

Profile of tourist visiting Lanzarote 2015



How many they are and how much do they spend?



	Lanzarote	Canary Islands
Tourist arrivals (> 16 years old)	2,242,245	12,310,044
Average daily expenditure (€)	125.49	133.60
. in their place of residence	90.72	95.33
. in the Canary Islands	34.78	38.27
Average length of stay	9.00	9.46
Turnover per tourist (€)	1,038	1,125
Total turnover (>16 years old) (€m)	2,327	13,854
Share of total turnover	16.8%	100%
Share of total tourist	18.2%	100%

Expenditure in the Canary Islands per tourist and trip (€)

	Lanzarote	Canary Islands
Accommodation (*) :	31.09	44.10
- Accommodation	26.79	37.76
- Additional accommodation expenses	4.30	6.33
Transport:	30.83	27.41
- Public transport	4.00	4.99
- Taxi	7.55	7.42
- Car rental	19.28	14.99
Food and drink:	144.47	153.13
- Food purchases at supermarkets	50.07	68.64
- Restaurants	94.40	84.49
Souvenirs:	40.29	55.15
Leisure:	34.08	36.28
- Organized excursions	14.40	14.63
- Leisure, amusement	3.08	5.23
- Trip to other islands	1.93	1.51
- Sporting activities	4.46	5.38
- Cultural activities	4.37	2.18
- Discos and disco-pubs	5.83	7.34
Others:	11.41	15.71
- Wellness	2.69	2.97
- Medical expenses	1.33	1.46
- Other expenses	7.39	11.28

How far in advance do they book their trip?



	Lanzarote	Canary Islands
The same day they leave	0.6%	0.6%
Between 2 and 7 days	6.2%	7.3%
Between 8 and 15 days	8.5%	8.9%
Between 16 and 30 days	14.5%	15.4%
Between 31 and 90 days	34.8%	33.9%
More than 90 days	35.4%	33.8%

What do they book at their place of residence?



	Lanzarote	Canary Islands
Flight only	6.4%	11.1%
Flight and accommodation (room only)	32.2%	25.5%
Flight and accommodation (B&B)	6.9%	7.6%
Flight and accommodation (half board)	15.6%	18.3%
Flight and accommodation (full board)	3.3%	4.4%
Flight and accommodation (all inclusive)	35.6%	33.2%
% Tourists using low-cost airlines	55.5%	47.1%
Other expenses in their place of residence:		
- Car rental	10.9%	11.5%
- Sporting activities	5.2%	5.4%
- Excursions	4.7%	5.7%
- Combined trip to other islands	0.8%	2.0%

How do they book?



	Lanzarote	Canary Islands
Accommodation booking		
Tour Operator	43.9%	42.8%
- Tour Operator's website	78.4%	78.8%
Accommodation	17.6%	14.0%
- Accommodation's website	84.4%	81.9%
Travel agency (High street)	17.9%	19.8%
Online Travel Agency (OTA)	16.5%	15.4%
No need to book accommodation	4.1%	8.0%

	Lanzarote	Canary Islands
Flight booking		
Tour Operator	46.8%	45.5%
- Tour Operator's website	78.5%	77.7%
Airline	27.6%	24.9%
- Airline's website	97.2%	96.2%
Travel agency (High street)	16.1%	18.6%
Online Travel Agency (OTA)	9.5%	11.0%

Where do they stay?



	Lanzarote	Canary Islands
5* Hotel	5.6%	6.8%
4* Hotel	35.3%	37.7%
1-2-3* Hotel	13.0%	15.0%
Apartment	41.7%	30.3%
Property (privately-owned, friends, family)	3.6%	7.0%
Others	0.8%	3.2%

How are they?



	Lanzarote	Canary Islands
Gender		
Percentage of men	51.4%	49.8%
Percentage of women	48.6%	50.2%

	Lanzarote	Canary Islands
Age		
Average age (tourists > 16 years old)	46.6	44.5
Standard deviation	14.6	14.9

	Lanzarote	Canary Islands
Age range		
16-24 years old	5.8%	8.8%
25-30 years old	10.6%	13.1%
31-45 years old	33.6%	32.8%
46-60 years old	29.2%	28.4%
Over 60 years old	20.8%	17.0%

	Lanzarote	Canary Islands
Occupation		
Business owner or self-employed	24.7%	23.7%
Upper/Middle management employee	34.7%	37.1%
Auxiliary level employee	15.5%	16.6%
Students	3.8%	5.6%
Retired	19.1%	14.5%
Unemployed / unpaid dom. work	2.1%	2.5%

	Lanzarote	Canary Islands
Annual household income level		
€12,000 - €24,000	15.7%	18.3%
€24,001 - €36,000	18.4%	18.9%
€36,001 - €48,000	17.7%	16.9%
€48,001 - €60,000	14.4%	14.6%
€60,001 - €72,000	11.2%	9.2%
€72,001 - €84,000	6.6%	6.1%
More than €84,000	16.0%	16.0%

(*) Bear in mind that 94% of the tourists visiting Lanzarote pay the accommodation before travelling.

Profile of tourist visiting Lanzarote 2015

Tourist per year

Tourists (> 16 years old)	Lanzarote	Canary Islands
2011	1,879,195	10,960,604
2012	1,784,304	10,701,588
2013	1,920,623	11,150,021
2014	2,269,279	11,951,495
2015	2,242,245	12,310,044

Year on year growth (%)	Lanzarote	Canary Islands
2011	--	--
2012	-5.0%	-2.4%
2013	7.6%	4.2%
2014	18.2%	7.2%
2015	-1.2%	3.0%

Who do they come with?



	Lanzarote	Canary Islands
Unaccompanied	5.3%	9.8%
Only with partner	51.2%	48.0%
Only with children (under the age of 13)	1.4%	1.4%
Partner + children (under the age of 13)	14.8%	11.8%
Other relatives	5.8%	6.4%
Friends	5.6%	6.1%
Work colleagues	0.1%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Lanzarote	Canary Islands
Climate/sun	92.4%	89.3%
Tranquillity/rest/relaxation	39.1%	37.9%
Beaches	26.1%	33.6%
Scenery	24.2%	22.6%
Price	18.5%	14.1%
Visiting new places	15.8%	14.1%
Ease of travel	13.0%	8.3%
Suitable destination for children	10.2%	7.7%
Security	8.5%	7.5%
Quality of the environment	9.1%	6.4%
Active tourism	4.1%	5.2%
Nightlife/fun	2.7%	4.3%
Theme parks	0.6%	3.1%
Shopping	2.2%	3.0%
Culture	4.6%	2.7%
Nautical activities	1.7%	2.1%

How do they value the destination?



Impression of their stay	Lanzarote	Canary Islands
Good or very good (% tourists)	95.6%	93.3%
Average rating (scale 1-10)	9.01	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Lanzarote	Canary Islands
Repeat tourists of the island	48.1%	76.4%
-more than 10 visits to the island	6.6%	16.7%

Where are they from?

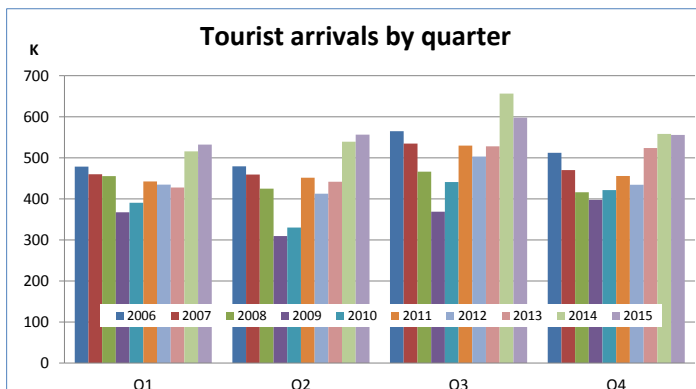


Ten main source markets	Share	Absolute
United Kingdom	46.6%	1,043,767
Germany	12.9%	288,353
Spain	10.2%	227,770
Ireland	8.9%	199,272
France	5.6%	125,342
Netherlands	3.6%	81,748
Sweden	1.7%	39,157
Belgium	1.7%	38,477
Italy	1.7%	38,041
Poland	1.6%	35,600

What did motivate them to come?



Aspects motivating the choice	Lanzarote	Canary Islands
Previous visits to the Canary Islands	67.5%	64.1%
Recommendation by friends or relatives	36.7%	34.7%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.5%	0.7%
Information in the press/magazines/books	3.9%	3.7%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	9.1%	8.2%
Recommendation by Travel Agency	9.7%	9.5%
Information obtained via the Internet	29.6%	25.6%
Senior Tourism programme	0.4%	0.3%
Others	5.1%	6.7%



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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