

Tourist profile according to type of accommodation (2016)

5* Hotels



How many are they and how much do they spend?



	5* Hotels	Total
Tourist arrivals (> 16 years old)	936,340	13,114,359
Average daily expenditure (€)	208.29	135.94
. in their place of residence	156.50	98.03
. in the Canary Islands	51.79	37.90
Average length of stay	7.8	9.4
Turnover per tourist (€)	1,540	1,141
Total turnover (> 16 years old) (€m)	1,442	14,957
Share of total turnover	9.6%	100%
Share of total tourist	7.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	90.50	47.11
- Accommodation	73.24	40.52
- Additional accommodation expenses	17.26	6.60
Transport:	24.31	26.01
- Public transport	3.69	5.14
- Taxi	9.14	6.94
- Car rental	11.48	13.93
Food and drink:	152.42	148.33
- Food purchases at supermarkets	45.31	63.46
- Restaurants	107.11	84.87
Souvenirs:	57.50	53.88
Leisure:	29.37	34.52
- Organized excursions	12.67	14.95
- Leisure, amusement	4.16	4.55
- Trip to other islands	1.56	1.85
- Sporting activities	5.84	5.11
- Cultural activities	1.36	2.04
- Discos and disco-pubs	3.79	6.01
Others:	16.79	13.91
- Wellness	6.78	3.23
- Medical expenses	1.42	1.69
- Other expenses	8.59	8.99

How far in advance do they book their trip?



	5* Hotels	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	6.4%	6.3%
Between 8 and 15 days	8.2%	7.9%
Between 16 and 30 days	14.4%	14.7%
Between 31 and 90 days	37.0%	34.3%
More than 90 days	33.3%	36.2%

What do they book at their place of residence?



	5* Hotels	Total
Flight only	3.4%	8.8%
Flight and accommodation (room only)	8.4%	25.7%
Flight and accommodation (B&B)	22.7%	8.0%
Flight and accommodation (half board)	38.1%	20.4%
Flight and accommodation (full board)	6.2%	4.3%
Flight and accommodation (all inclusive)	21.2%	32.8%
% Tourists using low-cost airlines	45.9%	48.7%
Other expenses in their place of residence:		
- Car rental	11.7%	11.8%
- Sporting activities	5.3%	5.3%
- Excursions	4.8%	5.7%
- Trip to other islands	0.6%	1.6%

How do they book?



Accommodation booking	5* Hotels	Total
Tour Operator	42.8%	42.3%
- Tour Operator's website	81.2%	78.8%
Accommodation	21.4%	14.7%
- Accommodation's website	86.4%	83.5%
Travel agency (High street)	20.5%	20.5%
Online Travel Agency (OTA)	15.0%	16.5%
No need to book accommodation	0.3%	6.0%

Flight booking

	5* Hotels	Total
Tour Operator	44.4%	44.6%
- Tour Operator's website	79.1%	76.3%
Airline	27.2%	24.8%
- Airline's website	97.4%	96.2%
Travel agency (High street)	18.8%	19.1%
Online Travel Agency (OTA)	9.6%	11.5%

Where do they stay?



	5* Hotels	Total
5* Hotel	100.0%	7.1%
4* Hotel	--	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	5* Hotels	Total
Percentage of men	50.3%	48.5%
Percentage of women	49.7%	51.5%

Age	5* Hotels	Total
Average age (tourists > 16 years old)	46.9	46.3
Standard deviation	14.6	15.3

Age range (> 16 years old)	5* Hotels	Total
16-24 years old	6.2%	8.2%
25-30 years old	9.1%	11.1%
31-45 years old	32.2%	29.1%
46-60 years old	32.3%	30.9%
Over 60 years old	20.2%	20.7%

Occupation	5* Hotels	Total
Business owner or self-employed	35.3%	23.1%
Upper/Middle management employee	34.8%	36.1%
Auxiliary level employee	9.3%	15.5%
Students	3.3%	5.1%
Retired	15.5%	18.0%
Unemployed / unpaid dom. work	1.9%	2.2%

Annual household income level	5* Hotels	Total
€12,000 - €24,000	8.5%	17.8%
€24,001 - €36,000	12.8%	19.4%
€36,001 - €48,000	12.3%	16.9%
€48,001 - €60,000	13.7%	14.6%
€60,001 - €72,000	11.4%	9.5%
€72,001 - €84,000	7.3%	6.0%
More than €84,000	34.0%	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)

5* Hotels



Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 5* Hotels	936,340	146,056	66,904	282,966	440,414	0
- Share by islands	100%	15.6%	7.1%	30.2%	47.0%	0.0%
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 5* Hotels	7.1%	6.3%	3.5%	7.7%	9.0%	0.0%

Who do they come with?



	5* Hotels	Total
Unaccompanied	6.3%	9.1%
Only with partner	52.1%	47.6%
Only with children (under the age of 13)	1.6%	1.5%
Partner + children (under the age of 13)	13.9%	11.8%
Other relatives	5.4%	6.0%
Friends	3.7%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	16.4%	17.5%

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

How do they rate the destination?



Impression of their stay	5* Hotels	Total
Good or very good (% tourists)	96.0%	94.1%
Average rating (scale 1-10)	9.10	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	5* Hotels	Total
Repeat tourists	78.6%	77.3%
In love (at least 10 previous visits)	14.3%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	40.2%	376,693
Spanish Mainland	13.5%	126,166
Germany	12.8%	120,320
Switzerland	4.2%	39,267
Belgium	3.7%	34,488
Netherlands	3.6%	34,087
France	3.6%	33,799
Norway	2.8%	25,856
Denmark	2.0%	19,009
Italy	1.9%	18,025

Why do they choose the Canary Islands?



Aspects influencing the choice	5* Hotels	Total
Climate/sun	90.5%	89.8%
Tranquillity/rest/relaxation	41.3%	36.6%
Beaches	27.3%	34.5%
Scenery	17.5%	21.9%
Visiting new places	13.2%	14.6%
Security	13.1%	11.1%
Ease of travel	12.9%	8.9%
Quality of the environment	9.8%	6.5%
Suitable destination for children	9.0%	7.5%
Price	7.7%	12.7%
Golf	3.0%	0.9%
Active tourism	2.9%	5.1%
Theme parks	2.8%	3.0%
Shopping	2.7%	2.6%
Culture	2.5%	2.6%
Nightlife/fun	2.2%	3.8%

* Multi-choice question

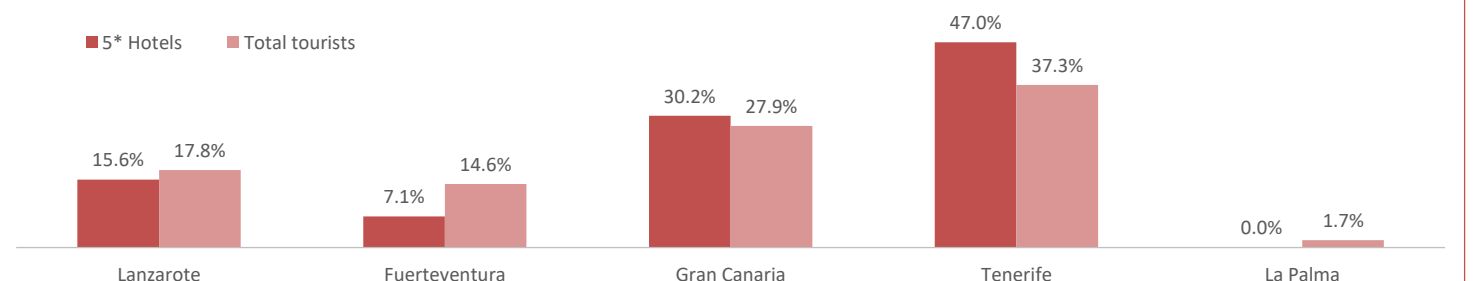
What did motivate them to come?



Aspects motivating the choice	5* Hotels	Total
Previous visits to the Canary Islands	65.2%	64.1%
Recommendation by friends or relatives	31.5%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	3.5%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	7.8%	8.0%
Recommendation by Travel Agency	8.0%	9.7%
Information obtained via the Internet	26.7%	25.8%
Senior Tourism programme	0.0%	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 5* 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.