

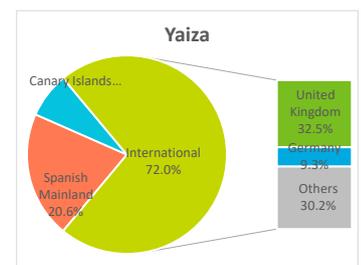
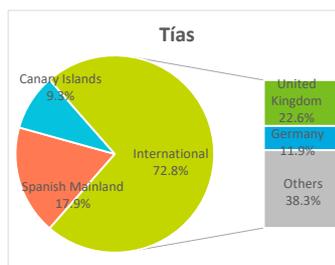
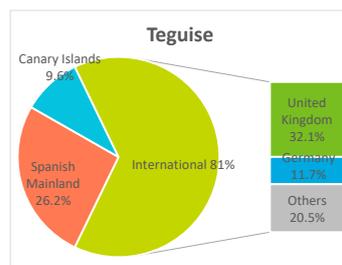
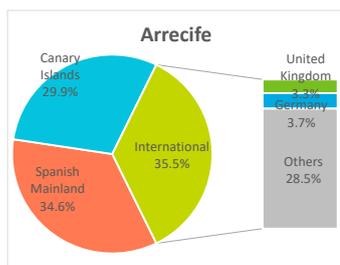
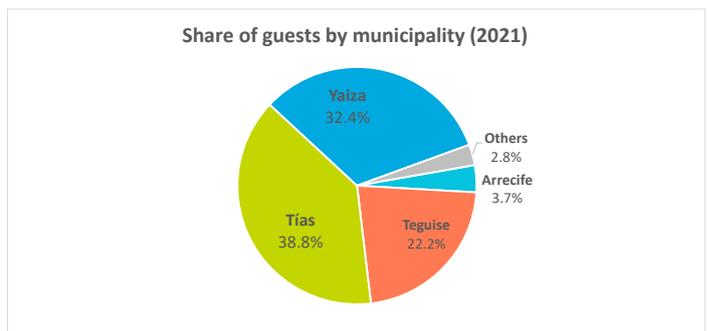
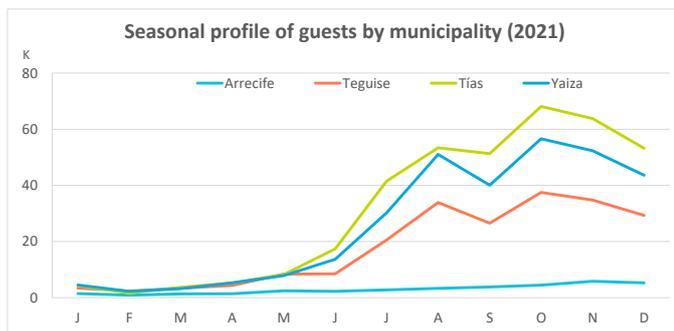
Tourist profile by municipality

Lanzarote (2021)

GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Lanzarote	Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
International	12,536	136,801	270,711	223,736	25,608	669,392	476,618	192,774
- United Kingdom	1,149	68,233	83,959	100,827	4,295	258,463	169,987	88,476
- Germany	1,303	24,884	44,387	28,987	2,174	101,735	85,604	16,131
Spanish Mainland	12,235	55,684	66,693	64,056	370	199,038	161,581	37,457
Canary Islands	10,553	20,347	34,403	22,821	969	89,093	47,723	41,370
Total	35,324	212,832	371,807	310,613	26,947	957,523	685,922	271,601

Place of residence:	Municipality of stay (%)					Lanzarote	Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
International	35.5%	64.3%	72.8%	72.0%	95.0%	69.9%	69.5%	71.0%
- United Kingdom	3.3%	32.1%	22.6%	32.5%	15.9%	27.0%	24.8%	32.6%
- Germany	3.7%	11.7%	11.9%	9.3%	8.1%	10.6%	12.5%	5.9%
Spanish Mainland	34.6%	26.2%	17.9%	20.6%	1.4%	20.8%	23.6%	13.8%
Canary Islands	29.9%	9.6%	9.3%	7.3%	3.6%	9.3%	7.0%	15.2%
Total	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality (%)					Lanzarote	Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
Bednights								
International	39,706	1,029,640	2,175,108	1,740,810	217,672	5,202,936	3,602,826	1,600,110
- United Kingdom	4,312	509,439	682,824	774,787	35,758	2,007,120	1,265,150	741,970
- Germany	4,274	225,023	419,718	266,365	21,599	936,979	770,548	166,431
Spanish Mainland	31,864	314,572	391,477	384,590	2,859	1,125,362	895,022	230,340
Canary Islands	21,304	70,784	157,952	93,591	4,858	348,489	168,555	179,934
Total	92,874	1,414,996	2,724,537	2,218,991	225,389	6,676,787	4,666,403	2,010,384
Length of stay								
International	3.2	7.5	8.0	7.8	--	7.8	7.6	8.3
- United Kingdom	3.8	7.5	8.1	7.7	--	7.8	7.4	8.4
- Germany	3.3	9.0	9.5	9.2	--	9.2	9.0	10.3
Spanish Mainland	2.6	5.6	5.9	6.0	--	5.7	5.5	6.1
Canary Islands	2.0	3.5	4.6	4.1	--	3.9	3.5	4.3
Total	2.6	6.6	7.3	7.1	--	7.0	--	--
ADR (€)	46.1	78.0	86.2	105.8	--	91.6	104.8	59.1
RevPar (€)	21.8	39.8	43.5	53.2	--	46.4	54.8	27.8
Total revenue (€ million)	3.1	52.4	110.0	109.4	--	286.8	233.4	53.4
Bed-space occupancy rate (%)	36.7	45.0	43.4	45.6	--	44.3	46.7	39.5
Occupancy rate per room/apart.(%)	47.2	51.0	50.5	50.3	--	50.6	52.3	47.0

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

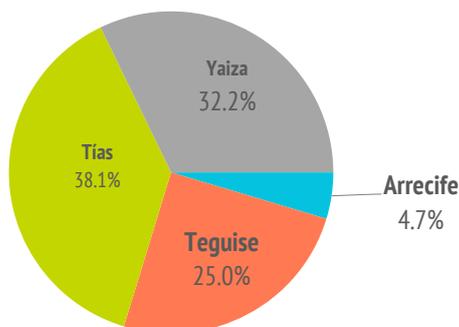
Lanzarote (2021)

How many are they and how much do they spend?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourist arrivals (> 15 years old)	42,153	226,631	345,082	291,058	963,331
Average daily expenditure (€)	107.75	132.06	134.19	161.36	140.57
Average length of stay	8.49	8.79	8.87	9.28	9.03
Turnover per tourist (€)	769	1,083	1,109	1,367	1,172
Total turnover (> 15 years old) (€m)	32	245	383	397.9	1,129
Share of total turnover	2.9%	21.7%	33.9%	35.3%	100%
Share of total tourists	4.4%	23.5%	35.8%	30.2%	100%

Share of tourists by municipality (2021)



What is the main motivation for their holidays?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Rest	28.4%	45.8%	49.2%	52.2%	47.2%
Explore the destination	40.6%	31.5%	30.0%	24.5%	29.2%
Other reasons	30.9%	22.8%	20.8%	23.3%	23.6%

How far in advance do they book their trip?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Between 0 and 30 days	57.0%	39.3%	36.7%	35.3%	37.1%
Between 1 and 2 months	23.9%	26.3%	28.3%	28.9%	27.8%
More than 3 months	19.0%	34.4%	35.0%	35.8%	35.1%

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



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Previous visits to the Canary Islands	32.7%	43.3%	52.2%	52.5%	49.2%
Friends or relatives	43.6%	31.8%	28.8%	24.0%	29.2%
Internet or social media	61.3%	60.1%	59.0%	59.4%	58.5%
Tour Operator or Travel Agency	5.1%	17.2%	17.6%	19.0%	16.7%
Others	39.7%	23.2%	25.2%	26.0%	25.8%

(*) Multi-choice question

What do they book?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Room only/ Bed & Breakfast	84.9%	43.0%	54.5%	28.1%	46.5%
Half board / Full board	12.2%	20.3%	18.0%	23.5%	19.4%
All inclusive	2.9%	36.7%	27.4%	48.4%	34.1%

ALL INCLUSIVE



(Canary Islands: 33.8%)

Importance of each factor in the destination choice



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Climate	63.2%	73.0%	74.3%	76.1%	73.2%
Safety	43.1%	54.6%	53.9%	50.7%	51.5%
Tranquility	54.8%	51.7%	47.4%	51.0%	49.0%
Sea	51.4%	49.7%	48.0%	50.1%	48.6%
Landscapes	59.1%	43.2%	39.5%	38.8%	41.2%
Beaches	46.0%	42.2%	41.2%	40.2%	40.5%
Environment	52.7%	41.8%	41.1%	36.4%	40.2%
European belonging	40.7%	39.9%	39.9%	40.7%	39.5%
Accommodation supply	19.7%	37.4%	39.6%	41.8%	38.2%
Effortless trip	36.5%	36.2%	37.7%	33.5%	35.1%
Price	35.9%	36.4%	36.3%	34.1%	34.9%
Gastronomy	29.7%	30.8%	27.9%	27.0%	28.0%
Authenticity	36.7%	27.3%	28.0%	27.4%	28.0%
Fun possibilities	21.0%	20.5%	19.6%	17.4%	19.4%
Exoticism	20.2%	13.9%	13.2%	14.3%	14.2%
Culture	8.6%	11.4%	12.5%	9.4%	11.1%
Historical heritage	10.7%	12.0%	10.4%	10.3%	11.0%
Hiking trail network	21.0%	7.7%	7.8%	10.7%	9.6%
Shopping	8.5%	7.8%	9.9%	7.7%	8.4%
Nightlife	6.9%	7.7%	9.3%	5.4%	7.3%

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



Where do they stay?



Type of accommodation	Arrecife	Teguise	Tías	Yaiza	Lanzarote
All markets	100%	100%	100%	100%	100%
- Hotel	46.4%	61.6%	50.5%	71.4%	58.0%
- Apartment	10.9%	14.9%	33.3%	13.1%	20.5%
- Other type of accommodation	42.8%	23.5%	16.2%	15.5%	21.6%
German market	100%	100%	100%	100%	100%
- Hotel	32.7%	71.0%	65.9%	80.3%	68.0%
- Apartment	3.8%	5.6%	17.1%	6.3%	11.2%
- Other type of accommodation	63.5%	23.4%	17.0%	13.4%	20.8%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	44.0%	60.5%	52.6%	76.7%	57.4%
- Apartment	14.5%	14.6%	29.7%	9.9%	17.7%
- Other type of accommodation	41.5%	24.9%	17.7%	13.4%	24.8%
British market	100%	100%	100%	100%	100%
- Hotel	66.4%	68.3%	44.1%	72.0%	60.9%
- Apartment	7.0%	16.7%	38.2%	14.5%	22.3%
- Other type of accommodation	26.6%	15.0%	17.7%	13.5%	16.8%
Other markets	100%	100%	100%	100%	100%
- Hotel	48.5%	50.3%	48.6%	64.7%	52.6%
- Apartment	8.3%	17.0%	37.1%	15.5%	23.8%
- Other type of accommodation	43.2%	32.7%	14.3%	19.8%	23.6%

Length of stay by type of accommodation

All markets	Arrecife	Teguise	Tías	Yaiza	Lanzarote
- Hotel	7.8	8.3	8.2	8.5	8.4
- Apartment	10.6	9.0	9.0	9.8	9.3
- Private accommodation	8.8	9.7	10.9	13.4	10.7
- Other type of accommodation	8.1	10.4	10.1	10.6	10.2

Tourist profile by municipality

Lanzarote (2021)



Activities in the Canary Islands



Outdoor time per day	Arrecife	Teguise	Tías	Yaiza	Lanzarote
0 - 8 hours	38.1%	62.0%	60.8%	73.0%	63.8%
More than 8 hours	61.9%	38.0%	39.2%	27.0%	36.2%

Activities in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Walk, wander	73.7%	79.0%	80.9%	76.6%	78.1%
Beach	72.2%	80.4%	78.2%	72.9%	75.5%
Swimming pool, hotel facilities	26.4%	60.9%	64.0%	67.1%	60.9%
Explore the island on their own	73.7%	60.2%	57.7%	52.9%	57.1%
Activities at sea	38.9%	46.0%	42.5%	44.7%	44.4%
Taste Canarian gastronomy	44.4%	39.0%	31.9%	29.1%	32.8%
Nature activities	44.8%	28.0%	22.5%	23.1%	25.7%
Museums / exhibitions	34.7%	28.4%	24.3%	19.2%	24.2%
Wineries/markets/popular festivals	31.7%	28.8%	21.1%	21.1%	23.3%
Sport activities	24.1%	20.4%	21.5%	20.1%	22.1%
Organized excursions	18.0%	24.0%	19.9%	18.6%	19.8%
Nightlife / concerts / shows	11.2%	11.7%	16.4%	8.4%	12.1%
Sea excursions / whale watching	3.7%	8.7%	9.7%	8.2%	8.4%
Theme parks	2.1%	6.7%	7.4%	6.6%	6.4%
Beauty and health treatments	2.6%	5.8%	4.3%	6.4%	5.0%
Astronomical observation	2.1%	2.1%	2.3%	3.1%	2.5%

(*) Multi-choice question

Who do they come with?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Unaccompanied	12.8%	4.7%	4.4%	3.8%	4.9%
Only with partner	48.1%	56.3%	54.9%	54.3%	54.4%
With children	10.6%	19.1%	16.5%	20.4%	18.3%
Other relatives	11.2%	12.3%	16.3%	15.2%	14.4%
Other combination	17.3%	7.6%	7.9%	6.3%	8.0%
With children (under the age of 13)	6.7%	19.4%	16.9%	23.5%	19.0%

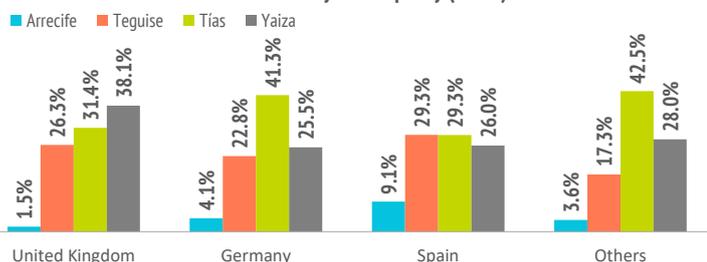
* Share over total answers

Where are they from?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourists (> 15 years old)					
United Kingdom	4,300	74,722	89,377	108,502	284,634
Germany	4,390	24,570	44,429	27,442	107,543
Spain	21,602	69,598	69,519	61,876	237,618
Others	11,861	57,741	141,756	93,236	333,536
& Tourists					
United Kingdom	1.5%	26.3%	31.4%	38.1%	100%
Germany	4.1%	22.8%	41.3%	25.5%	100%
Spain	9.1%	29.3%	29.3%	26.0%	100%
Others	3.6%	17.3%	42.5%	28.0%	100%

Tourist arrivals by municipality (2021)



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.

Who are they?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Gender					
Menos de 50.000€	52.8%	47.0%	50.2%	53.9%	50.9%
Women	47.2%	53.0%	49.8%	46.1%	49.1%
Age range (> 15 years old)					
16 - 44 years old	63.3%	50.2%	49.8%	49.4%	50.2%
Over 44 years old	36.7%	49.8%	50.2%	50.6%	49.8%
Occupation					
Active	77.3%	79.5%	73.2%	76.8%	76.6%
Inactive	22.7%	20.5%	26.8%	23.2%	23.4%
Annual household income level					
Less than €50,000	66.2%	56.9%	54.7%	46.4%	52.3%
More than €50,000	33.8%	43.1%	45.3%	53.6%	47.7%
Education level					
No studies/Primary education	7.1%	7.2%	5.6%	6.6%	6.1%
Secondary education	14.4%	16.6%	18.1%	17.1%	16.9%
Higher education	78.5%	76.3%	76.3%	76.3%	77.0%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Average rating	8.79	8.92	9.01	9.02	8.99
Experience in the Canary Islands					
Worse or much worse than expected	2.9%	3.5%	1.8%	2.9%	2.6%
Lived up to expectations	48.1%	44.4%	49.1%	51.6%	49.2%
Better or much better than expected	49.0%	52.2%	49.2%	45.5%	48.2%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.92	8.96	9.08	9.03	9.04
Recommend visiting the Canary Islands	9.24	9.22	9.31	9.24	9.27

9.04/10

Return to the Canary Islands

9.27/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



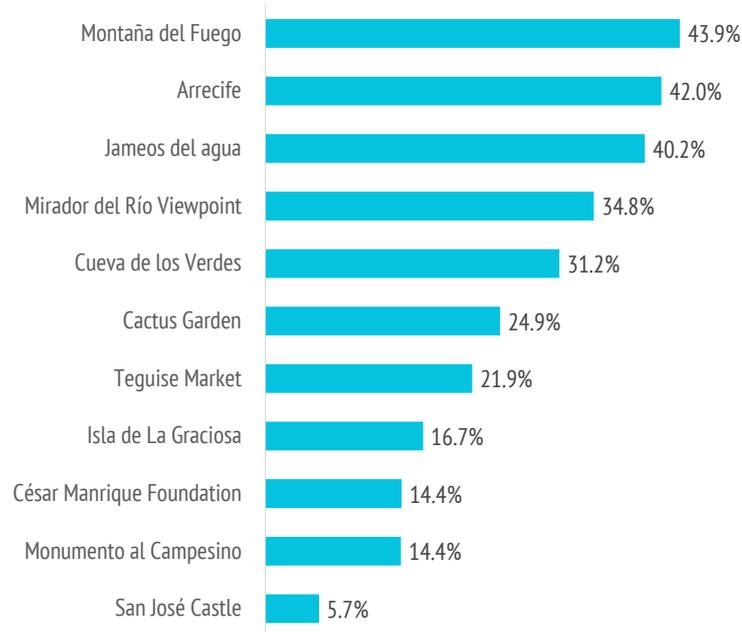
	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Repeat tourists					
- Germany	54.4%	61.2%	70.5%	71.8%	68.5%
- Spain	61.5%	68.4%	66.6%	68.7%	66.2%
- United Kingdom	54.6%	81.8%	88.7%	81.8%	83.6%
- Others	49.6%	56.8%	66.4%	62.9%	64.6%
Repeat tourists (3 or more visits)					
- Germany	21.1%	50.9%	54.2%	67.5%	55.7%
- Spain	38.1%	38.9%	40.5%	46.4%	41.0%
- United Kingdom	38.3%	66.0%	76.9%	71.3%	71.2%
- Others	20.4%	38.8%	44.8%	42.6%	44.7%

How many islands do they visit during their trip?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
One island	84.6%	90.7%	92.1%	90.2%	90.7%
Two or more islands	15.4%	9.3%	7.9%	9.8%	9.3%

WHICH PLACES DO THE VISIT IN LANZAROTE?*



**Multi-choice question

”

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