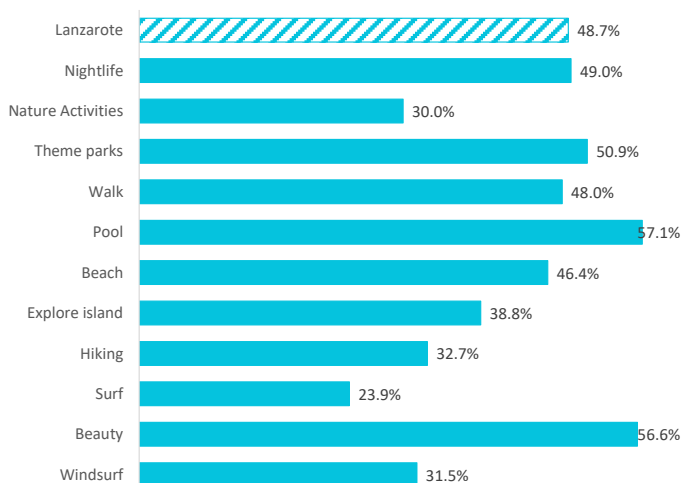


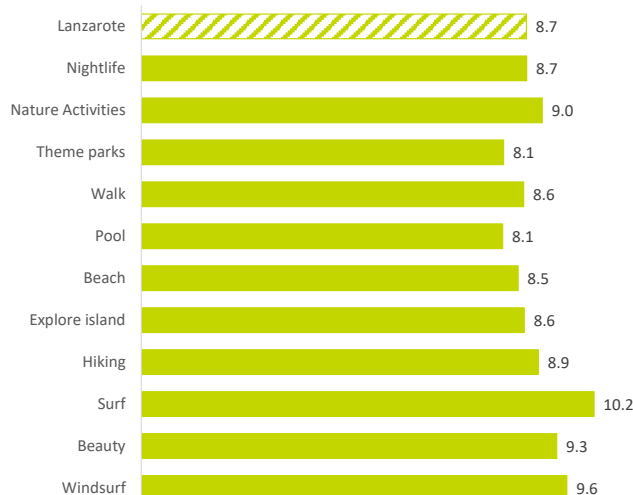
TOURIST EXPENDITURE

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Tourist arrivals ≥ 16 years old (EGT)	2,871,074	352,645	228,020	209,443	2,306,234	1,689,227	1,876,423	1,371,273	480,784	72,445	141,778	22,921
% Tourists	100.0%	12.3%	7.9%	7.3%	80.3%	58.8%	65.4%	47.8%	16.7%	2.5%	4.9%	0.8%
% tourists who book holiday package	48.7%	49.0%	30.0%	50.9%	48.0%	57.1%	46.4%	38.8%	32.7%	23.9%	56.6%	31.5%
Expenditure per tourist (€)	1,439	1,388	1,328	1,778	1,436	1,515	1,430	1,364	1,325	1,512	1,641	2,090
- book holiday package	1,624	1,530	1,678	1,903	1,616	1,655	1,642	1,582	1,616	2,028	1,753	2,122
- holiday package	1,344	1,154	1,350	1,495	1,325	1,366	1,349	1,268	1,319	1,532	1,408	1,686
- others	280	377	328	408	291	289	292	314	297	496	345	436
- do not book holiday package	1,264	1,251	1,179	1,649	1,270	1,328	1,247	1,225	1,183	1,350	1,495	2,075
- flight	311	303	285	464	313	328	310	291	283	325	288	488
- accommodation	500	447	435	636	503	588	485	466	452	423	647	966
- others	453	501	459	549	453	413	452	468	448	602	560	622
Average length of stay	8.7	8.7	9.0	8.1	8.6	8.1	8.5	8.6	8.9	10.2	9.3	9.6
- 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	180.52	165.57	231.11	183.98	199.57	184.85	174.58	167.54	171.79	207.27	235.15
- Median	172.73	168.03	156.31	200.00	172.84	183.11	169.60	168.05	160.77	158.33	206.25	227.37
Average daily expenditure without flight (€)	135.90	137.41	124.93	168.32	136.36	146.90	136.60	131.08	125.57	128.27	157.60	177.22
- Median	129.75	116.72	104.73	106.97	115.74	119.72	112.57	113.50	108.34	98.92	139.90	136.93
Average cost of the flight (€)	376.22	338.69	337.14	484.41	371.33	399.05	374.81	341.31	334.48	378.18	385.04	519.23
Total turnover (≥ 16 years old) (€m)	4,133	489	303	372	3,311	2,559	2,683	1,870	637	110	233	48
% Turnover	100.0%	11.8%	7.3%	9.0%	80.1%	61.9%	64.9%	45.2%	15.4%	2.7%	5.6%	1.2%
Turnover without flight (≥ 16 years old) (€m)	3,052	370	226	271	2,455	1,885	1,980	1,402	476	82	178	36

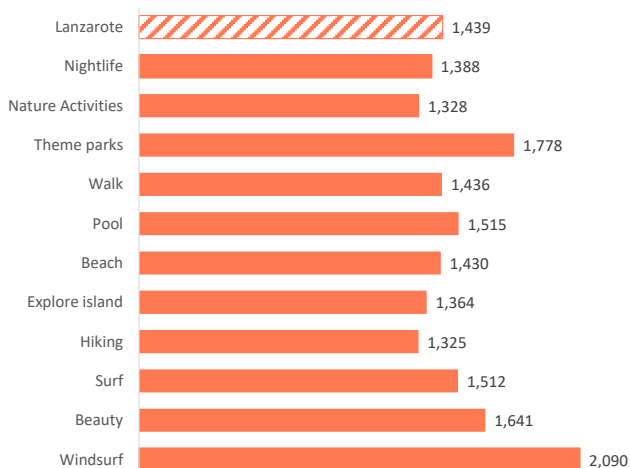
TOURISTS WHO BOOK HOLIDAY PACKAGE (%)



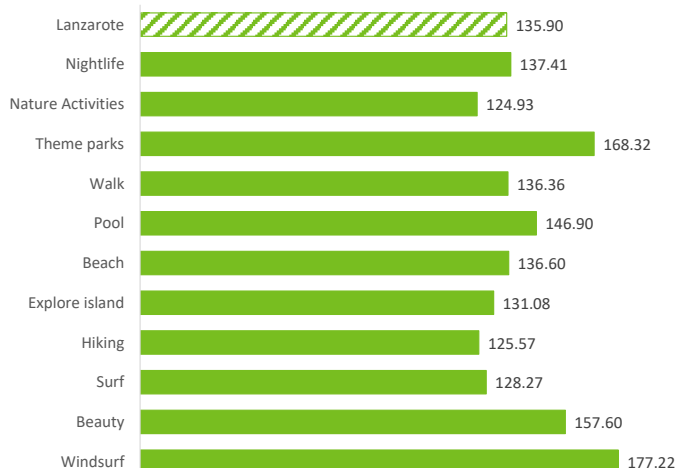
AVERAGE LENGTH OF STAY



EXPENDITURE PER TRIP (€)



DAILY EXPENDITURE WITHOUT FLIGHT (€)



Nightlife = Nightlife/concerts/shows, Nature Activities = Other Nature Activities, Theme parks = Amusement or attractions parks, Walk = Walk/wander, Pool = Swimming pool/hotel facilities, Beach, Explore island = Explore island on your own, Hiking, Surf, Beauty = Beauty and health treatments, Windsurf

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

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Accommodation:												
- Accommodation	90.2%	91.0%	90.1%	94.2%	90.8%	93.5%	91.2%	89.5%	90.5%	85.3%	91.8%	91.4%
- Additional accommodation expenses	4.2%	5.8%	5.9%	8.2%	4.2%	4.5%	4.7%	4.5%	4.8%	6.7%	4.4%	13.9%
Transport:												
- National/International Transport	97.7%	98.1%	97.3%	98.9%	97.9%	98.3%	98.0%	97.3%	97.4%	97.9%	98.4%	95.4%
- Flights between islands	7.2%	7.3%	17.9%	10.1%	7.3%	6.1%	8.7%	10.7%	15.5%	21.0%	9.6%	9.9%
- Taxi	50.6%	62.2%	28.6%	51.8%	51.9%	59.3%	48.5%	37.3%	32.1%	23.9%	61.2%	50.2%
- Car rental	32.9%	22.7%	67.0%	38.0%	33.5%	27.1%	38.5%	56.2%	62.1%	61.0%	28.3%	48.2%
- Public transport	9.5%	11.7%	11.9%	7.7%	10.5%	9.2%	9.3%	11.2%	10.0%	8.8%	11.5%	0.0%
Food and drink:												
- Food purchases at supermarkets	61.0%	65.1%	71.5%	68.3%	62.6%	57.1%	63.4%	67.7%	70.3%	79.7%	56.8%	69.8%
- Restaurants	70.6%	78.5%	79.9%	76.9%	72.5%	68.5%	71.9%	76.4%	76.6%	76.6%	70.0%	79.2%
Leisure:												
- Organized excursions	23.8%	20.3%	42.1%	35.2%	24.5%	22.9%	28.0%	31.8%	38.0%	27.5%	24.5%	25.2%
- Sport activities	6.3%	8.3%	10.8%	13.7%	6.6%	6.4%	7.3%	7.6%	10.8%	25.5%	9.5%	36.6%
- Cultural activities	3.5%	5.4%	9.0%	6.4%	3.6%	3.3%	4.1%	5.9%	6.3%	3.2%	5.0%	6.2%
- Museums	13.6%	10.0%	33.7%	17.4%	14.1%	10.4%	16.8%	23.9%	31.0%	23.0%	16.3%	27.4%
- Theme Parks	4.9%	8.5%	7.2%	44.3%	5.1%	6.2%	6.3%	6.3%	4.9%	4.4%	9.0%	14.4%
- Discos and pubs	10.7%	39.4%	8.4%	15.3%	12.1%	12.2%	11.5%	10.4%	8.0%	8.7%	15.6%	12.7%
- Wellness	4.7%	7.9%	5.7%	7.3%	5.3%	5.6%	5.1%	4.7%	5.0%	3.8%	56.6%	18.9%
Purchases of goods:												
- Souvenirs	41.5%	44.0%	52.6%	44.6%	43.3%	42.8%	44.2%	46.7%	47.5%	49.7%	49.9%	44.6%
- Other purchases	1.0%	1.3%	1.4%	1.7%	1.0%	0.8%	1.0%	1.5%	0.8%	1.9%	1.9%	6.2%
Others:												
- Medical expenses	6.8%	10.1%	10.0%	9.3%	7.6%	7.7%	7.4%	7.3%	6.2%	10.0%	12.0%	11.2%
- Other expenses	3.6%	4.8%	4.7%	5.0%	3.9%	3.8%	3.7%	3.4%	4.4%	7.0%	3.1%	6.9%

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

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Expenditure per tourist and trip (€)												
Accommodation:												
- Accommodation	881	799	759	945	866	919	840	813	798	836	963	1,112
- Additional accommodation expenses	146	156	150	107	140	129	131	156	175	199	110	35
Transport:												
- National/International Transport	645	599	604	750	635	650	638	608	604	663	708	810
- Flights between islands	385	345	346	490	379	406	383	351	343	386	391	544
- Taxi	58	72	54	68	57	61	56	58	52	58	60	97
- Car rental	71	61	70	66	69	71	71	71	81	63	67	48
- Public transport	108	104	117	101	107	97	106	107	110	127	125	121
- Wellness	24	17	16	25	24	15	24	21	18	29	64	0
Food and drink:												
- Food purchases at supermarkets	332	342	265	359	326	320	318	308	282	425	334	410
- Restaurants	109	101	95	116	104	100	103	103	102	166	115	134
- Discos and pubs	223	241	170	243	222	220	215	206	180	259	219	276
Leisure:												
- Organized excursions	527	541	472	491	509	496	503	488	470	508	516	671
- Sport activities	88	97	84	108	86	90	89	80	75	106	106	99
- Cultural activities	92	81	85	78	84	83	82	80	91	126	81	154
- Museums	55	63	52	58	55	53	55	54	49	35	36	116
- Theme Parks	50	45	55	50	51	50	51	52	46	43	43	40
- Discos and pubs	71	86	67	74	68	68	70	69	67	91	74	127
- Wellness	102	103	54	76	98	91	92	88	62	48	101	89
- Wellness	69	66	76	46	68	61	64	65	80	58	75	45
Purchases of goods:												
- Souvenirs	229	194	159	128	240	172	248	235	255	213	233	168
- Other purchases	76	81	59	74	77	73	75	72	63	91	89	64
- Other purchases	152	113	100	55	163	99	173	163	192	123	144	103
Others:												
- Medical expenses	117	115	77	91	106	108	112	110	89	117	84	57
- Other expenses	33	19	26	28	31	36	34	24	19	43	31	10
- Other expenses	83	96	51	63	75	73	79	87	70	74	53	47

TOURIST PROFILE

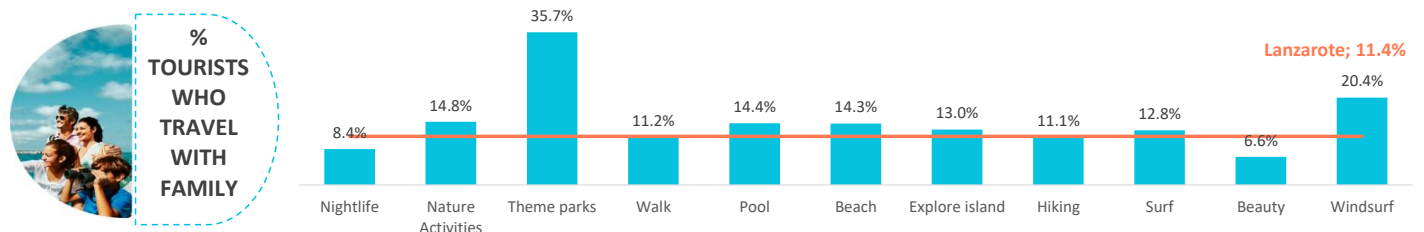
Who are they?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Gender												
Percentage of men	47.2%	50.0%	48.1%	49.2%	45.7%	46.1%	47.3%	47.5%	50.6%	57.2%	32.5%	58.4%
Percentage of women	52.8%	50.0%	51.9%	50.8%	54.3%	53.9%	52.7%	52.5%	49.4%	42.8%	67.5%	41.6%
Age												
Average age	50.90	45.84	40.75	43.32	50.61	50.14	47.92	47.46	44.88	39.55	50.32	44.30
Standard deviation	16.4	17.0	15.1	13.0	16.3	15.7	15.7	16.0	15.9	13.6	16.5	14.2
Age range												
16-24 years old	6.6%	13.2%	16.2%	8.6%	6.6%	6.6%	7.5%	8.0%	10.1%	8.4%	7.1%	11.5%
25-30 years old	7.6%	12.1%	13.8%	7.8%	7.9%	6.5%	9.3%	10.2%	12.7%	19.5%	10.1%	6.8%
31-45 years old	25.1%	25.3%	34.7%	47.8%	25.3%	28.0%	29.9%	29.7%	31.3%	42.6%	21.5%	36.1%
46-60 years old	26.9%	27.1%	22.6%	23.5%	27.2%	28.4%	27.6%	26.9%	25.4%	22.2%	30.3%	28.0%
Over 60 years old	33.8%	22.3%	12.7%	12.2%	33.1%	30.4%	25.7%	25.3%	20.5%	7.2%	31.1%	17.6%
Occupation												
Salaried worker	52.8%	59.5%	60.7%	66.7%	53.8%	55.4%	58.3%	58.3%	59.0%	61.3%	55.8%	55.8%
Self-employed	10.5%	11.7%	14.6%	13.9%	10.5%	11.0%	11.5%	11.2%	12.9%	13.5%	10.4%	14.0%
Unemployed	0.8%	1.8%	0.9%	0.3%	0.7%	0.6%	0.8%	0.7%	0.8%	0.0%	1.8%	0.0%
Business owner	5.4%	6.1%	5.8%	6.8%	4.8%	5.6%	5.5%	6.0%	5.8%	16.3%	8.1%	19.1%
Student	2.6%	3.6%	5.5%	2.3%	2.5%	2.3%	3.1%	2.9%	4.1%	6.3%	2.2%	5.6%
Retired	26.7%	16.6%	10.5%	8.8%	26.7%	24.0%	19.5%	20.1%	16.8%	2.5%	20.8%	5.4%
Unpaid domestic work	0.5%	0.4%	0.7%	0.9%	0.5%	0.6%	0.5%	0.3%	0.2%	0.0%	0.1%	0.0%
Others	0.7%	0.3%	1.3%	0.4%	0.5%	0.7%	0.6%	0.6%	0.4%	0.0%	0.8%	0.0%
Annual household income level												
Less than €25,000	9.3%	10.6%	13.2%	9.5%	9.4%	8.8%	10.0%	9.7%	10.3%	11.4%	11.0%	5.5%
€25,000 - €49,999	32.3%	32.1%	32.3%	25.4%	32.9%	29.9%	32.6%	33.5%	33.1%	20.2%	29.5%	9.4%
€50,000 - €74,999	26.3%	26.5%	24.1%	27.6%	26.4%	27.2%	26.5%	26.1%	26.5%	24.1%	21.3%	28.3%
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%	9.3%	0.5%	8.6%	6.4%	7.4%	5.6%	3.9%	2.0%	2.4%	3.4%	5.0%
Primary education	1.0%	0.4%	0.9%	0.6%	0.9%	0.8%	0.9%	1.1%	1.1%	0.8%	1.4%	0.0%
Secondary education	20.5%	20.6%	14.1%	17.3%	20.4%	19.8%	19.6%	17.5%	15.6%	7.0%	19.1%	5.0%
Higher education	72.5%	69.7%	84.5%	73.6%	72.3%	71.9%	73.9%	77.5%	81.3%	89.8%	76.2%	90.0%

Who do they come with?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Unaccompanied	6.4%	7.1%	6.9%	1.8%	5.5%	3.6%	5.7%	5.6%	7.3%	12.4%	6.2%	0.0%
Only with partner	49.1%	46.0%	45.9%	25.1%	50.4%	45.3%	44.8%	48.2%	48.7%	34.1%	49.5%	21.1%
Only with children (< 13 years old)	4.5%	3.2%	7.2%	14.0%	4.2%	5.5%	5.5%	4.9%	4.8%	5.6%	1.8%	9.8%
Partner + children (< 13 years old)	6.9%	5.2%	7.6%	21.8%	7.0%	8.9%	8.9%	8.1%	6.3%	7.2%	4.8%	10.7%
Other relatives	11.8%	14.2%	12.4%	15.0%	12.1%	13.9%	12.3%	11.2%	9.3%	9.6%	16.2%	25.9%
Friends	5.7%	9.0%	6.0%	1.9%	5.3%	5.1%	5.8%	5.6%	6.1%	4.9%	6.2%	1.1%
Work colleagues	0.3%	0.5%	0.0%	0.0%	0.1%	0.2%	0.2%	0.2%	0.2%	1.4%	0.3%	0.0%
Organized trip	0.4%	0.3%	0.1%	0.3%	0.3%	0.3%	0.4%	0.2%	0.7%	1.9%	0.5%	0.6%
Other combinations ⁽²⁾	15.0%	14.5%	13.9%	20.3%	15.0%	17.2%	16.4%	16.0%	16.7%	22.9%	14.5%	30.9%
<i>(2) Different situations have been isolated</i>												
Tourists with children	18.6%	15.3%	18.8%	52.7%	18.2%	24.0%	22.6%	18.5%	14.7%	21.1%	14.6%	40.5%
- Between 0 and 2 years old	1.2%	1.4%	0.9%	1.6%	1.1%	1.6%	1.3%	1.0%	0.6%	0.7%	0.9%	0.0%
- Between 3 and 12 years old	16.2%	12.4%	16.9%	48.0%	15.9%	20.8%	20.1%	16.4%	13.0%	18.7%	12.5%	35.7%
- Between 0-2 and 3-12 years old	1.2%	1.5%	1.0%	3.1%	1.2%	1.6%	1.3%	1.0%	1.1%	1.7%	1.2%	4.8%
Tourists without children	81.4%	84.7%	81.2%	47.3%	81.8%	76.0%	77.4%	81.5%	85.3%	78.9%	85.4%	59.5%
Group composition:												
- 1 person	8.1%	9.4%	8.2%	3.6%	7.0%	5.3%	7.2%	6.9%	8.6%	17.6%	7.5%	2.9%
- 2 people	55.9%	55.5%	53.3%	27.5%	57.0%	52.2%	51.9%	55.7%	57.2%	39.5%	60.9%	29.4%
- 3 people	11.6%	9.3%	12.6%	17.5%	11.8%	13.4%	13.0%	12.4%	11.1%	12.4%	8.7%	11.9%
- 4 or 5 people	18.1%	18.4%	22.2%	38.6%	18.0%	21.3%	20.9%	19.9%	18.6%	23.4%	16.7%	37.5%
- 6 or more people	6.2%	7.4%	3.7%	12.8%	6.2%	7.9%	6.9%	5.1%	4.5%	7.1%	6.2%	18.2%
Average group size:	2.79	2.81	2.72	3.68	2.79	3.01	2.91	2.78	2.70	2.84	2.74	4.21

*People who share the main expenses of the trip





TRIP MOTIVATION AND DESTINATION CHOICE

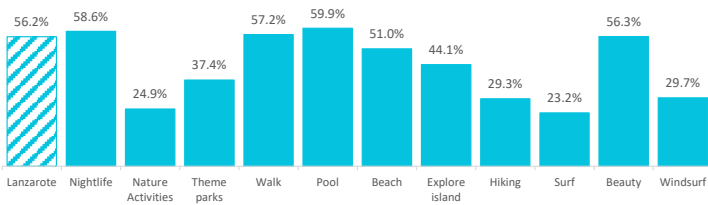
What is the main reason for visiting the Canary Islands?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Holidays	95.4%	94.6%	94.5%	98.2%	96.1%	97.6%	95.9%	95.5%	95.0%	86.7%	93.4%	89.4%
Family reasons	3.0%	4.3%	3.4%	1.7%	2.9%	1.4%	2.8%	3.3%	3.4%	6.7%	4.9%	0.9%
Business	0.6%	0.6%	0.8%	0.0%	0.3%	0.2%	0.5%	0.4%	0.4%	5.7%	0.2%	2.0%
Education and training	0.1%	0.3%	0.4%	0.0%	0.1%	0.1%	0.1%	0.1%	0.3%	0.4%	0.0%	0.0%
Sports training	0.5%	0.0%	0.6%	0.0%	0.3%	0.5%	0.3%	0.2%	0.7%	0.5%	0.6%	7.7%
Health	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	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%	0.3%	0.1%	0.3%	0.2%	0.4%	0.4%	0.1%	0.0%	0.5%	0.0%

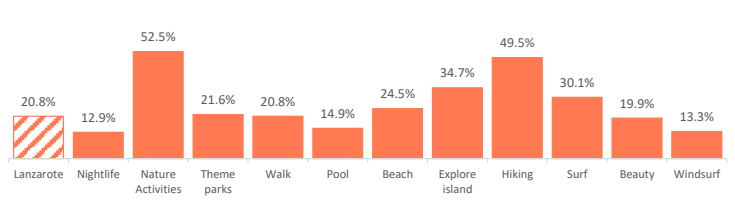
What is the main motivation for their holidays?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Rest	56.2%	58.6%	24.9%	37.4%	57.2%	59.9%	51.0%	44.1%	29.3%	23.2%	56.3%	29.7%
Enjoy family time	12.9%	14.3%	10.2%	31.7%	12.6%	15.2%	14.8%	11.4%	7.6%	15.4%	10.6%	11.5%
Have fun	6.3%	12.9%	7.3%	7.9%	6.3%	7.0%	6.4%	6.1%	7.8%	6.4%	8.8%	12.4%
Explore the destination	20.8%	12.9%	52.5%	21.6%	20.8%	14.9%	24.5%	34.7%	49.5%	30.1%	19.9%	13.3%
Practice their hobbies	2.5%	0.9%	4.0%	0.7%	1.8%	2.1%	2.1%	2.3%	3.7%	22.7%	2.6%	33.1%
Other reasons	1.3%	0.5%	1.2%	0.7%	1.3%	0.9%	1.2%	1.4%	2.1%	2.3%	1.8%	0.0%

REST



EXPLORE THE DESTINATION



Importance of each factor in the destination choice

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Climate	73.9%	72.8%	64.7%	71.7%	74.2%	76.2%	75.0%	70.7%	70.0%	69.6%	69.4%	63.6%
Safety	59.0%	65.1%	48.9%	67.8%	59.9%	62.9%	58.9%	54.7%	48.4%	44.0%	66.7%	37.6%
Tranquility	52.5%	48.9%	49.6%	50.2%	53.3%	53.0%	53.0%	52.9%	49.3%	51.4%	61.2%	32.7%
Accommodation supply	46.6%	50.0%	29.0%	48.0%	47.3%	52.0%	44.3%	39.3%	32.4%	17.6%	53.0%	40.5%
Price	41.2%	46.9%	30.0%	46.8%	41.7%	44.2%	41.9%	37.4%	32.6%	25.4%	45.1%	28.8%
Effortless trip	40.3%	42.1%	30.8%	42.8%	40.0%	41.7%	38.4%	35.1%	29.9%	32.2%	45.4%	31.2%
Sea	40.1%	35.9%	46.5%	42.5%	39.6%	39.1%	48.3%	43.4%	45.8%	61.1%	36.6%	34.3%
European belonging	37.1%	34.0%	35.4%	34.3%	37.2%	38.0%	36.8%	35.1%	34.6%	35.5%	43.5%	33.4%
Environment	36.4%	35.4%	49.7%	36.4%	36.8%	34.7%	38.0%	41.2%	46.5%	48.8%	40.3%	27.4%
Landscapes	33.8%	26.3%	60.3%	33.4%	33.6%	29.0%	38.0%	44.8%	57.6%	53.2%	32.5%	27.9%
Beaches	33.3%	34.6%	39.7%	40.5%	33.3%	34.7%	43.1%	35.1%	37.0%	48.4%	31.0%	33.6%
Gastronomy	26.1%	26.9%	23.9%	23.7%	26.3%	25.6%	25.5%	25.1%	23.3%	21.2%	28.6%	19.3%
Authenticity	25.0%	24.4%	38.5%	28.0%	25.4%	23.2%	27.1%	29.9%	33.3%	32.0%	31.3%	27.1%
Fun possibilities	18.7%	29.9%	18.2%	31.8%	19.0%	22.1%	20.2%	17.6%	19.6%	26.5%	26.9%	38.9%
Culture	11.4%	11.9%	17.9%	12.8%	11.3%	10.6%	12.6%	14.5%	14.9%	16.8%	18.5%	3.4%
Historical heritage	10.6%	9.2%	17.7%	9.3%	10.3%	9.4%	11.4%	13.2%	15.5%	10.3%	15.1%	2.4%
Exoticism	9.9%	10.8%	18.7%	10.6%	9.7%	9.0%	11.5%	12.6%	17.3%	13.8%	11.6%	6.7%
Shopping	8.6%	13.2%	3.8%	9.0%	8.6%	9.1%	8.5%	7.1%	4.5%	2.5%	14.7%	3.6%
Hiking trail network	8.2%	4.2%	18.7%	5.1%	8.0%	5.5%	9.0%	11.6%	24.0%	16.4%	8.5%	6.8%
Nightlife	5.9%	18.0%	2.3%	5.0%	5.8%	6.5%	6.0%	4.3%	3.9%	3.6%	6.9%	3.2%

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	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Previous visits to the Canary Islands	56.3%	58.2%	40.5%	52.0%	58.2%	58.9%	53.2%	49.1%	42.5%	49.3%	54.7%	51.3%
Friends or relatives	27.1%	34.3%	30.2%	35.6%	27.9%	25.9%	28.6%	30.5%	33.0%	31.8%	30.8%	39.1%
Internet or social media	53.1%	56.7%	70.3%	61.3%	54.8%	54.5%	57.9%	61.2%	66.2%	59.2%	50.3%	56.3%
Mass Media	1.8%	2.6%	2.6%	3.7%	1.9%	2.1%	2.2%	2.2%	2.7%	1.4%	2.0%	5.0%
Travel guides and magazines	6.8%	6.1%	13.2%	9.8%	7.4%	6.4%	7.8%	10.0%	13.9%	8.4%	6.3%	6.1%
Travel Blogs or Forums	6.9%	5.7%	18.9%	9.6%	7.7%	7.0%	8.4%	10.5%	15.0%	13.5%	5.0%	9.7%
Travel TV Channels	0.8%	1.1%	1.1%	0.8%	0.8%	0.6%	0.7%	1.0%	1.4%	1.4%	0.7%	3.4%
Tour Operator or Travel Agency	20.0%	18.6%	13.0%	19.1%	19.8%	23.7%	19.1%	16.5%	14.3%	7.0%	24.8%	15.7%
Public administrations or similar	0.7%	0.9%	2.2%	0.3%	0.8%	0.7%	0.7%	1.0%	1.3%	2.8%	0.8%	0.0%
Others	2.8%	2.5%	3.5%	1.8%	2.5%	2.5%	2.7%	3.1%	3.6%	1.8%	1.9%	0.0%

* Multi-choice question

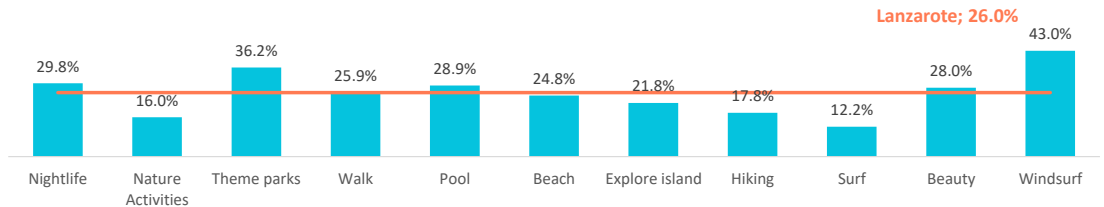


TRIP BOOKING

How far in advance do they book their trip?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
The same day	0.6%	0.7%	1.2%	0.1%	0.6%	0.6%	0.7%	0.6%	0.6%	2.0%	0.7%	2.0%
Between 1 and 30 days	19.6%	19.7%	24.5%	17.4%	19.3%	17.7%	20.1%	20.3%	24.4%	19.1%	12.6%	5.9%
Between 1 and 2 months	20.1%	18.0%	25.0%	15.8%	20.4%	19.3%	20.7%	23.6%	24.5%	26.0%	22.7%	9.5%
Between 3 and 6 months	33.7%	31.8%	33.3%	30.5%	33.8%	33.6%	33.7%	33.7%	32.7%	40.7%	36.0%	39.6%
More than 6 months	26.0%	29.8%	16.0%	36.2%	25.9%	28.9%	24.8%	21.8%	17.8%	12.2%	28.0%	43.0%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS



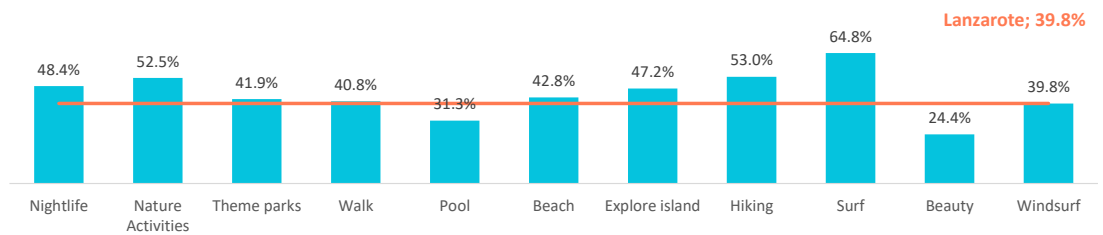
With whom did they book their flight and accommodation?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Flight												
- Directly with the airline	56.0%	55.3%	68.3%	53.2%	55.9%	48.8%	57.4%	62.1%	67.8%	83.8%	50.7%	70.6%
- Tour Operator or Travel Agency	44.0%	44.7%	31.7%	46.8%	44.1%	51.2%	42.6%	37.9%	32.2%	16.2%	49.3%	29.4%
Accommodation												
- Directly with the accommodation	43.2%	41.0%	54.1%	39.7%	43.2%	38.8%	45.2%	48.4%	56.1%	68.1%	41.0%	59.0%
- Tour Operator or Travel Agency	56.8%	59.0%	45.9%	60.3%	56.8%	61.2%	54.8%	51.6%	43.9%	31.9%	59.0%	41.0%

What do they book?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Room only	39.8%	48.4%	52.5%	41.9%	40.8%	31.3%	42.8%	47.2%	53.0%	64.8%	24.4%	39.8%
Bed and Breakfast	11.8%	13.1%	9.8%	13.8%	11.8%	13.3%	10.6%	10.7%	10.1%	11.6%	18.3%	18.6%
Half board	15.7%	12.3%	17.6%	11.2%	15.7%	17.6%	15.2%	17.1%	15.9%	9.5%	23.1%	19.3%
Full board	2.4%	2.7%	3.0%	2.7%	2.1%	2.3%	2.1%	2.3%	2.2%	5.8%	1.7%	8.0%
All inclusive	30.4%	23.5%	17.1%	30.3%	29.6%	35.5%	29.3%	22.7%	18.7%	8.3%	32.5%	14.4%

% TOURISTS WHO BOOK ROOM ONLY

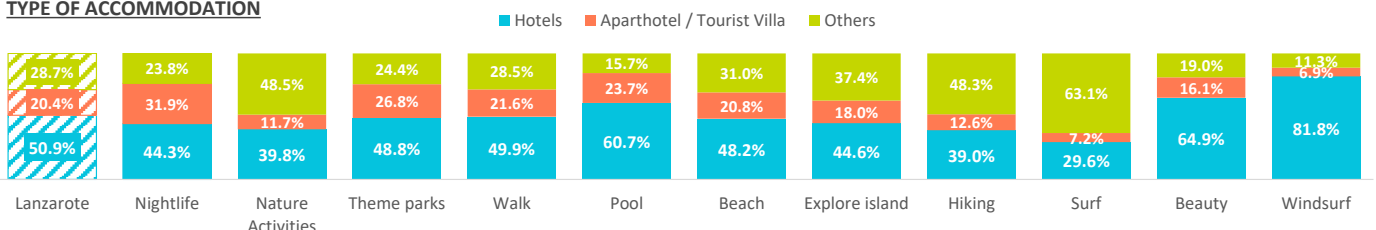


ACCOMMODATION

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
1-2-3* Hotel	9.9%	9.5%	10.5%	10.6%	8.8%	10.4%	9.6%	9.4%	9.7%	12.9%	6.9%	41.7%
4* Hotel	30.8%	26.1%	24.7%	30.4%	30.6%	36.8%	30.0%	27.0%	22.2%	11.2%	35.6%	25.1%
5* Hotel / 5* Luxury Hotel	10.2%	8.7%	4.6%	7.8%	10.5%	13.4%	8.6%	8.2%	7.1%	5.5%	22.3%	14.9%
Aparthotel / Tourist Villa	20.4%	31.9%	11.7%	26.8%	21.6%	23.7%	20.8%	18.0%	12.6%	7.2%	16.1%	6.9%
House/room rented in a private dwelling	20.8%	17.4%	36.4%	19.5%	21.0%	11.8%	23.3%	28.0%	38.1%	47.1%	11.7%	5.7%
Private accommodation ⁽¹⁾	5.4%	5.5%	5.9%	4.0%	5.2%	2.8%	5.0%	6.0%	4.8%	10.1%	6.3%	0.9%
Others (Cottage, cruise, camping,...)	2.5%	0.8%	6.2%	1.0%	2.3%	1.0%	2.7%	3.5%	5.4%	5.9%	1.0%	4.7%

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

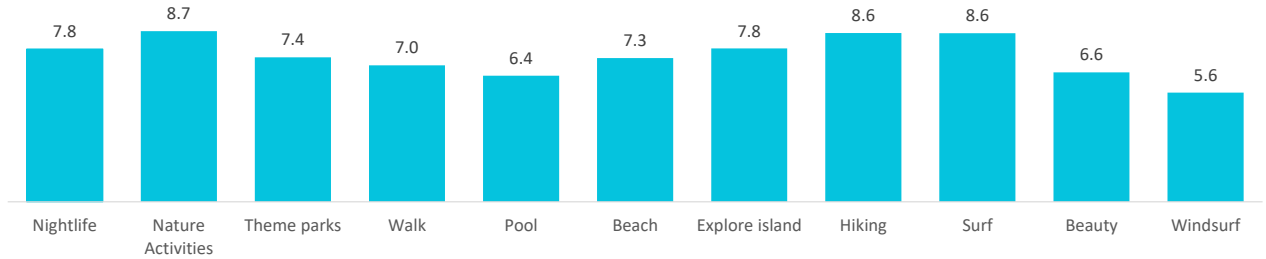
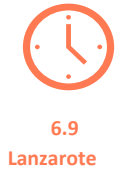
TYPE OF ACCOMMODATION



ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
0 hours	2.2%	0.8%	0.3%	1.0%	1.4%	2.6%	1.2%	0.5%	0.5%	3.2%	2.3%	12.1%
1 - 2 hours	10.0%	4.6%	2.4%	6.1%	9.6%	11.8%	8.1%	4.4%	3.1%	2.8%	10.1%	20.6%
3 - 6 hours	38.4%	37.8%	23.1%	39.9%	39.4%	42.7%	36.6%	34.6%	23.4%	22.9%	42.9%	26.5%
7 - 12 hours	43.7%	47.7%	63.3%	47.7%	43.8%	38.6%	47.3%	52.9%	63.2%	59.7%	40.1%	39.0%
More than 12 hours	5.8%	9.1%	10.9%	5.3%	5.9%	4.4%	6.8%	7.6%	9.9%	11.3%	4.6%	1.8%
Outdoor time per day	6.9	7.8	8.7	7.4	7.0	6.4	7.3	7.8	8.6	8.6	6.6	5.6



Activities in the Canary Islands

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Walk, wander	80.3%	91.2%	89.7%	88.4%	100.0%	86.3%	86.3%	87.9%	91.8%	71.7%	94.8%	63.5%
Beach	65.4%	74.5%	83.7%	84.5%	70.2%	71.4%	100.0%	78.2%	81.6%	91%	71.6%	51.7%
Swimming pool, hotel facilities	58.8%	72.1%	41.7%	76.2%	63.2%	100.0%	64.2%	54.9%	47%	38.5%	73.4%	78.9%
Explore the island on their own	47.8%	46.0%	90.1%	60.3%	52.3%	44.6%	57.1%	100.0%	83.4%	68.4%	51%	43.5%
Taste Canarian gastronomy	27.7%	36.6%	50.9%	39%	30.4%	26.6%	30.8%	38.7%	42.9%	32.2%	39.2%	27.9%
Wineries / markets / popular festivals	18.4%	19.7%	42.2%	24.7%	20.3%	17.3%	21.4%	29.3%	34.4%	34.6%	27.1%	16.9%
Museums / exhibitions	18.4%	14.6%	50%	24.2%	19.9%	15.9%	22.8%	34.0%	44.0%	29.8%	20.3%	21.2%
Hiking	16.7%	13.0%	54.7%	19.5%	19.1%	13.4%	21%	29.3%	100.0%	41.5%	19.1%	31.5%
Organized excursions	16.4%	18.5%	25.4%	31.2%	17.5%	18.6%	20.0%	20%	22.1%	17.7%	23.3%	20.9%
Nightlife / concerts / shows	12.3%	100.0%	11.5%	24.2%	14.0%	15.1%	14.0%	11.8%	9.6%	17.1%	22.0%	20.5%
Swim	8.5%	14%	12.6%	16.8%	9.4%	10.7%	10.5%	10.3%	13.0%	20.6%	13.6%	34.3%
Other Nature Activities	7.9%	7.4%	100.0%	13.9%	9%	5.6%	10.2%	15.0%	26.0%	23.4%	11.0%	20.5%
Running	7.3%	7.5%	13.7%	8.7%	7.7%	8.4%	8.4%	9.5%	16.1%	20.2%	11.2%	49.3%
Theme parks	7.3%	14.4%	12.7%	100.0%	8.0%	9.5%	9.4%	9.2%	8.5%	11.6%	13.0%	17.4%
Sea excursions / whale watching	6.9%	8.9%	9.8%	15.3%	7.4%	7.8%	8.6%	8.6%	9.0%	14.1%	13.0%	12.5%
Cycling / Mountain bike	6.4%	7.4%	13.9%	6.6%	6.4%	6.7%	7.1%	7.9%	12.3%	14.0%	8.9%	48%
Beauty and health treatments	4.9%	8.9%	6.8%	8.8%	5.8%	6%	5.4%	5.3%	5.6%	5.9%	100.0%	13.0%
Practice other sports	4.3%	5.2%	9.5%	5.9%	4.1%	5.0%	4.5%	4.7%	6.3%	11.9%	9.4%	24.2%
Scuba Diving	2.7%	4.4%	8.1%	4.2%	2.7%	2.3%	3.6%	3.9%	6.0%	16.9%	4.7%	12.8%
Surf	2.5%	3.5%	7.4%	4.0%	2.3%	1.6%	3.5%	3.6%	6.3%	100.0%	3.0%	37.8%
Astronomical observation	2.0%	3.6%	6.7%	3.3%	2.2%	1.9%	2.2%	3.0%	5.2%	8.6%	5.6%	8.0%
Golf	2.0%	3.2%	0.9%	4.1%	1.8%	2.4%	1.9%	1.6%	1.9%	11.3%	2.3%	20.9%
Windsurf / Kitesurf	0.8%	1.3%	2.1%	1.9%	0.6%	1.1%	0.6%	0.7%	1.5%	12.0%	2.1%	100.0%

COUNTRY OF RESIDENCE

Where are they from?

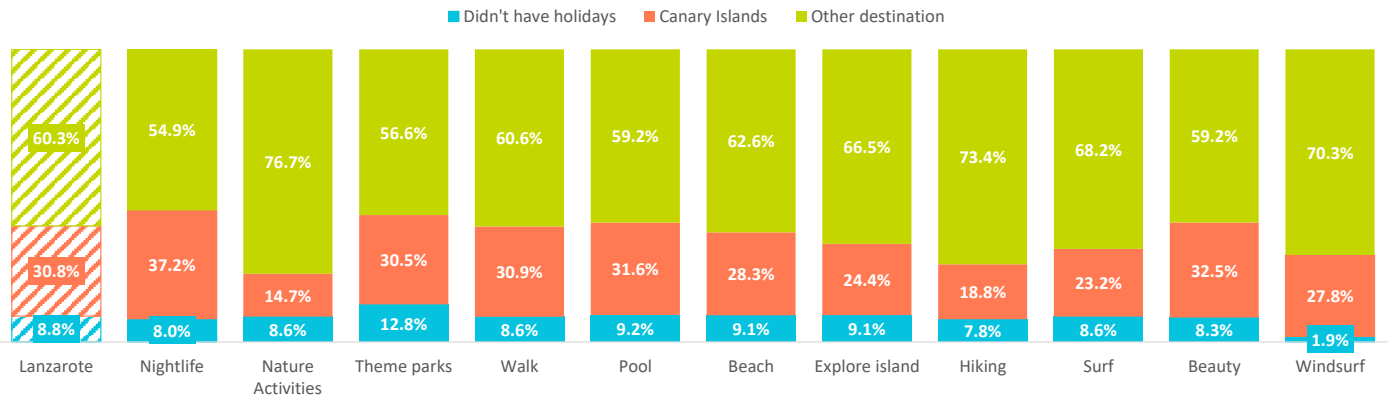
	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
United Kingdom	51.1%	2.4%	13.9%	5.2%	6.3%	5.1%	9.8%	10.3%	9.3%	10.7%	6.6%	13.0%
Ireland	11.2%	0.1%	1.9%	0.9%	0.9%	0.9%	1.2%	1.6%	2.4%	0.3%	1.0%	-
Spanish Mainland	9.3%	5.0%	15.6%	4.9%	7.0%	6.1%	8.2%	10.9%	19.7%	13.4%	9.6%	8.7%
Germany	8.2%	7.5%	19.0%	8.5%	9.3%	7.8%	11.1%	14.8%	14.5%	12.3%	8.5%	7.6%
France	7.1%	1.1%	7.3%	2.4%	2.5%	0.9%	3.4%	4.1%	5.6%	11.6%	1.7%	-
Italy	2.6%	0.4%	3.6%	2.6%	1.7%	1.8%	1.7%	2.2%	4.4%	4.2%	0.5%	1.7%
Netherlands	2.6%	0.1%	0.1%	0.4%	0.4%	0.4%	0.5%	0.3%	1.1%	0.9%	1.0%	3.1%
Belgium	1.7%	1.0%	3.5%	2.4%	2.5%	2.6%	2.5%	2.6%	6.6%	3.7%	1.5%	7.2%
Denmark	1.0%	0.1%	1.9%	0.3%	0.3%	0.2%	0.4%	0.5%	0.6%	-	0.9%	-
Poland	1.0%	0.1%	1.2%	0.4%	0.5%	1.2%	0.6%	0.9%	1.3%	5.1%	0.7%	9.2%
Switzerland	0.8%	-	0.9%	0.2%	0.3%	0.3%	0.3%	0.4%	0.6%	1.0%	0.3%	1.4%
Czech Republic	0.5%	0.3%	0.5%	0.3%	0.1%	0.1%	0.1%	0.1%	0.3%	0.6%	0.3%	1.8%
Austria	0.4%	0.3%	1.3%	1.0%	0.5%	0.4%	0.6%	0.7%	1.3%	1.9%	-	4.0%
Norway	0.4%	18.4%	2.2%	17.1%	12.1%	13.2%	11.2%	7.4%	3.9%	5.9%	23.5%	10.2%
Slovakia	0.3%	50.9%	11.2%	32.0%	38.0%	45.9%	31.2%	23.6%	10.7%	13.7%	42.6%	20.7%
Finland	0.3%	-	-	-	0.0%	0.0%	0.1%	0.0%	-	0.4%	-	-
Others	1.6%	12.3%	16.1%	21.3%	17.7%	12.9%	17.2%	19.6%	17.6%	14.2%	1.4%	11.3%

COMPETITORS

Where did they spend their main holiday last year? *

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Didn't have holidays	8.8%	8.0%	8.6%	12.8%	8.6%	9.2%	9.1%	9.1%	7.8%	8.6%	8.3%	1.9%
Canary Islands	30.8%	37.2%	14.7%	30.5%	30.9%	31.6%	28.3%	24.4%	18.8%	23.2%	32.5%	27.8%
Other destination	60.3%	54.9%	76.7%	56.6%	60.6%	59.2%	62.6%	66.5%	73.4%	68.2%	59.2%	70.3%
- Balearic Islands	4.4%	3.8%	3.5%	5.2%	4.4%	4.7%	4.3%	3.9%	3.7%	0.7%	1.6%	0.0%
- Rest of Spain	10.9%	12.9%	11.8%	9.2%	11.0%	10.7%	11.4%	12.6%	11.0%	8.7%	12.2%	6.2%
- Italy	6.5%	4.6%	11.4%	5.4%	6.3%	5.2%	7.3%	8.2%	9.8%	10.9%	5.0%	9.2%
- France	5.3%	4.1%	8.2%	5.6%	5.3%	5.1%	5.8%	7.0%	10.2%	8.8%	5.6%	13.9%
- Turkey	3.4%	4.0%	3.2%	5.2%	3.3%	3.7%	3.5%	3.1%	2.6%	1.9%	3.3%	3.1%
- Greece	7.8%	7.0%	6.8%	7.0%	7.7%	8.4%	7.7%	7.5%	7.8%	5.5%	7.7%	5.7%
- Portugal	4.2%	3.0%	5.5%	4.2%	4.2%	4.0%	4.3%	4.4%	4.5%	6.0%	5.6%	5.9%
- Croatia	1.6%	1.8%	2.3%	1.1%	1.6%	1.7%	1.7%	1.7%	2.8%	2.7%	1.8%	3.6%
- Egypt	1.0%	0.8%	1.2%	1.0%	0.9%	1.0%	1.1%	0.9%	0.7%	1.1%	0.7%	1.1%
- Tunisia	0.5%	0.5%	0.8%	0.8%	0.5%	0.5%	0.5%	0.6%	0.8%	0.7%	0.0%	0.0%
- Morocco	1.3%	1.4%	2.1%	0.7%	1.4%	1.0%	1.5%	1.6%	2.2%	2.4%	0.4%	0.0%
- Others	13.5%	10.9%	19.9%	11.1%	14.1%	13.1%	13.5%	14.9%	17.4%	18.8%	15.1%	21.6%

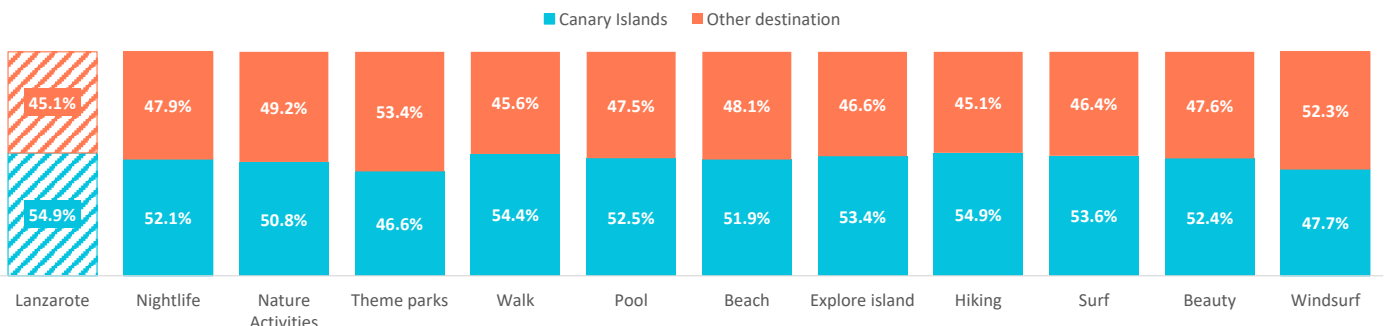
* Percentage of valid answers



What other destinations did they consider for this trip? *

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
None (I was clear about "this Canary Island")	28.7%	24.3%	23.3%	20.0%	28.0%	25.3%	25.8%	27.5%	29.3%	31.6%	24.6%	27.1%
Canary Islands (other island)	26.1%	27.8%	27.5%	26.6%	26.4%	27.2%	26.1%	25.9%	25.6%	22.0%	27.8%	20.6%
Other destination	45.1%	47.9%	49.2%	53.4%	45.6%	47.5%	48.1%	46.6%	45.1%	46.4%	47.6%	52.3%
- Balearic Islands	6.3%	7.8%	5.8%	7.8%	6.4%	7.1%	6.7%	6.0%	5.1%	5.6%	5.4%	6.8%
- Rest of Spain	8.8%	10.5%	9.2%	10.8%	8.8%	9.0%	8.9%	8.9%	8.0%	8.2%	10.1%	6.7%
- Italy	4.6%	5.5%	6.1%	6.1%	4.6%	4.3%	5.1%	5.4%	5.4%	7.3%	5.8%	4.6%
- France	1.5%	1.3%	2.0%	1.5%	1.5%	1.6%	1.7%	1.7%	2.1%	2.1%	3.2%	0.9%
- Turkey	3.2%	3.3%	2.5%	4.1%	3.1%	3.3%	3.4%	3.0%	2.5%	3.7%	2.0%	7.3%
- Greece	7.5%	7.5%	8.0%	9.3%	7.5%	8.5%	8.1%	7.5%	7.3%	5.1%	6.9%	9.8%
- Portugal	6.9%	6.3%	9.2%	7.6%	7.0%	7.0%	7.2%	6.9%	6.6%	8.1%	8.2%	7.1%
- Croatia	2.3%	2.6%	1.1%	2.5%	2.5%	2.6%	2.5%	2.3%	2.4%	1.7%	3.5%	2.4%
- Egypt	2.1%	1.8%	2.4%	2.1%	2.1%	2.2%	2.4%	2.5%	2.4%	1.6%	1.1%	1.1%
- Others	2.0%	1.1%	2.9%	1.7%	2.0%	1.8%	2.1%	2.4%	3.2%	3.0%	1.5%	5.6%

* Percentage of valid answers



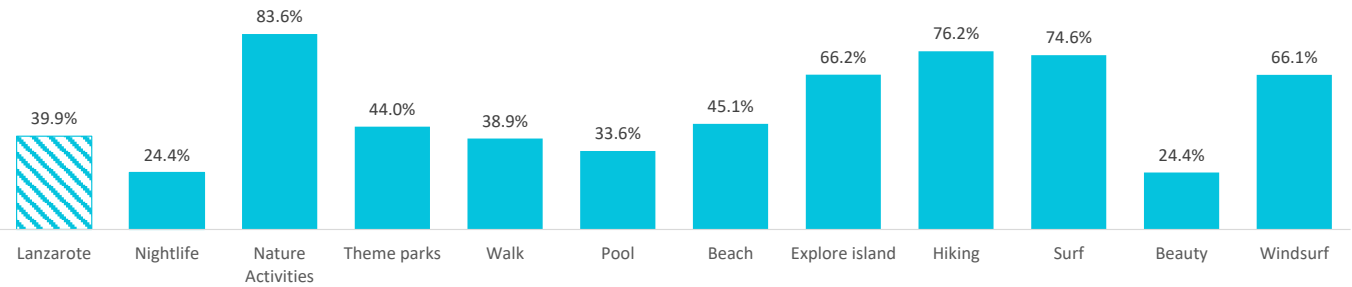
TRANSPORT (Data Q4 2025)

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

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Rental vehicle	39.9%	24.4%	83.6%	44.0%	38.9%	33.6%	45.1%	66.2%	76.2%	74.6%	24.4%	66.1%
Public transport	24.0%	25.6%	22.3%	22.3%	25.1%	24.6%	24.6%	21.3%	18.5%	19.1%	35.6%	6.1%
Taxi / Private hire vehicle	38.2%	58.4%	14.7%	46.3%	39.1%	44.6%	35.8%	25.8%	18.7%	15.3%	48.9%	27.8%
Organised excursions with transport included	10.9%	6.1%	6.6%	12.6%	10.7%	13.2%	11.4%	8.6%	6.5%	6.9%	13.6%	27.8%
Bicycle	5.8%	4.9%	6.1%	4.2%	5.6%	6.1%	6.6%	6.2%	7.8%	9.6%	8.1%	0.0%
On foot	13.4%	17.9%	2.3%	8.2%	13.6%	14.5%	12.4%	7.7%	5.7%	8.8%	14.9%	0.0%

* Multi-choise question

RENTAL VEHICLE

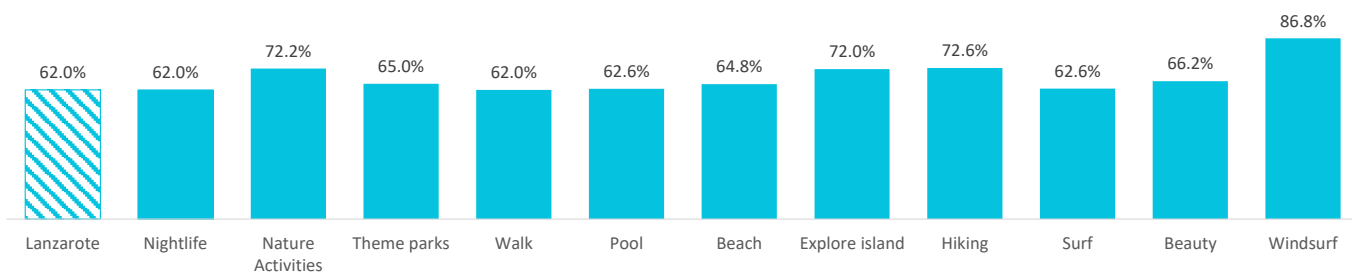


What factors influenced their choice of transport?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
No other alternative	16.5%	12.9%	13.5%	14.6%	16.1%	14.3%	14.2%	11.3%	13.2%	3.7%	17.6%	0.0%
Comfort and convenience	62.0%	62.0%	72.2%	65.0%	62.0%	62.6%	64.8%	72.0%	72.6%	62.6%	66.2%	86.8%
Price	30.7%	33.2%	31.8%	39.7%	31.1%	30.9%	32.4%	33.5%	33.4%	33.0%	32.2%	66.6%
Acessibility	24.5%	26.2%	30.3%	26.6%	25.5%	25.5%	25.9%	27.0%	28.3%	34.9%	20.6%	16.1%
Environmental impact	4.5%	2.3%	5.9%	4.9%	4.7%	5.0%	5.0%	4.4%	4.8%	8.7%	2.7%	0.0%
Safety	12.3%	18.5%	12.5%	11.1%	13.0%	14.2%	12.9%	12.6%	8.7%	9.3%	16.5%	22.2%
Available travel time	12.6%	13.6%	12.9%	14.7%	13.7%	12.6%	12.5%	14.5%	11.9%	7.3%	10.7%	6.1%
Punctuality	7.1%	14.4%	7.9%	7.1%	7.7%	8.1%	7.9%	7.9%	5.8%	13.2%	7.0%	0.0%
Flexible timetable	17.3%	13.8%	28.2%	18.5%	18.1%	16.9%	18.7%	25.7%	27.1%	29.8%	14.6%	14.8%

* Multi-choise question

COMFORT AND CONVENIENCE



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

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	5.2%	2.4%	5.3%	6.7%	5.2%	4.3%	5.5%	5.4%	5.5%	15.3%	4.2%	0.0%
- Infrequent service	1.8%	1.4%	1.4%	3.2%	1.8%	1.6%	2.1%	2.0%	1.8%	7.6%	0.0%	0.0%
- Confusing or insufficient information	1.0%	0.8%	2.9%	1.5%	0.8%	0.3%	0.9%	1.4%	1.3%	0.0%	0.0%	0.0%
- Accessibility barriers	0.4%	0.0%	0.0%	0.0%	0.4%	0.1%	0.3%	0.4%	1.2%	0.0%	0.0%	0.0%
- Delays or cancellations	1.4%	0.5%	0.0%	0.9%	1.5%	0.9%	1.6%	1.0%	0.6%	5.8%	1.1%	0.0%
- High fares	0.7%	0.0%	0.0%	0.8%	0.6%	0.6%	0.8%	0.7%	1.0%	8.3%	0.0%	0.0%
- Difficulties with booking systems	0.4%	0.0%	0.0%	1.1%	0.4%	0.4%	0.4%	0.4%	0.9%	2.8%	0.0%	0.0%
- Poor connections	1.0%	0.2%	2.5%	1.5%	0.9%	0.5%	1.2%	0.8%	1.3%	3.2%	0.9%	0.0%
- Others	1.3%	1.3%	1.9%	1.0%	1.3%	1.3%	1.2%	1.4%	1.7%	0.0%	3.3%	0.0%
No	94.8%	97.6%	94.7%	93.3%	94.8%	95.7%	94.5%	94.6%	94.5%	84.7%	95.8%	100.0%

* 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



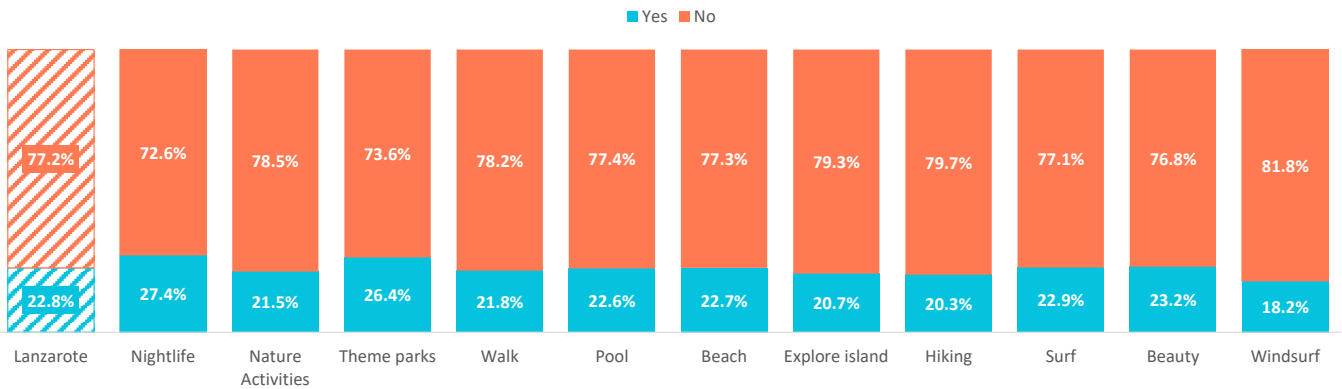
TOURIST TAX (Data from Q4 2024 to Q3 2025)

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

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	47.9%	48.4%	55.5%	49.9%	49.4%	49.6%	48.4%	51.8%	51.7%	55.1%	49.6%	55.9%
No	32.6%	33.6%	23.7%	30.8%	31.7%	31.6%	30.9%	28.7%	27.0%	21.8%	29.5%	19.4%
Not remember	19.5%	18.0%	20.9%	19.3%	18.9%	18.8%	20.7%	19.5%	21.3%	23.1%	20.9%	24.6%

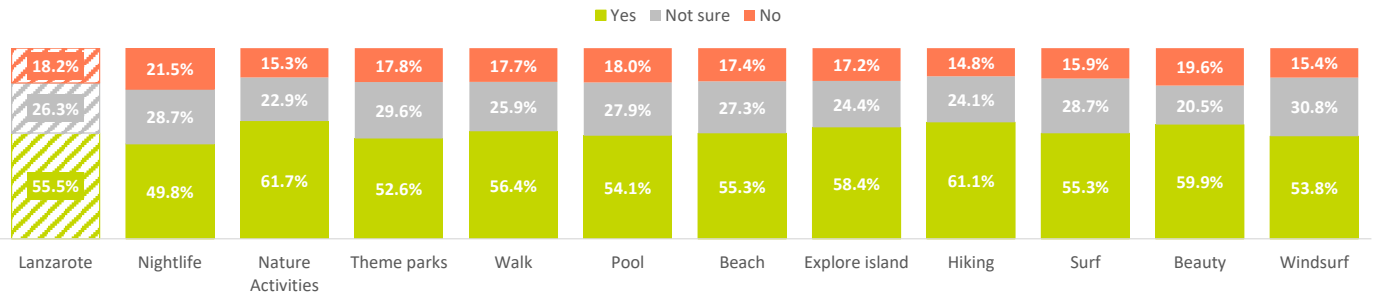
When choosing a travel destination, do they usually exclude those that charge a tourist tax?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	22.8%	27.4%	21.5%	26.4%	21.8%	22.6%	22.7%	20.7%	20.3%	22.9%	23.2%	18.2%
No	77.2%	72.6%	78.5%	73.6%	78.2%	77.4%	77.3%	79.3%	79.7%	77.1%	76.8%	81.8%



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

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Yes	55.5%	49.8%	61.7%	52.6%	56.4%	54.1%	55.3%	58.4%	61.1%	55.3%	59.9%	53.8%
- For any purpose	13.3%	11.8%	11.1%	15.1%	13.2%	13.4%	13.2%	14.7%	14.9%	15.3%	11.9%	9.0%
- Improve living conditions	8.2%	8.0%	8.3%	6.4%	8.4%	7.8%	8.0%	8.1%	8.3%	10.1%	11.2%	13.1%
- Improve economic development	5.3%	6.3%	4.9%	4.5%	5.4%	5.3%	4.9%	5.1%	4.3%	3.6%	7.1%	10.0%
- Improve the environment	17.2%	11.8%	28.2%	14.5%	17.1%	15.3%	18.4%	20.2%	23.9%	25.3%	16.7%	14.6%
- Improve the tourist environment	5.0%	5.8%	3.7%	4.0%	5.2%	5.1%	4.7%	4.0%	3.9%	0.3%	5.1%	3.7%
- Other purposes	6.5%	6.1%	5.5%	8.1%	7.0%	7.2%	6.1%	6.2%	5.9%	0.7%	7.9%	3.4%
Not sure	26.3%	28.7%	22.9%	29.6%	25.9%	27.9%	27.3%	24.4%	24.1%	28.7%	20.5%	30.8%
No	18.2%	21.5%	15.3%	17.8%	17.7%	18.0%	17.4%	17.2%	14.8%	15.9%	19.6%	15.4%



How much would they be willing to pay?

	Lanzarote	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	xplore island	Hiking	Surf	Beauty	Windsurf
Up to 1 euro	37.7%	37.1%	35.2%	38.1%	37.6%	38.1%	38.2%	38.1%	37.8%	46.1%	37.5%	49.9%
Up to 2 euros	31.9%	31.3%	33.9%	34.0%	31.1%	31.7%	31.4%	32.5%	32.5%	18.5%	26.4%	18.7%
Up to 3 euros	18.8%	18.6%	19.9%	16.2%	19.6%	18.9%	18.9%	18.7%	18.6%	17.4%	21.1%	12.8%
More than 3 euros	11.5%	12.9%	11.0%	11.7%	11.6%	11.3%	11.5%	10.7%	11.1%	18.1%	15.0%	18.6%

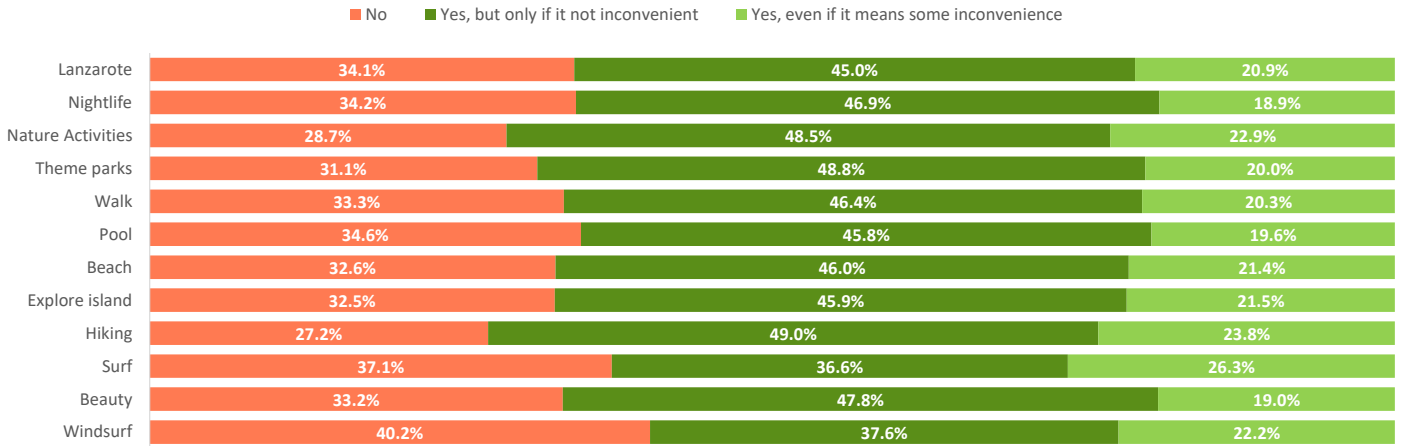
Profile of tourist (2025). Lanzarote

ACTIVITIES CARRIED OUT ON THE CANARY ISLANDS (2/2)

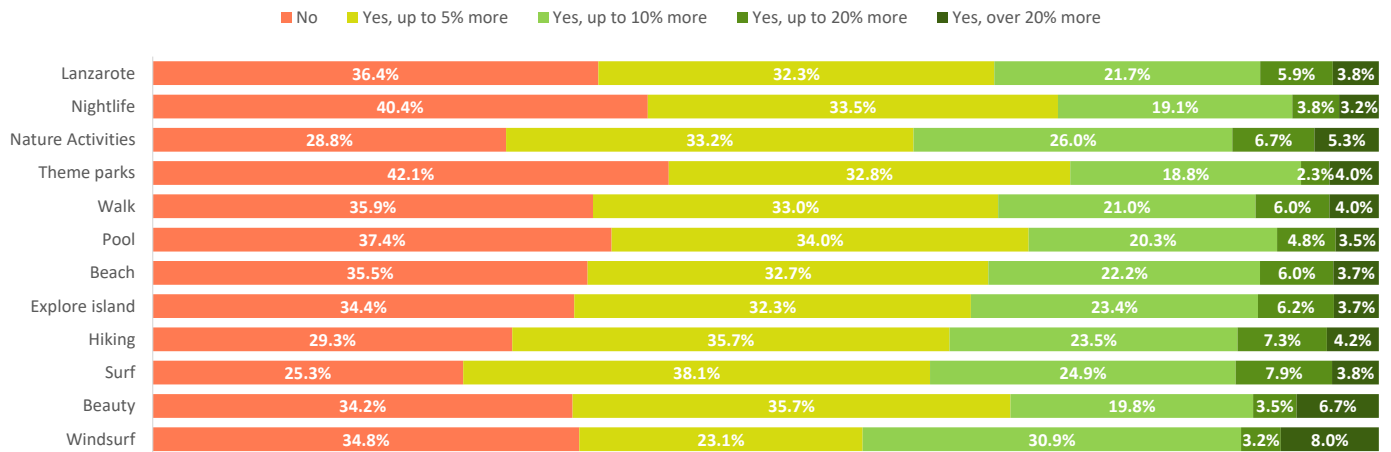


SUSTAINABLE DESTINATION (DATA = 2023)

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	Nightlife	Nature Activities	Theme parks	Walk	Pool	Beach	Explore island	Hiking	Surf	Beauty	Windsurf
Quality of life on the island	8.18	8.22	8.11	8.18	8.19	8.16	8.18	8.21	8.21	7.90	8.19	7.97
Tolerance towards tourism	8.66	8.69	8.54	8.54	8.68	8.71	8.63	8.61	8.59	8.07	8.55	8.56
Cleanliness of the island	8.66	8.57	8.51	8.53	8.70	8.72	8.63	8.59	8.52	8.14	8.75	8.47
Air quality	8.73	8.64	8.71	8.71	8.76	8.76	8.74	8.72	8.65	8.47	8.62	8.71
Rational water consumption	7.84	8.03	7.68	7.76	7.87	7.91	7.79	7.73	7.68	7.60	7.92	7.87
Energy saving	7.31	7.36	7.13	7.27	7.34	7.40	7.25	7.18	7.17	6.98	7.51	7.10
Use of renewable energy	7.17	7.14	6.95	7.11	7.20	7.24	7.11	7.05	7.06	6.84	7.47	6.94
Recycling	7.34	7.37	6.84	7.39	7.38	7.46	7.26	7.11	7.05	6.73	7.57	6.82
Easy to get around by public transport	7.56	7.70	6.87	7.68	7.60	7.70	7.53	7.33	7.08	6.21	7.56	6.86
Overcrowding in tourist areas	6.61	6.64	6.45	6.73	6.62	6.71	6.57	6.47	6.48	5.90	6.60	6.06
Supply of local products	7.31	7.36	7.38	7.34	7.33	7.30	7.30	7.31	7.27	6.66	7.45	7.16

* 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.