

# TOURIST PROFILE BY QUARTER OF TRIP (2022)

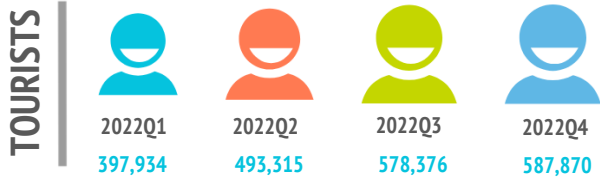
## FUERTEVENTURA

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

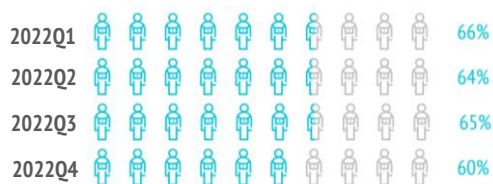


	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>TOURISTS</b>					
Tourist arrivals (FRONTUR) (*)	0.40	0.49	0.58	0.59	2.06
Tourist arrivals > 15 years old (EGT) (*)	0.36	0.45	0.49	0.52	1.82
- book holiday package (*)	0.24	0.29	0.32	0.31	1.16
- do not book holiday package (*)	0.12	0.16	0.17	0.21	0.67
- % tourists who book holiday package	66.1%	64.0%	64.5%	59.8%	63.4%

(\*) Million of tourists



#### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>Expenditure per tourist (€)</b>	<b>1,244</b>	<b>1,142</b>	<b>1,475</b>	<b>1,280</b>	<b>1,291</b>
- book holiday package	1,297	1,169	1,563	1,445	1,378
- holiday package	1,156	1,112	1,369	1,272	1,235
- others	141	58	194	173	143
- do not book holiday package	1,140	1,094	1,315	1,034	1,141
- flight	251	264	363	283	293
- accommodation	521	444	556	381	468
- others	368	387	396	370	380
<b>Average length of stay</b>	<b>9.63</b>	<b>9.49</b>	<b>9.57</b>	<b>8.90</b>	<b>9.37</b>
- book holiday package	9.17	8.93	8.83	8.62	8.87
- do not book holiday package	10.52	10.49	10.91	9.31	10.24
<b>Average daily expenditure (€)</b>	<b>143.8</b>	<b>128.1</b>	<b>166.3</b>	<b>155.1</b>	<b>149.2</b>
- book holiday package	153.4	133.9	183.5	177.3	163.2
- do not book holiday package	125.2	117.8	134.9	121.9	124.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>447</b>	<b>515</b>	<b>725</b>	<b>667</b>	<b>2,354</b>
- book holiday package	308	338	496	450	1,592
- do not book holiday package	139	177	229	216	762

### Where did they spend their main holiday last year?\*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Didn't have holidays	28.9%	31.3%	32.5%	22.3%	28.6%
Canary Islands	18.2%	18.1%	17.1%	27.4%	20.5%
Other destination	52.9%	50.6%	50.4%	50.3%	50.9%

### What other destinations do they consider for this trip?\*

	2022Q1	2022Q2	2022Q3	2022Q4	2022
None (I was clear about "this Canary Island")	29.8%	25.9%	15.8%	27.7%	23.7%
Canary Islands (other island)	32.9%	27.5%	21.3%	30.3%	27.1%
Other destination	37.3%	46.6%	62.9%	42.0%	49.2%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

### Importance of each factor in the destination choice



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Climate	82.6%	72.5%	65.6%	82.9%	75.6%
Sea	59.0%	64.5%	61.1%	61.6%	61.7%
Beaches	57.5%	61.8%	58.3%	58.1%	59.0%
Safety	54.4%	55.8%	54.7%	51.4%	54.0%
Tranquility	52.7%	55.5%	49.6%	54.3%	53.0%
Accommodation supply	43.2%	44.8%	44.1%	39.9%	42.9%
Effortless trip	44.0%	42.3%	39.3%	40.9%	41.4%
European belonging	44.5%	41.6%	31.4%	37.6%	38.3%
Price	35.2%	38.3%	39.5%	36.7%	37.6%
Environment	30.6%	30.4%	27.8%	28.7%	29.3%
Landscapes	31.4%	31.2%	27.2%	27.8%	29.2%
Gastronomy	24.7%	25.6%	23.4%	20.9%	23.5%
Authenticity	18.8%	24.4%	22.2%	18.9%	21.1%
Fun possibilities	18.5%	20.7%	27.1%	17.2%	21.0%
Exoticism	9.7%	11.8%	13.0%	9.3%	11.0%
Shopping	7.4%	7.6%	8.9%	7.6%	7.9%
Hiking trail network	8.2%	8.8%	3.9%	6.1%	6.6%
Culture	5.7%	6.8%	6.5%	6.2%	6.4%
Historical heritage	6.7%	6.3%	6.1%	4.8%	5.9%
Nightlife	5.6%	5.1%	6.0%	4.2%	5.2%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important") of tourists who indicate that the factor is "very important" in their choice.

#### % TOURISTS WHO CHOOSE BEACHES



### What is the main motivation for their holidays?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Rest	56.2%	52.6%	54.2%	56.9%	55.0%
Enjoy family time	8.4%	12.4%	15.1%	14.1%	12.8%
Have fun	6.6%	8.3%	10.7%	8.6%	8.7%
Explore the destination	21.6%	20.9%	15.4%	14.3%	17.6%
Practice their hobbies	3.7%	3.2%	2.7%	3.7%	3.3%
Other reasons	3.4%	2.6%	1.9%	2.4%	2.5%

### How far in advance do they book their trip?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
The same day	1.4%	0.5%	1.0%	0.6%	0.8%
Between 1 and 30 days	42.8%	29.6%	21.6%	31.5%	30.6%
Between 1 and 2 months	22.3%	29.2%	22.1%	25.8%	24.9%
Between 3 and 6 months	22.8%	28.5%	36.6%	25.4%	28.7%
More than 6 months	10.8%	12.2%	18.8%	16.6%	15.0%

#### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

# TOURIST PROFILE BY QUARTER OF TRIP (2022)

## FUERTEVENTURA



### What channels did they use to get information about the trip? 🔍

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Previous visits to the Canary Islands	47.9%	42.5%	40.0%	51.5%	<b>45.4%</b>
Friends or relatives	23.2%	24.2%	25.3%	21.7%	<b>23.6%</b>
Internet or social media	54.2%	55.9%	61.1%	53.1%	<b>56.2%</b>
Mass Media	2.4%	1.8%	2.5%	1.7%	<b>2.1%</b>
Travel guides and magazines	7.8%	6.6%	6.5%	5.4%	<b>6.5%</b>
Travel Blogs or Forums	5.8%	5.5%	7.7%	6.6%	<b>6.5%</b>
Travel TV Channels	1.8%	0.9%	1.0%	0.6%	<b>1.0%</b>
Tour Operator or Travel Agency	24.5%	23.2%	27.5%	24.0%	<b>24.8%</b>
Public administrations or similar	1.0%	0.6%	1.2%	0.2%	<b>0.7%</b>
Others	1.9%	1.8%	2.4%	1.6%	<b>1.9%</b>

\* Multi-choise question

### With whom did they book their flight and accommodation? 👁

	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>Flight</b>					
- Directly with the airline	39.3%	40.0%	33.4%	40.7%	<b>38.3%</b>
- Tour Operator or Travel Agency	60.7%	60.0%	66.6%	59.3%	<b>61.7%</b>
<b>Accommodation</b>					
- Directly with the accommodation	30.7%	28.2%	24.1%	30.3%	<b>28.2%</b>
- Tour Operator or Travel Agency	69.3%	71.8%	75.9%	69.7%	<b>71.8%</b>

### Where do they stay? 🏠

	2022Q1	2022Q2	2022Q3	2022Q4	2022
1-2-3* Hotel	18.5%	13.8%	16.3%	11.9%	<b>14.8%</b>
4* Hotel	54.3%	54.5%	53.2%	51.2%	<b>53.1%</b>
5* Hotel / 5* Luxury Hotel	5.4%	3.8%	4.7%	4.9%	<b>4.7%</b>
Aparthotel / Tourist Villa	10.4%	8.4%	8.7%	8.5%	<b>8.9%</b>
House/room rented in a private dwelli	4.2%	4.9%	5.9%	8.2%	<b>6.0%</b>
Private accommodation <sup>(1)</sup>	2.9%	6.7%	5.1%	9.1%	<b>6.2%</b>
Others (Cottage, cruise, camping,...)	4.3%	7.9%	6.2%	6.2%	<b>6.2%</b>

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.

### What do they book? 🍽

	2022Q1	2022Q2	2022Q3	2022Q4	2022
Room only	17.5%	16.2%	13.3%	21.6%	<b>17.2%</b>
Bed and Breakfast	7.7%	5.8%	4.8%	5.8%	<b>5.9%</b>
Half board	13.6%	14.4%	15.2%	14.6%	<b>14.5%</b>
Full board	4.5%	6.9%	4.4%	4.5%	<b>5.1%</b>
All inclusive	56.7%	56.7%	62.3%	53.6%	<b>57.4%</b>

”  
57.4% of turists book all inclusive.



56.7%  
2022Q1



62.3%  
2022Q3



56.7%  
2022Q2



53.6%  
2022Q4

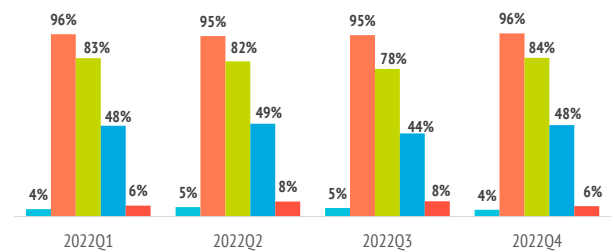
### Other expenses 📍

	2022Q1	2022Q2	2022Q3	2022Q4	TOTAL
Restaurants or cafes	43.5%	42.3%	49.6%	50.1%	<b>46.7%</b>
Supermarkets	42.0%	35.6%	52.2%	53.9%	<b>46.6%</b>
Car rental	25.8%	25.8%	29.3%	29.7%	<b>27.9%</b>
Organized excursions	11.7%	15.5%	25.7%	19.0%	<b>18.5%</b>
Taxi, transfer, chauffeur service	56.8%	51.9%	57.9%	53.6%	<b>55.0%</b>
Theme Parks	1.2%	2.8%	5.5%	3.1%	<b>3.3%</b>
Sport activities	7.6%	6.8%	10.6%	9.2%	<b>8.7%</b>
Museums	1.1%	1.4%	2.5%	2.5%	<b>1.9%</b>
Flights between islands	6.0%	4.1%	7.6%	5.2%	<b>5.7%</b>

### Activities in the Canary Islands 🏖

Outdoor time per day	2022Q1	2022Q2	2022Q3	2022Q4	2022
0 hours	4.0%	5.0%	4.5%	3.6%	<b>4.3%</b>
1 - 2 hours	12.6%	13.3%	17.8%	12.9%	<b>14.2%</b>
3 - 6 hours	35.6%	32.8%	34.0%	35.4%	<b>34.4%</b>
7 - 12 hours	42.0%	40.9%	35.7%	42.6%	<b>40.2%</b>
More than 12 hours	5.8%	7.9%	8.1%	5.5%	<b>6.9%</b>

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	2022Q1	2022Q2	2022Q3	2022Q4	2022
Beach	79.1%	80.2%	87.7%	81.0%	<b>82.2%</b>
Walk, wander	67.4%	61.2%	61.9%	62.0%	<b>62.9%</b>
Swimming pool, hotel facilities	55.2%	59.4%	65.9%	52.9%	<b>58.5%</b>
Explore the island on their own	43.9%	46.4%	46.3%	43.4%	<b>45.0%</b>
Taste Canarian gastronomy	21.9%	19.7%	21.7%	19.0%	<b>20.5%</b>
Hiking	19.1%	15.3%	14.0%	14.8%	<b>15.6%</b>
Organized excursions	11.1%	12.9%	22.9%	12.6%	<b>15.2%</b>
Sea excursions / whale watching	6.6%	9.9%	17.9%	10.1%	<b>11.5%</b>
Nightlife / concerts / shows	7.7%	8.8%	13.2%	10.5%	<b>10.2%</b>
Swim	17.9%	7.3%	8.8%	8.0%	<b>10.0%</b>
Wineries / markets / popular festiv	4.8%	7.5%	8.4%	6.9%	<b>7.0%</b>
Other Nature Activities	6.5%	5.8%	8.0%	7.5%	<b>7.0%</b>
Theme parks	4.8%	7.5%	9.6%	4.3%	<b>6.6%</b>
Surf	6.7%	5.1%	6.8%	6.9%	<b>6.4%</b>
Practice other sports	5.1%	5.3%	7.7%	4.9%	<b>5.8%</b>
Running	4.5%	4.4%	6.0%	4.6%	<b>4.9%</b>
Museums / exhibitions	3.4%	4.4%	5.3%	5.2%	<b>4.7%</b>
Beauty and health treatments	3.5%	4.2%	6.2%	4.4%	<b>4.7%</b>
Astronomical observation	3.2%	3.1%	4.5%	4.8%	<b>4.0%</b>
Cycling / Mountain bike	4.6%	2.6%	3.5%	4.5%	<b>3.8%</b>
Scuba Diving	2.2%	2.0%	5.2%	2.0%	<b>2.9%</b>
Windsurf / Kitesurf	2.0%	2.6%	2.8%	3.0%	<b>2.7%</b>
Golf	1.3%	2.3%	1.9%	2.0%	<b>1.9%</b>

\* Multi-choise question

## TOURIST PROFILE BY QUARTER OF TRIP (2022)

### FUERTEVENTURA



#### Which places do they visit in Lanzarote?

	I Trim	II Trim	III Trim	IV Trim	2022
Jandía Beach	40.3%	38.7%	40.9%	37.5%	<b>39.3%</b>
Corralejo Dunes and Isle of Lobos	30.9%	35.5%	34.6%	31.1%	<b>33.1%</b>
Cotillo	24.6%	25.0%	25.6%	25.4%	<b>25.2%</b>
Betancuria	18.8%	21.5%	19.8%	17.2%	<b>19.3%</b>
Cofete	17.3%	15.8%	16.5%	14.1%	<b>15.8%</b>
Betancuria Viewpoint	14.8%	14.8%	16.0%	12.6%	<b>14.5%</b>
Montaña Sagrada de Tindaya	6.6%	6.8%	7.2%	6.1%	<b>6.7%</b>
Aloe Vera Museum	5.2%	5.8%	7.6%	5.3%	<b>6.0%</b>
Sicasumbre Viewpoint	5.7%	5.7%	6.4%	5.5%	<b>5.8%</b>
Museums	3.2%	4.5%	4.3%	4.4%	<b>4.2%</b>
La Casa de los Coroneles	3.9%	2.4%	2.4%	2.2%	<b>2.7%</b>



**4 in 10** tourists in Fuerteventura visit  
**Jandía Beach**



I Trim	40.3%
II Trim	38.7%
III Trim	40.9%
IV Trim	37.5%

#### How many are loyal to the Canary Islands?

	I Trim	II Trim	III Trim	IV Trim	2022
Fuerteventura: Repeat tourists	60.4%	55.0%	56.3%	64.1%	59.0%
Fuerteventura: At least 10 previous vis	6.9%	8.6%	6.3%	10.7%	8.2%
Canary Islands: Repeat tourists	69.5%	64.3%	62.7%	73.7%	67.6%
Canary Islands: At least 10 previous vis	18.0%	15.7%	11.8%	20.1%	16.4%

#### Sustainable destination

##### When booking a trip, do they tend to choose the most sustainable options?

■ No 
 ■ Yes, even if it means some inconvenience (price, time, hassle, etc) 
 ■ Yes, but only if it is not inconvenient

	No	Yes, even if it means some inconvenience (price, time, hassle, etc)	Yes, but only if it is not inconvenient
2022Q1	36.7%	24.1%	39.2%
2022Q2	37.9%	22.7%	39.4%
2022Q3	39.7%	19.3%	41.0%
2022Q4	39.6%	19.2%	41.1%

##### Would they be willing to spend more on travel to reduce their carbon footprint?

■ No 
 ■ Yes, up to 5% more 
 ■ Yes, up to 10% more 
 ■ Yes, up to 20% more 
 ■ Yes, over 20% more

	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
2022Q1	31.7%	30.0%	25.5%	7.4%	5.4%
2022Q2	33.2%	29.6%	25.6%	6.7%	4.9%
2022Q3	35.7%	32.1%	21.3%	7.4%	3.6%
2022Q4	35.6%	30.6%	23.9%	6.7%	3.1%

#### How many islands do they visit during their trip?

	I Trim	II Trim	III Trim	IV Trim	2022
One island	91.3%	92.5%	90.3%	91.3%	<b>91.3%</b>
Two islands	6.7%	6.2%	8.7%	8.2%	<b>7.6%</b>
Three or more islands	2.0%	1.3%	1.0%	0.4%	<b>1.1%</b>

##### % TOURISTS VISITING MORE THAN ONE ISLAND



#### How do they rate the Canary Islands?



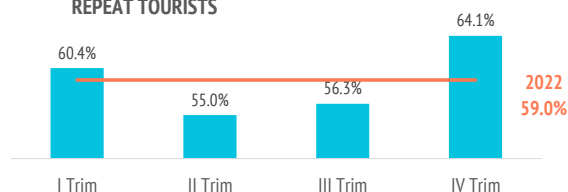
Satisfaction (scale 0-10)	I Trim	II Trim	III Trim	IV Trim	2022
Average rating	8.73	8.83	8.69	8.83	<b>8.77</b>

Experience in the Canary Islands	I Trim	II Trim	III Trim	IV Trim	2022
Worse or much worse than expected	3.7%	2.9%	4.5%	2.8%	<b>3.5%</b>
Lived up to expectations	53.7%	53.8%	58.0%	60.0%	<b>56.7%</b>
Better or much better than expected	42.6%	43.4%	37.5%	37.1%	<b>39.9%</b>

Future intentions (scale 1-10)	I Trim	II Trim	III Trim	IV Trim	2022
Return to the Canary Islands	8.75	8.74	8.42	8.85	<b>8.69</b>
Recommend visiting the Canary Islands	8.97	8.98	8.81	9.08	<b>8.96</b>



##### REPEAT TOURISTS



#### Rate your perception of the following sustainability measures during your stay in the Canary Islands

Perception during their stay*	2022Q1	2022Q2	2022Q3	2022Q4	2022
Quality of life on the island	7.9	8.1	7.7	7.9	<b>7.9</b>
Tolerance towards tourism	8.5	8.7	8.5	8.5	<b>8.6</b>
Cleanliness of the island	8.1	8.3	8.2	8.3	<b>8.2</b>
Air quality	8.5	8.8	8.5	8.6	<b>8.6</b>
Rational water consumption	7.2	7.5	7.4	7.3	<b>7.3</b>
Energy saving	6.8	7.0	6.8	6.8	<b>6.9</b>
Use of renewable energy	6.9	7.1	7.0	7.0	<b>7.0</b>
Recycling	7.0	7.3	7.1	7.0	<b>7.1</b>
Easy to get around by public transport	6.9	6.9	6.8	6.8	<b>6.9</b>
Overcrowding in tourist areas	6.4	6.5	6.2	6.4	<b>6.4</b>
Supply of local products	6.9	7.0	6.8	7.0	<b>6.9</b>

\* Scale 0 - 10 (0 = Not important and 10 = Very important)

# TOURIST PROFILE BY QUARTER OF TRIP (2022)

## FUERTEVENTURA

### Where are they from?



	2022Q1	2022Q2	2022Q3	2022Q4	2022
Germany	33.4%	32.5%	31.6%	34.0%	<b>32.9%</b>
United Kingdom	25.9%	27.1%	28.3%	29.9%	<b>28.0%</b>
Spanish Mainland	6.2%	8.2%	10.4%	6.3%	<b>7.8%</b>
France	8.4%	6.1%	6.7%	6.8%	<b>6.9%</b>
Italy	4.6%	6.6%	7.0%	5.8%	<b>6.1%</b>
Poland	4.7%	5.5%	4.5%	2.3%	<b>4.1%</b>
Netherlands	4.3%	2.6%	2.9%	3.0%	<b>3.1%</b>
Ireland	1.9%	1.7%	1.7%	2.0%	<b>1.8%</b>
Denmark	1.9%	1.4%	1.1%	1.6%	<b>1.5%</b>
Czech Republic	1.5%	1.7%	1.1%	1.4%	<b>1.4%</b>
Austria	1.5%	1.0%	1.0%	1.0%	<b>1.1%</b>
Switzerland	0.9%	0.7%	1.3%	1.3%	<b>1.1%</b>
Belgium	1.1%	0.8%	0.7%	1.2%	<b>0.9%</b>
Sweden	1.6%	1.1%	0.2%	0.9%	<b>0.9%</b>
Portugal	0.1%	1.5%	0.9%	0.5%	<b>0.8%</b>
Finland	1.1%	0.0%	0.0%	0.5%	<b>0.4%</b>
Norway	0.1%	0.1%	0.0%	0.6%	<b>0.2%</b>
Others	0.7%	1.5%	0.8%	1.1%	<b>1.0%</b>

### Who do they come with?



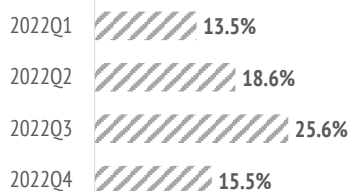
	2022Q1	2022Q2	2022Q3	2022Q4	2022
Unaccompanied	10.4%	9.3%	6.1%	11.4%	<b>9.2%</b>
Only with partner	49.9%	48.1%	40.3%	49.2%	<b>46.7%</b>
Only with children (< 13 years old)	6.7%	7.5%	8.7%	4.7%	<b>6.9%</b>
Partner + children (< 13 years old)	4.5%	6.2%	9.0%	5.3%	<b>6.3%</b>
Other relatives	8.6%	7.4%	11.2%	8.5%	<b>9.0%</b>
Friends	8.9%	8.3%	6.6%	5.9%	<b>7.3%</b>
Work colleagues	0.3%	0.0%	0.1%	0.2%	<b>0.2%</b>
Organized trip	0.3%	0.5%	0.0%	0.2%	<b>0.3%</b>
Other combinations <sup>(1)</sup>	10.4%	12.8%	18.1%	14.5%	<b>14.2%</b>

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>13.5%</b>	<b>18.6%</b>	<b>25.6%</b>	<b>15.5%</b>	<b>18.6%</b>
- Between 0 and 2 years old	1.2%	1.9%	1.5%	1.6%	1.6%
- Between 3 and 12 years old	11.5%	15.8%	22.9%	12.6%	15.9%
- Between 0 -2 and 3-12 years	0.8%	0.9%	1.3%	1.3%	1.1%
<b>Tourists without children</b>	<b>86.5%</b>	<b>81.4%</b>	<b>74.4%</b>	<b>84.5%</b>	<b>81.4%</b>
<b>Group composition:</b>					
- 1 person	12.6%	10.6%	7.9%	14.9%	<b>11.5%</b>
- 2 people	60.2%	58.5%	49.2%	56.2%	<b>55.7%</b>
- 3 people	11.3%	13.2%	16.3%	10.6%	<b>12.9%</b>
- 4 or 5 people	13.4%	14.2%	20.6%	15.5%	<b>16.2%</b>
- 6 or more people	2.4%	3.5%	5.9%	2.8%	<b>3.7%</b>
<b>Average group size:</b>	<b>2.39</b>	<b>2.52</b>	<b>2.84</b>	<b>2.44</b>	<b>2.56</b>

\*People who share the main expenses of the trip

19% of tourists travel with children.



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

### Who are they?



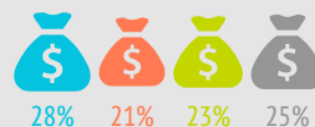
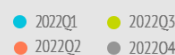
	2022Q1	2022Q2	2022Q3	2022Q4	2022
<b>Gender</b>					
Men	48.1%	47.1%	51.6%	49.1%	<b>49.1%</b>
Women	51.9%	52.9%	48.4%	50.9%	<b>50.9%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	47.4	47.2	41.3	47.5	<b>45.7</b>
Standard deviation	16.6	16.1	15.0	15.4	<b>15.9</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	10.9%	8.0%	14.9%	6.7%	<b>10.0%</b>
25 - 30 years old	9.7%	11.9%	15.0%	11.3%	<b>12.1%</b>
31 - 45 years old	25.2%	27.7%	32.2%	27.7%	<b>28.4%</b>
46 - 60 years old	28.0%	29.0%	25.6%	32.3%	<b>28.8%</b>
Over 60 years old	26.3%	23.4%	12.4%	21.9%	<b>20.6%</b>
<b>Occupation</b>					
Salaried worker	48.6%	58.0%	65.2%	58.9%	<b>58.4%</b>
Self-employed	13.0%	9.0%	9.6%	9.4%	<b>10.1%</b>
Unemployed	0.7%	0.7%	0.5%	0.7%	<b>0.6%</b>
Business owner	10.2%	7.0%	9.6%	8.8%	<b>8.9%</b>
Student	5.8%	3.6%	6.6%	2.4%	<b>4.5%</b>
Retired	20.2%	20.1%	7.6%	18.4%	<b>16.2%</b>
Unpaid domestic work	1.2%	0.7%	0.8%	0.8%	<b>0.8%</b>
Others	0.4%	1.0%	0.1%	0.5%	<b>0.5%</b>
<b>Annual household income level</b>					
Less than €25,000	14.4%	19.5%	14.4%	10.7%	<b>14.6%</b>
€25,000 - €49,999	33.2%	38.1%	34.0%	34.1%	<b>34.9%</b>
€50,000 - €74,999	24.8%	21.0%	28.1%	30.3%	<b>26.3%</b>
More than €74,999	27.7%	21.4%	23.4%	24.9%	<b>24.2%</b>
<b>Education level</b>					
No studies	2.8%	3.5%	3.9%	2.6%	<b>3.2%</b>
Primary education	1.9%	2.4%	1.2%	1.7%	<b>1.8%</b>
Secondary education	18.8%	22.8%	17.6%	21.3%	<b>20.2%</b>
Higher education	76.5%	71.2%	77.3%	74.3%	<b>74.8%</b>



AVERAGE AGE  
(> 15 years old)



% TOURISTS WITH INCOMES  
OVER €74,999



% SALARIED WORKER TOURISTS

