

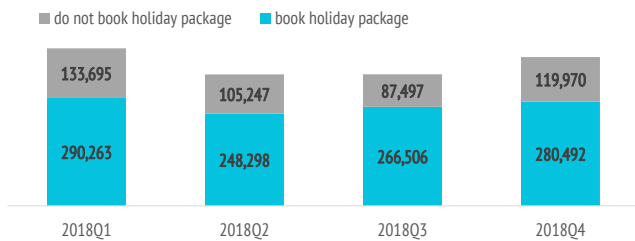
PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

1-2-3* HOTELS

How many are they and how much do they spend?

	1-2-3* Hotels	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,531,968	13,271,035
- book holiday package	1,085,559	7,426,022
- do not book holiday package	446,409	5,845,014
- % tourists who book holiday package	70.9%	56.0%
Share of total tourist	11.5%	100%

TOURISTS IN 1-2-3* HOTELS



	1-2-3* Hotels	Total
Expenditure per tourist (€)		
- book holiday package	1,103	1,136
- holiday package	958	1,031
- others	226	237
- do not book holiday package	909	967
- flight	235	263
- accommodation	328	321
- others	346	383
Average length of stay		
- book holiday package	8.53	9.09
- do not book holiday package	8.67	8.64
Average daily expenditure (€)	138.1	138.9
- book holiday package	144.5	155.4
- do not book holiday package	122.7	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	1,690	15,070
- do not book holiday package	1,285	9,416
	406	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	1-2-3* Hotels	Total
Climate	79.4%	78.4%
Safety	52.4%	51.9%
Sea	46.7%	44.4%
Tranquility	44.1%	47.6%
Beaches	42.1%	37.7%
Accommodation supply	41.7%	42.9%
Price	39.7%	37.4%
European belonging	34.6%	36.1%
Effortless trip	33.7%	35.2%
Landscapes	31.6%	33.1%
Environment	31.5%	33.2%
Fun possibilities	23.6%	21.1%
Gastronomy	20.5%	23.2%
Authenticity	18.6%	20.3%
Exoticism	11.7%	11.4%
Shopping	10.3%	9.4%
Nightlife	9.4%	8.0%
Hiking trail network	8.6%	9.6%
Culture	8.0%	8.0%
Historical heritage	7.3%	8.2%

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?

	1-2-3* Hotels	Total
Rest	55.2%	55.5%
Enjoy family time	13.4%	14.4%
Have fun	10.0%	8.6%
Explore the destination	17.2%	17.8%
Practice their hobbies	2.3%	1.9%
Other reasons	1.9%	1.8%



How far in advance do they book their trip?

	1-2-3* Hotels	Total
The same day	1.1%	0.7%
Between 1 and 30 days	25.4%	23.8%
Between 1 and 2 months	21.5%	22.8%
Between 3 and 6 months	32.5%	32.7%
More than 6 months	19.5%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

1-2-3* HOTELS
25.4%



TOTAL
23.8%

Picture: Freepik.com

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

1-2-3* HOTELS



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

	1-2-3* Hotels	Total
Previous visits to the Canary Islands	49.4%	51.9%
Friends or relatives	24.3%	27.1%
Internet or social media	54.4%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	8.1%	8.4%
Travel Blogs or Forums	5.3%	5.7%
Travel TV Channels	1.2%	0.8%
Tour Operator or Travel Agency	27.6%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.0%	2.4%

* Multi-choice question

With whom did they book their flight and accommodation? 👁

	1-2-3* Hotels	Total
Flight		
- Directly with the airline	28.6%	42.9%
- Tour Operator or Travel Agency	71.4%	57.1%
Accommodation		
- Directly with the accommodation	23.4%	31.5%
- Tour Operator or Travel Agency	76.6%	68.5%

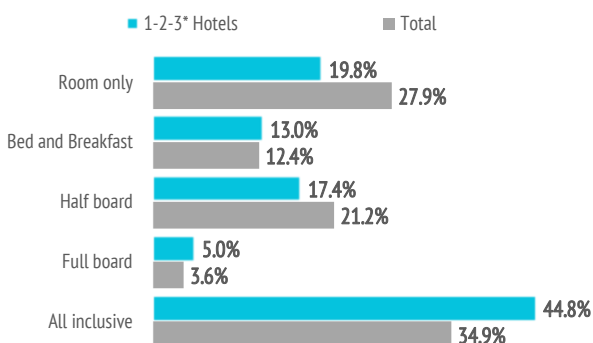
Where do they stay? 🏠

	1-2-3* Hotels	Total
1-2-3* Hotel	100.0%	11.5%
4* Hotel	--	37.6%
5* Hotel / 5* Luxury Hotel	--	9.0%
Aparthotel / Tourist Villa	--	22.5%
House/room rented in a private dwelling	--	5.9%
Private accommodation (1)	--	7.2%
Others (Cottage, cruise, camping,...)	--	6.3%

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

What do they book? 🍽

	1-2-3* Hotels	Total
Room only	19.8%	27.9%
Bed and Breakfast	13.0%	12.4%
Half board	17.4%	21.2%
Full board	5.0%	3.6%
All inclusive	44.8%	34.9%



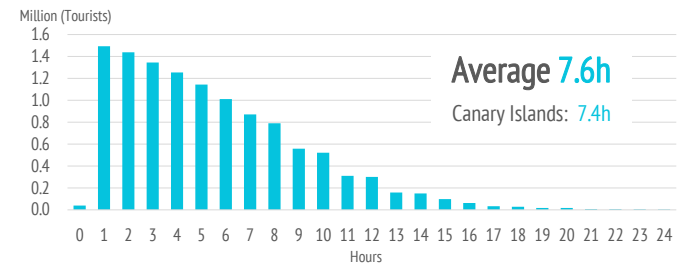
Other expenses 📍

	1-2-3* Hotels	Total
Restaurants or cafes	53.1%	59.1%
Supermarkets	46.8%	52.1%
Car rental	22.7%	26.3%
Organized excursions	21.6%	20.6%
Taxi, transfer, chauffeur service	59.1%	50.0%
Theme Parks	7.8%	7.5%
Sport activities	5.3%	5.7%
Museums	3.8%	4.6%
Flights between islands	3.7%	4.4%

Activities in the Canary Islands 🚶

	1-2-3* Hotels	Total
Outdoor time per day		
0 hours	2.6%	2.1%
1 - 2 hours	9.7%	9.8%
3 - 6 hours	30.9%	32.6%
7 - 12 hours	46.5%	47.1%
More than 12 hours	10.3%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	1-2-3* Hotels	Total
Activities in the Canary Islands		
Beach	68.4%	66.3%
Walk, wander	66.9%	69.8%
Swimming pool, hotel facilities	59.8%	58.2%
Explore the island on their own	43.0%	45.2%
Taste Canarian gastronomy	20.6%	24.2%
Organized excursions	18.8%	16.9%
Nightlife / concerts / shows	16.0%	15.5%
Theme parks	14.1%	14.1%
Sport activities	13.5%	13.4%
Sea excursions / whale watching	11.5%	11.1%
Activities at sea	10.1%	10.0%
Wineries / markets / popular festivals	9.8%	11.6%
Nature activities	9.5%	10.4%
Museums / exhibitions	7.8%	10.1%
Beauty and health treatments	4.4%	5.4%
Astronomical observation	2.8%	3.5%

* Multi-choice question

	1-2-3* HOTELS	TOTAL
BEACH	68.4%	66.3%
ORGANIZED EXCURSIONS	18.8%	16.9%



PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

1-2-3* HOTELS



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 1-2-3* Hotels	1,531,968	158,599	286,131	570,735	489,004	21,384
- Share by islands	100%	10.4%	18.7%	37.3%	31.9%	1.4%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists in 1-2-3* Hotels	11.5%	6.3%	17.2%	15.4%	9.7%	9.1%

How many islands do they visit during their trip?

	1-2-3* Hotels	Total
One island	92.1%	91.4%
Two islands	6.9%	7.2%
Three or more islands	1.1%	1.4%

Internet usage during their trip

	1-2-3* Hotels	Total
Research		
- Tourist package	16.9%	14.8%
- Flights	15.4%	13.0%
- Accommodation	19.0%	16.9%
- Transport	15.9%	15.7%
- Restaurants	26.2%	28.4%
- Excursions	26.6%	26.2%
- Activities	29.5%	30.1%
Book or purchase		
- Tourist package	43.8%	39.4%
- Flights	59.0%	66.7%
- Accommodation	56.3%	57.3%
- Transport	45.8%	47.6%
- Restaurants	11.0%	12.1%
- Excursions	12.1%	13.0%
- Activities	14.3%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	1-2-3* Hotels	Total
Did not use the Internet	9.6%	8.3%
Used the Internet	90.4%	91.7%
- Own Internet connection	37.4%	37.4%
- Free Wifi connection	37.6%	39.5%
Applications*		
- Search for locations or maps	59.2%	61.7%
- Search for destination info	44.1%	44.8%
- Share pictures or trip videos	54.2%	56.0%
- Download tourist apps	7.3%	7.0%
- Others	24.0%	22.6%

* Multi-choice question

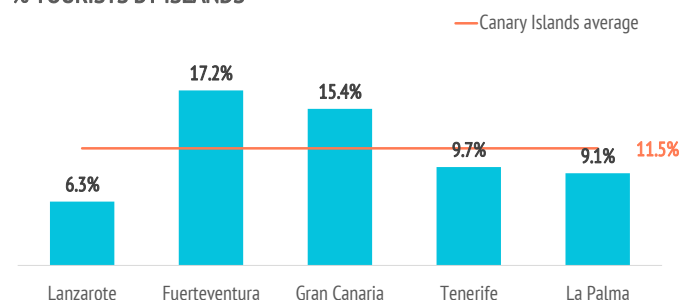


54.2% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

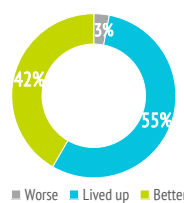


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	1-2-3* Hotels	Total
Average rating	8.55	8.70

Experience in the Canary Islands	1-2-3* Hotels	Total
Worse or much worse than expected	3.0%	2.3%
Lived up to expectations	55.3%	55.6%
Better or much better than expected	41.6%	42.1%

Future intentions (scale 1-10)	1-2-3* Hotels	Total
Return to the Canary Islands	8.61	8.73
Recommend visiting the Canary Islands	8.85	8.95



Experience in the Canary



8.61/10

Return to the Canary Islands



8.85/10

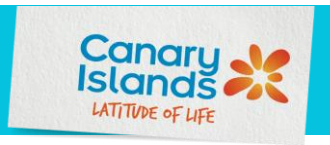
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	1-2-3* Hotels	Total
Repeat tourists	69.5%	72.2%
Repeat tourists (last 5 years)	64.0%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	15.9%	19.5%
At least 10 previous visits	15.1%	18.6%

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

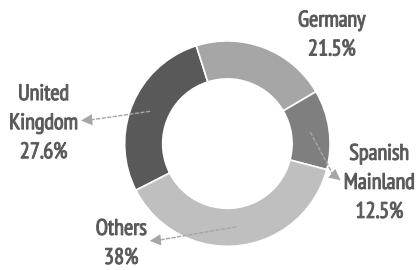
1-2-3* HOTELS



Where are they from?



	%	Absolute
United Kingdom	27.6%	422,931
Germany	21.5%	328,620
Spanish Mainland	12.5%	191,778
Sweden	4.8%	73,181
Netherlands	4.7%	72,328
Denmark	4.0%	60,661
Norway	3.8%	58,503
France	3.3%	51,260
Poland	2.9%	43,707
Italy	2.8%	43,293
Ireland	2.5%	38,008
Belgium	1.9%	28,781
Switzerland	1.4%	21,322
Finland	1.3%	20,291
Portugal	0.8%	12,726
Czech Republic	0.7%	10,748
Austria	0.6%	8,468
Others	3.0%	45,360



Who do they come with?



	1-2-3* Hotels	Total
Unaccompanied	9.5%	9.6%
Only with partner	45.8%	48.1%
Only with children (< 13 years old)	6.6%	5.6%
Partner + children (< 13 years old)	6.2%	6.5%
Other relatives	8.8%	9.3%
Friends	8.2%	6.4%
Work colleagues	0.7%	0.5%
Organized trip	0.4%	0.3%
Other combinations ⁽¹⁾	0.0%	0.0%

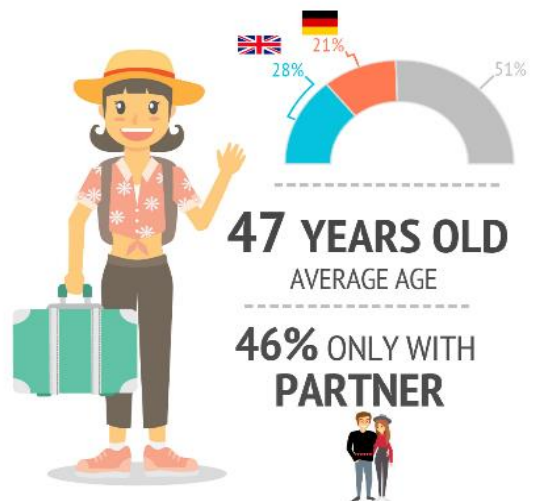
(1) Different situations have been isolated

Tourists with children	18.0%	17.7%
- Between 0 and 2 years old	1.1%	1.6%
- Between 3 and 12 years old	15.8%	14.8%
- Between 0 -2 and 3-12 years	1.1%	1.4%
Tourists without children	82.0%	82.3%
Group composition:		
- 1 person	13.1%	13.2%
- 2 people	55.6%	55.1%
- 3 people	12.0%	12.0%
- 4 or 5 people	15.8%	16.3%
- 6 or more people	3.4%	3.5%
Average group size:	2.52	2.54

Who are they?



	1-2-3* Hotels	Total
Gender		
Men	48.2%	48.6%
Women	51.8%	51.4%
Age		
Average age (tourist > 15 years old)	46.7	47.1
Standard deviation	15.4	15.4
Age range (> 15 years old)		
16 - 24 years old	7.6%	7.3%
25 - 30 years old	11.1%	10.9%
31 - 45 years old	28.3%	28.0%
46 - 60 years old	31.3%	31.8%
Over 60 years old	21.6%	22.1%
Occupation		
Salaried worker	57.4%	55.0%
Self-employed	10.1%	11.5%
Unemployed	1.0%	1.1%
Business owner	9.1%	9.4%
Student	3.4%	3.5%
Retired	17.4%	17.9%
Unpaid domestic work	0.9%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	17.9%	17.5%
€25,000 - €49,999	38.9%	37.5%
€50,000 - €74,999	22.8%	22.8%
More than €74,999	20.4%	22.2%
Education level		
No studies	5.2%	5.0%
Primary education	3.0%	2.6%
Secondary education	26.4%	23.6%
Higher education	65.4%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a 1-2-3* hotel.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.