

# Tourist profile according to age range (2017)

## YOUNG ADULT (31 - 45 YEARS OLD)

### How many are they and how much do they spend?



	Young adult	Total
Tourist arrivals (> 16 years old)	3,869,603	13,852,616
Average daily expenditure (€)	139.03	140.18
. in their place of residence	99.74	101.15
. in the Canary Islands	39.29	39.03
Average length of stay	8.14	9.17
Turnover per tourist (€)	1,037	1,155
Total turnover (> 16 years old) (€m)	4,012	15,999
Share of total tourist	27.9%	100%
Share of total turnover	25.1%	100%

#### % tourists who pay in the Canary Islands:

##### Accommodation:

- Accommodation	13.9%	13.5%
- Additional accommodation expenses	6.5%	6.3%

##### Transport:

- Public transport	13.4%	14.5%
- Taxi	21.7%	21.2%
- Car rental	23.4%	19.4%

##### Food and drink:

- Food purchases at supermarkets	57.7%	55.0%
- Restaurants	57.1%	57.3%

##### Souvenirs:

	55.9%	53.3%
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##### Leisure:

- Organized excursions	19.4%	17.7%
- Leisure, amusement	11.8%	8.4%
- Trip to other islands	2.5%	2.3%
- Sporting activities	7.5%	6.1%
- Cultural activities	4.9%	4.4%
- Discos and disco-pubs	6.8%	6.1%

##### Others:

- Wellness	5.3%	4.9%
- Medical expenses	3.7%	4.0%
- Other expenses	9.7%	9.6%



**+1%**  
TOURISTS\*  
3,869,603



**+0.4%**  
TRAVEL EXPENSES  
€1,037



**+2%**  
TURNOVER  
€4,012 MILL

### What do they book at their place of residence?



	Young adult	Total
Flight only	9.8%	9.3%
Flight and accommodation (room only)	25.7%	26.9%
Flight and accommodation (B&B)	8.4%	8.3%
Flight and accommodation (half board)	16.5%	19.3%
Flight and accommodation (full board)	4.6%	4.4%
Flight and accommodation (all inclusive)	35.0%	31.9%
% Tourists using low-cost airlines	56.0%	50.8%

#### Other expenses in their place of residence:

- Car rental	15.1%	12.6%
- Sporting activities	5.6%	5.1%
- Excursions	6.3%	6.2%
- Trip to other islands	1.5%	1.5%

\* Tourists over 16 years old.

### How do they book?



	Young adult	Total
Accommodation booking		
<b>Tour Operator</b>	38.6%	42.4%
- Tour Operator's website	83.2%	80.6%
<b>Accommodation</b>	15.8%	14.6%
- Accommodation's website	85.5%	84.0%
<b>Travel agency (High street)</b>	18.1%	19.3%
<b>Online Travel Agency (OTA)</b>	21.0%	17.3%
<b>No need to book accommodation</b>	6.5%	6.4%

	Young adult	Total
Flight booking		
<b>Tour Operator</b>	41.0%	44.8%
- Tour Operator's website	80.9%	78.6%
<b>Airline</b>	29.4%	25.8%
- Airline's website	97.4%	97.3%
<b>Travel agency (High street)</b>	16.5%	18.0%
<b>Online Travel Agency (OTA)</b>	13.1%	11.4%

### How far in advance do they book their trip?



	Young adult	Total
The same day they leave	0.7%	0.5%
Between 2 and 7 days	7.3%	5.9%
Between 8 and 15 days	7.2%	7.4%
Between 16 and 30 days	12.6%	13.4%
Between 31 and 90 days	32.9%	34.6%
More than 90 days	39.3%	38.3%

### Who are they?



	Young adult	Total
Gender		
Men	49.5%	48.1%
Women	50.5%	51.9%

#### Age

Average age (tourists > 16 years old)	38.5	46.9
Standard deviation	4.3	15.5

#### Age range (> 16 years old)

16-24 years old	--	8.4%
25-30 years old	--	10.2%
31-45 years old	100%	27.9%
46-60 years old	--	31.7%
Over 60 years old	--	21.8%

#### Occupation

Business owner or self-employed	30.0%	23.8%
Upper/Middle management employee	46.0%	35.2%
Auxiliary level employee	19.9%	15.3%
Students	1.2%	5.0%
Retired	0.4%	18.6%
Unemployed / unpaid dom. work	2.5%	2.1%

#### Annual household income level

€12,000 - €24,000	14.7%	17.9%
€24,001 - €36,000	18.3%	19.3%
€36,001 - €48,000	16.1%	16.1%
€48,001 - €60,000	15.5%	15.1%
€60,001 - €72,000	9.6%	9.3%
€72,001 - €84,000	7.0%	6.3%
More than €84,000	18.8%	16.0%

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## YOUNG ADULT (31 - 45 YEARS OLD)

### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Young adult tourists	3,869,603	677,875	543,587	1,033,032	1,526,534	64,102
- Share by islands	100%	17.5%	14.0%	26.7%	39.4%	1.7%
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 adult tourists	27.9%	27.2%	28.0%	26.5%	29.7%	23.1%

### Where do they stay?

	Young adult	Total
5* Hotel	7.2%	6.8%
4* Hotel	37.7%	38.4%
1-2-3* Hotel	15.0%	14.4%
Apartment	32.2%	32.4%
Property (privately-owned, friends, family)	5.1%	4.8%
Others	2.7%	3.2%

### Who do they come with?

	Young adult	Total
Unaccompanied	8.7%	8.7%
Only with partner	28.3%	46.8%
Only with children (under the age of 13)	3.6%	1.7%
Partner + children (under the age of 13)	29.6%	11.9%
Other relatives	5.6%	6.0%
Friends	5.5%	6.1%
Work colleagues	0.5%	0.3%
Other combinations <sup>(1)</sup>	18.2%	18.5%

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

### How do they rate the Canary Islands?

Opinion on their stay	Young adult	Total
Good or very good (% tourists)	94.0%	94.0%
Average rating (scale 1-10)	8.94	8.92

### How many are loyal to the Canary Islands?

Repeat tourists	Young adult	Total
At least 1 previous visit	72.8%	77.3%
At least 10 previous visits	10.0%	16.9%

### Where are they from?

	Share	Absolute
United Kingdom	32.0%	1,237,266
Spanish Mainland	16.0%	618,406
Germany	15.8%	609,993
Italy	3.8%	146,741
France	3.6%	140,249
Netherlands	3.3%	128,758
Ireland	3.2%	124,867
Sweden	3.2%	124,630
Poland	3.0%	116,873
Others	16.1%	621,820

### Why do they choose the Canary Islands?

Aspects influencing the choice	Young adult	Total
Climate/sun	88.2%	89.8%
Beaches	36.5%	35.1%
Tranquillity/rest/relaxation	32.4%	37.2%
Scenery	21.2%	22.9%
Suitable destination for children	17.1%	7.6%
Visiting new places	14.7%	14.7%
Price	12.8%	12.2%
Security	8.7%	9.7%
Ease of travel	8.0%	8.9%
Quality of the environment	5.4%	6.5%
Active tourism	5.4%	5.4%
Theme parks	4.5%	3.1%
Nightlife/fun	3.7%	3.8%
Culture	2.8%	2.7%
Nautical activities	2.3%	2.0%
Shopping	2.1%	2.5%

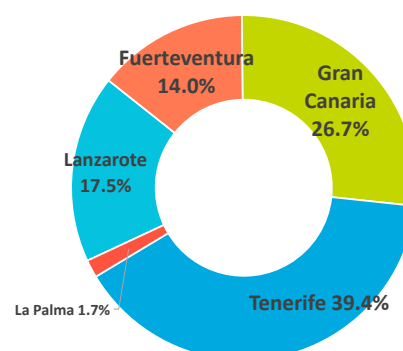
\* Multi-choice question

### What did motivate them to come?

Prescription sources	Young adult	Total
Previous visits to the Canary Islands	59.5%	64.9%
Recommendation by friends/relatives	39.6%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	1.0%	1.0%
Information in press/magazines/books	3.8%	3.8%
Attendance at a tourism fair	0.6%	0.5%
Tour Operator's brochure or catalogue	6.1%	7.2%
Recommendation by Travel Agency	9.1%	9.3%
Information obtained via the Internet	28.4%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	6.7%	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 31 and 45.

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.