PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2019)
HOUSE / ROOM RENTED IN A PRIVATE DWELLING

Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	Rented House/Room	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,110,866**
Tourist arrivals > 15 years old (EGT)	**780,577**	**13,271,035**
- book holiday package	63,287	7,426,022
- do not book holiday package	717,291	5,845,014
- % tourists who book holiday package	8.1%	56.0%
Share of total tourist	5.9%	100%

TOURISTS IN RENTED HOUSE/ROOM

■ book holiday package ■ do not book holiday package

2018Q1	18,839	255,141
2018Q2	12,810	127,557
2018Q3	10,604	123,274
2018Q4	21,034	211,319
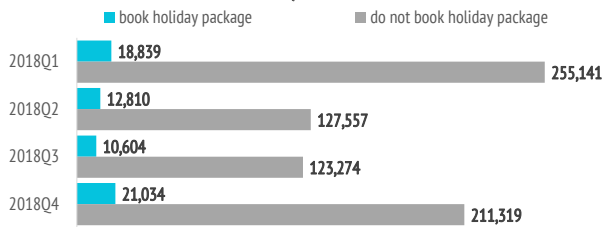
	Rented House/Room	Total
Expenditure per tourist (€)	**998**	**1,136**
- book holiday package	1,272	1,268
- holiday package	847	1,031
- others	425	237
- do not book holiday package	973	967
- flight	244	263
- accommodation	301	321
- others	428	383
Average lenght of stay	**11.63**	**9.09**
- book holiday package	10.72	8.64
- do not book holiday package	11.71	9.68
Average daily expenditure (€)	**103.8**	**138.9**
- book holiday package	135.9	155.4
- do not book holiday package	100.9	117.9
Total turnover (> 15 years old) (€m)	**779**	**15,070**
- book holiday package	80	9,416
- do not book holiday package	698	5,655

AVERAGE LENGHT OF STAY (nights)

■ Rented House/Room ■ Total

	Rented House/Room	Total
Total	11.63	9.09
book holiday package	10.72	8.64
do not book holiday package	11.71	9.68

EXPENDITURE PER TOURIST (€)

■ Rented House/Room ■ Total

	Rented House/Room	Total
Total	998	1,136
book holiday package	1,272	1,268
do not book holiday package	973	967

Importance of each factor in the destination choice

	Rented House/Room	Total
Climate	76.8%	78.4%
Sea	49.8%	44.4%
Landscapes	48.1%	33.1%
Tranquility	45.8%	47.6%
Safety	42.5%	51.9%
Environment	40.3%	33.2%
Beaches	40.0%	37.7%
Price	33.5%	37.4%
European belonging	31.7%	36.1%
Effortless trip	28.9%	35.2%
Accommodation supply	28.6%	42.9%
Authenticity	26.1%	20.3%
Gastronomy	24.2%	23.2%
Hiking trail network	19.7%	9.6%
Fun possibilities	16.5%	21.1%
Exoticism	13.9%	11.4%
Historical heritage	10.5%	8.2%
Culture	8.9%	8.0%
Shopping	8.0%	9.4%
Nightlife	7.3%	8.0%

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?

	Rented House/Room	Total
Rest	42.7%	55.5%
Enjoy family time	11.3%	14.4%
Have fun	8.7%	8.6%
Explore the destination	30.8%	17.8%
Practice their hobbies	3.5%	1.9%
Other reasons	3.0%	1.8%

EXPLORE THE DESTINATION

Rented House/Room 30.8%

Total 17.8%

How far in advance do they book their trip?

	Rented House/Room	Total
The same day	0.7%	0.7%
Between 1 and 30 days	21.3%	23.8%
Between 1 and 2 months	25.3%	22.8%
Between 3 and 6 months	32.9%	32.7%
More than 6 months	19.7%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

RENTED HOUSE/ROOM	TOTAL
25.3%	22.8%

Picture: Freepik.com

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

	Rented House/Room	Total
Previous visits to the Canary Islands	48.2%	51.9%
Friends or relatives	37.2%	27.1%
Internet or social media	61.4%	54.7%
Mass Media	1.6%	1.6%
Travel guides and magazines	11.5%	8.4%
Travel Blogs or Forums	11.2%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	3.0%	22.6%
Public administrations or similar	0.5%	0.4%
Others	3.2%	2.4%

* Multi-choise question

With whom did they book their flight and accommodation?

	Rented House/Room	Total
Flight		
- Directly with the airline	87.7%	42.9%
- Tour Operator or Travel Agency	12.3%	57.1%
Accommodation		
- Directly with the accommodation	78.6%	31.5%
- Tour Operator or Travel Agency	21.4%	68.5%

Where do they stay?

	Rented House/Room	Total
1-2-3* Hotel	--	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	100.0%	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?

	Rented House/Room	Total
Room only	96.1%	27.9%
Bed and Breakfast	3.9%	12.4%
Half board	--	21.2%
Full board	--	3.6%
All inclusive	--	34.9%

Legend: Rented House/Room, Total

Room only: 96.1% / 27.9%
Bed and Breakfast: 3.9% / 12.4%
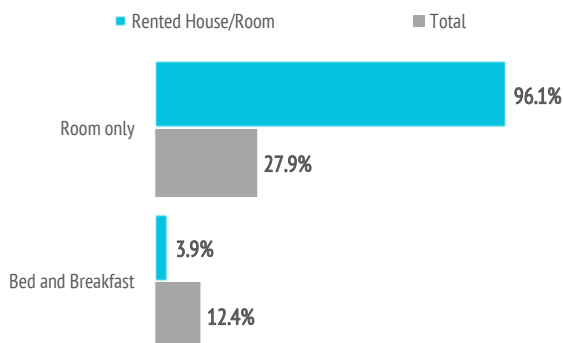
Other expenses

	Rented House/Room	Total
Restaurants or cafes	77.8%	59.1%
Supermarkets	81.5%	52.1%
Car rental	46.7%	26.3%
Organized excursions	17.5%	20.6%
Taxi, transfer, chauffeur service	18.7%	50.0%
Theme Parks	7.2%	7.5%
Sport activities	8.8%	5.7%
Museums	9.7%	4.6%
Flights between islands	8.7%	4.4%

Activities in the Canary Islands

Outdoor time per day	Rented House/Room	Total
0 hours	0.4%	2.1%
1 - 2 hours	1.0%	9.8%
3 - 6 hours	20.0%	32.6%
7 - 12 hours	66.8%	47.1%
More than 12 hours	11.8%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Million (Tourists)

Average 9.2h
Canary Islands: 7.4h
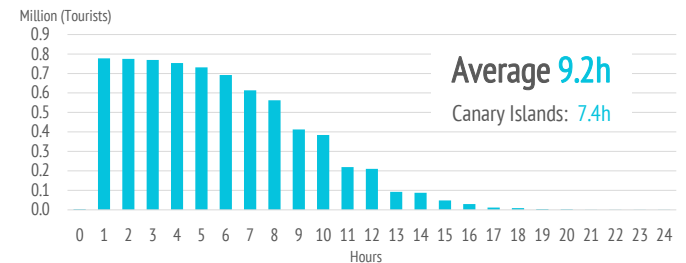
Activities in the Canary Islands	Rented House/Room	Total
Walk, wander	74.7%	69.8%
Beach	72.5%	66.3%
Explore the island on their own	62.4%	45.2%
Taste Canarian gastronomy	35.0%	24.2%
Swimming pool, hotel facilities	27.6%	58.2%
Nature activities	20.3%	10.4%
Sport activities	18.0%	13.4%
Wineries / markets / popular festivals	17.2%	11.6%
Museums / exhibitions	17.2%	10.1%
Nightlife / concerts / shows	15.2%	15.5%
Activities at sea	14.5%	10.0%
Theme parks	13.6%	14.1%
Sea excursions / whale watching	10.2%	11.1%
Organized excursions	9.3%	16.9%
Astronomical observation	5.0%	3.5%
Beauty and health treatments	3.6%	5.4%

* Multi-choise question

	RENTED HOUSE/ROOM	TOTAL
EXPLORE THE ISLAND ON THEIR OWN	62.4%	45.2%
TASTE CANARIAN GASTRONOMY	35.0%	24.2%

Canary Islands
LATITUDE OF LIFE

Which island do they choose?

Tourist ≥ 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in rented house/room	780,577	158,749	50,515	229,195	312,881	20,328
- Share by islands	100%	20.3%	6.5%	29.4%	40.1%	2.6%
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 rented house/room	5.9%	6.3%	3.0%	6.2%	6.2%	8.6%

How many islands do they visit during their trip?

	Rented House/Room	Total
One island	87.3%	91.4%
Two islands	10.8%	7.2%
Three or more islands	2.0%	1.4%

Internet usage during their trip

	Rented House/Room	Total
Research		
- Tourist package	9.0%	14.8%
- Flights	6.1%	13.0%
- Accommodation	6.7%	16.9%
- Transport	13.3%	15.7%
- Restaurants	37.3%	28.4%
- Excursions	26.7%	26.2%
- Activities	33.8%	30.1%
Book or purchase		
- Tourist package	12.3%	39.4%
- Flights	87.7%	66.7%
- Accommodation	77.6%	57.3%
- Transport	64.7%	47.6%
- Restaurants	15.8%	12.1%
- Excursions	14.4%	13.0%
- Activities	19.6%	14.7%

Multi-choise question

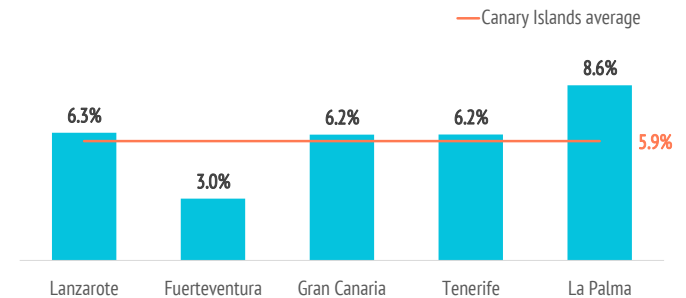| Internet usage in the Canary Islands	Rented House/Room	Total
Did not use the Internet	**7.0%**	**8.3%**
Used the Internet	**93.0%**	**91.7%**
- Own Internet connection	46.6%	37.4%
- Free Wifi connection	29.8%	39.5%
Applications*		
- Search for locations or maps	78.4%	61.7%
- Search for destination info	56.1%	44.8%
- Share pictures or trip videos	58.4%	56.0%
- Download tourist apps	7.8%	7.0%
- Others	14.7%	22.6%

Multi-choise question

> **78.4%** of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)

Picture: Freepik.com

% TOURISTS BY ISLANDS

— Canary Islands average

Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
6.3%	3.0%	6.2%	6.2%	8.6%

5.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Rented House/Room	Total
Average rating	8.75	8.70

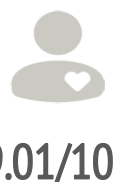| Experience in the Canary Islands	Rented House/Room	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	51.7%	55.6%
Better or much better than expected	45.9%	42.1%

Future intentions (scale 1-10)	Rented House/Room	Total
Return to the Canary Islands	8.76	8.73
Recommend visiting the Canary Islands	9.01	8.95
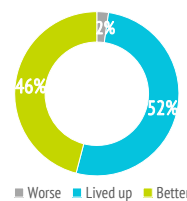
■ Worse ■ Lived up ■ Better

2%
46%
52%

8.76/10
Return to the
Canary Islands

9.01/10
Recommend visiting
the Canary Islands

Experience in
the Canary

How many are loyal to the Canary Islands?

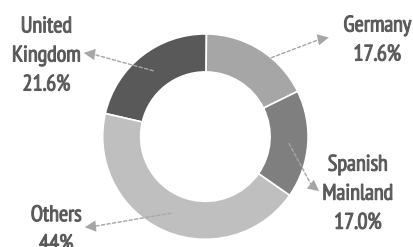|	Rented House/Room	Total
Repeat tourists	**67.3%**	**72.2%**
Repeat tourists (last 5 years)	61.6%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	18.4%	19.5%
At least 10 previous visits	**16.5%**	**18.6%**

Canary Islands
LATITUDE OF LIFE

Where are they from? 🌐

	%	Absolute
United Kingdom	21.6%	168,284
Germany	17.6%	137,163
Spanish Mainland	17.0%	132,366
France	6.6%	51,893
Italy	6.1%	47,301
Belgium	3.8%	29,694
Norway	3.1%	23,971
Ireland	3.0%	23,076
Poland	2.5%	19,379
Netherlands	2.5%	19,234
Switzerland	2.1%	16,768
Russia	2.0%	15,667
Sweden	1.4%	10,787
Finland	1.0%	8,154
Czech Republic	0.9%	6,790
Denmark	0.8%	6,460
United States	0.8%	5,938
Others	7.4%	57,653

United Kingdom 21.6%
Germany 17.6%
Others 44%
Spanish Mainland 17.0%

Who do they come with? 👫

	Rented House/Room	Total
Unaccompanied	12.7%	9.6%
Only with partner	43.3%	48.1%
Only with children (< 13 years old)	4.0%	5.6%
Partner + children (< 13 years old)	4.9%	6.5%
Other relatives	8.7%	9.3%
Friends	9.8%	6.4%
Work colleagues	0.7%	0.5%
Organized trip	0.1%	0.3%
Other combinations [1]	0.0%	0.0%
(1) Different situations have been isolated		
Tourists with children	**13.8%**	**17.7%**
- Between 0 and 2 years old	1.6%	1.6%
- Between 3 and 12 years old	11.4%	14.8%
- Between 0 -2 and 3-12 years	0.8%	1.4%
Tourists without children	**86.2%**	**82.3%**
Group composition:		
- 1 person	17.0%	13.2%
- 2 people	50.3%	55.1%
- 3 people	10.6%	12.0%
- 4 or 5 people	18.6%	16.3%
- 6 or more people	3.5%	3.5%
Average group size:	**2.55**	**2.54**

Who are they? 👤

	Rented House/Room	Total
Gender		
Men	51.5%	48.6%
Women	48.5%	51.4%
Age		
Average age (tourist > 15 years old)	44.3	47.1
Standard deviation	15.3	15.4
Age range (> 15 years old)		
16 - 24 years old	7.3%	7.3%
25 - 30 years old	16.6%	10.9%
31 - 45 years old	31.5%	28.0%
46 - 60 years old	27.1%	31.8%
Over 60 years old	17.4%	22.1%
Occupation		
Salaried worker	56.2%	55.0%
Self-employed	13.4%	11.5%
Unemployed	1.7%	1.1%
Business owner	8.2%	9.4%
Student	4.7%	3.5%
Retired	14.5%	17.9%
Unpaid domestic work	0.4%	0.8%
Others	0.9%	0.8%
Annual household income level		
Less than €25,000	22.8%	17.5%
€25,000 - €49,999	39.2%	37.5%
€50,000 - €74,999	20.2%	22.8%
More than €74,999	17.7%	22.2%
Education level		
No studies	2.5%	5.0%
Primary education	1.1%	2.6%
Secondary education	15.8%	23.6%
Higher education	80.6%	68.9%

17%
18%
22%
44%

44 YEARS OLD
AVERAGE AGE

43% ONLY WITH **PARTNER**
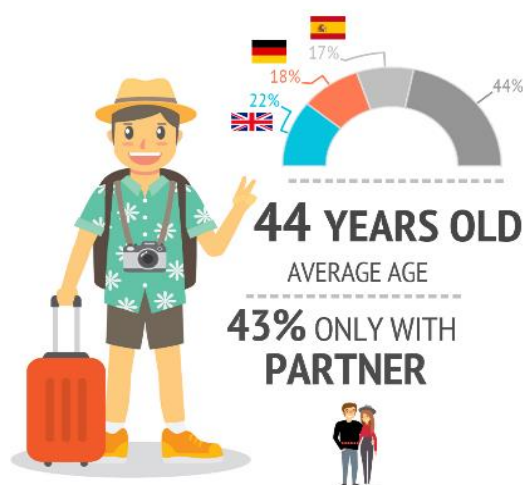
Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a house/room rented in a private dwelling.

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