

Tourist profile trend (2015)

Canary Islands: Swiss



How many they are and how much do they spend?



	2011	2012	2013	2014	2015
Tourist arrivals (> 16 years old)	176,171	178,661	197,881	222,731	230,215
Average daily expenditure (€)	147.28	151.54	158.30	161.93	174.68
- in their place of residence	105.86	107.99	112.14	114.96	127.65
- in the Canary Islands	41.42	43.55	46.17	46.96	47.03
Average length of stay	10.51	9.96	9.69	9.01	9.62
Turnover per tourist (€)	1,304	1,335	1,366	1,346	1,502
Total turnover (> 16 years old) (€m)	230	238	270	300	346
Year on year variation of turnover	--	3.8%	13.4%	10.9%	15.3%
Year on year variation of tourist	--	1.4%	10.8%	12.6%	3.4%

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

Accommodation (*) :	51.64	48.47	51.58	63.64	69.46
- Accommodation	37.67	36.28	43.83	56.53	61.61
- Additional accommodation expenses	13.97	12.19	7.74	7.11	7.85
Transport:	35.10	32.56	35.46	31.06	38.93
- Public transport	6.61	5.25	5.55	6.60	7.05
- Taxi	8.03	6.93	6.99	5.90	7.91
- Car rental	20.46	20.38	22.91	18.56	23.96
Food and drink:	170.96	166.34	199.17	167.34	175.51
- Food purchases at supermarkets	73.32	69.66	87.74	67.40	78.71
- Restaurants	97.65	96.68	111.44	99.94	96.80
Souvenirs:	58.55	72.93	82.91	62.29	63.65
Leisure:	57.99	53.75	50.19	52.61	49.67
- Organized excursions	18.50	22.88	20.27	17.89	18.36
- Leisure, amusement	10.12	5.28	4.61	6.38	7.73
- Trip to other islands	0.89	2.03	2.79	3.37	2.02
- Sporting activities	17.85	11.10	14.64	13.40	12.58
- Cultural activities	2.36	3.42	2.12	4.67	2.19
- Discos and disco-pubs	8.26	9.04	5.75	6.91	6.80
Others:	16.56	25.82	24.97	26.50	17.74
- Wellness	3.78	5.82	4.27	8.22	6.72
- Medical expenses	1.19	1.99	2.47	1.56	1.03
- Other expenses	11.59	18.01	18.22	16.72	10.00

How far in advance do they book their trip?



	2011	2012	2013	2014	2015
The same day they leave	0.1%	0.0%	0.3%	0.2%	0.4%
Between 2 and 7 days	9.1%	9.5%	8.0%	9.5%	6.8%
Between 8 and 15 days	12.6%	8.8%	11.7%	9.1%	8.2%
Between 16 and 30 days	18.7%	15.2%	16.3%	15.2%	15.9%
Between 31 and 90 days	29.9%	32.5%	35.2%	30.5%	34.0%
More than 90 days	29.6%	34.1%	28.5%	35.5%	34.6%

What do they book at their place of residence?



	2011	2012	2013	2014	2015
Flight only	12.3%	11.5%	16.5%	12.4%	10.9%
Flight and accommodation (room only)	26.6%	23.3%	19.3%	24.8%	21.1%
Flight and accommodation (B&B)	10.2%	10.9%	12.5%	12.8%	12.9%
Flight and accommodation (half board)	28.2%	30.6%	32.5%	28.7%	27.0%
Flight and accommodation (full board)	2.7%	2.2%	3.8%	4.2%	4.0%
Flight and accommodation (all inclusive)	20.1%	21.7%	15.4%	17.2%	24.2%
% Tourists using low-cost airlines	25.6%	31.2%	30.8%	27.2%	35.3%
Other expenses in their place of residence:					
- Car rental	15.7%	14.7%	17.0%	18.0%	19.5%
- Sporting activities	8.5%	9.1%	8.1%	8.9%	9.8%
- Excursions	7.5%	9.6%	8.1%	8.6%	9.7%
- Combined trip to other islands	0.8%	2.4%	2.0%	2.3%	2.7%

How do they book?



	2011	2012	2013	2014	2015
Accommodation booking					
Tour Operator	43.8%	41.3%	35.7%	32.5%	38.6%
- Tour Operator's website	66.7%	75.7%	67.1%	70.8%	78.5%
Accommodation	9.9%	12.4%	13.8%	14.8%	15.8%
- Accommodation's website	84.3%	86.5%	83.9%	88.7%	83.2%
Travel agency (High street)	19.9%	20.7%	20.1%	23.4%	15.5%
Online Travel Agency (OTA)	17.0%	19.3%	17.5%	20.5%	22.8%
No need to book accommodation	9.4%	6.3%	12.8%	8.8%	7.3%

Flight booking

	2011	2012	2013	2014	2015
Tour Operator	46.1%	41.8%	38.4%	33.1%	39.2%
- Tour Operator's website	61.8%	73.7%	70.1%	71.8%	74.5%
Airline	18.3%	17.3%	23.8%	24.3%	25.1%
- Airline's website	93.3%	96.4%	95.9%	98.7%	96.9%
Travel agency (High street)	18.4%	19.8%	18.8%	23.2%	16.4%
Online Travel Agency (OTA)	17.2%	21.2%	19.0%	19.3%	19.3%

Where do they stay?



	2011	2012	2013	2014	2015
5* Hotel	6.9%	10.7%	12.7%	12.7%	12.7%
4* Hotel	31.5%	33.8%	28.9%	32.3%	34.6%
1-2-3* Hotel	13.9%	14.3%	13.8%	10.8%	12.0%
Apartment	37.3%	33.6%	30.3%	33.9%	29.8%
Property (privately-owned, friends, family)	6.3%	5.2%	11.4%	6.3%	7.8%
Others	4.0%	2.4%	2.9%	4.0%	3.2%

How are they?



	2011	2012	2013	2014	2015
Gender					
Percentage of men	51.7%	49.8%	51.3%	47.7%	53.1%
Percentage of women	48.3%	50.2%	48.7%	52.3%	46.9%

Age

Average age (tourists > 16 years old)	39.6	40.0	42.0	40.8	43.0
Standard deviation	15.7	14.7	14.8	13.8	15.4

Age range

16-24 years old	19.1%	14.3%	12.9%	12.3%	11.6%
25-30 years old	16.9%	19.3%	13.2%	15.9%	14.3%
31-45 years old	32.4%	32.8%	35.5%	36.2%	32.3%
46-60 years old	19.7%	22.9%	25.3%	25.0%	26.3%
Over 60 years old	11.8%	10.7%	13.1%	10.7%	15.5%

Occupation

Business owner or self-employed	16.9%	16.5%	18.0%	17.2%	16.0%
Upper/Middle management employee	49.4%	51.5%	49.6%	53.9%	51.3%
Auxiliary level employee	9.7%	13.7%	10.1%	14.0%	10.6%
Students	12.9%	7.6%	7.9%	7.1%	8.3%
Retired	8.6%	8.5%	11.6%	5.5%	10.7%
Unemployed / unpaid dom. work	2.6%	2.3%	2.8%	2.3%	3.0%

Annual household income level

€12,000 - €24,000	11.6%	6.8%	8.6%	5.2%	6.7%
€24,001 - €36,000	8.3%	5.9%	6.3%	5.4%	3.0%
€36,001 - €48,000	9.5%	9.6%	8.1%	10.4%	6.3%
€48,001 - €60,000	19.7%	11.8%	16.2%	16.5%	13.9%
€60,001 - €72,000	10.1%	15.0%	10.7%	12.5%	12.5%
€72,001 - €84,000	11.5%	11.9%	12.0%	11.0%	12.2%
More than €84,000	29.3%	39.0%	38.1%	38.9%	45.4%

(*) Bear in mind that 89% of swiss tourists in 2015 paid the accommodation before travelling.

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Which island do they choose?

Tourists (> 16 years old)	2011	2012	2013	2014	2015
- Lanzarote	19,894	21,447	21,216	23,266	20,238
- Fuerteventura	21,515	21,593	26,194	32,412	33,438
- Gran Canaria	77,034	78,562	75,389	85,636	86,759
- Tenerife	52,074	48,680	61,868	70,850	80,785
- La Palma	1,157	2,876	4,017	3,393	2,785

Share (%)	2011	2012	2013	2014	2015
- Lanzarote	11.6%	12.4%	11.2%	10.8%	9.0%
- Fuerteventura	12.5%	12.5%	13.9%	15.0%	14.9%
- Gran Canaria	44.9%	45.4%	40.0%	39.7%	38.7%
- Tenerife	30.3%	28.1%	32.8%	32.9%	36.1%
- La Palma	0.7%	1.7%	2.1%	1.6%	1.2%

Who do they come with?



	2011	2012	2013	2014	2015
Unaccompanied	10.6%	12.1%	14.2%	15.4%	15.3%
Only with partner	46.4%	52.1%	47.3%	42.4%	43.3%
Only with children (under the age of 13)	1.8%	2.2%	1.3%	1.3%	0.9%
Partner + children (under the age of 13)	6.9%	9.2%	10.9%	10.8%	12.3%
Other relatives	5.5%	2.7%	6.5%	4.3%	5.9%
Friends	12.1%	9.5%	9.0%	11.7%	7.7%
Work colleagues	0.6%	0.6%	0.1%	0.2%	1.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	2011	2012	2013	2014	2015
Climate/sun	89.0%	90.4%	90.8%	91.1%	88.7%
Beaches	41.7%	38.4%	41.0%	37.5%	38.9%
Tranquillity/rest/relaxation	32.5%	34.7%	38.5%	32.8%	35.9%
Scenery	25.5%	23.1%	27.0%	29.8%	27.8%
Visiting new places	15.8%	19.2%	13.6%	16.6%	15.0%
Price	11.4%	13.9%	10.7%	11.8%	13.1%
Ease of travel	10.8%	12.5%	9.6%	9.2%	8.7%
Security	5.4%	4.3%	3.6%	5.3%	8.5%
Nautical activities	6.0%	4.6%	5.6%	6.9%	6.5%
Suitable destination for children	3.7%	5.4%	3.6%	6.5%	5.6%
Active tourism	6.1%	7.9%	6.9%	9.9%	5.5%
Nightlife/fun	7.1%	8.8%	4.3%	4.3%	4.5%
Quality of the environment	4.9%	2.4%	4.7%	2.9%	4.1%
Theme parks	1.8%	3.2%	2.1%	1.4%	3.0%
Golf	1.5%	2.2%	3.7%	2.2%	2.8%
Shopping	2.4%	2.0%	2.1%	1.2%	1.7%

* Multi-choice question

How do they value the destination?



Impression of their stay	2011	2012	2013	2014	2015
Good or very good (% tourists)	87.7%	91.0%	92.3%	91.9%	92.3%
Average rating (scale 1-10)	8.46	8.61	8.63	8.69	8.73

How many are loyal to the destination?

Percentage of repeat tourists	2011	2012	2013	2014	2015
Repeat tourists	62.2%	69.2%	67.8%	66.3%	69.0%
In love (more than 10 visits)	8.2%	13.1%	14.8%	11.6%	10.0%

What did motivate them to come?



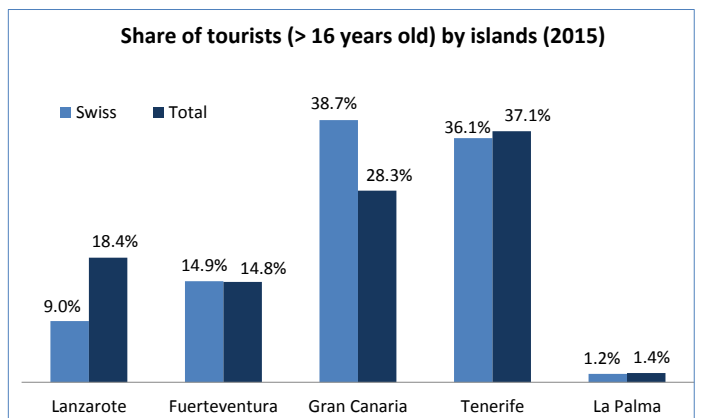
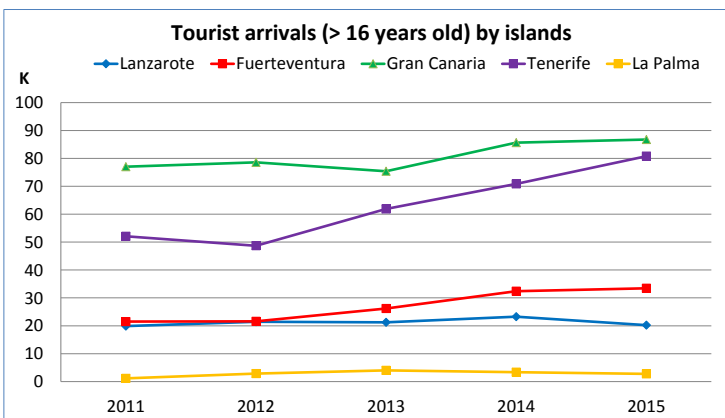
Aspects motivating the choice	2011	2012	2013	2014	2015
Previous visits to the Canary Islands	51.4%	57.1%	54.5%	52.4%	56.5%
Recommendation by friends or relatives	35.9%	35.9%	34.3%	33.1%	36.8%
The Canary Islands television channel	0.0%	0.9%	0.3%	0.6%	0.5%
Other television or radio channels	1.5%	1.3%	0.8%	1.2%	0.3%
Information in the press/magazines/books	5.6%	5.3%	4.4%	5.1%	2.8%
Attendance at a tourism fair	1.0%	0.5%	0.9%	1.3%	0.2%
Tour Operator's brochure or catalogue	13.9%	13.9%	10.7%	9.9%	9.7%
Recommendation by Travel Agency	15.0%	12.4%	12.8%	14.5%	11.4%
Information obtained via the Internet	31.0%	29.9%	30.1%	28.3%	31.5%
Senior Tourism programme	0.0%	0.2%	0.1%	0.0%	0.3%
Others	7.5%	6.5%	8.9%	10.7%	8.8%

* Multi-choice question

Where does the flight come from?



Ten main origin countries	2011	2012	2013	2014	2015
Switzerland	135,154	139,803	145,557	168,118	170,115
Spain	29,603	26,094	37,596	40,835	38,216
Germany	6,499	8,621	10,374	5,865	11,541
Italy	1,659	3,516	2,611	5,429	5,869
Belgium	0	0	81	0	1,449
United Kingdom	0	0	1,065	503	1,297
France	1,283	0	0	516	912
Others	1,491	627	0	784	817
Austria	0	0	597	0	0
Netherlands	0	0	0	438	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.