

How many are they and how much do they spend?

	Luxembourg	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	31,061	13,271,035
- book holiday package	14,716	7,426,022
- do not book holiday package	16,345	5,845,014
- % tourists who book holiday package	47.4%	56.0%
Share of total tourist	0.2%	100%

RANKING POSITION BY
NUMBER OF TOURISTS



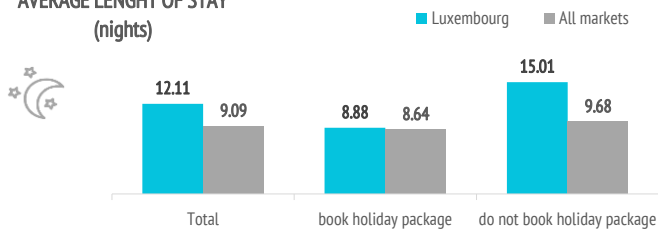
RANKING POSITION BY
TURNOVER



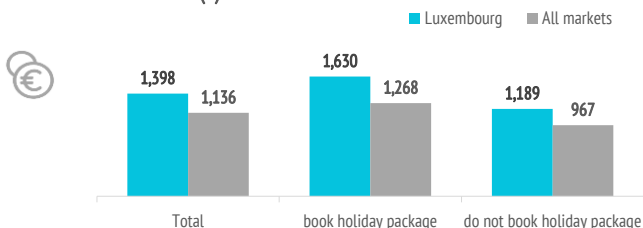
“
46% of
Luxembourgers travel
to Tenerife.

	Luxembourg	All markets
Expenditure per tourist (€)		
- book holiday package	1,398	1,136
- holiday package	1,630	1,268
- others	209	237
- do not book holiday package	1,189	967
- flight	258	263
- accommodation	477	321
- others	454	383
Average length of stay		
- book holiday package	12.11	9.09
- do not book holiday package	8.88	8.64
Average daily expenditure (€)		
- book holiday package	154.6	138.9
- do not book holiday package	198.7	155.4
- do not book holiday package	115.0	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	43	15,070
- do not book holiday package	24	9,416
- do not book holiday package	19	5,655

AVERAGE LENGTH OF STAY
(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Luxembourg	All markets
Climate	80.8%	78.4%
Tranquility	56.3%	47.6%
Safety	51.8%	51.9%
Sea	49.0%	44.4%
Landscapes	48.8%	33.1%
Accommodation supply	45.6%	42.9%
Environment	38.8%	33.2%
Effortless trip	37.0%	35.2%
Beaches	36.8%	37.7%
Gastronomy	35.7%	23.2%
European belonging	35.6%	36.1%
Hiking trail network	26.0%	9.6%
Price	23.1%	37.4%
Authenticity	22.4%	20.3%
Historical heritage	15.9%	8.2%
Fun possibilities	14.7%	21.1%
Exoticism	5.4%	11.4%
Culture	4.7%	8.0%
Nightlife	3.6%	8.0%
Shopping	3.4%	9.4%

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
35.7%



ALL MARKETS
23.2%

What is the main motivation for their holidays?

	Luxembourg	All markets
Rest	55.4%	55.5%
Enjoy family time	12.2%	14.4%
Have fun	3.2%	8.6%
Explore the destination	22.5%	17.8%
Practice their hobbies	3.3%	1.9%
Other reasons	3.5%	1.8%

EXPLORE THE
DESTINATION



How far in advance do they book their trip?

	Luxembourg	All markets
The same day	0.0%	0.7%
Between 1 and 30 days	17.1%	23.8%
Between 1 and 2 months	27.4%	22.8%
Between 3 and 6 months	28.1%	32.7%
More than 6 months	27.5%	20.0%

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

LUXEMBOURG

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

	Luxembourg	All markets
Previous visits to the Canary Islands	49.7%	51.9%
Friends or relatives	14.3%	27.1%
Internet or social media	36.2%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	7.2%	8.4%
Travel Blogs or Forums	5.8%	5.7%
Travel TV Channels	0.0%	0.8%
Tour Operator or Travel Agency	25.6%	22.6%
Public administrations or similar	1.1%	0.4%
Others	5.9%	2.4%

* Multi-choice question

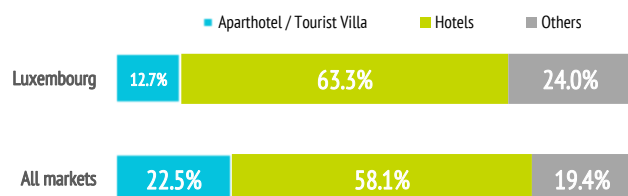
With whom did they book their flight and accommodation?

	Luxembourg	All markets
Flight		
- Directly with the airline	49.3%	42.9%
- Tour Operator or Travel Agency	50.7%	57.1%
Accommodation		
- Directly with the accommodation	38.5%	31.5%
- Tour Operator or Travel Agency	61.5%	68.5%

Where do they stay?

	Luxembourg	All markets
1-2-3* Hotel	5.8%	11.5%
4* Hotel	37.1%	37.6%
5* Hotel / 5* Luxury Hotel	20.5%	9.0%
Aparthotel / Tourist Villa	12.7%	22.5%
House/room rented in a private dwelling	6.0%	5.9%
Private accommodation (1)	14.9%	7.2%
Others (Cottage, cruise, camping...)	3.1%	6.3%

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



What do they book?

	Luxembourg	All markets
Room only	20.1%	27.9%
Bed and Breakfast	3.5%	12.4%
Half board	31.2%	21.2%
Full board	8.7%	3.6%
All inclusive	36.5%	34.9%

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36.5% of Luxembourgers book all inclusive.
(Canary Islands: 34.9%)

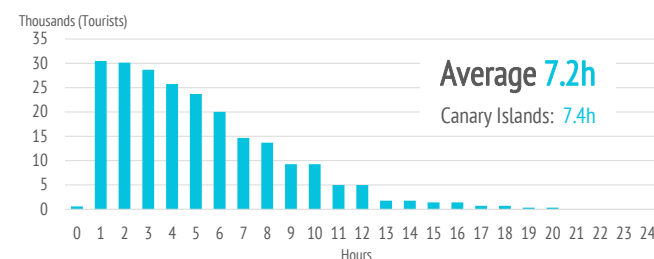
Other expenses

	Luxembourg	All markets
Restaurants or cafes	50.0%	59.1%
Supermarkets	41.8%	52.1%
Car rental	32.5%	26.3%
Organized excursions	18.1%	20.6%
Taxi, transfer, chauffeur service	51.2%	50.0%
Theme Parks	6.9%	7.5%
Sport activities	7.4%	5.7%
Museums	1.2%	4.6%
Flights between islands	4.0%	4.4%

Activities in the Canary Islands

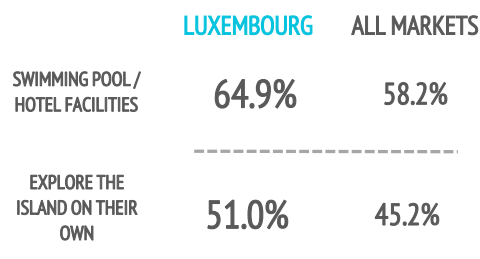
Outdoor time per day	Luxembourg	All markets
0 hours	1.8%	2.1%
1 - 2 hours	5.8%	9.8%
3 - 6 hours	45.2%	32.6%
7 - 12 hours	41.5%	47.1%
More than 12 hours	5.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Luxembourg	All markets
Beach	69.0%	66.3%
Walk, wander	66.3%	69.8%
Swimming pool, hotel facilities	64.9%	58.2%
Explore the island on their own	51.0%	45.2%
Taste Canarian gastronomy	19.6%	24.2%
Sport activities	15.6%	13.4%
Nature activities	15.2%	10.4%
Theme parks	14.2%	14.1%
Organized excursions	13.0%	16.9%
Activities at sea	12.4%	10.0%
Beauty and health treatments	11.3%	5.4%
Museums / exhibitions	10.8%	10.1%
Wineries / markets / popular festivals	8.7%	11.6%
Nightlife / concerts / shows	8.0%	15.5%
Sea excursions / whale watching	6.9%	11.1%
Astronomical observation	1.4%	3.5%

* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Luxembourg	All markets
Lanzarote	4,702	2,521,668
Fuerteventura	3,837	1,659,115
Gran Canaria	7,652	3,698,127
Tenerife	13,838	5,040,382
La Palma	187	235,409

How many islands do they visit during their trip?

	Luxembourg	All markets
One island	83.7%	91.4%
Two islands	11.2%	7.2%
Three or more islands	5.1%	1.4%

Internet usage during their trip

	Luxembourg	All markets
Research		
- Tourist package	11.3%	14.8%
- Flights	7.3%	13.0%
- Accommodation	19.4%	16.9%
- Transport	13.6%	15.7%
- Restaurants	26.1%	28.4%
- Excursions	28.0%	26.2%
- Activities	26.1%	30.1%
Book or purchase		
- Tourist package	16.6%	39.4%
- Flights	55.0%	66.7%
- Accommodation	35.8%	57.3%
- Transport	37.5%	47.6%
- Restaurants	0.0%	12.1%
- Excursions	3.2%	13.0%
- Activities	7.1%	14.7%

* Multi-choice question

Internet usage in the Canary Island	Luxembourg	All markets
Did not use the Internet	8.7%	8.3%
Used the Internet	91.3%	91.7%
- Own Internet connection	31.9%	37.4%
- Free Wifi connection	40.8%	39.5%
Applications*		
- Search for locations or maps	61.8%	61.7%
- Search for destination info	34.1%	44.8%
- Share pictures or trip videos	66.4%	56.0%
- Download tourist apps	8.9%	7.0%
- Others	14.1%	22.6%

* Multi-choice question



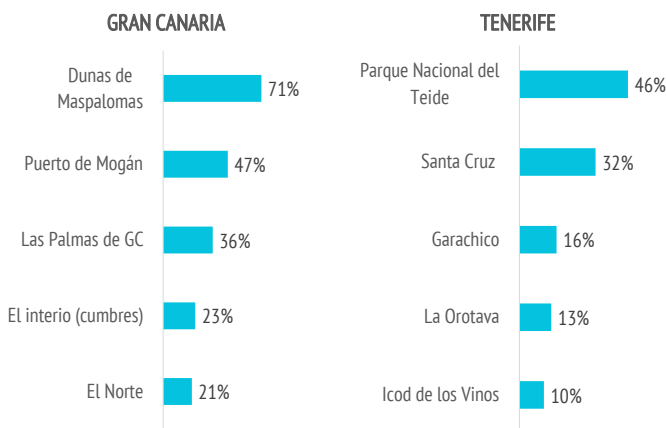
66.4% of Luxembourgers share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56.0%)



Share by islands	Luxembourg	All markets
Lanzarote	15.6%	19.2%
Fuerteventura	12.7%	12.6%
Gran Canaria	25.3%	28.1%
Tenerife	45.8%	38.3%
La Palma	0.6%	1.8%

MOST VISITED PLACES IN EACH ISLAND

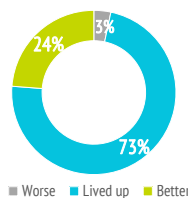


The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Luxembourg	All markets
Average rating	8.65	8.70
Experience in the Canary Islands		
Worse or much worse than expected	3.3%	2.3%
Lived up to expectations	72.9%	55.6%
Better or much better than expected	23.8%	42.1%

Future intentions (scale 1-10)	Luxembourg	All markets
Return to the Canary Islands	8.93	8.73
Recommend visiting the Canary Island	9.01	8.95



Experience in the Canary Islands



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Luxembourg	All markets
Repeat tourists	74.5%	72.2%
Repeat tourists (last 5 years)	72.6%	66.7%
Repeat tourists (last 5 years) (5 or mor	24.2%	19.5%
At least 10 previous visits	23.6%	18.6%

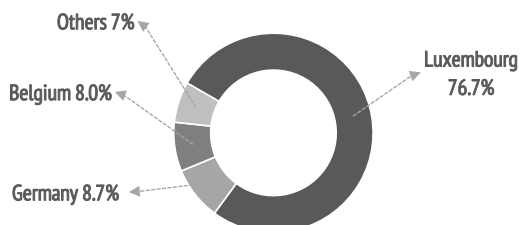
PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2019)

LUXEMBOURG

Where does the flight come from?



	%	Absolute
Luxembourg	76.7%	23,838
Germany	8.7%	2,696
Belgium	8.0%	2,470
Netherlands	3.0%	940
Spanish Mainland	2.8%	882
Portugal	0.8%	235



Who do they come with?



	Luxembourg	All markets
Unaccompanied	14.7%	9.6%
Only with partner	48.7%	48.1%
Only with children (< 13 years old)	7.2%	5.6%
Partner + children (< 13 years old)	9.6%	6.5%
Other relatives	4.3%	9.3%
Friends	6.2%	6.4%
Work colleagues	0.0%	0.5%
Organized trip	0.0%	0.3%
Other combinations (1)	9.4%	13.7%

(1) Different situations have been isolated

Tourists with children	19.7%	17.7%
- Between 0 and 2 years old	3.9%	1.6%
- Between 3 and 12 years old	14.8%	14.8%
- Between 0 -2 and 3-12 years	0.9%	1.4%
Tourists without children	80.3%	82.3%
Group composition:		
- 1 person	22.3%	13.2%
- 2 people	48.1%	55.1%
- 3 people	13.5%	12.0%
- 4 or 5 people	13.6%	16.3%
- 6 or more people	2.5%	3.5%
Average group size:	2.29	2.54



(Under the age of 13)

”
19.7% of
Luxembourgers travel
with children.

(Canary Islands: 17.7%)

Who are they?



	Luxembourg	All markets
Gender		
Men	52.8%	48.6%
Women	47.2%	51.4%
Age		
Average age (tourist > 15 years old)	49.2	47.1
Standard deviation	16.5	15.4
Age range (> 15 years old)		
16 - 24 years old	5.6%	7.3%
25 - 30 years old	11.3%	10.9%
31 - 45 years old	27.9%	28.0%
46 - 60 years old	24.7%	31.8%
Over 60 years old	30.4%	22.1%
Occupation		
Salaried worker	54.3%	55.0%
Self-employed	5.3%	11.5%
Unemployed	0.0%	1.1%
Business owner	6.9%	9.4%
Student	2.1%	3.5%
Retired	31.4%	17.9%
Unpaid domestic work	0.0%	0.8%
Others	0.0%	0.8%
Annual household income level		
Less than €25,000	8.7%	17.5%
€25,000 - €49,999	27.4%	37.5%
€50,000 - €74,999	31.1%	22.8%
More than €74,999	32.9%	22.2%
Education level		
No studies	2.4%	5.0%
Primary education	0.8%	2.6%
Secondary education	36.1%	23.6%
Higher education	60.7%	68.9%



7 IN 10 TOURISTS ARE
REPEATERS

49 YEARS OLD

AVERAGE AGE

**49% ONLY WITH
PARTNER**



Pictures: Freepik.com