

How many are they and how much do they spend?



	Young adult	Total
Tourist arrivals (> 16 years old)	3,813,278	13,114,359
Average daily expenditure (€)	135.92	135.94
. in their place of residence	97.73	98.03
. in the Canary Islands	38.19	37.90
Average length of stay	8.3	9.4
Turnover per tourist (€)	1,032	1,141
Total turnover (> 16 years old) (€m)	3,937	14,957
Share of total turnover	26.3%	100%
Share of total tourist	29.1%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	43.02	47.11
- Accommodation	37.78	40.52
- Additional accommodation expenses	5.24	6.60
Transport:	25.37	26.01
- Public transport	4.99	5.14
- Taxi	6.21	6.94
- Car rental	14.17	13.93
Food and drink:	125.31	148.33
- Food purchases at supermarkets	52.72	63.46
- Restaurants	72.59	84.87
Souvenirs:	48.24	53.88
Leisure:	35.61	34.52
- Organized excursions	14.84	14.95
- Leisure, amusement	5.92	4.55
- Trip to other islands	1.61	1.85
- Sporting activities	5.63	5.11
- Cultural activities	2.17	2.04
- Discos and disco-pubs	5.44	6.01
Others:	12.09	13.91
- Wellness	3.04	3.23
- Medical expenses	1.18	1.69
- Other expenses	7.87	8.99

How far in advance do they book their trip?



	Young adult	Total
The same day they leave	0.6%	0.6%
Between 2 and 7 days	7.3%	6.3%
Between 8 and 15 days	8.1%	7.9%
Between 16 and 30 days	14.1%	14.7%
Between 31 and 90 days	33.5%	34.3%
More than 90 days	36.4%	36.2%

What do they book at their place of residence?



	Young adult	Total
Flight only	9.3%	8.8%
Flight and accommodation (room only)	25.1%	25.7%
Flight and accommodation (B&B)	7.9%	8.0%
Flight and accommodation (half board)	17.4%	20.4%
Flight and accommodation (full board)	4.5%	4.3%
Flight and accommodation (all inclusive)	35.9%	32.8%
% Tourists using low-cost airlines	52.9%	48.7%
Other expenses in their place of residence:		
- Car rental	14.5%	11.8%
- Sporting activities	5.7%	5.3%
- Excursions	6.0%	5.7%
- Trip to other islands	1.4%	1.6%

How do they book?



	Young adult	Total
Accommodation booking		
Tour Operator	38.2%	42.3%
- Tour Operator's website	81.5%	78.8%
Accommodation	16.0%	14.7%
- Accommodation's website	84.7%	83.5%
Travel agency (High street)	19.2%	20.5%
Online Travel Agency (OTA)	20.6%	16.5%
No need to book accommodation	6.1%	6.0%

Flight booking

	Young adult	Total
Tour Operator	41.8%	44.6%
- Tour Operator's website	78.7%	76.3%
Airline	27.2%	24.8%
- Airline's website	97.1%	96.2%
Travel agency (High street)	17.8%	19.1%
Online Travel Agency (OTA)	13.2%	11.5%

Where do they stay?



	Young adult	Total
5* Hotel	7.9%	7.1%
4* Hotel	38.6%	39.6%
1-2-3* Hotel	14.2%	14.6%
Apartment	31.8%	31.5%
Property (privately-owned, friends, family)	5.1%	4.6%
Others	2.4%	2.6%

Who are they?



	Young adult	Total
Gender		
Percentage of men	49.4%	48.5%
Percentage of women	50.6%	51.5%

	Young adult	Total
Age		
Average age (tourists > 16 years old)	38.5	46.3
Standard deviation	4.3	15.3

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

	Young adult	Total
Occupation		
Business owner or self-employed	30.0%	23.1%
Upper/Middle management employee	46.8%	36.1%
Auxiliary level employee	19.2%	15.5%
Students	1.0%	5.1%
Retired	0.5%	18.0%
Unemployed / unpaid dom. work	2.5%	2.2%

	Young adult	Total
Annual household income level		
€12,000 - €24,000	14.0%	17.8%
€24,001 - €36,000	17.9%	19.4%
€36,001 - €48,000	16.8%	16.9%
€48,001 - €60,000	15.6%	14.6%
€60,001 - €72,000	10.3%	9.5%
€72,001 - €84,000	6.6%	6.0%
More than €84,000	18.8%	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 adult tourists	3,813,278	560,460	623,180	931,490	1,608,592	63,073
- Share by islands	100%	14.7%	16.3%	24.4%	42.2%	1.7%
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 adult tourists	29.1%	24.1%	32.6%	25.5%	32.9%	28.5%

Who do they come with?



	Young adult	Total
Unaccompanied	10.0%	9.1%
Only with partner	29.2%	47.6%
Only with children (under the age of 13)	3.3%	1.5%
Partner + children (under the age of 13)	28.8%	11.8%
Other relatives	5.8%	6.0%
Friends	5.1%	6.1%
Work colleagues	0.5%	0.3%
Other combinations ⁽¹⁾	17.3%	17.5%

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

How do they rate the destination?



Impression of their stay	Young adult	Total
Good or very good (% tourists)	94.0%	94.1%
Average rating (scale 1-10)	8.91	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Young adult	Total
Repeat tourists	73.4%	77.3%
In love (at least 10 previous visits)	9.4%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	30.6%	1,167,309
Spanish Mainland	17.0%	648,420
Germany	16.8%	640,865
France	4.0%	153,731
Netherlands	3.9%	150,174
Italy	3.8%	144,541
Ireland	3.3%	125,107
Sweden	3.2%	121,665
Belgium	2.2%	85,726
Norway	2.2%	84,628

Why do they choose the Canary Islands?



Aspects influencing the choice	Young adult	Total
Climate/sun	88.1%	89.8%
Beaches	35.6%	34.5%
Tranquillity/rest/relaxation	31.2%	36.6%
Scenery	20.7%	21.9%
Suitable destination for children	16.1%	7.5%
Visiting new places	14.2%	14.6%
Price	12.7%	12.7%
Security	10.2%	11.1%
Ease of travel	7.7%	8.9%
Quality of the environment	6.4%	6.5%
Active tourism	5.5%	5.1%
Theme parks	4.2%	3.0%
Nightlife/fun	3.6%	3.8%
Nautical activities	2.8%	2.2%
Culture	2.4%	2.6%
Shopping	2.0%	2.6%

* Multi-choice question

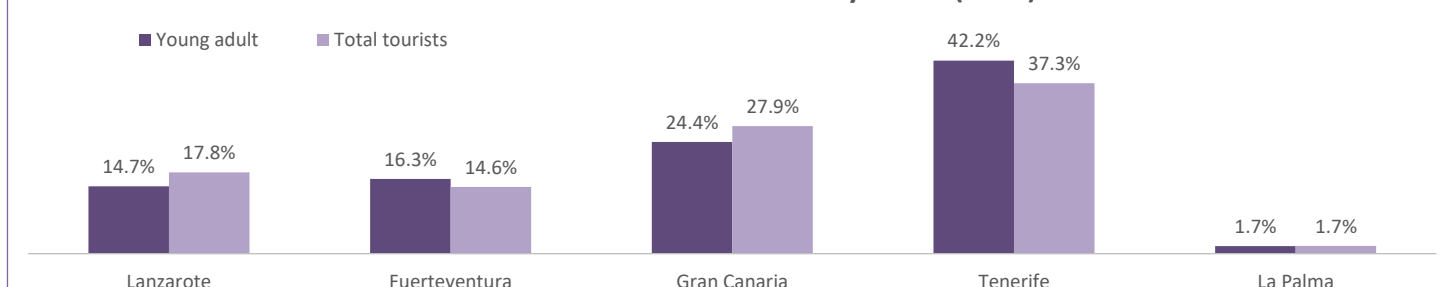
What did motivate them to come?



Aspects motivating the choice	Young adult	Total
Previous visits to the Canary Islands	58.6%	64.1%
Recommendation by friends or relatives	38.1%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	3.7%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	6.7%	8.0%
Recommendation by Travel Agency	9.5%	9.7%
Information obtained via the Internet	28.0%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	6.8%	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 31 and 45. (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.