

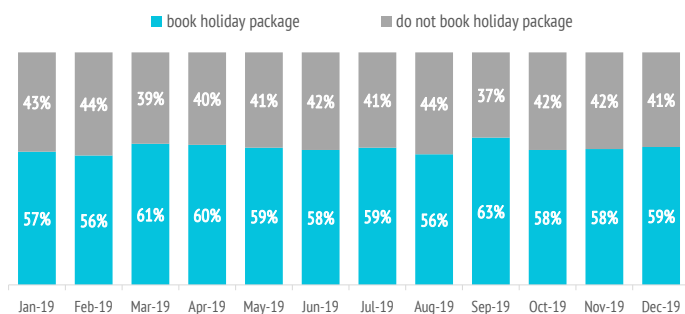
PROFILE OF TOURIST VISITING LANZAROTE 2019

How many are they and how much do they spend?



	Lanzarote	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	2,913,037	15,110,866
Tourist arrivals > 15 years old (EGT)	2,521,668	13,271,035
- book holiday package	1,352,291	7,426,022
- do not book holiday package	1,169,378	5,845,014
- % tourists who book holiday package	53.6%	56.0%
Share of total tourist	19.3%	100%

% TOURISTS



Source: Frontur (ISTAC)

Expenditure per tourist (€)	1,089	1,136
- book holiday package	1,200	1,268
- holiday package	982	1,031
- others	218	237
- do not book holiday package	962	967
- flight	258	263
- accommodation	348	321
- others	356	383
Average length of stay	8.75	9.09
- book holiday package	8.36	8.64
- do not book holiday package	9.21	9.68
Average daily expenditure (€)	135.3	138.9
- book holiday package	150.6	155.4
- do not book holiday package	117.6	117.9
Total turnover (> 15 years old) (€m)	2,747	15,070
- book holiday package	1,622	9,416
- do not book holiday package	1,125	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Importance of each factor in the destination choice

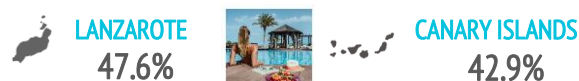


	Lanzarote	Canary Islands
Climate	77.5%	78.4%
Safety	55.7%	51.9%
Tranquility	49.8%	47.6%
Accommodation supply	47.6%	42.9%
Price	41.2%	37.4%
Sea	39.4%	44.4%
Effortless trip	37.5%	35.2%
Environment	35.8%	33.2%
European belonging	34.5%	36.1%
Landscapes	32.0%	33.1%
Beaches	32.0%	37.7%
Gastronomy	24.0%	23.2%
Authenticity	23.3%	20.3%
Fun possibilities	17.9%	21.1%
Exoticism	10.1%	11.4%
Historical heritage	9.2%	8.2%
Culture	9.2%	8.0%
Shopping	7.7%	9.4%
Hiking trail network	6.7%	9.6%
Nightlife	5.5%	8.0%

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.

% TOURISTS WHO CHOOSE ACCOMMODATION SUPPLY



What is the main motivation for their holidays?



	Lanzarote	Canary Islands
Rest	56.3%	55.5%
Enjoy family time	13.2%	14.4%
Have fun	5.9%	8.6%
Explore the destination	20.8%	17.8%
Practice their hobbies	2.3%	1.9%
Other reasons	1.5%	1.8%



How far in advance do they book their trip?



	Lanzarote	Canary Islands
The same day	0.4%	0.7%
Between 1 and 30 days	20.6%	23.8%
Between 1 and 2 months	22.8%	22.8%
Between 3 and 6 months	34.1%	32.7%
More than 6 months	22.2%	20.0%

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

	Lanzarote	Canary Islands
Previous visits to the Canary Islands	58.4%	51.9%
Friends or relatives	27.2%	27.1%
Internet or social media	61.3%	54.7%
Mass Media	1.5%	1.6%
Travel guides and magazines	10.2%	8.4%
Travel Blogs or Forums	6.8%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	23.1%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.4%

* Multi-choise question

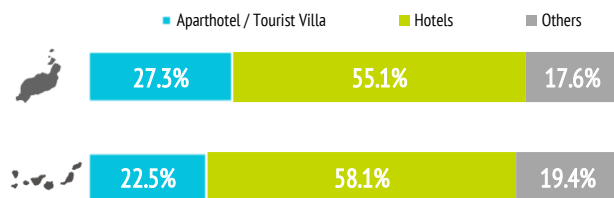
With whom did they book their flight and accommodation?

	Lanzarote	Canary Islands
Flight		
- Directly with the airline	46.5%	42.9%
- Tour Operator or Travel Agency	53.5%	57.1%
Accommodation		
- Directly with the accommodation	34.5%	31.5%
- Tour Operator or Travel Agency	65.5%	68.5%

Where do they stay?

	Lanzarote	Canary Islands
1-2-3* Hotel	6.3%	11.5%
4* Hotel	39.2%	37.6%
5* Hotel / 5* Luxury Hotel	9.6%	9.0%
Aparthotel / Tourist Villa	27.3%	22.5%
House/room rented in a private dwelling	6.3%	5.9%
Private accommodation (1)	5.2%	7.2%
Others (Cottage, cruise, camping...)	6.1%	6.3%

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



What do they book?

	Lanzarote	Canary Islands
Room only	29.1%	27.9%
Bed and Breakfast	10.9%	12.4%
Half board	19.4%	21.2%
Full board	3.1%	3.6%
All inclusive	37.5%	34.9%

37.5% of tourists book all inclusive.
(Canary Islands: 34.9%)

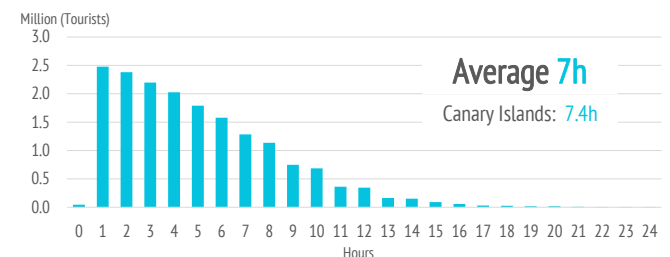
Other expenses

	Lanzarote	Canary Islands
Restaurants or cafes	62.7%	59.1%
Supermarkets	56.1%	52.1%
Car rental	31.9%	26.3%
Organized excursions	27.5%	20.6%
Taxi, transfer, chauffeur service	54.4%	50.0%
Theme Parks	5.3%	7.5%
Sport activities	6.8%	5.7%
Museums	12.3%	4.6%
Flights between islands	6.4%	4.4%

Activities in the Canary Islands

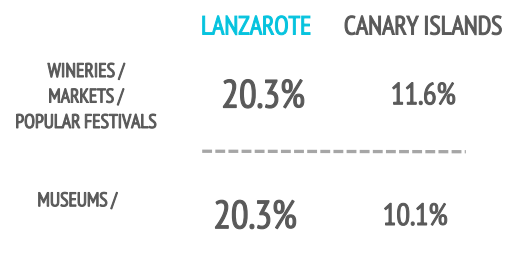
Outdoor time per day	Lanzarote	Canary Islands
0 hours	1.7%	2.1%
1 - 2 hours	11.2%	9.8%
3 - 6 hours	36.2%	32.6%
7 - 12 hours	44.5%	47.1%
More than 12 hours	6.4%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Lanzarote	Canary Islands
Walk, wander	76.9%	69.8%
Beach	64.7%	66.3%
Swimming pool, hotel facilities	63.5%	58.2%
Explore the island on their own	48.7%	45.2%
Taste Canarian gastronomy	28.0%	24.2%
Museums / exhibitions	20.3%	10.1%
Wineries / markets / popular festivals	20.3%	11.6%
Organized excursions	19.2%	16.9%
Sport activities	14.4%	13.4%
Nightlife / concerts / shows	13.6%	15.5%
Activities at sea	9.9%	10.0%
Nature activities	8.6%	10.4%
Theme parks	8.6%	14.1%
Sea excursions / whale watching	6.5%	11.1%
Beauty and health treatments	5.6%	5.4%
Astronomical observation	2.0%	3.5%

* Multi-choise question



Which places do they visit in Lanzarote?

	%	Absolute
Montaña del Fuego	35.4%	885,526
Arrecife	31.2%	779,574
Jameos del agua	27.4%	685,830
Mirador del Río Viewpoint	25.3%	633,367
Teguise Market	21.3%	533,310
Teguise Market	20.9%	523,668
Cactus Garden	18.1%	451,350
César Manrique Foundation	15.9%	398,233
Monumento al Campesino	9.6%	239,933
La Graciosa	8.7%	217,149
San José Castle	4.5%	112,551

”

4 in 10 tourists in Lanzarote visit
Montaña del Fuego (Volcano Route)

Internet usage during their trip

	Lanzarote	Canary Islands
Research		
- Tourist package	15.5%	14.8%
- Flights	13.4%	13.0%
- Accommodation	17.4%	16.9%
- Transport	15.0%	15.7%
- Restaurants	30.8%	28.4%
- Excursions	26.9%	26.2%
- Activities	31.8%	30.1%
Book or purchase		
- Tourist package	38.6%	39.4%
- Flights	70.0%	66.7%
- Accommodation	61.7%	57.3%
- Transport	51.6%	47.6%
- Restaurants	11.7%	12.1%
- Excursions	12.0%	13.0%
- Activities	12.9%	14.7%

* Multi-choice question

Internet usage in the Canary Island	Lanzarote	Canary Islands
Did not use the Internet	7.5%	8.3%
Used the Internet	92.5%	91.7%
- Own Internet connection	34.1%	37.4%
- Free Wifi connection	46.5%	39.5%
Applications*		
- Search for locations or maps	61.0%	61.7%
- Search for destination info	46.9%	44.8%
- Share pictures or trip videos	57.6%	56.0%
- Download tourist apps	8.3%	7.0%
- Others	24.5%	22.6%

* Multi-choice question

How many islands do they visit during their trip?

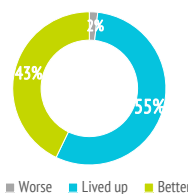
	Lanzarote	Canary Islands
One island	91.8%	91.4%
Two islands	7.5%	7.2%
Three or more islands	0.7%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Lanzarote	Canary Islands
Average rating	8.85	8.70

Experience in the Canary Islands	Lanzarote	Canary Islands
Worse or much worse than expected	1.8%	2.3%
Lived up to expectations	55.4%	55.6%
Better or much better than expected	42.9%	42.1%

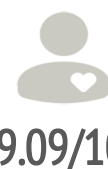
Future intentions (scale 1-10)	Lanzarote	Canary Islands
Return to the Canary Islands	8.88	8.73
Recommend visiting the Canary Island	9.09	8.95



Experience in the
Canary Islands



Return to the Canary
Islands



Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	in Lanzarote	in the Canary Islands
Lanzarote: Repeat tourists	69.6%	39.7%
Lanzarote: At least 10 previous visits	10.8%	2.9%
Canary Islands: Repeat tourists	76.8%	72.2%
Canary Islands: At least 10 previous visits	20.2%	18.6%

TOP 5: % REPEAT TOURISTS BY MARKETS

Ireland	81%
UK	76%
Nordics	73%
Germany	68%
Switzerland	67%

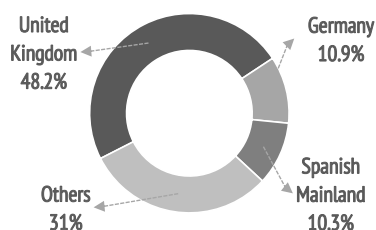


PROFILE OF TOURIST VISITING LANZAROTE 2019

Where are they from?



	%	Absolute
United Kingdom	48.2%	1,215,906
Germany	10.9%	274,617
Spanish Mainland	10.3%	259,531
Ireland	10.1%	255,528
France	5.2%	131,768
Netherlands	3.3%	84,038
Italy	2.4%	60,377
Belgium	1.8%	45,178
Switzerland	1.5%	38,623
Poland	1.2%	31,207
Denmark	1.0%	25,084
Sweden	0.9%	22,440
Norway	0.7%	17,180
Finland	0.5%	11,506
Czech Republic	0.4%	8,873
Austria	0.2%	5,776
Portugal	0.2%	5,363
Others	1.1%	28,672



Who do they come with?



	Lanzarote	Canary Islands
Unaccompanied	5.5%	9.6%
Only with partner	49.5%	48.1%
Only with children (< 13 years old)	4.9%	5.6%
Partner + children (< 13 years old)	7.5%	6.5%
Other relatives	11.9%	9.3%
Friends	5.8%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.3%
Other combinations (1)	14.7%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	19.2%	17.7%
- Between 0 and 2 years old	1.7%	1.6%
- Between 3 and 12 years old	16.2%	14.8%
- Between 0 -2 and 3-12 years	1.4%	1.4%
Tourists without children	80.8%	82.3%
Group composition:		
- 1 person	8.1%	13.2%
- 2 people	56.2%	55.1%
- 3 people	12.5%	12.0%
- 4 or 5 people	18.8%	16.3%
- 6 or more people	4.5%	3.5%
Average group size:	2.70	2.54

Who are they?



	Lanzarote	Canary Islands
Gender		
Men	47.2%	48.6%
Women	52.8%	51.4%
Age		
Average age (tourist > 15 years old)	49.5	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	5.5%	7.3%
25 - 30 years old	8.7%	10.9%
31 - 45 years old	25.8%	28.0%
46 - 60 years old	32.7%	31.8%
Over 60 years old	27.3%	22.1%
Occupation		
Salaried worker	53.4%	55.0%
Self-employed	11.8%	11.5%
Unemployed	0.7%	1.1%
Business owner	7.4%	9.4%
Student	2.9%	3.5%
Retired	21.9%	17.9%
Unpaid domestic work	1.0%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	15.6%	17.5%
€25,000 - €49,999	37.7%	37.5%
€50,000 - €74,999	23.8%	22.8%
More than €74,999	22.9%	22.2%
Education level		
No studies	6.3%	5.0%
Primary education	1.9%	2.6%
Secondary education	21.5%	23.6%
Higher education	70.3%	68.9%




**1 IN 2 TOURISTS ARE
BRITISH**
49 YEARS OLD
 AVERAGE AGE
**50%
ONLY WITH
PARTNER**



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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