

PROFILE OF TOURIST BY AGE RANGE (2019)

ADULT (46 - 60 YEARS OLD)

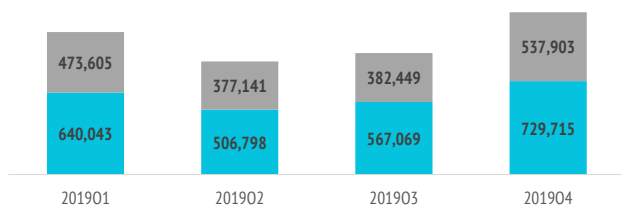


How many are they and how much do they spend?

	Adult	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	4,214,723	13,271,035
- book holiday package	2,443,626	7,426,022
- do not book holiday package	1,771,097	5,845,014
- % tourists who book holiday package	58.0%	56.0%
Share of total tourist	31.8%	100%

ADULT TOURISTS

■ do not book holiday package ■ book holiday package



	Adult	Total
Expenditure per tourist (€)	1,191	1,136
- book holiday package	1,284	1,268
- holiday package	1,039	1,031
- others	245	237
- do not book holiday package	1,062	967
- flight	280	263
- accommodation	362	321
- others	421	383
Average length of stay	8.72	9.09
- book holiday package	8.34	8.64
- do not book holiday package	9.23	9.68
Average daily expenditure (€)	149.0	138.9
- book holiday package	161.7	155.4
- do not book holiday package	131.5	117.9
Total turnover (> 15 years old) (€m)	5,020	15,070
- book holiday package	3,138	9,416
- do not book holiday package	1,881	5,655

AVERAGE LENGTH OF STAY (nights)

■ Adult ■ Total



EXPENDITURE PER TOURIST (€)

■ Adult ■ Total



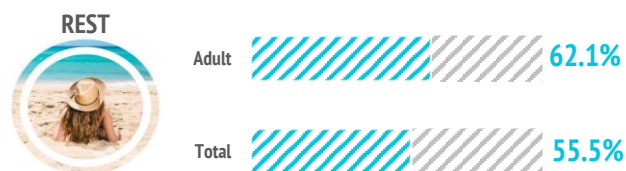
Importance of each factor in the destination choice

	Adult	Total
Climate	80.0%	78.4%
Safety	52.7%	51.9%
Tranquility	49.2%	47.6%
Accommodation supply	45.0%	42.9%
Sea	44.1%	44.4%
European belonging	37.2%	36.1%
Beaches	36.4%	37.7%
Effortless trip	36.3%	35.2%
Price	35.4%	37.4%
Environment	32.7%	33.2%
Landscapes	31.9%	33.1%
Gastronomy	23.6%	23.2%
Authenticity	19.4%	20.3%
Fun possibilities	17.1%	21.1%
Hiking trail network	9.9%	9.6%
Exoticism	8.8%	11.4%
Shopping	8.6%	9.4%
Historical heritage	8.0%	8.2%
Culture	7.1%	8.0%
Nightlife	6.2%	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?

	Adult	Total
Rest	62.1%	55.5%
Enjoy family time	12.4%	14.4%
Have fun	4.9%	8.6%
Explore the destination	16.9%	17.8%
Practice their hobbies	2.0%	1.9%
Other reasons	1.7%	1.8%



How far in advance do they book their trip?

	Adult	Total
The same day	0.5%	0.7%
Between 1 and 30 days	22.1%	23.8%
Between 1 and 2 months	22.5%	22.8%
Between 3 and 6 months	33.5%	32.7%
More than 6 months	21.5%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

ADULT TOURISTS
21.5%



TOTAL
20.0%

Picture: Freepik.com

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.

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

	Adult	Total
Previous visits to the Canary Islands	57.5%	51.9%
Friends or relatives	22.3%	27.1%
Internet or social media	54.0%	54.7%
Mass Media	1.6%	1.6%
Travel guides and magazines	8.2%	8.4%
Travel Blogs or Forums	4.4%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	23.1%	22.6%
Public administrations or similar	0.3%	0.4%
Others	2.2%	2.4%

* Multi-choice question

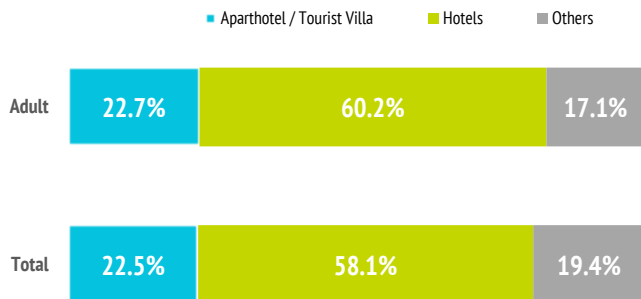
With whom did they book their flight and accommodation? 👁

	Adult	Total
Flight		
- Directly with the airline	40.7%	42.9%
- Tour Operator or Travel Agency	59.3%	57.1%
Accommodation		
- Directly with the accommodation	30.6%	31.5%
- Tour Operator or Travel Agency	69.4%	68.5%

Where do they stay? 🏠

	Adult	Total
1-2-3* Hotel	11.4%	11.5%
4* Hotel	39.0%	37.6%
5* Hotel / 5* Luxury Hotel	9.8%	9.0%
Aparthotel / Tourist Villa	22.7%	22.5%
House/room rented in a private dwelling	5.0%	5.9%
Private accommodation (1)	6.1%	7.2%
Others (Cottage, cruise, camping,...)	6.0%	6.3%

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



What do they book? 🍽

	Adult	Total
Room only	27.3%	27.9%
Bed and Breakfast	13.5%	12.4%
Half board	22.3%	21.2%
Full board	3.4%	3.6%
All inclusive	33.5%	34.9%

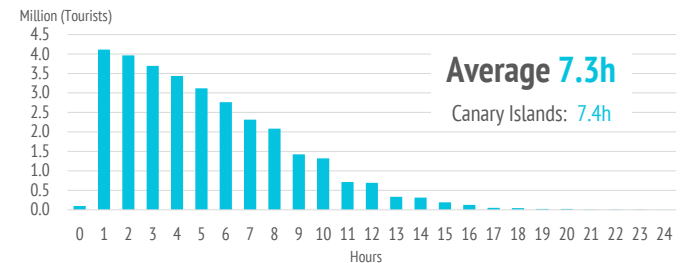
Other expenses 📍

	Adult	Total
Restaurants or cafes	60.1%	59.1%
Supermarkets	51.6%	52.1%
Car rental	26.1%	26.3%
Organized excursions	18.9%	20.6%
Taxi, transfer, chauffeur service	51.8%	50.0%
Theme Parks	5.7%	7.5%
Sport activities	5.5%	5.7%
Museums	5.0%	4.6%
Flights between islands	4.1%	4.4%

Activities in the Canary Islands 🚶

Outdoor time per day	Adult	Total
0 hours	2.4%	2.1%
1 - 2 hours	9.9%	9.8%
3 - 6 hours	32.7%	32.6%
7 - 12 hours	47.0%	47.1%
More than 12 hours	7.9%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Adult	Total
Walk, wander	69.9%	69.8%
Beach	65.6%	66.3%
Swimming pool, hotel facilities	58.7%	58.2%
Explore the island on their own	43.8%	45.2%
Taste Canarian gastronomy	24.3%	24.2%
Organized excursions	15.4%	16.9%
Sport activities	13.1%	13.4%
Nightlife / concerts / shows	13.0%	15.5%
Wineries / markets / popular festivals	11.5%	11.6%
Theme parks	10.5%	14.1%
Museums / exhibitions	10.2%	10.1%
Nature activities	9.8%	10.4%
Sea excursions / whale watching	9.7%	11.1%
Activities at sea	9.4%	10.0%
Beauty and health treatments	5.9%	5.4%
Astronomical observation	3.2%	3.5%

* Multi-choice question

ADULT TOURISTS TOTAL

TASTE CANARIAN GASTRONOMY **24.3%** **24.2%**

BEAUTY AND HEALTH TREATMENTS **5.9%** **5.4%**



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Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Adult tourists	4,214,723	823,575	562,378	1,185,651	1,501,703	96,312
- Share by islands	100%	19.5%	13.3%	28.1%	35.6%	2.3%
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%
% Adult tourists	31.8%	32.7%	33.9%	32.1%	29.8%	40.9%

How many islands do they visit during their trip?

	Adult	Total
One island	91.9%	91.4%
Two islands	6.7%	7.2%
Three or more islands	1.3%	1.4%

Internet usage during their trip

	Adult	Total
Research		
- Tourist package	14.8%	14.8%
- Flights	12.9%	13.0%
- Accommodation	17.5%	16.9%
- Transport	14.3%	15.7%
- Restaurants	25.3%	28.4%
- Excursions	24.1%	26.2%
- Activities	26.9%	30.1%
Book or purchase		
- Tourist package	43.0%	39.4%
- Flights	65.7%	66.7%
- Accommodation	56.9%	57.3%
- Transport	48.4%	47.6%
- Restaurants	11.7%	12.1%
- Excursions	11.9%	13.0%
- Activities	12.5%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Adult	Total
Did not use the Internet	7.5%	8.3%
Used the Internet	92.5%	91.7%
- Own Internet connection	32.6%	37.4%
- Free Wifi connection	45.0%	39.5%
Applications*		
- Search for locations or maps	59.5%	61.7%
- Search for destination info	43.7%	44.8%
- Share pictures or trip videos	54.0%	56.0%
- Download tourist apps	7.7%	7.0%
- Others	24.5%	22.6%

* Multi-choice question

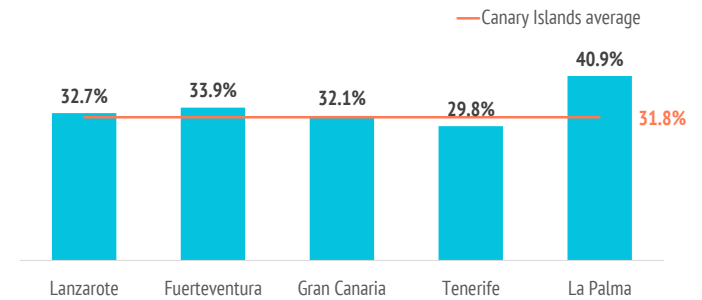


54% of adult tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

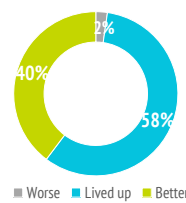


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Adult	Total
Average rating	8.70	8.70

Experience in the Canary Islands	Adult	Total
Worse or much worse than expected	2.3%	2.3%
Lived up to expectations	58.0%	55.6%
Better or much better than expected	39.7%	42.1%

Future intentions (scale 1-10)	Adult	Total
Return to the Canary Islands	8.79	8.73
Recommend visiting the Canary Islands	8.97	8.95



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	78.1%	72.2%
Repeat tourists (last 5 years)	72.3%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	21.3%	19.5%
At least 10 previous visits	20.2%	18.6%

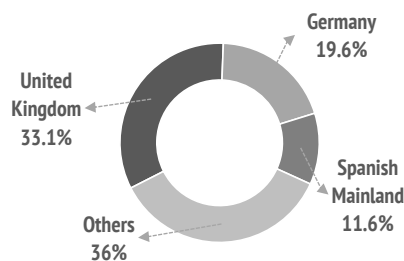
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Where are they from?



	%	Absolute
United Kingdom	33.1%	1,394,916
Germany	19.6%	826,442
Spanish Mainland	11.6%	488,337
Netherlands	4.4%	184,045
France	4.0%	170,378
Ireland	3.8%	161,125
Sweden	3.5%	149,499
Italy	3.5%	146,280
Belgium	2.9%	124,130
Norway	2.7%	115,730
Denmark	2.0%	84,673
Finland	1.8%	77,500
Switzerland	1.7%	70,960
Poland	1.3%	52,797
Austria	0.6%	24,643
Portugal	0.4%	17,024
Russia	0.4%	16,269
Others	2.6%	109,979



Who do they come with?



	Adult	Total
Unaccompanied	8.9%	9.6%
Only with partner	49.1%	48.1%
Only with children (< 13 years old)	4.8%	5.6%
Partner + children (< 13 years old)	4.5%	6.5%
Other relatives	8.1%	9.3%
Friends	4.8%	6.4%
Work colleagues	0.4%	0.5%
Organized trip	0.2%	0.3%
Other combinations ⁽¹⁾	19.1%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	13.5%	17.7%
- Between 0 and 2 years old	0.5%	1.6%
- Between 3 and 12 years old	12.6%	14.8%
- Between 0 -2 and 3-12 years	0.5%	1.4%
Tourists without children	86.5%	82.3%
Group composition:		
- 1 person	12.2%	13.2%
- 2 people	55.3%	55.1%
- 3 people	13.1%	12.0%
- 4 or 5 people	16.4%	16.3%
- 6 or more people	3.0%	3.5%
Average group size:	2.52	2.54

Who are they?



	Adult	Total
Gender		
Men	48.1%	48.6%
Women	51.9%	51.4%
Age		
Average age (tourist > 15 years old)	52.8	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	--	28.0%
46 - 60 years old	100%	31.8%
Over 60 years old	--	22.1%
Occupation		
Salaried worker	63.3%	55.0%
Self-employed	13.9%	11.5%
Unemployed	0.8%	1.1%
Business owner	11.5%	9.4%
Student	1.2%	3.5%
Retired	7.6%	17.9%
Unpaid domestic work	0.9%	0.8%
Others	0.8%	0.8%
Annual household income level		
Less than €25,000	11.9%	17.5%
€25,000 - €49,999	34.9%	37.5%
€50,000 - €74,999	25.7%	22.8%
More than €74,999	27.5%	22.2%
Education level		
No studies	5.4%	5.0%
Primary education	2.6%	2.6%
Secondary education	26.7%	23.6%
Higher education	65.3%	68.9%



Pictures: Freepik.com

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