Adult (46 - 60 years old)

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How many are they and how much do they spend?

	Adult	Total
Tourist arrivals (> 16 years old)	4,056,197	13,114,359
Average daily expenditure (€)	143.40	135.94
. in their place of residence	104.12	98.03
. in the Canary Islands	39.28	37.90
Average lenght of stay	9.0	9.4
Turnover per tourist (€)	1,182	1,141
Total turnover (> 16 years old) (€m)	4,793	14,957
Share of total turnover	32.0%	100%
Share of total tourist	30.9%	100%

Expenditure in the Canary Islands per tourist and trip (€) (*)

	Adult	Total
Accommodation (**):	46.25	47.11
- Accommodation	39.33	40.52
- Additional accommodation expenses	6.91	6.60
Transport:	25.23	26.01
- Public transport	4.15	5.14
- Taxi	6.69	6.94
- Car rental	14.39	13.93
Food and drink:	154.21	148.33
- Food purchases at supermarkets	60.31	63.46
- Restaurants	93.90	84.87
Souvenirs:	56.65	53.88
Leisure:	31.38	34.52
- Organized excursions	14.17	14.95
- Leisure, amusement	3.45	4.55
- Trip to other islands	1.78	1.85
- Sporting activities	4.82	5.11
- Cultural activities	1.95	2.04
- Discos and disco-pubs	5.21	6.01
Others:	14.72	13.91
- Wellness	3.42	3.23
- Medical expenses	1.28	1.69
- Other expenses	10.02	8.99

How far in advance do they book their trip?

	Adult	Total
The same day they leave	0.3%	0.6%
Between 2 and 7 days	5.3%	6.3%
Between 8 and 15 days	7.7%	7.9%
Between 16 and 30 days	14.1%	14.7%
Between 31 and 90 days	34.1%	34.3%
More than 90 days	38.5%	36.2%

What do they book at their place of residence?

	Adult	Total
Flight only	7.1%	8.8%
Flight and accommodation (room only)	27.4%	25.7%
Flight and accommodation (B&B)	8.8%	8.0%
Flight and accommodation (half board)	20.8%	20.4%
Flight and accommodation (full board)	3.9%	4.3%
Flight and accommodation (all inclusive)	32.1%	32.8%
% Tourists using low-cost airlines	45.1%	48.7%
Other expenses in their place of residence:		
- Car rental	11.8%	11.8%
- Sporting activities	4.9%	5.3%
- Excursions	4.7%	5.7%
- Trip to other islands	1.5%	1.6%

How do they book?

Accommodation booking

	Adult	Total
Tour Operator	45.8%	42.3%
- Tour Operator´s website	81.7%	78.8%
Accommodation	14.5%	14.7%
- Accommodation´s website	83.6%	83.5%
Travel agency (High street)	20.1%	20.5%
Online Travel Agency (OTA)	14.8%	16.5%
No need to book accommodation	4.7%	6.0%

Flight booking

	Adult	Total
Tour Operator	47.7%	44.6%
- Tour Operator´s website	79.2%	76.3%
Airline	23.0%	24.8%
- Airline´s website	96.8%	96.2%
Travel agency (High street)	18.5%	19.1%
Online Travel Agency (OTA)	10.8%	11.5%

Where do they stay?

	Adult	Total
5* Hotel	7.5%	7.1%
4* Hotel	40.0%	39.6%
1-2-3* Hotel	14.3%	14.6%
Apartment	32.4%	31.5%
Property (privately-owned,friends,family)	3.4%	4.6%
Others	2.5%	2.6%

Who are they?

Gender	Adult	Total
Percentage of men	48.6%	48.5%
Percentage of women	51.4%	51.5%
Age		
Average age (tourists > 16 years old)	52.5	46.3
Standard deviation	4.3	15.3
Age range (> 16 years old)		
16-24 years old	--	8.2%
25-30 years old	--	11.1%
31-45 years old	--	29.1%
46-60 years old	100.0%	30.9%
Over 60 years old	--	20.7%
Occupation		
Business owner or self-employed	27.2%	23.1%
Upper/Middle management employee	46.8%	36.1%
Auxiliary level employee	17.2%	15.5%
Students	0.3%	5.1%
Retired	5.8%	18.0%
Unemployed / unpaid dom. work	2.6%	2.2%
Annual household income level		
€12,000 - €24,000	10.4%	17.8%
€24,001 - €36,000	16.6%	19.4%
€36,001 - €48,000	17.2%	16.9%
€48,001 - €60,000	16.1%	14.6%
€60,001 - €72,000	11.2%	9.5%
€72,001 - €84,000	7.6%	6.0%
More than €84,000	20.8%	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.

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Which island do they choose?

Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Adult tourists	4,056,197	780,514	589,057	1,110,362	1,440,338	89,223
- Share by islands	100%	19.2%	14.5%	27.4%	35.5%	2.2%
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%
% Adult tourists	30.9%	33.5%	30.8%	30.4%	29.5%	40.3%

Who do they come with?

	Adult	Total
Unaccompanied	7.9%	9.1%
Only with partner	50.0%	47.6%
Only with children (under the age of 13)	1.4%	1.5%
Partner + children (under the age of 13)	8.3%	11.8%
Other relatives	4.6%	6.0%
Friends	4.0%	6.1%
Work colleagues	0.2%	0.3%
Other combinations [(1)]	23.7%	17.5%

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

How do they rate the destination?

Impression of their stay	Adult	Total
Good or very good (% tourists)	94.3%	94.1%
Average rating (scale 1-10)	8.93	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Adult	Total
Repeat tourists	84.1%	77.3%
In love (at least 10 previous visits)	18.8%	16.1%

Where are they from?

Ten main source markets	Share	Absolute
United Kingdom	33.2%	1,346,187
Germany	22.9%	929,955
Spanish Mainland	8.8%	355,729
France	4.0%	162,453
Sweden	4.0%	161,233
Netherlands	3.9%	157,641
Belgium	3.3%	134,839
Ireland	3.2%	130,332
Italy	2.8%	113,011
Norway	2.6%	106,227

Why do they choose the Canary Islands?

Aspects influencing the choice	Adult	Total
Climate/sun	91.6%	89.8%
Tranquillity/rest/relaxation	40.5%	36.6%
Beaches	32.2%	34.5%
Scenery	23.0%	21.9%
Visiting new places	13.8%	14.6%
Security	12.6%	11.1%
Price	11.4%	12.7%
Ease of travel	10.0%	8.9%
Quality of the environment	6.9%	6.5%
Suitable destination for children	5.6%	7.5%
Active tourism	5.2%	5.1%
Nightlife/fun	3.1%	3.8%
Shopping	2.8%	2.6%
Culture	2.5%	2.6%
Theme parks	1.9%	3.0%
Nautical activities	1.8%	2.2%

* Multi-choice question

What did motivate them to come?

Aspects motivating the choice	Adult	Total
Previous visits to the Canary Islands	71.3%	64.1%
Recommendation by friends or relatives	29.5%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.8%	0.8%
Information in the press/magazines/books	3.8%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	7.9%	8.0%
Recommendation by Travel Agency	8.7%	9.7%
Information obtained via the Internet	24.8%	25.8%
Senior Tourism programme	0.2%	0.2%
Others	5.8%	6.1%

* Multi-choise question

Distribution of tourist arrivals by island (2016)

- Adult
- Total tourists

	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Adult	19.2%	14.5%	27.4%	35.5%	2.2%
Total tourists	17.8%	14.6%	27.9%	37.3%	1.7%
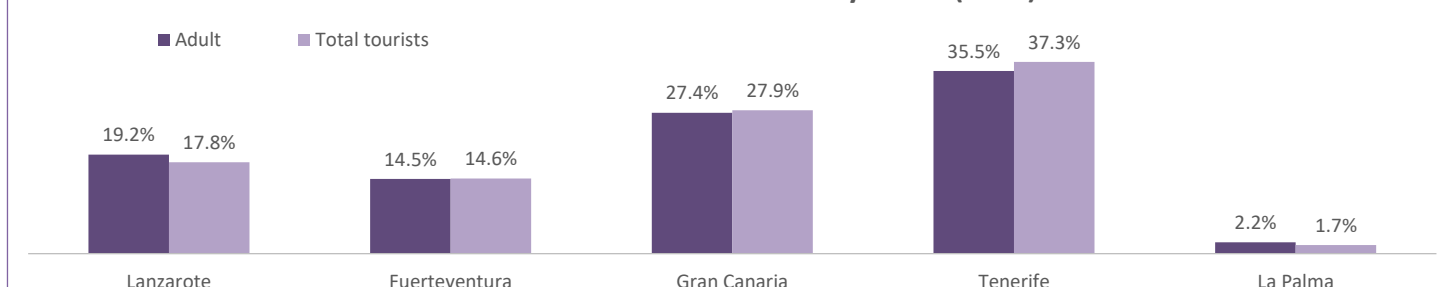
Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that his/her age was between 46 and 60. (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages,"Not applicable" and "No answer" have been excluded.