

Tourist profile trend (2016)

Lanzarote



How many are they and how much do they spend?



	2012	2013	2014	2015	2016
Tourist arrivals (> 16 years old)	1,740,273	1,820,148	1,911,659	2,033,971	2,328,674
Average daily expenditure (€)	119.02	118.53	123.58	128.47	131.08
. in their place of residence	82.79	82.82	87.64	93.82	95.37
. in the Canary Islands	36.24	35.71	35.94	34.65	35.71
Average length of stay	8.80	8.92	8.79	8.99	9.15
Turnover per tourist (€)	973	980	1,004	1,065	1,109
Total turnover (> 16 years old) (€m)	1,694	1,784	1,920	2,166	2,582
Turnover: year on year change	--	5.3%	7.6%	12.8%	19.2%
Tourist arrivals: year on year change	--	4.6%	5.0%	6.4%	14.5%

Expenditure in the Canary Islands per tourist and trip (€) (*)

	2012	2013	2014	2015	2016
Accommodation (**):	32.33	34.46	34.93	32.65	48.46
- Accommodation	28.22	29.92	30.40	28.02	42.84
- Additional accommodation expenses	4.12	4.54	4.52	4.63	5.62
Transport:	28.63	28.11	26.24	30.02	28.36
- Public transport	3.38	4.32	4.06	4.23	4.60
- Taxi	6.13	7.02	6.79	7.36	7.16
- Car rental	19.12	16.77	15.40	18.43	16.60
Food and drink:	147.45	146.48	141.60	142.65	145.80
- Food purchases at supermarkets	57.22	59.42	52.03	49.26	57.01
- Restaurants	90.23	87.07	89.57	93.39	88.79
Souvenirs:	41.91	41.78	42.70	40.69	39.04
Leisure:	37.31	36.37	37.78	33.88	31.43
- Organized excursions	15.99	15.45	17.21	14.86	16.03
- Leisure, amusement	3.41	3.82	3.32	2.95	2.48
- Trip to other islands	2.10	1.90	1.80	1.85	2.16
- Sporting activities	3.62	4.76	4.92	4.16	3.90
- Cultural activities	4.11	4.10	3.86	4.00	3.51
- Discos and disco-pubs	8.07	6.35	6.66	6.05	3.35
Others:	12.05	13.52	11.27	12.19	10.38
- Wellness	2.68	2.71	2.76	2.99	3.10
- Medical expenses	1.68	1.77	1.57	1.49	1.42
- Other expenses	7.69	9.04	6.94	7.71	5.87

How far in advance do they book their trip?



	2012	2013	2014	2015	2016
The same day they leave	0.3%	0.4%	0.3%	0.5%	0.5%
Between 2 and 7 days	7.4%	7.9%	6.7%	6.0%	5.0%
Between 8 and 15 days	8.6%	9.4%	8.8%	8.2%	6.2%
Between 16 and 30 days	17.3%	17.7%	16.2%	14.2%	13.1%
Between 31 and 90 days	33.5%	35.2%	35.0%	35.0%	35.7%
More than 90 days	32.9%	29.4%	32.9%	36.1%	39.5%

What do they book at their place of residence?



	2012	2013	2014	2015	2016
Flight only	7.7%	7.0%	5.0%	4.2%	4.2%
Flight and accommodation (room only)	31.9%	32.3%	31.4%	30.7%	27.9%
Flight and accommodation (B&B)	7.3%	7.2%	7.9%	7.6%	7.7%
Flight and accommodation (half board)	17.4%	17.2%	17.2%	16.8%	18.7%
Flight and accommodation (full board)	1.9%	2.6%	2.7%	3.1%	3.6%
Flight and accommodation (all inclusive)	33.8%	33.8%	35.8%	37.7%	37.9%
% Tourists using low-cost airlines	44.3%	54.7%	55.1%	54.7%	52.5%
Other expenses in their place of residence:					
- Car rental	10.3%	11.1%	10.7%	10.2%	10.9%
- Sporting activities	4.8%	6.2%	5.2%	5.6%	5.3%
- Excursions	2.8%	4.2%	4.7%	4.4%	4.3%
- Trip to other islands	0.4%	0.8%	0.8%	0.7%	1.0%

How do they book?



	2012	2013	2014	2015	2016
Accommodation booking					
Tour Operator	45.2%	43.2%	46.9%	46.6%	44.5%
- Tour Operator's website	74.8%	81.3%	81.8%	78.7%	79.4%
Accommodation	17.6%	18.1%	17.0%	17.3%	18.2%
- Accommodation's website	85.3%	83.9%	84.3%	83.7%	85.6%
Travel agency (High street)	19.1%	18.0%	16.9%	18.0%	19.0%
Online Travel Agency (OTA)	14.5%	17.7%	17.5%	16.2%	15.7%
No need to book accommodation	3.6%	3.0%	1.7%	2.0%	2.5%

	2012	2013	2014	2015	2016
Flight booking					
Tour Operator	51.2%	45.9%	48.5%	48.6%	46.9%
- Tour Operator's website	74.0%	79.5%	79.9%	78.6%	77.7%
Airline	23.2%	27.1%	25.2%	25.7%	25.9%
- Airline's website	97.6%	97.0%	97.6%	96.9%	97.9%
Travel agency (High street)	17.0%	15.6%	15.5%	16.2%	17.8%
Online Travel Agency (OTA)	8.7%	11.4%	10.8%	9.6%	9.4%

Where do they stay?



	2012	2013	2014	2015	2016
5* Hotel	7.5%	7.7%	7.7%	6.9%	6.3%
4* Hotel	35.2%	34.4%	36.4%	37.1%	41.2%
1-2-3* Hotel	12.7%	12.2%	13.8%	14.3%	10.2%
Apartment	41.1%	42.9%	40.5%	40.0%	40.5%
Property (privately-owned, friends, family)	3.0%	2.2%	1.3%	1.4%	1.3%
Others	0.5%	0.6%	0.3%	0.4%	0.6%

Who are they?



	2012	2013	2014	2015	2016
Gender					
Percentage of men	59.7%	61.3%	57.9%	50.7%	45.7%
Percentage of women	40.3%	38.7%	42.1%	49.3%	54.3%
Age					
Average age (tourists > 16 years old)	43.8	43.1	45.2	46.6	51.0
Standard deviation	13.2	13.9	14.3	14.3	15.1
Age range (> 16 years old)					
16-24 years old	6.8%	9.2%	7.0%	6.2%	4.5%
25-30 years old	12.3%	13.2%	12.1%	9.8%	7.4%
31-45 years old	35.7%	35.2%	32.1%	31.9%	24.1%
46-60 years old	33.6%	29.8%	32.7%	33.0%	33.5%
Over 60 years old	11.6%	12.6%	16.2%	19.2%	30.5%
Occupation					
Business owner or self-employed	25.6%	25.6%	25.5%	25.2%	21.7%
Upper/Middle management employee	38.4%	37.4%	36.4%	35.1%	31.4%
Auxiliary level employee	18.7%	18.4%	16.9%	15.7%	13.8%
Students	3.3%	4.9%	3.9%	3.6%	2.9%
Retired	11.6%	11.4%	15.0%	18.2%	28.5%
Unemployed / unpaid dom. work	2.3%	2.4%	2.3%	2.1%	1.7%
Annual household income level					
€12,000 - €24,000	16.1%	16.6%	16.7%	15.5%	15.3%
€24,001 - €36,000	20.3%	19.9%	20.3%	17.9%	19.7%
€36,001 - €48,000	17.8%	17.4%	16.9%	17.4%	17.7%
€48,001 - €60,000	15.4%	16.2%	15.6%	14.9%	15.7%
€60,001 - €72,000	10.1%	8.9%	9.1%	11.1%	9.8%
€72,001 - €84,000	6.5%	6.8%	6.5%	6.6%	6.1%
More than €84,000	13.9%	14.1%	14.9%	16.6%	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.

Tourist profile trend (2016)

Lanzarote



Which island do they choose?



Tourists (> 16 years old)	2012	2013	2014	2015	2016
- Lanzarote	1,740,273	1,820,148	1,911,659	2,033,971	2,328,674
- Fuerteventura	1,440,072	1,514,524	1,595,143	1,668,484	1,914,107
- Gran Canaria	2,747,552	2,876,750	3,001,310	3,104,724	3,654,806
- Tenerife	3,898,912	3,996,638	4,193,228	4,249,936	4,885,901
- La Palma	145,084	143,472	138,916	163,425	221,541

Share (%)	2012	2013	2014	2015	2016
- Lanzarote	17.5%	17.6%	17.6%	18.1%	17.9%
- Fuerteventura	14.4%	14.6%	14.7%	14.9%	14.7%
- Gran Canaria	27.6%	27.8%	27.7%	27.7%	28.1%
- Tenerife	39.1%	38.6%	38.7%	37.9%	37.6%
- La Palma	1.5%	1.4%	1.3%	1.5%	1.7%

Who do they come with?



	2012	2013	2014	2015	2016
Unaccompanied	4.7%	6.1%	4.4%	4.8%	3.7%
Only with partner	57.5%	57.7%	54.3%	52.2%	53.7%
Only with children (under the age of 13)	0.6%	1.1%	1.4%	1.3%	1.1%
Partner + children (under the age of 13)	13.3%	12.0%	12.5%	15.0%	13.1%
Other relatives	4.5%	4.8%	5.2%	5.7%	6.5%
Friends	3.6%	5.0%	5.2%	5.2%	4.5%
Work colleagues	0.2%	0.2%	0.3%	0.2%	0.2%
Other combinations ⁽¹⁾	15.5%	13.0%	16.8%	15.7%	17.2%

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

How do they rate the destination?



Impression of their stay	2012	2013	2014	2015	2016
Good or very good (% tourists)	95.2%	95.6%	96.4%	95.5%	95.8%
Average rating (scale 1-10)	8.96	8.99	9.04	9.01	9.08

How many are loyal to the destination?

Repeat tourists of the island	2012	2013	2014	2015	2016
Repeat tourists	50.2%	50.8%	49.9%	51.8%	55.1%
In love (at least 10 previous visits)	4.5%	5.0%	4.9%	5.5%	6.7%

Where are they from?



Ten main source markets	2012	2013	2014	2015	2016
United Kingdom	792,600	829,877	889,315	976,656	1,119,206
Germany	232,655	235,733	251,440	247,710	298,196
Spanish Mainland	249,662	231,724	206,912	191,537	218,286
Ireland	163,716	172,428	172,533	188,889	203,112
France	38,706	62,440	75,683	116,607	129,156
Netherlands	52,167	58,642	60,122	66,270	85,543
Italy	28,717	25,400	26,609	30,745	49,252
Sweden	23,138	21,598	34,850	29,790	37,564
Belgium	23,329	23,717	25,736	31,990	35,148
Switzerland	21,796	20,843	23,972	28,840	30,955

Why do they choose the Canary Islands?



Aspects influencing the choice	2012	2013	2014	2015	2016
Climate/sun	92.1%	93.0%	92.7%	92.7%	92.6%
Tranquillity/rest/relaxation	44.9%	44.8%	43.6%	39.8%	38.8%
Beaches	26.8%	26.5%	28.5%	26.1%	25.4%
Scenery	21.6%	23.7%	23.8%	24.2%	24.3%
Visiting new places	17.8%	16.6%	17.3%	16.0%	16.2%
Price	20.3%	19.3%	19.2%	18.6%	15.8%
Ease of travel	13.4%	12.8%	12.6%	13.2%	13.9%
Security	5.0%	5.5%	5.3%	9.0%	12.2%
Quality of the environment	8.4%	9.5%	9.1%	9.2%	10.0%
Suitable destination for children	8.0%	8.0%	9.2%	10.0%	9.9%
Culture	3.9%	4.5%	4.1%	4.6%	4.4%
Active tourism	2.9%	4.3%	4.2%	4.1%	3.6%
Nightlife/fun	3.6%	3.3%	3.1%	2.5%	2.1%
Shopping	2.0%	1.8%	2.1%	2.1%	2.1%
Nautical activities	1.6%	2.0%	1.8%	1.7%	1.7%
Rural tourism	0.9%	1.1%	1.2%	0.9%	1.2%

* Multi-choice question

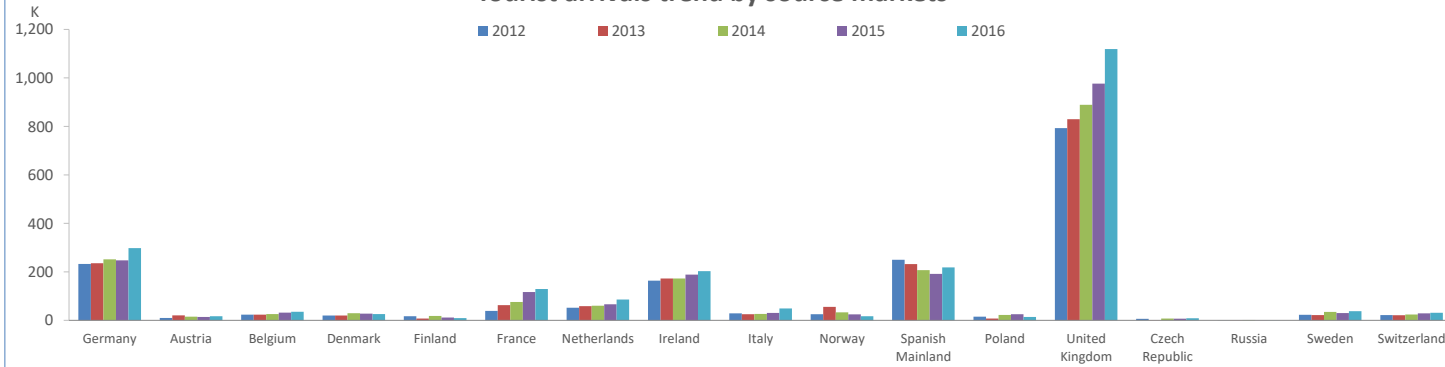
What did motivate them to come?



Aspects motivating the choice	2012	2013	2014	2015	2016
Previous visits to the Canary Islands	67.7%	69.2%	68.2%	67.8%	70.6%
Recommendation by friends or relatives	36.0%	39.2%	38.0%	36.5%	35.4%
The Canary Islands television channel	0.1%	0.2%	0.2%	0.3%	0.2%
Other television or radio channels	0.5%	0.5%	0.5%	0.5%	0.8%
Information in the press/magazines/books	4.3%	4.3%	4.5%	4.0%	4.0%
Attendance at a tourism fair	0.4%	0.3%	0.2%	0.3%	0.3%
Tour Operator's brochure or catalogue	10.3%	8.7%	10.1%	9.7%	10.4%
Recommendation by Travel Agency	9.6%	8.8%	9.0%	9.9%	8.9%
Information obtained via the Internet	29.7%	32.3%	33.5%	30.0%	26.9%
Senior Tourism programme	0.3%	0.5%	0.4%	0.2%	0.1%
Others	4.5%	5.4%	4.3%	4.9%	4.9%

* Multi-choice question

Tourist arrivals trend by source markets



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.