

Profile of tourist according to family annual income (2016)

€48,001 - €60,000



How many are they and how much do they spend?



	€48,001 - €60,000	Total
Tourist arrivals (> 16 years old)	1,364,723	13,114,359
Average daily expenditure (€)	141.46	135.94
. in their place of residence	102.17	98.03
. in the Canary Islands	39.28	37.90
Average length of stay	9.0	9.4
Turnover per tourist (€)	1,159	1,141
Total turnover (> 16 years old) (€m)	1,581	14,957
Share of total turnover	10.6%	100%
Share of total tourist	14.6%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)		
	€48,001 - €60,000	Total
Accommodation (**):	49.86	47.11
- Accommodation	42.94	40.52
- Additional accommodation expenses	6.91	6.60
Transport:	27.96	26.01
- Public transport	5.31	5.14
- Taxi	8.29	6.94
- Car rental	14.35	13.93
Food and drink:	147.49	148.33
- Food purchases at supermarkets	60.42	63.46
- Restaurants	87.07	84.87
Souvenirs:	50.22	53.88
Leisure:	38.53	34.52
- Organized excursions	17.89	14.95
- Leisure, amusement	5.65	4.55
- Trip to other islands	1.60	1.85
- Sporting activities	5.35	5.11
- Cultural activities	1.93	2.04
- Discos and disco-pubs	6.12	6.01
Others:	15.04	13.91
- Wellness	3.79	3.23
- Medical expenses	1.33	1.69
- Other expenses	9.92	8.99

How far in advance do they book their trip?



	€48,001 - €60,000	Total
The same day they leave	0.3%	0.6%
Between 2 and 7 days	5.2%	6.3%
Between 8 and 15 days	7.3%	7.9%
Between 16 and 30 days	14.5%	14.7%
Between 31 and 90 days	35.4%	34.3%
More than 90 days	37.3%	36.2%

What do they book at their place of residence?



	€48,001 - €60,000	Total
Flight only	6.7%	8.8%
Flight and accommodation (room only)	27.3%	25.7%
Flight and accommodation (B&B)	8.6%	8.0%
Flight and accommodation (half board)	20.8%	20.4%
Flight and accommodation (full board)	4.2%	4.3%
Flight and accommodation (all inclusive)	32.4%	32.8%
% Tourists using low-cost airlines	48.5%	48.7%
Other expenses in their place of residence:		
- Car rental	12.5%	11.8%
- Sporting activities	5.5%	5.3%
- Excursions	5.5%	5.7%
- Trip to other islands	1.4%	1.6%

How do they book?



	€48,001 - €60,000	Total
Accommodation booking		
Tour Operator	43.8%	42.3%
- Tour Operator's website	81.9%	78.8%
Accommodation	15.8%	14.7%
- Accommodation's website	85.0%	83.5%
Travel agency (High street)	18.6%	20.5%
Online Travel Agency (OTA)	17.1%	16.5%
No need to book accommodation	4.7%	6.0%

Flight booking

	€48,001 - €60,000	Total
Tour Operator	47.0%	44.6%
- Tour Operator's website	79.1%	76.3%
Airline	24.3%	24.8%
- Airline's website	97.2%	96.2%
Travel agency (High street)	17.4%	19.1%
Online Travel Agency (OTA)	11.3%	11.5%

Where do they stay?



	€48,001 - €60,000	Total
5* Hotel	6.8%	7.1%
4* Hotel	41.3%	39.6%
1-2-3* Hotel	13.4%	14.6%
Apartment	33.0%	31.5%
Property (privately-owned, friends, family)	3.2%	4.6%
Others	2.3%	2.6%

Who are they?



	€48,001 - €60,000	Total
Gender		
Percentage of men	53.1%	48.5%
Percentage of women	46.9%	51.5%

	€48,001 - €60,000	Total
Age		
Average age (tourists > 16 years old)	46.9	46.3
Standard deviation	14.1	15.3

	€48,001 - €60,000	Total
Age range (> 16 years old)		
16-24 years old	4.4%	8.2%
25-30 years old	10.3%	11.1%
31-45 years old	32.6%	29.1%
46-60 years old	34.4%	30.9%
Over 60 years old	18.3%	20.7%

	€48,001 - €60,000	Total
Occupation		
Business owner or self-employed	22.4%	23.1%
Upper/Middle management employee	46.6%	36.1%
Auxiliary level employee	13.7%	15.5%
Students	2.1%	5.1%
Retired	14.1%	18.0%
Unemployed / unpaid dom. work	1.1%	2.2%

	€48,001 - €60,000	Total
Annual household income level		
€12,000 - €24,000	--	17.8%
€24,001 - €36,000	--	19.4%
€36,001 - €48,000	--	16.9%
€48,001 - €60,000	100.0%	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 €48,001 - €60,000	1,364,723	289,940	209,079	377,297	448,711	30,624
- Share by islands	100%	21.2%	15.3%	27.6%	32.9%	2.2%
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 €48,001 - €60,000	14.6%	15.7%	14.9%	14.7%	13.8%	17.6%

Who do they come with?



	€48,001 - €60,000	Total
Unaccompanied	8.0%	9.1%
Only with partner	49.5%	47.6%
Only with children (under the age of 13)	1.5%	1.5%
Partner + children (under the age of 13)	14.2%	11.8%
Other relatives	5.5%	6.0%
Friends	4.6%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	16.5%	17.5%

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

How do they rate the destination?



Impression of their stay	€48,001 - €60,000	Total
Good or very good (% tourists)	94.8%	94.1%
Average rating (scale 1-10)	8.96	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	€48,001 - €60,000	Total
Repeat tourists	79.2%	77.3%
In love (at least 10 previous visits)	16.1%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	33.4%	456,312
Germany	22.0%	300,809
Spanish Mainland	9.9%	134,611
Sweden	5.3%	72,834
France	4.6%	63,115
Ireland	4.0%	54,301
Netherlands	3.9%	53,556
Norway	3.4%	46,790
Belgium	2.4%	32,876
Italy	1.8%	24,899

Why do they choose the Canary Islands?



Aspects influencing the choice	€48,001 - €60,000	Total
Climate/sun	91.3%	89.8%
Tranquillity/rest/relaxation	39.1%	36.6%
Beaches	34.7%	34.5%
Scenery	22.4%	21.9%
Visiting new places	14.1%	14.6%
Price	13.3%	12.7%
Security	12.8%	11.1%
Ease of travel	9.4%	8.9%
Suitable destination for children	8.3%	7.5%
Quality of the environment	6.5%	6.5%
Active tourism	5.2%	5.1%
Nightlife/fun	3.2%	3.8%
Theme parks	2.8%	3.0%
Culture	2.4%	2.6%
Nautical activities	2.4%	2.2%
Shopping	1.9%	2.6%

* Multi-choice question

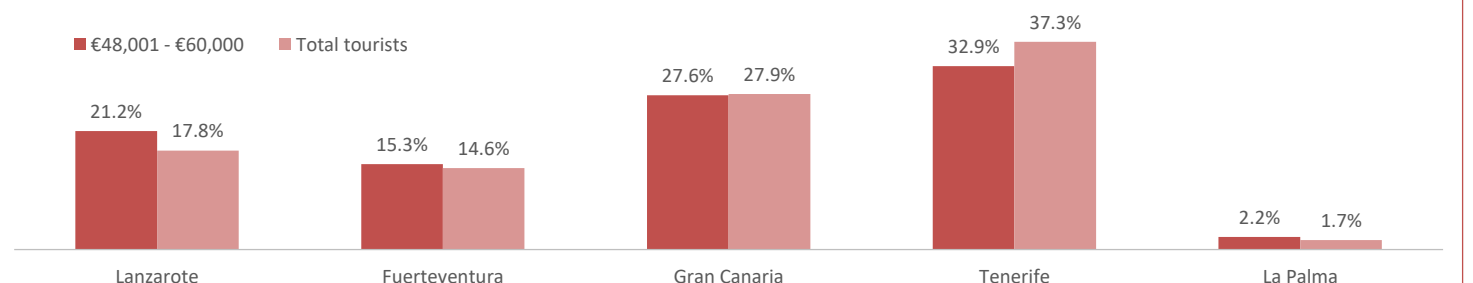
What did motivate them to come?



Aspects motivating the choice	€48,001 - €60,000	Total
Previous visits to the Canary Islands	67.2%	64.1%
Recommendation by friends or relatives	34.9%	34.5%
The Canary Islands television channel	0.5%	0.3%
Other television or radio channels	1.0%	0.8%
Information in the press/magazines/books	3.0%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	7.6%	8.0%
Recommendation by Travel Agency	9.8%	9.7%
Information obtained via the Internet	27.6%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	6.0%	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 €48,001 - €60,000. (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.