

Tourist profile according to age range (2016)

Young (25 - 30 years old)

How many are they and how much do they spend?



	Young	Total
Tourist arrivals (> 16 years old)	1,449,202	13,114,359
Average daily expenditure (€)	134.59	135.94
- in their place of residence	92.87	98.03
- in the Canary Islands	41.72	37.90
Average length of stay	7.9	9.4
Turnover per tourist (€)	976	1,141
Total turnover (> 16 years old) (€m)	1,415	14,957
Share of total turnover	9.5%	100%
Share of total tourist	11.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	46.08	47.11
- Accommodation	40.24	40.52
- Additional accommodation expenses	5.84	6.60
Transport:	27.20	26.01
- Public transport	5.35	5.14
- Taxi	6.43	6.94
- Car rental	15.42	13.93
Food and drink:	126.58	148.33
- Food purchases at supermarkets	56.02	63.46
- Restaurants	70.56	84.87
Souvenirs:	46.85	53.88
Leisure:	46.81	34.52
- Organized excursions	18.68	14.95
- Leisure, amusement	6.78	4.55
- Trip to other islands	2.06	1.85
- Sporting activities	6.60	5.11
- Cultural activities	2.26	2.04
- Discos and disco-pubs	10.44	6.01
Others:	13.47	13.91
- Wellness	3.50	3.23
- Medical expenses	0.75	1.69
- Other expenses	9.21	8.99

How far in advance do they book their trip?



	Young	Total
The same day they leave	1.1%	0.6%
Between 2 and 7 days	9.2%	6.3%
Between 8 and 15 days	9.3%	7.9%
Between 16 and 30 days	16.7%	14.7%
Between 31 and 90 days	35.4%	34.3%
More than 90 days	28.3%	36.2%

What do they book at their place of residence?



	Young	Total
Flight only	11.1%	8.8%
Flight and accommodation (room only)	24.3%	25.7%
Flight and accommodation (B&B)	8.9%	8.0%
Flight and accommodation (half board)	18.3%	20.4%
Flight and accommodation (full board)	4.1%	4.3%
Flight and accommodation (all inclusive)	33.3%	32.8%
% Tourists using low-cost airlines	58.5%	48.7%
Other expenses in their place of residence:		
- Car rental	14.0%	11.8%
- Sporting activities	7.0%	5.3%
- Excursions	8.3%	5.7%
- Trip to other islands	2.1%	1.6%

How do they book?



	Young	Total
Accommodation booking		
Tour Operator	32.6%	42.3%
- Tour Operator's website	78.9%	78.8%
Accommodation	14.1%	14.7%
- Accommodation's website	88.7%	83.5%
Travel agency (High street)	21.2%	20.5%
Online Travel Agency (OTA)	24.0%	16.5%
No need to book accommodation	8.1%	6.0%

Flight booking

	Young	Total
Tour Operator	36.1%	44.6%
- Tour Operator's website	77.7%	76.3%
Airline	27.9%	24.8%
- Airline's website	96.2%	96.2%
Travel agency (High street)	19.5%	19.1%
Online Travel Agency (OTA)	16.6%	11.5%

Where do they stay?



	Young	Total
5* Hotel	5.9%	7.1%
4* Hotel	37.9%	39.6%
1-2-3* Hotel	16.6%	14.6%
Apartment	30.1%	31.5%
Property (privately-owned, friends, family)	6.5%	4.6%
Others	3.0%	2.6%

Who are they?



	Young	Total
Gender		
Percentage of men	47.8%	48.5%
Percentage of women	52.2%	51.5%

	Young	Total
Age		
Average age (tourists > 16 years old)	27.5	46.3
Standard deviation	1.8	15.3

	Young	Total
Age range (> 16 years old)		
16-24 years old	--	8.2%
25-30 years old	100.0%	11.1%
31-45 years old	--	29.1%
46-60 years old	--	30.9%
Over 60 years old	--	20.7%

	Young	Total
Occupation		
Business owner or self-employed	22.5%	23.1%
Upper/Middle management employee	43.8%	36.1%
Auxiliary level employee	22.1%	15.5%
Students	8.5%	5.1%
Retired	0.4%	18.0%
Unemployed / unpaid dom. work	2.8%	2.2%

	Young	Total
Annual household income level		
€12,000 - €24,000	28.3%	17.8%
€24,001 - €36,000	22.6%	19.4%
€36,001 - €48,000	16.7%	16.9%
€48,001 - €60,000	12.7%	14.6%
€60,001 - €72,000	7.5%	9.5%
€72,001 - €84,000	4.0%	6.0%
More than €84,000	8.2%	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
Young tourists	1,449,202	172,305	228,873	354,051	668,001	16,796
- Share by islands	100%	11.9%	15.8%	24.4%	46.1%	1.2%
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%
% Young tourists	11.1%	7.4%	12.0%	9.7%	13.7%	7.6%

Who do they come with?



	Young	Total
Unaccompanied	10.0%	9.1%
Only with partner	52.2%	47.6%
Only with children (under the age of 13)	0.8%	1.5%
Partner + children (under the age of 13)	6.2%	11.8%
Other relatives	8.8%	6.0%
Friends	11.0%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	10.4%	17.5%

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

How do they rate the destination?



Impression of their stay	Young	Total
Good or very good (% tourists)	93.2%	94.1%
Average rating (scale 1-10)	8.84	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Young	Total
Repeat tourists	57.8%	77.3%
In love (at least 10 previous visits)	6.9%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	28.2%	409,155
Germany	20.8%	301,768
Spanish Mainland	14.8%	215,016
Italy	4.9%	71,134
Netherlands	4.1%	59,894
France	3.8%	54,985
Ireland	2.7%	39,179
Belgium	2.3%	33,622
Switzerland	2.2%	31,933
Poland	2.0%	29,402

Why do they choose the Canary Islands?



Aspects influencing the choice	Young	Total
Climate/sun	86.9%	89.8%
Beaches	41.0%	34.5%
Tranquillity/rest/relaxation	33.3%	36.6%
Scenery	22.5%	21.9%
Visiting new places	18.1%	14.6%
Price	17.3%	12.7%
Security	8.2%	11.1%
Active tourism	6.2%	5.1%
Nightlife/fun	5.9%	3.8%
Ease of travel	5.6%	8.9%
Quality of the environment	4.8%	6.5%
Theme parks	4.6%	3.0%
Suitable destination for children	3.8%	7.5%
Nautical activities	3.6%	2.2%
Culture	3.0%	2.6%
Shopping	1.9%	2.6%

* Multi-choice question

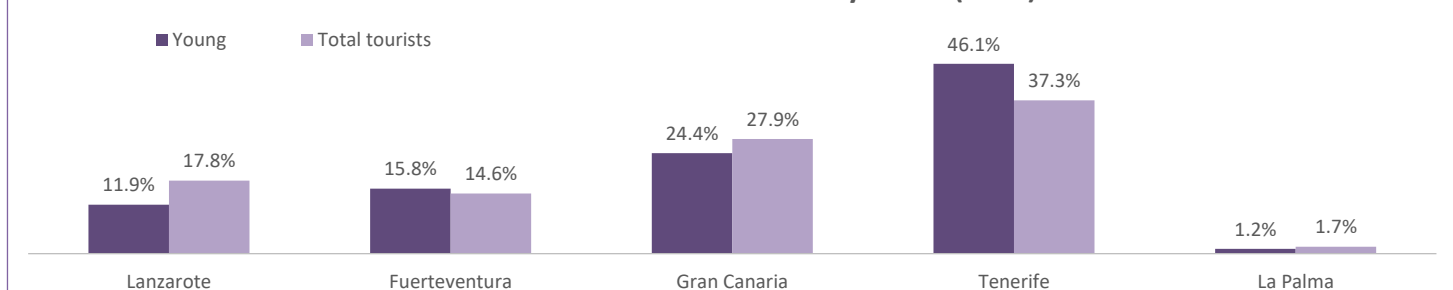
What did motivate them to come?



Aspects motivating the choice	Young	Total
Previous visits to the Canary Islands	44.2%	64.1%
Recommendation by friends or relatives	46.4%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	1.3%	0.8%
Information in the press/magazines/books	4.3%	3.8%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	6.9%	8.0%
Recommendation by Travel Agency	12.4%	9.7%
Information obtained via the Internet	33.6%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	6.4%	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 25 and 30. (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.