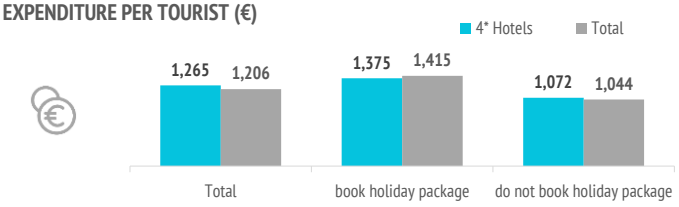
PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)
4* HOTELS

How many are they and how much do they spend?

	4* Hotels	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**6,697,165**
Tourist arrivals > 15 years old (EGT)	**2,297,972**	**5,827,892**
- book holiday package	1,464,373	2,549,012
- do not book holiday package	833,598	3,278,880
- % tourists who book holiday package	63.7%	43.7%
Share of total tourist	39.4%	100%
Expenditure per tourist (€)	**1,265**	**1,206**
- book holiday package	1,375	1,415
- holiday package	1,115	1,135
- others	260	280
- do not book holiday package	1,072	1,044
- flight	243	248
- accommodation	495	369
- others	334	427
Average lenght of stay	**8.21**	**9.54**
- book holiday package	8.44	8.59
- do not book holiday package	7.81	10.28
Average daily expenditure (€)	**161.5**	**144.0**
- book holiday package	170.2	172.8
- do not book holiday package	146.2	121.6
Total turnover (> 15 years old) (€m)	**2,908**	**7,028**
- book holiday package	2,014	3,606
- do not book holiday package	894	3,422

AVERAGE LENGHT OF STAY (nights)

EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	4* Hotels	Total
Climate	78.3%	76.0%
Safety	53.2%	49.0%
Sea	52.1%	52.0%
Tranquility	50.6%	48.5%
Beaches	45.7%	44.6%
Accommodation supply	44.5%	37.8%
European belonging	41.6%	40.2%
Effortless trip	36.9%	34.9%
Landscapes	35.2%	39.1%
Price	33.8%	32.4%
Environment	31.8%	34.7%
Gastronomy	26.1%	27.9%
Authenticity	22.4%	24.4%
Fun possibilities	22.0%	22.4%
Exoticism	13.8%	14.5%
Hiking trail network	8.8%	12.1%
Shopping	8.8%	8.8%
Historical heritage	8.3%	9.1%
Culture	8.1%	8.7%
Nightlife	7.7%	8.4%

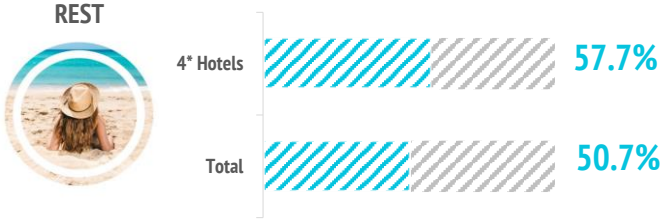
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% 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	57.7%	50.7%
Enjoy family time	9.3%	14.0%
Have fun	6.6%	7.3%
Explore the destination	23.2%	23.3%
Practice their hobbies	1.8%	2.6%
Other reasons	1.5%	2.1%

REST



Where did they spend their main holiday last year?*

	4* Hotels	Total
Didn't have holidays	39.3%	35.7%
Canary Islands	13.8%	17.6%
Other destination	47.0%	46.8%

What other destinations do they consider for this trip?*

	4* Hotels	Total
None	23.5%	29.4%
Canary Islands (other island)	27.1%	25.4%
Other destination	49.4%	45.1%

**Percentage of valid answers*

How far in advance do they book their trip?

	4* Hotels	Total
The same day	0.8%	1.0%
Between 1 and 30 days	44.6%	42.5%
Between 1 and 2 months	25.6%	26.7%
Between 3 and 6 months	18.1%	18.7%
More than 6 months	11.0%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

4* HOTELS **44.6%**

Picture: Freepik.com

TOTAL **42.5%**

Source: Encuesta sobre el Gasto Turístico (ISTAC). 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.

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)
4* HOTELS

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

	4* Hotels	Total
Previous visits to the Canary Islands	43.5%	45.7%
Friends or relatives	23.3%	30.9%
Internet or social media	57.0%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	7.5%	7.0%
Travel Blogs or Forums	7.8%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	28.6%	19.4%
Public administrations or similar	1.7%	1.9%
Others	2.5%	2.9%

** Multi-choise question*

With whom did they book their flight and accommodation?

	4* Hotels	Total
Flight		
- Directly with the airline	35.1%	52.8%
- Tour Operator or Travel Agency	64.9%	47.2%
Accommodation		
- Directly with the accommodation	28.5%	39.9%
- Tour Operator or Travel Agency	71.5%	60.1%

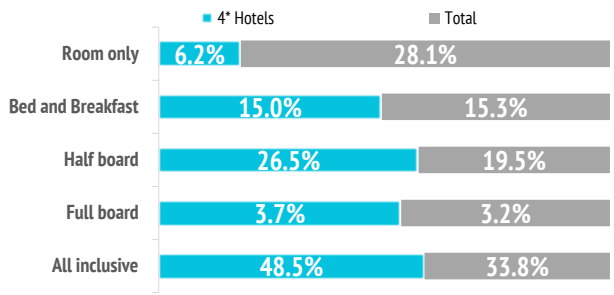
Where do they stay?

	4* Hotels	Total
1-2-3* Hotel	--	11.5%
4* Hotel	100%	39.4%
5* Hotel / 5* Luxury Hotel	--	10.9%
Aparthotel / Tourist Villa	--	14.8%
House/room rented in a private dwelling	--	6.9%
Private accommodation (1)	--	9.9%
Others (Cottage, cruise, camping,..)	--	6.6%

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

What do they book?

	4* Hotels	Total
Room only	6.2%	28.1%
Bed and Breakfast	15.0%	15.3%
Half board	26.5%	19.5%
Full board	3.7%	3.2%
All inclusive	48.5%	33.8%



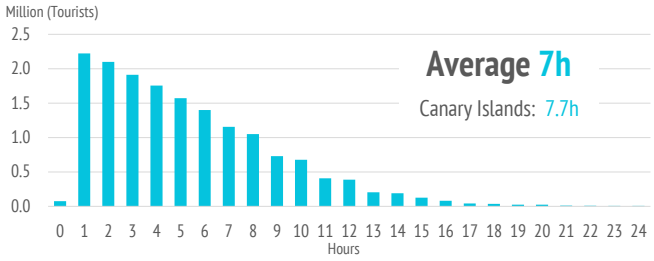
Other expenses

	4* Hotels	Total
Restaurants or cafes	56.1%	66.9%
Supermarkets	43.2%	55.6%
Car rental	34.1%	37.3%
Organized excursions	26.9%	23.7%
Taxi, transfer, chauffeur service	58.0%	46.0%
Theme Parks	9.1%	8.6%
Sport activities	7.5%	9.3%
Museums	4.1%	4.7%
Flights between islands	5.4%	6.3%

Activities in the Canary Islands

Outdoor time per day	4* Hotels	Total
0 hours	3.2%	2.4%
1 - 2 hours	13.6%	10.0%
3 - 6 hours	32.9%	30.1%
7 - 12 hours	41.4%	47.1%
More than 12 hours	8.9%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	4* Hotels	Total
Beach	75.2%	75.1%
Walk, wander	70.9%	72.2%
Swimming pool, hotel facilities	68.2%	57.5%
Explore the island on their own	49.4%	52.5%
Swim	38.3%	38.8%
Taste Canarian gastronomy	25.3%	30.2%
Organized excursions	20.1%	16.0%
Hiking	18.8%	22.5%
Sea excursions / whale watching	15.2%	13.5%
Theme parks	12.8%	12.2%
Nightlife / concerts / shows	11.1%	12.3%
Museums / exhibitions	9.0%	10.7%
Wineries / markets / popular festivals	8.1%	10.0%
Other Nature Activities	7.5%	9.5%
Running	6.7%	7.6%
Beauty and health treatments	5.6%	5.6%
Practice other sports	5.1%	5.9%
Astronomical observation	3.8%	4.2%
Scuba Diving	3.7%	4.2%
Cycling / Mountain bike	3.6%	4.2%
Surf	2.4%	4.8%
Golf	1.6%	2.3%
Windsurf / Kitesurf	1.1%	1.5%

** Multi-choise question*

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)
4* HOTELS

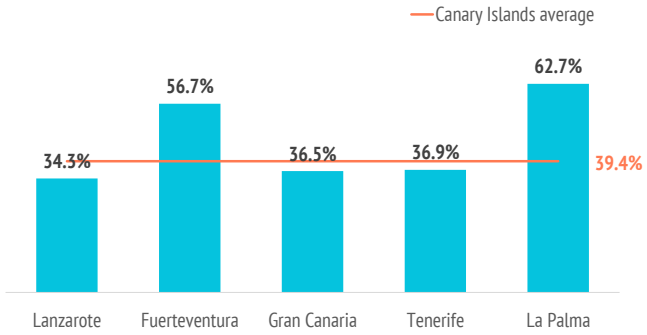
Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 4* Hotels	2,297,972	330,049	478,645	563,257	855,053	64,285
- Share by islands	100%	14.4%	20.8%	24.5%	37.2%	2.8%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Tourists in 4* Hotels	39.4%	34.3%	56.7%	36.5%	36.9%	62.7%

How many islands do they visit during their trip?

	4* Hotels	Total
One island	92.0%	90.9%
Two islands	7.3%	7.8%
Three or more islands	0.7%	1.3%

% TOURISTS BY ISLAND OF STAY

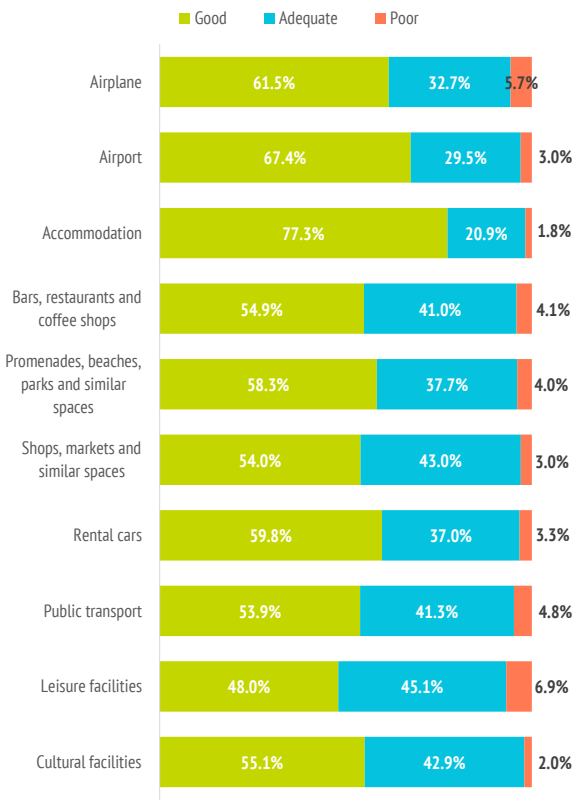


Health safety

Planning the trip: Importance	4* Hotels	Total
Average rating (scale 0-10)	8.19	7.99

During the stay: Rate	4* Hotels	Total
Average rating (scale 0-10)	8.50	8.42

HEALTH SAFETY MEASURES (RATE)

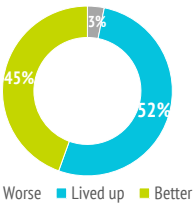


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	4* Hotels	Total
Average rating	8.79	8.86

Experience in the Canary Islands	4* Hotels	Total
Worse or much worse than expected	3.2%	2.7%
Lived up to expectations	52.3%	51.4%
Better or much better than expected	44.5%	45.9%

Future intentions (scale 1-10)	4* Hotels	Total
Return to the Canary Islands	8.72	8.86
Recommend visiting the Canary Islands	9.02	9.10



Experience in the Canary Islands

x,xx/10

Return to the Canary Islands

x,xx/10

Recommend visiting the Canary Islands

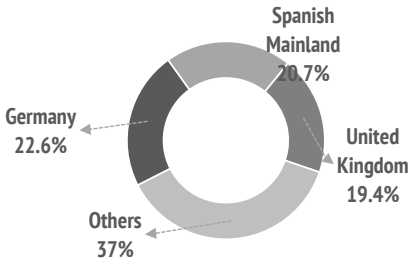
How many are loyal to the Canary Islands?

	4* Hotels	Total
Repeat tourists	**66.1%**	**68.0%**
Repeat tourists (last 5 years)	59.3%	61.9%
Repeat tourists (last 5 years) (5 or more visits	10.5%	15.0%
At least 10 previous visits	**13.4%**	**18.3%**

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)
4* HOTELS

Where are they from?

	%	Absolute
Germany	22.6%	519,143
Spanish Mainland	20.7%	475,534
United Kingdom	19.4%	446,706
France	6.4%	147,159
Netherlands	5.1%	116,094
Poland	4.8%	109,326
Belgium	3.4%	77,072
Italy	3.1%	72,105
Ireland	2.4%	54,474
Sweden	2.2%	50,917
Denmark	2.1%	48,516
Czech Republic	1.2%	28,542
Switzerland	1.2%	28,462
Norway	1.0%	22,698
Luxembourg	0.8%	18,062
Portugal	0.7%	15,968
Austria	0.6%	14,874
Others	2.3%	52,319



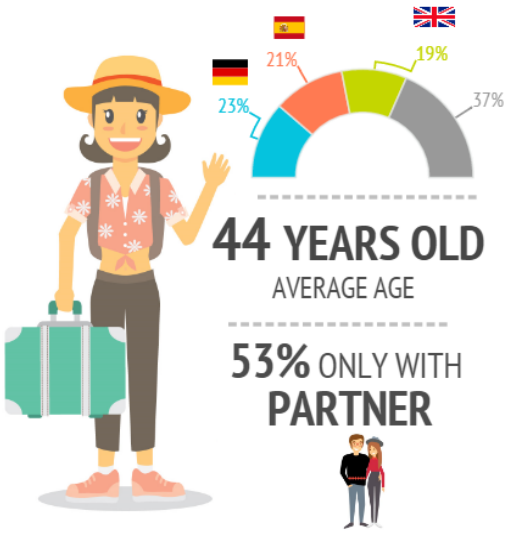
Who do they come with?

	4* Hotels	Total
Unaccompanied	9.6%	13.5%
Only with partner	53.2%	48.2%
Only with children (< 13 years old)	4.2%	3.9%
Partner + children (< 13 years old)	5.2%	4.9%
Other relatives	8.2%	8.4%
Friends	6.9%	8.5%
Work colleagues	1.1%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	11.4%	11.5%
(1) Different situations have been isolated		
Tourists with children	**13.1%**	**12.5%**
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	10.8%	10.2%
- Between 0 -2 and 3-12 years	1.1%	1.0%
Tourists without children	**86.9%**	**87.5%**
Group composition:		
- 1 person	11.8%	16.5%
- 2 people	62.4%	56.7%
- 3 people	10.7%	10.7%
- 4 or 5 people	12.6%	13.6%
- 6 or more people	2.4%	2.5%
Average group size:	**2.39**	**2.37**

**People who share the main expenses of the trip*

Who are they?

	4* Hotels	Total
Gender		
Men	49.2%	49.6%
Women	50.8%	50.4%
Age		
Average age (tourist > 15 years old)	43.9	43.3
Standard deviation	15.2	15.6
Age range (> 15 years old)		
16 - 24 years old	10.0%	11.9%
25 - 30 years old	14.3%	14.8%
31 - 45 years old	30.9%	30.2%
46 - 60 years old	28.7%	26.6%
Over 60 years old	16.2%	16.4%
Occupation		
Salaried worker	60.7%	57.8%
Self-employed	10.5%	11.1%
Unemployed	1.4%	1.7%
Business owner	10.1%	10.0%
Student	4.0%	5.9%
Retired	12.1%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	14.1%	16.1%
€25,000 - €49,999	37.8%	37.0%
€50,000 - €74,999	24.9%	23.4%
More than €74,999	23.2%	23.5%
Education level		
No studies	2.6%	2.2%
Primary education	2.1%	2.2%
Secondary education	19.7%	18.8%
Higher education	75.6%	76.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a 4 Hotel.*

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