

# Tourist profile by quarter of trip (2017)

## LANZAROTE



### How many are they and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (FRONTUR) (thousands)	668	717	802	743	<b>2,929</b>
Tourist arrivals (> 16 years old) (thousands)	587	597	645	658	<b>2,488</b>
Average daily expenditure (€)	135.29	125.42	132.20	142.94	<b>134.14</b>
. in their place of residence	99.09	88.72	97.16	106.15	<b>97.97</b>
. in the Canary Islands	36.20	36.70	35.03	36.79	<b>36.17</b>
Average lenght of stay	9.45	8.25	8.89	8.48	<b>8.76</b>
Turnover per tourist (€)	1,144	967	1,098	1,135	<b>1,087</b>
Total turnover (€m)	764	693	880	843	<b>3,185</b>
Tourist arrivals: share by quarter	22.8%	24.5%	27.4%	25.4%	<b>100%</b>
Turnover: share by quarter	24.0%	21.8%	27.6%	26.5%	<b>100%</b>

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	17.3%	15.1%	13.4%	12.0%	<b>14.4%</b>
- Additional accommodation expenses	5.9%	6.5%	6.5%	6.9%	<b>6.5%</b>

##### Transport:

- Public transport	18.9%	14.1%	14.0%	15.9%	<b>15.7%</b>
- Taxi	23.4%	30.8%	28.8%	27.6%	<b>27.7%</b>
- Car rental	23.7%	25.1%	24.8%	28.0%	<b>25.5%</b>

##### Food and drink:

- Food purchases at supermarkets	58.0%	61.3%	62.6%	59.2%	<b>60.3%</b>
- Restaurants	61.3%	63.7%	64.6%	63.6%	<b>63.4%</b>

<b>Souvenirs:</b>	49.9%	56.5%	62.3%	56.0%	<b>56.3%</b>
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##### Leisure:

- Organized excursions	20.1%	19.7%	21.2%	19.1%	<b>20.0%</b>
- Leisure, amusement	4.5%	5.8%	8.9%	5.4%	<b>6.2%</b>
- Trip to other islands	3.2%	3.2%	4.5%	3.5%	<b>3.6%</b>
- Sporting activities	4.7%	4.9%	7.0%	6.4%	<b>5.8%</b>
- Cultural activities	7.0%	10.7%	7.4%	9.9%	<b>8.8%</b>
- Discos and disco-pubs	2.9%	5.9%	5.4%	4.9%	<b>4.8%</b>

##### Others:

- Wellness	5.6%	4.5%	5.4%	5.5%	<b>5.3%</b>
- Medical expenses	5.2%	4.7%	4.8%	4.9%	<b>4.9%</b>
- Other expenses	9.3%	10.0%	11.2%	9.5%	<b>10.0%</b>

2017



**+7%**  
TOURISTS  
2,929,357



**-2%**  
TRAVEL EXPENSES  
€1,087



**+5%**  
TURNOVER  
€3,185 MILL

### What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	5.5%	4.7%	5.0%	4.9%	<b>5.0%</b>
Flight and accommodation (room only)	29.5%	31.7%	31.2%	31.7%	<b>31.1%</b>
Flight and accommodation (B&B)	9.2%	7.8%	7.0%	8.0%	<b>8.0%</b>
Flight and accommodation (half board)	19.9%	19.0%	16.7%	18.3%	<b>18.4%</b>
Flight and accommodation (full board)	2.7%	4.1%	2.9%	3.0%	<b>3.2%</b>
Flight and accommodation (all inclusive)	33.2%	32.8%	37.2%	34.0%	<b>34.4%</b>
% Tourists using low-cost airlines	54.2%	61.5%	57.5%	62.4%	<b>59.0%</b>
<b>Other expenses in their place of residence:</b>					
- Car rental	11.4%	10.9%	10.7%	11.6%	<b>11.2%</b>
- Sporting activities	4.2%	5.0%	6.3%	6.1%	<b>5.4%</b>
- Excursions	4.7%	3.7%	4.0%	5.0%	<b>4.3%</b>
- Trip to other islands	0.5%	0.8%	1.0%	1.1%	<b>0.8%</b>

### How do they book?



Accommodation booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	44.3%	41.0%	39.3%	39.8%	<b>41.0%</b>
- Tour Operator's website	76.3%	84.5%	79.6%	81.1%	<b>80.3%</b>
<b>Accommodation</b>	17.7%	19.4%	18.7%	18.1%	<b>18.5%</b>
- Accommodation's website	89.1%	87.1%	85.0%	85.5%	<b>86.6%</b>
<b>Travel agency (High street)</b>	16.3%	16.3%	20.8%	19.8%	<b>18.4%</b>
<b>Online Travel Agency (OTA)</b>	19.1%	20.4%	18.1%	19.1%	<b>19.1%</b>
<b>No need to book accommodation</b>	2.6%	2.9%	3.1%	3.2%	<b>3.0%</b>

Flight booking	Q1	Q2	Q3	Q4	Total
<b>Tour Operator</b>	45.0%	43.6%	41.4%	41.5%	<b>42.8%</b>
- Tour Operator's website	76.0%	80.6%	77.5%	79.0%	<b>78.3%</b>
<b>Airline</b>	30.2%	30.0%	27.6%	29.9%	<b>29.4%</b>
- Airline's website	97.9%	98.6%	97.4%	99.3%	<b>98.3%</b>
<b>Travel agency (High street)</b>	15.0%	15.3%	20.1%	17.7%	<b>17.1%</b>
<b>Online Travel Agency (OTA)</b>	9.8%	11.1%	10.9%	10.9%	<b>10.7%</b>

### How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.3%	0.4%	0.4%	0.3%	0.4%
Between 2 and 7 days	4.5%	7.0%	5.3%	3.6%	5.1%
Between 8 and 15 days	6.9%	5.9%	7.0%	4.3%	6.0%
Between 16 and 30 days	15.2%	10.8%	11.0%	10.9%	11.9%
Between 31 and 90 days	38.1%	38.3%	32.0%	37.0%	36.3%
More than 90 days	35.0%	37.6%	44.4%	43.9%	40.4%

### Who are they?



Gender	Q1	Q2	Q3	Q4	Total
Men	46.1%	46.8%	48.2%	48.9%	<b>47.6%</b>
Women	53.9%	53.2%	51.8%	51.1%	<b>52.4%</b>

#### Age

Average age (tourists > 16 years old)	54.3	48.4	45.4	50.8	<b>49.7</b>
Standard deviation	14.3	15.5	14.7	14.6	<b>15.1</b>

#### Age range (> 16 years old)

16-24 years old	2.1%	6.1%	8.9%	3.9%	<b>5.3%</b>
25-30 years old	3.9%	9.9%	9.8%	6.3%	<b>7.5%</b>
31-45 years old	22.6%	27.4%	31.7%	26.9%	<b>27.2%</b>
46-60 years old	33.9%	31.6%	32.8%	34.0%	<b>33.1%</b>
Over 60 years old	37.5%	25.1%	16.8%	28.9%	<b>26.9%</b>

#### Occupation

Business owner or self-employed	22.1%	22.7%	28.1%	25.9%	<b>24.8%</b>
Upper/Middle management employee	29.5%	35.0%	35.8%	30.7%	<b>32.7%</b>
Auxiliary level employee	10.1%	13.8%	14.8%	13.9%	<b>13.2%</b>
Students	1.7%	3.2%	5.0%	2.2%	<b>3.0%</b>
Retired	35.0%	23.3%	14.2%	25.4%	<b>24.3%</b>
Unemployed / unpaid dom. work	1.5%	2.0%	2.1%	1.8%	<b>1.9%</b>

#### Annual household income level

€12,000 - €24,000	15.6%	14.5%	17.5%	13.2%	<b>15.2%</b>
€24,001 - €36,000	18.9%	18.5%	19.5%	18.9%	<b>18.9%</b>
€36,001 - €48,000	16.5%	18.4%	16.1%	17.3%	<b>17.1%</b>
€48,001 - €60,000	15.6%	16.3%	15.5%	16.3%	<b>15.9%</b>
€60,001 - €72,000	8.8%	9.1%	9.9%	10.1%	<b>9.5%</b>
€72,001 - €84,000	6.7%	6.9%	6.6%	6.2%	<b>6.6%</b>
More than €84,000	17.9%	16.3%	14.9%	18.0%	<b>16.8%</b>

## Tourist profile by quarter of trip (2017)

### LANZAROTE



#### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	587,359	596,949	645,448	658,457	<b>2,488,213</b>
- Fuerteventura	465,865	465,709	493,948	513,386	<b>1,938,908</b>
- Gran Canaria	1,048,766	833,276	910,485	1,108,297	<b>3,900,824</b>
- Tenerife	1,325,456	1,223,771	1,237,883	1,357,305	<b>5,144,415</b>
- La Palma	78,025	55,392	57,969	86,566	<b>277,952</b>

#### Where do they stay?

	Q1	Q2	Q3	Q4	Total
5* Hotel	5.4%	7.4%	7.0%	5.9%	<b>6.4%</b>
4* Hotel	40.5%	37.6%	36.2%	37.5%	<b>37.9%</b>
1-2-3* Hotel	9.9%	11.3%	13.1%	12.9%	<b>11.8%</b>
Apartment	41.4%	42.0%	41.4%	41.4%	<b>41.6%</b>
Property (privately-owned, friends, family)	1.7%	1.2%	1.5%	1.3%	<b>1.4%</b>
Others	1.1%	0.5%	0.8%	0.9%	<b>0.9%</b>

#### Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	4.7%	3.5%	3.3%	6.5%	<b>4.5%</b>
Only with partner	55.3%	57.4%	41.2%	47.1%	<b>50.0%</b>
Only with children (under the age of 13)	1.2%	0.9%	2.2%	0.6%	<b>1.2%</b>
Partner + children (under the age of 13)	11.7%	12.3%	19.3%	12.9%	<b>14.1%</b>
Other relatives	6.2%	5.8%	6.0%	6.5%	<b>6.2%</b>
Friends	4.8%	4.8%	3.9%	4.8%	<b>4.6%</b>
Work colleagues	0.1%	0.1%	0.1%	0.1%	<b>0.1%</b>
Other combinations <sup>(1)</sup>	15.9%	15.3%	24.0%	21.4%	<b>19.3%</b>

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

#### How do they rate the Canary Islands?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	94.7%	95.9%	93.1%	97.2%	<b>95.2%</b>
Average rating (scale 1-10)	8.98	9.13	8.95	9.19	<b>9.06</b>

#### How many are loyal to the Canary Islands?

Repeat tourists (previous visits)	Q1	Q2	Q3	Q4	Total
At least 1 visit to the island	59.1%	54.5%	50.1%	56.7%	<b>55.0%</b>
At least 10 visits to the island	7.3%	8.2%	5.4%	7.6%	<b>7.1%</b>
At least 1 visit to the Canary Islands	85.1%	81.3%	76.4%	83.2%	<b>81.4%</b>
At least 10 visits to the Canary Islands	20.6%	18.0%	12.8%	19.0%	<b>17.5%</b>

#### Where are they from?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
United Kingdom	46.1%	52.1%	50.4%	47.1%	<b>48.9%</b>
Germany	13.3%	11.5%	10.1%	14.1%	<b>12.3%</b>
Ireland	8.1%	9.7%	9.1%	8.1%	<b>8.7%</b>
Spanish Mainland	6.3%	7.3%	10.7%	6.9%	<b>7.9%</b>
France	5.1%	5.5%	4.9%	3.6%	<b>4.8%</b>
Netherlands	4.5%	3.1%	3.3%	4.4%	<b>3.8%</b>
Italy	2.5%	2.8%	3.2%	2.5%	<b>2.7%</b>
Poland	2.3%	1.7%	1.8%	1.5%	<b>1.8%</b>
Belgium	1.7%	1.4%	2.0%	1.7%	<b>1.7%</b>
Others	10.0%	4.9%	4.4%	10.1%	<b>7.4%</b>

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.

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.8%	18.8%	19.3%	17.7%	<b>18.1%</b>
- Fuerteventura	13.3%	14.7%	14.8%	13.8%	<b>14.1%</b>
- Gran Canaria	29.9%	26.2%	27.2%	29.8%	<b>28.4%</b>
- Tenerife	37.8%	38.5%	37.0%	36.4%	<b>37.4%</b>
- La Palma	2.2%	1.7%	1.7%	2.3%	<b>2.0%</b>

#### Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	94.7%	92.8%	89.4%	95.2%	<b>93.0%</b>
Tranquillity/rest/relaxation	41.3%	41.3%	37.0%	46.0%	<b>41.4%</b>
Beaches	19.9%	27.8%	32.9%	26.2%	<b>26.8%</b>
Scenery	25.6%	23.2%	25.9%	24.8%	<b>24.9%</b>
Visiting new places	14.7%	17.8%	19.5%	13.6%	<b>16.4%</b>
Price	15.1%	17.4%	16.7%	11.6%	<b>15.1%</b>
Ease of travel	16.3%	13.9%	10.5%	13.3%	<b>13.4%</b>
Security	12.0%	10.0%	9.9%	8.5%	<b>10.0%</b>
Suitable destination for children	7.9%	9.3%	13.6%	8.9%	<b>10.0%</b>
Quality of the environment	11.0%	9.8%	9.8%	9.3%	<b>9.9%</b>
Active tourism	5.3%	4.6%	2.7%	4.3%	<b>4.2%</b>
Culture	5.0%	3.7%	4.8%	3.3%	<b>4.2%</b>
Nightlife/fun	2.0%	2.6%	2.8%	2.3%	<b>2.4%</b>
Shopping	2.0%	1.8%	2.4%	1.9%	<b>2.0%</b>
Nautical activities	0.8%	1.4%	2.1%	1.6%	<b>1.5%</b>
Rural tourism	1.2%	1.7%	1.3%	1.0%	<b>1.3%</b>

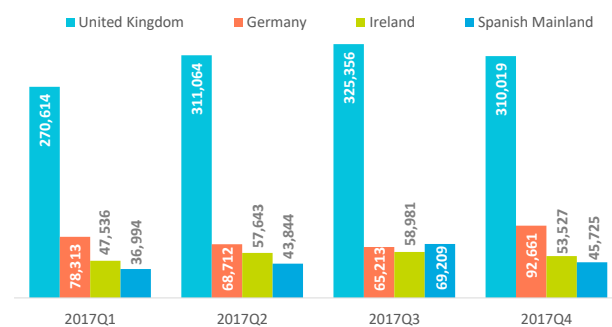
\* Multi-choice question

#### What did motivate them to come?

Prescription sources	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	76.2%	69.6%	65.0%	72.7%	<b>70.8%</b>
Recommendation by friends/relatives	33.1%	37.4%	40.0%	34.6%	<b>36.3%</b>
The Canary Islands television channel	0.1%	0.3%	0.2%	0.1%	<b>0.1%</b>
Other television or radio channels	1.1%	0.9%	0.5%	0.7%	<b>0.8%</b>
Information in press/magazines/books	5.2%	4.7%	3.7%	2.7%	<b>4.0%</b>
Attendance at a tourism fair	0.3%	0.4%	0.3%	0.2%	<b>0.3%</b>
Tour Operator's brochure or catalogue	8.2%	7.6%	10.5%	6.1%	<b>8.1%</b>
Recommendation by Travel Agency	7.6%	8.4%	10.1%	8.0%	<b>8.6%</b>
Information obtained via the Internet	25.8%	30.6%	30.2%	27.3%	<b>28.5%</b>
Senior Tourism programme	0.1%	0.1%	0.2%	0.0%	<b>0.1%</b>
Others	4.9%	4.4%	4.3%	4.3%	<b>4.4%</b>

\* Multi-choice question

#### Main markets: tourist arrivals by quarters



Tourists over 16 years old.