

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021)

## €25,000 - €49,000

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

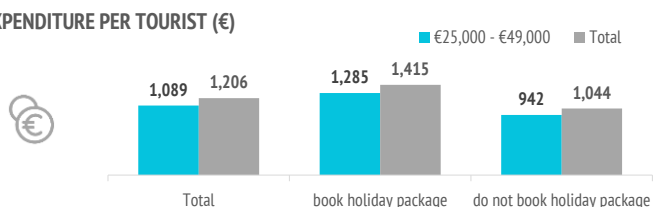


	€25,000 - €49,000	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>2,154,115</b>	<b>5,827,892</b>
- book holiday package	921,676	2,549,012
- do not book holiday package	1,232,439	3,278,880
- % tourists who book holiday package	42.8%	43.7%
Share of total tourist	37.0%	100%
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,089</b>	<b>1,206</b>
- holiday package	1,285	1,415
- others	1,035	1,135
- do not book holiday package	250	280
<b>- do not book holiday package</b>	<b>942</b>	<b>1,044</b>
- flight	226	248
- accommodation	323	369
- others	393	427
<b>Average length of stay</b>	<b>9.38</b>	<b>9.54</b>
- book holiday package	8.47	8.59
- do not book holiday package	10.06	10.28
<b>Average daily expenditure (€)</b>	<b>132.1</b>	<b>144.0</b>
- book holiday package	159.0	172.8
- do not book holiday package	111.9	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>2,345</b>	<b>7,028</b>
- book holiday package	1,184	3,606
- do not book holiday package	1,161	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Where did they spend their main holiday last year?\*

	€25,000 - €49,000	Total
Didn't have holidays	35.4%	35.7%
Canary Islands	18.0%	17.6%
Other destination	46.6%	46.8%

### What other destinations do they consider for this trip?\*

	€25,000 - €49,000	Total
None	30.2%	29.4%
Canary Islands (other island)	25.7%	25.4%
Other destination	44.2%	45.1%

\*Percentage of valid answers

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.

### Importance of each factor in the destination choice



	€25,000 - €49,000	Total
Climate	74.8%	76.0%
Sea	52.2%	52.0%
Tranquility	49.5%	48.5%
Safety	48.9%	49.0%
Beaches	46.0%	44.6%
Landscapes	42.8%	39.1%
European belonging	41.1%	40.2%
Environment	37.3%	34.7%
Accommodation supply	36.3%	37.8%
Price	34.8%	32.4%
Effortless trip	34.2%	34.9%
Gastronomy	27.4%	27.9%
Authenticity	25.7%	24.4%
Fun possibilities	23.2%	22.4%
Exoticism	16.3%	14.5%
Hiking trail network	12.8%	12.1%
Historical heritage	10.0%	9.1%
Culture	9.3%	8.7%
Shopping	9.0%	8.8%
Nightlife	8.8%	8.4%

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 - €49,000	Total
Rest	49.3%	50.7%
Enjoy family time	13.0%	14.0%
Have fun	7.6%	7.3%
Explore the destination	26.0%	23.3%
Practice their hobbies	2.1%	2.6%
Other reasons	2.0%	2.1%

### EXPLORE THE DESTINATION



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



	€25,000 - €49,000	Total
The same day	0.9%	1.0%
Between 1 and 30 days	42.9%	42.5%
Between 1 and 2 months	27.1%	26.7%
Between 3 and 6 months	18.6%	18.7%
More than 6 months	10.4%	11.1%

### % TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

€25,000 - €49,999  
27.1%



TOTAL  
26.7%

Picture: Freepik.com

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## €25,000 - €49,000

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

	€25,000 - €49,000	Total
Previous visits to the Canary Islands	43.7%	45.7%
Friends or relatives	32.1%	30.9%
Internet or social media	52.9%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	7.0%	7.0%
Travel Blogs or Forums	8.9%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	19.3%	19.4%
Public administrations or similar	1.9%	1.9%
Others	3.2%	2.9%

\* Multi-choise question

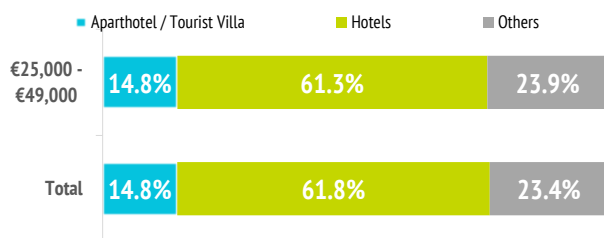
### With whom did they book their flight and accommodation?

	€25,000 - €49,000	Total
<b>Flight</b>		
- Directly with the airline	53.4%	52.8%
- Tour Operator or Travel Agency	46.6%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	40.3%	39.9%
- Tour Operator or Travel Agency	59.7%	60.1%

### Where do they stay?

	€25,000 - €49,000	Total
1-2-3* Hotel	12.7%	11.5%
4* Hotel	40.3%	39.4%
5* Hotel / 5* Luxury Hotel	8.2%	10.9%
Aparthotel / Tourist Villa	14.8%	14.8%
House/room rented in a private dwelling	7.2%	6.9%
Private accommodation (1)	10.3%	9.9%
Others (Cottage, cruise, camping,...)	6.4%	6.6%

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



### What do they book?

	€25,000 - €49,000	Total
Room only	29.5%	28.1%
Bed and Breakfast	14.9%	15.3%
Half board	18.9%	19.5%
Full board	2.9%	3.2%
All inclusive	33.9%	33.8%

**29.5%** of tourists book room only.  
(Canary Islands: 28.1%)

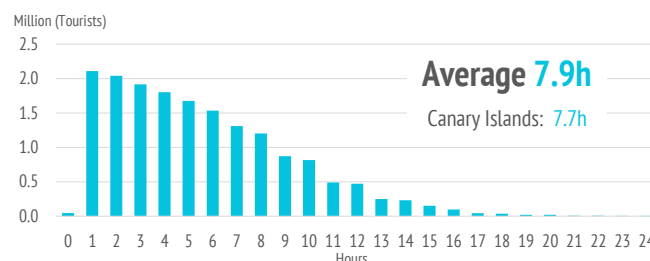
### Other expenses

	€25,000 - €49,000	Total
Restaurants or cafes	66.2%	66.9%
Supermarkets	55.9%	55.6%
Car rental	37.7%	37.3%
Organized excursions	25.4%	23.7%
Taxi, transfer, chauffeur service	45.3%	46.0%
Theme Parks	8.9%	8.6%
Sport activities	8.1%	9.3%
Museums	4.5%	4.7%
Flights between islands	6.5%	6.3%

### Activities in the Canary Islands

Outdoor time per day	€25,000 - €49,000	Total
0 hours	2.1%	2.4%
1 - 2 hours	9.0%	10.0%
3 - 6 hours	28.1%	30.1%
7 - 12 hours	49.3%	47.1%
More than 12 hours	11.5%	10.5%

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



Activities in the Canary Islands	€25,000 - €49,000	Total
Beach	75.4%	75.1%
Walk, wander	73.5%	72.2%
Swimming pool, hotel facilities	56.3%	57.5%
Explore the island on their own	53.8%	52.5%
Swim	38.2%	38.8%
Taste Canarian gastronomy	31.8%	30.2%
Hiking	22.8%	22.5%
Organized excursions	17.8%	16.0%
Sea excursions / whale watching	14.0%	13.5%
Nightlife / concerts / shows	12.8%	12.3%
Theme parks	12.8%	12.2%
Museums / exhibitions	11.0%	10.7%
Wineries / markets / popular festivals	10.3%	10.0%
Other Nature Activities	9.6%	9.5%
Running	6.6%	7.6%
Practice other sports	5.4%	5.9%
Beauty and health treatments	5.0%	5.6%
Surf	4.7%	4.8%
Scuba Diving	4.1%	4.2%
Astronomical observation	4.1%	4.2%
Cycling / Mountain bike	3.2%	4.2%
Golf	1.6%	2.3%
Windsurf / Kitesurf	0.9%	1.5%

\* Multi-choise question

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021)

## €25,000 - €49,000



### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
€25,000 - €49,999	2,154,115	345,369	317,880	569,535	864,294	39,981
- Share by islands	100%	16.0%	14.8%	26.4%	40.1%	1.9%
Total tourists	5,827,892	963,331	843,805	1,545,237	2,320,313	102,576
- Share by islands	100%	16.5%	14.5%	26.5%	39.8%	1.8%
% €25,000 - €49,999	37.0%	35.9%	37.7%	36.9%	37.2%	39.0%

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

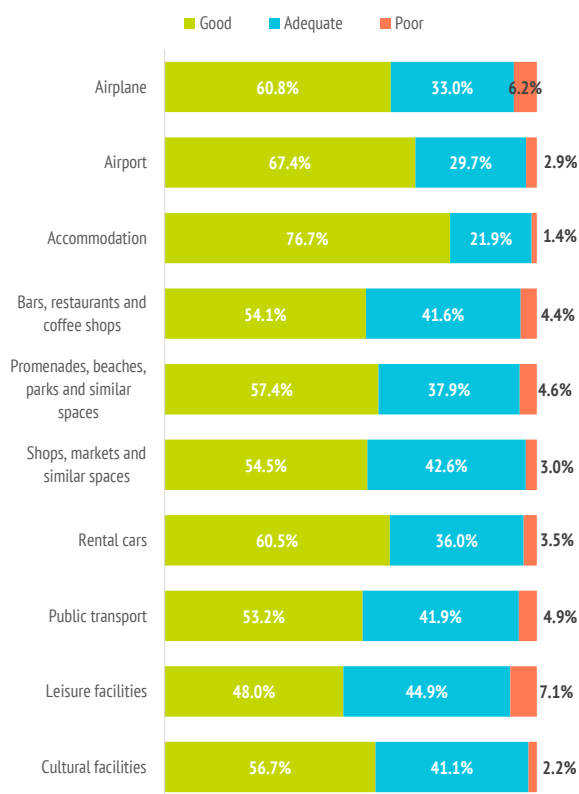
	€25,000 - €49,000	Total
One island	90.6%	90.9%
Two islands	8.2%	7.8%
Three or more islands	1.2%	1.3%

### Health safety

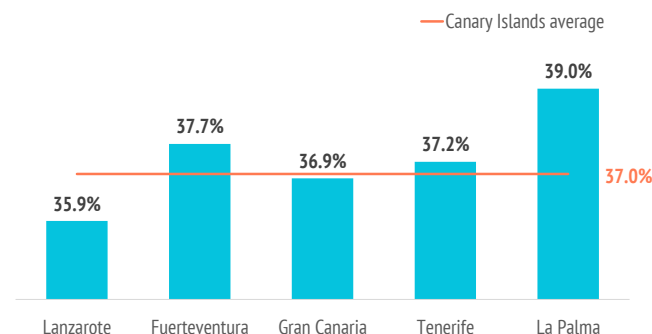
Planning the trip: Importance	€25,000 - €49,000	Total
Average rating (scale 0-10)	7.96	7.99

During the stay: Rate	€25,000 - €49,000	Total
Average rating (scale 0-10)	8.39	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

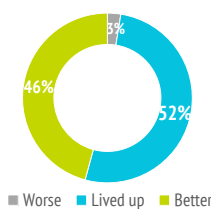


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	€25,000 - €49,000	Total
Average rating	8.87	8.86

Experience in the Canary Islands	€25,000 - €49,000	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	51.7%	51.4%
Better or much better than expected	45.8%	45.9%

Future intentions (scale 1-10)	€25,000 - €49,000	Total
Return to the Canary Islands	8.89	8.86
Recommend visiting the Canary Islands	9.13	9.10



8.89/10

Experience in the Canary Islands



9.13/10

Recommend visiting the Canary Islands

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

	€25,000 - €49,000	Total
<b>Repeat tourists</b>	<b>66.9%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	61.1%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	14.8%	15.0%
<b>At least 10 previous visits</b>	<b>17.8%</b>	<b>18.3%</b>

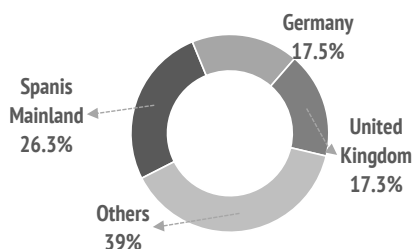
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## €25,000 - €49,000

### Where are they from?



	%	Absolute
Spain Mainland	26.3%	566,840
Germany	17.5%	377,850
United Kingdom	17.3%	373,568
France	7.8%	168,365
Italy	5.5%	117,929
Belgium	4.3%	93,268
Poland	4.1%	89,111
Netherlands	4.1%	87,679
Ireland	2.3%	49,675
Sweden	2.0%	42,759
Czech Republic	1.3%	26,944
Denmark	1.1%	23,635
Finland	0.9%	19,085
Austria	0.9%	18,920
Portugal	0.7%	15,360
Norway	0.7%	15,047
Switzerland	0.4%	7,920
Others	2.8%	60,162



### Who do they come with?



	€25,000 - €49,000	Total
Unaccompanied	15.0%	13.5%
Only with partner	48.9%	48.2%
Only with children (< 13 years old)	3.5%	3.9%
Partner + children (< 13 years old)	3.9%	4.9%
Other relatives	8.3%	8.4%
Friends	9.5%	8.5%
Work colleagues	0.9%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	9.9%	11.5%

(1) Different situations have been isolated

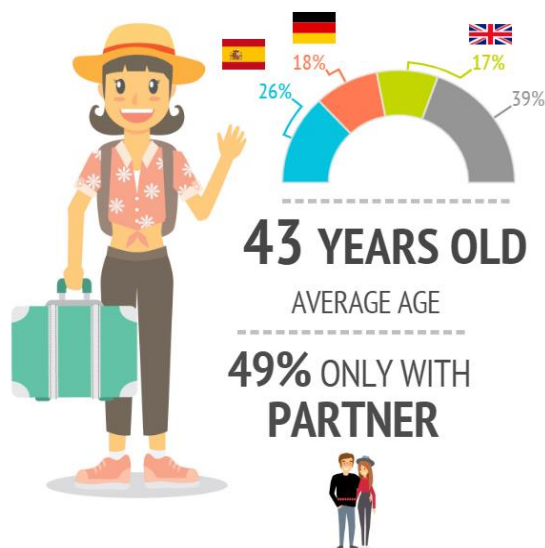
<b>Tourists with children</b>	<b>10.2%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	8.1%	10.2%
- Between 0 -2 and 3-12 years	0.8%	1.0%
<b>Tourists without children</b>	<b>89.8%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	18.5%	16.5%
- 2 people	58.7%	56.7%
- 3 people	10.0%	10.7%
- 4 or 5 people	11.0%	13.6%
- 6 or more people	1.8%	2.5%
<b>Average group size:</b>	<b>2.25</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	€25,000 - €49,000	Total
<b>Gender</b>		
Men	47.2%	49.6%
Women	52.8%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	43.2	43.3
Standard deviation	15.9	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	11.0%	11.9%
25 - 30 years old	17.6%	14.8%
31 - 45 years old	29.6%	30.2%
46 - 60 years old	24.1%	26.6%
Over 60 years old	17.7%	16.4%
<b>Occupation</b>		
Salaried worker	59.0%	57.8%
Self-employed	10.7%	11.1%
Unemployed	1.4%	1.7%
Business owner	7.9%	10.0%
Student	4.7%	5.9%
Retired	14.8%	12.2%
Unpaid domestic work	0.5%	0.5%
Others	0.9%	0.9%
<b>Annual household income level</b>		
Less than €25,000	--	16.1%
€25,000 - €49,999	100%	37.0%
€50,000 - €74,999	--	23.4%
More than €74,999	--	23.5%
<b>Education level</b>		
No studies	2.8%	2.2%
Primary education	2.4%	2.2%
Secondary education	22.1%	18.8%
Higher education	72.7%	76.9%



Pictures: Freepik.com