

PROFILE OF TOURIST BY AGE RANGE (2019)

JUNIOR (16 - 24 YEARS OLD)

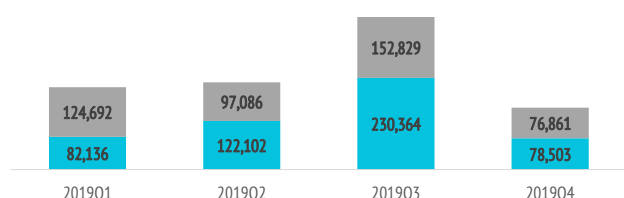
How many are they and how much do they spend?



	Junior	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	964,573	13,271,035
- book holiday package	513,105	7,426,022
- do not book holiday package	451,468	5,845,014
- % tourists who book holiday package	53.2%	56.0%
Share of total tourist	7.3%	100%

JUNIOR TOURISTS

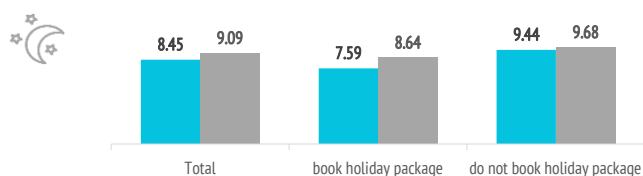
do not book holiday package book holiday package



	Junior	Total
Expenditure per tourist (€)	839	1,136
- book holiday package	969	1,268
- holiday package	762	1,031
- others	207	237
- do not book holiday package	692	967
- flight	207	263
- accommodation	178	321
- others	307	383
Average length of stay	8.45	9.09
- book holiday package	7.59	8.64
- do not book holiday package	9.44	9.68
Average daily expenditure (€)	111.2	138.9
- book holiday package	132.4	155.4
- do not book holiday package	87.1	117.9
Total turnover (> 15 years old) (€m)	809	15,070
- book holiday package	497	9,416
- do not book holiday package	312	5,655

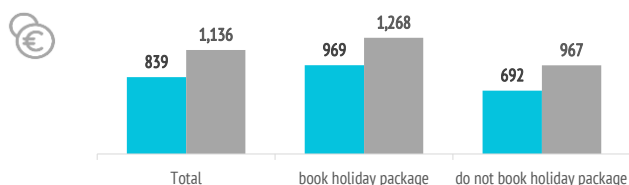
AVERAGE LENGTH OF STAY (nights)

Junior Total



EXPENDITURE PER TOURIST (€)

Junior Total



Importance of each factor in the destination choice



	Junior	Total
Climate	69.6%	78.4%
Safety	50.1%	51.9%
Sea	46.3%	44.4%
Price	44.3%	37.4%
Beaches	43.3%	37.7%
Tranquility	42.5%	47.6%
Accommodation supply	40.4%	42.9%
Fun possibilities	40.0%	21.1%
Landscapes	33.8%	33.1%
Effortless trip	33.8%	35.2%
Environment	32.7%	33.2%
European belonging	29.6%	36.1%
Authenticity	24.1%	20.3%
Gastronomy	21.6%	23.2%
Nightlife	20.6%	8.0%
Exoticism	20.6%	11.4%
Shopping	15.7%	9.4%
Culture	10.1%	8.0%
Hiking trail network	7.5%	9.6%
Historical heritage	7.2%	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?



	Junior	Total
Rest	43.8%	55.5%
Enjoy family time	9.6%	14.4%
Have fun	26.2%	8.6%
Explore the destination	17.5%	17.8%
Practice their hobbies	1.5%	1.9%
Other reasons	1.4%	1.8%

HAVE FUN



How far in advance do they book their trip?



	Junior	Total
The same day	1.6%	0.7%
Between 1 and 30 days	26.6%	23.8%
Between 1 and 2 months	25.2%	22.8%
Between 3 and 6 months	32.2%	32.7%
More than 6 months	14.4%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

JUNIOR
25.2%



TOTAL
22.8%

Picture: Freepik.com

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.

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

	Junior	Total
Previous visits to the Canary Islands	32.7%	51.9%
Friends or relatives	42.8%	27.1%
Internet or social media	58.1%	54.7%
Mass Media	2.7%	1.6%
Travel guides and magazines	7.7%	8.4%
Travel Blogs or Forums	7.6%	5.7%
Travel TV Channels	0.6%	0.8%
Tour Operator or Travel Agency	21.7%	22.6%
Public administrations or similar	0.5%	0.4%
Others	3.3%	2.4%

* Multi-choise question

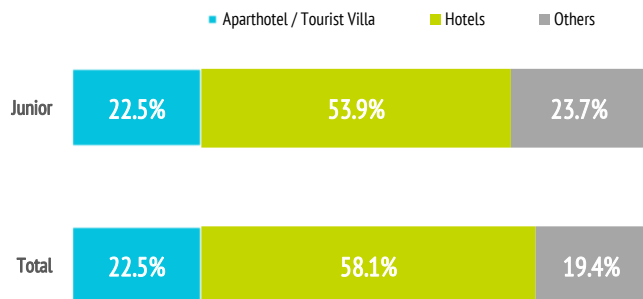
With whom did they book their flight and accommodation? 👁

	Junior	Total
Flight		
- Directly with the airline	45.0%	42.9%
- Tour Operator or Travel Agency	55.0%	57.1%
Accommodation		
- Directly with the accommodation	31.1%	31.5%
- Tour Operator or Travel Agency	68.9%	68.5%

Where do they stay? 🏠

	Junior	Total
1-2-3* Hotel	12.1%	11.5%
4* Hotel	34.8%	37.6%
5* Hotel / 5* Luxury Hotel	6.9%	9.0%
Aparthotel / Tourist Villa	22.5%	22.5%
House/room rented in a private dwelling	5.9%	5.9%
Private accommodation (1)	11.2%	7.2%
Others (Cottage, cruise, camping,...)	6.6%	6.3%

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



What do they book? 🍽

	Junior	Total
Room only	31.0%	27.9%
Bed and Breakfast	12.0%	12.4%
Half board	17.3%	21.2%
Full board	2.7%	3.6%
All inclusive	37.1%	34.9%

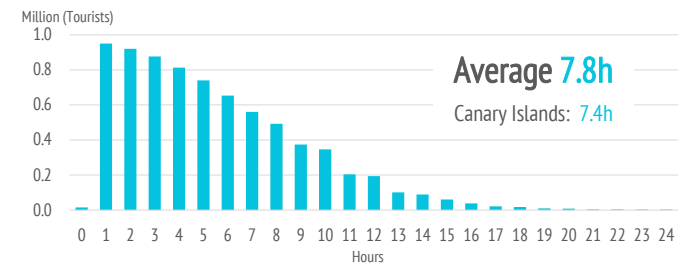
Other expenses 📍

	Junior	Total
Restaurants or cafes	59.0%	59.1%
Supermarkets	57.9%	52.1%
Car rental	20.9%	26.3%
Organized excursions	23.6%	20.6%
Taxi, transfer, chauffeur service	51.9%	50.0%
Theme Parks	11.5%	7.5%
Sport activities	8.7%	5.7%
Museums	3.3%	4.6%
Flights between islands	4.8%	4.4%

Activities in the Canary Islands 🚶

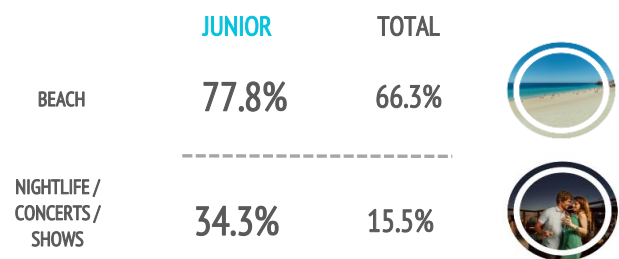
Outdoor time per day	Junior	Total
0 hours	1.6%	2.1%
1 - 2 hours	7.6%	9.8%
3 - 6 hours	32.8%	32.6%
7 - 12 hours	47.6%	47.1%
More than 12 hours	10.5%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Junior	Total
Beach	77.8%	66.3%
Walk, wander	71.4%	69.8%
Swimming pool, hotel facilities	65.1%	58.2%
Explore the island on their own	51.5%	45.2%
Nightlife / concerts / shows	34.3%	15.5%
Taste Canarian gastronomy	25.3%	24.2%
Organized excursions	24.7%	16.9%
Theme parks	24.6%	14.1%
Sport activities	19.5%	13.4%
Sea excursions / whale watching	18.6%	11.1%
Activities at sea	15.5%	10.0%
Wineries / markets / popular festivals	13.3%	11.6%
Nature activities	11.4%	10.4%
Museums / exhibitions	10.6%	10.1%
Beauty and health treatments	6.2%	5.4%
Astronomical observation	6.1%	3.5%

* Multi-choise question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Junior tourists	964,573	139,110	89,811	297,166	425,011	7,526
- Share by islands	100%	14.4%	9.3%	30.8%	44.1%	0.8%
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%
% Junior tourists	7.3%	5.5%	5.4%	8.0%	8.4%	3.2%

How many islands do they visit during their trip?

	Junior	Total
One island	91.1%	91.4%
Two islands	7.5%	7.2%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Junior	Total
Research		
- Tourist package	15.4%	14.8%
- Flights	14.0%	13.0%
- Accommodation	15.9%	16.9%
- Transport	20.8%	15.7%
- Restaurants	33.5%	28.4%
- Excursions	31.1%	26.2%
- Activities	38.1%	30.1%
Book or purchase		
- Tourist package	32.9%	39.4%
- Flights	70.0%	66.7%
- Accommodation	57.8%	57.3%
- Transport	43.9%	47.6%
- Restaurants	11.2%	12.1%
- Excursions	13.2%	13.0%
- Activities	16.4%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Junior	Total
Did not use the Internet	4.1%	8.3%
Used the Internet	95.9%	91.7%
- Own Internet connection	50.7%	37.4%
- Free Wifi connection	30.5%	39.5%
Applications*		
- Search for locations or maps	68.3%	61.7%
- Search for destination info	47.3%	44.8%
- Share pictures or trip videos	69.4%	56.0%
- Download tourist apps	6.1%	7.0%
- Others	16.5%	22.6%

* Multi-choice question

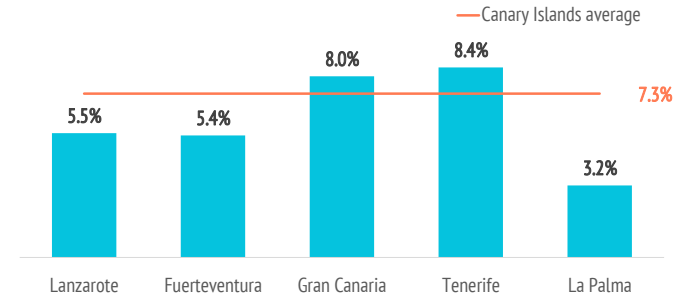


69.4% of junior tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)

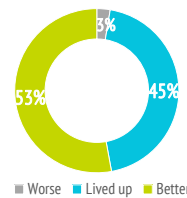


% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Junior	Total
Average rating	8.69	8.70
Experience in the Canary Islands		
Worse or much worse than expected	2.6%	2.3%
Lived up to expectations	44.5%	55.6%
Better or much better than expected	52.9%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.46	8.73
Recommend visiting the Canary Islands	8.84	8.95



Experience in the Canary

8.46/10

Return to the Canary Islands



8.84/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Junior	Total
Repeat tourists	51.5%	72.2%
Repeat tourists (last 5 years)	45.6%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	8.7%	19.5%
At least 10 previous visits	8.2%	18.6%

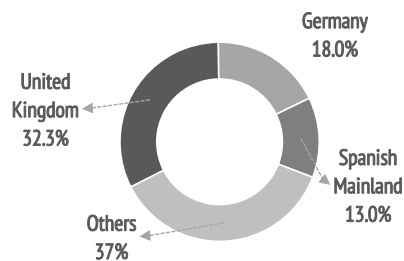
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Where are they from?



	%	Absolute
United Kingdom	32.3%	311,336
Germany	18.0%	173,425
Spanish Mainland	13.0%	125,425
Netherlands	5.1%	49,414
Ireland	4.4%	42,539
Italy	3.6%	34,508
France	3.6%	34,430
Poland	2.7%	25,922
Switzerland	2.3%	22,572
Sweden	2.2%	21,080
Belgium	1.9%	18,313
Norway	1.7%	16,488
Denmark	1.7%	16,428
Finland	1.2%	11,537
Austria	1.0%	9,857
Czech Republic	0.9%	8,335
Russia	0.3%	3,275
Others	4.1%	39,689



Who do they come with?



	Junior	Total
Unaccompanied	11.6%	9.6%
Only with partner	43.6%	48.1%
Only with children (< 13 years old)	0.4%	5.6%
Partner + children (< 13 years old)	0.6%	6.5%
Other relatives	20.8%	9.3%
Friends	14.4%	6.4%
Work colleagues	0.8%	0.5%
Organized trip	0.3%	0.3%
Other combinations ⁽¹⁾	7.5%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	4.3%	17.7%
- Between 0 and 2 years old	0.6%	1.6%
- Between 3 and 12 years old	3.3%	14.8%
- Between 0 -2 and 3-12 years	0.4%	1.4%
Tourists without children	95.7%	82.3%
Group composition:		
- 1 person	16.6%	13.2%
- 2 people	58.0%	55.1%
- 3 people	10.0%	12.0%
- 4 or 5 people	12.4%	16.3%
- 6 or more people	3.0%	3.5%
Average group size:	2.38	2.54

Who are they?



	Junior	Total
Gender		
Men	44.4%	48.6%
Women	55.6%	51.4%
Age		
Average age (tourist > 15 years old)	21.2	47.1
Standard deviation	2.2	15.4
Age range (> 15 years old)		
16 - 24 years old	100%	7.3%
25 - 30 years old	--	10.9%
31 - 45 years old	--	28.0%
46 - 60 years old	--	31.8%
Over 60 years old	--	22.1%
Occupation		
Salaried worker	53.3%	55.0%
Self-employed	7.4%	11.5%
Unemployed	2.1%	1.1%
Business owner	6.3%	9.4%
Student	27.3%	3.5%
Retired	2.4%	17.9%
Unpaid domestic work	0.4%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	37.4%	17.5%
€25,000 - €49,999	33.3%	37.5%
€50,000 - €74,999	14.8%	22.8%
More than €74,999	14.5%	22.2%
Education level		
No studies	5.9%	5.0%
Primary education	2.0%	2.6%
Secondary education	22.7%	23.6%
Higher education	69.3%	68.9%



Pictures: Freepik.com

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