

# Tourist profile according to type of accommodation (2017)

## 1-2-3\* HOTELS

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



	1-2-3* Hotels	Total
Tourist arrivals (> 16 years old)	1,996,048	13,852,616
Average daily expenditure (€)	137.84	140.18
. in their place of residence	100.72	101.15
. in the Canary Islands	37.12	39.03
Average length of stay	8.50	9.17
Turnover per tourist (€)	1,081	1,155
Total turnover (> 16 years old) (€m)	2,159	15,999
Share of total tourist	14.4%	100%
Share of total turnover	13.5%	100%

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	12.3%	13.5%
- Additional accommodation expenses	5.2%	6.3%

##### Transport:

- Public transport	16.7%	14.5%
- Taxi	21.2%	21.2%
- Car rental	18.3%	19.4%

##### Food and drink:

- Food purchases at supermarkets	50.6%	55.0%
- Restaurants	54.7%	57.3%

##### Souvenirs:

	55.9%	53.3%
--	-------	-------

##### Leisure:

- Organized excursions	19.1%	17.7%
- Leisure, amusement	7.9%	8.4%
- Trip to other islands	2.3%	2.3%
- Sporting activities	6.7%	6.1%
- Cultural activities	4.5%	4.4%
- Discos and disco-pubs	6.2%	6.1%

##### Others:

- Wellness	4.5%	4.9%
- Medical expenses	3.9%	4.0%
- Other expenses	10.0%	9.6%



+4%  
TOURISTS\*  
1,996,048



+2%  
TRAVEL EXPENSES  
€1,081



+6%  
TURNOVER  
€2,159 MILL

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



	1-2-3* Hotels	Total
Flight only	3.4%	9.3%
Flight and accommodation (room only)	19.5%	26.9%
Flight and accommodation (B&B)	10.9%	8.3%
Flight and accommodation (half board)	18.7%	19.3%
Flight and accommodation (full board)	5.8%	4.4%
Flight and accommodation (all inclusive)	41.6%	31.9%
% Tourists using low-cost airlines	49.0%	50.8%

#### Other expenses in their place of residence:

- Car rental	10.9%	12.6%
- Sporting activities	7.4%	5.1%
- Excursions	6.1%	6.2%
- Trip to other islands	1.1%	1.5%

\* Tourists over 16 years old.

### How do they book?



Accommodation booking	1-2-3* Hotels	Total
<b>Tour Operator</b>	47.1%	42.4%
- Tour Operator's website	80.3%	80.6%
<b>Accommodation</b>	12.7%	14.6%
- Accommodation's website	84.7%	84.0%
<b>Travel agency (High street)</b>	23.0%	19.3%
<b>Online Travel Agency (OTA)</b>	16.3%	17.3%
<b>No need to book accommodation</b>	1.0%	6.4%

Flight booking	1-2-3* Hotels	Total
<b>Tour Operator</b>	47.7%	44.8%
- Tour Operator's website	76.6%	78.6%
<b>Airline</b>	20.0%	25.8%
- Airline's website	95.2%	97.3%
<b>Travel agency (High street)</b>	21.2%	18.0%
<b>Online Travel Agency (OTA)</b>	11.2%	11.4%

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



	1-2-3* Hotels	Total
The same day they leave	0.5%	0.5%
Between 2 and 7 days	6.6%	5.9%
Between 8 and 15 days	7.8%	7.4%
Between 16 and 30 days	12.4%	13.4%
Between 31 and 90 days	32.9%	34.6%
More than 90 days	39.8%	38.3%

### Who are they?



Gender	1-2-3* Hotels	Total
Men	48.8%	48.1%
Women	51.2%	51.9%

#### Age

Average age (tourists > 16 years old)	45.7	46.9
Standard deviation	15.4	15.5

#### Age range (> 16 years old)

16-24 years old	9.9%	8.4%
25-30 years old	10.6%	10.2%
31-45 years old	29.1%	27.9%
46-60 years old	30.3%	31.7%
Over 60 years old	20.0%	21.8%

#### Occupation

Business owner or self-employed	21.6%	23.8%
Upper/Middle management employee	37.4%	35.2%
Auxiliary level employee	16.7%	15.3%
Students	5.8%	5.0%
Retired	16.3%	18.6%
Unemployed / unpaid dom. work	2.2%	2.1%

#### Annual household income level

€12,000 - €24,000	20.6%	17.9%
€24,001 - €36,000	21.5%	19.3%
€36,001 - €48,000	15.8%	16.1%
€48,001 - €60,000	14.9%	15.1%
€60,001 - €72,000	7.9%	9.3%
€72,001 - €84,000	6.2%	6.3%
More than €84,000	13.0%	16.0%

## Tourist profile according to type of accommodation (2017)

### 1-2-3\* HOTELS

#### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 1-2-3* Hotels	1,996,048	294,773	363,782	685,694	615,530	26,238
- Share by islands	100%	14.8%	18.2%	34.4%	30.8%	1.3%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Tourists in 1-2-3* Hotels	14.4%	11.8%	18.8%	17.6%	12.0%	9.4%

#### Where do they stay?

	1-2-3* Hotels	Total
5* Hotel	--	6.8%
4* Hotel	--	38.4%
1-2-3* Hotel	100%	14.4%
Apartment	--	32.4%
Property (privately-owned, friends, family)	--	4.8%
Others	--	3.2%

#### Who do they come with?

	1-2-3* Hotels	Total
Unaccompanied	8.9%	8.7%
Only with partner	45.2%	46.8%
Only with children (under the age of 13)	1.6%	1.7%
Partner + children (under the age of 13)	11.4%	11.9%
Other relatives	6.0%	6.0%
Friends	7.6%	6.1%
Work colleagues	0.6%	0.3%
Other combinations <sup>(1)</sup>	18.7%	18.5%

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

#### How do they rate the Canary Islands?

Opinion on their stay	1-2-3* Hotels	Total
Good or very good (% tourists)	92.6%	94.0%
Average rating (scale 1-10)	8.82	8.92

#### How many are loyal to the Canary Islands?

Repeat tourists	1-2-3* Hotels	Total
At least 1 previous visit	73.7%	77.3%
At least 10 previous visits	14.2%	16.9%

#### Where are they from?

	Share	Absolute
United Kingdom	27.1%	541,735
Germany	23.8%	475,268
Spanish Mainland	11.1%	221,552
Sweden	4.9%	97,364
France	4.7%	93,221
Netherlands	3.9%	78,285
Italy	3.4%	67,079
Denmark	3.0%	59,984
Norway	3.0%	59,122
Others	15.2%	302,439

#### Why do they choose the Canary Islands?

Aspects influencing the choice	1-2-3* Hotels	Total
Climate/sun	89.3%	89.8%
Beaches	39.7%	35.1%
Tranquillity/rest/relaxation	34.3%	37.2%
Scenery	22.0%	22.9%
Visiting new places	15.9%	14.7%
Price	14.1%	12.2%
Security	10.6%	9.7%
Ease of travel	6.9%	8.9%
Suitable destination for children	6.7%	7.6%
Active tourism	6.2%	5.4%
Quality of the environment	5.2%	6.5%
Nightlife/fun	4.3%	3.8%
Theme parks	2.5%	3.1%
Shopping	2.4%	2.5%
Culture	2.4%	2.7%
Nautical activities	1.9%	2.0%

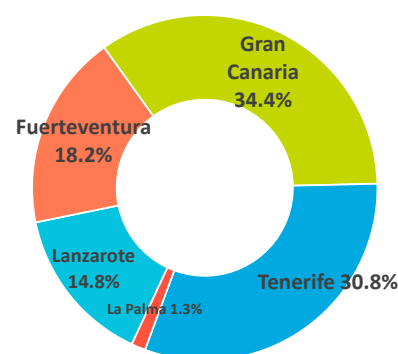
\* Multi-choice question

#### What did motivate them to come?

Prescription sources	1-2-3* Hotels	Total
Previous visits to the Canary Islands	61.0%	64.9%
Recommendation by friends/relatives	36.4%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	1.1%	1.0%
Information in press/magazines/books	4.3%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	8.2%	7.2%
Recommendation by Travel Agency	11.6%	9.3%
Information obtained via the Internet	27.5%	25.5%
Senior Tourism programme	0.5%	0.2%
Others	5.4%	5.9%

\* Multi-choice question

#### Share of tourists > 16 years old by islands



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.