

Tourist profile trend (2015)

Canary Islands: Czech



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	52,778	39,733	20,401	35,794	48,906
Average daily expenditure (€)	124.95	122.45	113.21	106.32	112.99
- in their place of residence	99.99	92.49	77.95	81.51	89.25
- in the Canary Islands	24.96	29.96	35.26	24.81	23.74
Average length of stay	9.62	8.85	11.15	10.10	9.63
Turnover per tourist (€)	1,120	995	1,221	1,037	971
Total turnover (> 16 years old) (€m)	59	40	25	37	47
Year on year variation of turnover	--	-33.1%	-37.0%	49.1%	27.9%
Year on year variation of tourist	--	-24.7%	-48.7%	75.5%	36.6%

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

Accommodation (*) :	57.10	19.12	16.10	5.79	32.75
- Accommodation	53.56	17.31	16.05	4.70	29.81
- Additional accommodation expenses	3.55	1.81	0.05	1.10	2.93
Transport:	18.68	38.59	88.09	22.05	22.21
- Public transport	2.77	11.52	37.87	3.15	4.98
- Taxi	3.57	1.80	13.01	5.52	3.96
- Car rental	12.34	25.28	37.21	13.38	13.27
Food and drink:	104.39	90.96	136.17	92.88	81.68
- Food purchases at supermarkets	64.04	48.74	80.05	58.95	41.43
- Restaurants	40.35	42.22	56.13	33.93	40.25
Souvenirs:	45.81	45.25	46.34	52.23	39.95
Leisure:	62.18	45.86	53.19	44.36	38.10
- Organized excursions	25.92	25.04	11.34	27.27	13.70
- Leisure, amusement	8.14	8.33	6.81	11.92	9.52
- Trip to other islands	19.12	1.41	8.22	0.71	2.74
- Sporting activities	5.44	7.39	13.68	2.21	7.64
- Cultural activities	0.63	2.54	2.63	0.70	2.38
- Discos and disco-pubs	2.94	1.14	10.51	1.54	2.11
Others:	19.02	14.19	51.42	8.90	5.05
- Wellness	2.38	1.56	8.77	1.47	0.31
- Medical expenses	0.50	2.12	1.44	0.67	1.79
- Other expenses	16.14	10.52	41.21	6.76	2.94

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	2.4%	0.0%	2.3%	0.0%	0.0%
Between 2 and 7 days	10.6%	15.9%	29.9%	11.6%	10.8%
Between 8 and 15 days	18.9%	19.5%	26.2%	9.8%	9.3%
Between 16 and 30 days	24.8%	13.1%	12.5%	14.7%	24.1%
Between 31 and 90 days	23.6%	26.5%	10.6%	26.8%	31.6%
More than 90 days	19.7%	25.0%	18.4%	37.1%	24.2%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	6.7%	4.2%	7.3%	4.5%	7.9%
Flight and accommodation (room only)	8.4%	3.5%	24.1%	16.3%	13.6%
Flight and accommodation (B&B)	2.2%	6.4%	9.5%	1.6%	2.0%
Flight and accommodation (half board)	34.2%	35.3%	22.8%	22.4%	24.5%
Flight and accommodation (full board)	1.5%	6.3%	3.7%	4.3%	8.9%
Flight and accommodation (all inclusive)	47.0%	44.4%	32.5%	50.9%	43.1%
% Tourists using low-cost airlines	43.6%	42.3%	51.3%	35.9%	44.4%
Other expenses in their place of residence:					
- Car rental	14.7%	16.1%	6.6%	18.8%	13.8%
- Sporting activities	5.0%	6.5%	2.5%	1.6%	9.1%
- Excursions	15.4%	13.8%	5.2%	20.1%	13.1%
- Combined trip to other islands	0.3%	0.7%	0.5%	2.4%	0.0%

(*) Bear in mind that 92% of czech tourists in 2015 paid the accommodation before travelling.

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	35.2%	41.6%	36.0%	24.5%	26.3%
- Tour Operator's website	39.8%	49.1%	52.9%	53.8%	44.4%
Accommodation	5.0%	2.9%	8.9%	14.9%	12.4%
- Accommodation's website	28.4%	76.2%	100.0%	73.0%	89.9%
Travel agency (High street)	50.7%	48.8%	37.7%	52.6%	49.4%
Online Travel Agency (OTA)	5.4%	4.2%	15.1%	5.8%	9.6%
No need to book accommodation	3.6%	2.5%	2.3%	2.3%	2.4%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	38.3%	42.7%	39.9%	33.6%	33.1%
- Tour Operator's website	43.7%	50.6%	75.1%	51.1%	47.3%
Airline	11.6%	7.3%	20.6%	17.8%	12.4%
- Airline's website	50.2%	60.9%	100.0%	76.0%	74.1%
Travel agency (High street)	43.7%	44.1%	32.9%	42.1%	45.1%
Online Travel Agency (OTA)	6.3%	5.9%	6.7%	6.5%	9.4%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	4.7%	6.0%	12.6%	7.4%	4.4%
4* Hotel	44.4%	50.4%	58.9%	52.1%	55.5%
1-2-3* Hotel	33.4%	32.1%	17.5%	22.8%	22.5%
Apartment	14.0%	9.2%	8.1%	12.4%	14.9%
Property (privately-owned, friends, family)	1.3%	2.0%	2.9%	3.9%	1.7%
Others	2.2%	0.3%	0.0%	1.4%	0.9%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	46.4%	60.0%	56.0%	51.0%	44.2%
Percentage of women	53.6%	40.0%	44.0%	49.0%	55.8%

Age

Average age (tourists > 16 years old)	39.4	38.6	33.4	41.6	43.2
Standard deviation	13.1	12.4	9.1	14.9	15.3

Age range

16-24 years old	6.9%	5.5%	7.9%	8.7%	5.4%
25-30 years old	23.9%	26.9%	37.2%	12.5%	22.3%
31-45 years old	42.3%	44.6%	42.3%	50.1%	36.3%
46-60 years old	19.3%	16.7%	12.5%	13.9%	17.6%
Over 60 years old	7.6%	6.3%	0.0%	14.8%	18.3%

Occupation

Business owner or self-employed	30.3%	27.9%	21.4%	32.2%	23.7%
Upper/Middle management employee	45.4%	48.3%	28.2%	56.0%	46.2%
Auxiliary level employee	3.3%	7.8%	11.4%	0.3%	9.2%
Students	8.2%	8.5%	19.2%	2.5%	4.4%
Retired	11.0%	4.7%	7.8%	7.4%	14.1%
Unemployed / unpaid dom. work	1.8%	2.7%	12.0%	1.5%	2.4%

Annual household income level

€12,000 - €24,000	32.6%	35.5%	28.5%	34.9%	36.4%
€24,001 - €36,000	32.7%	23.4%	31.4%	20.5%	24.5%
€36,001 - €48,000	11.6%	16.0%	15.3%	16.0%	12.1%
€48,001 - €60,000	10.0%	7.5%	18.9%	13.0%	10.7%
€60,001 - €72,000	7.4%	6.0%	4.0%	5.1%	1.7%
€72,001 - €84,000	2.6%	3.0%	0.0%	1.8%	2.9%
More than €84,000	3.1%	8.6%	1.9%	8.7%	11.6%

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Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	6,413	5,976	1,096	6,235	9,564
- Fuerteventura	10,920	6,957	4,154	5,318	8,862
- Gran Canaria	19,424	13,645	6,176	8,526	14,347
- Tenerife	15,794	13,086	8,959	15,264	15,553
- La Palma	228	69	16	147	580

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	12.2%	15.0%	5.4%	17.6%	19.6%
- Fuerteventura	20.7%	17.5%	20.4%	15.0%	18.1%
- Gran Canaria	36.8%	34.3%	30.3%	24.0%	29.3%
- Tenerife	29.9%	32.9%	43.9%	43.0%	31.8%
- La Palma	0.4%	0.2%	0.1%	0.4%	1.2%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	5.7%	11.1%	12.9%	7.0%	4.6%
Only with partner	43.8%	35.5%	39.6%	31.6%	36.8%
Only with children (under the age of 13)	1.7%	0.6%	3.1%	1.4%	5.7%
Partner + children (under the age of 13)	12.5%	18.4%	11.4%	24.6%	11.3%
Other relatives	11.9%	13.1%	10.5%	16.2%	14.3%
Friends	5.5%	3.9%	11.6%	4.4%	5.8%
Work colleagues	0.0%	0.9%	0.0%	1.3%	0.0%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	88.6%	86.3%	82.2%	86.4%	88.8%
Beaches	40.0%	34.3%	38.2%	36.3%	42.3%
Tranquillity/rest/relaxation	47.3%	37.7%	35.3%	35.4%	27.5%
Scenery	27.1%	27.5%	20.8%	35.1%	25.9%
Visiting new places	35.0%	29.2%	18.9%	19.3%	24.2%
Security	5.6%	10.6%	1.8%	8.2%	19.7%
Active tourism	6.4%	8.9%	7.6%	11.5%	13.4%
Suitable destination for children	6.1%	5.5%	5.6%	14.3%	5.0%
Quality of the environment	3.1%	1.0%	0.9%	2.8%	3.9%
Theme parks	6.8%	4.8%	0.0%	5.5%	3.7%
Nautical activities	0.4%	0.9%	11.3%	1.5%	2.5%
Shopping	2.0%	2.4%	4.1%	0.3%	2.1%
Price	3.4%	7.5%	12.7%	3.6%	2.0%
Nightlife/fun	0.7%	2.2%	6.5%	1.4%	1.9%
Golf	1.0%	3.7%	0.0%	0.4%	1.3%
Culture	2.0%	5.3%	0.0%	0.4%	0.7%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	95.7%	95.0%	90.1%	92.1%	95.5%
Average rating (scale 1-10)	9.16	9.14	8.34	9.27	9.21

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	50.7%	55.6%	52.5%	53.2%	59.6%
In love (more than 10 visits)	2.0%	5.2%	7.4%	4.6%	10.9%

What did motivate them to come?



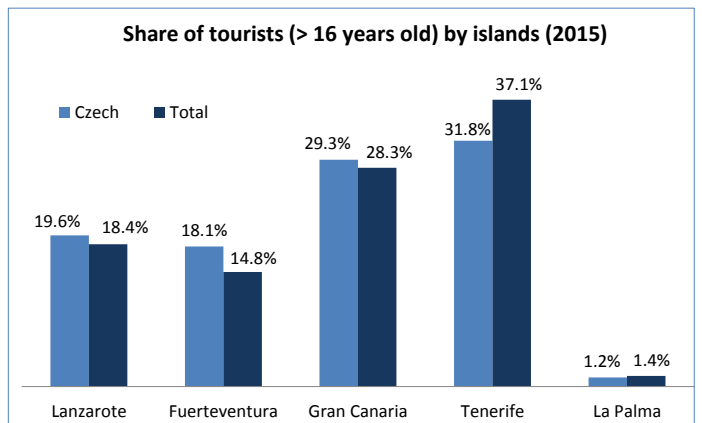
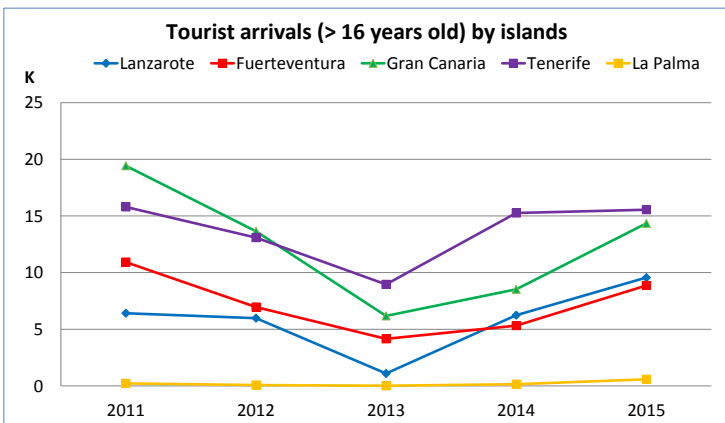
Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	44.9%	51.7%	46.9%	45.3%	48.7%
Recommendation by friends or relatives	39.6%	41.6%	44.6%	41.2%	29.3%
The Canary Islands television channel	0.0%	0.4%	0.0%	1.0%	0.0%
Other television or radio channels	0.0%	0.2%	0.0%	1.0%	0.0%
Information in the press/magazines/books	12.9%	4.2%	5.5%	8.9%	7.7%
Attendance at a tourism fair	1.0%	1.0%	0.9%	2.9%	1.0%
Tour Operator's brochure or catalogue	8.0%	4.2%	0.0%	3.8%	5.3%
Recommendation by Travel Agency	18.9%	18.6%	7.6%	2.7%	15.6%
Information obtained via the Internet	38.1%	35.0%	37.0%	33.7%	36.3%
Senior Tourism programme	1.6%	0.3%	0.0%	5.0%	2.1%
Others	3.8%	4.9%	0.4%	4.3%	6.2%

* Multi-choice question

Where does the flight come from?



Ten main origin countries	2011	2012	2013	2014	2015
Czech Republic	42,959	33,272	0	29,508	42,896
Germany	3,375	3,611	8,504	2,497	4,641
Spain	1,347	479	4,781	205	604
Switzerland	192	0	0	190	290
United Kingdom	603	783	193	1,295	280
Russia	0	0	0	0	175
Austria	1,741	893	6,923	1,896	20
Belgium	790	0	0	0	0
Netherlands	194	0	0	0	0
Poland	331	539	0	202	0



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.