GUESTS IN ACCOMMODATION

	Municipality of stay						Accommodation type	
Place of residence:	Arrecife	Teguise	Tías	Yaiza	Others	Lanzarote	Hotel	Apartment
International	45,562	482,845	801,557	696,667	45,902	**2,072,533**	1,465,570	606,963
- United Kingdom	10,764	313,692	361,041	414,275	13,989	**1,113,761**	766,840	346,921
- Germany	5,555	48,094	93,741	48,131	3,705	**199,226**	170,636	28,590
Spanish Mainland	22,245	83,442	68,330	84,582	956	**259,555**	213,049	46,506
Canary Islands	34,364	18,974	27,692	20,481	2,372	**103,883**	65,712	38,171
Total	**102,171**	**585,261**	**897,579**	**801,730**	**49,230**	**2,435,971**	**1,744,331**	**691,640**

	Municipality of stay (%)						Accommodation type (%)	
Place of residence:	Arrecife	Teguise	Tías	Yaiza	Others	Lanzarote	Hotel	Apartment
International	44.6%	82.5%	89.3%	86.9%	93.2%	**85.1%**	84.0%	87.8%
- United Kingdom	10.5%	53.6%	40.2%	51.7%	28.4%	**45.7%**	44.0%	50.2%
- Germany	5.4%	8.2%	10.4%	6.0%	7.5%	**8.2%**	9.8%	4.1%
Spanish Mainland	21.8%	14.3%	7.6%	10.5%	1.9%	**10.7%**	12.2%	6.7%
Canary Islands	33.6%	3.2%	3.1%	2.6%	4.8%	**4.3%**	3.8%	5.5%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Seasonal profile of guests by municipality (2023)

Share of guests by municipality (2023)

Arrecife

Teguise
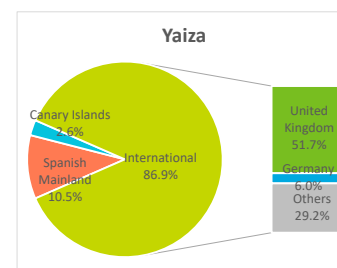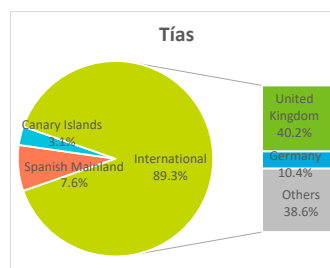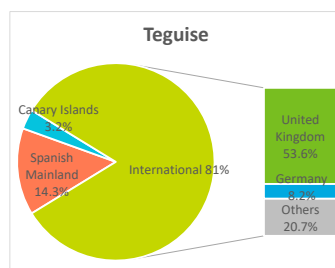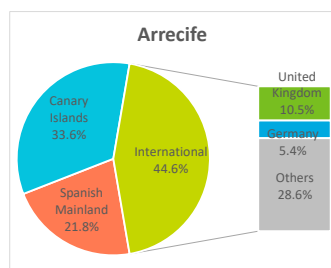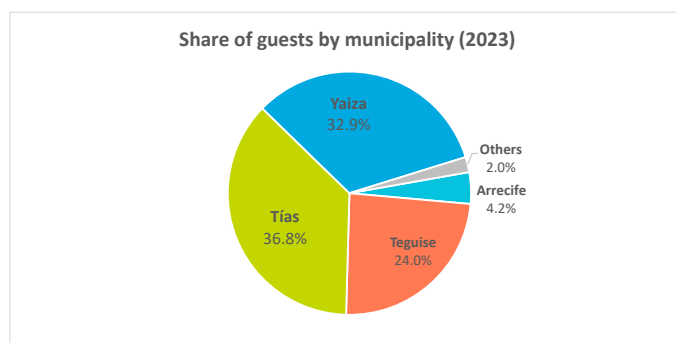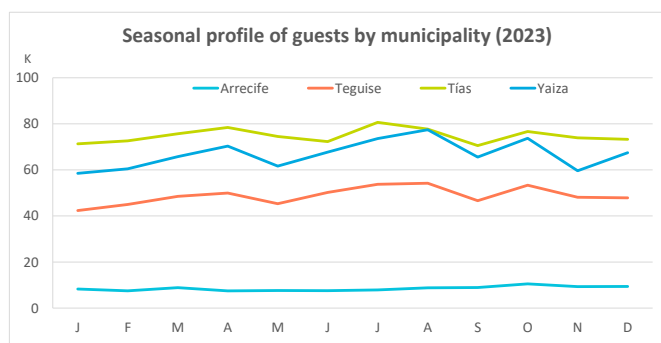
Tías

Yaiza

Other indicators

	Municipality of stay						Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Others	Lanzarote	Hotel	Apartment
Bednights								
International	169,358	3,711,066	6,684,913	5,388,556	405,321	**16,359,214**	11,046,628	5,312,586
- United Kingdom	44,657	2,428,748	2,930,080	3,162,126	110,754	**8,676,365**	5,634,584	3,041,781
- Germany	23,319	452,309	939,870	506,939	36,932	**1,959,369**	1,632,013	327,356
Spanish Mainland	65,759	441,745	421,510	503,651	5,781	**1,438,446**	1,104,126	334,320
Canary Islands	67,618	82,283	138,407	93,295	13,675	**395,278**	205,418	189,860
Total	**302,735**	**4,235,094**	**7,244,830**	**5,985,502**	**424,777**	**18,192,938**	**12,356,172**	**5,836,766**
Lenght of stay								
International	3.7	7.7	8.3	7.7	--	**7.9**	7.5	8.8
- United Kingdom	4.1	7.7	8.1	7.6	--	**7.8**	7.3	8.8
- Germany	4.2	9.4	10.0	10.5	--	**9.8**	9.6	11.5
Spanish Mainland	3.0	5.3	6.2	6.0	--	**5.5**	5.2	7.2
Canary Islands	2.0	4.3	5.0	4.6	--	**3.8**	3.1	5.0
Total	**3.0**	**7.2**	**8.1**	**7.5**	**--**	**7.5**	**--**	**--**
ADR (€)	83.0	85.3	102.0	128.6	--	**107.5**	120.9	76.3
RevPar (€)	64.9	70.2	88.4	108.7	--	**91.0**	102.8	64.1
Total revenue (€ million)	14.0	160.4	331.3	342.9	--	**873.0**	686.6	186.4
Bed-space ocuppancy rate (%)	71.6	78.7	78.7	77.0	--	**77.4**	78.7	74.8
Occupancy rate per room/apart.(%)	78.3	82.4	86.7	84.6	--	**84.7**	85.0	84.0
Tourist population [1]	829	11,603	19,849	16,399	1,164	**49,844**	--	--
Employment	215	2,336	3,542	4,413	512	**11,018**	8,870	2,148

[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.

How many are they and how much do they spend?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourist arrivals (≥ 16 years old)	100,457	638,167	927,336	809,631	2,601,667
Average daily expenditure (€)	144.03	161.23	162.77	184.64	167.57
Average lenght of stay	8.06	8.60	9.05	8.98	8.93
Turnover per tourist (€)	1,044	1,242	1,327	1,511	1,349
Total turnover (≥ 16 years old)(€m)	105	793	1,230	1,223.6	3,508
Share of total turnover	3.0%	22.6%	35.1%	34.9%	100%
Share of total tourists	3.9%	24.5%	35.6%	31.1%	100%

Share of tourists by municipality (2023)

- Yaiza 31.1%
- Others 4.8%
- Arrecife 3.9%
- Teguise 24.5%
- Tías 35.6%
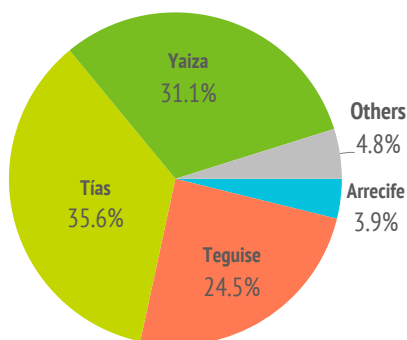
What is the main motivation for their holidays?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Rest	37.4%	50.8%	56.4%	56.5%	52.9%
Explore the destination	44.2%	27.1%	19.4%	19.2%	23.1%
Other reasons	18.4%	22.1%	24.1%	24.3%	24.1%

How far in advance do they bok their trip?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Between 0 and 30 days	29.0%	24.0%	18.7%	18.9%	20.4%
Between 1 and 2 months	37.5%	26.4%	21.5%	23.1%	24.3%
More than 3 months	33.5%	49.6%	59.7%	58.0%	55.4%

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

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Previous visits to the Canary Islands	37.4%	54.4%	61.2%	61.1%	58.0%
Friends or relatives	26.6%	30.2%	28.5%	28.2%	29.6%
Internet or social media	63.8%	63.5%	54.4%	59.5%	58.7%
Tour Operator or Travel Agency	7.7%	17.9%	21.0%	22.9%	19.7%
Others	32.2%	26.7%	21.4%	23.2%	24.0%

(*) Multi-choise question

What do they book?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Room only/ Bed & Breakfast	86.7%	39.0%	52.5%	36.2%	47.1%
Half board / Full board	13.3%	22.6%	17.3%	23.1%	19.9%
All inclusive	0.0%	38.4%	30.2%	40.7%	33.0%

ALL INCLUSIVE

- Arrecife 0.0%
- Teguise 38.4%
- Tías 30.2%
- Yaiza 40.7%
- Lanzarote 33.0%
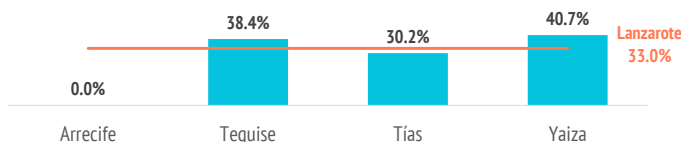
(Canary Islands: 33.2%)

Importance of each factor in the destination choice

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Climate	76.9%	71.4%	74.3%	78.9%	74.6%
Safety	52.6%	54.8%	60.8%	61.8%	58.3%
Tranquility	44.7%	48.6%	50.6%	53.2%	50.6%
Accommodation supply	28.7%	44.4%	47.1%	52.4%	46.6%
Effortless trip	37.1%	39.8%	43.8%	44.1%	42.0%
Sea	52.7%	41.1%	42.2%	39.3%	41.3%
Price	30.7%	40.8%	41.1%	40.3%	39.7%
Environment	36.2%	38.1%	37.1%	36.0%	37.3%
Beaches	48.6%	33.6%	38.5%	30.8%	34.7%
European belonging	34.8%	33.2%	35.6%	35.5%	34.6%
Landscapes	54.2%	35.7%	32.5%	30.6%	34.5%
Gastronomy	31.6%	23.1%	29.2%	27.5%	27.2%
Authenticity	36.5%	24.5%	23.8%	23.9%	24.9%
Fun possibilities	18.7%	19.0%	21.8%	18.6%	19.8%
Historical heritage	14.7%	11.7%	11.2%	10.7%	11.5%
Culture	13.0%	11.3%	11.8%	9.2%	11.0%
Exoticism	17.2%	9.6%	10.2%	9.8%	10.8%
Shopping	8.5%	5.9%	10.7%	6.6%	7.9%
Nightlife	5.2%	5.5%	8.0%	4.4%	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?

Type of accommodation	Arrecife	Teguise	Tías	Yaiza	Lanzarote
All markets	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	47.4%	58.4%	48.8%	65.8%	55.0%
- Apartment	10.4%	17.2%	31.2%	16.4%	21.4%
- Private accommodation	31.7%	16.6%	11.8%	10.2%	15.1%
- Other type of accommodation	10.5%	7.8%	8.2%	7.6%	8.4%
German market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	23.0%	71.6%	68.6%	51.6%	57.7%
- Apartment	15.5%	5.9%	10.9%	9.9%	9.1%
- Private accommodation	52.8%	20.5%	16.0%	24.4%	26.4%
- Other type of accommodation	8.6%	2.0%	4.5%	14.1%	6.7%
Spanish Mainland market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	53.0%	61.6%	59.6%	72.1%	60.0%
- Apartment	14.1%	20.6%	28.4%	16.3%	20.1%
- Private accommodation	31.7%	15.3%	9.0%	6.8%	16.1%
- Other type of accommodation	1.1%	2.5%	3.0%	4.8%	3.8%
British market	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	60.1%	57.8%	44.7%	67.4%	56.3%
- Apartment	8.1%	19.5%	33.1%	18.4%	23.2%
- Private accommodation	11.9%	14.3%	11.7%	7.6%	11.7%
- Other type of accommodation	19.9%	8.4%	10.4%	6.6%	8.9%
Other markets	**100%**	**100%**	**100%**	**100%**	**100%**
- Hotel	43.1%	53.8%	46.6%	63.9%	50.7%
- Apartment	7.5%	14.2%	34.5%	13.7%	22.5%
- Private accommodation	36.9%	21.0%	11.4%	13.5%	17.0%
- Other type of accommodation	12.5%	11.1%	7.4%	8.9%	9.8%

Lenght of stay (all markets)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Type of accommodation					
- Hotel	6.3	7.8	8.3	8.1	8.0
- Apartment	6.8	8.8	9.3	10.1	9.3
- Private accommodation	11.6	10.8	11.4	11.6	11.2
- Other type of accommodation	6.5	9.5	9.4	10.9	9.7

Activities in the Canary Islands

Outdoor time per day	Arrecife	Teguise	Tías	Yaiza	Lanzarote
0 - 8 hours	42.6%	67.7%	66.2%	77.0%	**68.9%**
More than 8 hours	57.4%	32.3%	33.8%	23.0%	**31.1%**

Activities in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Walk, wander	82.8%	79.9%	82.3%	78.7%	**80.0%**
Beach	83.3%	69.7%	70.7%	63.8%	**68.6%**
Swimming pool, hotel facilities	26.8%	64.3%	64.9%	69.2%	**63.0%**
Explore the island on their own	80.1%	54.0%	47.0%	48.2%	**51.3%**
Taste Canarian gastronomy	37.2%	29.2%	26.9%	27.5%	**28.6%**
Museums / exhibitions	43.9%	27.1%	16.5%	16.6%	**21.2%**
Wineries/markets/popular festivals	30.3%	22.4%	17.4%	19.4%	**20.3%**
Nature activities	33.8%	23.3%	15.6%	18.0%	**20.3%**
Organized excursions	28.9%	19.5%	18.1%	16.3%	**17.9%**
Sport activities	12.6%	16.4%	15.5%	12.5%	**15.6%**
Activities at sea	17.6%	15.2%	12.1%	13.2%	**13.9%**
Nightlife / concerts / shows	15.6%	13.3%	17.1%	10.4%	**13.7%**
Theme parks	5.8%	8.3%	8.5%	8.3%	**8.1%**
Beauty and health treatments	4.6%	4.9%	5.7%	6.2%	**5.5%**
Astronomical observation	3.9%	2.0%	1.6%	2.0%	**2.0%**
Sea excursions / whale watching	0.0%	0.0%	0.0%	0.0%	**0.0%**

(*) Multi-choise question

Who do they come with?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Unaccompanied	11.5%	5.1%	4.9%	2.6%	**4.7%**
Only with partner	48.9%	54.7%	55.0%	53.9%	**54.1%**
With children	13.3%	17.0%	17.3%	21.8%	**18.6%**
Other relatives	10.5%	13.0%	16.2%	14.3%	**14.2%**
Other combination	15.7%	10.2%	6.7%	7.5%	**8.4%**
With children (under the age of 13)	7.7%	18.7%	17.4%	25.2%	**19.6%**

* Share over total answers

Where are they from?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourists (> 15 years old)					
United Kingdom	22,370	341,546	410,409	459,636	**1,265,031**
Germany	11,374	50,564	88,145	56,171	**225,420**
Spain	28,203	85,964	65,606	80,968	**276,075**
Others	38,510	160,093	363,175	212,856	**835,141**
% Tourists					
United Kingdom	1.8%	27.0%	32.4%	36.3%	**100%**
Germany	5.0%	22.4%	39.1%	24.9%	**100%**
Spain	10.2%	31.1%	23.8%	29.3%	**100%**
Others	4.6%	19.2%	43.5%	25.5%	**100%**

Tourist arrivals by municipality (2023)

Legend: Arrecife, Teguise, Tías, Yaiza
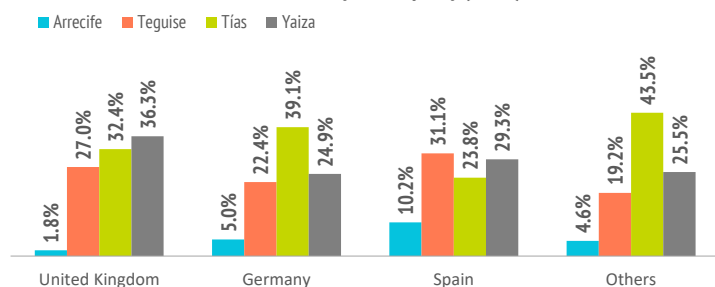
Who are they?

Gender	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Less than 50.000€	51.2%	49.2%	48.4%	46.8%	**48.1%**
Women	48.8%	50.8%	51.6%	53.2%	**51.9%**
Age range (> 15 years old)					
16 - 44 years old	58.6%	46.9%	36.6%	41.6%	**41.9%**
Over 44 years old	41.4%	53.1%	63.4%	58.4%	**58.1%**
Occupation					
Active	74.4%	72.8%	70.9%	71.9%	**72.4%**
Inactive	25.6%	27.2%	29.1%	28.1%	**27.6%**
Annual household income level					
Less than €50,000	60.6%	50.0%	50.0%	40.6%	**47.0%**
More than €50,000	39.4%	50.0%	50.0%	59.4%	**53.0%**
Education level					
No studies/Primary education	4.6%	6.6%	8.3%	5.8%	**6.7%**
Secondary education	15.5%	15.8%	21.9%	16.8%	**18.1%**
Higher education	79.8%	77.7%	69.8%	77.4%	**75.2%**

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Average rating	8.75	8.87	9.06	9.03	**8.99**

Experience in the Canary Islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Worse or much worse than expected	4.3%	2.3%	1.7%	1.1%	**1.8%**
Lived up to expectations	45.7%	53.7%	56.8%	56.4%	**55.0%**
Better or much better than expected	50.1%	44.0%	41.5%	42.5%	**43.3%**

Future intentions (scale 1-10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Return to the Canary Islands	8.71	8.89	9.18	9.09	**9.05**
Recommend visiting the Canary Islands	9.03	9.10	9.32	9.28	**9.23**

9.05/10

Return to the Canary Islands

9.23/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Repeat tourists	59.2%	75.7%	80.7%	80.8%	**78.2%**
- Germany	61.5%	69.1%	78.5%	82.3%	**76.8%**
- Spain	71.8%	72.5%	72.2%	80.1%	**74.6%**
- United Kingdom	61.1%	84.3%	86.4%	87.7%	**86.0%**
- Others	48.2%	61.1%	76.4%	65.6%	**68.1%**
Repeat tourists (3 or more visits)	40.4%	54.3%	65.0%	62.7%	**60.3%**
- Germany	39.1%	47.4%	63.8%	64.7%	**59.6%**
- Spain	49.1%	48.9%	43.4%	58.5%	**50.3%**
- United Kingdom	33.9%	64.9%	72.7%	70.2%	**69.1%**
- Others	38.1%	36.8%	60.6%	47.4%	**50.2%**

How many islands do they visit during their trip?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
One island	83.1%	93.2%	93.6%	92.8%	**92.9%**
Two or more islands	16.9%	6.8%	6.4%	7.2%	**7.1%**

WHICH PLACES DO THE VISIT IN LANZAROTE?*

Place	%
Montaña del Fuego/ Ruta de los Volcanes	33.6%
Arrecife	32.5%
Jameos del agua	27.9%
Mirador del Río Viewpoint	25.5%
Cueva de los Verdes	21.9%
Teguise Market	19.7%
Cactus Garden	19.3%
César Manrique Foundation	14.4%
Monumento al Campesino	9.8%
La Graciosa	8.6%
San José Castle	3.9%
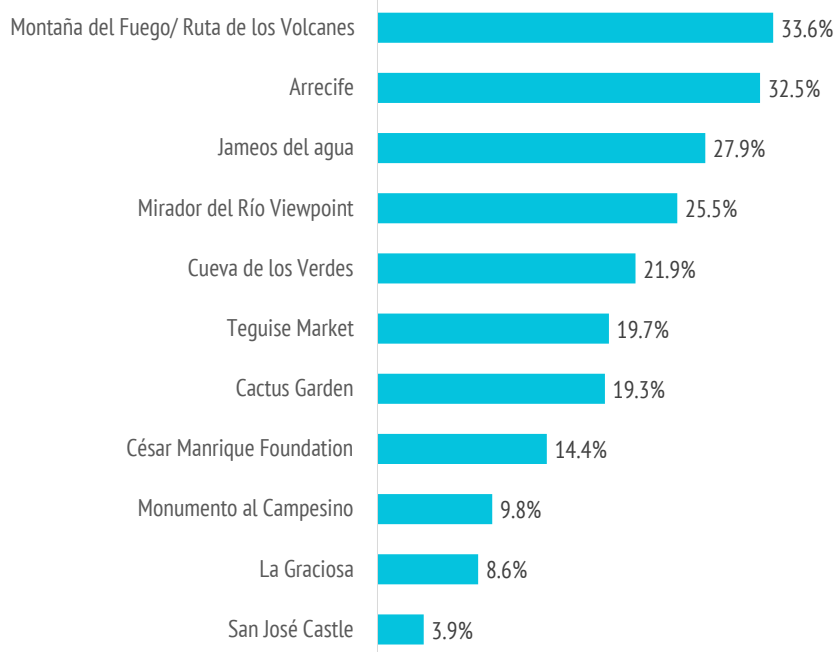
**Multi-choice question

99

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

Note: the graph shows the % of tourists in Lanzarote (taking into account all the municipalities) who visit a tourist spot.
Source: Encuesta sobre el Gasto Turístico (ISTAC).