

TOURIST PROFILE BY SOURCE MARKETS (2019)

CANARY ISLANDS: MAIN SOURCE MARKETS



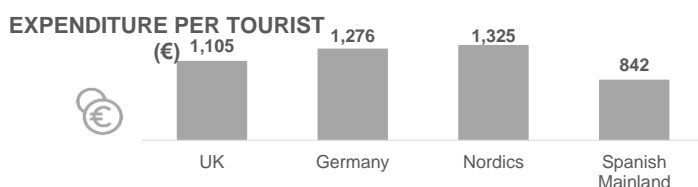
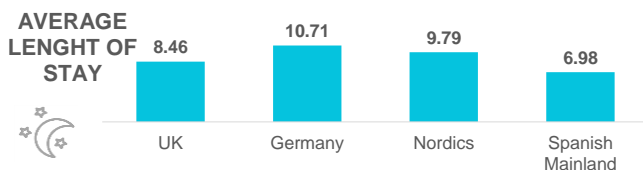
How many are they and how much do they spend?



| | UK | Germany | Nordics | Spanish M. | TOTAL |
|---|-------------|-------------|-------------|-------------|--------------|
| TOURISTS | | | | | |
| Tourist arrivals (FRONTUR) (M) | 4.94 | 2.65 | 1.54 | 1.96 | 15.11 |
| Tourist arrivals > 15 years old (EGT) (M) | 4.31 | 2.39 | 1.29 | 1.76 | 13.27 |
| - book holiday package (M) | 2.59 | 1.71 | 0.91 | 0.52 | 7.43 |
| - do not book holiday package (M) | 1.72 | 0.68 | 0.37 | 1.24 | 5.85 |
| - % tourists who book holiday package | 60.1% | 71.4% | 70.9% | 29.7% | 56.0% |



| | UK | Germany | Nordics | Spanish M. | TOTAL |
|--|--------------|--------------|--------------|--------------|---------------|
| Expenditure per tourist (€) | 1,105 | 1,276 | 1,325 | 842 | 1,136 |
| - book holiday package | 1,234 | 1,345 | 1,363 | 1,064 | 1,268 |
| - holiday package | 997.9 | 1,142 | 1,074 | 827 | 1,031 |
| - others | 236 | 203 | 289 | 238 | 237 |
| - do not book holiday package | 911 | 1,104 | 1,231 | 749 | 967 |
| - flight | 237 | 304 | 397 | 196 | 263 |
| - accommodation | 317 | 356 | 379 | 241 | 321 |
| - others | 357 | 443 | 455 | 312 | 383 |
| Average length of stay | 8.46 | 10.71 | 9.79 | 6.98 | 9.09 |
| - book holiday package | 8.12 | 10.11 | 8.70 | 6.90 | 8.64 |
| - do not book holiday package | 8.98 | 12.20 | 12.43 | 7.02 | 9.68 |
| Average daily expenditure (€) | 141.3 | 132.3 | 152.8 | 135.6 | 138.9 |
| - book holiday package | 158.2 | 142.1 | 166.9 | 164.3 | 155.4 |
| - do not book holiday package | 115.8 | 107.7 | 118.6 | 123.4 | 117.9 |
| Total turnover (> 15 years old) (€m) | 4,760 | 3,054 | 1,705 | 1,485 | 15,070 |
| - book holiday package | 3,194 | 2,300 | 1,244 | 557 | 9,416 |
| - do not book holiday package | 1,566 | 755 | 461 | 928 | 5,655 |



Importance of each factor in the destination choice



| | UK | Germany | Nordics | Spanish M. | TOTAL |
|----------------------|-------|---------|---------|------------|--------------|
| Climate | 82.1% | 78.4% | 86.2% | 66.3% | 78.4% |
| Safety | 62.2% | 56.1% | 39.8% | 33.4% | 51.9% |
| Tranquility | 46.9% | 51.6% | 35.1% | 49.5% | 47.6% |
| Sea | 33.3% | 61.2% | 43.9% | 43.5% | 44.4% |
| Accommodation supply | 55.7% | 41.6% | 33.0% | 25.1% | 42.9% |
| Beaches | 30.9% | 47.8% | 35.0% | 39.0% | 37.7% |
| Price | 50.7% | 27.7% | 26.7% | 27.3% | 37.4% |
| European belonging | 33.6% | 41.8% | 29.7% | 35.2% | 36.1% |
| Effortless trip | 43.0% | 45.0% | 22.4% | 24.5% | 35.2% |
| Environment | 35.1% | 27.4% | 24.4% | 39.7% | 33.2% |
| Landscapes | 22.1% | 38.0% | 20.8% | 47.8% | 33.1% |
| Gastronomy | 24.0% | 23.2% | 17.3% | 24.7% | 23.2% |
| Fun possibilities | 24.6% | 15.9% | 13.4% | 22.3% | 21.1% |
| Authenticity | 18.8% | 18.4% | 8.6% | 27.6% | 20.3% |
| Exoticism | 8.7% | 7.2% | 6.6% | 15.1% | 11.4% |
| Hiking trail network | 3.9% | 12.4% | 10.6% | 13.3% | 9.6% |
| Shopping | 10.8% | 9.2% | 5.8% | 7.2% | 9.4% |
| Historical heritage | 6.8% | 7.9% | 3.8% | 14.2% | 8.2% |
| Culture | 8.1% | 7.4% | 3.5% | 10.9% | 8.0% |
| Nightlife | 11.2% | 4.3% | 3.8% | 8.4% | 8.0% |

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 ACCOMMODATION SUPPLY



What is the main motivation for their holidays?



| | UK | Germany | Nordics | Spanish M. | TOTAL |
|-------------------------|-------|---------|---------|------------|--------------|
| Rest | 67.3% | 49.3% | 60.5% | 35.8% | 55.5% |
| Enjoy family time | 13.4% | 9.1% | 26.3% | 22.0% | 14.4% |
| Have fun | 10.8% | 7.1% | 3.5% | 8.6% | 8.6% |
| Explore the destination | 6.0% | 28.5% | 6.2% | 30.2% | 17.8% |
| Practice their hobbies | 0.9% | 3.5% | 2.1% | 1.9% | 1.9% |
| Other reasons | 1.6% | 2.5% | 1.5% | 1.5% | 1.8% |

% TOURISTS TRAVELLING TO EXPLORE THE ISLANDS



How far in advance do they book their trip?



| | UK | Germany | Nordics | Spanish M. | TOTAL |
|------------------------|-------|---------|---------|------------|--------------|
| The same day | 0.4% | 0.6% | 0.6% | 1.3% | 0.7% |
| Between 1 and 30 days | 18.6% | 21.1% | 26.7% | 30.9% | 23.8% |
| Between 1 and 2 months | 19.7% | 21.0% | 24.2% | 29.6% | 22.8% |
| Between 3 and 6 months | 32.8% | 35.9% | 30.7% | 29.2% | 32.7% |
| More than 6 months | 28.6% | 21.5% | 17.8% | 9.0% | 20.0% |

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)

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 | 61.9% | 52.2% | 62.2% | 37.6% | 51.9% |
| Friends or relatives | 27.9% | 22.5% | 21.1% | 33.6% | 27.1% |
| Internet or social media | 58.5% | 52.7% | 52.1% | 49.6% | 54.7% |
| Mass Media | 1.5% | 2.3% | 1.5% | 1.0% | 1.6% |
| Travel guides and magazines | 6.7% | 13.9% | 4.7% | 4.0% | 8.4% |
| Travel Blogs or Forums | 4.5% | 4.9% | 2.7% | 8.4% | 5.7% |
| Travel TV Channels | 0.8% | 1.4% | 0.2% | 0.4% | 0.8% |
| Tour Operator or Travel Agency | 21.9% | 31.2% | 21.8% | 15.9% | 22.6% |
| Public administrations or similar | 0.3% | 0.3% | 0.1% | 1.1% | 0.4% |
| Others | 2.5% | 2.2% | 1.9% | 3.3% | 2.4% |

* Multi-choise question

With whom did they book their flight and accommodation?

| | UK | Germany | Nordics | Spanish M. | TOTAL |
|-----------------------------------|-------|---------|---------|------------|--------------|
| Flight | | | | | |
| - Directly with the airline | 44.2% | 27.3% | 30.5% | 59.1% | 42.9% |
| - Tour Operator or Travel Agency | 55.8% | 72.7% | 69.5% | 40.9% | 57.1% |
| Accommodation | | | | | |
| - Directly with the accommodation | 31.0% | 18.5% | 24.8% | 45.4% | 31.5% |
| - Tour Operator or Travel Agency | 69.0% | 81.5% | 75.2% | 54.6% | 68.5% |

Where do they stay?

| | UK | Germany | Nordics | Spanish M. | TOTAL |
|---|-------|---------|---------|------------|--------------|
| 1-2-3* Hotel | 9.8% | 13.7% | 16.5% | 10.9% | 11.5% |
| 4* Hotel | 38.6% | 46.1% | 29.3% | 34.9% | 37.6% |
| 5* Hotel / 5* Luxury Hotel | 11.1% | 7.7% | 5.2% | 9.5% | 9.0% |
| Aparthotel / Tourist Villa | 26.9% | 14.9% | 32.5% | 15.1% | 22.5% |
| House/room rented in a private dwelling | 3.9% | 5.7% | 3.8% | 7.5% | 5.9% |
| Private accommodation (1) | 4.6% | 5.8% | 4.3% | 16.8% | 7.2% |
| Others (Cottage, cruise, camping,...) | 5.2% | 6.0% | 8.3% | 5.3% | 6.3% |

(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 | 27.8% | 16.9% | 39.6% | 29.7% | 27.9% |
| Bed and Breakfast | 10.9% | 7.7% | 17.8% | 16.5% | 12.4% |
| Half board | 18.0% | 31.4% | 14.0% | 23.3% | 21.2% |
| Full board | 2.1% | 3.9% | 3.0% | 6.8% | 3.6% |
| All inclusive | 41.2% | 40.2% | 25.5% | 23.7% | 34.9% |



34.9% of tourists book all inclusive.



41.2%

UK



25.5%

Nordics



40.2%

Germany



23.7%

Spanish Mainland

Other expenses

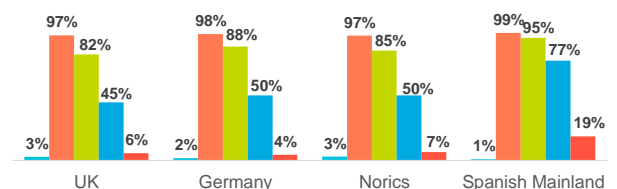
| | UK | Germany | Nordics | Spanish M. | TOTAL |
|-----------------------------------|-------|---------|---------|------------|--------------|
| Restaurants or cafes | 58.1% | 50.0% | 65.0% | 70.6% | 59.1% |
| Supermarkets | 50.7% | 50.1% | 60.9% | 48.4% | 52.1% |
| Car rental | 12.4% | 32.6% | 17.0% | 49.4% | 26.3% |
| Organized excursions | 15.8% | 24.6% | 13.8% | 24.2% | 20.6% |
| Taxi, transfer, chauffeur service | 58.4% | 56.1% | 60.1% | 24.7% | 50.0% |
| Theme Parks | 6.9% | 5.9% | 4.7% | 11.2% | 7.5% |
| Sport activities | 5.6% | 6.5% | 3.9% | 4.6% | 5.7% |
| Museums | 2.6% | 5.5% | 2.7% | 7.4% | 4.6% |
| Flights between islands | 3.6% | 3.2% | 2.5% | 6.7% | 4.4% |

Activities in the Canary Islands

| | UK | Germany | Nordics | Spanish M. | TOTAL |
|----------------------|-------|---------|---------|------------|--------------|
| Outdoor time per day | | | | | |
| 0 hours | 2.9% | 1.8% | 3.0% | 0.9% | 2.1% |
| 1 - 2 hours | 14.8% | 9.7% | 11.8% | 3.9% | 9.8% |
| 3 - 6 hours | 37.2% | 38.0% | 34.8% | 17.8% | 32.6% |
| 7 - 12 hours | 39.6% | 46.1% | 43.9% | 58.8% | 47.1% |
| More than 12 hours | 5.5% | 4.4% | 6.5% | 18.6% | 8.4% |

TOURISTS BY HOURS A DAY OUT OF THE

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



| | UK | Germany | Nordics | Spanish M. | TOTAL |
|--|-------|---------|---------|------------|--------------|
| Activities in the Canary Islands | | | | | |
| Walk, wander | 75.7% | 53.1% | 75.6% | 72.3% | 69.8% |
| Beach | 57.9% | 77.6% | 62.7% | 66.7% | 66.3% |
| Swimming pool, hotel facilities | 70.7% | 40.4% | 67.1% | 47.1% | 58.2% |
| Explore the island on their own | 33.1% | 51.5% | 42.6% | 58.6% | 45.2% |
| Taste Canarian gastronomy | 20.4% | 28.9% | 15.8% | 39.1% | 24.2% |
| Organized excursions | 15.9% | 19.5% | 11.7% | 13.9% | 16.9% |
| Nightlife / concerts / shows | 21.4% | 9.0% | 11.6% | 15.3% | 15.5% |
| Theme parks | 14.1% | 12.7% | 8.3% | 16.1% | 14.1% |
| Sport activities | 11.2% | 17.6% | 13.2% | 10.7% | 13.4% |
| Wineries / markets / popular festivals | 9.2% | 12.3% | 12.0% | 16.1% | 11.6% |
| Sea excursions / whale watching | 11.0% | 12.1% | 6.8% | 10.1% | 11.1% |
| Nature activities | 4.6% | 14.8% | 9.8% | 14.9% | 10.4% |
| Museums / exhibitions | 6.6% | 10.8% | 6.1% | 15.3% | 10.1% |
| Activities at sea | 8.5% | 15.7% | 4.8% | 9.0% | 10.0% |
| Beauty and health treatments | 5.5% | 4.3% | 7.0% | 4.8% | 5.4% |
| Astronomical observation | 2.0% | 5.3% | 5.1% | 4.2% | 3.5% |

* Multi-choise question



TOURIST PROFILE BY SOURCE MARKETS (2019)

CANARY ISLANDS: MAIN SOURCE MARKETS

Which island do they choose?

| Tourists (> 15 years old) | UK | Germany | Nordics | Spanish M. | TOTAL |
|---------------------------|-----------|---------|---------|------------|------------------|
| Lanzarote | 1,215,906 | 274,617 | 76,210 | 259,531 | 2,521,668 |
| Fuerteventura | 419,136 | 607,724 | 70,476 | 140,184 | 1,659,115 |
| Gran Canaria | 658,499 | 778,717 | 790,341 | 577,987 | 3,698,127 |
| Tenerife | 1,970,270 | 578,542 | 330,602 | 728,233 | 5,040,382 |
| La Palma | 23,894 | 92,920 | 14,500 | 47,384 | 235,409 |

| Share by islands | UK | Germany | Nordics | Spanish M. | TOTAL |
|------------------|-------|---------|---------|------------|--------------|
| Lanzarote | 28.4% | 11.8% | 5.9% | 14.8% | 19.2% |
| Fuerteventura | 9.8% | 26.1% | 5.5% | 8.0% | 12.6% |
| Gran Canaria | 15.4% | 33.4% | 61.6% | 33.0% | 28.1% |
| Tenerife | 46.0% | 24.8% | 25.8% | 41.5% | 38.3% |
| La Palma | 0.6% | 4.0% | 1.1% | 2.7% | 1.8% |

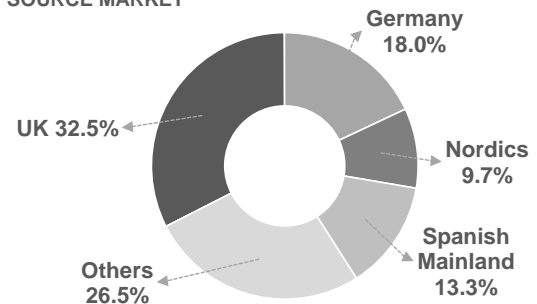
How many islands do they visit during their trip?

| | UK | Germany | Nordics | Spanish M. | TOTAL |
|-----------------------|-------|---------|---------|------------|--------------|
| One island | 94.3% | 90.8% | 95.2% | 87.7% | 91.4% |
| Two islands | 5.2% | 6.2% | 4.4% | 10.9% | 7.2% |
| Three or more islands | 0.5% | 3.0% | 0.4% | 1.4% | 1.4% |

% TOURISTS WHO VISIT MORE THAN ONE ISLAND



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 | 8.87 | 8.64 | 8.52 | 8.61 | 8.70 |

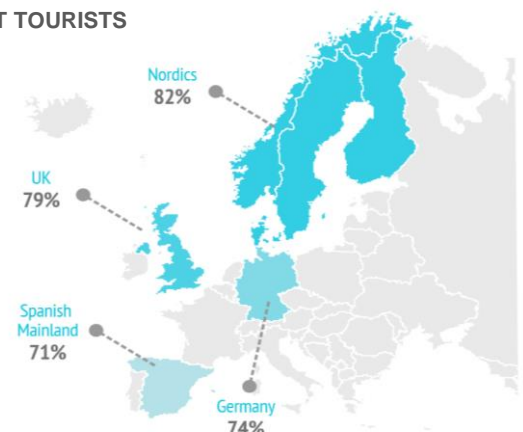
| Experience in the Canary Islands | UK | Germany | Nordics | Spanish M. | TOTAL |
|-------------------------------------|-------|---------|---------|------------|--------------|
| Worse or much worse than expected | 2.1% | 1.3% | 2.0% | 3.3% | 2.3% |
| Lived up to expectations | 54.0% | 55.8% | 63.5% | 53.3% | 55.6% |
| Better or much better than expected | 43.8% | 42.9% | 34.5% | 43.5% | 42.1% |

| Future intentions (scale 1-10) | UK | Germany | Nordics | Spanish M. | TOTAL |
|---------------------------------------|------|---------|---------|------------|-------------|
| Return to the Canary Islands | 8.96 | 8.70 | 8.58 | 8.83 | 8.73 |
| Recommend visiting the Canary Islands | 9.10 | 8.95 | 8.77 | 9.01 | 8.95 |

How many are loyal to the Canary Islands?

| | UK | Germany | Nordics | Spanish M. | TOTAL |
|---|--------------|--------------|--------------|--------------|--------------|
| Repeat tourists | 78.9% | 73.5% | 82.2% | 70.8% | 72.2% |
| Repeat tourists (last 5 years) | 71.7% | 69.4% | 77.5% | 64.3% | 66.7% |
| Repeat tourists (last 5 years) (5 or more visits) | 21.7% | 19.4% | 25.5% | 19.4% | 19.5% |
| At least 10 previous visits | 20.6% | 19.8% | 25.8% | 18.4% | 18.6% |

REPEAT TOURISTS



Internet usage during their trip

| | UK | Germany | Nordics | Spanish M. | TOTAL |
|-------------------------|-------|---------|---------|------------|--------------|
| Research | | | | | |
| - Tourist package | 16.5% | 16.4% | 8.7% | 11.4% | 14.8% |
| - Flights | 17.1% | 13.4% | 8.3% | 8.3% | 13.0% |
| - Accommodation | 21.0% | 20.1% | 9.8% | 10.7% | 16.9% |
| - Transport | 17.8% | 15.9% | 11.3% | 12.4% | 15.7% |
| - Restaurants | 30.6% | 23.1% | 27.2% | 31.3% | 28.4% |
| - Excursions | 23.4% | 30.3% | 24.3% | 25.2% | 26.2% |
| - Activities | 28.9% | 32.0% | 27.2% | 28.2% | 30.1% |
| Book or purchase | | | | | |
| - Tourist package | 43.2% | 43.4% | 53.8% | 22.9% | 39.4% |
| - Flights | 67.1% | 50.8% | 76.4% | 74.5% | 66.7% |
| - Accommodation | 58.4% | 39.8% | 68.0% | 61.6% | 57.3% |
| - Transport | 47.7% | 33.5% | 59.4% | 54.8% | 47.6% |
| - Restaurants | 11.9% | 6.8% | 15.7% | 15.3% | 12.1% |
| - Excursions | 10.1% | 11.5% | 13.6% | 18.9% | 13.0% |
| - Activities | 13.7% | 11.3% | 14.4% | 19.4% | 14.7% |

* Multi-choice question

| Internet usage in the Canary Islands | UK | Germany | Nordics | Spanish M. | TOTAL |
|--------------------------------------|--------------|--------------|--------------|--------------|--------------|
| Did not use the Internet | 10.2% | 7.9% | 6.8% | 7.8% | 8.3% |
| Used the Internet | 89.8% | 92.1% | 93.2% | 92.2% | 91.7% |
| - Own Internet connection | 30.2% | 32.9% | 34.0% | 60.0% | 37.4% |
| - Free Wifi connection | 46.1% | 44.9% | 41.9% | 18.3% | 39.5% |
| Applications* | | | | | |
| - Search for locations or maps | 52.9% | 62.2% | 57.2% | 74.0% | 61.7% |
| - Search for destination info | 43.2% | 47.6% | 50.6% | 41.6% | 44.8% |
| - Share pictures or trip videos | 56.2% | 55.0% | 52.1% | 53.5% | 56.0% |
| - Download tourist apps | 5.6% | 7.6% | 9.3% | 6.3% | 7.0% |
| - Others | 26.2% | 22.9% | 31.5% | 16.3% | 22.6% |

* Multi-choice question

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Where does the flight come from?



| | UK | Germany | Nordics | Spanish M. | TOTAL |
|------------------|-------|---------|---------|------------|--------------|
| United Kingdom | 98.3% | 0.2% | 0.6% | 0.1% | 32.8% |
| Germany | 0.2% | 92.9% | 1.1% | 0.1% | 18.0% |
| Spanish Mainland | 0.8% | 2.8% | 0.5% | 99.5% | 17.1% |
| Netherlands | 0.0% | 0.3% | 0.1% | 0.0% | 3.7% |
| Ireland | 0.4% | 0.0% | 0.0% | 0.0% | 3.4% |
| Sweden | 0.0% | 0.0% | 31.8% | 0.0% | 3.1% |
| Norway | 0.1% | 0.1% | 28.8% | 0.0% | 2.9% |
| Belgium | 0.0% | 0.2% | 0.0% | 0.0% | 2.7% |
| Italy | 0.0% | 0.0% | 0.1% | 0.0% | 2.6% |
| France | 0.0% | 0.0% | 0.0% | 0.0% | 2.3% |
| Suiza | 0.0% | 2.1% | 0.1% | 0.0% | 2.1% |
| Switzerland | 0.0% | 0.1% | 20.7% | 0.0% | 2.1% |
| Poland | 0.0% | 0.1% | 0.1% | 0.0% | 2.0% |
| Finland | 0.0% | 0.0% | 15.7% | 0.0% | 1.6% |
| Portugal | 0.0% | 0.5% | 0.3% | 0.1% | 0.6% |
| Austria | 0.0% | 0.3% | 0.1% | 0.0% | 0.5% |
| Russia | 0.0% | 0.0% | 0.0% | 0.0% | 0.4% |
| Others | 0.1% | 0.5% | 0.1% | 0.2% | 2.2% |

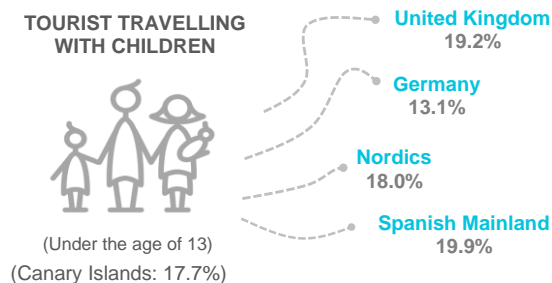
Who do they come with?



| | UK | Germany | Nordics | Spanish M. | TOTAL |
|-------------------------------------|-------|---------|---------|------------|--------------|
| Unaccompanied | 6.3% | 10.4% | 8.1% | 18.0% | 9.6% |
| Only with partner | 50.3% | 53.0% | 47.3% | 38.7% | 48.1% |
| Only with children (< 13 years old) | 4.7% | 5.2% | 6.3% | 6.7% | 5.6% |
| Partner + children (< 13 years old) | 6.6% | 5.3% | 5.7% | 9.2% | 6.5% |
| Other relatives | 12.5% | 5.6% | 7.8% | 6.6% | 9.3% |
| Friends | 6.4% | 5.8% | 5.8% | 7.6% | 6.4% |
| Work colleagues | 0.1% | 0.3% | 0.3% | 1.9% | 0.5% |
| Organized trip | 0.2% | 0.4% | 0.4% | 0.2% | 0.3% |
| Other combinations (1) | 12.9% | 14.1% | 18.3% | 11.1% | 13.7% |

(1) Different situations have been isolated

| | | | | | |
|------------------------------------|--------------|--------------|--------------|--------------|--------------|
| Tourists with children | 19.2% | 13.1% | 18.0% | 19.9% | 17.7% |
| - Between 0 and 2 years old | 1.6% | 1.3% | 1.4% | 1.8% | 1.6% |
| - Between 3 and 12 years old | 15.9% | 10.8% | 15.3% | 16.7% | 14.8% |
| - Between 0 - 2 and 3-12 years old | 1.7% | 1.0% | 1.4% | 1.4% | 1.4% |
| Tourists without children | 80.8% | 86.9% | 82.0% | 80.1% | 82.3% |
| Group composition: | | | | | |
| - 1 person | 9.7% | 13.4% | 11.4% | 21.4% | 13.2% |
| - 2 people | 56.3% | 61.4% | 55.8% | 45.2% | 55.1% |
| - 3 people | 11.3% | 11.9% | 10.1% | 13.6% | 12.0% |
| - 4 or 5 people | 17.8% | 11.7% | 18.2% | 16.8% | 16.3% |
| - 6 or more people | 4.8% | 1.6% | 4.6% | 3.0% | 3.5% |
| Average group size: | 2.66 | 2.32 | 2.67 | 2.47 | 2.54 |



Who are they?



| | UK | Germany | Nordics | Spanish M. | TOTAL |
|--------------------------------------|-------|---------|---------|------------|--------------|
| Gender | | | | | |
| Men | 42.9% | 52.5% | 46.9% | 53.9% | 48.6% |
| Women | 57.1% | 47.5% | 53.1% | 46.1% | 51.4% |
| Age | | | | | |
| Average age (tourist > 15 years old) | 48.2 | 48.3 | 52.8 | 42.3 | 47.1 |
| Standard deviation | 15.7 | 15.7 | 15.2 | 13.0 | 15.4 |
| Age range (> 15 years old) | | | | | |
| 16 - 24 years old | 7.2% | 7.2% | 5.1% | 7.1% | 7.3% |
| 25 - 30 years old | 10.0% | 10.5% | 5.8% | 14.5% | 10.9% |
| 31 - 45 years old | 25.3% | 24.1% | 20.1% | 40.5% | 28.0% |
| 46 - 60 years old | 32.4% | 34.5% | 33.2% | 27.7% | 31.8% |
| Over 60 years old | 25.0% | 23.7% | 35.9% | 10.2% | 22.1% |
| Occupation | | | | | |
| Salaried worker | 56.4% | 56.9% | 46.2% | 61.0% | 55.0% |
| Self-employed | 11.5% | 10.1% | 7.5% | 12.5% | 11.5% |
| Unemployed | 0.9% | 0.4% | 0.8% | 2.5% | 1.1% |
| Business owner | 4.9% | 11.7% | 11.8% | 9.7% | 9.4% |
| Student | 2.4% | 3.4% | 2.9% | 4.6% | 3.5% |
| Retired | 22.4% | 15.8% | 29.8% | 8.2% | 17.9% |
| Unpaid domestic work | 0.8% | 0.5% | 0.4% | 0.8% | 0.8% |
| Others | 0.6% | 1.1% | 0.7% | 0.7% | 0.8% |
| Annual household income level | | | | | |
| Less than €25,000 | 18.7% | 11.1% | 7.0% | 26.0% | 17.5% |
| €25,000 - €49,999 | 36.9% | 37.7% | 25.6% | 45.2% | 37.5% |
| €50,000 - €74,999 | 21.2% | 26.6% | 31.4% | 17.2% | 22.8% |
| More than €74,999 | 23.3% | 24.6% | 35.9% | 11.6% | 22.2% |
| Education level | | | | | |
| No studies | 13.5% | 0.6% | 0.9% | 0.3% | 5.0% |
| Primary education | 0.9% | 3.8% | 5.3% | 3.8% | 2.6% |
| Secondary education | 19.1% | 26.0% | 31.8% | 20.1% | 23.6% |
| Higher education | 66.6% | 69.6% | 62.0% | 75.8% | 68.9% |



AVERAGE AGE
(TOURISTS > 15)



% OF TOURISTS WITH INCOMES OVER €74,999



% OF TOURISTS WITH HIGHER EDUCATION



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.