

Rural tourism

How many are they and how much do they spend?



How do they book?



	Rural tourism	Total
Tourist arrivals (> 16 years old)	133,467	13,114,359
Average daily expenditure (€)	132.89	135.94
. in their place of residence	93.04	98.03
. in the Canary Islands	39.85	37.90
Average length of stay	10.6	9.4
Turnover per tourist (€)	1,179	1,141
Total turnover (> 16 years old) (€m)	157	14,957
Share of total turnover	1.1%	100%
Share of total tourist	1.0%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	56.37	47.11
- Accommodation	50.09	40.52
- Additional accommodation expenses	6.28	6.60
Transport:	37.38	26.01
- Public transport	5.99	5.14
- Taxi	7.50	6.94
- Car rental	23.90	13.93
Food and drink:	172.03	148.33
- Food purchases at supermarkets	69.49	63.46
- Restaurants	102.54	84.87
Souvenirs:	44.47	53.88
Leisure:	44.24	34.52
- Organized excursions	21.54	14.95
- Leisure, amusement	4.26	4.55
- Trip to other islands	4.63	1.85
- Sporting activities	3.70	5.11
- Cultural activities	4.33	2.04
- Discos and disco-pubs	5.78	6.01
Others:	13.98	13.91
- Wellness	2.95	3.23
- Medical expenses	2.24	1.69
- Other expenses	8.78	8.99

Accommodation booking

	Rural tourism	Total
Tour Operator	37.7%	42.3%
- Tour Operator's website	73.9%	78.8%
Accommodation	14.8%	14.7%
- Accommodation's website	83.6%	83.5%
Travel agency (High street)	19.2%	20.5%
Online Travel Agency (OTA)	20.5%	16.5%
No need to book accommodation	7.8%	6.0%

Flight booking

	Rural tourism	Total
Tour Operator	38.7%	44.6%
- Tour Operator's website	74.1%	76.3%
Airline	28.5%	24.8%
- Airline's website	95.5%	96.2%
Travel agency (High street)	19.0%	19.1%
Online Travel Agency (OTA)	13.8%	11.5%

Where do they stay?



	Rural tourism	Total
5* Hotel	5.0%	7.1%
4* Hotel	32.6%	39.6%
1-2-3* Hotel	17.1%	14.6%
Apartment	35.9%	31.5%
Property (privately-owned, friends, family)	6.2%	4.6%
Others	3.3%	2.6%

Who are they?



	Rural tourism	Total
Gender		
Percentage of men	54.4%	48.5%
Percentage of women	45.6%	51.5%
Age		
Average age (tourists > 16 years old)	49.5	46.3
Standard deviation	16.4	15.3
Age range (> 16 years old)		
16-24 years old	6.0%	8.2%
25-30 years old	10.9%	11.1%
31-45 years old	25.1%	29.1%
46-60 years old	26.3%	30.9%
Over 60 years old	31.7%	20.7%
Occupation		
Business owner or self-employed	20.9%	23.1%
Upper/Middle management employee	32.1%	36.1%
Auxiliary level employee	10.4%	15.5%
Students	4.5%	5.1%
Retired	30.8%	18.0%
Unemployed / unpaid dom. work	1.2%	2.2%
Annual household income level		
€12,000 - €24,000	17.2%	17.8%
€24,001 - €36,000	24.3%	19.4%
€36,001 - €48,000	15.1%	16.9%
€48,001 - €60,000	12.1%	14.6%
€60,001 - €72,000	7.9%	9.5%
€72,001 - €84,000	6.6%	6.0%
More than €84,000	16.8%	15.8%

How far in advance do they book their trip?



	Rural tourism	Total
The same day they leave	1.8%	0.6%
Between 2 and 7 days	5.8%	6.3%
Between 8 and 15 days	7.0%	7.9%
Between 16 and 30 days	14.1%	14.7%
Between 31 and 90 days	32.5%	34.3%
More than 90 days	38.7%	36.2%

What do they book at their place of residence?



	Rural tourism	Total
Flight only	12.3%	8.8%
Flight and accommodation (room only)	26.6%	25.7%
Flight and accommodation (B&B)	9.4%	8.0%
Flight and accommodation (half board)	23.3%	20.4%
Flight and accommodation (full board)	3.7%	4.3%
Flight and accommodation (all inclusive)	24.7%	32.8%
% Tourists using low-cost airlines	47.4%	48.7%
Other expenses in their place of residence:		
- Car rental	19.4%	11.8%
- Sporting activities	6.8%	5.3%
- Excursions	9.5%	5.7%
- Trip to other islands	4.7%	1.6%

(*) 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.

Rural tourism

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by rural tourism	133,467	27,322	9,255	35,681	51,796	4,906
- Share by islands	100%	20.5%	6.9%	26.7%	38.8%	3.7%
Total	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 motivated by rural tourism	1.0%	1.2%	0.5%	1.0%	1.1%	2.2%

Who do they come with?



Why do they choose the Canary Islands?



	Rural tourism	Total
Unaccompanied	12.5%	9.1%
Only with partner	55.6%	47.6%
Only with children (under the age of 13)	1.6%	1.5%
Partner + children (under the age of 13)	7.6%	11.8%
Other relatives	3.8%	6.0%
Friends	3.3%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	14.9%	17.5%

Aspects influencing the choice	Rural tourism	Total
Rural tourism	100.0%	1.0%
Climate/sun	80.3%	89.8%
Tranquillity/rest/relaxation	26.3%	36.6%
Scenery	23.2%	21.9%
Visiting new places	13.1%	14.6%
Beaches	11.6%	34.5%
Active tourism	6.6%	5.1%
Security	5.6%	11.1%
Quality of the environment	4.9%	6.5%
Price	3.8%	12.7%
Ease of travel	3.6%	8.9%
Culture	3.3%	2.6%
Theme parks	1.4%	3.0%
Nautical activities	1.1%	2.2%
Suitable destination for children	0.8%	7.5%
Golf	0.7%	0.9%

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

* Multi-choice question

How do they rate the destination?



Impression of their stay	Rural tourism	Total
Good or very good (% tourists)	93.1%	94.1%
Average rating (scale 1-10)	8.83	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Rural tourism	Total
Repeat tourists	71.6%	77.3%
In love (at least 10 previous visits)	15.9%	16.1%

What did motivate them to come?



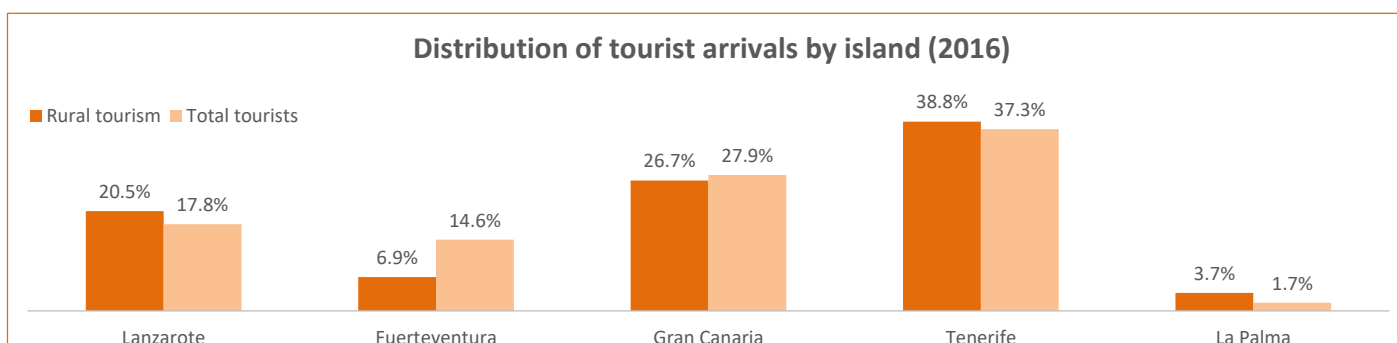
Aspects motivating the choice	Rural tourism	Total
Previous visits to the Canary Islands	56.2%	64.1%
Recommendation by friends or relatives	32.5%	34.5%
The Canary Islands television channel	0.7%	0.3%
Other television or radio channels	1.8%	0.8%
Information in the press/magazines/books	5.4%	3.8%
Attendance at a tourism fair	2.0%	0.5%
Tour Operator's brochure or catalogue	13.6%	8.0%
Recommendation by Travel Agency	10.7%	9.7%
Information obtained via the Internet	25.8%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	7.1%	6.1%

* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	33.6%	44,907
Germany	30.8%	41,095
Spanish Mainland	7.1%	9,424
France	6.5%	8,692
Belgium	4.4%	5,898
Norway	4.0%	5,325
Netherlands	2.5%	3,323
Switzerland	1.8%	2,390
Austria	1.6%	2,104
Ireland	1.5%	2,005



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her three aspects of choice was rural tourism.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded. (1) Combination of some groups previously analyzed.