

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

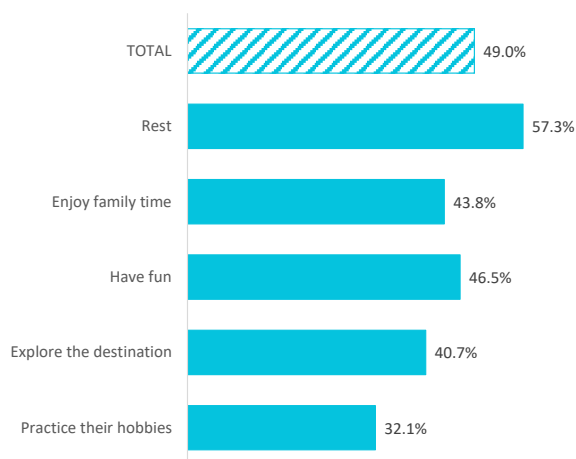
2025



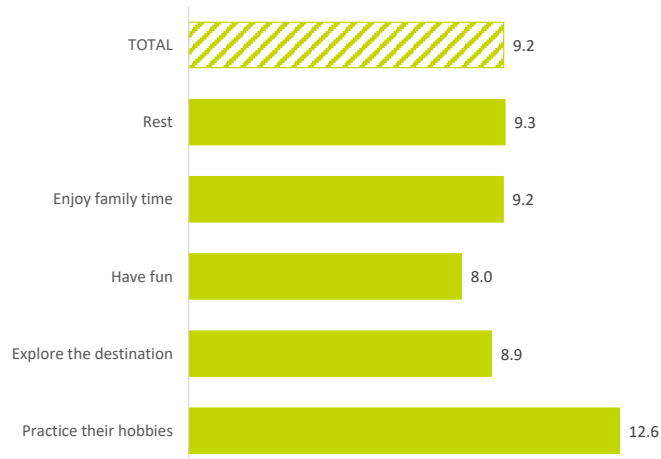
TOURIST EXPENDITURE

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Tourist arrivals ≥ 16 years old (EGT)	16,126,389	7,921,256	2,368,927	1,337,492	3,575,152	314,543
% Tourists	100%	49.1%	14.7%	8.3%	22.2%	2.0%
- Lanzarote	2,871,074	1,594,464	365,277	178,312	589,100	71,242
- Fuerteventura	2,388,592	1,346,409	308,690	165,574	421,379	75,924
- Gran Canaria	4,192,419	2,141,796	640,313	403,893	706,078	75,393
- Tenerife	6,444,705	2,793,006	1,034,528	577,673	1,735,069	82,534
- La Palma	188,913	33,961	15,388	10,351	106,000	8,392
% tourists who book holiday package	49.0%	57.3%	43.8%	46.5%	40.7%	32.1%
Expenditure per tourist (€)	1,437	1,486	1,600	1,306	1,293	1,551
- book holiday package	1,660	1,627	2,007	1,574	1,542	1,909
- holiday package	1,375	1,361	1,685	1,258	1,240	1,598
- others	285	266	322	315	302	311
- do not book holiday package	1,224	1,298	1,283	1,072	1,122	1,383
- flight	323	322	421	273	278	353
- accommodation	425	495	365	366	391	467
- others	476	481	497	433	453	562
Average lenght of stay	9.2	9.3	9.2	8.0	8.9	12.6
- Median	7.0	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	178.14	180.40	201.83	179.07	161.65	164.75
- Median	163.46	167.22	183.93	156.21	152.97	143.84
Average daily expenditure without flight (€)	129.27	131.79	140.09	131.69	119.15	119.56
- Median	108.00	113.00	94.15	104.34	105.42	98.19
Average cost of the flight (€)	393.42	400.03	492.83	343.31	337.83	419.72
Total turnover (≥ 16 years old) (€m)	23,182	11,774	3,791	1,746	4,623	488
% Turnover	100%	50.8%	16.4%	7.5%	19.9%	2.1%
Turnover without flight (≥ 16 years old) (€m)	16,837	8,606	2,623	1,287	3,415	356

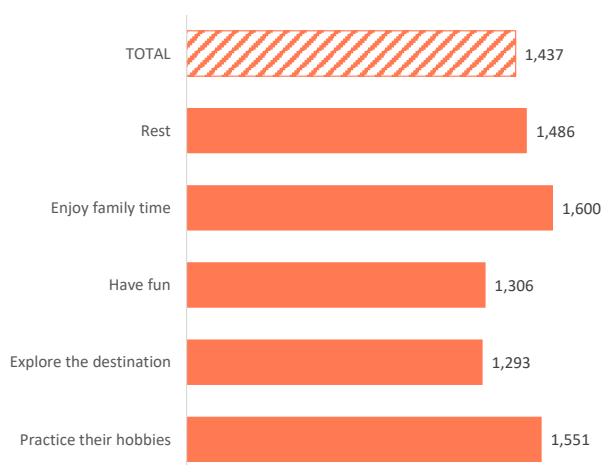
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



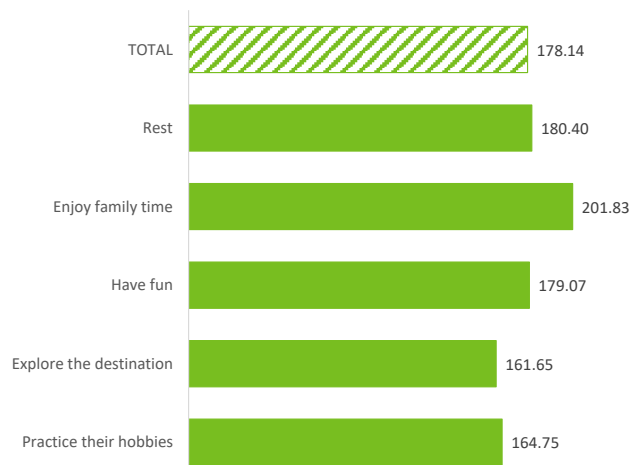
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Accommodation:						
- Accommodation	85.1%	88.5%	72.3%	86.0%	89.2%	83.2%
- Additional accommodation expenses	6.7%	6.2%	5.8%	7.6%	7.3%	9.2%
Transport:						
- National/International Transport	95.4%	96.6%	95.2%	95.0%	95.7%	96.1%
- Flights between islands	4.8%	3.5%	4.0%	5.0%	7.5%	5.4%
- Taxi	50.8%	60.1%	48.0%	53.4%	34.0%	38.1%
- Car rental	33.6%	22.9%	30.4%	27.6%	61.7%	40.8%
- Public transport	12.6%	11.6%	10.7%	15.0%	14.3%	16.1%
Food and drink:						
- Food purchases at supermarkets	57.8%	53.9%	59.8%	60.2%	63.7%	72.1%
- Restaurants	68.9%	65.1%	70.0%	72.3%	73.9%	75.3%
Leisure:						
- Organized excursions	24.5%	19.3%	21.2%	26.9%	39.6%	16.4%
- Sport activities	6.4%	4.4%	7.0%	9.1%	6.8%	33.0%
- Cultural activities	2.7%	2.0%	2.8%	2.9%	4.2%	3.1%
- Museums	5.8%	3.4%	4.7%	3.5%	13.3%	5.7%
- Theme Parks	10.9%	7.1%	17.9%	16.6%	14.4%	2.5%
- Discos and pubs	11.0%	10.7%	10.0%	25.2%	7.9%	6.9%
- Wellness	5.0%	5.4%	5.1%	5.5%	3.7%	5.9%
Purchases of goods:						
- Souvenirs	41.8%	40.2%	43.4%	38.8%	46.7%	36.8%
- Real estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
- Other purchases	0.9%	0.9%	0.7%	0.7%	0.7%	1.0%
Others:						
- Medical expenses	6.7%	6.2%	7.3%	6.4%	7.1%	7.4%
- Other expenses	4.4%	4.0%	4.7%	5.4%	4.2%	5.4%

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Expenditure per tourist and trip (€)						
Accommodation:	879	925	1,065	744	714	868
- Accommodation	728	770	898	638	586	745
- Additional accommodation expenses	151	155	167	106	128	122
Transport:	739	725	848	674	695	786
- National/International Transport	412	414	518	361	353	437
- Flights between islands	84	70	89	91	89	87
- Taxi	94	94	94	84	101	88
- Car rental	122	120	122	108	123	141
- Public transport	28	27	25	30	28	33
Food and drink:	328	347	365	289	273	347
- Food purchases at supermarkets	114	114	130	94	98	141
- Restaurants	214	233	235	195	176	206
Leisure:	566	557	600	567	488	596
- Organized excursions	97	95	103	103	94	89
- Sport activities	106	95	106	110	82	183
- Cultural activities	58	57	59	65	57	53
- Museums	39	38	50	36	38	27
- Theme Parks	77	75	90	74	68	62
- Discos and pubs	100	104	94	106	79	81
- Wellness	89	92	97	72	69	102
Purchases of goods:	308	255	269	233	243	1,648
- Souvenirs	88	94	100	81	68	78
- Other purchases	220	161	169	153	175	1,570
Others:	155	156	163	154	140	113
- Medical expenses	47	48	40	28	52	44
- Other expenses	109	108	123	125	89	70

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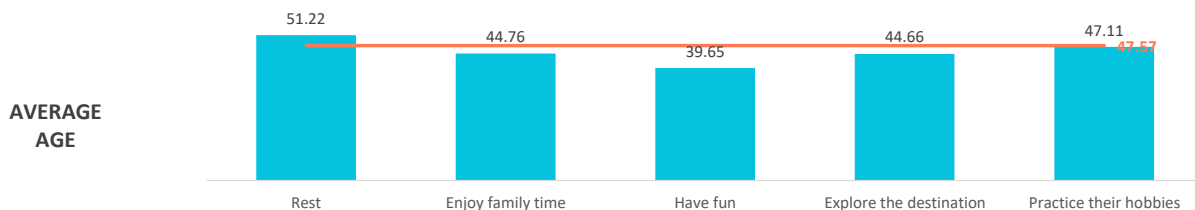
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TOURIST PROFILE

Who are they?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Gender						
Percentage of men	48.2%	47.1%	44.0%	51.4%	48.8%	61.6%
Percentage of women	51.8%	52.9%	56.0%	48.6%	51.2%	38.4%
Age						
Average age	47.57	51.22	44.76	39.65	44.66	47.11
Standard deviation	17.0	17.1	14.3	16.2	16.9	16.6
Age range						
16-24 years old	9.8%	7.7%	7.2%	21.7%	11.9%	8.6%
25-30 years old	10.4%	8.4%	6.8%	15.0%	14.8%	10.6%
31-45 years old	28.8%	22.4%	46.5%	31.5%	29.5%	30.1%
46-60 years old	23.1%	25.1%	23.3%	17.2%	20.6%	24.1%
Over 60 years old	27.9%	36.4%	16.2%	14.5%	23.2%	26.5%
Occupation						
Salaried worker	54.5%	50.6%	60.2%	59.9%	57.5%	51.4%
Self-employed	10.5%	9.9%	11.7%	9.9%	10.6%	11.8%
Unemployed	1.2%	0.8%	1.6%	2.0%	1.5%	2.0%
Business owner	7.1%	6.4%	8.1%	7.0%	6.8%	10.2%
Student	3.9%	2.8%	4.5%	7.5%	4.8%	4.3%
Retired	21.5%	28.1%	12.2%	12.4%	17.3%	19.6%
Unpaid domestic work	0.5%	0.5%	0.9%	0.6%	0.3%	0.1%
Others	0.8%	0.8%	0.8%	0.8%	1.1%	0.7%
Annual household income level						
Less than €25,000	12.3%	11.0%	12.2%	14.8%	14.4%	9.8%
€25,000 - €49,999	33.6%	32.4%	28.9%	34.3%	39.7%	30.2%
€50,000 - €74,999	25.1%	25.1%	25.0%	25.6%	24.5%	26.8%
More than €74,999	29.0%	31.6%	34.0%	25.3%	21.4%	33.2%
Education level						
No studies	4.2%	5.3%	4.9%	5.1%	1.5%	1.8%
Primary education	2.1%	2.1%	1.8%	1.9%	2.5%	1.5%
Secondary education	21.4%	23.8%	18.0%	22.2%	19.3%	14.0%
Higher education	72.4%	68.9%	75.3%	70.8%	76.7%	82.8%



Who do they come with?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Unaccompanied	10.2%	8.6%	11.6%	10.4%	7.5%	23.4%
Only with partner	47.1%	57.3%	13.4%	38.3%	53.5%	38.6%
Only with children (< 13 years old)	4.1%	2.6%	11.6%	3.3%	3.4%	2.1%
Partner + children (< 13 years old)	6.7%	3.9%	20.8%	5.3%	5.6%	1.6%
Other relatives	10.1%	9.7%	16.0%	9.9%	8.3%	8.4%
Friends	7.3%	6.6%	1.3%	18.8%	8.3%	13.2%
Work colleagues	0.6%	0.1%	0.0%	0.4%	0.2%	0.6%
Organized trip	0.3%	0.2%	0.1%	0.2%	0.4%	2.2%
Other combinations ⁽²⁾	13.6%	11.2%	25.2%	13.2%	12.9%	9.9%
⁽²⁾ Different situations have been isolated						
Tourists with children	16.6%	10.6%	48.9%	14.3%	12.2%	6.5%
- Between 0 and 2 years old	1.3%	0.9%	3.8%	1.0%	0.9%	0.6%
- Between 3 and 12 years old	14.1%	9.0%	41.0%	12.7%	10.6%	5.7%
- Between 0 -2 and 3-12 years old	1.1%	0.6%	4.1%	0.6%	0.7%	0.2%
Tourists without children	83.4%	89.4%	51.1%	85.7%	87.8%	93.5%
Group composition:						
- 1 person	12.2%	10.1%	13.5%	13.9%	9.3%	27.5%
- 2 people	55.5%	65.7%	18.2%	50.2%	62.2%	50.9%
- 3 people	11.9%	9.7%	21.7%	11.9%	11.2%	8.6%
- 4 or 5 people	16.0%	11.6%	35.3%	17.6%	14.5%	8.9%
- 6 or more people	4.4%	2.9%	11.3%	6.5%	2.7%	4.1%
Average group size:	2.60	2.41	3.51	2.76	2.48	2.27

*People who share the main expenses of the trip

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

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TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Holidays	91.1%	97.3%	76.0%	93.6%	96.0%	92.1%
Family reasons	6.2%	2.4%	23.7%	5.6%	3.6%	3.4%
Business	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Education and training	0.2%	0.0%	0.1%	0.1%	0.2%	2.7%
Sports training	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Health	0.1%	0.1%	0.0%	0.0%	0.0%	0.3%
Conventions and Exhibitions	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.2%	0.2%	0.7%	0.2%	1.5%

What is the main motivation for their holidays?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Rest	50.2%	100%	--	--	--	--
Enjoy family time	15.0%	--	100%	--	--	--
Have fun	8.5%	--	--	100%	--	--
Explore the destination	22.7%	--	--	--	100%	--
Practice their hobbies	2.0%	--	--	--	--	100%
Other reasons	1.7%	--	--	--	--	--

Importance of each factor in the destination choice

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Climate	74.6%	79.3%	71.5%	72.5%	67.5%	69.9%
Safety	56.0%	59.8%	57.5%	55.5%	48.5%	43.0%
Tranquility	49.3%	54.7%	44.4%	40.8%	45.3%	39.2%
Sea	44.5%	43.9%	42.1%	44.9%	46.7%	49.6%
Accommodation supply	42.5%	49.6%	39.6%	42.4%	31.1%	27.4%
Price	38.6%	42.1%	37.6%	42.9%	32.0%	23.5%
Beaches	38.4%	38.8%	37.8%	42.8%	37.0%	33.6%
Effortless trip	38.0%	42.9%	36.4%	37.3%	29.4%	30.8%
European belonging	37.7%	40.2%	34.8%	34.6%	35.8%	30.8%
Landscapes	36.5%	28.3%	30.6%	30.9%	60.5%	37.4%
Environment	35.4%	32.8%	34.0%	31.0%	44.2%	32.8%
Gastronomy	26.5%	27.3%	25.8%	28.6%	24.8%	21.6%
Authenticity	24.3%	21.7%	23.7%	22.9%	31.3%	21.6%
Fun possibilities	22.9%	19.4%	28.3%	45.6%	18.5%	25.1%
Exoticism	12.4%	10.7%	11.1%	15.4%	16.4%	9.6%
Hiking trail network	11.1%	7.6%	8.7%	9.3%	20.0%	20.8%
Culture	10.2%	8.7%	10.0%	10.6%	13.8%	6.4%
Historical heritage	9.9%	7.9%	9.1%	8.0%	16.0%	5.9%
Shopping	9.9%	10.7%	9.8%	14.3%	7.3%	4.7%
Nightlife	8.0%	7.6%	6.3%	22.4%	5.0%	4.5%

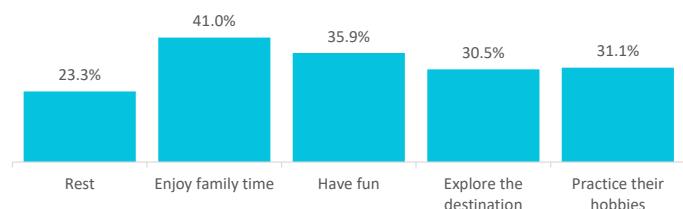
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important"). % of tourists who indicate that the factor is "very important" in their choice.

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

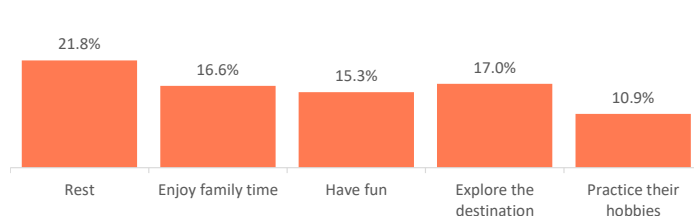
	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Previous visits to the Canary Islands	49.1%	56.7%	51.8%	45.6%	33.5%	51.1%
Friends or relatives	28.6%	23.3%	41.0%	35.9%	30.5%	31.1%
Internet or social media	51.4%	48.0%	45.4%	54.3%	63.7%	51.1%
Mass Media	1.9%	1.5%	1.7%	2.3%	2.9%	2.0%
Travel guides and magazines	6.1%	4.4%	4.8%	3.7%	11.5%	6.9%
Travel Blogs or Forums	6.2%	4.1%	4.6%	4.9%	12.6%	5.3%
Travel TV Channels	0.9%	0.8%	0.6%	0.3%	1.3%	0.3%
Tour Operator or Travel Agency	18.8%	21.8%	16.6%	15.3%	17.0%	10.9%
Public administrations or similar	0.6%	0.3%	0.4%	0.3%	1.0%	0.9%
Others	3.3%	2.6%	3.0%	3.9%	2.8%	4.2%

* Multi-choice question

FRIENDS OR RELATIVES



TOUR OPERATOR OR TRAVEL AGENCY



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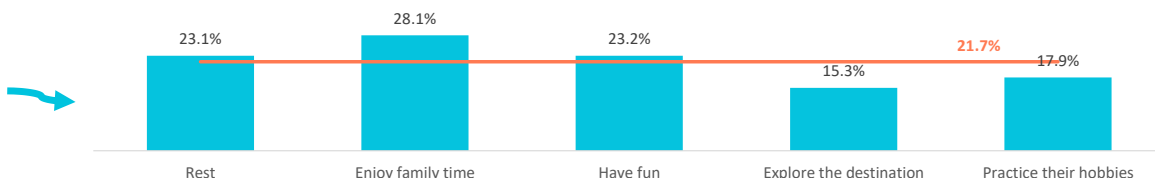
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TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
The same day	0.9%	0.7%	0.9%	1.1%	0.9%	0.3%
Between 1 and 30 days	22.7%	22.0%	19.8%	22.1%	23.7%	25.1%
Between 1 and 2 months	22.4%	22.0%	19.4%	22.9%	25.2%	23.6%
Between 3 and 6 months	32.3%	32.2%	31.8%	30.7%	34.9%	33.1%
More than 6 months	21.7%	23.1%	28.1%	23.2%	15.3%	17.9%

% TOURISTS WHO
BOOK THEIR TRIP
WITH MORE THAN 6
MONTHS



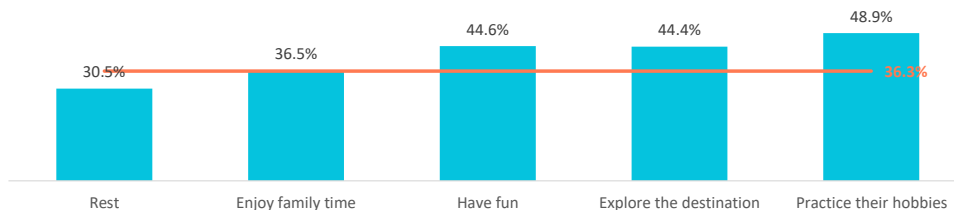
With whom did they book their flight and accommodation?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Flight						
- Directly with the airline	51.7%	45.9%	57.1%	54.0%	56.6%	67.2%
- Tour Operator or Travel Agency	48.3%	54.1%	42.9%	46.0%	43.4%	32.8%
Accommodation						
- Directly with the accommodation	38.6%	34.4%	38.7%	41.4%	44.3%	49.8%
- Tour Operator or Travel Agency	61.4%	65.6%	61.3%	58.6%	55.7%	50.2%

What do they book?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Room only	36.3%	30.5%	36.5%	44.6%	44.4%	48.9%
Bed and Breakfast	14.2%	13.9%	11.9%	13.9%	13.7%	17.4%
Half board	17.3%	18.6%	12.8%	12.7%	18.8%	19.6%
Full board	2.8%	2.8%	2.6%	2.4%	3.0%	2.5%
All inclusive	29.4%	34.1%	36.2%	26.5%	20.0%	11.6%

% TOURISTS WHO
BOOK ROOM ONLY



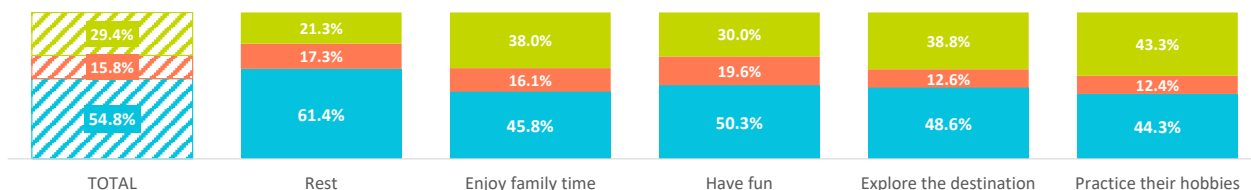
ACCOMMODATION

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
1-2-3* Hotel	10.9%	10.4%	8.7%	13.5%	11.3%	16.3%
4* Hotel	35.5%	40.4%	29.5%	30.7%	32.2%	21.5%
5* Hotel / 5* Luxury Hotel	8.4%	10.7%	7.6%	6.2%	5.1%	6.6%
Aparthotel / Tourist Villa	15.8%	17.3%	16.1%	19.6%	12.6%	12.4%
House/room rented in a private dwelling	18.0%	13.6%	15.2%	19.2%	28.5%	25.0%
Private accommodation ⁽¹⁾	8.4%	5.9%	21.3%	7.6%	5.2%	10.9%
Others (Cottage, cruise, camping,...)	2.9%	1.9%	1.5%	3.2%	5.1%	7.4%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



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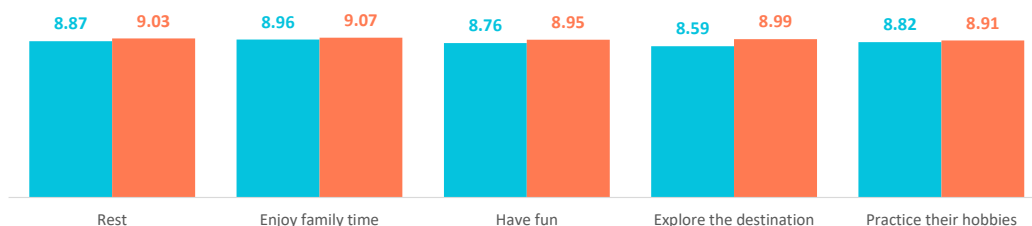
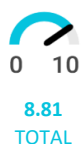


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Average rating	8.77	8.78	8.81	8.72	8.75	8.64
Experience in the Canary Islands	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Worse or much worse than expected	2.7%	2.5%	2.9%	3.3%	2.8%	1.6%
Lived up to expectations	55.3%	58.9%	54.2%	51.4%	48.5%	58.8%
Better or much better than expected	42.0%	38.6%	42.8%	45.3%	48.7%	39.6%
Future intentions (scale 1-10)	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Return to the Canary Islands	8.81	8.87	8.96	8.76	8.59	8.82
Recommend visiting the Canary Islands	9.01	9.03	9.07	8.95	8.99	8.91

RETURN TO THE CANARY



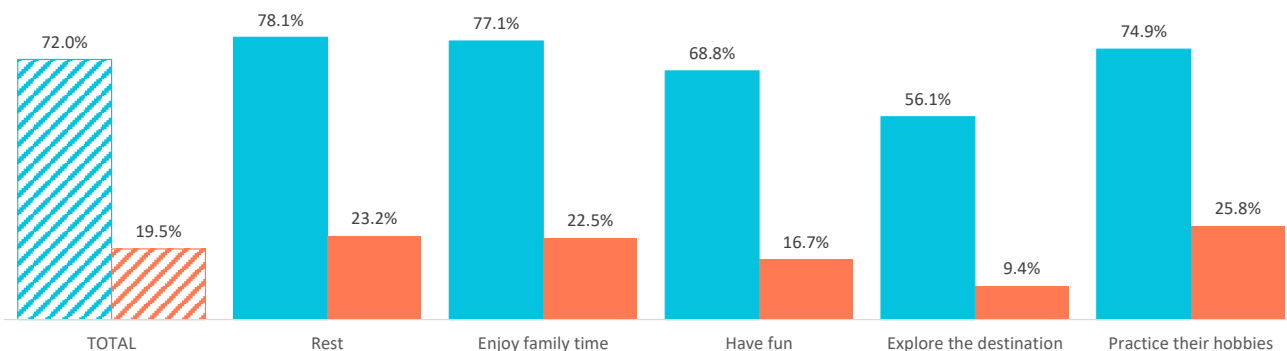
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Repeat tourists	72.0%	78.1%	77.1%	68.8%	56.1%	74.9%
At least 10 previous visits	20.4%	25.3%	22.9%	15.4%	8.9%	26.0%
Repeat tourists (last 5 years)	66.1%	72.4%	70.0%	62.6%	50.2%	69.5%
Repeat tourists (last 5 years) (5 or more visits)	19.5%	23.2%	22.5%	16.7%	9.4%	25.8%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
One island	93.3%	95.0%	94.6%	93.5%	90.0%	91.7%
Two islands	5.7%	4.4%	4.8%	5.9%	8.2%	6.8%
Three or more islands	1.0%	0.6%	0.6%	0.6%	1.8%	1.5%

Visited islands during their trip (with overnight staying)

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Lanzarote	18.4%	20.4%	15.7%	13.6%	17.8%	24.3%
Fuerteventura	15.3%	17.3%	13.4%	12.9%	12.8%	25.0%
Gran Canaria	26.6%	27.3%	27.5%	30.7%	20.8%	25.0%
Tenerife	40.7%	35.7%	44.2%	43.7%	50.1%	28.2%
La Gomera	0.4%	0.1%	0.2%	0.3%	1.0%	1.6%
La Palma	1.5%	0.6%	1.0%	1.0%	3.6%	3.4%
El Hierro	0.1%	0.1%	0.1%	0.1%	0.3%	0.2%
Cruise	0.2%	0.2%	0.1%	0.1%	0.4%	0.0%

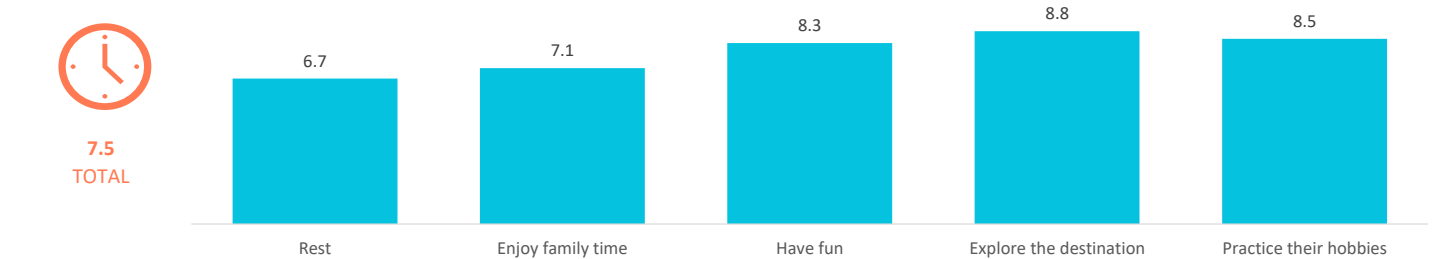
PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS
 2025



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
0 hours	2.3%	3.2%	2.2%	2.0%	0.5%	2.7%
1 - 2 hours	9.2%	12.5%	11.1%	5.7%	2.6%	6.2%
3 - 6 hours	32.6%	38.0%	34.8%	29.7%	23.0%	22.0%
7 - 12 hours	47.6%	40.4%	44.5%	50.4%	63.2%	55.8%
More than 12 hours	8.4%	5.9%	7.5%	12.2%	10.8%	13.4%
Outdoor time per day	7.5	6.7	7.1	8.3	8.8	8.5



Activities in the Canary Islands

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Walk, wander	74.5%	73.7%	75.0%	73.4%	80.5%	59.9%
Beach	68.1%	64.0%	71.6%	72.7%	76.5%	63.4%
Swimming pool, hotel facilities	56.2%	62.1%	61.4%	60.6%	44.0%	36.5%
Explore the island on their own	49.1%	38.3%	45.3%	48.0%	77.9%	49.7%
Taste Canarian gastronomy	28.2%	22.5%	29.4%	30.9%	40.0%	25.6%
Hiking	19.9%	12.2%	15.2%	18.3%	39.6%	34.6%
Organized excursions	15.8%	12.8%	12.7%	18.7%	25.0%	9.2%
Nightlife / concerts / shows	15.2%	14.0%	14.2%	36.2%	11.2%	13.1%
Theme parks	13.8%	9.1%	22.7%	21.3%	18.0%	3.1%
Wineries / markets / popular festivals	11.9%	8.4%	12.8%	12.7%	19.1%	11.8%
Sea excursions / whale watching	11.9%	8.3%	12.8%	16.8%	18.6%	7.7%
Museums / exhibitions	10.9%	6.5%	9.9%	7.8%	22.8%	9.2%
Other Nature Activities	9.0%	4.4%	7.6%	8.9%	19.9%	15.1%
Swim	7.6%	7.1%	8.9%	11.9%	5.9%	16.1%
Running	6.2%	4.7%	7.7%	8.3%	6.0%	16.5%
Beauty and health treatments	5.4%	5.8%	5.9%	6.2%	4.3%	5.7%
Astronomical observation	4.2%	2.9%	3.5%	4.4%	7.3%	6.0%
Practice other sports	3.9%	2.8%	4.6%	5.8%	3.1%	18.7%
Surf	2.9%	1.6%	2.7%	4.4%	3.3%	21.2%
Cycling / Mountain bike	2.7%	1.8%	2.4%	3.1%	2.8%	17.3%
Scuba Diving	2.5%	1.5%	2.6%	3.3%	3.8%	8.4%
Golf	2.3%	2.0%	2.6%	3.4%	1.6%	9.8%
Windsurf / Kitesurf	0.9%	0.6%	0.8%	1.0%	0.6%	9.4%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
United Kingdom	34.1%	44.5%	37.6%	38.6%	11.4%	18.9%
Germany	16.0%	14.0%	9.5%	15.6%	24.0%	26.4%
Spanish Mainland	11.3%	5.6%	14.1%	12.7%	18.2%	8.3%
France	5.2%	3.0%	3.2%	2.5%	12.7%	5.0%
Italy	4.7%	4.0%	3.9%	3.6%	7.0%	5.1%
Ireland	4.5%	6.4%	4.5%	3.8%	1.1%	2.6%
Netherlands	4.2%	4.2%	3.0%	8.8%	3.3%	5.6%
Belgium	2.7%	2.4%	2.5%	2.9%	3.1%	5.3%
Poland	2.6%	2.5%	1.3%	0.7%	4.6%	1.0%
Norway	2.2%	2.8%	3.2%	1.3%	0.8%	3.7%
Sweden	1.8%	1.4%	5.0%	1.6%	0.7%	2.1%
Denmark	1.6%	1.7%	2.6%	1.5%	0.7%	3.6%
Switzerland	1.1%	0.9%	0.8%	0.9%	1.9%	2.1%
Finland	1.0%	1.3%	1.3%	0.3%	0.4%	1.1%
Czech Republic	1.0%	0.7%	1.2%	0.3%	1.8%	0.4%
Austria	0.9%	0.5%	0.7%	0.8%	1.4%	3.0%
Others	5.0%	3.9%	5.6%	4.2%	6.9%	5.7%

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

2025

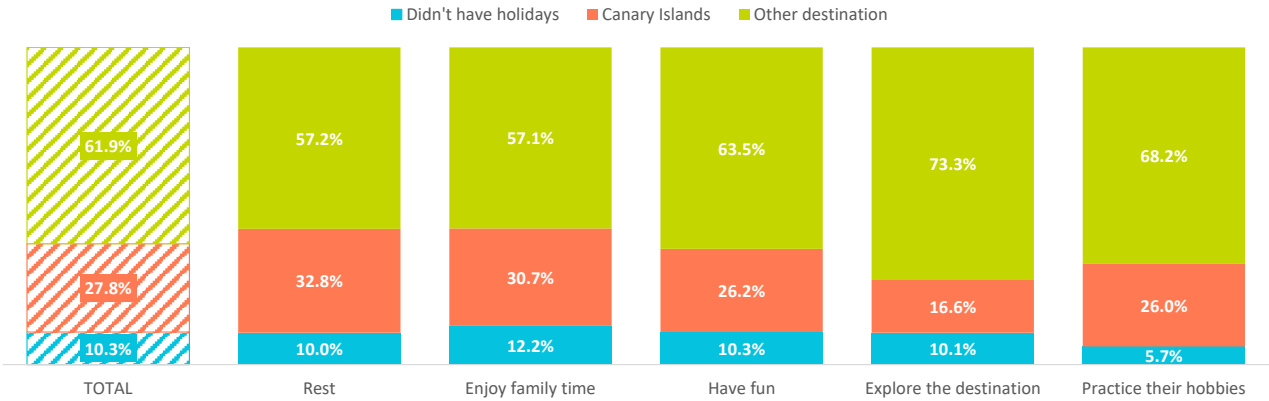


COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Didn't have holidays	10.3%	10.0%	12.2%	10.3%	10.1%	5.7%
Canary Islands	27.8%	32.8%	30.7%	26.2%	16.6%	26.0%
Other destination	61.9%	57.2%	57.1%	63.5%	73.3%	68.2%
Balearic Islands	4.1%	4.1%	4.1%	3.9%	4.5%	2.6%
Rest of Spain	11.5%	9.6%	13.0%	12.8%	13.9%	10.7%
Italy	7.4%	6.4%	6.5%	6.9%	10.0%	9.2%
France	4.9%	3.7%	4.9%	5.0%	7.0%	7.5%
Turkey	3.2%	3.4%	3.4%	4.2%	2.7%	1.6%
Greece	7.4%	8.0%	5.9%	7.5%	7.4%	6.0%
Portugal	4.1%	3.9%	3.4%	3.8%	5.0%	5.2%
Croatia	2.1%	1.9%	1.6%	2.3%	2.7%	3.4%
Egypt	1.5%	1.5%	1.2%	1.7%	1.6%	1.9%
Tunisia	0.5%	0.4%	0.4%	0.6%	0.5%	0.2%
Morocco	1.3%	1.1%	1.0%	1.3%	1.8%	2.9%
Others	13.9%	13.2%	11.8%	13.5%	16.3%	17.1%

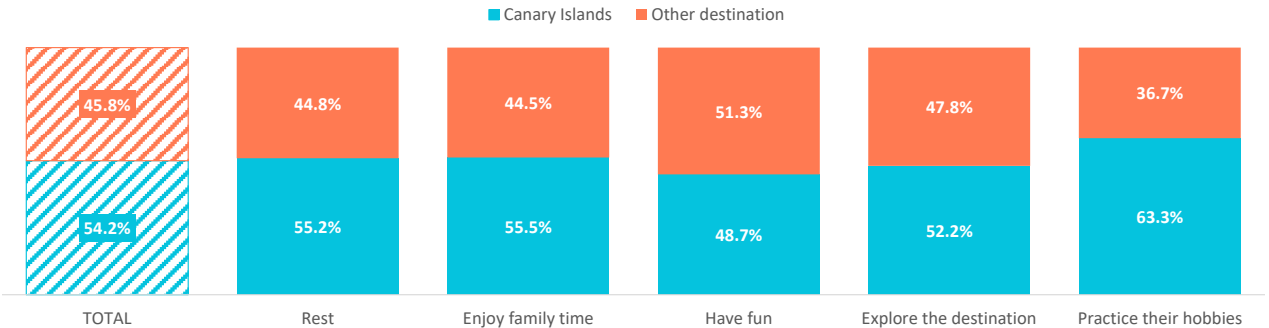
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
None (I was clear about "this Canary Island")	28.1%	28.7%	29.7%	25.3%	24.9%	40.0%
Canary Islands (other island)	26.1%	26.5%	25.8%	23.4%	27.2%	23.4%
Other destination	45.8%	44.8%	44.5%	51.3%	47.8%	36.7%
Balearic Islands	5.7%	5.7%	6.2%	5.9%	5.8%	4.1%
Rest of Spain	8.9%	8.7%	9.1%	9.6%	8.9%	6.7%
Italy	4.9%	4.5%	4.5%	5.6%	6.2%	3.7%
France	1.7%	1.5%	1.6%	2.0%	2.2%	2.1%
Turkey	3.2%	3.3%	3.6%	3.9%	2.6%	1.4%
Greece	7.8%	8.1%	7.5%	9.2%	7.2%	4.9%
Portugal	6.4%	6.2%	5.7%	7.2%	7.1%	6.9%
Croatia	2.3%	2.3%	1.7%	2.7%	2.4%	1.6%
Egypt	2.5%	2.5%	2.4%	3.0%	2.6%	1.7%
Others	2.3%	1.9%	2.0%	2.3%	3.0%	3.6%

* Percentage of valid answers



PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

2025



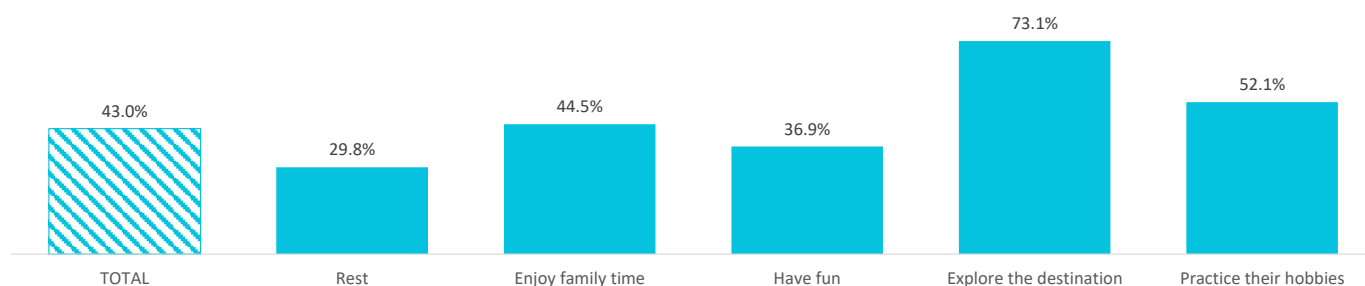
TRANSPORT (Data Q4 2025)

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Rental vehicle	43.0%	29.8%	44.5%	36.9%	73.1%	52.1%
Public transport	28.7%	28.5%	29.1%	31.3%	28.4%	28.7%
Taxi / Private hire vehicle	31.6%	36.9%	33.6%	44.0%	13.5%	25.9%
Organised excursions with transport included	11.4%	10.6%	9.5%	12.4%	14.4%	8.1%
Bicycle	3.0%	1.8%	3.0%	4.3%	3.5%	18.3%
On foot	15.7%	21.9%	14.1%	13.9%	5.1%	9.5%

* Multi-choise question

RENTAL VEHICLE

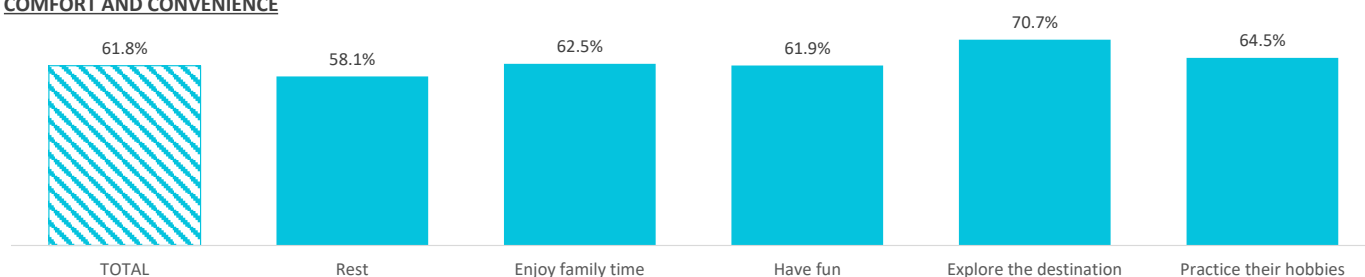


What factors influenced their choice of transport?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
No other alternative	15.5%	16.9%	16.2%	13.8%	11.9%	13.1%
Comfort and convenience	61.8%	58.1%	62.5%	61.9%	70.7%	64.5%
Price	31.8%	31.3%	28.9%	36.5%	33.4%	33.2%
Acessibility	24.6%	22.5%	25.4%	27.8%	28.7%	23.8%
Environmental impact	4.3%	3.9%	3.9%	3.9%	5.3%	6.7%
Safety	11.4%	11.6%	12.3%	12.8%	10.6%	5.5%
Available travel time	11.6%	9.9%	11.7%	12.6%	14.9%	10.3%
Punctuality	6.8%	6.8%	7.8%	7.8%	6.3%	4.9%
Flexible timetable	15.0%	12.5%	16.9%	17.5%	18.3%	15.0%

** Multi-choise question

COMFORT AND CONVENIENCE



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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Yes	6.6%	6.0%	7.6%	6.9%	6.4%	10.2%
- Infrequent service	2.0%	1.9%	2.6%	1.4%	1.6%	3.8%
- Confusing or insufficient information	1.8%	1.5%	1.9%	2.3%	2.1%	1.8%
- Accessibility barriers	0.3%	0.3%	0.3%	0.2%	0.4%	0.2%
- Delays or cancellations	1.9%	1.8%	2.5%	1.9%	2.0%	1.1%
- High fares	0.7%	0.5%	1.1%	1.3%	0.5%	0.5%
- Difficulties with booking systems	0.5%	0.6%	0.3%	0.9%	0.4%	0.2%
- Poor connections	0.8%	0.5%	1.0%	1.3%	0.6%	2.6%
- Others	1.4%	1.3%	1.7%	1.1%	1.1%	3.8%
No	93.4%	94.0%	92.4%	93.1%	93.6%	89.8%

* 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

PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

2025



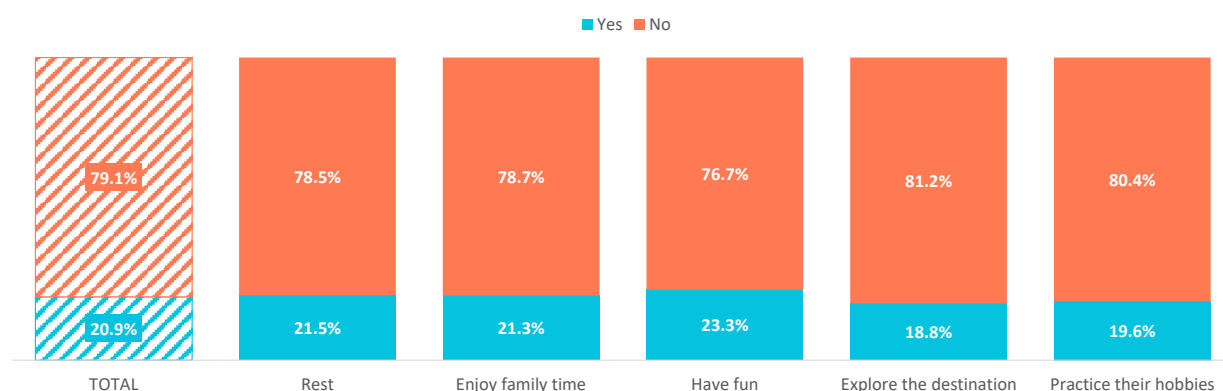
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Yes	48.2%	47.8%	45.4%	46.2%	51.3%	50.1%
No	31.8%	33.1%	33.5%	30.8%	28.6%	28.5%
Not remember	20.0%	19.1%	21.1%	23.0%	20.0%	21.3%

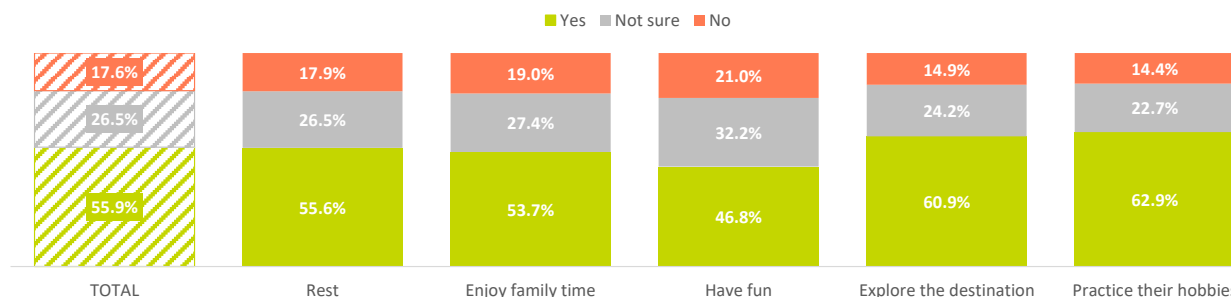
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Yes	20.9%	21.5%	21.3%	23.3%	18.8%	19.6%
No	79.1%	78.5%	78.7%	76.7%	81.2%	80.4%



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

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Yes	55.9%	55.6%	53.7%	46.8%	60.9%	62.9%
- For any purpose	13.0%	13.1%	13.1%	11.4%	13.2%	15.8%
- Improve living conditions	9.4%	9.7%	9.8%	8.1%	9.2%	9.9%
- Improve economic development	4.5%	5.0%	4.6%	4.2%	3.6%	2.9%
- Improve the environment	17.6%	15.5%	15.9%	11.9%	24.7%	26.6%
- Improve the tourist environment	5.1%	5.6%	4.1%	5.3%	4.7%	2.5%
- Other purposes	6.3%	6.8%	6.2%	5.9%	5.4%	5.1%
Not sure	26.5%	26.5%	27.4%	32.2%	24.2%	22.7%
No	17.6%	17.9%	19.0%	21.0%	14.9%	14.4%



How much would they be willing to pay?

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Up to 1 euro	38.1%	37.8%	38.0%	38.7%	38.8%	37.9%
Up to 2 euros	32.1%	32.2%	30.2%	32.7%	33.4%	33.2%
Up to 3 euros	19.2%	19.3%	19.6%	19.4%	18.6%	18.5%
More than 3 euros	10.6%	10.7%	12.1%	9.1%	9.2%	10.4%

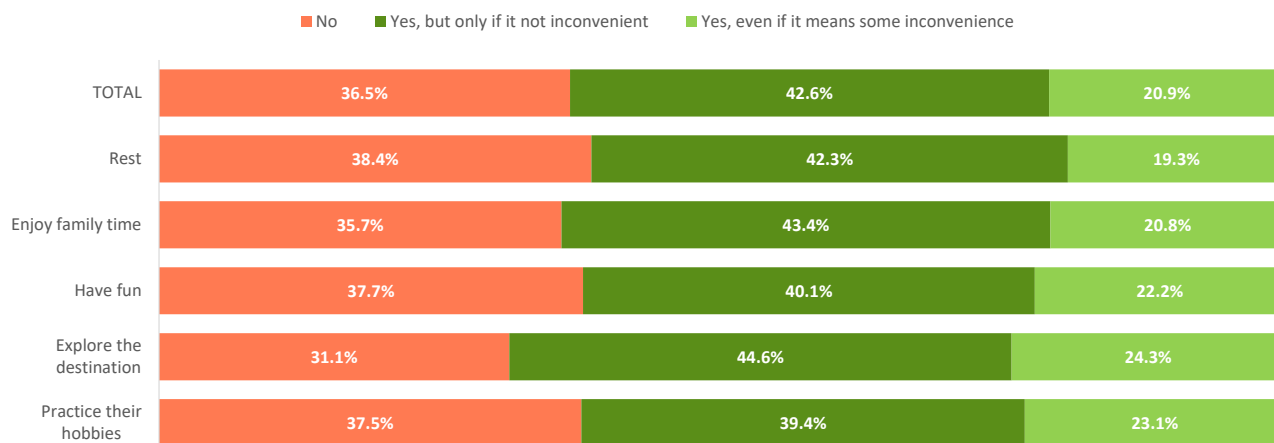
PROFILE OF TOURIST BY MAIN MOTIVATION FOR THEIR HOLIDAYS

2025

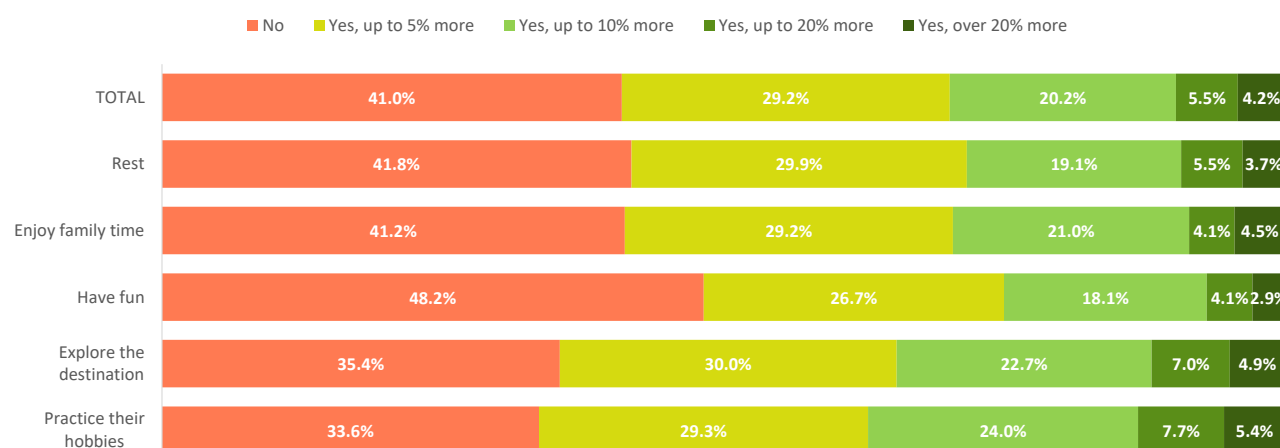


SUSTAINABLE DESTINATION (DATA = 2023)

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?



Percepcion of the following sustainability measures during their stay *

	TOTAL	Rest	Enjoy family time	Have fun	Explore the destination	Practice their hobbies
Quality of life on the island	8.0	8.0	8.0	8.1	8.1	7.8
Tolerance towards tourism	8.6	8.6	8.5	8.4	8.6	8.3
Cleanliness of the island	8.3	8.3	8.1	8.1	8.3	7.9
Air quality	8.5	8.5	8.3	8.2	8.5	8.3
Rational water consumption	7.6	7.7	7.6	7.5	7.5	7.0
Energy saving	7.1	7.2	7.0	6.9	7.0	6.5
Use of renewable energy	7.0	7.1	7.0	6.9	7.1	6.5
Recycling	7.1	7.2	7.0	6.9	6.9	6.5
Easy to get around by public transport	7.5	7.7	7.3	7.6	7.4	6.7
Overcrowding in tourist areas	6.6	6.6	6.6	6.8	6.5	5.9
Supply of local products	7.2	7.2	7.2	7.2	7.4	6.7

* 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.