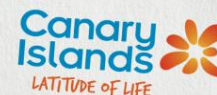


# PROFILE OF TOURIST VISITING LANZAROTE 2022



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



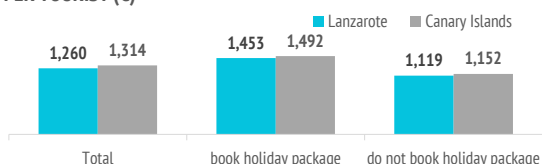
	Lanzarote	Canary Islands
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>2,734,246</b>	<b>14,617,383</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>2,377,525</b>	<b>12,832,078</b>
- book holiday package	997,249	6,128,916
- do not book holiday package	1,380,275	6,703,162
- % tourists who book holiday package	41.9%	47.8%
Share of total tourist	18.7%	100%
<b>Children &lt;= 15 years old (FRONTUR - EGT)</b>	<b>356,721</b>	<b>1,785,305</b>
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,260	1,314
- holiday package	1,453	1,492
- others	248	256
- do not book holiday package	1,119	1,152
- flight	289	311
- accommodation	414	405
- others	417	436
<b>Average lenght of stay</b>	<b>8.69</b>	<b>9.24</b>
- book holiday package	8.10	8.45
- do not book holiday package	9.11	9.96
<b>Average daily expenditure (€)</b>	<b>160.7</b>	<b>160.5</b>
- book holiday package	188.9	186.1
- do not book holiday package	140.3	137.1
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>2,994</b>	<b>16,863</b>
- book holiday package	1,449	9,143
- do not book holiday package	1,545	7,720

### AVERAGE LENGHT OF STAY

(nights)



### EXPENDITURE PER TOURIST (€)



## Where did they spend their main holiday last year?\*

	Lanzarote	Canary Islands
Didn't have holidays	33.5%	31.7%
Canary Islands	20.2%	20.4%
Other destination	46.4%	48.0%

## What other destinations do they consider for this trip?\*

	Lanzarote	Canary Islands
None	27.3%	28.3%
Canary Islands (other island)	25.4%	24.6%
Other destination	47.3%	47.1%

\*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	74.4%	75.0%
Safety	54.8%	51.3%
Tranquility	48.6%	46.5%
Accommodation supply	44.8%	41.8%
Sea	40.5%	46.0%
Effortless trip	39.8%	37.5%
Price	38.0%	35.8%
Environment	35.3%	33.3%
European belonging	34.9%	36.5%
Beaches	34.1%	39.3%
Landscapes	32.0%	34.1%
Gastronomy	27.0%	26.6%
Authenticity	24.0%	22.3%
Fun possibilities	20.6%	23.3%
Exoticism	10.5%	11.8%
Culture	10.4%	9.0%
Historical heritage	9.6%	8.4%
Shopping	7.6%	9.1%
Hiking trail network	6.9%	10.1%
Nightlife	5.8%	7.9%

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 SAFETY



**LANZAROTE**  
54.8%



**CANARY ISLANDS**  
51.3%

## What is the main motivation for their holidays?



	Lanzarote	Canary Islands
Rest	52.5%	51.1%
Enjoy family time	14.2%	16.1%
Have fun	7.0%	8.5%
Explore the destination	22.2%	20.3%
Practice their hobbies	2.2%	1.9%
Other reasons	2.0%	2.1%

### EXPLORE THE DESTINATION



22.2%

20.3%

## How far in advance do they book their trip?



	Lanzarote	Canary Islands
The same day	0.4%	0.7%
Between 1 and 30 days	25.3%	27.8%
Between 1 and 2 months	23.9%	25.3%
Between 3 and 6 months	29.0%	28.8%
More than 6 months	21.3%	17.4%

# PROFILE OF TOURIST VISITING LANZAROTE 2022



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

	Lanzarote	Canary Islands
Previous visits to the Canary Islands	55.9%	49.8%
Friends or relatives	29.8%	30.4%
Internet or social media	60.2%	54.2%
Mass Media	1.8%	2.0%
Travel guides and magazines	7.5%	7.0%
Travel Blogs or Forums	8.0%	6.9%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	20.7%	20.7%
Public administrations or similar	1.8%	1.3%
Others	2.6%	3.2%

\* Multi-choise question

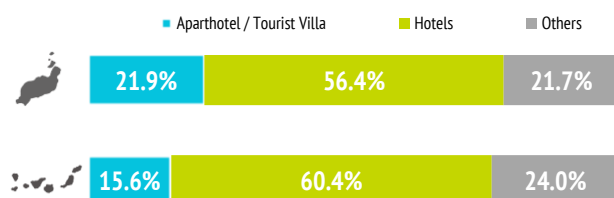
## With whom did they book their flight and accommodation?

	Lanzarote	Canary Islands
<b>Flight</b>		
- Directly with the airline	56.8%	50.0%
- Tour Operator or Travel Agency	43.2%	50.0%
<b>Accommodation</b>		
- Directly with the accommodation	41.8%	36.6%
- Tour Operator or Travel Agency	58.2%	63.4%

## Where do they stay?

	Lanzarote	Canary Islands
1-2-3* Hotel	9.3%	10.9%
4* Hotel	34.6%	39.0%
5* Hotel / 5* Luxury Hotel	12.5%	10.5%
Aparthotel / Tourist Villa	21.9%	15.6%
House/room rented in a private dwelling	7.8%	7.2%
Private accommodation (1)	6.3%	8.7%
Others (Cottage, cruise, camping,...)	7.7%	8.1%

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



## What do they book?

	Lanzarote	Canary Islands
Room only	33.0%	28.5%
Bed and Breakfast	11.3%	13.9%
Half board	17.0%	19.1%
Full board	2.5%	3.5%
All inclusive	36.2%	34.9%

**36.2%** of tourists book all inclusive  
(Canary Islands: 34.9%)

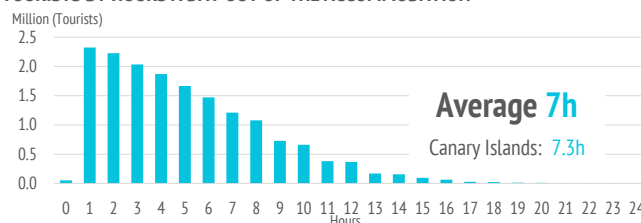
## Other expenses

	Lanzarote	Canary Islands
Restaurants or cafes	71.1%	66.4%
Supermarkets	60.8%	55.9%
Car rental	35.5%	32.0%
Organized excursions	25.6%	23.6%
Taxi, transfer, chauffeur service	50.6%	51.8%
Theme Parks	6.5%	10.9%
Sport activities	8.2%	7.9%
Museums	13.1%	5.2%
Flights between islands	7.2%	5.0%

## Activities in the Canary Islands

	Lanzarote	Canary Islands
<b>Outdoor time per day</b>		
0 hours	2.3%	2.5%
1 - 2 hours	12.1%	10.7%
3 - 6 hours	34.6%	32.7%
7 - 12 hours	43.8%	45.1%
More than 12 hours	7.2%	9.0%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Lanzarote	Canary Islands
<b>Activities in the Canary Islands</b>		
Walk, wander	79.4%	73.8%
Beach	70.8%	71.3%
Swimming pool, hotel facilities	65.5%	61.1%
Explore the island on their own	50.1%	48.7%
Taste Canarian gastronomy	29.5%	27.0%
Museums / exhibitions	19.1%	10.0%
Wineries / markets / popular festivals	19.0%	10.6%
Organized excursions	18.5%	17.4%
Hiking	16.3%	18.5%
Nightlife / concerts / shows	13.4%	15.3%
Swim	10.2%	10.1%
Theme parks	8.8%	14.4%
Other Nature Activities	8.3%	8.1%
Running	7.9%	5.9%
Sea excursions / whale watching	7.5%	12.7%
Cycling / Mountain bike	7.4%	3.3%
Beauty and health treatments	5.2%	5.9%
Practice other sports	5.1%	4.7%
Scuba Diving	3.8%	3.0%
Surf	2.9%	3.1%
Astronomical observation	1.9%	3.7%
Golf	1.7%	2.1%
Windsurf / Kitesurf	1.5%	1.2%

\* Multi-choise question

LANZAROTE CANARY ISLANDS

WALKK / WANDER

79.4%

73.8%



# PROFILE OF TOURIST VISITING LANZAROTE 2022

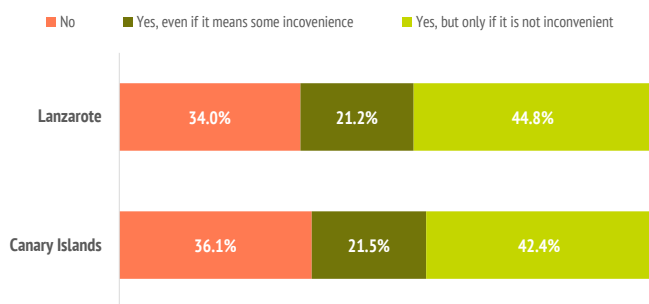


## Which places do they visit in Lanzarote?

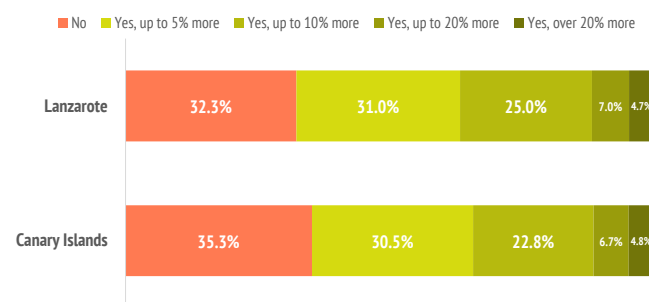
	%	Absolute
Montaña del Fuego	33.8%	802,073
Arrecife	29.8%	707,042
Jameos del agua	28.4%	675,071
Mirador del Río Viewpoint	25.3%	600,066
Cueva de los Verdes	22.2%	528,216
Cactus Garden	18.9%	447,708
Teguise Market	17.9%	426,084
César Manrique Foundation	13.3%	315,428
La Graciosa	10.1%	239,978
Monumento al Campesino	9.4%	224,057
San José Castle	4.1%	97,032

## Sustainable destination

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



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



Perception during their stay*	Lanzarote	Canary Islands
Quality of life on the island	8.14	8.08
Tolerance towards tourism	8.66	8.58
Cleanliness of the island	8.73	8.30
Air quality	8.71	8.49
Rational water consumption	7.66	7.46
Energy saving	7.11	6.93
Use of renewable energy	7.09	7.03
Recycling	7.35	7.14
Easy to get around by public transport	7.42	7.36
Overcrowding in tourist areas	6.67	6.65
Supply of local products	7.25	7.14

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

## How many islands do they visit during their trip?

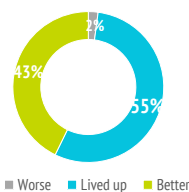
	Lanzarote	Canary Islands
One island	93.3%	92.6%
Two islands	6.1%	6.3%
Three or more islands	0.6%	1.1%

## How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Lanzarote	Canary Islands
Average rating	8.95	8.85

Experience in the Canary Islands	Lanzarote	Canary Islands
Worse or much worse than expected	2.1%	2.8%
Lived up to expectations	55.2%	53.5%
Better or much better than expected	42.8%	43.7%

Future intentions (scale 1-10)	Lanzarote	Canary Islands
Return to the Canary Islands	8.99	8.82
Recommend visiting the Canary Island	9.20	9.06



Experience in the  
Canary Islands



Return to the Canary  
Islands



9.20/10

Recommend visiting  
the Canary Islands

## How many are loyal to the Canary Islands?

	in Lanzarote	in the Canary Islands
Lanzarote: Repeat tourists	67.8%	37.8%
Lanzarote: At least 10 previous visits	11.5%	2.9%
Canary Islands: Repeat tourists	75.7%	70.1%
Canary Islands: At least 10 previous visits	20.9%	19.1%

## MAIN SOURCE MARKETS: % REPEAT TOURISTS

Ireland 83%  
United Kingdom 75%  
Germany 67%  
Spanish M. 64%



# PROFILE OF TOURIST VISITING LANZAROTE 2022



## Where are they from?



	%	Absolute
United Kingdom	47.2%	1,121,461
Spanish Mainland	12.6%	299,451
Ireland	9.5%	225,649
Germany	8.5%	203,250
France	6.8%	160,700
Netherlands	3.4%	80,774
Italy	3.4%	79,683
Denmark	1.9%	44,781
Belgium	1.9%	44,708
Poland	0.6%	15,266
Switzerland	0.6%	14,320
Austria	0.6%	13,812
Czech Republic	0.3%	8,231
Sweden	0.3%	7,672
Finland	0.3%	7,339
Norway	0.3%	7,206
Luxembourg	0.3%	6,742
Others	1.5%	36,479

## Who do they come with?



	Lanzarote	Canary Islands
Unaccompanied	6.5%	10.0%
Only with partner	45.7%	46.1%
Only with children (< 13 years old)	5.0%	4.9%
Partner + children (< 13 years old)	8.5%	7.3%
Other relatives	11.9%	9.9%
Friends	6.2%	7.3%
Work colleagues	0.2%	0.6%
Organized trip	0.2%	0.3%
Other combinations (1)	15.7%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>22.2%</b>	<b>18.0%</b>
- Between 0 and 2 years old	1.5%	1.3%
- Between 3 and 12 years old	19.4%	15.5%
- Between 0 -2 and 3-12 years	1.3%	1.2%
<b>Tourists without children</b>	<b>77.8%</b>	<b>82.0%</b>
<b>Group composition:</b>		
- 1 person	9.2%	12.6%
- 2 people	50.8%	53.9%
- 3 people	12.2%	12.1%
- 4 or 5 people	22.2%	17.3%
- 6 or more people	5.7%	4.1%
<b>Average group size:</b>	<b>2.83</b>	<b>2.60</b>

\*People who share the main expenses of the trip

### % TOURISTS WHO TRAVEL WITH CHILDREN



## Who are they?



	Lanzarote	Canary Islands
<b>Gender</b>		
Men	51.6%	48.4%
Women	48.4%	51.6%
<b>Age</b>		
Average age (tourist > 15 years old)	47.8	45.7
Standard deviation	15.7	16.0
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	8.0%	10.4%
25 - 30 years old	9.4%	11.5%
31 - 45 years old	28.0%	29.4%
46 - 60 years old	29.6%	27.2%
Over 60 years old	25.0%	21.5%
<b>Occupation</b>		
Salaried worker	57.2%	57.4%
Self-employed	10.5%	10.8%
Unemployed	0.8%	1.0%
Business owner	6.8%	8.3%
Student	3.7%	4.6%
Retired	19.7%	16.5%
Unpaid domestic work	0.6%	0.6%
Others	0.6%	0.8%
<b>Annual household income level</b>		
Less than €25,000	12.8%	14.3%
€25,000 - €49,999	32.6%	34.3%
€50,000 - €74,999	26.0%	25.4%
More than €74,999	28.7%	26.0%
<b>Education level</b>		
No studies	4.9%	3.6%
Primary education	1.3%	1.7%
Secondary education	17.6%	20.2%
Higher education	76.2%	74.5%



Pictures: Freepik.com

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.