

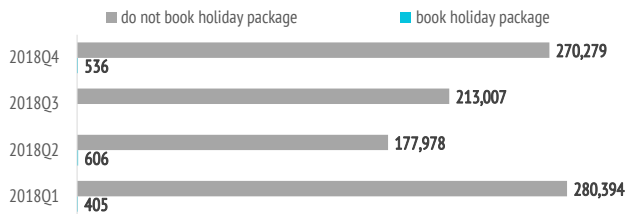
# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018)

## PRIVATE ACCOMMODATION

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

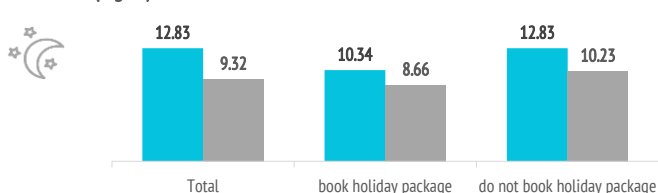
	Private accommodation	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	15,559,787
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	943,206	13,485,651
- book holiday package	1,547	7,848,516
- do not book holiday package	941,658	5,637,135
- % tourists who book holiday package	0.2%	58.2%
Share of total tourist	7.0%	100%

### TOURISTS IN PRIVATE ACCOMMODATION

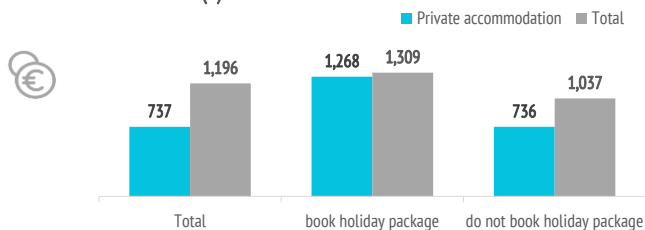


	Private accommodation	Total
<b>Expenditure per tourist (€)</b>	737	1,196
- book holiday package	1,268	1,309
- holiday package	775	1,064
- others	493	246
- do not book holiday package	736	1,037
- flight	313	288
- accommodation	10	350
- others	413	399
<b>Average length of stay</b>	12.83	9.32
- book holiday package	10.34	8.66
- do not book holiday package	12.83	10.23
<b>Average daily expenditure (€)</b>	71.9	143.6
- book holiday package	116.7	159.8
- do not book holiday package	71.9	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	695	16,124
- book holiday package	2	10,277
- do not book holiday package	693	5,848

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Private accommodation	Total
Climate	63.2%	78.1%
Sea	44.8%	43.3%
Tranquility	44.3%	46.2%
Landscapes	41.9%	31.6%
Safety	40.3%	51.4%
Beaches	38.0%	37.1%
Environment	37.2%	30.6%
European belonging	33.5%	35.8%
Effortless trip	30.5%	34.8%
Price	29.3%	36.5%
Gastronomy	28.4%	22.6%
Authenticity	25.8%	19.1%
Fun possibilities	23.0%	20.7%
Accommodation supply	16.1%	41.7%
Hiking trail network	15.2%	9.0%
Exoticism	12.9%	10.5%
Shopping	11.8%	9.6%
Nightlife	11.7%	7.5%
Culture	10.5%	7.3%
Historical heritage	10.4%	7.1%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")  
% of tourists who indicate that the factor is "very important" in their choice.

### What is the main motivation for their holidays?

	Private accommodation	Total
Rest	34.0%	55.1%
Enjoy family time	37.9%	14.7%
Have fun	8.9%	7.8%
Explore the destination	12.7%	18.5%
Practice their hobbies	2.6%	1.8%
Other reasons	3.9%	2.1%

#### ENJOY FAMILY TIME



Private accommodation 37.9%

Total 14.7%

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

	Private accommodation	Total
The same day	1.3%	0.7%
Between 1 and 30 days	30.6%	23.2%
Between 1 and 2 months	27.6%	23.0%
Between 3 and 6 months	28.2%	32.4%
More than 6 months	12.3%	20.7%

### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

PRIVATE ACCOMMODATION  
30.6%



TOTAL  
23.2%

Picture: Freepik.com

# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018)

## PRIVATE ACCOMMODATION

### What channels did they use to get information about the trip?

	Private accommodation	Total
Previous visits to the Canary Islands	49.2%	50.9%
Friends or relatives	58.0%	27.8%
Internet or social media	32.7%	56.1%
Mass Media	1.0%	1.7%
Travel guides and magazines	3.3%	9.5%
Travel Blogs or Forums	1.9%	5.4%
Travel TV Channels	0.2%	0.7%
Tour Operator or Travel Agency	2.6%	24.7%
Public administrations or similar	0.2%	0.4%
Others	3.6%	2.3%

\* Multi-choice question

### With whom did they book their flight and accommodation?

	Private accommodation	Total
<b>Flight</b>		
- Directly with the airline	86.8%	39.5%
- Tour Operator or Travel Agency	13.2%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	72.5%	28.8%
- Tour Operator or Travel Agency	27.5%	71.2%

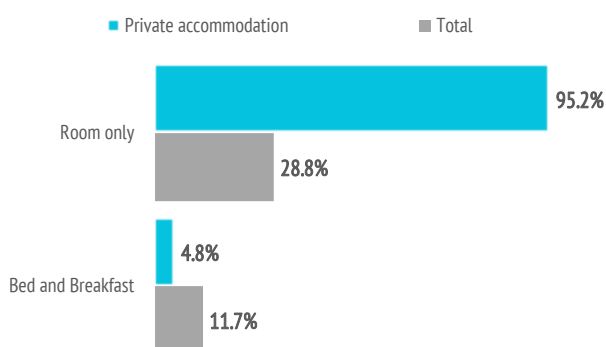
### Where do they stay?

	Private accommodation	Total
1-2-3* Hotel	--	12.8%
4* Hotel	--	37.7%
5* Hotel / 5* Luxury Hotel	--	6.8%
Aparthotel / Tourist Villa	--	23.6%
House/room rented in a private dwelling	--	5.3%
Private accommodation (1)	100.0%	7.0%
Others (Cottage, cruise, camping,...)	--	6.8%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

### What do they book?

	Private accommodation	Total
Room only	95.2%	28.8%
Bed and Breakfast	4.8%	11.7%
Half board	--	22.4%
Full board	--	3.0%
All inclusive	--	34.1%



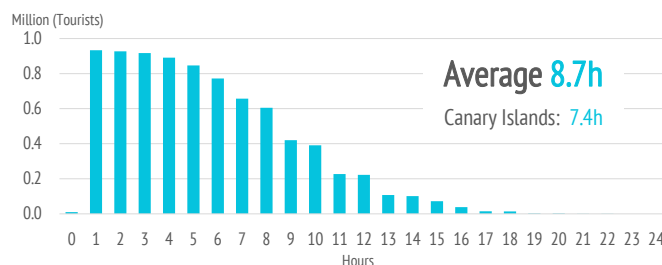
### Other expenses

	Private accommodation	Total
Restaurants or cafes	76.6%	63.2%
Supermarkets	71.1%	55.9%
Car rental	25.8%	26.6%
Organized excursions	9.1%	21.8%
Taxi, transfer, chauffeur service	15.2%	51.7%
Theme Parks	6.4%	8.8%
Sport activities	6.2%	6.4%
Museums	5.0%	5.0%
Flights between islands	5.4%	4.8%

### Activities in the Canary Islands

Outdoor time per day	Private accommodation	Total
0 hours	1.1%	2.2%
1 - 2 hours	1.8%	10.0%
3 - 6 hours	27.5%	32.6%
7 - 12 hours	58.3%	46.5%
More than 12 hours	11.3%	8.7%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Private accommodation	Total
Walk, wander	73.5%	71.0%
Beach	67.7%	68.0%
Explore the island on their own	51.6%	46.5%
Taste Canarian gastronomy	40.4%	25.4%
Swimming pool, hotel facilities	23.2%	58.9%
Nightlife / concerts / shows	20.4%	15.5%
Sport activities	16.6%	14.3%
Wineries / markets / popular festivals	15.7%	12.0%
Nature activities	13.8%	10.0%
Museums / exhibitions	12.1%	9.8%
Theme parks	11.9%	15.5%
Activities at sea	11.3%	9.8%
Sea excursions / whale watching	6.0%	11.3%
Beauty and health treatments	4.9%	5.7%
Organized excursions	4.5%	17.9%
Astronomical observation	4.2%	3.4%

\* Multi-choice question

	PRIVATE ACCOMMODATION	TOTAL
TASTE CANARIAN GASTRONOMY	40.4%	25.4%
NIGHTLIFE / CONCERTS / SHOWS	20.4%	15.5%



# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018)

## PRIVATE ACCOMMODATION

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in private accommodation	943,206	95,097	70,124	348,965	405,673	18,832
- Share by islands	100%	10.1%	7.4%	37.0%	43.0%	2.0%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Tourists in private accommodation	7.1%	3.9%	3.8%	9.4%	8.3%	7.7%

### How many islands do they visit during their trip?

	Private accommodation	Total
One island	89.3%	90.9%
Two islands	9.2%	7.7%
Three or more islands	1.5%	1.4%

### Internet usage during their trip

	Private accommodation	Total
<b>Research</b>		
- Tourist package	4.4%	15.4%
- Flights	5.4%	13.0%
- Accommodation	4.1%	17.7%
- Transport	10.1%	15.6%
- Restaurants	22.6%	27.0%
- Excursions	14.3%	26.3%
- Activities	21.4%	31.0%
<b>Book or purchase</b>		
- Tourist package	5.0%	38.1%
- Flights	84.8%	64.4%
- Accommodation	13.2%	54.5%
- Transport	30.3%	44.7%
- Restaurants	9.6%	10.5%
- Excursions	6.9%	11.4%
- Activities	10.0%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Private accommodation	Total
<b>Did not use the Internet</b>	<b>10.9%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>89.1%</b>	<b>90.2%</b>
- Own Internet connection	55.2%	36.5%
- Free Wifi connection	21.4%	41.1%
<b>Applications*</b>		
- Search for locations or maps	56.9%	60.7%
- Search for destination info	32.3%	44.7%
- Share pictures or trip videos	54.1%	55.6%
- Download tourist apps	5.2%	6.5%
- Others	26.8%	23.9%

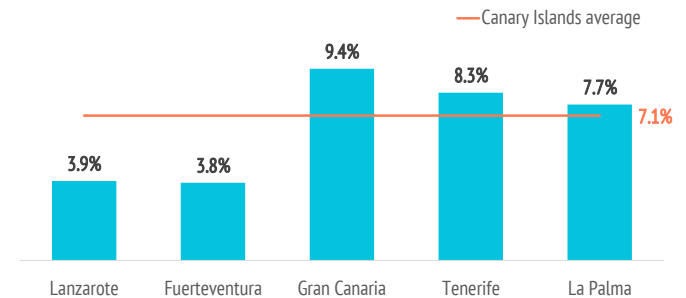
\* Multi-choice question

**54.1%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLANDS

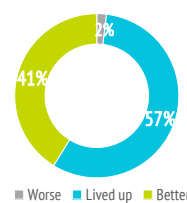


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Private accommodation	Total
Average rating	8.89	8.58

Experience in the Canary Islands	Private accommodation	Total
Worse or much worse than expected	1.9%	2.9%
Lived up to expectations	56.9%	57.4%
Better or much better than expected	41.2%	39.7%

Future intentions (scale 1-10)	Private accommodation	Total
Return to the Canary Islands	9.31	8.60
Recommend visiting the Canary Islands	9.27	8.86



Experience in the Canary

9.31/10

Return to the Canary Islands

9.27/10

Recommend visiting the Canary Islands

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

	Private accommodation	Total
<b>Repeat tourists</b>	<b>79.1%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	76.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	39.1%	18.4%
<b>At least 10 previous visits</b>	<b>39.6%</b>	<b>17.8%</b>

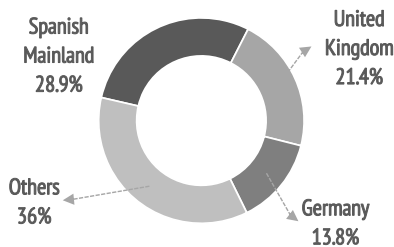
# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018)

## PRIVATE ACCOMMODATION

### Where are they from?



	%	Absolute
Spanish Mainland	28.9%	272,596
United Kingdom	21.4%	202,056
Germany	13.8%	129,935
Italy	6.4%	60,220
Norway	4.4%	41,760
Belgium	3.7%	35,069
Sweden	2.3%	21,430
Switzerland	2.1%	20,272
France	2.1%	20,146
Netherlands	1.9%	18,356
Austria	1.7%	16,085
Ireland	1.6%	15,288
Finland	0.9%	8,117
Russia	0.8%	7,780
Poland	0.7%	6,921
Denmark	0.4%	3,855
Czech Republic	0.2%	1,792
Others	6.5%	61,529



### Who do they come with?



	Private accommodation	Total
Unaccompanied	36.1%	8.9%
Only with partner	31.2%	47.4%
Only with children (< 13 years old)	4.7%	5.9%
Partner + children (< 13 years old)	5.2%	7.2%
Other relatives	6.9%	9.0%
Friends	5.6%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.1%	0.2%
Other combinations <sup>(1)</sup>	9.9%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>13.2%</b>	<b>19.3%</b>
- Between 0 and 2 years old	2.0%	1.8%
- Between 3 and 12 years old	10.1%	15.8%
- Between 0 -2 and 3-12 years	1.1%	1.6%
<b>Tourists without children</b>	<b>86.8%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	42.7%	12.4%
- 2 people	35.8%	54.1%
- 3 people	9.4%	12.6%
- 4 or 5 people	10.6%	17.1%
- 6 or more people	1.5%	3.8%
<b>Average group size:</b>	<b>1.97</b>	<b>2.58</b>

### Who are they?



	Private accommodation	Total
<b>Gender</b>		
Men	48.9%	48.2%
Women	51.1%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	43.3	46.7
Standard deviation	16.0	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	11.9%	7.7%
25 - 30 years old	15.6%	10.8%
31 - 45 years old	30.3%	28.6%
46 - 60 years old	24.1%	31.3%
Over 60 years old	18.0%	21.5%
<b>Occupation</b>		
Salaried worker	47.8%	55.5%
Self-employed	13.4%	11.0%
Unemployed	3.0%	1.1%
Business owner	9.8%	9.2%
Student	9.0%	4.2%
Retired	14.5%	17.3%
Unpaid domestic work	1.2%	0.9%
Others	1.2%	0.8%
<b>Annual household income level</b>		
Less than €25,000	30.2%	17.0%
€25,000 - €49,999	36.5%	36.5%
€50,000 - €74,999	17.9%	25.0%
More than €74,999	15.5%	21.5%
<b>Education level</b>		
No studies	2.7%	4.8%
Primary education	2.7%	2.8%
Secondary education	19.9%	23.1%
Higher education	74.7%	69.3%



Pictures: Freepik.com