

How many are they and how much do they spend?

	Austria	All markets
<b>TOURISTS</b>		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	38,835	5,827,892
- book holiday package	15,049	2,549,012
- do not book holiday package	23,785	3,278,880
- % tourists who book holiday package	38.8%	43.7%
Share of total tourist	0.7%	100%

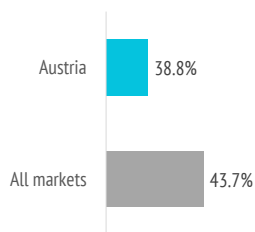
RANKING POSITION BY NUMBER OF TOURISTS



RANKING POSITION BY TURNOVER



% HOLIDAY PACKAGE



57% of Austrians travel to Tenerife.

	Austria	All markets
<b>Expenditure per tourist (€)</b>	<b>1,412</b>	<b>1,206</b>
- book holiday package	1,692	1,415
- holiday package	1,391	1,135
- others	301	280
- do not book holiday package	1,235	1,044
- flight	317	248
- accommodation	448	369
- others	470	427
<b>Average length of stay</b>	<b>11.13</b>	<b>9.54</b>
- book holiday package	8.79	8.59
- do not book holiday package	12.61	10.28
<b>Average daily expenditure (€)</b>	<b>151.4</b>	<b>144.0</b>
- book holiday package	197.4	172.8
- do not book holiday package	122.2	121.6
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>55</b>	<b>7,028</b>
- book holiday package	25	3,606
- do not book holiday package	29	3,422

Where did they spend their main holiday last year?\*

	Austria	All markets
Didn't have holiday	36.9%	35.7%
Canary Islands	19.6%	17.6%
Other destination	43.5%	46.8%

What other destinations do they consider for this trip?\*

	Austria	All markets
None	34.3%	29.4%
Canary Islands (other island)	28.0%	25.4%
Other destination	37.7%	45.1%

\*Percentage of valid answers

Source: Encuesta sobre el Gasto Turístico (ISTAC).

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

Importance of each factor in the destination choice

	Austria	All markets
Climate	72.1%	76.0%
Sea	64.9%	52.0%
Safety	52.8%	49.0%
Landscapes	50.6%	39.1%
Beaches	50.5%	44.6%
Tranquility	48.1%	48.5%
Effortless trip	43.3%	34.9%
European belonging	41.9%	40.2%
Gastronomy	37.8%	27.9%
Environment	34.9%	34.7%
Accommodation supply	30.8%	37.8%
Price	27.1%	32.4%
Authenticity	25.7%	24.4%
Hiking trail network	22.0%	12.1%
Fun possibilities	21.5%	22.4%
Historical heritage	9.7%	9.1%
Exoticism	9.5%	14.5%
Culture	8.8%	8.7%
Shopping	8.1%	8.8%
Nightlife	7.3%	8.4%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

% TOURISTS WHO CHOOSE SEA

AUSTRIA  
64.9%



ALL MARKETS  
52.0%

What is the main motivation for their holidays?

	Austria	All markets
Rest	40.6%	50.7%
Enjoy family time	7.8%	14.0%
Have fun	4.2%	7.3%
Explore the destination	34.2%	23.3%
Practice their hobbies	8.5%	2.6%
Other reasons	4.7%	2.1%

EXPLORE THE DESTINATION



Austria



34.2%

All markets



23.3%

How far in advance do they book their trip?

	Austria	All markets
The same day	1.4%	1.0%
Between 1 and 30 days	43.7%	42.5%
Between 1 and 2 months	30.7%	26.7%
Between 3 and 6 months	15.7%	18.7%
More than 6 months	8.4%	11.1%

What channels did they use to get information about the trip?

	Austria	All markets
Previous visits to the Canary Islands	32.5%	45.7%
Friends or relatives	31.4%	30.9%
Internet or social media	48.8%	53.5%
Mass Media	2.4%	2.3%
Travel guides and magazines	10.2%	7.0%
Travel Blogs or Forums	12.3%	8.4%
Travel TV Channels	0.1%	0.5%
Tour Operator or Travel Agency	18.3%	19.4%
Public administrations or similar	0.4%	1.9%
Others	4.6%	2.9%

\* Multi-choise question

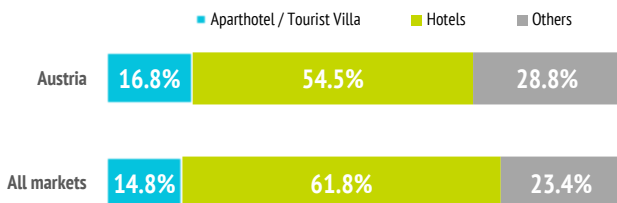
With whom did they book their flight and accommodation?

	Austria	All markets
<b>Flight</b>		
- Directly with the airline	47.1%	52.8%
- Tour Operator or Travel Agency	52.9%	47.2%
<b>Accommodation</b>		
- Directly with the accommodation	37.2%	39.9%
- Tour Operator or Travel Agency	62.8%	60.1%

Where do they stay?

	Austria	All markets
1-2-3* Hotel	6.4%	11.5%
4* Hotel	38.3%	39.4%
5* Hotel / 5* Luxury Hotel	9.7%	10.9%
Aparthotel / Tourist Villa	16.8%	14.8%
House/room rented in a private dwelling	8.0%	6.9%
Private accommodation (1)	14.8%	9.9%
Others (Cottage, cruise, camping,...)	6.0%	6.6%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



What do they book?

	Austria	All markets
Room only	26.8%	28.1%
Bed and Breakfast	21.3%	15.3%
Half board	25.8%	19.5%
Full board	4.3%	3.2%
All inclusive	21.9%	33.8%

25.8% of Austrians book half board.  
(Canary Islands: 19.5%)

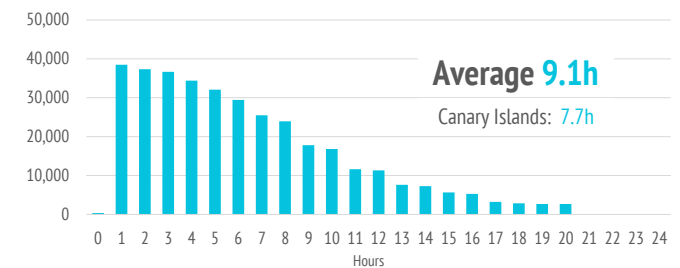
Other expenses

	Austria	All markets
Restaurants or cafes	71.3%	66.9%
Supermarkets	61.9%	55.6%
Car rental	43.3%	37.3%
Organized excursions	23.2%	23.7%
Taxi, transfer, chauffeur service	34.0%	46.0%
Theme Parks	8.7%	8.6%
Sport activities	13.3%	9.3%
Museums	4.8%	4.7%
Flights between islands	4.3%	6.3%

Activities in the Canary Islands

	Austria	All markets
<b>Outdoor time per day</b>		
0 hours	0.9%	2.4%
1 - 2 hours	4.7%	10.0%
3 - 6 hours	28.7%	30.1%
7 - 12 hours	46.0%	47.1%
More than 12 hours	19.6%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Austria	All markets
Beach	79.2%	75.1%
Walk, wander	62.7%	72.2%
Swimming pool, hotel facilities	39.5%	57.5%
Explore the island on their own	55.3%	52.5%
Swim	49.9%	38.8%
Taste Canarian gastronomy	33.7%	30.2%
Hiking	29.2%	22.5%
Organized excursions	18.0%	16.0%
Sea excursions / whale watching	13.6%	13.5%
Nightlife / concerts / shows	6.4%	12.3%
Theme parks	11.6%	12.2%
Museums / exhibitions	9.9%	10.7%
Wineries / markets / popular festivals	8.7%	10.0%
Other Nature Activities	13.0%	9.5%
Running	6.9%	7.6%
Practice other sports	6.9%	5.9%
Beauty and health treatments	4.9%	5.6%
Surf	12.0%	4.8%
Astronomical observation	10.0%	4.2%
Cycling / Mountain bike	5.6%	4.2%
Scuba Diving	4.7%	4.2%
Golf	7.4%	2.3%
Windsurf / Kitesurf	0.9%	1.5%

\* Multi-choise question

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## AUSTRIA

### Which island do they choose?

Tourists (> 15 years old)	Austria	All markets
Lanzarote	1,567	963,331
Fuerteventura	2,456	843,805
Gran Canaria	11,624	1,545,237
Tenerife	21,521	2,320,313
La Palma	623	102,576

### How many islands do they visit during their trip?

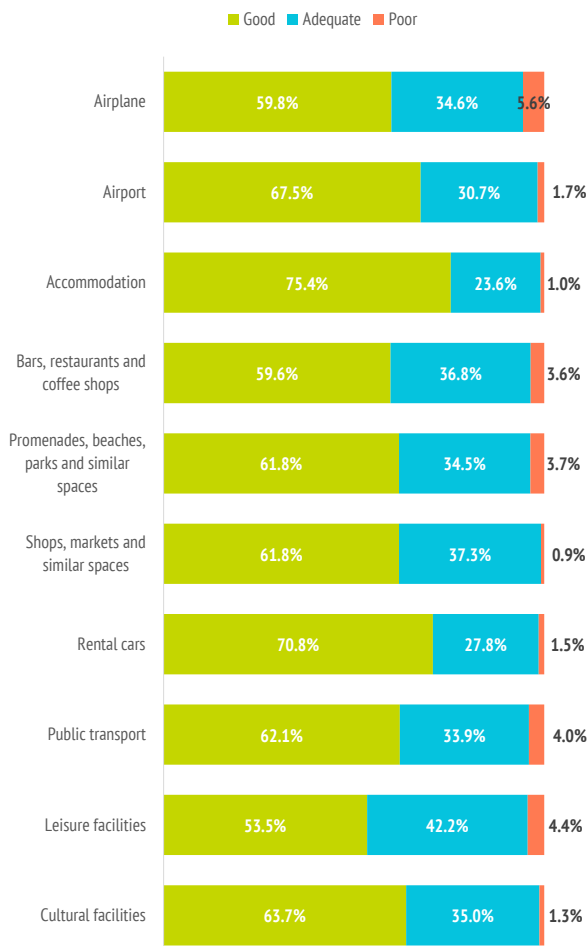
	Austria	All markets
One island	91.8%	90.9%
Two islands	5.7%	7.8%
Three or more islands	2.6%	1.3%

### Health safety

Planning the trip: Importance	Austria	All markets
Average rating (scale 0-10)	7.67	7.99

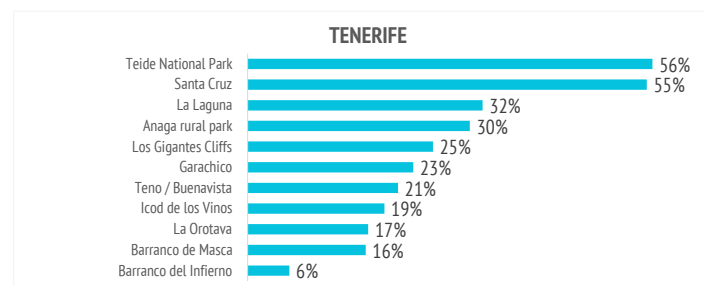
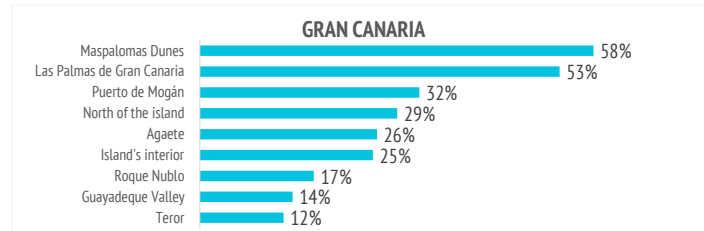
During the stay: Rate	Austria	All markets
Average rating (scale 0-10)	8.42	8.42

### HEALTH SAFETY MEASURES (RATE)



Share by islands	Austria	All markets
Lanzarote	4.1%	16.7%
Fuerteventura	6.5%	14.6%
Gran Canaria	30.8%	26.8%
Tenerife	56.9%	40.2%
La Palma	1.6%	1.8%

### MOST VISITED PLACES IN EACH ISLAND



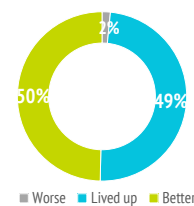
The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Austria	All markets
Average rating	8.84	8.86

Experience in the Canary Islands	Austria	All markets
Worse or much worse than expected	1.6%	2.7%
Lived up to expectations	48.8%	51.4%
Better or much better than expected	49.7%	45.9%

Future intentions (scale 1-10)	Austria	All markets
Return to the Canary Islands	8.76	8.86
Recommend visiting the Canary Island	9.15	9.10



Experience in the Canary Islands



Return to the Canary Islands



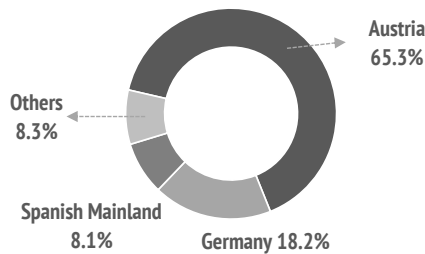
Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Austria	All markets
Repeat tourists	61.4%	68.0%
Repeat tourists (last 5 years)	58.2%	61.9%
Repeat tourists (last 5 years) (5 or mor	16.9%	15.0%
At least 10 previous visits	17.7%	18.3%

Where does the flight come from?

	%	Absolute
Austria	65.3%	25,364
Germany	18.2%	7,080
Spanish Mainland	8.1%	3,161
Switzerland	5.1%	1,989
United Kingdom	1.2%	450
Portugal	1.0%	381
Ireland	0.5%	176
Others	0.6%	234



Who do they come with?

	Austria	All markets
Unaccompanied	19.6%	13.5%
Only with partner	52.1%	48.2%
Only with children (< 13 years old)	0.7%	3.9%
Partner + children (< 13 years old)	1.9%	4.9%
Other relatives	4.9%	8.4%
Friends	13.8%	8.5%
Work colleagues	0.5%	0.8%
Organized trip	0.5%	0.2%
Other combinations (1)	6.1%	11.5%

(1) Different situations have been isolated

Tourists with children	Austria	All markets
- Between 0 and 2 years old	1.2%	1.2%
- Between 3 and 12 years old	1.8%	10.2%
- Between 0 -2 and 3-12 years	0.0%	1.0%

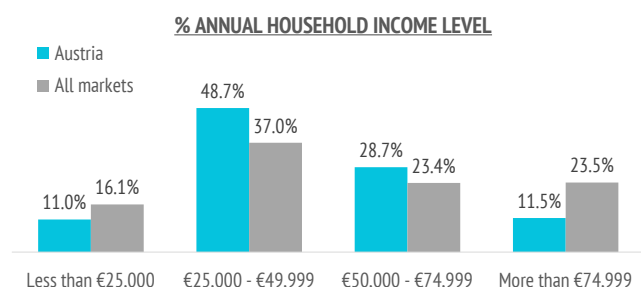
Tourists without children	Austria	All markets
	97.0%	87.5%

Group composition:

- 1 person	23.3%	16.5%
- 2 people	64.2%	56.7%
- 3 people	5.7%	10.7%
- 4 or 5 people	4.7%	13.6%
- 6 or more people	2.0%	2.5%

Average group size:	Austria	All markets
	2.01	2.37

\*People who share the main expenses of the trip



Who are they?

	Austria	All markets
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Gender

Men	51.5%	49.6%
Women	48.5%	50.4%

Age

Average age (tourist > 15 years old)	42.0	43.3
Standard deviation	16.8	15.6

Age range (> 15 years old)

16 - 24 years old	14.6%	11.9%
25 - 30 years old	22.7%	14.8%
31 - 45 years old	24.0%	30.2%
46 - 60 years old	20.5%	26.6%
Over 60 years old	18.3%	16.4%

Occupation

Salaried worker	53.2%	57.8%
Self-employed	10.8%	11.1%
Unemployed	0.0%	1.7%
Business owner	14.6%	10.0%
Student	6.7%	5.9%
Retired	11.0%	12.2%
Unpaid domestic work	1.3%	0.5%
Others	2.5%	0.9%

Annual household income level

Less than €25,000	11.0%	16.1%
€25,000 - €49,999	48.7%	37.0%
€50,000 - €74,999	28.7%	23.4%
More than €74,999	11.5%	23.5%

Education level

No studies	0.3%	2.2%
Primary education	4.0%	2.2%
Secondary education	20.6%	18.8%
Higher education	75.1%	76.9%



6 IN 10 ARE REPEATERS

42 YEARS OLD

AVERAGE AGE

52% ONLY WITH PARTNER

Pictures: Freepik.com