

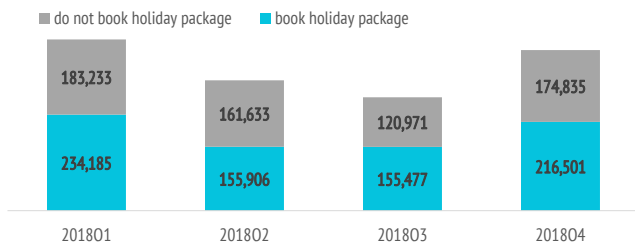
PROFILE OF TOURIST BY MEAL PLANS (2018)

BED AND BREAKFAST

How many are they and how much do they spend?

	Bed & Breakfast	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,402,741	13,485,651
- book holiday package	762,069	7,848,516
- do not book holiday package	640,672	5,637,135
- % tourists who book holiday package	54.3%	58.2%
Share of total tourist	10.4%	100%

TOURISTS WHO BOOK BED AND BREAKFAST



	Bed & Breakfast	Total
Expenditure per tourist (€)		
- book holiday package	1,289	1,196
- holiday package	999	1,064
- others	384	246
- do not book holiday package	1,178	1,037
- flight	284	288
- accommodation	482	350
- others	413	399
Average length of stay		
- book holiday package	7.82	8.66
- do not book holiday package	7.51	10.23
Average daily expenditure (€)		
- book holiday package	176.2	143.6
- do not book holiday package	180.5	159.8
- do not book holiday package	171.0	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	1,808	16,124
- do not book holiday package	1,053	10,277
- do not book holiday package	755	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Bed & Breakfast	Total
Climate	79.1%	78.1%
Safety	47.9%	51.4%
Tranquility	44.2%	46.2%
Sea	41.8%	43.3%
Accommodation supply	40.3%	41.7%
Effortless trip	33.9%	34.8%
European belonging	33.3%	35.8%
Beaches	33.3%	37.1%
Landscapes	33.1%	31.6%
Price	32.4%	36.5%
Environment	31.5%	30.6%
Gastronomy	26.8%	22.6%
Authenticity	19.0%	19.1%
Fun possibilities	19.0%	20.7%
Exoticism	10.9%	10.5%
Hiking trail network	10.6%	9.0%
Shopping	9.1%	9.6%
Historical heritage	7.0%	7.1%
Nightlife	7.0%	7.5%
Culture	7.0%	7.3%

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?

	Bed & Breakfast	Total
Rest	55.8%	55.1%
Enjoy family time	11.0%	14.7%
Have fun	8.0%	7.8%
Explore the destination	21.3%	18.5%
Practice their hobbies	1.9%	1.8%
Other reasons	2.0%	2.1%

EXPLORE THE DESTINATION



Bed & Breakfast 21.3%

Total 18.5%

How far in advance do they book their trip?

	Bed & Breakfast	Total
The same day	0.6%	0.7%
Between 1 and 30 days	28.2%	23.2%
Between 1 and 2 months	25.7%	23.0%
Between 3 and 6 months	30.4%	32.4%
More than 6 months	15.2%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

BED & BREAKFAST 28.2%



TOTAL 23.2%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who book bed and breakfast.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

PROFILE OF TOURIST BY MEAL PLANS (2018)

BED AND BREAKFAST



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

	Bed & Breakfast	Total
Previous visits to the Canary Islands	47.3%	50.9%
Friends or relatives	26.8%	27.8%
Internet or social media	62.5%	56.1%
Mass Media	2.0%	1.7%
Travel guides and magazines	10.9%	9.5%
Travel Blogs or Forums	6.3%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	21.7%	24.7%
Public administrations or similar	0.4%	0.4%
Others	3.3%	2.3%

* Multi-choice question

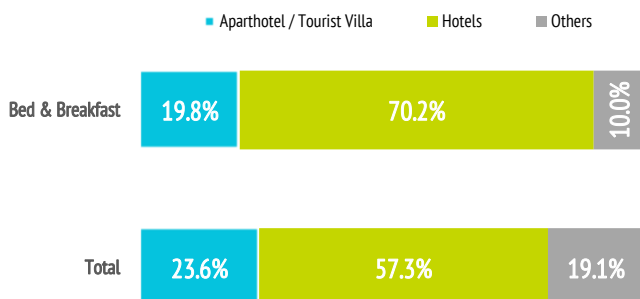
With whom did they book their flight and accommodation? 👁

	Bed & Breakfast	Total
Flight		
- Directly with the airline	41.2%	39.5%
- Tour Operator or Travel Agency	58.8%	60.5%
Accommodation		
- Directly with the accommodation	34.4%	28.8%
- Tour Operator or Travel Agency	65.6%	71.2%

Where do they stay? 🏠

	Bed & Breakfast	Total
1-2-3* Hotel	15.8%	12.8%
4* Hotel	34.2%	37.7%
5* Hotel / 5* Luxury Hotel	20.2%	6.8%
Aparthotel / Tourist Villa	19.8%	23.6%
House/room rented in a private dwelling	1.9%	5.3%
Private accommodation (1)	0.4%	7.0%
Others (Cottage, cruise, camping,...)	7.7%	6.8%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book? 🍽

	Bed & Breakfast	Total
Room only	--	28.8%
Bed and Breakfast	100.0%	11.7%
Half board	--	22.4%
Full board	--	3.0%
All inclusive	--	34.1%

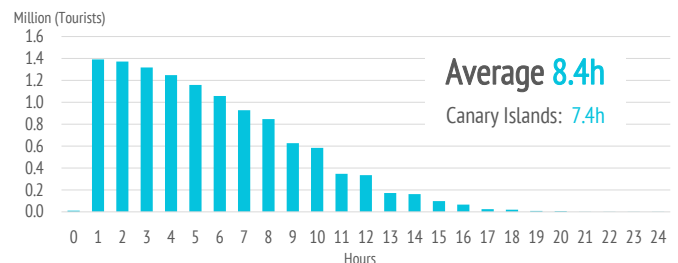
Other expenses 📍

	Bed & Breakfast	Total
Restaurants or cafes	85.2%	63.2%
Supermarkets	58.4%	55.9%
Car rental	30.3%	26.6%
Organized excursions	21.5%	21.8%
Taxi, transfer, chauffeur service	51.6%	51.7%
Theme Parks	8.9%	8.8%
Sport activities	6.4%	6.4%
Museums	6.5%	5.0%
Flights between islands	6.6%	4.8%

Activities in the Canary Islands 🚶

Outdoor time per day	Bed & Breakfast	Total
0 hours	0.8%	2.2%
1 - 2 hours	5.3%	10.0%
3 - 6 hours	27.8%	32.6%
7 - 12 hours	53.9%	46.5%
More than 12 hours	12.3%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Bed & Breakfast	Total
Walk, wander	75.3%	71.0%
Beach	61.7%	68.0%
Swimming pool, hotel facilities	59.4%	58.9%
Explore the island on their own	50.5%	46.5%
Taste Canarian gastronomy	33.5%	25.4%
Organized excursions	16.2%	17.9%
Nightlife / concerts / shows	15.6%	15.5%
Theme parks	15.3%	15.5%
Sport activities	13.9%	14.3%
Wineries / markets / popular festivals	12.1%	12.0%
Museums / exhibitions	11.9%	9.8%
Sea excursions / whale watching	11.5%	11.3%
Nature activities	11.4%	10.0%
Activities at sea	8.5%	9.8%
Beauty and health treatments	6.4%	5.7%
Astronomical observation	4.2%	3.4%

* Multi-choice question

	BED % BREAKFAST	TOTAL
WALK / WANDER	75.3%	71.0%
TASTE CANARIAN GASTRONOMY	33.5%	25.4%



PROFILE OF TOURIST BY MEAL PLANS (2018)

BED AND BREAKFAST

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book bed & breakfast	1,402,741	225,237	87,772	422,168	629,938	28,388
- Share by islands	100%	16.1%	6.3%	30.1%	44.9%	2.0%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Tourists who book bed & breakfast	10.6%	9.3%	4.8%	11.4%	12.8%	11.6%

How many islands do they visit during their trip?

	Bed & Breakfast	Total
One island	89.2%	90.9%
Two islands	9.3%	7.7%
Three or more islands	1.5%	1.4%

Internet usage during their trip

	Bed & Breakfast	Total
Research		
- Tourist package	14.5%	15.4%
- Flights	13.2%	13.0%
- Accommodation	16.5%	17.7%
- Transport	16.8%	15.6%
- Restaurants	37.1%	27.0%
- Excursions	29.0%	26.3%
- Activities	35.1%	31.0%
Book or purchase		
- Tourist package	41.3%	38.1%
- Flights	70.4%	64.4%
- Accommodation	67.4%	54.5%
- Transport	51.6%	44.7%
- Restaurants	13.3%	10.5%
- Excursions	14.7%	11.4%
- Activities	14.1%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Bed & Breakfast	Total
Did not use the Internet	7.1%	9.8%
Used the Internet	92.9%	90.2%
- Own Internet connection	35.1%	36.5%
- Free Wifi connection	44.5%	41.1%
Applications*		
- Search for locations or maps	69.4%	60.7%
- Search for destination info	53.2%	44.7%
- Share pictures or trip videos	54.4%	55.6%
- Download tourist apps	6.7%	6.5%
- Others	21.5%	23.9%

* Multi-choice question



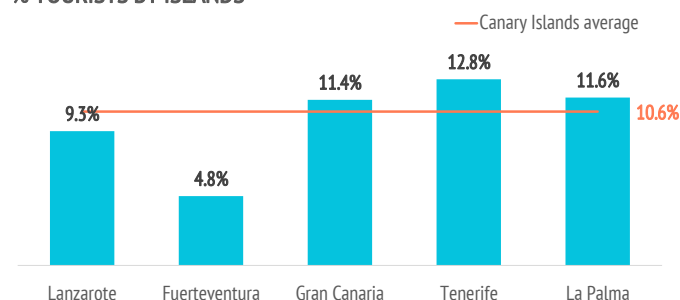
69.4% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 60.7%)



Picture: Freepik.com

% TOURISTS BY ISLANDS

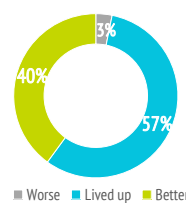


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Bed & Breakfast	Total
Average rating	8.51	8.58

Experience in the Canary Islands	Bed & Breakfast	Total
Worse or much worse than expected	3.2%	2.9%
Lived up to expectations	56.8%	57.4%
Better or much better than expected	40.0%	39.7%

Future intentions (scale 1-10)	Bed & Breakfast	Total
Return to the Canary Islands	8.43	8.60
Recommend visiting the Canary Islands	8.77	8.86



Experience in the Canary



8.43/10

Return to the Canary Islands



8.77/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Bed & Breakfast	Total
Repeat tourists	68.1%	71.0%
Repeat tourists (last 5 years)	60.4%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	15.5%	18.4%
At least 10 previous visits	14.9%	17.8%

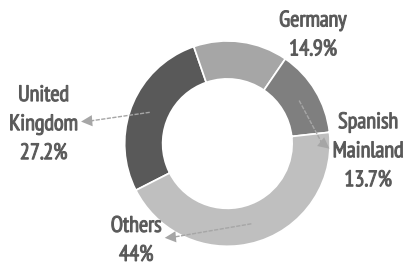
PROFILE OF TOURIST BY MEAL PLANS (2018)

BED AND BREAKFAST

Where are they from?



	%	Absolute
United Kingdom	27.2%	381,470
Germany	14.9%	208,335
Spanish Mainland	13.7%	192,104
Sweden	5.7%	79,822
Netherlands	5.0%	69,508
Ireland	4.8%	67,511
Norway	4.4%	62,221
Finland	4.0%	56,768
Switzerland	3.7%	52,186
Italy	3.1%	43,731
Denmark	2.7%	38,270
France	2.4%	34,008
Belgium	1.6%	23,118
Austria	1.0%	13,372
Poland	0.5%	7,492
Russia	0.4%	6,126
Czech Republic	0.1%	1,662
Others	4.6%	65,037



Who do they come with?



	Bed & Breakfast	Total
Unaccompanied	10.0%	8.9%
Only with partner	54.0%	47.4%
Only with children (< 13 years old)	4.0%	5.9%
Partner + children (< 13 years old)	5.0%	7.2%
Other relatives	7.8%	9.0%
Friends	5.7%	6.3%
Work colleagues	1.6%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	11.5%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	12.5%	19.3%
- Between 0 and 2 years old	1.2%	1.8%
- Between 3 and 12 years old	10.4%	15.8%
- Between 0 -2 and 3-12 years	0.9%	1.6%
Tourists without children	87.5%	80.7%
Group composition:		
- 1 person	13.9%	12.4%
- 2 people	61.4%	54.1%
- 3 people	9.4%	12.6%
- 4 or 5 people	13.2%	17.1%
- 6 or more people	2.0%	3.8%
Average group size:	2.36	2.58

Who are they?



	Bed & Breakfast	Total
Gender		
Men	52.8%	48.2%
Women	47.2%	51.8%
Age		
Average age (tourist > 15 years old)	46.4	46.7
Standard deviation	15.0	15.3
Age range (> 15 years old)		
16 - 24 years old	7.2%	7.7%
25 - 30 years old	12.1%	10.8%
31 - 45 years old	26.9%	28.6%
46 - 60 years old	34.7%	31.3%
Over 60 years old	19.1%	21.5%
Occupation		
Salaried worker	56.0%	55.5%
Self-employed	12.2%	11.0%
Unemployed	0.7%	1.1%
Business owner	11.4%	9.2%
Student	3.5%	4.2%
Retired	15.1%	17.3%
Unpaid domestic work	0.6%	0.9%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	13.1%	17.0%
€25,000 - €49,999	33.0%	36.5%
€50,000 - €74,999	26.2%	25.0%
More than €74,999	27.8%	21.5%
Education level		
No studies	3.6%	4.8%
Primary education	3.0%	2.8%
Secondary education	20.7%	23.1%
Higher education	72.7%	69.3%



3 IN 10 TOURISTS ARE
BRITISH

46 YEARS OLD
AVERAGE AGE

54% ONLY WITH
PARTNER



Pictures: Freepik.com