

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



	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 length 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 (€) <sup>(\*)</sup>

<b>Accommodation <sup>(**)</sup>:</b>	<b>31.40</b>	<b>47.11</b>
- Accommodation	22.77	40.52
- Additional accommodation expenses	8.64	6.60
<b>Transport:</b>	<b>35.84</b>	<b>26.01</b>
- Public transport	6.72	5.14
- Taxi	14.66	6.94
- Car rental	14.45	13.93
<b>Food and drink:</b>	<b>164.18</b>	<b>148.33</b>
- Food purchases at supermarkets	59.48	63.46
- Restaurants	104.70	84.87
<b>Souvenirs:</b>	<b>59.87</b>	<b>53.88</b>
<b>Leisure:</b>	<b>86.15</b>	<b>34.52</b>
- 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
<b>Others:</b>	<b>35.16</b>	<b>13.91</b>
- 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%
<b>% Tourists using low-cost airlines</b>	<b>49.7%</b>	<b>48.7%</b>
<b>Other expenses in their place of residence:</b>		
- 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
<b>Tour Operator</b>	<b>15.9%</b>	<b>42.3%</b>
- Tour Operator's website	73.5%	78.8%
<b>Accommodation</b>	<b>25.5%</b>	<b>14.7%</b>
- Accommodation's website	81.0%	83.5%
<b>Travel agency (High street)</b>	<b>32.4%</b>	<b>20.5%</b>
<b>Online Travel Agency (OTA)</b>	<b>11.7%</b>	<b>16.5%</b>
<b>No need to book accommodation</b>	<b>14.5%</b>	<b>6.0%</b>

### Flight booking

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

## Where do they stay?



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

## Who are they?



	MICE	Total
<b>Gender</b>		
Percentage of men	52.4%	48.5%
Percentage of women	47.6%	51.5%

	MICE	Total
<b>Age</b>		
Average age (tourists > 16 years old)	44.6	46.3
Standard deviation	15.2	15.3

<b>Age range (&gt; 16 years old)</b>		
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%

<b>Occupation</b>		
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%

<b>Annual household income level</b>		
€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 <sup>(1)</sup>	22.5%	17.5%

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

Aspects influencing the choice	MICE	Total
Climate/sun	32.9%	89.8%
Tranquillity/rest/relaxation	20.6%	36.6%
Scenery	12.5%	21.9%
Culture	11.1%	2.6%
Beaches	10.3%	34.5%
Security	9.5%	11.1%
Visiting new places	8.9%	14.6%
Price	6.2%	12.7%
Active tourism	6.0%	5.1%
Suitable destination for children	5.3%	7.5%
Nautical activities	4.5%	2.2%
Health-related tourism	2.5%	0.6%
Golf	2.5%	0.9%
Quality of the environment	2.4%	6.5%
Rural tourism	2.3%	1.0%
Shopping	1.6%	2.6%

\* Multi-choice question

## 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%

## What did motivate them to come?



## Where are they from?

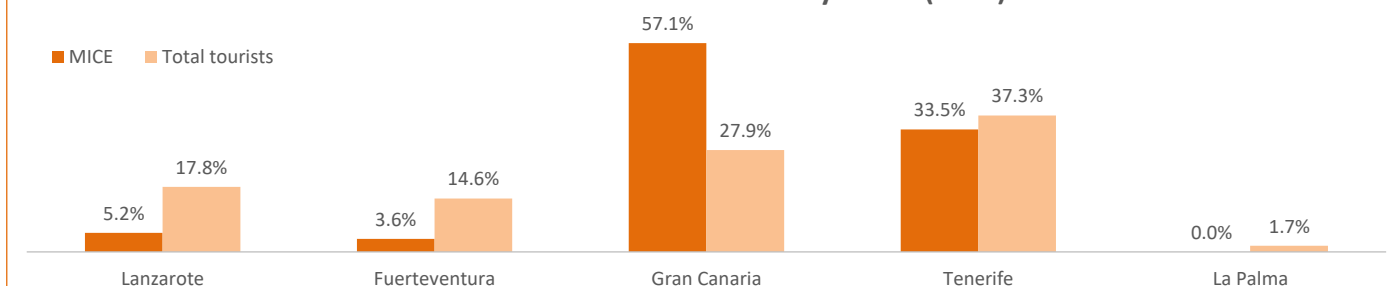


Ten main source markets	Share	Absolute
Spanish Mainland	35.1%	10,378
Germany	11.6%	3,441
United Kingdom	10.0%	2,966
Sweden	5.8%	1,711
Norway	5.4%	1,583
Finland	4.1%	1,217
Czech Republic	3.9%	1,146
Switzerland	3.1%	923
Austria	2.5%	731
Netherlands	1.5%	454

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.