

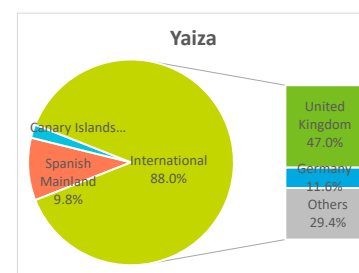
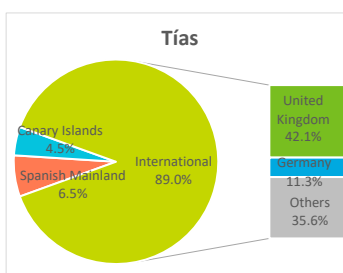
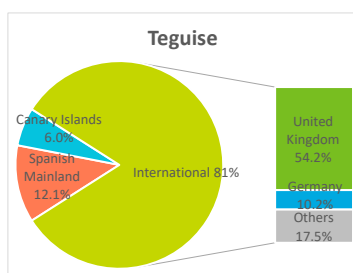
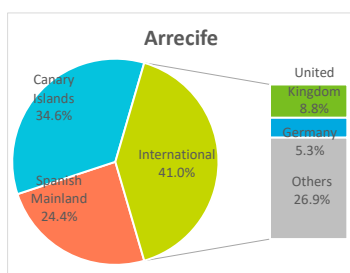
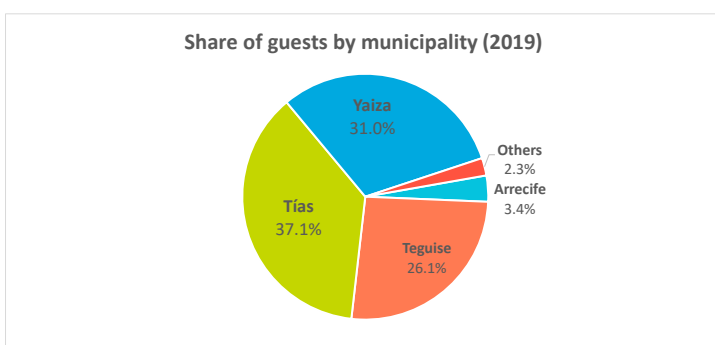
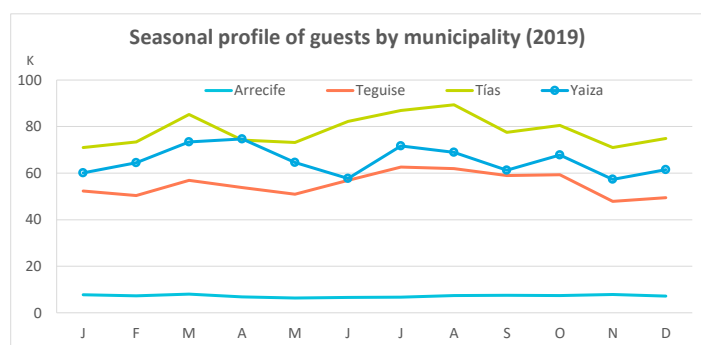
# Tourist profile by municipality

## Lanzarote (2019)

### GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Lanzarote	Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
<b>International</b>	<b>35,635</b>	<b>542,187</b>	<b>835,906</b>	<b>689,734</b>	<b>56,093</b>	<b>2,159,555</b>	<b>1,404,281</b>	<b>755,274</b>
- United Kingdom	7,680	358,778	395,300	368,361	16,393	1,146,512	692,469	454,043
- Germany	4,583	67,757	105,939	91,154	6,317	275,750	235,114	40,636
<b>Spanish Mainland</b>	<b>21,261</b>	<b>79,746</b>	<b>61,333</b>	<b>77,124</b>	<b>583</b>	<b>240,047</b>	<b>199,730</b>	<b>40,317</b>
Canary Islands	30,106	39,560	42,398	16,671	1,547	130,282	71,962	58,320
<b>Total</b>	<b>87,002</b>	<b>661,493</b>	<b>939,637</b>	<b>783,529</b>	<b>58,223</b>	<b>2,529,884</b>	<b>1,675,973</b>	<b>853,911</b>

Place of residence:	Municipality of stay (%)					Lanzarote	Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
<b>International</b>	<b>41.0%</b>	<b>82.0%</b>	<b>89.0%</b>	<b>88.0%</b>	<b>96.3%</b>	<b>85.4%</b>	<b>83.8%</b>	<b>88.4%</b>
- United Kingdom	8.8%	54.2%	42.1%	47.0%	28.2%	45.3%	41.3%	53.2%
- Germany	5.3%	10.2%	11.3%	11.6%	10.8%	10.9%	14.0%	4.8%
<b>Spanish Mainland</b>	<b>24.4%</b>	<b>12.1%</b>	<b>6.5%</b>	<b>9.8%</b>	<b>1.0%</b>	<b>9.5%</b>	<b>11.9%</b>	<b>4.7%</b>
Canary Islands	34.6%	6.0%	4.5%	2.1%	2.7%	5.1%	4.3%	6.8%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



### Other indicators

	Municipality (%)					Lanzarote	Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
<b>Bednights</b>								
<b>International</b>	<b>156,834</b>	<b>4,478,013</b>	<b>7,201,155</b>	<b>5,356,834</b>	<b>481,552</b>	<b>17,674,388</b>	<b>10,836,466</b>	<b>6,837,922</b>
- United Kingdom	38,112	2,943,137	3,429,074	2,884,976	129,193	9,424,492	5,226,825	4,197,667
- Germany	26,091	638,626	1,058,645	715,000	62,207	2,500,569	2,029,450	471,119
<b>Spanish Mainland</b>	<b>60,102</b>	<b>434,129</b>	<b>377,861</b>	<b>521,024</b>	<b>3,825</b>	<b>1,396,941</b>	<b>1,130,853</b>	<b>266,088</b>
Canary Islands	60,963	187,939	159,956	77,204	14,451	500,513	225,476	275,037
<b>Total</b>	<b>277,899</b>	<b>5,100,081</b>	<b>7,738,972</b>	<b>5,955,062</b>	<b>499,828</b>	<b>19,571,842</b>	<b>12,192,795</b>	<b>7,379,047</b>
<b>Length of stay</b>								
<b>International</b>	<b>4.4</b>	<b>8.3</b>	<b>8.6</b>	<b>7.8</b>	--	<b>8.2</b>	<b>7.7</b>	<b>9.1</b>
- United Kingdom	5.0	8.2	8.7	7.8	--	8.2	7.6	9.3
- Germany	5.7	9.4	10.0	7.8	--	9.1	8.6	11.6
<b>Spanish Mainland</b>	<b>2.9</b>	<b>5.5</b>	<b>6.0</b>	<b>6.8</b>	--	<b>5.8</b>	<b>5.7</b>	<b>6.6</b>
Canary Islands	2.0	4.8	3.8	4.6	--	3.8	3.1	4.7
<b>Total</b>	<b>3.2</b>	<b>7.7</b>	<b>8.2</b>	<b>7.6</b>	--	<b>7.7</b>	<b>7.3</b>	<b>8.6</b>
<b>ADR (€)</b>	<b>59.2</b>	<b>72.2</b>	<b>77.5</b>	<b>96.3</b>	--	<b>82.4</b>	<b>94.3</b>	<b>62.2</b>
<b>RevPar (€)</b>	<b>43.5</b>	<b>60.3</b>	<b>61.7</b>	<b>78.0</b>	--	<b>66.6</b>	<b>77.7</b>	<b>48.8</b>
<b>Total revenue (€ million)</b>	<b>9.9</b>	<b>155.3</b>	<b>269.6</b>	<b>246.6</b>	--	<b>702.6</b>	<b>505.8</b>	<b>196.8</b>
<b>Bed-space occupancy rate (%)</b>	<b>66.2</b>	<b>81.2</b>	<b>72.3</b>	<b>76.6</b>	--	<b>75.4</b>	<b>78.5</b>	<b>70.7</b>
<b>Occupancy rate per room/apart. (%)</b>	<b>73.5</b>	<b>83.6</b>	<b>79.6</b>	<b>81.0</b>	--	<b>80.9</b>	<b>82.4</b>	<b>78.5</b>

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

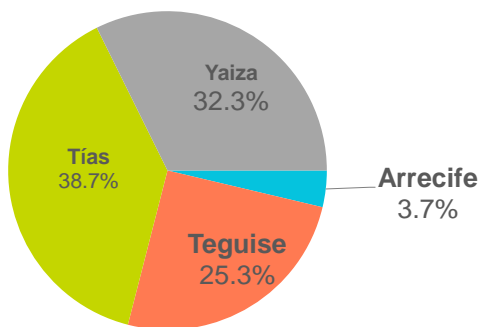
## Lanzarote (2019)

### How many are they and how much do they spend?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourist arrivals (> 15 years old)	89,116	608,140	929,746	776,909	<b>2,521,668</b>
Average daily expenditure (€)	120.84	127.30	129.24	152.76	<b>135.31</b>
Average length of stay	7.57	8.55	8.83	8.87	<b>8.75</b>
Turnover per tourist (€)	836	1,006	1,054	1,243	<b>1,089</b>
Total turnover (> 15 years old) (€m)	75	612	980	965.9	<b>2,747</b>
Share of total turnover	2.7%	22.3%	35.7%	35.2%	<b>100%</b>
Share of total tourists	3.5%	24.1%	36.9%	30.8%	<b>100%</b>

### Share of tourists by municipality (2019)



### What is the main motivation for their holidays?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Rest	36.9%	55.3%	59.4%	58.1%	<b>55.6%</b>
Explore the destination	40.7%	23.3%	18.3%	17.6%	<b>20.5%</b>
Other reasons	19.4%	20.3%	21.5%	24.0%	<b>22.6%</b>

### How far in advance do they book their trip?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Between 0 and 30 days	32.9%	22.1%	19.5%	20.0%	<b>20.9%</b>
Between 1 and 2 months	32.9%	22.0%	23.3%	22.0%	<b>22.7%</b>
More than 3 months	32.8%	55.6%	56.6%	58.0%	<b>56.1%</b>

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



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Previous visits to the Canary Islands	34.6%	54.8%	62.1%	60.3%	<b>58.4%</b>
Friends or relatives	40.0%	26.9%	26.4%	25.3%	<b>27.2%</b>
Internet or social media	69.7%	64.6%	58.2%	62.0%	<b>61.3%</b>
Tour Operator or Travel Agency	8.2%	22.4%	23.4%	27.3%	<b>23.1%</b>
Others	34.0%	24.2%	20.1%	19.2%	<b>21.7%</b>

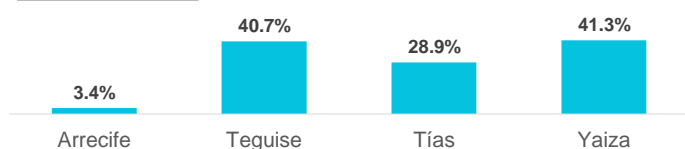
(\*) Multi-choice question

### What do they book?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Room only/ Bed & Breakfast	60.8%	28.4%	43.9%	24.0%	<b>35.6%</b>
Half board / Full board	14.4%	21.7%	16.7%	24.8%	<b>20.0%</b>
All inclusive	3.4%	40.7%	28.9%	41.3%	<b>33.4%</b>

### ALL INCLUSIVE



(Lanzarote: 33.4%)  
(Canary Islands: 34.9%)

### Importance of each factor in the destination choice



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Climate	70.4%	76.5%	78.4%	79.9%	<b>64.0%</b>
Safety	42.3%	55.1%	60.2%	55.0%	<b>35.3%</b>
Tranquility	47.9%	48.9%	50.3%	51.1%	<b>42.5%</b>
Accommodation supply	33.8%	45.0%	50.0%	51.9%	<b>20.6%</b>
Price	39.1%	42.7%	45.5%	37.3%	<b>25.4%</b>
Sea	48.3%	39.5%	39.9%	37.7%	<b>38.8%</b>
Effortless trip	28.2%	36.1%	39.8%	38.1%	<b>27.5%</b>
Environment	41.5%	36.9%	34.3%	35.9%	<b>37.9%</b>
European belonging	31.5%	31.4%	37.1%	35.6%	<b>24.9%</b>
Landscapes	45.4%	33.3%	29.2%	31.3%	<b>44.9%</b>
Beaches	38.4%	31.8%	35.5%	27.9%	<b>25.9%</b>
Gastronomy	22.5%	21.7%	26.4%	23.6%	<b>19.7%</b>
Authenticity	26.0%	24.5%	22.4%	22.3%	<b>30.5%</b>
Fun possibilities	13.8%	18.9%	19.4%	15.2%	<b>21.5%</b>
Exoticism	14.9%	11.2%	9.3%	9.1%	<b>14.1%</b>
Historical heritage	12.7%	10.5%	8.6%	8.3%	<b>11.4%</b>
Culture	13.2%	10.2%	9.1%	7.7%	<b>11.1%</b>
Shopping	7.1%	7.0%	10.5%	5.6%	<b>2.6%</b>
Hiking trail network	11.7%	6.6%	6.3%	5.7%	<b>13.0%</b>

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



### Where do they stay?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
<b>All markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	51.1%	55.9%	44.9%	70.9%	<b>55.1%</b>
- Apartment	10.8%	27.9%	39.7%	15.8%	<b>27.3%</b>
- Other type of accommodation	38.0%	16.2%	15.4%	13.3%	<b>17.6%</b>
<b>German market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	62.8%	68.9%	73.2%	73.2%	<b>67.8%</b>
- Apartment	--	14.3%	16.5%	10.4%	<b>13.8%</b>
- Other type of accommodation	37.2%	16.8%	10.3%	16.4%	<b>18.4%</b>
<b>Spanish Mainland market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	44.2%	57.7%	44.2%	80.2%	<b>56.5%</b>
- Apartment	8.5%	17.4%	29.3%	7.2%	<b>16.1%</b>
- Other type of accommodation	47.3%	24.9%	26.5%	12.7%	<b>27.4%</b>
<b>British market</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	55.1%	55.0%	40.9%	69.2%	<b>54.9%</b>
- Apartment	12.2%	34.1%	42.8%	19.3%	<b>30.8%</b>
- Other type of accommodation	32.7%	10.9%	16.3%	11.5%	<b>14.4%</b>
<b>Other markets</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
- Hotel	48.5%	50.8%	41.1%	69.9%	<b>50.3%</b>
- Apartment	15.2%	25.5%	44.8%	13.9%	<b>30.5%</b>
- Other type of accommodation	36.3%	23.8%	14.1%	16.2%	<b>19.2%</b>

### Length of stay by type of accommodation

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
<b>All markets</b>					
- Hotel	6.6	7.9	8.4	8.2	<b>8.2</b>
- Apartment	8.5	9.0	8.8	9.0	<b>8.9</b>
- Private accommodation	9.1	10.5	11.3	13.2	<b>11.1</b>
- Other type of accommodation	6.5	8.8	8.6	10.3	<b>9.0</b>

# Tourist profile by municipality Lanzarote (2019)

## Activities in the Canary Islands



Outdoor time per day	Arrecife	Teguise	Tías	Yaiza	Lanzarote
0 - 8 hours	42.7%	71.2%	68.8%	76.5%	<b>70.3%</b>
More than 8 hours	57.3%	28.8%	31.2%	23.5%	<b>29.7%</b>
Activities in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Walk, wander	81.4%	77.0%	77.4%	77.9%	<b>61.2%</b>
Beach	74.0%	65.6%	67.1%	61.0%	<b>58.5%</b>
Swimming pool, hotel facilities	30.4%	63.1%	65.0%	69.5%	<b>38.6%</b>
Explore the island on their own	65.6%	51.0%	44.9%	48.1%	<b>58.4%</b>
Taste Canarian gastronomy	39.3%	27.6%	28.2%	26.0%	<b>33.6%</b>
Museums / exhibitions	39.5%	22.4%	17.5%	17.9%	<b>32.6%</b>
Wineries/markets/popular festivals	23.6%	21.9%	17.9%	20.9%	<b>24.2%</b>
Organized excursions	18.2%	21.4%	19.7%	18.4%	<b>8.5%</b>
Sport activities	14.8%	16.3%	12.0%	12.5%	<b>35.6%</b>
Nightlife / concerts / shows	12.1%	14.4%	18.3%	8.3%	<b>8.4%</b>
Activities at sea	10.7%	11.0%	9.1%	9.3%	<b>13.9%</b>
Nature activities	15.7%	8.7%	6.8%	8.1%	<b>20.1%</b>
Theme parks	7.2%	8.2%	10.1%	7.8%	<b>4.9%</b>
Sea excursions / whale watching	5.2%	6.5%	6.5%	6.8%	<b>4.7%</b>
Beauty and health treatments	7.7%	6.0%	4.9%	5.9%	<b>4.6%</b>
Astronomical observation	2.6%	1.8%	1.9%	2.2%	<b>3.0%</b>

(\*) Multi-choice question

## Who do they come with?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Unaccompanied	12.3%	4.6%	4.2%	3.5%	<b>4.6%</b>
Only with partner	49.8%	56.4%	55.1%	54.4%	<b>54.7%</b>
With children	10.7%	19.1%	16.6%	20.9%	<b>18.4%</b>
Other relatives	10.2%	12.4%	16.4%	15.0%	<b>14.5%</b>
Other combination	17.0%	7.5%	7.7%	6.3%	<b>7.9%</b>
With children (under the age of 13)	6.4%	19.4%	17.1%	24.0%	<b>19.2%</b>

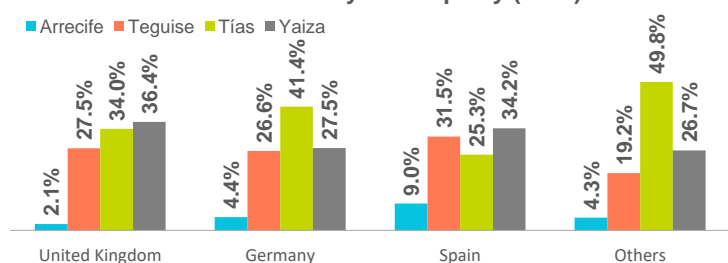
\* Multi-choice question

## Where are they from?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
<b>Tourists (&gt; 15 years old)</b>					
United Kingdom	25,157	325,770	403,063	431,014	<b>1,185,004</b>
Germany	11,313	67,977	105,822	70,342	<b>255,454</b>
Spain	21,610	75,482	60,813	82,076	<b>239,981</b>
Others	31,036	138,912	360,049	193,476	<b>723,473</b>
<b>&amp; Tourists</b>					
United Kingdom	2.1%	27.5%	34.0%	36.4%	<b>100%</b>
Germany	4.4%	26.6%	41.4%	27.5%	<b>100%</b>
Spain	9.0%	31.5%	25.3%	34.2%	<b>100%</b>
Others	4.3%	19.2%	49.8%	26.7%	<b>100%</b>

## Tourist arrivals by municipality (2019)



## Who are they?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
<b>Gender</b>					
Menos de 50.000€	54.5%	47.2%	46.1%	46.7%	<b>47.2%</b>
Women	45.5%	52.8%	53.9%	53.3%	<b>52.8%</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 44 years old	50.2%	40.7%	34.4%	35.7%	<b>37.6%</b>
Over 44 years old	49.8%	59.3%	65.6%	64.3%	<b>62.4%</b>
<b>Occupation</b>					
Active	81.4%	75.4%	72.4%	72.8%	<b>74.0%</b>
Inactive	18.6%	24.6%	27.6%	27.2%	<b>26.0%</b>
<b>Annual household income level</b>					
Less than €50,000	59.7%	59.1%	53.0%	49.4%	<b>53.3%</b>
More than €50,000	40.3%	40.9%	47.0%	50.6%	<b>46.7%</b>
<b>Education level</b>					
No studies/Primary education	3.1%	8.9%	8.9%	7.7%	<b>8.1%</b>
Secondary education	20.4%	20.9%	23.9%	20.6%	<b>21.5%</b>
Higher education	76.5%	70.1%	67.1%	71.7%	<b>70.3%</b>

## How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Average rating	8.58	8.76	8.89	8.88	<b>8.85</b>

Experience in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Worse or much worse than expected	2.3%	2.8%	1.5%	1.2%	<b>1.8%</b>
Lived up to expectations	46.6%	53.1%	57.2%	57.2%	<b>55.4%</b>
Better or much better than expected	51.1%	44.1%	41.3%	41.5%	<b>42.9%</b>

Future intentions (scale 1-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Return to the Canary Islands	8.59	8.80	8.93	8.89	<b>8.88</b>
Recommend visiting the Canary Island	9.00	9.02	9.14	9.08	<b>9.09</b>



8.88/10

Return to the  
Canary Islands



9.09/10

Recommend  
visiting the Canary  
Islands

## How many are loyal to the Canary Islands?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
<b>Repeat tourists</b>					
- Germany	63.1%	73.3%	77.7%	76.7%	<b>75.5%</b>
- Spain	63.4%	73.0%	70.4%	78.6%	<b>73.1%</b>
- United Kingdom	53.7%	80.5%	85.4%	83.2%	<b>82.6%</b>
- Others	50.3%	62.5%	77.0%	65.8%	<b>69.2%</b>
<b>Repeat tourists (3 or more visits)</b>					
- Germany	38.1%	55.4%	58.5%	65.8%	<b>59.3%</b>
- Spain	40.3%	49.4%	48.6%	59.5%	<b>51.4%</b>
- United Kingdom	47.7%	64.8%	70.8%	65.8%	<b>66.8%</b>
- Others	30.2%	39.1%	61.8%	47.0%	<b>51.3%</b>

## How many islands do they visit during their trip?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
One island	86.2%	93.1%	92.5%	90.7%	<b>91.8%</b>
Two or more islands	13.8%	6.9%	7.5%	9.3%	<b>8.2%</b>

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.