PROFILE OF TOURIST BY AGE RANGE (2018)
YOUNG (25 - 30 YEARS OLD)

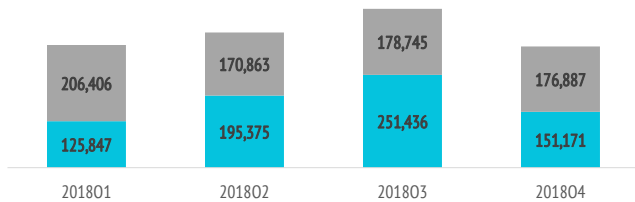Canary Islands — LATITUDE OF LIFE

How many are they and how much do they spend?

	Young	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**1,456,732**	**13,485,651**
- book holiday package	723,830	7,848,516
- do not book holiday package	732,901	5,637,135
- % tourists who book holiday package	49.7%	58.2%
Share of total tourist	10.8%	100%

YOUNG TOURISTS

■ do not book holiday package ■ book holiday package

	201801	201802	201803	201804
do not book holiday package	206,406	170,863	178,745	176,887
book holiday package	125,847	195,375	251,436	151,171

	Young	Total
Expenditure per tourist (€)	**923**	**1,196**
- book holiday package	1,093	1,309
- holiday package	858	1,064
- others	235	246
- do not book holiday package	756	1,037
- flight	215	288
- accommodation	225	350
- others	317	399
Average lenght of stay	**8.00**	**9.32**
- book holiday package	7.66	8.66
- do not book holiday package	8.34	10.23
Average daily expenditure (€)	**123.6**	**143.6**
- book holiday package	144.3	159.8
- do not book holiday package	103.1	121.0
Total turnover (> 15 years old) (€m)	**1,345**	**16,124**
- book holiday package	791	10,277
- do not book holiday package	554	5,848

AVERAGE LENGHT OF STAY (nights)

■ Young ■ Total

	Total	book holiday package	do not book holiday package
Young	8.00	7.66	8.34
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ Young ■ Total

	Total	book holiday package	do not book holiday package
Young	923	1,093	756
Total	1,196	1,309	1,037

Importance of each factor in the destination choice

	Young	Total
Climate	74.9%	78.1%
Sea	48.0%	43.3%
Safety	48.0%	51.4%
Tranquility	45.0%	46.2%
Beaches	42.9%	37.1%
Price	40.1%	36.5%
Landscapes	37.2%	31.6%
Accommodation supply	36.2%	41.7%
Effortless trip	33.7%	34.8%
Environment	32.0%	30.6%
European belonging	31.2%	35.8%
Fun possibilities	28.9%	20.7%
Gastronomy	23.5%	22.6%
Authenticity	22.7%	19.1%
Exoticism	16.6%	10.5%
Nightlife	11.4%	7.5%
Shopping	9.8%	9.6%
Culture	9.4%	7.3%
Hiking trail network	9.3%	9.0%
Historical heritage	7.0%	7.1%

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?

	Young	Total
Rest	47.9%	55.1%
Enjoy family time	10.2%	14.7%
Have fun	14.8%	7.8%
Explore the destination	23.2%	18.5%
Practice their hobbies	2.3%	1.8%
Other reasons	1.7%	2.1%

HAVE FUN

Young	14.8%
Total	7.8%

How far in advance do they book their trip?

	Young	Total
The same day	1.0%	0.7%
Between 1 and 30 days	30.7%	23.2%
Between 1 and 2 months	26.9%	23.0%
Between 3 and 6 months	29.1%	32.4%
More than 6 months	12.3%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

YOUNG	TOTAL
30.7%	23.2%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. 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.

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

	Young	Total
Previous visits to the Canary Islands	33.1%	50.9%
Friends or relatives	42.3%	27.8%
Internet or social media	62.4%	56.1%
Mass Media	2.0%	1.7%
Travel guides and magazines	9.8%	9.5%
Travel Blogs or Forums	10.0%	5.4%
Travel TV Channels	0.5%	0.7%
Tour Operator or Travel Agency	22.2%	24.7%
Public administrations or similar	0.3%	0.4%
Others	3.4%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation?

	Young	Total
Flight		
- Directly with the airline	45.9%	39.5%
- Tour Operator or Travel Agency	54.1%	60.5%
Accommodation		
- Directly with the accommodation	33.4%	28.8%
- Tour Operator or Travel Agency	66.6%	71.2%

Where do they stay?

	Young	Total
1-2-3* Hotel	12.4%	12.8%
4* Hotel	35.0%	37.7%
5* Hotel / 5* Luxury Hotel	6.2%	6.8%
Aparthotel / Tourist Villa	19.5%	23.6%
House/room rented in a private dwelling	9.0%	5.3%
Private accommodation (1)	10.1%	7.0%
Others (Cottage, cruise, camping,..)	7.9%	6.8%

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

Legend: ■ Aparthotel / Tourist Villa ■ Hotels ■ Others

	Aparthotel / Tourist Villa	Hotels	Others
Young	19.5%	53.5%	27.0%
Total	23.6%	57.3%	19.1%
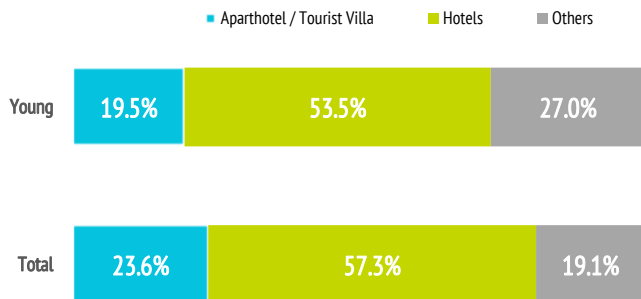
What do they book?

	Young	Total
Room only	31.6%	28.8%
Bed and Breakfast	13.5%	11.7%
Half board	19.2%	22.4%
Full board	1.7%	3.0%
All inclusive	34.0%	34.1%

Other expenses

	Young	Total
Restaurants or cafes	66.9%	63.2%
Supermarkets	63.0%	55.9%
Car rental	31.8%	26.6%
Organized excursions	26.6%	21.8%
Taxi, transfer, chauffeur service	48.6%	51.7%
Theme Parks	11.2%	8.8%
Sport activities	9.8%	6.4%
Museums	5.5%	5.0%
Flights between islands	6.6%	4.8%

Activities in the Canary Islands

Outdoor time per day	Young	Total
0 hours	1.9%	2.2%
1 - 2 hours	8.2%	10.0%
3 - 6 hours	27.4%	32.6%
7 - 12 hours	49.5%	46.5%
More than 12 hours	13.0%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION

Average 8.1h
Canary Islands: 7.4h
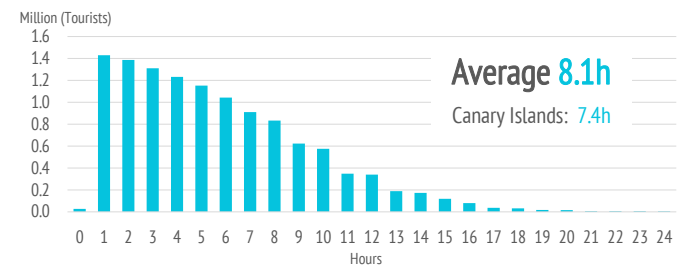
Activities in the Canary Islands	Young	Total
Beach	78.5%	68.0%
Walk, wander	73.8%	71.0%
Explore the island on their own	57.5%	46.5%
Swimming pool, hotel facilities	57.4%	58.9%
Taste Canarian gastronomy	31.1%	25.4%
Nightlife / concerts / shows	23.7%	15.5%
Theme parks	21.4%	15.5%
Organized excursions	21.2%	17.9%
Sport activities	18.6%	14.3%
Sea excursions / whale watching	15.9%	11.3%
Wineries / markets / popular festivals	13.3%	12.0%
Nature activities	12.6%	10.0%
Activities at sea	11.5%	9.8%
Museums / exhibitions	11.1%	9.8%
Beauty and health treatments	6.4%	5.7%
Astronomical observation	5.4%	3.4%

* Multi-choise question

	YOUNG	TOTAL
BEACH	78.5%	68.0%
EXPLORE THE ISLAND ON THEIR OWN	57.5%	46.5%

Canary Islands
LATITUDE OF LIFE
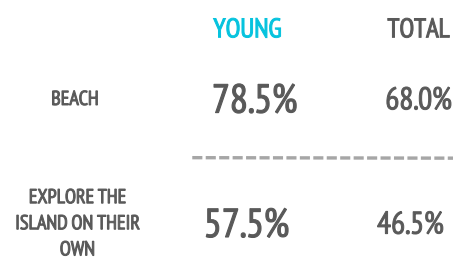
Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Young tourists	1,456,732	196,281	186,429	406,975	646,270	14,640
- Share by islands	100%	13.5%	12.8%	27.9%	44.4%	1.0%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Young tourists	11.0%	8.1%	10.2%	11.0%	13.2%	6.0%

How many islands do they visit during their trip?

	Young	Total
One island	89.2%	90.9%
Two islands	9.2%	7.7%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	Young	Total
Research		
- Tourist package	14.7%	15.4%
- Flights	12.3%	13.0%
- Accommodation	16.0%	17.7%
- Transport	18.3%	15.6%
- Restaurants	33.0%	27.0%
- Excursions	32.5%	26.3%
- Activities	39.0%	31.0%
Book or purchase		
- Tourist package	31.1%	38.1%
- Flights	67.7%	64.4%
- Accommodation	56.7%	54.5%
- Transport	42.9%	44.7%
- Restaurants	9.5%	10.5%
- Excursions	13.2%	11.4%
- Activities	14.2%	12.5%

* Multi-choise question

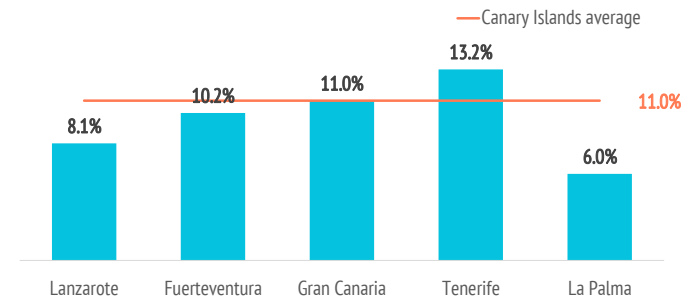| Internet usage in the Canary Islands	Young	Total
Did not use the Internet	**5.5%**	**9.8%**
Used the Internet	**94.5%**	**90.2%**
- Own Internet connection	52.4%	36.5%
- Free Wifi connection	29.9%	41.1%
Applications*		
- Search for locations or maps	75.1%	60.7%
- Search for destination info	54.4%	44.7%
- Share pictures or trip videos	65.4%	55.6%
- Download tourist apps	6.2%	6.5%
- Others	13.0%	23.9%

* Multi-choise question

65.4% of young tourists share pictures or trip videos during their stay in the Canary Islands

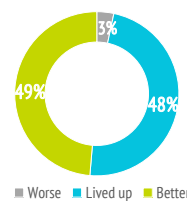(Canary Islands: 55.6%)

% TOURISTS BY ISLANDS

— Canary Islands average

Lanzarote	8.1%	
Fuerteventura	10.2%	
Gran Canaria	11.0%	
Tenerife	13.2%	
La Palma	6.0%	

11.0%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Young	Total
Average rating	8.61	8.58

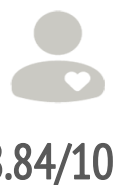| Experience in the Canary Islands	Young	Total
Worse or much worse than expected	3.3%	2.9%
Lived up to expectations	48.0%	57.4%
Better or much better than expected	48.6%	39.7%

Future intentions (scale 1-10)	Young	Total
Return to the Canary Islands	8.46	8.60
Recommend visiting the Canary Islands	8.84	8.86

3%
49%
48%

■ Worse ■ Lived up ■ Better

8.46/10

Experience in the Canary

8.84/10

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Young	Total
Repeat tourists	**51.8%**	**71.0%**
Repeat tourists (last 5 years)	46.6%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	8.2%	18.4%
At least 10 previous visits	**8.0%**	**17.8%**

PROFILE OF TOURIST BY AGE RANGE (2018)
YOUNG (25 - 30 YEARS OLD)

Canary Islands *LATITUDE of LIFE*

Where are they from? 🌐

	%	Absolute
United Kingdom	26.5%	386,060
Germany	22.3%	324,328
Spanish Mainland	14.9%	216,964
Poland	4.6%	66,376
Netherlands	4.4%	64,712
Italy	4.3%	62,966
France	3.8%	55,678
Switzerland	2.6%	37,280
Ireland	2.5%	37,118
Belgium	2.3%	33,186
Norway	1.6%	22,607
Sweden	1.3%	19,355
Denmark	1.1%	15,564
Finland	0.8%	12,300
Russia	0.8%	12,299
Czech Republic	0.8%	11,526
Austria	0.7%	10,883
Others	4.6%	67,529

Germany 22.3%

United Kingdom 26.5%

Spanish Mainland 14.9%

Others 36%
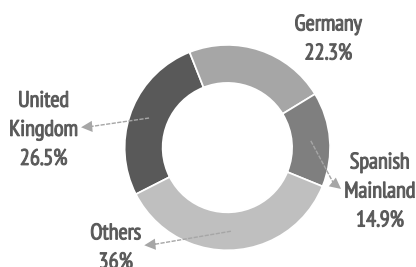
Who do they come with? 👪

	Young	Total
Unaccompanied	11.8%	8.9%
Only with partner	50.9%	47.4%
Only with children (< 13 years old)	2.0%	5.9%
Partner + children (< 13 years old)	3.8%	7.2%
Other relatives	10.7%	9.0%
Friends	11.1%	6.3%
Work colleagues	1.0%	0.5%
Organized trip	0.2%	0.2%
Other combinations [1]	8.4%	14.6%
(1) Different situations have been isolated		
Tourists with children	**9.2%**	**19.3%**
- Between 0 and 2 years old	3.4%	1.8%
- Between 3 and 12 years old	4.6%	15.8%
- Between 0 -2 and 3-12 years	1.3%	1.6%
Tourists without children	**90.8%**	**80.7%**
Group composition:		
- 1 person	17.0%	12.4%
- 2 people	60.9%	54.1%
- 3 people	9.3%	12.6%
- 4 or 5 people	10.1%	17.1%
- 6 or more people	2.7%	3.8%
Average group size:	**2.29**	**2.58**

Who are they? 👥

	Young	Total
Gender		
Men	47.2%	48.2%
Women	52.8%	51.8%
Age		
Average age (tourist > 15 years old)	27.5	46.7
Standard deviation	1.7	15.3
Age range (> 15 years old)		
16 - 24 years old	--	7.7%
25 - 30 years old	100.0%	10.8%
31 - 45 years old	--	28.6%
46 - 60 years old	--	31.3%
Over 60 years old	--	21.5%
Occupation		
Salaried worker	70.7%	55.5%
Self-employed	9.5%	11.0%
Unemployed	2.2%	1.1%
Business owner	8.6%	9.2%
Student	6.0%	4.2%
Retired	2.0%	17.3%
Unpaid domestic work	0.5%	0.9%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	25.4%	17.0%
€25,000 - €49,999	41.9%	36.5%
€50,000 - €74,999	20.3%	25.0%
More than €74,999	12.4%	21.5%
Education level		
No studies	4.3%	4.8%
Primary education	1.2%	2.8%
Secondary education	14.1%	23.1%
Higher education	80.5%	69.3%

🇬🇧 27% 🇩🇪 22% 51%

28 YEARS OLD
AVERAGE AGE
51% ONLY WITH **PARTNER**

Pictures: Freepik.com