

Profile of tourist according to family annual income (2017)

€72,001 - €84,000

How many are they and how much do they spend?



	€72,001 - €84,000	Total
Tourist arrivals (> 16 years old)	642,089	13,852,616
Average daily expenditure (€)	153.48	140.18
. in their place of residence	110.80	101.15
. in the Canary Islands	42.68	39.03
Average length of stay	8.97	9.17
Turnover per tourist (€)	1,248	1,155
Total turnover (> 16 years old) (€m)	802	15,999
Share of total tourist	6.3%	100%
Share of total turnover	6.9%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	15.2%	13.5%
- Additional accommodation expenses	7.1%	6.3%

Transport:

- Public transport	14.0%	14.5%
- Taxi	26.2%	21.2%
- Car rental	24.0%	19.4%

Food and drink:

- Food purchases at supermarkets	62.4%	55.0%
- Restaurants	62.1%	57.3%

Souvenirs:

	52.0%	53.3%
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Leisure:

- Organized excursions	19.1%	17.7%
- Leisure, amusement	9.5%	8.4%
- Trip to other islands	2.7%	2.3%
- Sporting activities	8.7%	6.1%
- Cultural activities	6.6%	4.4%
- Discos and disco-pubs	4.6%	6.1%

Others:

- Wellness	7.6%	4.9%
- Medical expenses	5.4%	4.0%
- Other expenses	10.8%	9.6%



+15%
TOURISTS*
642,089



+4%
TRAVEL EXPENSES
€1,248



+20%
TURNOVER
€802 MILL

What do they book at their place of residence?



	€72,001 - €84,000	Total
Flight only	7.1%	9.3%
Flight and accommodation (room only)	28.3%	26.9%
Flight and accommodation (B&B)	11.4%	8.3%
Flight and accommodation (half board)	19.5%	19.3%
Flight and accommodation (full board)	3.4%	4.4%
Flight and accommodation (all inclusive)	30.4%	31.9%
% Tourists using low-cost airlines	48.0%	50.8%

Other expenses in their place of residence:

- Car rental	14.0%	12.6%
- Sporting activities	5.5%	5.1%
- Excursions	5.0%	6.2%
- Trip to other islands	1.2%	1.5%

* Tourists over 16 years old.

How do they book?



	€72,001 - €84,000	Total
Accommodation booking		
Tour Operator	43.6%	42.4%
- Tour Operator's website	85.6%	80.6%
Accommodation	16.9%	14.6%
- Accommodation's website	88.8%	84.0%
Travel agency (High street)	15.9%	19.3%
Online Travel Agency (OTA)	19.1%	17.3%
No need to book accommodation	4.5%	6.4%

	€72,001 - €84,000	Total
Flight booking		
Tour Operator	45.2%	44.8%
- Tour Operator's website	81.7%	78.6%
Airline	27.9%	25.8%
- Airline's website	98.8%	97.3%
Travel agency (High street)	14.9%	18.0%
Online Travel Agency (OTA)	12.0%	11.4%

How far in advance do they book their trip?



	€72,001 - €84,000	Total
The same day they leave	0.5%	0.5%
Between 2 and 7 days	4.6%	5.9%
Between 8 and 15 days	5.7%	7.4%
Between 16 and 30 days	12.5%	13.4%
Between 31 and 90 days	36.3%	34.6%
More than 90 days	40.4%	38.3%

Who are they?



	€72,001 - €84,000	Total
Gender		
Men	55.4%	48.1%
Women	44.6%	51.9%

Age

Average age (tourists > 16 years old)	47.5	46.9
Standard deviation	13.2	15.5

Age range (> 16 years old)

16-24 years old	4.0%	8.4%
25-30 years old	7.9%	10.2%
31-45 years old	32.6%	27.9%
46-60 years old	39.2%	31.7%
Over 60 years old	16.4%	21.8%

Occupation

Business owner or self-employed	27.0%	23.8%
Upper/Middle management employee	49.2%	35.2%
Auxiliary level employee	8.8%	15.3%
Students	2.4%	5.0%
Retired	11.2%	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	--	9.3%
€72,001 - €84,000	100%	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 €72,001 - €84,000	642,089	128,596	90,662	183,383	218,231	16,194
- Share by islands	100%	20.0%	14.1%	28.6%	34.0%	2.5%
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 €72,001 - €84,000	6.3%	6.6%	6.5%	6.4%	6.1%	7.3%

Where do they stay?

	€72,001 - €84,000	Total
5* Hotel	10.1%	6.8%
4* Hotel	36.2%	38.4%
1-2-3* Hotel	13.9%	14.4%
Apartment	33.5%	32.4%
Property (privately-owned, friends, family)	3.1%	4.8%
Others	3.2%	3.2%

Who do they come with?

	€72,001 - €84,000	Total
Unaccompanied	6.2%	8.7%
Only with partner	47.6%	46.8%
Only with children (under the age of 13)	1.6%	1.7%
Partner + children (under the age of 13)	18.4%	11.9%
Other relatives	5.0%	6.0%
Friends	3.2%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	17.8%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	€72,001 - €84,000	Total
Good or very good (% tourists)	94.3%	94.0%
Average rating (scale 1-10)	8.93	8.92

How many are loyal to the Canary Islands?

Repeat tourists	€72,001 - €84,000	Total
At least 1 previous visit	80.6%	77.3%
At least 10 previous visits	16.5%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	32.6%	209,193
Germany	21.5%	138,037
Spanish Mainland	6.0%	38,597
Norway	5.7%	36,285
Sweden	5.6%	36,267
Ireland	4.4%	28,266
Switzerland	4.1%	26,150
Netherlands	3.6%	22,987
France	3.3%	21,173
Others	13.3%	85,133

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%	37.2%
Beaches	32.0%	35.1%
Scenery	21.6%	22.9%
Security	12.1%	9.7%
Price	12.0%	12.2%
Suitable destination for children	11.7%	7.6%
Visiting new places	11.7%	14.7%
Ease of travel	11.6%	8.9%
Active tourism	6.7%	5.4%
Quality of the environment	6.4%	6.5%
Nightlife/fun	3.2%	3.8%
Culture	2.5%	2.7%
Theme parks	2.5%	3.1%
Nautical activities	1.6%	2.0%
Shopping	1.5%	2.5%

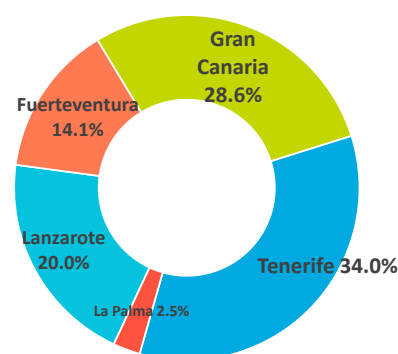
* Multi-choice question

What did motivate them to come?

Prescription sources	€72,001 - €84,000	Total
Previous visits to the Canary Islands	69.5%	64.9%
Recommendation by friends/relatives	31.8%	35.0%
The Canary Islands television channel	0.2%	0.4%
Other television or radio channels	0.8%	1.0%
Information in press/magazines/books	4.5%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	7.6%	7.2%
Recommendation by Travel Agency	7.8%	9.3%
Information obtained via the Internet	27.7%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	6.4%	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 €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.