

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021)

## €50,000 - €74,999

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

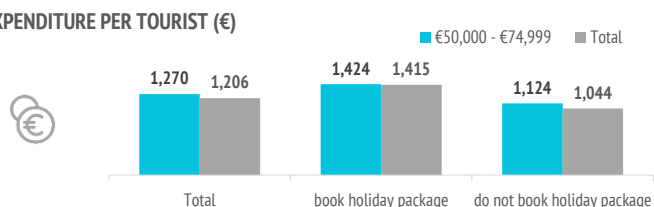


	€50,000 - €74,999	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>1,363,078</b>	<b>5,827,892</b>
- book holiday package	660,270	2,549,012
- do not book holiday package	702,809	3,278,880
- % tourists who book holiday package	48.4%	43.7%
Share of total tourist	23.4%	100%
<b>Expenditure per tourist (€)</b>		
<b>- book holiday package</b>	<b>1,270</b>	<b>1,206</b>
- holiday package	1,163	1,135
- others	261	280
<b>- do not book holiday package</b>	<b>1,124</b>	<b>1,044</b>
- flight	260	248
- accommodation	402	369
- others	463	427
<b>Average length of stay</b>	<b>9.62</b>	<b>9.54</b>
- book holiday package	8.70	8.59
- do not book holiday package	10.47	10.28
<b>Average daily expenditure (€)</b>	<b>149.0</b>	<b>144.0</b>
- book holiday package	171.2	172.8
- do not book holiday package	128.3	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,730</b>	<b>7,028</b>
- book holiday package	940	3,606
- do not book holiday package	790	3,422

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



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

	€50,000 - €74,999	Total
Didn't have holidays	36.4%	35.7%
Canary Islands	17.3%	17.6%
Other destination	46.3%	46.8%

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

	€50,000 - €74,999	Total
None	29.5%	29.4%
Canary Islands (other island)	25.6%	25.4%
Other destination	44.9%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). 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.

### Importance of each factor in the destination choice



	€50,000 - €74,999	Total
Climate	77.0%	76.0%
Sea	52.0%	52.0%
Safety	48.4%	49.0%
Tranquility	48.3%	48.5%
Beaches	43.0%	44.6%
European belonging	39.9%	40.2%
Accommodation supply	37.9%	37.8%
Landscapes	34.8%	39.1%
Effortless trip	34.0%	34.9%
Environment	31.6%	34.7%
Price	29.8%	32.4%
Gastronomy	26.9%	27.9%
Authenticity	22.6%	24.4%
Fun possibilities	20.2%	22.4%
Exoticism	12.3%	14.5%
Hiking trail network	11.2%	12.1%
Historical heritage	7.9%	9.1%
Culture	7.8%	8.7%
Shopping	7.7%	8.8%
Nightlife	6.9%	8.4%

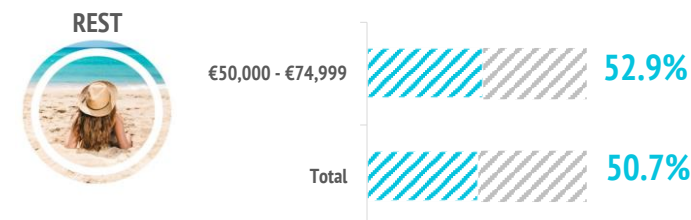
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

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



	€50,000 - €74,999	Total
Rest	52.9%	50.7%
Enjoy family time	14.2%	14.0%
Have fun	6.4%	7.3%
Explore the destination	21.9%	23.3%
Practice their hobbies	2.5%	2.6%
Other reasons	2.0%	2.1%



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



	€50,000 - €74,999	Total
The same day	0.8%	1.0%
Between 1 and 30 days	41.0%	42.5%
Between 1 and 2 months	26.3%	26.7%
Between 3 and 6 months	19.7%	18.7%
More than 6 months	12.2%	11.1%

### % TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

€50,000 - €74,999  
**12.2%**



TOTAL  
**11.1%**

Picture: Freepik.com

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

	€50,000 - €74,999	Total
Previous visits to the Canary Islands	49.0%	45.7%
Friends or relatives	28.4%	30.9%
Internet or social media	52.9%	53.5%
Mass Media	2.1%	2.3%
Travel guides and magazines	6.9%	7.0%
Travel Blogs or Forums	8.0%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	20.8%	19.4%
Public administrations or similar	1.8%	1.9%
Others	2.7%	2.9%

\* Multi-choise question

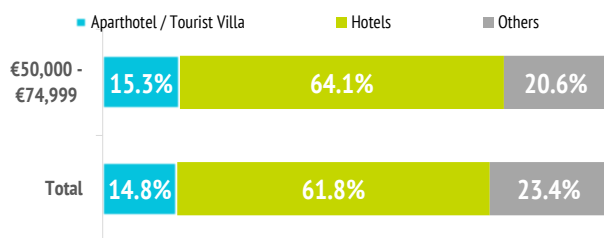
### With whom did they book their flight and accommodation?

	€50,000 - €74,999	Total
<b>Flight</b>		
- Directly with the airline	49.2%	52.8%
- Tour Operator or Travel Agency	50.8%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	37.2%	39.9%
- Tour Operator or Travel Agency	62.8%	60.1%

### Where do they stay?

	€50,000 - €74,999	Total
1-2-3* Hotel	11.0%	11.5%
4* Hotel	41.9%	39.4%
5* Hotel / 5* Luxury Hotel	11.2%	10.9%
Aparthotel / Tourist Villa	15.3%	14.8%
House/room rented in a private dwelling	6.2%	6.9%
Private accommodation (1)	8.2%	9.9%
Others (Cottage, cruise, camping,...)	6.3%	6.6%

(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	25.6%	28.1%
Bed and Breakfast	15.2%	15.3%
Half board	20.4%	19.5%
Full board	3.4%	3.2%
All inclusive	35.4%	33.8%

**35.4%** of tourists book all inclusive.  
(Canary Islands: 33.8%)

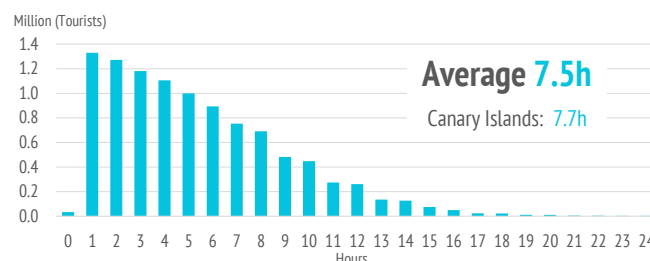
### Other expenses

	€50,000 - €74,999	Total
Restaurants or cafes	66.8%	66.9%
Supermarkets	54.5%	55.6%
Car rental	37.0%	37.3%
Organized excursions	22.5%	23.7%
Taxi, transfer, chauffeur service	48.3%	46.0%
Theme Parks	8.7%	8.6%
Sport activities	9.5%	9.3%
Museums	5.1%	4.7%
Flights between islands	5.6%	6.3%

### Activities in the Canary Islands

Outdoor time per day	€50,000 - €74,999	Total
0 hours	2.4%	2.4%
1 - 2 hours	10.9%	10.0%
3 - 6 hours	31.4%	30.1%
7 - 12 hours	45.3%	47.1%
More than 12 hours	9.9%	10.5%

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



Activities in the Canary Islands	€50,000 - €74,999	Total
Beach	74.9%	75.1%
Walk, wander	71.0%	72.2%
Swimming pool, hotel facilities	59.2%	57.5%
Explore the island on their own	50.8%	52.5%
Swim	38.4%	38.8%
Taste Canarian gastronomy	28.8%	30.2%
Hiking	22.5%	22.5%
Organized excursions	13.9%	16.0%
Sea excursions / whale watching	12.5%	13.5%
Theme parks	11.3%	12.2%
Nightlife / concerts / shows	11.0%	12.3%
Museums / exhibitions	10.0%	10.7%
Wineries / markets / popular festivals	9.5%	10.0%
Other Nature Activities	8.5%	9.5%
Running	7.0%	7.6%
Beauty and health treatments	5.8%	5.6%
Practice other sports	5.1%	5.9%
Surf	4.0%	4.8%
Cycling / Mountain bike	3.9%	4.2%
Scuba Diving	3.9%	4.2%
Astronomical observation	3.8%	4.2%
Golf	1.9%	2.3%
Windsurf / Kitesurf	1.5%	1.5%

\* Multi-choise question

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021)

## €50,000 - €74,999



### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
€50,000 - €74,999	1,363,078	226,876	201,011	369,706	524,011	25,747
- Share by islands	100%	16.6%	14.7%	27.1%	38.4%	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%
% €50,000 - €74,999	23.4%	23.6%	23.8%	23.9%	22.6%	25.1%

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

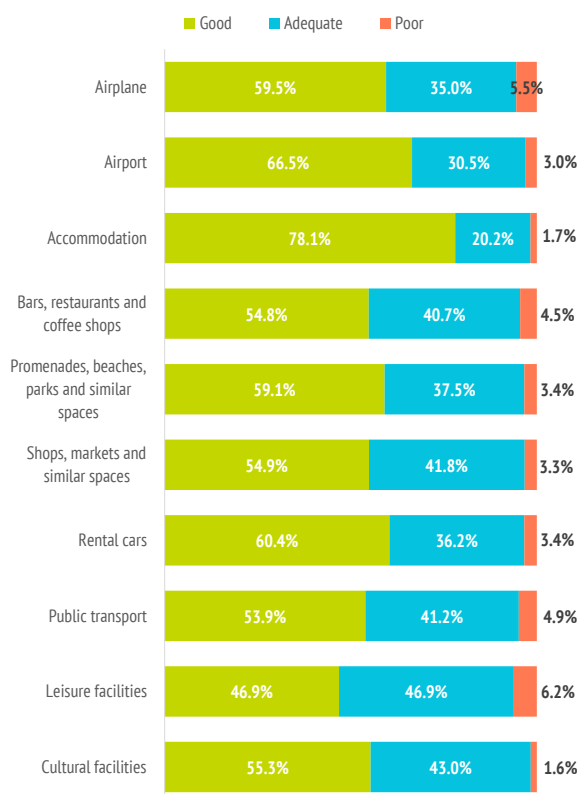
	€50,000 - €74,999	Total
One island	91.2%	90.9%
Two islands	7.4%	7.8%
Three or more islands	1.4%	1.3%

### Health safety

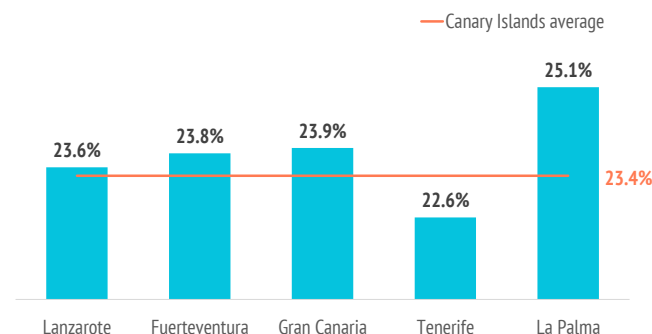
Planning the trip: Importance	€50,000 - €74,999	Total
Average rating (scale 0-10)	8.07	7.99

During the stay: Rate	€50,000 - €74,999	Total
Average rating (scale 0-10)	8.47	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

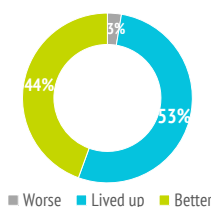


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	€50,000 - €74,999	Total
Average rating	8.85	8.86

Experience in the Canary Islands	€50,000 - €74,999	Total
Worse or much worse than expected	2.7%	2.7%
Lived up to expectations	52.9%	51.4%
Better or much better than expected	44.4%	45.9%

Future intentions (scale 1-10)	€50,000 - €74,999	Total
Return to the Canary Islands	8.85	8.86
Recommend visiting the Canary Islands	9.08	9.10



Experience in the Canary Islands

Return to the Canary Islands



9.08/10

Recommend visiting the Canary Islands

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

	€50,000 - €74,999	Total
<b>Repeat tourists</b>	<b>71.1%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	64.6%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	15.0%
<b>At least 10 previous visits</b>	<b>20.0%</b>	<b>18.3%</b>

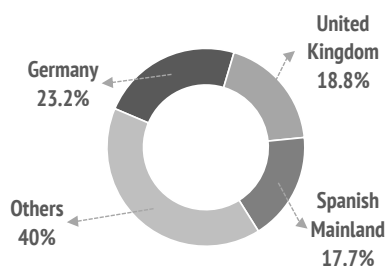
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### Where are they from?



	%	Absolute
Germany	23.2%	316,297
United Kingdom	18.8%	256,476
Spanish Mainland	17.7%	241,044
France	6.6%	89,817
Netherlands	6.3%	85,379
Belgium	4.7%	64,186
Sweden	3.3%	44,636
Ireland	3.2%	43,365
Italy	2.9%	39,018
Denmark	2.5%	33,959
Poland	2.4%	33,210
Norway	1.5%	20,104
Switzerland	1.2%	16,877
Luxembourg	1.0%	14,116
Austria	0.8%	11,146
Finland	0.8%	10,428
Czech Republic	0.7%	10,185
Others	2.4%	32,833



### Who do they come with?



	€50,000 - €74,999	Total
Unaccompanied	10.9%	13.5%
Only with partner	51.0%	48.2%
Only with children (< 13 years old)	4.1%	3.9%
Partner + children (< 13 years old)	5.5%	4.9%
Other relatives	7.6%	8.4%
Friends	6.4%	8.5%
Work colleagues	0.8%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	13.5%	11.5%

(1) Different situations have been isolated

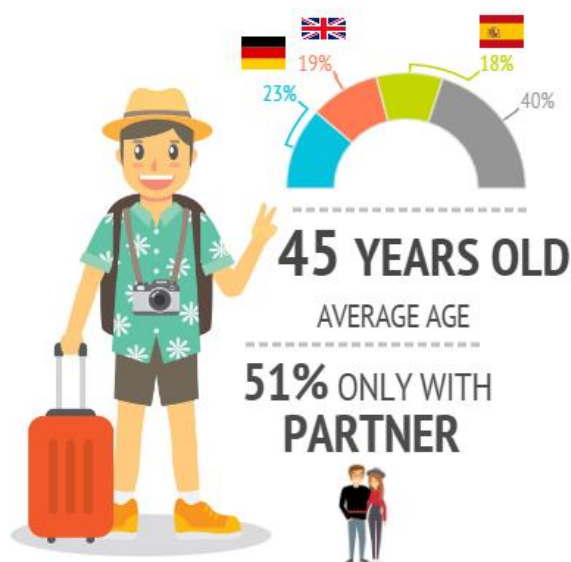
<b>Tourists with children</b>	<b>13.4%</b>	<b>12.5%</b>
- Between 0 and 2 years old	1.3%	1.2%
- Between 3 and 12 years old	11.0%	10.2%
- Between 0 -2 and 3-12 years	1.2%	1.0%
<b>Tourists without children</b>	<b>86.6%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	13.4%	16.5%
- 2 people	57.6%	56.7%
- 3 people	11.1%	10.7%
- 4 or 5 people	14.5%	13.6%
- 6 or more people	3.3%	2.5%
<b>Average group size:</b>	<b>2.46</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	€50,000 - €74,999	Total
<b>Gender</b>		
Men	51.4%	49.6%
Women	48.6%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	45.0	43.3
Standard deviation	15.1	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	9.0%	11.9%
25 - 30 years old	12.1%	14.8%
31 - 45 years old	31.4%	30.2%
46 - 60 years old	29.7%	26.6%
Over 60 years old	17.7%	16.4%
<b>Occupation</b>		
Salaried worker	60.2%	57.8%
Self-employed	11.1%	11.1%
Unemployed	0.7%	1.7%
Business owner	10.4%	10.0%
Student	3.7%	5.9%
Retired	12.7%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	0.8%	0.9%
<b>Annual household income level</b>		
Less than €25,000	--	16.1%
€25,000 - €49,999	--	37.0%
€50,000 - €74,999	100%	23.4%
More than €74,999	--	23.5%
<b>Education level</b>		
No studies	1.5%	2.2%
Primary education	1.3%	2.2%
Secondary education	18.6%	18.8%
Higher education	78.6%	76.9%



Pictures: Freepik.com