

Tourist profile by quarter of trip (2015)

Lanzarote: All markets

How many they are and how much do they spend?



	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	532,277	556,411	597,768	555,789	2,242,245
Average daily expenditure (€)	122.85	121.13	129.35	128.25	125.49
. in their place of residence	86.39	86.29	97.39	92.10	90.72
. in the Canary Islands	36.46	34.84	31.96	36.15	34.78
Average length of stay	8.84	8.44	9.81	8.86	9.00
Turnover per tourist (€)	987	939	1,156	1,057	1,038
Total turnover (> 16 years old) (€m)	525.4	522.7	691.0	587.6	2,326.7
Share of turnover	22.6%	22.5%	29.7%	25.3%	100%
Share of tourist	23.7%	24.8%	26.7%	24.8%	100%

Expenditure in the Canary Islands per tourist and trip (€)					
Accommodation (*) :	32.83	28.15	28.27	35.38	31.09
- Accommodation	28.81	24.20	24.46	29.96	26.79
- Additional accommodation expenses	4.02	3.95	3.82	5.42	4.30
Transport:	34.82	28.10	31.90	28.60	30.83
- Public transport	4.12	3.32	4.28	4.28	4.00
- Taxi	8.41	7.81	7.47	6.55	7.55
- Car rental	22.29	16.96	20.15	17.77	19.28
Food and drink:	150.56	140.78	133.72	153.88	144.47
- Food purchases at supermarkets	49.50	47.49	48.14	55.28	50.07
- Restaurants	101.06	93.29	85.59	98.60	94.40
Souvenirs:	36.98	37.51	44.58	41.61	40.29
Leisure:	33.40	31.67	39.71	31.08	34.08
- Organized excursions	12.71	12.81	17.74	14.02	14.40
- Leisure, amusement	2.48	2.62	4.86	2.20	3.08
- Trip to other islands	2.13	2.05	1.77	1.78	1.93
- Sporting activities	5.19	5.74	3.38	3.65	4.46
- Cultural activities	4.28	3.97	5.27	3.89	4.37
- Discos and disco-pubs	6.59	4.48	6.69	5.54	5.83
Others:	12.12	10.77	12.73	9.95	11.41
- Wellness	2.74	2.78	2.55	2.70	2.69
- Medical expenses	1.59	1.90	0.77	1.10	1.33
- Other expenses	7.80	6.08	9.42	6.15	7.39

How far in advance do they book their trip?



	Q1	Q2	Q3	Q4	Total
The same day they leave	0.6%	0.5%	0.6%	0.6%	0.6%
Between 2 and 7 days	7.7%	6.1%	4.7%	6.6%	6.2%
Between 8 and 15 days	9.3%	8.3%	9.1%	7.4%	8.5%
Between 16 and 30 days	15.2%	14.8%	13.6%	14.5%	14.5%
Between 31 and 90 days	35.4%	36.8%	30.9%	36.2%	34.8%
More than 90 days	31.8%	33.4%	41.1%	34.7%	35.4%

What do they book at their place of residence?



	Q1	Q2	Q3	Q4	Total
Flight only	7.0%	6.6%	7.0%	5.0%	6.4%
Flight and accommodation (room only)	34.4%	34.5%	28.3%	31.9%	32.2%
Flight and accommodation (B&B)	8.7%	6.2%	5.4%	7.6%	6.9%
Flight and accommodation (half board)	15.4%	15.4%	13.8%	17.9%	15.6%
Flight and accommodation (full board)	4.1%	2.3%	3.3%	3.4%	3.3%
Flight and accommodation (all inclusive)	30.4%	35.1%	42.1%	34.2%	35.6%
% Tourists using low-cost airlines	55.7%	60.5%	53.0%	53.1%	55.5%
Other expenses in their place of residence:					
- Car rental	12.3%	11.3%	9.6%	10.7%	10.9%
- Sporting activities	5.3%	5.0%	5.3%	5.2%	5.2%
- Excursions	5.0%	4.2%	5.2%	4.4%	4.7%
- Combined trip to other islands	1.1%	0.5%	0.7%	0.9%	0.8%

How do they book?



	Q1	Q2	Q3	Q4	Total
Accommodation booking					
Tour Operator	44.4%	40.8%	42.5%	48.0%	43.9%
- Tour Operator's website	77.4%	80.1%	77.0%	79.3%	78.4%
Accommodation	18.8%	18.0%	16.7%	16.9%	17.6%
- Accommodation's website	85.0%	83.4%	86.0%	83.0%	84.4%
Travel agency (High street)	16.1%	17.7%	20.6%	17.1%	17.9%
Online Travel Agency (OTA)	17.1%	18.8%	14.7%	15.6%	16.5%
No need to book accommodation	3.6%	4.7%	5.6%	2.4%	4.1%

	Q1	Q2	Q3	Q4	Total
Flight booking					
Tour Operator	47.3%	47.3%	44.7%	48.0%	46.8%
- Tour Operator's website	76.6%	82.0%	74.8%	80.5%	78.5%
Airline	28.9%	27.7%	27.1%	26.6%	27.6%
- Airline's website	98.0%	97.6%	97.5%	95.6%	97.2%
Travel agency (High street)	14.0%	15.6%	18.5%	16.1%	16.1%
Online Travel Agency (OTA)	9.8%	9.4%	9.7%	9.2%	9.5%

Where do they stay?



	Q1	Q2	Q3	Q4	Total
5* Hotel	4.5%	6.3%	5.5%	6.0%	5.6%
4* Hotel	34.3%	33.5%	36.6%	36.7%	35.3%
1-2-3* Hotel	14.0%	11.9%	13.9%	12.3%	13.0%
Apartment	43.4%	43.4%	38.0%	42.6%	41.7%
Property (privately-owned, friends, family)	2.8%	3.9%	5.5%	2.0%	3.6%
Others	1.1%	0.9%	0.5%	0.5%	0.8%

How are they?



	Q1	Q2	Q3	Q4	Total
Gender					
Percentage of men	56.7%	47.2%	49.7%	52.4%	51.4%
Percentage of women	43.3%	52.8%	50.3%	47.6%	48.6%

	Q1	Q2	Q3	Q4	Total
Age					
Average age (tourists > 16 years old)	46.2	45.2	46.1	48.8	46.6
Standard deviation	14.6	15.0	14.1	14.6	14.6

	Q1	Q2	Q3	Q4	Total
Age range					
16-24 years old	5.9%	7.5%	5.1%	4.7%	5.8%
25-30 years old	10.7%	11.9%	10.7%	9.1%	10.6%
31-45 years old	34.8%	35.5%	36.0%	28.1%	33.6%
46-60 years old	29.2%	25.4%	29.0%	33.4%	29.2%
Over 60 years old	19.4%	19.7%	19.3%	24.7%	20.8%

	Q1	Q2	Q3	Q4	Total
Occupation					
Business owner or self-employed	25.0%	24.2%	24.3%	25.5%	24.7%
Upper/Middle management employee	33.7%	35.0%	37.3%	32.6%	34.7%
Auxiliary level employee	17.3%	14.6%	16.6%	13.5%	15.5%
Students	4.2%	4.7%	3.1%	3.2%	3.8%
Retired	18.7%	18.9%	16.1%	23.0%	19.1%
Unemployed / unpaid dom. work	1.1%	2.7%	2.5%	2.2%	2.1%

	Q1	Q2	Q3	Q4	Total
Annual household income level					
€12,000 - €24,000	14.6%	15.5%	16.1%	16.5%	15.7%
€24,001 - €36,000	16.9%	17.8%	18.8%	20.2%	18.4%
€36,001 - €48,000	19.0%	17.7%	17.0%	17.0%	17.7%
€48,001 - €60,000	14.1%	15.3%	14.0%	14.4%	14.4%
€60,001 - €72,000	11.2%	11.3%	12.2%	9.9%	11.2%
€72,001 - €84,000	6.3%	7.0%	7.2%	5.8%	6.6%
More than €84,000	17.9%	15.4%	14.7%	16.2%	16.0%

(*) Bear in mind that 94% of the tourists visiting Lanzarote pay the accommodation before travelling.

Tourist profile by quarter of trip (2015)

Lanzarote: All markets



Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	532,277	556,411	597,768	555,789	2,242,245
- Fuerteventura	421,454	446,399	466,945	471,216	1,806,014
- Gran Canaria	986,083	650,907	780,001	1,030,269	3,447,259
- Tenerife	1,148,998	928,946	1,198,155	1,242,115	4,518,215
- La Palma	46,683	40,201	31,301	48,915	167,100

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	17.0%	21.2%	19.4%	16.6%	18.4%
- Fuerteventura	13.4%	17.0%	15.2%	14.1%	14.8%
- Gran Canaria	31.4%	24.8%	25.4%	30.8%	28.3%
- Tenerife	36.6%	35.4%	39.0%	37.1%	37.1%
- La Palma	1.5%	1.5%	1.0%	1.5%	1.4%

Who do they come with?

	Q1	Q2	Q3	Q4	Total
Unaccompanied	6.5%	5.1%	4.1%	5.6%	5.3%
Only with partner	59.2%	49.2%	40.4%	57.1%	51.2%
Only with children (under the age of 13)	0.6%	1.6%	1.8%	1.4%	1.4%
Partner + children (under the age of 13)	10.3%	15.0%	21.6%	11.4%	14.8%
Other relatives	5.5%	6.1%	5.1%	6.5%	5.8%
Friends	7.5%	7.3%	3.9%	3.8%	5.6%
Work colleagues	0.2%	0.2%	0.0%	0.2%	0.1%

Why do they choose the Canary Islands?

Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	93.1%	91.5%	89.5%	96.0%	92.4%
Tranquillity/rest/relaxation	39.6%	40.1%	36.3%	40.7%	39.1%
Beaches	20.2%	25.4%	31.5%	26.7%	26.1%
Scenery	26.0%	20.8%	25.1%	25.1%	24.2%
Price	18.5%	21.9%	16.2%	17.6%	18.5%
Visiting new places	14.8%	15.5%	17.7%	14.9%	15.8%
Ease of travel	14.5%	14.8%	8.3%	14.9%	13.0%
Suitable destination for children	6.6%	10.3%	15.6%	7.6%	10.2%
Quality of the environment	9.2%	9.0%	9.2%	9.0%	9.1%
Security	6.3%	7.1%	8.6%	12.1%	8.5%
Culture	5.4%	3.9%	4.9%	4.0%	4.6%
Active tourism	5.6%	4.3%	2.8%	4.0%	4.1%
Nightlife/fun	3.4%	2.6%	3.1%	1.6%	2.7%
Shopping	2.5%	2.1%	2.2%	2.1%	2.2%
Nautical activities	1.2%	1.7%	2.3%	1.5%	1.7%
Rural tourism	1.4%	1.3%	1.2%	0.7%	1.1%

How do they value the destination?

Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	93.9%	96.0%	96.2%	96.2%	95.6%
Average rating (scale 1-10)	8.81	9.01	9.09	9.13	9.01

How many are loyal to the destination?

Percentage of repeat tourists	Q1	Q2	Q3	Q4	Total
Repeat tourists of the island	48.9%	47.5%	45.7%	50.5%	48.1%
-more than 10 visits to the island	6.1%	6.1%	7.1%	7.3%	6.6%

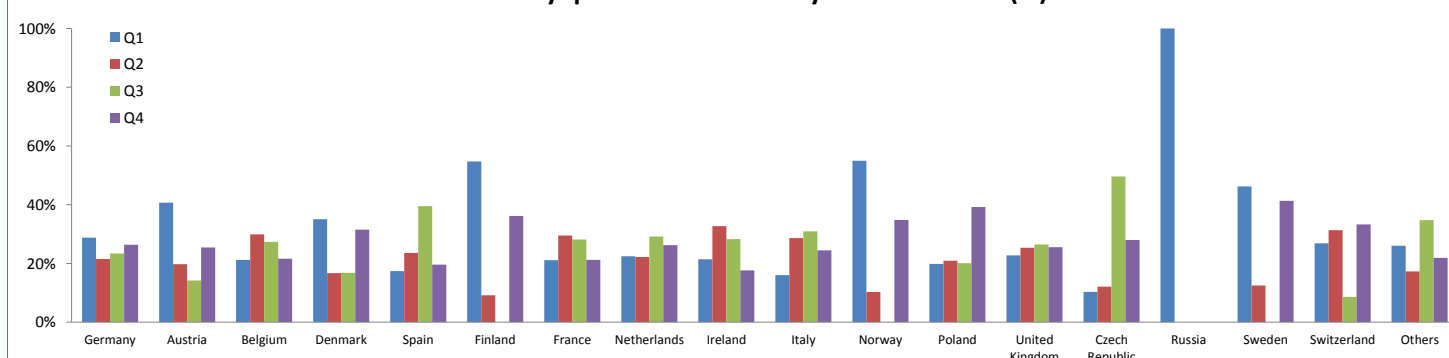
Where are they from?

Ten main source markets	Q1	Q2	Q3	Q4	Total
United Kingdom	237,279	264,226	276,100	266,162	1,043,767
Germany	82,910	61,986	67,414	76,043	288,353
Spain	39,602	53,621	89,941	44,605	227,770
Ireland	42,646	65,132	56,326	35,168	199,272
France	26,483	36,978	35,279	26,601	125,342
Netherlands	18,330	18,141	23,837	21,440	81,748
Sweden	18,090	4,893	0	16,174	39,157
Belgium	8,148	11,507	10,520	8,302	38,477
Italy	6,089	10,882	11,770	9,300	38,041
Poland	7,058	7,440	7,148	13,955	35,600

What did motivate them to come?

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	70.9%	65.1%	62.3%	72.4%	67.5%
Recommendation by friends or relatives	36.2%	39.5%	35.7%	35.4%	36.7%
The Canary Islands television channel	0.2%	0.4%	0.2%	0.3%	0.3%
Other television or radio channels	0.3%	0.6%	0.6%	0.3%	0.5%
Information in the press/magazines/books	3.9%	4.6%	3.2%	3.9%	3.9%
Attendance at a tourism fair	0.1%	0.7%	0.2%	0.2%	0.3%
Tour Operator's brochure or catalogue	6.0%	9.7%	12.2%	8.3%	9.1%
Recommendation by Travel Agency	8.8%	9.7%	10.5%	9.7%	9.7%
Information obtained via the Internet	30.0%	30.2%	29.4%	28.7%	29.6%
Senior Tourism programme	0.7%	0.4%	0.1%	0.3%	0.4%
Others	4.7%	5.1%	5.5%	5.1%	5.1%

Tourists by quarter in which they visit Lanzarote (%)



Source: ISTAC (Encuesta sobre el Gasto Turístico).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.