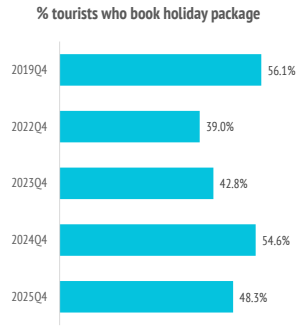
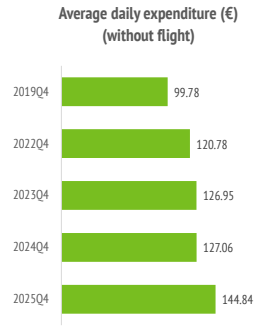
Tourist profile. Historical data (2019 - 2025)
LANZAROTE: Fourth Quarter

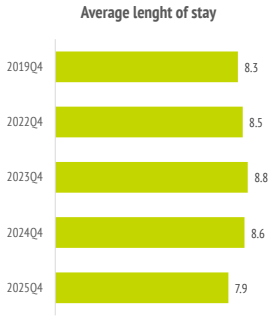
How many are they and how much do they spend?

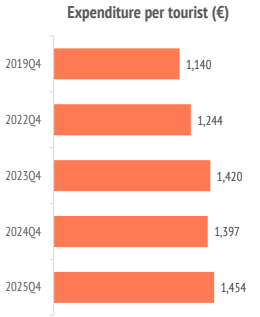
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**707**	**749**	**804**	**855**	**832**
Tourist arrivals ≥ 16 years old (EGT) (*)	**649**	**657**	**713**	**778**	**766**
- % tourists who book holiday package	56.1%	39.0%	42.8%	54.6%	48.3%
Children < 16 years old (FRONTUR - EGT) (*)	58	92	91	76	66
Expenditure per tourist (€) (group spend / group size)	**1,024**	**1,074**	**1,266**	**1,252**	**1,261**
Expenditure per tourist (€) (group spend / +16)	**1,140**	**1,244**	**1,420**	**1,397**	**1,454**
- book holiday package	1,239	1,446	1,645	1,538	1,708
- holiday package	1,018	1,181	1,384	1,285	1,407
- others	221	264	262	253	301
- do not book holiday package	1,012	1,115	1,251	1,227	1,218
- flight	286	280	320	324	293
- accommodation	360	412	503	472	487
- others	366	424	429	431	438
Average lenght of stay	**8.3**	**8.5**	**8.8**	**8.6**	**7.9**
- Median	7.0	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**145.92**	**164.48**	**177.07**	**177.87**	**197.19**
- Median	138.54	148.86	162.09	161.94	186.46
Average daily expenditure (without flight)	**99.78**	**120.78**	**126.95**	**127.06**	**144.84**
- Median	95.08	109.81	120.29	116.39	139.45
Average cost of the flight (€)	**353.35**	**327.01**	**393.06**	**398.43**	**384.71**
Total turnover (€m)	**740**	**817**	**1,012**	**1,087**	**1,113**
Turnover without flight (€m)	**511**	**602**	**732**	**777**	**819**

(*) Thousands of tourists









% Tourists whose spending has been greater than €0 in each item

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:					
- Accommodation	90.8%	85.3%	89.8%	92.7%	89.5%
- Additional accommodation expenses	7.0%	7.3%	7.6%	3.2%	6.1%
Transport:					
- National/International Transport	98.1%	93.4%	95.3%	98.5%	96.3%
- Flights between islands	4.9%	5.1%	7.5%	4.5%	7.3%
- Taxi	55.8%	49.4%	50.5%	51.5%	52.3%
- Car rental	32.5%	36.4%	35.2%	27.4%	34.9%
- Public transport	7.1%	8.0%	8.2%	6.8%	12.8%
Food and drink:					
- Food purchases at supermarkets	54.7%	61.8%	62.5%	57.5%	62.0%
- Restaurants	66.7%	73.5%	68.6%	64.8%	71.1%
Leisure:					
- Organized excursions	24.2%	25.0%	23.9%	22.6%	21.7%
- Sport activities	5.3%	9.9%	9.0%	5.3%	5.8%
- Cultural activities	3.4%	4.1%	3.4%	3.2%	3.2%
- Museums	13.8%	13.6%	13.9%	8.5%	16.0%
- Theme Parks	4.6%	5.9%	5.5%	4.2%	3.7%
- Discos and pubs	9.1%	9.0%	9.9%	9.3%	8.9%
- Wellness	5.3%	3.9%	4.0%	3.3%	4.0%
Purchases of goods:					
- Souvenirs	50.2%	50.0%	48.7%	38.3%	47.4%
- Other expenses	1.0%	0.6%	0.6%	0.7%	0.9%
Other:					
- Medical or pharmaceutical expenses	6.9%	7.7%	7.9%	6.8%	7.7%
- Other expenses	4.7%	4.1%	4.3%	2.7%	4.1%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Accommodation:	**694**	**719**	**842**	**828**	**934**
- Accommodation	520	616	712	680	744
- Additional accommodation expenses	174	103	130	148	190
Transport:	**552**	**613**	**687**	**675**	**665**
- National/International Transport	360	350	412	405	399
- Flights between islands	40	59	59	66	52
- Taxi	58	75	76	73	75
- Car rental	80	112	110	100	103
- Public transport	14	18	29	31	36
Food and drink:	**252**	**288**	**287**	**341**	**317**
- Food purchases at supermarkets	81	104	93	120	98
- Restaurants	171	184	194	221	219
Leisure:	**407**	**483**	**516**	**512**	**494**
- Organized excursions	68	95	95	76	79
- Sport activities	72	90	71	105	77
- Cultural activities	32	44	47	66	50
- Museums	43	42	41	46	51
- Theme Parks	48	71	67	66	75
- Discos and pubs	89	81	117	93	94
- Wellness	56	59	78	59	68
Purchases of goods:	**129**	**189**	**130**	**239**	**341**
- Souvenirs	73	75	82	85	80
- Other expenses	56	113	48	154	261
Other:	**91**	**207**	**125**	**117**	**125**
- Medical or pharmaceutical expenses	31	36	42	39	47
- Other expenses	60	171	84	78	78

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.

Tourist profile. Historical data (2019 - 2025)
LANZAROTE: Fourth Quarter

What is the main purpose of their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Holiday, leisure	95.5%	93.8%	95.4%	95.0%	95.3%
Visiting family or friends	2.8%	4.5%	2.6%	3.2%	3.7%
Business and work	0.3%	0.8%	0.7%	0.4%	0.6%
Education and training	0.1%	0.0%	0.0%	0.0%	0.1%
Sports training	0.9%	0.2%	0.3%	0.6%	0.3%
Health or medical care	0.0%	0.1%	0.1%	0.1%	0.1%
Fairs and congresses	0.0%	0.0%	0.2%	0.2%	0.0%
Others	0.4%	0.6%	0.7%	0.4%	0.0%

What is the main motivation for their holidays?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Rest	61.3%	61.3%	61.3%	61.3%	61.3%
Enjoy family time	10.9%	13.7%	13.2%	11.9%	13.0%
Have fun	4.8%	7.3%	5.3%	5.8%	6.1%
Explore the destination	19.7%	22.3%	22.4%	19.2%	20.0%
Practice their hobbies	2.3%	2.3%	2.2%	1.7%	2.8%
Other reasons	0.9%	1.4%	1.3%	1.2%	1.5%

Where did they spend their main holiday last year? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Didn't have holidays	--	24.9%	12.1%	10.0%	9.0%
Canary Islands	--	23.3%	31.0%	31.3%	32.0%
Other destination	--	51.8%	56.9%	58.8%	59.0%
- Balearic Islands	--	4.4%	4.1%	4.7%	3.4%
- Rest of Spain	--	9.8%	9.4%	10.3%	9.8%
- Italy	--	6.1%	6.2%	6.1%	7.1%
- France	--	6.2%	6.0%	6.3%	5.5%
- Turkey	--	2.0%	1.8%	2.7%	3.1%
- Greece	--	5.0%	6.0%	6.8%	7.6%
- Portugal	--	4.0%	5.2%	3.7%	3.7%
- Croatia	--	1.4%	1.7%	2.2%	1.7%
- Egypt	--	0.6%	0.9%	1.4%	0.9%
- Tunisia	--	0.2%	0.2%	0.4%	1.0%
- Morocco	--	0.3%	1.1%	0.9%	1.6%
- Others	--	11.8%	14.1%	13.4%	13.5%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
None (I was clear about "this Canary Island")	--	30.2%	34.5%	34.5%	30.6%
Canary Islands (other island)	--	28.2%	28.1%	27.4%	30.0%
Other destination	--	41.6%	37.4%	38.1%	39.5%
- Balearic Islands	--	4.8%	5.1%	4.7%	5.0%
- Rest of Spain	--	7.8%	6.7%	6.8%	6.9%
- Italy	--	3.0%	2.9%	3.3%	3.7%
- France	--	1.1%	0.9%	1.5%	1.5%
- Turkey	--	4.4%	2.6%	3.2%	3.1%
- Greece	--	7.6%	7.1%	6.2%	7.1%
- Portugal	--	5.5%	5.5%	5.0%	5.4%
- Croatia	--	0.9%	2.1%	2.1%	1.3%
- Egypt	--	3.1%	2.5%	2.5%	3.1%
- Others	--	3.2%	2.2%	2.8%	2.3%

** Percentage of valid answers*

Importance of each factor in the destination choice

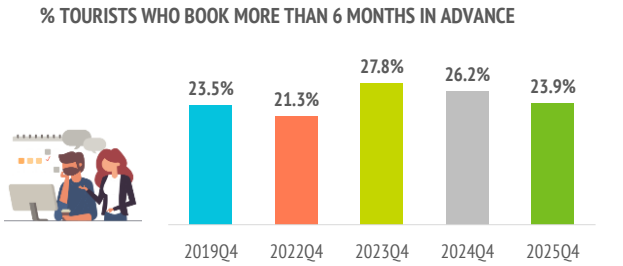
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Climate	82.9%	78.0%	76.2%	78.4%	75.7%
Safety	55.8%	53.8%	59.4%	61.0%	59.1%
Tranquility	50.6%	49.1%	53.6%	53.2%	52.8%
Accommodation supply	47.2%	42.2%	46.8%	47.7%	45.3%
Effortless trip	39.4%	40.2%	46.3%	44.1%	39.4%
Price	38.7%	37.8%	39.9%	38.4%	39.0%
Sea	42.0%	41.2%	39.1%	39.9%	38.8%
European belonging	34.1%	34.7%	36.7%	37.9%	37.3%
Environment	36.8%	37.6%	36.5%	37.7%	36.0%
Beaches	30.7%	33.1%	33.0%	32.3%	31.2%
Landscapes	31.1%	33.9%	34.3%	34.1%	31.2%
Gastronomy	26.1%	29.4%	28.5%	27.2%	25.0%
Authenticity	20.4%	23.7%	24.3%	25.0%	23.2%
Fun possibilities	14.4%	17.9%	17.7%	18.6%	17.8%
Culture	7.7%	9.8%	10.3%	10.4%	12.1%
Historical heritage	7.9%	9.8%	11.0%	10.3%	10.9%
Hiking trail network	8.0%	6.5%	7.4%	9.3%	8.0%
Exoticism	8.7%	9.9%	11.4%	8.8%	7.8%
Shopping	7.8%	7.0%	9.6%	7.9%	6.6%
Nightlife	4.2%	5.9%	7.0%	6.4%	4.4%

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.

How far in advance do they book their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
The same day	0.2%	0.5%	0.4%	0.5%	1.0%
Between 1 and 30 days	18.5%	24.1%	17.8%	17.8%	21.2%
Between 1 and 2 months	21.9%	22.7%	22.0%	20.6%	21.4%
Between 3 and 6 months	35.9%	31.4%	32.0%	34.9%	32.5%
More than 6 months	23.5%	21.3%	27.8%	26.2%	23.9%



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

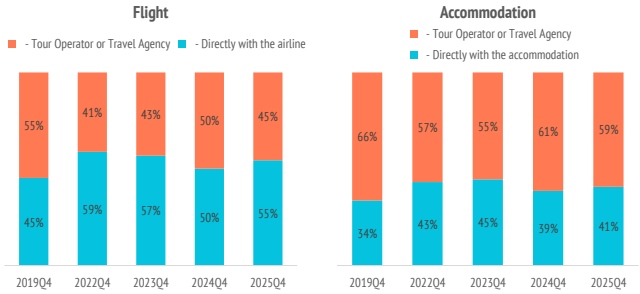
	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Previous visits to the Canary Islands	61.6%	57.3%	59.7%	58.2%	61.2%
Friends or relatives	23.9%	29.3%	26.7%	23.4%	27.3%
Internet or social media	60.3%	60.2%	56.8%	48.5%	55.1%
Mass Media	1.3%	1.1%	1.6%	1.5%	1.3%
Travel guides and magazines	10.8%	7.5%	8.5%	6.3%	6.5%
Travel Blogs or Forums	6.0%	8.3%	7.0%	4.8%	6.5%
Travel TV Channels	0.6%	0.9%	1.0%	0.5%	0.5%
Tour Operator or Travel Agency	24.2%	19.3%	20.3%	20.1%	19.6%
Public administrations or similar	0.2%	1.0%	0.8%	0.7%	0.6%
Others	2.3%	2.1%	2.7%	2.8%	2.0%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
LANZAROTE: Fourth Quarter

With whom did they book their flight and accommodation?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Flight					
- Directly with the airline	45.4%	58.9%	56.9%	50.2%	54.5%
- Tour Operator or Travel Agency	54.6%	41.1%	43.1%	49.8%	45.5%
Accommodation					
- Directly with the accommodation	33.6%	43.2%	44.6%	38.7%	40.8%
- Tour Operator or Travel Agency	66.4%	56.8%	55.4%	61.3%	59.2%



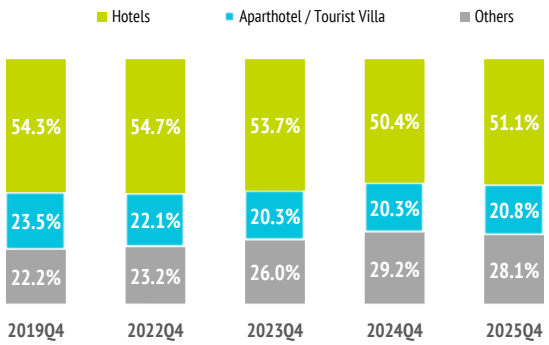
Where are they from?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
United Kingdom	48.6%	47.4%	48.0%	51.4%	50.5%
Ireland	8.8%	8.7%	10.6%	9.5%	11.2%
Germany	12.3%	10.4%	10.8%	10.3%	10.0%
Spanish Mainland	8.5%	10.1%	8.1%	8.2%	7.6%
France	4.9%	7.1%	7.6%	6.9%	6.8%
Netherlands	3.6%	3.4%	2.7%	3.0%	2.8%
Italy	2.4%	3.6%	3.5%	2.6%	2.6%
Belgium	1.8%	1.9%	2.0%	1.6%	1.8%
Switzerland	1.6%	0.8%	1.0%	1.0%	1.2%
Denmark	1.6%	2.2%	1.0%	0.9%	1.1%
Others	5.9%	4.4%	4.8%	4.6%	4.4%

Where do they stay?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
1-2-3* Hotel	6.1%	9.7%	8.9%	8.5%	8.8%
4* Hotel	39.4%	32.8%	33.6%	31.4%	31.5%
5* Hotel / 5* Luxury Hotel	8.8%	12.2%	11.3%	10.6%	10.8%
Aparthotel / Tourist Villa	23.5%	22.1%	20.3%	20.3%	20.8%
House/room rented in a private dwelling	9.5%	8.1%	18.5%	22.6%	21.2%
Private accommodation (1)	5.2%	6.8%	3.4%	4.3%	4.3%
Others (Cottage, cruise, camping,..)	7.5%	8.3%	4.1%	2.4%	2.6%

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

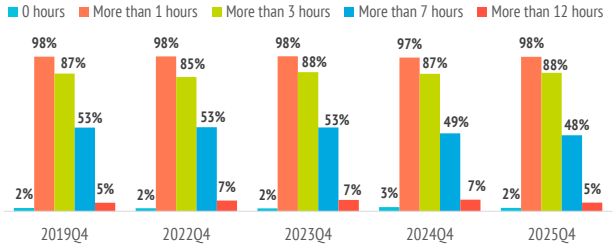


What do they book?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Room only	30.3%	35.5%	35.8%	38.6%	39.1%
Bed and Breakfast	12.1%	12.7%	13.2%	11.6%	12.3%
Half board	21.1%	17.1%	15.8%	16.2%	17.8%
Full board	1.9%	2.0%	3.2%	3.0%	1.2%
All inclusive	34.5%	32.8%	32.0%	30.5%	29.5%

Activities in the Canary Islands

Outdoor time per day	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
0 hours	2.0%	1.9%	1.8%	2.6%	2.2%
1 - 2 hours	10.8%	13.0%	10.0%	10.3%	10.1%
3 - 6 hours	34.2%	31.9%	35.0%	37.7%	39.6%
7 - 12 hours	47.6%	46.5%	46.0%	42.0%	42.7%
More than 12 hours	5.3%	6.8%	7.2%	7.4%	5.5%
Outdoor time per day	7.0	7.1	7.2	7.1	6.8



Activities in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Walk, wander	78.2%	79.5%	76.6%	75.1%	83.6%
Beach	62.7%	70.5%	66.8%	62.1%	66.5%
Swimming pool, hotel facilities	60.1%	62.3%	57.6%	55.4%	59.2%
Explore the island on their own	49.9%	52.2%	48.6%	45.0%	48.4%
Taste Canarian gastronomy	28.2%	27.5%	28.4%	25.0%	26.0%
Museums / exhibitions	20.0%	19.6%	19.2%	17.2%	19.7%
Hiking	--	18.0%	16.9%	14.0%	17.6%
Wineries / markets / popular festivals	19.3%	17.5%	19.5%	15.8%	17.2%
Organized excursions	17.3%	16.9%	16.9%	15.0%	15.2%
Nightlife / concerts / shows	11.6%	13.0%	13.5%	10.2%	11.1%
Swim	--	9.4%	8.2%	6.9%	8.4%
Other Nature Activities	--	8.6%	6.4%	6.9%	8.3%
Running	--	7.3%	7.5%	6.0%	7.6%
Cycling / Mountain bike	--	7.0%	6.4%	4.9%	7.3%
Theme parks	7.1%	7.3%	6.4%	7.6%	6.7%
Sea excursions / whale watching	5.2%	7.3%	5.5%	5.0%	5.9%
Beauty and health treatments	5.3%	5.0%	5.2%	4.3%	4.7%
Practice other sports	--	5.4%	3.3%	3.1%	3.9%
Surf	--	3.1%	2.7%	1.7%	2.7%
Scuba Diving	--	3.7%	3.2%	3.2%	2.4%
Astronomical observation	2.2%	2.5%	1.3%	1.8%	1.8%
Golf	--	2.1%	1.2%	1.3%	1.7%
Windsurf / Kitesurf	--	1.3%	0.7%	0.6%	0.5%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
LANZAROTE: Fourth Quarter

What places do they visit?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
La Graciosa	29.4%	30.4%	31.0%	29.0%	32.4%
Montaña del Fuego	33.9%	33.2%	31.6%	25.0%	27.6%
Arrecife	26.8%	27.6%	25.4%	21.0%	21.4%
Teguise Market	24.0%	26.1%	26.0%	18.1%	19.9%
Monumento al Campesino	19.5%	17.7%	18.1%	18.5%	18.3%
Jameos del agua	20.0%	20.8%	20.5%	15.6%	17.2%
Cactus Garden	16.9%	19.5%	17.8%	16.3%	16.2%
César Manrique Foundation	15.0%	13.9%	13.6%	13.5%	14.7%
San José Castle	7.5%	7.5%	8.1%	7.8%	7.4%
Cueva de los Verdes	8.7%	8.8%	10.2%	7.1%	7.1%
Mirador del Río Viewpoint	4.2%	3.2%	4.4%	2.7%	2.8%

¿Cuántos son fieles al destino?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Lanzarote: Repeat tourists	71.9%	68.9%	71.6%	70.0%	71.9%
Lanzarote: At least 10 previous visits	10.9%	12.4%	12.9%	12.8%	13.5%
Canary Islands: Repeat tourists	78.7%	77.0%	79.0%	78.5%	80.5%
Canary Islands: At least 10 previous visits	20.5%	22.4%	26.4%	26.2%	27.0%

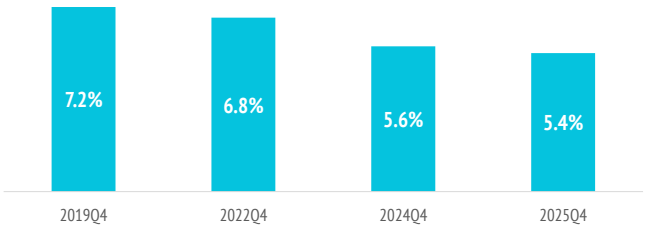
Who are they?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Gender					
Men	49.4%	53.6%	48.4%	49.0%	48.6%
Women	50.6%	46.4%	51.6%	51.0%	51.4%
Age					
Average age	51.69	48.87	51.35	53.73	51.78
Standard deviation	14.4	15.4	15.6	16.4	16.0
Age range					
16 - 24 years old	3.0%	6.0%	4.2%	5.4%	5.4%
25 - 30 years old	6.9%	8.7%	7.1%	5.0%	5.7%
31 - 45 years old	22.8%	28.6%	26.2%	21.8%	26.9%
46 - 60 years old	36.9%	30.6%	30.4%	28.0%	26.9%
Over 60 years old	30.3%	26.0%	32.1%	39.8%	35.2%
Occupation					
Salaried worker	55.1%	57.0%	54.3%	49.2%	54.6%
Self-employed	11.9%	11.6%	12.0%	11.0%	10.8%
Unemployed	0.4%	0.3%	0.6%	0.8%	0.5%
Business owner	6.6%	7.2%	5.7%	5.9%	4.8%
Student	1.9%	2.4%	1.3%	2.4%	1.6%
Retired	22.6%	20.3%	24.6%	29.9%	26.9%
Unpaid domestic work	1.1%	0.6%	0.8%	0.4%	0.3%
Others	0.4%	0.7%	0.7%	0.4%	0.6%
Annual household income level					
Less than €25,000	14.5%	11.4%	8.3%	11.2%	7.5%
€25,000 - €49,999	33.6%	31.8%	37.7%	33.2%	31.0%
€50,000 - €74,999	24.8%	27.1%	24.5%	26.3%	27.3%
More than €74,999	27.1%	29.6%	29.5%	29.2%	34.2%
Education level					
No studies	4.7%	4.4%	5.7%	6.0%	5.6%
Primary education	1.8%	1.5%	1.5%	2.1%	0.7%
Secondary education	20.5%	18.3%	17.3%	19.2%	21.8%
Higher education	73.1%	75.9%	75.5%	72.7%	71.9%

How many islands do they visit during their trip?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
One island	92.8%	93.2%	91.5%	94.4%	94.6%
Two islands	6.7%	6.2%	7.3%	5.0%	4.9%
Three or more islands	0.5%	0.5%	1.1%	0.6%	0.5%

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Average rating	8.85	9.00	9.00	8.81	8.96

Experience in the Canary Islands	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Worse or much worse than expected	1.6%	1.8%	1.6%	2.4%	1.5%
Lived up to expectations	57.0%	55.0%	56.5%	57.8%	54.9%
Better or much better than expected	41.4%	43.2%	41.9%	39.7%	43.6%

Future intentions (scale 0-10)	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Return to the Canary Islands	8.96	9.10	9.15	8.88	9.12
Recommend visiting the Canary Islands	9.12	9.30	9.30	9.07	9.30

Who do they come with?

	2019Q4	2022Q4	2023Q4	2024Q4	2025Q4
Unaccompanied	5.1%	7.4%	5.6%	6.2%	7.6%
Only with partner	54.7%	48.9%	51.3%	51.6%	46.9%
Only with children (< 13 years old)	3.3%	4.5%	3.6%	4.2%	4.6%
Partner + children (< 13 years old)	6.5%	7.9%	6.1%	6.4%	6.6%
Other relatives	11.9%	11.2%	12.0%	12.6%	11.4%
Friends	5.0%	5.2%	6.0%	4.8%	5.5%
Work colleagues	0.1%	0.3%	0.6%	0.2%	0.2%
Organized trip	0.1%	0.1%	0.0%	0.2%	0.3%
Other combinations (2)	13.2%	14.7%	14.8%	13.7%	16.9%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**15.6%**	**19.6%**	**16.9%**	**16.1%**	**18.5%**
- Between 0 and 2 years old	1.4%	1.7%	1.7%	1.3%	0.8%
- Between 3 and 12 years old	13.1%	16.3%	14.4%	13.6%	16.1%
- Between 0 -2 and 3-12 years old	1.1%	1.7%	0.8%	1.2%	1.5%
Tourists without children	**84.4%**	**80.4%**	**83.1%**	**83.9%**	**81.5%**
Group composition:					
- 1 person	7.0%	9.7%	9.3%	8.2%	9.4%
- 2 people	60.0%	53.0%	56.3%	58.3%	53.4%
- 3 people	10.7%	11.0%	10.8%	11.4%	13.4%
- 4 or 5 people	18.4%	20.6%	17.4%	16.9%	16.9%
- 6 or more people	3.9%	5.7%	6.3%	5.3%	6.9%
Average group size:	**2.65**	**2.79**	**2.74**	**2.70**	**2.84**

**People who share the main expenses of the trip*

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.