

TOURIST PROFILE (2021)

SILVER PLUS (>55 YEARS OLD & > 30 NIGHTS)

How many are they and how much do they spend?

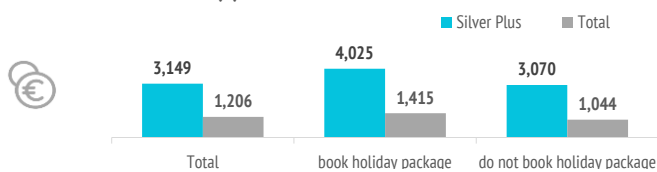


	Silver Plus	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	62,335	5,827,892
- book holiday package	5,172	2,549,012
- do not book holiday package	57,163	3,278,880
- % tourists who book holiday package	8.3%	43.7%
Share of total tourist	1.1%	100%
Share of total turnover	2.8%	100%
Expenditure per tourist (€)		
- book holiday package	3,149	1,206
- holiday package	4,025	1,415
- others	2,987	1,135
- do not book holiday package	1,038	280
- flight	3,070	1,044
- accommodation	792	248
- others	749	369
	1,529	427
Average length of stay		
- book holiday package	61.70	9.54
- do not book holiday package	46.72	8.59
	63.06	10.28
Average daily expenditure (€)		
- book holiday package	54.5	144.0
- do not book holiday package	91.5	172.8
	51.1	121.6
Total turnover (> 15 years old) (€m)		
- book holiday package	196	7,028
- do not book holiday package	21	3,606
	175	3,422

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Where did they spend their main holiday last year?*

	Silver Plus	Total
Didn't have holidays	16.4%	35.7%
Canary Islands	61.7%	17.6%
Other destination	21.9%	46.8%

What other destinations do they consider for this trip?*

	Silver Plus	Total
None	50.8%	29.4%
Canary Islands (other island)	30.9%	25.4%
Other destination	18.3%	45.1%

*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of the tourist who answered that his/her age was equal to or greater than 55 years old, whose stay was equal to or greater than 30 nights.

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



	Silver Plus	Total
Climate	79.7%	76.0%
Tranquility	62.3%	48.5%
Sea	59.8%	52.0%
Safety	59.0%	49.0%
European belonging	52.3%	40.2%
Beaches	51.9%	44.6%
Landscapes	48.2%	39.1%
Environment	45.9%	34.7%
Effortless trip	39.8%	34.9%
Accommodation supply	34.3%	37.8%
Price	32.7%	32.4%
Gastronomy	32.2%	27.9%
Authenticity	30.2%	24.4%
Hiking trail network	22.3%	12.1%
Fun possibilities	18.6%	22.4%
Historical heritage	15.0%	9.1%
Exoticism	13.7%	14.5%
Shopping	13.5%	8.8%
Culture	13.4%	8.7%
Nightlife	6.0%	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.

% TOURISTS WHO CHOOSE TRANQUILITY

SILVER PLUS
62,3%



TOTAL
48,5%

What is the main motivation for their holidays?

	Silver Plus	Total
Rest	52.1%	50.7%
Enjoy family time	14.8%	14.0%
Have fun	2.4%	7.3%
Explore the destination	18.1%	23.3%
Practice their hobbies	5.2%	2.6%
Other reasons	7.5%	2.1%

How far in advance do they book their trip?

	Silver Plus	Total
The same day	0.2%	1.0%
Between 1 and 30 days	36.0%	42.5%
Between 1 and 2 months	20.4%	26.7%
Between 3 and 6 months	23.8%	18.7%
More than 6 months	19.6%	11.1%

% TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

SILVER PLUS
19.6%



TOTAL
11.1%

Picture: Freepik.com

TOURIST PROFILE (2021)

SILVER PLUS (>55 YEARS OLD & > 30 NIGHTS)

What channels did they use to get information about the trip? 🔍

	Silver Plus	Total
Previous visits to the Canary Islands	73.5%	45.7%
Friends or relatives	21.5%	30.9%
Internet or social media	27.3%	53.5%
Mass Media	2.9%	2.3%
Travel guides and magazines	4.3%	7.0%
Travel Blogs or Forums	3.2%	8.4%
Travel TV Channels	0.3%	0.5%
Tour Operator or Travel Agency	6.3%	19.4%
Public administrations or similar	1.8%	1.9%
Others	4.5%	2.9%

* Multi-choise question

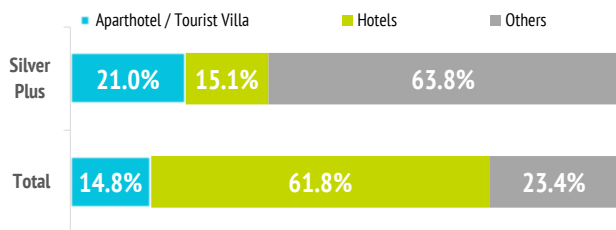
With whom did they book their flight and accommodation? 👁

	Silver Plus	Total
Flight		
- Directly with the airline	85.0%	52.8%
- Tour Operator or Travel Agency	15.0%	47.2%
Accommodation		
- Directly with the accommodation	65.7%	39.9%
- Tour Operator or Travel Agency	34.3%	60.1%

Where do they stay? 🏠

	Silver Plus	Total
1-2-3* Hotel	4.9%	11.5%
4* Hotel	7.7%	39.4%
5* Hotel / 5* Luxury Hotel	2.6%	10.9%
Aparthotel / Tourist Villa	21.0%	14.8%
House/room rented in a private dwelling	18.0%	6.9%
Private accommodation (1)	40.7%	9.9%
Others (Cottage, cruise, camping,...)	5.2%	6.6%

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



What do they book? 🍽

	Silver Plus	Total
Room only	71.7%	28.1%
Bed and Breakfast	5.2%	15.3%
Half board	6.0%	19.5%
Full board	4.9%	3.2%
All inclusive	12.1%	33.8%

71.7% of tourists book room only

(Canary Islands: 28.1%)

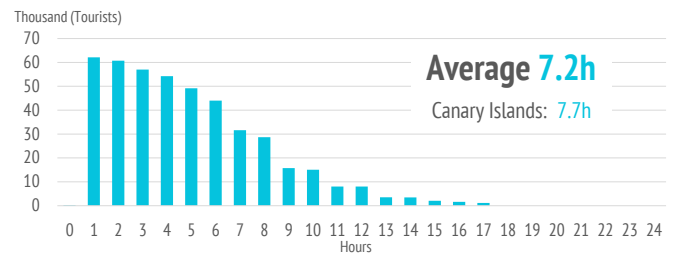
Other expenses 📍

	Silver Plus	Total
Restaurants or cafes	35.7%	66.9%
Supermarkets	41.1%	55.6%
Car rental	20.0%	37.3%
Organized excursions	4.8%	23.7%
Taxi, transfer, chauffeur service	12.3%	46.0%
Theme Parks	1.0%	8.6%
Sport activities	4.0%	9.3%
Museums	2.0%	4.7%
Flights between islands	2.9%	6.3%

Activities in the Canary Islands 🚶

Outdoor time per day	Silver Plus	Total
0 hours	0.3%	2.4%
1 - 2 hours	8.3%	10.0%
3 - 6 hours	40.7%	30.1%
7 - 12 hours	45.0%	47.1%
More than 12 hours	5.7%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Silver Plus	Total
Walk, wander	73.4%	72.2%
Beach	65.8%	75.1%
Explore the island on their own	49.3%	52.5%
Taste Canarian gastronomy	45.6%	30.2%
Swim	41.7%	38.8%
Swimming pool, hotel facilities	34.1%	57.5%
Hiking	25.8%	22.5%
Wineries / markets / popular festivals	12.1%	10.0%
Beauty and health treatments	11.4%	5.6%
Museums / exhibitions	9.8%	10.7%
Cycling / Mountain bike	8.5%	4.2%
Practice other sports	8.4%	5.9%
Running	7.5%	7.6%
Golf	7.1%	2.3%
Other Nature Activities	7.0%	9.5%
Sea excursions / whale watching	6.7%	13.5%
Theme parks	5.9%	12.2%
Nightlife / concerts / shows	5.6%	12.3%
Astronomical observation	2.9%	4.2%
Scuba Diving	2.6%	4.2%
Organized excursions	1.2%	16.0%
Surf	0.9%	4.8%
Windsurf / Kitesurf	0.2%	1.5%

* Multi-choise question

TOURIST PROFILE (2021)

SILVER PLUS (>55 YEARS OLD & > 30 NIGHTS)

Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Silver Plus	62,335	5,069	4,149	26,200	25,115	1,073
- Share by islands	100%	8.1%	6.7%	42.0%	40.3%	1.7%
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%
% Silver Plus	1.1%	0.5%	0.5%	1.7%	1.1%	1.0%

How many islands do they visit during their trip?

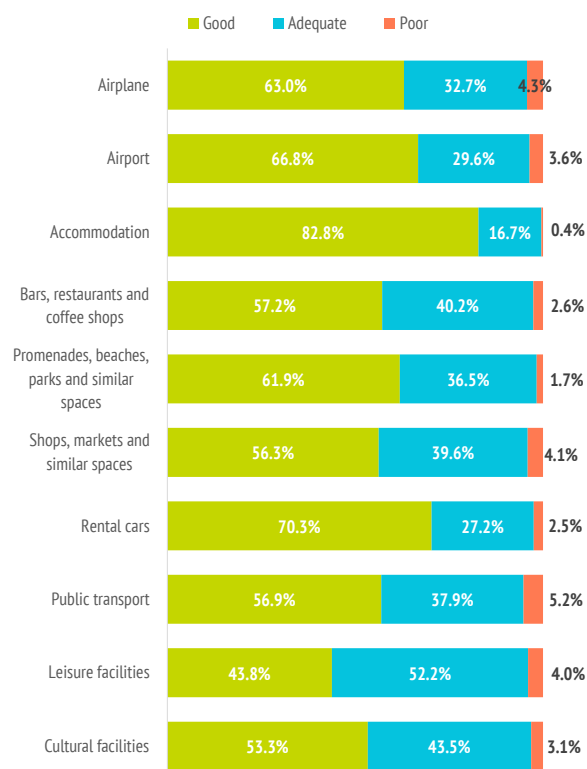
	Silver Plus	Total general
One island	89.4%	90.9%
Two islands	7.2%	7.8%
Three or more islands	3.4%	1.3%

Health safety

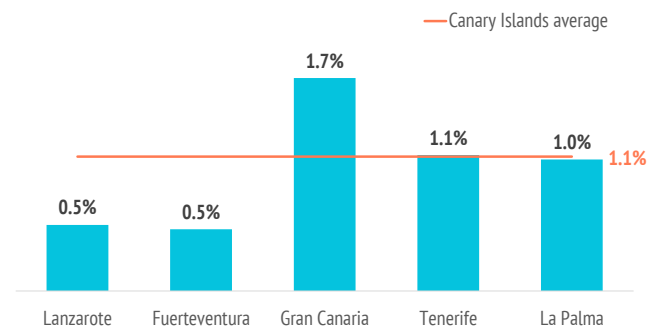
Planning the trip: Importance	Silver Plus	Total general
Average rating (scale 0-10)	8.60	7.99

During the stay: Rate	Silver Plus	Total general
Average rating (scale 0-10)	8.56	8.42

HEALTH SAFETY MEASURES (RATE)



% TOURISTS BY ISLAND OF STAY

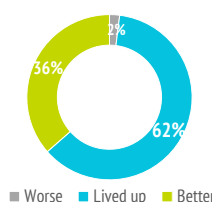


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Silver Plus	Total general
Average rating	9.07	8.86

Experience in the Canary Islands	Silver Plus	Total general
Worse or much worse than expected	2.0%	2.7%
Lived up to expectations	61.6%	51.4%
Better or much better than expected	36.4%	45.9%

Future intentions (scale 1-10)	Silver Plus	Total general
Return to the Canary Islands	9.57	8.86
Recommend visiting the Canary Islands	9.51	9.10



Experience in the Canary Islands



Return to the Canary Islands



9.51/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Silver Plus	Total general
Repeat tourists	91.0%	68.0%
Repeat tourists (last 5 years)	88.8%	61.9%
Repeat tourists (last 5 years) (5 or more visit)	60.9%	15.0%
At least 10 previous visits	62.1%	18.3%

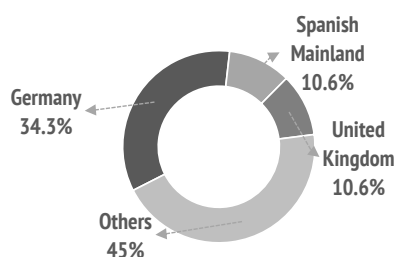
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Where are they from?



	%	Absolute
Germany	34.3%	21,387
Spanish Mainland	10.6%	6,605
United Kingdom	10.6%	6,585
Belgium	7.8%	4,890
Italy	7.0%	4,379
Norway	6.5%	4,082
France	5.1%	3,200
Sweden	3.5%	2,201
Finland	2.1%	1,321
Netherlands	1.8%	1,122
Ireland	1.7%	1,048
Austria	1.7%	1,043
Iceland	1.2%	732
Switzerland	1.0%	613
Czech Republic	0.7%	448
Portugal	0.5%	335
Luxembourg	0.5%	318
Others	3.2%	2,026



Who do they come with?



	Silver Plus	Total
Unaccompanied	19.7%	13.5%
Only with partner	69.6%	48.2%
Only with children (< 13 years old)	0.1%	3.9%
Partner + children (< 13 years old)	0.0%	4.9%
Other relatives	3.0%	8.4%
Friends	1.8%	8.5%
Work colleagues	0.3%	0.8%
Organized trip	0.0%	0.2%
Other combinations (1)	5.5%	11.5%

(1) Different situations have been isolated

Tourists with children	0.1%	12.5%
- Between 0 and 2 years old	0.0%	1.2%
- Between 3 and 12 years old	0.1%	10.2%
- Between 0 -2 and 3-12 years	0.0%	1.0%
Tourists without children	99.9%	87.5%
Group composition:		
- 1 person	21.7%	16.5%
- 2 people	75.2%	56.7%
- 3 people	2.2%	10.7%
- 4 or 5 people	0.9%	13.6%
- 6 or more people	0.0%	2.5%
Average group size:	1.82	2.37

*People who share the main expenses of the trip

Who are they?



	Silver Plus	Total
Gender		
Men	45.4%	49.6%
Women	54.6%	50.4%
Age		
Average age (tourist > 15 years old)	67.6	43.3
Standard deviation	7.1	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	16.7%	26.6%
Over 60 years old	83.3%	16.4%
Occupation		
Salaried worker	15.2%	57.8%
Self-employed	10.9%	11.1%
Unemployed	0.9%	1.7%
Business owner	6.9%	10.0%
Student	0.4%	5.9%
Retired	63.3%	12.2%
Unpaid domestic work	0.2%	0.5%
Others	2.2%	0.9%
Annual household income level		
Less than €25,000	13.3%	16.1%
€25,000 - €49,999	43.4%	37.0%
€50,000 - €74,999	24.2%	23.4%
More than €74,999	19.1%	23.5%
Education level		
No studies	2.2%	2.2%
Primary education	5.9%	2.2%
Secondary education	34.9%	18.8%
Higher education	57.0%	76.9%



Pictures: Freepik.com

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