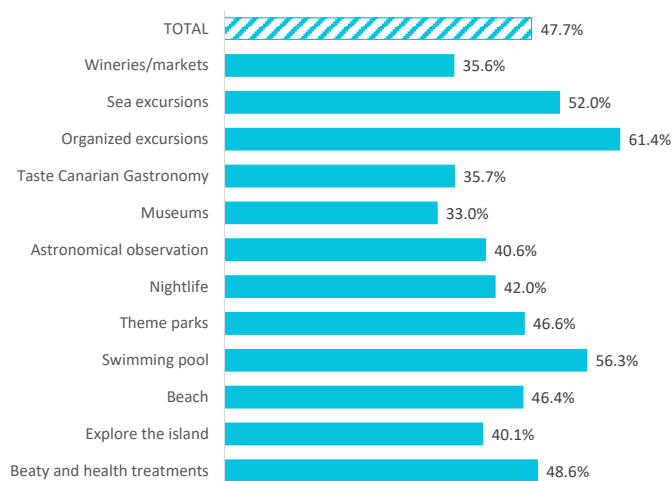


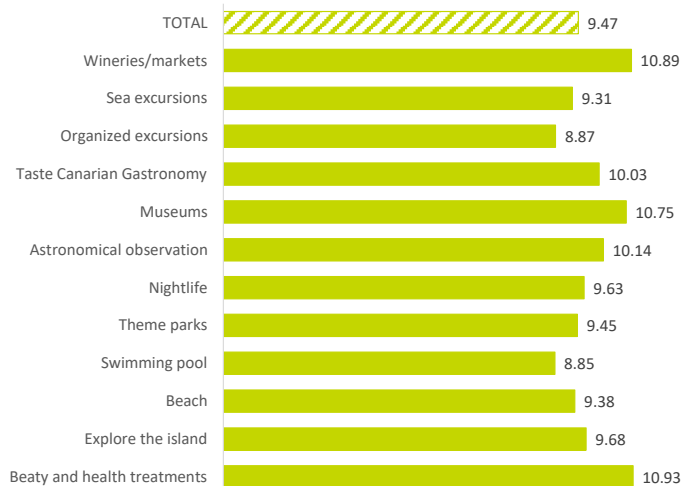
TOURIST EXPENDITURE

	TOTAL	Wineries	Sea exc. Jrgan.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty	
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	1,608,949	1,753,780	2,375,717	3,734,759	1,486,177	560,831	2,240,829	1,994,403	8,361,990	9,793,629	6,772,739	857,189
% Tourists	100%	11.4%	12.4%	16.8%	26.5%	10.5%	4.0%	15.9%	14.1%	59.3%	69.4%	48.0%	6.1%
- Lanzarote	2,601,667	528,438	178,722	464,705	745,252	552,125	52,322	356,019	210,294	1,639,242	1,785,580	1,334,747	141,955
- Fuerteventura	1,984,658	136,171	192,614	273,633	379,416	104,077	70,318	192,467	117,421	1,073,972	1,546,780	790,780	100,211
- Gran Canaria	3,737,159	366,269	387,799	453,611	863,464	377,615	127,450	678,892	354,788	2,102,931	2,620,740	1,666,480	215,529
- Tenerife	5,601,943	546,367	967,765	1,138,469	1,672,880	414,774	287,352	1,000,335	1,307,941	3,472,756	3,723,627	2,849,248	392,952
- La Palma	133,951	25,437	19,967	34,864	55,801	30,556	21,126	9,134	1,917	62,453	87,309	100,497	4,985
% tourists who book holiday package	47.7%	35.6%	52.0%	61.4%	35.7%	33.0%	40.6%	42.0%	46.6%	56.3%	46.4%	40.1%	48.6%
Expenditure per tourist (€)	1,387	1,365	1,488	1,469	1,335	1,381	1,396	1,308	1,533	1,467	1,378	1,334	1,660
- book holiday package	1,596	1,606	1,666	1,611	1,618	1,617	1,608	1,540	1,722	1,598	1,589	1,560	1,769
- holiday package	1,319	1,272	1,324	1,306	1,251	1,291	1,297	1,173	1,350	1,321	1,307	1,250	1,397
- others	277	334	342	305	367	326	312	367	371	276	282	311	372
- do not book holiday package	1,196	1,232	1,294	1,242	1,178	1,264	1,252	1,139	1,369	1,298	1,195	1,183	1,557
- flight	328	319	339	320	323	345	335	289	380	341	328	318	362
- accommodation	420	381	425	446	366	419	408	363	442	517	411	396	587
- others	448	533	530	476	489	500	509	487	547	440	456	469	608
Average length of stay	9.47	10.89	9.31	8.87	10.03	10.75	10.14	9.63	9.45	8.85	9.38	9.68	10.93
Average daily expenditure (€)	167.8	149.4	179.3	180.3	156.3	153.1	159.6	158.0	184.9	183.0	167.0	159.7	185.9
Average daily expenditure without flight (€)	120.2	109.1	130.6	131.3	113.3	111.4	115.3	116.9	133.7	132.2	119.8	115.4	136.9
Average cost of the flight (€)	387.4	361.7	400.7	398.2	360.9	378.9	380.4	334.6	421.1	404.6	384.6	364.1	420.4
Total turnover (≥ 16 years old) (€m)	19,565	2,197	2,609	3,489	4,986	2,052	783	2,930	3,058	12,263	13,494	9,037	1,423
% Turnover	100%	11.2%	13.3%	17.8%	25.5%	10.5%	4.0%	15.0%	15.6%	62.7%	69.0%	46.2%	7.3%

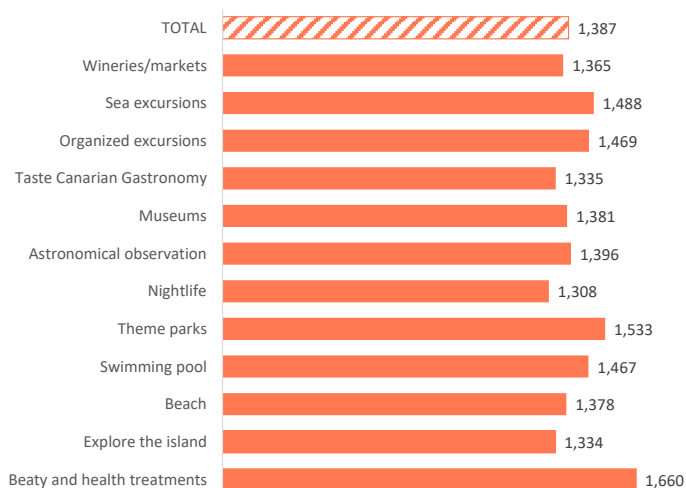
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



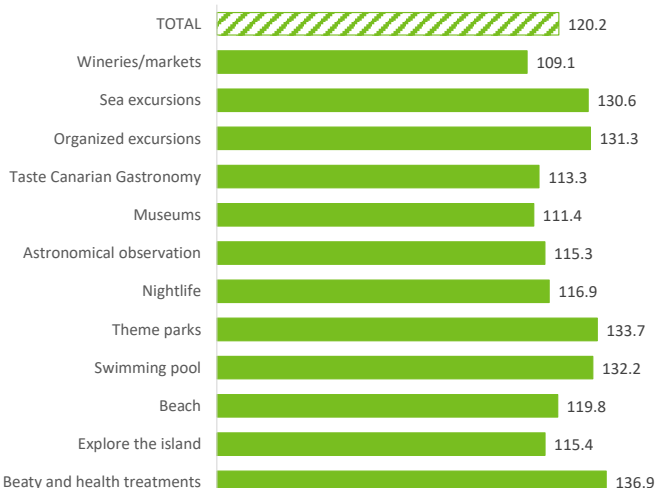
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



% Tourists whose spending has been greater than €0 in each item

	TOTAL	Wineries	Sea exc.	Organ.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Accommodation:													
- Accommodation	83.7%	79.5%	87.6%	90.8%	79.7%	82.9%	83.2%	80.4%	84.6%	89.0%	84.3%	83.9%	81.3%
- Additional accommodation expenses	7.1%	8.2%	7.6%	7.1%	7.3%	9.0%	8.0%	8.7%	8.1%	7.8%	7.6%	8.0%	9.0%
Transport:													
- National/International Transport	94.9%	94.8%	93.7%	94.5%	95.3%	95.4%	94.5%	94.3%	94.1%	95.2%	95.4%	95.4%	94.3%
- Flights between islands	5.6%	8.8%	7.7%	8.1%	6.7%	9.6%	8.2%	5.7%	5.7%	4.9%	6.2%	7.6%	6.4%
- Taxi	52.6%	40.0%	54.7%	62.5%	43.1%	33.9%	43.5%	55.8%	51.4%	61.0%	50.7%	41.3%	57.0%
- Car rental	32.4%	48.5%	39.6%	28.1%	45.4%	60.0%	46.0%	26.1%	43.1%	28.6%	36.0%	53.3%	31.0%
- Public transport	11.2%	14.1%	10.6%	12.7%	14.5%	16.2%	13.4%	14.6%	10.2%	9.8%	12.0%	13.7%	13.2%
Food and drink:													
- Food purchases at supermarkets	58.8%	69.2%	60.4%	55.3%	68.6%	69.8%	66.1%	64.5%	65.1%	56.0%	61.8%	65.5%	63.8%
- Restaurants	66.5%	76.4%	67.6%	61.6%	82.3%	75.4%	69.7%	75.1%	70.9%	63.9%	67.0%	72.6%	71.4%
Leisure:													
- Organized excursions	24.7%	34.7%	65.8%	73.6%	30.0%	34.6%	41.3%	25.0%	38.8%	27.3%	27.9%	30.1%	29.7%
- Sport activities	8.1%	9.8%	13.8%	10.1%	9.1%	8.6%	12.1%	10.2%	12.4%	8.0%	9.0%	9.2%	11.0%
- Cultural activities	2.8%	6.7%	3.8%	3.6%	4.6%	9.8%	8.0%	5.5%	4.8%	2.5%	3.2%	4.3%	3.9%
- Museums	5.5%	16.4%	5.5%	5.9%	9.7%	37.6%	9.0%	4.8%	6.1%	4.6%	6.3%	9.6%	6.6%
- Theme Parks	10.9%	12.6%	19.7%	17.5%	14.4%	13.2%	13.7%	15.5%	60.2%	13.3%	12.7%	13.7%	15.9%
- Discos and pubs	10.7%	14.0%	11.3%	10.5%	13.6%	8.3%	10.9%	42.6%	14.8%	11.9%	11.8%	11.2%	15.4%
- Wellness	5.3%	6.8%	7.1%	6.8%	6.4%	5.8%	6.9%	8.1%	7.0%	6.5%	5.7%	5.5%	54.7%
Purchases of goods:													
- Souvenirs	41.5%	53.2%	47.5%	48.5%	48.0%	48.9%	48.7%	42.2%	46.7%	43.6%	43.3%	44.8%	50.7%
- Real estate	0.2%	0.2%	0.3%	0.2%	0.2%	0.1%	0.4%	0.2%	0.3%	0.2%	0.2%	0.2%	0.4%
- Other purchases	0.8%	1.5%	1.1%	0.7%	1.2%	1.4%	1.9%	0.8%	1.1%	0.8%	0.9%	1.1%	1.3%
Others:													
- Medical expenses	7.7%	10.2%	9.2%	8.3%	9.4%	9.6%	10.3%	8.7%	10.1%	8.0%	8.3%	8.5%	12.8%
- Other expenses	5.4%	6.3%	6.6%	6.4%	5.6%	4.9%	7.1%	5.8%	6.5%	6.0%	5.5%	5.6%	7.3%

Average expenditure of tourists whose spending has been greater than €0 in each item

	TOTAL	Wineries	Sea exc.	Organ.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Expenditure per tourist and trip (€)													
Accommodation:													
- Accommodation	866	766	833	833	757	763	802	778	867	909	842	779	1,003
- Additional accommodation expenses	157	122	139	126	130	124	143	151	152	159	155	147	132
Transport:													
- National/International Transport	733	694	750	735	690	725	735	656	781	731	724	710	775
- Flights between islands	408	382	428	421	379	397	403	355	447	425	403	382	446
- Taxi	84	71	82	74	78	76	88	75	85	76	84	85	82
- Car rental	89	85	94	96	82	88	93	80	93	89	88	91	88
- Public transport	122	126	122	112	124	127	124	116	128	115	121	122	135
- Wellness	29	30	24	31	28	38	28	30	28	26	28	31	24
Food and drink:													
- Food purchases at supermarkets	306	319	290	263	309	294	295	317	305	294	297	290	343
- Restaurants	108	119	96	85	105	111	109	111	103	94	105	104	120
- Restaurants	199	201	194	178	204	183	186	206	202	199	192	186	223
Leisure:													
- Organized excursions	535	516	547	510	510	473	514	528	544	523	523	503	561
- Sport activities	95	95	104	104	89	86	101	92	106	96	95	89	99
- Cultural activities	99	85	100	91	94	89	82	89	87	88	93	90	100
- Museums	58	60	53	50	53	52	51	61	58	57	57	57	74
- Theme Parks	39	40	49	39	38	36	49	45	50	42	39	38	44
- Discos and pubs	71	65	78	67	66	68	67	67	72	72	71	67	66
- Wellness	99	97	93	88	93	68	84	100	98	98	94	89	101
- Wellness	74	74	70	72	77	72	80	74	74	71	75	74	77
Purchases of goods:													
- Souvenirs	1,242	909	736	356	2,019	423	1,211	635	614	868	1,287	1,157	617
- Real estate	87	85	79	78	84	83	80	86	87	83	84	78	98
- Other purchases	934	660	337	210	1,675	305	848	420	253	644	995	855	391
- Other purchases	221	164	320	68	260	36	283	129	274	141	207	224	129
Others:													
- Medical expenses	138	172	143	116	149	153	167	164	113	114	132	139	168
- Other expenses	47	50	62	40	45	54	91	55	40	41	44	42	91
- Other expenses	91	122	81	76	104	99	76	109	73	73	88	97	77

TOURIST PROFILE

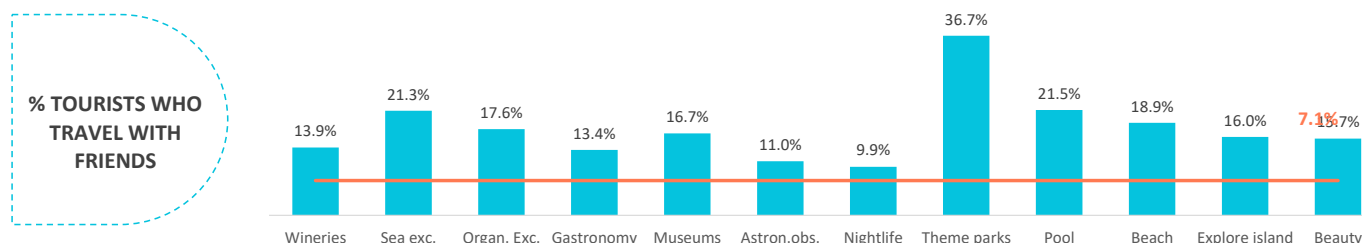
Who are they?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Gender													
Percentage of men	48.2%	48.0%	47.6%	44.6%	49.1%	51.5%	53.4%	50.8%	49.3%	46.2%	47.9%	49.4%	40.7%
Percentage of women	51.8%	52.0%	52.4%	55.4%	50.9%	48.5%	46.6%	49.2%	50.7%	53.8%	52.1%	50.6%	59.3%
Age													
Average age	46.37	44.42	40.76	43.36	44.42	44.28	40.31	39.79	38.79	45.90	44.07	43.25	45.94
Standard deviation	16.8	16.5	15.4	16.6	16.4	16.3	15.6	16.2	13.7	16.3	16.0	15.9	16.5
Age range													
16-24 years old	11.1%	12.8%	17.5%	15.4%	12.4%	12.9%	17.1%	21.4%	17.0%	11.3%	12.7%	13.6%	12.3%
25-30 years old	10.8%	13.3%	14.2%	13.4%	13.5%	11.9%	16.9%	16.6%	14.8%	10.0%	12.2%	13.3%	9.4%
31-45 years old	28.7%	28.7%	33.6%	29.2%	29.5%	32.5%	32.2%	27.8%	40.3%	30.3%	31.4%	31.5%	29.3%
46-60 years old	25.2%	24.5%	21.6%	22.6%	24.0%	22.4%	19.5%	20.5%	19.7%	25.9%	24.8%	23.6%	26.5%
Over 60 years old	24.2%	20.7%	13.2%	19.4%	20.6%	20.4%	14.3%	13.8%	8.2%	22.5%	18.8%	17.9%	22.6%
Occupation													
Salaried worker	55.7%	55.4%	61.0%	58.9%	56.5%	55.9%	59.7%	60.0%	64.5%	57.6%	58.4%	58.2%	52.6%
Self-employed	10.8%	10.8%	10.8%	10.0%	11.1%	11.0%	9.5%	11.2%	12.1%	10.7%	11.3%	11.3%	12.9%
Unemployed	0.9%	1.6%	1.4%	1.3%	1.2%	1.4%	1.7%	1.5%	1.2%	0.8%	1.0%	1.2%	0.7%
Business owner	8.1%	7.4%	8.6%	7.5%	7.9%	7.3%	11.3%	7.2%	9.0%	7.9%	8.2%	8.1%	10.3%
Student	4.2%	5.8%	5.5%	5.1%	5.2%	6.0%	5.7%	6.4%	5.0%	3.7%	4.9%	5.3%	3.5%
Retired	18.9%	17.2%	11.0%	15.9%	16.7%	17.1%	11.0%	11.7%	6.6%	17.9%	14.8%	14.5%	18.3%
Unpaid domestic work	0.6%	0.7%	0.6%	0.6%	0.4%	0.4%	0.3%	0.6%	0.7%	0.6%	0.6%	0.5%	0.5%
Others	0.9%	1.1%	1.2%	0.8%	0.8%	0.8%	0.7%	1.3%	0.8%	0.8%	0.9%	0.9%	1.3%
Annual household income level													
Less than €25,000	13.1%	15.7%	15.1%	15.4%	13.9%	15.0%	13.9%	16.4%	15.3%	11.6%	13.6%	14.3%	12.4%
€25,000 - €49,999	34.9%	37.0%	34.8%	36.1%	36.7%	37.3%	34.7%	37.2%	34.0%	34.4%	35.0%	36.3%	31.3%
€50,000 - €74,999	24.4%	23.9%	24.4%	24.0%	24.5%	24.4%	24.4%	22.5%	24.8%	24.8%	24.7%	24.4%	24.6%
More than €74,999	27.7%	23.4%	25.7%	24.5%	24.9%	23.3%	27.0%	23.9%	25.8%	29.2%	26.8%	25.0%	31.6%
Education level													
No studies	4.0%	2.3%	4.3%	4.0%	2.9%	1.7%	2.4%	5.9%	4.3%	5.0%	3.7%	2.8%	4.3%
Primary education	1.9%	2.1%	2.2%	1.9%	1.7%	1.4%	2.8%	1.5%	1.7%	1.7%	1.8%	1.7%	1.9%
Secondary education	20.1%	16.1%	19.2%	20.8%	18.4%	14.4%	16.9%	18.9%	19.8%	20.5%	19.5%	17.9%	19.2%
Higher education	73.9%	79.5%	74.3%	73.3%	77.0%	82.5%	77.9%	73.7%	74.1%	72.8%	74.9%	77.6%	74.7%

Who do they come with?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Accompaniment													
Unaccompanied	10.1%	9.6%	5.2%	6.3%	9.9%	9.3%	11.8%	13.4%	4.8%	5.7%	9.5%	9.3%	11.7%
Only with partner	47.5%	48.7%	44.6%	48.7%	50.1%	48.3%	47.5%	43.1%	34.5%	47.4%	45.3%	48.3%	47.1%
Only with children (< 13 years old)	4.4%	3.3%	5.8%	4.2%	3.0%	4.5%	3.7%	2.0%	9.3%	5.5%	5.1%	4.3%	3.7%
Partner + children (< 13 years old)	6.8%	5.5%	9.0%	7.5%	5.8%	6.9%	3.7%	3.3%	15.2%	8.7%	7.6%	6.6%	5.2%
Other relatives	10.0%	10.0%	11.1%	11.2%	9.2%	10.3%	8.3%	10.3%	11.3%	11.1%	10.2%	9.3%	9.9%
Friends	7.1%	7.8%	7.5%	6.9%	8.1%	6.7%	8.4%	14.2%	6.1%	6.2%	7.6%	7.7%	6.6%
Work colleagues	0.6%	0.3%	0.5%	0.4%	0.5%	0.4%	1.2%	0.9%	0.1%	0.4%	0.4%	0.4%	0.3%
Organized trip	0.2%	0.2%	0.3%	0.5%	0.1%	0.2%	0.3%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%
Other combinations ⁽²⁾	13.3%	14.6%	16.1%	14.2%	13.4%	13.5%	15.1%	12.7%	18.5%	14.9%	14.1%	14.0%	15.3%
⁽²⁾ Different situations have been isolated													
Tourists with children													
- Between 0 and 2 years old	1.5%	1.1%	0.8%	0.8%	1.2%	1.0%	0.6%	0.6%	2.2%	1.6%	1.6%	1.2%	1.3%
- Between 3 and 12 years old	14.1%	11.7%	19.4%	16.0%	11.2%	14.7%	9.5%	8.6%	31.4%	18.2%	15.9%	13.6%	13.5%
- Between 0 -2 and 3-12 years old	1.3%	1.0%	1.1%	0.8%	1.0%	1.1%	1.0%	0.6%	3.0%	1.7%	1.4%	1.2%	0.9%
Tourists without children													
Group composition:													
- 1 person	12.6%	12.8%	6.8%	8.4%	12.2%	12.1%	14.5%	16.7%	6.3%	7.5%	11.9%	11.7%	13.5%
- 2 people	55.3%	55.6%	54.9%	58.7%	58.0%	54.6%	56.9%	53.2%	41.0%	54.9%	53.3%	55.8%	56.3%
- 3 people	12.1%	11.6%	13.6%	12.7%	11.4%	12.1%	9.2%	9.9%	18.7%	13.8%	13.0%	12.4%	10.9%
- 4 or 5 people	16.0%	15.7%	19.9%	16.3%	14.9%	17.7%	15.9%	14.9%	27.3%	19.1%	17.5%	16.6%	15.0%
- 6 or more people	4.0%	4.2%	4.8%	3.8%	3.5%	3.5%	3.6%	5.3%	6.8%	4.8%	4.2%	3.6%	4.3%
Average group size:	2.57	2.57	2.78	2.62	2.51	2.58	2.51	2.56	3.11	2.75	2.63	2.57	2.57

*People who share the main expenses of the trip



TRIP MOTIVATION AND DESTINATION CHOICE

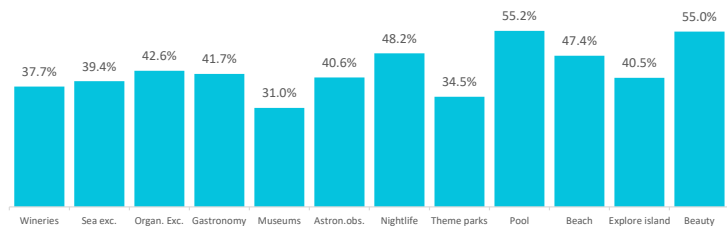
What is the main reason for visiting the Canary Islands?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Holidays	90.0%	87.7%	94.6%	95.9%	86.8%	88.6%	87.9%	87.6%	92.5%	95.4%	90.7%	90.2%	89.4%
Family reasons	6.9%	9.5%	3.5%	2.5%	10.3%	8.2%	7.7%	9.2%	6.0%	3.0%	7.1%	7.5%	7.3%
Business	1.6%	1.1%	0.8%	0.7%	1.3%	1.1%	1.8%	1.6%	0.6%	0.7%	0.9%	0.9%	1.3%
Education and training	0.2%	0.4%	0.2%	0.2%	0.3%	0.6%	0.4%	0.3%	0.3%	0.1%	0.2%	0.3%	0.1%
Sports training	0.5%	0.3%	0.3%	0.1%	0.3%	0.2%	0.8%	0.2%	0.1%	0.3%	0.4%	0.4%	0.3%
Health	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.3%	0.1%	0.0%	0.1%	0.1%	0.1%	0.5%
Conventions and Exhibitions	0.2%	0.2%	0.1%	0.2%	0.2%	0.3%	0.3%	0.2%	0.1%	0.1%	0.1%	0.1%	0.0%
Others	0.5%	0.7%	0.4%	0.4%	0.7%	0.9%	0.8%	0.8%	0.5%	0.3%	0.5%	0.5%	0.9%

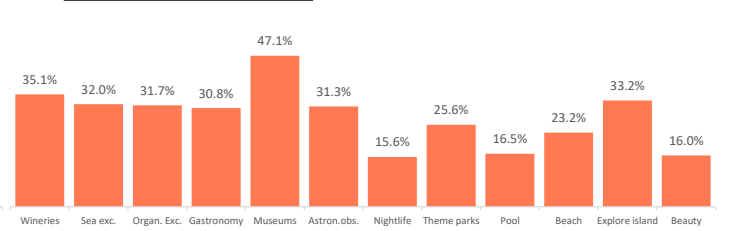
What is the main motivation for their holidays?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Rest	50.9%	37.7%	39.4%	42.6%	41.7%	31.0%	40.6%	48.2%	34.5%	55.2%	47.4%	40.5%	55.0%
Enjoy family time	15.6%	15.4%	14.5%	12.8%	14.9%	12.6%	11.8%	13.5%	24.2%	16.2%	16.3%	13.8%	17.0%
Have fun	9.2%	8.1%	11.7%	11.0%	9.2%	5.6%	10.6%	20.0%	14.0%	9.7%	9.9%	9.1%	8.7%
Explore the destination	20.7%	35.1%	32.0%	31.7%	30.8%	47.1%	31.3%	15.6%	25.6%	16.5%	23.2%	33.2%	16.0%
Practice their hobbies	2.0%	1.8%	1.1%	0.9%	1.7%	1.7%	2.6%	1.2%	0.5%	1.2%	1.7%	1.8%	1.2%
Other reasons	1.7%	1.9%	1.3%	1.0%	1.7%	2.0%	3.1%	1.5%	1.2%	1.2%	1.6%	1.7%	2.1%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Climate	75.1%	71.1%	71.0%	72.1%	72.0%	67.6%	71.3%	74.4%	72.5%	77.6%	75.7%	72.7%	79.0%
Safety	54.6%	51.6%	53.6%	55.5%	52.6%	48.6%	53.7%	57.4%	55.0%	57.9%	54.4%	51.1%	60.6%
Tranquility	47.9%	48.0%	45.5%	46.4%	48.7%	48.2%	51.4%	44.0%	44.3%	48.1%	47.9%	46.8%	53.0%
Sea	45.4%	47.4%	49.2%	46.2%	45.7%	45.7%	52.8%	44.4%	42.6%	43.5%	51.8%	47.2%	51.2%
Accommodation supply	42.9%	36.1%	42.4%	44.5%	36.9%	34.6%	36.1%	43.2%	42.4%	49.1%	41.5%	36.7%	49.1%
Beaches	38.8%	38.0%	41.9%	38.4%	37.7%	36.3%	41.1%	41.4%	38.4%	37.7%	46.3%	39.5%	42.4%
Effortless trip	38.3%	35.1%	36.2%	36.6%	37.8%	32.3%	33.4%	39.5%	36.0%	39.4%	37.1%	34.3%	44.2%
Price	37.3%	33.8%	38.5%	38.6%	34.5%	31.4%	33.1%	42.6%	39.1%	39.9%	37.2%	34.9%	39.2%
European belonging	35.3%	33.9%	33.5%	33.5%	34.7%	33.5%	36.1%	33.6%	34.2%	35.3%	35.5%	34.3%	39.1%
Landscapes	35.0%	47.2%	40.7%	41.2%	42.6%	53.0%	48.1%	32.0%	37.0%	30.2%	37.8%	44.9%	34.7%
Environment	34.6%	41.9%	35.7%	37.2%	37.9%	44.4%	41.4%	35.4%	34.9%	32.9%	35.1%	38.2%	36.9%
Gastronomy	26.9%	30.7%	25.9%	25.4%	34.6%	28.3%	30.4%	29.5%	26.3%	26.1%	26.5%	26.8%	32.6%
Fun possibilities	24.0%	23.2%	30.4%	28.6%	24.4%	20.0%	26.9%	38.3%	36.5%	26.1%	25.1%	23.5%	28.2%
Authenticity	22.6%	30.2%	24.8%	25.2%	27.6%	32.3%	28.4%	23.6%	23.8%	21.1%	23.8%	25.6%	24.4%
Exoticism	12.0%	14.3%	16.2%	15.0%	13.3%	15.4%	16.3%	14.4%	15.7%	11.8%	13.0%	14.2%	13.6%
Hiking trail network	10.4%	13.8%	10.8%	10.4%	12.6%	16.2%	17.7%	8.1%	9.7%	7.5%	10.7%	14.1%	8.7%
Shopping	9.6%	9.5%	10.0%	10.5%	9.7%	7.8%	9.9%	14.5%	10.8%	10.2%	9.9%	8.9%	14.7%
Culture	9.5%	15.3%	11.0%	11.8%	12.1%	19.0%	13.1%	10.2%	11.0%	8.6%	10.0%	11.5%	10.7%
Historical heritage	9.1%	15.4%	9.7%	11.3%	11.5%	20.4%	14.3%	8.2%	10.0%	7.8%	9.3%	11.2%	9.2%
Nightlife	8.4%	7.7%	8.4%	7.8%	7.9%	5.4%	8.5%	25.8%	10.6%	8.6%	8.8%	8.1%	9.9%

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	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Previous visits to the Canary Islands	49.0%	47.5%	38.1%	38.1%	50.9%	41.1%	43.7%	51.8%	45.2%	51.7%	46.9%	44.9%	55.6%
Friends or relatives	29.6%	38.2%	32.3%	30.1%	37.4%	37.8%	33.3%	39.3%	36.5%	27.9%	31.8%	34.2%	31.9%
Internet or social media	53.0%	60.0%	61.7%	57.7%	58.3%	64.0%	60.2%	55.3%	60.5%	55.9%	55.7%	60.0%	54.1%
Mass Media	2.1%	3.4%	2.8%	3.1%	2.6%	3.3%	3.3%	2.7%	3.2%	2.4%	2.3%	2.5%	3.1%
Travel guides and magazines	7.0%	11.4%	8.6%	9.1%	8.3%	15.3%	10.2%	5.6%	7.5%	6.7%	7.3%	9.5%	6.5%
Travel Blogs or Forums	6.7%	12.7%	10.5%	8.9%	10.3%	13.9%	10.8%	6.4%	8.8%	6.5%	7.8%	10.3%	6.3%
Travel TV Channels	0.8%	1.2%	1.2%	1.0%	1.1%	1.4%	1.4%	0.8%	1.1%	0.8%	0.8%	0.9%	0.9%
Tour Operator or Travel Agency	20.4%	17.8%	24.5%	31.6%	17.2%	17.1%	18.9%	16.7%	20.6%	24.2%	19.8%	17.3%	23.6%
Public administrations or similar	0.7%	1.1%	0.8%	1.0%	1.0%	1.6%	1.1%	0.9%	0.8%	0.6%	0.6%	0.8%	0.8%
Others	3.2%	3.5%	3.0%	2.8%	3.2%	3.1%	3.8%	3.6%	3.3%	3.0%	3.2%	3.1%	3.2%

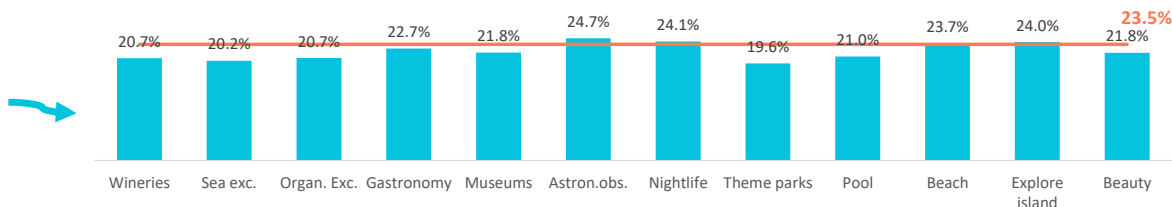
* Multi-choice question

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
The same day	0.7%	0.9%	0.7%	0.5%	0.7%	0.6%	1.7%	0.7%	0.7%	0.6%	0.7%	0.8%	0.9%
Between 1 and 30 days	23.5%	20.7%	20.2%	20.7%	22.7%	21.8%	24.7%	24.1%	19.6%	21.0%	23.7%	24.0%	21.8%
Between 1 and 2 months	24.6%	27.7%	25.2%	24.3%	26.0%	28.0%	26.1%	24.1%	22.5%	23.3%	25.1%	26.5%	25.6%
Between 3 and 6 months	32.4%	33.7%	34.6%	34.6%	32.8%	33.4%	31.0%	32.2%	35.8%	34.0%	32.6%	32.7%	32.2%
More than 6 months	18.8%	17.1%	19.4%	19.9%	17.8%	16.1%	16.5%	18.9%	21.5%	21.1%	17.9%	16.0%	19.5%

% TOURISTS WHO BOOK THEIR TRIP BETWEEN 1 AND 30 DAYS



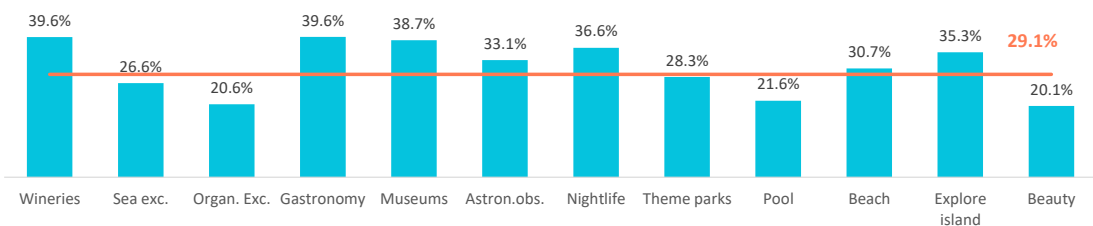
With whom did they book their flight and accommodation?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Flight													
- Directly with the airline	49.6%	58.6%	43.8%	36.3%	58.5%	60.4%	53.8%	54.7%	49.8%	43.4%	50.5%	55.1%	49.5%
- Tour Operator or Travel Agency	50.4%	41.4%	56.2%	63.7%	41.5%	39.6%	46.2%	45.3%	50.2%	56.6%	49.5%	44.9%	50.5%
Accommodation													
- Directly with the accommodation	36.7%	43.3%	32.2%	27.0%	43.1%	46.5%	39.6%	40.8%	37.2%	33.4%	37.2%	41.3%	34.2%
- Tour Operator or Travel Agency	63.3%	56.7%	67.8%	73.0%	56.9%	53.5%	60.4%	59.2%	62.8%	66.6%	62.8%	58.7%	65.8%

What do they book?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Room only	29.1%	39.6%	26.6%	20.6%	39.6%	38.7%	33.1%	36.6%	28.3%	21.6%	30.7%	35.3%	20.1%
Bed and Breakfast	14.3%	16.1%	15.2%	12.9%	19.3%	17.2%	18.1%	17.3%	15.4%	14.9%	13.8%	15.1%	19.3%
Half board	20.1%	18.3%	21.0%	22.1%	20.4%	21.2%	19.3%	17.0%	20.9%	21.6%	19.5%	20.5%	24.5%
Full board	3.3%	2.8%	3.8%	4.8%	1.9%	2.6%	3.7%	2.6%	3.1%	3.4%	3.1%	2.8%	3.8%
All inclusive	33.2%	23.3%	33.4%	39.5%	18.7%	20.3%	25.7%	26.6%	32.2%	38.5%	32.9%	26.4%	32.2%

% TOURISTS WHO BOOK ROOM ONLY



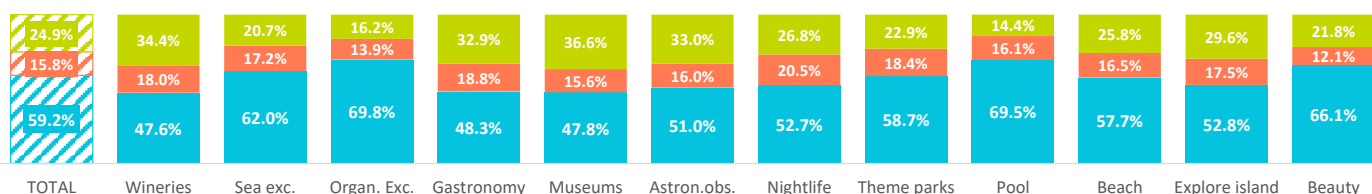
ACCOMMODATION

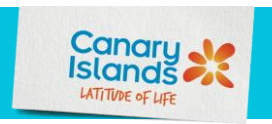
	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
1-2-3* Hotel	10.7%	9.6%	11.5%	12.0%	9.2%	9.1%	8.9%	12.0%	11.3%	11.3%	11.2%	10.3%	8.9%
4* Hotel	38.6%	30.3%	42.0%	48.5%	30.7%	30.7%	34.3%	33.7%	38.7%	45.5%	38.0%	34.5%	41.3%
5* Hotel / 5* Luxury Hotel	9.9%	7.7%	8.5%	9.3%	8.4%	8.0%	7.8%	7.0%	8.7%	12.6%	8.5%	8.0%	15.9%
Aparthotel / Tourist Villa	15.8%	18.0%	17.2%	13.9%	18.8%	15.6%	16.0%	20.5%	18.4%	16.1%	16.5%	17.5%	12.1%
House/room rented in a private dwelling	7.8%	11.6%	7.1%	5.2%	10.9%	14.9%	10.1%	6.8%	6.7%	3.2%	8.5%	10.7%	4.1%
Private accommodation ⁽¹⁾	9.0%	13.3%	4.7%	2.7%	12.9%	10.4%	9.2%	11.3%	7.7%	3.7%	9.1%	9.6%	10.8%
Others (Cottage, cruise, camping,...)	8.2%	9.5%	9.0%	8.4%	9.0%	11.3%	13.6%	8.6%	8.4%	7.5%	8.1%	9.4%	6.9%

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

TYPE OF ACCOMMODATION

Hotels Aparthotel / Tourist Villa Others



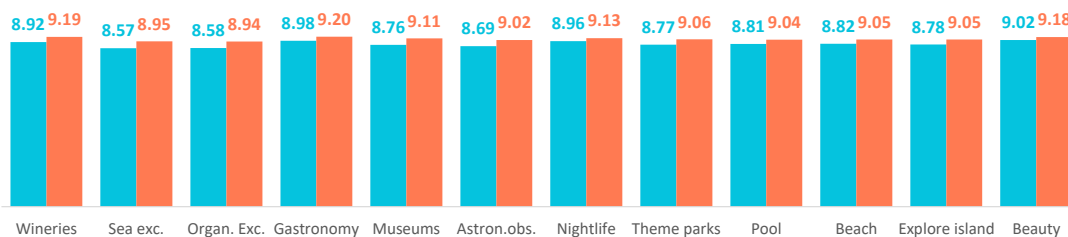


SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Average rating	8.82	8.93	8.81	8.79	8.93	8.88	8.84	8.86	8.84	8.83	8.82	8.83	8.91
Experience in the Canary Islands	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Worse or much worse than expected	2.5%	1.7%	2.6%	2.7%	1.9%	2.6%	2.3%	2.0%	2.4%	2.4%	2.5%	2.6%	2.3%
Lived up to expectations	54.0%	47.9%	45.9%	47.5%	49.4%	45.9%	44.2%	52.4%	47.9%	53.8%	51.7%	50.4%	51.3%
Better or much better than expected	43.5%	50.4%	51.5%	49.8%	48.7%	51.5%	53.5%	45.6%	49.7%	43.8%	45.8%	47.0%	46.4%
Future intentions (scale 1-10)	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Return to the Canary Islands	8.83	8.92	8.57	8.58	8.98	8.76	8.69	8.96	8.77	8.81	8.82	8.78	9.02
Recommend visiting the Canary Islands	9.04	9.19	8.95	8.94	9.20	9.11	9.02	9.13	9.06	9.04	9.05	9.05	9.18

RETURN TO THE CANARY



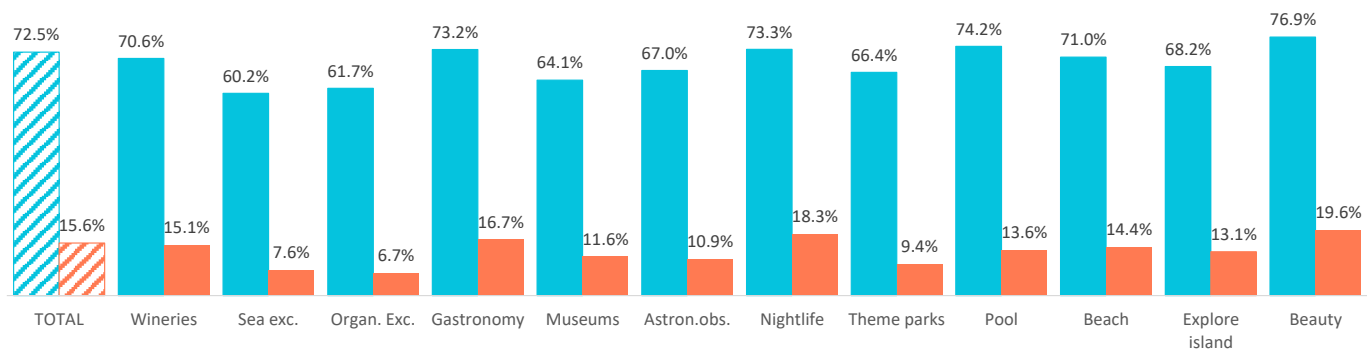
RECOMMEND VISITING THE CANARY ISLANDS



How many are loyal to the Canary Islands?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Repeat tourists	72.5%	70.6%	60.2%	61.7%	73.2%	64.1%	67.0%	73.3%	66.4%	74.2%	71.0%	68.2%	76.9%
At least 10 previous visits	19.6%	18.5%	8.9%	8.0%	20.6%	14.1%	13.4%	21.9%	12.2%	18.4%	17.8%	15.8%	23.3%
Repeat tourists (last 5 years)	65.0%	63.3%	52.2%	53.0%	66.3%	56.9%	58.8%	66.6%	58.1%	65.9%	63.5%	60.8%	69.8%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	15.1%	7.6%	6.7%	16.7%	11.6%	10.9%	18.3%	9.4%	13.6%	14.4%	13.1%	19.6%

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



ISLANDS

How many islands do they visit during their trip?

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
One island	92.1%	88.5%	88.8%	87.7%	91.0%	88.5%	88.0%	92.1%	92.1%	93.1%	91.6%	90.1%	90.6%
Two islands	6.7%	9.5%	9.7%	10.6%	7.7%	9.4%	9.5%	6.8%	6.8%	5.9%	7.2%	8.6%	7.6%
Three or more islands	1.2%	2.0%	1.5%	1.7%	1.3%	2.1%	2.5%	1.2%	1.0%	1.0%	1.2%	1.4%	1.8%

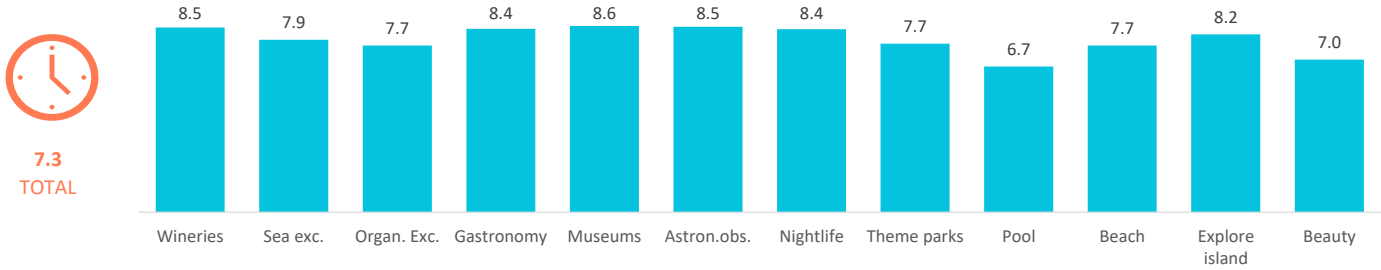
Visited islands during their trip (with overnight staying)

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Lanzarote	19.0%	33.8%	10.8%	20.2%	20.6%	38.2%	10.3%	16.4%	11.0%	20.0%	18.8%	20.4%	17.1%
Fuerteventura	14.8%	9.7%	11.7%	12.3%	11.0%	8.5%	13.6%	9.3%	6.6%	13.4%	16.6%	12.6%	12.7%
Gran Canaria	27.2%	24.0%	22.6%	19.6%	23.8%	26.9%	24.4%	30.9%	18.3%	25.7%	27.4%	25.4%	26.0%
Tenerife	40.5%	35.0%	56.0%	48.7%	45.7%	29.5%	52.9%	45.3%	66.2%	42.1%	38.9%	43.1%	46.7%
La Gomera	0.5%	0.8%	0.9%	0.5%	0.8%	1.1%	1.3%	0.2%	0.3%	0.4%	0.6%	0.8%	0.6%
La Palma	1.4%	2.4%	1.8%	1.9%	2.0%	2.7%	4.9%	0.9%	0.4%	1.1%	1.3%	2.0%	1.2%
El Hierro	0.2%	0.3%	0.3%	0.2%	0.2%	0.3%	0.5%	0.1%	0.0%	0.1%	0.2%	0.3%	0.2%
Cruise	0.2%	0.3%	0.2%	0.4%	0.2%	0.3%	0.2%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
0 hours	2.3%	0.3%	0.8%	0.8%	0.6%	0.4%	1.5%	1.1%	0.8%	3.0%	1.5%	0.6%	1.5%
1 - 2 hours	10.6%	5.0%	7.6%	9.4%	4.8%	3.8%	6.2%	6.2%	8.0%	13.3%	9.0%	5.7%	9.9%
3 - 6 hours	33.3%	27.3%	32.0%	34.4%	28.6%	25.5%	26.5%	30.2%	32.5%	37.1%	31.8%	30.2%	40.0%
7 - 12 hours	45.2%	56.0%	49.0%	45.0%	54.6%	60.3%	51.9%	47.9%	49.7%	39.7%	48.3%	53.2%	42.0%
More than 12 hours	8.6%	11.4%	10.6%	10.4%	11.4%	10.0%	13.9%	14.6%	9.0%	6.8%	9.4%	10.3%	6.6%
Outdoor time per day	7.3	8.5	7.9	7.7	8.4	8.6	8.5	8.4	7.7	6.7	7.7	8.2	7.0



Activities in the Canary Islands

	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Walk, wander	73.1%	89.4%	80.7%	81.5%	86.3%	88.0%	85.7%	85.0%	83.0%	80.6%	80.4%	85.3%	84.7%
Beach	69.4%	81.8%	85.5%	80.2%	79.2%	84.0%	83.9%	80.1%	83.3%	76.1%	100.0%	81.9%	77.7%
Swimming pool, hotel facilities	59.3%	57.2%	72.0%	72.6%	55.7%	53.1%	60.0%	68.6%	74.9%	100.0%	65.0%	58.8%	77.4%
Explore the island on their own	48.0%	74.6%	62.5%	52.4%	69.3%	84.4%	71.6%	54.9%	63.0%	47.6%	56.6%	100.0%	54.4%
Taste Canarian gastronomy	26.5%	56.3%	32.7%	31.8%	100.0%	49.5%	45.4%	36.4%	37.3%	24.9%	30.2%	38.2%	37.8%
Hiking	18.5%	32.7%	24.6%	20.9%	29.1%	39.0%	43.0%	18.5%	21.9%	16.0%	22.0%	30.9%	21.0%
Organized excursions	16.8%	25.6%	46.8%	100.0%	20.2%	22.2%	34.0%	19.9%	28.9%	20.6%	19.5%	18.4%	23.7%
Nightlife / concerts / shows	15.9%	24.6%	20.4%	18.7%	21.8%	16.0%	22.2%	100.0%	25.1%	18.4%	18.3%	18.1%	27.8%
Theme parks	14.1%	17.7%	27.2%	24.3%	19.9%	19.0%	23.2%	22.4%	100.0%	17.9%	17.0%	18.6%	21.5%
Sea excursions / whale watching	12.4%	16.9%	100.0%	34.5%	15.4%	15.1%	26.5%	15.9%	23.9%	15.1%	15.3%	16.2%	19.6%
Wineries / markets / popular festivals	11.4%	100.0%	15.5%	17.3%	24.3%	35.3%	23.3%	17.7%	14.3%	11.0%	13.4%	17.7%	19.2%
Museums / exhibitions	10.5%	32.6%	12.8%	13.9%	19.7%	100.0%	19.9%	10.6%	14.2%	9.4%	12.8%	18.5%	14.9%
Other Nature Activities	8.1%	18.0%	12.7%	10.7%	15.4%	20.7%	22.8%	9.9%	12.5%	6.7%	10.2%	14.1%	10.3%
Swim	7.8%	10.6%	14.3%	10.8%	9.5%	10.1%	15.7%	14.4%	12.6%	10.1%	9.7%	9.5%	13.9%
Beauty and health treatments	6.1%	10.2%	9.6%	8.5%	8.7%	8.6%	11.7%	10.6%	9.2%	7.9%	6.8%	6.9%	100.0%
Running	5.7%	8.3%	6.8%	5.5%	7.1%	7.6%	12.0%	7.2%	8.2%	6.6%	6.7%	7.3%	10.1%
Practice other sports	4.5%	7.3%	6.1%	5.2%	6.0%	5.3%	9.6%	6.8%	6.1%	4.8%	5.3%	5.7%	8.9%
Astronomical observation	4.0%	8.1%	8.5%	8.0%	6.8%	7.5%	100.0%	5.5%	6.5%	4.0%	4.8%	5.9%	7.6%
Cycling / Mountain bike	3.0%	4.5%	3.3%	3.6%	3.7%	5.0%	4.7%	3.4%	2.7%	2.9%	3.4%	3.9%	4.3%
Surf	2.9%	4.8%	4.2%	2.8%	4.0%	4.8%	6.6%	4.4%	3.3%	2.0%	3.8%	4.0%	3.9%
Scuba Diving	2.9%	5.0%	8.0%	4.4%	3.9%	4.6%	8.2%	4.4%	5.2%	2.9%	3.7%	4.1%	4.8%
Golf	2.5%	3.0%	3.3%	2.6%	2.7%	2.1%	4.9%	4.3%	3.8%	3.1%	2.5%	2.5%	5.7%
Windsurf / Kitesurf	0.9%	1.6%	1.7%	1.3%	1.1%	1.3%	2.9%	1.6%	1.0%	0.8%	1.1%	1.1%	2.0%

COUNTRY OF RESIDENCE

Where are they from?

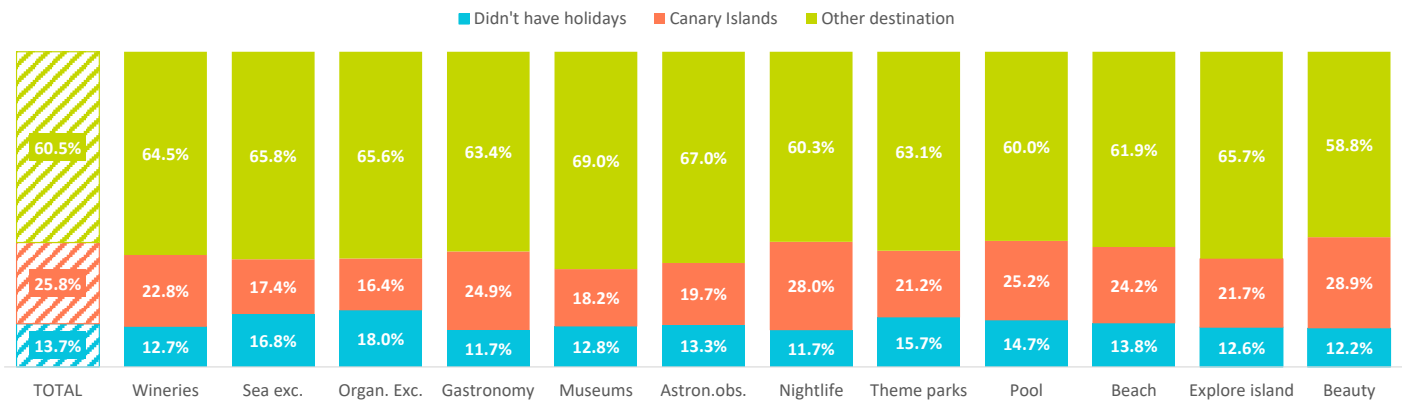
	TOTAL	Wineries	Sea exc.	Organ. Exc.	Exc. astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
United Kingdom	34.1%	25.1%	30.2%	30.2%	29.3%	21.7%	21.2%	42.6%	33.4%	41.5%	29.8%	24.9%	35.3%
Germany	16.3%	16.3%	18.8%	17.0%	20.3%	17.3%	23.4%	10.1%	13.3%	11.5%	18.6%	17.8%	13.7%
Spanish Mainland	12.1%	19.3%	10.2%	11.0%	20.0%	20.5%	14.6%	13.4%	13.9%	9.5%	12.7%	16.5%	7.9%
France	5.3%	7.9%	8.9%	8.2%	3.2%	10.7%	3.2%	4.2%	5.4%	5.7%	5.9%	7.2%	6.9%
Netherlands	4.3%	2.5%	3.6%	4.0%	3.4%	1.9%	2.2%	7.0%	5.0%	5.2%	4.4%	2.9%	7.4%
Italy	4.2%	5.6%	4.0%	5.3%	4.3%	5.6%	3.9%	4.3%	5.0%	2.8%	5.0%	5.4%	4.0%
Ireland	4.2%	2.1%	5.4%	4.8%	3.0%	3.6%	7.3%	3.0%	4.2%	4.5%	3.9%	4.3%	3.2%
Belgium	2.7%	2.0%	3.0%	3.1%	2.2%	2.7%	3.3%	1.5%	2.4%	3.0%	2.2%	2.9%	3.7%
Norway	2.5%	2.3%	1.0%	1.2%	0.6%	0.9%	0.7%	2.4%	1.7%	2.7%	2.4%	1.7%	3.9%
Denmark	2.3%	3.7%	1.2%	1.3%	1.5%	1.1%	1.1%	1.4%	0.9%	2.7%	2.3%	1.8%	1.7%
Sweden	2.2%	4.0%	3.0%	2.2%	2.6%	4.1%	2.8%	2.3%	3.7%	1.6%	2.6%	3.0%	1.9%
Poland	1.8%	1.0%	1.1%	1.5%	1.3%	1.0%	1.6%	0.9%	1.0%	1.8%	1.4%	2.0%	2.3%
Finland	1.8%	2.0%	2.6%	3.3%	1.8%	1.8%	1.3%	0.8%	2.8%	1.8%	2.1%	2.5%	0.5%
Switzerland	1.3%	1.1%	1.1%	1.0%	1.0%	1.4%	7.2%	1.4%	1.8%	1.5%	1.2%	1.4%	2.2%
Austria	1.2%	1.3%	1.4%	1.2%	1.3%	1.3%	1.2%	1.3%	1.0%	0.9%	1.3%	1.2%	1.9%
Czech Republic	0.9%	0.7%	1.0%	1.4%	1.0%	1.0%	1.2%	0.9%	1.5%	0.8%	1.1%	1.2%	0.6%
Others	2.8%	3.1%	3.5%	3.1%	3.2%	3.6%	3.9%	2.5%	3.0%	2.4%	3.0%	3.3%	2.9%

COMPETITORS

Where did they spend their main holiday last year? *

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Didn't have holidays	13.7%	12.7%	16.8%	18.0%	11.7%	12.8%	13.3%	11.7%	15.7%	14.7%	13.8%	12.6%	12.2%
Canary Islands	25.8%	22.8%	17.4%	16.4%	24.9%	18.2%	19.7%	28.0%	21.2%	25.2%	24.2%	21.7%	28.9%
Other destination	60.5%	64.5%	65.8%	65.6%	63.4%	69.0%	67.0%	60.3%	63.1%	60.0%	61.9%	65.7%	58.8%
Balearic Islands	4.5%	4.3%	4.5%	4.4%	4.5%	4.1%	3.9%	4.4%	4.6%	4.6%	4.6%	4.5%	4.3%
Rest of Spain	11.4%	13.8%	11.4%	11.9%	13.2%	14.4%	12.8%	13.4%	12.8%	11.0%	11.8%	13.0%	10.0%
Italy	7.4%	8.4%	8.5%	8.2%	8.3%	8.9%	9.1%	6.8%	6.8%	6.7%	7.8%	8.5%	8.4%
France	5.3%	6.0%	7.0%	6.0%	5.2%	7.9%	6.8%	4.6%	5.2%	5.3%	5.6%	6.4%	6.1%
Turkey	2.8%	2.0%	3.0%	3.4%	2.5%	1.8%	2.0%	3.2%	3.3%	3.1%	2.8%	2.4%	2.1%
Greece	6.9%	6.4%	7.8%	7.8%	6.0%	6.3%	6.5%	6.2%	7.5%	7.5%	6.9%	7.0%	7.3%
Portugal	4.1%	4.2%	3.8%	3.9%	4.7%	5.0%	4.4%	4.4%	3.7%	4.1%	4.1%	4.4%	3.8%
Croatia	2.3%	2.6%	2.4%	2.2%	2.6%	2.4%	3.4%	2.3%	2.4%	2.0%	2.5%	2.8%	2.2%
Egypt	1.1%	1.3%	1.3%	1.2%	1.1%	1.3%	1.5%	1.0%	1.2%	1.1%	1.2%	1.2%	1.3%
Tunisia	0.3%	0.4%	0.3%	0.5%	0.2%	0.3%	0.6%	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%
Morocco	0.8%	0.7%	0.9%	1.0%	0.8%	1.2%	1.4%	1.0%	1.0%	0.8%	0.8%	0.8%	0.9%
Others	13.7%	14.4%	14.8%	15.1%	14.3%	15.3%	14.5%	12.6%	14.2%	13.6%	13.4%	14.3%	12.1%

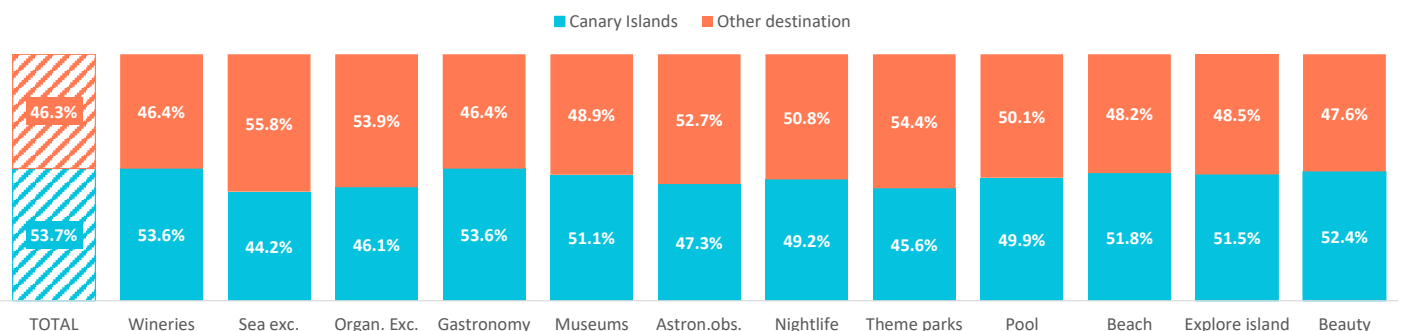
* Percentage of valid answers



What other destinations did they consider for this trip? *

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
None (I was clear about "this Canary Island")	28.5%	28.9%	20.1%	21.2%	29.4%	26.8%	23.3%	25.9%	20.5%	24.6%	26.5%	26.2%	25.7%
Canary Islands (other island)	25.1%	24.7%	24.1%	24.9%	24.2%	24.3%	24.0%	23.3%	25.1%	25.3%	25.4%	25.2%	26.8%
Other destination	46.3%	46.4%	55.8%	53.9%	46.4%	48.9%	52.7%	50.8%	54.4%	50.1%	48.2%	48.5%	47.6%
Balearic Islands	6.1%	6.1%	6.8%	6.5%	6.0%	5.7%	6.0%	6.8%	7.0%	7.0%	6.3%	6.0%	5.8%
Rest of Spain	8.6%	8.5%	9.1%	9.2%	8.2%	8.9%	11.2%	10.1%	10.6%	9.3%	8.9%	9.0%	8.4%
Italy	4.8%	5.5%	6.1%	5.8%	5.1%	5.4%	6.1%	4.9%	5.5%	5.0%	5.0%	5.3%	5.4%
France	1.6%	1.8%	2.1%	1.7%	1.7%	1.9%	2.3%	1.7%	1.9%	1.6%	1.7%	1.9%	1.6%
Turkey	3.4%	2.9%	4.2%	4.2%	3.1%	2.9%	2.5%	4.0%	4.2%	3.8%	3.5%	3.0%	3.3%
Greece	8.1%	7.2%	10.7%	10.3%	7.5%	8.2%	7.9%	8.6%	9.9%	9.2%	8.5%	8.1%	8.1%
Portugal	6.3%	6.2%	7.4%	7.2%	6.6%	6.8%	7.1%	7.4%	6.5%	6.5%	6.4%	6.5%	6.7%
Croatia	2.5%	2.7%	3.2%	3.2%	2.5%	2.6%	3.1%	2.8%	3.1%	2.7%	2.6%	2.8%	2.6%
Egypt	2.5%	2.3%	3.2%	3.0%	2.4%	2.8%	3.3%	2.2%	2.9%	2.5%	2.7%	2.8%	2.5%
Others	2.5%	3.2%	3.0%	2.9%	3.2%	3.6%	3.2%	2.2%	2.7%	2.5%	2.7%	3.0%	3.2%

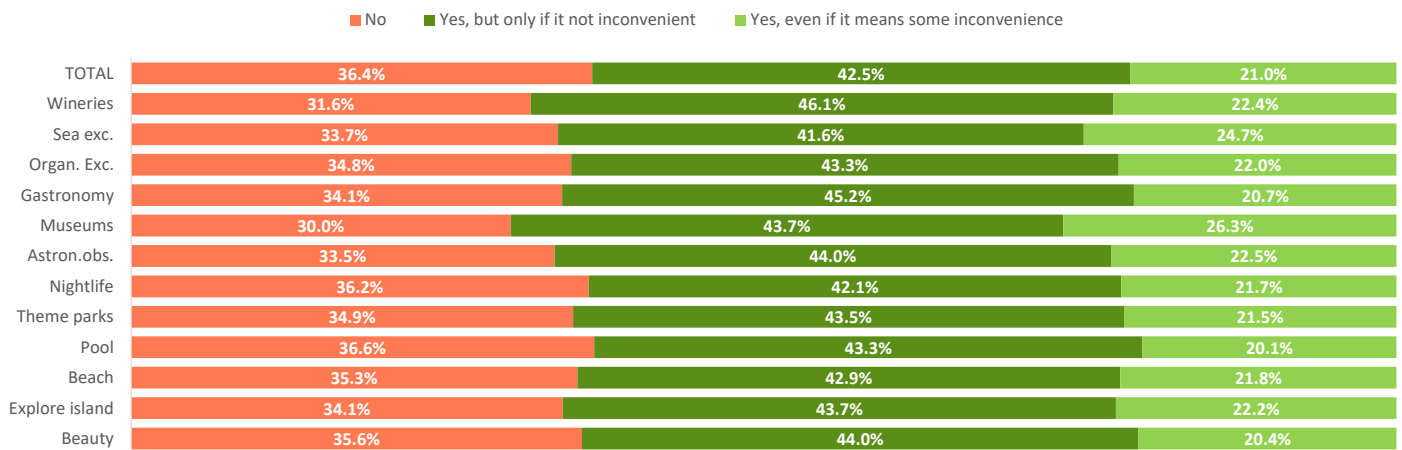
* Percentage of valid answers



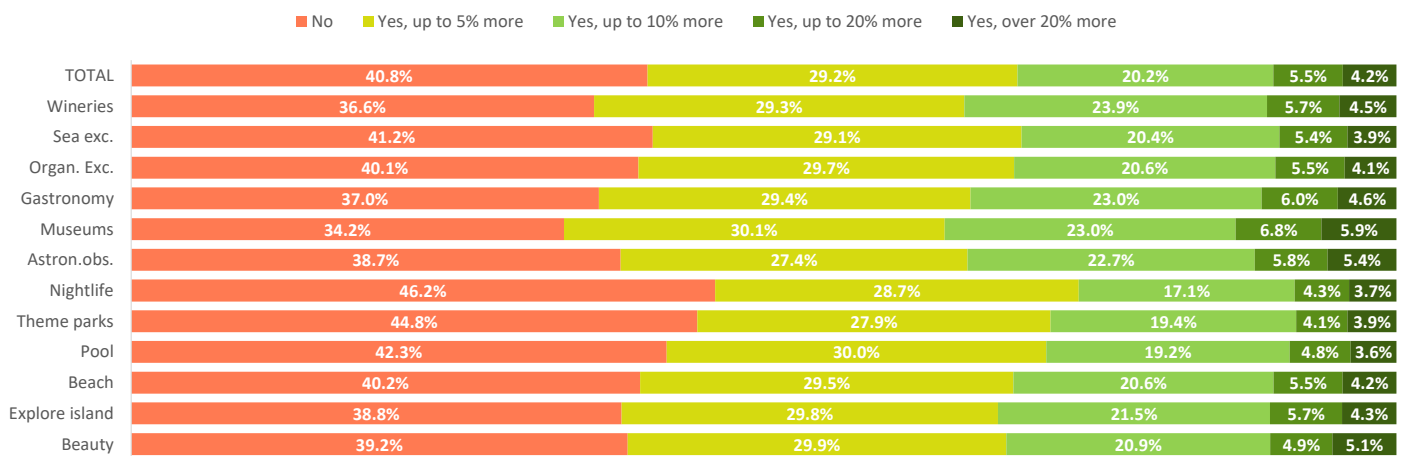


SUSTAINABLE DESTINATION

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception of the following sustainability measures during their stay *

	TOTAL	Wineries	Sea exc.	Organ. Exc.	astronomy	Museums	Astron.obs.	Nightlife	Theme parks	Pool	Beach	Explore island	Beauty
Quality of life on the island	8.0	8.2	8.0	8.0	8.2	8.1	8.1	8.2	8.1	8.0	8.1	8.1	8.2
Tolerance towards tourism	8.6	8.6	8.6	8.6	8.6	8.6	8.5	8.5	8.6	8.6	8.6	8.6	8.6
Cleanliness of the island	8.2	8.3	8.2	8.3	8.2	8.3	8.2	8.2	8.2	8.3	8.2	8.2	8.4
Air quality	8.5	8.5	8.4	8.5	8.5	8.6	8.5	8.3	8.4	8.5	8.5	8.5	8.4
Rational water consumption	7.6	7.6	7.5	7.6	7.6	7.6	7.5	7.6	7.6	7.7	7.6	7.5	7.6
Energy saving	7.1	7.1	7.0	7.0	7.0	7.1	6.9	7.1	7.1	7.1	7.0	7.0	7.1
Use of renewable energy	7.0	7.1	7.0	7.0	7.0	7.1	6.9	7.0	7.0	7.1	7.0	7.0	7.2
Recycling	7.1	7.1	7.0	7.1	7.0	6.9	7.0	7.1	7.1	7.2	7.0	6.9	7.2
Easy to get around by public transport	7.5	7.4	7.6	7.7	7.4	7.3	7.3	7.7	7.6	7.6	7.5	7.4	7.6
Overcrowding in tourist areas	6.6	6.6	6.6	6.7	6.5	6.6	6.4	6.7	6.7	6.7	6.6	6.6	6.7
Supply of local products	7.2	7.5	7.2	7.3	7.4	7.4	7.2	7.3	7.3	7.2	7.2	7.3	7.3

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.