

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019)

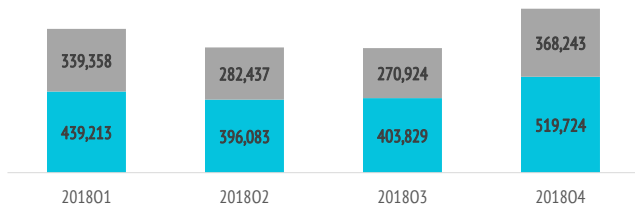
## €50,000 - €74,999

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

	€50,000 - €74,999	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>3,019,812</b>	<b>13,271,035</b>
- book holiday package	1,758,850	7,426,022
- do not book holiday package	1,260,962	5,845,014
- % tourists who book holiday package	58.2%	56.0%
Share of total tourist	22.8%	100%

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

■ do not book holiday package ■ book holiday package



	€50,000 - €74,999	Total
<b>Expenditure per tourist (€)</b>	<b>1,183</b>	<b>1,136</b>
- book holiday package	1,303	1,268
- holiday package	1,060	1,031
- others	243	237
- do not book holiday package	1,016	967
- flight	271	263
- accommodation	347	321
- others	398	383
<b>Average length of stay</b>	<b>9.03</b>	<b>9.09</b>
- book holiday package	8.67	8.64
- do not book holiday package	9.54	9.68
<b>Average daily expenditure (€)</b>	<b>144.7</b>	<b>138.9</b>
- book holiday package	160.0	155.4
- do not book holiday package	123.2	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>3,573</b>	<b>15,070</b>
- book holiday package	2,292	9,416
- do not book holiday package	1,281	5,655

#### 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	80.6%	78.4%
Safety	51.3%	51.9%
Tranquility	47.1%	47.6%
Sea	44.1%	44.4%
Accommodation supply	43.4%	42.9%
Beaches	36.9%	37.7%
European belonging	35.5%	36.1%
Effortless trip	35.4%	35.2%
Price	35.3%	37.4%
Environment	31.0%	33.2%
Landscapes	30.9%	33.1%
Gastronomy	22.5%	23.2%
Fun possibilities	20.1%	21.1%
Authenticity	18.4%	20.3%
Hiking trail network	9.5%	9.6%
Exoticism	9.2%	11.4%
Shopping	8.6%	9.4%
Historical heritage	7.5%	8.2%
Culture	6.8%	8.0%
Nightlife	6.8%	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?

	€50,000 - €74,999	Total
Rest	56.2%	55.5%
Enjoy family time	16.0%	14.4%
Have fun	7.5%	8.6%
Explore the destination	16.7%	17.8%
Practice their hobbies	1.9%	1.9%
Other reasons	1.8%	1.8%



### 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	22.0%	23.8%
Between 1 and 2 months	21.9%	22.8%
Between 3 and 6 months	34.2%	32.7%
More than 6 months	21.5%	20.0%

#### % TOURISTS BOOKING BETWEEN 3 AND 6 MONTHS IN ADVANCE

€50,000 - €74,000  
**34.2%**



TOTAL  
**32.7%**

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	55.3%	51.9%
Friends or relatives	25.7%	27.1%
Internet or social media	56.6%	54.7%
Mass Media	1.9%	1.6%
Travel guides and magazines	9.0%	8.4%
Travel Blogs or Forums	5.7%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	23.0%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.4%

\* Multi-choice question

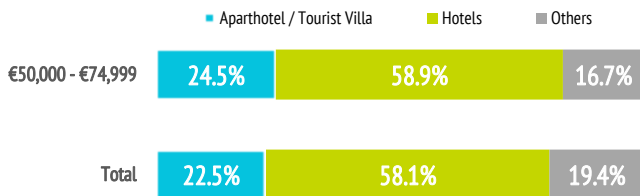
### With whom did they book their flight and accommodation?

	€50,000 - €74,999	Total
<b>Flight</b>		
- Directly with the airline	40.9%	42.9%
- Tour Operator or Travel Agency	59.1%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	30.5%	31.5%
- Tour Operator or Travel Agency	69.5%	68.5%

### Where do they stay?

	€50,000 - €74,999	Total
1-2-3* Hotel	11.6%	11.5%
4* Hotel	38.2%	37.6%
5* Hotel / 5* Luxury Hotel	9.1%	9.0%
Aparthotel / Tourist Villa	24.5%	22.5%
House/room rented in a private dwelling	5.2%	5.9%
Private accommodation (1)	5.5%	7.2%
Others (Cottage, cruise, camping,...)	5.9%	6.3%

(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	28.4%	27.9%
Bed and Breakfast	13.4%	12.4%
Half board	21.3%	21.2%
Full board	3.1%	3.6%
All inclusive	33.7%	34.9%

28.4% of tourists book room only.

(Canary Islands: 27.9%)

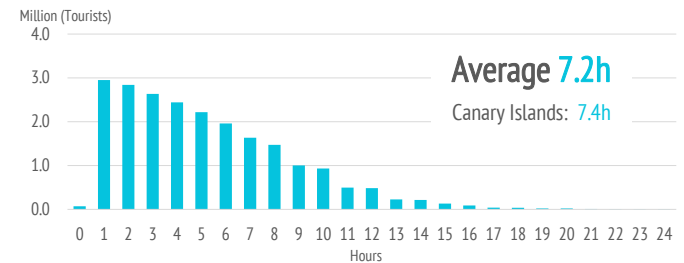
### Other expenses

	€50,000 - €74,999	Total
Restaurants or cafes	60.0%	59.1%
Supermarkets	53.5%	52.1%
Car rental	26.5%	26.3%
Organized excursions	20.9%	20.6%
Taxi, transfer, chauffeur service	52.3%	50.0%
Theme Parks	7.4%	7.5%
Sport activities	5.8%	5.7%
Museums	4.6%	4.6%
Flights between islands	4.5%	4.4%

### Activities in the Canary Islands

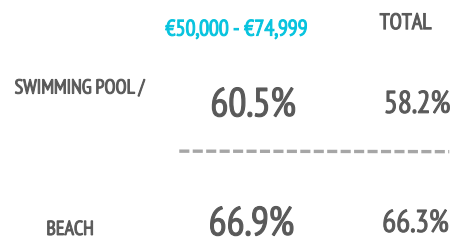
Outdoor time per day	€50,000 - €74,999	Total
0 hours	2.3%	2.1%
1 - 2 hours	10.4%	9.8%
3 - 6 hours	33.2%	32.6%
7 - 12 hours	46.6%	47.1%
More than 12 hours	7.5%	8.4%

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



Activities in the Canary Islands	€50,000 - €74,999	Total
Walk, wander	70.1%	69.8%
Beach	66.9%	66.3%
Swimming pool, hotel facilities	60.5%	58.2%
Explore the island on their own	45.5%	45.2%
Taste Canarian gastronomy	24.1%	24.2%
Organized excursions	16.5%	16.9%
Theme parks	14.5%	14.1%
Nightlife / concerts / shows	14.4%	15.5%
Sport activities	13.2%	13.4%
Sea excursions / whale watching	11.2%	11.1%
Wineries / markets / popular festivals	11.2%	11.6%
Museums / exhibitions	10.1%	10.1%
Nature activities	9.8%	10.4%
Activities at sea	9.7%	10.0%
Beauty and health treatments	5.6%	5.4%
Astronomical observation	3.4%	3.5%

\* Multi-choice question



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## €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	3,019,812	599,381	363,566	898,078	1,070,575	62,971
- Share by islands	100%	19.8%	12.0%	29.7%	35.5%	2.1%
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%
% €50,000 - €74,999	22.8%	23.8%	21.9%	24.3%	21.2%	26.7%

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

	€50,000 - €74,999	Total
One island	91.6%	91.4%
Two islands	7.3%	7.2%
Three or more islands	1.1%	1.4%

### Internet usage during their trip

	€50,000 - €74,999	Total
<b>Research</b>		
- Tourist package	15.0%	14.8%
- Flights	13.0%	13.0%
- Accommodation	17.5%	16.9%
- Transport	15.1%	15.7%
- Restaurants	27.8%	28.4%
- Excursions	27.0%	26.2%
- Activities	30.1%	30.1%
<b>Book or purchase</b>		
- Tourist package	41.6%	39.4%
- Flights	67.7%	66.7%
- Accommodation	58.7%	57.3%
- Transport	48.3%	47.6%
- Restaurants	12.5%	12.1%
- Excursions	12.1%	13.0%
- Activities	14.2%	14.7%

\* Multi-choice question

	€50,000 - €74,999	Total
<b>Internet usage in the Canary Islands</b>		
<b>Did not use the Internet</b>	<b>6.9%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>93.1%</b>	<b>91.7%</b>
- Own Internet connection	37.4%	37.4%
- Free Wifi connection	41.4%	39.5%
<b>Applications*</b>		
- Search for locations or maps	62.1%	61.7%
- Search for destination info	47.1%	44.8%
- Share pictures or trip videos	56.0%	56.0%
- Download tourist apps	7.6%	7.0%
- Others	23.2%	22.6%

\* Multi-choice question

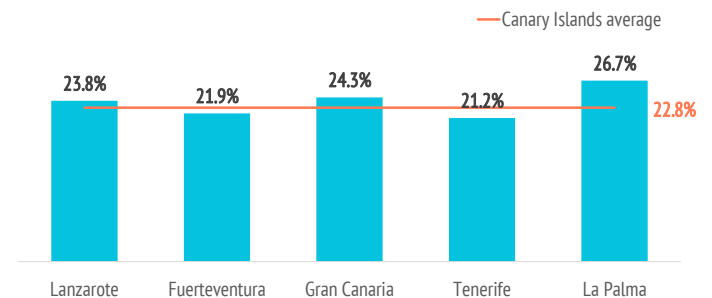
62.1% of tourists search for locations or maps during their stay in the Canary Islands

Canary Islands: 61.7%



Picture: Freepik.com

### % TOURISTS BY ISLAND OF STAY

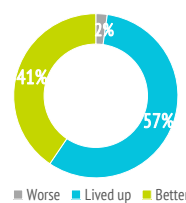


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	€50,000 - €74,999	Total
Average rating	8.70	8.70

Experience in the Canary Islands	€50,000 - €74,999	Total
Worse or much worse than expected	2.2%	2.3%
Lived up to expectations	57.2%	55.6%
Better or much better than expected	40.5%	42.1%

Future intentions (scale 1-10)	€50,000 - €74,999	Total
Return to the Canary Islands	8.74	8.73
Recommend visiting the Canary Islands	8.94	8.95



Experience in the Canary

8.74/10

Return to the Canary Islands

8.94/10

Recommend visiting the Canary Islands

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

	€50,000 - €74,999	Total
<b>Repeat tourists</b>	<b>74.7%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	69.3%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	20.7%	19.5%
<b>At least 10 previous visits</b>	<b>19.5%</b>	<b>18.6%</b>

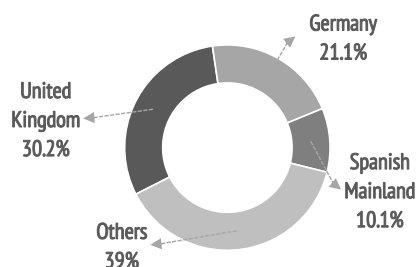
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## €50,000 - €74,999

### Where are they from?



	%	Absolute
United Kingdom	30.2%	911,365
Germany	21.1%	637,707
Spanish Mainland	10.1%	303,854
Sweden	4.9%	148,111
Netherlands	4.4%	132,711
Ireland	4.2%	127,920
Norway	3.9%	118,667
France	3.9%	118,184
Belgium	3.4%	101,985
Denmark	2.5%	76,726
Switzerland	2.1%	62,900
Finland	2.0%	60,808
Italy	1.9%	58,785
Poland	1.1%	32,920
Austria	0.7%	22,455
Luxembourg	0.3%	9,657
Russia	0.3%	9,618
Others	2.8%	85,440



### Who do they come with?



	€50,000 - €74,999	Total
Unaccompanied	8.8%	9.6%
Only with partner	47.2%	48.1%
Only with children (< 13 years old)	6.4%	5.6%
Partner + children (< 13 years old)	7.9%	6.5%
Other relatives	8.8%	9.3%
Friends	5.2%	6.4%
Work colleagues	0.5%	0.5%
Organized trip	0.2%	0.3%
Other combinations <sup>(1)</sup>	0.0%	0.0%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>20.3%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.7%	1.6%
- Between 3 and 12 years old	17.0%	14.8%
- Between 0 -2 and 3-12 years	1.5%	1.4%
<b>Tourists without children</b>	<b>79.7%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	12.2%	13.2%
- 2 people	52.5%	55.1%
- 3 people	12.7%	12.0%
- 4 or 5 people	18.7%	16.3%
- 6 or more people	3.9%	3.5%
<b>Average group size:</b>	<b>2.63</b>	<b>2.54</b>

### Who are they?



	€50,000 - €74,999	Total
<b>Gender</b>		
Men	49.7%	48.6%
Women	50.3%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	48.1	47.1
Standard deviation	14.3	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	4.7%	7.3%
25 - 30 years old	8.4%	10.9%
31 - 45 years old	30.0%	28.0%
46 - 60 years old	35.8%	31.8%
Over 60 years old	21.0%	22.1%
<b>Occupation</b>		
Salaried worker	59.8%	55.0%
Self-employed	10.2%	11.5%
Unemployed	0.5%	1.1%
Business owner	9.8%	9.4%
Student	2.1%	3.5%
Retired	16.2%	17.9%
Unpaid domestic work	0.5%	0.8%
Others	0.7%	0.8%
<b>Annual household income level</b>		
Less than €25,000	--	17.5%
€25,000 - €49,999	--	37.5%
€50,000 - €74,999	100%	22.8%
More than €74,999	--	22.2%
<b>Education level</b>		
No studies	4.2%	5.0%
Primary education	1.8%	2.6%
Secondary education	21.3%	23.6%
Higher education	72.7%	68.9%



Pictures: Freepik.com