

Profile of tourist according to family annual income (2016)

€12,000 - €24,000

How many are they and how much do they spend?



	€12,000 - €24,000	Total
Tourist arrivals (> 16 years old)	1,662,402	13,114,359
Average daily expenditure (€)	120.50	135.94
. in their place of residence	82.26	98.03
. in the Canary Islands	38.24	37.90
Average length of stay	9.5	9.4
Turnover per tourist (€)	1,005	1,141
Total turnover (> 16 years old) (€m)	1,671	14,957
Share of total turnover	11.2%	100%
Share of total tourist	17.8%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	50.87	47.11
- Accommodation	45.72	40.52
- Additional accommodation expenses	5.15	6.60
Transport:	28.45	26.01
- Public transport	7.85	5.14
- Taxi	7.10	6.94
- Car rental	13.50	13.93
Food and drink:	136.96	148.33
- Food purchases at supermarkets	64.41	63.46
- Restaurants	72.55	84.87
Souvenirs:	54.01	53.88
Leisure:	40.78	34.52
- Organized excursions	18.71	14.95
- Leisure, amusement	5.36	4.55
- Trip to other islands	3.08	1.85
- Sporting activities	4.43	5.11
- Cultural activities	1.97	2.04
- Discos and disco-pubs	7.22	6.01
Others:	15.63	13.91
- Wellness	2.91	3.23
- Medical expenses	3.33	1.69
- Other expenses	9.39	8.99

How far in advance do they book their trip?



	€12,000 - €24,000	Total
The same day they leave	0.9%	0.6%
Between 2 and 7 days	8.2%	6.3%
Between 8 and 15 days	9.3%	7.9%
Between 16 and 30 days	16.4%	14.7%
Between 31 and 90 days	33.0%	34.3%
More than 90 days	32.1%	36.2%

What do they book at their place of residence?



	€12,000 - €24,000	Total
Flight only	12.6%	8.8%
Flight and accommodation (room only)	27.0%	25.7%
Flight and accommodation (B&B)	6.8%	8.0%
Flight and accommodation (half board)	17.5%	20.4%
Flight and accommodation (full board)	4.5%	4.3%
Flight and accommodation (all inclusive)	31.7%	32.8%
% Tourists using low-cost airlines	57.1%	48.7%
Other expenses in their place of residence:		
- Car rental	11.3%	11.8%
- Sporting activities	4.3%	5.3%
- Excursions	7.5%	5.7%
- Trip to other islands	1.6%	1.6%

How do they book?



	€12,000 - €24,000	Total
Accommodation booking		
Tour Operator	34.9%	42.3%
- Tour Operator's website	77.1%	78.8%
Accommodation	13.3%	14.7%
- Accommodation's website	83.0%	83.5%
Travel agency (High street)	23.7%	20.5%
Online Travel Agency (OTA)	18.3%	16.5%
No need to book accommodation	9.8%	6.0%

Flight booking

	€12,000 - €24,000	Total
Tour Operator	37.9%	44.6%
- Tour Operator's website	75.1%	76.3%
Airline	26.9%	24.8%
- Airline's website	95.3%	96.2%
Travel agency (High street)	21.9%	19.1%
Online Travel Agency (OTA)	13.3%	11.5%

Where do they stay?



	€12,000 - €24,000	Total
5* Hotel	3.5%	7.1%
4* Hotel	34.8%	39.6%
1-2-3* Hotel	16.8%	14.6%
Apartment	34.4%	31.5%
Property (privately-owned, friends, family)	7.6%	4.6%
Others	2.9%	2.6%

Who are they?



	€12,000 - €24,000	Total
Gender		
Percentage of men	39.9%	48.5%
Percentage of women	60.1%	51.5%

	€12,000 - €24,000	Total
Age		
Average age (tourists > 16 years old)	41.6	46.3
Standard deviation	17.3	15.3

Age range (> 16 years old)		
16-24 years old	18.5%	8.2%
25-30 years old	18.8%	11.1%
31-45 years old	24.0%	29.1%
46-60 years old	18.2%	30.9%
Over 60 years old	20.4%	20.7%

Occupation		
Business owner or self-employed	16.7%	23.1%
Upper/Middle management employee	19.3%	36.1%
Auxiliary level employee	26.1%	15.5%
Students	12.3%	5.1%
Retired	21.2%	18.0%
Unemployed / unpaid dom. work	4.5%	2.2%

Annual household income level		
€12,000 - €24,000	100.0%	17.8%
€24,001 - €36,000	--	19.4%
€36,001 - €48,000	--	16.9%
€48,001 - €60,000	--	14.6%
€60,001 - €72,000	--	9.5%
€72,001 - €84,000	--	6.0%
More than €84,000	--	15.8%

(*) 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%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists with an income between €12,000 - €24,000	17.8%	15.3%	16.3%	17.6%	20.3%	13.6%

Who do they come with?



	€12,000 - €24,000	Total
Unaccompanied	12.6%	9.1%
Only with partner	47.3%	47.6%
Only with children (under the age of 13)	1.7%	1.5%
Partner + children (under the age of 13)	5.9%	11.8%
Other relatives	7.9%	6.0%
Friends	9.6%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	14.6%	17.5%

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

How do they rate the destination?



Impression of their stay	€12,000 - €24,000	Total
Good or very good (% tourists)	93.4%	94.1%
Average rating (scale 1-10)	8.89	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	€12,000 - €24,000	Total
Repeat tourists	67.8%	77.3%
In love (at least 10 previous visits)	12.4%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	32.2%	534,858
Spanish Mainland	20.7%	343,314
Germany	14.9%	248,390
Italy	5.8%	96,403
France	3.4%	57,001
Netherlands	3.1%	51,151
Ireland	2.0%	33,326
Poland	2.0%	32,500
Sweden	1.8%	30,317
Belgium	1.7%	28,893

Why do they choose the Canary Islands?



Aspects influencing the choice	€12,000 - €24,000	Total
Climate/sun	85.9%	89.8%
Beaches	39.0%	34.5%
Tranquillity/rest/relaxation	33.8%	36.6%
Scenery	23.2%	21.9%
Visiting new places	18.6%	14.6%
Price	15.6%	12.7%
Security	8.8%	11.1%
Quality of the environment	6.7%	6.5%
Ease of travel	5.7%	8.9%
Active tourism	5.0%	5.1%
Nightlife/fun	5.0%	3.8%
Theme parks	4.0%	3.0%
Suitable destination for children	4.0%	7.5%
Culture	2.8%	2.6%
Shopping	2.7%	2.6%
Nautical activities	1.9%	2.2%

* Multi-choice question

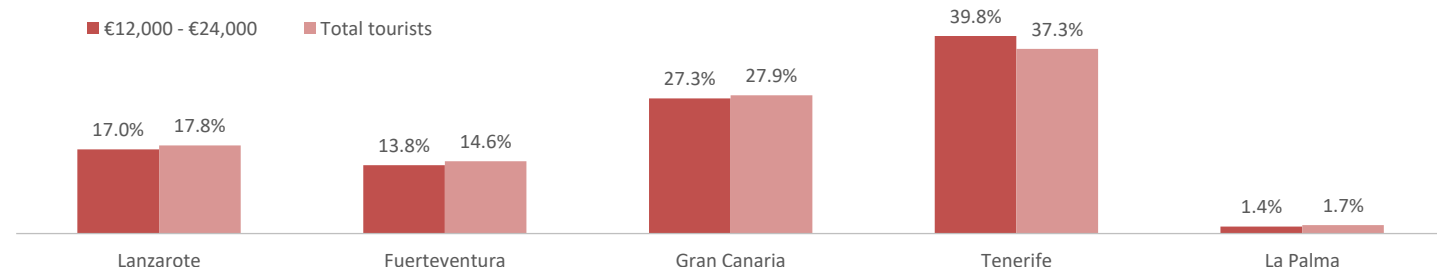
What did motivate them to come?



Aspects motivating the choice	€12,000 - €24,000	Total
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). Profile of tourist with an income between €12,000 - €24,000. (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.