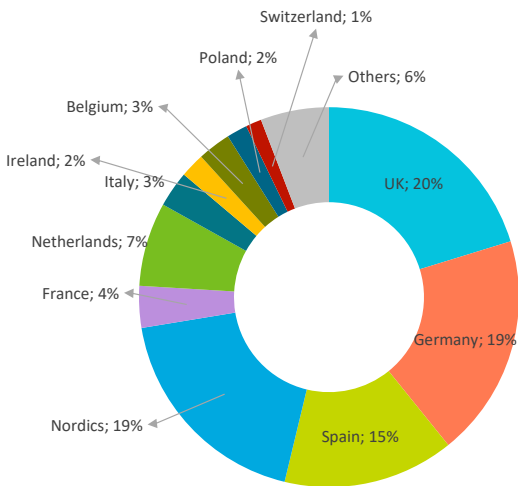


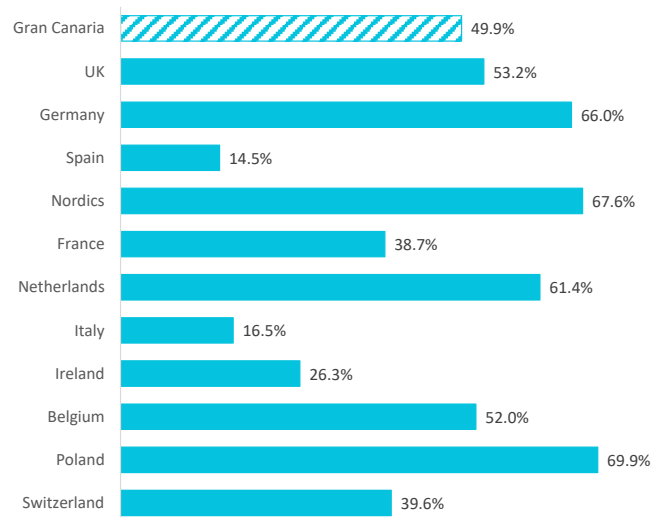
**INBOUND TOURISM AND TOURIST EXPENDITURE**

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>3,352,820</b>	<b>678,992</b>	<b>635,157</b>	<b>488,286</b>	<b>625,122</b>	<b>119,126</b>	<b>239,499</b>	<b>102,885</b>	<b>69,789</b>	<b>94,584</b>	<b>58,857</b>	<b>45,216</b>
<b>% Tourists</b>	<b>100%</b>	20.3%	18.9%	14.6%	18.6%	3.6%	7.1%	3.1%	2.1%	2.8%	1.8%	1.3%
<b>% tourists who book holiday package</b>	<b>49.9%</b>	53.2%	66.0%	14.5%	67.6%	38.7%	61.4%	16.5%	26.3%	52.0%	69.9%	39.6%
<b>Expenditure per tourist (€)</b>	<b>1,349</b>	<b>1,257</b>	<b>1,445</b>	<b>811</b>	<b>1,641</b>	<b>1,280</b>	<b>1,535</b>	<b>997</b>	<b>1,385</b>	<b>1,543</b>	<b>1,290</b>	<b>1,731</b>
- book holiday package	1,560	1,423	1,555	1,153	1,693	1,520	1,652	1,371	1,242	1,719	1,440	1,943
- holiday package	1,282	1,143	1,304	904	1,387	1,270	1,368	1,080	895	1,466	1,222	1,602
- others	278	280	251	249	307	250	284	291	348	253	218	341
- do not book holiday package	1,139	1,069	1,231	753	1,530	1,129	1,350	923	1,436	1,351	941	1,592
- flight	323	268	347	205	489	293	415	336	390	431	257	473
- accommodation	375	393	419	245	408	417	471	253	547	461	295	585
- others	441	409	466	303	633	419	465	334	499	459	389	534
<b>Average length of stay</b>	<b>9.74</b>	<b>8.57</b>	<b>10.91</b>	<b>7.13</b>	<b>10.95</b>	<b>9.08</b>	<b>9.64</b>	<b>12.19</b>	<b>9.12</b>	<b>9.11</b>	<b>8.44</b>	<b>9.30</b>
- book holiday package	8.79	8.03	9.58	7.12	9.01	8.82	8.99	7.96	8.30	7.94	7.75	9.74
- do not book holiday package	10.68	9.18	13.49	7.14	15.01	9.24	10.68	13.03	9.42	10.37	10.04	9.00
<b>Average daily expenditure (€)</b>	<b>159.1</b>	<b>158.2</b>	<b>153.9</b>	<b>132.9</b>	<b>181.8</b>	<b>156.7</b>	<b>172.1</b>	<b>110.9</b>	<b>168.4</b>	<b>188.4</b>	<b>163.8</b>	<b>206.7</b>
- book holiday package	187.4	181.6	174.2	176.5	202.5	190.8	183.9	172.4	153.5	222.3	189.6	212.0
- do not book holiday package	130.9	131.6	114.4	125.5	138.5	135.1	153.3	98.8	173.7	151.6	103.7	203.2
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>4,523</b>	<b>854</b>	<b>918</b>	<b>396</b>	<b>1,026</b>	<b>153</b>	<b>368</b>	<b>103</b>	<b>97</b>	<b>146</b>	<b>76</b>	<b>78</b>
- book holiday package	2,611	514	652	82	716	70	243	23	23	85	59	35
- do not book holiday package	1,911	340	266	315	309	82	125	79	74	61	17	43
<b>Tourist arrivals (FRONTUR)</b>	<b>3,788,611</b>	<b>779,815</b>	<b>692,204</b>	<b>537,282</b>	<b>735,348</b>	<b>132,691</b>	<b>273,474</b>	<b>111,226</b>	<b>80,553</b>	<b>105,410</b>	--	--
<b>Passenger arrivals on non-stop flights (AENA)</b>	<b>6,150,563</b>	<b>807,237</b>	<b>745,073</b>	<b>1,584,361</b>	<b>689,893</b>	<b>94,288</b>	<b>271,158</b>	<b>110,453</b>	<b>82,856</b>	<b>99,719</b>	<b>52,428</b>	<b>84,145</b>
<b>Children &lt;= 15 years old (FRONTUR - EGT)</b>	<b>435,791</b>	<b>100,823</b>	<b>57,047</b>	<b>48,996</b>	<b>110,226</b>	<b>13,565</b>	<b>33,975</b>	<b>8,341</b>	<b>10,764</b>	<b>10,826</b>	--	--

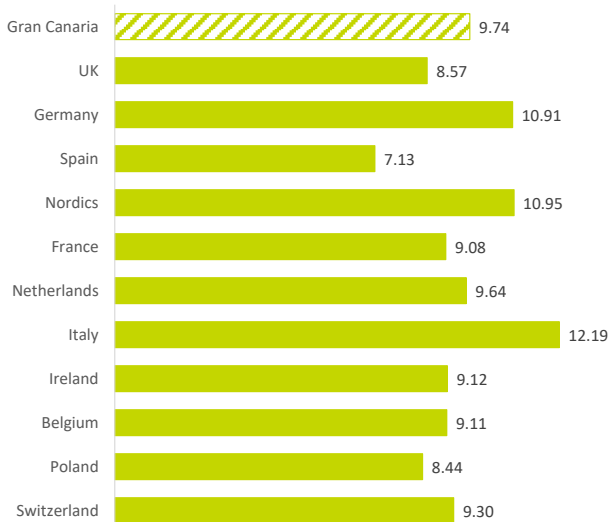
**SHARE**



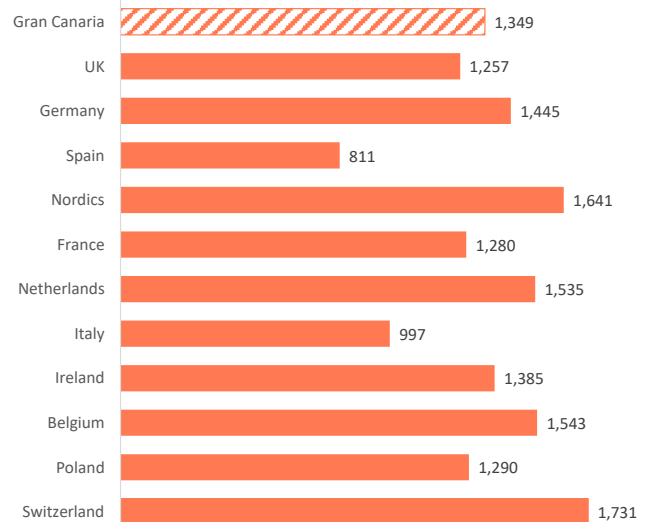
**TOURISTS WHO BOOK HOLIDAY PACKAGE (%)**



**AVERAGE LENGTH OF STAY**



**EXPENDITURE PER TOURIST (€)**



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

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
<b>Accommodation:</b>												
- Accommodation	81.2%	83.6%	86.1%	65.6%	84.3%	87.2%	87.5%	62.4%	91.2%	88.2%	88.9%	82.9%
- Additional accommodation expenses	6.8%	6.4%	5.1%	8.5%	3.9%	11.0%	10.1%	7.2%	9.7%	6.9%	7.0%	8.3%
<b>Transport:</b>												
- National/International Transport	95.0%	95.8%	96.8%	89.0%	97.2%	94.3%	94.6%	95.8%	98.1%	97.3%	94.9%	97.1%
- Flights between islands	3.3%	3.4%	2.1%	4.6%	1.4%	8.3%	3.8%	6.1%	4.1%	1.7%	3.3%	4.8%
- Taxi	54.3%	63.5%	59.2%	26.5%	66.7%	42.0%	61.4%	31.6%	58.9%	57.6%	61.8%	54.7%
- Car rental	21.6%	10.9%	23.8%	33.3%	12.5%	33.6%	27.5%	26.1%	11.7%	28.3%	35.6%	21.7%
- Public transport	13.8%	10.5%	15.5%	15.2%	12.2%	19.7%	10.5%	17.0%	10.1%	18.3%	14.3%	14.1%
<b>Food and drink:</b>												
- Food purchases at supermarkets	56.2%	56.6%	55.4%	52.6%	59.3%	50.2%	56.8%	62.7%	59.8%	45.3%	53.3%	51.4%
- Restaurants	65.9%	68.2%	58.3%	72.4%	68.6%	59.4%	65.0%	67.1%	72.4%	61.7%	46.9%	71.5%
<b>Leisure:</b>												
- Organized excursions	15.9%	15.8%	21.1%	11.8%	11.0%	25.2%	18.1%	11.9%	13.6%	16.7%	28.3%	18.5%
- Sport activities	5.8%	8.4%	5.3%	3.6%	4.4%	6.4%	7.1%	4.5%	8.4%	5.9%	3.6%	8.8%
- Cultural activities	2.0%	1.7%	1.9%	2.7%	1.2%	1.1%	3.3%	0.2%	4.3%	1.5%	1.9%	2.8%
- Museums	3.8%	1.5%	4.5%	5.3%	2.6%	8.0%	2.7%	6.6%	2.3%	3.9%	6.3%	2.0%
- Theme Parks	5.6%	6.7%	4.0%	4.2%	4.8%	4.3%	10.6%	6.5%	8.2%	4.8%	8.8%	3.4%
- Discos and pubs	9.4%	14.3%	6.5%	11.1%	6.5%	10.6%	7.8%	10.6%	19.1%	8.9%	5.9%	7.4%
- Wellness	4.4%	5.0%	4.5%	2.9%	5.0%	8.1%	4.1%	3.2%	6.8%	3.9%	0.6%	4.4%
<b>Purchases of goods:</b>												
- Souvenirs	38.3%	38.9%	38.0%	37.0%	33.8%	43.9%	38.5%	37.9%	39.1%	42.7%	52.0%	46.0%
- Real estate	0.3%	0.1%	0.1%	0.2%	0.5%	0.4%	1.2%	0.2%	0.3%	1.1%	0.0%	0.0%
- Other purchases	0.7%	0.5%	0.6%	0.5%	0.8%	0.2%	0.6%	0.1%	3.0%	0.7%	0.4%	0.3%
<b>Others:</b>												
- Medical expenses	6.7%	6.5%	7.0%	5.6%	6.1%	7.2%	8.4%	7.3%	11.7%	7.0%	4.1%	10.7%
- Other expenses	5.0%	4.6%	4.4%	4.9%	6.9%	5.3%	6.3%	3.9%	2.5%	3.5%	4.2%	5.6%

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

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
<b>Expenditure per tourist and trip (€)</b>												
<b>Accommodation:</b>												
- Accommodation	879	862	934	599	1,023	749	963	727	725	834	807	1,048
- Additional accommodation expenses	179	183	162	154	253	144	183	212	145	80	123	185
<b>Transport:</b>												
- National/International Transport	404	336	416	244	532	378	481	355	386	502	366	540
- Flights between islands	82	58	91	102	79	89	75	95	100	59	39	143
- Taxi	88	64	100	58	113	98	79	52	84	78	95	92
- Car rental	123	110	142	92	156	141	119	105	138	124	102	175
- Public transport	40	22	40	43	26	21	20	46	22	35	20	45
<b>Food and drink:</b>												
- Food purchases at supermarkets	130	104	111	98	166	97	92	136	140	82	120	124
- Restaurants	202	207	187	151	256	195	199	164	257	244	128	249
<b>Leisure:</b>												
- Organized excursions	94	95	94	79	93	118	99	84	100	82	93	120
- Sport activities	101	80	165	70	84	113	68	47	85	94	64	133
- Cultural activities	67	53	40	101	63	103	76	50	70	32	138	75
- Museums	26	33	31	26	22	15	17	17	33	23	17	27
- Theme Parks	68	74	64	42	97	34	70	33	86	43	58	98
- Discos and pubs	119	133	121	86	128	71	144	87	160	144	70	212
- Wellness	85	91	100	56	89	61	60	105	60	114	30	152
<b>Purchases of goods:</b>												
- Souvenirs	115	101	116	93	123	126	111	99	107	150	105	136
- Real estate	128	107	70	73	242	1	88	10	50	126	0	0
- Other purchases	405	254	137	34	716	10	1,852	87	63	42	300	100
<b>Others:</b>												
- Medical expenses	52	57	49	23	71	45	45	25	83	24	62	38
- Other expenses	81	54	80	109	85	68	87	31	64	62	81	64

# Tourist Expenditure Survey by markets

## GRAN CANARIA (2022)

### TOURIST PROFILE

#### Who are they?

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
<b>Gender</b>												
Percentage of men	51.6%	49.2%	53.3%	51.7%	47.7%	54.9%	54.3%	56.4%	48.5%	58.6%	49.3%	58.2%
Percentage of women	48.4%	50.8%	46.7%	48.3%	52.3%	45.1%	45.7%	43.6%	51.5%	41.4%	50.7%	41.8%
<b>Age</b>												
Average age (tourists above 16 years old)	45.99	45.78	46.28	42.24	52.18	43.68	44.61	43.89	46.02	46.14	40.14	45.11
Standard deviation	16.6	15.6	17.3	14.8	17.4	15.7	16.7	16.0	15.3	16.6	12.9	17.0
<b>Age range</b>												
16-24 years old	12.1%	10.6%	13.3%	12.4%	9.5%	15.4%	16.3%	12.7%	9.3%	13.6%	10.3%	9.8%
25-30 years old	10.7%	10.4%	11.0%	14.0%	6.0%	10.0%	10.1%	14.2%	8.3%	8.9%	13.8%	17.2%
31-45 years old	27.6%	29.3%	25.7%	33.6%	19.2%	28.9%	26.7%	25.2%	35.8%	26.4%	48.5%	28.0%
46-60 years old	26.6%	29.7%	25.3%	26.3%	26.9%	30.4%	26.1%	30.5%	24.7%	27.1%	16.4%	25.8%
Over 60 years old	23.0%	19.9%	24.8%	13.6%	38.5%	15.3%	20.8%	17.4%	21.9%	23.9%	11.0%	19.2%
<b>Occupation</b>												
Salaried worker	55.8%	63.8%	56.7%	60.6%	47.5%	59.3%	55.8%	42.2%	66.3%	49.7%	32.7%	62.9%
Self-employed	10.9%	11.3%	8.2%	12.4%	7.0%	7.5%	12.3%	24.8%	11.2%	10.9%	33.6%	7.0%
Unemployed	1.0%	0.5%	0.3%	2.1%	1.3%	0.9%	0.2%	4.4%	0.3%	0.0%	2.2%	0.0%
Business owner	9.0%	3.7%	10.8%	8.2%	10.6%	8.4%	11.1%	9.2%	3.1%	14.1%	20.2%	13.6%
Student	5.3%	3.5%	5.4%	7.4%	4.1%	9.7%	5.6%	6.7%	2.8%	5.0%	4.4%	4.2%
Retired	16.6%	16.1%	17.4%	8.1%	28.3%	12.0%	13.7%	11.7%	15.3%	18.4%	6.4%	9.5%
Unpaid domestic work	0.4%	0.6%	0.2%	0.4%	0.1%	0.0%	0.7%	0.5%	1.1%	0.5%	0.3%	0.0%
Others	1.1%	0.6%	1.1%	0.7%	1.1%	2.2%	0.7%	0.5%	0.0%	1.4%	0.0%	2.9%
<b>Annual household income level</b>												
Less than €25,000	13.9%	10.4%	12.3%	24.2%	6.5%	17.0%	12.8%	22.0%	5.7%	15.2%	32.0%	4.6%
€25,000 - €49,999	34.0%	36.2%	31.8%	45.8%	23.7%	40.0%	30.6%	45.9%	25.0%	42.2%	35.7%	11.1%
€50,000 - €74,999	26.1%	24.3%	31.1%	18.4%	30.8%	23.6%	31.1%	20.2%	33.2%	23.6%	21.8%	17.5%
More than €74,999	26.0%	29.1%	24.8%	11.7%	39.0%	19.4%	25.5%	12.0%	36.2%	19.0%	10.5%	66.7%
<b>Education level</b>												
No studies	2.5%	9.7%	0.4%	0.4%	1.0%	0.6%	1.0%	0.6%	2.7%	0.5%	0.2%	1.0%
Primary education	2.4%	0.5%	3.5%	2.6%	4.2%	0.7%	1.0%	1.6%	0.8%	0.7%	0.6%	10.6%
Secondary education	23.4%	14.6%	25.9%	16.0%	28.1%	19.9%	47.8%	19.8%	14.5%	31.5%	23.8%	19.9%
Higher education	71.6%	75.2%	70.3%	81.1%	66.7%	78.8%	50.2%	78.0%	82.0%	67.4%	75.4%	68.5%

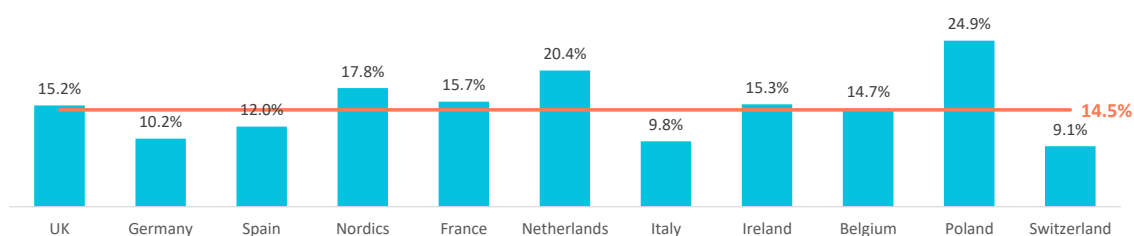
#### Who do they come with?

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Unaccompanied	15.2%	13.3%	14.6%	24.9%	12.0%	14.3%	9.5%	20.0%	12.3%	11.9%	8.5%	17.4%
Only with partner	44.0%	47.7%	49.5%	33.9%	43.7%	41.1%	43.3%	43.2%	42.2%	47.1%	45.8%	48.3%
Only with children (< 13 years old)	4.3%	3.3%	4.3%	3.6%	4.3%	5.5%	7.4%	3.8%	4.7%	4.1%	5.1%	3.9%
Partner + children (< 13 years old)	5.3%	5.7%	3.8%	5.0%	7.1%	5.8%	7.6%	1.6%	5.0%	5.1%	10.0%	3.4%
Other relatives	9.1%	10.6%	6.9%	8.9%	9.1%	8.4%	8.3%	9.2%	14.2%	12.1%	7.5%	5.3%
Friends	8.2%	8.0%	7.8%	9.5%	5.8%	10.8%	12.0%	9.9%	9.6%	6.1%	7.3%	9.9%
Work colleagues	0.9%	0.2%	0.1%	4.1%	0.3%	0.8%	0.2%	1.4%	0.0%	0.0%	0.4%	0.3%
Organized trip	0.3%	0.1%	0.2%	0.2%	0.5%	0.9%	0.0%	0.0%	0.0%	0.4%	1.4%	0.0%
Other combinations <sup>(2)</sup>	12.7%	11.2%	12.7%	9.9%	17.3%	12.3%	11.6%	11.1%	12.1%	13.0%	14.1%	11.5%
<sup>(2)</sup> Different situations have been isolated												
<b>Tourists with children</b>	<b>14.5%</b>	<b>15.2%</b>	<b>10.2%</b>	<b>12.0%</b>	<b>17.8%</b>	<b>15.7%</b>	<b>20.4%</b>	<b>9.8%</b>	<b>15.3%</b>	<b>14.7%</b>	<b>24.9%</b>	<b>9.1%</b>
- Between 0 and 2 years old	1.1%	0.8%	0.7%	1.3%	1.1%	1.5%	1.8%	0.0%	0.6%	0.8%	3.3%	0.3%
- Between 3 and 12 years old	12.2%	13.1%	8.8%	9.9%	15.1%	12.4%	16.2%	9.8%	13.3%	13.9%	20.5%	8.5%
- Between 0 -2 and 3-12 years old	1.2%	1.3%	0.7%	0.8%	1.6%	1.8%	2.4%	0.0%	1.4%	0.0%	1.1%	0.2%
<b>Tourists without children</b>	<b>85.5%</b>	<b>84.8%</b>	<b>89.8%</b>	<b>88.0%</b>	<b>82.2%</b>	<b>84.3%</b>	<b>79.6%</b>	<b>90.2%</b>	<b>84.7%</b>	<b>85.3%</b>	<b>75.1%</b>	<b>90.9%</b>
<b>Group composition:</b>												
- 1 person	18.3%	15.5%	17.3%	29.2%	14.7%	18.0%	12.3%	24.9%	15.8%	14.9%	11.4%	20.4%
- 2 people	53.0%	54.7%	59.2%	43.3%	52.5%	51.4%	54.9%	51.0%	52.3%	61.2%	49.1%	61.6%
- 3 people	10.9%	10.5%	9.9%	12.4%	9.9%	12.8%	11.7%	14.8%	11.2%	9.8%	17.1%	5.2%
- 4 or 5 people	13.9%	14.7%	11.8%	12.3%	16.3%	14.8%	16.3%	8.9%	12.1%	10.2%	18.1%	12.0%
- 6 or more people	3.9%	4.7%	1.8%	2.8%	6.5%	3.0%	4.8%	0.4%	8.6%	3.9%	4.4%	0.8%
<b>Average group size:</b>	<b>2.45</b>	<b>2.52</b>	<b>2.26</b>	<b>2.26</b>	<b>2.72</b>	<b>2.44</b>	<b>2.62</b>	<b>2.12</b>	<b>2.63</b>	<b>2.38</b>	<b>2.69</b>	<b>2.17</b>

\*People who share the main expenses of the trip



%  
TOURISTS  
WHO  
TRAVEL  
WITH  
CHILDREN

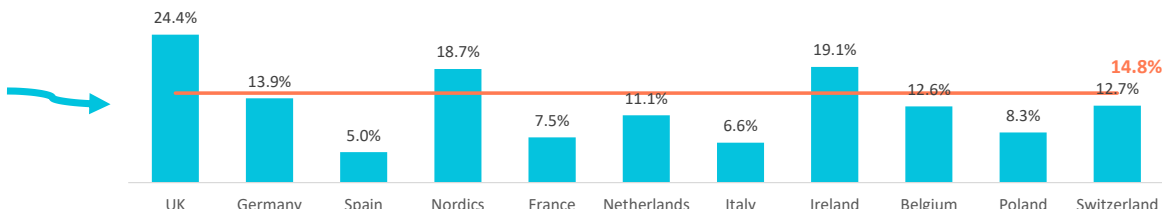


### TRIP BOOKING

How far in advance do they book their trip?

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
The same day	1.0%	0.4%	0.8%	1.3%	1.1%	0.9%	1.8%	0.7%	1.2%	0.5%	1.3%	2.2%
Between 1 and 30 days	32.1%	23.9%	32.7%	39.6%	28.9%	32.0%	40.1%	41.4%	19.2%	39.5%	41.3%	29.1%
Between 1 and 2 months	25.4%	22.8%	24.4%	32.0%	22.7%	27.2%	23.3%	31.2%	31.0%	24.8%	28.6%	26.6%
Between 3 and 6 months	26.7%	28.4%	28.2%	22.0%	28.6%	32.5%	23.8%	20.0%	29.5%	22.7%	20.6%	29.5%
More than 6 months	14.8%	24.4%	13.9%	5.0%	18.7%	7.5%	11.1%	6.6%	19.1%	12.6%	8.3%	12.7%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS IN ADVANCE



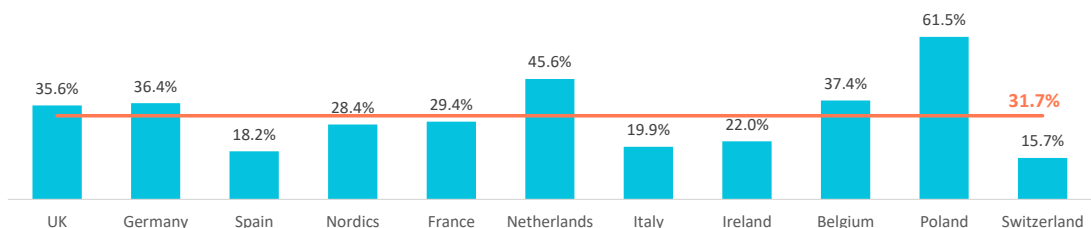
With whom did they book their flight and accommodation?

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
<b>Flight</b>												
- Directly with the airline	46.3%	50.0%	31.5%	70.6%	33.0%	54.6%	35.2%	71.8%	68.7%	46.1%	23.7%	57.4%
- Tour Operator or Travel Agency	53.7%	50.0%	68.5%	29.4%	67.0%	45.4%	64.8%	28.2%	31.3%	53.9%	76.3%	42.6%
<b>Accommodation</b>												
- Directly with the accommodation	33.6%	34.9%	20.9%	55.4%	24.9%	40.2%	28.1%	54.1%	55.5%	35.1%	16.1%	40.1%
- Tour Operator or Travel Agency	66.4%	65.1%	79.1%	44.6%	75.1%	59.8%	71.9%	45.9%	44.5%	64.9%	83.9%	59.9%

What do they book?

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Room only	31.1%	32.0%	20.9%	36.9%	36.8%	35.4%	26.1%	55.3%	41.3%	21.8%	17.6%	25.7%
Bed and Breakfast	15.6%	14.3%	9.0%	22.9%	20.7%	13.4%	14.2%	6.5%	26.4%	9.7%	5.5%	21.0%
Half board	18.2%	15.4%	31.1%	16.6%	10.0%	14.8%	13.4%	15.4%	8.0%	27.3%	12.7%	33.4%
Full board	3.4%	2.7%	2.6%	5.3%	4.1%	7.0%	0.7%	2.8%	2.3%	3.9%	2.7%	4.2%
All inclusive	31.7%	35.6%	36.4%	18.2%	28.4%	29.4%	45.6%	19.9%	22.0%	37.4%	61.5%	15.7%

% TOURISTS WHO BOOK ALL INCLUSIVE

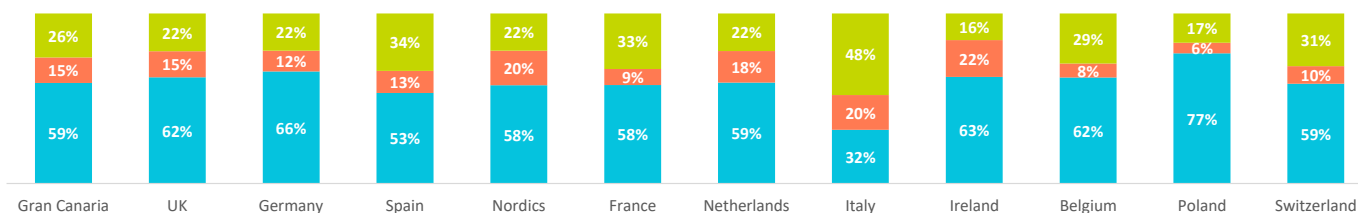


### ACCOMMODATION

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
1-2-3* Hotel	14.3%	14.6%	9.7%	14.0%	20.3%	10.2%	15.9%	11.6%	17.9%	12.3%	22.1%	4.6%
4* Hotel	35.3%	37.8%	42.9%	31.5%	30.4%	37.9%	35.5%	16.0%	34.8%	33.7%	48.8%	37.4%
5* Hotel / 5* Luxury Hotel	9.5%	10.0%	13.2%	7.7%	7.1%	9.8%	8.0%	4.0%	10.0%	16.3%	5.6%	16.7%
Aparthotel / Tourist Villa	15.0%	15.4%	12.3%	13.0%	20.2%	9.5%	18.5%	20.5%	21.7%	8.2%	6.3%	10.3%
House/room rented in a private dwelling	5.9%	3.4%	7.3%	5.8%	3.2%	11.3%	6.6%	13.1%	6.4%	7.3%	4.1%	8.3%
Private accommodation <sup>(1)</sup>	10.8%	7.7%	8.2%	23.8%	8.2%	7.7%	3.9%	25.3%	5.4%	6.7%	5.9%	8.0%
Others (Cottage, cruise, camping,...)	9.1%	11.1%	6.4%	4.2%	10.5%	13.6%	11.7%	9.5%	3.8%	15.4%	7.2%	14.7%

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

Hotels Aparthotel / Tourist Villa Others



### TRIP MOTIVATION AND DESTINATION CHOICE

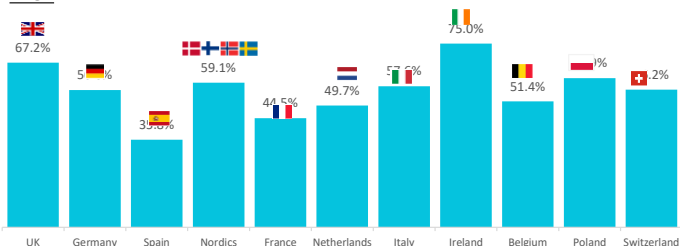
#### What is the main reason for visiting the Canary Islands?

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Holidays	86.7%	91.3%	91.3%	62.9%	94.0%	89.3%	93.4%	73.8%	96.2%	92.5%	92.0%	90.7%
Family reasons	8.8%	7.2%	5.7%	22.0%	3.8%	6.3%	4.6%	21.0%	2.9%	5.3%	6.0%	6.1%
Business	2.6%	0.5%	1.1%	11.8%	0.6%	1.2%	1.5%	2.1%	0.4%	1.5%	0.9%	2.0%
Education and training	0.2%	0.2%	0.3%	0.3%	0.2%	0.9%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%
Sports training	0.4%	0.2%	0.7%	0.8%	0.1%	1.3%	0.1%	0.0%	0.5%	0.3%	0.5%	0.4%
Health	0.2%	0.1%	0.1%	0.2%	0.3%	0.0%	0.1%	0.8%	0.0%	0.0%	0.0%	0.0%
Conventions and Exhibitions	0.2%	0.0%	0.2%	1.0%	0.0%	0.5%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%
Others	0.8%	0.4%	0.7%	1.0%	1.0%	0.5%	0.2%	1.2%	0.0%	0.3%	0.6%	0.8%

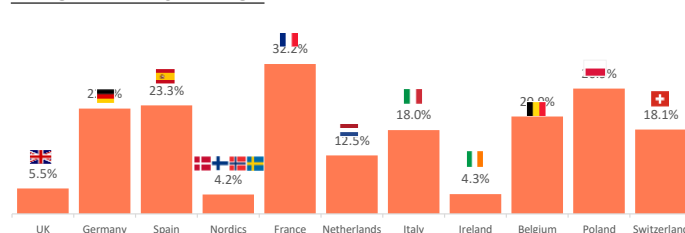
#### What is the main motivation for their holidays?

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Rest	55.2%	67.2%	56.0%	35.8%	59.1%	44.5%	49.7%	57.6%	75.0%	51.4%	60.9%	56.2%
Enjoy family time	17.9%	15.6%	9.7%	27.2%	28.5%	10.5%	14.6%	18.5%	13.1%	12.3%	7.0%	9.7%
Have fun	9.0%	10.2%	7.7%	10.5%	4.7%	8.5%	18.6%	4.9%	5.3%	12.6%	3.4%	11.0%
Explore the destination	14.7%	5.5%	22.6%	23.3%	4.2%	32.2%	12.5%	18.0%	4.3%	20.9%	26.9%	18.1%
Practice their hobbies	1.1%	0.7%	1.2%	1.1%	1.3%	1.4%	0.9%	0.5%	0.4%	1.2%	0.5%	3.0%
Other reasons	2.2%	0.8%	2.8%	2.1%	2.3%	3.0%	3.6%	0.6%	2.0%	1.5%	1.4%	2.1%

#### REST



#### EXPLORE THE DESTINATION



#### Importance of each factor in the destination choice

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Climate	77.8%	79.7%	75.4%	67.5%	87.3%	75.9%	76.8%	78.2%	84.6%	73.6%	81.5%	78.9%
Safety	49.9%	60.2%	56.4%	41.2%	43.0%	48.2%	31.5%	41.4%	73.8%	39.5%	58.8%	54.5%
Sea	49.7%	38.6%	64.3%	47.9%	51.3%	49.8%	37.1%	47.7%	47.6%	41.1%	52.7%	62.8%
Tranquility	45.8%	44.7%	49.7%	51.3%	37.3%	52.3%	38.9%	51.6%	56.2%	50.2%	53.1%	45.1%
Beaches	45.3%	39.6%	54.9%	45.9%	44.2%	42.7%	33.2%	49.7%	43.6%	31.8%	51.6%	59.8%
Accommodation supply	41.5%	54.1%	43.3%	27.8%	38.6%	40.6%	38.1%	24.9%	60.9%	39.1%	48.8%	41.5%
European belonging	38.7%	33.4%	44.1%	39.3%	36.4%	41.7%	31.4%	40.5%	51.6%	36.7%	56.0%	39.1%
Effortless trip	36.7%	46.1%	49.2%	31.1%	29.0%	29.7%	14.1%	35.5%	51.2%	18.1%	35.4%	41.1%
Price	33.7%	48.4%	30.0%	31.2%	24.1%	46.1%	24.6%	32.4%	59.8%	31.1%	33.6%	29.6%
Landscapes	31.2%	23.5%	33.7%	42.6%	21.2%	50.2%	19.2%	50.0%	20.2%	37.0%	61.7%	29.7%
Environment	29.3%	32.1%	23.8%	34.8%	27.7%	35.1%	9.8%	52.3%	34.6%	24.8%	47.7%	25.5%
Gastronomy	28.0%	29.7%	31.5%	29.7%	23.0%	28.2%	18.0%	14.8%	38.3%	29.2%	39.0%	34.4%
Fun possibilities	24.6%	29.2%	20.5%	27.1%	18.8%	22.6%	37.5%	19.0%	28.7%	24.8%	19.3%	19.1%
Authenticity	21.6%	23.1%	19.6%	29.8%	11.7%	31.6%	13.1%	27.4%	29.8%	27.7%	41.7%	18.2%
Exoticism	12.5%	11.0%	7.3%	15.5%	7.8%	24.8%	17.8%	16.3%	14.5%	20.6%	31.6%	8.6%
Nightlife	11.5%	15.8%	8.6%	12.2%	7.4%	12.5%	10.6%	16.0%	16.6%	8.9%	9.9%	11.8%
Shopping	11.2%	11.8%	14.4%	9.9%	7.5%	13.8%	7.2%	13.3%	18.4%	11.4%	6.9%	14.2%
Hiking trail network	10.2%	4.6%	10.5%	12.8%	12.2%	15.7%	5.4%	17.6%	4.5%	16.7%	16.5%	7.1%
Culture	9.4%	9.9%	10.0%	12.3%	5.5%	14.9%	5.7%	9.1%	10.1%	9.0%	11.5%	6.4%
Historical heritage	8.5%	7.1%	7.6%	14.6%	4.6%	17.5%	4.4%	10.4%	6.6%	9.7%	11.4%	5.8%

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?

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Previous visits to the Canary Islands	48.7%	59.2%	44.3%	36.8%	62.3%	36.2%	40.4%	33.8%	64.8%	44.4%	49.0%	41.3%
Friends or relatives	28.7%	28.4%	25.6%	36.9%	24.3%	25.7%	24.5%	39.3%	30.1%	27.7%	23.9%	31.0%
Internet or social media	48.3%	55.1%	48.7%	42.8%	43.7%	48.7%	51.4%	39.2%	47.6%	44.4%	62.1%	44.2%
Mass Media	1.6%	1.8%	2.2%	0.8%	1.0%	2.4%	1.2%	0.4%	2.6%	2.6%	2.3%	0.7%
Travel guides and magazines	5.8%	4.9%	8.5%	3.0%	3.2%	11.0%	5.9%	5.1%	2.9%	10.5%	12.4%	6.0%
Travel Blogs or Forums	4.6%	4.4%	4.2%	5.9%	2.3%	8.3%	3.1%	4.5%	3.6%	4.4%	13.6%	4.0%
Travel TV Channels	0.6%	0.6%	1.2%	0.2%	0.2%	0.3%	0.6%	0.3%	1.8%	0.4%	1.4%	0.5%
Tour Operator or Travel Agency	19.9%	21.0%	26.2%	9.9%	23.4%	18.6%	18.6%	10.1%	11.8%	30.2%	32.6%	13.5%
Public administrations or similar	0.8%	1.7%	0.4%	0.8%	0.8%	1.0%	0.0%	0.0%	0.5%	0.0%	0.8%	0.0%
Others	3.7%	3.4%	3.3%	6.2%	2.4%	3.2%	4.3%	6.2%	3.5%	2.9%	2.0%	2.7%

\* Multi-choice question



# Tourist Expenditure Survey by markets

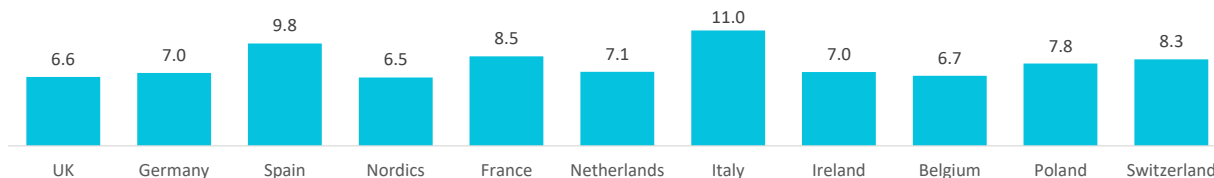
## GRAN CANARIA (2022)



### ACTIVITIES IN THE CANARY ISLANDS

#### Outdoor time per day

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
0 hours	2.2%	3.8%	1.6%	0.5%	3.4%	0.5%	2.2%	0.0%	2.5%	1.0%	1.6%	2.1%
1 - 2 hours	10.4%	14.5%	10.6%	3.5%	14.0%	6.1%	13.6%	0.7%	10.7%	12.5%	4.7%	8.5%
3 - 6 hours	32.3%	35.6%	37.6%	18.5%	36.5%	25.9%	37.1%	7.7%	40.4%	43.4%	32.2%	27.3%
7 - 12 hours	45.3%	39.7%	44.5%	56.6%	39.8%	52.9%	37.7%	65.5%	39.9%	37.8%	53.2%	46.3%
More than 12 hours	9.8%	6.4%	5.6%	20.9%	6.3%	14.7%	9.3%	26.1%	6.5%	5.3%	8.3%	15.7%
<b>Outdoor time per day</b>	<b>7.5</b>	<b>6.6</b>	<b>7.0</b>	<b>9.8</b>	<b>6.5</b>	<b>8.5</b>	<b>7.1</b>	<b>11.0</b>	<b>7.0</b>	<b>6.7</b>	<b>7.8</b>	<b>8.3</b>



7.5  
GRAN CANARIA

#### Activities in the Canary Islands

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Beach	72.6%	67.4%	82.5%	70.3%	67.8%	77.4%	69.6%	84.9%	71.6%	64.0%	85.2%	79.6%
Walk, wander	67.4%	73.6%	50.1%	70.6%	75.3%	70.9%	62.5%	70.1%	74.0%	74.1%	78.0%	45.9%
Swimming pool, hotel facilities	56.6%	72.4%	42.6%	39.7%	67.7%	57.1%	66.5%	36.1%	70.9%	67.4%	58.2%	46.9%
Explore the island on their own	44.8%	35.0%	49.3%	50.4%	38.0%	57.2%	46.6%	55.8%	29.6%	44.9%	66.3%	41.6%
Taste Canarian gastronomy	23.3%	19.7%	31.2%	34.5%	14.0%	13.8%	16.6%	22.2%	21.9%	21.1%	28.8%	21.2%
Nightlife / concerts / shows	18.0%	24.2%	16.5%	17.3%	13.6%	19.0%	18.2%	18.4%	26.9%	13.8%	10.2%	19.0%
Hiking	17.2%	6.0%	14.8%	15.3%	20.7%	26.2%	30.9%	15.2%	9.1%	37.6%	29.3%	8.9%
Organized excursions	11.4%	12.9%	14.1%	6.7%	7.4%	18.7%	14.0%	7.9%	13.7%	15.3%	25.6%	11.8%
Swim	10.7%	14.9%	7.5%	3.8%	13.2%	3.0%	17.9%	6.3%	11.9%	14.0%	10.7%	8.7%
Sea excursions / whale watching	9.9%	13.2%	12.4%	4.4%	6.8%	11.6%	12.2%	5.7%	12.9%	11.7%	7.2%	13.9%
Museums / exhibitions	9.6%	6.3%	10.3%	12.8%	6.2%	18.1%	8.8%	11.6%	5.9%	8.6%	13.2%	6.4%
Theme parks	9.4%	9.8%	8.1%	7.3%	8.2%	8.1%	13.5%	11.7%	12.8%	6.9%	15.7%	11.9%
Wineries / markets / popular festivals	9.2%	7.9%	8.2%	11.1%	10.9%	9.6%	6.0%	11.0%	8.5%	6.1%	10.6%	9.0%
Other Nature Activities	6.8%	3.7%	10.7%	7.5%	3.1%	7.0%	6.0%	12.1%	5.3%	7.2%	6.0%	8.8%
Running	6.4%	5.1%	2.3%	5.6%	8.0%	9.1%	17.0%	5.1%	6.9%	6.8%	7.4%	7.4%
Beauty and health treatments	6.2%	6.4%	5.6%	4.4%	8.1%	12.8%	4.7%	4.2%	11.8%	4.7%	1.2%	7.2%
Practice other sports	4.4%	3.5%	5.0%	5.5%	3.7%	2.7%	3.1%	7.3%	5.4%	4.7%	6.2%	4.0%
Astronomical observation	3.2%	1.1%	3.2%	3.6%	5.5%	2.6%	4.5%	3.7%	1.3%	1.3%	1.6%	1.9%
Surf	2.7%	2.4%	3.3%	3.2%	1.2%	3.3%	4.3%	3.2%	1.5%	0.7%	1.7%	3.3%
Scuba Diving	2.5%	2.1%	3.4%	1.8%	1.2%	6.2%	2.6%	0.9%	2.2%	2.6%	6.1%	6.0%
Cycling / Mountain bike	2.5%	1.6%	4.8%	1.6%	1.7%	1.2%	0.9%	2.1%	3.4%	3.6%	2.8%	6.1%
Golf	2.1%	3.0%	1.9%	1.0%	2.5%	1.1%	1.9%	0.6%	3.9%	0.8%	1.7%	4.6%
Windsurf / Kitesurf	0.7%	0.5%	0.5%	0.5%	0.5%	1.5%	1.3%	0.7%	2.2%	0.2%	0.6%	4.2%

### COMPETITORS

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

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Didn't have holidays	32.4%	41.7%	26.1%	10.4%	53.1%	24.1%	30.1%	35.7%	32.4%	26.4%	15.3%	22.4%
Canary Islands	23.0%	24.9%	24.4%	25.4%	21.9%	15.1%	18.2%	22.0%	38.0%	22.8%	22.0%	17.4%
Other destination	44.5%	33.5%	49.5%	64.2%	25.1%	60.8%	51.7%	42.3%	29.6%	50.9%	62.7%	60.3%

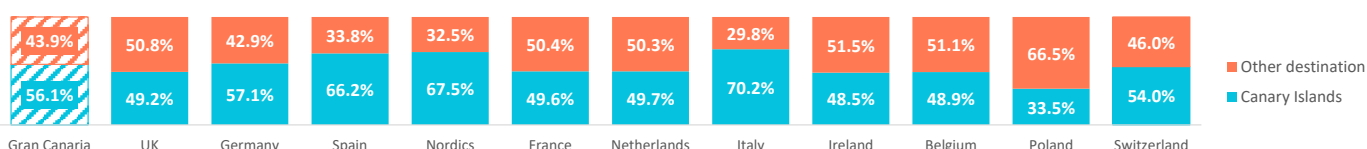
\* Percentage of valid answers

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

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
None (I was clear about "this Canary Island")	30.3%	24.4%	27.9%	40.6%	45.6%	25.7%	25.5%	30.2%	25.4%	24.3%	7.1%	26.2%
Canary Islands (other island)	25.8%	24.7%	29.2%	25.6%	21.9%	23.9%	24.2%	40.0%	23.1%	24.6%	26.4%	27.8%
Other destination	43.9%	50.8%	42.9%	33.8%	32.5%	50.4%	50.3%	29.8%	51.5%	51.1%	66.5%	46.0%

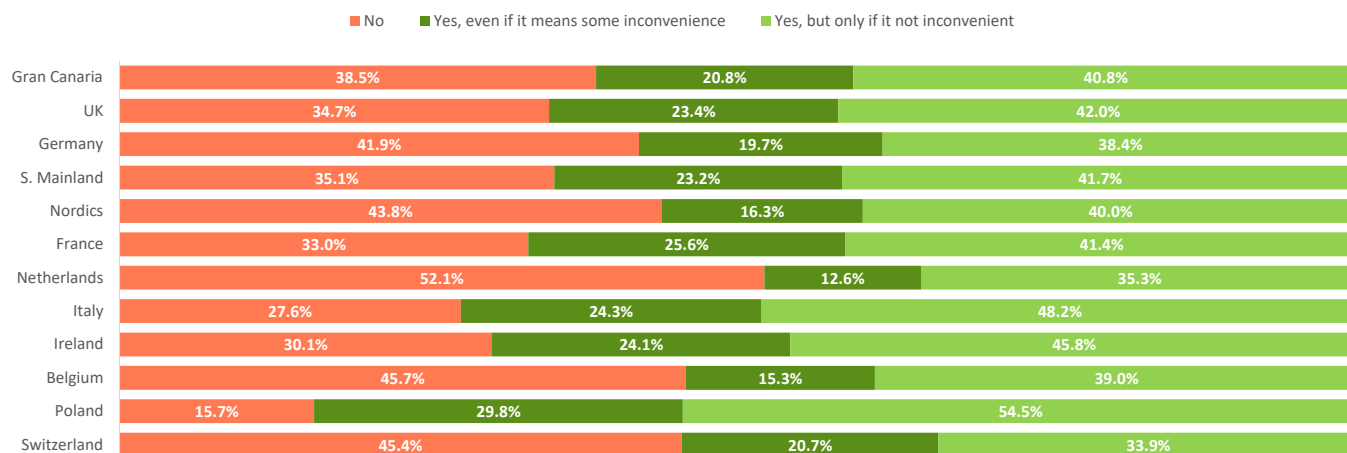
\* Percentage of valid answers

#### CONSIDERED DESTINATIONS

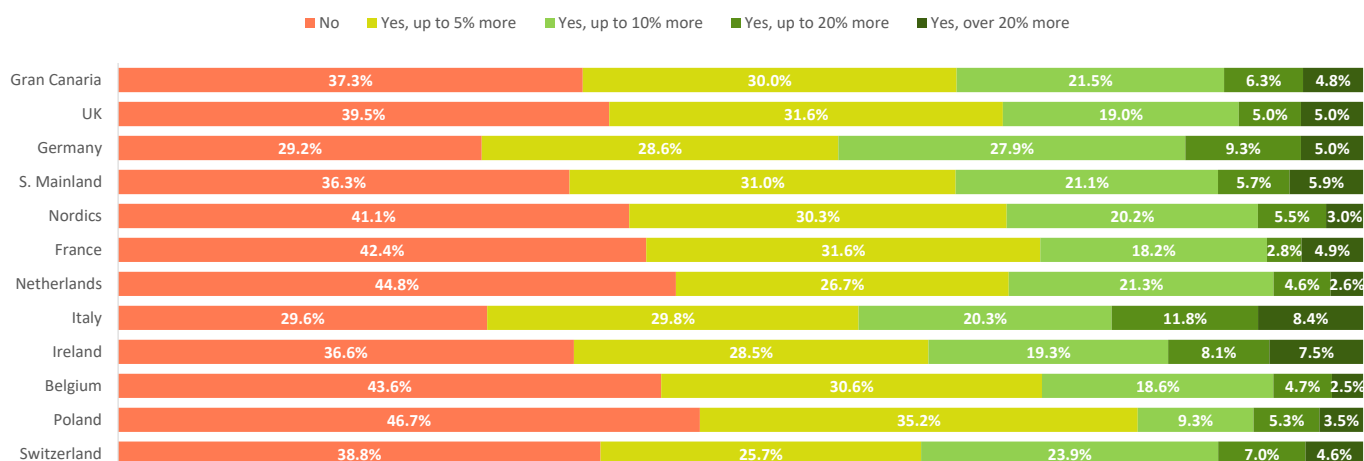


**SUSTAINABLE DESTINATION**

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



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



*Perception of the following sustainability measures during their stay \**

	Gran Canaria	UK	Germany	Spain	Nordics	France	Netherlands	Italy	Ireland	Belgium	Poland	Switzerland
Quality of life on the island	8.1	8.2	8.0	8.2	7.9	8.0	7.9	8.3	8.2	8.1	8.0	8.2
Tolerance towards tourism	8.6	8.6	8.6	8.7	8.5	8.5	8.3	8.7	8.5	8.4	8.8	8.6
Cleanliness of the island	8.0	8.5	7.8	7.8	8.0	7.9	7.7	8.2	8.6	8.4	8.4	7.6
Air quality	8.3	8.4	8.4	8.2	8.2	8.2	7.9	8.6	8.5	8.4	8.5	8.2
Rational water consumption	7.4	7.7	7.1	7.4	7.3	7.4	7.4	7.7	7.8	7.5	7.2	7.0
Energy saving	6.9	7.2	6.6	6.9	6.8	6.7	7.0	7.4	7.2	7.0	6.9	6.4
Use of renewable energy	7.2	7.5	7.1	7.1	6.9	7.2	7.0	8.1	7.3	7.3	7.5	7.2
Recycling	7.0	7.5	6.7	6.9	6.9	7.0	7.1	6.9	7.4	7.2	7.4	7.1
Easy to get around by public transport	7.6	7.8	7.5	7.3	7.5	7.7	7.6	8.1	7.9	7.6	7.9	7.4
Overcrowding in tourist areas	6.6	6.6	6.1	7.1	6.6	6.8	6.7	7.1	6.7	6.8	7.0	6.4
Supply of local products	7.1	7.1	6.9	7.4	6.7	7.3	7.0	7.4	7.0	7.2	7.5	7.1

\* 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.