

Profile of tourist according to family annual income (2016)

€60,001 - €72,000



How many are they and how much do they spend?



	€60,001 - €72,000	Total
Tourist arrivals (> 16 years old)	883,957	13,114,359
Average daily expenditure (€)	147.08	135.94
. in their place of residence	105.21	98.03
. in the Canary Islands	41.86	37.90
Average length of stay	8.8	9.4
Turnover per tourist (€)	1,193	1,141
Total turnover (> 16 years old) (€m)	1,055	14,957
Share of total turnover	7.1%	100%
Share of total tourist	9.5%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)

	€60,001 - €72,000	Total
Accommodation (**):	53.91	47.11
- Accommodation	46.49	40.52
- Additional accommodation expenses	7.42	6.60
Transport:	28.65	26.01
- Public transport	4.90	5.14
- Taxi	8.43	6.94
- Car rental	15.32	13.93
Food and drink:	160.73	148.33
- Food purchases at supermarkets	60.96	63.46
- Restaurants	99.77	84.87
Souvenirs:	48.11	53.88
Leisure:	38.02	34.52
- Organized excursions	15.61	14.95
- Leisure, amusement	5.46	4.55
- Trip to other islands	1.98	1.85
- Sporting activities	6.81	5.11
- Cultural activities	2.76	2.04
- Discos and disco-pubs	5.40	6.01
Others:	13.58	13.91
- Wellness	4.20	3.23
- Medical expenses	1.17	1.69
- Other expenses	8.22	8.99

How far in advance do they book their trip?



	€60,001 - €72,000	Total
The same day they leave	0.4%	0.6%
Between 2 and 7 days	5.7%	6.3%
Between 8 and 15 days	7.6%	7.9%
Between 16 and 30 days	12.7%	14.7%
Between 31 and 90 days	34.1%	34.3%
More than 90 days	39.7%	36.2%

What do they book at their place of residence?



	€60,001 - €72,000	Total
Flight only	7.0%	8.8%
Flight and accommodation (room only)	27.5%	25.7%
Flight and accommodation (B&B)	10.0%	8.0%
Flight and accommodation (half board)	20.9%	20.4%
Flight and accommodation (full board)	3.4%	4.3%
Flight and accommodation (all inclusive)	31.1%	32.8%
% Tourists using low-cost airlines	48.2%	48.7%
Other expenses in their place of residence:		
- Car rental	12.5%	11.8%
- Sporting activities	5.4%	5.3%
- Excursions	5.0%	5.7%
- Trip to other islands	1.5%	1.6%

How do they book?



	€60,001 - €72,000	Total
Accommodation booking		
Tour Operator	42.7%	42.3%
- Tour Operator's website	81.3%	78.8%
Accommodation	17.4%	14.7%
- Accommodation's website	84.7%	83.5%
Travel agency (High street)	17.6%	20.5%
Online Travel Agency (OTA)	17.8%	16.5%
No need to book accommodation	4.5%	6.0%

Flight booking

	€60,001 - €72,000	Total
Tour Operator	45.7%	44.6%
- Tour Operator's website	79.8%	76.3%
Airline	26.0%	24.8%
- Airline's website	97.9%	96.2%
Travel agency (High street)	15.9%	19.1%
Online Travel Agency (OTA)	12.3%	11.5%

Where do they stay?



	€60,001 - €72,000	Total
5* Hotel	8.8%	7.1%
4* Hotel	39.1%	39.6%
1-2-3* Hotel	14.8%	14.6%
Apartment	31.9%	31.5%
Property (privately-owned, friends, family)	3.1%	4.6%
Others	2.3%	2.6%

Who are they?



	€60,001 - €72,000	Total
Gender		
Percentage of men	55.8%	48.5%
Percentage of women	44.2%	51.5%

	€60,001 - €72,000	Total
Age		
Average age (tourists > 16 years old)	46.3	46.3
Standard deviation	13.4	15.3

	€60,001 - €72,000	Total
Age range (> 16 years old)		
16-24 years old	5.0%	8.2%
25-30 years old	9.4%	11.1%
31-45 years old	33.4%	29.1%
46-60 years old	37.1%	30.9%
Over 60 years old	15.1%	20.7%

	€60,001 - €72,000	Total
Occupation		
Business owner or self-employed	25.5%	23.1%
Upper/Middle management employee	48.7%	36.1%
Auxiliary level employee	12.0%	15.5%
Students	2.2%	5.1%
Retired	10.7%	18.0%
Unemployed / unpaid dom. work	1.0%	2.2%

	€60,001 - €72,000	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	--	14.6%
€60,001 - €72,000	100.0%	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 €60,001 - €72,000	883,957	181,218	139,424	244,321	293,411	17,829
- Share by islands	100%	20.5%	15.8%	27.6%	33.2%	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 €60,001 - €72,000	9.5%	9.8%	9.9%	9.5%	9.0%	10.3%

Who do they come with?



	€60,001 - €72,000	Total
Unaccompanied	7.1%	9.1%
Only with partner	49.1%	47.6%
Only with children (under the age of 13)	1.2%	1.5%
Partner + children (under the age of 13)	16.0%	11.8%
Other relatives	4.5%	6.0%
Friends	3.8%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	17.9%	17.5%

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

How do they rate the destination?



Impression of their stay	€60,001 - €72,000	Total
Good or very good (% tourists)	95.6%	94.1%
Average rating (scale 1-10)	8.95	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	€60,001 - €72,000	Total
Repeat tourists	80.7%	77.3%
In love (at least 10 previous visits)	16.6%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	33.5%	296,023
Germany	20.9%	184,682
Spanish Mainland	8.2%	72,522
Sweden	5.0%	44,070
Netherlands	4.9%	43,617
Ireland	4.4%	38,454
Norway	3.9%	34,852
France	3.3%	29,086
Switzerland	3.2%	28,238
Denmark	2.5%	22,445

Why do they choose the Canary Islands?



Aspects influencing the choice	€60,001 - €72,000	Total
Climate/sun	91.1%	89.8%
Tranquillity/rest/relaxation	39.2%	36.6%
Beaches	32.8%	34.5%
Scenery	18.7%	21.9%
Visiting new places	13.1%	14.6%
Price	13.0%	12.7%
Security	11.8%	11.1%
Ease of travel	10.5%	8.9%
Suitable destination for children	9.7%	7.5%
Quality of the environment	7.1%	6.5%
Active tourism	5.6%	5.1%
Nightlife/fun	3.8%	3.8%
Culture	3.6%	2.6%
Shopping	2.5%	2.6%
Nautical activities	2.4%	2.2%
Theme parks	2.2%	3.0%

* Multi-choice question

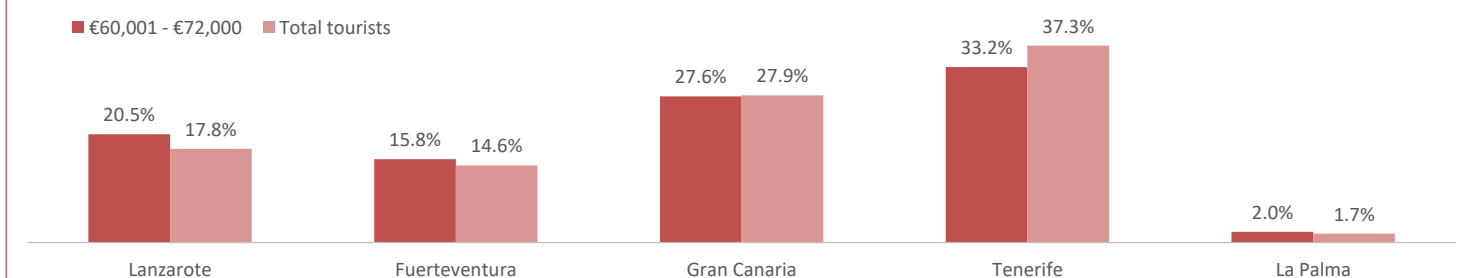
What did motivate them to come?



Aspects motivating the choice	€60,001 - €72,000	Total
Previous visits to the Canary Islands	68.1%	64.1%
Recommendation by friends or relatives	32.0%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.7%	0.8%
Information in the press/magazines/books	3.9%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	8.5%	8.0%
Recommendation by Travel Agency	8.5%	9.7%
Information obtained via the Internet	27.4%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	6.7%	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 €60,001 - €72,000. (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.