

Profile of czech tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Czech Republic	All markets
Tourist arrivals (> 16 years old)	48,906	12,310,044
Average daily expenditure (€)	112.99	133.60
. in their place of residence	89.25	95.33
. in the Canary Islands	23.74	38.27
Average length of stay	9.63	9.46
Turnover per tourist (€)	971	1,125
Total turnover (> 16 years old) (€m)	47	13,854
Share of total turnover	0.3%	100%
Share of total tourist	0.4%	100%

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

	Czech Republic	All markets
Accommodation (*) :	32.75	44.10
- Accommodation	29.81	37.76
- Additional accommodation expenses	2.93	6.33
Transport:	22.21	27.41
- Public transport	4.98	4.99
- Taxi	3.96	7.42
- Car rental	13.27	14.99
Food and drink:	81.68	153.13
- Food purchases at supermarkets	41.43	68.64
- Restaurants	40.25	84.49
Souvenirs:	39.95	55.15
Leisure:	38.10	36.28
- Organized excursions	13.70	14.63
- Leisure, amusement	9.52	5.23
- Trip to other islands	2.74	1.51
- Sporting activities	7.64	5.38
- Cultural activities	2.38	2.18
- Discos and disco-pubs	2.11	7.34
Others:	5.05	15.71
- Wellness	0.31	2.97
- Medical expenses	1.79	1.46
- Other expenses	2.94	11.28

How far in advance do they book their trip?



	Czech Republic	All markets
The same day they leave	0.0%	0.6%
Between 2 and 7 days	10.8%	7.3%
Between 8 and 15 days	9.3%	8.9%
Between 16 and 30 days	24.1%	15.4%
Between 31 and 90 days	31.6%	33.9%
More than 90 days	24.2%	33.8%

What do they book at their place of residence?



	Czech Republic	All markets
Flight only	7.9%	11.1%
Flight and accommodation (room only)	13.6%	25.5%
Flight and accommodation (B&B)	2.0%	7.6%
Flight and accommodation (half board)	24.5%	18.3%
Flight and accommodation (full board)	8.9%	4.4%
Flight and accommodation (all inclusive)	43.1%	33.2%
% Tourists using low-cost airlines	44.4%	47.1%
Other expenses in their place of residence:		
- Car rental	13.8%	11.5%
- Sporting activities	9.1%	5.4%
- Excursions	13.1%	5.7%
- Combined trip to other islands	0.0%	2.0%

How do they book?



	Czech Republic	All markets
Accommodation booking		
Tour Operator	26.3%	42.8%
- Tour Operator's website	44.4%	78.8%
Accommodation	12.4%	14.0%
- Accommodation's website	89.9%	81.9%
Travel agency (High street)	49.4%	19.8%
Online Travel Agency (OTA)	9.6%	15.4%
No need to book accommodation	2.4%	8.0%

Flight booking

	Czech Republic	All markets
Tour Operator	33.1%	45.5%
- Tour Operator's website	47.3%	77.7%
Airline	12.4%	24.9%
- Airline's website	74.1%	96.2%
Travel agency (High street)	45.1%	18.6%
Online Travel Agency (OTA)	9.4%	11.0%

Where do they stay?



	Czech Republic	All markets
5* Hotel	4.4%	6.8%
4* Hotel	55.5%	37.7%
1-2-3* Hotel	22.5%	15.0%
Apartment	14.9%	30.3%
Property (privately-owned, friends, family)	1.7%	7.0%
Others	0.9%	3.2%

How are they?



	Czech Republic	All markets
Gender		
Percentage of men	44.2%	49.8%
Percentage of women	55.8%	50.2%

Age

Average age (tourists > 16 years old)	43.2	44.5
Standard deviation	15.3	14.9

Age range

16-24 years old	5.4%	8.8%
25-30 years old	22.3%	13.1%
31-45 years old	36.3%	32.8%
46-60 years old	17.6%	28.4%
Over 60 years old	18.3%	17.0%

Occupation

Business owner or self-employed	23.7%	23.7%
Upper/Middle management employee	46.2%	37.1%
Auxiliary level employee	9.2%	16.6%
Students	4.4%	5.6%
Retired	14.1%	14.5%
Unemployed / unpaid dom. work	2.4%	2.5%

Annual household income level

€12,000 - €24,000	36.4%	18.3%
€24,001 - €36,000	24.5%	18.9%
€36,001 - €48,000	12.1%	16.9%
€48,001 - €60,000	10.7%	14.6%
€60,001 - €72,000	1.7%	9.2%
€72,001 - €84,000	2.9%	6.1%
More than €84,000	11.6%	16.0%

(*) Bear in mind that 92% of czech tourists pay the accommodation before travelling.

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Which island do they choose?



Tourists (> 16 years old)	Czech Republic	All markets
- Lanzarote	9,564	2,242,245
- Fuerteventura	8,862	1,806,014
- Gran Canaria	14,347	3,447,259
- Tenerife	15,553	4,518,215
- La Palma	580	167,100

Share (%)	Czech Republic	All markets
- Lanzarote	19.6%	18.4%
- Fuerteventura	18.1%	14.8%
- Gran Canaria	29.3%	28.3%
- Tenerife	31.8%	37.1%
- La Palma	1.2%	1.4%

Who do they come with?



	Czech Republic	All markets
Unaccompanied	4.6%	9.8%
Only with partner	36.8%	48.0%
Only with children (under the age of 13)	5.7%	1.4%
Partner + children (under the age of 13)	11.3%	11.8%
Other relatives	14.3%	6.4%
Friends	5.8%	6.1%
Work colleagues	0.0%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Czech Republic	All markets
Climate/sun	88.8%	89.3%
Beaches	42.3%	33.6%
Tranquillity/rest/relaxation	27.5%	37.9%
Scenery	25.9%	22.6%
Visiting new places	24.2%	14.1%
Security	19.7%	7.5%
Active tourism	13.4%	5.2%
Suitable destination for children	5.0%	7.7%
Quality of the environment	3.9%	6.4%
Theme parks	3.7%	3.1%
Nautical activities	2.5%	2.1%
Shopping	2.1%	3.0%
Price	2.0%	14.1%
Nightlife/fun	1.9%	4.3%
Security against natural catastrophes	1.9%	0.6%
Ease of travel	1.6%	8.3%

How do they value the destination?



Impression of their stay	Czech Republic	All markets
Good or very good (% tourists)	95.5%	93.3%
Average rating (scale 1-10)	9.21	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Czech Republic	All markets
Repeat tourists	59.6%	76.4%
In love (more than 10 visits)	10.9%	16.7%

Where does the flight come from?



Ten main origin countries	Czech Republic	All markets
Czech Republic	42,896	48,124
Germany	4,641	2,561,891
Spain	604	1,897,955
Switzerland	290	243,535
United Kingdom	280	3,848,961
Russia	175	75,476
Austria	20	78,497
Belgium	0	359,967
Denmark	0	290,123
Finland	0	202,381

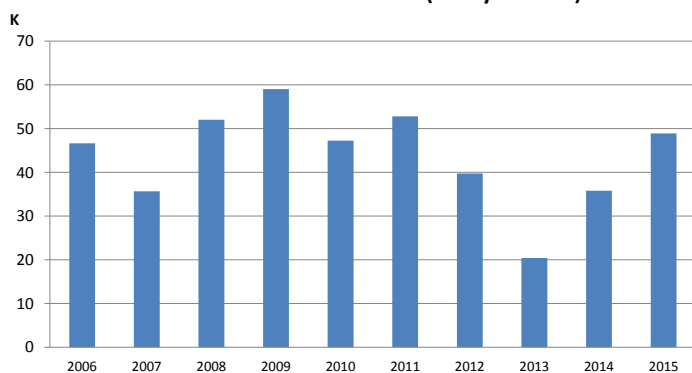
What did motivate them to come?



Aspects motivating the choice	Czech Republic	All markets
Previous visits to the Canary Islands	48.7%	64.1%
Recommendation by friends or relatives	29.3%	34.7%
The Canary Islands television channel	0.0%	0.4%
Other television or radio channels	0.0%	0.7%
Information in the press/magazines/books	7.7%	3.7%
Attendance at a tourism fair	1.0%	0.5%
Tour Operator's brochure or catalogue	5.3%	8.2%
Recommendation by Travel Agency	15.6%	9.5%
Information obtained via the Internet	36.3%	25.6%
Senior Tourism programme	2.1%	0.3%
Others	6.2%	6.7%

* Multi-choice question

Czech 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.

Czech tourist arrivals (> 16 years old) by quarter

