

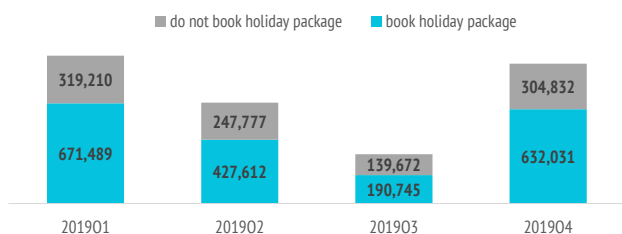
PROFILE OF TOURIST BY AGE RANGE (2019)

SENIOR (> 60 YEARS OLD)

How many are they and how much do they spend?

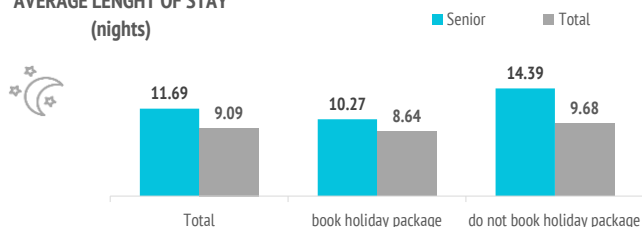
	Senior	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,933,367	13,271,035
- book holiday package	1,921,876	7,426,022
- do not book holiday package	1,011,491	5,845,014
- % tourists who book holiday package	65.5%	56.0%
Share of total tourist	22.1%	100%

SENIOR TOURISTS



	Senior	Total
Expenditure per tourist (€)	1,206	1,136
- book holiday package	1,291	1,268
- holiday package	1,064	1,031
- others	228	237
- do not book holiday package	1,043	967
- flight	280	263
- accommodation	341	321
- others	423	383
Average length of stay	11.69	9.09
- book holiday package	10.27	8.64
- do not book holiday package	14.39	9.68
Average daily expenditure (€)	119.2	138.9
- book holiday package	134.1	155.4
- do not book holiday package	91.0	117.9
Total turnover (> 15 years old) (€m)	3,537	15,070
- book holiday package	2,481	9,416
- do not book holiday package	1,055	5,655

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Senior	Total
Climate	80.1%	78.4%
Safety	51.9%	51.9%
Tranquility	49.0%	47.6%
Accommodation supply	47.1%	42.9%
Sea	41.9%	44.4%
European belonging	38.8%	36.1%
Effortless trip	37.0%	35.2%
Price	34.6%	37.4%
Environment	32.4%	33.2%
Beaches	31.7%	37.7%
Landscapes	30.9%	33.1%
Gastronomy	23.5%	23.2%
Authenticity	17.1%	20.3%
Fun possibilities	11.7%	21.1%
Hiking trail network	10.5%	9.6%
Shopping	8.7%	9.4%
Historical heritage	8.2%	8.2%
Culture	7.2%	8.0%
Exoticism	6.8%	11.4%
Nightlife	4.7%	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?

	Senior	Total
Rest	67.2%	55.5%
Enjoy family time	7.8%	14.4%
Have fun	3.6%	8.6%
Explore the destination	17.4%	17.8%
Practice their hobbies	1.6%	1.9%
Other reasons	2.3%	1.8%



How far in advance do they book their trip?

	Senior	Total
The same day	0.3%	0.7%
Between 1 and 30 days	21.0%	23.8%
Between 1 and 2 months	20.8%	22.8%
Between 3 and 6 months	34.5%	32.7%
More than 6 months	23.4%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

SENIOR
23.4%



TOTAL
20.0%

Picture: Freepik.com

PROFILE OF TOURIST BY AGE RANGE (2019)

SENIOR (> 60 YEARS OLD)

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

	Senior	Total
Previous visits to the Canary Islands	66.5%	51.9%
Friends or relatives	16.8%	27.1%
Internet or social media	45.0%	54.7%
Mass Media	1.1%	1.6%
Travel guides and magazines	8.8%	8.4%
Travel Blogs or Forums	1.7%	5.7%
Travel TV Channels	0.9%	0.8%
Tour Operator or Travel Agency	28.0%	22.6%
Public administrations or similar	0.4%	0.4%
Others	2.3%	2.4%

* Multi-choice question

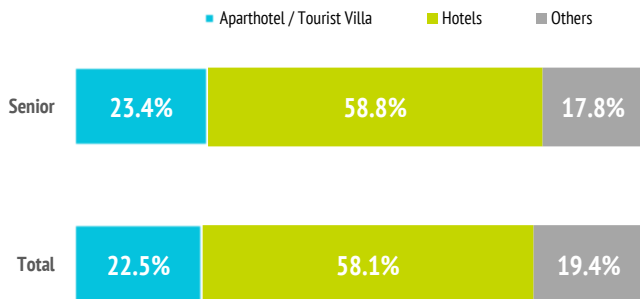
With whom did they book their flight and accommodation? 👁

	Senior	Total
Flight		
- Directly with the airline	37.3%	42.9%
- Tour Operator or Travel Agency	62.7%	57.1%
Accommodation		
- Directly with the accommodation	26.0%	31.5%
- Tour Operator or Travel Agency	74.0%	68.5%

Where do they stay? 🏠

	Senior	Total
1-2-3* Hotel	11.3%	11.5%
4* Hotel	39.6%	37.6%
5* Hotel / 5* Luxury Hotel	7.9%	9.0%
Aparthotel / Tourist Villa	23.4%	22.5%
House/room rented in a private dwelling	4.6%	5.9%
Private accommodation (1)	6.3%	7.2%
Others (Cottage, cruise, camping,...)	6.9%	6.3%

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



What do they book? 🍽

	Senior	Total
Room only	27.1%	27.9%
Bed and Breakfast	10.1%	12.4%
Half board	26.1%	21.2%
Full board	4.3%	3.6%
All inclusive	32.4%	34.9%

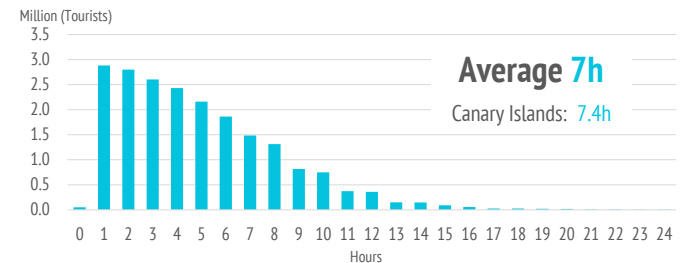
Other expenses 📍

	Senior	Total
Restaurants or cafes	57.5%	59.1%
Supermarkets	46.2%	52.1%
Car rental	18.6%	26.3%
Organized excursions	17.2%	20.6%
Taxi, transfer, chauffeur service	55.5%	50.0%
Theme Parks	2.2%	7.5%
Sport activities	2.5%	5.7%
Museums	4.2%	4.6%
Flights between islands	3.1%	4.4%

Activities in the Canary Islands 🚶

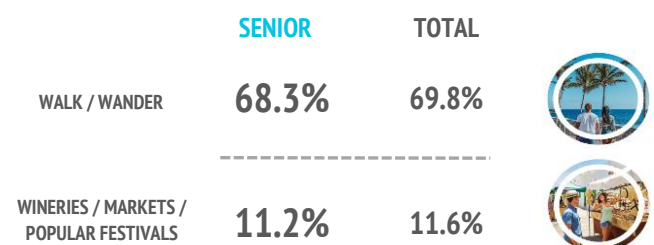
Outdoor time per day	Senior	Total
0 hours	1.8%	2.1%
1 - 2 hours	9.5%	9.8%
3 - 6 hours	38.1%	32.6%
7 - 12 hours	45.5%	47.1%
More than 12 hours	5.2%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Senior	Total
Walk, wander	68.3%	69.8%
Swimming pool, hotel facilities	51.3%	58.2%
Beach	50.3%	66.3%
Explore the island on their own	34.9%	45.2%
Taste Canarian gastronomy	19.6%	24.2%
Organized excursions	15.4%	16.9%
Wineries / markets / popular festivals	11.2%	11.6%
Nature activities	9.5%	10.4%
Nightlife / concerts / shows	9.3%	15.5%
Museums / exhibitions	8.9%	10.1%
Sport activities	8.2%	13.4%
Activities at sea	7.7%	10.0%
Sea excursions / whale watching	5.6%	11.1%
Theme parks	4.5%	14.1%
Beauty and health treatments	4.0%	5.4%
Astronomical observation	2.0%	3.5%

* Multi-choice question



PROFILE OF TOURIST BY AGE RANGE (2019)

SENIOR (> 60 YEARS OLD)

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Senior tourists	2,933,367	688,825	427,186	826,070	896,112	65,296
- Share by islands	100%	23.5%	14.6%	28.2%	30.5%	2.2%
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%
% Senior tourists	22.1%	27.3%	25.7%	22.3%	17.8%	27.7%

How many islands do they visit during their trip?

	Senior	Total
One island	92.5%	91.4%
Two islands	6.1%	7.2%
Three or more islands	1.4%	1.4%

Internet usage during their trip

	Senior	Total
Research		
- Tourist package	15.0%	14.8%
- Flights	13.1%	13.0%
- Accommodation	18.3%	16.9%
- Transport	12.1%	15.7%
- Restaurants	18.7%	28.4%
- Excursions	17.8%	26.2%
- Activities	18.5%	30.1%
Book or purchase		
- Tourist package	44.1%	39.4%
- Flights	60.2%	66.7%
- Accommodation	48.6%	57.3%
- Transport	42.3%	47.6%
- Restaurants	9.4%	12.1%
- Excursions	8.3%	13.0%
- Activities	7.1%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	Senior	Total
Did not use the Internet	17.4%	8.3%
Used the Internet	82.6%	91.7%
- Own Internet connection	20.5%	37.4%
- Free Wifi connection	46.7%	39.5%
Applications*		
- Search for locations or maps	44.1%	61.7%
- Search for destination info	32.4%	44.8%
- Share pictures or trip videos	45.5%	56.0%
- Download tourist apps	6.6%	7.0%
- Others	33.2%	22.6%

* Multi-choice question

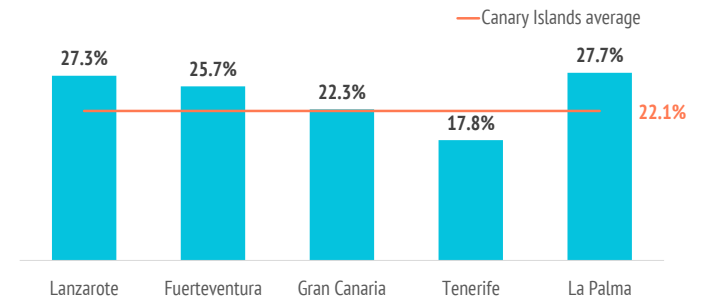


45.5% of senior tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 56%)



% TOURISTS BY ISLANDS

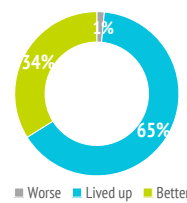


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Senior	Total
Average rating	8.69	8.70

Experience in the Canary Islands	Senior	Total
Worse or much worse than expected	1.5%	2.3%
Lived up to expectations	64.6%	55.6%
Better or much better than expected	33.9%	42.1%

Future intentions (scale 1-10)	Senior	Total
Return to the Canary Islands	8.84	8.73
Recommend visiting the Canary Islands	8.98	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Senior	Total
Repeat tourists	86.4%	72.2%
Repeat tourists (last 5 years)	82.5%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	33.2%	19.5%
At least 10 previous visits	33.1%	18.6%

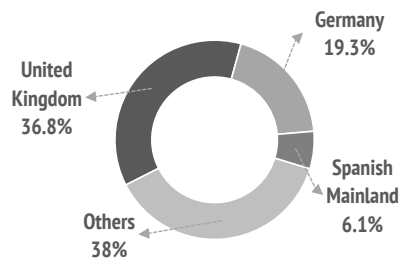
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SENIOR (> 60 YEARS OLD)

Where are they from?



	%	Absolute
United Kingdom	36.8%	1,078,893
Germany	19.3%	567,532
Spanish Mainland	6.1%	178,908
Sweden	6.0%	175,770
Norway	5.2%	153,715
Netherlands	4.4%	129,126
Belgium	3.6%	104,835
Ireland	3.5%	103,410
France	3.4%	100,322
Denmark	2.6%	76,322
Italy	2.1%	61,854
Finland	1.9%	55,736
Switzerland	1.4%	41,187
Poland	0.8%	23,969
Austria	0.6%	17,276
Czech Republic	0.4%	10,740
Luxembourg	0.3%	9,444
Others	1.5%	44,330



Who do they come with?



	Senior	Total
Unaccompanied	7.8%	9.6%
Only with partner	69.8%	48.1%
Only with children (< 13 years old)	0.9%	5.6%
Partner + children (< 13 years old)	0.3%	6.5%
Other relatives	6.8%	9.3%
Friends	4.7%	6.4%
Work colleagues	0.1%	0.5%
Organized trip	0.3%	0.3%
Other combinations ⁽¹⁾	9.2%	13.7%
<i>(1) Different situations have been isolated</i>		
Tourists with children	3.9%	17.7%
- Between 0 and 2 years old	0.3%	1.6%
- Between 3 and 12 years old	3.3%	14.8%
- Between 0 -2 and 3-12 years	0.3%	1.4%
Tourists without children	96.1%	82.3%
Group composition:		
- 1 person	11.3%	13.2%
- 2 people	74.6%	55.1%
- 3 people	4.7%	12.0%
- 4 or 5 people	6.8%	16.3%
- 6 or more people	2.6%	3.5%
Average group size:	2.23	2.54

Who are they?



	Senior	Total
Gender		
Men	49.5%	48.6%
Women	50.5%	51.4%
Age		
Average age (tourist > 15 years old)	68.2	47.1
Standard deviation	5.0	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	--	31.8%
Over 60 years old	100.0%	22.1%
Occupation		
Salaried worker	19.9%	55.0%
Self-employed	7.6%	11.5%
Unemployed	0.4%	1.1%
Business owner	5.0%	9.4%
Student	0.5%	3.5%
Retired	65.0%	17.9%
Unpaid domestic work	0.3%	0.8%
Others	1.2%	0.8%
Annual household income level		
Less than €25,000	17.4%	17.5%
€25,000 - €49,999	40.0%	37.5%
€50,000 - €74,999	21.7%	22.8%
More than €74,999	20.9%	22.2%
Education level		
No studies	4.5%	5.0%
Primary education	4.1%	2.6%
Secondary education	28.5%	23.6%
Higher education	62.9%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). 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.