

# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2018)

## 4\* HOTELS

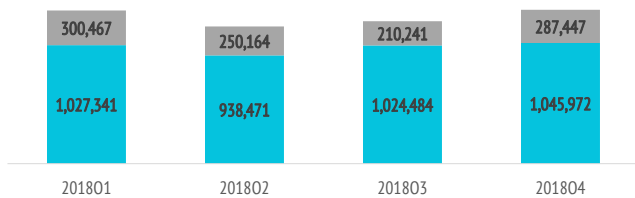
### How many are they and how much do they spend?



	4* Hotels	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	5,084,588	13,485,651
- book holiday package	4,036,269	7,848,516
- do not book holiday package	1,048,319	5,637,135
- % tourists who book holiday package	79.4%	58.2%
Share of total tourist	37.7%	100%

### TOURISTS IN 4\* HOTELS

■ do not book holiday package ■ book holiday package



	4* Hotels	Total
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,267	1,196
- holiday package	1,310	1,309
- others	1,103	1,064
- do not book holiday package	207	246
- flight	1,101	1,037
- accommodation	276	288
- others	521	350
- others	303	399
<b>Average length of stay</b>		
- book holiday package	8.38	9.32
- do not book holiday package	8.50	8.66
- do not book holiday package	7.91	10.23
<b>Average daily expenditure (€)</b>		
- book holiday package	158.3	143.6
- do not book holiday package	160.6	159.8
- do not book holiday package	149.3	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	6,440	16,124
- do not book holiday package	5,286	10,277
- do not book holiday package	1,154	5,848

### AVERAGE LENGTH OF STAY (nights)

■ 4\* Hotels ■ Total



### EXPENDITURE PER TOURIST (€)

■ 4\* Hotels ■ Total



### Importance of each factor in the destination choice



	4* Hotels	Total
Climate	79.8%	78.1%
Safety	54.8%	51.4%
Tranquility	48.3%	46.2%
Accommodation supply	48.2%	41.7%
Sea	43.5%	43.3%
European belonging	37.9%	35.8%
Effortless trip	37.1%	34.8%
Beaches	36.7%	37.1%
Price	36.4%	36.5%
Landscapes	28.7%	31.6%
Environment	28.3%	30.6%
Gastronomy	22.1%	22.6%
Fun possibilities	19.4%	20.7%
Authenticity	17.9%	19.1%
Exoticism	10.1%	10.5%
Shopping	8.9%	9.6%
Culture	6.7%	7.3%
Hiking trail network	6.7%	9.0%
Historical heritage	6.5%	7.1%
Nightlife	5.8%	7.5%

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?



	4* Hotels	Total
Rest	60.1%	55.1%
Enjoy family time	11.8%	14.7%
Have fun	6.8%	7.8%
Explore the destination	18.6%	18.5%
Practice their hobbies	1.3%	1.8%
Other reasons	1.5%	2.1%



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



	4* Hotels	Total
The same day	0.6%	0.7%
Between 1 and 30 days	24.0%	23.2%
Between 1 and 2 months	23.8%	23.0%
Between 3 and 6 months	32.7%	32.4%
More than 6 months	19.0%	20.7%

### % TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

4\* HOTELS  
23.8%



TOTAL  
23.0%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who stayed in a 4\* hotel.

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

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## 4\* HOTELS

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

	4* Hotels	Total
Previous visits to the Canary Islands	49.4%	50.9%
Friends or relatives	22.8%	27.8%
Internet or social media	56.6%	56.1%
Mass Media	1.6%	1.7%
Travel guides and magazines	10.2%	9.5%
Travel Blogs or Forums	4.8%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	34.9%	24.7%
Public administrations or similar	0.4%	0.4%
Others	1.8%	2.3%

\* Multi-choice question

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

	4* Hotels	Total
<b>Flight</b>		
- Directly with the airline	21.4%	39.5%
- Tour Operator or Travel Agency	78.6%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	18.0%	28.8%
- Tour Operator or Travel Agency	82.0%	71.2%

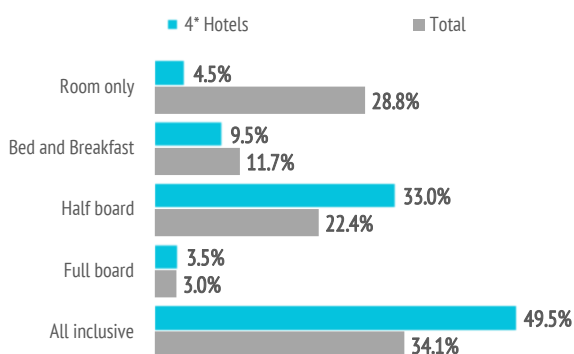
### Where do they stay?

	4* Hotels	Total
1-2-3* Hotel	--	12.8%
4* Hotel	100.0%	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)	--	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?

	4* Hotels	Total
Room only	4.5%	28.8%
Bed and Breakfast	9.5%	11.7%
Half board	33.0%	22.4%
Full board	3.5%	3.0%
All inclusive	49.5%	34.1%



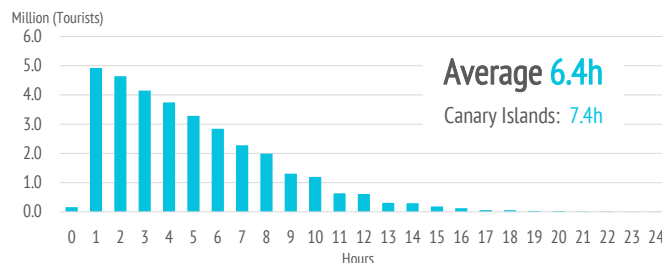
### Other expenses

	4* Hotels	Total
Restaurants or cafes	51.7%	63.2%
Supermarkets	41.6%	55.9%
Car rental	23.1%	26.6%
Organized excursions	24.9%	21.8%
Taxi, transfer, chauffeur service	64.0%	51.7%
Theme Parks	9.0%	8.8%
Sport activities	5.8%	6.4%
Museums	4.2%	5.0%
Flights between islands	3.7%	4.8%

### Activities in the Canary Islands

	4* Hotels	Total
<b>Outdoor time per day</b>		
0 hours	3.2%	2.2%
1 - 2 hours	15.2%	10.0%
3 - 6 hours	36.9%	32.6%
7 - 12 hours	38.7%	46.5%
More than 12 hours	6.1%	8.7%

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



### Activities in the Canary Islands

	4* Hotels	Total
Walk, wander	68.6%	71.0%
Swimming pool, hotel facilities	67.3%	58.9%
Beach	66.6%	68.0%
Explore the island on their own	42.0%	46.5%
Organized excursions	22.2%	17.9%
Taste Canarian gastronomy	19.8%	25.4%
Theme parks	16.1%	15.5%
Sport activities	13.6%	14.3%
Nightlife / concerts / shows	12.6%	15.5%
Sea excursions / whale watching	11.3%	11.3%
Wineries / markets / popular festivals	10.4%	12.0%
Activities at sea	8.6%	9.8%
Museums / exhibitions	8.3%	9.8%
Nature activities	7.9%	10.0%
Beauty and health treatments	6.3%	5.7%
Astronomical observation	3.1%	3.4%

\* Multi-choice question

	4* HOTELS	TOTAL
SWIMMING POOL / HOTEL FACILITIES	67.3%	58.9%
THEME PARKS	16.1%	15.5%



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## 4\* HOTELS



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 4* hotels	5,084,588	932,130	972,269	1,180,950	1,883,453	102,718
- Share by islands	100%	18.3%	19.1%	23.2%	37.0%	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 4* hotels	38.5%	38.4%	53.0%	32.0%	38.4%	41.9%

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

	4* Hotels	Total
One island	92.2%	90.9%
Two islands	6.8%	7.7%
Three or more islands	1.0%	1.4%

### Internet usage during their trip

	4* Hotels	Total
<b>Research</b>		
- Tourist package	18.6%	15.4%
- Flights	16.8%	13.0%
- Accommodation	23.2%	17.7%
- Transport	16.8%	15.6%
- Restaurants	24.0%	27.0%
- Excursions	27.8%	26.3%
- Activities	31.2%	31.0%
<b>Book or purchase</b>		
- Tourist package	44.5%	38.1%
- Flights	50.3%	64.4%
- Accommodation	47.7%	54.5%
- Transport	39.2%	44.7%
- Restaurants	8.8%	10.5%
- Excursions	11.6%	11.4%
- Activities	11.4%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	4* Hotels	Total
<b>Did not use the Internet</b>	<b>10.0%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>90.0%</b>	<b>90.2%</b>
- Own Internet connection	31.5%	36.5%
- Free Wifi connection	46.1%	41.1%
<b>Applications*</b>		
- Search for locations or maps	56.8%	60.7%
- Search for destination info	42.5%	44.7%
- Share pictures or trip videos	55.3%	55.6%
- Download tourist apps	6.5%	6.5%
- Others	24.5%	23.9%

\* Multi-choice question

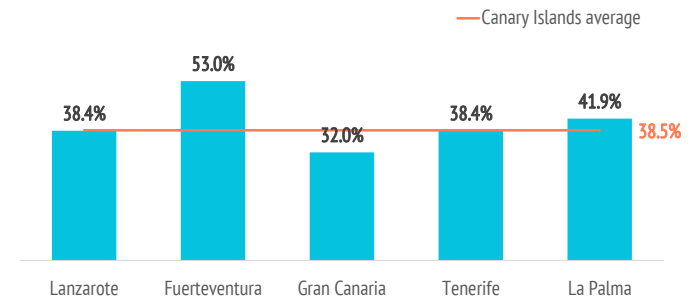


**55.3%** of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLANDS

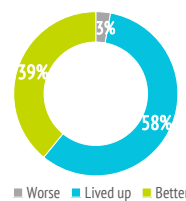


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	4* Hotels	Total
Average rating	8.54	8.58

Experience in the Canary Islands	4* Hotels	Total
Worse or much worse than expected	2.9%	2.9%
Lived up to expectations	58.1%	57.4%
Better or much better than expected	39.1%	39.7%

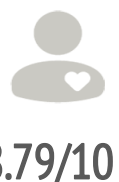
Future intentions (scale 1-10)	4* Hotels	Total
Return to the Canary Islands	8.50	8.60
Recommend visiting the Canary Islands	8.79	8.86



Experience in the Canary



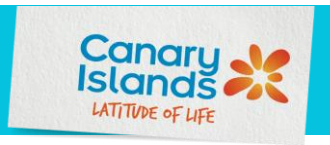
Return to the Canary Islands



Recommend visiting the Canary Islands

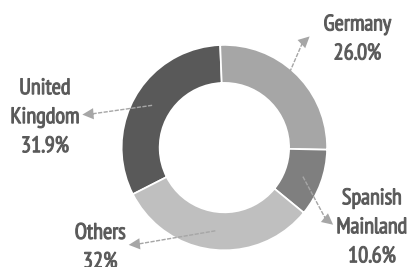
### How many are loyal to the Canary Islands?

	4* Hotels	Total
<b>Repeat tourists</b>	<b>69.5%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	62.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	14.6%	18.4%
<b>At least 10 previous visits</b>	<b>13.8%</b>	<b>17.8%</b>



Where are they from?

	%	Absolute
United Kingdom	31.9%	1,619,471
Germany	26.0%	1,320,537
Spanish Mainland	10.6%	539,756
France	4.3%	218,203
Netherlands	3.5%	176,711
Sweden	3.3%	170,128
Belgium	2.8%	140,849
Poland	2.7%	138,724
Ireland	2.5%	126,123
Italy	2.3%	114,491
Switzerland	2.1%	105,279
Norway	1.6%	80,544
Denmark	1.5%	76,449
Finland	1.1%	57,825
Austria	0.8%	39,280
Czech Republic	0.4%	19,574
Russia	0.3%	12,855
Others	2.5%	127,787



Who are they?

	4* Hotels	Total
<b>Gender</b>		
Men	46.8%	48.2%
Women	53.2%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	47.5	46.7
Standard deviation	15.3	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.2%	7.7%
25 - 30 years old	10.0%	10.8%
31 - 45 years old	27.5%	28.6%
46 - 60 years old	32.3%	31.3%
Over 60 years old	23.0%	21.5%
<b>Occupation</b>		
Salaried worker	56.4%	55.5%
Self-employed	10.1%	11.0%
Unemployed	0.8%	1.1%
Business owner	9.2%	9.2%
Student	3.7%	4.2%
Retired	18.4%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	15.3%	17.0%
€25,000 - €49,999	35.9%	36.5%
€50,000 - €74,999	26.6%	25.0%
More than €74,999	22.1%	21.5%
<b>Education level</b>		
No studies	4.9%	4.8%
Primary education	2.9%	2.8%
Secondary education	23.9%	23.1%
Higher education	68.4%	69.3%

Who do they come with?

	4* Hotels	Total
Unaccompanied	5.2%	8.9%
Only with partner	52.7%	47.4%
Only with children (< 13 years old)	6.0%	5.9%
Partner + children (< 13 years old)	7.6%	7.2%
Other relatives	8.5%	9.0%
Friends	5.1%	6.3%
Work colleagues	0.5%	0.5%
Organized trip	0.2%	0.2%
Other combinations <sup>(1)</sup>	14.3%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>		
- Between 0 and 2 years old	1.8%	1.8%
- Between 3 and 12 years old	16.1%	15.8%
- Between 0 -2 and 3-12 years	1.6%	1.6%
<b>Tourists without children</b>		
<b>80.5% 80.7%</b>		
<b>Group composition:</b>		
- 1 person	8.3%	12.4%
- 2 people	59.6%	54.1%
- 3 people	13.4%	12.6%
- 4 or 5 people	15.1%	17.1%
- 6 or more people	3.5%	3.8%
<b>Average group size:</b>	<b>2.57</b>	<b>2.58</b>

**3 IN 10** TOURISTS ARE **BRITISH**

**47 YEARS OLD**  
AVERAGE AGE

**53% ONLY WITH PARTNER**

Pictures: Freepik.com

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