

Profile of tourist according to family annual income (2016)

€36,001 - €48,000



How many are they and how much do they spend?



	€36,001 - €48,000	Total
Tourist arrivals (> 16 years old)	1,580,766	13,114,359
Average daily expenditure (€)	132.74	135.94
. in their place of residence	93.79	98.03
. in the Canary Islands	38.96	37.90
Average length of stay	9.4	9.4
Turnover per tourist (€)	1,110	1,141
Total turnover (> 16 years old) (€m)	1,754	14,957
Share of total turnover	11.7%	100%
Share of total tourist	16.9%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	49.66	47.11
- Accommodation	42.94	40.52
- Additional accommodation expenses	6.72	6.60
Transport:	28.68	26.01
- Public transport	4.99	5.14
- Taxi	7.65	6.94
- Car rental	16.04	13.93
Food and drink:	145.71	148.33
- Food purchases at supermarkets	60.34	63.46
- Restaurants	85.37	84.87
Souvenirs:	49.42	53.88
Leisure:	38.96	34.52
- Organized excursions	16.89	14.95
- Leisure, amusement	5.36	4.55
- Trip to other islands	2.11	1.85
- Sporting activities	5.58	5.11
- Cultural activities	2.31	2.04
- Discos and disco-pubs	6.71	6.01
Others:	14.40	13.91
- Wellness	3.35	3.23
- Medical expenses	2.19	1.69
- Other expenses	8.86	8.99

How far in advance do they book their trip?



	€36,001 - €48,000	Total
The same day they leave	0.4%	0.6%
Between 2 and 7 days	6.1%	6.3%
Between 8 and 15 days	7.4%	7.9%
Between 16 and 30 days	14.8%	14.7%
Between 31 and 90 days	35.7%	34.3%
More than 90 days	35.6%	36.2%

What do they book at their place of residence?



	€36,001 - €48,000	Total
Flight only	8.7%	8.8%
Flight and accommodation (room only)	26.7%	25.7%
Flight and accommodation (B&B)	7.6%	8.0%
Flight and accommodation (half board)	19.8%	20.4%
Flight and accommodation (full board)	4.5%	4.3%
Flight and accommodation (all inclusive)	32.7%	32.8%
% Tourists using low-cost airlines	49.5%	48.7%
Other expenses in their place of residence:		
- Car rental	11.8%	11.8%
- Sporting activities	4.7%	5.3%
- Excursions	5.0%	5.7%
- Trip to other islands	2.0%	1.6%

How do they book?



	€36,001 - €48,000	Total
Accommodation booking		
Tour Operator	43.8%	42.3%
- Tour Operator's website	77.9%	78.8%
Accommodation	14.5%	14.7%
- Accommodation's website	82.2%	83.5%
Travel agency (High street)	18.8%	20.5%
Online Travel Agency (OTA)	17.1%	16.5%
No need to book accommodation	5.7%	6.0%

Flight booking

	€36,001 - €48,000	Total
Tour Operator	45.5%	44.6%
- Tour Operator's website	74.5%	76.3%
Airline	25.4%	24.8%
- Airline's website	96.4%	96.2%
Travel agency (High street)	17.6%	19.1%
Online Travel Agency (OTA)	11.5%	11.5%

Where do they stay?



	€36,001 - €48,000	Total
5* Hotel	5.3%	7.1%
4* Hotel	40.4%	39.6%
1-2-3* Hotel	14.9%	14.6%
Apartment	32.7%	31.5%
Property (privately-owned, friends, family)	4.2%	4.6%
Others	2.5%	2.6%

Who are they?



	€36,001 - €48,000	Total
Gender		
Percentage of men	49.6%	48.5%
Percentage of women	50.4%	51.5%

	€36,001 - €48,000	Total
Age		
Average age (tourists > 16 years old)	46.7	46.3
Standard deviation	14.7	15.3

Age range (> 16 years old)		
16-24 years old	5.3%	8.2%
25-30 years old	11.7%	11.1%
31-45 years old	30.4%	29.1%
46-60 years old	31.7%	30.9%
Over 60 years old	20.9%	20.7%

Occupation		
Business owner or self-employed	20.2%	23.1%
Upper/Middle management employee	40.4%	36.1%
Auxiliary level employee	17.0%	15.5%
Students	2.8%	5.1%
Retired	18.4%	18.0%
Unemployed / unpaid dom. work	1.3%	2.2%

Annual household income level		
€12,000 - €24,000	--	17.8%
€24,001 - €36,000	--	19.4%
€36,001 - €48,000	100.0%	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 €36,001 - €48,000	1,580,766	326,740	257,781	421,746	527,361	31,751
- Share by islands	100%	20.7%	16.3%	26.7%	33.4%	2.0%
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 €36,001 - €48,000	16.9%	17.7%	18.4%	16.4%	16.2%	18.3%

Who do they come with?



	€36,001 - €48,000	Total
Unaccompanied	8.8%	9.1%
Only with partner	49.8%	47.6%
Only with children (under the age of 13)	2.0%	1.5%
Partner + children (under the age of 13)	11.8%	11.8%
Other relatives	5.6%	6.0%
Friends	6.2%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	15.5%	17.5%

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

How do they rate the destination?



Impression of their stay	€36,001 - €48,000	Total
Good or very good (% tourists)	94.8%	94.1%
Average rating (scale 1-10)	8.93	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	€36,001 - €48,000	Total
Repeat tourists	79.7%	77.3%
In love (at least 10 previous visits)	16.3%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	34.4%	543,101
Germany	20.3%	320,300
Spanish Mainland	12.4%	196,044
Sweden	5.3%	83,063
France	4.9%	76,899
Ireland	3.7%	58,551
Netherlands	3.5%	55,930
Norway	3.3%	51,505
Belgium	2.6%	40,579
Italy	2.4%	38,595

Why do they choose the Canary Islands?



Aspects influencing the choice	€36,001 - €48,000	Total
Climate/sun	90.7%	89.8%
Tranquillity/rest/relaxation	37.7%	36.6%
Beaches	33.9%	34.5%
Scenery	22.0%	21.9%
Visiting new places	15.1%	14.6%
Price	14.2%	12.7%
Security	10.1%	11.1%
Ease of travel	9.8%	8.9%
Suitable destination for children	7.7%	7.5%
Quality of the environment	6.1%	6.5%
Active tourism	4.8%	5.1%
Nightlife/fun	4.5%	3.8%
Theme parks	3.1%	3.0%
Culture	2.7%	2.6%
Shopping	2.5%	2.6%
Nautical activities	2.4%	2.2%

* Multi-choice question

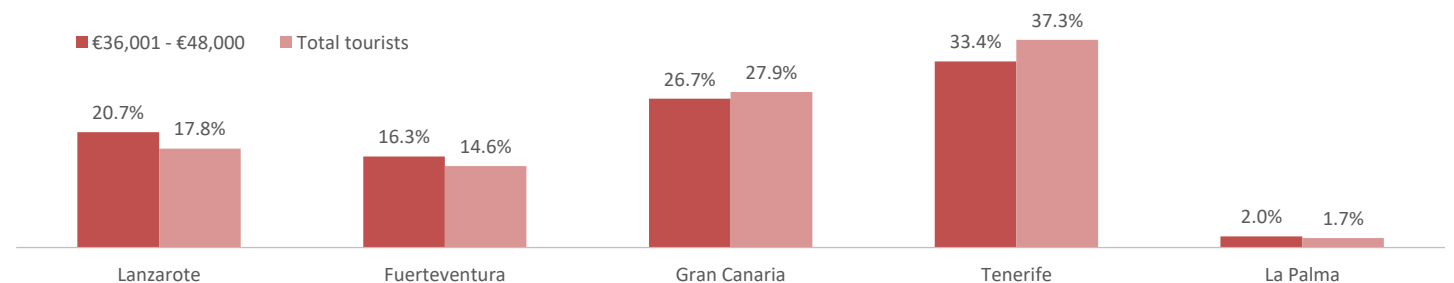
What did motivate them to come?



Aspects motivating the choice	€36,001 - €48,000	Total
Previous visits to the Canary Islands	66.9%	64.1%
Recommendation by friends or relatives	35.0%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	4.1%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	8.0%	8.0%
Recommendation by Travel Agency	8.1%	9.7%
Information obtained via the Internet	26.0%	25.8%
Senior Tourism programme	0.2%	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 €36,001 - €48,000. (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.