

Profile of tourist according to family annual income (2017)

€24,001 - €36,000

How many are they and how much do they spend?



	€24,001 - €36,000	Total
Tourist arrivals (> 16 years old)	1,955,777	13,852,616
Average daily expenditure (€)	131.34	140.18
. in their place of residence	92.98	101.15
. in the Canary Islands	38.36	39.03
Average length of stay	9.16	9.17
Turnover per tourist (€)	1,073	1,155
Total turnover (> 16 years old) (€m)	2,098	15,999
Share of total tourist	19.3%	100%
Share of total turnover	18.0%	100%

% tourists who pay in the Canary Islands:

Accommodation:		
- Accommodation	13.5%	13.5%
- Additional accommodation expenses	6.0%	6.3%
Transport:		
- Public transport	17.8%	14.5%
- Taxi	21.9%	21.2%
- Car rental	20.7%	19.4%
Food and drink:		
- Food purchases at supermarkets	59.3%	55.0%
- Restaurants	58.4%	57.3%
Souvenirs:		
	58.1%	53.3%
Leisure:		
- Organized excursions	20.9%	17.7%
- Leisure, amusement	9.5%	8.4%
- Trip to other islands	3.0%	2.3%
- Sporting activities	5.8%	6.1%
- Cultural activities	4.7%	4.4%
- Discos and disco-pubs	7.4%	6.1%
Others:		
- Wellness	4.6%	4.9%
- Medical expenses	4.4%	4.0%
- Other expenses	10.2%	9.6%



**+8%
TOURISTS***
1,955,777



**0%
TRAVEL EXPENSES**
€1,073



**+8%
TURNOVER**
€2,098 MILL

What do they book at their place of residence?



	€24,001 - €36,000	Total
Flight only	9.5%	9.3%
Flight and accommodation (room only)	28.8%	26.9%
Flight and accommodation (B&B)	6.6%	8.3%
Flight and accommodation (half board)	18.7%	19.3%
Flight and accommodation (full board)	4.3%	4.4%
Flight and accommodation (all inclusive)	32.2%	31.9%
% Tourists using low-cost airlines	54.8%	50.8%
Other expenses in their place of residence:		
- Car rental	12.2%	12.6%
- Sporting activities	4.2%	5.1%
- Excursions	6.5%	6.2%
- Trip to other islands	1.6%	1.5%

* Tourists over 16 years old.

How do they book?



	€24,001 - €36,000	Total
Accommodation booking		
Tour Operator	41.7%	42.4%
- Tour Operator's website	81.7%	80.6%
Accommodation	13.3%	14.6%
- Accommodation's website	82.8%	84.0%
Travel agency (High street)	20.2%	19.3%
Online Travel Agency (OTA)	18.0%	17.3%
No need to book accommodation	6.8%	6.4%

	€24,001 - €36,000	Total
Flight booking		
Tour Operator	45.4%	44.8%
- Tour Operator's website	80.2%	78.6%
Airline	25.2%	25.8%
- Airline's website	97.6%	97.3%
Travel agency (High street)	18.2%	18.0%
Online Travel Agency (OTA)	11.2%	11.4%

How far in advance do they book their trip?



	€24,001 - €36,000	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	6.2%	5.9%
Between 8 and 15 days	7.8%	7.4%
Between 16 and 30 days	14.0%	13.4%
Between 31 and 90 days	36.3%	34.6%
More than 90 days	35.2%	38.3%

Who are they?



	€24,001 - €36,000	Total
Gender		
Men	46.8%	48.1%
Women	53.2%	51.9%

Age

Average age (tourists > 16 years old)	46.5	46.9
Standard deviation	16.0	15.5

Age range (> 16 years old)

16-24 years old	7.8%	8.4%
25-30 years old	13.6%	10.2%
31-45 years old	27.8%	27.9%
46-60 years old	26.7%	31.7%
Over 60 years old	24.0%	21.8%

Occupation

Business owner or self-employed	19.9%	23.8%
Upper/Middle management employee	33.3%	35.2%
Auxiliary level employee	19.7%	15.3%
Students	3.4%	5.0%
Retired	22.2%	18.6%
Unemployed / unpaid dom. work	1.5%	2.1%

Annual household income level

€12,000 - €24,000	--	17.9%
€24,001 - €36,000	100.0%	19.3%
€36,001 - €48,000	--	16.1%
€48,001 - €60,000	--	15.1%
€60,001 - €72,000	--	9.3%
€72,001 - €84,000	--	6.3%
More than €84,000	--	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists with an income €24,001 - €36,000	1,955,777	370,744	272,495	545,056	709,995	41,421
- Share by islands	100%	19.0%	13.9%	27.9%	36.3%	2.1%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Tourists with an income €24,001 - €36,000	19.3%	18.9%	19.6%	18.9%	19.8%	18.7%

Where do they stay?

	€24,001 - €36,000	Total
5* Hotel	4.5%	6.8%
4* Hotel	36.9%	38.4%
1-2-3* Hotel	15.9%	14.4%
Apartment	34.5%	32.4%
Property (privately-owned, friends, family)	5.2%	4.8%
Others	3.0%	3.2%

Who do they come with?

	€24,001 - €36,000	Total
Unaccompanied	9.7%	8.7%
Only with partner	48.9%	46.8%
Only with children (under the age of 13)	2.1%	1.7%
Partner + children (under the age of 13)	9.2%	11.9%
Other relatives	6.2%	6.0%
Friends	7.7%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	15.9%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	€24,001 - €36,000	Total
Good or very good (% tourists)	94.9%	94.0%
Average rating (scale 1-10)	8.95	8.92

How many are loyal to the Canary Islands?

Repeat tourists	€24,001 - €36,000	Total
At least 1 previous visit	75.3%	77.3%
At least 10 previous visits	15.8%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	35.7%	698,606
Germany	16.3%	318,755
Spanish Mainland	15.6%	305,041
France	4.3%	84,699
Italy	4.1%	79,211
Netherlands	3.6%	69,596
Sweden	3.4%	67,457
Ireland	3.1%	59,682
Belgium	2.8%	54,446
Others	11.2%	218,283

Why do they choose the Canary Islands?

Aspects influencing the choice	€24,001 - €36,000	Total
Climate/sun	88.2%	89.8%
Tranquillity/rest/relaxation	36.2%	37.2%
Beaches	36.0%	35.1%
Scenery	24.0%	22.9%
Visiting new places	17.1%	14.7%
Price	13.8%	12.2%
Security	8.3%	9.7%
Ease of travel	7.9%	8.9%
Quality of the environment	7.3%	6.5%
Suitable destination for children	5.8%	7.6%
Active tourism	4.8%	5.4%
Nightlife/fun	4.7%	3.8%
Culture	3.5%	2.7%
Theme parks	3.4%	3.1%
Shopping	2.5%	2.5%
Nautical activities	2.1%	2.0%

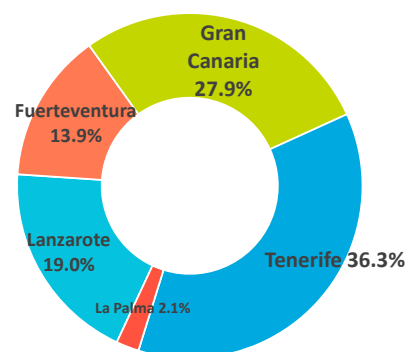
* Multi-choice question

What did motivate them to come?

Prescription sources	€24,001 - €36,000	Total
Previous visits to the Canary Islands	61.5%	64.9%
Recommendation by friends/relatives	37.4%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	1.1%	1.0%
Information in press/magazines/books	4.0%	3.8%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	7.7%	7.2%
Recommendation by Travel Agency	9.2%	9.3%
Information obtained via the Internet	27.1%	25.5%
Senior Tourism programme	0.4%	0.2%
Others	5.8%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.