

Profile of tourist according to family annual income (2017)

€48,001 - €60,000

How many are they and how much do they spend?



	€48,001 - €60,000	Total
Tourist arrivals (> 16 years old)	1,523,089	13,852,616
Average daily expenditure (€)	145.78	140.18
. in their place of residence	104.33	101.15
. in the Canary Islands	41.45	39.03
Average length of stay	9.10	9.17
Turnover per tourist (€)	1,206	1,155
Total turnover (> 16 years old) (€m)	1,837	15,999
Share of total tourist	15.1%	100%
Share of total turnover	15.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	15.7%	13.5%
- Additional accommodation expenses	7.2%	6.3%

Transport:

- Public transport	15.8%	14.5%
- Taxi	25.4%	21.2%
- Car rental	20.3%	19.4%

Food and drink:

- Food purchases at supermarkets	59.8%	55.0%
- Restaurants	60.1%	57.3%

Souvenirs:

	55.8%	53.3%
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Leisure:

- Organized excursions	19.9%	17.7%
- Leisure, amusement	9.7%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	7.1%	6.1%
- Cultural activities	4.8%	4.4%
- Discos and disco-pubs	5.7%	6.1%

Others:

- Wellness	5.5%	4.9%
- Medical expenses	4.5%	4.0%
- Other expenses	10.0%	9.6%



**+12%
TOURISTS*1,523,089**



**+4%
TRAVEL EXPENSES
€1,206**



**+16%
TURNOVER
€1,837 MILL**

What do they book at their place of residence?



	€48,001 - €60,000	Total
Flight only	7.8%	9.3%
Flight and accommodation (room only)	28.8%	26.9%
Flight and accommodation (B&B)	9.3%	8.3%
Flight and accommodation (half board)	19.7%	19.3%
Flight and accommodation (full board)	3.7%	4.4%
Flight and accommodation (all inclusive)	30.8%	31.9%
% Tourists using low-cost airlines	50.3%	50.8%

Other expenses in their place of residence:

- Car rental	12.6%	12.6%
- Sporting activities	4.9%	5.1%
- Excursions	5.2%	6.2%
- Trip to other islands	1.1%	1.5%

* Tourists over 16 years old.

How do they book?



	€48,001 - €60,000	Total
Accommodation booking		
Tour Operator	44.4%	42.4%
- Tour Operator's website	85.7%	80.6%
Accommodation	15.1%	14.6%
- Accommodation's website	85.8%	84.0%
Travel agency (High street)	16.6%	19.3%
Online Travel Agency (OTA)	18.8%	17.3%
No need to book accommodation	5.1%	6.4%

	€48,001 - €60,000	Total
Flight booking		
Tour Operator	47.4%	44.8%
- Tour Operator's website	82.2%	78.6%
Airline	25.8%	25.8%
- Airline's website	97.9%	97.3%
Travel agency (High street)	15.0%	18.0%
Online Travel Agency (OTA)	11.9%	11.4%

How far in advance do they book their trip?



	€48,001 - €60,000	Total
The same day they leave	0.5%	0.5%
Between 2 and 7 days	5.5%	5.9%
Between 8 and 15 days	6.3%	7.4%
Between 16 and 30 days	12.1%	13.4%
Between 31 and 90 days	35.5%	34.6%
More than 90 days	40.2%	38.3%

Who are they?



	€48,001 - €60,000	Total
Gender		
Men	52.6%	48.1%
Women	47.4%	51.9%

Age

Average age (tourists > 16 years old)	47.6	46.9
Standard deviation	14.2	15.5

Age range (> 16 years old)

16-24 years old	5.3%	8.4%
25-30 years old	8.3%	10.2%
31-45 years old	30.2%	27.9%
46-60 years old	36.0%	31.7%
Over 60 years old	20.1%	21.8%

Occupation

Business owner or self-employed	24.2%	23.8%
Upper/Middle management employee	43.9%	35.2%
Auxiliary level employee	13.5%	15.3%
Students	2.4%	5.0%
Retired	14.6%	18.6%
Unemployed / unpaid dom. work	1.3%	2.1%

Annual household income level

€12,000 - €24,000	--	17.9%
€24,001 - €36,000	--	19.3%
€36,001 - €48,000	--	16.1%
€48,001 - €60,000	100%	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 €48,001 - €60,000	1,523,089	311,834	220,367	432,028	503,798	42,778
- Share by islands	100%	20.5%	14.5%	28.4%	33.1%	2.8%
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 €48,001 - €60,000	15.1%	15.9%	15.9%	15.0%	14.1%	19.3%

Where do they stay?

	€48,001 - €60,000	Total
5* Hotel	6.8%	6.8%
4* Hotel	38.8%	38.4%
1-2-3* Hotel	14.1%	14.4%
Apartment	34.1%	32.4%
Property (privately-owned, friends, family)	3.6%	4.8%
Others	2.6%	3.2%

Who do they come with?

	€48,001 - €60,000	Total
Unaccompanied	7.9%	8.7%
Only with partner	47.5%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	14.5%	11.9%
Other relatives	4.9%	6.0%
Friends	5.0%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	18.2%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	€48,001 - €60,000	Total
Good or very good (% tourists)	94.2%	94.0%
Average rating (scale 1-10)	8.94	8.92

How many are loyal to the Canary Islands?

Repeat tourists	€48,001 - €60,000	Total
At least 1 previous visit	80.6%	77.3%
At least 10 previous visits	17.7%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	35.2%	535,589
Germany	21.1%	321,733
Spanish Mainland	8.4%	128,370
Netherlands	4.6%	70,252
Sweden	4.5%	68,653
Norway	3.9%	59,004
Ireland	3.9%	58,646
France	3.6%	55,101
Finland	2.3%	35,182
Others	12.5%	190,558

Why do they choose the Canary Islands?

Aspects influencing the choice	€48,001 - €60,000	Total
Climate/sun	91.5%	89.8%
Tranquillity/rest/relaxation	38.8%	37.2%
Beaches	33.8%	35.1%
Scenery	21.8%	22.9%
Visiting new places	14.4%	14.7%
Price	13.5%	12.2%
Security	10.2%	9.7%
Ease of travel	8.9%	8.9%
Suitable destination for children	8.8%	7.6%
Quality of the environment	6.8%	6.5%
Active tourism	6.2%	5.4%
Nightlife/fun	4.5%	3.8%
Theme parks	2.7%	3.1%
Shopping	2.4%	2.5%
Culture	2.3%	2.7%
Nautical activities	2.0%	2.0%

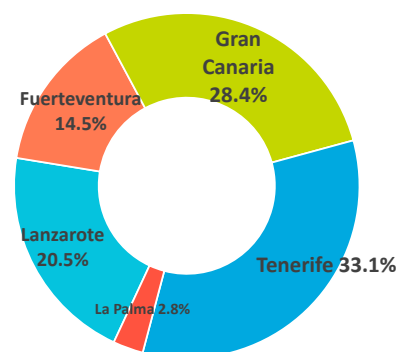
* Multi-choice question

What did motivate them to come?

Prescription sources	€48,001 - €60,000	Total
Previous visits to the Canary Islands	68.8%	64.9%
Recommendation by friends/relatives	33.6%	35.0%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	0.8%	1.0%
Information in press/magazines/books	4.0%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	7.7%	7.2%
Recommendation by Travel Agency	8.4%	9.3%
Information obtained via the Internet	27.2%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	5.6%	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 €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.