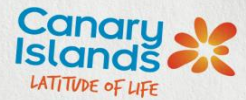


Tourist profile by municipality

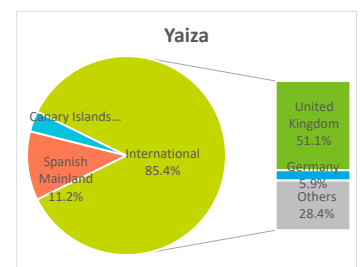
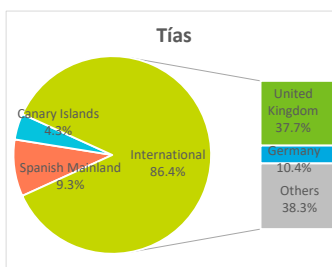
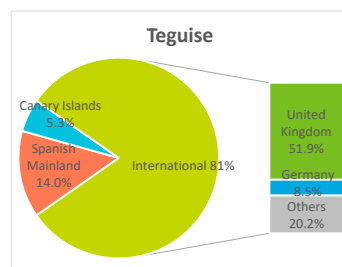
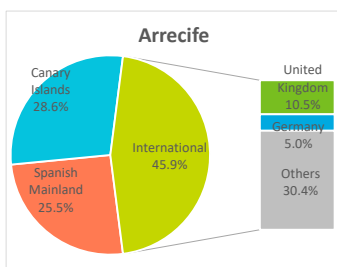
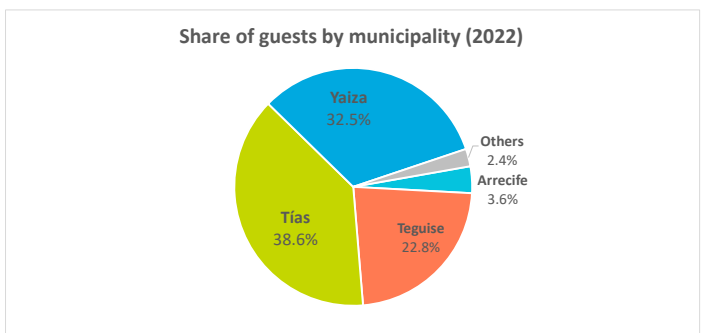
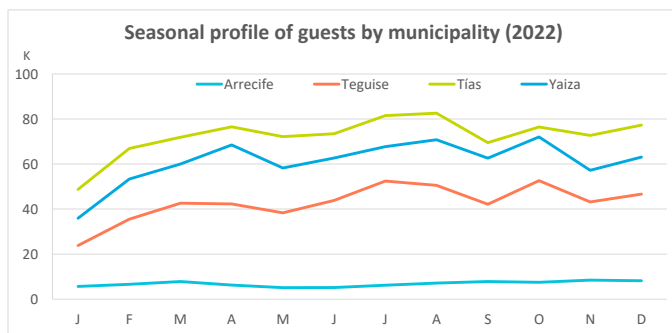
Lanzarote (2022)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Lanzarote	Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
International	37,599	414,367	751,755	625,643	51,500	1,880,864	1,327,632	553,232
- United Kingdom	8,567	266,979	328,344	374,477	14,114	992,481	674,214	318,267
- Germany	4,133	43,535	90,505	43,044	3,860	185,077	158,338	26,739
Spanish Mainland	20,871	72,184	81,018	82,196	527	256,796	212,499	44,297
Canary Islands	23,383	27,458	37,129	24,447	1,507	113,924	71,058	42,866
Total	81,853	514,009	869,902	732,286	53,534	2,251,584	1,611,189	640,395

Place of residence:	Municipality of stay (%)					Lanzarote	Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
International	45.9%	80.6%	86.4%	85.4%	96.2%	83.5%	82.4%	86.4%
- United Kingdom	10.5%	51.9%	37.7%	51.1%	26.4%	44.1%	41.8%	49.7%
- Germany	5.0%	8.5%	10.4%	5.9%	7.2%	8.2%	9.8%	4.2%
Spanish Mainland	25.5%	14.0%	9.3%	11.2%	1.0%	11.4%	13.2%	6.9%
Canary Islands	28.6%	5.3%	4.3%	3.3%	2.8%	5.1%	4.4%	6.7%
Total	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay					Lanzarote	Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
Bednights								
International	141,293	3,190,481	6,202,925	4,895,985	421,287	14,851,971	10,095,634	4,756,337
- United Kingdom	36,527	2,059,757	2,595,141	2,873,454	111,611	7,676,490	5,008,691	2,667,799
- Germany	16,862	428,000	888,758	441,885	35,874	1,811,379	1,517,261	294,118
Spanish Mainland	60,500	391,690	480,425	488,660	3,086	1,424,361	1,115,985	308,376
Canary Islands	47,718	152,212	176,230	125,175	14,499	515,834	288,233	227,601
Total	249,511	3,734,383	6,859,580	5,509,820	438,872	16,792,166	11,499,852	5,292,314
Length of stay								
International	3.8	7.7	8.3	7.8	--	7.9	7.6	8.6
- United Kingdom	4.3	7.7	7.9	7.7	--	7.7	7.4	8.4
- Germany	4.1	9.8	9.8	10.3	--	9.8	9.6	11.0
Spanish Mainland	2.9	5.4	5.9	5.9	--	5.5	5.3	7.0
Canary Islands	2.0	5.5	4.7	5.1	--	4.5	4.1	5.3
Total	3.0	7.3	7.9	7.5	--	7.5	--	--
ADR (€)	75.2	83.4	91.1	117.8	--	99.1	113.1	66.2
RevPar (€)	52.4	64.0	74.8	95.5	--	79.6	91.8	52.0
Total revenue (€ million)	11.2	137.2	276.2	286.6	--	735.4	589.1	146.4
Bed-space occupancy rate (%)	61.3	73.8	75.4	74.9	--	74.2	76.1	70.2
Occupancy rate per room/apart.(%)	69.7	76.8	82.2	81.1	--	80.4	81.2	78.5

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

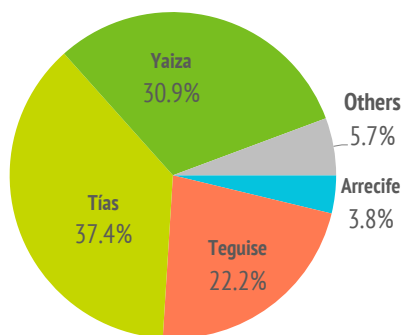
Lanzarote (2022)

How many are they and how much do they spend?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourist arrivals (> 15 years old)	89,548	528,391	889,225	735,392	2,377,525
Average daily expenditure (€)	133.04	151.78	154.73	180.43	160.70
Average length of stay	8.07	8.17	8.80	8.73	8.69
Turnover per tourist (€)	844	1,145	1,217	1,448	1,260
Total turnover (> 15 years old) (€m)	76	605	1,082	1,064.5	2,994
Share of total turnover	2.5%	20.2%	36.1%	35.5%	100%
Share of total tourists	3.8%	22.2%	37.4%	30.9%	100%

Share of tourists by municipality (2022)



What is the main motivation for their holidays?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Rest	28.4%	49.9%	57.0%	57.0%	52.5%
Explore the destination	45.7%	25.4%	21.1%	17.1%	22.2%
Other reasons	25.9%	24.7%	21.9%	25.9%	25.4%

How far in advance do they book their trip?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Between 0 and 30 days	46.6%	30.2%	23.6%	22.9%	25.8%
Between 1 and 2 months	28.2%	24.7%	24.0%	22.4%	23.9%
More than 3 months	25.3%	45.1%	52.4%	54.7%	50.3%

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



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Previous visits to the Canary Islands	35.4%	51.0%	58.7%	58.3%	55.9%
Friends or relatives	40.8%	29.2%	28.6%	28.7%	29.8%
Internet or social media	67.7%	62.4%	59.1%	60.5%	60.2%
Tour Operator or Travel Agency	6.6%	20.6%	20.8%	24.8%	20.7%
Others	34.1%	23.4%	20.0%	22.9%	22.4%

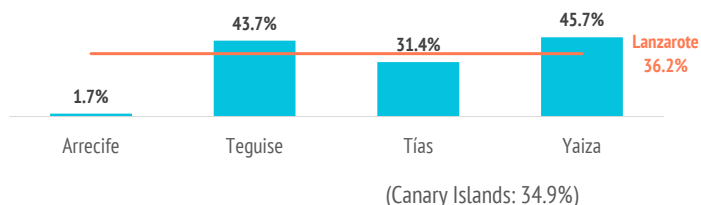
(*) Multi-choice question

What do they book?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Room only/ Bed & Breakfast	77.2%	35.1%	52.5%	31.0%	44.3%
Half board / Full board	21.1%	21.2%	16.1%	23.3%	19.5%
All inclusive	1.7%	43.7%	31.4%	45.7%	36.2%

ALL INCLUSIVE



Importance of each factor in the destination choice



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Climate	67.5%	74.2%	74.4%	77.9%	74.4%
Safety	46.3%	53.5%	58.2%	55.9%	54.8%
Tranquility	48.9%	48.7%	48.8%	48.6%	48.6%
Accommodation supply	26.4%	42.7%	46.3%	49.9%	44.8%
Sea	54.5%	37.9%	41.3%	40.2%	40.5%
Effortless trip	32.4%	39.0%	42.1%	40.3%	39.8%
Price	36.2%	37.4%	41.0%	37.5%	38.0%
Environment	46.0%	38.6%	33.5%	32.7%	35.3%
European belonging	36.1%	31.3%	38.0%	34.1%	34.9%
Beaches	46.3%	33.6%	36.7%	31.9%	34.1%
Landscapes	51.3%	34.8%	30.7%	27.6%	32.0%
Gastronomy	28.7%	25.6%	27.6%	27.9%	27.0%
Authenticity	34.0%	24.5%	23.3%	21.7%	24.0%
Fun possibilities	15.3%	22.3%	20.7%	17.6%	20.6%
Exoticism	23.1%	11.0%	9.7%	9.2%	10.6%
Culture	15.4%	10.5%	10.4%	9.6%	10.4%
Historical heritage	16.9%	10.4%	9.1%	8.2%	9.6%
Shopping	6.4%	7.8%	9.2%	5.8%	7.6%
Hiking trail network	13.3%	6.6%	6.2%	5.9%	6.9%
Nightlife	5.7%	5.9%	8.0%	3.6%	5.8%

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.

Where do they stay?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Type of accommodation					
All markets	100%	100%	100%	100%	100%
- Hotel	45.3%	62.1%	49.5%	68.0%	56.4%
- Apartment	11.7%	18.0%	32.0%	15.8%	21.9%
- Private accommodation	36.7%	13.7%	10.7%	10.2%	14.1%
- Other type of accommodation	6.4%	6.2%	7.8%	6.0%	7.7%
German market	100%	100%	100%	100%	100%
- Hotel	26.1%	70.6%	74.4%	69.3%	64.4%
- Apartment	14.0%	8.1%	12.5%	11.0%	10.5%
- Private accommodation	38.7%	17.5%	8.8%	15.3%	18.7%
- Other type of accommodation	21.2%	3.8%	4.3%	4.4%	6.4%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	43.0%	56.4%	48.4%	70.0%	53.5%
- Apartment	16.5%	20.3%	34.7%	13.0%	21.3%
- Private accommodation	35.5%	18.0%	12.3%	8.8%	18.1%
- Other type of accommodation	5.0%	5.3%	4.6%	8.2%	7.0%
British market	100%	100%	100%	100%	100%
- Hotel	58.9%	67.9%	43.8%	68.1%	58.3%
- Apartment	4.7%	20.1%	33.5%	16.4%	22.9%
- Private accommodation	36.4%	8.8%	12.9%	10.0%	11.6%
- Other type of accommodation	--	3.2%	9.8%	5.5%	7.2%
Other markets	100%	100%	100%	100%	100%
- Hotel	43.4%	52.1%	50.0%	66.4%	52.5%
- Apartment	11.0%	15.7%	34.7%	17.1%	23.7%
- Private accommodation	37.5%	19.3%	8.2%	10.0%	14.8%
- Other type of accommodation	8.1%	12.9%	7.2%	6.5%	9.0%

Length of stay (all markets)

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Type of accommodation					
- Hotel	6.0	7.7	7.9	7.9	7.8
- Apartment	7.4	8.2	9.3	9.9	9.2
- Private accommodation	10.7	10.2	10.8	11.5	11.1
- Other type of accommodation	9.2	8.3	9.9	10.5	9.5

Tourist profile by municipality

Lanzarote (2022)



Activities in the Canary Islands



Outdoor time per day	Arrecife	Teguise	Tías	Yaiza	Lanzarote
0 - 8 hours	39.6%	68.6%	67.2%	77.0%	69.3%
More than 8 hours	60.4%	31.4%	32.8%	23.0%	30.7%

Activities in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Walk, wander	82.0%	80.4%	81.4%	78.1%	79.4%
Beach	76.6%	72.2%	73.7%	67.1%	70.8%
Swimming pool, hotel facilities	25.9%	68.1%	67.1%	71.2%	65.5%
Explore the island on their own	72.5%	54.1%	47.7%	45.1%	50.1%
Taste Canarian gastronomy	43.3%	29.9%	27.6%	27.9%	29.5%
Nature activities	33.0%	21.8%	17.2%	17.9%	20.2%
Museums / exhibitions	34.4%	25.7%	15.7%	14.7%	19.1%
Wineries/markets/popular festivals	26.3%	22.0%	15.5%	18.5%	19.0%
Organized excursions	27.3%	21.8%	18.5%	16.9%	18.5%
Sport activities	21.8%	17.3%	16.8%	13.3%	17.4%
Activities at sea	17.6%	16.6%	14.4%	13.2%	15.9%
Nightlife / concerts / shows	14.8%	11.8%	18.5%	8.8%	13.4%
Theme parks	5.9%	8.2%	9.8%	9.0%	8.8%
Sea excursions / whale watching	9.4%	6.6%	9.0%	6.7%	7.5%
Beauty and health treatments	9.1%	5.3%	4.3%	6.1%	5.2%
Astronomical observation	4.8%	2.4%	1.6%	1.5%	1.9%

(*) Multi-choise question

Who do they come with?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Unaccompanied	20.6%	5.3%	4.8%	3.4%	5.3%
Only with partner	52.2%	52.6%	53.0%	51.0%	51.5%
With children	9.3%	19.8%	18.3%	24.6%	20.6%
Other relatives	5.4%	14.5%	14.8%	14.9%	14.4%
Other combination	12.6%	7.9%	9.1%	6.2%	8.1%
With children (under the age of 13)	5.8%	21.5%	18.7%	29.1%	22.2%

* Share over total answers

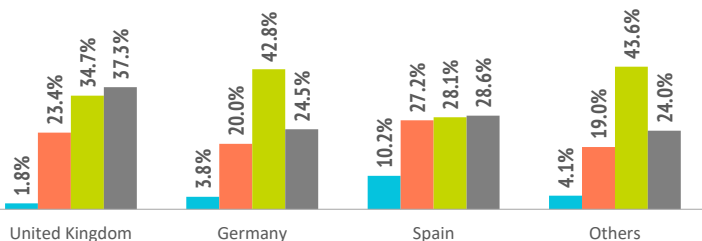
Where are they from?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourists (> 15 years old)					
United Kingdom	20,100	262,933	389,664	418,855	1,121,461
Germany	7,717	40,635	86,981	49,727	203,250
Spain	30,548	81,425	84,248	85,647	299,451
Others	31,183	143,397	328,332	181,163	753,363
% Tourists					
United Kingdom	1.8%	23.4%	34.7%	37.3%	100%
Germany	3.8%	20.0%	42.8%	24.5%	100%
Spain	10.2%	27.2%	28.1%	28.6%	100%
Others	4.1%	19.0%	43.6%	24.0%	100%

Tourist arrivals by municipality (2022)

■ Arrecife ■ Teguise ■ Tías ■ Yaiza



Who are they?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Gender					
Menos de 50.000€	53.6%	51.6%	51.9%	50.0%	51.6%
Women	46.4%	48.4%	48.1%	50.0%	48.4%
Age range (> 15 years old)					
16 - 44 years old	64.9%	48.8%	38.6%	41.3%	43.3%
Over 44 years old	35.1%	51.2%	61.4%	58.7%	56.7%
Occupation					
Active	74.5%	79.5%	73.0%	76.0%	75.5%
Inactive	25.5%	20.5%	27.0%	24.0%	24.5%
Annual household income level					
Less than €50,000	65.6%	48.4%	45.6%	40.2%	45.3%
More than €50,000	34.4%	51.6%	54.4%	59.8%	54.7%
Education level					
No studies/Primary education	3.6%	6.6%	6.2%	6.7%	6.2%
Secondary education	17.2%	17.4%	19.1%	17.3%	17.6%
Higher education	79.2%	76.0%	74.7%	76.0%	76.2%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Average rating	8.76	8.86	9.01	8.96	8.95

Experience in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Worse or much worse than expected	3.6%	2.6%	1.8%	1.7%	2.1%
Lived up to expectations	51.3%	52.8%	54.7%	57.8%	55.2%
Better or much better than expected	45.2%	44.5%	43.5%	40.5%	42.8%

Future intentions (scale 1-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Return to the Canary Islands	8.44	8.86	9.07	9.01	8.99
Recommend visiting the Canary Islands	8.94	9.07	9.28	9.22	9.20



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



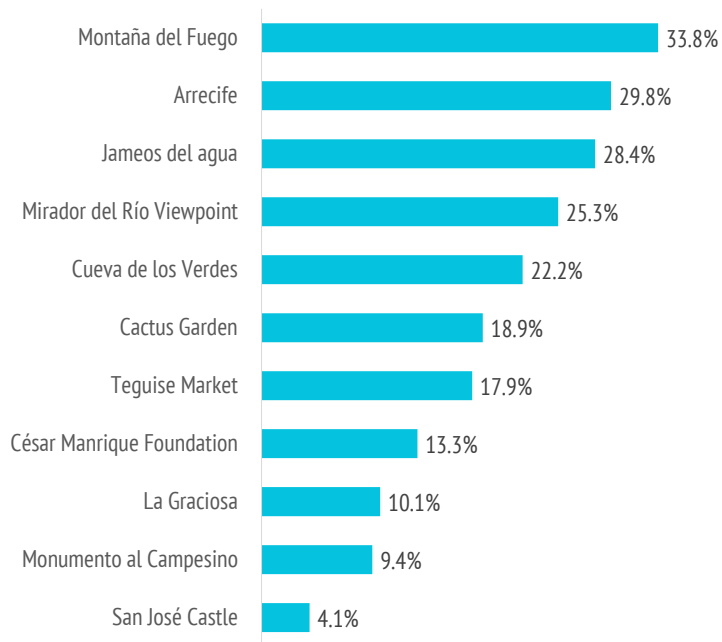
	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Repeat tourists					
- Germany	45.8%	73.8%	75.2%	75.9%	74.1%
- Spain	63.1%	72.7%	72.5%	74.8%	72.3%
- United Kingdom	59.4%	77.4%	84.9%	84.5%	82.3%
- Others	50.0%	59.1%	74.1%	64.2%	67.5%
Repeat tourists (3 or more visits)					
- Germany	17.6%	52.5%	54.9%	56.0%	53.8%
- Spain	37.9%	47.2%	46.0%	50.6%	46.7%
- United Kingdom	52.6%	59.6%	71.1%	69.2%	67.4%
- Others	16.7%	39.5%	55.8%	45.7%	49.0%

How many islands do they visit during their trip?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
One island	87.8%	93.1%	93.8%	93.9%	93.3%
Two or more islands	12.2%	6.9%	6.2%	6.1%	6.7%

WHICH PLACES DO THE VISIT IN LANZAROTE?*



*Multi-choice question

”

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