

Profile of tourist according to family annual income (2016)

€72,001 - €84,000



How many are they and how much do they spend?



	€72,001 - €84,000	Total
Tourist arrivals (> 16 years old)	558,453	13,114,359
Average daily expenditure (€)	148.22	135.94
. in their place of residence	106.41	98.03
. in the Canary Islands	41.80	37.90
Average length of stay	8.7	9.4
Turnover per tourist (€)	1,197	1,141
Total turnover (> 16 years old) (€m)	668	14,957
Share of total turnover	4.5%	100%
Share of total tourist	6.0%	100%

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

	€72,001 - €84,000	Total
Accommodation (**):	55.55	47.11
- Accommodation	47.21	40.52
- Additional accommodation expenses	8.34	6.60
Transport:	27.91	26.01
- Public transport	4.11	5.14
- Taxi	8.11	6.94
- Car rental	15.69	13.93
Food and drink:	157.50	148.33
- Food purchases at supermarkets	64.00	63.46
- Restaurants	93.51	84.87
Souvenirs:	47.10	53.88
Leisure:	35.37	34.52
- Organized excursions	14.44	14.95
- Leisure, amusement	4.42	4.55
- Trip to other islands	1.35	1.85
- Sporting activities	5.92	5.11
- Cultural activities	2.25	2.04
- Discos and disco-pubs	6.99	6.01
Others:	19.64	13.91
- Wellness	6.14	3.23
- Medical expenses	1.52	1.69
- Other expenses	11.97	8.99

How far in advance do they book their trip?



	€72,001 - €84,000	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	5.0%	6.3%
Between 8 and 15 days	7.0%	7.9%
Between 16 and 30 days	12.4%	14.7%
Between 31 and 90 days	34.8%	34.3%
More than 90 days	40.3%	36.2%

What do they book at their place of residence?



	€72,001 - €84,000	Total
Flight only	8.1%	8.8%
Flight and accommodation (room only)	26.7%	25.7%
Flight and accommodation (B&B)	10.2%	8.0%
Flight and accommodation (half board)	21.7%	20.4%
Flight and accommodation (full board)	3.4%	4.3%
Flight and accommodation (all inclusive)	29.9%	32.8%
% Tourists using low-cost airlines	47.6%	48.7%
Other expenses in their place of residence:		
- Car rental	13.4%	11.8%
- Sporting activities	6.1%	5.3%
- Excursions	5.0%	5.7%
- Trip to other islands	1.0%	1.6%

How do they book?



	€72,001 - €84,000	Total
Accommodation booking		
Tour Operator	45.3%	42.3%
- Tour Operator's website	84.0%	78.8%
Accommodation	17.3%	14.7%
- Accommodation's website	86.9%	83.5%
Travel agency (High street)	14.9%	20.5%
Online Travel Agency (OTA)	17.1%	16.5%
No need to book accommodation	5.4%	6.0%

Flight booking

	€72,001 - €84,000	Total
Tour Operator	47.5%	44.6%
- Tour Operator's website	81.8%	76.3%
Airline	27.2%	24.8%
- Airline's website	98.1%	96.2%
Travel agency (High street)	13.7%	19.1%
Online Travel Agency (OTA)	11.6%	11.5%

Where do they stay?



	€72,001 - €84,000	Total
5* Hotel	8.8%	7.1%
4* Hotel	39.0%	39.6%
1-2-3* Hotel	12.8%	14.6%
Apartment	33.3%	31.5%
Property (privately-owned, friends, family)	3.8%	4.6%
Others	2.3%	2.6%

Who are they?



	€72,001 - €84,000	Total
Gender		
Percentage of men	56.2%	48.5%
Percentage of women	43.8%	51.5%

	€72,001 - €84,000	Total
Age		
Average age (tourists > 16 years old)	46.5	46.3
Standard deviation	12.7	15.3

	€72,001 - €84,000	Total
Age range (> 16 years old)		
16-24 years old	4.1%	8.2%
25-30 years old	8.0%	11.1%
31-45 years old	33.9%	29.1%
46-60 years old	39.9%	30.9%
Over 60 years old	14.2%	20.7%

	€72,001 - €84,000	Total
Occupation		
Business owner or self-employed	27.5%	23.1%
Upper/Middle management employee	50.1%	36.1%
Auxiliary level employee	10.2%	15.5%
Students	2.2%	5.1%
Retired	8.9%	18.0%
Unemployed / unpaid dom. work	1.0%	2.2%

	€72,001 - €84,000	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	--	9.5%
€72,001 - €84,000	100.0%	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 €72,001 - €84,000	558,453	112,759	72,839	161,807	195,329	10,468
- Share by islands	100%	20.2%	13.0%	29.0%	35.0%	1.9%
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 €72,001 - €84,000	6.0%	6.1%	5.2%	6.3%	6.0%	6.0%

Who do they come with?



	€72,001 - €84,000	Total
Unaccompanied	6.4%	9.1%
Only with partner	46.7%	47.6%
Only with children (under the age of 13)	1.2%	1.5%
Partner + children (under the age of 13)	18.8%	11.8%
Other relatives	4.5%	6.0%
Friends	4.3%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	17.7%	17.5%

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

How do they rate the destination?



	€72,001 - €84,000	Total
Good or very good (% tourists)	93.9%	94.1%
Average rating (scale 1-10)	8.95	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	€72,001 - €84,000	Total
Repeat tourists	82.4%	77.3%
In love (at least 10 previous visits)	17.6%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	35.2%	196,538
Germany	19.5%	108,678
Spanish Mainland	6.7%	37,666
Sweden	5.4%	30,027
Ireland	5.0%	28,062
Netherlands	4.7%	26,068
Norway	4.7%	26,009
Denmark	3.7%	20,805
France	3.5%	19,355
Switzerland	3.0%	16,874

Why do they choose the Canary Islands?



Aspects influencing the choice	€72,001 - €84,000	Total
Climate/sun	91.9%	89.8%
Tranquillity/rest/relaxation	39.2%	36.6%
Beaches	28.7%	34.5%
Scenery	19.4%	21.9%
Price	13.8%	12.7%
Suitable destination for children	13.1%	7.5%
Security	12.7%	11.1%
Ease of travel	11.6%	8.9%
Visiting new places	10.0%	14.6%
Quality of the environment	6.6%	6.5%
Active tourism	4.9%	5.1%
Nightlife/fun	3.0%	3.8%
Culture	2.8%	2.6%
Shopping	2.4%	2.6%
Nautical activities	2.3%	2.2%
Theme parks	1.9%	3.0%

* Multi-choice question

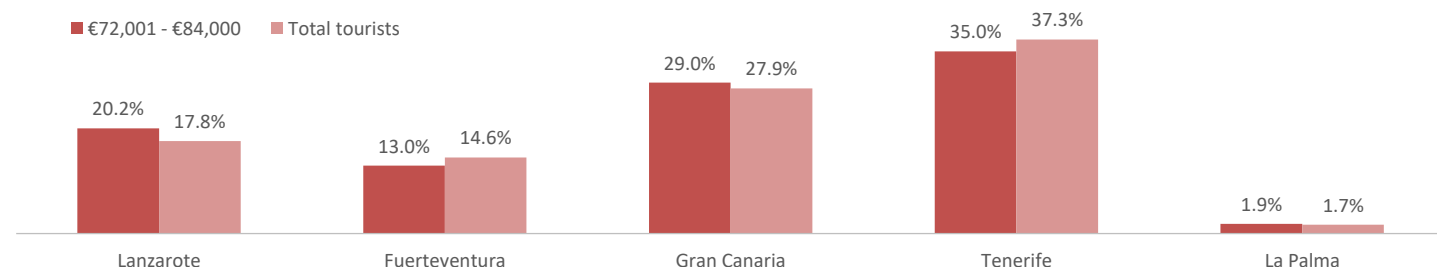
What did motivate them to come?



Aspects motivating the choice	€72,001 - €84,000	Total
Previous visits to the Canary Islands	69.3%	64.1%
Recommendation by friends or relatives	31.8%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	3.3%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	6.8%	8.0%
Recommendation by Travel Agency	7.7%	9.7%
Information obtained via the Internet	28.4%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	6.2%	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 €72,001 - €84,000. (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.