

PROFILE OF TOURIST BY TYPE OF ACCOMMODATION (2021)

HOUSE / ROOM RENTED IN A PRIVATE DWELLING

How many are they and how much do they spend?



	Rented House/Room	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	403,452	5,827,892
- book holiday package	12,649	2,549,012
- do not book holiday package	390,803	3,278,880
- % tourists who book holiday package	3.1%	43.7%
Share of total tourist	6.9%	100%
Expenditure per tourist (€)		
- book holiday package	1,088	1,206
- holiday package	825	1,135
- others	355	280
- do not book holiday package	1,085	1,044
- flight	237	248
- accommodation	366	369
- others	481	427
Average length of stay		
- book holiday package	12.61	9.54
- do not book holiday package	9.26	8.59
- do not book holiday package	12.72	10.28
Average daily expenditure (€)		
- book holiday package	104.6	144.0
- do not book holiday package	137.8	172.8
- do not book holiday package	103.5	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	439	7,028
- do not book holiday package	15	3,606
- do not book holiday package	424	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Rented House/Room	Total
Didn't have holidays	29.6%	35.7%
Canary Islands	15.6%	17.6%
Other destination	54.8%	46.8%

What other destinations do they consider for this trip?*

	Rented House/Room	Total
None	29.8%	29.4%
Canary Islands (other island)	25.9%	25.4%
Other destination	44.3%	45.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	Rented House/Room	Total
Climate	73.2%	76.0%
Sea	56.0%	52.0%
Landscapes	55.0%	39.1%
Environment	44.0%	34.7%
Tranquility	43.5%	48.5%
Beaches	43.0%	44.6%
Safety	37.8%	49.0%
European belonging	36.4%	40.2%
Effortless trip	31.0%	34.9%
Price	29.2%	32.4%
Authenticity	28.7%	24.4%
Gastronomy	27.1%	27.9%
Accommodation supply	22.3%	37.8%
Hiking trail network	21.2%	12.1%
Fun possibilities	18.6%	22.4%
Exoticism	16.1%	14.5%
Historical heritage	8.6%	9.1%
Culture	7.7%	8.7%
Shopping	6.6%	8.8%
Nightlife	6.3%	8.4%

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

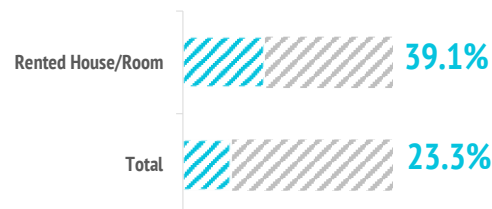
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Rented House/Room	Total
Rest	32.9%	50.7%
Enjoy family time	10.7%	14.0%
Have fun	9.0%	7.3%
Explore the destination	39.1%	23.3%
Practice their hobbies	5.3%	2.6%
Other reasons	3.1%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Rented House/Room	Total
The same day	0.5%	1.0%
Between 1 and 30 days	35.4%	42.5%
Between 1 and 2 months	33.7%	26.7%
Between 3 and 6 months	23.5%	18.7%
More than 6 months	7.0%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

RENTED HOUSE/ROOM
33.7%



TOTAL
26.7%

Picture: Freepik.com

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

	Rented House/Room	Total
Previous visits to the Canary Islands	39.3%	45.7%
Friends or relatives	42.0%	30.9%
Internet or social media	61.9%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	12.8%	7.0%
Travel Blogs or Forums	17.8%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	1.8%	19.4%
Public administrations or similar	2.4%	1.9%
Others	3.4%	2.9%

* Multi-choice question

With whom did they book their flight and accommodation?

	Rented House/Room	Total
Flight		
- Directly with the airline	88.5%	52.8%
- Tour Operator or Travel Agency	11.5%	47.2%
Accommodation		
- Directly with the accommodation	80.8%	39.9%
- Tour Operator or Travel Agency	19.2%	60.1%

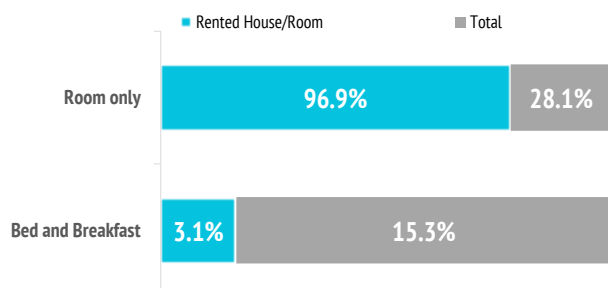
Where do they stay?

	Rented House/Room	Total
1-2-3* Hotel	--	11.5%
4* Hotel	--	39.4%
5* Hotel / 5* Luxury Hotel	--	10.9%
Aparthotel / Tourist Villa	--	14.8%
House/room rented in a private dwelling	100%	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?

	Rented House/Room	Total
Room only	96.9%	28.1%
Bed and Breakfast	3.1%	15.3%
Half board	--	19.5%
Full board	--	3.2%
All inclusive	--	33.8%



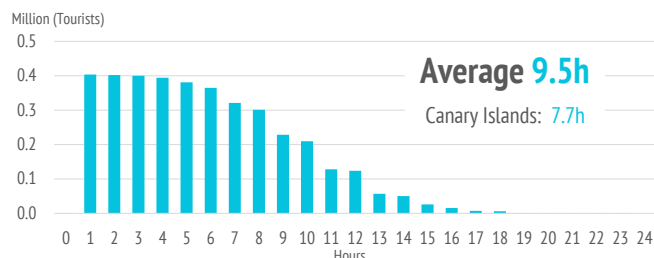
Other expenses

	Rented House/Room	Total
Restaurants or cafes	84.6%	66.9%
Supermarkets	84.7%	55.6%
Car rental	60.1%	37.3%
Organized excursions	23.8%	23.7%
Taxi, transfer, chauffeur service	19.0%	46.0%
Theme Parks	9.4%	8.6%
Sport activities	14.8%	9.3%
Museums	8.9%	4.7%
Flights between islands	11.5%	6.3%

Activities in the Canary Islands

Outdoor time per day	Rented House/Room	Total
0 hours	0.0%	2.4%
1 - 2 hours	0.9%	10.0%
3 - 6 hours	19.6%	30.1%
7 - 12 hours	65.4%	47.1%
More than 12 hours	14.1%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Rented House/Room	Total
Beach	81.0%	75.1%
Walk, wander	76.6%	72.2%
Explore the island on their own	73.1%	52.5%
Swim	43.8%	38.8%
Taste Canarian gastronomy	39.2%	30.2%
Hiking	37.9%	22.5%
Swimming pool, hotel facilities	27.0%	57.5%
Other Nature Activities	18.7%	9.5%
Museums / exhibitions	18.6%	10.7%
Wineries / markets / popular festivals	16.0%	10.0%
Sea excursions / whale watching	14.6%	13.5%
Theme parks	13.2%	12.2%
Surf	11.3%	4.8%
Organized excursions	10.2%	16.0%
Nightlife / concerts / shows	9.6%	12.3%
Running	8.1%	7.6%
Scuba Diving	7.5%	4.2%
Practice other sports	6.2%	5.9%
Astronomical observation	5.9%	4.2%
Cycling / Mountain bike	4.9%	4.2%
Beauty and health treatments	3.6%	5.6%
Windsurf / Kitesurf	1.6%	1.5%
Golf	1.6%	2.3%

* Multi-choice question

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in rented house/room	403,452	70,656	31,970	89,648	203,237	3,966
- Share by islands	100%	17.5%	7.9%	22.2%	50.4%	1.0%
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 rented house/room	6.9%	7.3%	3.8%	5.8%	8.8%	3.9%

How many islands do they visit during their trip?

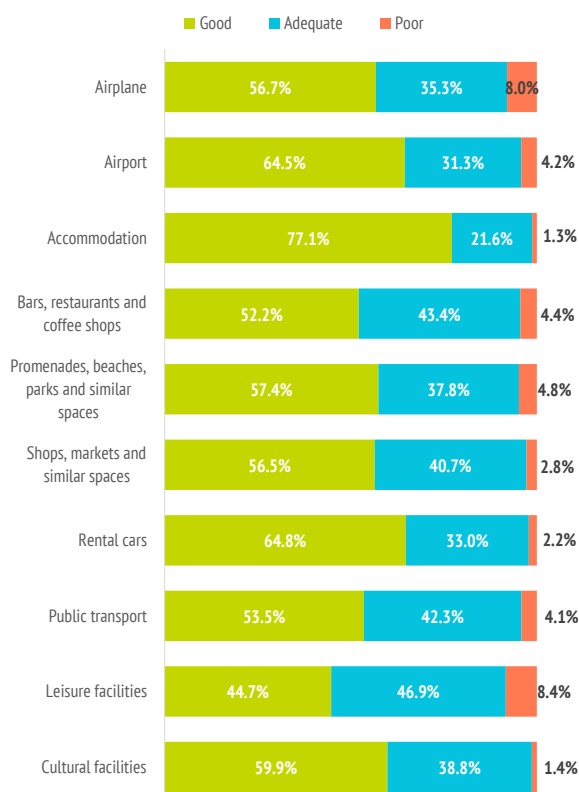
	Rented House/Room	Total
One island	86.6%	90.9%
Two islands	11.0%	7.8%
Three or more islands	2.4%	1.3%

Health safety

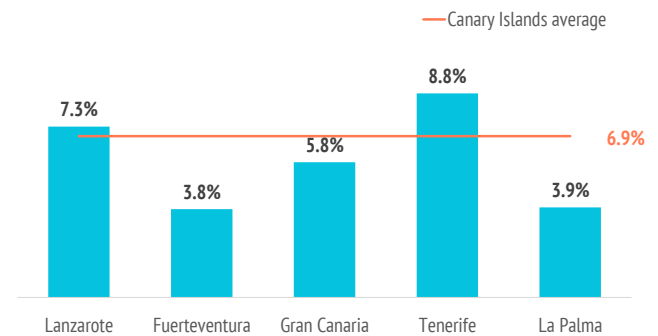
Planning the trip: Importance	Rented House/Room	Total
Average rating (scale 0-10)	7.56	7.99

During the stay: Rate	Rented House/Room	Total
Average rating (scale 0-10)	8.34	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

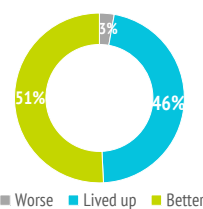


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Rented House/Room	Total
Average rating	8.89	8.86

Experience in the Canary Islands	Rented House/Room	Total
Worse or much worse than expected	2.8%	2.7%
Lived up to expectations	46.4%	51.4%
Better or much better than expected	50.8%	45.9%

Future intentions (scale 1-10)	Rented House/Room	Total
Return to the Canary Islands	8.75	8.86
Recommend visiting the Canary Islands	9.11	9.10



8.75/10

Experience in the Canary Islands

Return to the Canary Islands



9.11/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Rented House/Room	Total
Repeat tourists	57.9%	68.0%
Repeat tourists (last 5 years)	52.4%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	11.8%	15.0%
At least 10 previous visits	12.6%	18.3%

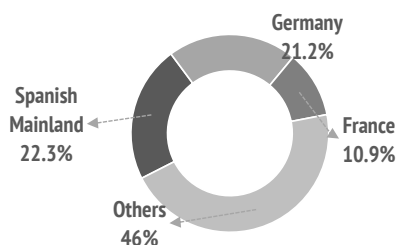
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Where are they from?



	%	Absolute
Spanish Mainland	22.3%	90,133
Germany	21.2%	85,496
France	10.9%	44,078
Italy	9.3%	37,565
United Kingdom	9.0%	36,420
Poland	4.5%	18,272
Belgium	4.0%	16,282
Netherlands	3.3%	13,511
Norway	2.0%	8,137
Ireland	1.9%	7,861
Switzerland	1.8%	7,329
Denmark	1.0%	3,921
Czech Republic	0.9%	3,624
Sweden	0.8%	3,147
Austria	0.8%	3,117
Portugal	0.6%	2,613
United States	0.5%	2,213
Others	4.9%	19,732



Who do they come with?



	Rented House/Room	Total
Unaccompanied	11.4%	13.5%
Only with partner	45.6%	48.2%
Only with children (< 13 years old)	2.4%	3.9%
Partner + children (< 13 years old)	5.1%	4.9%
Other relatives	8.4%	8.4%
Friends	13.2%	8.5%
Work colleagues	0.7%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	13.0%	11.5%

(1) Different situations have been isolated

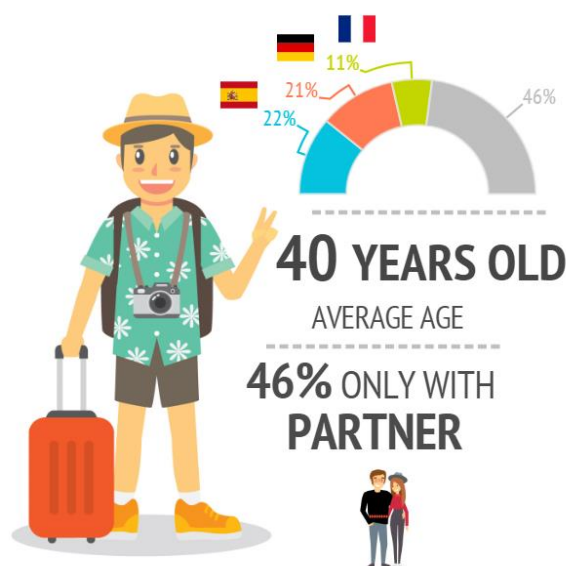
Tourists with children	10.4%	12.5%
- Between 0 and 2 years old	1.1%	1.2%
- Between 3 and 12 years old	8.9%	10.2%
- Between 0 -2 and 3-12 years	0.5%	1.0%
Tourists without children	89.6%	87.5%
Group composition:		
- 1 person	14.6%	16.5%
- 2 people	54.5%	56.7%
- 3 people	12.2%	10.7%
- 4 or 5 people	15.4%	13.6%
- 6 or more people	3.3%	2.5%
Average group size:	2.48	2.37

*People who share the main expenses of the trip

Who are they?



	Rented House/Room	Total
Gender		
Men	53.0%	49.6%
Women	47.0%	50.4%
Age		
Average age (tourist > 15 years old)	39.6	43.3
Standard deviation	15.0	15.6
Age range (> 15 years old)		
16 - 24 years old	15.2%	11.9%
25 - 30 years old	21.2%	14.8%
31 - 45 years old	31.1%	30.2%
46 - 60 years old	20.0%	26.6%
Over 60 years old	12.5%	16.4%
Occupation		
Salaried worker	58.4%	57.8%
Self-employed	11.3%	11.1%
Unemployed	2.9%	1.7%
Business owner	8.8%	10.0%
Student	8.5%	5.9%
Retired	9.3%	12.2%
Unpaid domestic work	0.1%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	19.6%	16.1%
€25,000 - €49,999	38.7%	37.0%
€50,000 - €74,999	20.8%	23.4%
More than €74,999	20.9%	23.5%
Education level		
No studies	0.7%	2.2%
Primary education	1.6%	2.2%
Secondary education	13.2%	18.8%
Higher education	84.4%	76.9%



Pictures: Freepik.com