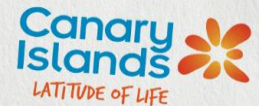


# Profile of Austrian tourist visiting Canary Islands

## 2016



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



	Austria	All markets
Tourist arrivals (> 16 years old)	176,662	13,114,359
Average daily expenditure (€)	151.94	135.94
. in their place of residence	116.53	98.03
. in the Canary Islands	35.41	37.90
Average length of stay	10.04	9.36
Turnover per tourist (€)	1,356	1,141
Total turnover (> 16 years old) (€m)	240	14,957
Share of total turnover	1.6%	100%
Share of total tourist	1.3%	100%
<b>Expenditure in the Canary Islands per tourist and trip (€) (*)</b>		
<b>Accommodation (**):</b>	<b>44.06</b>	<b>47.11</b>
- Accommodation	34.75	40.52
- Additional accommodation expenses	9.31	6.60
<b>Transport:</b>	<b>28.52</b>	<b>26.01</b>
- Public transport	3.45	5.14
- Taxi	4.36	6.94
- Car rental	20.70	13.93
<b>Food and drink:</b>	<b>133.21</b>	<b>148.33</b>
- Food purchases at supermarkets	50.73	63.46
- Restaurants	82.48	84.87
<b>Souvenirs:</b>	<b>61.68</b>	<b>53.88</b>
<b>Leisure:</b>	<b>49.38</b>	<b>34.52</b>
- Organized excursions	24.61	14.95
- Leisure, amusement	6.53	4.55
- Trip to other islands	2.12	1.85
- Sporting activities	10.23	5.11
- Cultural activities	3.29	2.04
- Discos and disco-pubs	2.60	6.01
<b>Others:</b>	<b>14.20</b>	<b>13.91</b>
- Wellness	4.12	3.23
- Medical expenses	0.76	1.69
- Other expenses	9.33	8.99

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



	Austria	All markets
The same day they leave	0.0%	0.6%
Between 2 and 7 days	3.1%	6.3%
Between 8 and 15 days	8.0%	7.9%
Between 16 and 30 days	13.8%	14.7%
Between 31 and 90 days	34.1%	34.3%
More than 90 days	41.0%	36.2%

### What do they book at their place of residence?



	Austria	All markets
Flight only	7.0%	8.8%
Flight and accommodation (room only)	13.3%	25.7%
Flight and accommodation (B&B)	10.7%	8.0%
Flight and accommodation (half board)	36.2%	20.4%
Flight and accommodation (full board)	2.7%	4.3%
Flight and accommodation (all inclusive)	30.0%	32.8%
<b>% Tourists using low-cost airlines</b>	<b>33.1%</b>	<b>48.7%</b>
<b>Other expenses in their place of residence:</b>		
- Car rental	18.2%	11.8%
- Sporting activities	10.1%	5.3%
- Excursions	10.6%	5.7%
- Trip to other islands	1.4%	1.6%

### How do they book?



	Austria	All markets
<b>Accommodation booking</b>		
<b>Tour Operator</b>	<b>40.0%</b>	<b>42.3%</b>
- Tour Operator's website	60.7%	78.8%
<b>Accommodation</b>	<b>8.1%</b>	<b>14.7%</b>
- Accommodation's website	83.7%	83.5%
<b>Travel agency (High street)</b>	<b>31.8%</b>	<b>20.5%</b>
<b>Online Travel Agency (OTA)</b>	<b>16.4%</b>	<b>16.5%</b>
<b>No need to book accommodation</b>	<b>3.6%</b>	<b>6.0%</b>

	Austria	All markets
<b>Flight booking</b>		
<b>Tour Operator</b>	<b>46.7%</b>	<b>44.6%</b>
- Tour Operator's website	59.4%	76.3%
<b>Airline</b>	<b>9.7%</b>	<b>24.8%</b>
- Airline's website	97.9%	96.2%
<b>Travel agency (High street)</b>	<b>29.7%</b>	<b>19.1%</b>
<b>Online Travel Agency (OTA)</b>	<b>14.0%</b>	<b>11.5%</b>

### Where do they stay?



	Austria	All markets
<b>5* Hotel</b>	<b>6.8%</b>	<b>7.1%</b>
<b>4* Hotel</b>	<b>46.8%</b>	<b>39.6%</b>
<b>1-2-3* Hotel</b>	<b>13.2%</b>	<b>14.6%</b>
<b>Apartment</b>	<b>28.2%</b>	<b>31.5%</b>
<b>Property (privately-owned, friends, family)</b>	<b>3.1%</b>	<b>4.6%</b>
<b>Others</b>	<b>2.0%</b>	<b>2.6%</b>

### Who are they?



	Austria	All markets
<b>Gender</b>		
Percentage of men	46.2%	48.5%
Percentage of women	53.8%	51.5%
<b>Age</b>		
Average age (tourists > 16 years old)	46.4	46.3
Standard deviation	15.4	15.3
<b>Age range (&gt; 16 years old)</b>		
16-24 years old	9.7%	8.2%
25-30 years old	10.3%	11.1%
31-45 years old	23.7%	29.1%
46-60 years old	39.3%	30.9%
Over 60 years old	17.1%	20.7%
<b>Occupation</b>		
Business owner or self-employed	14.7%	23.1%
Upper/Middle management employee	51.9%	36.1%
Auxiliary level employee	9.7%	15.5%
Students	6.3%	5.1%
Retired	16.4%	18.0%
Unemployed / unpaid dom. work	1.1%	2.2%
<b>Annual household income level</b>		
€12,000 - €24,000	20.4%	17.8%
€24,001 - €36,000	20.8%	19.4%
€36,001 - €48,000	13.5%	16.9%
€48,001 - €60,000	19.3%	14.6%
€60,001 - €72,000	8.0%	9.5%
€72,001 - €84,000	5.1%	6.0%
More than €84,000	12.9%	15.8%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.

# Profile of Austrian tourist visiting Canary Islands

## 2016



### Which island do they choose?



Tourists (> 16 years old)	Austria	All markets
- Lanzarote	16,808	2,328,674
- Fuerteventura	31,452	1,914,107
- Gran Canaria	40,948	3,654,806
- Tenerife	67,718	4,885,901
- La Palma	16,435	221,541

Share (%)	Austria	All markets
- Lanzarote	9.7%	17.9%
- Fuerteventura	18.1%	14.7%
- Gran Canaria	23.6%	28.1%
- Tenerife	39.1%	37.6%
- La Palma	9.5%	1.7%

### Who do they come with?



	Austria	All markets
Unaccompanied	10.0%	9.1%
Only with partner	56.3%	47.6%
Only with children (under the age of 13)	0.8%	1.5%
Partner + children (under the age of 13)	8.6%	11.8%
Other relatives	5.0%	6.0%
Friends	5.2%	6.1%
Work colleagues	0.1%	0.3%
Other combinations <sup>(1)</sup>	14.1%	17.5%

\* Multi-choice question (different situations have been isolated)

### Why do they choose the Canary Islands?



Aspects influencing the choice	Austria	All markets
Climate/sun	88.9%	89.8%
Scenery	37.8%	21.9%
Tranquillity/rest/relaxation	35.8%	36.6%
Beaches	35.5%	34.5%
Visiting new places	19.4%	14.6%
Security	19.3%	11.1%
Active tourism	9.7%	5.1%
Ease of travel	6.7%	8.9%
Nautical activities	4.5%	2.2%
Price	4.0%	12.7%
Quality of the environment	3.8%	6.5%
Theme parks	3.4%	3.0%
Suitable destination for children	3.0%	7.5%
Culture	2.9%	2.6%
Shopping	2.1%	2.6%
Rural tourism	1.2%	1.0%

\* Multi-choice question

### How do they rate the destination?



Impression of their stay	Austria	All markets
Good or very good (% tourists)	96.4%	94.1%
Average rating (scale 1-10)	9.25	8.90

### How many are loyal to the destination?

Repeat tourists of the Canary Islands	Austria	All markets
Repeat tourists	67.4%	77.3%
In love (at least 10 previous visits)	16.8%	16.1%

### Where does the flight come from?



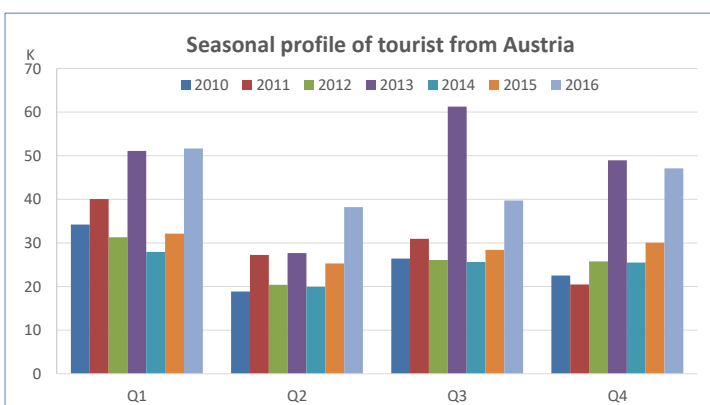
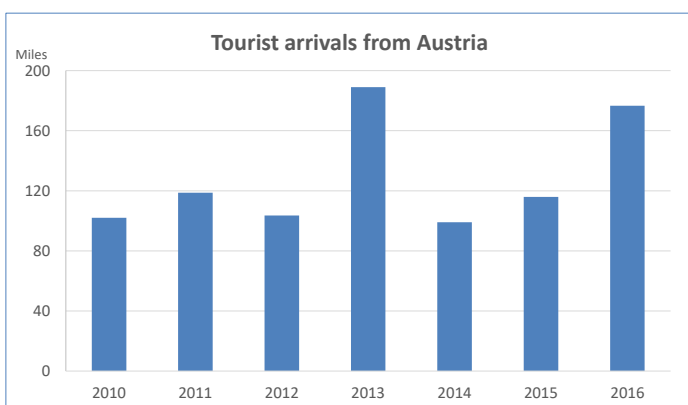
Ten main origin markets	Austria	All markets
Austria	98,315	113,534
Germany	54,169	2,882,932
Spanish Mainland	14,710	2,164,168
Switzerland	7,969	312,564
Belgium	536	444,170
United Kingdom	293	4,208,588
Norway	242	393,235
Czech Republic	158	51,927
Denmark	0	253,091
Finland	0	196,957

### What did motivate them to come?



Aspects motivating the choice	Austria	All markets
Previous visits to the Canary Islands	54.3%	64.1%
Recommendation by friends or relatives	34.3%	34.5%
The Canary Islands television channel	0.9%	0.3%
Other television or radio channels	2.3%	0.8%
Information in the press/magazines/books	4.3%	3.8%
Attendance at a tourism fair	0.0%	0.5%
Tour Operator's brochure or catalogue	10.5%	8.0%
Recommendation by Travel Agency	12.2%	9.7%
Information obtained via the Internet	29.2%	25.8%
Senior Tourism programme	0.0%	0.2%
Others	3.7%	6.1%

\* Multi-choice question



Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

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