

Profile of Luxembourgish tourist visiting Canary Islands

2016



How many are they and how much do they spend?



	Luxembourg	All markets
Tourist arrivals (> 16 years old)	39,126	13,114,359
Average daily expenditure (€)	171.30	135.94
. in their place of residence	134.05	98.03
. in the Canary Islands	37.25	37.90
Average length of stay	8.98	9.36
Turnover per tourist (€)	1,425	1,141
Total turnover (> 16 years old) (€m)	55.7	14,957
Share of total turnover	0.4%	100%
Share of total tourist	0.3%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	57.20	47.11
- Accommodation	53.58	40.52
- Additional accommodation expenses	3.62	6.60
Transport:	21.14	26.01
- Public transport	4.69	5.14
- Taxi	6.78	6.94
- Car rental	9.67	13.93
Food and drink:	105.51	148.33
- Food purchases at supermarkets	65.10	63.46
- Restaurants	40.41	84.87
Souvenirs:	93.54	53.88
Leisure:	35.58	34.52
- Organized excursions	18.62	14.95
- Leisure, amusement	3.04	4.55
- Trip to other islands	1.14	1.85
- Sporting activities	9.05	5.11
- Cultural activities	0.80	2.04
- Discos and disco-pubs	2.93	6.01
Others:	13.68	13.91
- Wellness	3.35	3.23
- Medical expenses	2.50	1.69
- Other expenses	7.84	8.99

How far in advance do they book their trip?



	Luxembourg	All markets
The same day they leave	0.0%	0.6%
Between 2 and 7 days	7.6%	6.3%
Between 8 and 15 days	9.6%	7.9%
Between 16 and 30 days	19.4%	14.7%
Between 31 and 90 days	31.6%	34.3%
More than 90 days	31.8%	36.2%

What do they book at their place of residence?



	Luxembourg	All markets
Flight only	11.4%	8.8%
Flight and accommodation (room only)	7.2%	25.7%
Flight and accommodation (B&B)	11.8%	8.0%
Flight and accommodation (half board)	23.3%	20.4%
Flight and accommodation (full board)	5.3%	4.3%
Flight and accommodation (all inclusive)	41.1%	32.8%
% Tourists using low-cost airlines	22.3%	48.7%
Other expenses in their place of residence:		
- Car rental	19.3%	11.8%
- Sporting activities	12.0%	5.3%
- Excursions	8.9%	5.7%
- Combined trip to other islands	1.2%	1.6%

(*) 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.

How do they book?



	Luxembourg	All markets
Accommodation booking		
Tour Operator	38.7%	42.3%
- Tour Operator's website	31.9%	78.8%
Accommodation	13.0%	14.7%
- Accommodation's website	93.3%	83.5%
Travel agency (High street)	26.8%	20.5%
Online Travel Agency (OTA)	16.7%	16.5%
No need to book accommodation	4.8%	6.0%

	Luxembourg	All markets
Flight booking		
Tour Operator	38.1%	44.6%
- Tour Operator's website	65.6%	76.3%
Airline	22.2%	24.8%
- Airline's website	95.2%	96.2%
Travel agency (High street)	31.8%	19.1%
Online Travel Agency (OTA)	7.9%	11.5%

Where do they stay?



	Luxembourg	All markets
5* Hotel	12.8%	7.1%
4* Hotel	61.9%	39.6%
1-2-3* Hotel	13.8%	14.6%
Apartment	5.4%	31.5%
Property (privately-owned, friends, family)	5.1%	4.6%
Others	0.9%	2.6%

Who are they?



	Luxembourg	All markets
Gender		
Percentage of men	58.6%	48.5%
Percentage of women	41.4%	51.5%
Age		
Average age (tourists > 16 years old)	45.9	46.3
Standard deviation	14.2	15.3
Age range (> 16 years old)		
16-24 years old	4.5%	8.2%
25-30 years old	12.6%	11.1%
31-45 years old	33.4%	29.1%
46-60 years old	32.6%	30.9%
Over 60 years old	16.9%	20.7%
Occupation		
Business owner or self-employed	11.4%	23.1%
Upper/Middle management employee	50.6%	36.1%
Auxiliary level employee	10.1%	15.5%
Students	4.4%	5.1%
Retired	22.8%	18.0%
Unemployed / unpaid dom. work	0.8%	2.2%
Annual household income level		
€12,000 - €24,000	4.8%	17.8%
€24,001 - €36,000	11.5%	19.4%
€36,001 - €48,000	18.9%	16.9%
€48,001 - €60,000	19.0%	14.6%
€60,001 - €72,000	12.7%	9.5%
€72,001 - €84,000	7.9%	6.0%
More than €84,000	25.1%	15.8%

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Which island do they choose?



Tourists (> 16 years old)	Luxembourg	All markets
- Lanzarote	9,647	2,328,674
- Fuerteventura	5,215	1,914,107
- Gran Canaria	6,736	3,654,806
- Tenerife	16,661	4,885,901
- La Palma	721	221,541

Share (%)	Luxembourg	All markets
- Lanzarote	24.7%	17.9%
- Fuerteventura	13.4%	14.7%
- Gran Canaria	17.3%	28.1%
- Tenerife	42.7%	37.6%
- La Palma	1.8%	1.7%

Who do they come with?



	Luxembourg	All markets
Unaccompanied	11.6%	9.1%
Only with partner	41.4%	47.6%
Only with children (under the age of 13)	2.2%	1.5%
Partner + children (under the age of 13)	14.9%	11.8%
Other relatives	6.4%	6.0%
Friends	7.0%	6.1%
Work colleagues	1.1%	0.3%
Other combinations ⁽¹⁾	15.4%	17.5%

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

How do they rate the destination?



Impression of their stay	Luxembourg	All markets
Good or very good (% tourists)	94.6%	94.1%
Average rating (scale 1-10)	8.90	8.90

How many are loyal to the destination?

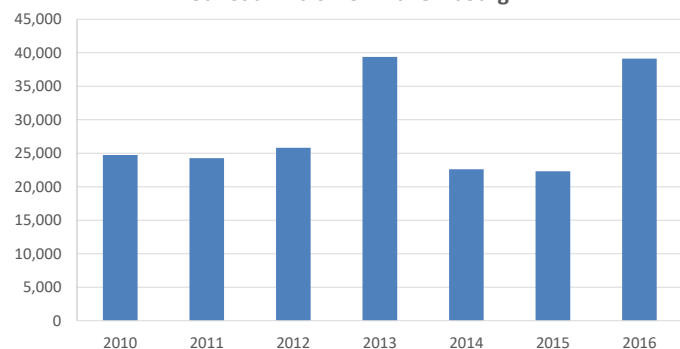
Repeat tourists of the Canary Islands	Luxembourg	All markets
Repeat tourists	80.5%	77.3%
In love (at least 10 previous visits)	18.9%	16.1%

Where does the flight come from?



Ten main origin markets	Luxembourg	All markets
Luxembourg	28,671	74,904
Germany	5,442	2,882,932
Belgium	3,200	444,170
Spanish Mainland	1,383	2,164,168
France	430	227,689
Austria	0	113,534
Denmark	0	253,091
Finland	0	196,957
Netherlands	0	269,847
Ireland	0	431,419

Tourist arrivals from Luxembourg



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.

Why do they choose the Canary Islands?



Aspects influencing the choice	Luxembourg	All markets
Climate/sun	94.5%	89.8%
Beaches	39.8%	34.5%
Tranquillity/rest/relaxation	35.3%	36.6%
Scenery	24.0%	21.9%
Security	14.2%	11.1%
Visiting new places	10.3%	14.6%
Suitable destination for children	9.0%	7.5%
Ease of travel	7.2%	8.9%
Quality of the environment	6.3%	6.5%
Price	6.0%	12.7%
Active tourism	4.8%	5.1%
Shopping	3.5%	2.6%
Nautical activities	3.1%	2.2%
Theme parks	1.8%	3.0%
Golf	1.4%	0.9%
Culture	1.4%	2.6%

* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	Luxembourg	All markets
Previous visits to the Canary Islands	70.1%	64.1%
Recommendation by friends or relatives	28.2%	34.5%
The Canary Islands television channel	0.0%	0.3%
Other television or radio channels	2.0%	0.8%
Information in the press/magazines/books	3.9%	3.8%
Attendance at a tourism fair	0.9%	0.5%
Tour Operator's brochure or catalogue	16.9%	8.0%
Recommendation by Travel Agency	11.3%	9.7%
Information obtained via the Internet	13.7%	25.8%
Senior Tourism programme	1.1%	0.2%
Others	0.0%	6.1%

* Multi-choice question

Seasonal profile of tourist from Luxembourg

