

## Tourist profile according to age range (2016)

### Junior (16 - 24 years old)

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



	Junior	Total
Tourist arrivals (> 16 years old)	1,081,523	13,114,359
Average daily expenditure (€)	123.26	135.94
. in their place of residence	84.49	98.03
. in the Canary Islands	38.78	37.90
Average length of stay	8.6	9.4
Turnover per tourist (€)	948	1,141
Total turnover (> 16 years old) (€m)	1,026	14,957
Share of total turnover	6.9%	100%
Share of total tourist	8.2%	100%

#### Expenditure in the Canary Islands per tourist and trip (€) (\*)

	Junior	Total
<b>Accommodation (**):</b>	43.56	47.11
- Accommodation	39.29	40.52
- Additional accommodation expenses	4.26	6.60
<b>Transport:</b>	24.54	26.01
- Public transport	7.29	5.14
- Taxi	7.40	6.94
- Car rental	9.86	13.93
<b>Food and drink:</b>	125.72	148.33
- Food purchases at supermarkets	57.84	63.46
- Restaurants	67.88	84.87
<b>Souvenirs:</b>	54.65	53.88
<b>Leisure:</b>	52.79	34.52
- Organized excursions	18.86	14.95
- Leisure, amusement	7.27	4.55
- Trip to other islands	2.82	1.85
- Sporting activities	6.55	5.11
- Cultural activities	2.07	2.04
- Discos and disco-pubs	15.21	6.01
<b>Others:</b>	11.04	13.91
- Wellness	2.43	3.23
- Medical expenses	0.95	1.69
- Other expenses	7.66	8.99

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



	Junior	Total
The same day they leave	1.1%	0.6%
Between 2 and 7 days	8.3%	6.3%
Between 8 and 15 days	8.8%	7.9%
Between 16 and 30 days	16.5%	14.7%
Between 31 and 90 days	30.3%	34.3%
More than 90 days	34.9%	36.2%

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



	Junior	Total
Flight only	13.9%	8.8%
Flight and accommodation (room only)	24.0%	25.7%
Flight and accommodation (B&B)	7.3%	8.0%
Flight and accommodation (half board)	17.5%	20.4%
Flight and accommodation (full board)	3.6%	4.3%
Flight and accommodation (all inclusive)	33.7%	32.8%
<b>% Tourists using low-cost airlines</b>	58.6%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	9.1%	11.8%
- Sporting activities	8.5%	5.3%
- Excursions	8.2%	5.7%
- Trip to other islands	1.7%	1.6%

#### How do they book?



	Junior	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	32.4%	42.3%
- Tour Operator's website	78.5%	78.8%
<b>Accommodation</b>	13.8%	14.7%
- Accommodation's website	84.6%	83.5%
<b>Travel agency (High street)</b>	24.1%	20.5%
<b>Online Travel Agency (OTA)</b>	18.6%	16.5%
<b>No need to book accommodation</b>	11.1%	6.0%

#### Flight booking

	Junior	Total
<b>Tour Operator</b>	34.6%	44.6%
- Tour Operator's website	78.7%	76.3%
<b>Airline</b>	29.6%	24.8%
- Airline's website	94.8%	96.2%
<b>Travel agency (High street)</b>	21.8%	19.1%
<b>Online Travel Agency (OTA)</b>	14.0%	11.5%

#### Where do they stay?



	Junior	Total
5* Hotel	5.4%	7.1%
4* Hotel	35.5%	39.6%
1-2-3* Hotel	18.0%	14.6%
Apartment	29.0%	31.5%
Property (privately-owned, friends, family)	8.6%	4.6%
Others	3.5%	2.6%

#### Who are they?



Gender	Junior	Total
Percentage of men	42.4%	48.5%
Percentage of women	57.6%	51.5%

#### Age

	Junior	Total
Average age (tourists > 16 years old)	21.2	46.3
Standard deviation	2.1	15.3

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

	Junior	Total
16-24 years old	100.0%	8.2%
25-30 years old	--	11.1%
31-45 years old	--	29.1%
46-60 years old	--	30.9%
Over 60 years old	--	20.7%

#### Occupation

	Junior	Total
Business owner or self-employed	14.6%	23.1%
Upper/Middle management employee	17.8%	36.1%
Auxiliary level employee	18.0%	15.5%
Students	46.5%	5.1%
Retired	0.3%	18.0%
Unemployed / unpaid dom. work	2.8%	2.2%

#### Annual household income level

	Junior	Total
€12,000 - €24,000	42.0%	17.8%
€24,001 - €36,000	21.3%	19.4%
€36,001 - €48,000	11.3%	16.9%
€48,001 - €60,000	8.1%	14.6%
€60,001 - €72,000	6.0%	9.5%
€72,001 - €84,000	3.1%	6.0%
More than €84,000	8.1%	15.8%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Junior tourists	1,081,523	105,806	141,392	318,868	503,878	7,498
- Share by islands	100%	9.8%	13.1%	29.5%	46.6%	0.7%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Junior tourists	8.2%	4.5%	7.4%	8.7%	10.3%	3.4%

Who do they come with?



	Junior	Total
Unaccompanied	12.1%	9.1%
Only with partner	44.5%	47.6%
Only with children (under the age of 13)	0.1%	1.5%
Partner + children (under the age of 13)	1.1%	11.8%
Other relatives	13.8%	6.0%
Friends	15.1%	6.1%
Work colleagues	0.3%	0.3%
Other combinations <sup>(1)</sup>	13.0%	17.5%

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

How do they rate the destination?



Impression of their stay	Junior	Total
Good or very good (% tourists)	94.3%	94.1%
Average rating (scale 1-10)	8.88	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Junior	Total
Repeat tourists	56.9%	77.3%
In love (at least 10 previous visits)	6.5%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	32.2%	348,375
Germany	21.0%	226,852
Spanish Mainland	10.8%	116,597
Netherlands	6.7%	72,474
Italy	4.2%	45,404
France	2.8%	30,460
Ireland	2.8%	29,936
Switzerland	2.7%	29,098
Sweden	2.2%	24,137
Norway	2.1%	22,428

Why do they choose the Canary Islands?



Aspects influencing the choice	Junior	Total
Climate/sun	87.1%	89.8%
Beaches	46.0%	34.5%
Tranquillity/rest/relaxation	34.6%	36.6%
Scenery	22.3%	21.9%
Visiting new places	18.3%	14.6%
Price	17.1%	12.7%
Nightlife/fun	9.6%	3.8%
Theme parks	6.9%	3.0%
Security	6.4%	11.1%
Active tourism	5.0%	5.1%
Ease of travel	4.6%	8.9%
Quality of the environment	3.8%	6.5%
Nautical activities	3.6%	2.2%
Shopping	3.5%	2.6%
Culture	2.7%	2.6%
Suitable destination for children	1.4%	7.5%

\* Multi-choice question

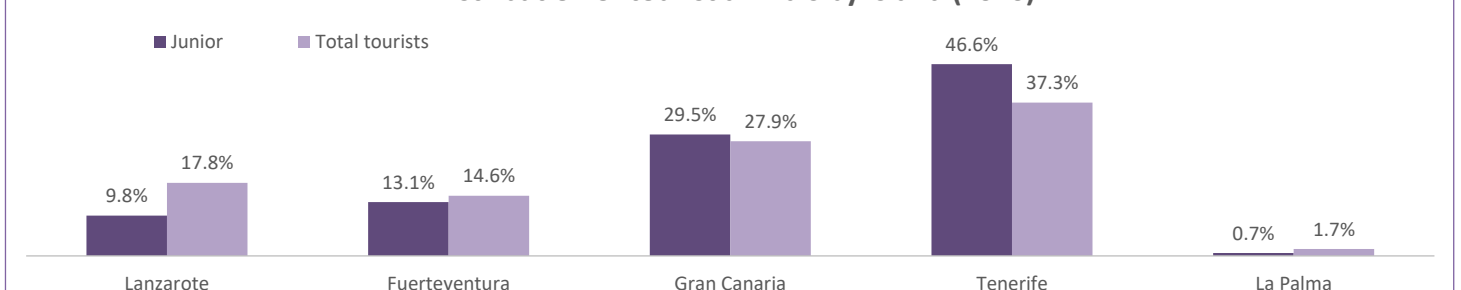
What did motivate them to come?



Aspects motivating the choice	Junior	Total
Previous visits to the Canary Islands	43.2%	64.1%
Recommendation by friends or relatives	52.6%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	1.0%	0.8%
Information in the press/magazines/books	4.0%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	6.7%	8.0%
Recommendation by Travel Agency	14.4%	9.7%
Information obtained via the Internet	33.5%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	6.0%	6.1%

\* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that his/her age was between 16 and 24. (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.