

Study on the perception of safety of families with children in tourist accommodations

The Fun Lab

June 2022

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Introduction

This study has been conducted by [The Fun Lab](#), a consultancy and project engineering firm specializing in leisure and family tourism, and an official inspection entity accredited by ENAC for the certification of water parks, in collaboration with [KID'S CLUSTER](#), a non-profit organization whose mission is to create new opportunities for the development of products and services that meet the real needs of children and their environment, fostering their holistic education.

The [aim of this study is to understand families' perceptions and opinions regarding safety in tourist accommodations](#), in order to help the industry improve its offerings, increase user confidence, and enhance the overall experience of traveling with children. Additionally, as a complementary aspect, we have used the interviews to gain further insights into their perceptions.



Description of the study

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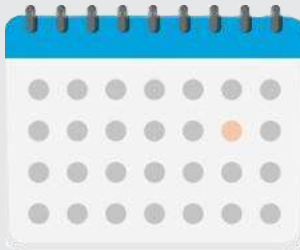
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Sample and profile

113 parents belonging to traveling families



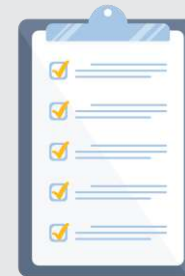
Date

From 2 to 30 May



Country

Spain

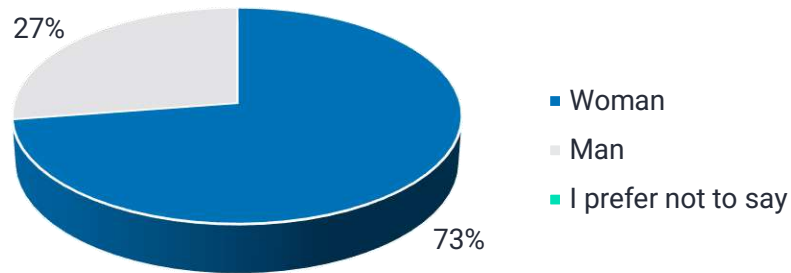


Type of study

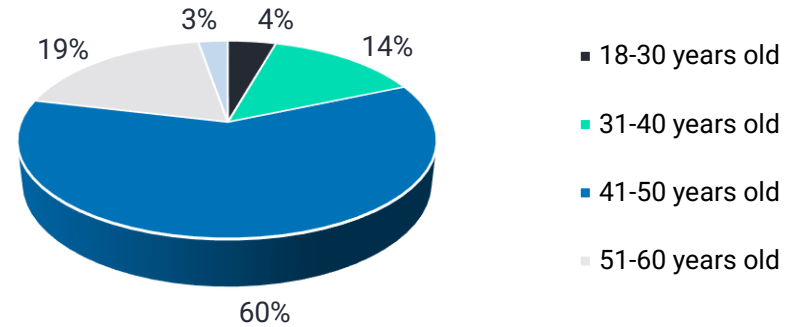
Based on 113 surveys

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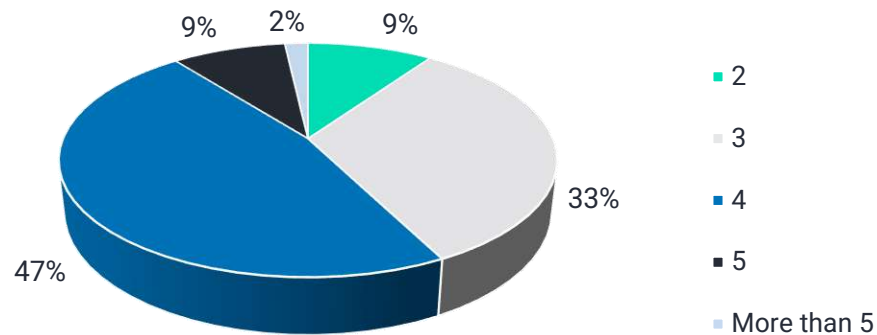
Demographic data



Sex



Age range



Number of family members



Results

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Block 1

Family trips

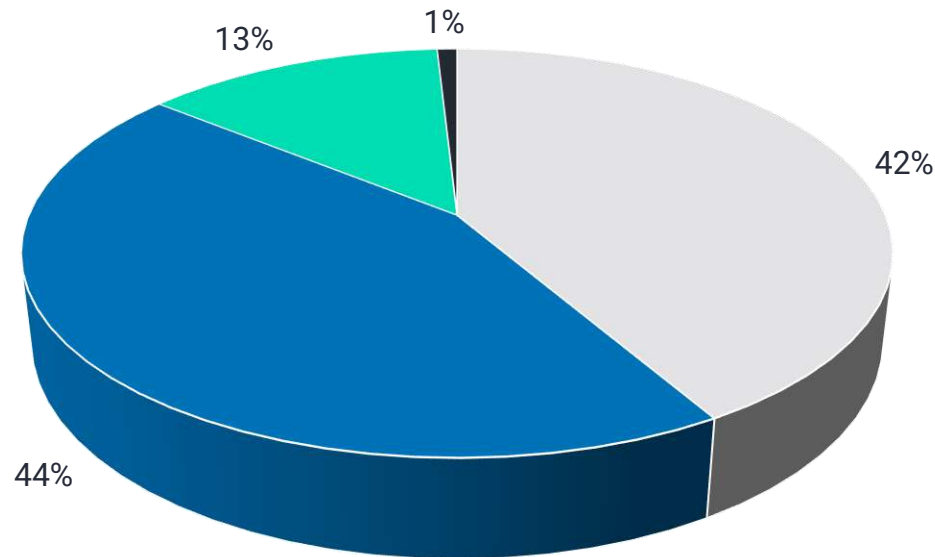


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Question 1

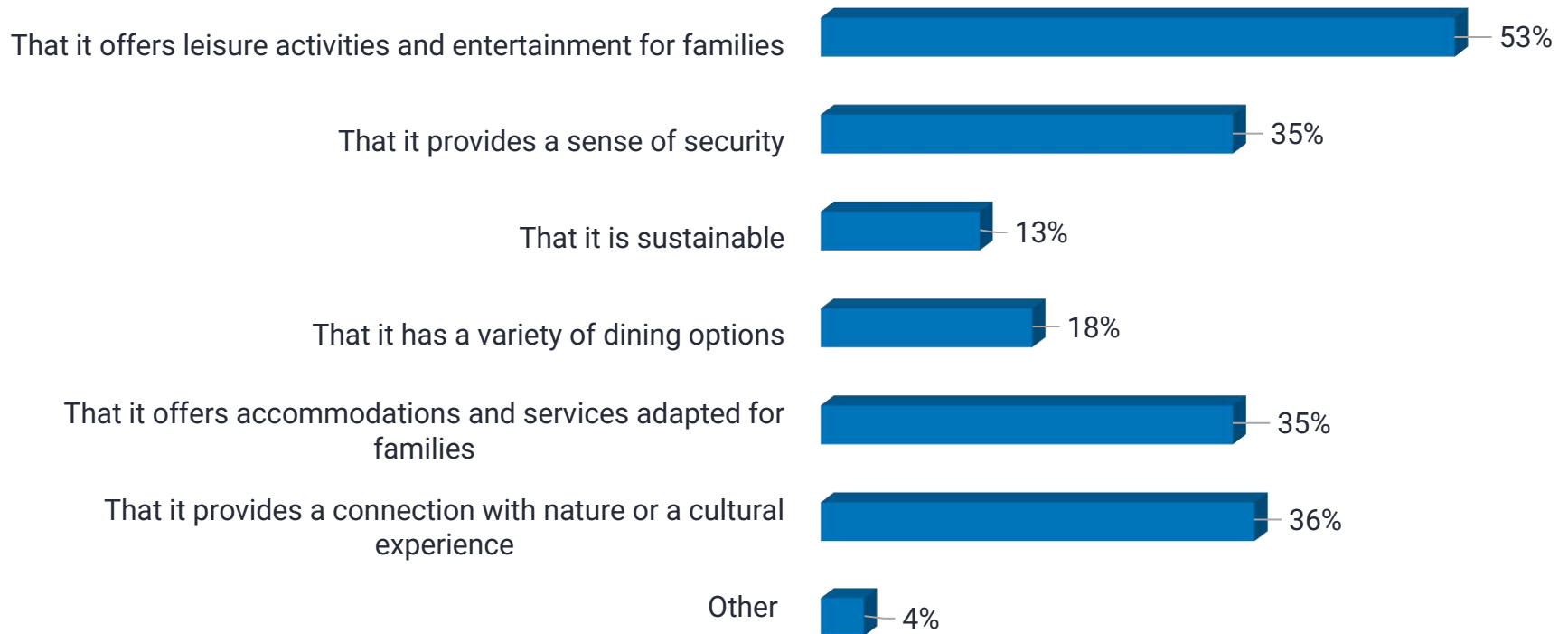
Do you plan to go on vacation this year?



- Yes, I am currently planning my trip or have already planned it.
- Yes, but I haven't planned my trip yet.
- I don't know, I'm still considering it.
- No, I'm not going.

Question 2

What essential requirements do you consider when choosing a destination for your family vacation?



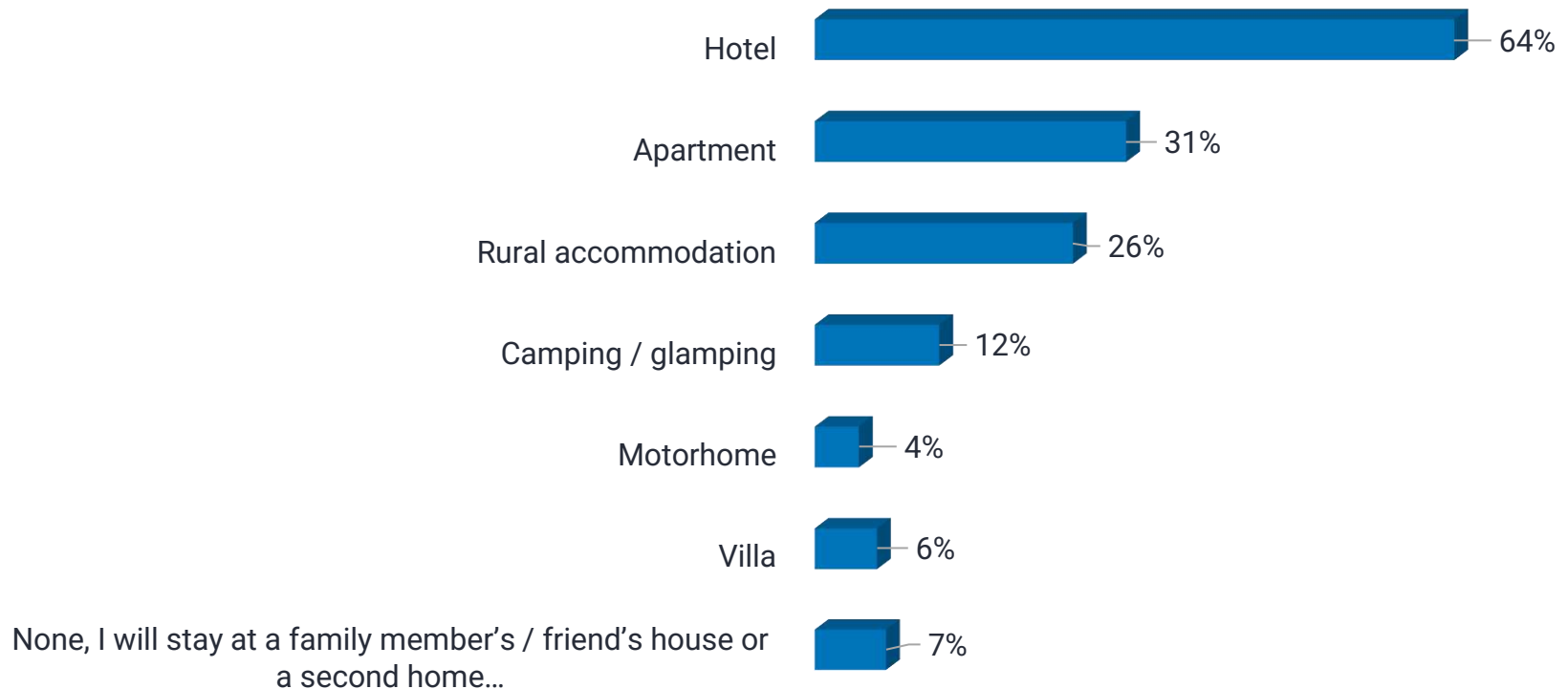
→As other requirements, travelling families consider nightlife relevant.

Sample: 113 responses

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Question 3

What type of accommodation would you like to book for your next vacation?

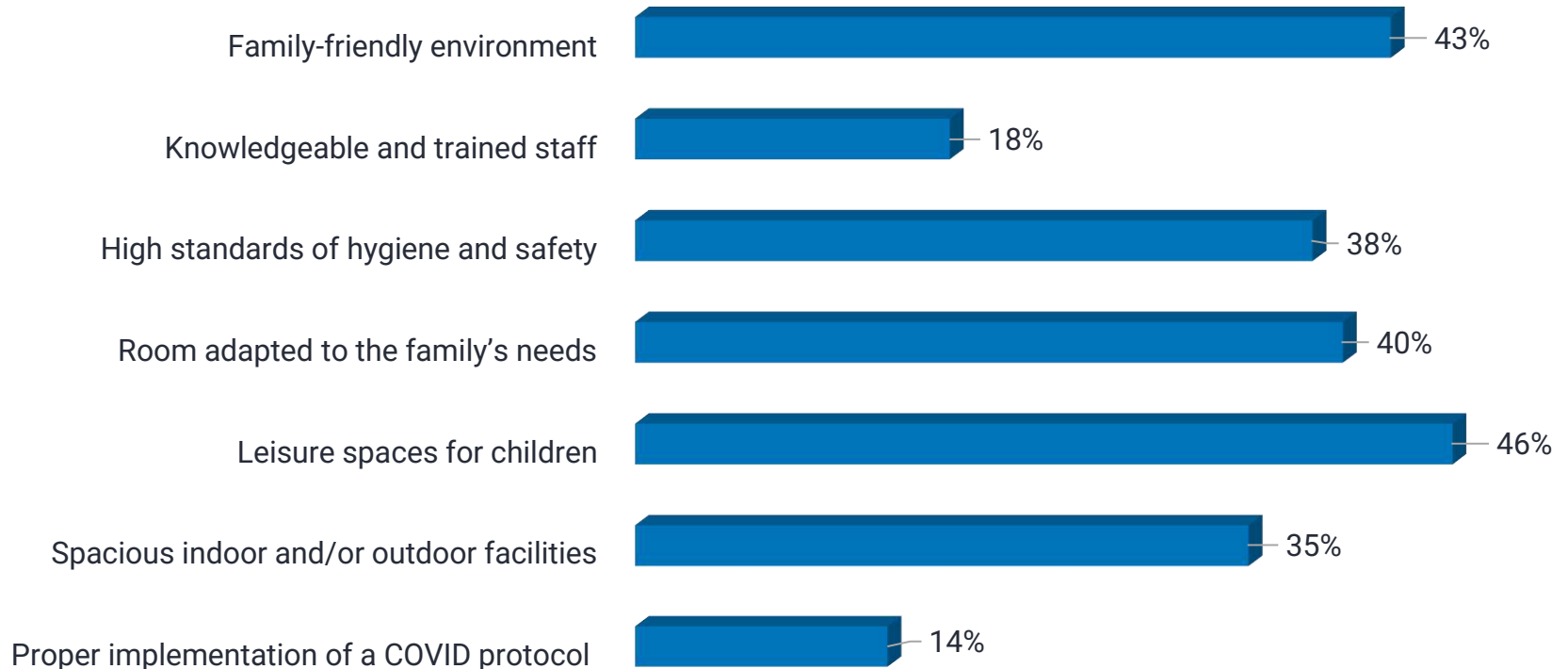


Sample: 113 responses

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Question 4

What accommodation features do you consider necessary for a comfortable experience when traveling with children?



Sample: 113 responses

Block 2

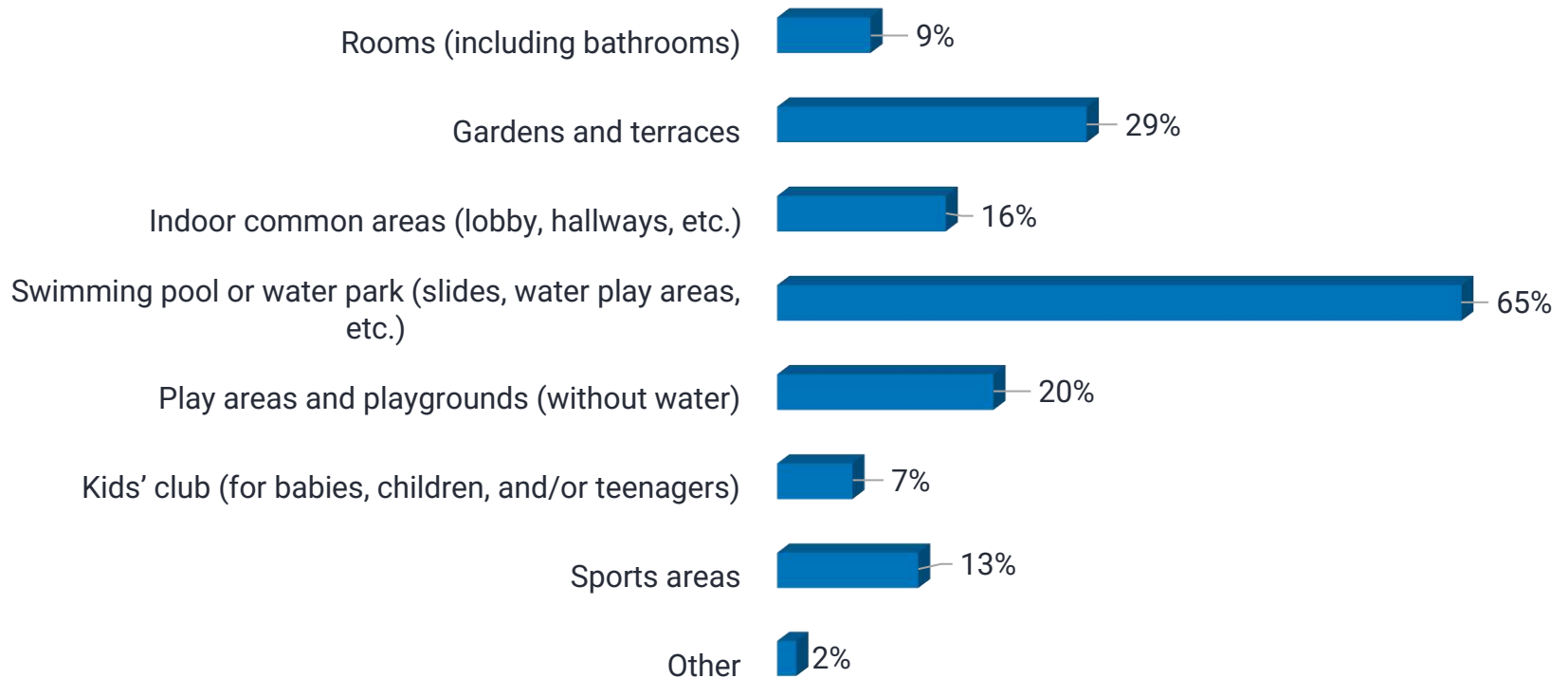
On-site security

This section focuses on issues related to the perception of safety when staying in tourist accommodations such as hotels, resorts, and/or campsites that offer a wide range of services and facilities.



Question 5

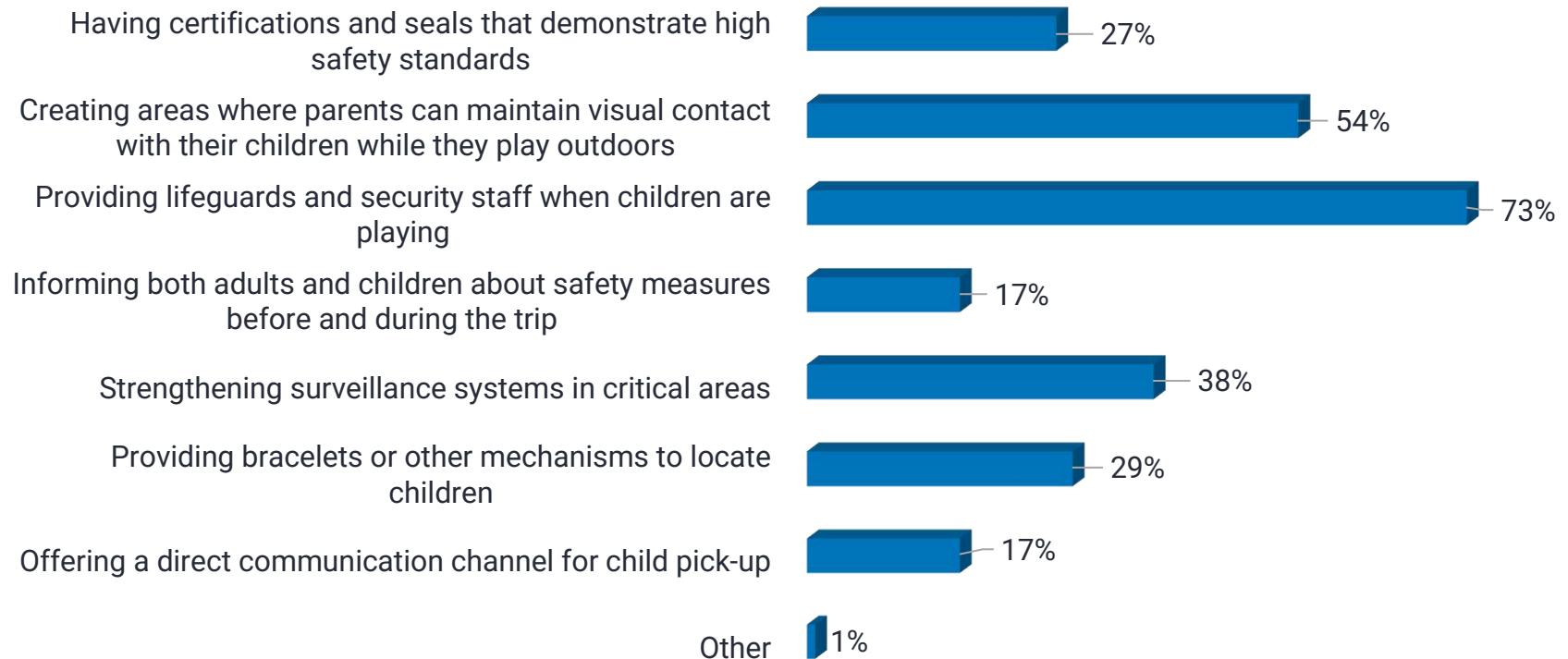
Which areas of a tourist accommodation do you perceive as the least safe for children?



→Other areas that traveling families identify as less safe in accommodation include kitchens.

Question 6

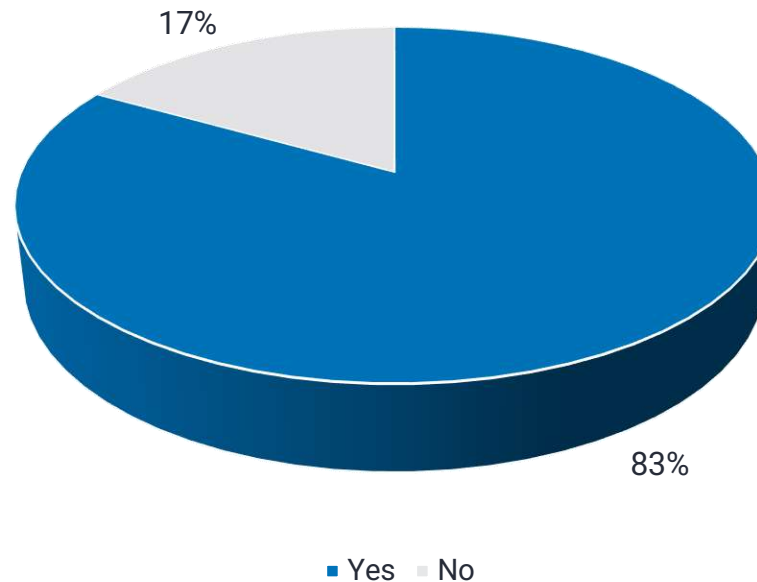
What can the establishment do to make your stay feel safer for your family?



→As other requirements, travelling families consider that they would perceive a safer stay if the establishments had a child safety certificate.

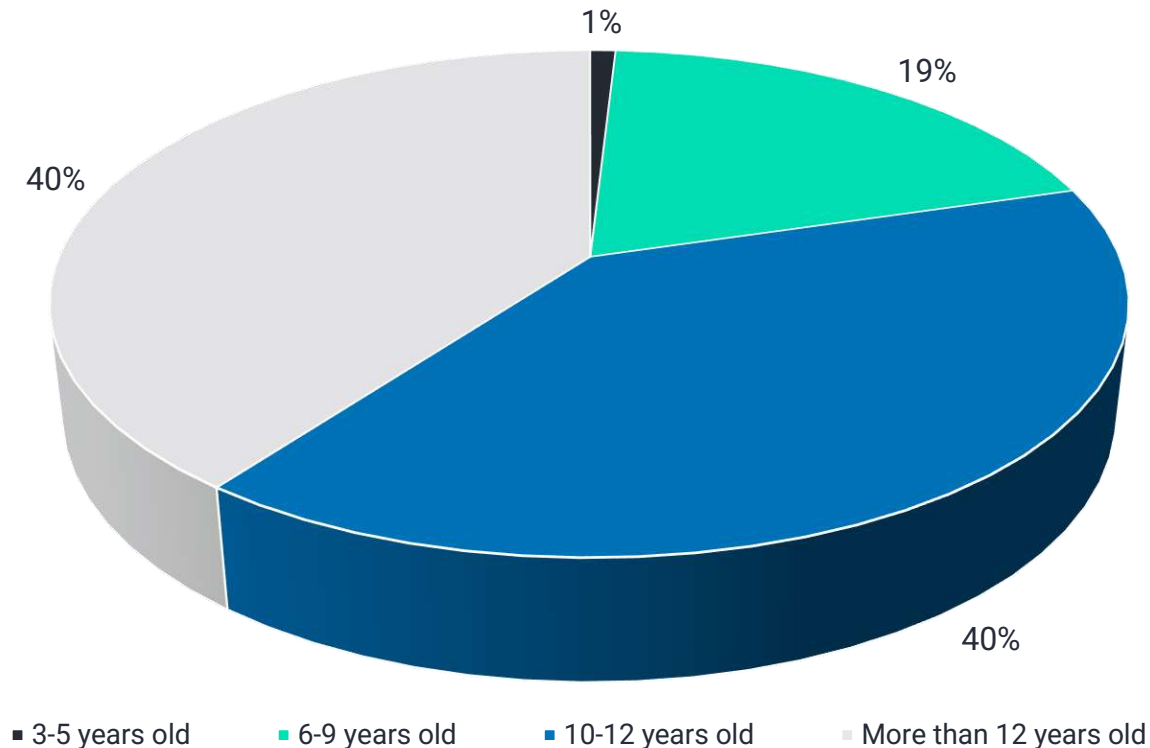
Question 7

Would you be willing to pay more for your stay in exchange for the implementation of additional safety measures by the tourist accommodation for the benefit of guests?



Question 8

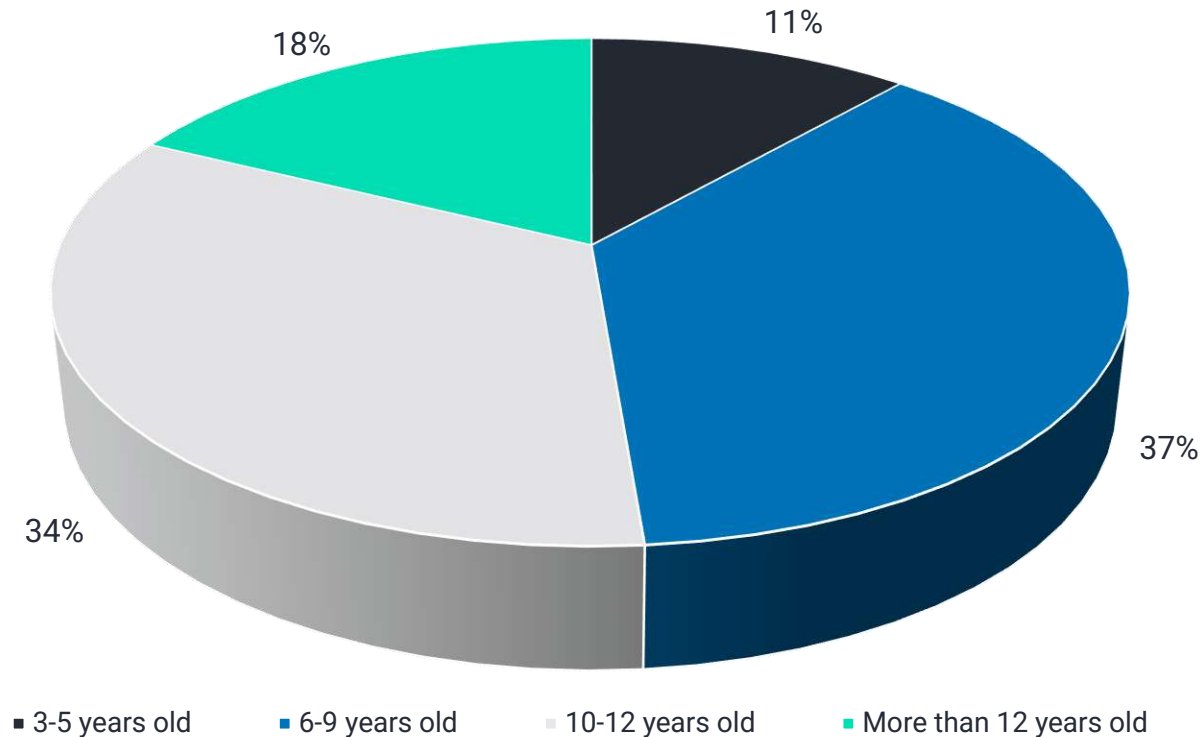
At what age would you allow your children to play or move around alone in the common areas of the tourist accommodation?



Sample: 113 responses

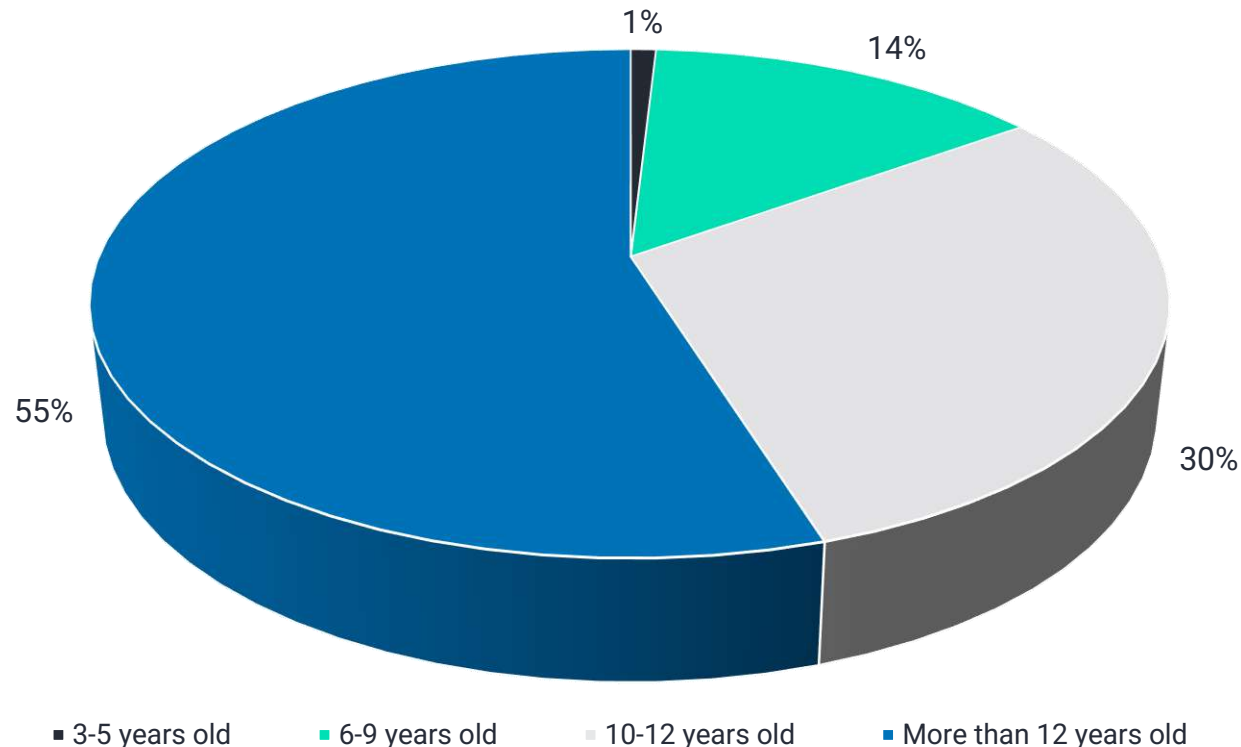
Question 9

And if you were certain that there were strict security measures and controlled access to and from the premises?



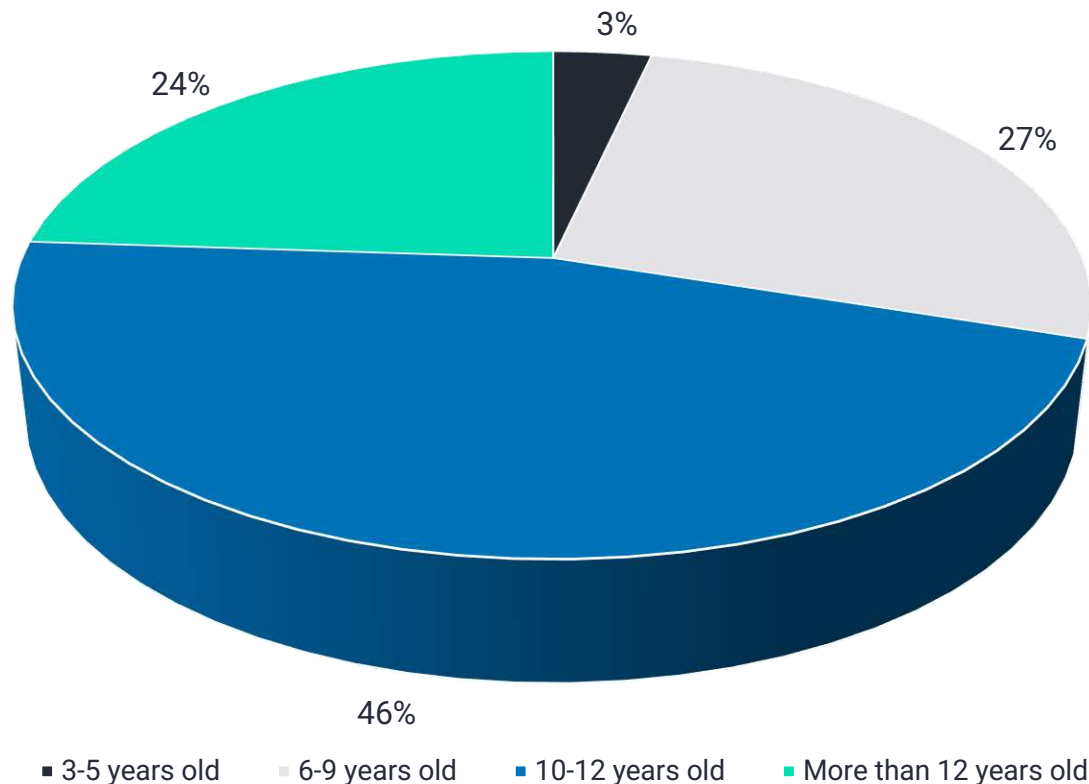
Question 10

At what age would you allow your children to play alone in the swimming pools or water play areas of the tourist accommodation?



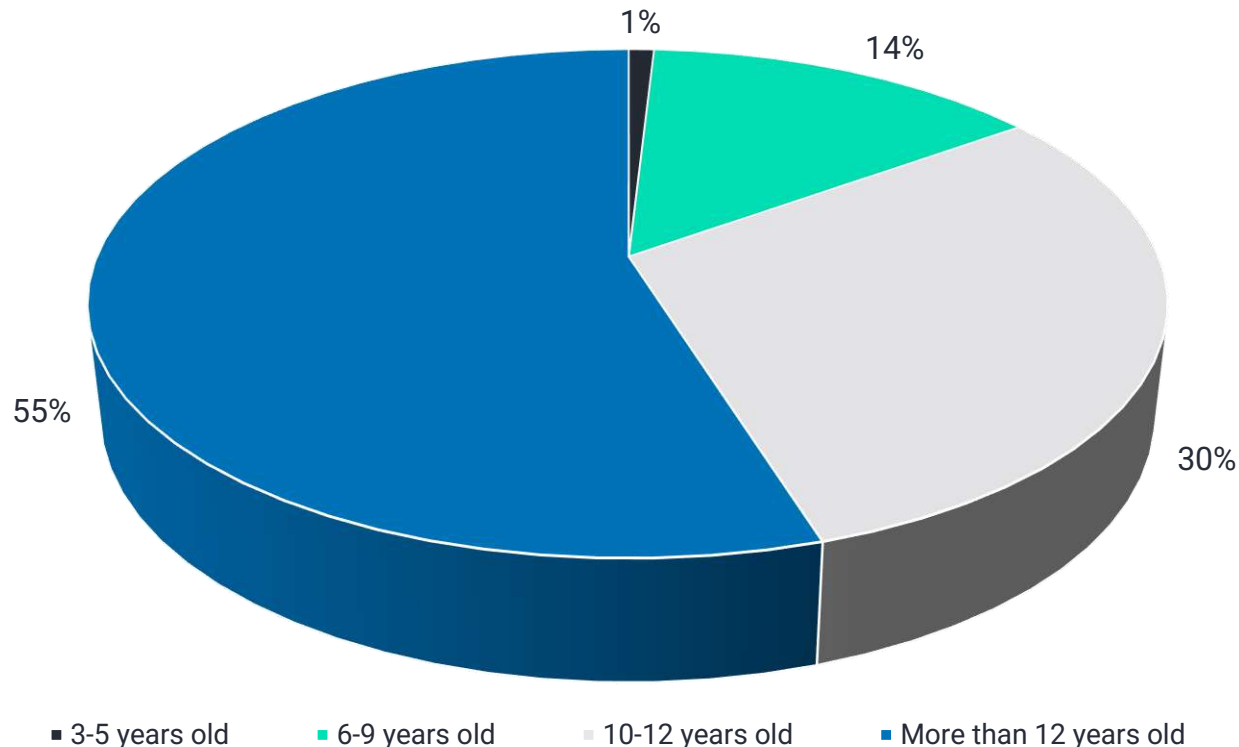
Question 11

And in these same pool or water play areas, if there were a lifeguard or supervisors watching?



Question 12

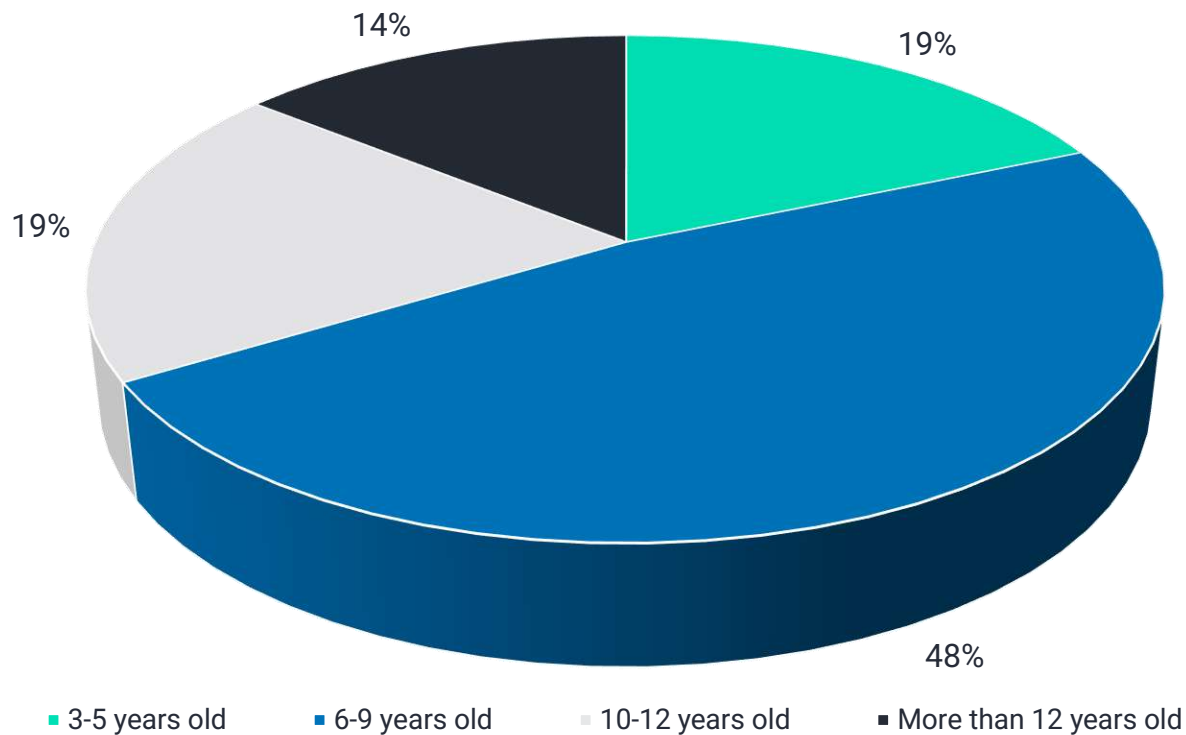
At what age would you allow your children to play alone in the playground areas (without water) of the tourist accommodation?



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Question 13

And in these same areas, if there were supervisors watching?



Sample: 113 responses



Conclusions

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Conclusions

- Children's leisure spaces (46%) are seen by surveyed families as the key factor in creating a comfortable experience when traveling with kids...
- ...However, at the same time, pool areas or water parks (slides, water play areas, etc.) are, by far, perceived as the least safe areas for children in a tourist accommodation (65%).
- Significantly, families are overwhelmingly willing to pay more for their stay in exchange for the implementation of additional safety measures by the tourist accommodation (83%).

Conclusions

- Strengthening lifeguard staffing and creating areas where parents can maintain visual contact with their children while they play are the two main measures that establishments should consider to enhance parents' sense of security.
- The age at which parents would allow their children to move and/or play alone in different areas of the hotel drops significantly when reinforced security measures and/or on-site supervision are in place.
- Overall, most parents would allow their children to move and/or play alone in the common and leisure areas of a tourist accommodation once they reach the age of 10 or older.

Study partners

This project has been carried out with the collaboration and contributions of KID'S CLUSTER and two of its member companies, specialists in the children's sector.

The logo for KID'S CLUSTER, featuring the words "KID'S" and "CLUSTER" in a bold, orange, sans-serif font, stacked vertically.

KID'S
CLUSTER

The logo for Qualla KIDS PICKUP SYSTEM family, featuring a stylized red and white dog head icon to the left of the word "Qualla" in a red, cursive font. Below "Qualla" are the words "KIDS PICKUP SYSTEM" in a small, black, sans-serif font, and "family" in a red, lowercase, sans-serif font.

 **Qualla**
KIDS PICKUP SYSTEM
family

The logo for THE ONION INSIDE, featuring the words "THE ONION" in a black, sans-serif font above the word "INSIDE" in a bold, black, sans-serif font, which is set against a yellow rectangular background.

THE ONION
INSIDE

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The rights to this studio belong to The Fun Lab, as well as to our collaborator KID'S CLUSTER.

Recommendation for your citation: "Study on the perception of safety of families with children in tourist accommodation". The Fun Lab & KID'S CLUSTER. June 2022".

We remain at the full disposal of any organization, professional or company that wants more information about the study, as well as for a possible collaboration as part of the initiative or its actions.

You can contact us at: hola@thefunlab.es | 623 035 584

Contact

hola@thefunlab.es

www.thefunlab.es/en/home/

623 035 584



Madrid · Valencia · Cancun · Muğla (Turkey)

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