INBOUND TOURISM AND TOURIST EXPENDITURE

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals ≥ 16 years old (EGT)	**14,108,401**	**2,601,667**	**1,984,658**	**3,737,159**	**5,601,943**	**133,951**
% Tourists	**100%**	18.4%	14.1%	26.5%	39.7%	0.9%
% tourists who book holiday package	47.7%	42.2%	60.3%	52.4%	42.8%	48.5%
Expenditure per tourist (€)	**1,387**	**1,349**	**1,392**	**1,461**	**1,355**	**1,241**
- book holiday package	**1,596**	1,546	1,524	1,674	1,598	1,314
- holiday package	**1,319**	1,286	1,342	1,375	1,280	1,115
- others	**277**	260	182	299	317	199
- do not book holiday package	**1,196**	1,204	1,191	1,227	1,175	1,172
- flight	**328**	315	345	357	312	344
- accommodation	**420**	454	425	413	405	418
- others	**448**	435	420	456	458	410
Average lenght of stay	**9.47**	**8.93**	**9.42**	**10.09**	**9.32**	**9.71**
Average daily expenditure (€)	**167.8**	**167.6**	**164.9**	**169.0**	**168.9**	**140.8**
Average daily expenditure without flight (€)	**120.2**	**121.2**	**116.5**	**117.7**	**123.4**	**96.6**
Average cost of the flight (€)	**387.4**	**371.0**	**407.4**	**431.0**	**359.1**	**372.3**
Total turnover (≥ 16 years old) (€m)	**19,565**	**3,508**	**2,762**	**5,459**	**7,593**	**166**
% Turnover	**100%**	17.9%	14.1%	27.9%	38.8%	0.8%
Tourist arrivals (FRONTUR)	**16,210,910**	**3,049,188**	**2,274,859**	**4,235,141**	**6,449,359**	**148,720**
Passenger arrivals on non-stop flights (AENA)	**19,302,668**	**3,439,703**	**2,478,492**	**5,471,631**	**7,726,234**	**186,553**
Children < 15 years old (FRONTUR - EGT)	**2,102,509**	**447,521**	**290,201**	**497,982**	**847,416**	**14,769**

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)

CANARY ISLANDS	47.7%
Lanzarote	42.2%
Fuerteventura	60.3%
Gran Canaria	52.4%
Tenerife	42.8%
La Palma	48.5%
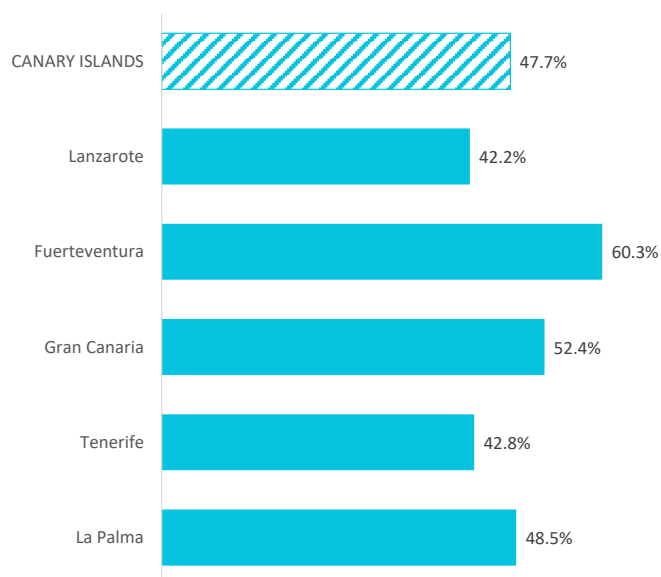
EXPENDITURE PER TOURIST WITHOUT FLIGHT (€)
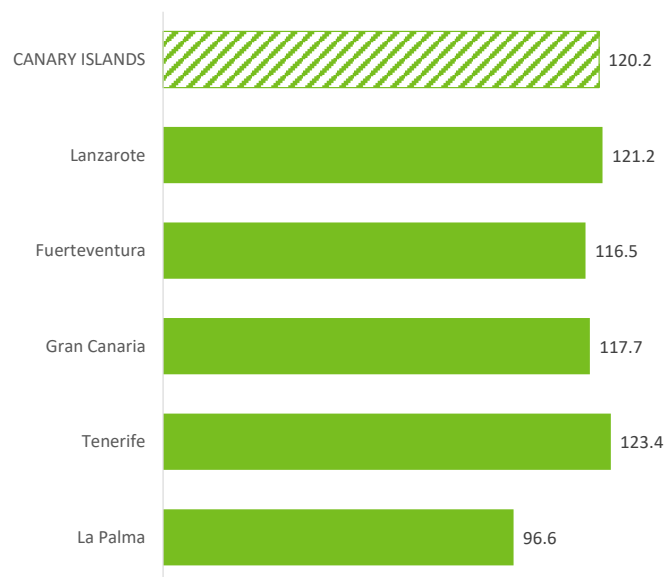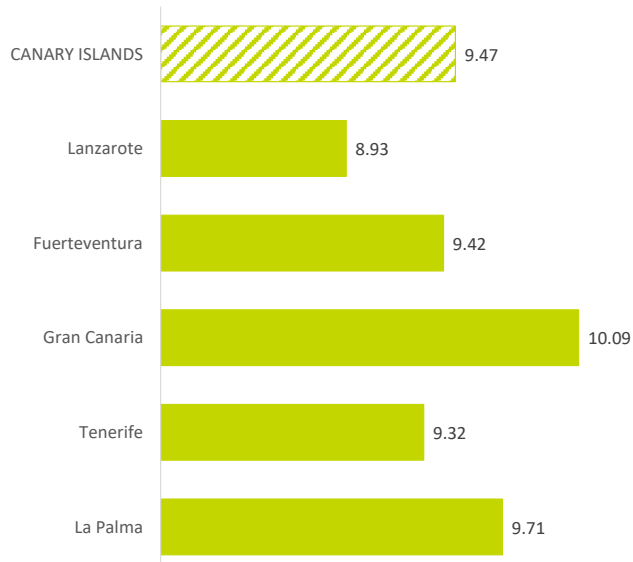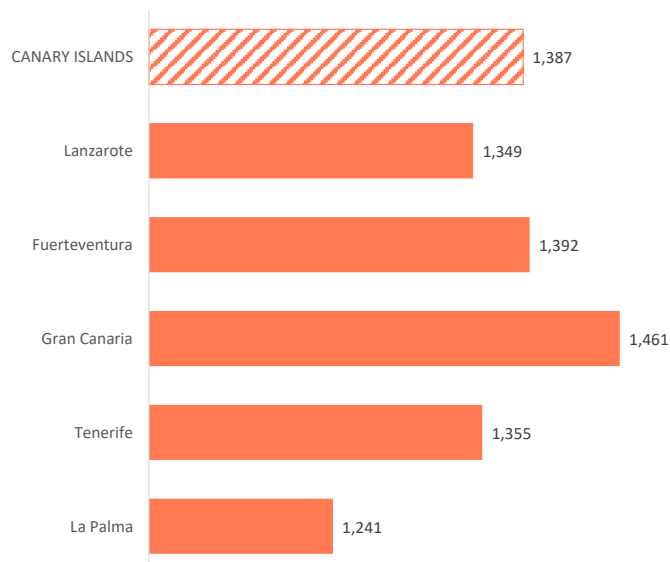
CANARY ISLANDS	120.2
Lanzarote	121.2
Fuerteventura	116.5
Gran Canaria	117.7
Tenerife	123.4
La Palma	96.6

AVERAGE LENGHT OF STAY

CANARY ISLANDS	9.47
Lanzarote	8.93
Fuerteventura	9.42
Gran Canaria	10.09
Tenerife	9.32
La Palma	9.71

EXPENDITURE PER TOURIST (€)

CANARY ISLANDS	1,387
Lanzarote	1,349
Fuerteventura	1,392
Gran Canaria	1,461
Tenerife	1,355
La Palma	1,241

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

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Accommodation:						
- Accommodation	**83.7%**	86.7%	89.2%	82.8%	80.8%	89.8%
- Additional accommodation expenses	**7.1%**	7.3%	8.8%	6.0%	7.2%	6.7%
Transport:						
- National/International Transport	**94.9%**	95.2%	97.8%	95.6%	93.2%	96.2%
- Flights between islands	**5.6%**	6.9%	7.0%	4.3%	5.1%	7.1%
- Taxi	**52.6%**	51.8%	57.8%	55.2%	49.9%	31.6%
- Car rental	**32.4%**	35.1%	30.5%	22.4%	37.6%	67.0%
- Public transport	**11.2%**	9.7%	6.8%	15.4%	10.7%	12.0%
Food and drink:						
- Food purchases at supermarkets	**58.8%**	64.6%	55.5%	57.2%	58.2%	66.6%
- Restaurants	**66.5%**	70.6%	49.2%	64.0%	72.3%	75.1%
Leisure:						
- Organized excursions	**24.7%**	25.7%	21.3%	17.1%	30.3%	32.6%
- Sport activities	**8.1%**	8.2%	9.7%	6.3%	8.8%	5.2%
- Cultural activities	**2.8%**	3.3%	1.4%	2.4%	3.2%	2.3%
- Museums	**5.5%**	13.9%	2.2%	4.4%	3.5%	11.2%
- Theme Parks	**10.9%**	6.1%	4.3%	5.0%	19.8%	1.2%
- Discos and pubs	**10.7%**	11.5%	6.4%	9.6%	13.0%	1.7%
- Wellness	**5.3%**	4.9%	4.7%	4.1%	6.7%	2.7%
Purchases of goods:						
- Souvenirs	**41.5%**	47.3%	41.1%	38.1%	41.3%	38.9%
- Real estate	**0.2%**	0.1%	0.1%	0.2%	0.2%	0.0%
- Other purchases	**0.8%**	0.7%	0.7%	0.8%	0.9%	0.9%
Others:						
- Medical expenses	**7.7%**	8.2%	7.7%	7.0%	7.8%	8.2%
- Other expenses	**5.4%**	4.5%	7.2%	4.6%	5.7%	7.7%

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

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Expenditure per tourist and trip (€)						
Accommodation:	**866**	**821**	**894**	**951**	**829**	**613**
- Accommodation	**709**	673	740	746	692	545
- Additional accommodation expenses	**157**	148	154	204	138	67
Transport:	**733**	**671**	**723**	**806**	**718**	**799**
- National/International Transport	**408**	390	417	451	385	387
- Flights between islands	**84**	60	78	110	87	124
- Taxi	**89**	76	89	88	95	123
- Car rental	**122**	116	120	124	124	143
- Public transport	**29**	28	20	33	28	22
Food and drink:	**306**	**290**	**249**	**349**	**304**	**216**
- Food purchases at supermarkets	**108**	99	101	130	100	86
- Restaurants	**199**	191	148	219	204	131
Leisure:	**535**	**482**	**541**	**539**	**539**	**399**
- Organized excursions	**95**	88	99	89	98	95
- Sport activities	**99**	79	119	94	102	108
- Cultural activities	**58**	46	60	66	59	57
- Museums	**39**	44	34	36	35	19
- Theme Parks	**71**	62	57	69	73	33
- Discos and pubs	**99**	95	95	111	95	29
- Wellness	**74**	68	76	73	77	60
Purchases of goods:	**1,242**	**388**	**492**	**1,722**	**1,272**	**153**
- Souvenirs	**87**	75	71	112	84	58
- Real estate	**934**	265	169	1,242	1,000	10
- Other purchases	**221**	48	253	368	188	85
Others:	**138**	**115**	**136**	**165**	**135**	**99**
- Medical expenses	**47**	32	50	64	44	18
- Other expenses	**91**	83	86	101	90	81

TOURIST PROFILE

Who are they?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Gender						
Percentage of men	**48.2%**	48.1%	45.2%	50.7%	47.8%	43.9%
Percentage of women	**51.8%**	51.9%	54.8%	49.3%	52.2%	56.1%
Age						
Average age (tourists above 16 years old)	**46.37**	48.85	46.12	46.81	44.96	48.06
Standard deviation	**16.8**	16.1	16.2	17.3	16.7	15.2
Age range						
16-24 years old	**11.1%**	7.5%	10.1%	12.4%	12.4%	7.7%
25-30 years old	**10.8%**	8.6%	11.3%	10.1%	12.1%	8.3%
31-45 years old	**28.7%**	27.8%	29.0%	26.7%	30.4%	27.0%
46-60 years old	**25.2%**	28.1%	27.2%	24.7%	23.2%	31.6%
Over 60 years old	**24.2%**	28.0%	22.3%	26.1%	21.9%	25.4%
Occupation						
Salaried worker	**55.7%**	55.5%	58.3%	53.6%	56.1%	59.7%
Self-employed	**10.8%**	11.1%	11.2%	10.6%	10.7%	8.2%
Unemployed	**0.9%**	0.8%	0.7%	1.0%	1.0%	1.0%
Business owner	**8.1%**	5.8%	8.3%	9.1%	8.3%	9.1%
Student	**4.2%**	2.9%	3.7%	4.7%	4.7%	3.0%
Retired	**18.9%**	22.5%	16.8%	19.4%	17.7%	17.9%
Unpaid domestic work	**0.6%**	0.7%	0.3%	0.5%	0.6%	0.0%
Others	**0.9%**	0.7%	0.8%	1.0%	0.9%	1.0%
Annual household income level						
Less than €25,000	**13.1%**	11.2%	11.6%	13.1%	14.5%	11.2%
€25,000 - €49,999	**34.9%**	35.8%	33.6%	34.0%	35.4%	37.6%
€50,000 - €74,999	**24.4%**	24.7%	26.0%	25.2%	23.1%	24.0%
More than €74,999	**27.7%**	28.3%	28.9%	27.7%	27.0%	27.3%
Education level						
No studies	**4.0%**	5.5%	2.8%	3.1%	4.5%	1.1%
Primary education	**1.9%**	1.2%	1.8%	2.6%	1.8%	2.5%
Secondary education	**20.1%**	18.1%	20.9%	23.1%	18.9%	18.5%
Higher education	**73.9%**	75.2%	74.5%	71.2%	74.8%	77.9%

Who do they come with?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Unaccompanied	**10.1%**	5.7%	10.8%	14.7%	8.8%	7.3%
Only with partner	**47.5%**	49.2%	47.6%	44.8%	48.4%	54.7%
Only with children (< 13 years old)	**4.4%**	4.6%	4.9%	4.6%	4.1%	3.2%
Partner + children (< 13 years old)	**6.8%**	7.7%	7.4%	5.3%	7.3%	5.5%
Other relatives	**10.0%**	11.0%	10.3%	9.2%	9.9%	8.5%
Friends	**7.1%**	6.4%	6.3%	7.7%	7.3%	5.4%
Work colleagues	**0.6%**	0.3%	0.3%	0.8%	0.7%	2.0%
Organized trip	**0.2%**	0.2%	0.2%	0.3%	0.2%	0.6%
Other combinations [2]	**13.3%**	15.0%	12.3%	12.5%	13.4%	12.9%
[2] *Different situations have been isolated*						
Tourists with children	**16.9%**	**19.6%**	**17.6%**	**14.6%**	**17.2%**	**11.5%**
- Between 0 and 2 years old	**1.5%**	1.6%	1.5%	1.3%	1.5%	0.5%
- Between 3 and 12 years old	**14.1%**	16.2%	15.1%	12.0%	14.4%	10.2%
- Between 0 -2 and 3-12 years old	**1.3%**	1.7%	1.1%	1.2%	1.3%	0.8%
Tourists without children	**83.1%**	**80.4%**	**82.4%**	**85.4%**	**82.8%**	**88.5%**
Group composition:						
- 1 person	**12.6%**	8.8%	13.0%	17.5%	10.9%	9.3%
- 2 people	**55.3%**	54.3%	56.5%	53.5%	56.4%	63.4%
- 3 people	**12.1%**	12.3%	12.4%	11.7%	12.2%	10.8%
- 4 or 5 people	**16.0%**	19.2%	15.4%	13.8%	16.3%	14.1%
- 6 or more people	**4.0%**	5.4%	2.7%	3.5%	4.2%	2.4%
Average group size:	**2.57**	2.75	2.48	2.45	2.60	2.45

*People who share the main expenses of the trip

%
TOURISTS
WHO
TRAVEL
WITH
CHILDREN

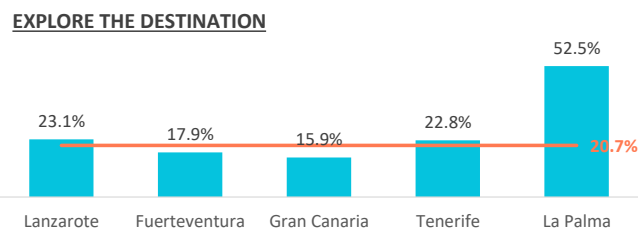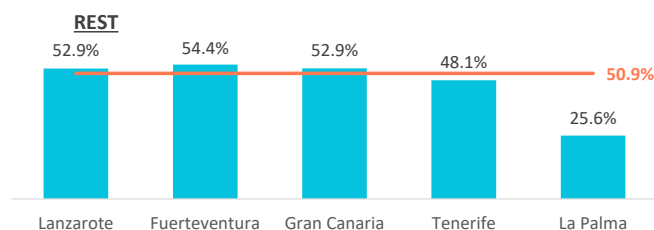| Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
19.6%	17.6%	14.6%	17.2%	11.5%

16.9%
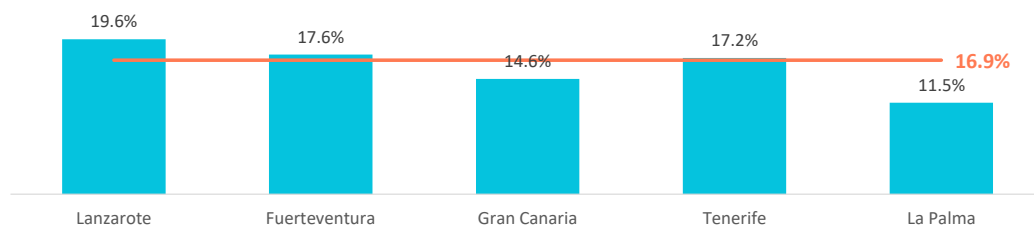
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Holidays	**90.0%**	95.1%	92.9%	86.8%	88.8%	90.4%
Family reasons	**6.9%**	3.2%	4.8%	8.7%	8.1%	4.7%
Business	**1.6%**	0.5%	0.9%	2.7%	1.5%	2.9%
Education and training	**0.2%**	0.0%	0.1%	0.3%	0.3%	0.4%
Sports training	**0.5%**	0.4%	0.7%	0.4%	0.5%	0.4%
Health	**0.1%**	0.1%	0.0%	0.2%	0.1%	0.0%
Conventions and Exhibitions	**0.2%**	0.1%	0.2%	0.2%	0.2%	0.9%
Others	**0.5%**	0.6%	0.4%	0.6%	0.5%	0.3%

What is the main motivation for their holidays?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Rest	**50.9%**	52.9%	54.4%	52.9%	48.1%	25.6%
Enjoy family time	**15.6%**	13.8%	13.0%	17.5%	16.3%	8.8%
Have fun	**9.2%**	7.0%	9.5%	10.3%	9.4%	7.0%
Explore the destination	**20.7%**	23.1%	17.9%	15.9%	22.8%	52.5%
Practice their hobbies	**2.0%**	2.2%	3.5%	1.5%	1.7%	3.2%
Other reasons	**1.7%**	1.1%	1.7%	2.0%	1.7%	2.9%

REST

52.9% 54.4% 52.9% 48.1% **50.9%** 25.6%

Lanzarote Fuerteventura Gran Canaria Tenerife La Palma

EXPLORE THE DESTINATION

23.1% 17.9% 15.9% 22.8% **20.7%** 52.5%

Lanzarote Fuerteventura Gran Canaria Tenerife La Palma

Importance of each factor in the destination choice

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Climate	**75.1%**	74.6%	77.8%	75.6%	74.5%	63.0%
Safety	**54.6%**	58.3%	56.6%	52.2%	54.2%	42.6%
Tranquility	**47.9%**	50.6%	54.4%	46.9%	44.8%	50.4%
Sea	**45.4%**	41.3%	59.6%	48.3%	40.5%	38.5%
Accommodation supply	**42.9%**	46.6%	44.1%	42.0%	41.8%	25.5%
Beaches	**38.8%**	34.7%	57.5%	43.3%	31.5%	21.3%
Effortless trip	**38.3%**	42.0%	40.7%	37.3%	36.6%	27.2%
Price	**37.3%**	39.7%	37.2%	34.9%	38.1%	24.2%
European belonging	**35.3%**	34.6%	36.9%	36.3%	34.5%	30.7%
Landscapes	**35.0%**	34.5%	30.2%	31.1%	38.7%	67.6%
Environment	**34.6%**	37.3%	29.8%	30.8%	37.0%	52.3%
Gastronomy	**26.9%**	27.2%	24.6%	27.0%	27.6%	26.3%
Fun possibilities	**24.0%**	19.8%	21.1%	25.3%	26.3%	16.7%
Authenticity	**22.6%**	24.9%	20.4%	20.6%	23.3%	34.6%
Exoticism	**12.0%**	10.8%	10.2%	12.3%	13.0%	18.1%
Hiking trail network	**10.4%**	7.8%	7.2%	10.5%	12.0%	37.9%
Shopping	**9.6%**	7.9%	7.3%	11.6%	10.1%	6.8%
Culture	**9.5%**	11.0%	7.1%	9.7%	9.5%	10.6%
Historical heritage	**9.1%**	11.5%	6.2%	8.9%	9.1%	13.7%
Nightlife	**8.4%**	5.9%	4.8%	11.2%	9.2%	4.7%

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?

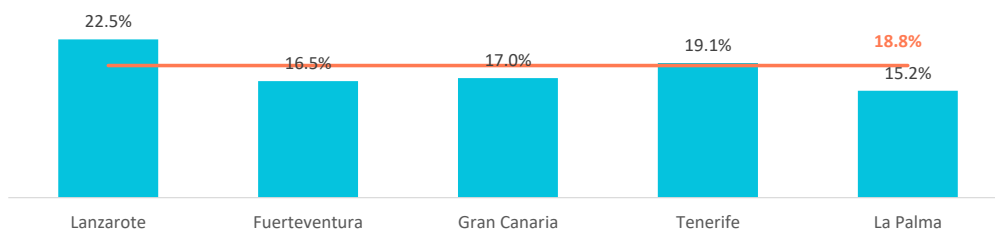|	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Previous visits to the Canary Islands	**49.0%**	58.0%	40.5%	48.0%	48.7%	45.3%
Friends or relatives	**29.6%**	29.6%	20.9%	28.3%	33.6%	23.9%
Internet or social media	**53.0%**	58.7%	51.6%	48.4%	53.8%	55.4%
Mass Media	**2.1%**	2.2%	1.6%	1.8%	2.3%	3.9%
Travel guides and magazines	**7.0%**	8.8%	5.4%	6.0%	6.9%	19.8%
Travel Blogs or Forums	**6.7%**	8.4%	5.4%	4.9%	7.5%	8.1%
Travel TV Channels	**0.8%**	1.0%	0.7%	0.8%	0.7%	1.0%
Tour Operator or Travel Agency	**20.4%**	19.7%	26.2%	20.3%	18.7%	20.9%
Public administrations or similar	**0.7%**	0.7%	0.4%	0.6%	0.7%	2.7%
Others	**3.2%**	2.9%	2.3%	3.9%	3.2%	4.9%

* Multi-choise question

TRIP BOOKING

How far in advance do they book their trip?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
The same day	**0.7%**	0.4%	0.4%	1.2%	0.7%	0.2%
Between 1 and 30 days	**23.5%**	19.9%	23.2%	26.7%	23.2%	18.5%
Between 1 and 2 months	**24.6%**	24.3%	24.9%	25.0%	24.3%	28.4%
Between 3 and 6 months	**32.4%**	32.9%	34.9%	30.2%	32.6%	37.8%
More than 6 months	**18.8%**	22.5%	16.5%	17.0%	19.1%	15.2%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS

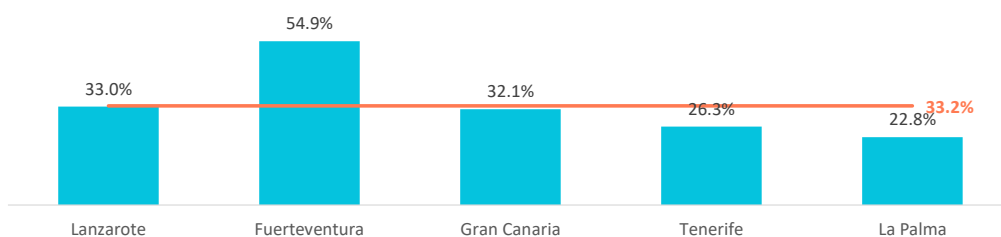| Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
22.5%	16.5%	17.0%	19.1%	15.2%

18.8%

With whom did they book their flight and accommodation?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Flight						
- Directly with the airline	**49.6%**	56.6%	38.2%	44.7%	53.7%	48.1%
- Tour Operator or Travel Agency	**50.4%**	43.4%	61.8%	55.3%	46.3%	51.9%
Accommodation						
- Directly with the accommodation	**36.7%**	44.1%	25.9%	33.3%	39.4%	38.8%
- Tour Operator or Travel Agency	**63.3%**	55.9%	74.1%	66.7%	60.6%	61.2%

What do they book?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Room only	**29.1%**	34.6%	17.5%	31.3%	29.2%	25.9%
Bed and Breakfast	**14.3%**	12.6%	6.6%	15.2%	17.5%	16.4%
Half board	**20.1%**	17.3%	16.9%	18.7%	23.5%	30.9%
Full board	**3.3%**	2.5%	4.2%	2.7%	3.6%	4.0%
All inclusive	**33.2%**	33.0%	54.9%	32.1%	26.3%	22.8%

% TOURISTS WHO BOOK ALL INCLUSIVE

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
33.0%	54.9%	32.1%	26.3%	22.8%

33.2%

ACCOMMODATION

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
1-2-3* Hotel	**10.7%**	9.0%	12.9%	14.0%	8.7%	5.3%
4* Hotel	**38.6%**	34.7%	54.9%	33.6%	37.7%	59.5%
5* Hotel / 5* Luxury Hotel	**9.9%**	11.2%	4.1%	10.1%	11.6%	0.0%
Aparthotel / Tourist Villa	**15.8%**	21.4%	7.3%	16.6%	15.7%	17.7%
House/room rented in a private dwelling	**7.8%**	9.1%	7.6%	6.9%	7.8%	6.4%
Private accommodation [1]	**9.0%**	6.1%	7.3%	10.2%	10.2%	5.3%
Others (Cottage, cruise, camping,..)	**8.2%**	8.4%	5.8%	8.6%	8.3%	5.8%

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

TYPE OF ACCOMMODATION

Hotels ■ Aparthotel / Tourist Villa ■ Others

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Others	24.9%	23.6%	20.8%	25.7%	26.3%	17.5%
Aparthotel / Tourist Villa	15.8%	21.4%	7.3%	16.6%	15.7%	17.7%
Hotels	59.2%	55.0%	71.9%	57.7%	58.0%	64.8%
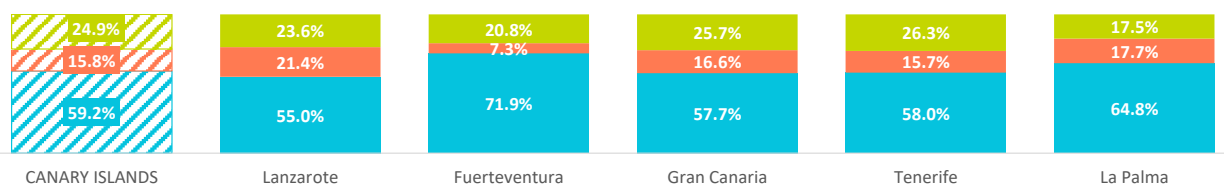
SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Average rating	**8.82**	8.99	8.74	8.74	8.81	9.01

Experience in the Canary Islands	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Worse or much worse than expected	**2.5%**	1.8%	2.7%	2.8%	2.7%	2.1%
Lived up to expectations	**54.0%**	55.0%	55.4%	56.4%	51.5%	48.7%
Better or much better than expected	**43.5%**	43.3%	42.0%	40.9%	45.8%	49.2%

Future intentions (scale 1-10)	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Return to the Canary Islands	**8.83**	9.05	8.78	8.70	8.82	9.07
Recommend visiting the Canary Islands	**9.04**	9.23	8.96	8.93	9.05	9.38

RETURN TO THE CANARY ISLANDS

8.83 CANARY ISLANDS

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
	9.05 9.23	8.78 8.96	8.70 8.93	8.82 9.05	9.07 9.38

RECOMMEND VISITING THE

9.4 CANARY ISLANDS

How many are loyal to the Canary Islands?

REPEAT TOURISTS FROM THE CANARY ISLANDS ACCORDING TO THE ISLAND WITH THE LONGEST STAY ON "THIS TRIP"

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
First visit	**27.5%**	21.8%	29.5%	26.9%	30.1%	22.4%
Repeat tourists	**72.5%**	78.2%	70.5%	73.1%	69.9%	77.6%
At least 10 previous visits	**19.6%**	23.7%	16.5%	21.6%	17.5%	16.3%
Repeat tourists (last 5 years)	**65.0%**	70.5%	62.7%	65.8%	62.7%	69.6%
Repeat tourists (last 5 years) (5 or more visits)	**15.6%**	17.3%	13.8%	16.5%	15.0%	12.7%

REPEAT TOURISTS FROM EACH ISLAND ACCORDING TO THE ISLAND WITH THE LONGEST STAY IN "THIS TRIP"

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	37.7%	**70.3%**	13.0%	16.9%	26.1%	1.8%
Fuerteventura	29.4%	16.1%	**57.9%**	14.8%	18.8%	1.5%
Gran Canaria	41.7%	12.2%	8.8%	**65.7%**	23.5%	2.4%
Tenerife	50.5%	14.5%	7.7%	16.3%	**63.6%**	2.3%
La Palma	6.4%	14.6%	10.3%	16.3%	27.2%	**63.6%**
CANARY ISLANDS	**72.5%**	78.2%	70.5%	73.1%	69.9%	77.6%

How to interpret the above table?
1. The CANARY ISLANDS column refers to the % of repeat tourists on each island regardless of the island with the longest stay in 2023. Therefore, the denominator is the total number of tourists who visited the Canary Islands in 2023.
2. The columns for each island refer to the % of repeat tourists on each island according to the island with the longest stay in 2023. Therefore, the denominator is the total number of tourists of each island in 2023. For example: 70.3% refers to the % of repeat tourists of Lanzarote who in 2023 choose Lanzarote as their island with the longest stay. In 2023, 16.1% of tourists of Lanzarote have previously been in Fuerteventura.
3. The CANARY ISLANDS row refers to the % of repeat tourists of the Canary Islands according to the island with the longest stay in 2023. For example: 69.9% of tourists whose choose Tenerife as their island with the longest stay have previously been in the Canary Islands.

ISLANDS

How many islands do they visit during their trip?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
One island	**92.1%**	92.9%	92.1%	92.8%	92.2%	80.0%
Two islands	**6.7%**	6.3%	7.1%	6.0%	6.7%	16.5%
Three or more islands	**1.2%**	0.8%	0.7%	1.3%	1.1%	3.5%

Visited islands during their trip (with overnight staying)

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Lanzarote	**19.0%**	**100%**	1.3%	0.7%	0.3%	1.6%
Fuerteventura	**14.8%**	1.7%	**100%**	0.9%	0.4%	0.9%
Gran Canaria	**27.2%**	0.5%	1.0%	**100%**	0.9%	2.6%
Tenerife	**40.5%**	0.7%	0.7%	1.7%	**100%**	6.6%
La Gomera	**0.5%**	0.1%	0.1%	0.1%	0.9%	1.0%
La Palma	**1.4%**	0.2%	0.1%	0.5%	0.5%	**100%**
El Hierro	**0.2%**	0.0%	0.0%	0.1%	0.2%	1.3%
Cruise	**0.2%**	0.0%	0.1%	0.1%	0.1%	0.0%

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
0 hours	**2.3%**	1.7%	4.0%	2.4%	2.0%	1.6%
1 - 2 hours	**10.6%**	11.0%	14.8%	10.7%	9.0%	5.0%
3 - 6 hours	**33.3%**	36.6%	34.8%	33.3%	31.3%	26.8%
7 - 12 hours	**45.2%**	43.7%	39.4%	44.5%	48.2%	58.3%
More than 12 hours	**8.6%**	7.0%	7.0%	9.1%	9.5%	8.3%
Outdoor time per day	**7.3**	7.1	6.6	7.4	7.6	8.2

7.3
CANARY ISLANDS
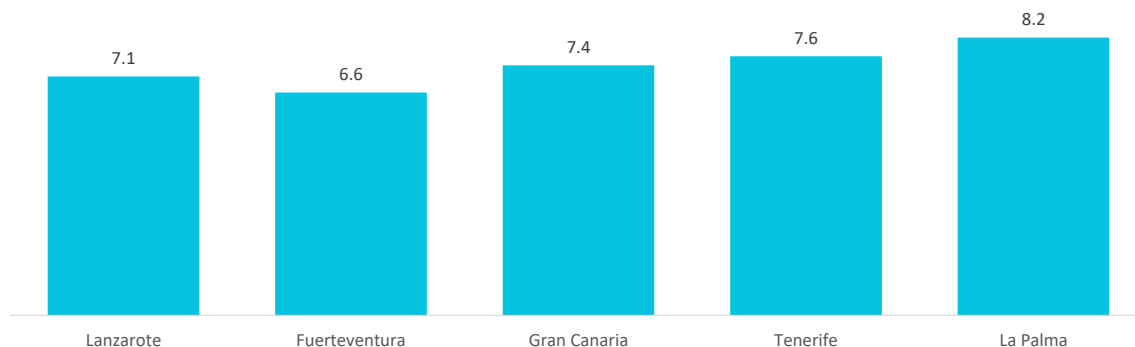
Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
7.1	6.6	7.4	7.6	8.2

Activities in the Canary Islands

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Walk, wander	**73.1%**	80.0%	61.0%	67.1%	78.2%	79.8%
Beach	**69.4%**	68.6%	77.9%	70.1%	66.5%	65.2%
Swimming pool, hotel facilities	**59.3%**	63.0%	54.1%	56.3%	62.0%	46.6%
Explore the island on their own	**48.0%**	51.3%	39.8%	44.6%	50.9%	75.0%
Taste Canarian gastronomy	**26.5%**	28.6%	19.1%	23.1%	29.9%	41.7%
Hiking	**18.5%**	16.3%	14.0%	17.8%	20.6%	51.9%
Organized excursions	**16.8%**	17.9%	13.8%	12.1%	20.3%	26.0%
Nightlife / concerts / shows	**15.9%**	13.7%	9.7%	18.2%	17.9%	6.8%
Theme parks	**14.1%**	8.1%	5.9%	9.5%	23.3%	1.4%
Sea excursions / whale watching	**12.4%**	6.9%	9.7%	10.4%	17.3%	14.9%
Wineries / markets / popular festivals	**11.4%**	20.3%	6.9%	9.8%	9.8%	19.0%
Museums / exhibitions	**10.5%**	21.2%	5.2%	10.1%	7.4%	22.8%
Other Nature Activities	**8.1%**	7.7%	6.7%	6.3%	9.6%	16.6%
Swim	**7.8%**	8.8%	7.1%	7.2%	8.1%	4.0%
Beauty and health treatments	**6.1%**	5.5%	5.0%	5.8%	7.0%	3.7%
Running	**5.7%**	6.9%	4.5%	5.8%	5.5%	6.4%
Practice other sports	**4.5%**	3.8%	4.8%	4.5%	4.7%	2.0%
Astronomical observation	**4.0%**	2.0%	3.5%	3.4%	5.1%	15.8%
Cycling / Mountain bike	**3.0%**	7.0%	2.7%	2.2%	1.9%	1.7%
Surf	**2.9%**	2.9%	5.6%	2.2%	2.4%	0.5%
Scuba Diving	**2.9%**	3.6%	2.4%	2.0%	3.2%	2.4%
Golf	**2.5%**	1.4%	2.6%	2.5%	2.9%	0.0%
Windsurf / Kitesurf	**0.9%**	0.8%	2.3%	0.4%	0.8%	0.0%

WALK, WANDER

CANARY ISLANDS	73.1%
Lanzarote	80.0%
Fuerteventura	61.0%
Gran Canaria	67.1%
Tenerife	78.2%
La Palma	79.8%

BEACH

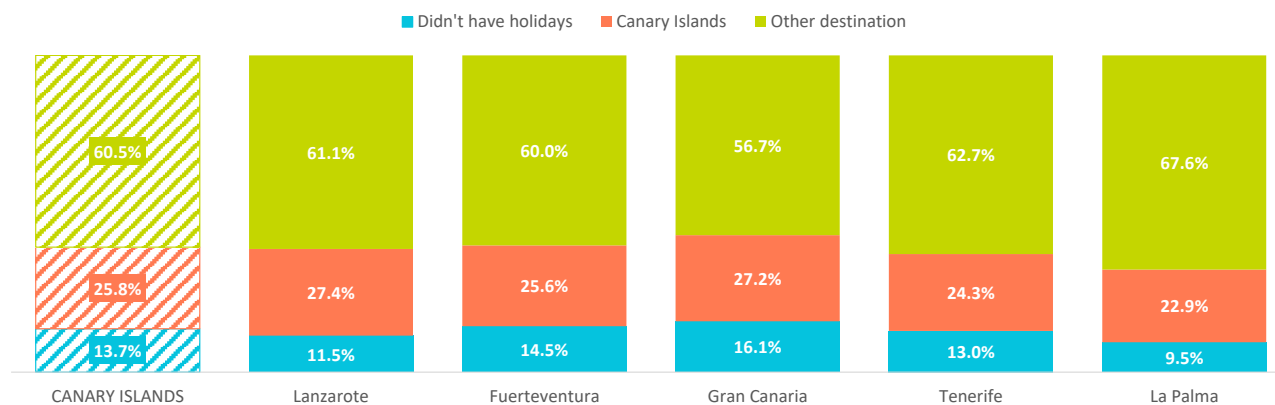|	
CANARY ISLANDS	69.4%
Lanzarote	68.6%
Fuerteventura	77.9%
Gran Canaria	70.1%
Tenerife	66.5%
La Palma	65.2%
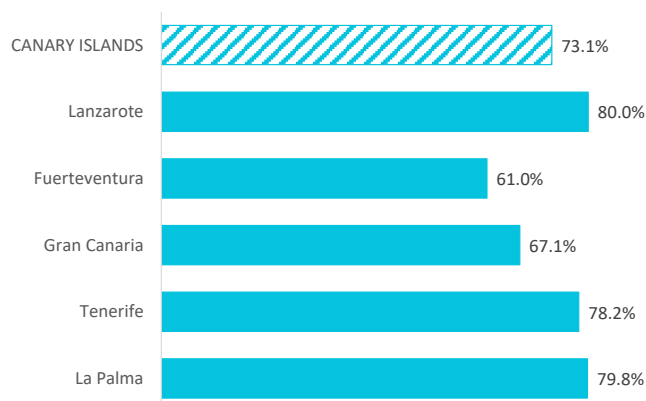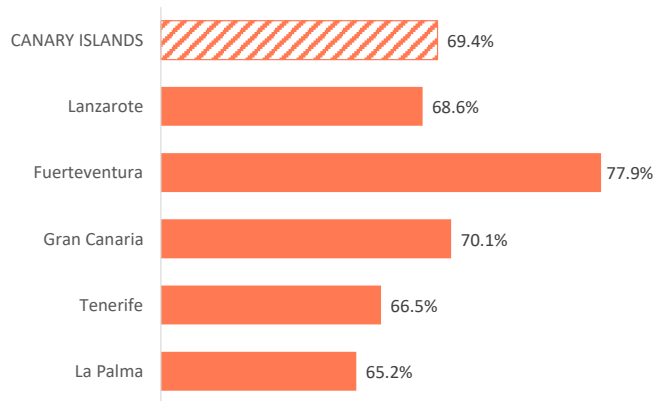
COMPETITORS

Where did they spend their main holiday last year? *

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Didn't have holidays	13.7%	11.5%	14.5%	16.1%	13.0%	9.5%
Canary Islands	25.8%	27.4%	25.6%	27.2%	24.3%	22.9%
Other destination	60.5%	61.1%	60.0%	56.7%	62.7%	67.6%
Balearic Islands	4.5%	4.9%	4.9%	3.9%	4.6%	4.2%
Rest of Spain	11.4%	11.8%	8.4%	11.2%	12.3%	14.7%
Italy	7.4%	6.9%	8.3%	6.9%	7.8%	8.0%
France	5.3%	5.9%	5.8%	4.5%	5.3%	6.5%
Turkey	2.8%	2.4%	3.4%	2.8%	2.7%	1.6%
Greece	6.9%	6.6%	8.6%	7.2%	6.3%	7.7%
Portugal	4.1%	5.1%	3.5%	3.3%	4.3%	6.3%
Croatia	2.3%	1.5%	2.7%	2.6%	2.3%	1.8%
Egypt	1.1%	0.9%	1.7%	1.1%	1.0%	1.7%
Tunisia	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%
Morocco	0.8%	0.8%	0.7%	0.9%	0.7%	0.2%
Others	13.7%	14.0%	11.7%	12.0%	15.2%	14.8%

* Percentage of valid answers

■ Didn't have holidays ■ Canary Islands ■ Other destination

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Other destination	60.5%	61.1%	60.0%	56.7%	62.7%	67.6%
Canary Islands	25.8%	27.4%	25.6%	27.2%	24.3%	22.9%
Didn't have holidays	13.7%	11.5%	14.5%	16.1%	13.0%	9.5%

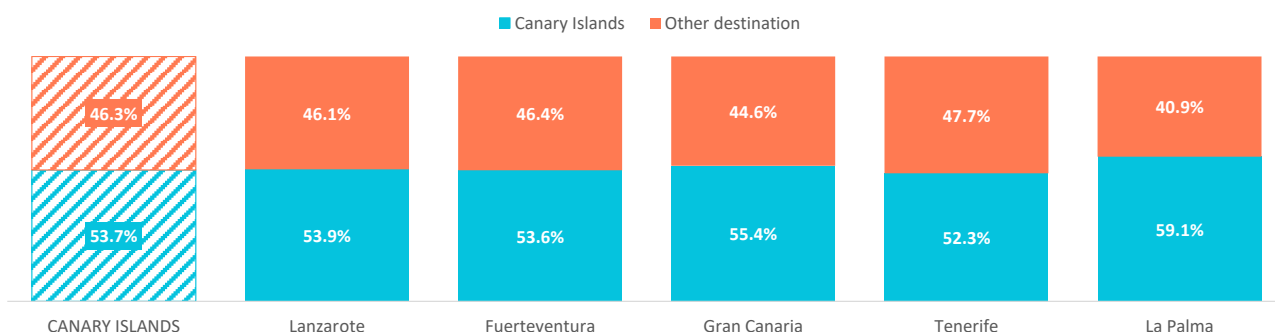### What other destinations did they consider for this trip? *

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
None (I was clear about "this Canary Island")	28.5%	28.0%	26.6%	29.0%	29.0%	32.8%
Canary Islands (other island)	25.1%	25.9%	26.9%	26.3%	23.3%	26.3%
Other destination	46.3%	46.1%	46.4%	44.6%	47.7%	40.9%
Balearic Islands	6.1%	7.1%	6.5%	5.4%	6.0%	4.5%
Rest of Spain	8.6%	8.6%	7.3%	8.6%	9.2%	6.3%
Italy	4.8%	4.4%	4.7%	4.5%	5.1%	5.5%
France	1.6%	1.4%	1.1%	1.6%	1.8%	1.8%
Turkey	3.4%	3.2%	3.7%	3.4%	3.4%	2.1%
Greece	8.1%	7.9%	9.3%	7.9%	8.0%	6.9%
Portugal	6.3%	6.8%	5.7%	5.6%	6.6%	6.4%
Croatia	2.5%	2.5%	2.1%	2.4%	2.6%	1.8%
Egypt	2.5%	2.0%	3.3%	2.5%	2.3%	2.3%
Others	2.5%	2.2%	2.6%	2.6%	2.6%	3.3%

* Percentage of valid answers

■ Canary Islands ■ Other destination

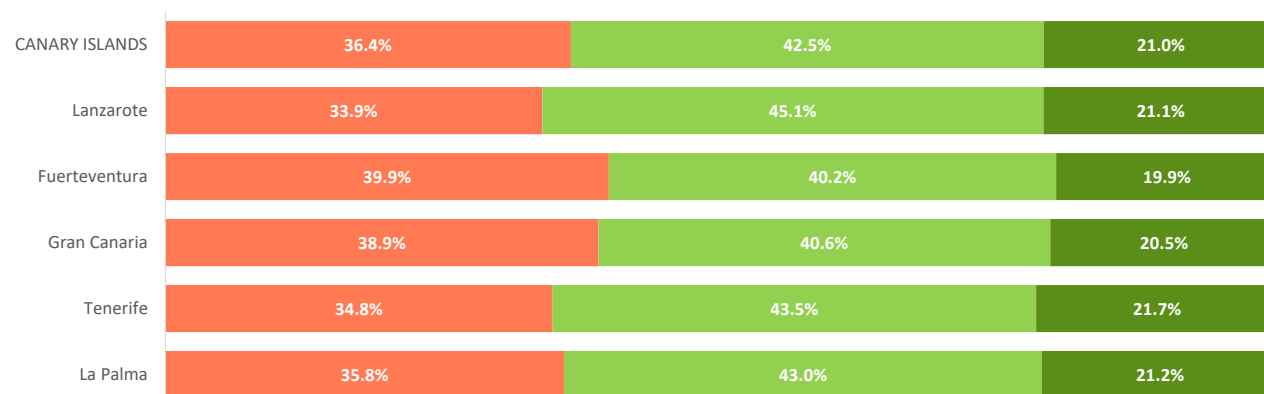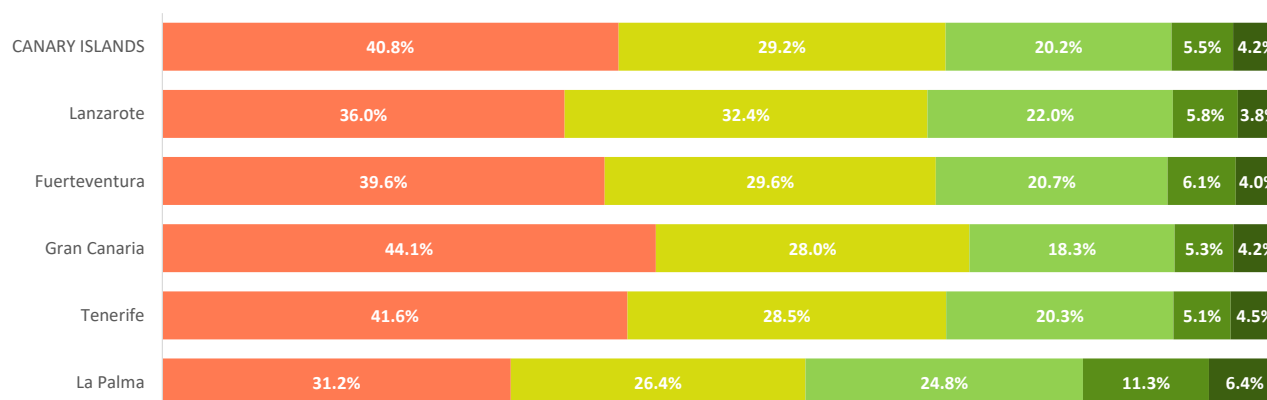|	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Other destination	46.3%	46.1%	46.4%	44.6%	47.7%	40.9%
Canary Islands	53.7%	53.9%	53.6%	55.4%	52.3%	59.1%

SUSTAINABLE DESTINATION

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

Legend: ■ No ■ Yes, but only if it not inconvenient ■ Yes, even if it means some inconvenience

	No	Yes, but only if it not inconvenient	Yes, even if it means some inconvenience
CANARY ISLANDS	36.4%	42.5%	21.0%
Lanzarote	33.9%	45.1%	21.1%
Fuerteventura	39.9%	40.2%	19.9%
Gran Canaria	38.9%	40.6%	20.5%
Tenerife	34.8%	43.5%	21.7%
La Palma	35.8%	43.0%	21.2%

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

Legend: ■ No ■ Yes, up to 5% more ■ Yes, up to 10% more ■ Yes, up to 20% more ■ Yes, over 20% more

	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
CANARY ISLANDS	40.8%	29.2%	20.2%	5.5%	4.2%
Lanzarote	36.0%	32.4%	22.0%	5.8%	3.8%
Fuerteventura	39.6%	29.6%	20.7%	6.1%	4.0%
Gran Canaria	44.1%	28.0%	18.3%	5.3%	4.2%
Tenerife	41.6%	28.5%	20.3%	5.1%	4.5%
La Palma	31.2%	26.4%	24.8%	11.3%	6.4%

Percepcion of the following sustainability measures during their stay *

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Quality of life on the island	8.0	8.2	7.8	8.0	8.1	8.2
Tolerance towards tourism	8.6	8.7	8.6	8.6	8.5	8.6
Cleanliness of the island	8.2	8.7	8.2	8.0	8.2	8.6
Air quality	8.5	8.7	8.6	8.3	8.4	8.9
Rational water consumption	7.6	7.8	7.5	7.5	7.6	7.6
Energy saving	7.1	7.3	7.0	7.0	7.0	7.1
Use of renewable energy	7.0	7.2	6.8	7.3	6.9	6.8
Recycling	7.1	7.3	7.0	6.9	7.1	6.7
Easy to get around by public transport	7.5	7.5	7.0	7.8	7.5	7.2
Overcrowding in tourist areas	6.6	6.6	6.4	6.6	6.6	6.6
Supply of local products	7.2	7.3	7.1	7.1	7.2	7.5

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

ORIGIN COUNTRY

Where are they from?

	CANARY ISLANDS	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
United Kingdom	34.1%	48.6%	30.5%	20.9%	38.3%	8.0%
Germany	16.3%	8.7%	32.1%	19.3%	11.6%	31.1%
Spanish Mainland	12.1%	10.6%	7.7%	12.7%	13.4%	33.9%
France	5.3%	7.4%	5.9%	3.8%	5.3%	2.4%
Ireland	4.3%	11.0%	2.6%	2.5%	3.1%	0.2%
Italy	4.2%	3.4%	5.3%	3.1%	5.0%	1.1%
Netherlands	4.2%	2.7%	2.8%	6.5%	3.8%	5.4%
Belgium	2.7%	2.0%	1.1%	2.5%	3.8%	2.2%
Others	16.8%	5.7%	12.1%	28.8%	15.8%	15.8%

Canary Islands
LATITUDE OF LIFE

PLACES VISITED ON EACH ISLAND

LANZAROTE

Place	%
Montaña del Fuego/ Ruta de los Volcanes	33.6%
Arrecife	32.5%
Jameos del agua	27.9%
Mirador del Río Viewpoint	25.5%
Cueva de los Verdes	21.9%
Teguise Market	19.7%
Cactus Garden	19.3%
César Manrique Foundation	14.4%
Monumento al Campesino	9.8%
La Graciosa	8.6%
San José Castle	3.9%

FUERTEVENTURA

Place	%
Jandía Beach	36.2%
Corralejo Dunes	27.7%
Cotillo	21.4%
Betancuria	18.0%
Betancuria Viewpoint	13.5%
Cofete	12.3%
Aloe Vera Museum	6.8%
Montaña Sagrada de Tindaya	5.4%
Museums	4.6%
Sicasumbre Viewpoint	4.5%
La Casa de los Coroneles	2.4%

GRAN CANARIA

Place	%
Maspalomas Dunes	47.9%
Las Palmas de Gran Canaria	45.9%
Puerto de Mogán	39.5%
Island's interior	19.5%
North of the island	18.8%
Teror	13.5%
Agaete	13.4%
Roque Nublo	12.7%
Guayadeque Viewpoint	6.7%

TENERIFE

Place	%
Teide National Park	37.9%
Santa Cruz	34.0%
La Laguna	22.0%
Los Gigantes Cliffs	18.5%
Garachico	17.7%
La Orotava	17.1%
Icod de los Vinos	14.3%
Anaga Rural Park	13.3%
Masca Valley	11.7%
Teno / Buenavista	7.1%
Infierno Valley	3.4%

LA PALMA

Place	%
Santa Cruz de La Palma	78.1%
Tazacorte Harbour	62.5%
Los Llanos de Aridane	60.4%
Cumbre vieja Volcano	54.0%
Caldera de Taburiente National Park	53.9%
Ruta de los Volcanes (Fuencaliente)	52.1%
Roque de los Muchachos Observatory	48.2%
Los Tilos Forest	46.4%

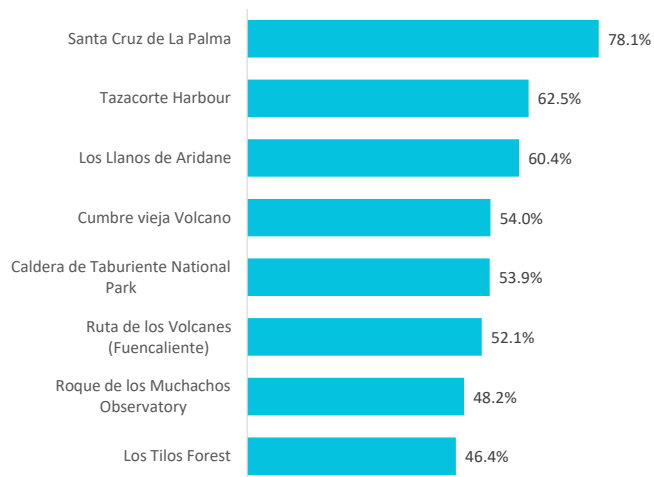*Source: Encuesta sobre el Gasto Turístico (ISTAC).*
Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.