

TOURIST PROFILE (2022)

SILVER PLUS (>= 55 YEARS OLD & >=30 NIGHTS)

How many are they and how much do they spend?

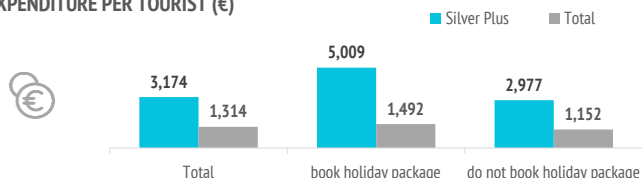


	Silver Plus	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	14,617,382
Tourist arrivals > 15 years old (EGT)	151,784	12,832,078
- book holiday package	14,760	6,128,916
- do not book holiday package	137,024	6,703,162
- % tourists who book holiday package	9.7%	47.8%
Share of total tourist	1.2%	100%
Expenditure per tourist (€)		
- book holiday package	3,174	1,314
- holiday package	5,009	1,492
- others	4,189	1,236
- do not book holiday package	820	256
- flight	2,977	1,152
- accommodation	801	311
- others	854	405
- others	1,321	436
Average length of stay		
- book holiday package	51.19	9.24
- do not book holiday package	44.15	8.45
- do not book holiday package	51.95	9.96
Average daily expenditure (€)		
- book holiday package	63.5	160.5
- do not book holiday package	108.4	186.1
- do not book holiday package	58.7	137.1
Total turnover (> 15 years old) (€m)		
- book holiday package	482	16,863
- do not book holiday package	74	9,143
- do not book holiday package	408	7,720

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Silver Plus	Total
Didn't have holidays	23.5%	31.7%
Canary Islands	57.2%	20.4%
Other destination	19.3%	48.0%

What other destinations do they consider for this trip?*

	Silver Plus	Total
None	51.8%	28.3%
Canary Islands (other island)	24.2%	24.6%
Other destination	24.1%	47.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of the tourist who answered that his/her age was equal to or greater than 55 years old, whose stay was equal to or greater than 30 nights.

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



	Silver Plus	Total
Climate	76.1%	75.0%
Tranquility	49.8%	46.5%
Sea	48.6%	46.0%
Safety	46.0%	51.3%
European belonging	44.1%	36.5%
Landscapes	42.3%	34.1%
Beaches	39.7%	39.3%
Effortless trip	38.8%	37.5%
Environment	38.2%	33.3%
Gastronomy	30.5%	26.6%
Price	30.2%	35.8%
Accommodation supply	26.5%	41.8%
Hiking trail network	21.2%	10.1%
Authenticity	21.1%	22.3%
Fun possibilities	16.7%	23.3%
Shopping	14.2%	9.1%
Historical heritage	13.0%	8.4%
Exoticism	10.6%	11.8%
Culture	10.3%	9.0%
Nightlife	7.0%	7.9%

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.

% TOURISTS WHO CHOOSE HIKING TRAIL NETWORK

SILVER PLUS
21.2%



TOTAL
10.1%

What is the main motivation for their holidays?



	Silver Plus	Total
Rest	52.7%	51.1%
Enjoy family time	13.0%	16.1%
Have fun	3.3%	8.5%
Explore the destination	19.2%	20.3%
Practice their hobbies	5.0%	1.9%
Other reasons	6.8%	2.1%

How far in advance do they book their trip?



	Silver Plus	Total
The same day	0.4%	0.7%
Between 1 and 30 days	14.9%	27.8%
Between 1 and 2 months	23.1%	25.3%
Between 3 and 6 months	32.9%	28.8%
More than 6 months	28.7%	17.4%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

SILVER PLUS
28.7%



TOTAL
17.4%

Picture: Freepik.com

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

	Silver Plus	Total
Previous visits to the Canary Islands	75.3%	49.8%
Friends or relatives	24.5%	30.4%
Internet or social media	34.1%	54.2%
Mass Media	1.4%	2.0%
Travel guides and magazines	2.2%	7.0%
Travel Blogs or Forums	1.0%	6.9%
Travel TV Channels	0.4%	0.8%
Tour Operator or Travel Agency	6.1%	20.7%
Public administrations or similar	1.3%	1.3%
Others	4.6%	3.2%

* Multi-choise question

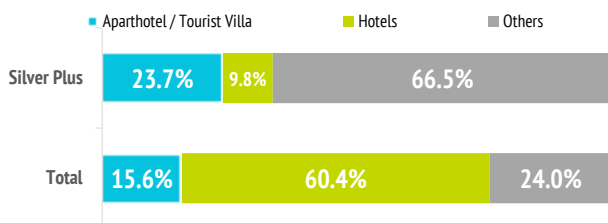
With whom did they book their flight and accommodation?

	Silver Plus	Total
Flight		
- Directly with the airline	84.6%	50.0%
- Tour Operator or Travel Agency	15.4%	50.0%
Accommodation		
- Directly with the accommodation	69.0%	36.6%
- Tour Operator or Travel Agency	31.0%	63.4%

Where do they stay?

	Silver Plus	Total
1-2-3* Hotel	3.4%	10.9%
4* Hotel	4.2%	39.0%
5* Hotel / 5* Luxury Hotel	2.2%	10.5%
Aparthotel / Tourist Villa	23.7%	15.6%
House/room rented in a private dwelling	23.1%	7.2%
Private accommodation (1)	36.3%	8.7%
Others (Cottage, cruise, camping,...)	7.1%	8.1%

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



What do they book?

	Silver Plus	Total
Room only	76.4%	28.5%
Bed and Breakfast	3.6%	13.9%
Half board	11.0%	19.1%
Full board	1.1%	3.5%
All inclusive	7.8%	34.9%

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76.4% of tourists book room only.
 (Canary Islands: 28.5%)

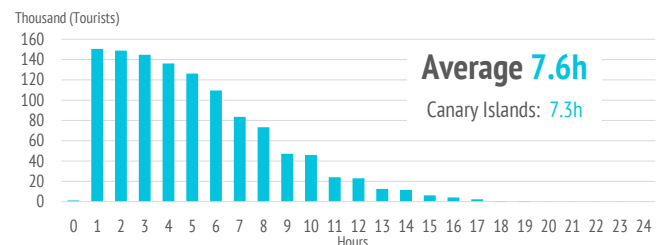
Other expenses

	Silver Plus	Total
Restaurants or cafes	82.6%	66.4%
Supermarkets	86.1%	55.9%
Car rental	37.8%	32.0%
Organized excursions	10.4%	23.6%
Taxi, transfer, chauffeur service	30.2%	51.8%
Theme Parks	4.3%	10.9%
Sport activities	5.7%	7.9%
Museums	4.6%	5.2%
Flights between islands	5.6%	5.0%

Activities in the Canary Islands

Outdoor time per day	Silver Plus	Total
0 hours	0.8%	2.5%
1 - 2 hours	3.8%	10.7%
3 - 6 hours	40.3%	32.7%
7 - 12 hours	46.8%	45.1%
More than 12 hours	8.3%	9.0%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Silver Plus	Total
Walk, wander	73.4%	73.8%
Beach	64.7%	71.3%
Explore the island on their own	51.7%	48.7%
Swimming pool, hotel facilities	37.4%	61.1%
Taste Canarian gastronomy	34.5%	27.0%
Hiking	25.5%	18.5%
Wineries / markets / popular festivals	16.2%	10.6%
Nightlife / concerts / shows	13.4%	15.3%
Swim	11.5%	10.1%
Beauty and health treatments	10.2%	5.9%
Museums / exhibitions	10.2%	10.0%
Organized excursions	8.7%	17.4%
Sea excursions / whale watching	6.0%	12.7%
Theme parks	5.9%	14.4%
Golf	5.7%	2.1%
Practice other sports	5.5%	4.7%
Other Nature Activities	4.7%	8.1%
Surf	4.2%	3.1%
Cycling / Mountain bike	3.1%	3.3%
Astronomical observation	3.1%	3.7%
Running	2.7%	5.9%
Windsurf / Kitesurf	2.1%	1.2%
Scuba Diving	1.4%	3.0%

* Multi-choise question

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Silver Plus	151,784	23,718	17,279	42,214	66,376	1,034
- Share by islands	100%	15.6%	11.4%	27.8%	43.7%	0.7%
Total tourists	12,832,078	2,377,525	1,822,701	3,352,820	5,083,082	132,040
- Share by islands	100%	18.5%	14.2%	26.1%	39.6%	1.0%
% Silver Plus	1.2%	1.0%	0.9%	1.3%	1.3%	0.8%

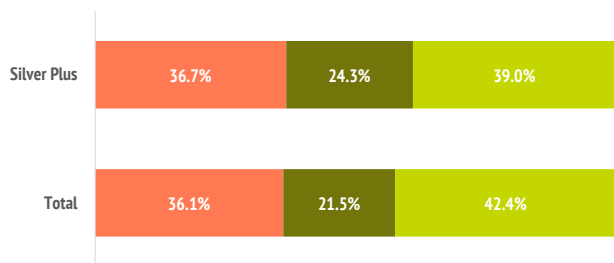
How many islands do they visit during their trip?

	Silver Plus	Total
One island	86.3%	92.6%
Two islands	8.0%	6.3%
Three or more islands	5.7%	1.1%

Sustainable destination

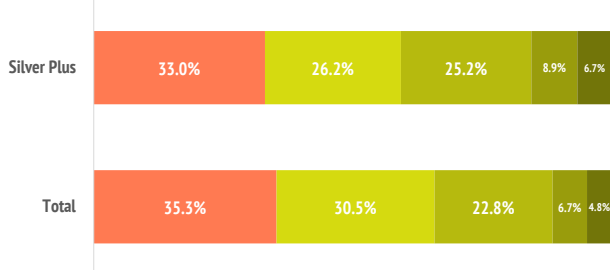
When booking a trip, do they tend to choose the most sustainable options?

■ No
 ■ Yes, even if it means some inconvenience (price, time, hassle, etc)
 ■ Yes, but only if it is not inconvenient



Would they be willing to spend more on travel to reduce their carbon footprint?

■ No
 ■ Yes, up to 5% more
 ■ Yes, up to 10% more
 ■ Yes, up to 20% more
 ■ Yes, over 20% more

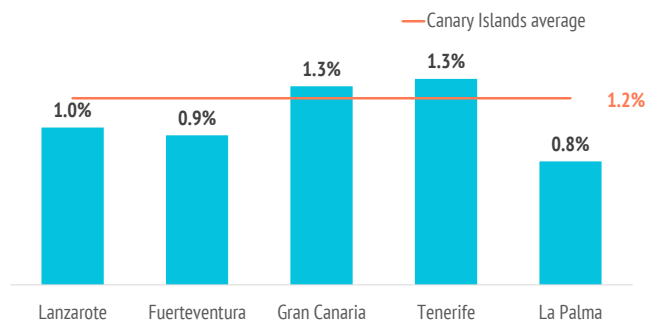


Perception during their stay*

	Silver Plus	Total
Quality of life on the island	8.55	8.08
Tolerance towards tourism	8.53	8.58
Cleanliness of the island	8.06	8.30
Air quality	8.33	8.49
Rational water consumption	7.26	7.46
Energy saving	7.05	6.93
Use of renewable energy	7.31	7.03
Recycling	7.20	7.14
Easy to get around by public transport	7.97	7.36
Overcrowding in tourist areas	6.31	6.65
Supply of local products	7.31	7.14

* Scale 0 - 10 (0 = Not important and 10 = Very important)

% TOURISTS BY ISLAND OF STAY

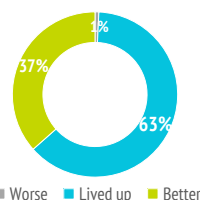


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Silver Plus	Total
Average rating	8.92	8.85

Experience in the Canary Islands	Silver Plus	Total
Worse or much worse than expected	0.8%	2.8%
Lived up to expectations	62.7%	53.5%
Better or much better than expected	36.5%	43.7%

Future intentions (scale 1-10)	Silver Plus	Total
Return to the Canary Islands	9.39	8.82
Recommend visiting the Canary Islands	9.38	9.06



Experience in the Canary Islands



Return to the Canary Islands



9.38/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Silver Plus	Total
Repeat tourists	91.1%	70.1%
Repeat tourists (last 5 years)	89.0%	62.7%
Repeat tourists (last 5 years) (5 or more visits)	47.2%	13.2%
At least 10 previous visits	55.8%	19.1%

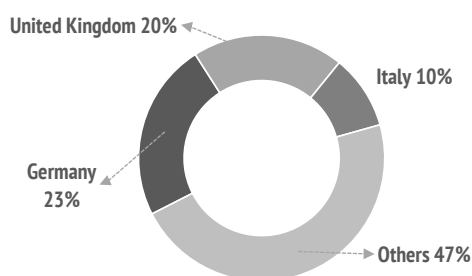
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Where are they from?



	Share	Absolute	Silver Plus
Germany	23.4%	35,577	1.7%
United Kingdom	19.9%	30,258	0.7%
Italy	9.8%	14,813	2.7%
Belgium	7.4%	11,259	3.0%
Norway	6.6%	10,067	3.4%
Netherlands	5.9%	8,969	1.6%
Spanish Mainland	5.1%	7,764	0.5%
Finland	3.8%	5,782	4.0%
France	3.1%	4,681	0.7%
Sweden	2.3%	3,535	1.3%
Austria	2.3%	3,436	2.8%
Others	10.3%	15,642	0.9%
TOTAL	100%	151,784	1.2%



Who do they come with?



	Silver Plus	Total
Unaccompanied	20.2%	10.0%
Only with partner	66.4%	46.1%
Only with children (< 13 years old)	0.2%	4.9%
Partner + children (< 13 years old)	0.0%	7.3%
Other relatives	3.8%	9.9%
Friends	3.1%	7.3%
Work colleagues	0.1%	0.6%
Organized trip	0.0%	0.3%
Other combinations (1)	6.3%	13.7%

(1) Different situations have been isolated

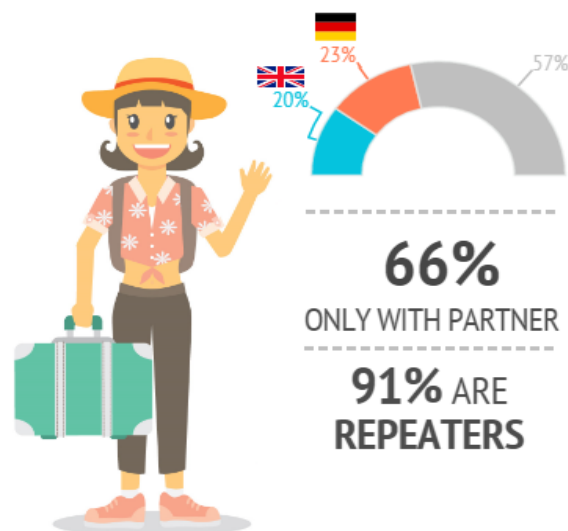
Tourists with children	1.7%	18.0%
- Between 0 and 2 years old	0.0%	1.3%
- Between 3 and 12 years old	1.7%	15.5%
- Between 0-2 and 3-12 years old	0.0%	1.2%
Tourists without children	98.3%	82.0%
Group composition:		
- 1 person	24.1%	12.6%
- 2 people	67.9%	53.9%
- 3 people	3.5%	12.1%
- 4 or 5 people	3.3%	17.3%
- 6 or more people	1.3%	4.1%
Average group size:	1.93	2.60

*People who share the main expenses of the trip

Who are they?



	Silver Plus	Total
Gender		
Men	44.0%	48.4%
Women	56.0%	51.6%
Age		
Average age (tourist > 15 years old)	67.3	45.7
Standard deviation	6.1	16.0
Age range (> 15 years old)		
16 - 24 years old	--	10.4%
25 - 30 years old	--	11.5%
31 - 45 years old	--	29.4%
46 - 60 years old	16.7%	27.2%
Over 60 years old	83.3%	21.5%
Occupation		
Salaried worker	12.2%	57.4%
Self-employed	7.2%	10.8%
Unemployed	0.2%	1.0%
Business owner	3.4%	8.3%
Student	0.9%	4.6%
Retired	73.0%	16.5%
Unpaid domestic work	0.4%	0.6%
Others	2.5%	0.8%
Annual household income level		
Less than €25,000	22.8%	14.3%
€25,000 - €49,999	39.4%	34.3%
€50,000 - €74,999	18.4%	25.4%
More than €74,999	19.4%	26.0%
Education level		
No studies	5.0%	3.6%
Primary education	4.3%	1.7%
Secondary education	27.8%	20.2%
Higher education	62.9%	74.5%



Pictures: Freepik.com

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