

PROFILE OF TOURIST VISITING LANZAROTE 2018

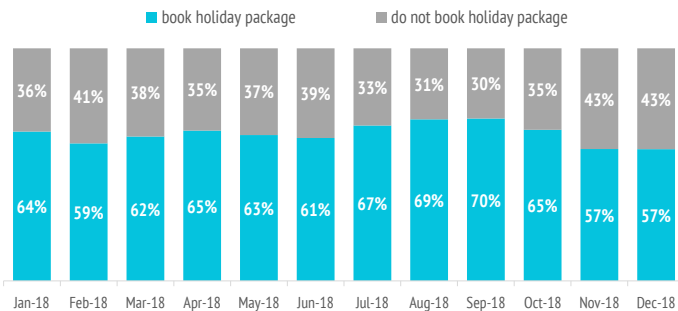


How many are they and how much do they spend?



	Lanzarote	Canary Islands
TOURISTS		
Tourist arrivals (FRONTUR)	2,880,051	15,559,787
Tourist arrivals > 15 years old (EGT)	2,457,120	13,485,651
- book holiday package	1,362,740	7,848,516
- do not book holiday package	1,094,380	5,637,135
- % tourists who book holiday package	55.5%	58.2%
Share of total tourist	18.5%	100%

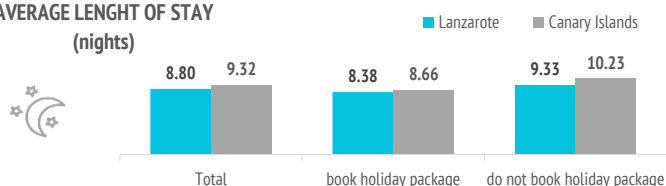
% TOURISTS



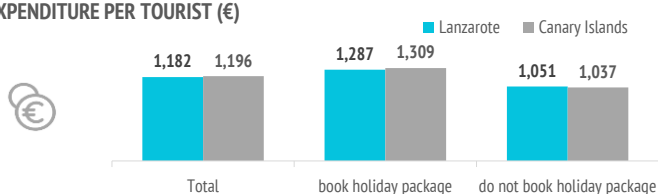
Source: Frontur (ISTAC)

Expenditure per tourist (€)	1,182	1,196
- book holiday package	1,287	1,309
- holiday package	1,060	1,064
- others	228	246
- do not book holiday package	1,051	1,037
- flight	286	288
- accommodation	402	350
- others	362	399
Average lenght of stay	8.80	9.32
- book holiday package	8.38	8.66
- do not book holiday package	9.33	10.23
Average daily expenditure (€)	146.0	143.6
- book holiday package	160.6	159.8
- do not book holiday package	127.8	121.0
Total turnover (> 15 years old) (€m)	2,904	16,124
- book holiday package	1,754	10,277
- do not book holiday package	1,150	5,848

AVERAGE LENGHT OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

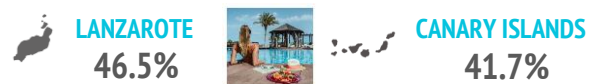


	Lanzarote	Canary Islands
Climate	77.5%	78.1%
Safety	54.3%	51.4%
Tranquility	47.6%	46.2%
Accommodation supply	46.5%	41.7%
Price	38.3%	36.5%
Sea	37.1%	43.3%
Effortless trip	36.1%	34.8%
European belonging	35.2%	35.8%
Environment	33.1%	30.6%
Landscapes	30.2%	31.6%
Beaches	30.0%	37.1%
Gastronomy	21.4%	22.6%
Authenticity	20.2%	19.1%
Fun possibilities	17.2%	20.7%
Exoticism	8.6%	10.5%
Historical heritage	8.2%	7.1%
Culture	8.0%	7.3%
Shopping	7.1%	9.6%
Hiking trail network	5.9%	9.0%
Nightlife	4.8%	7.5%

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 ACCOMMODATION SUPPLY



What is the main motivation for their holidays?



	Lanzarote	Canary Islands
Rest	59.4%	55.1%
Enjoy family time	13.8%	14.7%
Have fun	4.7%	7.8%
Explore the destination	18.9%	18.5%
Practice their hobbies	1.7%	1.8%
Other reasons	1.5%	2.1%



How far in advance do they book their trip?



	Lanzarote	Canary Islands
The same day	0.4%	0.7%
Between 1 and 30 days	18.3%	23.2%
Between 1 and 2 months	22.7%	23.0%
Between 3 and 6 months	33.5%	32.4%
More than 6 months	25.2%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

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

	Lanzarote	Canary Islands
Previous visits to the Canary Islands	58.0%	50.9%
Friends or relatives	26.6%	27.8%
Internet or social media	63.6%	56.1%
Mass Media	1.2%	1.7%
Travel guides and magazines	10.5%	9.5%
Travel Blogs or Forums	7.0%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	25.7%	24.7%
Public administrations or similar	0.3%	0.4%
Others	1.7%	2.3%

* Multi-choise question

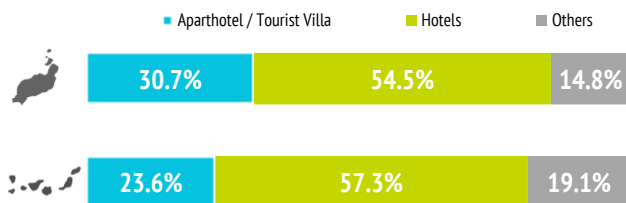
With whom did they book their flight and accommodation? 👁

	Lanzarote	Canary Islands
Flight		
- Directly with the airline	42.3%	39.5%
- Tour Operator or Travel Agency	57.7%	60.5%
Accommodation		
- Directly with the accommodation	30.8%	28.8%
- Tour Operator or Travel Agency	69.2%	71.2%

Where do they stay? 🏠

	Lanzarote	Canary Islands
1-2-3* Hotel	9.5%	12.8%
4* Hotel	37.9%	37.7%
5* Hotel / 5* Luxury Hotel	7.1%	6.8%
Aparthotel / Tourist Villa	30.7%	23.6%
House/room rented in a private dwelling	4.7%	5.3%
Private accommodation (1)	3.9%	7.0%
Others (Cottage, cruise, camping,...)	6.2%	6.8%

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



What do they book? 🍷

	Lanzarote	Canary Islands
Room only	30.3%	28.8%
Bed and Breakfast	10.2%	11.7%
Half board	19.8%	22.4%
Full board	2.2%	3.0%
All inclusive	37.5%	34.1%

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37.1% of tourists book all inclusive.
(Canary Islands: 34.1%)

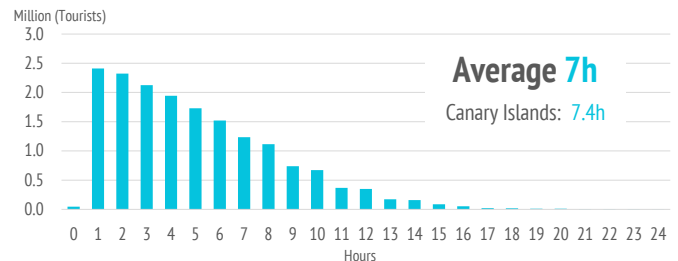
Other expenses 📍

	Lanzarote	Canary Islands
Restaurants or cafes	67.6%	63.2%
Supermarkets	58.3%	55.9%
Car rental	33.3%	26.6%
Organized excursions	26.4%	21.8%
Taxi, transfer, chauffeur service	55.7%	51.7%
Theme Parks	5.7%	8.8%
Sport activities	6.9%	6.4%
Museums	13.2%	5.0%
Flights between islands	6.6%	4.8%

Activities in the Canary Islands 🚶

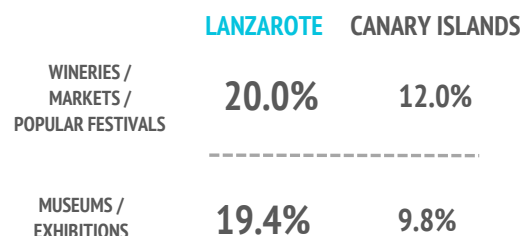
	Lanzarote	Canary Islands
Outdoor time per day		
0 hours	1.8%	2.2%
1 - 2 hours	11.7%	10.0%
3 - 6 hours	36.2%	32.6%
7 - 12 hours	43.2%	46.5%
More than 12 hours	7.0%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Lanzarote	Canary Islands
Activities in the Canary Islands		
Walk, wander	77.3%	71.0%
Beach	64.3%	68.0%
Swimming pool, hotel facilities	64.3%	58.9%
Explore the island on their own	49.5%	46.5%
Taste Canarian gastronomy	27.6%	25.4%
Wineries / markets / popular festivals	20.0%	12.0%
Organized excursions	19.8%	17.9%
Museums / exhibitions	19.4%	9.8%
Sport activities	15.8%	14.3%
Nightlife / concerts / shows	13.0%	15.5%
Activities at sea	9.0%	9.8%
Theme parks	8.3%	15.5%
Nature activities	7.5%	10.0%
Sea excursions / whale watching	6.7%	11.3%
Beauty and health treatments	5.4%	5.7%
Astronomical observation	2.0%	3.4%

* Multi-choise question



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Which places do they visit in Lanzarote?

	%	Absolute
Montaña del Fuego	35.7%	871,531
Arrecife	29.8%	726,329
Jameos del agua	27.6%	671,830
Mirador del Río Viewpoint	25.1%	611,938
Cueva de los Verdes	21.4%	520,806
Teguise Market	21.3%	519,494
Cactus Garden	18.3%	445,887
César Manrique Foundation	15.7%	381,979
Monumento al Campesino	10.5%	255,197
La Graciosa	7.3%	178,057
San José Castle	4.1%	98,881

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4 in 10 tourists in Lanzarote visit
Montaña del Fuego (Volcano Route)

Internet usage during their trip

	Lanzarote	Canary Islands
Research		
- Tourist package	16.4%	15.4%
- Flights	13.8%	13.0%
- Accommodation	18.4%	17.7%
- Transport	14.2%	15.6%
- Restaurants	28.2%	27.0%
- Excursions	27.8%	26.3%
- Activities	32.6%	31.0%
Book or purchase		
- Tourist package	37.6%	38.1%
- Flights	67.3%	64.4%
- Accommodation	59.8%	54.5%
- Transport	49.9%	44.7%
- Restaurants	9.7%	10.5%
- Excursions	9.5%	11.4%
- Activities	10.0%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Lanzarote	Canary Islands
Did not use the Internet	9.1%	9.8%
Used the Internet	90.9%	90.2%
- Own Internet connection	32.9%	36.5%
- Free Wifi connection	48.0%	41.1%
Applications*		
- Search for locations or maps	59.6%	60.7%
- Search for destination info	47.1%	44.7%
- Share pictures or trip videos	55.6%	55.6%
- Download tourist apps	6.9%	6.5%
- Others	25.7%	23.9%

* Multi-choice question

How many islands do they visit during their trip?

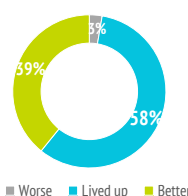
	Lanzarote	Canary Islands
One island	91.4%	90.9%
Two islands	8.0%	7.7%
Three or more islands	0.6%	1.4%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Lanzarote	Canary Islands
Average rating	8.70	8.58

Experience in the Canary Islands	Lanzarote	Canary Islands
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	58.1%	57.4%
Better or much better than expected	39.2%	39.7%

Future intentions (scale 1-10)	Lanzarote	Canary Islands
Return to the Canary Islands	8.73	8.60
Recommend visiting the Canary Island	8.98	8.86



Experience in the
Canary Islands



Return to the Canary
Islands



8.98/10

Recommend visiting
the Canary Islands

How many are loyal to the Canary Islands?

	in Lanzarote	in the Canary Islands
Lanzarote: Repeat tourists	69.7%	38.7%
Lanzarote: At least 10 previous visits	9.4%	2.4%
Canary Islands: Repeat tourists	76.5%	71.0%
Canary Islands: At least 10 previous visits	20.0%	17.8%

TOP 5: % REPEAT TOURISTS BY MARKETS

Ireland	79%
United Kingdom	78%
Nordics	77%
Germany	69%
Spanish Mainland	64%

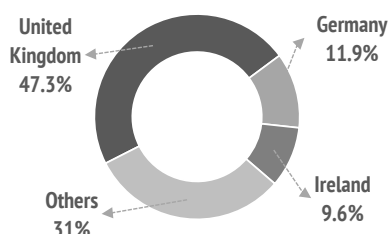


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Where are they from?



	%	Absolute
United Kingdom	47.3%	1,163,073
Germany	11.9%	292,173
Ireland	9.6%	235,709
Spanish Mainland	9.0%	220,002
France	5.0%	121,961
Netherlands	3.9%	95,110
Italy	2.6%	64,835
Belgium	1.9%	46,028
Poland	1.7%	42,761
Switzerland	1.5%	36,799
Denmark	1.2%	29,891
Sweden	1.0%	24,574
Norway	0.8%	18,855
Finland	0.7%	16,243
Austria	0.3%	7,381
Czech Republic	0.3%	6,469
Russia	0.0%	1,168
Others	1.4%	34,088



Who do they come with?



	Lanzarote	Canary Islands
Unaccompanied	4.7%	8.9%
Only with partner	48.7%	47.4%
Only with children (< 13 years old)	6.1%	5.9%
Partner + children (< 13 years old)	9.0%	7.2%
Other relatives	10.7%	9.0%
Friends	4.7%	6.3%
Work colleagues	0.1%	0.5%
Organized trip	0.2%	0.2%
Other combinations (1)	15.8%	14.6%

(1) Different situations have been isolated

Tourists with children	22.7%	19.3%
- Between 0 and 2 years old	1.6%	1.8%
- Between 3 and 12 years old	19.6%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%
Tourists without children	77.3%	80.7%
Group composition:		
- 1 person	7.1%	12.4%
- 2 people	53.2%	54.1%
- 3 people	13.5%	12.6%
- 4 or 5 people	21.3%	17.1%
- 6 or more people	4.8%	3.8%
Average group size:	2.79	2.58

Who are they?



	Lanzarote	Canary Islands
Gender		
Men	51.2%	48.2%
Women	48.8%	51.8%
Age		
Average age (tourist > 15 years old)	49.3	46.7
Standard deviation	14.6	15.3
Age range (> 15 years old)		
16 - 24 years old	4.7%	7.7%
25 - 30 years old	8.0%	10.8%
31 - 45 years old	27.3%	28.6%
46 - 60 years old	34.6%	31.3%
Over 60 years old	25.4%	21.5%
Occupation		
Salaried worker	55.8%	55.5%
Self-employed	10.8%	11.0%
Unemployed	0.7%	1.1%
Business owner	7.4%	9.2%
Student	2.8%	4.2%
Retired	21.2%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	14.0%	17.0%
€25,000 - €49,999	36.4%	36.5%
€50,000 - €74,999	25.9%	25.0%
More than €74,999	23.7%	21.5%
Education level		
No studies	6.8%	4.8%
Primary education	1.8%	2.8%
Secondary education	20.9%	23.1%
Higher education	70.5%	69.3%



Pictures: Freepik.com

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