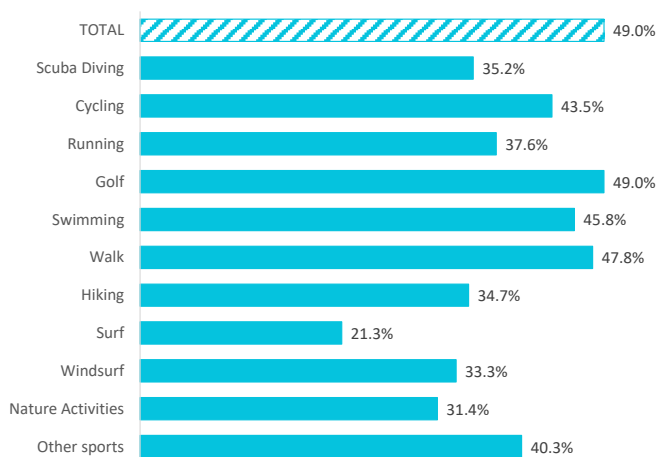


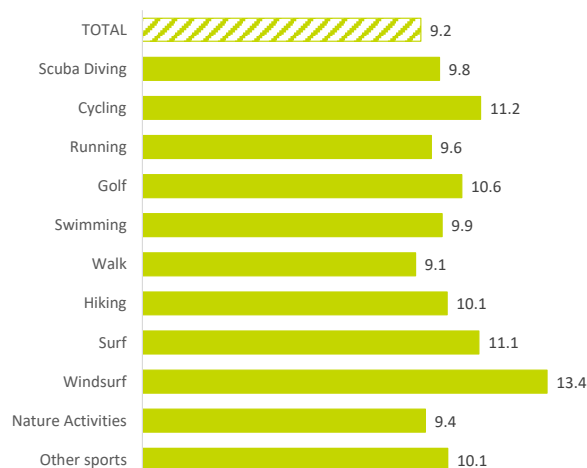
TOURIST EXPENDITURE

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Tourist arrivals ≥ 16 years old (EGT)	16,125,238	405,575	437,678	991,842	366,138	1,230,108	12,019,864	3,214,641	472,238	146,396	1,456,371	636,306
% Tourists	100%	2.5%	2.7%	6.2%	2.3%	7.6%	74.5%	19.9%	2.9%	0.9%	9.0%	3.9%
- Lanzarote	2,871,074	77,720	184,814	210,279	56,759	244,099	2,306,234	480,784	72,445	22,921	228,020	122,935
- Fuerteventura	2,388,592	72,519	75,620	142,232	45,387	178,410	1,575,445	382,194	163,998	57,046	187,141	117,454
- Gran Canaria	4,192,419	79,434	86,386	273,261	93,509	301,952	2,843,299	805,714	99,914	18,894	329,242	170,596
- Tenerife	6,443,553	168,933	84,529	351,522	169,540	496,208	5,118,801	1,423,189	135,065	47,111	670,684	217,742
- La Palma	188,913	4,768	4,542	12,767	134	7,650	149,056	108,900	505	257	35,757	5,716
% tourists who book holiday package	49.0%	35.2%	43.5%	37.6%	49.0%	45.8%	47.8%	34.7%	21.3%	33.3%	31.4%	40.3%
Expenditure per tourist (€)	1,438	1,453	1,618	1,442	1,733	1,577	1,416	1,367	1,415	1,704	1,312	1,527
- book holiday package	1,660	1,750	1,775	1,670	1,940	1,784	1,637	1,635	1,741	1,793	1,613	1,841
- holiday package	1,375	1,435	1,459	1,363	1,525	1,415	1,334	1,306	1,404	1,496	1,272	1,553
- others	285	314	316	308	415	369	303	329	337	297	342	288
- do not book holiday package	1,224	1,293	1,497	1,304	1,535	1,401	1,213	1,224	1,326	1,659	1,174	1,315
- flight	323	341	397	345	360	367	320	336	335	429	308	325
- accommodation	425	383	515	468	485	453	424	404	421	524	382	435
- others	477	568	584	491	690	581	469	484	571	706	484	555
Average length of stay	9.2	9.8	11.2	9.6	10.6	9.9	9.1	10.1	11.1	13.4	9.4	10.1
- Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	178.16	171.10	179.98	176.19	195.59	186.25	177.03	158.61	159.39	176.57	158.74	181.38
- Median	163.48	155.00	161.16	158.72	179.92	166.60	162.22	150.00	150.00	166.67	148.86	159.91
Average daily expenditure without flight (€)	129.30	125.46	131.49	127.40	144.77	136.62	128.99	115.02	117.23	130.61	115.64	131.72
- Median	120.02	101.66	109.11	101.13	114.08	105.17	107.85	101.53	94.94	105.50	99.65	103.26
Average cost of the flight (€)	393.66	393.31	443.74	392.17	438.55	419.91	383.98	377.94	367.09	458.58	347.31	412.91
Total turnover (≥ 16 years old) (€m)	23,186	589	708	1,430	635	1,939	17,014	4,393	668	249	1,911	972
% Turnover	100%	2.5%	3.1%	6.2%	2.7%	8.4%	73.4%	18.9%	2.9%	1.1%	8.2%	4.2%
Turnover without flight (≥ 16 years old) (€m)	16,838	430	514	1,041	474	1,423	12,399	3,178	495	182	1,405	709

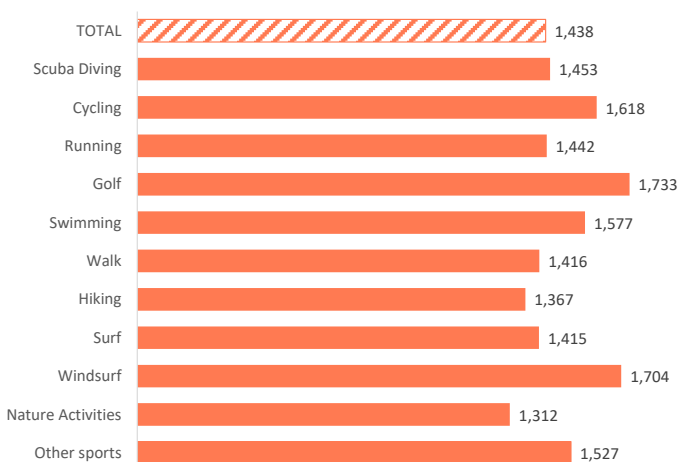
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



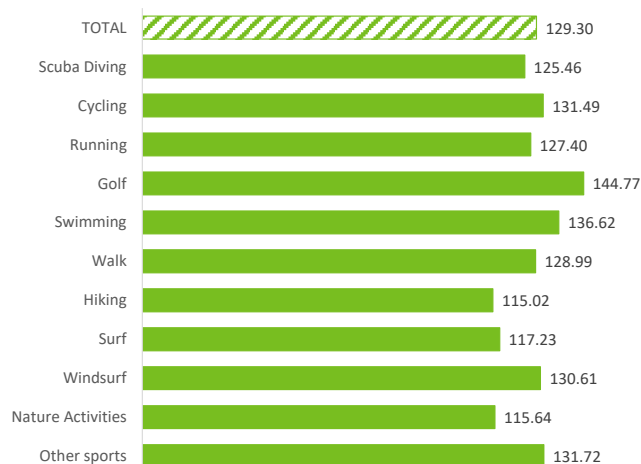
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Accommodation:												
- Accommodation	85.1%	83.3%	83.6%	82.1%	77.3%	84.2%	85.9%	83.9%	80.5%	80.6%	83.4%	79.0%
- Additional accommodation expenses	6.7%	8.9%	9.1%	9.2%	9.3%	8.9%	6.7%	7.4%	10.2%	8.9%	8.1%	8.7%
Transport:												
- National/International Transport	95.4%	93.8%	95.9%	94.5%	93.5%	95.4%	95.9%	95.5%	94.6%	91.1%	94.4%	93.6%
- Flights between islands	4.8%	10.8%	11.2%	6.8%	3.6%	8.0%	5.0%	7.9%	12.6%	10.5%	9.3%	7.4%
- Taxi	50.8%	35.9%	48.2%	43.1%	52.9%	52.3%	50.8%	33.7%	29.6%	42.2%	28.7%	45.7%
- Car rental	33.6%	51.4%	35.9%	42.4%	29.5%	34.5%	35.4%	56.3%	49.7%	44.0%	63.7%	38.8%
- Public transport	12.6%	13.8%	16.9%	14.0%	9.9%	13.5%	13.7%	16.6%	16.7%	8.8%	15.4%	15.6%
Food and drink:												
- Food purchases at supermarkets	57.8%	66.5%	65.0%	67.0%	53.4%	65.4%	60.6%	69.2%	75.0%	70.0%	72.0%	61.5%
- Restaurants	68.9%	71.3%	68.9%	74.0%	73.4%	73.1%	72.2%	77.5%	73.3%	68.2%	78.4%	71.2%
Leisure:												
- Organized excursions	24.5%	37.7%	26.9%	24.8%	25.9%	29.6%	26.0%	31.8%	28.4%	24.8%	35.4%	25.1%
- Sport activities	6.4%	32.7%	31.3%	12.5%	34.7%	13.2%	6.6%	9.6%	34.6%	28.1%	11.2%	25.0%
- Cultural activities	2.7%	7.1%	5.5%	4.4%	4.1%	4.7%	3.0%	4.5%	4.3%	6.7%	6.3%	4.1%
- Museums	5.8%	10.5%	9.6%	5.8%	5.1%	5.9%	6.7%	12.0%	8.0%	7.7%	13.5%	5.7%
- Theme Parks	10.9%	19.3%	7.8%	10.6%	16.2%	16.5%	12.0%	11.7%	10.1%	12.8%	16.5%	12.8%
- Discos and pubs	11.0%	11.3%	11.4%	11.3%	14.9%	15.2%	12.3%	9.0%	14.1%	12.4%	10.1%	12.0%
- Wellness	5.0%	5.4%	7.6%	6.5%	10.3%	7.2%	5.5%	4.6%	5.7%	7.4%	4.7%	8.2%
Purchases of goods:												
- Souvenirs	41.8%	41.7%	41.3%	43.4%	37.6%	43.0%	44.0%	45.8%	44.5%	40.0%	49.2%	42.1%
- Other purchases	0.9%	1.9%	1.1%	1.0%	1.7%	1.6%	0.9%	1.0%	1.4%	2.4%	1.2%	1.5%
Others:												
- Medical expenses	6.7%	7.3%	10.3%	9.1%	8.4%	7.9%	7.3%	7.6%	8.0%	9.5%	9.2%	9.1%
- Other expenses	4.4%	5.6%	6.4%	6.5%	8.6%	5.3%	4.7%	5.0%	5.2%	5.9%	6.0%	8.3%

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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	880	811	994	889	1,054	923	845	771	842	976	715	953
- Additional accommodation expenses	151	163	193	160	143	165	142	143	215	176	124	155
Transport:												
- National/International Transport	739	787	794	728	851	788	716	748	743	854	734	783
- Flights between islands	413	419	463	415	469	440	400	396	388	504	368	441
- Taxi	84	101	103	91	132	98	82	95	103	82	106	98
- Car rental	93	102	81	79	85	84	88	98	85	80	102	89
- Public transport	121	134	125	119	138	132	120	130	139	142	131	128
- Wellness	28	30	22	24	26	34	26	29	28	46	28	26
Food and drink:												
- Food purchases at supermarkets	328	313	351	317	410	369	319	306	342	421	282	326
- Restaurants	114	126	132	118	140	129	108	114	139	183	108	124
- Restaurants	214	187	220	198	270	240	211	192	203	238	173	202
Leisure:												
- Organized excursions	565	583	579	519	722	574	541	492	542	699	491	570
- Sport activities	96	109	110	97	126	107	93	86	112	120	93	127
- Cultural activities	106	132	94	85	185	102	95	90	104	153	88	99
- Museums	58	57	82	64	84	64	57	53	49	80	60	66
- Theme Parks	39	46	45	44	41	41	39	36	47	54	45	46
- Discos and pubs	77	69	72	78	79	80	75	65	75	94	68	72
- Wellness	100	95	91	81	102	94	96	76	98	114	70	82
- Wellness	89	74	85	71	103	86	86	86	57	84	68	77
Purchases of goods:												
- Souvenirs	309	181	791	535	462	372	241	351	393	1,169	285	221
- Other purchases	88	79	94	85	115	103	83	71	85	95	68	92
- Other purchases	220	101	697	449	347	269	158	281	307	1,075	217	129
Others:												
- Medical expenses	155	138	143	165	231	135	142	142	214	99	154	212
- Other expenses	47	29	45	71	160	47	40	48	127	36	40	97
- Other expenses	109	109	98	94	71	88	102	94	87	63	114	116

TOURIST PROFILE

Who are they?

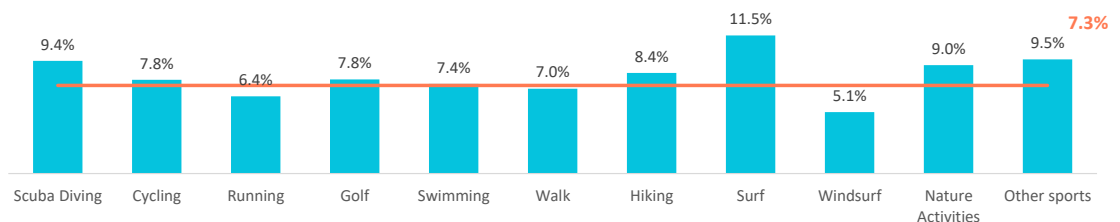
	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Gender												
Percentage of men	48.2%	60.2%	59.0%	56.6%	53.9%	49.9%	46.7%	53.5%	57.9%	62.5%	50.4%	57.8%
Percentage of women	51.8%	39.8%	41.0%	43.4%	46.1%	50.1%	53.3%	46.5%	42.1%	37.5%	49.6%	42.2%
Age												
Average age	47.57	36.66	46.04	41.11	45.50	42.74	47.04	43.73	35.63	41.39	38.41	40.30
Standard deviation	17.0	13.6	16.1	14.8	18.1	16.2	16.9	16.5	12.8	15.6	14.7	15.3
Age range												
16-24 years old	9.8%	21.6%	10.0%	15.2%	16.2%	15.8%	10.1%	12.0%	21.3%	12.7%	19.2%	17.4%
25-30 years old	10.4%	18.9%	11.3%	13.5%	11.2%	11.4%	10.9%	14.9%	21.8%	18.7%	18.4%	15.1%
31-45 years old	28.8%	36.5%	28.8%	35.7%	27.0%	34.0%	28.9%	31.8%	37.4%	31.1%	34.5%	34.1%
46-60 years old	23.1%	16.9%	26.9%	23.5%	19.5%	20.3%	23.2%	20.4%	14.9%	24.3%	17.4%	21.2%
Over 60 years old	27.9%	6.1%	22.9%	12.1%	26.2%	18.5%	26.9%	20.8%	4.6%	13.2%	10.5%	12.2%
Occupation												
Salaried worker	54.5%	64.2%	55.3%	60.5%	50.2%	57.1%	54.7%	57.0%	53.9%	53.2%	58.6%	55.0%
Self-employed	10.5%	11.0%	13.1%	11.7%	12.0%	13.3%	10.6%	11.7%	17.6%	15.6%	13.3%	15.4%
Unemployed	1.2%	3.1%	1.4%	1.1%	0.7%	1.0%	1.2%	1.3%	2.4%	1.5%	1.6%	1.6%
Business owner	7.1%	9.1%	8.9%	9.9%	12.2%	8.1%	6.5%	7.2%	11.7%	16.6%	8.4%	10.4%
Student	3.9%	6.7%	3.6%	5.8%	4.0%	5.1%	4.2%	5.5%	10.5%	4.6%	8.0%	6.6%
Retired	21.5%	4.3%	16.7%	9.8%	19.9%	14.3%	21.5%	16.3%	3.5%	7.9%	8.5%	10.2%
Unpaid domestic work	0.5%	0.7%	0.3%	0.5%	0.5%	0.4%	0.5%	0.2%	0.1%	0.3%	0.6%	0.3%
Others	0.8%	0.8%	0.6%	0.7%	0.5%	0.6%	0.7%	0.8%	0.3%	0.3%	1.0%	0.5%
Annual household income level												
Less than €25,000	12.3%	14.2%	10.6%	11.1%	10.6%	11.6%	12.6%	12.8%	17.4%	11.9%	16.8%	12.6%
€25,000 - €49,999	33.6%	34.3%	27.6%	28.0%	22.4%	29.8%	34.2%	34.3%	31.7%	23.5%	35.0%	31.0%
€50,000 - €74,999	25.1%	22.9%	24.4%	23.4%	22.3%	26.5%	25.2%	26.0%	21.9%	27.8%	24.0%	21.7%
More than €74,999	29.0%	28.6%	37.4%	37.5%	44.8%	32.1%	28.0%	26.8%	29.1%	36.8%	24.2%	34.7%
Education level												
No studies	4.2%	4.0%	3.7%	3.2%	9.0%	6.7%	4.5%	1.4%	3.6%	3.2%	1.6%	3.8%
Primary education	2.1%	2.2%	1.9%	1.2%	2.4%	1.4%	1.7%	1.5%	1.0%	2.0%	2.1%	1.5%
Secondary education	21.4%	16.7%	15.9%	18.1%	18.8%	19.3%	21.1%	18.8%	9.9%	9.8%	15.6%	16.6%
Higher education	72.4%	77.2%	78.5%	77.5%	69.7%	72.7%	72.8%	78.3%	85.5%	85.0%	80.8%	78.1%

Who do they come with?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Unaccompanied	10.2%	11.8%	13.6%	11.2%	7.4%	7.4%	9.2%	10.9%	20.7%	16.0%	10.3%	14.9%
Only with partner	47.1%	36.9%	39.9%	37.9%	45.2%	38.9%	48.2%	48.8%	30.1%	31.3%	46.0%	33.8%
Only with children (< 13 years old)	4.1%	6.2%	3.8%	4.6%	4.7%	6.1%	3.8%	3.3%	5.0%	5.1%	4.4%	5.3%
Partner + children (< 13 years old)	6.7%	6.3%	5.6%	7.7%	5.3%	7.8%	6.8%	5.4%	5.7%	5.8%	6.9%	6.1%
Other relatives	10.1%	12.3%	11.8%	13.1%	11.6%	14.7%	10.4%	9.2%	9.7%	12.6%	10.4%	13.4%
Friends	7.3%	9.4%	7.8%	6.4%	7.8%	7.4%	7.0%	8.4%	11.5%	5.1%	9.0%	9.5%
Work colleagues	0.6%	0.7%	0.8%	0.8%	0.8%	0.3%	0.4%	0.4%	1.5%	2.4%	0.5%	0.8%
Organized trip	0.3%	0.8%	1.5%	0.7%	0.6%	0.5%	0.3%	0.5%	1.4%	1.5%	0.3%	0.7%
Other combinations ⁽²⁾	13.6%	15.5%	15.2%	17.6%	16.6%	16.8%	13.8%	13.0%	14.4%	20.2%	12.3%	15.5%
⁽²⁾ Different situations have been isolated												
Tourists with children												
- Between 0 and 2 years old	1.3%	1.0%	0.8%	1.8%	1.0%	1.0%	1.3%	0.7%	0.6%	0.3%	1.2%	0.9%
- Between 3 and 12 years old	14.1%	17.0%	13.8%	17.8%	15.9%	20.1%	14.0%	11.1%	15.0%	17.6%	13.4%	16.3%
- Between 0 -2 and 3-12 years old	1.1%	1.5%	0.6%	1.1%	0.7%	1.3%	1.1%	0.8%	1.1%	1.7%	0.8%	0.9%
Tourists without children												
Group composition:												
- 1 person	12.2%	14.1%	17.0%	13.6%	9.6%	10.5%	11.1%	13.1%	24.7%	20.1%	12.7%	17.8%
- 2 people	55.5%	45.9%	48.9%	45.0%	52.7%	47.6%	56.5%	57.7%	40.2%	38.9%	55.5%	44.0%
- 3 people	11.9%	14.3%	11.9%	12.9%	8.8%	13.2%	12.0%	10.2%	11.8%	13.8%	12.4%	12.7%
- 4 or 5 people	16.0%	20.4%	15.5%	22.1%	21.7%	21.7%	16.0%	15.5%	18.2%	19.8%	15.9%	18.1%
- 6 or more people	4.4%	5.3%	6.6%	6.5%	7.2%	7.0%	4.5%	3.5%	5.1%	7.3%	3.4%	7.4%
Average group size:	2.60	2.77	2.75	2.88	2.94	2.89	2.61	2.51	2.55	2.87	2.55	2.78

*People who share the main expenses of the trip

% TOURISTS WHO TRAVEL WITH FRIENDS



TRIP MOTIVATION AND DESTINATION CHOICE

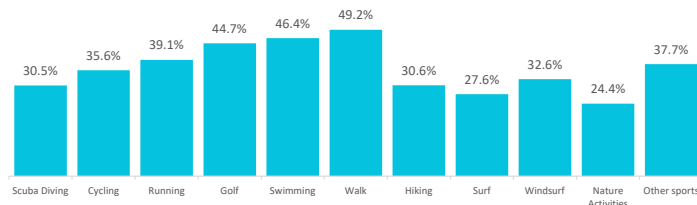
What is the main reason for visiting the Canary Islands?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Holidays	91.1%	89.9%	87.2%	87.5%	89.6%	92.7%	92.0%	91.1%	83.8%	84.7%	89.5%	82.9%
Family reasons	6.2%	6.5%	5.7%	7.7%	6.7%	5.0%	6.1%	6.6%	8.6%	7.0%	7.8%	9.8%
Business	1.4%	1.0%	1.2%	1.4%	0.9%	0.4%	0.8%	0.7%	1.8%	1.0%	0.8%	1.5%
Education and training	0.2%	0.4%	0.7%	0.6%	0.1%	0.2%	0.2%	0.4%	1.6%	2.1%	0.5%	0.8%
Sports training	0.5%	1.5%	4.6%	2.1%	2.1%	1.4%	0.4%	0.8%	3.3%	4.4%	0.9%	4.2%
Health	0.1%	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%
Conventions and Exhibitions	0.2%	0.4%	0.1%	0.2%	0.0%	0.0%	0.1%	0.1%	0.3%	0.0%	0.1%	0.1%
Others	0.4%	0.1%	0.4%	0.3%	0.5%	0.1%	0.3%	0.3%	0.5%	0.8%	0.3%	0.6%

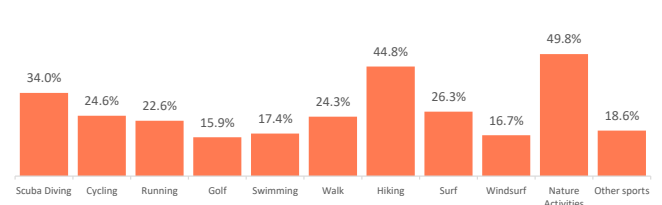
What is the main motivation for their holidays?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Rest	50.2%	30.5%	35.6%	39.1%	44.7%	46.4%	49.2%	30.6%	27.6%	32.6%	24.4%	37.7%
Enjoy family time	15.0%	15.5%	14.1%	19.2%	17.1%	17.5%	15.0%	11.4%	14.3%	13.7%	12.6%	18.3%
Have fun	8.5%	11.1%	10.0%	11.7%	12.8%	13.2%	8.3%	7.7%	13.2%	9.6%	8.4%	12.8%
Explore the destination	22.7%	34.0%	24.6%	22.6%	15.9%	17.4%	24.3%	44.8%	26.3%	16.7%	49.8%	18.6%
Practice their hobbies	2.0%	6.7%	13.3%	5.4%	8.7%	4.2%	1.6%	3.4%	14.9%	21.3%	3.3%	9.8%
Other reasons	1.7%	2.2%	2.4%	1.9%	0.9%	1.3%	1.6%	2.1%	3.7%	6.0%	1.5%	2.8%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Climate	74.6%	66.3%	72.8%	73.1%	74.0%	72.6%	74.6%	71.9%	74.1%	71.0%	66.5%	70.1%
Safety	56.0%	49.9%	50.9%	50.7%	60.3%	60.7%	56.0%	45.6%	46.7%	50.8%	49.6%	54.4%
Tranquility	49.3%	45.2%	47.5%	48.5%	45.5%	50.0%	48.9%	45.1%	45.3%	45.4%	47.9%	49.0%
Sea	44.5%	60.4%	44.9%	44.8%	39.6%	50.9%	43.3%	46.5%	67.1%	62.6%	49.5%	46.4%
Accommodation supply	42.5%	32.8%	35.4%	38.4%	48.9%	45.4%	42.2%	30.4%	24.2%	28.9%	30.3%	38.3%
Price	38.6%	36.4%	33.5%	32.1%	39.7%	43.3%	39.0%	29.8%	33.4%	33.3%	32.8%	33.0%
Beaches	38.4%	48.8%	35.5%	38.6%	32.5%	44.8%	36.9%	36.4%	56.4%	54.5%	40.2%	39.4%
Effortless trip	38.0%	33.5%	34.9%	32.4%	39.9%	35.8%	37.1%	28.0%	31.0%	31.4%	32.4%	34.5%
European belonging	37.7%	35.0%	34.7%	33.0%	37.2%	35.9%	37.1%	34.6%	37.5%	36.7%	35.7%	35.5%
Landscapes	36.5%	45.6%	40.3%	39.8%	29.0%	35.9%	37.6%	55.5%	49.2%	37.2%	59.7%	37.7%
Environment	35.4%	39.8%	35.3%	35.3%	33.2%	36.2%	36.8%	41.9%	42.7%	30.8%	46.3%	34.2%
Gastronomy	26.5%	24.2%	21.6%	24.7%	29.9%	27.1%	26.4%	23.9%	22.8%	20.9%	25.3%	29.3%
Authenticity	24.3%	31.0%	21.7%	25.2%	25.0%	26.5%	24.7%	27.8%	28.4%	25.7%	32.7%	24.8%
Fun possibilities	22.9%	30.9%	26.6%	29.1%	32.0%	33.3%	22.8%	20.0%	33.3%	33.2%	23.2%	31.7%
Exoticism	12.4%	18.3%	11.7%	14.3%	11.6%	15.4%	12.4%	16.2%	17.4%	14.8%	17.8%	14.6%
Hiking trail network	11.1%	15.6%	15.6%	17.2%	10.0%	11.6%	11.7%	28.1%	16.2%	12.7%	21.7%	14.0%
Culture	10.2%	13.8%	9.4%	11.0%	11.0%	13.1%	10.3%	11.2%	12.0%	9.6%	15.0%	11.2%
Historical heritage	9.9%	13.4%	9.2%	9.7%	11.4%	10.9%	9.9%	12.3%	9.3%	7.8%	15.2%	9.3%
Shopping	9.9%	9.9%	6.8%	6.7%	12.9%	12.6%	9.5%	5.7%	7.6%	10.0%	8.3%	8.9%
Nightlife	8.0%	8.3%	6.1%	7.0%	11.5%	9.9%	7.6%	4.6%	9.2%	12.7%	6.3%	8.7%

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	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Previous visits to the Canary Islands	49.1%	33.0%	52.0%	48.7%	53.9%	50.8%	50.6%	41.5%	40.5%	47.1%	37.1%	45.3%
Friends or relatives	28.6%	34.6%	28.1%	31.8%	31.2%	31.9%	30.2%	33.5%	35.5%	34.8%	35.8%	35.7%
Internet or social media	51.4%	62.2%	56.6%	57.0%	46.4%	57.1%	54.1%	61.8%	59.1%	52.4%	65.8%	50.4%
Mass Media	1.9%	2.6%	1.8%	2.1%	2.6%	2.9%	2.0%	2.4%	1.7%	1.9%	3.1%	2.3%
Travel guides and magazines	6.1%	10.1%	7.5%	6.9%	5.8%	7.2%	6.6%	11.3%	6.6%	8.5%	10.6%	5.8%
Travel Blogs or Forums	6.2%	13.1%	8.9%	8.8%	5.0%	6.6%	7.2%	13.1%	9.3%	5.7%	15.3%	6.9%
Travel TV Channels	0.9%	1.2%	1.2%	0.8%	1.1%	1.1%	0.8%	1.2%	1.0%	1.8%	1.3%	0.8%
Tour Operator or Travel Agency	18.8%	13.4%	16.4%	14.0%	18.3%	15.7%	18.8%	14.2%	7.0%	11.0%	12.9%	14.7%
Public administrations or similar	0.6%	1.3%	0.1%	0.7%	0.9%	0.6%	0.6%	1.0%	1.0%	0.0%	1.3%	0.9%
Others	3.3%	6.7%	4.4%	4.2%	5.4%	4.2%	3.0%	3.3%	4.1%	4.5%	4.7%	6.2%

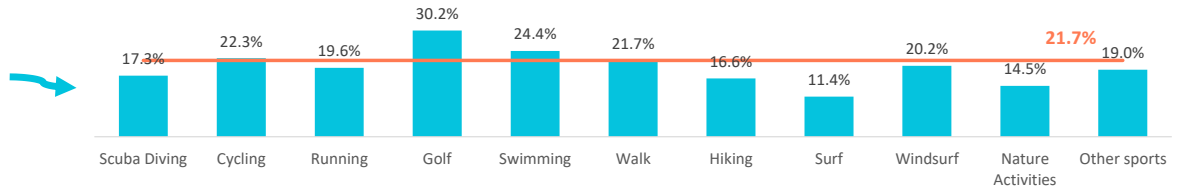
* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
The same day	0.9%	1.2%	2.0%	1.2%	1.5%	1.2%	0.8%	1.1%	2.2%	2.4%	1.2%	1.6%
Between 1 and 30 days	22.7%	23.8%	22.5%	24.0%	17.2%	22.3%	22.1%	25.1%	31.4%	22.8%	25.5%	25.8%
Between 1 and 2 months	22.4%	25.7%	22.8%	23.4%	19.2%	20.7%	22.7%	25.4%	27.9%	23.7%	25.8%	23.3%
Between 3 and 6 months	32.3%	32.0%	30.5%	31.9%	31.8%	31.4%	32.6%	31.8%	27.1%	31.0%	33.0%	30.3%
More than 6 months	21.7%	17.3%	22.3%	19.6%	30.2%	24.4%	21.7%	16.6%	11.4%	20.2%	14.5%	19.0%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



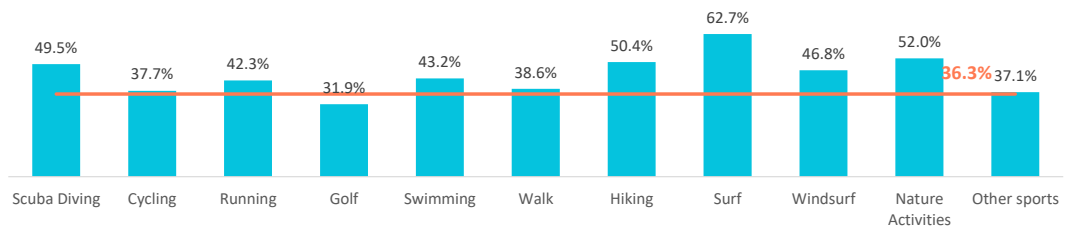
With whom did they book their flight and accommodation?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Flight												
- Directly with the airline	51.7%	63.5%	57.9%	61.8%	53.8%	55.0%	52.6%	61.9%	76.0%	67.5%	65.4%	58.3%
- Tour Operator or Travel Agency	48.3%	36.5%	42.1%	38.2%	46.2%	45.0%	47.4%	38.1%	24.0%	32.5%	34.6%	41.7%
Accommodation												
- Directly with the accommodation	38.6%	51.1%	42.9%	48.3%	37.3%	41.5%	39.4%	48.0%	60.2%	50.9%	50.7%	43.8%
- Tour Operator or Travel Agency	61.4%	48.9%	57.1%	51.7%	62.7%	58.5%	60.6%	52.0%	39.8%	49.1%	49.3%	56.2%

What do they book?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Room only	36.3%	49.5%	37.7%	42.3%	31.9%	43.2%	38.6%	50.4%	62.7%	46.8%	52.0%	37.1%
Bed and Breakfast	14.2%	11.6%	12.6%	16.1%	19.7%	13.3%	14.6%	14.0%	11.1%	13.3%	13.6%	13.7%
Half board	17.3%	12.0%	19.8%	14.4%	19.2%	14.9%	17.3%	16.5%	8.3%	12.7%	15.9%	16.9%
Full board	2.8%	3.6%	2.8%	3.0%	2.9%	2.1%	2.5%	1.8%	3.1%	3.1%	1.6%	4.1%
All inclusive	29.4%	23.4%	27.1%	24.3%	26.4%	26.5%	27.0%	17.3%	14.9%	24.2%	16.9%	28.3%

% TOURISTS WHO BOOK ROOM ONLY

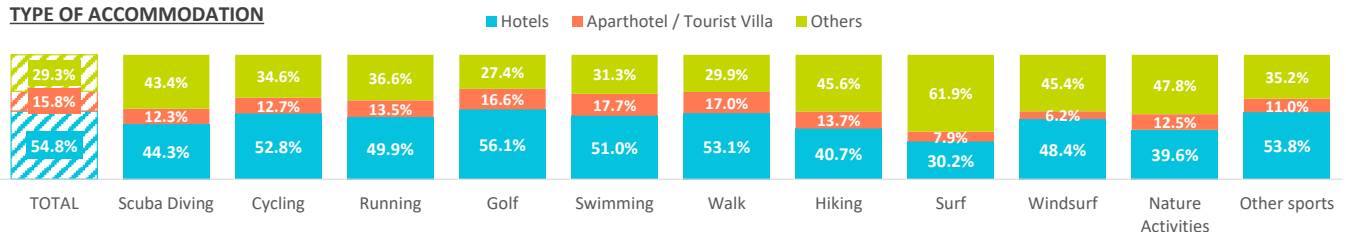


ACCOMMODATION

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
1-2-3* Hotel	10.9%	10.2%	16.6%	12.0%	10.5%	11.6%	10.4%	9.5%	10.3%	14.9%	9.9%	14.4%
4* Hotel	35.5%	26.9%	30.0%	29.9%	28.4%	31.6%	34.7%	26.2%	16.4%	27.0%	25.2%	31.1%
5* Hotel / 5* Luxury Hotel	8.4%	7.2%	6.2%	8.0%	17.2%	7.8%	8.0%	5.1%	3.5%	6.5%	4.5%	8.2%
Aparthotel / Tourist Villa	15.8%	12.3%	12.7%	13.5%	16.6%	17.7%	17.0%	13.7%	7.9%	6.2%	12.5%	11.0%
House/room rented in a private dwelling	18.0%	32.6%	21.5%	23.4%	13.7%	20.1%	18.9%	30.4%	40.5%	27.0%	32.2%	17.7%
Private accommodation ⁽¹⁾	8.4%	7.7%	9.3%	9.5%	11.9%	8.2%	8.1%	9.3%	11.5%	10.3%	10.1%	12.9%
Others (Cottage, cruise, camping,..)	2.9%	3.2%	3.7%	3.7%	1.7%	3.1%	2.9%	5.9%	9.9%	8.2%	5.6%	4.6%

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

TYPE OF ACCOMMODATION



SATISFACTION AND LOYALTY INDICATORS

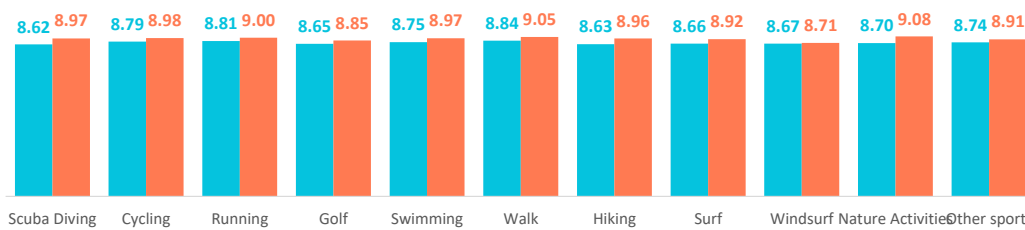
Satisfaction

Satisfaction (scale 0-10)	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Average rating	8.77	8.69	8.74	8.72	8.65	8.79	8.79	8.73	8.63	8.48	8.79	8.67
Experience in the Canary Islands	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Worse or much worse than expected	2.7%	1.8%	2.2%	2.2%	2.3%	2.6%	2.5%	2.5%	2.4%	4.3%	2.5%	3.0%
Lived up to expectations	55.3%	47.3%	54.3%	52.5%	55.1%	50.5%	54.9%	51.6%	51.6%	56.7%	46.5%	51.5%
Better or much better than expected	42.0%	50.8%	43.6%	45.3%	42.6%	46.8%	42.6%	46.0%	46.0%	38.9%	51.0%	45.6%
Future intentions (scale 0-10)	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Return to the Canary Islands	8.81	8.62	8.79	8.81	8.65	8.75	8.84	8.63	8.66	8.67	8.70	8.74
Recommend visiting the Canary Islands	9.01	8.97	8.98	9.00	8.85	8.97	9.05	8.96	8.92	8.71	9.08	8.91

RETURN TO THE CANARY



8.81 TOTAL



RECOMMEND VISITING THE CANARY ISLANDS

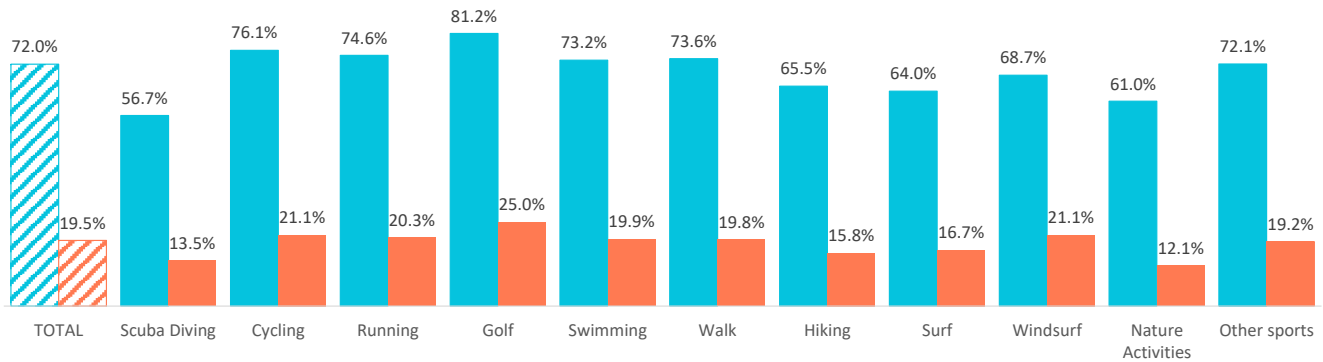


9.01 TOTAL

How many are loyal to the Canary Islands?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Repeat tourists	72.0%	56.7%	76.1%	74.6%	81.2%	73.2%	73.6%	65.5%	64.0%	68.7%	61.0%	72.1%
At least 10 previous visits	20.4%	13.1%	21.3%	20.3%	26.9%	21.1%	20.6%	15.2%	15.7%	20.2%	11.2%	18.6%
Repeat tourists (last 5 years)	66.1%	51.2%	70.7%	67.7%	74.4%	67.9%	67.3%	59.4%	58.7%	61.3%	55.1%	65.9%
Repeat tourists (last 5 years) (5 or more visits)	19.5%	13.5%	21.1%	20.3%	25.0%	19.9%	19.8%	15.8%	16.7%	21.1%	12.1%	19.2%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
One island	93.3%	86.4%	88.5%	90.6%	93.9%	90.5%	93.4%	90.0%	84.7%	87.9%	89.3%	90.0%
Two islands	5.7%	11.3%	9.9%	7.8%	4.9%	7.8%	5.8%	8.3%	12.8%	7.9%	8.8%	7.8%
Three or more islands	1.0%	2.3%	1.6%	1.6%	1.3%	1.6%	0.8%	1.6%	2.6%	4.2%	1.8%	2.2%

Visited islands during their trip (with overnight staying)

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Lanzarote	18.4%	21.7%	43.8%	22.3%	16.7%	20.6%	19.8%	16.1%	18.3%	17.7%	16.8%	20.0%
Fuerteventura	15.3%	19.1%	19.7%	15.1%	13.1%	15.8%	13.6%	12.9%	36.6%	40.9%	14.3%	19.3%
Gran Canaria	26.6%	21.2%	21.0%	28.7%	26.4%	25.4%	24.2%	26.2%	22.7%	15.5%	23.7%	27.6%
Tenerife	40.7%	43.7%	20.5%	36.7%	47.3%	41.5%	43.3%	45.7%	31.2%	33.8%	47.9%	35.6%
La Gomera	0.4%	1.0%	1.1%	0.6%	0.4%	0.8%	0.4%	1.2%	0.7%	0.4%	1.2%	0.8%
La Palma	1.5%	2.7%	2.4%	1.9%	0.5%	1.3%	1.6%	4.1%	1.0%	1.0%	3.4%	1.9%
El Hierro	0.1%	0.9%	0.6%	0.2%	0.4%	0.2%	0.2%	0.4%	0.6%	0.7%	0.4%	0.1%
Cruise	0.2%	0.3%	0.6%	0.1%	1.0%	0.2%	0.2%	0.2%	0.4%	1.0%	0.2%	0.3%



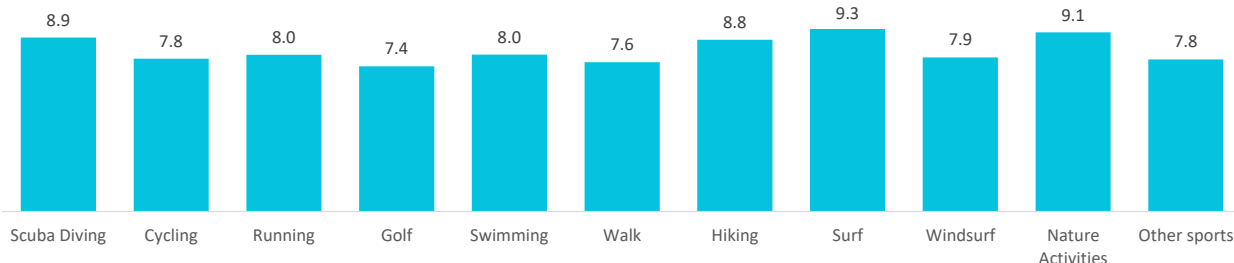
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
0 hours	2.3%	1.5%	1.8%	1.6%	3.0%	1.6%	1.3%	0.5%	1.4%	2.9%	0.5%	3.9%
1 - 2 hours	9.2%	4.5%	7.3%	7.9%	8.4%	6.2%	8.5%	3.4%	2.9%	7.9%	2.5%	9.8%
3 - 6 hours	32.6%	21.4%	29.4%	29.2%	34.4%	30.8%	32.9%	24.3%	19.4%	26.7%	22.2%	27.1%
7 - 12 hours	47.6%	59.1%	52.3%	49.9%	46.3%	51.6%	48.8%	60.3%	61.0%	54.4%	60.9%	48.0%
More than 12 hours	8.4%	13.5%	9.2%	11.4%	7.9%	9.8%	8.5%	11.5%	15.2%	8.1%	14.0%	11.3%
Outdoor time per day	7.5	8.9	7.8	8.0	7.4	8.0	7.6	8.8	9.3	7.9	9.1	7.8



7.5
TOTAL



Activities in the Canary Islands

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Walk, wander	74.5%	80.5%	78.2%	88.4%	73.2%	87.9%	100%	91.9%	76.6%	70.4%	88.5%	79.6%
Beach	68.1%	91.5%	74.7%	82.0%	66.0%	87.0%	74.2%	80.5%	92.8%	80.0%	86.0%	79.3%
Swimming pool, hotel facilities	56.2%	54.7%	57.5%	66.2%	69.8%	72.9%	61.5%	47.1%	40.4%	52.8%	45.8%	59.5%
Explore the island on their own	49.1%	72.1%	64.1%	66.0%	48.9%	60.9%	56.7%	79.5%	69.7%	57.8%	86.4%	60.4%
Taste Canarian gastronomy	28.2%	41.3%	34.0%	34.4%	29.5%	36.4%	32.8%	41.0%	34.9%	33.8%	51.5%	38.5%
Hiking	19.9%	43.4%	38.5%	45.8%	20.1%	33.4%	24.6%	100%	42.2%	37.4%	55.0%	31.9%
Organized excursions	15.8%	31.0%	19.4%	15.9%	17.0%	22.0%	17.5%	18.9%	20.6%	22.9%	21.7%	18.6%
Nightlife / concerts / shows	15.2%	21.1%	16.5%	20.7%	27.8%	25.9%	17.4%	14.0%	26.6%	27.2%	16.9%	21.7%
Theme parks	13.8%	24.8%	13.3%	18.6%	23.8%	24.4%	15.7%	16.1%	16.7%	22.6%	23.0%	19.4%
Wineries / markets / popular festivals	11.9%	22.1%	20.5%	17.6%	14.8%	17.3%	14.3%	19.7%	19.6%	15.9%	25.5%	17.8%
Sea excursions / whale watching	11.9%	36.2%	12.8%	14.2%	17.0%	21.4%	13.1%	15.9%	19.1%	19.7%	20.1%	15.6%
Museums / exhibitions	10.9%	23.0%	18.5%	15.5%	11.7%	13.9%	12.8%	22.2%	18.3%	17.8%	27.1%	15.3%
Other Nature Activities	9.0%	26.4%	20.6%	18.0%	10.9%	15.9%	10.7%	24.9%	22.8%	21.0%	100%	21.8%
Swim	7.6%	24.5%	22.0%	23.3%	17.9%	100%	9.0%	12.8%	21.4%	32.2%	13.4%	20.2%
Running	6.2%	17.4%	26.0%	100%	15.9%	18.8%	7.3%	14.1%	17.6%	24.0%	12.3%	20.4%
Beauty and health treatments	5.4%	8.9%	11.2%	9.8%	12.5%	10.1%	6.2%	5.8%	8.7%	13.7%	6.2%	11.6%
Astronomical observation	4.2%	16.0%	10.4%	9.9%	7.5%	10.3%	4.9%	9.7%	13.2%	18.8%	12.6%	10.3%
Practice other sports	3.9%	11.8%	13.5%	13.1%	12.8%	10.4%	4.2%	6.3%	9.9%	14.6%	9.5%	100%
Surf	2.9%	17.4%	11.3%	8.4%	10.9%	8.2%	3.0%	6.2%	100%	44.0%	7.4%	7.4%
Cycling / Mountain bike	2.7%	9.5%	100%	11.5%	9.8%	7.8%	2.8%	5.2%	10.4%	21.9%	6.2%	9.3%
Scuba Diving	2.5%	100%	8.8%	7.1%	9.6%	8.1%	2.7%	5.5%	15.0%	18.6%	7.3%	7.5%
Golf	2.3%	8.7%	8.2%	5.9%	100%	5.3%	2.2%	2.3%	8.4%	12.6%	2.7%	7.4%
Windsurf / Kitesurf	0.9%	6.7%	7.3%	3.5%	5.0%	3.8%	0.9%	1.7%	13.7%	100%	2.1%	3.3%

COUNTRY OF RESIDENCE

Where are they from?

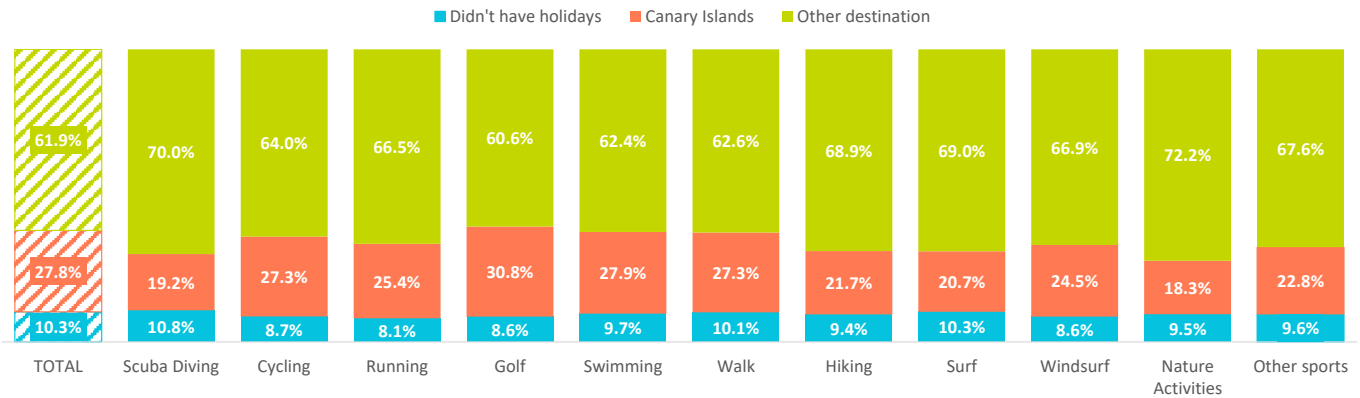
	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
United Kingdom	34.1%	17.1%	27.6%	26.8%	44.2%	45.6%	36.8%	12.1%	14.6%	21.3%	12.6%	25.3%
Germany	16.0%	21.6%	21.2%	6.0%	11.2%	6.6%	12.8%	19.0%	20.5%	19.8%	24.1%	19.9%
Spanish Mainland	11.3%	13.7%	5.9%	11.3%	4.8%	2.8%	11.4%	13.4%	9.4%	7.5%	16.4%	12.5%
France	5.2%	10.9%	3.8%	6.2%	2.7%	1.9%	5.3%	9.4%	8.0%	6.9%	8.1%	5.8%
Italy	4.7%	5.1%	5.3%	4.2%	3.9%	2.8%	4.7%	5.3%	14.8%	9.6%	9.6%	4.9%
Ireland	4.5%	2.6%	7.1%	4.5%	6.1%	5.8%	4.9%	1.6%	3.4%	4.1%	1.6%	2.5%
Netherlands	4.2%	3.3%	3.0%	14.0%	5.1%	9.2%	4.2%	8.2%	2.7%	4.0%	3.6%	3.2%
Belgium	2.7%	4.0%	2.9%	3.8%	2.9%	4.0%	2.8%	5.9%	4.6%	3.2%	2.4%	3.3%
Poland	2.6%	4.6%	4.1%	3.4%	1.4%	4.3%	2.7%	4.5%	3.4%	6.3%	2.3%	3.3%
Norway	2.2%	2.0%	2.6%	3.8%	3.0%	2.1%	2.3%	5.0%	0.9%	1.0%	1.0%	1.7%
Sweden	1.8%	0.8%	0.7%	2.1%	1.8%	1.7%	1.9%	1.4%	1.4%	0.7%	1.0%	2.4%
Denmark	1.6%	2.1%	3.7%	2.8%	1.8%	1.8%	1.5%	2.1%	1.4%	2.6%	1.2%	3.2%
Switzerland	1.1%	1.1%	2.5%	0.9%	1.6%	0.7%	0.8%	1.1%	1.6%	1.6%	1.2%	1.2%
Finland	1.0%	1.1%	0.6%	1.7%	0.7%	2.5%	1.2%	0.9%	0.8%	1.2%	1.2%	1.6%
Czech Republic	1.0%	1.8%	1.5%	1.6%	1.5%	1.7%	1.0%	2.3%	2.5%	1.4%	2.5%	1.0%
Austria	0.9%	1.5%	1.4%	0.5%	1.0%	0.9%	0.7%	1.3%	2.4%	2.9%	2.0%	1.8%
Others	5.0%	6.9%	6.0%	6.5%	6.2%	5.7%	4.9%	6.6%	7.6%	5.9%	9.0%	6.3%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Didn't have holidays	10.3%	10.8%	8.7%	8.1%	8.6%	9.7%	10.1%	9.4%	10.3%	8.6%	9.5%	9.6%
Canary Islands	27.8%	19.2%	27.3%	25.4%	30.8%	27.9%	27.3%	21.7%	20.7%	24.5%	18.3%	22.8%
Other destination	61.9%	70.0%	64.0%	66.5%	60.6%	62.4%	62.6%	68.9%	69.0%	66.9%	72.2%	67.6%
- Balearic Islands	4.1%	3.9%	3.8%	3.4%	4.8%	3.1%	4.0%	3.0%	2.4%	4.6%	3.7%	4.0%
- Rest of Spain	11.5%	11.2%	9.7%	11.2%	9.5%	9.6%	11.9%	11.9%	10.6%	7.0%	13.5%	11.7%
- Italy	7.4%	8.4%	8.7%	9.0%	7.4%	6.9%	7.4%	9.3%	10.5%	10.1%	10.7%	10.7%
- France	4.9%	6.4%	8.3%	6.8%	4.1%	5.0%	4.9%	7.3%	7.3%	6.9%	6.8%	6.5%
- Turkey	3.2%	2.4%	3.2%	3.0%	4.3%	3.9%	3.2%	2.3%	2.4%	2.0%	2.6%	2.8%
- Greece	7.4%	7.9%	5.5%	7.6%	6.4%	9.1%	7.4%	7.1%	6.2%	7.2%	6.8%	7.3%
- Portugal	4.1%	6.2%	3.4%	4.8%	5.6%	4.5%	4.3%	5.0%	5.8%	5.7%	4.8%	4.6%
- Croatia	2.1%	2.6%	2.0%	2.6%	1.7%	2.1%	2.1%	3.0%	3.0%	2.6%	2.9%	2.0%
- Egypt	1.5%	2.0%	1.5%	1.2%	1.1%	1.7%	1.5%	1.5%	1.8%	1.8%	1.7%	1.8%
- Tunisia	0.5%	1.3%	0.6%	0.6%	0.6%	0.6%	0.4%	0.4%	1.0%	0.9%	0.4%	0.7%
- Morocco	1.3%	1.7%	1.1%	1.5%	1.1%	1.5%	1.3%	1.6%	3.8%	1.4%	2.0%	1.6%
- Others	13.9%	15.7%	16.3%	14.7%	14.0%	14.5%	14.3%	16.4%	14.3%	16.8%	16.3%	13.9%

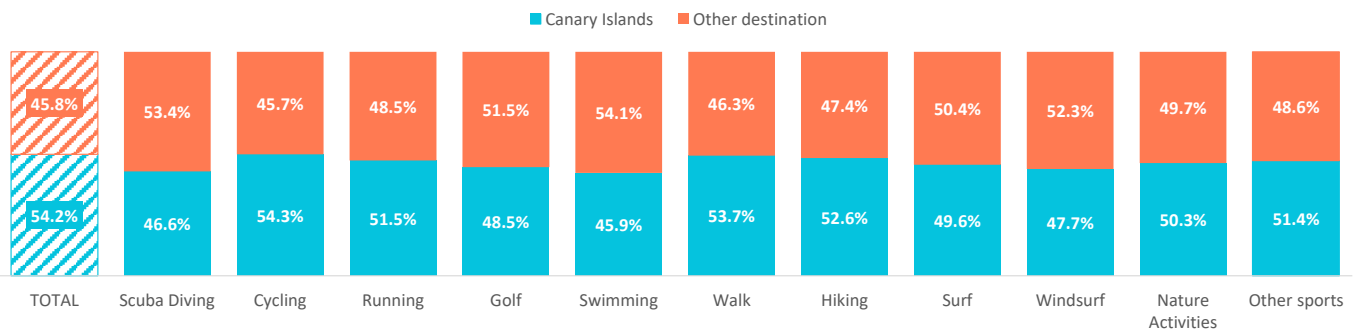
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
None (I was clear about "this Canary Island")	28.1%	21.0%	27.4%	25.5%	27.4%	20.4%	27.5%	26.8%	25.7%	21.1%	23.0%	28.3%
Canary Islands (other island)	26.1%	25.7%	26.9%	26.0%	21.1%	25.6%	26.1%	25.8%	23.9%	26.6%	27.3%	23.1%
Other destination	45.8%	53.4%	45.7%	48.5%	51.5%	54.1%	46.3%	47.4%	50.4%	52.3%	49.7%	48.6%
- Balearic Islands	5.7%	5.5%	5.8%	5.5%	6.2%	5.2%	5.9%	4.8%	4.8%	5.9%	5.5%	5.2%
- Rest of Spain	8.9%	8.2%	9.0%	9.3%	10.0%	9.7%	9.2%	8.6%	8.5%	6.9%	9.1%	8.7%
- Italy	4.9%	7.2%	5.3%	5.6%	7.0%	6.5%	5.0%	5.6%	6.0%	5.5%	6.0%	6.0%
- France	1.7%	3.0%	1.9%	2.5%	2.5%	2.0%	1.7%	2.2%	2.9%	2.8%	2.1%	1.9%
- Turkey	3.2%	3.0%	2.6%	3.4%	4.2%	4.1%	3.2%	2.8%	2.4%	4.4%	2.8%	3.1%
- Greece	7.8%	9.8%	6.3%	7.5%	6.9%	9.6%	7.8%	7.5%	6.1%	9.4%	8.0%	8.3%
- Portugal	6.4%	6.7%	5.9%	6.3%	7.8%	7.6%	6.6%	7.2%	9.7%	5.3%	7.7%	7.3%
- Croatia	2.3%	3.7%	3.1%	3.0%	2.8%	3.6%	2.3%	2.6%	2.4%	3.3%	2.5%	2.8%
- Egypt	2.5%	3.3%	3.2%	2.8%	2.5%	3.6%	2.4%	2.8%	3.9%	4.7%	2.9%	2.6%
- Others	2.3%	2.9%	2.6%	2.7%	1.6%	2.1%	2.3%	3.3%	3.5%	4.0%	3.0%	2.7%

* Percentage of valid answers





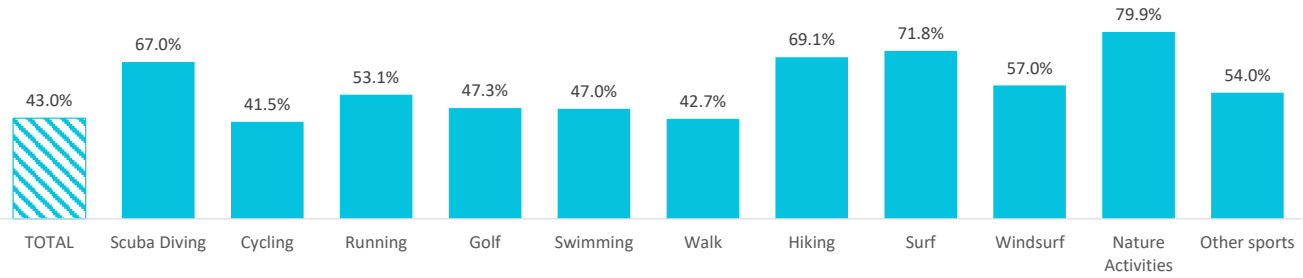
TRANSPORT (Data Q4 2025)

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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Rental vehicle	43.0%	67.0%	41.5%	53.1%	47.3%	47.0%	42.7%	69.1%	71.8%	57.0%	79.9%	54.0%
Public transport	28.7%	30.4%	36.0%	30.7%	22.4%	29.2%	30.2%	31.7%	29.6%	20.4%	25.7%	27.5%
Taxi / Private hire vehicle	31.6%	20.6%	31.4%	31.8%	40.2%	36.9%	32.3%	19.5%	17.5%	23.7%	12.8%	24.9%
Organised excursions with transport included	11.4%	12.6%	12.1%	11.3%	10.8%	13.0%	11.8%	8.8%	9.9%	10.5%	8.0%	13.9%
Bicycle	3.0%	3.2%	55.5%	7.6%	9.9%	5.2%	3.2%	4.0%	9.2%	6.2%	3.9%	4.8%
On foot	15.7%	6.5%	8.8%	10.7%	9.4%	13.6%	15.9%	8.0%	5.2%	13.6%	5.4%	9.9%

* Multi-choise question

RENTAL VEHICLE

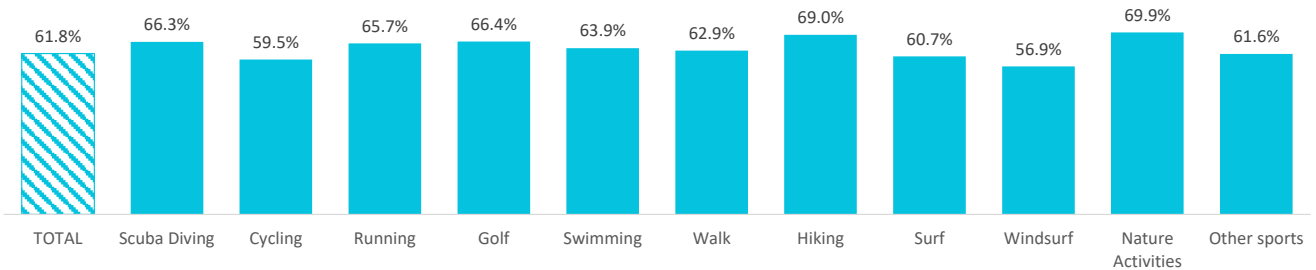


What factors influenced their choice of transport?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
No other alternative	15.5%	10.7%	13.4%	13.4%	12.9%	12.6%	14.1%	12.5%	19.5%	13.9%	12.8%	15.5%
Comfort and convenience	61.8%	66.3%	59.5%	65.7%	66.4%	63.9%	62.9%	69.0%	60.7%	56.9%	69.9%	61.6%
Price	31.8%	36.9%	34.2%	37.0%	32.0%	37.1%	33.3%	35.7%	39.7%	34.8%	33.5%	31.8%
Accessibility	24.6%	26.8%	34.1%	30.0%	22.2%	29.4%	26.1%	30.5%	27.8%	19.7%	29.8%	28.3%
Environmental impact	4.3%	7.4%	14.9%	4.6%	3.5%	4.9%	4.7%	5.5%	6.0%	2.9%	5.5%	6.6%
Safety	11.4%	13.8%	12.4%	14.2%	16.7%	16.8%	11.9%	10.1%	6.4%	10.2%	12.8%	11.3%
Available travel time	11.6%	9.2%	12.7%	12.6%	7.9%	13.2%	12.1%	12.8%	4.7%	11.9%	15.6%	9.3%
Punctuality	6.8%	6.8%	6.9%	6.9%	10.6%	7.1%	7.2%	6.4%	6.6%	5.1%	8.1%	6.9%
Flexible timetable	15.0%	22.9%	17.3%	18.2%	15.3%	20.3%	16.5%	20.3%	17.9%	11.3%	22.8%	17.6%

* Multi-choise question

COMFORT AND CONVENIENCE



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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Yes	6.6%	10.0%	8.7%	9.7%	9.4%	7.0%	6.4%	7.7%	13.3%	5.0%	8.8%	9.2%
- Infrequent service	2.0%	4.6%	2.3%	3.2%	3.3%	1.8%	1.8%	2.3%	4.1%	2.1%	2.6%	3.5%
- Confusing or insufficient information	1.8%	2.3%	2.9%	0.6%	0.9%	0.7%	1.7%	2.0%	3.7%	0.0%	3.3%	3.2%
- Accessibility barriers	0.3%	0.2%	0.4%	0.1%	0.0%	0.0%	0.3%	0.4%	0.4%	0.0%	0.3%	0.2%
- Delays or cancellations	1.9%	1.3%	2.0%	2.7%	1.2%	2.7%	2.0%	2.2%	3.6%	1.2%	1.4%	1.7%
- High fares	0.7%	1.5%	0.2%	1.4%	2.9%	0.6%	0.7%	0.8%	1.3%	0.0%	1.7%	1.4%
- Difficulties with booking systems	0.5%	1.3%	0.6%	0.6%	0.0%	0.5%	0.5%	0.6%	0.6%	0.5%	0.5%	0.7%
- Poor connections	0.8%	1.2%	1.5%	1.1%	0.9%	0.6%	0.7%	1.0%	1.5%	1.3%	1.2%	1.4%
- Others	1.4%	0.8%	1.3%	2.5%	1.6%	2.0%	1.4%	1.8%	3.0%	0.0%	2.0%	3.2%
No	93.4%	90.0%	91.3%	90.3%	90.6%	93.0%	93.6%	92.3%	86.7%	95.0%	91.2%	90.8%

* 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 number of responses.

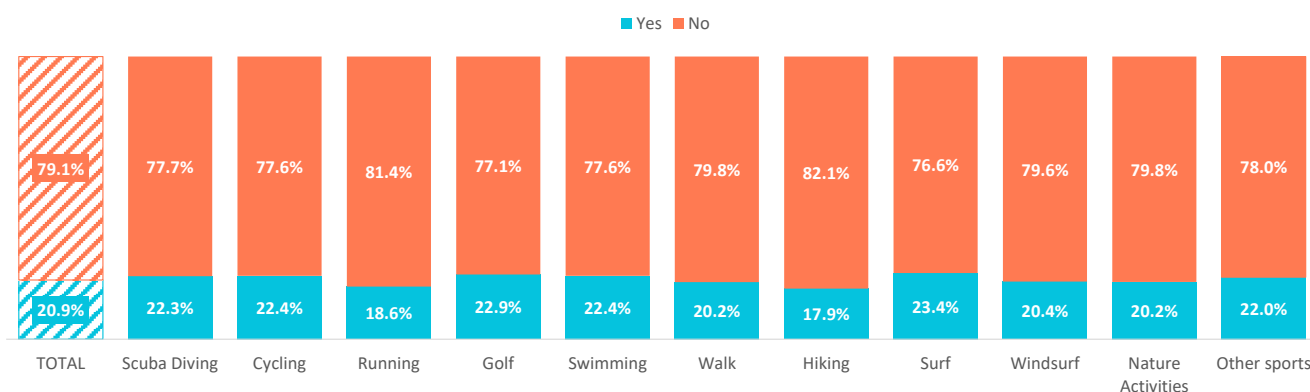
TOURIST TAX (Data available from Q2 2024)

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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Yes	48.2%	49.9%	47.9%	55.5%	44.2%	48.1%	49.7%	52.6%	48.5%	50.9%	51.0%	49.0%
No	31.8%	29.5%	31.5%	25.4%	32.7%	32.0%	31.1%	26.8%	27.0%	22.9%	27.7%	27.8%
Not remember	20.0%	20.5%	20.6%	19.2%	23.1%	20.0%	19.3%	20.7%	24.4%	26.3%	21.4%	23.3%

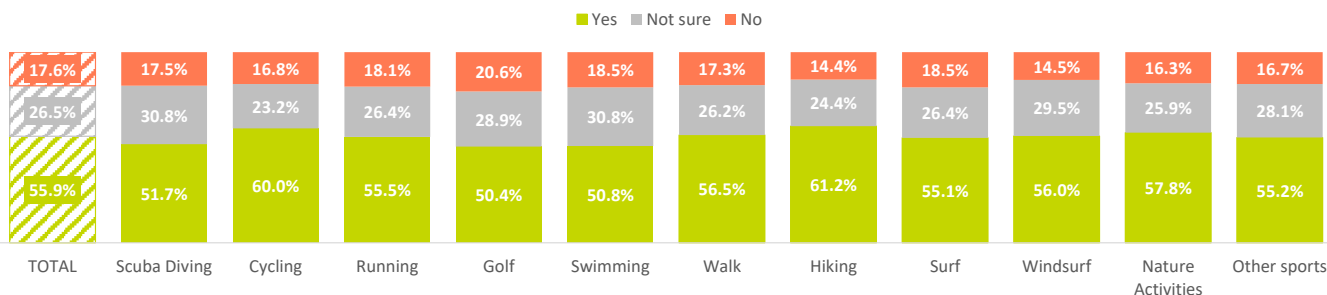
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Yes	20.9%	22.3%	22.4%	18.6%	22.9%	22.4%	20.2%	17.9%	23.4%	20.4%	20.2%	22.0%
No	79.1%	77.7%	77.6%	81.4%	77.1%	77.6%	79.8%	82.1%	76.6%	79.6%	79.8%	78.0%



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

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Yes	55.9%	51.7%	60.0%	55.5%	50.4%	50.8%	56.5%	61.2%	55.1%	56.0%	57.8%	55.2%
- For any purpose	13.0%	11.2%	14.8%	15.6%	10.6%	12.8%	13.2%	15.7%	13.7%	11.1%	13.0%	13.7%
- Improve living conditions	9.4%	7.7%	9.9%	9.3%	9.2%	7.6%	9.4%	9.3%	7.5%	7.0%	8.1%	8.0%
- Improve economic development	4.5%	4.5%	4.8%	4.6%	5.5%	4.0%	4.6%	3.7%	3.9%	6.1%	3.6%	4.3%
- Improve the environment	17.6%	19.5%	21.9%	16.8%	12.6%	15.2%	17.9%	23.2%	22.0%	18.8%	24.5%	19.6%
- Improve the tourist environment	5.1%	4.5%	3.5%	4.4%	5.5%	4.3%	5.0%	4.2%	3.2%	5.0%	3.6%	4.7%
- Other purposes	6.3%	4.2%	5.2%	4.8%	7.0%	6.8%	6.3%	5.1%	4.8%	8.0%	5.0%	4.9%
Not sure	26.5%	30.8%	23.2%	26.4%	28.9%	30.8%	26.2%	24.4%	26.4%	29.5%	25.9%	28.1%
No	17.6%	17.5%	16.8%	18.1%	20.6%	18.5%	17.3%	14.4%	18.5%	14.5%	16.3%	16.7%



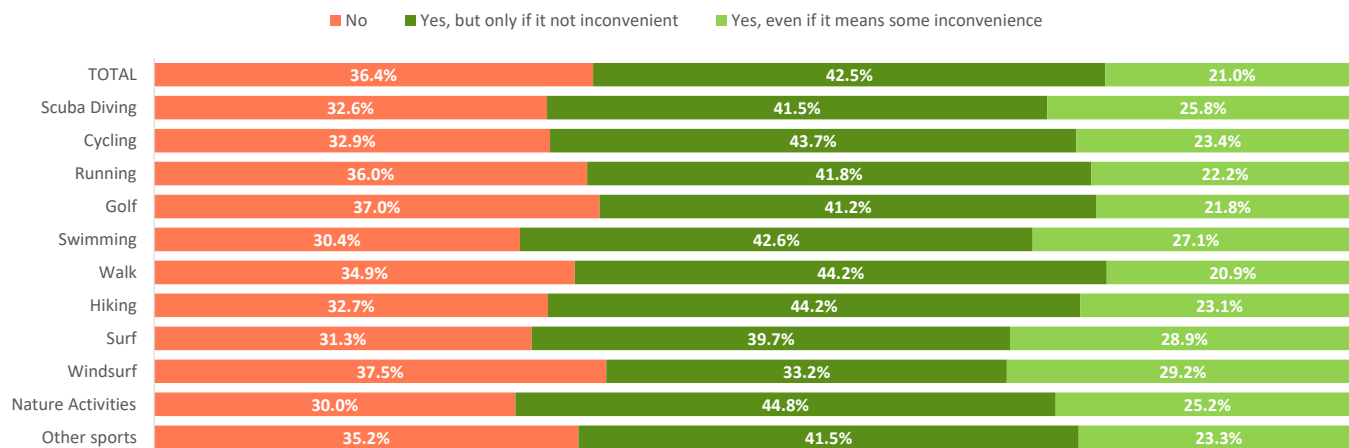
How much would they be willing to pay?

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Up to 1 euro	38.1%	39.2%	37.7%	37.3%	40.3%	39.1%	37.9%	38.1%	35.6%	40.5%	35.9%	36.5%
Up to 2 euros	32.1%	32.0%	30.8%	29.7%	29.9%	29.1%	32.0%	31.4%	31.3%	25.8%	31.6%	30.4%
Up to 3 euros	19.2%	16.2%	18.0%	18.5%	17.2%	19.1%	19.5%	19.6%	20.6%	19.0%	22.0%	18.4%
More than 3 euros	10.6%	12.6%	13.6%	14.5%	12.5%	12.7%	10.6%	10.9%	12.6%	14.6%	10.6%	14.7%

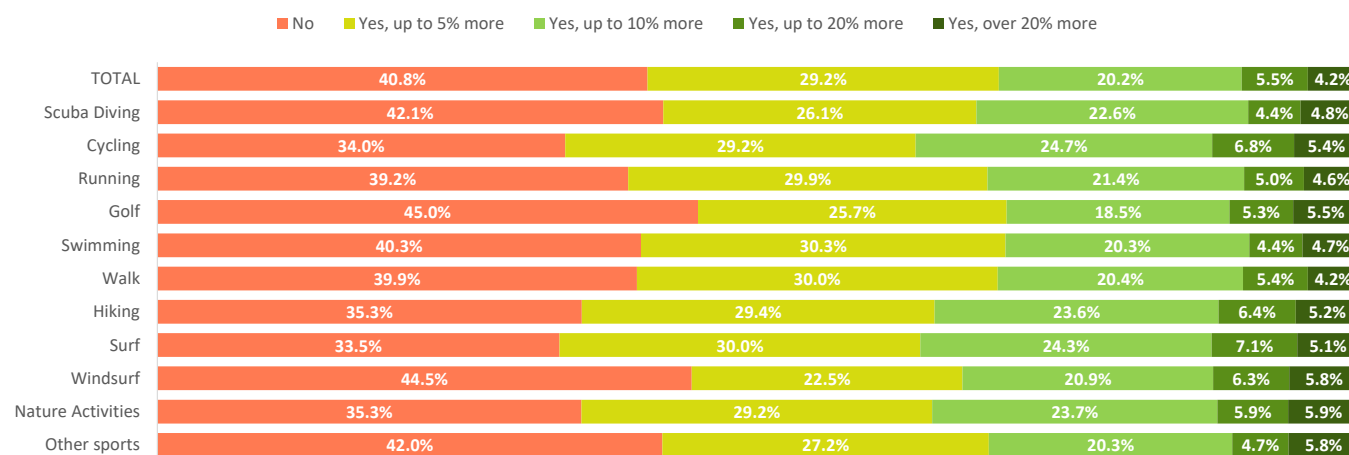


SUSTAINABLE DESTINATION (DATA = 2023)

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



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



Perception of the following sustainability measures during their stay *

	TOTAL	Scuba Diving	Cycling	Running	Golf	Swimming	Walk	Hiking	Surf	Windsurf	Nature Activities	Other sports
Quality of life on the island	8.03	8.03	8.04	7.97	8.05	8.18	8.06	7.98	7.95	7.86	8.08	7.98
Tolerance towards tourism	8.55	8.52	8.59	8.43	8.48	8.48	8.57	8.46	8.34	8.41	8.47	8.42
Cleanliness of the island	8.25	8.00	8.11	8.11	8.21	8.32	8.29	8.07	8.00	8.15	8.14	7.95
Air quality	8.46	8.46	8.43	8.31	8.31	8.44	8.47	8.37	8.39	8.35	8.47	8.31
Rational water consumption	7.58	7.50	7.51	7.51	7.55	7.70	7.62	7.40	7.20	7.19	7.46	7.25
Energy saving	7.06	6.91	6.93	6.92	7.15	7.16	7.11	6.86	6.75	6.70	6.94	6.75
Use of renewable energy	7.03	6.89	7.07	6.92	7.06	7.11	7.07	6.91	6.74	6.42	7.00	6.82
Recycling	7.07	6.75	6.87	6.91	7.13	7.24	7.11	6.75	6.53	6.47	6.77	6.75
Easy to get around by public transport	7.49	7.31	7.35	7.30	7.53	7.67	7.55	7.23	6.68	6.61	7.11	7.10
Overcrowding in tourist areas	6.58	6.68	6.30	6.63	6.57	6.84	6.61	6.38	6.21	6.29	6.43	6.51
Supply of local products	7.20	7.21	7.01	7.13	7.06	7.33	7.24	7.19	7.01	6.69	7.31	7.00

* 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.