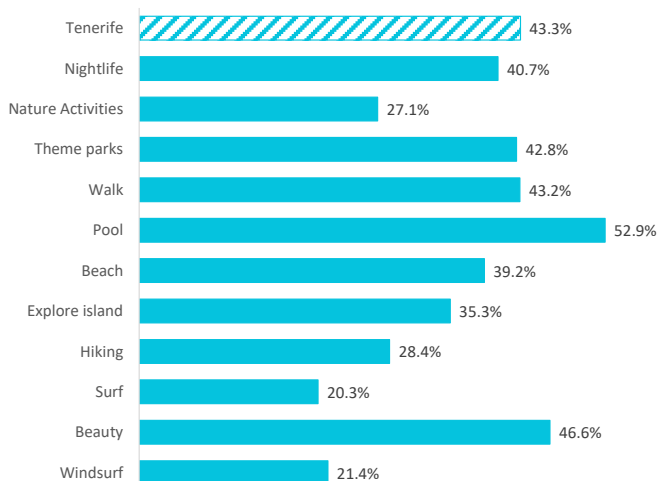


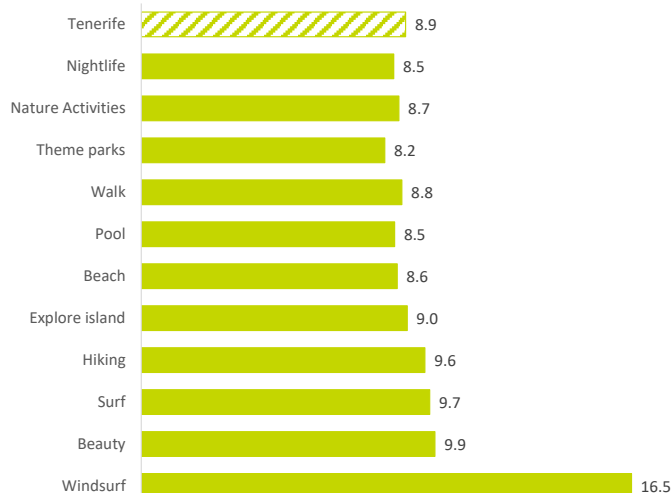
TOURIST EXPENDITURE

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Tourist arrivals ≥ 16 years old (EGT)	6,443,553	1,060,487	670,684	1,460,328	5,118,801	3,795,221	4,120,292	3,355,667	1,423,189	135,065	415,855	47,111
% Tourists	100.0%	16.5%	10.4%	22.7%	79.4%	58.9%	63.9%	52.1%	22.1%	2.1%	6.5%	0.7%
% tourists who book holiday package	43.3%	40.7%	27.1%	42.8%	43.2%	52.9%	39.2%	35.3%	28.4%	20.3%	46.6%	21.4%
Expenditure per tourist (€)	1,418	1,369	1,236	1,512	1,395	1,524	1,384	1,335	1,297	1,390	1,738	1,573
- book holiday package	1,689	1,618	1,535	1,763	1,662	1,712	1,676	1,605	1,634	1,628	1,961	1,741
- holiday package	1,350	1,189	1,136	1,343	1,313	1,371	1,311	1,225	1,242	1,246	1,487	1,429
- others	339	429	399	421	349	341	364	380	392	382	474	312
- do not book holiday package	1,211	1,198	1,125	1,323	1,192	1,312	1,196	1,188	1,163	1,330	1,543	1,528
- flight	319	289	297	357	315	326	315	311	316	324	379	317
- accommodation	398	366	343	418	390	479	387	381	361	413	492	346
- others	494	542	485	548	487	507	494	496	486	594	672	865
Average length of stay	8.9	8.5	8.7	8.2	8.8	8.5	8.6	9.0	9.6	9.7	9.9	16.5
- Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	182.15	179.48	157.62	198.99	180.20	198.21	179.62	170.37	156.60	174.84	206.93	172.48
- Median	170.84	167.46	151.11	180.03	168.65	175.83	169.41	164.69	153.41	156.04	185.00	154.17
Average daily expenditure without flight (€)	132.16	135.31	113.69	145.75	131.04	145.01	130.72	125.11	113.15	129.36	154.79	126.84
- Median	125.42	117.92	100.84	107.30	112.62	113.75	109.82	110.51	104.78	103.60	125.00	95.24
Average cost of the flight (€)	387.88	338.39	327.34	408.93	379.46	409.29	374.27	356.54	356.00	350.57	448.08	361.97
Total turnover (≥ 16 years old) (€m)	9,134	1,452	829	2,207	7,142	5,783	5,702	4,480	1,845	188	723	74
% Turnover	100.0%	15.9%	9.1%	24.2%	78.2%	63.3%	62.4%	49.0%	20.2%	2.1%	7.9%	0.8%
Turnover without flight (≥ 16 years old) (€m)	6,635	1,093	609	1,610	5,200	4,230	4,160	3,283	1,339	140	536	57

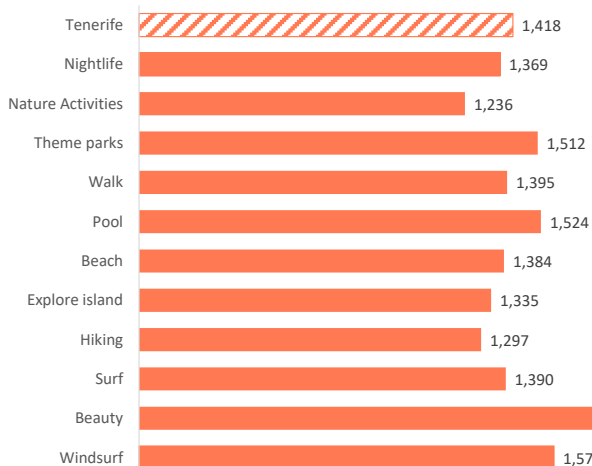
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



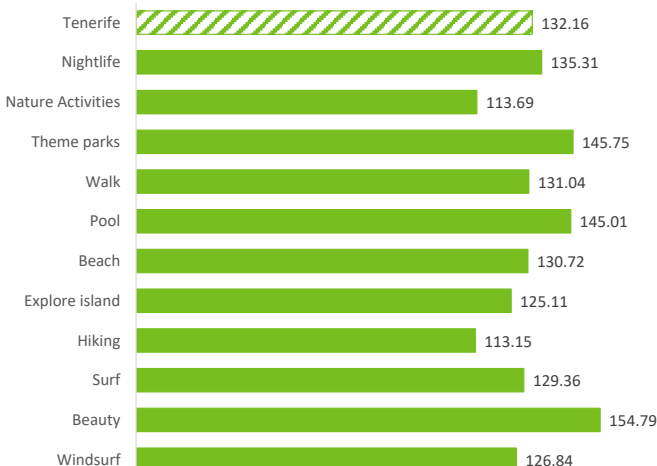
AVERAGE LENGTH OF STAY



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

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Accommodation:												
- Accommodation	82.3%	81.6%	80.9%	85.5%	82.9%	86.9%	82.4%	82.6%	80.4%	82.3%	80.1%	73.1%
- Additional accommodation expenses	7.8%	8.7%	7.9%	8.5%	7.6%	8.3%	8.2%	8.1%	8.1%	9.5%	7.7%	6.0%
Transport:												
- National/International Transport	93.9%	92.3%	92.5%	93.2%	94.4%	94.8%	94.2%	94.0%	93.5%	92.8%	92.0%	86.1%
- Flights between islands	3.5%	3.2%	5.9%	3.7%	3.6%	3.1%	4.2%	4.5%	5.5%	7.1%	3.1%	10.9%
- Taxi	48.8%	56.1%	23.7%	44.3%	48.8%	59.0%	44.1%	34.6%	27.9%	34.0%	59.6%	44.2%
- Car rental	39.4%	30.0%	71.5%	51.6%	40.7%	33.8%	46.8%	60.9%	64.6%	61.2%	33.4%	46.6%
- Public transport	12.2%	14.9%	14.9%	9.9%	13.0%	10.1%	12.8%	14.0%	16.8%	17.1%	12.1%	14.6%
Food and drink:												
- Food purchases at supermarkets	57.3%	60.4%	72.5%	63.0%	59.5%	53.6%	61.7%	64.4%	68.8%	73.8%	56.8%	78.4%
- Restaurants	77.1%	83.1%	85.6%	78.9%	78.7%	74.0%	79.2%	81.6%	84.5%	77.3%	78.8%	77.8%
Leisure:												
- Organized excursions	30.5%	31.6%	40.5%	41.2%	31.6%	32.6%	35.2%	36.0%	37.1%	39.6%	35.8%	38.4%
- Sport activities	6.6%	8.3%	10.6%	8.7%	6.7%	6.5%	7.6%	7.6%	9.8%	36.4%	9.7%	33.4%
- Cultural activities	2.7%	5.0%	6.7%	3.8%	3.1%	2.8%	3.3%	3.9%	4.8%	6.9%	3.6%	11.2%
- Museums	4.1%	3.2%	9.2%	5.6%	4.7%	3.1%	4.7%	6.6%	9.2%	6.9%	3.7%	7.2%
- Theme Parks	20.1%	28.1%	27.3%	73.4%	21.1%	23.6%	24.3%	23.8%	19.9%	21.7%	26.4%	23.9%
- Discos and pubs	13.8%	56.4%	11.8%	17.1%	14.8%	15.6%	14.8%	13.4%	10.8%	16.9%	23.3%	18.6%
- Wellness	7.1%	10.3%	5.4%	7.7%	7.4%	8.3%	7.1%	6.2%	5.9%	9.5%	64.2%	8.9%
Purchases of goods:												
- Souvenirs	41.8%	41.2%	47.6%	47.9%	43.3%	41.9%	43.8%	44.7%	45.2%	45.8%	45.8%	45.7%
- Other purchases	0.8%	1.1%	1.4%	0.8%	0.8%	0.9%	0.8%	0.9%	1.0%	1.9%	1.6%	3.2%
Others:												
- Medical expenses	6.8%	7.6%	8.7%	7.6%	7.1%	6.8%	7.3%	7.5%	8.2%	7.7%	9.5%	11.8%
- Other expenses	4.7%	5.5%	6.1%	5.7%	4.6%	5.0%	4.9%	5.2%	5.0%	6.8%	6.5%	8.1%

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

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	801	732	613	782	774	864	759	713	678	770	991	830
- Additional accommodation expenses	112	113	93	110	107	114	112	116	112	201	153	211
Transport:												
- National/International Transport	747	671	750	751	732	739	727	727	761	719	833	715
- Flights between islands	413	367	354	439	402	432	397	379	381	378	487	421
- Taxi	97	91	155	80	98	80	96	107	126	101	97	74
- Car rental	88	75	88	87	87	87	88	91	96	83	92	73
- Public transport	122	114	129	116	120	116	120	121	129	133	131	116
- Wellness	27	25	24	28	26	24	25	28	29	24	26	31
Food and drink:												
- Food purchases at supermarkets	330	329	285	313	322	337	321	310	303	332	372	459
- Restaurants	103	97	101	99	99	99	102	102	105	112	113	196
- Discos and pubs	227	231	184	213	223	238	219	209	197	220	259	263
Leisure:												
- Organized excursions	588	574	499	565	565	578	563	537	504	594	613	780
- Sport activities	98	98	93	108	95	98	97	92	91	111	112	138
- Cultural activities	120	92	101	96	107	111	109	100	99	104	102	132
- Museums	58	60	54	63	58	63	58	56	50	67	65	73
- Theme Parks	33	39	45	40	33	31	33	32	31	73	46	90
- Discos and pubs	80	75	70	81	79	84	80	74	67	80	78	88
- Wellness	98	101	67	90	96	101	96	85	75	98	110	135
- Wellness	100	110	68	86	96	90	89	97	91	60	100	125
Purchases of goods:												
- Souvenirs	333	299	180	233	242	309	309	335	423	327	323	2,399
- Other purchases	82	84	58	76	80	83	77	77	66	68	113	68
- Other purchases	252	215	123	157	162	226	232	258	357	260	210	2,331
Others:												
- Medical expenses	163	193	102	106	141	134	131	146	114	141	190	146
- Other expenses	48	41	31	31	38	38	35	34	34	35	70	65
- Other expenses	115	152	71	75	104	96	96	113	80	106	120	81

TOURIST PROFILE

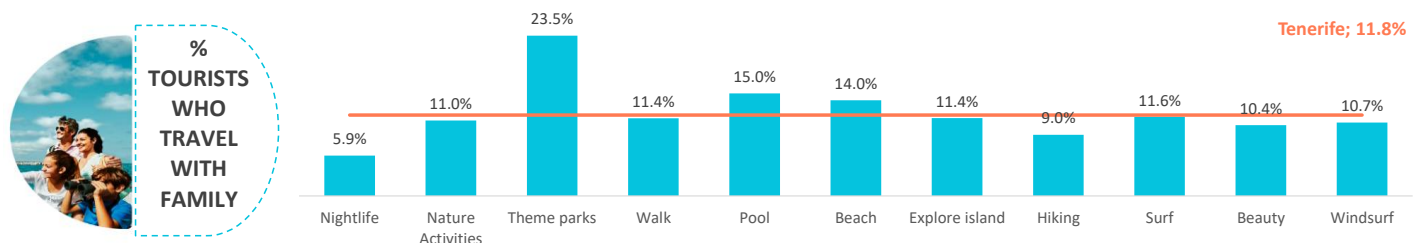
Who are they?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Gender												
Percentage of men	46.6%	48.1%	50.4%	48.3%	45.6%	43.9%	47.3%	48.6%	53.8%	54.9%	39.4%	60.8%
Percentage of women	53.4%	51.9%	49.6%	51.7%	54.4%	56.1%	52.7%	51.4%	46.2%	45.1%	60.6%	39.2%
Age												
Average age	45.98	40.89	36.93	38.66	45.47	45.79	42.39	42.24	41.88	35.21	45.72	43.71
Standard deviation	16.7	16.1	13.9	13.3	16.6	16.3	15.4	15.6	16.0	12.3	16.2	15.8
Age range												
16-24 years old	10.4%	16.9%	19.9%	16.7%	10.9%	10.3%	12.5%	13.2%	13.1%	22.2%	9.5%	4.6%
25-30 years old	12.1%	17.1%	21.5%	14.9%	12.7%	11.1%	15.0%	15.7%	18.1%	22.6%	11.1%	20.6%
31-45 years old	31.0%	31.4%	34.9%	42.0%	30.9%	32.4%	35.0%	33.7%	32.5%	35.8%	33.9%	33.8%
46-60 years old	21.9%	19.4%	15.0%	19.0%	21.9%	22.8%	21.5%	21.0%	18.8%	14.9%	23.3%	25.2%
Over 60 years old	24.7%	15.1%	8.7%	7.4%	23.6%	23.4%	16.1%	16.5%	17.5%	4.5%	22.3%	15.8%
Occupation												
Salaried worker	55.8%	60.2%	60.1%	65.4%	55.9%	57.1%	59.8%	59.6%	58.7%	59.0%	53.8%	46.4%
Self-employed	11.0%	11.0%	13.0%	11.6%	11.0%	10.4%	11.9%	12.3%	12.2%	19.4%	13.0%	21.2%
Unemployed	1.4%	1.6%	1.9%	1.4%	1.5%	1.3%	1.7%	1.5%	1.6%	2.2%	1.3%	0.5%
Business owner	7.0%	7.0%	8.8%	7.9%	6.8%	7.0%	7.5%	7.5%	7.4%	8.1%	8.4%	14.3%
Student	4.1%	6.0%	7.7%	6.4%	4.4%	3.7%	5.1%	5.2%	5.4%	8.0%	3.4%	4.3%
Retired	19.5%	13.0%	7.1%	6.2%	19.1%	19.0%	12.7%	12.5%	13.3%	2.7%	18.5%	12.1%
Unpaid domestic work	0.6%	0.4%	0.5%	0.5%	0.5%	0.7%	0.6%	0.4%	0.3%	0.0%	0.6%	0.4%
Others	0.7%	0.9%	0.8%	0.6%	0.8%	0.8%	0.8%	0.8%	1.0%	0.5%	1.1%	0.8%
Annual household income level												
Less than €25,000	13.5%	14.9%	16.8%	14.7%	13.8%	11.6%	14.9%	15.5%	14.0%	18.6%	10.8%	10.9%
€25,000 - €49,999	34.0%	36.3%	35.7%	35.4%	34.6%	32.3%	34.9%	35.6%	36.0%	32.8%	29.4%	28.2%
€50,000 - €74,999	24.1%	23.2%	23.7%	23.2%	24.2%	25.0%	23.5%	24.4%	25.7%	21.1%	26.7%	27.4%
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%
Education level												
No studies	4.6%	7.8%	1.9%	4.7%	4.7%	5.6%	4.3%	3.2%	1.5%	6.2%	6.6%	1.7%
Primary education	1.7%	1.3%	1.8%	1.5%	1.4%	1.5%	1.6%	1.7%	1.5%	1.5%	1.3%	1.0%
Secondary education	20.7%	18.9%	15.3%	19.2%	20.7%	21.5%	19.3%	18.4%	17.8%	7.5%	20.9%	9.5%
Higher education	73.0%	71.9%	81.0%	74.6%	73.2%	71.4%	74.8%	76.8%	79.2%	84.8%	71.2%	87.7%

Who do they come with?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Unaccompanied	8.1%	9.8%	7.7%	3.0%	7.8%	4.4%	7.6%	8.0%	9.3%	13.5%	9.7%	9.7%
Only with partner	48.0%	42.3%	48.5%	35.5%	48.5%	46.8%	43.9%	48.3%	50.2%	35.9%	47.9%	41.7%
Only with children (< 13 years old)	4.0%	2.3%	3.6%	7.9%	3.8%	5.1%	4.9%	3.6%	3.1%	5.0%	3.0%	6.4%
Partner + children (< 13 years old)	7.8%	3.6%	7.4%	15.6%	7.6%	9.9%	9.1%	7.8%	5.8%	6.6%	7.3%	4.4%
Other relatives	10.3%	10.8%	10.9%	11.6%	10.5%	11.3%	11.0%	9.8%	9.8%	11.0%	11.3%	11.4%
Friends	7.4%	15.4%	8.7%	6.0%	7.4%	6.4%	7.8%	8.0%	8.4%	9.9%	6.2%	7.2%
Work colleagues	0.5%	0.5%	0.5%	0.3%	0.4%	0.2%	0.3%	0.4%	0.6%	1.6%	0.3%	0.0%
Organized trip	0.3%	0.4%	0.4%	0.2%	0.3%	0.2%	0.3%	0.2%	0.4%	2.4%	0.2%	1.5%
Other combinations ⁽²⁾	13.6%	14.8%	12.2%	19.9%	13.9%	15.6%	15.1%	13.9%	12.3%	14.2%	14.1%	17.9%
<i>(2) Different situations have been isolated</i>												
Tourists with children	17.6%	10.9%	16.0%	34.3%	17.3%	22.6%	20.5%	16.8%	12.6%	19.7%	18.3%	19.4%
- Between 0 and 2 years old	1.4%	0.5%	1.5%	2.1%	1.4%	1.5%	1.6%	1.4%	0.8%	0.6%	0.6%	0.0%
- Between 3 and 12 years old	15.1%	10.0%	13.9%	30.7%	14.8%	19.6%	17.6%	14.5%	11.3%	18.2%	17.0%	17.7%
- Between 0-2 and 3-12 years old	1.2%	0.4%	0.6%	1.6%	1.1%	1.5%	1.3%	0.9%	0.5%	0.8%	0.7%	1.7%
Tourists without children	82.4%	89.1%	84.0%	65.7%	82.7%	77.4%	79.5%	83.2%	87.4%	80.3%	81.7%	80.6%
Group composition:												
- 1 person	9.5%	11.4%	9.5%	3.8%	9.2%	5.6%	9.0%	9.3%	10.8%	14.6%	10.6%	9.7%
- 2 people	56.4%	52.5%	55.7%	42.9%	57.0%	55.3%	52.8%	56.3%	59.0%	45.0%	56.1%	44.7%
- 3 people	13.0%	12.4%	15.0%	18.6%	13.0%	14.4%	14.6%	13.1%	10.5%	15.2%	14.6%	18.4%
- 4 or 5 people	16.7%	16.7%	15.4%	28.4%	16.6%	19.4%	19.0%	16.9%	16.0%	19.4%	14.5%	22.0%
- 6 or more people	4.4%	7.1%	4.4%	6.3%	4.3%	5.2%	4.6%	4.4%	3.6%	5.8%	4.2%	5.2%
Average group size:	2.66	2.82	2.67	3.16	2.65	2.82	2.73	2.67	2.55	2.76	2.62	2.81

*People who share the main expenses of the trip





TRIP MOTIVATION AND DESTINATION CHOICE

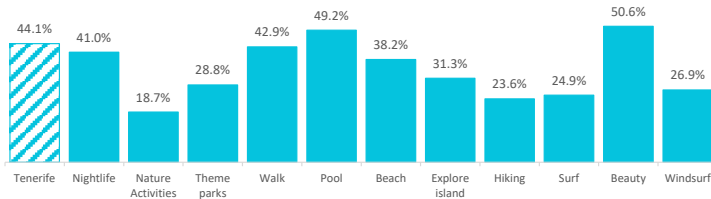
What is the main reason for visiting the Canary Islands?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Holidays	90.7%	90.6%	88.8%	94.1%	91.2%	95.2%	91.2%	90.3%	89.9%	85.5%	92.1%	83.0%
Family reasons	7.0%	7.6%	8.4%	5.2%	7.1%	3.7%	7.1%	7.8%	7.8%	7.6%	5.8%	8.5%
Business	1.1%	0.7%	0.8%	0.4%	0.7%	0.5%	0.6%	0.6%	0.6%	0.9%	0.9%	1.0%
Education and training	0.2%	0.1%	0.5%	0.1%	0.2%	0.1%	0.2%	0.2%	0.4%	0.7%	0.1%	0.0%
Sports training	0.5%	0.3%	0.8%	0.1%	0.4%	0.3%	0.5%	0.6%	1.0%	4.5%	0.1%	6.1%
Health	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.5%	0.0%
Conventions and Exhibitions	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%
Others	0.3%	0.4%	0.4%	0.1%	0.2%	0.2%	0.3%	0.3%	0.2%	0.8%	0.4%	1.5%

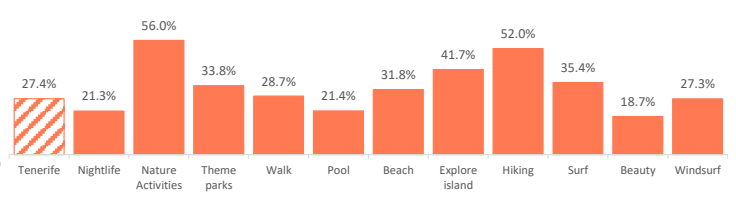
What is the main motivation for their holidays?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Rest	44.1%	41.0%	18.7%	28.8%	42.9%	49.2%	38.2%	31.3%	23.6%	24.9%	50.6%	26.9%
Enjoy family time	16.4%	14.7%	13.6%	23.0%	16.6%	17.5%	17.3%	15.2%	11.9%	15.5%	18.6%	18.9%
Have fun	9.1%	20.7%	7.6%	13.6%	9.1%	10.0%	10.0%	8.7%	7.8%	12.1%	9.4%	7.7%
Explore the destination	27.4%	21.3%	56.0%	33.8%	28.7%	21.4%	31.8%	41.7%	52.0%	35.4%	18.7%	27.3%
Practice their hobbies	1.3%	0.7%	2.3%	0.2%	1.1%	0.7%	1.2%	1.4%	2.9%	10.2%	1.6%	16.8%
Other reasons	1.7%	1.6%	1.8%	0.7%	1.6%	1.3%	1.4%	1.7%	2.0%	1.9%	1.2%	2.3%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Climate	73.5%	73.3%	65.0%	70.5%	73.0%	76.1%	72.9%	70.3%	69.4%	77.1%	77.8%	71.0%
Safety	56.1%	60.0%	48.6%	58.5%	55.9%	60.0%	55.1%	51.3%	43.9%	50.9%	63.9%	56.0%
Tranquility	47.1%	42.8%	46.2%	44.3%	46.6%	48.2%	45.9%	45.0%	42.1%	42.7%	49.5%	43.5%
Accommodation supply	41.9%	44.6%	30.0%	40.3%	41.3%	48.6%	38.6%	35.0%	27.8%	26.8%	49.5%	26.7%
Landscapes	39.9%	35.5%	64.7%	41.4%	41.1%	34.0%	44.1%	51.1%	61.9%	58.1%	32.3%	53.9%
Sea	39.6%	37.8%	45.9%	39.2%	39.3%	38.3%	47.1%	42.6%	43.6%	62.0%	39.3%	66.6%
Price	39.0%	43.5%	32.4%	39.3%	39.1%	42.3%	39.1%	34.1%	28.3%	30.4%	42.2%	30.4%
Environment	38.4%	38.0%	50.4%	36.3%	39.4%	36.9%	39.8%	42.4%	44.6%	48.8%	38.3%	36.8%
Effortless trip	37.4%	38.9%	30.4%	34.6%	36.6%	39.9%	35.6%	32.0%	26.1%	32.2%	43.7%	33.3%
European belonging	36.9%	36.5%	34.7%	34.3%	36.6%	37.6%	36.5%	35.2%	33.1%	34.3%	39.0%	35.3%
Beaches	31.8%	35.0%	33.6%	33.5%	31.1%	32.3%	40.7%	33.0%	30.9%	52.4%	33.3%	53.2%
Gastronomy	27.8%	30.0%	27.2%	26.6%	27.6%	28.4%	27.3%	26.8%	24.1%	20.6%	28.1%	20.8%
Authenticity	24.9%	27.0%	32.1%	25.6%	25.2%	23.5%	26.8%	27.5%	27.8%	30.4%	26.2%	21.6%
Fun possibilities	24.8%	41.6%	24.7%	35.4%	25.0%	28.3%	26.7%	24.8%	20.1%	40.4%	31.0%	33.9%
Exoticism	12.9%	14.8%	17.7%	15.5%	13.2%	12.9%	14.7%	14.8%	16.5%	17.4%	15.0%	10.6%
Hiking trail network	12.8%	11.7%	25.5%	10.7%	13.5%	9.4%	13.8%	17.3%	31.8%	20.9%	12.8%	23.7%
Historical heritage	10.7%	10.7%	16.5%	11.2%	10.7%	9.7%	11.2%	13.0%	13.0%	10.6%	12.9%	9.3%
Culture	10.4%	12.3%	15.4%	11.1%	10.7%	10.4%	11.1%	11.9%	10.9%	11.4%	12.2%	12.9%
Shopping	10.1%	16.1%	8.6%	10.6%	9.9%	11.3%	10.5%	9.1%	5.2%	6.6%	16.2%	11.8%
Nightlife	8.2%	23.8%	7.0%	8.6%	8.1%	8.9%	8.5%	7.7%	4.2%	9.8%	10.9%	13.3%

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?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Previous visits to the Canary Islands	47.5%	50.8%	33.3%	41.7%	48.1%	51.4%	43.8%	41.8%	37.3%	37.0%	50.9%	49.5%
Friends or relatives	31.9%	39.0%	39.9%	37.6%	33.2%	29.8%	35.4%	35.9%	37.3%	37.4%	29.2%	39.0%
Internet or social media	52.6%	54.7%	67.9%	62.0%	54.7%	53.0%	56.8%	59.7%	64.6%	61.0%	52.2%	50.2%
Mass Media	2.2%	2.9%	3.4%	3.2%	2.2%	2.4%	2.5%	2.6%	2.5%	1.5%	3.2%	0.0%
Travel guides and magazines	6.1%	4.3%	11.2%	6.1%	6.5%	5.7%	6.8%	8.3%	12.1%	6.4%	5.3%	9.7%
Travel Blogs or Forums	7.3%	7.2%	17.0%	9.8%	8.1%	6.4%	8.9%	10.5%	15.2%	10.1%	5.7%	5.7%
Travel TV Channels	1.0%	1.3%	1.8%	1.1%	1.0%	1.0%	1.0%	1.1%	1.4%	0.8%	0.4%	0.0%
Tour Operator or Travel Agency	17.5%	14.9%	11.6%	17.2%	17.5%	21.3%	15.5%	14.2%	12.1%	6.4%	19.1%	7.3%
Public administrations or similar	0.5%	0.5%	1.2%	0.7%	0.6%	0.5%	0.6%	0.7%	1.0%	0.6%	0.8%	0.0%
Others	3.4%	3.9%	5.0%	3.3%	3.2%	2.9%	3.3%	3.5%	3.4%	5.8%	4.7%	6.7%

* Multi-choice question

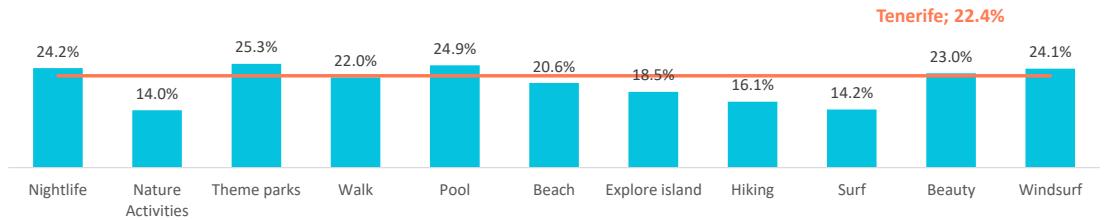


TRIP BOOKING

How far in advance do they book their trip?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
The same day	0.8%	0.8%	1.0%	0.8%	0.8%	0.7%	0.9%	0.9%	1.1%	2.3%	1.2%	3.9%
Between 1 and 30 days	21.4%	19.3%	24.5%	17.9%	21.3%	18.8%	22.3%	22.0%	24.4%	29.3%	21.1%	24.2%
Between 1 and 2 months	22.8%	22.5%	28.4%	22.4%	23.1%	21.3%	23.9%	25.0%	26.7%	26.2%	23.8%	21.2%
Between 3 and 6 months	32.6%	33.2%	32.2%	33.7%	32.8%	34.2%	32.3%	33.6%	31.7%	28.0%	30.8%	26.5%
More than 6 months	22.4%	24.2%	14.0%	25.3%	22.0%	24.9%	20.6%	18.5%	16.1%	14.2%	23.0%	24.1%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



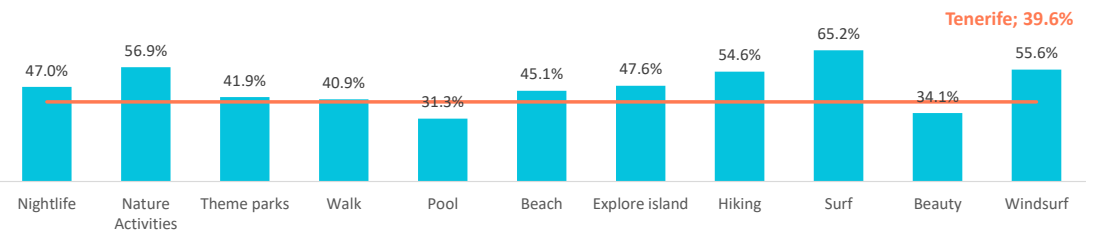
With whom did they book their flight and accommodation?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Flight												
- Directly with the airline	56.2%	60.0%	68.6%	54.4%	55.9%	49.1%	59.3%	61.7%	65.9%	77.2%	53.1%	74.2%
- Tour Operator or Travel Agency	43.8%	40.0%	31.4%	45.6%	44.1%	50.9%	40.7%	38.3%	34.1%	22.8%	46.9%	25.8%
Accommodation												
- Directly with the accommodation	42.3%	45.1%	53.9%	42.6%	42.3%	38.1%	45.2%	47.4%	51.2%	57.2%	41.2%	56.7%
- Tour Operator or Travel Agency	57.7%	54.9%	46.1%	57.4%	57.7%	61.9%	54.8%	52.6%	48.8%	42.8%	58.8%	43.3%

What do they book?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Room only	39.6%	47.0%	56.9%	41.9%	40.9%	31.3%	45.1%	47.6%	54.6%	65.2%	34.1%	55.6%
Bed and Breakfast	17.0%	18.1%	15.1%	16.4%	17.1%	18.3%	16.5%	17.0%	16.2%	12.0%	19.5%	17.5%
Half board	18.9%	15.1%	15.8%	17.9%	19.2%	20.7%	17.0%	17.4%	17.1%	7.2%	20.9%	10.2%
Full board	2.5%	2.0%	1.2%	2.2%	2.2%	2.8%	2.3%	2.1%	1.1%	2.4%	2.4%	0.0%
All inclusive	22.0%	17.8%	11.0%	21.5%	20.6%	26.9%	19.1%	15.9%	11.1%	13.3%	23.3%	16.7%

% TOURISTS WHO BOOK ROOM ONLY

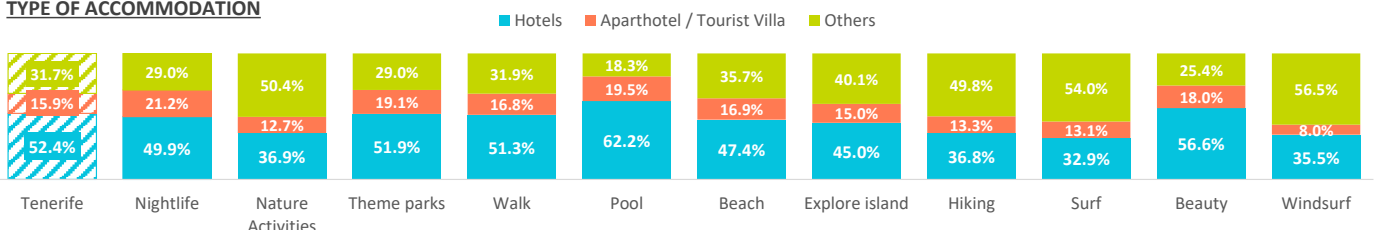


ACCOMMODATION

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
1-2-3* Hotel	9.0%	11.5%	9.4%	10.2%	9.1%	8.9%	9.6%	9.4%	8.0%	10.1%	7.4%	11.4%
4* Hotel	33.6%	31.5%	22.8%	34.2%	33.6%	40.6%	30.3%	28.7%	23.8%	18.8%	36.3%	21.2%
5* Hotel / 5* Luxury Hotel	9.7%	6.9%	4.6%	7.5%	8.5%	12.8%	7.5%	6.9%	5.0%	4.0%	12.9%	2.9%
Aparthotel / Tourist Villa	15.9%	21.2%	12.7%	19.1%	16.8%	19.5%	16.9%	15.0%	13.3%	13.1%	18.0%	8.0%
House/room rented in a private dwelling	19.7%	16.8%	34.7%	20.8%	20.0%	11.8%	22.9%	26.2%	32.9%	38.8%	15.5%	31.0%
Private accommodation ⁽¹⁾	9.2%	9.0%	11.0%	6.0%	9.0%	5.3%	9.5%	9.8%	11.0%	7.5%	8.5%	14.2%
Others (Cottage, cruise, camping,...)	2.8%	3.2%	4.7%	2.2%	2.9%	1.2%	3.3%	4.0%	6.0%	7.7%	1.4%	11.4%

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

TYPE OF ACCOMMODATION



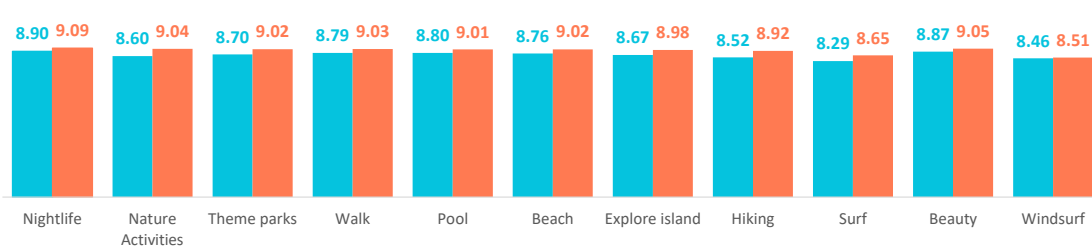
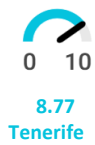


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Average rating	8.76	8.79	8.74	8.81	8.78	8.79	8.78	8.75	8.70	8.39	8.84	8.31
Experience in the Canary Islands	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Worse or much worse than expected	2.8%	3.1%	2.8%	2.9%	2.7%	2.6%	2.8%	3.0%	2.9%	3.2%	2.7%	6.7%
Lived up to expectations	54.2%	50.3%	46.3%	47.1%	53.5%	54.1%	50.9%	51.0%	50.7%	53.6%	50.4%	60.5%
Better or much better than expected	43.1%	46.6%	51.0%	50.0%	43.8%	43.3%	46.3%	46.0%	46.4%	43.2%	46.9%	32.8%
Future intentions (scale 0-10)	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Return to the Canary Islands	8.77	8.90	8.60	8.70	8.79	8.80	8.76	8.67	8.52	8.29	8.87	8.46
Recommend visiting the Canary Islands	9.00	9.09	9.04	9.02	9.03	9.01	9.02	8.98	8.92	8.65	9.05	8.51

RETURN TO THE CANARY



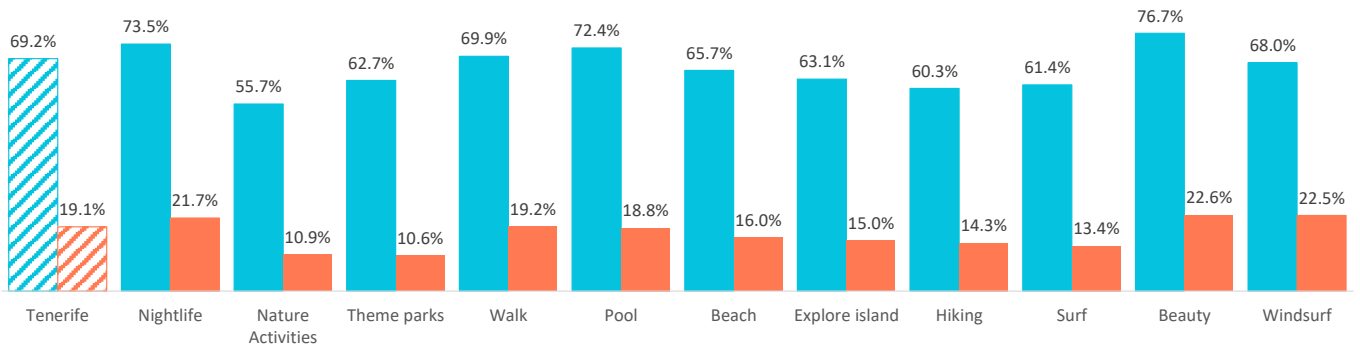
RECOMMEND VISITING THE CANARY



How many are loyal to the Canary Islands?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Repeat tourists	69.2%	73.5%	55.7%	62.7%	69.9%	72.4%	65.7%	63.1%	60.3%	61.4%	76.7%	68.0%
At least 10 previous visits	18.8%	20.8%	9.2%	10.4%	18.9%	19.3%	15.8%	14.0%	13.4%	10.4%	20.2%	26.1%
Repeat tourists (last 5 years)	63.1%	67.4%	49.0%	54.9%	63.6%	65.7%	59.5%	56.9%	54.4%	55.1%	69.8%	64.4%
Repeat tourists (last 5 years) (5 or more visits)	19.1%	21.7%	10.9%	10.6%	19.2%	18.8%	16.0%	15.0%	14.3%	13.4%	22.6%	22.5%

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



ISLANDS

How many islands do they visit during their trip?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
One island	94.0%	95.2%	91.9%	94.0%	94.1%	95.0%	93.5%	92.9%	91.4%	89.3%	94.9%	85.0%
Two islands	5.3%	4.2%	6.8%	5.4%	5.2%	4.6%	5.8%	6.2%	7.3%	9.5%	4.4%	10.7%
Three or more islands	0.7%	0.6%	1.3%	0.6%	0.6%	0.4%	0.7%	0.9%	1.3%	1.2%	0.7%	4.3%

Visited islands during their trip (with overnight staying)

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Lanzarote	0.4%	0.2%	0.6%	0.4%	0.4%	0.3%	0.4%	0.5%	0.7%	0.7%	0.2%	0.7%
Fuerteventura	0.2%	0.3%	0.9%	0.3%	0.2%	0.2%	0.2%	0.3%	0.5%	0.0%	0.1%	1.8%
Gran Canaria	0.9%	0.6%	1.2%	0.9%	0.8%	0.7%	1.0%	1.1%	1.7%	0.9%	0.6%	3.7%
Tenerife	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
La Gomera	0.7%	0.3%	1.9%	0.2%	0.7%	0.3%	0.8%	1.0%	1.7%	1.7%	0.0%	1.0%
La Palma	0.5%	0.3%	1.0%	0.4%	0.5%	0.3%	0.5%	0.6%	1.0%	0.5%	0.3%	1.5%
El Hierro	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%	0.3%	0.6%	0.2%	1.0%
Cruise	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%

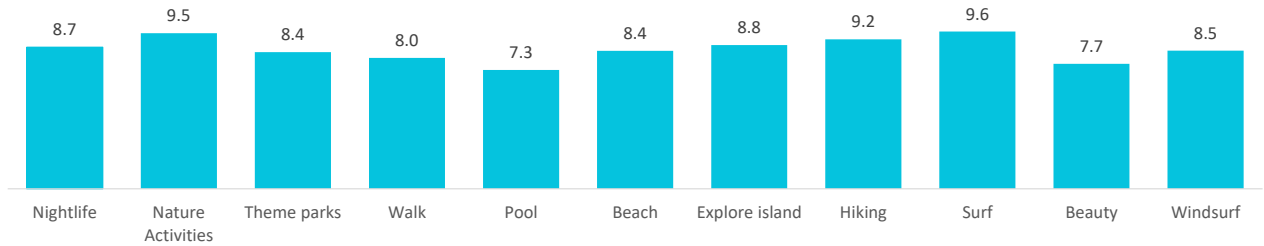
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
0 hours	2.0%	1.1%	0.4%	0.4%	1.1%	2.6%	1.0%	0.5%	0.3%	0.8%	1.5%	2.0%
1 - 2 hours	7.5%	4.3%	1.6%	5.0%	7.1%	9.3%	5.0%	3.8%	2.2%	2.5%	7.8%	3.4%
3 - 6 hours	29.8%	29.1%	18.9%	28.3%	29.8%	34.3%	26.2%	24.1%	21.1%	17.1%	31.6%	22.3%
7 - 12 hours	51.2%	51.8%	63.4%	55.8%	52.1%	46.7%	57.0%	59.4%	63.2%	63.2%	50.4%	66.1%
More than 12 hours	9.6%	13.8%	15.7%	10.5%	9.9%	7.1%	10.8%	12.2%	13.2%	16.4%	8.7%	6.2%
Outdoor time per day	7.9	8.7	9.5	8.4	8.0	7.3	8.4	8.8	9.2	9.6	7.7	8.5



7.9
Tenerife



Activities in the Canary Islands

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Walk, wander	79.4%	87.5%	90.2%	85.7%	100.0%	84.4%	85.1%	88.1%	93.1%	86.0%	86.5%	75.3%
Beach	63.9%	71.5%	82.9%	79.0%	68.5%	68.1%	100.0%	75.6%	77.3%	90%	71.2%	80.2%
Swimming pool, hotel facilities	58.9%	69.5%	47.4%	70.6%	62.5%	100.0%	62.7%	55.3%	45%	45.6%	74.5%	50.5%
Explore the island on their own	52.1%	54.0%	87.5%	64.8%	57.8%	48.9%	61.5%	100.0%	81.8%	72.6%	53%	62.3%
Taste Canarian gastronomy	32.1%	41.8%	54.5%	44%	35.8%	30.0%	37.4%	41.8%	44.3%	31.6%	40.5%	38.3%
Theme parks	22.7%	31.6%	33.1%	100.0%	24.4%	27.1%	28.0%	28.2%	24.6%	28.4%	31.6%	33.0%
Hiking	22.1%	18.2%	58%	24.0%	25.9%	17.0%	26.7%	34.7%	100.0%	49.0%	21.8%	55.0%
Organized excursions	18.4%	21.9%	22.2%	28.2%	19.7%	21.6%	21%	20.2%	20.3%	29.0%	28.9%	27.2%
Nightlife / concerts / shows	16.5%	100.0%	16.1%	22.9%	18.1%	19.4%	18.4%	17%	13.6%	25.0%	33.3%	31.4%
Sea excursions / whale watching	16.3%	21.3%	27.6%	27.0%	17.2%	18.0%	21.2%	21.5%	22.1%	29.2%	23.4%	23.2%
Other Nature Activities	10.4%	10%	100.0%	15.2%	11.8%	8.4%	13.5%	17.5%	27.3%	24.3%	10.2%	31.8%
Wineries / markets / popular festivals	10.2%	14.8%	21.6%	14.7%	12%	9.7%	12.2%	15.2%	16.9%	18.1%	15.5%	17.9%
Museums / exhibitions	8.5%	9.1%	21.7%	12.8%	9.7%	7.2%	10.0%	13.7%	17.7%	13.1%	11.6%	16.7%
Swim	7.7%	13.8%	12.0%	12.1%	8.7%	9.9%	10.3%	9.0%	12.5%	25.0%	14.7%	42.7%
Beauty and health treatments	6.5%	13.1%	6.3%	9.0%	7.0%	8.2%	7.2%	6.6%	6.4%	13.1%	100.0%	16.0%
Astronomical observation	5.5%	7.4%	14.0%	8.1%	6.0%	5.2%	6.8%	8.2%	11.6%	14.6%	6.8%	22%
Running	5.5%	7.4%	10.4%	7.0%	6.2%	6%	6.8%	7.3%	11.9%	17.4%	9.5%	24.9%
Practice other sports	3.4%	4.9%	8.8%	4.6%	3.6%	3.3%	4.1%	4.6%	6.0%	9.2%	6.5%	10.0%
Golf	2.6%	4.3%	2.5%	3.5%	2.5%	3.1%	2.3%	2.4%	2.1%	8.5%	4.9%	10.8%
Scuba Diving	2.6%	3.4%	7.1%	4.1%	2.8%	2.4%	3.7%	3.7%	5.4%	14.5%	3.3%	13.6%
Surf	2.1%	3.2%	4.9%	2.6%	2.3%	1.6%	3.0%	2.9%	4.7%	100.0%	4.3%	47.3%
Cycling / Mountain bike	1.3%	1.3%	2.6%	1.3%	1.4%	1.3%	1.3%	1.9%	3.1%	8.2%	3.2%	13.7%
Windsurf / Kitesurf	0.7%	1.4%	2.2%	1.1%	0.7%	0.6%	0.9%	0.9%	1.8%	16.5%	1.8%	100.0%

COUNTRY OF RESIDENCE

Where are they from?

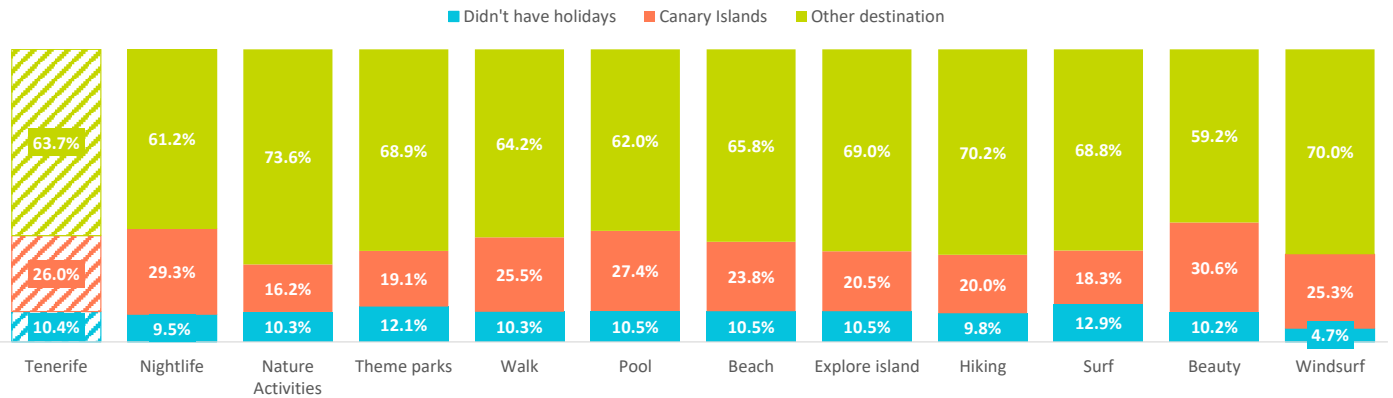
	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
United Kingdom	37.1%	5.0%	22.1%	11.4%	10.7%	6.9%	13.0%	14.8%	18.9%	16.5%	5.4%	13.9%
Spanish Mainland	12.3%	4.4%	8.5%	5.5%	5.5%	5.8%	6.1%	7.5%	9.3%	9.9%	6.9%	3.3%
Germany	11.5%	11.8%	19.2%	16.7%	12.4%	9.8%	12.9%	16.4%	15.4%	9.5%	6.2%	5.8%
Italy	5.9%	1.5%	2.5%	2.7%	3.8%	4.1%	3.1%	3.6%	7.6%	5.7%	3.8%	7.2%
France	5.6%	6.4%	10.3%	6.2%	5.8%	4.4%	7.7%	7.8%	5.3%	11.6%	4.4%	12.7%
Belgium	3.8%	2.0%	3.2%	2.9%	3.5%	3.8%	3.3%	3.7%	6.7%	0.9%	5.4%	1.2%
Ireland	3.7%	1.2%	2.2%	4.3%	3.1%	2.7%	3.8%	4.3%	5.7%	5.0%	1.2%	14.0%
Netherlands	3.5%	0.8%	0.4%	0.7%	0.9%	1.1%	0.8%	0.8%	1.8%	2.2%	2.5%	-
Poland	3.1%	0.8%	0.8%	0.8%	1.3%	1.2%	1.0%	1.7%	1.3%	0.4%	1.7%	1.2%
Czech Republic	1.3%	0.8%	1.3%	0.3%	0.7%	0.8%	0.7%	1.0%	1.2%	1.8%	1.3%	-
Denmark	1.2%	0.4%	1.7%	0.9%	0.8%	0.4%	1.1%	1.1%	1.5%	2.7%	0.6%	2.7%
Switzerland	1.0%	-	0.1%	0.0%	0.1%	0.2%	0.2%	0.1%	0.1%	-	0.2%	-
Sweden	0.9%	0.6%	1.2%	0.9%	0.6%	0.4%	0.8%	0.9%	0.5%	1.1%	0.1%	-
Norway	0.9%	5.7%	1.3%	4.1%	3.7%	4.7%	3.6%	1.8%	1.3%	4.3%	8.3%	4.9%
Finland	0.9%	0.3%	0.5%	0.5%	0.3%	0.3%	0.4%	0.4%	0.3%	-	0.2%	1.0%
Austria	0.8%	0.9%	3.3%	2.1%	1.3%	1.1%	1.7%	1.8%	3.2%	3.7%	0.2%	-
Others	6.6%	57.2%	21.4%	39.9%	45.5%	52.5%	40.0%	32.4%	19.6%	24.4%	51.6%	32.0%

COMPETITORS

Where did they spend their main holiday last year? *

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Didn't have holidays	10.4%	9.5%	10.3%	12.1%	10.3%	10.5%	10.5%	10.5%	9.8%	12.9%	10.2%	4.7%
Canary Islands	26.0%	29.3%	16.2%	19.1%	25.5%	27.4%	23.8%	20.5%	20.0%	18.3%	30.6%	25.3%
Other destination	63.7%	61.2%	73.6%	68.9%	64.2%	62.0%	65.8%	69.0%	70.2%	68.8%	59.2%	70.0%
- Balearic Islands	4.2%	4.5%	3.4%	4.4%	4.1%	4.6%	4.0%	3.7%	2.8%	1.9%	4.1%	2.8%
- Rest of Spain	12.6%	13.4%	14.9%	14.7%	12.9%	12.1%	13.2%	14.4%	13.0%	10.7%	10.8%	7.9%
- Italy	7.6%	5.9%	11.3%	7.6%	7.6%	6.0%	8.4%	8.9%	9.2%	11.0%	6.4%	10.3%
- France	4.9%	3.6%	7.3%	5.2%	4.9%	5.2%	5.1%	6.0%	7.1%	6.4%	4.5%	7.0%
- Turkey	2.9%	3.6%	2.4%	4.0%	3.0%	3.2%	3.1%	2.7%	1.9%	3.1%	3.4%	1.5%
- Greece	7.0%	7.5%	6.8%	7.5%	7.1%	7.4%	7.0%	6.8%	6.7%	7.1%	6.5%	9.9%
- Portugal	4.4%	4.6%	4.8%	4.3%	4.5%	4.4%	4.2%	4.4%	5.1%	5.5%	4.7%	10.9%
- Croatia	2.1%	1.8%	2.9%	2.6%	2.2%	1.9%	2.6%	2.7%	3.4%	3.4%	1.9%	3.4%
- Egypt	1.5%	1.1%	1.2%	2.0%	1.5%	1.5%	1.7%	1.6%	1.5%	1.0%	0.6%	1.0%
- Tunisia	0.3%	0.5%	0.1%	0.5%	0.3%	0.4%	0.4%	0.4%	0.1%	0.8%	0.3%	0.9%
- Morocco	1.3%	1.6%	1.8%	1.4%	1.3%	1.1%	1.6%	1.5%	1.4%	4.9%	1.4%	1.9%
- Others	14.8%	13.2%	16.6%	14.6%	14.9%	14.4%	14.5%	15.8%	18.1%	13.0%	14.6%	12.3%

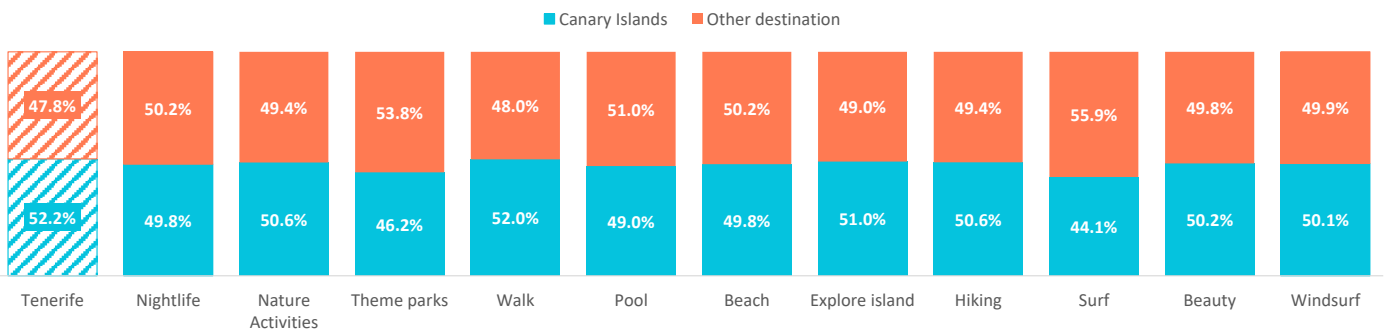
* Percentage of valid answers



What other destinations did they consider for this trip? *

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
None (I was clear about "this Canary Island")	28.1%	26.4%	24.6%	22.2%	27.7%	24.9%	25.2%	26.4%	26.0%	20.4%	26.9%	21.0%
Canary Islands (other island)	24.1%	23.4%	26.0%	24.0%	24.2%	24.1%	24.6%	24.6%	24.7%	23.7%	23.2%	29.1%
Other destination	47.8%	50.2%	49.4%	53.8%	48.0%	51.0%	50.2%	49.0%	49.4%	55.9%	49.8%	49.9%
- Balearic Islands	5.7%	6.1%	5.3%	5.9%	5.7%	6.7%	5.8%	5.3%	4.9%	5.1%	6.4%	3.3%
- Rest of Spain	9.3%	9.9%	9.1%	10.4%	9.6%	9.8%	9.6%	9.7%	8.6%	8.4%	10.2%	5.6%
- Italy	5.5%	5.3%	5.9%	6.3%	5.5%	5.5%	5.9%	6.2%	6.3%	7.7%	5.9%	8.0%
- France	2.1%	2.5%	2.3%	2.2%	2.0%	1.9%	2.2%	2.1%	2.4%	3.2%	1.5%	4.8%
- Turkey	3.3%	4.0%	3.2%	4.2%	3.2%	3.8%	3.5%	3.0%	2.9%	3.0%	4.2%	1.8%
- Greece	7.7%	7.8%	7.8%	9.2%	7.7%	8.9%	8.1%	7.6%	7.6%	7.0%	8.2%	7.2%
- Portugal	7.1%	8.2%	7.1%	7.3%	7.2%	7.2%	7.2%	7.1%	7.8%	11.7%	7.5%	5.4%
- Croatia	2.3%	2.4%	2.5%	2.6%	2.3%	2.5%	2.6%	2.4%	2.6%	2.1%	2.0%	1.2%
- Egypt	2.4%	2.4%	2.9%	3.2%	2.4%	2.4%	2.7%	2.7%	2.9%	5.6%	2.2%	8.1%
- Others	2.4%	1.6%	3.4%	2.5%	2.5%	2.3%	2.4%	3.0%	3.3%	2.1%	1.7%	4.4%

* Percentage of valid answers



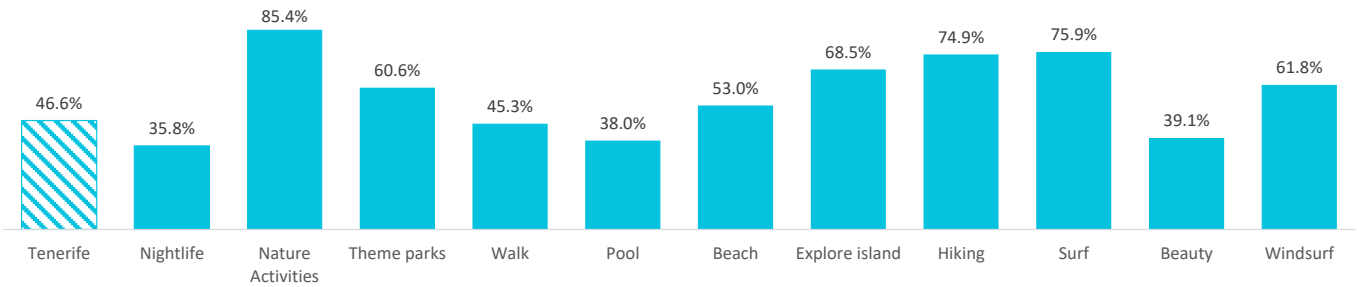
TRANSPORT (Data Q4 2025)

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

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Rental vehicle	46.6%	35.8%	85.4%	60.6%	45.3%	38.0%	53.0%	68.5%	74.9%	75.9%	39.1%	61.8%
Public transport	25.5%	27.7%	21.6%	25.2%	27.4%	24.9%	26.5%	27.6%	29.7%	32.1%	23.4%	17.5%
Taxi / Private hire vehicle	29.5%	39.6%	9.7%	29.2%	29.8%	37.0%	26.7%	18.8%	12.3%	16.4%	42.2%	34.3%
Organised excursions with transport included	11.9%	13.2%	6.5%	17.5%	12.5%	14.4%	12.3%	11.1%	9.4%	9.1%	17.2%	8.0%
Bicycle	2.5%	5.0%	1.7%	2.8%	2.4%	3.0%	3.0%	2.5%	2.4%	7.4%	4.8%	7.6%
On foot	16.4%	16.4%	4.7%	7.7%	17.3%	19.8%	14.1%	9.7%	8.0%	4.2%	17.0%	5.8%

* Multi-choise question

RENTAL VEHICLE

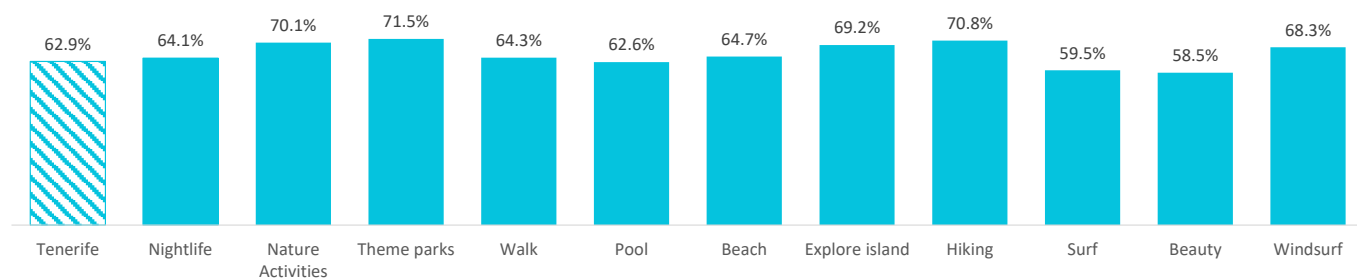


What factors influenced their choice of transport?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
No other alternative	15.3%	10.7%	14.4%	11.1%	13.4%	12.4%	13.4%	11.4%	12.2%	24.2%	17.7%	9.5%
Comfort and convenience	62.9%	64.1%	70.1%	71.5%	64.3%	62.6%	64.7%	69.2%	70.8%	59.5%	58.5%	68.3%
Price	30.2%	37.7%	29.6%	32.7%	31.8%	31.3%	32.1%	33.0%	34.3%	37.5%	28.3%	25.0%
Acessibility	23.6%	24.9%	27.6%	28.9%	25.2%	24.9%	26.6%	28.0%	29.6%	29.6%	17.8%	35.5%
Environmental impact	3.7%	3.7%	2.8%	3.2%	4.0%	3.8%	3.9%	4.1%	4.9%	3.1%	3.1%	0.0%
Safety	10.8%	12.8%	12.9%	15.7%	11.3%	12.8%	12.0%	9.9%	9.5%	7.8%	12.1%	12.2%
Available travel time	11.1%	10.6%	15.0%	14.9%	11.3%	11.5%	12.5%	12.5%	13.2%	3.1%	11.1%	22.5%
Punctuality	6.2%	6.9%	9.0%	7.9%	6.7%	6.9%	6.3%	5.9%	6.0%	3.7%	6.7%	7.6%
Flexible timetable	16.2%	15.9%	24.3%	22.9%	17.2%	16.7%	17.5%	19.1%	20.8%	11.7%	20.5%	1.8%

* Multi-choise question

COMFORT AND CONVENIENCE



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

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	7.0%	8.0%	11.3%	7.4%	6.6%	6.6%	6.9%	7.3%	8.8%	15.1%	9.4%	0.0%
- Infrequent service	2.1%	1.7%	3.9%	1.4%	1.8%	1.8%	1.7%	2.0%	3.0%	3.5%	3.3%	0.0%
- Confusing or insufficient information	1.7%	1.7%	4.0%	2.4%	1.8%	1.9%	1.9%	2.1%	1.8%	3.1%	1.6%	0.0%
- Accessibility barriers	0.3%	0.1%	0.1%	0.3%	0.3%	0.3%	0.2%	0.1%	0.0%	0.0%	0.1%	0.0%
- Delays or cancellations	1.8%	2.6%	1.4%	1.7%	1.9%	1.5%	2.1%	2.1%	2.8%	0.0%	1.9%	0.0%
- High fares	1.0%	3.1%	3.8%	1.1%	1.0%	1.0%	0.9%	1.6%	1.1%	0.0%	2.8%	0.0%
- Difficulties with booking systems	0.4%	0.3%	0.6%	0.5%	0.4%	0.5%	0.4%	0.3%	0.3%	0.0%	0.7%	0.0%
- Poor connections	0.6%	1.4%	0.2%	0.5%	0.5%	0.5%	0.8%	0.9%	0.9%	1.0%	1.3%	0.0%
- Others	1.5%	1.2%	2.2%	2.3%	1.5%	1.4%	1.5%	1.7%	2.2%	8.3%	0.4%	0.0%
No	93.0%	92.0%	88.7%	92.6%	93.4%	93.4%	93.1%	92.7%	91.2%	84.9%	90.6%	100.0%

* 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



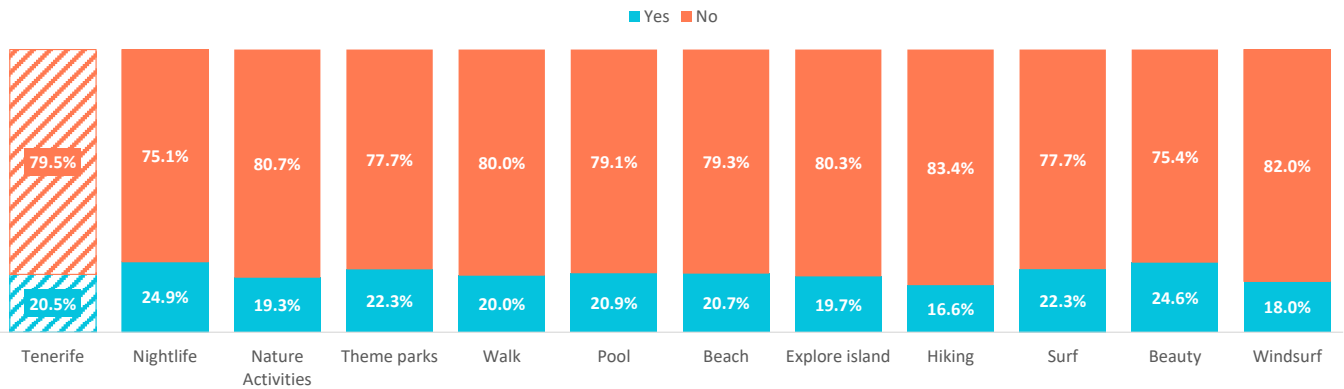
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	49.4%	49.5%	51.7%	48.9%	50.2%	50.3%	50.1%	51.1%	54.0%	51.2%	47.7%	58.6%
No	31.6%	32.0%	28.1%	31.5%	31.2%	31.1%	30.3%	29.6%	26.2%	26.6%	32.5%	20.2%
Not remember	19.0%	18.5%	20.2%	19.6%	18.6%	18.7%	19.6%	19.3%	19.8%	22.1%	19.8%	21.2%

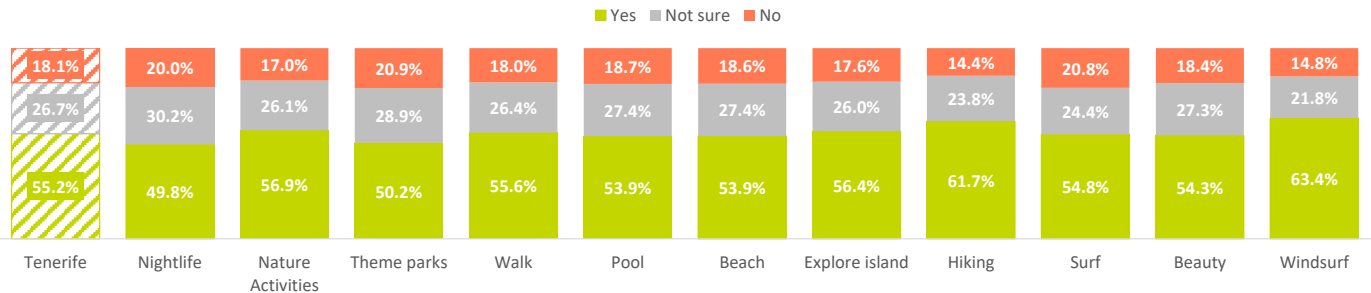
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	20.5%	24.9%	19.3%	22.3%	20.0%	20.9%	20.7%	19.7%	16.6%	22.3%	24.6%	18.0%
No	79.5%	75.1%	80.7%	77.7%	80.0%	79.1%	79.3%	80.3%	83.4%	77.7%	75.4%	82.0%



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

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	55.2%	49.8%	56.9%	50.2%	55.6%	53.9%	53.9%	56.4%	61.7%	54.8%	54.3%	63.4%
- For any purpose	12.4%	11.0%	14.6%	12.5%	12.7%	12.4%	12.2%	13.2%	15.4%	13.1%	12.3%	16.5%
- Improve living conditions	9.4%	9.9%	5.8%	7.5%	9.2%	9.1%	8.6%	8.6%	7.9%	7.2%	10.6%	6.6%
- Improve economic development	4.0%	3.9%	3.2%	3.8%	4.0%	4.2%	3.8%	3.5%	3.4%	3.7%	4.0%	1.8%
- Improve the environment	18.1%	13.8%	25.7%	16.8%	18.7%	16.0%	18.7%	20.9%	25.6%	21.8%	15.4%	26.8%
- Improve the tourist environment	5.0%	5.2%	3.2%	4.9%	4.9%	5.5%	4.7%	4.8%	4.1%	2.9%	4.5%	3.2%
- Other purposes	6.2%	6.1%	4.5%	4.8%	6.2%	6.6%	5.9%	5.3%	5.2%	6.0%	7.5%	8.5%
Not sure	26.7%	30.2%	26.1%	28.9%	26.4%	27.4%	27.4%	26.0%	23.8%	24.4%	27.3%	21.8%
No	18.1%	20.0%	17.0%	20.9%	18.0%	18.7%	18.6%	17.6%	14.4%	20.8%	18.4%	14.8%



How much would they be willing to pay?

	Tenerife	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Up to 1 euro	37.3%	37.2%	36.2%	38.9%	37.0%	36.8%	38.1%	37.6%	37.4%	34.8%	40.4%	31.9%
Up to 2 euros	32.0%	29.2%	31.1%	33.1%	32.3%	32.4%	32.1%	32.5%	31.0%	33.2%	30.5%	25.8%
Up to 3 euros	19.5%	20.1%	21.6%	18.4%	19.6%	19.9%	19.0%	19.3%	20.0%	19.0%	18.8%	22.6%
More than 3 euros	11.3%	13.4%	11.0%	9.6%	11.1%	10.9%	10.8%	10.5%	11.5%	13.0%	10.3%	19.7%

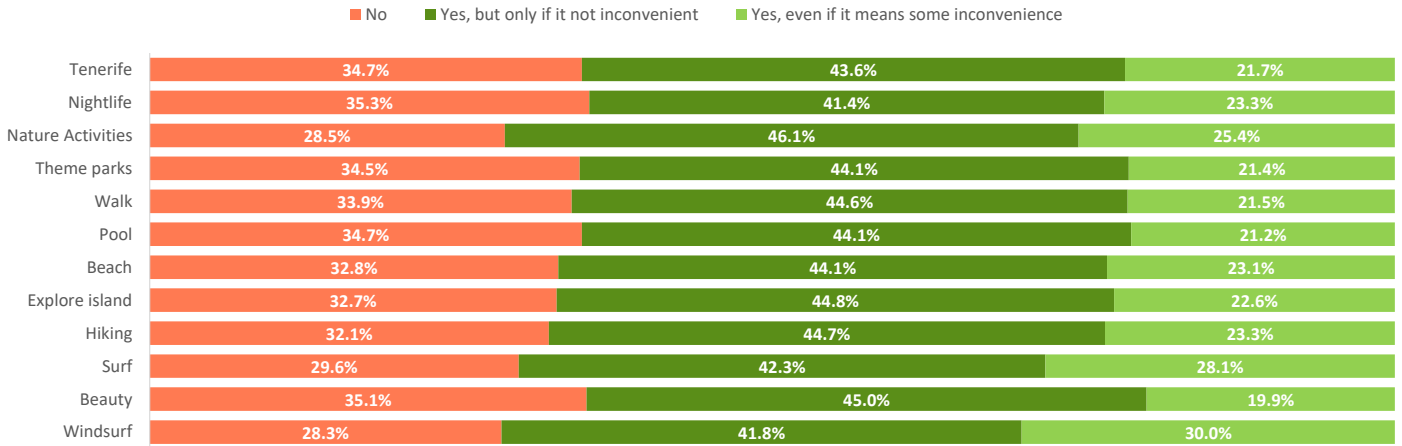
Profile of tourist (2025). Tenerife

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

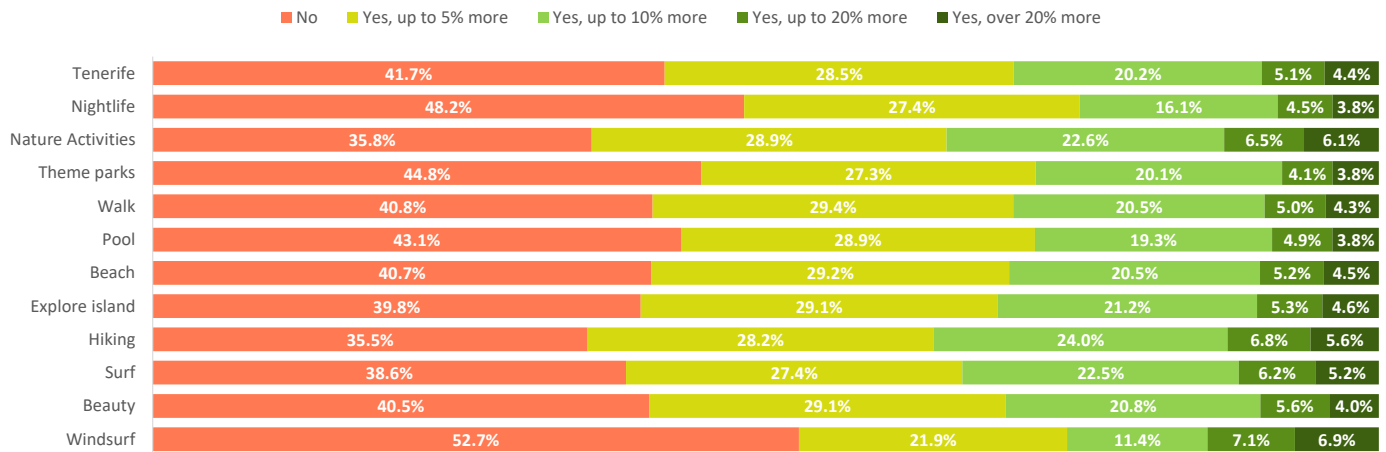


SUSTAINABLE DESTINATION (DATA = 2023)

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	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Quality of life on the island	8.07	8.25	8.12	8.09	8.07	8.04	8.11	8.13	7.98	8.04	8.28	8.05
Tolerance towards tourism	8.50	8.44	8.40	8.55	8.50	8.52	8.51	8.51	8.38	8.33	8.58	8.57
Cleanliness of the island	8.20	8.23	8.08	8.21	8.22	8.25	8.18	8.17	7.99	7.85	8.36	8.16
Air quality	8.36	8.24	8.38	8.35	8.36	8.34	8.35	8.38	8.27	8.12	8.41	7.93
Rational water consumption	7.58	7.58	7.47	7.55	7.60	7.64	7.57	7.55	7.36	7.10	7.63	7.22
Energy saving	7.03	7.04	6.89	7.01	7.04	7.06	7.01	7.01	6.75	6.61	7.08	6.54
Use of renewable energy	6.90	6.87	7.01	6.88	6.92	6.89	6.91	6.94	6.79	6.66	7.12	6.41
Recycling	7.06	7.13	6.76	7.05	7.09	7.18	6.99	6.94	6.69	6.35	7.20	6.41
Easy to get around by public transport	7.50	7.78	7.16	7.50	7.56	7.60	7.52	7.47	7.23	6.95	7.61	6.87
Overcrowding in tourist areas	6.64	6.84	6.47	6.72	6.65	6.71	6.67	6.63	6.34	6.62	6.68	6.52
Supply of local products	7.24	7.35	7.29	7.31	7.27	7.21	7.26	7.33	7.18	7.14	7.24	6.70

* 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.