

Tourist profile according to age range (2016)

Senior (> 60 years old)

How many are they and how much do they spend?



	Senior	Total
Tourist arrivals (> 16 years old)	2,714,159	13,114,359
Average daily expenditure (€)	130.56	135.94
. in their place of residence	97.52	98.03
. in the Canary Islands	33.04	37.90
Average length of stay	12.4	9.4
Turnover per tourist (€)	1,395	1,141
Total turnover (> 16 years old) (€m)	3,787	14,957
Share of total turnover	25.3%	100%
Share of total tourist	20.7%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	56.13	47.11
- Accommodation	46.78	40.52
- Additional accommodation expenses	9.36	6.60
Transport:	28.01	26.01
- Public transport	5.86	5.14
- Taxi	8.41	6.94
- Car rental	13.74	13.93
Food and drink:	192.49	148.33
- Food purchases at supermarkets	89.45	63.46
- Restaurants	103.04	84.87
Souvenirs:	61.11	53.88
Leisure:	23.82	34.52
- Organized excursions	12.73	14.95
- Leisure, amusement	2.00	4.55
- Trip to other islands	1.79	1.85
- Sporting activities	3.43	5.11
- Cultural activities	1.89	2.04
- Discos and disco-pubs	1.98	6.01
Others:	16.63	13.91
- Wellness	3.36	3.23
- Medical expenses	3.83	1.69
- Other expenses	9.44	8.99

How far in advance do they book their trip?



	Senior	Total
The same day they leave	0.5%	0.6%
Between 2 and 7 days	4.0%	6.3%
Between 8 and 15 days	7.0%	7.9%
Between 16 and 30 days	14.7%	14.7%
Between 31 and 90 days	36.4%	34.3%
More than 90 days	37.4%	36.2%

What do they book at their place of residence?



	Senior	Total
Flight only	7.5%	8.8%
Flight and accommodation (room only)	25.6%	25.7%
Flight and accommodation (B&B)	6.9%	8.0%
Flight and accommodation (half board)	25.9%	20.4%
Flight and accommodation (full board)	5.0%	4.3%
Flight and accommodation (all inclusive)	29.1%	32.8%
% Tourists using low-cost airlines	38.9%	48.7%
Other expenses in their place of residence:		
- Car rental	7.7%	11.8%
- Sporting activities	3.2%	5.3%
- Excursions	4.2%	5.7%
- Trip to other islands	1.8%	1.6%

How do they book?



	Senior	Total
Accommodation booking		
Tour Operator	51.6%	42.3%
- Tour Operator's website	71.9%	78.8%
Accommodation	13.9%	14.7%
- Accommodation's website	77.8%	83.5%
Travel agency (High street)	21.0%	20.5%
Online Travel Agency (OTA)	8.5%	16.5%
No need to book accommodation	4.9%	6.0%

Flight booking

	Senior	Total
Tour Operator	51.9%	44.6%
- Tour Operator's website	68.6%	76.3%
Airline	20.7%	24.8%
- Airline's website	94.4%	96.2%
Travel agency (High street)	20.7%	19.1%
Online Travel Agency (OTA)	6.8%	11.5%

Where do they stay?



	Senior	Total
5* Hotel	7.0%	7.1%
4* Hotel	42.8%	39.6%
1-2-3* Hotel	13.3%	14.6%
Apartment	31.2%	31.5%
Property (privately-owned, friends, family)	3.2%	4.6%
Others	2.5%	2.6%

Who are they?



	Senior	Total
Gender		
Percentage of men	49.8%	48.5%
Percentage of women	50.2%	51.5%

	Senior	Total
Age		
Average age (tourists > 16 years old)	68.1	46.3
Standard deviation	4.8	15.3

	Senior	Total
Age range (> 16 years old)		
16-24 years old	--	8.2%
25-30 years old	--	11.1%
31-45 years old	--	29.1%
46-60 years old	--	30.9%
Over 60 years old	100.0%	20.7%

	Senior	Total
Occupation		
Business owner or self-employed	10.7%	23.1%
Upper/Middle management employee	7.9%	36.1%
Auxiliary level employee	3.1%	15.5%
Students	0.0%	5.1%
Retired	77.6%	18.0%
Unemployed / unpaid dom. work	0.6%	2.2%

	Senior	Total
Annual household income level		
€12,000 - €24,000	19.7%	17.8%
€24,001 - €36,000	23.9%	19.4%
€36,001 - €48,000	19.2%	16.9%
€48,001 - €60,000	14.5%	14.6%
€60,001 - €72,000	7.8%	9.5%
€72,001 - €84,000	4.6%	6.0%
More than €84,000	10.3%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(**) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Senior tourists	2,714,159	709,590	331,604	940,035	665,092	44,950
- Share by islands	100%	26.1%	12.2%	34.6%	24.5%	1.7%
Total tourists	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Senior tourists	20.7%	30.5%	17.3%	25.7%	13.6%	20.3%

Who do they come with?



	Senior	Total
Unaccompanied	7.7%	9.1%
Only with partner	68.7%	47.6%
Only with children (under the age of 13)	0.2%	1.5%
Partner + children (under the age of 13)	0.7%	11.8%
Other relatives	4.0%	6.0%
Friends	4.7%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	14.0%	17.5%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	Senior	Total
Good or very good (% tourists)	94.3%	94.1%
Average rating (scale 1-10)	8.90	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Senior	Total
Repeat tourists	90.7%	77.3%
In love (at least 10 previous visits)	30.9%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	35.3%	956,954
Germany	23.1%	628,234
Sweden	6.6%	178,712
Spanish Mainland	5.0%	135,974
Norway	5.0%	134,654
Netherlands	3.7%	100,473
France	3.6%	96,831
Ireland	3.1%	85,219
Belgium	3.0%	80,100
Denmark	2.9%	78,257

Why do they choose the Canary Islands?



Aspects influencing the choice	Senior	Total
Climate/sun	92.4%	89.8%
Tranquillity/rest/relaxation	40.8%	36.6%
Beaches	28.0%	34.5%
Scenery	21.3%	21.9%
Security	13.4%	11.1%
Visiting new places	13.0%	14.6%
Ease of travel	12.2%	8.9%
Price	10.3%	12.7%
Quality of the environment	8.1%	6.5%
Active tourism	4.0%	5.1%
Culture	3.0%	2.6%
Shopping	2.9%	2.6%
Suitable destination for children	2.5%	7.5%
Nightlife/fun	1.8%	3.8%
Golf	1.6%	0.9%
Rural tourism	1.6%	1.0%

* Multi-choice question

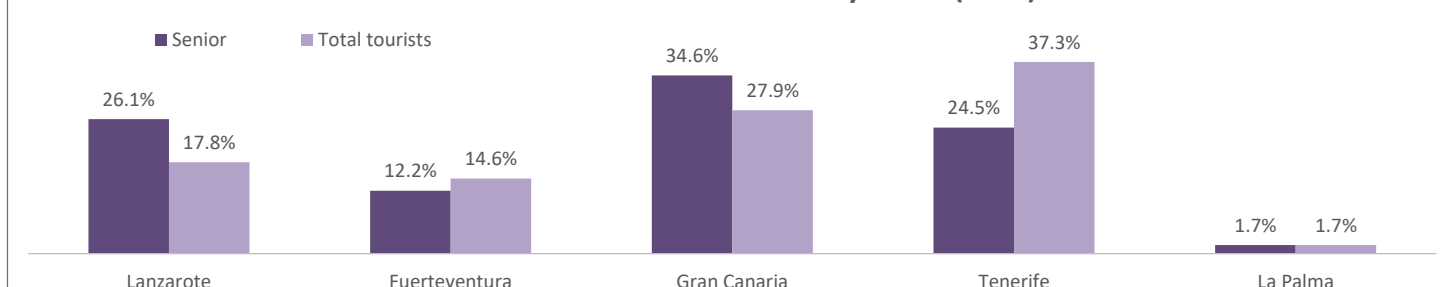
What did motivate them to come?



Aspects motivating the choice	Senior	Total
Previous visits to the Canary Islands	80.1%	64.1%
Recommendation by friends or relatives	23.6%	34.5%
The Canary Islands television channel	0.3%	0.3%
Other television or radio channels	0.7%	0.8%
Information in the press/magazines/books	3.9%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	11.0%	8.0%
Recommendation by Travel Agency	8.3%	9.7%
Information obtained via the Internet	16.8%	25.8%
Senior Tourism programme	0.8%	0.2%
Others	5.3%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that his/her age was over 60 years old. (1) Combination of some groups previously analyzed. Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.