

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## SWITZERLAND

### How many are they and how much do they spend?



|   | Switzerland    | All markets      |
|---|----------------|------------------|
| <b>TOURISTS</b>                                 |                |                  |
| <b>Tourist arrivals (FRONTUR)</b>               | <b>100,404</b> | <b>6,697,165</b> |
| <b>Tourist arrivals &gt; 15 years old (EGT)</b> | <b>88,221</b>  | <b>5,827,892</b> |
| - book holiday package                          | 28,398         | 2,549,012        |
| - do not book holiday package                   | 59,823         | 3,278,880        |
| - % tourists who book holiday package           | 32.2%          | 43.7%            |
| Share of total tourist                          | 1.5%           | 100%             |

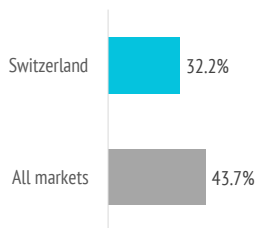
RANKING POSITION  
BY NUMBER OF  
TOURISTS



RANKING POSITION BY  
TURNOVER



% HOLIDAY PACKAGE



45% of Swiss travel to Tenerife.

|  |              |              |
|--|--------------|--------------|
| <b>Expenditure per tourist (€)</b>             | <b>1,520</b> | <b>1,206</b> |
| - book holiday package                         | 1,605        | 1,415        |
| - holiday package                              | 1,297        | 1,135        |
| - others                                       | 307          | 280          |
| - do not book holiday package                  | 1,480        | 1,044        |
| - flight                                       | 377          | 248          |
| - accommodation                                | 554          | 369          |
| - others                                       | 549          | 427          |
| <b>Average length of stay</b>                  | <b>9.90</b>  | <b>9.54</b>  |
| - book holiday package                         | 8.37         | 8.59         |
| - do not book holiday package                  | 10.63        | 10.28        |
| <b>Average daily expenditure (€)</b>           | <b>179.2</b> | <b>144.0</b> |
| - book holiday package                         | 201.5        | 172.8        |
| - do not book holiday package                  | 168.5        | 121.6        |
| <b>Total turnover (&gt; 15 years old) (€m)</b> | <b>134</b>   | <b>7,028</b> |
| - book holiday package                         | 46           | 3,606        |
| - do not book holiday package                  | 89           | 3,422        |

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

|                     | Switzerland | All markets |
|---------------------|-------------|-------------|
| Didn't have holiday | 25.8%       | 35.7%       |
| Canary Islands      | 14.1%       | 17.6%       |
| Other destination   | 60.1%       | 46.8%       |

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

|                               | Switzerland | All markets |
|-------------------------------|-------------|-------------|
| None                          | 29.3%       | 29.4%       |
| Canary Islands (other island) | 24.0%       | 25.4%       |
| Other destination             | 46.6%       | 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



|                      | Switzerland | All markets |
|----------------------|-------------|-------------|
| Climate              | 73.7%       | 76.0%       |
| Sea                  | 56.9%       | 52.0%       |
| Beaches              | 44.4%       | 44.6%       |
| Safety               | 44.3%       | 49.0%       |
| Tranquility          | 39.8%       | 48.5%       |
| Accommodation supply | 37.6%       | 37.8%       |
| Gastronomy           | 36.3%       | 27.9%       |
| Effortless trip      | 34.6%       | 34.9%       |
| Landscapes           | 32.9%       | 39.1%       |
| European belonging   | 31.3%       | 40.2%       |
| Environment          | 27.6%       | 34.7%       |
| Price                | 24.9%       | 32.4%       |
| Authenticity         | 20.4%       | 24.4%       |
| Fun possibilities    | 13.3%       | 22.4%       |
| Hiking trail network | 11.0%       | 12.1%       |
| Exoticism            | 10.2%       | 14.5%       |
| Culture              | 9.8%        | 8.7%        |
| Shopping             | 7.2%        | 8.8%        |
| Nightlife            | 7.0%        | 8.4%        |
| Historical heritage  | 5.8%        | 9.1%        |

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

SWITZERLAND  
56.9%



ALL MARKETS  
52.0%

### What is the main motivation for their holidays?



|                         | Switzerland | All markets |
|-------------------------|-------------|-------------|
| Rest                    | 49.4%       | 50.7%       |
| Enjoy family time       | 10.0%       | 14.0%       |
| Have fun                | 8.0%        | 7.3%        |
| Explore the destination | 23.5%       | 23.3%       |
| Practice their hobbies  | 4.2%        | 2.6%        |
| Other reasons           | 4.8%        | 2.1%        |

EXPLORE THE  
DESTINATION



Switzerland



23.5%

All markets



23.3%

### How far in advance do they book their trip?



|                        | Switzerland | All markets |
|------------------------|-------------|-------------|
| The same day           | 1.4%        | 1.0%        |
| Between 1 and 30 days  | 51.0%       | 42.5%       |
| Between 1 and 2 months | 28.6%       | 26.7%       |
| Between 3 and 6 months | 12.5%       | 18.7%       |
| More than 6 months     | 6.5%        | 11.1%       |

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## SWITZERLAND



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

|                                       | Switzerland | All markets |
|---------------------------------------|-------------|-------------|
| Previous visits to the Canary Islands | 39.3%       | 45.7%       |
| Friends or relatives                  | 27.6%       | 30.9%       |
| Internet or social media              | 55.7%       | 53.5%       |
| Mass Media                            | 3.2%        | 2.3%        |
| Travel guides and magazines           | 8.0%        | 7.0%        |
| Travel Blogs or Forums                | 6.5%        | 8.4%        |
| Travel TV Channels                    | 0.4%        | 0.5%        |
| Tour Operator or Travel Agency        | 18.0%       | 19.4%       |
| Public administrations or similar     | 1.3%        | 1.9%        |
| Others                                | 3.1%        | 2.9%        |

\* Multi-choise question

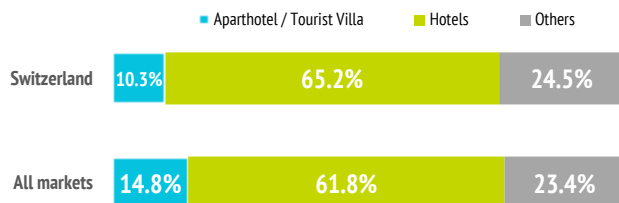
### With whom did they book their flight and accommodation?

|                                   | Switzerland | All markets |
|-----------------------------------|-------------|-------------|
| <b>Flight</b>                     |             |             |
| - Directly with the airline       | 64.3%       | 52.8%       |
| - Tour Operator or Travel Agency  | 35.7%       | 47.2%       |
| <b>Accommodation</b>              |             |             |
| - Directly with the accommodation | 47.9%       | 39.9%       |
| - Tour Operator or Travel Agency  | 52.1%       | 60.1%       |

### Where do they stay?

|   | Switzerland | All markets |
|---|-------------|-------------|
| 1-2-3* Hotel                            | 10.9%       | 11.5%       |
| 4* Hotel                                | 32.3%       | 39.4%       |
| 5* Hotel / 5* Luxury Hotel              | 22.1%       | 10.9%       |
| Aparthotel / Tourist Villa              | 10.3%       | 14.8%       |
| House/room rented in a private dwelling | 8.3%        | 6.9%        |
| Private accommodation (1)               | 8.2%        | 9.9%        |
| Others (Cottage, cruise, camping,...)   | 8.0%        | 6.6%        |

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



### What do they book?

|                   | Switzerland | All markets |
|-------------------|-------------|-------------|
| Room only         | 21.6%       | 28.1%       |
| Bed and Breakfast | 24.9%       | 15.3%       |
| Half board        | 30.7%       | 19.5%       |
| Full board        | 4.3%        | 3.2%        |
| All inclusive     | 18.5%       | 33.8%       |

”  
**30.7% of Swiss book all inclusive.**  
 (Canary Islands: 19.5%)

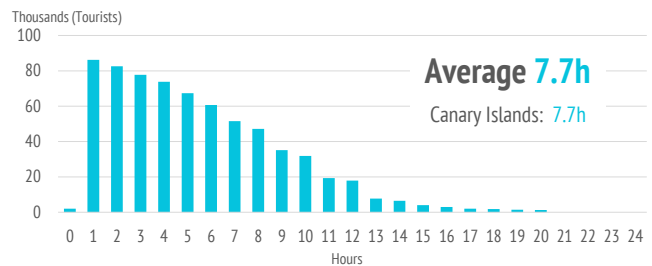
### Other expenses

|                                   | Switzerland | All markets |
|-----------------------------------|-------------|-------------|
| Restaurants or cafes              | 69.9%       | 66.9%       |
| Supermarkets                      | 54.3%       | 55.6%       |
| Car rental                        | 43.0%       | 37.3%       |
| Organized excursions              | 25.6%       | 23.7%       |
| Taxi, transfer, chauffeur service | 41.9%       | 46.0%       |
| Theme Parks                       | 6.7%        | 8.6%        |
| Sport activities                  | 11.4%       | 9.3%        |
| Museums                           | 5.4%        | 4.7%        |
| Flights between islands           | 7.7%        | 6.3%        |

### Activities in the Canary Islands

|                             | Switzerland | All markets |
|-----------------------------|-------------|-------------|
| <b>Outdoor time per day</b> |             |             |
| 0 hours                     | 2.3%        | 2.4%        |
| 1 - 2 hours                 | 9.6%        | 10.0%       |
| 3 - 6 hours                 | 29.7%       | 30.1%       |
| 7 - 12 hours                | 49.7%       | 47.1%       |
| More than 12 hours          | 8.7%        | 10.5%       |

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



|   | Switzerland | All markets |
|---|-------------|-------------|
| <b>Activities in the Canary Islands</b> |             |             |
| Beach                                   | 83.1%       | 75.1%       |
| Walk, wander                            | 58.6%       | 72.2%       |
| Swimming pool, hotel facilities         | 57.6%       | 57.5%       |
| Explore the island on their own         | 54.5%       | 52.5%       |
| Swim                                    | 38.7%       | 38.8%       |
| Taste Canarian gastronomy               | 25.5%       | 30.2%       |
| Hiking                                  | 21.7%       | 22.5%       |
| Organized excursions                    | 15.4%       | 16.0%       |
| Sea excursions / whale watching         | 13.5%       | 13.5%       |
| Nightlife / concerts / shows            | 9.2%        | 12.3%       |
| Theme parks                             | 10.4%       | 12.2%       |
| Museums / exhibitions                   | 9.7%        | 10.7%       |
| Wineries / markets / popular festivals  | 8.7%        | 10.0%       |
| Other Nature Activities                 | 12.6%       | 9.5%        |
| Running                                 | 6.7%        | 7.6%        |
| Practice other sports                   | 7.1%        | 5.9%        |
| Beauty and health treatments            | 10.2%       | 5.6%        |
| Surf                                    | 6.1%        | 4.8%        |
| Astronomical observation                | 3.2%        | 4.2%        |
| Cycling / Mountain bike                 | 5.9%        | 4.2%        |
| Scuba Diving                            | 2.3%        | 4.2%        |
| Golf                                    | 3.3%        | 2.3%        |
| Windsurf / Kitesurf                     | 3.4%        | 1.5%        |

\* Multi-choise question

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## SWITZERLAND

### Which island do they choose?

| Tourists (> 15 years old) | Switzerland | All markets |
|---------------------------|-------------|-------------|
| Lanzarote                 | 10,103      | 963,331     |
| Fuerteventura             | 11,258      | 843,805     |
| Gran Canaria              | 24,040      | 1,545,237   |
| Tenerife                  | 39,280      | 2,320,313   |
| La Palma                  | 2,668       | 102,576     |

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

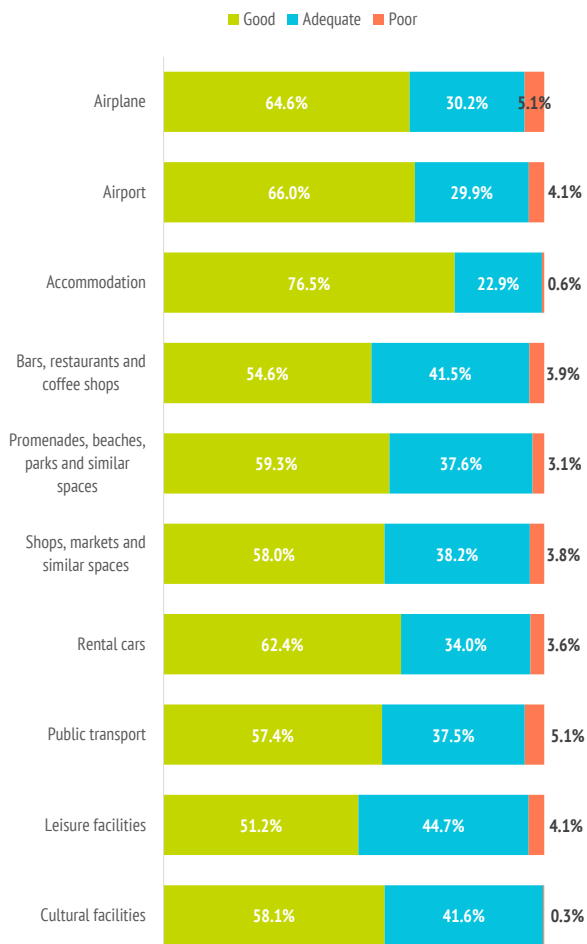
|                       | Switzerland | All markets |
|-----------------------|-------------|-------------|
| One island            | 91.0%       | 90.9%       |
| Two islands           | 7.3%        | 7.8%        |
| Three or more islands | 1.8%        | 1.3%        |

### Health safety

| Planning the trip: Importance | Switzerland | All markets |
|-------------------------------|-------------|-------------|
| Average rating (scale 0-10)   | 7.57        | 7.99        |

| During the stay: Rate       | Switzerland | All markets |
|-----------------------------|-------------|-------------|
| Average rating (scale 0-10) | 8.31        | 8.42        |

### HEALTH SAFETY MEASURES (RATE)



| Share by islands | Switzerland | All markets |
|------------------|-------------|-------------|
| Lanzarote        | 11.6%       | 16.7%       |
| Fuerteventura    | 12.9%       | 14.6%       |
| Gran Canaria     | 27.5%       | 26.8%       |
| Tenerife         | 45.0%       | 40.2%       |
| La Palma         | 3.1%        | 1.8%        |

### MOST VISITED PLACES IN EACH ISLAND



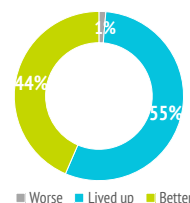
The data refers to % of tourists on each island who have visited the place.

### How do they rate the Canary Islands?

| Satisfaction (scale 0-10) | Switzerland | All markets |
|---------------------------|-------------|-------------|
| Average rating            | 8.74        | 8.86        |

| Experience in the Canary Islands    | Switzerland | All markets |
|-------------------------------------|-------------|-------------|
| Worse or much worse than expected   | 1.3%        | 2.7%        |
| Lived up to expectations            | 55.2%       | 51.4%       |
| Better or much better than expected | 43.5%       | 45.9%       |

| Future intentions (scale 1-10)       | Switzerland | All markets |
|--------------------------------------|-------------|-------------|
| Return to the Canary Islands         | 8.53        | 8.86        |
| Recommend visiting the Canary Island | 8.87        | 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?

|  | Switzerland | All markets |
|--|-------------|-------------|
| Repeat tourists                            | 59.9%       | 68.0%       |
| Repeat tourists (last 5 years)             | 54.8%       | 61.9%       |
| Repeat tourists (last 5 years) (5 or more) | 13.0%       | 15.0%       |
| At least 10 previous visits                | 16.0%       | 18.3%       |

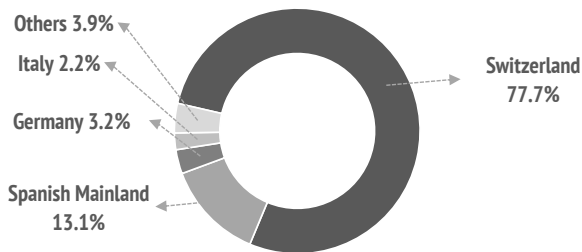
# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2021)

## SWITZERLAND

### Where does the flight come from?



|                  | %     | Absolute |
|------------------|-------|----------|
| Switzerland      | 77.7% | 68,542   |
| Spanish Mainland | 13.1% | 11,522   |
| Germany          | 3.2%  | 2,806    |
| Italy            | 2.2%  | 1,932    |
| Portugal         | 1.4%  | 1,221    |
| France           | 0.7%  | 602      |
| Others           | 1.8%  | 1,596    |



### Who do they come with?



|                                     | Switzerland | All markets |
|-------------------------------------|-------------|-------------|
| Unaccompanied                       | 15.4%       | 13.5%       |
| Only with partner                   | 49.5%       | 48.2%       |
| Only with children (< 13 years old) | 3.0%        | 3.9%        |
| Partner + children (< 13 years old) | 6.2%        | 4.9%        |
| Other relatives                     | 6.1%        | 8.4%        |
| Friends                             | 8.4%        | 8.5%        |
| Work colleagues                     | 0.8%        | 0.8%        |
| Organized trip                      | 0.4%        | 0.2%        |
| Other combinations (1)              | 10.3%       | 11.5%       |

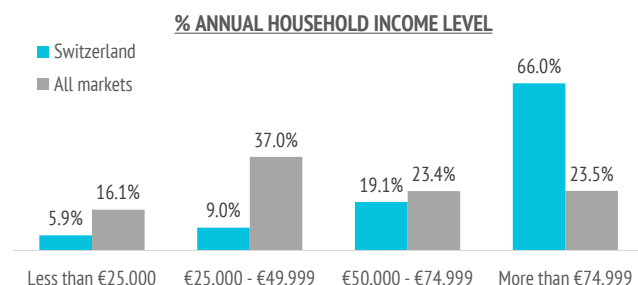
(1) Different situations have been isolated

| Tourists with children       | Switzerland | All markets |
|------------------------------|-------------|-------------|
| - Between 0 and 2 years old  | 1.4%        | 1.2%        |
| - Between 3 and 12 years old | 8.3%        | 10.2%       |
| - Between 0-2 and 3-12 years | 0.9%        | 1.0%        |

| Tourists without children | Switzerland | All markets |
|---------------------------|-------------|-------------|
|                           | 89.4%       | 87.5%       |

| Group composition:         | Switzerland | All markets |
|----------------------------|-------------|-------------|
| - 1 person                 | 17.3%       | 16.5%       |
| - 2 people                 | 56.9%       | 56.7%       |
| - 3 people                 | 12.7%       | 10.7%       |
| - 4 or 5 people            | 11.9%       | 13.6%       |
| - 6 or more people         | 1.2%        | 2.5%        |
| <b>Average group size:</b> | <b>2.26</b> | <b>2.37</b> |

\*People who share the main expenses of the trip



### Who are they?



|                                      | Switzerland | All markets |
|--------------------------------------|-------------|-------------|
| <b>Gender</b>                        |             |             |
| Men                                  | 54.4%       | 49.6%       |
| Women                                | 45.6%       | 50.4%       |
| <b>Age</b>                           |             |             |
| Average age (tourist > 15 years old) | 42.0        | 43.3        |
| Standard deviation                   | 15.3        | 15.6        |
| <b>Age range (&gt; 15 years old)</b> |             |             |
| 16 - 24 years old                    | 11.5%       | 11.9%       |
| 25 - 30 years old                    | 17.6%       | 14.8%       |
| 31 - 45 years old                    | 31.7%       | 30.2%       |
| 46 - 60 years old                    | 24.7%       | 26.6%       |
| Over 60 years old                    | 14.5%       | 16.4%       |
| <b>Occupation</b>                    |             |             |
| Salaried worker                      | 65.6%       | 57.8%       |
| Self-employed                        | 6.6%        | 11.1%       |
| Unemployed                           | 1.1%        | 1.7%        |
| Business owner                       | 12.3%       | 10.0%       |
| Student                              | 5.3%        | 5.9%        |
| Retired                              | 8.3%        | 12.2%       |
| Unpaid domestic work                 | 0.5%        | 0.5%        |
| Others                               | 0.2%        | 0.9%        |
| <b>Annual household income level</b> |             |             |
| Less than €25,000                    | 5.9%        | 16.1%       |
| €25,000 - €49,999                    | 9.0%        | 37.0%       |
| €50,000 - €74,999                    | 19.1%       | 23.4%       |
| More than €74,999                    | 66.0%       | 23.5%       |
| <b>Education level</b>               |             |             |
| No studies                           | 0.6%        | 2.2%        |
| Primary education                    | 4.2%        | 2.2%        |
| Secondary education                  | 16.8%       | 18.8%       |
| Higher education                     | 78.4%       | 76.9%       |



6 IN 10 TOURISTS ARE  
**REPEATERS**  
-----  
**42 YEARS OLD**  
AVERAGE AGE

-----  
**49% ONLY WITH  
PARTNER**



Pictures: Freepik.com