

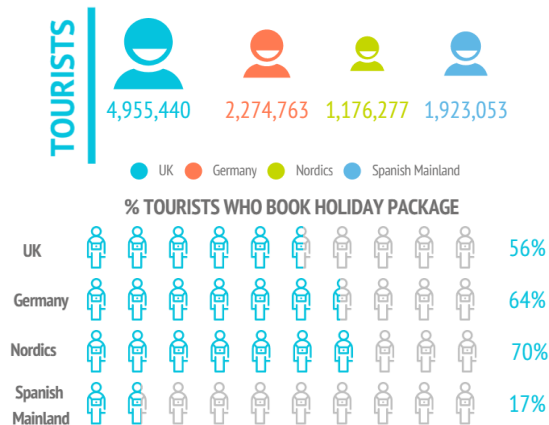
# TOURIST PROFILE BY SOURCE MARKETS (2022)

## CANARY ISLANDS: MAIN SOURCE MARKETS

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



	UK	Germany	Nordics	Spanish M.	TOTAL
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (M)</b>	<b>4.96</b>	<b>2.27</b>	<b>1.18</b>	<b>1.92</b>	<b>14.62</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (M)</b>	<b>4.29</b>	<b>2.05</b>	<b>1.00</b>	<b>1.71</b>	<b>12.83</b>
- book holiday package (M)	2.39	1.32	0.70	0.30	<b>6.13</b>
- do not book holiday package (M)	1.89	0.74	0.30	1.42	<b>6.70</b>
- % tourists who book holiday package	55.9%	64.1%	70.4%	17.3%	<b>47.8%</b>



	UK	Germany	Nordics	Spanish M.	TOTAL
<b>Expenditure per tourist (€)</b>	<b>1,337</b>	<b>1,489</b>	<b>1,593</b>	<b>860</b>	<b>1,314</b>
- book holiday package	1,455	1,561	1,641	1,110	<b>1,492</b>
- holiday package	1195	1,339	1,363	857	1,236
- others	260	222	279	254	256
- do not book holiday package	1,187	1,361	1,479	807	<b>1,152</b>
- flight	304	379	477	210	311
- accommodation	447	478	411	286	405
- others	436	504	591	311	436
<b>Average length of stay</b>	<b>8.62</b>	<b>11.17</b>	<b>10.16</b>	<b>7.01</b>	<b>9.24</b>
- book holiday package	7.92	9.85	8.67	6.63	8.45
- do not book holiday package	9.51	13.52	13.71	7.08	9.96
<b>Average daily expenditure (€)</b>	<b>170.2</b>	<b>153.4</b>	<b>184.9</b>	<b>139.1</b>	<b>160.5</b>
- book holiday package	190.7	170.1	202.7	177.1	186.1
- do not book holiday package	144.3	123.6	142.4	131.1	137.1
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>5,731</b>	<b>3,059</b>	<b>1,591</b>	<b>1,473</b>	<b>16,863</b>
- book holiday package	3,484	2,055	1,154	330	9,143
- do not book holiday package	2,247	1,004	437	1,143	7,720

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

	UK	Germany	Nordics	Spanish M.	TOTAL
Didn't have holidays	44.7%	25.7%	48.9%	10.7%	<b>31.7%</b>
Canary Islands	22.0%	22.4%	20.2%	19.0%	<b>20.4%</b>
Other destination	33.4%	52.0%	30.8%	70.3%	<b>48.0%</b>

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

	UK	Germany	Nordics	Spanish M.	TOTAL
None	25.8%	28.0%	40.2%	35.9%	<b>28.3%</b>
Canary Islands (other island)	23.9%	27.1%	24.2%	22.7%	<b>24.6%</b>
Other destination	50.2%	44.9%	35.6%	41.3%	<b>47.1%</b>

\*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.

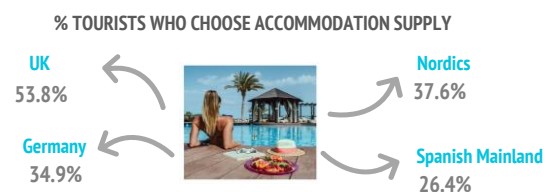
### Importance of each factor in the destination choice



	UK	Germany	Nordics	Spanish M.	TOTAL
Climate	78.7%	74.6%	85.2%	62.0%	<b>75.0%</b>
Safety	61.6%	53.0%	40.7%	38.1%	<b>51.3%</b>
Tranquility	45.5%	50.5%	35.4%	50.9%	<b>46.5%</b>
Sea	35.4%	63.8%	49.1%	44.5%	<b>46.0%</b>
Accommodation supply	53.8%	39.4%	37.6%	26.4%	<b>41.8%</b>
Beaches	32.7%	50.4%	39.3%	40.6%	<b>39.3%</b>
Effortless trip	46.9%	46.6%	25.3%	26.4%	<b>37.5%</b>
European belonging	31.8%	42.0%	35.0%	37.6%	<b>36.5%</b>
Price	45.4%	28.0%	24.8%	29.3%	<b>35.8%</b>
Landscapes	21.1%	35.8%	23.6%	51.5%	<b>34.1%</b>
Environment	32.5%	24.9%	28.0%	42.4%	<b>33.3%</b>
Gastronomy	27.8%	27.0%	21.1%	28.9%	<b>26.6%</b>
Fun possibilities	26.3%	18.0%	19.5%	24.1%	<b>23.3%</b>
Authenticity	19.1%	19.2%	11.5%	32.2%	<b>22.3%</b>
Exoticism	7.9%	7.3%	8.8%	17.3%	<b>11.8%</b>
Hiking trail network	3.8%	12.1%	12.6%	14.0%	<b>10.1%</b>
Shopping	9.5%	9.8%	6.9%	6.9%	<b>9.1%</b>
Culture	8.7%	7.6%	5.7%	11.7%	<b>9.0%</b>
Historical heritage	6.3%	6.4%	4.1%	15.6%	<b>8.4%</b>
Nightlife	9.5%	4.6%	5.9%	8.0%	<b>7.9%</b>

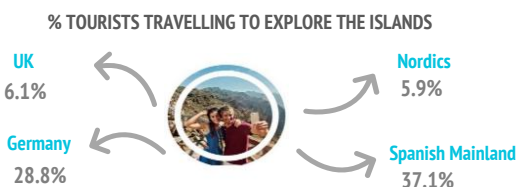
Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.



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

	UK	Germany	Nordics	Spanish M.	TOTAL
Rest	65.6%	46.8%	56.0%	28.7%	<b>51.1%</b>
Enjoy family time	15.8%	10.7%	28.5%	21.9%	<b>16.1%</b>
Have fun	10.0%	7.9%	4.8%	8.4%	<b>8.5%</b>
Explore the destination	6.1%	28.8%	5.9%	37.1%	<b>20.3%</b>
Practice their hobbies	0.9%	2.8%	2.7%	1.8%	<b>1.9%</b>
Other reasons	1.7%	2.9%	2.0%	2.1%	<b>2.1%</b>



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



	UK	Germany	Nordics	Spanish M.	TOTAL
The same day	0.3%	0.7%	1.0%	1.1%	<b>0.7%</b>
Between 1 and 30 days	22.5%	28.5%	28.6%	34.1%	<b>27.8%</b>
Between 1 and 2 months	21.3%	23.6%	24.2%	33.3%	<b>25.3%</b>
Between 3 and 6 months	28.8%	31.1%	29.3%	25.7%	<b>28.8%</b>
More than 6 months	27.1%	16.0%	16.9%	5.8%	<b>17.4%</b>

# TOURIST PROFILE BY SOURCE MARKETS (2022)

## CANARY ISLANDS: MAIN SOURCE MARKETS



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

	UK	Germany	Nordics	Spanish M.	TOTAL
Previous visits to the Canary Islands	62.7%	46.9%	59.5%	34.4%	<b>49.8%</b>
Friends or relatives	30.7%	25.5%	23.9%	37.9%	<b>30.4%</b>
Internet or social media	56.2%	53.1%	46.0%	52.5%	<b>54.2%</b>
Mass Media	2.3%	2.6%	1.5%	1.0%	<b>2.0%</b>
Travel guides and magazines	5.4%	10.2%	3.6%	3.7%	<b>7.0%</b>
Travel Blogs or Forums	4.8%	5.6%	3.1%	10.9%	<b>6.9%</b>
Travel TV Channels	0.8%	1.3%	0.4%	0.5%	<b>0.8%</b>
Tour Operator or Travel Agency	23.3%	26.1%	26.7%	10.5%	<b>20.7%</b>
Public administrations or similar	2.2%	0.5%	1.2%	1.3%	<b>1.3%</b>
Others	3.2%	2.5%	1.9%	4.6%	<b>3.2%</b>

\* Multi-choise question

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

	UK	Germany	Nordics	Spanish M.	TOTAL
<b>Flight</b>					
- Directly with the airline	49.1%	32.8%	29.8%	69.0%	<b>50.0%</b>
- Tour Operator or Travel Agency	50.9%	67.2%	70.2%	31.0%	<b>50.0%</b>
<b>Accommodation</b>					
- Directly with the accommodation	34.9%	22.4%	23.2%	52.7%	<b>36.6%</b>
- Tour Operator or Travel Agency	65.1%	77.6%	76.8%	47.3%	<b>63.4%</b>

### Where do they stay? 🏠

	UK	Germany	Nordics	Spanish M.	TOTAL
1-2-3* Hotel	9.4%	11.9%	18.3%	10.8%	<b>10.9%</b>
4* Hotel	41.2%	45.3%	35.4%	37.4%	<b>39.0%</b>
5* Hotel / 5* Luxury Hotel	14.6%	9.0%	6.7%	8.7%	<b>10.5%</b>
Aparthotel / Tourist Villa	17.0%	9.8%	19.6%	15.0%	<b>15.6%</b>
House/room rented in a private dwelling	4.3%	9.2%	3.5%	6.9%	<b>7.2%</b>
Private accommodation (1)	6.2%	7.7%	6.5%	16.8%	<b>8.7%</b>
Others (Cottage, cruise, camping,...)	7.4%	7.0%	10.0%	4.5%	<b>8.1%</b>

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

### What do they book? 🏨

	UK	Germany	Nordics	Spanish M.	TOTAL
Room only	26.0%	20.5%	32.4%	32.2%	<b>28.5%</b>
Bed and Breakfast	13.5%	7.4%	21.4%	19.1%	<b>13.9%</b>
Half board	17.4%	25.5%	12.7%	22.1%	<b>19.1%</b>
Full board	2.4%	3.4%	4.9%	4.8%	<b>3.5%</b>
All inclusive	40.7%	43.3%	28.7%	21.8%	<b>34.9%</b>

35% of tourists book all inclusive.



40.7%  
UK



28.7%  
Nordics



43.3%  
Germany



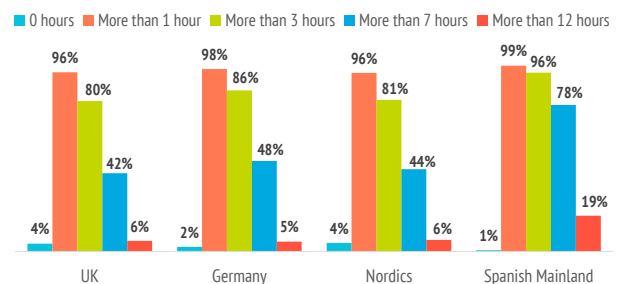
21.8%  
Spanish  
Mainland

### Other expenses 📍

	UK	Germany	Nordics	Spanish M.	TOTAL
Restaurants or cafes	67.4%	55.7%	66.9%	74.7%	<b>66.4%</b>
Supermarkets	55.2%	54.4%	58.2%	51.8%	<b>55.9%</b>
Car rental	16.3%	35.9%	18.4%	54.5%	<b>32.0%</b>
Organized excursions	19.4%	26.5%	14.2%	27.2%	<b>23.6%</b>
Taxi, transfer, chauffeur service	65.7%	56.0%	66.0%	21.0%	<b>51.8%</b>
Theme Parks	11.8%	8.2%	6.5%	12.0%	<b>10.9%</b>
Sport activities	8.6%	7.8%	6.0%	4.9%	<b>7.9%</b>
Museums	2.6%	5.2%	3.1%	8.6%	<b>5.2%</b>
Flights between islands	3.6%	4.0%	2.3%	7.7%	<b>5.0%</b>

### Activities in the Canary Islands 🏖

Outdoor time per day	UK	Germany	Nordics	Spanish M.	TOTAL
0 hours	4.2%	2.4%	4.5%	0.6%	<b>2.5%</b>
1 - 2 hours	15.3%	11.5%	14.4%	3.8%	<b>10.7%</b>
3 - 6 hours	38.7%	37.7%	37.1%	17.3%	<b>32.7%</b>
7 - 12 hours	36.1%	43.1%	37.8%	59.2%	<b>45.1%</b>
More than 12 hours	5.7%	5.2%	6.2%	19.1%	<b>9.0%</b>



Activities in the Canary Islands	UK	Germany	Nordics	Spanish M.	TOTAL
Walk, wander	79.9%	55.4%	75.8%	77.3%	<b>73.8%</b>
Beach	63.4%	81.3%	65.1%	73.3%	<b>71.3%</b>
Swimming pool, hotel facilities	75.1%	42.4%	69.9%	49.2%	<b>61.1%</b>
Explore the island on their own	34.9%	52.6%	42.4%	65.4%	<b>48.7%</b>
Taste Canarian gastronomy	23.1%	32.4%	15.3%	43.8%	<b>27.0%</b>
Hiking	6.5%	19.6%	20.1%	24.2%	<b>18.5%</b>
Organized excursions	17.1%	17.4%	10.6%	16.0%	<b>17.4%</b>
Nightlife / concerts / shows	20.4%	9.4%	11.5%	15.1%	<b>15.3%</b>
Theme parks	14.7%	11.5%	9.6%	15.7%	<b>14.4%</b>
Sea excursions / whale watching	12.1%	14.3%	7.1%	10.7%	<b>12.7%</b>
Wineries / markets / popular festi	8.0%	10.2%	9.0%	17.0%	<b>10.6%</b>
Swim	12.3%	7.2%	12.5%	3.6%	<b>10.1%</b>
Museums / exhibitions	5.5%	10.0%	6.3%	17.2%	<b>10.0%</b>
Other Nature Activities	3.2%	11.4%	3.8%	12.8%	<b>8.1%</b>
Running	4.9%	2.4%	9.2%	5.4%	<b>5.9%</b>
Beauty and health treatments	6.1%	5.0%	8.1%	4.2%	<b>5.9%</b>
Practice other sports	3.3%	5.6%	6.3%	5.5%	<b>4.7%</b>
Astronomical observation	2.0%	5.8%	5.2%	4.7%	<b>3.7%</b>
Cycling / Mountain bike	3.0%	4.2%	3.0%	2.0%	<b>3.3%</b>
Surf	1.7%	3.9%	2.1%	2.8%	<b>3.1%</b>
Scuba Diving	2.0%	3.9%	1.5%	3.2%	<b>3.0%</b>
Golf	3.1%	1.6%	2.8%	0.8%	<b>2.1%</b>
Windsurf / Kitesurf	0.9%	1.6%	1.5%	0.5%	<b>1.2%</b>

\* Multi-choise question

# TOURIST PROFILE BY SOURCE MARKETS (2022)

## CANARY ISLANDS: MAIN SOURCE MARKETS

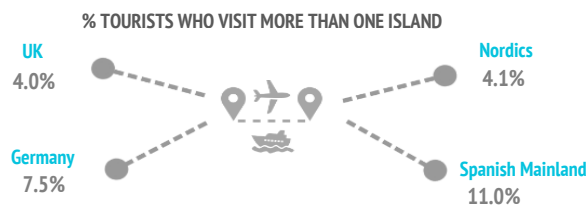
### Which island do they choose?

Tourists (> 15 years old)	UK	Germany	Nordics	Spanish M.	TOTAL
Lanzarote	1,121,461	203,250	66,998	299,451	<b>2,377,525</b>
Fuerteventura	510,180	599,054	53,316	142,565	<b>1,822,701</b>
Gran Canaria	678,992	635,157	625,122	488,286	<b>3,352,820</b>
Tenerife	1,956,935	553,807	247,612	715,863	<b>5,083,082</b>
La Palma	10,668	35,724	2,240	56,196	<b>132,040</b>

Share by islands	UK	Germany	Nordics	Spanish M.	TOTAL
Lanzarote	26.2%	10.0%	6.7%	17.6%	<b>18.6%</b>
Fuerteventura	11.9%	29.6%	5.4%	8.4%	<b>14.3%</b>
Gran Canaria	15.9%	31.3%	62.8%	28.7%	<b>26.3%</b>
Tenerife	45.7%	27.3%	24.9%	42.1%	<b>39.8%</b>
La Palma	0.2%	1.8%	0.2%	3.3%	<b>1.0%</b>

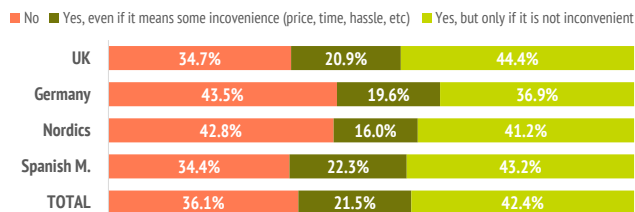
### How many islands do they visit during their trip?

	UK	Germany	Nordics	Spanish M.	TOTAL
One island	96.0%	92.5%	95.9%	89.0%	<b>92.6%</b>
Two islands	3.7%	5.6%	3.7%	9.4%	<b>6.3%</b>
Three or more islands	0.3%	1.9%	0.4%	1.6%	<b>1.1%</b>

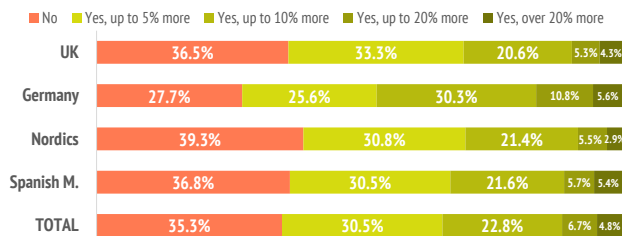


### Sustainable destination

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



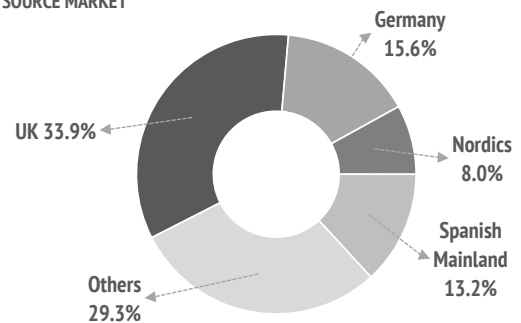
#### Would they be willing to spend more on travel to reduce their carbon footprint?



Perception during their stay*	UK	Germany	Nordics	Spanish M.	TOTAL
Quality of life on the island	8.1	7.9	7.8	8.3	<b>8.1</b>
Tolerance towards tourism	8.6	8.5	8.5	8.8	<b>8.6</b>
Cleanliness of the island	8.6	7.9	8.1	8.2	<b>8.3</b>
Air quality	8.6	8.5	8.3	8.5	<b>8.5</b>
Rational water consumption	7.7	7.0	7.3	7.5	<b>7.5</b>
Energy saving	7.1	6.4	6.8	7.0	<b>6.9</b>
Use of renewable energy	7.2	6.6	6.9	7.0	<b>7.0</b>
Recycling	7.6	6.6	6.9	7.0	<b>7.1</b>
Easy to get around by public transport	7.6	7.0	7.2	6.9	<b>7.4</b>
Overcrowding in tourist areas	6.7	5.8	6.6	7.2	<b>6.7</b>
Supply of local products	7.1	6.8	6.8	7.5	<b>7.1</b>

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

### SHARE OF TOURISTS BY SOURCE MARKET



### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	UK	Germany	Nordics	Spanish M.	TOTAL
Average rating	9.00	8.75	8.74	8.81	<b>8.85</b>

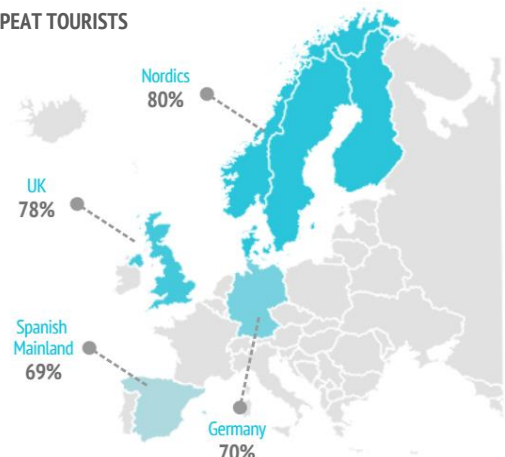
Experience in the Canary Islands	UK	Germany	Nordics	Spanish M.	TOTAL
Worse or much worse than expected	2.7%	1.8%	1.9%	3.4%	<b>2.8%</b>
Lived up to expectations	52.3%	54.7%	60.8%	51.5%	<b>53.5%</b>
Better or much better than expected	45.0%	43.5%	37.3%	45.1%	<b>43.7%</b>

Future intentions (scale 1-10)	UK	Germany	Nordics	Spanish M.	TOTAL
Return to the Canary Islands	9.02	8.71	8.84	9.06	<b>8.82</b>
Recommend visiting the Canary Islands	9.17	8.99	8.97	9.22	<b>9.06</b>

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

	UK	Germany	Nordics	Spanish M.	TOTAL
<b>Repeat tourists</b>	<b>78.2%</b>	<b>70.3%</b>	<b>80.2%</b>	<b>69.3%</b>	<b>70.1%</b>
Repeat tourists (last 5 years)	68.4%	64.9%	72.3%	60.6%	<b>62.7%</b>
Repeat tourists (last 5 years) (5 or more visits)	13.9%	13.2%	15.3%	15.4%	<b>13.2%</b>
<b>At least 10 previous visits</b>	<b>22.5%</b>	<b>18.8%</b>	<b>28.4%</b>	<b>17.0%</b>	<b>19.1%</b>

### REPEAT TOURISTS



# TOURIST PROFILE BY SOURCE MARKETS (2022)

## CANARY ISLANDS: MAIN SOURCE MARKETS

### Where does the flight come from?



	UK	Germany	Nordics	Spanish M.	TOTAL
United Kingdom	98.1%	0.2%	0.3%	0.0%	<b>33.3%</b>
Spanish Mainland	0.8%	2.5%	1.4%	99.6%	<b>17.1%</b>
Germany	0.1%	91.2%	0.9%	0.0%	<b>15.6%</b>
Italy	0.1%	0.1%	0.1%	0.0%	<b>4.1%</b>
Netherlands	0.0%	0.3%	0.1%	0.0%	<b>4.0%</b>
Ireland	0.6%	0.1%	0.0%	0.0%	<b>3.8%</b>
France	0.0%	0.0%	0.3%	0.1%	<b>3.6%</b>
Belgium	0.0%	0.1%	0.0%	0.1%	<b>2.7%</b>
Denmark	0.0%	0.0%	29.7%	0.0%	<b>2.4%</b>
Norway	0.0%	0.0%	28.9%	0.0%	<b>2.3%</b>
Poland	0.0%	0.1%	0.0%	0.0%	<b>1.9%</b>
Sweden	0.0%	0.0%	23.3%	0.0%	<b>1.9%</b>
Switzerland	0.0%	3.1%	0.5%	0.0%	<b>1.7%</b>
Portugal	0.2%	0.9%	0.2%	0.1%	<b>1.3%</b>
Finland	0.0%	0.0%	14.1%	0.0%	<b>1.2%</b>
Austria	0.0%	0.2%	0.1%	0.0%	<b>1.0%</b>
Czech Republic	0.0%	0.1%	0.0%	0.0%	<b>0.6%</b>
Others	0.0%	1.2%	0.1%	0.0%	<b>1.6%</b>

### Who do they come with?

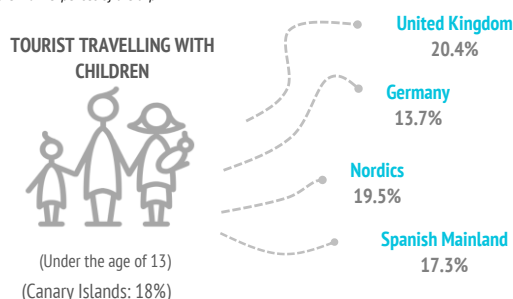


	UK	Germany	Nordics	Spanish M.	TOTAL
Unaccompanied	7.3%	11.4%	10.0%	15.9%	<b>10.0%</b>
Only with partner	48.8%	49.9%	43.8%	40.3%	<b>46.1%</b>
Only with children (< 13 years old)	4.1%	5.4%	5.4%	4.5%	<b>4.9%</b>
Partner + children (< 13 years old)	8.0%	5.5%	7.1%	8.7%	<b>7.3%</b>
Other relatives	12.1%	6.4%	9.8%	8.0%	<b>9.9%</b>
Friends	6.4%	7.0%	5.4%	8.5%	<b>7.3%</b>
Work colleagues	0.2%	0.3%	0.2%	2.4%	<b>0.6%</b>
Organized trip	0.2%	0.2%	0.4%	0.4%	<b>0.3%</b>
Other combinations (1)	12.9%	13.9%	17.9%	11.4%	<b>13.7%</b>

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>20.4%</b>	<b>13.7%</b>	<b>19.5%</b>	<b>17.3%</b>	<b>18.0%</b>
- Between 0 and 2 years old	1.2%	1.0%	1.4%	1.9%	1.3%
- Between 3 and 12 years old	17.7%	12.0%	16.6%	14.4%	15.5%
- Between 0 -2 and 3-12 years old	1.5%	0.7%	1.5%	1.1%	1.2%
<b>Tourists without children</b>	<b>79.6%</b>	<b>86.3%</b>	<b>80.5%</b>	<b>82.7%</b>	<b>82.0%</b>
<b>Group composition:</b>					
- 1 person	9.4%	13.4%	12.4%	19.1%	<b>12.6%</b>
- 2 people	55.0%	59.3%	52.6%	47.4%	<b>53.9%</b>
- 3 people	11.2%	12.0%	11.3%	13.7%	<b>12.1%</b>
- 4 or 5 people	19.1%	13.3%	17.1%	16.3%	<b>17.3%</b>
- 6 or more people	5.3%	2.0%	6.6%	3.4%	<b>4.1%</b>
<b>Average group size:</b>	<b>2.72</b>	<b>2.38</b>	<b>2.78</b>	<b>2.50</b>	<b>2.60</b>

\*People who share the main expenses of the trip



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.

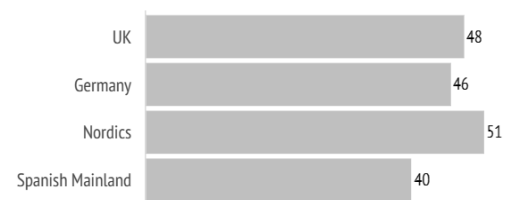
### Who are they?



	UK	Germany	Nordics	Spanish M.	TOTAL
<b>Gender</b>					
Men	44.3%	50.5%	47.7%	52.6%	<b>48.4%</b>
Women	55.7%	49.5%	52.3%	47.4%	<b>51.6%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	48.1	46.4	51.1	40.6	<b>45.7</b>
Standard deviation	15.9	16.6	17.0	13.8	<b>16.0</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	8.2%	11.0%	9.2%	12.2%	<b>10.4%</b>
25 - 30 years old	9.1%	11.1%	6.4%	16.7%	<b>11.5%</b>
31 - 45 years old	27.8%	27.4%	21.1%	36.4%	<b>29.4%</b>
46 - 60 years old	28.8%	27.4%	28.8%	24.5%	<b>27.2%</b>
Over 60 years old	26.1%	23.1%	34.4%	10.1%	<b>21.5%</b>
<b>Occupation</b>					
Salaried worker	59.5%	58.2%	49.2%	63.0%	<b>57.4%</b>
Self-employed	10.1%	7.3%	8.0%	11.0%	<b>10.8%</b>
Unemployed	0.4%	0.3%	1.4%	2.7%	<b>1.0%</b>
Business owner	4.3%	11.3%	10.9%	8.1%	<b>8.3%</b>
Student	2.8%	4.7%	4.5%	6.9%	<b>4.6%</b>
Retired	21.6%	16.8%	24.9%	7.1%	<b>16.5%</b>
Unpaid domestic work	0.8%	0.5%	0.1%	0.4%	<b>0.6%</b>
Others	0.6%	0.9%	1.2%	0.7%	<b>0.8%</b>
<b>Annual household income level</b>					
Less than €25,000	10.6%	11.7%	6.3%	24.7%	<b>14.3%</b>
€25,000 - €49,999	32.6%	32.2%	22.5%	45.3%	<b>34.3%</b>
€50,000 - €74,999	25.9%	30.1%	30.4%	18.5%	<b>25.4%</b>
More than €74,999	30.8%	26.0%	40.9%	11.6%	<b>26.0%</b>
<b>Education level</b>					
No studies	9.4%	0.3%	0.9%	0.3%	<b>3.6%</b>
Primary education	0.5%	3.2%	3.5%	2.2%	<b>1.7%</b>
Secondary education	16.3%	23.4%	24.7%	17.2%	<b>20.2%</b>
Higher education	73.8%	73.1%	70.8%	80.4%	<b>74.5%</b>



AVERAGE AGE  
(TOURISTS > 15)



% OF TOURISTS WITH  
INCOMES OVER €74,999



% OF TOURISTS WITH HIGHER EDUCATION

