

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018)

APARTHOTEL / TOURIST VILLA

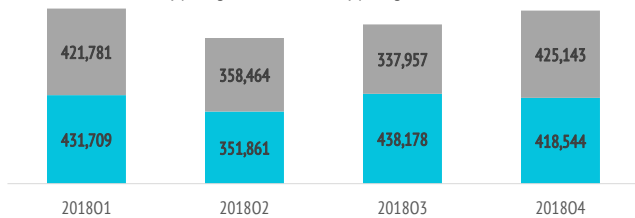
How many are they and how much do they spend?



	Aparthotel/Tourist Villa	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	3,183,636	13,485,651
- book holiday package	1,640,291	7,848,516
- do not book holiday package	1,543,345	5,637,135
- % tourists who book holiday package	51.5%	58.2%
Share of total tourist	23.6%	100%

TOURISTS IN APARTHOTEL / TOURIST VILLA

■ do not book holiday package ■ book holiday package



	Aparthotel/Tourist Villa	Total
Expenditure per tourist (€)		
- book holiday package	1,163	1,196
- holiday package	1,249	1,309
- others	919	1,064
- do not book holiday package	330	246
- do not book holiday package	1,071	1,037
- flight	1,071	1,037
- accommodation	279	288
- others	360	350
	431	399
Average length of stay		
- book holiday package	9.78	9.32
- book holiday package	9.17	8.66
- do not book holiday package	10.42	10.23
Average daily expenditure (€)		
- book holiday package	132.0	143.6
- book holiday package	146.5	159.8
- do not book holiday package	116.5	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	3,702	16,124
- book holiday package	2,050	10,277
- do not book holiday package	1,652	5,848

AVERAGE LENGTH OF STAY (nights)

■ Aparthotel/Tourist Villa ■ Total



EXPENDITURE PER TOURIST (€)

■ Aparthotel/Tourist Villa ■ Total



Importance of each factor in the destination choice



	Aparthotel/Tourist Villa	Total
Climate	80.2%	78.1%
Safety	51.6%	51.4%
Tranquility	44.0%	46.2%
Sea	42.7%	43.3%
Price	40.8%	36.5%
Accommodation supply	40.0%	41.7%
Beaches	38.4%	37.1%
Effortless trip	33.6%	34.8%
European belonging	33.6%	35.8%
Environment	31.0%	30.6%
Landscapes	30.4%	31.6%
Fun possibilities	21.9%	20.7%
Gastronomy	21.1%	22.6%
Authenticity	17.9%	19.1%
Shopping	10.5%	9.6%
Exoticism	10.1%	10.5%
Nightlife	9.7%	7.5%
Hiking trail network	8.8%	9.0%
Culture	6.6%	7.3%
Historical heritage	6.2%	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?



	Aparthotel/Tourist Villa	Total
Rest	55.8%	55.1%
Enjoy family time	15.0%	14.7%
Have fun	9.0%	7.8%
Explore the destination	16.7%	18.5%
Practice their hobbies	1.4%	1.8%
Other reasons	2.1%	2.1%

HAVE FUN



Aparthotel/Tourist Villa 9.0%

Total 7.8%

How far in advance do they book their trip?



	Aparthotel/Tourist Villa	Total
The same day	0.7%	0.7%
Between 1 and 30 days	20.4%	23.2%
Between 1 and 2 months	20.8%	23.0%
Between 3 and 6 months	32.9%	32.4%
More than 6 months	25.2%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

APARTHOTEL/TOURIST VILLA

25.2%



TOTAL
20.7%

Picture: Freepik.com

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

	Aparthotel/Tourist Villa	Total
Previous visits to the Canary Islands	56.9%	50.9%
Friends or relatives	27.6%	27.8%
Internet or social media	61.0%	56.1%
Mass Media	1.6%	1.7%
Travel guides and magazines	8.3%	9.5%
Travel Blogs or Forums	5.7%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	19.1%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.9%	2.3%

* Multi-choice question

With whom did they book their flight and accommodation?

	Aparthotel/Tourist Villa	Total
Flight		
- Directly with the airline	46.4%	39.5%
- Tour Operator or Travel Agency	53.6%	60.5%
Accommodation		
- Directly with the accommodation	34.7%	28.8%
- Tour Operator or Travel Agency	65.3%	71.2%

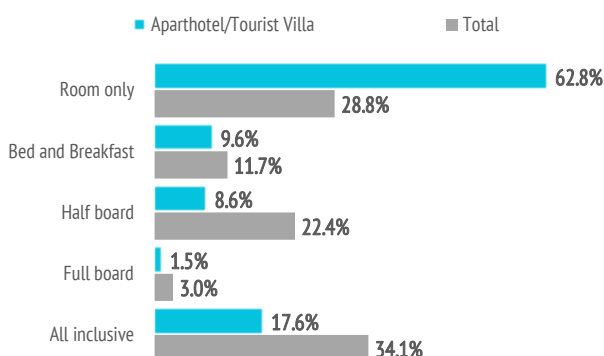
Where do they stay?

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

	Aparthotel/Tourist Villa	Total
Room only	62.8%	28.8%
Bed and Breakfast	9.6%	11.7%
Half board	8.6%	22.4%
Full board	1.5%	3.0%
All inclusive	17.6%	34.1%



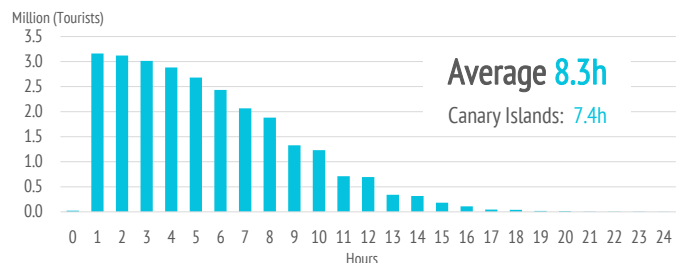
Other expenses

	Aparthotel/Tourist Villa	Total
Restaurants or cafes	74.4%	63.2%
Supermarkets	72.5%	55.9%
Car rental	28.0%	26.6%
Organized excursions	20.8%	21.8%
Taxi, transfer, chauffeur service	49.6%	51.7%
Theme Parks	9.8%	8.8%
Sport activities	7.1%	6.4%
Museums	5.0%	5.0%
Flights between islands	5.2%	4.8%

Activities in the Canary Islands

Outdoor time per day	Aparthotel/Tourist Villa	Total
0 hours	0.7%	2.2%
1 - 2 hours	4.7%	10.0%
3 - 6 hours	29.7%	32.6%
7 - 12 hours	54.2%	46.5%
More than 12 hours	10.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Aparthotel/Tourist Villa	Total
Walk, wander	75.9%	71.0%
Beach	71.3%	68.0%
Swimming pool, hotel facilities	61.0%	58.9%
Explore the island on their own	48.4%	46.5%
Taste Canarian gastronomy	28.5%	25.4%
Nightlife / concerts / shows	20.0%	15.5%
Theme parks	16.9%	15.5%
Organized excursions	16.4%	17.9%
Wineries / markets / popular festivals	13.2%	12.0%
Sport activities	12.2%	14.3%
Sea excursions / whale watching	12.2%	11.3%
Activities at sea	10.1%	9.8%
Museums / exhibitions	9.7%	9.8%
Nature activities	9.7%	10.0%
Beauty and health treatments	4.7%	5.7%
Astronomical observation	3.0%	3.4%

* Multi-choice question

	APARTHOTEL/ TOURIST VILLA	TOTAL
WALK / WANDER	75.9%	71.0%
NIGHTLIFE / CONCERTS / SHOWS	20.0%	15.5%



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in Aparthotel/Tourist Villa	3,183,636	754,235	322,930	941,803	1,099,843	50,545
- Share by islands	100%	23.7%	10.1%	29.6%	34.5%	1.6%
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 Aparthotel/Tourist Villa	24.1%	31.0%	17.6%	25.5%	22.4%	20.6%

How many islands do they visit during their trip?

	Aparthotel/Tourist Villa	Total
One island	91.7%	90.9%
Two islands	7.6%	7.7%
Three or more islands	0.6%	1.4%

Internet usage during their trip

	Aparthotel/Tourist Villa	Total
Research		
- Tourist package	13.4%	15.4%
- Flights	11.7%	13.0%
- Accommodation	15.2%	17.7%
- Transport	15.4%	15.6%
- Restaurants	30.2%	27.0%
- Excursions	26.3%	26.3%
- Activities	31.8%	31.0%
Book or purchase		
- Tourist package	39.0%	38.1%
- Flights	71.7%	64.4%
- Accommodation	64.8%	54.5%
- Transport	51.4%	44.7%
- Restaurants	11.7%	10.5%
- Excursions	11.6%	11.4%
- Activities	13.7%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Aparthotel/Tourist Villa	Total
Did not use the Internet	9.2%	9.8%
Used the Internet	90.8%	90.2%
- Own Internet connection	40.3%	36.5%
- Free Wifi connection	38.0%	41.1%
Applications*		
- Search for locations or maps	62.9%	60.7%
- Search for destination info	48.4%	44.7%
- Share pictures or trip videos	56.6%	55.6%
- Download tourist apps	6.4%	6.5%
- Others	24.4%	23.9%

* Multi-choice question

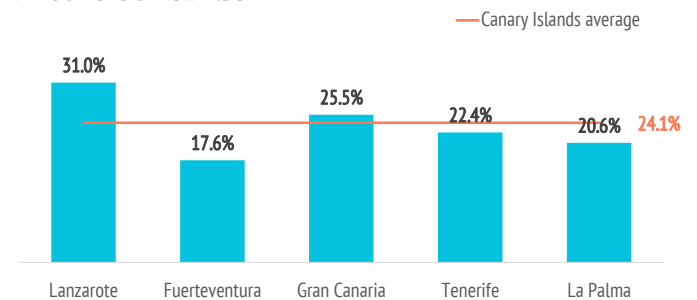


56.6% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

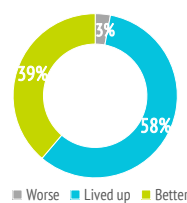


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Aparthotel/Tourist Villa	Total
Average rating	8.56	8.58

Experience in the Canary Islands	Aparthotel/Tourist Villa	Total
Worse or much worse than expected	3.0%	2.9%
Lived up to expectations	58.2%	57.4%
Better or much better than expected	38.8%	39.7%

Future intentions (scale 1-10)	Aparthotel/Tourist Villa	Total
Return to the Canary Islands	8.66	8.60
Recommend visiting the Canary Islands	8.88	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Aparthotel/Tourist Villa	Total
Repeat tourists	74.9%	71.0%
Repeat tourists (last 5 years)	68.2%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	21.5%	18.4%
At least 10 previous visits	21.3%	17.8%

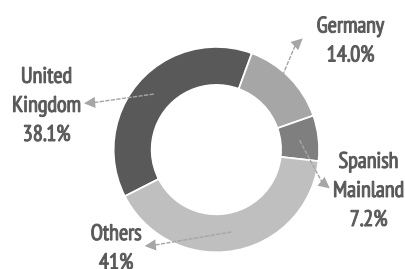
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Where are they from?



	%	Absolute
United Kingdom	38.1%	1,213,386
Germany	14.0%	446,344
Spanish Mainland	7.2%	228,008
Ireland	6.3%	201,785
Netherlands	5.6%	179,406
Sweden	5.4%	171,222
Norway	4.3%	138,228
Italy	3.5%	111,747
Denmark	2.9%	90,866
France	2.2%	71,187
Finland	2.0%	63,435
Belgium	1.7%	52,982
Switzerland	1.3%	41,271
Poland	1.1%	33,814
Austria	0.7%	20,888
Russia	0.6%	20,445
Czech Republic	0.5%	14,945
Others	2.6%	83,677



Who do they come with?



	Aparthotel/Tourist Villa	Total
Unaccompanied	7.0%	8.9%
Only with partner	44.8%	47.4%
Only with children (< 13 years old)	5.8%	5.9%
Partner + children (< 13 years old)	7.9%	7.2%
Other relatives	10.2%	9.0%
Friends	7.7%	6.3%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	16.3%	14.6%

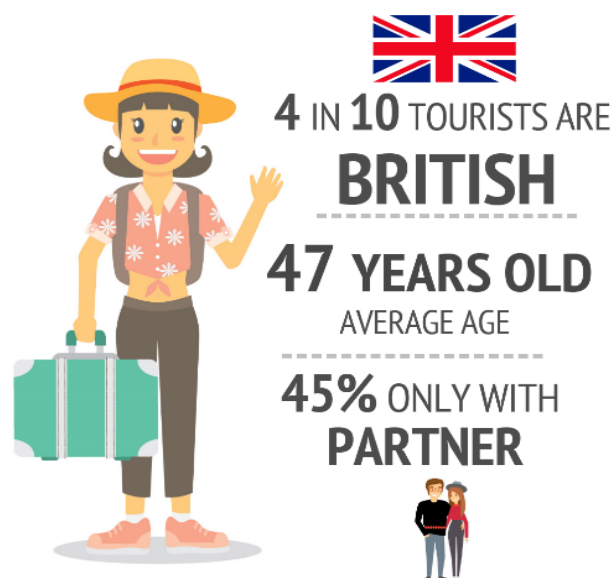
(1) Different situations have been isolated

Tourists with children	20.5%	19.3%
- Between 0 and 2 years old	1.6%	1.8%
- Between 3 and 12 years old	17.2%	15.8%
- Between 0 -2 and 3-12 years	1.7%	1.6%
Tourists without children	79.5%	80.7%
Group composition:		
- 1 person	10.3%	12.4%
- 2 people	51.5%	54.1%
- 3 people	12.8%	12.6%
- 4 or 5 people	20.7%	17.1%
- 6 or more people	4.7%	3.8%
Average group size:	2.73	2.58

Who are they?



	Aparthotel/Tourist Villa	Total
Gender		
Men	47.9%	48.2%
Women	52.1%	51.8%
Age		
Average age (tourist > 15 years old)	47.5	46.7
Standard deviation	14.9	15.3
Age range (> 15 years old)		
16 - 24 years old	7.0%	7.7%
25 - 30 years old	8.9%	10.8%
31 - 45 years old	28.5%	28.6%
46 - 60 years old	33.7%	31.3%
Over 60 years old	22.0%	21.5%
Occupation		
Salaried worker	57.3%	55.5%
Self-employed	10.5%	11.0%
Unemployed	1.1%	1.1%
Business owner	7.8%	9.2%
Student	3.3%	4.2%
Retired	18.0%	17.3%
Unpaid domestic work	1.3%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	15.8%	17.0%
€25,000 - €49,999	39.3%	36.5%
€50,000 - €74,999	25.8%	25.0%
More than €74,999	19.1%	21.5%
Education level		
No studies	5.9%	4.8%
Primary education	2.8%	2.8%
Secondary education	25.1%	23.1%
Higher education	66.2%	69.3%



Pictures: Freepik.com