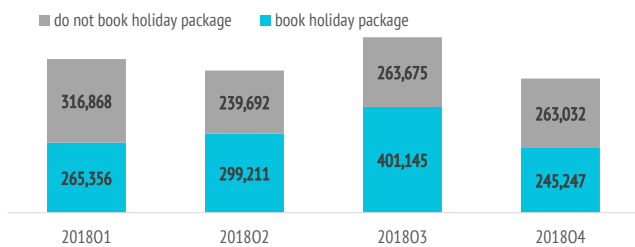


PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018) LESS THAN €25,000

How many are they and how much do they spend?

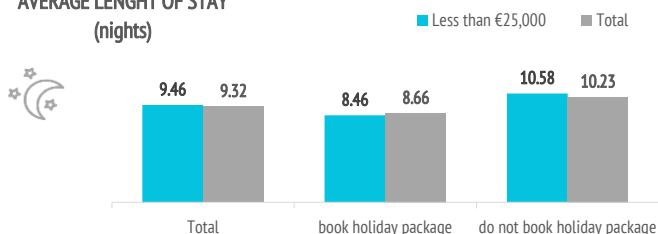
	Less than €25,000	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	2,294,225	13,485,651
- book holiday package	1,210,958	7,848,516
- do not book holiday package	1,083,267	5,637,135
- % tourists who book holiday package	52.8%	58.2%
Share of total tourist	17.0%	100%

TOURISTS BY QUARTER: LESS THAN €25,000



	Less than €25,000	Total
Expenditure per tourist (€)		
- book holiday package	1,156	1,309
- holiday package	924	1,064
- others	232	246
- do not book holiday package	852	1,037
- flight	246	288
- accommodation	251	350
- others	355	399
Average length of stay		
- book holiday package	8.46	8.66
- do not book holiday package	10.58	10.23
Average daily expenditure (€)		
- book holiday package	144.9	159.8
- do not book holiday package	95.6	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	1,400	10,277
- do not book holiday package	923	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Less than €25,000	Total
Climate	73.0%	78.1%
Safety	51.2%	51.4%
Tranquility	46.7%	46.2%
Sea	46.1%	43.3%
Price	42.3%	36.5%
Beaches	41.1%	37.1%
Accommodation supply	40.0%	41.7%
European belonging	37.4%	35.8%
Landscapes	37.1%	31.6%
Environment	34.9%	30.6%
Effortless trip	33.4%	34.8%
Fun possibilities	25.2%	20.7%
Gastronomy	23.6%	22.6%
Authenticity	23.5%	19.1%
Exoticism	14.6%	10.5%
Shopping	12.6%	9.6%
Nightlife	11.1%	7.5%
Hiking trail network	10.0%	9.0%
Culture	9.2%	7.3%
Historical heritage	8.7%	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?

	Less than €25,000	Total
Rest	51.3%	55.1%
Enjoy family time	13.9%	14.7%
Have fun	9.9%	7.8%
Explore the destination	21.0%	18.5%
Practice their hobbies	1.7%	1.8%
Other reasons	2.3%	2.1%

EXPLORE THE DESTINATION



Less than €25,000 21.0%

Total 18.5%

How far in advance do they book their trip?

	Less than €25,000	Total
The same day	1.1%	0.7%
Between 1 and 30 days	25.9%	23.2%
Between 1 and 2 months	24.0%	23.0%
Between 3 and 6 months	31.0%	32.4%
More than 6 months	18.0%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

LESS THAN €25,000
25.9%



TOTAL
23.2%

Picture: Freepik.com

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018)

LESS THAN €25,000

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

	Less than €25,000	Total
Previous visits to the Canary Islands	42.8%	50.9%
Friends or relatives	33.7%	27.8%
Internet or social media	51.8%	56.1%
Mass Media	1.8%	1.7%
Travel guides and magazines	9.1%	9.5%
Travel Blogs or Forums	5.8%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	23.9%	24.7%
Public administrations or similar	0.6%	0.4%
Others	2.5%	2.3%

* Multi-choice question

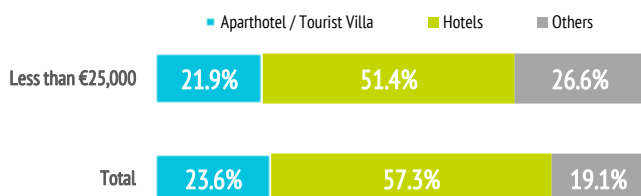
With whom did they book their flight and accommodation?

	Less than €25,000	Total
Flight		
- Directly with the airline	43.5%	39.5%
- Tour Operator or Travel Agency	56.5%	60.5%
Accommodation		
- Directly with the accommodation	29.5%	28.8%
- Tour Operator or Travel Agency	70.5%	71.2%

Where do they stay?

	Less than €25,000	Total
1-2-3* Hotel	13.7%	12.8%
4* Hotel	33.9%	37.7%
5* Hotel / 5* Luxury Hotel	3.8%	6.8%
Aparthotel / Tourist Villa	21.9%	23.6%
House/room rented in a private dwelling	6.6%	5.3%
Private accommodation (1)	12.4%	7.0%
Others (Cottage, cruise, camping,...)	7.6%	6.8%

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



What do they book?

	Less than €25,000	Total
Room only	31.1%	28.8%
Bed and Breakfast	9.5%	11.7%
Half board	20.4%	22.4%
Full board	3.2%	3.0%
All inclusive	35.7%	34.1%

”
31.1% of tourists book room only.
(Canary Islands: 28.8%)

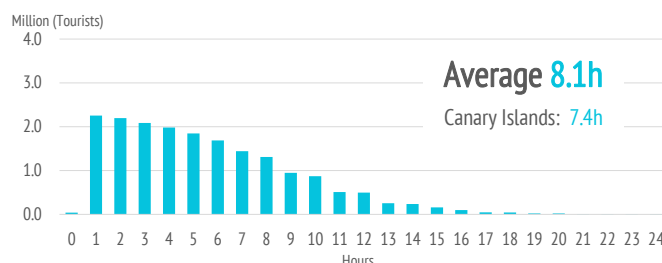
Other expenses

	Less than €25,000	Total
Restaurants or cafes	61.5%	63.2%
Supermarkets	56.9%	55.9%
Car rental	25.4%	26.6%
Organized excursions	22.1%	21.8%
Taxi, transfer, chauffeur service	47.7%	51.7%
Theme Parks	10.1%	8.8%
Sport activities	5.5%	6.4%
Museums	4.5%	5.0%
Flights between islands	5.8%	4.8%

Activities in the Canary Islands

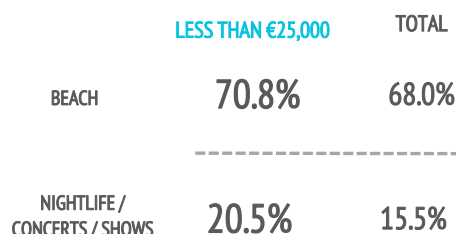
Outdoor time per day	Less than €25,000	Total
0 hours	1.7%	2.2%
1 - 2 hours	7.4%	10.0%
3 - 6 hours	28.0%	32.6%
7 - 12 hours	51.8%	46.5%
More than 12 hours	11.0%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Less than €25,000	Total
Walk, wander	73.1%	71.0%
Beach	70.8%	68.0%
Swimming pool, hotel facilities	55.0%	58.9%
Explore the island on their own	49.4%	46.5%
Taste Canarian gastronomy	26.5%	25.4%
Nightlife / concerts / shows	20.5%	15.5%
Organized excursions	19.1%	17.9%
Theme parks	18.3%	15.5%
Wineries / markets / popular festivals	13.1%	12.0%
Sport activities	12.9%	14.3%
Sea excursions / whale watching	12.1%	11.3%
Activities at sea	10.8%	9.8%
Nature activities	10.6%	10.0%
Museums / exhibitions	9.8%	9.8%
Beauty and health treatments	5.4%	5.7%
Astronomical observation	4.3%	3.4%

* Multi-choice question



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018)

LESS THAN €25,000



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Less than €25,000	2,294,225	342,902	310,058	638,616	959,169	30,103
- Share by islands	100%	14.9%	13.5%	27.8%	41.8%	1.3%
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%
% Less than €25,000	17.0%	14.0%	16.7%	16.7%	19.2%	12.1%

How many islands do they visit during their trip?

	Less than €25,000	Total
One island	89.0%	90.9%
Two islands	9.4%	7.7%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	Less than €25,000	Total
Research		
- Tourist package	16.2%	15.4%
- Flights	13.0%	13.0%
- Accommodation	17.3%	17.7%
- Transport	18.0%	15.6%
- Restaurants	26.6%	27.0%
- Excursions	26.5%	26.3%
- Activities	31.8%	31.0%
Book or purchase		
- Tourist package	31.4%	38.1%
- Flights	64.2%	64.4%
- Accommodation	51.3%	54.5%
- Transport	40.7%	44.7%
- Restaurants	9.8%	10.5%
- Excursions	11.6%	11.4%
- Activities	12.4%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Less than €25,000	Total
Did not use the Internet	13.3%	9.8%
Used the Internet	86.7%	90.2%
- Own Internet connection	40.3%	36.5%
- Free Wifi connection	33.2%	41.1%
Applications*		
- Search for locations or maps	61.3%	60.7%
- Search for destination info	39.7%	44.7%
- Share pictures or trip videos	56.9%	55.6%
- Download tourist apps	5.2%	6.5%
- Others	21.0%	23.9%

* Multi-choice question

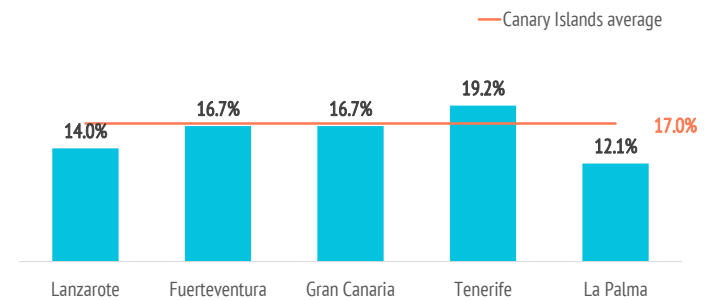


56.9% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLAND OF STAY

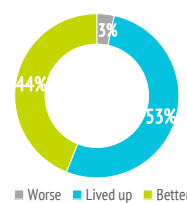


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Less than €25,000	Total
Average rating	8.63	8.58

Experience in the Canary Islands	Less than €25,000	Total
Worse or much worse than expected	3.4%	2.9%
Lived up to expectations	52.6%	57.4%
Better or much better than expected	44.0%	39.7%

Future intentions (scale 1-10)	Less than €25,000	Total
Return to the Canary Islands	8.58	8.60
Recommend visiting the Canary Islands	8.90	8.86



Experience in the Canary

8.58/10

Return to the Canary Islands



8.90/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Less than €25,000	Total
Repeat tourists	63.0%	71.0%
Repeat tourists (last 5 years)	57.7%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	16.0%	18.4%
At least 10 previous visits	15.9%	17.8%

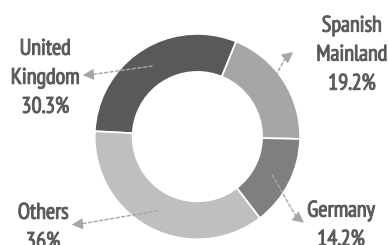
PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2018)

LESS THAN €25,000

Where are they from?



	%	Absolute
United Kingdom	30.3%	695,730
Spanish Mainland	19.2%	440,591
Germany	14.2%	326,390
Italy	5.8%	134,070
Poland	5.1%	116,222
France	3.3%	75,246
Belgium	3.0%	69,822
Netherlands	2.9%	67,491
Ireland	2.3%	52,516
Sweden	1.6%	37,579
Denmark	1.2%	27,106
Czech republic	1.1%	25,035
Russia	0.9%	21,125
Austria	0.8%	18,430
Finland	0.8%	18,077
Norway	0.7%	15,001
Switzerland	0.6%	13,216
Others	6.1%	140,580



Who do they come with?



	Less than €25,000	Total
Unaccompanied	14.1%	8.9%
Only with partner	44.4%	47.4%
Only with children (< 13 years old)	4.5%	5.9%
Partner + children (< 13 years old)	4.0%	7.2%
Other relatives	10.9%	9.0%
Friends	9.6%	6.3%
Work colleagues	0.8%	0.5%
Organized trip	0.3%	0.2%
Other combinations ⁽¹⁾	11.5%	14.6%
<i>(1) Different situations have been isolated</i>		
Tourists with children	13.7%	19.3%
- Between 0 and 2 years old	1.5%	1.8%
- Between 3 and 12 years old	11.2%	15.8%
- Between 0 -2 and 3-12 years	1.0%	1.6%
Tourists without children	86.3%	80.7%
Group composition:		
- 1 person	19.4%	12.4%
- 2 people	54.2%	54.1%
- 3 people	10.9%	12.6%
- 4 or 5 people	12.4%	17.1%
- 6 or more people	3.1%	3.8%
Average group size:	2.35	2.58

Who are they?



	Less than €25,000	Total
Gender		
Men	41.4%	48.2%
Women	58.6%	51.8%
Age		
Average age (tourist > 15 years old)	42.9	46.7
Standard deviation	17.2	15.3
Age range (> 15 years old)		
16 - 24 years old	16.7%	7.7%
25 - 30 years old	16.1%	10.8%
31 - 45 years old	25.1%	28.6%
46 - 60 years old	21.4%	31.3%
Over 60 years old	20.7%	21.5%
Occupation		
Salaried worker	47.2%	55.5%
Self-employed	10.7%	11.0%
Unemployed	3.0%	1.1%
Business owner	6.1%	9.2%
Student	11.7%	4.2%
Retired	18.8%	17.3%
Unpaid domestic work	1.3%	0.9%
Others	1.2%	0.8%
Annual household income level		
Less than €25,000	100%	17.0%
€25,000 - €49,999	--	36.5%
€50,000 - €74,999	--	25.0%
More than €74,999	--	21.5%
Education level		
No studies	6.6%	4.8%
Primary education	4.6%	2.8%
Secondary education	26.6%	23.1%
Higher education	62.2%	69.3%



Pictures: Freepik.com