

How many are they and how much do they spend?

	For children	Total
Tourist arrivals (> 16 years old)	1,050,034	13,852,616
Average daily expenditure (€)	126.56	140.18
. in their place of residence	98.55	101.15
. in the Canary Islands	28.01	39.03
Average length of stay	8.55	9.17
Turnover per tourist (€)	1,018	1,155
Total turnover (> 16 years old) (€m)	1,069	15,999
Share of total tourist	7.6%	100%
Share of total turnover	6.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:		
- Accommodation	10.5%	13.5%
- Additional accommodation expenses	6.6%	6.3%
Transport:		
- Public transport	10.0%	14.5%
- Taxi	25.8%	21.2%
- Car rental	18.7%	19.4%
Food and drink:		
- Food purchases at supermarkets	59.1%	55.0%
- Restaurants	52.9%	57.3%
Souvenirs:		
	58.1%	53.3%
Leisure:		
- Organized excursions	19.7%	17.7%
- Leisure, amusement	16.3%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	6.6%	6.1%
- Cultural activities	3.4%	4.4%
- Discos and disco-pubs	3.4%	6.1%
Others:		
- Wellness	5.4%	4.9%
- Medical expenses	5.2%	4.0%
- Other expenses	10.0%	9.6%



+7%
TOURISTS*
1,050,034



+0.5%
TRAVEL EXPENSES
€1,018



+8%
TURNOVER
€1,069 MILL

What do they book at their place of residence?

	For children	Total
Flight only	5.7%	9.3%
Flight and accommodation (room only)	22.6%	26.9%
Flight and accommodation (B&B)	6.4%	8.3%
Flight and accommodation (half board)	15.7%	19.3%
Flight and accommodation (full board)	3.3%	4.4%
Flight and accommodation (all inclusive)	46.4%	31.9%
% Tourists using low-cost airlines	49.6%	50.8%

Other expenses in their place of residence:

- Car rental	8.9%	12.6%
- Sporting activities	5.6%	5.1%
- Excursions	4.6%	6.2%
- Trip to other islands	0.8%	1.5%

* Tourists over 16 years old.

How do they book?

	For children	Total
Accommodation booking		
Tour Operator	47.8%	42.4%
- Tour Operator's website	82.2%	80.6%
Accommodation	17.1%	14.6%
- Accommodation's website	85.1%	84.0%
Travel agency (High street)	16.8%	19.3%
Online Travel Agency (OTA)	14.6%	17.3%
No need to book accommodation	3.7%	6.4%

	For children	Total
Flight booking		
Tour Operator	49.9%	44.8%
- Tour Operator's website	79.8%	78.6%
Airline	24.6%	25.8%
- Airline's website	97.8%	97.3%
Travel agency (High street)	15.5%	18.0%
Online Travel Agency (OTA)	10.0%	11.4%

How far in advance do they book their trip?

	For children	Total
The same day they leave	0.2%	0.5%
Between 2 and 7 days	3.8%	5.9%
Between 8 and 15 days	4.8%	7.4%
Between 16 and 30 days	8.7%	13.4%
Between 31 and 90 days	30.0%	34.6%
More than 90 days	52.5%	38.3%

Who are they?

	For children	Total
Gender		
Men	45.2%	48.1%
Women	54.8%	51.9%

Age

Average age (tourists > 16 years old)	42.7	46.9
Standard deviation	9.9	15.5

Age range (> 16 years old)

16-24 years old	1.5%	8.4%
25-30 years old	5.3%	10.2%
31-45 years old	62.9%	27.9%
46-60 years old	23.7%	31.7%
Over 60 years old	6.7%	21.8%

Occupation

Business owner or self-employed	30.9%	23.8%
Upper/Middle management employee	42.8%	35.2%
Auxiliary level employee	16.6%	15.3%
Students	1.0%	5.0%
Retired	6.1%	18.6%
Unemployed / unpaid dom. work	2.7%	2.1%

Annual household income level

€12,000 - €24,000	8.9%	17.9%
€24,001 - €36,000	13.6%	19.3%
€36,001 - €48,000	13.9%	16.1%
€48,001 - €60,000	16.1%	15.1%
€60,001 - €72,000	11.1%	9.3%
€72,001 - €84,000	9.1%	6.3%
More than €84,000	27.2%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by destinations for children	1,050,034	247,711	137,841	261,920	394,203	6,193
- Share by islands	100%	23.6%	13.1%	24.9%	37.5%	0.6%
Total tourists	13,852,616	2,488,213	1,938,908	3,900,824	5,144,415	277,952
- Share by islands	100%	18.0%	14.0%	28.2%	37.1%	2.0%
% Tourists motivated by destinations for children	7.6%	10.0%	7.1%	6.7%	7.7%	2.2%

Where do they stay?

	For children	Total
5* Hotel	9.0%	6.8%
4* Hotel	39.8%	38.4%
1-2-3* Hotel	12.8%	14.4%
Apartment	34.9%	32.4%
Property (privately-owned, friends, family)	2.2%	4.8%
Others	1.3%	3.2%

Who do they come with?

	For children	Total
Unaccompanied	0.9%	8.7%
Only with partner	3.7%	46.8%
Only with children (under the age of 13)	7.7%	1.7%
Partner + children (under the age of 13)	56.2%	11.9%
Other relatives	4.6%	6.0%
Friends	0.8%	6.1%
Work colleagues	0.1%	0.3%
Other combinations ⁽¹⁾	26.1%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	For children	Total
Good or very good (% tourists)	95.1%	94.0%
Average rating (scale 1-10)	8.99	8.92

How many are loyal to the Canary Islands?

Repeat tourists	For children	Total
At least 1 previous visit	80.4%	77.3%
At least 10 previous visits	11.5%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	45.3%	475,143
Germany	11.8%	124,275
Spanish Mainland	9.1%	95,604
Sweden	5.1%	53,295
Ireland	4.1%	43,235
Norway	3.6%	38,072
Netherlands	3.6%	37,290
Finland	3.4%	35,747
Denmark	2.4%	25,064
Others	11.6%	122,310

Why do they choose the Canary Islands?

Aspects influencing the choice	For children	Total
Suitable destination for children	100.0%	7.6%
Climate/sun	92.7%	89.8%
Beaches	21.9%	35.1%
Tranquility/rest/relaxation	21.4%	37.2%
Visiting new places	9.5%	14.7%
Price	9.4%	12.2%
Security	8.2%	9.7%
Ease of travel	8.0%	8.9%
Scenery	6.4%	22.9%
Theme parks	5.3%	3.1%
Quality of the environment	3.9%	6.5%
Nautical activities	1.4%	2.0%
Active tourism	1.3%	5.4%
Culture	1.2%	2.7%
Shopping	0.8%	2.5%
Nightlife/fun	0.8%	3.8%

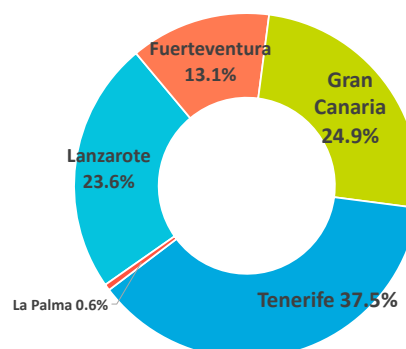
* Multi-choice question

What did motivate them to come?

Prescription sources	For children	Total
Previous visits to the Canary Islands	69.5%	64.9%
Recommendation by friends/relatives	37.4%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.3%	1.0%
Information in press/magazines/books	2.6%	3.8%
Attendance at a tourism fair	0.3%	0.5%
Tour Operator's brochure or catalogue	8.6%	7.2%
Recommendation by Travel Agency	10.4%	9.3%
Information obtained via the Internet	29.1%	25.5%
Senior Tourism programme	0.1%	0.2%
Others	3.8%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.