

## TOURIST PROFILE BY ISLAND OF STAY (2022)

## SWITZERLAND

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



	LZ	FUE	GC	TFE	LP
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR)</b>	<b>n.a.</b>	<b>n.a.</b>	<b>n.a.</b>	<b>n.a.</b>	<b>n.a.</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>14,320</b>	<b>19,406</b>	<b>45,216</b>	<b>51,304</b>	<b>4,290</b>
- book holiday package	4,001	9,243	17,923	14,648	929
- do not book holiday package	10,320	10,163	27,293	36,656	3,361
- % tourists who book holiday package	27.9%	47.6%	39.6%	28.6%	21.6%



## % TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
<b>Expenditure per tourist (€)</b>	--	<b>1,835</b>	<b>1,731</b>	<b>1,547</b>	--
- book holiday package	--	1,913	1,943	1,869	--
- holiday package	--	1,768	1,602	1,542	--
- others	--	145	341	327	--
- do not book holiday package	--	1,765	1,592	1,418	--
- flight	--	508	473	400	--
- accommodation	--	804	585	533	--
- others	--	453	534	486	--
<b>Average lenght of stay</b>	--	<b>9.57</b>	<b>9.30</b>	<b>9.79</b>	--
- book holiday package	--	8.99	9.74	8.66	--
- do not book holiday package	--	10.09	9.00	10.24	--
<b>Average daily expenditure (€)</b>	--	<b>201.5</b>	<b>206.7</b>	<b>181.9</b>	--
- book holiday package	--	214.6	212.0	227.1	--
- do not book holiday package	--	189.7	203.2	163.8	--
<b>Total turnover (&gt; 15 years old) (€m)</b>	--	<b>36</b>	<b>78</b>	<b>79</b>	--
- book holiday package	--	18	35	27	--
- do not book holiday package	--	18	43	52	--

## Where did they spend their main holiday last year?\*

	LZ	FUE	GC	TFE	LP
Didn't have holidays	--	15.0%	22.4%	19.0%	--
Canary Islands	--	17.2%	17.4%	17.2%	--
Other destination	--	67.9%	60.3%	63.8%	--

## What other destinations did they consider for this trip?\*

	LZ	FUE	GC	TFE	LP
None (I was clear about "this Canary Island")	--	34.0%	26.2%	35.2%	--
Canary Islands (other island)	--	19.6%	27.8%	18.8%	--
Other destination	--	46.4%	46.0%	46.0%	--

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

## Importance of each factor in the destination choice

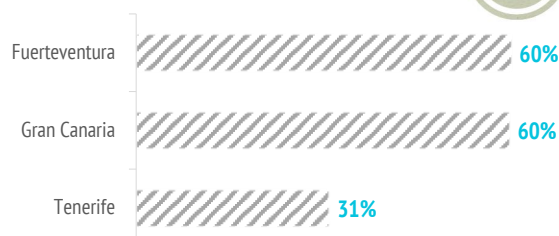


	LZ	FUE	GC	TFE	LP
Climate	--	66.5%	78.9%	72.3%	--
Sea	--	64.4%	62.8%	51.2%	--
Safety	--	49.8%	54.5%	45.5%	--
Beaches	--	60.1%	59.8%	31.0%	--
Tranquility	--	41.8%	45.1%	43.9%	--
Landscapes	--	25.5%	29.7%	49.3%	--
Effortless trip	--	36.7%	41.1%	40.2%	--
Accommodation supply	--	37.7%	41.5%	32.6%	--
European belonging	--	15.6%	39.1%	39.6%	--
Gastronomy	--	23.7%	34.4%	33.3%	--
Environment	--	23.0%	25.5%	32.4%	--
Price	--	25.9%	29.6%	29.9%	--
Authenticity	--	19.6%	18.2%	24.3%	--
Fun possibilities	--	20.9%	19.1%	20.4%	--
Hiking trail network	--	6.1%	7.1%	11.9%	--
Shopping	--	7.9%	14.2%	8.3%	--
Exoticism	--	7.2%	8.6%	9.5%	--
Nightlife	--	4.3%	11.8%	8.2%	--
Historical heritage	--	5.8%	5.8%	6.1%	--
Culture	--	4.2%	6.4%	6.5%	--

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

## % TOURISTS WHO CHOOSE BEACHES



## What is the main motivation for their holidays?



	LZ	FUE	GC	TFE	LP
Rest	--	47.4%	56.2%	35.8%	--
Enjoy family time	--	9.3%	9.7%	14.4%	--
Have fun	--	7.2%	11.0%	4.7%	--
Explore the destination	--	17.7%	18.1%	36.8%	--
Practice their hobbies	--	14.2%	3.0%	5.3%	--
Other reasons	--	4.0%	2.1%	3.0%	--

## How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day	--	--	2.2%	0.7%	--
Between 1 and 30 days	--	31.3%	29.1%	25.1%	--
Between 1 and 2 months	--	27.6%	26.6%	29.3%	--
Between 3 and 6 months	--	29.2%	29.5%	31.4%	--
More than 6 months	--	11.9%	12.7%	13.5%	--

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#### What channels did they use to get information about the trip?

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	38.0%	41.3%	44.0%	--
Friends or relatives	--	21.5%	31.0%	32.7%	--
Internet or social media	--	57.0%	44.2%	65.0%	--
Mass Media	--	0.0%	0.7%	2.9%	--
Travel guides and magazines	--	4.3%	6.0%	14.0%	--
Travel Blogs or Forums	--	10.6%	4.0%	7.1%	--
Travel TV Channels	--	0.0%	0.5%	0.5%	--
Tour Operator or Travel Agency	--	16.1%	13.5%	11.7%	--
Public administrations or similar	--	0.0%	0.0%	0.3%	--
Others	--	1.9%	2.7%	4.9%	--

\* Multi-choice question

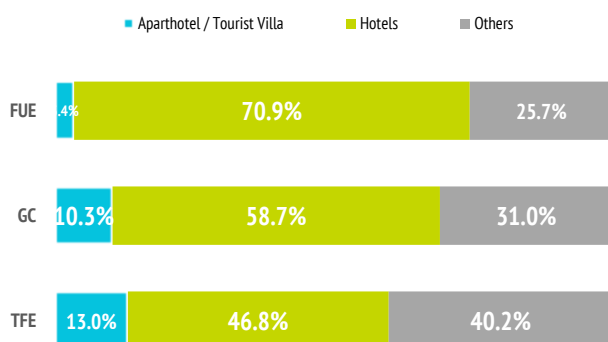
#### With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
<b>Flight</b>					
- Directly with the airline	--	48.7%	57.4%	71.8%	--
- Tour Operator or Travel Agency	--	51.3%	42.6%	28.2%	--
<b>Accommodation</b>					
- Directly with the accommodation	--	39.8%	40.1%	52.3%	--
- Tour Operator or Travel Agency	--	60.2%	59.9%	47.7%	--

#### Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	11.0%	4.6%	4.9%	--
4* Hotel	--	50.7%	37.4%	20.9%	--
5* Hotel / 5* Luxury Hotel	--	9.2%	16.7%	21.0%	--
Aparthotel / Tourist Villa	--	3.4%	10.3%	13.0%	--
House/room rented in a private dwelling	--	4.7%	8.3%	13.7%	--
Private accommodation (1)	--	3.4%	8.0%	11.2%	--
Others (Cottage, cruise, camping,...)	--	17.5%	14.7%	15.3%	--

(1) Own property / House of friends or relatives / Free housing exchange / Other private accommodation.



#### What do they book?

	LZ	FUE	GC	TFE	LP
Room only	--	22.0%	25.7%	33.8%	--
Bed and Breakfast	--	8.5%	21.0%	26.7%	--
Half board	--	32.4%	33.4%	23.2%	--
Full board	--	9.4%	4.2%	5.1%	--
All inclusive	--	27.6%	15.7%	11.2%	--

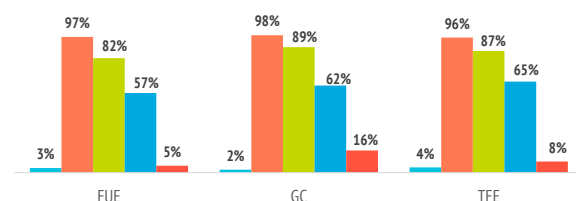
#### Other expenses

	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	47.1%	71.5%	77.3%	--
Supermarkets	--	51.7%	51.4%	59.7%	--
Car rental	--	32.6%	21.7%	60.0%	--
Organized excursions	--	16.9%	18.5%	26.4%	--
Taxi, transfer, chauffeur service	--	44.5%	54.7%	32.9%	--
Theme Parks	--	3.8%	3.4%	21.5%	--
Sport activities	--	16.1%	8.8%	10.1%	--
Museums	--	1.1%	2.0%	6.6%	--
Flights between islands	--	6.2%	4.8%	6.4%	--

#### Activities in the Canary Islands

	LZ	FUE	GC	TFE	LP
Outdoor time per day					
0 hours	--	3.2%	2.1%	3.7%	--
1 - 2 hours	--	15.1%	8.5%	9.6%	--
3 - 6 hours	--	24.9%	27.3%	21.8%	--
7 - 12 hours	--	51.8%	46.3%	57.0%	--
More than 12 hours	--	4.9%	15.7%	7.9%	--

0 hours More than 1 hour More than 3 hours More than 7 hours More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	--	84.5%	79.6%	75.7%	--
Walk, wander	--	50.8%	45.9%	71.1%	--
Explore the island on their own	--	42.1%	41.6%	65.2%	--
Swimming pool, hotel facilities	--	48.8%	46.9%	51.2%	--
Taste Canarian gastronomy	--	14.2%	21.2%	36.7%	--
Hiking	--	17.6%	8.9%	20.8%	--
Theme parks	--	5.2%	11.9%	28.1%	--
Organized excursions	--	11.0%	11.8%	22.1%	--
Sea excursions / whale watching	--	12.6%	13.9%	21.4%	--
Nightlife / concerts / shows	--	13.0%	19.0%	15.9%	--
Other Nature Activities	--	13.2%	8.8%	11.6%	--
Wineries / markets / popular festivals	--	5.1%	9.0%	11.9%	--
Museums / exhibitions	--	3.5%	6.4%	12.2%	--
Swim	--	4.4%	8.7%	8.0%	--
Surf	--	15.2%	3.3%	6.0%	--
Running	--	5.2%	7.4%	6.2%	--
Practice other sports	--	9.0%	4.0%	9.2%	--
Beauty and health treatments	--	4.6%	7.2%	6.1%	--
Scuba Diving	--	1.4%	6.0%	7.0%	--
Astronomical observation	--	5.8%	1.9%	7.0%	--
Windsurf / Kitesurf	--	4.1%	4.2%	6.1%	--
Cycling / Mountain bike	--	3.9%	6.1%	1.9%	--
Golf	--	1.9%	4.6%	3.4%	--

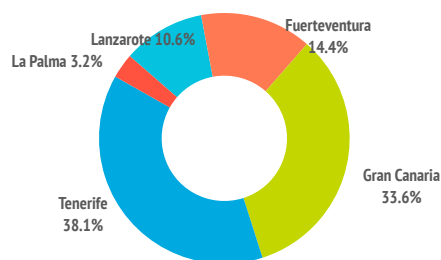
\* Multi-choice question

## TOURIST PROFILE BY ISLAND OF STAY (2022)

### SWITZERLAND



#### Which island do they choose?



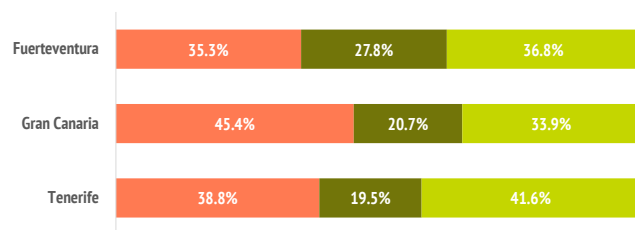
#### How many islands do they visit during their trip?

	LZ	FUE	GC	TFE	LP
One island	--	92.7%	92.4%	90.4%	--
Two islands	--	5.0%	6.3%	9.6%	--
Three or more islands	--	2.2%	1.3%	--	--

#### Sustainable destination

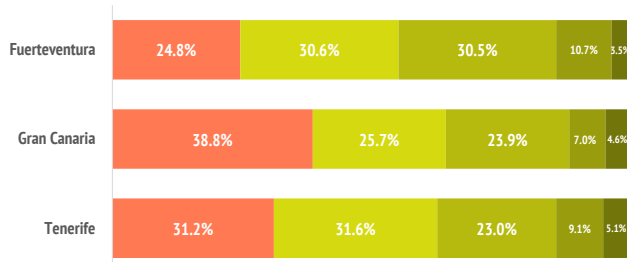
##### When booking a trip, do they tend to choose the most sustainable options?

■ No 
 ■ Yes, even if it means some inconvenience (price, time, hassle, etc) 
 ■ Yes, but only if it is not inconvenient



##### Would they be willing to spend more on travel to reduce their carbon footprint?

■ No 
 ■ Yes, up to 5% more 
 ■ Yes, up to 10% more 
 ■ Yes, up to 20% more 
 ■ Yes, over 20% more



Perception during their stay*	LZ	FUE	GC	TFE	LP
Quality of life on the island	--	7.95	8.18	8.20	--
Tolerance towards tourism	--	8.45	8.61	8.41	--
Cleanliness of the island	--	8.17	7.56	8.03	--
Air quality	--	8.40	8.24	8.22	--
Rational water consumption	--	7.26	7.01	7.13	--
Energy saving	--	6.76	6.36	6.71	--
Use of renewable energy	--	6.88	7.25	6.92	--
Recycling	--	7.25	7.06	7.02	--
Easy to get around by public transport	--	6.40	7.36	6.80	--
Overcrowding in tourist areas	--	5.64	6.45	6.42	--
Supply of local products	--	6.73	7.08	7.47	--

\* Scale 0 - 10 (0 = Not important and 10 = Very important)

#### Which is the most visited place on each island?

##### FUERTEVENTURA



38% PLAYAS DE JANDÍA

##### TENERIFE



59% PARQUE NACIONAL DEL TEIDE

##### GRAN CANARIA



61% DUNAS DE MASPALOMAS

The data refers to % of tourists on each island who have visited the place.

#### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	LZ	FUE	GC	TFE	LP
Average rating	--	8.57	8.59	8.71	--

Experience in the Canary Islands	LZ	FUE	GC	TFE	LP
Worse or much worse than expected	--	4.0%	2.0%	3.4%	--
Lived up to expectations	--	58.8%	58.0%	54.1%	--
Better or much better than expected	--	37.2%	39.9%	42.4%	--

Future intentions (scale 1-10)	LZ	FUE	GC	TFE	LP
Return to the Canary Islands	--	8.26	8.34	8.48	--
Recommend visiting the Canary Islands	--	8.78	8.68	8.75	--

#### How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	--	58.5%	60.1%	56.3%	--
At least 10 previous visits	--	6.0%	15.8%	8.2%	--
Repeat tourists	--	66.8%	65.0%	60.0%	--
At least 10 previous visits	--	12.8%	22.1%	16.0%	--

#### REPEAT TOURIST OF EACH ISLAND

58.5% Fuerteventura

60.1% Gran Canaria

56.3% Tenerife

# TOURIST PROFILE BY ISLAND OF STAY (2022)

## SWITZERLAND

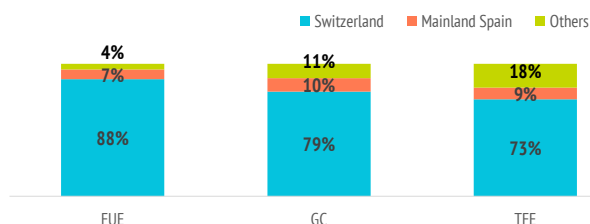


### Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Switzerland	--	88.4%	79.0%	73.2%	--
Mainland Spain	--	7.3%	10.1%	8.8%	--
Italy	--	1.3%	6.3%	6.0%	--
Portugal	--	--	2.4%	5.0%	--
Germany	--	2.9%	1.9%	1.8%	--
France	--	--	--	1.5%	--
Austria	--	--	--	1.6%	--

### SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



### Who do they come with?



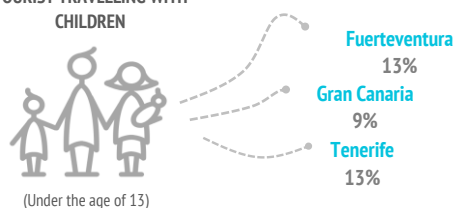
	LZ	FUE	GC	TFE	LP
Unaccompanied	--	17.3%	17.4%	18.0%	--
Only with partner	--	45.9%	48.3%	45.4%	--
Only with children (< 13 years old)	--	6.8%	3.9%	3.9%	--
Partner + children (< 13 years old)	--	2.9%	3.4%	5.8%	--
Other relatives	--	4.7%	5.3%	8.2%	--
Friends	--	12.3%	9.9%	7.1%	--
Work colleagues	--	0.0%	0.3%	0.0%	--
Organized trip	--	0.0%	0.0%	0.0%	--
Other combinations <sup>(1)</sup>	--	10.1%	11.5%	11.6%	--

(1) Different situations have been isolated

<b>Tourists with children</b>	--	<b>13.5%</b>	<b>9.1%</b>	<b>12.6%</b>	--
- Between 0 and 2 years old	--	0.7%	0.3%	0.7%	--
- Between 3 and 12 years old	--	10.9%	8.5%	8.7%	--
- Between 0-2 and 3-12 years	--	1.9%	0.2%	3.1%	--
<b>Tourists without children</b>	--	<b>86.5%</b>	<b>90.9%</b>	<b>87.4%</b>	--
<b>Group composition:</b>					
- 1 person	--	18.2%	20.4%	18.3%	--
- 2 people	--	56.1%	61.6%	54.2%	--
- 3 people	--	12.5%	5.2%	10.9%	--
- 4 or 5 people	--	11.6%	12.0%	13.4%	--
- 6 or more people	--	1.7%	0.8%	3.2%	--
<b>Average group size:</b>	--	<b>2.33</b>	<b>2.17</b>	<b>2.35</b>	--

\*People who share the main expenses of the trip

### TOURIST TRAVELLING WITH CHILDREN



### Who are they?



	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	--	49.0%	58.2%	45.7%	--
Women	--	51.0%	41.8%	54.3%	--
<b>Age</b>					
Average age (tourist > 15 years old)	--	44.1	45.1	41.7	--
Standard deviation	--	15.6	17.0	16.0	--
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	--	12.4%	9.8%	14.1%	--
25 - 30 years old	--	15.9%	17.2%	17.5%	--
31 - 45 years old	--	25.4%	28.0%	29.5%	--
46 - 60 years old	--	29.2%	25.8%	24.4%	--
Over 60 years old	--	17.1%	19.2%	14.5%	--
<b>Occupation</b>					
Salaried worker	--	64.7%	62.9%	59.0%	--
Self-employed	--	6.8%	7.0%	10.0%	--
Unemployed	--	1.0%	0.0%	1.1%	--
Business owner	--	12.5%	13.6%	10.2%	--
Student	--	2.4%	4.2%	5.6%	--
Retired	--	11.5%	9.5%	10.0%	--
Unpaid domestic work	--	1.1%	0.0%	0.5%	--
Others	--	0.0%	2.9%	3.7%	--
<b>Annual household income level</b>					
Less than €25,000	--	2.6%	4.6%	7.3%	--
€25,000 - €49,999	--	10.9%	11.1%	11.3%	--
€50,000 - €74,999	--	16.4%	17.5%	20.1%	--
More than €74,999	--	70.1%	66.7%	61.3%	--
<b>Education level</b>					
No studies	--	0.0%	1.0%	0.9%	--
Primary education	--	2.9%	10.6%	3.3%	--
Secondary education	--	21.9%	19.9%	17.2%	--
Higher education	--	75.2%	68.5%	78.6%	--

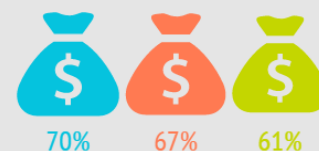


AVERAGE AGE  
(> 15 years old)



### % OF TOURISTS WITH INCOMES OVER €74,999

● Fuerteventura ● Gran Canaria ● Tenerife



### % OF TOURISTS TRAVEL ONLY WITH PARTNER



Source: Encuesta sobre el Gasto Turístico (ISTAC).

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