

PROFILE OF TOURIST VISITING LANZAROTE 2021



How many are they and how much do they spend?

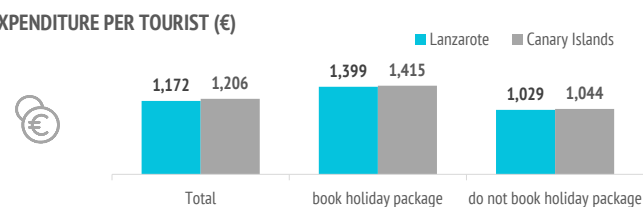


	Lanzarote	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	1,123,235	6,697,165
Tourist arrivals > 15 years old (EGT)	963,331	5,827,892
- book holiday package	370,774	2,549,012
- do not book holiday package	592,557	3,278,880
- % tourists who book holiday package	38.5%	43.7%
Share of total tourist	16.8%	100%
Expenditure per tourist (€)		
- book holiday package	1,399	1,415
- holiday package	1,103	1,135
- others	296	280
- do not book holiday package	1,029	1,044
- flight	222	248
- accommodation	374	369
- others	433	427
Average length of stay		
- book holiday package	8.58	8.59
- do not book holiday package	9.32	10.28
Average daily expenditure (€)		
- book holiday package	140.6	144.0
- do not book holiday package	122.6	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	519	3,606
- do not book holiday package	610	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Lanzarote	Canary Islands
Didn't have holidays	37.5%	35.7%
Canary Islands	16.8%	17.6%
Other destination	45.7%	46.8%

What other destinations do they consider for this trip?*

	Lanzarote	Canary Islands
None	31.8%	29.4%
Canary Islands (other island)	24.7%	25.4%
Other destination	43.5%	45.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	Lanzarote	Canary Islands
Climate	73.2%	76.0%
Safety	51.5%	49.0%
Tranquility	49.0%	48.5%
Sea	48.6%	52.0%
Landscapes	41.2%	39.1%
Beaches	40.5%	44.6%
Environment	40.2%	34.7%
European belonging	39.5%	40.2%
Accommodation supply	38.2%	37.8%
Effortless trip	35.1%	34.9%
Price	34.9%	32.4%
Gastronomy	28.0%	27.9%
Authenticity	28.0%	24.4%
Fun possibilities	19.4%	22.4%
Exoticism	14.2%	14.5%
Culture	11.1%	8.7%
Historical heritage	11.0%	9.1%
Hiking trail network	9.5%	12.1%
Shopping	8.4%	8.8%
Nightlife	7.3%	8.4%

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.

% TOURISTS WHO CHOOSE ENVIRONMENT



What is the main motivation for their holidays?

	Lanzarote	Canary Islands
Rest	47.2%	50.7%
Enjoy family time	12.4%	14.0%
Have fun	6.2%	7.3%
Explore the destination	29.2%	23.3%
Practice their hobbies	3.1%	2.6%
Other reasons	1.8%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Lanzarote	Canary Islands
The same day	0.9%	1.0%
Between 1 and 30 days	36.2%	42.5%
Between 1 and 2 months	27.8%	26.7%
Between 3 and 6 months	20.6%	18.7%
More than 6 months	14.4%	11.1%

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

	Lanzarote	Canary Islands
Previous visits to the Canary Islands	49.2%	45.7%
Friends or relatives	29.2%	30.9%
Internet or social media	58.5%	53.5%
Mass Media	2.6%	2.3%
Travel guides and magazines	7.8%	7.0%
Travel Blogs or Forums	9.9%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	16.7%	19.4%
Public administrations or similar	2.3%	1.9%
Others	2.5%	2.9%

* Multi-choise question

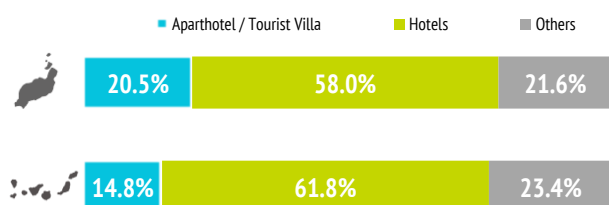
With whom did they book their flight and accommodation?

	Lanzarote	Canary Islands
Flight		
- Directly with the airline	59.2%	52.8%
- Tour Operator or Travel Agency	40.8%	47.2%
Accommodation		
- Directly with the accommodation	46.0%	39.9%
- Tour Operator or Travel Agency	54.0%	60.1%

Where do they stay?

	Lanzarote	Canary Islands
1-2-3* Hotel	10.4%	11.5%
4* Hotel	34.3%	39.4%
5* Hotel / 5* Luxury Hotel	13.3%	10.9%
Aparthotel / Tourist Villa	20.5%	14.8%
House/room rented in a private dwelling	7.3%	6.9%
Private accommodation (1)	8.2%	9.9%
Others (Cottage, cruise, camping,...)	6.1%	6.6%

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



What do they book?

	Lanzarote	Canary Islands
Room only	33.1%	28.1%
Bed and Breakfast	13.3%	15.3%
Half board	17.7%	19.5%
Full board	1.7%	3.2%
All inclusive	34.1%	33.8%

34.1% of tourists book all inclusive.

(Canary Islands: 33.8%)

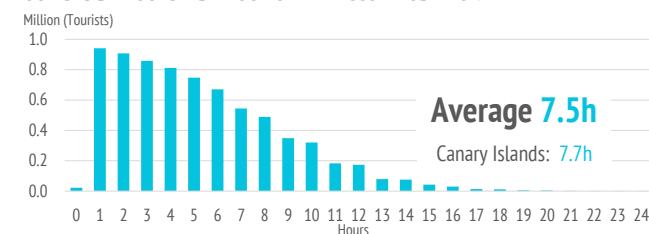
Other expenses

	Lanzarote	Canary Islands
Restaurants or cafes	74.0%	66.9%
Supermarkets	57.2%	55.6%
Car rental	41.3%	37.3%
Organized excursions	30.3%	23.7%
Taxi, transfer, chauffeur service	41.6%	46.0%
Theme Parks	4.2%	8.6%
Sport activities	12.3%	9.3%
Museums	12.4%	4.7%
Flights between islands	9.8%	6.3%

Activities in the Canary Islands

Outdoor time per day	Lanzarote	Canary Islands
0 hours	2.3%	2.4%
1 - 2 hours	8.6%	10.0%
3 - 6 hours	32.6%	30.1%
7 - 12 hours	48.4%	47.1%
More than 12 hours	8.2%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Lanzarote	Canary Islands
Walk, wander	78.1%	72.2%
Beach	75.5%	75.1%
Swimming pool, hotel facilities	60.9%	57.5%
Explore the island on their own	57.1%	52.5%
Swim	39.0%	38.8%
Taste Canarian gastronomy	32.8%	30.2%
Museums / exhibitions	24.2%	10.7%
Wineries / markets / popular festivals	23.3%	10.0%
Hiking	20.7%	22.5%
Organized excursions	19.8%	16.0%
Nightlife / concerts / shows	12.1%	12.3%
Other Nature Activities	10.6%	9.5%
Cycling / Mountain bike	10.1%	4.2%
Running	9.8%	7.6%
Sea excursions / whale watching	8.4%	13.5%
Practice other sports	6.5%	5.9%
Surf	6.5%	4.8%
Theme parks	6.4%	12.2%
Beauty and health treatments	5.0%	5.6%
Scuba Diving	5.0%	4.2%
Astronomical observation	2.5%	4.2%
Golf	1.6%	2.3%
Windsurf / Kitesurf	1.4%	1.5%

* Multi-choise question

LANZAROTE CANARY ISLANDS

MUSEUMS /
EXHIBITIONS

24.2%

10.7%



PROFILE OF TOURIST VISITING LANZAROTE 2021



Which places do they visit in Lanzarote?

	%	Absolute
Montaña del Fuego	43.9%	418,836
Arrecife	42.0%	400,206
Jameos del agua	40.2%	383,487
Mirador del Río Viewpoint	34.8%	332,032
Cueva de los Verdes	31.2%	297,190
Cactus Garden	24.9%	237,183
Teguise Market	21.9%	209,038
Isla de La Graciosa	16.7%	159,548
César Manrique Foundation	14.4%	137,645
Monumento al Campesino	14.4%	137,005
San José Castle	5.7%	54,255



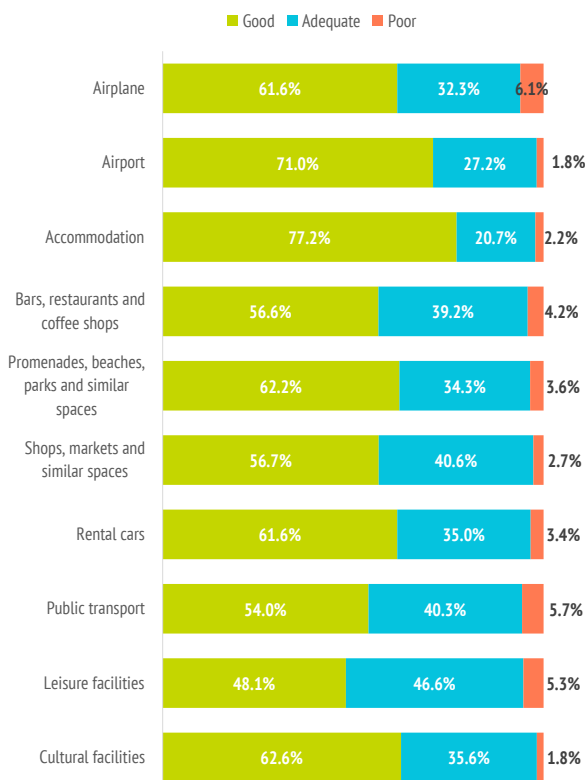
4 in 10 tourists in Lanzarote visit **Montaña del Fuego** (Volcano Route)

Health safety

Planning the trip: Importance	Lanzarote	Canary Islands
Average rating (scale 0-10)	8.22	7.99

During the stay: Rate	Lanzarote	Canary Islands
Average rating (scale 0-10)	8.56	8.42

HEALTH SAFETY MEASURES (RATE)



How many islands do they visit during their trip?



	Lanzarote	Canary Islands
One island	90.7%	90.9%
Two islands	8.1%	7.8%
Three or more islands	1.1%	1.3%

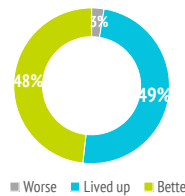
How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Lanzarote	Canary Islands
Average rating	8.99	8.86

Experience in the Canary Islands	Lanzarote	Canary Islands
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	49.2%	51.4%
Better or much better than expected	48.2%	45.9%

Future intentions (scale 1-10)	Lanzarote	Canary Islands
Return to the Canary Islands	9.04	8.86
Recommend visiting the Canary Island	9.27	9.10



Experience in the Canary Islands

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	in Lanzarote	in the Canary Islands
Lanzarote: Repeat tourists	62.8%	34.6%
Lanzarote: At least 10 previous visits	10.6%	2.4%
Canary Islands: Repeat tourists	71.1%	68.0%
Canary Islands: At least 10 previous visits	18.8%	18.3%

MAIN SOURCE MARKETS : % REPEAT TOURISTS BY MARKETS

UK **76%**
 Germany **59%**
 S. Mainland **65%**
 France **33%**



Where are they from?



	%	Absolute
United Kingdom	29.5%	284,634
Spanish Mainland	24.7%	237,618
Germany	11.2%	107,543
France	9.8%	94,145
Ireland	7.4%	70,864
Netherlands	3.7%	35,892
Italy	3.6%	35,097
Belgium	2.2%	21,293
Denmark	2.0%	18,820
Switzerland	1.0%	10,103
Poland	0.9%	9,143
Luxembourg	0.9%	8,306
Portugal	0.7%	7,119
Sweden	0.7%	6,876
United States	0.3%	2,777
Finland	0.2%	2,083
Austria	0.2%	1,567
Others	1.0%	9,452

Who do they come with?



	Lanzarote	Canary Islands
Unaccompanied	10.7%	13.5%
Only with partner	48.1%	48.2%
Only with children (< 13 years old)	4.6%	3.9%
Partner + children (< 13 years old)	5.5%	4.9%
Other relatives	10.2%	8.4%
Friends	7.6%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	12.6%	11.5%

(1) Different situations have been isolated

Tourists with children	14.3%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	12.1%	10.2%
- Between 0 -2 and 3-12 years	1.1%	1.0%
Tourists without children	85.7%	87.5%
Group composition:		
- 1 person	14.8%	16.5%
- 2 people	54.4%	56.7%
- 3 people	11.8%	10.7%
- 4 or 5 people	15.8%	13.6%
- 6 or more people	3.1%	2.5%
Average group size:	2.48	2.37

*People who share the main expenses of the trip

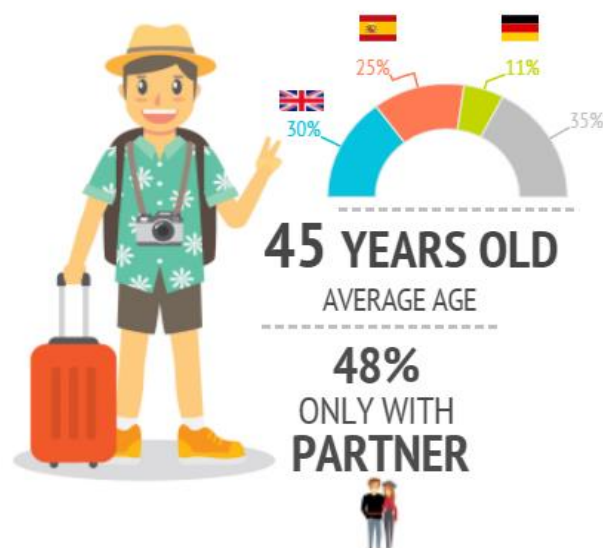
% TOURISTS WHO TRAVEL WITH CHILDREN



Who are they?



	Lanzarote	Canary Islands
Gender		
Men	50.9%	49.6%
Women	49.1%	50.4%
Age		
Average age (tourist > 15 years old)	44.8	43.3
Standard deviation	15.5	15.6
Age range (> 15 years old)		
16 - 24 years old	9.7%	11.9%
25 - 30 years old	13.6%	14.8%
31 - 45 years old	29.0%	30.2%
46 - 60 years old	29.2%	26.6%
Over 60 years old	18.6%	16.4%
Occupation		
Salaried worker	56.8%	57.8%
Self-employed	10.5%	11.1%
Unemployed	1.9%	1.7%
Business owner	7.7%	10.0%
Student	6.2%	5.9%
Retired	15.1%	12.2%
Unpaid domestic work	0.8%	0.5%
Others	1.0%	0.9%
Annual household income level		
Less than €25,000	16.5%	16.1%
€25,000 - €49,999	35.9%	37.0%
€50,000 - €74,999	23.6%	23.4%
More than €74,999	24.1%	23.5%
Education level		
No studies	3.4%	2.2%
Primary education	2.7%	2.2%
Secondary education	16.9%	18.8%
Higher education	77.0%	76.9%



Pictures: Freepik.com