

PROFILE OF TOURIST BY AGE RANGE (2018)

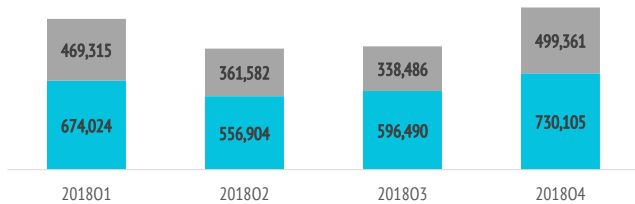
ADULT (46 - 60 YEARS OLD)

How many are they and how much do they spend?

	Adult	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	4,226,268	13,485,651
- book holiday package	2,557,523	7,848,516
- do not book holiday package	1,668,745	5,637,135
- % tourists who book holiday package	60.5%	58.2%
Share of total tourist	31.3%	100%

ADULT TOURISTS

■ do not book holiday package ■ book holiday package



	Adult	Total
Expenditure per tourist (€)		
- book holiday package	1,331	1,309
- holiday package	1,076	1,064
- others	255	246
- do not book holiday package	1,072	1,037
- flight	299	288
- accommodation	378	350
- others	395	399
Average length of stay		
- book holiday package	8.55	8.66
- do not book holiday package	9.50	10.23
Average daily expenditure (€)		
- book holiday package	163.6	159.8
- do not book holiday package	131.0	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	3,404	10,277
- do not book holiday package	1,789	5,848

AVERAGE LENGTH OF STAY (nights)

■ Adult ■ Total



EXPENDITURE PER TOURIST (€)

■ Adult ■ Total



Importance of each factor in the destination choice

	Adult	Total
Climate	80.0%	78.1%
Safety	53.3%	51.4%
Tranquility	48.6%	46.2%
Accommodation supply	43.3%	41.7%
Sea	42.2%	43.3%
European belonging	37.1%	35.8%
Effortless trip	36.0%	34.8%
Beaches	35.2%	37.1%
Price	34.9%	36.5%
Landscapes	30.4%	31.6%
Environment	30.3%	30.6%
Gastronomy	22.9%	22.6%
Authenticity	17.9%	19.1%
Fun possibilities	17.0%	20.7%
Shopping	9.3%	9.6%
Hiking trail network	8.9%	9.0%
Exoticism	8.3%	10.5%
Historical heritage	7.1%	7.1%
Culture	6.8%	7.3%
Nightlife	5.8%	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?

	Adult	Total
Rest	61.0%	55.1%
Enjoy family time	13.1%	14.7%
Have fun	4.3%	7.8%
Explore the destination	17.8%	18.5%
Practice their hobbies	1.8%	1.8%
Other reasons	2.1%	2.1%



How far in advance do they book their trip?

	Adult	Total
The same day	0.5%	0.7%
Between 1 and 30 days	21.2%	23.2%
Between 1 and 2 months	21.6%	23.0%
Between 3 and 6 months	33.5%	32.4%
More than 6 months	23.2%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ADULT TOURISTS
23.2%



TOTAL
20.7%

Picture: Freepik.com

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

	Adult	Total
Previous visits to the Canary Islands	57.1%	50.9%
Friends or relatives	22.9%	27.8%
Internet or social media	56.4%	56.1%
Mass Media	1.6%	1.7%
Travel guides and magazines	10.0%	9.5%
Travel Blogs or Forums	4.3%	5.4%
Travel TV Channels	1.0%	0.7%
Tour Operator or Travel Agency	25.2%	24.7%
Public administrations or similar	0.4%	0.4%
Others	2.1%	2.3%

* Multi-choice question

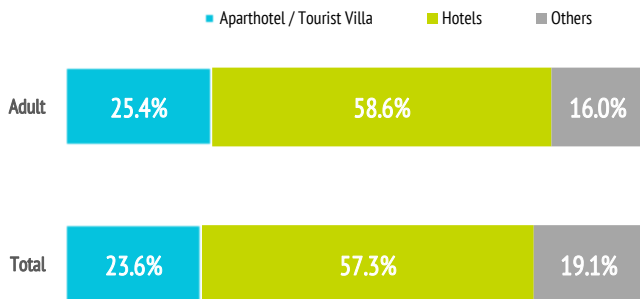
With whom did they book their flight and accommodation? 👁

	Adult	Total
Flight		
- Directly with the airline	37.7%	39.5%
- Tour Operator or Travel Agency	62.3%	60.5%
Accommodation		
- Directly with the accommodation	27.5%	28.8%
- Tour Operator or Travel Agency	72.5%	71.2%

Where do they stay? 🏠

	Adult	Total
1-2-3* Hotel	12.5%	12.8%
4* Hotel	38.8%	37.7%
5* Hotel / 5* Luxury Hotel	7.3%	6.8%
Aparthotel / Tourist Villa	25.4%	23.6%
House/room rented in a private dwelling	4.3%	5.3%
Private accommodation (1)	5.4%	7.0%
Others (Cottage, cruise, camping,...)	6.3%	6.8%

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



What do they book? 🍽

	Adult	Total
Room only	28.8%	28.8%
Bed and Breakfast	12.7%	11.7%
Half board	22.9%	22.4%
Full board	2.8%	3.0%
All inclusive	32.8%	34.1%

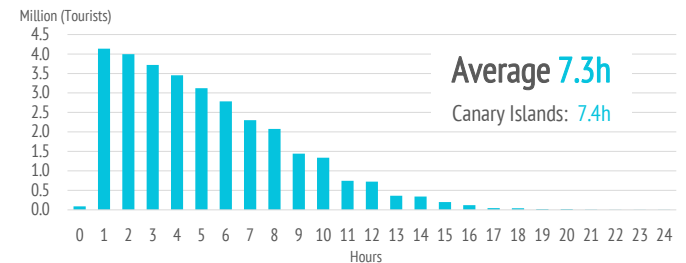
Other expenses 📍

	Adult	Total
Restaurants or cafes	64.7%	63.2%
Supermarkets	54.6%	55.9%
Car rental	27.5%	26.6%
Organized excursions	20.4%	21.8%
Taxi, transfer, chauffeur service	52.8%	51.7%
Theme Parks	7.0%	8.8%
Sport activities	5.8%	6.4%
Museums	5.4%	5.0%
Flights between islands	4.5%	4.8%

Activities in the Canary Islands 🚶

Outdoor time per day	Adult	Total
0 hours	2.1%	2.2%
1 - 2 hours	9.9%	10.0%
3 - 6 hours	33.5%	32.6%
7 - 12 hours	45.9%	46.5%
More than 12 hours	8.5%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Adult	Total
Walk, wander	70.9%	71.0%
Beach	66.0%	68.0%
Swimming pool, hotel facilities	58.9%	58.9%
Explore the island on their own	45.0%	46.5%
Taste Canarian gastronomy	26.1%	25.4%
Organized excursions	16.6%	17.9%
Sport activities	14.0%	14.3%
Nightlife / concerts / shows	13.0%	15.5%
Wineries / markets / popular festivals	11.9%	12.0%
Theme parks	11.7%	15.5%
Sea excursions / whale watching	10.1%	11.3%
Museums / exhibitions	10.0%	9.8%
Nature activities	9.8%	10.0%
Activities at sea	9.6%	9.8%
Beauty and health treatments	6.2%	5.7%
Astronomical observation	2.9%	3.4%

* Multi-choice question

ADULT TOURISTS TOTAL

TASTE CANARIAN GASTRONOMY	26.1%	25.4%
BEAUTY AND HEALTH TREATMENTS	6.2%	5.7%



PROFILE OF TOURIST BY AGE RANGE (2018)

ADULT (46 - 60 YEARS OLD)



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Adult tourists	4,226,268	851,318	586,745	1,145,203	1,499,819	98,138
- Share by islands	100%	20.1%	13.9%	27.1%	35.5%	2.3%
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%
% Adult tourists	32.0%	35.0%	32.0%	31.0%	30.6%	40.0%

How many islands do they visit during their trip?

	Adult	Total
One island	90.8%	90.9%
Two islands	7.8%	7.7%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Adult	Total
Research		
- Tourist package	15.9%	15.4%
- Flights	13.0%	13.0%
- Accommodation	18.1%	17.7%
- Transport	13.4%	15.6%
- Restaurants	23.7%	27.0%
- Excursions	23.5%	26.3%
- Activities	26.3%	31.0%
Book or purchase		
- Tourist package	41.0%	38.1%
- Flights	63.4%	64.4%
- Accommodation	54.1%	54.5%
- Transport	46.0%	44.7%
- Restaurants	10.5%	10.5%
- Excursions	10.2%	11.4%
- Activities	11.2%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Adult	Total
Did not use the Internet	8.7%	9.8%
Used the Internet	91.3%	90.2%
- Own Internet connection	32.1%	36.5%
- Free Wifi connection	46.2%	41.1%
Applications*		
- Search for locations or maps	57.6%	60.7%
- Search for destination info	42.7%	44.7%
- Share pictures or trip videos	53.8%	55.6%
- Download tourist apps	7.0%	6.5%
- Others	26.0%	23.9%

* Multi-choice question

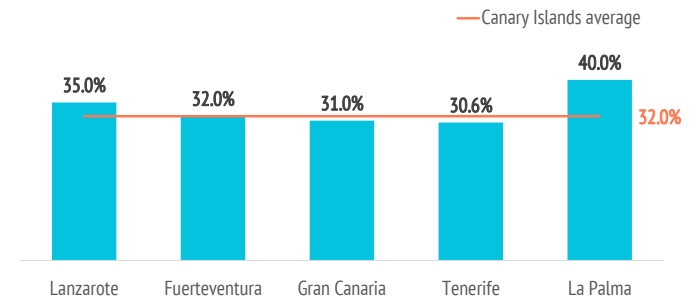


53.8% of adult tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

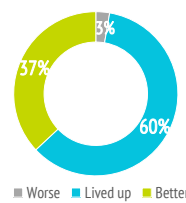


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Adult	Total
Average rating	8.61	8.58

Experience in the Canary Islands	Adult	Total
Worse or much worse than expected	2.7%	2.9%
Lived up to expectations	60.3%	57.4%
Better or much better than expected	37.0%	39.7%

Future intentions (scale 1-10)	Adult	Total
Return to the Canary Islands	8.72	8.60
Recommend visiting the Canary Islands	8.90	8.86



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Adult	Total
Repeat tourists	77.2%	71.0%
Repeat tourists (last 5 years)	70.3%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	20.8%	18.4%
At least 10 previous visits	19.9%	17.8%

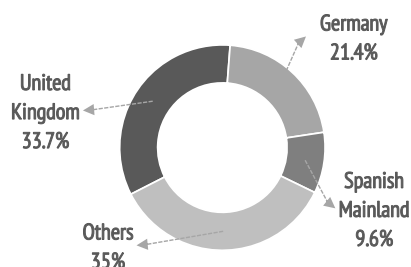
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Where are they from?



	%	Absolute
United Kingdom	33.7%	1,424,644
Germany	21.4%	904,510
Spanish Mainland	9.6%	405,328
Netherlands	4.4%	184,854
Sweden	4.0%	167,039
France	3.9%	163,600
Ireland	3.5%	147,512
Italy	3.1%	130,759
Belgium	2.9%	122,794
Norway	2.7%	112,696
Denmark	2.1%	87,259
Switzerland	2.0%	85,215
Finland	1.8%	76,110
Poland	1.0%	41,223
Austria	0.9%	36,395
Russia	0.4%	15,595
Czech Republic	0.3%	11,440
Others	2.6%	109,296



Who do they come with?



	Adult	Total
Unaccompanied	8.1%	8.9%
Only with partner	48.7%	47.4%
Only with children (< 13 years old)	5.1%	5.9%
Partner + children (< 13 years old)	4.8%	7.2%
Other relatives	8.0%	9.0%
Friends	4.1%	6.3%
Work colleagues	0.3%	0.5%
Organized trip	0.2%	0.2%
Other combinations ⁽¹⁾	20.6%	14.6%

(1) Different situations have been isolated

Tourists with children	14.6%	19.3%
- Between 0 and 2 years old	0.6%	1.8%
- Between 3 and 12 years old	13.5%	15.8%
- Between 0 -2 and 3-12 years	0.5%	1.6%
Tourists without children	85.4%	80.7%
Group composition:		
- 1 person	11.3%	12.4%
- 2 people	54.2%	54.1%
- 3 people	13.9%	12.6%
- 4 or 5 people	17.2%	17.1%
- 6 or more people	3.4%	3.8%
Average group size:	2.59	2.58

Who are they?



	Adult	Total
Gender		
Men	48.1%	48.2%
Women	51.9%	51.8%
Age		
Average age (tourist > 15 years old)	52.6	46.7
Standard deviation	4.3	15.3
Age range (> 15 years old)		
16 - 24 years old	--	7.7%
25 - 30 years old	--	10.8%
31 - 45 years old	--	28.6%
46 - 60 years old	100.0%	31.3%
Over 60 years old	--	21.5%
Occupation		
Salaried worker	64.6%	55.5%
Self-employed	13.5%	11.0%
Unemployed	1.0%	1.1%
Business owner	11.2%	9.2%
Student	1.2%	4.2%
Retired	6.5%	17.3%
Unpaid domestic work	1.1%	0.9%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	11.6%	17.0%
€25,000 - €49,999	33.9%	36.5%
€50,000 - €74,999	27.7%	25.0%
More than €74,999	26.8%	21.5%
Education level		
No studies	5.3%	4.8%
Primary education	3.0%	2.8%
Secondary education	27.0%	23.1%
Higher education	64.7%	69.3%



Pictures: 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 46 and 60.

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