

Profile of tourist visiting Lanzarote 2016



How many are they and how much do they spend?

	Lanzarote	Canary Islands
Tourist arrivals (> 16 years old)	2,328,674	13,114,359
Average daily expenditure (€)	131.08	135.94
. in their place of residence	95.37	98.03
. in the Canary Islands	35.71	37.90
Average length of stay	9.15	9.36
Turnover per tourist (€)	1,109	1,141
Total turnover (> 16 years old) (€m)	2,582	14,957
Share of total turnover	17.3%	100%
Share of total tourist	17.8%	100%
Expenditure in the Canary Islands per tourist and trip (€) (**)		
Accommodation (**):	48.46	47.11
- Accommodation	42.84	40.52
- Additional accommodation expenses	5.62	6.60
Transport:	28.36	26.01
- Public transport	4.60	5.14
- Taxi	7.16	6.94
- Car rental	16.60	13.93
Food and drink:	145.80	148.33
- Food purchases at supermarkets	57.01	63.46
- Restaurants	88.79	84.87
Souvenirs:	39.04	53.88
Leisure:	31.43	34.52
- Organized excursions	16.03	14.95
- Leisure, amusement	2.48	4.55
- Trip to other islands	2.16	1.85
- Sporting activities	3.90	5.11
- Cultural activities	3.51	2.04
- Discos and disco-pubs	3.35	6.01
Others:	10.38	13.91
- Wellness	3.10	3.23
- Medical expenses	1.42	1.69
- Other expenses	5.87	8.99

How far in advance do they book their trip?

	Lanzarote	Canary Islands
The same day they leave	0.5%	0.6%
Between 2 and 7 days	5.0%	6.3%
Between 8 and 15 days	6.2%	7.9%
Between 16 and 30 days	13.1%	14.7%
Between 31 and 90 days	35.7%	34.3%
More than 90 days	39.5%	36.2%

What do they book at their place of residence?

	Lanzarote	Canary Islands
Flight only	4.2%	8.8%
Flight and accommodation (room only)	27.9%	25.7%
Flight and accommodation (B&B)	7.7%	8.0%
Flight and accommodation (half board)	18.7%	20.4%
Flight and accommodation (full board)	3.6%	4.3%
Flight and accommodation (all inclusive)	37.9%	32.8%
% Tourists using low-cost airlines	52.5%	48.7%
Other expenses in their place of residence:		
- Car rental	10.9%	11.8%
- Sporting activities	5.3%	5.3%
- Excursions	4.3%	5.7%
- Trip to other islands	1.0%	1.6%

How do they book?

	Lanzarote	Canary Islands
Accommodation booking		
Tour Operator	44.5%	42.3%
- Tour Operator's website	79.4%	78.8%
Accommodation	18.2%	14.7%
- Accommodation's website	85.6%	83.5%
Travel agency (High street)	19.0%	20.5%
Online Travel Agency (OTA)	15.7%	16.5%
No need to book accommodation	2.5%	6.0%

	Lanzarote	Canary Islands
Flight booking		
Tour Operator	46.9%	44.6%
- Tour Operator's website	77.7%	76.3%
Airline	25.9%	24.8%
- Airline's website	97.9%	96.2%
Travel agency (High street)	17.8%	19.1%
Online Travel Agency (OTA)	9.4%	11.5%

Where do they stay?

	Lanzarote	Canary Islands
5* Hotel	6.3%	7.1%
4* Hotel	41.2%	39.6%
1-2-3* Hotel	10.2%	14.6%
Apartment	40.5%	31.5%
Property (privately-owned, friends, family)	1.3%	4.6%
Others	0.6%	2.6%

Who are they?

	Lanzarote	Canary Islands
Gender		
Percentage of men	45.7%	48.5%
Percentage of women	54.3%	51.5%
Age		
Average age (tourists > 16 years old)	51.0	46.3
Standard deviation	15.1	15.3
Age range (> 16 years old)		
16-24 years old	4.5%	8.2%
25-30 years old	7.4%	11.1%
31-45 years old	24.1%	29.1%
46-60 years old	33.5%	30.9%
Over 60 years old	30.5%	20.7%
Occupation		
Business owner or self-employed	21.7%	23.1%
Upper/Middle management employee	31.4%	36.1%
Auxiliary level employee	13.8%	15.5%
Students	2.9%	5.1%
Retired	28.5%	18.0%
Unemployed / unpaid dom. work	1.7%	2.2%
Annual household income level		
€12,000 - €24,000	15.3%	17.8%
€24,001 - €36,000	19.7%	19.4%
€36,001 - €48,000	17.7%	16.9%
€48,001 - €60,000	15.7%	14.6%
€60,001 - €72,000	9.8%	9.5%
€72,001 - €84,000	6.1%	6.0%
More than €84,000	15.8%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Profile of tourist visiting Lanzarote 2016



Tourist per year

Tourist (> 16 years old):	Lanzarote	Canary Islands
2012	1,740,273	10,051,044
2013	1,820,148	10,425,147
2014	1,911,659	10,932,170
2015	2,033,971	11,314,639
2016	2,328,674	13,114,359

Year on year growth (%)	Lanzarote	Canary Islands
2012	--	--
2013	4.6%	3.7%
2014	5.0%	4.9%
2015	6.4%	3.5%
2016	14.5%	15.9%

Who do they come with?



	Lanzarote	Canary Islands
Unaccompanied	3.7%	9.1%
Only with partner	53.7%	47.6%
Only with children (under the age of 13)	1.1%	1.5%
Partner + children (under the age of 13)	13.1%	11.8%
Other relatives	6.5%	6.0%
Friends	4.5%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	17.2%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	Lanzarote	Canary Islands
Good or very good (% tourists)	95.8%	94.1%
Average rating (scale 1-10)	9.08	8.90

How many are loyal to the destination?

Repeat tourists of the island	Lanzarote	Canary Islands
Repeat tourists	55.1%	77.3%
In love (at least 10 previous visits)	6.7%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	48.1%	1,119,206
Germany	12.8%	298,196
Spanish Mainland	9.4%	218,286
Ireland	8.7%	203,112
France	5.5%	129,156
Netherlands	3.7%	85,543
Italy	2.1%	49,252
Sweden	1.6%	37,564
Belgium	1.5%	35,148
Switzerland	1.3%	30,955



Why do they choose the Canary Islands?



Aspects influencing the choice	Lanzarote	Canary Islands
Climate/sun	92.6%	89.8%
Tranquillity/rest/relaxation	38.8%	36.6%
Beaches	25.4%	34.5%
Scenery	24.3%	21.9%
Visiting new places	16.2%	14.6%
Price	15.8%	12.7%
Ease of travel	13.9%	8.9%
Security	12.2%	11.1%
Quality of the environment	10.0%	6.5%
Suitable destination for children	9.9%	7.5%
Culture	4.4%	2.6%
Active tourism	3.6%	5.1%
Nightlife/fun	2.1%	3.8%
Shopping	2.1%	2.6%
Nautical activities	1.7%	2.2%
Rural tourism	1.2%	1.0%

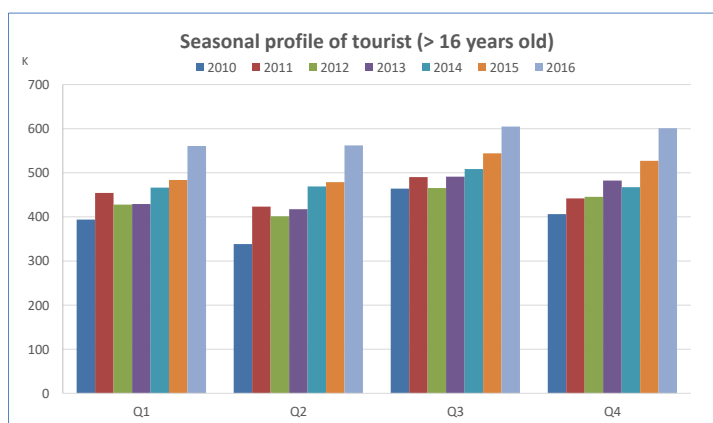
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Lanzarote	Canary Islands
Previous visits to the Canary Islands	70.6%	64.1%
Recommendation by friends or relatives	35.4%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	4.0%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	10.4%	8.0%
Recommendation by Travel Agency	8.9%	9.7%
Information obtained via the Internet	26.9%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	4.9%	6.1%

* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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