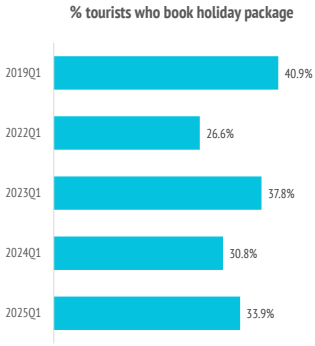
Tourist profile. Historical data (2019 - 2025)

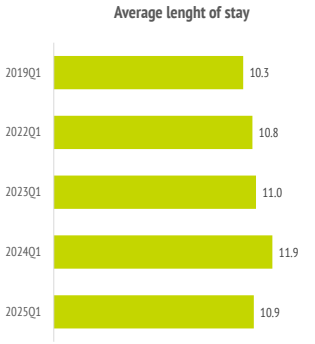
SWITZERLAND: First Quarter

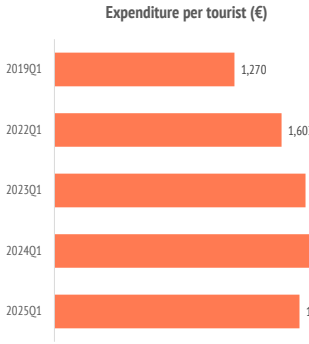
How many are they and how much do they spend?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**67**	**28**	**43**	**48**	**48**
Tourist arrivals ≥ 16 years old (EGT) (*)	**60**	**25**	**39**	**45**	**44**
- book holiday package (*)	25	7	15	14	15
- do not book holiday package (*)	36	18	24	31	29
- % tourists who book holiday package	40.9%	26.6%	37.8%	30.8%	33.9%
Children < 16 years old (FRONTUR - EGT) (*)	7	3	4	3	3
Expenditure per tourist (€)	**1,270**	**1,603**	**1,772**	**1,818**	**1,730**
- book holiday package	1,388	1,932	1,997	2,506	1,997
- holiday package	1,020	1,540	1,626	2,055	1,669
- others	369	392	370	451	329
- do not book holiday package	1,189	1,484	1,635	1,511	1,592
- flight	307	367	400	389	474
- accommodation	382	625	630	578	602
- others	500	491	604	544	517
Average lenght of stay	**10.3**	**10.8**	**11.0**	**11.9**	**10.9**
- Median	7.0	8.0	9.0	8.0	9.0
Average daily expenditure (€)	**145.25**	**169.51**	**187.70**	**202.65**	**202.02**
- Median	124.50	150.80	181.18	179.14	151.23
Average daily expenditure (without flight)	**108.08**	**126.80**	**141.59**	**147.49**	**142.59**
- Median	86.92	105.00	136.87	136.09	125.99
Average cost of the flight (€)	**317.31**	**388.17**	**436.77**	**491.06**	**501.86**
Total turnover (≥ 16 years old) (€m)	**76**	**40**	**69**	**81**	**77**
Turnover without flight (≥ 16 years old) (€m)	**57**	**30**	**52**	**59**	**54**

(*) Thousands of tourists







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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:					
- Accommodation	82.7%	82.6%	86.9%	84.3%	77.7%
- Additional accommodation expenses	14.3%	4.2%	11.5%	13.0%	0.3%
Transport:					
- National/International Transport	95.4%	98.8%	97.4%	95.6%	90.9%
- Flights between islands	4.1%	12.6%	6.8%	10.7%	8.2%
- Taxi	40.4%	32.5%	48.7%	33.2%	34.1%
- Car rental	41.8%	52.9%	49.2%	50.4%	47.2%
- Public transport	8.6%	9.8%	13.9%	12.1%	20.3%
Food and drink:					
- Food purchases at supermarkets	60.8%	52.6%	51.0%	60.8%	64.6%
- Restaurants	68.4%	75.0%	77.2%	76.2%	80.9%
Leisure:					
- Organized excursions	21.6%	11.9%	26.2%	28.0%	19.7%
- Sport activities	11.1%	7.2%	9.4%	10.4%	3.6%
- Cultural activities	2.6%	4.2%	3.8%	1.8%	1.0%
- Museums	4.9%	7.4%	11.6%	8.0%	7.1%
- Theme Parks	5.6%	2.0%	9.4%	8.1%	5.4%
- Discos and pubs	8.9%	14.2%	8.3%	2.6%	2.9%
- Wellness	5.1%	4.0%	10.0%	5.1%	4.5%
Purchases of goods:					
- Souvenirs	41.5%	38.8%	41.7%	38.3%	37.9%
- Other expenses	0.0%	1.0%	0.0%	1.6%	0.0%
Other:					
- Medical or pharmaceutical expenses	7.6%	15.3%	6.7%	1.2%	6.5%
- Other expenses	8.5%	5.6%	2.8%	2.4%	4.1%

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

Expenditure per tourist and trip (€)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Accommodation:	**855**	**991**	**1,074**	**1,119**	**1,062**
- Accommodation	580	874	898	927	949
- Additional accommodation expenses	274	117	176	192	113
Transport:	**576**	**857**	**816**	**835**	**948**
- National/International Transport	333	393	449	514	552
- Flights between islands	58	110	73	47	84
- Taxi	76	102	94	103	102
- Car rental	89	202	172	150	192
- Public transport	21	51	28	21	18
Food and drink:	**359**	**339**	**380**	**439**	**366**
- Food purchases at supermarkets	125	122	129	135	137
- Restaurants	234	217	251	304	229
Leisure:	**821**	**568**	**584**	**689**	**541**
- Organized excursions	69	50	83	75	88
- Sport activities	178	233	210	119	110
- Cultural activities	268	50	44	41	62
- Museums	30	32	44	36	34
- Theme Parks	70	59	48	77	64
- Discos and pubs	133	103	51	281	71
- Wellness	73	42	104	61	111
Purchases of goods:	**85**	**862**	**138**	**118**	**72**
- Souvenirs	85	94	138	83	72
- Other expenses	0	768	0	35	0
Other:	**334**	**131**	**234**	**160**	**335**
- Medical or pharmaceutical expenses	33	66	78	16	205
- Other expenses	301	64	156	145	130

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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

Tourist profile. Historical data (2019 - 2025)

SWITZERLAND: First Quarter

What is the main purpose of their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Holiday, leisure	86.8%	88.9%	91.4%	88.0%	83.8%
Visiting family or friends	9.4%	7.8%	3.6%	9.7%	13.4%
Business and work	2.3%	0.0%	0.4%	0.6%	1.3%
Education and training	1.1%	0.0%	0.0%	0.0%	0.0%
Sports training	0.4%	1.7%	2.8%	1.8%	1.5%
Health or medical care	0.0%	0.0%	0.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	1.6%	1.8%	0.0%	0.0%

What is the main motivation for their holidays?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Rest	47.1%	36.6%	37.3%	40.8%	35.7%
Enjoy family time	5.7%	10.3%	10.7%	14.6%	9.0%
Have fun	13.8%	7.4%	10.4%	2.0%	8.3%
Explore the destination	26.5%	32.6%	35.2%	32.4%	40.8%
Practice their hobbies	4.7%	8.5%	5.3%	6.4%	4.2%
Other reasons	2.2%	4.5%	1.2%	3.8%	2.0%

Where did they spend their main holiday last year? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Didn't have holidays	--	16.6%	8.7%	9.5%	8.9%
Canary Islands	--	20.3%	21.3%	21.5%	22.4%
Other destination	--	63.1%	70.0%	69.0%	68.8%
- Balearic Islands	--	3.9%	1.8%	5.7%	2.5%
- Rest of Spain	--	4.6%	13.3%	8.8%	10.4%
- Italy	--	16.9%	16.8%	18.6%	15.4%
- France	--	9.0%	7.7%	7.4%	3.5%
- Turkey	--	1.2%	2.1%	1.8%	2.4%
- Greece	--	7.2%	2.1%	3.8%	4.0%
- Portugal	--	3.4%	5.0%	3.2%	9.4%
- Croatia	--	2.3%	3.5%	0.8%	1.7%
- Egypt	--	1.2%	1.4%	0.7%	2.7%
- Tunisia	--	0.0%	0.1%	0.0%	1.1%
- Morocco	--	1.0%	1.3%	2.4%	2.2%
- Others	--	12.3%	15.0%	15.8%	13.5%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
None (I was clear about "this Canary Island")	--	39.0%	46.8%	41.4%	47.4%
Canary Islands (other island)	--	27.3%	27.7%	26.6%	24.1%
Other destination	--	33.7%	25.5%	32.0%	28.5%
- Balearic Islands	--	1.3%	0.4%	1.5%	2.9%
- Rest of Spain	--	6.6%	4.3%	2.4%	6.2%
- Italy	--	3.9%	1.4%	2.0%	3.3%
- France	--	0.0%	0.9%	1.9%	0.9%
- Turkey	--	1.2%	1.0%	4.1%	3.1%
- Greece	--	3.0%	1.9%	4.4%	2.8%
- Portugal	--	3.9%	4.2%	2.6%	2.8%
- Croatia	--	0.0%	1.0%	1.4%	0.0%
- Egypt	--	7.6%	4.2%	5.9%	2.4%
- Others	--	6.1%	6.1%	5.9%	4.1%

** Percentage of valid answers*

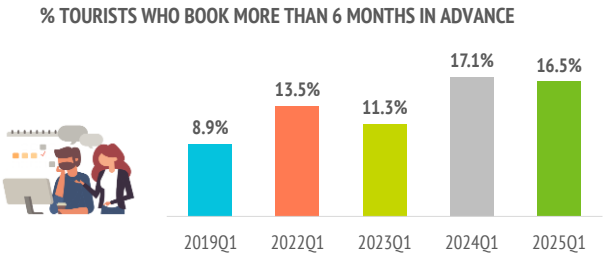
Importance of each factor in the destination choice

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Climate	75.4%	79.2%	83.7%	83.9%	86.2%
Sea	42.5%	55.9%	59.5%	56.5%	58.9%
Safety	42.3%	46.2%	49.8%	57.9%	53.1%
Landscapes	38.3%	48.9%	53.5%	51.4%	52.4%
Environment	30.1%	35.7%	28.7%	41.4%	49.8%
Tranquility	36.6%	48.6%	41.0%	46.1%	46.4%
Accommodation supply	26.7%	28.1%	28.1%	40.6%	40.3%
Beaches	26.4%	41.7%	48.4%	47.4%	39.3%
Gastronomy	26.5%	31.9%	33.2%	39.4%	37.7%
Authenticity	23.1%	30.4%	31.2%	35.8%	32.7%
European belonging	34.4%	40.8%	38.2%	40.1%	32.4%
Effortless trip	25.3%	38.6%	35.5%	33.8%	32.3%
Price	26.5%	25.7%	24.5%	27.0%	26.9%
Hiking trail network	17.1%	16.6%	15.4%	24.7%	21.8%
Culture	5.1%	10.2%	6.1%	15.6%	18.7%
Historical heritage	2.9%	15.4%	8.8%	17.8%	15.3%
Exoticism	8.2%	11.7%	10.3%	18.4%	11.7%
Fun possibilities	13.4%	25.6%	10.8%	16.4%	11.6%
Nightlife	5.7%	13.3%	5.6%	8.5%	8.3%
Shopping	5.1%	11.0%	6.5%	11.8%	8.0%

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?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
The same day	2.9%	1.3%	0.0%	0.9%	1.4%
Between 1 and 30 days	39.5%	28.2%	25.8%	19.6%	34.1%
Between 1 and 2 months	24.0%	36.9%	29.6%	33.4%	26.1%
Between 3 and 6 months	24.7%	20.0%	33.3%	28.9%	21.9%
More than 6 months	8.9%	13.5%	11.3%	17.1%	16.5%



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

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Previous visits to the Canary Islands	44.3%	46.4%	49.1%	40.0%	43.9%
Friends or relatives	33.4%	30.7%	29.9%	25.6%	31.8%
Internet or social media	61.7%	64.7%	49.2%	50.7%	42.9%
Mass Media	0.6%	1.0%	0.7%	0.6%	0.6%
Travel guides and magazines	12.0%	10.5%	11.1%	9.7%	7.4%
Travel Blogs or Forums	6.3%	7.1%	6.3%	6.5%	4.6%
Travel TV Channels	1.1%	0.5%	2.2%	2.1%	0.1%
Tour Operator or Travel Agency	12.7%	6.6%	15.3%	14.8%	14.4%
Public administrations or similar	1.4%	0.7%	0.0%	0.0%	0.0%
Others	0.6%	0.8%	4.2%	2.3%	2.3%

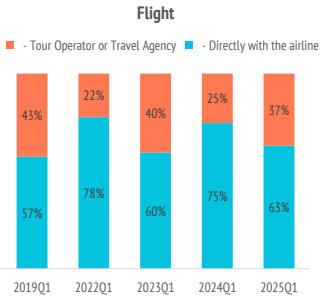
** Multi-choise question*

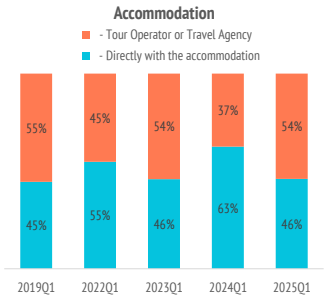
Tourist profile. Historical data (2019 - 2025)

SWITZERLAND: First Quarter

With whom did they book their flight and accommodation?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Flight					
- Directly with the airline	57.4%	77.7%	59.6%	74.7%	63.1%
- Tour Operator or Travel Agency	42.6%	22.3%	40.4%	25.3%	36.9%
Accommodation					
- Directly with the accommodation	44.5%	54.8%	46.0%	62.6%	46.1%
- Tour Operator or Travel Agency	55.5%	45.2%	54.0%	37.4%	53.9%





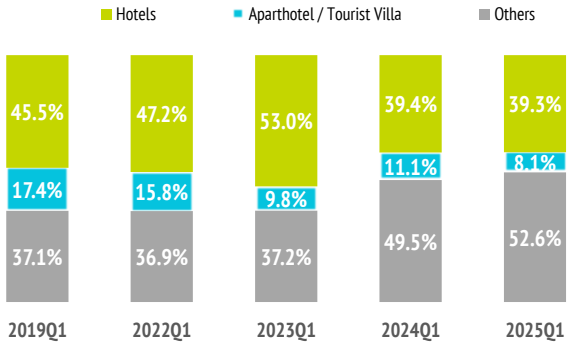
Where does the flight come from?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Switzerland	84.5%	76.1%	84.9%	69.8%	73.7%
Germany	0.4%	2.5%	2.0%	4.6%	14.4%
#N/D	0.0%	0.0%	0.0%	0.0%	0.0%
#N/D	0.0%	0.0%	0.0%	0.0%	0.0%
#N/D	0.0%	0.0%	0.0%	0.0%	0.0%
#N/D	0.0%	0.0%	0.0%	0.0%	0.0%
#N/D	0.0%	0.0%	0.0%	0.0%	0.0%
#N/D	0.0%	0.0%	0.0%	0.0%	0.0%
#N/D	0.0%	0.0%	0.0%	0.0%	0.0%
#N/D	0.0%	0.0%	0.0%	0.0%	0.0%

Where do they stay?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
1-2-3* Hotel	9.0%	5.6%	11.2%	6.2%	9.0%
4* Hotel	26.2%	32.7%	32.1%	25.9%	26.1%
5* Hotel / 5* Luxury Hotel	10.4%	9.0%	9.8%	7.3%	4.2%
Aparthotel / Tourist Villa	17.4%	15.8%	9.8%	11.1%	8.1%
House/room rented in a private dwelling	12.5%	12.4%	16.0%	29.9%	34.7%
Private accommodation (1)	12.3%	12.0%	8.5%	9.8%	8.5%
Others (Cottage, cruise, camping,..)	12.2%	12.5%	12.6%	9.9%	9.4%

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

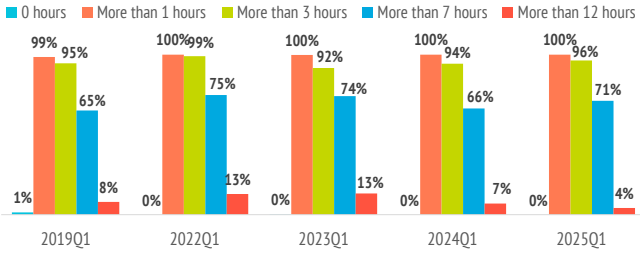


What do they book?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Room only	34.9%	34.7%	36.3%	42.6%	52.8%
Bed and Breakfast	26.8%	25.4%	27.2%	22.5%	14.4%
Half board	20.7%	21.0%	14.2%	18.6%	17.8%
Full board	3.3%	2.3%	6.4%	5.0%	0.6%
All inclusive	14.3%	16.5%	15.9%	11.2%	14.4%

Activities in the Canary Islands

Outdoor time per day	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
0 hours	1.4%	0.0%	0.2%	0.0%	0.0%
1 - 2 hours	4.0%	1.0%	8.1%	5.7%	3.7%
3 - 6 hours	29.5%	24.3%	17.6%	27.9%	25.2%
7 - 12 hours	57.1%	61.8%	60.9%	59.4%	66.9%
More than 12 hours	8.0%	12.9%	13.2%	7.0%	4.2%
Outdoor time per day	8.0	8.7	8.4	8.2	8.0



Activities in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Beach	66.2%	73.7%	77.7%	71.6%	65.4%
Explore the island on their own	58.7%	57.3%	59.2%	64.6%	59.3%
Walk, wander	61.8%	63.3%	69.8%	57.8%	56.9%
Swimming pool, hotel facilities	36.4%	40.6%	38.8%	41.4%	33.4%
Taste Canarian gastronomy	32.5%	28.1%	42.2%	26.8%	27.5%
Hiking	--	22.8%	26.4%	18.9%	25.0%
Museums / exhibitions	12.3%	8.3%	15.7%	15.4%	13.0%
Other Nature Activities	--	15.9%	10.6%	12.9%	13.0%
Wineries / markets / popular festivals	15.7%	11.0%	11.5%	16.6%	9.6%
Cycling / Mountain bike	--	5.3%	2.1%	5.9%	8.8%
Sea excursions / whale watching	8.8%	2.9%	14.5%	12.3%	8.7%
Nightlife / concerts / shows	11.1%	12.3%	14.4%	12.6%	8.0%
Beauty and health treatments	9.5%	10.8%	10.1%	13.6%	7.8%
Organized excursions	17.2%	9.3%	17.9%	13.2%	7.6%
Theme parks	15.8%	7.4%	10.8%	11.8%	5.8%
Golf	--	4.1%	0.8%	2.6%	5.0%
Running	--	8.9%	8.1%	1.8%	4.4%
Astronomical observation	5.0%	2.6%	2.9%	4.6%	3.9%
Swim	--	21.4%	2.5%	2.4%	3.0%
Practice other sports	--	3.5%	7.7%	7.3%	2.5%
Scuba Diving	--	1.8%	1.5%	5.7%	1.3%
Windsurf / Kitesurf	--	2.3%	1.8%	1.8%	0.8%
Surf	--	2.6%	4.8%	5.9%	0.6%

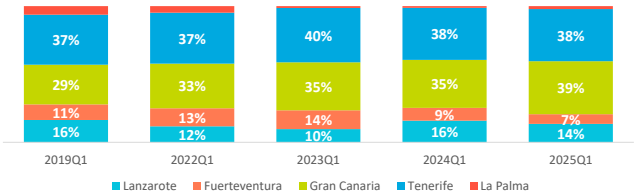
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

SWITZERLAND: First Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	9,670	2,882	3,762	7,088	5,977
Fuerteventura	6,760	3,252	5,372	4,170	3,143
Gran Canaria	17,179	8,036	13,651	15,652	17,225
Tenerife	21,631	9,190	15,477	17,008	16,981
La Palma	3,732	1,192	532	563	935



Share by islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Lanzarote	16.4%	11.7%	9.7%	15.9%	13.5%
Fuerteventura	11.5%	13.2%	13.8%	9.4%	7.1%
Gran Canaria	29.1%	32.7%	35.2%	35.2%	38.9%
Tenerife	36.7%	37.4%	39.9%	38.2%	38.4%
La Palma	6.3%	4.9%	1.4%	1.3%	2.1%

How many are loyal to the Canary Islands?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Repeat tourists	62.4%	68.0%	73.4%	66.2%	69.4%
At least 10 previous visits	18.2%	19.7%	24.2%	12.8%	22.8%
Repeat tourists (last 5 years)	57.5%	65.9%	64.8%	59.2%	66.1%
Repeat tourists (last 5 years)(5 or more visits)	16.3%	13.6%	16.8%	16.1%	8.9%

How many islands do they visit during their trip?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
One island	86.8%	87.0%	88.9%	85.9%	91.8%
Two islands	7.9%	11.1%	10.6%	13.3%	2.7%
Three or more islands	5.3%	2.0%	0.5%	0.8%	5.5%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Average rating	8.69	8.67	8.74	8.76	8.72

Experience in the Canary Islands	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Worse or much worse than expected	4.7%	3.8%	5.3%	5.1%	2.4%
Lived up to expectations	49.6%	59.5%	57.1%	51.9%	56.3%
Better or much better than expected	45.7%	36.8%	37.6%	43.0%	41.3%

Future intentions (scale 0-10)	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Return to the Canary Islands	8.22	8.72	8.64	8.85	8.60
Recommend visiting the Canary Islands	8.67	9.00	8.96	9.07	8.72

Who are they?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Gender					
Men	45.6%	54.5%	55.1%	55.2%	47.3%
Women	54.4%	45.5%	44.9%	44.8%	52.7%
Age					
Average age	43.9	46.6	47.2	47.6	49.2
Standard deviation	16.6	16.7	16.5	17.4	16.5
Age range					
16 - 24 years old	9.6%	13.7%	4.9%	7.7%	5.0%
25 - 30 years old	16.4%	11.0%	18.7%	15.2%	9.8%
31 - 45 years old	31.8%	22.8%	23.4%	26.4%	28.8%
46 - 60 years old	20.1%	26.9%	30.8%	24.4%	27.4%
Over 60 years old	22.1%	25.6%	22.2%	26.2%	29.0%
Occupation					
Salaried worker	53.5%	57.5%	45.1%	61.3%	41.6%
Self-employed	5.5%	10.3%	14.7%	7.1%	12.6%
Unemployed	0.0%	0.0%	0.0%	0.0%	0.0%
Business owner	17.9%	11.0%	15.1%	5.9%	22.2%
Student	5.3%	4.6%	4.3%	7.5%	2.4%
Retired	13.3%	15.2%	16.1%	18.3%	20.5%
Unpaid domestic work	0.5%	1.5%	1.1%	0.0%	0.7%
Others	4.1%	0.0%	3.7%	0.0%	0.0%
Annual household income level					
Less than €25,000	17.0%	1.1%	3.1%	7.7%	2.2%
€25,000 - €49,999	20.3%	11.8%	16.6%	19.0%	17.2%
€50,000 - €74,999	26.8%	20.0%	18.9%	28.3%	17.0%
More than €74,999	35.9%	67.1%	61.5%	44.9%	63.7%
Education level					
No studies	0.8%	0.0%	0.4%	0.9%	0.0%
Primary education	7.5%	5.2%	2.6%	3.8%	5.0%
Secondary education	16.3%	10.4%	23.5%	21.8%	23.3%
Higher education	75.4%	84.4%	73.5%	73.4%	71.7%

Who do they come with?

	2019Q1	2022Q1	2023Q1	2024Q1	2025Q1
Unaccompanied	24.1%	16.9%	20.1%	11.8%	12.5%
Only with partner	41.7%	56.9%	48.5%	49.7%	44.0%
Only with children (< 13 years old)	4.5%	3.6%	4.3%	7.1%	11.6%
Partner + children (< 13 years old)	0.6%	1.1%	3.3%	3.3%	3.4%
Other relatives	3.5%	2.0%	7.1%	6.0%	5.6%
Friends	11.5%	7.7%	10.6%	8.5%	10.2%
Work colleagues	1.2%	0.0%	0.0%	0.0%	0.0%
Organized trip	0.0%	0.0%	0.0%	0.6%	1.3%
Other combinations (2)	13.0%	11.7%	6.1%	13.1%	11.3%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**6.5%**	**5.9%**	**11.3%**	**13.1%**	**17.5%**
- Between 0 and 2 years old	2.9%	0.6%	2.6%	0.0%	1.1%
- Between 3 and 12 years old	2.4%	5.4%	8.6%	12.7%	16.2%
- Between 0 -2 and 3-12 years old	1.3%	0.0%	0.1%	0.5%	0.2%
Tourists without children	**93.5%**	**94.1%**	**88.7%**	**86.9%**	**82.5%**
Group composition:					
- 1 person	28.3%	19.2%	20.7%	13.2%	14.6%
- 2 people	55.2%	63.8%	56.4%	55.5%	59.3%
- 3 people	8.2%	6.3%	10.0%	8.1%	7.9%
- 4 or 5 people	7.0%	10.0%	12.6%	17.9%	16.9%
- 6 or more people	1.3%	0.7%	0.4%	5.3%	1.3%
Average group size:	**2.05**	**2.11**	**2.17**	**2.63**	**2.32**

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

Source: Encuesta sobre Gasto Turístico (EGT, ISTAC).

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