

Tourist profile according to aspects motivating the destination choice (2017)

SENIOR TOURISM PROGRAMME

How many are they and how much do they spend?

	Senior programme	Total
Tourist arrivals (> 16 years old)	33,483	13,852,616
Average daily expenditure (€)	102.36	140.18
. in their place of residence	66.60	101.15
. in the Canary Islands	35.76	39.03
Average length of stay	10.33	9.17
Turnover per tourist (€)	894	1,155
Total turnover (> 16 years old) (€m)	29.9	15,999
Share of total tourist	0.2%	100%
Share of total turnover	0.2%	100%

% tourists who pay in the Canary Islands:

Accommodation:		
- Accommodation	10.0%	13.5%
- Additional accommodation expenses	6.2%	6.3%
Transport:		
- Public transport	22.0%	14.5%
- Taxi	19.0%	21.2%
- Car rental	24.1%	19.4%
Food and drink:		
- Food purchases at supermarkets	37.9%	55.0%
- Restaurants	57.5%	57.3%
Souvenirs:		
	60.4%	53.3%
Leisure:		
- Organized excursions	37.6%	17.7%
- Leisure, amusement	5.7%	8.4%
- Trip to other islands	3.5%	2.3%
- Sporting activities	4.2%	6.1%
- Cultural activities	5.9%	4.4%
- Discos and disco-pubs	7.1%	6.1%
Others:		
- Wellness	4.1%	4.9%
- Medical expenses	6.5%	4.0%
- Other expenses	7.5%	9.6%



+4%
TOURISTS*
33,483



+0.02%
TRAVEL EXPENSES
€894



+4%
TURNOVER
€30 MILL

What do they book at their place of residence?

	Senior programme	Total
Flight only	6.7%	9.3%
Flight and accommodation (room only)	15.8%	26.9%
Flight and accommodation (B&B)	3.3%	8.3%
Flight and accommodation (half board)	9.5%	19.3%
Flight and accommodation (full board)	45.2%	4.4%
Flight and accommodation (all inclusive)	19.5%	31.9%
% Tourists using low-cost airlines	46.3%	50.8%

Other expenses in their place of residence:

- Car rental	12.6%	12.6%
- Sporting activities	5.1%	5.1%
- Excursions	6.2%	6.2%
- Trip to other islands	1.5%	1.5%

* Tourists over 16 years old.

How do they book?

	Senior programme	Total
Accommodation booking		
Tour Operator	26.0%	42.4%
- Tour Operator's website	86.2%	80.6%
Accommodation	13.2%	14.6%
- Accommodation's website	50.1%	84.0%
Travel agency (High street)	46.3%	19.3%
Online Travel Agency (OTA)	12.4%	17.3%
No need to book accommodation	2.1%	6.4%

	Senior programme	Total
Flight booking		
Tour Operator	29.7%	44.8%
- Tour Operator's website	64.4%	78.6%
Airline	10.1%	25.8%
- Airline's website	100.0%	97.3%
Travel agency (High street)	47.1%	18.0%
Online Travel Agency (OTA)	13.2%	11.4%

How far in advance do they book their trip?

	Senior programme	Total
The same day they leave	5.3%	0.5%
Between 2 and 7 days	2.9%	5.9%
Between 8 and 15 days	11.0%	7.4%
Between 16 and 30 days	18.7%	13.4%
Between 31 and 90 days	43.9%	34.6%
More than 90 days	18.1%	38.3%

Who are they?

	Senior programme	Total
Gender		
Men	54.1%	48.1%
Women	45.9%	51.9%

Age

Average age (tourists > 16 years old)	54.9	46.9
Standard deviation	17.1	15.5

Age range (> 16 years old)

16-24 years old	9.1%	8.4%
25-30 years old	7.8%	10.2%
31-45 years old	9.0%	27.9%
46-60 years old	14.2%	31.7%
Over 60 years old	59.9%	21.8%

Occupation

Business owner or self-employed	11.5%	23.8%
Upper/Middle management employee	11.1%	35.2%
Auxiliary level employee	8.6%	15.3%
Students	8.1%	5.0%
Retired	58.6%	18.6%
Unemployed / unpaid dom. work	2.1%	2.1%

Annual household income level

€12,000 - €24,000	24.7%	17.9%
€24,001 - €36,000	31.5%	19.3%
€36,001 - €48,000	18.6%	16.1%
€48,001 - €60,000	12.2%	15.1%
€60,001 - €72,000	4.6%	9.3%
€72,001 - €84,000	3.7%	6.3%
More than €84,000	4.7%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists (Senior Tourism Programme)	33,483	2,045	3,344	8,652	18,691	751
- Share by islands	100%	6.1%	10.0%	25.8%	55.8%	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%
% Tourists (Senior Tourism Programme)	0.2%	0.1%	0.2%	0.2%	0.4%	0.3%

Where do they stay?

	Senior programme	Total
5* Hotel	3.0%	6.8%
4* Hotel	36.3%	38.4%
1-2-3* Hotel	28.0%	14.4%
Apartment	28.5%	32.4%
Property (privately-owned, friends, family)	2.4%	4.8%
Others	1.8%	3.2%

Who do they come with?

	Senior programme	Total
Unaccompanied	9.7%	8.7%
Only with partner	65.0%	46.8%
Only with children (under the age of 13)	0.0%	1.7%
Partner + children (under the age of 13)	2.2%	11.9%
Other relatives	5.8%	6.0%
Friends	7.4%	6.1%
Work colleagues	0.8%	0.3%
Other combinations ⁽¹⁾	9.1%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	Senior programme	Total
Good or very good (% tourists)	88.1%	94.0%
Average rating (scale 1-10)	8.62	8.92

How many are loyal to the Canary Islands?

Repeat tourists	Senior programme	Total
At least 1 previous visit	72.1%	77.3%
At least 10 previous visits	10.2%	16.9%

Where are they from?

	Share	Absolute
Spanish Mainland	63.9%	21,411
Germany	6.8%	2,271
United Kingdom	6.3%	2,094
Sweden	4.9%	1,632
Denmark	3.1%	1,023
Belgium	2.9%	971
France	2.7%	889
Italy	2.4%	819
Netherlands	1.5%	488
Others	5.6%	1,884

Why do they choose the Canary Islands?

Aspects influencing the choice	Senior programme	Total
Climate/sun	76.7%	89.8%
Tranquillity/rest/relaxation	30.6%	37.2%
Scenery	30.0%	22.9%
Visiting new places	26.9%	14.7%
Beaches	25.4%	35.1%
Quality of the environment	9.4%	6.5%
Price	7.4%	12.2%
Theme parks	5.3%	3.1%
Security	4.3%	9.7%
Culture	4.1%	2.7%
Golf	4.1%	1.0%
Nightlife/fun	3.6%	3.8%
Rural tourism	3.4%	1.1%
Suitable destination for children	3.2%	7.6%
Active tourism	3.1%	5.4%
Shopping	2.3%	2.5%

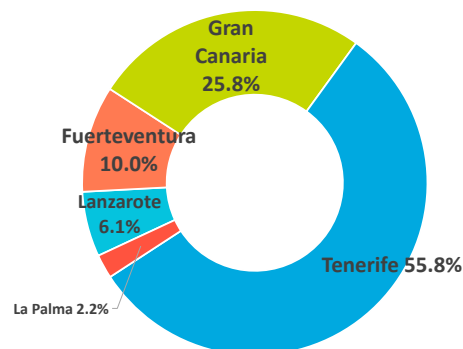
* Multi-choice question

What did motivate them to come?

Prescription sources	Senior programme	Total
Previous visits to the Canary Islands	44.8%	64.9%
Recommendation by friends/relatives	9.4%	35.0%
The Canary Islands television channel	3.2%	0.4%
Other television or radio channels	0.0%	1.0%
Information in press/magazines/books	0.9%	3.8%
Attendance at a tourism fair	0.8%	0.5%
Tour Operator's brochure or catalogue	0.8%	7.2%
Recommendation by Travel Agency	2.3%	9.3%
Information obtained via the Internet	2.9%	25.5%
Senior Tourism programme	100.0%	0.2%
Others	0.0%	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 at least one of him/her two reasons for choice was Senior Tourism Programme.

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.