

Profile of tourist according to family annual income (2016)

€12,000 - €24,000 vs. more than €84,000

How many are they and how much do they spend?



	€12,000 - €24,000	More than €84,000
Tourist arrivals (> 16 years old)	1,662,402	1,473,355
Average daily expenditure (€)	120.50	167.00
. in their place of residence	82.26	122.33
. in the Canary Islands	38.24	44.67
Average length of stay	9.5	8.6
Turnover per tourist (€)	1,005	1,319
Total turnover (> 16 years old) (€m)	1,671	1,943
Share of total turnover	11.2%	13%
Share of total tourist	17.8%	16%

Expenditure in the Canary Islands per tourist and trip (€) (*)

	€12,000 - €24,000	More than €84,000
Accommodation (**):	50.87	64.53
- Accommodation	45.72	57.11
- Additional accommodation expenses	5.15	7.43
Transport:	28.45	31.38
- Public transport	7.85	5.01
- Taxi	7.10	8.59
- Car rental	13.50	17.79
Food and drink:	136.96	161.93
- Food purchases at supermarkets	64.41	59.27
- Restaurants	72.55	102.66
Souvenirs:	54.01	45.47
Leisure:	40.78	34.84
- Organized excursions	18.71	12.97
- Leisure, amusement	5.36	4.71
- Trip to other islands	3.08	1.75
- Sporting activities	4.43	8.15
- Cultural activities	1.97	2.27
- Discos and disco-pubs	7.22	4.99
Others:	15.63	18.67
- Wellness	2.91	5.24
- Medical expenses	3.33	1.49
- Other expenses	9.39	11.94

How far in advance do they book their trip?



	€12,000 - €24,000	More than €84,000
The same day they leave	0.9%	0.4%
Between 2 and 7 days	8.2%	5.7%
Between 8 and 15 days	9.3%	6.4%
Between 16 and 30 days	16.4%	14.0%
Between 31 and 90 days	33.0%	35.6%
More than 90 days	32.1%	38.0%

What do they book at their place of residence?



	€12,000 - €24,000	More than €84,000
Flight only	12.6%	7.3%
Flight and accommodation (room only)	27.0%	26.0%
Flight and accommodation (B&B)	6.8%	11.3%
Flight and accommodation (half board)	17.5%	21.9%
Flight and accommodation (full board)	4.5%	4.2%
Flight and accommodation (all inclusive)	31.7%	29.3%
% Tourists using low-cost airlines	57.1%	46.6%
Other expenses in their place of residence:		
- Car rental	11.3%	12.9%
- Sporting activities	4.3%	8.8%
- Excursions	7.5%	5.3%
- Trip to other islands	1.6%	1.7%

How do they book?



	€12,000 - €24,000	More than €84,000
Accommodation booking		
Tour Operator	34.9%	42.4%
- Tour Operator's website	77.1%	82.5%
Accommodation	13.3%	19.8%
- Accommodation's website	83.0%	85.1%
Travel agency (High street)	23.7%	14.8%
Online Travel Agency (OTA)	18.3%	18.1%
No need to book accommodation	9.8%	5.0%

Flight booking

	€12,000 - €24,000	More than €84,000
Tour Operator	37.9%	44.2%
- Tour Operator's website	75.1%	81.5%
Airline	26.9%	30.2%
- Airline's website	95.3%	98.0%
Travel agency (High street)	21.9%	13.5%
Online Travel Agency (OTA)	13.3%	12.0%

Where do they stay?



	€12,000 - €24,000	More than €84,000
5* Hotel	3.5%	15.7%
4* Hotel	34.8%	37.4%
1-2-3* Hotel	16.8%	12.5%
Apartment	34.4%	28.6%
Property (privately-owned, friends, family)	7.6%	3.4%
Others	2.9%	2.3%

Who are they?



	€12,000 - €24,000	More than €84,000
Gender		
Percentage of men	39.9%	60.4%
Percentage of women	60.1%	39.6%

	€12,000 - €24,000	More than €84,000
Age		
Average age (tourists > 16 years old)	41.6	46.4
Standard deviation	17.3	12.1

	€12,000 - €24,000	More than €84,000
Age range (> 16 years old)		
16-24 years old	18.5%	4.0%
25-30 years old	18.8%	6.2%
31-45 years old	24.0%	36.6%
46-60 years old	18.2%	41.1%
Over 60 years old	20.4%	12.1%

	€12,000 - €24,000	More than €84,000
Occupation		
Business owner or self-employed	16.7%	40.2%
Upper/Middle management employee	19.3%	43.7%
Auxiliary level employee	26.1%	5.5%
Students	12.3%	2.4%
Retired	21.2%	6.5%
Unemployed / unpaid dom. work	4.5%	1.7%

	€12,000 - €24,000	More than €84,000
Annual household income level		
€12,000 - €24,000	100.0%	--
€24,001 - €36,000	--	--
€36,001 - €48,000	--	--
€48,001 - €60,000	--	--
€60,001 - €72,000	--	--
€72,001 - €84,000	--	--
More than €84,000	--	100.0%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

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Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists with an income between €12,000 - €24,000	1,662,402	282,030	229,554	453,332	662,129	23,643
- Share by islands	100%	17.0%	13.8%	27.3%	39.8%	1.4%
Tourists with an income more than €84,000	1,473,355	292,553	230,629	418,968	486,241	27,755
- Share by islands	100%	19.9%	15.7%	28.4%	33.0%	1.9%
% Tourists with an income between €12,000 - €24,000	17.8%	15.3%	16.3%	17.6%	20.3%	13.6%
% Tourists with an income more than €84,000	15.8%	15.8%	16.4%	16.3%	14.9%	16.0%

Who do they come with?



	€12,000 - €24,000	More than €84,000
Unaccompanied	12.6%	5.4%
Only with partner	47.3%	43.4%
Only with children (under the age of 13)	1.7%	2.0%
Partner + children (under the age of 13)	5.9%	22.0%
Other relatives	7.9%	4.2%
Friends	9.6%	3.2%
Work colleagues	0.5%	0.4%
Other combinations ⁽¹⁾	14.6%	19.4%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	€12,000 - €24,000	More than €84,000
Good or very good (% tourists)	93.4%	93.3%
Average rating (scale 1-10)	8.89	8.91

How many are loyal to the destination?

Repeat tourists of the Canary Islands	€12,000 - €24,000	More than €84,000
Repeat tourists	67.8%	80.4%
In love (at least 10 previous visits)	12.4%	17.5%

Where are they from?



Ten main source markets	€12,000 - €24,000	More than €84,000
United Kingdom	32.2%	34.0%
Germany	14.9%	21.5%
Spanish Mainland	20.7%	5.1%
Netherlands	3.1%	4.3%
Sweden	1.8%	4.5%
France	3.4%	3.3%
Italy	5.8%	1.6%
Ireland	2.0%	4.0%
Norway	1.1%	4.7%
Belgium	1.7%	1.7%

Why do they choose the Canary Islands?



Aspects influencing the choice

	€12,000 - €24,000	More than €84,000
Climate/sun	85.9%	91.8%
Tranquillity/rest/relaxation	33.8%	38.1%
Beaches	39.0%	30.2%
Scenery	23.2%	17.5%
Visiting new places	18.6%	10.6%
Price	15.6%	10.1%
Security	8.8%	13.6%
Ease of travel	5.7%	14.2%
Suitable destination for children	4.0%	13.1%
Quality of the environment	6.7%	6.8%
Active tourism	5.0%	7.4%
Nightlife/fun	5.0%	3.1%
Theme parks	4.0%	2.2%
Culture	2.8%	2.0%
Shopping	2.7%	1.7%
Nautical activities	1.9%	3.1%

* Multi-choice question

What did motivate them to come?

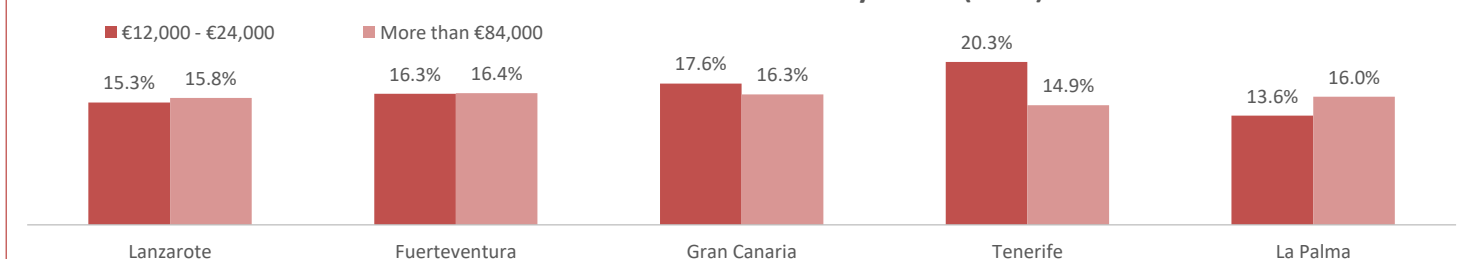


Aspects motivating the choice

	€12,000 - €24,000	More than €84,000
Previous visits to the Canary Islands	54.0%	64.1%
Recommendation by friends or relatives	42.4%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	1.1%	0.8%
Information in the press/magazines/books	3.7%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	7.3%	8.0%
Recommendation by Travel Agency	11.4%	9.7%
Information obtained via the Internet	28.1%	25.8%
Senior Tourism programme	0.4%	0.2%
Others	6.1%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Comparative analysis of tourist profile by annual household income level. (1) Combination of some groups previously analyzed.

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