

PROFILE OF TOURIST BY AGE RANGE (2019)

YOUNG (25 - 30 YEARS OLD)

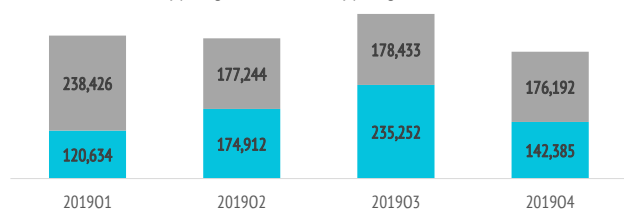
How many are they and how much do they spend?



	Young	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	1,443,478	13,271,035
- book holiday package	673,183	7,426,022
- do not book holiday package	770,295	5,845,014
- % tourists who book holiday package	46.6%	56.0%
Share of total tourist	10.9%	100%

YOUNG TOURISTS

do not book holiday package (grey) | book holiday package (blue)



	Young	Total
Expenditure per tourist (€)	855	1,136
- book holiday package	1,043	1,268
- holiday package	822	1,031
- others	221	237
- do not book holiday package	690	967
- flight	190	263
- accommodation	212	321
- others	288	383
Average length of stay	7.61	9.09
- book holiday package	7.62	8.64
- do not book holiday package	7.60	9.68
Average daily expenditure (€)	119.9	138.9
- book holiday package	141.4	155.4
- do not book holiday package	101.2	117.9
Total turnover (> 15 years old) (€m)	1,234	15,070
- book holiday package	702	9,416
- do not book holiday package	532	5,655

AVERAGE LENGTH OF STAY (nights)

Young (blue) | Total (grey)



EXPENDITURE PER TOURIST (€)

Young (blue) | Total (grey)



Importance of each factor in the destination choice



	Young	Total
Climate	75.8%	78.4%
Safety	48.4%	51.9%
Sea	46.8%	44.4%
Tranquility	45.4%	47.6%
Beaches	42.6%	37.7%
Price	41.1%	37.4%
Landscapes	38.2%	33.1%
Accommodation supply	36.6%	42.9%
Environment	34.6%	33.2%
Effortless trip	32.3%	35.2%
European belonging	31.9%	36.1%
Fun possibilities	29.7%	21.1%
Authenticity	24.3%	20.3%
Gastronomy	23.1%	23.2%
Exoticism	17.7%	11.4%
Nightlife	12.6%	8.0%
Shopping	10.4%	9.4%
Hiking trail network	10.0%	9.6%
Culture	9.3%	8.0%
Historical heritage	8.4%	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?



	Young	Total
Rest	45.6%	55.5%
Enjoy family time	11.3%	14.4%
Have fun	17.1%	8.6%
Explore the destination	22.0%	17.8%
Practice their hobbies	1.9%	1.9%
Other reasons	2.0%	1.8%

HAVE FUN



How far in advance do they book their trip?



	Young	Total
The same day	1.4%	0.7%
Between 1 and 30 days	29.5%	23.8%
Between 1 and 2 months	26.5%	22.8%
Between 3 and 6 months	29.1%	32.7%
More than 6 months	13.6%	20.0%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

YOUNG
29.5%



TOTAL
23.8%

Picture: Freepik.com

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.

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

	Young	Total
Previous visits to the Canary Islands	34.6%	51.9%
Friends or relatives	41.7%	27.1%
Internet or social media	62.3%	54.7%
Mass Media	1.8%	1.6%
Travel guides and magazines	8.7%	8.4%
Travel Blogs or Forums	10.5%	5.7%
Travel TV Channels	0.7%	0.8%
Tour Operator or Travel Agency	17.3%	22.6%
Public administrations or similar	0.6%	0.4%
Others	2.9%	2.4%

* Multi-choise question

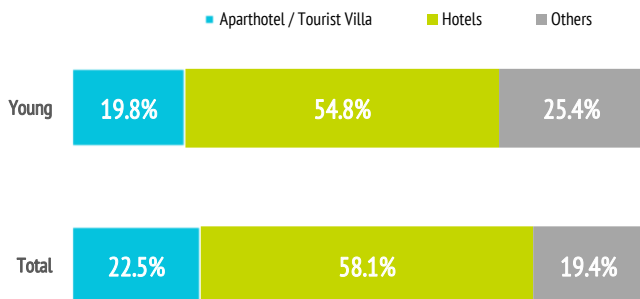
With whom did they book their flight and accommodation? 👁

	Young	Total
Flight		
- Directly with the airline	50.3%	42.9%
- Tour Operator or Travel Agency	49.7%	57.1%
Accommodation		
- Directly with the accommodation	36.7%	31.5%
- Tour Operator or Travel Agency	63.3%	68.5%

Where do they stay? 🏠

	Young	Total
1-2-3* Hotel	11.8%	11.5%
4* Hotel	35.4%	37.6%
5* Hotel / 5* Luxury Hotel	7.7%	9.0%
Aparthotel / Tourist Villa	19.8%	22.5%
House/room rented in a private dwelling	9.0%	5.9%
Private accommodation (1)	9.7%	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? 🍽

	Young	Total
Room only	31.0%	27.9%
Bed and Breakfast	13.9%	12.4%
Half board	17.2%	21.2%
Full board	2.7%	3.6%
All inclusive	35.2%	34.9%

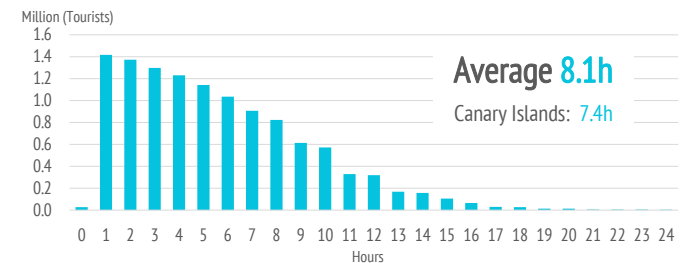
Other expenses 📍

	Young	Total
Restaurants or cafes	62.2%	59.1%
Supermarkets	55.6%	52.1%
Car rental	31.1%	26.3%
Organized excursions	24.4%	20.6%
Taxi, transfer, chauffeur service	44.1%	50.0%
Theme Parks	10.8%	7.5%
Sport activities	8.5%	5.7%
Museums	4.4%	4.6%
Flights between islands	6.1%	4.4%

Activities in the Canary Islands 🚶

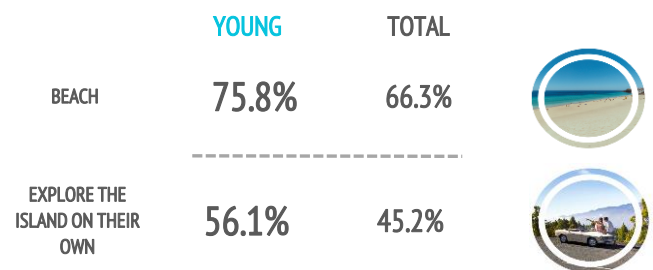
Outdoor time per day	Young	Total
0 hours	1.9%	2.1%
1 - 2 hours	8.2%	9.8%
3 - 6 hours	27.1%	32.6%
7 - 12 hours	51.1%	47.1%
More than 12 hours	11.7%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Young	Total
Beach	75.8%	66.3%
Walk, wander	72.8%	69.8%
Swimming pool, hotel facilities	58.1%	58.2%
Explore the island on their own	56.1%	45.2%
Taste Canarian gastronomy	29.6%	24.2%
Nightlife / concerts / shows	23.8%	15.5%
Organized excursions	21.2%	16.9%
Theme parks	20.7%	14.1%
Sport activities	17.4%	13.4%
Sea excursions / whale watching	16.1%	11.1%
Wineries / markets / popular festivals	13.0%	11.6%
Nature activities	12.4%	10.4%
Activities at sea	11.8%	10.0%
Museums / exhibitions	10.9%	10.1%
Beauty and health treatments	6.5%	5.4%
Astronomical observation	5.0%	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
Young tourists	1,443,478	219,390	144,666	375,634	679,941	14,174
- Share by islands	100%	15.2%	10.0%	26.0%	47.1%	1.0%
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%
% Young tourists	10.9%	8.7%	8.7%	10.2%	13.5%	6.0%

How many islands do they visit during their trip?

	Young	Total
One island	89.3%	91.4%
Two islands	9.4%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Young	Total
Research		
- Tourist package	14.1%	14.8%
- Flights	13.0%	13.0%
- Accommodation	15.4%	16.9%
- Transport	18.5%	15.7%
- Restaurants	35.8%	28.4%
- Excursions	30.2%	26.2%
- Activities	36.4%	30.1%
Book or purchase		
- Tourist package	32.1%	39.4%
- Flights	70.9%	66.7%
- Accommodation	61.3%	57.3%
- Transport	47.2%	47.6%
- Restaurants	12.4%	12.1%
- Excursions	15.8%	13.0%
- Activities	18.1%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Young	Total
Did not use the Internet	4.0%	8.3%
Used the Internet	96.0%	91.7%
- Own Internet connection	55.3%	37.4%
- Free Wifi connection	26.5%	39.5%
Applications*		
- Search for locations or maps	73.8%	61.7%
- Search for destination info	52.4%	44.8%
- Share pictures or trip videos	65.3%	56.0%
- Download tourist apps	6.6%	7.0%
- Others	13.9%	22.6%

* Multi-choice question

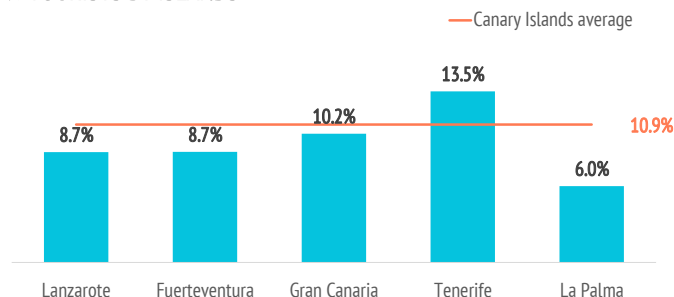


73.8% of young tourists search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)



% TOURISTS BY ISLANDS

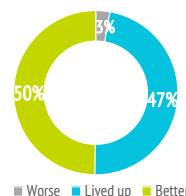


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Young	Total
Average rating	8.69	8.70

Experience in the Canary Islands	Young	Total
Worse or much worse than expected	2.8%	2.3%
Lived up to expectations	47.4%	55.6%
Better or much better than expected	49.8%	42.1%

Future intentions (scale 1-10)	Young	Total
Return to the Canary Islands	8.55	8.73
Recommend visiting the Canary Islands	8.92	8.95



Experience in the Canary

8.55/10

Return to the Canary Islands



8.92/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Young	Total
Repeat tourists	53.1%	72.2%
Repeat tourists (last 5 years)	47.8%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	8.4%	19.5%
At least 10 previous visits	8.1%	18.6%

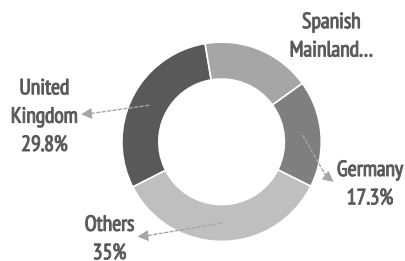
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Where are they from?



	%	Absolute
United Kingdom	29.8%	430,819
Spanish Mainland	17.7%	255,226
Germany	17.3%	250,255
France	4.4%	63,593
Poland	4.2%	60,952
Netherlands	3.7%	53,205
Italy	3.5%	50,365
Ireland	2.7%	39,201
Switzerland	1.9%	27,185
Belgium	1.9%	27,152
Sweden	1.8%	25,457
Norway	1.4%	20,003
Denmark	1.2%	17,026
Czech Republic	0.9%	12,564
Finland	0.8%	11,854
Portugal	0.7%	10,766
Russia	0.7%	10,483
Others	5.4%	77,371



Who do they come with?



	Young	Total
Unaccompanied	12.3%	9.6%
Only with partner	50.8%	48.1%
Only with children (< 13 years old)	2.1%	5.6%
Partner + children (< 13 years old)	3.6%	6.5%
Other relatives	11.5%	9.3%
Friends	11.0%	6.4%
Work colleagues	0.7%	0.5%
Organized trip	0.3%	0.3%
Other combinations ⁽¹⁾	7.8%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	9.1%	17.7%
- Between 0 and 2 years old	2.6%	1.6%
- Between 3 and 12 years old	5.3%	14.8%
- Between 0 -2 and 3-12 years	1.2%	1.4%
Tourists without children	90.9%	82.3%
Group composition:		
- 1 person	17.4%	13.2%
- 2 people	60.3%	55.1%
- 3 people	9.5%	12.0%
- 4 or 5 people	9.8%	16.3%
- 6 or more people	2.9%	3.5%
Average group size:	2.29	2.54

Who are they?



	Young	Total
Gender		
Men	46.7%	48.6%
Women	53.3%	51.4%
Age		
Average age (tourist > 15 years old)	27.6	47.1
Standard deviation	1.7	15.4
Age range (> 15 years old)		
16 - 24 years old	--	7.3%
25 - 30 years old	100%	10.9%
31 - 45 years old	--	28.0%
46 - 60 years old	--	31.8%
Over 60 years old	--	22.1%
Occupation		
Salaried worker	71.6%	55.0%
Self-employed	9.9%	11.5%
Unemployed	2.4%	1.1%
Business owner	8.2%	9.4%
Student	4.8%	3.5%
Retired	2.2%	17.9%
Unpaid domestic work	0.4%	0.8%
Others	0.6%	0.8%
Annual household income level		
Less than €25,000	25.9%	17.5%
€25,000 - €49,999	43.4%	37.5%
€50,000 - €74,999	17.6%	22.8%
More than €74,999	13.1%	22.2%
Education level		
No studies	5.0%	5.0%
Primary education	1.7%	2.6%
Secondary education	15.7%	23.6%
Higher education	77.6%	68.9%



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