TOURISTS WITH CHILDREN

Canary Islands
LATITUDE OF LIFE

How many are they and how much do they spend?

	With children	Total
TOURISTS		
Tourist arrivals (FRONTUR)	**n.d.**	**15,559,787**
Tourist arrivals > 15 years old (EGT)	**2,598,124**	**13,485,651**
- book holiday package	1,581,587	7,848,516
- do not book holiday package	1,016,538	5,637,135
- % tourists who book holiday package	60.9%	58.2%
Share of total tourist	19.3%	100%

TOURISTS BY QUARTER: WITH CHILDREN

■ do not book holiday package ■ book holiday package

201801	201802	201803	201804
192,747	212,636	306,505	304,651
264,651	342,138	572,613	402,185
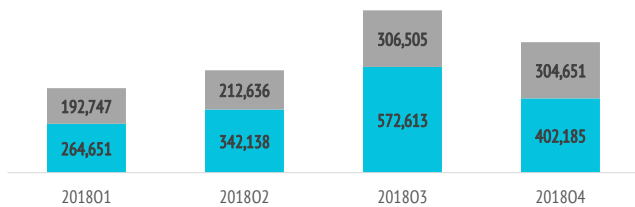
	With children	Total
Expenditure per tourist (€)	**1,617**	**1,196**
- book holiday package	1,732	1,309
- holiday package	1,454	1,064
- others	278	246
- do not book holiday package	1,438	1,037
- flight	460	288
- accommodation	511	350
- others	466	399
Average lenght of stay	**8.76**	**9.32**
- book holiday package	8.32	8.66
- do not book holiday package	9.44	10.23
Average daily expenditure (€)	**198.9**	**143.6**
- book holiday package	219.2	159.8
- do not book holiday package	167.4	121.0
Total turnover (> 15 years old) (€m)	**4,200**	**16,124**
- book holiday package	2,739	10,277
- do not book holiday package	1,461	5,848

AVERAGE LENGHT OF STAY (nights)

■ With children ■ Total

	Total	book holiday package	do not book holiday package
With children	8.76	8.32	9.44
Total	9.32	8.66	10.23

EXPENDITURE PER TOURIST (€)

■ With children ■ Total

	Total	book holiday package	do not book holiday package
With children	1,617	1,732	1,438
Total	1,196	1,309	1,037
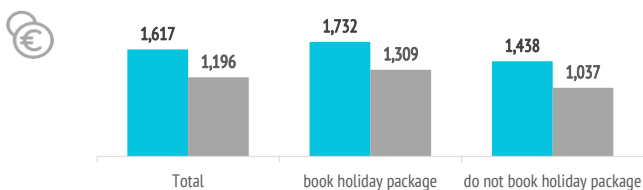
Importance of each factor in the destination choice

	With children	Total
Climate	79.8%	78.1%
Safety	56.3%	51.4%
Accommodation supply	44.7%	41.7%
Tranquility	42.8%	46.2%
Sea	41.9%	43.3%
Price	38.6%	36.5%
Beaches	37.6%	37.1%
European belonging	35.3%	35.8%
Effortless trip	33.7%	34.8%
Environment	30.0%	30.6%
Fun possibilities	28.4%	20.7%
Landscapes	27.4%	31.6%
Gastronomy	19.8%	22.6%
Authenticity	18.2%	19.1%
Exoticism	10.8%	10.5%
Shopping	8.5%	9.6%
Culture	6.9%	7.3%
Historical heritage	6.3%	7.1%
Hiking trail network	6.0%	9.0%
Nightlife	4.2%	7.5%

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?

	With children	Total
Rest	36.2%	55.1%
Enjoy family time	41.8%	14.7%
Have fun	7.4%	7.8%
Explore the destination	13.1%	18.5%
Practice their hobbies	0.7%	1.8%
Other reasons	0.8%	2.1%

ENJOY FAMILY TIME

With children	41.8%
Total	14.7%

How far in advance do they book their trip?

	With children	Total
The same day	0.5%	0.7%
Between 1 and 30 days	16.1%	23.2%
Between 1 and 2 months	18.0%	23.0%
Between 3 and 6 months	34.5%	32.4%
More than 6 months	30.9%	20.7%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

WITH CHILDREN 30.9%   **TOTAL** 20.7%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports. Profile of tourist who visited Canary Islands with children.

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

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

	With children	Total
Previous visits to the Canary Islands	51.6%	50.9%
Friends or relatives	29.7%	27.8%
Internet or social media	59.7%	56.1%
Mass Media	1.7%	1.7%
Travel guides and magazines	9.0%	9.5%
Travel Blogs or Forums	5.9%	5.4%
Travel TV Channels	0.6%	0.7%
Tour Operator or Travel Agency	25.9%	24.7%
Public administrations or similar	0.2%	0.4%
Others	1.8%	2.3%

* Multi-choise question

With whom did they book their flight and accommodation? 👁

	With children	Total
Flight		
- Directly with the airline	37.5%	39.5%
- Tour Operator or Travel Agency	62.5%	60.5%
Accommodation		
- Directly with the accommodation	28.9%	28.8%
- Tour Operator or Travel Agency	71.1%	71.2%

Where do they stay? 🛏

	With children	Total
1-2-3* Hotel	12.5%	12.8%
4* Hotel	38.2%	37.7%
5* Hotel / 5* Luxury Hotel	8.5%	6.8%
Aparthotel / Tourist Villa	25.1%	23.6%
House/room rented in a private dwelling	4.7%	5.3%
Private accommodation (1)	4.8%	7.0%
Others (Cottage, cruise, camping,..)	6.2%	6.8%

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

■ Aparthotel / Tourist Villa　■ Hotels　■ Others

With children	25.1%	59.2%	15.7%
Total	23.6%	57.3%	19.1%
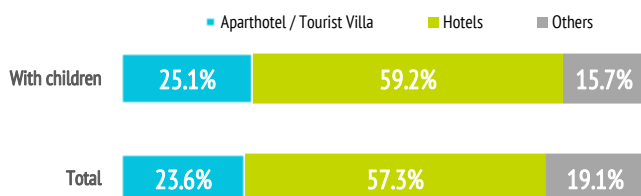
What do they book? 🍽

	With children	Total
Room only	24.8%	28.8%
Bed and Breakfast	7.4%	11.7%
Half board	17.2%	22.4%
Full board	3.5%	3.0%
All inclusive	47.0%	34.1%

"
47% of tourists book all inclusive.
(Canary Islands: 34.1%)

Other expenses 📍

	With children	Total
Restaurants or cafes	56.8%	63.2%
Supermarkets	57.1%	55.9%
Car rental	30.6%	26.6%
Organized excursions	26.4%	21.8%
Taxi, transfer, chauffeur service	52.8%	51.7%
Theme Parks	18.7%	8.8%
Sport activities	8.0%	6.4%
Museums	4.8%	5.0%
Flights between islands	4.6%	4.8%

Activities in the Canary Islands 🏃🏻

Outdoor time per day	With children	Total
0 hours	3.7%	2.2%
1 - 2 hours	15.2%	10.0%
3 - 6 hours	36.0%	32.6%
7 - 12 hours	39.5%	46.5%
More than 12 hours	5.7%	8.7%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION
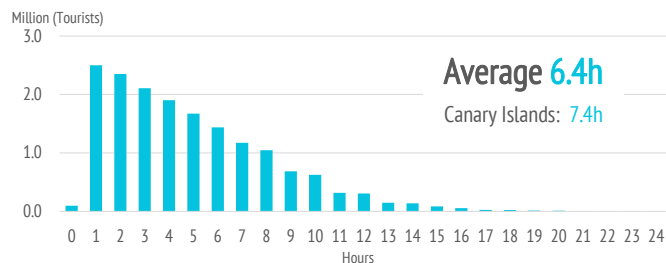
Million (Tourists)

Average **6.4h**
Canary Islands: 7.4h

Hours

Activities in the Canary Islands	With children	Total
Swimming pool, hotel facilities	77.1%	58.9%
Beach	76.9%	68.0%
Walk, wander	69.0%	71.0%
Explore the island on their own	45.2%	46.5%
Theme parks	31.2%	15.5%
Taste Canarian gastronomy	21.3%	25.4%
Organized excursions	18.4%	17.9%
Sport activities	15.6%	14.3%
Sea excursions / whale watching	15.2%	11.3%
Activities at sea	10.5%	9.8%
Wineries / markets / popular festivals	10.4%	12.0%
Museums / exhibitions	9.6%	9.8%
Nightlife / concerts / shows	8.8%	15.5%
Nature activities	8.7%	10.0%
Beauty and health treatments	5.0%	5.7%
Astronomical observation	2.8%	3.4%

* Multi-choise question

	WITH CHILDREN	TOTAL
SWIMMING POOL / HOTEL FACILITIES	77.1%	58.9%
THEME PARKS	31.2%	15.5%
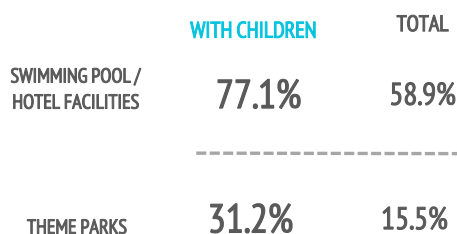
Canary
Islands
LATITUDE OF LIFE

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with children	2,598,124	558,964	299,057	631,906	1,058,843	34,885
- Share by islands	100%	21.5%	11.5%	24.3%	40.8%	1.3%
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%
% Tourists travelling with children	19.3%	22.7%	16.1%	16.5%	21.2%	14.0%

How many islands do they visit during their trip?

	With children	Total
One island	92.4%	90.9%
Two islands	6.8%	7.7%
Three or more islands	0.8%	1.4%

Internet usage during their trip

	With children	Total
Research		
- Tourist package	17.4%	15.4%
- Flights	14.4%	13.0%
- Accommodation	19.5%	17.7%
- Transport	15.7%	15.6%
- Restaurants	26.9%	27.0%
- Excursions	29.1%	26.3%
- Activities	34.6%	31.0%
Book or purchase		
- Tourist package	38.7%	38.1%
- Flights	63.9%	64.4%
- Accommodation	55.8%	54.5%
- Transport	49.2%	44.7%
- Restaurants	11.6%	10.5%
- Excursions	13.3%	11.4%
- Activities	15.5%	12.5%

* Multi-choise question

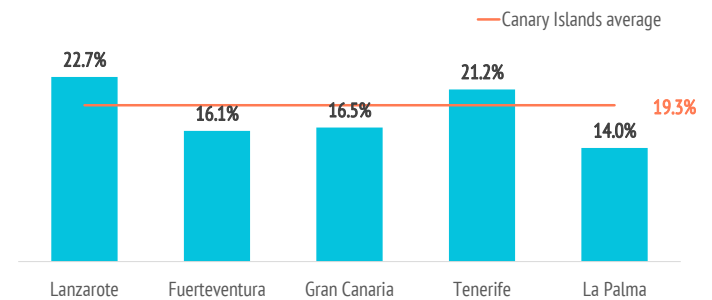| Internet usage in the Canary Islands	With children	Total
Did not use the Internet	**6.9%**	**9.8%**
Used the Internet	**93.1%**	**90.2%**
- Own Internet connection	38.7%	36.5%
- Free Wifi connection	42.6%	41.1%
Applications*		
- Search for locations or maps	63.2%	60.7%
- Search for destination info	51.0%	44.7%
- Share pictures or trip videos	57.4%	55.6%
- Download tourist apps	6.8%	6.5%
- Others	21.7%	23.9%

* Multi-choise question

"

57.4% of tourists share pictures or trip videos during their stay in the Canary Islands
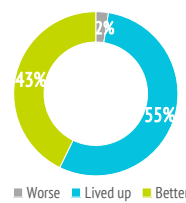
(Canary Islands: 55.6%)

% TOURISTS BY ISLAND OF STAY

—— Canary Islands average

22.7%	16.1%	16.5%	21.2%	14.0%
Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma

19.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	With children	Total
Average rating	8.63	8.58

Experience in the Canary Islands	With children	Total
Worse or much worse than expected	2.5%	2.9%
Lived up to expectations	54.8%	57.4%
Better or much better than expected	42.8%	39.7%

Future intentions (scale 1-10)	With children	Total
Return to the Canary Islands	8.64	8.60
Recommend visiting the Canary Islands	8.88	8.86

2%
43%
55%

■ Worse ■ Lived up ■ Better

8.64/10

Experience in the Canary

8.88/10

Return to the Canary Islands

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

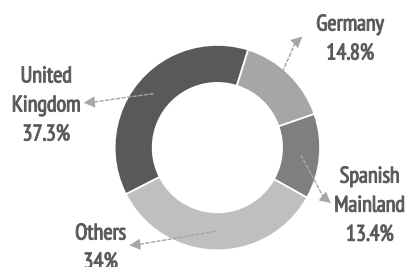|	With children	Total
Repeat tourists	**70.9%**	**71.0%**
Repeat tourists (last 5 years)	62.5%	64.6%
Repeat tourists (last 5 years) (5 or more visits)	12.3%	18.4%
At least 10 previous visits	**11.5%**	**17.8%**

PROFILE OF TOURIST BY COMPANIONS (2018)
TOURISTS WITH CHILDREN

Where are they from? 🌐

	%	Absolute
United Kingdom	37.3%	970,362
Germany	14.8%	385,498
Spanish Mainland	13.4%	348,666
Sweden	4.3%	110,568
Ireland	4.0%	104,170
France	3.4%	88,158
Netherlands	3.1%	79,500
Poland	2.6%	67,406
Italy	2.5%	64,531
Denmark	2.4%	61,439
Belgium	2.3%	59,408
Norway	1.7%	45,011
Finland	1.7%	44,800
Switzerland	1.3%	32,581
Russia	0.8%	21,252
Austria	0.5%	12,462
Czech Republic	0.4%	11,017
Others	3.5%	91,296

United Kingdom 37.3%
Germany 14.8%
Spanish Mainland 13.4%
Others 34%

Who do they come with? 👪

	With children	Total
Unaccompanied	0.0%	8.9%
Only with partner	2.5%	47.4%
Only with children (< 13 years old)	30.8%	5.9%
Partner + children (< 13 years old)	37.4%	7.2%
Other relatives	12.2%	9.0%
Friends	0.9%	6.3%
Work colleagues	0.0%	0.5%
Organized trip	0.1%	0.2%
Other combinations [1]	16.1%	14.6%
(1) Different situations have been isolated		
Tourists with children	**100.0%**	**19.3%**
- Between 0 and 2 years old	9.4%	1.8%
- Between 3 and 12 years old	82.2%	15.8%
- Between 0 -2 and 3-12 years	8.4%	1.6%
Tourists without children	**0.0%**	**80.7%**
Group composition:		
- 1 person	0.0%	12.4%
- 2 people	3.9%	54.1%
- 3 people	31.4%	12.6%
- 4 or 5 people	51.2%	17.1%
- 6 or more people	13.5%	3.8%
Average group size:	**4.20**	**2.58**

Who are they? 👤

	With children	Total
Gender		
Men	48.6%	48.2%
Women	51.4%	51.8%
Age		
Average age (tourist > 15 years old)	42.2	46.7
Standard deviation	9.3	15.3
Age range (> 15 years old)		
16 - 24 years old	1.9%	7.7%
25 - 30 years old	5.2%	10.8%
31 - 45 years old	63.9%	28.6%
46 - 60 years old	23.8%	31.3%
Over 60 years old	5.2%	21.5%
Occupation		
Salaried worker	64.7%	55.5%
Self-employed	13.4%	11.0%
Unemployed	0.9%	1.1%
Business owner	12.0%	9.2%
Student	2.1%	4.2%
Retired	4.6%	17.3%
Unpaid domestic work	1.7%	0.9%
Others	0.5%	0.8%
Annual household income level		
Less than €25,000	12.1%	17.0%
€25,000 - €49,999	32%	36.5%
€50,000 - €74,999	27.1%	25.0%
More than €74,999	28.9%	21.5%
Education level		
No studies	5.8%	4.8%
Primary education	1.8%	2.8%
Secondary education	19.1%	23.1%
Higher education	73.3%	69.3%

3 IN 10 TOURISTS ARE **BRITISH**

42 YEARS OLD AVERAGE AGE

38% STAY IN 4* HOTEL

Pictures: Freepik.com