

Tourist profile according to age range (2017)

YOUNG (25 - 30 YEARS OLD)

How many are they and how much do they spend?



	Young	Total
Tourist arrivals (> 16 years old)	1,414,412	13,852,616
Average daily expenditure (€)	138.43	140.18
. in their place of residence	94.91	101.15
. in the Canary Islands	43.52	39.03
Average length of stay	7.75	9.17
Turnover per tourist (€)	976	1,155
Total turnover (> 16 years old) (€m)	1,381	15,999
Share of total tourist	10.2%	100%
Share of total turnover	8.6%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	15.3%	13.5%
- Additional accommodation expenses	6.8%	6.3%

Transport:

- Public transport	16.4%	14.5%
- Taxi	19.6%	21.2%
- Car rental	23.1%	19.4%

Food and drink:

- Food purchases at supermarkets	58.5%	55.0%
- Restaurants	58.2%	57.3%

Souvenirs:

	56.0%	53.3%
--	-------	-------

Leisure:

- Organized excursions	21.4%	17.7%
- Leisure, amusement	11.8%	8.4%
- Trip to other islands	2.9%	2.3%
- Sporting activities	8.5%	6.1%
- Cultural activities	5.6%	4.4%
- Discos and disco-pubs	12.5%	6.1%

Others:

- Wellness	4.5%	4.9%
- Medical expenses	4.2%	4.0%
- Other expenses	10.3%	9.6%



**-2%
TOURISTS***
1,414,412



**-0.01%
TRAVEL EXPENSES**
€976



**-2%
TURNOVER**
€1,381 MILL

What do they book at their place of residence?



	Young	Total
Flight only	12.9%	9.3%
Flight and accommodation (room only)	25.7%	26.9%
Flight and accommodation (B&B)	9.3%	8.3%
Flight and accommodation (half board)	16.6%	19.3%
Flight and accommodation (full board)	4.4%	4.4%
Flight and accommodation (all inclusive)	31.1%	31.9%
% Tourists using low-cost airlines	61.6%	50.8%

Other expenses in their place of residence:

- Car rental	15.3%	12.6%
- Sporting activities	7.1%	5.1%
- Excursions	9.3%	6.2%
- Trip to other islands	1.7%	1.5%

* Tourists over 16 years old.

How do they book?



	Young	Total
Accommodation booking		
Tour Operator	32.8%	42.4%
- Tour Operator's website	84.1%	80.6%
Accommodation	14.0%	14.6%
- Accommodation's website	83.9%	84.0%
Travel agency (High street)	18.2%	19.3%
Online Travel Agency (OTA)	25.7%	17.3%
No need to book accommodation	9.3%	6.4%

Flight booking

	Young	Total
Tour Operator	37.0%	44.8%
- Tour Operator's website	82.8%	78.6%
Airline	29.9%	25.8%
- Airline's website	98.2%	97.3%
Travel agency (High street)	16.5%	18.0%
Online Travel Agency (OTA)	16.6%	11.4%

How far in advance do they book their trip?



	Young	Total
The same day they leave	1.0%	0.5%
Between 2 and 7 days	8.2%	5.9%
Between 8 and 15 days	9.4%	7.4%
Between 16 and 30 days	17.0%	13.4%
Between 31 and 90 days	35.4%	34.6%
More than 90 days	29.1%	38.3%

Who are they?



Gender	Young	Total
Men	46.8%	48.1%
Women	53.2%	51.9%

Age

Average age (tourists > 16 years old)	27.6	46.9
Standard deviation	1.7	15.5

Age range (> 16 years old)

16-24 years old	--	8.4%
25-30 years old	100%	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	25.2%	23.8%
Upper/Middle management employee	43.2%	35.2%
Auxiliary level employee	20.7%	15.3%
Students	8.0%	5.0%
Retired	0.2%	18.6%
Unemployed / unpaid dom. work	2.7%	2.1%

Annual household income level

€12,000 - €24,000	28.4%	17.9%
€24,001 - €36,000	24.6%	19.3%
€36,001 - €48,000	15.2%	16.1%
€48,001 - €60,000	11.6%	15.1%
€60,001 - €72,000	6.8%	9.3%
€72,001 - €84,000	4.7%	6.3%
More than €84,000	8.8%	16.0%

Tourist profile according to age range (2017)

YOUNG (25 - 30 YEARS OLD)

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Young tourists	1,414,412	186,776	187,794	392,221	623,042	17,041
- Share by islands	100%	13.2%	13.3%	27.7%	44.0%	1.2%
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%
% Young tourists	10.2%	7.5%	9.7%	10.1%	12.1%	6.1%

Where do they stay?

	Young	Total
5* Hotel	6.4%	6.8%
4* Hotel	36.1%	38.4%
1-2-3* Hotel	15.0%	14.4%
Apartment	30.4%	32.4%
Property (privately-owned, friends, family)	7.7%	4.8%
Others	4.4%	3.2%

Who do they come with?

	Young	Total
Unaccompanied	11.3%	8.7%
Only with partner	53.1%	46.8%
Only with children (under the age of 13)	0.9%	1.7%
Partner + children (under the age of 13)	5.3%	11.9%
Other relatives	8.2%	6.0%
Friends	10.2%	6.1%
Work colleagues	0.4%	0.3%
Other combinations ⁽¹⁾	10.6%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Young	Total
Good or very good (% tourists)	92.6%	94.0%
Average rating (scale 1-10)	8.85	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Young	Total
At least 1 previous visit	58.8%	77.3%
At least 10 previous visits	5.6%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	27.9%	394,699
Germany	20.6%	291,393
Spanish Mainland	15.7%	221,521
Italy	4.7%	65,942
Poland	3.9%	54,646
Netherlands	3.6%	51,619
France	3.3%	47,170
Ireland	2.6%	36,646
Switzerland	2.6%	36,543
Others	15.1%	214,233

Why do they choose the Canary Islands?

Aspects influencing the choice	Young	Total
Climate/sun	85.8%	89.8%
Beaches	42.5%	35.1%
Tranquillity/rest/relaxation	33.7%	37.2%
Scenery	25.8%	22.9%
Visiting new places	16.5%	14.7%
Price	16.3%	12.2%
Active tourism	7.2%	5.4%
Security	7.1%	9.7%
Ease of travel	6.0%	8.9%
Nightlife/fun	5.8%	3.8%
Theme parks	5.1%	3.1%
Quality of the environment	4.6%	6.5%
Suitable destination for children	3.9%	7.6%
Nautical activities	3.3%	2.0%
Culture	2.8%	2.7%
Shopping	1.7%	2.5%

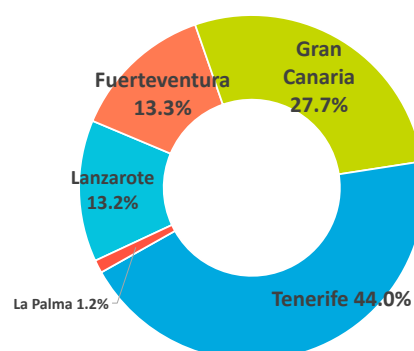
* Multi-choice question

What did motivate them to come?

Prescription sources	Young	Total
Previous visits to the Canary Islands	45.1%	64.9%
Recommendation by friends/relatives	48.9%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	1.2%	1.0%
Information in press/magazines/books	4.0%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	5.3%	7.2%
Recommendation by Travel Agency	10.0%	9.3%
Information obtained via the Internet	34.5%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	6.8%	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 25 and 30.

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.