

PROFILE OF TOURIST BY AGE RANGE (2018)

JUNIOR (16 - 24 YEARS OLD)

How many are they and how much do they spend?

	Junior	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,559,787
Tourist arrivals > 15 years old (EGT)	1,041,607	13,485,651
- book holiday package	577,224	7,848,516
- do not book holiday package	464,383	5,637,135
- % tourists who book holiday package	55.4%	58.2%
Share of total tourist	7.7%	100%

JUNIOR TOURISTS



	Junior	Total
Expenditure per tourist (€)		
- book holiday package	888	1,196
- holiday package	994	1,309
- others	784	1,064
- do not book holiday package	210	246
- flight	756	1,037
- accommodation	211	288
- others	204	350
- others	341	399
Average length of stay		
- book holiday package	8.82	9.32
- do not book holiday package	7.68	8.66
Average daily expenditure (€)		
- book holiday package	113.6	143.6
- do not book holiday package	133.6	159.8
- do not book holiday package	88.7	121.0
Total turnover (> 15 years old) (€m)		
- book holiday package	925	16,124
- do not book holiday package	574	10,277
- do not book holiday package	351	5,848

AVERAGE LENGTH OF STAY (nights)



EXPENDITURE PER TOURIST (€)



Importance of each factor in the destination choice

	Junior	Total
Climate	72.1%	78.1%
Safety	48.8%	51.4%
Sea	47.4%	43.3%
Beaches	44.9%	37.1%
Price	44.6%	36.5%
Tranquility	40.5%	46.2%
Accommodation supply	40.3%	41.7%
Fun possibilities	38.2%	20.7%
Landscapes	33.1%	31.6%
Effortless trip	32.4%	34.8%
Environment	29.0%	30.6%
European belonging	27.3%	35.8%
Gastronomy	20.6%	22.6%
Authenticity	19.9%	19.1%
Nightlife	18.5%	7.5%
Exoticism	17.0%	10.5%
Shopping	16.1%	9.6%
Culture	8.9%	7.3%
Hiking trail network	6.9%	9.0%
Historical heritage	6.6%	7.1%

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.

What is the main motivation for their holidays?

	Junior	Total
Rest	46.2%	55.1%
Enjoy family time	9.4%	14.7%
Have fun	22.7%	7.8%
Explore the destination	18.2%	18.5%
Practice their hobbies	1.5%	1.8%
Other reasons	1.9%	2.1%

HAVE FUN



How far in advance do they book their trip?

	Junior	Total
The same day	1.7%	0.7%
Between 1 and 30 days	26.3%	23.2%
Between 1 and 2 months	26.3%	23.0%
Between 3 and 6 months	30.8%	32.4%
More than 6 months	14.8%	20.7%

% TOURISTS BOOKING BETWEEN 1 AND 2 MONTHS IN ADVANCE

JUNIOR
26.3%



TOTAL
23.0%

Picture: Freepik.com

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

	Junior	Total
Previous visits to the Canary Islands	31.0%	50.9%
Friends or relatives	43.0%	27.8%
Internet or social media	60.1%	56.1%
Mass Media	2.5%	1.7%
Travel guides and magazines	11.2%	9.5%
Travel Blogs or Forums	7.7%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	25.1%	24.7%
Public administrations or similar	0.7%	0.4%
Others	2.7%	2.3%

* Multi-choice question

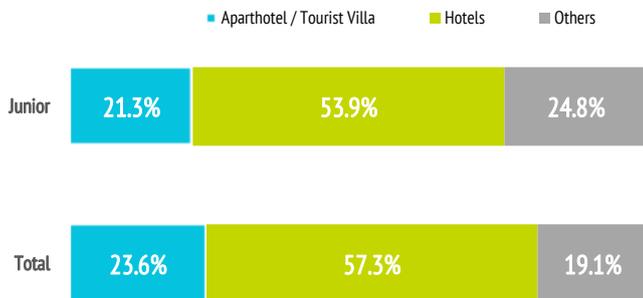
With whom did they book their flight and accommodation? 👁

	Junior	Total
Flight		
- Directly with the airline	42.9%	39.5%
- Tour Operator or Travel Agency	57.1%	60.5%
Accommodation		
- Directly with the accommodation	29.3%	28.8%
- Tour Operator or Travel Agency	70.7%	71.2%

Where do they stay? 🏠

	Junior	Total
1-2-3* Hotel	13.8%	12.8%
4* Hotel	35.3%	37.7%
5* Hotel / 5* Luxury Hotel	4.9%	6.8%
Aparthotel / Tourist Villa	21.3%	23.6%
House/room rented in a private dwelling	6.7%	5.3%
Private accommodation (1)	10.8%	7.0%
Others (Cottage, cruise, camping,...)	7.3%	6.8%

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



What do they book? 🍽

	Junior	Total
Room only	28.5%	28.8%
Bed and Breakfast	11.4%	11.7%
Half board	20.0%	22.4%
Full board	2.4%	3.0%
All inclusive	37.6%	34.1%

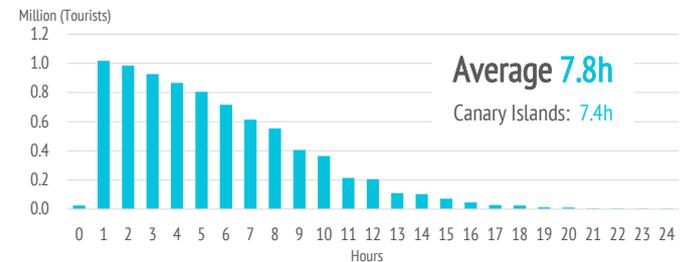
Other expenses 📍

	Junior	Total
Restaurants or cafes	63.1%	63.2%
Supermarkets	61.2%	55.9%
Car rental	19.9%	26.6%
Organized excursions	24.8%	21.8%
Taxi, transfer, chauffeur service	54.7%	51.7%
Theme Parks	13.5%	8.8%
Sport activities	9.6%	6.4%
Museums	3.7%	5.0%
Flights between islands	5.2%	4.8%

Activities in the Canary Islands 🚶

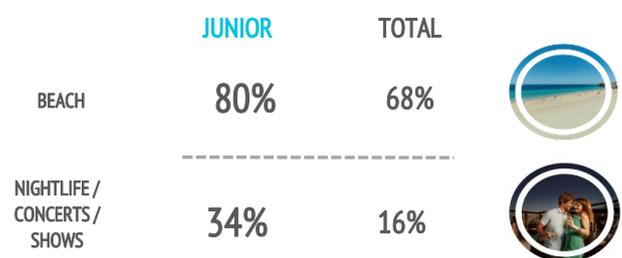
Outdoor time per day	Junior	Total
0 hours	2.3%	2.2%
1 - 2 hours	8.7%	10.0%
3 - 6 hours	30.0%	32.6%
7 - 12 hours	48.4%	46.5%
More than 12 hours	10.5%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Junior	Total
Beach	80.0%	68.0%
Walk, wander	70.7%	71.0%
Swimming pool, hotel facilities	65.3%	58.9%
Explore the island on their own	54.1%	46.5%
Nightlife / concerts / shows	33.8%	15.5%
Taste Canarian gastronomy	27.6%	25.4%
Theme parks	27.1%	15.5%
Organized excursions	24.5%	17.9%
Sport activities	20.0%	14.3%
Sea excursions / whale watching	18.5%	11.3%
Activities at sea	15.8%	9.8%
Wineries / markets / popular festivals	13.7%	12.0%
Nature activities	10.6%	10.0%
Museums / exhibitions	9.9%	9.8%
Beauty and health treatments	6.6%	5.7%
Astronomical observation	6.0%	3.4%

* Multi-choice question



PROFILE OF TOURIST BY AGE RANGE (2018)

JUNIOR (16 - 24 YEARS OLD)



Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Junior tourists	1,041,607	115,027	128,863	322,162	459,031	11,064
- Share by islands	100%	11.0%	12.4%	30.9%	44.1%	1.1%
Total tourists	13,485,651	2,457,120	1,856,705	3,825,110	4,991,173	249,069
- Share by islands	100%	18.2%	13.8%	28.4%	37.0%	1.8%
% Junior tourists	7.9%	4.7%	7.0%	8.7%	9.4%	4.5%

How many islands do they visit during their trip?

	Junior	Total
One island	90.9%	90.9%
Two islands	8.0%	7.7%
Three or more islands	1.2%	1.4%

Internet usage during their trip

	Junior	Total
Research		
- Tourist package	15.2%	15.4%
- Flights	13.9%	13.0%
- Accommodation	18.0%	17.7%
- Transport	21.1%	15.6%
- Restaurants	31.4%	27.0%
- Excursions	31.4%	26.3%
- Activities	39.2%	31.0%
Book or purchase		
- Tourist package	31.1%	38.1%
- Flights	66.1%	64.4%
- Accommodation	54.0%	54.5%
- Transport	39.3%	44.7%
- Restaurants	9.9%	10.5%
- Excursions	11.1%	11.4%
- Activities	13.7%	12.5%

* Multi-choice question

Internet usage in the Canary Islands	Junior	Total
Did not use the Internet	4.8%	9.8%
Used the Internet	95.2%	90.2%
- Own Internet connection	51.3%	36.5%
- Free Wifi connection	31.6%	41.1%
Applications*		
- Search for locations or maps	68.3%	60.7%
- Search for destination info	46.1%	44.7%
- Share pictures or trip videos	68.6%	55.6%
- Download tourist apps	5.7%	6.5%
- Others	19.6%	23.9%

* Multi-choice question

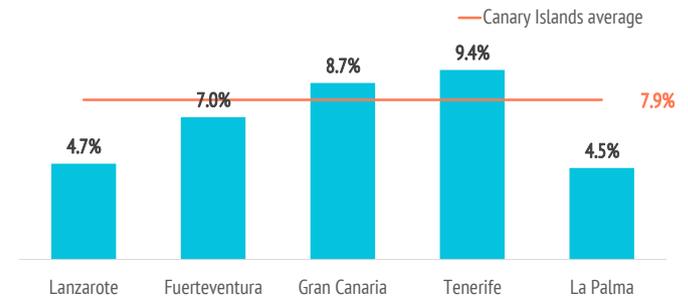


68.6% of junior tourists share pictures or trip videos during their stay in the Canary Islands

(Canary Islands: 55.6%)



% TOURISTS BY ISLANDS

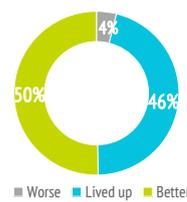


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Junior	Total
Average rating	8.60	8.58

Experience in the Canary Islands	Junior	Total
Worse or much worse than expected	3.9%	2.9%
Lived up to expectations	45.8%	57.4%
Better or much better than expected	50.3%	39.7%

Future intentions (scale 1-10)	Junior	Total
Return to the Canary Islands	8.31	8.60
Recommend visiting the Canary Islands	8.76	8.86



Experience in the Canary



8.31/10

Return to the Canary Islands



8.76/10

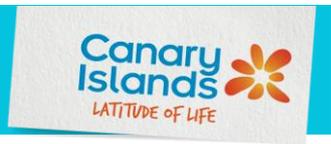
Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Junior	Total
Repeat tourists	48.9%	71.0%
Repeat tourists (last 5 years)	44.4%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	8.3%	18.4%
At least 10 previous visits	8.0%	17.8%

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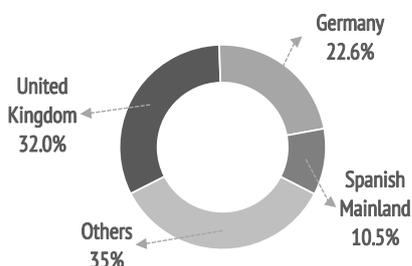
JUNIOR (16 - 24 YEARS OLD)



Where are they from?



	%	Absolute
United Kingdom	32.0%	333,015
Germany	22.6%	235,663
Spanish Mainland	10.5%	109,039
Netherlands	4.8%	50,269
Italy	4.1%	43,020
Switzerland	3.2%	33,594
Ireland	3.0%	31,491
France	2.9%	29,775
Poland	2.6%	27,479
Norway	2.1%	22,032
Sweden	2.0%	21,345
Belgium	1.5%	15,892
Denmark	1.4%	14,997
Austria	1.0%	10,410
Finland	0.9%	9,505
Czech Republic	0.6%	6,000
Russia	0.5%	5,033
Others	4.1%	43,050



Who do they come with?



	Junior	Total
Unaccompanied	9.8%	8.9%
Only with partner	44.2%	47.4%
Only with children (< 13 years old)	0.5%	5.9%
Partner + children (< 13 years old)	0.6%	7.2%
Other relatives	20.1%	9.0%
Friends	14.5%	6.3%
Work colleagues	0.8%	0.5%
Organized trip	0.3%	0.2%
Other combinations ⁽¹⁾	9.2%	14.6%

(1) Different situations have been isolated

Tourists with children	4.7%	19.3%
- Between 0 and 2 years old	0.9%	1.8%
- Between 3 and 12 years old	3.6%	15.8%
- Between 0 -2 and 3-12 years	0.1%	1.6%
Tourists without children	95.3%	80.7%
Group composition:		
- 1 person	15.2%	12.4%
- 2 people	58.3%	54.1%
- 3 people	9.8%	12.6%
- 4 or 5 people	13.2%	17.1%
- 6 or more people	3.5%	3.8%
Average group size:	2.41	2.58

Who are they?



	Junior	Total
Gender		
Men	42.4%	48.2%
Women	57.6%	51.8%
Age		
Average age (tourist > 15 years old)	21.1	46.7
Standard deviation	2.2	15.3
Age range (> 15 years old)		
16 - 24 years old	100.0%	7.7%
25 - 30 years old	--	10.8%
31 - 45 years old	--	28.6%
46 - 60 years old	--	31.3%
Over 60 years old	--	21.5%
Occupation		
Salaried worker	51.4%	55.5%
Self-employed	6.3%	11.0%
Unemployed	1.8%	1.1%
Business owner	5.8%	9.2%
Student	31.8%	4.2%
Retired	1.8%	17.3%
Unpaid domestic work	0.3%	0.9%
Others	0.7%	0.8%
Annual household income level		
Less than €25,000	36.7%	17.0%
€25,000 - €49,999	32.0%	36.5%
€50,000 - €74,999	18.1%	25.0%
More than €74,999	13.2%	21.5%
Education level		
No studies	5.9%	4.8%
Primary education	2.0%	2.8%
Secondary education	20.7%	23.1%
Higher education	71.4%	69.3%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who answered that his/her age was between 16 and 24.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.