

# Tourist profile according to type of accommodation (2016)

## Property (privately-owned, friends or family)

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



	Property	Total
Tourist arrivals (> 16 years old)	602,749	13,114,359
Average daily expenditure (€)	74.45	135.94
. in their place of residence	34.03	98.03
. in the Canary Islands	40.41	37.90
Average length of stay	12.3	9.4
Turnover per tourist (€)	708	1,141
Total turnover (> 16 years old) (€m)	427	14,957
Share of total turnover	2.9%	100%
Share of total tourist	4.6%	100%

### Expenditure in the Canary Islands per tourist and trip (€) (\*)

	Property	Total
<b>Accommodation (**):</b>	2.00	47.11
- Accommodation	0.00	40.52
- Additional accommodation expenses	2.00	6.60
<b>Transport:</b>	28.53	26.01
- Public transport	5.98	5.14
- Taxi	6.69	6.94
- Car rental	15.86	13.93
<b>Food and drink:</b>	251.80	148.33
- Food purchases at supermarkets	132.21	63.46
- Restaurants	119.59	84.87
<b>Souvenirs:</b>	78.10	53.88
<b>Leisure:</b>	36.80	34.52
- Organized excursions	6.08	14.95
- Leisure, amusement	4.81	4.55
- Trip to other islands	3.57	1.85
- Sporting activities	5.77	5.11
- Cultural activities	2.51	2.04
- Discos and disco-pubs	14.07	6.01
<b>Others:</b>	29.32	13.91
- Wellness	3.54	3.23
- Medical expenses	2.75	1.69
- Other expenses	23.03	8.99

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



	Property	Total
The same day they leave	1.4%	0.6%
Between 2 and 7 days	10.0%	6.3%
Between 8 and 15 days	12.5%	7.9%
Between 16 and 30 days	21.2%	14.7%
Between 31 and 90 days	33.9%	34.3%
More than 90 days	20.9%	36.2%

### What do they book at their place of residence?



	Property	Total
Flight only	100.0%	8.8%
Flight and accommodation (room only)	--	25.7%
Flight and accommodation (B&B)	--	8.0%
Flight and accommodation (half board)	--	20.4%
Flight and accommodation (full board)	--	4.3%
Flight and accommodation (all inclusive)	--	32.8%
<b>% Tourists using low-cost airlines</b>	68.8%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	11.8%	11.8%
- Sporting activities	3.3%	5.3%
- Excursions	7.1%	5.7%
- Trip to other islands	1.5%	1.6%

### How do they book?



	Property	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	0.0%	42.3%
- Tour Operator's website	0.0%	78.8%
<b>Accommodation</b>	0.0%	14.7%
- Accommodation's website	0.0%	83.5%
<b>Travel agency (High street)</b>	0.0%	20.5%
<b>Online Travel Agency (OTA)</b>	0.0%	16.5%
<b>No need to book accommodation</b>	100.0%	6.0%

### Flight booking

	Property	Total
<b>Tour Operator</b>	18.3%	44.6%
- Tour Operator's website	92.0%	76.3%
<b>Airline</b>	60.9%	24.8%
- Airline's website	97.2%	96.2%
<b>Travel agency (High street)</b>	6.4%	19.1%
<b>Online Travel Agency (OTA)</b>	14.4%	11.5%

### Where do they stay?



	Property	Total
5* Hotel	--	7.1%
4* Hotel	--	39.6%
1-2-3* Hotel	--	14.6%
Apartment	--	31.5%
Property (privately-owned, friends, family)	100.0%	4.6%
Others	--	2.6%

### Who are they?



	Property	Total
<b>Gender</b>		
Percentage of men	50.8%	48.5%
Percentage of women	49.2%	51.5%

	Property	Total
<b>Age</b>		
Average age (tourists > 16 years old)	41.2	46.3
Standard deviation	15.6	15.3

	Property	Total
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	15.4%	8.2%
25-30 years old	15.6%	11.1%
31-45 years old	32.1%	29.1%
46-60 years old	22.6%	30.9%
Over 60 years old	14.4%	20.7%

	Property	Total
<b>Occupation</b>		
Business owner or self-employed	24.6%	23.1%
Upper/Middle management employee	30.0%	36.1%
Auxiliary level employee	17.0%	15.5%
Students	12.5%	5.1%
Retired	12.2%	18.0%
Unemployed / unpaid dom. work	3.7%	2.2%

	Property	Total
<b>Annual household income level</b>		
€12,000 - €24,000	29.0%	17.8%
€24,001 - €36,000	23.2%	19.4%
€36,001 - €48,000	15.2%	16.9%
€48,001 - €60,000	10.0%	14.6%
€60,001 - €72,000	6.2%	9.5%
€72,001 - €84,000	4.8%	6.0%
More than €84,000	11.5%	15.8%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

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## Property (privately-owned, friends or family)

### Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in properties (owned/friends/family)	602,749	29,287	34,901	186,870	331,697	13,049
- Share by islands	100%	4.9%	5.8%	31.0%	55.0%	2.2%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists in properties (owned/friends/family)	4.6%	1.3%	1.8%	5.1%	6.8%	5.9%

### Who do they come with?



	Property	Total
Unaccompanied	39.2%	9.1%
Only with partner	27.7%	47.6%
Only with children (under the age of 13)	2.4%	1.5%
Partner + children (under the age of 13)	7.0%	11.8%
Other relatives	5.1%	6.0%
Friends	5.6%	6.1%
Work colleagues	0.2%	0.3%
Other combinations <sup>(1)</sup>	12.9%	17.5%

\* Multi-choice question (different situations have been isolated)

### How do they rate the destination?



Impression of their stay	Property	Total
Good or very good (% tourists)	95.3%	94.1%
Average rating (scale 1-10)	9.14	8.90

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	Property	Total
Repeat tourists	87.9%	77.3%
In love (at least 10 previous visits)	42.6%	16.1%

### Where are they from?



Ten main source markets	Share	Absolute
Spanish Mainland	34.2%	206,023
United Kingdom	25.1%	151,182
Germany	12.8%	77,264
Italy	4.8%	29,200
Belgium	3.5%	21,161
Norway	2.6%	15,413
Sweden	2.6%	15,396
Ireland	2.3%	13,922
Switzerland	1.5%	8,959
France	1.5%	8,791

### Why do they choose the Canary Islands?



Aspects influencing the choice	Property	Total
Climate/sun	70.3%	89.8%
Tranquillity/rest/relaxation	31.4%	36.6%
Beaches	28.9%	34.5%
Scenery	22.3%	21.9%
Quality of the environment	8.6%	6.5%
Price	7.4%	12.7%
Visiting new places	7.0%	14.6%
Security	5.5%	11.1%
Ease of travel	4.8%	8.9%
Active tourism	4.4%	5.1%
Nightlife/fun	3.9%	3.8%
Suitable destination for children	3.5%	7.5%
Shopping	3.0%	2.6%
Nautical activities	2.8%	2.2%
Culture	2.7%	2.6%
Theme parks	1.6%	3.0%

\* Multi-choice question

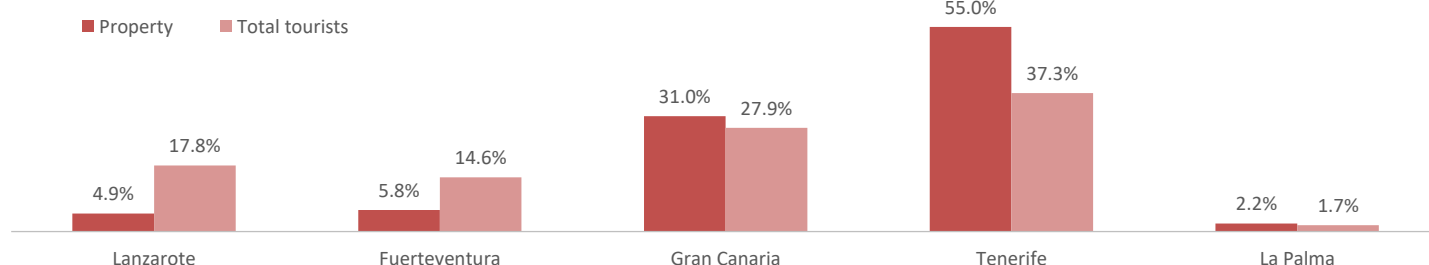
### What did motivate them to come?



Aspects motivating the choice	Property	Total
Previous visits to the Canary Islands	64.0%	64.1%
Recommendation by friends or relatives	44.5%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	0.4%	0.8%
Information in the press/magazines/books	1.7%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	0.2%	8.0%
Recommendation by Travel Agency	0.6%	9.7%
Information obtained via the Internet	4.8%	25.8%
Senior Tourism programme	0.4%	0.2%
Others	22.9%	6.1%

\* Multi-choice question

### Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who stayed in a property (owned/friends/family). (1) Combination of some groups previously analyzed.  
Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.