PROFILE OF TOURIST VISITING LANZAROTE
2020

Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Lanzarote	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	**739,697**	**4,631,803**
Tourist arrivals > 15 years old (EGT)	**652,252**	**4,110,955**
- book holiday package	325,270	1,970,658
- do not book holiday package	326,982	2,140,297
- % tourists who book holiday package	49.9%	47.9%
Share of total tourist	16.0%	100%
Expenditure per tourist (€)	**1,157**	**1,170**
- book holiday package	1,269	1,334
- holiday package	1,037	1,093
- others	232	241
- do not book holiday package	1,046	1,019
- flight	266	260
- accommodation	409	363
- others	371	396
Average lenght of stay	**9.47**	**10.14**
- book holiday package	8.43	8.86
- do not book holiday package	10.51	11.32
Average daily expenditure (€)	**138.6**	**135.3**
- book holiday package	160.0	160.6
- do not book holiday package	117.3	112.0
Total turnover (> 15 years old) (€m)	**755**	**4,809**
- book holiday package	413	2,629
- do not book holiday package	342	2,180

AVERAGE LENGHT OF STAY (nights)

■ Lanzarote ■ Canary Islands

	Total	book holiday package	do not book holiday package
	9.47 / 10.14	8.43 / 8.86	10.51 / 11.32

EXPENDITURE PER TOURIST (€)

■ Lanzarote ■ Canary Islands

	Total	book holiday package	do not book holiday package
	1,157 / 1,170	1,269 / 1,334	1,046 / 1,019
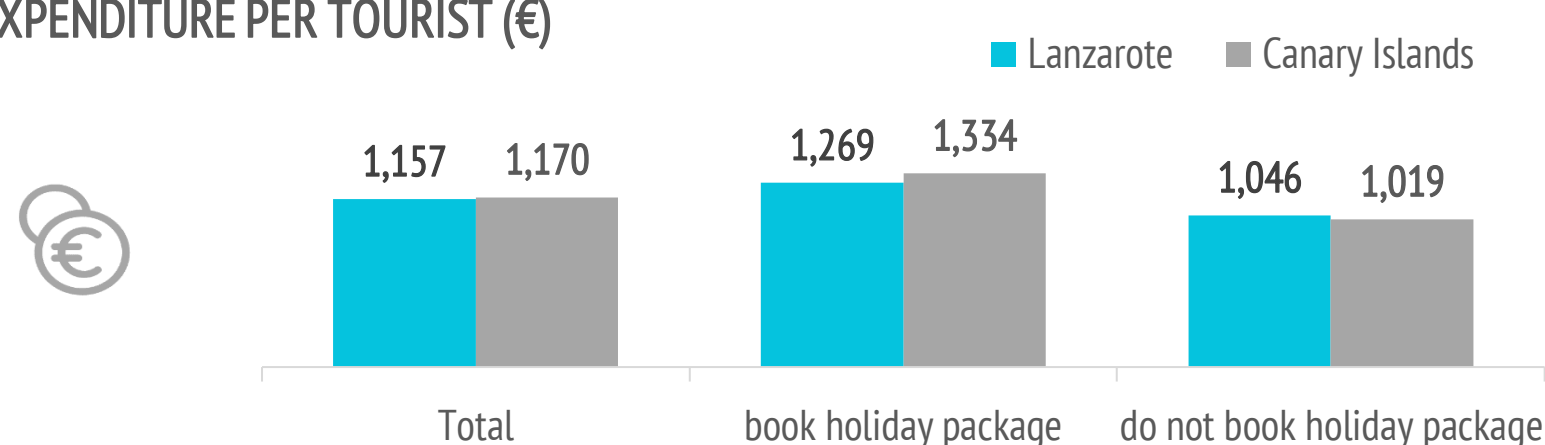
Where did they spend their main holiday last year?*

	Lanzarote	Canary Islands
Don't have holiday	5.7%	8.8%
Canary Islands	26.6%	29.0%
Other destination	67.7%	62.2%

What other destinations do they consider for this trip?*

	Lanzarote	Canary Islands
None	32.0%	39.2%
Canary Islands	25.7%	31.1%
Other destination	42.3%	29.7%

available data for the second half of 2020. Percentage of valid answers

Importance of each factor in the destination choice

	Lanzarote	Canary Islands
Climate	77.8%	78.0%
Safety	53.8%	51.7%
Tranquility	51.2%	48.4%
Accommodation supply	44.7%	39.4%
Sea	41.4%	46.1%
European belonging	36.5%	37.6%
Effortless trip	36.4%	34.0%
Landscapes	35.9%	35.5%
Environment	35.5%	33.2%
Price	35.3%	32.9%
Beaches	33.5%	38.0%
Gastronomy	25.6%	25.5%
Authenticity	24.6%	21.6%
Fun possibilities	15.2%	18.4%
Historical heritage	10.4%	9.3%
Exoticism	10.3%	11.1%
Hiking trail network	9.4%	12.9%
Culture	9.3%	8.7%
Shopping	6.6%	9.1%
Nightlife	5.3%	7.6%

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

LANZAROTE 44.5%   CANARY ISLANDS 39.4%
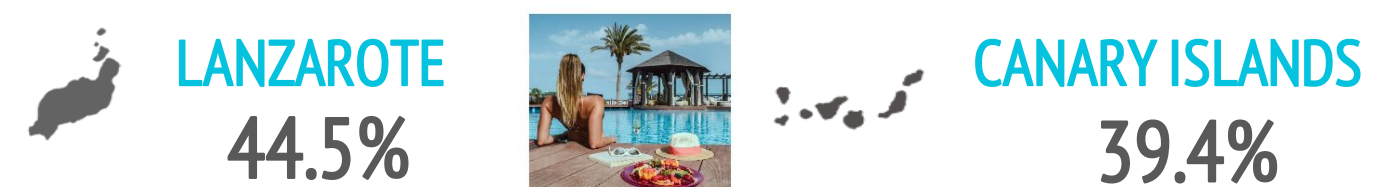
What is the main motivation for their holidays?

	Lanzarote	Canary Islands
Rest	55.1%	54.9%
Enjoy family time	11.3%	13.6%
Have fun	4.5%	6.9%
Explore the destination	23.6%	19.3%
Practice their hobbies	2.5%	2.4%
Other reasons	3.1%	2.8%

EXPLORE THE DESTINATION

23.6%

19.3%
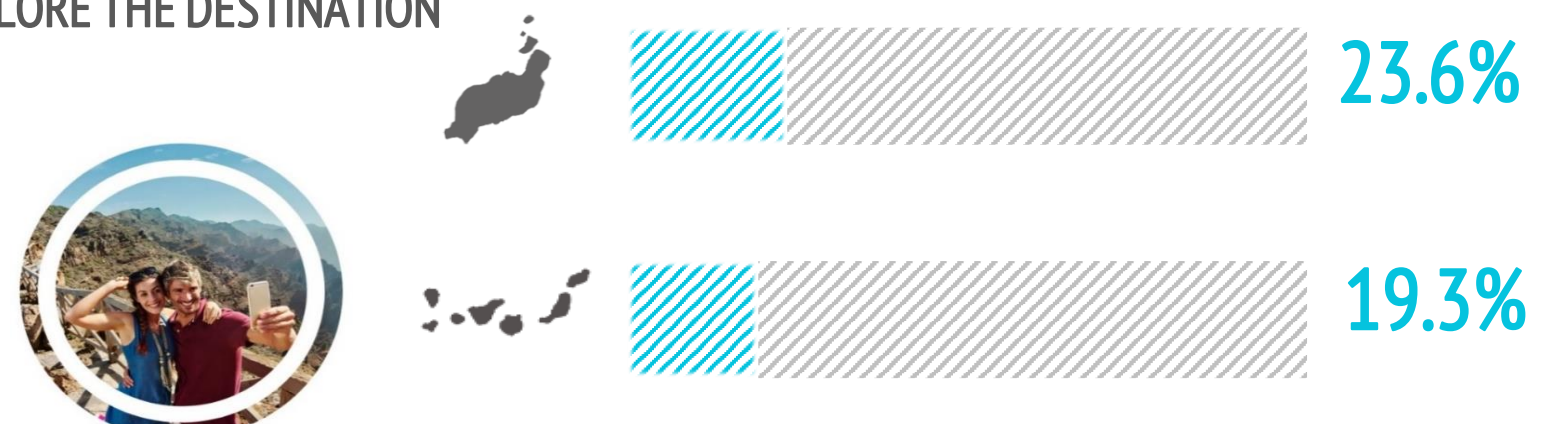
How far in advance do they book their trip?

	Lanzarote	Canary Islands
The same day	0.6%	1.0%
Between 1 and 30 days	29.2%	32.6%
Between 1 and 2 months	23.9%	24.2%
Between 3 and 6 months	26.2%	25.3%
More than 6 months	20.2%	16.9%

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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

Canary Islands
LATITUDE OF LIFE
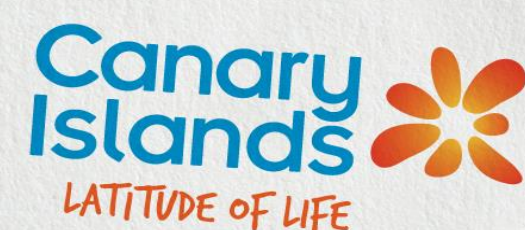
## What channels did they use to get information about the trip?

	Lanzarote	Canary Islands
Previous visits to the Canary Islands	56.4%	52.2%
Friends or relatives	23.5%	26.3%
Internet or social media	56.0%	50.7%
Mass Media	2.1%	2.3%
Travel guides and magazines	8.2%	7.4%
Travel Blogs or Forums	7.3%	5.7%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	22.6%	19.8%
Public administrations or similar	1.3%	0.9%
Others	2.1%	2.6%

* Multi-choise question

With whom did they book their flight and accommodation?

	Lanzarote	Canary Islands
Flight		
- Directly with the airline	51.0%	50.4%
- Tour Operator or Travel Agency	49.0%	49.6%
Accommodation		
- Directly with the accommodation	37.3%	37.4%
- Tour Operator or Travel Agency	62.7%	62.6%

Where do they stay?

	Lanzarote	Canary Islands
1-2-3* Hotel	8.1%	11.7%
4* Hotel	38.9%	37.7%
5* Hotel / 5* Luxury Hotel	12.2%	9.7%
Aparthotel / Tourist Villa	26.1%	19.1%
House/room rented in a private dwelling	5.3%	6.5%
Private accommodation (1)	5.2%	9.5%
Others (Cottage, cruise, camping,..)	4.2%	5.8%

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

■ Aparthotel / Tourist Villa   ■ Hotels   ■ Others

26.1%	59.2%	14.7%

19.1%	59.1%	21.8%
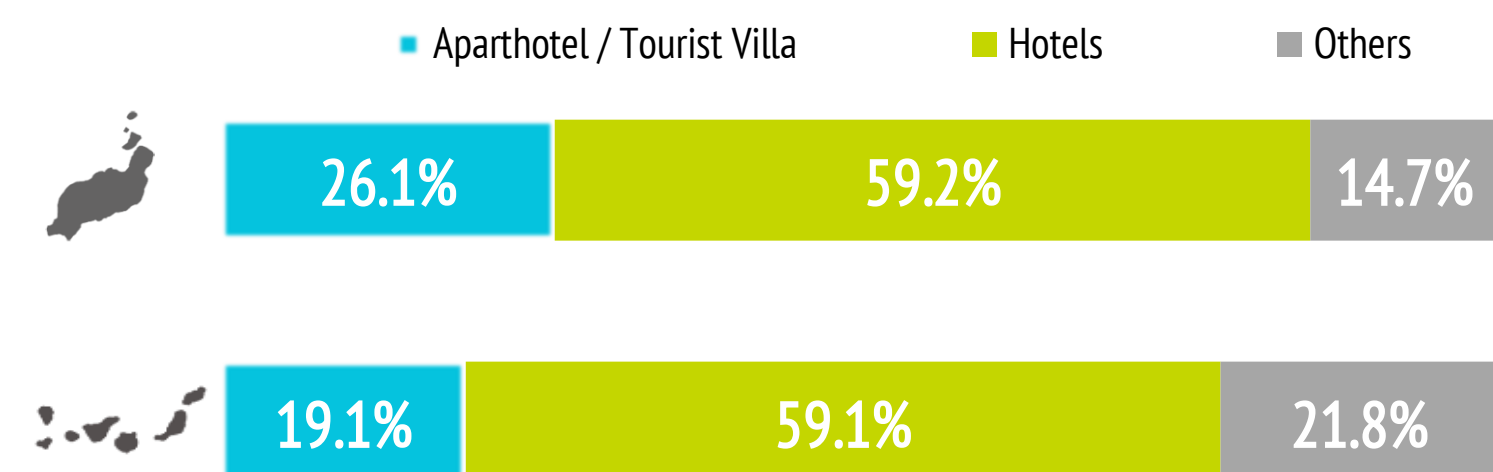
What do they book?

	Lanzarote	Canary Islands
Room only	28.5%	29.0%
Bed and Breakfast	10.6%	14.5%
Half board	22.3%	20.3%
Full board	2.8%	3.3%
All inclusive	35.8%	32.8%

35.8% of tourists book all inclusive.

(Canary Islands: 32.8%)

Other expenses

	Lanzarote	Canary Islands
Restaurants or cafes	67.3%	63.7%
Supermarkets	56.2%	54.6%
Car rental	38.8%	31.7%
Organized excursions	25.9%	18.4%
Taxi, transfer, chauffeur service	49.1%	43.6%
Theme Parks	3.7%	4.5%
Sport activities	6.5%	6.1%
Museums	12.2%	4.4%
Flights between islands	8.1%	5.2%

Activities in the Canary Islands

Outdoor time per day	Lanzarote	Canary Islands
0 hours	1.3%	2.0%
1 - 2 hours	8.8%	8.9%
3 - 6 hours	40.1%	33.2%
7 - 12 hours	43.8%	47.3%
More than 12 hours	6.0%	8.6%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 7h
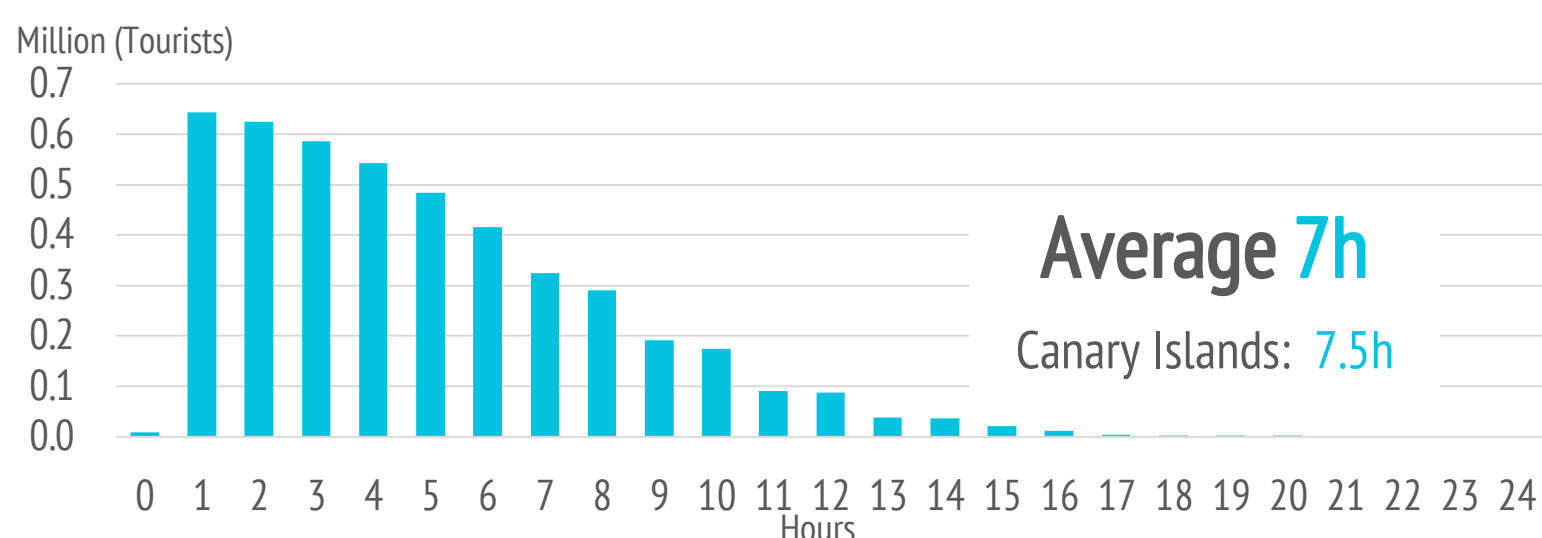
Canary Islands: 7.5h

Activities in the Canary Islands	Lanzarote	Canary Islands
Walk, wander	80.0%	72.6%
Beach	65.5%	66.5%
Swimming pool, hotel facilities	61.0%	53.3%
Explore the island on their own	58.5%	49.7%
Swim	33.2%	30.4%
Taste Canarian gastronomy	30.0%	27.0%
Museums / exhibitions	22.6%	10.2%
Wineries / markets / popular festivals	20.4%	11.1%
Hiking	16.9%	19.8%
Organized excursions	15.1%	12.5%
Nightlife / concerts / shows	9.5%	11.8%
Running	8.7%	7.2%
Cycling / Mountain bike	8.3%	3.9%
Other Nature Activities	8.0%	7.9%
Sea excursions / whale watching	5.2%	9.3%
Theme parks	5.0%	8.1%
Beauty and health treatments	4.6%	5.2%
Practice other sports	4.0%	4.7%
Scuba Diving	3.5%	2.8%
Surg	2.9%	2.8%
Astronomical observation	2.3%	4.1%
Golf	1.2%	2.2%
Windsurf / Kitesurf	0.9%	1.3%

* Multi-choise question

	LANZAROTE	CANARY ISLANDS
MUSEUMS / EXHIBITIONS	**22.6%**	**10.2%**

Canary Islands — LATITUDE OF LIFE
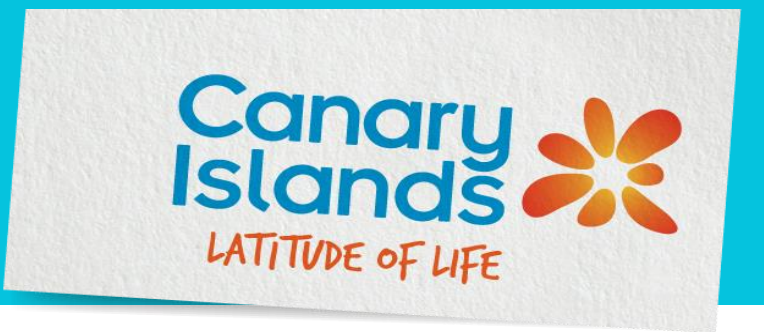
Which places do they visit in Lanzarote?

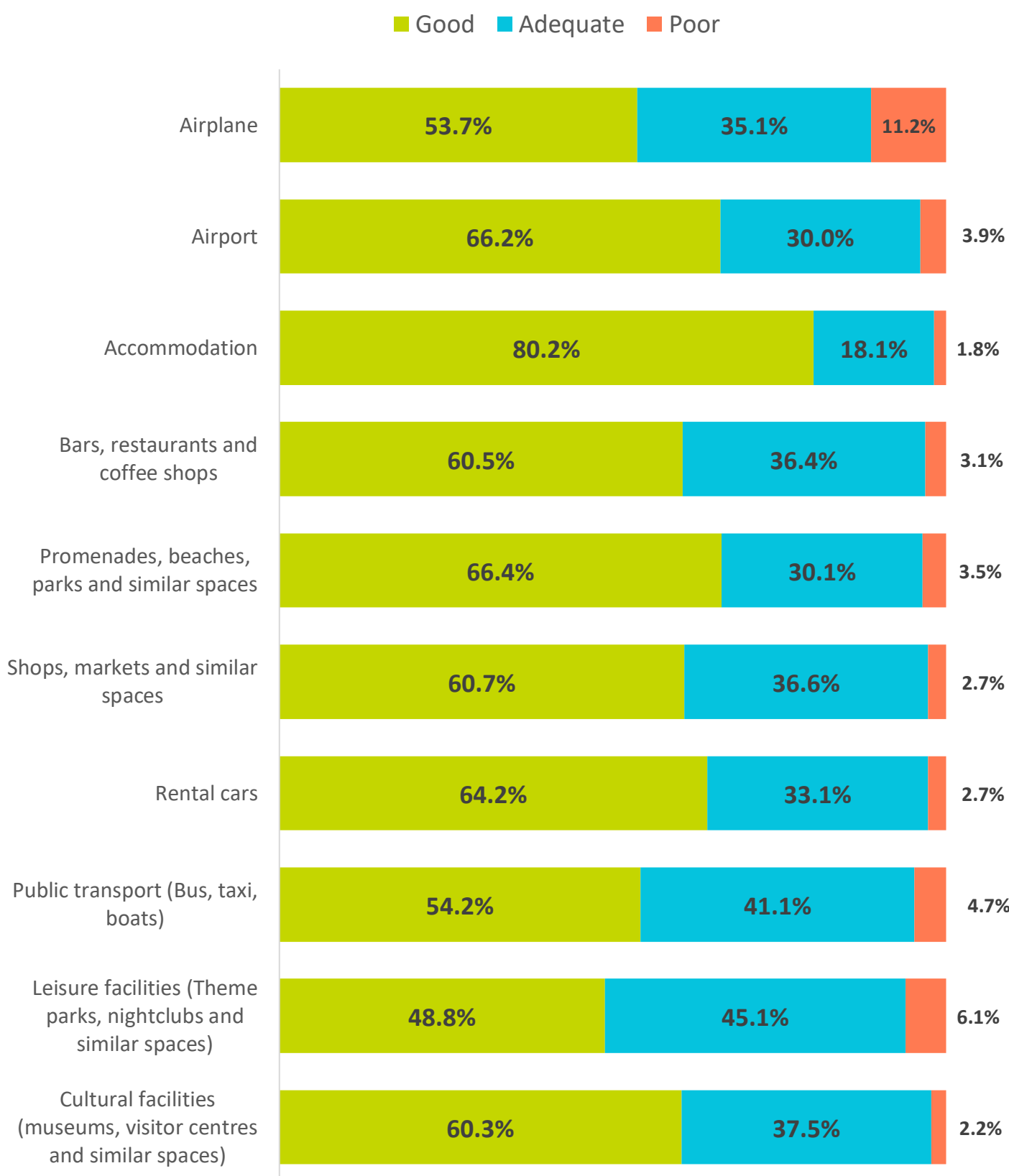|	%	Absolute
Montaña del Fuego	38.2%	246,277
Arrecife	34.3%	221,049
Jameos del agua	30.7%	197,971
Mirador del Río Viewpoint	29.8%	192,376
Cueva de los Verdes	24.7%	158,997
Cactus Garden	21.3%	137,412
Teguise Market	17.1%	110,192
César Manrique Foundation	14.9%	95,959
Monumento al Campesino	12.2%	78,883
La Graciosa	10.2%	65,765
San José Castle	4.3%	27,431

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

Health safety*

Planning the trip: Importance	Lanzarote	Canary Islands
Average rating (scale 0-10)	8.46	8.19

During the stay: Rate	Lanzarote	Canary Islands
Average rating (scale 0-10)	8.73	8.53

HEALTH SAFETY MEASURES (RATE)

Legend: ■ Good ■ Adequate ■ Poor

	Good	Adequate	Poor
Airplane	53.7%	35.1%	11.2%
Airport	66.2%	30.0%	3.9%
Accommodation	80.2%	18.1%	1.8%
Bars, restaurants and coffee shops	60.5%	36.4%	3.1%
Promenades, beaches, parks and similar spaces	66.4%	30.1%	3.5%
Shops, markets and similar spaces	60.7%	36.6%	2.7%
Rental cars	64.2%	33.1%	2.7%
Public transport (Bus, taxi, boats)	54.2%	41.1%	4.7%
Leisure facilities (Theme parks, nightclubs and similar spaces)	48.8%	45.1%	6.1%
Cultural facilities (museums, visitor centres and similar spaces)	60.3%	37.5%	2.2%

*available data for the second half of 2020

How many islands do they visit during their trip?

	Lanzarote	Canary Islands
One island	91.3%	90.8%
Two islands	7.7%	7.2%
Three or more islands	1.1%	2.0%

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	2.9%	2.9%
Lived up to expectations	54.6%	56.1%
Better or much better than expected	42.5%	41.0%

Future intentions (scale 1-10)	Lanzarote	Canary Islands
Return to the Canary Islands	8.97	8.82
Recommend visiting the Canary Islands	9.15	8.99

Donut chart: Worse 3%, Lived up 55%, Better 42%
Legend: ■ Worse ■ Lived up ■ Better
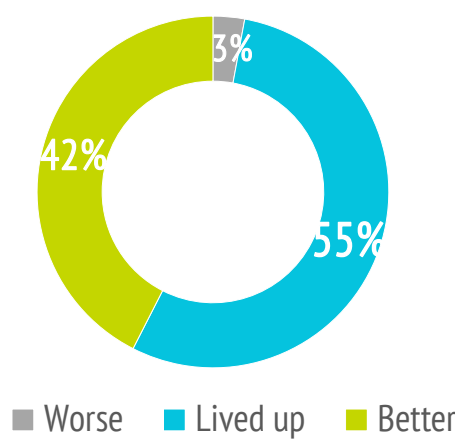
8.97/10 Return to the Canary Islands

9.15/10 Recommend visiting the Canary Islands

Experience in the Canary Islands

How many are loyal to the Canary Islands?

|	in Lanzarote	in the Canary Islands
Lanzarote: Repeat tourists	71.3%	40.0%
Lanzarote: At least 10 previous visits	11.0%	2.8%
Canary Islands: Repeat tourists	77.7%	75.2%
Canary Islands: At least 10 previous visits	22.7%	22.2%

TOP 5: % REPEAT TOURISTS BY MARKETS

Ireland	86%
UK	79%
Nordics	77%
Germany	75%
Belgium	70%
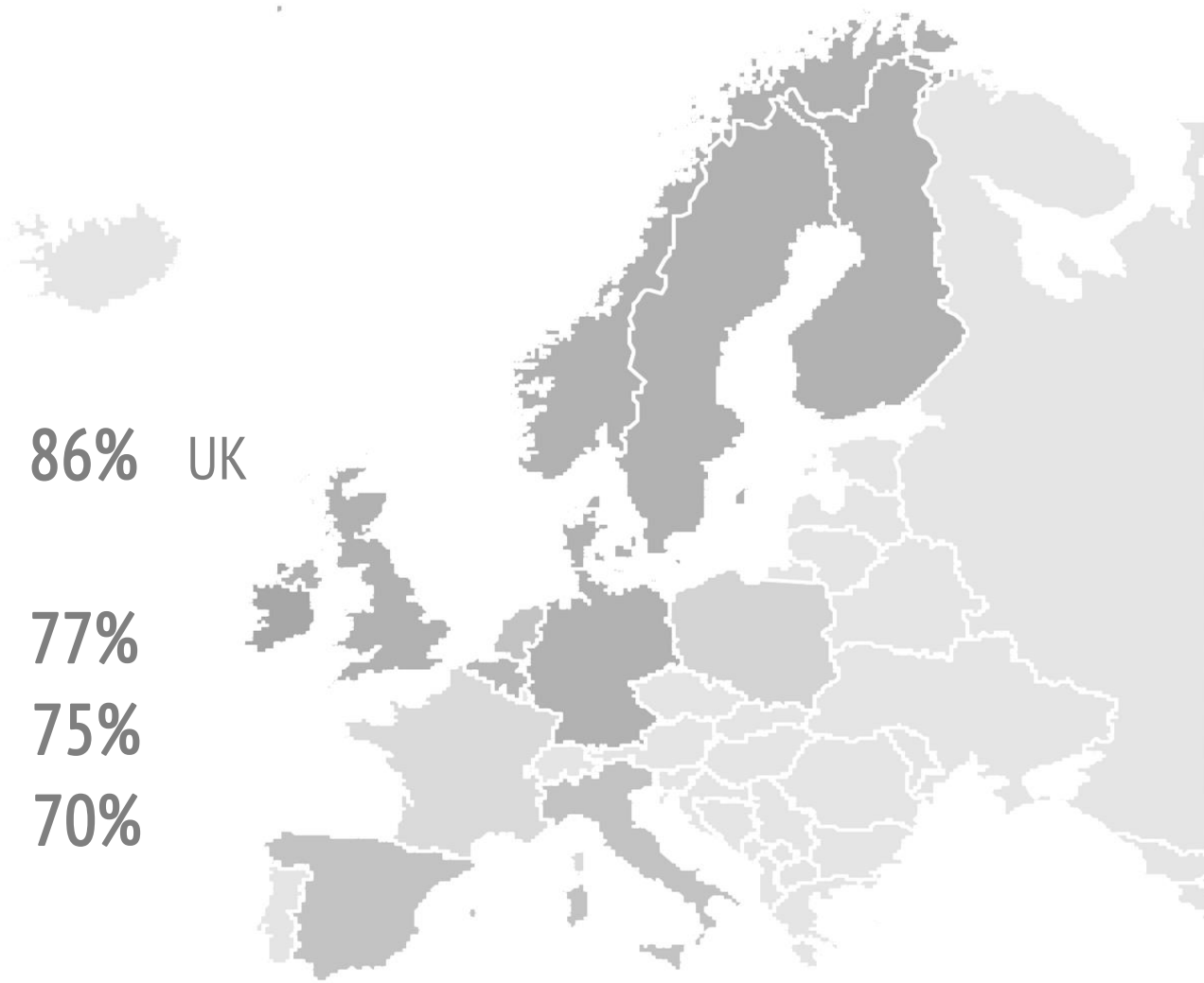
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2020

Canary Islands
LATITUDE OF LIFE
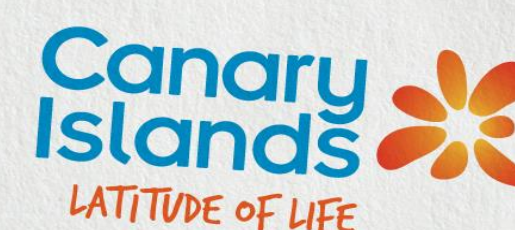
Where are they from? 🌐

	%	Absolute
United Kingdom	40.8%	266,105
Spanish Mainland	17.0%	110,793
Germany	12.3%	79,903
France	6.9%	45,065
Ireland	6.7%	44,019
Netherlands	3.8%	24,603
Belgium	2.3%	15,217
Italy	2.3%	14,946
Switzerland	1.2%	7,859
Sweden	1.1%	7,258
Poland	1.0%	6,817
Denmark	0.8%	5,370
Norway	0.8%	5,203
Luxembourg	0.8%	5,167
Finland	0.6%	3,852
Czech Republic	0.4%	2,429
Austria	0.4%	2,339
Otros	0.8%	5,306

United Kingdom 40.8%
Spanish Mainland 17.0%
Germany 12.3%
Others 30%
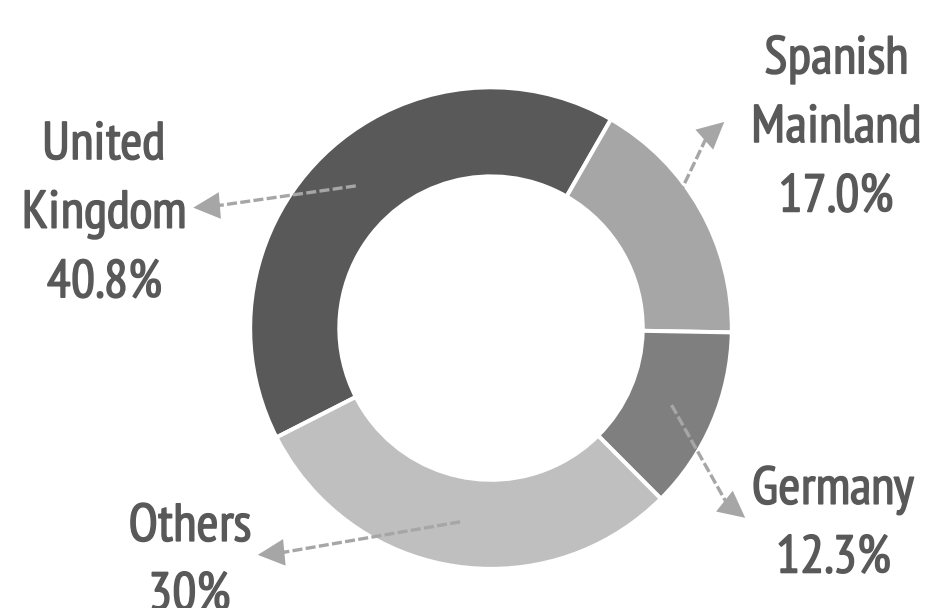
Who do they come with? 👪

	Lanzarote	Canary Islands
Unaccompanied	6.7%	12.0%
Only with partner	53.4%	50.3%
Only with children (< 13 years old)	5.3%	4.8%
Partner + children (< 13 years old)	6.4%	5.1%
Other relatives	9.3%	7.6%
Friends	5.8%	6.7%
Work colleagues	0.2%	0.7%
Organized trip	0.3%	0.4%
Other combinations (1)	12.6%	12.4%
(1) Different situations have been isolated		
Tourists with children	**16.2%**	**13.9%**
- Between 0 and 2 years old	1.2%	1.4%
- Between 3 and 12 years old	13.8%	11.5%
- Between 0 -2 and 3-12 years	1.2%	1.1%
Tourists without children	**83.8%**	**86.1%**
Group composition:		
- 1 person	9.2%	15.4%
- 2 people	60.1%	57.7%
- 3 people	10.6%	10.2%
- 4 or 5 people	16.6%	13.8%
- 6 or more people	3.5%	2.9%
Average group size:	**2.55**	**2.40**

Who are they? 🧍

	Lanzarote	Canary Islands
Gender		
Men	47.6%	49.8%
Women	52.4%	50.2%
Age		
Average age (tourist > 15 years old)	50.0	47.8
Standard deviation	15.8	15.8
Age range (> 15 years old)		
16 - 24 years old	6.0%	7.6%
25 - 30 years old	8.0%	10.3%
31 - 45 years old	24.5%	26.6%
46 - 60 years old	33.4%	31.4%
Over 60 years old	28.1%	24.1%
Occupation		
Salaried worker	49.9%	50.9%
Self-employed	11.4%	12.0%
Unemployed	1.0%	1.4%
Business owner	8.5%	10.4%
Student	3.5%	3.8%
Retired	23.9%	19.8%
Unpaid domestic work	0.6%	0.5%
Others	1.2%	1.2%
Annual household income level		
Less than €25,000	14.1%	15.3%
€25,000 - €49,999	37.6%	37.6%
€50,000 - €74,999	23.8%	23.7%
More than €74,999	24.5%	23.4%
Education level		
No studies	4.8%	3.7%
Primary education	1.5%	2.4%
Secondary education	21.2%	21.8%
Higher education	72.5%	72.1%

4 IN 10 TOURISTS ARE BRITISH

50 YEARS OLD AVERAGE AGE

53% ONLY WITH PARTNER

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Due to the pandemic situation, no data was collected in the second quarter of 2020.

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