

# Profile of Luxembourgish tourist visiting Canary Islands

## 2015



### How many they are and how much do they spend?



	Luxembourg	All markets
Tourist arrivals (> 16 years old)	25,316	12,310,044
Average daily expenditure (€)	184.19	133.60
. in their place of residence	133.39	95.33
. in the Canary Islands	50.81	38.27
Average length of stay	9.40	9.46
Turnover per tourist (€)	1,510	1,125
Total turnover (> 16 years old) (€m)	38	13,854
Share of total turnover	0.3%	100%
Share of total tourist	0.2%	100%

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

	Luxembourg	All markets
<b>Accommodation (*)</b> :	107.33	44.10
- Accommodation	70.18	37.76
- Additional accommodation expenses	37.15	6.33
<b>Transport:</b>	34.43	27.41
- Public transport	0.84	4.99
- Taxi	13.27	7.42
- Car rental	20.32	14.99
<b>Food and drink:</b>	98.53	153.13
- Food purchases at supermarkets	23.56	68.64
- Restaurants	74.97	84.49
<b>Souvenirs:</b>	113.37	55.15
<b>Leisure:</b>	44.62	36.28
- Organized excursions	19.28	14.63
- Leisure, amusement	2.05	5.23
- Trip to other islands	0.00	1.51
- Sporting activities	18.24	5.38
- Cultural activities	3.14	2.18
- Discos and disco-pubs	1.91	7.34
<b>Others:</b>	23.49	15.71
- Wellness	6.37	2.97
- Medical expenses	0.39	1.46
- Other expenses	16.73	11.28

### How far in advance do they book their trip?



	Luxembourg	All markets
The same day they leave	1.4%	0.6%
Between 2 and 7 days	6.1%	7.3%
Between 8 and 15 days	15.9%	8.9%
Between 16 and 30 days	16.3%	15.4%
Between 31 and 90 days	28.3%	33.9%
More than 90 days	32.0%	33.8%

### What do they book at their place of residence?



	Luxembourg	All markets
Flight only	4.9%	11.1%
Flight and accommodation (room only)	6.1%	25.5%
Flight and accommodation (B&B)	4.2%	7.6%
Flight and accommodation (half board)	31.2%	18.3%
Flight and accommodation (full board)	5.8%	4.4%
Flight and accommodation (all inclusive)	47.9%	33.2%
<b>% Tourists using low-cost airlines</b>	8.4%	47.1%
<b>Other expenses in their place of residence:</b>		
- Car rental	8.4%	11.5%
- Sporting activities	14.2%	5.4%
- Excursions	13.6%	5.7%
- Combined trip to other islands	1.7%	2.0%

### How do they book?



	Luxembourg	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	50.6%	42.8%
- Tour Operator's website	81.4%	78.8%
<b>Accommodation</b>	8.1%	14.0%
- Accommodation's website	85.6%	81.9%
<b>Travel agency (High street)</b>	27.1%	19.8%
<b>Online Travel Agency (OTA)</b>	11.4%	15.4%
<b>No need to book accommodation</b>	2.9%	8.0%

	Luxembourg	All markets
<b>Flight booking</b>		
<b>Tour Operator</b>	44.3%	45.5%
- Tour Operator's website	75.2%	77.7%
<b>Airline</b>	23.9%	24.9%
- Airline's website	89.6%	96.2%
<b>Travel agency (High street)</b>	29.1%	18.6%
<b>Online Travel Agency (OTA)</b>	2.6%	11.0%

### Where do they stay?



	Luxembourg	All markets
5* Hotel	21.2%	6.8%
4* Hotel	59.6%	37.7%
1-2-3* Hotel	6.2%	15.0%
Apartment	9.4%	30.3%
Property (privately-owned, friends, family)	2.8%	7.0%
Others	0.8%	3.2%

### How are they?



	Luxembourg	All markets
<b>Gender</b>		
Percentage of men	60.1%	49.8%
Percentage of women	39.9%	50.2%
<b>Age</b>		
Average age (tourists > 16 years old)	45.4	44.5
Standard deviation	14.5	14.9
<b>Age range</b>	0.0	0.0
16-24 years old	5.3%	8.8%
25-30 years old	13.2%	13.1%
31-45 years old	35.0%	32.8%
46-60 years old	32.1%	28.4%
Over 60 years old	14.4%	17.0%
<b>Occupation</b>		
Business owner or self-employed	16.3%	23.7%
Upper/Middle management employee	48.2%	37.1%
Auxiliary level employee	9.9%	16.6%
Students	2.3%	5.6%
Retired	21.7%	14.5%
Unemployed / unpaid dom. work	1.5%	2.5%
<b>Annual household income level</b>		
€12,000 - €24,000	2.9%	18.3%
€24,001 - €36,000	7.5%	18.9%
€36,001 - €48,000	14.2%	16.9%
€48,001 - €60,000	17.2%	14.6%
€60,001 - €72,000	16.9%	9.2%
€72,001 - €84,000	15.9%	6.1%
More than €84,000	25.3%	16.0%

(\*) Bear in mind that 95% of Luxembourgish tourists pay the accommodation before travelling.

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### Which island do they choose?



Tourists (> 16 years old)	Luxembourg	All markets
- Lanzarote	4,271	2,242,245
- Fuerteventura	3,558	1,806,014
- Gran Canaria	6,680	3,447,259
- Tenerife	10,525	4,518,215
- La Palma	0	167,100

Share (%)	Luxembourg	All markets
- Lanzarote	17.1%	18.4%
- Fuerteventura	14.2%	14.8%
- Gran Canaria	26.7%	28.3%
- Tenerife	42.0%	37.1%
- La Palma	0.0%	1.4%

### Who do they come with?



	Luxembourg	All markets
Unaccompanied	12.0%	9.8%
Only with partner	46.3%	48.0%
Only with children (under the age of 13)	3.5%	1.4%
Partner + children (under the age of 13)	14.2%	11.8%
Other relatives	0.0%	6.4%
Friends	8.1%	6.1%
Work colleagues	0.0%	0.4%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Luxembourg	All markets
Climate/sun	97.2%	89.3%
Tranquillity/rest/relaxation	39.1%	37.9%
Beaches	36.7%	33.6%
Scenery	28.9%	22.6%
Visiting new places	12.5%	14.1%
Quality of the environment	10.7%	6.4%
Security	9.9%	7.5%
Ease of travel	7.5%	8.3%
Golf	4.0%	1.1%
Price	3.9%	14.1%
Active tourism	3.6%	5.2%
Suitable destination for children	3.5%	7.7%
Nautical activities	2.0%	2.1%
Shopping	1.8%	3.0%
Theme parks	1.4%	3.1%
Rural tourism	1.4%	1.0%

### How do they value the destination?



Impression of their stay	Luxembourg	All markets
Good or very good (% tourists)	91.8%	93.3%
Average rating (scale 1-10)	8.61	8.84

### How many are loyal to the destination?

Percentage of repeat tourists	Luxembourg	All markets
Repeat tourists	72.2%	76.4%
In love (more than 10 visits)	9.6%	16.7%

### Where does the flight come from?



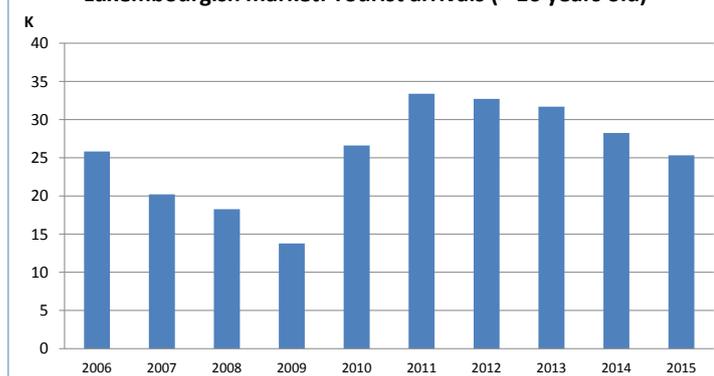
Ten main origin countries	Luxembourg	All markets
Luxembourg	20,427	58,602
Germany	1,825	2,561,891
Belgium	1,509	359,967
Spain	716	1,897,955
Portugal	286	42,218
France	250	318,592
Switzerland	240	243,535
United Kingdom	63	3,848,961
Austria	0	78,497
Denmark	0	290,123

### What did motivate them to come?

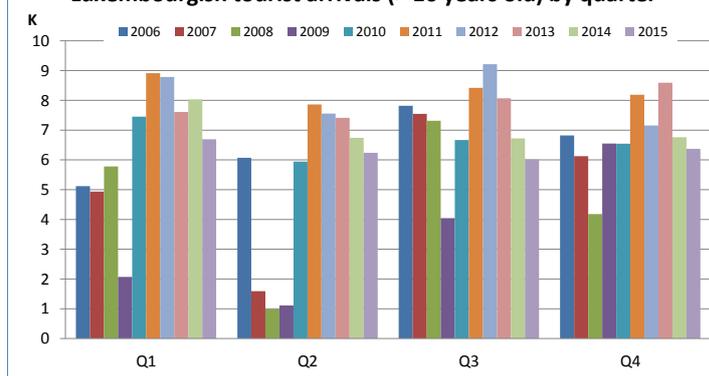


Aspects motivating the choice	Luxembourg	All markets
Previous visits to the Canary Islands	60.7%	64.1%
Recommendation by friends or relatives	34.4%	34.7%
The Canary Islands television channel	2.3%	0.4%
Other television or radio channels	1.4%	0.7%
Information in the press/magazines/books	4.8%	3.7%
Attendance at a tourism fair	1.2%	0.5%
Tour Operator's brochure or catalogue	14.7%	8.2%
Recommendation by Travel Agency	9.4%	9.5%
Information obtained via the Internet	10.5%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	4.3%	6.7%

Luxembourgish market: Tourist arrivals (> 16 years old)



Luxembourgish tourist arrivals (> 16 years old) by quarter



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.