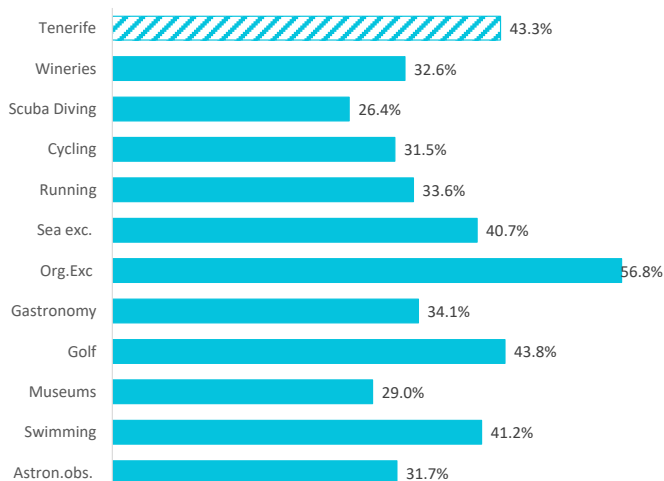


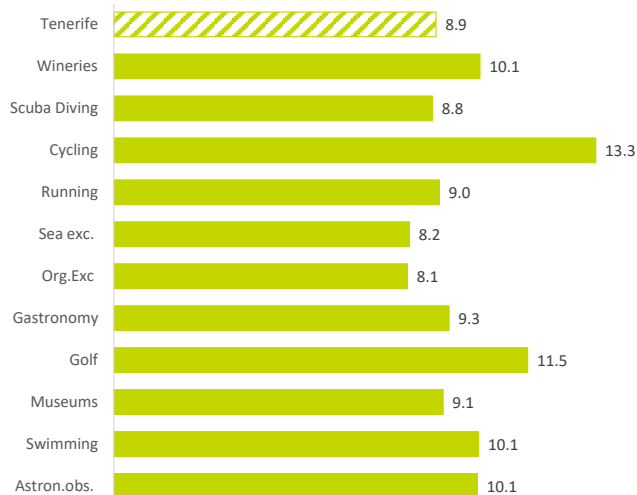
**TOURIST EXPENDITURE**

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>6,443,553</b>	<b>654,079</b>	<b>168,933</b>	<b>84,529</b>	<b>351,522</b>	<b>1,048,071</b>	<b>1,183,387</b>	<b>2,066,719</b>	<b>169,540</b>	<b>550,160</b>	<b>496,208</b>	<b>351,556</b>
<b>% Tourists</b>	<b>100.0%</b>	10.2%	2.6%	1.3%	5.5%	16.3%	18.4%	32.1%	2.6%	8.5%	7.7%	5.5%
<b>% tourists who book holiday package</b>	<b>43.3%</b>	32.6%	26.4%	31.5%	33.6%	40.7%	56.8%	34.1%	43.8%	29.0%	41.2%	31.7%
<b>Expenditure per tourist (€)</b>	<b>1,418</b>	<b>1,423</b>	<b>1,367</b>	<b>1,680</b>	<b>1,352</b>	<b>1,453</b>	<b>1,522</b>	<b>1,358</b>	<b>1,846</b>	<b>1,312</b>	<b>1,590</b>	<b>1,496</b>
- book holiday package	1,689	1,713	1,656	1,958	1,665	1,661	1,699	1,680	2,108	1,629	1,839	1,862
- holiday package	1,350	1,280	1,207	1,569	1,294	1,287	1,333	1,247	1,592	1,223	1,437	1,462
- others	339	433	450	389	371	374	366	433	516	407	402	400
- do not book holiday package	1,211	1,283	1,263	1,552	1,194	1,310	1,289	1,192	1,643	1,182	1,416	1,325
- flight	319	346	305	399	312	317	302	317	348	310	373	319
- accommodation	398	380	374	394	382	436	445	352	523	388	422	413
- others	494	557	585	759	500	557	541	523	772	485	620	593
<b>Average length of stay</b>	<b>8.9</b>	<b>10.1</b>	<b>8.8</b>	<b>13.3</b>	<b>9.0</b>	<b>8.2</b>	<b>8.1</b>	<b>9.3</b>	<b>11.5</b>	<b>9.1</b>	<b>10.1</b>	<b>10.1</b>
- 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
<b>Average daily expenditure (€)</b>	<b>182.15</b>	<b>165.83</b>	<b>170.59</b>	<b>173.60</b>	<b>169.73</b>	<b>190.42</b>	<b>199.08</b>	<b>168.90</b>	<b>199.99</b>	<b>163.79</b>	<b>187.69</b>	<b>177.94</b>
- Median	170.84	158.57	160.22	136.34	154.60	174.67	177.50	164.18	178.57	157.17	172.83	164.87
<b>Average daily expenditure without flight (€)</b>	<b>132.16</b>	<b>121.27</b>	<b>126.98</b>	<b>125.61</b>	<b>122.91</b>	<b>140.94</b>	<b>146.53</b>	<b>124.26</b>	<b>149.36</b>	<b>120.31</b>	<b>137.15</b>	<b>130.45</b>
- Median	125.42	107.17	110.72	96.88	100.00	113.00	119.41	112.89	123.07	102.44	107.14	109.50
<b>Average cost of the flight (€)</b>	<b>387.88</b>	<b>381.34</b>	<b>339.66</b>	<b>455.21</b>	<b>363.55</b>	<b>374.78</b>	<b>400.05</b>	<b>360.17</b>	<b>443.41</b>	<b>346.76</b>	<b>427.59</b>	<b>386.43</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>9,134</b>	<b>931</b>	<b>231</b>	<b>142</b>	<b>475</b>	<b>1,523</b>	<b>1,801</b>	<b>2,807</b>	<b>313</b>	<b>722</b>	<b>789</b>	<b>526</b>
<b>% Turnover</b>	<b>100.0%</b>	10.2%	2.5%	1.6%	5.2%	16.7%	19.7%	30.7%	3.4%	7.9%	8.6%	5.8%
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>6,635</b>	<b>682</b>	<b>174</b>	<b>104</b>	<b>347</b>	<b>1,130</b>	<b>1,327</b>	<b>2,063</b>	<b>238</b>	<b>531</b>	<b>577</b>	<b>390</b>

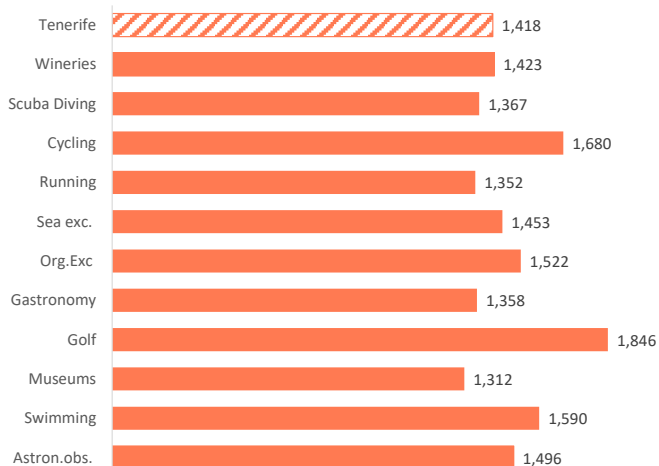
**TOURISTS WHO BOOK HOLIDAY PACKAGE (%)**



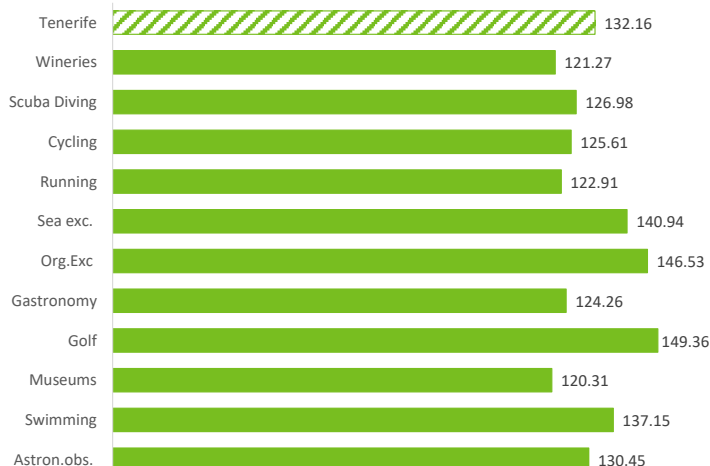
**AVERAGE LENGTH OF STAY**



**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

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Accommodation:</b>												
- Accommodation	82.3%	78.7%	84.8%	72.9%	78.2%	88.2%	91.6%	78.8%	72.3%	82.7%	80.7%	83.6%
- Additional accommodation expenses	7.8%	8.3%	11.5%	10.9%	9.6%	8.8%	8.6%	7.5%	9.7%	8.5%	10.1%	10.4%
<b>Transport:</b>												
- National/International Transport	93.9%	93.9%	92.2%	92.8%	91.8%	94.1%	94.7%	93.5%	90.9%	92.5%	93.3%	94.0%
- Flights between islands	3.5%	6.3%	6.6%	11.1%	4.6%	4.9%	5.2%	4.3%	0.9%	6.1%	7.3%	5.6%
- Taxi	48.8%	36.6%	28.0%	36.0%	42.3%	42.2%	57.2%	40.4%	52.0%	26.7%	52.0%	32.5%
- Car rental	39.4%	52.1%	63.6%	55.8%	48.7%	53.7%	36.9%	50.4%	35.0%	65.4%	38.2%	59.6%
- Public transport	12.2%	17.7%	14.5%	16.7%	14.4%	11.4%	13.1%	15.1%	11.5%	17.0%	14.1%	16.6%
<b>Food and drink:</b>												
- Food purchases at supermarkets	57.3%	68.7%	68.1%	66.6%	65.5%	61.8%	53.5%	65.1%	49.8%	69.6%	65.4%	70.8%
- Restaurants	77.1%	86.2%	85.1%	79.5%	81.5%	78.2%	71.8%	88.8%	80.0%	84.1%	79.3%	81.1%
<b>Leisure:</b>												
- Organized excursions	30.5%	36.3%	42.9%	32.6%	29.3%	72.2%	78.6%	35.6%	31.0%	36.2%	38.8%	55.6%
- Sport activities	6.6%	8.2%	37.0%	25.9%	11.7%	11.8%	8.3%	7.2%	42.4%	7.6%	13.7%	10.9%
- Cultural activities	2.7%	6.4%	7.2%	6.2%	4.2%	4.2%	4.1%	4.3%	4.5%	9.0%	4.7%	9.2%
- Museums	4.1%	9.1%	6.3%	4.7%	2.3%	6.0%	5.0%	6.4%	2.8%	35.9%	3.9%	8.5%
- Theme Parks	20.1%	25.2%	34.3%	14.8%	20.1%	32.0%	27.7%	26.8%	27.1%	25.4%	28.1%	25.7%
- Discos and pubs	13.8%	16.8%	15.2%	15.3%	15.0%	15.0%	13.1%	17.0%	17.9%	11.9%	19.6%	13.5%
- Wellness	7.1%	8.0%	5.9%	9.3%	7.8%	7.9%	8.4%	8.5%	12.0%	6.3%	9.7%	5.9%
<b>Purchases of goods:</b>												
- Souvenirs	41.8%	53.0%	41.2%	41.0%	43.5%	46.6%	46.3%	45.5%	38.7%	49.1%	42.7%	46.7%
- Other purchases	0.8%	1.4%	2.4%	1.4%	1.2%	1.0%	0.9%	1.2%	1.6%	1.9%	1.8%	1.4%
<b>Others:</b>												
- Medical expenses	6.8%	9.0%	6.6%	8.2%	10.1%	7.7%	7.0%	7.5%	8.0%	9.4%	6.9%	7.8%
- Other expenses	4.7%	6.3%	5.5%	10.0%	6.1%	4.9%	5.3%	5.3%	10.7%	4.4%	5.2%	5.6%

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

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Expenditure per tourist and trip (€)</b>												
<b>Accommodation:</b>												
- Accommodation	801	766	665	1,004	774	760	789	700	1,114	666	873	785
- Additional accommodation expenses	112	135	134	237	131	127	108	94	134	88	130	130
<b>Transport:</b>												
- National/International Transport	747	800	699	819	689	715	743	729	935	738	786	877
- Flights between islands	413	406	368	491	396	398	422	385	488	375	458	411
- Taxi	97	150	77	109	77	80	84	113	211	115	81	215
- Car rental	88	86	90	79	76	91	95	83	78	87	82	90
- Public transport	122	132	136	121	115	121	116	121	133	128	136	140
- Wellness	27	25	27	18	25	25	26	27	24	34	30	21
<b>Food and drink:</b>												
- Food purchases at supermarkets	330	333	307	433	321	300	300	336	427	289	368	327
- Restaurants	103	113	111	184	109	94	89	103	134	101	125	111
- Other purchases	227	219	196	250	212	206	211	233	293	188	243	217
<b>Leisure:</b>												
- Organized excursions	588	546	646	648	554	571	568	577	824	499	611	548
- Sport activities	98	104	127	129	102	99	109	99	135	95	114	113
- Cultural activities	120	96	140	113	79	115	109	115	223	95	116	96
- Museums	58	56	67	91	73	65	58	51	106	55	65	54
- Theme Parks	33	47	65	60	64	35	36	38	50	27	44	53
- Discos and pubs	80	75	75	93	81	85	79	75	82	75	85	77
- Wellness	98	84	100	85	84	91	92	88	98	74	95	87
- Other expenses	100	84	72	77	71	80	86	111	129	78	92	68
<b>Purchases of goods:</b>												
- Souvenirs	333	183	145	2,288	861	170	234	217	835	188	562	217
- Other purchases	82	89	70	100	81	72	79	76	132	69	90	78
- Other expenses	252	94	75	2,188	780	98	155	141	703	119	472	140
<b>Others:</b>												
- Medical expenses	163	130	101	247	149	131	117	124	319	104	133	143
- Other expenses	48	47	28	130	38	33	25	43	236	35	44	24
- Other expenses	115	83	72	117	110	98	92	81	83	69	89	119

**TOURIST PROFILE**

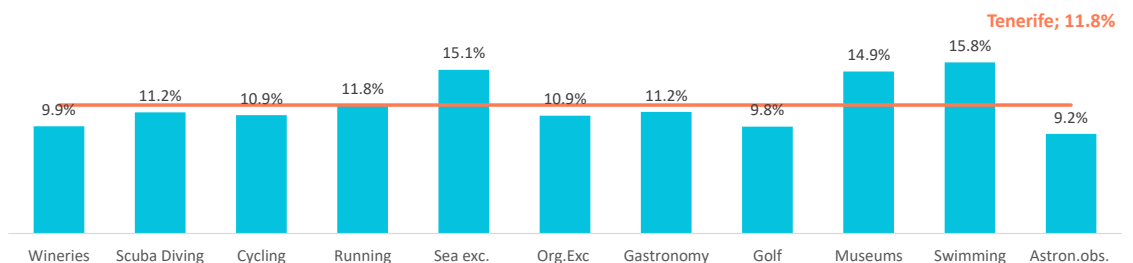
**Who are they?**

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Gender</b>												
Percentage of men	46.6%	46.2%	58.2%	62.7%	55.7%	47.0%	44.5%	48.4%	53.0%	54.1%	46.1%	55.0%
Percentage of women	53.4%	53.8%	41.8%	37.3%	44.3%	53.0%	55.5%	51.6%	47.0%	45.9%	53.9%	45.0%
<b>Age</b>												
Average age	45.98	42.14	36.24	46.77	40.18	39.85	42.66	43.39	45.75	41.41	41.39	39.69
Standard deviation	16.7	15.9	13.2	16.3	14.8	14.2	16.1	16.1	18.1	14.8	15.7	16.3
<b>Age range</b>												
16-24 years old	10.4%	15.2%	20.1%	8.3%	15.9%	14.7%	13.8%	11.7%	15.0%	13.1%	16.4%	19.1%
25-30 years old	12.1%	15.5%	21.1%	11.8%	16.0%	16.4%	15.3%	15.7%	12.4%	14.1%	12.9%	21.0%
31-45 years old	31.0%	30.8%	37.5%	31.3%	34.2%	38.0%	32.0%	32.0%	25.9%	37.8%	37.3%	28.8%
46-60 years old	21.9%	22.0%	14.8%	24.6%	22.7%	20.4%	20.5%	21.4%	18.1%	20.5%	16.8%	17.5%
Over 60 years old	24.7%	16.4%	6.5%	24.0%	11.3%	10.5%	18.5%	19.3%	28.5%	14.4%	16.6%	13.7%
<b>Occupation</b>												
Salaried worker	55.8%	57.7%	68.7%	52.0%	62.3%	63.1%	59.6%	57.9%	49.3%	59.1%	58.6%	56.2%
Self-employed	11.0%	13.2%	11.6%	15.1%	11.6%	12.9%	10.5%	11.6%	12.2%	12.3%	14.0%	13.8%
Unemployed	1.4%	1.9%	2.8%	2.4%	1.1%	1.6%	1.8%	1.6%	0.5%	2.5%	1.0%	1.9%
Business owner	7.0%	7.1%	6.3%	7.7%	9.3%	7.0%	6.9%	7.7%	9.8%	9.3%	8.0%	9.6%
Student	4.1%	5.9%	4.8%	4.0%	5.5%	5.8%	4.8%	4.4%	5.3%	6.1%	4.8%	6.3%
Retired	19.5%	12.9%	5.1%	17.5%	9.1%	8.6%	15.2%	15.6%	22.4%	9.7%	12.7%	10.9%
Unpaid domestic work	0.6%	0.3%	0.4%	0.4%	0.3%	0.5%	0.5%	0.4%	0.0%	0.1%	0.4%	0.3%
Others	0.7%	1.1%	0.4%	1.1%	0.9%	0.6%	0.7%	0.6%	0.3%	0.9%	0.4%	1.0%
<b>Annual household income level</b>												
Less than €25,000	13.5%	16.1%	12.3%	9.5%	9.9%	14.9%	15.3%	14.6%	10.7%	16.4%	12.9%	14.3%
€25,000 - €49,999	34.0%	36.2%	34.3%	28.4%	31.3%	35.3%	34.6%	34.8%	22.4%	35.1%	29.8%	33.9%
€50,000 - €74,999	24.1%	23.6%	24.6%	21.9%	23.6%	23.8%	24.9%	23.7%	21.7%	23.7%	25.8%	27.5%
More than €74,999	28.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Education level</b>												
No studies	4.6%	2.6%	5.4%	2.5%	2.8%	4.6%	3.9%	3.5%	9.6%	1.3%	5.9%	1.7%
Primary education	1.7%	1.2%	2.1%	3.0%	1.7%	1.4%	1.9%	1.5%	2.1%	1.2%	1.3%	0.7%
Secondary education	20.7%	18.0%	11.9%	20.1%	19.2%	18.0%	21.9%	18.8%	17.2%	13.9%	21.4%	19.2%
Higher education	73.0%	78.2%	80.6%	74.4%	76.2%	76.0%	72.3%	76.2%	71.1%	83.6%	71.4%	78.4%

**Who do they come with?**

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Unaccompanied</b>												
Unaccompanied	8.1%	9.3%	9.7%	12.0%	8.5%	3.9%	5.1%	8.2%	5.9%	8.2%	4.0%	9.7%
<b>Only with partner</b>												
Only with partner	48.0%	48.4%	42.3%	46.5%	40.7%	43.7%	50.2%	49.1%	50.5%	46.6%	39.9%	46.3%
<b>Only with children (&lt; 13 years old)</b>												
Only with children (< 13 years old)	4.0%	2.7%	5.4%	5.8%	4.4%	5.4%	3.9%	3.5%	3.9%	5.2%	7.2%	4.1%
<b>Partner + children (&lt; 13 years old)</b>												
Partner + children (< 13 years old)	7.8%	7.2%	5.8%	5.1%	7.4%	9.7%	7.0%	7.7%	6.0%	9.7%	8.5%	5.1%
<b>Other relatives</b>												
Other relatives	10.3%	10.4%	11.6%	9.6%	12.7%	11.6%	11.3%	9.9%	9.0%	9.7%	15.3%	9.9%
<b>Friends</b>												
Friends	7.4%	6.7%	9.4%	2.7%	5.8%	7.3%	6.6%	7.5%	6.9%	5.5%	7.6%	8.1%
<b>Work colleagues</b>												
Work colleagues	0.5%	0.8%	0.3%	1.4%	0.6%	0.4%	0.7%	0.5%	0.4%	1.1%	0.4%	0.5%
<b>Organized trip</b>												
Organized trip	0.3%	0.4%	0.4%	2.4%	0.8%	0.5%	0.6%	0.3%	0.8%	0.5%	0.5%	0.5%
<b>Other combinations <sup>(2)</sup></b>												
Other combinations <sup>(2)</sup>	13.6%	14.2%	15.1%	14.5%	19.0%	17.5%	14.8%	13.4%	16.7%	13.5%	16.5%	15.9%
<i><sup>(2)</sup> Different situations have been isolated</i>												
<b>Tourists with children</b>												
- Between 0 and 2 years old	1.4%	1.1%	1.1%	1.2%	2.5%	0.8%	1.0%	1.4%	0.9%	1.6%	0.9%	0.3%
- Between 3 and 12 years old	15.1%	12.7%	15.7%	14.0%	17.7%	20.4%	15.1%	14.1%	13.9%	17.1%	22.8%	11.0%
- Between 0-2 and 3-12 years old	1.2%	0.5%	1.1%	0.0%	0.9%	1.0%	0.7%	0.7%	0.5%	0.7%	1.0%	0.6%
<b>Tourists without children</b>												
Tourists without children	82.4%	85.7%	82.0%	84.8%	79.0%	77.8%	83.3%	83.8%	84.7%	80.7%	75.2%	88.1%
<b>Group composition:</b>												
- 1 person	9.5%	10.4%	10.8%	13.7%	10.1%	5.0%	6.1%	9.7%	7.8%	9.7%	6.1%	10.8%
- 2 people	56.4%	55.5%	51.9%	50.5%	46.9%	51.5%	60.2%	56.4%	56.8%	55.0%	48.2%	55.5%
- 3 people	13.0%	12.8%	11.8%	9.6%	15.8%	15.8%	13.2%	13.6%	8.3%	14.0%	16.4%	13.0%
- 4 or 5 people	16.7%	17.9%	21.1%	17.4%	20.7%	22.2%	16.1%	16.8%	21.2%	18.6%	24.3%	16.3%
- 6 or more people	4.4%	3.4%	4.4%	8.8%	6.6%	5.5%	4.3%	3.5%	5.8%	2.6%	5.1%	4.4%
<b>Average group size:</b>												
Average group size:	2.66	2.64	2.71	2.95	2.90	2.91	2.67	2.62	2.85	2.63	2.93	2.64

\*People who share the main expenses of the trip





TRIP MOTIVATION AND DESTINATION CHOICE

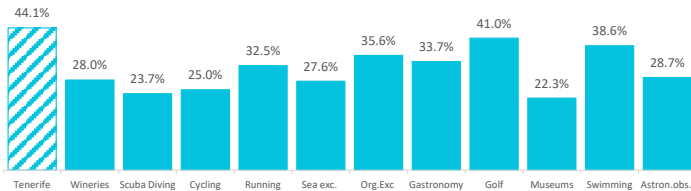
What is the main reason for visiting the Canary Islands?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Holidays	90.7%	85.7%	91.5%	84.7%	86.8%	96.0%	96.3%	87.7%	90.0%	88.1%	93.6%	92.4%
Family reasons	7.0%	11.7%	6.6%	6.4%	8.7%	2.9%	2.1%	10.5%	6.5%	8.9%	4.2%	6.4%
Business	1.1%	1.3%	0.3%	1.1%	1.4%	0.5%	0.6%	0.8%	0.9%	1.6%	0.7%	0.8%
Education and training	0.2%	0.3%	0.4%	0.5%	0.4%	0.1%	0.4%	0.2%	0.0%	0.3%	0.1%	0.1%
Sports training	0.5%	0.3%	0.7%	6.1%	2.4%	0.3%	0.1%	0.3%	1.6%	0.3%	0.9%	0.2%
Health	0.1%	0.1%	0.3%	0.0%	0.2%	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%
Conventions and Exhibitions	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.8%	0.0%	0.0%
Others	0.3%	0.1%	0.2%	1.2%	0.1%	0.2%	0.3%	0.2%	1.1%	0.1%	0.2%	0.0%

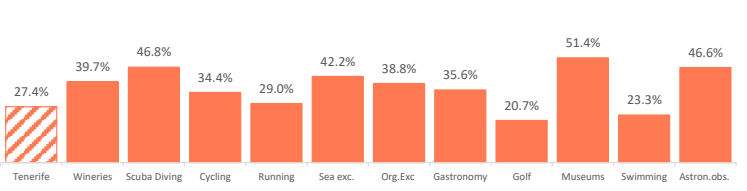
What is the main motivation for their holidays?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Rest	44.1%	28.0%	23.7%	25.0%	32.5%	27.6%	35.6%	33.7%	41.0%	22.3%	38.6%	28.7%
Enjoy family time	16.4%	18.4%	13.3%	19.0%	20.1%	15.8%	12.8%	17.5%	16.5%	17.8%	19.0%	11.7%
Have fun	9.1%	11.0%	10.4%	10.0%	13.6%	12.4%	11.0%	10.3%	14.5%	6.1%	15.5%	10.0%
Explore the destination	27.4%	39.7%	46.8%	34.4%	29.0%	42.2%	38.8%	35.6%	20.7%	51.4%	23.3%	46.6%
Practice their hobbies	1.3%	0.9%	4.1%	11.1%	2.7%	0.8%	0.7%	1.0%	7.0%	0.9%	2.4%	1.4%
Other reasons	1.7%	1.9%	1.6%	0.5%	2.2%	1.1%	1.1%	1.9%	0.3%	1.5%	1.3%	1.5%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Climate	73.5%	69.6%	68.4%	71.6%	70.7%	71.4%	71.7%	69.6%	74.3%	63.2%	70.5%	70.7%
Safety	56.1%	50.5%	47.1%	40.5%	50.3%	54.6%	57.5%	53.4%	58.8%	49.1%	62.0%	54.2%
Tranquility	47.1%	42.8%	41.5%	47.8%	47.0%	44.0%	46.3%	47.2%	40.0%	46.6%	48.5%	45.3%
Accommodation supply	41.9%	33.9%	34.5%	31.7%	37.1%	39.7%	43.2%	36.5%	55.8%	28.8%	44.3%	35.4%
Landscapes	39.9%	48.5%	53.7%	52.4%	46.1%	47.9%	45.3%	45.8%	31.0%	58.7%	38.3%	61.2%
Sea	39.6%	40.6%	56.8%	39.0%	41.6%	45.3%	42.7%	40.7%	34.6%	38.5%	49.1%	46.7%
Price	39.0%	35.5%	33.3%	28.4%	32.4%	37.5%	39.1%	34.8%	39.1%	30.8%	45.0%	36.4%
Environment	38.4%	41.6%	43.6%	35.4%	37.0%	41.0%	41.9%	40.1%	35.4%	47.4%	39.6%	47.4%
Effortless trip	37.4%	33.8%	31.3%	37.8%	32.5%	32.2%	36.0%	35.2%	39.5%	30.9%	36.7%	33.3%
European belonging	36.9%	33.8%	31.9%	33.0%	29.6%	32.7%	35.6%	35.5%	39.0%	35.5%	37.4%	34.5%
Beaches	31.8%	29.8%	44.2%	26.2%	33.8%	36.3%	35.6%	31.7%	30.0%	28.8%	39.7%	33.7%
Gastronomy	27.8%	32.3%	24.6%	22.0%	28.0%	24.7%	25.7%	34.6%	29.2%	28.3%	28.2%	29.5%
Authenticity	24.9%	30.1%	34.7%	15.3%	26.7%	27.7%	27.4%	29.1%	22.9%	32.9%	28.4%	30.0%
Fun possibilities	24.8%	25.6%	32.0%	28.9%	34.2%	28.8%	30.1%	24.3%	31.1%	23.0%	37.0%	29.6%
Exoticism	12.9%	14.4%	20.0%	7.1%	15.8%	17.3%	16.2%	14.3%	10.6%	16.7%	16.8%	19.9%
Hiking trail network	12.8%	15.7%	17.8%	21.0%	17.3%	13.4%	14.3%	14.7%	13.0%	21.2%	13.0%	22.7%
Historical heritage	10.7%	15.7%	15.7%	7.7%	10.6%	12.0%	14.2%	13.5%	13.5%	23.9%	12.9%	18.2%
Culture	10.4%	16.1%	14.4%	6.6%	11.2%	12.5%	12.8%	12.7%	12.4%	21.1%	13.4%	15.7%
Shopping	10.1%	10.5%	8.1%	8.4%	6.6%	9.1%	10.6%	9.5%	13.8%	9.0%	14.0%	10.4%
Nightlife	8.2%	8.8%	9.1%	8.2%	9.1%	7.4%	7.5%	8.2%	11.9%	6.9%	10.4%	7.7%

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?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Previous visits to the Canary Islands	47.5%	43.1%	30.2%	43.2%	45.1%	32.7%	35.0%	46.5%	52.1%	38.6%	49.7%	41.4%
Friends or relatives	31.9%	38.1%	35.5%	26.1%	35.3%	36.6%	33.0%	39.0%	32.8%	34.8%	34.2%	37.7%
Internet or social media	52.6%	58.7%	63.8%	56.4%	59.0%	64.9%	57.5%	57.6%	50.2%	60.2%	59.1%	65.0%
Mass Media	2.2%	3.1%	1.4%	1.1%	2.7%	2.7%	3.2%	2.7%	2.1%	2.8%	3.3%	3.8%
Travel guides and magazines	6.1%	8.7%	9.9%	11.4%	8.1%	8.1%	7.8%	6.9%	6.0%	13.2%	7.5%	10.4%
Travel Blogs or Forums	7.3%	11.4%	14.5%	9.6%	9.5%	12.6%	9.0%	10.4%	5.4%	14.1%	6.4%	15.5%
Travel TV Channels	1.0%	1.9%	0.8%	0.9%	0.8%	1.4%	1.2%	1.3%	0.9%	1.9%	1.4%	1.8%
Tour Operator or Travel Agency	17.5%	15.2%	11.2%	11.0%	11.6%	17.5%	27.6%	14.6%	17.7%	13.0%	14.9%	15.1%
Public administrations or similar	0.5%	1.4%	1.2%	0.0%	0.8%	0.4%	0.6%	0.9%	0.0%	1.8%	0.6%	1.6%
Others	3.4%	4.3%	9.4%	5.9%	5.2%	3.6%	2.9%	3.8%	6.2%	4.6%	4.6%	5.7%

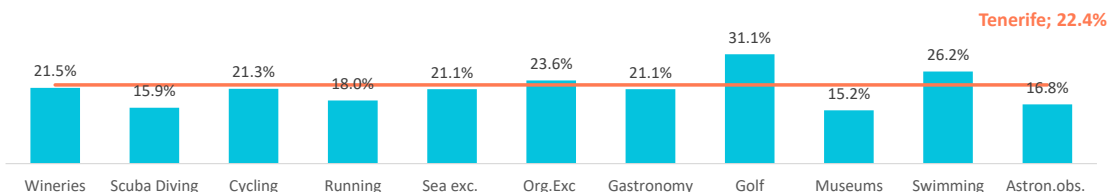
\* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
The same day	0.8%	1.4%	1.7%	4.8%	1.7%	1.1%	0.9%	0.8%	1.5%	1.5%	1.3%	1.6%
Between 1 and 30 days	21.4%	20.4%	22.5%	22.8%	22.6%	18.8%	19.3%	21.2%	16.1%	22.0%	19.9%	23.5%
Between 1 and 2 months	22.8%	21.9%	29.4%	21.7%	25.0%	24.5%	23.2%	24.4%	21.5%	25.9%	22.5%	25.4%
Between 3 and 6 months	32.6%	34.7%	30.6%	29.4%	32.8%	34.5%	32.9%	32.5%	30.0%	35.4%	30.2%	32.7%
More than 6 months	22.4%	21.5%	15.9%	21.3%	18.0%	21.1%	23.6%	21.1%	31.1%	15.2%	26.2%	16.8%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



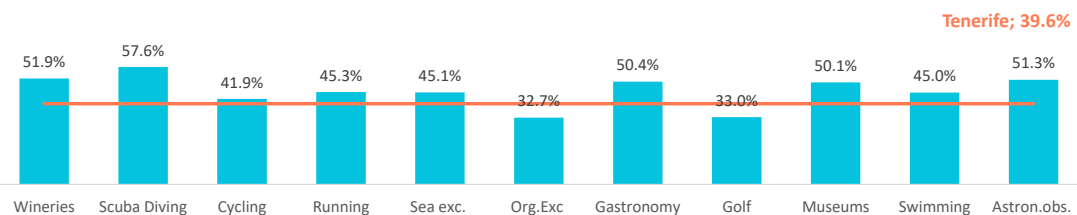
With whom did they book their flight and accommodation?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
<b>Flight</b>												
- Directly with the airline	56.2%	62.9%	70.5%	66.7%	64.4%	57.5%	43.4%	62.7%	59.8%	64.6%	58.0%	62.9%
- Tour Operator or Travel Agency	43.8%	37.1%	29.5%	33.3%	35.6%	42.5%	56.6%	37.3%	40.2%	35.4%	42.0%	37.1%
<b>Accommodation</b>												
- Directly with the accommodation	42.3%	47.2%	58.1%	49.3%	49.7%	45.2%	33.6%	47.3%	38.8%	50.2%	45.3%	47.6%
- Tour Operator or Travel Agency	57.7%	52.8%	41.9%	50.7%	50.3%	54.8%	66.4%	52.7%	61.2%	49.8%	54.7%	52.4%

What do they book?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Room only	39.6%	51.9%	57.6%	41.9%	45.3%	45.1%	32.7%	50.4%	33.0%	50.1%	45.0%	51.3%
Bed and Breakfast	17.0%	17.1%	15.1%	13.6%	20.3%	14.8%	16.6%	19.8%	25.0%	18.7%	14.4%	16.0%
Half board	18.9%	15.2%	15.7%	23.7%	14.4%	16.7%	20.5%	17.6%	20.8%	19.2%	16.9%	13.1%
Full board	2.5%	1.8%	0.8%	0.5%	2.0%	3.1%	3.7%	1.4%	2.2%	0.8%	1.2%	1.9%
All inclusive	22.0%	14.0%	10.8%	20.2%	17.9%	20.3%	26.5%	10.9%	19.0%	11.4%	22.5%	17.6%

% TOURISTS WHO BOOK ROOM ONLY



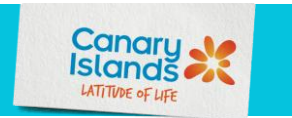
ACCOMMODATION

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
1-2-3* Hotel	9.0%	8.9%	10.2%	11.7%	7.8%	9.7%	10.4%	9.6%	7.3%	10.0%	8.6%	9.7%
4* Hotel	33.6%	26.7%	21.6%	23.3%	27.7%	33.0%	43.4%	26.5%	24.0%	24.3%	29.9%	25.2%
5* Hotel / 5* Luxury Hotel	9.7%	5.9%	8.1%	7.0%	8.5%	7.2%	7.6%	6.8%	20.9%	4.9%	8.6%	6.1%
Aparthotel / Tourist Villa	15.9%	15.3%	13.1%	14.0%	15.2%	16.4%	18.3%	16.7%	17.7%	13.7%	19.0%	14.1%
House/room rented in a private dwelling	19.7%	25.5%	38.8%	26.1%	26.5%	26.0%	15.7%	25.2%	16.0%	30.7%	22.1%	32.2%
Private accommodation <sup>(1)</sup>	9.2%	13.9%	6.6%	13.6%	10.1%	4.4%	2.1%	12.1%	13.7%	10.1%	9.3%	8.2%
Others (Cottage, cruise, camping,...)	2.8%	3.8%	1.6%	4.3%	4.1%	3.3%	2.5%	3.1%	0.3%	6.2%	2.5%	4.6%

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

TYPE OF ACCOMMODATION



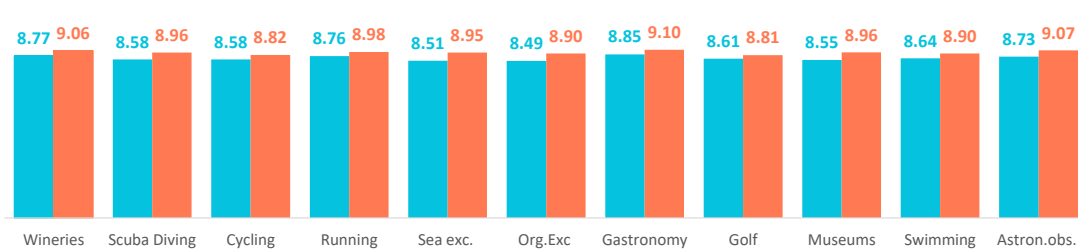
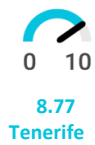


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Average rating	<b>8.76</b>	8.81	8.76	8.67	8.70	8.75	8.73	8.81	8.70	8.78	8.75	8.86
Experience in the Canary Islands	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Worse or much worse than expected	<b>2.8%</b>	2.9%	2.7%	3.6%	2.4%	3.4%	3.3%	2.3%	2.1%	3.1%	3.3%	3.4%
Lived up to expectations	<b>54.2%</b>	48.0%	47.4%	57.1%	48.7%	44.6%	48.0%	51.5%	54.2%	47.1%	49.1%	43.4%
Better or much better than expected	<b>43.1%</b>	49.1%	49.9%	39.3%	48.9%	51.9%	48.6%	46.2%	43.7%	49.8%	47.5%	53.3%
Future intentions (scale 0-10)	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Return to the Canary Islands	<b>8.77</b>	8.77	8.58	8.58	8.76	8.51	8.49	8.85	8.61	8.55	8.64	8.73
Recommend visiting the Canary Islands	<b>9.00</b>	9.06	8.96	8.82	8.98	8.95	8.90	9.10	8.81	8.96	8.90	9.07

RETURN TO THE CANARY



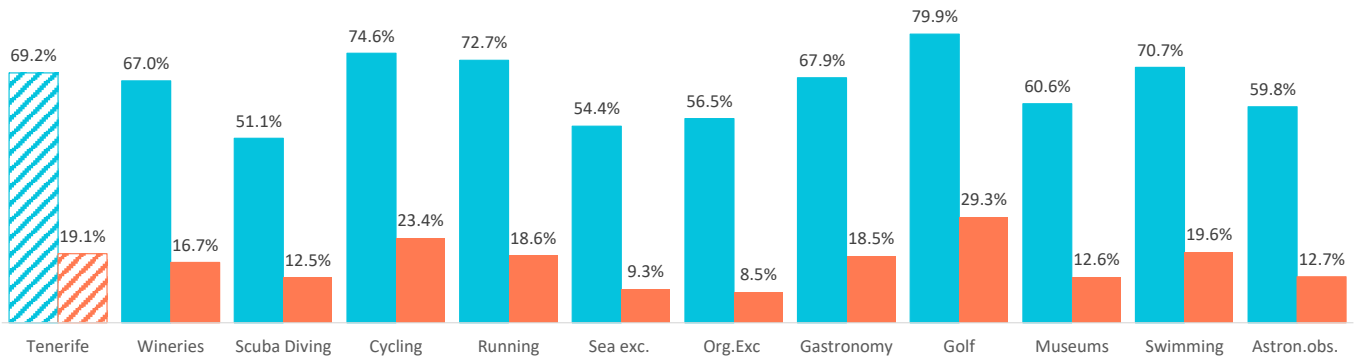
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Repeat tourists	<b>69.2%</b>	67.0%	51.1%	74.6%	72.7%	54.4%	56.5%	67.9%	79.9%	60.6%	70.7%	59.8%
At least 10 previous visits	<b>18.8%</b>	15.9%	10.2%	19.7%	18.2%	8.6%	8.2%	17.9%	27.3%	12.2%	19.3%	12.4%
Repeat tourists (last 5 years)	<b>63.1%</b>	60.4%	45.4%	70.8%	63.3%	48.0%	50.0%	62.0%	74.4%	54.7%	65.6%	54.5%
Repeat tourists (last 5 years) (5 or more visits)	<b>19.1%</b>	16.7%	12.5%	23.4%	18.6%	9.3%	8.5%	18.5%	29.3%	12.6%	19.6%	12.7%

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



ISLANDS

How many islands do they visit during their trip?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
One island	<b>94.0%</b>	90.8%	89.3%	82.0%	91.9%	92.3%	89.3%	93.1%	96.3%	90.4%	90.4%	90.0%
Two islands	<b>5.3%</b>	7.6%	9.8%	17.2%	6.6%	7.2%	9.6%	6.0%	3.0%	7.9%	8.2%	7.6%
Three or more islands	<b>0.7%</b>	1.6%	0.9%	0.8%	1.4%	0.6%	1.1%	0.9%	0.8%	1.7%	1.4%	2.4%

Visited islands during their trip (with overnight staying)

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Lanzarote	<b>0.4%</b>	1.3%	0.8%	1.6%	1.0%	0.6%	0.5%	0.4%	0.6%	1.2%	0.2%	1.2%
Fuerteventura	<b>0.2%</b>	0.6%	0.0%	2.0%	0.2%	0.2%	0.2%	0.3%	0.0%	0.7%	0.3%	0.9%
Gran Canaria	<b>0.9%</b>	1.6%	1.0%	2.0%	1.4%	0.9%	1.0%	0.9%	0.8%	2.5%	1.7%	3.0%
Tenerife	<b>100.0%</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
La Gomera	<b>0.7%</b>	1.0%	1.8%	3.0%	1.0%	0.9%	0.3%	0.9%	0.4%	1.0%	1.4%	0.8%
La Palma	<b>0.5%</b>	1.4%	1.9%	3.4%	0.9%	0.3%	0.5%	0.7%	0.0%	1.0%	1.0%	0.9%
El Hierro	<b>0.1%</b>	0.1%	0.0%	0.5%	0.3%	0.0%	0.1%	0.2%	0.0%	0.2%	0.2%	0.0%
Cruise	<b>0.1%</b>	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	0.2%	1.6%	0.0%	0.0%	0.0%



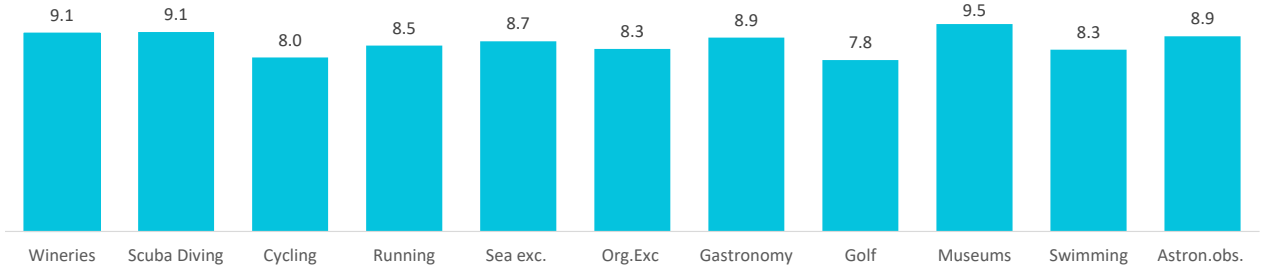
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
0 hours	2.0%	0.6%	0.9%	0.4%	1.1%	0.6%	0.7%	0.5%	1.4%	0.1%	0.9%	0.7%
1 - 2 hours	7.5%	2.8%	5.0%	3.6%	6.6%	4.5%	5.3%	3.6%	5.8%	1.7%	4.9%	3.3%
3 - 6 hours	29.8%	23.3%	19.4%	31.0%	26.4%	24.1%	28.7%	24.1%	33.8%	19.5%	29.5%	21.9%
7 - 12 hours	51.2%	58.9%	60.1%	56.0%	51.9%	58.8%	54.4%	59.3%	50.8%	63.1%	53.7%	61.2%
More than 12 hours	9.6%	14.4%	14.5%	9.0%	14.0%	12.0%	10.9%	12.5%	8.2%	15.5%	10.9%	13.0%
<b>Outdoor time per day</b>	<b>7.9</b>	<b>9.1</b>	<b>9.1</b>	<b>8.0</b>	<b>8.5</b>	<b>8.7</b>	<b>8.3</b>	<b>8.9</b>	<b>7.8</b>	<b>9.5</b>	<b>8.3</b>	<b>8.9</b>



7.9  
Tenerife



Activities in the Canary Islands

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Walk, wander	79.4%	93.3%	84.2%	81.9%	90.8%	84.1%	85.2%	88.7%	74.6%	90.7%	89.4%	87.7%
Beach	63.9%	76.9%	89.1%	61.8%	79.2%	83.1%	74.1%	74.6%	56.9%	75%	85.2%	79.9%
Swimming pool, hotel facilities	58.9%	56.3%	54.5%	59.9%	67.9%	65.2%	69.2%	55.0%	69%	49.7%	75.9%	55.7%
Explore the island on their own	52.1%	78.2%	74.2%	73.9%	69.3%	68.8%	57.4%	67.8%	48.3%	83.3%	61%	78.4%
Taste Canarian gastronomy	32.1%	63.1%	43.4%	34%	36.2%	39.0%	38.0%	100.0%	30.8%	54.1%	37.2%	46.9%
Theme parks	22.7%	32.8%	35.1%	22.4%	29.3%	37.7%	34.8%	31.4%	30.0%	34.0%	35.7%	33.8%
Hiking	22.1%	36.8%	45%	52.9%	48.2%	30.0%	24.5%	30.5%	17.7%	45.8%	36.0%	46.9%
Organized excursions	18.4%	24.7%	34.1%	20.8%	18.8%	43.9%	100%	21.7%	21.6%	22.8%	28.0%	45.9%
Nightlife / concerts / shows	16.5%	24.1%	21.4%	16.4%	22.4%	21.5%	19.6%	21%	26.9%	17.6%	29.5%	22.3%
Sea excursions / whale watching	16.3%	24.4%	44.5%	17.0%	18.8%	100.0%	38.9%	19.8%	19.9%	22.3%	29.5%	34.3%
Other Nature Activities	10.4%	22%	28.0%	20.5%	19.9%	17.7%	12.6%	17.7%	10.1%	26.5%	16.3%	26.7%
Wineries / markets / popular festivals	10.2%	100.0%	19.8%	20.8%	16%	15.2%	13.6%	20.0%	12.3%	27.8%	15.4%	21.4%
Museums / exhibitions	8.5%	23.3%	16.6%	18.7%	11.0%	11.7%	10.6%	14.4%	8.4%	100.0%	11.7%	18.4%
Swim	7.7%	11.7%	24.8%	25.9%	22.9%	14.0%	11.8%	8.9%	15.7%	10.5%	100.0%	18.2%
Beauty and health treatments	6.5%	9.9%	8.2%	15.7%	11.3%	9.3%	10.2%	8.2%	11.9%	8.7%	12.3%	8.1%
Astronomical observation	5.5%	11.5%	16.2%	15.4%	11.4%	11.5%	13.6%	8.0%	6.6%	11.8%	12.9%	100%
Running	5.5%	8.7%	13.4%	26.8%	100.0%	6%	5.6%	6.2%	11.8%	7.0%	16.2%	11.4%
Practice other sports	3.4%	6.5%	10.7%	13.7%	9.7%	4.3%	4.0%	4.7%	10.9%	6.1%	7.9%	8.7%
Golf	2.6%	3.2%	8.7%	10.7%	5.7%	3.2%	3.1%	2.5%	100.0%	2.6%	5.4%	3.2%
Scuba Diving	2.6%	5.1%	100.0%	11.2%	6.4%	7.2%	4.9%	3.5%	8.7%	5.1%	8.4%	7.8%
Surf	2.1%	3.7%	11.6%	13.1%	6.7%	3.8%	3.3%	2.1%	6.8%	3.2%	6.8%	5.6%
Cycling / Mountain bike	1.3%	2.7%	5.6%	100.0%	6.4%	1.4%	1.5%	1.4%	5.4%	2.9%	4.4%	3.7%
Windsurf / Kitesurf	0.7%	1.3%	3.8%	7.6%	3.3%	1.0%	1.1%	0.9%	3.0%	1.4%	4.0%	2.9%

COUNTRY OF RESIDENCE

Where are they from?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
United Kingdom	37.1%	13.8%	16.8%	17.1%	3.3%	13.1%	12.6%	16.6%	7.0%	14.5%	4.8%	19.2%
Spanish Mainland	12.3%	6.0%	12.2%	1.3%	5.9%	11.4%	8.6%	2.9%	2.2%	8.7%	1.5%	9.3%
Germany	11.5%	18.6%	14.6%	5.8%	13.4%	12.2%	11.9%	20.0%	5.3%	21.1%	3.0%	12.1%
Italy	5.9%	2.0%	5.7%	7.6%	5.8%	3.2%	2.9%	2.7%	4.9%	2.5%	5.3%	4.4%
France	5.6%	8.4%	6.4%	4.9%	5.2%	7.2%	8.0%	6.3%	6.6%	6.2%	3.8%	7.5%
Belgium	3.8%	2.1%	2.5%	4.2%	13.2%	4.0%	4.5%	2.9%	3.3%	2.9%	7.5%	5.3%
Ireland	3.7%	3.0%	4.5%	9.1%	3.6%	4.5%	4.6%	3.3%	1.7%	4.1%	4.6%	2.7%
Netherlands	3.5%	1.6%	1.7%	5.3%	1.5%	0.5%	0.8%	0.6%	1.1%	1.0%	1.0%	0.7%
Poland	3.1%	1.3%	1.7%	1.4%	1.1%	0.8%	1.1%	1.2%	0.7%	1.2%	0.8%	1.4%
Czech Republic	1.3%	1.6%	0.5%	1.8%	1.6%	1.5%	1.0%	1.0%	1.6%	1.8%	0.7%	0.8%
Denmark	1.2%	0.8%	2.0%	3.9%	0.5%	1.2%	0.6%	0.9%	1.7%	1.4%	1.3%	1.1%
Switzerland	1.0%	0.2%	-	-	0.2%	0.1%	0.4%	0.2%	-	0.1%	0.1%	0.2%
Sweden	0.9%	0.5%	0.9%	1.1%	1.3%	0.8%	0.6%	0.6%	-	0.7%	0.2%	0.5%
Norway	0.9%	2.4%	1.8%	4.7%	3.7%	3.2%	3.2%	2.7%	5.7%	2.5%	4.9%	2.5%
Finland	0.9%	0.4%	0.3%	-	0.4%	0.4%	0.4%	0.3%	-	0.5%	0.9%	0.2%
Austria	0.8%	0.9%	1.7%	1.5%	2.2%	1.8%	1.6%	1.5%	1.9%	1.7%	2.6%	1.9%
Others	6.6%	36.3%	26.7%	30.4%	37.3%	34.1%	37.3%	36.2%	56.4%	29.0%	56.9%	30.2%

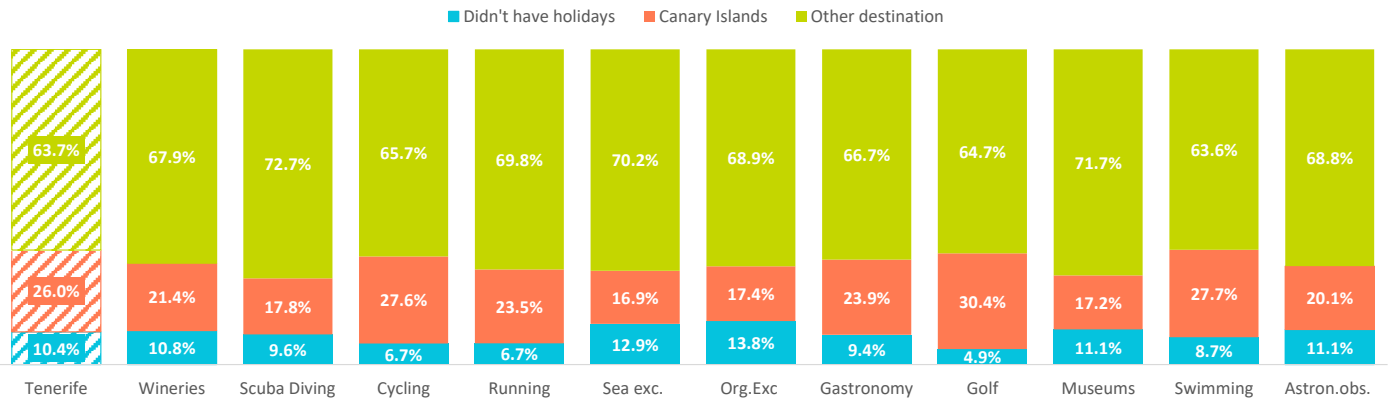


COMPETITORS

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

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Didn't have holidays	10.4%	10.8%	9.6%	6.7%	6.7%	12.9%	13.8%	9.4%	4.9%	11.1%	8.7%	11.1%
Canary Islands	26.0%	21.4%	17.8%	27.6%	23.5%	16.9%	17.4%	23.9%	30.4%	17.2%	27.7%	20.1%
Other destination	63.7%	67.9%	72.7%	65.7%	69.8%	70.2%	68.9%	66.7%	64.7%	71.7%	63.6%	68.8%
- Balearic Islands	4.2%	4.0%	2.7%	2.9%	3.3%	4.3%	4.2%	4.3%	4.5%	3.6%	3.1%	3.1%
- Rest of Spain	12.6%	14.3%	15.0%	12.9%	13.2%	13.2%	12.3%	14.8%	8.9%	16.5%	10.2%	12.4%
- Italy	7.6%	9.0%	9.3%	10.0%	9.3%	9.3%	7.9%	8.4%	6.5%	9.1%	6.9%	8.8%
- France	4.9%	5.2%	5.3%	5.6%	6.8%	6.9%	5.2%	4.7%	3.8%	7.2%	5.0%	7.6%
- Turkey	2.9%	3.5%	2.3%	1.4%	3.0%	3.5%	3.6%	2.8%	4.2%	2.2%	3.8%	3.0%
- Greece	7.0%	6.4%	8.0%	5.8%	7.3%	7.7%	8.4%	6.2%	6.6%	5.6%	9.8%	7.1%
- Portugal	4.4%	4.5%	4.8%	3.5%	4.5%	4.8%	4.8%	4.8%	6.6%	6.3%	4.2%	5.4%
- Croatia	2.1%	1.8%	3.0%	3.0%	2.9%	2.3%	2.1%	2.1%	2.3%	2.4%	2.8%	2.7%
- Egypt	1.5%	1.4%	2.2%	1.5%	1.4%	1.7%	2.1%	1.5%	1.4%	1.3%	2.0%	1.9%
- Tunisia	0.3%	0.2%	2.4%	0.0%	0.4%	0.6%	0.7%	0.2%	0.9%	0.0%	0.6%	0.5%
- Morocco	1.3%	1.1%	0.3%	0.0%	1.7%	1.7%	1.6%	1.3%	1.0%	1.6%	1.5%	2.4%
- Others	14.8%	16.4%	17.4%	19.0%	16.2%	14.2%	15.9%	15.6%	18.1%	16.0%	13.7%	13.8%

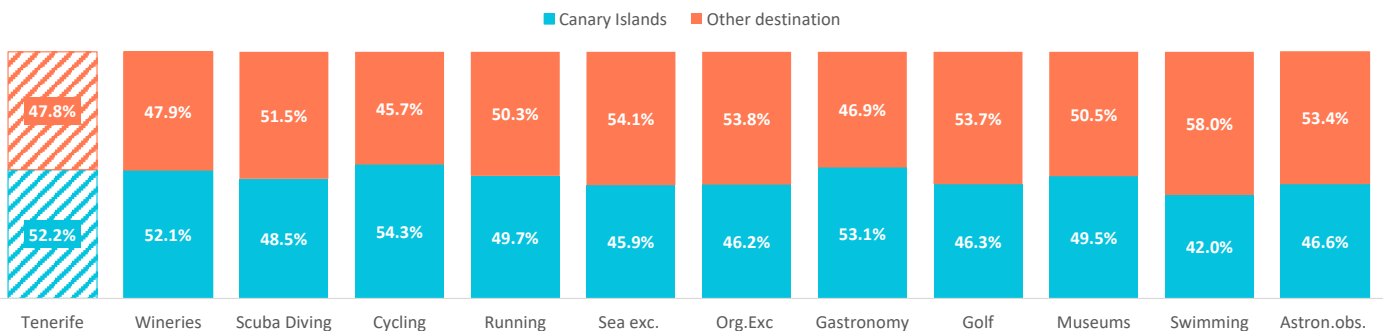
\* Percentage of valid answers



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

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
None (I was clear about "this Canary Island")	28.1%	28.1%	21.7%	30.8%	24.6%	22.1%	21.3%	29.3%	27.4%	24.9%	18.2%	21.7%
Canary Islands (other island)	24.1%	24.0%	26.8%	23.5%	25.1%	23.8%	24.9%	23.8%	18.9%	24.7%	23.8%	24.8%
Other destination	47.8%	47.9%	51.5%	45.7%	50.3%	54.1%	53.8%	46.9%	53.7%	50.5%	58.0%	53.4%
- Balearic Islands	5.7%	4.8%	5.2%	5.4%	5.4%	5.7%	5.9%	5.4%	6.6%	5.8%	5.7%	4.7%
- Rest of Spain	9.3%	9.4%	7.6%	8.6%	10.0%	9.6%	10.1%	9.3%	11.0%	9.1%	9.7%	8.3%
- Italy	5.5%	5.9%	7.8%	7.7%	6.8%	6.8%	6.5%	5.8%	8.5%	8.2%	7.8%	6.3%
- France	2.1%	1.8%	3.4%	2.7%	2.2%	2.3%	1.9%	2.0%	2.8%	2.5%	2.1%	2.7%
- Turkey	3.3%	2.4%	2.6%	2.5%	3.2%	4.1%	4.3%	3.0%	4.6%	2.5%	4.6%	4.5%
- Greece	7.7%	7.7%	9.2%	6.3%	7.2%	9.5%	9.7%	7.3%	5.4%	7.2%	10.1%	8.8%
- Portugal	7.1%	8.2%	5.0%	4.3%	6.7%	6.9%	7.6%	7.3%	8.6%	7.6%	8.3%	7.4%
- Croatia	2.3%	1.9%	4.3%	0.9%	3.3%	3.3%	2.5%	2.1%	2.6%	2.3%	4.1%	3.0%
- Egypt	2.4%	2.9%	3.5%	4.8%	2.6%	2.7%	2.9%	2.3%	2.2%	2.4%	3.9%	4.2%
- Others	2.4%	2.7%	2.7%	2.6%	2.7%	3.0%	2.3%	2.3%	1.4%	3.0%	1.7%	3.7%

\* Percentage of valid answers



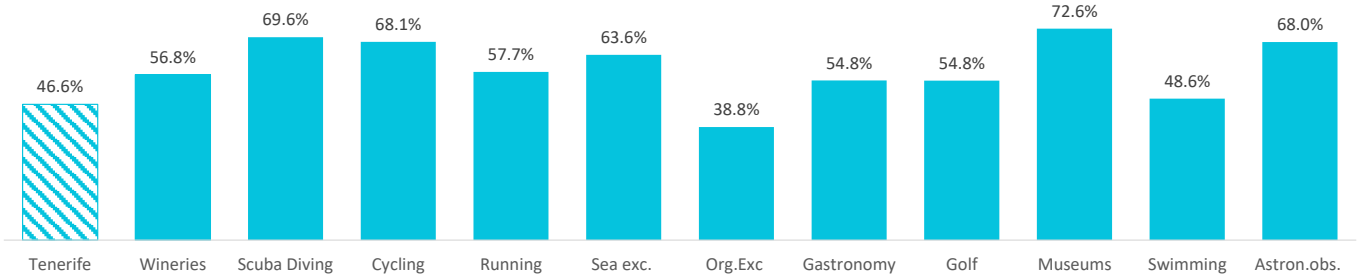
TRANSPORT (Data Q4 2025)

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

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Rental vehicle	46.6%	56.8%	69.6%	68.1%	57.7%	63.6%	38.8%	54.8%	54.8%	72.6%	48.6%	68.0%
Public transport	25.5%	31.8%	30.1%	38.3%	28.6%	22.3%	31.0%	28.2%	17.0%	23.5%	26.2%	28.4%
Taxi / Private hire vehicle	29.5%	18.6%	16.1%	17.8%	29.5%	24.8%	29.6%	27.3%	30.0%	15.8%	33.7%	19.2%
Organised excursions with transport included	11.9%	9.7%	8.8%	5.8%	8.4%	18.8%	45.1%	13.0%	6.5%	11.1%	14.3%	22.0%
Bicycle	2.5%	2.5%	0.0%	50.2%	4.7%	2.3%	3.5%	2.9%	7.3%	1.8%	2.8%	1.8%
On foot	16.4%	10.3%	4.0%	5.4%	10.9%	7.0%	10.6%	11.7%	10.7%	6.1%	15.9%	6.4%

\* Multi-choice question

RENTAL VEHICLE

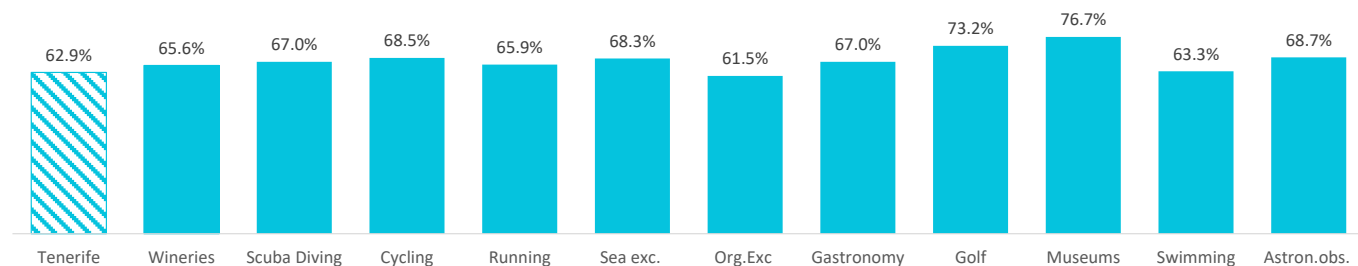


What factors influenced their choice of transport?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
No other alternative	15.3%	11.7%	10.7%	0.0%	8.1%	13.3%	13.3%	12.0%	9.9%	9.6%	9.2%	9.8%
Comfort and convenience	62.9%	65.6%	67.0%	68.5%	65.9%	68.3%	61.5%	67.0%	73.2%	76.7%	63.3%	68.7%
Price	30.2%	34.0%	36.7%	36.3%	39.7%	34.0%	31.6%	32.5%	29.6%	39.1%	39.5%	34.8%
Accessibility	23.6%	26.4%	28.1%	44.5%	34.0%	29.8%	26.6%	26.5%	23.4%	27.1%	35.1%	31.8%
Environmental impact	3.7%	2.9%	6.4%	21.8%	7.7%	2.8%	4.9%	4.4%	1.2%	6.1%	4.7%	4.5%
Safety	10.8%	12.3%	9.2%	17.3%	11.2%	12.6%	14.2%	11.5%	11.5%	14.7%	17.0%	17.7%
Available travel time	11.1%	12.6%	12.3%	13.8%	11.1%	13.6%	12.3%	13.2%	9.1%	16.7%	13.3%	16.8%
Punctuality	6.2%	8.2%	3.2%	8.8%	4.5%	6.9%	8.7%	7.6%	8.8%	6.7%	6.4%	9.7%
Flexible timetable	16.2%	22.6%	24.0%	26.5%	19.7%	20.5%	15.2%	18.9%	14.7%	23.8%	23.3%	22.7%

\* Multi-choice question

COMFORT AND CONVENIENCE



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

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	7.0%	9.3%	6.9%	9.8%	11.2%	7.4%	7.6%	6.1%	9.5%	9.4%	8.9%	9.2%
- Infrequent service	2.1%	1.9%	2.1%	1.9%	2.2%	2.0%	1.7%	1.6%	0.8%	1.7%	1.7%	4.9%
- Confusing or insufficient information	1.7%	3.7%	0.3%	4.9%	1.0%	2.2%	2.7%	1.6%	0.0%	3.0%	0.6%	3.9%
- Accessibility barriers	0.3%	0.1%	0.3%	0.0%	0.2%	0.4%	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%
- Delays or cancellations	1.8%	2.9%	0.2%	1.9%	2.0%	2.5%	2.5%	1.2%	1.0%	2.4%	3.4%	2.0%
- High fares	1.0%	2.8%	2.2%	0.0%	2.5%	1.8%	1.2%	1.5%	6.1%	5.1%	1.6%	0.9%
- Difficulties with booking systems	0.4%	0.1%	0.3%	0.0%	0.2%	0.5%	0.3%	0.2%	0.0%	0.1%	0.3%	0.4%
- Poor connections	0.6%	0.2%	0.6%	0.0%	1.4%	0.1%	0.2%	0.5%	0.0%	1.3%	0.5%	0.0%
- Others	1.5%	1.6%	1.8%	2.9%	5.9%	0.9%	1.4%	1.3%	1.7%	0.8%	3.6%	1.2%
No	93.0%	90.7%	93.1%	90.2%	88.8%	92.6%	92.4%	93.9%	90.5%	90.6%	91.1%	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



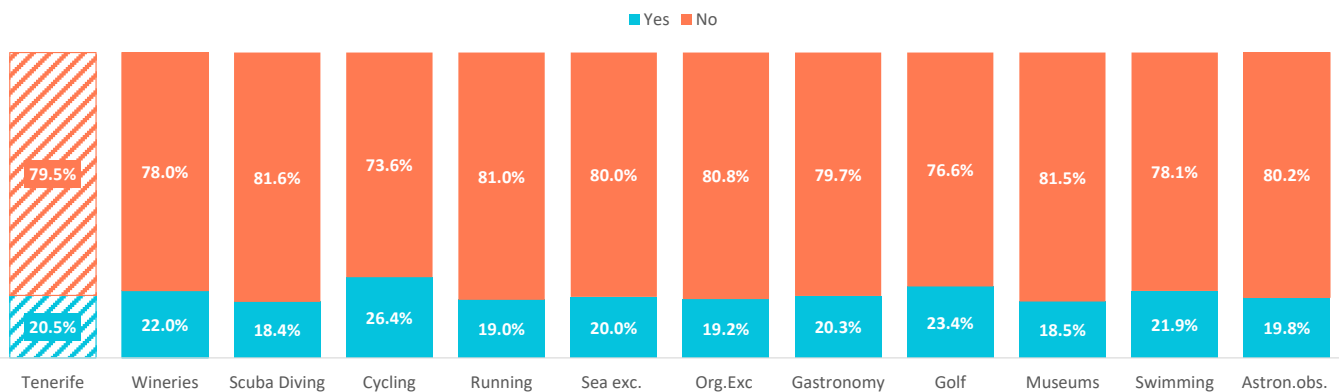
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	49.4%	49.9%	48.8%	50.5%	55.4%	51.2%	49.9%	50.0%	41.7%	51.0%	48.9%	48.6%
No	31.6%	29.8%	31.8%	29.5%	26.3%	27.8%	29.8%	31.2%	31.9%	29.5%	31.1%	28.1%
Not remember	19.0%	20.4%	19.4%	20.0%	18.3%	21.0%	20.3%	18.9%	26.4%	19.5%	20.0%	23.3%

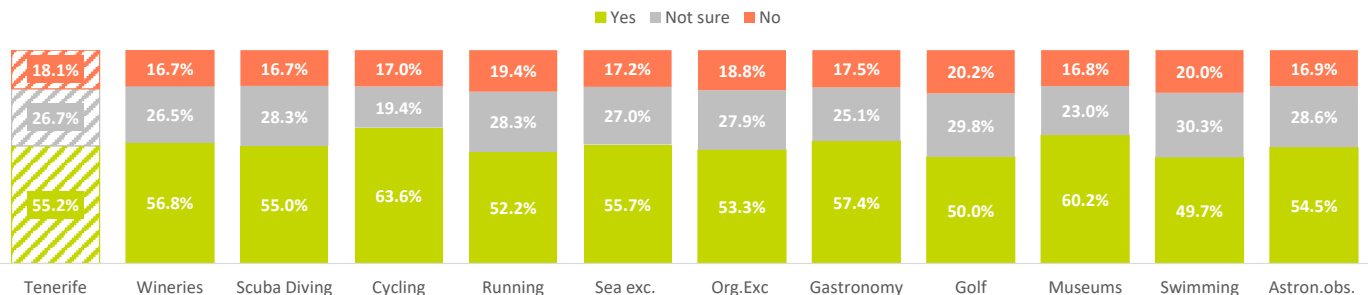
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	20.5%	22.0%	18.4%	26.4%	19.0%	20.0%	19.2%	20.3%	23.4%	18.5%	21.9%	19.8%
No	79.5%	78.0%	81.6%	73.6%	81.0%	80.0%	80.8%	79.7%	76.6%	81.5%	78.1%	80.2%



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

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	55.2%	56.8%	55.0%	63.6%	52.2%	55.7%	53.3%	57.4%	50.0%	60.2%	49.7%	54.5%
- For any purpose	12.4%	13.1%	11.4%	20.1%	13.4%	13.2%	11.4%	13.1%	10.7%	14.4%	14.2%	12.7%
- Improve living conditions	9.4%	9.5%	8.9%	7.3%	7.5%	8.4%	8.8%	9.5%	8.2%	9.0%	6.8%	8.2%
- Improve economic development	4.0%	3.7%	4.3%	4.6%	3.4%	3.6%	3.9%	4.3%	6.4%	3.6%	2.9%	3.9%
- Improve the environment	18.1%	21.3%	21.1%	23.6%	18.7%	19.8%	18.9%	20.3%	12.7%	22.3%	14.7%	19.3%
- Improve the tourist environment	5.0%	4.7%	6.4%	3.6%	4.2%	5.4%	5.2%	4.4%	5.4%	4.6%	5.1%	4.2%
- Other purposes	6.2%	4.6%	3.0%	4.5%	4.9%	5.4%	5.2%	5.9%	6.6%	6.3%	6.0%	6.2%
Not sure	26.7%	26.5%	28.3%	19.4%	28.3%	27.0%	27.9%	25.1%	29.8%	23.0%	30.3%	28.6%
No	18.1%	16.7%	16.7%	17.0%	19.4%	17.2%	18.8%	17.5%	20.2%	16.8%	20.0%	16.9%



How much would they be willing to pay?

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Up to 1 euro	37.3%	40.9%	38.0%	44.1%	37.2%	40.8%	38.7%	35.6%	37.9%	38.5%	39.2%	42.4%
Up to 2 euros	32.0%	29.8%	34.3%	32.8%	29.5%	31.9%	32.8%	31.6%	30.7%	31.0%	32.2%	27.4%
Up to 3 euros	19.5%	16.7%	16.1%	11.6%	17.9%	18.0%	18.2%	20.7%	17.3%	17.7%	16.0%	17.2%
More than 3 euros	11.3%	12.6%	11.6%	11.5%	15.4%	9.4%	10.3%	12.1%	14.1%	12.7%	12.6%	13.0%

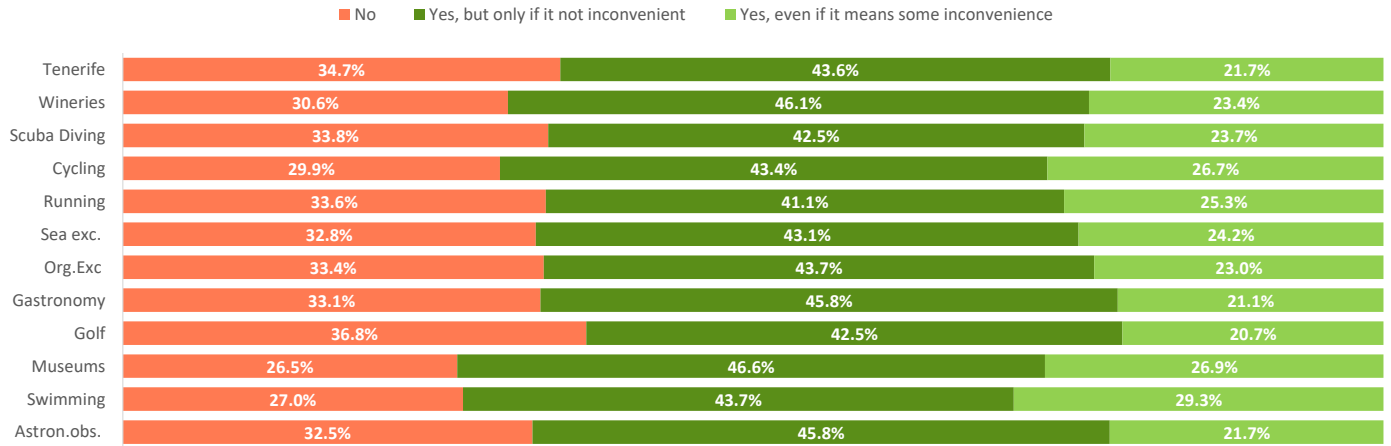
# Profile of tourist (2025). Tenerife

## ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (1/2)

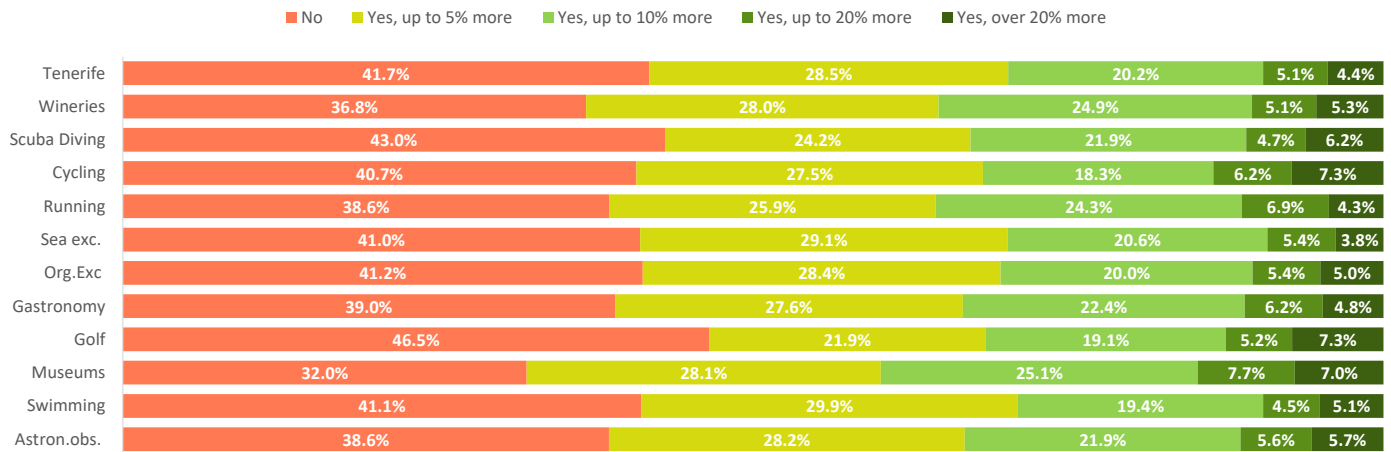


### SUSTAINABLE DESTINATION (DATA = 2023)

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 \*

	Tenerife	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Quality of life on the island	8.07	8.22	8.06	7.98	7.96	8.10	8.05	8.17	8.15	8.23	8.14	8.08
Tolerance towards tourism	8.50	8.47	8.55	8.43	8.37	8.51	8.57	8.53	8.44	8.54	8.41	8.49
Cleanliness of the island	8.20	8.22	7.96	8.08	8.08	8.14	8.20	8.18	8.24	8.20	8.25	8.12
Air quality	8.36	8.36	8.34	8.08	8.20	8.31	8.34	8.35	8.19	8.48	8.31	8.38
Rational water consumption	7.58	7.52	7.53	7.36	7.46	7.51	7.54	7.51	7.50	7.65	7.67	7.57
Energy saving	7.03	7.06	6.92	6.79	6.82	6.98	6.99	6.95	7.08	7.14	7.13	6.88
Use of renewable energy	6.90	7.06	6.98	6.63	6.73	6.91	6.89	6.93	7.01	7.20	7.02	6.88
Recycling	7.06	7.11	6.90	6.50	6.82	7.04	7.07	6.93	7.11	7.04	7.22	6.98
Easy to get around by public transport	7.50	7.52	7.49	7.17	7.22	7.52	7.67	7.38	7.52	7.51	7.76	7.25
Overcrowding in tourist areas	6.64	6.68	6.70	6.42	6.56	6.62	6.66	6.61	6.54	6.77	6.88	6.42
Supply of local products	7.24	7.49	7.30	6.89	7.14	7.17	7.26	7.44	7.07	7.49	7.41	7.17

\* 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.