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

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **TOURISTS** | | | | | |
| **Tourist arrivals (FRONTUR) (*)** | **0.14** | **0.15** | **0.16** | **0.13** | **0.58** |
| **Tourist arrivals > 15 years old (EGT) (*)** | **0.13** | **0.13** | **0.13** | **0.13** | **0.51** |
| - book holiday package (*) | 0.05 | 0.08 | 0.08 | 0.06 | **0.27** |
| - do not book holiday package (*) | 0.07 | 0.05 | 0.05 | 0.06 | **0.24** |
| - % tourists who book holiday package | 42.0% | 58.5% | 61.4% | 51.0% | **53.3%** |

*(*) Million of tourists*

**TOURISTS**

| 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 |
|---|---|---|---|
| 125,402 | 132,252 | 129,200 | 125,830 |
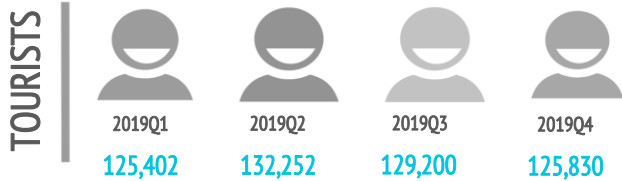
**% TOURISTS WHO BOOK HOLIDAY PACKAGE**

| 2019Q1 | 42% |
|---|---|
| 2019Q2 | 58% |
| 2019Q3 | 61% |
| 2019Q4 | 51% |

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Expenditure per tourist (€)** | **918** | **1,065** | **1,333** | **1,057** | **1,095** |
| - book holiday package | 970 | 1,165 | 1,348 | 1,104 | **1,166** |
|    - holiday package | 805 | 980 | 1,146 | 924 | **981** |
|    - others | 165 | 185 | 203 | 180 | **185** |
| - do not book holiday package | 880 | 925 | 1,310 | 1,009 | **1,013** |
|    - flight | 236 | 247 | 344 | 288 | **274** |
|    - accommodation | 331 | 368 | 599 | 335 | **396** |
|    - others | 313 | 310 | 366 | 387 | **343** |
| **Average lenght of stay** | **8.61** | **8.13** | **9.24** | **8.07** | **8.51** |
| - book holiday package | 7.82 | 7.72 | 8.47 | 7.40 | **7.88** |
| - do not book holiday package | 9.18 | 8.71 | 10.44 | 8.76 | **9.23** |
| **Average daily expenditure (€)** | **119.8** | **139.2** | **151.3** | **138.1** | **137.2** |
| - book holiday package | 130.4 | 156.1 | 164.1 | 153.1 | **152.8** |
| - do not book holiday package | 112.2 | 115.4 | 131.0 | 122.5 | **119.5** |
| **Total turnover (> 15 years old) (€m)** | **115** | **141** | **172** | **133** | **561** |
| - book holiday package | 51 | 90 | 107 | 71 | **319** |
| - do not book holiday package | 64 | 51 | 65 | 62 | **243** |

**AVERAGE LENGHT OF STAY (nights)**

| 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 |
|---|---|---|---|
| 8.61 | 8.13 | 9.24 | 8.07 |

**EXPENDITURE PER TOURIST (€)**

| 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 |
|---|---|---|---|
| 918 | 1,065 | 1,333 | 1,057 |
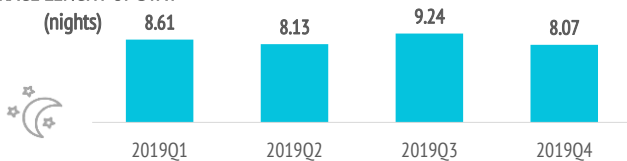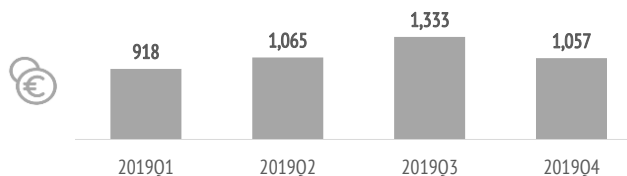
## Importance of each factor in the destination choice

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Climate | 83.5% | 75.1% | 73.2% | 82.7% | **78.5%** |
| Landscapes | 55.4% | 56.7% | 52.8% | 55.8% | **55.2%** |
| Tranquility | 45.7% | 51.2% | 50.3% | 55.4% | **50.7%** |
| Sea | 43.5% | 47.2% | 53.9% | 47.5% | **48.1%** |
| Safety | 42.3% | 48.6% | 46.2% | 44.8% | **45.5%** |
| Price | 42.6% | 48.3% | 46.6% | 39.1% | **44.3%** |
| Accommodation supply | 38.9% | 46.0% | 49.0% | 37.2% | **42.9%** |
| Environment | 41.6% | 42.2% | 43.3% | 42.1% | **42.3%** |
| Beaches | 29.7% | 34.7% | 47.2% | 33.9% | **36.4%** |
| European belonging | 37.5% | 38.7% | 33.0% | 33.4% | **35.7%** |
| Authenticity | 31.0% | 29.6% | 31.4% | 31.9% | **30.9%** |
| Effortless trip | 27.4% | 23.0% | 21.0% | 24.7% | **24.0%** |
| Exoticism | 23.6% | 21.6% | 22.8% | 21.6% | **22.4%** |
| Gastronomy | 19.8% | 17.2% | 23.2% | 14.5% | **18.7%** |
| Fun possibilities | 13.9% | 13.7% | 26.4% | 11.1% | **16.4%** |
| Hiking trail network | 19.7% | 11.6% | 13.0% | 17.6% | **15.4%** |
| Historical heritage | 13.5% | 15.3% | 17.4% | 14.7% | **15.3%** |
| Shopping | 7.9% | 12.8% | 12.6% | 12.5% | **11.5%** |
| Culture | 11.1% | 10.9% | 12.1% | 9.9% | **11.0%** |
| Nightlife | 7.7% | 6.0% | 11.0% | 4.5% | **7.3%** |

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

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

**% TOURISTS WHO CHOOSE FUN POSSIBILITIES**

| 2019Q1 | 14% |
|---|---|
| 2019Q2 | 14% |
| 2019Q3 | 26% |
| 2019Q4 | 11% |

## What is the main motivation for their holidays?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Rest | 36.5% | 41.3% | 40.0% | 36.0% | **38.5%** |
| Enjoy family time | 8.7% | 10.6% | 9.1% | 11.0% | **9.9%** |
| Have fun | 5.4% | 6.1% | 4.2% | 3.9% | **4.9%** |
| Explore the destination | 45.1% | 39.8% | 43.0% | 44.6% | **43.1%** |
| Practice their hobbies | 2.0% | 1.1% | 1.8% | 1.9% | **1.7%** |
| Other reasons | 2.2% | 1.1% | 1.9% | 2.6% | **1.9%** |

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

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| The same day | 1.8% | 0.1% | 1.5% | 0.4% | **1.0%** |
| Between 1 and 30 days | 31.2% | 13.4% | 24.7% | 21.9% | **22.7%** |
| Between 1 and 2 months | 25.5% | 30.4% | 19.3% | 26.1% | **25.3%** |
| Between 3 and 6 months | 31.9% | 42.0% | 40.4% | 34.0% | **37.2%** |
| More than 6 months | 9.6% | 14.1% | 14.1% | 17.6% | **13.8%** |

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

| 2019Q1 | 9.6% |
|---|---|
| 2019Q2 | 14.1% |
| 2019Q3 | 14.1% |
| 2019Q4 | 17.6% |

*Picture: Freepik.com*

*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.*

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

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Previous visits to the Canary Islands | 41.0% | 29.3% | 26.0% | 31.5% | **31.9%** |
| Friends or relatives | 25.9% | 22.0% | 23.5% | 24.7% | **24.0%** |
| Internet or social media | 61.7% | 51.2% | 58.6% | 54.0% | **56.3%** |
| Mass Media | 1.0% | 0.8% | 1.1% | 1.5% | **1.1%** |
| Travel guides and magazines | 18.1% | 16.0% | 12.9% | 16.9% | **15.9%** |
| Travel Blogs or Forums | 10.8% | 7.3% | 8.2% | 9.5% | **8.9%** |
| Travel TV Channels | 0.7% | 0.4% | 1.2% | 0.7% | **0.7%** |
| Tour Operator or Travel Agency | 19.6% | 37.2% | 30.5% | 26.5% | **28.6%** |
| Public administrations or similar | 0.5% | 0.4% | 0.2% | 0.4% | **0.4%** |
| Others | 2.3% | 1.0% | 1.9% | 2.7% | **2.0%** |

* Multi-choise question

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

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Flight** | | | | | |
| - Directly with the airline | 53.8% | 38.8% | 34.2% | 46.5% | **43.2%** |
| - Tour Operator or Travel Agency | 46.2% | 61.2% | 65.8% | 53.5% | **56.8%** |
| **Accommodation** | | | | | |
| - Directly with the accommodation | 45.6% | 29.5% | 26.1% | 36.3% | **34.2%** |
| - Tour Operator or Travel Agency | 54.4% | 70.5% | 73.9% | 63.7% | **65.8%** |

## Where do they stay?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| 1-2-3* Hotel | 10.6% | 9.4% | 9.9% | 10.1% | **10.0%** |
| 4* Hotel | 38.6% | 48.1% | 44.3% | 37.5% | **42.2%** |
| 5* Hotel / 5* Luxury Hotel | 8.5% | 8.5% | 7.6% | 10.3% | **8.7%** |
| Aparthotel / Tourist Villa | 13.2% | 12.1% | 14.8% | 14.8% | **13.7%** |
| House/room rented in a private dwelling | 12.0% | 7.2% | 9.9% | 11.5% | **10.1%** |
| Private accommodation [(1)] | 7.6% | 3.0% | 6.7% | 6.3% | **5.9%** |
| Others (Cottage, cruise, camping,..) | 9.4% | 11.7% | 6.8% | 9.5% | **9.3%** |

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

## What do they book?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Room only | 31.7% | 17.5% | 22.7% | 24.2% | **23.9%** |
| Bed and Breakfast | 11.8% | 6.3% | 4.3% | 8.6% | **7.7%** |
| Half board | 14.9% | 21.3% | 16.9% | 19.3% | **18.2%** |
| Full board | 9.5% | 9.2% | 8.1% | 9.5% | **9.1%** |
| All inclusive | 32.2% | 45.6% | 47.9% | 38.4% | **41.2%** |

### 41.2% of French book all inclusive.

| 32.2% 2019Q1 | 47.9% 2019Q3 |
|---|---|
| 45.6% 2019Q2 | 38.4% 2019Q4 |

## Other expenses

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | TOTAL |
|---|---|---|---|---|---|
| Restaurants or cafes | 59.5% | 46.4% | 50.4% | 51.7% | **51.9%** |
| Supermarkets | 46.4% | 37.9% | 41.2% | 43.0% | **42.1%** |
| Car rental | 49.2% | 40.9% | 37.8% | 44.2% | **42.9%** |
| Organized excursions | 23.4% | 38.2% | 36.8% | 31.0% | **32.5%** |
| Taxi, transfer, chauffeur service | 41.2% | 55.3% | 56.5% | 29.5% | **45.8%** |
| Theme Parks | 5.7% | 6.2% | 7.9% | 7.6% | **6.9%** |
| Sport activities | 8.2% | 5.9% | 9.7% | 5.9% | **7.4%** |
| Museums | 15.2% | 11.3% | 7.7% | 11.2% | **11.4%** |
| Flights between islands | 8.0% | 7.1% | 4.2% | 6.1% | **6.3%** |

## Activities in the Canary Islands

| Outdoor time per day | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| 0 hours | 0.0% | 0.6% | 2.1% | 0.2% | **0.7%** |
| 1 - 2 hours | 2.3% | 3.7% | 6.1% | 6.1% | **4.6%** |
| 3 - 6 hours | 27.0% | 26.6% | 28.9% | 26.6% | **27.2%** |
| 7 - 12 hours | 62.6% | 59.2% | 53.4% | 57.7% | **58.2%** |
| More than 12 hours | 8.2% | 9.8% | 9.6% | 9.4% | **9.2%** |

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

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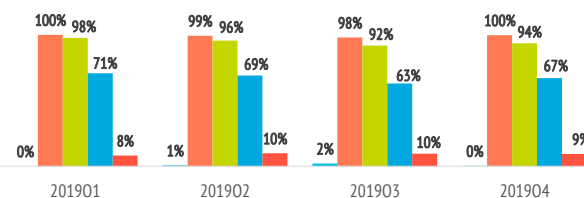


| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 |
|---|---|---|---|---|
| 0 hours | 0% | 1% | 2% | 0% |
| More than 1 hour | 100% | 99% | 98% | 100% |
| More than 3 hours | 98% | 96% | 92% | 94% |
| More than 7 hours | 71% | 69% | 63% | 67% |
| More than 12 hours | 8% | 10% | 10% | 9% |

| Activities in the Canary Islands | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Walk, wander | 77.9% | 73.9% | 74.3% | 69.7% | **74.0%** |
| Beach | 61.2% | 68.1% | 79.6% | 73.1% | **70.5%** |
| Swimming pool, hotel facilities | 51.2% | 71.5% | 75.2% | 62.0% | **65.1%** |
| Explore the island on their own | 61.0% | 55.3% | 56.4% | 57.4% | **57.5%** |
| Organized excursions | 16.3% | 31.1% | 31.1% | 21.7% | **25.2%** |
| Museums / exhibitions | 26.6% | 19.6% | 17.7% | 20.1% | **21.0%** |
| Sport activities | 17.3% | 15.0% | 19.6% | 20.5% | **18.0%** |
| Nature activities | 20.6% | 13.1% | 11.0% | 18.1% | **15.6%** |
| Wineries / markets / popular festiv | 16.2% | 16.2% | 14.7% | 15.1% | **15.6%** |
| Sea excursions / whale watching | 8.3% | 15.3% | 20.1% | 15.5% | **14.8%** |
| Taste Canarian gastronomy | 14.5% | 11.7% | 15.3% | 15.0% | **14.1%** |
| Theme parks | 10.4% | 12.2% | 18.1% | 12.1% | **13.2%** |
| Activities at sea | 10.9% | 7.5% | 13.1% | 11.0% | **10.6%** |
| Nightlife / concerts / shows | 8.9% | 8.7% | 13.3% | 7.0% | **9.5%** |
| Beauty and health treatments | 5.9% | 5.7% | 10.1% | 6.9% | **7.1%** |
| Astronomical observation | 1.9% | 1.7% | 3.8% | 3.3% | **2.7%** |

* Multi-choise question



Taste Canarian gastronomy · Astronomical observation · Swimming pool · Wineries / markets · Activities at sea · Nature activities · Walk · Sport activities · Nightlife · Museums · Sea excursions · Organized excursions · Beach · Theme parks · Explore the island · Beauty and health treatments

## Which island do they choose?

| Tourists (> 15 years old) | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Lanzarote | 33,092 | 33,250 | 33,668 | 31,758 | **131,768** |
| Fuerteventura | 22,339 | 26,214 | 25,163 | 23,829 | **97,545** |
| Gran Canaria | 17,526 | 21,332 | 23,583 | 19,468 | **81,909** |
| Tenerife | 49,463 | 47,266 | 44,724 | 49,349 | **190,802** |
| La Palma | 1,626 | 3,645 | 1,759 | 772 | **7,802** |

| Share by islands | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Lanzarote | 26.7% | 25.2% | 26.1% | 25.4% | **25.8%** |
| Fuerteventura | 18.0% | 19.9% | 19.5% | 19.0% | **19.1%** |
| Gran Canaria | 14.1% | 16.2% | 18.3% | 15.6% | **16.1%** |
| Tenerife | 39.9% | 35.9% | 34.7% | 39.4% | **37.4%** |
| La Palma | 1.3% | 2.8% | 1.4% | 0.6% | **1.5%** |

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

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| One island | 89.5% | 88.1% | 90.0% | 87.8% | **88.8%** |
| Two islands | 9.0% | 9.8% | 8.9% | 10.6% | **9.6%** |
| Three or more islands | 1.5% | 2.1% | 1.2% | 1.6% | **1.6%** |

### % TOURISTS BY ISLAND AND QUARTER OF TRIP

■ 2019Q1 ■ 2019Q2 ■ 2019Q3 ■ 2019Q4

| | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|---|---|---|---|---|---|
| 2019Q1 | 25% | 23% | 21% | 26% | 21% |
| 2019Q2 | 25% | 27% | 26% | 25% | 47% |
| 2019Q3 | 26% | 26% | 29% | 23% | 23% |
| 2019Q4 | 24% | 24% | 24% | 26% | 10% |
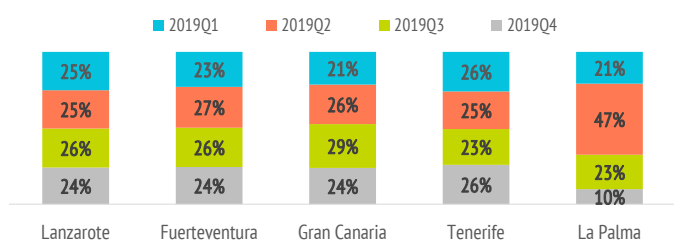
## Internet usage during their trip

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Research** | | | | | |
| - Tourist package | 13.3% | 13.0% | 13.1% | 12.5% | **13.0%** |
| - Flights | 5.6% | 6.3% | 8.0% | 9.6% | **7.4%** |
| - Accommodation | 10.4% | 10.7% | 12.9% | 12.7% | **11.6%** |
| - Transport | 7.1% | 10.5% | 9.7% | 10.7% | **9.5%** |
| - Restaurants | 24.7% | 21.1% | 20.4% | 22.2% | **22.0%** |
| - Excursions | 26.4% | 24.9% | 25.8% | 24.8% | **25.4%** |
| - Activities | 30.0% | 27.3% | 28.7% | 27.1% | **28.3%** |
| **Book or purchase** | | | | | |
| - Tourist package | 24.2% | 27.3% | 24.4% | 25.9% | **25.4%** |
| - Flights | 75.3% | 66.8% | 63.6% | 67.9% | **68.3%** |
| - Accommodation | 67.8% | 61.6% | 56.6% | 61.8% | **61.9%** |
| - Transport | 59.2% | 53.5% | 45.7% | 52.1% | **52.5%** |
| - Restaurants | 7.2% | 8.5% | 12.8% | 14.0% | **10.7%** |
| - Excursions | 6.5% | 11.5% | 15.1% | 14.3% | **12.0%** |
| - Activities | 10.6% | 12.3% | 17.5% | 12.8% | **13.4%** |

*\* Multi-choise question*

| Internet usage in the Canary Islands | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Did not use the Internet** | **11.4%** | **9.1%** | **5.5%** | **9.4%** | **8.9%** |
| **Used the Internet** | **88.6%** | **90.9%** | **94.5%** | **90.6%** | **91.1%** |
| - Own Internet connection | 40.5% | 43.8% | 45.3% | 41.0% | **42.7%** |
| - Free Wifi connection | 33.9% | 33.0% | 33.2% | 34.2% | **33.6%** |
| Applications* | | | | | |
| - Search for locations or maps | 72.0% | 69.1% | 73.1% | 73.7% | **71.9%** |
| - Search for destination info | 29.6% | 31.8% | 35.4% | 35.9% | **33.2%** |
| - Share pictures or trip videos | 60.6% | 64.2% | 69.1% | 63.4% | **64.4%** |
| - Download tourist apps | 7.5% | 6.9% | 7.5% | 9.3% | **7.8%** |
| - Others | 13.4% | 16.0% | 10.7% | 10.4% | **12.7%** |

*\* Multi-choise question*

## • MOST VISITED PLACES IN EACH ISLAND •

**LANZAROTE**
70% MONTAÑA DEL FUEGO

**FUERTEVENTURA**
45% PLAYAS DE JANDÍA

**GRAN CANARIA**
70% DUNAS DE MASPALOMAS

**TENERIFE**
61% PARQUE NACIONAL DEL TEIDE

**LA PALMA**
78% SANTA CRUZ DE LA PALMA

*The data refers to % of tourists on each island who have visited the place.*

## How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Average rating | 8.47 | 8.46 | 8.42 | 8.51 | **8.46** |

| Experience in the Canary Islands | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Worse or much worse than expected | 5.5% | 3.7% | 5.7% | 3.4% | **4.6%** |
| Lived up to expectations | 61.1% | 63.6% | 66.3% | 64.9% | **64.0%** |
| Better or much better than expected | 33.5% | 32.7% | 28.0% | 31.7% | **31.5%** |

| Future intentions (scale 1-10) | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Return to the Canary Islands | 8.41 | 8.05 | 7.73 | 8.27 | **8.11** |
| Recommend visiting the Canary Islands | 8.75 | 8.60 | 8.41 | 8.64 | **8.60** |

## How many are loyal to the Canary Islands?

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Repeat tourists** | **54.0%** | **44.6%** | **40.9%** | **46.0%** | **46.3%** |
| Repeat tourists (last 5 years) | 49.8% | 43.4% | 37.9% | 43.5% | **43.6%** |
| Repeat tourists (last 5 years)(5 or more visits) | 11.1% | 8.8% | 7.4% | 11.0% | **9.6%** |
| **At least 10 previous visits** | **6.6%** | **4.2%** | **4.5%** | **6.0%** | **5.3%** |

### REPEAT TOURISTS

| 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | |
|---|---|---|---|---|
| 54.0% | 44.6% | 40.9% | 46.0% | Average 46.3% |
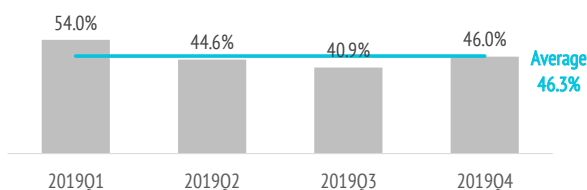
# TOURIST PROFILE BY QUARTER OF TRIP (2019)
# FRANCE

## Where does the flight come from? 🌐

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| France | 53.7% | 60.8% | 61.3% | 50.5% | **56.7%** |
| Spanish Mainland | 26.3% | 22.2% | 19.7% | 32.7% | **25.1%** |
| Belgium | 4.7% | 5.2% | 6.0% | 6.9% | **5.7%** |
| Others | 15.3% | 11.8% | 13.0% | 10.0% | **12.5%** |

### % TOURISTS BY QUARTER OF TRIP

■ France ■ Others

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 |
|---|---|---|---|---|
| France | 54% | 61% | 61% | 50% |
| Others | 46% | 39% | 39% | 50% |
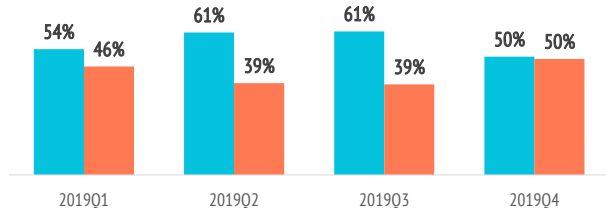
## Who do they come with? 👫

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| Unaccompanied | 7.0% | 3.9% | 5.5% | 5.2% | **5.4%** |
| Only with partner | 53.7% | 48.0% | 45.8% | 48.6% | **49.0%** |
| Only with children (< 13 years old) | 8.2% | 8.4% | 8.2% | 7.7% | **8.1%** |
| Partner + children (< 13 years old) | 5.8% | 8.5% | 6.1% | 5.6% | **6.5%** |
| Other relatives | 6.6% | 6.4% | 7.7% | 8.1% | **7.2%** |
| Friends | 3.9% | 6.1% | 4.9% | 5.2% | **5.1%** |
| Work colleagues | 0.0% | 0.4% | 0.3% | 0.0% | **0.2%** |
| Organized trip | 0.0% | 0.7% | 0.3% | 0.6% | **0.4%** |
| Other combinations [(1)] | 14.8% | 17.4% | 21.3% | 18.9% | **18.1%** |

*(1) Different situations have been isolated*

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Tourists with children** | **18.0%** | **22.5%** | **18.6%** | **21.2%** | **20.1%** |
| - Between 0 and 2 years old | 1.8% | 2.6% | 0.9% | 1.2% | **1.6%** |
| - Between 3 and 12 years old | 14.7% | 17.9% | 16.9% | 18.8% | **17.1%** |
| - Between 0 -2 and 3-12 years | 1.5% | 2.0% | 0.8% | 1.2% | **1.4%** |
| **Tourists without children** | **82.0%** | **77.5%** | **81.4%** | **78.8%** | **79.9%** |
| **Group composition:** | | | | | |
| - 1 person | 9.6% | 6.0% | 7.5% | 7.6% | **7.7%** |
| - 2 people | 58.1% | 57.3% | 52.8% | 53.3% | **55.4%** |
| - 3 people | 11.5% | 14.8% | 16.3% | 12.2% | **13.7%** |
| - 4 or 5 people | 18.5% | 19.2% | 20.5% | 22.1% | **20.0%** |
| - 6 or more people | 2.3% | 2.7% | 2.9% | 4.8% | **3.2%** |
| **Average group size:** | **2.55** | **2.68** | **2.69** | **2.77** | **2.67** |

❞
## 20.1% of French travel with children.

(under the age of 13)

| | |
|---|---|
| 2019Q1 | 18.0% |
| 2019Q2 | 22.5% |
| 2019Q3 | 18.6% |
| 2019Q4 | 21.2% |

## Who are they? 🧑

| | 2019Q1 | 2019Q2 | 2019Q3 | 2019Q4 | 2019 |
|---|---|---|---|---|---|
| **Gender** | | | | | |
| Men | 52.7% | 50.5% | 53.3% | 52.9% | **52.3%** |
| Women | 47.3% | 49.5% | 46.7% | 47.1% | **47.7%** |
| **Age** | | | | | |
| Average age (tourist > 15 years old) | 48.8 | 47.7 | 42.1 | 47.7 | **46.6** |
| Standard deviation | 15.6 | 15.2 | 14.4 | 14.4 | **15.1** |
| **Age range (> 15 years old)** | | | | | |
| 16 - 24 years old | 5.8% | 4.6% | 11.1% | 5.4% | **6.7%** |
| 25 - 30 years old | 9.8% | 10.8% | 18.8% | 10.1% | **12.4%** |
| 31 - 45 years old | 26.4% | 33.1% | 26.0% | 26.6% | **28.1%** |
| 46 - 60 years old | 33.1% | 27.7% | 33.5% | 38.8% | **33.2%** |
| Over 60 years old | 24.8% | 23.8% | 10.6% | 19.1% | **19.6%** |
| **Occupation** | | | | | |
| Salaried worker | 51.8% | 61.2% | 70.3% | 60.8% | **61.1%** |
| Self-employed | 8.7% | 8.9% | 7.6% | 10.4% | **8.9%** |
| Unemployed | 1.9% | 0.2% | 0.9% | 0.5% | **0.9%** |
| Business owner | 9.6% | 5.2% | 4.8% | 9.7% | **7.3%** |
| Student | 4.2% | 2.4% | 4.9% | 3.0% | **3.6%** |
| Retired | 22.0% | 21.1% | 10.7% | 14.0% | **17.0%** |
| Unpaid domestic work | 0.2% | 0.5% | 0.0% | 0.8% | **0.4%** |
| Others | 1.5% | 0.4% | 0.9% | 0.8% | **0.9%** |
| **Annual household income level** | | | | | |
| Less than €25,000 | 12.7% | 15.7% | 15.3% | 9.0% | **13.2%** |
| €25,000 - €49,999 | 44.6% | 50.9% | 49.0% | 42.5% | **46.8%** |
| €50,000 - €74,999 | 24.7% | 20.3% | 23.3% | 24.1% | **23.1%** |
| More than €74,999 | 17.9% | 13.2% | 12.3% | 24.4% | **16.9%** |
| **Education level** | | | | | |
| No studies | 1.3% | 0.7% | 0.8% | 0.8% | **0.9%** |
| Primary education | 1.4% | 2.6% | 3.4% | 1.2% | **2.1%** |
| Secondary education | 26.2% | 27.7% | 19.6% | 20.1% | **23.4%** |
| Higher education | 71.1% | 69.0% | 76.3% | 77.9% | **73.6%** |

### AVERAGE AGE (> 15 years olf)

| | |
|---|---|
| 2019Q1 | 48.8 |
| 2019Q2 | 47.7 |
| 2019Q3 | 42.1 |
| 2019Q4 | 47.7 |

### % OF TOURISTS WITH INCOMES OVER €74,999

● 2019Q1　● 2019Q3
● 2019Q2　● 2019Q4

| 18% | 13% | 12% | 24% |
|---|---|---|---|

### % SALARIED WORKED TOURISTS

| | |
|---|---|
| 2019Q1 | 52% |
| 2019Q2 | 61% |
| 2019Q3 | 70% |
| 2019Q4 | 61% |