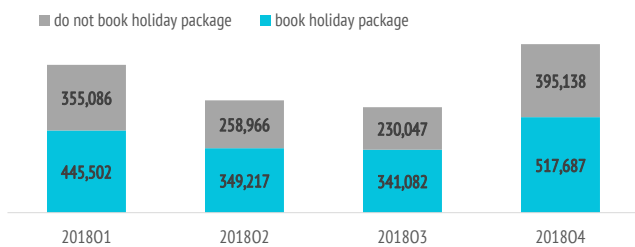


PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018) MORE THAN €75,000

How many are they and how much do they spend?

	More than €75,000	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	2,892,724	13,485,651
- book holiday package	1,653,488	7,848,516
- do not book holiday package	1,239,237	5,637,135
- % tourists who book holiday package	57.2%	58.2%
Share of total tourist	21.5%	100%

TOURISTS BY QUARTER: MORE THAN €75,000



	More than €75,000	Total
Expenditure per tourist (€)		
- book holiday package	1,400	1,196
- holiday package	1,493	1,309
- others	1,221	1,064
- do not book holiday package	272	246
- do not book holiday package	1,275	1,037
- flight	1,275	1,037
- accommodation	344	288
- others	475	350
- others	456	399
Average length of stay		
- book holiday package	9.21	9.32
- book holiday package	8.64	8.66
- do not book holiday package	9.97	10.23
Average daily expenditure (€)		
- book holiday package	168.8	143.6
- book holiday package	181.1	159.8
- do not book holiday package	152.4	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	4,049	16,124
- book holiday package	2,469	10,277
- do not book holiday package	1,580	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	More than €75,000	Total
Climate	81.5%	78.1%
Safety	51.9%	51.4%
Tranquility	45.3%	46.2%
Accommodation supply	44.4%	41.7%
Sea	41.1%	43.3%
Effortless trip	36.5%	34.8%
European belonging	35.4%	35.8%
Beaches	34.1%	37.1%
Price	32.7%	36.5%
Environment	27.2%	30.6%
Landscapes	26.2%	31.6%
Gastronomy	23.4%	22.6%
Fun possibilities	19.4%	20.7%
Authenticity	16.8%	19.1%
Shopping	8.7%	9.6%
Hiking trail network	8.3%	9.0%
Exoticism	8.2%	10.5%
Culture	6.3%	7.3%
Nightlife	6.3%	7.5%
Historical heritage	5.7%	7.1%

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?

	More than €75,000	Total
Rest	56.9%	55.1%
Enjoy family time	18.2%	14.7%
Have fun	6.5%	7.8%
Explore the destination	14.1%	18.5%
Practice their hobbies	2.4%	1.8%
Other reasons	2.0%	2.1%

ENJOY FAMILY TIME



More than €75,000 18.2%

Total 14.7%

How far in advance do they book their trip?

	More than €75,000	Total
The same day	0.6%	0.7%
Between 1 and 30 days	20.7%	23.2%
Between 1 and 2 months	22.3%	23.0%
Between 3 and 6 months	33.1%	32.4%
More than 6 months	23.3%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

MORE THAN €75,000

23.3%



Picture: Freepik.com

TOTAL

20.7%

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018)

MORE THAN €75,000

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

	More than €75,000	Total
Previous visits to the Canary Islands	55.8%	50.9%
Friends or relatives	24.9%	27.8%
Internet or social media	57.9%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	9.2%	9.5%
Travel Blogs or Forums	5.0%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	23.4%	24.7%
Public administrations or similar	0.2%	0.4%
Others	2.1%	2.3%

* Multi-choice question

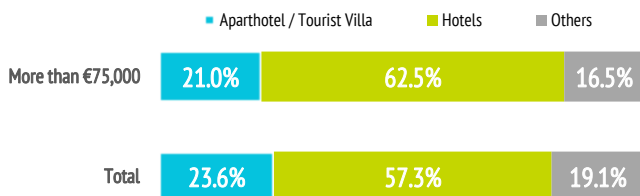
With whom did they book their flight and accommodation?

	More than €75,000	Total
Flight		
- Directly with the airline	40.9%	39.5%
- Tour Operator or Travel Agency	59.1%	60.5%
Accommodation		
- Directly with the accommodation	31.3%	28.8%
- Tour Operator or Travel Agency	68.7%	71.2%

Where do they stay?

	More than €75,000	Total
1-2-3* Hotel	11.6%	12.8%
4* Hotel	38.9%	37.7%
5* Hotel / 5* Luxury Hotel	12.1%	6.8%
Aparthotel / Tourist Villa	21.0%	23.6%
House/room rented in a private dwelling	5.1%	5.3%
Private accommodation (1)	5.1%	7.0%
Others (Cottage, cruise, camping,...)	6.3%	6.8%

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



What do they book?

	More than €75,000	Total
Room only	26.6%	28.8%
Bed and Breakfast	14.8%	11.7%
Half board	24.7%	22.4%
Full board	3.0%	3.0%
All inclusive	30.8%	34.1%

14.8% of tourists book Bed and Breakfast.

(Canary Islands: 11.7%)

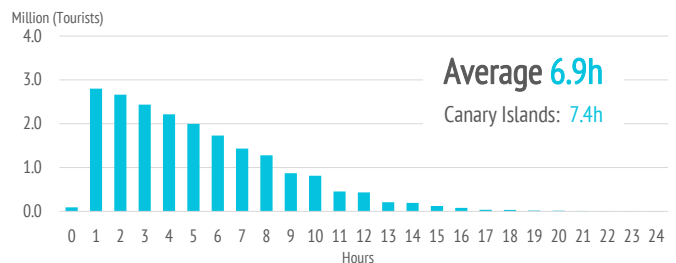
Other expenses

	More than €75,000	Total
Restaurants or cafes	65.4%	63.2%
Supermarkets	55.5%	55.9%
Car rental	27.6%	26.6%
Organized excursions	19.2%	21.8%
Taxi, transfer, chauffeur service	52.0%	51.7%
Theme Parks	8.1%	8.8%
Sport activities	8.0%	6.4%
Museums	5.1%	5.0%
Flights between islands	4.3%	4.8%

Activities in the Canary Islands

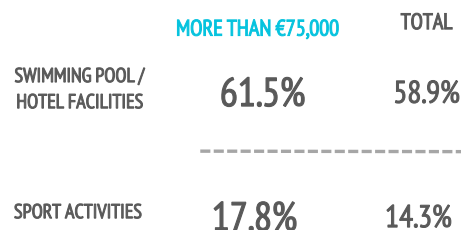
Outdoor time per day	More than €75,000	Total
0 hours	3.2%	2.2%
1 - 2 hours	12.7%	10.0%
3 - 6 hours	34.7%	32.6%
7 - 12 hours	42.3%	46.5%
More than 12 hours	7.2%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	More than €75,000	Total
Walk, wander	67.5%	71.0%
Beach	63.9%	68.0%
Swimming pool, hotel facilities	61.5%	58.9%
Explore the island on their own	43.6%	46.5%
Taste Canarian gastronomy	24.0%	25.4%
Sport activities	17.8%	14.3%
Organized excursions	14.6%	17.9%
Theme parks	14.3%	15.5%
Nightlife / concerts / shows	12.5%	15.5%
Wineries / markets / popular festivals	10.5%	12.0%
Sea excursions / whale watching	10.0%	11.3%
Museums / exhibitions	9.9%	9.8%
Activities at sea	9.6%	9.8%
Nature activities	9.5%	10.0%
Beauty and health treatments	6.2%	5.7%
Astronomical observation	3.0%	3.4%

* Multi-choice question



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018)

MORE THAN €75,000

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
More than €75,000	2,892,724	582,431	384,699	842,337	1,005,113	56,118
- Share by islands	100%	20.1%	13.3%	29.1%	34.7%	1.9%
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%
% More than €75,000	21.5%	23.7%	20.7%	22.0%	20.1%	22.5%

How many islands do they visit during their trip?

	More than €75,000	Total
One island	92.0%	90.9%
Two islands	6.7%	7.7%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	More than €75,000	Total
Research		
- Tourist package	14.2%	15.4%
- Flights	11.9%	13.0%
- Accommodation	17.2%	17.7%
- Transport	13.9%	15.6%
- Restaurants	27.4%	27.0%
- Excursions	25.2%	26.3%
- Activities	29.4%	31.0%
Book or purchase		
- Tourist package	39.9%	38.1%
- Flights	66.8%	64.4%
- Accommodation	57.2%	54.5%
- Transport	47.8%	44.7%
- Restaurants	12.4%	10.5%
- Excursions	12.0%	11.4%
- Activities	13.7%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	More than €75,000	Total
Did not use the Internet	7.2%	9.8%
Used the Internet	92.8%	90.2%
- Own Internet connection	34.1%	36.5%
- Free Wifi connection	46.3%	41.1%
Applications*		
- Search for locations or maps	61.1%	60.7%
- Search for destination info	48.3%	44.7%
- Share pictures or trip videos	53.7%	55.6%
- Download tourist apps	7.4%	6.5%
- Others	27.3%	23.9%

* Multi-choice question



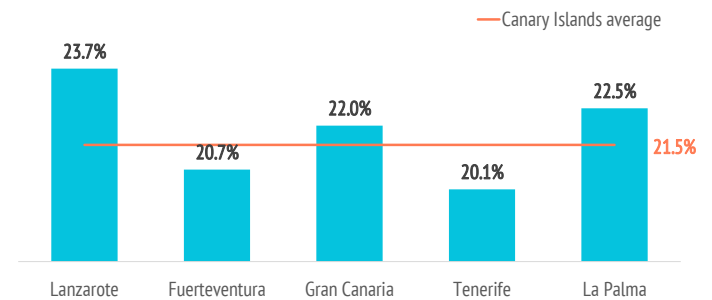
48.3% of tourists search for destination info during their stay in the Canary Islands

(Canary Islands: 44.7%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

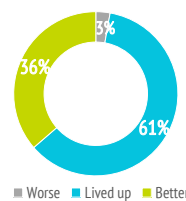


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	More than €75,000	Total
Average rating	8.56	8.58

Experience in the Canary Islands	More than €75,000	Total
Worse or much worse than expected	2.8%	2.9%
Lived up to expectations	60.8%	57.4%
Better or much better than expected	36.4%	39.7%

Future intentions (scale 1-10)	More than €75,000	Total
Return to the Canary Islands	8.58	8.60
Recommend visiting the Canary Islands	8.80	8.86



Experience in the Canary

8.58/10

Return to the Canary Islands



8.80/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	More than €75,000	Total
Repeat tourists	75.6%	71.0%
Repeat tourists (last 5 years)	68.1%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	19.9%	18.4%
At least 10 previous visits	19.2%	17.8%

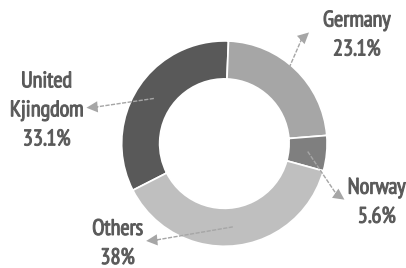
PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018)

MORE THAN €75,000

Where are they from?



	%	Absolute
United Kingdom	33.1%	958,560
Germany	23.1%	668,088
Norway	5.6%	160,558
Spanish Mainland	5.2%	150,244
Switzerland	4.8%	139,974
Ireland	4.4%	127,860
Denmark	4.0%	116,498
Sweden	3.5%	101,344
Netherlands	3.3%	95,064
France	2.6%	75,096
Finland	1.9%	56,323
Italy	1.8%	52,052
Belgium	1.8%	51,111
Austria	0.6%	17,567
Poland	0.5%	14,925
Russia	0.4%	11,411
Czech Republic	0.2%	6,592
Others	3.1%	89,458



Who do they come with?



	More than €75,000	Total
Unaccompanied	5.9%	8.9%
Only with partner	43.6%	47.4%
Only with children (< 13 years old)	7.3%	5.9%
Partner + children (< 13 years old)	10.6%	7.2%
Other relatives	9.3%	9.0%
Friends	4.4%	6.3%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	18.2%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	25.9%	19.3%
- Between 0 and 2 years old	2.0%	1.8%
- Between 3 and 12 years old	21.3%	15.8%
- Between 0 -2 and 3-12 years	2.6%	1.6%
Tourists without children	74.1%	80.7%
Group composition:		
- 1 person	8.5%	12.4%
- 2 people	48.6%	54.1%
- 3 people	13.3%	12.6%
- 4 or 5 people	24.2%	17.1%
- 6 or more people	5.5%	3.8%
Average group size:	2.88	2.58

Who are they?



	More than €75,000	Total
Gender		
Men	54.1%	48.2%
Women	45.9%	51.8%
Age		
Average age (tourist > 15 years old)	48.0	46.7
Standard deviation	13.5	15.3
Age range (> 15 years old)		
16 - 24 years old	4.8%	7.7%
25 - 30 years old	6.2%	10.8%
31 - 45 years old	31.4%	28.6%
46 - 60 years old	39.1%	31.3%
Over 60 years old	18.5%	21.5%
Occupation		
Salaried worker	58.0%	55.5%
Self-employed	11.4%	11.0%
Unemployed	0.5%	1.1%
Business owner	14.3%	9.2%
Student	2.2%	4.2%
Retired	12.1%	17.3%
Unpaid domestic work	0.8%	0.9%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	--	17.0%
€25,000 - €49,999	--	36.5%
€50,000 - €74,999	--	25.0%
More than €74,999	100%	21.5%
Education level		
No studies	3.8%	4.8%
Primary education	2.0%	2.8%
Secondary education	15.5%	23.1%
Higher education	78.7%	69.3%



Pictures: Freepik.com