

How many they are and how much do they spend?

How do they book?

| | MICE | Total |
|--------------------------------------|-------------|--------------|
| Tourist arrivals (> 16 years old) | 29,593 | 13,114,359 |
| Average daily expenditure (€) | 148.76 | 135.94 |
| . in their place of residence | 90.18 | 98.03 |
| . in the Canary Islands | 58.58 | 37.90 |
| Average lenght of stay | 6.9 | 9.4 |
| Turnover per tourist (€) | 993 | 1,141 |
| Total turnover (> 16 years old) (€m) | 29 | 14,957 |
| Share of total turnover | 0.2% | 100% |
| Share of total tourist | 0.2% | 100% |

Expenditure in the Canary Islands per tourist and trip (€) (*)

| | | |
|-------------------------------------|--------|--------|
| Accommodation (**): | 31.40 | 47.11 |
| - Accommodation | 22.77 | 40.52 |
| - Additional accommodation expenses | 8.64 | 6.60 |
| Transport: | 35.84 | 26.01 |
| - Public transport | 6.72 | 5.14 |
| - Taxi | 14.66 | 6.94 |
| - Car rental | 14.45 | 13.93 |
| Food and drink: | 164.18 | 148.33 |
| - Food purchases at supermarkets | 59.48 | 63.46 |
| - Restaurants | 104.70 | 84.87 |
| Souvenirs: | 59.87 | 53.88 |
| Leisure: | 86.15 | 34.52 |
| - Organized excursions | 17.92 | 14.95 |
| - Leisure, amusement | 3.48 | 4.55 |
| - Trip to other islands | 2.00 | 1.85 |
| - Sporting activities | 3.62 | 5.11 |
| - Cultural activities | 2.28 | 2.04 |
| - Discos and disco-pubs | 56.84 | 6.01 |
| Others: | 35.16 | 13.91 |
| - Wellness | 8.02 | 3.23 |
| - Medical expenses | 3.01 | 1.69 |
| - Other expenses | 24.13 | 8.99 |

How far in advance do they book their trip?


| | MICE | Total |
|-------------------------|-------------|--------------|
| The same day they leave | 1.0% | 0.6% |
| Between 2 and 7 days | 10.1% | 6.3% |
| Between 8 and 15 days | 9.1% | 7.9% |
| Between 16 and 30 days | 22.6% | 14.7% |
| Between 31 and 90 days | 37.0% | 34.3% |
| More than 90 days | 20.2% | 36.2% |

What do they book at their place of residence?


| | MICE | Total |
|--|-------------|--------------|
| Flight only | 16.4% | 8.8% |
| Flight and accommodation (room only) | 24.2% | 25.7% |
| Flight and accommodation (B&B) | 15.7% | 8.0% |
| Flight and accommodation (half board) | 17.2% | 20.4% |
| Flight and accommodation (full board) | 9.7% | 4.3% |
| Flight and accommodation (all inclusive) | 16.7% | 32.8% |
| % Tourists using low-cost airlines | 49.7% | 48.7% |
| Other expenses in their place of residence: | | |
| - Car rental | 10.7% | 11.8% |
| - Sporting activities | 8.3% | 5.3% |
| - Excursions | 7.0% | 5.7% |
| - Trip to other islands | 0.6% | 1.6% |

How do they book?
Accommodation booking

| | MICE | Total |
|--------------------------------------|-------------|--------------|
| Tour Operator | 15.9% | 42.3% |
| - Tour Operator's website | 73.5% | 78.8% |
| Accommodation | 25.5% | 14.7% |
| - Accommodation's website | 81.0% | 83.5% |
| Travel agency (High street) | 32.4% | 20.5% |
| Online Travel Agency (OTA) | 11.7% | 16.5% |
| No need to book accommodation | 14.5% | 6.0% |

Flight booking

| | MICE | Total |
|------------------------------------|-------------|--------------|
| Tour Operator | 22.5% | 44.6% |
| - Tour Operator's website | 71.1% | 76.3% |
| Airline | 30.4% | 24.8% |
| - Airline's website | 95.6% | 96.2% |
| Travel agency (High street) | 34.5% | 19.1% |
| Online Travel Agency (OTA) | 12.6% | 11.5% |

Where do they stay?


| | MICE | Total |
|---|-------------|--------------|
| 5* Hotel | 17.5% | 7.1% |
| 4* Hotel | 34.5% | 39.6% |
| 1-2-3* Hotel | 21.6% | 14.6% |
| Apartment | 15.8% | 31.5% |
| Property (privately-owned,friends,family) | 4.8% | 4.6% |
| Others | 5.8% | 2.6% |

Who are they?


| | MICE | Total |
|---------------------------------------|-------------|--------------|
| Gender | | |
| Percentage of men | 52.4% | 48.5% |
| Percentage of women | 47.6% | 51.5% |
| Age | | |
| Average age (tourists > 16 years old) | 44.6 | 46.3 |
| Standard deviation | 15.2 | 15.3 |
| Age range (> 16 years old) | | |
| 16-24 years old | 10.2% | 8.2% |
| 25-30 years old | 12.6% | 11.1% |
| 31-45 years old | 33.8% | 29.1% |
| 46-60 years old | 24.4% | 30.9% |
| Over 60 years old | 19.0% | 20.7% |
| Occupation | | |
| Business owner or self-employed | 23.4% | 23.1% |
| Upper/Middle management employee | 38.6% | 36.1% |
| Auxiliary level employee | 13.4% | 15.5% |
| Students | 11.1% | 5.1% |
| Retired | 9.2% | 18.0% |
| Unemployed / unpaid dom. work | 4.4% | 2.2% |
| Annual household income level | | |
| €12,000 - €24,000 | 23.8% | 17.8% |
| €24,001 - €36,000 | 19.8% | 19.4% |
| €36,001 - €48,000 | 8.2% | 16.9% |
| €48,001 - €60,000 | 10.6% | 14.6% |
| €60,001 - €72,000 | 12.8% | 9.5% |
| €72,001 - €84,000 | 6.3% | 6.0% |
| More than €84,000 | 18.7% | 15.8% |

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

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Which island do they choose?

| Tourists (> 16 years old) | Canary Islands | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---------------------------|----------------|-----------|---------------|--------------|-----------|----------|
| Tourists going to MICE | 29,593 | 1,540 | 1,056 | 16,885 | 9,907 | -- |
| - Share by islands | 100% | 5.2% | 3.6% | 57.1% | 33.5% | -- |
| 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 going to MICE | 0.2% | 0.1% | 0.1% | 0.5% | 0.2% | -- |

Who do they come with?



Why do they choose the Canary Islands?



| | MICE | Total |
|--|-------|-------|
| Unaccompanied | 43.0% | 9.1% |
| Only with partner | 19.5% | 47.6% |
| Only with children (under the age of 13) | 1.3% | 1.5% |
| Partner + children (under the age of 13) | 5.0% | 11.8% |
| Other relatives | 1.4% | 6.0% |
| Friends | 4.1% | 6.1% |
| Work colleagues | 3.2% | 0.3% |
| Other combinations ⁽¹⁾ | 22.5% | 17.5% |

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

How do they rate the destination?



| Impression of their stay | MICE | Total |
|--------------------------------|-------|-------|
| Good or very good (% tourists) | 93.3% | 94.1% |
| Average rating (scale 1-10) | 8.98 | 8.90 |

How many are loyal to the destination?

| Repeat tourists of the Canary Islands | MICE | Total |
|---------------------------------------|-------|-------|
| Repeat tourists | 68.8% | 77.3% |
| In love (at least 10 previous visits) | 15.0% | 16.1% |

Where are they from?



| Ten main source markets | Share | Absolute |
|-------------------------|-------|----------|
| Spanish Mainland | 35.1% | 10,378 |
| Germany | 11.6% | 3,441 |
| United Kingdom | 10.0% | 2,966 |
| Sweden | 5.8% | 1,711 |
| Norway | 5.4% | 1,583 |
| Finland | 4.1% | 1,217 |
| Czech Republic | 3.9% | 1,146 |
| Switzerland | 3.1% | 923 |
| Austria | 2.5% | 731 |
| Netherlands | 1.5% | 454 |

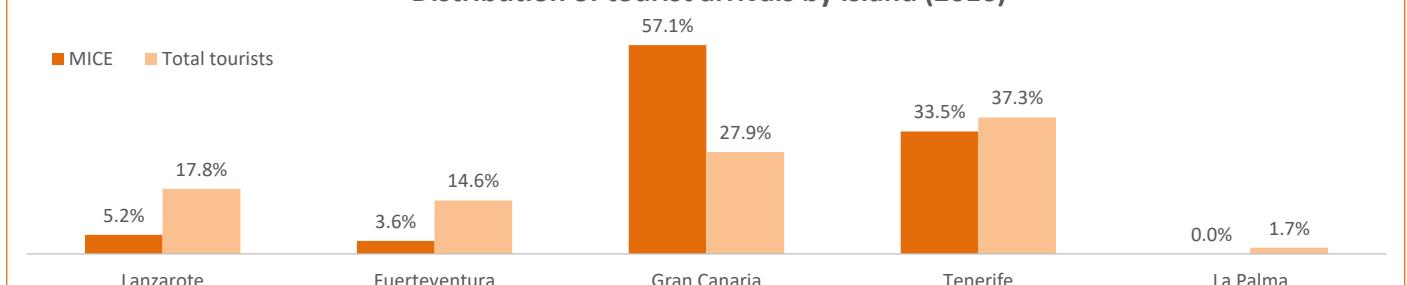
What did motivate them to come?



| Aspects motivating the choice | MICE | Total |
|--|-------|-------|
| Previous visits to the Canary Islands | 47.1% | 64.1% |
| Recommendation by friends or relatives | 18.5% | 34.5% |
| The Canary Islands television channel | 1.8% | 0.3% |
| Other television or radio channels | 1.3% | 0.8% |
| Information in the press/magazines/books | 1.0% | 3.8% |
| Attendance at a tourism fair | 12.6% | 0.5% |
| Tour Operator's brochure or catalogue | 2.6% | 8.0% |
| Recommendation by Travel Agency | 4.4% | 9.7% |
| Information obtained via the Internet | 11.6% | 25.8% |
| Senior Tourism programme | 0.0% | 0.2% |
| Others | 41.9% | 6.1% |

* Multi-choice question

Distribution of tourist arrivals by island (2016)



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.