

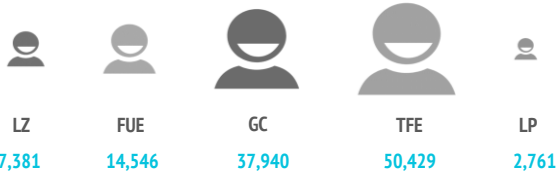
# TOURIST PROFILE BY ISLAND OF STAY (2018)

## AUSTRIA

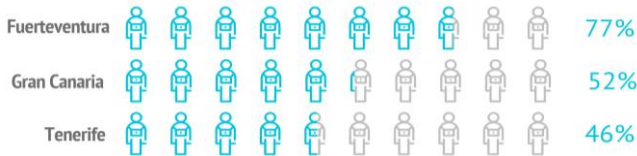
### How many are they and how much do they spend?

	LZ	FUE	GC	TFE	LP
<b>TOURISTS</b>					
<b>Tourist arrivals (FRONTUR)</b>	n.d.	n.d.	n.d.	n.d.	n.d.
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>7,381</b>	<b>14,546</b>	<b>37,940</b>	<b>50,429</b>	<b>2,761</b>
- book holiday package	--	11,234	19,618	23,225	--
- do not book holiday package	--	3,312	18,322	27,204	--
- % tourists who book holiday package	--	77.2%	51.7%	46.1%	--

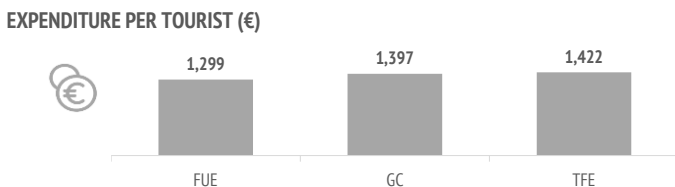
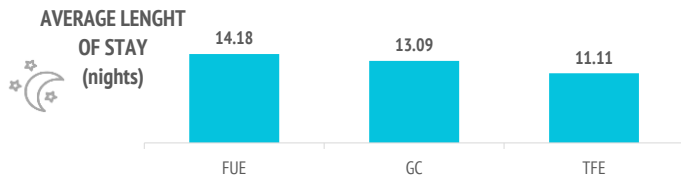
### TOURISTS



### % TOURISTS WHO BOOK HOLIDAY PACKAGE



	LZ	FUE	GC	TFE	LP
<b>Expenditure per tourist (€)</b>	--	<b>1,299</b>	<b>1,397</b>	<b>1,422</b>	--
- book holiday package	--	1,265	1,496	1,664	--
- holiday package	--	1,096	1,213	1,316	--
- others	--	169	283	347	--
- do not book holiday package	--	1,412	1,291	1,216	--
- flight	--	478	413	428	--
- accommodation	--	406	406	342	--
- others	--	528	471	447	--
<b>Average length of stay</b>	--	<b>14.18</b>	<b>13.09</b>	<b>11.11</b>	--
- book holiday package	--	9.65	10.92	10.15	--
- do not book holiday package	--	29.54	15.40	11.92	--
<b>Average daily expenditure (€)</b>	--	<b>132.7</b>	<b>129.1</b>	<b>147.7</b>	--
- book holiday package	--	141.3	147.1	177.9	--
- do not book holiday package	--	103.7	109.8	122.0	--
<b>Total turnover (&gt; 15 years old) (€m)</b>	--	<b>19</b>	<b>53</b>	<b>72</b>	--
- book holiday package	--	14	29	39	--
- do not book holiday package	--	5	24	33	--



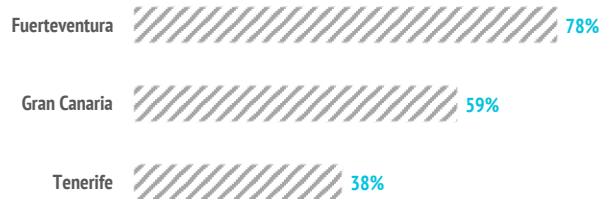
### Importance of each factor in the destination choice

	LZ	FUE	GC	TFE	LP
Climate	--	82.0%	73.9%	72.9%	--
Safety	--	62.9%	66.8%	60.0%	--
Sea	--	75.3%	63.9%	54.1%	--
Tranquility	--	66.8%	58.7%	47.1%	--
Landscapes	--	26.8%	41.9%	58.3%	--
Beaches	--	77.5%	59.3%	38.4%	--
Effortless trip	--	56.4%	54.0%	40.9%	--
European belonging	--	45.1%	50.4%	37.7%	--
Accommodation supply	--	44.4%	44.5%	37.9%	--
Gastronomy	--	20.2%	37.1%	36.5%	--
Environment	--	30.0%	24.1%	31.6%	--
Price	--	39.0%	31.2%	19.4%	--
Authenticity	--	24.7%	18.1%	27.2%	--
Fun possibilities	--	24.3%	19.3%	25.7%	--
Hiking trail network	--	6.2%	9.8%	18.7%	--
Shopping	--	16.8%	18.7%	14.3%	--
Exoticism	--	13.2%	8.1%	8.1%	--
Historical heritage	--	3.7%	5.3%	11.8%	--
Culture	--	5.0%	8.0%	7.6%	--
Nightlife	--	5.0%	10.6%	3.5%	--

Each aspect is rated individually ("Not important", "Somewhat", "Quite", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

### % TOURISTS WHO CHOOSE BEACHES



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

	LZ	FUE	GC	TFE	LP
Rest	--	42.3%	43.5%	34.8%	--
Enjoy family time	--	6.4%	12.2%	12.3%	--
Have fun	--	0.8%	11.0%	10.3%	--
Explore the destination	--	26.8%	24.4%	32.4%	--
Practice their hobbies	--	14.9%	2.4%	5.1%	--
Other reasons	--	8.7%	6.5%	5.0%	--

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

	LZ	FUE	GC	TFE	LP
The same day	--	0.0%	0.0%	1.2%	--
Between 1 and 30 days	--	33.0%	30.2%	15.2%	--
Between 1 and 2 months	--	20.7%	19.4%	28.9%	--
Between 3 and 6 months	--	30.5%	29.3%	33.0%	--
More than 6 months	--	15.8%	21.1%	21.7%	--

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.

# TOURIST PROFILE BY ISLAND OF STAY (2018)

## AUSTRIA



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

	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	32.0%	48.6%	42.4%	--
Friends or relatives	--	22.1%	30.0%	40.0%	--
Internet or social media	--	52.5%	47.5%	54.3%	--
Mass Media	--	0.0%	2.0%	0.0%	--
Travel guides and magazines	--	11.9%	6.8%	20.3%	--
Travel Blogs or Forums	--	3.2%	7.3%	7.3%	--
Travel TV Channels	--	0.0%	0.0%	0.9%	--
Tour Operator or Travel Agency	--	31.0%	23.9%	22.0%	--
Public administrations or similar	--	0.8%	0.0%	1.0%	--
Others	--	0.0%	1.8%	0.0%	--

\* Multi-choise question

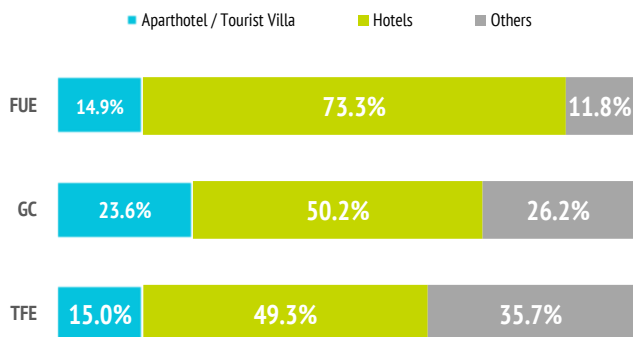
### With whom did they book their flight and accommodation?

	LZ	FUE	GC	TFE	LP
<b>Flight</b>					
- Directly with the airline	--	23.0%	39.0%	44.3%	--
- Tour Operator or Travel Agency	--	77.0%	61.0%	55.7%	--
<b>Accommodation</b>					
- Directly with the accommodation	--	13.3%	22.0%	33.2%	--
- Tour Operator or Travel Agency	--	86.7%	78.0%	66.8%	--

### Where do they stay?

	LZ	FUE	GC	TFE	LP
1-2-3* Hotel	--	24.2%	8.3%	5.9%	--
4* Hotel	--	49.1%	34.8%	32.7%	--
5* Hotel / 5* Luxury Hotel	--	0.0%	7.1%	10.7%	--
Aparthotel / Tourist Villa	--	14.9%	23.6%	15.0%	--
House/room rented in a private dwelling	--	2.7%	3.0%	16.1%	--
Private accommodation (1)	--	9.1%	15.1%	16.4%	--
Others (Cottage, cruise, camping,...)	--	0.0%	8.1%	3.2%	--

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



### What do they book?

	LZ	FUE	GC	TFE	LP
Room only	--	22.3%	26.1%	33.1%	--
Bed and Breakfast	--	2.4%	13.5%	16.1%	--
Half board	--	26.3%	33.6%	36.3%	--
Full board	--	0.0%	2.4%	0.0%	--
All inclusive	--	49.0%	24.4%	14.6%	--

### Other expenses

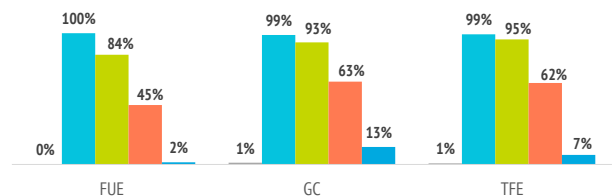
	LZ	FUE	GC	TFE	LP
Restaurants or cafes	--	43.3%	72.9%	72.9%	--
Supermarkets	--	53.3%	62.3%	65.5%	--
Car rental	--	36.2%	28.5%	46.5%	--
Organized excursions	--	21.1%	22.5%	25.5%	--
Taxi, transfer, chauffeur service	--	34.9%	43.0%	35.2%	--
Theme Parks	--	4.6%	7.9%	15.3%	--
Sport activities	--	9.2%	5.0%	6.5%	--
Museums	--	0.0%	4.3%	5.8%	--
Flights between islands	--	9.3%	2.9%	5.8%	--

### Activities in the Canary Islands

Outdoor time per day	LZ	FUE	GC	TFE	LP
0 hours	--	0.0%	1.3%	0.8%	--
1 - 2 hours	--	16.5%	5.7%	4.0%	--
3 - 6 hours	--	38.3%	29.9%	33.2%	--
7 - 12 hours	--	43.6%	49.8%	54.7%	--
More than 12 hours	--	1.7%	13.3%	7.3%	--

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

■ 0 hours ■ More than 1 hour ■ More than 3 hours ■ More than 7 hours ■ More than 12 hours



Activities in the Canary Islands	LZ	FUE	GC	TFE	LP
Beach	--	82.3%	84.5%	68.7%	--
Walk, wander	--	38.1%	50.7%	60.8%	--
Explore the island on their own	--	56.9%	49.4%	55.9%	--
Swimming pool, hotel facilities	--	51.6%	44.7%	42.6%	--
Taste Canarian gastronomy	--	18.9%	36.4%	38.7%	--
Theme parks	--	10.6%	13.1%	32.8%	--
Sport activities	--	34.3%	18.6%	15.8%	--
Nature activities	--	16.9%	10.4%	21.7%	--
Organized excursions	--	22.3%	10.6%	19.8%	--
Museums / exhibitions	--	0.0%	13.7%	16.2%	--
Activities at sea	--	14.7%	13.6%	12.6%	--
Sea excursions / whale watching	--	2.7%	11.1%	13.5%	--
Nightlife / concerts / shows	--	4.4%	17.3%	7.2%	--
Wineries / markets / popular festivals	--	4.2%	7.5%	7.4%	--
Astronomical observation	--	4.2%	2.3%	10.9%	--
Beauty and health treatments	--	1.7%	5.4%	5.0%	--

\* Multi-choise question

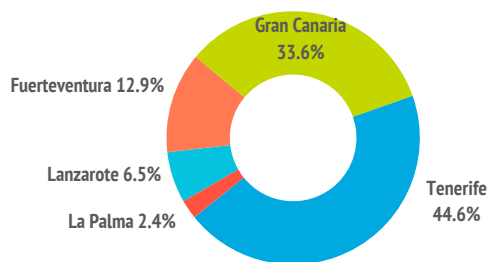
### CANARY ISLANDS



# TOURIST PROFILE BY ISLAND OF STAY (2018)

## AUSTRIA

### Which island do they choose?



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

	LZ	FUE	GC	TFE	LP
One island	--	85.0%	94.3%	88.2%	--
Two islands	--	15.0%	4.9%	10.6%	--
Three or more islands	--	0.0%	0.9%	1.2%	--

### % TOURISTS VISITING MORE THAN ONE ISLAND



### Internet usage during their trip

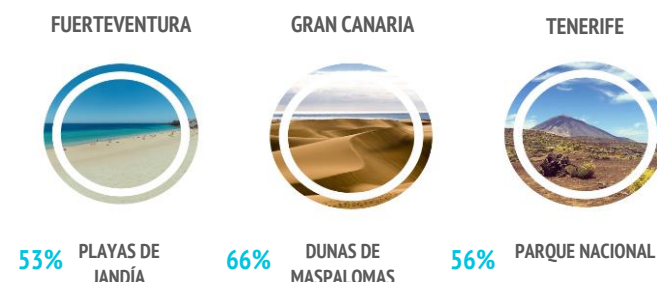
	LZ	FUE	GC	TFE	LP
<b>Research</b>					
- Tourist package	--	26.0%	19.3%	17.1%	--
- Flights	--	16.8%	17.6%	13.5%	--
- Accommodation	--	24.4%	21.4%	14.9%	--
- Transport	--	18.4%	23.8%	15.9%	--
- Restaurants	--	29.6%	25.4%	26.8%	--
- Excursions	--	30.5%	34.4%	21.0%	--
- Activities	--	36.5%	38.5%	27.4%	--
<b>Book or purchase</b>					
- Tourist package	--	31.3%	29.4%	23.5%	--
- Flights	--	50.3%	54.4%	65.1%	--
- Accommodation	--	33.3%	43.5%	53.9%	--
- Transport	--	17.0%	23.1%	47.9%	--
- Restaurants	--	12.7%	5.2%	8.5%	--
- Excursions	--	4.8%	9.5%	27.3%	--
- Activities	--	4.6%	7.5%	24.6%	--

\* Multi-choice question

Internet usage in the Canary Islands	LZ	FUE	GC	TFE	LP
<b>Did not use the Internet</b>	--	<b>10.4%</b>	<b>6.7%</b>	<b>9.0%</b>	--
<b>Used the Internet</b>	--	<b>89.6%</b>	<b>93.3%</b>	<b>91.0%</b>	--
- Own Internet connection	--	42.1%	34.0%	31.4%	--
- Free Wifi connection	--	31.8%	45.5%	50.0%	--
<b>Applications*</b>					
- Search for locations or maps	--	63.4%	54.8%	71.0%	--
- Search for destination info	--	43.0%	45.1%	56.1%	--
- Share pictures or trip videos	--	46.8%	54.6%	52.4%	--
- Download tourist apps	--	12.7%	6.4%	5.5%	--
- Others	--	18.7%	29.9%	15.1%	--

\* Multi-choice question

### Which is the most visited place 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)	LZ	FUE	GC	TFE	LP
Average rating	--	8.66	8.66	8.76	--
<b>Experience in the Canary Islands</b>					
Worse or much worse than expected	--	4.6%	3.1%	1.0%	--
Lived up to expectations	--	60.2%	50.9%	64.5%	--
Better or much better than expected	--	35.2%	46.0%	34.4%	--
<b>Future intentions (scale 1-10)</b>					
Return to the Canary Islands	--	7.99	8.50	8.34	--
Recommend visiting the Canary Islands	--	8.29	8.97	8.92	--

### BETTER OR MUCH BETTER EXPERIENCE THAN EXPECTED



### How many are loyal to the Canary Islands?

	LZ	FUE	GC	TFE	LP
Repeat tourists of the island	--	36.4%	54.9%	50.9%	--
At least 10 previous visits	--	5.2%	14.4%	12.7%	--
Repeat tourists	--	45.3%	59.5%	54.5%	--
At least 10 previous visits	--	13.1%	17.5%	17.4%	--

### REPEAT TOURIST OF EACH ISLAND



# TOURIST PROFILE BY ISLAND OF STAY (2018)

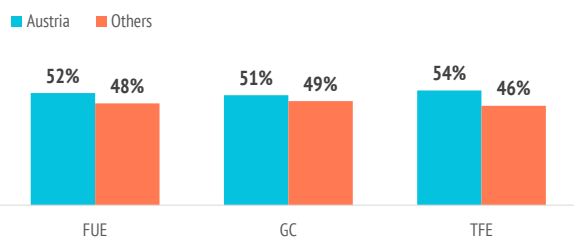
## AUSTRIA

### Where does the flight come from?



	LZ	FUE	GC	TFE	LP
Austria	--	52.4%	51.4%	53.6%	--
Germany	--	37.9%	34.2%	21.0%	--
Spanish Mainland	--	3.0%	6.4%	22.1%	--
Switzerland	--	5.2%	4.5%	2.5%	--
United Kingdom	--	1.5%	0.0%	0.8%	--
Netherlands	--	0.0%	0.6%	0.0%	--
Others	--	0.0%	2.9%	0.0%	--

### SHARE OF TOURIST BY ORIGIN OF THE FLIGHT



### Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	--	16.0%	14.9%	9.4%	--
Only with partner	--	52.2%	50.5%	50.3%	--
Only with children (< 13 years old)	--	3.9%	3.2%	5.5%	--
Partner + children (< 13 years old)	--	0.0%	3.3%	5.1%	--
Other relatives	--	1.2%	2.2%	5.3%	--
Friends	--	8.3%	8.7%	5.9%	--
Work colleagues	--	0.0%	0.6%	0.0%	--
Organized trip	--	0.0%	0.0%	0.0%	--
Other combinations <sup>(1)</sup>	--	18.4%	16.5%	18.6%	--

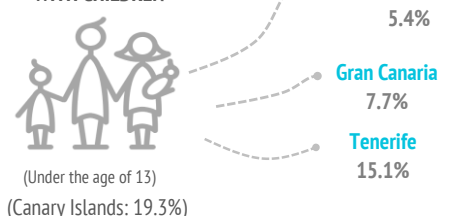
(1) Different situations have been isolated

Tourists with children	LZ	FUE	GC	TFE	LP
- Between 0 and 2 years old	--	1.5%	0.9%	2.1%	--
- Between 3 and 12 years old	--	3.9%	6.2%	12.4%	--
- Between 0-2 and 3-12 years	--	0.0%	0.7%	0.6%	--

Tourists without children	LZ	FUE	GC	TFE	LP
	--	94.6%	92.3%	84.9%	--

Group composition:	LZ	FUE	GC	TFE	LP
- 1 person	--	27.4%	17.4%	15.9%	--
- 2 people	--	53.2%	65.1%	54.2%	--
- 3 people	--	12.8%	8.0%	12.5%	--
- 4 or 5 people	--	6.6%	8.2%	17.4%	--
- 6 or more people	--	0.0%	1.4%	0.0%	--
<b>Average group size:</b>	--	<b>1.99</b>	<b>2.16</b>	<b>2.38</b>	--

### TOURIST TRAVELLING WITH CHILDREN



### Who are they?



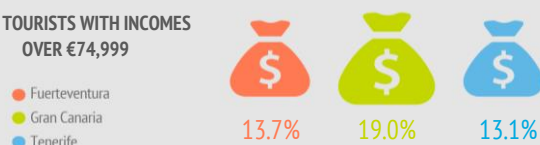
	LZ	FUE	GC	TFE	LP
<b>Gender</b>					
Men	--	40.4%	48.1%	53.1%	--
Women	--	59.6%	51.9%	46.9%	--
<b>Age</b>					
Average age (tourist > 15 years old)	--	48.0	47.0	46.2	--
Standard deviation	--	17.6	15.7	15.5	--
<b>Age range (&gt; 15 years old)</b>					
16 - 24 years old	--	13.9%	11.5%	6.6%	--
25 - 30 years old	--	11.8%	3.8%	11.8%	--
31 - 45 years old	--	16.1%	29.4%	28.5%	--
46 - 60 years old	--	30.2%	31.0%	31.9%	--
Over 60 years old	--	27.8%	24.3%	21.2%	--
<b>Occupation</b>					
Salaried worker	--	55.1%	47.9%	50.4%	--
Self-employed	--	16.2%	15.6%	10.8%	--
Unemployed	--	0.0%	0.5%	0.0%	--
Business owner	--	7.9%	12.6%	13.2%	--
Student	--	2.8%	4.0%	3.9%	--
Retired	--	18.0%	19.3%	21.6%	--
Unpaid domestic work	--	0.0%	0.0%	0.0%	--
Others	--	0.0%	0.0%	0.0%	--
<b>Annual household income level</b>					
Less than €25,000	--	17.4%	19.3%	15.0%	--
€25,000 - €49,999	--	43.3%	42.4%	39.2%	--
€50,000 - €74,999	--	25.6%	19.4%	32.7%	--
More than €74,999	--	13.7%	19.0%	13.1%	--
<b>Education level</b>					
No studies	--	0.0%	0.0%	0.8%	--
Primary education	--	12.0%	9.1%	6.3%	--
Secondary education	--	23.0%	26.0%	24.4%	--
Higher education	--	65.0%	64.9%	68.5%	--



AVERAGE AGE (> 15 years old)



### % OF TOURISTS WITH INCOMES OVER €74,999



### % SALARIED WORKER TOURISTS



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.