

How many are they and how much do they spend?



	With children	Total
Tourist arrivals (> 16 years old) ⁽¹⁾	2,569,980	13,852,616
Average daily expenditure (€)	121.32	140.18
. in their place of residence	93.27	101.15
. in the Canary Islands	28.05	39.03
Average length of stay	8.63	9.17
Turnover per tourist (€)	980	1,155
Total turnover (> 16 years old) (€m)	2,519	15,999
Share of total tourist	18.6%	100%
Share of total turnover	15.7%	100%

% tourists who pay in the Canary Islands:

Accommodation:

- Accommodation	11.9%	13.5%
- Additional accommodation expenses	6.7%	6.3%

Transport:

- Public transport	11.1%	14.5%
- Taxi	22.7%	21.2%
- Car rental	23.0%	19.4%

Food and drink:

- Food purchases at supermarkets	58.3%	55.0%
- Restaurants	53.1%	57.3%

Souvenirs:

	59.4%	53.3%
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Leisure:

- Organized excursions	22.0%	17.7%
- Leisure, amusement	16.7%	8.4%
- Trip to other islands	2.1%	2.3%
- Sporting activities	7.5%	6.1%
- Cultural activities	4.8%	4.4%
- Discos and disco-pubs	3.3%	6.1%

Others:

- Wellness	5.1%	4.9%
- Medical expenses	4.6%	4.0%
- Other expenses	10.3%	9.6%



+9%
TOURISTS*
2,569,980



0%
TRAVEL EXPENSES
€980



+9%
TURNOVER
€2,519 MILL

What do they book at their place of residence?



	With children	Total
Flight only	6.5%	9.3%
Flight and accommodation (room only)	25.2%	26.9%
Flight and accommodation (B&B)	6.4%	8.3%
Flight and accommodation (half board)	14.5%	19.3%
Flight and accommodation (full board)	4.3%	4.4%
Flight and accommodation (all inclusive)	43.0%	31.9%
% Tourists using low-cost airlines	53.1%	50.8%
Other expenses in their place of residence:		
- Car rental	13.8%	12.6%
- Sporting activities	5.8%	5.1%
- Excursions	6.7%	6.2%
- Trip to other islands	1.1%	1.5%

(1) Tourists under the age of 15 (Frontur): 1,992,847

* Tourists over 16 years old.

How do they book?



	With children	Total
Accommodation booking		
Tour Operator	44.1%	42.4%
- Tour Operator's website	82.1%	80.6%
Accommodation	17.2%	14.6%
- Accommodation's website	84.6%	84.0%
Travel agency (High street)	18.2%	19.3%
Online Travel Agency (OTA)	16.1%	17.3%
No need to book accommodation	4.4%	6.4%

	With children	Total
Flight booking		
Tour Operator	46.5%	44.8%
- Tour Operator's website	79.6%	78.6%
Airline	26.1%	25.8%
- Airline's website	96.9%	97.3%
Travel agency (High street)	16.8%	18.0%
Online Travel Agency (OTA)	10.6%	11.4%

How far in advance do they book their trip?



	With children	Total
The same day they leave	0.4%	0.5%
Between 2 and 7 days	4.2%	5.9%
Between 8 and 15 days	4.7%	7.4%
Between 16 and 30 days	9.3%	13.4%
Between 31 and 90 days	31.1%	34.6%
More than 90 days	50.2%	38.3%

Who are they?



	With children	Total
Gender		
Men	47.7%	48.1%
Women	52.3%	51.9%

Age

Average age (tourists > 16 years old)	42.2	46.9
Standard deviation	9.0	15.5

Age range (> 16 years old)

16-24 years old	1.7%	8.4%
25-30 years old	5.1%	10.2%
31-45 years old	64.3%	27.9%
46-60 years old	24.5%	31.7%
Over 60 years old	4.5%	21.8%

Occupation

Business owner or self-employed	33.4%	23.8%
Upper/Middle management employee	41.7%	35.2%
Auxiliary level employee	16.5%	15.3%
Students	1.4%	5.0%
Retired	4.0%	18.6%
Unemployed / unpaid dom. work	3.0%	2.1%

Annual household income level

€12,000 - €24,000	11.4%	17.9%
€24,001 - €36,000	15.8%	19.3%
€36,001 - €48,000	14.7%	16.1%
€48,001 - €60,000	16.0%	15.1%
€60,001 - €72,000	10.1%	9.3%
€72,001 - €84,000	8.5%	6.3%
More than €84,000	23.6%	16.0%

Which island do they choose?

Tourists (> 16 years old)	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists travelling with children	2,569,980	521,617	385,925	605,896	1,023,664	26,155
- Share by islands	100%	20.3%	15.0%	23.6%	39.8%	1.0%
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 travelling with children	18.6%	21.0%	19.9%	15.5%	19.9%	9.4%

Where do they stay?

	With children	Total
5* Hotel	8.1%	6.8%
4* Hotel	38.4%	38.4%
1-2-3* Hotel	14.1%	14.4%
Apartment	34.6%	32.4%
Property (privately-owned, friends, family)	3.0%	4.8%
Others	1.9%	3.2%

Who do they come with?

	With children	Total
Unaccompanied	0.0%	8.7%
Only with partner	0.0%	46.8%
Only with children (under the age of 13)	9.1%	1.7%
Partner + children (under the age of 13)	64.0%	11.9%
Other relatives	5.3%	6.0%
Friends	0.6%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽²⁾	20.9%	18.5%

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

How do they rate the Canary Islands?

Opinion on their stay	With children	Total
Good or very good (% tourists)	94.5%	94.0%
Average rating (scale 1-10)	8.98	8.92

How many are loyal to the Canary Islands?

Repeat tourists	With children	Total
At least 1 previous visit	76.5%	77.3%
At least 10 previous visits	10.9%	16.9%

Where are they from?

	Share	Absolute
United Kingdom	39.7%	1,020,047
Germany	13.3%	342,392
Spanish Mainland	11.0%	283,551
Sweden	4.3%	111,389
France	4.2%	107,296
Netherlands	4.1%	104,262
Ireland	3.4%	88,285
Italy	2.4%	62,287
Poland	2.4%	62,264
Others	15.1%	388,208

Why do they choose the Canary Islands?

Aspects influencing the choice	With children	Total
Climate/sun	91.5%	89.8%
Beaches	35.8%	35.1%
Suitable destination for children	34.7%	7.6%
Tranquility/rest/relaxation	28.1%	37.2%
Scenery	17.6%	22.9%
Visiting new places	13.6%	14.7%
Price	11.9%	12.2%
Security	10.5%	9.7%
Ease of travel	8.1%	8.9%
Theme parks	6.4%	3.1%
Quality of the environment	5.8%	6.5%
Active tourism	3.1%	5.4%
Culture	2.3%	2.7%
Shopping	2.1%	2.5%
Nautical activities	2.0%	2.0%
Nightlife/fun	1.1%	3.8%

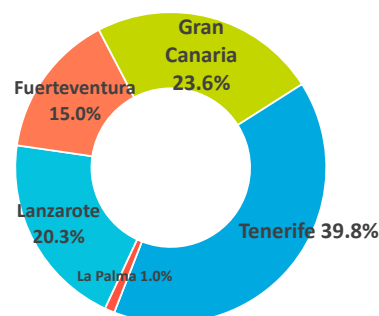
* Multi-choice question

What did motivate them to come?

Prescription sources	With children	Total
Previous visits to the Canary Islands	64.3%	64.9%
Recommendation by friends/relatives	37.8%	35.0%
The Canary Islands television channel	0.3%	0.4%
Other television or radio channels	0.7%	1.0%
Information in press/magazines/books	3.5%	3.8%
Attendance at a tourism fair	0.5%	0.5%
Tour Operator's brochure or catalogue	7.5%	7.2%
Recommendation by Travel Agency	9.4%	9.3%
Information obtained via the Internet	27.1%	25.5%
Senior Tourism programme	0.0%	0.2%
Others	4.7%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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

(2) 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.