

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

LUXEMBOURG



How many are they and how much do they spend?



	Luxembourg	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	23,510	13,485,651
- book holiday package	12,781	7,848,516
- do not book holiday package	10,729	5,637,135
- % tourists who book holiday package	54.4%	58.2%
Share of total tourist	0.2%	100%

RANKING POSITION BY
NUMBER OF TOURISTS

22nd

RANKING POSITION BY
TURNOVER

22nd

37% of
Luxembourgers travel
to Tenerife.

Expenditure per tourist (€)	1,324	1,196
- book holiday package	1,456	1,309
- holiday package	1,250	1,064
- others	205	246
- do not book holiday package	1,167	1,037
- flight	209	288
- accommodation	436	350
- others	523	399
Average length of stay	8.17	9.32
- book holiday package	7.54	8.66
- do not book holiday package	8.91	10.23
Average daily expenditure (€)	172.1	143.6
- book holiday package	200.9	159.8
- do not book holiday package	137.8	121.0
Total turnover (> 15 years old) (€m)	31	16,124
- book holiday package	19	10,277
- do not book holiday package	13	5,848

AVERAGE LENGTH OF STAY
(nights)

■ Luxembourg ■ All markets



EXPENDITURE PER TOURIST (€)

■ Luxembourg ■ All markets



Importance of each factor in the destination choice



	Luxembourg	All markets
Climate	82.0%	78.1%
Tranquility	55.9%	46.2%
Sea	48.5%	43.3%
European belonging	48.1%	35.8%
Safety	47.3%	51.4%
Accommodation supply	44.8%	41.7%
Beaches	36.6%	37.1%
Gastronomy	35.1%	22.6%
Environment	31.9%	30.6%
Landscapes	30.6%	31.6%
Price	29.0%	36.5%
Authenticity	27.7%	19.1%
Effortless trip	24.4%	34.8%
Fun possibilities	21.4%	20.7%
Exoticism	14.4%	10.5%
Shopping	9.8%	9.6%
Historical heritage	9.4%	7.1%
Hiking trail network	8.4%	9.0%
Nightlife	6.2%	7.5%
Culture	5.7%	7.3%

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

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

% TOURISTS WHO CHOOSE GASTRONOMY

LUXEMBOURG
35.1%



ALL MARKETS
22.6%

What is the main motivation for their holidays?



	Luxembourg	All markets
Rest	62.3%	55.1%
Enjoy family time	12.2%	14.7%
Have fun	11.0%	7.8%
Explore the destination	12.7%	18.5%
Practice their hobbies	0.0%	1.8%
Other reasons	1.8%	2.1%

REST



Luxembourg

All markets



How far in advance do they book their trip?



	Luxembourg	All markets
The same day	0.0%	0.7%
Between 1 and 30 days	15.4%	23.2%
Between 1 and 2 months	31.4%	23.0%
Between 3 and 6 months	34.6%	32.4%
More than 6 months	18.6%	20.7%

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.

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

LUXEMBOURG



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

	Luxembourg	All markets
Previous visits to the Canary Islands	52.8%	50.9%
Friends or relatives	33.3%	27.8%
Internet or social media	49.2%	56.1%
Mass Media	1.5%	1.7%
Travel guides and magazines	8.9%	9.5%
Travel Blogs or Forums	6.7%	5.4%
Travel TV Channels	1.4%	0.7%
Tour Operator or Travel Agency	38.5%	24.7%
Public administrations or similar	0.0%	0.4%
Others	0.0%	2.3%

* Multi-choice question

With whom did they book their flight and accommodation? 👁

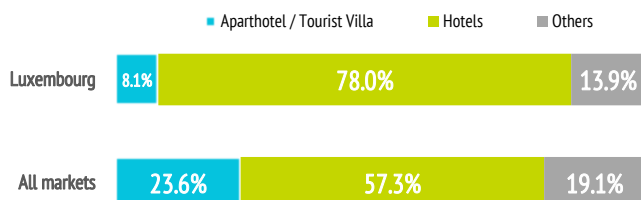
	Luxembourg	All markets
Flight		
- Directly with the airline	37.7%	39.5%
- Tour Operator or Travel Agency	62.3%	60.5%

	Luxembourg	All markets
Accommodation		
- Directly with the accommodation	37.7%	28.8%
- Tour Operator or Travel Agency	62.3%	71.2%

Where do they stay? 🏠

	Luxembourg	All markets
1-2-3* Hotel	9.7%	12.8%
4* Hotel	52.4%	37.7%
5* Hotel / 5* Luxury Hotel	15.9%	6.8%
Aparthotel / Tourist Villa	8.1%	23.6%
House/room rented in a private dwelling	5.9%	5.3%
Private accommodation (1)	5.0%	7.0%
Others (Cottage, cruise, camping,...)	3.0%	6.8%

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



What do they book? 🍷

	Luxembourg	All markets
Room only	14.4%	28.8%
Bed and Breakfast	14.9%	11.7%
Half board	20.2%	22.4%
Full board	1.6%	3.0%
All inclusive	48.8%	34.1%

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48.8% of Luxembourgers book all inclusive.
 (Canary Islands: 34.1%)

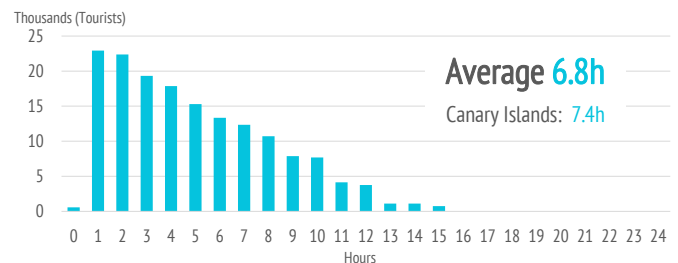
Other expenses 📍

	Luxembourg	All markets
Restaurants or cafes	58.2%	63.2%
Supermarkets	42.3%	55.9%
Car rental	34.0%	26.6%
Organized excursions	21.1%	21.8%
Taxi, transfer, chauffeur service	48.0%	51.7%
Theme Parks	8.4%	8.8%
Sport activities	3.2%	6.4%
Museums	3.9%	5.0%
Flights between islands	2.0%	4.8%

Activities in the Canary Islands 🚶

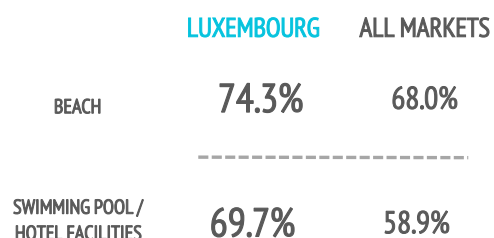
	Luxembourg	All markets
Outdoor time per day		
0 hours	2.4%	2.2%
1 - 2 hours	15.3%	10.0%
3 - 6 hours	29.7%	32.6%
7 - 12 hours	47.8%	46.5%
More than 12 hours	4.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	Luxembourg	All markets
Activities in the Canary Islands		
Beach	74.3%	68.0%
Swimming pool, hotel facilities	69.7%	58.9%
Walk, wander	61.7%	71.0%
Explore the island on their own	42.9%	46.5%
Taste Canarian gastronomy	18.2%	25.4%
Organized excursions	15.6%	17.9%
Theme parks	14.3%	15.5%
Museums / exhibitions	12.7%	9.8%
Sport activities	10.5%	14.3%
Beauty and health treatments	10.5%	5.7%
Wineries / markets / popular festivals	9.8%	12.0%
Nature activities	7.1%	10.0%
Sea excursions / whale watching	6.6%	11.3%
Nightlife / concerts / shows	5.1%	15.5%
Activities at sea	3.2%	9.8%
Astronomical observation	2.1%	3.4%

* Multi-choice question



PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

LUXEMBOURG



Which island do they choose?

Tourists (> 15 years old)	Luxembourg	All markets
Lanzarote	5,611	2,457,120
Fuerteventura	2,393	1,856,705
Gran Canaria	6,521	3,825,110
Tenerife	8,627	4,991,173
La Palma	0	249,069

How many islands do they visit during their trip?

	Luxembourg	All markets
One island	94.7%	90.9%
Two islands	5.0%	7.7%
Three or more islands	0.3%	1.4%

Internet usage during their trip

	Luxembourg	All markets
Research		
- Tourist package	15.6%	15.4%
- Flights	11.4%	13.0%
- Accommodation	16.8%	17.7%
- Transport	11.8%	15.6%
- Restaurants	31.3%	27.0%
- Excursions	30.2%	26.3%
- Activities	43.0%	31.0%
Book or purchase		
- Tourist package	34.5%	38.1%
- Flights	62.5%	64.4%
- Accommodation	59.9%	54.5%
- Transport	46.9%	44.7%
- Restaurants	11.2%	10.5%
- Excursions	6.7%	11.4%
- Activities	10.3%	12.5%

* Multi-choice question

Internet usage in the Canary Island	Luxembourg	All markets
Did not use the Internet	10.0%	9.8%
Used the Internet	90.0%	90.2%
- Own Internet connection	38.2%	36.5%
- Free Wifi connection	34.3%	41.1%
Applications*		
- Search for locations or maps	62.8%	60.7%
- Search for destination info	47.1%	44.7%
- Share pictures or trip videos	49.0%	55.6%
- Download tourist apps	9.5%	6.5%
- Others	28.8%	23.9%

* Multi-choice question

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62.8% of Luxembourgers search for locations or maps during their stay in the Canary Islands

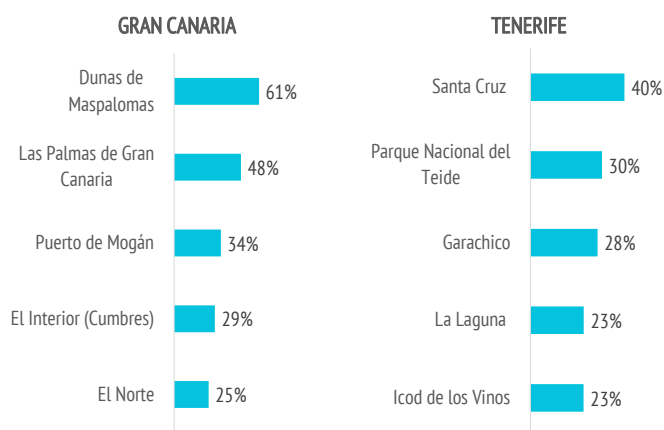
(Canary Islands: 60.7%)



Imagen: Freepik.com

Share by islands	Luxembourg	All markets
Lanzarote	24.2%	18.4%
Fuerteventura	10.3%	13.9%
Gran Canaria	28.2%	28.6%
Tenerife	37.3%	37.3%
La Palma	0.0%	1.9%

• MOST VISITED PLACES IN EACH ISLAND •

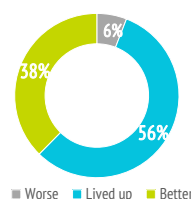


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Luxembourg	All markets
Average rating	8.71	8.58
Experience in the Canary Islands		
Worse or much worse than expected	5.9%	2.9%
Lived up to expectations	56.5%	57.4%
Better or much better than expected	37.6%	39.7%

Future intentions (scale 1-10)	Luxembourg	All markets
Return to the Canary Islands	8.63	8.60
Recommend visiting the Canary Island	8.84	8.86



Experience in the Canary Islands



8.63/10

Return to the Canary Islands



8.84/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Luxembourg	All markets
Repeat tourists	68.4%	71.0%
Repeat tourists (last 5 years)	67.6%	64.6%
Repeat tourists (last 5 years) (5 or more)	25.9%	18.4%
At least 10 previous visits	30.5%	17.8%

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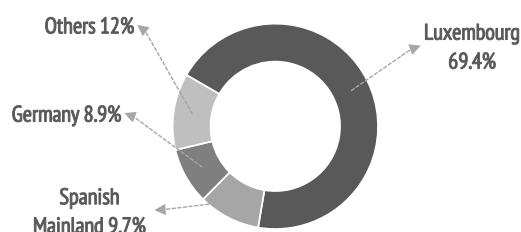
LUXEMBOURG



Where does the flight come from?



	%	Absolute
Luxembourg	69.4%	16,305
Spanish Mainland	9.7%	2,290
Germany	8.9%	2,088
Belgium	6.4%	1,500
France	4.1%	958
Netherlands	1.6%	370



Who do they come with?



	Luxembourg	All markets
Unaccompanied	8.8%	8.9%
Only with partner	34.6%	47.4%
Only with children (< 13 years old)	11.9%	5.9%
Partner + children (< 13 years old)	7.5%	7.2%
Other relatives	7.9%	9.0%
Friends	4.9%	6.3%
Work colleagues	0.0%	0.5%
Organized trip	0.0%	0.2%
Other combinations (1)	24.3%	14.6%

(1) Different situations have been isolated

Tourists with children	25.8%	19.3%
- Between 0 and 2 years old	4.6%	1.8%
- Between 3 and 12 years old	20.2%	15.8%
- Between 0 -2 and 3-12 years	1.0%	1.6%

Tourists without children	74.2%	80.7%
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Group composition:		
- 1 person	13.0%	12.4%
- 2 people	44.2%	54.1%
- 3 people	23.1%	12.6%
- 4 or 5 people	17.6%	17.1%
- 6 or more people	2.1%	3.8%
Average group size:	2.59	2.58



“
25.8% of
Luxembourgers travel
with children.
(Canary Islands: 19.3%)

Who are they?



	Luxembourg	All markets
Gender		
Men	61.0%	48.2%
Women	39.0%	51.8%
Age		
Average age (tourist > 15 years old)	46.1	46.7
Standard deviation	13.8	15.3
Age range (> 15 years old)		
16 - 24 years old	5.7%	7.7%
25 - 30 years old	11.5%	10.8%
31 - 45 years old	27.9%	28.6%
46 - 60 years old	38.7%	31.3%
Over 60 years old	16.2%	21.5%
Occupation		
Salaried worker	65.7%	55.5%
Self-employed	8.1%	11.0%
Unemployed	0.0%	1.1%
Business owner	8.6%	9.2%
Student	0.8%	4.2%
Retired	15.9%	17.3%
Unpaid domestic work	0.9%	0.9%
Others	0.0%	0.8%
Annual household income level		
Less than €25,000	2.1%	17.0%
€25,000 - €49,999	24.9%	36.5%
€50,000 - €74,999	45.1%	25.0%
More than €74,999	27.8%	21.5%
Education level		
No studies	2.2%	4.8%
Primary education	4.3%	2.8%
Secondary education	15.1%	23.1%
Higher education	78.4%	69.3%



7 IN 10 TOURISTS ARE
REPEATERS

46 YEARS OLD
AVERAGE AGE

**35% ONLY WITH
PARTNER**



Pictures: Freepik.com

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