Tourist profile. Historical data: 2018 - 2022

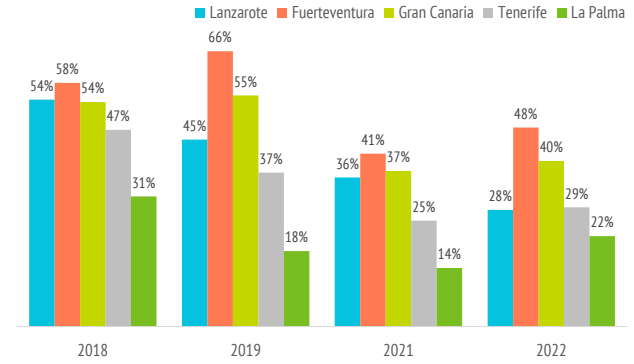
SWITZERLAND

How many are they and how much do they spend?

	2018	2019	2020	2021	2022
TOURISTS					
Tourist arrivals (FRONTUR) *(*)*	**318**	**264**	**68**	**100**	**155**
Tourist arrivals > 15 years old (EGT) *(*)*	**281**	**234**	**61**	**88**	**135**
- book holiday package *(*)*	147	113	26	28	47
- do not book holiday package *(*)*	134	121	35	60	88
- % tourists who book holiday package	52.4%	48.2%	42.9%	32.2%	34.7%

(*) Thousands of tourists

% OF TOURIST WHO BOOK HOLIDAY PACKAGE



	2018	2019	2020	2021	2022
Expenditure per tourist (€)	**1,316**	**1,468**	**--**	**1,520**	**1,656**
- book holiday package	1,445	1,567	--	1,605	1,899
- holiday package	1,159	1,269	--	1,297	1,605
- others	286	298	--	307	294
- do not book holiday package	1,175	1,376	--	1,480	1,527
- flight	282	384	--	377	431
- accommodation	440	484	--	554	585
- others	454	508	--	549	510
Average lenght of stay	**9.07**	**10.02**	**--**	**9.90**	**9.59**
- book holiday package	8.51	8.64	--	8.37	9.22
- do not book holiday package	9.70	11.31	--	10.63	9.78
Average daily expenditure (€)	**156.8**	**169.8**	**--**	**179.2**	**191.5**
- book holiday package	173.9	189.5	--	201.5	216.0
- do not book holiday package	138.0	151.5	--	168.5	178.4
Total turnover (> 15 years old) (€m)	**370**	**343**	**--**	**134**	**223**
- book holiday package	212	176	--	46	89
- do not book holiday package	157	166	--	89	134

What is the main purpose of their trip?

	2018	2019	2020	2021	2022
Holiday, leisure	89.5%	89.1%	--	89.6%	90.0%
Visiting family or friends	8.4%	6.5%	--	7.1%	7.5%
Business and work	0.1%	0.6%	--	0.9%	0.8%
Education and training	0.1%	0.6%	--	0.2%	0.1%
Sports training	1.1%	1.6%	--	0.6%	0.4%
Health or medical care	0.1%	0.0%	--	0.0%	0.4%
Fairs and congresses	0.1%	0.3%	--	0.2%	0.0%
Others	0.4%	1.4%	--	1.4%	0.8%

Aspectos más relevantes en la elección de Canarias

	2018	2019	2020	2021	2022
Climate	75.5%	76.0%	--	73.7%	70.7%
Sea	54.4%	52.4%	--	56.9%	56.7%
Safety	48.4%	47.5%	--	44.3%	48.3%
Beaches	44.1%	40.1%	--	44.4%	44.9%
Tranquility	50.0%	43.7%	--	39.8%	43.9%
Landscapes	37.6%	33.3%	--	32.9%	40.0%
Effortless trip	37.7%	34.3%	--	34.6%	39.6%
Accommodation supply	35.7%	36.1%	--	37.6%	35.6%
European belonging	33.6%	36.9%	--	31.3%	34.1%
Gastronomy	32.4%	34.0%	--	36.3%	32.5%
Environment	29.5%	29.0%	--	27.6%	30.0%
Price	28.3%	25.1%	--	24.9%	28.4%
Authenticity	21.6%	22.2%	--	20.4%	23.1%
Fun possibilities	17.1%	15.8%	--	13.3%	19.2%
Hiking trail network	11.7%	10.9%	--	11.0%	11.1%
Shopping	10.6%	6.8%	--	7.2%	10.3%
Exoticism	8.0%	9.2%	--	10.2%	9.5%
Nightlife	7.3%	6.6%	--	7.0%	7.8%
Historical heritage	8.2%	6.0%	--	5.8%	7.6%
Culture	9.2%	4.9%	--	9.8%	7.3%

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.

What is the main motivation for their holidays?

	2018	2019	2020	2021	2022
Rest	45.9%	50.8%	--	49.4%	44.5%
Enjoy family time	11.9%	9.9%	--	10.0%	11.6%
Have fun	7.7%	8.9%	--	8.0%	7.4%
Explore the destination	25.3%	22.2%	--	23.5%	27.6%
Practice their hobbies	5.8%	5.4%	--	4.2%	5.3%
Other reasons	3.3%	2.7%	--	4.8%	3.5%

How far in advance do they book their trip?

	2018	2019	2020	2021	2022
The same day	0.6%	1.0%	--	1.4%	1.1%
Between 1 and 30 days	23.4%	27.3%	--	51.0%	26.8%
Between 1 and 2 months	28.1%	22.3%	--	28.6%	29.5%
Between 3 and 6 months	33.7%	34.2%	--	12.5%	29.3%
More than 6 months	14.2%	15.3%	--	6.5%	13.3%

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

	2018	2019	2020	2021	2022
Previous visits to the Canary Islands	41.9%	42.3%	--	39.3%	43.5%
Friends or relatives	26.5%	28.9%	--	27.6%	30.5%
Internet or social media	60.9%	61.3%	--	55.7%	57.1%
Mass Media	2.1%	1.4%	--	3.2%	1.4%
Travel guides and magazines	12.8%	11.1%	--	8.0%	9.3%
Travel Blogs or Forums	3.6%	5.5%	--	6.5%	6.8%
Travel TV Channels	0.9%	0.4%	--	0.4%	1.2%
Tour Operator or Travel Agency	20.8%	18.6%	--	18.0%	13.3%
Public administrations or similar	0.2%	0.4%	--	1.3%	0.4%
Others	2.4%	1.9%	--	3.1%	3.6%

** Multi-choise question*

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

Tourist profile. Historical data: 2018 - 2022

SWITZERLAND

With whom did they book their flight and accommodation?

	2018	2019	2020	2021	2022
Flight					
- Directly with the airline	45.6%	48.0%	--	64.3%	63.1%
- Tour Operator or Travel Agency	54.4%	52.0%	--	35.7%	36.9%
Accommodation					
- Directly with the accommodation	32.3%	38.2%	--	47.9%	46.6%
- Tour Operator or Travel Agency	67.7%	61.8%	--	52.1%	53.4%

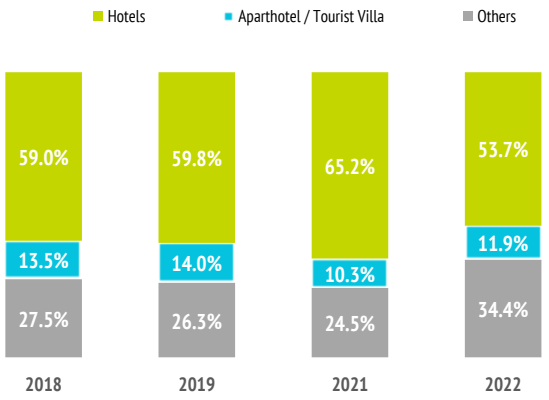
Where does the flight come from?

	2018	2019	2020	2021	2022
Switzerland	77.9%	79.0%	--	77.7%	77.3%
Mainland Spain	13.3%	14.9%	--	13.1%	9.9%
Italy	2.7%	2.7%	--	2.2%	5.2%
Portugal	0.6%	0.8%	--	1.4%	2.7%
Germany	3.9%	1.7%	--	3.2%	2.3%
France	0.4%	0.2%	--	0.7%	0.6%
Others	1.2%	0.7%	--	1.8%	2.0%

Where do they stay?

	2018	2019	2020	2021	2022
1-2-3* Hotel	13.1%	9.4%	--	10.9%	5.2%
4* Hotel	35.8%	32.2%	--	32.3%	32.2%
5* Hotel / 5* Luxury Hotel	10.1%	18.1%	--	22.1%	16.3%
Aparthotel / Tourist Villa	13.5%	14.0%	--	10.3%	11.9%
House/room rented in a private dwelling	8.4%	8.0%	8.2%	8.3%	11.7%
Private accommodation (1)	8.6%	8.5%	11.8%	8.2%	8.5%
Others (Cottage, cruise, camping,..)	10.5%	9.8%	7.9%	8.0%	14.2%

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



What do they book?

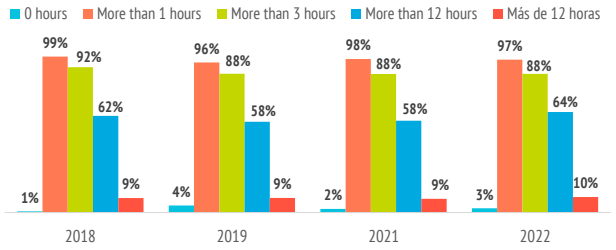
	2018	2019	2020	2021	2022
Room only	28.2%	24.1%	--	21.6%	29.1%
Bed and Breakfast	19.3%	25.1%	--	24.9%	21.1%
Half board	32.5%	26.7%	--	30.7%	27.7%
Full board	3.2%	3.3%	--	4.3%	4.9%
All inclusive	16.8%	20.9%	--	18.5%	17.2%

Other expenses

	2018	2019	2020	2021	2022
Restaurants or cafes	71.9%	64.8%	--	69.9%	71.2%
Supermarkets	59.2%	55.2%	--	54.3%	55.1%
Car rental	35.2%	32.6%	--	43.0%	44.3%
Organized excursions	21.3%	22.6%	--	25.6%	21.4%
Taxi, transfer, chauffeur service	50.8%	43.4%	--	41.9%	41.3%
Theme Parks	7.2%	7.6%	--	6.7%	10.3%
Sport activities	10.3%	11.4%	--	11.4%	10.0%
Museums	8.1%	5.3%	--	5.4%	6.3%
Flights between islands	7.6%	3.7%	--	7.7%	7.3%

Activities in the Canary Islands

Outdoor time per day	2018	2019	2020	2021	2022
0 hours	0.8%	4.5%	--	2.3%	2.7%
1 - 2 hours	6.7%	7.2%	--	9.6%	9.0%
3 - 6 hours	30.9%	30.5%	--	29.7%	24.3%
7 - 12 hours	52.3%	48.5%	--	49.7%	54.1%
More than 12 hours	9.2%	9.3%	--	8.7%	9.9%



Activities in the Canary Islands	2018	2019	2020	2021	2022
Beach	74.9%	70.1%	--	83.1%	77.0%
Walk, wander	50.3%	51.7%	--	58.6%	57.0%
Explore the island on their own	48.6%	48.5%	--	54.5%	54.0%
Swimming pool, hotel facilities	43.8%	46.6%	--	57.6%	48.3%
Taste Canarian gastronomy	27.1%	27.0%	--	25.5%	26.9%
Hiking	--	--	--	21.7%	17.6%
Theme parks	13.9%	15.3%	--	10.4%	16.5%
Organized excursions	14.4%	14.4%	--	15.4%	15.6%
Sea excursions / whale watching	10.0%	10.8%	--	13.5%	15.5%
Nightlife / concerts / shows	13.4%	14.8%	--	9.2%	15.2%
Other Nature Activities	--	--	--	12.6%	12.7%
Wineries / markets / popular festivals	11.0%	11.7%	--	8.7%	11.6%
Museums / exhibitions	12.1%	11.6%	--	9.7%	10.9%
Swim	--	--	--	38.7%	8.3%
Surf	--	--	--	6.1%	7.6%
Running	--	--	--	6.7%	7.2%
Practice other sports	--	--	--	7.1%	6.7%
Beauty and health treatments	6.9%	7.1%	--	10.2%	6.1%
Scuba Diving	--	--	--	2.3%	6.1%
Astronomical observation	4.6%	4.0%	--	3.2%	5.5%
Windsurf / Kitesurf	--	--	--	3.4%	5.1%
Cycling / Mountain bike	--	--	--	5.9%	4.5%
Golf	--	--	--	3.3%	3.3%

** Multi-choise question*

Tourist profile. Historical data: 2018 - 2022

SWITZERLAND

Which island do they choose?

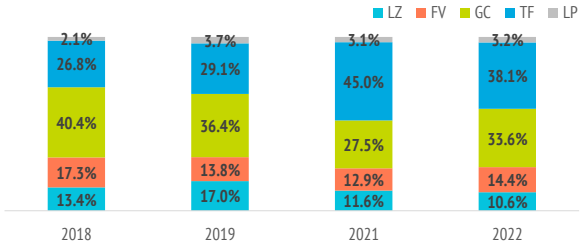
Tourists (> 15 years old)	2018	2019	2020	2021	2022
Lanzarote	37,290	39,283	--	10,103	14,320
Fuerteventura	47,944	31,851	--	11,258	19,406
Gran Canaria	112,200	83,826	--	24,040	45,216
Tenerife	74,382	67,059	--	39,280	51,304
La Palma	5,952	8,528	--	2,668	4,290

Share by islands	2018	2019	2020	2021	2022
Lanzarote	13.4%	17.0%	--	11.6%	10.6%
Fuerteventura	17.3%	13.8%	--	12.9%	14.4%
Gran Canaria	40.4%	36.4%	--	27.5%	33.6%
Tenerife	26.8%	29.1%	--	45.0%	38.1%
La Palma	2.1%	3.7%	--	3.1%	3.2%

How many islands do they visit during their trip?

	2018	2019	2020	2021	2022
One island	89.4%	89.4%	--	91.0%	89.1%
Two islands	9.2%	7.9%	--	7.3%	9.1%
Three or more islands	1.3%	2.7%	--	1.8%	1.8%

% TOURISTS BY ISLANDS



How many are loyal to the Canary Islands?

	2018	2019	2020	2021	2022
Repeat tourists	60.9%	64.2%	--	59.9%	63.2%
At least 10 previous visits	14.3%	18.1%	--	16.0%	18.2%
Repeat tourists (last 5 years)	53.8%	58.7%	--	54.8%	57.8%
Repeat tourists (last 5 years) (5 or more	15.2%	18.1%	--	13.0%	13.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2018	2019	2020	2021	2022
Average rating	8.51	8.61	--	8.74	8.69

Experience in the Canary Islands	2018	2019	2020	2021	2022
Worse or much worse than expected	3.1%	3.5%	--	1.3%	2.8%
Lived up to expectations	61.3%	54.9%	--	55.2%	58.3%
Better or much better than expected	35.6%	41.7%	--	43.5%	38.9%

Future intentions (scale 1-10)	2018	2019	2020	2021	2022
Return to the Canary Islands	8.35	8.28	--	8.53	8.48
Recommend visiting the Canary Islands	8.73	8.63	--	8.87	8.80

Who are they?

	2018	2019	2020	2021	2022
Gender					
Men	47.7%	53.1%	--	54.4%	51.0%
Women	52.3%	46.9%	--	45.6%	49.0%
Age					
Average age (tourist > 15 years old)	43.6	44.7	--	42.0	43.6
Standard deviation	15.3	15.2	--	15.3	16.3
Age range (> 15 years old)					
16 - 24 years old	11.5%	10.0%	--	11.5%	12.4%
25 - 30 years old	13.5%	11.8%	--	17.6%	16.3%
31 - 45 years old	29.2%	30.2%	--	31.7%	28.2%
46 - 60 years old	30.2%	30.9%	--	24.7%	25.8%
Over 60 years old	15.6%	17.2%	--	14.5%	17.3%
Occupation					
Salaried worker	60.6%	58.5%	--	65.6%	59.7%
Self-employed	6.6%	7.5%	--	6.6%	8.7%
Unemployed	0.5%	0.1%	--	1.1%	0.6%
Business owner	11.7%	17.3%	--	12.3%	12.2%
Student	7.5%	3.3%	--	5.3%	5.3%
Retired	11.6%	11.0%	--	8.3%	10.8%
Unpaid domestic work	0.6%	1.2%	--	0.5%	0.3%
Others	1.0%	1.1%	--	0.2%	2.5%
Annual household income level					
Less than €25,000	5.1%	10.4%	--	5.9%	5.7%
€25,000 - €49,999	14.5%	14.2%	--	9.0%	10.9%
€50,000 - €74,999	31.0%	27.1%	--	19.1%	17.4%
More than €74,999	49.4%	48.3%	--	66.0%	66.0%
Education level					
No studies	0.6%	0.4%	--	0.6%	0.7%
Primary education	8.0%	8.7%	--	4.2%	5.7%
Secondary education	21.7%	22.2%	--	16.8%	17.8%
Higher education	69.8%	68.8%	--	78.4%	75.8%

Who do they come with?

	2018	2019	2020	2021	2022
Unaccompanied	11.2%	16.8%	--	15.4%	16.3%
Only with partner	49.3%	43.6%	--	49.5%	47.7%
Only with children (< 13 years old)	4.6%	5.8%	--	3.0%	4.2%
Partner + children (< 13 years old)	4.6%	4.9%	--	6.2%	4.8%
Other relatives	6.6%	6.2%	--	6.1%	7.3%
Friends	8.4%	8.6%	--	8.4%	8.3%
Work colleagues	0.2%	0.7%	--	0.8%	0.1%
Organized trip	0.0%	0.2%	--	0.4%	0.0%
Other combinations (1)	15.0%	13.2%	--	10.3%	11.3%
(2) Combinación de algunos de los grupos anteriormente analizados					
Tourists with children	**12.0%**	**14.4%**	**--**	**10.6%**	**11.4%**
- Between 0 and 2 years old	1.9%	1.8%	--	1.4%	0.5%
- Between 3 and 12 years old	9.1%	12.0%	--	8.3%	9.4%
- Between 0 -2 and 3-12 years old	1.0%	0.7%	--	0.9%	1.5%
Tourists without children	**88.0%**	**85.6%**	**--**	**89.4%**	**88.6%**
Group composition:					
- 1 person	15.2%	20.4%	--	17.3%	17.8%
- 2 people	60.1%	53.8%	--	56.9%	58.2%
- 3 people	11.0%	10.8%	--	12.7%	8.5%
- 4 or 5 people	12.3%	14.0%	--	11.9%	13.2%
- 6 or more people	1.3%	1.1%	--	1.2%	2.4%
Average group size:	**2.29**	**2.28**	**--**	**2.26**	**2.31**

**People who share the main expenses of the trip*

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.