

## Tourist profile according to age range (2017)

### ADULT (46 - 60 YEARS OLD)

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



	Adult	Total
Tourist arrivals (> 16 years old)	4,385,625	13,852,616
Average daily expenditure (€)	148.96	140.18
. in their place of residence	108.11	101.15
. in the Canary Islands	40.86	39.03
Average length of stay	8.84	9.17
Turnover per tourist (€)	1,212	1,155
Total turnover (> 16 years old) (€m)	5,316	15,999
Share of total tourist	31.7%	100%
Share of total turnover	33.2%	100%

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

##### Accommodation:

- Accommodation	13.8%	13.5%
- Additional accommodation expenses	6.2%	6.3%

##### Transport:

- Public transport	13.4%	14.5%
- Taxi	21.3%	21.2%
- Car rental	19.8%	19.4%

##### Food and drink:

- Food purchases at supermarkets	54.7%	55.0%
- Restaurants	57.9%	57.3%

##### Souvenirs:

	53.5%	53.3%
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##### Leisure:

- Organized excursions	16.7%	17.7%
- Leisure, amusement	7.2%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	5.6%	6.1%
- Cultural activities	4.2%	4.4%
- Discos and disco-pubs	4.3%	6.1%

##### Others:

- Wellness	5.3%	4.9%
- Medical expenses	3.9%	4.0%
- Other expenses	9.4%	9.6%



**+8%**  
TOURISTS\*  
4,385,625



**+3%**  
TRAVEL EXPENSES  
€1,212



**+11%**  
TURNOVER  
€5,316 MILL

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



	Adult	Total
Flight only	7.8%	9.3%
Flight and accommodation (room only)	28.4%	26.9%
Flight and accommodation (B&B)	8.8%	8.3%
Flight and accommodation (half board)	19.5%	19.3%
Flight and accommodation (full board)	4.0%	4.4%
Flight and accommodation (all inclusive)	31.5%	31.9%
% Tourists using low-cost airlines	47.6%	50.8%

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

- Car rental	12.7%	12.6%
- Sporting activities	4.7%	5.1%
- Excursions	5.0%	6.2%
- Trip to other islands	1.5%	1.5%

\* Tourists over 16 years old.

#### How do they book?



	Adult	Total
Accommodation booking		
<b>Tour Operator</b>	44.8%	42.4%
- Tour Operator's website	81.8%	80.6%
<b>Accommodation</b>	15.1%	14.6%
- Accommodation's website	84.7%	84.0%
<b>Travel agency (High street)</b>	18.6%	19.3%
<b>Online Travel Agency (OTA)</b>	16.5%	17.3%
<b>No need to book accommodation</b>	4.9%	6.4%

	Adult	Total
Flight booking		
<b>Tour Operator</b>	46.9%	44.8%
- Tour Operator's website	79.9%	78.6%
<b>Airline</b>	24.9%	25.8%
- Airline's website	97.8%	97.3%
<b>Travel agency (High street)</b>	17.7%	18.0%
<b>Online Travel Agency (OTA)</b>	10.6%	11.4%

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



	Adult	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	5.0%	5.9%
Between 8 and 15 days	6.9%	7.4%
Between 16 and 30 days	12.4%	13.4%
Between 31 and 90 days	34.7%	34.6%
More than 90 days	40.7%	38.3%

#### Who are they?



	Adult	Total
Gender		
Men	47.7%	48.1%
Women	52.3%	51.9%

#### Age

Average age (tourists > 16 years old)	52.5	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	--	27.9%
46-60 years old	100%	31.7%
Over 60 years old	--	21.8%

#### Occupation

Business owner or self-employed	28.8%	23.8%
Upper/Middle management employee	45.9%	35.2%
Auxiliary level employee	17.3%	15.3%
Students	0.3%	5.0%
Retired	5.4%	18.6%
Unemployed / unpaid dom. work	2.4%	2.1%

#### Annual household income level

€12,000 - €24,000	11.3%	17.9%
€24,001 - €36,000	16.1%	19.3%
€36,001 - €48,000	15.9%	16.1%
€48,001 - €60,000	17.0%	15.1%
€60,001 - €72,000	11.2%	9.3%
€72,001 - €84,000	7.8%	6.3%
More than €84,000	20.7%	16.0%

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#### Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Adult tourists	4,385,625	822,856	652,642	1,164,507	1,587,008	117,909
- Share by islands	100%	18.8%	14.9%	26.6%	36.2%	2.7%
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%
% Adult tourists	31.7%	33.1%	33.7%	29.9%	30.8%	42.4%

#### Where do they stay?

	Adult	Total
5* Hotel	7.6%	6.8%
4* Hotel	38.7%	38.4%
1-2-3* Hotel	13.8%	14.4%
Apartment	33.4%	32.4%
Property (privately-owned, friends, family)	3.2%	4.8%
Others	3.3%	3.2%

#### Who do they come with?

	Adult	Total
Unaccompanied	7.6%	8.7%
Only with partner	46.7%	46.8%
Only with children (under the age of 13)	1.6%	1.7%
Partner + children (under the age of 13)	8.8%	11.9%
Other relatives	4.7%	6.0%
Friends	4.1%	6.1%
Work colleagues	0.3%	0.3%
Other combinations <sup>(1)</sup>	26.1%	18.5%

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

#### How do they rate the Canary Islands?

Opinion on their stay	Adult	Total
Good or very good (% tourists)	94.2%	94.0%
Average rating (scale 1-10)	8.96	8.92

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

Repeat tourists	Adult	Total
At least 1 previous visit	83.6%	77.3%
At least 10 previous visits	18.9%	16.9%

#### Where are they from?

	Share	Absolute
United Kingdom	34.2%	1,498,345
Germany	22.3%	977,829
Spanish Mainland	8.7%	379,405
Netherlands	4.5%	196,709
France	3.7%	163,703
Sweden	3.7%	161,123
Italy	3.3%	144,387
Ireland	3.0%	131,812
Belgium	3.0%	129,385
Others	13.7%	602,929

#### Why do they choose the Canary Islands?

Aspects influencing the choice	Adult	Total
Climate/sun	91.4%	89.8%
Tranquillity/rest/relaxation	40.3%	37.2%
Beaches	32.3%	35.1%
Scenery	23.1%	22.9%
Visiting new places	14.4%	14.7%
Price	11.1%	12.2%
Security	10.6%	9.7%
Ease of travel	10.1%	8.9%
Quality of the environment	7.9%	6.5%
Suitable destination for children	5.7%	7.6%
Active tourism	5.6%	5.4%
Nightlife/fun	3.2%	3.8%
Shopping	2.7%	2.5%
Culture	2.6%	2.7%
Nautical activities	1.9%	2.0%
Theme parks	1.9%	3.1%

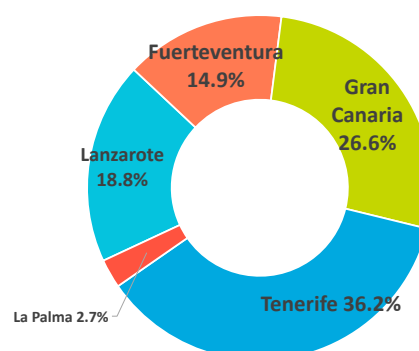
\* Multi-choice question

#### What did motivate them to come?

Prescription sources	Adult	Total
Previous visits to the Canary Islands	71.3%	64.9%
Recommendation by friends/relatives	30.0%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.7%	1.0%
Information in press/magazines/books	4.2%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	7.5%	7.2%
Recommendation by Travel Agency	9.0%	9.3%
Information obtained via the Internet	24.0%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	5.7%	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 46 and 60.

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.