

PROFILE OF TOURIST BY AGE RANGE (2021)

JUNIOR (16 - 24 YEARS OLD)

How many are they and how much do they spend?

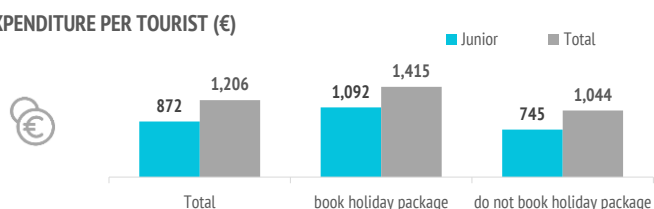


	Junior	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	696,347	5,827,892
- book holiday package	254,264	2,549,012
- do not book holiday package	442,083	3,278,880
- % tourists who book holiday package	36.5%	43.7%
Share of total tourist	11.9%	100%
Expenditure per tourist (€)		
- book holiday package	1,092	1,415
- holiday package	868	1,135
- others	224	280
- do not book holiday package	745	1,044
- flight	180	248
- accommodation	221	369
- others	343	427
Average length of stay	8.85	9.54
- book holiday package	7.70	8.59
- do not book holiday package	9.50	10.28
Average daily expenditure (€)	112.1	144.0
- book holiday package	147.6	172.8
- do not book holiday package	91.7	121.6
Total turnover (> 15 years old) (€m)	607	7,028
- book holiday package	278	3,606
- do not book holiday package	329	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Junior	Total
Didn't have holidays	39.2%	35.7%
Canary Islands	13.4%	17.6%
Other destination	47.4%	46.8%

What other destinations do they consider for this trip?*

	Junior	Total
None	21.8%	29.4%
Canary Islands (other island)	23.7%	25.4%
Other destination	54.5%	45.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	Junior	Total
Climate	68.6%	76.0%
Sea	51.1%	52.0%
Beaches	47.6%	44.6%
Tranquility	45.6%	48.5%
Safety	44.3%	49.0%
Landscapes	40.9%	39.1%
Price	38.2%	32.4%
Fun possibilities	37.5%	22.4%
European belonging	35.6%	40.2%
Environment	34.1%	34.7%
Accommodation supply	33.9%	37.8%
Effortless trip	33.0%	34.9%
Authenticity	26.8%	24.4%
Gastronomy	24.7%	27.9%
Exoticism	20.6%	14.5%
Nightlife	17.9%	8.4%
Shopping	12.9%	8.8%
Culture	10.6%	8.7%
Hiking trail network	10.2%	12.1%
Historical heritage	8.7%	9.1%

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	38.9%	50.7%
Enjoy family time	13.7%	14.0%
Have fun	20.0%	7.3%
Explore the destination	23.5%	23.3%
Practice their hobbies	2.2%	2.6%
Other reasons	1.6%	2.1%

HAVE FUN



How far in advance do they book their trip?



	Junior	Total
The same day	1.7%	1.0%
Between 1 and 30 days	48.1%	42.5%
Between 1 and 2 months	28.8%	26.7%
Between 3 and 6 months	16.2%	18.7%
More than 6 months	5.2%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

JUNIOR
48.1%



TOTAL
42.5%

Picture: Freepik.com

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

	Junior	Total
Previous visits to the Canary Islands	31.4%	45.7%
Friends or relatives	45.0%	30.9%
Internet or social media	57.4%	53.5%
Mass Media	3.6%	2.3%
Travel guides and magazines	7.2%	7.0%
Travel Blogs or Forums	10.3%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	17.8%	19.4%
Public administrations or similar	2.1%	1.9%
Others	3.5%	2.9%

* Multi-choice question

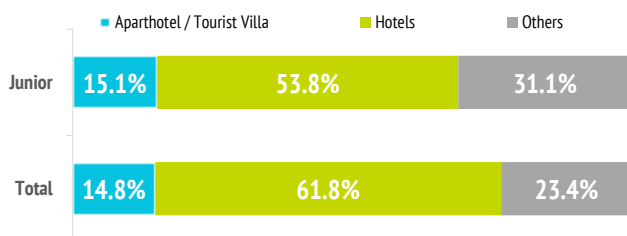
With whom did they book their flight and accommodation? 👁

	Junior	Total
Flight		
- Directly with the airline	57.7%	52.8%
- Tour Operator or Travel Agency	42.3%	47.2%
Accommodation		
- Directly with the accommodation	42.7%	39.9%
- Tour Operator or Travel Agency	57.3%	60.1%

Where do they stay? 🏠

	Junior	Total
1-2-3* Hotel	13.0%	11.5%
4* Hotel	32.9%	39.4%
5* Hotel / 5* Luxury Hotel	7.9%	10.9%
Aparthotel / Tourist Villa	15.1%	14.8%
House/room rented in a private dwelling	8.8%	6.9%
Private accommodation (1)	15.5%	9.9%
Others (Cottage, cruise, camping,...)	6.8%	6.6%

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



What do they book? 🍽

	Junior	Total
Room only	32.8%	28.1%
Bed and Breakfast	13.6%	15.3%
Half board	15.4%	19.5%
Full board	3.3%	3.2%
All inclusive	34.8%	33.8%

32.8% of tourists book room only.

(Canary Islands: 28.1%)

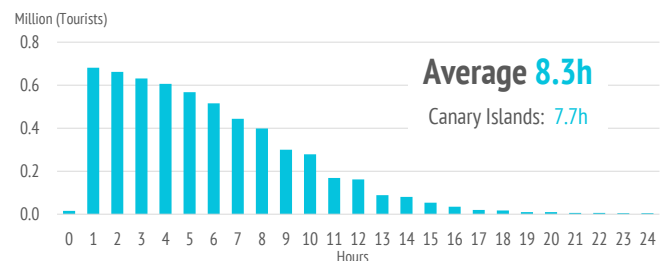
Other expenses 📍

	Junior	Total
Restaurants or cafes	66.8%	66.9%
Supermarkets	59.8%	55.6%
Car rental	33.0%	37.3%
Organized excursions	26.7%	23.7%
Taxi, transfer, chauffeur service	46.1%	46.0%
Theme Parks	14.0%	8.6%
Sport activities	14.0%	9.3%
Museums	3.7%	4.7%
Flights between islands	5.5%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Junior	Total
0 hours	2.2%	2.4%
1 - 2 hours	7.2%	10.0%
3 - 6 hours	27.0%	30.1%
7 - 12 hours	51.0%	47.1%
More than 12 hours	12.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Junior	Total
Beach	83.6%	75.1%
Walk, wander	74.6%	72.2%
Explore the island on their own	59.5%	52.5%
Swimming pool, hotel facilities	57.6%	57.5%
Swim	52.1%	38.8%
Taste Canarian gastronomy	33.9%	30.2%
Nightlife / concerts / shows	25.8%	12.3%
Hiking	23.9%	22.5%
Organized excursions	22.5%	16.0%
Sea excursions / whale watching	20.7%	13.5%
Theme parks	20.4%	12.2%
Other Nature Activities	16.4%	9.5%
Wineries / markets / popular festivals	11.8%	10.0%
Museums / exhibitions	10.9%	10.7%
Practice other sports	10.4%	5.9%
Running	10.0%	7.6%
Surf	8.5%	4.8%
Scuba Diving	8.2%	4.2%
Astronomical observation	7.5%	4.2%
Beauty and health treatments	6.1%	5.6%
Cycling / Mountain bike	3.9%	4.2%
Golf	3.0%	2.3%
Windsurf / Kitesurf	1.9%	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
Junior tourists	696,347	93,090	85,114	198,939	311,132	6,266
- Share by islands	100%	13.4%	12.2%	28.6%	44.7%	0.9%
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%
% Junior tourists	11.9%	9.7%	10.1%	12.9%	13.4%	6.1%

How many islands do they visit during their trip?

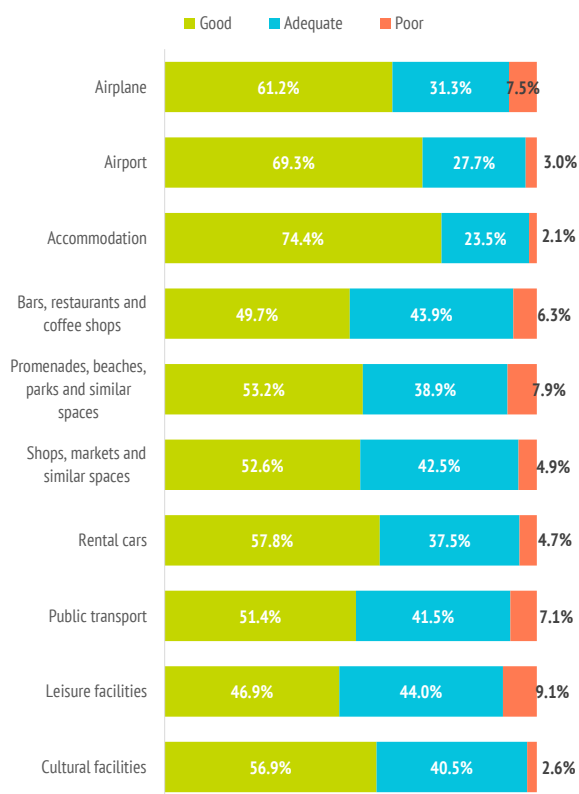
	Junior	Total
One island	91.7%	90.9%
Two islands	7.2%	7.8%
Three or more islands	1.1%	1.3%

Health safety

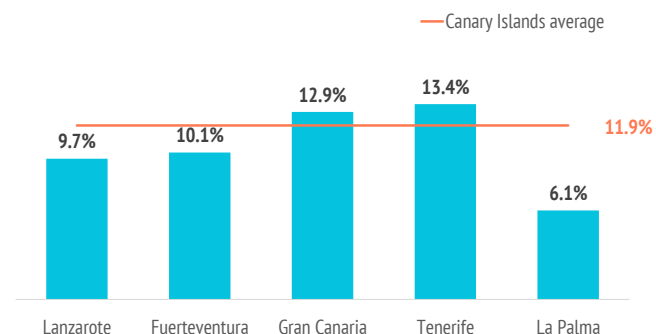
Planning the trip: Importance	Junior	Total
Average rating (scale 0-10)	7.52	7.99

During the stay: Rate	Junior	Total
Average rating (scale 0-10)	8.12	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

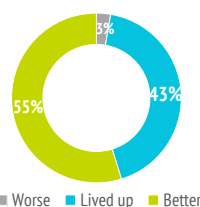


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Junior	Total
Average rating	8.92	8.86

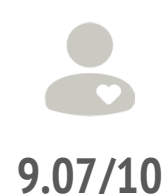
Experience in the Canary Islands	Junior	Total
Worse or much worse than expected	2.7%	2.7%
Lived up to expectations	42.5%	51.4%
Better or much better than expected	54.8%	45.9%

Future intentions (scale 1-10)	Junior	Total
Return to the Canary Islands	8.68	8.86
Recommend visiting the Canary Islands	9.07	9.10



Experience in the Canary Islands

Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

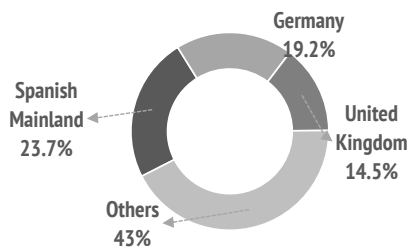
	Junior	Total
Repeat tourists	48.6%	68.0%
Repeat tourists (last 5 years)	43.9%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	8.4%	15.0%
At least 10 previous visits	9.1%	18.3%

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Where are they from?



	%	Absolute
Spanish Mainland	23.7%	164,689
Germany	19.2%	133,750
United Kingdom	14.5%	101,009
Italy	7.3%	51,064
France	6.7%	46,880
Netherlands	6.0%	41,662
Ireland	3.2%	21,980
Poland	3.0%	21,050
Belgium	2.7%	18,507
Denmark	1.5%	10,711
Switzerland	1.5%	10,113
Sweden	1.4%	9,735
Czech Republic	1.2%	8,453
Norway	1.2%	8,205
Finland	0.9%	6,557
Austria	0.8%	5,670
Iceland	0.6%	3,874
Others	4.7%	32,436



Who do they come with?



	Junior	Total
Unaccompanied	14.4%	13.5%
Only with partner	38.5%	48.2%
Only with children (< 13 years old)	0.2%	3.9%
Partner + children (< 13 years old)	0.2%	4.9%
Other relatives	20.2%	8.4%
Friends	16.9%	8.5%
Work colleagues	0.9%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	8.6%	11.5%

(1) Different situations have been isolated

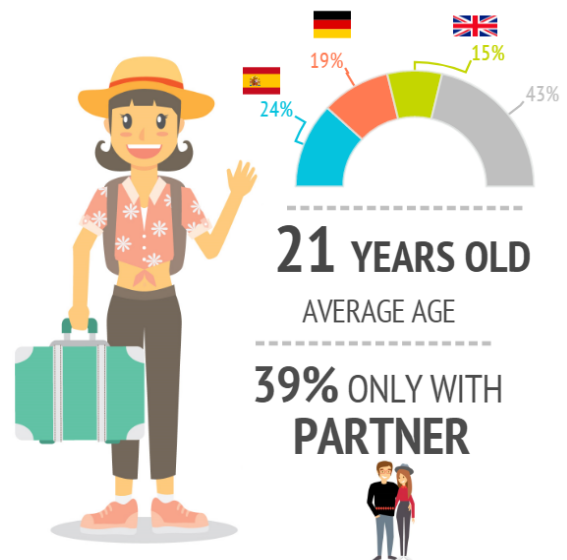
Tourists with children	2.1%	12.5%
- Between 0 and 2 years old	0.4%	1.2%
- Between 3 and 12 years old	1.6%	10.2%
- Between 0 -2 and 3-12 years	0.2%	1.0%
Tourists without children	97.9%	87.5%
Group composition:		
- 1 person	19.1%	16.5%
- 2 people	53.6%	56.7%
- 3 people	11.4%	10.7%
- 4 or 5 people	13.3%	13.6%
- 6 or more people	2.6%	2.5%
Average group size:	2.35	2.37

*People who share the main expenses of the trip

Who are they?



	Junior	Total
Gender		
Men	45.2%	49.6%
Women	54.8%	50.4%
Age		
Average age (tourist > 15 years old)	21.5	43.3
Standard deviation	2.1	15.6
Age range (> 15 years old)		
16 - 24 years old	100%	11.9%
25 - 30 years old	--	14.8%
31 - 45 years old	--	30.2%
46 - 60 years old	--	26.6%
Over 60 years old	--	16.4%
Occupation		
Salaried worker	48.4%	57.8%
Self-employed	6.8%	11.1%
Unemployed	3.0%	1.7%
Business owner	6.7%	10.0%
Student	33.2%	5.9%
Retired	1.0%	12.2%
Unpaid domestic work	0.1%	0.5%
Others	0.6%	0.9%
Annual household income level		
Less than €25,000	35.9%	16.1%
€25,000 - €49,999	34.0%	37.0%
€50,000 - €74,999	17.6%	23.4%
More than €74,999	12.5%	23.5%
Education level		
No studies	2.4%	2.2%
Primary education	1.8%	2.2%
Secondary education	17.8%	18.8%
Higher education	78.0%	76.9%



Pictures: Freepik.com