

## Profile of tourist according to family annual income (2017)

### €36,001 - €48,000

#### How many are they and how much do they spend?



	€36,001 - €48,000	Total
Tourist arrivals (> 16 years old)	1,625,039	13,852,616
Average daily expenditure (€)	137.61	140.18
. in their place of residence	97.46	101.15
. in the Canary Islands	40.15	39.03
Average length of stay	9.11	9.17
Turnover per tourist (€)	1,134	1,155
Total turnover (> 16 years old) (€m)	1,842	15,999
Share of total tourist	16.1%	100%
Share of total turnover	15.8%	100%

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	15.5%	13.5%
- Additional accommodation expenses	7.1%	6.3%

##### Transport:

- Public transport	17.0%	14.5%
- Taxi	23.4%	21.2%
- Car rental	19.9%	19.4%

##### Food and drink:

- Food purchases at supermarkets	59.5%	55.0%
- Restaurants	59.9%	57.3%

##### Souvenirs:

	57.1%	53.3%
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##### Leisure:

- Organized excursions	20.1%	17.7%
- Leisure, amusement	9.4%	8.4%
- Trip to other islands	2.6%	2.3%
- Sporting activities	6.0%	6.1%
- Cultural activities	4.5%	4.4%
- Discos and disco-pubs	6.6%	6.1%

##### Others:

- Wellness	5.8%	4.9%
- Medical expenses	4.9%	4.0%
- Other expenses	9.7%	9.6%



**+3%  
TOURISTS\***  
1,625,039



**+2%  
TRAVEL EXPENSES**  
€1,134



**+5%  
TURNOVER**  
€1,842 MILL

#### What do they book at their place of residence?



	€36,001 - €48,000	Total
Flight only	8.5%	9.3%
Flight and accommodation (room only)	29.5%	26.9%
Flight and accommodation (B&B)	7.4%	8.3%
Flight and accommodation (half board)	18.2%	19.3%
Flight and accommodation (full board)	4.6%	4.4%
Flight and accommodation (all inclusive)	31.8%	31.9%
% Tourists using low-cost airlines	51.6%	50.8%

#### Other expenses in their place of residence:

- Car rental	12.1%	12.6%
- Sporting activities	4.4%	5.1%
- Excursions	5.7%	6.2%
- Trip to other islands	1.6%	1.5%

\* Tourists over 16 years old.

#### How do they book?



	€36,001 - €48,000	Total
Accommodation booking		
<b>Tour Operator</b>	43.2%	42.4%
- Tour Operator's website	81.8%	80.6%
<b>Accommodation</b>	15.4%	14.6%
- Accommodation's website	84.6%	84.0%
<b>Travel agency (High street)</b>	18.0%	19.3%
<b>Online Travel Agency (OTA)</b>	17.6%	17.3%
<b>No need to book accommodation</b>	5.8%	6.4%

	€36,001 - €48,000	Total
Flight booking		
<b>Tour Operator</b>	45.3%	44.8%
- Tour Operator's website	78.9%	78.6%
<b>Airline</b>	26.6%	25.8%
- Airline's website	97.5%	97.3%
<b>Travel agency (High street)</b>	16.8%	18.0%
<b>Online Travel Agency (OTA)</b>	11.3%	11.4%

#### How far in advance do they book their trip?



	€36,001 - €48,000	Total
The same day they leave	0.6%	0.5%
Between 2 and 7 days	5.6%	5.9%
Between 8 and 15 days	7.0%	7.4%
Between 16 and 30 days	12.5%	13.4%
Between 31 and 90 days	35.5%	34.6%
More than 90 days	38.8%	38.3%

#### Who are they?



	€36,001 - €48,000	Total
Gender		
Men	50.1%	48.1%
Women	49.9%	51.9%

#### Age

Average age (tourists > 16 years old)	47.3	46.9
Standard deviation	15.3	15.5

#### Age range (> 16 years old)

16-24 years old	6.5%	8.4%
25-30 years old	10.2%	10.2%
31-45 years old	29.5%	27.9%
46-60 years old	31.7%	31.7%
Over 60 years old	22.1%	21.8%

#### Occupation

Business owner or self-employed	22.6%	23.8%
Upper/Middle management employee	38.5%	35.2%
Auxiliary level employee	16.4%	15.3%
Students	2.4%	5.0%
Retired	19.0%	18.6%
Unemployed / unpaid dom. work	1.1%	2.1%

#### Annual household income level

€12,000 - €24,000	--	17.9%
€24,001 - €36,000	--	19.3%
€36,001 - €48,000	100%	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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### €36,001 - €48,000

#### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists with an income €36,001 - €48,000	1,625,039	334,328	221,534	478,265	542,500	36,060
- Share by islands	100%	20.6%	13.6%	29.4%	33.4%	2.2%
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 €36,001 - €48,000	16.1%	17.1%	15.9%	16.6%	15.1%	16.3%

#### Where do they stay?

	€36,001 - €48,000	Total
5* Hotel	5.6%	6.8%
4* Hotel	38.3%	38.4%
1-2-3* Hotel	14.0%	14.4%
Apartment	35.1%	32.4%
Property (privately-owned, friends, family)	4.1%	4.8%
Others	3.0%	3.2%

#### Who do they come with?

	€36,001 - €48,000	Total
Unaccompanied	8.8%	8.7%
Only with partner	50.2%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	11.2%	11.9%
Other relatives	5.8%	6.0%
Friends	5.8%	6.1%
Work colleagues	0.3%	0.3%
Other combinations <sup>(1)</sup>	16.2%	18.5%

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

#### How do they rate the Canary Islands?

Opinion on their stay	€36,001 - €48,000	Total
Good or very good (% tourists)	94.7%	94.0%
Average rating (scale 1-10)	8.96	8.92

#### How many are loyal to the Canary Islands?

Repeat tourists	€36,001 - €48,000	Total
At least 1 previous visit	78.2%	77.3%
At least 10 previous visits	17.7%	16.9%

#### Where are they from?

	Share	Absolute
United Kingdom	35.0%	568,282
Germany	18.9%	306,846
Spanish Mainland	12.1%	197,161
France	4.8%	77,492
Sweden	4.2%	68,351
Netherlands	4.0%	64,759
Ireland	3.6%	58,550
Italy	3.2%	52,676
Norway	2.5%	40,702
Others	11.7%	190,220

#### Why do they choose the Canary Islands?

Aspects influencing the choice	€36,001 - €48,000	Total
Climate/sun	90.1%	89.8%
Tranquillity/rest/relaxation	36.8%	37.2%
Beaches	35.5%	35.1%
Scenery	23.9%	22.9%
Visiting new places	14.4%	14.7%
Price	13.5%	12.2%
Security	9.8%	9.7%
Ease of travel	9.2%	8.9%
Suitable destination for children	7.1%	7.6%
Quality of the environment	6.6%	6.5%
Active tourism	5.0%	5.4%
Nightlife/fun	4.1%	3.8%
Theme parks	3.0%	3.1%
Culture	2.9%	2.7%
Shopping	2.6%	2.5%
Nautical activities	2.2%	2.0%

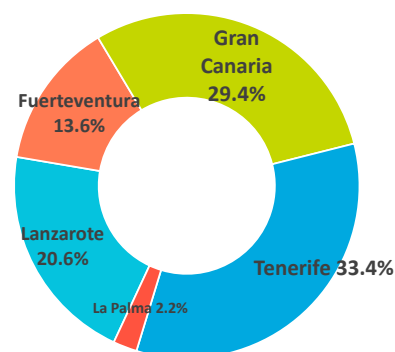
\* Multi-choice question

#### What did motivate them to come?

Prescription sources	€36,001 - €48,000	Total
Previous visits to the Canary Islands	67.6%	64.9%
Recommendation by friends/relatives	35.5%	35.0%
The Canary Islands television channel	0.1%	0.4%
Other television or radio channels	1.0%	1.0%
Information in press/magazines/books	3.6%	3.8%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	7.4%	7.2%
Recommendation by Travel Agency	8.8%	9.3%
Information obtained via the Internet	25.2%	25.5%
Senior Tourism programme	0.3%	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 €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.