

PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

CZECH REPUBLIC



How many are they and how much do they spend?



	Czech Republic	All markets
TOURISTS		
Tourist arrivals (FRONTUR)	n.d.	6,697,165
Tourist arrivals > 15 years old (EGT)	57,269	5,827,892
- book holiday package	26,482	2,549,012
- do not book holiday package	30,788	3,278,880
- % tourists who book holiday package	46.2%	43.7%
Share of total tourist	1.0%	100%

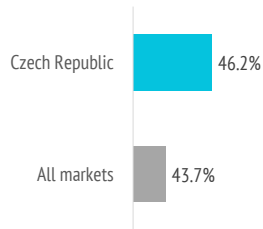
RANKING POSITION
BY NUMBER OF
TOURISTS



RANKING POSITION BY
TURNOVER



% HOLIDAY PACKAGE



56% of Czech travel to Tenerife.

Expenditure per tourist (€)	1,303	1,206
- book holiday package	1,388	1,415
- holiday package	1,142	1,135
- others	247	280
- do not book holiday package	1,229	1,044
- flight	313	248
- accommodation	431	369
- others	485	427
Average length of stay	10.66	9.54
- book holiday package	8.01	8.59
- do not book holiday package	12.94	10.28
Average daily expenditure (€)	139.0	144.0
- book holiday package	174.9	172.8
- do not book holiday package	108.1	121.6
Total turnover (> 15 years old) (€m)	75	7,028
- book holiday package	37	3,606
- do not book holiday package	38	3,422

Where did they spend their main holiday last year?*

	Czech Republic	All markets
Didn't have holiday	0.0%	35.7%
Canary Islands	0.0%	17.6%
Other destination	0.0%	46.8%

What other destinations do they consider for this trip?*

	Czech Republic	All markets
None	0.0%	29.4%
Canary Islands (other island)	0.0%	25.4%
Other destination	0.0%	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



	Czech Republic	All markets
Climate	60.4%	76.0%
Safety	53.2%	49.0%
Sea	50.9%	52.0%
Landscapes	50.4%	39.1%
European belonging	47.0%	40.2%
Beaches	41.3%	44.6%
Tranquility	34.6%	48.5%
Effortless trip	32.5%	34.9%
Authenticity	29.6%	24.4%
Accommodation supply	29.4%	37.8%
Environment	28.9%	34.7%
Gastronomy	28.6%	27.9%
Exoticism	19.9%	14.5%
Price	18.0%	32.4%
Fun possibilities	14.2%	22.4%
Hiking trail network	12.3%	12.1%
Historical heritage	10.8%	9.1%
Culture	8.9%	8.7%
Nightlife	7.0%	8.4%
Shopping	4.2%	8.8%

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 LANDSCAPES

CZECH REPUBLIC
50.4%



ALL MARKETS
39.1%

What is the main motivation for their holidays?



	Czech Republic	All markets
Rest	42.5%	50.7%
Enjoy family time	12.3%	14.0%
Have fun	4.4%	7.3%
Explore the destination	38.0%	23.3%
Practice their hobbies	1.5%	2.6%
Other reasons	1.3%	2.1%

EXPLORE THE
DESTINATION

Czech Republic



38.0%



All markets



23.3%

How far in advance do they book their trip?



	Czech Republic	All markets
The same day	1.7%	1.0%
Between 1 and 30 days	60.3%	42.5%
Between 1 and 2 months	24.1%	26.7%
Between 3 and 6 months	7.9%	18.7%
More than 6 months	6.0%	11.1%

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

	Czech Republic	All markets
Previous visits to the Canary Islands	33.3%	45.7%
Friends or relatives	35.2%	30.9%
Internet or social media	62.8%	53.5%
Mass Media	2.6%	2.3%
Travel guides and magazines	12.1%	7.0%
Travel Blogs or Forums	14.3%	8.4%
Travel TV Channels	0.0%	0.5%
Tour Operator or Travel Agency	11.2%	19.4%
Public administrations or similar	0.9%	1.9%
Others	3.8%	2.9%

* Multi-choise question

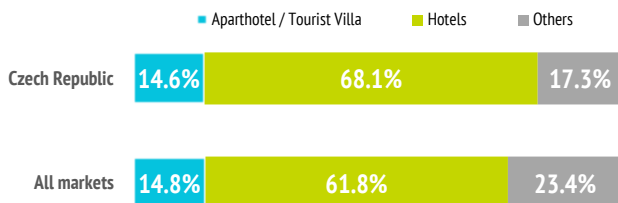
With whom did they book their flight and accommodation?

	Czech Republic	All markets
Flight		
- Directly with the airline	44.7%	52.8%
- Tour Operator or Travel Agency	55.3%	47.2%
Accommodation		
- Directly with the accommodation	36.9%	39.9%
- Tour Operator or Travel Agency	63.1%	60.1%

Where do they stay?

	Czech Republic	All markets
1-2-3* Hotel	9.6%	11.5%
4* Hotel	49.8%	39.4%
5* Hotel / 5* Luxury Hotel	8.7%	10.9%
Aparthotel / Tourist Villa	14.6%	14.8%
House/room rented in a private dwelling	6.3%	6.9%
Private accommodation (1)	4.6%	9.9%
Others (Cottage, cruise, camping,...)	6.3%	6.6%

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



What do they book?

	Czech Republic	All markets
Room only	27.2%	28.1%
Bed and Breakfast	9.4%	15.3%
Half board	15.3%	19.5%
Full board	2.6%	3.2%
All inclusive	45.5%	33.8%

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45.5% of Czech book all inclusive.
 (Canary Islands: 33.8%)

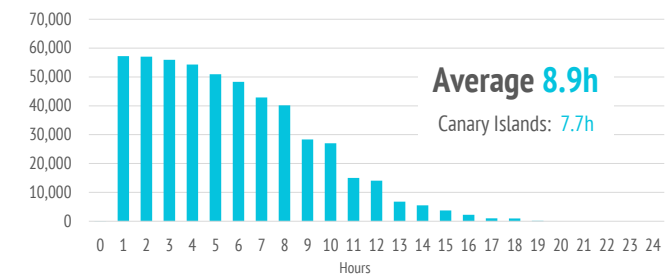
Other expenses

	Czech Republic	All markets
Restaurants or cafes	57.7%	66.9%
Supermarkets	60.9%	55.6%
Car rental	58.4%	37.3%
Organized excursions	29.3%	23.7%
Taxi, transfer, chauffeur service	41.1%	46.0%
Theme Parks	14.5%	8.6%
Sport activities	9.2%	9.3%
Museums	3.1%	4.7%
Flights between islands	4.6%	6.3%

Activities in the Canary Islands

Outdoor time per day	Czech Republic	All markets
0 hours	0.1%	2.4%
1 - 2 hours	2.2%	10.0%
3 - 6 hours	22.8%	30.1%
7 - 12 hours	63.1%	47.1%
More than 12 hours	11.8%	10.5%

TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Czech Republic	All markets
Beach	86.6%	75.1%
Walk, wander	75.4%	72.2%
Swimming pool, hotel facilities	58.8%	57.5%
Explore the island on their own	67.0%	52.5%
Swim	54.7%	38.8%
Taste Canarian gastronomy	28.3%	30.2%
Hiking	43.9%	22.5%
Organized excursions	19.5%	16.0%
Sea excursions / whale watching	21.6%	13.5%
Nightlife / concerts / shows	9.4%	12.3%
Theme parks	22.5%	12.2%
Museums / exhibitions	10.1%	10.7%
Wineries / markets / popular festivals	5.0%	10.0%
Other Nature Activities	20.0%	9.5%
Running	14.0%	7.6%
Practice other sports	3.8%	5.9%
Beauty and health treatments	3.1%	5.6%
Surf	7.2%	4.8%
Astronomical observation	4.7%	4.2%
Cycling / Mountain bike	3.8%	4.2%
Scuba Diving	7.5%	4.2%
Golf	4.2%	2.3%
Windsurf / Kitesurf	1.3%	1.5%

* Multi-choise question

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Which island do they choose?

Tourists (> 15 years old)	Czech Republic	All markets
Lanzarote	679	963,331
Fuerteventura	7,333	843,805
Gran Canaria	17,154	1,545,237
Tenerife	31,430	2,320,313
La Palma	0	102,576

How many islands do they visit during their trip?

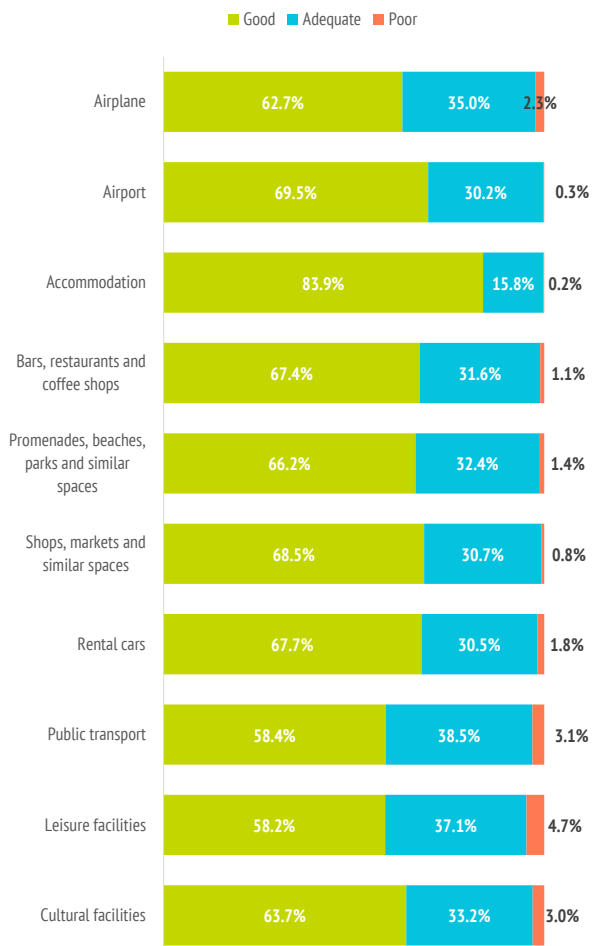
	Czech Republic	All markets
One island	90.8%	90.9%
Two islands	8.8%	7.8%
Three or more islands	0.5%	1.3%

Health safety

Planning the trip: Importance	Czech Republic	All markets
Average rating (scale 0-10)	7.87	7.99

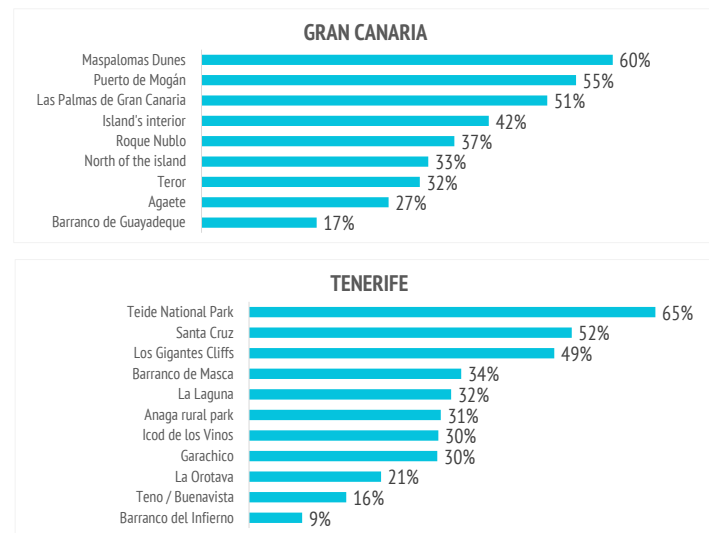
During the stay: Rate	Czech Republic	All markets
Average rating (scale 0-10)	8.98	8.42

HEALTH SAFETY MEASURES (RATE)



Share by islands	Czech Republic	All markets
Lanzarote	1.2%	16.7%
Fuerteventura	13.0%	14.6%
Gran Canaria	30.3%	26.8%
Tenerife	55.5%	40.2%
La Palma	0.0%	1.8%

MOST VISITED PLACES IN EACH ISLAND



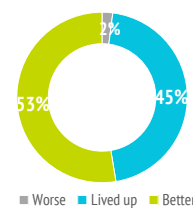
The data refers to % of tourists on each island who have visited the place.

How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Czech Republic	All markets
Average rating	9.08	8.86

Experience in the Canary Islands	Czech Republic	All markets
Worse or much worse than expected	2.0%	2.7%
Lived up to expectations	45.4%	51.4%
Better or much better than expected	52.6%	45.9%

Future intentions (scale 1-10)	Czech Republic	All markets
Return to the Canary Islands	8.43	8.86
Recommend visiting the Canary Island	9.28	9.10



Experience in the Canary Islands



8.43/10

Return to the Canary Islands



9.28/10

Recommend visiting the Canary Islands

How many are loyal to the Canary Islands?

	Czech Republic	All markets
Repeat tourists	47.6%	68.0%
Repeat tourists (last 5 years)	43.3%	61.9%
Repeat tourists (last 5 years) (5 or mor	5.2%	15.0%
At least 10 previous visits	6.3%	18.3%

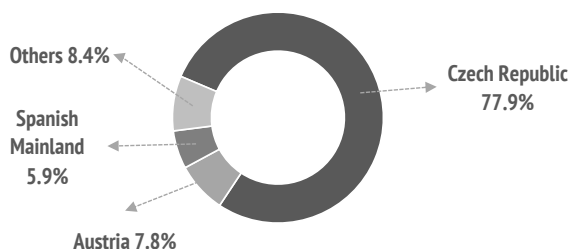
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Where does the flight come from?



	%	Absolute
Czech Republic	77.9%	44,633
Austria	7.8%	4,466
Spanish Mainland	5.9%	3,356
Germany	3.3%	1,889
Poland	2.1%	1,219
United Kingdom	1.5%	857
Others	1.5%	850



Who do they come with?



	Czech Republic	All markets
Unaccompanied	7.3%	13.5%
Only with partner	47.5%	48.2%
Only with children (< 13 years old)	4.7%	3.9%
Partner + children (< 13 years old)	3.8%	4.9%
Other relatives	16.2%	8.4%
Friends	8.7%	8.5%
Work colleagues	1.0%	0.8%
Organized trip	0.0%	0.2%
Other combinations (1)	10.8%	11.5%
Tourists with children	15.6%	12.5%
- Between 0 and 2 years old	1.6%	1.2%
- Between 3 and 12 years old	12.2%	10.2%
- Between 0 -2 and 3-12 years	1.9%	1.0%
Tourists without children	84.4%	87.5%
Group composition:		
- 1 person	10.8%	16.5%
- 2 people	58.7%	56.7%
- 3 people	12.0%	10.7%
- 4 or 5 people	16.5%	13.6%
- 6 or more people	2.0%	2.5%
Average group size:	2.46	2.37

(1) Different situations have been isolated

*People who share the main expenses of the trip



(Under the age of 13)

15.6% of Czech travel with children.

(Canary Islands: 12.5%)

Who are they?



	Czech Republic	All markets
Gender		
Men	47.9%	49.6%
Women	52.1%	50.4%
Age		
Average age (tourist > 15 years old)	37.3	43.3
Standard deviation	12.9	15.6
Age range (> 15 years old)		
16 - 24 years old	14.8%	11.9%
25 - 30 years old	21.2%	14.8%
31 - 45 years old	38.1%	30.2%
46 - 60 years old	19.1%	26.6%
Over 60 years old	6.7%	16.4%
Occupation		
Salaried worker	50.3%	57.8%
Self-employed	20.1%	11.1%
Unemployed	0.2%	1.7%
Business owner	15.4%	10.0%
Student	9.9%	5.9%
Retired	3.5%	12.2%
Unpaid domestic work	0.4%	0.5%
Others	0.3%	0.9%
Annual household income level		
Less than €25,000	22.1%	16.1%
€25,000 - €49,999	47.0%	37.0%
€50,000 - €74,999	17.8%	23.4%
More than €74,999	13.0%	23.5%
Education level		
No studies	1.4%	2.2%
Primary education	1.3%	2.2%
Secondary education	24.0%	18.8%
Higher education	73.3%	76.9%



5 IN 10 TOURISTS ARE REPEATERS

37 YEARS OLD

AVERAGE AGE

48% ONLY WITH PARTNER



Pictures: Freepik.com