

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018)

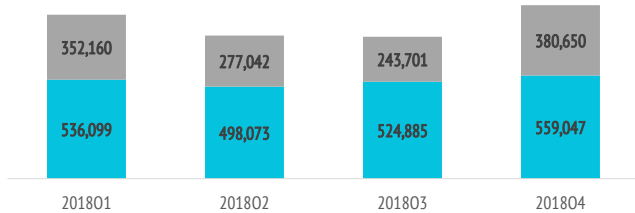
€50,000 - €74,999

How many are they and how much do they spend?

	€50,000 - €74,999	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	3,371,656	13,485,651
- book holiday package	2,118,104	7,848,516
- do not book holiday package	1,253,553	5,637,135
- % tourists who book holiday package	62.8%	58.2%
Share of total tourist	25.0%	100%

TOURISTS BY QUARTER: €50,000 - €74,999

■ do not book holiday package ■ book holiday package



	€50,000 - €74,999	Total
Expenditure per tourist (€)		
- book holiday package	1,243	1,196
- holiday package	1,345	1,309
- others	1,101	1,064
- do not book holiday package	244	246
- flight	1,072	1,037
- accommodation	296	288
- others	365	350
- others	410	399
Average length of stay		
- book holiday package	9.28	9.32
- do not book holiday package	8.69	8.66
- do not book holiday package	10.26	10.23
Average daily expenditure (€)		
- book holiday package	148.7	143.6
- do not book holiday package	163.5	159.8
- do not book holiday package	123.9	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	4,192	16,124
- do not book holiday package	2,848	10,277
- do not book holiday package	1,343	5,848

AVERAGE LENGTH OF STAY (nights)

■ €50,000 - €74,999 ■ Total



EXPENDITURE PER TOURIST (€)

■ €50,000 - €74,999 ■ Total



Importance of each factor in the destination choice

	€50,000 - €74,999	Total
Climate	79.9%	78.1%
Safety	52.2%	51.4%
Tranquility	45.8%	46.2%
Sea	43.3%	43.3%
Accommodation supply	42.8%	41.7%
Beaches	36.7%	37.1%
Effortless trip	35.3%	34.8%
European belonging	34.3%	35.8%
Price	34.0%	36.5%
Landscapes	30.3%	31.6%
Environment	28.9%	30.6%
Gastronomy	21.9%	22.6%
Fun possibilities	18.4%	20.7%
Authenticity	17.5%	19.1%
Hiking trail network	9.0%	9.0%
Exoticism	8.9%	10.5%
Shopping	8.2%	9.6%
Culture	6.7%	7.3%
Historical heritage	6.5%	7.1%
Nightlife	5.9%	7.5%

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?

	€50,000 - €74,999	Total
Rest	56.4%	55.1%
Enjoy family time	14.8%	14.7%
Have fun	6.8%	7.8%
Explore the destination	18.3%	18.5%
Practice their hobbies	1.4%	1.8%
Other reasons	2.3%	2.1%



How far in advance do they book their trip?

	€50,000 - €74,999	Total
The same day	0.5%	0.7%
Between 1 and 30 days	22.6%	23.2%
Between 1 and 2 months	21.6%	23.0%
Between 3 and 6 months	33.8%	32.4%
More than 6 months	21.4%	20.7%

% TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

€50,000 - €74,000
33.8%



TOTAL
32.4%

Picture: Freepik.com

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€50,000 - €74,999



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

	€50,000 - €74,999	Total
Previous visits to the Canary Islands	53.2%	50.9%
Friends or relatives	25.1%	27.8%
Internet or social media	58.3%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	9.6%	9.5%
Travel Blogs or Forums	5.0%	5.4%
Travel TV Channels	0.8%	0.7%
Tour Operator or Travel Agency	26.2%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.3%

* Multi-choise question

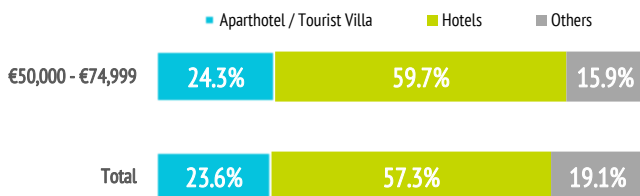
With whom did they book their flight and accommodation?

	€50,000 - €74,999	Total
Flight		
- Directly with the airline	35.7%	39.5%
- Tour Operator or Travel Agency	64.3%	60.5%
Accommodation		
- Directly with the accommodation	26.2%	28.8%
- Tour Operator or Travel Agency	73.8%	71.2%

Where do they stay?

	€50,000 - €74,999	Total
1-2-3* Hotel	12.8%	12.8%
4* Hotel	40.2%	37.7%
5* Hotel / 5* Luxury Hotel	6.8%	6.8%
Aparthotel / Tourist Villa	24.3%	23.6%
House/room rented in a private dwelling	4.4%	5.3%
Private accommodation (1)	5.0%	7.0%
Others (Cottage, cruise, camping,...)	6.5%	6.8%

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



What do they book?

	€50,000 - €74,999	Total
Room only	27.3%	28.8%
Bed and Breakfast	11.9%	11.7%
Half board	22.2%	22.4%
Full board	2.7%	3.0%
All inclusive	35.8%	34.1%

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35.8% of tourists book all inclusive.
(Canary Islands: 34.1%)

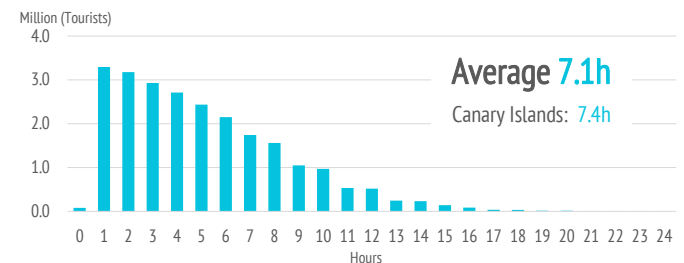
Other expenses

	€50,000 - €74,999	Total
Restaurants or cafes	62.0%	63.2%
Supermarkets	55.8%	55.9%
Car rental	26.2%	26.6%
Organized excursions	22.0%	21.8%
Taxi, transfer, chauffeur service	55.9%	51.7%
Theme Parks	8.2%	8.8%
Sport activities	6.5%	6.4%
Museums	5.2%	5.0%
Flights between islands	4.3%	4.8%

Activities in the Canary Islands

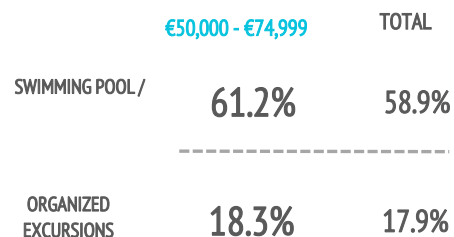
Outdoor time per day	€50,000 - €74,999	Total
0 hours	2.3%	2.2%
1 - 2 hours	10.8%	10.0%
3 - 6 hours	35.2%	32.6%
7 - 12 hours	44.4%	46.5%
More than 12 hours	7.3%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	€50,000 - €74,999	Total
Walk, wander	70.4%	71.0%
Beach	67.9%	68.0%
Swimming pool, hotel facilities	61.2%	58.9%
Explore the island on their own	46.0%	46.5%
Taste Canarian gastronomy	24.3%	25.4%
Organized excursions	18.3%	17.9%
Theme parks	14.2%	15.5%
Sport activities	14.1%	14.3%
Nightlife / concerts / shows	13.3%	15.5%
Wineries / markets / popular festivals	12.1%	12.0%
Sea excursions / whale watching	10.9%	11.3%
Museums / exhibitions	9.9%	9.8%
Nature activities	9.8%	10.0%
Activities at sea	9.1%	9.8%
Beauty and health treatments	6.0%	5.7%
Astronomical observation	3.4%	3.4%

* Multi-choise question



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018)

€50,000 - €74,999



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
€50,000 - €74,999	3,371,656	637,004	481,155	986,952	1,162,285	70,262
- Share by islands	100%	18.9%	14.3%	29.3%	34.5%	2.1%
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%
% €50,000 - €74,999	25.0%	25.9%	25.9%	25.8%	23.3%	28.2%

How many islands do they visit during their trip?

	€50,000 - €74,999	Total
One island	91.6%	90.9%
Two islands	7.0%	7.7%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	€50,000 - €74,999	Total
Research		
- Tourist package	15.8%	15.4%
- Flights	13.6%	13.0%
- Accommodation	18.2%	17.7%
- Transport	14.6%	15.6%
- Restaurants	27.3%	27.0%
- Excursions	26.1%	26.3%
- Activities	30.8%	31.0%
Book or purchase		
- Tourist package	41.2%	38.1%
- Flights	63.9%	64.4%
- Accommodation	55.6%	54.5%
- Transport	46.3%	44.7%
- Restaurants	10.8%	10.5%
- Excursions	11.4%	11.4%
- Activities	12.5%	12.5%

* Multi-choice question

	€50,000 - €74,999	Total
Internet usage in the Canary Islands		
Did not use the Internet	8.4%	9.8%
Used the Internet	91.6%	90.2%
- Own Internet connection	34.9%	36.5%
- Free Wifi connection	44.1%	41.1%
Applications*		
- Search for locations or maps	59.8%	60.7%
- Search for destination info	46.4%	44.7%
- Share pictures or trip videos	56.0%	55.6%
- Download tourist apps	6.8%	6.5%
- Others	23.7%	23.9%

* Multi-choice question

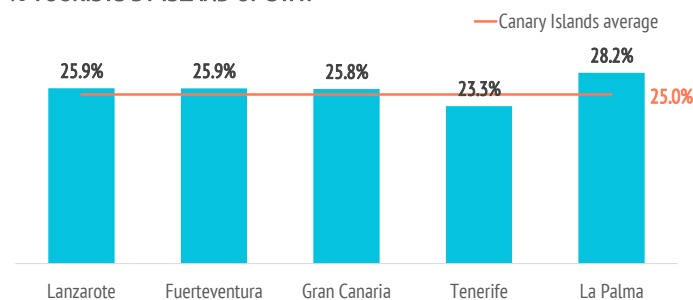


56% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

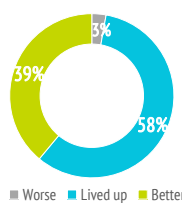


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	€50,000 - €74,999	Total
Average rating	8.57	8.58

Experience in the Canary Islands	€50,000 - €74,999	Total
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	58.3%	57.4%
Better or much better than expected	39.0%	39.7%

Future intentions (scale 1-10)	€50,000 - €74,999	Total
Return to the Canary Islands	8.62	8.60
Recommend visiting the Canary Islands	8.85	8.86



Experience in the Canary



Return to the Canary Islands



8.85/10

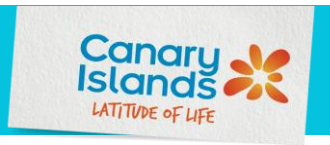
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	€50,000 - €74,999	Total
Repeat tourists	73.3%	71.0%
Repeat tourists (last 5 years)	66.9%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	19.3%	18.4%
At least 10 previous visits	18.6%	17.8%

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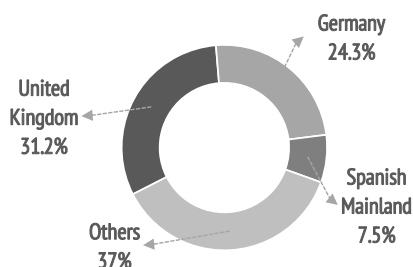
€50,000 - €74,999



Where are they from?



	%	Absolute
United Kingdom	31.2%	1,051,316
Germany	24.3%	820,149
Spanish Mainland	7.5%	252,293
Sweden	5.1%	173,043
Netherlands	4.3%	146,002
France	4.2%	143,013
Ireland	3.7%	126,187
Norway	3.7%	125,752
Switzerland	2.6%	87,415
Belgium	2.3%	78,828
Denmark	2.3%	77,757
Finland	2.1%	70,812
Italy	1.5%	51,807
Poland	1.2%	38,961
Austria	0.9%	30,788
Russia	0.3%	9,981
Czech Republic	0.2%	6,988
Others	2.4%	80,563



Who do they come with?



	€50,000 - €74,999	Total
Unaccompanied	6.9%	8.9%
Only with partner	50.1%	47.4%
Only with children (< 13 years old)	6.2%	5.9%
Partner + children (< 13 years old)	8.3%	7.2%
Other relatives	7.8%	9.0%
Friends	4.6%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.1%	0.2%
Other combinations ⁽¹⁾	15.6%	14.6%

(1) Different situations have been isolated

Tourists with children	20.9%	19.3%
- Between 0 and 2 years old	1.9%	1.8%
- Between 3 and 12 years old	17.4%	15.8%
- Between 0-2 and 3-12 years	1.6%	1.6%
Tourists without children	79.1%	80.7%
Group composition:		
- 1 person	9.8%	12.4%
- 2 people	55.0%	54.1%
- 3 people	13.1%	12.6%
- 4 or 5 people	18.3%	17.1%
- 6 or more people	3.8%	3.8%
Average group size:	2.63	2.58

Who are they?



	€50,000 - €74,999	Total
Gender		
Men	49.2%	48.2%
Women	50.8%	51.8%
Age		
Average age (tourist > 15 years old)	47.7	46.7
Standard deviation	14.6	15.3
Age range (> 15 years old)		
16 - 24 years old	5.6%	7.7%
25 - 30 years old	8.8%	10.8%
31 - 45 years old	29.8%	28.6%
46 - 60 years old	34.7%	31.3%
Over 60 years old	21.1%	21.5%
Occupation		
Salaried worker	58.3%	55.5%
Self-employed	10.6%	11.0%
Unemployed	0.6%	1.1%
Business owner	10.2%	9.2%
Student	2.6%	4.2%
Retired	16.3%	17.3%
Unpaid domestic work	0.7%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	--	17.0%
€25,000 - €49,999	--	36.5%
€50,000 - €74,999	100%	25.0%
More than €74,999	--	21.5%
Education level		
No studies	3.9%	4.8%
Primary education	2.4%	2.8%
Secondary education	22.1%	23.1%
Higher education	71.6%	69.3%

3 IN 10 TOURISTS ARE BRITISH

48 YEARS OLD
AVERAGE AGE

50% ONLY WITH PARTNER

Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist with an income between €50,000 and €74,999.

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