

# PROFILE OF TOURIST BY COMPANIONS (2021)

## TOURIST WITH CHILDREN

### How many are they and how much do they spend?



	With children	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>6,697,165</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>726,028</b>	<b>5,827,892</b>
- book holiday package	379,585	2,549,012
- do not book holiday package	346,443	3,278,880
- % tourists who book holiday package	52.3%	43.7%
Share of total tourist	12.5%	100%
<b>Expenditure per tourist (€)</b>		
- book holiday package	<b>1,743</b>	<b>1,206</b>
- holiday package	1,577	1,135
- others	291	280
- do not book holiday package	1,606	1,044
- flight	436	248
- accommodation	622	369
- others	548	427
<b>Average length of stay</b>		
- book holiday package	8.46	8.59
- do not book holiday package	10.06	10.28
<b>Average daily expenditure (€)</b>		
- book holiday package	229.2	172.8
- do not book holiday package	176.6	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>		
- book holiday package	709	3,606
- do not book holiday package	556	3,422

### Importance of each factor in the destination choice



	With children	Total
Climate	79.0%	76.0%
Safety	52.8%	49.0%
Sea	52.3%	52.0%
Beaches	45.8%	44.6%
Tranquility	44.2%	48.5%
European belonging	41.2%	40.2%
Accommodation supply	40.8%	37.8%
Landscapes	34.1%	39.1%
Effortless trip	33.4%	34.9%
Environment	32.4%	34.7%
Price	32.1%	32.4%
Fun possibilities	26.3%	22.4%
Gastronomy	25.5%	27.9%
Authenticity	21.7%	24.4%
Exoticism	13.8%	14.5%
Hiking trail network	8.3%	12.1%
Shopping	8.0%	8.8%
Culture	7.9%	8.7%
Historical heritage	7.6%	9.1%
Nightlife	4.4%	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.

### What is the main motivation for their holidays?



	With children	Total
Rest	37.2%	50.7%
Enjoy family time	40.7%	14.0%
Have fun	4.6%	7.3%
Explore the destination	15.5%	23.3%
Practice their hobbies	1.3%	2.6%
Other reasons	0.7%	2.1%

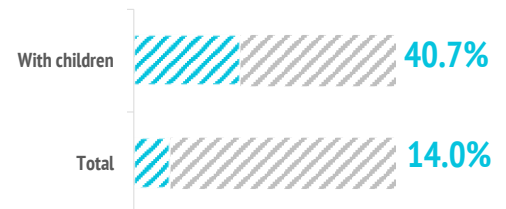
### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### EXPLORE THE DESTINATION



### Where did they spend their main holiday last year?\*

	With children	Total
Didn't have holidays	34.2%	35.7%
Canary Islands	17.7%	17.6%
Other destination	48.2%	46.8%

### What other destinations do they consider for this trip?\*

	With children	Total
None	25.1%	29.4%
Canary Islands (other island)	26.0%	25.4%
Other destination	48.9%	45.1%

\*Percentage of valid answers

### How far in advance do they book their trip?



	With children	Total
The same day	0.7%	1.0%
Between 1 and 30 days	33.8%	42.5%
Between 1 and 2 months	24.9%	26.7%
Between 3 and 6 months	23.0%	18.7%
More than 6 months	17.6%	11.1%

### % TOURISTS BOOKING WITH MORE THAN 6 MONTHS IN ADVANCE

WITH CHILDREN  
17.6%



TOTAL  
11.1%

Picture: Freepik.com

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.

# PROFILE OF TOURIST BY COMPANIONS (2021)

## TOURIST WITH CHILDREN

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

	With children	Total
Previous visits to the Canary Islands	49.1%	45.7%
Friends or relatives	27.9%	30.9%
Internet or social media	55.3%	53.5%
Mass Media	1.9%	2.3%
Travel guides and magazines	6.4%	7.0%
Travel Blogs or Forums	7.4%	8.4%
Travel TV Channels	0.4%	0.5%
Tour Operator or Travel Agency	23.3%	19.4%
Public administrations or similar	2.0%	1.9%
Others	1.7%	2.9%

\* Multi-choice question

### With whom did they book their flight and accommodation?

	With children	Total
<b>Flight</b>		
- Directly with the airline	46.2%	52.8%
- Tour Operator or Travel Agency	53.8%	47.2%

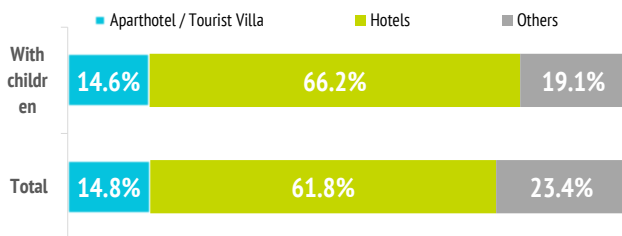
#### Accommodation

- Directly with the accommodation	37.3%	39.9%
- Tour Operator or Travel Agency	62.7%	60.1%

### Where do they stay?

	With children	Total
1-2-3* Hotel	10.5%	11.5%
4* Hotel	41.4%	39.4%
5* Hotel / 5* Luxury Hotel	14.3%	10.9%
Aparthotel / Tourist Villa	14.6%	14.8%
House/room rented in a private dwelling	5.8%	6.9%
Private accommodation (1)	6.3%	9.9%
Others (Cottage, cruise, camping,...)	7.0%	6.6%

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



### What do they book?

	With children	Total
Room only	22.5%	28.1%
Bed and Breakfast	9.4%	15.3%
Half board	16.1%	19.5%
Full board	4.2%	3.2%
All inclusive	47.9%	33.8%

“  
**47.9% of tourists book all inclusive.**  
(Canary Islands: 33.8%)

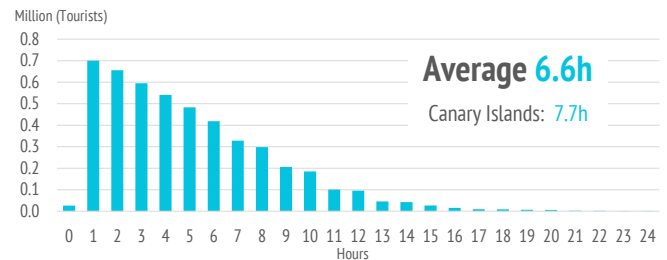
### Other expenses

	With children	Total
Restaurants or cafes	60.2%	66.9%
Supermarkets	54.9%	55.6%
Car rental	41.0%	37.3%
Organized excursions	27.9%	23.7%
Taxi, transfer, chauffeur service	48.1%	46.0%
Theme Parks	19.5%	8.6%
Sport activities	10.2%	9.3%
Museums	4.8%	4.7%
Flights between islands	5.5%	6.3%

### Activities in the Canary Islands

Outdoor time per day	With children	Total
0 hours	3.6%	2.4%
1 - 2 hours	14.5%	10.0%
3 - 6 hours	36.8%	30.1%
7 - 12 hours	39.0%	47.1%
More than 12 hours	6.2%	10.5%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	With children	Total
Beach	83.2%	75.1%
Swimming pool, hotel facilities	75.2%	57.5%
Walk, wander	68.7%	72.2%
Explore the island on their own	50.4%	52.5%
Swim	43.7%	38.8%
Theme parks	27.5%	12.2%
Taste Canarian gastronomy	24.8%	30.2%
Hiking	17.2%	22.5%
Organized excursions	16.6%	16.0%
Sea excursions / whale watching	16.4%	13.5%
Museums / exhibitions	10.1%	10.7%
Running	9.3%	7.6%
Wineries / markets / popular festivals	8.8%	10.0%
Other Nature Activities	8.0%	9.5%
Nightlife / concerts / shows	6.1%	12.3%
Practice other sports	5.7%	5.9%
Beauty and health treatments	5.4%	5.6%
Surf	5.1%	4.8%
Scuba Diving	4.9%	4.2%
Cycling / Mountain bike	4.2%	4.2%
Astronomical observation	3.8%	4.2%
Golf	2.4%	2.3%
Windsurf / Kitesurf	2.1%	1.5%

\* Multi-choice question

# PROFILE OF TOURIST BY COMPANIONS (2021)

## TOURIST WITH CHILDREN

### Which island do they choose?

Tourist > 15 years old	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with children	726,028	138,072	111,389	156,204	310,860	6,412
- Share by islands	100%	19.0%	15.3%	21.5%	42.8%	0.9%
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%
% Tourists travelling with children	12.5%	14.3%	13.2%	10.1%	13.4%	6.3%

### How many islands do they visit during their trip?

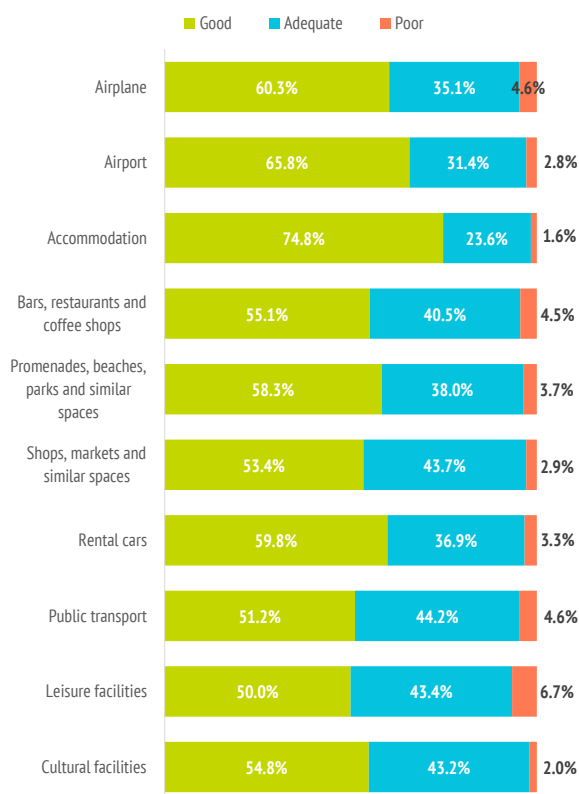
	With children	Total
One island	92.5%	90.9%
Two islands	6.7%	7.8%
Three or more islands	0.8%	1.3%

### Health safety

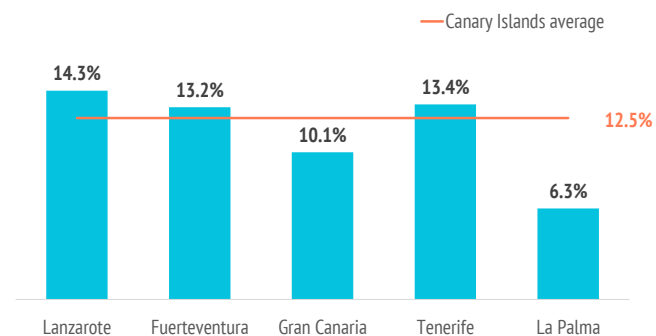
Planning the trip: Importance	With children	Total
Average rating (scale 0-10)	8.13	7.99

During the stay: Rate	With children	Total
Average rating (scale 0-10)	8.51	8.42

### HEALTH SAFETY MEASURES (RATE)



### % TOURISTS BY ISLAND OF STAY

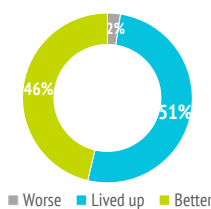


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	With children	Total
Average rating	8.91	8.86

Experience in the Canary Islands	With children	Total
Worse or much worse than expected	2.5%	2.7%
Lived up to expectations	51.3%	51.4%
Better or much better than expected	46.3%	45.9%

Future intentions (scale 1-10)	With children	Total
Return to the Canary Islands	8.94	8.86
Recommend visiting the Canary Islands	9.18	9.10



8.94/10

Experience in the Canary Islands

Return to the Canary Islands



9.18/10

Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	With children	Total
<b>Repeat tourists</b>	<b>72.0%</b>	<b>68.0%</b>
Repeat tourists (last 5 years)	63.7%	61.9%
Repeat tourists (last 5 years) (5 or more visits)	11.7%	15.0%
<b>At least 10 previous visits</b>	<b>14.8%</b>	<b>18.3%</b>

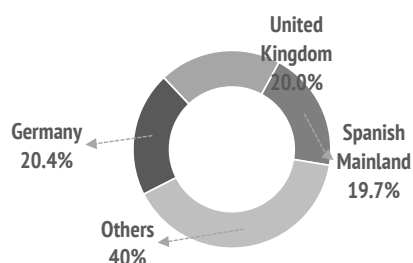
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## TOURIST WITH CHILDREN

### Where are they from?



	%	Absolute
Germany	20.4%	148,316
United Kingdom	20.0%	144,972
Spanish Mainland	19.7%	143,003
France	6.7%	48,514
Poland	5.9%	43,158
Netherlands	3.8%	27,440
Belgium	3.7%	26,560
Denmark	3.1%	22,646
Sweden	2.5%	18,503
Italy	2.4%	17,241
Ireland	1.7%	12,553
Norway	1.4%	10,030
Switzerland	1.3%	9,367
Czech Republic	1.2%	8,957
Luxembourg	1.0%	7,424
Finland	0.9%	6,870
Portugal	0.8%	5,801
Others	3.4%	24,673



### Who do they come with?



	With children	Total
Unaccompanied	0.0%	13.5%
Only with partner	2.0%	48.2%
Only with children (< 13 years old)	31.4%	3.9%
Partner + children (< 13 years old)	39.7%	4.9%
Other relatives	10.9%	8.4%
Friends	0.8%	8.5%
Work colleagues	0.0%	0.8%
Organized trip	0.1%	0.2%
Other combinations (1)	15.2%	11.5%

(1) Different situations have been isolated

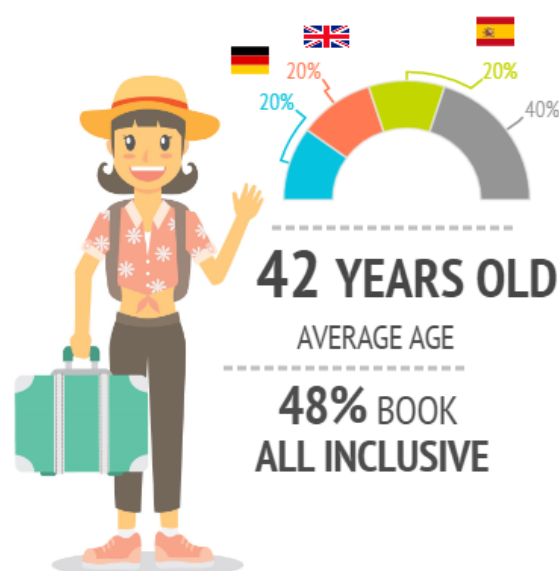
<b>Tourists with children</b>	<b>100.0%</b>	<b>12.5%</b>
- Between 0 and 2 years old	9.8%	1.2%
- Between 3 and 12 years old	82.0%	10.2%
- Between 0 -2 and 3-12 years	8.2%	1.0%
<b>Tourists without children</b>	<b>0.0%</b>	<b>87.5%</b>
<b>Group composition:</b>		
- 1 person	0.0%	16.5%
- 2 people	5.4%	56.7%
- 3 people	34.2%	10.7%
- 4 or 5 people	49.8%	13.6%
- 6 or more people	10.6%	2.5%
<b>Average group size:</b>	<b>4.01</b>	<b>2.37</b>

\*People who share the main expenses of the trip

### Who are they?



	With children	Total
<b>Gender</b>		
Men	48.4%	49.6%
Women	51.6%	50.4%
<b>Age</b>		
Average age (tourist > 15 years old)	41.7	43.3
Standard deviation	8.5	15.6
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	2.0%	11.9%
25 - 30 years old	5.5%	14.8%
31 - 45 years old	65.0%	30.2%
46 - 60 years old	24.1%	26.6%
Over 60 years old	3.4%	16.4%
<b>Occupation</b>		
Salaried worker	62.4%	57.8%
Self-employed	13.8%	11.1%
Unemployed	1.3%	1.7%
Business owner	14.2%	10.0%
Student	2.9%	5.9%
Retired	3.1%	12.2%
Unpaid domestic work	1.3%	0.5%
Others	0.9%	0.9%
<b>Annual household income level</b>		
Less than €25,000	9.7%	16.1%
€25,000 - €49,999	30.2%	37.0%
€50,000 - €74,999	25.2%	23.4%
More than €74,999	34.9%	23.5%
<b>Education level</b>		
No studies	2.1%	2.2%
Primary education	1.9%	2.2%
Secondary education	16.3%	18.8%
Higher education	79.7%	76.9%



Pictures: Freepik.com