

Tourist profile. Historical data (2019 - 2025)

LANZAROTE: First Quarter



How many are they and how much do they spend?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	726	543	735	835	845
Tourist arrivals ≥ 16 years old (EGT) (*)	632	485	647	736	745
- % tourists who book holiday package	48.7%	44.0%	41.8%	46.7%	49.8%
Children < 16 years old (FRONTUR - EGT) (*)	93	58	88	99	100
Expenditure per tourist (€)	863	1,132	1,363	1,433	1,486
- book holiday package	993	1,278	1,536	1,659	1,663
- holiday package	783	1,029	1,271	1,373	1,373
- others	210	250	264	285	290
- do not book holiday package	739	1,018	1,239	1,235	1,310
- flight	167	238	318	291	333
- accommodation	274	403	479	499	506
- others	299	376	443	445	471
Average lenght of stay	8.4	8.5	9.3	9.0	9.2
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	112.28	151.29	167.55	177.04	185.84
- Median	105.76	138.71	162.86	162.05	178.68
Average daily expenditure (without flight)	86.23	112.78	123.50	131.20	137.26
- Median	80.99	105.70	116.70	121.15	132.29
Average cost of the flight (€)	201.5	276.5	362.6	365.7	392.2
Total turnover (≥ 16 years old) (€m)	546	549	882	1,055	1,107
Turnover without flight (≥ 16 years old) (€m)	418	415	648	785	815

(*) Thousands of tourists

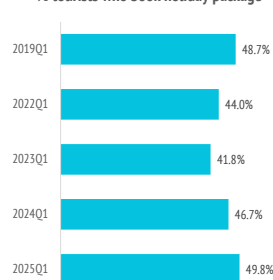
% Tourists whose spending has been greater than €0 in each item

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	87.4%	88.3%	87.2%	91.3%	90.6%
- Additional accommodation expenses	10.4%	8.8%	6.5%	5.8%	2.2%
Transport:					
- National/International Transport	96.8%	94.3%	95.8%	96.8%	98.3%
- Flights between islands	7.2%	7.7%	7.4%	5.8%	8.1%
- Taxi	50.3%	53.2%	49.7%	47.7%	48.6%
- Car rental	34.6%	33.6%	38.0%	36.5%	34.1%
- Public transport	11.0%	9.6%	11.1%	8.9%	9.7%
Food and drink:					
- Food purchases at supermarkets	59.0%	57.5%	64.5%	61.1%	63.2%
- Restaurants	63.4%	73.0%	73.5%	70.6%	74.3%
Leisure:					
- Organized excursions	22.6%	21.4%	22.7%	21.1%	22.8%
- Sport activities	8.1%	7.1%	7.9%	7.0%	5.7%
- Cultural activities	4.3%	3.8%	3.8%	3.6%	4.4%
- Museums	13.1%	12.7%	16.9%	15.1%	14.2%
- Theme Parks	4.1%	4.4%	4.4%	4.1%	3.4%
- Discos and pubs	11.0%	9.5%	10.2%	9.9%	9.8%
- Wellness	5.0%	4.9%	5.3%	3.6%	5.0%
Purchases of goods:					
- Souvenirs	49.0%	43.0%	44.6%	43.5%	35.1%
- Other expenses	0.9%	0.2%	1.0%	0.9%	0.7%
Other:					
- Medical or pharmaceutical expenses	9.9%	6.8%	9.2%	6.6%	5.1%
- Other expenses	5.7%	5.5%	5.5%	4.4%	3.8%

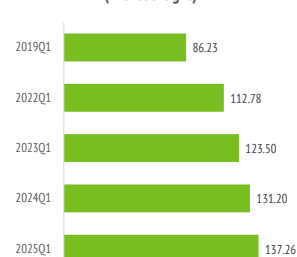
Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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

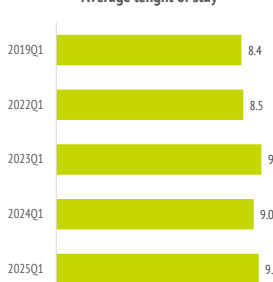
% tourists who book holiday package



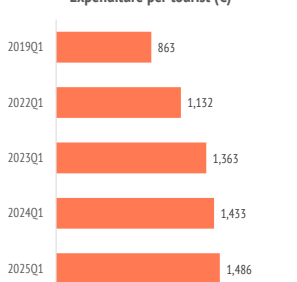
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Expenditure per tourist and trip (€)					
Accommodation:					
- Accommodation	553	689	861	854	904
- Additional accommodation expenses	442	573	687	727	747
- Additional accommodation expenses	111	116	174	127	157
Transport:					
- National/International Transport	392	564	668	673	692
- National/International Transport	208	293	378	378	399
- Flights between islands	39	43	62	58	70
- Taxi	48	67	76	80	79
- Car rental	75	142	129	124	129
- Public transport	22	19	23	32	14
Food and drink:					
- Food purchases at supermarkets	209	263	296	326	339
- Food purchases at supermarkets	76	86	102	109	111
- Restaurants	133	177	194	218	228
Leisure:					
- Organized excursions	390	435	460	476	533
- Organized excursions	61	77	80	86	94
- Sport activities	66	91	78	83	82
- Cultural activities	46	48	39	50	55
- Museums	34	35	44	48	52
- Theme Parks	45	45	56	49	64
- Discos and pubs	75	88	90	101	104
- Wellness	63	51	73	59	82
Purchases of goods:					
- Souvenirs	204	165	120	186	186
- Souvenirs	66	59	67	71	75
- Other expenses	138	106	53	115	111
Other:					
- Medical or pharmaceutical expenses	105	86	123	115	98
- Medical or pharmaceutical expenses	40	29	31	31	37
- Other expenses	64	57	92	84	62

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LANZAROTE: First Quarter



What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	91.9%	94.2%	94.2%	95.6%	95.0%
Visiting family or friends	5.4%	3.6%	3.7%	2.9%	2.9%
Business and work	0.9%	1.3%	0.3%	0.2%	0.9%
Education and training	0.2%	0.0%	0.0%	0.3%	0.1%
Sports training	1.2%	0.7%	1.0%	0.8%	0.5%
Health or medical care	0.0%	0.0%	0.2%	0.1%	0.1%
Fairs and congresses	0.1%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.2%	0.7%	0.2%	0.5%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	56.6%	57.1%	52.2%	57.2%	59.8%
Enjoy family time	9.6%	9.8%	12.9%	10.7%	9.0%
Have fun	4.7%	5.1%	7.1%	7.3%	5.0%
Explore the destination	23.7%	23.6%	23.2%	20.9%	21.3%
Practice their hobbies	3.7%	3.5%	3.1%	2.7%	2.9%
Other reasons	1.7%	0.9%	1.5%	1.2%	2.0%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	37.3%	10.9%	9.3%	7.3%
Canary Islands	--	14.9%	25.6%	26.7%	27.8%
Other destination	--	47.8%	63.5%	63.9%	64.9%
- Balearic Islands	--	4.0%	4.5%	4.1%	5.2%
- Rest of Spain	--	9.2%	11.3%	10.1%	10.5%
- Italy	--	5.4%	8.6%	7.5%	7.2%
- France	--	7.2%	7.2%	6.6%	6.5%
- Turkey	--	0.7%	2.6%	2.6%	3.5%
- Greece	--	6.0%	6.9%	6.8%	7.9%
- Portugal	--	3.5%	4.8%	4.5%	4.4%
- Croatia	--	2.1%	1.2%	1.5%	2.0%
- Egypt	--	0.7%	1.1%	1.4%	0.8%
- Tunisia	--	0.0%	0.1%	0.3%	0.3%
- Morocco	--	0.3%	0.7%	0.9%	1.2%
- Others	--	8.7%	14.4%	17.6%	15.4%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	34.4%	34.5%	32.6%	33.5%
Canary Islands (other island)	--	29.0%	30.8%	31.5%	28.7%
Other destination	--	36.6%	34.7%	35.9%	37.8%
- Balearic Islands	--	4.7%	3.3%	4.1%	4.5%
- Rest of Spain	--	8.3%	7.1%	7.1%	7.0%
- Italy	--	4.3%	3.6%	3.4%	4.4%
- France	--	1.4%	1.4%	1.5%	1.4%
- Turkey	--	1.8%	1.4%	2.7%	3.0%
- Greece	--	5.1%	4.2%	4.3%	4.5%
- Portugal	--	4.5%	5.8%	5.7%	6.1%
- Croatia	--	0.7%	1.8%	1.6%	1.8%
- Egypt	--	2.9%	2.8%	2.6%	2.6%
- Others	--	2.8%	3.2%	2.9%	2.5%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	82.1%	76.7%	76.9%	78.2%	80.6%
Safety	50.0%	51.5%	55.4%	58.2%	55.0%
Tranquility	46.0%	42.8%	48.6%	51.8%	52.4%
Accommodation supply	42.6%	39.0%	42.6%	46.2%	43.4%
Sea	36.5%	38.4%	40.9%	42.8%	41.1%
Effortless trip	33.2%	37.6%	38.4%	39.9%	40.4%
Price	40.6%	31.8%	36.2%	38.9%	39.3%
European belonging	35.0%	35.8%	34.2%	39.8%	37.8%
Environment	32.8%	31.2%	36.9%	36.9%	36.9%
Landscapes	32.8%	30.5%	35.6%	35.9%	35.5%
Beaches	28.6%	30.3%	31.3%	34.3%	32.8%
Gastronomy	21.2%	24.9%	26.9%	27.9%	25.4%
Authenticity	21.2%	22.0%	23.6%	25.8%	24.3%
Fun possibilities	14.6%	19.2%	18.7%	18.3%	16.5%
Hiking trail network	8.9%	9.2%	10.0%	9.1%	10.7%
Culture	9.3%	10.7%	11.3%	10.8%	10.0%
Exoticism	9.5%	10.7%	9.2%	11.1%	9.8%
Historical heritage	8.0%	8.4%	11.5%	10.7%	9.5%
Shopping	4.9%	6.1%	6.2%	6.9%	8.3%
Nightlife	4.2%	6.0%	4.0%	5.3%	6.0%

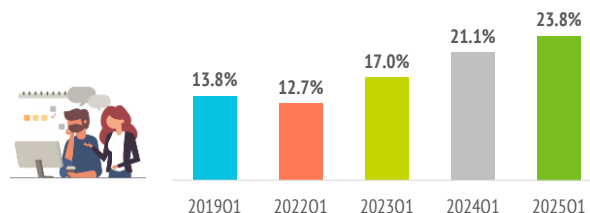
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important" % of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	0.7%	0.5%	0.6%	0.3%	0.6%
Between 1 and 30 days	28.9%	33.4%	22.7%	22.2%	20.0%
Between 1 and 2 months	30.1%	28.2%	29.8%	24.0%	22.4%
Between 3 and 6 months	26.5%	25.2%	29.9%	32.3%	33.2%
More than 6 months	13.8%	12.7%	17.0%	21.1%	23.8%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	56.4%	56.2%	62.1%	59.7%	57.1%
Friends or relatives	28.7%	31.0%	28.6%	28.5%	25.8%
Internet or social media	64.7%	60.9%	57.8%	54.4%	51.5%
Mass Media	1.8%	2.4%	2.7%	1.7%	1.8%
Travel guides and magazines	10.0%	9.0%	10.8%	8.0%	8.3%
Travel Blogs or Forums	7.6%	7.2%	8.4%	7.7%	6.4%
Travel TV Channels	0.9%	0.5%	0.9%	1.4%	1.1%
Tour Operator or Travel Agency	19.0%	19.9%	19.3%	17.6%	19.0%
Public administrations or similar	0.4%	2.5%	0.8%	0.5%	0.6%
Others	1.7%	3.3%	2.5%	2.9%	3.5%

* Multi-choice question

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LANZAROTE: First Quarter



With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	51.1%	58.3%	56.9%	57.7%	56.5%
- Tour Operator or Travel Agency	48.9%	41.7%	43.1%	42.3%	43.5%
Accommodation					
- Directly with the accommodation	38.7%	44.3%	43.6%	44.8%	44.4%
- Tour Operator or Travel Agency	61.3%	55.7%	56.4%	55.2%	55.6%

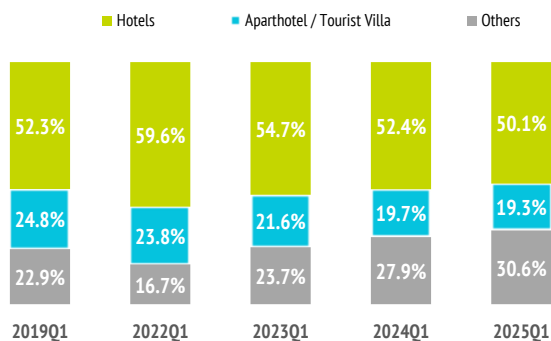
Where are they from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
United Kingdom	47.1%	44.9%	47.3%	48.5%	49.6%
Ireland	8.1%	8.7%	10.3%	10.2%	10.2%
Germany	13.1%	10.0%	10.4%	11.1%	9.1%
France	5.2%	7.0%	7.4%	7.1%	7.9%
Spanish Mainland	8.2%	10.2%	8.4%	7.0%	7.1%
Netherlands	4.0%	4.8%	3.6%	3.4%	3.1%
Italy	2.5%	2.8%	3.1%	2.8%	2.6%
Belgium	1.5%	1.9%	1.8%	2.3%	1.7%
Denmark	0.9%	2.9%	1.3%	1.1%	1.4%
Poland	2.0%	0.3%	0.7%	0.9%	1.4%
Others	7.3%	6.5%	5.7%	5.6%	5.9%

Where do they stay?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	7.2%	9.7%	9.6%	8.8%	10.4%
4* Hotel	35.5%	35.6%	34.0%	34.2%	29.2%
5* Hotel / 5* Luxury Hotel	9.5%	14.3%	11.1%	9.5%	10.5%
Aparthotel / Tourist Villa	24.8%	23.8%	21.6%	19.7%	19.3%
House/room rented in a private dwelling	9.2%	6.9%	9.9%	19.0%	21.4%
Private accommodation (1)	7.2%	3.6%	6.3%	4.4%	5.9%
Others (Cottage, cruise, camping,...)	6.5%	6.2%	7.5%	4.4%	3.4%

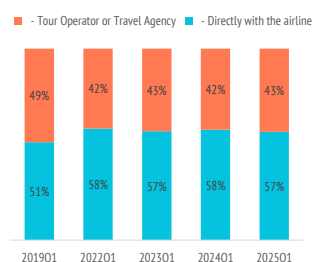
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



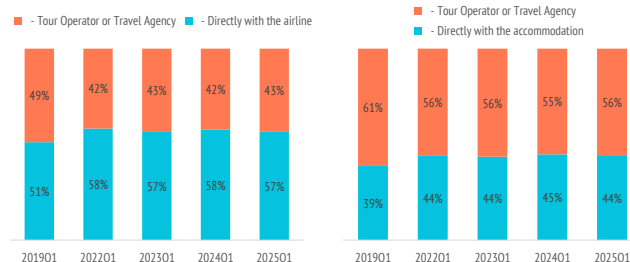
What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	32.4%	31.1%	37.2%	35.8%	39.8%
Bed and Breakfast	11.8%	13.8%	11.9%	14.1%	13.9%
Half board	17.6%	19.0%	19.7%	17.7%	16.4%
Full board	2.5%	1.8%	1.8%	2.9%	3.4%
All inclusive	35.8%	34.3%	29.4%	29.4%	26.5%

Flight

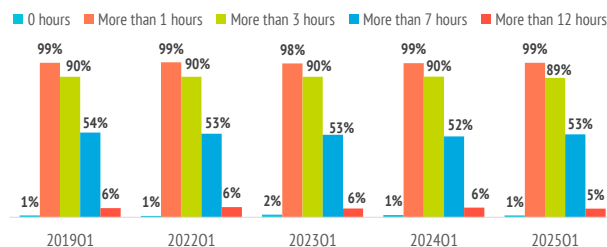


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	1.2%	0.8%	1.6%	1.4%	1.2%
1 - 2 hours	8.9%	9.3%	8.5%	8.6%	9.7%
3 - 6 hours	35.7%	36.5%	37.1%	38.2%	36.1%
7 - 12 hours	48.3%	47.0%	47.2%	45.5%	47.5%
More than 12 hours	5.8%	6.5%	5.6%	6.2%	5.5%
Outdoor time per day	7.2	7.1	7.1	7.2	7.2



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Walk, wander	80.6%	79.4%	83.2%	77.8%	79.1%
Beach	61.4%	65.6%	64.9%	63.8%	61.2%
Swimming pool, hotel facilities	53.4%	60.2%	53.3%	54.8%	51.3%
Explore the island on their own	55.5%	49.5%	55.2%	53.4%	48.4%
Taste Canarian gastronomy	30.7%	28.8%	31.0%	27.8%	26.8%
Hiking	--	18.7%	19.1%	18.1%	20.1%
Museums / exhibitions	23.0%	18.2%	22.3%	22.1%	19.0%
Wineries / markets / popular festivals	19.8%	18.2%	20.3%	16.4%	17.1%
Organized excursions	15.8%	16.5%	14.5%	14.8%	13.7%
Nightlife / concerts / shows	12.5%	12.2%	12.0%	12.2%	10.1%
Other Nature Activities	--	8.4%	8.9%	7.8%	8.7%
Cycling / Mountain bike	--	9.5%	8.6%	8.1%	8.0%
Swim	--	13.0%	8.2%	8.1%	7.2%
Running	--	8.1%	8.5%	5.9%	7.1%
Theme parks	6.1%	6.0%	6.7%	4.5%	5.8%
Sea excursions / whale watching	4.7%	5.4%	4.9%	6.2%	5.7%
Beauty and health treatments	5.4%	5.2%	6.0%	4.4%	4.7%
Practice other sports	--	5.0%	4.8%	3.8%	3.9%
Astronomical observation	2.7%	1.8%	2.9%	1.7%	3.3%
Surf	--	2.7%	3.3%	3.1%	3.1%
Scuba Diving	--	2.1%	2.2%	2.1%	2.2%
Golf	--	1.0%	2.0%	1.8%	2.2%
Windsurf / Kitesurf	--	1.4%	0.6%	0.9%	0.7%

* Multi-choise question

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What places do they visit?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
La Graciosa	37.6%	34.7%	34.9%	33.5%	32.8%
Montaña del Fuego	35.4%	34.1%	36.1%	30.0%	26.9%
Arrecife	27.7%	27.4%	28.1%	24.2%	24.0%
Mirador del Río Viewpoint	28.7%	25.4%	26.6%	22.9%	23.3%
Monumento al Campesino	23.4%	17.9%	19.0%	18.9%	19.4%
Jameos del agua	20.6%	22.3%	20.9%	18.2%	16.8%
Cactus Garden	20.7%	15.9%	20.2%	17.6%	16.6%
César Manrique Foundation	18.1%	13.1%	16.6%	17.4%	15.3%
San José Castle	7.8%	9.4%	8.4%	7.2%	7.7%
Teguise Market	10.7%	9.6%	11.4%	8.4%	7.2%
Cueva de los Verdes	4.9%	4.7%	4.2%	3.6%	3.2%

¿Cuántos son fieles al destino?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote: Repeat tourists	68.5%	67.8%	74.6%	71.5%	72.0%
Lanzarote: At least 10 previous visits	10.0%	8.7%	12.2%	10.5%	13.0%
Canary Islands: Repeat tourists	76.5%	75.1%	81.3%	79.2%	80.6%
Canary Islands: At least 10 previous visits	20.2%	19.0%	23.3%	23.8%	25.6%

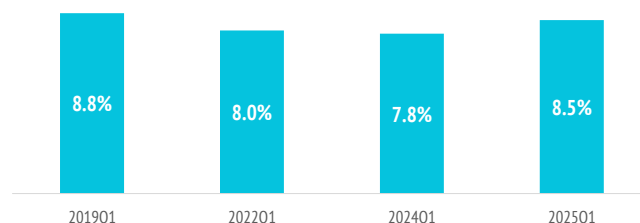
Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	49.5%	54.1%	48.9%	46.8%	48.4%
Women	50.5%	45.9%	51.1%	53.2%	51.6%
Age					
Average age	49.01	48.06	51.34	51.59	52.75
Standard deviation	15.4	15.9	15.4	16.8	16.2
Age range					
16 - 24 years old	5.1%	7.8%	4.6%	5.6%	4.9%
25 - 30 years old	9.8%	8.8%	6.7%	8.4%	6.8%
31 - 45 years old	26.6%	28.3%	27.1%	25.0%	23.6%
46 - 60 years old	32.3%	28.0%	28.8%	24.0%	26.4%
Over 60 years old	26.2%	27.1%	32.8%	37.2%	38.4%
Occupation					
Salaried worker	48.4%	54.5%	48.2%	48.2%	46.3%
Self-employed	13.4%	11.0%	10.9%	10.9%	11.3%
Unemployed	0.9%	0.9%	0.6%	0.8%	0.7%
Business owner	8.7%	7.7%	8.1%	7.3%	7.3%
Student	2.5%	3.4%	2.5%	2.9%	1.9%
Retired	24.5%	21.1%	28.2%	28.4%	31.0%
Unpaid domestic work	0.9%	0.6%	0.3%	0.4%	0.6%
Others	0.7%	0.9%	1.1%	1.0%	0.9%
Annual household income level					
Less than €25,000	15.5%	13.5%	10.2%	9.3%	9.6%
€25,000 - €49,999	41.5%	31.3%	34.2%	33.8%	29.4%
€50,000 - €74,999	20.7%	27.5%	23.8%	24.9%	26.8%
More than €74,999	22.3%	27.6%	31.8%	32.1%	34.2%
Education level					
No studies	4.9%	3.3%	6.0%	4.8%	5.6%
Primary education	1.3%	1.6%	1.1%	1.3%	1.2%
Secondary education	20.5%	17.1%	17.9%	17.9%	21.7%
Higher education	73.4%	78.0%	75.1%	75.9%	71.5%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	91.2%	92.0%	92.3%	92.2%	91.5%
Two islands	8.3%	7.3%	6.9%	6.8%	7.7%
Three or more islands	0.6%	0.7%	0.8%	1.0%	0.8%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.88	8.88	8.91	8.97	8.86

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	2.0%	1.9%	2.0%	2.1%	2.1%
Lived up to expectations	52.1%	55.4%	55.1%	52.9%	56.2%
Better or much better than expected	45.9%	42.8%	42.9%	45.0%	41.6%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	9.02	9.02	9.07	9.07	9.00
Recommend visiting the Canary Islands	9.19	9.21	9.21	9.23	9.19

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	7.5%	8.1%	7.3%	5.6%	6.0%
Only with partner	53.7%	50.0%	50.5%	53.8%	54.2%
Only with children (< 13 years old)	4.4%	5.0%	4.5%	4.2%	4.8%
Partner + children (< 13 years old)	5.8%	6.2%	8.1%	6.1%	6.0%
Other relatives	8.6%	10.0%	9.5%	9.5%	9.6%
Friends	8.0%	8.4%	5.9%	7.4%	5.6%
Work colleagues	0.2%	0.2%	0.2%	0.2%	0.3%
Organized trip	0.1%	0.5%	0.0%	0.1%	0.5%
Other combinations (2)	11.6%	11.6%	14.1%	13.1%	13.0%

(2) Combination of some of the groups previously analyzed

Tourists with children	14.3%	17.0%	19.5%	16.5%	16.4%
- Between 0 and 2 years old	2.6%	1.7%	1.1%	2.0%	1.1%
- Between 3 and 12 years old	10.3%	14.7%	16.5%	13.5%	14.5%
- Between 0 -2 and 3-12 years old	1.4%	0.6%	2.0%	1.0%	0.9%
Tourists without children	85.7%	83.0%	80.5%	83.5%	83.6%
Group composition:					
- 1 person	10.6%	12.3%	10.6%	8.4%	7.9%
- 2 people	60.6%	57.4%	54.4%	60.1%	60.6%
- 3 people	11.6%	11.1%	10.9%	10.7%	9.0%
- 4 or 5 people	14.7%	15.8%	19.2%	15.7%	17.3%
- 6 or more people	2.6%	3.5%	4.9%	5.1%	5.1%
Average group size:	2.46	2.51	2.69	2.65	2.65

*People who share the main expenses of the trip

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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