

Tourist profile trend (2015)

Lanzarote



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	1,879,195	1,784,304	1,920,623	2,269,279	2,242,245
Average daily expenditure (€)	110.93	118.54	117.95	121.09	125.49
- in their place of residence	73.49	82.08	81.88	84.62	90.72
- in the Canary Islands	37.44	36.47	36.06	36.47	34.78
Average length of stay	8.65	8.86	9.12	8.93	9.00
Turnover per tourist (€)	889	974	988	995	1,038
Total turnover (> 16 years old) (€m)	1,844	1,958	2,144	2,387	2,327
Year on year variation of turnover	--	6.1%	9.5%	11.4%	-2.5%
Year on year variation of tourist	--	-5.0%	7.6%	18.2%	-1.2%

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	45.7%	44.0%	40.5%	43.6%	43.9%
- Tour Operator's website	73.5%	73.2%	80.1%	80.5%	78.4%
Accommodation	16.1%	17.0%	18.2%	17.8%	17.6%
- Accommodation's website	81.3%	85.7%	85.7%	85.0%	84.4%
Travel agency (High street)	16.9%	20.0%	18.5%	17.0%	17.9%
Online Travel Agency (OTA)	16.7%	14.0%	17.7%	17.1%	16.5%
No need to book accommodation	4.6%	4.9%	5.1%	4.4%	4.1%

	2011	2012	2013	2014	2015
Flight booking					
Tour Operator	55.2%	50.7%	43.3%	45.9%	46.8%
- Tour Operator's website	71.6%	72.4%	78.0%	79.7%	78.5%
Airline	22.7%	23.2%	29.1%	28.1%	27.6%
- Airline's website	96.7%	97.2%	97.4%	98.0%	97.2%
Travel agency (High street)	13.0%	17.7%	16.3%	15.7%	16.1%
Online Travel Agency (OTA)	9.1%	8.4%	11.3%	10.4%	9.5%

Expenditure in the Canary Islands per tourist and trip (€)

Accommodation (*) :	31.33	30.32	34.47	33.70	31.09
- Accommodation	26.67	26.09	29.80	28.84	26.79
- Additional accommodation expenses	4.65	4.23	4.68	4.85	4.30
Transport:	29.18	28.42	29.97	27.04	30.83
- Public transport	3.68	3.31	4.75	3.98	4.00
- Taxi	7.17	6.03	7.10	7.12	7.55
- Car rental	18.33	19.08	18.12	15.93	19.28
Food and drink:	148.65	151.69	151.71	150.40	144.47
- Food purchases at supermarkets	57.57	59.37	63.70	58.69	50.07
- Restaurants	91.08	92.32	88.01	91.71	94.40
Souvenirs:	39.80	42.81	42.69	42.33	40.29
Leisure:	40.41	38.26	37.97	39.03	34.08
- Organized excursions	18.34	16.43	16.15	17.25	14.40
- Leisure, amusement	4.47	3.71	3.98	3.57	3.08
- Trip to other islands	1.43	2.24	2.09	1.94	1.93
- Sporting activities	4.16	3.61	5.14	5.02	4.46
- Cultural activities	4.35	4.19	4.24	3.86	4.37
- Discos and disco-pubs	7.67	8.08	6.37	7.40	5.83
Others:	18.09	12.12	15.64	11.26	11.41
- Wellness	2.81	2.56	2.64	2.59	2.69
- Medical expenses	1.75	1.64	1.64	1.60	1.33
- Other expenses	13.53	7.92	11.35	7.08	7.39

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	6.7%	6.4%	7.6%	6.4%	5.6%
4* Hotel	31.4%	35.5%	34.0%	34.5%	35.3%
1-2-3* Hotel	12.8%	12.6%	11.8%	12.4%	13.0%
Apartment	44.0%	40.7%	41.0%	41.8%	41.7%
Property (privately-owned, friends, family)	3.1%	4.1%	4.3%	4.1%	3.6%
Others	1.9%	0.7%	1.3%	0.8%	0.8%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	60.5%	60.1%	61.9%	58.2%	51.4%
Percentage of women	39.5%	39.9%	38.1%	41.8%	48.6%

	2011	2012	2013	2014	2015
Age					
Average age (tourists > 16 years old)	42.2	43.6	43.5	44.6	46.6
Standard deviation	13.4	13.5	14.3	14.7	14.6

	2011	2012	2013	2014	2015
Age range					
16-24 years old	7.4%	6.1%	8.3%	7.0%	5.8%
25-30 years old	15.3%	13.5%	13.6%	13.3%	10.6%
31-45 years old	39.8%	39.5%	36.6%	35.3%	33.6%
46-60 years old	25.8%	27.3%	26.5%	27.1%	29.2%
Over 60 years old	11.7%	13.7%	15.1%	17.3%	20.8%

	2011	2012	2013	2014	2015
Occupation					
Business owner or self-employed	25.6%	25.2%	26.1%	26.0%	24.7%
Upper/Middle management employee	39.5%	38.6%	36.5%	35.4%	34.7%
Auxiliary level employee	18.4%	18.0%	17.2%	16.4%	15.5%
Students	3.8%	3.2%	4.3%	4.3%	3.8%
Retired	10.5%	12.7%	13.8%	15.6%	19.1%
Unemployed / unpaid dom. work	2.3%	2.3%	2.1%	2.3%	2.1%

	2011	2012	2013	2014	2015
Annual household income level					
€12,000 - €24,000	16.5%	15.8%	17.2%	16.8%	15.7%
€24,001 - €36,000	19.8%	20.6%	20.4%	20.4%	18.4%
€36,001 - €48,000	18.1%	17.2%	16.9%	16.9%	17.7%
€48,001 - €60,000	16.0%	15.8%	16.1%	15.4%	14.4%
€60,001 - €72,000	10.3%	10.1%	8.8%	8.8%	11.2%
€72,001 - €84,000	6.4%	6.4%	6.9%	7.0%	6.6%
More than €84,000	12.9%	14.0%	13.9%	14.7%	16.0%

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.5%	0.4%	0.5%	0.4%	0.6%
Between 2 and 7 days	9.0%	7.6%	7.8%	6.9%	6.2%
Between 8 and 15 days	12.1%	8.9%	9.1%	8.8%	8.5%
Between 16 and 30 days	18.6%	17.0%	17.1%	15.5%	14.5%
Between 31 and 90 days	33.8%	33.5%	35.8%	34.8%	34.8%
More than 90 days	26.1%	32.7%	29.7%	33.6%	35.4%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	9.9%	8.6%	9.1%	7.8%	6.4%
Flight and accommodation (room only)	35.6%	32.9%	32.2%	33.4%	32.2%
Flight and accommodation (B&B)	6.1%	6.7%	6.7%	6.9%	6.9%
Flight and accommodation (half board)	16.5%	17.1%	17.1%	15.9%	15.6%
Flight and accommodation (full board)	2.4%	2.1%	2.9%	3.0%	3.3%
Flight and accommodation (all inclusive)	29.3%	32.7%	32.0%	33.1%	35.6%
% Tourists using low-cost airlines	44.9%	43.2%	55.3%	55.3%	55.5%
Other expenses in their place of residence:					
- Car rental	10.3%	10.6%	12.1%	11.1%	10.9%
- Sporting activities	5.0%	4.9%	6.1%	5.0%	5.2%
- Excursions	2.7%	2.9%	4.5%	4.5%	4.7%
- Combined trip to other islands	0.4%	0.5%	0.9%	0.8%	0.8%

(*) Bear in mind that 94% of the tourists visiting Lanzarote in 2015 paid the accommodation before travelling.

Tourist profile trend (2015)

Lanzarote



Which island do they choose?



Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	1,879,195	1,784,304	1,920,623	2,269,279	2,242,245
- Fuerteventura	1,618,941	1,553,712	1,584,228	1,852,213	1,806,014
- Gran Canaria	3,077,649	3,020,104	3,160,023	3,270,347	3,447,259
- Tenerife	4,090,089	4,079,973	4,221,657	4,270,877	4,518,215
- La Palma	164,416	153,878	151,555	168,474	167,100

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	17.4%	16.8%	17.4%	19.2%	18.4%
- Fuerteventura	14.9%	14.7%	14.4%	15.7%	14.8%
- Gran Canaria	28.4%	28.5%	28.6%	27.6%	28.3%
- Tenerife	37.8%	38.5%	38.2%	36.1%	37.1%
- La Palma	1.5%	1.5%	1.4%	1.4%	1.4%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	5.5%	4.8%	6.2%	5.2%	5.3%
Only with partner	56.9%	56.0%	56.5%	51.9%	51.2%
Only with children (under the age of 13)	0.7%	0.7%	0.8%	1.3%	1.4%
Partner + children (under the age of 13)	12.1%	13.9%	12.1%	12.9%	14.8%
Other relatives	5.4%	4.5%	5.0%	5.8%	5.8%
Friends	5.2%	3.7%	5.4%	5.2%	5.6%
Work colleagues	0.2%	0.3%	0.2%	0.2%	0.1%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	91.3%	91.8%	92.7%	92.1%	92.4%
Tranquillity/rest/relaxation	45.1%	45.0%	45.0%	43.4%	39.1%
Beaches	28.1%	26.6%	26.3%	28.9%	26.1%
Scenery	23.6%	21.2%	24.7%	23.5%	24.2%
Price	19.9%	19.5%	18.7%	19.0%	18.5%
Visiting new places	17.3%	17.2%	16.7%	16.8%	15.8%
Ease of travel	12.9%	12.7%	12.6%	12.2%	13.0%
Suitable destination for children	8.0%	8.5%	8.2%	9.7%	10.2%
Quality of the environment	9.1%	8.2%	9.7%	9.0%	9.1%
Security	5.1%	5.2%	5.5%	5.2%	8.5%
Culture	4.1%	3.8%	4.5%	4.3%	4.6%
Active tourism	3.1%	2.8%	4.1%	4.2%	4.1%
Nightlife/fun	3.3%	4.0%	3.1%	3.1%	2.7%
Shopping	1.9%	2.1%	1.7%	2.1%	2.2%
Nautical activities	1.6%	1.6%	2.2%	1.7%	1.7%
Rural tourism	0.9%	1.0%	1.1%	1.3%	1.1%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	94.4%	95.4%	95.8%	96.2%	95.6%
Average rating (scale 1-10)	8.90	8.97	9.01	9.03	9.01

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists of the island	46.6%	46.7%	48.0%	47.1%	48.1%
- more than 10 visits to the island	4.9%	5.2%	6.0%	6.0%	6.6%

What did motivate them to come?



Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	66.8%	67.2%	69.1%	68.1%	67.5%
Recommendation by friends or relatives	37.8%	36.8%	38.8%	39.9%	36.7%
The Canary Islands television channel	0.3%	0.1%	0.2%	0.2%	0.3%
Other television or radio channels	1.0%	0.4%	0.5%	0.4%	0.5%
Information in the press/magazines/books	4.8%	4.3%	4.5%	4.2%	3.9%
Attendance at a tourism fair	0.3%	0.5%	0.4%	0.2%	0.3%
Tour Operator's brochure or catalogue	10.9%	10.2%	8.1%	9.4%	9.1%
Recommendation by Travel Agency	10.7%	10.1%	9.0%	8.8%	9.7%
Information obtained via the Internet	31.2%	28.9%	31.4%	31.8%	29.6%
Senior Tourism programme	0.6%	0.5%	1.0%	0.8%	0.4%
Others	5.2%	4.9%	5.6%	5.0%	5.1%

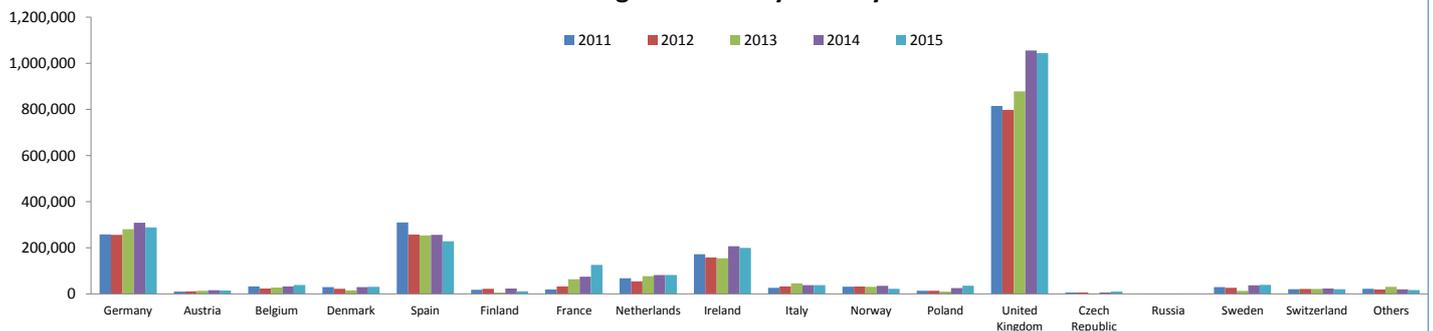
* Multi-choice question

Where are they from?



Ten main source markets	2011	2012	2013	2014	2015
United Kingdom	814,977	797,677	878,332	1,055,839	1,043,767
Germany	257,736	255,908	280,264	308,593	288,353
Spain	309,846	257,248	253,453	256,235	227,770
Ireland	171,799	158,157	154,030	206,689	199,272
France	19,230	32,417	63,443	74,458	125,342
Netherlands	67,446	54,537	76,954	81,913	81,748
Sweden	29,164	26,426	12,976	37,300	39,157
Belgium	32,588	23,365	27,351	32,264	38,477
Italy	26,483	32,209	45,788	37,594	38,041
Poland	13,307	13,430	9,745	25,144	35,600

Tourists visiting Lanzarote by country of residence



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.