

Tourist profile. Historical data (2019 - 2025)

LANZAROTE



How many are they and how much do they spend?



	2019	2022	2023	2024	2025
TOURISTS					
Tourist arrivals (FRONTUR) (*)	2,913	2,734	3,049	3,238	3,293
Tourist arrivals ≥ 16 years old (EGT) (*)	2,522	2,378	2,602	2,789	2,871
- % tourists who book holiday package	53.3%	41.9%	42.4%	50.4%	48.7%
Children < 16 years old (FRONTUR - EGT) (*)	391	357	448	449	421
Expenditure per tourist (€)	1,082	1,260	1,360	1,437	1,439
- book holiday package	1,201	1,453	1,546	1,592	1,624
- holiday package	983	1,205	1,284	1,325	1,344
- others	218	248	263	267	280
- do not book holiday package	948	1,119	1,223	1,280	1,264
- flight	257	289	314	330	311
- accommodation	330	414	476	492	500
- others	362	417	434	457	453
Average length of stay	8.8	8.7	8.9	8.8	8.7
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	134.01	160.70	168.55	178.55	184.03
- Median	125.00	144.64	157.14	163.43	172.73
Average daily expenditure (without flight)	95.24	116.38	122.63	128.03	135.90
- Median	89.93	106.97	114.30	117.86	129.75
Average cost of the flight (€)	312.2	343.7	367.2	403.8	376.2
Total turnover (≥ 16 years old) (€m)	2,730	2,994	3,539	4,009	4,133
Turnover without flight (≥ 16 years old) (€m)	1,942	2,177	2,584	2,882	3,052

(*) Thousands of tourists

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

	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	88.2%	86.4%	88.0%	91.3%	90.2%
- Additional accommodation expenses	8.1%	8.7%	7.3%	4.5%	4.2%
Transport:					
- National/International Transport	97.4%	94.9%	95.2%	97.7%	97.7%
- Flights between islands	6.6%	7.2%	6.8%	5.7%	7.2%
- Taxi	53.8%	50.6%	52.5%	48.8%	50.6%
- Car rental	32.2%	35.5%	35.2%	32.1%	32.9%
- Public transport	8.7%	8.0%	9.6%	7.5%	9.5%
Food and drink:					
- Food purchases at supermarkets	56.4%	60.8%	64.9%	59.8%	61.0%
- Restaurants	62.9%	71.1%	70.7%	67.7%	70.6%
Leisure:					
- Organized excursions	27.2%	25.6%	25.8%	23.1%	23.8%
- Sport activities	6.9%	8.2%	8.2%	6.4%	6.3%
- Cultural activities	3.7%	3.5%	3.4%	3.8%	3.5%
- Museums	12.5%	13.1%	13.5%	12.1%	13.6%
- Theme Parks	5.3%	6.5%	6.1%	6.0%	4.9%
- Discos and pubs	11.0%	10.3%	11.6%	10.4%	10.7%
- Wellness	5.2%	4.3%	4.8%	3.3%	4.7%
Purchases of goods:					
- Souvenirs	48.9%	47.1%	47.1%	43.1%	41.5%
- Other expenses	1.1%	0.7%	0.7%	0.7%	1.0%
Other:					
- Medical or pharmaceutical expenses	7.7%	8.2%	8.1%	6.7%	6.8%
- Other expenses	4.8%	4.3%	4.6%	4.4%	3.6%

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.



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

Expenditure per tourist and trip (€)	2019	2022	2023	2024	2025
Accommodation:					
- Accommodation	648	752	835	827	881
- Additional accommodation expenses	131	129	153	126	146
Transport:					
- National/International Transport	321	362	386	413	385
- Flights between islands	51	56	62	58	58
- Taxi	59	72	74	75	71
- Car rental	82	126	116	109	108
- Public transport	25	18	26	26	24
Food and drink:					
- Food purchases at supermarkets	86	94	98	114	109
- Restaurants	156	179	191	221	223
Leisure:					
- Organized excursions	73	86	89	87	88
- Sport activities	91	98	79	94	92
- Cultural activities	42	48	47	59	55
- Museums	41	40	44	49	50
- Theme Parks	51	59	61	68	71
- Discos and pubs	88	88	96	101	102
- Wellness	63	61	66	66	69
Purchases of goods:					
- Souvenirs	74	73	73	82	76
- Other expenses	138	79	49	157	152
Other:					
- Medical or pharmaceutical expenses	34	33	33	38	33
- Other expenses	64	96	80	78	83

What is the main purpose of their trip?

	2019	2022	2023	2024	2025
Holiday, leisure	94.3%	94.4%	95.5%	95.7%	95.4%
Visiting family or friends	3.7%	3.8%	2.8%	3.0%	3.0%
Business and work	0.5%	0.6%	0.5%	0.3%	0.6%
Education and training	0.1%	0.0%	0.0%	0.1%	0.1%
Sports training	0.9%	0.5%	0.5%	0.6%	0.5%
Health or medical care	0.0%	0.1%	0.1%	0.1%	0.0%
Fairs and congresses	0.0%	0.0%	0.1%	0.1%	0.0%
Others	0.5%	0.5%	0.5%	0.3%	0.4%

What is the main motivation for their holidays?

	2019	2022	2023	2024	2025
Rest	56.3%	52.5%	53.1%	55.9%	56.2%
Enjoy family time	13.2%	14.7%	13.7%	13.5%	12.9%
Have fun	5.8%	7.0%	7.0%	7.1%	6.3%
Explore the destination	21.0%	22.3%	22.8%	20.7%	20.8%
Practice their hobbies	2.7%	2.5%	2.1%	1.8%	2.5%
Other reasons	1.1%	1.0%	1.1%	0.9%	1.3%

Where did they spend their main holiday last year? *

	2019	2022	2023	2024	2025
Didn't have holidays	--	33.5%	11.7%	9.6%	8.8%
Canary Islands	--	20.2%	27.4%	30.0%	30.8%
Other destination	--	46.4%	60.9%	60.4%	60.3%
- Balearic Islands	--	4.3%	4.9%	4.6%	4.4%
- Rest of Spain	--	10.6%	11.6%	10.7%	10.9%
- Italy	--	5.3%	6.8%	5.9%	6.5%
- France	--	5.5%	5.9%	5.9%	5.3%
- Turkey	--	1.2%	2.5%	2.7%	3.4%
- Greece	--	4.7%	6.7%	7.0%	7.8%
- Portugal	--	3.2%	5.1%	4.5%	4.2%
- Croatia	--	1.4%	1.5%	1.6%	1.6%
- Egypt	--	0.4%	1.0%	1.3%	1.0%
- Tunisia	--	0.1%	0.3%	0.4%	0.5%
- Morocco	--	0.3%	0.9%	0.8%	1.3%
- Others	--	9.4%	13.9%	14.8%	13.5%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2022	2023	2024	2025
None (I was clear about "this Canary Island")	--	27.3%	28.1%	29.5%	28.7%
Canary Islands (other island)	--	25.4%	25.8%	25.9%	26.1%
Other destination	--	47.3%	46.1%	44.6%	45.1%
- Balearic Islands	--	7.4%	7.0%	6.6%	6.3%
- Rest of Spain	--	9.1%	8.7%	8.4%	8.8%
- Italy	--	4.3%	4.4%	4.1%	4.6%
- France	--	1.6%	1.3%	1.4%	1.5%
- Turkey	--	3.4%	3.2%	3.2%	3.2%
- Greece	--	8.6%	7.9%	7.6%	7.5%
- Portugal	--	6.3%	6.8%	6.6%	6.9%
- Croatia	--	2.0%	2.5%	2.5%	2.3%
- Egypt	--	2.2%	2.1%	1.9%	2.1%
- Others	--	2.5%	2.2%	2.2%	2.0%

* Percentage of valid answers

Importance of each factor in the destination choice

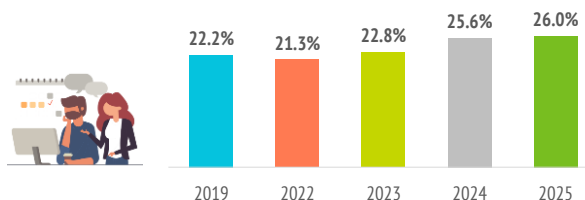
	2019	2022	2023	2024	2025
Climate	77.2%	74.4%	74.7%	75.1%	73.9%
Safety	55.2%	54.8%	58.5%	60.3%	59.0%
Tranquility	49.6%	48.6%	50.6%	52.7%	52.5%
Accommodation supply	47.1%	44.8%	47.0%	49.0%	46.6%
Price	40.7%	38.0%	39.7%	41.6%	41.2%
Effortless trip	37.0%	39.8%	41.9%	41.9%	40.3%
Sea	39.4%	40.5%	41.0%	41.4%	40.1%
European belonging	34.1%	34.9%	34.7%	37.1%	37.1%
Environment	35.8%	35.3%	36.8%	37.4%	36.4%
Landscapes	32.1%	32.0%	34.2%	34.0%	33.8%
Beaches	31.9%	34.1%	34.7%	34.5%	33.3%
Gastronomy	24.0%	27.0%	27.2%	27.2%	26.1%
Authenticity	23.4%	24.0%	24.4%	25.2%	25.0%
Fun possibilities	17.8%	20.6%	19.8%	19.6%	18.7%
Culture	9.1%	10.4%	11.0%	11.4%	11.4%
Historical heritage	9.1%	9.6%	11.4%	10.8%	10.6%
Exoticism	10.0%	10.5%	10.7%	10.1%	9.9%
Shopping	7.6%	7.6%	8.1%	8.2%	8.6%
Hiking trail network	6.8%	6.9%	7.8%	7.5%	8.2%
Nightlife	5.4%	5.8%	6.1%	6.0%	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	2022	2023	2024	2025
The same day	0.4%	0.4%	0.4%	0.5%	0.6%
Between 1 and 30 days	20.6%	25.3%	19.7%	19.0%	19.6%
Between 1 and 2 months	22.9%	23.9%	24.2%	20.2%	20.1%
Between 3 and 6 months	33.9%	29.0%	32.9%	34.7%	33.7%
More than 6 months	22.2%	21.3%	22.8%	25.6%	26.0%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2022	2023	2024	2025
Previous visits to the Canary Islands	58.3%	55.9%	58.3%	56.0%	56.3%
Friends or relatives	27.7%	29.8%	29.1%	27.0%	27.1%
Internet or social media	60.4%	60.2%	58.9%	53.4%	53.1%
Mass Media	1.4%	1.8%	2.3%	1.9%	1.8%
Travel guides and magazines	10.2%	7.5%	8.7%	7.2%	6.8%
Travel Blogs or Forums	6.7%	8.0%	8.3%	6.7%	6.9%
Travel TV Channels	0.7%	0.7%	1.0%	0.8%	0.8%
Tour Operator or Travel Agency	22.6%	20.7%	19.9%	19.6%	20.0%
Public administrations or similar	0.4%	1.8%	0.7%	0.6%	0.7%
Others	2.3%	2.6%	2.9%	2.7%	2.8%

* Multi-choice question

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LANZAROTE



With whom did they book their flight and accommodation?

	2019	2022	2023	2024	2025
Flight					
- Directly with the airline	47.3%	56.8%	56.2%	54.0%	56.0%
- Tour Operator or Travel Agency	52.7%	43.2%	43.8%	46.0%	44.0%
Accommodation					
- Directly with the accommodation	34.7%	41.8%	43.8%	41.9%	43.2%
- Tour Operator or Travel Agency	65.3%	58.2%	56.2%	58.1%	56.8%

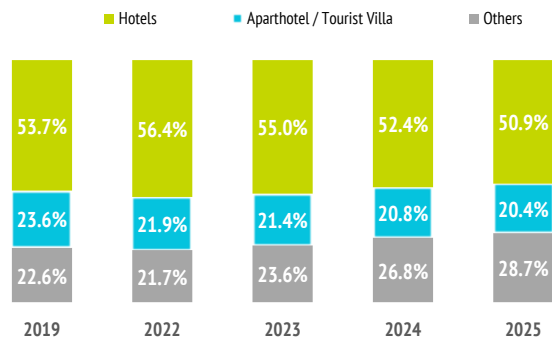
Where are they from?

	2019	2022	2023	2024	2025
United Kingdom	48.2%	47.2%	48.6%	51.6%	51.1%
Ireland	10.1%	9.5%	11.0%	10.4%	11.2%
Spanish Mainland	10.3%	12.6%	10.6%	9.0%	9.3%
Germany	10.9%	8.5%	8.7%	8.6%	8.2%
France	5.2%	6.8%	7.4%	7.3%	7.1%
Italy	2.4%	3.4%	3.4%	2.5%	2.6%
Netherlands	3.3%	3.4%	2.7%	2.9%	2.6%
Belgium	1.8%	1.9%	2.0%	2.0%	1.7%
Denmark	1.1%	1.9%	0.9%	0.8%	1.0%
Poland	1.2%	0.6%	0.7%	0.8%	1.0%
Others	5.4%	4.3%	4.1%	4.2%	4.3%

Where do they stay?

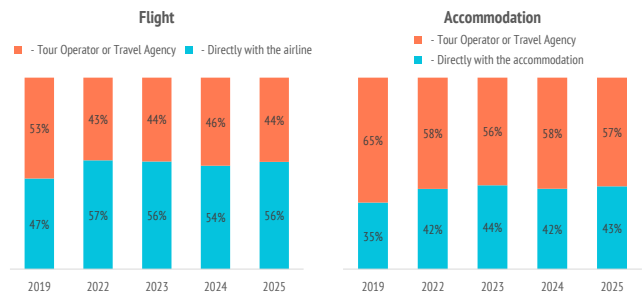
	2019	2022	2023	2024	2025
1-2-3* Hotel	6.0%	9.3%	9.1%	9.3%	9.9%
4* Hotel	38.6%	34.6%	34.5%	33.0%	30.8%
5* Hotel / 5* Luxury Hotel	9.1%	12.5%	11.4%	10.1%	10.2%
Aparthotel / Tourist Villa	23.6%	21.9%	21.4%	20.8%	20.4%
House/room rented in a private dwelling	8.1%	7.8%	12.5%	19.8%	20.8%
Private accommodation (1)	6.5%	6.3%	4.8%	4.3%	5.4%
Others (Cottage, cruise, camping,...)	8.0%	7.7%	6.3%	2.7%	2.5%

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



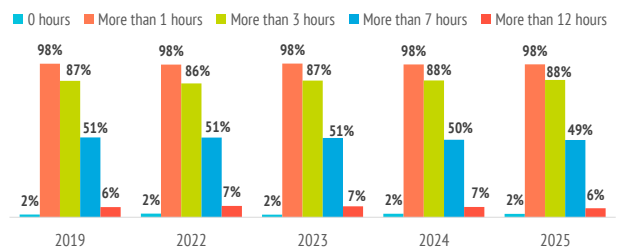
What do they book?

	2019	2022	2023	2024	2025
Room only	29.4%	33.0%	34.9%	36.9%	39.8%
Bed and Breakfast	10.8%	11.3%	12.4%	12.0%	11.8%
Half board	19.4%	17.0%	17.4%	15.5%	15.7%
Full board	3.0%	2.5%	2.5%	2.9%	2.4%
All inclusive	37.5%	36.2%	32.8%	32.7%	30.4%



Activities in the Canary Islands

Outdoor time per day	2019	2022	2023	2024	2025
0 hours	1.7%	2.3%	1.7%	2.2%	2.2%
1 - 2 hours	11.0%	12.1%	10.9%	10.2%	10.0%
3 - 6 hours	36.2%	34.6%	36.7%	38.0%	38.4%
7 - 12 hours	44.6%	43.8%	43.7%	43.0%	43.7%
More than 12 hours	6.4%	7.2%	7.0%	6.6%	5.8%
Outdoor time per day	7.0	7.0	7.1	7.0	6.9



Activities in the Canary Islands	2019	2022	2023	2024	2025
Walk, wander	76.9%	79.4%	80.3%	77.2%	80.3%
Beach	64.5%	70.8%	68.7%	65.9%	65.4%
Swimming pool, hotel facilities	62.9%	65.5%	64.0%	60.6%	58.8%
Explore the island on their own	49.0%	50.1%	51.2%	48.8%	47.8%
Taste Canarian gastronomy	28.4%	29.5%	28.7%	27.3%	27.7%
Wineries / markets / popular festivals	20.4%	19.0%	20.2%	17.3%	18.4%
Museums / exhibitions	20.4%	19.1%	20.8%	19.6%	18.4%
Hiking	--	16.3%	15.9%	14.9%	16.7%
Organized excursions	19.1%	18.5%	17.9%	17.0%	16.4%
Nightlife / concerts / shows	13.5%	13.4%	14.1%	12.5%	12.3%
Swim	--	10.2%	8.7%	8.2%	8.5%
Other Nature Activities	--	8.3%	7.5%	7.6%	7.9%
Running	--	7.9%	7.0%	6.4%	7.3%
Theme parks	8.6%	8.8%	8.3%	8.4%	7.3%
Sea excursions / whale watching	6.5%	7.5%	6.9%	7.0%	6.9%
Cycling / Mountain bike	--	7.4%	6.7%	6.2%	6.4%
Beauty and health treatments	5.5%	5.2%	5.4%	4.3%	4.9%
Practice other sports	--	5.1%	3.8%	3.3%	4.3%
Scuba Diving	--	3.8%	3.4%	2.7%	2.7%
Surf	--	2.9%	2.7%	2.1%	2.5%
Astronomical observation	2.1%	1.9%	2.0%	1.6%	2.0%
Golf	--	1.7%	1.5%	1.7%	2.0%
Windsurf / Kitesurf	--	1.5%	0.7%	0.9%	0.8%

* Multi-choice question

Tourist profile. Historical data (2019 - 2025)

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What places do they visit?

	2019	2022	2023	2024	2025
Arrecife	31.5%	29.8%	32.3%	31.1%	32.1%
Montaña del Fuego	35.3%	33.8%	33.4%	29.1%	27.2%
Jameos del agua	27.6%	28.4%	27.7%	24.5%	22.9%
Mirador del Río Viewpoint	25.5%	25.3%	25.2%	20.6%	20.7%
Teguise Market	21.5%	17.9%	19.6%	19.4%	19.3%
Cueva de los Verdes	20.9%	22.2%	21.9%	18.1%	17.7%
Cactus Garden	18.1%	18.9%	19.2%	17.2%	16.6%
César Manrique Foundation	16.0%	13.3%	14.3%	14.6%	14.1%
La Graciosa	8.9%	10.1%	8.3%	7.4%	7.8%
Monumento al Campesino	9.7%	9.4%	9.7%	7.1%	7.7%
San José Castle	4.5%	4.1%	3.8%	2.7%	2.8%

¿Cuántos son fieles al destino?

	2019	2022	2023	2024	2025
Lanzarote: Repeat tourists	69.6%	67.8%	70.4%	68.8%	70.8%
Lanzarote: At least 10 previous visits	11.3%	11.5%	12.3%	11.9%	13.5%
Canary Islands: Repeat tourists	76.7%	75.7%	78.3%	76.8%	78.4%
Canary Islands: At least 10 previous visits	0.0%	0.0%	0.0%	0.0%	0.0%

Who are they?

	2019	2022	2023	2024	2025
Gender					
Men	47.1%	51.6%	48.2%	47.5%	47.2%
Women	52.9%	48.4%	51.8%	52.5%	52.8%
Age					
Average age	49.48	47.78	48.90	50.83	50.90
Standard deviation	15.5	15.7	16.1	16.4	16.4
Age range					
16 - 24 years old	5.5%	8.0%	7.6%	6.6%	6.6%
25 - 30 years old	8.8%	9.4%	8.5%	7.3%	7.6%
31 - 45 years old	25.6%	28.0%	27.7%	25.3%	25.1%
46 - 60 years old	32.6%	29.6%	28.1%	27.6%	26.9%
Over 60 years old	27.4%	25.0%	28.1%	33.2%	33.8%
Occupation					
Salaried worker	53.0%	57.2%	55.6%	53.7%	52.8%
Self-employed	12.0%	10.5%	10.8%	10.1%	10.5%
Unemployed	0.7%	0.8%	0.8%	0.6%	0.8%
Business owner	7.4%	6.8%	5.8%	6.2%	5.4%
Student	3.0%	3.7%	2.7%	2.9%	2.6%
Retired	22.0%	19.7%	22.9%	25.3%	26.7%
Unpaid domestic work	1.0%	0.6%	0.7%	0.5%	0.5%
Others	0.8%	0.6%	0.6%	0.7%	0.7%
Annual household income level					
Less than €25,000	15.8%	12.8%	11.1%	11.2%	9.3%
€25,000 - €49,999	37.8%	32.6%	35.9%	32.8%	32.3%
€50,000 - €74,999	23.4%	26.0%	24.7%	25.4%	26.3%
More than €74,999	23.0%	28.7%	28.3%	30.5%	32.1%
Education level					
No studies	6.2%	4.9%	5.6%	5.5%	6.0%
Primary education	1.8%	1.3%	1.2%	1.4%	1.0%
Secondary education	21.4%	17.6%	18.2%	19.6%	20.5%
Higher education	70.6%	76.2%	75.0%	73.5%	72.5%

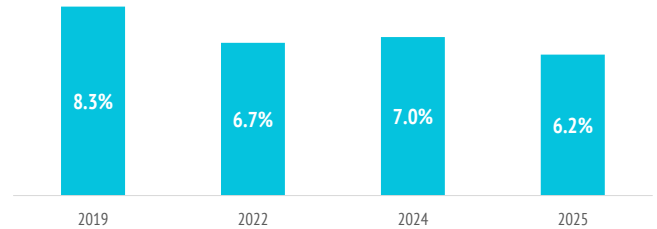
Source: Tourist Expenditure Survey (EGT, ISTAC).

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

How many islands do they visit during their trip?

	2019	2022	2023	2024	2025
One island	91.7%	93.3%	92.8%	93.0%	93.8%
Two islands	7.7%	6.1%	6.3%	6.2%	5.7%
Three or more islands	0.7%	0.6%	0.9%	0.8%	0.5%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2022	2023	2024	2025
Average rating	8.85	8.95	8.99	8.89	8.91

Experience in the Canary Islands	2019	2022	2023	2024	2025
Worse or much worse than expected	1.8%	2.1%	1.7%	2.1%	1.9%
Lived up to expectations	55.4%	55.2%	55.1%	55.9%	55.7%
Better or much better than expected	42.8%	42.8%	43.2%	42.0%	42.4%

Future intentions (scale 0-10)	2019	2022	2023	2024	2025
Return to the Canary Islands	8.89	8.99	9.05	8.93	9.01
Recommend visiting the Canary Islands	9.09	9.20	9.23	9.11	9.20

Who do they come with?

	2019	2022	2023	2024	2025
Unaccompanied	5.9%	6.5%	5.6%	5.4%	6.4%
Only with partner	49.3%	45.7%	49.3%	49.1%	49.1%
Only with children (< 13 years old)	4.9%	5.0%	4.6%	4.6%	4.5%
Partner + children (< 13 years old)	7.4%	8.5%	7.7%	7.1%	6.9%
Other relatives	11.8%	11.9%	11.4%	12.5%	11.8%
Friends	5.8%	6.2%	6.1%	5.8%	5.7%
Work colleagues	0.1%	0.2%	0.3%	0.1%	0.3%
Organized trip	0.2%	0.2%	0.1%	0.1%	0.4%
Other combinations (2)	14.6%	15.7%	14.8%	15.2%	15.0%

(2) Combination of some of the groups previously analyzed

Tourists with children	2019	2022	2023	2024	2025
- Between 0 and 2 years old	1.7%	1.5%	1.6%	1.4%	1.2%
- Between 3 and 12 years old	15.9%	19.4%	16.4%	16.3%	16.2%
- Between 0 -2 and 3-12 years old	1.4%	1.3%	1.7%	1.4%	1.2%
Tourists without children	81.0%	77.8%	80.3%	80.9%	81.4%
Group composition:					
- 1 person	8.4%	9.2%	8.7%	7.6%	8.1%
- 2 people	55.9%	50.8%	54.3%	55.6%	55.9%
- 3 people	12.4%	12.2%	12.3%	11.7%	11.6%
- 4 or 5 people	18.9%	22.2%	19.1%	19.0%	18.1%
- 6 or more people	4.4%	5.7%	5.6%	6.0%	6.2%
Average group size:	2.69	2.83	2.76	2.79	2.79

*People who share the main expenses of the trip