

Profile of swiss tourist visiting Canary Islands

2015



How many they are and how much do they spend?



	Switzerland	All markets
Tourist arrivals (> 16 years old)	230,215	12,310,044
Average daily expenditure (€)	174.68	133.60
. in their place of residence	127.65	95.33
. in the Canary Islands	47.03	38.27
Average length of stay	9.62	9.46
Turnover per tourist (€)	1,502	1,125
Total turnover (> 16 years old) (€m)	346	13,854
Share of total turnover	2.5%	100%
Share of total tourist	1.9%	100%

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

	Switzerland	All markets
Accommodation (*) :	69.46	44.10
- Accommodation	61.61	37.76
- Additional accommodation expenses	7.85	6.33
Transport:	38.93	27.41
- Public transport	7.05	4.99
- Taxi	7.91	7.42
- Car rental	23.96	14.99
Food and drink:	175.51	153.13
- Food purchases at supermarkets	78.71	68.64
- Restaurants	96.80	84.49
Souvenirs:	63.65	55.15
Leisure:	49.67	36.28
- Organized excursions	18.36	14.63
- Leisure, amusement	7.73	5.23
- Trip to other islands	2.02	1.51
- Sporting activities	12.58	5.38
- Cultural activities	2.19	2.18
- Discos and disco-pubs	6.80	7.34
Others:	17.74	15.71
- Wellness	6.72	2.97
- Medical expenses	1.03	1.46
- Other expenses	10.00	11.28

How far in advance do they book their trip?



	Switzerland	All markets
The same day they leave	0.4%	0.6%
Between 2 and 7 days	6.8%	7.3%
Between 8 and 15 days	8.2%	8.9%
Between 16 and 30 days	15.9%	15.4%
Between 31 and 90 days	34.0%	33.9%
More than 90 days	34.6%	33.8%

What do they book at their place of residence?



	Switzerland	All markets
Flight only	10.9%	11.1%
Flight and accommodation (room only)	21.1%	25.5%
Flight and accommodation (B&B)	12.9%	7.6%
Flight and accommodation (half board)	27.0%	18.3%
Flight and accommodation (full board)	4.0%	4.4%
Flight and accommodation (all inclusive)	24.2%	33.2%
% Tourists using low-cost airlines	35.3%	47.1%
Other expenses in their place of residence:		
- Car rental	19.5%	11.5%
- Sporting activities	9.8%	5.4%
- Excursions	9.7%	5.7%
- Combined trip to other islands	2.7%	2.0%

How do they book?



	Switzerland	All markets
Accommodation booking		
Tour Operator	38.6%	42.8%
- Tour Operator's website	78.5%	78.8%
Accommodation	15.8%	14.0%
- Accommodation's website	83.2%	81.9%
Travel agency (High street)	15.5%	19.8%
Online Travel Agency (OTA)	22.8%	15.4%
No need to book accommodation	7.3%	8.0%

	Switzerland	All markets
Flight booking		
Tour Operator	39.2%	45.5%
- Tour Operator's website	74.5%	77.7%
Airline	25.1%	24.9%
- Airline's website	96.9%	96.2%
Travel agency (High street)	16.4%	18.6%
Online Travel Agency (OTA)	19.3%	11.0%

Where do they stay?



	Switzerland	All markets
5* Hotel	12.7%	6.8%
4* Hotel	34.6%	37.7%
1-2-3* Hotel	12.0%	15.0%
Apartment	29.8%	30.3%
Property (privately-owned, friends, family)	7.8%	7.0%
Others	3.2%	3.2%

How are they?



	Switzerland	All markets
Gender		
Percentage of men	53.1%	49.8%
Percentage of women	46.9%	50.2%

	Switzerland	All markets
Age		
Average age (tourists > 16 years old)	43.0	44.5
Standard deviation	15.4	14.9

	Switzerland	All markets
Age range		
16-24 years old	11.6%	8.8%
25-30 years old	14.3%	13.1%
31-45 years old	32.3%	32.8%
46-60 years old	26.3%	28.4%
Over 60 years old	15.5%	17.0%

	Switzerland	All markets
Occupation		
Business owner or self-employed	16.0%	23.7%
Upper/Middle management employee	51.3%	37.1%
Auxiliary level employee	10.6%	16.6%
Students	8.3%	5.6%
Retired	10.7%	14.5%
Unemployed / unpaid dom. work	3.0%	2.5%

	Switzerland	All markets
Annual household income level		
€12,000 - €24,000	6.7%	18.3%
€24,001 - €36,000	3.0%	18.9%
€36,001 - €48,000	6.3%	16.9%
€48,001 - €60,000	13.9%	14.6%
€60,001 - €72,000	12.5%	9.2%
€72,001 - €84,000	12.2%	6.1%
More than €84,000	45.4%	16.0%

(*) Bear in mind that 89% of swiss tourists pay the accommodation before travelling.

Profile of swiss tourist visiting Canary Islands

2015



Which island do they choose?



Tourists (> 16 years old)	Switzerland	All markets
- Lanzarote	20,238	2,242,245
- Fuerteventura	33,438	1,806,014
- Gran Canaria	86,759	3,447,259
- Tenerife	80,785	4,518,215
- La Palma	2,785	167,100

Share (%)	Switzerland	All markets
- Lanzarote	9.0%	18.4%
- Fuerteventura	14.9%	14.8%
- Gran Canaria	38.7%	28.3%
- Tenerife	36.1%	37.1%
- La Palma	1.2%	1.4%

Who do they come with?



	Switzerland	All markets
Unaccompanied	15.3%	9.8%
Only with partner	43.3%	48.0%
Only with children (under the age of 13)	0.9%	1.4%
Partner + children (under the age of 13)	12.3%	11.8%
Other relatives	5.9%	6.4%
Friends	7.7%	6.1%
Work colleagues	1.2%	0.4%

Why do they choose the Canary Islands?



Aspects influencing the choice	Switzerland	All markets
Climate/sun	88.7%	89.3%
Beaches	38.9%	33.6%
Tranquillity/rest/relaxation	35.9%	37.9%
Scenery	27.8%	22.6%
Visiting new places	15.0%	14.1%
Price	13.1%	14.1%
Ease of travel	8.7%	8.3%
Security	8.5%	7.5%
Nautical activities	6.5%	2.1%
Suitable destination for children	5.6%	7.7%
Active tourism	5.5%	5.2%
Nightlife/fun	4.5%	4.3%
Quality of the environment	4.1%	6.4%
Theme parks	3.0%	3.1%
Golf	2.8%	1.1%
Shopping	1.7%	3.0%

How do they value the destination?



Impression of their stay	Switzerland	All markets
Good or very good (% tourists)	92.3%	93.3%
Average rating (scale 1-10)	8.73	8.84

How many are loyal to the destination?

Percentage of repeat tourists	Switzerland	All markets
Repeat tourists	69.0%	76.4%
In love (more than 10 visits)	10.0%	16.7%

Where does the flight come from?



Ten main origin countries	Switzerland	All markets
Switzerland	170,115	243,535
Spain	38,216	1,897,955
Germany	11,541	2,561,891
Italy	5,869	288,542
Belgium	1,449	359,967
United Kingdom	1,297	3,848,961
France	912	318,592
Others	817	214,665
Austria	0	78,497
Denmark	0	290,123

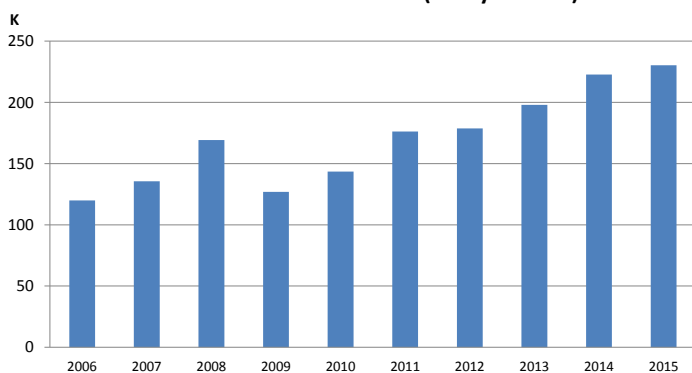
What did motivate them to come?



Aspects motivating the choice	Switzerland	All markets
Previous visits to the Canary Islands	56.5%	64.1%
Recommendation by friends or relatives	36.8%	34.7%
The Canary Islands television channel	0.5%	0.4%
Other television or radio channels	0.3%	0.7%
Information in the press/magazines/books	2.8%	3.7%
Attendance at a tourism fair	0.2%	0.5%
Tour Operator's brochure or catalogue	9.7%	8.2%
Recommendation by Travel Agency	11.4%	9.5%
Information obtained via the Internet	31.5%	25.6%
Senior Tourism programme	0.3%	0.3%
Others	8.8%	6.7%

* Multi-choice question

Swiss 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.

Swiss tourist arrivals (> 16 years old) by quarter

