

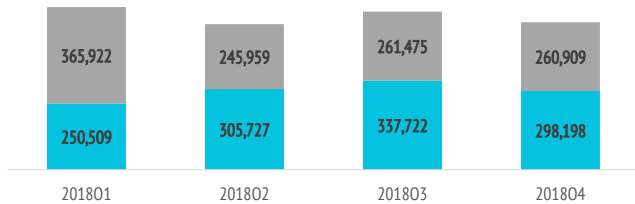
PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019) LESS THAN €25,000

How many are they and how much do they spend?

	Less than €25,000	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,326,421	13,271,035
- book holiday package	1,192,156	7,426,022
- do not book holiday package	1,134,265	5,845,014
- % tourists who book holiday package	51.2%	56.0%
Share of total tourist	17.5%	100%

TOURISTS BY QUARTER: LESS THAN €25,000

■ do not book holiday package ■ book holiday package



	Less than €25,000	Total
Expenditure per tourist (€)		
- book holiday package	1,137	1,268
- holiday package	918	1,031
- others	220	237
- do not book holiday package	786	967
- flight	222	263
- accommodation	226	321
- others	338	383
Average length of stay		
- book holiday package	8.36	8.64
- do not book holiday package	9.97	9.68
Average daily expenditure (€)		
- book holiday package	142.6	155.4
- do not book holiday package	95.1	117.9
Total turnover (> 15 years old) (€m)		
- book holiday package	1,356	9,416
- do not book holiday package	892	5,655

AVERAGE LENGTH OF STAY (nights)

■ Less than €25,000 ■ Total



EXPENDITURE PER TOURIST (€)

■ Less than €25,000 ■ Total



Importance of each factor in the destination choice

	Less than €25,000	Total
Climate	73.8%	78.4%
Safety	51.7%	51.9%
Tranquility	47.5%	47.6%
Sea	45.2%	44.4%
Price	42.6%	37.4%
Beaches	40.6%	37.7%
Accommodation supply	40.2%	42.9%
Landscapes	37.9%	33.1%
Environment	36.8%	33.2%
European belonging	36.5%	36.1%
Effortless trip	33.6%	35.2%
Authenticity	25.7%	20.3%
Fun possibilities	25.5%	21.1%
Gastronomy	23.8%	23.2%
Exoticism	16.0%	11.4%
Shopping	11.8%	9.4%
Nightlife	11.4%	8.0%
Hiking trail network	10.6%	9.6%
Culture	10.6%	8.0%
Historical heritage	10.2%	8.2%

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	52.3%	55.5%
Enjoy family time	12.8%	14.4%
Have fun	11.9%	8.6%
Explore the destination	19.7%	17.8%
Practice their hobbies	1.4%	1.9%
Other reasons	1.9%	1.8%

HAVE FUN



Less than €25,000 11.9%

Total 8.6%

How far in advance do they book their trip?

	Less than €25,000	Total
The same day	1.0%	0.7%
Between 1 and 30 days	26.9%	23.8%
Between 1 and 2 months	23.4%	22.8%
Between 3 and 6 months	30.8%	32.7%
More than 6 months	17.8%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

LESS THAN €25,000

26.9%



TOTAL

23.8%

Picture: Freepik.com

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019)

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	43.5%	51.9%
Friends or relatives	32.4%	27.1%
Internet or social media	51.1%	54.7%
Mass Media	1.8%	1.6%
Travel guides and magazines	7.4%	8.4%
Travel Blogs or Forums	6.2%	5.7%
Travel TV Channels	0.8%	0.8%
Tour Operator or Travel Agency	20.7%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.7%	2.4%

* Multi-choice question

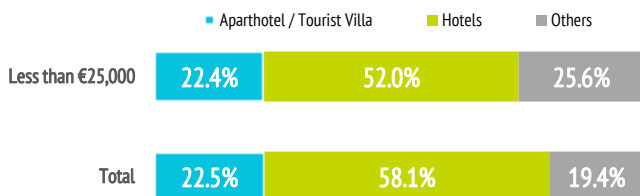
With whom did they book their flight and accommodation?

	Less than €25,000	Total
Flight		
- Directly with the airline	46.4%	42.9%
- Tour Operator or Travel Agency	53.6%	57.1%
Accommodation		
- Directly with the accommodation	33.0%	31.5%
- Tour Operator or Travel Agency	67.0%	68.5%

Where do they stay?

	Less than €25,000	Total
1-2-3* Hotel	11.8%	11.5%
4* Hotel	34.4%	37.6%
5* Hotel / 5* Luxury Hotel	5.8%	9.0%
Aparthotel / Tourist Villa	22.4%	22.5%
House/room rented in a private dwelling	7.7%	5.9%
Private accommodation (1)	10.9%	7.2%
Others (Cottage, cruise, camping,...)	7.0%	6.3%

(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	31.3%	27.9%
Bed and Breakfast	10.5%	12.4%
Half board	19.0%	21.2%
Full board	3.5%	3.6%
All inclusive	35.6%	34.9%

”
31.3% of tourists book room only.
(Canary Islands: 27.9%)

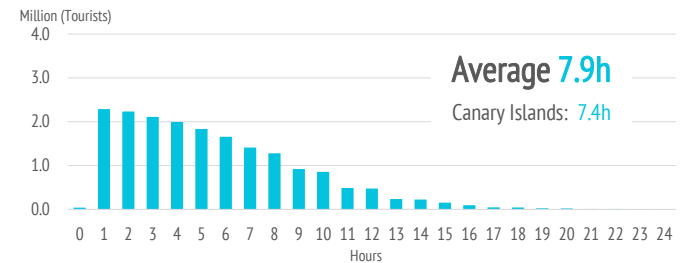
Other expenses

	Less than €25,000	Total
Restaurants or cafes	57.4%	59.1%
Supermarkets	52.9%	52.1%
Car rental	24.6%	26.3%
Organized excursions	21.4%	20.6%
Taxi, transfer, chauffeur service	45.4%	50.0%
Theme Parks	8.2%	7.5%
Sport activities	4.9%	5.7%
Museums	4.4%	4.6%
Flights between islands	4.6%	4.4%

Activities in the Canary Islands

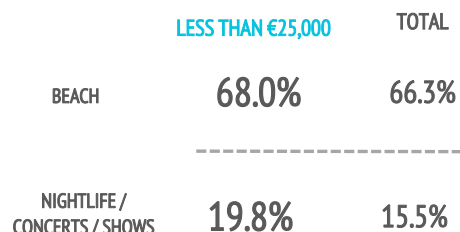
Outdoor time per day	Less than €25,000	Total
0 hours	1.7%	2.1%
1 - 2 hours	7.6%	9.8%
3 - 6 hours	30.0%	32.6%
7 - 12 hours	50.5%	47.1%
More than 12 hours	10.2%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Less than €25,000	Total
Walk, wander	71.7%	69.8%
Beach	68.0%	66.3%
Swimming pool, hotel facilities	55.2%	58.2%
Explore the island on their own	47.2%	45.2%
Taste Canarian gastronomy	24.5%	24.2%
Nightlife / concerts / shows	19.8%	15.5%
Organized excursions	18.5%	16.9%
Theme parks	16.5%	14.1%
Sport activities	12.9%	13.4%
Wineries / markets / popular festivals	12.5%	11.6%
Sea excursions / whale watching	12.4%	11.1%
Nature activities	11.4%	10.4%
Activities at sea	10.7%	10.0%
Museums / exhibitions	10.7%	10.1%
Beauty and health treatments	5.5%	5.4%
Astronomical observation	4.0%	3.5%

* Multi-choice question



PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2019)

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	2,326,421	393,168	259,362	600,676	1,028,966	26,722
- Share by islands	100%	16.9%	11.1%	25.8%	44.2%	1.1%
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%
% Less than €25,000	17.5%	15.6%	15.6%	16.2%	20.4%	11.4%

How many islands do they visit during their trip?

	Less than €25,000	Total
One island	90.3%	91.4%
Two islands	8.4%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Less than €25,000	Total
Research		
- Tourist package	14.8%	14.8%
- Flights	13.4%	13.0%
- Accommodation	16.7%	16.9%
- Transport	18.7%	15.7%
- Restaurants	29.0%	28.4%
- Excursions	25.6%	26.2%
- Activities	30.7%	30.1%
Book or purchase		
- Tourist package	34.0%	39.4%
- Flights	65.4%	66.7%
- Accommodation	54.3%	57.3%
- Transport	42.4%	47.6%
- Restaurants	10.3%	12.1%
- Excursions	13.1%	13.0%
- Activities	14.9%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Less than €25,000	Total
Did not use the Internet	11.2%	8.3%
Used the Internet	88.8%	91.7%
- Own Internet connection	38.9%	37.4%
- Free Wifi connection	33.7%	39.5%
Applications*		
- Search for locations or maps	62.1%	61.7%
- Search for destination info	40.9%	44.8%
- Share pictures or trip videos	56.9%	56.0%
- Download tourist apps	6.1%	7.0%
- Others	20.3%	22.6%

* Multi-choice question

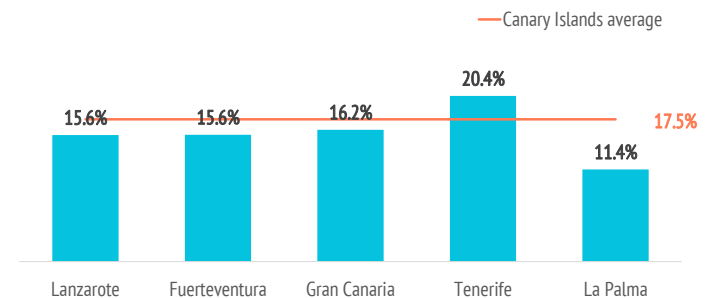


56.9% of tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLAND OF STAY

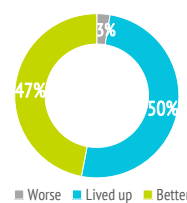


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Less than €25,000	Total
Average rating	8.74	8.70

Experience in the Canary Islands	Less than €25,000	Total
Worse or much worse than expected	2.6%	2.3%
Lived up to expectations	50.4%	55.6%
Better or much better than expected	47.0%	42.1%

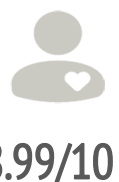
Future intentions (scale 1-10)	Less than €25,000	Total
Return to the Canary Islands	8.70	8.73
Recommend visiting the Canary Islands	8.99	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Less than €25,000	Total
Repeat tourists	65.7%	72.2%
Repeat tourists (last 5 years)	60.0%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	15.9%	19.5%
At least 10 previous visits	15.3%	18.6%

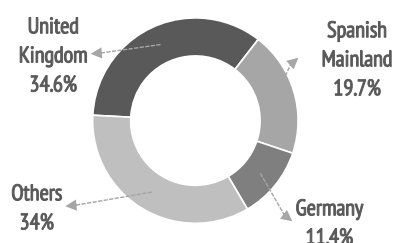
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LESS THAN €25,000

Where are they from?



	%	Absolute
United Kingdom	34.6%	805,922
Spanish Mainland	19.7%	457,715
Germany	11.4%	264,892
Italy	5.1%	118,102
Poland	4.4%	102,559
Netherlands	3.5%	81,372
France	2.9%	67,916
Ireland	2.2%	51,631
Sweden	1.9%	43,466
Belgium	1.7%	40,042
Portugal	1.3%	30,709
Russia	1.2%	28,367
Switzerland	1.0%	22,979
Czech Republic	0.9%	20,793
Finland	0.8%	18,316
Austria	0.7%	15,507
Norway	0.6%	14,527
Others	6.1%	141,606



Who do they come with?



	Less than €25,000	Total
Unaccompanied	12.7%	9.6%
Only with partner	47.9%	48.1%
Only with children (< 13 years old)	4.1%	5.6%
Partner + children (< 13 years old)	3.4%	6.5%
Other relatives	11.1%	9.3%
Friends	9.2%	6.4%
Work colleagues	0.6%	0.5%
Organized trip	0.3%	0.3%
Other combinations ⁽¹⁾	0.0%	0.0%

(1) Different situations have been isolated

Tourists with children	11.9%	17.7%
- Between 0 and 2 years old	1.2%	1.6%
- Between 3 and 12 years old	9.6%	14.8%
- Between 0 -2 and 3-12 years	1.1%	1.4%
Tourists without children	88.1%	82.3%
Group composition:		
- 1 person	17.5%	13.2%
- 2 people	57.6%	55.1%
- 3 people	10.6%	12.0%
- 4 or 5 people	11.4%	16.3%
- 6 or more people	2.9%	3.5%
Average group size:	2.34	2.54

Who are they?



	Less than €25,000	Total
Gender		
Men	42.5%	48.6%
Women	57.5%	51.4%
Age		
Average age (tourist > 15 years old)	43.5	47.1
Standard deviation	17.2	15.4
Age range (> 15 years old)		
16 - 24 years old	15.5%	7.3%
25 - 30 years old	16.0%	10.9%
31 - 45 years old	24.9%	28.0%
46 - 60 years old	21.6%	31.8%
Over 60 years old	21.9%	22.1%
Occupation		
Salaried worker	50.4%	55.0%
Self-employed	11.6%	11.5%
Unemployed	3.3%	1.1%
Business owner	5.2%	9.4%
Student	8.5%	3.5%
Retired	18.5%	17.9%
Unpaid domestic work	1.0%	0.8%
Others	1.5%	0.8%
Annual household income level		
Less than €25,000	100%	17.5%
€25,000 - €49,999	--	37.5%
€50,000 - €74,999	--	22.8%
More than €74,999	--	22.2%
Education level		
No studies	7.7%	5.0%
Primary education	4.6%	2.6%
Secondary education	27.8%	23.6%
Higher education	59.9%	68.9%



3 IN 10 TOURISTS ARE
BRITISH

44 YEARS OLD

AVERAGE AGE

**48% ONLY WITH
PARTNER**



Pictures: Freepik.com