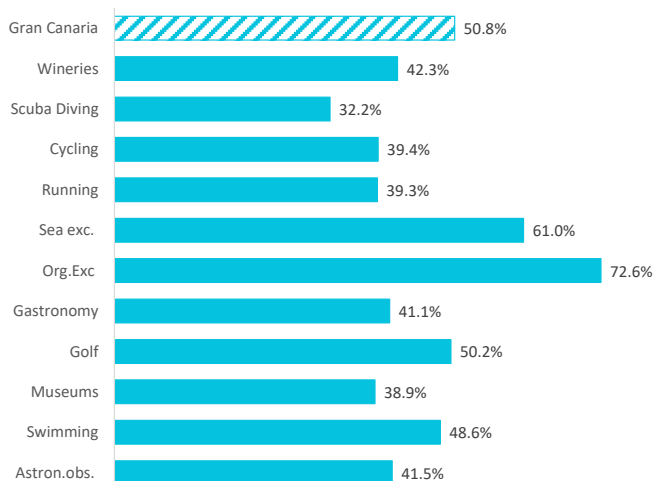


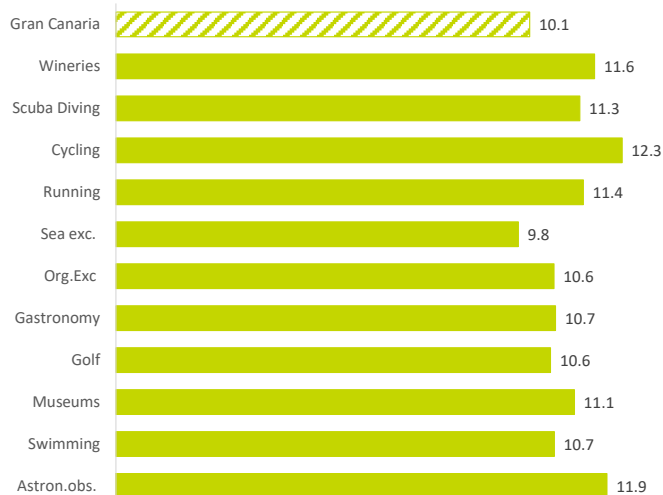
TOURIST EXPENDITURE

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Tourist arrivals ≥ 16 years old (EGT)	4,192,419	471,336	79,434	86,386	273,261	406,325	517,950	1,062,663	93,509	470,819	301,952	137,384
% Tourists	100.0%	11.2%	1.9%	2.1%	6.5%	9.7%	12.4%	25.3%	2.2%	11.2%	7.2%	3.3%
% tourists who book holiday package	50.8%	42.3%	32.2%	39.4%	39.3%	61.0%	72.6%	41.1%	50.2%	38.9%	48.6%	41.5%
Expenditure per tourist (€)	1,498	1,497	1,483	1,622	1,570	1,656	1,699	1,444	1,809	1,478	1,661	1,530
- book holiday package	1,739	1,702	1,664	1,621	1,745	1,787	1,808	1,761	2,142	1,681	1,861	1,794
- holiday package	1,447	1,369	1,377	1,307	1,442	1,449	1,494	1,384	1,735	1,341	1,465	1,416
- others	292	332	287	313	303	339	315	377	407	341	396	378
- do not book holiday package	1,249	1,347	1,397	1,622	1,458	1,449	1,408	1,224	1,473	1,349	1,473	1,343
- flight	333	358	378	348	396	375	335	315	404	352	396	291
- accommodation	429	427	385	661	515	499	493	414	367	452	490	476
- others	488	561	635	614	546	576	579	494	703	545	586	575
Average lenght of stay	10.1	11.6	11.3	12.3	11.4	9.8	10.6	10.7	10.6	11.1	10.7	11.9
- Median	7.5	7.7	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	175.35	154.86	158.76	171.53	175.81	192.44	194.84	162.63	198.37	162.82	188.40	161.78
- Median	161.75	146.89	142.86	155.48	158.86	170.00	172.22	153.00	183.14	155.34	165.48	142.38
Average daily expenditure without flight (€)	127.61	113.29	115.95	129.67	126.13	142.00	144.28	120.70	145.19	121.17	139.07	121.39
- Median	119.77	98.62	88.75	112.29	100.64	111.46	119.52	107.02	109.52	102.88	111.11	93.75
Average cost of the flight (€)	403.35	397.92	388.21	371.72	433.20	434.24	440.46	364.36	483.59	380.70	439.56	360.06
Total turnover (≥ 16 years old) (€m)	6,281	705	118	140	429	673	880	1,535	169	696	502	210
% Turnover	100.0%	11.2%	1.9%	2.2%	6.8%	10.7%	14.0%	24.4%	2.7%	11.1%	8.0%	3.3%
Turnover without flight (≥ 16 years old) (€m)	4,590	518	87	108	311	496	652	1,148	124	517	369	161

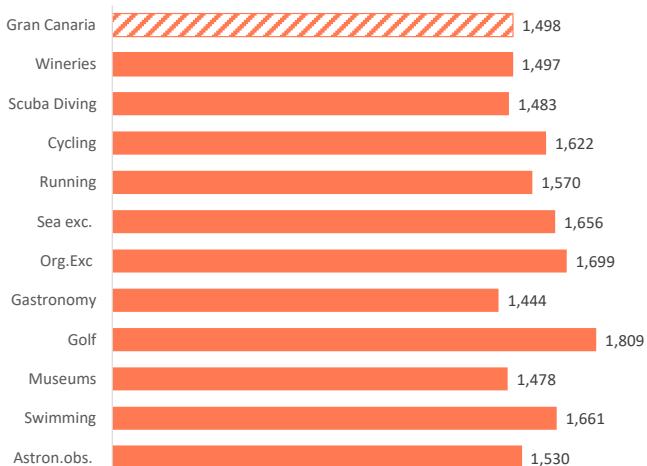
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



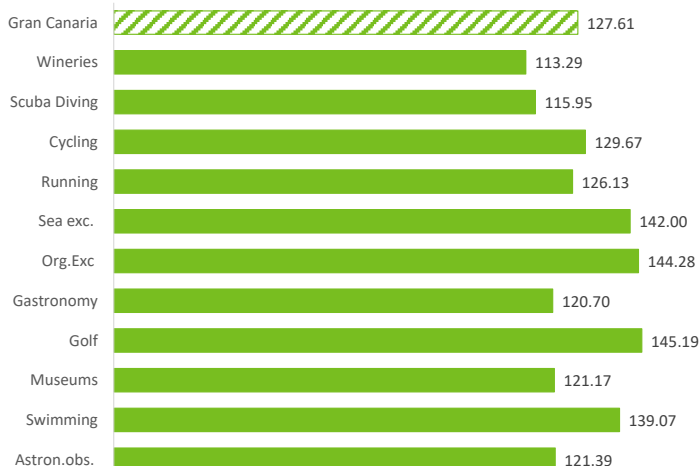
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Wineries = Wineries/markets, Scuba Diving, Cycling, Running, Sea exc. = Sea excursions, Org.Exc = Organized excursions, Gastronomy = Taste Canarian Gastronomy, Golf, Museums, Swimming, Astron.obs. = Astronomical observation



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

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Accommodation:												
- Accommodation	83.8%	80.0%	74.3%	83.8%	80.2%	90.0%	93.7%	81.4%	76.6%	84.8%	84.8%	82.1%
- Additional accommodation expenses	6.4%	7.3%	9.7%	8.5%	9.6%	5.7%	6.8%	7.7%	9.3%	8.8%	8.8%	8.4%
Transport:												
- National/International Transport	95.4%	97.0%	91.9%	93.6%	95.1%	97.0%	97.3%	96.0%	94.2%	96.3%	95.9%	94.0%
- Flights between islands	3.7%	5.2%	7.4%	7.8%	6.5%	6.4%	4.3%	4.3%	4.5%	5.4%	6.4%	5.5%
- Taxi	54.2%	49.2%	39.4%	46.6%	44.8%	61.6%	71.8%	47.7%	47.8%	41.7%	55.4%	47.3%
- Car rental	25.3%	34.6%	40.3%	30.4%	33.7%	27.1%	17.7%	34.8%	24.9%	42.2%	28.9%	38.1%
- Public transport	18.4%	23.5%	19.6%	25.2%	19.1%	17.5%	18.9%	22.1%	11.1%	25.7%	16.7%	21.4%
Food and drink:												
- Food purchases at supermarkets	58.3%	66.4%	66.3%	65.3%	68.4%	58.3%	51.0%	67.6%	56.0%	66.1%	61.8%	72.3%
- Restaurants	66.1%	74.9%	66.7%	65.1%	70.7%	63.2%	55.8%	77.5%	70.0%	76.2%	70.3%	74.1%
Leisure:												
- Organized excursions	18.4%	24.9%	37.8%	21.5%	19.7%	55.5%	63.7%	21.6%	22.1%	26.0%	26.5%	21.7%
- Sport activities	5.3%	8.6%	20.7%	31.4%	9.5%	9.0%	6.8%	6.8%	25.4%	6.4%	9.6%	6.6%
- Cultural activities	2.8%	6.3%	6.2%	7.6%	5.2%	4.2%	3.4%	4.7%	3.3%	7.7%	6.9%	7.0%
- Museums	4.7%	10.3%	7.8%	6.4%	3.5%	5.5%	5.0%	8.0%	5.3%	30.3%	5.6%	10.3%
- Theme Parks	4.9%	7.9%	9.6%	7.4%	6.8%	8.4%	6.9%	6.1%	5.9%	10.4%	8.1%	10.3%
- Discos and pubs	9.6%	13.7%	6.4%	12.7%	9.8%	8.1%	8.0%	12.3%	10.4%	8.2%	10.9%	9.5%
- Wellness	3.4%	5.7%	5.6%	9.5%	5.5%	4.6%	5.4%	4.5%	8.9%	4.2%	4.3%	3.9%
Purchases of goods:												
- Souvenirs	41.1%	52.2%	42.2%	42.5%	42.2%	49.1%	48.1%	48.7%	36.6%	50.8%	44.3%	50.2%
- Other purchases	0.8%	1.7%	0.4%	1.0%	0.9%	0.8%	1.1%	0.9%	0.2%	1.3%	0.7%	0.7%
Others:												
- Medical expenses	6.2%	8.9%	7.9%	12.0%	9.3%	8.7%	7.3%	9.0%	7.8%	8.8%	8.8%	14.0%
- Other expenses	4.1%	5.6%	4.7%	4.9%	6.4%	4.3%	5.3%	5.1%	6.6%	4.8%	4.5%	5.5%

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

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	998	966	958	1,202	1,053	1,021	1,017	917	1,098	926	1,041	892
- Additional accommodation expenses	782	740	692	861	819	800	836	724	955	696	807	754
- Additional accommodation expenses	216	226	267	341	234	220	181	193	144	230	234	137
Transport:												
- National/International Transport	795	796	931	819	814	839	873	755	1,065	810	913	877
- Flights between islands	423	410	423	397	455	448	453	380	513	395	459	383
- Taxi	102	120	151	172	106	108	136	107	207	134	164	156
- Car rental	111	101	140	88	89	130	129	108	125	111	107	144
- Car rental	129	139	168	131	138	126	122	132	195	142	138	166
- Public transport	31	27	50	32	25	27	32	28	25	27	45	28
Food and drink:												
- Food purchases at supermarkets	351	347	409	364	341	342	322	348	450	332	397	360
- Food purchases at supermarkets	136	137	199	156	144	123	118	131	190	131	139	150
- Restaurants	215	210	209	209	197	219	205	217	260	201	258	210
Leisure:												
- Organized excursions	553	532	580	581	534	553	563	516	690	475	571	493
- Organized excursions	103	97	95	131	95	111	115	102	134	85	108	121
- Sport activities	100	84	105	118	90	87	94	71	177	81	107	112
- Cultural activities	65	73	43	70	73	64	80	64	77	69	74	29
- Museums	32	33	22	34	30	32	26	33	22	31	39	19
- Theme Parks	67	67	51	46	76	67	60	71	48	65	68	57
- Discos and pubs	109	100	149	105	96	110	126	96	147	88	109	99
- Wellness	77	79	116	76	75	82	62	78	85	56	67	57
Purchases of goods:												
- Souvenirs	330	195	241	635	538	347	293	254	238	363	153	1,416
- Souvenirs	115	94	90	104	105	106	102	98	125	104	121	106
- Other purchases	215	101	151	530	433	241	191	155	112	259	32	1,309
Others:												
- Medical expenses	175	231	241	138	274	95	163	119	230	218	143	117
- Medical expenses	63	115	32	35	170	52	66	41	201	62	81	39
- Other expenses	112	115	209	103	104	43	98	78	29	156	63	78

TOURIST PROFILE

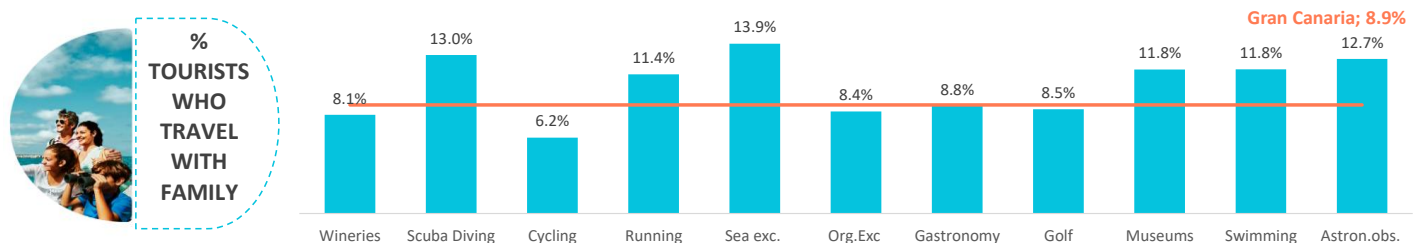
Who are they?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Gender												
Percentage of men	51.1%	46.8%	59.0%	63.1%	56.3%	44.4%	46.5%	50.9%	53.5%	50.6%	52.9%	53.4%
Percentage of women	48.9%	53.2%	41.0%	36.9%	43.7%	55.6%	53.5%	49.1%	46.5%	49.4%	47.1%	46.6%
Age												
Average age	47.66	44.70	34.70	44.47	41.34	42.51	46.86	44.74	45.71	44.77	42.38	40.41
Standard deviation	17.4	17.7	11.6	15.3	15.8	16.1	17.6	16.7	18.8	16.5	16.5	15.7
Age range												
16-24 years old	10.2%	15.5%	23.3%	10.3%	16.9%	14.9%	12.5%	11.8%	19.1%	11.1%	17.1%	16.2%
25-30 years old	10.2%	11.7%	21.9%	13.4%	13.0%	13.3%	12.1%	12.8%	9.2%	11.9%	9.7%	18.4%
31-45 years old	28.8%	27.6%	37.5%	29.9%	35.7%	35.0%	26.5%	32.5%	26.8%	34.5%	36.5%	30.3%
46-60 years old	21.8%	21.1%	16.0%	27.4%	19.2%	20.4%	20.4%	20.9%	16.9%	19.8%	17.3%	20.8%
Over 60 years old	28.9%	24.2%	1.2%	19.0%	15.2%	16.4%	28.5%	22.1%	28.0%	22.6%	19.3%	14.4%
Occupation												
Salaried worker	53.3%	54.9%	60.6%	55.3%	58.7%	60.3%	53.8%	58.1%	47.3%	51.1%	56.5%	53.5%
Self-employed	9.9%	9.6%	11.6%	14.2%	10.2%	11.2%	9.6%	9.1%	10.7%	12.4%	12.2%	12.3%
Unemployed	1.3%	1.2%	4.4%	2.6%	1.3%	1.3%	1.1%	1.3%	1.7%	1.4%	1.4%	3.3%
Business owner	8.4%	7.2%	13.3%	10.8%	9.6%	8.2%	8.6%	7.8%	14.0%	10.5%	8.4%	10.4%
Student	4.2%	6.4%	7.5%	3.4%	7.6%	4.7%	4.5%	5.5%	2.7%	6.0%	6.7%	9.6%
Retired	21.3%	18.9%	2.0%	13.5%	10.8%	12.1%	20.6%	16.8%	22.3%	16.9%	13.4%	9.7%
Unpaid domestic work	0.5%	0.3%	0.7%	0.0%	0.6%	0.8%	0.3%	0.4%	1.2%	0.7%	0.3%	0.4%
Others	1.1%	1.4%	0.0%	0.2%	1.1%	1.4%	1.5%	1.0%	0.0%	1.0%	1.2%	1.0%
Annual household income level												
Less than €25,000	12.4%	13.5%	23.1%	12.4%	14.8%	14.0%	13.0%	13.2%	13.0%	14.9%	12.3%	15.2%
€25,000 - €49,999	32.3%	36.8%	30.2%	25.8%	25.2%	34.9%	35.8%	33.9%	21.0%	34.6%	29.9%	30.5%
€50,000 - €74,999	25.4%	25.3%	19.0%	25.2%	22.6%	25.8%	25.4%	25.4%	21.3%	26.7%	25.6%	26.4%
More than €74,999	29.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Education level												
No studies	2.7%	2.4%	1.6%	1.7%	1.8%	3.7%	2.6%	1.9%	6.0%	2.2%	5.6%	2.5%
Primary education	3.2%	3.0%	2.2%	3.8%	1.4%	3.9%	3.0%	2.8%	4.6%	2.3%	2.6%	2.8%
Secondary education	23.1%	22.8%	24.1%	16.8%	23.9%	23.3%	27.3%	20.9%	21.6%	14.6%	21.3%	21.0%
Higher education	71.1%	71.7%	72.1%	77.7%	72.9%	69.1%	67.0%	74.4%	67.8%	80.9%	70.5%	73.7%

Who do they come with?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Who do they come with?												
Unaccompanied	14.9%	14.1%	17.0%	23.2%	16.3%	7.9%	8.4%	14.1%	10.5%	12.2%	11.4%	15.1%
Only with partner	45.3%	43.7%	32.8%	31.8%	36.4%	41.9%	50.1%	46.2%	45.4%	45.1%	40.1%	39.8%
Only with children (< 13 years old)	3.9%	2.8%	7.6%	3.2%	4.6%	5.8%	3.7%	3.3%	5.7%	4.6%	5.3%	5.9%
Partner + children (< 13 years old)	5.0%	5.3%	5.3%	3.0%	6.8%	8.1%	4.6%	5.5%	2.8%	7.2%	6.5%	6.7%
Other relatives	8.7%	8.9%	10.2%	10.6%	11.3%	11.4%	10.5%	7.7%	11.0%	10.3%	9.8%	6.2%
Friends	8.5%	8.7%	10.3%	11.1%	7.9%	8.5%	7.7%	9.3%	9.3%	7.6%	8.6%	9.9%
Work colleagues	0.9%	0.2%	0.0%	1.6%	1.2%	0.1%	0.6%	0.9%	0.3%	0.2%	0.4%	0.1%
Organized trip	0.3%	0.2%	1.5%	0.0%	0.4%	0.2%	0.7%	0.1%	0.0%	0.4%	0.4%	0.6%
Other combinations ⁽²⁾	12.6%	16.2%	15.2%	15.5%	15.2%	16.2%	13.6%	13.0%	15.0%	12.3%	17.4%	15.5%
<i>(2) Different situations have been isolated</i>												
Tourists with children												
- Between 0 and 2 years old	1.3%	0.8%	1.2%	2.0%	1.9%	1.2%	1.0%	1.2%	0.7%	1.8%	1.4%	1.3%
- Between 3 and 12 years old	11.5%	10.1%	15.8%	10.5%	15.4%	19.2%	11.9%	10.6%	13.1%	13.6%	16.1%	14.9%
- Between 0-2 and 3-12 years old	1.0%	0.8%	1.6%	0.0%	1.5%	0.9%	0.4%	0.8%	0.3%	0.7%	1.5%	1.5%
Tourists without children	86.2%	88.2%	81.4%	87.5%	81.2%	78.7%	86.7%	87.4%	85.8%	83.9%	81.0%	82.3%
Group composition:												
- 1 person	17.8%	16.3%	19.6%	24.5%	19.1%	10.1%	10.8%	16.8%	14.0%	15.8%	15.9%	15.9%
- 2 people	53.9%	53.2%	41.0%	41.6%	44.1%	51.0%	60.5%	55.2%	52.6%	55.1%	49.0%	50.7%
- 3 people	10.8%	12.4%	16.8%	16.1%	12.9%	13.9%	11.4%	11.4%	7.8%	12.3%	9.0%	15.8%
- 4 or 5 people	13.7%	14.4%	17.3%	11.6%	18.1%	18.8%	13.5%	13.1%	20.8%	14.1%	19.1%	13.0%
- 6 or more people	3.8%	3.7%	5.2%	6.1%	5.9%	6.1%	3.8%	3.4%	4.9%	2.8%	7.1%	4.6%
Average group size:	2.44	2.47	2.62	2.56	2.65	2.79	2.50	2.41	2.67	2.41	2.70	2.53

*People who share the main expenses of the trip





TRIP MOTIVATION AND DESTINATION CHOICE

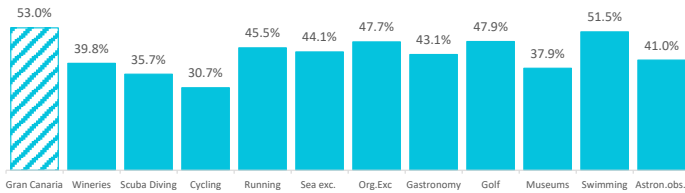
What is the main reason for visiting the Canary Islands?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Holidays	87.7%	84.8%	86.4%	84.7%	84.7%	95.2%	94.8%	84.6%	90.8%	86.9%	90.9%	87.9%
Family reasons	7.9%	12.6%	9.5%	7.2%	9.9%	3.4%	2.7%	11.9%	7.0%	9.2%	6.9%	7.0%
Business	2.7%	1.0%	0.9%	1.2%	2.3%	0.3%	0.9%	1.8%	0.5%	1.3%	0.2%	1.7%
Education and training	0.3%	0.9%	0.0%	1.1%	1.2%	0.5%	0.7%	0.6%	0.0%	1.0%	0.7%	2.6%
Sports training	0.5%	0.1%	1.3%	3.8%	0.8%	0.2%	0.3%	0.3%	1.7%	0.3%	0.7%	0.4%
Health	0.2%	0.0%	0.0%	1.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Conventions and Exhibitions	0.3%	0.3%	1.8%	0.5%	0.6%	0.2%	0.3%	0.4%	0.0%	0.5%	0.2%	0.3%
Others	0.4%	0.2%	0.0%	0.4%	0.4%	0.1%	0.3%	0.3%	0.0%	0.3%	0.3%	0.1%

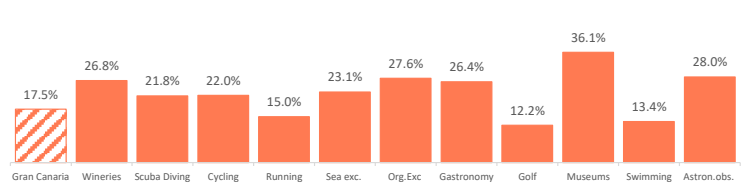
What is the main motivation for their holidays?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Rest	53.0%	39.8%	35.7%	30.7%	45.5%	44.1%	47.7%	43.1%	47.9%	37.9%	51.5%	41.0%
Enjoy family time	15.8%	18.8%	21.9%	15.0%	22.3%	17.7%	10.7%	16.2%	19.4%	15.3%	15.6%	16.7%
Have fun	10.0%	11.2%	12.5%	12.1%	11.9%	12.6%	11.4%	10.7%	11.0%	7.2%	14.8%	9.6%
Explore the destination	17.5%	26.8%	21.8%	22.0%	15.0%	23.1%	27.6%	26.4%	12.2%	36.1%	13.4%	28.0%
Practice their hobbies	1.9%	2.0%	5.2%	17.3%	3.7%	0.9%	1.1%	1.7%	7.5%	2.0%	3.2%	2.7%
Other reasons	1.8%	1.4%	2.9%	3.0%	1.5%	1.6%	1.6%	1.9%	2.1%	1.5%	1.4%	2.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Climate	77.1%	73.4%	72.4%	75.1%	76.9%	74.6%	75.1%	74.2%	76.8%	72.2%	75.0%	78.1%
Safety	54.3%	51.0%	56.8%	52.0%	51.2%	59.2%	56.5%	53.3%	54.8%	52.3%	55.3%	55.2%
Tranquility	48.1%	45.4%	50.0%	43.1%	50.2%	50.7%	48.9%	48.4%	47.5%	46.0%	47.6%	47.5%
Sea	48.0%	50.1%	63.7%	48.1%	45.3%	54.4%	48.3%	50.8%	43.5%	50.9%	52.5%	57.2%
Beaches	43.4%	44.3%	59.3%	35.2%	42.5%	47.6%	43.8%	45.1%	33.1%	42.6%	50.3%	45.4%
Accommodation supply	41.3%	34.7%	33.2%	27.4%	39.3%	43.7%	45.4%	36.3%	40.1%	34.0%	45.6%	33.1%
European belonging	39.2%	37.9%	37.8%	36.8%	37.2%	38.6%	39.3%	39.2%	37.6%	40.4%	34.7%	42.8%
Effortless trip	36.7%	34.4%	34.6%	33.1%	32.2%	37.5%	38.4%	38.6%	37.2%	34.0%	32.3%	31.2%
Price	35.8%	34.8%	44.5%	29.7%	30.5%	39.3%	36.5%	34.6%	38.6%	32.7%	36.8%	29.3%
Landscapes	34.5%	42.1%	45.3%	39.4%	35.6%	38.9%	37.9%	41.5%	27.9%	47.9%	35.3%	50.4%
Environment	32.0%	36.6%	35.8%	28.9%	30.0%	34.7%	33.4%	33.6%	32.2%	36.3%	33.6%	34.6%
Gastronomy	26.9%	29.6%	29.4%	23.2%	23.6%	25.3%	24.7%	35.4%	29.0%	27.9%	26.3%	33.4%
Fun possibilities	25.2%	25.1%	32.6%	25.7%	27.3%	32.3%	29.1%	25.0%	33.0%	23.8%	34.1%	29.2%
Authenticity	23.0%	27.4%	25.9%	19.2%	23.4%	25.2%	22.4%	27.0%	25.2%	30.7%	23.8%	31.9%
Exoticism	13.8%	17.0%	23.4%	14.3%	13.6%	17.0%	15.1%	15.0%	12.7%	17.1%	16.5%	18.5%
Shopping	11.7%	12.5%	21.0%	10.3%	9.8%	13.5%	11.2%	12.6%	14.6%	11.3%	13.4%	18.2%
Hiking trail network	11.5%	14.3%	17.9%	17.0%	20.4%	10.3%	9.8%	11.5%	9.3%	14.5%	13.0%	17.9%
Nightlife	11.1%	10.2%	14.2%	9.7%	8.5%	12.2%	8.8%	10.3%	13.1%	7.3%	11.0%	12.4%
Culture	10.6%	13.1%	15.5%	11.7%	13.2%	11.3%	11.7%	13.3%	11.2%	19.7%	13.6%	13.0%
Historical heritage	9.5%	12.9%	15.2%	10.1%	11.5%	10.5%	10.4%	11.8%	11.3%	19.4%	10.7%	9.3%

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

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

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Previous visits to the Canary Islands	48.8%	48.9%	32.2%	51.2%	51.4%	40.4%	39.1%	49.7%	52.2%	41.0%	46.7%	45.6%
Friends or relatives	27.9%	35.3%	43.0%	40.1%	29.5%	28.6%	24.8%	35.7%	29.5%	34.4%	29.6%	34.6%
Internet or social media	46.7%	53.4%	55.9%	57.0%	49.0%	57.2%	51.7%	52.2%	38.2%	59.3%	55.7%	55.3%
Mass Media	1.6%	2.1%	4.4%	1.5%	1.3%	3.0%	2.0%	2.1%	3.8%	2.2%	2.2%	3.5%
Travel guides and magazines	5.2%	8.5%	9.4%	6.4%	3.9%	9.1%	7.7%	7.3%	6.4%	11.3%	7.6%	9.2%
Travel Blogs or Forums	4.6%	6.9%	11.9%	10.4%	7.4%	6.8%	5.0%	7.3%	5.3%	8.9%	7.3%	7.1%
Travel TV Channels	0.8%	1.2%	1.8%	2.8%	0.8%	1.2%	1.4%	0.9%	1.6%	1.8%	1.0%	1.4%
Tour Operator or Travel Agency	18.4%	15.7%	11.1%	13.4%	14.4%	21.9%	34.2%	16.8%	21.9%	15.6%	13.9%	16.1%
Public administrations or similar	0.6%	0.8%	0.0%	0.0%	0.5%	0.5%	1.0%	0.8%	0.0%	0.9%	0.7%	1.9%
Others	3.9%	3.8%	8.4%	2.1%	4.1%	4.0%	2.4%	3.6%	6.6%	3.3%	4.0%	4.7%

* Multi-choice question

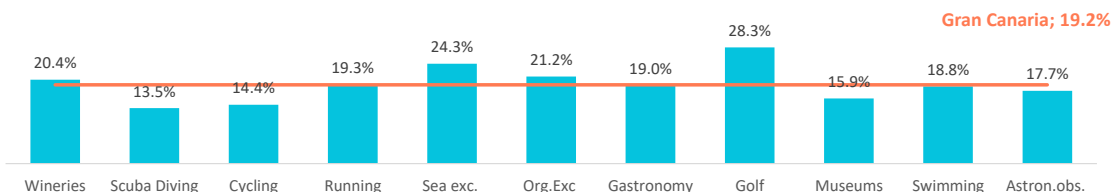


TRIP BOOKING

How far in advance do they book their trip?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
The same day	1.3%	1.3%	1.7%	2.6%	1.1%	0.9%	0.7%	1.1%	3.4%	1.1%	1.6%	0.7%
Between 1 and 30 days	25.7%	24.4%	30.6%	27.7%	27.3%	23.7%	20.4%	24.8%	18.8%	27.2%	26.8%	27.8%
Between 1 and 2 months	22.4%	20.2%	19.9%	23.0%	19.5%	17.1%	19.2%	21.7%	18.9%	22.3%	20.3%	24.2%
Between 3 and 6 months	31.4%	33.7%	34.3%	32.3%	32.7%	33.9%	38.4%	33.3%	30.5%	33.6%	32.5%	29.6%
More than 6 months	19.2%	20.4%	13.5%	14.4%	19.3%	24.3%	21.2%	19.0%	28.3%	15.9%	18.8%	17.7%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



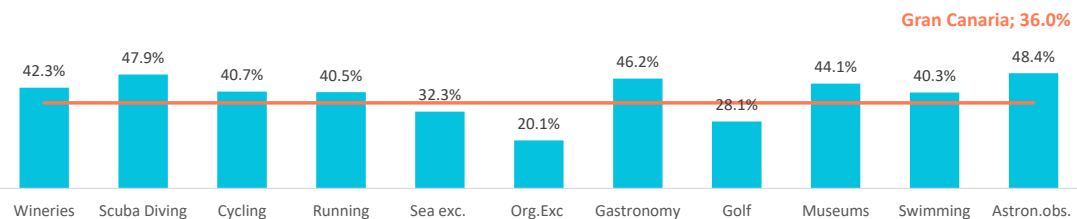
With whom did they book their flight and accommodation?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Flight												
- Directly with the airline	48.0%	56.5%	60.1%	57.8%	60.0%	38.8%	28.7%	56.0%	46.0%	57.0%	51.4%	52.7%
- Tour Operator or Travel Agency	52.0%	43.5%	39.9%	42.2%	40.0%	61.2%	71.3%	44.0%	54.0%	43.0%	48.6%	47.3%
Accommodation												
- Directly with the accommodation	35.5%	40.6%	46.9%	44.6%	44.8%	28.9%	21.0%	40.7%	32.5%	41.0%	36.8%	34.7%
- Tour Operator or Travel Agency	64.5%	59.4%	53.1%	55.4%	55.2%	71.1%	79.0%	59.3%	67.5%	59.0%	63.2%	65.3%

What do they book?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Room only	36.0%	42.3%	47.9%	40.7%	40.5%	32.3%	20.1%	46.2%	28.1%	44.1%	40.3%	48.4%
Bed and Breakfast	16.0%	18.4%	14.6%	12.2%	17.3%	14.6%	13.9%	19.5%	17.0%	21.4%	15.2%	16.1%
Half board	16.9%	14.1%	8.5%	18.7%	15.4%	15.7%	21.4%	15.0%	21.7%	14.9%	13.5%	15.5%
Full board	2.8%	2.3%	4.4%	3.5%	2.9%	2.6%	4.6%	1.6%	2.2%	3.0%	3.0%	3.2%
All inclusive	28.4%	22.9%	24.6%	24.9%	24.0%	34.8%	39.9%	17.7%	30.9%	16.6%	28.1%	16.7%

% TOURISTS WHO BOOK ROOM ONLY

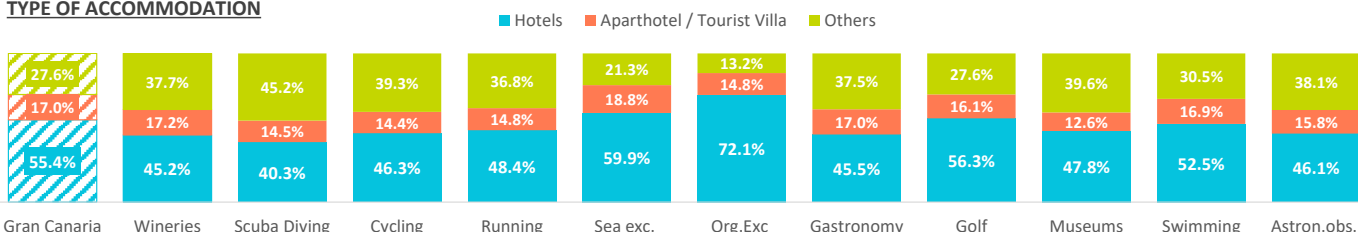


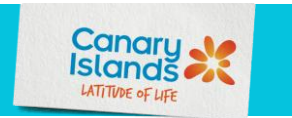
ACCOMMODATION

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
1-2-3* Hotel	13.4%	14.2%	10.1%	9.2%	10.4%	12.7%	16.6%	11.9%	8.4%	12.4%	13.1%	14.1%
4* Hotel	33.0%	25.5%	25.1%	30.4%	28.5%	39.7%	45.5%	26.6%	31.8%	27.8%	32.3%	26.5%
5* Hotel / 5* Luxury Hotel	8.9%	5.5%	5.2%	6.7%	9.5%	7.4%	10.0%	7.0%	16.2%	7.6%	7.1%	5.6%
Aparthotel / Tourist Villa	17.0%	17.2%	14.5%	14.4%	14.8%	18.8%	14.8%	17.0%	16.1%	12.6%	16.9%	15.8%
House/room rented in a private dwelling	14.6%	19.4%	29.7%	26.5%	21.3%	14.8%	8.7%	20.8%	10.2%	22.7%	17.2%	21.1%
Private accommodation ⁽¹⁾	10.0%	14.8%	12.6%	7.7%	11.6%	4.8%	1.9%	12.9%	13.6%	10.2%	8.2%	11.8%
Others (Cottage, cruise, camping,...)	3.1%	3.5%	2.8%	5.0%	3.9%	1.7%	2.6%	3.9%	3.8%	6.7%	5.1%	5.2%

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

TYPE OF ACCOMMODATION

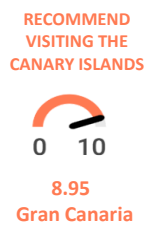
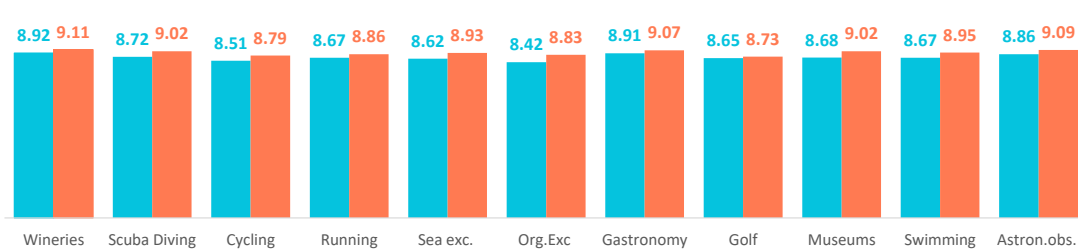
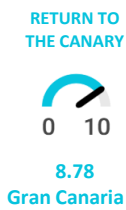




SATISFACTION AND LOYALTY INDICATORS

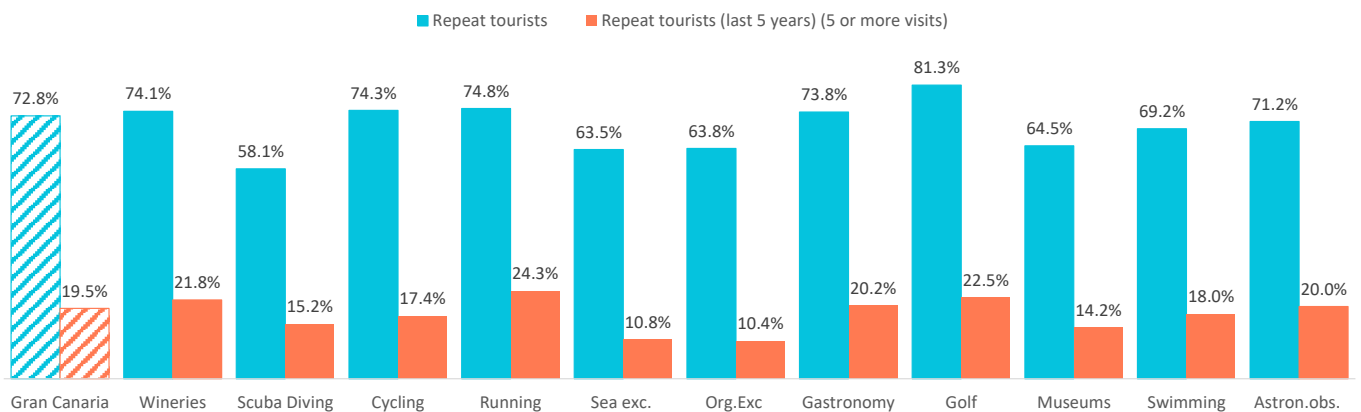
Satisfaction

Satisfaction (scale 0-10)	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Average rating	8.73	8.86	8.63	8.64	8.65	8.80	8.67	8.80	8.56	8.77	8.74	8.84
Experience in the Canary Islands	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Worse or much worse than expected	2.9%	2.4%	1.6%	1.0%	3.7%	3.5%	3.3%	2.3%	3.0%	2.8%	2.9%	3.1%
Lived up to expectations	55.7%	48.4%	41.9%	59.2%	54.6%	50.4%	50.2%	51.3%	58.3%	48.5%	47.8%	48.6%
Better or much better than expected	41.4%	49.2%	56.5%	39.9%	41.7%	46.2%	46.6%	46.4%	38.7%	48.6%	49.3%	48.2%
Future intentions (scale 0-10)	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Return to the Canary Islands	8.78	8.92	8.72	8.51	8.67	8.62	8.42	8.91	8.65	8.68	8.67	8.86
Recommend visiting the Canary Islands	8.95	9.11	9.02	8.79	8.86	8.93	8.83	9.07	8.73	9.02	8.95	9.09



How many are loyal to the Canary Islands?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Repeat tourists	72.8%	74.1%	58.1%	74.3%	74.8%	63.5%	63.8%	73.8%	81.3%	64.5%	69.2%	71.2%
At least 10 previous visits	21.2%	22.4%	14.8%	19.5%	24.9%	12.8%	11.1%	20.5%	26.0%	15.5%	19.7%	22.5%
Repeat tourists (last 5 years)	67.5%	68.5%	53.6%	69.4%	69.8%	56.3%	57.8%	68.6%	72.0%	59.2%	64.7%	66.3%
Repeat tourists (last 5 years) (5 or more visits)	19.5%	21.8%	15.2%	17.4%	24.3%	10.8%	10.4%	20.2%	22.5%	14.2%	18.0%	20.0%



ISLANDS

How many islands do they visit during their trip?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
One island	93.4%	91.9%	85.2%	88.5%	90.2%	90.2%	93.1%	92.1%	91.8%	90.1%	88.9%	88.2%
Two islands	5.4%	5.8%	10.5%	7.2%	8.0%	8.2%	5.2%	5.9%	5.5%	6.9%	7.6%	6.5%
Three or more islands	1.2%	2.2%	4.3%	4.3%	1.8%	1.6%	1.7%	2.0%	2.8%	3.0%	3.4%	5.2%

Visited islands during their trip (with overnight staying)

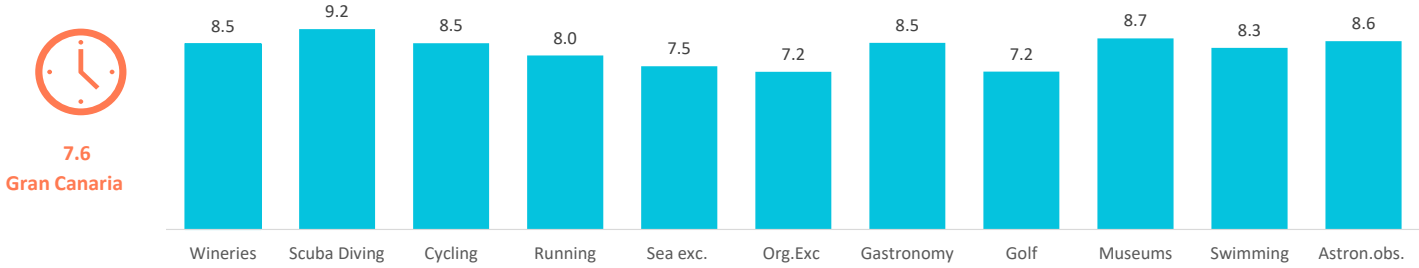
	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Lanzarote	0.6%	1.6%	2.6%	4.1%	0.8%	0.8%	0.9%	1.0%	3.1%	1.5%	1.8%	2.6%
Fuerteventura	0.7%	1.4%	3.3%	3.2%	1.0%	1.2%	0.9%	1.0%	1.4%	1.9%	3.2%	2.6%
Gran Canaria	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Tenerife	1.6%	2.6%	5.0%	3.4%	2.5%	2.5%	1.9%	2.1%	2.5%	3.1%	2.7%	4.2%
La Gomera	0.1%	0.1%	0.6%	0.7%	0.2%	0.0%	0.1%	0.1%	0.1%	0.4%	0.2%	0.1%
La Palma	0.4%	1.3%	2.9%	3.2%	0.8%	0.7%	0.7%	0.5%	1.8%	1.1%	1.0%	2.6%
El Hierro	0.1%	0.5%	2.0%	1.5%	0.2%	0.3%	0.2%	0.2%	1.4%	0.4%	0.4%	1.0%
Cruise	0.2%	0.1%	0.2%	1.2%	0.1%	0.2%	0.3%	0.4%	0.1%	0.4%	0.4%	0.5%



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
0 hours	2.0%	0.5%	0.0%	0.0%	0.9%	1.1%	0.9%	0.4%	3.0%	0.1%	0.7%	1.6%
1 - 2 hours	9.7%	5.0%	2.6%	4.9%	8.6%	9.4%	10.3%	5.5%	10.5%	2.7%	5.3%	3.0%
3 - 6 hours	31.9%	27.5%	22.5%	31.3%	30.1%	33.3%	36.4%	27.5%	34.9%	26.4%	28.7%	29.2%
7 - 12 hours	47.0%	55.1%	59.2%	51.1%	49.9%	48.7%	45.3%	54.3%	43.1%	60.5%	55.0%	55.3%
More than 12 hours	9.4%	11.9%	15.7%	12.6%	10.5%	7.5%	7.1%	12.2%	8.5%	10.3%	10.2%	10.8%
Outdoor time per day	7.6	8.5	9.2	8.5	8.0	7.5	7.2	8.5	7.2	8.7	8.3	8.6



Activities in the Canary Islands

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Beach	69.9%	86.3%	96.8%	78.5%	84.5%	87.1%	82.6%	85.8%	75.2%	85.8%	91.0%	86.8%
Walk, wander	67.8%	88.0%	81.3%	71.7%	89.0%	79.2%	77.5%	83.6%	70.7%	86%	87.0%	84.4%
Swimming pool, hotel facilities	52.5%	55.0%	56.8%	49.0%	66.4%	70.7%	66.0%	49.6%	69%	47.1%	68.8%	59.5%
Explore the island on their own	45.5%	72.1%	71.2%	63.0%	63.2%	56.3%	50.5%	66.5%	49.8%	78.2%	62%	69.5%
Taste Canarian gastronomy	25.3%	56.4%	41.6%	36%	31.2%	32.1%	32.4%	100.0%	25.2%	46.7%	35.8%	52.1%
Hiking	19.2%	30.9%	45.1%	34.1%	47.2%	21.8%	22.5%	27.3%	25.6%	32.8%	37.1%	40.1%
Nightlife / concerts / shows	18.5%	31.2%	23%	25.6%	25.8%	23.9%	20.3%	26.6%	31.1%	19.7%	28.9%	26.6%
Organized excursions	12.4%	19.9%	28.5%	13.1%	14.0%	43.7%	100%	15.8%	11.8%	18.8%	19.4%	17.5%
Wineries / markets / popular festivals	11.2%	100.0%	19.4%	21.2%	15.9%	18.1%	18.1%	25%	13.1%	28.9%	19.2%	25.2%
Museums / exhibitions	11.2%	28.9%	28.0%	17.0%	14.6%	15.5%	17.1%	20.7%	13.3%	100.0%	16.8%	31.8%
Sea excursions / whale watching	9.7%	16%	31.8%	11.9%	13.2%	100.0%	34.3%	12.3%	16.2%	13.4%	17.2%	19.5%
Theme parks	9.1%	17.2%	17.7%	13.8%	16%	18.7%	15.7%	14.4%	21.6%	18.3%	18.8%	20.8%
Other Nature Activities	7.9%	17.3%	28.8%	22.4%	16.8%	11.9%	10.5%	15.6%	15.1%	18.1%	16.3%	21.7%
Swim	7.2%	12.3%	27.3%	15.0%	23.0%	12.8%	11.3%	10.2%	16.4%	10.8%	100.0%	19.5%
Running	6.5%	9.2%	22.4%	20.0%	100.0%	8.9%	7.4%	8.0%	14.2%	8.5%	20.8%	16.6%
Beauty and health treatments	5.4%	10.6%	10.2%	15.9%	11.1%	10.1%	9.0%	8.1%	14.5%	8.3%	9.6%	13%
Practice other sports	4.1%	5.7%	14.9%	10.3%	10.8%	6%	5.4%	6.7%	11.8%	4.9%	8.3%	11.7%
Astronomical observation	3.3%	7.4%	15.6%	11.2%	8.4%	6.6%	4.6%	6.7%	8.7%	9.3%	8.9%	100.0%
Surf	2.4%	5.4%	21.1%	13.2%	6.1%	3.9%	3.6%	4.0%	13.0%	5.6%	6.9%	10.5%
Golf	2.2%	2.6%	9.7%	7.4%	4.9%	3.7%	2.1%	2.2%	100.0%	2.6%	5.1%	5.9%
Cycling / Mountain bike	2.1%	3.9%	11.1%	100.0%	6.3%	2.5%	2.2%	2.9%	6.9%	3.1%	4.3%	7.0%
Scuba Diving	1.9%	3.3%	100.0%	10.2%	6.5%	6.2%	4.4%	3.1%	8.2%	4.7%	7.2%	9.0%
Windsurf / Kitesurf	0.5%	0.6%	7.3%	4.9%	1.5%	1.5%	1.2%	0.7%	3.0%	1.3%	2.7%	5.1%

COUNTRY OF RESIDENCE

Where are they from?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
United Kingdom	21.3%	17.7%	8.3%	13.1%	12.4%	28.3%	20.2%	19.6%	24.4%	17.5%	30.8%	9.5%
Germany	19.5%	16.8%	26.6%	29.1%	7.1%	20.9%	25.4%	27.9%	16.7%	21.0%	7.1%	27.2%
Spanish Mainland	12.1%	15.8%	9.9%	4.6%	11.2%	5.5%	7.6%	16.6%	5.8%	14.7%	2.3%	13.6%
Netherlands	7.2%	3.7%	4.8%	5.0%	23.0%	7.7%	9.4%	5.0%	9.7%	4.2%	17.0%	7.1%
Norway	6.7%	8.4%	5.5%	6.0%	10.8%	2.3%	3.5%	1.4%	8.4%	2.3%	6.0%	2.6%
Sweden	5.0%	8.9%	2.4%	2.3%	4.6%	3.5%	2.7%	3.8%	6.0%	2.3%	4.4%	3.1%
Italy	3.5%	5.6%	3.5%	7.5%	2.4%	2.8%	3.7%	3.9%	0.9%	5.9%	2.4%	3.0%
France	3.4%	3.1%	6.6%	2.8%	3.6%	6.1%	5.7%	1.4%	2.6%	5.2%	1.3%	3.0%
Denmark	3.0%	1.1%	3.5%	2.7%	3.4%	2.4%	2.0%	2.1%	3.0%	1.8%	3.2%	3.9%
Belgium	2.5%	1.2%	3.5%	1.6%	3.0%	3.9%	3.6%	1.8%	1.9%	1.7%	4.4%	1.7%
Ireland	2.4%	3.0%	2.3%	3.9%	3.8%	3.1%	1.8%	2.1%	6.1%	2.1%	3.3%	1.2%
Finland	2.3%	0.3%	-	0.2%	0.0%	0.4%	0.2%	0.2%	0.4%	0.6%	0.3%	-
Poland	1.8%	1.4%	5.5%	2.0%	1.9%	2.0%	3.7%	2.1%	0.9%	2.5%	3.3%	1.2%
Switzerland	1.5%	0.5%	2.1%	5.2%	1.2%	2.1%	0.8%	1.9%	3.7%	1.4%	0.4%	0.9%
Austria	1.1%	1.3%	1.0%	0.7%	0.4%	2.0%	1.7%	1.8%	0.4%	1.8%	0.7%	1.2%
Romania	0.6%	0.6%	1.7%	1.3%	1.0%	2.0%	1.0%	0.6%	0.4%	1.4%	1.0%	0.5%
Others	6.2%	10.5%	12.9%	12.0%	10.2%	5.1%	7.0%	7.8%	8.7%	13.5%	12.0%	20.4%

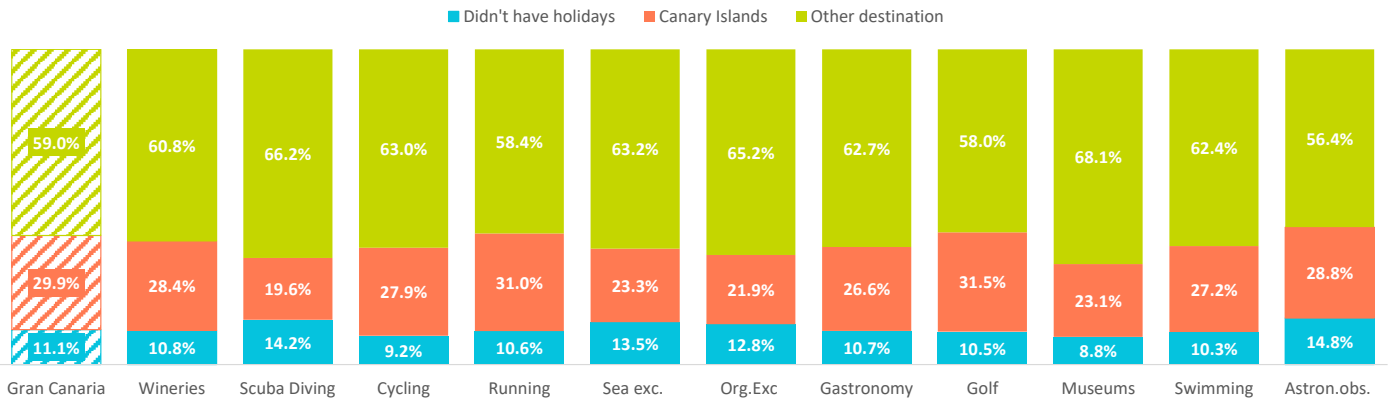


COMPETITORS

Where did they spend their main holiday last year? *

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Didn't have holidays	11.1%	10.8%	14.2%	9.2%	10.6%	13.5%	12.8%	10.7%	10.5%	8.8%	10.3%	14.8%
Canary Islands	29.9%	28.4%	19.6%	27.9%	31.0%	23.3%	21.9%	26.6%	31.5%	23.1%	27.2%	28.8%
Other destination	59.0%	60.8%	66.2%	63.0%	58.4%	63.2%	65.2%	62.7%	58.0%	68.1%	62.4%	56.4%
- Balearic Islands	3.6%	3.2%	2.1%	3.8%	3.1%	3.8%	3.5%	2.8%	6.1%	3.2%	2.3%	3.4%
- Rest of Spain	11.2%	12.6%	8.4%	8.4%	10.3%	9.7%	9.2%	12.7%	9.4%	12.3%	9.4%	12.4%
- Italy	7.5%	9.2%	9.5%	9.6%	9.2%	9.4%	7.5%	8.7%	9.4%	11.3%	7.7%	11.1%
- France	4.4%	4.3%	5.7%	9.7%	4.8%	4.4%	5.1%	4.1%	5.6%	5.4%	3.9%	5.4%
- Turkey	3.3%	3.5%	2.9%	4.1%	2.8%	3.9%	4.0%	3.5%	4.1%	2.9%	3.5%	2.3%
- Greece	7.4%	7.4%	7.8%	3.4%	6.0%	9.9%	9.4%	6.9%	4.9%	6.3%	9.1%	5.0%
- Portugal	3.7%	3.5%	7.5%	1.3%	5.9%	3.1%	4.2%	4.2%	5.9%	4.5%	4.9%	1.9%
- Croatia	2.2%	2.3%	1.9%	2.6%	2.2%	2.3%	2.4%	2.2%	1.7%	2.5%	2.1%	2.7%
- Egypt	1.4%	0.6%	2.0%	1.3%	0.4%	2.2%	2.1%	1.5%	1.4%	1.3%	1.6%	0.4%
- Tunisia	0.4%	0.3%	1.2%	0.9%	0.8%	0.7%	0.6%	0.6%	0.0%	0.8%	0.6%	0.0%
- Morocco	1.2%	1.7%	3.3%	0.7%	1.5%	1.8%	1.6%	1.3%	1.3%	2.0%	1.6%	1.3%
- Others	12.8%	12.2%	13.9%	17.2%	11.5%	12.1%	15.7%	14.1%	8.4%	15.6%	15.7%	10.7%

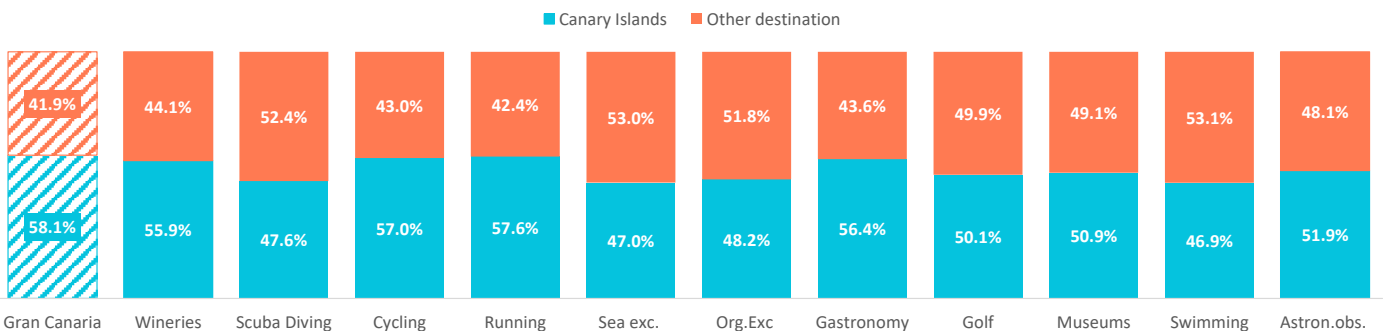
* Percentage of valid answers



What other destinations did they consider for this trip? *

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
None (I was clear about "this Canary Island")	30.0%	29.2%	20.4%	26.3%	29.8%	20.7%	19.4%	28.5%	27.4%	24.0%	20.2%	21.7%
Canary Islands (other island)	28.1%	26.7%	27.1%	30.7%	27.8%	26.3%	28.9%	27.9%	22.8%	26.9%	26.8%	30.2%
Other destination	41.9%	44.1%	52.4%	43.0%	42.4%	53.0%	51.8%	43.6%	49.9%	49.1%	53.1%	48.1%
- Balearic Islands	5.0%	4.9%	4.4%	4.4%	3.5%	6.4%	6.1%	5.2%	5.6%	5.1%	3.6%	4.9%
- Rest of Spain	8.6%	10.3%	11.2%	10.6%	8.6%	10.8%	9.9%	9.0%	9.5%	10.6%	10.9%	10.5%
- Italy	4.6%	4.3%	7.6%	4.0%	4.8%	5.1%	5.9%	5.0%	5.6%	5.6%	6.1%	5.3%
- France	1.6%	1.6%	3.8%	2.4%	3.3%	1.0%	1.5%	1.8%	2.6%	2.7%	2.3%	2.9%
- Turkey	2.8%	3.3%	1.4%	1.6%	3.3%	4.0%	3.5%	2.5%	4.5%	2.2%	4.0%	3.4%
- Greece	7.6%	8.0%	8.5%	5.1%	6.8%	10.9%	10.6%	7.4%	6.9%	8.4%	9.7%	9.6%
- Portugal	5.0%	4.9%	7.4%	6.5%	5.3%	6.9%	6.2%	5.8%	7.3%	6.6%	6.2%	5.6%
- Croatia	2.2%	2.4%	1.9%	4.6%	1.9%	2.9%	2.7%	2.7%	2.9%	2.4%	3.5%	2.2%
- Egypt	2.4%	2.2%	2.2%	2.0%	2.6%	2.5%	2.7%	1.8%	3.2%	3.1%	3.8%	2.3%
- Others	2.1%	2.3%	4.0%	1.8%	2.3%	2.5%	2.7%	2.6%	1.6%	2.5%	3.0%	1.5%

* Percentage of valid answers



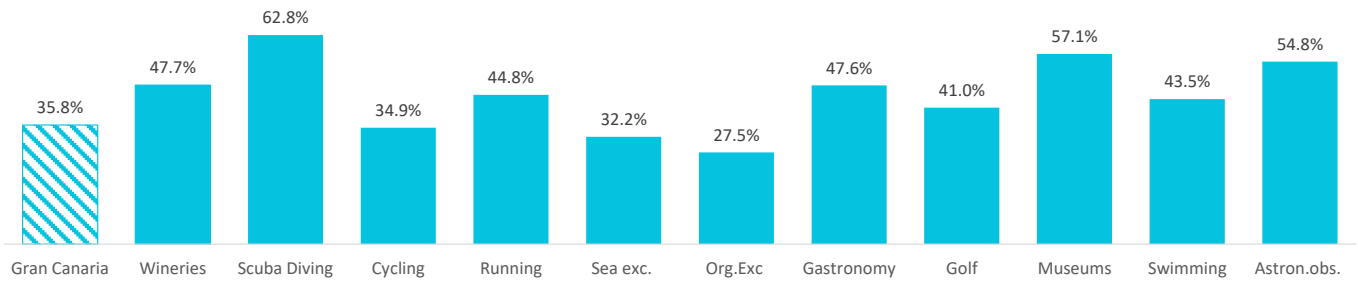
TRANSPORT (Data Q4 2025)

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

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Rental vehicle	35.8%	47.7%	62.8%	34.9%	44.8%	32.2%	27.5%	47.6%	41.0%	57.1%	43.5%	54.8%
Public transport	41.2%	47.6%	46.3%	50.2%	38.8%	49.1%	49.6%	42.6%	27.2%	50.0%	40.4%	40.1%
Taxi / Private hire vehicle	38.6%	36.8%	26.2%	47.1%	37.5%	40.6%	39.4%	34.8%	49.9%	26.6%	48.1%	42.9%
Organised excursions with transport included	9.6%	15.3%	12.5%	7.5%	13.7%	33.7%	52.6%	10.3%	14.2%	14.4%	11.2%	12.8%
Bicycle	1.8%	4.6%	6.1%	58.2%	5.3%	1.5%	1.3%	2.8%	7.2%	1.2%	4.8%	3.8%
On foot	13.6%	10.0%	5.9%	7.4%	9.9%	9.0%	8.7%	11.0%	10.0%	5.6%	7.1%	8.2%

* Multi-choice question

RENTAL VEHICLE

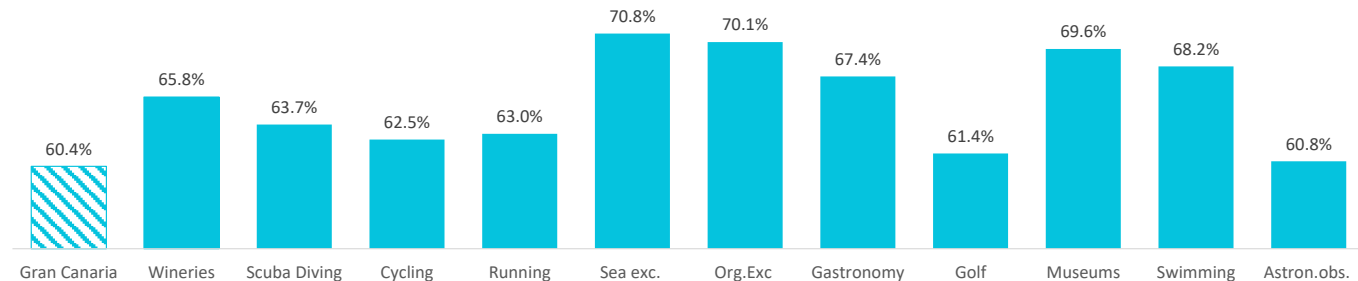


What factors influenced their choice of transport?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
No other alternative	14.1%	13.1%	8.5%	23.0%	17.5%	10.8%	11.6%	12.9%	14.3%	12.8%	12.8%	9.8%
Comfort and convenience	60.4%	65.8%	63.7%	62.5%	63.0%	70.8%	70.1%	67.4%	61.4%	69.6%	68.2%	60.8%
Price	36.1%	39.1%	40.0%	37.1%	39.8%	50.6%	40.8%	40.7%	30.4%	43.4%	36.2%	37.8%
Accessibility	27.9%	34.5%	21.6%	30.1%	29.8%	34.4%	33.8%	31.0%	15.5%	33.2%	27.8%	39.2%
Environmental impact	5.0%	4.8%	1.5%	9.8%	1.6%	7.4%	7.5%	7.0%	1.7%	7.8%	4.1%	5.4%
Safety	12.6%	12.8%	27.9%	14.3%	19.6%	15.8%	17.7%	14.0%	21.9%	17.3%	21.2%	18.0%
Available travel time	11.5%	17.9%	4.0%	11.7%	12.4%	15.9%	15.4%	16.0%	3.1%	18.6%	12.9%	8.8%
Punctuality	8.3%	10.6%	6.2%	3.8%	6.1%	13.3%	12.1%	10.1%	12.1%	10.6%	6.5%	7.9%
Flexible timetable	14.1%	25.5%	10.1%	8.3%	16.5%	13.2%	11.5%	18.2%	20.4%	20.8%	23.4%	17.6%

* Multi-choice question

COMFORT AND CONVENIENCE



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

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	7.0%	9.0%	8.9%	13.8%	9.9%	9.5%	8.4%	7.6%	8.0%	8.5%	7.3%	7.3%
- Infrequent service	1.7%	2.1%	2.7%	2.2%	3.7%	2.5%	1.4%	2.2%	5.8%	4.0%	1.7%	1.8%
- Confusing or insufficient information	2.2%	2.1%	2.3%	4.7%	0.0%	2.9%	3.3%	2.4%	2.3%	4.1%	0.7%	1.8%
- Accessibility barriers	0.5%	0.8%	0.0%	1.8%	0.0%	0.7%	0.2%	0.4%	0.0%	0.5%	0.0%	1.0%
- Delays or cancellations	2.4%	4.3%	1.9%	3.7%	2.9%	5.4%	4.4%	3.5%	1.5%	3.1%	2.5%	2.9%
- High fares	0.6%	0.0%	2.7%	0.0%	1.6%	0.5%	0.3%	0.6%	0.0%	1.1%	0.0%	0.0%
- Difficulties with booking systems	0.8%	0.5%	2.0%	3.0%	1.4%	1.5%	0.8%	0.9%	0.0%	0.5%	0.8%	0.0%
- Poor connections	0.8%	1.7%	2.3%	4.7%	0.5%	1.5%	1.3%	1.1%	2.3%	1.8%	1.0%	0.2%
- Others	1.3%	1.6%	0.0%	1.6%	1.5%	0.3%	1.6%	2.3%	0.7%	0.3%	1.3%	1.9%
No	93.0%	91.0%	91.1%	86.2%	90.1%	90.5%	91.6%	92.4%	92.0%	91.5%	92.7%	92.7%

* 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



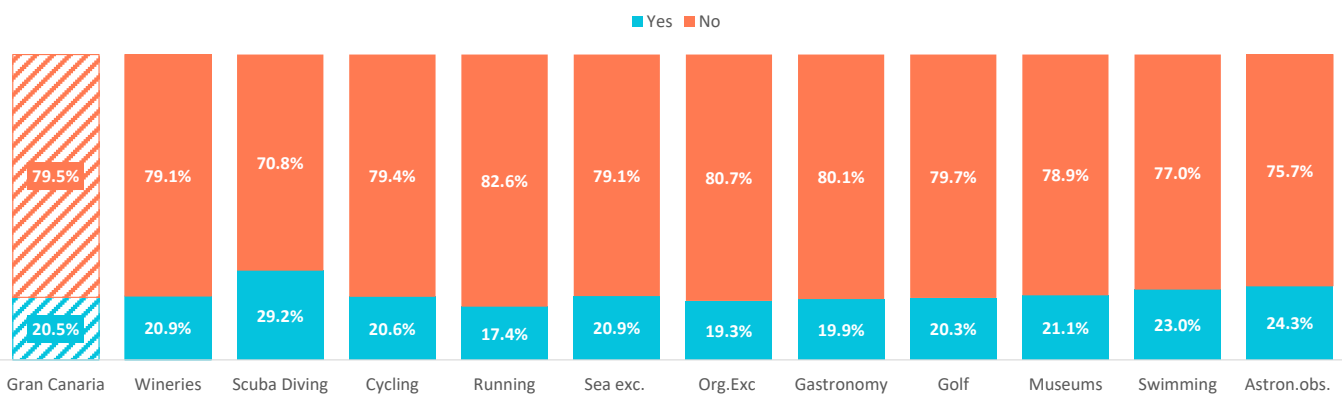
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	46.2%	47.6%	46.7%	44.4%	51.1%	45.8%	49.1%	48.2%	41.9%	47.7%	43.3%	40.2%
No	32.1%	31.3%	27.4%	29.7%	26.8%	32.2%	29.2%	31.5%	34.9%	29.6%	35.9%	34.6%
Not remember	21.7%	21.1%	26.0%	25.9%	22.1%	22.1%	21.7%	20.3%	23.2%	22.7%	20.7%	25.2%

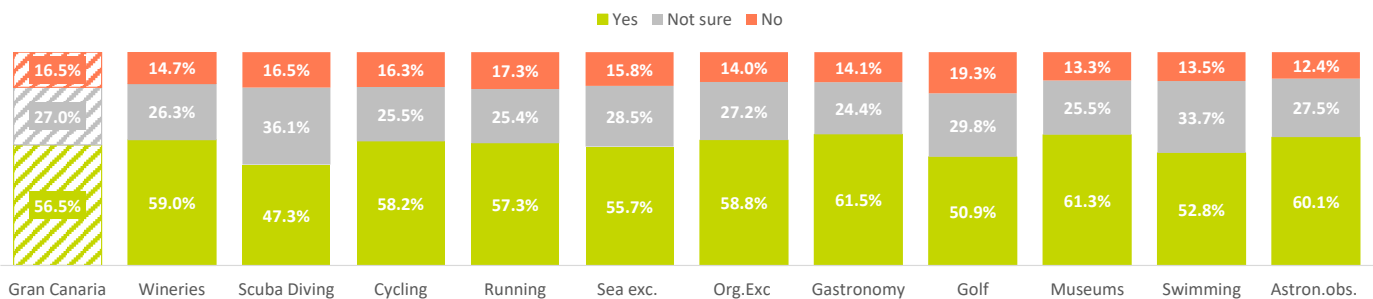
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	20.5%	20.9%	29.2%	20.6%	17.4%	20.9%	19.3%	19.9%	20.3%	21.1%	23.0%	24.3%
No	79.5%	79.1%	70.8%	79.4%	82.6%	79.1%	80.7%	80.1%	79.7%	78.9%	77.0%	75.7%



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

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	56.5%	59.0%	47.3%	58.2%	57.3%	55.7%	58.8%	61.5%	50.9%	61.3%	52.8%	60.1%
- For any purpose	14.1%	14.9%	10.0%	10.9%	17.2%	11.0%	14.6%	15.0%	12.0%	15.8%	12.4%	13.0%
- Improve living conditions	10.4%	10.5%	6.5%	10.8%	12.4%	9.9%	10.8%	10.6%	12.1%	9.8%	9.9%	12.6%
- Improve economic development	4.5%	4.7%	6.4%	5.0%	5.2%	5.7%	4.6%	5.6%	3.9%	4.8%	5.2%	4.7%
- Improve the environment	15.8%	17.7%	15.8%	23.4%	12.9%	15.2%	17.6%	18.5%	10.6%	18.8%	14.4%	19.9%
- Improve the tourist environment	5.1%	5.5%	3.1%	1.7%	4.3%	5.4%	4.6%	5.3%	6.3%	4.5%	3.8%	3.3%
- Other purposes	6.6%	5.6%	5.5%	6.4%	5.2%	8.5%	6.5%	6.4%	6.0%	7.6%	7.1%	6.6%
Not sure	27.0%	26.3%	36.1%	25.5%	25.4%	28.5%	27.2%	24.4%	29.8%	25.5%	33.7%	27.5%
No	16.5%	14.7%	16.5%	16.3%	17.3%	15.8%	14.0%	14.1%	19.3%	13.3%	13.5%	12.4%



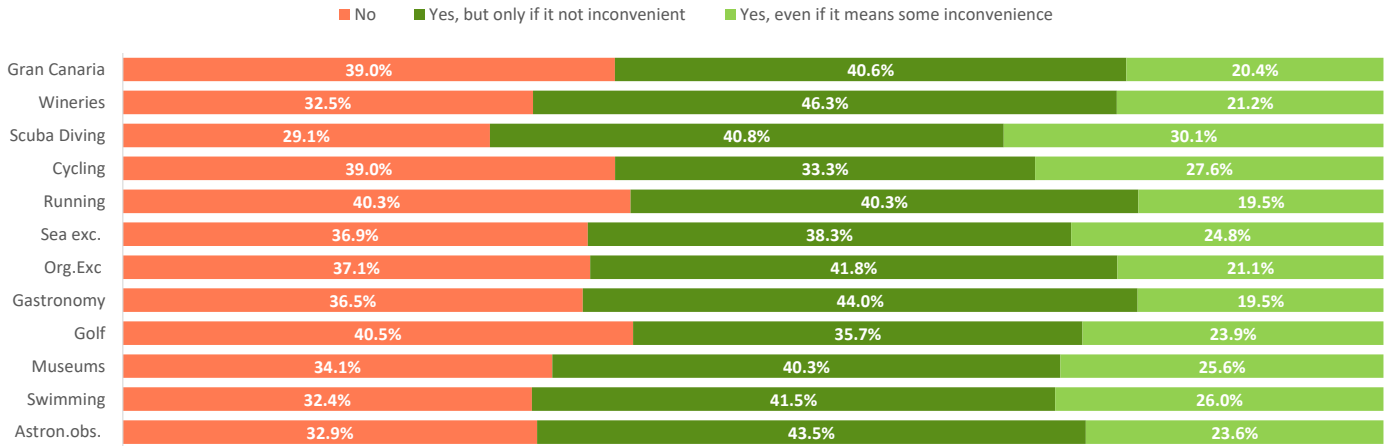
How much would they be willing to pay?

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Up to 1 euro	39.7%	41.0%	41.8%	38.5%	41.2%	42.9%	40.7%	38.1%	49.7%	36.1%	38.8%	40.5%
Up to 2 euros	31.0%	30.4%	27.2%	27.3%	26.8%	32.3%	32.4%	31.1%	26.7%	32.2%	28.1%	28.1%
Up to 3 euros	18.7%	17.6%	18.6%	21.1%	19.6%	16.8%	18.4%	19.9%	12.6%	21.0%	21.8%	17.9%
More than 3 euros	10.5%	11.0%	12.4%	13.1%	12.4%	8.0%	8.5%	10.9%	11.0%	10.7%	11.3%	13.6%

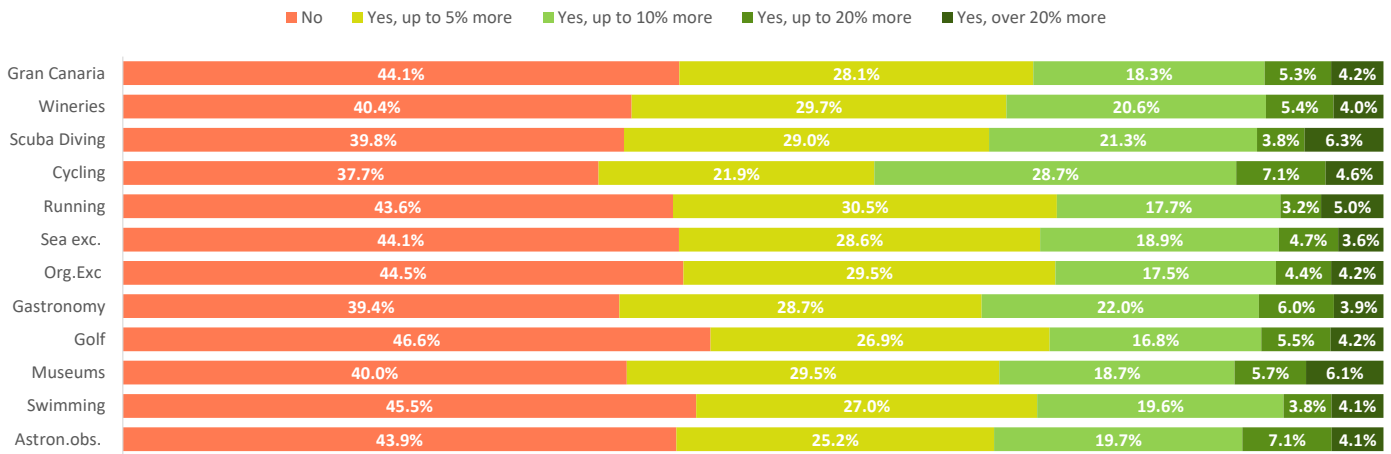


SUSTAINABLE DESTINATION (DATA = 2023)

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 *

	Gran Canaria	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Quality of life on the island	7.97	8.10	7.91	7.85	7.90	7.85	7.86	8.11	7.98	8.03	8.13	8.09
Tolerance towards tourism	8.56	8.62	8.42	8.65	8.46	8.52	8.56	8.64	8.48	8.66	8.53	8.55
Cleanliness of the island	8.04	8.05	7.71	7.44	7.87	7.95	8.11	8.03	7.96	8.00	8.15	8.16
Air quality	8.30	8.34	8.12	8.13	8.14	8.21	8.29	8.36	8.35	8.34	8.33	8.44
Rational water consumption	7.47	7.59	7.40	7.26	7.49	7.31	7.39	7.48	7.43	7.40	7.64	7.51
Energy saving	7.01	7.13	6.89	6.79	6.97	6.89	6.94	7.00	7.14	7.01	7.19	7.00
Use of renewable energy	7.25	7.50	7.15	7.40	7.33	7.24	7.27	7.32	7.10	7.33	7.38	7.33
Recycling	6.94	7.01	6.57	6.93	6.88	6.89	7.03	6.87	6.84	6.78	7.23	7.01
Easy to get around by public transport	7.76	7.88	7.41	7.75	7.77	7.90	8.04	7.78	7.73	7.85	7.82	7.73
Overcrowding in tourist areas	6.62	6.76	7.01	6.42	6.75	6.73	6.76	6.54	6.50	6.57	6.99	6.77
Supply of local products	7.13	7.47	7.12	6.92	7.11	7.17	7.26	7.36	7.11	7.38	7.27	7.20

* 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.