

# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

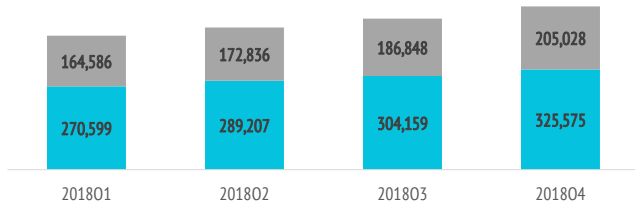
## 5\* HOTELS & 5\* LUXURY HOTELS

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

	5*-5*L Hotels	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,189,540	13,271,035
- book holiday package	729,298	7,426,022
- do not book holiday package	460,242	5,845,014
- % tourists who book holiday package	61.3%	56.0%
Share of total tourist	9.0%	100%

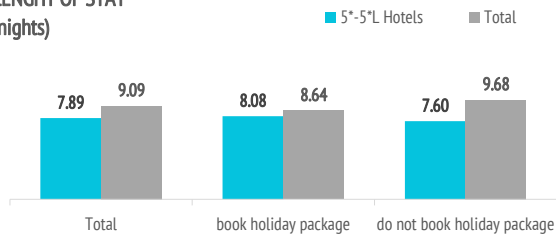
### TOURISTS IN 5\* HOTELS AND 5\* LUXURY HOTELS

■ do not book holiday package ■ book holiday package

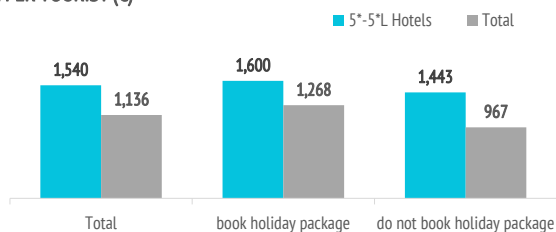


	5*-5*L Hotels	Total
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,600	1,268
- holiday package	1,331	1,031
- others	269	237
- do not book holiday package	1,443	967
- flight	306	263
- accommodation	757	321
- others	381	383
<b>Average length of stay</b>		
- book holiday package	8.08	8.64
- do not book holiday package	7.60	9.68
<b>Average daily expenditure (€)</b>		
- book holiday package	208.4	155.4
- do not book holiday package	199.7	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	1,167	9,416
- do not book holiday package	664	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	5*-5*L Hotels	Total
Climate	82.9%	78.4%
Accommodation supply	59.8%	42.9%
Safety	56.1%	51.9%
Tranquility	53.9%	47.6%
Effortless trip	41.9%	35.2%
Sea	40.4%	44.4%
European belonging	39.3%	36.1%
Price	33.7%	37.4%
Beaches	31.8%	37.7%
Environment	31.8%	33.2%
Gastronomy	28.3%	23.2%
Landscapes	26.7%	33.1%
Fun possibilities	18.6%	21.1%
Authenticity	18.5%	20.3%
Exoticism	9.8%	11.4%
Shopping	8.9%	9.4%
Historical heritage	6.8%	8.2%
Culture	6.3%	8.0%
Nightlife	6.1%	8.0%
Hiking trail network	5.3%	9.6%

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?

	5*-5*L Hotels	Total
Rest	64.6%	55.5%
Enjoy family time	13.9%	14.4%
Have fun	6.9%	8.6%
Explore the destination	11.8%	17.8%
Practice their hobbies	1.2%	1.9%
Other reasons	1.6%	1.8%



5\*-5\*L Hotels



64.6%

Total



55.5%

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

	5*-5*L Hotels	Total
The same day	0.4%	0.7%
Between 1 and 30 days	24.2%	23.8%
Between 1 and 2 months	22.7%	22.8%
Between 3 and 6 months	33.8%	32.7%
More than 6 months	18.9%	20.0%

### % TOURISTS BOOKING MORE BETWEEN 3 AND 6 MONTHS IN ADVANCE

5\*-5\*L HOTELS  
33.8%



Picture: Freepik.com

TOTAL  
32.7%

# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

## 5\* HOTELS & 5\* LUXURY HOTELS



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

	5*-5*L Hotels	Total
Previous visits to the Canary Islands	52.6%	51.9%
Friends or relatives	23.5%	27.1%
Internet or social media	57.7%	54.7%
Mass Media	1.2%	1.6%
Travel guides and magazines	7.4%	8.4%
Travel Blogs or Forums	5.3%	5.7%
Travel TV Channels	0.6%	0.8%
Tour Operator or Travel Agency	24.3%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.4%	2.4%

\* Multi-choice question

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

	5*-5*L Hotels	Total
<b>Flight</b>		
- Directly with the airline	40.1%	42.9%
- Tour Operator or Travel Agency	59.9%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	34.6%	31.5%
- Tour Operator or Travel Agency	65.4%	68.5%

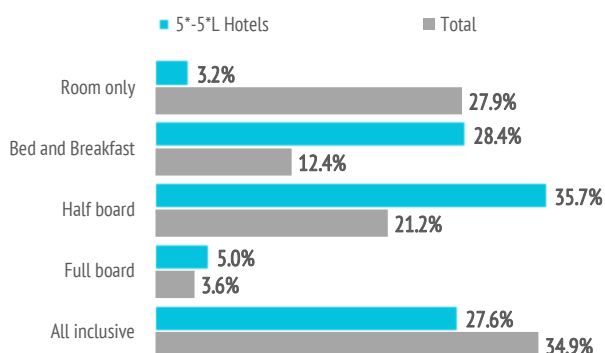
### Where do they stay? 🏠

	5*-5*L Hotels	Total
1-2-3* Hotel	--	11.5%
4* Hotel	--	37.6%
5* Hotel / 5* Luxury Hotel	100.0%	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? 🍽

	5*-5*L Hotels	Total
Room only	3.2%	27.9%
Bed and Breakfast	28.4%	12.4%
Half board	35.7%	21.2%
Full board	5.0%	3.6%
All inclusive	27.6%	34.9%



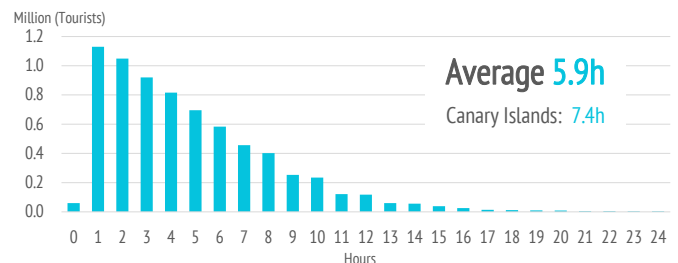
### Other expenses 📍

	5*-5*L Hotels	Total
Restaurants or cafes	57.2%	59.1%
Supermarkets	39.0%	52.1%
Car rental	24.4%	26.3%
Organized excursions	19.8%	20.6%
Taxi, transfer, chauffeur service	53.1%	50.0%
Theme Parks	6.3%	7.5%
Sport activities	5.4%	5.7%
Museums	3.6%	4.6%
Flights between islands	3.9%	4.4%

### Activities in the Canary Islands 🚶

Outdoor time per day	5*-5*L Hotels	Total
0 hours	5.0%	2.1%
1 - 2 hours	17.6%	9.8%
3 - 6 hours	39.0%	32.6%
7 - 12 hours	33.3%	47.1%
More than 12 hours	5.0%	8.4%

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



Activities in the Canary Islands	5*-5*L Hotels	Total
Swimming pool, hotel facilities	71.6%	58.2%
Walk, wander	65.9%	69.8%
Beach	57.6%	66.3%
Explore the island on their own	37.3%	45.2%
Taste Canarian gastronomy	21.0%	24.2%
Organized excursions	14.6%	16.9%
Sport activities	13.6%	13.4%
Theme parks	12.1%	14.1%
Nightlife / concerts / shows	10.7%	15.5%
Sea excursions / whale watching	9.8%	11.1%
Beauty and health treatments	8.7%	5.4%
Wineries / markets / popular festivals	8.4%	11.6%
Museums / exhibitions	8.1%	10.1%
Nature activities	7.9%	10.4%
Activities at sea	7.5%	10.0%
Astronomical observation	3.0%	3.5%

\* Multi-choice question

	5*-5*L HOTELS	TOTAL
SWIMMING POOL / HOTEL FACILITIES	71.6%	58.2%
BEAUTY AND HEALTH TREATMENTS	8.7%	5.4%



# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

## 5\* HOTELS & 5\* LUXURY HOTELS



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in 5*-5*L hotels	1,189,540	241,630	75,523	288,580	583,807	--
- Share by islands	100%	20.3%	6.3%	24.3%	49.1%	--
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 5*-5*L hotels	9.0%	9.6%	4.6%	7.8%	11.6%	--

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

	5*-5*L Hotels	Total
One island	93.8%	91.4%
Two islands	5.6%	7.2%
Three or more islands	0.6%	1.4%

### Internet usage during their trip

	5*-5*L Hotels	Total
<b>Research</b>		
- Tourist package	15.9%	14.8%
- Flights	14.2%	13.0%
- Accommodation	18.4%	16.9%
- Transport	15.5%	15.7%
- Restaurants	27.9%	28.4%
- Excursions	24.1%	26.2%
- Activities	26.9%	30.1%
<b>Book or purchase</b>		
- Tourist package	44.5%	39.4%
- Flights	65.9%	66.7%
- Accommodation	62.3%	57.3%
- Transport	49.2%	47.6%
- Restaurants	16.1%	12.1%
- Excursions	13.5%	13.0%
- Activities	16.2%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	5*-5*L Hotels	Total
<b>Did not use the Internet</b>	<b>6.1%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>93.9%</b>	<b>91.7%</b>
- Own Internet connection	25.8%	37.4%
- Free Wifi connection	52.5%	39.5%
<b>Applications*</b>		
- Search for locations or maps	58.3%	61.7%
- Search for destination info	46.0%	44.8%
- Share pictures or trip videos	54.4%	56.0%
- Download tourist apps	7.9%	7.0%
- Others	23.1%	22.6%

\* Multi-choice question



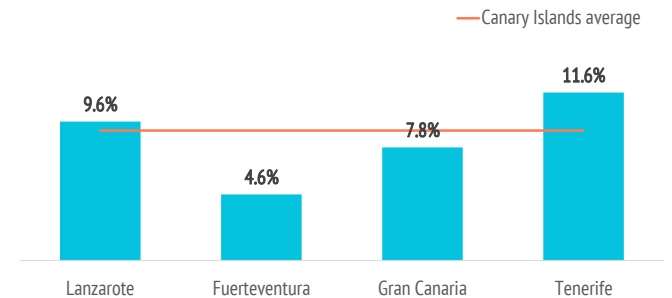
**46% of tourists search for destination info during their stay in the Canary Islands**

(Canary Islands: 44.8%)



Picture: Freepik.com

### % TOURISTS BY ISLANDS

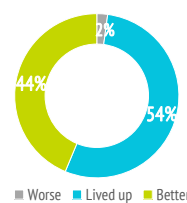


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	5*-5*L Hotels	Total
Average rating	8.81	8.70

Experience in the Canary Islands	5*-5*L Hotels	Total
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	54.2%	55.6%
Better or much better than expected	43.7%	42.1%

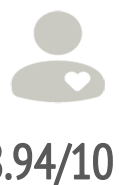
Future intentions (scale 1-10)	5*-5*L Hotels	Total
Return to the Canary Islands	8.74	8.73
Recommend visiting the Canary Islands	8.94	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

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

	5*-5*L Hotels	Total
<b>Repeat tourists</b>	<b>73.6%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	67.0%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	15.4%	19.5%
<b>At least 10 previous visits</b>	<b>15.8%</b>	<b>18.6%</b>

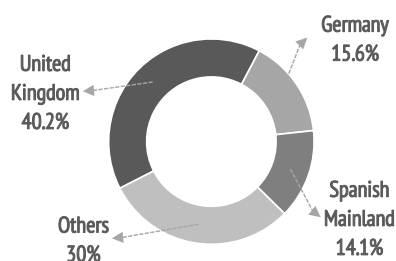
# PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)

## 5\* HOTELS & 5\* LUXURY HOTELS

### Where are they from?



	%	Absolute
United Kingdom	40.2%	478,435
Germany	15.6%	185,171
Spanish Mainland	14.1%	167,683
Belgium	4.2%	50,139
France	3.8%	44,665
Switzerland	3.5%	41,652
Ireland	3.0%	36,140
Netherlands	2.3%	27,878
Sweden	2.1%	25,266
Italy	1.8%	21,478
Norway	1.6%	18,924
Denmark	1.0%	12,464
Finland	0.9%	10,484
Austria	0.7%	7,760
Russia	0.6%	7,465
Poland	0.6%	6,932
Portugal	0.6%	6,722
Others	3.4%	40,283



### Who do they come with?



	5*-5*L Hotels	Total
Unaccompanied	5.3%	9.6%
Only with partner	52.4%	48.1%
Only with children (< 13 years old)	7.1%	5.6%
Partner + children (< 13 years old)	8.0%	6.5%
Other relatives	9.3%	9.3%
Friends	3.4%	6.4%
Work colleagues	0.8%	0.5%
Organized trip	0.1%	0.3%
Other combinations <sup>(1)</sup>	0.0%	0.0%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>21.7%</b>	<b>17.7%</b>
- Between 0 and 2 years old	2.2%	1.6%
- Between 3 and 12 years old	17.4%	14.8%
- Between 0 -2 and 3-12 years	2.1%	1.4%
<b>Tourists without children</b>	<b>78.3%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	8.2%	13.2%
- 2 people	57.3%	55.1%
- 3 people	14.1%	12.0%
- 4 or 5 people	16.8%	16.3%
- 6 or more people	3.5%	3.5%
<b>Average group size:</b>	<b>2.62</b>	<b>2.54</b>

### Who are they?



	5*-5*L Hotels	Total
<b>Gender</b>		
Men	49.9%	48.6%
Women	50.1%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	47.3	47.1
Standard deviation	14.6	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	5.6%	7.3%
25 - 30 years old	9.3%	10.9%
31 - 45 years old	30.9%	28.0%
46 - 60 years old	34.7%	31.8%
Over 60 years old	19.5%	22.1%
<b>Occupation</b>		
Salaried worker	54.2%	55.0%
Self-employed	12.6%	11.5%
Unemployed	1.0%	1.1%
Business owner	13.2%	9.4%
Student	2.6%	3.5%
Retired	14.7%	17.9%
Unpaid domestic work	0.9%	0.8%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	11.4%	17.5%
€25,000 - €49,999	29.1%	37.5%
€50,000 - €74,999	23.1%	22.8%
More than €74,999	36.4%	22.2%
<b>Education level</b>		
No studies	5.0%	5.0%
Primary education	1.9%	2.6%
Secondary education	19.0%	23.6%
Higher education	74.0%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a 5\* hotel and 5\* Luxury hotel.

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