

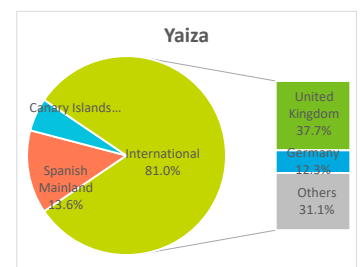
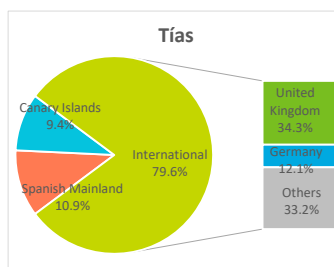
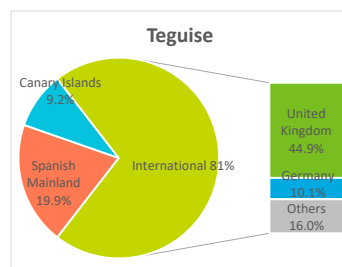
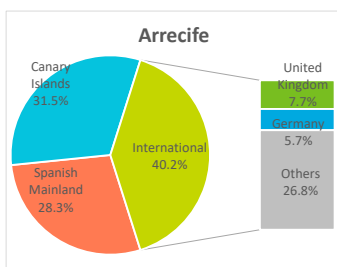
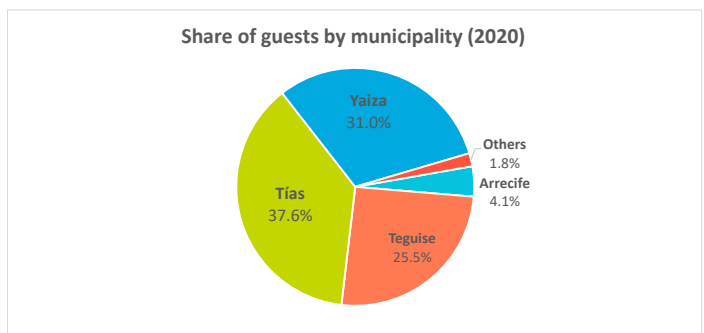
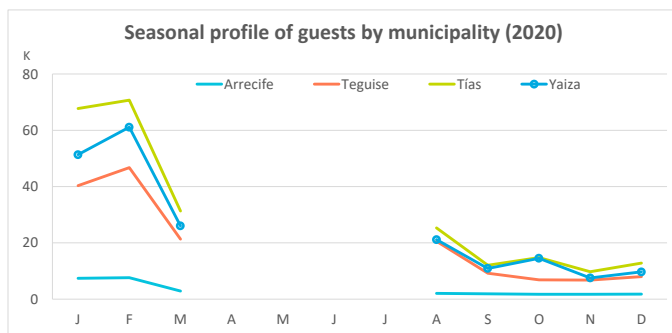
Tourist profile by municipality

Lanzarote (2020)

GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Lanzarote	Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
International	11,411	125,442	207,171	173,696	11,877	529,597	354,162	175,435
- United Kingdom	2,192	79,274	89,219	80,760	3,035	254,480	157,694	96,786
- Germany	1,619	17,822	31,601	26,329	1,497	78,868	65,543	13,325
Spanish Mainland	8,016	35,082	28,481	29,072	93	100,744	84,173	16,571
Canary Islands	8,933	16,185	24,541	11,543	359	61,561	33,391	28,170
Total	28,360	176,709	260,193	214,311	12,329	691,902	471,726	220,176

Place of residence:	Municipality of stay (%)					Lanzarote	Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
International	40.2%	71.0%	79.6%	81.0%	96.3%	76.5%	75.1%	79.7%
- United Kingdom	7.7%	44.9%	34.3%	37.7%	24.6%	36.8%	33.4%	44.0%
- Germany	5.7%	10.1%	12.1%	12.3%	12.1%	11.4%	13.9%	6.1%
Spanish Mainland	28.3%	19.9%	10.9%	13.6%	0.8%	14.6%	17.8%	7.5%
Canary Islands	31.5%	9.2%	9.4%	5.4%	2.9%	8.9%	7.1%	12.8%
Total	100%	100%	100%	100%	100%	100%	100%	100%



Other indicators

	Municipality (%)					Lanzarote	Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Others		Hotel	Apartment
Bednights								
International	47,789	1,059,507	1,858,262	1,430,531	105,768	4,501,857	2,781,982	1,719,875
- United Kingdom	11,550	674,717	800,730	687,218	24,657	2,198,872	1,233,643	965,229
- Germany	8,473	180,489	337,810	220,033	15,611	762,416	589,314	173,102
Spanish Mainland	20,176	205,185	163,515	198,233	487	587,596	484,011	103,585
Canary Islands	18,484	59,921	99,661	60,915	2,986	241,967	113,912	128,055
Total	86,449	1,324,613	2,121,438	1,689,679	109,241	5,331,420	3,379,905	1,951,515
Length of stay								
International	4.2	8.5	9.0	8.2	--	8.5	7.9	9.8
- United Kingdom	5.3	8.5	9.0	8.5	--	8.6	7.8	10.0
- Germany	5.2	10.1	10.7	8.4	--	9.7	9.0	13.0
Spanish Mainland	2.0	5.9	4.5	5.7	--	5.6	5.8	6.2
Canary Islands	2.1	3.7	4.1	5.3	--	3.9	3.4	4.6
Total	3.1	7.5	8.2	7.9	--	7.7	7.2	8.9
ADR (€)	52.0	68.4	75.6	94.9	--	79.7	92.1	59.2
RevPar (€)	25.7	32.2	33.8	41.0	--	35.9	42.6	25.7
Total revenue (€ million)	2.9	42.8	81.3	70.5	--	202.4	145.4	57.0
Bed-space occupancy rate (%)	42.2	44.4	40.2	42.1	--	42.0	42.8	40.7
Occupancy rate per room/apart.(%)	49.4	48.3	47.4	43.8	--	46.8	46.2	47.8

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

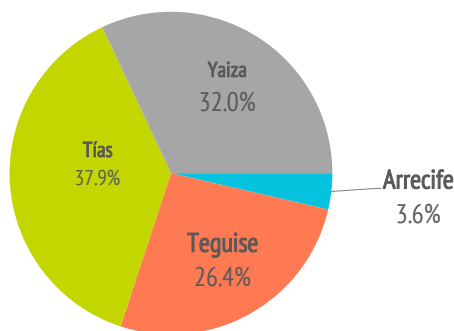
Lanzarote (2020)

How many are they and how much do they spend?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourist arrivals (> 15 years old)	22,522	164,017	235,331	198,600	652,282
Average daily expenditure (€)	110.83	135.30	129.40	158.58	138.34
Average length of stay	8.30	9.41	9.77	9.41	9.49
Turnover per tourist (€)	821	1,120	1,105	1,321	1,156
Total turnover (> 15 years old) (€m)	18	184	260	262.3	754
Share of total turnover	2.5%	24.4%	34.5%	34.8%	100%
Share of total tourists	3.5%	25.1%	36.1%	30.4%	100%

Share of tourists by municipality (2020)



What is the main motivation for their holidays?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Rest	30.9%	52.0%	59.9%	55.9%	53.9%
Explore the destination	35.2%	26.3%	19.3%	22.6%	23.2%
Other reasons	23.3%	19.7%	19.8%	20.2%	21.1%

How far in advance do they book their trip?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Between 0 and 30 days	40.9%	29.5%	28.9%	29.8%	29.6%
Between 1 and 2 months	31.8%	25.4%	23.4%	22.5%	23.7%
More than 3 months	26.7%	44.9%	47.5%	47.2%	46.4%

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



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Previous visits to the Canary Islands	36.9%	52.8%	60.1%	58.7%	56.4%
Friends or relatives	32.3%	22.5%	22.6%	21.4%	23.6%
Internet or social media	53.3%	59.2%	55.3%	55.1%	56.1%
Tour Operator or Travel Agency	8.7%	24.0%	21.6%	26.3%	22.4%
Others	26.0%	22.5%	22.8%	17.5%	21.7%

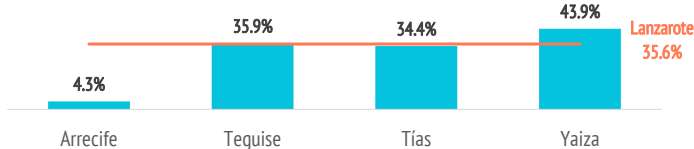
(*) Multi-choice question

What do they book?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Room only/ Bed & Breakfast	72.9%	34.6%	46.5%	26.2%	39.4%
Half board / Full board	22.7%	29.4%	19.1%	29.9%	25.0%
All inclusive	4.3%	35.9%	34.4%	43.9%	35.6%

ALL INCLUSIVE



(Canary Islands: 33.3%)

Importance of each factor in the destination choice



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Climate	65.0%	77.9%	78.0%	79.8%	77.7%
Safety	37.8%	50.2%	56.6%	57.7%	53.5%
Tranquility	47.1%	48.2%	50.7%	55.4%	51.1%
Accommodation supply	32.7%	42.5%	45.3%	49.6%	44.5%
Sea	47.3%	39.4%	41.7%	41.6%	41.3%
European belonging	28.7%	36.8%	36.3%	38.2%	36.5%
Effortless trip	26.7%	32.4%	40.2%	37.3%	36.3%
Landscapes	52.7%	36.2%	31.9%	37.2%	35.9%
Environment	41.4%	35.1%	33.8%	36.3%	35.5%
Price	26.8%	36.0%	39.0%	33.0%	35.3%
Beaches	34.0%	34.9%	35.2%	31.4%	33.5%
Gastronomy	25.1%	24.2%	26.3%	26.6%	25.6%
Authenticity	27.2%	24.7%	22.4%	25.4%	24.6%
Fun possibilities	17.2%	15.8%	15.2%	14.3%	15.2%
Historical heritage	12.8%	11.6%	9.6%	10.2%	10.3%
Exoticism	11.8%	10.4%	9.2%	10.6%	10.2%
Hiking trail network	11.6%	9.4%	8.3%	9.3%	9.6%
Culture	10.0%	10.5%	8.2%	9.3%	9.2%
Shopping	5.6%	6.2%	8.8%	5.0%	6.6%
Nightlife	5.7%	6.0%	6.0%	3.9%	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.

% TOURISTS WHO CHOOSE ACCOMMODATION SUPPLY



Where do they stay?



Type of accommodation	Arrecife	Teguise	Tías	Yaiza	Lanzarote
All markets	100%	100%	100%	100%	100%
- Hotel	57.2%	62.5%	51.0%	71.6%	59.2%
- Apartment	13.5%	24.1%	36.5%	17.4%	26.1%
- Other type of accommodation	29.2%	13.4%	12.5%	11.0%	14.8%
German market	100%	100%	100%	100%	100%
- Hotel	71.3%	75.1%	72.2%	72.1%	70.7%
- Apartment	2.3%	12.4%	13.3%	13.9%	13.6%
- Other type of accommodation	26.3%	12.4%	14.5%	14.0%	15.7%
Spanish Mainland market	100%	100%	100%	100%	100%
- Hotel	51.4%	69.9%	54.6%	79.7%	63.6%
- Apartment	13.8%	11.7%	31.1%	8.0%	16.0%
- Other type of accommodation	34.8%	18.4%	14.3%	12.3%	20.4%
British market	100%	100%	100%	100%	100%
- Hotel	71.5%	58.8%	45.9%	67.6%	56.9%
- Apartment	10.3%	33.6%	41.7%	23.0%	31.9%
- Other type of accommodation	18.3%	7.6%	12.3%	9.5%	11.2%
Other markets	100%	100%	100%	100%	100%
- Hotel	47.4%	55.9%	47.1%	72.9%	55.1%
- Apartment	20.0%	23.1%	41.5%	15.6%	28.9%
- Other type of accommodation	32.6%	21.0%	11.4%	11.5%	16.0%

Length of stay by type of accommodation

All markets	Arrecife	Teguise	Tías	Yaiza	Lanzarote
- Hotel	7.2	8.2	8.2	8.4	8.2
- Apartment	8.9	11.7	10.5	10.6	10.9
- Private accommodation	10.5	11.7	14.8	16.4	13.0
- Other type of accommodation	8.4	9.7	12.5	10.3	10.7

Tourist profile by municipality

Lanzarote (2020)

Activities in the Canary Islands



Activities in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Outdoor time per day					
0 - 8 hours	50.1%	70.6%	69.2%	77.8%	70.6%
More than 8 hours	49.9%	29.4%	30.8%	22.2%	29.4%
Activities in the Canary Islands					
Walk, wander	80.7%	79.2%	80.8%	79.6%	80.1%
Beach	70.6%	66.3%	67.8%	61.6%	65.5%
Swimming pool, hotel facilities	27.9%	61.4%	63.0%	66.1%	60.9%
Explore the island on their own	67.4%	61.7%	54.3%	58.5%	58.6%
Activities at sea	24.5%	38.6%	35.9%	34.8%	36.6%
Taste Canarian gastronomy	35.4%	31.0%	27.8%	29.6%	30.1%
Museums / exhibitions	34.4%	24.2%	19.6%	21.4%	22.6%
Nature activities	31.8%	22.6%	16.7%	21.0%	21.2%
Wineries/markets/popular festivals	24.2%	19.3%	17.6%	23.2%	20.6%
Sport activities	17.9%	19.5%	18.3%	14.6%	18.4%
Organized excursions	14.3%	17.5%	16.2%	12.6%	15.0%
Nightlife / concerts / shows	8.4%	8.7%	13.3%	6.1%	9.4%
Sea excursions / whale watching	4.4%	5.1%	5.2%	6.0%	5.1%
Theme parks	2.4%	4.2%	6.1%	4.9%	4.9%
Beauty and health treatments	2.7%	4.6%	3.8%	5.7%	4.7%
Astronomical observation	4.8%	1.1%	2.8%	2.0%	2.3%

(*) Multi-choice question

Who do they come with?



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

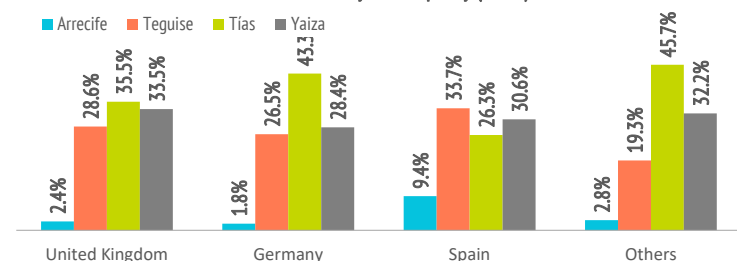
* Multi-choice question

Where are they from?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourists (> 15 years old)					
United Kingdom	6,231	73,324	90,849	85,723	256,127
Germany	1,367	20,096	32,763	21,512	75,738
Spain	9,767	34,982	27,313	31,785	103,847
Others	5,157	35,615	84,407	59,579	184,758
& Tourists					
United Kingdom	2.4%	28.6%	35.5%	33.5%	100%
Germany	1.8%	26.5%	43.3%	28.4%	100%
Spain	9.4%	33.7%	26.3%	30.6%	100%
Others	2.8%	19.3%	45.7%	32.2%	100%

Tourist arrivals by municipality (2020)



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.

Who are they?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Gender					
Menos de 50.000€	49.6%	48.2%	47.1%	47.4%	47.7%
Women	50.4%	51.8%	52.9%	52.6%	52.3%
Age range (> 15 years old)					
16 - 44 years old	53.1%	40.4%	33.9%	34.6%	36.9%
Over 44 years old	46.9%	59.6%	66.1%	65.4%	63.1%
Occupation					
Active	72.9%	73.5%	68.4%	70.5%	71.3%
Inactive	27.1%	26.5%	31.6%	29.5%	28.7%
Annual household income level					
Less than €50,000	59.3%	56.8%	52.8%	46.0%	51.8%
More than €50,000	40.7%	43.2%	47.2%	54.0%	48.2%
Education level					
No studies/Primary education	1.4%	7.2%	7.7%	4.9%	6.3%
Secondary education	17.0%	22.4%	23.9%	18.4%	21.1%
Higher education	81.6%	70.5%	68.4%	76.7%	72.6%

How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Average rating	8.73	8.81	8.88	8.86	8.85
Experience in the Canary Islands					
Worse or much worse than expected	3.2%	2.9%	2.4%	3.5%	2.9%
Lived up to expectations	44.0%	54.0%	56.7%	54.4%	54.7%
Better or much better than expected	52.7%	43.1%	40.9%	42.2%	42.4%
Future intentions (scale 1-10)					
Return to the Canary Islands	8.94	8.84	9.07	8.95	8.97
Recommend visiting the Canary Islands	9.31	9.08	9.16	9.15	9.15

8.97/10

Return to the Canary Islands

9.15/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Repeat tourists					
Repeat tourists	60.0%	75.8%	80.5%	78.0%	77.7%
- Germany	76.7%	74.8%	78.0%	82.1%	78.6%
- Spain	60.4%	72.7%	72.8%	77.2%	73.0%
- United Kingdom	65.0%	83.1%	87.8%	84.6%	85.0%
- Others	48.5%	64.5%	76.0%	67.6%	69.9%
Repeat tourists (3 or more visits)					
Repeat tourists (3 or more visits)	41.5%	56.6%	66.3%	62.4%	61.5%
- Germany	53.3%	64.7%	66.2%	65.3%	66.1%
- Spain	41.8%	44.6%	51.9%	55.3%	49.7%
- United Kingdom	49.3%	67.7%	75.1%	73.4%	71.9%
- Others	28.3%	41.0%	61.5%	49.3%	52.1%

How many islands do they visit during their trip?



	Arrecife	Teguise	Tías	Yaiza	Lanzarote
One island	78.9%	90.6%	92.6%	91.8%	91.3%
Two or more islands	21.1%	9.4%	7.4%	8.2%	8.7%