

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019)

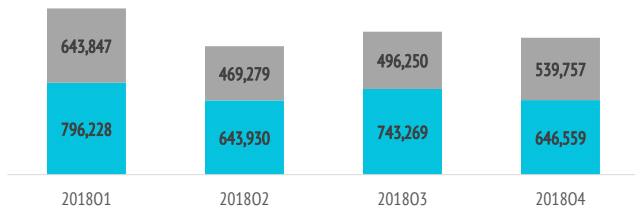
€25,000 - €49,999

How many are they and how much do they spend?

	€25,000 - €49,999	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	4,979,119	13,271,035
- book holiday package	2,829,986	7,426,022
- do not book holiday package	2,149,133	5,845,014
- % tourists who book holiday package	56.8%	56.0%
Share of total tourist	37.5%	100%

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

■ do not book holiday package ■ book holiday package



	€25,000 - €49,999	Total
Expenditure per tourist (€)		
- book holiday package	1,080	1,136
- holiday package	1,216	1,268
- others	987	1,031
- do not book holiday package	229	237
- flight	900	967
- accommodation	239	263
- others	290	321
- others	371	383
Average length of stay		
- book holiday package	9.17	9.09
- do not book holiday package	8.83	8.64
- do not book holiday package	9.61	9.68
Average daily expenditure (€)		
- book holiday package	130.2	138.9
- do not book holiday package	145.7	155.4
- do not book holiday package	109.9	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	5,376	15,070
- do not book holiday package	3,442	9,416
- do not book holiday package	1,935	5,655

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	77.4%	78.4%
Safety	51.9%	51.9%
Tranquility	48.3%	47.6%
Sea	44.8%	44.4%
Accommodation supply	41.9%	42.9%
Price	38.8%	37.4%
Beaches	38.0%	37.7%
European belonging	36.8%	36.1%
Effortless trip	35.2%	35.2%
Landscapes	35.0%	33.1%
Environment	33.8%	33.2%
Gastronomy	23.1%	23.2%
Authenticity	21.1%	20.3%
Fun possibilities	21.0%	21.1%
Exoticism	12.4%	11.4%
Hiking trail network	9.6%	9.6%
Shopping	9.5%	9.4%
Historical heritage	8.7%	8.2%
Culture	8.6%	8.0%
Nightlife	8.2%	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.

What is the main motivation for their holidays?

	€25,000 - €49,999	Total
Rest	55.3%	55.5%
Enjoy family time	12.6%	14.4%
Have fun	8.9%	8.6%
Explore the destination	19.8%	17.8%
Practice their hobbies	1.6%	1.9%
Other reasons	1.8%	1.8%

EXPLORE THE DESTINATION



€25,000 - €49,999 19.8%

Total 17.8%

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	24.2%	23.8%
Between 1 and 2 months	23.1%	22.8%
Between 3 and 6 months	32.7%	32.7%
More than 6 months	19.4%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

€25,000 - €49,999

24.2%



TOTAL

23.8%

Picture: Freepik.com

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019)

€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	51.0%	51.9%
Friends or relatives	27.6%	27.1%
Internet or social media	54.6%	54.7%
Mass Media	1.5%	1.6%
Travel guides and magazines	8.5%	8.4%
Travel Blogs or Forums	5.9%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	23.3%	22.6%
Public administrations or similar	0.5%	0.4%
Others	2.4%	2.4%

* Multi-choice question

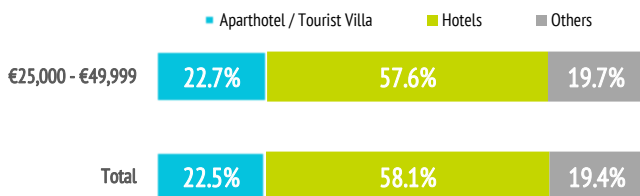
With whom did they book their flight and accommodation?

	€25,000 - €49,999	Total
Flight		
- Directly with the airline	41.8%	42.9%
- Tour Operator or Travel Agency	58.2%	57.1%
Accommodation		
- Directly with the accommodation	30.4%	31.5%
- Tour Operator or Travel Agency	69.6%	68.5%

Where do they stay?

	€25,000 - €49,999	Total
1-2-3* Hotel	12.0%	11.5%
4* Hotel	38.7%	37.6%
5* Hotel / 5* Luxury Hotel	7.0%	9.0%
Aparthotel / Tourist Villa	22.7%	22.5%
House/room rented in a private dwelling	6.2%	5.9%
Private accommodation (1)	7.2%	7.2%
Others (Cottage, cruise, camping,...)	6.4%	6.3%

(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	27.7%	27.9%
Bed and Breakfast	10.7%	12.4%
Half board	21.0%	21.2%
Full board	3.8%	3.6%
All inclusive	36.7%	34.9%

36.7% of tourists book all inclusive.
(Canary Islands: 34.9%)

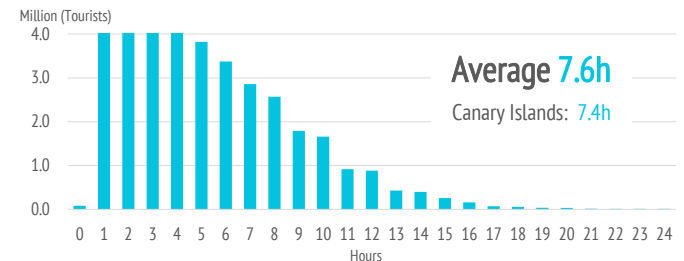
Other expenses

	€25,000 - €49,999	Total
Restaurants or cafes	58.4%	59.1%
Supermarkets	51.5%	52.1%
Car rental	26.5%	26.3%
Organized excursions	21.4%	20.6%
Taxi, transfer, chauffeur service	49.9%	50.0%
Theme Parks	7.6%	7.5%
Sport activities	5.0%	5.7%
Museums	4.7%	4.6%
Flights between islands	4.5%	4.4%

Activities in the Canary Islands

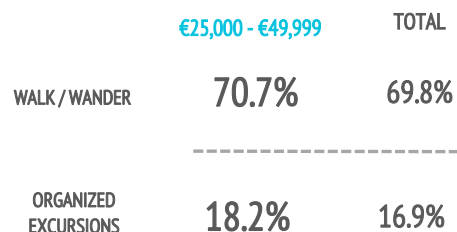
Outdoor time per day	€25,000 - €49,999	Total
0 hours	1.6%	2.1%
1 - 2 hours	8.9%	9.8%
3 - 6 hours	32.0%	32.6%
7 - 12 hours	48.8%	47.1%
More than 12 hours	8.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	€25,000 - €49,999	Total
Walk, wander	70.7%	69.8%
Beach	66.7%	66.3%
Swimming pool, hotel facilities	56.9%	58.2%
Explore the island on their own	45.6%	45.2%
Taste Canarian gastronomy	24.6%	24.2%
Organized excursions	18.2%	16.9%
Nightlife / concerts / shows	15.6%	15.5%
Theme parks	14.0%	14.1%
Wineries / markets / popular festivals	12.0%	11.6%
Sport activities	11.8%	13.4%
Sea excursions / whale watching	11.2%	11.1%
Nature activities	10.4%	10.4%
Museums / exhibitions	10.3%	10.1%
Activities at sea	9.9%	10.0%
Beauty and health treatments	4.7%	5.4%
Astronomical observation	3.0%	3.5%

* Multi-choice question



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019)

€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	4,979,119	951,819	662,177	1,322,620	1,909,662	86,008
- Share by islands	100%	19.1%	13.3%	26.6%	38.4%	1.7%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% €25,000 - €49,999	37.5%	37.7%	39.9%	35.8%	37.9%	36.5%

How many islands do they visit during their trip?

	€25,000 - €49,999	Total
One island	90.9%	91.4%
Two islands	7.5%	7.2%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	€25,000 - €49,999	Total
Research		
- Tourist package	15.1%	14.8%
- Flights	13.2%	13.0%
- Accommodation	17.2%	16.9%
- Transport	15.6%	15.7%
- Restaurants	28.2%	28.4%
- Excursions	26.6%	26.2%
- Activities	30.5%	30.1%
Book or purchase		
- Tourist package	39.4%	39.4%
- Flights	65.5%	66.7%
- Accommodation	56.3%	57.3%
- Transport	48.3%	47.6%
- Restaurants	11.5%	12.1%
- Excursions	13.3%	13.0%
- Activities	14.6%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	€25,000 - €49,999	Total
Did not use the Internet	9.0%	8.3%
Used the Internet	91.0%	91.7%
- Own Internet connection	37.8%	37.4%
- Free Wifi connection	38.5%	39.5%
Applications*		
- Search for locations or maps	61.1%	61.7%
- Search for destination info	43.1%	44.8%
- Share pictures or trip videos	56.5%	56.0%
- Download tourist apps	6.7%	7.0%
- Others	21.5%	22.6%

* Multi-choice question

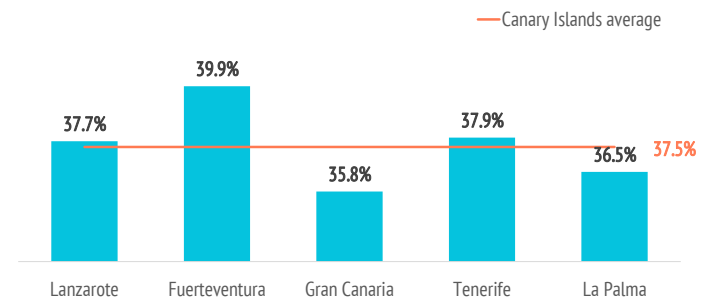


56.5% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

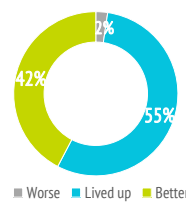


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	€25,000 - €49,999	Total
Average rating	8.71	8.70

Experience in the Canary Islands	€25,000 - €49,999	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	55.4%	55.6%
Better or much better than expected	42.3%	42.1%

Future intentions (scale 1-10)	€25,000 - €49,999	Total
Return to the Canary Islands	8.74	8.73
Recommend visiting the Canary Islands	8.99	8.95



Experience in the Canary

8.74/10

Return to the Canary Islands

8.99/10

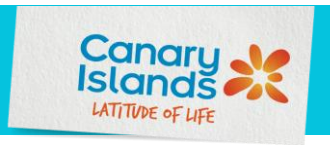
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	€25,000 - €49,999	Total
Repeat tourists	71.6%	72.2%
Repeat tourists (last 5 years)	66.1%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	19.1%	19.5%
At least 10 previous visits	18.0%	18.6%

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019)

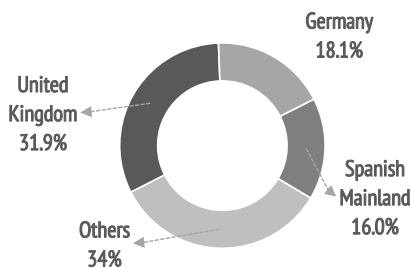
€25,000 - €49,999



Where are they from?



	%	Absolute
United Kingdom	31.9%	1,588,079
Germany	18.1%	903,508
Spanish Mainland	16.0%	796,470
France	4.8%	240,054
Netherlands	4.1%	206,375
Ireland	3.6%	177,573
Italy	3.5%	171,928
Belgium	3.1%	155,047
Poland	2.8%	139,304
Sweden	2.7%	135,838
Norway	1.6%	80,692
Finland	1.3%	66,633
Denmark	0.9%	46,634
Czech Republic	0.7%	34,164
Switzerland	0.7%	33,131
Austria	0.6%	28,945
Russia	0.5%	25,985
Others	3.0%	148,760



Who do they come with?



	€25,000 - €49,999	Total
Unaccompanied	10.4%	9.6%
Only with partner	50.1%	48.1%
Only with children (< 13 years old)	4.9%	5.6%
Partner + children (< 13 years old)	5.5%	6.5%
Other relatives	9.1%	9.3%
Friends	6.7%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	0.0%	0.0%

(1) Different situations have been isolated

	€25,000 - €49,999	Total
Tourists with children	15.7%	17.7%
- Between 0 and 2 years old	1.5%	1.6%
- Between 3 and 12 years old	13.1%	14.8%
- Between 0 -2 and 3-12 years	1.1%	1.4%
Tourists without children	84.3%	82.3%
Group composition:		
- 1 person	13.8%	13.2%
- 2 people	57.6%	55.1%
- 3 people	11.9%	12.0%
- 4 or 5 people	13.5%	16.3%
- 6 or more people	3.2%	3.5%
Average group size:	2.44	2.54

Who are they?



	€25,000 - €49,999	Total
Gender		
Men	47.4%	48.6%
Women	52.6%	51.4%
Age		
Average age (tourist > 15 years old)	47.2	47.1
Standard deviation	15.8	15.4
Age range (> 15 years old)		
16 - 24 years old	6.4%	7.3%
25 - 30 years old	12.6%	10.9%
31 - 45 years old	27.8%	28.0%
46 - 60 years old	29.6%	31.8%
Over 60 years old	23.6%	22.1%
Occupation		
Salaried worker	55.3%	55.0%
Self-employed	11.8%	11.5%
Unemployed	0.9%	1.1%
Business owner	7.4%	9.4%
Student	2.5%	3.5%
Retired	20.6%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	--	17.5%
€25,000 - €49,999	100%	37.5%
€50,000 - €74,999	--	22.8%
More than €74,999	--	22.2%
Education level		
No studies	4.7%	5.0%
Primary education	2.7%	2.6%
Secondary education	27.6%	23.6%
Higher education	65.0%	68.9%



3 IN 10 TOURISTS ARE
BRITISH

47 YEARS OLD

AVERAGE AGE

50% ONLY WITH
PARTNER



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist with an income between €25,000 and €49,999.

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