

Tourist profile according to type of accommodation (2017)

PROPERTY (PRIVATELY-OWNED, FRIENDS OR FAMILY)

How many are they and how much do they spend?



	Property	Total
Tourist arrivals (> 16 years old)	664,509	13,852,616
Average daily expenditure (€)	76.12	140.18
. in their place of residence	35.68	101.15
. in the Canary Islands	40.44	39.03
Average length of stay	12.66	9.17
Turnover per tourist (€)	715	1,155
Total turnover (> 16 years old) (€m)	475	15,999
Share of total tourist	4.8%	100%
Share of total turnover	3.0%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	0.0%	13.5%
- Additional accommodation expenses	1.8%	6.3%

Transport:

- Public transport	16.2%	14.5%
- Taxi	17.7%	21.2%
- Car rental	17.0%	19.4%

Food and drink:

- Food purchases at supermarkets	66.7%	55.0%
- Restaurants	71.0%	57.3%

Souvenirs:

	44.2%	53.3%
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Leisure:

- Organized excursions	6.9%	17.7%
- Leisure, amusement	7.6%	8.4%
- Trip to other islands	2.6%	2.3%
- Sporting activities	7.2%	6.1%
- Cultural activities	4.2%	4.4%
- Discos and disco-pubs	13.3%	6.1%

Others:

- Wellness	3.2%	4.9%
- Medical expenses	4.3%	4.0%
- Other expenses	11.3%	9.6%



+10%
TOURISTS*
664,509



+1%
TRAVEL EXPENSES
€715



+11%
TURNOVER
€475 MILL

What do they book at their place of residence?



	Property	Total
Flight only	100%	9.3%
Flight and accommodation (room only)	--	26.9%
Flight and accommodation (B&B)	--	8.3%
Flight and accommodation (half board)	--	19.3%
Flight and accommodation (full board)	--	4.4%
Flight and accommodation (all inclusive)	--	31.9%
% Tourists using low-cost airlines	68.7%	50.8%

Other expenses in their place of residence:

- Car rental	13.6%	12.6%
- Sporting activities	3.1%	5.1%
- Excursions	7.0%	6.2%
- Trip to other islands	1.5%	1.5%

* Tourists over 16 years old.

How do they book?



Accommodation booking	Property	Total
Tour Operator	0.0%	42.4%
- Tour Operator's website	--	80.6%
Accommodation	0.0%	14.6%
- Accommodation's website	--	84.0%
Travel agency (High street)	0.0%	19.3%
Online Travel Agency (OTA)	0.0%	17.3%
No need to book accommodation	100%	6.4%

Flight booking	Property	Total
Tour Operator	20.1%	44.8%
- Tour Operator's website	94.6%	78.6%
Airline	60.7%	25.8%
- Airline's website	99.3%	97.3%
Travel agency (High street)	5.4%	18.0%
Online Travel Agency (OTA)	13.8%	11.4%

How far in advance do they book their trip?



	Property	Total
The same day they leave	1.6%	0.5%
Between 2 and 7 days	9.1%	5.9%
Between 8 and 15 days	11.7%	7.4%
Between 16 and 30 days	19.6%	13.4%
Between 31 and 90 days	34.7%	34.6%
More than 90 days	23.4%	38.3%

Who are they?



Gender	Property	Total
Men	48.1%	48.1%
Women	51.9%	51.9%

Age

Average age (tourists > 16 years old)	42.0	46.9
Standard deviation	16.3	15.5

Age range (> 16 years old)

16-24 years old	15.0%	8.4%
25-30 years old	16.5%	10.2%
31-45 years old	29.7%	27.9%
46-60 years old	21.3%	31.7%
Over 60 years old	17.4%	21.8%

Occupation

Business owner or self-employed	25.1%	23.8%
Upper/Middle management employee	29.5%	35.2%
Auxiliary level employee	15.3%	15.3%
Students	13.0%	5.0%
Retired	13.6%	18.6%
Unemployed / unpaid dom. work	3.5%	2.1%

Annual household income level

€12,000 - €24,000	28.9%	17.9%
€24,001 - €36,000	21.4%	19.3%
€36,001 - €48,000	13.9%	16.1%
€48,001 - €60,000	11.6%	15.1%
€60,001 - €72,000	8.0%	9.3%
€72,001 - €84,000	4.2%	6.3%
More than €84,000	12.1%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists in properties (owned/friend/family)	664,509	35,924	28,186	212,411	361,204	17,437
- Share by islands	100%	5.4%	4.2%	32.0%	54.4%	2.6%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Tourists in properties (owned/friend/family)	4.8%	1.4%	1.5%	5.4%	7.0%	6.3%

Where do they stay?

	Property	Total
5* Hotel	--	6.8%
4* Hotel	--	38.4%
1-2-3* Hotel	--	14.4%
Apartment	--	32.4%
Property (privately-owned, friends, family)	100%	4.8%
Others	--	3.2%

Who do they come with?

	Property	Total
Unaccompanied	39.9%	8.7%
Only with partner	27.1%	46.8%
Only with children (under the age of 13)	2.3%	1.7%
Partner + children (under the age of 13)	6.8%	11.9%
Other relatives	5.3%	6.0%
Friends	5.4%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	13.2%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Property	Total
Good or very good (% tourists)	95.9%	94.0%
Average rating (scale 1-10)	9.16	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Property	Total
At least 1 previous visit	87.7%	77.3%
At least 10 previous visits	41.9%	16.9%

Where are they from?

	Share	Absolute
Spanish Mainland	29.8%	197,977
United Kingdom	25.8%	171,293
Germany	14.7%	97,493
Italy	5.6%	37,213
Belgium	4.8%	31,656
Norway	3.5%	23,417
Sweden	2.3%	15,443
Ireland	2.0%	13,430
Switzerland	1.6%	10,938
Others	9.9%	65,649

Why do they choose the Canary Islands?

Aspects influencing the choice	Property	Total
Climate/sun	70.7%	89.8%
Tranquillity/rest/relaxation	31.0%	37.2%
Beaches	29.9%	35.1%
Scenery	23.4%	22.9%
Quality of the environment	7.9%	6.5%
Price	7.1%	12.2%
Visiting new places	7.0%	14.7%
Security	6.1%	9.7%
Ease of travel	5.2%	8.9%
Active tourism	5.2%	5.4%
Nightlife/fun	3.7%	3.8%
Suitable destination for children	3.5%	7.6%
Culture	3.0%	2.7%
Shopping	2.9%	2.5%
Nautical activities	2.6%	2.0%
Theme parks	1.9%	3.1%

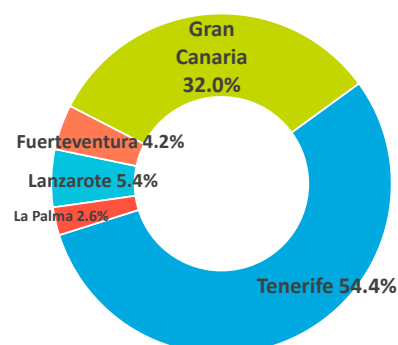
* Multi-choice question

What did motivate them to come?

Prescription sources	Property	Total
Previous visits to the Canary Islands	64.6%	64.9%
Recommendation by friends/relatives	44.5%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.5%	1.0%
Information in press/magazines/books	1.5%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	0.2%	7.2%
Recommendation by Travel Agency	0.6%	9.3%
Information obtained via the Internet	5.7%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	23.1%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.