

Tourist profile according to type of accommodation (2016)

1-2-3* Hotels



How many are they and how much do they spend?



| | 1-2-3* Hotels | Total |
|---|---------------|---------------|
| Tourist arrivals (> 16 years old) | 1,916,298 | 13,114,359 |
| Average daily expenditure (€) | 130.24 | 135.94 |
| . in their place of residence | 94.14 | 98.03 |
| . in the Canary Islands | 36.10 | 37.90 |
| Average length of stay | 8.8 | 9.4 |
| Turnover per tourist (€) | 1,058 | 1,141 |
| Total turnover (> 16 years old) (€m) | 2,027 | 14,957 |
| Share of total turnover | 13.6% | 100% |
| Share of total tourist | 14.6% | 100% |
| Expenditure in the Canary Islands per tourist and trip (€) (*) | | |
| Accommodation (**): | 38.10 | 47.11 |
| - Accommodation | 34.21 | 40.52 |
| - Additional accommodation expenses | 3.88 | 6.60 |
| Transport: | 23.70 | 26.01 |
| - Public transport | 5.46 | 5.14 |
| - Taxi | 6.49 | 6.94 |
| - Car rental | 11.75 | 13.93 |
| Food and drink: | 119.00 | 148.33 |
| - Food purchases at supermarkets | 49.99 | 63.46 |
| - Restaurants | 69.01 | 84.87 |
| Souvenirs: | 54.95 | 53.88 |
| Leisure: | 36.37 | 34.52 |
| - Organized excursions | 16.33 | 14.95 |
| - Leisure, amusement | 4.23 | 4.55 |
| - Trip to other islands | 2.24 | 1.85 |
| - Sporting activities | 5.06 | 5.11 |
| - Cultural activities | 1.74 | 2.04 |
| - Discos and disco-pubs | 6.75 | 6.01 |
| Others: | 12.61 | 13.91 |
| - Wellness | 2.98 | 3.23 |
| - Medical expenses | 1.68 | 1.69 |
| - Other expenses | 7.94 | 8.99 |

How far in advance do they book their trip?



| | 1-2-3* Hotels | Total |
|-------------------------|---------------|-------|
| The same day they leave | 0.6% | 0.6% |
| Between 2 and 7 days | 7.3% | 6.3% |
| Between 8 and 15 days | 8.6% | 7.9% |
| Between 16 and 30 days | 14.6% | 14.7% |
| Between 31 and 90 days | 33.2% | 34.3% |
| More than 90 days | 35.7% | 36.2% |

What do they book at their place of residence?



| | 1-2-3* Hotels | Total |
|--|---------------|--------------|
| Flight only | 3.3% | 8.8% |
| Flight and accommodation (room only) | 18.9% | 25.7% |
| Flight and accommodation (B&B) | 10.4% | 8.0% |
| Flight and accommodation (half board) | 19.2% | 20.4% |
| Flight and accommodation (full board) | 5.7% | 4.3% |
| Flight and accommodation (all inclusive) | 42.5% | 32.8% |
| % Tourists using low-cost airlines | 46.7% | 48.7% |
| Other expenses in their place of residence: | | |
| - Car rental | 10.1% | 11.8% |
| - Sporting activities | 8.5% | 5.3% |
| - Excursions | 5.7% | 5.7% |
| - Trip to other islands | 1.5% | 1.6% |

How do they book?



| Accommodation booking | 1-2-3* Hotels | Total |
|--------------------------------------|---------------|--------------|
| Tour Operator | 46.1% | 42.3% |
| - Tour Operator's website | 76.3% | 78.8% |
| Accommodation | 12.4% | 14.7% |
| - Accommodation's website | 80.6% | 83.5% |
| Travel agency (High street) | 23.9% | 20.5% |
| Online Travel Agency (OTA) | 16.6% | 16.5% |
| No need to book accommodation | 0.9% | 6.0% |

Flight booking

| | 1-2-3* Hotels | Total |
|------------------------------------|---------------|--------------|
| Tour Operator | 47.1% | 44.6% |
| - Tour Operator's website | 74.4% | 76.3% |
| Airline | 18.2% | 24.8% |
| - Airline's website | 94.0% | 96.2% |
| Travel agency (High street) | 22.4% | 19.1% |
| Online Travel Agency (OTA) | 12.4% | 11.5% |

Where do they stay?



| | 1-2-3* Hotels | Total |
|---|---------------|-------|
| 5* Hotel | -- | 7.1% |
| 4* Hotel | -- | 39.6% |
| 1-2-3* Hotel | 100.0% | 14.6% |
| Apartment | -- | 31.5% |
| Property (privately-owned, friends, family) | -- | 4.6% |
| Others | -- | 2.6% |

Who are they?



| Gender | 1-2-3* Hotels | Total |
|---------------------|---------------|-------|
| Percentage of men | 49.2% | 48.5% |
| Percentage of women | 50.8% | 51.5% |

| Age | 1-2-3* Hotels | Total |
|---------------------------------------|---------------|-------|
| Average age (tourists > 16 years old) | 45.2 | 46.3 |
| Standard deviation | 15.7 | 15.3 |

| Age range (> 16 years old) | 1-2-3* Hotels | Total |
|----------------------------|---------------|-------|
| 16-24 years old | 10.1% | 8.2% |
| 25-30 years old | 12.6% | 11.1% |
| 31-45 years old | 28.2% | 29.1% |
| 46-60 years old | 30.2% | 30.9% |
| Over 60 years old | 18.9% | 20.7% |

| Occupation | 1-2-3* Hotels | Total |
|----------------------------------|---------------|-------|
| Business owner or self-employed | 19.8% | 23.1% |
| Upper/Middle management employee | 37.9% | 36.1% |
| Auxiliary level employee | 18.2% | 15.5% |
| Students | 6.0% | 5.1% |
| Retired | 15.7% | 18.0% |
| Unemployed / unpaid dom. work | 2.5% | 2.2% |

| Annual household income level | 1-2-3* Hotels | Total |
|-------------------------------|---------------|-------|
| €12,000 - €24,000 | 20.8% | 17.8% |
| €24,001 - €36,000 | 19.5% | 19.4% |
| €36,001 - €48,000 | 17.5% | 16.9% |
| €48,001 - €60,000 | 13.6% | 14.6% |
| €60,001 - €72,000 | 9.7% | 9.5% |
| €72,001 - €84,000 | 5.3% | 6.0% |
| More than €84,000 | 13.7% | 15.8% |

(*) 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.

Which island do they choose?



| Tourists (> 16 years old) | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|-----------------------------|----------------|-----------|---------------|--------------|-----------|----------|
| Tourists in 1-2-3* Hotels | 1,916,298 | 237,257 | 357,790 | 711,433 | 575,332 | 22,882 |
| - Share by islands | 100% | 12.4% | 18.7% | 37.1% | 30.0% | 1.2% |
| Total tourists | 13,114,359 | 2,328,674 | 1,914,107 | 3,654,806 | 4,885,901 | 221,541 |
| - Share by islands | 100% | 17.8% | 14.6% | 27.9% | 37.3% | 1.7% |
| % Tourists in 1-2-3* Hotels | 14.6% | 10.2% | 18.7% | 19.5% | 11.8% | 10.3% |

Who do they come with?



| | 1-2-3* Hotels | Total |
|--|---------------|-------|
| Unaccompanied | 9.7% | 9.1% |
| Only with partner | 46.4% | 47.6% |
| Only with children (under the age of 13) | 1.4% | 1.5% |
| Partner + children (under the age of 13) | 11.1% | 11.8% |
| Other relatives | 5.7% | 6.0% |
| Friends | 7.6% | 6.1% |
| Work colleagues | 0.5% | 0.3% |
| Other combinations ⁽¹⁾ | 17.6% | 17.5% |

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

How do they rate the destination?



| Impression of their stay | 1-2-3* Hotels | Total |
|--------------------------------|---------------|-------|
| Good or very good (% tourists) | 93.0% | 94.1% |
| Average rating (scale 1-10) | 8.79 | 8.90 |

How many are loyal to the destination?

| Repeat tourists of the Canary Islands | 1-2-3* Hotels | Total |
|---------------------------------------|---------------|-------|
| Repeat tourists | 72.0% | 77.3% |
| In love (at least 10 previous visits) | 12.8% | 16.1% |

Where are they from?



| Ten main source markets | Share | Absolute |
|-------------------------|-------|----------|
| Germany | 25.5% | 489,431 |
| United Kingdom | 24.0% | 459,453 |
| Spanish Mainland | 10.9% | 208,724 |
| France | 5.8% | 110,716 |
| Netherlands | 4.7% | 90,243 |
| Sweden | 4.7% | 89,305 |
| Denmark | 3.3% | 63,444 |
| Italy | 3.1% | 59,720 |
| Norway | 3.0% | 57,674 |
| Ireland | 2.2% | 42,740 |

Why do they choose the Canary Islands?



| Aspects influencing the choice | 1-2-3* Hotels | Total |
|-----------------------------------|---------------|-------|
| Climate/sun | 89.2% | 89.8% |
| Beaches | 38.5% | 34.5% |
| Tranquillity/rest/relaxation | 33.3% | 36.6% |
| Scenery | 20.9% | 21.9% |
| Visiting new places | 16.2% | 14.6% |
| Price | 13.9% | 12.7% |
| Security | 11.6% | 11.1% |
| Suitable destination for children | 7.0% | 7.5% |
| Ease of travel | 6.8% | 8.9% |
| Active tourism | 5.9% | 5.1% |
| Nightlife/fun | 4.3% | 3.8% |
| Quality of the environment | 4.3% | 6.5% |
| Nautical activities | 2.8% | 2.2% |
| Theme parks | 2.7% | 3.0% |
| Shopping | 2.5% | 2.6% |
| Culture | 2.3% | 2.6% |

* Multi-choice question

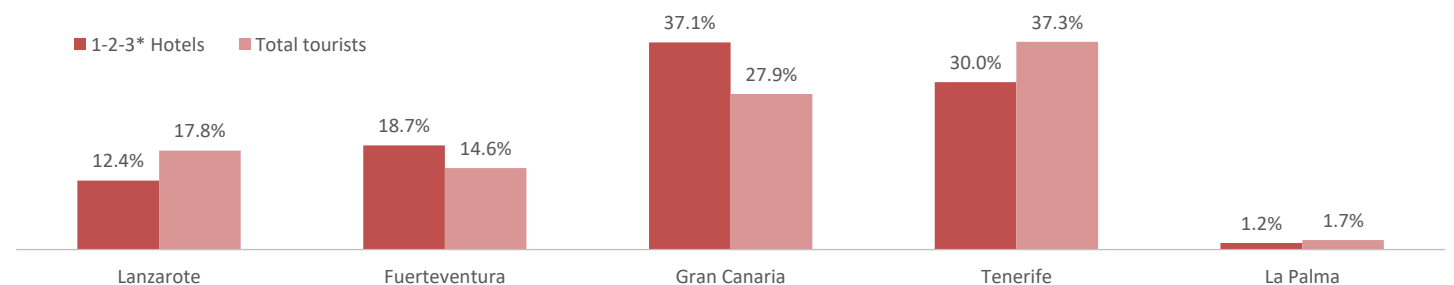
What did motivate them to come?



| Aspects motivating the choice | 1-2-3* Hotels | Total |
|--|---------------|-------|
| Previous visits to the Canary Islands | 58.9% | 64.1% |
| Recommendation by friends or relatives | 34.9% | 34.5% |
| The Canary Islands television channel | 0.4% | 0.3% |
| Other television or radio channels | 0.9% | 0.8% |
| Information in the press/magazines/books | 4.2% | 3.8% |
| Attendance at a tourism fair | 0.6% | 0.5% |
| Tour Operator's brochure or catalogue | 8.9% | 8.0% |
| Recommendation by Travel Agency | 12.8% | 9.7% |
| Information obtained via the Internet | 27.0% | 25.8% |
| Senior Tourism programme | 0.4% | 0.2% |
| Others | 5.8% | 6.1% |

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a 1-2-3* hotel. (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.