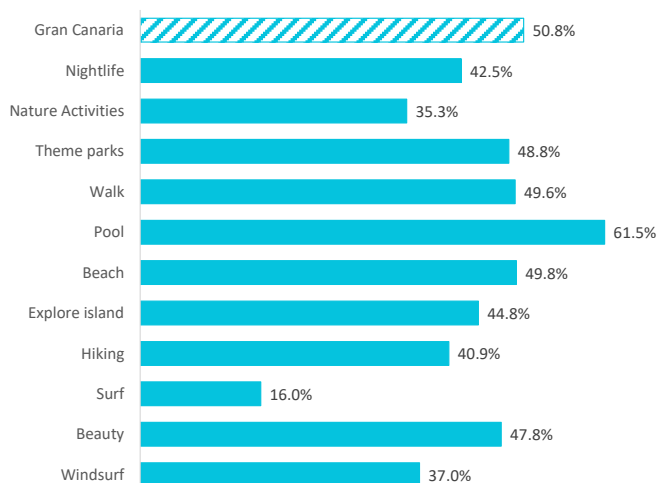


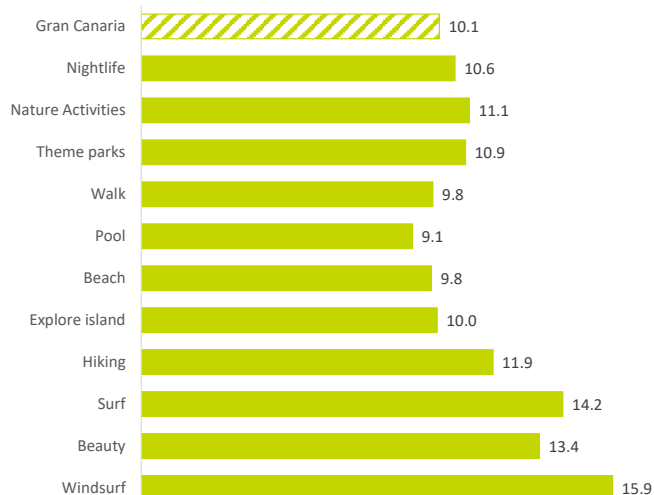
**TOURIST EXPENDITURE**

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
<b>Tourist arrivals ≥ 16 years old (EGT)</b>	<b>4,192,419</b>	<b>775,806</b>	<b>329,242</b>	<b>382,081</b>	<b>2,843,299</b>	<b>2,199,102</b>	<b>2,931,288</b>	<b>1,905,825</b>	<b>805,714</b>	<b>99,914</b>	<b>227,174</b>	<b>18,894</b>
<b>% Tourists</b>	<b>100.0%</b>	<b>18.5%</b>	<b>7.9%</b>	<b>9.1%</b>	<b>67.8%</b>	<b>52.5%</b>	<b>69.9%</b>	<b>45.5%</b>	<b>19.2%</b>	<b>2.4%</b>	<b>5.4%</b>	<b>0.5%</b>
<b>% tourists who book holiday package</b>	<b>50.8%</b>	<b>42.5%</b>	<b>35.3%</b>	<b>48.8%</b>	<b>49.6%</b>	<b>61.5%</b>	<b>49.8%</b>	<b>44.8%</b>	<b>40.9%</b>	<b>16.0%</b>	<b>47.8%</b>	<b>37.0%</b>
<b>Expenditure per tourist (€)</b>	<b>1,498</b>	<b>1,396</b>	<b>1,445</b>	<b>1,779</b>	<b>1,481</b>	<b>1,615</b>	<b>1,491</b>	<b>1,437</b>	<b>1,532</b>	<b>1,380</b>	<b>1,822</b>	<b>1,887</b>
- book holiday package	1,739	1,647	1,718	2,062	1,729	1,762	1,742	1,707	1,752	1,653	1,935	1,935
- holiday package	1,447	1,275	1,382	1,693	1,416	1,472	1,445	1,394	1,409	1,309	1,544	1,548
- others	292	372	336	370	313	291	298	312	343	344	391	387
- do not book holiday package	1,249	1,210	1,296	1,508	1,236	1,380	1,241	1,218	1,381	1,328	1,720	1,860
- flight	333	302	337	399	327	346	333	317	385	288	374	396
- accommodation	429	408	441	512	438	541	430	430	463	433	599	638
- others	488	500	518	596	471	493	478	471	533	607	746	826
<b>Average lenght of stay</b>	<b>10.1</b>	<b>10.6</b>	<b>11.1</b>	<b>10.9</b>	<b>9.8</b>	<b>9.1</b>	<b>9.8</b>	<b>10.0</b>	<b>11.9</b>	<b>14.2</b>	<b>13.4</b>	<b>15.9</b>
- Median	7.5	7.0	7.0	7.0	7.4	7.2	7.5	7.3	7.5	7.5	8.0	8.0
<b>Average daily expenditure (€)</b>	<b>175.35</b>	<b>159.71</b>	<b>157.20</b>	<b>190.81</b>	<b>174.48</b>	<b>194.26</b>	<b>174.85</b>	<b>166.65</b>	<b>159.40</b>	<b>134.58</b>	<b>181.78</b>	<b>163.40</b>
- Median	161.75	151.43	144.62	175.82	160.72	171.47	160.39	155.65	151.66	119.50	167.34	153.78
<b>Average daily expenditure without flight (€)</b>	<b>127.61</b>	<b>120.42</b>	<b>115.69</b>	<b>139.75</b>	<b>127.17</b>	<b>141.96</b>	<b>127.70</b>	<b>122.57</b>	<b>115.42</b>	<b>100.69</b>	<b>136.53</b>	<b>127.39</b>
- Median	119.77	107.08	97.03	102.32	108.62	112.05	107.10	106.35	101.73	80.80	116.06	100.33
<b>Average cost of the flight (€)</b>	<b>403.35</b>	<b>347.74</b>	<b>369.25</b>	<b>477.35</b>	<b>398.10</b>	<b>433.79</b>	<b>400.17</b>	<b>377.41</b>	<b>420.13</b>	<b>306.03</b>	<b>434.75</b>	<b>449.40</b>
<b>Total turnover (≥ 16 years old) (€m)</b>	<b>6,281</b>	<b>1,083</b>	<b>476</b>	<b>680</b>	<b>4,211</b>	<b>3,551</b>	<b>4,370</b>	<b>2,739</b>	<b>1,235</b>	<b>138</b>	<b>414</b>	<b>36</b>
<b>% Turnover</b>	<b>100.0%</b>	<b>17.2%</b>	<b>7.6%</b>	<b>10.8%</b>	<b>67.0%</b>	<b>56.5%</b>	<b>69.6%</b>	<b>43.6%</b>	<b>19.7%</b>	<b>2.2%</b>	<b>6.6%</b>	<b>0.6%</b>
<b>Turnover without flight (≥ 16 years old) (€m)</b>	<b>4,590</b>	<b>813</b>	<b>354</b>	<b>497</b>	<b>3,079</b>	<b>2,597</b>	<b>3,197</b>	<b>2,019</b>	<b>896</b>	<b>107</b>	<b>315</b>	<b>27</b>

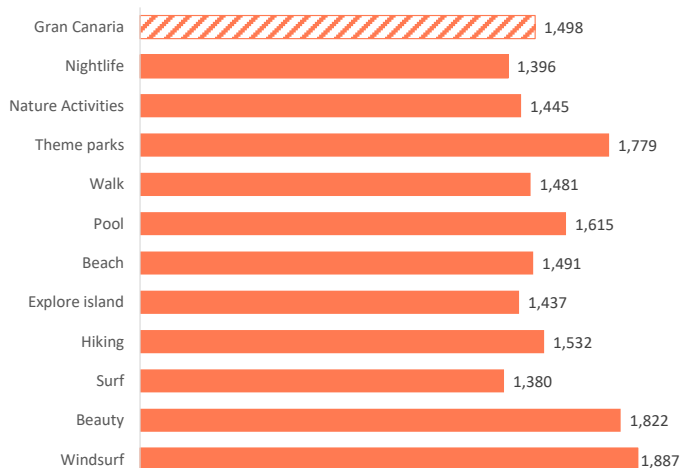
**TOURISTS WHO BOOK HOLIDAY PACKAGE (%)**



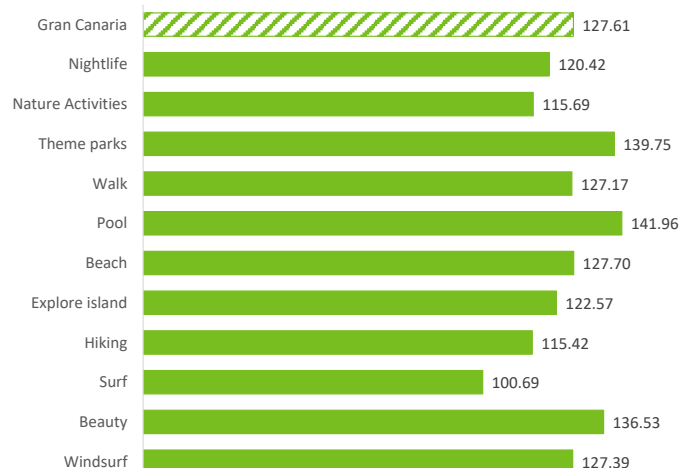
**AVERAGE LENGHT OF STAY**



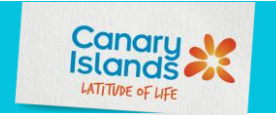
**EXPENDITURE PER TRIP (€)**



**DAILY EXPENDITURE WITHOUT FLIGHT (€)**



Nightlife = Nightlife/concerts/shows, Nature Activities = Other Nature Activities, Theme parks = Amusement or attractions parks, Walk = Walk/wander, Pool = Swimming pool/hotel facilities, Beach, Explore island = Explore island on your own, Hiking, Surf, Beauty = Beauty and health treatments, Windsurf



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

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
<b>Accommodation:</b>												
- Accommodation	83.8%	81.5%	82.0%	85.1%	85.6%	90.5%	84.9%	84.5%	83.6%	70.8%	83.0%	85.3%
- Additional accommodation expenses	6.4%	8.7%	7.9%	9.5%	6.9%	6.3%	7.0%	7.2%	7.4%	12.8%	8.5%	5.6%
<b>Transport:</b>												
- National/International Transport	95.4%	95.7%	95.0%	96.3%	96.4%	96.6%	96.3%	96.1%	96.7%	93.7%	96.3%	93.5%
- Flights between islands	3.7%	4.8%	5.3%	5.1%	3.9%	3.1%	4.0%	4.8%	5.2%	16.1%	4.2%	10.1%
- Taxi	54.2%	54.8%	35.0%	52.5%	53.9%	63.0%	53.5%	46.1%	43.8%	34.1%	64.0%	53.7%
- Car rental	25.3%	22.9%	51.7%	33.6%	27.4%	22.4%	27.7%	40.0%	40.1%	34.2%	23.1%	33.3%
- Public transport	18.4%	23.4%	22.7%	20.5%	20.3%	15.5%	19.8%	22.0%	23.3%	29.2%	17.6%	22.4%
<b>Food and drink:</b>												
- Food purchases at supermarkets	58.3%	66.1%	72.7%	64.4%	61.7%	55.8%	61.4%	64.6%	70.4%	77.5%	62.6%	58.2%
- Restaurants	66.1%	72.8%	69.9%	66.6%	69.5%	63.1%	66.5%	71.4%	73.1%	69.4%	70.8%	65.2%
<b>Leisure:</b>												
- Organized excursions	18.4%	18.8%	24.7%	29.0%	19.7%	20.5%	20.8%	21.4%	21.9%	23.7%	26.1%	18.8%
- Sport activities	5.3%	8.6%	10.3%	8.5%	5.8%	5.0%	6.3%	6.9%	7.3%	33.1%	8.8%	25.6%
- Cultural activities	2.8%	6.2%	5.1%	4.8%	3.3%	2.6%	3.2%	3.9%	4.1%	4.5%	5.5%	9.7%
- Museums	4.7%	4.0%	10.4%	7.6%	5.8%	3.7%	5.5%	8.0%	8.0%	7.6%	4.3%	1.6%
- Theme Parks	4.9%	5.6%	7.8%	33.5%	5.4%	6.3%	5.9%	6.2%	5.7%	8.4%	5.5%	9.0%
- Discos and pubs	9.6%	34.4%	10.3%	11.9%	10.9%	10.9%	11.2%	10.1%	8.9%	18.8%	13.6%	3.8%
- Wellness	3.4%	4.8%	3.7%	3.6%	3.9%	4.2%	3.6%	3.5%	3.4%	6.1%	33.4%	4.5%
<b>Purchases of goods:</b>												
- Souvenirs	41.1%	42.5%	47.9%	49.6%	43.5%	41.8%	43.0%	45.6%	45.0%	45.5%	50.4%	35.2%
- Other purchases	0.8%	0.9%	0.8%	0.3%	0.9%	0.9%	0.9%	1.0%	1.3%	0.8%	1.0%	0.8%
<b>Others:</b>												
- Medical expenses	6.2%	7.4%	10.6%	9.0%	7.2%	6.9%	6.9%	7.4%	7.8%	9.7%	12.2%	10.4%
- Other expenses	4.1%	5.1%	6.6%	4.5%	4.9%	4.6%	4.2%	4.5%	5.1%	4.8%	7.8%	0.6%

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

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
<b>Expenditure per tourist and trip (€)</b>												
<b>Accommodation:</b>												
- Accommodation	998	889	857	1,154	950	1,042	966	917	933	961	1,092	944
- Additional accommodation expenses	216	199	163	259	196	207	199	192	192	280	180	78
<b>Transport:</b>												
- National/International Transport	795	733	874	908	770	817	784	770	843	767	849	925
- Flights between islands	423	364	389	496	413	449	416	393	434	327	452	481
- Taxi	102	119	168	123	100	103	101	109	127	159	90	82
- Car rental	111	99	143	120	102	110	111	114	107	90	117	111
- Public transport	129	118	139	140	128	124	127	124	145	154	157	165
- Wellness	31	33	36	29	28	30	29	30	30	38	34	86
<b>Food and drink:</b>												
- Food purchases at supermarkets	351	333	313	360	337	338	336	317	361	359	457	587
- Restaurants	136	130	140	140	128	122	130	121	143	160	202	296
- Discos and pubs	215	203	173	220	209	216	207	196	218	199	255	291
<b>Leisure:</b>												
- Organized excursions	553	567	530	511	516	558	541	489	487	490	634	873
- Sport activities	103	133	110	119	96	106	103	90	89	155	114	101
- Cultural activities	100	88	71	73	88	100	91	85	76	85	89	229
- Museums	65	64	101	77	60	67	63	57	67	16	75	33
- Theme Parks	32	32	33	36	32	34	32	32	30	33	34	24
- Discos and pubs	67	72	69	74	65	69	69	65	55	55	118	83
- Wellness	109	110	88	78	100	116	107	88	91	104	120	282
- Wellness	77	68	58	54	75	66	76	71	79	43	86	121
<b>Purchases of goods:</b>												
- Souvenirs	330	297	223	168	264	284	307	205	240	114	595	435
- Other purchases	115	102	96	121	100	106	101	94	85	84	131	235
- Other purchases	215	195	127	47	164	178	206	110	156	30	464	200
<b>Others:</b>												
- Medical expenses	175	196	294	205	170	154	175	197	237	449	242	44
- Other expenses	63	55	76	71	60	44	65	83	102	376	59	17
- Other expenses	112	141	218	134	110	110	110	114	135	73	182	27

**TOURIST PROFILE**

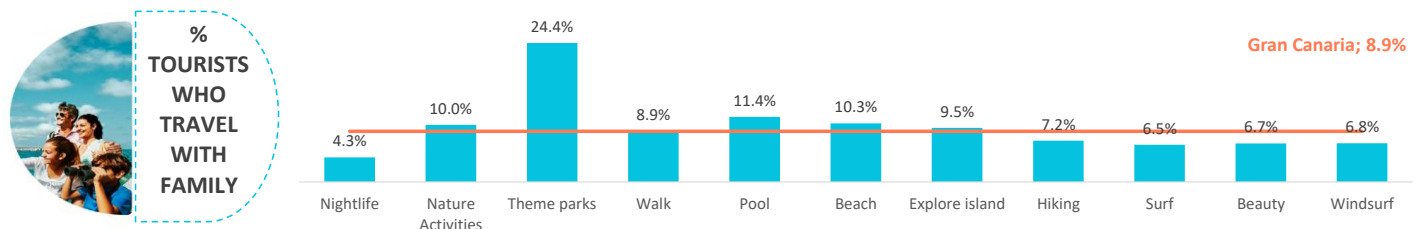
**Who are they?**

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
<b>Gender</b>												
Percentage of men	51.1%	59.8%	53.5%	51.7%	49.3%	48.3%	50.4%	50.6%	54.2%	60.3%	44.3%	58.5%
Percentage of women	48.9%	40.2%	46.5%	48.3%	50.7%	51.7%	49.6%	49.4%	45.8%	39.7%	55.7%	41.5%
<b>Age</b>												
Average age	47.66	41.45	39.20	40.07	46.85	47.42	45.52	44.25	45.85	33.08	46.88	40.74
Standard deviation	17.4	16.1	15.5	14.1	17.2	16.8	16.7	16.8	17.5	11.1	17.4	17.8
<b>Age range</b>												
16-24 years old	10.2%	17.0%	19.9%	14.7%	10.8%	9.6%	11.6%	13.5%	11.5%	27.2%	11.3%	20.6%
25-30 years old	10.2%	14.3%	16.1%	12.6%	11.0%	9.6%	11.2%	12.6%	12.0%	21.5%	10.6%	23.7%
31-45 years old	28.8%	32.3%	34.2%	44.2%	29.4%	30.4%	31.7%	31.3%	31.0%	37.7%	29.5%	18.1%
46-60 years old	21.8%	20.8%	17.6%	17.7%	21.3%	23.1%	21.9%	20.6%	18.6%	12.4%	22.4%	21.5%
Over 60 years old	28.9%	15.7%	12.3%	10.9%	27.6%	27.3%	23.7%	21.9%	26.9%	1.3%	26.3%	16.1%
<b>Occupation</b>												
Salaried worker	53.3%	58.0%	55.7%	61.7%	53.7%	55.3%	55.3%	56.5%	53.2%	44.8%	52.8%	45.3%
Self-employed	9.9%	11.1%	12.3%	13.2%	9.9%	9.2%	10.3%	9.7%	9.3%	18.6%	12.4%	17.8%
Unemployed	1.3%	2.2%	1.4%	0.6%	1.3%	1.0%	1.5%	1.3%	1.4%	3.3%	1.4%	4.8%
Business owner	8.4%	7.7%	9.4%	8.4%	7.6%	8.5%	9.0%	8.6%	7.3%	12.4%	10.4%	14.7%
Student	4.2%	6.3%	9.5%	6.4%	4.8%	3.6%	4.7%	5.9%	6.1%	16.8%	2.2%	9.8%
Retired	21.3%	13.0%	10.4%	8.4%	21.3%	20.8%	17.6%	16.4%	21.5%	2.9%	18.6%	6.1%
Unpaid domestic work	0.5%	0.5%	0.2%	0.4%	0.4%	0.4%	0.4%	0.4%	0.1%	0.3%	0.8%	1.5%
Others	1.1%	1.3%	1.1%	1.0%	0.9%	1.2%	1.2%	1.2%	1.1%	0.9%	1.4%	0.0%
<b>Annual household income level</b>												
Less than €25,000	12.4%	14.1%	17.5%	15.5%	12.6%	10.8%	13.4%	13.4%	12.6%	21.7%	10.4%	26.7%
€25,000 - €49,999	32.3%	33.3%	34.0%	30.8%	32.7%	30.1%	32.1%	33.6%	30.5%	30.6%	29.9%	24.9%
€50,000 - €74,999	25.4%	24.9%	25.2%	27.5%	25.7%	26.5%	25.2%	26.0%	26.6%	21.8%	25.7%	14.3%
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%
<b>Education level</b>												
No studies	2.7%	3.8%	1.6%	4.8%	2.8%	3.3%	2.6%	2.1%	1.2%	2.1%	2.5%	4.2%
Primary education	3.2%	3.5%	3.5%	3.0%	2.6%	2.8%	3.2%	3.0%	1.7%	1.0%	2.4%	2.7%
Secondary education	23.1%	21.6%	16.8%	20.2%	22.8%	24.5%	22.2%	20.4%	22.0%	13.1%	23.3%	15.3%
Higher education	71.1%	71.1%	78.2%	71.9%	71.8%	69.4%	72.0%	74.5%	75.0%	83.8%	71.8%	77.7%

**Who do they come with?**

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Unaccompanied	14.9%	19.7%	17.1%	9.5%	13.3%	8.8%	13.5%	12.4%	14.9%	31.3%	18.2%	18.5%
Only with partner	45.3%	38.8%	41.0%	29.6%	46.7%	46.4%	43.6%	47.6%	47.4%	24.7%	42.9%	42.7%
Only with children (< 13 years old)	3.9%	2.1%	4.8%	10.0%	3.6%	4.8%	4.6%	3.9%	3.0%	2.5%	3.4%	2.5%
Partner + children (< 13 years old)	5.0%	2.3%	5.2%	14.4%	5.2%	6.6%	5.7%	5.6%	4.2%	4.0%	3.4%	4.2%
Other relatives	8.7%	8.4%	8.3%	11.8%	9.0%	10.0%	9.3%	8.7%	8.1%	8.3%	8.3%	3.5%
Friends	8.5%	16.8%	10.3%	7.1%	8.5%	8.1%	8.9%	8.9%	9.4%	15.8%	5.9%	8.3%
Work colleagues	0.9%	0.9%	0.6%	0.4%	0.6%	0.3%	0.5%	0.5%	0.4%	0.5%	0.3%	1.2%
Organized trip	0.3%	0.1%	0.5%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.0%	0.5%	4.3%
Other combinations <sup>(2)</sup>	12.6%	11.0%	12.1%	16.9%	12.8%	14.7%	13.7%	12.3%	12.3%	13.0%	17.2%	14.8%
<i>(2) Different situations have been isolated</i>												
<b>Tourists with children</b>	<b>13.8%</b>	<b>7.8%</b>	<b>13.9%</b>	<b>37.8%</b>	<b>13.9%</b>	<b>18.3%</b>	<b>15.6%</b>	<b>13.7%</b>	<b>11.4%</b>	<b>12.1%</b>	<b>13.5%</b>	<b>8.4%</b>
- Between 0 and 2 years old	1.3%	0.8%	1.3%	2.7%	1.3%	1.4%	1.3%	1.2%	0.7%	0.9%	1.8%	0.8%
- Between 3 and 12 years old	11.5%	6.7%	11.5%	33.4%	11.6%	15.5%	13.1%	11.6%	9.4%	9.9%	11.0%	7.6%
- Between 0-2 and 3-12 years old	1.0%	0.3%	1.1%	1.7%	1.0%	1.4%	1.2%	1.0%	1.3%	1.3%	0.7%	0.0%
<b>Tourists without children</b>	<b>86.2%</b>	<b>92.2%</b>	<b>86.1%</b>	<b>62.2%</b>	<b>86.1%</b>	<b>81.7%</b>	<b>84.4%</b>	<b>86.3%</b>	<b>88.6%</b>	<b>87.9%</b>	<b>86.5%</b>	<b>91.6%</b>
<b>Group composition:</b>												
- 1 person	17.8%	23.0%	20.5%	11.3%	15.9%	10.8%	16.1%	15.2%	17.7%	36.0%	20.9%	25.5%
- 2 people	53.9%	49.7%	53.9%	37.0%	55.2%	54.9%	53.0%	56.0%	56.5%	33.9%	52.5%	46.6%
- 3 people	10.8%	10.3%	9.4%	18.1%	10.8%	12.7%	11.7%	11.0%	9.8%	10.4%	10.0%	17.1%
- 4 or 5 people	13.7%	12.5%	13.9%	26.2%	14.0%	16.5%	15.0%	14.5%	12.9%	15.9%	12.6%	4.0%
- 6 or more people	3.8%	4.5%	2.3%	7.4%	4.0%	5.2%	4.3%	3.4%	3.2%	3.8%	4.0%	6.8%
<b>Average group size:</b>	<b>2.44</b>	<b>2.38</b>	<b>2.31</b>	<b>3.06</b>	<b>2.47</b>	<b>2.66</b>	<b>2.51</b>	<b>2.45</b>	<b>2.38</b>	<b>2.31</b>	<b>2.42</b>	<b>2.36</b>

\*People who share the main expenses of the trip





TRIP MOTIVATION AND DESTINATION CHOICE

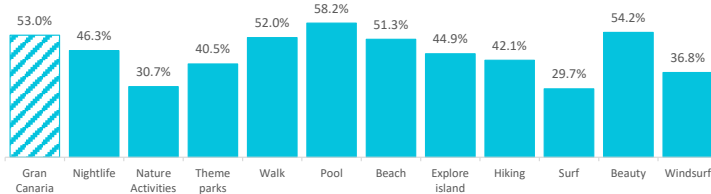
What is the main reason for visiting the Canary Islands?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Holidays	87.7%	87.0%	87.4%	89.5%	89.1%	95.2%	89.9%	88.9%	89.2%	73.0%	89.6%	82.3%
Family reasons	7.9%	9.5%	9.9%	8.0%	7.8%	3.3%	7.6%	8.5%	7.7%	15.8%	7.7%	10.2%
Business	2.7%	1.6%	0.9%	1.0%	1.7%	0.7%	1.2%	1.1%	1.1%	2.0%	1.0%	2.0%
Education and training	0.3%	0.7%	0.9%	0.8%	0.3%	0.2%	0.3%	0.3%	0.7%	4.6%	0.7%	0.0%
Sports training	0.5%	0.5%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	3.2%	0.4%	5.4%
Health	0.2%	0.0%	0.3%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.0%	0.6%	0.0%
Conventions and Exhibitions	0.3%	0.1%	0.1%	0.0%	0.3%	0.1%	0.2%	0.2%	0.2%	0.6%	0.0%	0.0%
Others	0.4%	0.6%	0.3%	0.2%	0.3%	0.1%	0.3%	0.5%	0.5%	0.8%	0.0%	0.0%

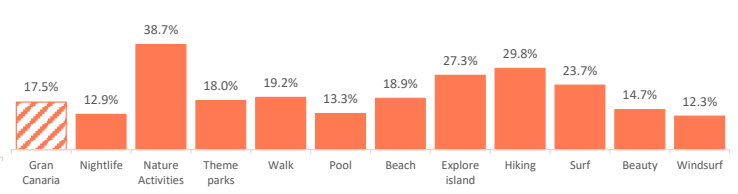
What is the main motivation for their holidays?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Rest	53.0%	46.3%	30.7%	40.5%	52.0%	58.2%	51.3%	44.9%	42.1%	29.7%	54.2%	36.8%
Enjoy family time	15.8%	13.1%	13.3%	25.7%	15.9%	15.8%	15.9%	14.6%	13.9%	15.7%	15.0%	10.8%
Have fun	10.0%	23.5%	11.7%	13.4%	9.5%	10.2%	10.6%	9.6%	8.9%	17.9%	11.1%	16.0%
Explore the destination	17.5%	12.9%	38.7%	18.0%	19.2%	13.3%	18.9%	27.3%	29.8%	23.7%	14.7%	12.3%
Practice their hobbies	1.9%	2.4%	3.9%	0.8%	1.6%	1.2%	1.6%	2.1%	3.2%	7.5%	2.7%	12.6%
Other reasons	1.8%	1.8%	1.7%	1.6%	1.8%	1.3%	1.7%	1.5%	2.1%	5.5%	2.5%	11.6%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Climate	77.1%	78.1%	70.1%	75.8%	77.6%	79.1%	77.4%	75.7%	76.5%	71.4%	81.2%	74.6%
Safety	54.3%	54.8%	52.0%	59.4%	53.7%	56.9%	55.5%	53.2%	45.6%	42.7%	58.0%	63.7%
Tranquility	48.1%	42.9%	46.3%	50.4%	47.0%	48.8%	48.1%	47.1%	43.2%	38.7%	51.1%	65.2%
Sea	48.0%	48.4%	52.5%	48.3%	47.6%	46.4%	53.8%	51.0%	46.9%	66.2%	51.9%	72.8%
Beaches	43.4%	47.9%	45.2%	45.2%	43.0%	42.9%	50.9%	45.1%	40.4%	57.2%	48.1%	61.8%
Accommodation supply	41.3%	40.4%	32.2%	42.1%	40.3%	47.1%	40.8%	37.6%	34.5%	31.1%	41.1%	33.9%
European belonging	39.2%	38.1%	38.8%	40.5%	37.8%	39.0%	39.4%	38.2%	36.4%	45.1%	39.4%	48.6%
Effortless trip	36.7%	37.2%	35.5%	38.2%	35.0%	37.5%	37.5%	34.3%	28.6%	27.3%	42.3%	33.1%
Price	35.8%	40.8%	35.8%	39.6%	35.7%	38.3%	37.0%	35.7%	30.2%	35.0%	39.6%	47.6%
Landscapes	34.5%	31.4%	52.5%	38.5%	35.2%	29.8%	36.7%	42.7%	43.9%	49.8%	35.7%	45.0%
Environment	32.0%	31.7%	37.1%	35.4%	33.0%	29.8%	32.9%	34.9%	34.0%	36.2%	31.1%	33.4%
Gastronomy	26.9%	29.3%	25.8%	28.9%	26.4%	25.5%	27.4%	27.3%	25.1%	26.1%	31.1%	32.6%
Fun possibilities	25.2%	39.3%	25.0%	36.2%	24.9%	27.2%	26.4%	24.3%	21.8%	33.6%	26.8%	45.3%
Authenticity	23.0%	24.2%	30.2%	27.7%	23.0%	20.9%	24.4%	25.5%	23.3%	20.8%	25.6%	37.1%
Exoticism	13.8%	16.8%	18.0%	19.3%	13.6%	13.1%	14.8%	15.4%	16.1%	17.8%	16.3%	35.1%
Shopping	11.7%	16.1%	11.3%	16.8%	10.8%	11.8%	12.3%	11.0%	7.5%	11.4%	14.0%	21.7%
Hiking trail network	11.5%	9.0%	19.2%	9.3%	12.1%	8.9%	11.2%	14.4%	25.6%	16.8%	12.3%	19.0%
Nightlife	11.1%	30.6%	9.1%	13.4%	10.3%	11.3%	11.6%	9.6%	6.8%	12.9%	11.9%	32.4%
Culture	10.6%	12.4%	15.3%	14.0%	10.3%	9.2%	11.1%	12.6%	11.2%	12.3%	13.6%	21.7%
Historical heritage	9.5%	9.2%	13.8%	11.5%	9.1%	8.1%	9.7%	11.3%	10.4%	9.8%	13.5%	17.7%

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?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Previous visits to the Canary Islands	48.8%	52.8%	39.9%	47.0%	50.3%	51.6%	47.6%	45.4%	46.5%	40.2%	52.0%	53.9%
Friends or relatives	27.9%	37.1%	36.0%	33.9%	29.5%	25.6%	29.8%	31.5%	30.9%	43.7%	33.8%	27.0%
Internet or social media	46.7%	52.0%	58.9%	56.8%	50.5%	49.5%	50.3%	55.6%	54.2%	54.0%	43.7%	54.5%
Mass Media	1.6%	2.0%	2.9%	2.6%	1.7%	1.7%	1.7%	2.1%	2.0%	2.8%	1.4%	8.3%
Travel guides and magazines	5.2%	4.5%	8.4%	7.3%	5.7%	4.8%	5.4%	7.4%	8.1%	7.6%	5.5%	17.7%
Travel Blogs or Forums	4.6%	5.2%	11.6%	8.4%	5.7%	4.1%	5.4%	7.5%	9.4%	8.7%	2.7%	12.1%
Travel TV Channels	0.8%	0.6%	1.0%	1.5%	0.7%	0.5%	0.7%	0.8%	1.0%	1.8%	0.6%	7.0%
Tour Operator or Travel Agency	18.4%	13.7%	12.5%	22.1%	18.7%	22.6%	18.1%	16.9%	15.9%	6.2%	20.9%	16.7%
Public administrations or similar	0.6%	0.7%	1.4%	0.7%	0.5%	0.3%	0.4%	0.6%	1.0%	0.8%	0.5%	0.0%
Others	3.9%	3.5%	4.7%	3.2%	3.2%	3.0%	3.4%	3.4%	3.3%	6.7%	3.5%	1.4%

\* Multi-choice question

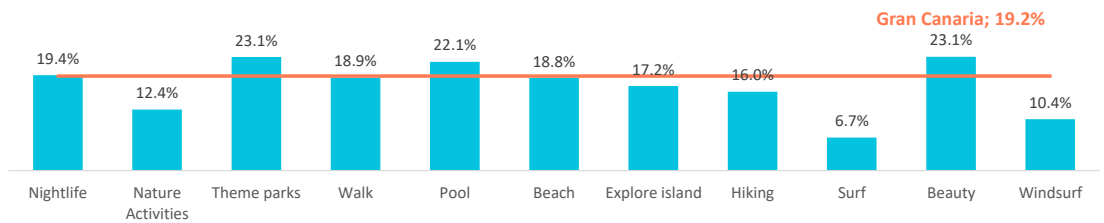


TRIP BOOKING

How far in advance do they book their trip?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
The same day	1.3%	1.2%	1.9%	0.7%	1.3%	0.9%	1.3%	1.4%	1.6%	3.7%	1.3%	1.6%
Between 1 and 30 days	25.7%	26.5%	27.5%	22.6%	24.8%	21.3%	25.6%	25.6%	26.5%	34.4%	25.1%	28.0%
Between 1 and 2 months	22.4%	22.2%	22.9%	21.2%	22.9%	22.1%	22.5%	23.0%	24.4%	26.8%	20.8%	25.6%
Between 3 and 6 months	31.4%	30.8%	35.4%	32.4%	32.2%	33.7%	31.8%	32.8%	31.4%	28.4%	29.7%	34.3%
More than 6 months	19.2%	19.4%	12.4%	23.1%	18.9%	22.1%	18.8%	17.2%	16.0%	6.7%	23.1%	10.4%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



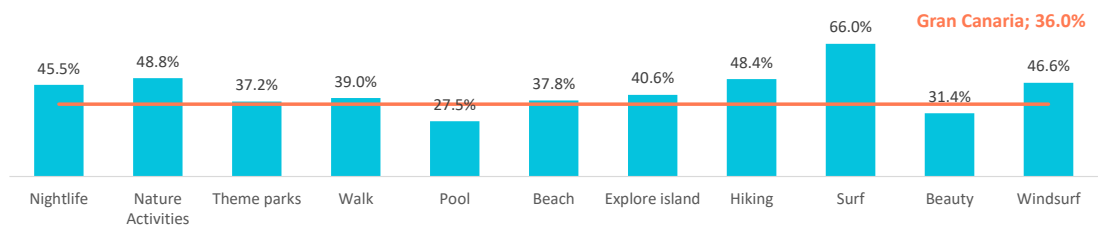
With whom did they book their flight and accommodation?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
<b>Flight</b>												
- Directly with the airline	48.0%	54.8%	61.1%	49.7%	49.3%	40.9%	49.3%	52.5%	56.7%	70.6%	49.2%	52.3%
- Tour Operator or Travel Agency	52.0%	45.2%	38.9%	50.3%	50.7%	59.1%	50.7%	47.5%	43.3%	29.4%	50.8%	47.7%
<b>Accommodation</b>												
- Directly with the accommodation	35.5%	41.2%	46.2%	36.1%	36.3%	30.9%	36.0%	38.9%	43.0%	57.5%	35.9%	39.4%
- Tour Operator or Travel Agency	64.5%	58.8%	53.8%	63.9%	63.7%	69.1%	64.0%	61.1%	57.0%	42.5%	64.1%	60.6%

What do they book?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Room only	36.0%	45.5%	48.8%	37.2%	39.0%	27.5%	37.8%	40.6%	48.4%	66.0%	31.4%	46.6%
Bed and Breakfast	16.0%	16.5%	16.2%	13.6%	17.0%	16.7%	14.6%	16.7%	16.0%	10.2%	18.0%	12.4%
Half board	16.9%	12.8%	16.2%	14.5%	16.1%	18.7%	16.6%	17.6%	15.5%	7.1%	21.7%	9.2%
Full board	2.8%	2.2%	1.3%	2.6%	2.4%	3.0%	2.8%	1.9%	1.9%	3.2%	3.2%	5.5%
All inclusive	28.4%	23.0%	17.5%	32.1%	25.5%	34.1%	28.2%	23.2%	18.2%	13.6%	25.7%	26.3%

% TOURISTS WHO BOOK ROOM ONLY

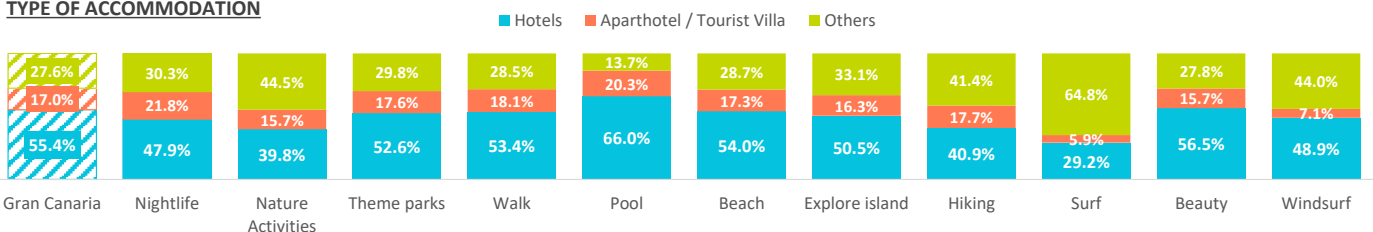


ACCOMMODATION

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
1-2-3* Hotel	13.4%	14.1%	9.7%	10.7%	13.2%	14.3%	13.1%	12.1%	11.3%	9.8%	11.8%	4.8%
4* Hotel	33.0%	28.6%	23.4%	35.9%	31.6%	40.2%	32.9%	30.5%	23.0%	14.8%	30.9%	30.7%
5* Hotel / 5* Luxury Hotel	8.9%	5.1%	6.7%	6.1%	8.6%	11.5%	8.0%	8.0%	6.5%	4.6%	13.8%	13.3%
Aparthotel / Tourist Villa	17.0%	21.8%	15.7%	17.6%	18.1%	20.3%	17.3%	16.3%	17.7%	5.9%	15.7%	7.1%
House/room rented in a private dwelling	14.6%	14.4%	26.9%	16.8%	15.9%	8.0%	16.1%	18.8%	24.6%	33.2%	13.1%	33.7%
Private accommodation <sup>(1)</sup>	10.0%	11.8%	12.1%	9.2%	9.2%	4.3%	9.5%	10.2%	10.1%	19.7%	10.5%	5.3%
Others (Cottage, cruise, camping,...)	3.1%	4.2%	5.5%	3.8%	3.3%	1.3%	3.1%	4.2%	6.7%	11.9%	4.3%	5.0%

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

TYPE OF ACCOMMODATION

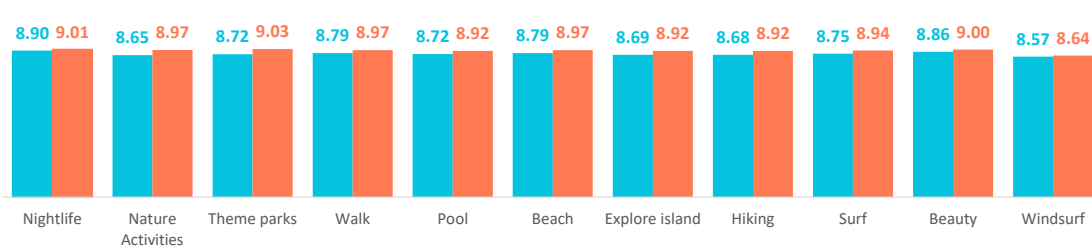




SATISFACTION AND LOYALTY INDICATORS

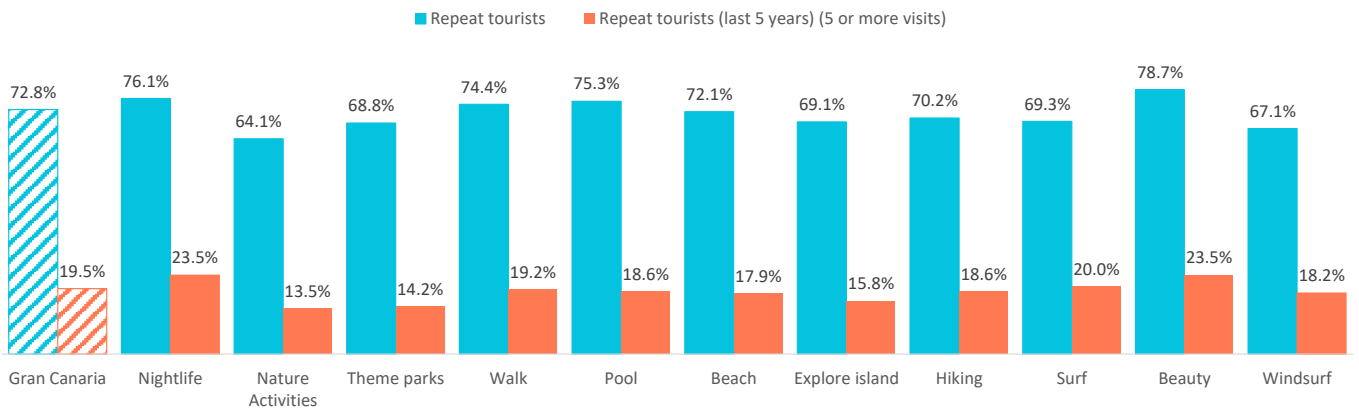
Satisfaction

Satisfaction (scale 0-10)	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Average rating	<b>8.73</b>	8.74	8.74	8.84	8.74	8.73	8.74	8.72	8.67	8.64	8.67	8.67
<b>Experience in the Canary Islands</b>	<b>Gran Canaria</b>	<b>Nightlife</b>	<b>Nature Activities</b>	<b>Theme parks</b>	<b>Walk</b>	<b>Pool</b>	<b>Beach</b>	<b>Explore island</b>	<b>Hiking</b>	<b>Surf</b>	<b>Beauty</b>	<b>Windsurf</b>
Worse or much worse than expected	<b>2.9%</b>	3.2%	3.7%	2.7%	2.7%	3.0%	3.0%	3.0%	2.2%	2.0%	3.5%	5.8%
Lived up to expectations	<b>55.7%</b>	53.5%	45.7%	50.5%	55.4%	56.2%	53.3%	51.9%	54.0%	52.0%	49.8%	63.6%
Better or much better than expected	<b>41.4%</b>	43.3%	50.5%	46.8%	41.9%	40.8%	43.6%	45.1%	43.8%	46.0%	46.7%	30.6%
<b>Future intentions (scale 0-10)</b>	<b>Gran Canaria</b>	<b>Nightlife</b>	<b>Nature Activities</b>	<b>Theme parks</b>	<b>Walk</b>	<b>Pool</b>	<b>Beach</b>	<b>Explore island</b>	<b>Hiking</b>	<b>Surf</b>	<b>Beauty</b>	<b>Windsurf</b>
Return to the Canary Islands	<b>8.78</b>	8.90	8.65	8.72	8.79	8.72	8.79	8.69	8.68	8.75	8.86	8.57
Recommend visiting the Canary Islands	<b>8.95</b>	9.01	8.97	9.03	8.97	8.92	8.97	8.92	8.92	8.94	9.00	8.64



How many are loyal to the Canary Islands?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Repeat tourists	<b>72.8%</b>	76.1%	64.1%	68.8%	74.4%	75.3%	72.1%	69.1%	70.2%	69.3%	78.7%	67.1%
At least 10 previous visits	<b>21.2%</b>	23.8%	14.1%	15.2%	20.6%	20.2%	19.4%	16.5%	19.1%	16.9%	24.4%	24.7%
Repeat tourists (last 5 years)	<b>67.5%</b>	71.3%	59.4%	63.4%	68.5%	68.6%	66.7%	63.9%	65.2%	65.3%	73.0%	56.2%
Repeat tourists (last 5 years) (5 or more visits)	<b>19.5%</b>	23.5%	13.5%	14.2%	19.2%	18.6%	17.9%	15.8%	18.6%	20.0%	23.5%	18.2%



ISLANDS

How many islands do they visit during their trip?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
One island	<b>93.4%</b>	92.2%	90.8%	90.6%	93.5%	94.8%	93.1%	91.6%	91.1%	76.2%	93.7%	81.9%
Two islands	<b>5.4%</b>	5.9%	6.5%	6.9%	5.4%	4.3%	5.7%	6.7%	6.4%	16.5%	4.5%	8.1%
Three or more islands	<b>1.2%</b>	2.0%	2.7%	2.5%	1.1%	0.9%	1.2%	1.7%	2.5%	7.3%	1.8%	10.1%

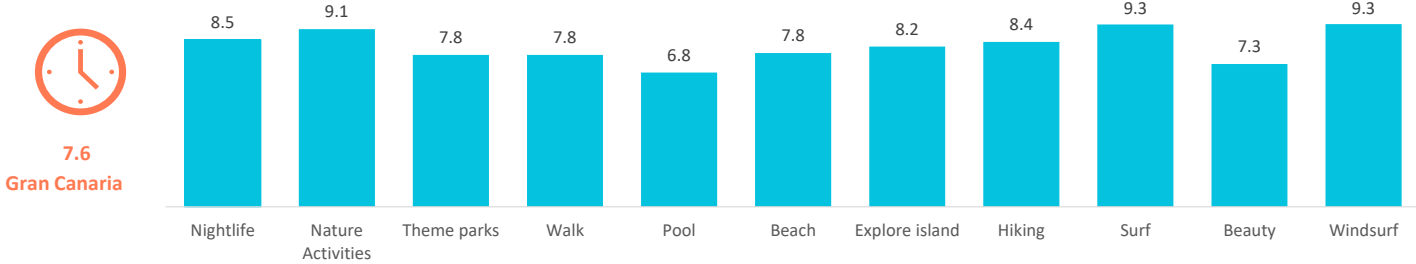
Visited islands during their trip (with overnight staying)

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Lanzarote	<b>0.6%</b>	0.9%	1.7%	0.9%	0.6%	0.5%	0.7%	0.9%	1.2%	6.4%	0.6%	0.7%
Fuerteventura	<b>0.7%</b>	1.3%	1.9%	1.7%	0.7%	0.5%	0.8%	1.1%	1.4%	4.6%	0.5%	8.6%
Gran Canaria	<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%
Tenerife	<b>1.6%</b>	2.1%	3.1%	3.7%	1.5%	1.1%	1.7%	2.2%	2.4%	7.5%	1.9%	4.0%
La Gomera	<b>0.1%</b>	0.0%	0.3%	0.0%	0.1%	0.1%	0.1%	0.2%	0.4%	0.4%	0.1%	0.7%
La Palma	<b>0.4%</b>	0.9%	1.7%	0.7%	0.4%	0.3%	0.4%	0.5%	0.7%	3.6%	1.3%	2.7%
El Hierro	<b>0.1%</b>	0.3%	0.4%	0.0%	0.1%	0.1%	0.1%	0.2%	0.2%	1.6%	0.1%	0.7%
Cruise	<b>0.2%</b>	0.3%	0.4%	0.2%	0.1%	0.1%	0.2%	0.3%	0.3%	1.0%	0.4%	4.0%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
0 hours	2.0%	0.5%	0.4%	0.2%	1.2%	2.2%	1.3%	0.7%	0.5%	1.8%	2.1%	0.0%
1 - 2 hours	9.7%	5.5%	2.5%	8.0%	8.6%	12.9%	8.2%	5.5%	4.9%	2.0%	9.6%	0.7%
3 - 6 hours	31.9%	29.2%	26.0%	35.3%	31.9%	36.7%	31.1%	30.9%	28.6%	19.3%	37.2%	38.5%
7 - 12 hours	47.0%	51.5%	56.7%	48.4%	48.8%	41.6%	49.6%	52.8%	55.3%	61.2%	43.7%	43.0%
More than 12 hours	9.4%	13.3%	14.4%	8.2%	9.5%	6.7%	9.9%	10.1%	10.7%	15.7%	7.4%	17.9%
<b>Outdoor time per day</b>	<b>7.6</b>	<b>8.5</b>	<b>9.1</b>	<b>7.8</b>	<b>7.8</b>	<b>6.8</b>	<b>7.8</b>	<b>8.2</b>	<b>8.4</b>	<b>9.3</b>	<b>7.3</b>	<b>9.3</b>



Activities in the Canary Islands

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Beach	69.9%	85.6%	89.5%	86.5%	79.9%	79.0%	100.0%	84.3%	80.7%	96.3%	82.6%	84.5%
Walk, wander	67.8%	81.3%	86.5%	81.0%	100.0%	77.6%	77.5%	84.3%	91.0%	78%	78.6%	80.4%
Swimming pool, hotel facilities	52.5%	63.5%	44.7%	68.5%	60.0%	100.0%	59.3%	53.4%	50%	35.5%	73.8%	50.4%
Explore the island on their own	45.5%	52.2%	83.3%	61.7%	56.5%	46.3%	54.8%	100.0%	72.7%	70.5%	54%	68.2%
Taste Canarian gastronomy	25.3%	36.5%	50.4%	40%	31.3%	24.0%	31.1%	37.1%	36.0%	42.8%	38.0%	41.7%
Hiking	19.2%	20.9%	48.8%	23.2%	25.8%	18.3%	22.2%	30.7%	100.0%	46.8%	21.2%	34.8%
Nightlife / concerts / shows	18.5%	100.0%	24%	30.1%	22.2%	22.4%	22.7%	21.3%	20.2%	41.5%	33.7%	31.0%
Organized excursions	12.4%	13.6%	16.5%	21.3%	14.1%	15.6%	15%	13.7%	14.5%	18.5%	20.5%	32.8%
Wineries / markets / popular festivals	11.2%	18.9%	24.8%	21.2%	14.6%	11.8%	13.9%	18%	18.1%	25.4%	22.1%	15.4%
Museums / exhibitions	11.2%	12.0%	25.9%	22.5%	14.3%	10.1%	13.8%	19.3%	19.2%	26.2%	17.1%	31.8%
Sea excursions / whale watching	9.7%	13%	14.7%	19.9%	11.3%	13.1%	12.1%	12.0%	11.0%	15.9%	18.1%	31.5%
Theme parks	9.1%	14.8%	16.5%	100.0%	11%	11.9%	11.3%	12.4%	11.0%	14.5%	15.0%	23.9%
Other Nature Activities	7.9%	10.2%	100.0%	14.2%	10.0%	6.7%	10.1%	14.4%	19.9%	25.5%	9.9%	17.9%
Swim	7.2%	11.2%	14.9%	14.9%	9.2%	9.4%	9.4%	9.9%	13.9%	21.0%	12.8%	42.7%
Running	6.5%	9.1%	14.0%	11.3%	8.6%	8.2%	7.9%	9.1%	16.0%	16.6%	13.4%	21.1%
Beauty and health treatments	5.4%	9.9%	6.8%	8.9%	6.3%	7.6%	6.4%	6.4%	6.0%	9.8%	100.0%	24%
Practice other sports	4.1%	6.0%	10.7%	7.6%	4.8%	4%	4.7%	5.3%	6.1%	13.9%	9.3%	25.0%
Astronomical observation	3.3%	4.7%	9.0%	7.5%	4.1%	3.7%	4.1%	5.0%	6.8%	14.4%	7.8%	37.1%
Surf	2.4%	5.3%	7.7%	3.8%	2.8%	1.6%	3.3%	3.7%	5.8%	100.0%	4.3%	37.6%
Golf	2.2%	3.7%	4.3%	5.3%	2.3%	2.9%	2.4%	2.4%	3.0%	12.1%	6.0%	14.9%
Cycling / Mountain bike	2.1%	2.9%	5.9%	3.1%	2.2%	1.9%	2.3%	2.9%	3.7%	11.4%	6.0%	22.5%
Scuba Diving	1.9%	2.4%	7.0%	3.7%	2.3%	2.1%	2.6%	3.0%	4.5%	16.8%	3.6%	30.9%
Windsurf / Kitesurf	0.5%	0.8%	1.0%	1.2%	0.5%	0.4%	0.5%	0.7%	0.8%	7.1%	2.0%	100.0%

COUNTRY OF RESIDENCE

Where are they from?

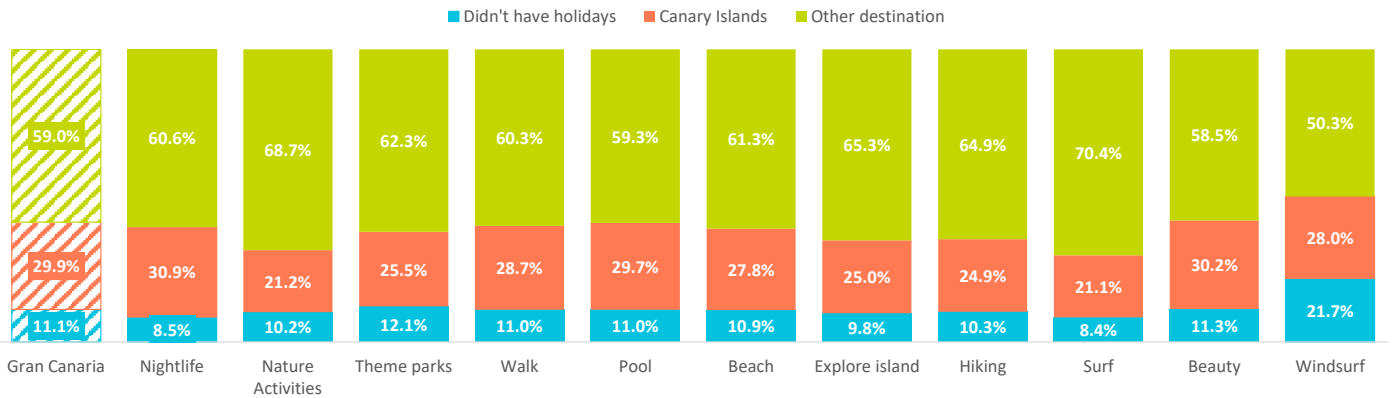
	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
United Kingdom	21.3%	28.0%	9.9%	24.5%	23.1%	27.0%	20.3%	16.3%	7.5%	8.4%	20.7%	32.9%
Germany	19.5%	16.3%	30.7%	17.6%	15.1%	14.2%	22.0%	22.9%	18.9%	25.4%	16.4%	20.2%
Spanish Mainland	12.1%	12.8%	11.2%	9.7%	12.2%	8.6%	11.2%	13.3%	8.5%	13.6%	5.9%	12.2%
Netherlands	7.2%	5.1%	5.4%	7.3%	7.4%	8.5%	6.3%	6.6%	12.4%	4.8%	8.2%	-
Norway	6.7%	6.6%	3.5%	4.4%	7.4%	7.4%	5.7%	4.4%	15.6%	0.4%	9.9%	1.8%
Sweden	5.0%	3.6%	3.0%	2.6%	5.7%	6.3%	4.9%	3.8%	3.7%	3.4%	4.5%	4.6%
Italy	3.5%	3.4%	6.6%	3.5%	3.7%	2.1%	4.0%	4.4%	3.7%	12.1%	3.1%	4.9%
France	3.4%	3.9%	3.6%	3.3%	3.7%	3.9%	3.8%	4.3%	4.7%	4.6%	4.6%	5.9%
Denmark	3.0%	1.8%	2.4%	1.7%	3.1%	3.4%	2.4%	3.8%	3.8%	1.6%	2.2%	1.2%
Belgium	2.5%	2.5%	2.1%	2.2%	2.6%	3.2%	2.2%	2.3%	5.4%	3.3%	4.3%	-
Ireland	2.4%	4.5%	1.3%	3.5%	2.6%	3.1%	2.4%	1.8%	1.0%	2.3%	5.1%	2.7%
Finland	2.3%	0.2%	0.7%	0.3%	0.4%	0.3%	0.3%	0.5%	0.5%	-	-	-
Poland	1.8%	1.2%	1.5%	3.5%	2.0%	1.9%	2.1%	2.6%	2.6%	2.3%	0.6%	2.7%
Switzerland	1.5%	1.3%	2.0%	1.3%	1.1%	1.3%	1.7%	1.5%	0.7%	-	3.6%	-
Austria	1.1%	0.8%	2.4%	1.6%	0.9%	1.0%	1.4%	1.3%	1.1%	4.0%	1.0%	2.3%
Romania	0.6%	0.3%	1.3%	1.0%	0.7%	0.4%	0.8%	0.9%	0.7%	1.0%	0.4%	2.0%
Others	6.2%	7.7%	12.4%	11.8%	8.5%	7.3%	8.4%	9.3%	9.2%	12.8%	9.6%	6.8%

COMPETITORS

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

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Didn't have holidays	11.1%	8.5%	10.2%	12.1%	11.0%	11.0%	10.9%	9.8%	10.3%	8.4%	11.3%	21.7%
Canary Islands	29.9%	30.9%	21.2%	25.5%	28.7%	29.7%	27.8%	25.0%	24.9%	21.1%	30.2%	28.0%
Other destination	59.0%	60.6%	68.7%	62.3%	60.3%	59.3%	61.3%	65.3%	64.9%	70.4%	58.5%	50.3%
- Balearic Islands	3.6%	4.0%	3.5%	3.5%	3.3%	3.7%	3.8%	3.7%	2.9%	2.1%	3.6%	1.4%
- Rest of Spain	11.2%	12.9%	12.9%	11.2%	12.0%	11.0%	11.4%	12.1%	11.3%	11.4%	9.7%	7.4%
- Italy	7.5%	7.7%	9.6%	9.1%	7.8%	6.6%	7.8%	8.8%	9.7%	13.1%	8.1%	14.9%
- France	4.4%	3.7%	5.4%	5.1%	4.6%	4.5%	4.5%	5.1%	6.3%	6.7%	5.1%	2.9%
- Turkey	3.3%	4.1%	2.3%	4.8%	3.0%	3.8%	3.4%	3.4%	2.8%	2.3%	3.3%	3.7%
- Greece	7.4%	6.5%	7.3%	7.0%	7.6%	8.5%	7.7%	7.7%	7.3%	5.2%	6.7%	4.2%
- Portugal	3.7%	3.9%	4.6%	3.7%	3.8%	3.6%	3.8%	4.4%	5.1%	7.1%	4.1%	2.2%
- Croatia	2.2%	2.0%	3.6%	2.3%	2.2%	2.2%	2.4%	2.5%	2.5%	3.8%	2.1%	0.0%
- Egypt	1.4%	1.3%	2.4%	1.0%	1.3%	1.2%	1.5%	1.3%	1.5%	1.9%	0.7%	0.6%
- Tunisia	0.4%	0.3%	0.7%	0.8%	0.4%	0.3%	0.4%	0.5%	0.5%	0.4%	0.9%	2.2%
- Morocco	1.2%	1.6%	1.8%	1.4%	1.2%	1.1%	1.3%	1.5%	1.6%	2.3%	2.1%	2.0%
- Others	12.8%	12.7%	14.6%	12.5%	13.2%	12.9%	13.2%	14.3%	13.4%	14.3%	12.1%	8.8%

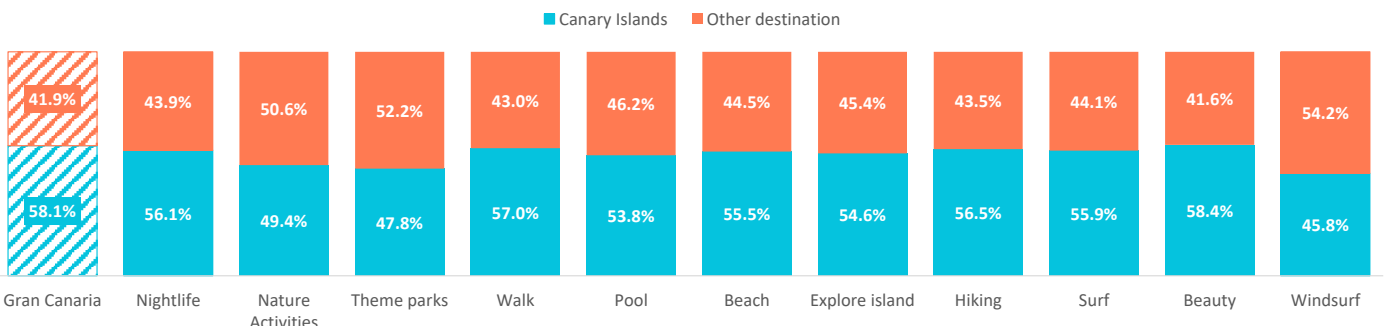
\* Percentage of valid answers



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

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
None (I was clear about "this Canary Island")	30.0%	28.8%	22.0%	20.6%	29.0%	26.7%	27.2%	26.4%	29.3%	30.3%	30.7%	18.3%
Canary Islands (other island)	28.1%	27.2%	27.5%	27.2%	27.9%	27.1%	28.3%	28.2%	27.2%	25.6%	27.7%	27.5%
Other destination	41.9%	43.9%	50.6%	52.2%	43.0%	46.2%	44.5%	45.4%	43.5%	44.1%	41.6%	54.2%
- Balearic Islands	5.0%	5.3%	5.4%	5.4%	5.2%	5.6%	5.5%	5.1%	3.6%	4.0%	5.6%	4.8%
- Rest of Spain	8.6%	10.5%	9.9%	10.9%	9.2%	9.3%	9.0%	9.3%	8.9%	9.2%	7.0%	7.2%
- Italy	4.6%	4.1%	6.4%	5.2%	4.7%	4.8%	5.0%	5.2%	4.9%	5.0%	4.6%	8.6%
- France	1.6%	1.2%	1.6%	2.0%	1.6%	1.6%	1.6%	1.7%	2.1%	2.3%	2.2%	2.6%
- Turkey	2.8%	3.1%	2.1%	3.8%	2.8%	3.5%	2.9%	2.6%	2.7%	1.0%	3.5%	7.4%
- Greece	7.6%	7.9%	8.7%	10.4%	7.8%	8.8%	8.1%	8.3%	7.4%	6.1%	8.0%	8.1%
- Portugal	5.0%	4.9%	7.9%	6.4%	5.1%	5.5%	5.2%	5.5%	6.0%	7.3%	5.1%	5.6%
- Croatia	2.2%	2.2%	3.2%	2.8%	2.2%	2.5%	2.3%	2.5%	2.3%	3.6%	1.9%	6.0%
- Egypt	2.4%	2.4%	2.6%	2.8%	2.2%	2.4%	2.6%	2.5%	2.5%	3.9%	2.3%	3.2%
- Others	2.1%	2.2%	2.8%	2.5%	2.2%	2.1%	2.3%	2.7%	3.1%	1.7%	1.6%	0.7%

\* Percentage of valid answers



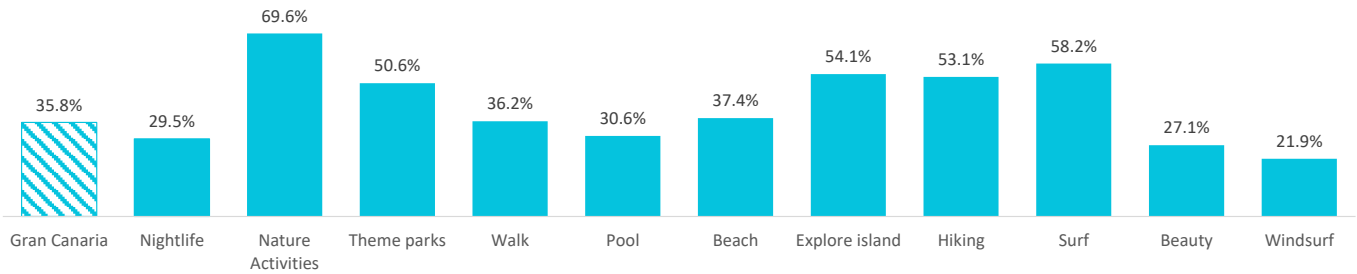
TRANSPORT (Data Q4 2025)

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

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Rental vehicle	35.8%	29.5%	69.6%	50.6%	36.2%	30.6%	37.4%	54.1%	53.1%	58.2%	27.1%	21.9%
Public transport	41.2%	49.9%	40.5%	50.4%	43.3%	37.1%	43.4%	43.9%	48.0%	54.4%	45.1%	54.8%
Taxi / Private hire vehicle	38.6%	51.9%	19.1%	39.8%	38.8%	42.3%	37.3%	29.8%	34.7%	38.4%	55.0%	50.4%
Organised excursions with transport included	9.6%	8.3%	10.0%	10.6%	10.2%	13.3%	10.9%	9.2%	7.5%	9.7%	12.0%	0.0%
Bicycle	1.8%	2.8%	4.7%	0.0%	1.9%	1.3%	2.1%	2.4%	2.7%	14.6%	4.3%	14.2%
On foot	13.6%	11.6%	5.2%	5.4%	13.3%	15.7%	12.7%	9.2%	8.5%	4.6%	12.1%	19.7%

\* Multi-choice question

RENTAL VEHICLE

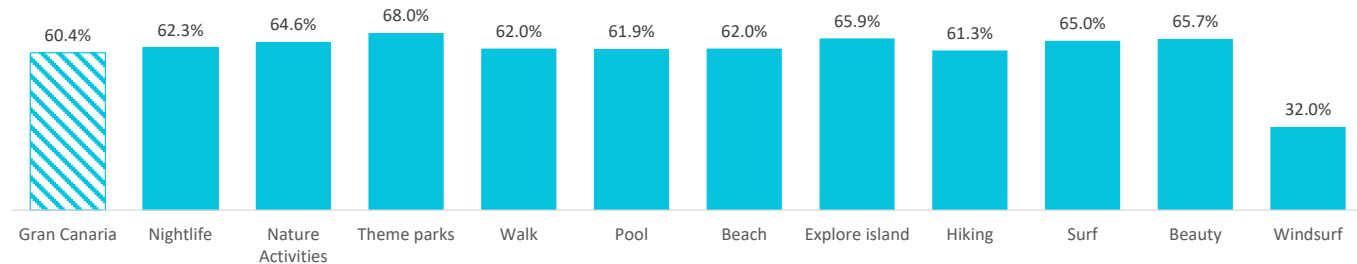


What factors influenced their choice of transport?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
No other alternative	14.1%	14.2%	10.5%	12.0%	13.2%	13.2%	12.6%	12.4%	13.4%	21.9%	15.1%	36.2%
Comfort and convenience	60.4%	62.3%	64.6%	68.0%	62.0%	61.9%	62.0%	65.9%	61.3%	65.0%	65.7%	32.0%
Price	36.1%	48.7%	38.4%	45.9%	38.2%	35.5%	38.5%	40.0%	40.0%	47.6%	44.4%	32.3%
Accessibility	27.9%	32.6%	35.2%	36.5%	29.9%	28.7%	28.3%	32.5%	35.4%	33.0%	32.0%	3.4%
Environmental impact	5.0%	5.4%	8.5%	2.2%	5.2%	3.8%	4.5%	6.0%	5.4%	11.2%	4.3%	8.0%
Safety	12.6%	14.9%	14.0%	16.7%	13.1%	13.5%	13.3%	12.9%	13.5%	4.9%	21.7%	20.3%
Available travel time	11.5%	13.5%	18.1%	11.0%	11.7%	10.9%	11.7%	13.8%	12.4%	6.1%	15.4%	0.0%
Punctuality	8.3%	10.8%	7.1%	6.7%	8.3%	7.7%	8.2%	8.0%	8.0%	6.7%	7.8%	8.7%
Flexible timetable	14.1%	16.9%	19.3%	13.1%	15.7%	14.1%	15.1%	18.5%	19.0%	17.9%	12.6%	19.4%

\* Multi-choice question

COMFORT AND CONVENIENCE



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

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Yes	7.0%	9.9%	9.3%	7.5%	6.6%	6.9%	7.0%	8.2%	7.2%	20.5%	13.0%	9.1%
- Infrequent service	1.7%	2.6%	2.4%	1.6%	1.4%	1.6%	1.7%	2.2%	1.5%	4.0%	3.7%	6.6%
- Confusing or insufficient information	2.2%	3.0%	4.0%	0.9%	2.1%	2.0%	2.1%	3.1%	2.5%	10.6%	6.6%	0.0%
- Accessibility barriers	0.5%	0.5%	1.0%	1.2%	0.4%	0.3%	0.5%	0.4%	0.7%	1.8%	0.4%	0.0%
- Delays or cancellations	2.4%	4.7%	2.5%	1.0%	2.4%	2.4%	2.5%	2.9%	2.5%	10.2%	6.0%	2.5%
- High fares	0.6%	0.4%	0.0%	0.2%	0.3%	0.4%	0.4%	0.5%	0.4%	0.2%	0.0%	0.0%
- Difficulties with booking systems	0.8%	0.8%	1.1%	0.6%	0.9%	1.1%	0.7%	0.9%	1.0%	0.2%	1.5%	0.0%
- Poor connections	0.8%	1.5%	2.1%	0.8%	0.9%	0.8%	0.9%	1.1%	0.6%	1.5%	3.8%	0.0%
- Others	1.3%	2.1%	1.8%	3.6%	1.5%	1.5%	1.5%	1.8%	1.2%	1.8%	2.1%	0.0%
No	93.0%	90.1%	90.7%	92.5%	93.4%	93.1%	93.0%	91.8%	92.8%	79.5%	87.0%	90.9%

\* 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



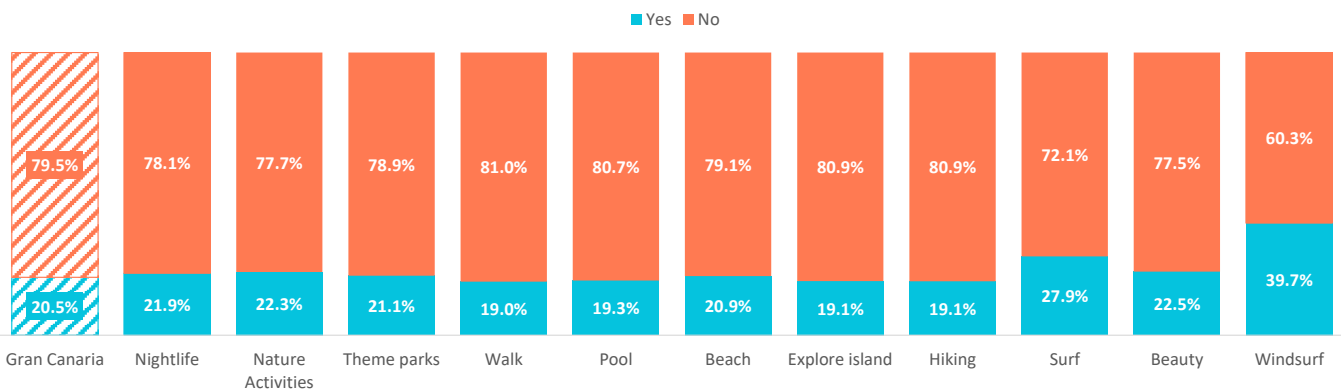
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	46.2%	46.3%	45.4%	46.3%	47.8%	48.1%	46.7%	48.6%	49.1%	40.5%	45.8%	39.3%
No	32.1%	31.9%	30.7%	31.8%	31.3%	31.0%	31.3%	29.2%	29.3%	28.8%	32.5%	35.3%
Not remember	21.7%	21.8%	23.9%	21.9%	20.9%	20.9%	22.0%	22.2%	21.6%	30.7%	21.8%	25.5%

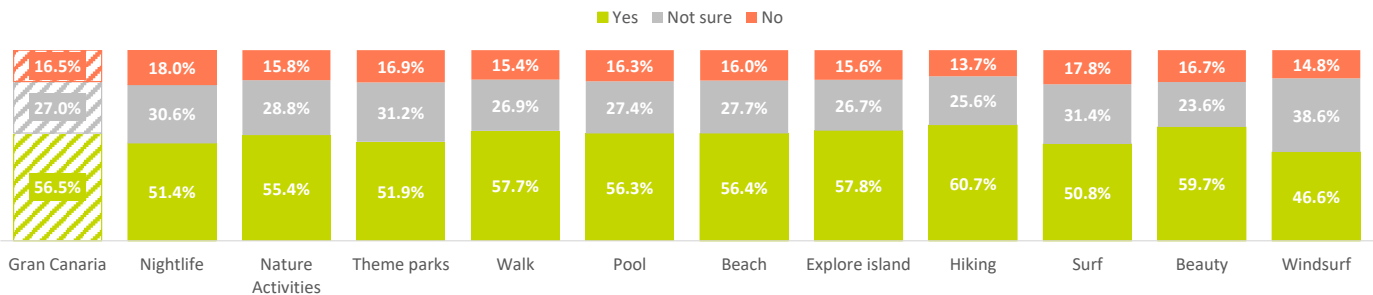
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	20.5%	21.9%	22.3%	21.1%	19.0%	19.3%	20.9%	19.1%	19.1%	27.9%	22.5%	39.7%
No	79.5%	78.1%	77.7%	78.9%	81.0%	80.7%	79.1%	80.9%	80.9%	72.1%	77.5%	60.3%



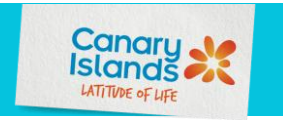
Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	56.5%	51.4%	55.4%	51.9%	57.7%	56.3%	56.4%	57.8%	60.7%	50.8%	59.7%	46.6%
- For any purpose	14.1%	13.1%	12.4%	15.3%	14.7%	14.7%	14.4%	14.5%	16.8%	13.2%	14.1%	10.9%
- Improve living conditions	10.4%	8.9%	11.2%	10.4%	10.5%	10.0%	9.8%	10.4%	11.8%	8.8%	11.7%	5.4%
- Improve economic development	4.5%	4.6%	3.4%	4.6%	4.6%	4.9%	4.5%	4.6%	4.1%	6.2%	5.2%	5.9%
- Improve the environment	15.8%	13.6%	18.9%	12.8%	16.3%	14.5%	16.3%	17.5%	18.3%	15.2%	13.9%	14.1%
- Improve the tourist environment	5.1%	6.2%	4.1%	3.3%	5.0%	5.4%	5.0%	4.7%	4.5%	2.9%	5.9%	5.8%
- Other purposes	6.6%	5.0%	5.3%	5.5%	6.5%	6.8%	6.4%	6.0%	5.1%	4.4%	8.9%	4.5%
Not sure	27.0%	30.6%	28.8%	31.2%	26.9%	27.4%	27.7%	26.7%	25.6%	31.4%	23.6%	38.6%
No	16.5%	18.0%	15.8%	16.9%	15.4%	16.3%	16.0%	15.6%	13.7%	17.8%	16.7%	14.8%



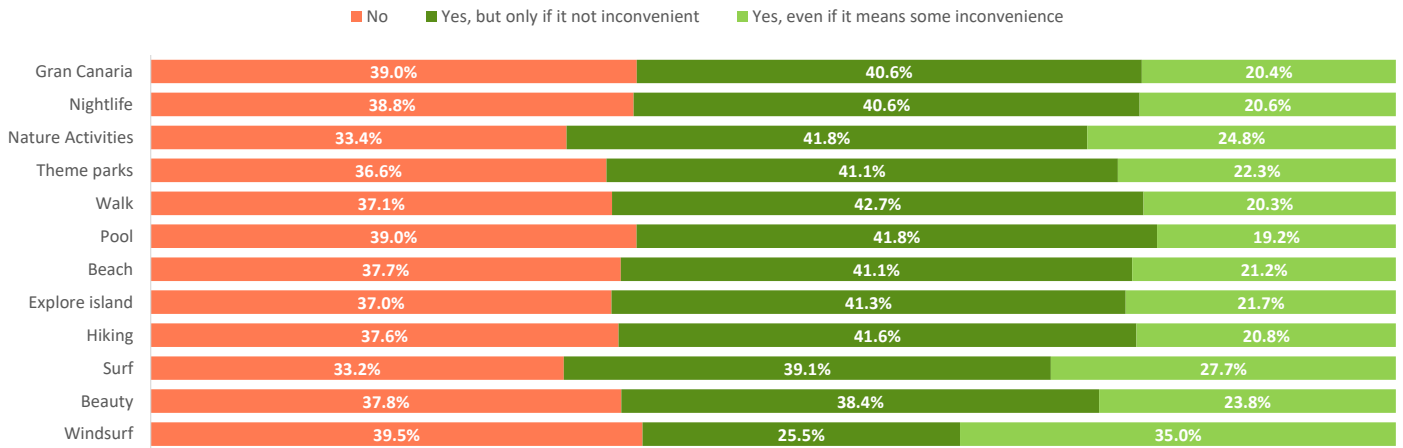
How much would they be willing to pay?

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Up to 1 euro	39.7%	39.6%	36.4%	40.6%	39.4%	40.0%	40.5%	40.0%	39.3%	28.9%	39.9%	51.6%
Up to 2 euros	31.0%	30.5%	28.1%	28.6%	30.6%	31.6%	30.7%	30.9%	29.9%	34.3%	28.7%	19.2%
Up to 3 euros	18.7%	18.5%	25.0%	19.6%	19.6%	18.5%	18.6%	19.2%	19.4%	23.0%	20.2%	23.0%
More than 3 euros	10.5%	11.4%	10.6%	11.2%	10.4%	9.9%	10.3%	10.0%	11.3%	13.9%	11.2%	6.3%

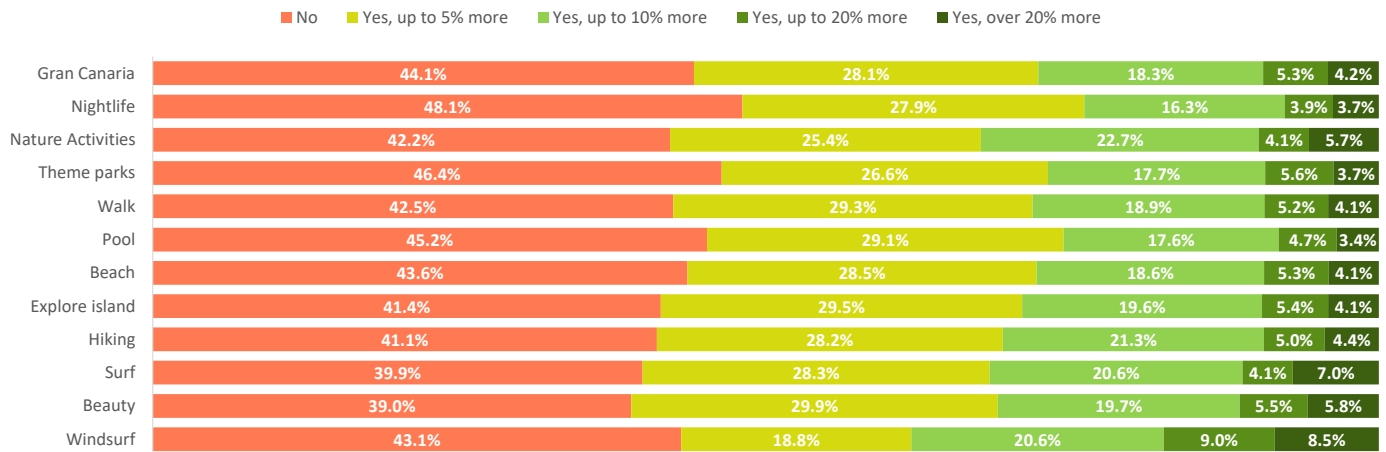


SUSTAINABLE DESTINATION (DATA = 2023)

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 \*

	Gran Canaria	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Quality of life on the island	7.97	8.05	8.04	8.09	8.00	7.94	7.99	8.02	7.89	8.03	8.10	8.16
Tolerance towards tourism	8.56	8.54	8.45	8.51	8.60	8.59	8.57	8.62	8.45	8.29	8.55	8.19
Cleanliness of the island	8.04	8.02	7.88	8.15	8.09	8.17	8.04	8.04	7.82	7.94	8.13	8.01
Air quality	8.30	8.21	8.31	8.30	8.31	8.31	8.31	8.32	8.23	8.44	8.31	8.46
Rational water consumption	7.47	7.40	7.33	7.60	7.53	7.55	7.43	7.43	7.37	7.23	7.37	7.18
Energy saving	7.01	6.89	6.88	7.10	7.08	7.09	6.99	6.95	6.92	6.95	6.94	7.08
Use of renewable energy	7.25	7.13	7.15	7.37	7.32	7.34	7.26	7.30	7.20	6.98	7.25	7.07
Recycling	6.94	6.84	6.57	6.97	6.97	7.06	6.89	6.86	6.71	6.72	6.95	6.98
Easy to get around by public transport	7.76	7.77	7.48	8.02	7.81	7.83	7.81	7.81	7.60	7.52	7.82	7.22
Overcrowding in tourist areas	6.62	6.71	6.58	6.83	6.66	6.74	6.63	6.63	6.52	6.57	6.76	6.78
Supply of local products	7.13	7.16	7.26	7.18	7.18	7.12	7.15	7.21	7.16	7.36	7.32	7.29

\* 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.