

Tourist profile. Historical data (2019 - 2023)

SWITZERLAND



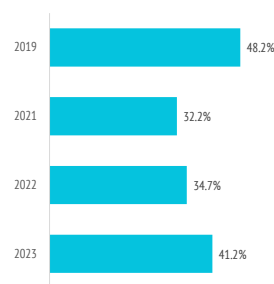
How many are they and how much do they spend?



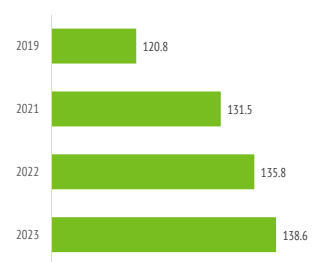
	2019	2020	2021	2022	2023
TOURISTS					
Tourist arrivals (FRONTUR) (*)	264	68	100	155	191
Tourist arrivals ≥ 16 years old (EGT) (*)	234	61	88	135	168
- book holiday package (*)	113	--	28	47	69
- do not book holiday package (*)	121	--	60	88	99
- % tourists who book holiday package	48.2%	--	32.2%	34.7%	41.2%
Children < 16 years old (FRONTUR - EGT) (*)	30	--	12	20	23
Expenditure per tourist (€)					
- book holiday package	1,567	--	1,605	1,899	1,839
- holiday package	1,269	--	1,297	1,605	1,527
- others	298	--	307	294	312
- do not book holiday package	1,376	--	1,480	1,527	1,457
- flight	384	--	377	431	369
- accommodation	484	--	554	585	553
- others	508	--	549	510	535
Average length of stay	10.02	--	9.90	9.59	9.69
Average daily expenditure (€)	169.8	--	179.2	191.5	189.4
Average daily expenditure (without flight)	120.8	--	131.5	135.8	138.6
Average cost of the flight (€)	418.8	--	390.8	477.7	427.4
Total turnover (≥ 16 years old) (€m)	343	--	134	223	272

(*) Thousands of tourists

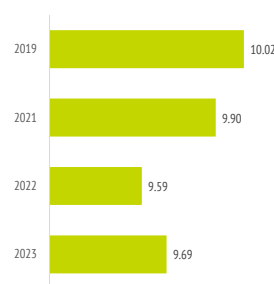
% tourists who book holiday package



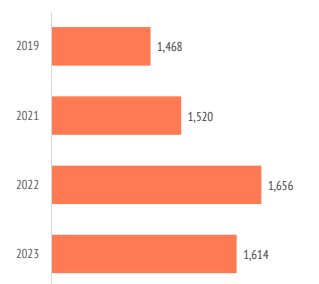
Average daily expenditure (€) (without flight)



Average length of stay



Expenditure per tourist (€)



% Tourists whose spending has been greater than €0 in each item

	2019	2020	2021	2022	2023
Accommodation:					
- Accommodation	84.6%	--	87.2%	85.5%	85.6%
- Additional accommodation expenses	11.2%	--	8.4%	6.8%	9.1%
Transport:					
- National/International Transport	95.0%	--	96.8%	97.1%	95.4%
- Flights between islands	3.7%	--	7.7%	7.3%	6.4%
- Taxi	43.4%	--	41.9%	41.3%	40.2%
- Car rental	32.6%	--	43.0%	44.3%	42.2%
- Public transport	8.7%	--	11.1%	9.5%	11.4%
Food and drink:					
- Food purchases at supermarkets	55.2%	--	54.3%	55.1%	59.0%
- Restaurants	64.8%	--	69.9%	71.2%	69.8%
Leisure:					
- Organized excursions	22.6%	--	25.6%	21.4%	27.2%
- Sport activities	11.4%	--	11.4%	10.0%	11.9%
- Cultural activities	2.8%	--	3.3%	3.4%	3.3%
- Museums	5.3%	--	5.4%	6.3%	6.8%
- Theme Parks	7.6%	--	6.7%	10.3%	12.1%
- Discos and pubs	5.9%	--	4.1%	7.7%	8.2%
- Wellness	6.0%	--	9.3%	5.6%	11.1%
Purchases of goods:					
- Souvenirs	47.3%	--	41.9%	42.4%	39.7%
- Real state	0.2%	--	0.6%	0.4%	0.2%
- Other expenses	0.8%	--	1.2%	0.8%	0.0%
Other:					
- Medical or pharmaceutical expenses	7.4%	--	17.4%	9.7%	10.5%
- Other expenses	5.2%	--	8.5%	4.8%	4.5%

Average expenditure of tourists whose spending has been greater than €0 in each item

Expenditure per tourist and trip (€)	2019	2020	2021	2022	2023
Accommodation:					
Accommodation:	948	--	903	958	1,077
- Accommodation	727	--	708	831	832
- Additional accommodation expenses	221	--	195	127	246
Transport:					
Transport:	710	--	745	872	811
- National/International Transport	441	--	404	492	448
- Flights between islands	50	--	75	99	95
- Taxi	77	--	106	92	94
- Car rental	116	--	136	153	146
- Public transport	27	--	24	36	29
Food and drink:					
Food and drink:	352	--	349	332	342
- Food purchases at supermarkets	127	--	126	110	117
- Restaurants	225	--	223	222	225
Leisure:					
Leisure:	640	--	719	604	530
- Organized excursions	84	--	98	90	87
- Sport activities	167	--	231	141	133
- Cultural activities	99	--	42	77	47
- Museums	39	--	38	27	41
- Theme Parks	66	--	60	55	57
- Discos and pubs	111	--	170	120	78
- Wellness	75	--	81	95	87
Purchases of goods:					
Purchases of goods:	327	--	1,414	3,939	208
- Souvenirs	99	--	109	99	106
- Real state	168	--	160	3,414	102
- Other expenses	60	--	1,144	426	0
Other:					
Other:	202	--	230	118	131
- Medical or pharmaceutical expenses	35	--	66	51	51
- Other expenses	168	--	163	67	80

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.

What is the main purpose of their trip?

	2019	2020	2021	2022	2023
Holiday, leisure	89.1%	--	89.6%	90.0%	90.9%
Visiting family or friends	6.5%	--	7.1%	7.5%	5.2%
Business and work	0.6%	--	0.9%	0.8%	0.4%
Education and training	0.6%	--	0.3%	0.1%	0.0%
Sports training	1.6%	--	0.6%	0.4%	1.7%
Health or medical care	0.0%	--	0.0%	0.4%	0.2%
Fairs and congresses	0.3%	--	0.2%	0.0%	0.4%
Others	1.4%	--	1.4%	0.8%	1.1%

What is the main motivation for their holidays?

	2019	2020	2021	2022	2023
Rest	50.8%	--	49.4%	44.5%	42.9%
Enjoy family time	10.1%	--	10.2%	11.6%	11.3%
Have fun	8.9%	--	8.0%	7.4%	11.3%
Explore the destination	22.3%	--	24.2%	27.8%	27.7%
Practice their hobbies	5.4%	--	5.2%	6.1%	4.8%
Other reasons	2.4%	--	3.0%	2.6%	1.9%

Where did they spend their main holiday last year? *

	2019	2020	2021	2022	2023
Didn't have holidays	--	--	25.8%	18.5%	11.1%
Canary Islands	--	--	14.1%	18.8%	18.0%
Other destination	--	--	60.1%	62.7%	70.9%
Balearic Islands	--	--	3.1%	3.1%	4.5%
Rest of Spain	--	--	7.0%	7.5%	7.3%
Italy	--	--	12.8%	12.9%	16.0%
France	--	--	9.8%	8.1%	8.4%
Turkey	--	--	1.2%	1.4%	2.4%
Greece	--	--	7.0%	9.7%	4.4%
Portugal	--	--	3.0%	2.5%	5.6%
Croatia	--	--	1.2%	2.7%	3.0%
Egypt	--	--	1.1%	2.0%	1.8%
Tunisia	--	--	0.2%	0.1%	0.0%
Morocco	--	--	0.2%	0.3%	1.2%
Others	--	--	13.4%	12.4%	16.3%

* Percentage of valid answers

What other destinations did they consider for this trip? *

	2019	2020	2021	2022	2023
None (I was clear about "this Canary Island")	--	--	29.3%	31.2%	36.6%
Canary Islands (other island)	--	--	24.0%	23.6%	26.2%
Other destination	--	--	46.6%	45.2%	37.2%
Balearic Islands	--	--	4.2%	4.3%	3.0%
Rest of Spain	--	--	6.1%	7.1%	5.5%
Italy	--	--	5.0%	4.9%	4.0%
France	--	--	0.9%	1.9%	0.7%
Turkey	--	--	3.0%	2.7%	2.1%
Greece	--	--	10.6%	8.9%	9.3%
Portugal	--	--	5.7%	5.7%	4.3%
Croatia	--	--	3.2%	2.0%	0.7%
Egypt	--	--	3.8%	4.0%	3.5%
Others	--	--	4.1%	3.6%	4.0%

* Percentage of valid answers

Importance of each factor in the destination choice

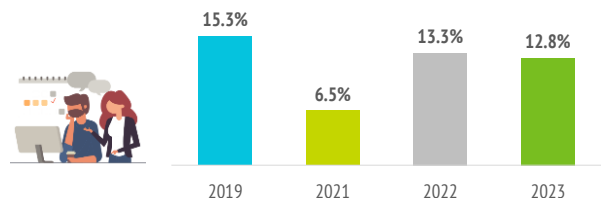
	2019	2020	2021	2022	2023
Climate	76.0%	--	73.7%	70.7%	72.7%
Sea	52.4%	--	56.9%	56.7%	58.8%
Safety	47.5%	--	44.3%	48.3%	50.7%
Beaches	40.1%	--	44.4%	44.9%	49.3%
Tranquility	43.7%	--	39.8%	43.9%	46.8%
Landscapes	33.3%	--	32.9%	40.0%	42.2%
Effortless trip	34.3%	--	34.6%	39.6%	38.7%
Gastronomy	34.0%	--	36.3%	32.5%	37.1%
Accommodation supply	36.1%	--	37.6%	35.6%	34.2%
European belonging	36.9%	--	31.3%	34.1%	32.9%
Environment	29.0%	--	27.6%	30.0%	30.3%
Price	25.1%	--	24.9%	28.4%	24.9%
Authenticity	22.2%	--	20.4%	23.1%	22.8%
Fun possibilities	15.8%	--	13.3%	19.2%	17.9%
Shopping	6.8%	--	7.2%	10.3%	10.5%
Hiking trail network	10.9%	--	11.0%	11.1%	9.8%
Historical heritage	6.0%	--	5.8%	7.6%	9.2%
Exoticism	9.2%	--	10.2%	9.5%	8.9%
Culture	4.9%	--	9.8%	7.3%	6.6%
Nightlife	6.6%	--	7.0%	7.8%	5.4%

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.

How far in advance do they book their trip?

	2019	2020	2021	2022	2023
The same day	1.0%	--	1.4%	1.1%	0.3%
Between 1 and 30 days	27.3%	--	51.0%	26.8%	27.6%
Between 1 and 2 months	22.3%	--	28.6%	29.5%	28.5%
Between 3 and 6 months	34.2%	--	12.5%	29.3%	30.9%
More than 6 months	15.3%	--	6.5%	13.3%	12.8%

% TOURISTS WHO BOOK MORE THAN 6 MONTHS IN ADVANCE



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

	2019	2020	2021	2022	2023
Previous visits to the Canary Islands	42.3%	--	39.3%	43.5%	40.9%
Friends or relatives	28.9%	--	27.6%	30.5%	30.5%
Internet or social media	61.3%	--	55.7%	57.1%	54.5%
Mass Media	1.4%	--	3.2%	1.4%	1.9%
Travel guides and magazines	11.1%	--	8.0%	9.3%	8.9%
Travel Blogs or Forums	5.5%	--	6.5%	6.8%	7.1%
Travel TV Channels	0.4%	--	0.4%	1.2%	1.2%
Tour Operator or Travel Agency	18.6%	--	18.0%	13.3%	16.6%
Public administrations or similar	0.4%	--	1.3%	0.4%	0.0%
Others	1.9%	--	3.1%	3.6%	4.0%

* Multi-choice question

Tourist profile. Historical data (2019 - 2023)

SWITZERLAND



With whom did they book their flight and accommodation?

	2019	2020	2021	2022	2023
Flight					
- Directly with the airline	48.0%	--	64.3%	63.1%	57.4%
- Tour Operator or Travel Agency	52.0%	--	35.7%	36.9%	42.6%
Accommodation					
- Directly with the accommodation	38.2%	--	47.9%	46.6%	42.6%
- Tour Operator or Travel Agency	61.8%	--	52.1%	53.4%	57.4%

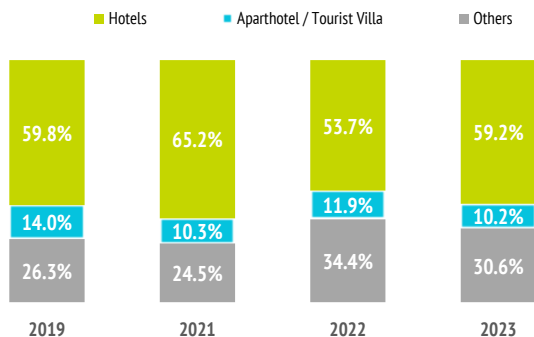
Where does the flight come from?

	2019	2020	2021	2022	2023
Switzerland	79.0%	--	77.7%	77.3%	80.7%
Spanish Mainland	14.9%	--	13.1%	9.9%	10.2%
Germany	1.7%	--	3.2%	2.3%	3.1%
Italy	2.7%	--	2.2%	5.2%	2.4%
Austria	0.3%	--	0.0%	0.6%	0.9%
Portugal	0.8%	--	1.4%	2.7%	0.6%
France	0.2%	--	0.7%	0.6%	0.5%
United Kingdom	0.2%	--	0.4%	0.5%	0.5%
Finland	0.0%	--	0.0%	0.0%	0.4%
Belgium	0.0%	--	0.0%	0.0%	0.1%
Others	0.2%	--	1.4%	0.9%	0.6%

Where do they stay?

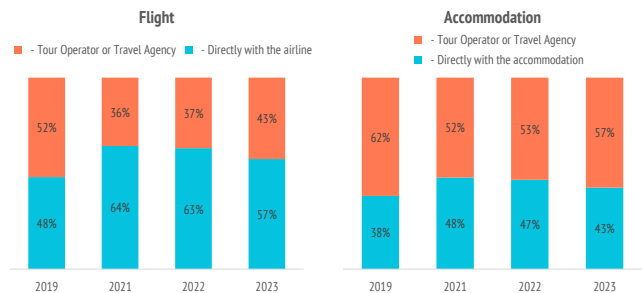
	2019	2020	2021	2022	2023
1-2-3* Hotel	9.4%	--	10.9%	5.2%	10.6%
4* Hotel	32.2%	--	32.3%	32.2%	32.6%
5* Hotel / 5* Luxury Hotel	18.1%	--	22.1%	16.3%	15.9%
Aparthotel / Tourist Villa	14.0%	--	10.3%	11.9%	10.2%
House/room rented in a private dwelling	8.0%	--	8.3%	11.7%	9.5%
Private accommodation (1)	8.5%	--	8.2%	8.5%	8.8%
Others (Cottage, cruise, camping,...)	9.8%	--	8.0%	14.2%	12.3%

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



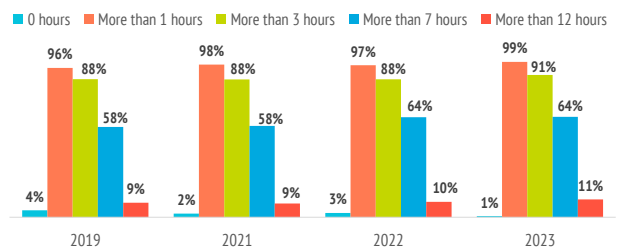
What do they book?

	2019	2020	2021	2022	2023
Room only	24.1%	--	21.6%	29.1%	28.8%
Bed and Breakfast	25.1%	--	24.9%	21.1%	23.9%
Half board	26.7%	--	30.7%	27.7%	26.7%
Full board	3.3%	--	4.3%	4.9%	2.9%
All inclusive	20.9%	--	18.5%	17.2%	17.7%



Activities in the Canary Islands

Outdoor time per day	2019	2020	2021	2022	2023
0 hours	4.5%	--	2.3%	2.7%	0.6%
1 - 2 hours	7.2%	--	9.6%	9.0%	8.3%
3 - 6 hours	30.5%	--	29.7%	24.3%	26.8%
7 - 12 hours	48.5%	--	49.7%	54.1%	52.8%
More than 12 hours	9.3%	--	8.7%	9.9%	11.4%
Outdoor time per day	7.5	--	7.7	8.0	8.1



Activities in the Canary Islands	2019	2020	2021	2022	2023
Beach	70.1%	--	83.1%	77.0%	77.6%
Walk, wander	51.7%	--	58.6%	57.0%	55.4%
Explore the island on their own	48.5%	--	54.5%	54.0%	49.1%
Swimming pool, hotel facilities	46.6%	--	57.6%	48.3%	46.3%
Taste Canarian gastronomy	27.0%	--	25.5%	26.9%	29.7%
Hiking	--	--	21.7%	17.6%	21.1%
Nightlife / concerts / shows	14.8%	--	9.2%	15.2%	17.6%
Organized excursions	14.4%	--	15.4%	15.6%	17.0%
Sea excursions / whale watching	10.8%	--	13.5%	15.5%	14.9%
Wineries / markets / popular festivals	11.7%	--	8.7%	11.6%	12.5%
Theme parks	15.3%	--	10.4%	16.5%	12.1%
Museums / exhibitions	11.6%	--	9.7%	10.9%	11.3%
Beauty and health treatments	7.1%	--	10.2%	6.1%	9.4%
Other Nature Activities	--	--	12.6%	12.7%	9.3%
Practice other sports	--	--	7.1%	6.7%	8.3%
Running	--	--	6.7%	7.2%	5.7%
Golf	--	--	3.3%	3.3%	5.0%
Astronomical observation	4.0%	--	3.2%	5.5%	4.0%
Cycling / Mountain bike	--	--	5.9%	4.5%	4.0%
Surf	--	--	6.1%	7.6%	3.6%
Swim	--	--	38.7%	8.3%	3.4%
Scuba Diving	--	--	2.3%	6.1%	2.4%
Windsurf / Kitesurf	--	--	3.4%	5.1%	1.9%

* Multi-choice question

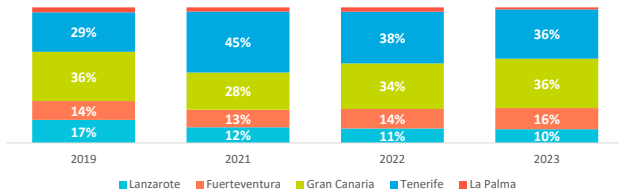
Tourist profile. Historical data (2019 - 2023)

SWITZERLAND



Which island do they choose?

Tourists (≥ 16 year old)	2019	2020	2021	2022	2023
Lanzarote	39,283	--	10,103	14,320	16,899
Fuerteventura	31,851	--	11,258	19,406	26,094
Gran Canaria	83,826	--	24,040	45,216	61,032
Tenerife	67,059	--	39,280	51,304	60,783
La Palma	8,528	--	2,668	4,290	2,501



How many are loyal to the Canary Islands?

	2019	2020	2021	2022	2023
Repeat tourists	64.2%	--	59.9%	63.2%	66.3%
At least 10 previous visits	18.1%	--	16.0%	18.2%	19.4%
Repeat tourists (last 5 years)	58.7%	--	54.8%	57.8%	59.1%
Repeat tourists (last 5 years)(5 or more visits)	18.1%	--	13.0%	13.9%	15.8%

Who are they?

	2019	2020	2021	2022	2023
Gender					
Men	53.1%	--	54.4%	51.0%	51.4%
Women	46.9%	--	45.6%	49.0%	48.6%
Age					
Average age	44.7	--	42.0	43.6	43.6
Standard deviation	15.2	--	15.3	16.3	16.1
Age range					
16 - 24 years old	10.0%	--	11.5%	12.4%	11.2%
25 - 30 years old	11.8%	--	17.6%	16.3%	15.1%
31 - 45 years old	30.2%	--	31.7%	28.2%	28.9%
46 - 60 years old	30.9%	--	24.7%	25.8%	26.1%
Over 60 years old	17.2%	--	14.5%	17.3%	18.7%
Occupation					
Salaried worker	58.5%	--	65.6%	59.7%	60.6%
Self-employed	7.5%	--	6.6%	8.7%	6.8%
Unemployed	0.1%	--	1.1%	0.6%	0.4%
Business owner	17.3%	--	12.3%	12.2%	11.6%
Student	3.3%	--	5.3%	5.3%	4.5%
Retired	11.0%	--	8.3%	10.8%	13.1%
Unpaid domestic work	1.2%	--	0.5%	0.3%	0.8%
Others	1.1%	--	0.2%	2.5%	2.3%
Annual household income level					
Less than €25,000	10.4%	--	5.9%	5.7%	4.1%
€25,000 - €49,999	14.2%	--	9.0%	10.9%	13.1%
€50,000 - €74,999	27.1%	--	19.1%	17.4%	21.7%
More than €74,999	48.3%	--	66.0%	66.0%	61.1%
Education level					
No studies	0.4%	--	0.6%	0.7%	1.0%
Primary education	8.7%	--	4.2%	5.7%	4.2%
Secondary education	22.2%	--	16.8%	17.8%	24.8%
Higher education	68.8%	--	78.4%	75.8%	70.0%

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.

Share by islands	2019	2020	2021	2022	2023
Lanzarote	17.0%	--	11.6%	10.6%	10.1%
Fuerteventura	13.8%	--	12.9%	14.4%	15.6%
Gran Canaria	36.4%	--	27.5%	33.6%	36.5%
Tenerife	29.1%	--	45.0%	38.1%	36.3%
La Palma	3.7%	--	3.1%	3.2%	1.5%

How many islands do they visit during their trip?

	2019	2020	2021	2022	2023
One island	89.4%	--	91.0%	89.1%	91.6%
Two islands	7.9%	--	7.3%	9.1%	8.1%
Three or more islands	2.7%	--	1.8%	1.8%	0.3%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019	2020	2021	2022	2023
Average rating	8.61	--	8.74	8.69	8.66

Experience in the Canary Islands	2019	2020	2021	2022	2023
Worse or much worse than expected	3.5%	--	1.3%	2.8%	2.4%
Lived up to expectations	54.9%	--	55.2%	58.3%	57.2%
Better or much better than expected	41.7%	--	43.5%	38.9%	40.4%

Future intentions (scale 1-10)	2019	2020	2021	2022	2023
Return to the Canary Islands	8.28	--	8.53	8.48	8.54
Recommend visiting the Canary Islands	8.63	--	8.87	8.80	8.78

Who do they come with?

	2019	2020	2021	2022	2023
Unaccompanied	16.8%	--	15.4%	16.3%	16.3%
Only with partner	43.6%	--	49.5%	47.7%	49.6%
Only with children (< 13 years old)	5.8%	--	3.0%	4.2%	3.6%
Partner + children (< 13 years old)	4.9%	--	6.2%	4.8%	3.7%
Other relatives	6.2%	--	6.1%	7.3%	7.7%
Friends	8.6%	--	8.4%	8.3%	9.8%
Work colleagues	0.7%	--	0.8%	0.1%	0.8%
Organized trip	0.2%	--	0.4%	0.0%	0.1%
Other combinations (2)	13.2%	--	10.3%	11.3%	8.5%

(2) Combination of some of the groups previously analyzed

Tourists with children	2019	2020	2021	2022	2023
- Between 0 and 2 years old	1.8%	--	1.4%	0.5%	2.3%
- Between 3 and 12 years old	12.0%	--	8.3%	9.4%	7.1%
- Between 0 -2 and 3-12 years old	0.7%	--	0.9%	1.5%	1.0%
Tourists without children	85.6%	--	89.4%	88.6%	89.7%
Group composition:					
- 1 person	20.4%	--	17.3%	17.8%	19.2%
- 2 people	53.8%	--	56.9%	58.2%	59.9%
- 3 people	10.8%	--	12.7%	8.5%	9.4%
- 4 or 5 people	14.0%	--	11.9%	13.2%	9.9%
- 6 or more people	1.1%	--	1.2%	2.4%	1.7%
Average group size:	2.28	--	2.26	2.31	2.23

*People who share the main expenses of the trip