

# PROFILE OF TOURIST VISITING THE CANARY ISLANDS (2018)

## AUSTRIA



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

	Austria	All markets
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	n.d.	<b>15,559,787</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>115,440</b>	<b>13,485,651</b>
- book holiday package	60,254	7,848,516
- do not book holiday package	55,186	5,637,135
- % tourists who book holiday package	52.2%	58.2%
Share of total tourist	0.9%	100%

RANKING POSITION BY  
NUMBER OF TOURISTS

RANKING POSITION BY  
TURNOVER



45% of Austrians  
travel to Tenerife.

	Austria	All markets
<b>Expenditure per tourist (€)</b>	<b>1,378</b>	<b>1,196</b>
- book holiday package	1,517	1,309
- holiday package	1,223	1,064
- others	294	246
- do not book holiday package	1,226	1,037
- flight	410	288
- accommodation	365	350
- others	450	399
<b>Average length of stay</b>	<b>12.06</b>	<b>9.32</b>
- book holiday package	10.22	8.66
- do not book holiday package	14.08	10.23
<b>Average daily expenditure (€)</b>	<b>137.7</b>	<b>143.6</b>
- book holiday package	159.9	159.8
- do not book holiday package	113.4	121.0
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>159</b>	<b>16,124</b>
- book holiday package	91	10,277
- do not book holiday package	68	5,848

AVERAGE LENGTH OF STAY  
(nights)



EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Austria	All markets
Climate	72.0%	78.1%
Safety	60.4%	51.4%
Sea	59.7%	43.3%
Tranquility	53.7%	46.2%
Landscapes	48.9%	31.6%
Beaches	48.8%	37.1%
Effortless trip	45.9%	34.8%
European belonging	41.4%	35.8%
Accommodation supply	39.8%	41.7%
Gastronomy	32.7%	22.6%
Environment	31.8%	30.6%
Price	26.3%	36.5%
Authenticity	23.0%	19.1%
Fun possibilities	21.2%	20.7%
Hiking trail network	14.8%	9.0%
Shopping	14.6%	9.6%
Exoticism	8.6%	10.5%
Historical heritage	8.3%	7.1%
Culture	7.5%	7.3%
Nightlife	5.9%	7.5%

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

AUSTRIA

48.9%



ALL MARKETS

31.6%

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

	Austria	All markets
Rest	37.7%	55.1%
Enjoy family time	10.9%	14.7%
Have fun	8.6%	7.8%
Explore the destination	31.4%	18.5%
Practice their hobbies	5.2%	1.8%
Other reasons	6.2%	2.1%

EXPLORE THE  
ISLAND



Austria 31.4%

All markets 18.5%

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

	Austria	All markets
The same day	0.5%	0.7%
Between 1 and 30 days	22.1%	23.2%
Between 1 and 2 months	24.8%	23.0%
Between 3 and 6 months	31.8%	32.4%
More than 6 months	20.7%	20.7%

Source: Encuesta sobre el Gasto Turístico (ISTAC). The results are not comparable with previous years' reports.

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

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## AUSTRIA



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

	Austria	All markets
Previous visits to the Canary Islands	42.0%	50.9%
Friends or relatives	34.5%	27.8%
Internet or social media	52.5%	56.1%
Mass Media	0.8%	1.7%
Travel guides and magazines	16.0%	9.5%
Travel Blogs or Forums	7.0%	5.4%
Travel TV Channels	0.4%	0.7%
Tour Operator or Travel Agency	24.9%	24.7%
Public administrations or similar	0.7%	0.4%
Others	0.6%	2.3%

\* Multi-choice question

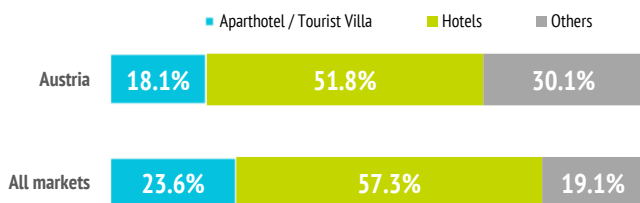
### With whom did they book their flight and accommodation? 👁

	Austria	All markets
<b>Flight</b>		
- Directly with the airline	39.2%	39.5%
- Tour Operator or Travel Agency	60.8%	60.5%
<b>Accommodation</b>		
- Directly with the accommodation	26.2%	28.8%
- Tour Operator or Travel Agency	73.8%	71.2%

### Where do they stay? 🏠

	Austria	All markets
1-2-3* Hotel	10.0%	12.8%
4* Hotel	34.0%	37.7%
5* Hotel / 5* Luxury Hotel	7.8%	6.8%
Aparthotel / Tourist Villa	18.1%	23.6%
House/room rented in a private dwelling	9.8%	5.3%
Private accommodation (1)	13.9%	7.0%
Others (Cottage, cruise, camping,...)	6.3%	6.8%

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



### What do they book? 🍽

	Austria	All markets
Room only	28.6%	28.8%
Bed and Breakfast	13.8%	11.7%
Half board	34.4%	22.4%
Full board	1.0%	3.0%
All inclusive	22.2%	34.1%

”  
**34.4% of Austrians book half board.**  
 (Canary Islands: 22.4%)

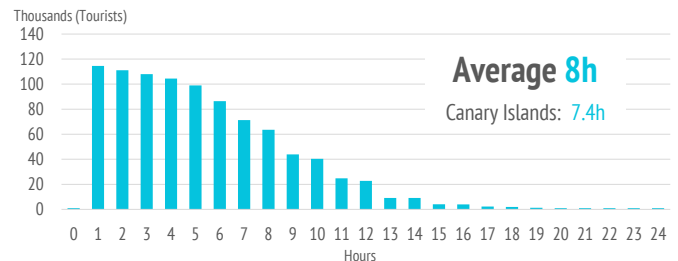
### Other expenses 📍

	Austria	All markets
Restaurants or cafes	69.6%	63.2%
Supermarkets	63.4%	55.9%
Car rental	41.4%	26.6%
Organized excursions	25.4%	21.8%
Taxi, transfer, chauffeur service	39.0%	51.7%
Theme Parks	10.1%	8.8%
Sport activities	6.1%	6.4%
Museums	6.8%	5.0%
Flights between islands	5.8%	4.8%

### Activities in the Canary Islands 🚶

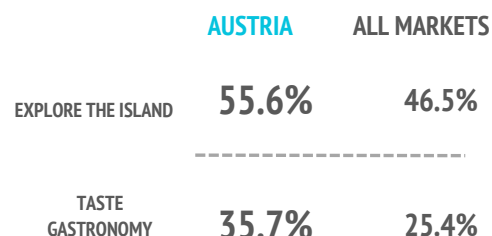
Outdoor time per day	Austria	All markets
0 hours	0.8%	2.2%
1 - 2 hours	5.7%	10.0%
3 - 6 hours	31.8%	32.6%
7 - 12 hours	53.8%	46.5%
More than 12 hours	7.9%	8.7%

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



Activities in the Canary Islands	Austria	All markets
Beach	76.0%	68.0%
Walk, wander	56.5%	71.0%
Explore the island on their own	55.6%	46.5%
Swimming pool, hotel facilities	41.8%	58.9%
Taste Canarian gastronomy	35.7%	25.4%
Theme parks	20.3%	15.5%
Sport activities	19.3%	14.3%
Nature activities	17.7%	10.0%
Organized excursions	16.8%	17.9%
Museums / exhibitions	15.9%	9.8%
Activities at sea	13.4%	9.8%
Sea excursions / whale watching	12.3%	11.3%
Nightlife / concerts / shows	10.1%	15.5%
Wineries / markets / popular festivals	8.3%	12.0%
Astronomical observation	7.2%	3.4%
Beauty and health treatments	4.9%	5.7%

\* Multi-choice question



Which island do they choose?

Tourists (> 15 years old)	Austria	All markets
Lanzarote	7,381	2,457,120
Fuerteventura	14,546	1,856,705
Gran Canaria	37,940	3,825,110
Tenerife	50,429	4,991,173
La Palma	2,761	249,069

How many islands do they visit during their trip?

	Austria	All markets
One island	88.0%	90.9%
Two islands	10.4%	7.7%
Three or more islands	1.6%	1.4%

Internet usage during their trip

	Austria	All markets
<b>Research</b>		
- Tourist package	20.3%	15.4%
- Flights	15.0%	13.0%
- Accommodation	18.9%	17.7%
- Transport	19.2%	15.6%
- Restaurants	27.8%	27.0%
- Excursions	29.5%	26.3%
- Activities	33.7%	31.0%
<b>Book or purchase</b>		
- Tourist package	27.1%	38.1%
- Flights	59.7%	64.4%
- Accommodation	46.7%	54.5%
- Transport	35.1%	44.7%
- Restaurants	6.9%	10.5%
- Excursions	16.5%	11.4%
- Activities	15.1%	12.5%

\* Multi-choice question

Internet usage in the Canary Island	Austria	All markets
<b>Did not use the Internet</b>	<b>7.8%</b>	<b>9.8%</b>
<b>Used the Internet</b>	<b>92.2%</b>	<b>90.2%</b>
- Own Internet connection	34.4%	36.5%
- Free Wifi connection	45.4%	41.1%
<b>Applications*</b>		
- Search for locations or maps	64.9%	60.7%
- Search for destination info	50.5%	44.7%
- Share pictures or trip videos	52.2%	55.6%
- Download tourist apps	6.8%	6.5%
- Others	20.8%	23.9%

\* Multi-choice question



65% of Austrians search for locations or maps during their stay in the Canary Islands

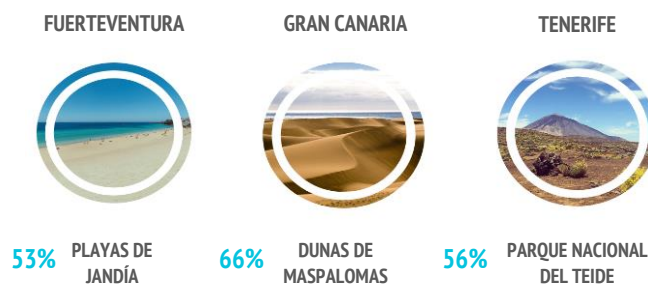
(Canary Islands: 60.7%)



Imagen: Freepik.com

Share by islands	Austria	All markets
Lanzarote	6.5%	18.4%
Fuerteventura	12.9%	13.9%
Gran Canaria	33.6%	28.6%
Tenerife	44.6%	37.3%
La Palma	2.4%	1.9%

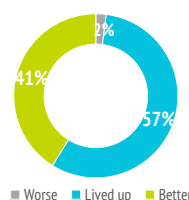
MOST VISITED PLACES IN EACH ISLAND



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	8.71	8.58
<b>Experience in the Canary Islands</b>		
Worse or much worse than expected	2.0%	2.9%
Lived up to expectations	56.8%	57.4%
Better or much better than expected	41.1%	39.7%
<b>Future intentions (scale 1-10)</b>		
Return to the Canary Islands	8.35	8.60
Recommend visiting the Canary Island	8.86	8.86



Worse Lived up Better



8.35/10

Experience in the Canary Islands

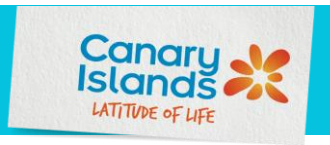


8.86/10

Recommend visiting the Canary Islands

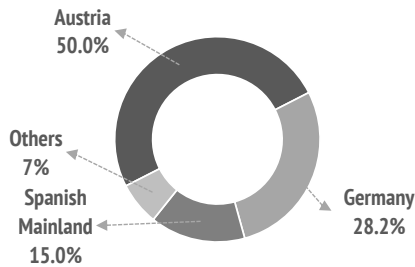
How many are loyal to the Canary Islands?

	Austria	All markets
<b>Repeat tourists</b>	<b>53.9%</b>	<b>71.0%</b>
Repeat tourists (last 5 years)	49.6%	64.6%
Repeat tourists (last 5 years) (5 or mor	13.2%	18.4%
<b>At least 10 previous visits</b>	<b>16.2%</b>	<b>17.8%</b>



Where does the flight come from? 

	%	Absolute
Austria	50.0%	57,693
Germany	28.2%	32,586
Spanish Mainland	15.0%	17,346
Switzerland	5.0%	5,821
United Kingdom	0.6%	650
Netherlands	0.2%	233
Others	1.0%	1,111



Who do they come with? 

	Austria	All markets
Unaccompanied	11.9%	8.9%
Only with partner	51.0%	47.4%
Only with children (< 13 years old)	4.2%	5.9%
Partner + children (< 13 years old)	3.4%	7.2%
Other relatives	3.6%	9.0%
Friends	6.9%	6.3%
Work colleagues	0.5%	0.5%
Organized trip	0.0%	0.2%
Other combinations (1)	18.6%	14.6%

(1) Different situations have been isolated

	Austria	All markets
<b>Tourists with children</b>	<b>10.8%</b>	<b>19.3%</b>
- Between 0 and 2 years old	1.5%	1.8%
- Between 3 and 12 years old	8.5%	15.8%
- Between 0 -2 and 3-12 years	0.8%	1.6%

	Austria	All markets
<b>Tourists without children</b>	<b>89.2%</b>	<b>80.7%</b>

Group composition:	Austria	All markets
- 1 person	17.4%	12.4%
- 2 people	58.3%	54.1%
- 3 people	10.9%	12.6%
- 4 or 5 people	12.6%	17.1%
- 6 or more people	0.8%	3.8%
<b>Average group size:</b>	<b>2.30</b>	<b>2.58</b>



(Under the age of 13)

10.8% of Austrians travel with children.

(Canary Islands: 19.3%)

Who are they? 

	Austria	All markets
<b>Gender</b>		
Men	49.1%	48.2%
Women	50.9%	51.8%
<b>Age</b>		
Average age (tourist > 15 years old)	46.7	46.7
Standard deviation	15.8	15.3
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	9.0%	7.7%
25 - 30 years old	9.4%	10.8%
31 - 45 years old	27.5%	28.6%
46 - 60 years old	31.5%	31.3%
Over 60 years old	22.5%	21.5%
<b>Occupation</b>		
Salaried worker	50.4%	55.5%
Self-employed	13.1%	11.0%
Unemployed	0.5%	1.1%
Business owner	12.1%	9.2%
Student	4.0%	4.2%
Retired	20.0%	17.3%
Unpaid domestic work	0.0%	0.9%
Others	0.0%	0.8%
<b>Annual household income level</b>		
Less than €25,000	16.0%	17.0%
€25,000 - €49,999	42.1%	36.5%
€50,000 - €74,999	26.7%	25.0%
More than €74,999	15.2%	21.5%
<b>Education level</b>		
No studies	0.4%	4.8%
Primary education	8.4%	2.8%
Secondary education	24.7%	23.1%
Higher education	66.5%	69.3%



5 IN 10 ARE REPEATERS

47 YEARS OLD

AVERAGE AGE

51% ONLY WITH PARTNER

Pictures: Freepik.com

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