

PROFILE OF TOURIST BY FAMILY ANNUAL INCOME (2021)

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.	6,697,165
Tourist arrivals > 15 years old (EGT)	939,461	5,827,892
- book holiday package	310,662	2,549,012
- do not book holiday package	628,798	3,278,880
- % tourists who book holiday package	33.1%	43.7%
Share of total tourist	16.1%	100%
Expenditure per tourist (€)		
- book holiday package	1,161	1,415
- holiday package	940	1,135
- others	221	280
- do not book holiday package	819	1,044
- flight	205	248
- accommodation	242	369
- others	372	427
Average length of stay	9.67	9.54
- book holiday package	8.25	8.59
- do not book holiday package	10.37	10.28
Average daily expenditure (€)	112.7	144.0
- book holiday package	146.7	172.8
- do not book holiday package	95.8	121.6
Total turnover (> 15 years old) (€m)	876	7,028
- book holiday package	361	3,606
- do not book holiday package	515	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Less than €25,000	Total
Didn't have holidays	36.8%	35.7%
Canary Islands	17.4%	17.6%
Other destination	45.8%	46.8%

What other destinations do they consider for this trip?*

	Less than €25,000	Total
None	28.7%	29.4%
Canary Islands (other island)	25.5%	25.4%
Other destination	45.8%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist with an income less than €25,000.

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



	Less than €25,000	Total
Climate	70.0%	76.0%
Sea	53.3%	52.0%
Tranquility	48.7%	48.5%
Beaches	48.5%	44.6%
Landscapes	48.1%	39.1%
Safety	46.9%	49.0%
European belonging	39.9%	40.2%
Environment	39.5%	34.7%
Price	38.4%	32.4%
Effortless trip	34.8%	34.9%
Accommodation supply	33.8%	37.8%
Authenticity	31.2%	24.4%
Gastronomy	29.2%	27.9%
Fun possibilities	25.9%	22.4%
Exoticism	20.3%	14.5%
Hiking trail network	13.3%	12.1%
Historical heritage	11.7%	9.1%
Shopping	11.6%	8.8%
Nightlife	11.4%	8.4%
Culture	11.1%	8.7%

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

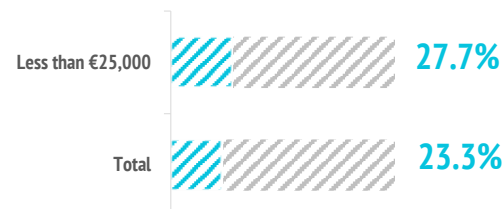
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Less than €25,000	Total
Rest	43.3%	50.7%
Enjoy family time	14.1%	14.0%
Have fun	10.3%	7.3%
Explore the destination	27.7%	23.3%
Practice their hobbies	2.3%	2.6%
Other reasons	2.3%	2.1%

EXPLORE THE DESTINATION



How far in advance do they book their trip?



	Less than €25,000	Total
The same day	1.6%	1.0%
Between 1 and 30 days	46.6%	42.5%
Between 1 and 2 months	27.7%	26.7%
Between 3 and 6 months	16.4%	18.7%
More than 6 months	7.8%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

LESS THAN €25,000
46.6%



TOTAL
42.5%

Picture: Freepik.com

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

	Less than €25,000	Total
Previous visits to the Canary Islands	36.7%	45.7%
Friends or relatives	38.0%	30.9%
Internet or social media	53.2%	53.5%
Mass Media	2.7%	2.3%
Travel guides and magazines	6.9%	7.0%
Travel Blogs or Forums	10.1%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	15.5%	19.4%
Public administrations or similar	1.5%	1.9%
Others	3.5%	2.9%

* Multi-choice question

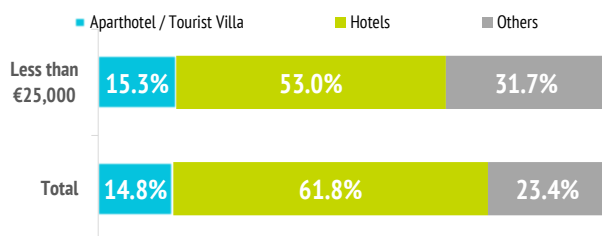
With whom did they book their flight and accommodation?

	Less than €25,000	Total
Flight		
- Directly with the airline	59.7%	52.8%
- Tour Operator or Travel Agency	40.3%	47.2%
Accommodation		
- Directly with the accommodation	43.8%	39.9%
- Tour Operator or Travel Agency	56.2%	60.1%

Where do they stay?

	Less than €25,000	Total
1-2-3* Hotel	11.3%	11.5%
4* Hotel	34.5%	39.4%
5* Hotel / 5* Luxury Hotel	7.1%	10.9%
Aparthotel / Tourist Villa	15.3%	14.8%
House/room rented in a private dwelling	8.4%	6.9%
Private accommodation (1)	16.2%	9.9%
Others (Cottage, cruise, camping,...)	7.1%	6.6%

(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	34.0%	28.1%
Bed and Breakfast	11.7%	15.3%
Half board	17.5%	19.5%
Full board	3.3%	3.2%
All inclusive	33.5%	33.8%

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34% of tourists book room only.
(Canary Islands: 28.1%)

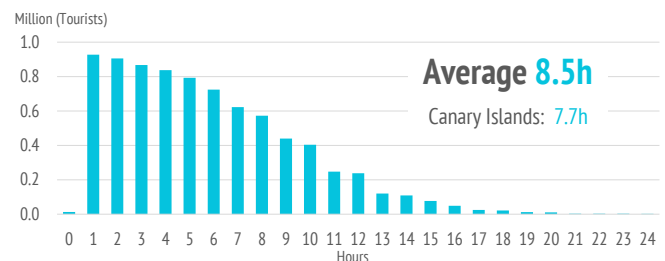
Other expenses

	Less than €25,000	Total
Restaurants or cafes	66.3%	66.9%
Supermarkets	58.6%	55.6%
Car rental	37.5%	37.3%
Organized excursions	25.7%	23.7%
Taxi, transfer, chauffeur service	37.2%	46.0%
Theme Parks	8.9%	8.6%
Sport activities	7.9%	9.3%
Museums	4.9%	4.7%
Flights between islands	7.2%	6.3%

Activities in the Canary Islands

Outdoor time per day	Less than €25,000	Total
0 hours	1.3%	2.4%
1 - 2 hours	6.4%	10.0%
3 - 6 hours	26.0%	30.1%
7 - 12 hours	53.5%	47.1%
More than 12 hours	12.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Less than €25,000	Total
Beach	79.5%	75.1%
Walk, wander	74.3%	72.2%
Explore the island on their own	58.1%	52.5%
Swimming pool, hotel facilities	51.9%	57.5%
Swim	38.7%	38.8%
Taste Canarian gastronomy	32.0%	30.2%
Hiking	23.6%	22.5%
Organized excursions	18.4%	16.0%
Nightlife / concerts / shows	15.7%	12.3%
Sea excursions / whale watching	15.1%	13.5%
Theme parks	13.7%	12.2%
Other Nature Activities	12.7%	9.5%
Museums / exhibitions	12.5%	10.7%
Wineries / markets / popular festivals	12.2%	10.0%
Running	8.1%	7.6%
Practice other sports	6.6%	5.9%
Surf	6.2%	4.8%
Astronomical observation	5.1%	4.2%
Beauty and health treatments	5.0%	5.6%
Scuba Diving	4.8%	4.2%
Cycling / Mountain bike	3.5%	4.2%
Golf	1.7%	2.3%
Windsurf / Kitesurf	1.3%	1.5%

* Multi-choice question

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Less than €25,000	939,461	158,671	117,330	243,317	397,685	17,549
- Share by islands	100%	16.9%	12.5%	25.9%	42.3%	1.9%
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%
% Less than €25,000	16.1%	16.5%	13.9%	15.7%	17.1%	17.1%

How many islands do they visit during their trip?

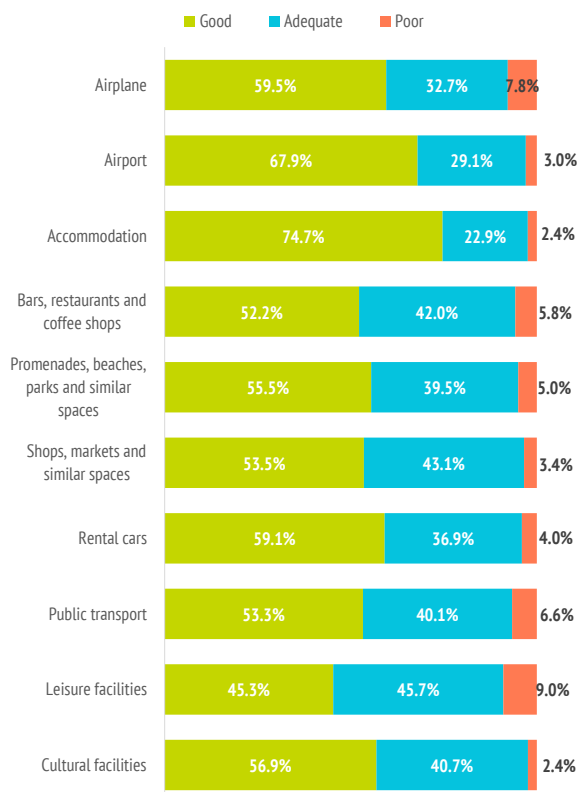
	Less than €25,000	Total
One island	90.5%	90.9%
Two islands	8.5%	7.8%
Three or more islands	1.0%	1.3%

Health safety

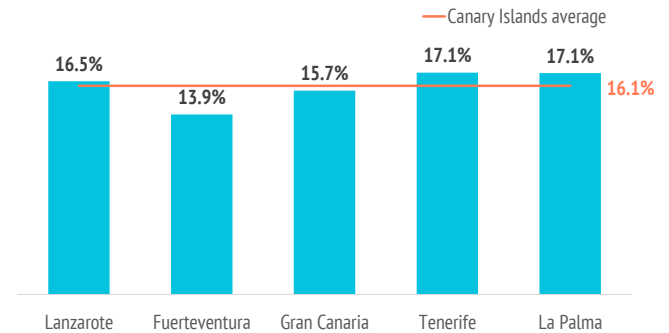
Planning the trip: Importance	Less than €25,000	Total
Average rating (scale 0-10)	7.84	7.99

During the stay: Rate	Less than €25,000	Total
Average rating (scale 0-10)	8.27	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

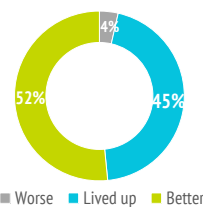


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Less than €25,000	Total
Average rating	8.90	8.86

Experience in the Canary Islands	Less than €25,000	Total
Worse or much worse than expected	3.6%	2.7%
Lived up to expectations	44.9%	51.4%
Better or much better than expected	51.6%	45.9%

Future intentions (scale 1-10)	Less than €25,000	Total
Return to the Canary Islands	8.81	8.86
Recommend visiting the Canary Islands	9.12	9.10



8.81/10

Experience in the Canary Islands

Return to the Canary Islands



9.12/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Less than €25,000	Total
Repeat tourists	58.3%	68.0%
Repeat tourists (last 5 years)	53.4%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	12.5%	15.0%
At least 10 previous visits	13.3%	18.3%

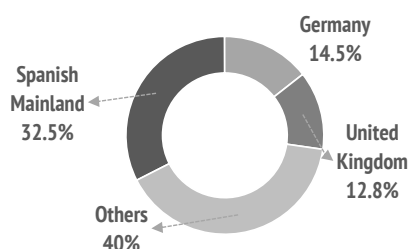
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Where are they from?



	%	Absolute
Spanish Mainland	32.5%	304,904
Germany	14.5%	135,929
United Kingdom	12.8%	120,681
Italy	8.2%	77,045
Poland	7.3%	69,000
France	6.3%	59,135
Netherlands	3.1%	29,501
Belgium	2.4%	22,825
Ireland	1.6%	15,364
Portugal	1.5%	13,964
Czech Republic	1.3%	12,678
Denmark	0.7%	6,887
Sweden	0.7%	6,420
Finland	0.6%	5,269
Switzerland	0.6%	5,237
Austria	0.5%	4,287
Norway	0.4%	3,612
Others	5.0%	46,722



Who do they come with?



	Less than €25,000	Total
Unaccompanied	19.6%	13.5%
Only with partner	43.0%	48.2%
Only with children (< 13 years old)	2.3%	3.9%
Partner + children (< 13 years old)	2.2%	4.9%
Other relatives	10.1%	8.4%
Friends	12.2%	8.5%
Work colleagues	1.0%	0.8%
Organized trip	0.3%	0.2%
Other combinations (1)	9.2%	11.5%

(1) Different situations have been isolated

Tourists with children	7.5%	12.5%
- Between 0 and 2 years old	0.8%	1.2%
- Between 3 and 12 years old	6.1%	10.2%
- Between 0 -2 and 3-12 years	0.6%	1.0%
Tourists without children	92.5%	87.5%
Group composition:		
- 1 person	23.4%	16.5%
- 2 people	53.5%	56.7%
- 3 people	10.9%	10.7%
- 4 or 5 people	10.2%	13.6%
- 6 or more people	2.0%	2.5%
Average group size:	2.20	2.37

*People who share the main expenses of the trip

Who are they?



	Less than €25,000	Total
Gender		
Men	44.6%	49.6%
Women	55.4%	50.4%
Age		
Average age (tourist > 15 years old)	37.3	43.3
Standard deviation	16.0	15.6
Age range (> 15 years old)		
16 - 24 years old	26.6%	11.9%
25 - 30 years old	20.5%	14.8%
31 - 45 years old	25.5%	30.2%
46 - 60 years old	14.6%	26.6%
Over 60 years old	12.7%	16.4%
Occupation		
Salaried worker	48.5%	57.8%
Self-employed	12.8%	11.1%
Unemployed	5.1%	1.7%
Business owner	5.6%	10.0%
Student	16.1%	5.9%
Retired	10.2%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	1.1%	0.9%
Annual household income level		
Less than €25,000	100%	16.1%
€25,000 - €49,999	--	37.0%
€50,000 - €74,999	--	23.4%
More than €74,999	--	23.5%
Education level		
No studies	2.0%	2.2%
Primary education	4.3%	2.2%
Secondary education	20.7%	18.8%
Higher education	73.1%	76.9%



Pictures: Freepik.com