

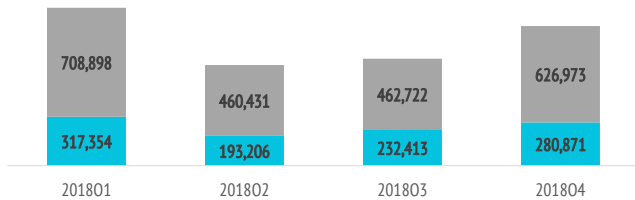
# PROFILE OF TOURIST BY MEAL PLANS (2019) ACCOMMODATION (ROOM ONLY)

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

	Room only	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>3,282,868</b>	<b>13,271,035</b>
- book holiday package	1,023,844	7,426,022
- do not book holiday package	2,259,024	5,845,014
- % tourists who book holiday package	31.2%	56.0%
Share of total tourist	27.9%	100%

### TOURISTS WHO BOOK ACCOMMODATION (ROOM ONLY)

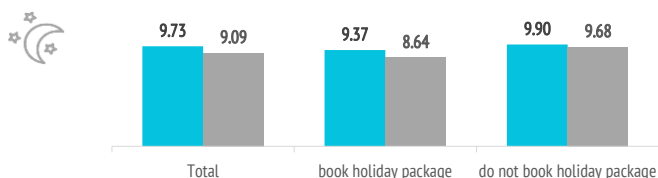
■ do not book holiday package ■ book holiday package



	Room only	Total
<b>Expenditure per tourist (€)</b>	<b>1,042</b>	<b>1,136</b>
- book holiday package	1,204	1,268
- holiday package	788	1,031
- others	416	237
- do not book holiday package	968	967
- flight	256	263
- accommodation	302	321
- others	410	383
<b>Average length of stay</b>	<b>9.73</b>	<b>9.09</b>
- book holiday package	9.37	8.64
- do not book holiday package	9.90	9.68
<b>Average daily expenditure (€)</b>	<b>119.4</b>	<b>138.9</b>
- book holiday package	138.4	155.4
- do not book holiday package	110.9	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>3,420</b>	<b>15,070</b>
- book holiday package	1,233	9,416
- do not book holiday package	2,187	5,655

### AVERAGE LENGTH OF STAY (nights)

■ Room only ■ Total



### EXPENDITURE PER TOURIST (€)

■ Room only ■ Total



## Importance of each factor in the destination choice

	Room only	Total
Climate	79.0%	78.4%
Safety	47.9%	51.9%
Tranquility	43.6%	47.6%
Sea	43.0%	44.4%
Price	38.3%	37.4%
Beaches	37.5%	37.7%
Accommodation supply	36.3%	42.9%
Landscapes	35.4%	33.1%
Environment	35.1%	33.2%
European belonging	32.7%	36.1%
Effortless trip	31.8%	35.2%
Gastronomy	23.0%	23.2%
Fun possibilities	21.0%	21.1%
Authenticity	20.9%	20.3%
Hiking trail network	12.5%	9.6%
Exoticism	11.3%	11.4%
Nightlife	10.1%	8.0%
Shopping	9.3%	9.4%
Historical heritage	8.0%	8.2%
Culture	7.7%	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?

	Room only	Total
Rest	52.6%	55.5%
Enjoy family time	12.8%	14.4%
Have fun	10.1%	8.6%
Explore the destination	19.9%	17.8%
Practice their hobbies	2.5%	1.9%
Other reasons	2.2%	1.8%

### HAVE FUN



Room only 10.1%

Total 8.6%

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

	Room only	Total
The same day	0.8%	0.7%
Between 1 and 30 days	21.6%	23.8%
Between 1 and 2 months	21.9%	22.8%
Between 3 and 6 months	32.2%	32.7%
More than 6 months	23.5%	20.0%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ROOM ONLY  
23.5%



TOTAL  
20.0%

Picture: Freepik.com

# PROFILE OF TOURIST BY MEAL PLANS (2019) ACCOMMODATION (ROOM ONLY)

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

	Room only	Total
Previous visits to the Canary Islands	56.4%	51.9%
Friends or relatives	30.8%	27.1%
Internet or social media	58.9%	54.7%
Mass Media	1.5%	1.6%
Travel guides and magazines	8.3%	8.4%
Travel Blogs or Forums	7.4%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	11.1%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.7%	2.4%

\* Multi-choice question

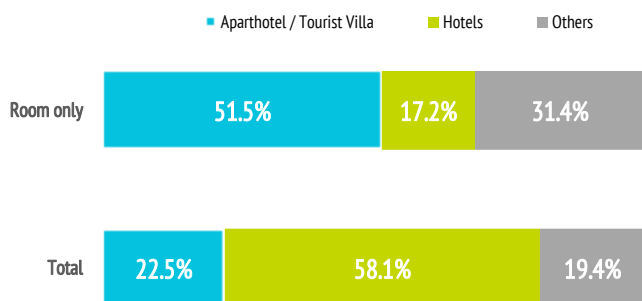
## With whom did they book their flight and accommodation?

	Room only	Total
<b>Flight</b>		
- Directly with the airline	63.8%	42.9%
- Tour Operator or Travel Agency	36.2%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	51.2%	31.5%
- Tour Operator or Travel Agency	48.8%	68.5%

## Where do they stay?

	Room only	Total
1-2-3* Hotel	9.0%	11.5%
4* Hotel	7.0%	37.6%
5* Hotel / 5* Luxury Hotel	1.2%	9.0%
Aparthotel / Tourist Villa	51.5%	22.5%
House/room rented in a private dwelling	17.6%	5.9%
Private accommodation (1)	2.6%	7.2%
Others (Cottage, cruise, camping,...)	11.2%	6.3%

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



## What do they book?

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

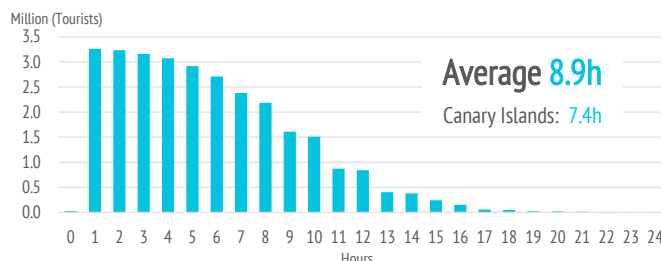
## Other expenses

	Room only	Total
Restaurants or cafes	80.5%	59.1%
Supermarkets	78.0%	52.1%
Car rental	33.5%	26.3%
Organized excursions	17.7%	20.6%
Taxi, transfer, chauffeur service	36.5%	50.0%
Theme Parks	7.8%	7.5%
Sport activities	7.2%	5.7%
Museums	6.0%	4.6%
Flights between islands	6.1%	4.4%

## Activities in the Canary Islands

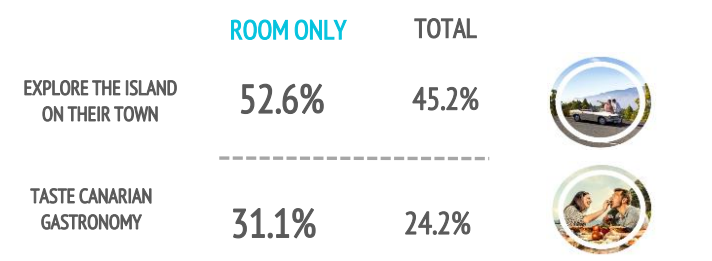
Outdoor time per day	Room only	Total
0 hours	0.7%	2.1%
1 - 2 hours	3.0%	9.8%
3 - 6 hours	23.8%	32.6%
7 - 12 hours	60.3%	47.1%
More than 12 hours	12.2%	8.4%

## TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Room only	Total
Walk, wander	74.9%	69.8%
Beach	69.7%	66.3%
Explore the island on their own	52.6%	45.2%
Swimming pool, hotel facilities	50.8%	58.2%
Taste Canarian gastronomy	31.1%	24.2%
Nightlife / concerts / shows	19.9%	15.5%
Sport activities	14.2%	13.4%
Wineries / markets / popular festivals	14.0%	11.6%
Theme parks	13.8%	14.1%
Nature activities	12.5%	10.4%
Museums / exhibitions	12.1%	10.1%
Organized excursions	11.8%	16.9%
Activities at sea	11.0%	10.0%
Sea excursions / whale watching	10.9%	11.1%
Beauty and health treatments	4.4%	5.4%
Astronomical observation	4.1%	3.5%

\* Multi-choice question



# PROFILE OF TOURIST BY MEAL PLANS (2019) ACCOMMODATION (ROOM ONLY)

## Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists who book room only	3,282,868	653,534	199,860	1,100,243	1,226,139	76,408
- Share by islands	100%	19.9%	6.1%	33.5%	37.3%	2.3%
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 room only	27.9%	29.1%	12.8%	33.9%	27.9%	36.2%

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

	Room only	Total
One island	90.8%	91.4%
Two islands	8.1%	7.2%
Three or more islands	1.1%	1.4%

## Internet usage during their trip

	Room only	Total
<b>Research</b>		
- Tourist package	11.6%	14.8%
- Flights	10.1%	13.0%
- Accommodation	11.9%	16.9%
- Transport	15.2%	15.7%
- Restaurants	34.8%	28.4%
- Excursions	26.5%	26.2%
- Activities	31.4%	30.1%
<b>Book or purchase</b>		
- Tourist package	29.3%	39.4%
- Flights	80.0%	66.7%
- Accommodation	72.2%	57.3%
- Transport	57.2%	47.6%
- Restaurants	13.5%	12.1%
- Excursions	13.2%	13.0%
- Activities	16.3%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Room only	Total
<b>Did not use the Internet</b>	<b>7.1%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>92.9%</b>	<b>91.7%</b>
- Own Internet connection	43.2%	37.4%
- Free Wifi connection	35.5%	39.5%
<b>Applications*</b>		
- Search for locations or maps	69.7%	61.7%
- Search for destination info	51.0%	44.8%
- Share pictures or trip videos	56.3%	56.0%
- Download tourist apps	7.4%	7.0%
- Others	20.0%	22.6%

\* Multi-choice question



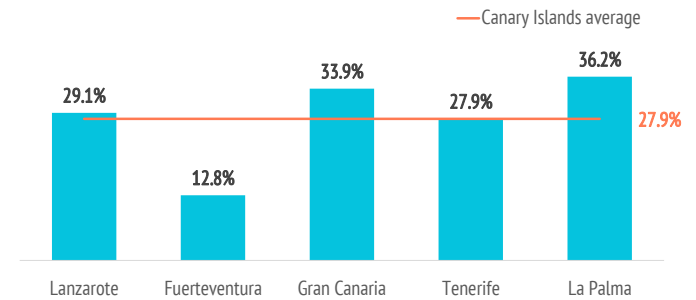
**69.7%** of tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 54%)



Imagen: Freepik.com

## % TOURISTS BY ISLANDS

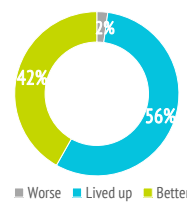


## How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Room only	Total
Average rating	8.71	8.70

Experience in the Canary Islands	Room only	Total
Worse or much worse than expected	2.1%	2.3%
Lived up to expectations	56.0%	55.6%
Better or much better than expected	41.8%	42.1%

Future intentions (scale 1-10)	Room only	Total
Return to the Canary Islands	8.79	8.73
Recommend visiting the Canary Islands	9.00	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

## How many are loyal to the Canary Islands?

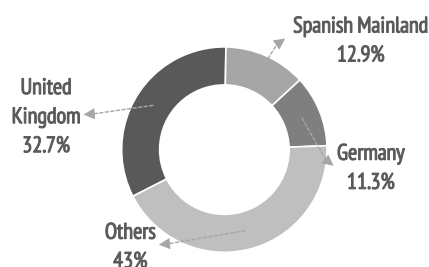
	Room only	Total
<b>Repeat tourists</b>	<b>74.1%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	68.7%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	22.2%	19.5%
<b>At least 10 previous visits</b>	<b>21.3%</b>	<b>18.6%</b>

# PROFILE OF TOURIST BY MEAL PLANS (2019) ACCOMMODATION (ROOM ONLY)

## Where are they from?



	%	Absolute
United Kingdom	32.7%	1,074,810
Spanish Mainland	12.9%	423,510
Germany	11.3%	369,557
Ireland	5.7%	187,103
Norway	5.2%	169,275
Sweden	4.6%	149,573
Italy	4.2%	138,823
Netherlands	4.2%	136,855
France	3.4%	112,776
Denmark	2.5%	80,517
Belgium	2.1%	70,526
Finland	2.1%	69,518
Switzerland	1.5%	49,950
Poland	1.5%	48,402
Russia	0.9%	31,096
Czech Republic	0.6%	18,226
Austria	0.5%	16,562
Others	4.1%	135,790



## Who do they come with?



	Room only	Total
Unaccompanied	9.5%	9.6%
Only with partner	46.5%	48.1%
Only with children (< 13 years old)	4.3%	5.6%
Partner + children (< 13 years old)	5.2%	6.5%
Other relatives	9.8%	9.3%
Friends	9.0%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.2%	0.3%
Other combinations <sup>(1)</sup>	15.0%	13.7%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>15.0%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.4%	1.6%
- Between 3 and 12 years old	12.6%	14.8%
- Between 0 -2 and 3-12 years	1.0%	1.4%
<b>Tourists without children</b>	<b>85.0%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	13.4%	13.2%
- 2 people	53.2%	55.1%
- 3 people	11.6%	12.0%
- 4 or 5 people	18.2%	16.3%
- 6 or more people	3.7%	3.5%
<b>Average group size:</b>	<b>2.57</b>	<b>2.54</b>

## Who are they?



	Room only	Total
<b>Gender</b>		
Men	50.1%	48.6%
Women	49.9%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	46.7	47.1
Standard deviation	15.4	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	7.6%	7.3%
25 - 30 years old	11.7%	10.9%
31 - 45 years old	27.7%	28.0%
46 - 60 years old	31.5%	31.8%
Over 60 years old	21.4%	22.1%
<b>Occupation</b>		
Salaried worker	55.0%	55.0%
Self-employed	12.2%	11.5%
Unemployed	1.4%	1.1%
Business owner	8.4%	9.4%
Student	3.7%	3.5%
Retired	17.7%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	0.9%	0.8%
<b>Annual household income level</b>		
Less than €25,000	18.7%	17.5%
€25,000 - €49,999	37.3%	37.5%
€50,000 - €74,999	23.7%	22.8%
More than €74,999	20.3%	22.2%
<b>Education level</b>		
No studies	4.9%	5.0%
Primary education	2.2%	2.6%
Secondary education	21.4%	23.6%
Higher education	71.6%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who book accommodation (room only).

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