

PROFILE OF TOURIST BY AGE RANGE (2021)

ADULT (46 - 60 YEARS OLD)

How many are they and how much do they spend?



	Adult	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	1,548,139	5,827,892
- book holiday package	780,980	2,549,012
- do not book holiday package	767,159	3,278,880
- % tourists who book holiday package	50.4%	43.7%
Share of total tourist	26.6%	100%
Expenditure per tourist (€)	1,338	1,206
- book holiday package	1,511	1,415
- holiday package	1,174	1,135
- others	337	280
- do not book holiday package	1,162	1,044
- flight	279	248
- accommodation	431	369
- others	452	427
Average length of stay	9.21	9.54
- book holiday package	8.56	8.59
- do not book holiday package	9.88	10.28
Average daily expenditure (€)	163.1	144.0
- book holiday package	186.3	172.8
- do not book holiday package	139.4	121.6
Total turnover (> 15 years old) (€m)	2,071	7,028
- book holiday package	1,180	3,606
- do not book holiday package	891	3,422

Importance of each factor in the destination choice



	Adult	Total
Climate	79.0%	76.0%
Safety	53.0%	49.0%
Tranquility	52.4%	48.5%
Sea	51.2%	52.0%
Beaches	43.2%	44.6%
European belonging	42.4%	40.2%
Accommodation supply	41.8%	37.8%
Effortless trip	37.1%	34.9%
Landscapes	35.9%	39.1%
Environment	34.6%	34.7%
Price	30.9%	32.4%
Gastronomy	28.6%	27.9%
Authenticity	23.7%	24.4%
Fun possibilities	18.4%	22.4%
Hiking trail network	11.6%	12.1%
Exoticism	11.0%	14.5%
Historical heritage	9.3%	9.1%
Shopping	8.9%	8.8%
Culture	7.7%	8.7%
Nightlife	6.7%	8.4%

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	57.7%	50.7%
Enjoy family time	13.3%	14.0%
Have fun	4.0%	7.3%
Explore the destination	20.5%	23.3%
Practice their hobbies	2.4%	2.6%
Other reasons	2.1%	2.1%

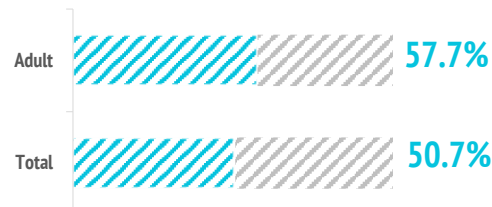
AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



REST



Where did they spend their main holiday last year?*

	Adult	Total
Didn't have holidays	35.7%	35.7%
Canary Islands	19.2%	17.6%
Other destination	45.1%	46.8%

What other destinations do they consider for this trip?*

	Adult	Total
None	34.9%	29.4%
Canary Islands (other island)	26.0%	25.4%
Other destination	39.0%	45.1%

*Percentage of valid answers

How far in advance do they book their trip?



	Adult	Total
The same day	0.4%	1.0%
Between 1 and 30 days	39.8%	42.5%
Between 1 and 2 months	25.7%	26.7%
Between 3 and 6 months	19.9%	18.7%
More than 6 months	14.2%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

ADULT
14.2%



TOTAL
11.1%

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.

PROFILE OF TOURIST BY AGE RANGE (2021)

ADULT (46 - 60 YEARS OLD)

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

	Adult	Total
Previous visits to the Canary Islands	53.7%	45.7%
Friends or relatives	22.6%	30.9%
Internet or social media	49.8%	53.5%
Mass Media	2.2%	2.3%
Travel guides and magazines	6.8%	7.0%
Travel Blogs or Forums	5.2%	8.4%
Travel TV Channels	0.6%	0.5%
Tour Operator or Travel Agency	22.2%	19.4%
Public administrations or similar	1.5%	1.9%
Others	2.7%	2.9%

* Multi-choice question

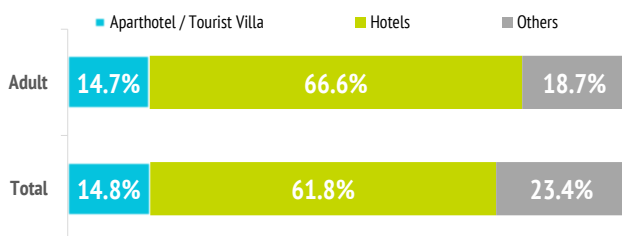
With whom did they book their flight and accommodation?

	Adult	Total
Flight		
- Directly with the airline	47.4%	52.8%
- Tour Operator or Travel Agency	52.6%	47.2%
Accommodation		
- Directly with the accommodation	35.5%	39.9%
- Tour Operator or Travel Agency	64.5%	60.1%

Where do they stay?

	Adult	Total
1-2-3* Hotel	11.9%	11.5%
4* Hotel	42.6%	39.4%
5* Hotel / 5* Luxury Hotel	12.2%	10.9%
Aparthotel / Tourist Villa	14.7%	14.8%
House/room rented in a private dwelling	5.2%	6.9%
Private accommodation (1)	8.2%	9.9%
Others (Cottage, cruise, camping,...)	5.4%	6.6%

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



What do they book?

	Adult	Total
Room only	25.2%	28.1%
Bed and Breakfast	15.4%	15.3%
Half board	21.9%	19.5%
Full board	3.6%	3.2%
All inclusive	33.8%	33.8%

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21.9% of tourists book half board.
(Canary Islands: 19.5%)

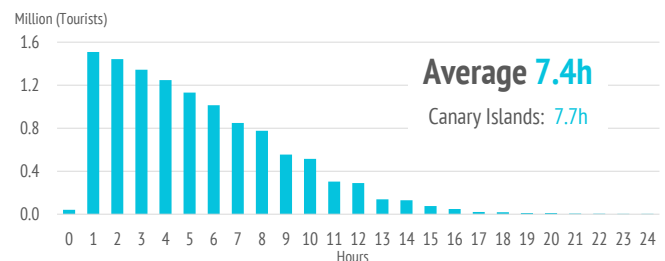
Other expenses

	Adult	Total
Restaurants or cafes	65.6%	66.9%
Supermarkets	52.8%	55.6%
Car rental	35.8%	37.3%
Organized excursions	20.5%	23.7%
Taxi, transfer, chauffeur service	48.9%	46.0%
Theme Parks	5.9%	8.6%
Sport activities	8.1%	9.3%
Museums	4.5%	4.7%
Flights between islands	5.3%	6.3%

Activities in the Canary Islands

Outdoor time per day	Adult	Total
0 hours	2.6%	2.4%
1 - 2 hours	10.6%	10.0%
3 - 6 hours	32.0%	30.1%
7 - 12 hours	45.9%	47.1%
More than 12 hours	8.9%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Adult	Total
Beach	72.9%	75.1%
Walk, wander	70.7%	72.2%
Swimming pool, hotel facilities	57.6%	57.5%
Explore the island on their own	47.3%	52.5%
Swim	35.6%	38.8%
Taste Canarian gastronomy	27.4%	30.2%
Hiking	19.5%	22.5%
Organized excursions	13.4%	16.0%
Sea excursions / whale watching	10.6%	13.5%
Museums / exhibitions	9.6%	10.7%
Wineries / markets / popular festivals	8.7%	10.0%
Nightlife / concerts / shows	8.1%	12.3%
Theme parks	7.9%	12.2%
Running	7.4%	7.6%
Other Nature Activities	6.3%	9.5%
Beauty and health treatments	5.8%	5.6%
Practice other sports	5.1%	5.9%
Cycling / Mountain bike	5.0%	4.2%
Astronomical observation	3.2%	4.2%
Surf	2.9%	4.8%
Scuba Diving	2.8%	4.2%
Golf	2.4%	2.3%
Windsurf / Kitesurf	1.5%	1.5%

* Multi-choice question

PROFILE OF TOURIST BY AGE RANGE (2021)

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Adult tourists	1,548,139	281,080	246,489	418,063	544,512	41,640
- Share by islands	100%	18.2%	15.9%	27.0%	35.2%	2.7%
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%
% Adult tourists	26.6%	29.2%	29.2%	27.1%	23.5%	40.6%

How many islands do they visit during their trip?

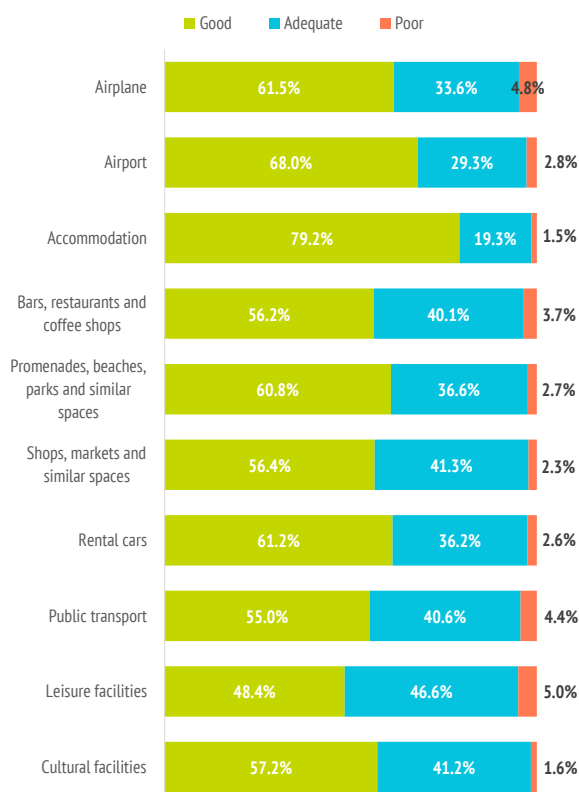
	Adult	Total
One island	91.9%	90.9%
Two islands	7.0%	7.8%
Three or more islands	1.0%	1.3%

Health safety

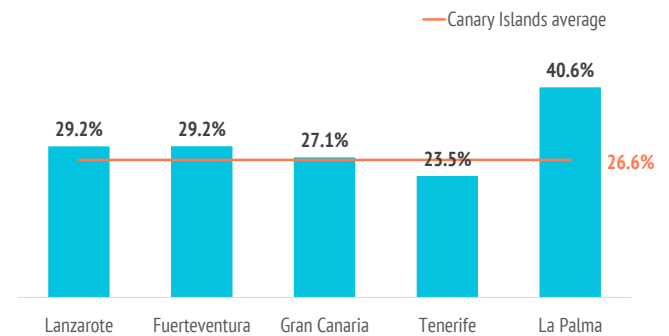
Planning the trip: Importance	Adult	Total
Average rating (scale 0-10)	8.28	7.99

During the stay: Rate	Adult	Total
Average rating (scale 0-10)	8.56	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

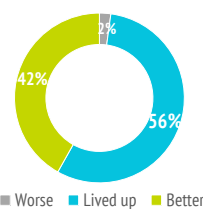


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Adult	Total
Average rating	8.89	8.86

Experience in the Canary Islands	Adult	Total
Worse or much worse than expected	2.2%	2.7%
Lived up to expectations	56.0%	51.4%
Better or much better than expected	41.8%	45.9%

Future intentions (scale 1-10)	Adult	Total
Return to the Canary Islands	8.98	8.86
Recommend visiting the Canary Islands	9.14	9.10



Experience in the Canary Islands

8.98/10

Return to the Canary Islands

9.14/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Adult	Total
Repeat tourists	78.4%	68.0%
Repeat tourists (last 5 years)	71.3%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	18.4%	15.0%
At least 10 previous visits	23.7%	18.3%

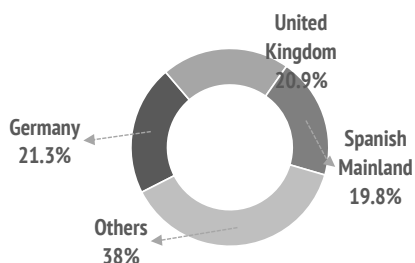
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Where are they from?



	%	Absolute
Germany	21.3%	329,045
United Kingdom	20.9%	324,312
Spanish Mainland	19.8%	306,695
France	6.9%	107,038
Netherlands	4.6%	71,334
Belgium	4.0%	62,097
Italy	3.8%	59,034
Ireland	2.8%	42,970
Sweden	2.7%	41,587
Denmark	2.7%	41,154
Poland	2.5%	37,975
Norway	1.5%	23,490
Switzerland	1.4%	21,791
Finland	0.8%	11,929
Luxembourg	0.7%	11,414
Czech Republic	0.7%	10,966
Austria	0.5%	7,966
Others	2.4%	37,343



Who do they come with?



	Adult	Total
Unaccompanied	12.3%	13.5%
Only with partner	48.6%	48.2%
Only with children (< 13 years old)	4.2%	3.9%
Partner + children (< 13 years old)	4.1%	4.9%
Other relatives	6.2%	8.4%
Friends	5.0%	8.5%
Work colleagues	0.8%	0.8%
Organized trip	0.2%	0.2%
Other combinations (1)	18.6%	11.5%

(1) Different situations have been isolated

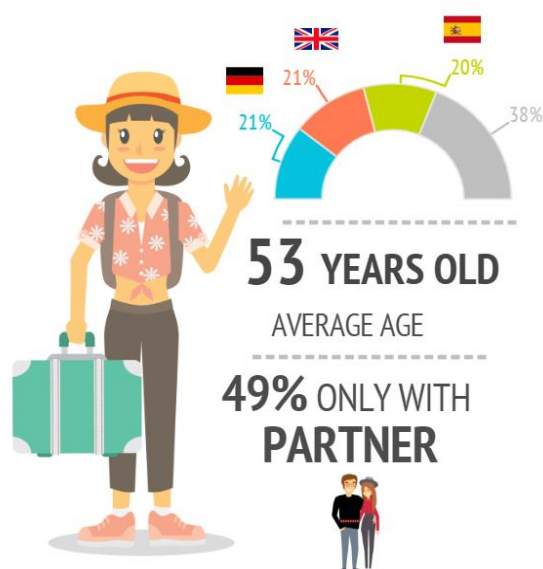
Tourists with children	11.3%	12.5%
- Between 0 and 2 years old	0.4%	1.2%
- Between 3 and 12 years old	10.6%	10.2%
- Between 0 -2 and 3-12 years	0.3%	1.0%
Tourists without children	88.7%	87.5%
Group composition:		
- 1 person	15.2%	16.5%
- 2 people	54.9%	56.7%
- 3 people	12.5%	10.7%
- 4 or 5 people	14.7%	13.6%
- 6 or more people	2.7%	2.5%
Average group size:	2.43	2.37

*People who share the main expenses of the trip

Who are they?



	Adult	Total
Gender		
Men	49.4%	49.6%
Women	50.6%	50.4%
Age		
Average age (tourist > 15 years old)	52.8	43.3
Standard deviation	4.3	15.6
Age range (> 15 years old)		
16 - 24 years old	--	11.9%
25 - 30 years old	--	14.8%
31 - 45 years old	--	30.2%
46 - 60 years old	100%	26.6%
Over 60 years old	--	16.4%
Occupation		
Salaried worker	63.6%	57.8%
Self-employed	13.2%	11.1%
Unemployed	1.4%	1.7%
Business owner	13.3%	10.0%
Student	1.3%	5.9%
Retired	5.3%	12.2%
Unpaid domestic work	0.8%	0.5%
Others	1.0%	0.9%
Annual household income level		
Less than €25,000	8.9%	16.1%
€25,000 - €49,999	33.5%	37.0%
€50,000 - €74,999	26.2%	23.4%
More than €74,999	31.5%	23.5%
Education level		
No studies	3.0%	2.2%
Primary education	2.6%	2.2%
Secondary education	22.9%	18.8%
Higher education	71.6%	76.9%



Pictures: Freepik.com