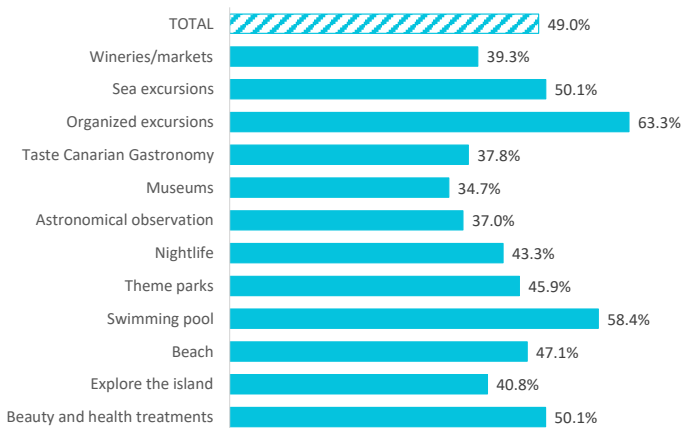


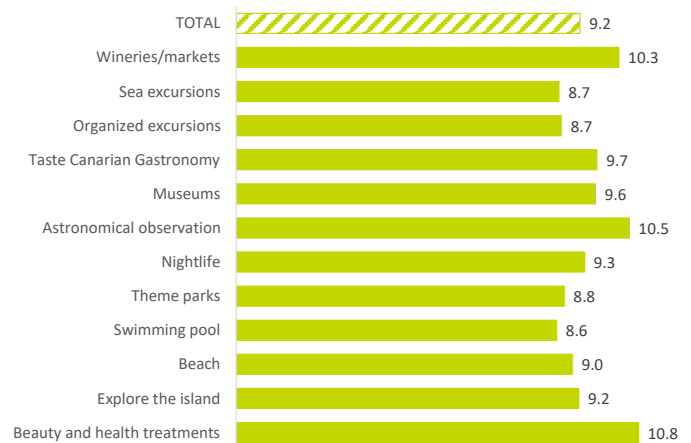
TOURIST EXPENDITURE

	TOTAL	Wineries	Sea exc. Org.an.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty	
Tourist arrivals ≥ 16 years old (EGT)	16,125,238	1,914,598	1,912,623	2,541,519	4,548,234	1,754,196	680,964	2,446,535	2,226,978	9,066,087	10,981,719	7,919,049	878,030
% Tourists	100%	11.9%	11.9%	15.8%	28.2%	10.9%	4.2%	15.2%	13.8%	56.2%	68.1%	49.1%	5.4%
- Lanzarote	2,871,074	528,981	196,680	470,580	794,735	527,651	57,206	352,645	209,443	1,689,227	1,876,423	1,371,273	141,778
- Fuerteventura	2,388,592	219,395	235,128	310,103	524,099	146,977	100,884	248,848	169,498	1,302,086	1,919,937	1,120,631	86,400
- Gran Canaria	4,192,419	471,336	406,325	517,950	1,062,663	470,819	137,384	775,806	382,081	2,199,102	2,931,288	1,905,825	227,174
- Tenerife	6,443,553	654,079	1,048,071	1,183,387	2,066,719	550,160	351,556	1,060,487	1,460,328	3,795,221	4,120,292	3,355,667	415,855
- La Palma	188,913	34,549	22,420	47,267	84,617	52,231	32,715	6,595	4,135	70,024	111,015	140,696	4,955
% tourists who book holiday package	49.0%	39.3%	50.1%	63.3%	37.8%	34.7%	37.0%	43.3%	45.9%	58.4%	47.1%	40.8%	50.1%
Expenditure per tourist (€)	1,438	1,420	1,521	1,552	1,386	1,391	1,501	1,377	1,587	1,526	1,424	1,365	1,721
- book holiday package	1,660	1,660	1,718	1,721	1,672	1,673	1,780	1,607	1,828	1,680	1,658	1,604	1,873
- holiday package	1,375	1,316	1,379	1,405	1,288	1,328	1,433	1,222	1,436	1,390	1,366	1,284	1,472
- others	285	345	338	316	384	345	347	385	392	290	292	321	401
- do not book holiday package	1,224	1,264	1,324	1,262	1,211	1,241	1,337	1,202	1,381	1,311	1,216	1,200	1,569
- flight	323	333	329	298	320	317	326	300	373	327	323	312	361
- accommodation	425	408	451	452	387	428	433	385	453	512	421	413	536
- others	477	523	543	511	504	496	578	517	555	472	472	476	672
Average lenght of stay	9.2	10.3	8.7	8.7	9.7	9.6	10.5	9.3	8.8	8.6	9.0	9.2	10.8
- 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	7.0
Average daily expenditure (€)	178.16	161.67	190.59	195.37	165.87	166.03	170.86	170.75	199.02	194.56	176.99	168.36	197.25
- Median	163.48	152.40	170.85	172.85	156.97	156.47	150.00	156.39	178.83	172.16	162.25	158.27	178.13
Average daily expenditure without flight (€)	129.30	118.98	140.39	143.58	122.46	123.00	125.06	128.43	145.37	141.93	128.68	123.70	147.78
- Median	120.02	103.00	109.77	115.77	107.37	103.12	100.36	109.28	104.52	110.56	105.99	106.24	121.84
Average cost of the flight (€)	393.66	377.57	401.20	413.22	363.89	364.29	389.88	346.16	431.47	412.87	389.27	363.40	430.13
Total turnover (≥ 16 years old) (€m)	23,186	2,719	2,909	3,945	6,302	2,441	1,022	3,370	3,533	13,838	15,640	10,812	1,511
% Turnover	100%	11.7%	12.5%	17.0%	27.2%	10.5%	4.4%	14.5%	15.2%	59.7%	67.5%	46.6%	6.5%
Turnover without flight (≥ 16 years old) (€m)	16,838	1,996	2,142	2,895	4,647	1,802	757	2,523	2,572	10,094	11,365	7,934	1,134

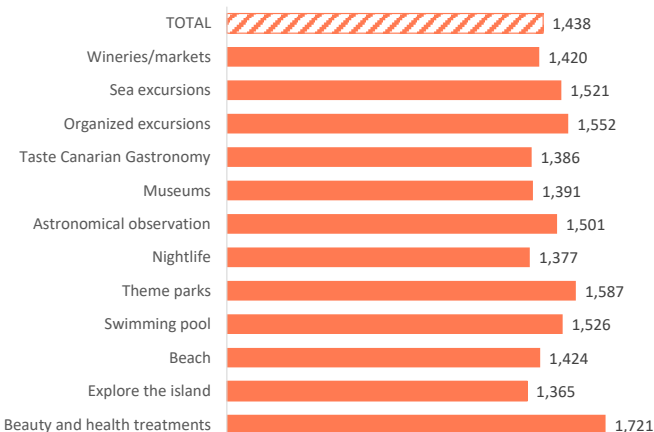
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



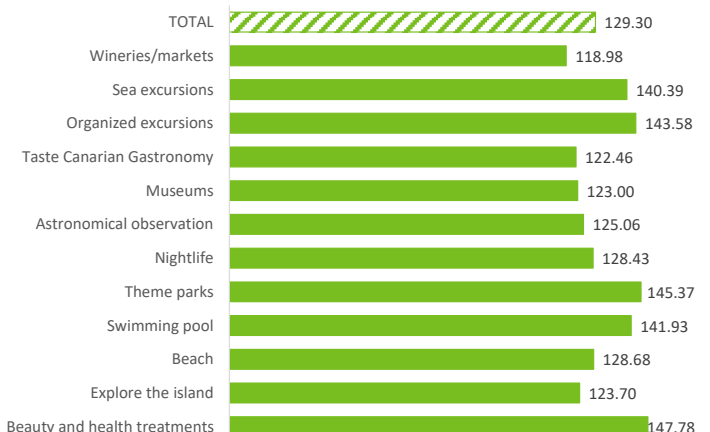
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Wineries = Wineries/markets, Sea exc. = Sea excursions, Org.Exc = Organized excursions, Gastronomy = Taste Canarian Gastronomy, Museums, Astron.obs. = Astronomical observation, Nightlife, Theme parks, Pool = Swimming pool, Beach, Explore island, Beauty = Beauty and health treatments

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

	TOTAL	Wineries	Sea exc. Organ.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty	
Accommodation:													
- Accommodation	85.1%	82.9%	89.8%	93.3%	82.0%	86.2%	84.0%	82.9%	86.5%	89.9%	85.9%	85.3%	82.9%
- Additional accommodation expenses	6.7%	7.0%	7.7%	7.4%	7.2%	7.4%	9.4%	8.5%	8.6%	7.0%	7.2%	7.2%	7.6%
Transport:													
- National/International Transport	95.4%	96.4%	95.6%	96.4%	95.2%	95.6%	94.6%	94.6%	94.5%	96.2%	95.9%	95.6%	94.5%
- Flights between islands	4.8%	9.1%	7.3%	6.7%	6.4%	9.2%	8.6%	5.4%	5.3%	4.0%	5.5%	6.5%	5.0%
- Taxi	50.8%	40.7%	48.8%	60.8%	42.4%	32.3%	37.4%	56.1%	46.9%	60.1%	48.5%	39.0%	60.5%
- Car rental	33.6%	48.0%	43.5%	30.7%	45.4%	60.3%	51.5%	26.3%	46.5%	29.1%	38.2%	53.6%	29.6%
- Public transport	12.6%	15.9%	12.2%	13.9%	15.4%	16.3%	16.0%	16.7%	11.3%	10.8%	13.2%	14.7%	13.1%
Food and drink:													
- Food purchases at supermarkets	57.8%	66.6%	60.4%	52.1%	67.3%	67.9%	69.8%	63.2%	63.6%	54.2%	60.9%	64.9%	57.6%
- Restaurants	68.9%	78.0%	70.4%	63.6%	83.3%	78.1%	74.9%	77.3%	75.1%	66.1%	69.6%	75.0%	73.0%
Leisure:													
- Organized excursions	24.5%	33.9%	65.0%	71.8%	30.0%	34.1%	42.1%	24.8%	37.7%	26.1%	27.5%	29.7%	30.3%
- Sport activities	6.4%	8.2%	11.4%	8.1%	7.3%	7.2%	10.4%	8.7%	9.3%	6.2%	7.3%	7.7%	9.6%
- Cultural activities	2.7%	6.4%	3.9%	3.6%	4.5%	8.8%	7.3%	5.2%	4.1%	2.6%	3.1%	4.0%	4.1%
- Museums	5.8%	14.5%	6.7%	7.1%	9.2%	38.0%	10.5%	4.5%	7.1%	4.5%	6.7%	9.8%	6.0%
- Theme Parks	10.9%	13.2%	21.2%	16.6%	15.4%	13.6%	16.4%	15.7%	61.1%	13.4%	12.6%	13.5%	16.1%
- Discos and pubs	11.0%	13.7%	12.0%	10.2%	14.4%	8.9%	10.4%	44.2%	15.4%	12.6%	11.8%	11.0%	17.9%
- Wellness	5.0%	6.2%	6.5%	6.6%	6.3%	4.5%	5.4%	7.5%	6.6%	6.1%	5.0%	4.7%	51.6%
Purchases of goods:													
- Souvenirs	41.8%	53.7%	47.6%	47.5%	47.8%	50.1%	46.0%	42.7%	48.1%	42.5%	43.8%	45.9%	48.6%
- Other purchases	0.9%	1.6%	1.0%	1.0%	1.2%	1.4%	1.2%	1.1%	0.8%	0.9%	0.9%	1.0%	1.6%
Others:													
- Medical expenses	6.7%	9.4%	8.0%	7.4%	8.5%	8.8%	9.7%	8.1%	8.1%	7.1%	7.2%	7.5%	11.1%
- Other expenses	4.4%	5.5%	4.8%	5.1%	5.0%	3.8%	5.3%	5.3%	5.4%	4.8%	4.5%	4.6%	6.6%

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

	TOTAL	Wineries	Sea exc. Organ.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty	
Expenditure per tourist and trip (€)													
Accommodation:													
- Accommodation	880	834	846	864	781	795	827	804	874	920	853	794	1,018
- Additional accommodation expenses	729	671	704	737	647	640	693	650	736	779	706	650	857
- Additional accommodation expenses	151	163	142	126	133	155	135	153	138	141	146	144	161
Transport:													
- National/International Transport	739	725	749	754	709	721	852	680	786	738	728	709	819
- Flights between islands	413	392	420	429	382	381	412	366	457	429	406	380	455
- Taxi	84	95	78	84	91	92	160	90	90	79	81	86	94
- Car rental	93	87	101	102	87	94	105	81	92	91	94	95	95
- Public transport	121	125	123	113	122	126	148	114	120	114	120	120	141
- Public transport	28	26	27	26	27	28	26	29	28	24	26	28	34
Food and drink:													
- Food purchases at supermarkets	328	316	301	287	331	297	332	329	322	323	315	304	383
- Restaurants	114	114	99	92	110	109	125	110	109	103	110	106	139
- Restaurants	214	202	202	196	221	187	207	219	213	219	205	197	244
Leisure:													
- Organized excursions	565	519	565	547	545	483	539	563	546	554	544	515	595
- Sport activities	96	97	103	108	96	88	109	106	109	98	96	89	109
- Sport activities	106	86	107	94	94	86	100	88	88	98	96	91	96
- Cultural activities	58	57	62	62	54	57	49	60	64	61	58	55	63
- Museums	39	44	38	38	40	37	49	39	41	40	40	40	42
- Theme Parks	77	69	83	76	73	68	74	75	78	79	76	72	82
- Discos and pubs	100	88	95	93	91	82	87	103	86	101	97	86	110
- Wellness	89	77	78	76	96	65	71	92	79	78	81	84	92
Purchases of goods:													
- Souvenirs	309	217	210	209	235	211	332	269	203	262	280	275	320
- Souvenirs	88	80	79	79	82	77	81	89	84	85	82	79	112
- Other purchases	220	136	131	130	153	134	251	180	120	177	198	196	208
Others:													
- Medical expenses	155	157	126	123	129	170	149	187	123	135	137	152	200
- Medical expenses	47	55	36	35	38	40	35	40	37	38	42	43	59
- Other expenses	109	102	91	88	91	130	115	147	86	97	95	109	141



TOURIST PROFILE

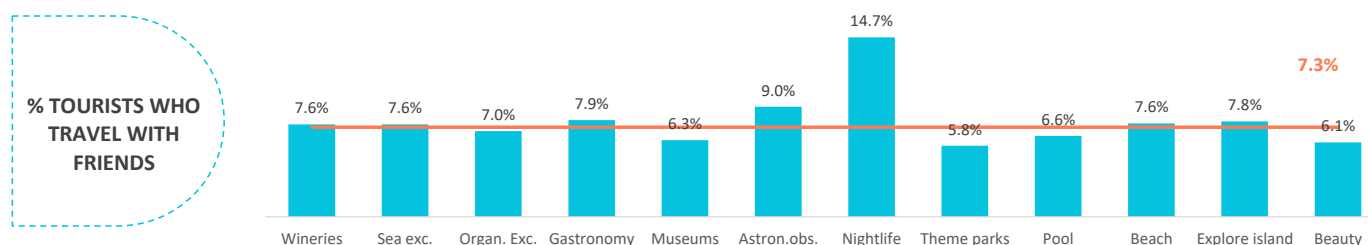
Who are they?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Gender													
Percentage of men	48.2%	45.7%	46.8%	45.4%	48.9%	50.9%	54.6%	52.4%	48.8%	45.9%	48.4%	48.9%	39.7%
Percentage of women	51.8%	54.3%	53.2%	54.6%	51.1%	49.1%	45.4%	47.6%	51.2%	54.1%	51.6%	51.1%	60.3%
Age													
Average age	47.57	44.75	41.41	44.51	44.99	44.18	40.54	41.83	39.42	47.10	44.91	44.02	47.06
Standard deviation	17.0	16.9	15.3	16.7	16.5	16.0	16.3	16.4	13.6	16.5	16.2	16.2	16.7
Age range													
16-24 years old	9.8%	13.2%	14.8%	13.0%	10.9%	11.4%	17.7%	16.9%	15.8%	9.8%	11.3%	12.3%	9.6%
25-30 years old	10.4%	12.8%	14.1%	13.0%	13.6%	12.1%	18.4%	15.0%	13.4%	9.6%	12.1%	13.5%	10.6%
31-45 years old	28.8%	28.4%	36.1%	30.4%	30.6%	33.9%	30.0%	30.2%	42.9%	30.7%	32.1%	31.7%	29.5%
46-60 years old	23.1%	23.4%	21.4%	21.8%	22.7%	22.6%	18.5%	21.4%	19.2%	24.1%	23.2%	22.4%	24.9%
Over 60 years old	27.9%	22.2%	13.6%	21.9%	22.3%	20.0%	15.4%	16.5%	8.7%	25.9%	21.3%	20.1%	25.3%
Occupation													
Salaried worker	54.5%	56.2%	61.3%	58.6%	57.2%	56.7%	54.4%	59.3%	64.7%	56.2%	57.6%	58.1%	53.9%
Self-employed	10.5%	11.5%	12.1%	10.2%	10.9%	12.1%	13.9%	11.0%	12.2%	10.2%	11.3%	11.4%	11.8%
Unemployed	1.2%	1.3%	1.4%	1.4%	1.3%	1.5%	2.2%	1.8%	1.1%	1.0%	1.4%	1.3%	1.4%
Business owner	7.1%	6.7%	7.7%	7.0%	7.4%	8.6%	10.1%	7.3%	7.8%	7.1%	7.5%	7.5%	9.0%
Student	3.9%	5.2%	5.5%	4.7%	4.5%	5.2%	7.0%	5.8%	6.0%	3.6%	4.6%	5.0%	3.0%
Retired	21.5%	17.7%	10.5%	16.8%	17.6%	14.7%	11.0%	13.3%	7.0%	20.4%	16.3%	15.4%	19.2%
Unpaid domestic work	0.5%	0.3%	0.6%	0.5%	0.4%	0.4%	0.3%	0.5%	0.6%	0.6%	0.5%	0.4%	0.5%
Others	0.8%	1.0%	0.8%	0.8%	0.8%	0.8%	1.0%	1.0%	0.7%	0.9%	0.9%	0.8%	1.2%
Annual household income level													
Less than €25,000	12.3%	13.6%	13.6%	14.0%	13.1%	14.3%	14.1%	14.2%	14.3%	10.9%	13.3%	13.7%	10.7%
€25,000 - €49,999	33.6%	36.5%	34.3%	35.0%	34.6%	35.2%	32.3%	34.9%	33.7%	31.8%	34.0%	35.0%	30.5%
€50,000 - €74,999	25.1%	24.4%	24.8%	24.8%	24.9%	25.4%	26.7%	24.5%	24.4%	25.8%	25.0%	25.3%	25.1%
More than €74,999	29.0%	25.5%	27.4%	26.1%	27.4%	25.1%	26.8%	26.5%	27.6%	31.4%	27.8%	26.0%	33.7%
Education level													
No studies	4.2%	2.6%	4.7%	3.5%	3.0%	1.8%	2.3%	6.8%	5.0%	5.3%	3.9%	2.9%	4.6%
Primary education	2.1%	1.8%	2.2%	2.2%	1.8%	1.5%	1.6%	1.9%	1.8%	1.8%	2.1%	1.9%	1.8%
Secondary education	21.4%	18.8%	19.3%	22.7%	19.1%	14.5%	18.2%	20.2%	19.2%	21.8%	20.4%	18.8%	20.8%
Higher education	72.4%	76.8%	73.9%	71.6%	76.1%	82.2%	77.9%	71.2%	74.0%	71.1%	73.7%	76.3%	72.8%

Who do they come with?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Unaccompanied	10.2%	9.7%	5.4%	6.3%	9.4%	8.2%	11.2%	13.3%	4.2%	5.7%	9.5%	9.0%	12.2%
Only with partner	47.1%	47.0%	42.0%	48.1%	48.5%	46.8%	44.7%	41.0%	33.1%	45.9%	44.1%	48.0%	46.0%
Only with children (< 13 years old)	4.1%	3.0%	6.0%	4.4%	3.2%	5.0%	4.5%	2.5%	8.9%	5.2%	4.9%	4.0%	3.1%
Partner + children (< 13 years old)	6.7%	6.2%	9.1%	6.8%	7.0%	8.0%	5.5%	3.4%	16.1%	8.8%	7.8%	7.2%	5.7%
Other relatives	10.1%	10.4%	11.6%	10.8%	9.3%	10.2%	9.5%	10.6%	11.9%	11.6%	10.7%	9.7%	11.3%
Friends	7.3%	7.6%	7.6%	7.0%	7.9%	6.3%	9.0%	14.7%	5.8%	6.6%	7.6%	7.8%	6.1%
Work colleagues	0.6%	0.5%	0.4%	0.5%	0.5%	0.5%	0.6%	0.8%	0.4%	0.3%	0.3%	0.3%	0.4%
Organized trip	0.3%	0.5%	0.6%	0.8%	0.2%	0.4%	0.5%	0.3%	0.2%	0.2%	0.3%	0.2%	0.4%
Other combinations ⁽²⁾	13.6%	15.2%	17.4%	15.3%	14.0%	14.6%	14.4%	13.4%	19.4%	15.6%	14.8%	13.8%	14.9%
<i>⁽²⁾ Different situations have been isolated</i>													
Tourists with children													
- Between 0 and 2 years old	1.3%	1.1%	0.8%	1.0%	1.3%	1.5%	0.7%	0.9%	2.2%	1.6%	1.4%	1.3%	0.9%
- Between 3 and 12 years old	14.1%	11.9%	20.7%	15.3%	13.0%	15.5%	11.6%	9.3%	33.0%	18.7%	16.3%	14.0%	14.2%
- Between 0 -2 and 3-12 years old	1.1%	0.7%	0.9%	0.7%	0.7%	0.8%	1.0%	0.6%	1.7%	1.5%	1.2%	0.9%	0.8%
Tourists without children													
Group composition:													
- 1 person	12.2%	11.4%	7.2%	8.1%	11.4%	10.3%	13.1%	15.7%	5.4%	7.3%	11.4%	10.8%	13.9%
- 2 people	55.5%	55.4%	50.8%	58.2%	56.4%	55.7%	54.6%	51.5%	40.3%	54.3%	53.0%	56.2%	55.4%
- 3 people	11.9%	12.6%	15.2%	13.0%	12.4%	12.4%	13.4%	11.3%	18.3%	13.7%	13.0%	12.2%	12.3%
- 4 or 5 people	16.0%	16.7%	20.9%	16.5%	15.9%	18.0%	14.9%	15.3%	28.9%	19.0%	17.8%	16.7%	14.0%
- 6 or more people	4.4%	3.9%	5.9%	4.2%	3.9%	3.5%	4.1%	6.2%	7.1%	5.7%	4.7%	4.1%	4.3%
Average group size:	2.60	2.61	2.87	2.65	2.58	2.61	2.56	2.65	3.18	2.81	2.67	2.61	2.56

*People who share the main expenses of the trip





TRIP MOTIVATION AND DESTINATION CHOICE

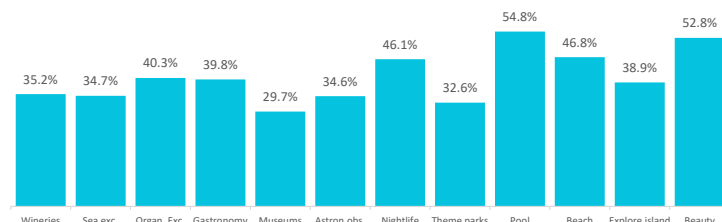
What is the main reason for visiting the Canary Islands?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Holidays	91.1%	88.5%	96.0%	96.6%	88.7%	90.5%	89.9%	89.9%	93.7%	95.8%	92.2%	91.4%	91.2%
Family reasons	6.2%	9.4%	2.8%	1.9%	9.3%	6.9%	6.8%	7.6%	5.3%	2.9%	6.0%	6.7%	6.8%
Business	1.4%	1.0%	0.5%	0.6%	1.0%	1.2%	1.2%	1.0%	0.5%	0.5%	0.7%	0.7%	0.7%
Education and training	0.2%	0.4%	0.1%	0.3%	0.3%	0.5%	0.8%	0.4%	0.3%	0.1%	0.2%	0.2%	0.2%
Sports training	0.5%	0.2%	0.3%	0.2%	0.3%	0.3%	1.0%	0.4%	0.1%	0.3%	0.4%	0.5%	0.3%
Health	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	-	0.1%	0.1%	0.0%	0.1%	0.1%	0.4%
Conventions and Exhibitions	0.2%	0.2%	0.1%	0.2%	0.2%	0.4%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
Others	0.4%	0.2%	0.1%	0.2%	0.2%	0.1%	0.4%	0.4%	0.1%	0.2%	0.3%	0.4%	0.3%

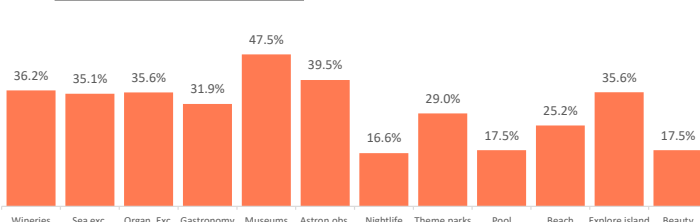
What is the main motivation for their holidays?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Rest	50.2%	35.2%	34.7%	40.3%	39.8%	29.7%	34.6%	46.1%	32.6%	54.8%	46.8%	38.9%	52.8%
Enjoy family time	15.0%	16.0%	15.9%	11.9%	15.5%	13.7%	12.5%	13.9%	24.3%	16.2%	15.7%	13.7%	16.1%
Have fun	8.5%	9.0%	11.9%	9.9%	9.2%	6.1%	8.9%	20.1%	12.8%	9.0%	9.0%	8.2%	9.6%
Explore the destination	22.7%	36.2%	35.1%	35.6%	31.9%	47.5%	39.5%	16.6%	29.0%	17.5%	25.2%	35.6%	17.5%
Practice their hobbies	2.0%	2.0%	1.3%	1.2%	1.8%	1.7%	2.8%	1.7%	0.4%	1.3%	1.8%	2.0%	2.1%
Other reasons	1.7%	1.6%	1.1%	1.1%	1.7%	1.3%	1.8%	1.5%	0.9%	1.2%	1.5%	1.5%	1.9%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

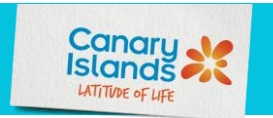
	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Climate	74.6%	70.6%	71.7%	72.1%	71.5%	67.4%	71.9%	74.7%	71.8%	76.9%	74.9%	72.2%	77.3%
Safety	56.0%	52.6%	56.0%	56.7%	54.4%	50.6%	54.1%	58.9%	59.4%	59.5%	55.8%	52.6%	62.5%
Tranquility	49.3%	48.6%	47.3%	48.5%	50.2%	49.1%	48.9%	44.2%	46.1%	50.0%	49.2%	48.3%	52.4%
Sea	44.5%	46.3%	49.7%	46.0%	45.3%	45.6%	51.4%	42.2%	42.3%	42.7%	51.6%	47.2%	44.4%
Accommodation supply	42.5%	35.2%	41.1%	43.4%	37.3%	32.4%	34.5%	43.8%	41.5%	48.7%	40.6%	36.6%	47.5%
Price	38.6%	35.2%	38.7%	38.6%	35.5%	32.0%	34.2%	43.4%	40.7%	41.6%	39.0%	35.6%	42.3%
Beaches	38.4%	37.3%	41.4%	39.4%	37.5%	36.3%	39.2%	40.4%	37.8%	38.2%	47.0%	39.4%	38.8%
Effortless trip	38.0%	34.4%	35.0%	36.4%	37.3%	32.0%	33.7%	38.7%	35.8%	39.7%	37.2%	33.6%	43.5%
European belonging	37.7%	35.9%	34.9%	36.8%	36.9%	36.2%	37.5%	36.3%	35.5%	38.0%	37.6%	36.3%	39.8%
Landscapes	36.5%	46.1%	43.5%	43.0%	43.3%	55.2%	56.1%	31.9%	39.6%	31.4%	39.3%	46.7%	33.0%
Environment	35.4%	40.5%	38.3%	38.9%	38.5%	43.9%	43.2%	35.0%	36.1%	33.7%	36.3%	39.5%	36.3%
Gastronomy	26.5%	29.8%	24.9%	24.6%	34.0%	26.4%	28.2%	29.0%	26.3%	26.3%	26.2%	25.9%	28.6%
Authenticity	24.3%	30.6%	27.8%	26.7%	29.3%	33.9%	30.7%	25.8%	26.2%	22.6%	25.7%	27.4%	27.1%
Fun possibilities	22.9%	22.2%	28.7%	27.7%	22.5%	20.1%	27.6%	38.2%	34.5%	25.8%	24.1%	22.2%	28.3%
Exoticism	12.4%	14.7%	16.9%	15.0%	13.7%	15.7%	18.4%	14.9%	15.7%	12.0%	13.7%	14.2%	14.7%
Hiking trail network	11.1%	13.6%	11.8%	11.9%	12.9%	16.9%	20.8%	9.1%	9.7%	8.0%	11.3%	14.8%	11.3%
Culture	10.2%	14.5%	12.0%	12.8%	12.7%	19.6%	14.2%	11.7%	11.6%	9.7%	10.7%	12.0%	13.3%
Historical heritage	9.9%	14.2%	11.6%	13.3%	12.6%	20.8%	14.5%	9.6%	10.8%	8.8%	10.1%	12.0%	12.9%
Shopping	9.9%	10.1%	10.1%	9.9%	9.5%	8.0%	11.0%	15.2%	11.5%	10.5%	10.1%	8.9%	15.1%
Nightlife	8.0%	7.2%	8.0%	7.0%	7.7%	5.2%	8.2%	24.4%	8.9%	8.5%	8.2%	7.0%	9.8%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

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

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Previous visits to the Canary Islands	49.1%	46.1%	36.2%	36.3%	49.6%	40.8%	44.2%	52.1%	43.5%	52.1%	46.7%	44.3%	52.3%
Friends or relatives	28.6%	35.0%	32.8%	29.1%	36.0%	34.1%	36.0%	37.7%	36.0%	26.8%	30.7%	32.6%	30.6%
Internet or social media	51.4%	57.9%	62.1%	56.2%	57.4%	62.5%	62.2%	54.1%	61.4%	53.2%	55.2%	59.4%	49.1%
Mass Media	1.9%	2.6%	2.9%	2.8%	2.5%	2.8%	4.4%	2.5%	3.0%	2.1%	2.1%	2.4%	2.5%
Travel guides and magazines	6.1%	9.3%	8.4%	8.4%	7.6%	13.8%	10.3%	4.8%	6.5%	5.6%	6.5%	8.4%	5.6%
Travel Blogs or Forums	6.2%	10.0%	10.8%	8.2%	9.6%	12.7%	12.6%	6.4%	9.4%	5.8%	7.3%	9.3%	4.4%
Travel TV Channels	0.9%	1.7%	1.3%	1.1%	1.1%	1.7%	1.7%	1.0%	1.1%	0.8%	0.8%	0.9%	0.5%
Tour Operator or Travel Agency	18.8%	17.8%	20.6%	30.3%	15.8%	15.0%	15.7%	15.4%	18.8%	22.9%	18.0%	15.9%	21.5%
Public administrations or similar	0.6%	1.5%	0.6%	0.8%	0.9%	1.5%	1.8%	0.6%	0.6%	0.5%	0.5%	0.7%	0.6%
Others	3.3%	3.7%	3.7%	3.0%	3.6%	3.6%	5.5%	3.6%	3.0%	2.8%	3.1%	3.3%	3.8%

* Multi-choice question

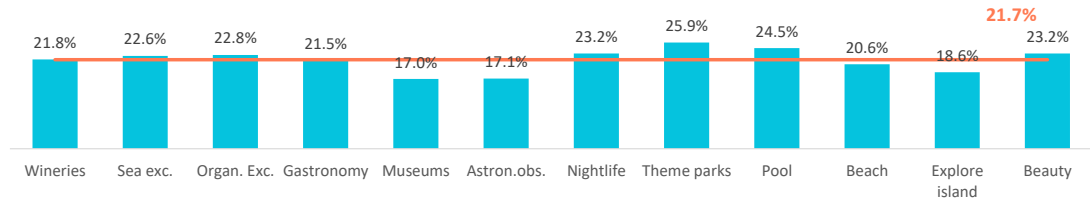


TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
The same day	0.9%	1.0%	0.9%	0.8%	0.8%	1.0%	1.1%	0.9%	0.7%	0.7%	0.9%	0.9%	1.1%
Between 1 and 30 days	22.7%	21.3%	20.0%	19.5%	21.6%	22.5%	25.6%	22.2%	18.8%	19.9%	23.3%	23.2%	20.8%
Between 1 and 2 months	22.4%	21.7%	22.3%	21.6%	23.2%	24.8%	25.9%	22.0%	21.8%	21.4%	23.0%	24.1%	23.3%
Between 3 and 6 months	32.3%	34.2%	34.2%	35.3%	33.0%	34.7%	30.2%	31.8%	32.8%	33.5%	32.2%	33.1%	31.7%
More than 6 months	21.7%	21.8%	22.6%	22.8%	21.5%	17.0%	17.1%	23.2%	25.9%	24.5%	20.6%	18.6%	23.2%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



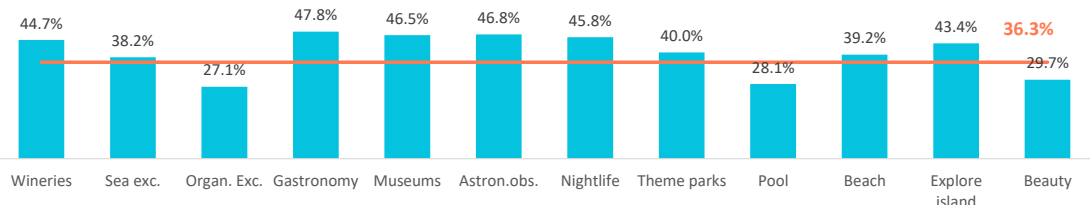
With whom did they book their flight and accommodation?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Flight													
- Directly with the airline	51.7%	59.1%	49.3%	38.4%	60.0%	61.4%	58.8%	57.1%	52.5%	44.6%	52.9%	57.3%	50.0%
- Tour Operator or Travel Agency	48.3%	40.9%	50.7%	61.6%	40.0%	38.6%	41.2%	42.9%	47.5%	55.4%	47.1%	42.7%	50.0%
Accommodation													
- Directly with the accommodation	38.6%	43.9%	38.2%	29.4%	45.0%	46.7%	44.1%	42.9%	40.3%	34.4%	39.8%	43.6%	37.9%
- Tour Operator or Travel Agency	61.4%	56.1%	61.8%	70.6%	55.0%	53.3%	55.9%	57.1%	59.7%	65.6%	60.2%	56.4%	62.1%

What do they book?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Room only	36.3%	44.7%	38.2%	27.1%	47.8%	46.5%	46.8%	45.8%	40.0%	28.1%	39.2%	43.4%	29.7%
Bed and Breakfast	14.2%	14.5%	13.5%	13.1%	17.8%	15.6%	14.4%	15.9%	14.9%	15.2%	13.1%	14.4%	17.6%
Half board	17.3%	15.7%	16.6%	20.3%	16.7%	17.9%	15.0%	13.7%	16.4%	18.9%	16.3%	17.4%	21.1%
Full board	2.8%	3.1%	3.0%	4.3%	1.7%	2.6%	2.4%	2.2%	2.5%	3.0%	2.7%	2.3%	2.7%
All inclusive	29.4%	22.0%	28.7%	35.1%	15.9%	17.5%	21.4%	22.4%	26.1%	34.8%	28.6%	22.5%	28.7%

% TOURISTS WHO BOOK ROOM ONLY



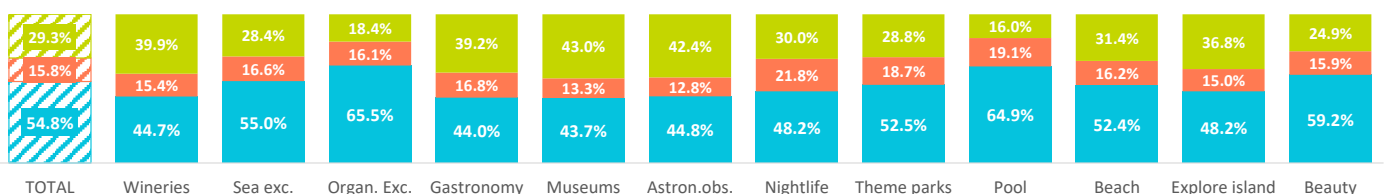
ACCOMMODATION

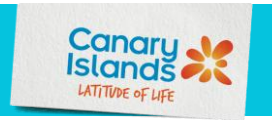
	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
1-2-3* Hotel	10.9%	10.6%	10.4%	12.6%	10.1%	10.6%	10.3%	12.1%	10.7%	11.2%	11.1%	10.3%	9.0%
4* Hotel	35.5%	28.1%	37.5%	45.0%	27.4%	27.3%	28.8%	30.0%	35.0%	42.6%	34.4%	31.4%	36.5%
5* Hotel / 5* Luxury Hotel	8.4%	5.9%	7.1%	7.9%	6.5%	5.8%	5.7%	6.1%	6.8%	11.1%	6.9%	6.6%	13.8%
Aparthotel / Tourist Villa	15.8%	15.4%	16.6%	16.1%	16.8%	13.3%	12.8%	21.8%	18.7%	19.1%	16.2%	15.0%	15.9%
House/room rented in a private dwelling	18.0%	24.7%	21.2%	13.5%	24.5%	29.0%	27.6%	16.9%	20.1%	10.6%	20.1%	24.1%	13.7%
Private accommodation ⁽¹⁾	8.4%	11.6%	4.3%	2.0%	11.2%	8.3%	9.4%	9.8%	6.4%	4.2%	8.2%	8.8%	9.1%
Others (Cottage, cruise, camping,...)	2.9%	3.6%	2.9%	2.9%	3.5%	5.8%	5.4%	3.3%	2.3%	1.2%	3.1%	3.9%	2.0%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



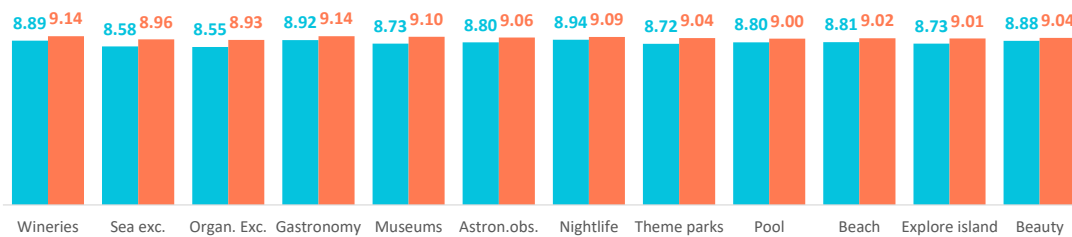


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Average rating	8.77	8.85	8.76	8.73	8.84	8.85	8.84	8.79	8.81	8.78	8.77	8.77	8.80
Experience in the Canary Islands	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Worse or much worse than expected	2.7%	2.4%	3.2%	3.2%	2.2%	2.5%	3.1%	3.0%	2.8%	2.7%	2.6%	2.7%	3.1%
Lived up to expectations	55.3%	48.4%	46.8%	48.3%	51.7%	46.9%	46.7%	51.5%	48.3%	55.6%	52.9%	51.5%	51.3%
Better or much better than expected	42.0%	49.1%	50.0%	48.6%	46.1%	50.6%	50.3%	45.5%	48.9%	41.8%	44.4%	45.8%	45.7%
Future intentions (scale 0-10)	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Return to the Canary Islands	8.81	8.89	8.58	8.55	8.92	8.73	8.80	8.94	8.72	8.80	8.81	8.73	8.88
Recommend visiting the Canary Islands	9.01	9.14	8.96	8.93	9.14	9.10	9.06	9.09	9.04	9.00	9.02	9.01	9.04

RETURN TO THE CANARY



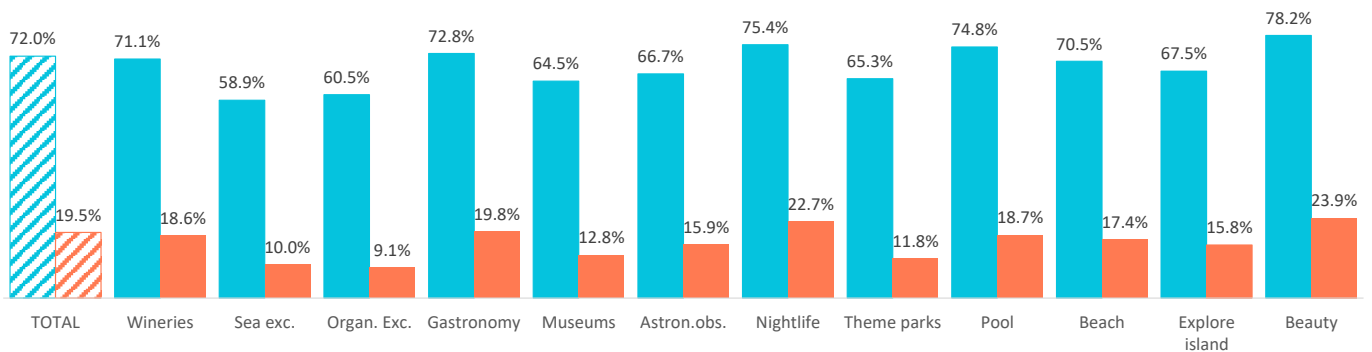
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Repeat tourists	72.0%	71.1%	58.9%	60.5%	72.8%	64.5%	66.7%	75.4%	65.3%	74.8%	70.5%	67.5%	78.2%
At least 10 previous visits	20.4%	18.9%	10.3%	9.1%	20.2%	13.4%	16.2%	22.3%	12.2%	19.9%	17.9%	15.8%	22.8%
Repeat tourists (last 5 years)	66.1%	64.6%	52.0%	53.8%	66.9%	57.8%	61.3%	69.7%	58.3%	68.0%	64.4%	61.4%	71.8%
Repeat tourists (last 5 years) (5 or more visits)	19.5%	18.6%	10.0%	9.1%	19.8%	12.8%	15.9%	22.7%	11.8%	18.7%	17.4%	15.8%	23.9%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
One island	93.3%	89.4%	90.6%	89.4%	91.6%	88.9%	88.1%	93.3%	92.6%	94.6%	92.9%	91.6%	93.5%
Two islands	5.7%	9.0%	8.4%	8.9%	7.2%	9.0%	9.0%	5.6%	6.4%	4.9%	6.1%	7.1%	5.5%
Three or more islands	1.0%	1.7%	1.0%	1.7%	1.2%	2.1%	2.9%	1.2%	1.0%	0.6%	0.9%	1.3%	1.0%

Visited islands during their trip (with overnight staying)

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Lanzarote	18.4%	29.2%	11.1%	19.2%	18.2%	31.7%	10.2%	15.1%	10.2%	19.0%	17.8%	18.2%	16.6%
Fuerteventura	15.3%	12.7%	12.9%	12.8%	12.2%	9.9%	16.2%	10.8%	8.3%	14.7%	18.1%	14.9%	10.2%
Gran Canaria	26.6%	25.7%	22.0%	21.2%	24.1%	28.1%	22.3%	32.2%	18.0%	24.7%	27.3%	24.8%	26.4%
Tenerife	40.7%	35.4%	55.7%	47.4%	46.5%	33.1%	53.7%	44.2%	66.5%	42.4%	38.3%	43.5%	48.0%
La Gomera	0.4%	0.6%	0.6%	0.3%	0.6%	0.6%	0.8%	0.2%	0.2%	0.3%	0.5%	0.6%	0.2%
La Palma	1.5%	2.6%	1.5%	2.3%	2.3%	3.7%	6.0%	0.7%	0.6%	1.0%	1.3%	2.2%	1.1%
El Hierro	0.1%	0.2%	0.1%	0.2%	0.3%	0.3%	0.3%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%
Cruise	0.2%	0.2%	0.2%	0.7%	0.3%	0.3%	0.3%	0.2%	0.2%	0.1%	0.2%	0.2%	0.3%

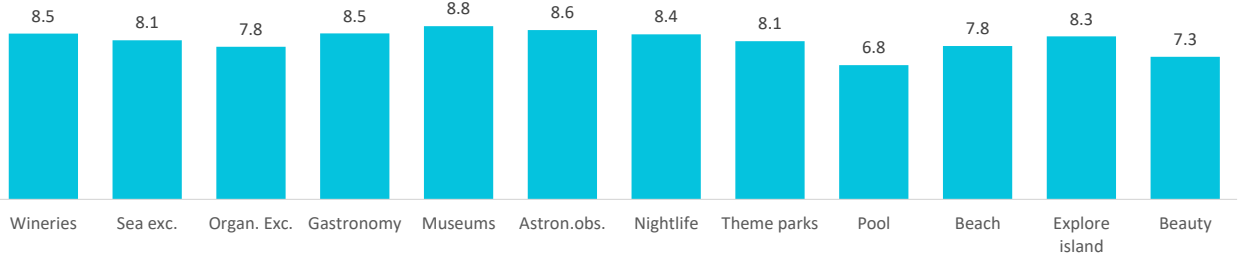
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
0 hours	2.3%	0.5%	0.8%	0.8%	0.6%	0.2%	1.3%	1.0%	0.4%	2.9%	1.5%	0.6%	2.0%
1 - 2 hours	9.2%	4.4%	6.5%	7.6%	4.5%	2.5%	4.3%	5.0%	6.1%	11.6%	7.6%	4.7%	9.1%
3 - 6 hours	32.6%	27.7%	28.8%	32.8%	27.8%	24.8%	24.9%	30.3%	31.3%	36.8%	30.8%	28.9%	35.6%
7 - 12 hours	47.6%	56.2%	53.9%	49.5%	56.1%	61.3%	57.5%	51.0%	53.0%	42.5%	51.0%	55.6%	45.7%
More than 12 hours	8.4%	11.2%	10.0%	9.2%	11.0%	11.2%	12.0%	12.8%	9.2%	6.2%	9.1%	10.1%	7.6%
Outdoor time per day	7.5	8.5	8.1	7.8	8.5	8.8	8.6	8.4	8.1	6.8	7.8	8.3	7.3



7.5
TOTAL



Activities in the Canary Islands

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Walk, wander	74.5%	89.8%	82.2%	82.8%	86.8%	87.7%	86.0%	85.5%	84.9%	81.6%	81.2%	86.0%	85.3%
Beach	68.1%	80.8%	85.5%	78.8%	78.7%	80.9%	82.3%	78.2%	81.9%	74.3%	100%	80.4%	76.2%
Swimming pool, hotel facilities	56.2%	56.0%	67.0%	67.7%	53.5%	49.4%	55.8%	67.6%	70.8%	100%	61.3%	54.3%	73.7%
Explore the island on their own	49.1%	75.5%	64.3%	56.1%	68.0%	83.6%	75.4%	52.7%	63.9%	47.5%	58.0%	100%	53.5%
Taste Canarian gastronomy	28.2%	58.3%	36.2%	35.6%	100%	50.2%	49.1%	38.9%	42.5%	26.8%	32.6%	39.1%	39.4%
Hiking	19.9%	33.0%	26.7%	23.9%	29.0%	40.6%	45.7%	18.4%	23.3%	16.7%	23.6%	32.3%	21.3%
Organized excursions	15.8%	25.3%	44.4%	100%	19.9%	22.3%	33.9%	18.2%	27.2%	19.0%	18.2%	18.0%	25.3%
Nightlife / concerts / shows	15.2%	22.0%	20.5%	17.5%	20.9%	15.4%	21.9%	100%	24.0%	18.2%	17.4%	16.3%	30.3%
Theme parks	13.8%	20.2%	28.3%	23.8%	20.8%	20.1%	25.1%	21.9%	100%	17.4%	16.6%	18.0%	22.4%
Wineries / markets / popular festivals	11.9%	100%	17.2%	19.0%	24.5%	33.0%	23.6%	17.2%	17.3%	11.8%	14.1%	18.3%	19.7%
Sea excursions / whale watching	11.9%	17.1%	100%	33.4%	15.2%	15.5%	27.4%	16.0%	24.3%	14.1%	14.9%	15.5%	19.9%
Museums / exhibitions	10.9%	30.3%	14.2%	15.4%	19.4%	100%	24.2%	11.0%	15.8%	9.6%	12.9%	18.5%	14.6%
Other Nature Activities	9.0%	19.4%	15.3%	12.4%	16.5%	22.5%	26.8%	10.1%	15.1%	7.4%	11.4%	15.9%	10.3%
Swim	7.6%	11.1%	13.8%	10.7%	9.8%	9.8%	18.5%	13.0%	13.5%	9.9%	9.7%	9.5%	14.1%
Running	6.2%	9.1%	7.3%	6.2%	7.5%	8.7%	14.4%	8.4%	8.3%	7.2%	7.4%	8.3%	11.1%
Beauty and health treatments	5.4%	9.0%	9.1%	8.7%	7.6%	7.3%	9.2%	10.9%	8.8%	7.1%	6.1%	5.9%	100%
Astronomical observation	4.2%	8.4%	9.7%	9.1%	7.3%	9.4%	100%	6.1%	7.7%	4.2%	5.1%	6.5%	7.2%
Practice other sports	3.9%	5.9%	5.2%	4.7%	5.4%	5.5%	9.6%	5.6%	5.5%	4.2%	4.6%	4.9%	8.4%
Surf	2.9%	4.8%	4.7%	3.8%	3.6%	4.9%	9.2%	5.1%	3.5%	2.1%	4.0%	4.2%	4.7%
Cycling / Mountain bike	2.7%	4.7%	2.9%	3.3%	3.3%	4.6%	6.7%	3.0%	2.6%	2.8%	3.0%	3.5%	5.6%
Scuba Diving	2.5%	4.7%	7.7%	5.0%	3.7%	5.3%	9.5%	3.5%	4.5%	2.4%	3.4%	3.7%	4.1%
Golf	2.3%	2.8%	3.3%	2.5%	2.4%	2.5%	4.1%	4.2%	3.9%	2.8%	2.2%	2.3%	5.2%
Windsurf / Kitesurf	0.9%	1.2%	1.5%	1.3%	1.1%	1.5%	4.0%	1.6%	1.5%	0.9%	1.1%	1.1%	2.3%

COUNTRY OF RESIDENCE

Where are they from?

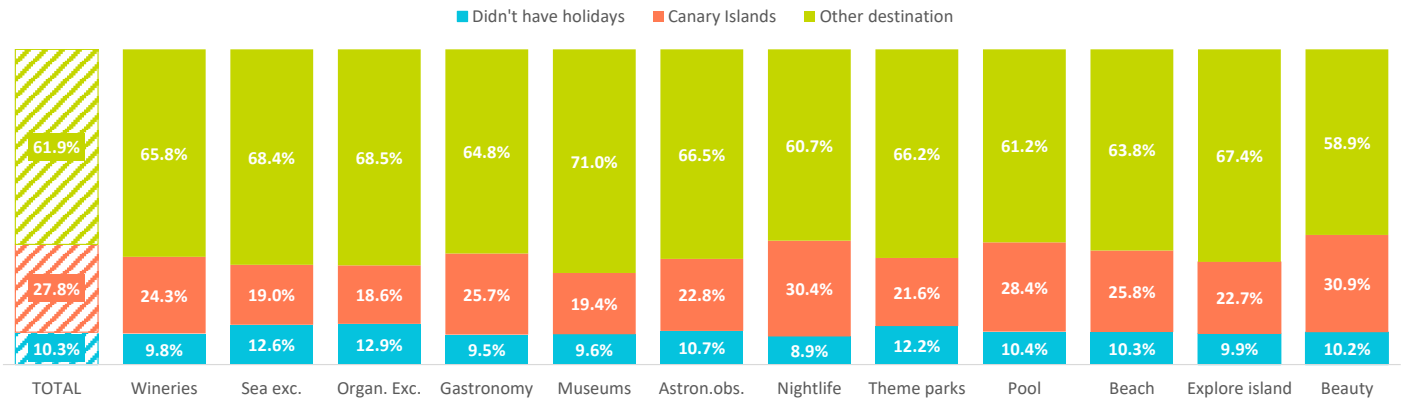
	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
United Kingdom	34.1%	25.6%	29.1%	28.2%	29.2%	19.8%	16.9%	44.5%	32.3%	42.0%	29.8%	24.4%	35.4%
Germany	16.0%	16.1%	17.3%	17.5%	20.2%	17.7%	24.6%	9.4%	12.7%	10.8%	18.4%	18.2%	10.7%
Spanish Mainland	11.3%	17.9%	10.2%	11.7%	18.1%	18.3%	13.0%	11.2%	13.9%	9.0%	11.5%	15.0%	6.7%
France	5.2%	6.8%	9.9%	8.6%	2.6%	10.2%	6.4%	4.3%	5.0%	5.4%	5.7%	7.1%	7.0%
Italy	4.7%	6.7%	5.3%	6.5%	5.1%	6.1%	5.8%	4.8%	5.3%	3.1%	5.7%	6.3%	3.8%
Ireland	4.5%	3.4%	3.6%	3.6%	3.8%	2.4%	2.9%	7.1%	5.3%	5.6%	4.4%	2.8%	9.5%
Netherlands	4.2%	2.3%	4.4%	4.8%	3.3%	3.1%	5.6%	3.0%	3.5%	4.7%	3.9%	4.1%	5.2%
Belgium	2.7%	1.7%	3.0%	2.7%	2.1%	2.5%	3.3%	1.7%	2.5%	3.0%	2.3%	2.8%	3.2%
Poland	2.6%	2.2%	3.7%	4.2%	2.7%	3.0%	3.0%	1.1%	4.0%	2.4%	3.0%	3.6%	1.1%
Norway	2.2%	2.7%	0.9%	1.2%	0.7%	1.1%	1.0%	2.5%	1.3%	2.4%	2.0%	1.5%	4.0%
Sweden	1.8%	3.0%	1.1%	1.1%	1.4%	0.9%	1.2%	1.4%	0.8%	2.2%	1.9%	1.4%	1.7%
Denmark	1.6%	1.0%	1.0%	1.2%	1.3%	1.2%	1.8%	1.0%	0.9%	1.8%	1.3%	2.0%	1.6%
Switzerland	1.1%	1.1%	1.2%	1.0%	1.2%	1.4%	1.2%	0.7%	0.8%	0.8%	1.3%	1.3%	2.1%
Finland	1.0%	1.3%	0.6%	0.9%	1.1%	1.3%	5.1%	1.2%	1.1%	1.2%	1.0%	1.1%	1.9%
Czech Republic	1.0%	0.6%	1.4%	1.1%	1.1%	1.2%	1.7%	0.7%	1.9%	0.9%	1.2%	1.4%	0.2%
Austria	0.9%	0.9%	1.3%	0.9%	1.2%	1.2%	0.9%	0.4%	1.0%	0.6%	1.1%	1.1%	0.7%
Others	5.0%	6.7%	5.8%	4.7%	5.0%	8.9%	5.3%	5.0%	7.5%	4.0%	5.5%	6.2%	5.2%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Didn't have holidays	10.3%	9.8%	12.6%	12.9%	9.5%	9.6%	10.7%	8.9%	12.2%	10.4%	10.3%	9.9%	10.2%
Canary Islands	27.8%	24.3%	19.0%	18.6%	25.7%	19.4%	22.8%	30.4%	21.6%	28.4%	25.8%	22.7%	30.9%
Other destination	61.9%	65.8%	68.4%	68.5%	64.8%	71.0%	66.5%	60.7%	66.2%	61.2%	63.8%	67.4%	58.9%
- Balearic Islands	4.1%	4.0%	4.1%	4.2%	3.8%	3.9%	3.2%	4.1%	4.3%	4.4%	4.1%	3.8%	3.4%
- Rest of Spain	11.5%	13.4%	11.7%	11.7%	13.2%	13.8%	11.9%	12.9%	13.2%	11.2%	11.7%	12.9%	10.7%
- Italy	7.4%	9.1%	8.9%	7.8%	8.4%	10.2%	9.4%	6.6%	7.7%	6.1%	8.0%	8.7%	6.4%
- France	4.9%	5.5%	6.3%	5.4%	4.5%	7.6%	6.6%	3.9%	5.3%	5.0%	5.0%	5.9%	5.2%
- Turkey	3.2%	3.1%	3.8%	4.0%	3.0%	2.2%	2.8%	3.9%	4.4%	3.6%	3.4%	3.1%	3.5%
- Greece	7.4%	6.9%	8.7%	8.9%	6.7%	6.6%	6.6%	7.3%	7.3%	8.1%	7.5%	7.3%	6.4%
- Portugal	4.1%	4.2%	4.4%	4.6%	4.7%	5.4%	4.8%	4.1%	4.2%	4.1%	4.1%	4.5%	4.7%
- Croatia	2.1%	1.9%	2.3%	2.0%	2.0%	2.3%	2.8%	1.9%	2.3%	2.0%	2.4%	2.5%	1.8%
- Egypt	1.5%	1.2%	1.9%	2.0%	1.4%	1.1%	1.7%	1.2%	1.8%	1.4%	1.7%	1.5%	0.9%
- Tunisia	0.5%	0.4%	0.6%	0.8%	0.3%	0.5%	0.5%	0.5%	0.6%	0.4%	0.5%	0.5%	0.6%
- Morocco	1.3%	1.5%	1.7%	1.5%	1.4%	1.9%	1.9%	1.5%	1.3%	1.1%	1.5%	1.5%	1.5%
- Others	13.9%	14.6%	14.0%	15.5%	15.3%	15.6%	14.2%	12.8%	13.8%	13.8%	13.9%	15.1%	13.8%

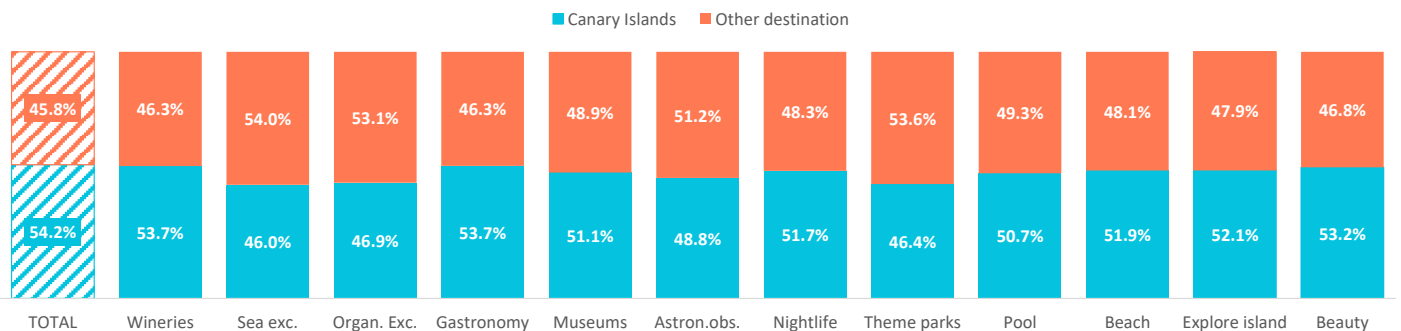
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
None (I was clear about "this Canary Island")	28.1%	28.2%	21.1%	20.3%	28.2%	25.1%	22.3%	26.5%	21.2%	24.7%	25.5%	26.0%	27.2%
Canary Islands (other island)	26.1%	25.5%	24.9%	26.6%	25.5%	26.0%	26.6%	25.2%	25.2%	26.0%	26.4%	26.2%	25.9%
Other destination	45.8%	46.3%	54.0%	53.1%	46.3%	48.9%	51.2%	48.3%	53.6%	49.3%	48.1%	47.9%	46.8%
- Balearic Islands	5.7%	5.3%	6.3%	6.4%	5.7%	5.6%	5.0%	6.2%	6.1%	6.6%	6.0%	5.6%	5.9%
- Rest of Spain	8.9%	9.0%	9.5%	9.4%	9.1%	9.2%	8.5%	10.1%	10.5%	9.3%	9.1%	9.2%	8.9%
- Italy	4.9%	5.3%	6.1%	6.1%	5.4%	6.7%	5.7%	5.0%	6.0%	5.0%	5.3%	5.7%	5.3%
- France	1.7%	1.8%	1.9%	1.8%	1.8%	2.5%	2.6%	1.9%	2.0%	1.7%	1.8%	1.9%	1.9%
- Turkey	3.2%	2.7%	4.1%	4.2%	2.9%	2.4%	3.9%	3.7%	4.1%	3.7%	3.4%	2.9%	3.7%
- Greece	7.8%	7.7%	10.0%	9.8%	7.6%	7.7%	8.8%	7.9%	9.7%	9.0%	8.3%	7.9%	8.1%
- Portugal	6.4%	6.7%	7.3%	7.0%	6.8%	7.0%	6.9%	6.8%	7.1%	6.7%	6.5%	6.7%	6.7%
- Croatia	2.3%	2.3%	3.2%	2.7%	2.3%	2.4%	2.7%	2.4%	2.6%	2.5%	2.5%	2.5%	2.2%
- Egypt	2.5%	2.5%	2.8%	3.0%	2.2%	2.4%	3.8%	2.4%	3.1%	2.6%	2.8%	2.8%	2.2%
- Others	2.3%	2.8%	2.7%	2.5%	2.5%	3.0%	3.3%	1.8%	2.4%	2.1%	2.3%	2.8%	1.9%

* Percentage of valid answers



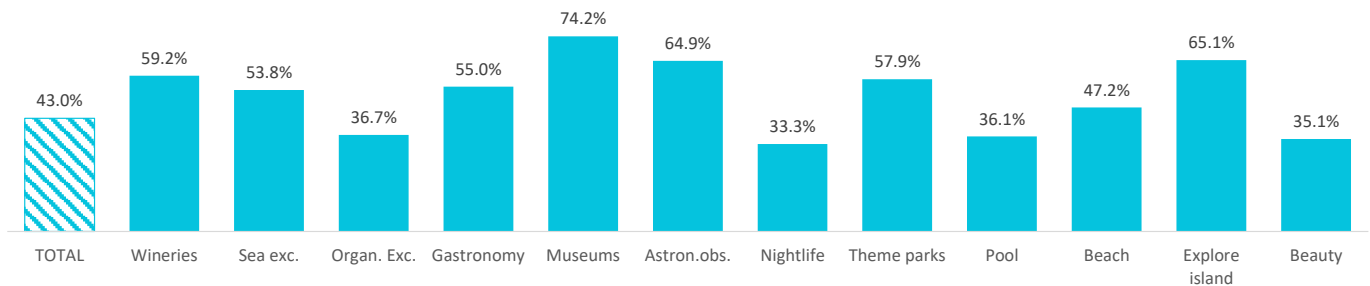
TRANSPORT (Data Q4 2025)

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

	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	heme parks	Pool	Beach	xplore island	Beauty
Rental vehicle	43.0%	59.2%	53.8%	36.7%	55.0%	74.2%	64.9%	33.3%	57.9%	36.1%	47.2%	65.1%	35.1%
Public transport	28.7%	31.8%	28.2%	34.6%	30.2%	27.6%	30.2%	34.1%	28.9%	27.0%	29.8%	29.1%	30.5%
Taxi / Private hire vehicle	31.6%	24.1%	28.1%	30.8%	28.1%	18.2%	24.6%	44.7%	31.3%	37.3%	29.3%	21.8%	44.1%
Organised excursions with transport included	11.4%	14.0%	24.1%	48.7%	11.6%	11.9%	17.6%	10.7%	15.2%	14.1%	12.0%	10.1%	16.1%
Bicycle	3.0%	4.8%	2.5%	4.0%	3.4%	3.7%	4.3%	4.3%	2.8%	3.3%	3.5%	3.4%	5.6%
On foot	15.7%	8.7%	9.1%	9.7%	10.8%	4.5%	7.8%	16.0%	7.4%	18.4%	14.5%	9.3%	15.9%

* Multi-choise question

RENTAL VEHICLE

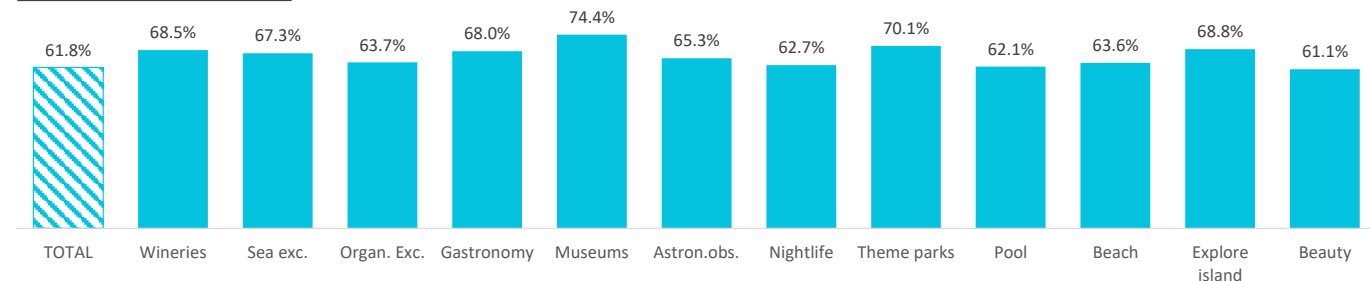


What factors influenced their choice of transport?

	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	heme parks	Pool	Beach	xplore island	Beauty
No other alternative	15.5%	12.9%	13.2%	14.1%	12.4%	11.4%	11.2%	12.7%	11.7%	13.5%	13.8%	12.0%	17.7%
Comfort and convenience	61.8%	68.5%	67.3%	63.7%	68.0%	74.4%	65.3%	62.7%	70.1%	62.1%	63.6%	68.8%	61.1%
Price	31.8%	34.4%	35.7%	32.7%	34.6%	38.1%	35.8%	40.8%	35.9%	32.3%	33.7%	34.8%	34.6%
Accessability	24.6%	30.3%	30.8%	27.9%	28.6%	29.4%	35.0%	27.1%	29.3%	25.2%	26.1%	28.4%	22.9%
Environmental impact	4.3%	4.0%	4.2%	5.6%	5.0%	5.8%	6.2%	4.1%	3.4%	4.0%	4.4%	4.6%	3.6%
Safety	11.4%	13.5%	13.1%	15.8%	12.1%	13.9%	15.9%	13.8%	14.6%	12.8%	12.1%	11.1%	14.9%
Available travel time	11.6%	14.8%	13.8%	13.6%	15.0%	17.2%	13.8%	12.9%	14.1%	11.5%	12.1%	13.5%	13.1%
Punctuality	6.8%	8.8%	8.4%	9.3%	8.1%	7.5%	8.5%	9.5%	7.3%	7.1%	7.0%	6.7%	7.3%
Flexible timetable	15.0%	22.9%	17.1%	14.2%	19.2%	23.6%	19.9%	16.0%	20.0%	15.4%	16.0%	19.5%	16.7%

* Multi-choise question

COMFORT AND CONVENIENCE



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

	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	heme parks	Pool	Beach	xplore island	Beauty
Yes	6.6%	7.6%	7.6%	7.1%	6.3%	7.7%	8.5%	7.7%	7.5%	6.2%	6.7%	7.1%	9.9%
- Infrequent service	2.0%	1.8%	2.3%	1.7%	1.7%	2.2%	3.5%	2.1%	1.9%	1.8%	2.0%	2.1%	3.0%
- Confusing or insufficient information	1.8%	2.2%	2.0%	2.4%	1.8%	2.6%	2.6%	2.0%	2.0%	1.6%	1.8%	2.1%	2.4%
- Accessibility barriers	0.3%	0.2%	0.4%	0.2%	0.2%	0.3%	0.4%	0.2%	0.4%	0.3%	0.3%	0.2%	0.2%
- Delays or cancellations	1.9%	2.6%	3.0%	2.6%	1.7%	2.1%	2.1%	2.9%	1.3%	1.7%	2.1%	2.0%	2.7%
- High fares	0.7%	1.0%	1.1%	0.7%	0.9%	2.2%	0.5%	1.5%	0.8%	0.7%	0.7%	1.0%	1.3%
- Difficulties with booking systems	0.5%	0.5%	0.8%	0.5%	0.6%	0.4%	0.2%	0.4%	0.5%	0.6%	0.5%	0.5%	0.7%
- Poor connections	0.8%	0.5%	0.5%	0.7%	0.8%	1.4%	0.5%	1.2%	0.6%	0.6%	0.9%	0.9%	2.0%
- Others	1.4%	1.5%	0.7%	1.4%	1.6%	1.0%	1.6%	1.6%	2.3%	1.3%	1.5%	1.6%	1.7%
No	93.4%	92.4%	92.4%	92.9%	93.7%	92.3%	91.5%	92.3%	92.5%	93.8%	93.3%	92.9%	90.1%

* 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.

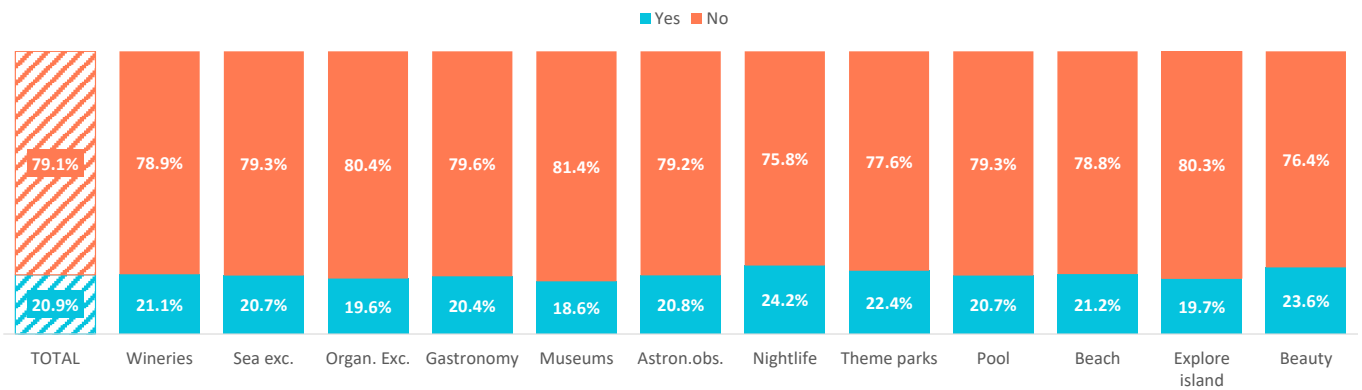
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	'heme parks	Pool	Beach xplore island	Beauty	
Yes	48.2%	49.8%	48.8%	49.7%	49.8%	51.3%	48.5%	48.3%	48.7%	49.7%	48.8%	50.8%	47.4%
No	31.8%	30.3%	29.1%	29.4%	30.9%	27.6%	29.1%	31.9%	31.2%	30.9%	30.6%	29.1%	31.5%
Not remember	20.0%	19.9%	22.1%	21.0%	19.2%	21.1%	22.4%	19.8%	20.1%	19.5%	20.6%	20.1%	21.1%

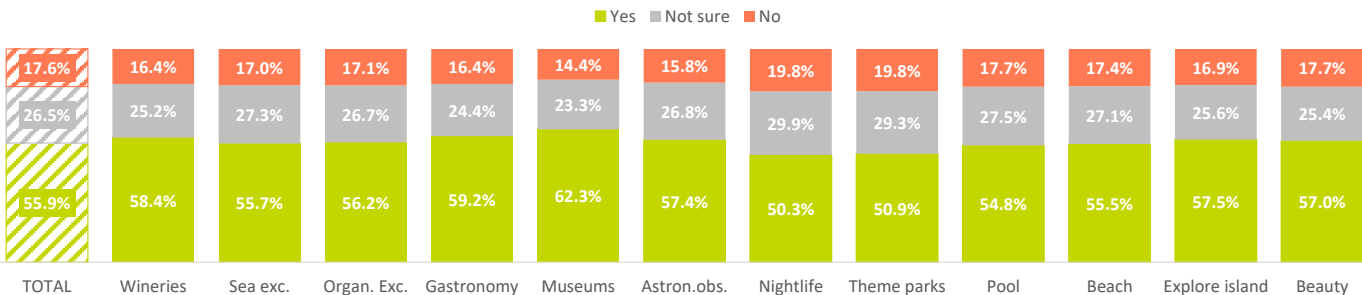
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	'heme parks	Pool	Beach xplore island	Beauty	
Yes	20.9%	21.1%	20.7%	19.6%	20.4%	18.6%	20.8%	24.2%	22.4%	20.7%	21.2%	19.7%	23.6%
No	79.1%	78.9%	79.3%	80.4%	79.6%	81.4%	79.2%	75.8%	77.6%	79.3%	78.8%	80.3%	76.4%



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

	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	'heme parks	Pool	Beach xplore island	Beauty	
Yes	55.9%	58.4%	55.7%	56.2%	59.2%	62.3%	57.4%	50.3%	50.9%	54.8%	55.5%	57.5%	57.0%
- For any purpose	13.0%	13.9%	12.9%	12.5%	14.1%	15.9%	13.4%	11.7%	13.3%	13.1%	13.0%	13.8%	12.6%
- Improve living conditions	9.4%	9.3%	8.7%	9.4%	9.5%	8.9%	9.8%	9.0%	8.1%	9.2%	8.9%	9.1%	10.8%
- Improve economic development	4.5%	4.4%	4.1%	4.2%	5.1%	3.9%	3.8%	4.6%	4.0%	4.7%	4.3%	4.2%	4.9%
- Improve the environment	17.6%	20.8%	18.8%	19.2%	19.9%	22.5%	20.0%	13.7%	15.8%	15.6%	18.2%	20.1%	15.7%
- Improve the tourist environment	5.1%	4.6%	5.2%	5.3%	4.7%	4.3%	3.9%	5.6%	4.6%	5.4%	4.8%	4.7%	5.2%
- Other purposes	6.3%	5.3%	6.0%	5.6%	5.9%	6.7%	6.5%	5.7%	5.2%	6.7%	6.1%	5.7%	7.7%
Not sure	26.5%	25.2%	27.3%	26.7%	24.4%	23.3%	26.8%	29.9%	29.3%	27.5%	27.1%	25.6%	25.4%
No	17.6%	16.4%	17.0%	17.1%	16.4%	14.4%	15.8%	19.8%	19.8%	17.7%	17.4%	16.9%	17.7%

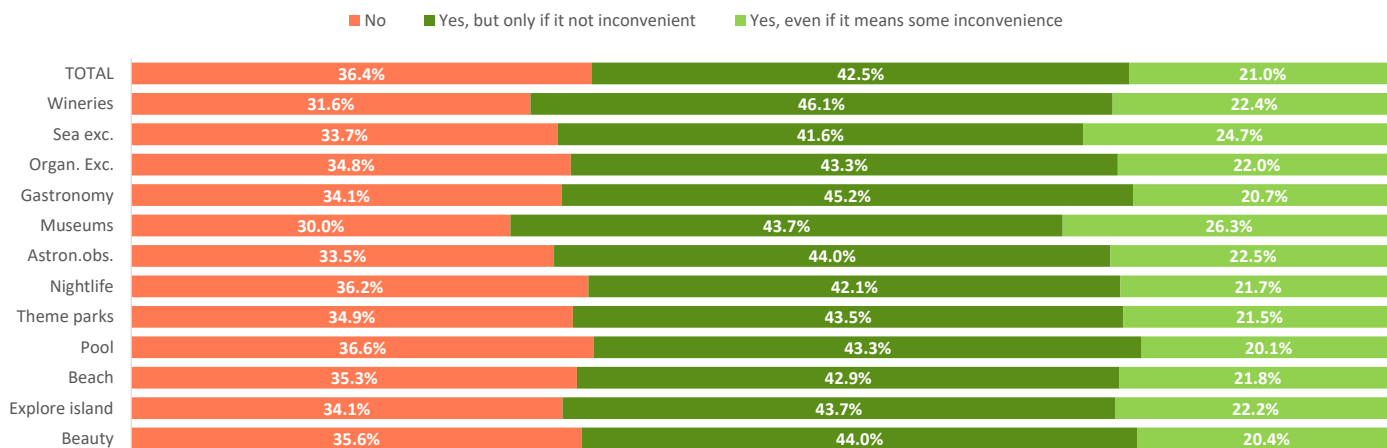


How much would they be willing to pay?

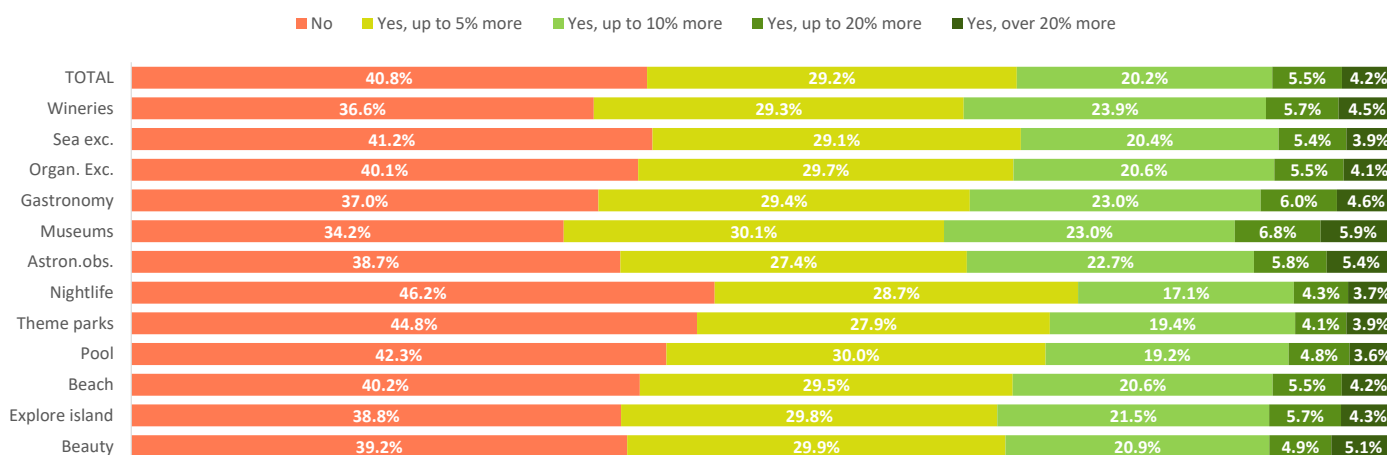
	TOTAL	Wineries	Sea exc.	Jrgan. Exc.	stonomy	Museums	Astron.obs.	Nightlife	'heme parks	Pool	Beach xplore island	Beauty	
Up to 1 euro	38.1%	39.4%	40.8%	39.2%	36.8%	37.0%	39.9%	38.1%	39.1%	37.9%	38.8%	38.4%	39.3%
Up to 2 euros	32.1%	31.6%	32.3%	33.5%	31.9%	32.4%	28.9%	30.4%	32.7%	32.4%	32.0%	32.5%	29.9%
Up to 3 euros	19.2%	18.1%	17.9%	17.9%	20.2%	19.4%	18.3%	19.5%	18.3%	19.4%	19.0%	19.2%	19.5%
More than 3 euros	10.6%	10.9%	9.0%	9.4%	11.1%	11.1%	12.8%	12.0%	9.9%	10.3%	10.2%	9.9%	11.3%

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	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Quality of life on the island	8.03	8.17	8.04	8.01	8.15	8.13	8.05	8.17	8.09	8.00	8.05	8.09	8.18
Tolerance towards tourism	8.55	8.56	8.55	8.61	8.59	8.60	8.51	8.52	8.55	8.58	8.56	8.57	8.58
Cleanliness of the island	8.25	8.31	8.16	8.29	8.25	8.30	8.20	8.23	8.24	8.33	8.23	8.23	8.35
Air quality	8.46	8.50	8.37	8.47	8.49	8.56	8.50	8.34	8.40	8.46	8.47	8.48	8.45
Rational water consumption	7.58	7.60	7.48	7.57	7.55	7.57	7.53	7.61	7.59	7.66	7.56	7.54	7.59
Energy saving	7.06	7.08	6.99	7.04	7.02	7.06	6.89	7.06	7.06	7.14	7.04	7.02	7.08
Use of renewable energy	7.03	7.14	7.00	7.04	7.05	7.12	6.94	7.02	7.01	7.08	7.02	7.04	7.18
Recycling	7.07	7.08	7.00	7.13	6.96	6.91	7.00	7.10	7.07	7.20	7.00	6.94	7.17
Easy to get around by public transport	7.49	7.38	7.56	7.69	7.40	7.32	7.30	7.69	7.57	7.60	7.49	7.44	7.56
Overcrowding in tourist areas	6.58	6.62	6.60	6.70	6.51	6.56	6.43	6.73	6.72	6.69	6.58	6.55	6.65
Supply of local products	7.20	7.47	7.20	7.31	7.42	7.41	7.18	7.29	7.29	7.19	7.22	7.28	7.30

* 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.