

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018)

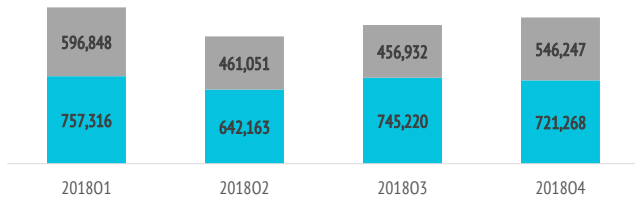
## €25,000 - €49,999

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

	€25,000 - €49,999	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>4,927,045</b>	<b>13,485,651</b>
- book holiday package	2,865,967	7,848,516
- do not book holiday package	2,061,078	5,637,135
- % tourists who book holiday package	58.2%	58.2%
Share of total tourist	36.5%	100%

#### TOURISTS BY QUARTER: €25,000 - €49,999

■ do not book holiday package ■ book holiday package



	€25,000 - €49,999	Total
<b>Expenditure per tourist (€)</b>		
- book holiday package	<b>1,129</b>	<b>1,196</b>
- holiday package	1,242	1,309
- others	1,004	1,064
- do not book holiday package	238	246
- do not book holiday package	971	1,037
- flight	272	288
- accommodation	319	350
- others	381	399
<b>Average length of stay</b>		
- book holiday package	<b>9.34</b>	<b>9.32</b>
- do not book holiday package	8.73	8.66
- do not book holiday package	10.19	10.23
<b>Average daily expenditure (€)</b>		
- book holiday package	<b>135.5</b>	<b>143.6</b>
- do not book holiday package	151.2	159.8
- do not book holiday package	113.7	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	<b>5,561</b>	<b>16,124</b>
- do not book holiday package	3,559	10,277
- do not book holiday package	2,001	5,848

#### AVERAGE LENGTH OF STAY (nights)

■ €25,000 - €49,999 ■ Total



#### EXPENDITURE PER TOURIST (€)

■ €25,000 - €49,999 ■ Total



### Importance of each factor in the destination choice

	€25,000 - €49,999	Total
Climate	77.3%	78.1%
Safety	50.7%	51.4%
Tranquility	46.7%	46.2%
Sea	43.3%	43.3%
Accommodation supply	40.2%	41.7%
Price	37.7%	36.5%
Beaches	37.3%	37.1%
European belonging	36.3%	35.8%
Effortless trip	34.1%	34.8%
Landscapes	33.2%	31.6%
Environment	31.8%	30.6%
Gastronomy	22.0%	22.6%
Fun possibilities	20.9%	20.7%
Authenticity	19.6%	19.1%
Exoticism	10.8%	10.5%
Shopping	9.6%	9.6%
Hiking trail network	9.0%	9.0%
Nightlife	7.7%	7.5%
Historical heritage	7.5%	7.1%
Culture	7.3%	7.3%

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.

### What is the main motivation for their holidays?

	€25,000 - €49,999	Total
Rest	55.1%	55.1%
Enjoy family time	13.1%	14.7%
Have fun	8.2%	7.8%
Explore the destination	20.0%	18.5%
Practice their hobbies	1.7%	1.8%
Other reasons	2.0%	2.1%

#### EXPLORE THE DESTINATION



€25,000 - €49,999 20.0%

Total 18.5%

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

	€25,000 - €49,999	Total
The same day	0.7%	0.7%
Between 1 and 30 days	23.8%	23.2%
Between 1 and 2 months	23.7%	23.0%
Between 3 and 6 months	31.7%	32.4%
More than 6 months	20.0%	20.7%

#### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

€25,000 - €49,999

23.8%



TOTAL

23.2%

Picture: Freepik.com

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## €25,000 - €49,999



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

	€25,000 - €49,999	Total
Previous visits to the Canary Islands	50.3%	50.9%
Friends or relatives	28.5%	27.8%
Internet or social media	55.6%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	9.7%	9.5%
Travel Blogs or Forums	5.6%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	24.7%	24.7%
Public administrations or similar	0.5%	0.4%
Others	2.5%	2.3%

\* Multi-choice question

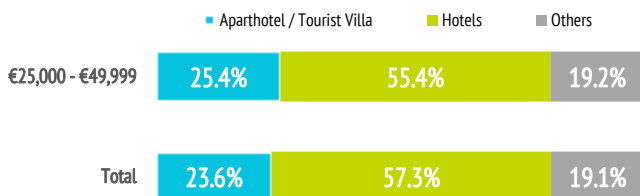
### With whom did they book their flight and accommodation?

	€25,000 - €49,999	Total
<b>Flight</b>		
- Directly with the airline	39.4%	39.5%
- Tour Operator or Travel Agency	60.6%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	28.8%	28.8%
- Tour Operator or Travel Agency	71.2%	71.2%

### Where do they stay?

	€25,000 - €49,999	Total
1-2-3* Hotel	13.1%	12.8%
4* Hotel	37.1%	37.7%
5* Hotel / 5* Luxury Hotel	5.2%	6.8%
Aparthotel / Tourist Villa	25.4%	23.6%
House/room rented in a private dwelling	5.4%	5.3%
Private accommodation (1)	7.0%	7.0%
Others (Cottage, cruise, camping,...)	6.8%	6.8%

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



### What do they book?

	€25,000 - €49,999	Total
Room only	30.0%	28.8%
Bed and Breakfast	10.6%	11.7%
Half board	22.1%	22.4%
Full board	3.1%	3.0%
All inclusive	34.2%	34.1%

”  
30% of tourists book room only.  
(Canary Islands: 28.8%)

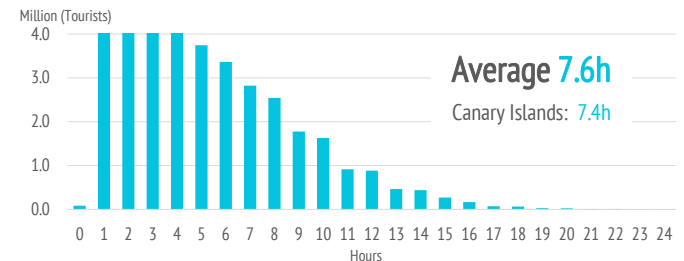
### Other expenses

	€25,000 - €49,999	Total
Restaurants or cafes	63.6%	63.2%
Supermarkets	55.8%	55.9%
Car rental	26.9%	26.6%
Organized excursions	23.1%	21.8%
Taxi, transfer, chauffeur service	50.6%	51.7%
Theme Parks	9.1%	8.8%
Sport activities	5.9%	6.4%
Museums	5.1%	5.0%
Flights between islands	5.0%	4.8%

### Activities in the Canary Islands

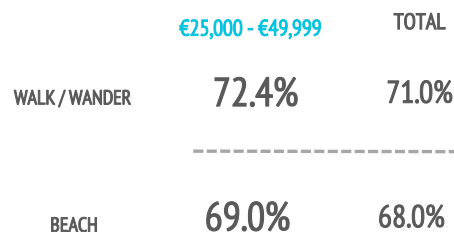
Outdoor time per day	€25,000 - €49,999	Total
0 hours	1.7%	2.2%
1 - 2 hours	9.2%	10.0%
3 - 6 hours	31.8%	32.6%
7 - 12 hours	47.9%	46.5%
More than 12 hours	9.4%	8.7%

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



Activities in the Canary Islands	€25,000 - €49,999	Total
Walk, wander	72.4%	71.0%
Beach	69.0%	68.0%
Swimming pool, hotel facilities	57.7%	58.9%
Explore the island on their own	47.3%	46.5%
Taste Canarian gastronomy	26.4%	25.4%
Organized excursions	19.1%	17.9%
Nightlife / concerts / shows	16.4%	15.5%
Theme parks	15.8%	15.5%
Sport activities	13.0%	14.3%
Wineries / markets / popular festivals	12.3%	12.0%
Sea excursions / whale watching	11.9%	11.3%
Nature activities	10.3%	10.0%
Activities at sea	9.9%	9.8%
Museums / exhibitions	9.8%	9.8%
Beauty and health treatments	5.2%	5.7%
Astronomical observation	3.2%	3.4%

\* Multi-choice question



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## €25,000 - €49,999



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
€25,000 - €49,999	4,927,045	894,782	680,793	1,357,204	1,864,606	92,586
- Share by islands	100%	18.2%	13.8%	27.5%	37.8%	1.9%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% €25,000 - €49,999	36.5%	36.4%	36.7%	35.5%	37.4%	37.2%

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

	€25,000 - €49,999	Total
One island	90.5%	90.9%
Two islands	8.1%	7.7%
Three or more islands	1.4%	1.4%

### Internet usage during their trip

	€25,000 - €49,999	Total
<b>Research</b>		
- Tourist package	15.4%	15.4%
- Flights	13.3%	13.0%
- Accommodation	17.9%	17.7%
- Transport	16.3%	15.6%
- Restaurants	26.8%	27.0%
- Excursions	27.1%	26.3%
- Activities	31.7%	31.0%
<b>Book or purchase</b>		
- Tourist package	38.1%	38.1%
- Flights	63.3%	64.4%
- Accommodation	53.8%	54.5%
- Transport	43.6%	44.7%
- Restaurants	9.5%	10.5%
- Excursions	11.1%	11.4%
- Activities	11.8%	12.5%

\* Multi-choice question

	€25,000 - €49,999	Total
<b>Internet usage in the Canary Islands</b>		
<b>Did not use the Internet</b>	<b>10.5%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>89.5%</b>	<b>90.2%</b>
- Own Internet connection	37.3%	36.5%
- Free Wifi connection	39.7%	41.1%
<b>Applications*</b>		
- Search for locations or maps	60.9%	60.7%
- Search for destination info	43.5%	44.7%
- Share pictures or trip videos	56.0%	55.6%
- Download tourist apps	6.4%	6.5%
- Others	23.3%	23.9%

\* Multi-choice question

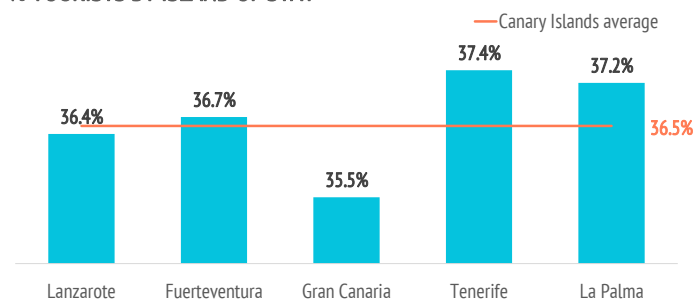


**56% of tourists share pictures or trip videos during their stay in the Canary Islands**

(Canary Islands: 55.6%)



### % TOURISTS BY ISLAND OF STAY

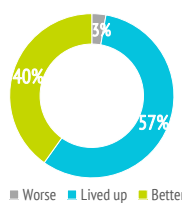


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	€25,000 - €49,999	Total
Average rating	8.59	8.58

Experience in the Canary Islands	€25,000 - €49,999	Total
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	57.1%	57.4%
Better or much better than expected	40.2%	39.7%

Future intentions (scale 1-10)	€25,000 - €49,999	Total
Return to the Canary Islands	8.62	8.60
Recommend visiting the Canary Islands	8.88	8.86



Experience in the Canary



Return to the Canary Islands



8.88/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	€25,000 - €49,999	Total
<b>Repeat tourists</b>	<b>70.5%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	64.2%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	18.1%	18.4%
<b>At least 10 previous visits</b>	<b>17.4%</b>	<b>17.8%</b>

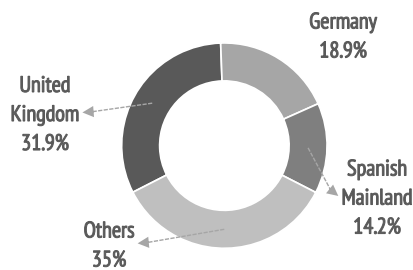
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## €25,000 - €49,999

### Where are they from?



	%	Absolute
United Kingdom	31.9%	1,572,863
Germany	18.9%	930,617
Spanish Mainland	14.2%	701,289
Netherlands	4.6%	226,084
France	4.3%	213,076
Italy	4.2%	204,479
Sweden	3.7%	182,483
Belgium	3.2%	159,995
Ireland	3.1%	152,902
Poland	2.2%	106,840
Norway	1.7%	81,337
Finland	1.5%	75,537
Austria	1.0%	48,655
Denmark	0.9%	46,500
Switzerland	0.8%	40,176
Russia	0.6%	31,595
Czech Republic	0.4%	19,261
Others	2.7%	133,355



### Who do they come with?



	€25,000 - €49,999	Total
Unaccompanied	9.5%	8.9%
Only with partner	49.2%	47.4%
Only with children (< 13 years old)	5.6%	5.9%
Partner + children (< 13 years old)	5.9%	7.2%
Other relatives	8.9%	9.0%
Friends	7.0%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.2%
Other combinations <sup>(1)</sup>	13.3%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>16.8%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.8%	1.8%
- Between 3 and 12 years old	13.7%	15.8%
- Between 0 -2 and 3-12 years	1.3%	1.6%
<b>Tourists without children</b>	<b>83.2%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	13.1%	12.4%
- 2 people	56.8%	54.1%
- 3 people	12.6%	12.6%
- 4 or 5 people	14.3%	17.1%
- 6 or more people	3.2%	3.8%
<b>Average group size:</b>	<b>2.48</b>	<b>2.58</b>

### Who are they?



	€25,000 - €49,999	Total
<b>Gender</b>		
Men	47.2%	48.2%
Women	52.8%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	47.1	46.7
Standard deviation	15.7	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	6.8%	7.7%
25 - 30 years old	12.4%	10.8%
31 - 45 years old	27.9%	28.6%
46 - 60 years old	29.1%	31.3%
Over 60 years old	23.9%	21.5%
<b>Occupation</b>		
Salaried worker	55.8%	55.5%
Self-employed	11.3%	11.0%
Unemployed	0.9%	1.1%
Business owner	7.0%	9.2%
Student	2.9%	4.2%
Retired	20.4%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.8%	0.8%
<b>Annual household income level</b>		
Less than €25,000	--	17.0%
€25,000 - €49,999	100%	36.5%
€50,000 - €74,999	--	25.0%
More than €74,999	--	21.5%
<b>Education level</b>		
No studies	5.1%	4.8%
Primary education	2.8%	2.8%
Secondary education	26.6%	23.1%
Higher education	65.5%	69.3%



3 IN 10 TOURISTS ARE  
**BRITISH**

**47 YEARS OLD**

AVERAGE AGE

**49% ONLY WITH  
PARTNER**



Pictures: Freepik.com