GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay						Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others	Lanzarote	Hotel	Apartment
International	44,204	498,412	823,558	734,423	49,561	2,150,158	1,511,877	638,281
- United Kingdom	10,989	324,611	385,612	439,408	14,963	1,175,583	804,635	370,948
- Germany	4,526	50,459	88,607	48,487	3,758	195,837	167,233	28,604
Spanish Mainland	18,228	69,158	59,471	76,234	539	223,630	185,885	37,745
Canary Islands	32,444	22,862	22,305	14,211	1,602	93,424	65,675	27,749
Total	94,876	590,432	905,334	824,868	51,702	2,467,212	1,763,437	703,775

Place of residence:	Municipality of stay (%)						Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Others	Lanzarote	Hotel	Apartment
International	46.6%	84.4%	91.0%	89.0%	95.9%	87.1%	85.7%	90.7%
- United Kingdom	11.6%	55.0%	42.6%	53.3%	28.9%	47.6%	45.6%	52.7%
- Germany	4.8%	8.5%	9.8%	5.9%	7.3%	7.9%	9.5%	4.1%
Spanish Mainland	19.2%	11.7%	6.6%	9.2%	1.0%	9.1%	10.5%	5.4%
Canary Islands	34.2%	3.9%	2.5%	1.7%	3.1%	3.8%	3.7%	3.9%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Seasonal profile of guests by municipality (2024)

Share of guests by municipality (2024)

Arrecife
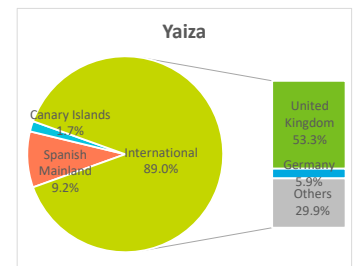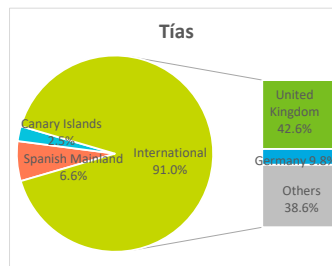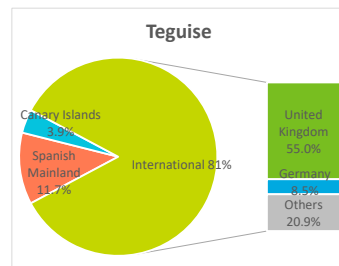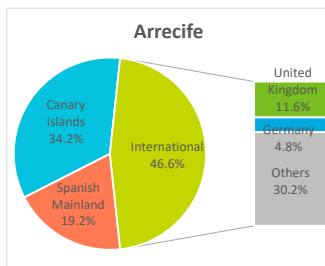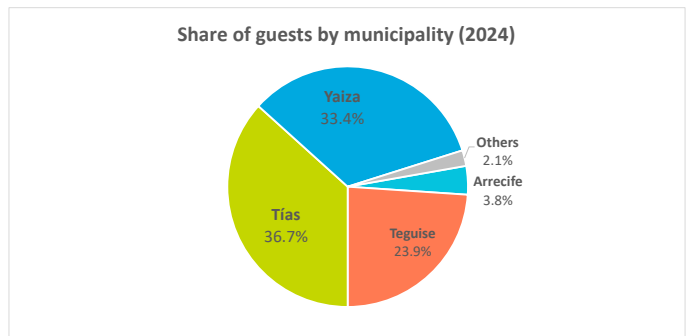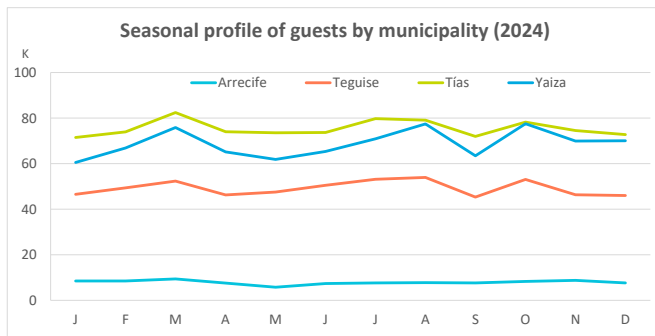
Teguise

Tías

Yaiza

Other indicators

	Municipality of stay						Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others	Lanzarote	Hotel	Apartment
Bednights								
International	171,138	3,854,314	6,838,577	5,552,377	439,693	16,856,099	11,469,437	5,386,662
- United Kingdom	47,375	2,514,894	3,140,126	3,272,502	121,926	9,096,823	5,947,567	3,149,256
- Germany	20,739	474,601	919,531	456,627	38,457	1,909,955	1,599,686	310,269
Spanish Mainland	53,754	370,437	390,437	451,035	4,052	1,269,715	989,912	279,803
Canary Islands	58,159	99,882	110,174	60,667	9,445	338,327	202,569	135,758
Total	283,051	4,324,633	7,339,188	6,064,079	453,190	18,464,141	12,661,918	5,802,223
Lenght of stay								
International	3.9	7.7	8.3	7.6	--	7.8	7.6	8.4
- United Kingdom	4.3	7.7	8.1	7.4	--	7.7	7.4	8.5
- Germany	4.6	9.4	10.4	9.4	--	9.8	9.6	10.8
Spanish Mainland	2.9	5.4	6.6	5.9	--	5.7	5.3	7.4
Canary Islands	1.8	4.4	4.9	4.3	--	3.6	3.1	4.9
Total	3.0	7.3	8.1	7.4	--	7.5	--	--
ADR (€)	90.8	98.4	110.1	141.4	--	117.9	133.7	81.0
RevPar (€)	68.4	83.1	95.3	120.5	--	100.5	114.9	67.6
Total revenue (€ million)	14.6	191.3	362.8	381.9	--	972.4	772.9	199.5
Bed-space ocuppancy rate (%)	68.9	80.0	78.3	78.3	--	78.1	80.3	73.6
Occupancy rate per room/apart.(%)	75.4	84.5	86.6	85.2	--	85.2	85.9	83.5
Tourist population [1]	775	11,848	20,107	16,614	1,242	50,587	--	--
Employment	247	2,762	4,039	4,616	489	12,153	9,851	2,302

[1] Equivalent tourist population is obtained by dividing the total number of bednights during the reference period by 365 days (366 in case of leap year).

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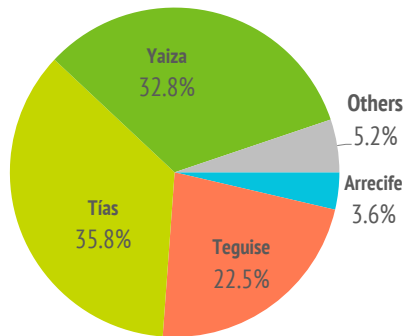
How many are they and how much do they spend?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourist arrivals (≥ 16 years old)	101,759	627,780	999,487	915,439	2,789,181
Average daily expenditure (€)	161.46	172.04	169.18	198.72	177.91
Average lenght of stay	8.26	8.62	9.08	8.48	8.78
Turnover per tourist (€)	1,164	1,344	1,388	1,571	1,428
Total turnover (≥ 16 years old)(€m)	118	844	1,388	1,438.1	3,983
Share of total turnover	3.0%	21.2%	34.8%	36.1%	100%
Share of total tourists	3.6%	22.5%	35.8%	32.8%	100%

Share of tourists by municipality (2024)

Yaiza 32.8%
Others 5.2%
Arrecife 3.6%
Teguise 22.5%
Tías 35.8%

Importance of each factor in the destination choice

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Climate	72.3%	73.1%	75.8%	77.6%	75.0%
Safety	51.7%	59.0%	62.6%	62.8%	60.2%
Tranquility	46.0%	51.0%	53.5%	55.1%	53.0%
Accommodation supply	28.3%	48.8%	48.8%	54.0%	48.6%
Effortless trip	37.0%	41.3%	43.7%	43.3%	42.0%
Price	43.8%	42.6%	44.3%	40.0%	41.4%
Sea	48.4%	41.5%	42.3%	39.4%	41.3%
Environment	40.7%	37.5%	35.3%	38.1%	37.6%
European belonging	30.9%	36.4%	38.9%	37.7%	37.2%
Beaches	42.2%	34.2%	38.8%	29.7%	34.5%
Landscapes	47.4%	36.8%	29.9%	33.0%	34.3%
Gastronomy	38.9%	25.8%	28.4%	26.6%	27.2%
Authenticity	34.3%	27.2%	24.3%	24.1%	25.4%
Fun possibilities	22.3%	20.0%	22.4%	16.3%	19.7%
Culture	20.8%	12.0%	11.9%	10.3%	11.7%
Historical heritage	20.4%	13.0%	10.1%	9.7%	11.0%
Exoticism	14.9%	10.8%	9.0%	10.0%	10.1%
Shopping	8.5%	7.8%	10.2%	7.1%	8.2%
Nightlife	6.0%	5.3%	8.7%	3.7%	5.9%
Hiking trail network	0.0%	0.0%	0.0%	0.0%	0.0%

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?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Rest	39.7%	54.2%	60.2%	58.3%	55.8%
Explore the destination	39.6%	22.0%	17.6%	18.2%	20.7%
Other reasons	20.7%	23.8%	22.2%	23.4%	23.5%

How far in advance do they bok their trip?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Between 0 and 30 days	31.1%	21.9%	17.8%	19.1%	19.6%
Between 1 and 2 months	28.4%	21.3%	18.6%	21.1%	20.4%
More than 3 months	40.5%	56.8%	63.6%	59.8%	60.0%

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

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Previous visits to the Canary Islands	40.8%	54.4%	57.5%	57.5%	55.6%
Friends or relatives	33.4%	27.0%	26.8%	24.9%	27.2%
Internet or social media	58.7%	55.1%	49.6%	55.2%	53.5%
Tour Operator or Travel Agency	6.9%	20.4%	19.4%	23.3%	19.6%
Others	25.5%	19.5%	19.3%	19.3%	19.8%

(*) Multi-choise question

What do they book?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Room only/ Bed & Breakfast	78.7%	39.6%	58.8%	35.3%	48.9%
Half board / Full board	17.5%	18.3%	16.0%	22.2%	18.2%
All inclusive	3.8%	42.1%	25.2%	42.5%	32.9%

ALL INCLUSIVE

Arrecife 3.8%
Teguise 42.1%
Tías 25.2%
Yaiza 42.5%
Lanzarote 32.9%

(Canary Islands: 32.1%)

Where do they stay?

Type of accommodation	Arrecife	Teguise	Tías	Yaiza	Lanzarote
All markets	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	49.1%	58.1%	43.4%	62.8%	52.2%
- Apartment	3.9%	19.6%	32.6%	13.4%	20.7%
- Private accommodation	43.2%	20.0%	22.3%	21.9%	24.7%
- Other type of accommodation	3.7%	2.3%	1.8%	1.8%	2.3%
German market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	32.5%	69.5%	70.8%	61.0%	61.8%
- Apartment	7.3%	4.8%	11.4%	7.1%	8.1%
- Private accommodation	33.3%	21.7%	15.7%	30.3%	25.8%
- Other type of accommodation	26.9%	4.1%	2.1%	1.7%	4.3%
Spanish Mainland market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	54.3%	71.7%	47.9%	82.0%	63.6%
- Apartment	3.5%	10.6%	28.7%	5.6%	12.8%
- Private accommodation	39.0%	14.8%	21.1%	11.7%	21.4%
- Other type of accommodation	3.1%	2.9%	2.3%	0.7%	2.2%
British market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	42.8%	57.5%	37.4%	63.4%	52.4%
- Apartment	3.9%	25.5%	34.9%	14.4%	23.0%
- Private accommodation	53.3%	16.3%	26.8%	20.4%	23.2%
- Other type of accommodation	0.0%	0.7%	0.9%	1.8%	1.3%
Other markets	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	55.5%	48.9%	42.7%	55.7%	45.9%
- Apartment	3.5%	15.8%	35.9%	15.1%	22.7%
- Private accommodation	39.4%	30.2%	18.7%	26.8%	27.8%
- Other type of accommodation	1.7%	5.2%	2.7%	2.4%	3.5%

Lenght of stay (all markets)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Type of accommodation					
- Hotel	7.3	7.8	8.7	7.9	8.1
- Apartment	5.5	9.0	9.0	10.0	9.2
- Private accommodation	9.8	10.7	10.0	9.4	10.0
- Other type of accommodation	5.2	7.4	8.4	8.3	7.9

Activities in the Canary Islands

Outdoor time per day	Arrecife	Teguise	Tías	Yaiza	Lanzarote
0 - 8 hours	46.6%	69.2%	68.3%	76.9%	**69.7%**
More than 8 hours	53.4%	30.8%	31.7%	23.1%	**30.3%**

Activities in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Walk, wander	78.4%	77.1%	76.7%	78.9%	**77.3%**
Beach	72.9%	68.3%	68.5%	61.6%	**66.2%**
Swimming pool, hotel facilities	23.3%	61.1%	61.9%	65.8%	**59.9%**
Explore the island on their own	65.8%	52.9%	45.4%	46.2%	**49.3%**
Taste Canarian gastronomy	36.8%	28.3%	26.9%	25.4%	**27.5%**
Museums / exhibitions	38.7%	21.9%	16.0%	17.3%	**19.7%**
Nature activities	31.8%	18.2%	15.4%	17.7%	**18.8%**
Wineries/markets/popular festivals	22.5%	18.3%	13.5%	18.7%	**17.4%**
Organized excursions	19.3%	19.1%	16.6%	15.8%	**16.8%**
Sport activities	14.5%	15.8%	12.7%	12.7%	**14.3%**
Nightlife / concerts / shows	10.1%	10.4%	18.7%	8.2%	**12.5%**
Activities at sea	7.7%	13.2%	11.7%	10.6%	**12.2%**
Theme parks	7.5%	8.3%	9.4%	8.0%	**8.3%**
Beauty and health treatments	3.6%	4.0%	4.1%	4.5%	**4.3%**
Astronomical observation	1.5%	1.8%	1.2%	1.8%	**1.6%**
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%	**0.0%**

(*) Multi-choise question

Who do they come with?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Unaccompanied	12.4%	4.4%	4.3%	3.9%	**4.6%**
Only with partner	53.3%	55.8%	54.2%	53.8%	**54.1%**
With children	10.6%	18.5%	17.2%	20.6%	**18.4%**
Other relatives	9.1%	14.0%	16.3%	15.4%	**15.3%**
Other combination	14.6%	7.2%	8.0%	6.3%	**7.5%**
With children (under the age of 13)	7.5%	16.5%	17.0%	24.6%	**19.0%**

* Share over total answers

Where are they from?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourists (> 15 years old)					
United Kingdom	32,629	349,736	459,771	554,686	**1,437,942**
Germany	8,772	55,072	99,063	57,696	**239,766**
Spain	27,100	71,834	65,909	74,314	**249,721**
Others	33,258	151,138	374,745	228,742	**861,752**
% Tourists					
United Kingdom	2.3%	24.3%	32.0%	38.6%	**100%**
Germany	3.7%	23.0%	41.3%	24.1%	**100%**
Spain	10.9%	28.8%	26.4%	29.8%	**100%**
Others	3.9%	17.5%	43.5%	26.5%	**100%**

Tourist arrivals by municipality (2024)

Legend: Arrecife, Teguise, Tías, Yaiza

	Arrecife	Teguise	Tías	Yaiza
United Kingdom	2.3%	24.3%	32.0%	38.6%
Germany	3.7%	23.0%	41.3%	24.1%
Spain	10.9%	28.8%	26.4%	29.8%
Others	3.9%	17.5%	43.5%	26.5%
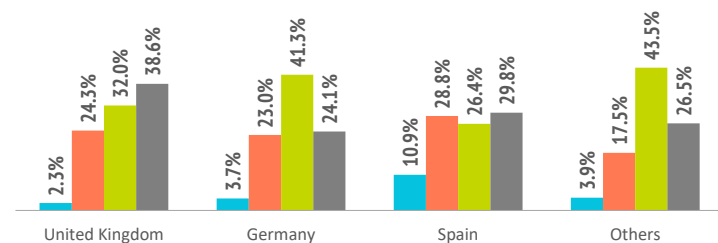
Who are they?

Gender	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Less than 50.000€	56.5%	48.4%	47.5%	45.6%	**47.5%**
Women	43.5%	51.6%	52.5%	54.4%	**52.5%**
Age range (> 15 years old)					
16 - 44 years old	53.4%	40.5%	33.4%	36.5%	**37.6%**
Over 44 years old	46.6%	59.5%	66.6%	63.5%	**62.4%**
Occupation					
Active	75.3%	71.2%	67.6%	70.2%	**70.1%**
Inactive	24.7%	28.8%	32.4%	29.8%	**29.9%**
Annual household income level					
Less than €50,000	52.9%	44.7%	46.4%	40.9%	**44.2%**
More than €50,000	47.1%	55.3%	53.6%	59.1%	**55.8%**
Education level					
No studies/Primary education	2.5%	6.9%	7.1%	7.4%	**6.7%**
Secondary education	15.5%	19.4%	24.5%	17.5%	**19.8%**
Higher education	82.0%	73.7%	68.5%	75.1%	**73.4%**

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Average rating	8.89	8.85	8.93	8.89	**8.90**

Experience in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Worse or much worse than expected	3.4%	1.8%	1.8%	2.2%	**2.0%**
Lived up to expectations	51.2%	56.4%	58.5%	54.1%	**55.6%**
Better or much better than expected	45.4%	41.7%	39.7%	43.7%	**42.4%**

Future intentions (scale 1-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Return to the Canary Islands	8.90	8.83	8.98	8.96	**8.94**
Recommend visiting the Canary Islands	9.15	9.01	9.16	9.12	**9.12**

8.94/10

Return to the Canary Islands

9.12/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Repeat tourists	67.0%	75.6%	79.0%	77.7%	**76.7%**
- Germany	63.2%	82.9%	72.9%	83.5%	**78.4%**
- Spain	69.2%	73.1%	69.8%	75.0%	**72.3%**
- United Kingdom	74.2%	81.9%	84.8%	83.5%	**83.1%**
- Others	59.1%	59.6%	75.1%	63.3%	**66.8%**
Repeat tourists (3 or more visits)	48.1%	57.3%	63.4%	60.5%	**60.0%**
- Germany	44.3%	63.6%	60.3%	68.6%	**63.5%**
- Spain	44.9%	42.2%	45.1%	51.0%	**46.6%**
- United Kingdom	60.3%	67.3%	71.6%	67.8%	**68.6%**
- Others	39.8%	39.0%	57.3%	44.1%	**48.5%**

How many islands do they visit during their trip?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
One island	87.2%	93.1%	94.6%	91.7%	**92.9%**
Two or more islands	12.8%	6.9%	5.4%	8.3%	**7.1%**

WHICH PLACES DO THE VISIT IN LANZAROTE?*

Place	Percentage
Arrecife	31.4%
Montaña del Fuego/ Ruta de los Volcanes	29.1%
Jameos del agua	24.5%
Mirador del Río Viewpoint	20.9%
Teguise Market	19.5%
Cueva de los Verdes	18.0%
Cactus Garden	17.2%
César Manrique Foundation	14.8%
La Graciosa	7.6%
Monumento al Campesino	7.2%
San José Castle	2.7%
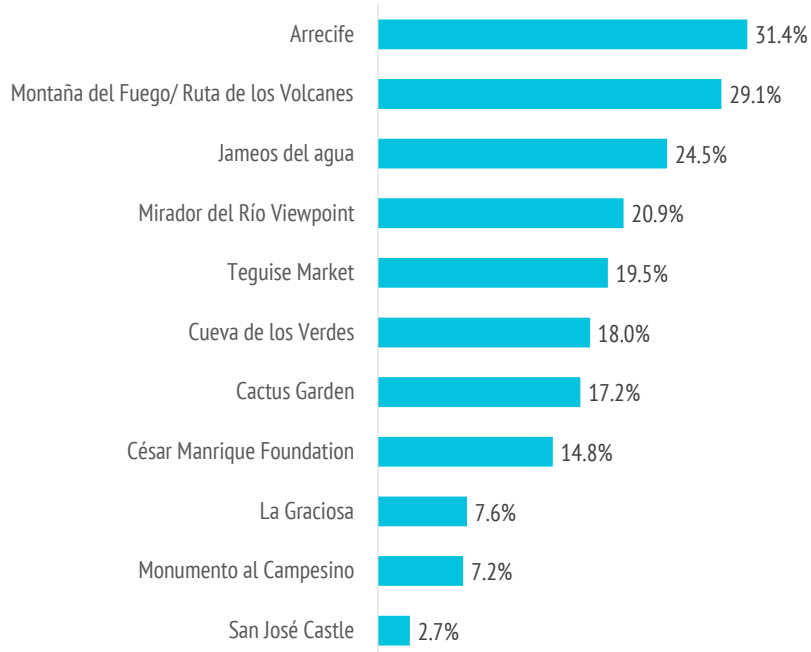
**Multi-choice question

99

3 in **10 tourists in Lanzarote**
visit **Arrecife**

Note: the graph shows the % of tourists in Lanzarote (taking into account all the municipalities) who visit a tourist spot.
Source: Encuesta sobre el Gasto Turístico (ISTAC).