

Tourist profile according to type of accommodation (2017)

4* HOTELS

How many are they and how much do they spend?



	4* Hotels	Total
Tourist arrivals (> 16 years old)	5,315,664	13,852,616
Average daily expenditure (€)	152.89	140.18
. in their place of residence	118.81	101.15
. in the Canary Islands	34.08	39.03
Average length of stay	8.44	9.17
Turnover per tourist (€)	1,222	1,155
Total turnover (> 16 years old) (€m)	6,494	15,999
Share of total tourist	38.4%	100%
Share of total turnover	40.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	10.3%	13.5%
- Additional accommodation expenses	7.7%	6.3%

Transport:

- Public transport	12.2%	14.5%
- Taxi	18.8%	21.2%
- Car rental	17.4%	19.4%

Food and drink:

- Food purchases at supermarkets	41.9%	55.0%
- Restaurants	47.5%	57.3%

Souvenirs:

	57.4%	53.3%
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Leisure:

- Organized excursions	19.9%	17.7%
- Leisure, amusement	8.6%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	5.7%	6.1%
- Cultural activities	3.9%	4.4%
- Discos and disco-pubs	4.2%	6.1%

Others:

- Wellness	5.9%	4.9%
- Medical expenses	4.2%	4.0%
- Other expenses	9.9%	9.6%



+2%
TOURISTS*
5,315,664



+2%
TRAVEL EXPENSES
€1,222



+4%
TURNOVER
€6,494 MILL

What do they book at their place of residence?



	4* Hotels	Total
Flight only	1.7%	9.3%
Flight and accommodation (room only)	7.2%	26.9%
Flight and accommodation (B&B)	7.2%	8.3%
Flight and accommodation (half board)	30.3%	19.3%
Flight and accommodation (full board)	5.4%	4.4%
Flight and accommodation (all inclusive)	48.2%	31.9%
% Tourists using low-cost airlines	42.1%	50.8%

Other expenses in their place of residence:

- Car rental	10.2%	12.6%
- Sporting activities	5.5%	5.1%
- Excursions	6.1%	6.2%
- Trip to other islands	1.0%	1.5%

* Tourists over 16 years old.

How do they book?



	4* Hotels	Total
Accommodation booking		
Tour Operator	50.1%	42.4%
- Tour Operator's website	78.0%	80.6%
Accommodation	10.4%	14.6%
- Accommodation's website	87.9%	84.0%
Travel agency (High street)	26.3%	19.3%
Online Travel Agency (OTA)	12.9%	17.3%
No need to book accommodation	0.4%	6.4%

	4* Hotels	Total
Flight booking		
Tour Operator	51.4%	44.8%
- Tour Operator's website	74.8%	78.6%
Airline	14.3%	25.8%
- Airline's website	94.7%	97.3%
Travel agency (High street)	24.3%	18.0%
Online Travel Agency (OTA)	9.9%	11.4%

How far in advance do they book their trip?



	4* Hotels	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	5.6%	5.9%
Between 8 and 15 days	7.8%	7.4%
Between 16 and 30 days	14.3%	13.4%
Between 31 and 90 days	35.4%	34.6%
More than 90 days	36.5%	38.3%

Who are they?



	4* Hotels	Total
Gender		
Men	48.7%	48.1%
Women	51.3%	51.9%

Age

Average age (tourists > 16 years old)	47.8	46.9
Standard deviation	15.5	15.5

Age range (> 16 years old)

16-24 years old	7.5%	8.4%
25-30 years old	9.6%	10.2%
31-45 years old	27.5%	27.9%
46-60 years old	31.9%	31.7%
Over 60 years old	23.6%	21.8%

Occupation

Business owner or self-employed	22.6%	23.8%
Upper/Middle management employee	36.4%	35.2%
Auxiliary level employee	15.0%	15.3%
Students	3.7%	5.0%
Retired	20.5%	18.6%
Unemployed / unpaid dom. work	1.8%	2.1%

Annual household income level

€12,000 - €24,000	16.4%	17.9%
€24,001 - €36,000	19.1%	19.3%
€36,001 - €48,000	16.5%	16.1%
€48,001 - €60,000	15.6%	15.1%
€60,001 - €72,000	9.6%	9.3%
€72,001 - €84,000	6.2%	6.3%
More than €84,000	16.6%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 4* Hotels	5,315,664	942,878	1,053,322	1,170,839	2,019,250	102,423
- Share by islands	100%	17.7%	19.8%	22.0%	38.0%	1.9%
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 4* Hotels	38.4%	37.9%	54.3%	30.0%	39.3%	36.8%

Where do they stay?

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

Who do they come with?

	4* Hotels	Total
Unaccompanied	5.9%	8.7%
Only with partner	52.1%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	12.4%	11.9%
Other relatives	5.4%	6.0%
Friends	4.8%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	17.2%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	4* Hotels	Total
Good or very good (% tourists)	94.3%	94.0%
Average rating (scale 1-10)	8.90	8.92

How many are loyal to the Canary Islands?

Repeat tourists	4* Hotels	Total
At least 1 previous visit	75.9%	77.3%
At least 10 previous visits	13.3%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	31.0%	1,647,091
Germany	24.4%	1,294,616
Spanish Mainland	10.5%	556,602
France	4.3%	228,988
Netherlands	4.0%	215,199
Italy	3.3%	176,102
Sweden	3.1%	166,158
Belgium	3.0%	159,518
Poland	2.6%	139,472
Others	13.8%	731,919

Why do they choose the Canary Islands?

Aspects influencing the choice	4* Hotels	Total
Climate/sun	91.4%	89.8%
Tranquillity/rest/relaxation	40.3%	37.2%
Beaches	36.3%	35.1%
Scenery	22.7%	22.9%
Visiting new places	15.8%	14.7%
Security	11.0%	9.7%
Price	10.9%	12.2%
Ease of travel	9.1%	8.9%
Suitable destination for children	7.9%	7.6%
Quality of the environment	6.4%	6.5%
Active tourism	4.0%	5.4%
Theme parks	3.6%	3.1%
Nightlife/fun	2.5%	3.8%
Shopping	2.5%	2.5%
Culture	2.4%	2.7%
Nautical activities	1.7%	2.0%

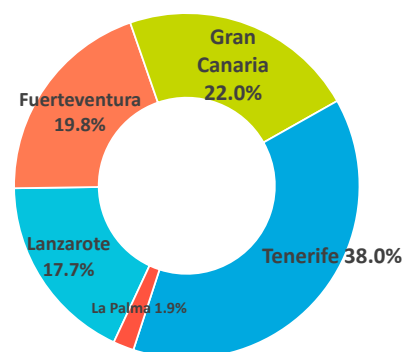
* Multi-choice question

What did motivate them to come?

Prescription sources	4* Hotels	Total
Previous visits to the Canary Islands	64.2%	64.9%
Recommendation by friends/relatives	31.8%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.1%	1.0%
Information in press/magazines/books	3.9%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	9.7%	7.2%
Recommendation by Travel Agency	13.1%	9.3%
Information obtained via the Internet	25.6%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	3.9%	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 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.