

How many are they and how much do they spend?



	2019	2021	2022	2023	2024
TOURISTS					
Tourist arrivals (FRONTUR) (*)	2,913	1,123	2,734	3,049	3,238
Tourist arrivals ≥ 16 years old (EGT) (*)	2,522	963	2,378	2,602	2,789
- book holiday package (*)	1,343	371	997	1,097	1,405
- do not book holiday package (*)	1,179	593	1,380	1,505	1,384
- % tourists who book holiday package	53.3%	38.5%	41.9%	42.2%	50.4%
Children < 16 years old (FRONTUR - EGT) (*)	391	160	357	448	449
Expenditure per tourist (€)					
- book holiday package	1,201	1,399	1,453	1,546	1,590
- holiday package	983	1,103	1,205	1,286	1,325
- others	218	296	248	260	266
- do not book holiday package	948	1,017	1,119	1,204	1,264
- flight	257	222	289	315	327
- accommodation	330	374	414	454	480
- others	362	421	417	435	457
Average lenght of stay	8.83	9.03	8.69	8.93	8.78
Average daily expenditure (€)	134.0	140.0	160.7	167.6	177.9
Average daily expenditure (without flight)	95.2	108.2	116.4	121.2	127.8
Average cost of the flight (€)	312.2	262.3	343.7	371.0	400.0
Total turnover (≥ 16 years old) (€m)	2,730	1,121	2,994	3,508	3,983
Turnover without flight (≥ 16 years old) (€m)	1,942	868	2,177	2,543	2,868

(*) Thousands of tourists



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

	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	88.2%	82.9%	86.4%	86.7%	90.7%
- Additional accommodation expenses	8.1%	12.4%	8.7%	7.3%	4.6%
Transport:					
- National/International Transport	97.4%	92.9%	94.9%	95.2%	97.6%
- Flights between islands	6.6%	9.8%	7.2%	6.9%	5.7%
- Taxi	53.8%	41.6%	50.6%	51.8%	47.9%
- Car rental	32.2%	41.3%	35.5%	35.1%	32.6%
- Public transport	8.7%	10.6%	8.0%	9.7%	7.4%
Food and drink:					
- Food purchases at supermarkets	56.4%	57.2%	60.8%	64.6%	59.7%
- Restaurants	62.9%	74.0%	71.1%	70.6%	68.0%
Leisure:					
- Organized excursions	27.2%	30.3%	25.6%	25.7%	22.9%
- Sport activities	6.9%	12.3%	8.2%	8.2%	6.5%
- Cultural activities	3.7%	3.7%	3.5%	3.3%	3.8%
- Museums	12.5%	12.4%	13.1%	13.9%	12.2%
- Theme Parks	5.3%	4.2%	6.5%	6.1%	6.1%
- Discos and pubs	11.0%	10.0%	10.3%	11.5%	10.6%
- Wellness	5.2%	4.7%	4.3%	4.9%	3.4%
Purchases of goods:					
- Souvenirs	48.9%	44.3%	47.1%	47.3%	43.4%
- Real state	0.1%	0.2%	0.2%	0.1%	0.1%
- Other expenses	1.1%	1.0%	0.7%	0.7%	0.7%
Other:					
- Medical or pharmaceutical expenses	7.7%	14.2%	8.2%	8.2%	6.8%
- Other expenses	4.8%	10.6%	4.3%	4.5%	4.5%

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

Expenditure per tourist and trip (€)	2019	2021	2022	2023	2024
Accommodation:					
- Accommodation	648	763	752	821	824
- Additional accommodation expenses	131	160	129	148	125
Transport:					
- National/International Transport	539	574	634	671	682
- Flights between islands	321	282	362	390	410
- Taxi	51	57	56	60	59
- Car rental	59	79	72	76	77
- Public transport	82	128	126	116	110
Food and drink:					
- Food purchases at supermarkets	242	258	273	290	331
- Restaurants	86	84	94	99	113
Leisure:					
- Organized excursions	156	174	179	191	219
- Sport activities	450	478	481	482	522
- Cultural activities	73	68	86	88	88
- Museums	91	107	98	79	94
- Theme Parks	42	47	48	46	57
- Discos and pubs	41	44	40	44	49
- Wellness	51	67	59	62	68
Purchases of goods:					
- Souvenirs	88	93	88	95	101
- Real state	63	52	61	68	66
- Other expenses	309	3,220	581	388	601
- Other expenses	74	74	73	75	82
Other:					
- Medical or pharmaceutical expenses	97	3,016	430	265	354
- Other expenses	138	130	79	48	165
- Other expenses	98	113	129	115	116
- Medical or pharmaceutical expenses	34	46	33	32	38
- Other expenses	64	67	96	83	78

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	2021	2022	2023	2024
Holiday, leisure	94.3%	91.1%	94.4%	95.1%	95.2%
Visiting family or friends	3.7%	6.1%	3.8%	3.2%	3.4%
Business and work	0.5%	1.1%	0.6%	0.5%	0.3%
Education and training	0.1%	0.1%	0.0%	0.0%	0.1%
Sports training	0.9%	0.7%	0.5%	0.4%	0.6%
Health or medical care	0.0%	0.1%	0.1%	0.1%	0.1%
Fairs and congresses	0.0%	0.1%	0.0%	0.1%	0.1%
Others	0.5%	0.8%	0.5%	0.6%	0.2%

What is the main motivation for their holidays?

	2019	2021	2022	2023	2024
Rest	56.3%	47.2%	52.5%	52.9%	55.8%
Enjoy family time	13.2%	12.6%	14.7%	13.8%	13.7%
Have fun	5.8%	6.2%	7.0%	7.0%	7.1%
Explore the destination	21.0%	29.3%	22.3%	23.1%	20.7%
Practice their hobbies	2.7%	3.5%	2.5%	2.2%	1.8%
Other reasons	1.1%	1.1%	1.0%	1.1%	0.9%

Where did they spend their main holiday last year? *

	2019	2021	2022	2023	2024
Didn't have holidays	--	37.5%	33.5%	11.5%	9.6%
Canary Islands	--	16.8%	20.2%	27.4%	30.1%
Other destination	--	45.7%	46.4%	61.1%	60.2%
Balearic Islands	--	3.3%	4.3%	4.9%	4.6%
Rest of Spain	--	14.0%	10.6%	11.8%	10.7%
Italy	--	5.3%	5.3%	6.9%	5.8%
France	--	6.0%	5.5%	5.9%	5.8%
Turkey	--	1.1%	1.2%	2.4%	2.7%
Greece	--	4.1%	4.7%	6.6%	6.9%
Portugal	--	2.2%	3.2%	5.1%	4.6%
Croatia	--	0.7%	1.4%	1.5%	1.6%
Egypt	--	0.3%	0.4%	0.9%	1.4%
Tunisia	--	0.2%	0.1%	0.3%	0.4%
Morocco	--	0.3%	0.3%	0.8%	0.9%
Others	--	8.2%	9.4%	14.0%	14.6%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2021	2022	2023	2024
None (I was clear about "this Canary Island")	--	31.8%	27.3%	28.0%	29.3%
Canary Islands (other island)	--	24.7%	25.4%	25.9%	26.1%
Other destination	--	43.5%	47.3%	46.1%	44.7%
Balearic Islands	--	8.1%	7.4%	7.1%	6.7%
Rest of Spain	--	8.1%	9.1%	8.6%	8.4%
Italy	--	4.2%	4.3%	4.4%	4.2%
France	--	2.0%	1.6%	1.4%	1.5%
Turkey	--	1.7%	3.4%	3.2%	3.2%
Greece	--	6.9%	8.6%	7.9%	7.6%
Portugal	--	5.3%	6.3%	6.8%	6.6%
Croatia	--	2.0%	2.0%	2.5%	2.5%
Egypt	--	1.8%	2.2%	2.0%	1.9%
Others	--	3.4%	2.5%	2.2%	2.2%

* Percentage of valid answers

Importance of each factor in the destination choice

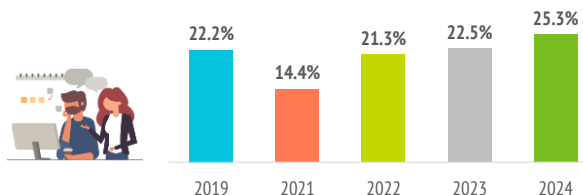
	2019	2021	2022	2023	2024
Climate	77.2%	73.2%	74.4%	74.6%	75.0%
Safety	55.2%	51.5%	54.8%	58.3%	60.2%
Tranquility	49.6%	49.0%	48.6%	50.6%	53.0%
Accommodation supply	47.1%	38.2%	44.8%	46.6%	48.6%
Effortless trip	37.0%	35.1%	39.8%	42.0%	42.0%
Price	40.7%	34.9%	38.0%	39.7%	41.4%
Sea	39.4%	48.6%	40.5%	41.3%	41.3%
Environment	35.8%	40.2%	35.3%	37.3%	37.6%
European belonging	34.1%	39.5%	34.9%	34.6%	37.2%
Beaches	31.9%	40.5%	34.1%	34.7%	34.5%
Landscapes	32.1%	41.2%	32.0%	34.5%	34.3%
Gastronomy	24.0%	28.0%	27.0%	27.2%	27.2%
Authenticity	23.4%	28.0%	24.0%	24.9%	25.4%
Fun possibilities	17.8%	19.4%	20.6%	19.8%	19.7%
Culture	9.1%	11.1%	10.4%	11.0%	11.7%
Historical heritage	9.1%	11.0%	9.6%	11.5%	11.0%
Exoticism	10.0%	14.2%	10.5%	10.8%	10.1%
Shopping	7.6%	8.4%	7.6%	7.9%	8.2%
Hiking trail network	6.8%	9.5%	6.9%	7.8%	7.8%
Nightlife	5.4%	7.3%	5.8%	5.9%	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	2021	2022	2023	2024
The same day	0.4%	0.9%	0.4%	0.4%	0.5%
Between 1 and 30 days	20.6%	36.2%	25.3%	19.9%	19.1%
Between 1 and 2 months	22.9%	27.8%	23.9%	24.3%	20.4%
Between 3 and 6 months	33.9%	20.6%	29.0%	32.9%	34.7%
More than 6 months	22.2%	14.4%	21.3%	22.5%	25.3%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2021	2022	2023	2024
Previous visits to the Canary Islands	58.3%	49.2%	55.9%	58.0%	55.6%
Friends or relatives	27.7%	29.2%	29.8%	29.6%	27.2%
Internet or social media	60.4%	58.5%	60.2%	58.7%	53.5%
Mass Media	1.4%	2.6%	1.8%	2.2%	1.9%
Travel guides and magazines	10.2%	7.8%	7.5%	8.8%	7.2%
Travel Blogs or Forums	6.7%	9.9%	8.0%	8.4%	6.7%
Travel TV Channels	0.7%	0.7%	0.7%	1.0%	0.8%
Tour Operator or Travel Agency	22.6%	16.7%	20.7%	19.7%	19.6%
Public administrations or similar	0.4%	2.3%	1.8%	0.7%	0.5%
Others	2.3%	2.5%	2.6%	2.9%	2.7%

* Multi-choice question

Tourist profile. Historical data (2019 - 2024)

LANZAROTE



With whom did they book their flight and accommodation?

	2019	2021	2022	2023	2024
Flight					
- Directly with the airline	47.3%	59.2%	56.8%	56.6%	54.1%
- Tour Operator or Travel Agency	52.7%	40.8%	43.2%	43.4%	45.9%
Accommodation					
- Directly with the accommodation	34.7%	46.0%	41.8%	44.1%	41.9%
- Tour Operator or Travel Agency	65.3%	54.0%	58.2%	55.9%	58.1%

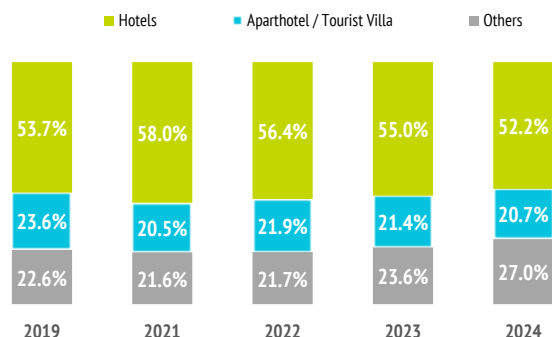
Where are they from?

	2019	2021	2022	2023	2024
Spanish Mainland	10.3%	24.7%	12.6%	10.6%	9.0%
Germany	10.9%	11.2%	8.5%	8.7%	8.6%
France	5.2%	9.8%	6.8%	7.4%	7.3%
Netherlands	3.3%	3.7%	3.4%	2.7%	2.9%
Italy	2.4%	3.6%	3.4%	3.4%	2.5%
Belgium	1.8%	2.2%	1.9%	2.0%	2.0%
Switzerland	1.6%	1.0%	0.6%	0.6%	0.8%
Poland	1.2%	0.9%	0.6%	0.7%	0.8%
Denmark	1.1%	2.0%	1.9%	0.9%	0.7%
Czech Republic	0.3%	0.1%	0.3%	0.6%	0.6%
Others	61.9%	40.8%	60.0%	62.5%	64.8%

Where do they stay?

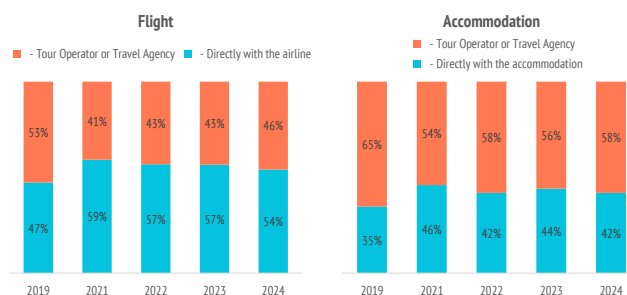
	2019	2021	2022	2023	2024
1-2-3* Hotel	6.0%	10.4%	9.3%	9.0%	9.0%
4* Hotel	38.6%	34.3%	34.6%	34.7%	33.2%
5* Hotel / 5* Luxury Hotel	9.1%	13.3%	12.5%	11.2%	10.0%
Aparthotel / Tourist Villa	23.6%	20.5%	21.9%	21.4%	20.7%
House/room rented in a private dwelling	8.1%	7.3%	7.8%	9.1%	19.4%
Private accommodation (1)	6.5%	8.2%	6.3%	6.1%	5.3%
Others (Cottage, cruise, camping,...)	8.0%	6.1%	7.7%	8.4%	2.3%

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



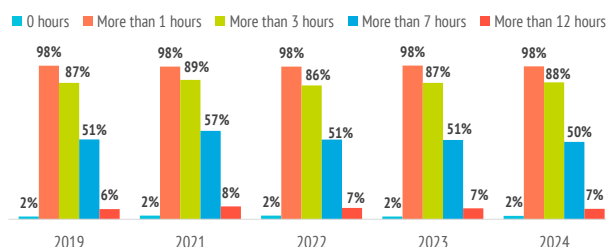
What do they book?

	2019	2021	2022	2023	2024
Room only	29.4%	33.1%	33.0%	34.6%	37.0%
Bed and Breakfast	10.8%	13.3%	11.3%	12.6%	11.9%
Half board	19.4%	17.7%	17.0%	17.3%	15.5%
Full board	3.0%	1.7%	2.5%	2.5%	2.7%
All inclusive	37.5%	34.1%	36.2%	33.0%	32.9%



Activities in the Canary Islands

Outdoor time per day	2019	2021	2022	2023	2024
0 hours	1.7%	2.3%	2.3%	1.7%	2.2%
1 - 2 hours	11.0%	8.6%	12.1%	11.0%	10.2%
3 - 6 hours	36.2%	32.6%	34.6%	36.6%	38.1%
7 - 12 hours	44.6%	48.4%	43.8%	43.7%	42.8%
More than 12 hours	6.4%	8.2%	7.2%	7.0%	6.7%
Outdoor time per day	7.0	7.5	7.0	7.1	7.0



Activities in the Canary Islands	2019	2021	2022	2023	2024
Walk, wander	76.9%	78.1%	79.4%	80.0%	77.3%
Beach	64.5%	75.5%	70.8%	68.6%	66.2%
Swimming pool, hotel facilities	62.9%	60.9%	65.5%	63.0%	59.9%
Explore the island on their own	49.0%	57.1%	50.1%	51.3%	49.3%
Taste Canarian gastronomy	28.4%	32.8%	29.5%	28.6%	27.5%
Museums / exhibitions	20.4%	24.2%	19.1%	21.2%	19.7%
Wineries / markets / popular festivals	20.4%	23.3%	19.0%	20.3%	17.4%
Organized excursions	19.1%	19.8%	18.5%	17.9%	16.8%
Hiking	--	20.7%	16.3%	16.3%	15.1%
Nightlife / concerts / shows	13.5%	12.1%	13.4%	13.7%	12.5%
Theme parks	8.6%	6.4%	8.8%	8.1%	8.3%
Swim	--	39.0%	10.2%	8.8%	8.2%
Other Nature Activities	--	10.6%	8.3%	7.7%	7.7%
Sea excursions / whale watching	6.5%	8.4%	7.5%	6.9%	6.9%
Running	--	9.8%	7.9%	6.9%	6.3%
Cycling / Mountain bike	--	10.1%	7.4%	7.0%	6.2%
Beauty and health treatments	5.5%	5.0%	5.2%	5.5%	4.3%
Practice other sports	--	6.5%	5.1%	3.8%	3.3%
Scuba Diving	--	5.0%	3.8%	3.6%	2.7%
Surf	--	6.5%	2.9%	2.9%	2.3%
Golf	--	1.6%	1.7%	1.4%	1.8%
Astronomical observation	2.1%	2.5%	1.9%	2.0%	1.6%
Windsurf / Kitesurf	--	1.4%	1.5%	0.8%	0.9%

* Multi-choice question

What places do they visit?

	2019	2021	2022	2023	2024
Arrecife	31.5%	42.0%	29.8%	32.5%	31.4%
Montaña del Fuego	35.3%	43.9%	33.8%	33.6%	29.1%
Jameos del agua	27.6%	40.2%	28.4%	27.9%	24.5%
Mirador del Río Viewpoint	25.5%	34.8%	25.3%	25.5%	20.9%
Teguise Market	21.5%	21.9%	17.9%	19.7%	19.5%
Cueva de los Verdes	20.9%	31.2%	22.2%	21.9%	18.0%
Cactus Garden	18.1%	24.9%	18.9%	19.3%	17.2%
César Manrique Foundation	16.0%	14.4%	13.3%	14.4%	14.8%
La Graciosa	8.9%	16.7%	10.1%	8.6%	7.6%
Monumento al Campesino	9.7%	14.4%	9.4%	9.8%	7.2%
San José Castle	4.5%	5.7%	4.1%	3.9%	2.7%

¿Cuántos son fieles al destino?

	2019	2021	2022	2023	2024
Lanzarote: Repeat tourists	69.6%	62.8%	67.8%	70.3%	68.7%
Lanzarote: At least 10 previous visits	11.3%	10.6%	11.5%	12.4%	11.8%
Canary Islands: Repeat tourists	76.7%	71.1%	75.7%	78.2%	76.7%
Canary Islands: At least 10 previous visits	20.7%	18.8%	20.9%	23.7%	23.4%

Who are they?

	2019	2021	2022	2023	2024
Gender					
Men	47.1%	50.9%	51.6%	48.1%	47.5%
Women	52.9%	49.1%	48.4%	51.9%	52.5%
Age					
Average age	49.48	44.80	47.78	48.85	50.83
Standard deviation	15.5	15.5	15.7	16.1	16.4
Age range					
16 - 24 years old	5.5%	9.7%	8.0%	7.5%	6.5%
25 - 30 years old	8.8%	13.6%	9.4%	8.6%	7.4%
31 - 45 years old	25.6%	29.0%	28.0%	27.8%	25.2%
46 - 60 years old	32.6%	29.2%	29.6%	28.1%	27.6%
Over 60 years old	27.4%	18.6%	25.0%	28.0%	33.3%
Occupation					
Salaried worker	53.0%	56.8%	57.2%	55.5%	53.6%
Self-employed	12.0%	10.5%	10.5%	11.1%	10.3%
Unemployed	0.7%	1.9%	0.8%	0.8%	0.7%
Business owner	7.4%	7.7%	6.8%	5.8%	6.2%
Student	3.0%	6.2%	3.7%	2.9%	2.8%
Retired	22.0%	15.1%	19.7%	22.5%	25.3%
Unpaid domestic work	1.0%	0.8%	0.6%	0.7%	0.5%
Others	0.8%	1.0%	0.6%	0.7%	0.7%
Annual household income level					
Less than €25,000	15.8%	16.5%	12.8%	11.2%	11.4%
€25,000 - €49,999	37.8%	35.9%	32.6%	35.8%	32.9%
€50,000 - €74,999	23.4%	23.6%	26.0%	24.7%	25.5%
More than €74,999	23.0%	24.1%	28.7%	28.3%	30.3%
Education level					
No studies	6.2%	3.4%	4.9%	5.5%	5.4%
Primary education	1.8%	2.7%	1.3%	1.2%	1.3%
Secondary education	21.4%	16.9%	17.6%	18.1%	19.8%
Higher education	70.6%	77.0%	76.2%	75.2%	73.4%

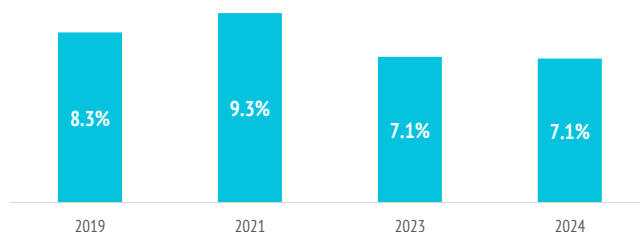
Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

How many islands do they visit during their trip?

	2019	2021	2022	2023	2024
One island	91.7%	90.7%	93.3%	92.9%	92.9%
Two islands	7.7%	8.1%	6.1%	6.3%	6.2%
Three or more islands	0.7%	1.1%	0.6%	0.8%	0.8%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2021	2022	2023	2024
Average rating	8.85	8.99	8.95	8.99	8.90

Experience in the Canary Islands	2019	2021	2022	2023	2024
Worse or much worse than expected	1.8%	2.6%	2.1%	1.8%	2.0%
Lived up to expectations	55.4%	49.2%	55.2%	55.0%	55.6%
Better or much better than expected	42.8%	48.2%	42.8%	43.3%	42.4%

Future intentions (scale 1-10)	2019	2021	2022	2023	2024
Return to the Canary Islands	8.89	9.04	8.99	9.05	8.94
Recommend visiting the Canary Islands	9.09	9.27	9.20	9.23	9.12

Who do they come with?

	2019	2021	2022	2023	2024
Unaccompanied	5.9%	10.7%	6.5%	5.7%	5.6%
Only with partner	49.3%	48.1%	45.7%	49.2%	49.2%
Only with children (< 13 years old)	4.9%	4.6%	5.0%	4.6%	4.6%
Partner + children (< 13 years old)	7.4%	5.5%	8.5%	7.7%	7.0%
Other relatives	11.8%	10.2%	11.9%	11.0%	12.1%
Friends	5.8%	7.7%	6.2%	6.4%	5.8%
Work colleagues	0.1%	0.3%	0.2%	0.3%	0.2%
Organized trip	0.2%	0.3%	0.2%	0.2%	0.1%
Other combinations (2)	14.6%	12.6%	15.7%	15.0%	15.4%

(2) Combination of some of the groups previously analyzed

Tourists with children	2019	2021	2022	2023	2024
- Between 0 and 2 years old	1.7%	1.1%	1.5%	1.6%	1.3%
- Between 3 and 12 years old	15.9%	12.1%	19.4%	16.2%	16.3%
- Between 0 -2 and 3-12 years old	1.4%	1.1%	1.3%	1.7%	1.4%
Tourists without children	81.0%	85.7%	77.8%	80.4%	81.0%
Group composition:					
- 1 person	8.4%	14.8%	9.2%	8.8%	7.8%
- 2 people	55.9%	54.4%	50.8%	54.3%	55.5%
- 3 people	12.4%	11.8%	12.2%	12.3%	11.7%
- 4 or 5 people	18.9%	15.8%	22.2%	19.2%	18.8%
- 6 or more people	4.4%	3.1%	5.7%	5.4%	6.1%
Average group size:	2.69	2.48	2.83	2.75	2.79

*People who share the main expenses of the trip