

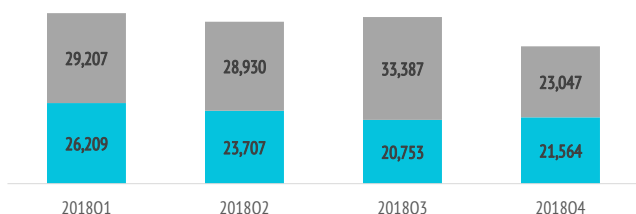
LANZAROTE: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)

How many are they and how much do they spend?

	More than one island	Lanzarote
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	2,913,037
Tourist arrivals > 15 years old (EGT)	206,804	2,521,668
- book holiday package	92,233	1,352,291
- do not book holiday package	114,572	1,169,378
- % tourists who book holiday package	44.6%	53.6%
Share of total tourist	8.2%	100%

TOURISTS BY QUARTER: MORE THAN ONE ISLAND

■ do not book holiday package ■ book holiday package



	More than one island	Lanzarote
Expenditure per tourist (€)		
Expenditure per tourist (€)	1,166	1,089
- book holiday package	1,291	1,200
- holiday package	1,023	982
- others	268	218
- do not book holiday package	1,065	962
- flight	268	258
- accommodation	352	348
- others	446	356
Average length of stay		
Average length of stay	10.62	8.75
- book holiday package	9.81	8.36
- do not book holiday package	11.27	9.21
Average daily expenditure (€)		
Average daily expenditure (€)	124.1	135.3
- book holiday package	146.7	150.6
- do not book holiday package	105.8	117.6
Total turnover (> 15 years old) (€m)		
Total turnover (> 15 years old) (€m)	241	2,747
- book holiday package	119	1,622
- do not book holiday package	122	1,125

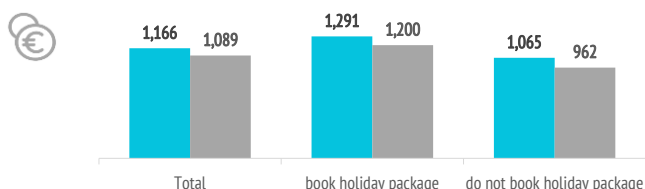
AVERAGE LENGTH OF STAY (nights)

■ More than one island ■ Lanzarote



EXPENDITURE PER TOURIST (€)

■ More than one island ■ Lanzarote



Importance of each factor in the destination choice

	More than one island	Lanzarote
Climate	75.4%	77.5%
Safety	49.9%	55.7%
Tranquility	49.4%	49.8%
Sea	44.3%	39.4%
Accommodation supply	42.8%	47.6%
Landscapes	41.2%	32.0%
Environment	40.7%	35.8%
Beaches	38.3%	32.0%
Price	35.8%	41.2%
Effortless trip	34.2%	37.5%
European belonging	31.4%	34.5%
Authenticity	27.4%	23.3%
Gastronomy	25.2%	24.0%
Fun possibilities	20.8%	17.9%
Historical heritage	13.7%	9.2%
Exoticism	13.2%	10.1%
Culture	12.7%	9.2%
Hiking trail network	10.4%	6.7%
Shopping	10.0%	7.7%
Nightlife	8.6%	5.5%

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 is the main motivation for their holidays?

	More than one island	Lanzarote
Rest	48.2%	56.3%
Enjoy family time	11.2%	13.2%
Have fun	6.7%	5.9%
Explore the destination	29.1%	20.8%
Practice their hobbies	2.1%	2.3%
Other reasons	2.7%	1.5%

EXPLORE THE DESTINATION



More than one island 29.1%

Lanzarote 20.8%

How far in advance do they book their trip?

	More than one island	Lanzarote
The same day	0.4%	0.4%
Between 1 and 30 days	22.8%	20.6%
Between 1 and 2 months	24.8%	22.8%
Between 3 and 6 months	31.9%	34.1%
More than 6 months	20.1%	22.2%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

MORE THAN ONE ISLAND

22.8%



LANZAROTE

20.6%

Picture: Freepik.com

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

	More than one island	Lanzarote
Previous visits to the Canary Islands	53.3%	58.4%
Friends or relatives	27.1%	27.2%
Internet or social media	63.7%	61.3%
Mass Media	0.8%	1.5%
Travel guides and magazines	14.6%	10.2%
Travel Blogs or Forums	7.5%	6.8%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	20.5%	23.1%
Public administrations or similar	1.0%	0.4%
Others	2.0%	2.1%

* Multi-choice question

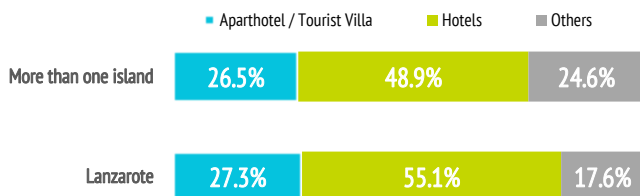
With whom did they book their flight and accommodation?

	More than one island	Lanzarote
Flight		
- Directly with the airline	53.8%	46.5%
- Tour Operator or Travel Agency	46.2%	53.5%
Accommodation		
- Directly with the accommodation	42.0%	34.5%
- Tour Operator or Travel Agency	58.0%	65.5%

Where do they stay?

	More than one island	Lanzarote
1-2-3* Hotel	5.5%	6.3%
4* Hotel	33.4%	39.2%
5* Hotel / 5* Luxury Hotel	10.0%	9.6%
Aparthotel / Tourist Villa	26.5%	27.3%
House/room rented in a private dwelling	8.2%	6.3%
Private accommodation (1)	7.5%	5.2%
Others (Cottage, cruise, camping,...)	8.8%	6.1%

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



What do they book?

	More than one island	Lanzarote
Room only	34.2%	29.1%
Bed and Breakfast	15.1%	10.9%
Half board	19.8%	19.4%
Full board	3.0%	3.1%
All inclusive	27.9%	37.5%

”
34.2% of tourists book room only.
(Lanzarote: 29.1%) (Canary Islands: 27.9%)

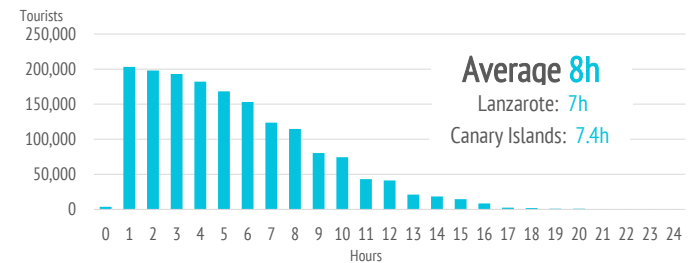
Other expenses

	More than one island	Lanzarote
Restaurants or cafes	62.6%	62.7%
Supermarkets	63.3%	56.1%
Car rental	33.9%	31.9%
Organized excursions	31.7%	27.5%
Taxi, transfer, chauffeur service	45.6%	54.4%
Theme Parks	6.2%	5.3%
Sport activities	6.8%	6.8%
Museums	15.4%	12.3%
Flights between islands	50.1%	6.4%

Activities in the Canary Islands

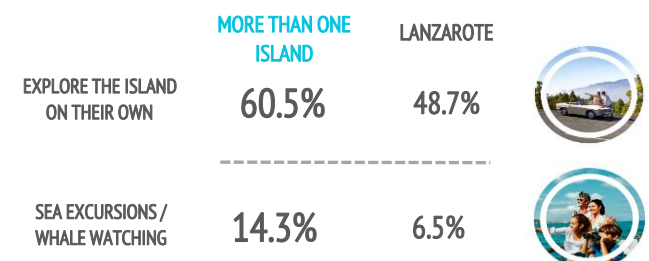
Outdoor time per day	More than one island	Lanzarote
0 hours	1.7%	1.7%
1 - 2 hours	5.0%	11.2%
3 - 6 hours	33.5%	36.2%
7 - 12 hours	49.6%	44.5%
More than 12 hours	10.2%	6.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

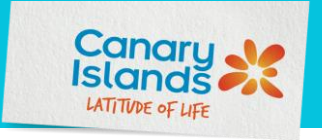


Activities in the Canary Islands	More than one island	Lanzarote
Walk, wander	75.7%	76.9%
Beach	70.5%	64.7%
Explore the island on their own	60.5%	48.7%
Swimming pool, hotel facilities	54.5%	63.5%
Taste Canarian gastronomy	31.9%	28.0%
Wineries / markets / popular festivals	25.9%	20.3%
Organized excursions	25.3%	19.2%
Museums / exhibitions	24.0%	20.3%
Sea excursions / whale watching	14.3%	6.5%
Sport activities	13.2%	14.4%
Nightlife / concerts / shows	12.1%	13.6%
Activities at sea	11.6%	9.9%
Nature activities	11.1%	8.6%
Theme parks	9.1%	8.6%
Beauty and health treatments	5.9%	5.6%
Astronomical observation	3.3%	2.0%

* Multi-choice question



LANZAROTE: PROFILE OF TOURIST VISITING MORE THAN ONE ISLAND DURING THE TRIP (2019)



Tourists by number of islands visited during the trip



	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 15 years old)	206,804	16,876	6,456	2,711	1,929	443

Islands visited during the trip to Lanzarote

	More than one island	Lanzarote	Tenerife	La Palma	La Gomera	El Hierro
Tourists (> 15 years old)	206,804	167,514	28,937	22,979	9,494	3,395
Share of tourist	100%	81.0%	14.0%	11.1%	4.6%	1.6%

* Multi-choice question

Internet usage during their trip



	More than one island	Lanzarote
Research		
- Tourist package	15.8%	15.5%
- Flights	11.7%	13.4%
- Accommodation	16.0%	17.4%
- Transport	15.1%	15.0%
- Restaurants	33.7%	30.8%
- Excursions	29.6%	26.9%
- Activities	31.5%	31.8%
Book or purchase		
- Tourist package	30.0%	38.6%
- Flights	73.7%	70.0%
- Accommodation	66.5%	61.7%
- Transport	55.8%	51.6%
- Restaurants	10.5%	11.7%
- Excursions	17.5%	12.0%
- Activities	16.0%	12.9%

* Multi-choice question

Internet usage in the Canary Islands	More than one island	Lanzarote
Did not use the Internet	9.4%	7.5%
Used the Internet	90.6%	92.5%
- Own Internet connection	37.1%	34.1%
- Free Wifi connection	42.7%	46.5%
Applications*		
- Search for locations or maps	68.0%	61.0%
- Search for destination info	49.6%	46.9%
- Share pictures or trip videos	58.1%	57.6%
- Download tourist apps	9.5%	8.3%
- Others	20.5%	24.5%

* Multi-choice question



68% of tourists search for locations or maps during their stay in the Canary Islands

(Lanzarote: 61%)
(Canary Islands: 61.7%)

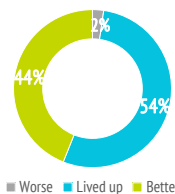


Picture: Freepik.com

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	More than one island	Lanzarote
Average rating	8.81	8.85
Experience in the Canary Islands		
Worse or much worse than expected	2.3%	1.8%
Lived up to expectations	53.8%	55.4%
Better or much better than expected	44.0%	42.9%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.90	8.88
Recommend visiting the Canary Islands	9.10	9.09



Experience in the Canary

Return to the Canary Islands

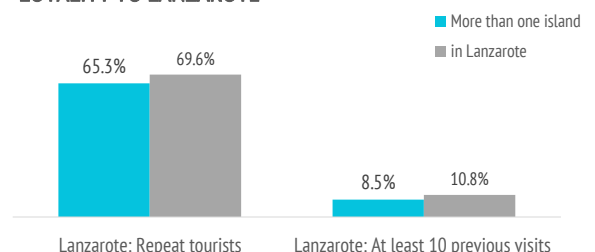
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	More than one island	in Lanzarote
Lanzarote: Repeat tourists	65.3%	69.6%
Lanzarote: At least 10 previous visits	8.5%	10.8%

LOYALTY TO LANZAROTE

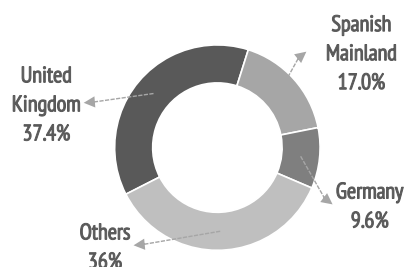


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Where are they from?



	%	Absolute
United Kingdom	37.4%	77,288
Spanish Mainland	17.0%	35,158
Germany	9.6%	19,775
Ireland	9.4%	19,355
France	7.6%	15,636
Italy	4.1%	8,519
Netherlands	3.9%	8,063
Switzerland	2.8%	5,844
Belgium	1.6%	3,319
Poland	1.3%	2,714
Denmark	0.8%	1,697
Sweden	0.8%	1,696
Portugal	0.8%	1,691
Norway	0.6%	1,229
Czech Republic	0.6%	1,192
Austria	0.3%	681
Finland	0.3%	590
Others	1.1%	2,359



Who do they come with?



	More than one island	Lanzarote
Unaccompanied	7.7%	5.5%
Only with partner	51.2%	49.5%
Only with children (< 13 years old)	4.0%	4.9%
Partner + children (< 13 years old)	6.2%	7.5%
Other relatives	8.9%	11.9%
Friends	6.3%	5.8%
Work colleagues	0.2%	0.1%
Organized trip	0.3%	0.2%
Other combinations ⁽¹⁾	15.1%	14.7%

(1) Different situations have been isolated

Tourists with children	14.4%	19.2%
- Between 0 and 2 years old	1.1%	1.7%
- Between 3 and 12 years old	12.4%	16.2%
- Between 0 -2 and 3-12 years	0.9%	1.4%
Tourists without children	85.6%	80.8%
Group composition:		
- 1 person	10.6%	8.1%
- 2 people	57.6%	56.2%
- 3 people	11.6%	12.5%
- 4 or 5 people	17.0%	18.8%
- 6 or more people	3.2%	4.5%
Average group size:	2.56	2.70

Who are they?



	More than one island	Lanzarote
Gender		
Men	46.7%	47.2%
Women	53.3%	52.8%
Age		
Average age (tourist > 15 years old)	48.3	49.5
Standard deviation	15.8	15.4
Age range (> 15 years old)		
16 - 24 years old	6.4%	5.5%
25 - 30 years old	11.6%	8.7%
31 - 45 years old	24.1%	25.8%
46 - 60 years old	31.3%	32.7%
Over 60 years old	26.5%	27.3%
Occupation		
Salaried worker	50.5%	53.4%
Self-employed	10.7%	11.8%
Unemployed	1.1%	0.7%
Business owner	8.9%	7.4%
Student	4.2%	2.9%
Retired	21.8%	21.9%
Unpaid domestic work	1.4%	1.0%
Others	1.5%	0.8%
Annual household income level		
Less than €25,000	18.0%	15.6%
€25,000 - €49,999	38.8%	37.7%
€50,000 - €74,999	26.7%	23.8%
More than €74,999	16.5%	22.9%
Education level		
No studies	5.0%	6.3%
Primary education	2.4%	1.9%
Secondary education	22.2%	21.5%
Higher education	70.5%	70.3%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who spent the majority of nights in Lanzarote and visited at least one more island.

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