

Profile of tourist visiting the Canary Islands (2017)

CZECH REPUBLIC



How many are they and how much do they spend?



	Czech Republic	All markets
Tourist arrivals (FRONTUR)	n.d.	15,975,507
Tourist arrivals (> 16 years old)	51,111	13,852,616
Average daily expenditure (€)	133.36	140.18
. in their place of residence	101.39	101.15
. in the Canary Islands	31.97	39.03
Average length of stay	8.77	9.17
Turnover per tourist (€)	1,048	1,155
Total turnover (> 16 years old) (€m)	54	15,999
Share of total tourist	0.4%	100%
Share of total turnover	0.3%	100%
<u>% tourists who pay in the Canary Islands:</u>		
Accommodation:		
- Accommodation	9.3%	13.5%
- Additional accommodation expenses	3.9%	6.3%
Transport:		
- Public transport	17.4%	14.5%
- Taxi	11.9%	21.2%
- Car rental	30.2%	19.4%
Food and drink:		
- Food purchases at supermarkets	52.2%	55.0%
- Restaurants	49.5%	57.3%
Souvenirs:		
	71.8%	53.3%
Leisure:		
- Organized excursions	30.1%	17.7%
- Leisure, amusement	10.0%	8.4%
- Trip to other islands	3.2%	2.3%
- Sporting activities	10.5%	6.1%
- Cultural activities	3.4%	4.4%
- Discos and disco-pubs	4.1%	6.1%
Others:		
- Wellness	4.9%	4.9%
- Medical expenses	3.8%	4.0%
- Other expenses	7.1%	9.6%



**-13%
TOURISTS*
51,111**



**+1%
TRAVEL EXPENSES
€1,048**



**-12%
TURNOVER
€54 MILL**

What do they book at their place of residence?



	Czech Republic	All markets
Flight only	8.8%	9.3%
Flight and accommodation (room only)	13.5%	26.9%
Flight and accommodation (B&B)	4.1%	8.3%
Flight and accommodation (half board)	26.2%	19.3%
Flight and accommodation (full board)	6.4%	4.4%
Flight and accommodation (all inclusive)	41.1%	31.9%
<u>% Tourists using low-cost airlines</u>	45.4%	50.8%
<u>Other expenses in their place of residence:</u>		
- Car rental	19.1%	12.6%
- Sporting activities	6.3%	5.1%
- Excursions	23.9%	6.2%
- Trip to other islands	2.4%	1.5%

* Tourists over 16 years old.

How do they book?



	Czech Republic	All markets
<u>Accommodation booking</u>		
Tour Operator	28.6%	42.4%
- Tour Operator's website	58.7%	80.6%
Accommodation	9.8%	14.6%
- Accommodation's website	81.7%	84.0%
Travel agency (High street)	44.5%	19.3%
Online Travel Agency (OTA)	11.5%	17.3%
No need to book accommodation	5.7%	6.4%

	Czech Republic	All markets
<u>Flight booking</u>		
Tour Operator	35.4%	44.8%
- Tour Operator's website	67.4%	78.6%
Airline	15.6%	25.8%
- Airline's website	91.3%	97.3%
Travel agency (High street)	43.0%	18.0%
Online Travel Agency (OTA)	6.0%	11.4%

How far in advance do they book their trip?



	Czech Republic	All markets
The same day they leave	0.0%	0.5%
Between 2 and 7 days	8.6%	5.9%
Between 8 and 15 days	9.0%	7.4%
Between 16 and 30 days	15.5%	13.4%
Between 31 and 90 days	31.1%	34.6%
More than 90 days	35.8%	38.3%

Who are they?



	Czech Republic	All markets
<u>Gender</u>		
Men	51.9%	48.1%
Women	48.1%	51.9%

	Czech Republic	All markets
<u>Age</u>		
Average age (tourists > 16 years old)	42.2	46.9
Standard deviation	13.6	15.5

	Czech Republic	All markets
<u>Age range (> 16 years old)</u>		
16-24 years old	10.6%	8.4%
25-30 years old	11.8%	10.2%
31-45 years old	38.9%	27.9%
46-60 years old	27.1%	31.7%
Over 60 years old	11.6%	21.8%

	Czech Republic	All markets
<u>Occupation</u>		
Business owner or self-employed	32.3%	23.8%
Upper/Middle management employee	46.0%	35.2%
Auxiliary level employee	3.6%	15.3%
Students	8.8%	5.0%
Retired	8.2%	18.6%
Unemployed / unpaid dom. work	1.0%	2.1%

	Czech Republic	All markets
<u>Annual household income level</u>		
€12,000 - €24,000	32.8%	17.9%
€24,001 - €36,000	28.8%	19.3%
€36,001 - €48,000	14.7%	16.1%
€48,001 - €60,000	8.5%	15.1%
€60,001 - €72,000	6.5%	9.3%
€72,001 - €84,000	1.2%	6.3%
More than €84,000	7.6%	16.0%

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Which island do they choose?



Tourists (> 16 years old)	Czech Republic	All markets
- Lanzarote	9,578	2,488,213
- Fuerteventura	7,904	1,938,908
- Gran Canaria	16,227	3,900,824
- Tenerife	17,310	5,144,415
- La Palma	93	277,952

Share (%)	Czech Republic	All markets
- Lanzarote	18.7%	18.1%
- Fuerteventura	15.5%	14.1%
- Gran Canaria	31.7%	28.4%
- Tenerife	33.9%	37.4%
- La Palma	0.2%	2.0%

Where do they stay?



	Czech Republic	All markets
5* Hotel	2.5%	6.8%
4* Hotel	37.3%	38.4%
1-2-3* Hotel	27.3%	14.4%
Apartment	27.9%	32.4%
Property (privately-owned, friends, family)	3.2%	4.8%
Others	1.8%	3.2%

Why do they choose the Canary Islands?



Aspects influencing the choice	Czech Republic	All markets
Climate/sun	83.4%	89.8%
Beaches	42.5%	35.1%
Tranquillity/rest/relaxation	37.0%	37.2%
Scenery	27.6%	22.9%
Security	21.3%	9.7%
Visiting new places	20.4%	14.7%
Active tourism	11.6%	5.4%
Suitable destination for children	10.3%	7.6%
Security against natural catastrophes	4.6%	0.7%
Quality of the environment	4.3%	6.5%
Theme parks	3.9%	3.1%
Culture	3.9%	2.7%
Price	2.9%	12.2%
Nautical activities	2.4%	2.0%
Ease of travel	1.6%	8.9%
Shopping	1.4%	2.5%

* Multi-choice question

Who do they come with?



	Czech Republic	All markets
Unaccompanied	8.1%	8.7%
Only with partner	37.3%	46.8%
Only with children (under the age of 13)	1.7%	1.7%
Partner + children (under the age of 13)	10.7%	11.9%
Other relatives	11.9%	6.0%
Friends	8.2%	6.1%
Work colleagues	0.0%	0.3%
Other combinations ⁽¹⁾	22.2%	18.5%

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

How do they rate the Canary Islands?



Opinion on their stay	Czech Republic	All markets
Good or very good (% tourists)	94.2%	94.0%
Average rating (scale 1-10)	9.25	8.92

How many are loyal to the Canary Islands?



Repeat tourists	Czech Republic	All markets
At least 1 previous visit	65.8%	77.3%
At least 10 previous visits	11.1%	16.9%

Where does the flight come from?



Tourists (> 16 years old)	Share	Absolute
Czech Republic	84.9%	43,378
Austria	3.3%	1,691
Spanish Mainland	2.9%	1,503
United Kingdom	2.7%	1,383
Germany	2.7%	1,377
Poland	1.5%	779
Italy	0.4%	191
France	0.4%	184
Others	1.2%	624

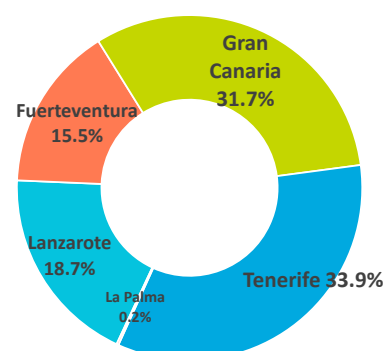
What did motivate them to come?



Prescription sources	Czech Republic	All markets
Previous visits to the Canary Islands	60.2%	64.9%
Recommendation by friends/relatives	36.2%	35.0%
The Canary Islands television channel	0.4%	0.4%
Other television or radio channels	0.2%	1.0%
Information in press/magazines/books	7.3%	3.8%
Attendance at a tourism fair	1.2%	0.5%
Tour Operator's brochure or catalogue	4.2%	7.2%
Recommendation by Travel Agency	10.0%	9.3%
Information obtained via the Internet	32.8%	25.5%
Senior Tourism programme	0.6%	0.2%
Others	4.9%	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.