

# PROFILE OF TOURIST BY AGE RANGE (2018)

## YOUNG ADULT (31 - 45 YEARS OLD)

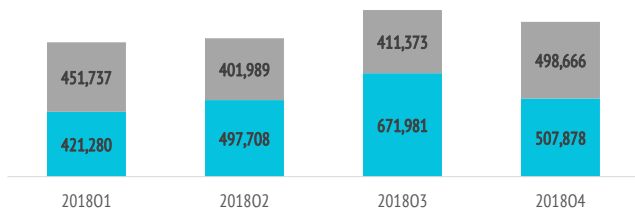
### How many are they and how much do they spend?



	Young adult	Total
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	3,862,611	13,485,651
- book holiday package	2,098,847	7,848,516
- do not book holiday package	1,763,764	5,637,135
- % tourists who book holiday package	54.3%	58.2%
Share of total tourist	28.6%	100%

### YOUNG ADULT TOURISTS

■ do not book holiday package ■ book holiday package



	Young adult	Total
<b>Expenditure per tourist (€)</b>		
- book holiday package	1,281	1,196
- holiday package	1,443	1,309
- others	1,183	1,064
- do not book holiday package	260	246
- do not book holiday package	1,087	1,037
- flight	320	288
- accommodation	366	350
- others	401	399
<b>Average length of stay</b>		
- book holiday package	8.33	9.32
- do not book holiday package	8.07	8.66
- do not book holiday package	8.65	10.23
<b>Average daily expenditure (€)</b>		
- book holiday package	165.1	143.6
- do not book holiday package	186.9	159.8
- do not book holiday package	139.1	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	4,948	16,124
- do not book holiday package	3,030	10,277
- do not book holiday package	1,918	5,848

### AVERAGE LENGTH OF STAY (nights)

■ Young adult ■ Total



### EXPENDITURE PER TOURIST (€)

■ Young adult ■ Total



### Importance of each factor in the destination choice



	Young adult	Total
Climate	77.8%	78.1%
Safety	51.4%	51.4%
Tranquility	44.4%	46.2%
Sea	44.2%	43.3%
Beaches	39.7%	37.1%
Accommodation supply	39.3%	41.7%
Price	36.7%	36.5%
European belonging	34.5%	35.8%
Effortless trip	33.4%	34.8%
Landscapes	32.1%	31.6%
Environment	31.5%	30.6%
Fun possibilities	24.3%	20.7%
Gastronomy	21.6%	22.6%
Authenticity	19.9%	19.1%
Exoticism	12.0%	10.5%
Shopping	8.9%	9.6%
Hiking trail network	8.4%	9.0%
Culture	7.3%	7.3%
Historical heritage	7.1%	7.1%
Nightlife	7.1%	7.5%

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 adult	Total
Rest	45.8%	55.1%
Enjoy family time	24.7%	14.7%
Have fun	8.7%	7.8%
Explore the destination	17.2%	18.5%
Practice their hobbies	1.7%	1.8%
Other reasons	1.9%	2.1%

### ENJOY FAMILY TIME



Young adult 24.7%

Total 14.7%

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



	Young adult	Total
The same day	0.9%	0.7%
Between 1 and 30 days	23.9%	23.2%
Between 1 and 2 months	21.9%	23.0%
Between 3 and 6 months	32.0%	32.4%
More than 6 months	21.3%	20.7%

### % TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

YOUNG ADULT  
21.3%



TOTAL  
20.7%

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 31 and 45.

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 adult	Total
Previous visits to the Canary Islands	46.0%	50.9%
Friends or relatives	31.7%	27.8%
Internet or social media	60.2%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	9.2%	9.5%
Travel Blogs or Forums	6.7%	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	2.2%	2.3%

\* Multi-choice question

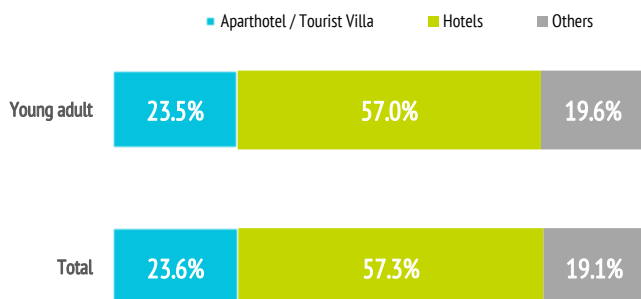
### With whom did they book their flight and accommodation? 👁

	Young adult	Total
<b>Flight</b>		
- Directly with the airline	42.2%	39.5%
- Tour Operator or Travel Agency	57.8%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	32.0%	28.8%
- Tour Operator or Travel Agency	68.0%	71.2%

### Where do they stay? 🏠

	Young adult	Total
1-2-3* Hotel	12.8%	12.8%
4* Hotel	36.2%	37.7%
5* Hotel / 5* Luxury Hotel	8.0%	6.8%
Aparthotel / Tourist Villa	23.5%	23.6%
House/room rented in a private dwelling	5.6%	5.3%
Private accommodation (1)	7.4%	7.0%
Others (Cottage, cruise, camping,...)	6.6%	6.8%

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



### What do they book? 🍽

	Young adult	Total
Room only	28.5%	28.8%
Bed and Breakfast	11.0%	11.7%
Half board	19.8%	22.4%
Full board	3.2%	3.0%
All inclusive	37.6%	34.1%

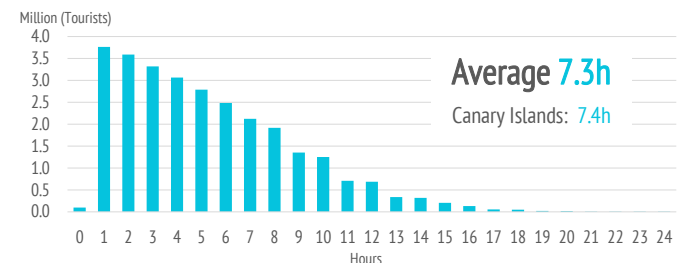
### Other expenses 📍

	Young adult	Total
Restaurants or cafes	61.6%	63.2%
Supermarkets	57.7%	55.9%
Car rental	31.1%	26.6%
Organized excursions	23.8%	21.8%
Taxi, transfer, chauffeur service	48.8%	51.7%
Theme Parks	13.0%	8.8%
Sport activities	7.8%	6.4%
Museums	5.1%	5.0%
Flights between islands	5.5%	4.8%

### Activities in the Canary Islands 🚶

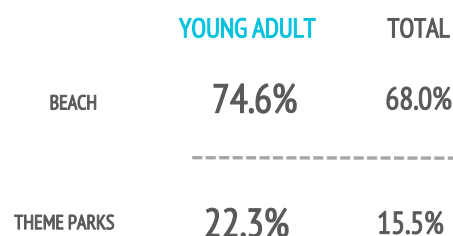
Outdoor time per day	Young adult	Total
0 hours	2.6%	2.2%
1 - 2 hours	11.6%	10.0%
3 - 6 hours	30.9%	32.6%
7 - 12 hours	46.2%	46.5%
More than 12 hours	8.7%	8.7%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Young adult	Total
Beach	74.6%	68.0%
Walk, wander	70.4%	71.0%
Swimming pool, hotel facilities	63.8%	58.9%
Explore the island on their own	49.2%	46.5%
Taste Canarian gastronomy	25.8%	25.4%
Theme parks	22.3%	15.5%
Organized excursions	17.4%	17.9%
Sport activities	16.1%	14.3%
Nightlife / concerts / shows	14.8%	15.5%
Sea excursions / whale watching	13.1%	11.3%
Wineries / markets / popular festivals	11.4%	12.0%
Museums / exhibitions	10.2%	9.8%
Nature activities	9.9%	10.0%
Activities at sea	9.6%	9.8%
Beauty and health treatments	5.4%	5.7%
Astronomical observation	3.6%	3.4%

\* Multi-choice question



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## YOUNG ADULT (31 - 45 YEARS OLD)

### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Young adult tourists	3,862,611	671,569	473,952	1,054,207	1,572,897	62,487
- Share by islands	100%	17.4%	12.3%	27.3%	40.7%	1.6%
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 adult tourists	29.2%	27.6%	25.9%	28.5%	32.1%	25.5%

### How many islands do they visit during their trip?

	Young adult	Total
One island	90.5%	90.9%
Two islands	8.1%	7.7%
Three or more islands	1.4%	1.4%

### Internet usage during their trip

	Young adult	Total
<b>Research</b>		
- Tourist package	15.5%	15.4%
- Flights	12.9%	13.0%
- Accommodation	17.6%	17.7%
- Transport	16.4%	15.6%
- Restaurants	30.1%	27.0%
- Excursions	28.3%	26.3%
- Activities	34.5%	31.0%
<b>Book or purchase</b>		
- Tourist package	37.3%	38.1%
- Flights	66.6%	64.4%
- Accommodation	57.5%	54.5%
- Transport	48.4%	44.7%
- Restaurants	12.5%	10.5%
- Excursions	13.7%	11.4%
- Activities	15.4%	12.5%

\* Multi-choice question

Internet usage in the Canary Islands	Young adult	Total
<b>Did not use the Internet</b>	<b>5.9%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>94.1%</b>	<b>90.2%</b>
- Own Internet connection	44.8%	36.5%
- Free Wifi connection	37.4%	41.1%
<b>Applications*</b>		
- Search for locations or maps	68.2%	60.7%
- Search for destination info	50.9%	44.7%
- Share pictures or trip videos	57.8%	55.6%
- Download tourist apps	6.9%	6.5%
- Others	19.6%	23.9%

\* Multi-choice question

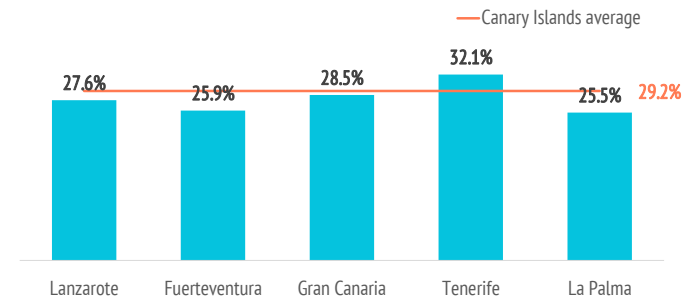


**57.8%** of young adult tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



### % TOURISTS BY ISLANDS

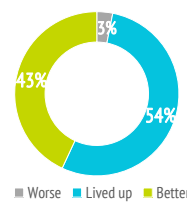


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Young adult	Total
Average rating	8.59	8.58

Experience in the Canary Islands	Young adult	Total
Worse or much worse than expected	3.1%	2.9%
Lived up to expectations	53.8%	57.4%
Better or much better than expected	43.1%	39.7%

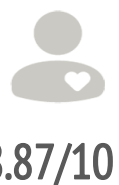
Future intentions (scale 1-10)	Young adult	Total
Return to the Canary Islands	8.61	8.60
Recommend visiting the Canary Islands	8.87	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

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

	Young adult	Total
<b>Repeat tourists</b>	<b>67.1%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	59.4%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	12.8%	18.4%
<b>At least 10 previous visits</b>	<b>11.1%</b>	<b>17.8%</b>

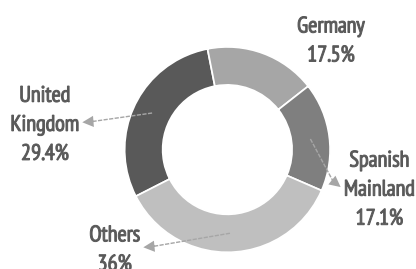
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### Where are they from?



	%	Absolute
United Kingdom	29.4%	1,135,794
Germany	17.5%	676,151
Spanish Mainland	17.1%	661,214
Ireland	3.7%	141,448
Italy	3.6%	139,063
France	3.5%	134,958
Netherlands	3.1%	119,214
Poland	3.0%	114,544
Sweden	2.9%	111,643
Belgium	2.7%	102,559
Switzerland	2.1%	80,301
Denmark	1.7%	65,027
Norway	1.7%	64,599
Finland	1.4%	53,783
Russia	0.9%	35,498
Austria	0.8%	31,728
Czech Republic	0.5%	18,221
Others	4.6%	176,867



### Who do they come with?



	Young adult	Total
Unaccompanied	8.8%	8.9%
Only with partner	29.2%	47.4%
Only with children (< 13 years old)	13.4%	5.9%
Partner + children (< 13 years old)	17.9%	7.2%
Other relatives	8.7%	9.0%
Friends	5.4%	6.3%
Work colleagues	0.7%	0.5%
Organized trip	0.1%	0.2%
Other combinations <sup>(1)</sup>	15.7%	14.6%

(1) Different situations have been isolated

<b>Tourists with children</b>	<b>43.0%</b>	<b>19.3%</b>
- Between 0 and 2 years old	3.8%	1.8%
- Between 3 and 12 years old	35.1%	15.8%
- Between 0 -2 and 3-12 years	4.2%	1.6%
<b>Tourists without children</b>	<b>57.0%</b>	<b>80.7%</b>
<b>Group composition:</b>		
- 1 person	11.5%	12.4%
- 2 people	35.6%	54.1%
- 3 people	18.8%	12.6%
- 4 or 5 people	28.6%	17.1%
- 6 or more people	5.4%	3.8%
<b>Average group size:</b>	<b>2.99</b>	<b>2.58</b>

### Who are they?



	Young adult	Total
<b>Gender</b>		
Men	50.0%	48.2%
Women	50.0%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	38.4	46.7
Standard deviation	4.3	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	--	7.7%
25 - 30 years old	--	10.8%
31 - 45 years old	100.0%	28.6%
46 - 60 years old	--	31.3%
Over 60 years old	--	21.5%
<b>Occupation</b>		
Salaried worker	68.7%	55.5%
Self-employed	13.2%	11.0%
Unemployed	1.2%	1.1%
Business owner	11.6%	9.2%
Student	2.0%	4.2%
Retired	1.5%	17.3%
Unpaid domestic work	1.2%	0.9%
Others	0.6%	0.8%
<b>Annual household income level</b>		
Less than €25,000	14.9%	17.0%
€25,000 - €49,999	35.6%	36.5%
€50,000 - €74,999	26.0%	25.0%
More than €74,999	23.5%	21.5%
<b>Education level</b>		
No studies	4.2%	4.8%
Primary education	2.0%	2.8%
Secondary education	18.7%	23.1%
Higher education	75.1%	69.3%



Pictures: Freepik.com

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