

Tourist profile according to age range (2017)

JUNIOR (16 - 24 YEARS OLD)

How many are they and how much do they spend?



	Junior	Total
Tourist arrivals (> 16 years old)	1,159,243	13,852,616
Average daily expenditure (€)	128.84	140.18
. in their place of residence	89.36	101.15
. in the Canary Islands	39.48	39.03
Average length of stay	8.38	9.17
Turnover per tourist (€)	954	1,155
Total turnover (> 16 years old) (€m)	1,106	15,999
Share of total tourist	8.4%	100%
Share of total turnover	6.9%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	14.6%	13.5%
- Additional accommodation expenses	6.9%	6.3%

Transport:

- Public transport	17.6%	14.5%
- Taxi	23.3%	21.2%
- Car rental	15.2%	19.4%

Food and drink:

- Food purchases at supermarkets	57.5%	55.0%
- Restaurants	55.2%	57.3%

Souvenirs:

	58.2%	53.3%
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Leisure:

- Organized excursions	22.1%	17.7%
- Leisure, amusement	12.7%	8.4%
- Trip to other islands	2.3%	2.3%
- Sporting activities	8.7%	6.1%
- Cultural activities	4.6%	4.4%
- Discos and disco-pubs	14.0%	6.1%

Others:

- Wellness	4.3%	4.9%
- Medical expenses	3.9%	4.0%
- Other expenses	8.0%	9.6%



**+7%
TOURISTS***
1,159,243



**+1%
TRAVEL EXPENSES**
€954



**+8%
TURNOVER**
€1,106 MILL

What do they book at their place of residence?



	Junior	Total
Flight only	12.5%	9.3%
Flight and accommodation (room only)	25.9%	26.9%
Flight and accommodation (B&B)	8.3%	8.3%
Flight and accommodation (half board)	17.1%	19.3%
Flight and accommodation (full board)	3.9%	4.4%
Flight and accommodation (all inclusive)	32.4%	31.9%
% Tourists using low-cost airlines	58.7%	50.8%

Other expenses in their place of residence:

- Car rental	10.2%	12.6%
- Sporting activities	7.4%	5.1%
- Excursions	9.3%	6.2%
- Trip to other islands	2.4%	1.5%

* Tourists over 16 years old.

How do they book?



	Junior	Total
Accommodation booking		
Tour Operator	35.0%	42.4%
- Tour Operator's website	82.7%	80.6%
Accommodation	12.1%	14.6%
- Accommodation's website	83.8%	84.0%
Travel agency (High street)	23.4%	19.3%
Online Travel Agency (OTA)	18.9%	17.3%
No need to book accommodation	10.7%	6.4%

Flight booking

	Junior	Total
Tour Operator	37.4%	44.8%
- Tour Operator's website	79.7%	78.6%
Airline	27.9%	25.8%
- Airline's website	97.4%	97.3%
Travel agency (High street)	20.6%	18.0%
Online Travel Agency (OTA)	14.0%	11.4%

How far in advance do they book their trip?



	Junior	Total
The same day they leave	1.0%	0.5%
Between 2 and 7 days	7.2%	5.9%
Between 8 and 15 days	8.4%	7.4%
Between 16 and 30 days	14.2%	13.4%
Between 31 and 90 days	33.3%	34.6%
More than 90 days	35.9%	38.3%

Who are they?



Gender	Junior	Total
Men	42.6%	48.1%
Women	57.4%	51.9%

Age

Average age (tourists > 16 years old)	21.3	46.9
Standard deviation	2.1	15.5

Age range (> 16 years old)

16-24 years old	100%	8.4%
25-30 years old	--	10.2%
31-45 years old	--	27.9%
46-60 years old	--	31.7%
Over 60 years old	--	21.8%

Occupation

Business owner or self-employed	15.7%	23.8%
Upper/Middle management employee	19.2%	35.2%
Auxiliary level employee	17.3%	15.3%
Students	45.0%	5.0%
Retired	0.2%	18.6%
Unemployed / unpaid dom. work	2.6%	2.1%

Annual household income level

€12,000 - €24,000	41.3%	17.9%
€24,001 - €36,000	18.6%	19.3%
€36,001 - €48,000	12.8%	16.1%
€48,001 - €60,000	9.9%	15.1%
€60,001 - €72,000	5.3%	9.3%
€72,001 - €84,000	3.1%	6.3%
More than €84,000	9.0%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Junior tourists	1,159,243	131,985	123,542	377,973	509,360	13,286
- Share by islands	100%	11.4%	10.7%	32.6%	43.9%	1.1%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Junior tourists	8.4%	5.3%	6.4%	9.7%	9.9%	4.8%

Where do they stay?

	Junior	Total
5* Hotel	5.2%	6.8%
4* Hotel	34.2%	38.4%
1-2-3* Hotel	17.1%	14.4%
Apartment	31.7%	32.4%
Property (privately-owned, friends, family)	8.6%	4.8%
Others	3.3%	3.2%

Who do they come with?

	Junior	Total
Unaccompanied	11.6%	8.7%
Only with partner	44.4%	46.8%
Only with children (under the age of 13)	0.2%	1.7%
Partner + children (under the age of 13)	0.8%	11.9%
Other relatives	15.6%	6.0%
Friends	13.6%	6.1%
Work colleagues	0.3%	0.3%
Other combinations ⁽¹⁾	13.5%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Junior	Total
Good or very good (% tourists)	94.3%	94.0%
Average rating (scale 1-10)	8.86	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Junior	Total
At least 1 previous visit	56.6%	77.3%
At least 10 previous visits	7.4%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	32.1%	372,466
Germany	19.8%	229,241
Spanish Mainland	11.8%	137,012
Netherlands	5.4%	62,792
Italy	4.0%	46,672
Switzerland	3.4%	39,604
Ireland	3.3%	38,399
France	3.2%	37,212
Norway	2.4%	28,297
Others	14.5%	167,548

Why do they choose the Canary Islands?

Aspects influencing the choice	Junior	Total
Climate/sun	84.9%	89.8%
Beaches	45.0%	35.1%
Tranquillity/rest/relaxation	35.3%	37.2%
Scenery	23.7%	22.9%
Visiting new places	19.1%	14.7%
Price	17.2%	12.2%
Nightlife/fun	8.9%	3.8%
Theme parks	7.3%	3.1%
Active tourism	5.4%	5.4%
Security	4.5%	9.7%
Ease of travel	4.3%	8.9%
Quality of the environment	3.6%	6.5%
Shopping	3.5%	2.5%
Culture	3.0%	2.7%
Nautical activities	2.6%	2.0%
Suitable destination for children	1.3%	7.6%

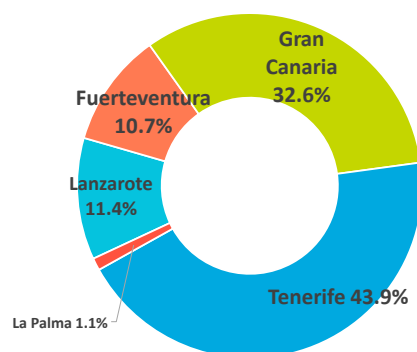
* Multi-choice question

What did motivate them to come?

Prescription sources	Junior	Total
Previous visits to the Canary Islands	44.6%	64.9%
Recommendation by friends/relatives	51.2%	35.0%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	1.3%	1.0%
Information in press/magazines/books	3.8%	3.8%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	6.0%	7.2%
Recommendation by Travel Agency	13.3%	9.3%
Information obtained via the Internet	33.8%	25.5%
Senior Tourism programme	0.3%	0.2%
Others	5.8%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded. (1) Combination of some groups previously analyzed.