

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021)

MORE THAN €75,000

How many are they and how much do they spend?

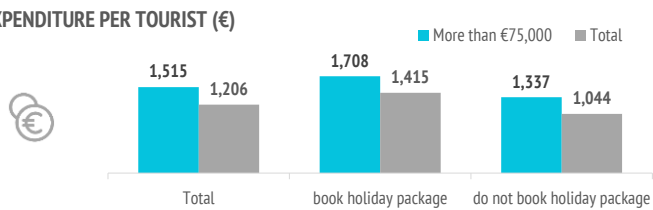


	More than €75,000	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,371,237	5,827,892
- book holiday package	656,404	2,549,012
- do not book holiday package	714,834	3,278,880
- % tourists who book holiday package	47.9%	43.7%
Share of total tourist	23.5%	100%
Expenditure per tourist (€)		
- book holiday package	1,515	1,206
- holiday package	1,338	1,135
- others	369	280
- do not book holiday package	1,337	1,044
- flight	312	248
- accommodation	528	369
- others	497	427
Average length of stay	9.64	9.54
- book holiday package	8.83	8.59
- do not book holiday package	10.38	10.28
Average daily expenditure (€)	179.1	144.0
- book holiday package	206.3	172.8
- do not book holiday package	154.2	121.6
Total turnover (> 15 years old) (€m)	2,077	7,028
- book holiday package	1,121	3,606
- do not book holiday package	956	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	More than €75,000	Total
Didn't have holidays	34.6%	35.7%
Canary Islands	17.2%	17.6%
Other destination	48.2%	46.8%

What other destinations do they consider for this trip?*

	More than €75,000	Total
None	28.7%	29.4%
Canary Islands (other island)	25.0%	25.4%
Other destination	46.3%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist with an income more than €75,000

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



	More than €75,000	Total
Climate	81.1%	76.0%
Safety	51.2%	49.0%
Sea	50.9%	52.0%
Tranquility	47.0%	48.5%
Accommodation supply	42.9%	37.8%
Beaches	41.5%	44.6%
European belonging	39.4%	40.2%
Effortless trip	36.9%	34.9%
Landscapes	31.7%	39.1%
Environment	30.5%	34.7%
Gastronomy	28.8%	27.9%
Price	27.4%	32.4%
Fun possibilities	21.0%	22.4%
Authenticity	19.6%	24.4%
Hiking trail network	11.0%	12.1%
Exoticism	9.9%	14.5%
Shopping	7.9%	8.8%
Culture	7.2%	8.7%
Historical heritage	7.1%	9.1%
Nightlife	7.1%	8.4%

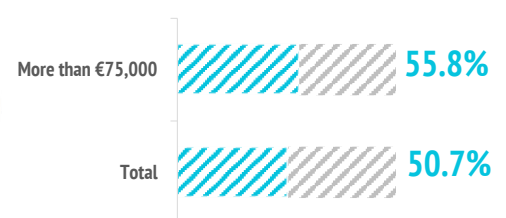
Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

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

What is the main motivation for their holidays?



	More than €75,000	Total
Rest	55.8%	50.7%
Enjoy family time	15.3%	14.0%
Have fun	5.8%	7.3%
Explore the destination	17.3%	23.3%
Practice their hobbies	3.5%	2.6%
Other reasons	2.3%	2.1%



How far in advance do they book their trip?



	More than €75,000	Total
The same day	0.9%	1.0%
Between 1 and 30 days	40.5%	42.5%
Between 1 and 2 months	25.7%	26.7%
Between 3 and 6 months	19.5%	18.7%
More than 6 months	13.5%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

MORE THAN €75,000
13.5%



TOTAL
11.1%

Picture: Freepik.com

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021)

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	51.5%	45.7%
Friends or relatives	26.8%	30.9%
Internet or social media	55.1%	53.5%
Mass Media	2.2%	2.3%
Travel guides and magazines	7.1%	7.0%
Travel Blogs or Forums	6.9%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	20.9%	19.4%
Public administrations or similar	2.3%	1.9%
Others	2.2%	2.9%

* Multi-choice question

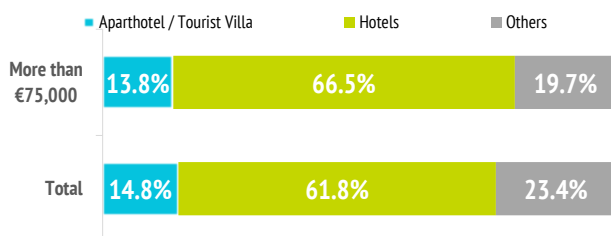
With whom did they book their flight and accommodation?

	More than €75,000	Total
Flight		
- Directly with the airline	51.1%	52.8%
- Tour Operator or Travel Agency	48.9%	47.2%
Accommodation		
- Directly with the accommodation	39.5%	39.9%
- Tour Operator or Travel Agency	60.5%	60.1%

Where do they stay?

	More than €75,000	Total
1-2-3* Hotel	10.3%	11.5%
4* Hotel	38.9%	39.4%
5* Hotel / 5* Luxury Hotel	17.2%	10.9%
Aparthotel / Tourist Villa	13.8%	14.8%
House/room rented in a private dwelling	6.1%	6.9%
Private accommodation (1)	6.6%	9.9%
Others (Cottage, cruise, camping,...)	7.0%	6.6%

(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	24.9%	28.1%
Bed and Breakfast	18.3%	15.3%
Half board	20.9%	19.5%
Full board	3.5%	3.2%
All inclusive	32.4%	33.8%

18.3% of tourists book Bed & Breakfast (B&B).

(Canary Islands: 15.3%)

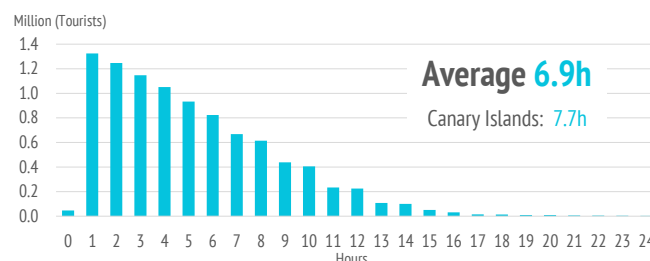
Other expenses

	More than €75,000	Total
Restaurants or cafes	68.3%	66.9%
Supermarkets	54.0%	55.6%
Car rental	37.0%	37.3%
Organized excursions	21.0%	23.7%
Taxi, transfer, chauffeur service	51.0%	46.0%
Theme Parks	7.6%	8.6%
Sport activities	11.8%	9.3%
Museums	4.6%	4.7%
Flights between islands	6.0%	6.3%

Activities in the Canary Islands

Outdoor time per day	More than €75,000	Total
0 hours	3.4%	2.4%
1 - 2 hours	12.9%	10.0%
3 - 6 hours	34.9%	30.1%
7 - 12 hours	40.9%	47.1%
More than 12 hours	7.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	More than €75,000	Total
Beach	72.0%	75.1%
Walk, wander	70.1%	72.2%
Swimming pool, hotel facilities	61.4%	57.5%
Explore the island on their own	48.1%	52.5%
Swim	40.0%	38.8%
Taste Canarian gastronomy	27.8%	30.2%
Hiking	21.3%	22.5%
Organized excursions	13.6%	16.0%
Sea excursions / whale watching	12.5%	13.5%
Theme parks	11.0%	12.2%
Nightlife / concerts / shows	10.3%	12.3%
Museums / exhibitions	9.5%	10.7%
Running	9.4%	7.6%
Wineries / markets / popular festivals	8.4%	10.0%
Other Nature Activities	8.3%	9.5%
Practice other sports	7.0%	5.9%
Beauty and health treatments	6.8%	5.6%
Cycling / Mountain bike	6.4%	4.2%
Surf	5.0%	4.8%
Astronomical observation	4.2%	4.2%
Golf	4.2%	2.3%
Scuba Diving	4.1%	4.2%
Windsurf / Kitesurf	2.4%	1.5%

* Multi-choice question

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021)

MORE THAN €75,000

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
More than €75,000	1,371,237	232,416	207,585	362,679	534,323	19,298
- Share by islands	100%	16.9%	15.1%	26.4%	39.0%	1.4%
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%
% More than €75,000	23.5%	24.1%	24.6%	23.5%	23.0%	18.8%

How many islands do they visit during their trip?

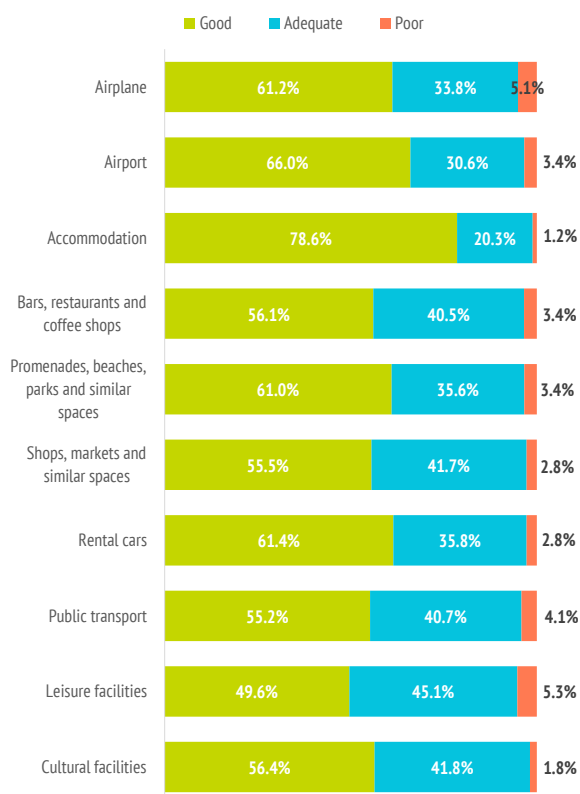
	More than €75,000	Total
One island	91.4%	90.9%
Two islands	7.0%	7.8%
Three or more islands	1.5%	1.3%

Health safety

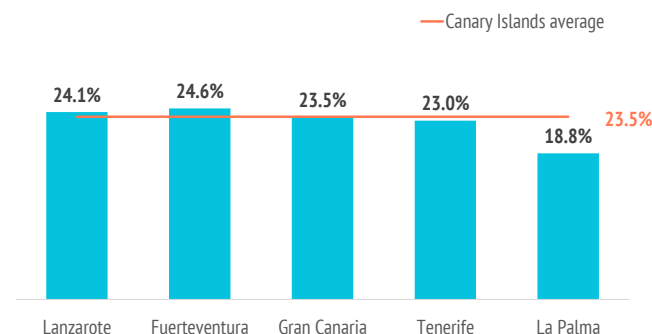
Planning the trip: Importance	More than €75,000	Total
Average rating (scale 0-10)	8.03	7.99

During the stay: Rate	More than €75,000	Total
Average rating (scale 0-10)	8.51	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

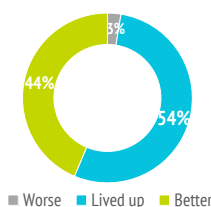


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	More than €75,000	Total
Average rating	8.84	8.86

Experience in the Canary Islands	More than €75,000	Total
Worse or much worse than expected	2.6%	2.7%
Lived up to expectations	53.8%	51.4%
Better or much better than expected	43.7%	45.9%

Future intentions (scale 1-10)	More than €75,000	Total
Return to the Canary Islands	8.84	8.86
Recommend visiting the Canary Islands	9.05	9.10



8.84/10

Experience in the Canary Islands



9.05/10

Recommend visiting the Canary Islands

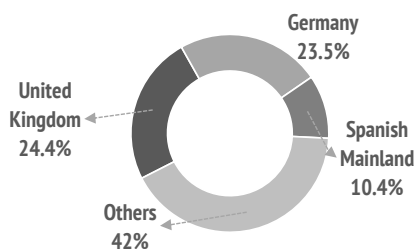
How many are loyal to the Canary Islands?

	More than €75,000	Total
Repeat tourists	73.4%	68.0%
Repeat tourists (last 5 years)	66.2%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	16.7%	15.0%
At least 10 previous visits	21.1%	18.3%

Where are they from?



	%	Absolute
United Kingdom	24.4%	333,903
Germany	23.5%	322,825
Spanish Mainland	10.4%	142,670
France	6.1%	82,975
Netherlands	5.4%	74,340
Switzerland	4.2%	58,187
Denmark	4.1%	56,045
Ireland	3.3%	45,709
Norway	3.0%	40,493
Belgium	2.9%	40,205
Sweden	2.5%	34,557
Italy	2.0%	27,322
Poland	1.7%	23,434
Luxembourg	1.4%	19,794
Finland	1.3%	17,253
United States	0.7%	9,157
Iceland	0.6%	8,285
Others	2.5%	33,894



Who are they?



	More than €75,000	Total
Gender		
Men	54.8%	49.6%
Women	45.2%	50.4%
Age		
Average age (tourist > 15 years old)	45.9	43.3
Standard deviation	14.0	15.6
Age range (> 15 years old)		
16 - 24 years old	6.3%	11.9%
25 - 30 years old	9.2%	14.8%
31 - 45 years old	33.3%	30.2%
46 - 60 years old	35.5%	26.6%
Over 60 years old	15.7%	16.4%
Occupation		
Salaried worker	60.1%	57.8%
Self-employed	10.5%	11.1%
Unemployed	0.6%	1.7%
Business owner	15.9%	10.0%
Student	3.0%	5.9%
Retired	8.9%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.7%	0.9%

Annual household income level		
Less than €25,000	--	16.1%
€25,000 - €49,999	--	37.0%
€50,000 - €74,999	--	23.4%
More than €74,999	100%	23.5%

Education level		
No studies	2.2%	2.2%
Primary education	1.2%	2.2%
Secondary education	12.5%	18.8%
Higher education	84.2%	76.9%

Who do they come with?

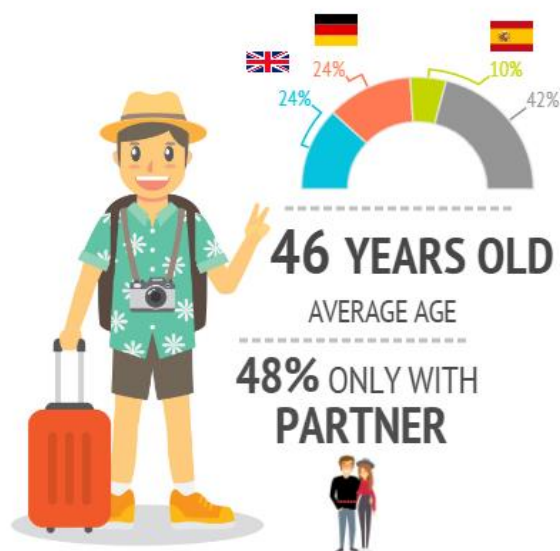


	More than €75,000	Total
Unaccompanied	9.6%	13.5%
Only with partner	47.9%	48.2%
Only with children (< 13 years old)	5.4%	3.9%
Partner + children (< 13 years old)	8.0%	4.9%
Other relatives	8.0%	8.4%
Friends	6.5%	8.5%
Work colleagues	0.6%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	13.8%	11.5%

(1) Different situations have been isolated

Tourists with children	18.5%	12.5%
- Between 0 and 2 years old	1.4%	1.2%
- Between 3 and 12 years old	15.5%	10.2%
- Between 0 -2 and 3-12 years	1.5%	1.0%
Tourists without children	81.5%	87.5%
Group composition:		
- 1 person	11.6%	16.5%
- 2 people	54.9%	56.7%
- 3 people	11.1%	10.7%
- 4 or 5 people	19.2%	13.6%
- 6 or more people	3.3%	2.5%
Average group size:	2.60	2.37

*People who share the main expenses of the trip



Pictures: Freepik.com