

Tourist profile by municipality

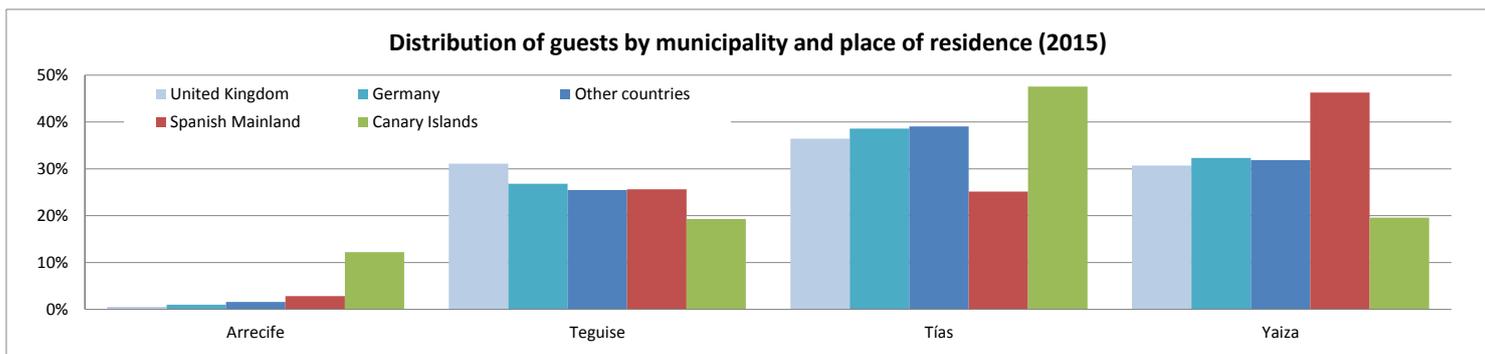
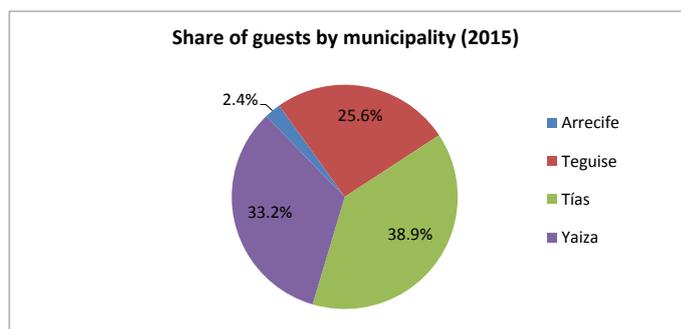
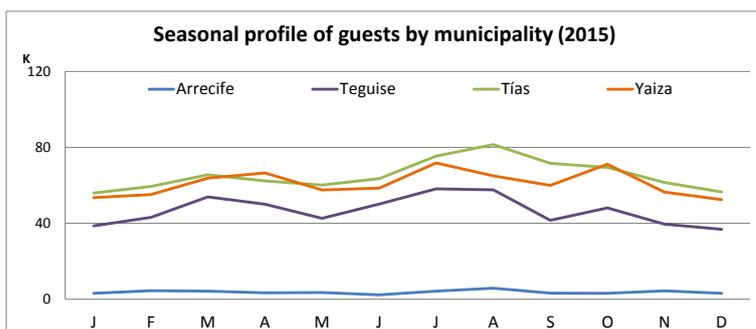
Lanzarote (2015)



GUESTS IN ACCOMMODATION

Place of residence:	Municipality of stay					Accommodation type	
	Arrecife	Teguise	Tías	Yaiza	Lanzarote	Hotel	Apartment
Abroad	29,757	480,702	737,184	600,829	1,887,261	1,132,292	754,969
- United Kingdom	5,429	309,033	361,979	305,169	993,920	532,423	461,497
- Germany	2,792	75,635	108,787	91,103	281,957	230,539	51,418
Spanish Mainland	6,407	58,125	57,033	104,979	226,860	182,123	44,737
Canary Islands	16,053	25,314	62,457	25,703	131,314	69,683	61,631
Total	52,217	564,141	856,674	731,511	2,245,435	1,384,098	861,337

Place of residence:	Municipality of stay (%)					Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Lanzarote	Hotel	Apartment
Abroad	1.6%	25.5%	39.1%	31.8%	100%	60.0%	40.0%
- United Kingdom	0.5%	31.1%	36.4%	30.7%	100%	53.6%	46.4%
- Germany	1.0%	26.8%	38.6%	32.3%	100%	81.8%	18.2%
Spanish Mainland	2.8%	25.6%	25.1%	46.3%	100%	80.3%	19.7%
Canary Islands	12.2%	19.3%	47.6%	19.6%	100%	53.1%	46.9%



Other indicators

	Municipality (%)					Accommodation type (%)	
	Arrecife	Teguise	Tías	Yaiza	Lanzarote	Hotel	Apartment
Bednights							
Abroad	167,527	4,195,563	6,529,562	5,385,760	16,663,613	9,624,062	7,039,551
- United Kingdom	38,833	2,694,968	3,112,574	2,727,747	8,676,517	4,351,543	4,324,974
- Germany	19,702	745,911	3,112,574	954,535	2,875,356	2,290,367	584,989
Spanish Mainland	27,756	394,509	368,313	702,973	1,495,845	1,185,774	310,071
Canary Islands	43,029	93,891	298,039	146,277	588,210	317,596	270,614
Total	238,312	4,683,963	7,195,914	6,235,010	18,747,668	11,127,432	7,620,236
Length of stay							
Abroad	5.6	8.7	8.9	9.0	8.8	8.5	9.6
- United Kingdom	7.2	8.7	8.6	8.9	8.7	8.2	9.7
- Germany	7.1	9.9	10.2	10.5	10.2	9.9	11.6
Spanish Mainland	3.2	5.9	5.6	6.5	5.8	6.0	5.8
Canary Islands	2.7	3.7	4.8	5.7	4.5	4.6	4.3
Total	4.6	8.3	8.4	8.5	8.4	8.0	9.1
ADR (€)	54.9	56.9	59.7	71.7	63.6	74.7	45.7
RevPar (€)	33.5	48.2	45.2	61.4	51.1	62.0	34.9
Bed-space occupancy rate (%)	57.6	74.9	67.5	77.3	71.5	73.8	68.5
Occupancy rate per room/apartment (%)	60.9	84.7	75.6	85.7	80.3	83.0	76.3

Sources: Encuestas de alojamiento turístico hotelero y extrahotelero (ISTAC).

Note 1: guests checking in as new arrivals. Note 2: Occupancy rate could be above 100% because of extra beds.

Tourist profile by municipality

Lanzarote (2015)



Profile of tourist visiting Lanzarote by municipality of stay

Where are they from?

Tourists (> 16 years old)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
United Kingdom	14,485	287,795	369,364	347,782	1,019,426
Germany	5,710	91,461	110,395	70,809	278,375
Spanish Mainland	14,626	42,231	65,544	99,491	221,892
Others	16,079	134,007	327,705	177,943	655,734
Share by place of residence (%)					
United Kingdom	1.4%	28.2%	36.2%	34.1%	100%
Germany	2.1%	32.9%	39.7%	25.4%	100%
Spanish Mainland	6.6%	19.0%	29.5%	44.8%	100%
Others	2.5%	20.4%	50.0%	27.1%	100%

How much do they spend?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Tourist arrivals (> 16 years old)	50,900	555,494	873,008	696,024	2,242,245
Average daily expenditure (€)	145.24	119.12	122.44	132.82	125.49
. in their place of residence	92.12	89.27	83.68	100.75	90.72
. in the Canary Islands	53.12	29.84	38.76	32.08	34.78
Average length of stay	7.40	9.02	8.99	9.04	9.00
Turnover per tourist (€)	917	987	1,020	1,099	1,038
Total turnover (> 16 years old) (€m)	47	548	890	765	2,327
Share of total turnover	2.0%	23.6%	38.3%	32.9%	100%
Share of total tourists	2.3%	24.8%	38.9%	31.0%	100%

What is their main reason for coming?

Trip reasons	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Holidays	82.9%	98.5%	98.3%	98.6%	97.8%
Professional or family reasons	15.2%	1.0%	1.2%	1.0%	1.5%
Other reason	1.9%	0.6%	0.5%	0.5%	0.6%

What did motivate them to come?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Previous visits to the Canary Islands	51.1%	64.3%	72.0%	66.2%	67.4%
Recommendation by friends or relatives	42.6%	32.9%	39.3%	35.1%	36.6%
Tour Operator's brochure or catalogue	2.2%	9.7%	7.9%	11.3%	9.1%
Recommendation by Travel Agent	4.9%	12.2%	8.7%	9.9%	9.7%
Internet	31.2%	31.4%	26.6%	31.8%	29.5%
Others	20.5%	10.7%	9.1%	9.8%	10.4%

* Multi-choice question

Why do they choose Fuerteventura?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Climate/sun	78.8%	92.8%	93.8%	93.0%	92.4%
Tranquillity/rest/relaxation	33.2%	38.4%	38.8%	41.5%	39.1%
Beaches	28.3%	24.9%	29.7%	23.4%	26.1%
Scenery	32.3%	23.1%	23.5%	25.0%	24.2%
Price	19.3%	19.5%	21.2%	15.3%	18.5%
Visiting new places	25.0%	18.8%	14.5%	15.0%	15.8%
Ease of travel	7.1%	12.2%	13.1%	14.3%	13.0%
Culture	9.2%	10.5%	8.7%	9.9%	10.3%
Quality of the environment	7.3%	8.0%	8.5%	11.1%	9.1%
Suitable destination for children	1.2%	9.9%	8.0%	14.3%	10.2%
Security	6.0%	10.2%	8.9%	9.1%	9.0%
Sports	5.4%	5.2%	3.2%	2.3%	4.4%
Others	19.7%	7.8%	12.2%	8.8%	10.4%

* Multi-choice question

How do they book?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Flight booking					
Tour Operator	38.7%	48.6%	43.2%	51.2%	46.8%
Airline	35.5%	22.8%	32.7%	22.5%	27.6%
Travel agency (High street)	6.6%	18.6%	15.0%	17.3%	16.1%
Online Travel Agency (OTA)	19.2%	10.0%	9.1%	9.0%	9.5%
Accommodation booking					
Tour Operator	37.8%	49.6%	41.6%	49.4%	45.8%
Accommodation	25.0%	14.6%	22.3%	14.2%	18.3%
Travel agency (High street)	5.2%	20.3%	17.7%	20.4%	18.7%
Online Travel Agency (OTA)	31.9%	15.5%	18.4%	16.0%	17.2%

What do they book at their place of residence?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Flight only	19.1%	5.3%	5.9%	5.9%	6.4%
Flight & accommodation (room or	14.9%	24.8%	44.6%	21.0%	32.1%
Flight & accommodation (B&B)	31.5%	4.5%	7.0%	6.7%	6.9%
Flight & accommodation (half boar	22.8%	14.6%	12.8%	20.3%	15.5%
Flight & accommodation (full boar	5.6%	3.0%	2.9%	3.8%	3.3%
Flight & accommodation (all inclus	6.1%	47.4%	26.5%	42.1%	35.5%
% Tourists using low-cost airlines	80.1%	54.9%	55.8%	53.7%	55.5%
Other expenses in their place of residence					
Tourists who did not spend anything	67.8%	78.0%	84.7%	79.9%	79.7%
Tourists who did spend	32.2%	22.0%	15.3%	20.1%	20.3%
- Excursions	29.5%	27.7%	27.7%	17.3%	22.7%
- Car rental	77.3%	46.6%	53.9%	59.7%	53.0%
- Other expenses	15.9%	44.2%	33.9%	34.4%	38.9%

* Multi-choice question

Where do they stay?

Type of accommodation	Arrecife	Teguise	Tías	Yaiza	Lanzarote
German market					
- Hotel	100%	100%	100%	100%	100%
- Apartment	80.0%	77.2%	64.8%	81.6%	71.6%
- Other type of accommodation	2.6%	19.8%	33.6%	14.2%	25.1%
Spanish Mainland market					
- Hotel	100%	100%	100%	100%	100%
- Apartment	60.3%	65.6%	57.2%	87.8%	71.1%
- Other type of accommodation	4.5%	28.5%	40.8%	9.8%	22.8%
British market					
- Hotel	100%	100%	100%	100%	100%
- Apartment	93.8%	45.0%	31.6%	64.0%	47.6%
- Other type of accommodation	2.1%	50.8%	64.1%	31.6%	48.0%
Other markets					
- Hotel	100%	100%	100%	100%	100%
- Apartment	67.9%	64.6%	31.0%	72.5%	50.3%
- Other type of accommodation	15.7%	32.5%	65.8%	22.8%	45.5%
Length of stay by type of accommodation					
Hotel	6.2	8.3	8.4	8.4	8.3
Apartment	11.6	10.0	9.2	10.2	9.6
Others	10.5	9.4	12.6	12.7	11.4

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Lanzarote (2015)



How many islands did they visit in this trip?

Number of islands	Arrecife	Teguise	Tías	Yaiza	Lanzarote
One island	87.2%	90.2%	91.6%	87.1%	89.8%
Two islands	12.1%	8.6%	7.6%	12.1%	9.3%
Three or more islands	0.6%	1.1%	0.9%	0.7%	0.9%

Who are they?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Gender					
Percentage of men	52.1%	51.5%	50.5%	51.7%	51.4%
Percentage of women	47.9%	48.5%	49.5%	48.3%	48.6%
Age range					
16-44 years old	58.8%	50.0%	43.5%	47.7%	47.1%
Over 44 years old	41.2%	50.0%	56.5%	52.3%	52.9%
Occupation					
Active	76.5%	76.3%	72.6%	76.4%	75.0%
Inactive	23.5%	23.7%	27.4%	23.6%	25.0%
Annual household income level					
€12,000 - €48,000	62.5%	54.4%	54.9%	46.3%	51.8%
More than €48,000	37.5%	45.6%	45.1%	53.7%	48.2%

Who do they come with?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Partner	54.4%	77.6%	75.4%	80.1%	76.5%
Children	11.4%	26.6%	22.8%	33.0%	26.5%
Other relatives	10.8%	10.0%	12.3%	11.7%	11.5%
Others	11.1%	6.8%	9.1%	6.8%	8.0%
With children (< 13 year old)	3.4%	21.1%	20.0%	33.8%	24.9%

* Multi-choice question

How do they rate the destination?

Impression of their stay	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Good or very good (% tourists)	95.7%	93.7%	96.5%	95.9%	95.6%

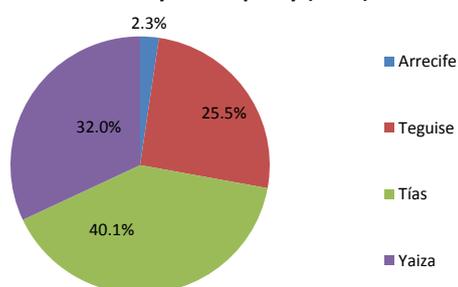
How do they rate the following features and services?

(Scale 1 - 10)	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Accommodation	8.5	7.9	8.0	8.3	8.1
Quality of accommodation	8.9	8.3	8.4	8.6	8.4
Treatment at accommodation	8.6	7.8	8.0	8.3	8.1
Quality of the food	8.0	7.5	7.6	7.9	7.7
Environmental	8.4	8.2	8.4	8.5	8.4
Climate	8.4	8.3	8.4	8.7	8.5
Bathing areas	8.1	8.0	8.3	8.3	8.2
Tranquility	8.8	8.3	8.6	8.6	8.5
Cleanliness	8.6	8.3	8.5	8.6	8.5
Quality of the environment	8.4	8.3	8.5	8.6	8.5
Scenery	8.2	7.9	8.3	8.3	8.2
Restaurants	8.1	8.1	8.1	8.1	8.1
Quality of restaurants	8.4	8.4	8.4	8.4	8.4
Treatment from restaurant sta	8.0	8.0	8.1	8.1	8.1
Prices	8.1	8.0	8.1	8.0	8.0
Local food and drink	7.8	7.8	7.8	7.8	7.8
Leisure activities	7.5	7.5	7.6	7.5	7.6
Cultural activities	7.9	8.0	7.9	7.9	7.9
Sporting activities	7.5	7.8	7.7	7.7	7.8
Health-related activities, welln	7.8	7.8	7.8	7.8	7.8
Organized excursions	7.8	7.5	7.5	7.7	7.6
Recreational facilities for childr	6.6	7.5	7.4	7.7	7.6
Theme parks	7.3	7.3	7.5	7.1	7.3
Golf	7.4	6.9	7.2	7.1	7.1
Nightlife, fun	6.3	6.9	6.7	6.6	6.7
Services and infrastructures	8.2	8.2	8.3	8.3	8.3
Bus services	8.8	8.6	8.7	8.7	8.7
Hospitality	8.2	8.3	8.7	8.5	8.5
Security	8.6	8.5	8.6	8.7	8.6
Taxi services	8.5	8.1	8.2	8.3	8.2
State of roads	8.2	8.3	8.3	8.4	8.3
Car rental	7.6	8.1	7.9	7.8	7.9
Quality and variety of shops	7.3	7.6	7.7	7.8	7.7
Total	8.2	8.0	8.2	8.2	8.2

How many are loyal to the destination?

	Arrecife	Teguise	Tías	Yaiza	Lanzarote
Repeat tourists					
- Germany	60.4%	74.6%	77.8%	82.8%	77.5%
- Spanish Mainland	86.3%	75.6%	74.1%	82.5%	78.9%
- United Kingdom	67.9%	85.0%	87.6%	84.1%	85.2%
- Others	56.1%	54.6%	80.0%	65.1%	70.3%
In love (at least 10 previous vi:					
- Germany	12.9%	30.4%	34.7%	41.5%	34.9%
- Spanish Mainland	34.2%	23.9%	25.4%	34.9%	30.4%
- United Kingdom	14.7%	44.1%	51.7%	46.8%	47.4%
- Others	18.5%	15.6%	40.0%	23.4%	30.3%

Share of tourists by municipality (2015)



Tourist arrivals by municipality (2015)

