

PROFILE OF TOURIST BY AGE RANGE (2019)

YOUNG ADULT (31 - 45 YEARS OLD)

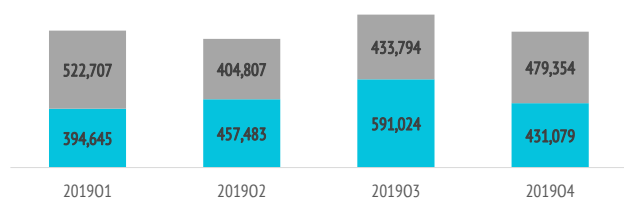
How many are they and how much do they spend?



	Young adult	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	3,714,894	13,271,035
- book holiday package	1,874,232	7,426,022
- do not book holiday package	1,840,663	5,845,014
- % tourists who book holiday package	50.5%	56.0%
Share of total tourist	28.0%	100%

YOUNG ADULT TOURISTS

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



	Young adult	Total
Expenditure per tourist (€)	1,203	1,136
- book holiday package	1,385	1,268
- holiday package	1,135	1,031
- others	250	237
- do not book holiday package	1,018	967
- flight	284	263
- accommodation	350	321
- others	385	383
Average length of stay	8.22	9.09
- book holiday package	8.00	8.64
- do not book holiday package	8.44	9.68
Average daily expenditure (€)	157.4	138.9
- book holiday package	180.4	155.4
- do not book holiday package	134.1	117.9
Total turnover (> 15 years old) (€m)	4,471	15,070
- book holiday package	2,597	9,416
- do not book holiday package	1,874	5,655

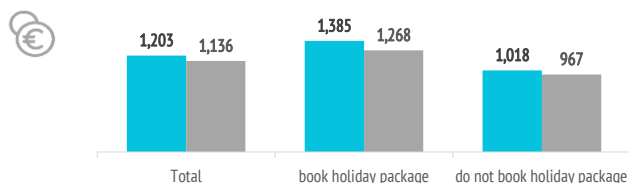
AVERAGE LENGTH OF STAY (nights)

Young adult (blue) | Total (grey)



EXPENDITURE PER TOURIST (€)

Young adult (blue) | Total (grey)



Importance of each factor in the destination choice



	Young adult	Total
Climate	78.6%	78.4%
Safety	53.0%	51.9%
Tranquility	46.8%	47.6%
Sea	45.5%	44.4%
Beaches	40.6%	37.7%
Accommodation supply	40.1%	42.9%
Price	38.6%	37.4%
European belonging	35.9%	36.1%
Effortless trip	34.2%	35.2%
Environment	34.1%	33.2%
Landscapes	34.1%	33.1%
Fun possibilities	25.1%	21.1%
Gastronomy	23.0%	23.2%
Authenticity	21.6%	20.3%
Exoticism	13.1%	11.4%
Hiking trail network	9.1%	9.6%
Shopping	8.7%	9.4%
Culture	8.7%	8.0%
Historical heritage	8.6%	8.2%
Nightlife	7.6%	8.0%

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	45.2%	55.5%
Enjoy family time	24.6%	14.4%
Have fun	8.9%	8.6%
Explore the destination	17.6%	17.8%
Practice their hobbies	1.9%	1.9%
Other reasons	1.6%	1.8%

ENJOY FAMILY TIME



How far in advance do they book their trip?



	Young adult	Total
The same day	0.8%	0.7%
Between 1 and 30 days	25.1%	23.8%
Between 1 and 2 months	22.6%	22.8%
Between 3 and 6 months	32.0%	32.7%
More than 6 months	19.4%	20.0%

% TOURISTS BOOKING LESS THAN 1 MONTH IN ADVANCE

YOUNG ADULT
26%



TOTAL
24%

Picture: Freepik.com

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.

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YOUNG ADULT (31 - 45 YEARS OLD)

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

	Young adult	Total
Previous visits to the Canary Islands	45.6%	51.9%
Friends or relatives	31.1%	27.1%
Internet or social media	59.4%	54.7%
Mass Media	1.7%	1.6%
Travel guides and magazines	8.3%	8.4%
Travel Blogs or Forums	7.8%	5.7%
Travel TV Channels	0.6%	0.8%
Tour Operator or Travel Agency	19.9%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.4%	2.4%

* Multi-choice question

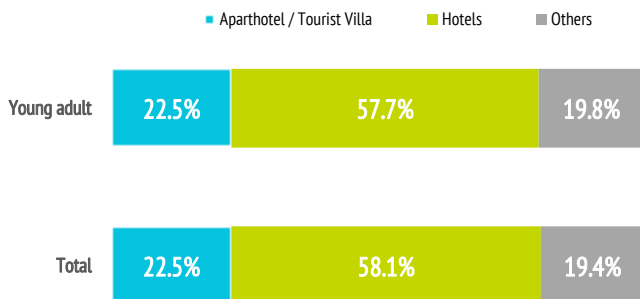
With whom did they book their flight and accommodation? 👁

	Young adult	Total
Flight		
- Directly with the airline	46.5%	42.9%
- Tour Operator or Travel Agency	53.5%	57.1%
Accommodation		
- Directly with the accommodation	35.1%	31.5%
- Tour Operator or Travel Agency	64.9%	68.5%

Where do they stay? 🏠

	Young adult	Total
1-2-3* Hotel	11.7%	11.5%
4* Hotel	36.1%	37.6%
5* Hotel / 5* Luxury Hotel	9.9%	9.0%
Aparthotel / Tourist Villa	22.5%	22.5%
House/room rented in a private dwelling	6.6%	5.9%
Private accommodation (1)	7.3%	7.2%
Others (Cottage, cruise, camping,...)	5.9%	6.3%

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



What do they book? 🍷

	Young adult	Total
Room only	27.4%	27.9%
Bed and Breakfast	12.6%	12.4%
Half board	18.5%	21.2%
Full board	3.9%	3.6%
All inclusive	37.7%	34.9%

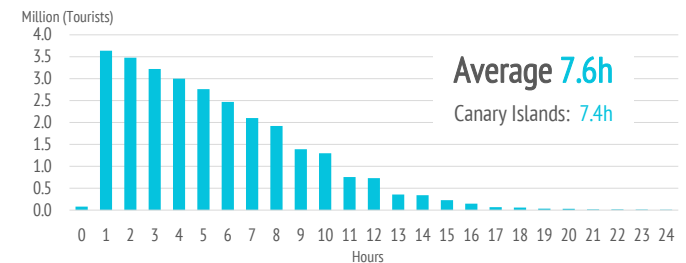
Other expenses 📍

	Young adult	Total
Restaurants or cafes	58.1%	59.1%
Supermarkets	54.5%	52.1%
Car rental	32.2%	26.3%
Organized excursions	22.9%	20.6%
Taxi, transfer, chauffeur service	45.3%	50.0%
Theme Parks	11.4%	7.5%
Sport activities	6.5%	5.7%
Museums	5.0%	4.6%
Flights between islands	5.0%	4.4%

Activities in the Canary Islands 🚶

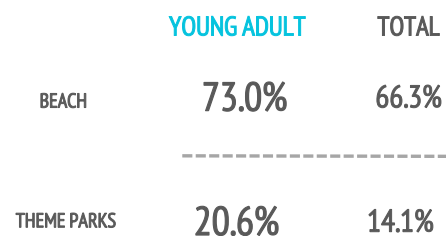
Outdoor time per day	Young adult	Total
0 hours	2.1%	2.1%
1 - 2 hours	11.2%	9.8%
3 - 6 hours	30.1%	32.6%
7 - 12 hours	46.9%	47.1%
More than 12 hours	9.6%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Young adult	Total
Beach	73.0%	66.3%
Walk, wander	69.1%	69.8%
Swimming pool, hotel facilities	61.5%	58.2%
Explore the island on their own	49.1%	45.2%
Taste Canarian gastronomy	25.2%	24.2%
Theme parks	20.6%	14.1%
Organized excursions	16.2%	16.9%
Nightlife / concerts / shows	15.2%	15.5%
Sport activities	14.9%	13.4%
Sea excursions / whale watching	13.3%	11.1%
Wineries / markets / popular festivals	11.1%	11.6%
Nature activities	10.6%	10.4%
Museums / exhibitions	10.6%	10.1%
Activities at sea	10.3%	10.0%
Beauty and health treatments	5.5%	5.4%
Astronomical observation	3.8%	3.5%

* Multi-choice question



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Young adult tourists	3,714,894	650,767	435,075	1,013,606	1,537,615	52,101
- Share by islands	100%	17.5%	11.7%	27.3%	41.4%	1.4%
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 adult tourists	28.0%	25.8%	26.2%	27.4%	30.5%	22.1%

How many islands do they visit during their trip?

	Young adult	Total
One island	90.8%	91.4%
Two islands	7.7%	7.2%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Young adult	Total
Research		
- Tourist package	14.6%	14.8%
- Flights	12.9%	13.0%
- Accommodation	16.5%	16.9%
- Transport	16.4%	15.7%
- Restaurants	31.2%	28.4%
- Excursions	28.7%	26.2%
- Activities	33.1%	30.1%
Book or purchase		
- Tourist package	37.0%	39.4%
- Flights	69.3%	66.7%
- Accommodation	60.9%	57.3%
- Transport	50.7%	47.6%
- Restaurants	13.8%	12.1%
- Excursions	14.8%	13.0%
- Activities	18.2%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Young adult	Total
Did not use the Internet	4.7%	8.3%
Used the Internet	95.3%	91.7%
- Own Internet connection	45.6%	37.4%
- Free Wifi connection	34.8%	39.5%
Applications*		
- Search for locations or maps	69.6%	61.7%
- Search for destination info	50.7%	44.8%
- Share pictures or trip videos	58.2%	56.0%
- Download tourist apps	7.0%	7.0%
- Others	18.2%	22.6%

* Multi-choice question

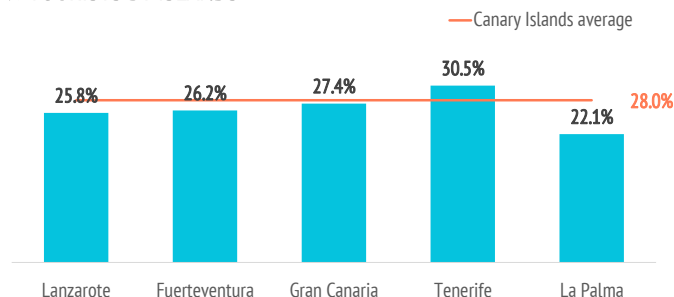


69.6% of young adult search for locations or maps during their stay in the Canary Islands

(Canary Islands: 61.7%)

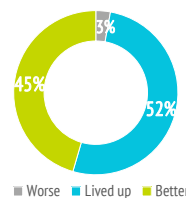


% TOURISTS BY ISLANDS



How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Young adult	Total
Average rating	8.70	8.70
Experience in the Canary Islands		
Worse or much worse than expected	2.9%	2.3%
Lived up to expectations	51.6%	55.6%
Better or much better than expected	45.5%	42.1%
Future intentions (scale 1-10)		
Return to the Canary Islands	8.72	8.73
Recommend visiting the Canary Islands	8.95	8.95



Experience in the Canary



8.72/10

Return to the Canary Islands



8.95/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Young adult	Total
Repeat tourists	67.2%	72.2%
Repeat tourists (last 5 years)	60.7%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	13.9%	19.5%
At least 10 previous visits	12.1%	18.6%

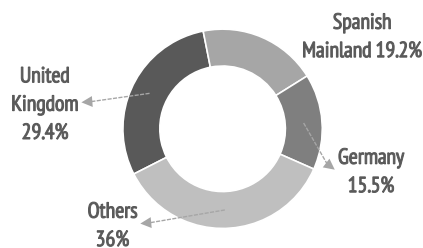
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Where are they from?



	%	Absolute
United Kingdom	29.4%	1,091,220
Spanish Mainland	19.2%	714,478
Germany	15.5%	576,331
France	3.9%	143,962
Ireland	3.8%	140,996
Poland	3.5%	129,166
Italy	3.3%	122,831
Netherlands	2.8%	105,226
Sweden	2.3%	85,073
Belgium	2.2%	81,686
Switzerland	1.9%	71,617
Norway	1.8%	65,601
Finland	1.5%	55,839
Denmark	1.4%	51,576
Russia	1.0%	37,648
Portugal	0.9%	31,625
Austria	0.6%	23,110
Others	5.0%	186,910



Who do they come with?



	Young adult	Total
Unaccompanied	10.3%	9.6%
Only with partner	30.1%	48.1%
Only with children (< 13 years old)	12.9%	5.6%
Partner + children (< 13 years old)	16.2%	6.5%
Other relatives	8.7%	9.3%
Friends	5.7%	6.4%
Work colleagues	0.8%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	15.1%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	40.2%	17.7%
- Between 0 and 2 years old	3.6%	1.6%
- Between 3 and 12 years old	32.9%	14.8%
- Between 0 -2 and 3-12 years	3.6%	1.4%
Tourists without children	59.8%	82.3%
Group composition:		
- 1 person	13.2%	13.2%
- 2 people	36.6%	55.1%
- 3 people	17.8%	12.0%
- 4 or 5 people	27.1%	16.3%
- 6 or more people	5.2%	3.5%
Average group size:	2.93	2.54

Who are they?



	Young adult	Total
Gender		
Men	50.3%	48.6%
Women	49.7%	51.4%
Age		
Average age (tourist > 15 years old)	38.4	47.1
Standard deviation	4.3	15.4
Age range (> 15 years old)		
16 - 24 years old	--	7.3%
25 - 30 years old	--	10.9%
31 - 45 years old	100%	28.0%
46 - 60 years old	--	31.8%
Over 60 years old	--	22.1%
Occupation		
Salaried worker	67.4%	55.0%
Self-employed	13.7%	11.5%
Unemployed	1.4%	1.1%
Business owner	11.7%	9.4%
Student	1.6%	3.5%
Retired	2.5%	17.9%
Unpaid domestic work	1.2%	0.8%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	15.6%	17.5%
€25,000 - €49,999	37.3%	37.5%
€50,000 - €74,999	24.4%	22.8%
More than €74,999	22.7%	22.2%
Education level		
No studies	4.6%	5.0%
Primary education	1.9%	2.6%
Secondary education	19.4%	23.6%
Higher education	74.0%	68.9%

3 IN 10 TOURISTS ARE
BRITISH

38 YEARS OLD
AVERAGE AGE

40% WITH CHILDREN

Pictures: Freepik.com

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