

Tourist profile according to companions (2016)

Tourists with children

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

	With children	Total
Tourist arrivals (> 16 years old)	2,363,876	13,114,359
Average daily expenditure (€)	118.39	135.94
. in their place of residence	91.53	98.03
. in the Canary Islands	26.86	37.90
Average length of stay	8.9	9.4
Turnover per tourist (€)	976	1,141
Total turnover (> 16 years old) (€m)	2,307	14,957
Share of total turnover	15.4%	100%
Share of total tourist	18.0%	100%
Expenditure in the Canary Islands per tourist and trip (€) ^(*)		
Accommodation (**):	36.20	47.11
- Accommodation	31.18	40.52
- Additional accommodation expenses	5.02	6.60
Transport:	19.33	26.01
- Public transport	2.99	5.14
- Taxi	4.95	6.94
- Car rental	11.39	13.93
Food and drink:	94.98	148.33
- Food purchases at supermarkets	43.61	63.46
- Restaurants	51.37	84.87
Souvenirs:	38.47	53.88
Leisure:	29.84	34.52
- Organized excursions	14.17	14.95
- Leisure, amusement	7.75	4.55
- Trip to other islands	1.28	1.85
- Sporting activities	3.21	5.11
- Cultural activities	1.76	2.04
- Discos and disco-pubs	1.67	6.01
Others:	8.69	13.91
- Wellness	1.66	3.23
- Medical expenses	1.05	1.69
- Other expenses	5.98	8.99

How far in advance do they book their trip? ✓

	With children	Total
The same day they leave	0.3%	0.6%
Between 2 and 7 days	4.5%	6.3%
Between 8 and 15 days	4.9%	7.9%
Between 16 and 30 days	11.4%	14.7%
Between 31 and 90 days	31.5%	34.3%
More than 90 days	47.5%	36.2%

What do they book at their place of residence? 🏠

	With children	Total
Flight only	6.1%	8.8%
Flight and accommodation (room only)	24.5%	25.7%
Flight and accommodation (B&B)	5.2%	8.0%
Flight and accommodation (half board)	15.1%	20.4%
Flight and accommodation (full board)	4.7%	4.3%
Flight and accommodation (all inclusive)	44.4%	32.8%
% Tourists using low-cost airlines	50.4%	48.7%
Other expenses in their place of residence:		
- Car rental	13.5%	11.8%
- Sporting activities	6.0%	5.3%
- Excursions	6.0%	5.7%
- Trip to other islands	1.0%	1.6%

How do they book? 🧑

	With children	Total
Accommodation booking		
Tour Operator	43.1%	42.3%
- Tour Operator's website	81.1%	78.8%
Accommodation	17.0%	14.7%
- Accommodation's website	84.8%	83.5%
Travel agency (High street)	20.1%	20.5%
Online Travel Agency (OTA)	15.8%	16.5%
No need to book accommodation	3.9%	6.0%

Flight booking 🧑

	With children	Total
Tour Operator	46.1%	44.6%
- Tour Operator's website	78.4%	76.3%
Airline	25.2%	24.8%
- Airline's website	96.7%	96.2%
Travel agency (High street)	18.2%	19.1%
Online Travel Agency (OTA)	10.5%	11.5%

Where do they stay? 🏠

	With children	Total
5* Hotel	7.6%	7.1%
4* Hotel	40.2%	39.6%
1-2-3* Hotel	13.6%	14.6%
Apartment	34.2%	31.5%
Property (privately-owned, friends, family)	3.0%	4.6%
Others	1.3%	2.6%

Who are they? 👁

	With children	Total
Gender		
Percentage of men	48.0%	48.5%
Percentage of women	52.0%	51.5%

	With children	Total
Age		
Average age (tourists > 16 years old)	41.5	46.3
Standard deviation	8.6	15.3

	With children	Total
Age range (> 16 years old)		
16-24 years old	1.4%	8.2%
25-30 years old	6.3%	11.1%
31-45 years old	66.1%	29.1%
46-60 years old	22.4%	30.9%
Over 60 years old	3.7%	20.7%

	With children	Total
Occupation		
Business owner or self-employed	32.4%	23.1%
Upper/Middle management employee	43.7%	36.1%
Auxiliary level employee	15.8%	15.5%
Students	1.2%	5.1%
Retired	3.4%	18.0%
Unemployed / unpaid dom. work	3.5%	2.2%

	With children	Total
Annual household income level		
€12,000 - €24,000	10.4%	17.8%
€24,001 - €36,000	14.8%	19.4%
€36,001 - €48,000	16.1%	16.9%
€48,001 - €60,000	15.6%	14.6%
€60,001 - €72,000	11.1%	9.5%
€72,001 - €84,000	7.8%	6.0%
More than €84,000	24.1%	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.

Which island do they choose?



Tourists (> 16 years old)	Canary Islands	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with children	2,363,876	452,781	360,704	504,514	1,012,240	25,599
- Share by islands	100%	19.2%	15.3%	21.3%	42.8%	1.1%
Total tourists	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 travelling with children	18.0%	19.4%	18.8%	13.8%	20.7%	11.6%

Who do they come with?



Why do they choose the Canary Islands?



	With children	Total
Unaccompanied	0.0%	9.1%
Only with partner	0.0%	47.6%
Only with children (under the age of 13)	8.4%	1.5%
Partner + children (under the age of 13)	65.7%	11.8%
Other relatives	5.6%	6.0%
Friends	0.5%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽¹⁾	19.8%	17.5%

Aspects influencing the choice	With children	Total
Climate/sun	92.0%	89.8%
Suitable destination for children	35.2%	7.5%
Beaches	34.1%	34.5%
Tranquillity/rest/relaxation	27.1%	36.6%
Scenery	18.2%	21.9%
Visiting new places	13.4%	14.6%
Security	11.9%	11.1%
Price	11.8%	12.7%
Ease of travel	8.0%	8.9%
Theme parks	6.5%	3.0%
Quality of the environment	5.7%	6.5%
Active tourism	3.0%	5.1%
Culture	2.1%	2.6%
Nautical activities	1.8%	2.2%
Shopping	1.8%	2.6%
Nightlife/fun	1.1%	3.8%

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

How do they rate the destination?



Impression of their stay	With children	Total
Good or very good (% tourists)	94.0%	94.1%
Average rating (scale 1-10)	8.91	8.90

* Multi-choice question

How many are loyal to the destination?

Repeat tourists of the Canary Islands	With children	Total
Repeat tourists	76.8%	77.3%
In love (at least 10 previous visits)	10.0%	16.1%

What did motivate them to come?



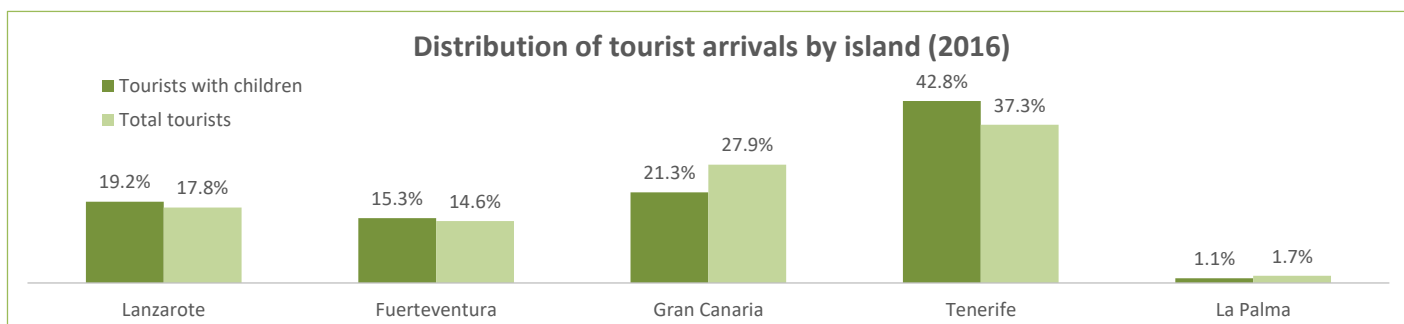
Aspects motivating the choice	With children	Total
Previous visits to the Canary Islands		64.1%
Recommendation by friends or relatives		34.5%
The Canary Islands television channel		0.3%
Other television or radio channels		0.8%
Information in the press/magazines/books		3.8%
Attendance at a tourism fair		0.5%
Tour Operator's brochure or catalogue		8.0%
Recommendation by Travel Agency		9.7%
Information obtained via the Internet		25.8%
IMSERSO holidays		0.2%
Others		6.1%

* Multi-choice question

Where are they from?



Ten main source markets	Share	Absolute
United Kingdom	36.4%	860,511
Germany	14.2%	335,686
Spanish Mainland	13.3%	314,103
France	4.7%	110,858
Sweden	4.7%	110,759
Netherlands	4.6%	109,546
Ireland	4.0%	95,035
Italy	2.3%	54,400
Belgium	2.2%	51,398
Norway	2.1%	49,272



Source: ISTAC (Encuesta sobre el Gasto Turístico). Profile of tourist who visited Canary Islands with children.

(1) Combination of some groups previously analyzed. In the first column there is at least one child under the age of 16 in the group.

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