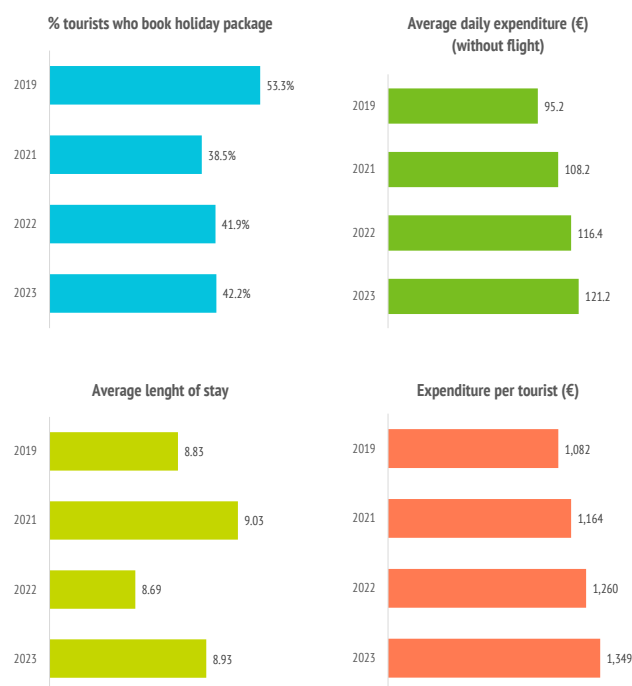


How many are they and how much do they spend?



	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	2,913	740	1,123	2,734	3,049
Tourist arrivals ≥ 16 years old (EGT) (*)	2,522	652	963	2,378	2,602
- book holiday package (*)	1,343	--	371	997	1,097
- do not book holiday package (*)	1,179	--	593	1,380	1,505
- % tourists who book holiday package	53.3%	--	38.5%	41.9%	42.2%
Children < 16 years old (FRONTUR - EGT) (*)	391	--	160	357	448
Expenditure per tourist (€)					
- book holiday package	1,201	--	1,399	1,453	1,546
- holiday package	983	--	1,103	1,205	1,286
- others	218	--	296	248	260
- do not book holiday package	948	--	1,017	1,119	1,204
- flight	257	--	222	289	315
- accommodation	330	--	374	414	454
- others	362	--	421	417	435
Average length of stay	8.83	--	9.03	8.69	8.93
Average daily expenditure (€)	134.0	--	140.0	160.7	167.6
Average daily expenditure (without flight)	95.2	--	108.2	116.4	121.2
Average cost of the flight (€)	312.2	--	262.3	343.7	371.0
Total turnover (≥ 16 years old) (€m)	2,730	--	1,121	2,994	3,508

(*) Thousands of tourists



% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	88.2%	--	82.9%	86.4%	86.7%
- Additional accommodation expenses	8.1%	--	12.4%	8.7%	7.3%
Transport:					
- National/International Transport	97.4%	--	92.9%	94.9%	95.2%
- Flights between islands	6.6%	--	9.8%	7.2%	6.9%
- Taxi	53.8%	--	41.6%	50.6%	51.8%
- Car rental	32.2%	--	41.3%	35.5%	35.1%
- Public transport	8.7%	--	10.6%	8.0%	9.7%
Food and drink:					
- Food purchases at supermarkets	56.4%	--	57.2%	60.8%	64.6%
- Restaurants	62.9%	--	74.0%	71.1%	70.6%
Leisure:					
- Organized excursions	27.2%	--	30.3%	25.6%	25.7%
- Sport activities	6.9%	--	12.3%	8.2%	8.2%
- Cultural activities	3.7%	--	3.7%	3.5%	3.3%
- Museums	12.5%	--	12.4%	13.1%	13.9%
- Theme Parks	5.3%	--	4.2%	6.5%	6.1%
- Discos and pubs	11.0%	--	10.0%	10.3%	11.5%
- Wellness	5.2%	--	4.7%	4.3%	4.9%
Purchases of goods:					
- Souvenirs	48.9%	--	44.3%	47.1%	47.3%
- Real state	0.1%	--	0.2%	0.2%	0.1%
- Other expenses	1.1%	--	1.0%	0.7%	0.7%
Other:					
- Medical or pharmaceutical expenses	7.7%	--	14.2%	8.2%	8.2%
- Other expenses	4.8%	--	10.6%	4.3%	4.5%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	648	--	763	752	821
- Accommodation	518	--	603	623	673
- Additional accommodation expenses	131	--	160	129	148
Transport:					
- National/International Transport	539	--	574	634	671
- National/International Transport	321	--	282	362	390
- Flights between islands	51	--	57	56	60
- Taxi	59	--	79	72	76
- Car rental	82	--	128	126	116
- Public transport	25	--	27	18	28
Food and drink:					
- Food purchases at supermarkets	242	--	258	273	290
- Food purchases at supermarkets	86	--	84	94	99
- Restaurants	156	--	174	179	191
Leisure:					
- Organized excursions	450	--	478	481	482
- Organized excursions	73	--	68	86	88
- Sport activities	91	--	107	98	79
- Cultural activities	42	--	47	48	46
- Museums	41	--	44	40	44
- Theme Parks	51	--	67	59	62
- Discos and pubs	88	--	93	88	95
- Wellness	63	--	52	61	68
Purchases of goods:					
- Souvenirs	309	--	3,220	581	388
- Souvenirs	74	--	74	73	75
- Real state	97	--	3,016	430	265
- Other expenses	138	--	130	79	48
Other:					
- Medical or pharmaceutical expenses	98	--	113	129	115
- Medical or pharmaceutical expenses	34	--	46	33	32
- Other expenses	64	--	67	96	83

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.

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	94.3%	--	91.1%	94.4%	95.1%
Visiting family or friends	3.7%	--	6.1%	3.8%	3.2%
Business and work	0.5%	--	1.1%	0.6%	0.5%
Education and training	0.1%	--	0.1%	0.0%	0.0%
Sports training	0.9%	--	0.7%	0.5%	0.4%
Health or medical care	0.0%	--	0.1%	0.1%	0.1%
Fairs and congresses	0.0%	--	0.1%	0.0%	0.1%
Others	0.5%	--	0.8%	0.5%	0.6%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	56.3%	--	47.2%	52.5%	52.9%
Enjoy family time	13.2%	--	12.6%	14.7%	13.8%
Have fun	5.8%	--	6.2%	7.0%	7.0%
Explore the destination	21.0%	--	29.3%	22.3%	23.1%
Practice their hobbies	2.7%	--	3.5%	2.5%	2.2%
Other reasons	1.1%	--	1.1%	1.0%	1.1%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	37.5%	33.5%	11.5%
Canary Islands	--	--	16.8%	20.2%	27.4%
Other destination	--	--	45.7%	46.4%	61.1%
Balearic Islands	--	--	3.3%	4.3%	4.9%
Rest of Spain	--	--	14.0%	10.6%	11.8%
Italy	--	--	5.3%	5.3%	6.9%
France	--	--	6.0%	5.5%	5.9%
Turkey	--	--	1.1%	1.2%	2.4%
Greece	--	--	4.1%	4.7%	6.6%
Portugal	--	--	2.2%	3.2%	5.1%
Croatia	--	--	0.7%	1.4%	1.5%
Egypt	--	--	0.3%	0.4%	0.9%
Tunisia	--	--	0.2%	0.1%	0.3%
Morocco	--	--	0.3%	0.3%	0.8%
Others	--	--	8.2%	9.4%	14.0%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	31.8%	27.3%	28.0%
Canary Islands (other island)	--	--	24.7%	25.4%	25.9%
Other destination	--	--	43.5%	47.3%	46.1%
Balearic Islands	--	--	8.1%	7.4%	7.1%
Rest of Spain	--	--	8.1%	9.1%	8.6%
Italy	--	--	4.2%	4.3%	4.4%
France	--	--	2.0%	1.6%	1.4%
Turkey	--	--	1.7%	3.4%	3.2%
Greece	--	--	6.9%	8.6%	7.9%
Portugal	--	--	5.3%	6.3%	6.8%
Croatia	--	--	2.0%	2.0%	2.5%
Egypt	--	--	1.8%	2.2%	2.0%
Others	--	--	3.4%	2.5%	2.2%

* Percentage of valid answers

Importance of each factor in the destination choice

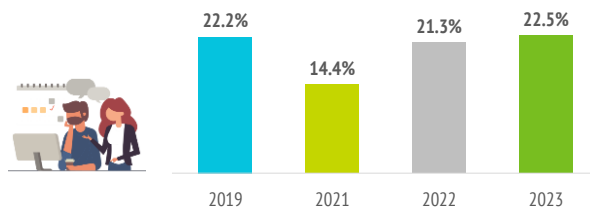
	2019	2020	2021	2022	2023
Climate	77.2%	--	73.2%	74.4%	74.6%
Safety	55.2%	--	51.5%	54.8%	58.3%
Tranquility	49.6%	--	49.0%	48.6%	50.6%
Accommodation supply	47.1%	--	38.2%	44.8%	46.6%
Effortless trip	37.0%	--	35.1%	39.8%	42.0%
Sea	39.4%	--	48.6%	40.5%	41.3%
Price	40.7%	--	34.9%	38.0%	39.7%
Environment	35.8%	--	40.2%	35.3%	37.3%
Beaches	31.9%	--	40.5%	34.1%	34.7%
European belonging	34.1%	--	39.5%	34.9%	34.6%
Landscapes	32.1%	--	41.2%	32.0%	34.5%
Gastronomy	24.0%	--	28.0%	27.0%	27.2%
Authenticity	23.4%	--	28.0%	24.0%	24.9%
Fun possibilities	17.8%	--	19.4%	20.6%	19.8%
Historical heritage	9.1%	--	11.0%	9.6%	11.5%
Culture	9.1%	--	11.1%	10.4%	11.0%
Exoticism	10.0%	--	14.2%	10.5%	10.8%
Shopping	7.6%	--	8.4%	7.6%	7.9%
Hiking trail network	6.8%	--	9.5%	6.9%	7.8%
Nightlife	5.4%	--	7.3%	5.8%	5.9%

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.

How far in advance do they book their trip?

	2019	2020	2021	2022	2023
The same day	0.4%	--	0.9%	0.4%	0.4%
Between 1 and 30 days	20.6%	--	36.2%	25.3%	19.9%
Between 1 and 2 months	22.9%	--	27.8%	23.9%	24.3%
Between 3 and 6 months	33.9%	--	20.6%	29.0%	32.9%
More than 6 months	22.2%	--	14.4%	21.3%	22.5%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	58.3%	--	49.2%	55.9%	58.0%
Friends or relatives	27.7%	--	29.2%	29.8%	29.6%
Internet or social media	60.4%	--	58.5%	60.2%	58.7%
Mass Media	1.4%	--	2.6%	1.8%	2.2%
Travel guides and magazines	10.2%	--	7.8%	7.5%	8.8%
Travel Blogs or Forums	6.7%	--	9.9%	8.0%	8.4%
Travel TV Channels	0.7%	--	0.7%	0.7%	1.0%
Tour Operator or Travel Agency	22.6%	--	16.7%	20.7%	19.7%
Public administrations or similar	0.4%	--	2.3%	1.8%	0.7%
Others	2.3%	--	2.5%	2.6%	2.9%

* Multi-choice question

Tourist profile. Historical data (2019 - 2023)

LANZAROTE



With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	47.3%	--	59.2%	56.8%	56.6%
- Tour Operator or Travel Agency	52.7%	--	40.8%	43.2%	43.4%
Accommodation					
- Directly with the accommodation	34.7%	--	46.0%	41.8%	44.1%
- Tour Operator or Travel Agency	65.3%	--	54.0%	58.2%	55.9%

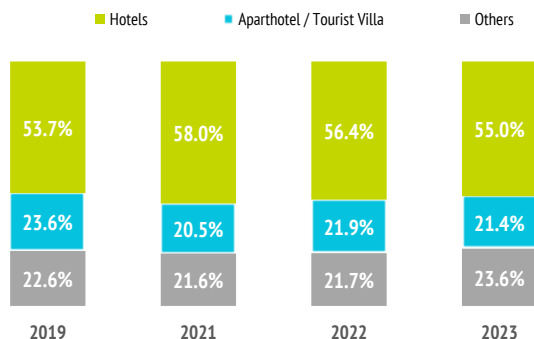
Where are they from?

	2019	2020	2021	2022	2023
United Kingdom	48.2%	--	29.5%	47.2%	48.6%
Ireland	10.1%	--	7.4%	9.5%	11.0%
Spanish Mainland	10.3%	--	24.7%	12.6%	10.6%
Germany	10.9%	--	11.2%	8.5%	8.7%
France	5.2%	--	9.8%	6.8%	7.4%
Italy	2.4%	--	3.6%	3.4%	3.4%
Netherlands	3.3%	--	3.7%	3.4%	2.7%
Belgium	1.8%	--	2.2%	1.9%	2.0%
Denmark	1.1%	--	2.0%	1.9%	0.9%
Poland	1.2%	--	0.9%	0.6%	0.7%
Others	5.4%	--	5.0%	4.3%	4.1%

Where do they stay?

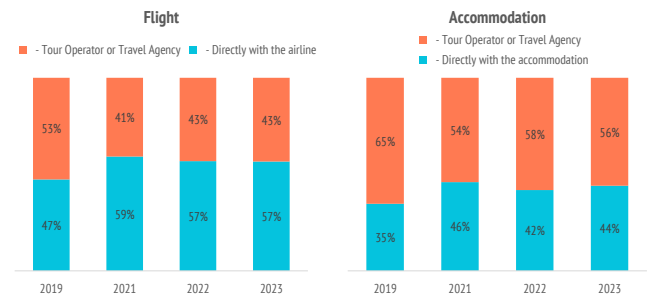
	2019	2020	2021	2022	2023
1-2-3* Hotel	6.0%	--	10.4%	9.3%	9.0%
4* Hotel	38.6%	--	34.3%	34.6%	34.7%
5* Hotel / 5* Luxury Hotel	9.1%	--	13.3%	12.5%	11.2%
Aparthotel / Tourist Villa	23.6%	--	20.5%	21.9%	21.4%
House/room rented in a private dwelling	8.1%	--	7.3%	7.8%	9.1%
Private accommodation (1)	6.5%	--	8.2%	6.3%	6.1%
Others (Cottage, cruise, camping,...)	8.0%	--	6.1%	7.7%	8.4%

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



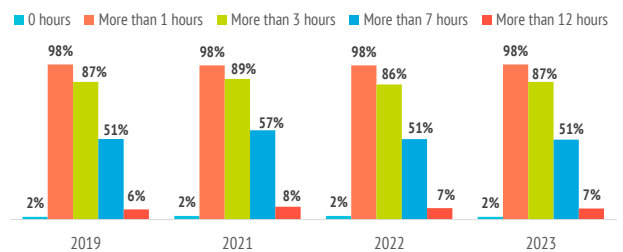
What do they book?

	2019	2020	2021	2022	2023
Room only	29.4%	--	33.1%	33.0%	34.6%
Bed and Breakfast	10.8%	--	13.3%	11.3%	12.6%
Half board	19.4%	--	17.7%	17.0%	17.3%
Full board	3.0%	--	1.7%	2.5%	2.5%
All inclusive	37.5%	--	34.1%	36.2%	33.0%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	1.7%	--	2.3%	2.3%	1.7%
1 - 2 hours	11.0%	--	8.6%	12.1%	11.0%
3 - 6 hours	36.2%	--	32.6%	34.6%	36.6%
7 - 12 hours	44.6%	--	48.4%	43.8%	43.7%
More than 12 hours	6.4%	--	8.2%	7.2%	7.0%
Outdoor time per day	7.0	--	7.5	7.0	7.1



Activities in the Canary Islands	2019	2020	2021	2022	2023
Walk, wander	76.9%	--	78.1%	79.4%	80.0%
Beach	64.5%	--	75.5%	70.8%	68.6%
Swimming pool, hotel facilities	62.9%	--	60.9%	65.5%	63.0%
Explore the island on their own	49.0%	--	57.1%	50.1%	51.3%
Taste Canarian gastronomy	28.4%	--	32.8%	29.5%	28.6%
Museums / exhibitions	20.4%	--	24.2%	19.1%	21.2%
Wineries / markets / popular festivals	20.4%	--	23.3%	19.0%	20.3%
Organized excursions	19.1%	--	19.8%	18.5%	17.9%
Hiking	--	--	20.7%	16.3%	16.3%
Nightlife / concerts / shows	13.5%	--	12.1%	13.4%	13.7%
Swim	--	--	39.0%	10.2%	8.8%
Theme parks	8.6%	--	6.4%	8.8%	8.1%
Other Nature Activities	--	--	10.6%	8.3%	7.7%
Cycling / Mountain bike	--	--	10.1%	7.4%	7.0%
Running	--	--	9.8%	7.9%	6.9%
Sea excursions / whale watching	6.5%	--	8.4%	7.5%	6.9%
Beauty and health treatments	5.5%	--	5.0%	5.2%	5.5%
Practice other sports	--	--	6.5%	5.1%	3.8%
Scuba Diving	--	--	5.0%	3.8%	3.6%
Surf	--	--	6.5%	2.9%	2.9%
Astronomical observation	2.1%	--	2.5%	1.9%	2.0%
Golf	--	--	1.6%	1.7%	1.4%
Windsurf / Kitesurf	--	--	1.4%	1.5%	0.8%

* Multi-choice question

What places do they visit?

	2019	2020	2021	2022	2023
Montaña del Fuego	35.3%	--	43.9%	33.8%	33.6%
Arrecife	31.5%	--	42.0%	29.8%	32.5%
Jameos del agua	27.6%	--	40.2%	28.4%	27.9%
Mirador del Río Viewpoint	25.5%	--	34.8%	25.3%	25.5%
Cueva de los Verdes	20.9%	--	31.2%	22.2%	21.9%
Teguisse Market	21.5%	--	21.9%	17.9%	19.7%
Cactus Garden	18.1%	--	24.9%	18.9%	19.3%
César Manrique Foundation	16.0%	--	14.4%	13.3%	14.4%
Monumento al Campesino	9.7%	--	14.4%	9.4%	9.8%
La Graciosa	8.9%	--	16.7%	10.1%	8.6%
San José Castle	4.5%	--	5.7%	4.1%	3.9%

¿Cuántos son fieles al destino?

	2019	2020	2021	2022	2023
Lanzarote: Repeat tourists	69.6%	--	62.8%	67.8%	70.3%
Lanzarote: At least 10 previous visits	11.3%	--	10.6%	11.5%	12.4%
Canary Islands: Repeat tourists	76.7%	--	71.1%	75.7%	78.2%
Canary Islands: At least 10 previous visits	20.7%	--	18.8%	20.9%	23.7%

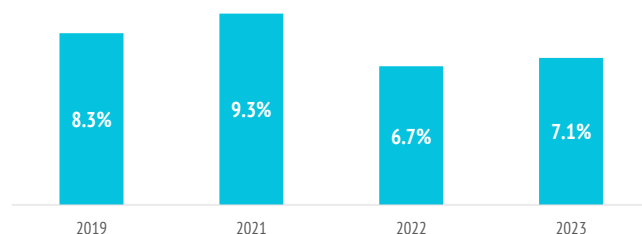
Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	47.1%	--	50.9%	51.6%	48.1%
Women	52.9%	--	49.1%	48.4%	51.9%
Age					
Average age	49.48	--	44.80	47.78	48.85
Standard deviation	15.5	--	15.5	15.7	16.1
Age range					
16 - 24 years old	5.5%	--	9.7%	8.0%	7.5%
25 - 30 years old	8.8%	--	13.6%	9.4%	8.6%
31 - 45 years old	25.6%	--	29.0%	28.0%	27.8%
46 - 60 years old	32.6%	--	29.2%	29.6%	28.1%
Over 60 years old	27.4%	--	18.6%	25.0%	28.0%
Occupation					
Salaried worker	53.0%	--	56.8%	57.2%	55.5%
Self-employed	12.0%	--	10.5%	10.5%	11.1%
Unemployed	0.7%	--	1.9%	0.8%	0.8%
Business owner	7.4%	--	7.7%	6.8%	5.8%
Student	3.0%	--	6.2%	3.7%	2.9%
Retired	22.0%	--	15.1%	19.7%	22.5%
Unpaid domestic work	1.0%	--	0.8%	0.6%	0.7%
Others	0.8%	--	1.0%	0.6%	0.7%
Annual household income level					
Less than €25,000	15.8%	--	16.5%	12.8%	11.2%
€25,000 - €49,999	37.8%	--	35.9%	32.6%	35.8%
€50,000 - €74,999	23.4%	--	23.6%	26.0%	24.7%
More than €74,999	23.0%	--	24.1%	28.7%	28.3%
Education level					
No studies	6.2%	--	3.4%	4.9%	5.5%
Primary education	1.8%	--	2.7%	1.3%	1.2%
Secondary education	21.4%	--	16.9%	17.6%	18.1%
Higher education	70.6%	--	77.0%	76.2%	75.2%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	91.7%	--	90.7%	93.3%	92.9%
Two islands	7.7%	--	8.1%	6.1%	6.3%
Three or more islands	0.7%	--	1.1%	0.6%	0.8%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

	2019	2020	2021	2022	2023
Satisfaction (scale 0-10)					
Average rating	8.85	--	8.99	8.95	8.99
Experience in the Canary Islands					
Worse or much worse than expected	1.8%	--	2.6%	2.1%	1.8%
Lived up to expectations	55.4%	--	49.2%	55.2%	55.0%
Better or much better than expected	42.8%	--	48.2%	42.8%	43.3%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.89	--	9.04	8.99	9.05
Recommend visiting the Canary Islands	9.09	--	9.27	9.20	9.23

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	5.9%	--	10.7%	6.5%	5.7%
Only with partner	49.3%	--	48.1%	45.7%	49.2%
Only with children (< 13 years old)	4.9%	--	4.6%	5.0%	4.6%
Partner + children (< 13 years old)	7.4%	--	5.5%	8.5%	7.7%
Other relatives	11.8%	--	10.2%	11.9%	11.0%
Friends	5.8%	--	7.7%	6.2%	6.4%
Work colleagues	0.1%	--	0.3%	0.2%	0.3%
Organized trip	0.2%	--	0.3%	0.2%	0.2%
Other combinations (2)	14.6%	--	12.6%	15.7%	15.0%
<i>(2) Combination of some of the groups previously analyzed</i>					
Tourists with children	19.0%	--	14.3%	22.2%	19.6%
- Between 0 and 2 years old	1.7%	--	1.1%	1.5%	1.6%
- Between 3 and 12 years old	15.9%	--	12.1%	19.4%	16.2%
- Between 0-2 and 3-12 years old	1.4%	--	1.1%	1.3%	1.7%
Tourists without children	81.0%	--	85.7%	77.8%	80.4%
Group composition:					
- 1 person	8.4%	--	14.8%	9.2%	8.8%
- 2 people	55.9%	--	54.4%	50.8%	54.3%
- 3 people	12.4%	--	11.8%	12.2%	12.3%
- 4 or 5 people	18.9%	--	15.8%	22.2%	19.2%
- 6 or more people	4.4%	--	3.1%	5.7%	5.4%
Average group size:	2.69	--	2.48	2.83	2.75

*People who share the main expenses of the trip