

# Tourist profile by quarter of trip (2016)

## Lanzarote



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

	Q1	Q2	Q3	Q4	Total
Tourist arrivals (> 16 years old)	560,886	562,021	604,857	600,909	2,328,674
Average daily expenditure (€)	126.54	122.38	133.41	141.11	131.08
· in their place of residence	90.40	87.10	96.99	106.10	95.37
· in the Canary Islands	36.13	35.28	36.42	35.01	35.71
Average length of stay	9.85	8.73	9.38	8.67	9.15
Turnover per tourist (€)	1,129	1,000	1,155	1,145	1,109
Total turnover (> 16 years old) (€m)	633.2	561.9	698.6	687.9	2,581.7
Turnover: share by quarter	24.5%	21.8%	27.1%	26.6%	100%
Tourist arrivals: share by quarter	24.1%	24.1%	26.0%	25.8%	100%

	Q1	Q2	Q3	Q4	Total
<b>Expenditure in the Canary Islands per tourist and trip (€) (*)</b>					
<b>Accommodation (**):</b>	52.67	39.63	50.99	50.24	48.46
- Accommodation	47.19	35.00	44.13	44.82	42.84
- Additional accommodation expenses	5.48	4.64	6.86	5.42	5.62
<b>Transport:</b>	32.47	25.17	28.51	27.37	28.36
- Public transport	4.82	3.82	4.53	5.19	4.60
- Taxi	8.06	6.69	6.95	6.98	7.16
- Car rental	19.59	14.67	17.04	15.19	16.60
<b>Food and drink:</b>	157.62	140.80	146.41	138.83	145.80
- Food purchases at supermarkets	65.06	53.39	55.81	54.07	57.01
- Restaurants	92.56	87.41	90.60	84.76	88.79
<b>Souvenirs:</b>	43.69	40.17	40.30	32.36	39.04
<b>Leisure:</b>	26.80	29.49	41.03	27.91	31.43
- Organized excursions	13.29	15.16	20.57	14.85	16.03
- Leisure, amusement	1.62	1.77	3.66	2.76	2.48
- Trip to other islands	2.07	2.29	2.77	1.51	2.16
- Sporting activities	3.76	3.22	4.96	3.59	3.90
- Cultural activities	3.58	3.09	4.69	2.65	3.51
- Discos and disco-pubs	2.48	3.95	4.38	2.56	3.35
<b>Others:</b>	10.79	10.37	10.31	10.08	10.38
- Wellness	3.60	2.32	3.34	3.12	3.10
- Medical expenses	1.68	1.33	1.05	1.62	1.42
- Other expenses	5.51	6.73	5.93	5.34	5.87

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

	Q1	Q2	Q3	Q4	Total
The same day they leave	0.8%	0.7%	0.4%	0.3%	0.5%
Between 2 and 7 days	6.3%	4.8%	4.2%	4.9%	5.0%
Between 8 and 15 days	9.7%	5.3%	5.6%	4.3%	6.2%
Between 16 and 30 days	16.6%	13.2%	10.9%	11.8%	13.1%
Between 31 and 90 days	37.0%	38.1%	31.2%	36.9%	35.7%
More than 90 days	29.7%	37.8%	47.8%	41.8%	39.5%

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

	Q1	Q2	Q3	Q4	Total
Flight only	5.2%	3.8%	3.8%	4.1%	4.2%
Flight and accommodation (room only)	27.7%	28.3%	28.8%	26.9%	27.9%
Flight and accommodation (B&B)	9.0%	7.7%	6.5%	7.6%	7.7%
Flight and accommodation (half board)	20.9%	18.0%	17.4%	18.5%	18.7%
Flight and accommodation (full board)	3.7%	3.5%	3.5%	3.8%	3.6%
Flight and accommodation (all inclusive)	33.6%	38.7%	40.0%	39.0%	37.9%
<b>% Tourists using low-cost airlines</b>	50.6%	54.2%	54.9%	50.3%	52.5%
<b>Other expenses in their place of residence:</b>					
- Car rental	10.2%	10.8%	11.8%	10.9%	10.9%
- Sporting activities	4.1%	4.8%	6.3%	5.9%	5.3%
- Excursions	3.5%	4.4%	4.9%	4.3%	4.3%
- Trip to other islands	0.6%	1.0%	1.3%	1.0%	1.0%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

### How do they book?

	Q1	Q2	Q3	Q4	Total
<b>Accommodation booking</b>					
<b>Tour Operator</b>	44.7%	44.7%	42.9%	45.8%	44.5%
- Tour Operator's website	76.8%	79.9%	80.5%	80.2%	79.4%
<b>Accommodation</b>	18.9%	16.8%	18.4%	18.8%	18.2%
- Accommodation's website	84.8%	86.2%	87.3%	84.3%	85.6%
<b>Travel agency (High street)</b>	17.9%	18.6%	20.7%	18.6%	19.0%
<b>Online Travel Agency (OTA)</b>	15.4%	17.7%	15.6%	14.2%	15.7%
<b>No need to book accommodation</b>	3.0%	2.1%	2.4%	2.6%	2.5%

	Q1	Q2	Q3	Q4	Total
<b>Flight booking</b>					
<b>Tour Operator</b>	46.7%	47.7%	44.9%	48.3%	46.9%
- Tour Operator's website	75.6%	76.7%	79.4%	78.9%	77.7%
<b>Airline</b>	25.7%	24.2%	27.6%	26.0%	25.9%
- Airline's website	98.3%	97.1%	98.3%	97.9%	97.9%
<b>Travel agency (High street)</b>	17.7%	16.9%	18.5%	18.0%	17.8%
<b>Online Travel Agency (OTA)</b>	9.9%	11.1%	9.0%	7.7%	9.4%

### Where do they stay?

	Q1	Q2	Q3	Q4	Total
<b>5* Hotel</b>	5.1%	5.9%	7.4%	6.5%	6.3%
<b>4* Hotel</b>	39.9%	44.8%	38.6%	41.8%	41.2%
<b>1-2-3* Hotel</b>	12.8%	9.7%	9.3%	9.1%	10.2%
<b>Apartment</b>	40.0%	38.3%	42.7%	40.6%	40.5%
<b>Property (privately-owned, friends, family)</b>	1.6%	1.0%	1.3%	1.1%	1.3%
<b>Others</b>	0.5%	0.3%	0.7%	0.8%	0.6%

### Who are they?

	Q1	Q2	Q3	Q4	Total
<b>Gender</b>					
Percentage of men	48.8%	44.2%	43.9%	46.0%	45.7%
Percentage of women	51.2%	55.8%	56.1%	54.0%	54.3%
<b>Age</b>					
Average age (tourists > 16 years old)	55.2	52.0	46.2	50.9	51.0
Standard deviation	15.0	15.3	14.6	14.2	15.1
<b>Age range (&gt; 16 years old)</b>					
16-24 years old	3.0%	4.6%	7.4%	3.0%	4.5%
25-30 years old	5.4%	7.4%	11.1%	5.6%	7.4%
31-45 years old	17.8%	20.9%	28.9%	28.0%	24.1%
46-60 years old	31.4%	31.9%	35.2%	35.4%	33.5%
Over 60 years old	42.4%	35.1%	17.4%	28.1%	30.5%
<b>Occupation</b>					
Business owner or self-employed	21.4%	19.4%	23.2%	22.8%	21.7%
Upper/Middle management employee	26.3%	29.5%	35.0%	34.1%	31.4%
Auxiliary level employee	9.7%	14.0%	18.5%	12.9%	13.8%
Students	1.9%	2.9%	4.7%	1.9%	2.9%
Retired	39.4%	32.2%	16.6%	26.5%	28.5%
Unemployed / unpaid dom. work	1.3%	2.0%	1.9%	1.7%	1.7%
<b>Annual household income level</b>					
€12,000 - €24,000	14.1%	16.4%	16.7%	13.7%	15.3%
€24,001 - €36,000	22.4%	20.0%	19.4%	17.2%	19.7%
€36,001 - €48,000	18.0%	20.4%	16.0%	16.5%	17.7%
€48,001 - €60,000	15.0%	16.8%	16.1%	14.9%	15.7%
€60,001 - €72,000	9.0%	8.3%	11.3%	10.3%	9.8%
€72,001 - €84,000	6.3%	5.1%	5.3%	7.7%	6.1%
More than €84,000	15.2%	13.0%	15.2%	19.7%	15.8%

# Tourist profile by quarter of trip (2016)

## Lanzarote



### Which island do they choose?

Tourists (> 16 years old)	Q1	Q2	Q3	Q4	Total
- Lanzarote	560,886	562,021	604,857	600,909	2,328,674
- Fuerteventura	473,171	461,607	484,107	495,222	1,914,107
- Gran Canaria	991,937	750,985	847,744	1,064,140	3,654,806
- Tenerife	1,261,312	1,159,088	1,184,832	1,280,669	4,885,901
- La Palma	61,898	46,894	46,789	65,961	221,541

Share (%)	Q1	Q2	Q3	Q4	Total
- Lanzarote	16.7%	18.9%	19.1%	17.1%	17.9%
- Fuerteventura	14.1%	15.5%	15.3%	14.1%	14.7%
- Gran Canaria	29.6%	25.2%	26.8%	30.3%	28.1%
- Tenerife	37.7%	38.9%	37.4%	36.5%	37.6%
- La Palma	1.8%	1.6%	1.5%	1.9%	1.7%

### Who do they come with?



	Q1	Q2	Q3	Q4	Total
Unaccompanied	4.8%	3.4%	3.0%	3.7%	3.7%
Only with partner	62.9%	61.4%	42.3%	49.2%	53.7%
Only with children (under the age of 13)	0.7%	0.7%	2.0%	1.1%	1.1%
Partner + children (under the age of 13)	7.5%	10.2%	18.9%	15.3%	13.1%
Other relatives	5.3%	6.0%	6.8%	7.9%	6.5%
Friends	5.7%	4.4%	4.5%	3.4%	4.5%
Work colleagues	0.4%	0.1%	0.0%	0.3%	0.2%
Other combinations <sup>(1)</sup>	12.7%	13.8%	22.5%	19.2%	17.2%

### Why do they choose the Canary Islands?



Aspects influencing the choice	Q1	Q2	Q3	Q4	Total
Climate/sun	95.2%	92.5%	88.5%	94.4%	92.6%
Tranquillity/rest/relaxation	39.8%	42.2%	36.3%	37.2%	38.8%
Beaches	18.9%	24.8%	31.2%	26.3%	25.4%
Scenery	25.1%	23.6%	23.8%	24.7%	24.3%
Visiting new places	13.4%	17.8%	18.4%	14.9%	16.2%
Price	16.5%	18.6%	16.2%	12.2%	15.8%
Ease of travel	16.8%	12.3%	12.8%	13.6%	13.9%
Seguridad	12.1%	12.8%	12.1%	11.8%	12.2%
Quality of the environment	11.7%	9.3%	9.5%	9.4%	10.0%
Suitable destination for children	5.7%	7.7%	13.9%	11.9%	9.9%
Culture	4.6%	5.4%	4.1%	3.8%	4.4%
Active tourism	5.3%	3.4%	2.0%	3.8%	3.6%
Nightlife/fun	2.5%	2.0%	1.6%	2.3%	2.1%
Shopping	2.0%	3.0%	1.3%	2.2%	2.1%
Nautical activities	1.3%	1.1%	2.5%	1.7%	1.7%
Rural tourism	1.1%	1.4%	1.5%	0.7%	1.2%

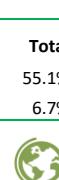
\* Multi-choice question (different situations have been isolated)

### How do they rate the destination?



Impression of their stay	Q1	Q2	Q3	Q4	Total
Good or very good (% tourists)	94.9%	96.1%	97.2%	94.9%	95.8%
Average rating (scale 1-10)	9.06	9.14	9.14	8.97	9.08

### How many are loyal to the destination?



Repeat tourists of the island	Q1	Q2	Q3	Q4	Total
Repeat tourists	58.9%	55.0%	50.9%	56.0%	55.1%
In love (at least 10 previous visits)	6.7%	8.4%	4.1%	7.7%	6.7%

### Where are they from?

### What did motivate them to come?

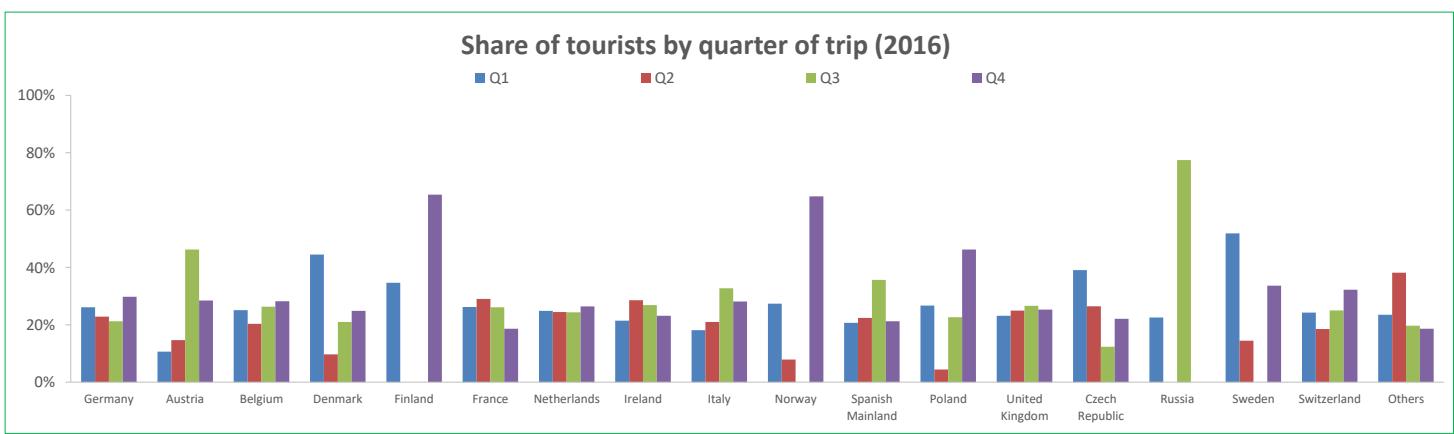


Ten main source markets	Q1	Q2	Q3	Q4	Total
United Kingdom	259,030	279,057	297,765	283,354	1,119,206
Germany	77,865	68,150	63,320	88,860	298,196
Spanish Mainland	45,200	48,929	77,779	46,378	218,286
Ireland	43,512	57,992	54,585	47,022	203,112
France	33,871	37,487	33,723	24,075	129,156
Netherlands	21,248	20,909	20,812	22,574	85,543
Italy	8,931	10,331	16,136	13,855	49,252
Sweden	19,490	5,433	0	12,640	37,564
Belgium	8,818	7,154	9,252	9,924	35,148
Switzerland	7,500	5,728	7,743	9,984	30,955

### Aspects motivating the choice

Aspects motivating the choice	Q1	Q2	Q3	Q4	Total
Previous visits to the Canary Islands	75.8%	70.2%	63.3%	73.4%	70.6%
Recommendation by friends or relatives	29.3%	36.2%	41.0%	34.6%	35.4%
The Canary Islands television channel	0.3%	0.2%	0.1%	0.1%	0.2%
Other television or radio channels	0.9%	0.7%	1.2%	0.4%	0.8%
Information in the press/magazines/books	4.1%	3.6%	3.6%	4.7%	4.0%
Attendance at a tourism fair	0.4%	0.3%	0.2%	0.4%	0.3%
Tour Operator's brochure or catalogue	10.5%	11.0%	10.9%	9.2%	10.4%
Recommendation by Travel Agency	7.7%	8.1%	10.9%	8.8%	8.9%
Information obtained via the Internet	26.0%	27.6%	27.2%	26.7%	26.9%
Senior Tourism programme	0.3%	0.1%	0.1%	0.1%	0.1%
Others	6.0%	4.8%	4.1%	4.8%	4.9%

\* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (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.