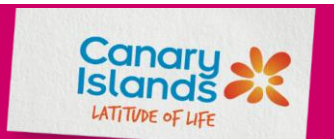


Tourist profile by islands (2016)

Czech market



How many are they and how much do they spend?



How do they book?



	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourist arrivals (> 16 years old)	8,642	7,385	13,781	24,714	4,391
Average daily expenditure (€)	--	--	121.91	115.50	--
. in their place of residence	--	--	89.01	87.87	--
. in the Canary Islands	--	--	32.90	27.63	--
Average length of stay	--	--	9.42	9.41	--
Turnover per tourist (€)	--	--	1,074	1,036	--
Total turnover (> 16 years old) (€m)	--	--	14.8	26	--
Czech turnover: share by islands	--	--	24.2%	41.9%	--
Czech tourist arrivals: share by islands	14.7%	12.5%	23.4%	42.0%	7.5%

	LZ	FUE	GC	TFE	LP
Accommodation booking					
Tour Operator	--	--	21.3%	41.8%	--
- Tour Operator's website	--	--	29.7%	47.6%	--
Accommodation	--	--	14.0%	13.4%	--
- Accommodation's website	--	--	81.8%	90.7%	--
Travel agency (High street)	--	--	48.0%	31.6%	--
Online Travel Agency (OTA)	--	--	14.2%	7.8%	--
No need to book accommodation	--	--	2.5%	5.3%	--

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

	LZ	FUE	GC	TFE	LP
Accommodation (**):	--	--	71.64	16.81	--
- Accommodation	--	--	71.50	13.05	--
- Additional accommodation expenses	--	--	0.14	3.76	--
Transport:	--	--	40.42	22.16	--
- Public transport	--	--	20.46	3.11	--
- Taxi	--	--	4.76	2.37	--
- Car rental	--	--	15.20	16.68	--
Food and drink:	--	--	96.23	103.58	--
- Food purchases at supermarkets	--	--	51.90	53.17	--
- Restaurants	--	--	44.32	50.42	--
Souvenirs:	--	--	39.08	47.94	--
Leisure:	--	--	43.65	41.22	--
- Organized excursions	--	--	10.39	31.55	--
- Leisure, amusement	--	--	10.62	2.87	--
- Trip to other islands	--	--	2.78	0.55	--
- Sporting activities	--	--	13.89	4.42	--
- Cultural activities	--	--	2.85	0.29	--
- Discos and disco-pubs	--	--	3.12	1.54	--
Others:	--	--	16.77	7.67	--
- Wellness	--	--	0.00	2.18	--
- Medical expenses	--	--	0.43	0.64	--
- Other expenses	--	--	16.34	4.85	--

	LZ	FUE	GC	TFE	LP
Flight booking					
Tour Operator	--	--	25.8%	41.1%	--
- Tour Operator's website	--	--	52.9%	57.8%	--
Airline	--	--	17.7%	22.5%	--
- Airline's website	--	--	94.9%	78.1%	--
Travel agency (High street)	--	--	47.1%	29.4%	--
Online Travel Agency (OTA)	--	--	9.3%	6.9%	--

Where do they stay?



	LZ	FUE	GC	TFE	LP
5* Hotel	--	--	7.1%	5.9%	--
4* Hotel	--	--	26.8%	49.4%	--
1-2-3* Hotel	--	--	26.7%	21.6%	--
Apartment	--	--	33.1%	15.9%	--
Property (privately-owned, friends, family)	--	--	3.2%	3.8%	--
Others	--	--	3.1%	3.4%	--

Who are they?



	LZ	FUE	GC	TFE	LP
Gender					
Percentage of men	--	--	53.3%	47.6%	--
Percentage of women	--	--	46.7%	52.4%	--

	LZ	FUE	GC	TFE	LP
Age					
Average age (tourists > 16 years old)	--	--	40.1	42.4	--
Standard deviation	--	--	12.0	12.2	--

	LZ	FUE	GC	TFE	LP
Age range (> 16 years old)					
16-24 years old	--	--	12.1%	6.5%	--
25-30 years old	--	--	7.4%	15.4%	--
31-45 years old	--	--	51.2%	39.8%	--
46-60 years old	--	--	20.5%	28.4%	--
Over 60 years old	--	--	8.7%	9.8%	--

	LZ	FUE	GC	TFE	LP
Occupation					
Business owner or self-employed	--	--	34.4%	33.3%	--
Upper/Middle management employee	--	--	41.4%	32.6%	--
Auxiliary level employee	--	--	6.9%	6.6%	--
Students	--	--	8.3%	6.2%	--
Retired	--	--	9.0%	10.8%	--
Unemployed / unpaid dom. work	--	--	0.0%	10.5%	--

	LZ	FUE	GC	TFE	LP
Annual household income level					
€12,000 - €24,000	--	--	34.0%	38.1%	--
€24,001 - €36,000	--	--	24.2%	25.5%	--
€36,001 - €48,000	--	--	16.9%	20.6%	--
€48,001 - €60,000	--	--	14.3%	12.5%	--
€60,001 - €72,000	--	--	2.8%	0.0%	--
€72,001 - €84,000	--	--	7.8%	0.8%	--
More than €84,000	--	--	0.0%	2.5%	--

How far in advance do they book their trip?



	LZ	FUE	GC	TFE	LP
The same day they leave	--	--	0.0%	2.2%	--
Between 2 and 7 days	--	--	15.4%	12.0%	--
Between 8 and 15 days	--	--	7.4%	5.5%	--
Between 16 and 30 days	--	--	16.6%	19.5%	--
Between 31 and 90 days	--	--	25.8%	22.0%	--
More than 90 days	--	--	34.8%	38.7%	--

What do they book at their place of residence?



	LZ	FUE	GC	TFE	LP
Flight only	--	--	10.2%	7.8%	--
Flight & accommodation (room only)	--	--	25.3%	11.4%	--
Flight & accommodation (B&B)	--	--	4.5%	5.8%	--
Flight & accommodation (half board)	--	--	17.1%	27.6%	--
Flight & accommodation (full board)	--	--	6.6%	10.8%	--
Flight & accommodation (all inclusive)	--	--	36.3%	36.5%	--
% Tourists using low-cost airlines	--	--	47.7%	44.2%	--
Other expenses in their place of residence:					
- Car rental	--	--	15.5%	18.6%	--
- Sporting activities	--	--	9.3%	7.5%	--
- Excursions	--	--	15.4%	25.2%	--
- Trip to other islands	--	--	3.4%	3.1%	--

(*) 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.

Tourist profile by islands (2016)

Czech market



Which island do they choose?

Tourist (> 16 years old)	LZ	FUE	GC	TFE	LP
- 2012	6,321	7,226	11,952	12,125	588
- 2013	--	--	--	--	--
- 2014	7,301	5,110	8,404	15,047	1,339
- 2015	6,640	7,746	10,043	13,717	1,152
- 2016	8,642	7,385	13,781	24,714	4,391

Share (%)	LZ	FUE	GC	TFE	LP
- 2012	16.5%	18.9%	31.3%	31.7%	1.5%
- 2013	--	--	--	--	--
- 2014	19.6%	13.7%	22.6%	40.4%	3.6%
- 2015	16.9%	19.7%	25.6%	34.9%	2.9%
- 2016	14.7%	12.5%	23.4%	42.0%	7.5%

Who do they come with?



	LZ	FUE	GC	TFE	LP
Unaccompanied	--	--	17.3%	3.6%	--
Only with partner	--	--	31.3%	31.0%	--
Only with children (under the age of 13)	--	--	3.4%	3.0%	--
Partner + children (under the age of 13)	--	--	16.0%	14.4%	--
Other relatives	--	--	9.7%	12.0%	--
Friends	--	--	2.2%	9.1%	--
Work colleagues	--	--	2.3%	0.0%	--
Other combinations ⁽¹⁾	--	--	17.9%	26.9%	--

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

How do they rate the destination?



Impression of their stay	LZ	FUE	GC	TFE	LP
Good or very good (% tourists)	--	--	98.3%	97.5%	--
Average rating (scale 1-10)	--	--	9.44	9.30	--

How many are loyal to the destination?

Repeat tourists of each island	LZ	FUE	GC	TFE	LP
Repeat tourists	--	--	39.6%	36.6%	--
In love (at least 10 previous visits)	--	--	3.7%	4.2%	--

Where does the flight come from?



Ten main origin markets	LZ	FUE	GC	TFE	LP
Czech Republic	--	--	89.7%	86.5%	--
Germany	--	--	8.3%	6.8%	--
Spanish Mainland	--	--	2.0%	3.6%	--
United Kingdom	--	--	0.0%	3.0%	--
Italy	--	--	0.0%	0.0%	--
Austria	--	--	0.0%	0.0%	--
Belgium	--	--	0.0%	0.0%	--
Denmark	--	--	0.0%	0.0%	--
Finland	--	--	0.0%	0.0%	--
France	--	--	0.0%	0.0%	--

Why do they choose the Canary Islands?



Aspects influencing the choice	LZ	FUE	GC	TFE	LP
Climate/sun	--	--	87.3%	84.5%	--
Security	--	--	36.4%	34.2%	--
Scenery	--	--	31.1%	33.7%	--
Tranquility/rest/relaxation	--	--	33.8%	28.6%	--
Visiting new places	--	--	28.6%	23.9%	--
Beaches	--	--	21.7%	20.5%	--
Active tourism	--	--	9.0%	7.3%	--
Suitable destination for children	--	--	6.0%	9.7%	--
Price	--	--	7.9%	6.9%	--
Quality of the environment	--	--	4.1%	2.3%	--
Nightlife/fun	--	--	1.4%	0.0%	--
Nautical activities	--	--	3.7%	5.2%	--
Theme parks	--	--	0.0%	5.9%	--
Rural tourism	--	--	2.0%	2.0%	--
Ease of travel	--	--	0.0%	3.7%	--
Culture	--	--	3.3%	0.0%	--

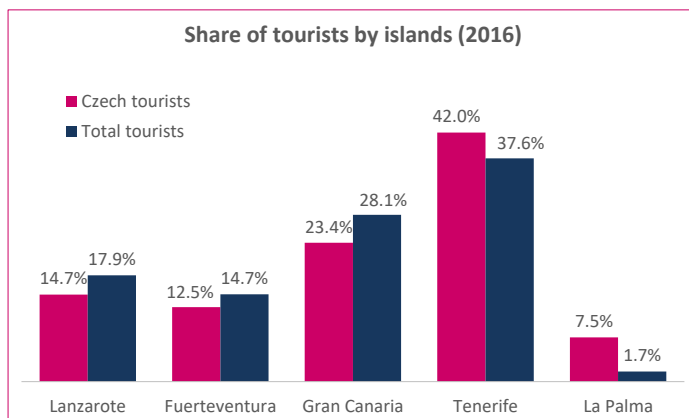
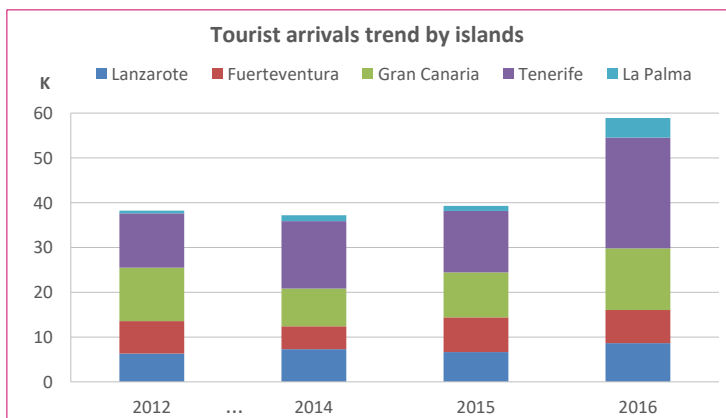
* Multi-choice question

What did motivate them to come?



Aspects motivating the choice	LZ	FUE	GC	TFE	LP
Previous visits to the Canary Islands	--	--	50.3%	50.4%	--
Recommendation by friends or relatives	--	--	45.2%	46.3%	--
The Canary Islands television channel	--	--	1.4%	2.0%	--
Other television or radio channels	--	--	1.8%	0.0%	--
Information in the press/magazines/books	--	--	5.6%	5.8%	--
Attendance at a tourism fair	--	--	0.0%	2.3%	--
Tour Operator's brochure or catalogue	--	--	0.0%	1.6%	--
Recommendation by Travel Agency	--	--	10.7%	8.1%	--
Information obtained via the Internet	--	--	39.4%	27.1%	--
Senior Tourism programme	--	--	0.0%	1.4%	--
Others	--	--	4.2%	3.8%	--

* Multi-choice question



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.