

Tourist profile according to type of accommodation (2017)

APARTMENTS

How many are they and how much do they spend?



	Apartments	Total
Tourist arrivals (> 16 years old)	4,493,748	13,852,616
Average daily expenditure (€)	120.91	140.18
. in their place of residence	77.91	101.15
. in the Canary Islands	42.99	39.03
Average length of stay	10.01	9.17
Turnover per tourist (€)	1,086	1,155
Total turnover (> 16 years old) (€m)	4,880	15,999
Share of total tourist	32.4%	100%
Share of total turnover	30.5%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	19.0%	13.5%
- Additional accommodation expenses	4.6%	6.3%

Transport:

- Public transport	16.7%	14.5%
- Taxi	24.5%	21.2%
- Car rental	22.9%	19.4%

Food and drink:

- Food purchases at supermarkets	73.2%	55.0%
- Restaurants	68.5%	57.3%

Souvenirs:

	50.2%	53.3%
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Leisure:

- Organized excursions	16.4%	17.7%
- Leisure, amusement	9.3%	8.4%
- Trip to other islands	2.5%	2.3%
- Sporting activities	6.2%	6.1%
- Cultural activities	5.0%	4.4%
- Discos and disco-pubs	7.8%	6.1%

Others:

- Wellness	3.3%	4.9%
- Medical expenses	4.2%	4.0%
- Other expenses	9.1%	9.6%



+9%
TOURISTS*
4,493,748



+1%
TRAVEL EXPENSES
€1,086



+10%
TURNOVER
€4,880 MILL

What do they book at their place of residence?



	Apartments	Total
Flight only	7.9%	9.3%
Flight and accommodation (room only)	61.0%	26.9%
Flight and accommodation (B&B)	6.5%	8.3%
Flight and accommodation (half board)	7.5%	19.3%
Flight and accommodation (full board)	2.2%	4.4%
Flight and accommodation (all inclusive)	14.8%	31.9%
% Tourists using low-cost airlines	59.6%	50.8%

Other expenses in their place of residence:

- Car rental	15.8%	12.6%
- Sporting activities	3.4%	5.1%
- Excursions	5.7%	6.2%
- Trip to other islands	1.1%	1.5%

* Tourists over 16 years old.

How do they book?



Accommodation booking	Apartments	Total
Tour Operator	37.0%	42.4%
- Tour Operator's website	84.9%	80.6%
Accommodation	21.1%	14.6%
- Accommodation's website	81.6%	84.0%
Travel agency (High street)	12.0%	19.3%
Online Travel Agency (OTA)	25.9%	17.3%
No need to book accommodation	4.0%	6.4%

Flight booking	Apartments	Total
Tour Operator	39.5%	44.8%
- Tour Operator's website	84.1%	78.6%
Airline	36.3%	25.8%
- Airline's website	98.4%	97.3%
Travel agency (High street)	11.2%	18.0%
Online Travel Agency (OTA)	13.0%	11.4%

How far in advance do they book their trip?



	Apartments	Total
The same day they leave	0.5%	0.5%
Between 2 and 7 days	5.3%	5.9%
Between 8 and 15 days	6.2%	7.4%
Between 16 and 30 days	11.6%	13.4%
Between 31 and 90 days	33.8%	34.6%
More than 90 days	42.5%	38.3%

Who are they?



Gender	Apartments	Total
Men	47.0%	48.1%
Women	53.0%	51.9%

Age

Average age (tourists > 16 years old)	47.1	46.9
Standard deviation	15.3	15.5

Age range (> 16 years old)

16-24 years old	8.2%	8.4%
25-30 years old	9.6%	10.2%
31-45 years old	27.8%	27.9%
46-60 years old	32.6%	31.7%
Over 60 years old	21.9%	21.8%

Occupation

Business owner or self-employed	23.3%	23.8%
Upper/Middle management employee	34.1%	35.2%
Auxiliary level employee	16.6%	15.3%
Students	5.0%	5.0%
Retired	19.1%	18.6%
Unemployed / unpaid dom. work	2.0%	2.1%

Annual household income level

€12,000 - €24,000	18.3%	17.9%
€24,001 - €36,000	19.9%	19.3%
€36,001 - €48,000	16.8%	16.1%
€48,001 - €60,000	15.4%	15.1%
€60,001 - €72,000	9.8%	9.3%
€72,001 - €84,000	6.4%	6.3%
More than €84,000	13.5%	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 apartments	4,493,748	1,033,894	411,677	1,364,288	1,511,892	122,126
- Share by islands	100%	23.0%	9.2%	30.4%	33.6%	2.7%
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 apartments	32.4%	41.6%	21.2%	35.0%	29.4%	43.9%

Where do they stay?

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

Who do they come with?

	Apartments	Total
Unaccompanied	6.8%	8.7%
Only with partner	44.7%	46.8%
Only with children (under the age of 13)	1.6%	1.7%
Partner + children (under the age of 13)	12.1%	11.9%
Other relatives	6.7%	6.0%
Friends	7.3%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	20.5%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Apartments	Total
Good or very good (% tourists)	93.8%	94.0%
Average rating (scale 1-10)	8.93	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Apartments	Total
At least 1 previous visit	79.6%	77.3%
At least 10 previous visits	19.5%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	37.0%	1,664,560
Germany	14.3%	641,842
Spanish Mainland	7.9%	354,950
Ireland	5.2%	232,022
Netherlands	5.1%	231,180
Norway	4.7%	211,474
Sweden	4.6%	208,801
Italy	3.5%	158,276
Denmark	2.9%	130,288
Others	14.7%	660,355

Why do they choose the Canary Islands?

Aspects influencing the choice	Apartments	Total
Climate/sun	91.3%	89.8%
Tranquillity/rest/relaxation	35.7%	37.2%
Beaches	35.0%	35.1%
Scenery	23.5%	22.9%
Price	15.0%	12.2%
Visiting new places	13.5%	14.7%
Ease of travel	9.0%	8.9%
Suitable destination for children	8.1%	7.6%
Security	8.0%	9.7%
Quality of the environment	6.8%	6.5%
Active tourism	6.6%	5.4%
Nightlife/fun	5.5%	3.8%
Theme parks	3.3%	3.1%
Culture	3.0%	2.7%
Shopping	2.7%	2.5%
Nautical activities	2.2%	2.0%

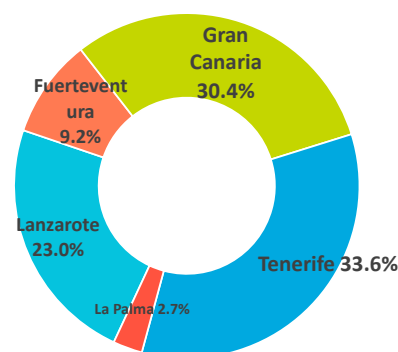
* Multi-choice question

What did motivate them to come?

Prescription sources	Apartments	Total
Previous visits to the Canary Islands	68.8%	64.9%
Recommendation by friends/relatives	37.6%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.8%	1.0%
Information in press/magazines/books	3.7%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	4.8%	7.2%
Recommendation by Travel Agency	5.2%	9.3%
Information obtained via the Internet	27.6%	25.5%
Senior Tourism programme	0.2%	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 an apartment. (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.