

## Senior Tourism programme

### How many are they and how much do they spend?

	Senior programme	Total
Tourist arrivals (> 16 years old)	32,207	13,114,359
Average daily expenditure (€)	104.34	135.94
. in their place of residence	71.71	98.03
. in the Canary Islands	32.63	37.90
Average length of stay	9.4	9.4
Turnover per tourist (€)	894	1,141
Total turnover (> 16 years old) (€m)	29	14,957
Share of total turnover	0.2%	100%
Share of total tourist	0.2%	100%

Expenditure in the Canary Islands per tourist and trip (€) <sup>(*)</sup>		
<b>Accommodation (**):</b>	31.15	47.11
- Accommodation	27.97	40.52
- Additional accommodation expenses	3.18	6.60
<b>Transport:</b>	24.20	26.01
- Public transport	3.45	5.14
- Taxi	5.30	6.94
- Car rental	15.45	13.93
<b>Food and drink:</b>	71.41	148.33
- Food purchases at supermarkets	26.27	63.46
- Restaurants	45.14	84.87
<b>Souvenirs:</b>	97.94	53.88
<b>Leisure:</b>	34.24	34.52
- Organized excursions	22.15	14.95
- Leisure, amusement	3.12	4.55
- Trip to other islands	4.77	1.85
- Sporting activities	0.56	5.11
- Cultural activities	1.12	2.04
- Discos and disco-pubs	2.51	6.01
<b>Others:</b>	7.97	13.91
- Wellness	0.43	3.23
- Medical expenses	6.13	1.69
- Other expenses	1.40	8.99

### How far in advance do they book their trip?

	Senior programme	Total
The same day they leave	0.8%	0.6%
Between 2 and 7 days	9.9%	6.3%
Between 8 and 15 days	1.8%	7.9%
Between 16 and 30 days	27.3%	14.7%
Between 31 and 90 days	38.4%	34.3%
More than 90 days	21.7%	36.2%

### What do they book at their place of residence?

	Senior programme	Total
Flight only	5.1%	8.8%
Flight and accommodation (room only)	9.4%	25.7%
Flight and accommodation (B&B)	0.8%	8.0%
Flight and accommodation (half board)	9.1%	20.4%
Flight and accommodation (full board)	51.1%	4.3%
Flight and accommodation (all inclusive)	24.5%	32.8%
<b>% Tourists using low-cost airlines</b>	47.2%	48.7%
<b>Other expenses in their place of residence:</b>		
- Car rental	6.4%	11.8%
- Sporting activities	0.0%	5.3%
- Excursions	4.7%	5.7%
- Trip to other islands	12.4%	1.6%

### How do they book?

	Senior programme	Total
<b>Accommodation booking</b>		
<b>Tour Operator</b>	18.2%	42.3%
- Tour Operator's website	72.0%	78.8%
<b>Accommodation</b>	8.2%	14.7%
- Accommodation's website	61.5%	83.5%
<b>Travel agency (High street)</b>	56.1%	20.5%
<b>Online Travel Agency (OTA)</b>	9.9%	16.5%
<b>No need to book accommodation</b>	7.7%	6.0%

### Flight booking

	Senior programme	Total
<b>Tour Operator</b>	17.7%	44.6%
- Tour Operator's website	83.3%	76.3%
<b>Airline</b>	14.1%	24.8%
- Airline's website	88.1%	96.2%
<b>Travel agency (High street)</b>	60.9%	19.1%
<b>Online Travel Agency (OTA)</b>	7.4%	11.5%

### Where do they stay?

	Senior programme	Total
5* Hotel	1.2%	7.1%
4* Hotel	37.4%	39.6%
1-2-3* Hotel	24.9%	14.6%
Apartment	25.8%	31.5%
Property (privately-owned, friends, family)	7.7%	4.6%
Others	3.0%	2.6%

### Who are they?

	Senior programme	Total
<b>Gender</b>		
Percentage of men	53.9%	48.5%
Percentage of women	46.1%	51.5%

	Senior programme	Total
<b>Age</b>		
Average age (tourists > 16 years old)	59.4	46.3
Standard deviation	14.4	15.3

	Senior programme	Total
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	5.9%	8.2%
25-30 years old	2.2%	11.1%
31-45 years old	9.1%	29.1%
46-60 years old	19.0%	30.9%
Over 60 years old	63.8%	20.7%

	Senior programme	Total
<b>Occupation</b>		
Business owner or self-employed	12.0%	23.1%
Upper/Middle management employee	4.8%	36.1%
Auxiliary level employee	4.6%	15.5%
Students	3.7%	5.1%
Retired	74.2%	18.0%
Unemployed / unpaid dom. work	0.7%	2.2%

	Senior programme	Total
<b>Annual household income level</b>		
€12,000 - €24,000	27.7%	17.8%
€24,001 - €36,000	38.0%	19.4%
€36,001 - €48,000	16.8%	16.9%
€48,001 - €60,000	5.9%	14.6%
€60,001 - €72,000	3.5%	9.5%
€72,001 - €84,000	3.9%	6.0%
More than €84,000	4.2%	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
Tourists (Senior Tourism Programme)	32,207	3,155	4,701	11,000	11,658	1,255
- Share by islands	100%	9.8%	14.6%	34.2%	36.2%	3.9%
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%
% Tourists (Senior Tourism Programme)	0.2%	0.1%	0.2%	0.3%	0.2%	0.6%

Who do they come with?



Why do they choose the Canary Islands?



	Senior programme	Total
Unaccompanied	12.3%	9.1%
Only with partner	60.3%	47.6%
Only with children (under the age of 13)	0.0%	1.5%
Partner + children (under the age of 13)	3.0%	11.8%
Other relatives	5.4%	6.0%
Friends	6.2%	6.1%
Work colleagues	0.0%	0.3%
Other combinations <sup>(1)</sup>	12.8%	17.5%

Aspects influencing the choice	Senior programme	Total
Climate/sun	63.4%	89.8%
Scenery	32.6%	21.9%
Beaches	30.4%	34.5%
Tranquillity/rest/relaxation	28.9%	36.6%
Visiting new places	27.5%	14.6%
Price	13.8%	12.7%
Quality of the environment	8.8%	6.5%
Security	5.9%	11.1%
Ease of travel	4.9%	8.9%
Shopping	4.8%	2.6%
Active tourism	4.7%	5.1%
Culture	2.3%	2.6%
Nightlife/fun	2.2%	3.8%
Health-related tourism	1.9%	0.6%
Suitable destination for children	1.9%	7.5%
Golf	1.5%	0.9%

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

\* Multi-choice question

How do they rate the destination?



Impression of their stay	Senior programme	Total
Good or very good (% tourists)	88.5%	94.1%
Average rating (scale 1-10)	8.56	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	Senior programme	Total
Repeat tourists	82.5%	77.3%
In love (at least 10 previous visits)	11.3%	16.1%

What did motivate them to come?



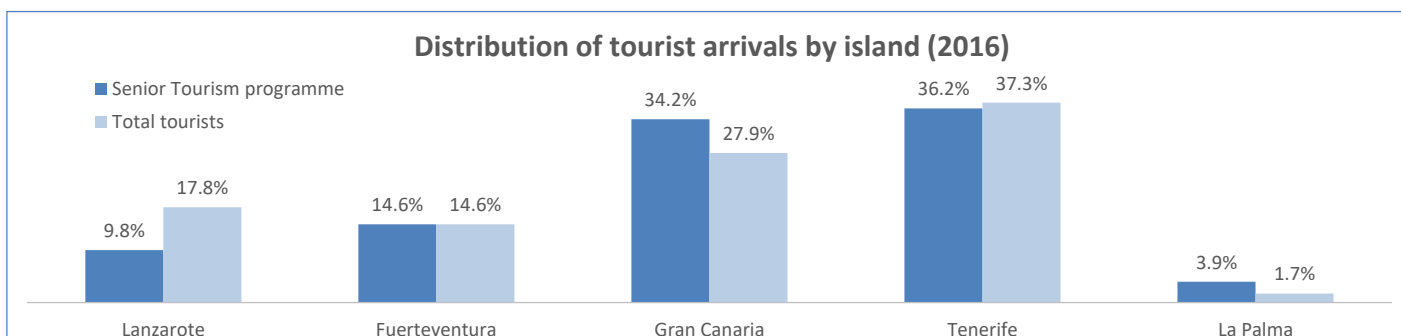
Aspects motivating the choice	Senior programme	Total
Previous visits to the Canary Islands	49.1%	64.1%
Recommendation by friends or relatives	10.4%	34.5%
The Canary Islands television channel	2.1%	0.3%
Other television or radio channels	0.9%	0.8%
Information in the press/magazines/books	1.9%	3.8%
Attendance at a tourism fair	0.0%	0.5%
Tour Operator's brochure or catalogue	0.0%	8.0%
Recommendation by Travel Agency	5.4%	9.7%
Information obtained via the Internet	4.9%	25.8%
Senior Tourism programme	100.0%	0.2%
Others	0.9%	6.1%

\* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
Spanish Mainland	61.9%	19,936
United Kingdom	9.8%	3,149
Italy	6.2%	2,009
Germany	4.0%	1,298
Czech Republic	2.4%	774
Ireland	2.3%	746
Belgium	2.0%	636
Switzerland	0.8%	256
France	0.4%	114
Others	10.2%	3,288



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her two reasons for choice was Senior Tourism Programme.

(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.