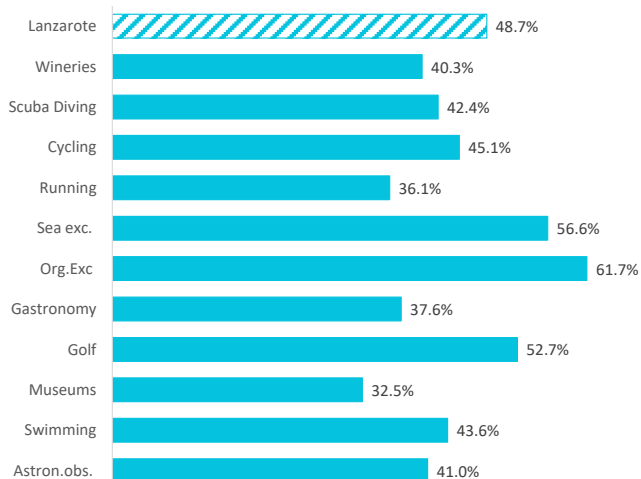


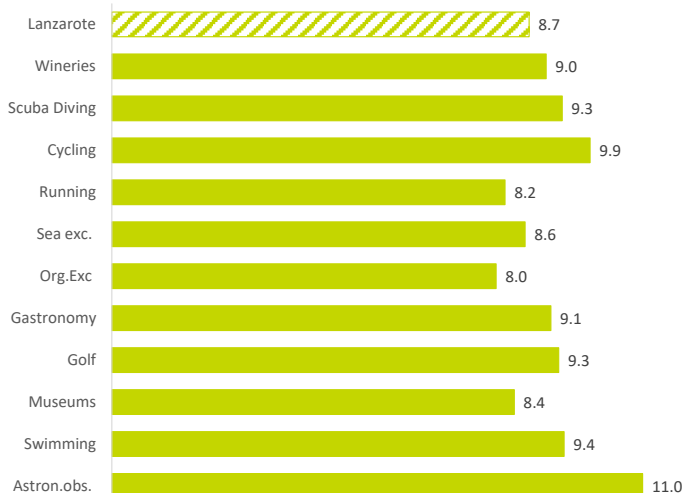
TOURIST EXPENDITURE

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Tourist arrivals ≥ 16 years old (EGT)	2,871,074	528,981	77,720	184,814	210,279	196,680	470,580	794,735	56,759	527,651	244,099	57,206
% Tourists	100.0%	18.4%	2.7%	6.4%	7.3%	6.9%	16.4%	27.7%	2.0%	18.4%	8.5%	2.0%
% tourists who book holiday package	48.7%	40.3%	42.4%	45.1%	36.1%	56.6%	61.7%	37.6%	52.7%	32.5%	43.6%	41.0%
Expenditure per tourist (€)	1,439	1,354	1,573	1,572	1,521	1,688	1,522	1,396	1,569	1,348	1,604	1,635
- book holiday package	1,624	1,625	1,899	1,812	1,717	1,933	1,744	1,616	1,616	1,700	1,818	1,825
- holiday package	1,344	1,312	1,600	1,476	1,396	1,550	1,446	1,244	1,255	1,385	1,396	1,504
- others	280	314	300	337	321	383	298	372	361	315	421	322
- do not book holiday package	1,264	1,171	1,333	1,375	1,411	1,368	1,163	1,264	1,518	1,179	1,440	1,502
- flight	311	290	363	355	361	343	271	310	404	269	329	370
- accommodation	500	427	447	544	596	533	463	462	580	451	550	453
- others	453	454	524	476	454	492	429	492	534	458	561	679
Average length of stay	8.7	9.0	9.3	9.9	8.2	8.6	8.0	9.1	9.3	8.4	9.4	11.0
- Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	184.03	169.81	193.48	187.40	198.50	208.29	201.23	172.50	199.20	174.63	195.02	181.29
- Median	172.73	167.48	181.25	169.20	182.38	187.29	180.72	162.50	183.24	166.67	180.51	164.82
Average daily expenditure without flight (€)	135.90	127.38	143.17	137.84	146.28	154.92	148.63	129.87	148.37	131.88	145.78	135.74
- Median	129.75	114.77	115.00	116.31	113.66	120.91	116.66	111.79	117.24	111.14	112.39	117.01
Average cost of the flight (€)	376.22	348.37	433.96	426.88	397.89	443.92	404.44	348.29	404.27	334.37	389.65	422.00
Total turnover (≥ 16 years old) (€m)	4,133	716	122	291	320	332	716	1,110	89	711	392	94
% Turnover	100.0%	17.3%	3.0%	7.0%	7.7%	8.0%	17.3%	26.9%	2.2%	17.2%	9.5%	2.3%
Turnover without flight (≥ 16 years old) (€m)	3,052	532	89	212	236	245	526	833	66	535	297	69

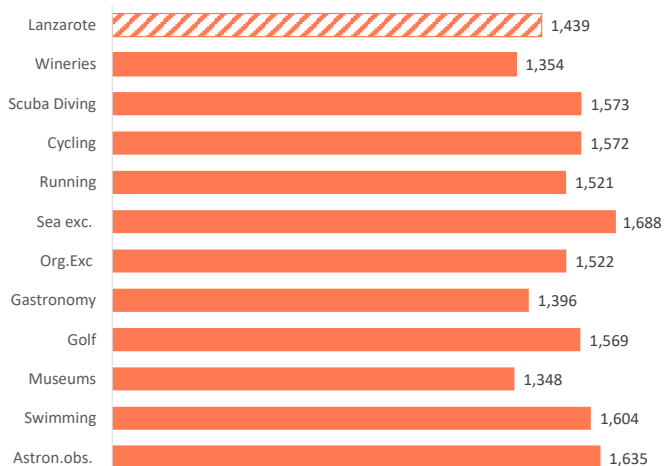
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



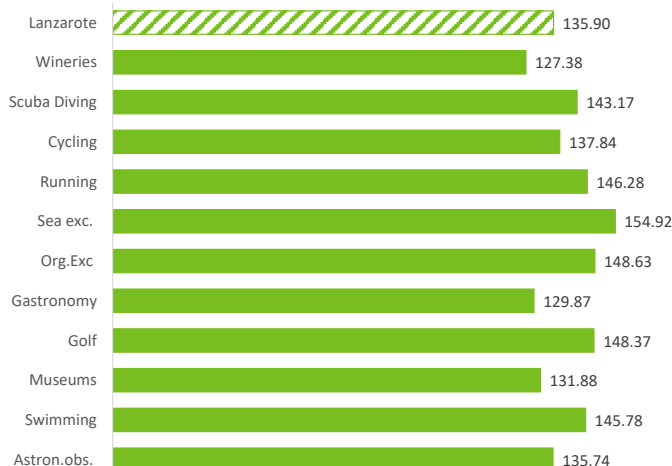
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Wineries = Wineries/markets, Scuba Diving, Cycling, Running, Sea exc. = Sea excursions, Org.Exc = Organized excursions, Gastronomy = Taste Canarian Gastronomy, Golf, Museums, Swimming, Astron.obs. = Astronomical observation



% Tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Accommodation:												
- Accommodation	90.2%	89.9%	91.3%	88.0%	89.9%	93.6%	95.7%	88.8%	90.1%	90.6%	89.8%	85.2%
- Additional accommodation expenses	4.2%	4.5%	3.1%	7.7%	8.0%	5.0%	5.4%	4.5%	1.3%	4.6%	6.6%	4.5%
Transport:												
- National/International Transport	97.7%	98.4%	98.2%	97.6%	97.6%	98.0%	98.4%	97.9%	99.3%	97.7%	98.2%	96.2%
- Flights between islands	7.2%	13.9%	20.8%	13.7%	8.1%	16.4%	10.5%	10.8%	8.2%	13.5%	9.3%	22.9%
- Taxi	50.6%	37.8%	44.1%	51.4%	43.0%	53.4%	56.9%	42.1%	53.7%	29.3%	50.1%	39.0%
- Car rental	32.9%	54.7%	48.9%	32.3%	43.6%	35.1%	32.5%	44.1%	26.6%	70.3%	34.2%	46.4%
- Public transport	9.5%	9.5%	10.9%	14.1%	8.1%	11.7%	12.0%	11.3%	5.5%	8.8%	10.7%	14.8%
Food and drink:												
- Food purchases at supermarkets	61.0%	64.5%	67.8%	66.1%	69.9%	62.6%	53.2%	70.2%	59.1%	67.0%	72.1%	66.4%
- Restaurants	70.6%	76.4%	67.6%	72.2%	75.2%	68.3%	63.6%	83.3%	70.7%	77.6%	77.5%	72.5%
Leisure:												
- Organized excursions	23.8%	41.8%	34.9%	27.5%	25.3%	58.4%	71.4%	30.2%	24.0%	41.4%	20.7%	34.6%
- Sport activities	6.3%	8.5%	41.0%	31.5%	13.5%	13.9%	8.0%	7.4%	34.7%	7.6%	14.3%	10.9%
- Cultural activities	3.5%	7.8%	11.0%	5.7%	4.8%	4.6%	4.0%	5.7%	5.1%	10.9%	4.4%	6.1%
- Museums	13.6%	27.9%	28.4%	15.8%	17.5%	16.6%	17.1%	20.5%	15.0%	49.7%	12.5%	27.3%
- Theme Parks	4.9%	6.1%	7.0%	5.5%	4.2%	9.6%	8.4%	6.4%	7.2%	7.2%	9.4%	2.4%
- Discos and pubs	10.7%	11.2%	12.6%	10.3%	10.1%	13.1%	10.4%	13.4%	13.8%	7.2%	13.7%	7.8%
- Wellness	4.7%	5.4%	5.5%	7.2%	7.4%	7.2%	6.1%	5.7%	10.8%	3.9%	7.8%	11.7%
Purchases of goods:												
- Souvenirs	41.5%	53.8%	48.6%	38.9%	44.4%	48.2%	48.1%	48.7%	39.0%	49.2%	42.0%	40.1%
- Other purchases	1.0%	1.4%	1.6%	1.5%	0.5%	1.5%	1.2%	1.3%	1.3%	1.1%	1.3%	1.0%
Others:												
- Medical expenses	6.8%	9.9%	6.0%	9.2%	7.7%	9.3%	8.5%	9.3%	8.7%	7.8%	7.7%	9.1%
- Other expenses	3.6%	4.9%	7.8%	6.4%	5.4%	4.2%	4.7%	4.1%	3.7%	2.9%	6.2%	5.3%

Average expenditure of tourists whose spending has been greater than €0 in each item by activities carried out on the Canary Islands

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	881	800	902	954	907	974	862	781	796	776	942	879
- Additional accommodation expenses	146	155	159	161	134	148	108	129	25	139	173	112
Transport:												
- National/International Transport	645	608	691	693	672	741	674	617	654	601	660	825
- Flights between islands	385	354	442	437	408	453	411	356	407	342	397	439
- Taxi	58	58	58	63	73	62	71	66	71	55	56	119
- Car rental	71	73	71	73	68	74	81	65	64	78	62	82
- Public transport	108	102	109	105	108	110	95	107	94	106	119	165
- Other purchases	24	22	10	15	16	43	17	23	17	19	25	21
Food and drink:												
- Food purchases at supermarkets	332	281	284	328	325	315	269	335	383	281	408	416
- Restaurants	109	96	98	102	113	103	87	106	109	98	142	150
- Other purchases	223	185	186	226	212	212	182	229	275	183	266	266
Leisure:												
- Organized excursions	527	488	473	547	494	544	495	509	578	456	519	648
- Sport activities	88	87	79	84	93	117	98	83	115	80	98	79
- Cultural activities	92	83	128	84	101	99	79	78	126	71	97	103
- Museums	55	52	51	82	48	37	54	55	48	56	52	72
- Theme Parks	50	50	50	46	45	53	46	50	50	50	43	88
- Discos and pubs	71	58	50	75	88	81	70	67	106	56	70	112
- Wellness	102	86	73	96	62	85	81	104	87	90	88	106
- Other purchases	69	72	43	80	57	70	67	71	46	54	69	87
Purchases of goods:												
- Souvenirs	229	303	355	209	161	144	137	196	185	116	236	101
- Other purchases	76	63	79	75	66	74	64	81	85	59	119	65
- Other purchases	152	240	276	134	94	70	73	115	100	57	117	36
Others:												
- Medical expenses	117	103	110	106	81	131	95	120	93	110	113	111
- Other expenses	33	28	31	26	21	24	35	33	33	29	21	70
- Other expenses	83	74	79	80	60	107	60	88	60	81	92	42

TOURIST PROFILE

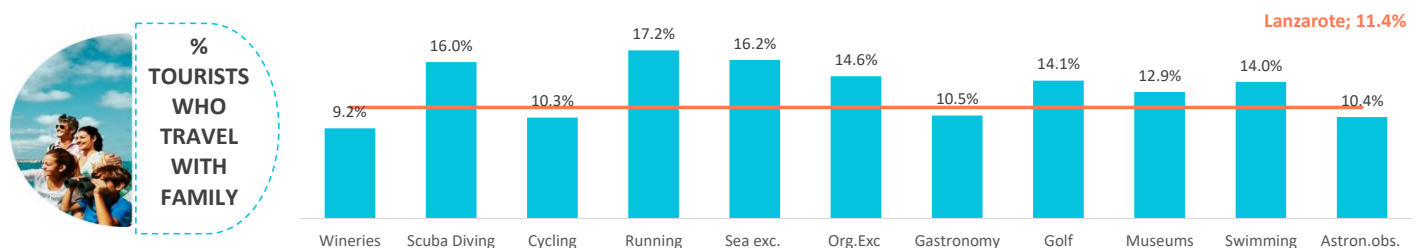
Who are they?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Gender												
Percentage of men	47.2%	44.7%	57.6%	54.3%	58.6%	46.3%	46.0%	46.9%	51.1%	47.5%	51.4%	56.3%
Percentage of women	52.8%	55.3%	42.4%	45.7%	41.4%	53.7%	54.0%	53.1%	48.9%	52.5%	48.6%	43.7%
Age												
Average age	50.90	47.36	40.45	47.73	43.66	46.05	46.22	48.67	46.32	45.70	47.38	45.94
Standard deviation	16.4	16.6	14.1	15.4	13.6	16.3	16.1	16.2	16.7	15.9	15.9	17.8
Age range												
16-24 years old	6.6%	8.5%	14.9%	7.6%	8.7%	11.4%	9.5%	7.3%	9.3%	9.9%	8.7%	15.8%
25-30 years old	7.6%	10.9%	14.3%	9.4%	9.6%	7.5%	10.4%	9.7%	11.6%	11.1%	10.6%	9.1%
31-45 years old	25.1%	27.6%	37.8%	26.3%	39.5%	33.6%	32.0%	27.1%	32.8%	31.1%	26.8%	27.5%
46-60 years old	26.9%	27.2%	24.8%	32.4%	30.2%	26.4%	26.2%	27.2%	24.2%	26.4%	28.4%	19.8%
Over 60 years old	33.8%	25.9%	8.2%	24.3%	12.1%	21.1%	21.9%	28.7%	22.2%	21.5%	25.5%	27.8%
Occupation												
Salaried worker	52.8%	58.6%	68.7%	57.3%	63.7%	56.0%	61.3%	56.6%	54.2%	60.9%	54.8%	44.2%
Self-employed	10.5%	9.3%	9.1%	12.3%	11.8%	11.2%	10.6%	9.8%	12.0%	11.5%	13.2%	17.2%
Unemployed	0.8%	0.7%	0.8%	0.6%	0.4%	0.7%	0.9%	0.8%	0.0%	0.6%	0.4%	1.2%
Business owner	5.4%	5.7%	10.9%	8.2%	10.6%	10.8%	5.5%	5.8%	14.3%	6.2%	7.3%	14.7%
Student	2.6%	3.6%	4.1%	2.0%	1.7%	4.1%	3.7%	2.9%	3.1%	3.2%	2.4%	5.9%
Retired	26.7%	21.3%	2.8%	18.3%	11.2%	15.8%	17.0%	22.9%	13.0%	16.6%	21.3%	16.5%
Unpaid domestic work	0.5%	0.1%	1.2%	0.6%	0.5%	0.6%	0.6%	0.6%	1.2%	0.4%	0.4%	0.0%
Others	0.7%	0.7%	2.5%	0.8%	0.0%	0.9%	0.3%	0.7%	2.3%	0.6%	0.3%	0.3%
Annual household income level												
Less than €25,000	9.3%	9.8%	7.7%	7.9%	5.3%	8.4%	10.6%	9.9%	7.9%	11.8%	8.2%	10.0%
€25,000 - €49,999	32.3%	36.4%	35.3%	27.7%	23.4%	27.6%	32.4%	33.3%	20.8%	35.2%	25.1%	22.9%
€50,000 - €74,999	26.3%	23.6%	23.9%	26.3%	25.8%	30.1%	26.8%	25.8%	19.5%	25.7%	29.8%	29.2%
More than €74,999	32.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Education level												
No studies	6.0%	2.1%	4.7%	5.2%	5.4%	6.3%	3.6%	3.6%	11.5%	1.8%	8.7%	3.7%
Primary education	1.0%	1.2%	0.9%	0.3%	0.3%	0.9%	1.4%	0.8%	0.3%	0.9%	0.2%	1.3%
Secondary education	20.5%	15.0%	13.1%	14.1%	10.6%	17.6%	19.4%	17.9%	23.8%	13.9%	15.0%	11.7%
Higher education	72.5%	81.7%	81.4%	80.5%	83.7%	75.2%	75.6%	77.7%	64.4%	83.4%	76.1%	83.3%

Who do they come with?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Unaccompanied	6.4%	5.8%	8.0%	7.2%	9.4%	4.4%	4.3%	5.7%	6.6%	4.5%	5.2%	10.1%
Only with partner	49.1%	49.1%	33.1%	42.9%	35.0%	36.8%	45.0%	49.7%	32.4%	47.5%	36.7%	47.0%
Only with children (< 13 years old)	4.5%	3.3%	7.1%	3.7%	6.1%	8.5%	5.8%	2.9%	5.6%	5.6%	6.1%	7.5%
Partner + children (< 13 years old)	6.9%	6.0%	8.9%	6.7%	11.1%	7.7%	8.8%	7.7%	8.5%	7.3%	7.9%	2.9%
Other relatives	11.8%	11.8%	12.9%	12.5%	13.2%	14.6%	11.7%	10.4%	15.8%	10.8%	18.2%	7.4%
Friends	5.7%	7.1%	8.8%	8.7%	3.9%	6.6%	6.4%	6.6%	7.8%	6.1%	6.4%	9.6%
Work colleagues	0.3%	0.4%	2.1%	0.1%	0.0%	0.8%	0.1%	0.2%	1.8%	0.3%	0.0%	2.3%
Organized trip	0.4%	0.9%	1.3%	2.1%	0.7%	2.1%	1.3%	0.4%	0.7%	0.4%	1.0%	0.0%
Other combinations ⁽²⁾	15.0%	15.7%	17.7%	16.2%	20.6%	18.4%	16.7%	16.4%	20.8%	17.3%	18.6%	13.3%
<i>(2) Different situations have been isolated</i>												
Tourists with children	18.6%	15.0%	25.0%	16.0%	27.0%	26.9%	21.3%	16.6%	34.1%	18.7%	24.2%	14.3%
- Between 0 and 2 years old	1.2%	1.4%	0.8%	0.5%	1.2%	0.2%	1.2%	1.2%	1.8%	1.1%	0.9%	0.0%
- Between 3 and 12 years old	16.2%	12.7%	22.0%	14.4%	24.0%	26.5%	19.3%	14.7%	30.0%	16.3%	21.8%	12.7%
- Between 0-2 and 3-12 years old	1.2%	0.9%	2.2%	1.1%	1.7%	0.3%	0.8%	0.7%	2.4%	1.3%	1.6%	1.5%
Tourists without children	81.4%	85.0%	75.0%	84.0%	73.0%	73.1%	78.7%	83.4%	65.9%	81.3%	75.8%	85.7%
Group composition:												
- 1 person	8.1%	7.2%	10.8%	11.7%	11.9%	6.3%	6.1%	7.4%	7.3%	5.5%	8.9%	14.2%
- 2 people	55.9%	58.6%	37.9%	52.5%	39.3%	49.6%	54.0%	57.6%	41.6%	55.6%	45.5%	53.7%
- 3 people	11.6%	12.4%	17.4%	11.9%	10.6%	14.5%	14.1%	11.5%	8.4%	11.6%	13.3%	10.3%
- 4 or 5 people	18.1%	16.6%	24.6%	17.4%	30.3%	19.1%	20.8%	17.3%	27.1%	22.0%	20.9%	14.9%
- 6 or more people	6.2%	5.1%	9.3%	6.4%	7.9%	10.5%	5.0%	6.2%	15.6%	5.3%	11.4%	6.9%
Average group size:	2.79	2.72	3.21	2.85	3.23	3.12	2.84	2.76	3.72	2.82	3.17	2.59

*People who share the main expenses of the trip





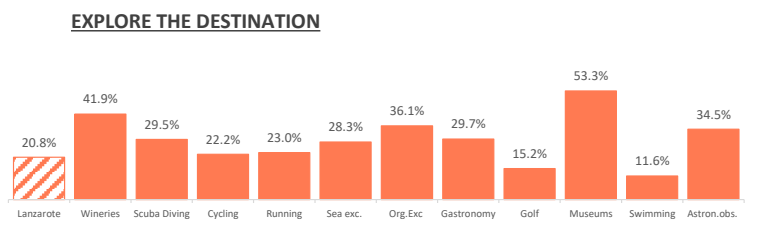
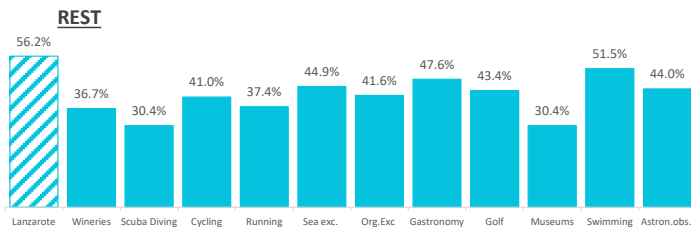
TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Holidays	95.4%	93.7%	92.1%	89.3%	92.3%	95.7%	98.5%	94.5%	90.9%	95.1%	93.8%	83.3%
Family reasons	3.0%	5.2%	3.3%	3.8%	3.8%	2.7%	0.9%	4.7%	3.7%	3.7%	2.9%	7.7%
Business	0.6%	0.6%	2.6%	1.5%	1.2%	1.0%	0.4%	0.5%	2.5%	0.7%	0.4%	4.0%
Education and training	0.1%	0.2%	1.3%	0.7%	0.1%	0.2%	0.2%	0.2%	0.0%	0.3%	0.0%	0.9%
Sports training	0.5%	0.1%	0.8%	4.4%	2.4%	0.2%	0.0%	0.1%	2.9%	0.1%	2.9%	1.1%
Health	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Conventions and Exhibitions	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.4%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	3.0%

What is the main motivation for their holidays?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Rest	56.2%	36.7%	30.4%	41.0%	37.4%	44.9%	41.6%	47.6%	43.4%	30.4%	51.5%	44.0%
Enjoy family time	12.9%	11.8%	13.5%	10.3%	17.2%	15.5%	12.4%	12.2%	13.2%	9.0%	17.8%	12.2%
Have fun	6.3%	5.6%	13.6%	9.8%	10.2%	9.0%	7.5%	6.7%	13.0%	4.8%	9.6%	7.0%
Explore the destination	20.8%	41.9%	29.5%	22.2%	23.0%	28.3%	36.1%	29.7%	15.2%	53.3%	11.6%	34.5%
Practice their hobbies	2.5%	2.8%	9.9%	13.9%	11.4%	1.6%	1.4%	2.7%	14.4%	1.3%	8.3%	2.3%
Other reasons	1.3%	1.2%	3.1%	2.8%	0.9%	0.6%	0.9%	1.1%	0.8%	1.2%	1.3%	0.0%



Importance of each factor in the destination choice

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Climate	73.9%	69.5%	60.0%	71.6%	68.9%	72.7%	71.5%	71.6%	67.6%	67.1%	72.3%	68.8%
Safety	59.0%	55.8%	49.6%	53.7%	51.7%	62.7%	57.9%	57.4%	68.2%	49.4%	63.2%	54.9%
Tranquility	52.5%	54.4%	47.6%	48.7%	45.3%	53.9%	51.7%	56.2%	51.2%	51.7%	52.3%	61.5%
Accommodation supply	46.6%	36.2%	30.9%	41.7%	43.4%	44.9%	44.6%	40.4%	49.2%	34.8%	48.8%	33.6%
Price	41.2%	34.0%	34.1%	33.7%	32.6%	41.9%	40.3%	37.7%	36.5%	32.9%	42.2%	35.3%
Effortless trip	40.3%	34.8%	34.8%	34.1%	34.5%	40.4%	34.8%	40.5%	42.4%	30.7%	37.0%	37.4%
Sea	40.1%	43.7%	57.4%	37.6%	38.9%	46.1%	43.0%	41.5%	41.8%	44.5%	44.4%	49.2%
European belonging	37.1%	36.7%	35.3%	34.8%	30.5%	37.8%	37.2%	37.3%	36.7%	33.1%	36.1%	42.6%
Environment	36.4%	43.0%	38.1%	37.3%	39.6%	39.3%	40.0%	40.5%	34.7%	46.0%	35.5%	45.0%
Landscapes	33.8%	48.2%	38.6%	36.1%	35.4%	38.9%	43.1%	39.8%	26.6%	57.3%	32.1%	51.4%
Beaches	33.3%	34.2%	39.3%	32.8%	32.1%	37.8%	35.3%	33.6%	30.5%	35.2%	38.4%	39.0%
Gastronomy	26.1%	28.2%	16.3%	20.8%	21.6%	26.1%	23.5%	33.9%	32.6%	23.9%	26.4%	25.7%
Authenticity	25.0%	33.1%	31.2%	23.9%	24.3%	31.6%	29.5%	32.2%	27.1%	36.2%	24.2%	33.1%
Fun possibilities	18.7%	16.5%	28.2%	25.9%	25.1%	27.2%	23.7%	18.3%	33.1%	14.5%	28.0%	29.7%
Culture	11.4%	16.2%	14.3%	9.4%	8.7%	14.8%	16.2%	14.6%	7.2%	20.3%	12.5%	16.7%
Historical heritage	10.6%	15.0%	10.1%	9.9%	6.5%	15.3%	16.3%	13.2%	10.3%	20.3%	8.9%	15.2%
Exoticism	9.9%	12.8%	12.5%	13.4%	12.3%	15.8%	13.5%	11.6%	8.2%	13.3%	10.9%	14.2%
Shopping	8.6%	7.3%	0.9%	4.3%	3.5%	11.2%	8.2%	7.4%	6.2%	4.8%	8.2%	6.7%
Hiking trail network	8.2%	11.2%	10.6%	13.5%	13.6%	8.8%	8.5%	9.8%	4.4%	13.5%	8.0%	21.0%
Nightlife	5.9%	3.6%	2.9%	3.8%	2.0%	7.4%	5.4%	4.9%	6.0%	2.4%	6.7%	6.0%

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.

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

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Previous visits to the Canary Islands	56.3%	46.2%	34.3%	56.2%	52.1%	44.3%	37.8%	55.7%	62.0%	39.1%	58.2%	43.7%
Friends or relatives	27.1%	32.6%	28.6%	26.1%	29.4%	32.4%	28.6%	32.1%	30.6%	34.5%	30.3%	33.0%
Internet or social media	53.1%	62.4%	62.4%	55.0%	62.0%	56.7%	57.5%	61.8%	50.7%	69.6%	55.7%	54.5%
Mass Media	1.8%	2.2%	2.6%	1.7%	2.2%	2.9%	3.4%	2.2%	2.5%	2.8%	3.0%	6.0%
Travel guides and magazines	6.8%	11.1%	14.1%	6.3%	10.2%	9.3%	10.3%	8.7%	2.6%	15.7%	6.4%	10.9%
Travel Blogs or Forums	6.9%	12.2%	16.5%	9.9%	9.7%	14.7%	11.0%	10.8%	4.4%	15.1%	5.8%	7.2%
Travel TV Channels	0.8%	1.7%	2.1%	0.9%	1.2%	1.2%	0.9%	1.0%	1.0%	1.3%	0.9%	1.9%
Tour Operator or Travel Agency	20.0%	21.1%	14.9%	18.8%	15.3%	24.0%	29.3%	16.7%	15.2%	14.4%	16.0%	18.9%
Public administrations or similar	0.7%	2.0%	3.6%	0.0%	1.3%	1.8%	1.2%	1.2%	6.0%	2.0%	0.7%	4.0%
Others	2.8%	3.0%	0.5%	4.0%	3.0%	2.6%	3.4%	3.5%	3.8%	3.0%	3.6%	8.1%

* Multi-choice question

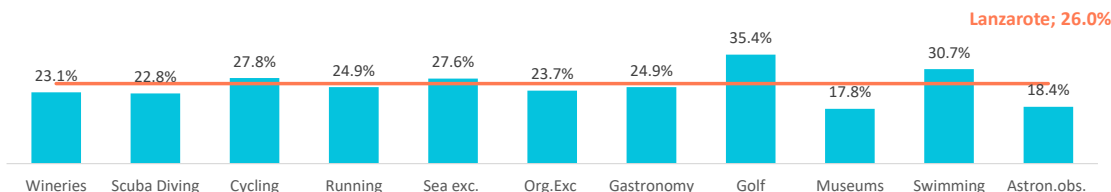


TRIP BOOKING

How far in advance do they book their trip?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
The same day	0.6%	0.6%	0.6%	0.7%	0.8%	1.3%	0.9%	0.7%	0.0%	0.5%	0.2%	1.1%
Between 1 and 30 days	19.6%	19.4%	16.4%	16.1%	19.8%	14.2%	16.7%	17.9%	13.2%	20.1%	19.2%	29.2%
Between 1 and 2 months	20.1%	22.1%	23.1%	21.2%	20.1%	22.3%	20.1%	22.1%	12.7%	26.8%	18.0%	28.8%
Between 3 and 6 months	33.7%	34.8%	37.1%	34.2%	34.4%	34.6%	38.6%	34.4%	38.7%	34.8%	32.0%	22.4%
More than 6 months	26.0%	23.1%	22.8%	27.8%	24.9%	27.6%	23.7%	24.9%	35.4%	17.8%	30.7%	18.4%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



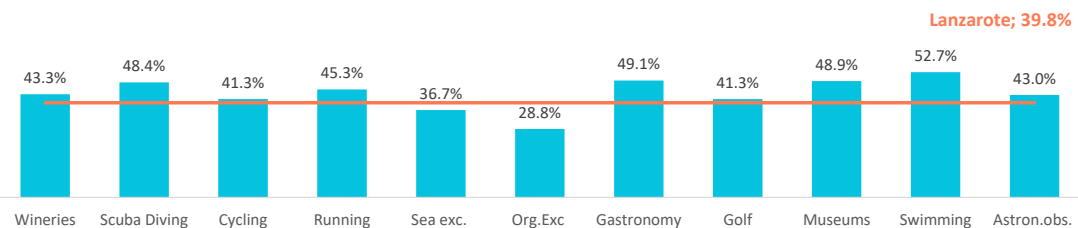
With whom did they book their flight and accommodation?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Flight												
- Directly with the airline	56.0%	59.7%	69.2%	58.0%	64.7%	46.3%	42.7%	62.9%	56.2%	65.5%	59.4%	56.9%
- Tour Operator or Travel Agency	44.0%	40.3%	30.8%	42.0%	35.3%	53.7%	57.3%	37.1%	43.8%	34.5%	40.6%	43.1%
Accommodation												
- Directly with the accommodation	43.2%	46.1%	55.4%	45.2%	55.2%	36.4%	33.9%	49.2%	47.9%	51.7%	46.5%	47.6%
- Tour Operator or Travel Agency	56.8%	53.9%	44.6%	54.8%	44.8%	63.6%	66.1%	50.8%	52.1%	48.3%	53.5%	52.4%

What do they book?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Room only	39.8%	43.3%	48.4%	41.3%	45.3%	36.7%	28.8%	49.1%	41.3%	48.9%	52.7%	43.0%
Bed and Breakfast	11.8%	10.7%	8.1%	11.0%	13.2%	11.8%	8.4%	15.6%	14.5%	10.4%	13.0%	13.3%
Half board	15.7%	17.6%	9.5%	20.1%	13.4%	18.1%	21.4%	17.1%	10.4%	18.5%	13.2%	12.5%
Full board	2.4%	3.9%	8.5%	3.1%	3.0%	2.9%	3.9%	1.8%	7.0%	3.4%	2.3%	7.8%
All inclusive	30.4%	24.4%	25.6%	24.5%	25.0%	30.5%	37.5%	16.3%	26.8%	18.8%	18.8%	23.4%

% TOURISTS WHO BOOK ROOM ONLY



ACCOMMODATION

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
1-2-3* Hotel	9.9%	9.3%	11.3%	23.3%	21.6%	8.6%	13.9%	9.1%	19.3%	10.2%	16.4%	6.9%
4* Hotel	30.8%	28.5%	21.3%	26.2%	24.8%	31.9%	37.6%	24.0%	24.5%	25.6%	22.3%	27.2%
5* Hotel / 5* Luxury Hotel	10.2%	8.2%	12.5%	6.7%	8.9%	12.5%	11.1%	8.5%	12.3%	6.6%	10.5%	13.7%
Aparthotel / Tourist Villa	20.4%	15.7%	13.9%	14.7%	13.6%	22.9%	17.8%	21.4%	19.0%	13.6%	22.1%	9.7%
House/room rented in a private dwelling	20.8%	28.5%	31.3%	18.8%	22.6%	17.6%	15.7%	26.5%	17.0%	34.1%	21.0%	24.6%
Private accommodation ⁽¹⁾	5.4%	6.6%	3.3%	7.0%	5.5%	2.5%	1.6%	7.0%	4.3%	5.2%	5.1%	11.1%
Others (Cottage, cruise, camping,...)	2.5%	3.2%	6.5%	3.1%	3.1%	4.1%	2.3%	3.5%	3.5%	4.8%	2.7%	6.8%

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

TYPE OF ACCOMMODATION





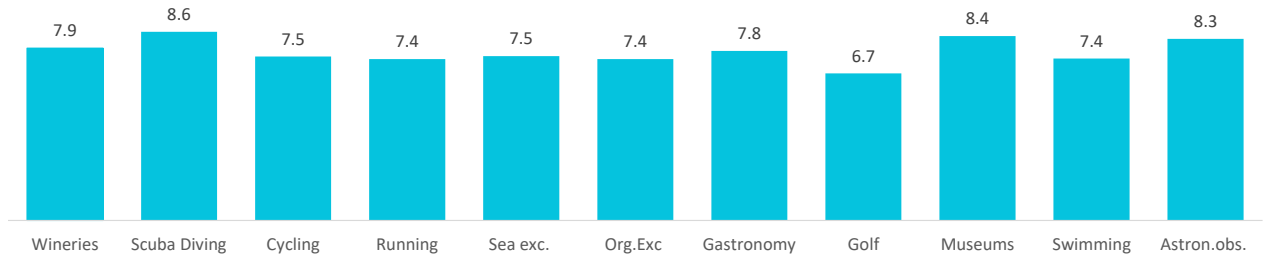
ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
0 hours	2.2%	0.4%	0.8%	2.1%	2.7%	0.8%	1.0%	0.7%	6.2%	0.1%	3.5%	1.8%
1 - 2 hours	10.0%	5.2%	4.4%	9.5%	8.1%	7.7%	8.8%	4.5%	13.9%	2.3%	7.3%	3.8%
3 - 6 hours	38.4%	31.9%	25.9%	29.6%	34.0%	36.2%	37.0%	35.7%	32.3%	27.9%	35.1%	30.3%
7 - 12 hours	43.7%	54.8%	56.2%	51.0%	46.2%	48.4%	45.3%	51.7%	42.8%	61.2%	45.9%	54.3%
More than 12 hours	5.8%	7.7%	12.7%	7.8%	9.0%	6.9%	8.0%	7.3%	4.7%	8.4%	8.3%	9.8%
Outdoor time per day	6.9	7.9	8.6	7.5	7.4	7.5	7.4	7.8	6.7	8.4	7.4	8.3



6.9
Lanzarote



Activities in the Canary Islands

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Walk, wander	80.3%	88.6%	79.7%	79.8%	84.4%	86.5%	85.5%	88.2%	72.8%	87.0%	88.9%	87.8%
Beach	65.4%	76.1%	86.3%	71.8%	75.0%	81.8%	79.9%	72.8%	63.1%	81%	81.0%	72.7%
Swimming pool, hotel facilities	58.8%	55.1%	50.9%	60.8%	67.3%	66.6%	66.9%	56.6%	72%	51.0%	73.7%	54.8%
Explore the island on their own	47.8%	76.0%	68.1%	58.9%	61.8%	60.1%	58.0%	66.7%	39.6%	88.3%	58%	71.4%
Taste Canarian gastronomy	27.7%	54.2%	42.2%	34%	36.0%	34.3%	34.6%	100.0%	30.7%	47.4%	36.9%	53.8%
Wineries / markets / popular festivals	18.4%	100.0%	35.5%	22.7%	23.2%	28.3%	34.9%	36.1%	23.7%	43.4%	18.3%	36.7%
Museums / exhibitions	18.4%	43.3%	34%	20.9%	26.3%	26.8%	27.3%	31.5%	17.0%	100.0%	16.6%	40.9%
Hiking	16.7%	31.3%	36.9%	31.9%	36.7%	22.1%	23%	26.0%	16.0%	40.1%	25.6%	43.7%
Organized excursions	16.4%	31.0%	29.6%	20.4%	15.3%	50.8%	100.0%	21%	13.7%	24.4%	15.5%	24.3%
Nightlife / concerts / shows	12.3%	13.2%	20.1%	14.1%	12.6%	15.9%	13.9%	16.2%	19.6%	9.8%	19.6%	22.3%
Swim	8.5%	8%	20.2%	22.4%	25.2%	14.4%	8.1%	11.3%	20.9%	7.7%	100.0%	23.4%
Other Nature Activities	7.9%	18.2%	23.9%	17.1%	15%	11.4%	12.3%	14.6%	3.6%	21.4%	11.8%	26.7%
Running	7.3%	9.2%	19.9%	27.7%	100.0%	9.0%	6.9%	9.5%	25.0%	10.5%	21.7%	19.1%
Theme parks	7.3%	9.8%	11.2%	7.5%	8.6%	16.3%	13.9%	10.3%	15.1%	9.6%	14.4%	12.1%
Sea excursions / whale watching	6.9%	10.5%	27.9%	7.9%	8.4%	100.0%	21.3%	8.5%	10.0%	10.0%	11.6%	19.9%
Cycling / Mountain bike	6.4%	7.9%	12.5%	100.0%	24.4%	7.4%	8.0%	8.0%	21.1%	7.3%	16.9%	13%
Beauty and health treatments	4.9%	7.3%	8.6%	6.9%	7.6%	9%	7.0%	7.0%	5.8%	5.4%	7.9%	13.8%
Practice other sports	4.3%	5.4%	10.6%	14.6%	17.9%	4.6%	4.6%	5.0%	14.5%	4.9%	15.0%	6.3%
Scuba Diving	2.7%	5.2%	100.0%	5.3%	7.4%	11.0%	4.9%	4.1%	10.6%	5.0%	6.4%	17.2%
Surf	2.5%	4.7%	15.8%	5.5%	7.0%	5.2%	2.7%	2.9%	14.4%	4.1%	6.1%	10.8%
Astronomical observation	2.0%	4.0%	12.6%	4.0%	5.2%	5.8%	3.0%	3.9%	4.2%	4.4%	5.5%	100.0%
Golf	2.0%	2.5%	7.7%	6.5%	6.7%	2.9%	1.6%	2.2%	100.0%	1.8%	4.8%	4.2%
Windsurf / Kitesurf	0.8%	0.7%	3.8%	6.0%	5.4%	1.5%	1.0%	0.8%	8.5%	0.9%	3.2%	3.2%

COUNTRY OF RESIDENCE

Where are they from?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
United Kingdom	51.1%	13.1%	13.6%	14.1%	3.7%	11.2%	11.2%	10.6%	8.6%	12.7%	4.8%	12.6%
Ireland	11.2%	1.2%	1.1%	2.3%	1.9%	1.6%	2.0%	1.1%	0.3%	1.6%	1.3%	-
Spanish Mainland	9.3%	12.2%	15.6%	5.5%	9.9%	13.6%	12.1%	3.9%	4.7%	17.8%	3.4%	7.0%
Germany	8.2%	19.4%	15.6%	7.5%	8.7%	9.6%	15.9%	16.6%	1.1%	19.3%	2.3%	14.6%
France	7.1%	5.7%	4.5%	3.5%	2.7%	1.5%	4.3%	3.4%	0.2%	5.6%	2.2%	4.2%
Italy	2.6%	2.1%	2.2%	1.7%	2.4%	1.8%	2.0%	1.5%	0.9%	3.1%	2.0%	4.4%
Netherlands	2.6%	0.2%	0.6%	1.0%	0.8%	1.0%	0.6%	0.3%	-	0.4%	1.1%	1.5%
Belgium	1.7%	1.9%	2.9%	1.6%	6.3%	2.3%	2.3%	2.3%	3.6%	2.4%	4.7%	6.0%
Denmark	1.0%	0.7%	-	0.6%	0.6%	0.8%	0.3%	0.5%	-	0.6%	0.5%	-
Poland	1.0%	0.7%	3.1%	5.8%	4.4%	0.1%	1.2%	0.8%	3.3%	0.6%	2.2%	0.6%
Switzerland	0.8%	0.7%	0.4%	0.4%	-	0.2%	0.4%	0.0%	0.6%	0.4%	0.2%	0.6%
Czech Republic	0.5%	0.3%	0.3%	0.6%	0.2%	-	0.3%	0.2%	0.7%	0.2%	0.4%	-
Austria	0.4%	0.4%	0.3%	1.5%	0.6%	0.7%	0.5%	0.7%	-	0.7%	0.5%	1.2%
Norway	0.4%	4.9%	4.9%	10.8%	8.1%	10.6%	8.0%	10.0%	6.2%	2.5%	11.9%	9.0%
Slovakia	0.3%	24.5%	17.2%	20.3%	27.7%	27.7%	30.9%	28.8%	48.3%	17.0%	47.2%	19.6%
Finland	0.3%	0.1%	-	-	-	-	-	-	-	0.1%	-	-
Others	1.6%	12.1%	17.6%	22.9%	22.0%	17.4%	8.1%	19.4%	21.5%	15.0%	15.2%	18.8%

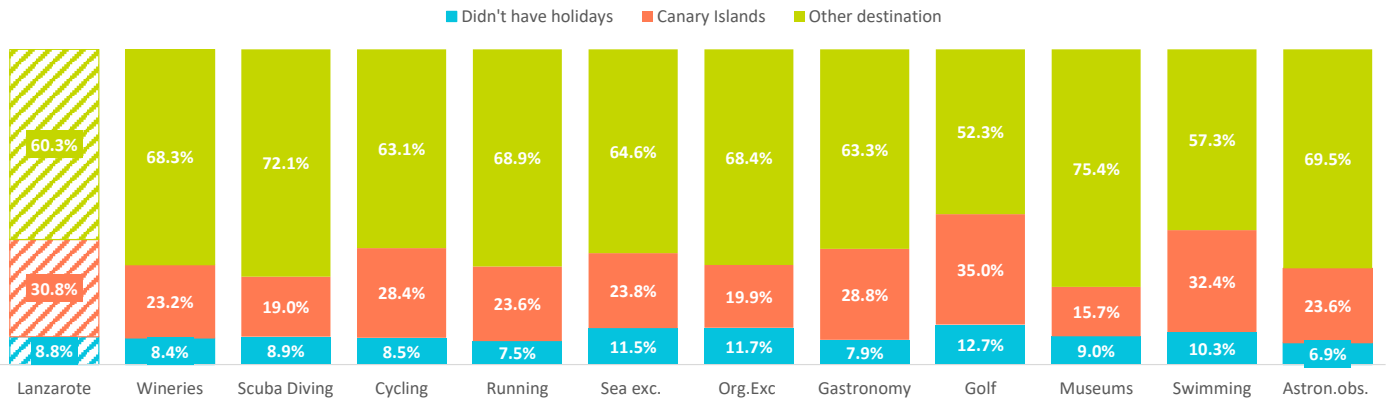


COMPETITORS

Where did they spend their main holiday last year? *

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Didn't have holidays	8.8%	8.4%	8.9%	8.5%	7.5%	11.5%	11.7%	7.9%	12.7%	9.0%	10.3%	6.9%
Canary Islands	30.8%	23.2%	19.0%	28.4%	23.6%	23.8%	19.9%	28.8%	35.0%	15.7%	32.4%	23.6%
Other destination	60.3%	68.3%	72.1%	63.1%	68.9%	64.6%	68.4%	63.3%	52.3%	75.4%	57.3%	69.5%
- Balearic Islands	4.4%	4.6%	5.1%	3.4%	3.5%	3.2%	4.3%	3.8%	1.7%	4.4%	3.0%	3.3%
- Rest of Spain	10.9%	13.2%	8.5%	10.4%	10.6%	11.0%	13.6%	11.5%	9.5%	13.2%	9.0%	10.3%
- Italy	6.5%	9.0%	9.0%	6.9%	8.7%	7.9%	7.6%	7.4%	6.4%	11.5%	6.9%	11.0%
- France	5.3%	7.1%	9.3%	7.6%	9.6%	7.3%	6.9%	4.9%	5.2%	10.3%	5.8%	9.0%
- Turkey	3.4%	2.4%	1.8%	3.6%	3.1%	3.1%	3.7%	2.7%	3.6%	1.7%	3.4%	3.8%
- Greece	7.8%	7.0%	7.9%	6.7%	9.3%	9.0%	8.6%	8.0%	6.3%	8.1%	8.2%	4.8%
- Portugal	4.2%	4.7%	7.0%	4.8%	4.8%	4.5%	4.0%	4.5%	4.5%	4.9%	3.9%	4.3%
- Croatia	1.6%	1.7%	1.8%	0.9%	1.8%	1.7%	1.4%	1.6%	0.0%	2.0%	0.8%	2.8%
- Egypt	1.0%	1.0%	1.4%	1.2%	1.2%	1.0%	0.8%	0.9%	0.4%	0.9%	0.8%	0.7%
- Tunisia	0.5%	0.7%	0.0%	0.4%	0.1%	0.0%	0.7%	0.4%	0.0%	0.6%	0.3%	1.3%
- Morocco	1.3%	1.6%	2.1%	1.4%	0.9%	1.8%	1.3%	1.4%	0.3%	2.2%	0.9%	2.2%
- Others	13.5%	15.5%	18.2%	15.7%	15.4%	14.1%	15.5%	16.1%	14.5%	15.6%	14.2%	15.9%

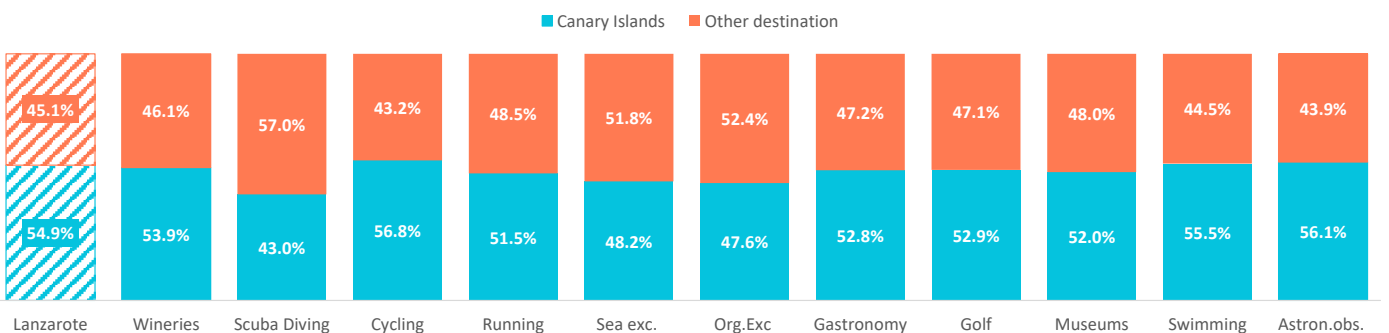
* Percentage of valid answers



What other destinations did they consider for this trip? *

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
None (I was clear about "this Canary Island")	28.7%	29.2%	20.2%	30.3%	26.4%	23.3%	20.8%	27.5%	31.1%	26.4%	29.7%	31.3%
Canary Islands (other island)	26.1%	24.7%	22.9%	26.5%	25.1%	25.0%	26.8%	25.3%	21.8%	25.6%	25.8%	24.8%
Other destination	45.1%	46.1%	57.0%	43.2%	48.5%	51.8%	52.4%	47.2%	47.1%	48.0%	44.5%	43.9%
- Balearic Islands	6.3%	5.9%	6.4%	5.8%	6.9%	7.6%	7.4%	6.3%	6.1%	5.9%	5.8%	4.3%
- Rest of Spain	8.8%	7.7%	8.0%	8.3%	8.3%	7.9%	9.2%	9.3%	8.9%	8.5%	8.3%	9.7%
- Italy	4.6%	5.8%	7.5%	4.7%	4.4%	5.6%	5.6%	5.0%	5.6%	6.5%	5.2%	5.3%
- France	1.5%	1.9%	1.9%	1.7%	2.3%	2.0%	2.3%	1.3%	1.0%	2.2%	1.0%	2.4%
- Turkey	3.2%	2.8%	5.5%	2.9%	3.6%	4.0%	4.3%	3.2%	1.6%	2.6%	2.8%	3.5%
- Greece	7.5%	7.0%	10.0%	6.5%	8.2%	9.3%	8.8%	8.2%	10.1%	7.8%	7.3%	4.3%
- Portugal	6.9%	6.7%	8.4%	6.1%	6.1%	8.6%	6.8%	7.1%	8.5%	6.7%	7.1%	5.5%
- Croatia	2.3%	2.4%	4.1%	2.7%	2.7%	3.1%	2.8%	2.2%	1.0%	2.3%	2.9%	1.7%
- Egypt	2.1%	2.0%	3.3%	2.0%	2.6%	2.1%	2.7%	1.9%	2.3%	2.0%	1.9%	1.6%
- Others	2.0%	3.9%	1.8%	2.5%	3.2%	1.6%	2.6%	2.6%	1.9%	3.5%	2.2%	5.6%

* Percentage of valid answers



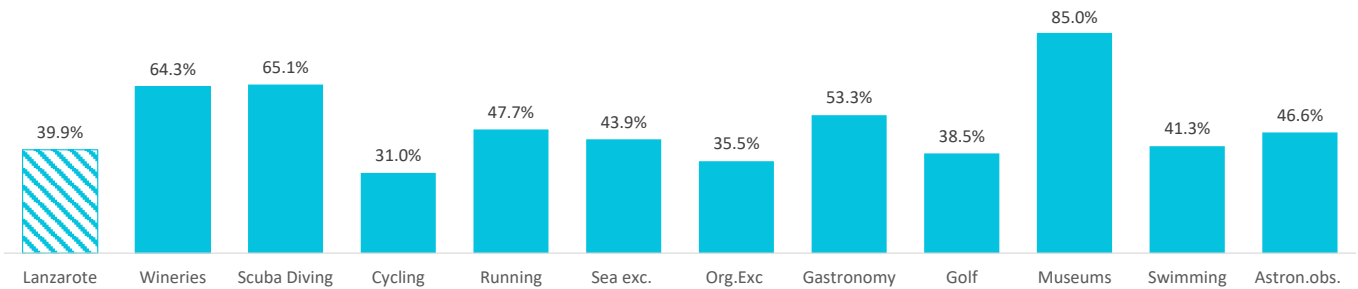
TRANSPORT (Data Q4 2025)

What means of transport have they used during their stay in the Canary Islands?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Rental vehicle	39.9%	64.3%	65.1%	31.0%	47.7%	43.9%	35.5%	53.3%	38.5%	85.0%	41.3%	46.6%
Public transport	24.0%	25.2%	25.7%	29.2%	27.6%	29.2%	32.7%	26.0%	37.1%	15.6%	30.5%	32.1%
Taxi / Private hire vehicle	38.2%	24.4%	34.9%	35.4%	41.4%	38.7%	32.9%	30.0%	52.3%	15.6%	42.1%	25.8%
Organised excursions with transport included	10.9%	16.4%	18.6%	15.5%	11.3%	30.1%	51.6%	10.9%	15.0%	10.0%	13.6%	22.9%
Bicycle	5.8%	8.8%	9.5%	59.1%	14.6%	3.6%	7.9%	4.1%	22.8%	7.1%	10.5%	3.1%
On foot	13.4%	4.5%	11.2%	9.2%	10.2%	7.7%	3.9%	6.7%	2.5%	1.5%	14.6%	7.8%

* Multi-choice question

RENTAL VEHICLE

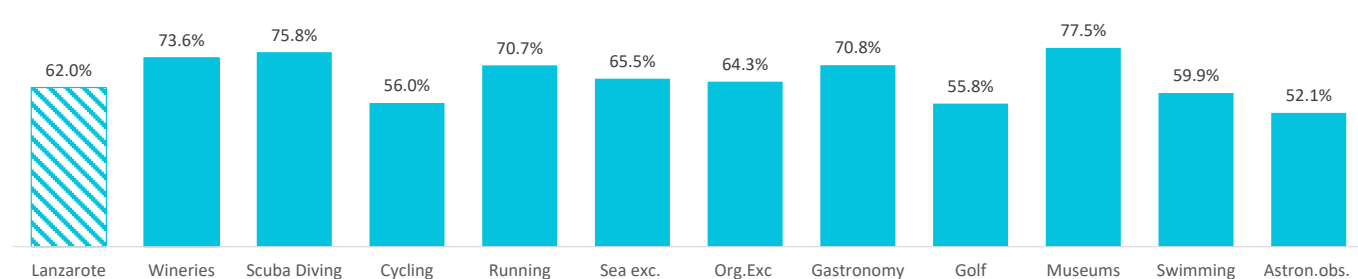


What factors influenced their choice of transport?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
No other alternative	16.5%	13.5%	9.8%	12.0%	13.2%	9.2%	19.0%	11.7%	17.0%	11.7%	18.5%	26.5%
Comfort and convenience	62.0%	73.6%	75.8%	56.0%	70.7%	65.5%	64.3%	70.8%	55.8%	77.5%	59.9%	52.1%
Price	30.7%	32.6%	35.2%	27.9%	33.1%	27.0%	27.5%	33.5%	27.6%	31.2%	32.9%	31.3%
Accessibility	24.5%	32.4%	35.2%	30.5%	25.2%	30.9%	26.4%	31.7%	29.9%	28.8%	24.2%	52.5%
Environmental impact	4.5%	4.4%	9.7%	11.7%	4.7%	5.9%	6.6%	4.2%	8.5%	3.5%	6.5%	7.3%
Safety	12.3%	16.2%	20.2%	11.1%	13.4%	14.8%	18.9%	12.5%	37.4%	10.4%	17.1%	20.9%
Available travel time	12.6%	15.2%	7.6%	14.0%	11.5%	12.6%	15.4%	17.6%	12.6%	17.2%	10.7%	12.4%
Punctuality	7.1%	9.6%	9.2%	9.0%	9.0%	8.2%	9.5%	9.1%	15.1%	6.2%	10.7%	6.4%
Flexible timetable	17.3%	26.1%	43.6%	21.0%	19.8%	16.3%	16.6%	23.9%	14.4%	28.3%	16.6%	16.0%

* Multi-choice question

COMFORT AND CONVENIENCE



Did you experience any difficulties with transport during their stay in the Canary Islands?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	5.2%	4.4%	3.1%	3.7%	5.0%	4.8%	3.5%	4.8%	5.0%	4.8%	1.0%	9.2%
- Infrequent service	1.8%	1.7%	3.1%	0.0%	2.0%	1.9%	1.7%	1.5%	0.0%	1.6%	0.6%	0.0%
- Confusing or insufficient information	1.0%	0.3%	0.0%	1.4%	0.5%	1.9%	1.3%	0.8%	0.0%	1.2%	1.0%	0.0%
- Accessibility barriers	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.3%	0.0%	0.5%	0.0%	1.4%
- Delays or cancellations	1.4%	1.6%	0.0%	1.3%	1.5%	0.9%	1.0%	1.0%	0.0%	1.0%	0.6%	0.0%
- High fares	0.7%	0.2%	0.0%	0.5%	0.7%	0.0%	0.6%	0.2%	0.0%	0.7%	0.0%	0.0%
- Difficulties with booking systems	0.4%	0.4%	3.1%	0.0%	0.0%	2.2%	0.6%	1.0%	0.0%	0.8%	0.0%	0.0%
- Poor connections	1.0%	0.2%	0.0%	0.5%	1.0%	0.0%	1.2%	0.6%	0.0%	1.3%	0.4%	3.8%
- Others	1.3%	1.6%	0.0%	0.5%	0.0%	1.6%	1.0%	1.5%	5.0%	1.2%	0.6%	4.1%
No	94.8%	95.6%	96.9%	96.3%	95.0%	95.2%	96.5%	95.2%	95.0%	95.2%	99.0%	90.8%

* The breakdown of the response 'Yes, they have had difficulties with transport during their stay in the Canary Islands' corresponds to a multi-response question. Percentages are calculated based on the total number of



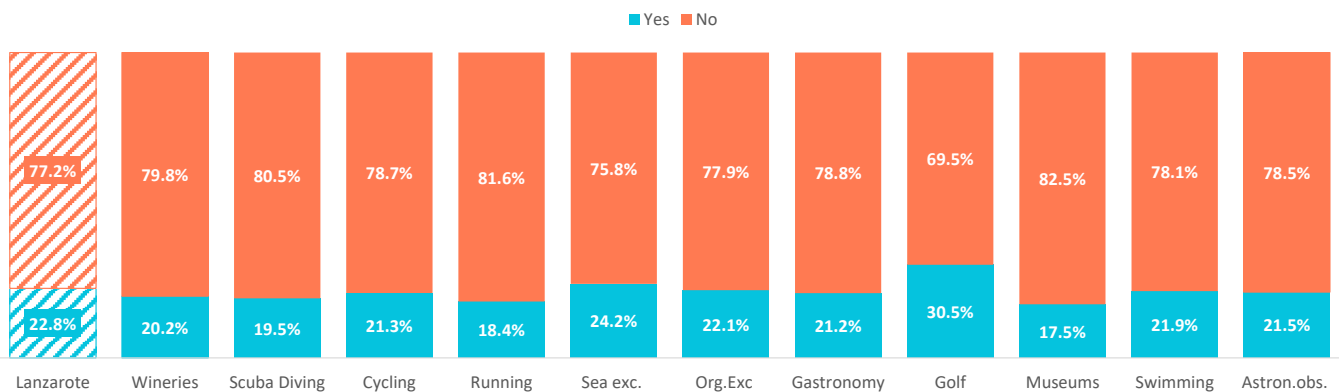
TOURIST TAX (Data from Q4 2024 to Q3 2025)

Have they visited any holiday destination in the last five years where they were charged a tourist tax?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	47.9%	50.0%	55.3%	49.4%	60.3%	42.2%	49.2%	51.2%	50.8%	53.7%	51.8%	56.5%
No	32.6%	29.3%	25.9%	30.7%	22.1%	30.9%	30.0%	29.6%	35.2%	24.5%	31.0%	28.4%
Not remember	19.5%	20.7%	18.9%	19.9%	17.6%	26.9%	20.8%	19.2%	14.0%	21.7%	17.2%	15.1%

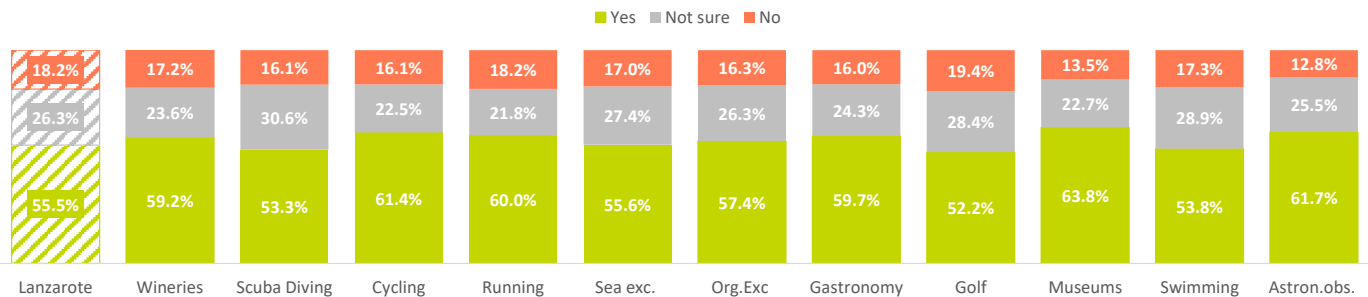
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	22.8%	20.2%	19.5%	21.3%	18.4%	24.2%	22.1%	21.2%	30.5%	17.5%	21.9%	21.5%
No	77.2%	79.8%	80.5%	78.7%	81.6%	75.8%	77.9%	78.8%	69.5%	82.5%	78.1%	78.5%



Would they be willing to pay a tourist tax for each day of accommodation in the Canary Islands?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Yes	55.5%	59.2%	53.3%	61.4%	60.0%	55.6%	57.4%	59.7%	52.2%	63.8%	53.8%	61.7%
- For any purpose	13.3%	14.1%	12.5%	14.9%	17.6%	15.4%	14.0%	16.2%	10.4%	17.6%	12.6%	22.4%
- Improve living conditions	8.2%	8.3%	8.8%	11.1%	8.8%	9.8%	9.4%	7.1%	8.1%	8.0%	7.6%	6.7%
- Improve economic development	5.3%	4.6%	3.6%	5.5%	6.6%	3.4%	4.1%	6.2%	6.7%	3.3%	5.6%	2.8%
- Improve the environment	17.2%	23.3%	19.5%	21.6%	19.0%	18.2%	18.6%	20.2%	16.6%	25.6%	17.1%	21.9%
- Improve the tourist environment	5.0%	3.4%	2.6%	3.6%	3.5%	3.0%	5.5%	4.2%	4.3%	3.8%	3.8%	1.2%
- Other purposes	6.5%	5.5%	6.3%	4.7%	4.4%	5.7%	5.8%	5.8%	6.1%	5.5%	7.1%	6.6%
Not sure	26.3%	23.6%	30.6%	22.5%	21.8%	27.4%	26.3%	24.3%	28.4%	22.7%	28.9%	25.5%
No	18.2%	17.2%	16.1%	16.1%	18.2%	17.0%	16.3%	16.0%	19.4%	13.5%	17.3%	12.8%



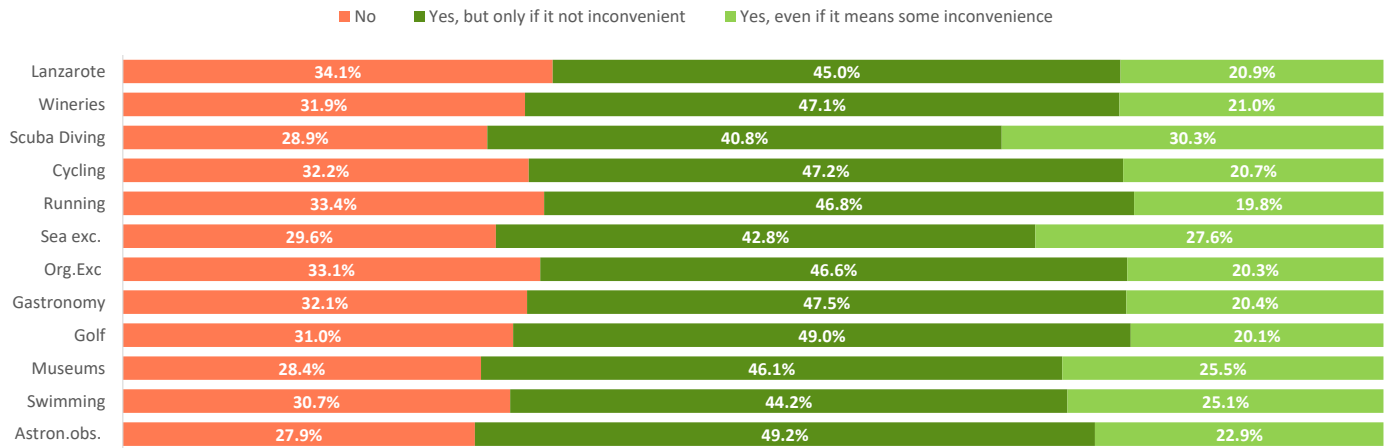
How much would they be willing to pay?

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Up to 1 euro	37.7%	34.3%	39.1%	36.8%	32.5%	39.4%	37.8%	36.6%	35.6%	37.5%	37.9%	33.8%
Up to 2 euros	31.9%	35.4%	32.2%	30.7%	34.1%	32.0%	36.0%	32.1%	28.7%	33.5%	24.8%	27.8%
Up to 3 euros	18.8%	20.0%	11.6%	18.0%	14.9%	18.2%	16.8%	19.2%	23.5%	18.6%	20.9%	20.4%
More than 3 euros	11.5%	10.4%	17.1%	14.5%	18.5%	10.4%	9.4%	12.0%	12.1%	10.4%	16.4%	18.1%

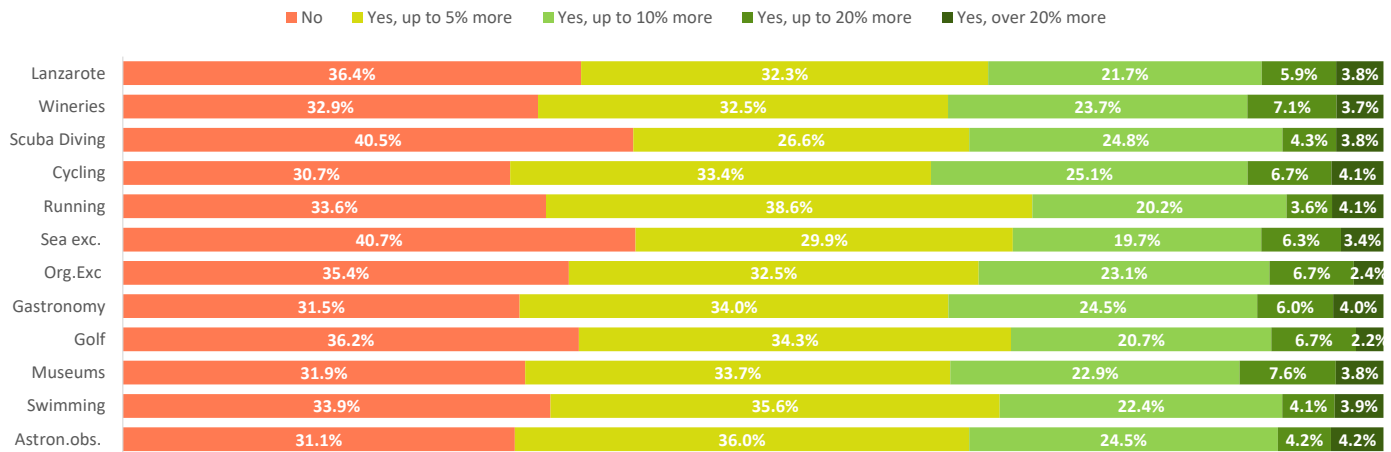


SUSTAINABLE DESTINATION (DATA = 2023)

When booking a trip, do they tend to choose the most sustainable options?



Would they be willing to spend more on travel to reduce their carbon footprint?



Perception of the following sustainability measures during their stay *

	Lanzarote	Wineries	Scuba Diving	Cycling	Running	Sea exc.	Org.Exc	Gastronomy	Golf	Museums	Swimming	Astron.obs.
Quality of life on the island	8.18	8.23	8.20	8.30	8.12	8.30	8.16	8.29	7.97	8.19	8.33	8.23
Tolerance towards tourism	8.66	8.62	8.47	8.71	8.51	8.64	8.70	8.69	8.29	8.59	8.58	8.37
Cleanliness of the island	8.66	8.57	8.26	8.50	8.47	8.62	8.66	8.66	8.50	8.59	8.61	8.52
Air quality	8.73	8.68	8.72	8.71	8.65	8.76	8.77	8.83	8.69	8.73	8.79	8.65
Rational water consumption	7.84	7.72	7.69	7.73	7.55	7.76	7.84	7.83	7.95	7.68	7.86	7.88
Energy saving	7.31	7.10	7.10	7.16	7.09	7.39	7.30	7.25	7.37	7.05	7.24	7.26
Use of renewable energy	7.17	7.01	6.56	7.28	6.85	7.26	7.24	7.13	7.39	6.97	7.09	7.02
Recycling	7.34	7.10	6.74	7.14	7.08	7.24	7.28	7.22	7.49	6.98	7.32	7.26
Easy to get around by public transport	7.56	7.04	7.16	7.43	7.20	7.73	7.71	7.31	7.65	6.98	7.69	7.29
Overcrowding in tourist areas	6.61	6.51	6.49	6.36	6.52	6.66	6.93	6.48	6.76	6.42	6.80	6.32
Supply of local products	7.31	7.40	7.20	7.26	7.19	7.55	7.46	7.49	6.86	7.33	7.30	7.18

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Source: Tourist Expenditure Survey (EGT, ISTAC).

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