

Tourist profile according to type of accommodation (2017)

5* HOTELS

How many are they and how much do they spend?



	5* Hotels	Total
Tourist arrivals (> 16 years old)	944,344	13,852,616
Average daily expenditure (€)	210.85	140.18
. in their place of residence	158.13	101.15
. in the Canary Islands	52.71	39.03
Average length of stay	7.69	9.17
Turnover per tourist (€)	1,561	1,155
Total turnover (> 16 years old) (€m)	1,474	15,999
Share of total tourist	6.8%	100%
Share of total turnover	9.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	15.5%	13.5%
- Additional accommodation expenses	13.4%	6.3%

Transport:

- Public transport	9.5%	14.5%
- Taxi	22.2%	21.2%
- Car rental	18.6%	19.4%

Food and drink:

- Food purchases at supermarkets	44.8%	55.0%
- Restaurants	56.8%	57.3%

Souvenirs:

	50.7%	53.3%
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Leisure:

- Organized excursions	16.3%	17.7%
- Leisure, amusement	7.1%	8.4%
- Trip to other islands	1.5%	2.3%
- Sporting activities	6.0%	6.1%
- Cultural activities	3.7%	4.4%
- Discos and disco-pubs	3.8%	6.1%

Others:

- Wellness	9.3%	4.9%
- Medical expenses	3.2%	4.0%
- Other expenses	8.7%	9.6%



+1%
TOURISTS*
944,344



+1%
TRAVEL EXPENSES
€1,561



+2%
TURNOVER
€1,474 MILL

What do they book at their place of residence?



	5* Hotels	Total
Flight only	3.1%	9.3%
Flight and accommodation (room only)	8.4%	26.9%
Flight and accommodation (B&B)	26.5%	8.3%
Flight and accommodation (half board)	35.7%	19.3%
Flight and accommodation (full board)	4.7%	4.4%
Flight and accommodation (all inclusive)	21.7%	31.9%
% Tourists using low-cost airlines	48.7%	50.8%

Other expenses in their place of residence:

- Car rental	12.1%	12.6%
- Sporting activities	4.9%	5.1%
- Excursions	5.8%	6.2%
- Trip to other islands	1.1%	1.5%

* Tourists over 16 years old.

How do they book?



Accommodation booking	5* Hotels	Total
Tour Operator	42.3%	42.4%
- Tour Operator's website	80.9%	80.6%
Accommodation	21.9%	14.6%
- Accommodation's website	84.0%	84.0%
Travel agency (High street)	19.5%	19.3%
Online Travel Agency (OTA)	15.8%	17.3%
No need to book accommodation	0.5%	6.4%

Flight booking	5* Hotels	Total
Tour Operator	45.3%	44.8%
- Tour Operator's website	80.0%	78.6%
Airline	25.1%	25.8%
- Airline's website	97.2%	97.3%
Travel agency (High street)	18.3%	18.0%
Online Travel Agency (OTA)	11.3%	11.4%

How far in advance do they book their trip?



	5* Hotels	Total
The same day they leave	0.8%	0.5%
Between 2 and 7 days	5.8%	5.9%
Between 8 and 15 days	7.4%	7.4%
Between 16 and 30 days	14.8%	13.4%
Between 31 and 90 days	36.5%	34.6%
More than 90 days	34.7%	38.3%

Who are they?



Gender	5* Hotels	Total
Men	48.2%	48.1%
Women	51.8%	51.9%

Age

Average age (tourists > 16 years old)	47.1	46.9
Standard deviation	14.5	15.5

Age range (> 16 years old)

16-24 years old	6.3%	8.4%
25-30 years old	9.6%	10.2%
31-45 years old	29.5%	27.9%
46-60 years old	35.3%	31.7%
Over 60 years old	19.3%	21.8%

Occupation

Business owner or self-employed	36.3%	23.8%
Upper/Middle management employee	33.6%	35.2%
Auxiliary level employee	9.1%	15.3%
Students	3.4%	5.0%
Retired	14.6%	18.6%
Unemployed / unpaid dom. work	2.9%	2.1%

Annual household income level

€12,000 - €24,000	9.5%	17.9%
€24,001 - €36,000	12.2%	19.3%
€36,001 - €48,000	12.6%	16.1%
€48,001 - €60,000	14.3%	15.1%
€60,001 - €72,000	9.0%	9.3%
€72,001 - €84,000	9.0%	6.3%
More than €84,000	33.4%	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 5* Hotels	944,344	159,577	61,275	271,619	451,873	0
- Share by islands	100%	16.9%	6.5%	28.8%	47.9%	0.0%
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 5* Hotels	6.8%	6.4%	3.2%	7.0%	8.8%	0.0%

Where do they stay?

	5* Hotels	Total
5* Hotel	100%	6.8%
4* Hotel	--	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?

	5* Hotels	Total
Unaccompanied	5.9%	8.7%
Only with partner	47.3%	46.8%
Only with children (under the age of 13)	1.8%	1.7%
Partner + children (under the age of 13)	14.8%	11.9%
Other relatives	5.8%	6.0%
Friends	3.9%	6.1%
Work colleagues	0.4%	0.3%
Other combinations ⁽¹⁾	20.2%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	5* Hotels	Total
Good or very good (% tourists)	95.4%	94.0%
Average rating (scale 1-10)	9.10	8.92

How many are loyal to the Canary Islands?

Repeat tourists	5* Hotels	Total
At least 1 previous visit	75.7%	77.3%
At least 10 previous visits	14.1%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	41.0%	386,802
Germany	13.9%	130,950
Spanish Mainland	12.0%	113,431
Switzerland	5.6%	52,554
Belgium	3.9%	36,456
Netherlands	3.2%	30,637
France	3.1%	29,263
Italy	2.4%	22,538
Ireland	2.2%	21,096
Others	12.8%	120,617

Why do they choose the Canary Islands?

Aspects influencing the choice	5* Hotels	Total
Climate/sun	91.9%	89.8%
Tranquillity/rest/relaxation	43.1%	37.2%
Beaches	27.1%	35.1%
Scenery	19.7%	22.9%
Visiting new places	14.8%	14.7%
Ease of travel	14.6%	8.9%
Security	12.2%	9.7%
Suitable destination for children	10.0%	7.6%
Quality of the environment	8.1%	6.5%
Price	7.6%	12.2%
Golf	3.7%	1.0%
Active tourism	3.5%	5.4%
Theme parks	3.1%	3.1%
Shopping	2.5%	2.5%
Culture	2.3%	2.7%
Nightlife/fun	1.9%	3.8%

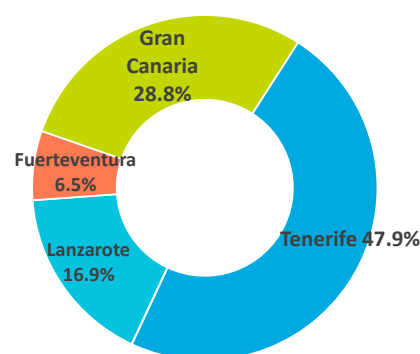
* Multi-choice question

What did motivate them to come?

Prescription sources	5* Hotels	Total
Previous visits to the Canary Islands	63.1%	64.9%
Recommendation by friends/relatives	32.2%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.6%	1.0%
Information in press/magazines/books	4.5%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	6.8%	7.2%
Recommendation by Travel Agency	9.7%	9.3%
Information obtained via the Internet	28.3%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	5.3%	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 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.