

PROFILE OF TOURIST BY AGE RANGE (2018)

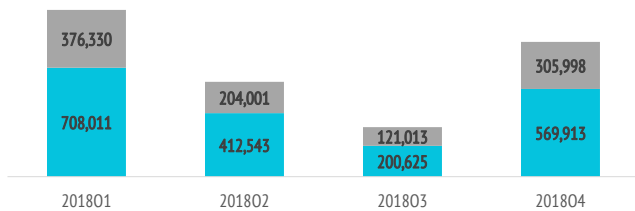
SENIOR (> 60 YEARS OLD)

How many are they and how much do they spend?

	Senior	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	2,898,433	13,485,651
- book holiday package	1,891,091	7,848,516
- do not book holiday package	1,007,341	5,637,135
- % tourists who book holiday package	65.2%	58.2%
Share of total tourist	21.5%	100%

SENIOR TOURISTS

■ do not book holiday package ■ book holiday package



	Senior	Total
Expenditure per tourist (€)		
- book holiday package	1,281	1,196
- holiday package	1,311	1,309
- others	1,078	1,064
- do not book holiday package	233	246
- flight	1,226	1,037
- accommodation	302	288
- others	436	350
- others	487	399
Average length of stay		
- book holiday package	12.04	9.32
- do not book holiday package	10.14	8.66
- do not book holiday package	15.60	10.23
Average daily expenditure (€)		
- book holiday package	125.4	143.6
- do not book holiday package	138.6	159.8
- do not book holiday package	100.6	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	3,713	16,124
- do not book holiday package	2,478	10,277
- do not book holiday package	1,235	5,848

AVERAGE LENGTH OF STAY (nights)

■ Senior ■ Total



EXPENDITURE PER TOURIST (€)

■ Senior ■ Total



Importance of each factor in the destination choice

	Senior	Total
Climate	79.4%	78.1%
Safety	51.3%	51.4%
Tranquility	47.5%	46.2%
Accommodation supply	45.8%	41.7%
European belonging	40.9%	35.8%
Sea	40.1%	43.3%
Effortless trip	36.3%	34.8%
Price	33.8%	36.5%
Beaches	30.8%	37.1%
Environment	29.7%	30.6%
Landscapes	29.5%	31.6%
Gastronomy	23.5%	22.6%
Authenticity	18.0%	19.1%
Fun possibilities	11.1%	20.7%
Hiking trail network	10.6%	9.0%
Shopping	8.4%	9.6%
Historical heritage	7.1%	7.1%
Culture	6.3%	7.3%
Exoticism	6.2%	10.5%
Nightlife	4.8%	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?

	Senior	Total
Rest	65.7%	55.1%
Enjoy family time	8.2%	14.7%
Have fun	2.8%	7.8%
Explore the destination	19.0%	18.5%
Practice their hobbies	1.6%	1.8%
Other reasons	2.8%	2.1%



Senior 65.7%

Total 55.1%

How far in advance do they book their trip?

	Senior	Total
The same day	0.2%	0.7%
Between 1 and 30 days	20.2%	23.2%
Between 1 and 2 months	23.2%	23.0%
Between 3 and 6 months	33.6%	32.4%
More than 6 months	22.7%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

SENIOR
22.7%



TOTAL
20.7%

Picture: 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 over 60 years old.

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? 🔍

	Senior	Total
Previous visits to the Canary Islands	64.5%	50.9%
Friends or relatives	16.8%	27.8%
Internet or social media	45.7%	56.1%
Mass Media	1.5%	1.7%
Travel guides and magazines	8.3%	9.5%
Travel Blogs or Forums	1.8%	5.4%
Travel TV Channels	0.7%	0.7%
Tour Operator or Travel Agency	28.2%	24.7%
Public administrations or similar	0.6%	0.4%
Others	2.1%	2.3%

* Multi-choice question

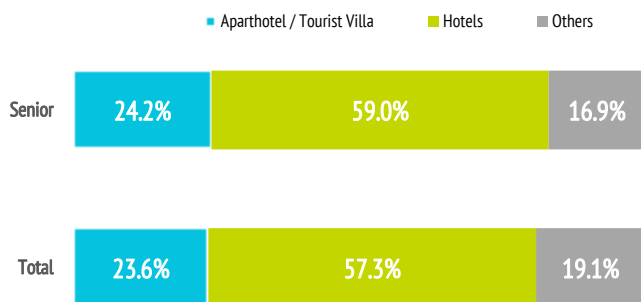
With whom did they book their flight and accommodation? 👁

	Senior	Total
Flight		
- Directly with the airline	34.2%	39.5%
- Tour Operator or Travel Agency	65.8%	60.5%
Accommodation		
- Directly with the accommodation	24.1%	28.8%
- Tour Operator or Travel Agency	75.9%	71.2%

Where do they stay? 🏠

	Senior	Total
1-2-3* Hotel	13.0%	12.8%
4* Hotel	40.3%	37.7%
5* Hotel / 5* Luxury Hotel	5.7%	6.8%
Aparthotel / Tourist Villa	24.2%	23.6%
House/room rented in a private dwelling	4.0%	5.3%
Private accommodation (1)	5.9%	7.0%
Others (Cottage, cruise, camping,...)	7.0%	6.8%

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



What do they book? 🍽

	Senior	Total
Room only	27.8%	28.8%
Bed and Breakfast	10.4%	11.7%
Half board	27.6%	22.4%
Full board	4.0%	3.0%
All inclusive	30.2%	34.1%

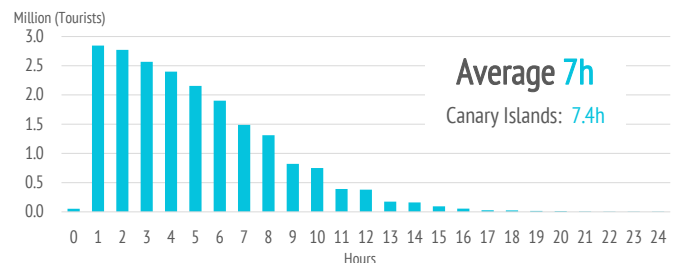
Other expenses 📍

	Senior	Total
Restaurants or cafes	61.5%	63.2%
Supermarkets	50.1%	55.9%
Car rental	19.1%	26.6%
Organized excursions	18.0%	21.8%
Taxi, transfer, chauffeur service	54.6%	51.7%
Theme Parks	3.0%	8.8%
Sport activities	2.6%	6.4%
Museums	4.4%	5.0%
Flights between islands	3.3%	4.8%

Activities in the Canary Islands 🚶

Outdoor time per day	Senior	Total
0 hours	1.8%	2.2%
1 - 2 hours	9.7%	10.0%
3 - 6 hours	37.2%	32.6%
7 - 12 hours	45.4%	46.5%
More than 12 hours	6.0%	8.7%

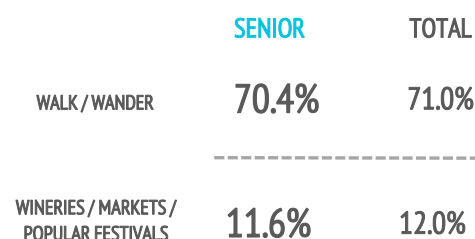
TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands

	Senior	Total
Walk, wander	70.4%	71.0%
Beach	52.3%	68.0%
Swimming pool, hotel facilities	51.0%	58.9%
Explore the island on their own	37.1%	46.5%
Taste Canarian gastronomy	20.2%	25.4%
Organized excursions	16.5%	17.9%
Wineries / markets / popular festivals	11.6%	12.0%
Nightlife / concerts / shows	9.4%	15.5%
Nature activities	9.1%	10.0%
Museums / exhibitions	8.4%	9.8%
Sport activities	7.9%	14.3%
Activities at sea	7.2%	9.8%
Sea excursions / whale watching	5.6%	11.3%
Theme parks	5.0%	15.5%
Beauty and health treatments	4.4%	5.7%
Astronomical observation	1.9%	3.4%

* Multi-choice question



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SENIOR (> 60 YEARS OLD)



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Senior tourists	2,898,433	622,925	480,716	896,563	813,157	62,741
- Share by islands	100%	21.5%	16.6%	30.9%	28.1%	2.2%
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%
% Senior tourists	21.9%	25.6%	26.2%	24.3%	16.6%	25.6%

How many islands do they visit during their trip?

	Senior	Total
One island	92.2%	90.9%
Two islands	6.4%	7.7%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Senior	Total
Research		
- Tourist package	14.9%	15.4%
- Flights	13.5%	13.0%
- Accommodation	18.2%	17.7%
- Transport	12.7%	15.6%
- Restaurants	17.6%	27.0%
- Excursions	18.1%	26.3%
- Activities	18.5%	31.0%
Book or purchase		
- Tourist package	42.1%	38.1%
- Flights	59.2%	64.4%
- Accommodation	48.6%	54.5%
- Transport	39.3%	44.7%
- Restaurants	7.6%	10.5%
- Excursions	7.6%	11.4%
- Activities	5.7%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Senior	Total
Did not use the Internet	20.4%	9.8%
Used the Internet	79.6%	90.2%
- Own Internet connection	18.6%	36.5%
- Free Wifi connection	47.6%	41.1%
Applications*		
- Search for locations or maps	42.5%	60.7%
- Search for destination info	31.7%	44.7%
- Share pictures or trip videos	43.9%	55.6%
- Download tourist apps	5.8%	6.5%
- Others	35.5%	23.9%

* Multi-choice question

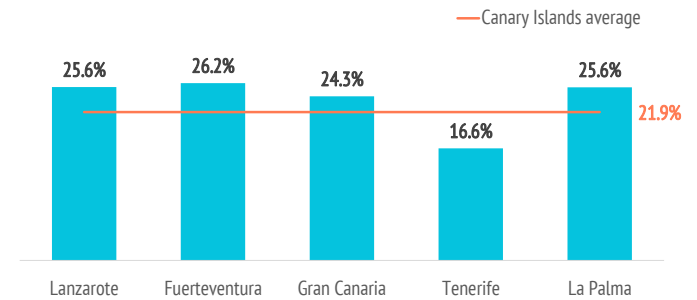


43.9% of senior tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

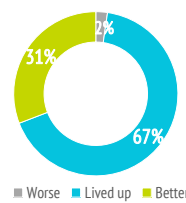


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Senior	Total
Average rating	8.53	8.58

Experience in the Canary Islands	Senior	Total
Worse or much worse than expected	2.3%	2.9%
Lived up to expectations	66.9%	57.4%
Better or much better than expected	30.8%	39.7%

Future intentions (scale 1-10)	Senior	Total
Return to the Canary Islands	8.62	8.60
Recommend visiting the Canary Islands	8.83	8.86



Experience in the Canary



8.62/10

Return to the Canary Islands



8.83/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Senior	Total
Repeat tourists	84.8%	71.0%
Repeat tourists (last 5 years)	79.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	31.4%	18.4%
At least 10 previous visits	32.2%	17.8%

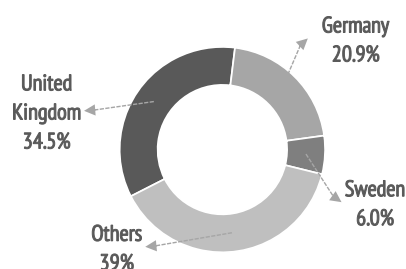
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SENIOR (> 60 YEARS OLD)

Where are they from?



	%	Absolute
United Kingdom	34.5%	998,957
Germany	20.9%	604,593
Sweden	6.0%	175,068
Norway	5.5%	160,712
Spanish Mainland	5.2%	151,871
France	4.2%	122,421
Netherlands	4.0%	115,593
Ireland	3.5%	101,898
Belgium	2.9%	85,325
Denmark	2.9%	85,013
Finland	2.4%	69,052
Italy	2.3%	66,600
Switzerland	1.5%	44,391
Poland	0.9%	27,326
Austria	0.9%	26,023
Czech Republic	0.4%	10,689
Russia	0.2%	5,686
Others	1.6%	47,213



Who do they come with?



	Senior	Total
Unaccompanied	8.1%	8.9%
Only with partner	69.1%	47.4%
Only with children (< 13 years old)	1.0%	5.9%
Partner + children (< 13 years old)	0.5%	7.2%
Other relatives	6.2%	9.0%
Friends	5.2%	6.3%
Work colleagues	0.0%	0.5%
Organized trip	0.3%	0.2%
Other combinations ⁽¹⁾	9.5%	14.6%

(1) Different situations have been isolated

Tourists with children	4.7%	19.3%
- Between 0 and 2 years old	0.5%	1.8%
- Between 3 and 12 years old	3.7%	15.8%
- Between 0 -2 and 3-12 years	0.5%	1.6%
Tourists without children	95.3%	80.7%
Group composition:		
- 1 person	11.8%	12.4%
- 2 people	73.8%	54.1%
- 3 people	5.0%	12.6%
- 4 or 5 people	6.7%	17.1%
- 6 or more people	2.7%	3.8%
Average group size:	2.23	2.58

Who are they?



	Senior	Total
Gender		
Men	48.4%	48.2%
Women	51.6%	51.8%
Age		
Average age (tourist > 15 years old)	68.0	46.7
Standard deviation	4.9	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	--	31.3%
Over 60 years old	100.0%	21.5%
Occupation		
Salaried worker	18.1%	55.5%
Self-employed	7.0%	11.0%
Unemployed	0.4%	1.1%
Business owner	4.7%	9.2%
Student	0.7%	4.2%
Retired	67.5%	17.3%
Unpaid domestic work	0.4%	0.9%
Others	1.2%	0.8%
Annual household income level		
Less than €25,000	16.4%	17.0%
€25,000 - €49,999	40.6%	36.5%
€50,000 - €74,999	24.6%	25.0%
More than €74,999	18.5%	21.5%
Education level		
No studies	4.8%	4.8%
Primary education	4.8%	2.8%
Secondary education	28.6%	23.1%
Higher education	61.8%	69.3%



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