

## Profile of tourist according to family annual income (2017)

### MORE THAN €84,000

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



|                                      | More than €84,000 | Total      |
|--------------------------------------|-------------------|------------|
| Tourist arrivals (> 16 years old)    | 1,618,733         | 13,852,616 |
| Average daily expenditure (€)        | 171.79            | 140.18     |
| . in their place of residence        | 124.27            | 101.15     |
| . in the Canary Islands              | 47.52             | 39.03      |
| Average length of stay               | 8.66              | 9.17       |
| Turnover per tourist (€)             | 1,353             | 1,155      |
| Total turnover (> 16 years old) (€m) | 2,191             | 15,999     |
| Share of total tourist               | 16.0%             | 100%       |
| Share of total turnover              | 18.8%             | 100%       |

#### % tourists who pay in the Canary Islands:

##### Accommodation:

|                                     |       |       |
|-------------------------------------|-------|-------|
| - Accommodation                     | 16.1% | 13.5% |
| - Additional accommodation expenses | 8.0%  | 6.3%  |

##### Transport:

|                    |       |       |
|--------------------|-------|-------|
| - Public transport | 11.8% | 14.5% |
| - Taxi             | 24.5% | 21.2% |
| - Car rental       | 25.1% | 19.4% |

##### Food and drink:

|                                  |       |       |
|----------------------------------|-------|-------|
| - Food purchases at supermarkets | 58.0% | 55.0% |
| - Restaurants                    | 62.9% | 57.3% |

##### Souvenirs:

|  |       |       |
|--|-------|-------|
|  | 49.1% | 53.3% |
|--|-------|-------|

##### Leisure:

|                         |       |       |
|-------------------------|-------|-------|
| - Organized excursions  | 16.6% | 17.7% |
| - Leisure, amusement    | 9.8%  | 8.4%  |
| - Trip to other islands | 2.0%  | 2.3%  |
| - Sporting activities   | 9.4%  | 6.1%  |
| - Cultural activities   | 4.4%  | 4.4%  |
| - Discos and disco-pubs | 4.9%  | 6.1%  |

##### Others:

|                    |       |      |
|--------------------|-------|------|
| - Wellness         | 7.5%  | 4.9% |
| - Medical expenses | 5.0%  | 4.0% |
| - Other expenses   | 10.4% | 9.6% |



+10%  
TOURISTS\*  
1,618,733



+3%  
TRAVEL EXPENSES  
€1,353



+13%  
TURNOVER  
€2,191 MILL

#### What do they book at their place of residence?



|  | More than €84,000 | Total |
|--|-------------------|-------|
| Flight only                              | 9.8%              | 9.3%  |
| Flight and accommodation (room only)     | 24.0%             | 26.9% |
| Flight and accommodation (B&B)           | 13.7%             | 8.3%  |
| Flight and accommodation (half board)    | 21.0%             | 19.3% |
| Flight and accommodation (full board)    | 4.0%              | 4.4%  |
| Flight and accommodation (all inclusive) | 27.4%             | 31.9% |
| % Tourists using low-cost airlines       | 48.4%             | 50.8% |

#### Other expenses in their place of residence:

|                         |       |       |
|-------------------------|-------|-------|
| - Car rental            | 14.0% | 12.6% |
| - Sporting activities   | 8.1%  | 5.1%  |
| - Excursions            | 5.0%  | 6.2%  |
| - Trip to other islands | 1.6%  | 1.5%  |

\* Tourists over 16 years old.

#### How do they book?



|                                      | More than €84,000 | Total |
|--------------------------------------|-------------------|-------|
| Accommodation booking                |                   |       |
| <b>Tour Operator</b>                 | 40.8%             | 42.4% |
| - Tour Operator's website            | 84.0%             | 80.6% |
| <b>Accommodation</b>                 | 19.9%             | 14.6% |
| - Accommodation's website            | 85.0%             | 84.0% |
| <b>Travel agency (High street)</b>   | 14.5%             | 19.3% |
| <b>Online Travel Agency (OTA)</b>    | 18.9%             | 17.3% |
| <b>No need to book accommodation</b> | 5.9%              | 6.4%  |

|                                    | More than €84,000 | Total |
|------------------------------------|-------------------|-------|
| Flight booking                     |                   |       |
| <b>Tour Operator</b>               | 42.7%             | 44.8% |
| - Tour Operator's website          | 82.9%             | 78.6% |
| <b>Airline</b>                     | 32.1%             | 25.8% |
| - Airline's website                | 98.2%             | 97.3% |
| <b>Travel agency (High street)</b> | 13.8%             | 18.0% |
| <b>Online Travel Agency (OTA)</b>  | 11.4%             | 11.4% |

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



|                         | More than €84,000 | Total |
|-------------------------|-------------------|-------|
| The same day they leave | 0.5%              | 0.5%  |
| Between 2 and 7 days    | 5.5%              | 5.9%  |
| Between 8 and 15 days   | 6.4%              | 7.4%  |
| Between 16 and 30 days  | 11.1%             | 13.4% |
| Between 31 and 90 days  | 34.5%             | 34.6% |
| More than 90 days       | 42.1%             | 38.3% |

#### Who are they?



|        | More than €84,000 | Total |
|--------|-------------------|-------|
| Gender |                   |       |
| Men    | 60.4%             | 48.1% |
| Women  | 39.6%             | 51.9% |

#### Age

|                                       |      |      |
|---------------------------------------|------|------|
| Average age (tourists > 16 years old) | 46.8 | 46.9 |
| Standard deviation                    | 12.3 | 15.5 |

#### Age range (> 16 years old)

|                   |       |       |
|-------------------|-------|-------|
| 16-24 years old   | 4.5%  | 8.4%  |
| 25-30 years old   | 5.9%  | 10.2% |
| 31-45 years old   | 34.7% | 27.9% |
| 46-60 years old   | 41.4% | 31.7% |
| Over 60 years old | 13.5% | 21.8% |

#### Occupation

|                                  |       |       |
|----------------------------------|-------|-------|
| Business owner or self-employed  | 40.3% | 23.8% |
| Upper/Middle management employee | 43.3% | 35.2% |
| Auxiliary level employee         | 6.0%  | 15.3% |
| Students                         | 2.3%  | 5.0%  |
| Retired                          | 6.4%  | 18.6% |
| Unemployed / unpaid dom. work    | 1.7%  | 2.1%  |

#### Annual household income level

|                   |      |       |
|-------------------|------|-------|
| €12,000 - €24,000 | --   | 17.9% |
| €24,001 - €36,000 | --   | 19.3% |
| €36,001 - €48,000 | --   | 16.1% |
| €48,001 - €60,000 | --   | 15.1% |
| €60,001 - €72,000 | --   | 9.3%  |
| €72,001 - €84,000 | --   | 6.3%  |
| More than €84,000 | 100% | 16.0% |

# Profile of tourist according to family annual income (2017)

## MORE THAN €84,000

### Which island do they choose?

| Tourists (> 16 years old)                       | Canarias   | Lanzarote | Fuerteventura | Gran Canaria | Tenerife  | La Palma |
|---|------------|-----------|---------------|--------------|-----------|----------|
| Tourists with an income greater than \$84,000   | 1,618,733  | 328,265   | 221,233       | 460,970      | 554,850   | 39,989   |
| - Share by islands                              | 100%       | 20.3%     | 13.7%         | 28.5%        | 34.3%     | 2.5%     |
| Total tourists                                  | 13,852,616 | 2,488,213 | 1,938,908     | 3,900,824    | 5,144,415 | 277,952  |
| - Share by islands                              | 100%       | 18.0%     | 14.0%         | 28.2%        | 37.1%     | 2.0%     |
| % Tourists with an income greater than \$84,000 | 16.0%      | 16.8%     | 15.9%         | 16.0%        | 15.5%     | 18.0%    |

### Where do they stay?

|   | More than €84,000 | Total |
|---|-------------------|-------|
| 5* Hotel                                    | 14.9%             | 6.8%  |
| 4* Hotel                                    | 38.8%             | 38.4% |
| 1-2-3* Hotel                                | 11.6%             | 14.4% |
| Apartment                                   | 28.2%             | 32.4% |
| Property (privately-owned, friends, family) | 3.6%              | 4.8%  |
| Others                                      | 3.0%              | 3.2%  |

### Who do they come with?

|  | More than €84,000 | Total |
|--|-------------------|-------|
| Unaccompanied                            | 6.2%              | 8.7%  |
| Only with partner                        | 40.4%             | 46.8% |
| Only with children (under the age of 13) | 1.8%              | 1.7%  |
| Partner + children (under the age of 13) | 21.2%             | 11.9% |
| Other relatives                          | 4.5%              | 6.0%  |
| Friends                                  | 3.7%              | 6.1%  |
| Work colleagues                          | 0.4%              | 0.3%  |
| Other combinations <sup>(1)</sup>        | 21.8%             | 18.5% |

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

### How do they rate the Canary Islands?

| Opinion on their stay          | More than €84,000 | Total |
|--------------------------------|-------------------|-------|
| Good or very good (% tourists) | 93.9%             | 94.0% |
| Average rating (scale 1-10)    | 8.95              | 8.92  |

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

| Repeat tourists             | More than €84,000 | Total |
|-----------------------------|-------------------|-------|
| At least 1 previous visit   | 81.2%             | 77.3% |
| At least 10 previous visits | 18.6%             | 16.9% |

### Where are they from?

|                  | Share | Absolute |
|------------------|-------|----------|
| United Kingdom   | 33.8% | 546,763  |
| Germany          | 20.3% | 329,156  |
| Norway           | 5.3%  | 86,125   |
| Switzerland      | 4.7%  | 76,731   |
| Spanish Mainland | 4.6%  | 74,461   |
| Sweden           | 4.6%  | 73,703   |
| Ireland          | 4.3%  | 70,185   |
| Netherlands      | 4.2%  | 68,217   |
| Denmark          | 3.9%  | 63,035   |
| Others           | 14.2% | 230,357  |

### Why do they choose the Canary Islands?

| Aspects influencing the choice    | More than €84,000 | Total |
|-----------------------------------|-------------------|-------|
| Climate/sun                       | 91.4%             | 89.8% |
| Tranquillity/rest/relaxation      | 37.0%             | 37.2% |
| Beaches                           | 30.2%             | 35.1% |
| Scenery                           | 18.9%             | 22.9% |
| Suitable destination for children | 13.9%             | 7.6%  |
| Ease of travel                    | 13.1%             | 8.9%  |
| Security                          | 11.5%             | 9.7%  |
| Visiting new places               | 11.0%             | 14.7% |
| Price                             | 10.6%             | 12.2% |
| Active tourism                    | 7.2%              | 5.4%  |
| Quality of the environment        | 6.8%              | 6.5%  |
| Nightlife/fun                     | 3.1%              | 3.8%  |
| Nautical activities               | 2.9%              | 2.0%  |
| Culture                           | 2.3%              | 2.7%  |
| Golf                              | 2.3%              | 1.0%  |
| Theme parks                       | 2.1%              | 3.1%  |

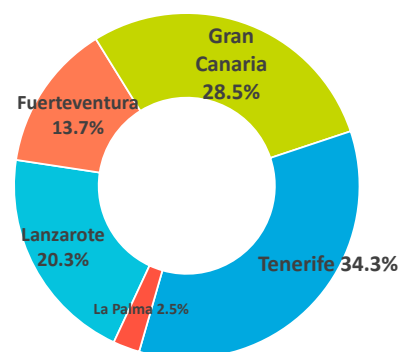
\* Multi-choice question

### What did motivate them to come?

| Prescription sources                  | More than €84,000 | Total |
|---------------------------------------|-------------------|-------|
| Previous visits to the Canary Islands | 68.9%             | 64.9% |
| Recommendation by friends/relatives   | 32.4%             | 35.0% |
| The Canary Islands television channel | 0.4%              | 0.4%  |
| Other television or radio channels    | 0.6%              | 1.0%  |
| Information in press/magazines/books  | 3.6%              | 3.8%  |
| Attendance at a tourism fair          | 0.4%              | 0.5%  |
| Tour Operator's brochure or catalogue | 5.5%              | 7.2%  |
| Recommendation by Travel Agency       | 7.1%              | 9.3%  |
| Information obtained via the Internet | 29.2%             | 25.5% |
| Senior Tourism programme              | 0.1%              | 0.2%  |
| Others                                | 6.7%              | 5.9%  |

\* Multi-choice question

### Share of tourists > 16 years old by islands



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist with an income greater 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.