

Profile of austrian tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Austria	All markets
Tourist arrivals (> 16 years old)	106,985	12,310,044
Average daily expenditure (€)	157.21	133.60
. in their place of residence	118.33	95.33
. in the Canary Islands	38.88	38.27
Average length of stay	9.51	9.46
Turnover per tourist (€)	1,375	1,125
Total turnover (> 16 years old) (€m)	147	13,854
Share of total turnover	1.1%	100%
Share of total tourist	0.9%	100%

Expenditure in the Canary Islands per tourist and trip (€)

	Austria	All markets
Accommodation (*) :	52.73	44.10
- Accommodation	42.60	37.76
- Additional accommodation expenses	10.13	6.33
Transport:	28.22	27.41
- Public transport	3.58	4.99
- Taxi	5.17	7.42
- Car rental	19.47	14.99
Food and drink:	131.75	153.13
- Food purchases at supermarkets	65.02	68.64
- Restaurants	66.73	84.49
Souvenirs:	64.87	55.15
Leisure:	45.68	36.28
- Organized excursions	23.67	14.63
- Leisure, amusement	7.05	5.23
- Trip to other islands	1.04	1.51
- Sporting activities	6.67	5.38
- Cultural activities	3.44	2.18
- Discos and disco-pubs	3.80	7.34
Others:	16.31	15.71
- Wellness	7.20	2.97
- Medical expenses	2.78	1.46
- Other expenses	6.32	11.28

How far in advance do they book their trip?



	Austria	All markets
The same day they leave	0.8%	0.6%
Between 2 and 7 days	6.7%	7.3%
Between 8 and 15 days	6.9%	8.9%
Between 16 and 30 days	12.5%	15.4%
Between 31 and 90 days	39.2%	33.9%
More than 90 days	34.0%	33.8%

What do they book at their place of residence?



	Austria	All markets
Flight only	6.1%	11.1%
Flight and accommodation (room only)	9.9%	25.5%
Flight and accommodation (B&B)	12.4%	7.6%
Flight and accommodation (half board)	35.8%	18.3%
Flight and accommodation (full board)	2.7%	4.4%
Flight and accommodation (all inclusive)	33.1%	33.2%
% Tourists using low-cost airlines	25.4%	47.1%
Other expenses in their place of residence:		
- Car rental	15.4%	11.5%
- Sporting activities	8.3%	5.4%
- Excursions	10.2%	5.7%
- Combined trip to other islands	1.3%	2.0%

How do they book?



	Austria	All markets
Accommodation booking		
Tour Operator	41.4%	42.8%
- Tour Operator's website	59.6%	78.8%
Accommodation	6.3%	14.0%
- Accommodation's website	87.9%	81.9%
Travel agency (High street)	35.2%	19.8%
Online Travel Agency (OTA)	14.6%	15.4%
No need to book accommodation	2.5%	8.0%

Flight booking

	Austria	All markets
Tour Operator	42.6%	45.5%
- Tour Operator's website	55.4%	77.7%
Airline	10.8%	24.9%
- Airline's website	87.0%	96.2%
Travel agency (High street)	33.9%	18.6%
Online Travel Agency (OTA)	12.7%	11.0%

Where do they stay?



	Austria	All markets
5* Hotel	10.0%	6.8%
4* Hotel	55.9%	37.7%
1-2-3* Hotel	14.0%	15.0%
Apartment	14.8%	30.3%
Property (privately-owned, friends, family)	2.3%	7.0%
Others	3.0%	3.2%

How are they?



	Austria	All markets
Gender		
Percentage of men	54.4%	49.8%
Percentage of women	45.6%	50.2%

Age

Average age (tourists > 16 years old)	45.5	44.5
Standard deviation	15.1	14.9
Age range	0.0	0.0
16-24 years old	8.7%	8.8%
25-30 years old	11.8%	13.1%
31-45 years old	29.1%	32.8%
46-60 years old	33.7%	28.4%
Over 60 years old	16.6%	17.0%

Occupation

Business owner or self-employed	22.7%	23.7%
Upper/Middle management employee	47.3%	37.1%
Auxiliary level employee	9.6%	16.6%
Students	4.3%	5.6%
Retired	14.6%	14.5%
Unemployed / unpaid dom. work	1.4%	2.5%

Annual household income level

€12,000 - €24,000	24.2%	18.3%
€24,001 - €36,000	24.0%	18.9%
€36,001 - €48,000	22.8%	16.9%
€48,001 - €60,000	9.9%	14.6%
€60,001 - €72,000	6.1%	9.2%
€72,001 - €84,000	3.2%	6.1%
More than €84,000	10.0%	16.0%

(*) Bear in mind that 94% of austrian tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	Austria	All markets
- Lanzarote	14,591	2,242,245
- Fuerteventura	12,126	1,806,014
- Gran Canaria	37,879	3,447,259
- Tenerife	39,910	4,518,215
- La Palma	1,812	167,100

Share (%)	Austria	All markets
- Lanzarote	13.7%	18.4%
- Fuerteventura	11.4%	14.8%
- Gran Canaria	35.6%	28.3%
- Tenerife	37.5%	37.1%
- La Palma	1.7%	1.4%

Who do they come with?



	Austria	All markets
Unaccompanied	8.8%	9.8%
Only with partner	59.7%	48.0%
Only with children (under the age of 13)	0.5%	1.4%
Partner + children (under the age of 13)	9.1%	11.8%
Other relatives	3.1%	6.4%
Friends	6.4%	6.1%
Work colleagues	0.3%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice

	Austria	All markets
Climate/sun	90.4%	89.3%
Scenery	40.1%	22.6%
Beaches	35.3%	33.6%
Tranquility/rest/relaxation	30.2%	37.9%
Active tourism	12.8%	5.2%
Visiting new places	12.5%	14.1%
Security	11.6%	7.5%
Ease of travel	6.2%	8.3%
Quality of the environment	4.4%	6.4%
Theme parks	4.2%	3.1%
Price	4.0%	14.1%
Nautical activities	2.9%	2.1%
Nightlife/fun	2.8%	4.3%
Suitable destination for children	2.6%	7.7%
Culture	2.5%	2.7%
Shopping	2.3%	3.0%

* Multi-choice question

How do they value the destination?



Impression of their stay	Austria	All markets
Good or very good (% tourists)	95.9%	93.3%
Average rating (scale 1-10)	9.14	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Austria	All markets
Repeat tourists	66.1%	76.4%
In love (more than 10 visits)	11.5%	16.7%

Where does the flight come from?



Ten main origin countries	Austria	All markets
Austria	62,929	78,497
Germany	31,528	2,561,891
Spain	8,502	1,897,955
Switzerland	2,845	243,535
Netherlands	395	386,532
Norway	303	410,416
Italy	281	288,542
Belgium	108	359,967
Russia	94	75,476
Denmark	0	290,123

What did motivate them to come?

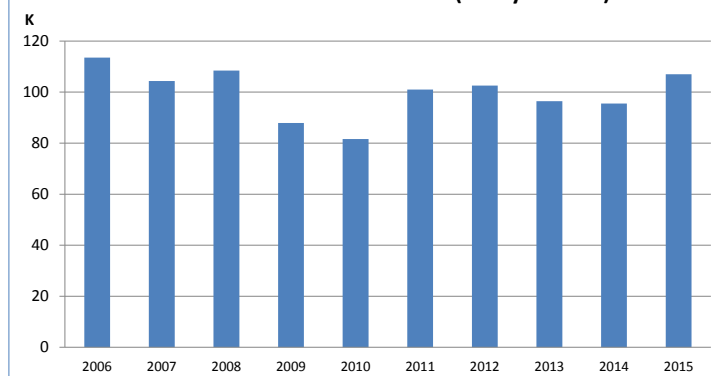


Aspects motivating the choice

	Austria	All markets
Previous visits to the Canary Islands	55.8%	64.1%
Recommendation by friends or relatives	28.5%	34.7%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	2.0%	0.7%
Information in the press/magazines/books	4.2%	3.7%
Attendance at a tourism fair	0.7%	0.5%
Tour Operator's brochure or catalogue	13.6%	8.2%
Recommendation by Travel Agency	14.6%	9.5%
Information obtained via the Internet	26.4%	25.6%
Senior Tourism programme	0.0%	0.3%
Others	3.9%	6.7%

* Multi-choice question

Austrian market: Tourist arrivals (> 16 years old)



Source: ISTAC (Encuesta sobre el Gasto Turístico).

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

Austrian tourist arrivals (> 16 years old) by quarter

