

How many are they and how much do they spend?

	Rural tourism	Total
Tourist arrivals (> 16 years old)	146,948	13,852,616
Average daily expenditure (€)	128.32	140.18
. in their place of residence	91.09	101.15
. in the Canary Islands	37.24	39.03
Average length of stay	11.01	9.17
Turnover per tourist (€)	1,176	1,155
Total turnover (> 16 years old) (€m)	173	15,999
Share of total tourist	1.1%	100%
Share of total turnover	1.1%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	16.1%	13.5%
- Additional accommodation expenses	4.6%	6.3%

Transport:

- Public transport	15.2%	14.5%
- Taxi	13.8%	21.2%
- Car rental	24.7%	19.4%

Food and drink:

- Food purchases at supermarkets	56.4%	55.0%
- Restaurants	60.6%	57.3%

Souvenirs:

	50.7%	53.3%
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Leisure:

- Organized excursions	18.7%	17.7%
- Leisure, amusement	7.7%	8.4%
- Trip to other islands	4.3%	2.3%
- Sporting activities	5.1%	6.1%
- Cultural activities	9.4%	4.4%
- Discos and disco-pubs	3.5%	6.1%

Others:

- Wellness	4.5%	4.9%
- Medical expenses	2.0%	4.0%
- Other expenses	9.7%	9.6%



**+10%
TOURISTS***
146,948



**-0.3%
TRAVEL EXPENSES**
€1,176



**+10%
TURNOVER**
€173 MILL

What do they book at their place of residence?

	Rural tourism	Total
Flight only	11.4%	9.3%
Flight and accommodation (room only)	29.1%	26.9%
Flight and accommodation (B&B)	9.7%	8.3%
Flight and accommodation (half board)	18.2%	19.3%
Flight and accommodation (full board)	4.6%	4.4%
Flight and accommodation (all inclusive)	27.0%	31.9%
% Tourists using low-cost airlines	52.9%	50.8%

Other expenses in their place of residence:

- Car rental	22.6%	12.6%
- Sporting activities	3.2%	5.1%
- Excursions	12.3%	6.2%
- Trip to other islands	3.7%	1.5%

* Tourists over 16 years old.

How do they book?

	Rural tourism	Total
Accommodation booking		
Tour Operator	39.2%	42.4%
- Tour Operator's website	67.1%	80.6%
Accommodation	18.1%	14.6%
- Accommodation's website	81.3%	84.0%
Travel agency (High street)	15.6%	19.3%
Online Travel Agency (OTA)	20.6%	17.3%
No need to book accommodation	6.4%	6.4%

Flight booking

	Rural tourism	Total
Tour Operator	42.6%	44.8%
- Tour Operator's website	60.8%	78.6%
Airline	30.2%	25.8%
- Airline's website	97.0%	97.3%
Travel agency (High street)	15.8%	18.0%
Online Travel Agency (OTA)	11.3%	11.4%

How far in advance do they book their trip?

	Rural tourism	Total
The same day they leave	0.8%	0.5%
Between 2 and 7 days	3.4%	5.9%
Between 8 and 15 days	5.7%	7.4%
Between 16 and 30 days	14.1%	13.4%
Between 31 and 90 days	39.9%	34.6%
More than 90 days	36.1%	38.3%

Who are they?

	Rural tourism	Total
Gender		
Men	45.5%	48.1%
Women	54.5%	51.9%

Age

Average age (tourists > 16 years old)	50.7	46.9
Standard deviation	16.6	15.5

Age range (> 16 years old)

16-24 years old	8.3%	8.4%
25-30 years old	8.7%	10.2%
31-45 years old	17.8%	27.9%
46-60 years old	32.9%	31.7%
Over 60 years old	32.4%	21.8%

Occupation

Business owner or self-employed	21.7%	23.8%
Upper/Middle management employee	25.5%	35.2%
Auxiliary level employee	13.0%	15.3%
Students	6.5%	5.0%
Retired	30.9%	18.6%
Unemployed / unpaid dom. work	2.4%	2.1%

Annual household income level

€12,000 - €24,000	23.3%	17.9%
€24,001 - €36,000	19.2%	19.3%
€36,001 - €48,000	15.3%	16.1%
€48,001 - €60,000	15.3%	15.1%
€60,001 - €72,000	7.7%	9.3%
€72,001 - €84,000	5.9%	6.3%
More than €84,000	13.4%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by rural tourism	146,948	32,217	12,074	37,156	54,802	5,850
- Share by islands	100%	21.9%	8.2%	25.3%	37.3%	4.0%
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 motivated by rural tourism	1.1%	1.3%	0.6%	1.0%	1.1%	2.1%

Where do they stay?

	Rural tourism	Total
5* Hotel	5.0%	6.8%
4* Hotel	32.2%	38.4%
1-2-3* Hotel	13.6%	14.4%
Apartment	37.3%	32.4%
Property (privately-owned, friends, family)	6.9%	4.8%
Others	5.0%	3.2%

Who do they come with?

	Rural tourism	Total
Unaccompanied	8.3%	8.7%
Only with partner	50.9%	46.8%
Only with children (under the age of 13)	0.5%	1.7%
Partner + children (under the age of 13)	5.0%	11.9%
Other relatives	5.8%	6.0%
Friends	9.8%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	19.4%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Rural tourism	Total
Good or very good (% tourists)	93.0%	94.0%
Average rating (scale 1-10)	8.94	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Rural tourism	Total
At least 1 previous visit	72.0%	77.3%
At least 10 previous visits	16.6%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	37.0%	54,429
Germany	24.4%	35,876
Spanish Mainland	7.3%	10,775
France	6.0%	8,754
Switzerland	5.3%	7,778
Belgium	3.9%	5,685
Norway	3.3%	4,831
Netherlands	2.5%	3,710
Sweden	1.6%	2,310
Others	8.7%	12,799

Why do they choose the Canary Islands?

Aspects influencing the choice	Rural tourism	Total
Rural tourism	100.0%	1.1%
Climate/sun	81.3%	89.8%
Tranquillity/rest/relaxation	23.7%	37.2%
Scenery	22.9%	22.9%
Visiting new places	15.1%	14.7%
Beaches	13.9%	35.1%
Active tourism	8.1%	5.4%
Quality of the environment	5.5%	6.5%
Price	4.2%	12.2%
Culture	4.0%	2.7%
Security	3.8%	9.7%
Ease of travel	3.2%	8.9%
Suitable destination for children	1.5%	7.6%
Nightlife/fun	1.3%	3.8%
Golf	1.2%	1.0%
Theme parks	1.0%	3.1%

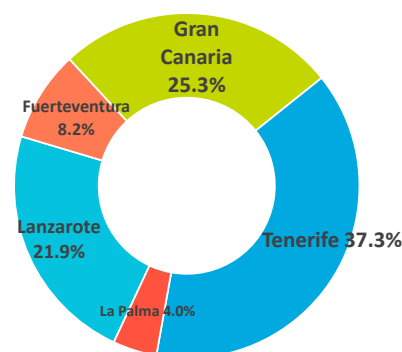
* Multi-choice question

What did motivate them to come?

Prescription sources	Rural tourism	Total
Previous visits to the Canary Islands	58.3%	64.9%
Recommendation by friends/relatives	35.4%	35.0%
The Canary Islands television channel	0.8%	0.4%
Other television or radio channels	1.1%	1.0%
Information in press/magazines/books	6.0%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	10.2%	7.2%
Recommendation by Travel Agency	12.4%	9.3%
Information obtained via the Internet	24.9%	25.5%
Senior Tourism programme	0.8%	0.2%
Others	4.5%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.