

# TOURIST PROFILE BY SOURCE MARKETS (2019)

## 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>689</b>	<b>482</b>	<b>155</b>	<b>111</b>	<b>1,895</b>
<b>Tourist arrivals &gt; 15 years old (EGT) (*)</b>	<b>608</b>	<b>419</b>	<b>140</b>	<b>98</b>	<b>1,659</b>
- book holiday package (*)	528	294	56	72	<b>1,231</b>
- do not book holiday package (*)	80	125	85	25	<b>428</b>
- % tourists who book holiday package	86.8%	70.2%	39.6%	73.9%	<b>74.2%</b>

(\*) Thousands of tourists

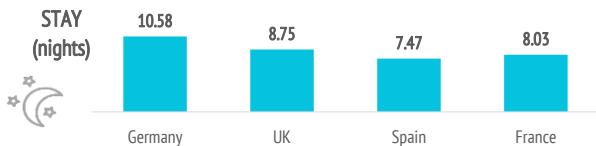


### % TOURISTS WHO BOOK HOLIDAY PACKAGE

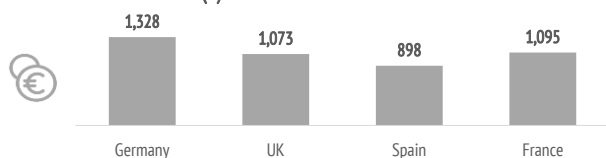


	Germany	UK	Spain	France	Fuerteventura
<b>Expenditure per tourist (€)</b>	<b>1,328</b>	<b>1,073</b>	<b>898</b>	<b>1,095</b>	<b>1,169</b>
- book holiday package	1,327	1,126	987	1,052	<b>1,214</b>
- holiday package	1,191	946	803	918	1,055
- others	135	180	184	134	159
- do not book holiday package	1,333	948	840	1,217	<b>1,040</b>
- flight	419	251	227	365	294
- accommodation	568	362	326	583	410
- others	345	335	287	269	336
<b>Average length of stay</b>	<b>10.58</b>	<b>8.75</b>	<b>7.47</b>	<b>8.03</b>	<b>9.27</b>
- book holiday package	10.40	8.20	7.21	7.78	9.06
- do not book holiday package	11.78	10.06	7.65	8.72	9.87
<b>Average daily expenditure (€)</b>	<b>136.0</b>	<b>134.1</b>	<b>132.8</b>	<b>139.9</b>	<b>136.6</b>
- book holiday package	136.6	141.7	142.2	138.0	141.2
- do not book holiday package	132.1	116.3	126.7	145.5	123.2
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>807</b>	<b>450</b>	<b>126</b>	<b>107</b>	<b>1,940</b>
- book holiday package	700	331	55	76	1,495
- do not book holiday package	107	118	71	31	446

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice



	Germany	UK	Spain	France	Fuerteventura
Climate	79.9%	82.4%	70.8%	81.5%	<b>79.1%</b>
Sea	74.3%	38.9%	60.3%	62.2%	<b>60.1%</b>
Beaches	69.9%	39.7%	64.7%	53.9%	<b>58.4%</b>
Tranquility	60.2%	51.4%	61.9%	52.5%	<b>56.1%</b>
Safety	60.8%	60.3%	39.2%	46.4%	<b>56.0%</b>
Accommodation supply	46.9%	55.9%	28.6%	47.5%	<b>46.0%</b>
European belonging	45.9%	34.4%	37.9%	38.3%	<b>40.5%</b>
Effortless trip	47.2%	45.7%	27.3%	21.4%	<b>39.7%</b>
Price	30.1%	51.8%	29.6%	52.3%	<b>38.0%</b>
Environment	21.4%	34.0%	37.3%	34.4%	<b>29.3%</b>
Landscapes	20.8%	18.8%	44.2%	41.1%	<b>27.0%</b>
Gastronomy	20.5%	22.1%	25.0%	14.8%	<b>21.6%</b>
Authenticity	15.9%	16.6%	30.8%	22.5%	<b>19.9%</b>
Fun possibilities	16.9%	18.3%	19.2%	16.8%	<b>17.9%</b>
Exoticism	5.9%	7.3%	17.3%	20.7%	<b>10.5%</b>
Shopping	6.9%	8.4%	6.3%	15.1%	<b>7.9%</b>
Hiking trail network	4.6%	3.4%	13.7%	9.0%	<b>6.7%</b>
Historical heritage	5.1%	4.9%	12.8%	7.9%	<b>5.9%</b>
Culture	4.5%	6.6%	9.1%	6.3%	<b>5.9%</b>
Nightlife	2.6%	7.0%	7.0%	5.3%	<b>4.9%</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.

### % TOURISTS WHO CHOOSE BEACHES



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



	Germany	UK	Spain	France	Fuerteventura
Rest	60.7%	73.6%	51.5%	50.9%	<b>62.0%</b>
Enjoy family time	9.6%	12.7%	12.8%	10.1%	<b>10.9%</b>
Have fun	5.3%	5.8%	5.2%	2.8%	<b>5.2%</b>
Explore the destination	16.9%	5.6%	27.1%	31.6%	<b>16.6%</b>
Practice their hobbies	5.0%	0.8%	2.6%	3.1%	<b>3.4%</b>
Other reasons	2.5%	1.4%	0.9%	1.5%	<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%	0.5%	1.0%	0.6%	<b>0.5%</b>
Between 1 and 30 days	19.1%	18.9%	25.6%	18.7%	<b>22.3%</b>
Between 1 and 2 months	20.9%	21.6%	31.0%	23.5%	<b>23.0%</b>
Between 3 and 6 months	37.3%	31.7%	30.5%	45.2%	<b>34.4%</b>
More than 6 months	22.3%	27.3%	11.9%	12.0%	<b>19.9%</b>

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.

# TOURIST PROFILE BY SOURCE MARKETS (2019)

## 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	55.2%	64.1%	40.9%	30.7%	<b>51.9%</b>
Friends or relatives	17.0%	22.3%	27.8%	17.6%	<b>20.4%</b>
Internet or social media	50.3%	56.8%	52.3%	55.0%	<b>53.5%</b>
Mass Media	2.1%	1.1%	1.2%	1.5%	<b>1.7%</b>
Travel guides and magazines	9.5%	7.2%	4.2%	11.7%	<b>8.5%</b>
Travel Blogs or Forums	4.0%	4.8%	10.0%	4.8%	<b>5.3%</b>
Travel TV Channels	1.1%	0.9%	1.1%	1.0%	<b>0.9%</b>
Tour Operator or Travel Agency	35.1%	25.4%	14.9%	33.7%	<b>28.7%</b>
Public administrations or similar	0.1%	0.3%	0.9%	0.9%	<b>0.3%</b>
Others	1.5%	1.6%	1.4%	0.6%	<b>1.5%</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	17.5%	37.0%	59.6%	28.3%	<b>30.0%</b>
- Tour Operator or Travel Agency	82.5%	63.0%	40.4%	71.7%	<b>70.0%</b>
<b>Accommodation</b>					
- Directly with the accommodation	13.3%	26.0%	49.1%	22.4%	<b>22.5%</b>
- Tour Operator or Travel Agency	86.7%	74.0%	50.9%	77.6%	<b>77.5%</b>

### Where do they stay? 🛏️

	Germany	UK	Spain	France	Fuerteventura
1-2-3* Hotel	20.3%	15.9%	13.2%	16.2%	<b>17.2%</b>
4* Hotel	59.9%	48.8%	46.6%	56.6%	<b>53.5%</b>
5* Hotel / 5* Luxury Hotel	5.1%	4.3%	4.0%	4.6%	<b>4.6%</b>
Aparthotel / Tourist Villa	8.4%	22.1%	14.7%	13.4%	<b>14.3%</b>
House/room rented in a private dwelling	2.2%	2.5%	5.1%	2.5%	<b>3.0%</b>
Private accommodation (1)	2.0%	5.0%	11.0%	2.1%	<b>4.1%</b>
Others (Cottage, cruise, camping,...)	2.1%	1.5%	5.4%	4.5%	<b>3.2%</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	5.2%	17.6%	22.8%	7.9%	<b>12.8%</b>
Bed and Breakfast	2.1%	5.6%	9.5%	2.5%	<b>4.5%</b>
Half board	22.1%	19.0%	17.3%	8.6%	<b>18.8%</b>
Full board	7.6%	3.2%	9.5%	16.0%	<b>6.7%</b>
All inclusive	63.0%	54.7%	40.8%	65.0%	<b>57.1%</b>



57.1% of tourists book all inclusive.



63%  
Germany



41%  
Spanish Mainland



55%  
UK



65%  
France

### Other expenses 📍

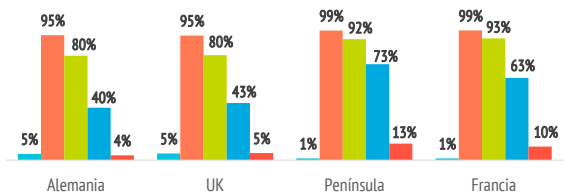
	Germany	UK	Spain	France	Fuerteventura
Restaurants or cafes	33.8%	49.1%	55.9%	30.9%	<b>41.7%</b>
Supermarkets	34.4%	46.1%	50.0%	27.3%	<b>40.0%</b>
Car rental	24.5%	16.6%	50.8%	32.1%	<b>26.0%</b>
Organized excursions	16.0%	9.9%	17.9%	24.3%	<b>15.6%</b>
Taxi, transfer, chauffeur service	65.3%	61.5%	24.5%	52.9%	<b>56.6%</b>
Theme Parks	4.0%	4.0%	2.2%	5.4%	<b>4.6%</b>
Sport activities	7.2%	6.5%	6.1%	8.0%	<b>7.0%</b>
Museums	1.8%	1.1%	4.6%	2.1%	<b>2.0%</b>
Flights between islands	1.9%	4.6%	7.6%	7.9%	<b>4.4%</b>

### Activities in the Canary Islands 🚶

Outdoor time per day	Germany	UK	Spain	France	Fuerteventura
0 hours	4.8%	5.1%	1.3%	1.3%	<b>4.2%</b>
1 - 2 hours	15.7%	14.9%	6.5%	6.0%	<b>13.0%</b>
3 - 6 hours	39.7%	36.5%	19.0%	30.1%	<b>34.3%</b>
7 - 12 hours	36.3%	38.1%	60.6%	52.4%	<b>42.4%</b>
More than 12 hours	3.6%	5.3%	12.5%	10.3%	<b>6.3%</b>

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

Legend: 0 hours (light blue), More than 1 hour (orange), More than 3 hours (green), More than 7 hours (dark blue), More than 12 hours (red)



Activities in the Canary Islands	Germany	UK	Spain	France	Fuerteventura
Beach	83.9%	67.5%	78.2%	77.0%	<b>76.8%</b>
Walk, wander	42.0%	73.6%	63.4%	67.0%	<b>58.4%</b>
Swimming pool, hotel facilities	42.9%	64.7%	52.3%	71.0%	<b>53.5%</b>
Explore the island on their own	36.8%	33.0%	56.9%	46.6%	<b>40.4%</b>
Taste Canarian gastronomy	17.3%	18.1%	33.0%	10.2%	<b>18.1%</b>
Sport activities	21.1%	11.0%	13.5%	19.5%	<b>17.5%</b>
Organized excursions	13.4%	9.9%	12.0%	32.6%	<b>14.7%</b>
Activities at sea	17.2%	7.4%	11.8%	10.6%	<b>12.3%</b>
Nature activities	10.7%	5.0%	10.8%	9.2%	<b>9.0%</b>
Nightlife / concerts / shows	4.2%	14.5%	10.2%	7.8%	<b>8.5%</b>
Wineries / markets / popular festi	6.1%	8.7%	9.8%	6.3%	<b>7.7%</b>
Theme parks	7.3%	5.6%	4.4%	15.2%	<b>7.5%</b>
Sea excursions / whale watching	7.7%	4.9%	8.9%	11.1%	<b>7.0%</b>
Museums / exhibitions	4.9%	4.1%	9.8%	7.5%	<b>5.5%</b>
Beauty and health treatments	4.3%	4.7%	5.7%	8.0%	<b>4.7%</b>
Astronomical observation	4.6%	1.2%	1.8%	2.1%	<b>2.8%</b>

\* Multi-choice question



# TOURIST PROFILE BY SOURCE MARKETS (2019)

## FUERTEVENTURA: MAIN SOURCE MARKETS



### Which places do they visit in Lanzarote?



	Germany	UK	Spain	France	Fuerteventura
Playas de Jandía	47.3%	15.1%	56.0%	44.5%	<b>37.3%</b>
Parque Natural Dunas de Corraleje	18.7%	23.5%	60.5%	44.1%	<b>27.8%</b>
Cotillo	16.0%	17.1%	48.5%	36.1%	<b>23.3%</b>
Betancuria	18.1%	7.8%	34.7%	35.8%	<b>19.6%</b>
Mirador de Betancuria	15.0%	6.4%	28.7%	24.8%	<b>15.3%</b>
Cofete	14.7%	3.6%	33.3%	20.9%	<b>14.7%</b>
Fábricas o museos de Aloe Vera	7.2%	4.3%	11.4%	20.0%	<b>8.4%</b>
Montaña Sagrada de Tindaya	4.9%	3.5%	18.1%	16.8%	<b>7.4%</b>
Mirador de Sicasumbre	5.4%	1.5%	12.9%	8.8%	<b>5.2%</b>
Museos	4.2%	3.5%	10.3%	7.5%	<b>5.0%</b>
La Casa de los Coroneles	2.4%	1.9%	14.6%	5.1%	<b>4.0%</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	18.1%	19.3%	7.8%	15.7%	<b>16.4%</b>
- Flights	15.0%	17.8%	7.9%	7.0%	<b>13.3%</b>
- Accommodation	23.1%	22.7%	11.3%	14.6%	<b>19.0%</b>
- Transport	13.7%	16.1%	12.9%	10.0%	<b>13.4%</b>
- Restaurants	17.7%	29.3%	31.6%	12.7%	<b>23.5%</b>
- Excursions	26.7%	22.3%	27.7%	20.9%	<b>25.4%</b>
- Activities	27.8%	27.1%	31.4%	23.9%	<b>28.6%</b>
<b>Book or purchase</b>					
- Tourist package	49.8%	46.9%	32.8%	32.7%	<b>45.2%</b>
- Flights	40.8%	61.9%	76.4%	59.0%	<b>57.1%</b>
- Accommodation	33.6%	55.4%	65.5%	56.4%	<b>50.4%</b>
- Transport	29.5%	48.1%	63.8%	45.3%	<b>44.8%</b>
- Restaurants	6.2%	10.1%	15.6%	9.3%	<b>9.4%</b>
- Excursions	9.8%	6.5%	18.1%	6.2%	<b>10.4%</b>
- Activities	10.5%	10.3%	16.5%	10.0%	<b>12.2%</b>

\* Multi-choice question

Internet usage in the Canary Islands	Germany	UK	Spain	France	Fuerteventura
<b>Did not use the Internet</b>	<b>10.5%</b>	<b>11.8%</b>	<b>14.5%</b>	<b>10.5%</b>	<b>10.4%</b>
<b>Used the Internet</b>	<b>89.5%</b>	<b>88.2%</b>	<b>85.5%</b>	<b>89.5%</b>	<b>89.6%</b>
- Own Internet connection	29.0%	28.4%	48.5%	40.5%	<b>33.7%</b>
- Free Wifi connection	45.3%	46.6%	23.7%	31.2%	<b>41.3%</b>
<b>Applications*</b>					
- Search for locations or maps	50.6%	47.8%	72.1%	60.5%	<b>54.7%</b>
- Search for destination info	41.0%	36.6%	42.5%	22.7%	<b>39.1%</b>
- Share pictures or trip videos	56.3%	54.6%	54.7%	64.8%	<b>56.6%</b>
- Download tourist apps	8.9%	4.6%	5.3%	5.3%	<b>7.1%</b>
- Others	26.2%	28.6%	16.1%	16.3%	<b>24.7%</b>

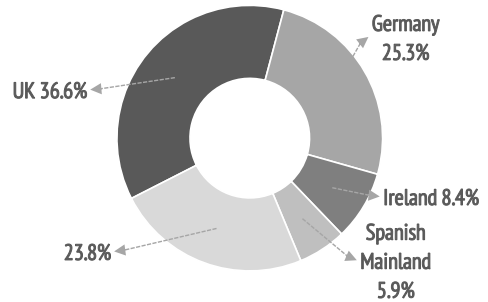
\* Multi-choice question

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



	Germany	UK	Spain	France	Fuerteventura
One island	92.8%	93.4%	84.9%	85.1%	<b>90.2%</b>
Two islands	5.4%	6.1%	14.0%	14.1%	<b>8.6%</b>
Three or more islands	1.8%	0.4%	1.1%	0.8%	<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	8.63	8.84	8.68	8.39	<b>8.69</b>

Experience in the Canary Islands	Germany	UK	Spain	France	Fuerteventura
Worse or much worse than expected	0.7%	2.2%	3.1%	6.1%	<b>2.1%</b>
Lived up to expectations	58.0%	55.5%	51.7%	68.2%	<b>56.5%</b>
Better or much better than expected	41.3%	42.3%	45.2%	25.7%	<b>41.3%</b>

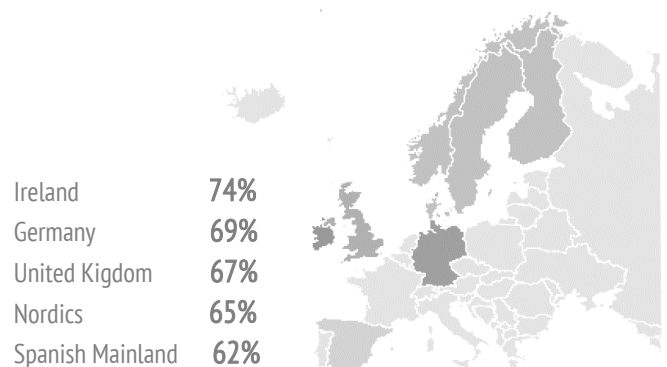
Future intentions (scale 1-10)	Germany	UK	Spain	France	Fuerteventura
Return to the Canary Islands	8.72	9.02	9.00	8.04	<b>8.74</b>
Recommend visiting the Canary Islands	8.93	9.12	9.11	8.48	<b>8.94</b>

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



	Germany	UK	Spain	France	Fuerteventura
Fuerteventura: Repeat tourists	68.7%	67.3%	61.9%	38.0%	<b>62.2%</b>
Fuerteventura: At least 10 previous visits	10.8%	7.4%	3.6%	1.7%	<b>7.3%</b>
Canary Islands: Repeat tourists	75.7%	80.8%	75.0%	44.3%	<b>72.0%</b>
Canary Islands: At least 10 previous visits	19.8%	21.9%	12.1%	3.1%	<b>16.5%</b>

### TOP 5: % REPEAT TOURISTS BY MARKETS



# TOURIST PROFILE BY SOURCE MARKETS (2019)

## FUERTEVENTURA: MAIN SOURCE MARKETS

### Where does the flight come from?



	Germany	UK	Spain	France	Fuerteventura
Germany	95.9%	2.3%	0.1%	0.3%	<b>37.1%</b>
United Kingdom	0.0%	0.2%	0.2%	98.4%	<b>25.4%</b>
Spanish Mainland	1.0%	9.0%	99.5%	0.3%	<b>10.5%</b>
France	0.1%	76.7%	0.0%	0.0%	<b>4.6%</b>
Italy	0.1%	0.2%	0.2%	0.1%	<b>4.3%</b>
Poland	0.0%	0.0%	0.0%	0.2%	<b>3.5%</b>
Switzerland	1.6%	6.3%	0.0%	0.0%	<b>2.7%</b>
Netherlands	0.3%	0.2%	0.0%	0.1%	<b>2.4%</b>
Ireland	0.0%	0.0%	0.0%	0.5%	<b>1.8%</b>
Denmark	0.0%	0.0%	0.0%	0.1%	<b>1.7%</b>
Austria	0.7%	0.0%	0.0%	0.0%	<b>1.0%</b>
Belgium	0.1%	2.4%	0.0%	0.1%	<b>1.0%</b>
Norway	0.1%	0.0%	0.0%	0.0%	<b>0.4%</b>
Luxembourg	0.3%	1.8%	0.0%	0.0%	<b>0.4%</b>
Portugal	0.0%	0.9%	0.0%	0.0%	<b>0.3%</b>

### Who do they come with?



	Germany	UK	Spain	France	Fuerteventura
Unaccompanied	8.2%	6.8%	14.6%	3.4%	<b>8.1%</b>
Only with partner	54.2%	51.8%	48.6%	47.7%	<b>50.8%</b>
Only with children (< 13 years old)	7.0%	3.9%	4.5%	10.4%	<b>6.0%</b>
Partner + children (< 13 years old)	5.5%	7.1%	6.2%	8.2%	<b>6.6%</b>
Other relatives	4.6%	12.2%	6.7%	7.1%	<b>8.0%</b>
Friends	3.6%	5.1%	6.7%	2.9%	<b>4.9%</b>
Work colleagues	0.2%	0.0%	0.3%	0.0%	<b>0.2%</b>
Organized trip	0.4%	0.0%	0.0%	1.2%	<b>0.3%</b>
Other combinations (1)	16.4%	13.0%	12.4%	19.1%	<b>15.0%</b>

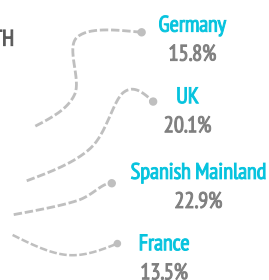
(1) Different situations have been isolated

	Germany	UK	Spain	France	Fuerteventura
<b>Tourists with children</b>	<b>15.8%</b>	<b>20.1%</b>	<b>22.9%</b>	<b>13.5%</b>	<b>18.3%</b>
- Between 0 and 2 years old	0.8%	1.2%	1.5%	1.5%	1.2%
- Between 3 and 12 years old	13.9%	17.3%	21.3%	11.1%	15.9%
- Between 0 -2 and 3-12 years old	1.1%	1.6%	0.2%	0.9%	1.2%
<b>Tourists without children</b>	<b>84.2%</b>	<b>79.9%</b>	<b>77.1%</b>	<b>86.5%</b>	<b>81.7%</b>
<b>Group composition:</b>					
- 1 person	10.2%	9.8%	17.8%	4.1%	<b>11.2%</b>
- 2 people	62.4%	57.0%	52.9%	57.4%	<b>57.4%</b>
- 3 people	11.8%	10.0%	13.7%	13.5%	<b>12.1%</b>
- 4 or 5 people	13.5%	17.6%	14.0%	23.1%	<b>16.2%</b>
- 6 or more people	2.0%	5.4%	1.7%	2.0%	<b>3.2%</b>
<b>Average group size:</b>	<b>2.42</b>	<b>2.70</b>	<b>2.36</b>	<b>2.69</b>	<b>2.55</b>

### TOURIST TRAVELLING WITH CHILDREN



(Under the age of 13)  
Fuerteventura: 18.3%



### Who are they?



	Germany	UK	Spain	France	Fuerteventura
<b>Gender</b>					
Men	52.0%	43.5%	51.7%	52.4%	<b>49.1%</b>
Women	48.0%	56.5%	48.3%	47.6%	<b>50.9%</b>
<b>Age</b>					
Average age (tourist > 15 years old)	50.1	52.1	44.7	47.0	<b>49.2</b>
Standard deviation	15.6	14.6	14.0	14.1	<b>15.2</b>
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	6.1%	4.0%	4.9%	6.9%	<b>5.4%</b>
25 - 30 years old	8.4%	5.7%	13.7%	8.6%	<b>8.7%</b>
31 - 45 years old	22.6%	22.0%	37.5%	31.8%	<b>26.2%</b>
46 - 60 years old	35.6%	35.4%	27.9%	34.0%	<b>33.9%</b>
Over 60 years old	27.3%	32.9%	16.1%	18.7%	<b>25.7%</b>
<b>Occupation</b>					
Salaried worker	57.0%	52.6%	58.2%	66.7%	<b>54.4%</b>
Self-employed	9.1%	10.9%	14.0%	5.9%	<b>11.1%</b>
Unemployed	0.2%	0.5%	1.4%	0.8%	<b>0.9%</b>
Business owner	12.6%	3.5%	8.1%	6.3%	<b>10.0%</b>
Student	2.3%	1.9%	3.6%	3.0%	<b>2.9%</b>
Retired	17.0%	29.4%	13.4%	16.1%	<b>19.3%</b>
Unpaid domestic work	0.7%	1.0%	0.9%	0.0%	<b>0.9%</b>
Others	1.0%	0.3%	0.3%	1.2%	<b>0.6%</b>
<b>Annual household income level</b>					
Less than €25,000	9.5%	18.6%	22.8%	13.9%	<b>15.6%</b>
€25,000 - €49,999	38.6%	37.5%	50.4%	51.0%	<b>39.9%</b>
€50,000 - €74,999	26.3%	20.7%	16.1%	19.6%	<b>21.9%</b>
More than €74,999	25.7%	23.1%	10.8%	15.5%	<b>22.5%</b>
<b>Education level</b>					
No studies	0.5%	11.9%	0.2%	0.8%	<b>3.5%</b>
Primary education	4.2%	0.8%	5.9%	3.4%	<b>3.3%</b>
Secondary education	25.4%	22.4%	22.0%	28.6%	<b>24.4%</b>
Higher education	69.8%	64.9%	71.9%	67.2%	<b>68.8%</b>

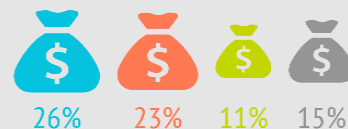


AVERAGE AGE  
(> 15 years old)

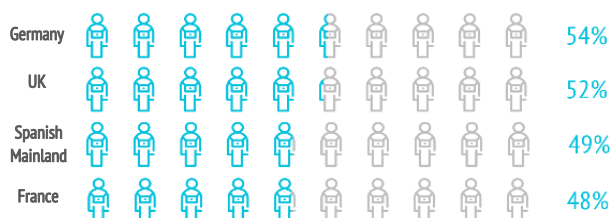


### % OF TOURISTS WITH INCOMES OVER €74,999

Germany Spanish Mainland  
UK France



### % OF TOURISTS TRAVELLING ONLY WITH PARTNER



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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