

# PROFILE OF TOURIST BY MEAL PLANS (2021)

## BED AND BREAKFAST

### How many are they and how much do they spend?



	Bed and Breakfast	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>760,704</b>	<b>5,827,892</b>
- book holiday package	282,679	2,549,012
- do not book holiday package	478,025	3,278,880
- % tourists who book holiday package	37.2%	43.7%
Share of total tourist	13.1%	100%
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,287</b>	<b>1,206</b>
- holiday package	994	1,135
- others	429	280
<b>- do not book holiday package</b>	<b>1,207</b>	<b>1,044</b>
- flight	245	248
- accommodation	523	369
- others	439	427
<b>Average length of stay</b>	<b>7.61</b>	<b>9.54</b>
- book holiday package	7.90	8.59
- do not book holiday package	7.44	10.28
<b>Average daily expenditure (€)</b>		
<b>- book holiday package</b>	<b>179.1</b>	<b>144.0</b>
- book holiday package	191.0	172.8
- do not book holiday package	172.0	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>		
<b>- book holiday package</b>	<b>979</b>	<b>7,028</b>
- book holiday package	402	3,606
- do not book holiday package	577	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Where did they spend their main holiday last year?\*

	Bed and Breakfast	Total
Didn't have holidays	32.7%	35.7%
Canary Islands	11.8%	17.6%
Other destination	55.5%	46.8%

### What other destinations do they consider for this trip?\*

	Bed and Breakfast	Total
None	26.5%	29.4%
Canary Islands (other island)	23.8%	25.4%
Other destination	49.7%	45.1%

\*Percentage of valid answers

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.

### Importance of each factor in the destination choice



	Bed and Breakfast	Total
Climate	76.2%	76.0%
Sea	48.3%	52.0%
Safety	44.9%	49.0%
Tranquility	44.9%	48.5%
Landscapes	41.2%	39.1%
Beaches	39.8%	44.6%
European belonging	37.3%	40.2%
Accommodation supply	37.2%	37.8%
Environment	35.5%	34.7%
Effortless trip	33.9%	34.9%
Gastronomy	32.8%	27.9%
Price	27.4%	32.4%
Authenticity	23.0%	24.4%
Fun possibilities	21.6%	22.4%
Exoticism	13.7%	14.5%
Hiking trail network	13.1%	12.1%
Nightlife	9.0%	8.4%
Historical heritage	8.8%	9.1%
Culture	8.5%	8.7%
Shopping	7.6%	8.8%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

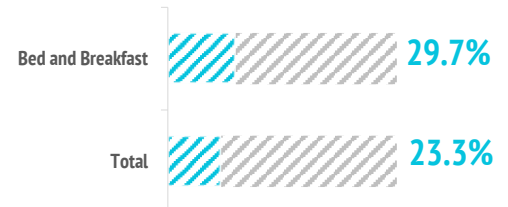
% of tourists who indicate that the factor is "very important" in their choice.

### What is the main motivation for their holidays?



	Bed and Breakfast	Total
Rest	48.6%	50.7%
Enjoy family time	8.8%	14.0%
Have fun	7.5%	7.3%
Explore the destination	29.7%	23.3%
Practice their hobbies	3.0%	2.6%
Other reasons	2.5%	2.1%

### EXPLORE THE DESTINATION



### How far in advance do they book their trip?



	Bed and Breakfast	Total
The same day	1.1%	1.0%
Between 1 and 30 days	49.8%	42.5%
Between 1 and 2 months	25.3%	26.7%
Between 3 and 6 months	15.8%	18.7%
More than 6 months	8.0%	11.1%

### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

**BED AND BBREAKFAST**  
49.8%

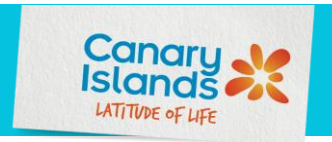


**TOTAL**  
42.5%

Picture: Freepik.com

# PROFILE OF TOURIST BY MEAL PLANS (2021)

## BED AND BREAKFAST



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

	Bed and Breakfast	Total
Previous visits to the Canary Islands	40.1%	45.7%
Friends or relatives	30.4%	30.9%
Internet or social media	61.1%	53.5%
Mass Media	2.6%	2.3%
Travel guides and magazines	8.6%	7.0%
Travel Blogs or Forums	10.8%	8.4%
Travel TV Channels	0.2%	0.5%
Tour Operator or Travel Agency	16.2%	19.4%
Public administrations or similar	2.3%	1.9%
Others	4.0%	2.9%

\* Multi-choise question

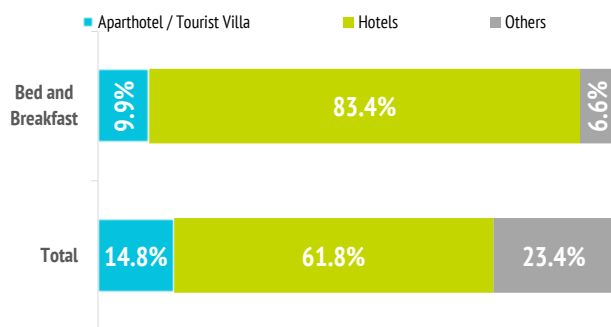
### With whom did they book their flight and accommodation?

	Bed and Breakfast	Total
<b>Flight</b>		
- Directly with the airline	58.0%	52.8%
- Tour Operator or Travel Agency	42.0%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	46.4%	39.9%
- Tour Operator or Travel Agency	53.6%	60.1%

### Where do they stay?

	Bed and Breakfast	Total
1-2-3* Hotel	14.8%	11.5%
4* Hotel	44.7%	39.4%
5* Hotel / 5* Luxury Hotel	23.9%	10.9%
Aparthotel / Tourist Villa	9.9%	14.8%
House/room rented in a private dwelling	1.3%	6.9%
Private accommodation (1)	0.2%	9.9%
Others (Cottage, cruise, camping,...)	5.1%	6.6%

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



### What do they book?

	Bed and Breakfast	Total
Room only	--	28.1%
Bed and Breakfast	100%	15.3%
Half board	--	19.5%
Full board	--	3.2%
All inclusive	--	33.8%

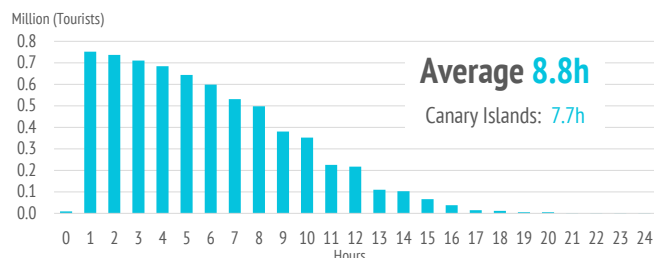
### Other expenses

	Bed and Breakfast	Total
Restaurants or cafes	88.4%	66.9%
Supermarkets	55.0%	55.6%
Car rental	43.3%	37.3%
Organized excursions	26.2%	23.7%
Taxi, transfer, chauffeur service	43.3%	46.0%
Theme Parks	9.7%	8.6%
Sport activities	9.4%	9.3%
Museums	6.9%	4.7%
Flights between islands	7.8%	6.3%

### Activities in the Canary Islands

Outdoor time per day	Bed and Breakfast	Total
0 hours	1.2%	2.4%
1 - 2 hours	5.4%	10.0%
3 - 6 hours	23.5%	30.1%
7 - 12 hours	55.4%	47.1%
More than 12 hours	14.4%	10.5%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Bed and Breakfast	Total
Walk, wander	76.7%	72.2%
Beach	71.2%	75.1%
Swimming pool, hotel facilities	62.9%	57.5%
Explore the island on their own	57.5%	52.5%
Taste Canarian gastronomy	37.4%	30.2%
Swim	35.2%	38.8%
Hiking	27.3%	22.5%
Organized excursions	16.3%	16.0%
Sea excursions / whale watching	14.6%	13.5%
Museums / exhibitions	14.3%	10.7%
Nightlife / concerts / shows	12.4%	12.3%
Theme parks	12.0%	12.2%
Other Nature Activities	10.9%	9.5%
Wineries / markets / popular festivals	9.6%	10.0%
Running	8.0%	7.6%
Beauty and health treatments	6.9%	5.6%
Practice other sports	5.7%	5.9%
Astronomical observation	4.5%	4.2%
Surf	4.1%	4.8%
Cycling / Mountain bike	3.8%	4.2%
Scuba Diving	3.8%	4.2%
Golf	2.6%	2.3%
Windsurf / Kitesurf	1.0%	1.5%

\* Multi-choise question

# PROFILE OF TOURIST BY MEAL PLANS (2021)

## BED AND BREAKFAST

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book B&B	760,704	109,349	46,777	203,984	372,482	22,628
- Share by islands	100%	14.4%	6.1%	26.8%	49.0%	3.0%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% Tourists B&B	15.3%	13.3%	5.9%	15.8%	19.5%	24.2%

### How many islands do they visit during their trip?

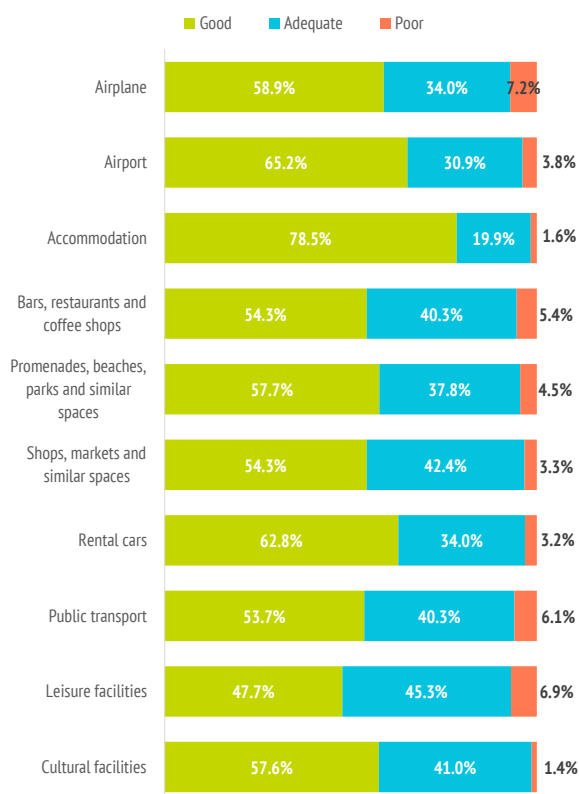
	Bed and Breakfast	Total
One island	88.2%	90.9%
Two islands	10.4%	7.8%
Three or more islands	1.4%	1.3%

### Health safety

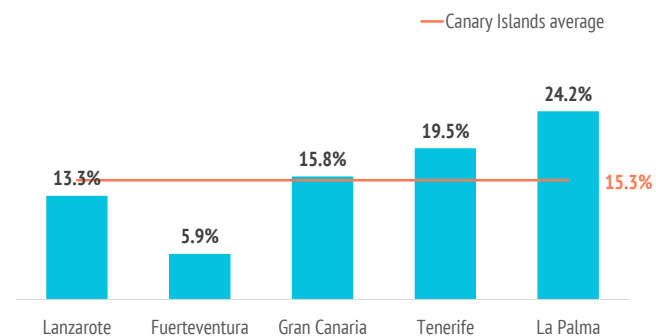
Planning the trip: Importance	Bed and Breakfast	Total
Average rating (scale 0-10)	7.74	7.99

During the stay: Rate	Bed and Breakfast	Total
Average rating (scale 0-10)	8.35	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

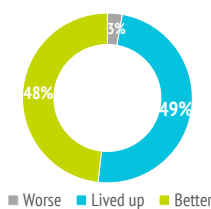


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Bed and Breakfast	Total
Average rating	8.72	8.86

Experience in the Canary Islands	Bed and Breakfast	Total
Worse or much worse than expected	2.8%	2.7%
Lived up to expectations	48.9%	51.4%
Better or much better than expected	48.2%	45.9%

Future intentions (scale 1-10)	Bed and Breakfast	Total
Return to the Canary Islands	8.65	8.86
Recommend visiting the Canary Islands	8.94	9.10



8.65/10

Experience in the Canary Islands



8.94/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Bed and Breakfast	Total
<b>Repeat tourists</b>	<b>64.4%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	57.0%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	10.7%	15.0%
<b>At least 10 previous visits</b>	<b>14.1%</b>	<b>18.3%</b>

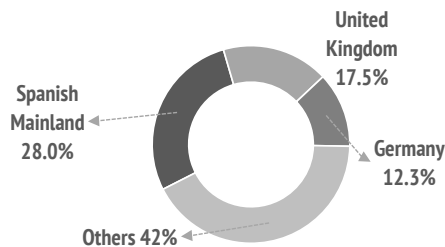
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### Where are they from?



	%	Absolute
Spanish Mainland	28.0%	212,961
United Kingdom	17.5%	133,009
Germany	12.3%	93,694
France	7.9%	60,207
Netherlands	5.0%	38,078
Italy	3.9%	29,657
Ireland	3.5%	26,634
Sweden	3.0%	22,771
Belgium	2.7%	20,791
Switzerland	2.5%	18,830
Denmark	2.4%	18,217
Norway	2.2%	16,893
Poland	1.8%	13,834
Finland	1.6%	11,941
Austria	0.9%	6,541
Portugal	0.7%	5,610
Czech Republic	0.6%	4,847
Others	3.4%	26,188



### Who do they come with?



	Bed and Breakfast	Total
Unaccompanied	14.4%	13.5%
Only with partner	51.8%	48.2%
Only with children (< 13 years old)	2.5%	3.9%
Partner + children (< 13 years old)	3.4%	4.9%
Other relatives	6.9%	8.4%
Friends	8.1%	8.5%
Work colleagues	2.7%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	10.0%	11.5%

(1) Different situations have been isolated

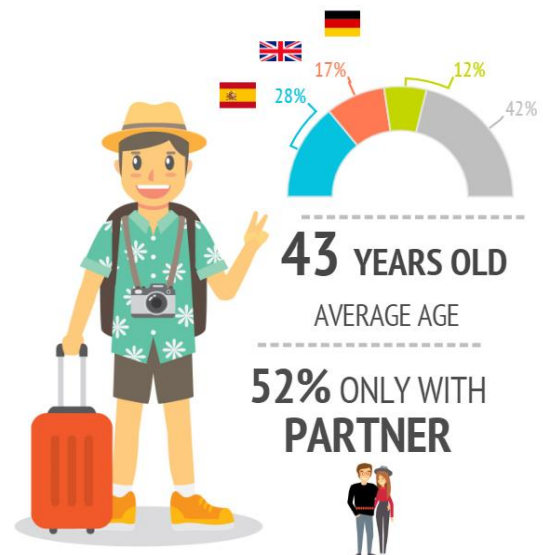
<b>Tourists with children</b>	<b>8.1%</b>	<b>12.5%</b>
- Between 0 and 2 years old	0.8%	1.2%
- Between 3 and 12 years old	6.7%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
<b>Tourists without children</b>	<b>91.9%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	17.1%	16.5%
- 2 people	62.3%	56.7%
- 3 people	8.2%	10.7%
- 4 or 5 people	10.5%	13.6%
- 6 or more people	2.0%	2.5%
<b>Average group size:</b>	<b>2.25</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	Bed and Breakfast	Total
<b>Gender</b>		
Men	51.4%	49.6%
Women	48.6%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	42.6	43.3
Standard deviation	14.5	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	9.5%	11.9%
25 - 30 years old	15.8%	14.8%
31 - 45 years old	33.4%	30.2%
46 - 60 years old	27.6%	26.6%
Over 60 years old	13.7%	16.4%
<b>Occupation</b>		
Salaried worker	62.0%	57.8%
Self-employed	11.3%	11.1%
Unemployed	1.4%	1.7%
Business owner	12.2%	10.0%
Student	3.6%	5.9%
Retired	8.9%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	0.4%	0.9%
<b>Annual household income level</b>		
Less than €25,000	11.1%	16.1%
€25,000 - €49,999	35.7%	37.0%
€50,000 - €74,999	23.8%	23.4%
More than €74,999	29.4%	23.5%
<b>Education level</b>		
No studies	1.8%	2.2%
Primary education	1.9%	2.2%
Secondary education	13.5%	18.8%
Higher education	82.7%	76.9%



Pictures: Freepik.com