

LANZAROTE: Profile of tourist visiting more than one island during the trip (2017)

How many are they and how much do they spend?



	More than one island	Lanzarote
Tourist arrivals (> 16 years old)	223,321	2,488,213
Average daily expenditure (€)	132.74	134.14
. in their place of residence	93.34	97.97
. in the Canary Islands	39.40	36.17
Average length of stay	9.58	8.76
Turnover per tourist (€)	1,169	1,087
Total turnover (> 16 years old) (€m)	261	2,705
Share of total tourist	9.0%	100%
Share of total turnover	9.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	16.5%	14.4%
- Additional accommodation expenses	8.0%	6.5%

Transport:

- Public transport	18.6%	15.7%
- Taxi	22.9%	27.7%
- Car rental	34.0%	25.5%

Food and drink:

- Food purchases at supermarkets	60.0%	60.3%
- Restaurants	66.0%	63.4%

Souvenirs:

	59.7%	56.3%
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Leisure:

- Organized excursions	27.5%	20.0%
- Leisure, amusement	6.1%	6.2%
- Trip to other islands	40.0%	3.6%
- Sporting activities	6.3%	5.8%
- Cultural activities	10.4%	8.8%
- Discos and disco-pubs	5.9%	4.8%

Others:

- Wellness	6.4%	5.3%
- Medical expenses	6.3%	4.9%
- Other expenses	10.0%	10.0%



-2%
TOURISTS*
223,321



-8%
TRAVEL EXPENSES
€1,169



-10%
TURNOVER
€261 MILL

What do they book at their place of residence?



	More than one island	Lanzarote
Flight only	6.6%	5.0%
Flight and accommodation (room only)	28.6%	31.1%
Flight and accommodation (B&B)	7.1%	8.0%
Flight and accommodation (half board)	21.1%	18.4%
Flight and accommodation (full board)	3.1%	3.2%
Flight and accommodation (all inclusive)	33.5%	34.4%
% Tourists using low-cost airlines	60.9%	59.0%

Other expenses in their place of residence:

- Car rental	21.7%	11.2%
- Sporting activities	4.2%	5.4%
- Excursions	10.0%	4.3%
- Trip to other islands	9.4%	0.8%

* Tourists over 16 years old.

How do they book?



Accommodation booking	More than one island	Lanzarote
Tour Operator	33.8%	41.0%
- Tour Operator's website	82.6%	80.3%
Accommodation	17.2%	18.5%
- Accommodation's website	90.2%	86.6%
Travel agency (High street)	20.7%	18.4%
Online Travel Agency (OTA)	25.3%	19.1%
No need to book accommodation	3.0%	3.0%

Flight booking	More than one island	Lanzarote
Tour Operator	37.2%	42.8%
- Tour Operator's website	82.1%	78.3%
Airline	29.1%	29.4%
- Airline's website	97.7%	98.3%
Travel agency (High street)	19.7%	17.1%
Online Travel Agency (OTA)	14.0%	10.7%

How far in advance do they book their trip?



	More than one island	Lanzarote
The same day they leave	0.5%	0.4%
Between 2 and 7 days	5.3%	5.1%
Between 8 and 15 days	5.5%	6.0%
Between 16 and 30 days	10.9%	11.9%
Between 31 and 90 days	39.1%	36.3%
More than 90 days	38.7%	40.4%

Who are they?



Gender	More than one island	Lanzarote
Men	48.8%	47.6%
Women	51.2%	52.4%

Age

Average age (tourists > 16 years old)	48.3	49.7
Standard deviation	15.0	15.1

Age range (> 16 years old)

16-24 years old	5.7%	5.3%
25-30 years old	9.1%	7.5%
31-45 years old	28.7%	27.2%
46-60 years old	32.3%	33.1%
Over 60 years old	24.2%	26.9%

Occupation

Business owner or self-employed	26.8%	24.8%
Upper/Middle management employee	35.9%	32.7%
Auxiliary level employee	12.4%	13.2%
Students	4.1%	3.0%
Retired	19.6%	24.3%
Unemployed / unpaid dom. work	1.2%	1.9%

Annual household income level

€12,000 - €24,000	18.8%	15.2%
€24,001 - €36,000	21.7%	18.9%
€36,001 - €48,000	16.6%	17.1%
€48,001 - €60,000	14.6%	15.9%
€60,001 - €72,000	9.2%	9.5%
€72,001 - €84,000	5.5%	6.6%
More than €84,000	13.6%	16.8%

LANZAROTE: Profile of tourist visiting more than one island during the trip (2017)

Tourists by number of islands visited during the trip

	2 or more	3 or more	4 or more	5 or more	6 or more	7 islands
Tourists (> 16 years old)	223,321	34,893	13,531	2,774	315	0

Islands visited during the trip to Lanzarote

	More than one island	Fuerteventura	Gran Canaria	Tenerife	La Palma	La Gomera	El Hierro
Tourists (> 16 years old)	223,321	187,621	35,409	34,738	6,927	8,797	1,342
Share of tourist	100%	84.0%	15.9%	15.6%	3.1%	3.9%	0.6%

* Multi-choice question

Where do they stay?

	More than one island	Lanzarote
5* Hotel	6.1%	6.4%
4* Hotel	39.8%	37.9%
1-2-3* Hotel	12.0%	11.8%
Apartment	38.8%	41.6%
Property (privately-owned, friends, family)	1.8%	1.4%
Others	1.5%	0.9%

Who do they come with?

	More than one island	Lanzarote
Unaccompanied	5.0%	4.5%
Only with partner	52.8%	50.0%
Only with children (under the age of 13)	0.3%	1.2%
Partner + children (under the age of 13)	11.8%	14.1%
Other relatives	5.4%	6.2%
Friends	5.4%	4.6%
Work colleagues	0.4%	0.1%
Other combinations ⁽¹⁾	18.9%	19.3%

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

How do they rate the Canary Islands?

	More than one island	Lanzarote
Opinion on their stay		
Good or very good (% tourists)	94.0%	95.2%
Average rating (scale 1-10)	9.00	9.06

How many are loyal to the Canary Islands?

	More than one island	Lanzarote
Repeat tourists of the island		
At least 1 previous visit	54.0%	55.0%
At least 10 previous visits	4.7%	7.1%

Where are they from?

Tourists (> 16 years old)	%	Abolsute
United Kingdom	31.6%	70,628
Spanish Mainland	16.5%	36,890
Germany	15.0%	33,582
Italy	7.3%	16,333
France	6.8%	15,108
Ireland	5.0%	11,264
Netherlands	3.4%	7,685
Poland	3.3%	7,372
Switzerland	2.6%	5,909
Others	8.3%	18,550

Why do they choose the Canary Islands?

Aspects influencing the choice	More than one island	Lanzarote
Climate/sun	88.8%	93.0%
Tranquillity/rest/relaxation	37.4%	41.4%
Scenery	32.4%	24.9%
Beaches	31.1%	26.8%
Visiting new places	21.6%	16.4%
Quality of the environment	10.9%	9.9%
Security	10.5%	10.0%
Price	10.1%	15.1%
Ease of travel	8.5%	13.4%
Active tourism	7.9%	4.2%
Suitable destination for children	6.5%	10.0%
Culture	4.7%	4.2%
Shopping	3.3%	2.0%
Rural tourism	2.2%	1.3%
Nautical activities	2.1%	1.5%
Nightlife/fun	1.7%	2.4%

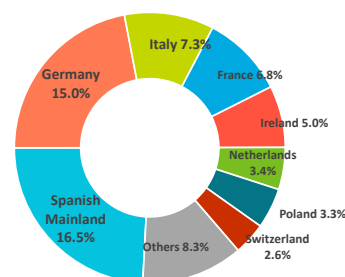
* Multi-choice question

What did motivate them to come?

Prescription sources	More than one island	Lanzarote
Previous visits to the Canary Islands	68.1%	70.8%
Recommendation by friends/relatives	34.4%	36.3%
The Canary Islands television channel	0.2%	0.1%
Other television or radio channels	0.5%	0.8%
Information in press/magazines/books	5.8%	4.0%
Attendance at a tourism fair	0.3%	0.3%
Tour Operator's brochure or catalogue	5.6%	8.1%
Recommendation by Travel Agency	7.9%	8.6%
Information obtained via the Internet	27.1%	28.5%
Senior Tourism programme	0.6%	0.1%
Others	4.1%	4.4%

* Multi-choice question

Share of tourists > 16 years old by source markets



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.