

# TOURIST PROFILE BY SOURCE MARKETS (2018)

## FUERTEVENTURA: MAIN SOURCE MARKETS

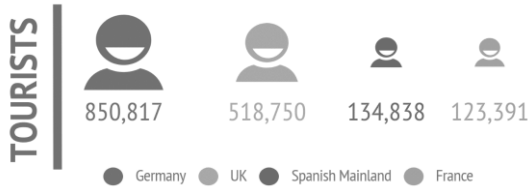


### How many are they and how much do they spend?



	Germany	UK	Spain	France	Fuerteventura
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR) (*)</b>	<b>851</b>	<b>519</b>	<b>135</b>	<b>123</b>	<b>2,124</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>755</b>	<b>449</b>	<b>120</b>	<b>107</b>	<b>1,857</b>
- book holiday package (*)	653	301	50	74	<b>1,350</b>
- do not book holiday package (*)	102	148	71	33	<b>507</b>
- % tourists who book holiday package	86.5%	67.0%	41.2%	69.0%	<b>72.7%</b>

(\*) Thousands of tourists



### % TOURISTS WHO BOOK HOLIDAY PACKAGE

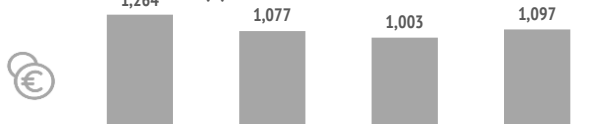


	Germany	UK	Spain	France	Fuerteventura
<b>Expenditure per tourist (€)</b>	<b>1,264</b>	<b>1,077</b>	<b>1,003</b>	<b>1,097</b>	<b>1,165</b>
- book holiday package	1,293	1,127	1,164	1,111	<b>1,215</b>
- holiday package	1122	922	948	948	1,029
- others	171	205	215	163	185
- do not book holiday package	1,081	977	891	1,066	<b>1,032</b>
- flight	273	262	233	285	268
- accommodation	468	397	350	477	404
- others	340	318	308	304	360
<b>Average length of stay</b>	<b>10.16</b>	<b>8.86</b>	<b>8.02</b>	<b>8.24</b>	<b>9.40</b>
- book holiday package	9.95	8.32	7.84	8.04	9.11
- do not book holiday package	11.48	9.97	8.14	8.70	10.20
<b>Average daily expenditure (€)</b>	<b>132.6</b>	<b>131.7</b>	<b>133.9</b>	<b>140.0</b>	<b>133.3</b>
- book holiday package	136.3	142.3	149.6	145.7	139.9
- do not book holiday package	109.0	110.1	122.9	127.1	115.8
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>955</b>	<b>484</b>	<b>120</b>	<b>117</b>	<b>2,163</b>
- book holiday package	845	339	58	82	1,640
- do not book holiday package	110	145	63	35	523

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Germany	UK	Spain	France	Fuerteventura
Climate	79.9%	83.7%	72.3%	80.0%	<b>80.0%</b>
Sea	73.1%	38.3%	64.9%	57.7%	<b>60.1%</b>
Beaches	70.1%	39.8%	69.1%	53.0%	<b>58.4%</b>
Safety	60.3%	60.6%	39.1%	45.2%	<b>55.8%</b>
Tranquility	60.2%	49.5%	61.6%	47.7%	<b>55.1%</b>
Accommodation supply	46.2%	55.0%	26.0%	45.3%	<b>45.2%</b>
Effortless trip	46.8%	45.3%	26.4%	23.9%	<b>39.6%</b>
Price	32.1%	52.6%	33.1%	50.3%	<b>38.9%</b>
European belonging	42.3%	35.4%	35.6%	37.7%	<b>38.8%</b>
Environment	19.4%	30.6%	38.5%	38.9%	<b>27.2%</b>
Landscapes	22.0%	18.8%	49.2%	46.5%	<b>26.4%</b>
Gastronomy	22.6%	24.4%	25.6%	22.6%	<b>23.7%</b>
Authenticity	18.4%	17.3%	32.5%	35.6%	<b>20.6%</b>
Fun possibilities	16.8%	16.9%	15.6%	14.5%	<b>16.4%</b>
Exoticism	7.5%	8.3%	21.2%	23.4%	<b>10.7%</b>
Shopping	7.8%	9.6%	7.3%	14.4%	<b>8.6%</b>
Hiking trail network	4.6%	2.4%	11.1%	12.7%	<b>5.9%</b>
Culture	5.0%	6.4%	5.9%	9.8%	<b>5.6%</b>
Historical heritage	4.9%	3.6%	10.3%	11.3%	<b>5.4%</b>
Nightlife	3.1%	6.3%	4.7%	4.9%	<b>4.4%</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.

### % TOURISTS WHO CHOOSE BEACHES



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

	Germany	UK	Spain	France	Fuerteventura
Rest	60.7%	73.8%	48.2%	40.5%	<b>61.5%</b>
Enjoy family time	8.1%	11.4%	11.9%	9.5%	<b>10.5%</b>
Have fun	4.9%	6.3%	3.6%	3.0%	<b>4.8%</b>
Explore the destination	20.3%	6.4%	32.3%	41.9%	<b>18.0%</b>
Practice their hobbies	4.1%	0.7%	2.6%	3.5%	<b>3.3%</b>
Other reasons	1.9%	1.4%	1.4%	1.6%	<b>1.9%</b>

### % TOURISTS TRAVELLING TO EXPLORE THE ISLANDS



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



	Germany	UK	Spain	France	Fuerteventura
The same day	0.4%	0.1%	0.2%	0.0%	<b>0.3%</b>
Between 1 and 30 days	22.2%	20.2%	26.7%	25.1%	<b>23.9%</b>
Between 1 and 2 months	22.9%	20.7%	32.8%	29.5%	<b>24.6%</b>
Between 3 and 6 months	34.9%	32.0%	30.4%	33.6%	<b>32.4%</b>
More than 6 months	19.7%	27.1%	9.8%	11.8%	<b>18.8%</b>

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

# TOURIST PROFILE BY SOURCE MARKETS (2018)

## FUERTEVENTURA: MAIN SOURCE MARKETS

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

	Germany	UK	Spain	France	Fuerteventura
Previous visits to the Canary Islands	52.2%	63.6%	41.3%	27.9%	<b>51.5%</b>
Friends or relatives	21.1%	24.2%	33.7%	20.4%	<b>23.5%</b>
Internet or social media	52.9%	61.0%	50.1%	57.9%	<b>56.4%</b>
Mass Media	2.3%	1.1%	1.9%	2.4%	<b>1.9%</b>
Travel guides and magazines	11.8%	7.3%	6.1%	9.8%	<b>9.6%</b>
Travel Blogs or Forums	4.2%	4.5%	9.7%	6.0%	<b>5.1%</b>
Travel TV Channels	1.9%	0.7%	0.4%	0.7%	<b>1.2%</b>
Tour Operator or Travel Agency	36.6%	24.7%	10.1%	28.8%	<b>28.4%</b>
Public administrations or similar	0.1%	0.3%	5.1%	0.5%	<b>0.5%</b>
Others	1.1%	1.8%	4.5%	2.3%	<b>1.7%</b>

\* Multi-choice question

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

	Germany	UK	Spain	France	Fuerteventura
<b>Flight</b>					
- Directly with the airline	14.7%	37.9%	58.1%	32.0%	<b>28.9%</b>
- Tour Operator or Travel Agency	85.3%	62.1%	41.9%	68.0%	<b>71.1%</b>
<b>Accommodation</b>					
- Directly with the accommodation	10.8%	26.7%	49.0%	26.2%	<b>21.6%</b>
- Tour Operator or Travel Agency	89.2%	73.3%	51.0%	73.8%	<b>78.4%</b>

### Where do they stay?

	Germany	UK	Spain	France	Fuerteventura
1-2-3* Hotel	16.5%	18.0%	13.1%	16.2%	<b>16.6%</b>
4* Hotel	63.0%	42.9%	41.8%	54.3%	<b>52.4%</b>
5* Hotel / 5* Luxury Hotel	1.5%	3.8%	2.5%	3.5%	<b>2.5%</b>
Aparthotel / Tourist Villa	12.2%	26.7%	18.2%	11.0%	<b>17.4%</b>
House/room rented in a private dwelling	2.6%	2.7%	7.0%	4.5%	<b>3.5%</b>
Private accommodation (1)	1.8%	4.0%	11.1%	3.3%	<b>3.8%</b>
Others (Cottage, cruise, camping,...)	2.4%	1.9%	6.3%	7.3%	<b>3.8%</b>

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

### What do they book?

	Germany	UK	Spain	France	Fuerteventura
Room only	9.3%	23.3%	25.5%	16.9%	<b>17.5%</b>
Bed and Breakfast	2.7%	5.9%	8.4%	3.2%	<b>5.1%</b>
Half board	25.8%	17.3%	17.8%	13.0%	<b>20.6%</b>
Full board	3.0%	1.6%	12.3%	13.4%	<b>4.1%</b>
All inclusive	59.2%	52.0%	35.9%	53.5%	<b>52.7%</b>



**52.7%** of tourists book all inclusive.



**59%**  
Germany



**36%**  
Spanish Mainland



**52%**  
UK



**53%**  
France

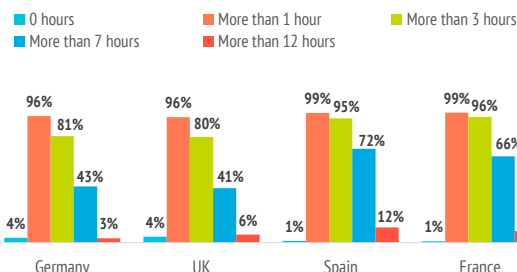
### Other expenses

	Germany	UK	Spain	France	Fuerteventura
Restaurants or cafes	46.8%	61.7%	67.2%	53.4%	<b>54.4%</b>
Supermarkets	44.4%	53.1%	51.7%	38.2%	<b>48.6%</b>
Car rental	28.0%	16.2%	55.0%	27.5%	<b>28.2%</b>
Organized excursions	20.4%	14.0%	25.3%	33.0%	<b>20.3%</b>
Taxi, transfer, chauffeur service	65.5%	61.5%	22.1%	64.7%	<b>55.0%</b>
Theme Parks	6.1%	6.1%	6.6%	9.9%	<b>6.4%</b>
Sport activities	9.3%	8.9%	8.0%	8.5%	<b>9.2%</b>
Museums	3.3%	2.5%	6.0%	6.1%	<b>3.5%</b>
Flights between islands	2.4%	4.1%	11.7%	9.9%	<b>5.1%</b>

### Activities in the Canary Islands

Outdoor time per day	Germany	UK	Spain	France	Fuerteventura
0 hours	3.7%	4.5%	1.4%	1.0%	<b>3.3%</b>
1 - 2 hours	15.2%	15.0%	4.0%	3.2%	<b>12.7%</b>
3 - 6 hours	38.3%	39.0%	23.1%	30.0%	<b>35.5%</b>
7 - 12 hours	39.5%	35.4%	60.0%	57.0%	<b>42.5%</b>
More than 12 hours	3.3%	6.0%	11.5%	8.8%	<b>6.0%</b>

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



Activities in the Canary Islands	Germany	UK	Spain	France	Fuerteventura
Beach	90.9%	72.3%	83.8%	80.1%	<b>82.9%</b>
Walk, wander	48.2%	73.4%	73.5%	68.6%	<b>61.7%</b>
Swimming pool, hotel facilities	47.1%	71.0%	58.5%	64.1%	<b>57.2%</b>
Explore the island on their own	41.5%	34.8%	65.1%	47.2%	<b>43.7%</b>
Taste Canarian gastronomy	23.2%	20.2%	34.8%	15.0%	<b>22.8%</b>
Sport activities	22.3%	11.7%	16.7%	22.2%	<b>19.6%</b>
Organized excursions	15.1%	10.1%	15.0%	31.8%	<b>15.8%</b>
Activities at sea	17.2%	9.2%	14.1%	8.9%	<b>13.2%</b>
Theme parks	10.1%	8.6%	5.0%	12.7%	<b>9.6%</b>
Nightlife / concerts / shows	5.0%	16.7%	15.3%	7.5%	<b>9.5%</b>
Wineries / markets / popular festivals	8.1%	8.0%	15.8%	11.9%	<b>9.4%</b>
Nature activities	10.7%	3.8%	12.1%	9.9%	<b>9.3%</b>
Sea excursions / whale watching	7.1%	7.0%	13.6%	9.5%	<b>7.6%</b>
Museums / exhibitions	6.0%	4.7%	10.2%	11.7%	<b>6.6%</b>
Beauty and health treatments	4.5%	4.2%	7.4%	11.7%	<b>5.3%</b>
Astronomical observation	4.1%	1.3%	5.2%	0.2%	<b>3.0%</b>

\* Multi-choice question



# TOURIST PROFILE BY SOURCE MARKETS (2018)

## FUERTEVENTURA: MAIN SOURCE MARKETS



### Which places do they visit in Lanzarote?



	Germany	UK	Spain	France	Fuerteventura
Playas de Jandía	54.5%	18.0%	58.1%	47.6%	<b>42.6%</b>
Parque Natural Dunas de Corraleje	21.1%	26.5%	63.9%	45.7%	<b>30.5%</b>
Cotillo	19.3%	19.5%	61.0%	38.6%	<b>27.2%</b>
Betancuria	21.3%	8.0%	40.7%	33.9%	<b>21.4%</b>
Mirador de Betancuria	17.8%	6.8%	35.4%	22.5%	<b>17.8%</b>
Cofete	16.6%	3.9%	33.7%	23.4%	<b>15.1%</b>
Fábricas o museos de Aloe Vera	9.4%	4.4%	12.9%	16.9%	<b>9.9%</b>
Montaña Sagrada de Tindaya	4.4%	3.5%	22.4%	13.2%	<b>7.2%</b>
Mirador de Sicasumbre	6.1%	0.9%	11.6%	8.8%	<b>5.6%</b>
Museos	5.0%	3.3%	10.2%	10.6%	<b>5.6%</b>
La Casa de los Coroneles	3.1%	0.9%	16.5%	8.7%	<b>4.3%</b>

”

**4 in 10** tourists in Fuerteventura visit  
**Playas de Jandía**

### Internet usage during their trip



	Germany	UK	Spain	France	Fuerteventura
<b>Research</b>					
- Tourist package	17.5%	19.0%	9.4%	15.3%	<b>17.0%</b>
- Flights	16.6%	16.4%	6.3%	10.7%	<b>14.8%</b>
- Accommodation	23.1%	21.3%	5.1%	18.0%	<b>20.1%</b>
- Transport	14.8%	17.2%	9.7%	16.6%	<b>16.0%</b>
- Restaurants	19.7%	27.9%	32.7%	15.5%	<b>25.0%</b>
- Excursions	28.0%	21.0%	26.6%	21.5%	<b>26.7%</b>
- Activities	28.8%	27.1%	28.9%	24.1%	<b>30.1%</b>
<b>Book or purchase</b>					
- Tourist package	45.1%	44.9%	29.0%	35.1%	<b>43.1%</b>
- Flights	36.4%	65.0%	78.9%	60.3%	<b>55.5%</b>
- Accommodation	30.1%	58.4%	67.8%	54.1%	<b>48.3%</b>
- Transport	26.6%	47.7%	61.8%	50.9%	<b>41.4%</b>
- Restaurants	4.4%	8.6%	11.7%	14.6%	<b>8.2%</b>
- Excursions	6.3%	5.5%	13.0%	9.2%	<b>7.4%</b>
- Activities	7.1%	8.0%	13.6%	13.4%	<b>8.9%</b>

\* Multi-choice question

Internet usage in the Canary Islands	Germany	UK	Spain	France	Fuerteventura
<b>Did not use the Internet</b>	<b>10.1%</b>	<b>13.3%</b>	<b>8.8%</b>	<b>13.5%</b>	<b>10.6%</b>
<b>Used the Internet</b>	<b>89.9%</b>	<b>86.7%</b>	<b>91.2%</b>	<b>86.5%</b>	<b>89.4%</b>
- Own Internet connection	31.9%	29.3%	53.6%	45.9%	<b>34.9%</b>
- Free Wifi connection	45.8%	47.6%	22.3%	30.3%	<b>42.8%</b>
<b>Applications*</b>					
- Search for locations or maps	50.0%	46.5%	74.0%	63.9%	<b>54.3%</b>
- Search for destination info	39.3%	38.1%	41.2%	29.9%	<b>39.6%</b>
- Share pictures or trip videos	54.8%	58.0%	62.3%	65.6%	<b>57.2%</b>
- Download tourist apps	7.2%	6.0%	5.4%	7.4%	<b>7.5%</b>
- Others	28.1%	29.2%	14.7%	17.7%	<b>25.2%</b>

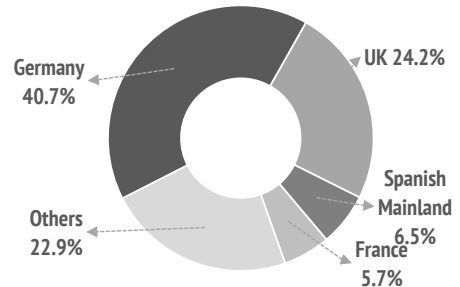
\* Multi-choice question

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



	Germany	UK	Spain	France	Fuerteventura
One island	92.7%	93.5%	78.5%	76.3%	<b>89.3%</b>
Two islands	6.5%	6.5%	15.7%	20.3%	<b>9.5%</b>
Three or more islands	0.7%	0.1%	5.8%	3.4%	<b>1.2%</b>

### SHARE OF TOURISTS BY SOURCE MARKET



### How do they rate the Canary Islands?



Satisfaction (scale 0-10)	Germany	UK	Spain	France	Fuerteventura
Average rating	8.50	8.70	8.52	8.24	<b>8.54</b>

Experience in the Canary Islands	Germany	UK	Spain	France	Fuerteventura
Worse or much worse than expected	1.8%	3.5%	2.7%	6.2%	<b>3.0%</b>
Lived up to expectations	56.2%	55.4%	55.5%	67.6%	<b>56.5%</b>
Better or much better than expected	42.0%	41.1%	41.8%	26.1%	<b>40.5%</b>

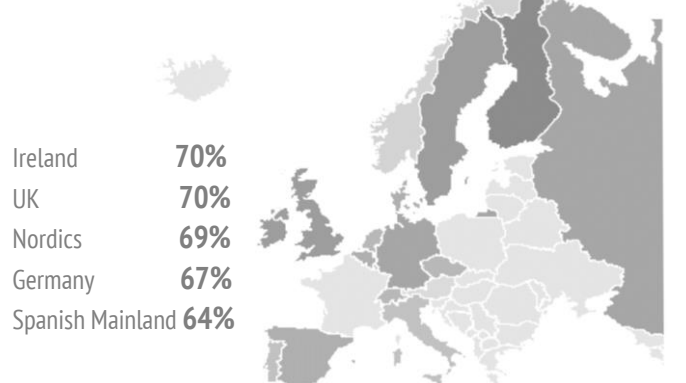
Future intentions (scale 1-10)	Germany	UK	Spain	France	Fuerteventura
Return to the Canary Islands	8.67	8.82	8.76	7.87	<b>8.60</b>
Recommend visiting the Canary Islands	8.86	8.98	8.92	8.28	<b>8.83</b>

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



	Germany	UK	Spain	France	Fuerteventura
Fuerteventura: Repeat tourists	66.6%	69.7%	64.1%	32.4%	62.4%
Fuerteventura: At least 10 previous visits	10.2%	8.7%	4.5%	1.2%	7.6%
Canary Islands: Repeat tourists	71.4%	81.3%	73.3%	39.5%	70.4%
Canary Islands: At least 10 previous visits	18.3%	21.8%	16.8%	5.0%	16.7%

### TOP 5: % REPEAT TOURISTS BY MARKETS



# TOURIST PROFILE BY SOURCE MARKETS (2018)

## FUERTEVENTURA: MAIN SOURCE MARKETS

### Where does the flight come from?



	Germany	UK	Spain	France	Fuerteventura
Germany	96.2%	0.2%	0.2%	0.3%	<b>40.6%</b>
United Kingdom	0.3%	98.8%	0.4%	0.6%	<b>24.4%</b>
Spanish Mainland	0.6%	0.5%	99.3%	8.5%	<b>8.9%</b>
France	0.1%	0.1%	0.0%	81.6%	<b>4.8%</b>
Italy	0.0%	0.0%	0.0%	0.0%	<b>3.6%</b>
Switzerland	2.2%	0.1%	0.0%	6.4%	<b>3.4%</b>
Poland	0.2%	0.1%	0.0%	0.0%	<b>3.3%</b>
Netherlands	0.1%	0.0%	0.0%	0.0%	<b>2.4%</b>
Sweden	0.0%	0.0%	0.0%	0.0%	<b>2.0%</b>
Ireland	0.0%	0.3%	0.0%	0.0%	<b>1.8%</b>
Denmark	0.0%	0.0%	0.0%	0.0%	<b>1.3%</b>
Belgium	0.0%	0.0%	0.0%	1.0%	<b>0.7%</b>
Austria	0.2%	0.0%	0.0%	0.8%	<b>0.6%</b>
Czech Republic	0.0%	0.0%	0.0%	0.0%	<b>0.6%</b>
Finland	0.0%	0.0%	0.0%	0.0%	<b>0.5%</b>

### Who do they come with?



	Germany	UK	Spain	France	Fuerteventura
Unaccompanied	7.9%	7.3%	14.6%	4.3%	<b>8.1%</b>
Only with partner	54.7%	51.7%	50.3%	46.6%	<b>51.9%</b>
Only with children (< 13 years old)	6.1%	4.7%	4.5%	7.6%	<b>5.6%</b>
Partner + children (< 13 years old)	5.3%	6.9%	6.7%	4.2%	<b>5.6%</b>
Other relatives	5.2%	10.8%	6.5%	9.9%	<b>7.4%</b>
Friends	4.8%	5.2%	6.0%	11.6%	<b>6.0%</b>
Work colleagues	0.1%	0.1%	1.4%	0.8%	<b>0.2%</b>
Organized trip	0.4%	0.1%	0.0%	0.5%	<b>0.2%</b>
Other combinations (1)	15.6%	13.3%	9.9%	14.6%	<b>15.0%</b>

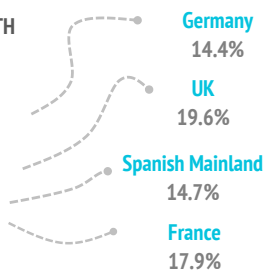
(1) Different situations have been isolated

	Germany	UK	Spain	France	Fuerteventura
<b>Tourists with children</b>	<b>14.4%</b>	<b>19.6%</b>	<b>14.7%</b>	<b>17.9%</b>	<b>16.1%</b>
- Between 0 and 2 years old	1.3%	0.9%	2.0%	0.6%	1.2%
- Between 3 and 12 years old	12.0%	17.3%	10.5%	15.1%	13.5%
- Between 0 -2 and 3-12 years old	1.0%	1.4%	2.2%	2.1%	1.4%
<b>Tourists without children</b>	<b>85.6%</b>	<b>80.4%</b>	<b>85.3%</b>	<b>82.1%</b>	<b>83.9%</b>
<b>Group composition:</b>					
- 1 person	10.1%	9.9%	17.0%	7.7%	<b>11.0%</b>
- 2 people	62.9%	56.9%	56.6%	55.5%	<b>59.2%</b>
- 3 people	12.4%	11.3%	10.0%	11.3%	<b>12.0%</b>
- 4 or 5 people	12.7%	17.2%	13.7%	22.9%	<b>14.9%</b>
- 6 or more people	1.8%	4.7%	2.7%	2.6%	<b>2.9%</b>
<b>Average group size:</b>	<b>2.40</b>	<b>2.63</b>	<b>2.38</b>	<b>2.67</b>	<b>2.49</b>

### TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)  
Fuerteventura: 16.1%



### Who are they?



	Germany	UK	Spain	France	Fuerteventura
<b>Gender</b>					
Men	49.4%	42.9%	48.5%	42.0%	<b>46.8%</b>
Women	50.6%	57.1%	51.5%	58.0%	<b>53.2%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	48.2	51.4	43.0	46.4	<b>48.3</b>
Standard deviation	16.1	14.7	14.5	15.2	<b>15.6</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	8.8%	4.7%	6.4%	7.0%	<b>6.9%</b>
25 - 30 years old	9.3%	6.2%	16.7%	11.4%	<b>10.0%</b>
31 - 45 years old	23.8%	21.7%	39.3%	33.1%	<b>25.5%</b>
46 - 60 years old	33.3%	35.8%	20.7%	25.9%	<b>31.6%</b>
Over 60 years old	24.8%	31.5%	16.9%	22.6%	<b>25.9%</b>
<b>Occupation</b>					
Salaried worker	54.9%	51.9%	58.9%	57.0%	<b>53.1%</b>
Self-employed	7.7%	14.3%	9.6%	8.9%	<b>11.3%</b>
Unemployed	0.3%	0.3%	4.4%	1.3%	<b>0.9%</b>
Business owner	10.6%	4.4%	6.8%	7.1%	<b>8.7%</b>
Student	6.0%	2.0%	3.9%	3.0%	<b>4.5%</b>
Retired	19.5%	25.0%	15.2%	19.0%	<b>20.1%</b>
Unpaid domestic work	0.5%	1.4%	0.3%	0.6%	<b>0.7%</b>
Others	0.6%	0.7%	0.9%	3.0%	<b>0.8%</b>
<b>Annual household income level</b>					
Less than €25,000	12.8%	17.3%	27.9%	16.3%	<b>16.7%</b>
€25,000 - €49,999	34.1%	38.1%	51.3%	39.2%	<b>36.7%</b>
€50,000 - €74,999	29.2%	25.1%	14.1%	29.4%	<b>25.9%</b>
More than €74,999	23.9%	19.5%	6.7%	15.1%	<b>20.7%</b>
<b>Education level</b>					
No studies	0.2%	12.5%	0.7%	0.8%	<b>3.4%</b>
Primary education	4.7%	1.0%	2.8%	1.1%	<b>3.2%</b>
Secondary education	24.0%	23.6%	20.4%	22.0%	<b>23.7%</b>
Higher education	71.1%	62.8%	76.1%	76.0%	<b>69.7%</b>

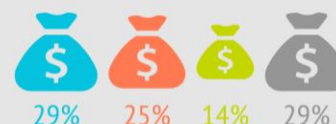


AVERAGE AGE (> 15 years old)



% OF TOURISTS WITH INCOMES OVER €74,999

Germany Spanish Mainland  
UK France



% OF TOURISTS TRAVELLING ONLY WITH PARTNER



Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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