

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019) COMPARISON

## How many are they and how much do they spend?



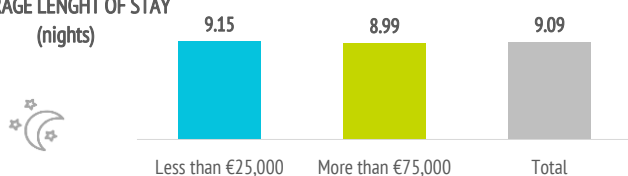
	< €25,000	> €75,000	Total
<b>TOURISTS</b>			
Tourist arrivals (FRONTUR) (MM)	n.d.	n.d.	15.11
Tourist arrivals > 15 years old (EGT) (MM)	2.33	2.95	13.27
- book holiday package (MM)	1.19	1.65	7.43
- do not book holiday package (MM)	1.13	1.30	5.85
- % tourists who book holiday package	51.2%	55.8%	56.0%
Share of total tourist	17.5%	22.2%	100%

### % TOURISTS WHO BOOK HOLIDAY PACKAGE

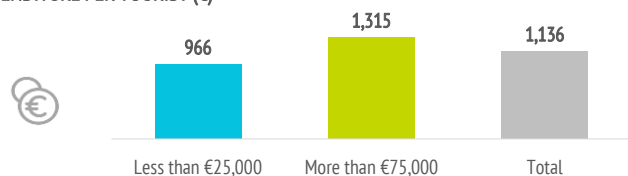


	< €25,000	> €75,000	Total
<b>Expenditure per tourist (€)</b>	<b>966</b>	<b>1,315</b>	<b>1,136</b>
- book holiday package	1,137	1,414	1,268
- holiday package	918	1,157	1,031
- others	220	257	237
- do not book holiday package	786	1,189	967
- flight	222	334	263
- accommodation	226	427	321
- others	338	429	383
<b>Average length of stay</b>	<b>9.15</b>	<b>8.99</b>	<b>9.09</b>
- book holiday package	8.36	8.46	8.64
- do not book holiday package	9.97	9.67	9.68
<b>Average daily expenditure (€)</b>	<b>119.4</b>	<b>162.9</b>	<b>138.9</b>
- book holiday package	142.6	176.5	155.4
- do not book holiday package	95.1	145.8	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>2,248</b>	<b>3,873</b>	<b>15,070</b>
- book holiday package	1,356	2,326	9,416
- do not book holiday package	892	1,547	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



## Importance of each factor in the destination choice

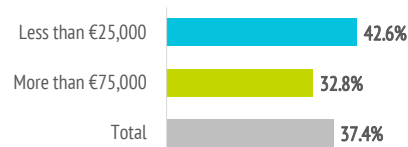


	< €25,000	> €75,000	Total
Climate	73.8%	81.7%	78.4%
Safety	51.7%	52.9%	51.9%
Tranquility	47.5%	47.0%	47.6%
Sea	45.2%	43.6%	44.4%
Accommodation supply	40.2%	46.0%	42.9%
Beaches	40.6%	35.7%	37.7%
Price	42.6%	32.8%	37.4%
European belonging	36.5%	35.1%	36.1%
Effortless trip	33.6%	36.4%	35.2%
Environment	36.8%	31.6%	33.2%
Landscapes	37.9%	28.4%	33.1%
Gastronomy	23.8%	23.8%	23.2%
Fun possibilities	25.5%	19.0%	21.1%
Authenticity	25.7%	16.7%	20.3%
Exoticism	16.0%	8.1%	11.4%
Hiking trail network	10.6%	9.1%	9.6%
Shopping	11.8%	7.9%	9.4%
Historical heritage	10.2%	6.4%	8.2%
Culture	10.6%	6.1%	8.0%
Nightlife	11.4%	6.2%	8.0%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

### % TOURISTS WHO CHOOSE PRICE



## What is the main motivation for their holidays?



	< €25,000	> €75,000	Total
Rest	52.3%	57.6%	55.5%
Enjoy family time	12.8%	17.3%	14.4%
Have fun	11.9%	6.6%	8.6%
Explore the destination	19.7%	14.1%	17.8%
Practice their hobbies	1.4%	2.5%	1.9%
Other reasons	1.9%	1.9%	1.8%

## How far in advance do they book their trip?



	< €25,000	> €75,000	Total
The same day	1.0%	0.7%	0.7%
Between 1 and 30 days	26.9%	22.7%	23.8%
Between 1 and 2 months	23.4%	22.7%	22.8%
Between 3 and 6 months	30.8%	32.8%	32.7%
More than 6 months	17.8%	21.0%	20.0%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE



Picture: Freepik.com

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019) COMPARISON



## What channels did they use to get information about the trip?

	< €25,000	> €75,000	Total
Previous visits to the Canary Islands	43.5%	56.5%	51.9%
Friends or relatives	32.4%	23.7%	27.1%
Internet or social media	51.1%	55.8%	54.7%
Mass Media	1.8%	1.4%	1.6%
Travel guides and magazines	7.4%	8.3%	8.4%
Travel Blogs or Forums	6.2%	4.7%	5.7%
Travel TV Channels	0.8%	0.7%	0.8%
Tour Operator or Travel Agency	20.7%	22.4%	22.6%
Public administrations or similar	0.4%	0.3%	0.4%
Others	2.7%	2.6%	2.4%

\* Multi-choice question

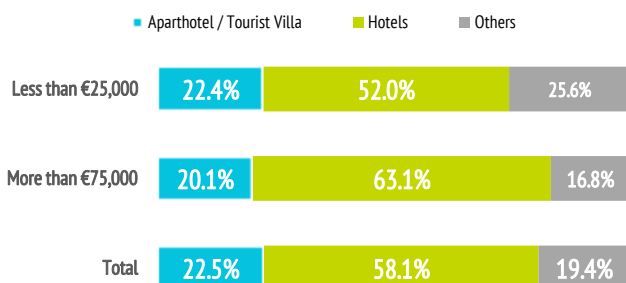
## With whom did they book their flight and accommodation?

	< €25,000	> €75,000	Total
<b>Flight</b>			
- Directly with the airline	46.4%	44.0%	42.9%
- Tour Operator or Travel Agency	53.6%	56.0%	57.1%
<b>Accommodation</b>			
- Directly with the accommodation	33.0%	33.3%	31.5%
- Tour Operator or Travel Agency	67.0%	66.7%	68.5%

## Where do they stay?

	< €25,000	> €75,000	Total
1-2-3* Hotel	11.8%	10.6%	11.5%
4* Hotel	34.4%	37.8%	37.6%
5* Hotel / 5* Luxury Hotel	5.8%	14.7%	9.0%
Aparthotel / Tourist Villa	22.4%	20.1%	22.5%
House/room rented in a private dwelling	7.7%	4.7%	5.9%
Private accommodation (1)	10.9%	6.2%	7.2%
Others (Cottage, cruise, camping...)	7.0%	5.9%	6.3%

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



## What do they book?

	< €25,000	> €75,000	Total
Room only	31.3%	25.2%	27.9%
Bed and Breakfast	10.5%	15.6%	12.4%
Half board	19.0%	22.8%	21.2%
Full board	3.5%	3.8%	3.6%
All inclusive	35.6%	32.5%	34.9%

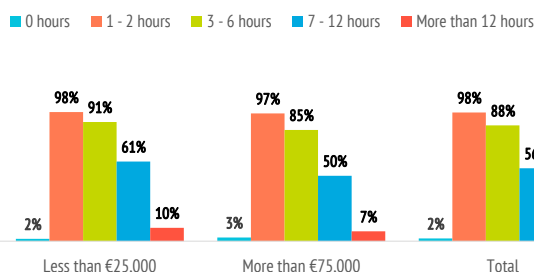
## Other expenses

	< €25,000	> €75,000	Total
Restaurants or cafes	57.4%	60.8%	59.1%
Supermarkets	52.9%	51.1%	52.1%
Car rental	24.6%	27.1%	26.3%
Organized excursions	21.4%	18.3%	20.6%
Taxi, transfer, chauffeur service	45.4%	51.4%	50.0%
Theme Parks	8.2%	6.8%	7.5%
Sport activities	4.9%	7.1%	5.7%
Museums	4.4%	4.6%	4.6%
Flights between islands	4.6%	3.8%	4.4%

## Activities in the Canary Islands

	< €25,000	> €75,000	Total
<b>Outdoor time per day</b>			
0 hours	1.7%	2.8%	2.1%
1 - 2 hours	7.6%	12.5%	9.8%
3 - 6 hours	30.0%	34.9%	32.6%
7 - 12 hours	50.5%	42.3%	47.1%
More than 12 hours	10.2%	7.4%	8.4%

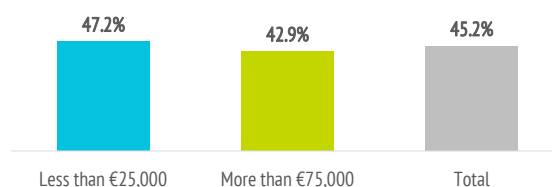
### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



	< €25,000	> €75,000	Total
<b>Activities in the Canary Islands</b>			
Walk, wander	71.7%	66.4%	69.8%
Beach	68.0%	63.7%	66.3%
Swimming pool, hotel facilities	55.2%	60.6%	58.2%
Explore the island on their own	47.2%	42.9%	45.2%
Taste Canarian gastronomy	24.5%	23.2%	24.2%
Organized excursions	18%	14.0%	16.9%
Nightlife / concerts / shows	19.8%	13.2%	15.5%
Theme parks	16.5%	12.3%	14.1%
Sport activities	12.9%	16.8%	13.4%
Wineries / markets / popular festivals	12.5%	10.7%	11.6%
Sea excursions / whale watching	12.4%	10.0%	11.1%
Nature activities	11.4%	10.0%	10.4%
Museums / exhibitions	10.7%	9.4%	10.1%
Activities at sea	10.7%	9.8%	10.0%
Beauty and health treatments	5.5%	6.4%	5.4%
Astronomical observation	4.0%	3.9%	3.5%

\* Multi-choice question

### % TOURISTS WHO EXPLORE THE ISLAND ON THEIR OWN



# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019) COMPARISON



## Which island do they choose?

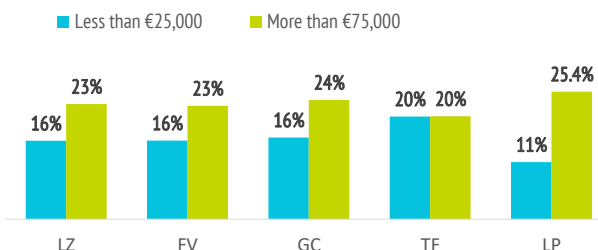
Tourists (> 15 years old)	< €25,000	> €75,000	Total
Lanzarote	393,168	577,301	2,521,668
Fuerteventura	259,362	374,009	1,659,115
Gran Canaria	600,676	876,753	3,698,127
Tenerife	1,028,966	1,031,179	5,040,382
La Palma	26,722	59,709	235,409

Share by islands	< €25,000	> €75,000	Total
Lanzarote	17.0%	19.8%	19.2%
Fuerteventura	11.2%	12.8%	12.6%
Gran Canaria	26.0%	30.0%	28.1%
Tenerife	44.6%	35.3%	38.3%
La Palma	1.2%	2.0%	1.8%

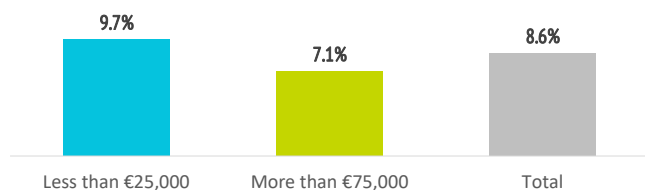
## How many islands do they visit during their trip?

	< €25,000	> €75,000	Total
One island	90.3%	92.9%	91.4%
Two islands	8.4%	5.8%	7.2%
Three or more islands	1.3%	1.2%	1.4%

## % TOURISTS BY ISLANDS



## % TOURISTS WHO VISIT MORE THAN ONE ISLAND



## How do they rate the Canary Islands?

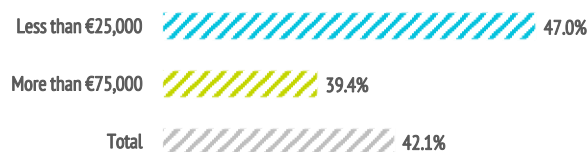
Satisfaction (scale 0-10)	< €25,000	> €75,000	Total
Average rating	8.74	8.63	8.70

## Internet usage during their trip

	< €25,000	> €75,000	Total
<b>Research</b>			
- Tourist package	14.8%	13.9%	14.8%
- Flights	13.4%	12.5%	13.0%
- Accommodation	16.7%	16.2%	16.9%
- Transport	18.7%	14.3%	15.7%
- Restaurants	29.0%	29.1%	28.4%
- Excursions	25.6%	24.9%	26.2%
- Activities	30.7%	29.0%	30.1%
<b>Book or purchase</b>			
- Tourist package	34.0%	41.1%	39.4%
- Flights	65.4%	68.8%	66.7%
- Accommodation	54.3%	59.7%	57.3%
- Transport	42.4%	49.7%	47.6%
- Restaurants	10.3%	14.0%	12.1%
- Excursions	13.1%	13.1%	13.0%
- Activities	14.9%	15.3%	14.7%

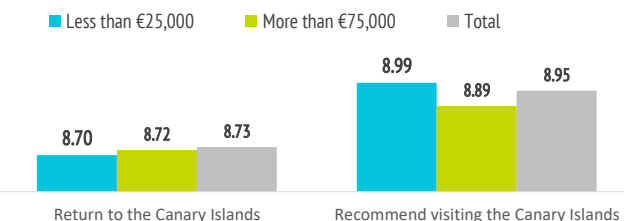
Experience in the Canary Islands	< €25,000	> €75,000	Total
Worse or much worse than expected	2.6%	2.3%	2.3%
Lived up to expectations	50.4%	58.3%	55.6%
Better or much better than expected	47.0%	39.4%	42.1%

## EXPERIENCE: BETTER OR MUCH BETTER THAN EXPECTED



Future intentions (scale 1-10)	< €25,000	> €75,000	Total
Return to the Canary Islands	8.70	8.72	8.73
Recommend visiting the Canary Islands	8.99	8.89	8.95

## FUTURE INTENTIONS (SCALE 0-10)



\* Multi-choice question

Internet usage in the Canary Islands	< €25,000	> €75,000	Total
<b>Did not use the Internet</b>	<b>11.2%</b>	<b>6.1%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>88.8%</b>	<b>93.9%</b>	<b>91.7%</b>
- Own Internet connection	38.9%	35.3%	37.4%
- Free Wifi connection	33.7%	43.7%	39.5%
<b>Applications*</b>			
- Search for locations or maps	62.1%	61.9%	61.7%
- Search for destination info	40.9%	48.0%	44.8%
- Share pictures or trip videos	56.9%	54.5%	56.0%
- Download tourist apps	6.1%	7.7%	7.0%
- Others	20.3%	25.4%	22.6%

\* Multi-choice question

## How many are loyal to the Canary Islands?

	< €25,000	> €75,000	Total
<b>Repeat tourists</b>	<b>66%</b>	<b>76%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	60.0%	70.4%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	15.9%	21.8%	19.5%
<b>At least 10 previous visits</b>	<b>15.3%</b>	<b>21%</b>	<b>18.6%</b>

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019) COMPARISON



## Where are they from?



	< €25,000	> €75,000	Total
United Kingdom	34.7%	34.0%	32.5%
Germany	11.4%	20.0%	18.1%
Spanish Mainland	19.7%	6.9%	13.3%
Netherlands	3.5%	3.4%	3.9%
France	2.9%	2.9%	3.9%
Ireland	2.2%	4.4%	3.7%
Sweden	1.9%	4.4%	3.4%
Italy	5.1%	2.3%	3.1%
Norway	0.6%	5.4%	2.8%
Belgium	1.7%	2.0%	2.7%
Poland	4.4%	0.6%	2.2%
Denmark	0.6%	3.7%	1.9%
Switzerland	1.0%	3.9%	1.8%
Finland	0.8%	2.3%	1.6%
Austria	0.7%	0.5%	0.6%
Russia	1.2%	0.3%	0.6%
Portugal	1.3%	0.2%	0.5%
Others	6.3%	2.7%	3.5%

## Who do they come with?



	< €25,000	> €75,000	Total
Unaccompanied	12.7%	6.6%	9.6%
Only with partner	48%	46%	48%
Only with children (< 13 years old)	4.1%	7.2%	5.6%
Partner + children (< 13 years old)	3.4%	9.1%	6.5%
Other relatives	11.1%	8.7%	9.3%
Friends	9.2%	5.0%	6.4%
Work colleagues	0.6%	0.4%	0.5%
Organized trip	0.3%	0.3%	0.3%
Other combinations (1)	0.0%	0.0%	0.0%

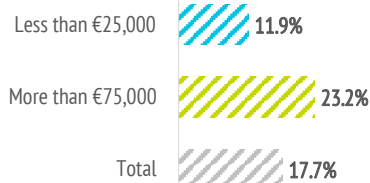
(1) Different situations have been isolated

	< €25,000	> €75,000	Total
<b>Tourists with children</b>	<b>11.9%</b>	<b>23.2%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.2%	1.8%	1.6%
- Between 3 and 12 years old	9.6%	19.4%	14.8%
- Between 0 -2 and 3-12 years old	1.1%	2.0%	1.4%
<b>Tourists without children</b>	<b>88.1%</b>	<b>76.8%</b>	<b>82.3%</b>
<b>Group composition:</b>			
- 1 person	17.5%	9.6%	13.2%
- 2 people	57.6%	51.3%	55.1%
- 3 people	10.6%	12.4%	12.0%
- 4 or 5 people	11.4%	22.5%	16.3%
- 6 or more people	2.9%	4.2%	3.5%
<b>Average group size:</b>	<b>2.34</b>	<b>2.75</b>	<b>2.54</b>

## % TOURISTS WHO TRAVEL WITH CHILDREN



(Under the age of 13)



## Who are they?



	< €25,000	> €75,000	Total
<b>Gender</b>			
Men	42.5%	54.2%	48.6%
Women	57.5%	45.8%	51.4%
<b>Age</b>			
Average age (tourist > 15 years old)	43.5	48.8	47.1
Standard deviation	17.2	13.8	15.4
<b>Age range (&gt; 15 years old)</b>			
16 - 24 years old	15.5%	4.7%	7.3%
25 - 30 years old	16.0%	6.4%	10.9%
31 - 45 years old	24.9%	28.7%	28.0%
46 - 60 years old	21.6%	39.3%	31.8%
Over 60 years old	21.9%	20.8%	22.1%
<b>Occupation</b>			
Salaried worker	50.4%	53.4%	55.0%
Self-employed	11.6%	12.4%	11.5%
Unemployed	3.3%	0.5%	1.1%
Business owner	5.2%	15.5%	9.4%
Student	8.5%	2.4%	3.5%
Retired	18.5%	14.4%	17.9%
Unpaid domestic work	1.0%	0.8%	0.8%
Others	1.5%	0.4%	0.8%
<b>Annual household income level</b>			
Less than €25,000	100%	--	17.5%
€25,000 - €49,999	--	--	37.5%
€50,000 - €74,999	--	--	22.8%
More than €74,999	--	100%	22.2%
<b>Education level</b>			
No studies	7.7%	3.9%	5.0%
Primary education	4.6%	1.6%	2.6%
Secondary education	27.8%	15.9%	23.6%
Higher education	59.9%	78.5%	68.9%



% MEN



## % OF TOURISTS BY AGE RANGE (46 - 60 YEARS OLD)

● Less than €25,000 ● Total ● More than €75,000



21.6% 39.3% 31.8%

## % TOURISTS WHO TRAVEL WITH PARTNER



Source: Encuesta sobre el Gasto Turístico (ISTAC).

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.