

PROFILE OF TOURIST BY COMPANIONS (2019)

TOURISTS WITH CHILDREN

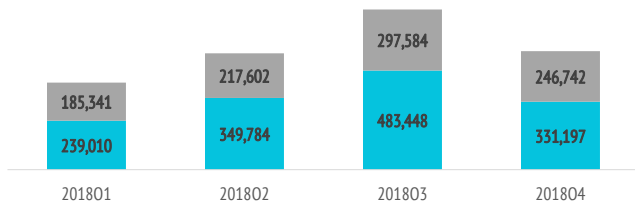
How many are they and how much do they spend?



	With children	Total
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	15,110,866
Tourist arrivals > 15 years old (EGT)	2,350,707	13,271,035
- book holiday package	1,403,438	7,426,022
- do not book holiday package	947,268	5,845,014
- % tourists who book holiday package	59.7%	56.0%
Share of total tourist	17.7%	100%

TOURISTS BY QUARTER: WITH CHILDREN

■ do not book holiday package ■ book holiday package



	With children	Total
Expenditure per tourist (€)	1,560	1,136
- book holiday package	1,667	1,268
- holiday package	1,399	1,031
- others	268	237
- do not book holiday package	1,402	967
- flight	436	263
- accommodation	517	321
- others	449	383
Average length of stay	8.72	9.09
- book holiday package	8.27	8.64
- do not book holiday package	9.40	9.68
Average daily expenditure (€)	191.5	138.9
- book holiday package	209.9	155.4
- do not book holiday package	164.2	117.9
Total turnover (> 15 years old) (€m)	3,668	15,070
- book holiday package	2,340	9,416
- do not book holiday package	1,328	5,655

AVERAGE LENGTH OF STAY (nights)

■ With children ■ Total



EXPENDITURE PER TOURIST (€)

■ With children ■ Total



Importance of each factor in the destination choice



	With children	Total
Climate	79.7%	78.4%
Safety	56.2%	51.9%
Accommodation supply	44.8%	42.9%
Tranquility	43.5%	47.6%
Sea	43.0%	44.4%
Beaches	39.7%	37.7%
Price	38.2%	37.4%
European belonging	35.5%	36.1%
Effortless trip	33.4%	35.2%
Environment	32.8%	33.2%
Landscapes	29.3%	33.1%
Fun possibilities	28.2%	21.1%
Gastronomy	20.8%	23.2%
Authenticity	19.8%	20.3%
Exoticism	11.5%	11.4%
Shopping	8.5%	9.4%
Culture	7.7%	8.0%
Historical heritage	7.5%	8.2%
Hiking trail network	6.2%	9.6%
Nightlife	4.6%	8.0%

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	35.7%	55.5%
Enjoy family time	42.8%	14.4%
Have fun	7.2%	8.6%
Explore the destination	12.8%	17.8%
Practice their hobbies	0.8%	1.9%
Other reasons	0.8%	1.8%

ENJOY FAMILY TIME

With children



Total



How far in advance do they book their trip?



	With children	Total
The same day	0.4%	0.7%
Between 1 and 30 days	15.9%	23.8%
Between 1 and 2 months	18.3%	22.8%
Between 3 and 6 months	36.3%	32.7%
More than 6 months	29.1%	20.0%

% TOURISTS BOOKING MORE THAN 6 MONTHS IN ADVANCE

WITH CHILDREN

29.1%



Picture: Freepik.com

TOTAL

20.0%

PROFILE OF TOURIST BY COMPANIONS (2019)

TOURISTS WITH CHILDREN

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

	With children	Total
Previous visits to the Canary Islands	51.1%	51.9%
Friends or relatives	29.3%	27.1%
Internet or social media	58.4%	54.7%
Mass Media	1.6%	1.6%
Travel guides and magazines	8.7%	8.4%
Travel Blogs or Forums	6.8%	5.7%
Travel TV Channels	0.5%	0.8%
Tour Operator or Travel Agency	24.0%	22.6%
Public administrations or similar	0.1%	0.4%
Others	1.6%	2.4%

* Multi-choice question

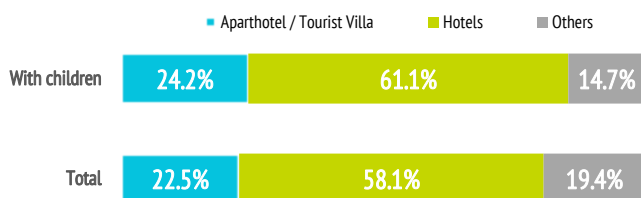
With whom did they book their flight and accommodation?

	With children	Total
Flight		
- Directly with the airline	40.1%	42.9%
- Tour Operator or Travel Agency	59.9%	57.1%
Accommodation		
- Directly with the accommodation	31.5%	31.5%
- Tour Operator or Travel Agency	68.5%	68.5%

Where do they stay?

	With children	Total
1-2-3* Hotel	11.7%	11.5%
4* Hotel	38.4%	37.6%
5* Hotel / 5* Luxury Hotel	11.0%	9.0%
Aparthotel / Tourist Villa	24.2%	22.5%
House/room rented in a private dwelling	4.6%	5.9%
Private accommodation (1)	4.7%	7.2%
Others (Cottage, cruise, camping,...)	5.4%	6.3%

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



What do they book?

	With children	Total
Room only	22.6%	27.9%
Bed and Breakfast	7.6%	12.4%
Half board	17.0%	21.2%
Full board	4.5%	3.6%
All inclusive	48.3%	34.9%

”
48.3% of tourists book all inclusive.
(Canary Islands: 34.9%)

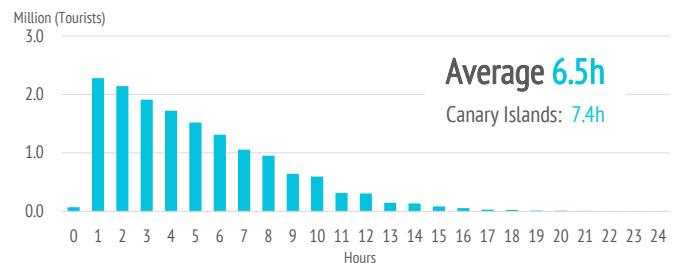
Other expenses

	With children	Total
Restaurants or cafes	52.0%	59.1%
Supermarkets	52.6%	52.1%
Car rental	31.6%	26.3%
Organized excursions	26.3%	20.6%
Taxi, transfer, chauffeur service	49.8%	50.0%
Theme Parks	17.1%	7.5%
Sport activities	7.4%	5.7%
Museums	4.5%	4.6%
Flights between islands	4.0%	4.4%

Activities in the Canary Islands

Outdoor time per day	With children	Total
0 hours	3.0%	2.1%
1 - 2 hours	15.7%	9.8%
3 - 6 hours	36.4%	32.6%
7 - 12 hours	38.8%	47.1%
More than 12 hours	6.1%	8.4%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	With children	Total
Beach	76.4%	66.3%
Swimming pool, hotel facilities	76.2%	58.2%
Walk, wander	67.2%	69.8%
Explore the island on their own	44.7%	45.2%
Theme parks	29.9%	14.1%
Taste Canarian gastronomy	20.9%	24.2%
Organized excursions	17.1%	16.9%
Sea excursions / whale watching	14.9%	11.1%
Sport activities	14.7%	13.4%
Activities at sea	11.7%	10.0%
Museums / exhibitions	10.5%	10.1%
Wineries / markets / popular festivals	10.4%	11.6%
Nature activities	9.3%	10.4%
Nightlife / concerts / shows	8.8%	15.5%
Beauty and health treatments	5.2%	5.4%
Astronomical observation	3.2%	3.5%

* Multi-choice question



PROFILE OF TOURIST BY COMPANIONS (2019)

TOURISTS WITH CHILDREN

Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with children	2,350,707	485,351	304,127	565,716	953,001	28,071
- Share by islands	100%	20.6%	12.9%	24.1%	40.5%	1.2%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists travelling with children	17.7%	19.2%	18.3%	15.3%	18.9%	11.9%

How many islands do they visit during their trip?

	With children	Total
One island	92.7%	91.4%
Two islands	6.2%	7.2%
Three or more islands	1.0%	1.4%

Internet usage during their trip

	With children	Total
Research		
- Tourist package	17.1%	14.8%
- Flights	14.7%	13.0%
- Accommodation	19.3%	16.9%
- Transport	16.4%	15.7%
- Restaurants	28.1%	28.4%
- Excursions	29.7%	26.2%
- Activities	33.8%	30.1%
Book or purchase		
- Tourist package	40.0%	39.4%
- Flights	66.1%	66.7%
- Accommodation	58.7%	57.3%
- Transport	52.3%	47.6%
- Restaurants	13.1%	12.1%
- Excursions	16.1%	13.0%
- Activities	19.4%	14.7%

* Multi-choice question

Internet usage in the Canary Islands	With children	Total
Did not use the Internet	5.0%	8.3%
Used the Internet	95.0%	91.7%
- Own Internet connection	39.2%	37.4%
- Free Wifi connection	40.5%	39.5%
Applications*		
- Search for locations or maps	64.3%	61.7%
- Search for destination info	51.0%	44.8%
- Share pictures or trip videos	58.1%	56.0%
- Download tourist apps	7.2%	7.0%
- Others	21.0%	22.6%

* Multi-choice question



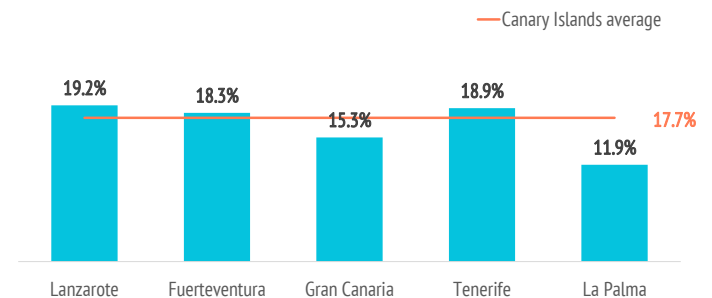
51% of tourists search for destination info during their stay in the Canary Islands

(Canary Islands: 44.8%)



Picture: Freepik.com

% TOURISTS BY ISLAND OF STAY

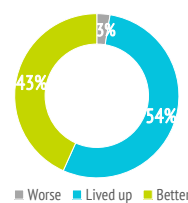


How do they rate the Canary Islands?

Satisfaction (scale 0-10)	With children	Total
Average rating	8.71	8.70

Experience in the Canary Islands	With children	Total
Worse or much worse than expected	2.6%	2.3%
Lived up to expectations	54.1%	55.6%
Better or much better than expected	43.3%	42.1%

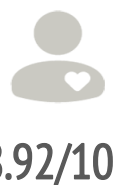
Future intentions (scale 1-10)	With children	Total
Return to the Canary Islands	8.67	8.73
Recommend visiting the Canary Islands	8.92	8.95



Experience in the Canary



Return to the Canary Islands



Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	With children	Total
Repeat tourists	70.4%	72.2%
Repeat tourists (last 5 years)	62.7%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	13.3%	19.5%
At least 10 previous visits	12.7%	18.6%

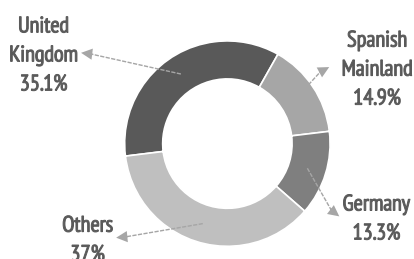
PROFILE OF TOURIST BY COMPANIONS (2019)

TOURISTS WITH CHILDREN

Where are they from?



	%	Absolute
United Kingdom	35.1%	826,068
Spanish Mainland	14.9%	350,106
Germany	13.3%	313,516
France	4.4%	102,945
Sweden	4.0%	92,866
Ireland	3.7%	86,518
Poland	3.3%	76,730
Netherlands	3.2%	74,457
Italy	2.6%	61,976
Denmark	2.3%	53,481
Belgium	2.0%	48,007
Finland	1.8%	43,090
Norway	1.8%	42,458
Switzerland	1.4%	33,238
Portugal	0.9%	21,538
Russia	0.9%	19,999
Czech Republic	0.7%	16,293
Others	3.7%	87,422



Who do they come with?*



	With children	Total
Unaccompanied	0.0%	9.6%
Only with partner	2.8%	48.1%
Only with children (< 13 years old)	31.6%	5.6%
Partner + children (< 13 years old)	36.6%	6.5%
Other relatives	12.5%	9.3%
Friends	0.9%	6.4%
Work colleagues	0.0%	0.5%
Organized trip	0.1%	0.3%
Other combinations ⁽¹⁾	15.6%	13.7%

(1) Different situations have been isolated

Tourists with children	100.0%	17.7%
- Between 0 and 2 years old	8.8%	1.6%
- Between 3 and 12 years old	83.4%	14.8%
- Between 0 -2 and 3-12 years	7.8%	1.4%
Tourists without children	0.0%	82.3%
Group composition:		
- 1 person	0.0%	13.2%
- 2 people	4.3%	55.1%
- 3 people	31.1%	12.0%
- 4 or 5 people	51.6%	16.3%
- 6 or more people	13.0%	3.5%
Average group size:	4.17	2.54

* Based on literal answers from tourists.

Source: Encuesta sobre el Gasto Turístico (ISTAC). 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.

Who are they?



	With children	Total
Gender		
Men	47.9%	48.6%
Women	52.1%	51.4%
Age		
Average age (tourist > 15 years old)	42.1	47.1
Standard deviation	9.2	15.4
Age range (> 15 years old)		
16 - 24 years old	1.8%	7.3%
25 - 30 years old	5.6%	10.9%
31 - 45 years old	63.5%	28.0%
46 - 60 years old	24.3%	31.8%
Over 60 years old	4.9%	22.1%
Occupation		
Salaried worker	62.0%	55.0%
Self-employed	14.7%	11.5%
Unemployed	1.1%	1.1%
Business owner	12.5%	9.4%
Student	2.5%	3.5%
Retired	5.1%	17.9%
Unpaid domestic work	1.7%	0.8%
Others	0.4%	0.8%
Annual household income level		
Less than €25,000	11.8%	17.5%
€25,000 - €49,999	33%	37.5%
€50,000 - €74,999	26.0%	22.8%
More than €74,999	29.1%	22.2%
Education level		
No studies	6.3%	5.0%
Primary education	1.9%	2.6%
Secondary education	19.5%	23.6%
Higher education	72.3%	68.9%



Pictures: Freepik.com