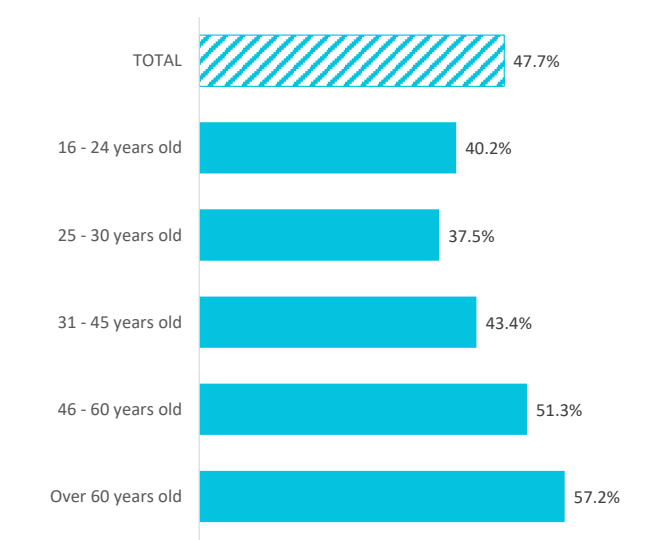# PROFILE OF TOURIST BY AGE RANGE
2023
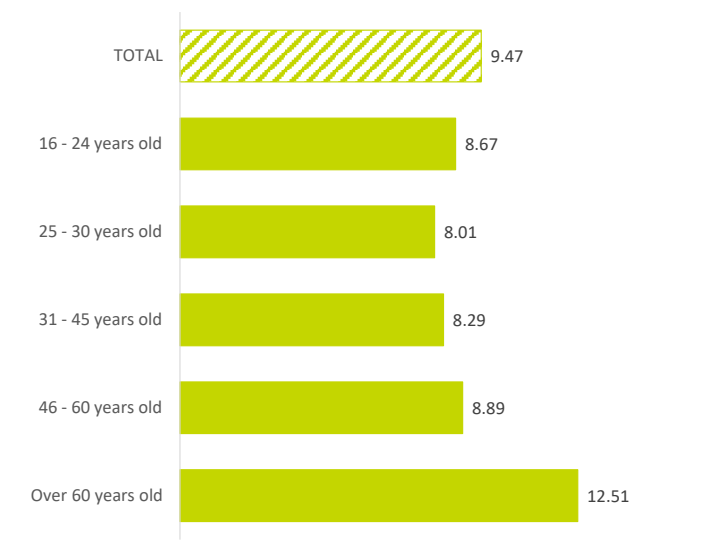
TOURIST EXPENDITURE

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Tourist arrivals ≥ 16 years old (EGT)	14,108,401	1,572,966	1,520,425	4,048,419	3,548,828	3,417,762
% Tourists	100%	11.1%	10.8%	28.7%	25.2%	24.2%
- Lanzarote	2,601,667	195,902	222,584	723,966	731,071	728,144
- Fuerteventura	1,984,658	200,968	224,989	575,917	539,970	442,814
- Gran Canaria	3,737,159	464,951	378,094	997,902	922,679	973,533
- Tenerife	5,601,943	696,056	678,964	1,700,976	1,299,162	1,226,786
- La Palma	133,951	10,326	11,148	36,127	42,366	33,983
% tourists who book holiday package	47.7%	40.2%	37.5%	43.4%	51.3%	57.2%
Expenditure per tourist (€)	1,387	989	1,042	1,453	1,464	1,565
- book holiday package	1,596	1,241	1,283	1,701	1,634	1,673
- holiday package	1,319	1,008	1,023	1,414	1,350	1,392
- others	277	233	260	287	284	281
- do not book holiday package	1,196	819	898	1,263	1,285	1,420
- flight	328	229	246	356	365	355
- accommodation	420	237	287	458	460	514
- others	448	353	364	448	460	550
Average lenght of stay	9.47	8.67	8.01	8.29	8.89	12.51
Average daily expenditure (€)	167.8	133.9	144.6	192.1	182.9	149.3
Average daily expenditure without flight (€)	120.2	95.7	105.2	136.9	129.9	108.5
Average cost of the flight (€)	387.4	276.3	283.3	414.4	417.2	422.1
Total turnover (≥ 16 years old) (€m)	19,565	1,555	1,585	5,883	5,195	5,348
% Turnover	100%	7.9%	8.1%	30.1%	26.6%	27.3%

TOURISTS WHO BOOK HOLIDAY PACKAGE (%)
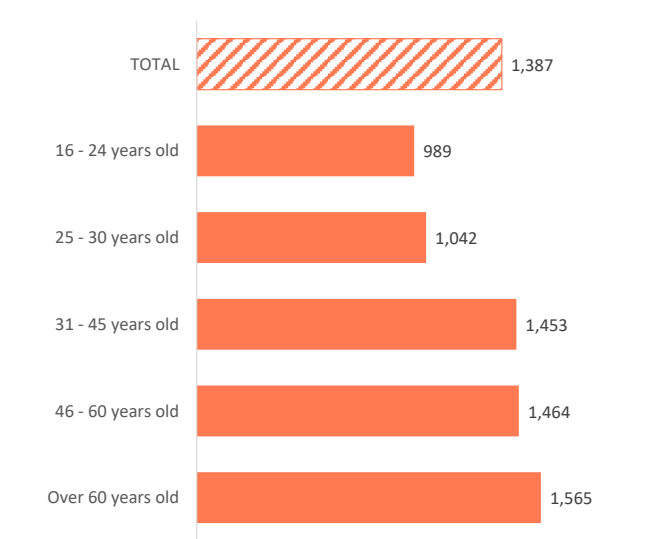
TOTAL	47.7%
16 - 24 years old	40.2%
25 - 30 years old	37.5%
31 - 45 years old	43.4%
46 - 60 years old	51.3%
Over 60 years old	57.2%

AVERAGE LENGHT OF STAY

TOTAL	9.47
16 - 24 years old	8.67
25 - 30 years old	8.01
31 - 45 years old	8.29
46 - 60 years old	8.89
Over 60 years old	12.51

EXPENDITURE PER TOURIST (€)

TOTAL	1,387
16 - 24 years old	989
25 - 30 years old	1,042
31 - 45 years old	1,453
46 - 60 years old	1,464
Over 60 years old	1,565

DAILY EXPENDITURE WITHOUT FLIGHT (€)

TOTAL	387.4
16 - 24 years old	276.3
25 - 30 years old	283.3
31 - 45 years old	414.4
46 - 60 years old	417.2
Over 60 years old	422.1
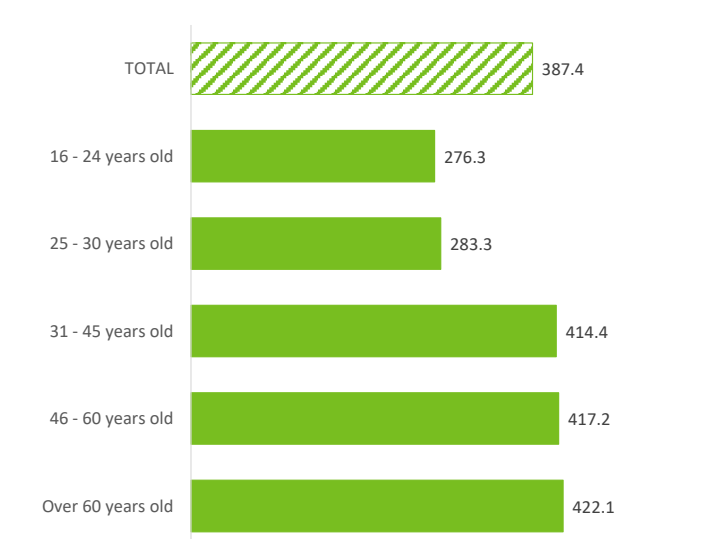
% Tourists whose spending has been greater than €0 in each item

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Accommodation:						
- Accommodation	**83.7%**	76.8%	81.5%	84.7%	86.3%	83.8%
- Additional accommodation expenses	**7.1%**	7.3%	8.2%	8.2%	7.4%	4.9%
Transport:						
- National/International Transport	**94.9%**	91.6%	94.7%	94.7%	96.1%	95.4%
- Flights between islands	**5.6%**	6.3%	7.9%	6.4%	4.8%	4.0%
- Taxi	**52.6%**	49.7%	45.3%	47.9%	54.9%	60.3%
- Car rental	**32.4%**	31.8%	40.3%	38.1%	31.7%	23.2%
- Public transport	**11.2%**	14.1%	12.0%	8.7%	9.7%	14.1%
Food and drink:						
- Food purchases at supermarkets	**58.8%**	64.3%	64.1%	59.6%	57.7%	54.1%
- Restaurants	**66.5%**	67.5%	69.5%	64.7%	67.1%	66.3%
Leisure:						
- Organized excursions	**24.7%**	30.6%	31.0%	27.2%	22.2%	18.9%
- Sport activities	**8.1%**	11.3%	11.5%	9.4%	7.8%	4.0%
- Cultural activities	**2.8%**	3.4%	4.3%	3.2%	2.2%	1.9%
- Museums	**5.5%**	4.8%	6.0%	6.5%	5.1%	5.0%
- Theme Parks	**10.9%**	16.5%	15.2%	15.6%	8.4%	3.6%
- Discos and pubs	**10.7%**	20.1%	16.3%	10.2%	8.7%	6.8%
- Wellness	**5.3%**	5.6%	4.4%	5.4%	5.4%	5.5%
Purchases of goods:						
- Souvenirs	**41.5%**	43.3%	41.5%	41.9%	43.0%	38.7%
- Real state	**0.2%**	0.3%	0.2%	0.1%	0.1%	0.2%
- Other expenses	**0.8%**	1.2%	0.9%	0.7%	0.8%	0.8%
Other:						
- Medical or pharmaceutical expenses	**7.7%**	7.6%	7.5%	7.7%	6.9%	8.5%
- Other expenses	**5.4%**	5.3%	5.4%	5.5%	5.7%	5.3%

Average expenditure of tourists whose spending has been greater than €0 in each item

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Expenditure per tourist and trip (€)						
Accommodation:	**866**	**603**	**632**	**910**	**894**	**996**
- Accommodation	**709**	488	492	735	737	834
- Additional accommodation expenses	**157**	115	140	175	158	162
Transport:	**733**	**570**	**595**	**781**	**747**	**798**
- National/International Transport	**408**	302	299	437	434	442
- Flights between islands	**84**	60	83	102	76	79
- Taxi	**89**	82	85	91	87	92
- Car rental	**122**	98	103	122	125	151
- Public transport	**29**	29	24	28	26	33
Food and drink:	**306**	**221**	**232**	**295**	**317**	**387**
- Food purchases at supermarkets	**108**	81	85	105	108	137
- Restaurants	**199**	140	147	190	209	250
Leisure:	**535**	**423**	**446**	**575**	**562**	**594**
- Organized excursions	**95**	83	82	103	97	98
- Sport activities	**99**	73	74	104	102	140
- Cultural activities	**58**	42	55	61	58	69
- Museums	**39**	30	41	43	39	35
- Theme Parks	**71**	59	60	81	72	60
- Discos and pubs	**99**	82	80	106	111	111
- Wellness	**74**	55	54	76	83	81
Purchases of goods:	**1,242**	**581**	**646**	**450**	**720**	**3,113**
- Souvenirs	**87**	63	65	87	95	100
- Real state	**934**	397	523	136	466	2,597
- Other expenses	**221**	122	58	227	160	416
Other:	**138**	**118**	**153**	**132**	**138**	**145**
- Medical or pharmaceutical expenses	**47**	49	31	52	38	55
- Other expenses	**91**	68	122	80	100	90

TOURIST PROFILE

Who are they?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Gender						
Percentage of men	**48.2%**	45.0%	47.7%	50.1%	48.3%	47.5%
Percentage of women	**51.8%**	55.0%	52.3%	49.9%	51.7%	52.5%
Age						
Average age	**46.37**	21.33	27.61	38.15	53.09	69.00
Standard deviation	**16.8**	2.1	1.7	4.3	4.3	5.5
Age range						
16-24 years old	**11.1%**	100%	--	--	--	--
25-30 years old	**10.8%**	--	100%	--	--	--
31-45 years old	**28.7%**	--	--	100%	--	--
46-60 years old	**25.2%**	--	--	--	100%	--
Over 60 years old	**24.2%**	--	--	--	--	100%
Occupation						
Salaried worker	**55.7%**	53.2%	72.8%	71.8%	64.6%	20.7%
Self-employed	**10.8%**	7.6%	11.8%	12.6%	13.7%	6.7%
Unemployed	**0.9%**	2.3%	1.6%	1.0%	0.6%	0.2%
Business owner	**8.1%**	5.9%	6.4%	9.7%	11.1%	4.8%
Student	**4.2%**	28.0%	4.5%	1.3%	0.6%	0.2%
Retired	**18.9%**	1.7%	1.8%	2.2%	7.5%	66.1%
Unpaid domestic work	**0.6%**	0.3%	0.4%	0.8%	0.8%	0.3%
Others	**0.9%**	0.9%	0.8%	0.7%	0.9%	1.1%
Annual household income level						
Less than €25,000	**13.1%**	29.8%	17.1%	10.0%	8.6%	11.8%
€25,000 - €49,999	**34.9%**	33.5%	40.6%	33.0%	30.4%	39.8%
€50,000 - €74,999	**24.4%**	18.6%	23.4%	25.8%	25.4%	24.7%
More than €74,999	**27.7%**	18.2%	19.0%	31.2%	35.6%	23.6%
Education level						
No studies	**4.0%**	3.8%	3.3%	3.5%	4.9%	4.2%
Primary education	**1.9%**	1.7%	1.0%	1.3%	1.9%	3.1%
Secondary education	**20.1%**	19.3%	12.9%	15.9%	22.4%	26.3%
Higher education	**73.9%**	75.3%	82.8%	79.3%	70.8%	66.3%

Who do they come with?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Unaccompanied	**10.1%**	12.2%	12.4%	9.8%	9.2%	9.4%
Only with partner	**47.5%**	39.8%	51.7%	32.1%	46.8%	68.2%
Only with children (< 13 years old)	**4.4%**	0.3%	1.0%	10.7%	4.0%	0.8%
Partner + children (< 13 years old)	**6.8%**	0.2%	3.5%	17.5%	5.3%	0.4%
Other relatives	**10.0%**	22.5%	10.4%	8.5%	8.4%	7.2%
Friends	**7.1%**	14.5%	12.3%	6.2%	4.4%	5.2%
Work colleagues	**0.6%**	1.1%	1.0%	0.7%	0.4%	0.1%
Organized trip	**0.2%**	0.3%	0.3%	0.1%	0.2%	0.3%
Other combinations [2]	**13.3%**	9.1%	7.5%	14.3%	21.2%	8.3%
[2] Different situations have been isolated						
Tourists with children	**16.9%**	**4.1%**	**7.6%**	**39.1%**	**13.6%**	**4.1%**
- Between 0 and 2 years old	1.5%	0.3%	2.6%	3.5%	0.3%	0.3%
- Between 3 and 12 years old	14.1%	3.6%	3.8%	32.3%	13.0%	3.2%
- Between 0 -2 and 3-12 years old	1.3%	0.2%	1.2%	3.2%	0.3%	0.6%
Tourists without children	**83.1%**	**95.9%**	**92.4%**	**60.9%**	**86.4%**	**95.9%**
Group composition:						
- 1 person	12.6%	15.2%	16.1%	12.0%	11.2%	11.9%
- 2 people	55.3%	54.6%	61.9%	39.2%	53.7%	73.6%
- 3 people	12.1%	10.1%	8.6%	18.2%	14.4%	4.9%
- 4 or 5 people	16.0%	15.7%	10.2%	25.3%	17.3%	6.4%
- 6 or more people	4.0%	4.4%	3.2%	5.3%	3.4%	3.2%
Average group size:	**2.57**	2.53	2.34	2.91	2.60	2.26

*People who share the main expenses of the trip

% TOURIST WHO TRAVEL ONLY WITH PARTNER

16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
39.8%	51.7%	32.1%	46.8%	68.2%

47.5%
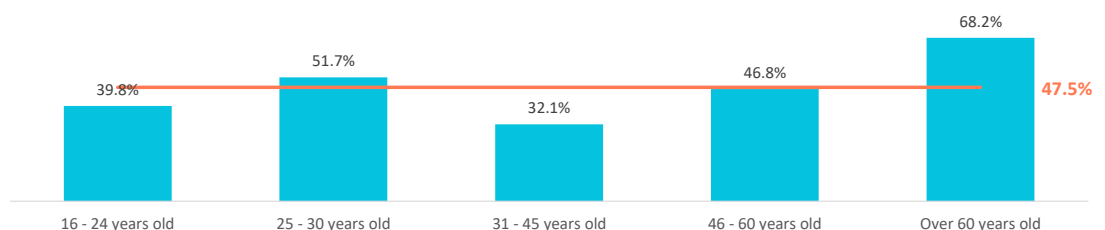
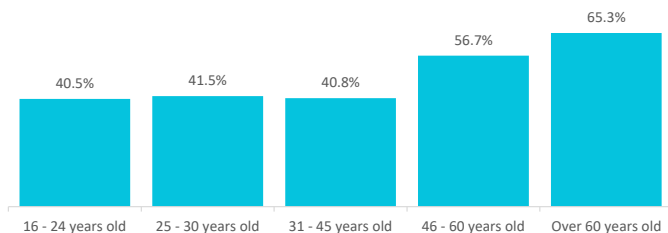## TRIP MOTIVATION AND DESTINATION CHOICE

What is the main reason for visiting the Canary Islands?

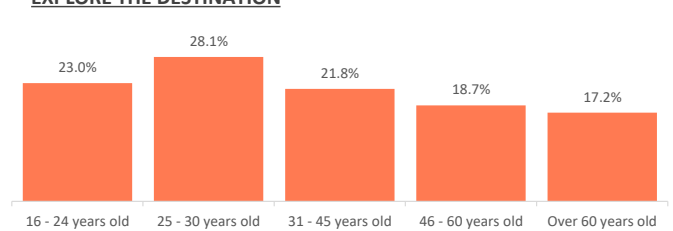|	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Holidays	**90.0%**	85.9%	85.6%	89.2%	91.4%	93.4%
Family reasons	**6.9%**	10.1%	10.2%	7.0%	5.7%	5.0%
Business	**1.6%**	1.5%	2.5%	2.1%	1.6%	0.5%
Education and training	**0.2%**	0.9%	0.3%	0.2%	0.1%	0.0%
Sports training	**0.5%**	0.7%	0.5%	0.6%	0.6%	0.2%
Health	**0.1%**	0.1%	0.0%	0.1%	0.1%	0.2%
Conventions and Exhibitions	**0.2%**	0.4%	0.3%	0.2%	0.2%	0.1%
Others	**0.5%**	0.5%	0.6%	0.6%	0.3%	0.6%

What is the main motivation for their holidays?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Rest	**50.9%**	40.5%	41.5%	40.8%	56.7%	65.3%
Enjoy family time	**15.6%**	11.8%	11.8%	24.6%	15.3%	8.9%
Have fun	**9.2%**	22.1%	15.0%	9.0%	5.8%	4.4%
Explore the destination	**20.7%**	23.0%	28.1%	21.8%	18.7%	17.2%
Practice their hobbies	**2.0%**	1.2%	2.2%	2.2%	2.3%	1.8%
Other reasons	**1.7%**	1.4%	1.4%	1.6%	1.2%	2.4%

REST

16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
40.5%	41.5%	40.8%	56.7%	65.3%

EXPLORE THE DESTINATION

16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
23.0%	28.1%	21.8%	18.7%	17.2%

Importance of each factor in the destination choice

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Climate	**75.1%**	64.8%	72.1%	76.5%	78.5%	76.0%
Safety	**54.6%**	52.5%	50.7%	55.2%	55.2%	56.1%
Tranquility	**47.9%**	44.8%	47.4%	46.1%	50.3%	49.0%
Sea	**45.4%**	46.1%	48.1%	46.6%	45.8%	42.2%
Accommodation supply	**42.9%**	38.0%	34.9%	40.7%	45.6%	48.2%
Beaches	**38.8%**	43.4%	43.0%	41.2%	39.0%	31.9%
Effortless trip	**38.3%**	34.3%	34.4%	37.6%	39.4%	41.3%
Price	**37.3%**	41.9%	39.6%	39.0%	35.4%	34.1%
European belonging	**35.3%**	30.0%	32.3%	34.7%	36.2%	38.8%
Landscapes	**35.0%**	38.0%	42.5%	36.7%	33.1%	30.5%
Environment	**34.6%**	33.6%	36.6%	35.9%	33.9%	33.4%
Gastronomy	**26.9%**	25.5%	27.3%	25.9%	26.9%	28.6%
Fun possibilities	**24.0%**	39.7%	31.4%	27.0%	19.9%	14.3%
Authenticity	**22.6%**	25.1%	26.3%	24.6%	21.4%	18.7%
Exoticism	**12.0%**	19.2%	18.2%	13.8%	9.4%	6.7%
Hiking trail network	**10.4%**	9.2%	11.9%	11.4%	10.0%	9.7%
Shopping	**9.6%**	14.1%	9.5%	8.5%	9.3%	9.4%
Culture	**9.5%**	10.7%	11.2%	10.1%	8.8%	8.4%
Historical heritage	**9.1%**	8.4%	9.3%	9.1%	9.3%	9.1%
Nightlife	**8.4%**	18.3%	11.9%	8.1%	6.4%	4.9%

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 channels did they use to get information about the trip?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Previous visits to the Canary Islands	**49.0%**	32.8%	32.0%	42.5%	55.3%	65.4%
Friends or relatives	**29.6%**	41.8%	43.9%	33.4%	24.0%	18.9%
Internet or social media	**53.0%**	57.4%	60.3%	57.9%	52.6%	42.5%
Mass Media	**2.1%**	3.7%	2.1%	1.9%	1.7%	2.0%
Travel guides and magazines	**7.0%**	6.6%	7.0%	7.0%	7.0%	7.0%
Travel Blogs or Forums	**6.7%**	9.4%	10.7%	8.8%	5.3%	2.6%
Travel TV Channels	**0.8%**	0.7%	0.6%	0.7%	0.8%	1.0%
Tour Operator or Travel Agency	**20.4%**	18.6%	13.9%	18.5%	21.5%	25.3%
Public administrations or similar	**0.7%**	0.8%	0.8%	0.7%	0.5%	0.6%
Others	**3.2%**	4.2%	3.4%	3.3%	2.9%	2.9%

* Multi-choise question

TRIP BOOKING

How far in advance do they book their trip?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
The same day	0.7%	1.7%	1.4%	0.8%	0.4%	0.2%
Between 1 and 30 days	23.5%	24.8%	28.5%	25.1%	22.5%	19.9%
Between 1 and 2 months	24.6%	28.3%	29.2%	24.0%	23.5%	22.9%
Between 3 and 6 months	32.4%	32.7%	30.2%	32.5%	32.3%	33.2%
More than 6 months	18.8%	12.5%	10.7%	17.6%	21.4%	23.8%

% TOURISTS WHO BOOK THEIR TRIP WITH MORE THAN 6 MONTHS

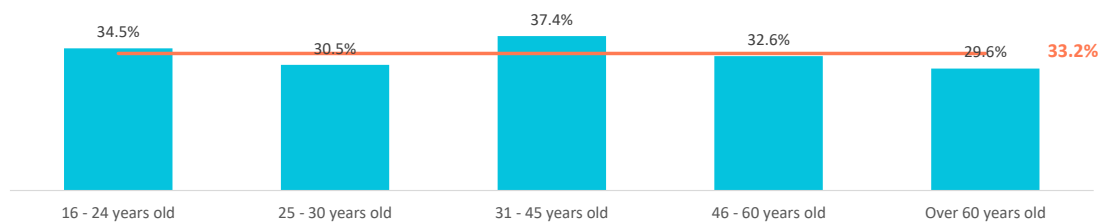|	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
	12.5%	10.7%	17.6%	21.4%	23.8%

18.8%
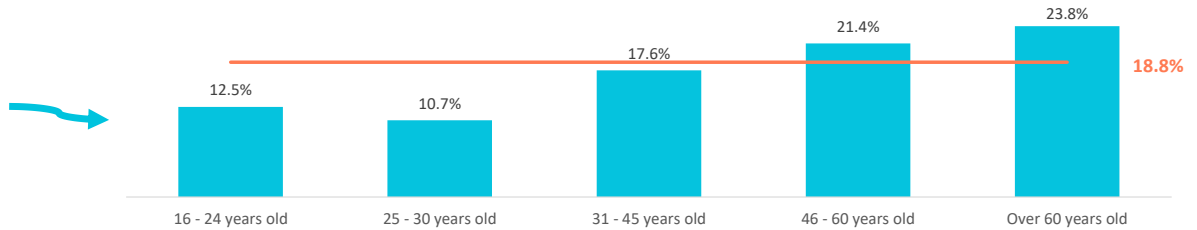
With whom did they book their flight and accommodation?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Flight						
- Directly with the airline	49.6%	53.4%	58.9%	53.3%	46.6%	42.7%
- Tour Operator or Travel Agency	50.4%	46.6%	41.1%	46.7%	53.4%	57.3%
Accommodation						
- Directly with the accommodation	36.7%	39.1%	44.0%	40.5%	34.8%	30.0%
- Tour Operator or Travel Agency	63.3%	60.9%	56.0%	59.5%	65.2%	70.0%

What do they book?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Room only	29.1%	34.4%	34.9%	27.6%	27.7%	27.4%
Bed and Breakfast	14.3%	12.8%	16.1%	14.6%	15.4%	12.8%
Half board	20.1%	15.2%	15.8%	17.0%	21.1%	26.7%
Full board	3.3%	3.2%	2.7%	3.3%	3.3%	3.5%
All inclusive	33.2%	34.5%	30.5%	37.4%	32.6%	29.6%

% TOURISTS WHO BOOK ALL INCLUSIVE

	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
	34.5%	30.5%	37.4%	32.6%	29.6%

33.2%

ACCOMMODATION

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
1-2-3* Hotel	10.7%	11.2%	11.2%	11.0%	11.0%	9.7%
4* Hotel	38.6%	33.6%	35.9%	38.6%	40.0%	40.6%
5* Hotel / 5* Luxury Hotel	9.9%	7.1%	7.1%	11.0%	11.3%	9.9%
Aparthotel / Tourist Villa	15.8%	16.6%	15.2%	14.7%	16.5%	16.2%
House/room rented in a private dwelling	7.8%	8.4%	10.3%	8.7%	6.9%	6.1%
Private accommodation [1]	9.0%	12.4%	11.5%	8.4%	7.6%	8.5%
Others (Cottage, cruise, camping,..)	8.2%	10.8%	8.8%	7.5%	6.8%	8.9%

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

TYPE OF ACCOMMODATION

Legend: ■ Hotels ■ Aparthotel / Tourist Villa ■ Others

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Others	24.9%	31.6%	30.6%	24.7%	21.2%	23.5%
Aparthotel / Tourist Villa	15.8%	16.6%	15.2%	14.7%	16.5%	16.2%
Hotels	59.2%	51.8%	54.2%	60.6%	62.2%	60.2%

PROFILE OF TOURIST BY AGE RANGE
2023

Canary Islands LATITUDE OF LIFE
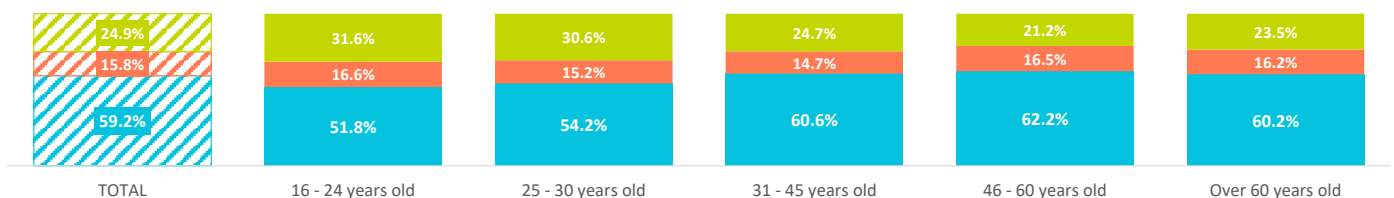
## SATISFACTION AND LOYALTY INDICATORS

Satisfaction

Satisfaction (scale 0-10)	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Average rating	8.82	8.77	8.75	8.82	8.88	8.78

Experience in the Canary Islands	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Worse or much worse than expected	2.5%	2.9%	3.5%	2.4%	2.1%	2.5%
Lived up to expectations	54.0%	45.3%	45.6%	49.4%	56.0%	65.0%
Better or much better than expected	43.5%	51.8%	50.9%	48.2%	41.9%	32.6%

Future intentions (scale 1-10)	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Return to the Canary Islands	8.83	8.55	8.67	8.86	8.96	8.85
Recommend visiting the Canary Islands	9.04	8.89	8.98	9.06	9.13	9.01

RETURN TO THE CANARY
0 10
8.83 TOTAL

	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
	8.55 8.89	8.67 8.98	8.86 9.06	8.96 9.13	8.85 9.01
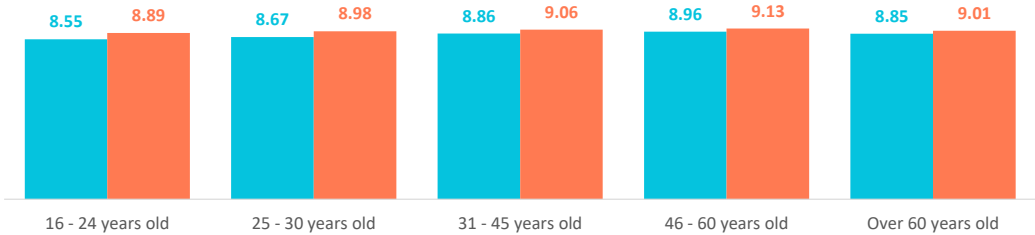
RECOMMEND VISITING THE CANARY ISLANDS
0 10
9.04 TOTAL

How many are loyal to the Canary Islands?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Repeat tourists	72.5%	54.2%	55.3%	68.1%	79.3%	86.6%
At least 10 previous visits	19.6%	10.0%	9.0%	12.4%	21.9%	34.8%
Repeat tourists (last 5 years)	65.0%	48.4%	49.7%	59.8%	70.8%	79.6%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	9.0%	8.8%	11.2%	17.0%	25.5%

■ Repeat tourists ■ Repeat tourists (last 5 years) (5 or more visits)

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Repeat tourists	72.5%	54.2%	55.3%	68.1%	79.3%	86.6%
Repeat tourists (last 5 years) (5 or more visits)	15.6%	9.0%	8.8%	11.2%	17.0%	25.5%
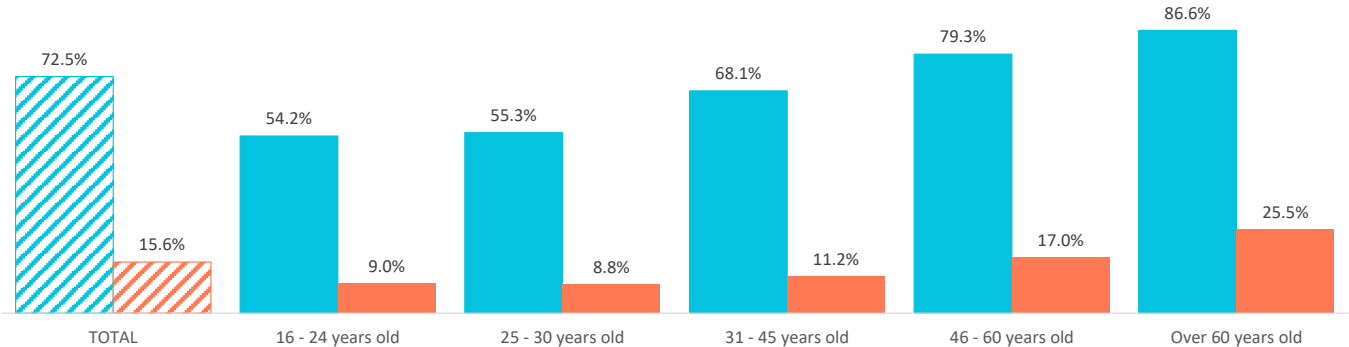
ISLANDS

How many islands do they visit during their trip?

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
One island	92.1%	91.2%	89.3%	91.2%	92.9%	94.0%
Two islands	6.7%	7.6%	9.5%	7.3%	6.1%	5.0%
Three or more islands	1.2%	1.2%	1.2%	1.5%	1.0%	1.0%

Visited islands during their trip (with overnight staying)

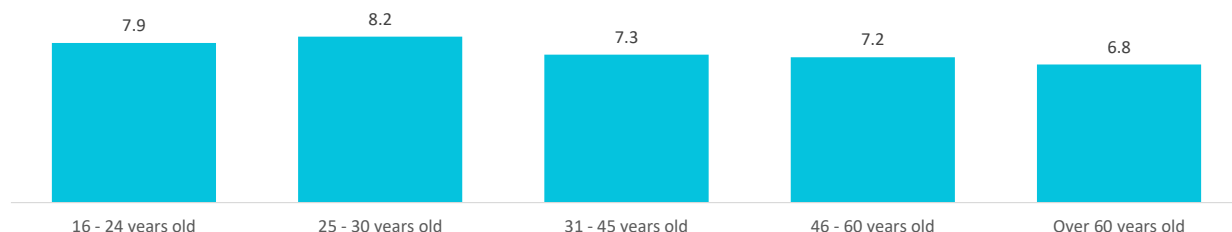|	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Lanzarote	19.0%	12.8%	15.4%	18.6%	21.2%	21.6%
Fuerteventura	14.8%	13.6%	15.8%	15.0%	15.9%	13.5%
Gran Canaria	27.2%	30.1%	25.9%	25.4%	26.6%	29.0%
Tenerife	40.5%	44.9%	45.9%	43.0%	37.4%	36.5%
La Gomera	0.5%	0.3%	0.6%	0.6%	0.4%	0.5%
La Palma	1.4%	1.2%	1.4%	1.5%	1.5%	1.2%
El Hierro	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%
Cruise	0.2%	0.1%	0.1%	0.2%	0.2%	0.3%

PROFILE OF TOURIST BY AGE RANGE
2023

ACTIVITIES IN THE CANARY ISLANDS

Outdoor time per day

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
0 hours	2.3%	2.0%	1.6%	2.8%	2.4%	2.2%
1 - 2 hours	10.6%	9.4%	8.6%	11.4%	11.1%	10.5%
3 - 6 hours	33.3%	29.8%	27.5%	31.9%	33.8%	38.4%
7 - 12 hours	45.2%	47.3%	49.1%	44.6%	44.7%	44.0%
More than 12 hours	8.6%	11.5%	13.2%	9.3%	7.9%	5.0%
Outdoor time per day	7.3	7.9	8.2	7.3	7.2	6.8

	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
	7.9	8.2	7.3	7.2	6.8

7.3 TOTAL

Activities in the Canary Islands

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Walk, wander	73.1%	74.5%	75.4%	72.8%	73.6%	71.4%
Beach	69.4%	79.4%	78.6%	76.0%	68.5%	53.9%
Swimming pool, hotel facilities	59.3%	60.1%	55.1%	62.5%	61.0%	55.1%
Explore the island on their own	48.0%	58.5%	59.4%	52.7%	45.1%	35.6%
Taste Canarian gastronomy	26.5%	29.4%	33.3%	27.2%	25.2%	22.5%
Hiking	18.5%	20.0%	25.2%	20.2%	17.2%	14.1%
Organized excursions	16.8%	23.2%	20.9%	17.1%	15.1%	13.5%
Nightlife / concerts / shows	15.9%	30.5%	24.4%	15.4%	12.9%	9.0%
Theme parks	14.1%	21.6%	19.4%	19.9%	11.0%	4.8%
Sea excursions / whale watching	12.4%	19.5%	16.3%	14.5%	10.7%	6.8%
Wineries / markets / popular festivals	11.4%	13.1%	14.0%	11.4%	11.1%	9.8%
Museums / exhibitions	10.5%	12.2%	11.6%	11.9%	9.4%	8.9%
Other Nature Activities	8.1%	14.0%	13.3%	9.6%	6.3%	3.0%
Swim	7.8%	12.4%	9.1%	8.0%	7.4%	5.2%
Beauty and health treatments	6.1%	6.7%	5.3%	6.2%	6.4%	5.7%
Running	5.7%	7.5%	6.2%	7.1%	6.2%	2.5%
Practice other sports	4.5%	8.1%	6.3%	5.0%	3.9%	2.0%
Astronomical observation	4.0%	6.1%	6.2%	4.5%	3.1%	2.3%
Cycling / Mountain bike	3.0%	2.2%	2.5%	3.4%	3.9%	2.2%
Surf	2.9%	6.1%	5.6%	3.6%	1.8%	0.4%
Scuba Diving	2.9%	5.9%	4.6%	3.1%	2.4%	0.8%
Golf	2.5%	3.7%	2.6%	1.8%	2.6%	2.6%
Windsurf / Kitesurf	0.9%	1.3%	1.1%	1.2%	1.0%	0.1%

COUNTRY OF RESIDENCE

Where are they from?

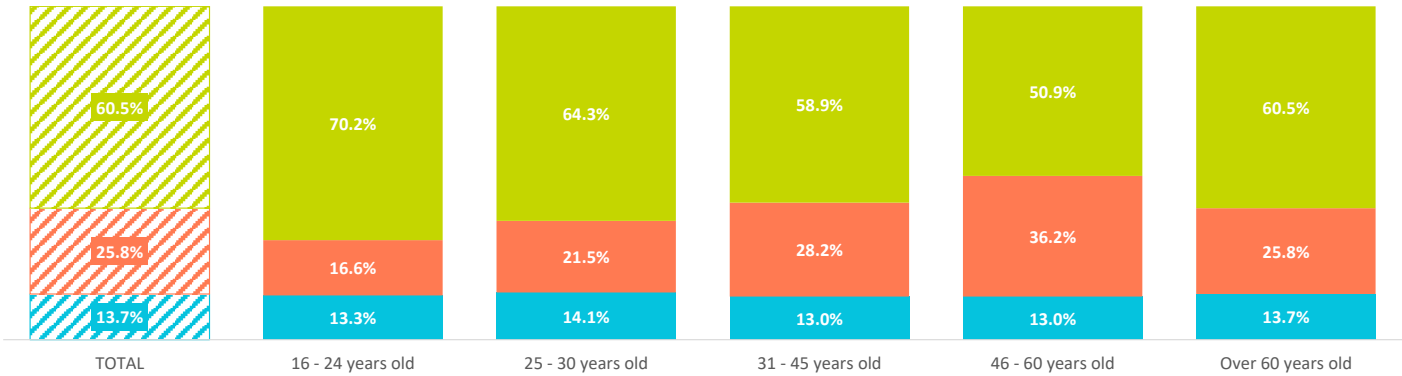|	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
United Kingdom	34.1%	26.6%	25.6%	32.6%	35.9%	41.3%
Germany	16.3%	16.1%	17.5%	14.4%	15.9%	18.4%
Spanish Mainland	12.1%	15.0%	19.2%	15.5%	10.9%	4.9%
France	5.3%	5.7%	5.7%	6.1%	5.8%	3.6%
Ireland	4.3%	3.8%	3.3%	3.9%	4.9%	4.7%
Italy	4.2%	6.8%	5.8%	4.2%	3.6%	2.9%
Netherlands	4.2%	6.0%	4.1%	3.6%	4.3%	3.9%
Belgium	2.7%	2.0%	2.0%	2.2%	3.2%	3.5%
Norway	2.5%	1.5%	1.5%	1.8%	2.5%	4.4%
Sweden	2.3%	1.7%	1.0%	1.7%	2.6%	3.3%
Denmark	1.8%	1.4%	1.4%	1.1%	2.0%	2.7%
Poland	1.8%	2.8%	2.6%	2.8%	1.1%	0.5%
Finland	1.3%	1.4%	0.7%	1.1%	1.4%	1.6%
Switzerland	1.2%	1.2%	1.7%	1.2%	1.2%	0.9%
Czech Republic	0.9%	1.3%	1.2%	1.2%	0.6%	0.5%
Austria	0.9%	1.3%	1.2%	0.7%	0.9%	0.7%
Others	4.2%	5.3%	5.3%	5.8%	3.2%	2.2%

COMPETITORS

Where did they spend their main holiday last year? *

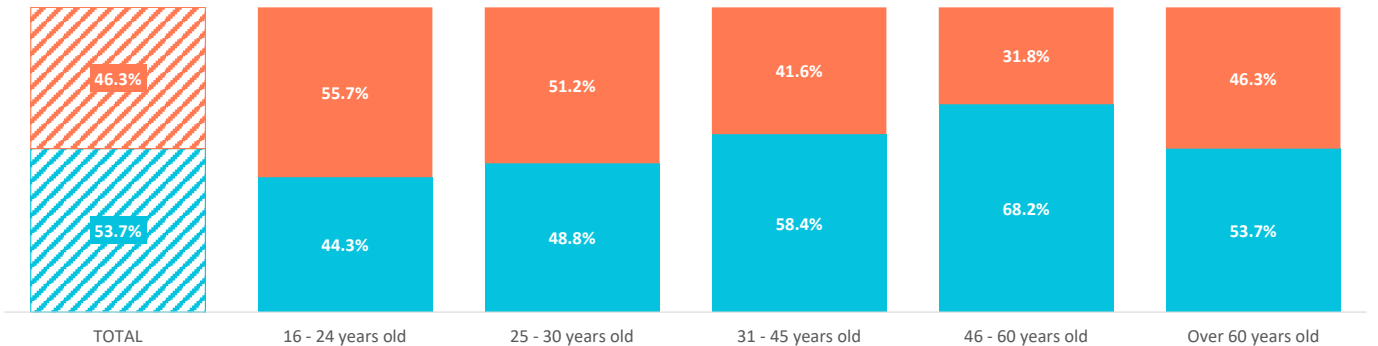|	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Didn't have holidays	**13.7%**	13.3%	14.1%	13.0%	13.0%	13.7%
Canary Islands	**25.8%**	16.6%	21.5%	28.2%	36.2%	25.8%
Other destination	**60.5%**	70.2%	64.3%	58.9%	50.9%	60.5%
Balearic Islands	4.5%	5.1%	5.0%	4.3%	3.7%	4.5%
Rest of Spain	11.4%	14.2%	12.5%	10.5%	8.6%	11.4%
Italy	7.4%	9.7%	7.9%	6.8%	6.0%	7.4%
France	5.3%	5.8%	5.9%	5.3%	4.1%	5.3%
Turkey	2.8%	3.2%	3.3%	2.5%	2.3%	2.8%
Greece	6.9%	7.5%	6.7%	7.0%	6.3%	6.9%
Portugal	4.1%	4.9%	4.1%	4.0%	3.7%	4.1%
Croatia	2.3%	3.1%	2.3%	2.1%	1.6%	2.3%
Egypt	1.1%	1.4%	1.3%	1.2%	0.8%	1.1%
Tunisia	0.3%	0.1%	0.3%	0.3%	0.2%	0.3%
Morocco	0.8%	1.4%	0.9%	0.5%	0.4%	0.8%
Others	13.7%	13.5%	14.4%	14.2%	13.1%	13.7%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
None (I was clear about "this Canary Island")	**28.5%**	19.8%	23.1%	31.6%	43.7%	28.5%
Canary Islands (other island)	**25.1%**	24.5%	25.8%	26.8%	24.5%	25.1%
Other destination	**46.3%**	55.7%	51.2%	41.6%	31.8%	46.3%
Balearic Islands	6.1%	7.3%	7.0%	5.9%	4.6%	6.1%
Rest of Spain	8.6%	9.8%	9.0%	8.1%	6.5%	8.6%
Italy	4.8%	6.6%	5.1%	3.9%	3.0%	4.8%
France	1.6%	1.6%	1.7%	1.5%	0.9%	1.6%
Turkey	3.4%	3.7%	4.0%	3.0%	2.3%	3.4%
Greece	8.1%	10.3%	9.0%	7.1%	4.6%	8.1%
Portugal	6.3%	7.4%	6.9%	5.4%	4.8%	6.3%
Croatia	2.5%	3.1%	2.6%	2.0%	1.6%	2.5%
Egypt	2.5%	2.7%	2.7%	2.2%	1.6%	2.5%
Others	2.5%	3.3%	3.0%	2.5%	1.9%	2.5%

* Percentage of valid answers

SUSTAINABLE DESTINATION

When booking a trip, do they tend to choose the most sustainable options?

- No
- Yes, but only if it not inconvenient
- Yes, even if it means some inconvenience

	No	Yes, but only if it not inconvenient	Yes, even if it means some inconvenience
TOTAL	36.4%	42.5%	21.0%
16 - 24 years old	38.0%	39.6%	22.4%
25 - 30 years old	36.9%	41.8%	21.4%
31 - 45 years old	34.7%	42.5%	22.7%
46 - 60 years old	37.6%	42.4%	20.0%
Over 60 years old	36.3%	44.4%	19.3%
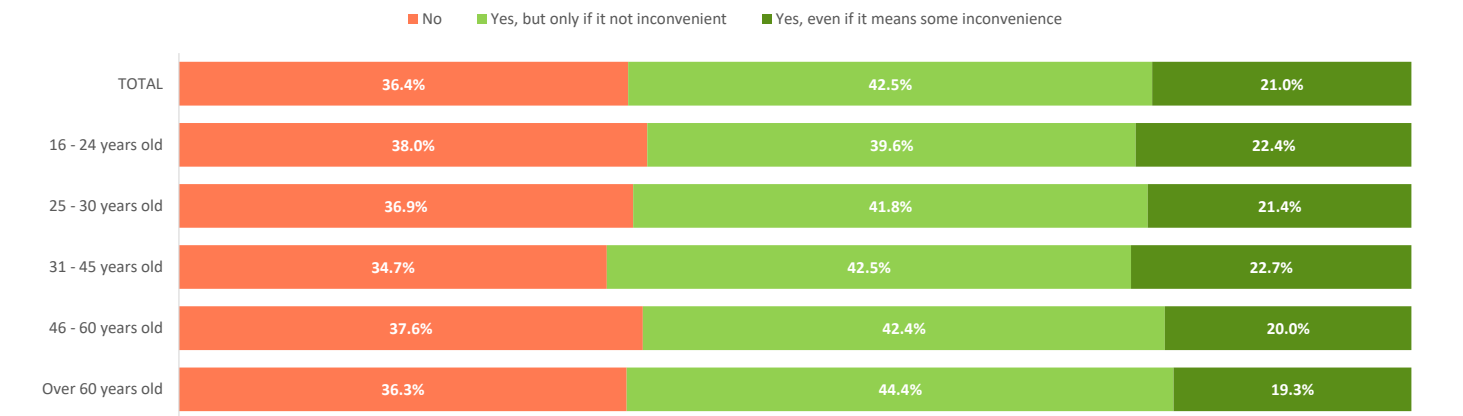
Would they be willing to spend more on travel to reduce their carbon footprint?

- No
- Yes, up to 5% more
- Yes, up to 10% more
- Yes, up to 20% more
- Yes, over 20% more

	No	Yes, up to 5% more	Yes, up to 10% more	Yes, up to 20% more	Yes, over 20% more
TOTAL	40.8%	29.2%	20.2%	5.5%	4.2%
16 - 24 years old	47.1%	27.8%	18.1%	3.7%	3.2%
25 - 30 years old	44.5%	29.5%	18.3%	4.5%	3.2%
31 - 45 years old	42.1%	30.5%	19.3%	4.3%	3.8%
46 - 60 years old	38.5%	29.6%	21.4%	5.9%	4.6%
Over 60 years old	37.1%	27.9%	21.8%	7.9%	5.3%
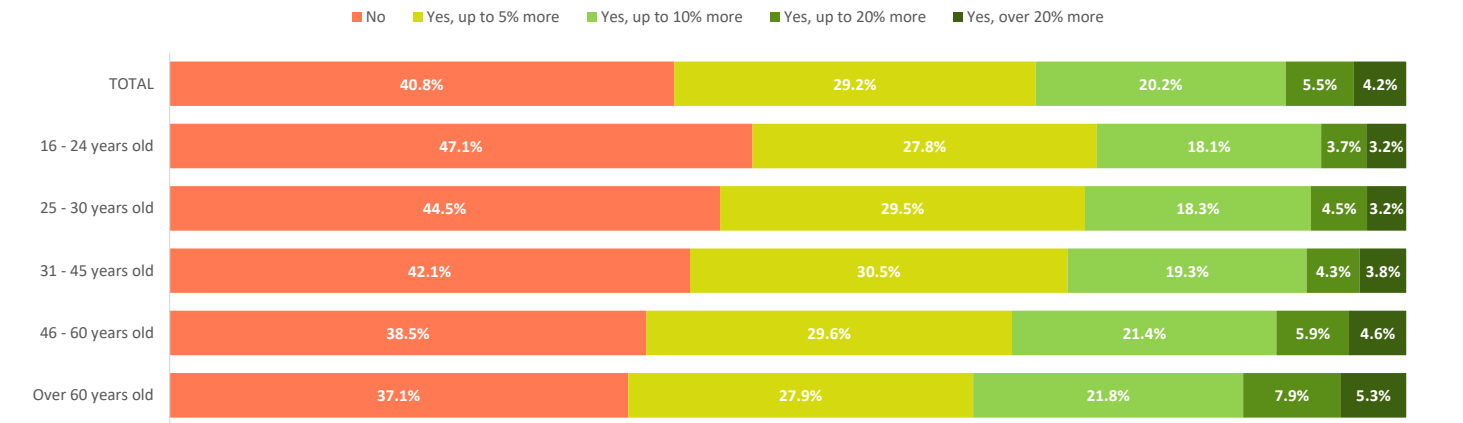
Percepcion of the following sustainability measures during their stay *

	TOTAL	16 - 24 years old	25 - 30 years old	31 - 45 years old	46 - 60 years old	Over 60 years old
Quality of life on the island	8.0	7.9	8.0	8.1	8.1	8.0
Tolerance towards tourism	8.6	8.4	8.4	8.6	8.6	8.6
Cleanliness of the island	8.2	8.0	8.1	8.2	8.3	8.4
Air quality	8.5	8.0	8.3	8.5	8.6	8.5
Rational water consumption	7.6	7.4	7.5	7.6	7.6	7.7
Energy saving	7.1	6.7	6.9	7.0	7.1	7.2
Use of renewable energy	7.0	6.7	7.0	7.0	7.1	7.2
Recycling	7.1	6.7	6.8	7.0	7.2	7.3
Easy to get around by public transport	7.5	7.4	7.2	7.3	7.6	7.8
Overcrowding in tourist areas	6.6	6.7	6.7	6.7	6.6	6.4
Supply of local products	7.2	7.2	7.3	7.2	7.2	7.1

* Scale 0 - 10 (0 = Not important and 10 = Very important)

Source: Encuesta sobre el Gasto Turístico (ISTAC).
Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.