

Profile of tourist according to family annual income (2017)

€60,001 - €72,000

How many are they and how much do they spend?



	€60,001 - €72,000	Total
Tourist arrivals (> 16 years old)	939,019	13,852,616
Average daily expenditure (€)	148.35	140.18
. in their place of residence	106.54	101.15
. in the Canary Islands	41.81	39.03
Average length of stay	8.77	9.17
Turnover per tourist (€)	1,206	1,155
Total turnover (> 16 years old) (€m)	1,132	15,999
Share of total tourist	9.3%	100%
Share of total turnover	9.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:		
- Accommodation	15.3%	13.5%
- Additional accommodation expenses	7.6%	6.3%
Transport:		
- Public transport	14.9%	14.5%
- Taxi	25.8%	21.2%
- Car rental	23.3%	19.4%
Food and drink:		
- Food purchases at supermarkets	62.2%	55.0%
- Restaurants	61.7%	57.3%
Souvenirs:		
	54.0%	53.3%
Leisure:		
- Organized excursions	17.9%	17.7%
- Leisure, amusement	9.9%	8.4%
- Trip to other islands	2.2%	2.3%
- Sporting activities	7.0%	6.1%
- Cultural activities	6.1%	4.4%
- Discos and disco-pubs	5.8%	6.1%
Others:		
- Wellness	5.5%	4.9%
- Medical expenses	4.4%	4.0%
- Other expenses	10.5%	9.6%



+6%
TOURISTS*
939,019



+1%
TRAVEL EXPENSES
€1,206



+7%
TURNOVER
€1,132 MILL

What do they book at their place of residence?



	€60,001 - €72,000	Total
Flight only	7.5%	9.3%
Flight and accommodation (room only)	30.0%	26.9%
Flight and accommodation (B&B)	9.2%	8.3%
Flight and accommodation (half board)	19.7%	19.3%
Flight and accommodation (full board)	3.1%	4.4%
Flight and accommodation (all inclusive)	30.6%	31.9%
% Tourists using low-cost airlines	51.5%	50.8%
Other expenses in their place of residence:		
- Car rental	12.4%	12.6%
- Sporting activities	6.0%	5.1%
- Excursions	5.5%	6.2%
- Trip to other islands	1.3%	1.5%

* Tourists over 16 years old.

How do they book?



	€60,001 - €72,000	Total
Accommodation booking		
Tour Operator	44.1%	42.4%
- Tour Operator's website	83.9%	80.6%
Accommodation	14.2%	14.6%
- Accommodation's website	86.2%	84.0%
Travel agency (High street)	16.6%	19.3%
Online Travel Agency (OTA)	19.2%	17.3%
No need to book accommodation	5.9%	6.4%

	€60,001 - €72,000	Total
Flight booking		
Tour Operator	46.7%	44.8%
- Tour Operator's website	82.5%	78.6%
Airline	26.3%	25.8%
- Airline's website	98.6%	97.3%
Travel agency (High street)	15.3%	18.0%
Online Travel Agency (OTA)	11.8%	11.4%

How far in advance do they book their trip?



	€60,001 - €72,000	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	5.3%	5.9%
Between 8 and 15 days	6.7%	7.4%
Between 16 and 30 days	12.4%	13.4%
Between 31 and 90 days	34.8%	34.6%
More than 90 days	40.4%	38.3%

Who are they?



	€60,001 - €72,000	Total
Gender		
Men	53.6%	48.1%
Women	46.4%	51.9%

Age

Average age (tourists > 16 years old)	47.6	46.9
Standard deviation	13.8	15.5

Age range (> 16 years old)

16-24 years old	4.6%	8.4%
25-30 years old	7.9%	10.2%
31-45 years old	30.6%	27.9%
46-60 years old	38.5%	31.7%
Over 60 years old	18.4%	21.8%

Occupation

Business owner or self-employed	25.3%	23.8%
Upper/Middle management employee	47.7%	35.2%
Auxiliary level employee	9.7%	15.3%
Students	2.1%	5.0%
Retired	13.8%	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	--	15.1%
€60,001 - €72,000	100%	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 €60,001 - €72,000	939,019	186,183	137,877	275,397	314,957	18,018
- Share by islands	100%	19.8%	14.7%	29.3%	33.5%	1.9%
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 €60,001 - €72,000	9.3%	9.5%	9.9%	9.6%	8.8%	8.1%

Where do they stay?

	€60,001 - €72,000	Total
5* Hotel	6.9%	6.8%
4* Hotel	38.4%	38.4%
1-2-3* Hotel	12.1%	14.4%
Apartment	35.1%	32.4%
Property (privately-owned, friends, family)	4.1%	4.8%
Others	3.3%	3.2%

Who do they come with?

	€60,001 - €72,000	Total
Unaccompanied	7.2%	8.7%
Only with partner	46.7%	46.8%
Only with children (under the age of 13)	1.3%	1.7%
Partner + children (under the age of 13)	14.9%	11.9%
Other relatives	4.8%	6.0%
Friends	3.8%	6.1%
Work colleagues	0.2%	0.3%
Other combinations ⁽¹⁾	21.2%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	€60,001 - €72,000	Total
Good or very good (% tourists)	94.1%	94.0%
Average rating (scale 1-10)	8.93	8.92

How many are loyal to the Canary Islands?

Repeat tourists	€60,001 - €72,000	Total
At least 1 previous visit	82.4%	77.3%
At least 10 previous visits	18.3%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	33.5%	315,016
Germany	21.4%	200,756
Spanish Mainland	6.4%	60,539
Sweden	6.0%	56,388
Norway	4.6%	43,504
Netherlands	4.4%	40,997
Ireland	4.0%	37,912
Switzerland	3.4%	31,496
France	3.3%	31,016
Others	12.9%	121,397

Why do they choose the Canary Islands?

Aspects influencing the choice	€60,001 - €72,000	Total
Climate/sun	91.7%	89.8%
Tranquillity/rest/relaxation	41.0%	37.2%
Beaches	33.8%	35.1%
Scenery	21.2%	22.9%
Price	11.9%	12.2%
Visiting new places	11.9%	14.7%
Security	10.5%	9.7%
Ease of travel	10.3%	8.9%
Suitable destination for children	9.8%	7.6%
Quality of the environment	7.0%	6.5%
Active tourism	6.4%	5.4%
Theme parks	2.9%	3.1%
Nightlife/fun	2.7%	3.8%
Nautical activities	2.5%	2.0%
Culture	2.2%	2.7%
Shopping	2.1%	2.5%

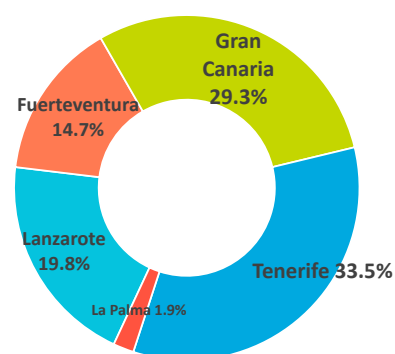
* Multi-choice question

What did motivate them to come?

Prescription sources	€60,001 - €72,000	Total
Previous visits to the Canary Islands	70.8%	64.9%
Recommendation by friends/relatives	32.0%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.3%	1.0%
Information in press/magazines/books	4.7%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	8.0%	7.2%
Recommendation by Travel Agency	8.3%	9.3%
Information obtained via the Internet	25.6%	25.5%
Senior Tourism programme	0.1%	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 €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.