

Tourist profile. Historical data (2019 - 2025)

LANZAROTE: Second Quarter



How many are they and how much do they spend?



	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	712	677	727	744	781
Tourist arrivals ≥ 16 years old (EGT) (*)	611	600	595	622	673
- % tourists who book holiday package	53.8%	44.1%	44.3%	50.4%	49.1%
Children < 16 years old (FRONTUR - EGT) (*)	101	77	132	122	107
Expenditure per tourist (€)	1,058	1,181	1,164	1,327	1,181
- book holiday package	1,161	1,379	1,303	1,447	1,314
- holiday package	958	1,163	1,055	1,198	1,088
- others	203	216	248	249	226
- do not book holiday package	939	1,025	1,054	1,205	1,053
- flight	263	272	240	315	234
- accommodation	306	370	409	437	416
- others	369	383	404	453	404
Average lenght of stay	9.1	8.3	8.4	8.6	8.6
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	130.64	156.99	151.16	166.89	154.56
- Median	122.48	137.99	137.86	155.49	146.65
Average daily expenditure (without flight)	92.34	112.58	113.31	117.69	118.46
- Median	84.29	100.30	102.17	109.81	114.19
Average cost of the flight (€)	311.19	333.23	283.67	386.74	273.87
Total turnover (≥ 16 years old) (€m)	647	709	692	826	796
Turnover without flight (≥ 16 years old) (€m)	457	509	524	585	611

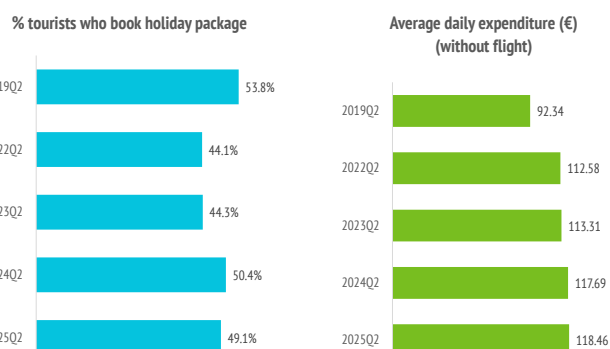
(*) Thousands of tourists

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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	86.2%	88.4%	87.5%	90.0%	89.3%
- Additional accommodation expenses	8.0%	9.2%	6.8%	4.5%	4.5%
Transport:					
- National/International Transport	96.4%	97.3%	94.1%	97.4%	97.5%
- Flights between islands	6.8%	7.2%	4.9%	6.0%	5.8%
- Taxi	55.6%	50.3%	54.6%	48.3%	50.3%
- Car rental	27.6%	36.2%	32.2%	34.1%	28.4%
- Public transport	9.6%	7.8%	11.3%	6.6%	8.0%
Food and drink:					
- Food purchases at supermarkets	52.1%	58.8%	65.3%	60.0%	57.4%
- Restaurants	55.9%	69.9%	72.7%	69.5%	66.6%
Leisure:					
- Organized excursions	30.7%	24.2%	24.3%	23.8%	24.6%
- Sport activities	6.4%	5.6%	6.0%	5.6%	4.7%
- Cultural activities	3.7%	2.6%	2.2%	5.0%	3.8%
- Museums	9.9%	13.1%	11.3%	12.8%	9.2%
- Theme Parks	3.8%	5.8%	4.4%	6.7%	3.8%
- Discos and pubs	12.5%	9.8%	14.0%	11.4%	12.6%
- Wellness	5.5%	3.8%	5.6%	3.2%	4.7%
Purchases of goods:					
- Souvenirs	43.2%	46.2%	47.2%	44.0%	43.8%
- Other expenses	1.3%	1.2%	0.3%	1.0%	0.7%
Other:					
- Medical or pharmaceutical expenses	6.2%	8.5%	7.0%	6.3%	7.5%
- Other expenses	4.4%	3.6%	5.1%	5.7%	2.9%

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.



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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Expenditure per tourist and trip (€)					
Accommodation:					
- Accommodation	642	716	749	719	751
- Additional accommodation expenses	508	577	594	622	633
- Additional accommodation expenses	134	138	155	97	118
Transport:					
- National/International Transport	563	590	565	637	514
- National/International Transport	323	342	301	397	281
- Flights between islands	55	45	70	55	60
- Taxi	59	66	65	72	61
- Car rental	83	120	103	96	92
- Public transport	42	18	26	16	20
Food and drink:					
- Food purchases at supermarkets	239	248	266	321	296
- Food purchases at supermarkets	91	82	92	108	102
- Restaurants	148	166	174	212	194
Leisure:					
- Organized excursions	525	439	480	518	490
- Organized excursions	89	72	71	80	79
- Sport activities	104	110	102	86	80
- Cultural activities	50	39	47	66	59
- Museums	51	36	48	47	50
- Theme Parks	58	48	58	59	62
- Discos and pubs	96	82	89	102	98
- Wellness	77	53	65	79	63
Purchases of goods:					
- Souvenirs	342	99	119	297	153
- Souvenirs	85	70	73	73	78
- Other expenses	256	29	45	224	75
Other:					
- Medical or pharmaceutical expenses	107	94	88	97	103
- Medical or pharmaceutical expenses	36	32	30	27	27
- Other expenses	71	62	59	71	76

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LANZAROTE: Second Quarter

What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	95.1%	94.7%	95.6%	96.2%	94.2%
Visiting family or friends	3.3%	3.1%	3.0%	2.6%	3.8%
Business and work	0.4%	0.5%	0.6%	0.4%	0.8%
Education and training	0.1%	0.1%	0.0%	0.1%	0.2%
Sports training	0.6%	0.8%	0.2%	0.4%	0.7%
Health or medical care	0.1%	0.2%	0.0%	0.1%	0.0%
Fairs and congresses	0.0%	0.0%	0.2%	0.0%	0.0%
Others	0.4%	0.6%	0.3%	0.2%	0.3%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	53.1%	54.5%	54.9%	56.5%	56.8%
Enjoy family time	15.8%	14.7%	9.8%	12.4%	11.0%
Have fun	8.4%	5.1%	8.1%	6.9%	7.3%
Explore the destination	19.4%	22.5%	23.8%	22.0%	22.1%
Practice their hobbies	2.5%	2.2%	2.3%	1.4%	1.9%
Other reasons	0.7%	0.9%	1.0%	0.8%	1.0%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	37.8%	11.9%	8.8%	8.4%
Canary Islands	--	19.4%	23.9%	31.3%	31.0%
Other destination	--	42.7%	64.2%	59.9%	60.6%
- Balearic Islands	--	4.9%	5.1%	4.3%	4.2%
- Rest of Spain	--	10.2%	14.4%	11.1%	11.2%
- Italy	--	4.7%	6.9%	4.9%	5.9%
- France	--	4.8%	4.9%	5.2%	5.0%
- Turkey	--	0.6%	2.5%	2.7%	3.1%
- Greece	--	3.9%	6.6%	7.3%	7.9%
- Portugal	--	3.1%	5.7%	4.6%	5.6%
- Croatia	--	1.3%	1.6%	1.6%	1.3%
- Egypt	--	0.3%	1.2%	1.5%	1.3%
- Tunisia	--	0.1%	0.3%	0.4%	0.2%
- Morocco	--	0.3%	0.9%	0.9%	1.4%
- Others	--	8.6%	14.2%	15.4%	13.4%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	27.0%	25.0%	29.0%	28.2%
Canary Islands (other island)	--	25.6%	25.4%	24.4%	24.0%
Other destination	--	47.4%	49.5%	46.6%	47.9%
- Balearic Islands	--	8.2%	7.7%	7.3%	6.8%
- Rest of Spain	--	8.6%	9.9%	8.8%	9.9%
- Italy	--	4.5%	4.9%	4.2%	4.5%
- France	--	1.4%	1.3%	1.0%	1.6%
- Turkey	--	3.1%	3.7%	3.0%	3.7%
- Greece	--	8.8%	8.1%	9.2%	7.8%
- Portugal	--	6.5%	7.4%	8.0%	7.9%
- Croatia	--	2.3%	2.8%	2.5%	2.2%
- Egypt	--	1.8%	1.8%	1.3%	1.9%
- Others	--	2.3%	1.7%	1.3%	1.5%

* Percentage of valid answers

Importance of each factor in the destination choice

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
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%

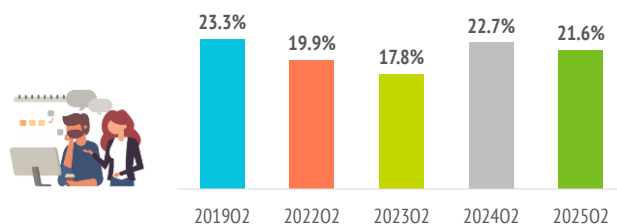
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	0.3%	0.5%	0.3%	0.8%	0.5%
Between 1 and 30 days	17.8%	25.3%	20.0%	18.0%	19.5%
Between 1 and 2 months	19.9%	25.4%	27.5%	20.5%	21.7%
Between 3 and 6 months	38.8%	29.0%	34.4%	38.0%	36.8%
More than 6 months	23.3%	19.9%	17.8%	22.7%	21.6%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	59.1%	56.5%	56.9%	53.9%	55.9%
Friends or relatives	28.9%	26.9%	30.3%	29.8%	27.2%
Internet or social media	56.3%	58.6%	60.2%	54.6%	49.9%
Mass Media	1.2%	1.6%	1.5%	2.1%	2.1%
Travel guides and magazines	10.8%	7.3%	7.8%	7.6%	5.6%
Travel Blogs or Forums	5.1%	8.0%	8.6%	6.9%	6.9%
Travel TV Channels	1.0%	0.5%	1.1%	0.3%	0.9%
Tour Operator or Travel Agency	24.0%	21.3%	20.3%	20.0%	20.2%
Public administrations or similar	0.7%	1.8%	0.4%	0.2%	0.6%
Others	2.3%	2.0%	2.7%	1.7%	2.9%

* Multi-choice question

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LANZAROTE: Second Quarter



With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	46.6%	55.7%	54.8%	53.1%	56.1%
- Tour Operator or Travel Agency	53.4%	44.3%	45.2%	46.9%	43.9%
Accommodation					
- Directly with the accommodation	33.7%	41.0%	43.6%	42.3%	43.3%
- Tour Operator or Travel Agency	66.3%	59.0%	56.4%	57.7%	56.7%

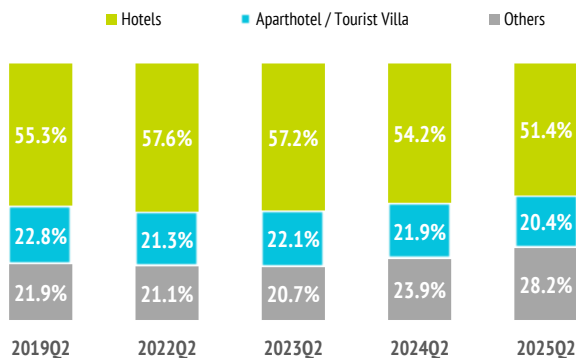
Where are they from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
United Kingdom	50.4%	49.7%	50.8%	53.4%	52.3%
Ireland	11.8%	9.7%	11.5%	10.8%	11.9%
Spanish Mainland	10.3%	12.0%	11.1%	9.5%	10.6%
Germany	9.3%	7.8%	7.5%	6.8%	7.6%
France	5.4%	7.1%	7.5%	8.1%	6.9%
Italy	2.3%	3.3%	3.3%	2.4%	2.5%
Netherlands	2.7%	3.1%	2.3%	2.5%	2.2%
Belgium	1.9%	1.5%	2.1%	1.9%	1.5%
Poland	1.1%	0.7%	0.7%	0.9%	0.9%
Switzerland	1.7%	0.5%	0.4%	0.7%	0.6%
Others	3.1%	4.6%	2.9%	2.9%	2.9%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	4.5%	9.0%	8.1%	10.6%	9.2%
4* Hotel	41.7%	36.4%	37.2%	33.9%	31.7%
5* Hotel / 5* Luxury Hotel	9.2%	12.3%	11.9%	9.7%	10.5%
Aparthotel / Tourist Villa	22.8%	21.3%	22.1%	21.9%	20.4%
House/room rented in a private dwelling	6.7%	7.5%	7.7%	17.8%	19.8%
Private accommodation (1)	6.8%	5.8%	5.6%	4.3%	5.9%
Others (Cottage, cruise, camping,...)	8.4%	7.7%	7.5%	1.8%	2.4%

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

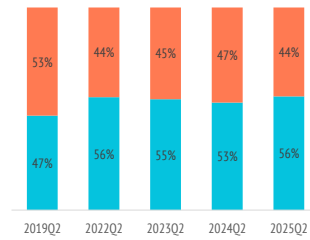


What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	26.2%	30.4%	31.6%	36.4%	38.7%
Bed and Breakfast	9.8%	11.0%	13.7%	12.4%	11.1%
Half board	19.1%	16.5%	18.6%	13.6%	14.1%
Full board	5.0%	3.7%	2.5%	2.8%	3.1%
All inclusive	39.9%	38.3%	33.7%	34.8%	33.0%

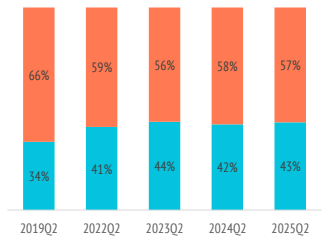
Flight

■ - Tour Operator or Travel Agency ■ - Directly with the airline



Accommodation

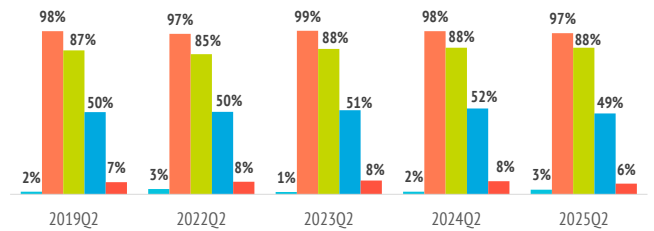
■ - Tour Operator or Travel Agency ■ - Directly with the accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	1.6%	3.2%	1.4%	1.6%	2.8%
1 - 2 hours	11.6%	12.2%	10.9%	10.0%	8.8%
3 - 6 hours	37.3%	34.8%	37.0%	36.6%	39.6%
7 - 12 hours	42.2%	42.2%	42.5%	43.9%	42.4%
More than 12 hours	7.4%	7.6%	8.3%	7.9%	6.4%
Outdoor time per day	6.9	7.0	7.2	7.2	6.9

■ 0 hours ■ More than 1 hours ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Walk, wander	75.6%	80.3%	81.1%	78.3%	79.5%
Beach	63.6%	68.1%	68.5%	65.5%	63.2%
Swimming pool, hotel facilities	66.7%	66.0%	68.3%	62.8%	56.7%
Explore the island on their own	43.3%	48.4%	50.2%	48.4%	46.5%
Taste Canarian gastronomy	24.8%	29.7%	26.9%	27.6%	29.2%
Wineries / markets / popular festivals	21.0%	18.0%	19.2%	17.7%	19.5%
Museums / exhibitions	17.9%	18.8%	20.0%	20.1%	16.7%
Hiking	--	16.1%	13.3%	14.9%	15.2%
Organized excursions	20.3%	15.7%	17.4%	17.5%	14.9%
Nightlife / concerts / shows	15.1%	12.8%	14.8%	13.0%	13.5%
Swim	--	8.1%	7.2%	8.1%	7.5%
Other Nature Activities	--	8.9%	7.4%	7.7%	7.4%
Sea excursions / whale watching	6.2%	7.1%	7.1%	6.9%	5.7%
Running	--	7.6%	5.7%	6.3%	5.5%
Beauty and health treatments	5.8%	4.7%	5.6%	3.2%	5.3%
Theme parks	8.9%	7.3%	6.3%	8.2%	4.8%
Cycling / Mountain bike	--	7.0%	6.8%	4.8%	4.2%
Practice other sports	--	4.8%	3.0%	2.7%	3.1%
Scuba Diving	--	3.3%	3.0%	1.7%	2.4%
Golf	--	1.6%	0.9%	1.0%	1.8%
Surf	--	2.4%	1.8%	1.7%	1.5%
Astronomical observation	1.8%	1.4%	1.6%	1.4%	1.5%
Windsurf / Kitesurf	--	1.3%	0.8%	0.6%	0.2%

* Multi-choice question

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LANZAROTE: Second Quarter



What places do they visit?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
La Graciosa	28.4%	25.5%	31.2%	30.7%	31.9%
Montaña del Fuego	34.2%	32.1%	32.4%	32.1%	26.1%
Arrecife	25.0%	27.2%	27.9%	28.1%	21.2%
Mirador del Río Viewpoint	22.4%	23.5%	23.6%	22.6%	20.4%
Monumento al Campesino	19.3%	17.0%	19.7%	19.8%	18.7%
Jameos del agua	19.9%	20.5%	22.4%	20.2%	17.4%
Cactus Garden	16.7%	18.4%	19.8%	19.0%	16.8%
César Manrique Foundation	16.2%	14.2%	13.1%	15.6%	14.2%
Teguise Market	9.0%	9.5%	7.4%	6.9%	8.5%
San José Castle	9.2%	9.3%	6.7%	5.6%	7.6%
Cueva de los Verdes	3.4%	4.6%	2.7%	2.3%	2.7%

¿Cuántos son fieles al destino?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote: Repeat tourists	70.3%	68.0%	67.1%	67.5%	71.5%
Lanzarote: At least 10 previous visits	13.0%	13.2%	12.6%	14.1%	13.6%
Canary Islands: Repeat tourists	76.0%	76.0%	73.8%	74.4%	78.2%
Canary Islands: At least 10 previous visits	22.8%	23.0%	24.7%	23.8%	24.5%

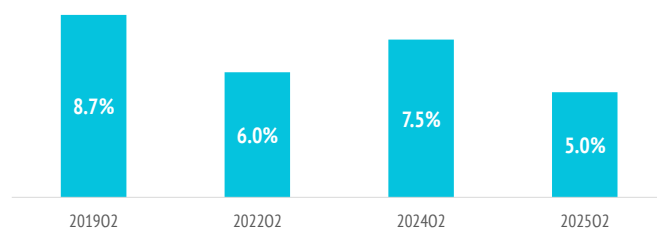
Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	42.5%	51.7%	47.1%	47.4%	45.3%
Women	57.5%	48.3%	52.9%	52.6%	54.7%
Age					
Average age	50.92	49.21	47.72	49.74	51.51
Standard deviation	16.5	16.2	16.5	16.0	17.3
Age range					
16 - 24 years old	6.2%	7.7%	8.0%	6.8%	7.3%
25 - 30 years old	7.7%	8.9%	11.4%	7.6%	8.7%
31 - 45 years old	25.1%	25.1%	27.6%	27.2%	22.9%
46 - 60 years old	27.3%	28.9%	26.1%	28.6%	23.5%
Over 60 years old	33.7%	29.4%	26.9%	29.9%	37.6%
Occupation					
Salaried worker	47.1%	54.2%	56.1%	57.5%	49.2%
Self-employed	12.4%	10.5%	10.5%	8.0%	11.0%
Unemployed	0.9%	1.1%	0.9%	0.6%	1.2%
Business owner	8.4%	5.9%	4.1%	5.6%	4.3%
Student	3.0%	3.0%	2.9%	3.0%	2.6%
Retired	25.6%	24.5%	24.0%	24.1%	30.3%
Unpaid domestic work	0.8%	0.4%	1.0%	0.6%	0.6%
Others	1.8%	0.4%	0.5%	0.7%	0.8%
Annual household income level					
Less than €25,000	17.1%	13.2%	12.4%	12.1%	10.0%
€25,000 - €49,999	35.8%	33.4%	39.2%	33.9%	35.1%
€50,000 - €74,999	23.9%	23.2%	24.0%	24.6%	25.4%
More than €74,999	23.2%	30.1%	24.4%	29.4%	29.4%
Education level					
No studies	6.3%	5.4%	4.6%	6.1%	6.5%
Primary education	2.4%	1.6%	1.0%	0.7%	1.1%
Secondary education	24.1%	18.7%	20.7%	23.1%	20.5%
Higher education	67.2%	74.4%	73.6%	70.1%	71.9%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	91.3%	94.0%	94.3%	92.5%	95.0%
Two islands	7.7%	5.1%	4.9%	7.0%	4.5%
Three or more islands	1.0%	0.9%	0.8%	0.5%	0.5%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.87	8.99	9.03	8.94	8.90

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	1.9%	2.2%	1.1%	1.5%	2.8%
Lived up to expectations	57.2%	54.4%	53.4%	57.5%	58.2%
Better or much better than expected	40.9%	43.4%	45.5%	41.1%	39.0%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.89	8.99	9.04	9.00	9.02
Recommend visiting the Canary Islands	9.08	9.17	9.23	9.15	9.17

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	6.2%	6.0%	5.8%	5.3%	8.1%
Only with partner	46.3%	49.0%	55.2%	49.7%	55.4%
Only with children (< 13 years old)	5.0%	3.9%	3.9%	4.5%	3.0%
Partner + children (< 13 years old)	8.1%	8.1%	6.7%	5.9%	4.8%
Other relatives	13.0%	10.9%	9.6%	12.7%	10.5%
Friends	6.0%	6.1%	8.3%	6.8%	7.6%
Work colleagues	0.0%	0.3%	0.3%	0.1%	0.5%
Organized trip	0.4%	0.3%	0.3%	0.1%	0.5%
Other combinations (2)	15.0%	15.4%	9.8%	14.8%	9.7%

(2) Combination of some of the groups previously analyzed

Tourists with children	21.5%	21.0%	15.1%	18.1%	13.5%
- Between 0 and 2 years old	1.7%	1.1%	2.1%	1.3%	2.2%
- Between 3 and 12 years old	17.7%	18.9%	11.3%	15.1%	9.9%
- Between 0 -2 and 3-12 years old	2.1%	1.0%	1.8%	1.8%	1.3%
Tourists without children	78.5%	79.0%	84.9%	81.9%	86.5%
Group composition:					
- 1 person	9.1%	8.0%	9.7%	7.8%	9.9%
- 2 people	53.4%	53.5%	60.8%	57.1%	63.5%
- 3 people	13.0%	11.9%	11.4%	10.8%	9.2%
- 4 or 5 people	19.3%	22.3%	15.2%	17.8%	13.5%
- 6 or more people	5.2%	4.3%	2.9%	6.6%	3.9%
Average group size:	2.77	2.78	2.50	2.78	2.50

*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.