

Profile of tourist visiting Lanzarote 2017

How many are they and how much do they spend?



	Lanzarote	Canary Islands
Tourist arrivals (FRONTUR)	2,929,358	15,975,507
Tourist arrivals (> 16 years old)	2,488,213	13,852,616
Average daily expenditure (€)	134.14	140.18
. in their place of residence	97.97	101.15
. in the Canary Islands	36.17	39.03
Average length of stay	8.76	9.17
Turnover per tourist (€)	1,087	1,155
Total turnover (€m)	3,185	18,450
Share of total tourist	18.3%	100%
Share of total turnover	17.3%	100%
<u>% tourists who pay in the Canary Islands:</u>		
Accommodation:		
- Accommodation	14.4%	13.5%
- Additional accommodation expenses	6.5%	6.3%
Transport:		
- Public transport	15.7%	14.5%
- Taxi	27.7%	21.2%
- Car rental	25.5%	19.4%
Food and drink:		
- Food purchases at supermarkets	60.3%	55.0%
- Restaurants	63.4%	57.3%
Souvenirs:		
	56.3%	53.3%
Leisure:		
- Organized excursions	20.0%	17.7%
- Leisure, amusement	6.2%	8.4%
- Trip to other islands	3.6%	2.3%
- Sporting activities	5.8%	6.1%
- Cultural activities	8.8%	4.4%
- Discos and disco-pubs	4.8%	6.1%
Others:		
- Wellness	5.3%	4.9%
- Medical expenses	4.9%	4.0%
- Other expenses	10.0%	9.6%



+7%
TOURISTS
2,929,357



-2%
TRAVEL EXPENSES
€1,087



+5%
TURNOVER
€3,185 MILL

What do they book at their place of residence?



	Lanzarote	Canary Islands
Flight only	5.0%	9.3%
Flight and accommodation (room only)	31.1%	26.9%
Flight and accommodation (B&B)	8.0%	8.3%
Flight and accommodation (half board)	18.4%	19.3%
Flight and accommodation (full board)	3.2%	4.4%
Flight and accommodation (all inclusive)	34.4%	31.9%
<u>% Tourists using low-cost airlines</u>	59.0%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	11.2%	12.6%
- Sporting activities	5.4%	5.1%
- Excursions	4.3%	6.2%
- Trip to other islands	0.8%	1.5%

How do they book?



	Lanzarote	Canary Islands
<u>Accommodation booking</u>		
Tour Operator	41.0%	42.4%
- Tour Operator's website	80.3%	80.6%
Accommodation	18.5%	14.6%
- Accommodation's website	86.6%	84.0%
Travel agency (High street)	18.4%	19.3%
Online Travel Agency (OTA)	19.1%	17.3%
No need to book accommodation	3.0%	6.4%

	Lanzarote	Canary Islands
<u>Flight booking</u>		
Tour Operator	42.8%	44.8%
- Tour Operator's website	78.3%	78.6%
Airline	29.4%	25.8%
- Airline's website	98.3%	97.3%
Travel agency (High street)	17.1%	18.0%
Online Travel Agency (OTA)	10.7%	11.4%

How far in advance do they book their trip?



	Lanzarote	Canary Islands
The same day they leave	0.4%	0.5%
Between 2 and 7 days	5.1%	5.9%
Between 8 and 15 days	6.0%	7.4%
Between 16 and 30 days	11.9%	13.4%
Between 31 and 90 days	36.3%	34.6%
More than 90 days	40.4%	38.3%

Who are they?



	Lanzarote	Canary Islands
<u>Gender</u>		
Men	47.6%	48.1%
Women	52.4%	51.9%

	Lanzarote	Canary Islands
<u>Age</u>		
Average age (tourists > 16 years old)	49.7	46.9
Standard deviation	15.1	15.5

	Lanzarote	Canary Islands
<u>Age range (> 16 years old)</u>		
16-24 years old	5.3%	8.4%
25-30 years old	7.5%	10.2%
31-45 years old	27.2%	27.9%
46-60 years old	33.1%	31.7%
Over 60 years old	26.9%	21.8%

	Lanzarote	Canary Islands
<u>Occupation</u>		
Business owner or self-employed	24.8%	23.8%
Upper/Middle management employee	32.7%	35.2%
Auxiliary level employee	13.2%	15.3%
Students	3.0%	5.0%
Retired	24.3%	18.6%
Unemployed / unpaid dom. work	1.9%	2.1%

	Lanzarote	Canary Islands
<u>Annual household income level</u>		
€12,000 - €24,000	15.2%	17.9%
€24,001 - €36,000	18.9%	19.3%
€36,001 - €48,000	17.1%	16.1%
€48,001 - €60,000	15.9%	15.1%
€60,001 - €72,000	9.5%	9.3%
€72,001 - €84,000	6.6%	6.3%
More than €84,000	16.8%	16.0%

Profile of tourist visiting Lanzarote 2017

Tourist per year



Tourists (> 16 years old)	Lanzarote	Canary Islands
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
2017	2,488,213	13,852,616

Where do they stay?



	Lanzarote	Canary Islands
5* Hotel	6.4%	6.8%
4* Hotel	37.9%	38.4%
1-2-3* Hotel	11.8%	14.4%
Apartment	41.6%	32.4%
Property (privately-owned, friends, family)	1.4%	4.8%
Others	0.9%	3.2%

Who do they come with?



	Lanzarote	Canary Islands
Unaccompanied	4.5%	8.7%
Only with partner	50.0%	46.8%
Only with children (under the age of 13)	1.2%	1.7%
Partner + children (under the age of 13)	14.1%	11.9%
Other relatives	6.2%	6.0%
Friends	4.6%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	19.3%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Lanzarote	Canary Islands
Good or very good (% tourists)	95.2%	94.0%
Average rating (scale 1-10)	9.06	8.92

How many are loyal to the Canary Islands?



Repeat tourists (previous visits)	Lanzarote	Canary Islands
At least 1 visit to the island	55.0%	77.3%
At least 10 visits to the island	7.1%	16.9%
At least 1 visit to the Canary Islands	81.4%	77.3%
At least 10 visits to the Canary Islands	17.5%	16.9%

Where are they from?



Tourists (> 16 years old)	%	Abolute
United Kingdom	48.9%	1,217,052
Germany	12.3%	304,899
Ireland	8.7%	217,687
Spanish Mainland	7.9%	195,772
France	4.8%	118,370
Netherlands	3.8%	95,367
Italy	2.7%	67,985
Poland	1.8%	45,239
Belgium	1.7%	42,791
Others	7.4%	183,050

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.

Year on year growth (%)	Lanzarote	Canary Islands
2013	--	--
2014	5.0%	4.9%
2015	6.4%	3.5%
2016	14.5%	15.9%
2017	6.9%	5.6%

Why do they choose the Canary Islands?



Aspects influencing the choice	Lanzarote	Canary Islands
Climate/sun	93.0%	89.8%
Tranquillity/rest/relaxation	41.4%	37.2%
Beaches	26.8%	35.1%
Scenery	24.9%	22.9%
Visiting new places	16.4%	14.7%
Price	15.1%	12.2%
Ease of travel	13.4%	8.9%
Security	10.0%	9.7%
Suitable destination for children	10.0%	7.6%
Quality of the environment	9.9%	6.5%
Active tourism	4.2%	5.4%
Culture	4.2%	2.7%
Nightlife/fun	2.4%	3.8%
Shopping	2.0%	2.5%
Nautical activities	1.5%	2.0%
Rural tourism	1.3%	1.1%

* Multi-choice question

What did motivate them to come?



Prescription sources	Lanzarote	Canary Islands
Previous visits to the Canary Islands	70.8%	64.9%
Recommendation by friends/relatives	36.3%	35.0%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	0.8%	1.0%
Information in press/magazines/books	4.0%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	8.1%	7.2%
Recommendation by Travel Agency	8.6%	9.3%
Information obtained via the Internet	28.5%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	4.4%	5.9%

* Multi-choice question

Share of tourists > 16 years old by source markets

