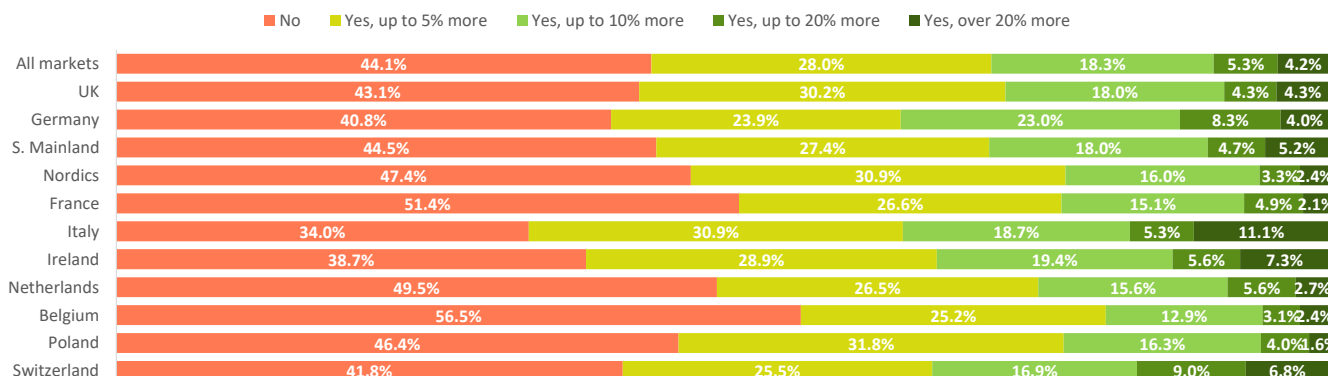
	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	etherlands	Belgium	Poland	Switzerland
Maspalomas Dunes	50.4%	40.1%	64.6%	51.7%	30.0%	68.3%	69.4%	39.4%	53.7%	61.6%	77.4%	62.7%
Las Palmas de Gran Canaria	48.4%	34.9%	51.3%	68.6%	32.2%	59.6%	70.6%	38.1%	43.9%	43.3%	76.5%	56.2%
Puerto de Mogán	41.9%	39.2%	43.7%	41.4%	35.0%	54.5%	53.7%	46.0%	42.7%	48.2%	62.5%	36.4%
North of the island	21.4%	10.0%	23.1%	37.4%	12.0%	35.5%	35.9%	8.1%	21.2%	22.4%	47.3%	14.9%
Island's interior	20.2%	9.7%	28.1%	21.0%	9.4%	43.0%	24.3%	6.0%	24.4%	29.3%	46.3%	21.2%
Agaete	14.4%	4.8%	16.9%	28.7%	7.4%	27.1%	24.1%	4.5%	12.8%	10.3%	36.1%	10.9%
Teror	13.9%	5.4%	16.2%	23.5%	6.3%	27.2%	17.4%	3.6%	14.7%	16.2%	32.7%	13.6%
Roque Nublo	12.7%	5.0%	16.1%	17.3%	7.6%	23.4%	21.2%	2.1%	14.0%	13.5%	27.2%	15.2%
Guayadeque Viewpoint	7.0%	1.8%	8.6%	14.4%	3.0%	13.9%	11.3%	1.4%	7.5%	9.0%	21.7%	8.2%

SUSTAINABLE DESTINATION (DATA = 2023)

Would they be willing to spend more on travel to reduce their carbon footprint?



¿Estaría dispuesto a gastar más en el viaje para reducir su huella de carbono?



Percepcion of the following sustainability measures during their stay *

	All markets	UK	Germany	Spain	Nordics	France	Italy	Ireland	etherlands	Belgium	Poland	Switzerland
Quality of life on the island	7.98	8.12	7.88	8.18	7.73	8.09	8.38	8.10	7.79	7.89	7.83	7.93
Tolerance towards tourism	8.56	8.61	8.55	8.74	8.42	8.65	8.54	8.80	8.16	8.44	8.97	8.35
Cleanliness of the island	8.04	8.65	7.73	7.83	7.78	8.13	8.23	8.66	7.74	8.23	8.27	7.54
Air quality	8.30	8.47	8.38	8.34	8.05	8.27	8.83	8.22	7.94	8.22	8.89	8.03
Rational water consumption	7.48	7.94	6.88	7.56	7.48	7.33	7.71	7.68	7.40	7.62	7.59	7.17
Energy saving	7.01	7.41	6.45	7.13	6.92	7.00	7.54	7.12	7.01	7.19	7.20	6.71
Use of renewable energy	7.26	7.58	6.82	7.32	7.03	7.42	7.83	7.58	7.05	7.41	7.75	7.17
Recycling	6.95	7.62	6.38	6.97	6.52	7.05	6.93	7.45	7.00	7.08	7.40	6.61
Easy to get around by public transport	7.75	8.14	7.71	7.35	7.52	8.13	7.67	7.89	7.78	7.62	8.35	7.48
Overcrowding in tourist areas	6.62	6.85	5.71	7.13	6.48	6.84	7.21	6.67	6.91	6.84	7.15	6.64
Supply of local products	7.13	7.23	6.88	7.52	6.71	7.63	7.43	7.01	7.25	7.23	7.62	7.11

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

Source: Tourist Expenditure Survey (EGT, ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.