

Profile of tourist according to family annual income (2017)

€12,000 - €24,000

How many are they and how much do they spend?



| | €12,000 - €24,000 | More than €84,000 |
|--------------------------------------|-------------------|-------------------|
| Tourist arrivals (> 16 years old) | 1,808,482 | 1,618,733 |
| Average daily expenditure (€) | 125.49 | 171.79 |
| . in their place of residence | 86.68 | 124.27 |
| . in the Canary Islands | 38.81 | 47.52 |
| Average length of stay | 9.08 | 8.66 |
| Turnover per tourist (€) | 1,012 | 1,353 |
| Total turnover (> 16 years old) (€m) | 1,830 | 2,191 |
| Share of total tourist | 17.9% | 16.0% |
| Share of total turnover | 15.7% | 18.8% |

% tourists who pay in the Canary Islands:

Accommodation:

| | | |
|-------------------------------------|-------|-------|
| - Accommodation | 15.7% | 16.1% |
| - Additional accommodation expenses | 5.9% | 8.0% |

Transport:

| | | |
|--------------------|-------|-------|
| - Public transport | 20.3% | 11.8% |
| - Taxi | 21.7% | 24.5% |
| - Car rental | 19.4% | 25.1% |

Food and drink:

| | | |
|----------------------------------|-------|-------|
| - Food purchases at supermarkets | 59.4% | 58.0% |
| - Restaurants | 55.7% | 62.9% |

Souvenirs:

| | | |
|--|-------|-------|
| | 59.8% | 49.1% |
|--|-------|-------|

Leisure:

| | | |
|-------------------------|-------|-------|
| - Organized excursions | 20.6% | 16.6% |
| - Leisure, amusement | 9.8% | 9.8% |
| - Trip to other islands | 3.2% | 2.0% |
| - Sporting activities | 6.3% | 9.4% |
| - Cultural activities | 4.8% | 4.4% |
| - Discos and disco-pubs | 10.0% | 4.9% |

Others:

| | | |
|--------------------|-------|-------|
| - Wellness | 4.5% | 7.5% |
| - Medical expenses | 4.8% | 5.0% |
| - Other expenses | 10.2% | 10.4% |



+9%
TOURISTS*
1,808,482

+1%
TRAVEL EXPENSES
1,012€

+10%
TURNOVER
1,830 MILL€

+10%
TOURISTS*
1,618,733

+3%
TRAVEL EXPENSES
1,353€

+13%
TURNOVER
2,191 MILL€



More than €84,000

What do they book at their place of residence?



| | €12,000 - €24,000 | More than €84,000 |
|--|-------------------|-------------------|
| Flight only | 12.9% | 9.8% |
| Flight and accommodation (room only) | 28.6% | 24.0% |
| Flight and accommodation (B&B) | 6.7% | 13.7% |
| Flight and accommodation (half board) | 16.2% | 21.0% |
| Flight and accommodation (full board) | 5.0% | 4.0% |
| Flight and accommodation (all inclusive) | 30.6% | 27.4% |
| % Tourists using low-cost airlines | 59.1% | 48.4% |

Other expenses in their place of residence:

| | | |
|-------------------------|-------|-------|
| - Car rental | 12.3% | 14.0% |
| - Sporting activities | 4.5% | 8.1% |
| - Excursions | 7.6% | 5.0% |
| - Trip to other islands | 1.8% | 1.6% |

* Tourists over 16 years old.

How do they book?



| | €12,000 - €24,000 | More than €84,000 |
|--------------------------------------|-------------------|-------------------|
| Accommodation booking | | |
| Tour Operator | 35.9% | 40.8% |
| - Tour Operator's website | 78.1% | 84.0% |
| Accommodation | 13.4% | 19.9% |
| - Accommodation's website | 80.6% | 85.0% |
| Travel agency (High street) | 22.4% | 14.5% |
| Online Travel Agency (OTA) | 18.6% | 18.9% |
| No need to book accommodation | 9.8% | 5.9% |

| | €12,000 - €24,000 | More than €84,000 |
|------------------------------------|-------------------|-------------------|
| Flight booking | | |
| Tour Operator | 38.9% | 42.7% |
| - Tour Operator's website | 74.5% | 82.9% |
| Airline | 27.2% | 32.1% |
| - Airline's website | 96.9% | 98.2% |
| Travel agency (High street) | 20.8% | 13.8% |
| Online Travel Agency (OTA) | 13.0% | 11.4% |

How far in advance do they book their trip?



| | €12,000 - €24,000 | More than €84,000 |
|-------------------------|-------------------|-------------------|
| The same day they leave | 0.6% | 0.5% |
| Between 2 and 7 days | 7.5% | 5.5% |
| Between 8 and 15 days | 9.4% | 6.4% |
| Between 16 and 30 days | 15.8% | 11.1% |
| Between 31 and 90 days | 33.1% | 34.5% |
| More than 90 days | 33.6% | 42.1% |

Who are they?



| | €12,000 - €24,000 | More than €84,000 |
|--------|-------------------|-------------------|
| Gender | | |
| Men | 40.3% | 60.4% |
| Women | 59.7% | 39.6% |

Age

| | | |
|---------------------------------------|------|------|
| Average age (tourists > 16 years old) | 42.0 | 46.8 |
| Standard deviation | 17.2 | 12.3 |

Age range (> 16 years old)

| | | |
|-------------------|-------|-------|
| 16-24 years old | 18.7% | 4.5% |
| 25-30 years old | 17.0% | 5.9% |
| 31-45 years old | 24.2% | 34.7% |
| 46-60 years old | 20.2% | 41.4% |
| Over 60 years old | 19.8% | 13.5% |

Occupation

| | | |
|----------------------------------|-------|-------|
| Business owner or self-employed | 18.5% | 40.3% |
| Upper/Middle management employee | 18.7% | 43.3% |
| Auxiliary level employee | 26.5% | 6.0% |
| Students | 12.9% | 2.3% |
| Retired | 19.5% | 6.4% |
| Unemployed / unpaid dom. work | 3.9% | 1.7% |

Annual household income level

| | | |
|-------------------|------|------|
| €12,000 - €24,000 | 100% | -- |
| €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% |

Profile of tourist according to family annual income (2017)

€12,000 - €24,000

Which island do they choose?

| Tourists (> 16 years old) | Canarias | Lanzarote | Fuerteventura | Gran Canaria | Tenerife | La Palma |
|--|-----------|-----------|---------------|--------------|----------|----------|
| Tourists with an income €12,000 - €24,000 | 1,808,482 | 297,093 | 225,932 | 505,786 | 740,410 | 27,206 |
| - Share by islands | 100% | 16.4% | 12.5% | 28.0% | 40.9% | 1.5% |
| Tourists with an income greater than €84,000 | 1,618,733 | 328,265 | 221,233 | 460,970 | 554,850 | 39,989 |
| - Share by islands | 100% | 20.3% | 13.7% | 28.5% | 34.3% | 2.5% |
| % Tourists with an income €12,000 - €24,000 | 17.9% | 15.2% | 16.3% | 17.6% | 20.7% | 12.3% |
| % Tourists with income greater than €84,000 | 16.0% | 16.8% | 15.9% | 16.0% | 15.5% | 18.0% |

Where do they stay?

| | €12,000 - €24,000 | More than €84,000 |
|---|-------------------|-------------------|
| 5* Hotel | 3.8% | 14.9% |
| 4* Hotel | 34.2% | 38.8% |
| 1-2-3* Hotel | 16.5% | 11.6% |
| Apartment | 34.2% | 28.2% |
| Property (privately-owned, friends, family) | 7.6% | 3.6% |
| Others | 3.8% | 3.0% |

Who do they come with?

| | €12,000 - €24,000 | More than €84,000 |
|--|-------------------|-------------------|
| Unaccompanied | 12.8% | 6.2% |
| Only with partner | 45.7% | 40.4% |
| Only with children (under the age of 13) | 1.8% | 1.8% |
| Partner + children (under the age of 13) | 6.6% | 21.2% |
| Other relatives | 8.7% | 4.5% |
| Friends | 9.8% | 3.7% |
| Work colleagues | 0.5% | 0.4% |
| Other combinations ⁽¹⁾ | 14.2% | 21.8% |

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

How do they rate the Canary Islands?

| Opinion on their stay | €12,000 - €24,000 | More than €84,000 |
|--------------------------------|-------------------|-------------------|
| Good or very good (% tourists) | 93.9% | 93.9% |
| Average rating (scale 1-10) | 8.96 | 8.95 |

How many are loyal to the Canary Islands?

| Repeat tourists | €12,000 - €24,000 | More than €84,000 |
|-----------------------------|-------------------|-------------------|
| At least 1 previous visit | 68.1% | 81.2% |
| At least 10 previous visits | 12.8% | 18.6% |

Where are they from?

| | €12,000 - €24,000 | More than €84,000 |
|------------------|-------------------|-------------------|
| United Kingdom | 32.0% | 33.8% |
| Germany | 14.8% | 20.3% |
| Spanish Mainland | 20.1% | 4.6% |
| Netherlands | 3.2% | 4.2% |
| Sweden | 1.9% | 4.6% |
| France | 3.0% | 2.7% |
| Italy | 5.8% | 1.5% |
| Ireland | 2.2% | 4.3% |
| Norway | 0.8% | 5.3% |
| Others | 16.1% | 18.6% |

Why do they choose the Canary Islands?

| Aspects influencing the choice | €12,000 - €24,000 | More than €84,000 |
|-----------------------------------|-------------------|-------------------|
| Climate/sun | 86.4% | 91.4% |
| Tranquillity/rest/relaxation | 34.7% | 37.0% |
| Beaches | 38.3% | 30.2% |
| Scenery | 24.5% | 18.9% |
| Visiting new places | 18.0% | 11.0% |
| Price | 14.0% | 10.6% |
| Security | 7.5% | 11.5% |
| Ease of travel | 6.1% | 13.1% |
| Suitable destination for children | 4.1% | 13.9% |
| Quality of the environment | 6.9% | 6.8% |
| Active tourism | 4.6% | 7.2% |
| Nightlife/fun | 4.4% | 3.1% |
| Theme parks | 4.1% | 2.1% |
| Culture | 2.8% | 2.3% |
| Shopping | 3.1% | 1.6% |
| Nautical activities | 1.8% | 2.9% |

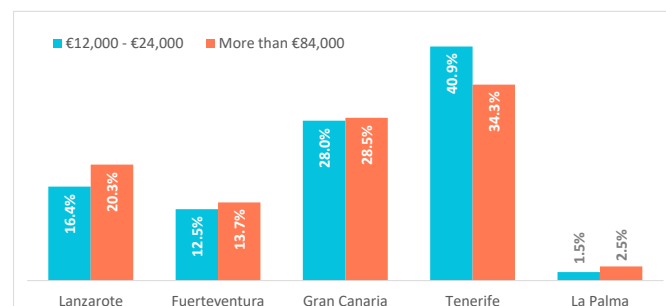
* Multi-choise question

What did motivate them to come?

| Prescription sources | €12,000 - €24,000 | More than €84,000 |
|---------------------------------------|-------------------|-------------------|
| Previous visits to the Canary Islands | 54.9% | 68.9% |
| Recommendation by friends/relatives | 41.9% | 32.4% |
| The Canary Islands television channel | 0.4% | 0.4% |
| Other television or radio channels | 1.2% | 0.6% |
| Information in press/magazines/books | 4.1% | 3.6% |
| Attendance at a tourism fair | 0.4% | 0.4% |
| Tour Operator's brochure or catalogue | 7.1% | 5.5% |
| Recommendation by Travel Agency | 10.1% | 7.1% |
| Information obtained via the Internet | 26.6% | 29.2% |
| Senior Tourism programme | 0.3% | 0.1% |
| Others | 6.2% | 6.7% |

* Multi-choise question

Share of tourists > 16 years old by islands



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.