

LANZAROTE: Profile of tourist visiting more than one island during the trip (2016)

How many are they and how much do they spend?



	More than one island	Lanzarote
Tourist arrivals (> 16 years old)	228,080	2,328,674
Average daily expenditure (€)	132.99	131.08
. in their place of residence	93.34	95.37
. in the Canary Islands	39.65	35.71
Average length of stay	10.59	9.15
Turnover per tourist (€)	1,269	1,109
Total turnover (> 16 years old) (€m)	289	2,582
Share of total turnover	11.2%	100%
Share of total tourist	9.8%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	53.62	48.46
- Accommodation	44.82	42.84
- Additional accommodation expenses	8.80	5.62
Transport:	39.13	28.36
- Public transport	7.92	4.60
- Taxi	6.97	7.16
- Car rental	24.25	16.60
Food and drink:	163.25	145.80
- Food purchases at supermarkets	58.64	57.01
- Restaurants	104.61	88.79
Souvenirs:	44.85	39.04
Leisure:	60.78	31.43
- Organized excursions	25.58	16.03
- Leisure, amusement	2.86	2.48
- Trip to other islands	22.06	2.16
- Sporting activities	2.40	3.90
- Cultural activities	4.77	3.51
- Discos and disco-pubs	3.11	3.35
Others:	12.65	10.38
- Wellness	3.19	3.10
- Medical expenses	1.34	1.42
- Other expenses	8.12	5.87

How far in advance do they book their trip?



	More than one island	Lanzarote
The same day they leave	1.1%	0.5%
Between 2 and 7 days	5.3%	5.0%
Between 8 and 15 days	7.5%	6.2%
Between 16 and 30 days	14.7%	13.1%
Between 31 and 90 days	32.4%	35.7%
More than 90 days	38.9%	39.5%

What do they book at their place of residence?



	More than one island	Lanzarote
Flight only	5.7%	4.2%
Flight and accommodation (room only)	23.7%	27.9%
Flight and accommodation (B&B)	8.5%	7.7%
Flight and accommodation (half board)	23.0%	18.7%
Flight and accommodation (full board)	3.5%	3.6%
Flight and accommodation (all inclusive)	35.6%	37.9%
% Tourists using low-cost airlines	56.3%	52.5%
Other expenses in their place of residence:		
- Car rental	19.1%	10.9%
- Sporting activities	4.0%	5.3%
- Excursions	10.0%	4.3%
- Trip to other islands	10.3%	1.0%

How do they book?



	More than one island	Lanzarote
Accommodation booking		
Tour Operator	41.4%	44.5%
- Tour Operator's website	80.3%	79.4%
Accommodation	18.6%	18.2%
- Accommodation's website	87.0%	85.6%
Travel agency (High street)	20.0%	19.0%
Online Travel Agency (OTA)	18.3%	15.7%
No need to book accommodation	1.7%	2.5%

	More than one island	Lanzarote
Flight booking		
Tour Operator	43.5%	46.9%
- Tour Operator's website	80.5%	77.7%
Airline	28.5%	25.9%
- Airline's website	97.5%	97.9%
Travel agency (High street)	18.7%	17.8%
Online Travel Agency (OTA)	9.3%	9.4%

Where do they stay?



	More than one island	Lanzarote
5* Hotel	6.0%	6.3%
4* Hotel	41.5%	41.2%
1-2-3* Hotel	10.7%	10.2%
Apartment	39.5%	40.5%
Property (privately-owned, friends, family)	1.2%	1.3%
Others	1.1%	0.6%

Who are they?



	More than one island	Lanzarote
Gender		
Percentage of men	46.1%	45.7%
Percentage of women	53.9%	54.3%

	More than one island	Lanzarote
Age		
Average age (tourists > 16 years old)	51.2	51.0
Standard deviation	15.1	15.1

	More than one island	Lanzarote
Age range (> 16 years old)		
16-24 years old	3.9%	4.5%
25-30 years old	8.2%	7.4%
31-45 years old	22.5%	24.1%
46-60 years old	34.1%	33.5%
Over 60 years old	31.4%	30.5%

	More than one island	Lanzarote
Occupation		
Business owner or self-employed	17.4%	21.7%
Upper/Middle management employee	36.1%	31.4%
Auxiliary level employee	13.1%	13.8%
Students	2.9%	2.9%
Retired	29.2%	28.5%
Unemployed / unpaid dom. work	1.3%	1.7%

	More than one island	Lanzarote
Annual household income level		
€12,000 - €24,000	20.3%	15.3%
€24,001 - €36,000	20.7%	19.7%
€36,001 - €48,000	17.6%	17.7%
€48,001 - €60,000	14.5%	15.7%
€60,001 - €72,000	10.5%	9.8%
€72,001 - €84,000	5.0%	6.1%
More than €84,000	11.2%	15.8%

(*) 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.

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Tourists by number of islands visited



	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 16 years old)	228,080	26,288	12,546	2,029	929	499

Islands visited during the trip to Lanzarote

	More than one island	Fuerteventura	Tenerife	Gran Canaria	La Palma	La Gomera	El Hierro
Tourists (> 16 years old)	228,080	197,540	32,039	30,346	4,892	4,824	730
Share of tourist	100%	86.6%	14.0%	13.3%	2.1%	2.1%	0.3%

Who do they come with?



	More than one island	Lanzarote
Unaccompanied	3.9%	3.7%
Only with partner	58.0%	53.7%
Only with children (under the age of 13)	0.7%	1.1%
Partner + children (under the age of 13)	10.6%	13.1%
Other relatives	6.5%	6.5%
Friends	3.5%	4.5%
Work colleagues	0.2%	0.2%
Other combinations (1)	16.4%	17.2%

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

How do they rate the destination?



	More than one island	Lanzarote
Good or very good (% tourists)	96.7%	95.8%
Average rating (scale 1-10)	9.07	9.08

How many are loyal to the destination?

	More than one island	Lanzarote
Repeat tourists of the island		
Repeat tourists	51.9%	55.1%
In love (at least 10 previous visits)	4.4%	6.7%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	34.0%	77,617
Spanish Mainland	16.6%	37,903
Germany	15.7%	35,888
France	8.3%	18,824
Netherlands	5.3%	11,996
Italy	5.2%	11,935
Ireland	3.7%	8,452
Switzerland	2.0%	4,520
Belgium	1.9%	4,320
Sweden	1.8%	3,999

Why do they choose the Canary Islands?



Aspects influencing the choice	More than one island	Lanzarote
Climate/sun	90.1%	92.6%
Tranquility/rest/relaxation	39.8%	38.8%
Scenery	33.3%	24.3%
Beaches	28.4%	25.4%
Visiting new places	20.6%	16.2%
Quality of the environment	10.5%	10.0%
Security	10.1%	12.2%
Price	9.7%	15.8%
Ease of travel	7.5%	13.9%
Culture	6.2%	4.4%
Suitable destination for children	4.8%	9.9%
Active tourism	4.1%	3.6%
Shopping	1.9%	2.1%
Rural tourism	1.9%	1.2%
Nautical activities	1.3%	1.7%
Nightlife/fun	1.2%	2.1%

* Multi-choice question

What did motivate them to come?

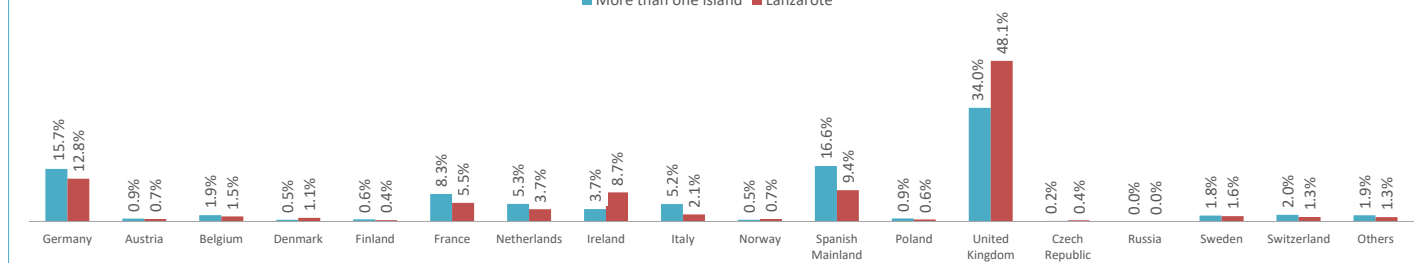


Aspects motivating the choice	More than one island	Lanzarote
Previous visits to the Canary Islands	66.0%	70.6%
Recommendation by friends or relatives	34.7%	35.4%
The Canary Islands television channel	0.5%	0.2%
Other television or radio channels	2.5%	0.8%
Information in the press/magazines/books	3.5%	4.0%
Attendance at a tourism fair	0.3%	0.3%
Tour Operator's brochure or catalogue	9.7%	10.4%
Recommendation by Travel Agency	8.3%	8.9%
Information obtained via the Internet	29.2%	26.9%
Senior Tourism programme	0.1%	0.1%
Others	4.0%	4.9%

* Multi-choice question

Number of tourist by source markets (2016)

■ More than one island ■ Lanzarote



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who spent the majority of nights in Lanzarote and visited at least one more island.

(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.