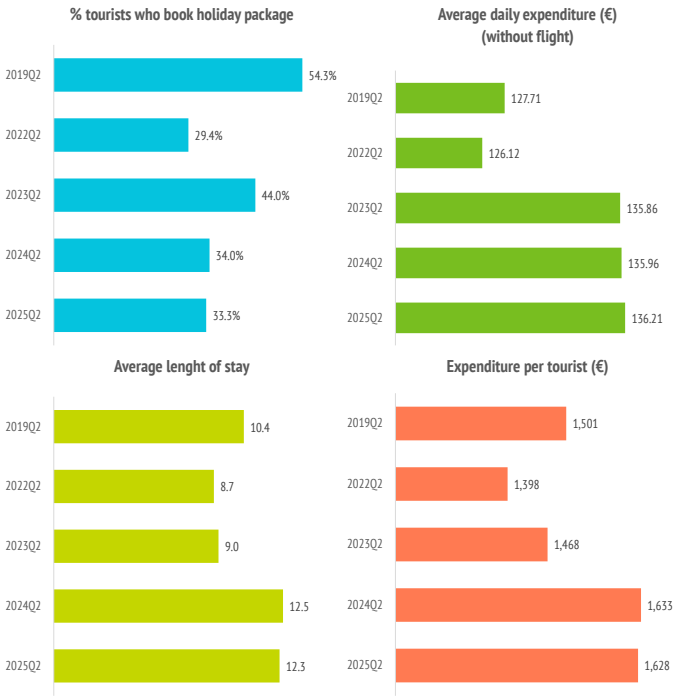
Tourist profile. Historical data (2019 - 2025)

SWITZERLAND: Second Quarter

How many are they and how much do they spend?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
TOURISTS					
Tourist arrivals (FRONTUR) (*)	**56**	**36**	**46**	**43**	**46**
Tourist arrivals ≥ 16 years old (EGT) (*)	**50**	**33**	**42**	**38**	**42**
- book holiday package (*)	27	10	18	13	14
- do not book holiday package (*)	23	23	23	25	28
- % tourists who book holiday package	54.3%	29.4%	44.0%	34.0%	33.3%
Children < 16 years old (FRONTUR - EGT) (*)	6	3	5	6	3
Expenditure per tourist (€)	**1,501**	**1,398**	**1,468**	**1,633**	**1,628**
- book holiday package	1,468	1,866	1,664	1,943	1,750
- holiday package	1,219	1,579	1,321	1,574	1,502
- others	249	287	343	369	248
- do not book holiday package	1,540	1,203	1,314	1,473	1,567
- flight	435	376	304	400	304
- accommodation	585	403	452	556	574
- others	521	424	558	517	689
Average lenght of stay	**10.4**	**8.7**	**9.0**	**12.5**	**12.3**
- Median	7.3	7.0	7.0	7.0	7.0
Average daily expenditure (€)	**177.57**	**179.04**	**186.58**	**185.74**	**174.35**
- Median	144.44	166.78	165.18	179.77	153.57
Average daily expenditure (without flight)	**127.71**	**126.12**	**135.86**	**135.96**	**136.21**
- Median	95.47	119.19	121.98	137.44	120.00
Average cost of the flight (€)	**422.20**	**433.54**	**380.23**	**454.40**	**328.52**
Total turnover (≥ 16 years old) (€m)	**75**	**46**	**61**	**61**	**69**
Turnover without flight (≥ 16 years old) (€m)	**54**	**32**	**45**	**44**	**55**

(*) Thousands of tourists



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

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:					
- Accommodation	90.1%	82.7%	87.9%	84.0%	80.7%
- Additional accommodation expenses	10.9%	7.5%	4.8%	9.7%	12.6%
Transport:					
- National/International Transport	96.7%	96.3%	94.8%	96.5%	90.8%
- Flights between islands	6.1%	9.7%	4.7%	8.9%	10.2%
- Taxi	51.9%	42.4%	44.5%	41.6%	56.6%
- Car rental	30.0%	46.3%	42.4%	37.0%	41.1%
- Public transport	7.6%	7.4%	10.2%	12.9%	8.0%
Food and drink:					
- Food purchases at supermarkets	59.9%	56.0%	64.1%	63.5%	60.0%
- Restaurants	61.1%	71.5%	64.4%	78.2%	64.1%
Leisure:					
- Organized excursions	28.7%	24.5%	31.8%	25.3%	26.6%
- Sport activities	12.7%	10.5%	11.2%	4.5%	10.2%
- Cultural activities	4.4%	1.0%	1.7%	0.0%	3.8%
- Museums	5.4%	2.5%	3.6%	5.0%	6.8%
- Theme Parks	7.7%	12.7%	20.4%	2.5%	6.5%
- Discos and pubs	6.3%	7.4%	5.6%	2.9%	3.1%
- Wellness	6.2%	6.2%	15.8%	7.4%	10.6%
Purchases of goods:					
- Souvenirs	53.8%	37.7%	46.2%	44.2%	43.6%
- Other expenses	0.3%	0.0%	0.0%	1.1%	0.0%
Other:					
- Medical or pharmaceutical expenses	7.3%	6.3%	12.4%	4.3%	9.1%
- Other expenses	3.7%	1.7%	7.4%	1.6%	3.9%

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

Expenditure per tourist and trip (€)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Accommodation:	**911**	**769**	**1,215**	**987**	**1,101**
- Accommodation	743	671	666	832	885
- Additional accommodation expenses	168	98	549	155	216
Transport:	**731**	**792**	**797**	**772**	**648**
- National/International Transport	436	450	401	471	362
- Flights between islands	38	78	119	75	52
- Taxi	84	81	100	94	123
- Car rental	133	127	150	115	103
- Public transport	40	56	27	18	8
Food and drink:	**311**	**334**	**337**	**373**	**444**
- Food purchases at supermarkets	131	124	108	154	194
- Restaurants	180	210	228	219	250
Leisure:	**539**	**481**	**519**	**649**	**580**
- Organized excursions	90	83	90	91	77
- Sport activities	188	106	146	269	71
- Cultural activities	41	62	30	0	165
- Museums	31	40	53	46	57
- Theme Parks	66	38	63	40	81
- Discos and pubs	73	65	31	120	54
- Wellness	50	87	105	83	73
Purchases of goods:	**93**	**74**	**109**	**244**	**156**
- Souvenirs	81	74	109	119	**146**
- Other expenses	12	0	0	125	**10**
Other:	**112**	**34**	**138**	**124**	**966**
- Medical or pharmaceutical expenses	31	23	77	48	**192**
- Other expenses	80	12	61	76	**774**

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: Second Quarter

What is the main purpose of their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Holiday, leisure	90.7%	88.7%	92.8%	90.7%	86.8%
Visiting family or friends	7.1%	7.7%	3.5%	5.8%	9.1%
Business and work	0.0%	1.5%	1.0%	0.9%	0.0%
Education and training	0.0%	0.6%	0.0%	0.0%	0.4%
Sports training	2.3%	0.2%	0.7%	0.0%	1.7%
Health or medical care	0.0%	1.2%	1.0%	0.0%	0.0%
Fairs and congresses	0.0%	0.0%	0.0%	0.0%	0.0%
Others	0.0%	0.0%	1.0%	2.6%	2.0%

What is the main motivation for their holidays?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Rest	49.5%	46.8%	39.8%	39.0%	35.4%
Enjoy family time	16.5%	7.7%	11.1%	8.4%	6.8%
Have fun	5.9%	5.1%	13.6%	7.5%	11.0%
Explore the destination	23.2%	31.8%	27.6%	34.4%	39.9%
Practice their hobbies	4.5%	7.6%	4.3%	7.4%	1.8%
Other reasons	0.5%	1.1%	3.6%	3.3%	5.1%

Where did they spend their main holiday last year? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Didn't have holidays	--	25.7%	18.2%	7.7%	4.0%
Canary Islands	--	13.6%	17.2%	22.8%	24.0%
Other destination	--	60.7%	64.5%	69.4%	72.0%
- Balearic Islands	--	2.8%	2.7%	3.8%	3.7%
- Rest of Spain	--	6.9%	4.7%	6.9%	9.1%
- Italy	--	16.0%	17.6%	19.0%	17.4%
- France	--	8.2%	6.6%	8.5%	6.3%
- Turkey	--	1.0%	1.9%	0.0%	2.0%
- Greece	--	12.5%	6.1%	7.6%	2.6%
- Portugal	--	0.7%	4.2%	4.3%	7.8%
- Croatia	--	4.0%	3.0%	1.0%	1.4%
- Egypt	--	2.3%	2.3%	2.6%	6.3%
- Tunisia	--	0.0%	0.0%	0.0%	0.0%
- Morocco	--	0.0%	0.0%	1.6%	0.9%
- Others	--	6.4%	15.4%	14.1%	14.5%

** Percentage of valid answers*

What other destinations did they consider for this trip? *

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
None (I was clear about "this Canary Island")	--	35.1%	32.1%	33.2%	23.9%
Canary Islands (other island)	--	19.4%	24.6%	31.5%	30.8%
Other destination	--	45.5%	43.3%	35.3%	45.4%
- Balearic Islands	--	3.3%	4.7%	1.2%	5.5%
- Rest of Spain	--	6.9%	2.7%	7.9%	7.3%
- Italy	--	4.2%	4.8%	5.6%	1.0%
- France	--	2.8%	0.3%	3.0%	1.3%
- Turkey	--	1.8%	2.9%	0.9%	6.4%
- Greece	--	10.0%	16.5%	9.6%	11.6%
- Portugal	--	5.2%	4.7%	2.7%	4.8%
- Croatia	--	2.3%	0.2%	0.0%	2.1%
- Egypt	--	3.4%	3.0%	1.8%	3.6%
- Others	--	5.7%	3.3%	2.7%	1.7%

** Percentage of valid answers*

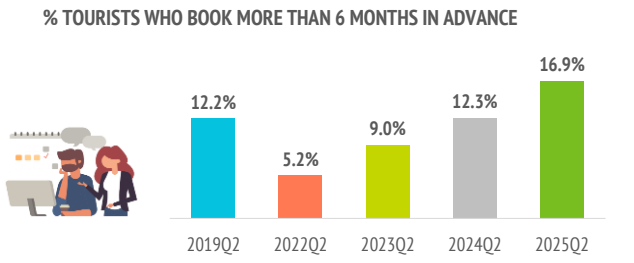
Importance of each factor in the destination choice

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Climate	77.1%	69.6%	71.7%	77.7%	68.2%
Landscapes	35.2%	36.0%	37.7%	45.6%	51.2%
Sea	56.3%	50.3%	65.1%	65.4%	51.0%
Safety	48.7%	47.5%	51.6%	54.1%	49.2%
Tranquility	42.7%	45.4%	50.4%	49.0%	44.5%
Effortless trip	36.8%	49.5%	41.2%	42.0%	42.6%
Gastronomy	31.0%	31.6%	43.5%	35.6%	41.7%
European belonging	40.4%	35.8%	38.6%	39.2%	39.5%
Accommodation supply	35.5%	35.0%	38.6%	38.1%	37.4%
Environment	27.9%	27.3%	31.5%	35.6%	35.3%
Beaches	50.0%	39.5%	51.3%	48.0%	33.9%
Price	29.7%	33.5%	21.4%	22.1%	25.4%
Authenticity	22.3%	28.0%	20.0%	24.8%	24.5%
Fun possibilities	16.5%	14.7%	15.4%	15.8%	23.8%
Historical heritage	5.8%	9.0%	11.9%	7.6%	19.5%
Shopping	7.1%	6.7%	18.7%	8.5%	16.7%
Culture	5.7%	8.4%	8.8%	7.0%	15.6%
Hiking trail network	6.4%	10.8%	10.8%	13.2%	10.2%
Nightlife	8.4%	3.1%	7.4%	2.9%	10.0%
Exoticism	10.6%	9.6%	9.5%	10.4%	7.2%

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?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
The same day	0.9%	1.1%	1.1%	0.0%	2.3%
Between 1 and 30 days	22.7%	32.3%	27.3%	21.0%	19.5%
Between 1 and 2 months	25.8%	35.9%	32.1%	24.8%	30.7%
Between 3 and 6 months	38.4%	25.4%	30.6%	41.8%	30.7%
More than 6 months	12.2%	5.2%	9.0%	12.3%	16.9%



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

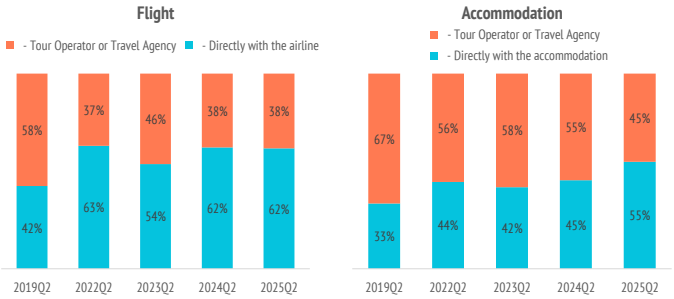
	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Previous visits to the Canary Islands	48.4%	38.6%	45.1%	35.0%	40.3%
Friends or relatives	30.3%	31.9%	36.6%	26.7%	28.1%
Internet or social media	61.3%	52.2%	53.0%	48.3%	51.9%
Mass Media	2.1%	1.4%	2.3%	0.0%	0.0%
Travel guides and magazines	9.0%	4.5%	5.3%	8.7%	8.0%
Travel Blogs or Forums	5.3%	5.6%	7.2%	6.1%	2.2%
Travel TV Channels	0.6%	0.5%	0.4%	0.8%	1.3%
Tour Operator or Travel Agency	20.4%	13.1%	14.5%	10.6%	9.8%
Public administrations or similar	0.0%	0.0%	0.2%	0.0%	0.0%
Others	2.3%	4.6%	4.7%	5.1%	4.0%

** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)
SWITZERLAND: Second Quarter

With whom did they book their flight and accommodation?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Flight					
- Directly with the airline	42.4%	63.0%	53.7%	62.2%	61.7%
- Tour Operator or Travel Agency	57.6%	37.0%	46.3%	37.8%	38.3%
Accommodation					
- Directly with the accommodation	33.5%	44.5%	41.8%	45.4%	54.9%
- Tour Operator or Travel Agency	66.5%	55.5%	58.2%	54.6%	45.1%



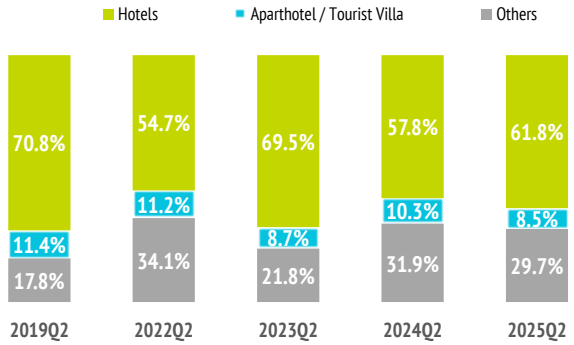
Where does the flight come from?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Switzerland	82.9%	77.9%	79.5%	63.8%	69.0%
Spanish Mainland	6.3%	7.2%	7.4%	21.8%	15.7%
Italy	8.3%	5.6%	3.8%	5.5%	9.7%
Portugal	1.0%	5.8%	0.0%	3.7%	2.3%
Others	0.0%	0.0%	2.6%	0.0%	1.3%
Germany	0.0%	1.3%	4.2%	3.0%	1.1%
Austria	0.0%	0.0%	1.2%	0.0%	0.9%
France	0.0%	0.0%	0.0%	2.2%	0.0%
Netherlands	0.6%	0.0%	0.0%	0.0%	0.0%
Poland	0.0%	2.3%	0.0%	0.0%	0.0%
Others	0.9%	0.0%	1.2%	0.0%	0.0%

Where do they stay?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
1-2-3* Hotel	7.8%	6.0%	13.5%	6.0%	11.6%
4* Hotel	41.9%	30.4%	33.7%	35.4%	28.5%
5* Hotel / 5* Luxury Hotel	21.2%	18.3%	22.3%	16.4%	21.8%
Aparthotel / Tourist Villa	11.4%	11.2%	8.7%	10.3%	8.5%
House/room rented in a private dwelling	5.9%	10.6%	8.7%	17.4%	13.0%
Private accommodation (1)	4.9%	14.4%	5.9%	11.8%	9.7%
Others (Cottage, cruise, camping,..)	7.1%	9.2%	7.1%	2.6%	7.1%

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

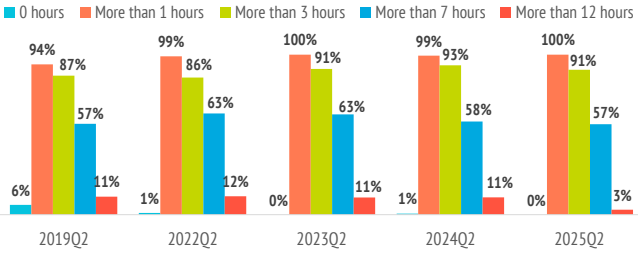


What do they book?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Room only	20.1%	26.6%	26.8%	30.9%	25.8%
Bed and Breakfast	24.2%	26.5%	25.9%	32.4%	22.6%
Half board	28.0%	27.6%	26.9%	19.7%	24.2%
Full board	1.2%	5.3%	1.1%	5.5%	0.9%
All inclusive	26.5%	14.0%	19.3%	11.4%	26.5%

Activities in the Canary Islands

Outdoor time per day	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
0 hours	6.1%	1.1%	0.0%	0.6%	0.0%
1 - 2 hours	7.0%	13.3%	8.9%	6.1%	9.4%
3 - 6 hours	30.1%	22.4%	28.4%	35.1%	34.0%
7 - 12 hours	45.5%	51.8%	51.9%	47.4%	53.5%
More than 12 hours	11.3%	11.5%	10.7%	10.8%	3.1%
Outdoor time per day	7.5	8.0	8.1	7.9	7.0



Activities in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Beach	65.9%	77.3%	82.2%	80.4%	71.1%
Walk, wander	56.1%	56.9%	59.2%	59.6%	59.1%
Explore the island on their own	50.8%	51.7%	40.7%	62.1%	58.9%
Swimming pool, hotel facilities	50.9%	44.1%	52.8%	38.6%	53.9%
Taste Canarian gastronomy	22.4%	25.5%	25.8%	26.7%	28.7%
Beauty and health treatments	4.0%	4.7%	10.2%	5.2%	18.9%
Hiking	--	13.1%	16.0%	17.5%	17.0%
Wineries / markets / popular festivals	8.2%	8.1%	13.6%	11.9%	14.9%
Museums / exhibitions	11.7%	7.0%	6.4%	10.0%	14.8%
Organized excursions	13.9%	15.2%	19.1%	11.2%	13.3%
Theme parks	16.5%	18.8%	14.1%	9.4%	10.2%
Sea excursions / whale watching	10.7%	13.4%	15.2%	10.2%	10.0%
Nightlife / concerts / shows	15.6%	12.7%	19.5%	11.1%	9.2%
Other Nature Activities	--	8.6%	7.1%	10.8%	5.8%
Cycling / Mountain bike	--	5.5%	3.6%	1.8%	4.9%
Running	--	7.9%	4.5%	3.6%	4.9%
Surf	--	6.2%	1.5%	3.5%	4.6%
Astronomical observation	2.1%	2.5%	2.9%	2.5%	3.8%
Swim	--	3.1%	1.2%	0.8%	3.8%
Golf	--	1.2%	6.6%	1.2%	2.6%
Practice other sports	--	10.4%	7.7%	2.7%	2.3%
Scuba Diving	--	2.3%	--	--	1.7%
Windsurf / Kitesurf	--	3.8%	1.9%	2.0%	--

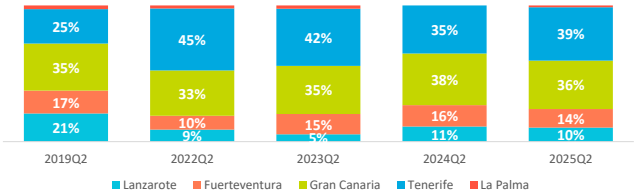
** Multi-choise question*

Tourist profile. Historical data (2019 - 2025)

SWITZERLAND: Second Quarter

Which island do they choose?

Tourists (≥ 16 year old)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	10,242	2,902	2,254	4,137	4,362
Fuerteventura	8,286	3,327	6,175	5,895	5,734
Gran Canaria	17,105	10,917	14,749	14,158	15,052
Tenerife	12,498	14,919	17,464	13,183	16,539
La Palma	1,365	730	993	0	560



Share by islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Lanzarote	20.7%	8.8%	5.4%	11.1%	10.3%
Fuerteventura	16.7%	10.1%	14.8%	15.8%	13.6%
Gran Canaria	34.6%	33.3%	35.4%	37.9%	35.6%
Tenerife	25.3%	45.5%	41.9%	35.3%	39.1%
La Palma	2.8%	2.2%	2.4%	0.0%	1.3%

How many are loyal to the Canary Islands?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Repeat tourists	67.0%	63.6%	58.5%	56.7%	60.4%
At least 10 previous visits	13.2%	21.6%	22.9%	19.7%	12.1%
Repeat tourists (last 5 years)	66.6%	57.6%	56.1%	52.4%	58.0%
Repeat tourists (last 5 years)(5 or more visits)	14.4%	12.4%	15.3%	15.9%	17.0%

Who are they?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Gender					
Men	51.0%	47.4%	48.2%	51.6%	58.6%
Women	49.0%	52.6%	51.8%	48.4%	41.4%
Age					
Average age	45.4	43.8	42.1	47.5	45.3
Standard deviation	13.3	15.5	15.5	17.3	15.9
Age range					
16 - 24 years old	8.5%	5.7%	12.9%	8.9%	3.8%
25 - 30 years old	8.1%	20.5%	16.6%	12.7%	21.2%
31 - 45 years old	31.7%	30.6%	29.4%	27.7%	29.3%
46 - 60 years old	37.3%	24.4%	26.2%	21.2%	23.8%
Over 60 years old	14.4%	18.8%	14.9%	29.5%	21.9%
Occupation					
Salaried worker	63.5%	57.3%	67.7%	65.6%	66.9%
Self-employed	5.0%	13.1%	3.4%	8.5%	13.6%
Unemployed	0.4%	0.6%	0.0%	0.0%	1.1%
Business owner	16.2%	13.3%	11.0%	10.1%	5.7%
Student	1.6%	1.3%	3.7%	3.5%	0.4%
Retired	12.1%	12.9%	10.7%	10.7%	12.3%
Unpaid domestic work	1.1%	0.3%	1.7%	0.0%	0.0%
Others	0.0%	1.2%	1.7%	1.6%	0.0%
Annual household income level					
Less than €25,000	7.7%	6.9%	2.6%	8.5%	1.0%
€25,000 - €49,999	16.4%	7.8%	8.0%	7.1%	11.4%
€50,000 - €74,999	29.5%	14.2%	29.0%	26.6%	16.6%
More than €74,999	46.4%	71.1%	60.4%	57.8%	70.9%
Education level					
No studies	0.0%	0.7%	0.0%	4.5%	0.0%
Primary education	6.7%	11.3%	4.2%	2.4%	9.1%
Secondary education	20.2%	19.7%	23.2%	26.6%	13.1%
Higher education	73.1%	68.3%	72.5%	66.5%	77.8%

How many islands do they visit during their trip?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
One island	88.5%	89.4%	94.6%	89.3%	79.7%
Two islands	11.1%	10.5%	5.4%	10.7%	13.4%
Three or more islands	0.4%	0.0%	0.0%	0.0%	6.9%

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Average rating	8.61	8.68	8.76	8.85	8.66

Experience in the Canary Islands	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Worse or much worse than expected	7.5%	0.3%	2.3%	1.0%	0.0%
Lived up to expectations	49.3%	54.0%	51.0%	46.5%	54.1%
Better or much better than expected	43.2%	45.7%	46.7%	52.4%	45.9%

Future intentions (scale 0-10)	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Return to the Canary Islands	8.21	8.44	8.86	8.80	8.84
Recommend visiting the Canary Islands	8.50	8.65	8.96	9.28	9.13

Who do they come with?

	2019Q2	2022Q2	2023Q2	2024Q2	2025Q2
Unaccompanied	15.2%	17.7%	14.2%	12.9%	20.1%
Only with partner	38.4%	46.2%	47.7%	44.9%	55.2%
Only with children (< 13 years old)	9.3%	5.7%	4.7%	3.4%	2.9%
Partner + children (< 13 years old)	6.2%	4.3%	8.4%	12.4%	1.4%
Other relatives	3.6%	5.1%	5.9%	11.6%	8.0%
Friends	6.4%	13.7%	11.0%	6.4%	8.0%
Work colleagues	0.9%	0.0%	0.6%	0.0%	0.2%
Organized trip	0.9%	0.0%	0.1%	0.6%	0.2%
Other combinations (2)	19.2%	7.5%	7.3%	7.9%	4.1%
(2) Combination of some of the groups previously analyzed					
Tourists with children	**22.7%**	**12.7%**	**13.9%**	**18.7%**	**5.6%**
- Between 0 and 2 years old	1.9%	0.5%	3.8%	0.0%	2.7%
- Between 3 and 12 years old	19.6%	11.0%	9.5%	16.9%	2.2%
- Between 0 -2 and 3-12 years old	1.2%	1.2%	0.6%	1.7%	0.8%
Tourists without children	**77.3%**	**87.3%**	**86.1%**	**81.3%**	**94.4%**
Group composition:					
- 1 person	17.5%	19.5%	18.0%	13.5%	20.1%
- 2 people	46.2%	59.5%	60.0%	56.9%	67.8%
- 3 people	15.6%	4.7%	10.1%	11.1%	4.2%
- 4 or 5 people	19.0%	13.4%	9.2%	17.6%	6.5%
- 6 or more people	1.7%	2.9%	2.7%	0.9%	1.3%
Average group size:	**2.52**	**2.30**	**2.25**	**2.46**	**2.08**

**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.