

PROFILE OF TOURIST BY AGE RANGE (2021)

YOUNG (25 - 30 YEARS OLD)

How many are they and how much do they spend?



	Young	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	862,813	5,827,892
- book holiday package	290,611	2,549,012
- do not book holiday package	572,202	3,278,880
- % tourists who book holiday package	33.7%	43.7%
Share of total tourist	14.8%	100%
Expenditure per tourist (€)		
- book holiday package	1,148	1,415
- holiday package	908	1,135
- others	240	280
- do not book holiday package	810	1,044
- flight	181	248
- accommodation	275	369
- others	354	427
Average length of stay	8.33	9.54
- book holiday package	7.74	8.59
- do not book holiday package	8.63	10.28
Average daily expenditure (€)	122.1	144.0
- book holiday package	152.7	172.8
- do not book holiday package	106.5	121.6
Total turnover (> 15 years old) (€m)	797	7,028
- book holiday package	334	3,606
- do not book holiday package	463	3,422

Importance of each factor in the destination choice



	Young	Total
Climate	72.1%	76.0%
Sea	53.7%	52.0%
Beaches	47.0%	44.6%
Tranquility	45.4%	48.5%
Landscapes	44.7%	39.1%
Safety	43.8%	49.0%
European belonging	37.2%	40.2%
Environment	36.2%	34.7%
Price	34.5%	32.4%
Effortless trip	33.8%	34.9%
Accommodation supply	31.3%	37.8%
Gastronomy	27.7%	27.9%
Authenticity	27.4%	24.4%
Fun possibilities	25.7%	22.4%
Exoticism	19.4%	14.5%
Hiking trail network	13.0%	12.1%
Culture	8.9%	8.7%
Nightlife	8.8%	8.4%
Historical heritage	7.6%	9.1%
Shopping	7.0%	8.8%

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?

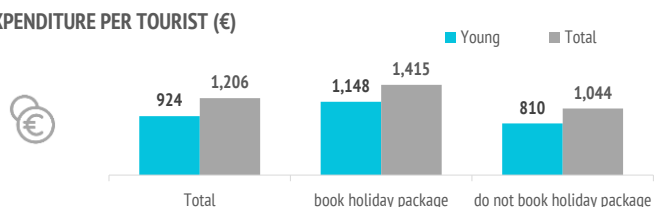


	Young	Total
Rest	43.4%	50.7%
Enjoy family time	11.6%	14.0%
Have fun	9.8%	7.3%
Explore the destination	30.2%	23.3%
Practice their hobbies	2.9%	2.6%
Other reasons	2.1%	2.1%

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



EXPLORE THE DESTINATION



Where did they spend their main holiday last year?*

	Young	Total
Didn't have holidays	33.3%	35.7%
Canary Islands	12.5%	17.6%
Other destination	54.1%	46.8%

What other destinations do they consider for this trip?*

	Young	Total
None	21.3%	29.4%
Canary Islands (other island)	25.5%	25.4%
Other destination	53.1%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Young	Total
The same day	1.8%	1.0%
Between 1 and 30 days	50.2%	42.5%
Between 1 and 2 months	27.4%	26.7%
Between 3 and 6 months	15.4%	18.7%
More than 6 months	5.1%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

YOUNG
50.2%



TOTAL
42.5%

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.

PROFILE OF TOURIST BY AGE RANGE (2021)

YOUNG (25 - 30 YEARS OLD)

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Young tourists	862,813	130,944	125,137	193,398	396,173	10,663
- Share by islands	100%	15.2%	14.5%	22.4%	45.9%	1.2%
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%
% Young tourists	14.8%	13.6%	14.8%	12.5%	17.1%	10.4%

How many islands do they visit during their trip?

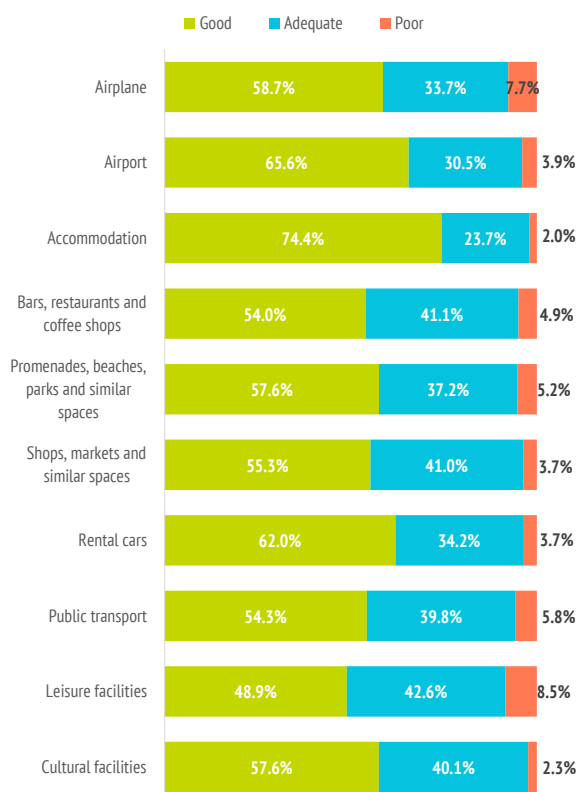
	Young	Total
One island	88.7%	90.9%
Two islands	10.1%	7.8%
Three or more islands	1.1%	1.3%

Health safety

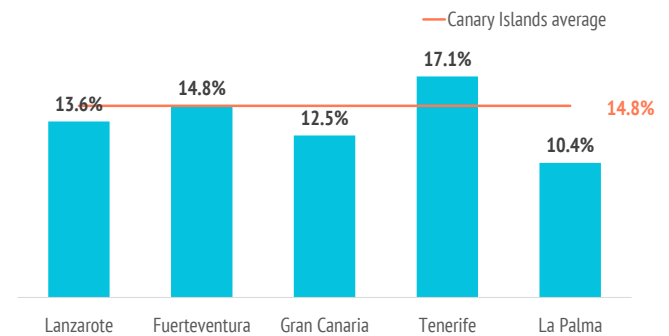
Planning the trip: Importance	Young	Total
Average rating (scale 0-10)	7.46	7.99

During the stay: Rate	Young	Total
Average rating (scale 0-10)	8.25	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

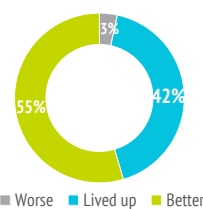


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Young	Total
Average rating	8.83	8.86

Experience in the Canary Islands	Young	Total
Worse or much worse than expected	3.4%	2.7%
Lived up to expectations	42.0%	51.4%
Better or much better than expected	54.6%	45.9%

Future intentions (scale 1-10)	Young	Total
Return to the Canary Islands	8.64	8.86
Recommend visiting the Canary Islands	9.04	9.10



8.64/10

Experience in the Canary Islands

Return to the Canary Islands



9.04/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

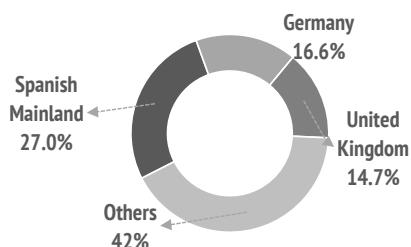
	Young	Total
Repeat tourists	51.1%	68.0%
Repeat tourists (last 5 years)	45.8%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	7.5%	15.0%
At least 10 previous visits	8.1%	18.3%

PROFILE OF TOURIST BY AGE RANGE (2021) YOUNG (25 - 30 YEARS OLD)

Where are they from?



	%	Absolute
Spanish Mainland	27.0%	232,598
Germany	16.6%	142,891
United Kingdom	14.7%	126,952
France	8.6%	74,265
Netherlands	5.6%	48,569
Poland	5.6%	48,024
Italy	5.5%	47,689
Belgium	3.2%	27,364
Ireland	2.4%	20,428
Switzerland	1.8%	15,537
Czech Republic	1.4%	12,167
Denmark	1.3%	11,038
Austria	1.0%	8,805
Luxembourg	0.8%	6,640
Portugal	0.6%	4,930
Sweden	0.6%	4,870
Norway	0.4%	3,826
Others	3.0%	26,218



Who do they come with?



	Young	Total
Unaccompanied	13.3%	13.5%
Only with partner	52.8%	48.2%
Only with children (< 13 years old)	0.9%	3.9%
Partner + children (< 13 years old)	2.0%	4.9%
Other relatives	9.0%	8.4%
Friends	13.0%	8.5%
Work colleagues	1.3%	0.8%
Organized trip	0.4%	0.2%
Other combinations (1)	7.2%	11.5%

(1) Different situations have been isolated

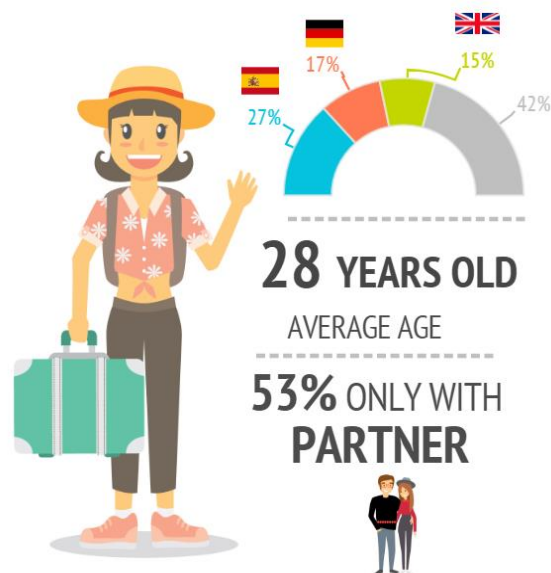
Tourists with children	4.6%	12.5%
- Between 0 and 2 years old	1.8%	1.2%
- Between 3 and 12 years old	2.2%	10.2%
- Between 0 -2 and 3-12 years	0.5%	1.0%
Tourists without children	95.4%	87.5%
Group composition:		
- 1 person	17.1%	16.5%
- 2 people	64.0%	56.7%
- 3 people	7.8%	10.7%
- 4 or 5 people	9.1%	13.6%
- 6 or more people	2.0%	2.5%
Average group size:	2.22	2.37

*People who share the main expenses of the trip

Who are they?



	Young	Total
Gender		
Men	44.9%	49.6%
Women	55.1%	50.4%
Age		
Average age (tourist > 15 years old)	27.6	43.3
Standard deviation	1.7	15.6
Age range (> 15 years old)		
16 - 24 years old	--	11.9%
25 - 30 years old	100%	14.8%
31 - 45 years old	--	30.2%
46 - 60 years old	--	26.6%
Over 60 years old	--	16.4%
Occupation		
Salaried worker	71.4%	57.8%
Self-employed	10.8%	11.1%
Unemployed	2.3%	1.7%
Business owner	7.8%	10.0%
Student	5.9%	5.9%
Retired	0.9%	12.2%
Unpaid domestic work	0.3%	0.5%
Others	0.7%	0.9%
Annual household income level		
Less than €25,000	22.4%	16.1%
€25,000 - €49,999	43.9%	37.0%
€50,000 - €74,999	19.1%	23.4%
More than €74,999	14.6%	23.5%
Education level		
No studies	1.7%	2.2%
Primary education	1.1%	2.2%
Secondary education	11.3%	18.8%
Higher education	86.0%	76.9%



Pictures: Freepik.com