

Tourist profile. Historical data (2019 - 2025)

LANZAROTE: Third Quarter



How many are they and how much do they spend?



	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
TOURISTS					
Tourist arrivals (FRONTUR) (*)	769	765	783	805	835
Tourist arrivals ≥ 16 years old (EGT) (*)	629	636	647	652	687
- % tourists who book holiday package	54.3%	41.4%	41.0%	49.5%	47.6%
Children < 16 years old (FRONTUR - EGT) (*)	139	130	137	152	148
Expenditure per tourist (€)	1,267	1,446	1,473	1,596	1,626
- book holiday package	1,384	1,678	1,686	1,735	1,800
- holiday package	1,149	1,414	1,408	1,450	1,499
- others	235	265	278	285	301
- do not book holiday package	1,128	1,283	1,325	1,460	1,466
- flight	322	351	367	396	381
- accommodation	386	463	501	558	588
- others	420	469	456	505	497
Average lenght of stay	9.5	9.4	9.1	8.9	9.0
- Median	8.0	8.0	8.0	8.0	7.5
Average daily expenditure (€)	146.84	167.47	176.15	192.19	196.22
- Median	135.82	151.75	164.93	175.37	186.87
Average daily expenditure (without flight)	102.43	118.18	125.56	135.49	141.52
- Median	98.34	110.15	118.74	124.73	134.25
Average cost of the flight (€)	381.87	421.98	420.26	469.44	449.78
Total turnover (≥ 16 years old) (€m)	797	920	952	1,041	1,116
Turnover without flight (≥ 16 years old) (€m)	557	651	681	735	807

(*) Thousands of tourists

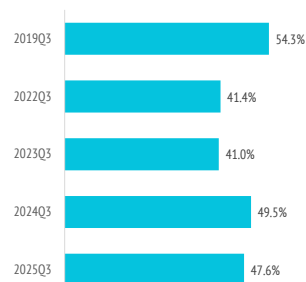
% Tourists whose spending has been greater than €0 in each item

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	88.4%	84.2%	87.4%	91.0%	91.5%
- Additional accommodation expenses	7.0%	9.5%	8.3%	4.6%	4.2%
Transport:					
- National/International Transport	98.2%	94.5%	95.4%	98.2%	98.7%
- Flights between islands	7.5%	9.0%	7.0%	6.8%	7.6%
- Taxi	53.7%	50.3%	55.7%	47.3%	51.2%
- Car rental	33.9%	35.5%	35.1%	30.9%	33.9%
- Public transport	7.2%	7.0%	8.0%	7.6%	7.2%
Food and drink:					
- Food purchases at supermarkets	59.8%	64.0%	67.5%	60.7%	61.2%
- Restaurants	65.4%	68.4%	68.5%	66.0%	70.0%
Leisure:					
- Organized excursions	31.5%	30.6%	32.2%	25.3%	26.4%
- Sport activities	7.8%	9.8%	9.6%	8.0%	8.8%
- Cultural activities	3.3%	3.3%	4.0%	3.8%	2.7%
- Museums	13.0%	12.8%	11.5%	12.4%	14.6%
- Theme Parks	8.8%	9.5%	10.1%	9.4%	8.9%
- Discos and pubs	11.6%	12.8%	12.6%	11.3%	11.9%
- Wellness	4.9%	4.8%	4.6%	3.3%	5.0%
Purchases of goods:					
- Souvenirs	53.2%	47.9%	47.9%	47.7%	39.8%
- Other expenses	1.2%	0.6%	0.7%	0.4%	1.7%
Other:					
- Medical or pharmaceutical expenses	7.9%	9.5%	8.3%	7.2%	7.1%
- Other expenses	4.6%	4.2%	3.5%	5.3%	3.8%

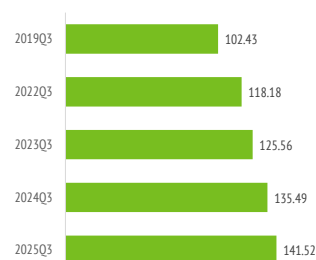
Source: Tourist Expenditure Survey (EGT, ISTAC).

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

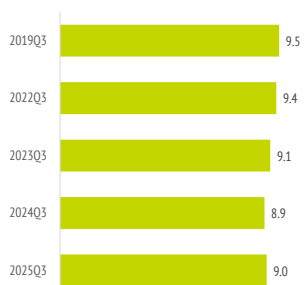
% tourists who book holiday package



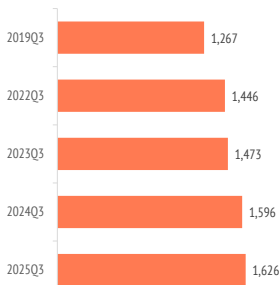
Average daily expenditure (€) (without flight)



Average lenght of stay



Expenditure per tourist (€)



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

Expenditure per tourist and trip (€)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Accommodation:					
- Accommodation	711	867	882	903	908
- Additional accommodation expenses	599	717	723	769	810
- Additional accommodation expenses	111	150	160	134	97
Transport:					
- National/International Transport	640	751	730	739	693
- National/International Transport	389	447	441	478	456
- Flights between islands	68	71	61	55	48
- Taxi	72	79	80	72	67
- Car rental	91	135	120	112	103
- Public transport	19	19	28	22	19
Food and drink:					
- Food purchases at supermarkets	265	287	306	350	375
- Food purchases at supermarkets	95	98	105	119	126
- Restaurants	171	189	201	232	249
Leisure:					
- Organized excursions	472	540	477	577	566
- Organized excursions	71	96	101	108	98
- Sport activities	122	104	76	102	118
- Cultural activities	39	59	54	52	58
- Museums	40	43	46	56	46
- Theme Parks	52	64	62	84	76
- Discos and pubs	92	97	89	107	110
- Wellness	56	77	49	70	59
Purchases of goods:					
- Souvenirs	163	210	118	199	208
- Souvenirs	76	81	70	98	72
- Other expenses	87	129	48	101	137
Other:					
- Medical or pharmaceutical expenses	90	121	110	134	139
- Medical or pharmaceutical expenses	27	33	26	54	20
- Other expenses	63	88	83	80	119

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What is the main purpose of their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Holiday, leisure	94.8%	94.7%	96.7%	96.0%	97.0%
Visiting family or friends	3.4%	4.1%	2.0%	3.1%	1.5%
Business and work	0.2%	0.1%	0.5%	0.1%	0.2%
Education and training	0.1%	0.1%	0.1%	0.1%	0.0%
Sports training	0.9%	0.5%	0.3%	0.4%	0.4%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.1%	0.0%
Others	0.6%	0.5%	0.4%	0.2%	0.8%

What is the main motivation for their holidays?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Rest	53.8%	46.4%	49.8%	49.1%	51.3%
Enjoy family time	16.7%	19.6%	18.7%	19.6%	18.9%
Have fun	5.4%	9.8%	7.9%	8.7%	7.0%
Explore the destination	21.1%	21.3%	22.1%	20.8%	19.7%
Practice their hobbies	2.2%	2.1%	0.9%	1.4%	2.4%
Other reasons	0.8%	0.9%	0.7%	0.4%	0.7%

Where did they spend their main holiday last year? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Didn't have holidays	--	35.7%	12.0%	10.2%	10.8%
Canary Islands	--	21.5%	28.4%	31.1%	32.8%
Other destination	--	42.8%	59.6%	58.7%	56.4%
- Balearic Islands	--	3.9%	6.0%	5.5%	4.7%
- Rest of Spain	--	13.0%	11.6%	11.5%	12.2%
- Italy	--	5.0%	5.3%	4.8%	5.7%
- France	--	4.0%	5.2%	5.0%	4.2%
- Turkey	--	1.1%	3.0%	2.9%	3.8%
- Greece	--	4.0%	7.5%	7.2%	7.7%
- Portugal	--	2.4%	4.8%	5.5%	3.1%
- Croatia	--	1.1%	1.3%	1.2%	1.5%
- Egypt	--	0.3%	0.7%	1.1%	0.9%
- Tunisia	--	0.0%	0.7%	0.5%	0.4%
- Morocco	--	0.1%	0.7%	0.7%	1.0%
- Others	--	7.9%	12.7%	12.8%	11.2%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
None (I was clear about "this Canary Island")	--	21.0%	20.4%	22.5%	23.4%
Canary Islands (other island)	--	20.8%	20.3%	20.9%	22.3%
Other destination	--	58.2%	59.2%	56.6%	54.3%
- Balearic Islands	--	10.5%	10.8%	10.2%	8.6%
- Rest of Spain	--	11.1%	10.5%	10.9%	11.0%
- Italy	--	5.1%	5.9%	5.3%	5.5%
- France	--	2.2%	1.7%	1.6%	1.6%
- Turkey	--	3.5%	4.5%	3.9%	2.9%
- Greece	--	11.4%	11.0%	10.5%	10.3%
- Portugal	--	7.9%	8.2%	7.7%	8.0%
- Croatia	--	3.4%	3.3%	3.5%	3.7%
- Egypt	--	1.3%	1.4%	1.3%	1.1%
- Others	--	1.8%	2.0%	1.7%	1.7%

* Percentage of valid answers

Importance of each factor in the destination choice



	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Climate	70.0%	67.7%	71.3%	70.3%	68.2%
Safety	54.9%	58.9%	62.4%	61.0%	62.8%
Accommodation supply	49.4%	50.3%	51.9%	52.1%	52.0%
Tranquility	48.9%	52.6%	49.7%	52.2%	51.9%
Price	38.5%	43.1%	42.4%	47.1%	43.7%
Effortless trip	34.9%	42.5%	40.8%	41.4%	41.4%
Sea	41.0%	42.4%	44.9%	41.6%	39.0%
Beaches	35.3%	38.2%	40.9%	36.1%	35.8%
Environment	36.0%	36.7%	37.0%	37.7%	35.5%
European belonging	30.5%	33.5%	33.3%	34.9%	35.1%
Landscapes	31.5%	31.0%	34.5%	32.9%	32.6%
Authenticity	24.9%	25.3%	25.7%	25.1%	26.1%
Gastronomy	25.1%	26.5%	27.4%	26.7%	25.7%
Fun possibilities	22.9%	26.4%	24.9%	22.7%	22.3%
Exoticism	11.1%	11.1%	11.6%	11.7%	11.8%
Historical heritage	10.4%	9.8%	12.1%	10.1%	11.2%
Culture	9.3%	11.3%	11.0%	12.8%	11.0%
Shopping	8.9%	9.9%	8.4%	9.8%	8.8%
Hiking trail network	4.2%	5.3%	6.3%	4.8%	5.6%
Nightlife	6.0%	6.6%	6.8%	7.1%	5.3%

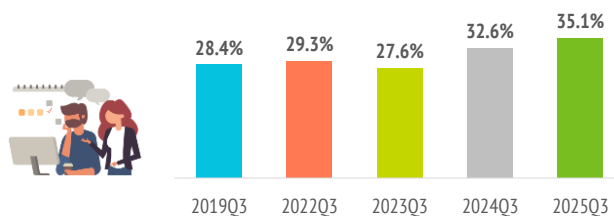
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")
% of tourists who indicate that the factor is "very important" in their choice.

How far in advance do they book their trip?



	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
The same day	0.3%	0.2%	0.3%	0.3%	0.4%
Between 1 and 30 days	17.0%	20.5%	18.6%	17.7%	17.6%
Between 1 and 2 months	19.8%	20.4%	17.9%	15.2%	14.4%
Between 3 and 6 months	34.5%	29.6%	35.6%	34.1%	32.5%
More than 6 months	28.4%	29.3%	27.6%	32.6%	35.1%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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



	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Previous visits to the Canary Islands	56.1%	53.6%	54.0%	50.9%	50.3%
Friends or relatives	29.3%	31.9%	31.0%	27.0%	28.0%
Internet or social media	60.4%	61.2%	60.9%	56.9%	55.7%
Mass Media	1.5%	2.2%	3.2%	2.3%	2.3%
Travel guides and magazines	9.3%	6.5%	7.8%	7.0%	6.7%
Travel Blogs or Forums	8.3%	8.4%	9.5%	7.5%	7.9%
Travel TV Channels	0.4%	0.8%	1.0%	0.8%	0.5%
Tour Operator or Travel Agency	23.2%	22.1%	19.7%	20.9%	21.1%
Public administrations or similar	0.2%	2.1%	0.7%	0.8%	0.9%
Others	2.7%	3.2%	3.8%	3.4%	2.7%

* Multi-choice question

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With whom did they book their flight and accommodation?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Flight					
- Directly with the airline	46.3%	54.5%	56.2%	55.2%	56.9%
- Tour Operator or Travel Agency	53.7%	45.5%	43.8%	44.8%	43.1%
Accommodation					
- Directly with the accommodation	32.9%	39.3%	43.2%	42.3%	44.6%
- Tour Operator or Travel Agency	67.1%	60.7%	56.8%	57.7%	55.4%

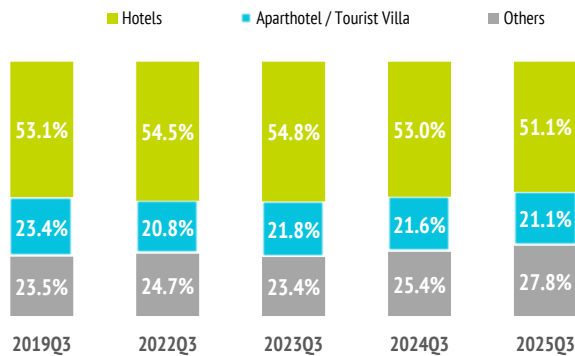
Where are they from?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
United Kingdom	46.8%	46.3%	48.7%	53.4%	52.2%
Spanish Mainland	14.3%	17.5%	15.2%	11.6%	12.4%
Ireland	12.0%	10.7%	11.6%	11.3%	11.6%
France	5.4%	5.9%	7.2%	7.2%	6.7%
Germany	8.8%	6.2%	5.7%	5.4%	5.6%
Italy	2.4%	3.6%	3.5%	2.2%	2.6%
Netherlands	2.9%	2.6%	2.2%	2.5%	2.2%
Belgium	2.0%	2.2%	2.0%	2.2%	1.7%
Denmark	1.0%	1.6%	0.5%	0.4%	0.9%
Poland	0.7%	0.7%	0.7%	1.0%	0.8%
Others	3.8%	2.8%	2.7%	2.8%	3.2%

Where do they stay?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
1-2-3* Hotel	6.0%	8.9%	9.8%	9.6%	11.4%
4* Hotel	38.1%	33.9%	33.6%	32.6%	30.6%
5* Hotel / 5* Luxury Hotel	9.1%	11.7%	11.5%	10.7%	9.1%
Aparthotel / Tourist Villa	23.4%	20.8%	21.8%	21.6%	21.1%
House/room rented in a private dwelling	7.0%	8.4%	12.8%	19.3%	20.7%
Private accommodation (1)	6.8%	8.3%	4.3%	4.2%	5.5%
Others (Cottage, cruise, camping,...)	9.6%	8.0%	6.3%	1.9%	1.6%

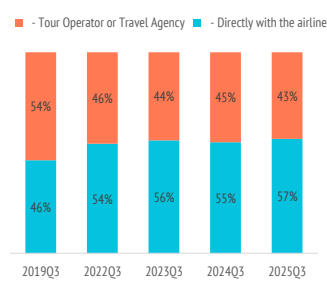
(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



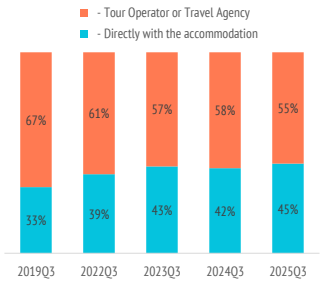
What do they book?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Room only	28.5%	34.6%	34.6%	36.5%	41.5%
Bed and Breakfast	9.3%	8.1%	11.0%	9.8%	9.5%
Half board	19.6%	15.6%	15.8%	14.1%	13.9%
Full board	2.7%	2.4%	2.4%	2.7%	1.9%
All inclusive	39.9%	39.3%	36.2%	36.9%	33.1%

Flight

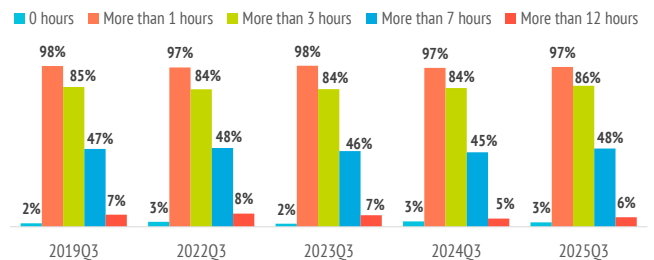


Accommodation



Activities in the Canary Islands

Outdoor time per day	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
0 hours	2.1%	3.0%	1.9%	3.3%	2.7%
1 - 2 hours	12.7%	13.2%	14.2%	12.3%	11.5%
3 - 6 hours	37.7%	35.8%	37.8%	39.2%	38.2%
7 - 12 hours	40.1%	40.0%	39.0%	40.4%	41.8%
More than 12 hours	7.3%	8.0%	7.1%	5.0%	5.8%
Outdoor time per day	6.8	6.8	6.7	6.6	6.7



Activities in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Walk, wander	73.1%	78.5%	80.5%	78.0%	78.8%
Beach	70.2%	77.6%	74.9%	73.4%	70.6%
Swimming pool, hotel facilities	71.7%	72.1%	77.6%	71.3%	68.7%
Explore the island on their own	47.2%	50.1%	51.1%	48.6%	47.5%
Taste Canarian gastronomy	29.7%	31.9%	28.4%	29.3%	28.9%
Organized excursions	22.9%	24.5%	22.9%	21.4%	22.0%
Wineries / markets / popular festivals	21.5%	22.2%	21.7%	19.5%	20.2%
Museums / exhibitions	20.7%	19.6%	21.9%	19.0%	17.8%
Nightlife / concerts / shows	15.1%	15.2%	16.1%	15.1%	14.7%
Hiking	--	12.9%	14.3%	12.2%	13.6%
Theme parks	12.5%	13.8%	13.7%	13.9%	12.1%
Swim	--	11.0%	11.3%	10.0%	11.0%
Sea excursions / whale watching	10.1%	9.8%	10.1%	10.3%	10.3%
Running	--	8.6%	5.9%	7.4%	9.0%
Other Nature Activities	--	7.2%	7.4%	8.1%	7.2%
Practice other sports	--	5.0%	4.1%	3.6%	6.3%
Cycling / Mountain bike	--	6.7%	5.3%	7.1%	6.0%
Beauty and health treatments	5.7%	5.8%	4.9%	5.1%	5.1%
Scuba Diving	--	5.6%	5.3%	3.5%	4.0%
Surf	--	3.3%	3.0%	1.9%	2.7%
Golf	--	1.7%	1.7%	2.7%	2.3%
Windsurf / Kitesurf	--	1.9%	1.0%	1.3%	1.8%
Astronomical observation	1.6%	1.9%	2.2%	1.3%	1.3%

* Multi-choice question

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What places do they visit?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Arrecife	30.7%	29.5%	32.2%	31.1%	31.1%
Montaña del Fuego	37.8%	35.7%	33.6%	30.1%	28.0%
Jameos del agua	30.8%	31.2%	29.6%	25.7%	25.3%
Teguise Market	23.8%	19.1%	21.7%	20.6%	20.7%
Cueva de los Verdes	23.2%	25.4%	24.0%	18.9%	19.8%
Mirador del Río Viewpoint	26.9%	26.0%	24.4%	19.3%	19.0%
Cactus Garden	18.2%	20.8%	19.0%	16.3%	16.9%
César Manrique Foundation	14.8%	11.9%	13.8%	11.7%	12.1%
La Graciosa	11.2%	14.0%	9.9%	9.0%	8.6%
Monumento al Campesino	10.4%	9.8%	9.6%	5.9%	8.3%
San José Castle	5.3%	4.0%	3.6%	2.0%	2.3%

¿Cuántos son fieles al destino?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Lanzarote: Repeat tourists	67.7%	66.7%	67.9%	65.7%	67.5%
Lanzarote: At least 10 previous visits	11.2%	10.9%	11.6%	10.2%	14.0%
Canary Islands: Repeat tourists	75.6%	74.4%	78.5%	74.2%	73.8%
Canary Islands: At least 10 previous visits	19.3%	18.8%	19.3%	18.6%	21.8%

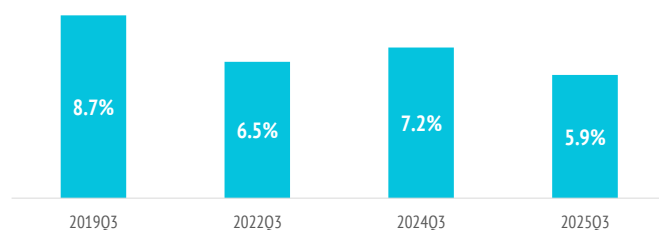
Who are they?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Gender					
Men	46.9%	47.5%	48.3%	46.5%	46.2%
Women	53.1%	52.5%	51.7%	53.5%	53.8%
Age					
Average age	46.26	45.09	44.85	47.58	47.32
Standard deviation	15.2	15.2	16.1	15.6	15.7
Age range					
16 - 24 years old	7.9%	10.3%	13.8%	8.9%	9.0%
25 - 30 years old	11.0%	11.0%	9.0%	8.7%	9.6%
31 - 45 years old	28.0%	29.9%	30.2%	28.3%	27.2%
46 - 60 years old	33.5%	30.5%	26.7%	30.3%	30.7%
Over 60 years old	19.6%	18.2%	20.3%	23.9%	23.5%
Occupation					
Salaried worker	61.3%	62.3%	64.1%	61.7%	61.4%
Self-employed	10.4%	9.2%	9.8%	10.4%	9.1%
Unemployed	0.7%	0.9%	1.1%	0.3%	0.8%
Business owner	6.1%	6.7%	5.3%	5.8%	5.2%
Student	4.5%	5.9%	4.4%	3.4%	4.3%
Retired	15.4%	13.6%	14.5%	17.3%	18.2%
Unpaid domestic work	1.2%	1.0%	0.7%	0.5%	0.4%
Others	0.3%	0.5%	0.2%	0.6%	0.5%
Annual household income level					
Less than €25,000	16.3%	13.2%	14.0%	12.6%	10.4%
€25,000 - €49,999	40.2%	33.5%	32.4%	30.4%	34.1%
€50,000 - €74,999	24.1%	26.2%	26.4%	25.6%	25.4%
More than €74,999	19.4%	27.1%	27.2%	31.4%	30.1%
Education level					
No studies	8.9%	6.1%	6.1%	5.2%	6.3%
Primary education	1.9%	0.7%	1.3%	1.1%	1.1%
Secondary education	20.7%	16.3%	17.1%	18.6%	17.8%
Higher education	68.6%	76.9%	75.5%	75.1%	74.8%

How many islands do they visit during their trip?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
One island	91.3%	93.5%	93.4%	92.8%	94.1%
Two islands	8.1%	6.0%	6.0%	6.1%	5.5%
Three or more islands	0.6%	0.5%	0.7%	1.0%	0.3%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Average rating	8.81	8.92	9.03	8.84	8.91

Experience in the Canary Islands	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Worse or much worse than expected	1.7%	2.5%	2.1%	2.3%	1.2%
Lived up to expectations	55.2%	55.9%	55.1%	55.3%	53.7%
Better or much better than expected	43.0%	41.7%	42.8%	42.3%	45.1%

Future intentions (scale 0-10)	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Return to the Canary Islands	8.66	8.84	8.92	8.78	8.87
Recommend visiting the Canary Islands	8.98	9.13	9.17	9.00	9.12

Who do they come with?

	2019Q3	2022Q3	2023Q3	2024Q3	2025Q3
Unaccompanied	4.7%	4.9%	3.9%	4.3%	3.6%
Only with partner	42.2%	36.1%	40.4%	40.3%	39.8%
Only with children (< 13 years old)	6.7%	6.7%	6.4%	5.6%	5.6%
Partner + children (< 13 years old)	9.3%	11.1%	10.1%	10.2%	10.2%
Other relatives	13.8%	14.9%	14.2%	15.6%	15.9%
Friends	4.3%	5.8%	4.7%	4.1%	4.2%
Work colleagues	0.0%	0.2%	0.1%	0.0%	0.1%
Organized trip	0.2%	0.0%	0.2%	0.0%	0.2%
Other combinations (2)	18.8%	20.2%	20.2%	19.9%	20.3%

(2) Combination of some of the groups previously analyzed

Tourists with children	24.9%	29.9%	27.3%	26.3%	26.2%
- Between 0 and 2 years old	1.0%	1.5%	1.6%	1.0%	0.9%
- Between 3 and 12 years old	22.8%	26.5%	23.3%	23.7%	24.3%
- Between 0 -2 and 3-12 years old	1.1%	1.8%	2.4%	1.6%	1.0%
Tourists without children	75.1%	70.1%	72.7%	73.7%	73.8%
Group composition:					
- 1 person	6.9%	7.4%	5.3%	5.9%	5.0%
- 2 people	49.6%	41.0%	45.8%	46.1%	46.3%
- 3 people	14.3%	14.5%	16.1%	14.1%	14.8%
- 4 or 5 people	23.2%	28.5%	24.6%	26.4%	24.9%
- 6 or more people	6.0%	8.6%	8.2%	7.5%	9.0%
Average group size:	2.90	3.16	3.12	3.07	3.17

*People who share the main expenses of the trip

Source: Tourist Expenditure Survey (EGT, ISTAC).

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