

How many are they and how much do they spend?



	Austria	All markets
Tourist arrivals (FRONTUR)	n.d.	15,975,507
Tourist arrivals (> 16 years old)	134,428	13,852,616
Average daily expenditure (€)	159.73	140.18
. in their place of residence	119.47	101.15
. in the Canary Islands	40.25	39.03
Average length of stay	11.24	9.17
Turnover per tourist (€)	1,546	1,155
Total turnover (> 16 years old) (€m)	208	15,999
Share of total tourist	1.0%	100%
Share of total turnover	1.3%	100%
<u>% tourists who pay in the Canary Islands:</u>		
Accommodation:		
- Accommodation	13.7%	13.5%
- Additional accommodation expenses	8.5%	6.3%
Transport:		
- Public transport	10.7%	14.5%
- Taxi	12.9%	21.2%
- Car rental	24.6%	19.4%
Food and drink:		
- Food purchases at supermarkets	50.6%	55.0%
- Restaurants	60.1%	57.3%
Souvenirs:		
	55.3%	53.3%
Leisure:		
- Organized excursions	18.6%	17.7%
- Leisure, amusement	8.7%	8.4%
- Trip to other islands	2.9%	2.3%
- Sporting activities	7.8%	6.1%
- Cultural activities	3.8%	4.4%
- Discos and disco-pubs	3.6%	6.1%
Others:		
- Wellness	4.3%	4.9%
- Medical expenses	5.2%	4.0%
- Other expenses	8.7%	9.6%



-24%
TOURISTS*
134,428



+14%
TRAVEL EXPENSES
€1,546



-13%
TURNOVER
€208 MILL

What do they book at their place of residence?



	Austria	All markets
Flight only	7.7%	9.3%
Flight and accommodation (room only)	17.6%	26.9%
Flight and accommodation (B&B)	14.7%	8.3%
Flight and accommodation (half board)	33.2%	19.3%
Flight and accommodation (full board)	4.0%	4.4%
Flight and accommodation (all inclusive)	22.7%	31.9%
<u>% Tourists using low-cost airlines</u>	35.3%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	22.5%	12.6%
- Sporting activities	5.6%	5.1%
- Excursions	9.6%	6.2%
- Trip to other islands	2.2%	1.5%

* Tourists over 16 years old.

How do they book?



	Austria	All markets
<u>Accommodation booking</u>		
Tour Operator	37.9%	42.4%
- Tour Operator's website	59.0%	80.6%
Accommodation	8.8%	14.6%
- Accommodation's website	80.6%	84.0%
Travel agency (High street)	31.5%	19.3%
Online Travel Agency (OTA)	16.7%	17.3%
No need to book accommodation	5.2%	6.4%

	Austria	All markets
<u>Flight booking</u>		
Tour Operator	41.8%	44.8%
- Tour Operator's website	50.6%	78.6%
Airline	16.8%	25.8%
- Airline's website	97.9%	97.3%
Travel agency (High street)	27.0%	18.0%
Online Travel Agency (OTA)	14.4%	11.4%

How far in advance do they book their trip?



	Austria	All markets
The same day they leave	0.0%	0.5%
Between 2 and 7 days	3.3%	5.9%
Between 8 and 15 days	4.7%	7.4%
Between 16 and 30 days	14.2%	13.4%
Between 31 and 90 days	34.8%	34.6%
More than 90 days	43.0%	38.3%

Who are they?



	Austria	All markets
<u>Gender</u>		
Men	49.7%	48.1%
Women	50.3%	51.9%

	Austria	All markets
<u>Age</u>		
Average age (tourists > 16 years old)	49.5	46.9
Standard deviation	16.5	15.5

	Austria	All markets
<u>Age range (> 16 years old)</u>		
16-24 years old	8.9%	8.4%
25-30 years old	10.4%	10.2%
31-45 years old	18.6%	27.9%
46-60 years old	32.4%	31.7%
Over 60 years old	29.7%	21.8%

	Austria	All markets
<u>Occupation</u>		
Business owner or self-employed	14.7%	23.8%
Upper/Middle management employee	42.4%	35.2%
Auxiliary level employee	10.2%	15.3%
Students	5.2%	5.0%
Retired	25.3%	18.6%
Unemployed / unpaid dom. work	2.1%	2.1%

	Austria	All markets
<u>Annual household income level</u>		
€12,000 - €24,000	22.6%	17.9%
€24,001 - €36,000	26.4%	19.3%
€36,001 - €48,000	16.4%	16.1%
€48,001 - €60,000	12.2%	15.1%
€60,001 - €72,000	5.2%	9.3%
€72,001 - €84,000	5.9%	6.3%
More than €84,000	11.3%	16.0%

Which island do they choose?



Tourists (> 16 years old)	Austria	All markets
- Lanzarote	9,630	2,488,213
- Fuerteventura	14,298	1,938,908
- Gran Canaria	41,390	3,900,824
- Tenerife	58,900	5,144,415
- La Palma	9,487	277,952

Share (%)	Austria	All markets
- Lanzarote	7.2%	18.1%
- Fuerteventura	10.7%	14.1%
- Gran Canaria	31.0%	28.4%
- Tenerife	44.1%	37.4%
- La Palma	7.1%	2.0%

Where do they stay?



	Austria	All markets
5* Hotel	9.0%	6.8%
4* Hotel	46.4%	38.4%
1-2-3* Hotel	10.6%	14.4%
Apartment	26.9%	32.4%
Property (privately-owned, friends, family)	3.4%	4.8%
Others	3.8%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Austria	All markets
Climate/sun	92.3%	89.8%
Beaches	38.1%	35.1%
Scenery	33.7%	22.9%
Tranquillity/rest/relaxation	32.4%	37.2%
Security	17.2%	9.7%
Visiting new places	16.6%	14.7%
Active tourism	8.2%	5.4%
Ease of travel	5.5%	8.9%
Price	4.4%	12.2%
Nautical activities	4.1%	2.0%
Quality of the environment	2.9%	6.5%
Theme parks	2.8%	3.1%
Oferta cultural	2.4%	2.7%
Golf	2.3%	1.0%
Suitable destination for children	2.3%	7.6%
Security against natural catastrophes	2.1%	0.7%

* Multi-choice question

Who do they come with?



	Austria	All markets
Unaccompanied	7.7%	8.7%
Only with partner	58.5%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	4.6%	11.9%
Other relatives	2.8%	6.0%
Friends	6.4%	6.1%
Work colleagues	0.7%	0.3%
Other combinations ⁽¹⁾	17.6%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Austria	All markets
Good or very good (% tourists)	93.4%	94.0%
Average rating (scale 1-10)	9.06	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Austria	All markets
At least 1 previous visit	72.2%	77.3%
At least 10 previous visits	17.2%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Austria	50.6%	68,003
Germany	31.5%	42,286
Spanish Mainland	14.3%	19,168
Switzerland	2.2%	2,994
United Kingdom	0.5%	696
Belgium	0.3%	446
Sweden	0.1%	177
Others	0.5%	657

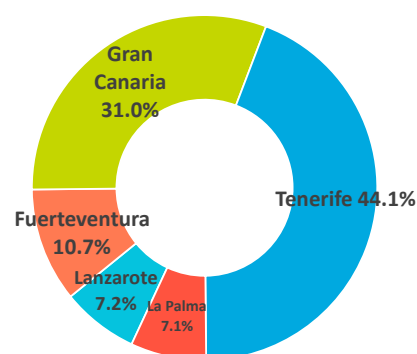
What did motivate them to come?



Prescription sources	Austria	All markets
Previous visits to the Canary Islands	61.5%	64.9%
Recommendation by friends/relatives	36.2%	35.0%
The Canary Islands television channel	0.7%	0.4%
Other television or radio channels	0.5%	1.0%
Information in press/magazines/books	4.1%	3.8%
Attendance at a tourism fair	0.9%	0.5%
Tour Operator's brochure or catalogue	10.2%	7.2%
Recommendation by Travel Agency	11.0%	9.3%
Information obtained via the Internet	24.2%	25.5%
Senior Tourism programme	0.2%	0.2%
Others	5.7%	5.9%

* Multi-choice question

Share of tourists > 16 years old by islands



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.