

Tourist profile according to service paid before travelling (2017)

FLIGHT AND ACCOMMODATION (BED & BREAKFAST)



How many are they and how much do they spend?



	Bed & Breakfast	Total
Tourist arrivals (> 16 years old)	1,110,443	13,852,616
Average daily expenditure (€)	184.07	140.18
in their place of residence	125.67	101.15
in the Canary Islands	58.40	39.03
Average length of stay	7.90	9.17
Turnover per tourist (€)	1,340	1,155
Total turnover (> 16 years old) (€m)	1,488	15,999
Share of total tourist	8.3%	100%
Share of total turnover	9.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	17.2%	13.5%
- Additional accommodation expenses	8.5%	6.3%

Transport:

- Public transport	16.2%	14.5%
- Taxi	26.2%	21.2%
- Car rental	22.9%	19.4%

Food and drink:

- Food purchases at supermarkets	61.9%	55.0%
- Restaurants	78.5%	57.3%

Souvenirs:

	49.8%	53.3%
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Leisure:

- Organized excursions	17.8%	17.7%
- Leisure, amusement	9.5%	8.4%
- Trip to other islands	2.2%	2.3%
- Sporting activities	6.2%	6.1%
- Cultural activities	5.2%	4.4%
- Discos and disco-pubs	5.5%	6.1%

Others:

- Wellness	5.6%	4.9%
- Medical expenses	3.9%	4.0%
- Other expenses	10.1%	9.6%



What do they book at their place of residence?



	Bed & Breakfast	Total
Flight only	--	9.3%
Flight and accommodation (room only)	--	26.9%
Flight and accommodation (B&B)	100%	8.3%
Flight and accommodation (half board)	--	19.3%
Flight and accommodation (full board)	--	4.4%
Flight and accommodation (all inclusive)	--	31.9%
% Tourists using low-cost airlines	49.8%	50.8%
Other expenses in their place of residence:		
- Car rental	14.9%	12.6%
- Sporting activities	4.0%	5.1%
- Excursions	5.3%	6.2%
- Trip to other islands	0.7%	1.5%

* Tourists over 16 years old.

How do they book?



Accommodation booking	Bed & Breakfast	Total
Tour Operator	44.1%	42.4%
- Tour Operator's website	87.2%	80.6%
Accommodation	17.1%	14.6%
- Accommodation's website	90.4%	84.0%
Travel agency (High street)	15.4%	19.3%
Online Travel Agency (OTA)	23.4%	17.3%
No need to book accommodation	0.0%	6.4%

Flight booking

Flight booking	Bed & Breakfast	Total
Tour Operator	45.2%	44.8%
- Tour Operator's website	85.0%	78.6%
Airline	26.5%	25.8%
- Airline's website	97.9%	97.3%
Travel agency (High street)	14.2%	18.0%
Online Travel Agency (OTA)	14.2%	11.4%

How far in advance do they book their trip?



	Bed & Breakfast	Total
The same day they leave	0.7%	0.5%
Between 2 and 7 days	7.3%	5.9%
Between 8 and 15 days	7.6%	7.4%
Between 16 and 30 days	15.0%	13.4%
Between 31 and 90 days	38.2%	34.6%
More than 90 days	31.1%	38.3%

Who are they?



Gender	Bed & Breakfast	Total
Men	50.4%	48.1%
Women	49.6%	51.9%
<u>Age</u>		
Average age (tourists > 16 years old)	46.2	46.9
Standard deviation	14.9	15.5
<u>Age range (> 16 years old)</u>		
16-24 years old	8.0%	8.4%
25-30 years old	11.2%	10.2%
31-45 years old	28.2%	27.9%
46-60 years old	33.7%	31.7%
Over 60 years old	18.8%	21.8%
<u>Occupation</u>		
Business owner or self-employed	26.6%	23.8%
Upper/Middle management employee	37.2%	35.2%
Auxiliary level employee	15.1%	15.3%
Students	5.2%	5.0%
Retired	14.3%	18.6%
Unemployed / unpaid dom. work	1.5%	2.1%
<u>Annual household income level</u>		
€12,000 - €24,000	13.4%	17.9%
€24,001 - €36,000	14.5%	19.3%
€36,001 - €48,000	13.5%	16.1%
€48,001 - €60,000	15.9%	15.1%
€60,001 - €72,000	9.6%	9.3%
€72,001 - €84,000	8.2%	6.3%
More than €84,000	24.8%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists paying for bed and breakfast	1,110,443	194,848	70,498	319,103	484,219	31,048
- Share by islands	100%	17.5%	6.3%	28.7%	43.6%	2.8%
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 paying for bed and breakfast	8.3%	8.0%	3.7%	8.6%	9.8%	11.4%

Where do they stay?

	Bed & Breakfast	Total
5* Hotel	21.4%	6.8%
4* Hotel	33.2%	38.4%
1-2-3* Hotel	18.9%	14.4%
Apartment	25.6%	32.4%
Property (privately-owned, friends, family)	--	4.8%
Others	0.9%	3.2%

Who do they come with?

	Bed & Breakfast	Total
Unaccompanied	7.4%	8.7%
Only with partner	53.3%	46.8%
Only with children (under the age of 13)	1.1%	1.7%
Partner + children (under the age of 13)	9.7%	11.9%
Other relatives	5.2%	6.0%
Friends	6.4%	6.1%
Work colleagues	1.0%	0.3%
Other combinations ⁽¹⁾	15.8%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Bed & Breakfast	Total
Good or very good (% tourists)	94.1%	94.0%
Average rating (scale 1-10)	8.90	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Bed & Breakfast	Total
At least 1 previous visit	75.3%	77.3%
At least 10 previous visits	14.7%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	28.4%	315,285
Germany	14.3%	158,789
Spanish Mainland	11.5%	127,986
Sweden	7.1%	79,156
Norway	5.8%	64,762
Netherlands	4.6%	51,074
Switzerland	4.4%	48,331
Finland	4.3%	47,878
Ireland	3.9%	42,984
Others	15.7%	174,198

Why do they choose the Canary Islands?

Aspects influencing the choice	Bed & Breakfast	Total
Climate/sun	89.2%	89.8%
Tranquillity/rest/relaxation	39.0%	37.2%
Beaches	32.0%	35.1%
Scenery	24.1%	22.9%
Visiting new places	16.3%	14.7%
Price	10.8%	12.2%
Ease of travel	9.2%	8.9%
Security	8.7%	9.7%
Active tourism	7.0%	5.4%
Quality of the environment	6.9%	6.5%
Suitable destination for children	5.9%	7.6%
Nightlife/fun	4.3%	3.8%
Culture	3.2%	2.7%
Theme parks	3.2%	3.1%
Shopping	3.0%	2.5%
Nautical activities	1.6%	2.0%

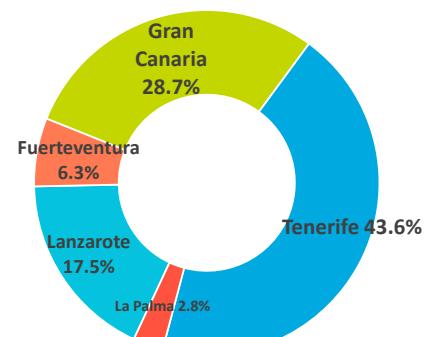
* Multi-choice question

What did motivate them to come?

Prescription sources	Bed & Breakfast	Total
Previous visits to the Canary Islands	62.6%	64.9%
Recommendation by friends/relatives	34.8%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.1%	1.0%
Information in press/magazines/books	4.4%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	4.6%	7.2%
Recommendation by Travel Agency	5.6%	9.3%
Information obtained via the Internet	32.6%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	6.7%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who paid for 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.