

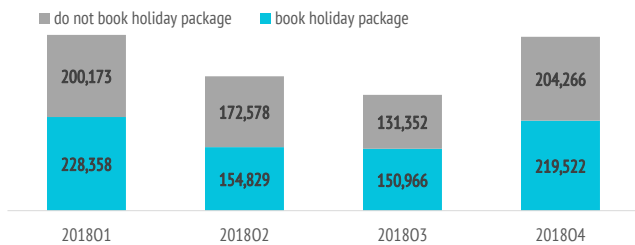
PROFILE OF TOURIST BY MEAL PLANS (2019)

BED AND BREAKFAST

How many are they and how much do they spend?

	Bed & Breakfast	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,462,045	13,271,035
- book holiday package	753,675	7,426,022
- do not book holiday package	708,369	5,845,014
- % tourists who book holiday package	51.5%	56.0%
Share of total tourist	12.4%	100%

TOURISTS WHO BOOK BED AND BREAKFAST

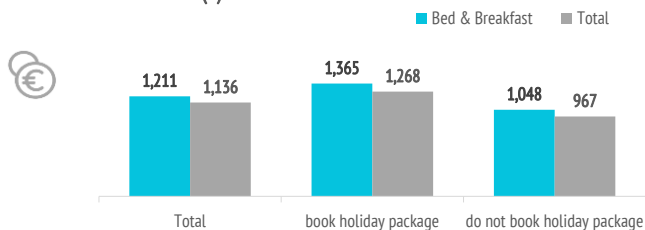


	Bed & Breakfast	Total
Expenditure per tourist (€)		
- book holiday package	1,211	1,136
- holiday package	1,365	1,268
- others	961	1,031
- do not book holiday package	404	237
- flight	1,048	967
- accommodation	258	263
- others	416	321
- others	374	383
Average length of stay		
- book holiday package	7.54	9.09
- do not book holiday package	8.06	8.64
- do not book holiday package	6.98	9.68
Average daily expenditure (€)		
- book holiday package	171.6	138.9
- do not book holiday package	179.4	155.4
- do not book holiday package	163.3	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	1,771	15,070
- do not book holiday package	1,029	9,416
- do not book holiday package	743	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Bed & Breakfast	Total
Climate	79.6%	78.4%
Safety	49.0%	51.9%
Tranquility	45.6%	47.6%
Sea	43.0%	44.4%
Accommodation supply	42.5%	42.9%
Beaches	35.2%	37.7%
Effortless trip	34.8%	35.2%
European belonging	33.8%	36.1%
Environment	33.8%	33.2%
Landscapes	33.2%	33.1%
Price	32.9%	37.4%
Gastronomy	26.3%	23.2%
Fun possibilities	21.0%	21.1%
Authenticity	19.4%	20.3%
Exoticism	11.3%	11.4%
Hiking trail network	11.0%	9.6%
Shopping	9.1%	9.4%
Nightlife	8.7%	8.0%
Historical heritage	8.5%	8.2%
Culture	8.1%	8.0%

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	56.4%	55.5%
Enjoy family time	10.6%	14.4%
Have fun	9.5%	8.6%
Explore the destination	20.2%	17.8%
Practice their hobbies	1.7%	1.9%
Other reasons	1.6%	1.8%

EXPLORE THE DESTINATION



How far in advance do they book their trip?

	Bed & Breakfast	Total
The same day	0.7%	0.7%
Between 1 and 30 days	29.6%	23.8%
Between 1 and 2 months	24.5%	22.8%
Between 3 and 6 months	31.8%	32.7%
More than 6 months	13.4%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

BED & BREAKFAST
29.6%



TOTAL
23.8%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). 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 (2019)

BED AND BREAKFAST

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

	Bed & Breakfast	Total
Previous visits to the Canary Islands	48.1%	51.9%
Friends or relatives	26.0%	27.1%
Internet or social media	60.0%	54.7%
Mass Media	1.9%	1.6%
Travel guides and magazines	9.1%	8.4%
Travel Blogs or Forums	7.2%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	19.1%	22.6%
Public administrations or similar	0.5%	0.4%
Others	3.0%	2.4%

* Multi-choise question

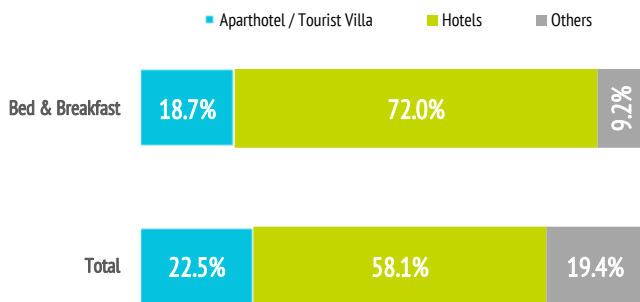
With whom did they book their flight and accommodation?

	Bed & Breakfast	Total
Flight		
- Directly with the airline	44.5%	42.9%
- Tour Operator or Travel Agency	55.5%	57.1%
Accommodation		
- Directly with the accommodation	37.1%	31.5%
- Tour Operator or Travel Agency	62.9%	68.5%

Where do they stay?

	Bed & Breakfast	Total
1-2-3* Hotel	13.2%	11.5%
4* Hotel	36.0%	37.6%
5* Hotel / 5* Luxury Hotel	22.8%	9.0%
Aparthotel / Tourist Villa	18.7%	22.5%
House/room rented in a private dwelling	1.6%	5.9%
Private accommodation (1)	0.4%	7.2%
Others (Cottage, cruise, camping,...)	7.2%	6.3%

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



What do they book?

	Bed & Breakfast	Total
Room only	--	27.9%
Bed and Breakfast	100.0%	12.4%
Half board	--	21.2%
Full board	--	3.6%
All inclusive	--	34.9%

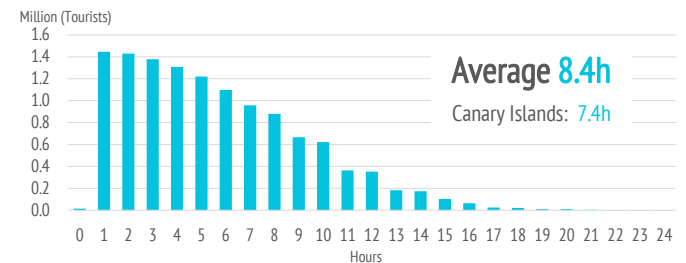
Other expenses

	Bed & Breakfast	Total
Restaurants or cafes	84.1%	59.1%
Supermarkets	55.1%	52.1%
Car rental	28.5%	26.3%
Organized excursions	19.4%	20.6%
Taxi, transfer, chauffeur service	47.7%	50.0%
Theme Parks	8.1%	7.5%
Sport activities	5.8%	5.7%
Museums	5.9%	4.6%
Flights between islands	5.6%	4.4%

Activities in the Canary Islands

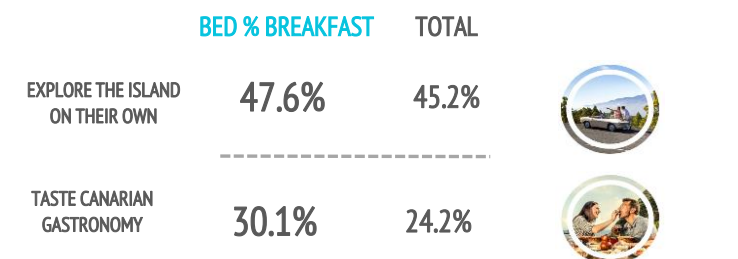
Outdoor time per day	Bed & Breakfast	Total
0 hours	1.1%	2.1%
1 - 2 hours	4.7%	9.8%
3 - 6 hours	28.8%	32.6%
7 - 12 hours	52.9%	47.1%
More than 12 hours	12.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Bed & Breakfast	Total
Walk, wander	72.0%	69.8%
Beach	62.6%	66.3%
Swimming pool, hotel facilities	59.0%	58.2%
Explore the island on their own	47.6%	45.2%
Taste Canarian gastronomy	30.1%	24.2%
Nightlife / concerts / shows	16.0%	15.5%
Organized excursions	14.8%	16.9%
Theme parks	13.2%	14.1%
Sport activities	12.6%	13.4%
Museums / exhibitions	11.7%	10.1%
Sea excursions / whale watching	11.4%	11.1%
Wineries / markets / popular festivals	10.4%	11.6%
Nature activities	10.4%	10.4%
Activities at sea	8.0%	10.0%
Beauty and health treatments	6.9%	5.4%
Astronomical observation	3.3%	3.5%

* Multi-choise question



PROFILE OF TOURIST BY MEAL PLANS (2019)

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	1,462,045	245,133	70,038	457,597	655,769	24,770
- Share by islands	100%	16.8%	4.8%	31.3%	44.9%	1.7%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists who book bed & breakfast	12.4%	10.9%	4.5%	14.1%	14.9%	11.7%

How many islands do they visit during their trip?

	Bed & Breakfast	Total
One island	90.2%	91.4%
Two islands	8.9%	7.2%
Three or more islands	0.9%	1.4%

Internet usage during their trip

	Bed & Breakfast	Total
Research		
- Tourist package	13.7%	14.8%
- Flights	12.6%	13.0%
- Accommodation	14.9%	16.9%
- Transport	15.6%	15.7%
- Restaurants	36.5%	28.4%
- Excursions	27.4%	26.2%
- Activities	32.1%	30.1%
Book or purchase		
- Tourist package	41.6%	39.4%
- Flights	71.6%	66.7%
- Accommodation	68.9%	57.3%
- Transport	53.1%	47.6%
- Restaurants	17.8%	12.1%
- Excursions	14.8%	13.0%
- Activities	16.9%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Bed & Breakfast	Total
Did not use the Internet	5.8%	8.3%
Used the Internet	94.2%	91.7%
- Own Internet connection	38.5%	37.4%
- Free Wifi connection	40.5%	39.5%
Applications*		
- Search for locations or maps	68.2%	61.7%
- Search for destination info	51.8%	44.8%
- Share pictures or trip videos	54.0%	56.0%
- Download tourist apps	7.6%	7.0%
- Others	21.2%	22.6%

* Multi-choice question

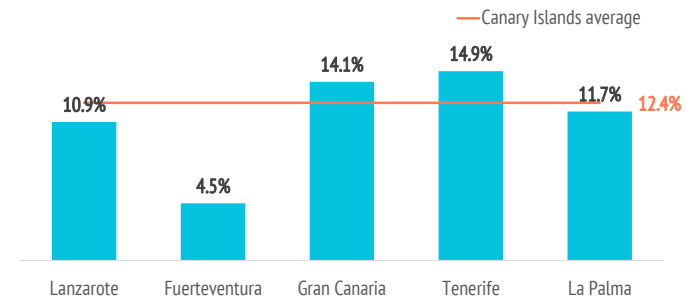
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68.2% of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 54%)



% TOURISTS BY ISLANDS

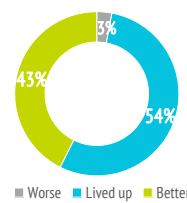


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Bed & Breakfast	Total
Average rating	8.61	8.70

Experience in the Canary Islands	Bed & Breakfast	Total
Worse or much worse than expected	3.0%	2.3%
Lived up to expectations	54.4%	55.6%
Better or much better than expected	42.6%	42.1%

Future intentions (scale 1-10)	Bed & Breakfast	Total
Return to the Canary Islands	8.54	8.73
Recommend visiting the Canary Islands	8.81	8.95



Experience in the Canary

8.54/10

Return to the Canary Islands

8.81/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Bed & Breakfast	Total
Repeat tourists	68.5%	72.2%
Repeat tourists (last 5 years)	62.8%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	17.3%	19.5%
At least 10 previous visits	17.0%	18.6%

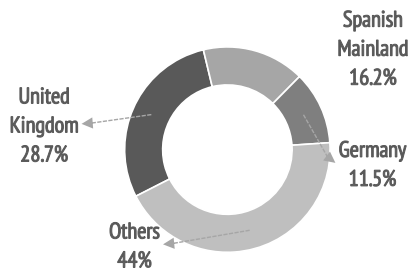
PROFILE OF TOURIST BY MEAL PLANS (2019)

BED AND BREAKFAST

Where are they from?



	%	Absolute
United Kingdom	28.7%	420,232
Spanish Mainland	16.2%	236,179
Germany	11.5%	168,553
Ireland	5.8%	84,082
Netherlands	4.9%	72,189
Norway	4.2%	61,645
Sweden	4.2%	61,061
Switzerland	3.6%	52,374
Finland	3.5%	51,410
Italy	3.0%	43,837
Denmark	2.5%	36,637
France	2.5%	36,283
Belgium	2.0%	29,828
Poland	1.1%	15,384
Austria	0.7%	10,743
Russia	0.7%	10,686
Portugal	0.5%	6,914
Others	4.4%	64,009



Who do they come with?

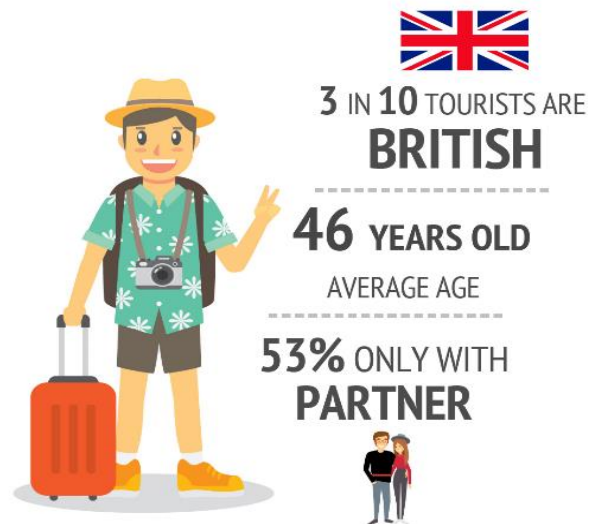


	Bed & Breakfast	Total
Unaccompanied	12.4%	9.6%
Only with partner	53.4%	48.1%
Only with children (< 13 years old)	3.7%	5.6%
Partner + children (< 13 years old)	4.3%	6.5%
Other relatives	7.0%	9.3%
Friends	6.0%	6.4%
Work colleagues	1.7%	0.5%
Organized trip	0.3%	0.3%
Other combinations ⁽¹⁾	11.3%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	11.2%	17.7%
- Between 0 and 2 years old	1.4%	1.6%
- Between 3 and 12 years old	9.2%	14.8%
- Between 0 -2 and 3-12 years	0.7%	1.4%
Tourists without children	88.8%	82.3%
Group composition:		
- 1 person	16.2%	13.2%
- 2 people	61.2%	55.1%
- 3 people	9.3%	12.0%
- 4 or 5 people	11.1%	16.3%
- 6 or more people	2.2%	3.5%
Average group size:	2.29	2.54

Who are they?



	Bed & Breakfast	Total
Gender		
Men	51.6%	48.6%
Women	48.4%	51.4%
Age		
Average age (tourist > 15 years old)	46.2	47.1
Standard deviation	14.6	15.4
Age range (> 15 years old)		
16 - 24 years old	6.6%	7.3%
25 - 30 years old	11.8%	10.9%
31 - 45 years old	28.5%	28.0%
46 - 60 years old	35.2%	31.8%
Over 60 years old	17.9%	22.1%
Occupation		
Salaried worker	58.1%	55.0%
Self-employed	11.9%	11.5%
Unemployed	0.8%	1.1%
Business owner	10.9%	9.4%
Student	3.0%	3.5%
Retired	14.2%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.4%	0.8%
Annual household income level		
Less than €25,000	14.1%	17.5%
€25,000 - €49,999	32.5%	37.5%
€50,000 - €74,999	25.2%	22.8%
More than €74,999	28.2%	22.2%
Education level		
No studies	3.9%	5.0%
Primary education	2.5%	2.6%
Secondary education	20.6%	23.6%
Higher education	73.0%	68.9%



Pictures: Freepik.com