

# Tourist profile trend (2016)

## Lanzarote: Second Quarter

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Tourist arrivals (> 16 years old)	401,337	417,411	469,065	478,832	562,021
Average daily expenditure (€)	118.19	113.33	119.30	124.31	122.38
. in their place of residence	81.37	78.58	83.03	90.35	87.10
. in the Canary Islands	36.82	34.74	36.27	33.96	35.28
Average length of stay	8.41	8.40	8.40	8.37	8.73
Turnover per tourist (€)	914	885	930	959	1,000
Total turnover (> 16 years old) (€m)	367	369	436	459	562
Share of total turnover	21.6%	20.7%	22.7%	21.2%	21.8%
Share of total tourist	23.1%	22.9%	24.5%	23.5%	24.1%

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

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Accommodation (**):</b>	36.33	28.71	35.20	27.61	39.63
- Accommodation	32.55	22.92	31.00	22.92	35.00
- Additional accommodation expenses	3.79	5.78	4.19	4.69	4.64
<b>Transport:</b>	26.00	23.74	25.66	26.58	25.17
- Public transport	4.23	3.58	4.75	3.45	3.82
- Taxi	5.74	6.19	6.49	7.33	6.69
- Car rental	16.03	13.97	14.42	15.80	14.67
<b>Food and drink:</b>	137.62	131.40	134.66	131.35	140.80
- Food purchases at supermarkets	57.02	51.14	50.38	43.29	53.39
- Restaurants	80.59	80.26	84.28	88.05	87.41
<b>Souvenirs:</b>	40.87	44.58	43.26	37.93	40.17
<b>Leisure:</b>	34.25	31.58	35.38	31.20	29.49
- Organized excursions	14.69	12.12	15.63	12.88	15.16
- Leisure, amusement	3.59	3.31	2.60	2.48	1.77
- Trip to other islands	2.18	1.37	1.67	2.05	2.29
- Sporting activities	3.63	3.58	5.24	5.88	3.22
- Cultural activities	4.33	4.03	3.87	3.70	3.09
- Discos and disco-pubs	5.84	7.17	6.38	4.21	3.95
<b>Others:</b>	12.18	10.83	10.72	11.12	10.37
- Wellness	2.83	3.09	2.07	3.15	2.32
- Medical expenses	1.89	2.02	1.77	2.00	1.33
- Other expenses	7.46	5.73	6.89	5.97	6.73

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
The same day they leave	0.3%	0.5%	0.3%	0.5%	0.7%
Between 2 and 7 days	9.4%	6.7%	5.6%	6.0%	4.8%
Between 8 and 15 days	8.4%	8.1%	8.0%	8.3%	5.3%
Between 16 and 30 days	16.8%	19.9%	15.0%	14.9%	13.2%
Between 31 and 90 days	34.2%	35.7%	36.0%	37.8%	38.1%
More than 90 days	30.9%	29.1%	35.0%	32.6%	37.8%

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



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Flight only	7.8%	9.0%	5.1%	3.4%	3.8%
Flight and accommodation (room only)	30.8%	29.9%	34.1%	30.8%	28.3%
Flight and accommodation (B&B)	6.9%	7.1%	6.7%	7.1%	7.7%
Flight and accommodation (half board)	19.0%	17.4%	17.4%	17.2%	18.0%
Flight and accommodation (full board)	2.0%	2.5%	1.7%	2.4%	3.5%
Flight and accommodation (all inclusive)	33.6%	34.2%	34.9%	39.0%	38.7%
<b>% Tourists using low-cost airlines</b>	45.0%	56.1%	56.4%	58.9%	54.2%
<b>Other expenses in their place of residence:</b>					
- Car rental	10.2%	10.5%	10.0%	10.3%	10.8%
- Sporting activities	4.2%	4.5%	4.1%	5.8%	4.8%
- Excursions	2.1%	3.7%	5.0%	4.0%	4.4%
- Trip to other islands	0.3%	0.6%	0.7%	0.4%	1.0%

### How do they book?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Accommodation booking</b>					
<b>Tour Operator</b>	48.0%	41.5%	44.6%	43.5%	44.7%
- Tour Operator's website	70.1%	77.9%	80.7%	79.6%	79.9%
<b>Accommodation</b>	17.4%	19.6%	19.4%	17.9%	16.8%
- Accommodation's website	87.0%	81.9%	85.1%	82.1%	86.2%
<b>Travel agency (High street)</b>	16.0%	17.7%	16.8%	19.1%	18.6%
<b>Online Travel Agency (OTA)</b>	15.6%	16.5%	17.2%	17.5%	17.7%
<b>No need to book accommodation</b>	3.0%	4.7%	2.0%	2.1%	2.1%

### Flight booking

	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Tour Operator</b>	56.7%	44.7%	44.3%	48.5%	47.7%
- Tour Operator's website	70.1%	73.5%	79.8%	80.3%	76.7%
<b>Airline</b>	22.6%	28.4%	29.1%	25.6%	24.2%
- Airline's website	99.1%	96.9%	98.5%	97.7%	97.1%
<b>Travel agency (High street)</b>	12.6%	16.3%	15.8%	17.1%	16.9%
<b>Online Travel Agency (OTA)</b>	8.0%	10.7%	10.8%	8.7%	11.1%

### Where do they stay?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
5* Hotel	7.7%	8.9%	7.6%	8.2%	5.9%
4* Hotel	37.8%	34.4%	37.3%	37.1%	44.8%
1-2-3* Hotel	12.8%	11.5%	12.3%	14.1%	9.7%
Apartment	38.6%	41.6%	41.2%	39.4%	38.3%
Property (privately-owned, friends, family)	2.6%	2.9%	1.5%	1.0%	1.0%
Others	0.5%	0.6%	0.2%	0.3%	0.3%

### Who are they?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
<b>Gender</b>					
Percentage of men	58.5%	61.7%	59.3%	46.5%	44.2%
Percentage of women	41.5%	38.3%	40.7%	53.5%	55.8%

### Age

Average age (tourists > 16 years old)	44.4	43.6	45.1	45.6	52.0
Standard deviation	13.2	13.9	14.8	14.6	15.3

### Age range (> 16 years old)

16-24 years old	6.4%	8.6%	7.8%	7.6%	4.6%
25-30 years old	12.0%	11.7%	13.8%	10.8%	7.4%
31-45 years old	35.4%	37.6%	29.4%	33.1%	20.9%
46-60 years old	33.5%	28.4%	31.0%	29.7%	31.9%
Over 60 years old	12.8%	13.8%	18.0%	18.8%	35.1%

### Occupation

Business owner or self-employed	25.3%	25.2%	23.7%	25.4%	19.4%
Upper/Middle management employee	38.9%	36.9%	35.9%	35.0%	29.5%
Auxiliary level employee	17.8%	18.6%	17.9%	14.7%	14.0%
Students	3.3%	4.4%	3.7%	4.2%	2.9%
Retired	12.3%	12.4%	16.1%	18.2%	32.2%
Unemployed / unpaid dom. work	2.4%	2.4%	2.6%	2.5%	2.0%

### Annual household income level

€12,000 - €24,000	15.8%	15.9%	17.3%	15.6%	16.4%
€24,001 - €36,000	20.8%	20.6%	22.3%	17.8%	20.0%
€36,001 - €48,000	16.4%	17.0%	17.5%	17.5%	20.4%
€48,001 - €60,000	16.9%	15.6%	15.8%	15.3%	16.8%
€60,001 - €72,000	10.8%	8.9%	8.9%	11.3%	8.3%
€72,001 - €84,000	5.3%	7.1%	5.8%	7.1%	5.1%
More than €84,000	14.0%	15.0%	12.4%	15.4%	13.0%

(\*) 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: Second Quarter

### Which island do they choose?



Tourists (> 16 years old)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	401,337	417,411	469,065	478,832	562,021
- Fuerteventura	310,869	328,775	391,383	388,881	461,607
- Gran Canaria	538,226	530,449	586,170	605,205	750,985
- Tenerife	855,260	880,137	952,834	938,517	1,159,088
- La Palma	27,363	25,365	29,530	36,959	46,894

Share (%)	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
- Lanzarote	18.8%	19.1%	19.3%	19.6%	18.9%
- Fuerteventura	14.6%	15.1%	16.1%	15.9%	15.5%
- Gran Canaria	25.2%	24.3%	24.1%	24.7%	25.2%
- Tenerife	40.1%	40.3%	39.2%	38.3%	38.9%
- La Palma	1.3%	1.2%	1.2%	1.5%	1.6%

### Who do they come with?



	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Unaccompanied	3.7%	5.5%	4.7%	4.6%	3.4%
Only with partner	61.4%	55.6%	59.0%	50.3%	61.4%
Only with children (under the age of 13)	0.5%	0.4%	0.8%	1.6%	0.7%
Partner + children (under the age of 13)	11.9%	12.3%	9.6%	15.0%	10.2%
Other relatives	4.3%	5.6%	5.5%	5.8%	6.0%
Friends	3.8%	6.3%	5.7%	7.1%	4.4%
Work colleagues	0.2%	0.2%	0.3%	0.3%	0.1%
Other combinations <sup>(1)</sup>	14.1%	13.9%	14.4%	15.3%	13.8%

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

### How do they rate the destination?



Impression of their stay	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Good or very good (% tourists)	96.4%	94.8%	95.5%	95.7%	96.1%
Average rating (scale 1-10)	9.12	8.91	9.06	8.99	9.14

### How many are loyal to the destination?

Repeat tourists of the island	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Repeat tourists	54.1%	52.8%	51.5%	50.9%	55.0%
In love (at least 10 previous visits)	5.1%	5.9%	5.2%	4.9%	8.4%

### Where are they from?



Ten main source markets	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
United Kingdom	188,229	203,192	228,949	235,324	279,057
Germany	49,295	45,094	58,310	51,946	68,150
Ireland	42,942	47,808	51,388	53,699	57,992
Spanish Mainland	64,293	55,441	47,942	45,983	48,929
France	9,012	16,372	22,400	35,323	37,487
Netherlands	9,784	12,058	13,345	13,367	20,909
Italy	7,250	6,457	7,179	8,256	10,331
Belgium	5,617	5,628	6,246	7,474	7,154
Switzerland	5,158	4,653	5,785	5,495	5,728
Sweden	2,006	0	2,994	3,236	5,433

### Why do they choose the Canary Islands?



Aspects influencing the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Climate/sun	92.4%	92.9%	92.8%	91.7%	92.5%
Tranquillity/rest/relaxation	47.1%	46.5%	46.1%	38.8%	42.2%
Beaches	28.1%	25.6%	26.8%	25.3%	24.8%
Scenery	24.7%	22.2%	23.5%	21.0%	23.6%
Price	18.4%	20.3%	22.1%	22.3%	18.6%
Visiting new places	16.8%	18.0%	18.2%	15.7%	17.8%
Security	6.1%	4.5%	5.2%	7.4%	12.8%
Ease of travel	11.9%	10.9%	12.5%	15.5%	12.3%
Quality of the environment	9.6%	10.7%	9.6%	9.3%	9.3%
Suitable destination for children	8.1%	8.5%	6.1%	9.9%	7.7%
Culture	4.1%	4.9%	4.0%	4.1%	5.4%
Active tourism	2.8%	3.1%	4.2%	4.3%	3.4%
Shopping	1.8%	2.7%	2.5%	1.9%	3.0%
Nightlife/fun	3.2%	4.0%	3.2%	2.6%	2.0%
Rural tourism	0.6%	0.7%	1.2%	1.1%	1.4%
Nautical activities	1.7%	2.0%	1.7%	1.8%	1.1%

\* Multi-choice question

### What did motivate them to come?



Aspects motivating the choice	2012Q2	2013Q2	2014Q2	2015Q2	2016Q2
Previous visits to the Canary Islands	70.1%	69.4%	67.4%	64.5%	70.2%
Recommendation by friends or relatives	37.1%	40.9%	39.0%	39.5%	36.2%
The Canary Islands television channel	0.0%	0.1%	0.0%	0.3%	0.2%
Other television or radio channels	0.8%	0.1%	0.5%	0.4%	0.7%
Information in the press/magazines/books	5.1%	4.2%	4.3%	4.6%	3.6%
Attendance at a tourism fair	0.1%	0.3%	0.3%	0.6%	0.3%
Tour Operator's brochure or catalogue	10.2%	9.2%	11.3%	10.6%	11.0%
Recommendation by Travel Agency	7.8%	9.6%	9.1%	10.7%	8.1%
Information obtained via the Internet	30.4%	30.0%	31.2%	30.9%	27.6%
Senior Tourism programme	0.6%	0.6%	0.5%	0.2%	0.1%
Others	4.6%	5.6%	4.8%	5.1%	4.8%

\* Multi-choice question

### Share of tourists (> 16 years old) by quarter of trip



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.