

Tourist profile by municipality

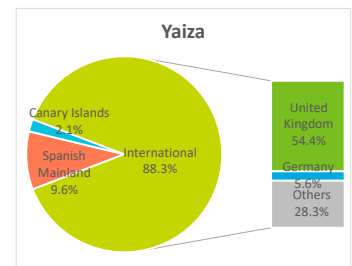
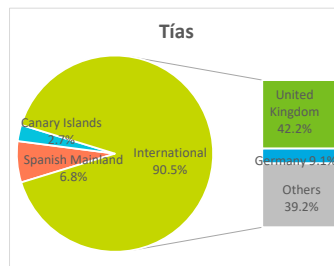
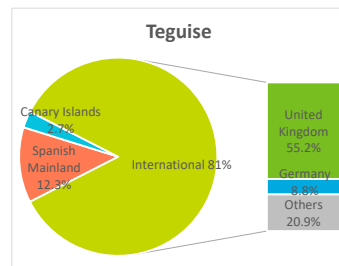
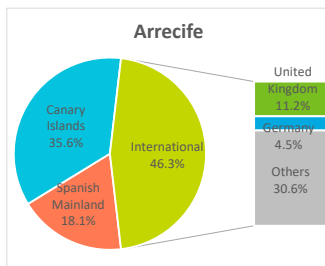
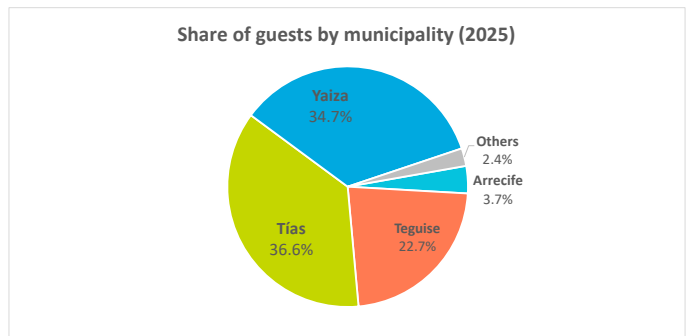
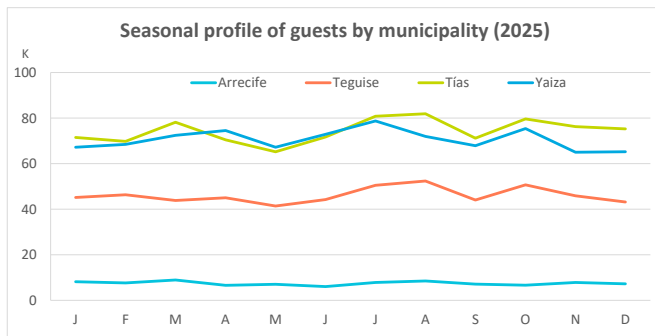
Lanzarote (2025)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Lanzarote	Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
International	41,514	469,412	807,101	748,187	55,119	2,121,333	1,491,706	629,627
- United Kingdom	10,000	305,082	375,890	461,099	16,729	1,168,800	801,679	367,121
- Germany	4,079	48,779	81,302	47,550	4,220	185,930	159,030	26,900
Spanish Mainland	16,233	68,087	60,578	81,248	668	226,814	184,397	42,417
Canary Islands	31,927	15,050	23,986	17,428	2,041	90,432	61,803	28,629
Total	89,674	552,549	891,665	846,863	57,828	2,438,579	1,737,906	700,673

Place of residence:	Municipality of stay (%)					Lanzarote	Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
International	46.3%	85.0%	90.5%	88.3%	95.3%	87.0%	85.8%	89.9%
- United Kingdom	11.2%	55.2%	42.2%	54.4%	28.9%	47.9%	46.1%	52.4%
- Germany	4.5%	8.8%	9.1%	5.6%	7.3%	7.6%	9.2%	3.8%
Spanish Mainland	18.1%	12.3%	6.8%	9.6%	1.2%	9.3%	10.6%	6.1%
Canary Islands	35.6%	2.7%	2.7%	2.1%	3.5%	3.7%	3.6%	4.1%
Total	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality of stay					Lanzarote	Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
Bednights								
International	157,074	3,553,217	6,504,947	5,582,390	449,647	16,247,275	11,016,590	5,230,685
- United Kingdom	39,279	2,296,265	2,998,572	3,372,541	121,997	8,828,654	5,733,884	3,094,770
- Germany	19,164	466,669	809,170	445,052	38,654	1,778,709	1,488,449	290,260
Spanish Mainland	49,672	376,795	364,837	493,439	4,003	1,288,746	1,020,432	268,314
Canary Islands	58,695	52,842	103,007	68,357	11,290	294,191	167,806	126,385
Total	265,441	3,982,854	6,972,791	6,144,186	464,940	17,830,212	12,204,828	5,625,384
Length of stay								
International	3.8	7.6	8.1	7.5	--	7.7	7.4	8.3
- United Kingdom	3.9	7.5	8.0	7.3	--	7.6	7.2	8.4
- Germany	4.7	9.6	10.0	9.4	--	9.6	9.4	10.8
Spanish Mainland	3.1	5.5	6.0	6.1	--	5.7	5.5	6.3
Canary Islands	1.8	3.5	4.3	3.9	--	3.3	2.7	4.4
Total	3.0	7.2	7.8	7.3	--	7.3	--	--
ADR (€)	108.4	102.0	118.0	151.0	--	126.4	142.4	89.8
RevPar (€)	82.3	85.9	101.8	130.3	--	108.2	123.7	74.4
Total revenue (€ million)	16.8	186.2	375.3	415.0	--	1021.1	801.2	219.9
Bed-space occupancy rate (%)	68.6	78.1	76.8	79.1	--	77.4	80.6	71.2
Occupancy rate per room/apart.(%)	75.9	84.1	86.3	86.3	--	85.6	86.9	82.9
Tourist population ⁽¹⁾	727	10,912	19,104	16,833	1,274	48,850	--	--
Employment	247	2,816	4,013	4,792	546	12,414	10,012	2,402

⁽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.

Tourist profile by municipality

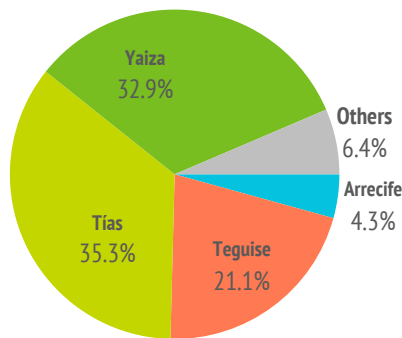
Lanzarote (2025)

How many are they and how much do they spend?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourist arrivals (≥ 16 years old)	123,187	606,190	1,013,905	943,443	2,871,074
Average daily expenditure (€)	151.83	176.01	174.74	208.40	184.03
Average length of stay	7.54	8.52	9.04	8.40	8.66
Turnover per tourist (€)	990	1,357	1,409	1,613	1,439
Total turnover (≥ 16 years old)(€m)	122	823	1,429	1,521.4	4,133
Share of total turnover	3.0%	19.9%	34.6%	36.8%	100%
Share of total tourists	4.3%	21.1%	35.3%	32.9%	100%

Share of tourists by municipality (2025)



What is the main motivation for their holidays?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Rest	30.7%	56.5%	61.6%	58.5%	56.2%
Explore the destination	50.9%	23.9%	16.5%	17.6%	20.8%
Other reasons	18.4%	19.6%	21.9%	23.9%	23.0%

How far in advance do they book their trip?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Between 0 and 30 days	34.1%	25.2%	16.9%	18.9%	20.3%
Between 1 and 2 months	32.1%	20.8%	17.8%	20.2%	20.1%
More than 3 months	33.9%	53.9%	65.3%	60.9%	59.7%

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



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Previous visits to the Canary Islands	26.6%	55.4%	61.1%	56.9%	56.3%
Friends or relatives	37.0%	27.0%	26.0%	25.4%	27.1%
Internet or social media	60.4%	56.0%	48.2%	55.8%	53.1%
Tour Operator or Travel Agency	5.7%	20.0%	19.1%	24.9%	20.0%
Others	30.1%	22.3%	17.3%	19.1%	19.8%

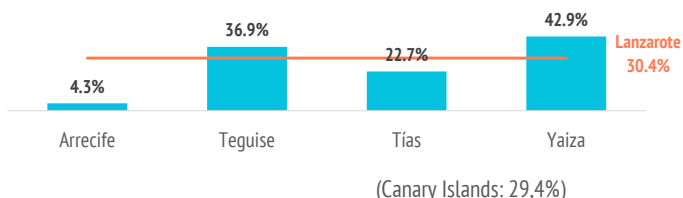
(*) Multi-choice question

What do they book?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Room only/ Bed & Breakfast	77.7%	43.8%	62.7%	34.8%	51.5%
Half board / Full board	18.0%	19.3%	14.6%	22.3%	18.0%
All inclusive	4.3%	36.9%	22.7%	42.9%	30.4%

ALL INCLUSIVE



Importance of each factor in the destination choice



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Climate	65.2%	71.8%	73.5%	79.0%	73.9%
Safety	49.8%	57.3%	61.8%	61.8%	59.0%
Tranquility	47.4%	52.4%	51.0%	55.6%	52.5%
Accommodation supply	26.8%	44.0%	48.5%	52.5%	46.6%
Price	31.2%	41.2%	44.5%	41.8%	41.2%
Effortless trip	30.4%	38.9%	43.0%	42.1%	40.3%
Sea	50.3%	37.7%	40.6%	40.2%	40.1%
European belonging	34.2%	35.0%	39.5%	37.6%	37.1%
Environment	45.1%	36.4%	35.5%	35.4%	36.4%
Landscapes	58.9%	33.8%	31.0%	31.3%	33.8%
Beaches	39.8%	32.1%	35.9%	31.3%	33.3%
Gastronomy	24.2%	25.2%	26.7%	27.3%	26.1%
Authenticity	36.6%	24.7%	23.1%	25.1%	25.0%
Fun possibilities	14.1%	16.1%	18.8%	20.4%	18.7%
Culture	15.1%	11.6%	11.1%	10.7%	11.4%
Historical heritage	15.4%	11.5%	10.2%	9.7%	10.6%
Exoticism	14.9%	9.7%	9.5%	9.2%	9.9%
Shopping	6.1%	6.9%	10.8%	8.6%	8.6%
Nightlife	4.0%	5.0%	8.5%	4.3%	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.

Where do they stay?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Type of accommodation					
All markets	100%	100%	100%	100%	100%
- Hotel	42.4%	55.6%	39.4%	64.8%	50.9%
- Apartment	0.0%	20.3%	34.0%	11.9%	20.4%
- Private accommodation	50.5%	22.0%	25.2%	21.3%	26.2%
- Other type of accommodation	7.2%	2.1%	1.4%	1.9%	2.5%
German market	100%	100%	100%	100%	100%
- Hotel	35.7%	77.4%	71.0%	55.2%	63.6%
- Apartment	0.0%	4.6%	10.7%	11.7%	8.3%
- Private accommodation	58.3%	14.4%	17.8%	29.0%	24.5%
- Other type of accommodation	6.0%	3.6%	0.5%	4.1%	3.6%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	45.8%	68.4%	49.3%	78.4%	59.8%
- Apartment	0.0%	12.5%	31.9%	8.0%	13.6%
- Private accommodation	52.5%	17.8%	17.9%	12.3%	24.5%
- Other type of accommodation	1.7%	1.3%	0.9%	1.3%	2.1%
British market	100%	100%	100%	100%	100%
- Hotel	33.3%	52.3%	34.7%	65.1%	51.0%
- Apartment	0.0%	28.7%	35.4%	12.1%	22.8%
- Private accommodation	50.9%	17.2%	29.0%	21.8%	24.6%
- Other type of accommodation	15.7%	1.8%	0.9%	1.0%	1.7%
Other markets	100%	100%	100%	100%	100%
- Hotel	45.4%	49.1%	35.5%	61.9%	44.9%
- Apartment	0.0%	11.0%	38.6%	12.9%	21.7%
- Private accommodation	48.1%	37.3%	23.7%	21.3%	29.7%
- Other type of accommodation	6.5%	2.6%	2.3%	3.9%	3.7%

Length of stay (all markets)

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Type of accommodation					
- Hotel	6.4	7.7	8.4	7.7	7.9
- Apartment	0.0	8.8	9.1	9.3	9.1
- Private accommodation	8.5	10.4	9.9	9.8	9.8
- Other type of accommodation	7.5	8.8	10.4	9.9	8.9

Tourist profile by municipality

Lanzarote (2025)

Activities in the Canary Islands



Outdoor time per day	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
0 - 8 hours	41.2%	72.8%	70.1%	79.0%	71.8%
More than 8 hours	58.8%	27.2%	29.9%	21.0%	28.2%

Activities in the Canary Islands	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
Walk, wander	79.4%	79.7%	80.9%	81.9%	80.3%
Beach	76.8%	65.7%	67.1%	62.2%	65.4%
Swimming pool, hotel facilities	21.9%	57.1%	60.2%	67.5%	58.8%
Explore the island on their own	73.3%	50.0%	42.9%	45.5%	47.8%
Taste Canarian gastronomy	36.2%	28.8%	26.1%	25.9%	27.7%
Nature activities	46.8%	20.5%	16.2%	18.3%	20.3%
Wineries/markets/popular festivals	27.3%	21.1%	14.6%	18.9%	18.4%
Museums / exhibitions	39.9%	22.3%	13.9%	15.3%	18.4%
Organized excursions	23.3%	16.3%	15.7%	17.2%	16.4%
Sport activities	16.4%	16.3%	14.2%	12.0%	15.8%
Activities at sea	14.5%	12.6%	10.9%	10.3%	12.6%
Nightlife / concerts / shows	12.1%	11.9%	16.8%	8.9%	12.3%
Theme parks	9.0%	6.8%	8.0%	7.6%	7.3%
Beauty and health treatments	5.8%	3.8%	5.5%	5.2%	4.9%
Astronomical observation	3.0%	1.3%	1.9%	2.0%	2.0%
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%	0.0%

(*) Multi-choice question

Who do they come with?



	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
Unaccompanied	17.2%	4.9%	5.1%	3.5%	5.3%
Only with partner	46.8%	57.8%	55.9%	52.2%	54.0%
With children	12.2%	16.5%	15.3%	23.1%	18.5%
Other relatives	12.2%	13.2%	15.9%	15.7%	15.0%
Other combination	11.6%	7.6%	7.8%	5.5%	7.2%
With children (under the age of 13)	8.3%	16.8%	15.0%	25.9%	18.6%

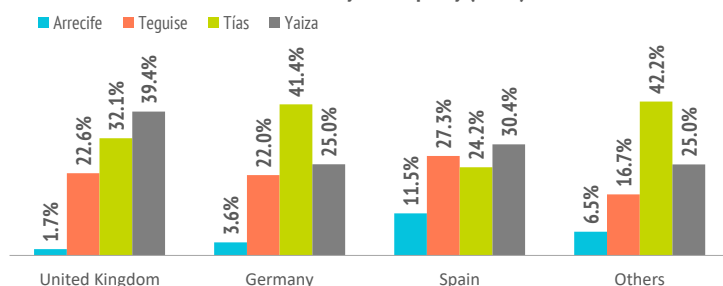
* Share over total answers

Where are they from?



	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
Tourists (> 15 years old)					
United Kingdom	25,160	330,631	470,944	577,983	1,466,123
Germany	8,383	51,753	97,351	58,751	235,135
Spain	30,825	72,835	64,609	81,303	267,123
Others	58,819	150,970	381,001	225,405	902,693
% Tourists					
United Kingdom	1.7%	22.6%	32.1%	39.4%	100%
Germany	3.6%	22.0%	41.4%	25.0%	100%
Spain	11.5%	27.3%	24.2%	30.4%	100%
Others	6.5%	16.7%	42.2%	25.0%	100%

Tourist arrivals by municipality (2025)



Who are they?



	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
Gender					
Less than 50.000€	51.3%	44.5%	47.6%	46.9%	47.2%
Women	48.7%	55.5%	52.4%	53.1%	52.8%
Age range (> 15 years old)					
16 - 44 years old	57.9%	40.0%	32.7%	36.6%	37.5%
Over 44 years old	42.1%	60.0%	67.3%	63.4%	62.5%
Occupation					
Active	78.5%	68.3%	66.6%	68.8%	68.8%
Inactive	21.5%	31.7%	33.4%	31.2%	31.2%
Annual household income level					
Less than €50,000	57.0%	46.7%	43.2%	35.7%	41.6%
More than €50,000	43.0%	53.3%	56.8%	64.3%	58.4%
Education level					
No studies/Primary education	3.5%	7.0%	8.3%	6.4%	7.0%
Secondary education	18.6%	18.8%	23.2%	21.0%	20.5%
Higher education	77.8%	74.2%	68.5%	72.6%	72.5%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
Average rating	8.82	8.84	8.93	8.92	8.91

Experience in the Canary Islands	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
Worse or much worse than expected	2.2%	2.7%	1.7%	1.6%	1.9%
Lived up to expectations	51.7%	54.6%	57.7%	56.1%	55.7%
Better or much better than expected	46.1%	42.7%	40.6%	42.3%	42.4%

Future intentions (scale 1-10)	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
Return to the Canary Islands	8.79	8.99	9.07	8.97	9.01
Recommend visiting the Canary Island:	9.08	9.19	9.23	9.19	9.20

8.95/10

Return to the Canary Islands

9.16/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



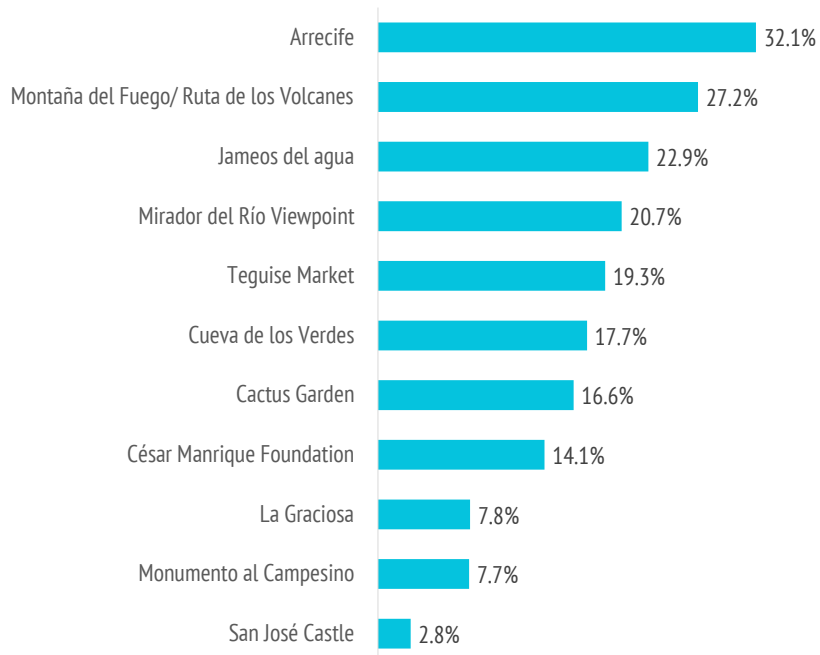
	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
Repeat tourists					
- Germany	82.4%	77.8%	79.5%	73.0%	78.2%
- Spain	68.4%	74.0%	70.9%	78.8%	73.7%
- United Kingdom	78.0%	87.3%	87.6%	83.8%	86.1%
- Others	43.8%	61.5%	78.3%	62.5%	67.3%
Repeat tourists (3 or more visits)					
- Germany	63.3%	67.0%	67.0%	63.7%	66.3%
- Spain	46.6%	49.5%	45.0%	60.1%	51.3%
- United Kingdom	52.9%	72.2%	75.7%	70.0%	72.3%
- Others	23.8%	40.6%	65.1%	46.7%	51.4%

How many islands do they visit during their trip?



	Arrecife	Teguisse	Tías	Yaiza	Lanzarote
One island	88.9%	96.6%	93.8%	93.1%	93.8%
Two or more islands	11.1%	3.4%	6.2%	6.9%	6.2%

WHICH PLACES DO THE VISIT IN LANZAROTE?*



**Multi-choice question

”

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