

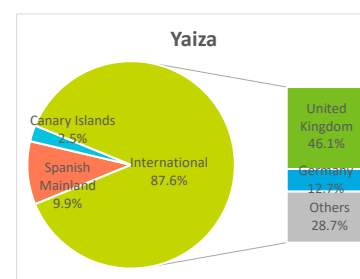
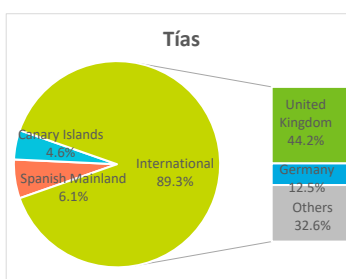
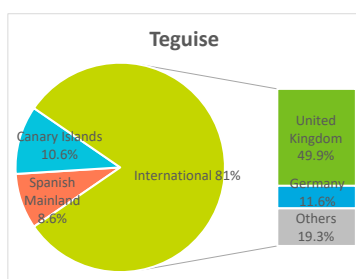
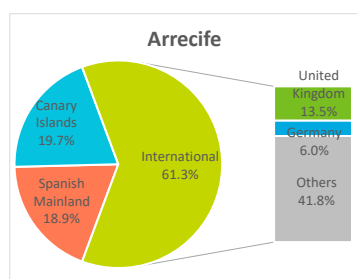
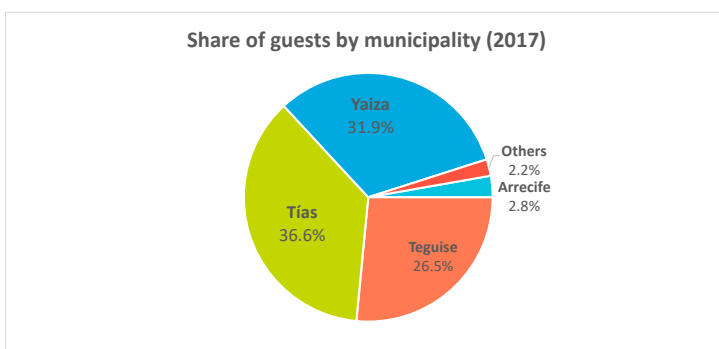
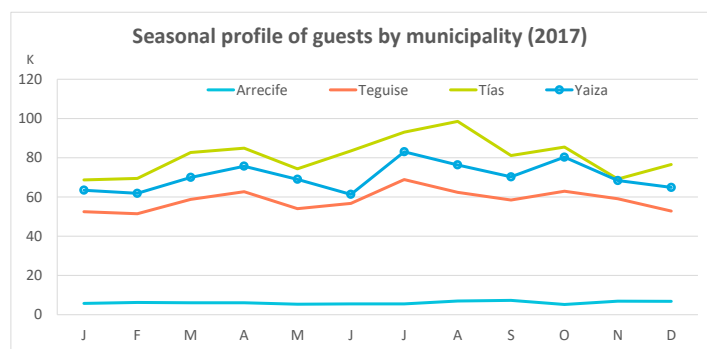
# Tourist profile by municipality

## Lanzarote (2017)

### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Accommodation type		
	Arrecife	Teguise	Tías	Yaiza	Others	Lanzarote	Hotel	Apartment
<b>International</b>	<b>45,233</b>	<b>566,390</b>	<b>863,835</b>	<b>739,695</b>	<b>54,558</b>	<b>2,269,711</b>	<b>1,406,074</b>	<b>863,637</b>
- United Kingdom	9,968	349,592	427,586	389,560	16,063	1,192,769	672,424	520,345
- Germany	4,451	81,374	120,598	107,588	6,310	320,321	271,785	48,536
<b>Spanish Mainland</b>	<b>13,956</b>	<b>60,132</b>	<b>58,948</b>	<b>83,366</b>	<b>713</b>	<b>217,115</b>	<b>163,979</b>	<b>53,136</b>
Canary Islands	14,542	74,090	44,621	21,280	1,574	156,107	79,113	76,994
<b>Total</b>	<b>73,731</b>	<b>700,612</b>	<b>967,404</b>	<b>844,341</b>	<b>56,845</b>	<b>2,642,933</b>	<b>1,649,166</b>	<b>993,767</b>

Place of residence:	Municipality of stay (%)					Accommodation type (%)		
	Arrecife	Teguise	Tías	Yaiza	Others	Lanzarote	Hotel	Apartment
<b>International</b>	<b>61.3%</b>	<b>80.8%</b>	<b>89.3%</b>	<b>87.6%</b>	<b>96.0%</b>	<b>85.9%</b>	<b>85.3%</b>	<b>86.9%</b>
- United Kingdom	13.5%	49.9%	44.2%	46.1%	28.3%	45.1%	40.8%	52.4%
- Germany	6.0%	11.6%	12.5%	12.7%	11.1%	12.1%	16.5%	4.9%
<b>Spanish Mainland</b>	<b>18.9%</b>	<b>8.6%</b>	<b>6.1%</b>	<b>9.9%</b>	<b>1.3%</b>	<b>8.2%</b>	<b>9.9%</b>	<b>5.3%</b>
Canary Islands	19.7%	10.6%	4.6%	2.5%	2.8%	5.9%	4.8%	7.7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



### Other indicators

	Municipality (%)					Accommodation type (%)		
	Arrecife	Teguise	Tías	Yaiza	Others	Lanzarote	Hotel	Apartment
<b>Bednights</b>								
<b>International</b>	<b>214,791</b>	<b>4,767,067</b>	<b>7,353,989</b>	<b>5,998,757</b>	<b>513,113</b>	<b>18,847,717</b>	<b>11,117,254</b>	<b>7,730,463</b>
- United Kingdom	54,361	2,900,046	3,568,882	3,194,090	131,588	9,848,967	5,146,240	4,702,727
- Germany	25,747	758,268	1,207,543	924,487	64,426	2,980,471	2,428,231	552,240
<b>Spanish Mainland</b>	<b>53,101</b>	<b>323,191</b>	<b>386,734</b>	<b>580,044</b>	<b>4,472</b>	<b>1,347,542</b>	<b>1,018,482</b>	<b>329,060</b>
Canary Islands	32,078	400,425	188,369	116,520	7,317	744,709	398,342	346,367
<b>Total</b>	<b>299,970</b>	<b>5,490,683</b>	<b>7,929,092</b>	<b>6,695,321</b>	<b>524,902</b>	<b>20,939,968</b>	<b>12,534,078</b>	<b>8,405,890</b>
<b>Length of stay</b>								
<b>International</b>	<b>4.8</b>	<b>8.4</b>	<b>8.5</b>	<b>8.1</b>	--	<b>8.3</b>	<b>7.9</b>	<b>9.0</b>
- United Kingdom	5.5	8.3	8.4	8.2	--	8.3	7.7	9.2
- Germany	5.8	9.3	10.0	8.6	--	9.3	8.9	10.9
<b>Spanish Mainland</b>	<b>3.0</b>	<b>5.4</b>	<b>5.6</b>	<b>6.7</b>	--	<b>5.6</b>	<b>5.8</b>	<b>5.2</b>
Canary Islands	2.2	5.4	4.2	5.5	--	4.8	5.0	4.1
<b>Total</b>	<b>4.1</b>	<b>7.8</b>	<b>8.2</b>	<b>7.9</b>	--	<b>7.9</b>	<b>7.6</b>	<b>8.5</b>
<b>ADR (€)</b>	<b>59.2</b>	<b>74.3</b>	<b>67.9</b>	<b>87.4</b>	--	<b>76.4</b>	<b>88.9</b>	<b>56.9</b>
<b>RevPar (€)</b>	<b>46.4</b>	<b>65.1</b>	<b>56.2</b>	<b>76.0</b>	--	<b>65.0</b>	<b>76.6</b>	<b>47.6</b>
<b>Bed-space occupancy rate (%)</b>	<b>72.4</b>	<b>85.2</b>	<b>75.4</b>	<b>81.9</b>	--	<b>79.5</b>	<b>82.1</b>	<b>75.8</b>
Occupancy rate per room/apart.(%)	78.3	87.6	82.8	87.0	--	85.2	86.1	83.7

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC).

Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

# Tourist profile by municipality

## Lanzarote (2017)



### Profile of tourist visiting Lanzarote by municipality of stay

#### How many are they and how much do they spend?



	Arrecife	Teguiise	Tías	Yaiza	Lanzarote
Tourist arrivals (> 16 years old)	64,053	596,557	920,652	826,040	<b>2,488,213</b>
Average daily expenditure (€)	141.63	126.16	128.33	145.41	<b>134.14</b>
. in their place of residence	95.87	93.16	87.48	113.72	<b>97.97</b>
. in the Canary Islands	45.76	33.00	40.85	31.70	<b>36.17</b>
Average length of stay	7.10	8.77	8.99	8.63	<b>8.76</b>
Turnover per tourist (€)	911	1,020	1,068	1,167	<b>1,087</b>
Total turnover (> 16 years old) (€m)	58	608	984	963.7	<b>2,705</b>
Share of total turnover	2.2%	22.5%	36.4%	35.6%	<b>100%</b>
Share of total tourists	2.6%	24.0%	37.0%	33.2%	<b>100%</b>

#### Where are they from?



	Arrecife	Teguiise	Tías	Yaiza	Lanzarote
<b>Tourists (&gt; 16 years old)</b>					
United Kingdom	22,566	341,394	382,788	441,840	<b>1,188,588</b>
Germany	4,406	77,350	125,381	87,984	<b>295,121</b>
Spanish Mainland	17,017	40,807	49,231	80,616	<b>187,671</b>
Others	20,063	137,007	363,251	215,600	<b>735,921</b>
<b>Share by place of residence (%)</b>					
United Kingdom	1.9%	28.7%	32.2%	37.2%	<b>100%</b>
Germany	1.5%	26.2%	42.5%	29.8%	<b>100%</b>
Spanish Mainland	9.1%	21.7%	26.2%	43.0%	<b>100%</b>
Others	2.7%	18.6%	49.4%	29.3%	<b>100%</b>

#### How do they book?



	Arrecife	Teguiise	Tías	Yaiza	Lanzarote
<b>Flight booking</b>					
Tour Operator	29.9%	46.3%	38.7%	47.4%	<b>42.8%</b>
Airline	42.0%	26.3%	33.9%	23.0%	<b>29.4%</b>
Travel agency (High street)	7.8%	15.4%	17.4%	20.0%	<b>17.1%</b>
Online Travel Agency (OTA)	20.3%	12.0%	10.0%	9.6%	<b>10.7%</b>
<b>Accommodation booking</b>					
Tour Operator	27.0%	47.0%	38.6%	45.3%	<b>42.3%</b>
Accommodation	18.8%	16.0%	21.6%	17.0%	<b>19.1%</b>
Travel agency (High street)	11.3%	17.6%	19.2%	21.3%	<b>18.9%</b>
Online Travel Agency (OTA)	43.0%	19.3%	20.6%	16.4%	<b>19.7%</b>

#### What do they book at their place of residence?



	Arrecife	Teguiise	Tías	Yaiza	Lanzarote
Flight only	11.2%	5.1%	5.3%	3.5%	<b>5.0%</b>
Flight & accommodation (room only)	29.2%	23.7%	44.0%	18.4%	<b>30.9%</b>
Flight & accommodation (B&B)	26.7%	8.0%	7.4%	7.3%	<b>8.0%</b>
Flight & accommodation (half board)	25.6%	17.3%	14.9%	23.5%	<b>18.4%</b>
Flight & accommodation (full board)	4.8%	2.9%	3.0%	3.2%	<b>3.1%</b>
Flight & accommodation (all inclusive)	2.5%	42.7%	24.8%	44.0%	<b>34.2%</b>
% Tourists using low-cost airlines	76.4%	60.9%	60.0%	54.3%	<b>59.0%</b>
<b>Other expenses in their place of residence:</b>					
- Excursions	9.7%	3.9%	3.3%	5.1%	<b>4.3%</b>
- Car rental	17.9%	10.1%	8.5%	12.5%	<b>11.0%</b>
- Other expenses	5.8%	8.6%	5.0%	8.1%	<b>8.2%</b>

#### What is their main reason for coming?



Trip reasons	Arrecife	Teguiise	Tías	Yaiza	Lanzarote
Holidays	94.3%	98.7%	98.5%	98.7%	<b>98.4%</b>
Professional or family reasons	4.9%	0.9%	1.1%	1.0%	<b>1.2%</b>
Other reason	0.8%	0.4%	0.5%	0.3%	<b>0.4%</b>

#### Who are they?



	Arrecife	Teguiise	Tías	Yaiza	Lanzarote
<b>Gender</b>					
Percentage of men	52.1%	46.1%	46.0%	49.5%	<b>47.6%</b>
Percentage of women	47.9%	53.9%	54.0%	50.5%	<b>52.4%</b>
<b>Age range</b>					
16-44 years old	47.1%	40.2%	34.5%	36.7%	<b>37.3%</b>
Over 44 years old	52.9%	59.8%	65.5%	63.3%	<b>62.7%</b>
<b>Occupation</b>					
Active	75.8%	71.1%	69.3%	70.8%	<b>70.8%</b>
Inactive	24.2%	28.9%	30.7%	29.2%	<b>29.2%</b>
<b>Annual household income level</b>					
€12,000 - €48,000	65.8%	56.9%	52.8%	45.0%	<b>51.2%</b>
More than €48,000	34.2%	43.1%	47.2%	55.0%	<b>48.8%</b>

#### Who do they come with?



	Arrecife	Teguiise	Tías	Yaiza	Lanzarote
Partner	62.7%	77.4%	77.8%	79.0%	<b>77.4%</b>
Children	12.7%	28.1%	24.2%	36.4%	<b>29.0%</b>
Other relatives	8.8%	10.4%	12.1%	14.9%	<b>12.5%</b>
Others	9.3%	8.1%	7.5%	5.6%	<b>7.3%</b>
With children (< 13 year old)	4.7%	20.4%	17.3%	27.3%	<b>21.0%</b>

\* Multi-choice question

#### Where do they stay?



	Arrecife	Teguiise	Tías	Yaiza	Lanzarote
<b>Type of accommodation</b>					
<b>All markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	81.5%	52.8%	38.7%	76.6%	<b>56.2%</b>
- Apartment	9.1%	44.8%	59.6%	21.5%	<b>41.6%</b>
- Other type of accommodation	9.4%	2.4%	1.7%	1.9%	<b>2.3%</b>
<b>German market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	80.3%	70.9%	66.1%	82.7%	<b>71.2%</b>
- Apartment	5.2%	26.2%	32.9%	15.9%	<b>26.6%</b>
- Other type of accommodation	14.6%	2.9%	1.0%	1.4%	<b>2.2%</b>
<b>Spanish Mainland market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	66.5%	54.2%	37.1%	88.6%	<b>63.4%</b>
- Apartment	11.7%	39.1%	59.3%	9.0%	<b>30.7%</b>
- Other type of accommodation	21.9%	6.7%	3.6%	2.3%	<b>5.9%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	95.2%	45.7%	31.6%	73.2%	<b>52.5%</b>
- Apartment	4.8%	52.4%	66.4%	24.6%	<b>45.4%</b>
- Other type of accommodation	0.0%	1.9%	2.0%	2.2%	<b>2.1%</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	79.2%	59.7%	37.0%	76.6%	<b>54.1%</b>
- Apartment	12.4%	38.3%	61.7%	22.2%	<b>44.2%</b>
- Other type of accommodation	8.4%	2.0%	1.4%	1.2%	<b>1.7%</b>
<b>Length of stay by type of accommodation</b>					
<b>All markets</b>					
- Hotel	6.7	8.2	8.5	8.3	<b>8.2</b>
- Apartment	8.5	9.3	9.3	9.3	<b>9.3</b>
- Other type of accommodation	9.1	13.3	10.9	17.1	<b>12.9</b>

#### How many islands did they visit in this trip?



Number of islands	Arrecife	Teguiise	Tías	Yaiza	Lanzarote
One island	88.6%	91.4%	92.4%	89.7%	<b>91.0%</b>
Two islands	9.8%	7.5%	5.9%	9.0%	<b>7.6%</b>
Three or more islands	1.5%	1.0%	1.7%	1.4%	<b>1.4%</b>

# Tourist profile by municipality

## Lanzarote (2017)

### What did motivate them to come?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Previous visits to the Canary Islands	50.4%	70.9%	75.3%	67.0%	<b>70.6%</b>
Recommendation by friends/relatives	42.9%	34.8%	35.9%	36.9%	<b>36.2%</b>
Tour Operator's brochure or catalogue	3.7%	8.6%	7.1%	9.8%	<b>8.1%</b>
Recommendation by Travel Agent	2.7%	8.3%	8.8%	9.6%	<b>8.5%</b>
Internet	39.7%	31.3%	25.9%	28.5%	<b>28.4%</b>
Others	15.0%	10.0%	8.9%	9.4%	<b>9.7%</b>

\* Multi-choice question

### Why do they choose Lanzarote?

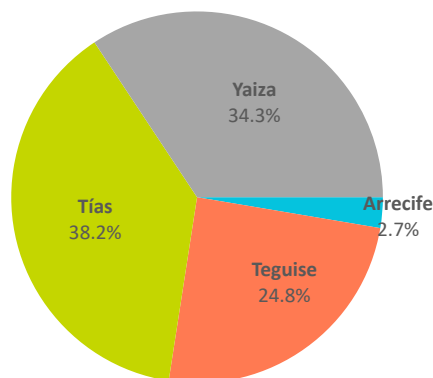
	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Climate/sun	83.8%	93.2%	93.7%	93.6%	<b>93.0%</b>
Tranquillity/rest/relaxation	36.6%	39.1%	40.7%	45.2%	<b>41.4%</b>
Beaches	30.3%	26.4%	30.2%	23.9%	<b>26.8%</b>
Scenery	34.9%	26.5%	22.2%	25.7%	<b>24.9%</b>
Visiting new places	25.2%	17.1%	14.6%	17.7%	<b>16.4%</b>
Price	19.9%	18.7%	16.3%	11.9%	<b>15.1%</b>
Ease of travel	8.3%	13.0%	13.0%	15.0%	<b>13.4%</b>
Security	6.7%	9.9%	12.2%	10.3%	<b>10.6%</b>
Culture	10.0%	11.6%	8.2%	8.8%	<b>10.2%</b>
Suitable destination for children	1.1%	10.3%	7.0%	14.2%	<b>10.0%</b>
Quality of the environment	8.6%	9.7%	10.1%	9.9%	<b>9.9%</b>
Sports	2.7%	3.9%	2.4%	2.9%	<b>3.9%</b>
Others	10.2%	6.9%	12.3%	6.9%	<b>9.0%</b>

\* Multi-choice question

### How do they rate the destination?

Impression of their stay	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Good or very good (% tourists)	92.8%	95.0%	95.7%	94.9%	<b>95.2%</b>

### Share of tourists by municipality (2017)



### How do they rate the following features and services?

(Scale 1 - 10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
<b>Accommodation</b>	8.2	8.2	8.2	8.3	8.3
Quality of accommodation	8.6	8.6	8.5	8.6	<b>8.6</b>
Treatment at accommodation	8.2	8.1	8.1	8.4	<b>8.3</b>
Quality of the food	7.6	7.8	7.8	7.9	<b>7.9</b>
<b>Environmental</b>	8.4	8.4	8.5	8.4	8.5
Climate	8.5	8.4	8.5	8.6	<b>8.5</b>
Bathing areas	8.5	8.4	8.7	8.5	<b>8.6</b>
Tranquility	8.7	8.4	8.5	8.4	<b>8.4</b>
Cleanliness	8.4	8.4	8.5	8.4	<b>8.5</b>
Quality of the environment	8.4	8.4	8.5	8.5	<b>8.5</b>
Scenery	8.0	8.1	8.4	8.3	<b>8.3</b>
<b>Restaurants</b>	7.9	8.1	8.1	8.1	8.1
Quality of restaurants	8.4	8.4	8.4	8.5	<b>8.4</b>
Treatment from restaurant staff	7.9	8.1	8.1	8.1	<b>8.1</b>
Prices	7.8	8.0	8.0	7.9	<b>8.0</b>
Local food and drink	7.6	7.7	7.8	7.8	<b>7.8</b>
<b>Leisure activities</b>	7.1	7.7	7.5	7.6	7.6
Cultural activities	7.7	8.1	7.9	7.9	<b>7.9</b>
Sporting activities	7.5	7.8	7.6	7.8	<b>7.8</b>
Health-related activities, wellness	7.3	7.7	7.5	7.6	<b>7.6</b>
Organized excursions	7.6	7.9	7.5	7.9	<b>7.8</b>
Recreational facilities for children	6.8	7.9	7.3	7.8	<b>7.6</b>
Theme parks	6.5	7.2	7.6	7.1	<b>7.3</b>
Golf	7.1	7.4	7.2	7.2	<b>7.3</b>
<b>Nightlife, fun</b>	6.1	6.8	6.7	6.6	6.7
<b>Services and infrastructures</b>	8.3	8.4	8.5	8.4	8.4
Bus services	8.7	8.7	8.8	8.7	<b>8.7</b>
Hospitality	8.2	8.6	8.8	8.4	<b>8.6</b>
Security	8.6	8.7	8.7	8.7	<b>8.7</b>
Taxi services	8.4	8.4	8.5	8.5	<b>8.5</b>
State of roads	8.3	8.6	8.5	8.5	<b>8.5</b>
Car rental	8.0	8.2	8.2	8.1	<b>8.2</b>
Quality and variety of shops	7.6	7.7	7.8	7.7	<b>7.7</b>
<b>Total</b>	<b>8.1</b>	<b>8.2</b>	<b>8.3</b>	<b>8.3</b>	<b>8.2</b>

### How many are loyal to the destination?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
<b>Repeat tourists</b>	62.3%	81.7%	85.1%	78.6%	<b>81.4%</b>
- Germany	75.9%	84.7%	84.1%	84.5%	<b>84.6%</b>
- Spanish Mainland	68.0%	82.4%	80.4%	85.7%	<b>82.0%</b>
- United Kingdom	70.5%	89.3%	89.6%	83.6%	<b>87.0%</b>
- Others	45.2%	60.7%	81.3%	63.4%	<b>71.1%</b>
<b>Repeater (more than 3 visits)</b>	19.6%	40.0%	45.3%	38.4%	<b>41.1%</b>
- Germany	31.4%	35.6%	39.7%	46.7%	<b>40.5%</b>
- Spanish Mainland	24.4%	25.1%	30.8%	36.4%	<b>31.9%</b>
- United Kingdom	20.2%	50.6%	51.0%	45.2%	<b>48.5%</b>
- Others	12.0%	20.2%	43.2%	21.8%	<b>31.8%</b>

### Tourist arrivals by municipality (2017)

