

How many are they and how much do they spend?



	More than €84,000	Total
Tourist arrivals (> 16 years old)	1,473,355	13,114,359
Average daily expenditure (€)	167.00	135.94
. in their place of residence	122.33	98.03
. in the Canary Islands	44.67	37.90
Average length of stay	8.6	9.4
Turnover per tourist (€)	1,319	1,141
Total turnover (> 16 years old) (€m)	1,943	14,957
Share of total turnover	13.0%	100%
Share of total tourist	15.8%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)		
	More than €84,000	Total
<b>Accommodation (**):</b>	64.53	47.11
- Accommodation	57.11	40.52
- Additional accommodation expenses	7.43	6.60
<b>Transport:</b>	31.38	26.01
- Public transport	5.01	5.14
- Taxi	8.59	6.94
- Car rental	17.79	13.93
<b>Food and drink:</b>	161.93	148.33
- Food purchases at supermarkets	59.27	63.46
- Restaurants	102.66	84.87
<b>Souvenirs:</b>	45.47	53.88
<b>Leisure:</b>	34.84	34.52
- Organized excursions	12.97	14.95
- Leisure, amusement	4.71	4.55
- Trip to other islands	1.75	1.85
- Sporting activities	8.15	5.11
- Cultural activities	2.27	2.04
- Discos and disco-pubs	4.99	6.01
<b>Others:</b>	18.67	13.91
- Wellness	5.24	3.23
- Medical expenses	1.49	1.69
- Other expenses	11.94	8.99

How far in advance do they book their trip?



	More than €84,000	Total
The same day they leave	0.4%	0.6%
Between 2 and 7 days	5.7%	6.3%
Between 8 and 15 days	6.4%	7.9%
Between 16 and 30 days	14.0%	14.7%
Between 31 and 90 days	35.6%	34.3%
More than 90 days	38.0%	36.2%

What do they book at their place of residence?



	More than €84,000	Total
Flight only	7.3%	8.8%
Flight and accommodation (room only)	26.0%	25.7%
Flight and accommodation (B&B)	11.3%	8.0%
Flight and accommodation (half board)	21.9%	20.4%
Flight and accommodation (full board)	4.2%	4.3%
Flight and accommodation (all inclusive)	29.3%	32.8%
<b>% Tourists using low-cost airlines</b>	46.6%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	12.9%	11.8%
- Sporting activities	8.8%	5.3%
- Excursions	5.3%	5.7%
- Trip to other islands	1.7%	1.6%

How do they book?



	More than €84,000	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	42.4%	42.3%
- Tour Operator's website	82.5%	78.8%
<b>Accommodation</b>	19.8%	14.7%
- Accommodation's website	85.1%	83.5%
<b>Travel agency (High street)</b>	14.8%	20.5%
<b>Online Travel Agency (OTA)</b>	18.1%	16.5%
<b>No need to book accommodation</b>	5.0%	6.0%

Flight booking

	More than €84,000	Total
<b>Tour Operator</b>	44.2%	44.6%
- Tour Operator's website	81.5%	76.3%
<b>Airline</b>	30.2%	24.8%
- Airline's website	98.0%	96.2%
<b>Travel agency (High street)</b>	13.5%	19.1%
<b>Online Travel Agency (OTA)</b>	12.0%	11.5%

Where do they stay?



	More than €84,000	Total
5* Hotel	15.7%	7.1%
4* Hotel	37.4%	39.6%
1-2-3* Hotel	12.5%	14.6%
Apartment	28.6%	31.5%
Property (privately-owned, friends, family)	3.4%	4.6%
Others	2.3%	2.6%

Who are they?



	More than €84,000	Total
<b>Gender</b>		
Percentage of men	60.4%	48.5%
Percentage of women	39.6%	51.5%

	More than €84,000	Total
<b>Age</b>		
Average age (tourists > 16 years old)	46.4	46.3
Standard deviation	12.1	15.3

	More than €84,000	Total
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	4.0%	8.2%
25-30 years old	6.2%	11.1%
31-45 years old	36.6%	29.1%
46-60 years old	41.1%	30.9%
Over 60 years old	12.1%	20.7%

	More than €84,000	Total
<b>Occupation</b>		
Business owner or self-employed	40.2%	23.1%
Upper/Middle management employee	43.7%	36.1%
Auxiliary level employee	5.5%	15.5%
Students	2.4%	5.1%
Retired	6.5%	18.0%
Unemployed / unpaid dom. work	1.7%	2.2%

	More than €84,000	Total
<b>Annual household income level</b>		
€12,000 - €24,000	--	17.8%
€24,001 - €36,000	--	19.4%
€36,001 - €48,000	--	16.9%
€48,001 - €60,000	--	14.6%
€60,001 - €72,000	--	9.5%
€72,001 - €84,000	--	6.0%
More than €84,000	100.0%	15.8%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

## Profile of tourist according to family annual income (2016)

### More than €84,000



#### Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists with an income more than €84,000	1,473,355	292,553	230,629	418,968	486,241	27,755
- Share by islands	100%	19.9%	15.7%	28.4%	33.0%	1.9%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists with an income more than €84,000	15.8%	15.8%	16.4%	16.3%	14.9%	16.0%

#### Who do they come with?



	More than €84,000	Total
Unaccompanied	5.4%	9.1%
Only with partner	43.4%	47.6%
Only with children (under the age of 13)	2.0%	1.5%
Partner + children (under the age of 13)	22.0%	11.8%
Other relatives	4.2%	6.0%
Friends	3.2%	6.1%
Work colleagues	0.4%	0.3%
Other combinations <sup>(1)</sup>	19.4%	17.5%

\* Multi-choice question (different situations have been isolated)

#### How do they rate the destination?



Impression of their stay	More than €84,000	Total
Good or very good (% tourists)	93.3%	94.1%
Average rating (scale 1-10)	8.91	8.90

#### How many are loyal to the destination?

Repeat tourists of the Canary Islands	More than €84,000	Total
Repeat tourists	80.4%	77.3%
In love (at least 10 previous visits)	17.5%	16.1%

#### Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	34.0%	500,831
Germany	21.5%	316,188
Spanish Mainland	5.1%	74,878
Switzerland	5.0%	74,374
Norway	4.7%	69,525
Sweden	4.5%	65,785
Netherlands	4.3%	63,634
Denmark	4.0%	58,931
Ireland	4.0%	58,847
France	3.3%	48,679

#### Why do they choose the Canary Islands?



##### Aspects influencing the choice

	More than €84,000	Total
Climate/sun	91.8%	89.8%
Tranquillity/rest/relaxation	38.1%	36.6%
Beaches	30.2%	34.5%
Scenery	17.5%	21.9%
Ease of travel	14.2%	8.9%
Security	13.6%	11.1%
Suitable destination for children	13.1%	7.5%
Visiting new places	10.6%	14.6%
Price	10.1%	12.7%
Active tourism	7.4%	5.1%
Quality of the environment	6.8%	6.5%
Nautical activities	3.1%	2.2%
Nightlife/fun	3.1%	3.8%
Theme parks	2.2%	3.0%
Culture	2.0%	2.6%
Golf	1.8%	0.9%

\* Multi-choice question

#### What did motivate them to come?

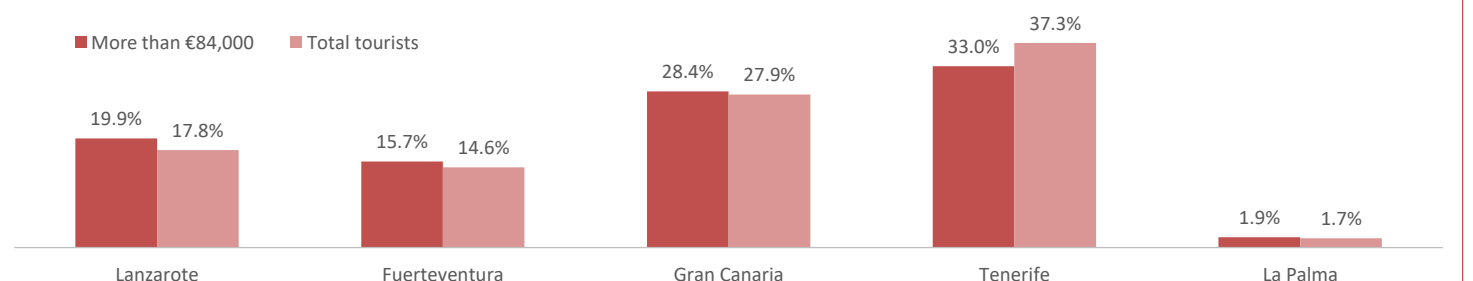


##### Aspects motivating the choice

	More than €84,000	Total
Previous visits to the Canary Islands	68.0%	64.1%
Recommendation by friends or relatives	31.7%	34.5%
The Canary Islands television channel	0.2%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	4.7%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	7.5%	8.0%
Recommendation by Travel Agency	8.0%	9.7%
Information obtained via the Internet	28.9%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	6.2%	6.1%

\* Multi-choice question

#### Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist with an income more than €84,000. (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.