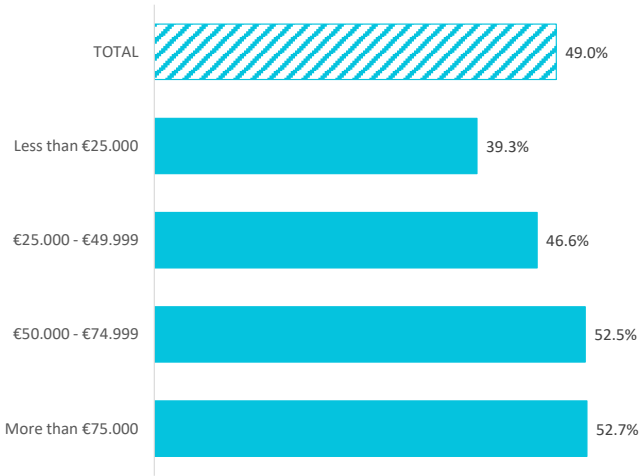
PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
2025

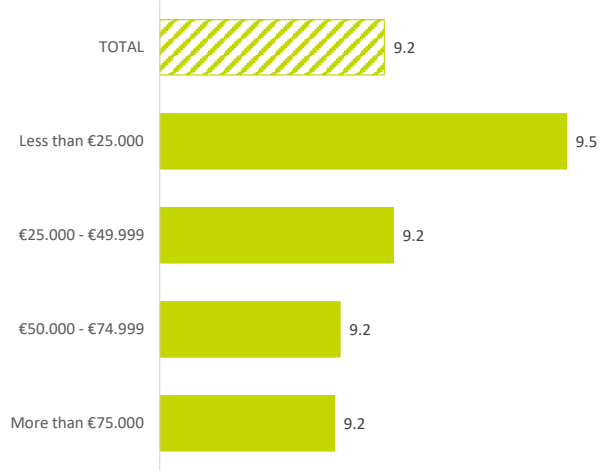
TOURIST EXPENDITURE

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Tourist arrivals ≥ 16 years old (EGT)	**16,125,238**	**1,985,967**	**5,416,855**	**4,040,060**	**4,683,507**
% Tourists	**100%**	12.3%	33.6%	25.1%	29.0%
- Lanzarote	**2,871,074**	268,201	926,596	754,630	921,647
- Fuerteventura	**2,388,592**	311,207	864,684	598,591	614,110
- Gran Canaria	**4,192,419**	519,938	1,354,850	1,063,797	1,253,834
- Tenerife	**6,443,553**	867,155	2,194,136	1,552,389	1,831,025
- La Palma	**188,913**	15,649	62,050	58,641	52,573
% tourists who book holiday package	**49.0%**	39.3%	46.6%	52.5%	52.7%
Expenditure per tourist (€)	**1,438**	**1,171**	**1,306**	**1,462**	**1,682**
- book holiday package	**1,660**	1,436	1,541	1,665	1,849
- holiday package	**1,375**	1,180	1,270	1,377	1,543
- others	**285**	256	271	288	306
- do not book holiday package	**1,224**	1,000	1,100	1,237	1,495
- flight	**323**	279	289	322	391
- accommodation	**425**	294	365	441	560
- others	**477**	427	446	473	544
Average lenght of stay	**9.2**	**9.5**	**9.2**	**9.2**	**9.2**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**178.16**	**145.93**	**162.33**	**181.13**	**207.52**
- Median	163.48	139.67	152.50	166.53	185.02
Average daily expenditure without flight (€)	**129.30**	**106.14**	**118.24**	**131.46**	**149.94**
- Median	120.02	94.34	103.25	107.46	117.80
Average cost of the flight (€)	**393.66**	**324.81**	**353.72**	**399.78**	**462.95**
Total turnover (≥ 16 years old) (€m)	**23,186**	**2,326**	**7,074**	**5,905**	**7,876**
% Turnover	**100%**	10.0%	30.5%	25.5%	34.0%
Turnover without flight (≥ 16 years old) (€m)	**16,838**	**1,681**	**5,158**	**4,290**	**5,708**

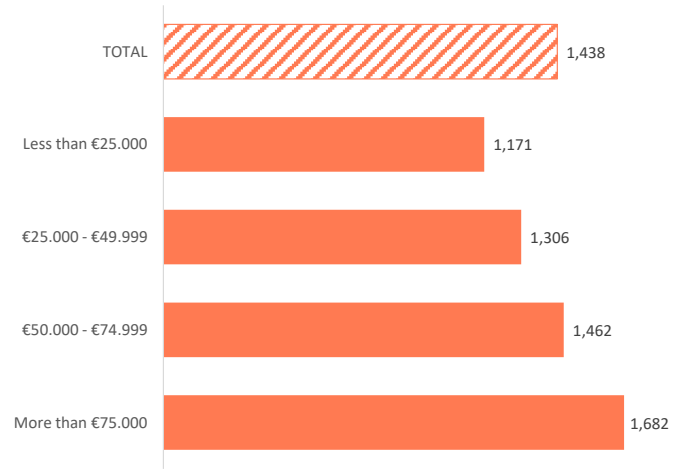
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



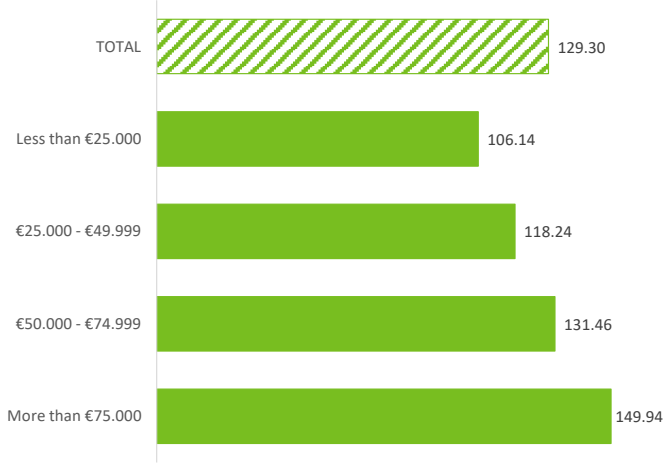
AVERAGE LENGHT OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
2025

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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Accommodation:					
- Accommodation	**85.1%**	78.4%	84.1%	87.2%	87.4%
- Additional accommodation expenses	**6.7%**	6.8%	6.3%	6.8%	6.9%
Transport:					
- National/International Transport	**95.4%**	93.6%	95.6%	95.5%	95.9%
- Flights between islands	**4.8%**	5.5%	5.1%	4.6%	4.2%
- Taxi	**50.8%**	42.5%	48.3%	52.7%	55.5%
- Car rental	**33.6%**	34.5%	35.8%	34.1%	30.2%
- Public transport	**12.6%**	16.7%	13.8%	11.7%	10.3%
Food and drink:					
- Food purchases at supermarkets	**57.8%**	61.6%	58.7%	58.1%	54.9%
- Restaurants	**68.9%**	70.3%	68.9%	68.0%	69.3%
Leisure:					
- Organized excursions	**24.5%**	25.9%	25.6%	24.3%	22.8%
- Sport activities	**6.4%**	5.9%	5.9%	5.7%	7.8%
- Cultural activities	**2.7%**	3.3%	2.6%	2.5%	2.6%
- Museums	**5.8%**	5.9%	6.1%	6.4%	5.1%
- Theme Parks	**10.9%**	11.4%	11.2%	10.4%	10.6%
- Discos and pubs	**11.0%**	12.2%	11.3%	11.1%	10.1%
- Wellness	**5.0%**	4.2%	4.4%	5.1%	5.9%
Purchases of goods:					
- Souvenirs	**41.8%**	41.8%	43.3%	41.3%	40.3%
- Other purchases	**0.9%**	0.9%	0.8%	0.8%	1.0%
Others:					
- Medical expenses	**6.7%**	6.6%	6.9%	6.7%	6.4%
- Other expenses	**4.4%**	4.2%	4.2%	4.4%	4.7%

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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Expenditure per tourist and trip (€)					
Accommodation:	**880**	**705**	**791**	**885**	**1,038**
- Accommodation	**729**	578	652	733	866
- Additional accommodation expenses	**151**	127	139	152	172
Transport:	**739**	**681**	**685**	**743**	**823**
- National/International Transport	**413**	347	370	418	483
- Flights between islands	**84**	105	77	75	90
- Taxi	**93**	90	90	99	94
- Car rental	**121**	109	120	121	131
- Public transport	**28**	30	28	30	25
Food and drink:	**328**	**293**	**305**	**325**	**372**
- Food purchases at supermarkets	**114**	106	110	111	125
- Restaurants	**214**	186	195	215	248
Leisure:	**565**	**528**	**534**	**549**	**628**
- Organized excursions	**96**	94	92	99	103
- Sport activities	**106**	103	94	98	123
- Cultural activities	**58**	50	58	55	67
- Museums	**39**	36	37	40	43
- Theme Parks	**77**	70	75	74	84
- Discos and pubs	**100**	94	92	102	111
- Wellness	**89**	82	87	80	98
Purchases of goods:	**309**	**323**	**337**	**250**	**316**
- Souvenirs	**88**	81	84	87	95
- Other purchases	**220**	242	253	163	220
Others:	**155**	**175**	**141**	**149**	**170**
- Medical expenses	**47**	32	43	47	57
- Other expenses	**109**	143	97	102	112

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
2025

TOURIST PROFILE

Who are they?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Gender					
Percentage of men	**48.2%**	41.3%	46.7%	48.8%	52.5%
Percentage of women	**51.8%**	58.7%	53.3%	51.2%	47.5%
Age					
Average age	**47.57**	42.94	47.53	48.50	48.78
Standard deviation	**17.0**	18.9	17.6	16.5	15.5
Age range					
16-24 years old	**9.8%**	22.8%	9.8%	7.3%	6.3%
25-30 years old	**10.4%**	13.9%	13.2%	9.3%	6.7%
31-45 years old	**28.8%**	23.1%	26.4%	30.4%	32.4%
46-60 years old	**23.1%**	14.6%	20.1%	24.5%	29.0%
Over 60 years old	**27.9%**	25.6%	30.4%	28.5%	25.6%
Occupation					
Salaried worker	**54.5%**	43.2%	53.7%	56.4%	58.5%
Self-employed	**10.5%**	12.1%	11.2%	9.8%	9.7%
Unemployed	**1.2%**	4.3%	1.1%	0.7%	0.5%
Business owner	**7.1%**	4.9%	4.6%	7.0%	10.9%
Student	**3.9%**	11.2%	3.4%	2.7%	2.3%
Retired	**21.5%**	22.0%	24.7%	22.1%	17.1%
Unpaid domestic work	**0.5%**	0.8%	0.4%	0.5%	0.6%
Others	**0.8%**	1.5%	1.0%	0.7%	0.6%
Annual household income level					
Less than €25,000	**12.3%**	100.0%	-	-	-
€25,000 - €49,999	**33.6%**	-	100.0%	-	-
€50,000 - €74,999	**25.1%**	-	-	100.0%	-
More than €74,999	**29.0%**	-	-	-	100.0%
Education level					
No studies	**4.2%**	4.9%	4.3%	4.1%	3.9%
Primary education	**2.1%**	4.3%	2.6%	1.5%	1.0%
Secondary education	**21.4%**	26.0%	25.1%	21.0%	15.4%
Higher education	**72.4%**	64.8%	68.1%	73.4%	79.7%

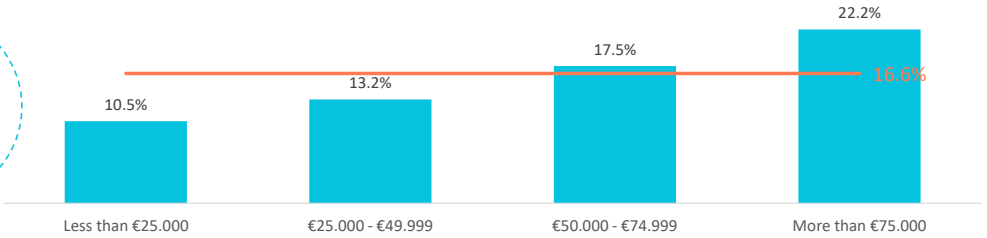
Who do they come with?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Unaccompanied	**10.2%**	16.2%	12.0%	8.9%	6.5%
Only with partner	**47.1%**	43.1%	48.2%	48.3%	46.4%
Only with children (< 13 years old)	**4.1%**	3.0%	3.5%	4.3%	5.1%
Partner + children (< 13 years old)	**6.7%**	2.9%	5.0%	7.3%	9.8%
Other relatives	**10.1%**	12.6%	9.9%	9.4%	9.8%
Friends	**7.3%**	10.2%	8.3%	6.6%	5.6%
Work colleagues	**0.6%**	0.9%	0.7%	0.5%	0.4%
Organized trip	**0.3%**	0.5%	0.4%	0.2%	0.3%
Other combinations [(2)]	**13.6%**	10.5%	12.0%	14.5%	16.0%
[(2)] *Different situations have been isolated*					
Tourists with children	**16.6%**	**10.5%**	**13.2%**	**17.5%**	**22.2%**
- Between 0 and 2 years old	**1.3%**	1.0%	1.3%	1.5%	1.4%
- Between 3 and 12 years old	**14.1%**	9.0%	11.0%	15.0%	19.2%
- Between 0 -2 and 3-12 years old	**1.1%**	0.4%	1.0%	1.0%	1.7%
Tourists without children	**83.4%**	**89.5%**	**86.8%**	**82.5%**	**77.8%**
Group composition:					
- 1 person	**12.2%**	19.6%	14.2%	10.5%	8.1%
- 2 people	**55.5%**	54.7%	57.1%	56.4%	53.2%
- 3 people	**11.9%**	10.1%	11.9%	12.1%	12.4%
- 4 or 5 people	**16.0%**	12.5%	12.7%	16.3%	21.1%
- 6 or more people	**4.4%**	3.1%	4.2%	4.6%	5.2%
Average group size:	**2.60**	2.36	2.50	2.64	2.80

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



% TOURISTS WHO TRAVEL WITH CHILDREN



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
2025

TRIP MOTIVATION AND DESTINATION CHOICE

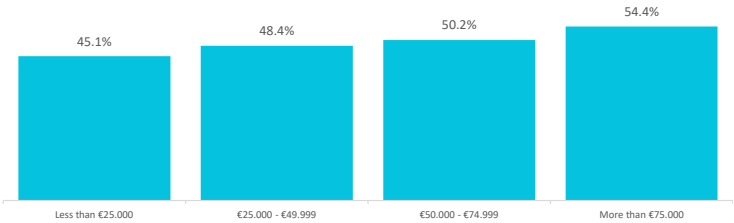
What is the main reason for visiting the Canary Islands?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Holidays	**91.1%**	84.6%	90.0%	92.9%	93.5%
Family reasons	**6.2%**	11.8%	7.2%	4.7%	4.0%
Business	**1.4%**	1.5%	1.5%	1.4%	1.2%
Education and training	**0.2%**	0.3%	0.3%	0.1%	0.1%
Sports training	**0.5%**	0.8%	0.5%	0.4%	0.6%
Health	**0.1%**	0.2%	0.1%	0.1%	0.1%
Conventions and Exhibitions	**0.2%**	0.4%	0.1%	0.2%	0.1%
Others	**0.4%**	0.4%	0.4%	0.3%	0.4%

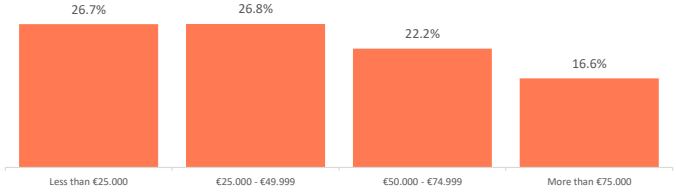
What is the main motivation for their holidays?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Rest	**50.2%**	45.1%	48.4%	50.2%	54.4%
Enjoy family time	**15.0%**	15.0%	12.9%	14.9%	17.5%
Have fun	**8.5%**	10.2%	8.7%	8.7%	7.4%
Explore the destination	**22.7%**	26.7%	26.8%	22.2%	16.6%
Practice their hobbies	**2.0%**	1.6%	1.8%	2.1%	2.3%
Other reasons	**1.7%**	1.4%	1.5%	1.9%	1.8%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Climate	**74.6%**	67.1%	72.5%	75.4%	79.5%
Safety	**56.0%**	53.9%	55.2%	55.5%	58.2%
Tranquility	**49.3%**	49.8%	49.6%	49.0%	49.1%
Sea	**44.5%**	46.8%	44.8%	44.8%	43.0%
Accommodation supply	**42.5%**	38.6%	39.3%	43.3%	47.3%
Price	**38.6%**	42.7%	39.9%	37.0%	36.8%
Beaches	**38.4%**	42.0%	39.5%	37.5%	36.4%
Effortless trip	**38.0%**	36.6%	36.7%	37.6%	40.3%
European belonging	**37.7%**	39.1%	37.7%	37.9%	37.0%
Landscapes	**36.5%**	43.9%	39.8%	35.7%	30.2%
Environment	**35.4%**	38.8%	37.6%	34.5%	32.4%
Gastronomy	**26.5%**	26.2%	26.4%	25.1%	28.0%
Authenticity	**24.3%**	29.9%	26.2%	22.8%	21.1%
Fun possibilities	**22.9%**	25.4%	23.1%	22.1%	22.1%
Exoticism	**12.4%**	16.9%	13.7%	11.6%	9.9%
Hiking trail network	**11.1%**	12.6%	12.1%	11.0%	9.5%
Culture	**10.2%**	12.3%	10.7%	9.7%	9.2%
Historical heritage	**9.9%**	12.7%	10.7%	9.6%	8.2%
Shopping	**9.9%**	12.6%	10.3%	8.9%	9.2%
Nightlife	**8.0%**	11.3%	8.5%	7.5%	6.6%

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	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Previous visits to the Canary Islands	**49.1%**	40.4%	46.1%	51.5%	54.2%
Friends or relatives	**28.6%**	34.2%	29.9%	27.5%	25.6%
Internet or social media	**51.4%**	49.1%	51.0%	52.8%	51.6%
Mass Media	**1.9%**	2.4%	1.8%	2.0%	1.8%
Travel guides and magazines	**6.1%**	6.0%	6.1%	5.7%	6.3%
Travel Blogs or Forums	**6.2%**	6.6%	6.5%	6.1%	5.7%
Travel TV Channels	**0.9%**	1.2%	0.8%	0.8%	0.8%
Tour Operator or Travel Agency	**18.8%**	16.6%	18.5%	19.9%	19.3%
Public administrations or similar	**0.6%**	0.6%	0.6%	0.5%	0.6%
Others	**3.3%**	3.6%	3.4%	3.0%	3.3%

** Multi-choise question*

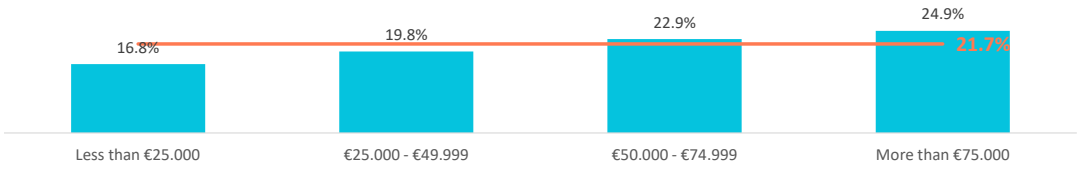
PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
2025

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
The same day	**0.9%**	1.2%	1.0%	0.9%	0.7%
Between 1 and 30 days	**22.7%**	27.6%	23.8%	22.0%	20.1%
Between 1 and 2 months	**22.4%**	25.6%	22.8%	22.1%	20.8%
Between 3 and 6 months	**32.3%**	28.9%	32.6%	32.1%	33.5%
More than 6 months	**21.7%**	16.8%	19.8%	22.9%	24.9%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



With whom did they book their flight and accommodation?

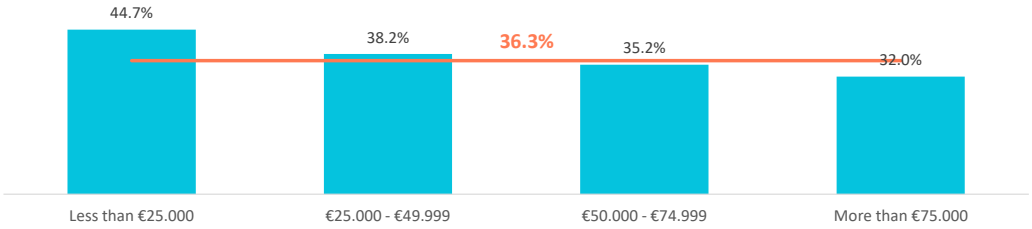
	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Flight					
- Directly with the airline	**51.7%**	57.5%	53.2%	48.5%	50.1%
- Tour Operator or Travel Agency	**48.3%**	42.5%	46.8%	51.5%	49.9%
Accommodation					
- Directly with the accommodation	**38.6%**	43.0%	38.9%	36.0%	38.7%
- Tour Operator or Travel Agency	**61.4%**	57.0%	61.1%	64.0%	61.3%

What do they book?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Room only	**36.3%**	44.7%	38.2%	35.2%	32.0%
Bed and Breakfast	**14.2%**	11.4%	12.5%	14.7%	16.6%
Half board	**17.3%**	14.9%	17.5%	17.6%	17.7%
Full board	**2.8%**	3.0%	2.9%	2.9%	2.6%
All inclusive	**29.4%**	25.9%	28.9%	29.6%	31.1%

% TOURISTS WHO BOOK ROOM ONLY



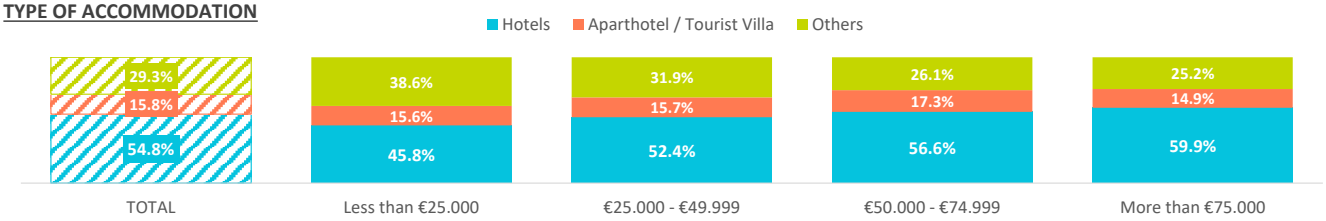


ACCOMMODATION

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
1-2-3* Hotel	**10.9%**	11.9%	11.2%	10.9%	10.0%
4* Hotel	**35.5%**	29.5%	35.6%	37.2%	36.4%
5* Hotel / 5* Luxury Hotel	**8.4%**	4.4%	5.5%	8.4%	13.5%
Aparthotel / Tourist Villa	**15.8%**	15.6%	15.7%	17.3%	14.9%
House/room rented in a private dwelling	**18.0%**	20.9%	19.3%	17.2%	16.0%
Private accommodation [1]	**8.4%**	13.6%	9.5%	6.5%	6.7%
Others (Cottage, cruise, camping,..)	**2.9%**	4.1%	3.2%	2.4%	2.6%

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

TYPE OF ACCOMMODATION



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
2025

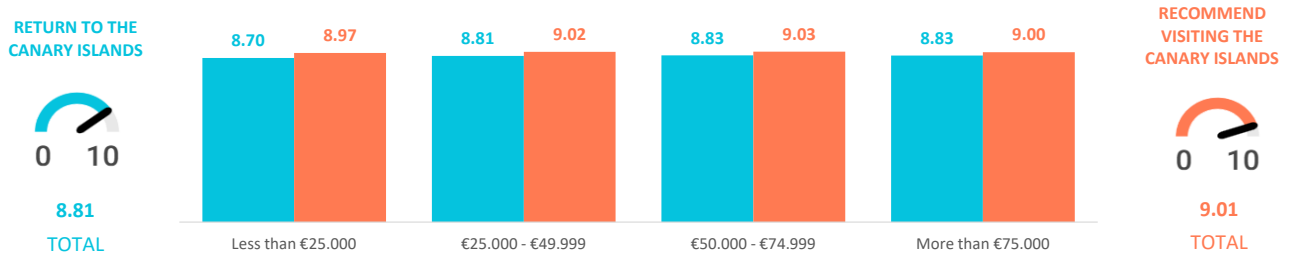
SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Average rating	**8.77**	8.74	8.77	8.77	8.77

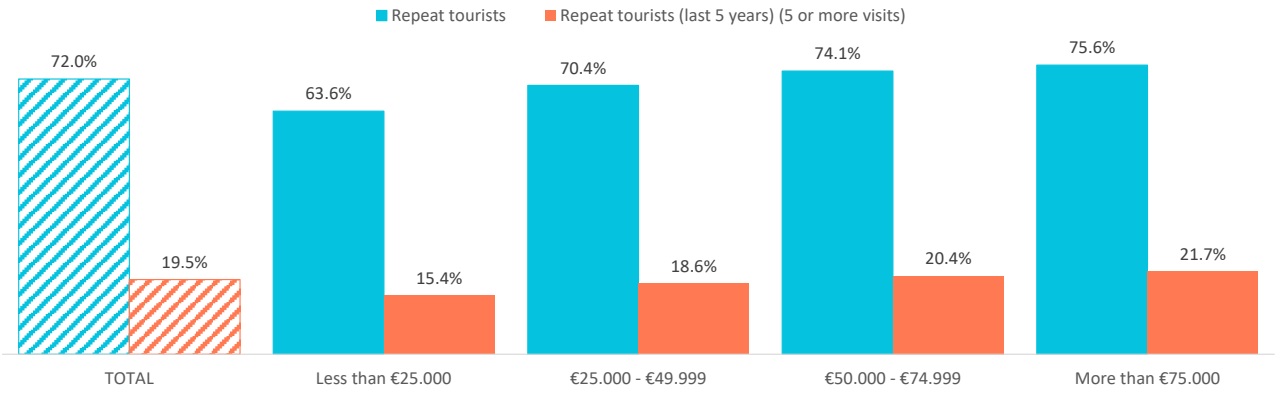
Experience in the Canary Islands	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Worse or much worse than expected	**2.7%**	3.7%	2.7%	2.3%	2.6%
Lived up to expectations	**55.3%**	51.0%	55.3%	56.5%	56.1%
Better or much better than expected	**42.0%**	45.3%	42.0%	41.2%	41.3%

Future intentions (scale 0-10)	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Return to the Canary Islands	**8.81**	8.70	8.81	8.83	8.83
Recommend visiting the Canary Islands	**9.01**	8.97	9.02	9.03	9.00



How many are loyal to the Canary Islands?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Repeat tourists	**72.0%**	63.6%	70.4%	74.1%	75.6%
At least 10 previous visits	**20.4%**	16.1%	19.1%	21.3%	22.9%
Repeat tourists (last 5 years)	**66.1%**	58.2%	64.7%	68.3%	69.0%
Repeat tourists (last 5 years) (5 or more visits)	**19.5%**	15.4%	18.6%	20.4%	21.7%



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
One island	**93.3%**	92.1%	92.9%	93.6%	94.1%
Two islands	**5.7%**	6.5%	6.2%	5.3%	5.2%
Three or more islands	**1.0%**	1.3%	0.9%	1.1%	0.7%

Visited islands during their trip (with overnight staying)

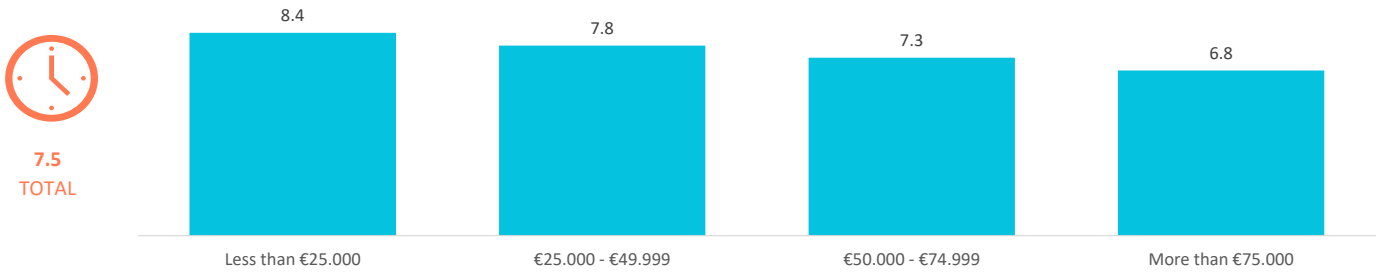
	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Lanzarote	**18.4%**	14.4%	17.8%	19.2%	20.1%
Fuerteventura	**15.3%**	16.1%	16.6%	15.4%	13.5%
Gran Canaria	**26.6%**	26.9%	25.6%	26.9%	27.3%
Tenerife	**40.7%**	44.3%	41.4%	39.3%	39.8%
La Gomera	**0.4%**	0.3%	0.4%	0.4%	0.5%
La Palma	**1.5%**	1.2%	1.5%	1.7%	1.5%
El Hierro	**0.1%**	0.2%	0.2%	0.1%	0.1%
Cruise	**0.2%**	0.2%	0.2%	0.3%	0.2%

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
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ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
0 hours	**2.3%**	1.5%	1.8%	2.2%	3.4%
1 - 2 hours	**9.2%**	5.5%	7.8%	9.6%	12.1%
3 - 6 hours	**32.6%**	28.6%	30.9%	33.4%	35.5%
7 - 12 hours	**47.6%**	52.4%	50.2%	47.4%	42.6%
More than 12 hours	**8.4%**	12.0%	9.3%	7.4%	6.5%
Outdoor time per day	**7.5**	8.4	7.8	7.3	6.8



Activities in the Canary Islands

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Walk, wander	**74.5%**	76.3%	75.8%	75.0%	71.9%
Beach	**68.1%**	73.6%	68.8%	67.8%	65.2%
Swimming pool, hotel facilities	**56.2%**	49.8%	53.2%	58.0%	60.9%
Explore the island on their own	**49.1%**	54.7%	51.2%	49.6%	43.9%
Taste Canarian gastronomy	**28.2%**	30.0%	29.0%	28.0%	26.7%
Hiking	**19.9%**	20.8%	20.4%	20.7%	18.4%
Organized excursions	**15.8%**	18.0%	16.4%	15.6%	14.2%
Nightlife / concerts / shows	**15.2%**	17.5%	15.7%	14.8%	13.8%
Theme parks	**13.8%**	16.0%	13.8%	13.5%	13.1%
Wineries / markets / popular festivals	**11.9%**	13.1%	12.9%	11.6%	10.4%
Sea excursions / whale watching	**11.9%**	13.1%	12.1%	11.7%	11.2%
Museums / exhibitions	**10.9%**	12.6%	11.4%	11.0%	9.4%
Other Nature Activities	**9.0%**	12.3%	9.4%	8.6%	7.5%
Swim	**7.6%**	7.2%	6.8%	8.1%	8.4%
Running	**6.2%**	5.5%	5.1%	5.7%	8.0%
Beauty and health treatments	**5.4%**	4.7%	4.9%	5.5%	6.3%
Astronomical observation	**4.2%**	4.8%	4.1%	4.5%	3.9%
Practice other sports	**3.9%**	4.0%	3.6%	3.4%	4.7%
Surf	**2.9%**	4.1%	2.8%	2.6%	2.9%
Cycling / Mountain bike	**2.7%**	2.3%	2.2%	2.6%	3.5%
Scuba Diving	**2.5%**	2.9%	2.6%	2.3%	2.5%
Golf	**2.3%**	1.9%	1.5%	2.0%	3.5%
Windsurf / Kitesurf	**0.9%**	0.9%	0.6%	1.0%	1.2%

COUNTRY OF RESIDENCE

Where are they from?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
United Kingdom	**34.1%**	26.7%	31.6%	33.2%	41.0%
Germany	**16.0%**	12.6%	14.7%	18.6%	16.7%
Spanish Mainland	**11.3%**	18.0%	15.2%	10.0%	5.1%
France	**5.2%**	5.9%	6.1%	6.0%	3.1%
Italy	**4.7%**	9.1%	6.8%	2.8%	2.0%
Ireland	**4.5%**	2.5%	3.9%	4.4%	6.2%
Netherlands	**4.2%**	2.8%	3.5%	5.1%	4.9%
Belgium	**2.7%**	2.0%	3.2%	3.0%	2.0%
Poland	**2.6%**	4.7%	3.2%	2.3%	1.2%
Norway	**2.2%**	0.5%	0.9%	2.8%	4.0%
Sweden	**1.8%**	1.0%	1.7%	2.2%	2.1%
Denmark	**1.6%**	0.7%	1.0%	1.6%	2.8%
Switzerland	**1.1%**	0.1%	0.4%	0.9%	2.6%
Finland	**1.0%**	0.6%	1.0%	1.3%	1.1%
Czech Republic	**1.0%**	1.5%	1.1%	1.0%	0.5%
Austria	**0.9%**	1.1%	0.9%	1.0%	0.7%
Others	**5.0%**	10.0%	4.9%	3.7%	4.2%

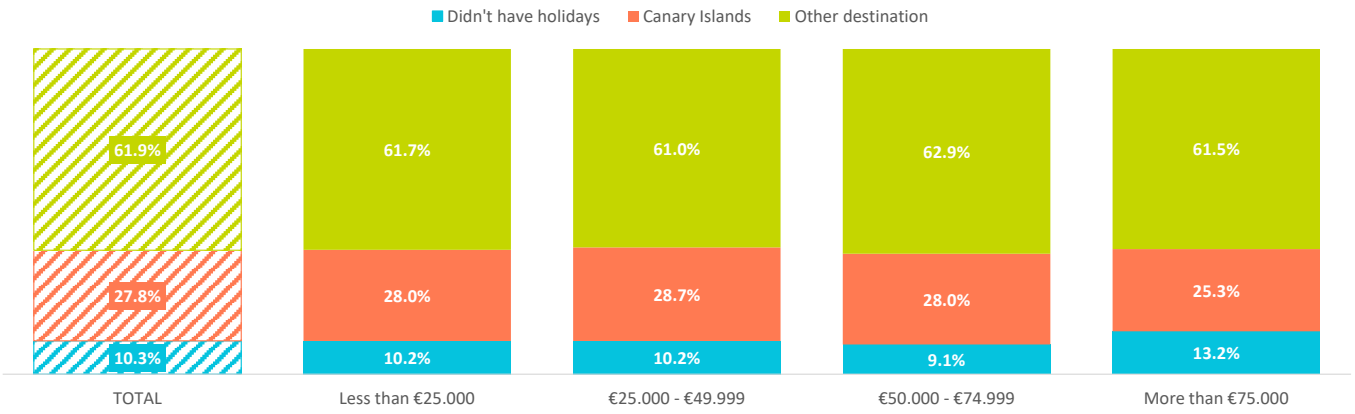
PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
2025

COMPETITORS

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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Didn't have holidays	**10.3%**	10.2%	10.2%	9.1%	13.2%
Canary Islands	**27.8%**	28.0%	28.7%	28.0%	25.3%
Other destination	**61.9%**	61.7%	61.0%	62.9%	61.5%
- Balearic Islands	**4.1%**	3.9%	4.1%	4.4%	4.0%
- Rest of Spain	**11.5%**	12.7%	10.9%	9.5%	13.8%
- Italy	**7.4%**	7.7%	7.3%	7.0%	7.8%
- France	**4.9%**	4.6%	5.4%	5.2%	3.9%
- Turkey	**3.2%**	3.3%	3.2%	3.4%	3.0%
- Greece	**7.4%**	7.4%	7.2%	8.0%	6.4%
- Portugal	**4.1%**	4.2%	3.8%	4.1%	4.5%
- Croatia	**2.1%**	2.1%	2.2%	2.1%	1.9%
- Egypt	**1.5%**	1.6%	1.6%	1.3%	1.6%
- Tunisia	**0.5%**	0.5%	0.4%	0.4%	0.6%
- Morocco	**1.3%**	1.4%	1.2%	1.0%	1.8%
- Others	**13.9%**	12.3%	13.9%	16.6%	12.2%

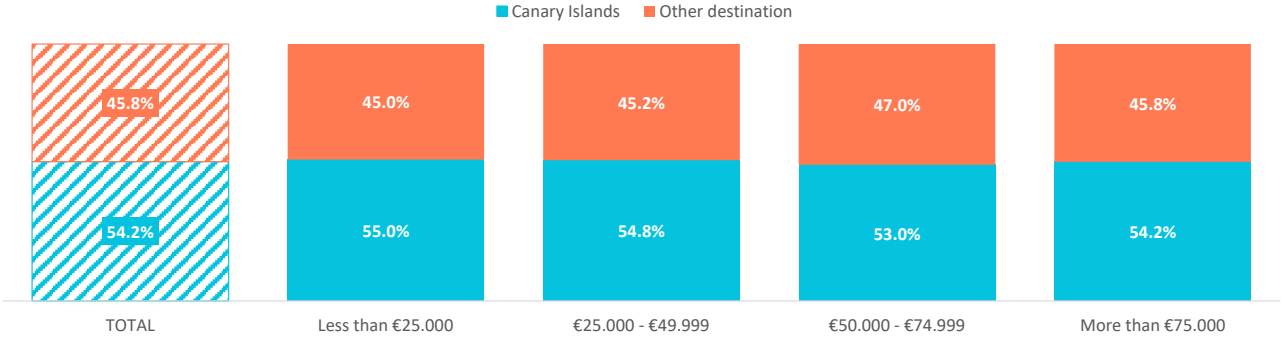
** Percentage of valid answers*



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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
None (I was clear about "this Canary Island")	**28.1%**	28.7%	28.4%	27.3%	27.8%
Canary Islands (other island)	**26.1%**	26.2%	26.4%	25.7%	26.3%
Other destination	**45.8%**	45.0%	45.2%	47.0%	45.8%
- Balearic Islands	**5.7%**	5.8%	5.6%	6.1%	5.2%
- Rest of Spain	**8.9%**	9.2%	8.6%	8.3%	10.1%
- Italy	**4.9%**	5.0%	4.9%	4.6%	5.6%
- France	**1.7%**	1.4%	1.8%	1.8%	2.2%
- Turkey	**3.2%**	3.1%	3.2%	3.6%	2.6%
- Greece	**7.8%**	7.5%	8.1%	8.3%	6.8%
- Portugal	**6.4%**	6.3%	6.3%	6.8%	5.9%
- Croatia	**2.3%**	2.1%	2.4%	2.3%	2.4%
- Egypt	**2.5%**	2.6%	2.3%	2.6%	2.9%
- Others	**2.3%**	2.1%	2.1%	2.6%	2.1%

** Percentage of valid answers*



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
2025

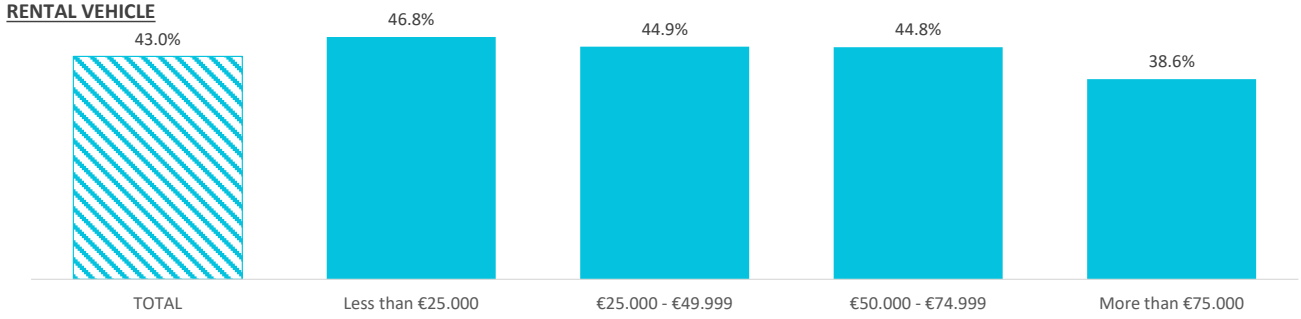
TRANSPORT (Data Q4 2025)

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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Rental vehicle	**43.0%**	46.8%	44.9%	44.8%	38.6%
Public transport	**28.7%**	33.1%	30.6%	29.0%	25.3%
Taxi / Private hire vehicle	**31.6%**	22.3%	28.4%	31.8%	37.4%
Organised excursions with transport included	**11.4%**	10.0%	11.5%	11.3%	11.7%
Bicycle	**3.0%**	2.5%	3.0%	2.8%	3.4%
On foot	**15.7%**	15.8%	14.9%	14.7%	17.4%

** Multi-choise question*

RENTAL VEHICLE

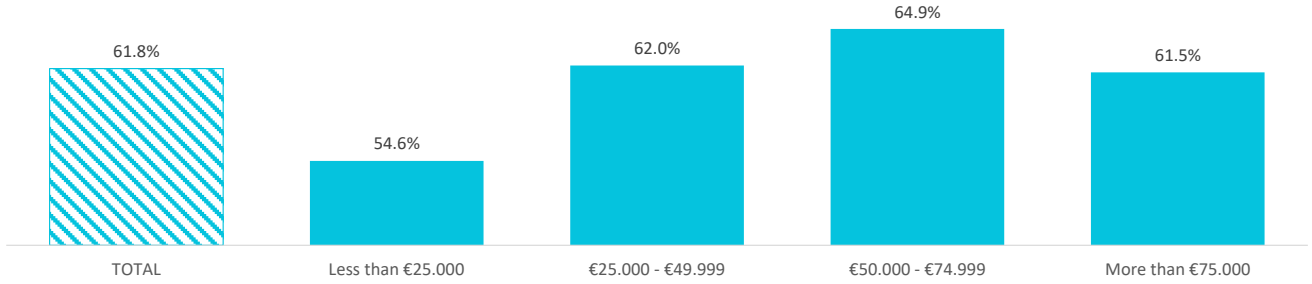


What factors influenced their choice of transport?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
No other alternative	**15.5%**	19.1%	15.5%	13.7%	15.8%
Comfort and convenience	**61.8%**	54.6%	62.0%	64.9%	61.5%
Price	**31.8%**	33.5%	32.2%	32.7%	30.3%
Acessibility	**24.6%**	26.0%	24.0%	25.8%	23.7%
Environmental impact	**4.3%**	3.3%	4.2%	4.0%	4.9%
Safety	**11.4%**	11.1%	11.8%	11.6%	10.8%
Available travel time	**11.6%**	14.9%	12.8%	10.0%	10.5%
Punctuality	**6.8%**	6.5%	6.9%	7.4%	6.5%
Flexible timetable	**15.0%**	17.2%	15.1%	14.8%	14.5%

** Multi-choise question*

COMFORT AND CONVENIENCE



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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Yes	**6.6%**	8.5%	6.5%	6.8%	6.0%
- Infrequent service	**2.0%**	2.7%	1.9%	2.2%	1.7%
- Confusing or insufficient information	**1.8%**	2.7%	1.9%	1.8%	1.3%
- Accessibility barriers	**0.3%**	1.1%	0.3%	0.3%	0.1%
- Delays or cancellations	**1.9%**	1.7%	2.0%	2.0%	1.8%
- High fares	**0.7%**	1.2%	0.6%	0.8%	0.7%
- Difficulties with booking systems	**0.5%**	0.6%	0.3%	0.5%	0.7%
- Poor connections	**0.8%**	1.3%	0.9%	0.8%	0.4%
- Others	**1.4%**	1.6%	1.3%	1.4%	1.4%
No	**93.4%**	91.5%	93.5%	93.2%	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 number*

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
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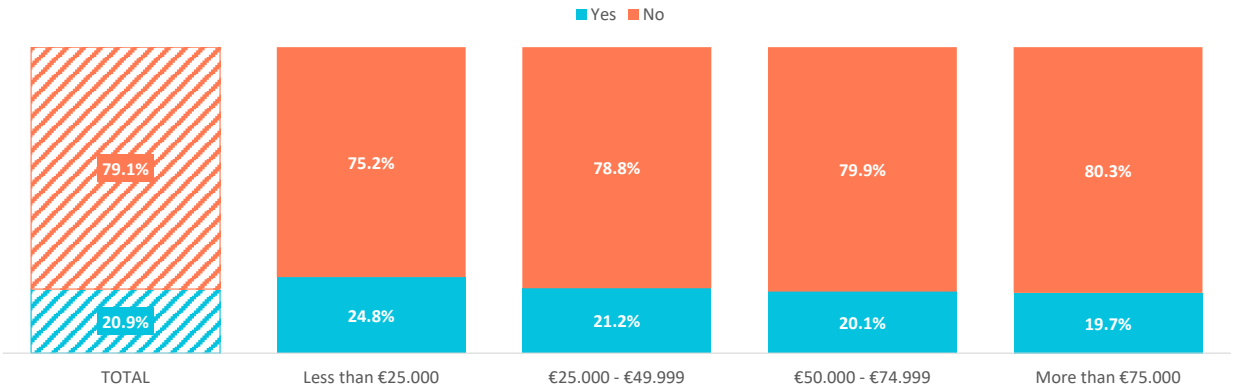
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Yes	**48.2%**	40.5%	47.7%	49.8%	50.8%
No	**31.8%**	38.6%	32.7%	30.2%	28.9%
Not remember	**20.0%**	20.9%	19.6%	20.0%	20.3%

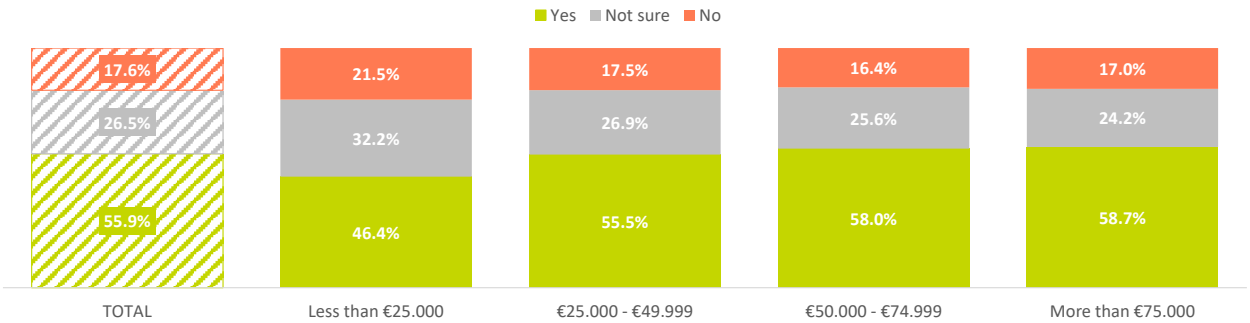
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Yes	**20.9%**	24.8%	21.2%	20.1%	19.7%
No	**79.1%**	75.2%	78.8%	79.9%	80.3%



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

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Yes	**55.9%**	46.4%	55.5%	58.0%	58.7%
- For any purpose	**13.0%**	7.3%	11.8%	13.8%	16.2%
- Improve living conditions	**9.4%**	8.7%	9.7%	10.2%	8.8%
- Improve economic development	**4.5%**	4.2%	4.4%	4.5%	4.7%
- Improve the environment	**17.6%**	15.8%	18.4%	18.3%	16.8%
- Improve the tourist environment	**5.1%**	4.3%	5.1%	5.0%	5.4%
- Other purposes	**6.3%**	5.9%	6.1%	6.2%	6.9%
Not sure	**26.5%**	32.2%	26.9%	25.6%	24.2%
No	**17.6%**	21.5%	17.5%	16.4%	17.0%



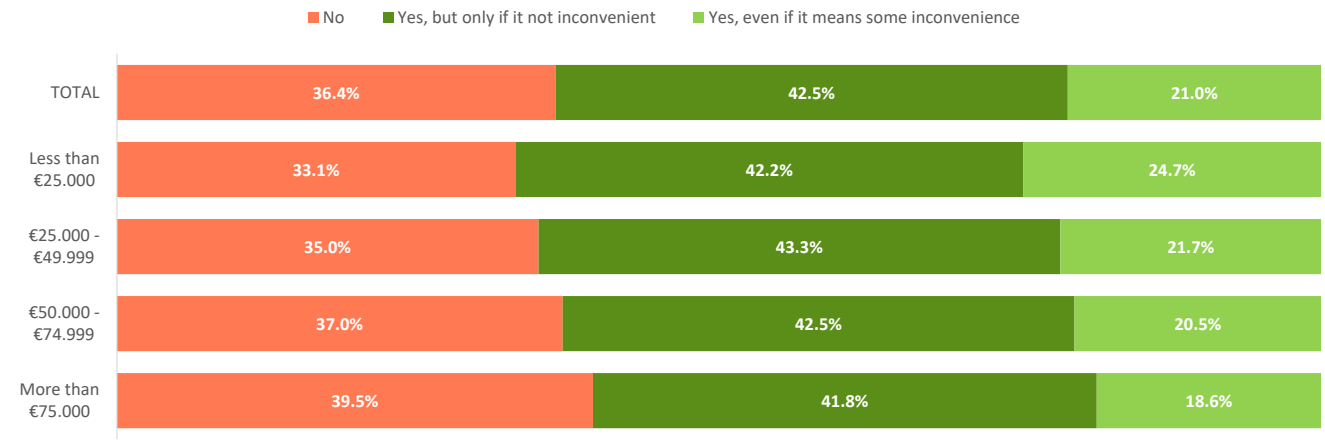
How much would they be willing to pay?

	TOTAL	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Up to 1 euro	**38.1%**	43.8%	40.0%	37.4%	34.0%
Up to 2 euros	**32.1%**	30.1%	32.4%	32.9%	31.8%
Up to 3 euros	**19.2%**	17.2%	18.3%	19.7%	20.6%
More than 3 euros	**10.6%**	9.0%	9.2%	9.9%	13.6%

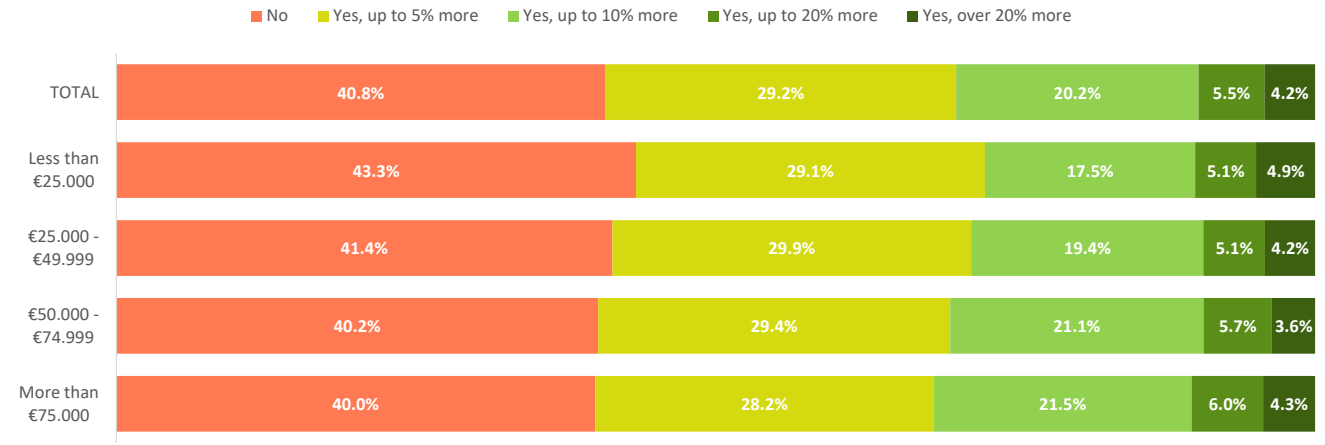
PROFILE OF TOURIST BY FAMILY ANNUAL INCOME
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SUSTAINABLE DESTINATION (DATA = 2023)

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	Less than €25.000	€25.000 - €49.999	€50.000 - €74.999	More than €75.000
Quality of life on the island	**8.03**	8.15	8.09	8.00	7.94
Tolerance towards tourism	**8.55**	8.55	8.58	8.56	8.53
Cleanliness of the island	**8.25**	8.23	8.30	8.22	8.23
Air quality	**8.46**	8.40	8.51	8.42	8.45
Rational water consumption	**7.58**	7.60	7.67	7.56	7.49
Energy saving	**7.06**	7.19	7.19	7.01	6.91
Use of renewable energy	**7.03**	7.21	7.12	6.98	6.88
Recycling	**7.07**	7.17	7.20	7.01	6.91
Easy to get around by public transport	**7.49**	7.60	7.61	7.49	7.33
Overcrowding in tourist areas	**6.58**	6.87	6.68	6.52	6.42
Supply of local products	**7.20**	7.39	7.33	7.15	7.00

** 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.