

## Tourist profile according to type of accommodation (2016)

### 4\* Hotels



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



|   | 4* Hotels | Total      |
|---|-----------|------------|
| Tourist arrivals (> 16 years old)                                     | 5,190,285 | 13,114,359 |
| Average daily expenditure (€)   | 146.49    | 135.94     |
| . in their place of residence   | 113.87    | 98.03      |
| . in the Canary Islands   | 32.62     | 37.90      |
| Average length of stay  | 8.7       | 9.4        |
| Turnover per tourist (€)  | 1,202     | 1,141      |
| Total turnover (> 16 years old) (€m)                                  | 6,241     | 14,957     |
| Share of total turnover   | 41.7%     | 100%       |
| Share of total tourist  | 39.6%     | 100%       |
| <b>Expenditure in the Canary Islands per tourist and trip (€) (*)</b> |           |            |
| <b>Accommodation (**):</b>  | 42.21     | 47.11      |
| - Accommodation   | 34.52     | 40.52      |
| - Additional accommodation expenses                                   | 7.70      | 6.60       |
| <b>Transport:</b>   | 21.75     | 26.01      |
| - Public transport  | 3.65      | 5.14       |
| - Taxi  | 5.82      | 6.94       |
| - Car rental  | 12.28     | 13.93      |
| <b>Food and drink:</b>  | 92.59     | 148.33     |
| - Food purchases at supermarkets                                      | 34.04     | 63.46      |
| - Restaurants   | 58.55     | 84.87      |
| <b>Souvenirs:</b>   | 57.47     | 53.88      |
| <b>Leisure:</b>   | 33.77     | 34.52      |
| - Organized excursions  | 17.39     | 14.95      |
| - Leisure, amusement  | 4.59      | 4.55       |
| - Trip to other islands   | 1.55      | 1.85       |
| - Sporting activities   | 4.59      | 5.11       |
| - Cultural activities   | 2.01      | 2.04       |
| - Discos and disco-pubs   | 3.64      | 6.01       |
| <b>Others:</b>  | 12.51     | 13.91      |
| - Wellness  | 3.67      | 3.23       |
| - Medical expenses  | 1.30      | 1.69       |
| - Other expenses  | 7.54      | 8.99       |

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



|                         | 4* Hotels | Total |
|-------------------------|-----------|-------|
| The same day they leave | 0.4%      | 0.6%  |
| Between 2 and 7 days    | 5.9%      | 6.3%  |
| Between 8 and 15 days   | 7.9%      | 7.9%  |
| Between 16 and 30 days  | 15.0%     | 14.7% |
| Between 31 and 90 days  | 34.2%     | 34.3% |
| More than 90 days       | 36.5%     | 36.2% |

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



|  | 4* Hotels | Total |
|--|-----------|-------|
| Flight only  | 1.5%      | 8.8%  |
| Flight and accommodation (room only)               | 6.5%      | 25.7% |
| Flight and accommodation (B&B)                     | 7.3%      | 8.0%  |
| Flight and accommodation (half board)              | 31.3%     | 20.4% |
| Flight and accommodation (full board)              | 5.0%      | 4.3%  |
| Flight and accommodation (all inclusive)           | 48.4%     | 32.8% |
| <b>% Tourists using low-cost airlines</b>          | 40.3%     | 48.7% |
| <b>Other expenses in their place of residence:</b> |           |       |
| - Car rental                                       | 9.9%      | 11.8% |
| - Sporting activities                              | 5.5%      | 5.3%  |
| - Excursions                                       | 5.4%      | 5.7%  |
| - Trip to other islands                            | 1.1%      | 1.6%  |

#### How do they book?



| Accommodation booking                | 4* Hotels | Total |
|--------------------------------------|-----------|-------|
| <b>Tour Operator</b>                 | 48.7%     | 42.3% |
| - Tour Operator's website            | 75.8%     | 78.8% |
| <b>Accommodation</b>                 | 10.5%     | 14.7% |
| - Accommodation's website            | 87.4%     | 83.5% |
| <b>Travel agency (High street)</b>   | 27.2%     | 20.5% |
| <b>Online Travel Agency (OTA)</b>    | 13.2%     | 16.5% |
| <b>No need to book accommodation</b> | 0.3%      | 6.0%  |

#### Flight booking

|                                    | 4* Hotels | Total |
|------------------------------------|-----------|-------|
| <b>Tour Operator</b>               | 50.1%     | 44.6% |
| - Tour Operator's website          | 71.6%     | 76.3% |
| <b>Airline</b>                     | 14.4%     | 24.8% |
| - Airline's website                | 93.9%     | 96.2% |
| <b>Travel agency (High street)</b> | 25.3%     | 19.1% |
| <b>Online Travel Agency (OTA)</b>  | 10.2%     | 11.5% |

#### Where do they stay?



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

#### Who are they?



| Gender              | 4* Hotels | Total |
|---------------------|-----------|-------|
| Percentage of men   | 48.1%     | 48.5% |
| Percentage of women | 51.9%     | 51.5% |

| Age                                   | 4* Hotels | Total |
|---------------------------------------|-----------|-------|
| Average age (tourists > 16 years old) | 47.2      | 46.3  |
| Standard deviation                    | 15.4      | 15.3  |

| Age range (> 16 years old) | 4* Hotels | Total |
|----------------------------|-----------|-------|
| 16-24 years old            | 7.4%      | 8.2%  |
| 25-30 years old            | 10.6%     | 11.1% |
| 31-45 years old            | 28.4%     | 29.1% |
| 46-60 years old            | 31.3%     | 30.9% |
| Over 60 years old          | 22.4%     | 20.7% |

| Occupation                       | 4* Hotels | Total |
|----------------------------------|-----------|-------|
| Business owner or self-employed  | 22.3%     | 23.1% |
| Upper/Middle management employee | 37.3%     | 36.1% |
| Auxiliary level employee         | 14.9%     | 15.5% |
| Students                         | 4.0%      | 5.1%  |
| Retired                          | 19.7%     | 18.0% |
| Unemployed / unpaid dom. work    | 1.8%      | 2.2%  |

| Annual household income level | 4* Hotels | Total |
|-------------------------------|-----------|-------|
| €12,000 - €24,000             | 16.1%     | 17.8% |
| €24,001 - €36,000             | 19.4%     | 19.4% |
| €36,001 - €48,000             | 17.8%     | 16.9% |
| €48,001 - €60,000             | 15.7%     | 14.6% |
| €60,001 - €72,000             | 9.6%      | 9.5%  |
| €72,001 - €84,000             | 6.1%      | 6.0%  |
| More than €84,000             | 15.3%     | 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.

# Tourist profile according to type of accommodation (2016)

## 4\* Hotels



### Which island do they choose?



| Tourists (> 16 years old) | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife  | La Palma |
|---------------------------|----------------|-----------|---------------|--------------|-----------|----------|
| Tourists in 4* Hotels     | 5,190,284      | 960,420   | 1,039,865     | 1,126,740    | 1,950,175 | 82,701   |
| - Share by islands        | 100%           | 18.5%     | 20.0%         | 21.7%        | 37.6%     | 1.6%     |
| 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 4* Hotels   | 39.6%          | 41.2%     | 54.3%         | 30.8%        | 39.9%     | 37.3%    |

### Who do they come with?



|  | 4* Hotels | Total |
|--|-----------|-------|
| Unaccompanied                            | 6.1%      | 9.1%  |
| Only with partner                        | 52.3%     | 47.6% |
| Only with children (under the age of 13) | 1.3%      | 1.5%  |
| Partner + children (under the age of 13) | 12.3%     | 11.8% |
| Other relatives                          | 5.8%      | 6.0%  |
| Friends                                  | 5.0%      | 6.1%  |
| Work colleagues                          | 0.3%      | 0.3%  |
| Other combinations <sup>(1)</sup>        | 16.8%     | 17.5% |

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

### How do they rate the destination?



| Impression of their stay       | 4* Hotels | Total |
|--------------------------------|-----------|-------|
| Good or very good (% tourists) | 94.3%     | 94.1% |
| Average rating (scale 1-10)    | 8.90      | 8.90  |

### How many are loyal to the destination?

| Repeat tourists of the Canary Islands | 4* Hotels | Total |
|---------------------------------------|-----------|-------|
| Repeat tourists                       | 76.6%     | 77.3% |
| In love (at least 10 previous visits) | 13.0%     | 16.1% |

### Where are they from?



| Ten main source markets | Share | Absolute  |
|-------------------------|-------|-----------|
| United Kingdom          | 31.4% | 1,631,116 |
| Germany                 | 25.2% | 1,307,059 |
| Spanish Mainland        | 10.8% | 559,958   |
| France                  | 4.4%  | 228,395   |
| Netherlands             | 3.7%  | 193,328   |
| Belgium                 | 3.4%  | 177,972   |
| Sweden                  | 3.1%  | 158,369   |
| Italy                   | 2.9%  | 148,686   |
| Switzerland             | 2.2%  | 115,183   |
| Ireland                 | 2.2%  | 112,094   |

### Why do they choose the Canary Islands?



| Aspects influencing the choice    | 4* Hotels | Total |
|-----------------------------------|-----------|-------|
| Climate/sun                       | 92.0%     | 89.8% |
| Tranquillity/rest/relaxation      | 39.5%     | 36.6% |
| Beaches                           | 35.2%     | 34.5% |
| Scenery                           | 22.0%     | 21.9% |
| Visiting new places               | 15.8%     | 14.6% |
| Security                          | 12.7%     | 11.1% |
| Price                             | 11.2%     | 12.7% |
| Ease of travel                    | 9.3%      | 8.9%  |
| Suitable destination for children | 7.6%      | 7.5%  |
| Quality of the environment        | 6.4%      | 6.5%  |
| Active tourism                    | 4.3%      | 5.1%  |
| Theme parks                       | 3.3%      | 3.0%  |
| Culture                           | 2.6%      | 2.6%  |
| Shopping                          | 2.4%      | 2.6%  |
| Nightlife/fun                     | 2.4%      | 3.8%  |
| Nautical activities               | 1.9%      | 2.2%  |

\* Multi-choice question

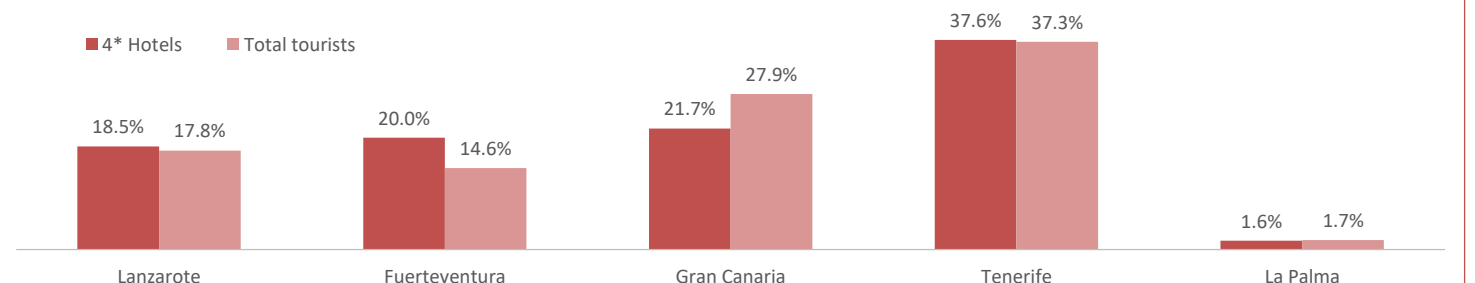
### What did motivate them to come?



| Aspects motivating the choice            | 4* Hotels | Total |
|--|-----------|-------|
| Previous visits to the Canary Islands    | 63.4%     | 64.1% |
| Recommendation by friends or relatives   | 31.3%     | 34.5% |
| The Canary Islands television channel    | 0.3%      | 0.3%  |
| Other television or radio channels       | 1.0%      | 0.8%  |
| Information in the press/magazines/books | 3.8%      | 3.8%  |
| Attendance at a tourism fair             | 0.5%      | 0.5%  |
| Tour Operator's brochure or catalogue    | 10.7%     | 8.0%  |
| Recommendation by Travel Agency          | 13.3%     | 9.7%  |
| Information obtained via the Internet    | 26.5%     | 25.8% |
| Senior Tourism programme                 | 0.2%      | 0.2%  |
| Others                                   | 4.3%      | 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 4\* 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.