

# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019)

## MORE THAN €75,000

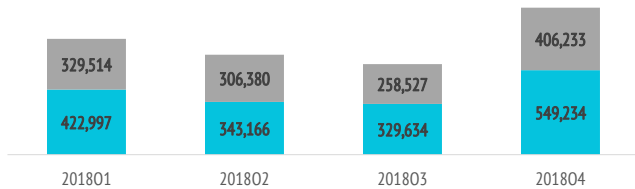
### How many are they and how much do they spend?



	More than €75,000	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,945,683	13,271,035
- book holiday package	1,645,030	7,426,022
- do not book holiday package	1,300,653	5,845,014
- % tourists who book holiday package	55.8%	56.0%
Share of total tourist	22.2%	100%

### TOURISTS BY QUARTER: MORE THAN €75,000

■ do not book holiday package ■ book holiday package



	More than €75,000	Total
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,315	1,136
- holiday package	1,414	1,268
- others	1,157	1,031
- do not book holiday package	257	237
- flight	1,189	967
- accommodation	334	263
- others	427	321
- others	429	383
<b>Average length of stay</b>		
- book holiday package	8.99	9.09
- do not book holiday package	8.46	8.64
- do not book holiday package	9.67	9.68
<b>Average daily expenditure (€)</b>		
- book holiday package	162.9	138.9
- do not book holiday package	176.5	155.4
- do not book holiday package	145.8	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	3,873	15,070
- do not book holiday package	2,326	9,416
- do not book holiday package	1,547	5,655

### AVERAGE LENGTH OF STAY (nights)

■ More than €75,000 ■ Total



### EXPENDITURE PER TOURIST (€)

■ More than €75,000 ■ Total



### Importance of each factor in the destination choice



	More than €75,000	Total
Climate	81.7%	78.4%
Safety	52.9%	51.9%
Tranquility	47.0%	47.6%
Accommodation supply	46.0%	42.9%
Sea	43.6%	44.4%
Effortless trip	36.4%	35.2%
Beaches	35.7%	37.7%
European belonging	35.1%	36.1%
Price	32.8%	37.4%
Environment	31.6%	33.2%
Landscapes	28.4%	33.1%
Gastronomy	23.8%	23.2%
Fun possibilities	19.0%	21.1%
Authenticity	16.7%	20.3%
Hiking trail network	9.1%	9.6%
Exoticism	8.1%	11.4%
Shopping	7.9%	9.4%
Historical heritage	6.4%	8.2%
Nightlife	6.2%	8.0%
Culture	6.1%	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?



	More than €75,000	Total
Rest	57.6%	55.5%
Enjoy family time	17.3%	14.4%
Have fun	6.6%	8.6%
Explore the destination	14.1%	17.8%
Practice their hobbies	2.5%	1.9%
Other reasons	1.9%	1.8%

### ENJOY FAMILY TIME



More than €75,000 17.3%

Total 14.4%

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



	More than €75,000	Total
The same day	0.7%	0.7%
Between 1 and 30 days	22.7%	23.8%
Between 1 and 2 months	22.7%	22.8%
Between 3 and 6 months	32.8%	32.7%
More than 6 months	21.0%	20.0%

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

MORE THAN €75,000

21.0%



Picture: Freepik.com

TOTAL

20.0%

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

	More than €75,000	Total
Previous visits to the Canary Islands	56.5%	51.9%
Friends or relatives	23.7%	27.1%
Internet or social media	55.8%	54.7%
Mass Media	1.4%	1.6%
Travel guides and magazines	8.3%	8.4%
Travel Blogs or Forums	4.7%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	22.4%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.6%	2.4%

\* Multi-choice question

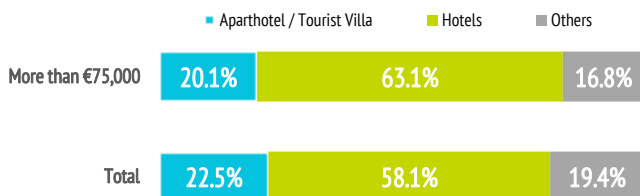
### With whom did they book their flight and accommodation?

	More than €75,000	Total
<b>Flight</b>		
- Directly with the airline	44.0%	42.9%
- Tour Operator or Travel Agency	56.0%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	33.3%	31.5%
- Tour Operator or Travel Agency	66.7%	68.5%

### Where do they stay?

	More than €75,000	Total
1-2-3* Hotel	10.6%	11.5%
4* Hotel	37.8%	37.6%
5* Hotel / 5* Luxury Hotel	14.7%	9.0%
Aparthotel / Tourist Villa	20.1%	22.5%
House/room rented in a private dwelling	4.7%	5.9%
Private accommodation (1)	6.2%	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?

	More than €75,000	Total
Room only	25.2%	27.9%
Bed and Breakfast	15.6%	12.4%
Half board	22.8%	21.2%
Full board	3.8%	3.6%
All inclusive	32.5%	34.9%

15.6% of tourists book Bed and Breakfast.

(Canary Islands: 12.4%)

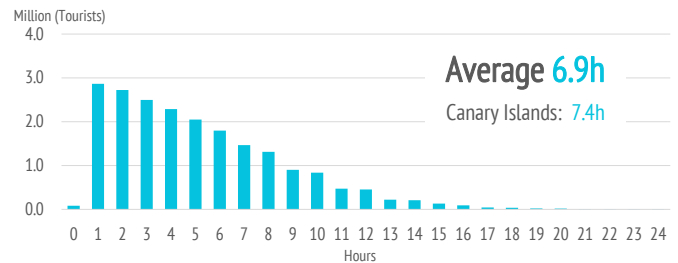
### Other expenses

	More than €75,000	Total
Restaurants or cafes	60.8%	59.1%
Supermarkets	51.1%	52.1%
Car rental	27.1%	26.3%
Organized excursions	18.3%	20.6%
Taxi, transfer, chauffeur service	51.4%	50.0%
Theme Parks	6.8%	7.5%
Sport activities	7.1%	5.7%
Museums	4.6%	4.6%
Flights between islands	3.8%	4.4%

### Activities in the Canary Islands

Outdoor time per day	More than €75,000	Total
0 hours	2.8%	2.1%
1 - 2 hours	12.5%	9.8%
3 - 6 hours	34.9%	32.6%
7 - 12 hours	42.3%	47.1%
More than 12 hours	7.4%	8.4%

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



Activities in the Canary Islands	More than €75,000	Total
Walk, wander	66.4%	69.8%
Beach	63.7%	66.3%
Swimming pool, hotel facilities	60.6%	58.2%
Explore the island on their own	42.9%	45.2%
Taste Canarian gastronomy	23.2%	24.2%
Sport activities	16.8%	13.4%
Organized excursions	14.0%	16.9%
Nightlife / concerts / shows	13.2%	15.5%
Theme parks	12.3%	14.1%
Wineries / markets / popular festivals	10.7%	11.6%
Nature activities	10.0%	10.4%
Sea excursions / whale watching	10.0%	11.1%
Activities at sea	9.8%	10.0%
Museums / exhibitions	9.4%	10.1%
Beauty and health treatments	6.4%	5.4%
Astronomical observation	3.9%	3.5%

\* Multi-choice question

	MORE THAN €75,000	TOTAL
SWIMMING POOL / HOTEL FACILITIES	60.6%	58.2%
SPORT ACTIVITIES	16.8%	13.4%



# PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019)

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### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
More than €75,000	2,945,683	577,301	374,009	876,753	1,031,179	59,709
- Share by islands	100%	19.6%	12.7%	29.8%	35.0%	2.0%
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%
% More than €75,000	22.2%	22.9%	22.5%	23.7%	20.5%	25.4%

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

	More than €75,000	Total
One island	92.9%	91.4%
Two islands	5.8%	7.2%
Three or more islands	1.2%	1.4%

### Internet usage during their trip

	More than €75,000	Total
<b>Research</b>		
- Tourist package	13.9%	14.8%
- Flights	12.5%	13.0%
- Accommodation	16.2%	16.9%
- Transport	14.3%	15.7%
- Restaurants	29.1%	28.4%
- Excursions	24.9%	26.2%
- Activities	29.0%	30.1%
<b>Book or purchase</b>		
- Tourist package	41.1%	39.4%
- Flights	68.8%	66.7%
- Accommodation	59.7%	57.3%
- Transport	49.7%	47.6%
- Restaurants	14.0%	12.1%
- Excursions	13.1%	13.0%
- Activities	15.3%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	More than €75,000	Total
<b>Did not use the Internet</b>	<b>6.1%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>93.9%</b>	<b>91.7%</b>
- Own Internet connection	35.3%	37.4%
- Free Wifi connection	43.7%	39.5%
<b>Applications*</b>		
- Search for locations or maps	61.9%	61.7%
- Search for destination info	48.0%	44.8%
- Share pictures or trip videos	54.5%	56.0%
- Download tourist apps	7.7%	7.0%
- Others	25.4%	22.6%

\* Multi-choice question



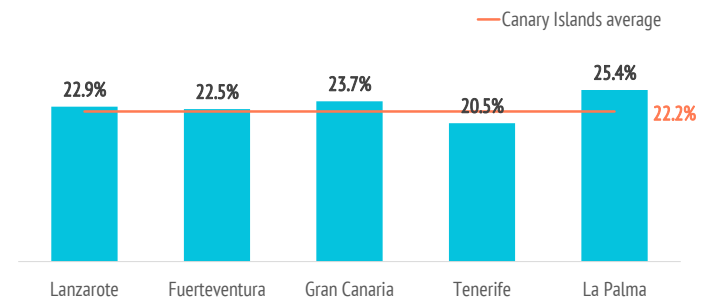
**48% of tourists search for destination info during their stay in the Canary Islands**

(Canary Islands: 44.8%)



Picture: Freepik.com

### % TOURISTS BY ISLAND OF STAY

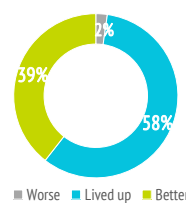


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	More than €75,000	Total
Average rating	8.63	8.70

Experience in the Canary Islands	More than €75,000	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	58.3%	55.6%
Better or much better than expected	39.4%	42.1%

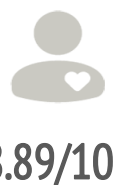
Future intentions (scale 1-10)	More than €75,000	Total
Return to the Canary Islands	8.72	8.73
Recommend visiting the Canary Islands	8.89	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

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

	More than €75,000	Total
<b>Repeat tourists</b>	<b>75.9%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	70.4%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	21.8%	19.5%
<b>At least 10 previous visits</b>	<b>21.2%</b>	<b>18.6%</b>

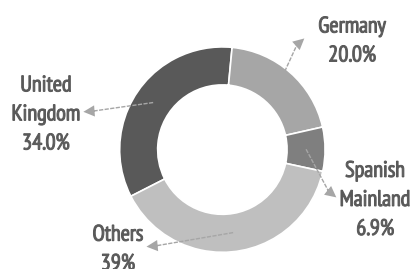
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### Where are they from?



	%	Absolute
United Kingdom	34.0%	1,001,819
Germany	20.0%	587,878
Spanish Mainland	6.9%	204,335
Norway	5.4%	157,650
Ireland	4.4%	130,146
Sweden	4.4%	129,463
Switzerland	3.9%	114,511
Denmark	3.7%	108,638
Netherlands	3.4%	100,557
France	2.9%	86,531
Italy	2.3%	67,023
Finland	2.3%	66,708
Belgium	2.0%	59,044
United States	0.6%	19,093
Poland	0.6%	18,022
Austria	0.5%	16,031
Luxembourg	0.3%	10,207
Others	2.3%	68,027



### Who do they come with?



	More than €75,000	Total
Unaccompanied	6.6%	9.6%
Only with partner	46.0%	48.1%
Only with children (< 13 years old)	7.2%	5.6%
Partner + children (< 13 years old)	9.1%	6.5%
Other relatives	8.7%	9.3%
Friends	5.0%	6.4%
Work colleagues	0.4%	0.5%
Organized trip	0.3%	0.3%
Other combinations <sup>(1)</sup>	0.0%	0.0%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>23.2%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.8%	1.6%
- Between 3 and 12 years old	19.4%	14.8%
- Between 0 -2 and 3-12 years	2.0%	1.4%
<b>Tourists without children</b>	<b>76.8%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	9.6%	13.2%
- 2 people	51.3%	55.1%
- 3 people	12.4%	12.0%
- 4 or 5 people	22.5%	16.3%
- 6 or more people	4.2%	3.5%
<b>Average group size:</b>	<b>2.75</b>	<b>2.54</b>

### Who are they?



	More than €75,000	Total
<b>Gender</b>		
Men	54.2%	48.6%
Women	45.8%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	48.8	47.1
Standard deviation	13.8	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	4.7%	7.3%
25 - 30 years old	6.4%	10.9%
31 - 45 years old	28.7%	28.0%
46 - 60 years old	39.3%	31.8%
Over 60 years old	20.8%	22.1%
<b>Occupation</b>		
Salaried worker	53.4%	55.0%
Self-employed	12.4%	11.5%
Unemployed	0.5%	1.1%
Business owner	15.5%	9.4%
Student	2.4%	3.5%
Retired	14.4%	17.9%
Unpaid domestic work	0.8%	0.8%
Others	0.4%	0.8%
<b>Annual household income level</b>		
Less than €25,000	--	17.5%
€25,000 - €49,999	--	37.5%
€50,000 - €74,999	--	22.8%
More than €74,999	100%	22.2%
<b>Education level</b>		
No studies	3.9%	5.0%
Primary education	1.6%	2.6%
Secondary education	15.9%	23.6%
Higher education	78.5%	68.9%



3 IN 10 TOURISTS ARE  
**BRITISH**

**49 YEARS OLD**

AVERAGE AGE

**46% ONLY WITH  
PARTNER**



Pictures: Freepik.com