

PROFILE OF TOURIST BY AGE RANGE (2021) YOUNG ADULT (31 - 45 YEARS OLD)

How many are they and how much do they spend?

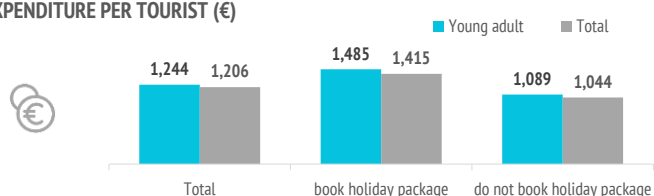


	Young adult	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,761,979	5,827,892
- book holiday package	689,053	2,549,012
- do not book holiday package	1,072,926	3,278,880
- % tourists who book holiday package	39.1%	43.7%
Share of total tourist	30.2%	100%
Expenditure per tourist (€)		
- book holiday package	1,244	1,206
- holiday package	1,218	1,135
- others	268	280
- do not book holiday package	1,089	1,044
- flight	256	248
- accommodation	408	369
- others	425	427
Average length of stay	8.71	9.54
- book holiday package	8.18	8.59
- do not book holiday package	9.06	10.28
Average daily expenditure (€)	155.9	144.0
- book holiday package	187.6	172.8
- do not book holiday package	135.5	121.6
Total turnover (> 15 years old) (€m)	2,192	7,028
- book holiday package	1,023	3,606
- do not book holiday package	1,168	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Young adult	Total
Didn't have holidays	31.7%	35.7%
Canary Islands	16.7%	17.6%
Other destination	51.6%	46.8%

What other destinations do they consider for this trip?*

	Young adult	Total
None	25.4%	29.4%
Canary Islands (other island)	25.0%	25.4%
Other destination	49.5%	45.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	Young adult	Total
Climate	77.9%	76.0%
Sea	54.3%	52.0%
Safety	48.9%	49.0%
Beaches	46.8%	44.6%
Tranquility	46.6%	48.5%
Landscapes	41.4%	39.1%
European belonging	40.5%	40.2%
Accommodation supply	35.7%	37.8%
Environment	35.7%	34.7%
Effortless trip	33.6%	34.9%
Price	32.6%	32.4%
Gastronomy	28.3%	27.9%
Authenticity	25.2%	24.4%
Fun possibilities	23.1%	22.4%
Exoticism	15.9%	14.5%
Hiking trail network	13.0%	12.1%
Culture	9.6%	8.7%
Historical heritage	9.6%	9.1%
Nightlife	8.0%	8.4%
Shopping	7.9%	8.8%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

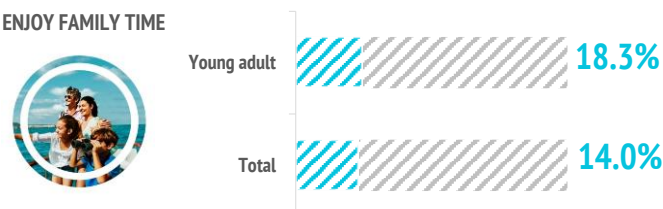
% of tourists who indicate that the factor is "very important" in their choice.

What is the main motivation for their holidays?



	Young adult	Total
Rest	46.2%	50.7%
Enjoy family time	18.3%	14.0%
Have fun	6.0%	7.3%
Explore the destination	24.7%	23.3%
Practice their hobbies	2.8%	2.6%
Other reasons	1.9%	2.1%

ENJOY FAMILY TIME



How far in advance do they book their trip?



	Young adult	Total
The same day	1.2%	1.0%
Between 1 and 30 days	44.3%	42.5%
Between 1 and 2 months	27.0%	26.7%
Between 3 and 6 months	17.9%	18.7%
More than 6 months	9.6%	11.1%

% TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

YOUNG ADULT
44.3%



TOTAL
42.5%

Picture: Freepik.com

PROFILE OF TOURIST BY AGE RANGE (2021)

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	41.7%	45.7%
Friends or relatives	32.9%	30.9%
Internet or social media	58.5%	53.5%
Mass Media	2.1%	2.3%
Travel guides and magazines	6.9%	7.0%
Travel Blogs or Forums	10.2%	8.4%
Travel TV Channels	0.5%	0.5%
Tour Operator or Travel Agency	17.3%	19.4%
Public administrations or similar	2.3%	1.9%
Others	2.9%	2.9%

* Multi-choise question

With whom did they book their flight and accommodation?

	Young adult	Total
Flight		
- Directly with the airline	55.7%	52.8%
- Tour Operator or Travel Agency	44.3%	47.2%

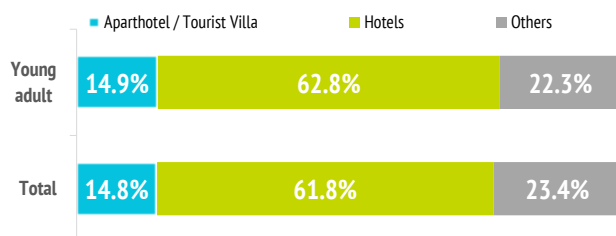
Accommodation

- Directly with the accommodation	43.1%	39.9%
- Tour Operator or Travel Agency	56.9%	60.1%

Where do they stay?

	Young adult	Total
1-2-3* Hotel	10.7%	11.5%
4* Hotel	40.3%	39.4%
5* Hotel / 5* Luxury Hotel	11.9%	10.9%
Aparthotel / Tourist Villa	14.9%	14.8%
House/room rented in a private dwelling	7.1%	6.9%
Private accommodation (1)	8.6%	9.9%
Others (Cottage, cruise, camping,...)	6.6%	6.6%

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



What do they book?

	Young adult	Total
Room only	27.8%	28.1%
Bed and Breakfast	16.6%	15.3%
Half board	17.7%	19.5%
Full board	3.1%	3.2%
All inclusive	34.9%	33.8%

”
16.6% of tourists book B&B.

(Canary Islands: 15.3%)

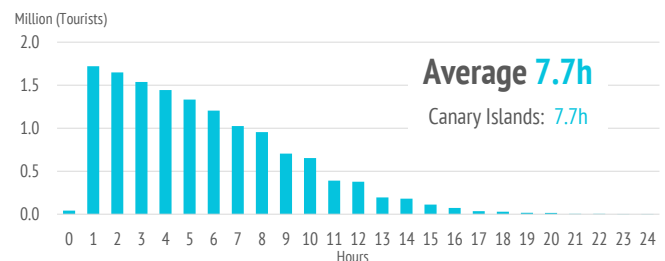
Other expenses

	Young adult	Total
Restaurants or cafes	67.5%	66.9%
Supermarkets	56.9%	55.6%
Car rental	42.1%	37.3%
Organized excursions	26.2%	23.7%
Taxi, transfer, chauffeur service	41.8%	46.0%
Theme Parks	11.1%	8.6%
Sport activities	9.9%	9.3%
Museums	5.5%	4.7%
Flights between islands	7.6%	6.3%

Activities in the Canary Islands

Outdoor time per day	Young adult	Total
0 hours	2.3%	2.4%
1 - 2 hours	10.5%	10.0%
3 - 6 hours	29.0%	30.1%
7 - 12 hours	47.1%	47.1%
More than 12 hours	11.0%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Young adult	Total
Beach	79.0%	75.1%
Walk, wander	72.6%	72.2%
Swimming pool, hotel facilities	59.9%	57.5%
Explore the island on their own	57.0%	52.5%
Swim	39.0%	38.8%
Taste Canarian gastronomy	31.6%	30.2%
Hiking	24.7%	22.5%
Organized excursions	16.1%	16.0%
Theme parks	15.7%	12.2%
Sea excursions / whale watching	14.4%	13.5%
Museums / exhibitions	12.1%	10.7%
Nightlife / concerts / shows	12.1%	12.3%
Wineries / markets / popular festivals	10.7%	10.0%
Other Nature Activities	10.5%	9.5%
Running	8.1%	7.6%
Beauty and health treatments	5.7%	5.6%
Practice other sports	5.5%	5.9%
Surf	5.4%	4.8%
Scuba Diving	4.7%	4.2%
Astronomical observation	4.5%	4.2%
Cycling / Mountain bike	4.2%	4.2%
Golf	1.7%	2.3%
Windsurf / Kitesurf	1.5%	1.5%

* Multi-choise question

PROFILE OF TOURIST BY AGE RANGE (2021)

YOUNG ADULT (31 - 45 YEARS OLD)

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Young adult tourists	1,761,979	279,118	255,154	440,256	741,874	33,104
- Share by islands	100%	15.8%	14.5%	25.0%	42.1%	1.9%
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 adult tourists	30.2%	29.0%	30.2%	28.5%	32.0%	32.3%

How many islands do they visit during their trip?

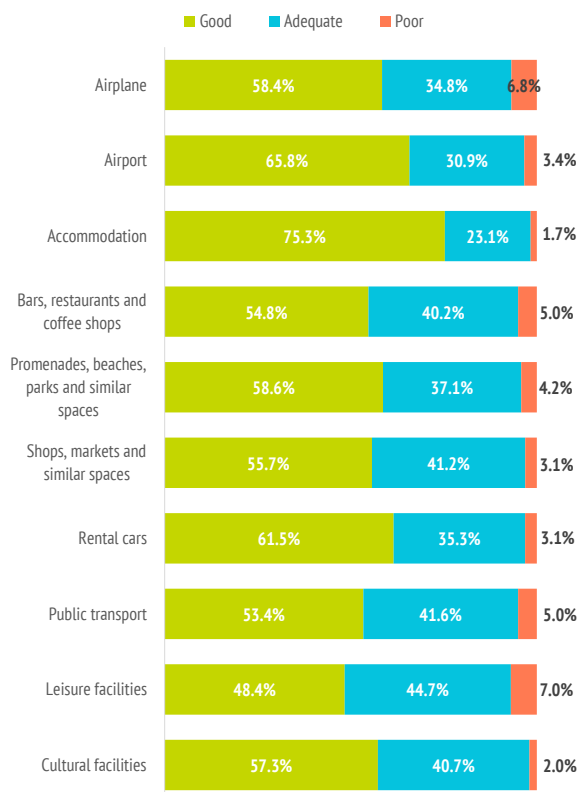
	Young adult	Total
One island	89.5%	90.9%
Two islands	9.1%	7.8%
Three or more islands	1.4%	1.3%

Health safety

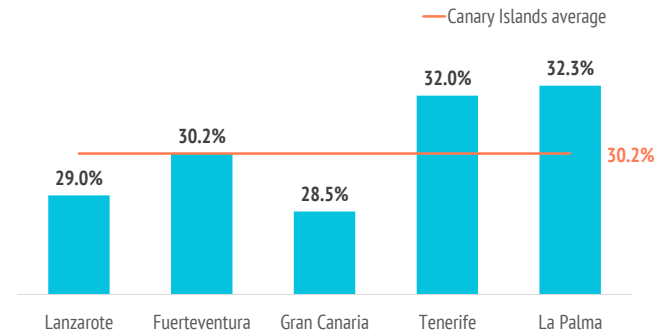
Planning the trip: Importance	Young adult	Total
Average rating (scale 0-10)	7.88	7.99

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

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

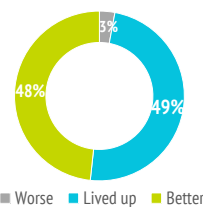


How do they rate the Canary Islands?

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

Experience in the Canary Islands	Young adult	Total
Worse or much worse than expected	2.9%	2.7%
Lived up to expectations	48.8%	51.4%
Better or much better than expected	48.3%	45.9%

Future intentions (scale 1-10)	Young adult	Total
Return to the Canary Islands	8.88	8.86
Recommend visiting the Canary Islands	9.11	9.10



8.88/10

Experience in the Canary Islands

Return to the Canary Islands



9.11/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

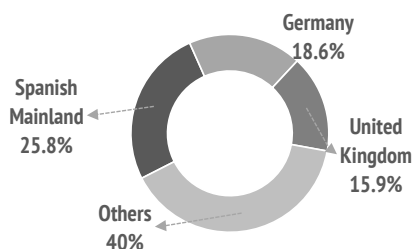
	Young adult	Total
Repeat tourists	65.7%	68.0%
Repeat tourists (last 5 years)	59.3%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	12.3%	15.0%
At least 10 previous visits	12.6%	18.3%

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Where are they from?



	%	Absolute
Spanish Mainland	25.8%	455,258
Germany	18.6%	327,539
United Kingdom	15.9%	280,883
France	6.8%	120,124
Poland	5.4%	95,642
Italy	4.6%	80,471
Belgium	3.6%	64,151
Netherlands	3.6%	63,195
Ireland	2.3%	41,291
Sweden	1.6%	28,462
Switzerland	1.6%	27,994
Denmark	1.5%	26,669
Czech Republic	1.2%	21,823
Finland	0.8%	14,938
Norway	0.8%	14,774
Luxembourg	0.8%	14,212
Portugal	0.8%	14,197
Others	4.0%	70,355



Who do they come with?



	Young adult	Total
Unaccompanied	14.3%	13.5%
Only with partner	39.6%	48.2%
Only with children (< 13 years old)	8.5%	3.9%
Partner + children (< 13 years old)	11.5%	4.9%
Other relatives	7.2%	8.4%
Friends	7.7%	8.5%
Work colleagues	1.1%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	10.0%	11.5%

(1) Different situations have been isolated

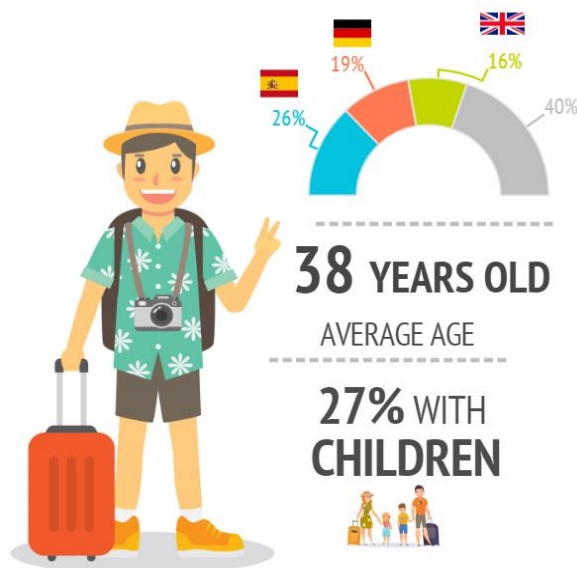
Tourists with children	26.8%	12.5%
- Between 0 and 2 years old	2.5%	1.2%
- Between 3 and 12 years old	21.7%	10.2%
- Between 0 -2 and 3-12 years	2.6%	1.0%
Tourists without children	73.2%	87.5%
Group composition:		
- 1 person	16.9%	16.5%
- 2 people	47.8%	56.7%
- 3 people	13.6%	10.7%
- 4 or 5 people	18.8%	13.6%
- 6 or more people	2.9%	2.5%
Average group size:	2.53	2.37

*People who share the main expenses of the trip

Who are they?



	Young adult	Total
Gender		
Men	52.9%	49.6%
Women	47.1%	50.4%
Age		
Average age (tourist > 15 years old)	37.8	43.3
Standard deviation	4.4	15.6
Age range (> 15 years old)		
16 - 24 years old	--	11.9%
25 - 30 years old	--	14.8%
31 - 45 years old	100%	30.2%
46 - 60 years old	--	26.6%
Over 60 years old	--	16.4%
Occupation		
Salaried worker	69.8%	57.8%
Self-employed	12.6%	11.1%
Unemployed	1.7%	1.7%
Business owner	11.4%	10.0%
Student	1.8%	5.9%
Retired	1.8%	12.2%
Unpaid domestic work	0.6%	0.5%
Others	0.4%	0.9%
Annual household income level		
Less than €25,000	13.6%	16.1%
€25,000 - €49,999	36.2%	37.0%
€50,000 - €74,999	24.3%	23.4%
More than €74,999	25.9%	23.5%
Education level		
No studies	1.3%	2.2%
Primary education	1.6%	2.2%
Secondary education	14.7%	18.8%
Higher education	82.4%	76.9%



Pictures: Freepik.com