

Profile of tourist according to family annual income (2016)

€24,001 - €36,000



How many are they and how much do they spend?



	€24,001 - €36,000	Total
Tourist arrivals (> 16 years old)	1,812,415	13,114,359
Average daily expenditure (€)	128.69	135.94
. in their place of residence	89.84	98.03
. in the Canary Islands	38.85	37.90
Average length of stay	9.3	9.4
Turnover per tourist (€)	1,071	1,141
Total turnover (> 16 years old) (€m)	1,942	14,957
Share of total turnover	13.0%	100%
Share of total tourist	19.4%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	45.40	47.11
- Accommodation	39.34	40.52
- Additional accommodation expenses	6.06	6.60
Transport:	27.55	26.01
- Public transport	5.69	5.14
- Taxi	6.96	6.94
- Car rental	14.91	13.93
Food and drink:	142.89	148.33
- Food purchases at supermarkets	60.93	63.46
- Restaurants	81.96	84.87
Souvenirs:	59.52	53.88
Leisure:	37.13	34.52
- Organized excursions	15.60	14.95
- Leisure, amusement	5.50	4.55
- Trip to other islands	2.22	1.85
- Sporting activities	4.21	5.11
- Cultural activities	2.17	2.04
- Discos and disco-pubs	7.43	6.01
Others:	13.72	13.91
- Wellness	2.44	3.23
- Medical expenses	1.41	1.69
- Other expenses	9.86	8.99

How far in advance do they book their trip?



	€24,001 - €36,000	Total
The same day they leave	0.8%	0.6%
Between 2 and 7 days	6.4%	6.3%
Between 8 and 15 days	8.1%	7.9%
Between 16 and 30 days	16.0%	14.7%
Between 31 and 90 days	34.6%	34.3%
More than 90 days	34.2%	36.2%

What do they book at their place of residence?



	€24,001 - €36,000	Total
Flight only	10.1%	8.8%
Flight and accommodation (room only)	26.5%	25.7%
Flight and accommodation (B&B)	7.0%	8.0%
Flight and accommodation (half board)	19.2%	20.4%
Flight and accommodation (full board)	4.1%	4.3%
Flight and accommodation (all inclusive)	33.1%	32.8%
% Tourists using low-cost airlines	52.1%	48.7%
Other expenses in their place of residence:		
- Car rental	12.2%	11.8%
- Sporting activities	4.5%	5.3%
- Excursions	5.3%	5.7%
- Trip to other islands	1.4%	1.6%

How do they book?



	€24,001 - €36,000	Total
Accommodation booking		
Tour Operator	39.5%	42.3%
- Tour Operator's website	79.7%	78.8%
Accommodation	14.4%	14.7%
- Accommodation's website	83.3%	83.5%
Travel agency (High street)	22.3%	20.5%
Online Travel Agency (OTA)	16.7%	16.5%
No need to book accommodation	7.0%	6.0%

Flight booking

	€24,001 - €36,000	Total
Tour Operator	42.2%	44.6%
- Tour Operator's website	77.6%	76.3%
Airline	24.9%	24.8%
- Airline's website	96.9%	96.2%
Travel agency (High street)	21.3%	19.1%
Online Travel Agency (OTA)	11.6%	11.5%

Where do they stay?



	€24,001 - €36,000	Total
5* Hotel	4.8%	7.1%
4* Hotel	38.5%	39.6%
1-2-3* Hotel	14.5%	14.6%
Apartment	34.1%	31.5%
Property (privately-owned, friends, family)	5.6%	4.6%
Others	2.5%	2.6%

Who are they?



	€24,001 - €36,000	Total
Gender		
Percentage of men	47.1%	48.5%
Percentage of women	52.9%	51.5%

	€24,001 - €36,000	Total
Age		
Average age (tourists > 16 years old)	45.8	46.3
Standard deviation	16.0	15.3

Age range (> 16 years old)		
16-24 years old	8.6%	8.2%
25-30 years old	13.8%	11.1%
31-45 years old	28.2%	29.1%
46-60 years old	26.7%	30.9%
Over 60 years old	22.7%	20.7%

Occupation		
Business owner or self-employed	19.5%	23.1%
Upper/Middle management employee	32.9%	36.1%
Auxiliary level employee	20.7%	15.5%
Students	3.9%	5.1%
Retired	20.9%	18.0%
Unemployed / unpaid dom. work	2.0%	2.2%

Annual household income level		
€12,000 - €24,000	--	17.8%
€24,001 - €36,000	100.0%	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 €24,001 - €36,000	1,812,415	363,962	265,135	495,715	646,615	31,542
- Share by islands	100%	20.1%	14.6%	27.4%	35.7%	1.7%
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 €24,001 - €36,000	19.4%	19.7%	18.9%	19.3%	19.8%	18.2%

Who do they come with?



	€24,001 - €36,000	Total
Unaccompanied	10.5%	9.1%
Only with partner	48.7%	47.6%
Only with children (under the age of 13)	1.9%	1.5%
Partner + children (under the age of 13)	9.2%	11.8%
Other relatives	6.8%	6.0%
Friends	7.6%	6.1%
Work colleagues	0.4%	0.3%
Other combinations ⁽¹⁾	14.9%	17.5%

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

How do they rate the destination?



Impression of their stay	€24,001 - €36,000	Total
Good or very good (% tourists)	94.3%	94.1%
Average rating (scale 1-10)	8.90	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	€24,001 - €36,000	Total
Repeat tourists	75.7%	77.3%
In love (at least 10 previous visits)	15.0%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	35.4%	641,195
Spanish Mainland	17.6%	319,183
Germany	17.5%	316,824
France	4.5%	81,343
Italy	4.0%	71,900
Netherlands	3.4%	61,653
Sweden	3.1%	56,367
Ireland	2.9%	53,382
Belgium	2.3%	41,044
Austria	1.3%	23,633

Why do they choose the Canary Islands?



Aspects influencing the choice	€24,001 - €36,000	Total
Climate/sun	88.6%	89.8%
Beaches	36.5%	34.5%
Tranquillity/rest/relaxation	35.4%	36.6%
Scenery	23.3%	21.9%
Visiting new places	16.9%	14.6%
Price	13.9%	12.7%
Security	9.4%	11.1%
Ease of travel	7.5%	8.9%
Quality of the environment	7.3%	6.5%
Suitable destination for children	6.0%	7.5%
Nightlife/fun	4.6%	3.8%
Active tourism	4.6%	5.1%
Theme parks	3.4%	3.0%
Culture	2.6%	2.6%
Shopping	2.5%	2.6%
Nautical activities	1.7%	2.2%

* Multi-choice question

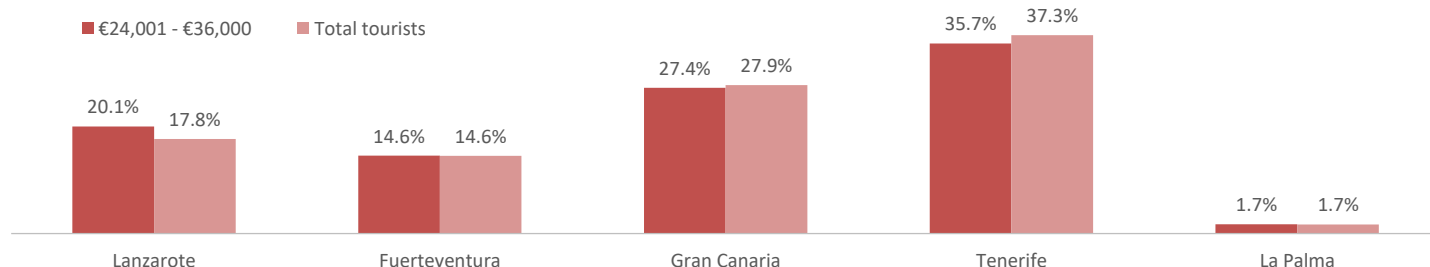
What did motivate them to come?



Aspects motivating the choice	€24,001 - €36,000	Total
Previous visits to the Canary Islands	61.8%	64.1%
Recommendation by friends or relatives	36.5%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.9%	0.8%
Information in the press/magazines/books	3.7%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	8.4%	8.0%
Recommendation by Travel Agency	10.6%	9.7%
Information obtained via the Internet	25.8%	25.8%
Senior Tourism programme	0.5%	0.2%
Others	6.4%	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 €24,001 - €36,000. (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.