

PROFILE OF TOURIST BY AGE RANGE (2021)

SENIOR (> 60 YEARS OLD)

How many are they and how much do they spend?

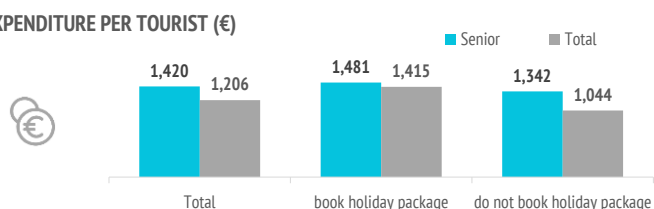


	Senior	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	958,613	5,827,892
- book holiday package	534,103	2,549,012
- do not book holiday package	424,510	3,278,880
- % tourists who book holiday package	55.7%	43.7%
Share of total tourist	16.4%	100%
Expenditure per tourist (€)		
- book holiday package	1,420	1,206
- holiday package	1,220	1,135
- others	261	280
- do not book holiday package	1,342	1,044
- flight	331	248
- accommodation	440	369
- others	571	427
Average length of stay	13.20	9.54
- book holiday package	10.07	8.59
- do not book holiday package	17.13	10.28
Average daily expenditure (€)		
- book holiday package	157.0	172.8
- do not book holiday package	105.4	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	791	3,606
- do not book holiday package	570	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Senior	Total
Didn't have holidays	42.5%	35.7%
Canary Islands	24.3%	17.6%
Other destination	33.2%	46.8%

What other destinations do they consider for this trip?*

	Senior	Total
None	46.4%	29.4%
Canary Islands (other island)	26.9%	25.4%
Other destination	26.8%	45.1%

*Percentage of valid answers

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.

Importance of each factor in the destination choice



	Senior	Total
Climate	76.8%	76.0%
Safety	50.8%	49.0%
Tranquility	50.4%	48.5%
Sea	48.6%	52.0%
Accommodation supply	43.6%	37.8%
European belonging	42.3%	40.2%
Beaches	38.7%	44.6%
Effortless trip	36.0%	34.9%
Landscapes	34.1%	39.1%
Environment	32.2%	34.7%
Price	28.8%	32.4%
Gastronomy	28.6%	27.9%
Authenticity	20.0%	24.4%
Fun possibilities	13.9%	22.4%
Hiking trail network	11.8%	12.1%
Historical heritage	9.5%	9.1%
Shopping	9.1%	8.8%
Exoticism	8.7%	14.5%
Culture	7.4%	8.7%
Nightlife	4.4%	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?



	Senior	Total
Rest	62.3%	50.7%
Enjoy family time	9.7%	14.0%
Have fun	3.7%	7.3%
Explore the destination	19.0%	23.3%
Practice their hobbies	2.4%	2.6%
Other reasons	2.8%	2.1%

REST



How far in advance do they book their trip?



	Senior	Total
The same day	0.3%	1.0%
Between 1 and 30 days	32.4%	42.5%
Between 1 and 2 months	25.5%	26.7%
Between 3 and 6 months	23.1%	18.7%
More than 6 months	18.7%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

SENIOR
18.7%



TOTAL
11.1%

Picture: Freepik.com

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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%	45.7%
Friends or relatives	18.9%	30.9%
Internet or social media	37.4%	53.5%
Mass Media	1.4%	2.3%
Travel guides and magazines	6.4%	7.0%
Travel Blogs or Forums	2.1%	8.4%
Travel TV Channels	0.7%	0.5%
Tour Operator or Travel Agency	23.8%	19.4%
Public administrations or similar	1.5%	1.9%
Others	2.5%	2.9%

* Multi-choice question

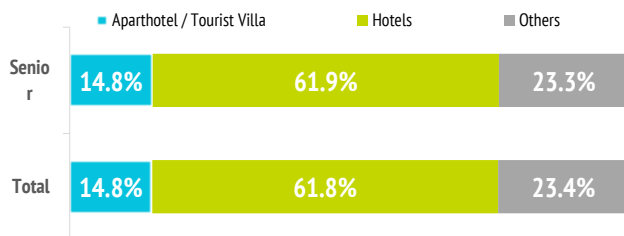
With whom did they book their flight and accommodation?

	Senior	Total
Flight		
- Directly with the airline	45.8%	52.8%
- Tour Operator or Travel Agency	54.2%	47.2%
Accommodation		
- Directly with the accommodation	33.7%	39.9%
- Tour Operator or Travel Agency	66.3%	60.1%

Where do they stay?

	Senior	Total
1-2-3* Hotel	12.2%	11.5%
4* Hotel	38.9%	39.4%
5* Hotel / 5* Luxury Hotel	10.7%	10.9%
Aparthotel / Tourist Villa	14.8%	14.8%
House/room rented in a private dwelling	5.2%	6.9%
Private accommodation (1)	9.5%	9.9%
Others (Cottage, cruise, camping,...)	8.5%	6.6%

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



What do they book?

	Senior	Total
Room only	26.0%	28.1%
Bed and Breakfast	12.7%	15.3%
Half board	24.0%	19.5%
Full board	3.3%	3.2%
All inclusive	34.0%	33.8%

24% of tourists book half board.
(Canary Islands: 19.5%)

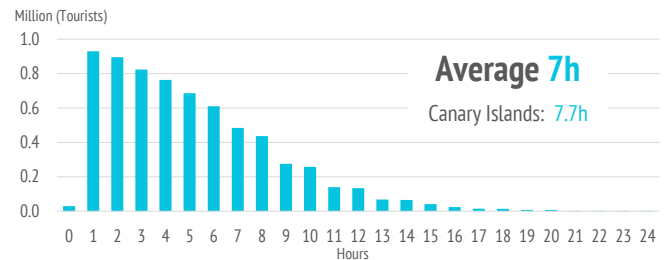
Other expenses

	Senior	Total
Restaurants or cafes	64.9%	66.9%
Supermarkets	49.4%	55.6%
Car rental	27.2%	37.3%
Organized excursions	15.0%	23.7%
Taxi, transfer, chauffeur service	55.0%	46.0%
Theme Parks	2.6%	8.6%
Sport activities	4.4%	9.3%
Museums	4.6%	4.7%
Flights between islands	3.7%	6.3%

Activities in the Canary Islands

Outdoor time per day	Senior	Total
0 hours	3.1%	2.4%
1 - 2 hours	11.1%	10.0%
3 - 6 hours	35.3%	30.1%
7 - 12 hours	43.4%	47.1%
More than 12 hours	7.1%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Senior	Total
Walk, wander	68.3%	72.2%
Beach	58.7%	75.1%
Swimming pool, hotel facilities	53.6%	57.5%
Explore the island on their own	38.2%	52.5%
Swim	28.9%	38.8%
Taste Canarian gastronomy	24.2%	30.2%
Hiking	15.2%	22.5%
Organized excursions	11.5%	16.0%
Wineries / markets / popular festivals	8.7%	10.0%
Museums / exhibitions	8.4%	10.7%
Sea excursions / whale watching	6.9%	13.5%
Nightlife / concerts / shows	6.2%	12.3%
Beauty and health treatments	4.7%	5.6%
Theme parks	3.9%	12.2%
Running	3.7%	7.6%
Other Nature Activities	3.7%	9.5%
Cycling / Mountain bike	3.4%	4.2%
Golf	3.2%	2.3%
Practice other sports	3.0%	5.9%
Astronomical observation	1.3%	4.2%
Scuba Diving	0.9%	4.2%
Surf	0.8%	4.8%
Windsurf / Kitesurf	0.4%	1.5%

* Multi-choice question

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Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Senior tourists	958,613	179,099	131,911	294,581	326,623	10,902
- Share by islands	100%	18.7%	13.8%	30.7%	34.1%	1.1%
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%
% Senior tourists	16.4%	18.6%	15.6%	19.1%	14.1%	10.6%

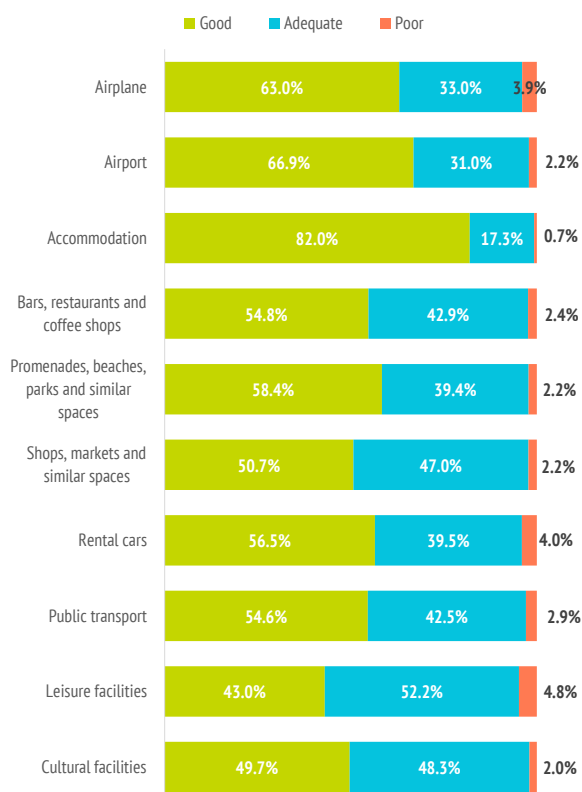
How many islands do they visit during their trip?

	Senior	Total
One island	93.4%	90.9%
Two islands	4.9%	7.8%
Three or more islands	1.7%	1.3%

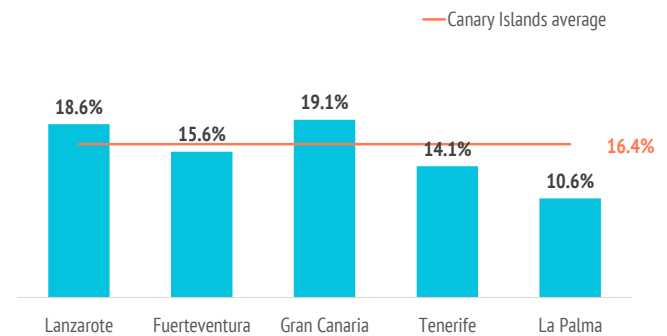
Health safety

Planning the trip: Importance	Senior	Total
Average rating (scale 0-10)	8.50	7.99
During the stay: Rate	Senior	Total
Average rating (scale 0-10)	8.57	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

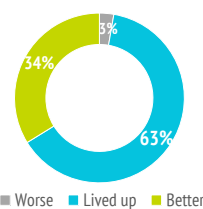


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Senior	Total
Average rating	8.81	8.86

Experience in the Canary Islands	Senior	Total
Worse or much worse than expected	2.7%	2.7%
Lived up to expectations	63.5%	51.4%
Better or much better than expected	33.8%	45.9%

Future intentions (scale 1-10)	Senior	Total
Return to the Canary Islands	8.93	8.86
Recommend visiting the Canary Islands	9.06	9.10



Experience in the Canary Islands

8.93/10

Return to the Canary Islands

9.06/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Senior	Total
Repeat tourists	84.8%	68.0%
Repeat tourists (last 5 years)	79.1%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	26.2%	15.0%
At least 10 previous visits	36.2%	18.3%

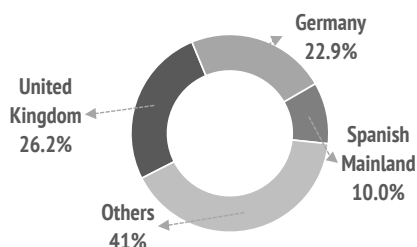
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Where are they from?



	%	Absolute
United Kingdom	26.2%	251,474
Germany	22.9%	219,675
Spanish Mainland	10.0%	96,218
Netherlands	5.4%	52,138
France	5.4%	51,983
Belgium	5.0%	48,365
Sweden	4.6%	43,717
Denmark	3.2%	30,954
Norway	3.0%	28,961
Ireland	2.9%	27,444
Italy	2.4%	23,056
Finland	1.7%	16,196
Switzerland	1.3%	12,785
Poland	1.3%	12,064
Portugal	0.9%	9,091
Luxembourg	0.8%	7,332
Austria	0.7%	7,090
Others	2.1%	19,880



Who do they come with?



	Senior	Total
Unaccompanied	13.4%	13.5%
Only with partner	66.1%	48.2%
Only with children (< 13 years old)	0.5%	3.9%
Partner + children (< 13 years old)	0.3%	4.9%
Other relatives	5.0%	8.4%
Friends	5.6%	8.5%
Work colleagues	0.0%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	9.0%	11.5%

(1) Different situations have been isolated

Tourists with children	2.6%	12.5%
- Between 0 and 2 years old	0.3%	1.2%
- Between 3 and 12 years old	2.0%	10.2%
- Between 0 -2 and 3-12 years	0.2%	1.0%
Tourists without children	97.4%	87.5%
Group composition:		
- 1 person	15.3%	16.5%
- 2 people	71.5%	56.7%
- 3 people	4.3%	10.7%
- 4 or 5 people	6.9%	13.6%
- 6 or more people	2.1%	2.5%
Average group size:	2.14	2.37

*People who share the main expenses of the trip

Who are they?



	Senior	Total
Gender		
Men	50.9%	49.6%
Women	49.1%	50.4%
Age		
Average age (tourist > 15 years old)	68.0	43.3
Standard deviation	5.1	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	--	26.6%
Over 60 years old	100%	16.4%
Occupation		
Salaried worker	21.3%	57.8%
Self-employed	8.1%	11.1%
Unemployed	0.6%	1.7%
Business owner	6.5%	10.0%
Student	1.0%	5.9%
Retired	60.6%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	1.7%	0.9%

Annual household income level

Less than €25,000	12.5%	16.1%
€25,000 - €49,999	39.8%	37.0%
€50,000 - €74,999	25.2%	23.4%
More than €74,999	22.5%	23.5%

Education level

No studies	3.0%	2.2%
Primary education	3.8%	2.2%
Secondary education	27.1%	18.8%
Higher education	66.2%	76.9%



Pictures: Freepik.com