

Tourist profile according to age range (2017)

SENIOR (> 60 YEARS OLD)

How many are they and how much do they spend?



	Senior	Total
Tourist arrivals (> 16 years old)	3,023,732	13,852,616
Average daily expenditure (€)	134.10	140.18
. in their place of residence	100.32	101.15
. in the Canary Islands	33.78	39.03
Average length of stay	11.93	9.17
Turnover per tourist (€)	1,384	1,155
Total turnover (> 16 years old) (€m)	4,184	15,999
Share of total tourist	21.8%	100%
Share of total turnover	26.1%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	11.2%	13.5%
- Additional accommodation expenses	5.6%	6.3%

Transport:

- Public transport	15.5%	14.5%
- Taxi	20.2%	21.2%
- Car rental	13.6%	19.4%

Food and drink:

- Food purchases at supermarkets	49.6%	55.0%
- Restaurants	56.9%	57.3%

Souvenirs:

	46.7%	53.3%
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Leisure:

- Organized excursions	13.3%	17.7%
- Leisure, amusement	2.8%	8.4%
- Trip to other islands	1.8%	2.3%
- Sporting activities	2.9%	6.1%
- Cultural activities	3.1%	4.4%
- Discos and disco-pubs	1.7%	6.1%

Others:

- Wellness	4.3%	4.9%
- Medical expenses	4.6%	4.0%
- Other expenses	9.9%	9.6%



**+11%
TOURISTS***
3,023,732



**-1%
TRAVEL EXPENSES**
€1,384



**+11%
TURNOVER**
€4,184 MILL

What do they book at their place of residence?



	Senior	Total
Flight only	7.9%	9.3%
Flight and accommodation (room only)	27.2%	26.9%
Flight and accommodation (B&B)	7.1%	8.3%
Flight and accommodation (half board)	24.5%	19.3%
Flight and accommodation (full board)	4.8%	4.4%
Flight and accommodation (all inclusive)	28.5%	31.9%
% Tourists using low-cost airlines	40.4%	50.8%

Other expenses in their place of residence:

- Car rental	8.5%	12.6%
- Sporting activities	3.1%	5.1%
- Excursions	5.0%	6.2%
- Trip to other islands	1.1%	1.5%

* Tourists over 16 years old.

How do they book?



	Senior	Total
Accommodation booking		
Tour Operator	50.5%	42.4%
- Tour Operator's website	74.8%	80.6%
Accommodation	13.5%	14.6%
- Accommodation's website	80.8%	84.0%
Travel agency (High street)	21.2%	19.3%
Online Travel Agency (OTA)	9.1%	17.3%
No need to book accommodation	5.6%	6.4%

	Senior	Total
Flight booking		
Tour Operator	52.8%	44.8%
- Tour Operator's website	72.7%	78.6%
Airline	19.9%	25.8%
- Airline's website	95.3%	97.3%
Travel agency (High street)	20.1%	18.0%
Online Travel Agency (OTA)	7.3%	11.4%

How far in advance do they book their trip?



	Senior	Total
The same day they leave	0.2%	0.5%
Between 2 and 7 days	3.7%	5.9%
Between 8 and 15 days	7.2%	7.4%
Between 16 and 30 days	13.8%	13.4%
Between 31 and 90 days	36.6%	34.6%
More than 90 days	38.5%	38.3%

Who are they?



	Senior	Total
Gender		
Men	49.7%	48.1%
Women	50.3%	51.9%

Age

Average age (tourists > 16 years old)	68.2	46.9
Standard deviation	4.8	15.5

Age range (> 16 years old)

16-24 years old	--	8.4%
25-30 years old	--	10.2%
31-45 years old	--	27.9%
46-60 years old	--	31.7%
Over 60 years old	100%	21.8%

Occupation

Business owner or self-employed	10.8%	23.8%
Upper/Middle management employee	8.2%	35.2%
Auxiliary level employee	3.3%	15.3%
Students	0.1%	5.0%
Retired	76.9%	18.6%
Unemployed / unpaid dom. work	0.7%	2.1%

Annual household income level

€12,000 - €24,000	18.0%	17.9%
€24,001 - €36,000	23.6%	19.3%
€36,001 - €48,000	18.1%	16.1%
€48,001 - €60,000	15.4%	15.1%
€60,001 - €72,000	8.7%	9.3%
€72,001 - €84,000	5.3%	6.3%
More than €84,000	10.9%	16.0%

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Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Senior tourists	3,023,732	668,722	431,343	933,091	898,470	65,614
- Share by islands	100%	22.1%	14.3%	30.9%	29.7%	2.2%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Senior tourists	21.8%	26.9%	22.2%	23.9%	17.5%	23.6%

Where do they stay?

	Senior	Total
5* Hotel	6.0%	6.8%
4* Hotel	41.4%	38.4%
1-2-3* Hotel	13.2%	14.4%
Apartment	32.5%	32.4%
Property (privately-owned, friends, family)	3.8%	4.8%
Others	3.0%	3.2%

Who do they come with?

	Senior	Total
Unaccompanied	7.9%	8.7%
Only with partner	68.4%	46.8%
Only with children (under the age of 13)	0.4%	1.7%
Partner + children (under the age of 13)	0.9%	11.9%
Other relatives	3.8%	6.0%
Friends	4.9%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	13.6%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Senior	Total
Good or very good (% tourists)	94.1%	94.0%
Average rating (scale 1-10)	8.90	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Senior	Total
At least 1 previous visit	90.1%	77.3%
At least 10 previous visits	32.3%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	34.0%	1,028,245
Germany	23.2%	701,932
Sweden	5.9%	179,680
Norway	5.1%	153,935
Netherlands	4.3%	129,124
Spanish Mainland	4.1%	123,654
Ireland	3.6%	109,334
France	3.3%	101,272
Denmark	3.3%	100,727
Others	13.1%	395,829

Why do they choose the Canary Islands?

Aspects influencing the choice	Senior	Total
Climate/sun	93.1%	89.8%
Tranquillity/rest/relaxation	41.3%	37.2%
Beaches	30.0%	35.1%
Scenery	23.3%	22.9%
Security	12.8%	9.7%
Visiting new places	12.6%	14.7%
Ease of travel	11.2%	8.9%
Price	9.0%	12.2%
Quality of the environment	7.9%	6.5%
Active tourism	4.1%	5.4%
Shopping	2.8%	2.5%
Culture	2.4%	2.7%
Suitable destination for children	2.3%	7.6%
Nightlife/fun	1.7%	3.8%
Rural tourism	1.6%	1.1%
Golf	1.6%	1.0%

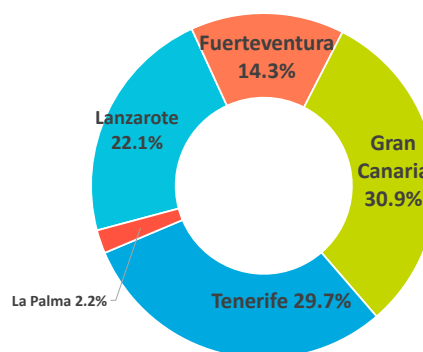
* Multi-choice question

What did motivate them to come?

Prescription sources	Senior	Total
Previous visits to the Canary Islands	79.7%	64.9%
Recommendation by friends/relatives	23.8%	35.0%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	1.0%	1.0%
Information in press/magazines/books	3.4%	3.8%
Attendance at a tourism fair	0.4%	0.5%
Tour Operator's brochure or catalogue	9.6%	7.2%
Recommendation by Travel Agency	8.0%	9.3%
Information obtained via the Internet	16.8%	25.5%
Senior Tourism programme	0.7%	0.2%
Others	5.0%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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. (1) Combination of some groups previously analyzed.