

TOURIST PROFILE BY QUARTER OF TRIP (2018)

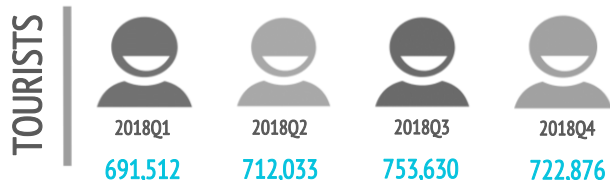
LANZAROTE

How many are they and how much do they spend?



| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|---|--------|--------|--------|--------|-------|
| TOURISTS | | | | | |
| Tourist arrivals (FRONTUR) (*) | 0.69 | 0.71 | 0.75 | 0.72 | 2.88 |
| Tourist arrivals > 15 years old (EGT) (*) | 0.62 | 0.59 | 0.60 | 0.65 | 2.46 |
| - book holiday package (*) | 0.34 | 0.32 | 0.36 | 0.34 | 1.36 |
| - do not book holiday package (*) | 0.28 | 0.27 | 0.24 | 0.31 | 1.09 |
| - % tourists who book holiday package | 54.9% | 54.2% | 60.1% | 52.8% | 55.5% |

(*) Million of tourists



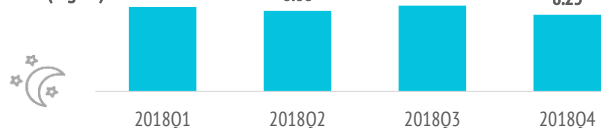
% TOURISTS WHO BOOK HOLIDAY PACKAGE



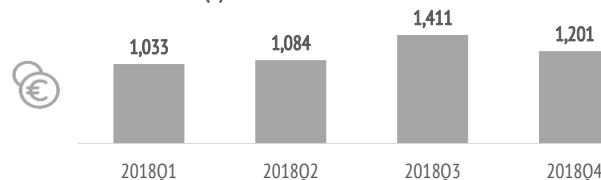
| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|--|--------------|--------------|--------------|--------------|--------------|
| Expenditure per tourist (€) | 1,033 | 1,084 | 1,411 | 1,201 | 1,182 |
| - book holiday package | 1,066 | 1,183 | 1,521 | 1,358 | 1,287 |
| - holiday package | 859 | 956 | 1,257 | 1,146 | 1,060 |
| - others | 207 | 227 | 263 | 211 | 228 |
| - do not book holiday package | 992 | 967 | 1,245 | 1,026 | 1,051 |
| - flight | 223 | 273 | 365 | 293 | 286 |
| - accommodation | 420 | 353 | 444 | 398 | 402 |
| - others | 349 | 341 | 437 | 334 | 362 |
| Average lenght of stay | 9.09 | 8.68 | 9.23 | 8.25 | 8.80 |
| - book holiday package | 8.23 | 8.51 | 8.86 | 7.89 | 8.38 |
| - do not book holiday package | 10.13 | 8.87 | 9.79 | 8.65 | 9.33 |
| Average daily expenditure (€) | 126.6 | 135.6 | 162.7 | 158.3 | 146.0 |
| - book holiday package | 134.4 | 147.2 | 177.5 | 181.0 | 160.6 |
| - do not book holiday package | 117.0 | 121.9 | 140.4 | 132.9 | 127.8 |
| Total turnover (> 15 years old) (€m) | 636 | 640 | 848 | 781 | 2,904 |
| - book holiday package | 360 | 378 | 550 | 466 | 1,754 |
| - do not book holiday package | 275 | 262 | 298 | 315 | 1,150 |

AVERAGE LENGHT OF STAY

(nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice



| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|----------------------|--------|--------|--------|--------|-------|
| Climate | 79.4% | 75.5% | 73.0% | 81.5% | 77.5% |
| Safety | 52.1% | 52.6% | 57.9% | 54.4% | 54.3% |
| Tranquility | 46.4% | 47.5% | 47.6% | 48.9% | 47.6% |
| Accommodation supply | 42.6% | 47.6% | 50.8% | 45.2% | 46.5% |
| Price | 36.0% | 38.4% | 41.7% | 37.3% | 38.3% |
| Sea | 33.7% | 34.7% | 41.5% | 38.3% | 37.1% |
| Effortless trip | 35.8% | 35.7% | 34.3% | 38.6% | 36.1% |
| European belonging | 37.0% | 34.8% | 29.9% | 38.6% | 35.2% |
| Environment | 31.5% | 33.9% | 34.7% | 32.6% | 33.1% |
| Landscapes | 29.9% | 28.7% | 31.3% | 30.8% | 30.2% |
| Beaches | 24.3% | 28.1% | 37.8% | 29.8% | 30.0% |
| Gastronomy | 22.4% | 20.6% | 20.3% | 22.1% | 21.4% |
| Authenticity | 20.2% | 19.1% | 22.3% | 19.1% | 20.2% |
| Fun possibilities | 12.3% | 16.2% | 25.0% | 15.5% | 17.2% |
| Exoticism | 7.2% | 9.6% | 11.2% | 6.9% | 8.6% |
| Historical heritage | 8.0% | 7.1% | 9.2% | 8.5% | 8.2% |
| Culture | 7.4% | 8.2% | 8.7% | 7.8% | 8.0% |
| Shopping | 5.5% | 7.9% | 8.7% | 6.3% | 7.1% |
| Hiking trail network | 6.6% | 5.3% | 4.2% | 7.4% | 5.9% |
| Nightlife | 4.4% | 4.9% | 6.0% | 3.9% | 4.8% |

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 ACCOMMODATION SUPPLY



What is the main motivation for their holidays?



| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|-------------------------|--------|--------|--------|--------|-------|
| Rest | 66.3% | 60.4% | 52.4% | 58.4% | 59.4% |
| Enjoy family time | 6.5% | 11.8% | 19.4% | 17.4% | 13.8% |
| Have fun | 3.6% | 4.7% | 6.4% | 4.0% | 4.7% |
| Explore the destination | 18.7% | 20.5% | 19.2% | 17.3% | 18.9% |
| Practice their hobbies | 1.9% | 1.8% | 1.7% | 1.7% | 1.7% |
| Other reasons | 3.0% | 0.8% | 0.8% | 1.2% | 1.5% |

How far in advance do they book their trip?



| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|------------------------|--------|--------|--------|--------|-------|
| The same day | 0.4% | 0.4% | 0.7% | 0.1% | 0.4% |
| Between 1 and 30 days | 22.0% | 15.8% | 19.5% | 15.9% | 18.3% |
| Between 1 and 2 months | 27.6% | 22.7% | 17.5% | 22.6% | 22.7% |
| Between 3 and 6 months | 31.4% | 37.8% | 30.9% | 34.0% | 33.5% |
| More than 6 months | 18.5% | 23.4% | 31.5% | 27.3% | 25.2% |

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

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 QUARTER OF TRIP (2018)

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

| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|---------------------------------------|--------|--------|--------|--------|--------------|
| Previous visits to the Canary Islands | 62.1% | 55.8% | 51.8% | 61.8% | 58.0% |
| Friends or relatives | 23.4% | 26.7% | 31.3% | 25.3% | 26.6% |
| Internet or social media | 64.1% | 62.8% | 65.5% | 62.2% | 63.6% |
| Mass Media | 1.6% | 0.6% | 1.2% | 1.6% | 1.2% |
| Travel guides and magazines | 11.9% | 10.4% | 8.9% | 10.6% | 10.5% |
| Travel Blogs or Forums | 5.9% | 7.3% | 8.0% | 6.7% | 7.0% |
| Travel TV Channels | 0.5% | 0.6% | 0.6% | 0.6% | 0.6% |
| Tour Operator or Travel Agency | 23.4% | 25.6% | 27.2% | 26.5% | 25.7% |
| Public administrations or similar | 0.2% | 0.2% | 0.3% | 0.5% | 0.3% |
| Others | 0.9% | 2.5% | 1.6% | 1.6% | 1.7% |

* Multi-choice question

With whom did they book their flight and accommodation? 👁

| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|-----------------------------------|--------|--------|--------|--------|--------------|
| Flight | | | | | |
| - Directly with the airline | 43.5% | 43.3% | 38.8% | 43.4% | 42.3% |
| - Tour Operator or Travel Agency | 56.5% | 56.7% | 61.2% | 56.6% | 57.7% |
| Accommodation | | | | | |
| - Directly with the accommodation | 32.4% | 31.4% | 27.4% | 31.9% | 30.8% |
| - Tour Operator or Travel Agency | 67.6% | 68.6% | 72.6% | 68.1% | 69.2% |

Where do they stay? 🛏

| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|---|--------|--------|--------|--------|--------------|
| 1-2-3* Hotel | 11.4% | 10.5% | 9.1% | 7.3% | 9.5% |
| 4* Hotel | 41.4% | 37.8% | 35.6% | 36.9% | 37.9% |
| 5* Hotel / 5* Luxury Hotel | 5.0% | 6.1% | 6.9% | 10.1% | 7.1% |
| Aparthotel / Tourist Villa | 30.1% | 30.3% | 34.7% | 27.9% | 30.7% |
| House/room rented in a private dwelling | 4.7% | 4.0% | 4.4% | 5.6% | 4.7% |
| Private accommodation ⁽¹⁾ | 3.2% | 3.7% | 4.1% | 4.4% | 3.9% |
| Others (Cottage, cruise, camping,...) | 4.3% | 7.5% | 5.3% | 7.7% | 6.2% |

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

What do they book? 🍽

| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|-------------------|--------|--------|--------|--------|--------------|
| Room only | 29.3% | 29.4% | 30.0% | 32.2% | 30.3% |
| Bed and Breakfast | 10.6% | 12.3% | 8.1% | 9.7% | 10.2% |
| Half board | 22.8% | 19.6% | 18.2% | 18.5% | 19.8% |
| Full board | 2.6% | 2.0% | 2.3% | 2.0% | 2.2% |
| All inclusive | 34.6% | 36.6% | 41.3% | 37.6% | 37.5% |



37.5% of tourists book all inclusive.



34.6%
2018Q1



43.7%
2018Q3



41.0%
2018Q2



38.3%
2018Q4

Other expenses 📍

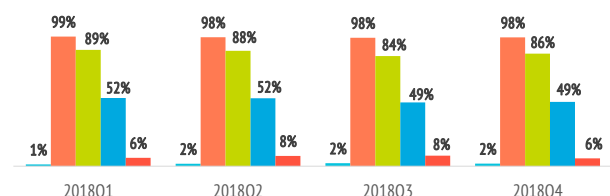
| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | TOTAL |
|-----------------------------------|--------|--------|--------|--------|--------------|
| Restaurants or cafes | 67.6% | 67.8% | 66.6% | 68.2% | 67.6% |
| Supermarkets | 56.0% | 59.3% | 59.0% | 59.1% | 58.3% |
| Car rental | 34.9% | 34.5% | 33.7% | 30.3% | 33.3% |
| Organized excursions | 23.9% | 25.4% | 32.4% | 24.2% | 26.4% |
| Taxi, transfer, chauffeur service | 56.8% | 55.3% | 57.6% | 53.1% | 55.7% |
| Theme Parks | 3.5% | 4.6% | 9.8% | 5.1% | 5.7% |
| Sport activities | 6.2% | 7.7% | 8.3% | 5.7% | 6.9% |
| Museums | 14.5% | 12.2% | 13.0% | 13.2% | 13.2% |
| Flights between islands | 5.5% | 7.5% | 7.5% | 6.0% | 6.6% |

Activities in the Canary Islands 🚶

| Outdoor time per day | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|----------------------|--------|--------|--------|--------|--------------|
| 0 hours | 1.3% | 1.9% | 2.3% | 2.0% | 1.8% |
| 1 - 2 hours | 10.1% | 10.3% | 13.9% | 12.4% | 11.7% |
| 3 - 6 hours | 36.7% | 36.2% | 35.3% | 36.7% | 36.2% |
| 7 - 12 hours | 45.5% | 43.9% | 40.5% | 43.0% | 43.2% |
| More than 12 hours | 6.4% | 7.8% | 8.1% | 6.0% | 7.0% |

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



| Activities in the Canary Islands | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|-----------------------------------|--------|--------|--------|--------|--------------|
| Walk, wander | 80.3% | 80.2% | 72.4% | 76.3% | 77.3% |
| Beach | 53.1% | 65.2% | 76.3% | 63.0% | 64.3% |
| Swimming pool, hotel facilities | 53.0% | 68.0% | 76.4% | 60.4% | 64.3% |
| Explore the island on their own | 50.4% | 50.1% | 48.2% | 49.1% | 49.5% |
| Taste Canarian gastronomy | 27.2% | 29.6% | 27.6% | 26.2% | 27.6% |
| Wineries/markets/popular festival | 20.0% | 19.7% | 22.2% | 18.4% | 20.0% |
| Organized excursions | 18.9% | 19.3% | 23.6% | 17.7% | 19.8% |
| Museums / exhibitions | 21.2% | 18.3% | 19.1% | 18.9% | 19.4% |
| Sport activities | 14.8% | 15.5% | 18.1% | 14.9% | 15.8% |
| Nightlife / concerts / shows | 12.2% | 13.6% | 15.1% | 11.3% | 13.0% |
| Activities at sea | 6.6% | 7.9% | 12.7% | 8.8% | 9.0% |
| Theme parks | 4.9% | 7.5% | 13.9% | 6.9% | 8.3% |
| Nature activities | 8.2% | 7.3% | 6.8% | 7.5% | 7.5% |
| Sea excursions / whale watching | 3.6% | 6.4% | 11.1% | 5.7% | 6.7% |
| Beauty and health treatments | 6.1% | 6.0% | 4.9% | 4.6% | 5.4% |
| Astronomical observation | 1.7% | 1.3% | 2.8% | 2.0% | 2.0% |

* Multi-choice question



TOURIST PROFILE BY QUARTER OF TRIP (2018)

LANZAROTE



Which places do they visit in Lanzarote?

| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|--------------------------|--------|--------|--------|--------|--------------|
| Montaña del Fuego | 36.4% | 36.4% | 37.8% | 32.7% | 35.7% |
| Arrecife | 31.9% | 28.7% | 28.5% | 30.0% | 29.8% |
| Jameos del agua | 27.9% | 27.6% | 30.4% | 24.5% | 27.6% |
| Mirador del Río | 26.3% | 24.8% | 26.3% | 23.1% | 25.1% |
| Cueva de los Verdes | 19.8% | 22.0% | 25.2% | 18.6% | 21.4% |
| Mercadillo de Teguise | 22.2% | 20.4% | 23.4% | 19.3% | 21.3% |
| Jardín de Cactus | 19.5% | 20.1% | 17.2% | 16.5% | 18.3% |
| Fundación César Manrique | 18.2% | 15.3% | 13.5% | 15.6% | 15.7% |
| Monumento al Campesino | 11.3% | 10.1% | 10.6% | 10.0% | 10.5% |
| Isla de La Graciosa | 6.2% | 7.8% | 9.3% | 6.1% | 7.3% |
| Castillo de San José | 4.2% | 4.0% | 4.3% | 3.8% | 4.1% |

”
4 in 10 tourists in Lanzarote visit
Montaña del Fuego (Ruta de los Volcanes)



| | |
|--------|-------|
| 2018Q1 | 36.4% |
| 2018Q2 | 36.4% |
| 2018Q3 | 37.8% |
| 2018Q4 | 32.7% |

Internet usage during their trip



| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|-------------------------|--------|--------|--------|--------|--------------|
| Research | | | | | |
| - Tourist package | 15.2% | 17.1% | 17.8% | 15.6% | 16.4% |
| - Flights | 14.6% | 12.7% | 14.9% | 12.9% | 13.8% |
| - Accommodation | 19.8% | 16.6% | 19.7% | 17.7% | 18.4% |
| - Transport | 13.6% | 12.7% | 17.0% | 13.3% | 14.2% |
| - Restaurants | 25.6% | 27.4% | 32.5% | 26.8% | 28.2% |
| - Excursions | 23.9% | 28.9% | 33.3% | 24.5% | 27.8% |
| - Activities | 30.0% | 33.7% | 37.7% | 28.8% | 32.6% |
| Book or purchase | | | | | |
| - Tourist package | 39.5% | 34.8% | 37.7% | 38.5% | 37.6% |
| - Flights | 65.6% | 69.3% | 66.5% | 67.7% | 67.3% |
| - Accommodation | 58.9% | 60.9% | 58.7% | 60.6% | 59.8% |
| - Transport | 47.4% | 52.1% | 50.3% | 49.6% | 49.9% |
| - Restaurants | 8.1% | 9.1% | 10.4% | 11.2% | 9.7% |
| - Excursions | 7.5% | 8.6% | 12.5% | 8.7% | 9.5% |
| - Activities | 7.4% | 9.4% | 12.2% | 10.5% | 10.0% |

* Multi-choise question

| Internet usage in the Canary Islands | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|--------------------------------------|--------------|--------------|--------------|--------------|--------------|
| Did not use the Internet | 11.9% | 10.3% | 6.6% | 7.8% | 9.1% |
| Used the Internet | 88.1% | 89.7% | 93.4% | 92.2% | 90.9% |
| - Own Internet connection | 30.6% | 32.5% | 36.1% | 32.4% | 32.9% |
| - Free Wifi connection | 48.1% | 48.7% | 46.7% | 48.4% | 48.0% |
| Applications* | | | | | |
| - Search for locations or maps | 55.7% | 59.9% | 61.3% | 61.2% | 59.6% |
| - Search for destination info | 46.2% | 44.1% | 50.5% | 47.3% | 47.1% |
| - Share pictures or trip videos | 53.0% | 54.3% | 60.4% | 54.4% | 55.6% |
| - Download tourist apps | 5.5% | 7.6% | 7.7% | 6.9% | 6.9% |
| - Others | 29.5% | 26.3% | 21.1% | 26.3% | 25.7% |

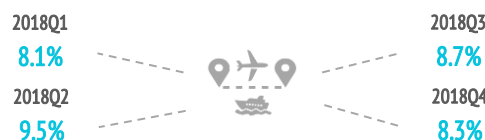
* Multi-choise question

How many islands do they visit during their trip?



| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|-----------------------|--------|--------|--------|--------|--------------|
| One island | 91.9% | 90.5% | 91.3% | 91.7% | 91.4% |
| Two islands | 7.5% | 8.8% | 7.8% | 7.9% | 8.0% |
| Three or more islands | 0.6% | 0.7% | 0.9% | 0.3% | 0.6% |

% TOURISTS VISITING MORE THAN ONE ISLAND



How do they rate the Canary Islands?



| Satisfaction (scale 0-10) | 2018Q1 | 2018Q1 | 2018Q1 | 2018Q1 | 2018Q1 |
|---|--------|--------|--------|--------|--------------|
| Average rating | 8.67 | 8.66 | 8.78 | 8.69 | 8.70 |
| Experience in the Canary Islands | | | | | |
| Worse or much worse than expected | 2.8% | 3.3% | 2.3% | 2.4% | 2.7% |
| Lived up to expectations | 63.1% | 58.5% | 51.3% | 59.4% | 58.1% |
| Better or much better than expected | 34.1% | 38.2% | 46.4% | 38.2% | 39.2% |

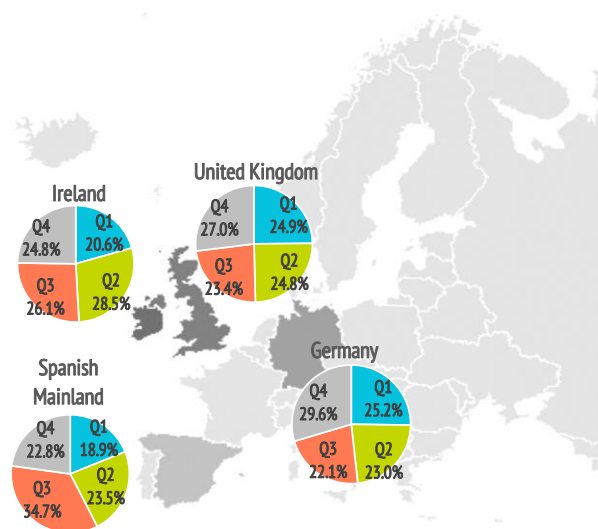
| Future intentions (scale 1-10) | 2018Q1 | 2018Q1 | 2018Q1 | 2018Q1 | 2018Q1 |
|---------------------------------------|--------|--------|--------|--------|-------------|
| Return to the Canary Islands | 8.73 | 8.68 | 8.67 | 8.84 | 8.73 |
| Recommend visiting the Canary Islands | 8.97 | 8.95 | 9.00 | 9.02 | 8.98 |

How many are loyal to the Canary Islands?



| | 2018Q1 | 2018Q1 | 2018Q1 | 2018Q1 | 2018Q1 |
|--|--------------|--------------|--------------|--------------|--------------|
| Repeat tourists | 72.5% | 66.8% | 66.8% | 72.3% | 69.7% |
| Repeat tourists (last 5 years) | 10.9% | 8.6% | 6.5% | 11.5% | 9.4% |
| Repeat tourists (last 5 years)(5 or more visits) | 79.3% | 73.7% | 73.3% | 79.2% | 76.5% |
| At least 10 previous visits | 22.1% | 65.8% | 13.6% | 24.1% | 20.0% |

LANZAROTE: MAIN MARKETS % TOURISTS BY QUARTER OF TRIP



TOURIST PROFILE BY QUARTER OF TRIP (2018)

LANZAROTE



Where are they from?



| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|------------------|--------|--------|--------|--------|--------------|
| United Kingdom | 47.0% | 48.8% | 45.3% | 48.2% | 47.3% |
| Germany | 12.0% | 11.4% | 10.8% | 13.3% | 11.9% |
| Ireland | 7.9% | 11.4% | 10.2% | 9.0% | 9.6% |
| Spanish Mainland | 6.8% | 8.8% | 12.7% | 7.7% | 9.0% |
| France | 5.2% | 5.8% | 5.3% | 3.7% | 5.0% |
| Netherlands | 4.7% | 3.3% | 3.8% | 3.7% | 3.9% |
| Italy | 2.5% | 2.9% | 2.9% | 2.4% | 2.6% |
| Belgium | 1.8% | 1.6% | 2.1% | 1.9% | 1.9% |
| Poland | 2.0% | 1.8% | 1.8% | 1.3% | 1.7% |
| Switzerland | 1.6% | 1.2% | 1.2% | 1.9% | 1.5% |
| Denmark | 1.7% | 0.4% | 1.1% | 1.7% | 1.2% |
| Sweden | 2.4% | 0.3% | 0.0% | 1.2% | 1.0% |
| Norway | 1.4% | 0.1% | 0.1% | 1.3% | 0.8% |
| Finland | 1.5% | 0.2% | 0.1% | 0.9% | 0.7% |
| Austria | 0.2% | 0.4% | 0.4% | 0.3% | 0.3% |
| Czech Republic | 0.2% | 0.2% | 0.5% | 0.2% | 0.3% |
| Russia | 0.0% | 0.0% | 0.1% | 0.1% | 0.0% |
| Others | 1.2% | 1.4% | 1.6% | 1.3% | 1.4% |

Who do they come with?



| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|-------------------------------------|--------|--------|--------|--------|--------------|
| Unaccompanied | 6.0% | 5.6% | 2.8% | 4.5% | 4.7% |
| Only with partner | 63.6% | 52.7% | 33.6% | 44.9% | 48.7% |
| Only with children (< 13 years old) | 3.1% | 5.1% | 9.9% | 6.3% | 6.1% |
| Partner + children (< 13 years old) | 4.2% | 6.8% | 14.6% | 10.2% | 9.0% |
| Other relatives | 7.2% | 10.2% | 13.6% | 11.7% | 10.7% |
| Friends | 5.3% | 5.2% | 3.9% | 4.3% | 4.7% |
| Work colleagues | 0.1% | 0.1% | 0.1% | 0.1% | 0.1% |
| Organized trip | 0.3% | 0.2% | 0.1% | 0.3% | 0.2% |
| Other combinations ⁽¹⁾ | 10.3% | 14.0% | 21.4% | 17.6% | 15.8% |

(1) Different situations have been isolated

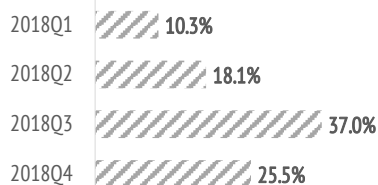
| | | | | | |
|----------------------------------|--------------|--------------|--------------|--------------|--------------|
| Tourists with children | 10.3% | 18.1% | 37.0% | 25.5% | 22.7% |
| - Between 0 and 2 years old | 1.7% | 1.3% | 2.0% | 1.2% | 1.6% |
| - Between 3 and 12 years old | 8.0% | 15.5% | 32.3% | 22.6% | 19.6% |
| - Between 0 - 2 and 3 - 12 years | 0.6% | 1.4% | 2.7% | 1.7% | 1.6% |
| Tourists without children | 89.7% | 81.9% | 63.0% | 74.5% | 77.3% |
| Group composition: | | | | | |
| - 1 person | 8.9% | 7.9% | 4.4% | 7.3% | 7.1% |
| - 2 people | 69.1% | 57.3% | 38.2% | 48.4% | 53.2% |
| - 3 people | 8.2% | 12.0% | 19.2% | 14.7% | 13.5% |
| - 4 or 5 people | 12.0% | 19.0% | 30.8% | 23.3% | 21.3% |
| - 6 or more people | 1.9% | 3.7% | 7.4% | 6.3% | 4.8% |
| Average group size: | 2.34 | 2.66 | 3.23 | 2.94 | 2.79 |



22.7% of tourists travel with children.



(under the age of 13)



Who are they?



| | 2018Q1 | 2018Q2 | 2018Q3 | 2018Q4 | 2018 |
|--------------------------------------|--------|--------|--------|--------|--------------|
| Gender | | | | | |
| Men | 51.6% | 49.6% | 52.2% | 51.4% | 51.2% |
| Women | 48.4% | 50.4% | 47.8% | 48.6% | 48.8% |
| Age | | | | | |
| Average age (tourist > 15 years old) | 53.0 | 49.6 | 44.0 | 50.4 | 49.3 |
| Standard deviation | 14.7 | 15.0 | 13.2 | 14.1 | 14.6 |
| Age range (> 15 years old) | | | | | |
| 16 - 24 years old | 2.7% | 4.8% | 7.9% | 3.5% | 4.7% |
| 25 - 30 years old | 7.2% | 9.1% | 10.4% | 5.5% | 8.0% |
| 31 - 45 years old | 19.7% | 25.6% | 36.3% | 27.8% | 27.3% |
| 46 - 60 years old | 34.0% | 33.8% | 32.8% | 37.7% | 34.6% |
| Over 60 years old | 36.4% | 26.6% | 12.6% | 25.6% | 25.4% |
| Occupation | | | | | |
| Salaried worker | 46.0% | 55.5% | 65.5% | 56.3% | 55.8% |
| Self-employed | 10.4% | 9.6% | 10.5% | 12.4% | 10.8% |
| Unemployed | 0.8% | 0.6% | 1.2% | 0.4% | 0.7% |
| Business owner | 8.0% | 8.0% | 7.1% | 6.7% | 7.4% |
| Student | 1.6% | 2.7% | 5.5% | 1.5% | 2.8% |
| Retired | 32.0% | 22.8% | 8.8% | 21.0% | 21.2% |
| Unpaid domestic work | 0.7% | 0.3% | 1.1% | 1.3% | 0.8% |
| Others | 0.6% | 0.5% | 0.3% | 0.4% | 0.5% |
| Annual household income level | | | | | |
| Less than €25,000 | 14.9% | 13.9% | 15.1% | 12.1% | 14.0% |
| €25,000 - €49,999 | 39.7% | 36.0% | 36.1% | 34.0% | 36.4% |
| €50,000 - €74,999 | 23.0% | 27.4% | 27.1% | 26.4% | 25.9% |
| More than €74,999 | 22.5% | 22.7% | 21.8% | 27.5% | 23.7% |
| Education level | | | | | |
| No studies | 6.9% | 7.8% | 6.5% | 6.1% | 6.8% |
| Primary education | 2.5% | 1.7% | 1.3% | 1.6% | 1.8% |
| Secondary education | 24.5% | 18.7% | 19.8% | 20.6% | 20.9% |
| Higher education | 66.2% | 71.8% | 72.4% | 71.8% | 70.5% |



AVERAGE AGE
(> 15 years old)



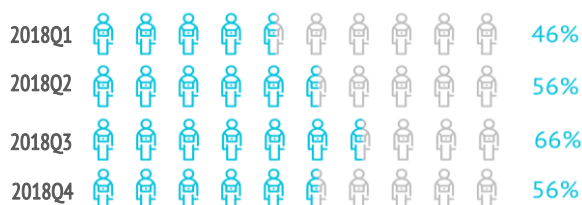
% OF TOURISTS WITH INCOMES OVER
€74,999

2018Q1
2018Q2

2018Q3
2018Q4



% SALARIED WORKED TOURISTS



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.