

Tourist profile according to service paid before travelling (2016)

Flight and accommodation (bed & breakfast)



How many are they and how much do they spend?



How do they book?



	Bed & Breakfast	Total
Tourist arrivals (> 16 years old)	1,015,249	13,114,359
Average daily expenditure (€)	178.70	135.94
in their place of residence	120.98	98.03
in the Canary Islands	57.72	37.90
Average length of stay	8.0	9.4
Turnover per tourist (€)	1,334	1,141
Total turnover (> 16 years old) (€m)	1,354	14,957
Share of total turnover	9.1%	100%
Share of total tourist	8.0%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation:	62.57	47.11
- Accommodation	54.66	40.52
- Additional accommodation expenses	7.91	6.60
Transport:	30.61	26.01
- Public transport	6.63	5.14
- Taxi	9.13	6.94
- Car rental	14.86	13.93
Food and drink:	238.74	148.33
- Food purchases at supermarkets	74.86	63.46
- Restaurants	163.88	84.87
Souvenirs:	44.63	53.88
Leisure:	37.29	34.52
- Organized excursions	12.32	14.95
- Leisure, amusement	5.02	4.55
- Trip to other islands	2.83	1.85
- Sporting activities	7.17	5.11
- Cultural activities	3.16	2.04
- Discos and disco-pubs	6.80	6.01
Others:	13.75	13.91
- Wellness	4.94	3.23
- Medical expenses	0.97	1.69
- Other expenses	7.83	8.99

	Bed & Breakfast	Total
Accommodation booking		
Tour Operator	42.8%	42.3%
- Tour Operator's website	85.4%	78.8%
Accommodation	18.2%	14.7%
- Accommodation's website	87.6%	83.5%
Travel agency (High street)	15.5%	20.5%
Online Travel Agency (OTA)	23.5%	16.5%
No need to book accommodation	0.0%	6.0%

	Bed & Breakfast	Total
Flight booking		
Tour Operator	42.8%	42.3%
- Tour Operator's website	85.4%	78.8%
Airline	18.2%	14.7%
- Airline's website	87.6%	83.5%
Travel agency (High street)	15.5%	20.5%
Online Travel Agency (OTA)	23.5%	16.5%

Where do they stay?



	Bed & Breakfast	Total
5* Hotel	19.9%	7.1%
4* Hotel	36.2%	39.6%
1-2-3* Hotel	18.9%	14.6%
Apartment	24.2%	31.5%
Property (privately-owned, friends, family)	0.0%	4.6%
Others	0.9%	2.6%

Who are they?



	Bed & Breakfast	Total
Gender		
Percentage of men	50.6%	48.5%
Percentage of women	49.4%	51.5%

	Bed & Breakfast	Total
Age		
Average age (tourists > 16 years old)	46.0	46.3
Standard deviation	14.6	15.3

	Bed & Breakfast	Total
Age range (> 16 years old)		
16-24 years old	7.2%	8.2%
25-30 years old	12.2%	11.1%
31-45 years old	28.6%	29.1%
46-60 years old	34.0%	30.9%
Over 60 years old	18.0%	20.7%

	Bed & Breakfast	Total
Occupation		
Business owner or self-employed	26.4%	23.1%
Upper/Middle management employee	38.8%	36.1%
Auxiliary level employee	14.7%	15.5%
Students	4.3%	5.1%
Retired	14.0%	18.0%
Unemployed / unpaid dom. work	1.8%	2.2%

	Bed & Breakfast	Total
Annual household income level		
€12,000 - €24,000	14.1%	17.8%
€24,001 - €36,000	15.9%	19.4%
€36,001 - €48,000	15.2%	16.9%
€48,001 - €60,000	15.0%	14.6%
€60,001 - €72,000	11.3%	9.5%
€72,001 - €84,000	7.2%	6.0%
More than €84,000	21.2%	15.8%

How far in advance do they book their trip?



	Bed & Breakfast	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	7.6%	6.3%
Between 8 and 15 days	9.2%	7.9%
Between 16 and 30 days	15.8%	14.7%
Between 31 and 90 days	37.2%	34.3%
More than 90 days	29.6%	36.2%

What do they book at their place of residence?



	Bed & Breakfast	Total
Flight only	--	8.8%
Flight and accommodation (room only)	--	25.7%
Flight and accommodation (B&B)	100.0%	8.0%
Flight and accommodation (half board)	--	20.4%
Flight and accommodation (full board)	--	4.3%
Flight and accommodation (all inclusive)	--	32.8%
% Tourists using low-cost airlines	49.5%	48.7%
Other expenses in their place of residence:		
- Car rental	15.7%	11.8%
- Sporting activities	4.1%	5.3%
- Excursions	4.8%	5.7%
- Trip to other islands	1.6%	1.6%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

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Flight and accommodation (bed & breakfast)



Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists paying flight and accommodation (B&B)	1,015,249	175,971	77,652	283,916	435,917	29,140
- Share by islands	100%	17.3%	7.6%	28.0%	42.9%	2.9%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists paying flight and accommodation (B&B)	8.0%	7.7%	4.1%	8.2%	9.3%	13.5%

Who do they come with?



	Bed & Breakfast	Total
Unaccompanied	7.8%	9.1%
Only with partner	55.9%	47.6%
Only with children (under the age of 13)	1.1%	1.5%
Partner + children (under the age of 13)	8.1%	11.8%
Other relatives	6.0%	6.0%
Friends	6.5%	6.1%
Work colleagues	0.7%	0.3%
Other combinations ⁽¹⁾	14.1%	17.5%

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

How do they rate the destination?



Impression of their stay	Bed & Breakfast	Total
Good or very good (% tourists)	94.2%	94.1%
Average rating (scale 1-10)	8.91	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Bed & Breakfast	Total
Repeat tourists	73.9%	77.3%
In love (at least 10 previous visits)	13.7%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	26.9%	273,295
Germany	12.7%	129,131
Spanish Mainland	11.8%	119,765
Sweden	8.8%	89,379
Netherlands	5.4%	54,555
Norway	5.1%	52,108
Finland	4.4%	44,376
Switzerland	4.3%	43,226
Ireland	4.2%	42,272
Denmark	2.9%	29,899

Why do they choose the Canary Islands?



Aspects influencing the choice	Bed & Breakfast	Total
Climate/sun	89.6%	89.8%
Tranquillity/rest/relaxation	35.8%	36.6%
Beaches	33.6%	34.5%
Scenery	23.7%	21.9%
Visiting new places	16.8%	14.6%
Price	10.4%	12.7%
Security	9.8%	11.1%
Ease of travel	9.6%	8.9%
Active tourism	8.3%	5.1%
Quality of the environment	7.8%	6.5%
Suitable destination for children	5.0%	7.5%
Nightlife/fun	3.5%	3.8%
Culture	3.3%	2.6%
Shopping	2.8%	2.6%
Theme parks	2.5%	3.0%
Nautical activities	1.8%	2.2%

* Multi-choice question

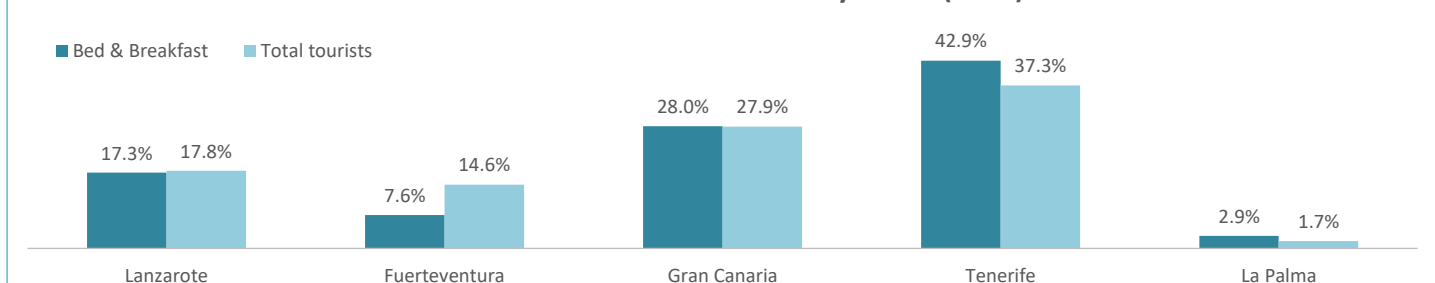
What did motivate them to come?



Aspects motivating the choice	Bed & Breakfast	Total
Previous visits to the Canary Islands	61.0%	64.1%
Recommendation by friends or relatives	34.6%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	1.0%	0.8%
Information in the press/magazines/books	4.6%	3.8%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	5.4%	8.0%
Recommendation by Travel Agency	5.8%	9.7%
Information obtained via the Internet	32.5%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	6.0%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who paid flight and accommodation (bed & breakfast) before travelling. (1) Combination of some groups previously analyzed.

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