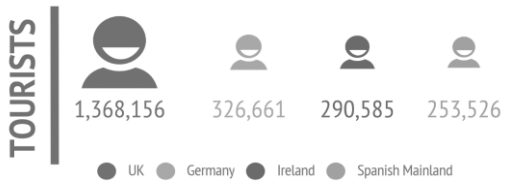
TOURIST PROFILE BY SOURCE MARKETS (2018)
LANZAROTE: MAIN SOURCE MARKETS

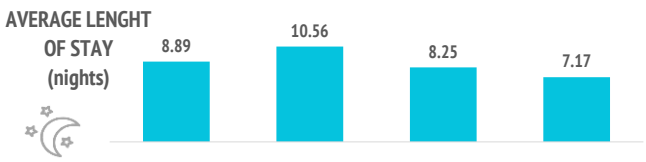
How many are they and how much do they spend?

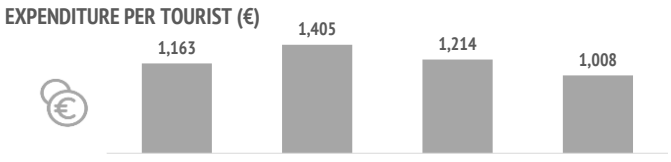
	UK	Germany	Ireland	Spain	Lanzarote
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**1,368**	**327**	**291**	**254**	**2,880**
Tourist arrivals > 15 years old (EGT) (*)	**1,163**	**292**	**236**	**220**	**2,457**
- book holiday package (*)	633	211	81	81	**1,363**
- do not book holiday package (*)	530	81	155	139	**1,094**
- % tourists who book holiday package	54.4%	72.1%	34.3%	36.9%	**55.5%**

(*) Thousands of tourists



	UK	Germany	Ireland	Spain	Lanzarote
Expenditure per tourist (€)	**1,163**	**1,405**	**1,214**	**1,008**	**1,182**
- book holiday package	1,259	1,483	1,250	1,218	**1,287**
- holiday package	1042	1,273	893	980	1,060
- others	217	210	357	239	228
- do not book holiday package	1,048	1,204	1,195	884	**1,051**
- flight	286	292	324	245	**286**
- accommodation	415	459	441	326	**402**
- others	347	452	429	313	**362**
Average lenght of stay	**8.89**	**10.56**	**8.25**	**7.17**	**8.80**
- book holiday package	8.31	9.79	7.95	6.71	**8.38**
- do not book holiday package	9.58	12.56	8.40	7.44	**9.33**
Average daily expenditure (€)	**142.4**	**148.5**	**151.7**	**155.7**	**146.0**
- book holiday package	157.1	161.0	161.5	192.6	**160.6**
- do not book holiday package	124.8	116.0	146.6	134.1	**127.8**
Total turnover (> 15 years old) (€m)	**1,352**	**411**	**286**	**222**	**2,904**
- book holiday package	797	313	101	99	**1,754**
- do not book holiday package	556	98	185	123	**1,150**



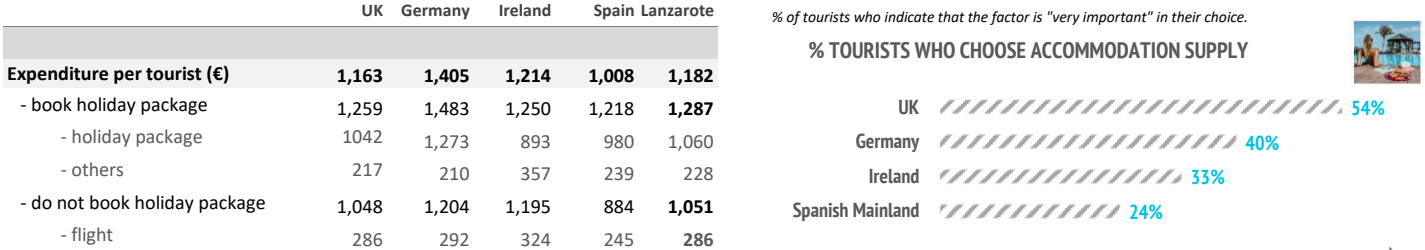


Importance of each factor in the destination choice

	UK	Germany	Ireland	Spain	Lanzarote
Climate	80.9%	78.3%	85.2%	66.8%	**78.1%**
Safety	60.0%	55.8%	39.7%	35.2%	**51.4%**
Tranquility	44.3%	50.7%	35.4%	48.6%	**46.2%**
Sea	30.8%	60.1%	42.0%	42.9%	**43.3%**
Accommodation supply	54.0%	39.9%	32.6%	24.4%	**41.7%**
Beaches	29.4%	47.5%	34.2%	39.2%	**37.1%**
Price	49.1%	27.8%	26.9%	26.5%	**36.5%**
European belonging	34.3%	40.6%	28.4%	35.2%	**35.8%**
Effortless trip	42.0%	43.2%	23.2%	24.9%	**34.8%**
Landscapes	20.7%	35.7%	20.3%	46.8%	**31.6%**
Environment	32.5%	23.6%	24.3%	36.9%	**30.6%**
Gastronomy	23.0%	21.8%	18.1%	22.9%	**22.6%**
Fun possibilities	25.0%	15.2%	12.3%	21.8%	**20.7%**
Authenticity	17.1%	17.9%	9.4%	26.3%	**19.1%**
Exoticism	8.0%	7.0%	6.4%	14.5%	**10.5%**
Shopping	10.3%	8.6%	5.9%	8.0%	**9.6%**
Hiking trail network	3.2%	10.7%	11.8%	12.8%	**9.0%**
Nightlife	10.2%	4.1%	4.4%	8.0%	**7.5%**
Culture	7.2%	6.6%	3.7%	9.9%	**7.3%**
Historical heritage	5.5%	6.4%	3.6%	12.6%	**7.1%**

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.



What is the main motivation for their holidays?

	UK	Germany	Ireland	Spain	Lanzarote
Rest	71.6%	43.7%	70.9%	36.3%	**59.4%**
Enjoy family time	14.8%	9.0%	16.1%	18.9%	**13.8%**
Have fun	4.6%	3.7%	5.6%	3.8%	**4.7%**
Explore the destination	6.5%	38.1%	5.6%	38.4%	**18.9%**
Practice their hobbies	1.2%	3.8%	0.2%	1.7%	**1.7%**
Other reasons	1.3%	1.6%	1.8%	0.8%	**1.5%**

How far in advance do they book their trip?

	UK	Germany	Ireland	Spain	Lanzarote
The same day	0.1%	0.6%	0.2%	0.5%	**0.4%**
Between 1 and 30 days	14.4%	17.1%	15.4%	23.5%	**18.3%**
Between 1 and 2 months	21.0%	19.3%	20.3%	32.9%	**22.7%**
Between 3 and 6 months	32.8%	39.4%	36.3%	32.7%	**33.5%**
More than 6 months	31.7%	23.6%	27.8%	10.4%	**25.2%**

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.

TOURIST PROFILE BY SOURCE MARKETS (2018)
LANZAROTE: MAIN SOURCE MARKETS

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

	UK	Germany	Ireland	Spain	Lanzarote
Previous visits to the Canary Islands	67.7%	55.2%	67.0%	39.3%	**58.0%**
Friends or relatives	26.9%	21.2%	29.9%	37.6%	**26.6%**
Internet or social media	67.3%	55.7%	57.8%	59.7%	**63.6%**
Mass Media	1.1%	1.9%	0.3%	0.9%	**1.2%**
Travel guides and magazines	7.1%	20.2%	5.0%	6.5%	**10.5%**
Travel Blogs or Forums	6.4%	5.0%	5.8%	11.7%	**7.0%**
Travel TV Channels	0.6%	1.0%	0.3%	0.3%	**0.6%**
Tour Operator or Travel Agency	23.8%	34.4%	19.8%	19.3%	**25.7%**
Public administrations or similar	0.3%	0.2%	0.3%	0.8%	**0.3%**
Others	2.3%	0.8%	1.3%	1.5%	**1.7%**

** Multi-choise question*

With whom did they book their flight and accommodation?

	UK	Germany	Ireland	Spain	Lanzarote
Flight					
- Directly with the airline	45.1%	22.9%	65.9%	56.2%	**42.3%**
- Tour Operator or Travel Agency	54.9%	77.1%	34.1%	43.8%	**57.7%**
Accommodation					
- Directly with the accommodation	30.9%	15.0%	54.7%	44.2%	**30.8%**
- Tour Operator or Travel Agency	69.1%	85.0%	45.3%	55.8%	**69.2%**

Where do they stay?

	UK	Germany	Ireland	Spain	Lanzarote
1-2-3* Hotel	8.2%	6.7%	7.7%	9.9%	**9.5%**
4* Hotel	37.6%	51.2%	27.1%	40.6%	**37.9%**
5* Hotel / 5* Luxury Hotel	6.7%	6.9%	6.3%	10.6%	**7.1%**
Aparthotel / Tourist Villa	34.9%	18.1%	51.1%	18.3%	**30.7%**
House/room rented in a private dwelling	2.9%	7.1%	3.9%	7.4%	**4.7%**
Private accommodation (1)	3.6%	3.1%	1.5%	9.4%	**3.9%**
Others (Cottage, cruise, camping,..)	6.0%	6.9%	2.5%	3.8%	**6.2%**

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

What do they book?

	UK	Germany	Ireland	Spain	Lanzarote
Room only	32.6%	16.4%	47.4%	26.9%	**30.3%**
Bed and Breakfast	8.4%	8.6%	16.9%	11.3%	**10.2%**
Half board	16.1%	34.4%	17.9%	28.3%	**19.8%**
Full board	1.3%	0.6%	2.3%	2.6%	**2.2%**
All inclusive	41.6%	40.0%	15.5%	30.9%	**37.5%**

37.5% of tourists book all inclusive.

42% UK

16% Ireland

40% Germany

31% Spanish Mainland

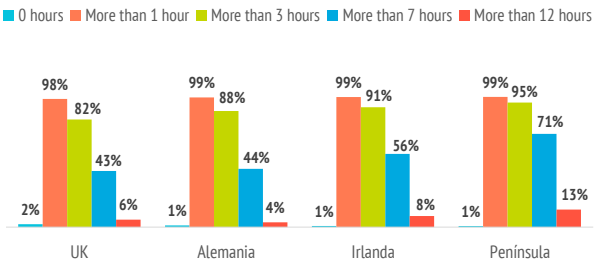
Other expenses

	UK	Germany	Ireland	Spain	Lanzarote
Restaurants or cafes	69.3%	56.9%	79.3%	71.2%	**67.6%**
Supermarkets	61.1%	52.8%	68.9%	51.6%	**58.3%**
Car rental	20.1%	49.4%	15.5%	67.9%	**33.3%**
Organized excursions	19.7%	33.8%	19.4%	42.9%	**26.4%**
Taxi, transfer, chauffeur service	62.5%	54.9%	57.5%	20.6%	**55.7%**
Theme Parks	6.2%	4.7%	8.3%	4.0%	**5.7%**
Sport activities	6.4%	8.3%	9.5%	5.6%	**6.9%**
Museums	5.9%	23.8%	4.3%	24.9%	**13.2%**
Flights between islands	4.7%	4.8%	7.3%	15.3%	**6.6%**

Activities in the Canary Islands

Outdoor time per day	UK	Germany	Ireland	Spain	Lanzarote
0 hours	2.2%	1.3%	0.9%	0.8%	**1.8%**
1 - 2 hours	15.6%	10.3%	7.8%	4.4%	**11.7%**
3 - 6 hours	39.3%	44.0%	35.5%	23.9%	**36.2%**
7 - 12 hours	37.0%	40.8%	47.3%	57.6%	**43.2%**
More than 12 hours	5.8%	3.6%	8.5%	13.4%	**7.0%**

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	UK	Germany	Ireland	Spain	Lanzarote
Walk, wander	81.6%	56.0%	84.2%	80.3%	**77.3%**
Beach	56.8%	76.9%	66.8%	77.1%	**64.3%**
Swimming pool, hotel facilities	70.4%	45.2%	76.2%	58.2%	**64.3%**
Explore the island on their own	37.7%	67.7%	32.1%	74.1%	**49.5%**
Taste Canarian gastronomy	26.0%	33.1%	24.7%	46.7%	**27.6%**
Wineries / markets / popular festiv	14.3%	32.4%	11.8%	36.7%	**20.0%**
Organized excursions	16.7%	24.8%	15.6%	19.1%	**19.8%**
Museums / exhibitions	11.1%	33.2%	6.1%	36.2%	**19.4%**
Sport activities	13.2%	22.4%	13.6%	14.0%	**15.8%**
Nightlife / concerts / shows	15.7%	4.3%	28.8%	9.5%	**13.0%**
Activities at sea	7.5%	15.1%	8.0%	10.0%	**9.0%**
Theme parks	8.2%	6.8%	12.5%	6.4%	**8.3%**
Nature activities	3.6%	14.0%	3.0%	11.7%	**7.5%**
Sea excursions / whale watching	6.3%	8.4%	6.0%	8.8%	**6.7%**
Beauty and health treatments	5.3%	4.0%	6.8%	6.6%	**5.4%**
Astronomical observation	1.1%	3.1%	1.2%	2.7%	**2.0%**

** Multi-choise question*

TOURIST PROFILE BY SOURCE MARKETS (2018)
LANZAROTE: MAIN SOURCE MARKETS

Which places do they visit in Lanzarote?

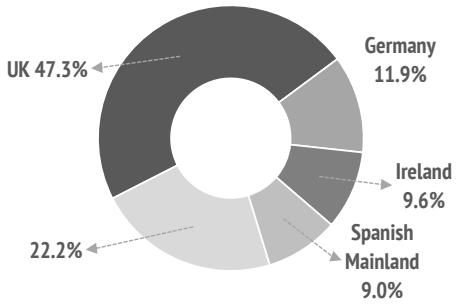
	UK	Germany	Ireland	Spain	Lanzarote
Montaña del Fuego	21.8%	47.0%	20.4%	69.8%	**35.7%**
Arrecife	20.0%	41.1%	21.7%	54.0%	**29.8%**
Jameos del agua	11.5%	42.6%	12.5%	70.1%	**27.6%**
Mirador del Río	10.1%	42.5%	7.4%	57.9%	**25.1%**
Cueva de los Verdes	7.1%	32.1%	6.4%	61.7%	**21.4%**
Mercadillo de Teguise	15.1%	33.4%	13.6%	34.6%	**21.3%**
Jardín de Cactus	6.4%	33.4%	6.6%	33.7%	**18.3%**
Fundación César Manrique	7.0%	34.1%	6.3%	25.9%	**15.7%**
Monumento al Campesino	3.1%	19.2%	2.7%	31.7%	**10.5%**
Isla de La Graciosa	2.3%	10.0%	2.5%	24.3%	**7.3%**
Castillo de San José	1.6%	6.9%	2.2%	10.8%	**4.1%**

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

How many islands do they visit during their trip?

	UK	Germany	Ireland	Spain	Lanzarote
One island	92.9%	93.7%	91.4%	88.0%	**91.4%**
Two islands	6.8%	5.8%	8.4%	11.2%	**8.0%**
Three or more islands	0.4%	0.5%	0.2%	0.8%	**0.6%**

SHARE OF TOURISTS BY SOURCE MARKET



Internet usage during their trip

	UK	Germany	Ireland	Spain	Lanzarote
Research					
- Tourist package	17.0%	20.2%	15.2%	15.6%	**16.4%**
- Flights	15.4%	14.2%	13.1%	9.6%	**13.8%**
- Accommodation	19.4%	24.0%	16.1%	12.5%	**18.4%**
- Transport	14.8%	13.9%	16.8%	11.2%	**14.2%**
- Restaurants	29.4%	18.9%	33.6%	31.6%	**28.2%**
- Excursions	23.1%	31.0%	24.4%	37.0%	**27.8%**
- Activities	28.2%	35.1%	32.1%	37.0%	**32.6%**
Book or purchase					
- Tourist package	42.4%	34.4%	29.9%	22.6%	**37.6%**
- Flights	71.7%	42.7%	71.5%	73.4%	**67.3%**
- Accommodation	62.2%	35.8%	67.4%	64.9%	**59.8%**
- Transport	52.4%	31.1%	42.2%	62.0%	**49.9%**
- Restaurants	9.4%	4.6%	11.8%	15.4%	**9.7%**
- Excursions	7.4%	7.9%	10.5%	15.5%	**9.5%**
- Activities	8.7%	7.1%	9.8%	16.4%	**10.0%**

** Multi-choise question*

Internet usage in the Canary Islands	UK	Germany	Ireland	Spain	Lanzarote
Did not use the Internet	**10.1%**	**7.7%**	**10.9%**	**6.7%**	**9.1%**
Used the Internet	**89.9%**	**92.3%**	**89.1%**	**93.3%**	**90.9%**
- Own Internet connection	26.8%	29.9%	33.7%	56.8%	**32.9%**
- Free Wifi connection	54.4%	51.6%	44.0%	23.2%	**48.0%**
Applications*					
- Search for locations or maps	50.1%	64.5%	54.2%	80.3%	**59.6%**
- Search for destination info	44.1%	52.2%	49.9%	46.5%	**47.1%**
- Share pictures or trip videos	54.7%	54.5%	49.3%	58.2%	**55.6%**
- Download tourist apps	5.0%	7.6%	5.9%	8.4%	**6.9%**
- Others	31.5%	23.4%	24.9%	13.9%	**25.7%**

** Multi-choise question*

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	UK	Germany	Ireland	Spain	Lanzarote
Average rating	8.81	8.59	8.75	8.64	**8.70**

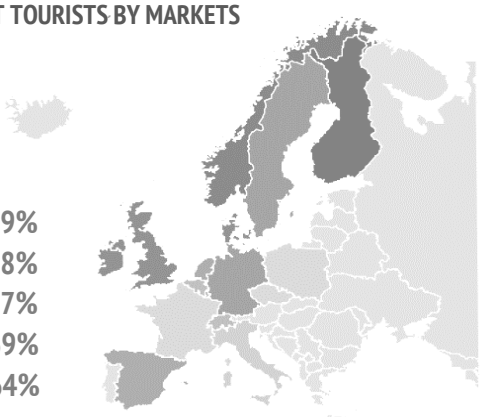
Experience in the Canary Islands	UK	Germany	Ireland	Spain	Lanzarote
Worse or much worse than expected	2.8%	1.6%	1.8%	3.5%	**2.7%**
Lived up to expectations	59.6%	56.8%	55.5%	56.0%	**58.1%**
Better or much better than expected	37.6%	41.6%	42.7%	40.5%	**39.2%**

Future intentions (scale 1-10)	UK	Germany	Ireland	Spain	Lanzarote
Return to the Canary Islands	8.94	8.67	8.95	8.75	**8.73**
Recommend visiting the Canary Islands	9.07	8.92	9.13	9.03	**8.98**

How many are loyal to the Canary Islands?

	UK	Germany	Ireland	Spain	Lanzarote
Lanzarote: Repeat tourists	77.8%	68.5%	79.2%	63.5%	69.7%
Lanzarote: At least 10 previous visits	12.1%	8.6%	15.9%	4.0%	9.4%
Canary Islands: Repeat tourists	83.7%	75.7%	84.3%	71.9%	76.5%
Canary Islands: At least 10 previous visits	25.5%	16.6%	26.5%	12.8%	20.0%

TOP 5: % REPEAT TOURISTS BY MARKETS



Ireland	79%
UK	78%
Nordics	77%
Germany	69%
Spanish M.	64%

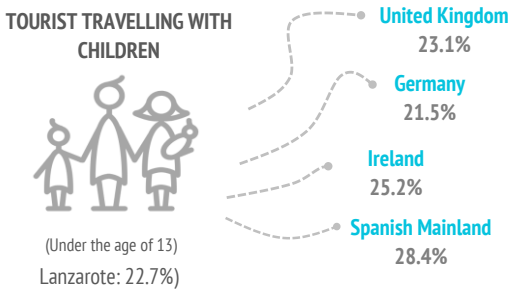
TOURIST PROFILE BY SOURCE MARKETS (2018)
LANZAROTE: MAIN SOURCE MARKETS

Where does the flight come from?

	UK	Germany	Ireland	Spain	Lanzarote
United Kingdom	98.8%	0.1%	6.4%	0.0%	**47.8%**
Germany	0.0%	95.7%	0.0%	0.0%	**12.1%**
Spanish Mainland	0.3%	1.0%	0.6%	99.9%	**11.5%**
Ireland	0.7%	0.3%	92.7%	0.0%	**9.3%**
Netherlands	0.0%	0.7%	0.0%	0.0%	**3.8%**
France	0.1%	0.0%	0.0%	0.0%	**3.3%**
Italy	0.0%	0.1%	0.0%	0.0%	**2.3%**
Switzerland	0.0%	0.9%	0.0%	0.0%	**1.8%**
Poland	0.0%	0.0%	0.0%	0.0%	**1.7%**
Belgium	0.0%	0.3%	0.0%	0.0%	**1.6%**
Sweden	0.0%	0.0%	0.0%	0.1%	**1.0%**
Norway	0.0%	0.0%	0.2%	0.0%	**0.8%**
Finland	0.0%	0.1%	0.0%	0.0%	**0.6%**
Czech Republic	0.0%	0.1%	0.0%	0.0%	**0.2%**
Others	0.0%	0.7%	0.0%	0.0%	**2.2%**

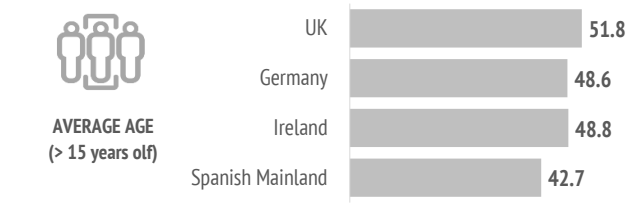
Who do they come with?

	UK	Germany	Ireland	Spain	Lanzarote
Unaccompanied	4.0%	6.2%	4.1%	7.9%	**4.7%**
Only with partner	49.6%	51.8%	46.1%	42.8%	**48.7%**
Only with children (< 13 years old)	4.8%	8.4%	5.7%	10.0%	**6.1%**
Partner + children (< 13 years old)	8.6%	10.0%	8.7%	13.2%	**9.0%**
Other relatives	12.8%	3.6%	17.4%	7.5%	**10.7%**
Friends	4.6%	3.5%	4.0%	3.9%	**4.7%**
Work colleagues	0.0%	0.0%	0.0%	0.2%	**0.1%**
Organized trip	0.2%	0.0%	0.4%	0.1%	**0.2%**
Other combinations (1)	15.3%	16.6%	13.7%	14.4%	**15.8%**
(1) Different situations have been isolated					
Tourists with children	**23.1%**	**21.5%**	**25.2%**	**28.4%**	**22.7%**
- Between 0 and 2 years old	1.1%	1.9%	2.5%	1.8%	**1.6%**
- Between 3 and 12 years old	20.6%	17.8%	21.5%	24.5%	**19.6%**
- Between 0 -2 and 3-12 years old	1.4%	1.8%	1.3%	2.0%	**1.6%**
Tourists without children	**76.9%**	**78.5%**	**74.8%**	**71.6%**	**77.3%**
Group composition:					
- 1 person	6.2%	9.1%	7.4%	8.9%	**7.1%**
- 2 people	54.2%	54.6%	49.4%	47.7%	**53.2%**
- 3 people	12.1%	16.2%	11.6%	17.1%	**13.5%**
- 4 or 5 people	21.5%	18.6%	26.4%	22.6%	**21.3%**
- 6 or more people	6.0%	1.5%	5.2%	3.7%	**4.8%**
Average group size:	**2.85**	**2.55**	**2.90**	**2.79**	**2.79**



Who are they?

	UK	Germany	Ireland	Spain	Lanzarote
Gender					
Men	47.1%	57.7%	51.9%	54.6%	**51.2%**
Women	52.9%	42.3%	48.1%	45.4%	**48.8%**
Age					
Average age (tourist > 15 years old)	51.8	48.6	48.8	42.7	**49.3**
Standard deviation	14.4	15.0	14.2	12.1	**14.6**
Age range (> 15 years old)					
16 - 24 years old	3.7%	5.8%	4.5%	5.9%	**4.7%**
25 - 30 years old	5.6%	9.1%	6.6%	12.4%	**8.0%**
31 - 45 years old	23.6%	25.6%	30.0%	42.8%	**27.3%**
46 - 60 years old	36.6%	36.0%	34.6%	30.3%	**34.6%**
Over 60 years old	30.5%	23.5%	24.3%	8.6%	**25.4%**
Occupation					
Salaried worker	55.2%	56.7%	61.6%	64.2%	**55.8%**
Self-employed	11.1%	8.6%	10.5%	10.6%	**10.8%**
Unemployed	0.5%	0.2%	0.4%	2.9%	**0.7%**
Business owner	4.5%	11.8%	3.7%	9.3%	**7.4%**
Student	1.2%	4.0%	1.9%	4.3%	**2.8%**
Retired	26.4%	17.9%	19.0%	7.8%	**21.2%**
Unpaid domestic work	0.8%	0.4%	2.1%	0.2%	**0.8%**
Others	0.4%	0.4%	0.8%	0.6%	**0.5%**
Annual household income level					
Less than €25,000	13.9%	7.2%	11.1%	23.7%	**14.0%**
€25,000 - €49,999	36.4%	32.1%	30.7%	45.8%	**36.4%**
€50,000 - €74,999	24.5%	33.7%	28.5%	19.0%	**25.9%**
More than €74,999	25.1%	27.0%	29.7%	11.5%	**23.7%**
Education level	0.0%	0.0%	0.0%	0.0%	**0.0%**
No studies	13.0%	0.4%	3.8%	0.5%	**6.8%**
Primary education	0.9%	3.9%	1.7%	3.2%	**1.8%**
Secondary education	20.2%	20.4%	20.9%	19.5%	**20.9%**
Higher education	65.9%	75.3%	73.6%	76.9%	**70.5%**



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.