

Profile of Czech tourist visiting Canary Islands

2016



How many are they and how much do they spend?



| | Czech Republic | All markets |
|--------------------------------------|----------------|-------------|
| Tourist arrivals (> 16 years old) | 58,913 | 13,114,359 |
| Average daily expenditure (€) | 123.72 | 135.94 |
| . in their place of residence | 93.82 | 98.03 |
| . in the Canary Islands | 29.90 | 37.90 |
| Average length of stay | 8.94 | 9.36 |
| Turnover per tourist (€) | 1,038 | 1,141 |
| Total turnover (> 16 years old) (€m) | 61.2 | 14,957 |
| Share of total turnover | 0.4% | 100% |
| Share of total tourist | 0.4% | 100% |

Expenditure in the Canary Islands per tourist and trip (€) ^(*)

| | Czech Republic | All markets |
|-------------------------------------|----------------|-------------|
| Accommodation (**): | 41.32 | 47.11 |
| - Accommodation | 39.67 | 40.52 |
| - Additional accommodation expenses | 1.65 | 6.60 |
| Transport: | 28.57 | 26.01 |
| - Public transport | 10.20 | 5.14 |
| - Taxi | 2.41 | 6.94 |
| - Car rental | 15.96 | 13.93 |
| Food and drink: | 91.40 | 148.33 |
| - Food purchases at supermarkets | 42.03 | 63.46 |
| - Restaurants | 49.36 | 84.87 |
| Souvenirs: | 42.23 | 53.88 |
| Leisure: | 38.99 | 34.52 |
| - Organized excursions | 20.25 | 14.95 |
| - Leisure, amusement | 6.96 | 4.55 |
| - Trip to other islands | 0.88 | 1.85 |
| - Sporting activities | 8.25 | 5.11 |
| - Cultural activities | 1.08 | 2.04 |
| - Discos and disco-pubs | 1.56 | 6.01 |
| Others: | 7.39 | 13.91 |
| - Wellness | 0.92 | 3.23 |
| - Medical expenses | 0.37 | 1.69 |
| - Other expenses | 6.11 | 8.99 |

How far in advance do they book their trip?



| | Czech Republic | All markets |
|-------------------------|----------------|-------------|
| The same day they leave | 1.5% | 0.6% |
| Between 2 and 7 days | 10.1% | 6.3% |
| Between 8 and 15 days | 4.9% | 7.9% |
| Between 16 and 30 days | 18.2% | 14.7% |
| Between 31 and 90 days | 33.8% | 34.3% |
| More than 90 days | 31.5% | 36.2% |

What do they book at their place of residence?



| | Czech Republic | All markets |
|--|----------------|-------------|
| Flight only | 11.3% | 8.8% |
| Flight and accommodation (room only) | 14.1% | 25.7% |
| Flight and accommodation (B&B) | 3.4% | 8.0% |
| Flight and accommodation (half board) | 21.1% | 20.4% |
| Flight and accommodation (full board) | 6.7% | 4.3% |
| Flight and accommodation (all inclusive) | 43.5% | 32.8% |
| % Tourists using low-cost airlines | 46.4% | 48.7% |
| Other expenses in their place of residence: | | |
| - Car rental | 19.7% | 11.8% |
| - Sporting activities | 7.1% | 5.3% |
| - Excursions | 21.6% | 5.7% |
| - Trip to other islands | 1.9% | 1.6% |

How do they book?



| | Czech Republic | All markets |
|--------------------------------------|----------------|-------------|
| Accommodation booking | | |
| Tour Operator | 27.2% | 42.3% |
| - Tour Operator's website | 47.8% | 78.8% |
| Accommodation | 14.7% | 14.7% |
| - Accommodation's website | 88.5% | 83.5% |
| Travel agency (High street) | 45.8% | 20.5% |
| Online Travel Agency (OTA) | 9.6% | 16.5% |
| No need to book accommodation | 2.7% | 6.0% |

| | Czech Republic | All markets |
|------------------------------------|----------------|-------------|
| Flight booking | | |
| Tour Operator | 36.8% | 44.6% |
| - Tour Operator's website | 67.6% | 76.3% |
| Airline | 17.0% | 24.8% |
| - Airline's website | 81.7% | 96.2% |
| Travel agency (High street) | 39.8% | 19.1% |
| Online Travel Agency (OTA) | 6.4% | 11.5% |

Where do they stay?



| | Czech Republic | All markets |
|---|----------------|-------------|
| 5* Hotel | 4.2% | 7.1% |
| 4* Hotel | 37.6% | 39.6% |
| 1-2-3* Hotel | 18.3% | 14.6% |
| Apartment | 35.3% | 31.5% |
| Property (privately-owned, friends, family) | 2.3% | 4.6% |
| Others | 2.3% | 2.6% |

Who are they?



| | Czech Republic | All markets |
|---------------------------------------|----------------|-------------|
| Gender | | |
| Percentage of men | 53.9% | 48.5% |
| Percentage of women | 46.1% | 51.5% |
| Age | | |
| Average age (tourists > 16 years old) | 40.9 | 46.3 |
| Standard deviation | 12.3 | 15.3 |
| Age range (> 16 years old) | 0.0 | 0.0 |
| 16-24 years old | 8.6% | 8.2% |
| 25-30 years old | 12.0% | 11.1% |
| 31-45 years old | 46.9% | 29.1% |
| 46-60 years old | 23.4% | 30.9% |
| Over 60 years old | 9.2% | 20.7% |
| Occupation | | |
| Business owner or self-employed | 27.6% | 23.1% |
| Upper/Middle management employee | 46.4% | 36.1% |
| Auxiliary level employee | 8.6% | 15.5% |
| Students | 5.2% | 5.1% |
| Retired | 8.0% | 18.0% |
| Unemployed / unpaid dom. work | 4.2% | 2.2% |
| Annual household income level | | |
| €12,000 - €24,000 | 30.6% | 17.8% |
| €24,001 - €36,000 | 31.5% | 19.4% |
| €36,001 - €48,000 | 20.2% | 16.9% |
| €48,001 - €60,000 | 12.5% | 14.6% |
| €60,001 - €72,000 | 0.6% | 9.5% |
| €72,001 - €84,000 | 3.0% | 6.0% |
| More than €84,000 | 1.7% | 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 Czech tourist visiting Canary Islands

2016



Which island do they choose?



| Tourists (> 16 years old) | Czech Republic | All markets |
|---------------------------|----------------|-------------|
| - Lanzarote | 8,642 | 2,328,674 |
| - Fuerteventura | 7,385 | 1,914,107 |
| - Gran Canaria | 13,781 | 3,654,806 |
| - Tenerife | 24,714 | 4,885,901 |
| - La Palma | 4,391 | 221,541 |

| Share (%) | Czech Republic | All markets |
|-----------------|----------------|-------------|
| - Lanzarote | 14.7% | 17.9% |
| - Fuerteventura | 12.5% | 14.7% |
| - Gran Canaria | 23.4% | 28.1% |
| - Tenerife | 42.0% | 37.6% |
| - La Palma | 7.5% | 1.7% |

Who do they come with?



| | Czech Republic | All markets |
|--|----------------|-------------|
| Unaccompanied | 6.9% | 9.1% |
| Only with partner | 37.0% | 47.6% |
| Only with children (under the age of 13) | 2.5% | 1.5% |
| Partner + children (under the age of 13) | 14.2% | 11.8% |
| Other relatives | 13.8% | 6.0% |
| Friends | 5.5% | 6.1% |
| Work colleagues | 0.5% | 0.3% |
| Other combinations ⁽¹⁾ | 19.7% | 17.5% |

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

How do they rate the destination?



| Impression of their stay | Czech Republic | All markets |
|--------------------------------|----------------|-------------|
| Good or very good (% tourists) | 97.9% | 94.1% |
| Average rating (scale 1-10) | 9.44 | 8.90 |

How many are loyal to the destination?

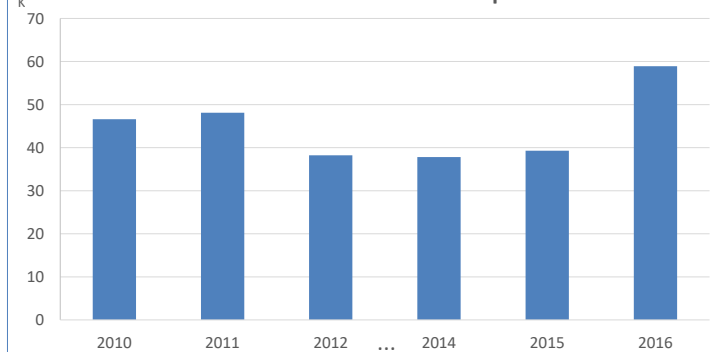
| Repeat tourists of the Canary Islands | Czech Republic | All markets |
|---------------------------------------|----------------|-------------|
| Repeat tourists | 50.6% | 77.3% |
| In love (at least 10 previous visits) | 7.4% | 16.1% |

Where does the flight come from?



| Ten main origin markets | Czech Republic | All markets |
|-------------------------|----------------|-------------|
| Czech Republic | 48,529 | 51,927 |
| Germany | 8,114 | 2,882,932 |
| Spanish Mainland | 1,236 | 2,164,168 |
| United Kingdom | 744 | 4,208,588 |
| Italy | 291 | 346,999 |
| Austria | 0 | 113,534 |
| Belgium | 0 | 444,170 |
| Denmark | 0 | 253,091 |
| Finland | 0 | 196,957 |
| France | 0 | 227,689 |

Tourist arrivals from Czech Republic



Why do they choose the Canary Islands?



| Aspects influencing the choice | Czech Republic | All markets |
|-----------------------------------|----------------|-------------|
| Climate/sun | 86.2% | 89.8% |
| Security | 34.6% | 11.1% |
| Scenery | 29.9% | 21.9% |
| Tranquillity/rest/relaxation | 28.5% | 36.6% |
| Visiting new places | 27.2% | 14.6% |
| Beaches | 24.2% | 34.5% |
| Active tourism | 12.2% | 5.1% |
| Suitable destination for children | 6.9% | 7.5% |
| Price | 6.3% | 12.7% |
| Quality of the environment | 5.6% | 6.5% |
| Nightlife/fun | 5.3% | 3.8% |
| Nautical activities | 3.6% | 2.2% |
| Theme parks | 2.5% | 3.0% |
| Rural tourism | 1.7% | 1.0% |
| Ease of travel | 1.5% | 8.9% |
| Culture | 1.4% | 2.6% |

* Multi-choice question

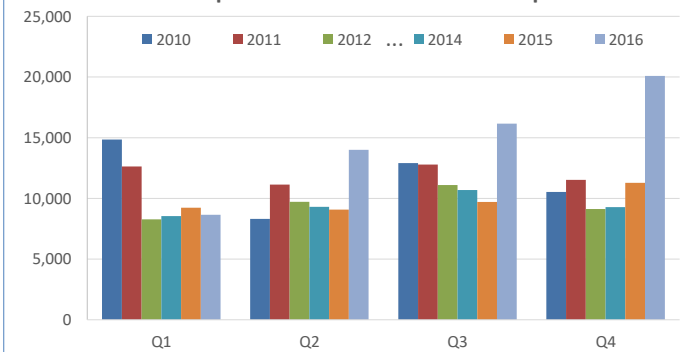
What did motivate them to come?



| Aspects motivating the choice | Czech Republic | All markets |
|--|----------------|-------------|
| Previous visits to the Canary Islands | 44.6% | 64.1% |
| Recommendation by friends or relatives | 42.1% | 34.5% |
| The Canary Islands television channel | 1.2% | 0.3% |
| Other television or radio channels | 1.5% | 0.8% |
| Information in the press/magazines/books | 6.7% | 3.8% |
| Attendance at a tourism fair | 2.7% | 0.5% |
| Tour Operator's brochure or catalogue | 1.5% | 8.0% |
| Recommendation by Travel Agency | 14.1% | 9.7% |
| Information obtained via the Internet | 40.3% | 25.8% |
| Senior Tourism programme | 1.3% | 0.2% |
| Others | 3.6% | 6.1% |

* Multi-choice question

Seasonal profile of tourist from Czech Republic



Source: Encuesta sobre el Gasto Turístico (ISTAC). The information of 2013 is not shown due to sample failure. (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.