

Tourist profile according to reason of stay (2017)

MEETINGS, INCENTIVES, CONFERENCE AND EXHIBITIONS

How many are they and how much do they spend?



	MICE	Total
Tourist arrivals (> 16 years old)	32,409	13,852,616
Average daily expenditure (€)	153.68	140.18
. in their place of residence	97.87	101.15
. in the Canary Islands	55.81	39.03
Average length of stay	6.39	9.17
Turnover per tourist (€)	855	1,155
Total turnover (> 16 years old) (€m)	27.7	15,999
Share of total tourist	0.2%	100%
Share of total turnover	0.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	19.3%	13.5%
- Additional accommodation expenses	12.0%	6.3%

Transport:

- Public transport	29.5%	14.5%
- Taxi	33.9%	21.2%
- Car rental	15.3%	19.4%

Food and drink:

- Food purchases at supermarkets	43.9%	55.0%
- Restaurants	65.6%	57.3%

Souvenirs:	46.5%	53.3%
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Leisure:

- Organized excursions	9.6%	17.7%
- Leisure, amusement	3.6%	8.4%
- Trip to other islands	2.7%	2.3%
- Sporting activities	5.1%	6.1%
- Cultural activities	2.4%	4.4%
- Discos and disco-pubs	8.1%	6.1%

Others:

- Wellness	4.1%	4.9%
- Medical expenses	3.8%	4.0%
- Other expenses	8.4%	9.6%



**+10%
TOURISTS***
32,409



**-14%
TRAVEL EXPENSES**
€855



**-6%
TURNOVER**
€28 MILL

What do they book at their place of residence?



	MICE	Total
Flight only	21.9%	9.3%
Flight and accommodation (room only)	29.1%	26.9%
Flight and accommodation (B&B)	24.1%	8.3%
Flight and accommodation (half board)	7.1%	19.3%
Flight and accommodation (full board)	5.9%	4.4%
Flight and accommodation (all inclusive)	11.9%	31.9%
% Tourists using low-cost airlines	58.9%	50.8%

Other expenses in their place of residence:

- Car rental	6.8%	12.6%
- Sporting activities	3.4%	5.1%
- Excursions	17.8%	6.2%
- Trip to other islands	4.0%	1.5%

* Tourists over 16 years old.

How do they book?



	MICE	Total
Accommodation booking		
Tour Operator	15.5%	42.4%
- Tour Operator's website	69.9%	80.6%
Accommodation	22.7%	14.6%
- Accommodation's website	62.8%	84.0%
Travel agency (High street)	19.9%	19.3%
Online Travel Agency (OTA)	27.0%	17.3%
No need to book accommodation	14.8%	6.4%

	MICE	Total
Flight booking		
Tour Operator	21.5%	44.8%
- Tour Operator's website	61.6%	78.6%
Airline	45.8%	25.8%
- Airline's website	94.7%	97.3%
Travel agency (High street)	18.9%	18.0%
Online Travel Agency (OTA)	13.7%	11.4%

How far in advance do they book their trip?



	MICE	Total
The same day they leave	3.1%	0.5%
Between 2 and 7 days	5.0%	5.9%
Between 8 and 15 days	10.7%	7.4%
Between 16 and 30 days	26.1%	13.4%
Between 31 and 90 days	31.8%	34.6%
More than 90 days	23.2%	38.3%

Who are they?



	MICE	Total
Gender		
Men	59.3%	48.1%
Women	40.7%	51.9%

Age

Average age (tourists > 16 years old)	41.6	46.9
Standard deviation	13.6	15.5

Age range (> 16 years old)

16-24 years old	11.6%	8.4%
25-30 years old	12.6%	10.2%
31-45 years old	35.2%	27.9%
46-60 years old	31.9%	31.7%
Over 60 years old	8.8%	21.8%

Occupation

Business owner or self-employed	29.4%	23.8%
Upper/Middle management employee	43.6%	35.2%
Auxiliary level employee	6.1%	15.3%
Students	16.0%	5.0%
Retired	3.7%	18.6%
Unemployed / unpaid dom. work	1.1%	2.1%

Annual household income level

€12,000 - €24,000	27.4%	17.9%
€24,001 - €36,000	13.2%	19.3%
€36,001 - €48,000	19.5%	16.1%
€48,001 - €60,000	8.4%	15.1%
€60,001 - €72,000	4.8%	9.3%
€72,001 - €84,000	7.3%	6.3%
More than €84,000	19.5%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists going to MICE	32,409	1,929	1,190	14,908	13,310	781
- Share by islands	100%	6.0%	3.7%	46.0%	41.1%	2.4%
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 going to MICE	0.2%	0.1%	0.1%	0.4%	0.3%	0.3%

Where do they stay?

	MICE	Total
5* Hotel	12.2%	6.8%
4* Hotel	31.6%	38.4%
1-2-3* Hotel	24.3%	14.4%
Apartment	18.6%	32.4%
Property (privately-owned, friends, family)	5.0%	4.8%
Others	8.3%	3.2%

Who do they come with?

	MICE	Total
Unaccompanied	43.0%	8.7%
Only with partner	19.0%	46.8%
Only with children (under the age of 13)	0.0%	1.7%
Partner + children (under the age of 13)	2.7%	11.9%
Other relatives	3.9%	6.0%
Friends	5.0%	6.1%
Work colleagues	12.4%	0.3%
Other combinations ⁽¹⁾	14.0%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	MICE	Total
Good or very good (% tourists)	91.8%	94.0%
Average rating (scale 1-10)	8.82	8.92

How many are loyal to the Canary Islands?

Repeat tourists	MICE	Total
At least 1 previous visit	63.1%	77.3%
At least 10 previous visits	7.8%	16.9%

Where are they from?

	Share	Absolute
Spanish Mainland	52.9%	17,146
United Kingdom	11.6%	3,769
Germany	9.1%	2,944
Russia	2.7%	860
Italy	2.1%	670
Switzerland	1.3%	409
Ireland	1.2%	389
Sweden	1.1%	360
Belgium	0.8%	274
Others	17.2%	5,588

Why do they choose the Canary Islands?

Aspects influencing the choice	MICE	Total
Climate/sun	31.1%	89.8%
Beaches	15.4%	35.1%
Scenery	13.0%	22.9%
Tranquillity/rest/relaxation	11.2%	37.2%
Culture	8.4%	2.7%
Visiting new places	8.0%	14.7%
Price	7.2%	12.2%
Security	7.2%	9.7%
Quality of the environment	6.8%	6.5%
Nautical activities	6.3%	2.0%
Rural tourism	3.4%	1.1%
Security against natural catastrophes	2.3%	0.7%
Active tourism	1.9%	5.4%
Suitable destination for children	1.4%	7.6%
Golf	0.9%	1.0%
Shopping	0.9%	2.5%

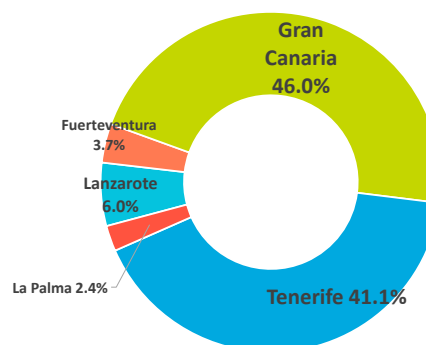
* Multi-choise question

What did motivate them to come?

Prescription sources	MICE	Total
Previous visits to the Canary Islands	27.4%	64.9%
Recommendation by friends/relatives	19.9%	35.0%
The Canary Islands television channel	1.3%	0.4%
Other television or radio channels	0.6%	1.0%
Information in press/magazines/books	5.9%	3.8%
Attendance at a tourism fair	10.4%	0.5%
Tour Operator's brochure or catalogue	1.1%	7.2%
Recommendation by Travel Agency	1.5%	9.3%
Information obtained via the Internet	16.3%	25.5%
Senior Tourism programme	1.1%	0.2%
Others	40.4%	5.9%

* Multi-choise question

Share of tourists > 16 years old by islands



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist going to MICE (Meetings, Incentives, Conference and Exhibitions).

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.