

Suitable destination for children

How many are they and how much do they spend?



	For children	Total
Tourist arrivals (> 16 years old)	979,678	13,114,359
Average daily expenditure (€)	122.76	135.94
. in their place of residence	95.56	98.03
. in the Canary Islands	27.20	37.90
Average length of stay	8.9	9.4
Turnover per tourist (€)	1,013	1,141
Total turnover (> 16 years old) (€m)	993	14,957
Share of total turnover	6.6%	100%
Share of total tourist	7.5%	100%
Expenditure in the Canary Islands per tourist and trip (€) (*)		
Accommodation (**):	33.66	47.11
- Accommodation	29.44	40.52
- Additional accommodation expenses	4.21	6.60
Transport:	17.27	26.01
- Public transport	2.64	5.14
- Taxi	5.40	6.94
- Car rental	9.24	13.93
Food and drink:	100.82	148.33
- Food purchases at supermarkets	44.29	63.46
- Restaurants	56.53	84.87
Souvenirs:	37.37	53.88
Leisure:	31.02	34.52
- Organized excursions	14.68	14.95
- Leisure, amusement	8.02	4.55
- Trip to other islands	0.72	1.85
- Sporting activities	2.60	5.11
- Cultural activities	1.32	2.04
- Discos and disco-pubs	3.67	6.01
Others:	11.35	13.91
- Wellness	2.42	3.23
- Medical expenses	3.68	1.69
- Other expenses	5.25	8.99

How far in advance do they book their trip?



	For children	Total
The same day they leave	0.4%	0.6%
Between 2 and 7 days	3.9%	6.3%
Between 8 and 15 days	4.3%	7.9%
Between 16 and 30 days	10.3%	14.7%
Between 31 and 90 days	30.9%	34.3%
More than 90 days	50.3%	36.2%

What do they book at their place of residence?



	For children	Total
Flight only	5.0%	8.8%
Flight and accommodation (room only)	23.3%	25.7%
Flight and accommodation (B&B)	5.3%	8.0%
Flight and accommodation (half board)	13.5%	20.4%
Flight and accommodation (full board)	4.3%	4.3%
Flight and accommodation (all inclusive)	48.6%	32.8%
% Tourists using low-cost airlines	49.2%	48.7%
Other expenses in their place of residence:		
- Car rental	9.3%	11.8%
- Sporting activities	5.8%	5.3%
- Excursions	4.0%	5.7%
- Trip to other islands	0.7%	1.6%

How do they book?



	For children	Total
Accommodation booking		
Tour Operator	48.0%	42.3%
- Tour Operator's website	81.9%	78.8%
Accommodation	17.8%	14.7%
- Accommodation's website	83.2%	83.5%
Travel agency (High street)	17.8%	20.5%
Online Travel Agency (OTA)	13.6%	16.5%
No need to book accommodation	2.9%	6.0%

Flight booking

	For children	Total
Tour Operator	49.7%	44.6%
- Tour Operator's website	79.7%	76.3%
Airline	25.0%	24.8%
- Airline's website	96.5%	96.2%
Travel agency (High street)	15.9%	19.1%
Online Travel Agency (OTA)	9.3%	11.5%

Where do they stay?



	For children	Total
5* Hotel	8.6%	7.1%
4* Hotel	40.2%	39.6%
1-2-3* Hotel	13.7%	14.6%
Apartment	34.5%	31.5%
Property (privately-owned, friends, family)	2.1%	4.6%
Others	0.9%	2.6%

Who are they?



	For children	Total
Gender		
Percentage of men	45.5%	48.5%
Percentage of women	54.5%	51.5%
Age		
Average age (tourists > 16 years old)	42.6	46.3
Standard deviation	9.9	15.3
Age range (> 16 years old)		
16-24 years old	1.5%	8.2%
25-30 years old	5.7%	11.1%
31-45 years old	62.8%	29.1%
46-60 years old	23.0%	30.9%
Over 60 years old	7.0%	20.7%
Occupation		
Business owner or self-employed	32.7%	23.1%
Upper/Middle management employee	41.5%	36.1%
Auxiliary level employee	14.9%	15.5%
Students	1.6%	5.1%
Retired	6.5%	18.0%
Unemployed / unpaid dom. work	2.8%	2.2%
Annual household income level		
€12,000 - €24,000	8.8%	17.8%
€24,001 - €36,000	14.3%	19.4%
€36,001 - €48,000	15.9%	16.9%
€48,001 - €60,000	14.9%	14.6%
€60,001 - €72,000	11.2%	9.5%
€72,001 - €84,000	9.6%	6.0%
More than €84,000	25.3%	15.8%

(*) Expense is prorated among all the tourists (even those who have not spent in destination).

(***) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

Suitable destination for children

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by destinations for children	979,678	231,509	137,973	212,446	393,768	2,972
- Share by islands	100%	23.6%	14.1%	21.7%	40.2%	0.3%
Total	13,114,359	2,328,674	1,914,107	3,654,806	4,885,901	221,541
- Share by islands	100%	17.8%	14.6%	27.9%	37.3%	1.7%
% Tourists motivated by destinations for children	7.5%	9.9%	7.2%	5.8%	8.1%	1.3%

Who do they come with?



Why do they choose the Canary Islands?



	For children	Total
Unaccompanied	1.2%	9.1%
Only with partner	3.4%	47.6%
Only with children (under the age of 13)	6.6%	1.5%
Partner + children (under the age of 13)	56.8%	11.8%
Other relatives	5.7%	6.0%
Friends	0.9%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽¹⁾	25.3%	17.5%

Aspects influencing the choice	For children	Total
Suitable destination for children	100.0%	7.5%
Climate/sun	92.2%	89.8%
Tranquillity/rest/relaxation	21.6%	36.6%
Beaches	20.8%	34.5%
Price	10.7%	12.7%
Security	9.3%	11.1%
Visiting new places	8.8%	14.6%
Ease of travel	8.5%	8.9%
Scenery	7.2%	21.9%
Theme parks	4.6%	3.0%
Quality of the environment	3.9%	6.5%
Active tourism	1.6%	5.1%
Culture	1.3%	2.6%
Nightlife/fun	0.9%	3.8%
Nautical activities	0.8%	2.2%
Shopping	0.7%	2.6%

* Multi-choice question (different situations have been isolated)

How do they rate the destination?



Impression of their stay	For children	Total
Good or very good (% tourists)	95.1%	94.1%
Average rating (scale 1-10)	9.00	8.90

How many are loyal to the destination?

Repeat tourists of the Canary Islands	For children	Total
Repeat tourists	81.0%	77.3%
In love (at least 10 previous visits)	11.3%	16.1%

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	46.6%	456,423
Germany	11.6%	113,246
Spanish Mainland	11.4%	111,929
Sweden	5.5%	53,860
Ireland	4.5%	44,192
Netherlands	3.9%	37,833
Norway	2.4%	23,705
Denmark	2.2%	21,256
France	2.1%	20,532
Finland	1.9%	18,328

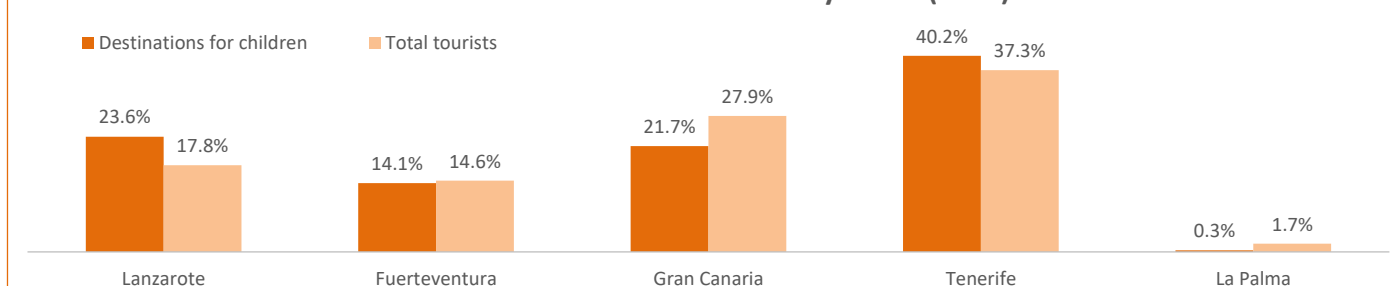
What did motivate them to come?



Aspects motivating the choice	For children	Total
Previous visits to the Canary Islands	69.3%	64.1%
Recommendation by friends or relatives	37.0%	34.5%
The Canary Islands television channel	0.4%	0.3%
Other television or radio channels	0.6%	0.8%
Information in the press/magazines/books	2.8%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	8.4%	8.0%
Recommendation by Travel Agency	10.7%	9.7%
Information obtained via the Internet	28.0%	25.8%
Senior Tourism programme	0.1%	0.2%
Others	3.3%	6.1%

* Multi-choice question

Distribution of tourist arrivals by island (2016)



Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who answered that at least one of him/her three aspects of choice was suitable destination for children.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded. (1) Combination of some groups previously analyzed.