

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

LUXEMBOURG

How many are they and how much do they spend?



	Luxembourg	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	42,151	5,827,892
- book holiday package	25,582	2,549,012
- do not book holiday package	16,569	3,278,880
- % tourists who book holiday package	60.7%	43.7%
Share of total tourist	0.7%	100%

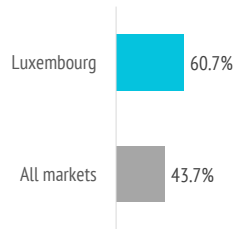
RANKING POSITION BY NUMBER OF TOURISTS



RANKING POSITION BY TURNOVER



% HOLIDAY PACKAGE



40% of Luxembourgers travel to Gran Canaria.

Expenditure per tourist (€)	1,707	1,206
- book holiday package	1,855	1,415
- holiday package	1,553	1,135
- others	302	280
- do not book holiday package	1,479	1,044
- flight	395	248
- accommodation	498	369
- others	586	427
Average length of stay	9.38	9.54
- book holiday package	8.41	8.59
- do not book holiday package	10.88	10.28
Average daily expenditure (€)	202.9	144.0
- book holiday package	229.7	172.8
- do not book holiday package	161.5	121.6
Total turnover (> 15 years old) (€m)	72	7,028
- book holiday package	47	3,606
- do not book holiday package	25	3,422

Where did they spend their main holiday last year?*

	Luxembourg	All markets
Didn't have holiday	21.7%	35.7%
Canary Islands	21.3%	17.6%
Other destination	57.1%	46.8%

What other destinations do they consider for this trip?*

	Luxembourg	All markets
None	26.6%	29.4%
Canary Islands (other island)	29.6%	25.4%
Other destination	43.8%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Importance of each factor in the destination choice



	Luxembourg	All markets
Climate	82.6%	76.0%
Sea	59.9%	52.0%
Safety	58.5%	49.0%
Tranquility	52.2%	48.5%
Beaches	43.1%	44.6%
Accommodation supply	42.3%	37.8%
Landscapes	39.5%	39.1%
European belonging	39.3%	40.2%
Effortless trip	39.2%	34.9%
Gastronomy	33.9%	27.9%
Environment	30.7%	34.7%
Price	30.6%	32.4%
Authenticity	18.2%	24.4%
Fun possibilities	17.1%	22.4%
Culture	12.2%	8.7%
Historical heritage	11.2%	9.1%
Shopping	10.3%	8.8%
Hiking trail network	10.0%	12.1%
Exoticism	9.1%	14.5%
Nightlife	5.5%	8.4%

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.

% TOURISTS WHO CHOOSE SEA

LUXEMBOURG
59.9%



ALL MARKETS
52.0%

What is the main motivation for their holidays?



	Luxembourg	All markets
Rest	60.7%	50.7%
Enjoy family time	11.5%	14.0%
Have fun	4.4%	7.3%
Explore the destination	22.4%	23.3%
Practice their hobbies	0.2%	2.6%
Other reasons	0.8%	2.1%

REST



Luxembourg 60.7%

All markets 50.7%

How far in advance do they book their trip?



	Luxembourg	All markets
The same day	0.5%	1.0%
Between 1 and 30 days	45.0%	42.5%
Between 1 and 2 months	28.1%	26.7%
Between 3 and 6 months	20.6%	18.7%
More than 6 months	5.9%	11.1%

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

LUXEMBOURG



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

	Luxembourg	All markets
Previous visits to the Canary Islands	46.2%	45.7%
Friends or relatives	28.4%	30.9%
Internet or social media	44.6%	53.5%
Mass Media	2.2%	2.3%
Travel guides and magazines	8.8%	7.0%
Travel Blogs or Forums	4.2%	8.4%
Travel TV Channels	0.0%	0.5%
Tour Operator or Travel Agency	37.5%	19.4%
Public administrations or similar	1.3%	1.9%
Others	1.2%	2.9%

* Multi-choise question

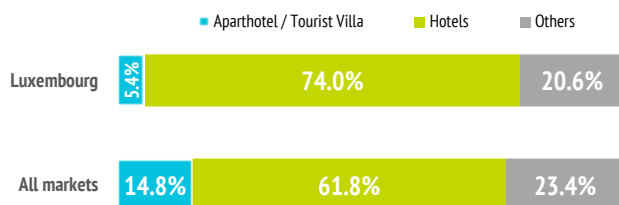
With whom did they book their flight and accommodation?

	Luxembourg	All markets
Flight		
- Directly with the airline	36.1%	52.8%
- Tour Operator or Travel Agency	63.9%	47.2%
Accommodation		
- Directly with the accommodation	29.0%	39.9%
- Tour Operator or Travel Agency	71.0%	60.1%

Where do they stay?

	Luxembourg	All markets
1-2-3* Hotel	4.3%	11.5%
4* Hotel	42.9%	39.4%
5* Hotel / 5* Luxury Hotel	26.9%	10.9%
Aparthotel / Tourist Villa	5.4%	14.8%
House/room rented in a private dwelling	3.1%	6.9%
Private accommodation (1)	8.2%	9.9%
Others (Cottage, cruise, camping,...)	9.3%	6.6%

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



What do they book?

	Luxembourg	All markets
Room only	12.8%	28.1%
Bed and Breakfast	10.8%	15.3%
Half board	43.3%	19.5%
Full board	5.4%	3.2%
All inclusive	27.7%	33.8%

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43.3% of Luxembourgers book half board.

(Canary Islands: 19.5%)

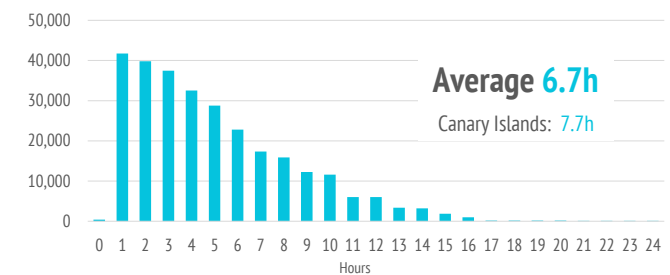
Other expenses

	Luxembourg	All markets
Restaurants or cafes	68.7%	66.9%
Supermarkets	54.4%	55.6%
Car rental	38.0%	37.3%
Organized excursions	28.6%	23.7%
Taxi, transfer, chauffeur service	59.5%	46.0%
Theme Parks	7.1%	8.6%
Sport activities	9.4%	9.3%
Museums	3.8%	4.7%
Flights between islands	8.2%	6.3%

Activities in the Canary Islands

Outdoor time per day	Luxembourg	All markets
0 hours	0.9%	2.4%
1 - 2 hours	10.2%	10.0%
3 - 6 hours	47.7%	30.1%
7 - 12 hours	33.2%	47.1%
More than 12 hours	8.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Luxembourg	All markets
Beach	76.3%	75.1%
Walk, wander	73.0%	72.2%
Swimming pool, hotel facilities	78.7%	57.5%
Explore the island on their own	51.9%	52.5%
Swim	27.6%	38.8%
Taste Canarian gastronomy	16.9%	30.2%
Hiking	28.2%	22.5%
Organized excursions	15.7%	16.0%
Sea excursions / whale watching	8.0%	13.5%
Nightlife / concerts / shows	5.4%	12.3%
Theme parks	8.9%	12.2%
Museums / exhibitions	15.8%	10.7%
Wineries / markets / popular festivals	11.1%	10.0%
Other Nature Activities	12.2%	9.5%
Running	7.7%	7.6%
Practice other sports	5.2%	5.9%
Beauty and health treatments	14.9%	5.6%
Surf	6.2%	4.8%
Astronomical observation	5.7%	4.2%
Cycling / Mountain bike	11.3%	4.2%
Scuba Diving	3.6%	4.2%
Golf	2.7%	2.3%
Windsurf / Kitesurf	3.3%	1.5%

* Multi-choise question

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

LUXEMBOURG

Which island do they choose?

Tourists (> 15 years old)	Luxembourg	All markets
Lanzarote	8,306	963,331
Fuerteventura	3,160	843,805
Gran Canaria	16,952	1,545,237
Tenerife	13,704	2,320,313
La Palma	15	102,576

How many islands do they visit during their trip?

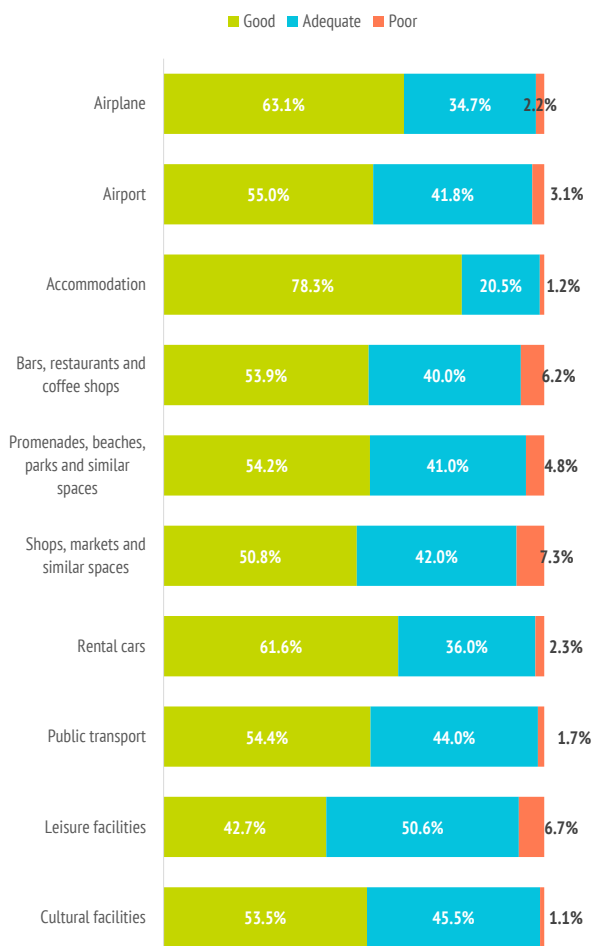
	Luxembourg	All markets
One island	94.2%	90.9%
Two islands	5.2%	7.8%
Three or more islands	0.6%	1.3%

Health safety

Planning the trip: Importance	Luxembourg	All markets
Average rating (scale 0-10)	8.71	7.99

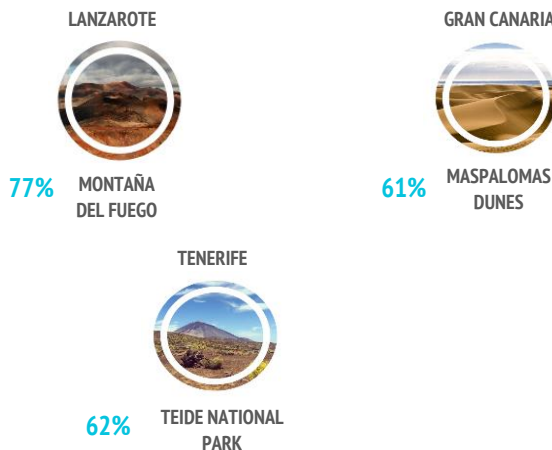
During the stay: Rate	Luxembourg	All markets
Average rating (scale 0-10)	8.41	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Luxembourg	All markets
Lanzarote	19.7%	16.7%
Fuerteventura	7.5%	14.6%
Gran Canaria	40.2%	26.8%
Tenerife	32.5%	40.2%
La Palma	0.0%	1.8%

MOST VISITED PLACES IN EACH ISLAND



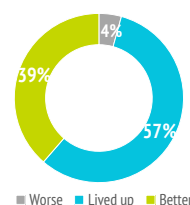
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Luxembourg	All markets
Average rating	8.67	8.86

Experience in the Canary Islands	Luxembourg	All markets
Worse or much worse than expected	4.3%	2.7%
Lived up to expectations	57.1%	51.4%
Better or much better than expected	38.6%	45.9%

Future intentions (scale 1-10)	Luxembourg	All markets
Return to the Canary Islands	8.93	8.86
Recommend visiting the Canary Island	9.09	9.10



Experience in the Canary Islands

8.93/10

Return to the Canary Islands

9.09/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Luxembourg	All markets
Repeat tourists	68.0%	68.0%
Repeat tourists (last 5 years)	64.8%	61.9%
Repeat tourists (last 5 years) (5 or mor	13.3%	15.0%
At least 10 previous visits	18.9%	18.3%

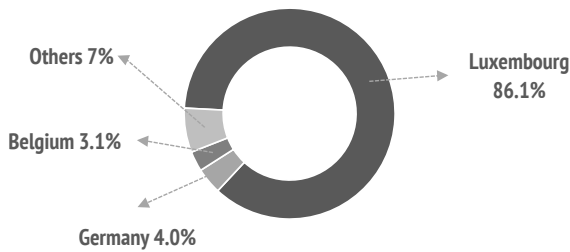
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LUXEMBOURG

Where does the flight come from?



	%	Absolute
Luxembourg	86.1%	36,289
Germany	4.0%	1,703
Belgium	3.1%	1,301
Netherlands	1.8%	743
United Kingdom	1.7%	712
Spanish Mainland	1.2%	488
Others	2.2%	915



Who do they come with?



	Luxembourg	All markets
Unaccompanied	9.3%	13.5%
Only with partner	49.6%	48.2%
Only with children (< 13 years old)	6.6%	3.9%
Partner + children (< 13 years old)	5.5%	4.9%
Other relatives	9.4%	8.4%
Friends	6.3%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	12.6%	11.5%
Tourists with children	17.6%	12.5%
- Between 0 and 2 years old	2.8%	1.2%
- Between 3 and 12 years old	10.2%	10.2%
- Between 0 -2 and 3-12 years	4.7%	1.0%
Tourists without children	82.4%	87.5%
Group composition:		
- 1 person	14.0%	16.5%
- 2 people	59.7%	56.7%
- 3 people	9.7%	10.7%
- 4 or 5 people	15.1%	13.6%
- 6 or more people	1.4%	2.5%
Average group size:	2.36	2.37

(1) Different situations have been isolated

*People who share the main expenses of the trip



(Under the age of 13)

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17.6% of
Luxembourgers travel
with children.
(Canary Islands: 12.5%)

Who are they?



	Luxembourg	All markets
Gender		
Men	40.6%	49.6%
Women	59.4%	50.4%
Age		
Average age (tourist > 15 years old)	44.5	43.3
Standard deviation	14.7	15.6
Age range (> 15 years old)		
16 - 24 years old	6.1%	11.9%
25 - 30 years old	15.8%	14.8%
31 - 45 years old	33.7%	30.2%
46 - 60 years old	27.1%	26.6%
Over 60 years old	17.4%	16.4%
Occupation		
Salaried worker	61.4%	57.8%
Self-employed	5.8%	11.1%
Unemployed	1.1%	1.7%
Business owner	9.0%	10.0%
Student	4.8%	5.9%
Retired	17.2%	12.2%
Unpaid domestic work	0.0%	0.5%
Others	0.6%	0.9%
Annual household income level		
Less than €25,000	4.4%	16.1%
€25,000 - €49,999	15.1%	37.0%
€50,000 - €74,999	33.5%	23.4%
More than €74,999	47.0%	23.5%
Education level		
No studies	0.8%	2.2%
Primary education	2.4%	2.2%
Secondary education	22.1%	18.8%
Higher education	74.8%	76.9%



7 IN 10 TOURISTS ARE
REPEATERS

44 YEARS OLD

AVERAGE AGE

50% ONLY WITH
PARTNER



Pictures: Freepik.com