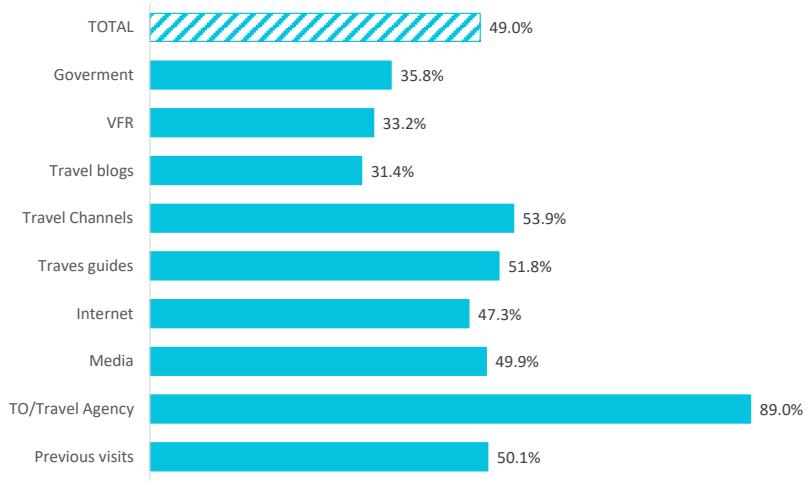
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
2025

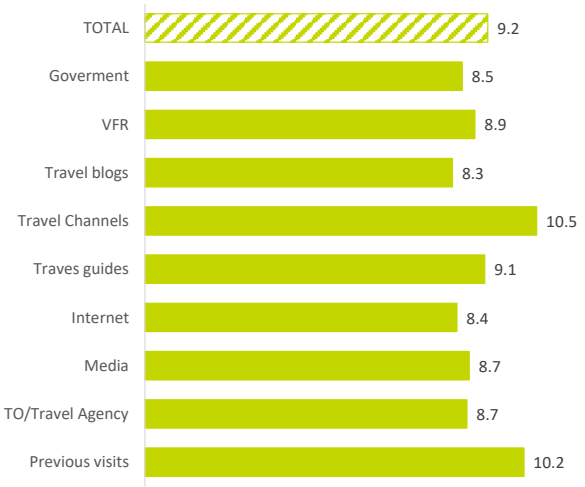
TOURIST EXPENDITURE

	TOTAL	Goverment	VFR	Travel blogs	Travel Channels	Traves guides	Internet	Media	TO/Travel Agency	Previous visits
Tourist arrivals ≥ 16 years old (EGT)	**16,125,238**	**90,676**	**4,612,565**	**995,868**	**137,221**	**976,199**	**8,284,546**	**309,273**	**3,037,582**	**7,917,155**
% Tourists	**100%**	0.6%	28.6%	6.2%	0.9%	6.1%	51.4%	1.9%	18.8%	49.1%
- Lanzarote	**2,871,074**	19,972	776,948	198,059	21,788	195,621	1,524,397	52,669	572,937	1,615,824
- Fuerteventura	**2,388,592**	10,464	546,339	110,687	15,463	130,446	1,286,027	40,967	517,254	1,084,467
- Gran Canaria	**4,192,419**	23,291	1,170,689	191,573	32,283	217,863	1,959,068	66,017	772,141	2,043,977
- Tenerife	**6,443,553**	34,951	2,055,496	472,145	64,027	395,065	3,389,432	140,880	1,129,663	3,064,087
- La Palma	**188,913**	1,984	54,263	20,250	2,723	32,858	108,404	7,135	35,834	90,985
% tourists who book holiday package	**49.0%**	35.8%	33.2%	31.4%	53.9%	51.8%	47.3%	49.9%	89.0%	50.1%
Expenditure per tourist (€)	**1,438**	**1,178**	**1,244**	**1,303**	**1,468**	**1,524**	**1,414**	**1,404**	**1,695**	**1,569**
- book holiday package	**1,660**	1,424	1,590	1,595	1,702	1,726	1,605	1,611	1,759	1,751
- holiday package	**1,375**	1,195	1,285	1,271	1,365	1,419	1,322	1,282	1,487	1,440
- others	**285**	230	305	323	337	307	283	329	272	311
- do not book holiday package	**1,224**	1,041	1,072	1,170	1,195	1,307	1,243	1,198	1,176	1,386
- flight	**323**	312	312	295	334	331	308	299	307	357
- accommodation	**425**	348	309	431	401	497	484	424	436	499
- others	**477**	382	450	445	460	480	450	476	433	531
Average lenght of stay	**9.2**	**8.5**	**8.9**	**8.3**	**10.5**	**9.1**	**8.4**	**8.7**	**8.7**	**10.2**
- Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.7
Average daily expenditure (€)	**178.16**	**152.83**	**161.37**	**171.07**	**160.56**	**183.97**	**184.33**	**179.14**	**209.49**	**179.21**
- Median	163.48	130.73	153.59	160.00	155.00	161.52	166.15	153.22	185.72	164.29
Average daily expenditure without flight (€)	**129.30**	**105.95**	**115.65**	**126.15**	**117.34**	**134.26**	**134.91**	**131.73**	**150.14**	**130.75**
- Median	120.02	84.75	99.92	103.02	99.15	106.20	108.99	104.73	119.82	108.06
Average cost of the flight (€)	**393.66**	**346.54**	**352.87**	**337.30**	**407.04**	**409.41**	**374.33**	**366.08**	**484.21**	**423.20**
Total turnover (≥ 16 years old) (€m)	**23,186**	**107**	**5,737**	**1,298**	**202**	**1,488**	**11,713**	**434**	**5,149**	**12,424**
% Turnover	**100%**	0.5%	24.7%	5.6%	0.9%	6.4%	50.5%	1.9%	22.2%	53.6%
Turnover without flight (≥ 16 years old) (€m)	**16,838**	**75**	**4,110**	**962**	**146**	**1,088**	**8,612**	**321**	**3,678**	**9,074**

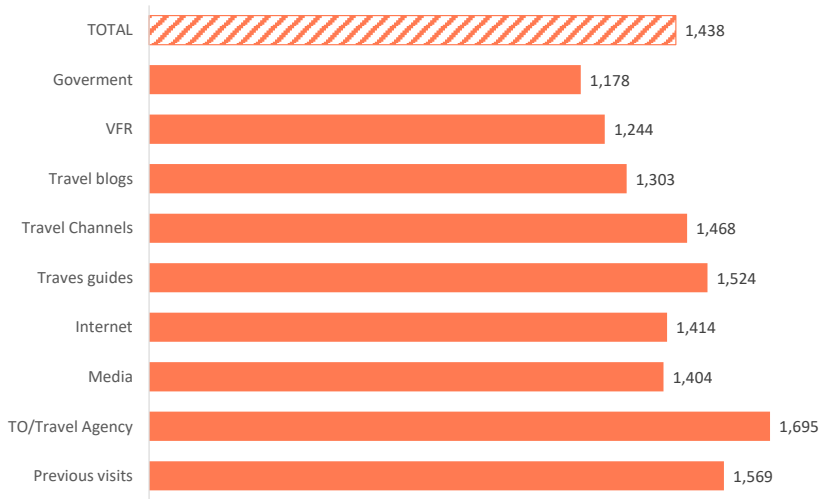
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



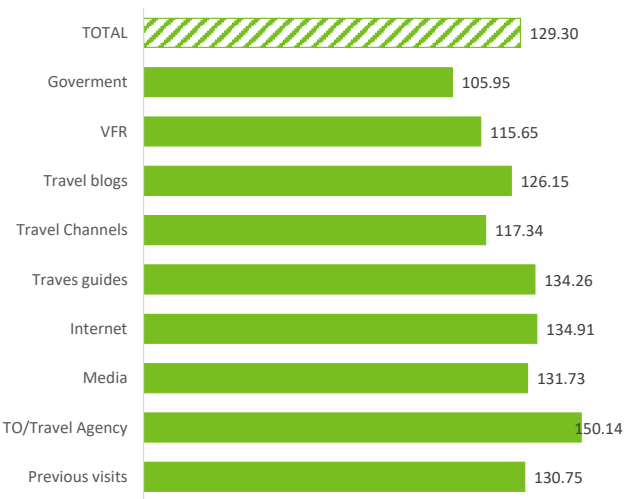
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
2025

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

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Accommodation:								
- Accommodation	**85.1%**	83.6%	74.0%	93.7%	90.4%	92.9%	91.3%	90.9%	95.4%	84.9%
- Additional accommodation expenses	**6.7%**	8.3%	7.3%	9.9%	8.7%	8.2%	8.1%	8.9%	6.0%	7.0%
Transport:								
- National/International Transport	**95.4%**	93.2%	94.8%	97.0%	95.2%	96.6%	96.7%	95.6%	96.6%	96.4%
- Flights between islands	**4.8%**	6.6%	5.8%	8.7%	6.3%	7.3%	5.5%	6.3%	3.0%	4.4%
- Taxi	**50.8%**	46.5%	42.8%	38.6%	53.7%	47.5%	50.6%	51.2%	73.2%	53.8%
- Car rental	**33.6%**	37.5%	34.5%	55.1%	36.0%	46.7%	36.6%	36.6%	22.6%	27.7%
- Public transport	**12.6%**	14.0%	11.9%	13.2%	12.8%	12.4%	11.7%	12.4%	9.4%	11.0%
Food and drink:								
- Food purchases at supermarkets	**57.8%**	62.1%	62.9%	68.5%	59.4%	60.3%	59.7%	60.7%	44.6%	58.8%
- Restaurants	**68.9%**	71.7%	72.5%	75.1%	61.2%	67.3%	67.5%	66.4%	54.4%	67.9%
Leisure:								
- Organized excursions	**24.5%**	28.3%	23.8%	33.5%	29.7%	31.2%	25.7%	30.7%	29.2%	18.3%
- Sport activities	**6.4%**	9.2%	8.4%	10.1%	6.4%	7.5%	8.0%	8.0%	5.5%	6.6%
- Cultural activities	**2.7%**	4.6%	3.2%	4.4%	3.2%	4.1%	3.0%	4.1%	2.2%	2.4%
- Museums	**5.8%**	11.0%	6.3%	12.0%	7.6%	12.2%	6.7%	8.0%	4.2%	4.4%
- Theme Parks	**10.9%**	10.3%	12.0%	14.4%	11.0%	10.7%	11.4%	13.9%	9.7%	8.8%
- Discos and pubs	**11.0%**	10.3%	12.8%	9.7%	9.0%	6.5%	10.1%	11.5%	7.3%	10.9%
- Wellness	**5.0%**	4.8%	4.8%	4.7%	4.5%	4.3%	4.7%	5.0%	5.1%	5.1%
Purchases of goods:								
- Souvenirs	**41.8%**	46.9%	43.3%	50.5%	47.3%	46.9%	44.8%	46.5%	45.6%	42.8%
- Other purchases	**0.9%**	1.0%	0.9%	0.9%	0.8%	0.9%	0.8%	1.2%	0.7%	0.8%
Others:								
- Medical expenses	**6.7%**	9.4%	7.8%	9.3%	8.1%	7.8%	7.8%	8.1%	7.0%	7.9%
- Other expenses	**4.4%**	6.7%	5.2%	5.7%	5.5%	5.5%	5.7%	6.6%	6.9%	5.4%

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

Expenditure per tourist and trip (€)	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Accommodation:	**880**	**725**	**737**	**676**	**856**	**811**	**776**	**792**	**915**	**900**
- Accommodation	**729**	585	587	543	664	652	626	630	766	727
- Additional accommodation expenses	**151**	140	150	133	192	159	150	162	150	174
Transport:	**739**	**621**	**639**	**620**	**711**	**698**	**657**	**680**	**731**	**715**
- National/International Transport	**413**	342	352	333	394	389	365	369	448	404
- Flights between islands	**84**	68	74	70	78	76	73	78	64	79
- Taxi	**93**	74	74	79	88	84	81	84	92	80
- Car rental	**121**	110	111	114	123	121	113	120	106	123
- Public transport	**28**	28	29	25	29	27	26	29	22	29
Food and drink:	**328**	**258**	**290**	**244**	**289**	**260**	**272**	**271**	**253**	**337**
- Food purchases at supermarkets	**114**	94	106	82	104	91	94	98	79	120
- Restaurants	**214**	164	185	162	185	169	179	173	173	217
Leisure:	**565**	**508**	**503**	**449**	**494**	**470**	**494**	**469**	**519**	**557**
- Organized excursions	**96**	87	86	80	90	88	87	91	102	94
- Sport activities	**106**	98	94	83	72	87	94	85	97	109
- Cultural activities	**58**	54	53	45	58	48	51	47	55	59
- Museums	**39**	33	36	34	40	35	35	31	34	37
- Theme Parks	**77**	69	70	65	68	67	68	64	71	73
- Discos and pubs	**100**	100	93	80	99	82	90	84	93	108
- Wellness	**89**	68	71	61	68	62	68	66	68	78
Purchases of goods:	**309**	**196**	**247**	**151**	**174**	**208**	**228**	**176**	**227**	**345**
- Souvenirs	**88**	75	84	65	95	75	78	85	87	98
- Other purchases	**220**	120	163	87	78	133	150	91	139	247
Others:	**155**	**149**	**133**	**103**	**191**	**117**	**117**	**145**	**113**	**139**
- Medical expenses	**47**	41	43	27	78	35	37	62	42	48
- Other expenses	**109**	109	90	76	113	83	80	83	71	91

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
2025

TOURIST PROFILE

Who are they?

	TOTAL	Goverment	VFR	Travel blogs	ravel Channels	Traves guides	Internet	Media /Travel Agency		Previous visits
Gender										
Percentage of men	**48.2%**	55.3%	46.7%	48.4%	54.1%	49.2%	48.3%	47.0%	45.1%	48.8%
Percentage of women	**51.8%**	44.7%	53.3%	51.6%	45.9%	50.8%	51.7%	53.0%	54.9%	51.2%
Age										
Average age	**47.57**	43.46	42.67	39.58	47.27	47.60	44.18	40.68	51.85	51.61
Standard deviation	**17.0**	17.0	16.3	13.5	17.6	16.7	16.1	16.7	16.8	16.5
Age range										
16-24 years old	**9.8%**	13.2%	13.9%	11.8%	13.8%	9.6%	11.8%	21.3%	7.1%	6.0%
25-30 years old	**10.4%**	11.8%	14.7%	18.2%	10.1%	10.1%	12.9%	14.0%	6.6%	7.0%
31-45 years old	**28.8%**	36.9%	33.7%	40.3%	22.5%	28.2%	32.6%	29.0%	23.9%	25.5%
46-60 years old	**23.1%**	15.9%	19.1%	21.1%	23.9%	25.0%	22.7%	20.2%	25.8%	25.6%
Over 60 years old	**27.9%**	22.1%	18.6%	8.6%	29.6%	27.1%	20.0%	15.6%	36.7%	35.9%
Occupation										
Salaried worker	**54.5%**	59.0%	58.7%	67.2%	50.3%	56.4%	60.2%	55.0%	51.2%	50.7%
Self-employed	**10.5%**	10.1%	10.8%	11.8%	11.5%	9.5%	10.4%	11.8%	8.6%	9.9%
Unemployed	**1.2%**	-	1.6%	1.5%	2.0%	0.8%	1.1%	2.9%	0.8%	0.8%
Business owner	**7.1%**	7.7%	6.7%	5.9%	8.6%	6.1%	6.6%	8.3%	6.2%	6.9%
Student	**3.9%**	6.3%	6.0%	5.5%	4.3%	5.0%	4.5%	6.7%	3.2%	2.5%
Retired	**21.5%**	15.9%	14.9%	7.5%	20.8%	21.2%	16.0%	13.4%	28.5%	27.9%
Unpaid domestic work	**0.5%**	0.5%	0.6%	0.3%	0.9%	0.3%	0.5%	0.8%	0.7%	0.4%
Others	**0.8%**	0.5%	0.7%	0.4%	1.6%	0.7%	0.7%	1.2%	0.9%	0.8%
Annual household income level										
Less than €25,000	**12.3%**	12.4%	14.7%	13.3%	17.0%	12.2%	11.8%	15.4%	10.8%	10.1%
€25,000 - €49,999	**33.6%**	35.2%	35.2%	35.3%	31.1%	34.0%	33.3%	30.7%	33.0%	31.6%
€50,000 - €74,999	**25.1%**	21.6%	24.1%	24.8%	24.5%	23.7%	25.7%	26.5%	26.4%	26.3%
More than €74,999	**29.0%**	30.8%	26.0%	26.6%	27.4%	30.1%	29.2%	27.4%	29.7%	32.0%
Education level										
No studies	**4.2%**	1.6%	4.1%	3.0%	5.8%	2.2%	3.5%	4.9%	3.7%	5.1%
Primary education	**2.1%**	1.2%	1.8%	1.1%	2.8%	1.3%	1.5%	1.5%	2.4%	1.8%
Secondary education	**21.4%**	14.4%	18.1%	14.0%	21.6%	16.6%	18.7%	18.7%	24.6%	22.5%
Higher education	**72.4%**	82.7%	75.9%	82.0%	69.9%	79.9%	76.3%	74.9%	69.3%	70.6%

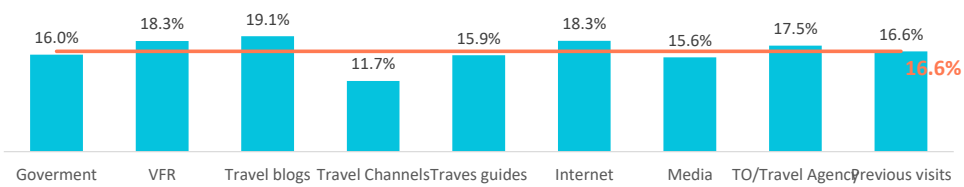
Who do they come with?

	TOTAL	Goverment	VFR	Travel blogs	ravel Channels	Traves guides	Internet	Media /Travel Agency		Previous visits
Unaccompanied	**10.2%**	13.9%	13.1%	5.8%	7.0%	5.8%	7.8%	8.8%	5.6%	9.7%
Only with partner	**47.1%**	38.5%	37.5%	48.8%	48.6%	51.3%	47.0%	44.5%	52.2%	50.1%
Only with children (< 13 years old)	**4.1%**	2.1%	3.7%	4.0%	3.5%	3.6%	4.3%	2.7%	3.6%	3.7%
Partner + children (< 13 years old)	**6.7%**	7.5%	6.8%	9.6%	3.2%	7.5%	8.3%	5.6%	8.3%	6.8%
Other relatives	**10.1%**	10.0%	11.6%	8.3%	14.7%	10.5%	9.8%	12.4%	9.9%	9.9%
Friends	**7.3%**	2.9%	10.9%	6.9%	7.1%	5.4%	7.5%	9.7%	5.3%	5.4%
Work colleagues	**0.6%**	5.1%	0.3%	0.7%	0.7%	0.4%	0.4%	0.2%	0.3%	0.2%
Organized trip	**0.3%**	2.4%	0.2%	0.0%	0.0%	0.4%	0.2%	0.4%	0.5%	0.1%
Other combinations [(2)]	**13.6%**	17.7%	0.0%	0.0%	15.1%	15.2%	14.7%	15.7%	14.3%	14.2%
[(2)] *Different situations have been isolated*										
Tourists with children	**16.6%**	**16.0%**	**18.3%**	**19.1%**	**11.7%**	**15.9%**	**18.3%**	**15.6%**	**17.5%**	**16.6%**
- Between 0 and 2 years old	**1.3%**	1.4%	1.8%	2.0%	1.5%	0.9%	1.4%	1.1%	1.2%	1.1%
- Between 3 and 12 years old	**14.1%**	12.6%	15.0%	16.0%	8.4%	13.7%	15.7%	13.0%	15.1%	14.4%
- Between 0 -2 and 3-12 years old	**1.1%**	2.1%	1.4%	1.0%	1.8%	1.3%	1.2%	1.5%	1.2%	1.1%
Tourists without children	**83.4%**	**84.0%**	**81.7%**	**80.9%**	**88.3%**	**84.1%**	**81.7%**	**84.4%**	**82.5%**	**83.4%**
Group composition:										
- 1 person	**12.2%**	15.2%	15.8%	7.0%	8.9%	7.7%	9.2%	11.2%	6.9%	11.5%
- 2 people	**55.5%**	48.6%	47.0%	55.9%	60.2%	59.3%	56.1%	56.5%	60.9%	57.1%
- 3 people	**11.9%**	13.9%	12.6%	14.3%	11.9%	11.4%	12.4%	11.8%	12.2%	11.0%
- 4 or 5 people	**16.0%**	17.0%	18.3%	19.5%	14.5%	17.8%	17.9%	15.9%	15.7%	15.8%
- 6 or more people	**4.4%**	5.3%	6.3%	3.3%	4.6%	3.8%	4.5%	4.6%	4.3%	4.6%
Average group size:	**2.60**	2.60	2.73	2.70	2.56	2.65	2.68	2.63	2.65	2.60

**People who share the main expenses of the trip*



% TOURISTS WHO TRAVEL WITH CHILDREN



PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
2025

TRIP MOTIVATION AND DESTINATION CHOICE

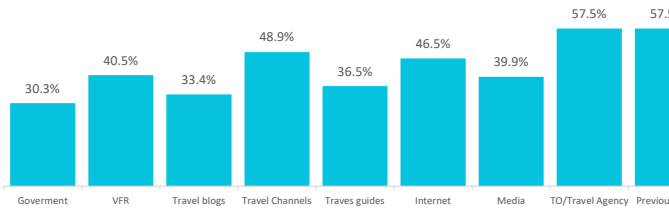
What is the main reason for visiting the Canary Islands?

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Holidays	**91.1%**	80.7%	82.5%	96.1%	92.7%	96.2%	95.2%	94.4%	97.7%	93.0%
Family reasons	**6.2%**	5.4%	15.6%	2.0%	3.1%	2.1%	3.0%	3.1%	0.8%	5.3%
Business	**1.4%**	9.6%	0.6%	0.5%	3.0%	0.7%	0.7%	1.7%	0.9%	0.7%
Education and training	**0.2%**	0.8%	0.2%	0.3%	0.3%	0.3%	0.2%	0.3%	0.1%	0.1%
Sports training	**0.5%**	1.3%	0.5%	0.6%	0.6%	0.3%	0.5%	0.2%	0.3%	0.4%
Health	**0.1%**	-	0.1%	0.0%	0.2%	-	0.1%	-	0.1%	0.1%
Conventions and Exhibitions	**0.2%**	1.7%	0.1%	0.3%	0.1%	0.2%	0.1%	-	0.1%	0.1%
Others	**0.4%**	0.4%	0.3%	0.1%	-	0.2%	0.2%	0.3%	0.1%	0.4%

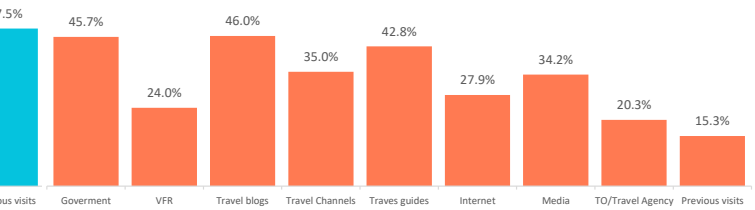
What is the main motivation for their holidays?

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Rest	**50.2%**	30.3%	40.5%	33.4%	48.9%	36.5%	46.5%	39.9%	57.5%	57.5%
Enjoy family time	**15.0%**	13.1%	21.3%	11.2%	10.9%	11.7%	13.2%	13.2%	13.1%	15.7%
Have fun	**8.5%**	5.0%	10.5%	6.7%	3.5%	5.2%	8.9%	10.0%	6.8%	7.8%
Explore the destination	**22.7%**	45.7%	24.0%	46.0%	35.0%	42.8%	27.9%	34.2%	20.3%	15.3%
Practice their hobbies	**2.0%**	3.5%	2.1%	1.7%	0.8%	2.3%	2.0%	2.0%	1.1%	2.1%
Other reasons	**1.7%**	2.5%	1.6%	1.0%	0.8%	1.5%	1.5%	0.6%	1.1%	1.6%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Climate	**74.6%**	66.4%	69.4%	72.5%	71.3%	73.9%	75.5%	70.6%	76.6%	78.8%
Safety	**56.0%**	57.4%	53.8%	54.9%	59.7%	53.2%	55.8%	62.1%	60.6%	59.3%
Tranquility	**49.3%**	50.6%	46.6%	48.0%	49.6%	47.4%	48.2%	51.9%	50.8%	50.6%
Sea	**44.5%**	39.6%	43.6%	45.4%	42.6%	44.2%	44.7%	44.4%	42.5%	42.9%
Accommodation supply	**42.5%**	32.3%	35.5%	35.7%	41.7%	38.7%	42.0%	47.8%	52.4%	46.6%
Price	**38.6%**	38.6%	36.9%	37.0%	44.0%	34.7%	39.6%	47.4%	40.1%	39.8%
Beaches	**38.4%**	31.0%	37.1%	38.3%	33.5%	33.2%	38.5%	37.7%	35.7%	36.9%
Effortless trip	**38.0%**	34.7%	35.4%	33.2%	38.8%	32.8%	37.2%	39.8%	41.6%	41.2%
European belonging	**37.7%**	35.0%	34.7%	35.0%	42.4%	35.9%	36.5%	42.6%	40.1%	39.9%
Landscapes	**36.5%**	54.1%	38.2%	55.2%	43.8%	49.8%	38.1%	47.6%	31.2%	32.1%
Environment	**35.4%**	44.5%	36.2%	45.3%	43.2%	40.5%	35.1%	45.3%	33.0%	34.6%
Gastronomy	**26.5%**	27.7%	27.6%	26.9%	29.8%	24.5%	25.7%	24.5%	25.2%	27.8%
Authenticity	**24.3%**	40.1%	25.8%	30.3%	29.1%	27.9%	23.9%	31.8%	21.7%	23.2%
Fun possibilities	**22.9%**	20.5%	25.2%	21.5%	25.0%	19.4%	23.2%	32.6%	21.5%	21.9%
Exoticism	**12.4%**	16.5%	13.3%	16.5%	19.4%	12.5%	12.6%	20.6%	10.6%	10.5%
Hiking trail network	**11.1%**	21.5%	11.5%	18.6%	15.9%	18.7%	11.1%	15.8%	7.3%	9.8%
Culture	**10.2%**	16.1%	11.3%	12.3%	14.9%	12.9%	9.5%	17.4%	8.4%	9.5%
Historical heritage	**9.9%**	22.3%	10.2%	12.1%	16.2%	13.0%	9.0%	16.5%	8.6%	9.1%
Shopping	**9.9%**	5.2%	9.5%	7.2%	15.9%	7.8%	8.4%	15.1%	9.5%	10.0%
Nightlife	**8.0%**	4.3%	9.4%	5.6%	11.9%	4.3%	7.0%	10.2%	5.9%	7.9%

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	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Previous visits to the Canary Islands	**49.1%**	43.2%	38.2%	36.1%	44.5%	41.6%	41.2%	35.0%	44.2%	100.0%
Friends or relatives	**28.6%**	30.9%	100.0%	33.6%	31.0%	27.5%	27.2%	38.5%	16.0%	22.2%
Internet or social media	**51.4%**	62.7%	48.9%	87.3%	74.2%	71.1%	100.0%	75.6%	40.6%	43.1%
Mass Media	**1.9%**	8.1%	2.6%	5.8%	19.2%	5.8%	2.8%	100.0%	1.6%	1.4%
Travel guides and magazines	**6.1%**	18.3%	5.8%	17.9%	21.9%	100.0%	8.4%	18.4%	7.7%	5.1%
Travel Blogs or Forums	**6.2%**	30.7%	7.3%	100.0%	26.1%	18.2%	10.5%	18.8%	4.2%	4.5%
Travel TV Channels	**0.9%**	3.9%	0.9%	3.6%	100.0%	3.1%	1.2%	8.5%	1.3%	0.8%
Tour Operator or Travel Agency	**18.8%**	14.3%	10.6%	12.9%	28.2%	23.8%	14.9%	16.0%	100.0%	17.0%
Public administrations or similar	**0.6%**	100.0%	0.6%	2.8%	2.6%	1.7%	0.7%	2.4%	0.4%	0.5%
Others	**3.3%**	4.9%	1.5%	2.3%	4.6%	2.5%	1.5%	4.7%	0.7%	1.6%

** Multi-choise question*

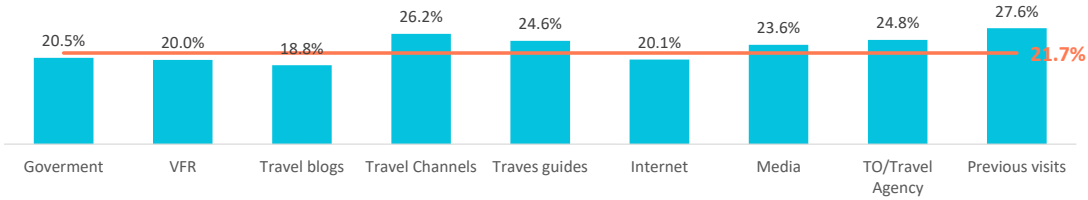
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
2025

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Goverment	VFR	Travel blogs	ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
The same day	**0.9%**	2.4%	0.9%	0.8%	0.6%	0.9%	0.8%	0.7%	0.5%	0.6%
Between 1 and 30 days	**22.7%**	19.4%	23.1%	19.5%	16.7%	17.8%	22.6%	22.4%	19.0%	18.4%
Between 1 and 2 months	**22.4%**	26.9%	24.1%	27.2%	22.9%	21.6%	23.2%	22.7%	20.1%	19.9%
Between 3 and 6 months	**32.3%**	30.7%	31.9%	33.8%	33.6%	35.2%	33.3%	30.6%	35.5%	33.5%
More than 6 months	**21.7%**	20.5%	20.0%	18.8%	26.2%	24.6%	20.1%	23.6%	24.8%	27.6%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



With whom did they book their flight and accommodation?

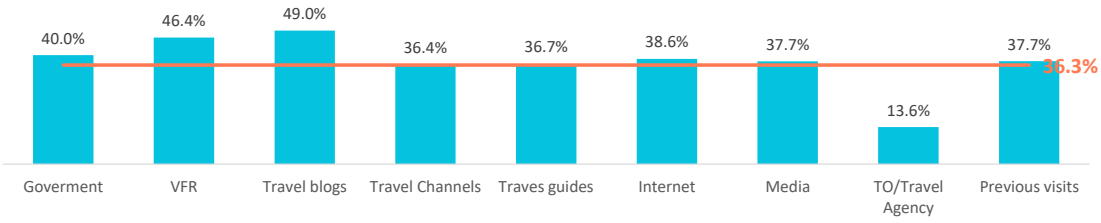
	TOTAL	Goverment	VFR	Travel blogs	ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Flight									
- Directly with the airline	**51.7%**	58.5%	65.5%	65.9%	48.8%	46.9%	53.7%	50.5%	11.0%	52.4%
- Tour Operator or Travel Agency	**48.3%**	41.5%	34.5%	34.1%	51.2%	53.1%	46.3%	49.5%	89.0%	47.6%
Accommodation									
- Directly with the accommodation	**38.6%**	41.3%	47.6%	50.8%	32.8%	37.0%	42.4%	40.0%	7.7%	39.1%
- Tour Operator or Travel Agency	**61.4%**	58.7%	52.4%	49.2%	67.2%	63.0%	57.6%	60.0%	92.3%	60.9%

What do they book?

	TOTAL	Goverment	VFR	Travel blogs	ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Room only	**36.3%**	40.0%	46.4%	49.0%	36.4%	36.7%	38.6%	37.7%	13.6%	37.7%
Bed and Breakfast	**14.2%**	17.0%	15.0%	16.5%	11.4%	15.3%	14.8%	13.1%	12.7%	13.8%
Half board	**17.3%**	10.4%	14.0%	15.1%	19.4%	20.6%	16.5%	17.6%	24.4%	18.1%
Full board	**2.8%**	13.2%	2.1%	1.2%	1.2%	2.4%	2.1%	3.4%	4.3%	2.1%
All inclusive	**29.4%**	19.3%	22.6%	18.3%	31.6%	25.1%	28.0%	28.2%	45.1%	28.2%

% TOURISTS WHO BOOK ROOM ONLY



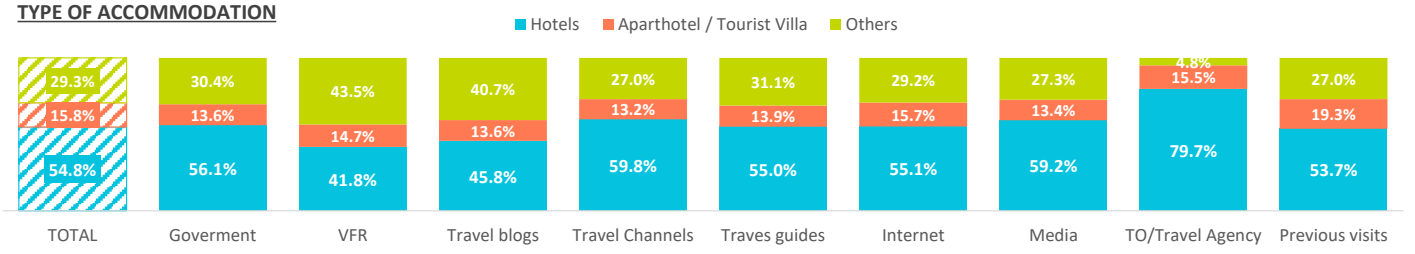


ACCOMMODATION

	TOTAL	Goverment	VFR	Travel blogs	ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
1-2-3* Hotel	**10.9%**	13.6%	9.0%	9.7%	13.2%	10.5%	10.8%	12.1%	12.4%	10.1%
4* Hotel	**35.5%**	38.6%	25.7%	28.8%	38.1%	36.5%	35.8%	37.2%	55.7%	34.8%
5* Hotel / 5* Luxury Hotel	**8.4%**	3.9%	7.0%	7.3%	8.5%	8.0%	8.4%	9.9%	11.5%	8.8%
Aparthotel / Tourist Villa	**15.8%**	13.6%	14.7%	13.6%	13.2%	13.9%	15.7%	13.4%	15.5%	19.3%
House/room rented in a private dwelling	**18.0%**	23.0%	22.4%	32.8%	19.3%	23.6%	22.5%	20.2%	3.0%	16.3%
Private accommodation [1]	**8.4%**	3.9%	18.1%	2.3%	6.4%	2.7%	3.5%	3.8%	0.7%	8.4%
Others (Cottage, cruise, camping,..)	**2.9%**	3.4%	3.0%	5.5%	1.3%	4.9%	3.3%	3.4%	1.1%	2.3%

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

TYPE OF ACCOMMODATION



PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
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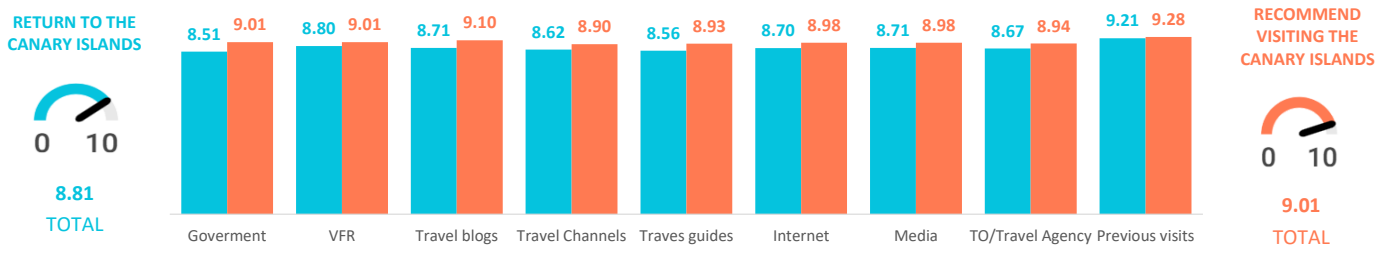
SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Average rating	**8.77**	8.75	8.80	8.84	8.81	8.78	8.73	8.79	8.74	8.92

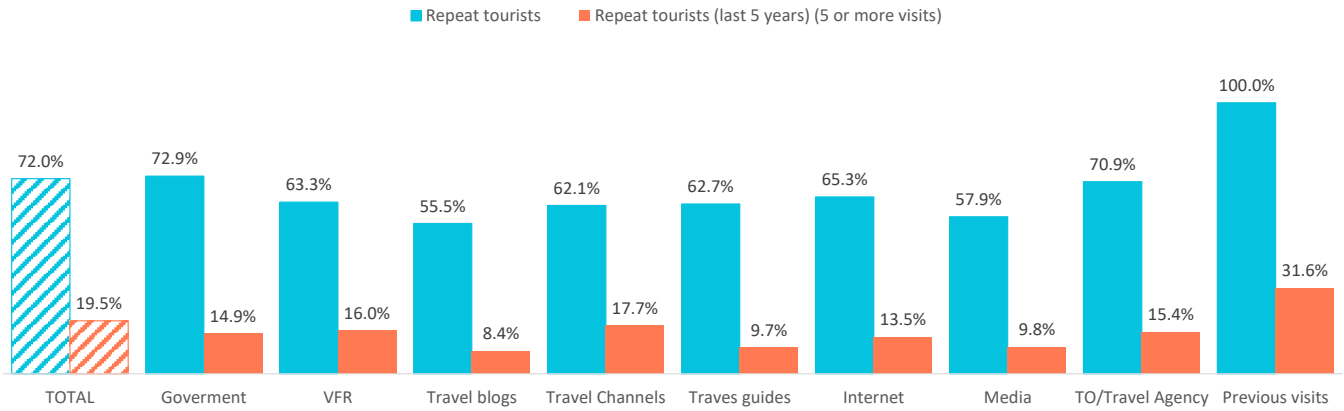
Experience in the Canary Islands	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Worse or much worse than expected	**2.7%**	2.5%	2.9%	2.4%	2.0%	2.5%	2.8%	4.1%	2.9%	1.8%
Lived up to expectations	**55.3%**	49.1%	48.6%	44.1%	42.7%	48.9%	51.9%	43.4%	57.0%	61.9%
Better or much better than expected	**42.0%**	48.4%	48.5%	53.6%	55.3%	48.6%	45.3%	52.5%	40.1%	36.3%

Future intentions (scale 0-10)	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Return to the Canary Islands	**8.81**	8.51	8.80	8.71	8.62	8.56	8.70	8.71	8.67	9.21
Recommend visiting the Canary Islands	**9.01**	9.01	9.01	9.10	8.90	8.93	8.98	8.98	8.94	9.28



How many are loyal to the Canary Islands?

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Repeat tourists	**72.0%**	72.9%	63.3%	55.5%	62.1%	62.7%	65.3%	57.9%	70.9%	100.0%
At least 10 previous visits	**20.4%**	16.5%	15.6%	9.2%	15.1%	10.7%	14.2%	11.1%	17.2%	33.1%
Repeat tourists (last 5 years)	**66.1%**	64.7%	56.7%	48.8%	58.2%	55.2%	58.4%	50.6%	64.4%	94.3%
Repeat tourists (last 5 years) (5 or more visits)	**19.5%**	14.9%	16.0%	8.4%	17.7%	9.7%	13.5%	9.8%	15.4%	31.6%



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
One island	**93.3%**	88.2%	92.7%	89.3%	90.5%	88.7%	93.0%	88.8%	94.8%	94.3%
Two islands	**5.7%**	8.3%	6.4%	9.5%	7.4%	8.9%	6.0%	9.8%	4.4%	5.0%
Three or more islands	**1.0%**	3.4%	0.9%	1.2%	2.2%	2.4%	1.0%	1.4%	0.9%	0.7%

Visited islands during their trip (with overnight staying)

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Lanzarote	**18.4%**	23.9%	17.5%	21.2%	17.0%	22.1%	19.1%	17.8%	19.1%	20.9%
Fuerteventura	**15.3%**	12.1%	12.3%	12.6%	11.3%	14.4%	16.2%	13.7%	17.3%	14.1%
Gran Canaria	**26.6%**	28.4%	26.0%	20.4%	23.6%	23.9%	24.3%	22.6%	25.7%	26.3%
Tenerife	**40.7%**	40.6%	45.3%	49.1%	47.8%	42.3%	41.8%	46.6%	37.7%	39.4%
La Gomera	**0.4%**	0.0%	0.5%	0.9%	1.7%	0.7%	0.5%	1.0%	0.3%	0.4%
La Palma	**1.5%**	4.3%	1.7%	2.8%	2.1%	4.4%	1.6%	3.1%	1.3%	1.4%
El Hierro	**0.1%**	0.0%	0.2%	0.4%	0.3%	0.3%	0.1%	0.3%	0.0%	0.1%
Cruise	**0.2%**	0.0%	0.2%	0.2%	1.2%	0.4%	0.2%	0.4%	0.3%	0.2%

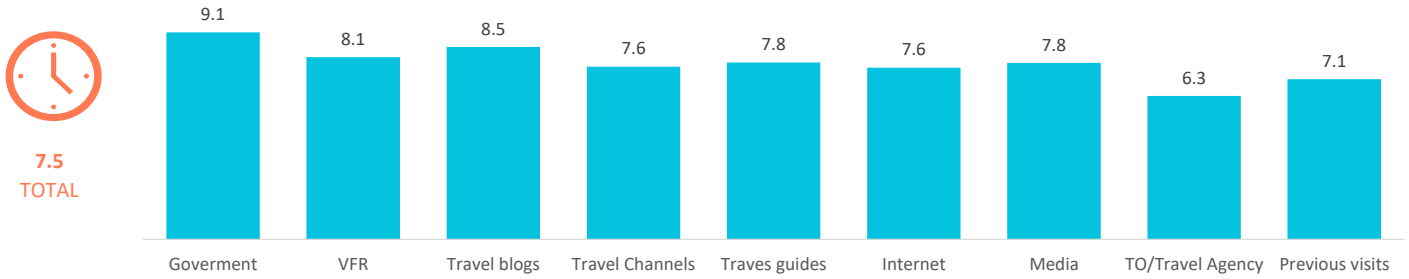
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP

2025

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
0 hours	**2.3%**	1.4%	1.6%	1.3%	2.2%	1.5%	2.3%	1.4%	3.2%	2.3%
1 - 2 hours	**9.2%**	3.7%	6.8%	4.6%	7.8%	6.1%	9.4%	6.5%	14.7%	10.0%
3 - 6 hours	**32.6%**	19.6%	29.2%	24.2%	31.6%	30.4%	30.8%	32.1%	39.7%	36.6%
7 - 12 hours	**47.6%**	57.9%	51.8%	59.9%	51.0%	55.1%	48.8%	50.2%	36.8%	44.4%
More than 12 hours	**8.4%**	17.3%	10.5%	10.1%	7.4%	6.9%	8.7%	9.7%	5.7%	6.6%
Outdoor time per day	**7.5**	9.1	8.1	8.5	7.6	7.8	7.6	7.8	6.3	7.1



Activities in the Canary Islands

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Walk, wander	**74.5%**	80.8%	78.6%	87.1%	73.8%	81.3%	78.6%	78.6%	74.5%	76.8%
Beach	**68.1%**	65.4%	73.0%	80.1%	66.1%	73.0%	73.2%	76.0%	65.0%	64.8%
Swimming pool, hotel facilities	**56.2%**	47.6%	52.7%	53.1%	51.1%	52.5%	58.2%	62.6%	68.4%	59.7%
Explore the island on their own	**49.1%**	61.7%	55.9%	74.3%	54.2%	68.5%	56.8%	61.2%	41.6%	44.3%
Taste Canarian gastronomy	**28.2%**	44.8%	35.5%	43.9%	35.1%	35.5%	31.5%	36.0%	23.6%	28.5%
Hiking	**19.9%**	36.1%	23.3%	42.3%	28.5%	37.4%	24.0%	25.4%	15.1%	16.8%
Organized excursions	**15.8%**	23.1%	16.0%	21.0%	20.6%	21.9%	17.2%	23.0%	25.4%	11.6%
Nightlife / concerts / shows	**15.2%**	15.8%	20.0%	15.7%	18.2%	12.0%	16.0%	20.1%	12.4%	16.1%
Theme parks	**13.8%**	14.9%	17.4%	21.0%	18.0%	14.8%	16.5%	21.6%	13.8%	12.2%
Wineries / markets / popular festivals	**11.9%**	30.7%	14.5%	19.2%	23.1%	18.3%	13.4%	16.1%	11.2%	11.1%
Sea excursions / whale watching	**11.9%**	11.9%	13.6%	20.7%	17.9%	16.4%	14.3%	17.7%	12.9%	8.7%
Museums / exhibitions	**10.9%**	28.9%	13.0%	22.3%	21.4%	24.8%	13.2%	15.6%	8.6%	9.0%
Other Nature Activities	**9.0%**	21.0%	11.3%	22.4%	14.3%	15.8%	11.6%	14.6%	6.2%	6.8%
Swim	**7.6%**	8.7%	8.5%	8.1%	9.7%	9.0%	8.5%	11.5%	6.4%	7.9%
Running	**6.2%**	7.9%	6.8%	8.8%	5.6%	7.0%	6.8%	6.8%	4.6%	6.1%
Beauty and health treatments	**5.4%**	6.1%	5.8%	3.9%	2.9%	5.1%	5.2%	7.0%	6.2%	5.8%
Astronomical observation	**4.2%**	13.2%	5.3%	8.6%	8.3%	7.2%	5.1%	9.7%	3.5%	3.8%
Practice other sports	**3.9%**	6.1%	4.9%	4.4%	3.9%	3.8%	3.9%	4.6%	3.1%	3.6%
Surf	**2.9%**	5.1%	3.6%	4.5%	3.3%	3.2%	3.4%	2.6%	1.1%	2.4%
Cycling / Mountain bike	**2.7%**	0.7%	2.7%	3.9%	3.9%	3.4%	3.0%	2.6%	2.4%	2.9%
Scuba Diving	**2.5%**	5.8%	3.0%	5.4%	3.5%	4.3%	3.0%	3.5%	1.8%	1.7%
Golf	**2.3%**	3.7%	2.5%	1.8%	2.9%	2.2%	2.1%	3.0%	2.2%	2.5%
Windsurf / Kitesurf	**0.9%**	0.0%	1.1%	0.8%	1.9%	1.3%	0.9%	0.9%	0.5%	0.9%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
United Kingdom	**34.1%**	27.2%	33.1%	23.8%	30.8%	26.2%	34.1%	34.5%	37.8%	43.7%
Germany	**16.0%**	11.1%	13.5%	13.9%	21.4%	24.8%	16.4%	21.0%	20.0%	14.9%
Spanish Mainland	**11.3%**	34.7%	14.9%	14.7%	6.9%	6.7%	10.8%	8.3%	6.3%	7.8%
France	**5.2%**	3.7%	4.4%	9.0%	2.8%	11.4%	6.1%	7.8%	5.7%	2.8%
Italy	**4.7%**	2.4%	5.2%	6.1%	3.6%	3.0%	4.8%	1.8%	2.9%	2.9%
Ireland	**4.5%**	2.6%	4.7%	3.7%	3.6%	2.9%	4.1%	5.9%	3.1%	5.8%
Netherlands	**4.2%**	3.1%	3.0%	2.5%	4.1%	3.8%	4.3%	2.1%	4.7%	3.8%
Belgium	**2.7%**	0.5%	2.6%	2.0%	0.7%	4.0%	2.3%	2.2%	3.4%	2.4%
Poland	**2.6%**	3.5%	2.5%	8.6%	8.6%	4.0%	3.2%	6.1%	3.7%	2.0%
Norway	**2.2%**	2.3%	2.1%	0.4%	1.3%	0.6%	1.5%	0.2%	2.5%	2.9%
Sweden	**1.8%**	0.6%	1.3%	0.7%	1.6%	1.4%	1.3%	1.1%	1.6%	2.1%
Denmark	**1.6%**	0.6%	1.2%	0.6%	0.6%	0.4%	1.3%	0.7%	2.5%	2.0%
Switzerland	**1.1%**	-	1.1%	1.1%	1.3%	1.5%	1.2%	0.4%	0.8%	1.0%
Finland	**1.0%**	1.1%	1.1%	0.9%	1.1%	0.6%	1.2%	1.0%	1.3%	1.3%
Czech Republic	**1.0%**	-	1.3%	2.0%	1.8%	1.7%	1.2%	0.6%	0.4%	0.6%
Austria	**0.9%**	0.5%	1.1%	1.2%	0.1%	1.8%	1.0%	0.7%	0.7%	0.5%
Others	**5.0%**	6.2%	6.8%	8.7%	9.8%	5.1%	5.1%	5.7%	2.7%	3.6%

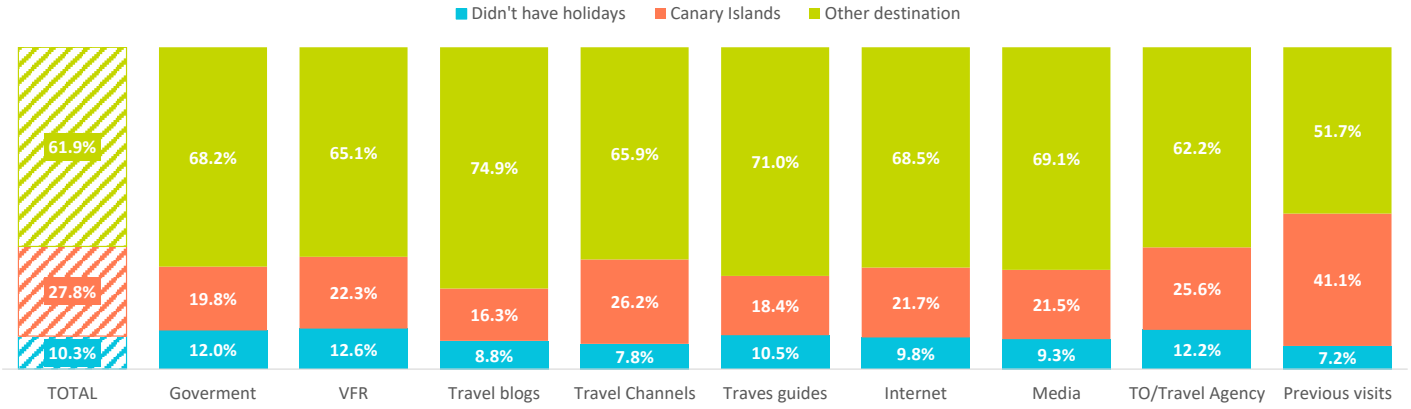
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
2025

COMPETITORS

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

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Didn't have holidays	**10.3%**	12.0%	12.6%	8.8%	7.8%	10.5%	9.8%	9.3%	12.2%	7.2%
Canary Islands	**27.8%**	19.8%	22.3%	16.3%	26.2%	18.4%	21.7%	21.5%	25.6%	41.1%
Other destination	**61.9%**	68.2%	65.1%	74.9%	65.9%	71.0%	68.5%	69.1%	62.2%	51.7%
- Balearic Islands	**4.1%**	6.1%	4.0%	4.4%	4.1%	4.6%	4.5%	4.9%	4.8%	4.0%
- Rest of Spain	**11.5%**	22.8%	13.4%	12.8%	10.0%	10.5%	12.1%	10.8%	10.3%	9.5%
- Italy	**7.4%**	7.8%	8.3%	10.1%	8.2%	9.1%	8.5%	8.6%	5.8%	5.4%
- France	**4.9%**	5.2%	5.2%	6.3%	5.3%	7.9%	5.5%	6.6%	4.6%	3.6%
- Turkey	**3.2%**	2.1%	3.3%	3.5%	4.8%	2.4%	3.5%	4.7%	4.4%	2.7%
- Greece	**7.4%**	2.3%	6.5%	8.3%	9.2%	8.0%	8.0%	7.4%	9.1%	6.7%
- Portugal	**4.1%**	3.3%	4.3%	5.9%	4.4%	4.5%	4.7%	4.6%	3.8%	3.4%
- Croatia	**2.1%**	2.4%	2.5%	3.0%	3.3%	2.5%	2.5%	2.4%	1.7%	1.6%
- Egypt	**1.5%**	0.1%	1.5%	1.1%	0.4%	1.5%	1.7%	1.3%	1.8%	1.0%
- Tunisia	**0.5%**	0.0%	0.5%	0.7%	0.5%	0.7%	0.5%	1.0%	0.6%	0.2%
- Morocco	**1.3%**	2.2%	1.3%	2.0%	1.8%	1.0%	1.5%	1.6%	0.9%	0.9%
- Others	**13.9%**	13.9%	14.5%	16.8%	14.0%	18.4%	15.6%	15.1%	14.1%	12.6%

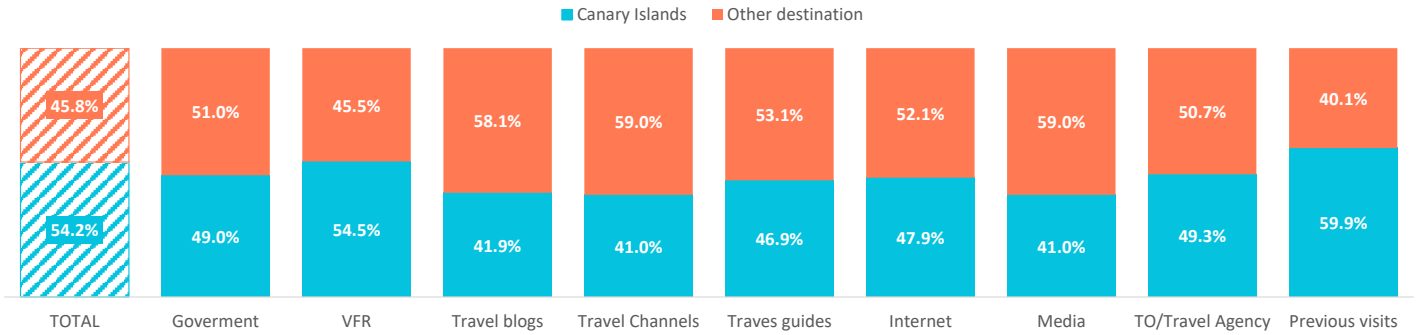
** Percentage of valid answers*



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

	TOTAL	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
None (I was clear about "this Canary Island")	**28.1%**	25.6%	30.4%	16.2%	17.4%	19.0%	21.6%	16.9%	21.8%	32.3%
Canary Islands (other island)	**26.1%**	23.4%	24.1%	25.7%	23.6%	27.8%	26.3%	24.2%	27.5%	27.6%
Other destination	**45.8%**	51.0%	45.5%	58.1%	59.0%	53.1%	52.1%	59.0%	50.7%	40.1%
- Balearic Islands	**5.7%**	8.0%	5.5%	7.0%	6.3%	6.8%	6.5%	7.0%	7.0%	**5.6%**
- Rest of Spain	**8.9%**	11.5%	9.7%	9.9%	10.7%	9.1%	9.7%	10.9%	8.8%	**8.2%**
- Italy	**4.9%**	3.2%	5.3%	7.4%	7.4%	6.4%	5.6%	7.2%	4.9%	**4.0%**
- France	**1.7%**	1.8%	1.9%	2.6%	2.8%	2.3%	1.8%	2.7%	1.4%	**1.5%**
- Turkey	**3.2%**	2.7%	2.9%	3.1%	2.4%	3.4%	3.7%	5.2%	4.3%	**2.6%**
- Greece	**7.8%**	8.1%	7.1%	9.5%	11.5%	9.0%	9.2%	9.9%	10.1%	**6.6%**
- Portugal	**6.4%**	8.7%	6.5%	9.3%	9.9%	8.1%	7.4%	8.3%	6.5%	**5.9%**
- Croatia	**2.3%**	2.3%	2.4%	3.1%	2.8%	2.3%	2.6%	2.9%	2.6%	**1.9%**
- Egypt	**2.5%**	3.3%	2.1%	2.4%	2.1%	2.7%	2.9%	2.3%	2.8%	**2.1%**
- Others	**2.3%**	1.4%	2.3%	3.6%	3.1%	3.1%	2.6%	2.6%	2.3%	**1.8%**

** Percentage of valid answers*



PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
2025

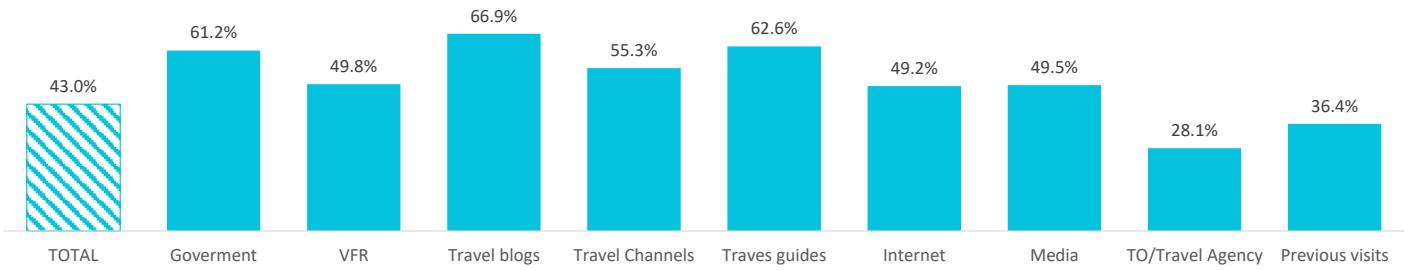
TRANSPORT (Data Q4 2025)

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

	TOTAL	Goverment	VFR	Travel blogs	avel Channels	Traves guides	Internet	Media	ravel Agency	Previous visits
Rental vehicle	**43.0%**	61.2%	49.8%	66.9%	55.3%	62.6%	49.2%	49.5%	28.1%	36.4%
Public transport	**28.7%**	37.6%	30.8%	31.2%	24.7%	28.1%	29.2%	27.9%	28.7%	30.0%
Taxi / Private hire vehicle	**31.6%**	44.9%	32.1%	24.5%	35.1%	23.0%	30.8%	25.1%	33.4%	36.7%
Organised excursions with transport included	**11.4%**	18.3%	10.7%	10.9%	13.4%	14.7%	11.9%	12.1%	22.4%	9.9%
Bicycle	**3.0%**	4.6%	3.1%	6.0%	5.9%	3.8%	3.8%	5.4%	3.5%	2.9%
On foot	**15.7%**	14.6%	12.6%	6.3%	15.9%	10.8%	12.5%	13.1%	24.4%	18.4%

** Multi-choise question*

RENTAL VEHICLE

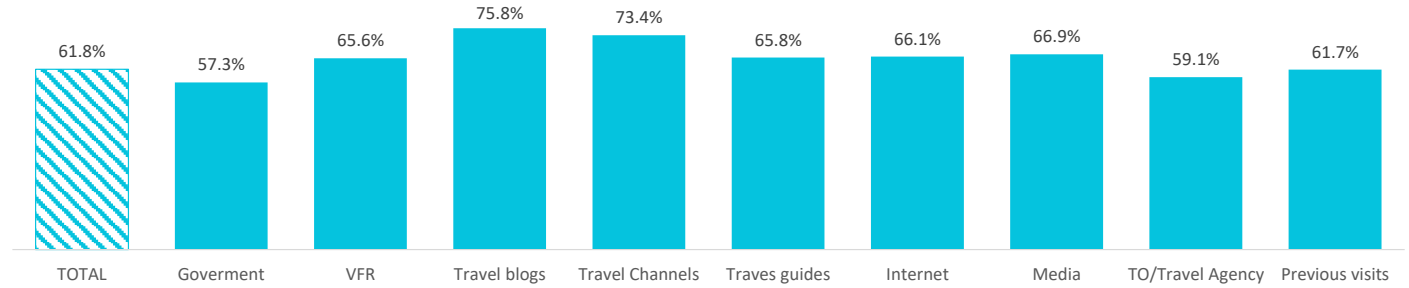


What factors influenced their choice of transport?

	TOTAL	Goverment	VFR	Travel blogs	avel Channels	Traves guides	Internet	Media	ravel Agency	Previous visits
No other alternative	**15.5%**	20.0%	14.9%	8.4%	14.7%	13.9%	13.4%	12.3%	16.4%	14.7%
Comfort and convenience	**61.8%**	57.3%	65.6%	75.8%	73.4%	65.8%	66.1%	66.9%	59.1%	61.7%
Price	**31.8%**	31.5%	34.6%	41.6%	40.1%	36.9%	35.9%	37.5%	29.3%	33.0%
Acessibility	**24.6%**	47.3%	28.3%	34.6%	38.8%	34.2%	28.7%	29.6%	27.4%	24.6%
Environmental impact	**4.3%**	9.9%	4.8%	5.8%	3.9%	4.9%	4.7%	7.0%	5.2%	4.3%
Safety	**11.4%**	11.9%	11.7%	16.9%	10.6%	16.5%	12.9%	13.6%	14.5%	12.6%
Available travel time	**11.6%**	25.8%	13.1%	23.4%	15.4%	17.1%	14.4%	7.4%	11.5%	12.0%
Punctuality	**6.8%**	17.9%	8.0%	9.7%	8.7%	9.9%	7.7%	6.8%	8.3%	7.7%
Flexible timetable	**15.0%**	17.9%	17.0%	28.8%	19.8%	17.0%	18.5%	10.8%	14.5%	15.0%

** Multi-choise question*

COMFORT AND CONVENIENCE



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

	TOTAL	Goverment	VFR	Travel blogs	avel Channels	Traves guides	Internet	Media	ravel Agency	Previous visits
Yes	**6.6%**	11.0%	7.3%	6.4%	9.6%	6.9%	6.4%	7.5%	5.3%	6.0%
- Infrequent service	**2.0%**	3.7%	2.3%	1.6%	4.3%	1.9%	1.9%	1.6%	1.0%	2.0%
- Confusing or insufficient information	**1.8%**	2.3%	2.3%	1.9%	3.7%	2.0%	1.9%	3.3%	2.1%	1.3%
- Accessibility barriers	**0.3%**	0.0%	0.3%	0.0%	0.0%	1.3%	0.2%	0.9%	0.5%	0.2%
- Delays or cancellations	**1.9%**	7.3%	2.1%	2.6%	3.8%	2.3%	2.2%	0.4%	1.4%	1.8%
- High fares	**0.7%**	0.0%	0.7%	0.3%	0.0%	0.5%	0.8%	0.0%	0.3%	0.6%
- Difficulties with booking systems	**0.5%**	0.0%	0.6%	0.5%	0.0%	0.3%	0.6%	1.1%	0.3%	0.4%
- Poor connections	**0.8%**	0.0%	0.8%	0.9%	0.0%	1.5%	1.0%	1.5%	0.7%	0.4%
- Others	**1.4%**	0.0%	1.6%	1.4%	0.4%	1.2%	1.4%	2.7%	1.1%	1.3%
No	**93.4%**	89.0%	92.7%	93.6%	90.4%	93.1%	93.6%	92.5%	94.7%	94.0%

** 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 nun*

PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
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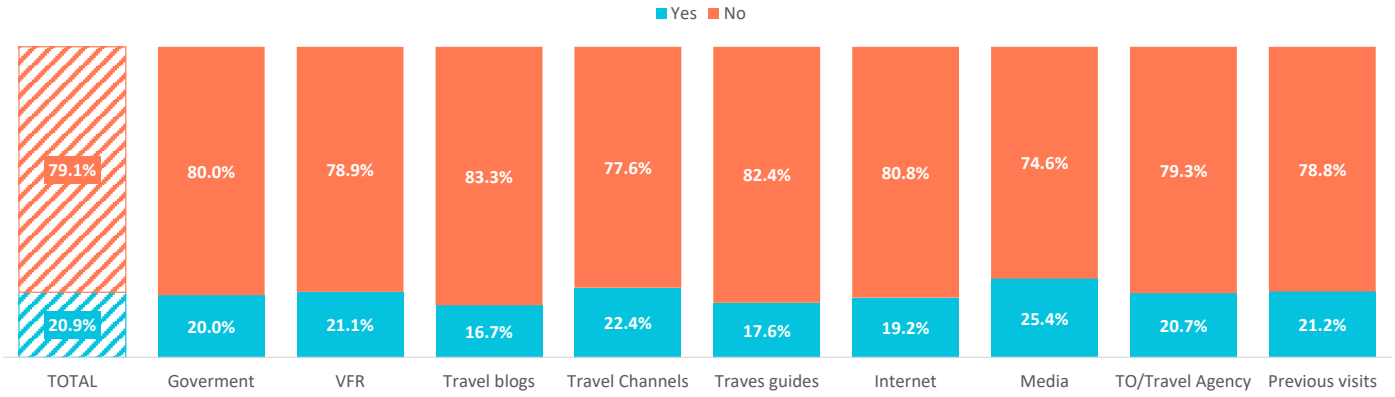
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	TOTAL	Goverment	VFR	Travel blogs	avel Channels	Traves guides	Internet	Media	ravel Agency	Previous visits
Yes	**48.2%**	58.4%	46.6%	58.9%	47.6%	54.9%	52.2%	50.2%	49.4%	49.0%
No	**31.8%**	24.4%	32.5%	22.7%	28.0%	23.3%	27.8%	30.7%	31.0%	32.6%
Not remember	**20.0%**	17.2%	20.9%	18.4%	24.3%	21.8%	20.0%	19.1%	19.6%	18.4%

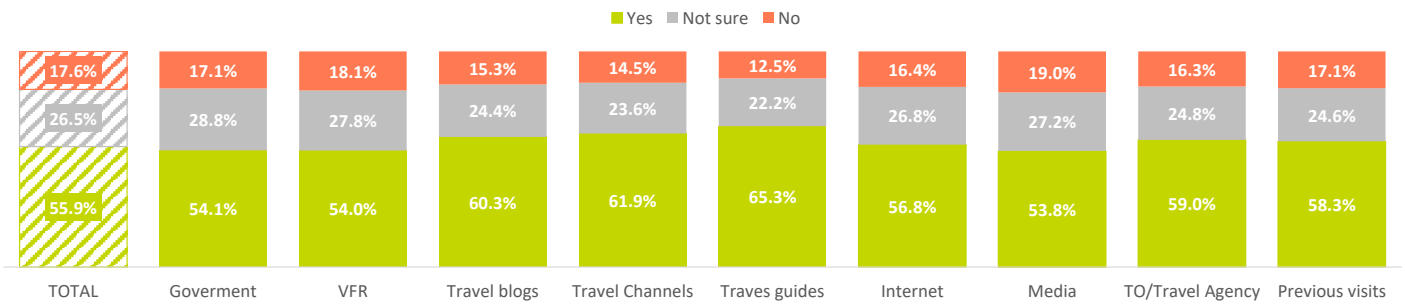
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Goverment	VFR	Travel blogs	avel Channels	Traves guides	Internet	Media	ravel Agency	Previous visits
Yes	**20.9%**	20.0%	21.1%	16.7%	22.4%	17.6%	19.2%	25.4%	20.7%	21.2%
No	**79.1%**	80.0%	78.9%	83.3%	77.6%	82.4%	80.8%	74.6%	79.3%	78.8%



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

	TOTAL	Goverment	VFR	Travel blogs	avel Channels	Traves guides	Internet	Media	ravel Agency	Previous visits
Yes	**55.9%**	54.1%	54.0%	60.3%	61.9%	65.3%	56.8%	53.8%	59.0%	58.3%
- For any purpose	**13.0%**	20.9%	13.2%	15.1%	14.1%	15.5%	14.3%	16.5%	14.9%	14.4%
- Improve living conditions	**9.4%**	6.6%	8.9%	7.3%	11.8%	8.5%	8.8%	7.3%	10.4%	9.7%
- Improve economic development	**4.5%**	2.9%	4.2%	3.9%	5.7%	4.0%	4.2%	2.2%	4.7%	5.1%
- Improve the environment	**17.6%**	18.1%	17.5%	24.5%	14.9%	24.4%	18.3%	17.1%	17.9%	17.1%
- Improve the tourist environment	**5.1%**	2.3%	4.5%	4.6%	8.2%	5.6%	4.9%	4.8%	5.0%	5.2%
- Other purposes	**6.3%**	3.2%	5.9%	5.0%	7.2%	7.3%	6.2%	5.9%	6.1%	6.9%
Not sure	**26.5%**	28.8%	27.8%	24.4%	23.6%	22.2%	26.8%	27.2%	24.8%	24.6%
No	**17.6%**	17.1%	18.1%	15.3%	14.5%	12.5%	16.4%	19.0%	16.3%	17.1%



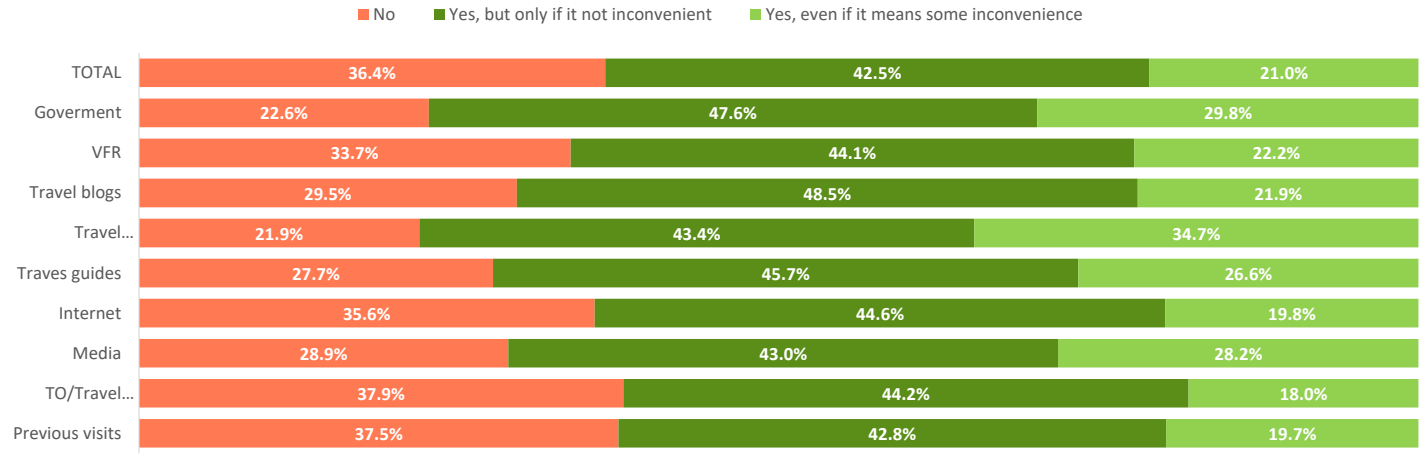
How much would they be willing to pay?

	TOTAL	Goverment	VFR	Travel blogs	avel Channels	Traves guides	Internet	Media	ravel Agency	Previous visits
Up to 1 euro	**38.1%**	41.1%	36.2%	36.1%	42.1%	34.5%	37.6%	34.4%	35.8%	37.1%
Up to 2 euros	**32.1%**	29.0%	32.4%	34.8%	29.1%	35.5%	33.1%	31.1%	35.4%	32.1%
Up to 3 euros	**19.2%**	18.1%	20.2%	19.6%	17.1%	19.2%	19.6%	22.4%	20.2%	19.3%
More than 3 euros	**10.6%**	11.8%	11.2%	9.4%	11.7%	10.8%	9.8%	12.1%	8.7%	11.6%

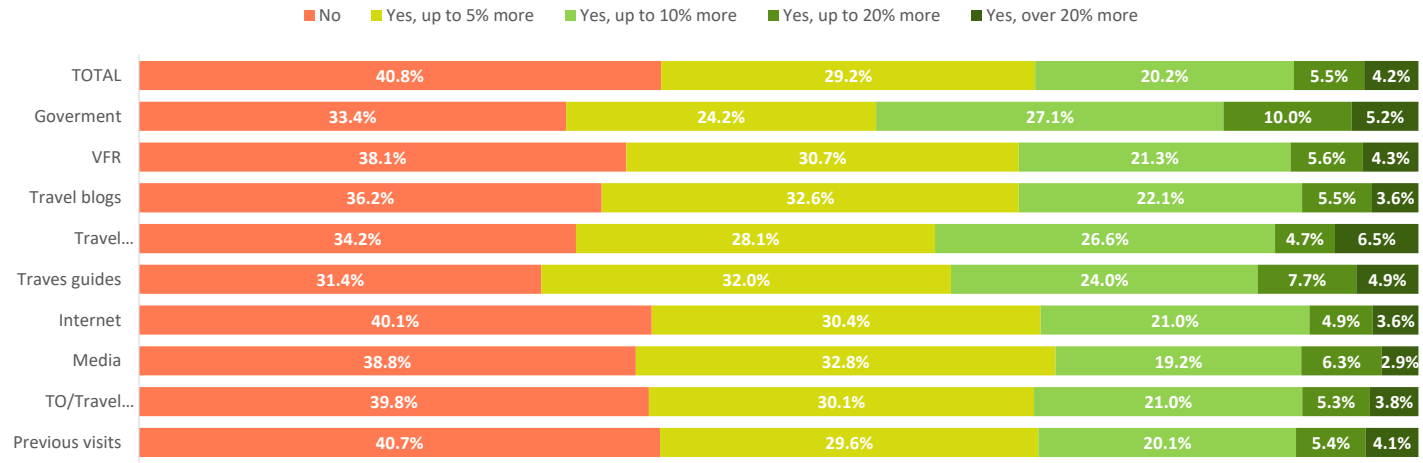
PROFILE OF TOURIST BY CHANNEL USED TO PLAN THE TRIP
2025

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	Goverment	VFR	Travel blogs ravel Channels	Traves guides	Internet	Media /Travel Agency	Previous visits
Quality of life on the island	**8.03**	8.25	8.08	8.03	8.39	8.03	7.97	8.21	7.91	8.09
Tolerance towards tourism	**8.55**	8.69	8.55	8.61	8.86	8.62	8.56	8.72	8.65	8.58
Cleanliness of the island	**8.25**	8.23	8.23	8.34	8.55	8.27	8.27	8.43	8.29	8.29
Air quality	**8.46**	8.61	8.42	8.49	8.76	8.50	8.46	8.55	8.51	8.51
Rational water consumption	**7.58**	7.84	7.56	7.56	7.84	7.57	7.56	7.80	7.57	7.64
Energy saving	**7.06**	7.39	7.02	7.04	7.53	7.04	7.01	7.24	7.09	7.12
Use of renewable energy	**7.03**	7.43	7.02	7.02	7.58	7.08	6.96	7.17	7.03	7.08
Recycling	**7.07**	7.16	6.97	6.88	7.68	7.00	7.01	7.23	7.17	7.18
Easy to get around by public transport	**7.49**	7.70	7.41	7.31	7.96	7.47	7.44	7.85	7.68	7.62
Overcrowding in tourist areas	**6.58**	6.93	6.66	6.53	6.98	6.43	6.56	6.92	6.59	6.54
Supply of local products	**7.20**	7.29	7.30	7.28	7.46	7.27	7.16	7.46	7.16	7.22

** 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.